

# Cognos Review

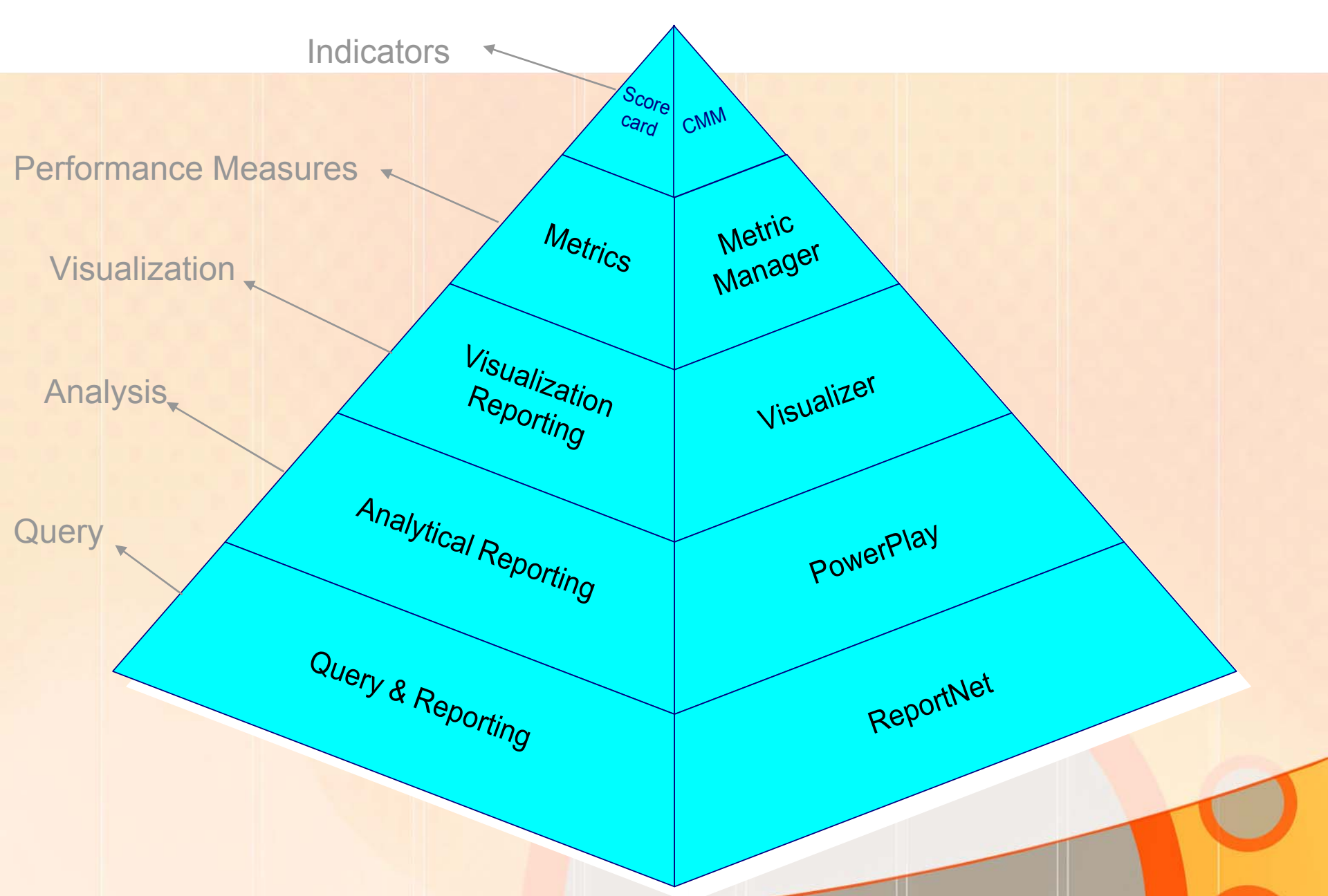
Arman Kanooni

101001010100111101000010010111010010 1101010101011101000010001001001001  
0010000101001010010010100001011010010101000011110100101010011110100001001011010010  
1101010101011101000010000101001001001010000101101001010100001111010010101

# Contents

- BI Decision Hierarchy
- Cognos Metric Manager
- Cognos PowerPlay
- Cognos ReportNet
- Development Architecture
- Deployment Architecture





BI Decision Hierarchy  
BI Decision Hierarchy

11010101010111010000100010100101001

# COGNOS

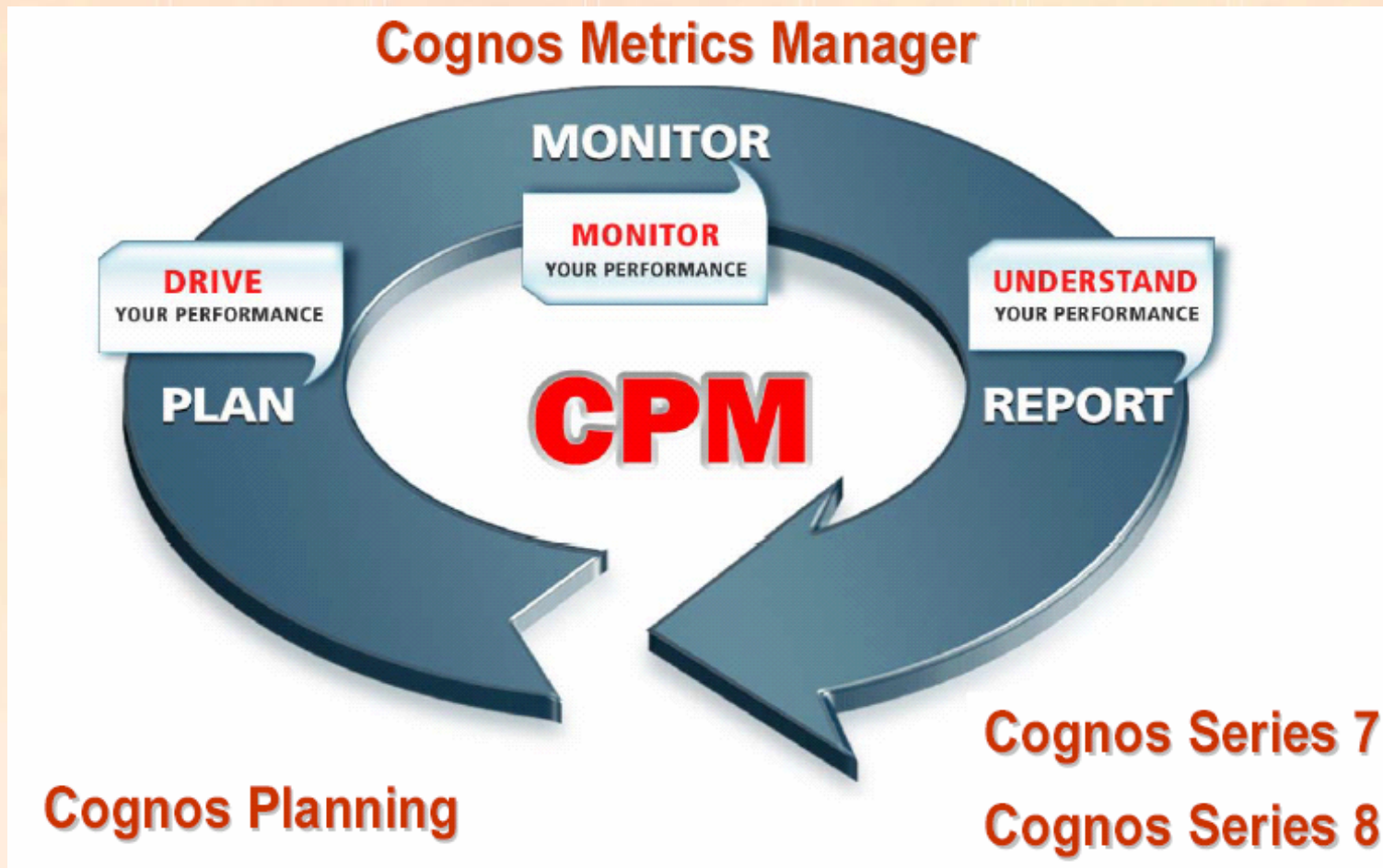
## *Metric Manager*



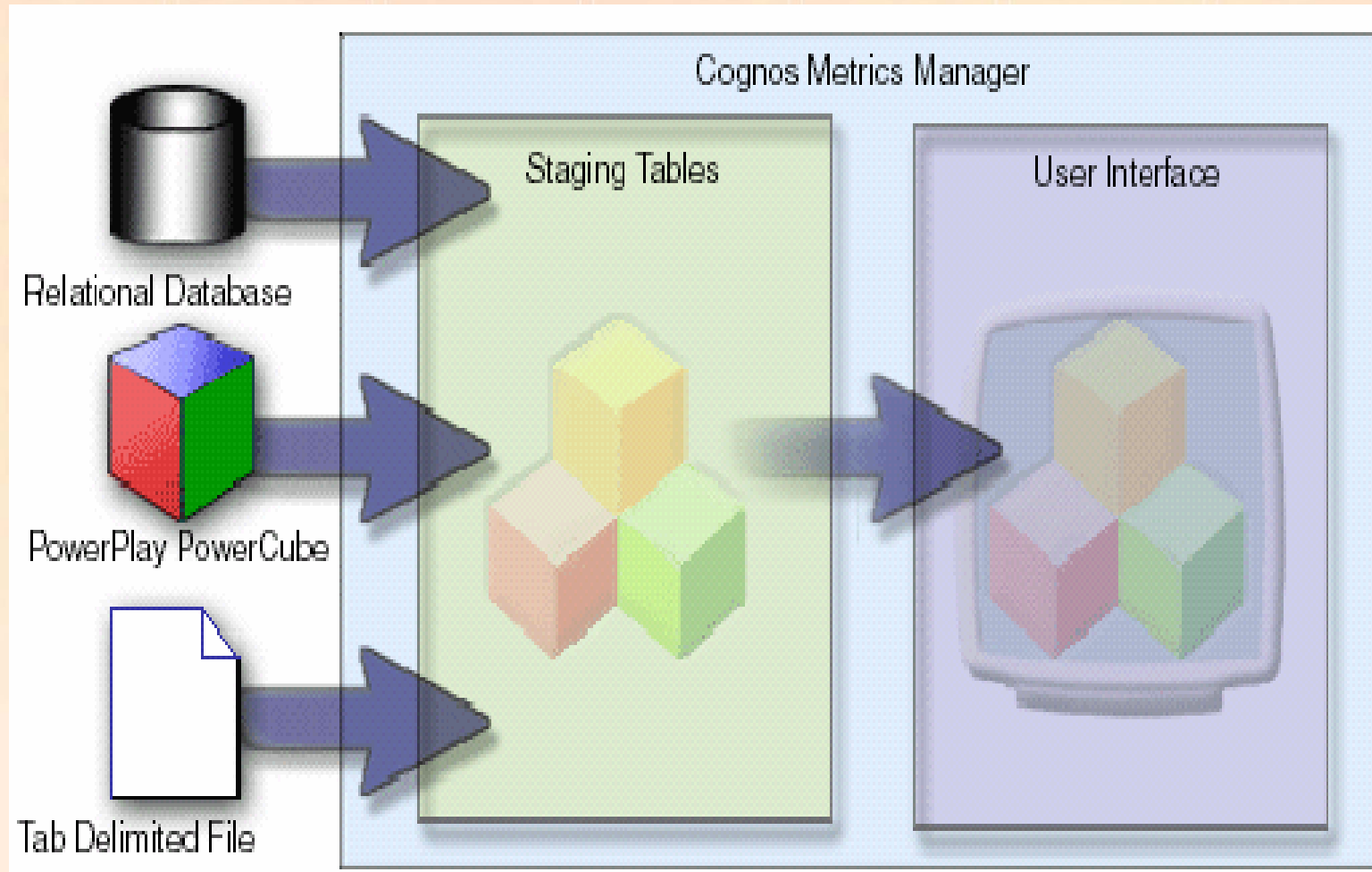
# Cognos Metrics Manager (CMM)

- *CMM allows you to create a customized score carding environment to monitor and analyze metrics throughout the organization. It helps you translate your organization's strategy into relevant, measurable goals that align each employee's actions and accountability with a strategic plan.*
- *CMM's rich score carding environment shows you quickly where the organization is successful and where it needs improvement. It tracks performance against agreed targets and indicates the current status to allow decision makers at every level of the organization to react and plan.*
- *The flexibility of CMM lets you model metrics and their relationships based on any standard*

# Performance Management



# CMM Architecture



# CMM Example



All Metrics > Digital2Go > Marketing

Marketing

Metrics

Diagram

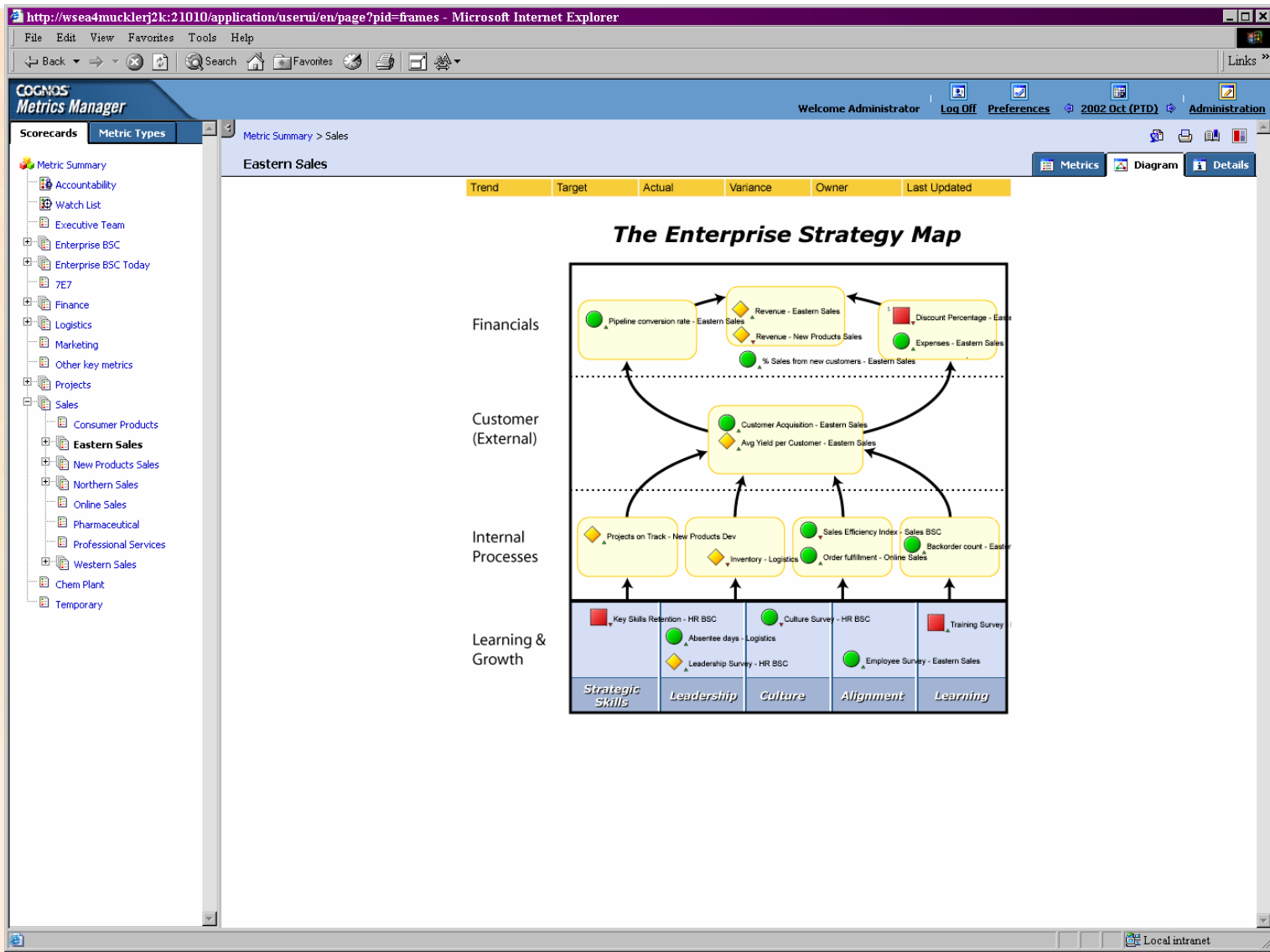
Details

No filter None

[Metrics: 1-16]

Status ▲	Trend		Title	Actual	Target	Variance
✗	▼	...	% Sales From Campaigns	40.00%	50.00%	-10.00%
✗	▲	...	% Campaign Response Rate	50.00%	58.00%	-8.00%
✗	▼	...	Marketing Campaign Effectiveness	45.00%	51.00%	-6.00%
■	—	...	% Repeat Buyers	73.00%	75.00%	-2.00%
■	▼	...	% Market Share Growth	6.80%	7.00%	-0.20%
■	▼	...	% Pipeline via Marketing	42.00%	43.00%	-1.00%
✓	—	...	% New Customers	25.00%	25.00%	0.00%
✓	▲	...	% Marketing Spend to Budget	20.00%	20.00%	0.00%
✓	▲	...	% Revenue From Campaigns	40.00%	40.00%	0.00%
✓	▲	...	D2G Campaign Lift	46.00%	45.00%	1.00%
✓	▼	...	D2G Banner Click-through Visitors	1,963.00	1,900.00	63.00
✓	▲	...	Marketing Staff Average Tenure	5.20	5.00	0.20
✓	—	...	D2G Revenue Generated	US\$3,682.00	US\$3,500.00	US\$182.00
✓	▲	...	Campaign Costs	US\$10,000.00	US\$11,500.00	(US\$1,500.00)
✓	▲	...	% Sights Line Growth	12.00%	10.00%	2.00%
✓	▲	...	% Growth Japan	13.00%	10.00%	3.00%

Hint: ✗ Data has expired. ▲ High priority  
... No action ▲ Acknowledged



**Strategy Map Screen (A dynamic strategic view of the program's metrics)**

Scorecards

Indicator Type

All Metrics > Global Marketing

All Metrics

- Global Marketing
  - Marketing Personnel Indicato
  - Financial Perspective
  - Customer Relationships
  - Internal Processes
    - Campaign Effectiveness
    - Sales Cycle Efficiency
    - Competitive Positioning
- Corporate Human Resources
- Global Sales
- Finance

% New Customers

History

Reports

Diagram

Details

Status	Trend	Target	Actual	Variance	Owner	Last Updated
<span style="color: red;">■</span>	<span style="color: red;">▼</span>	35 %	23 %	-12 %	Delaney Blackmore	

- Media Coverage
- Campaign Effectiveness
- Quality Sales Opportunities
- Avg Sales Rep Training Days
- % Growth Europe





**% New Customers**



- Revenue
- Profit Margin
- Average Cost of Sale

http://wsea4mucklerj2k:21010/application/userui/en/page?pid=frames - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Home Favorites

**COGNOS Metrics Manager** Welcome Administrator | Log Off Preferences 2002 Oct (PTD) Administration

Scorecards Metric Types

Metric Summary > Sales > Northern Sales > Seattle > Sales Count - Seattle

Sales Count - Seattle

Status	Trend	Actual	Target	Variance	Owner	Last updated
		1,121.59	10,305.85	-9,184.26	Steve Broncho	

History Reports Diagram Details

**Report**

Administrator My Pages Cognos Connection Return About

**Report Viewer - How is my Business Doing**

Product Line Reports

Product Line	Computer Accessories	Expected Volume
<a href="#">Consumer Electronics</a>	Computer Accessories	47,867
	Computers	14,086
	MP3	22,977
	PDA	12,620
<a href="#">Entertainment Media</a>	CD Audio	91,905
	DVD Video	91,430
	Entertainment Accessories	328,035
	Game Console	123,844
	Software	189,597
<a href="#">Home Office</a>	Chairs	276,778
	Desks	220,875

**Analysis pathways**

- [How is my business doing?](#)
- [Metric Rank](#)  
All metrics of this type ranked by score
- [www.cognos.com](#)  
The description gives a clear concise definition of the object. It helps users understand exactly what they are looking at, and what it should/should not be used for. This demo does not contain a description for every object.
- [Metric History](#)
- [What are Analysis Pathways?](#)

Local intranet

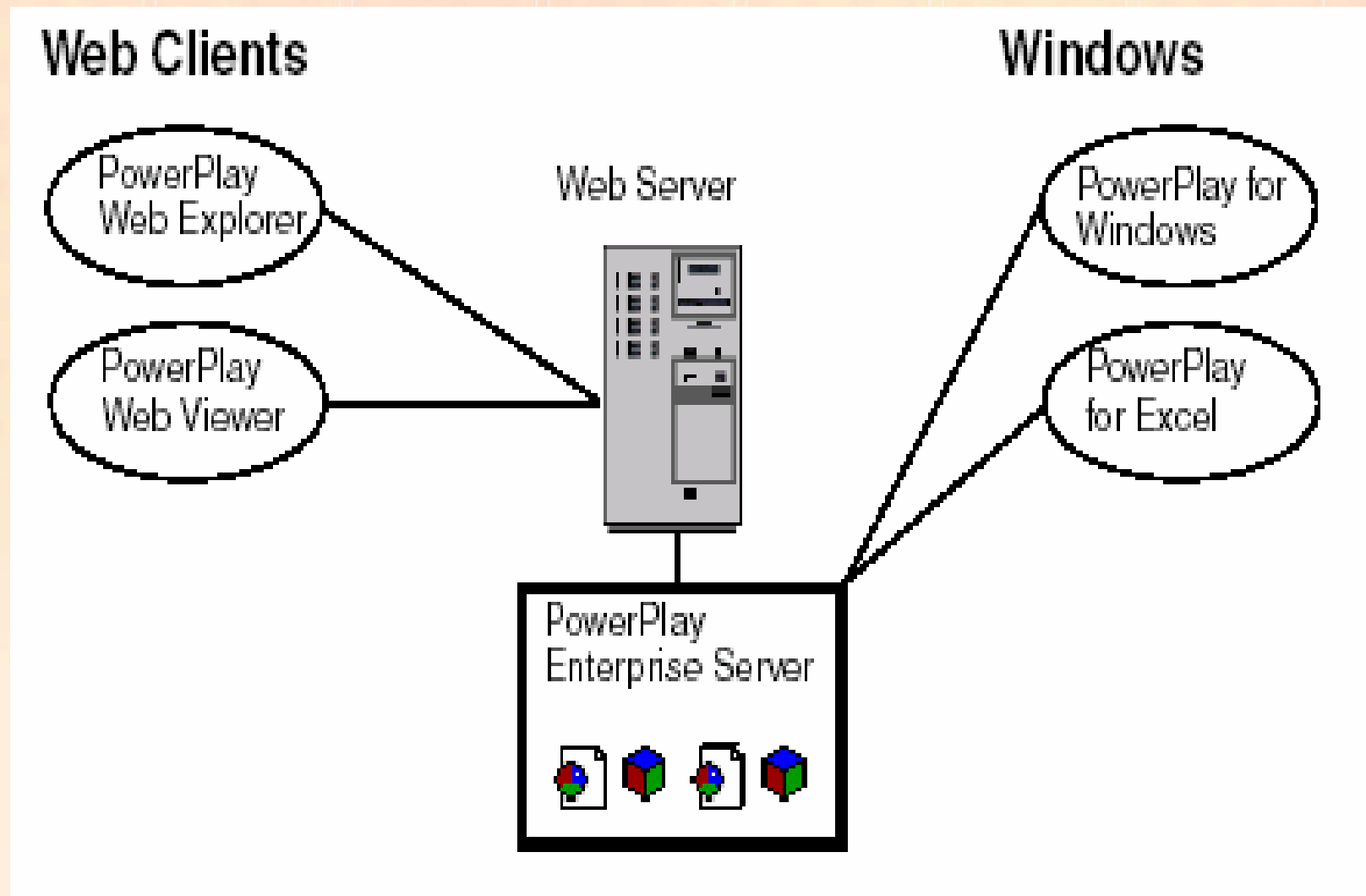
**Report Screen: Links to customized report or dashboard views.**

# COGNOS

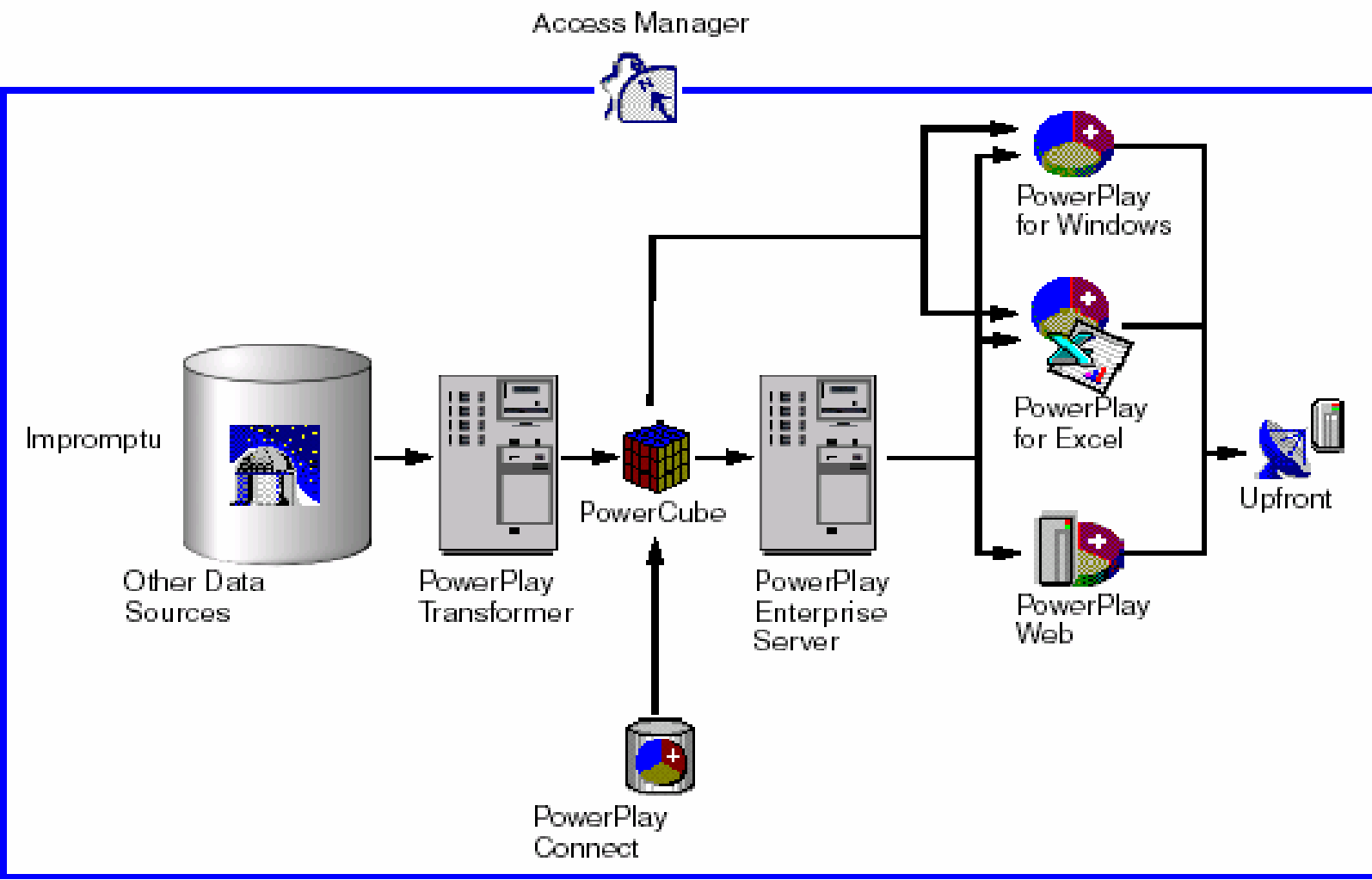
## *PowerPlay*

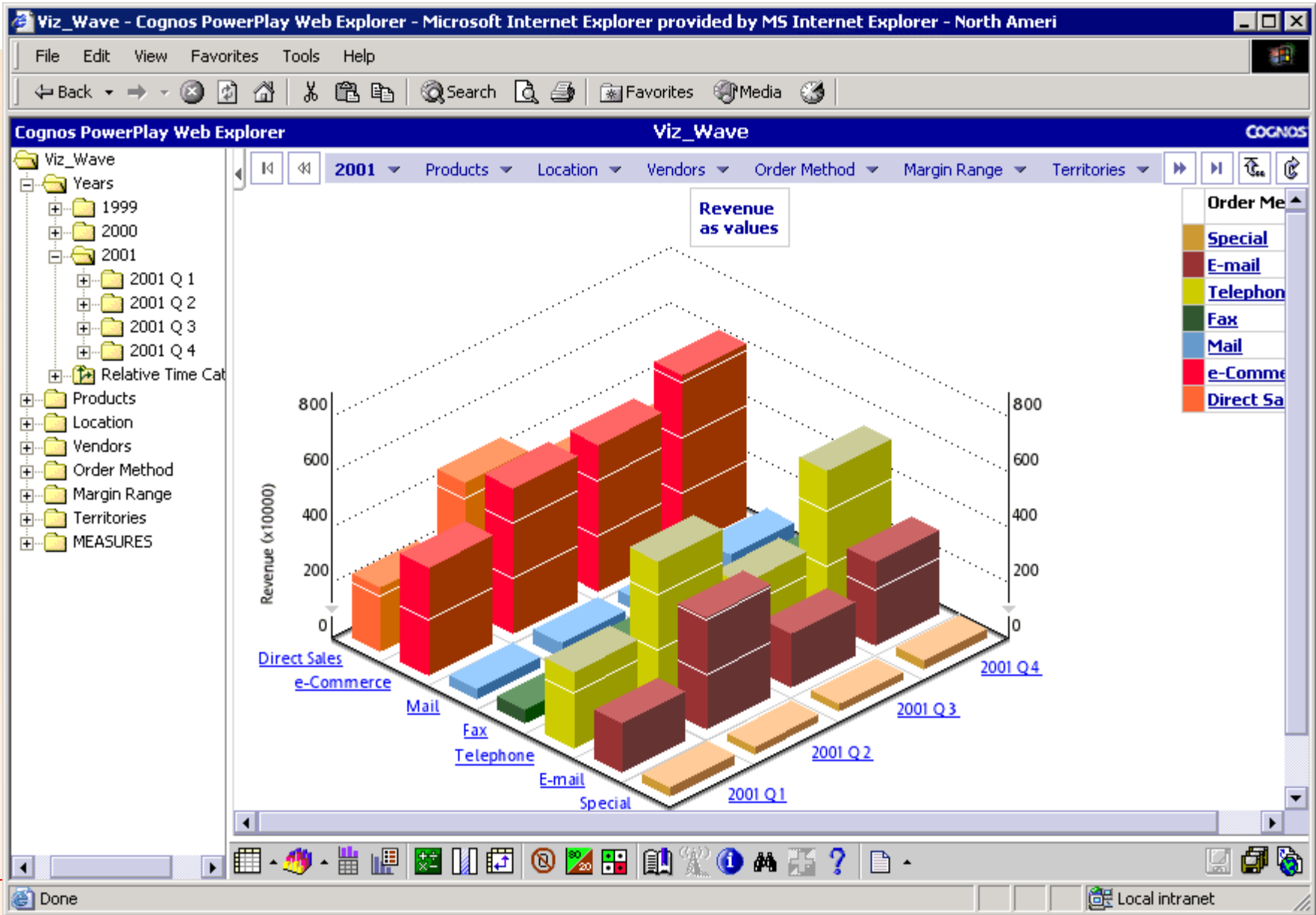


# Cognos PowerPlay

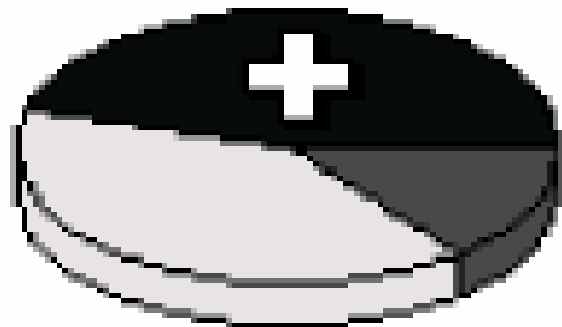


# PowerPlay Transformer





# PowerPlay Essentials



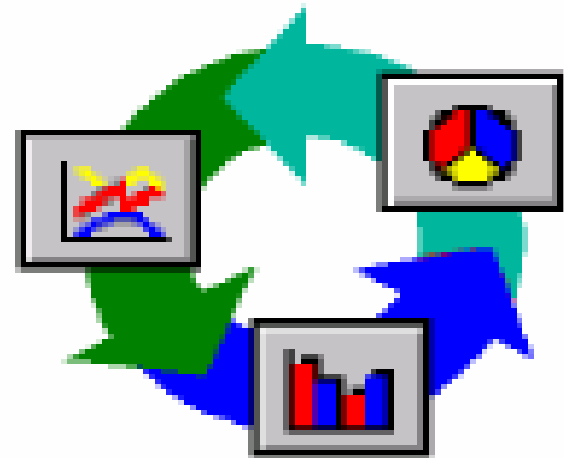
*Drilling Down*



*Slicing and Dicing*

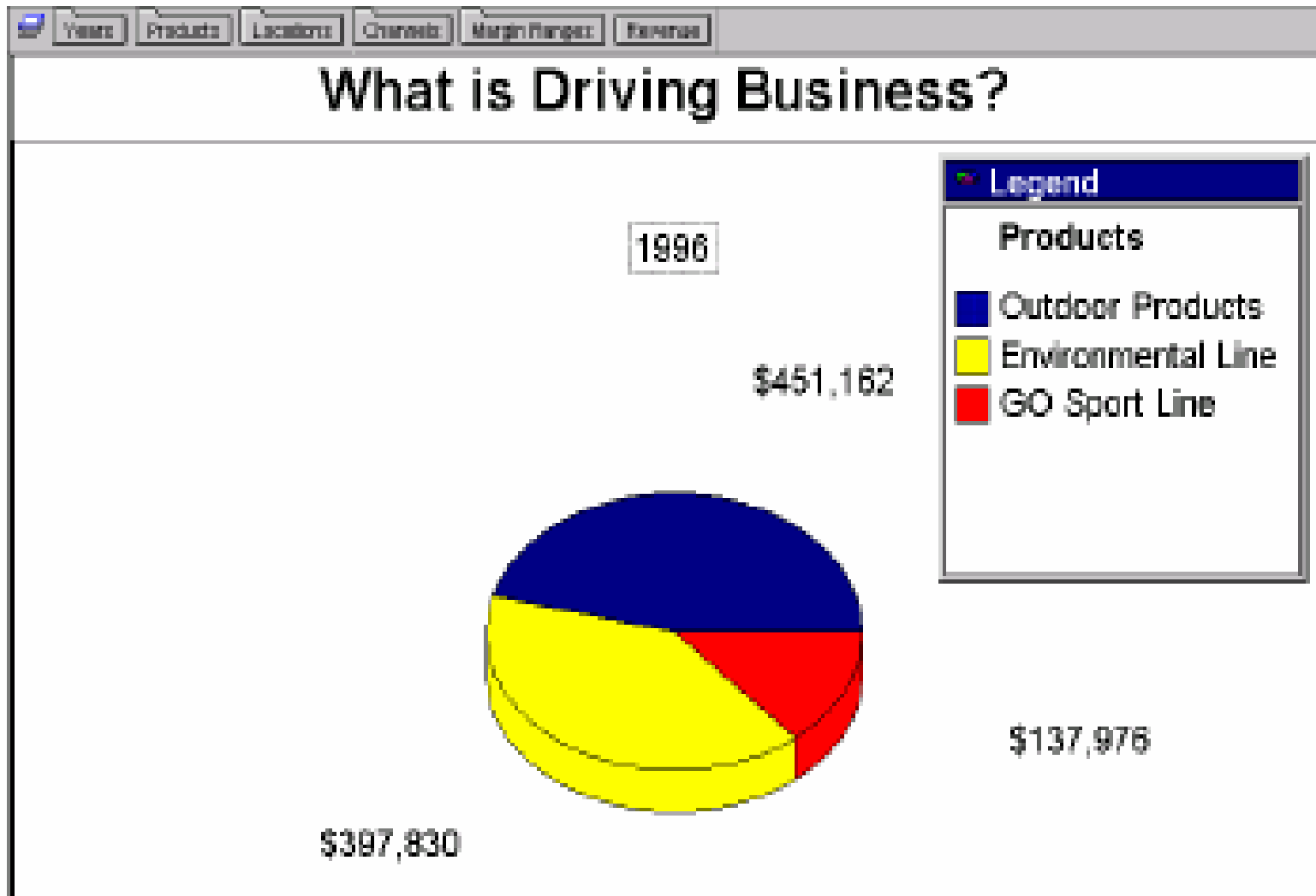


*Filtering*



*Switching Displays*

# CPP at a glance



# Explore Performance Indicators

The image shows a software interface with a navigation bar at the top. The navigation bar contains several tabs: 'Years', 'Products', 'Locations', 'Channels', 'Margin Ranges', and 'MEASURES'. The 'MEASURES' tab is currently selected and expanded, showing a list of performance indicators. The indicators listed are: Revenue, Product Cost, Product Plan, Expense Plan, Quantity Sold, Profit Margin %, Revenue/Employee, and Customer Count.

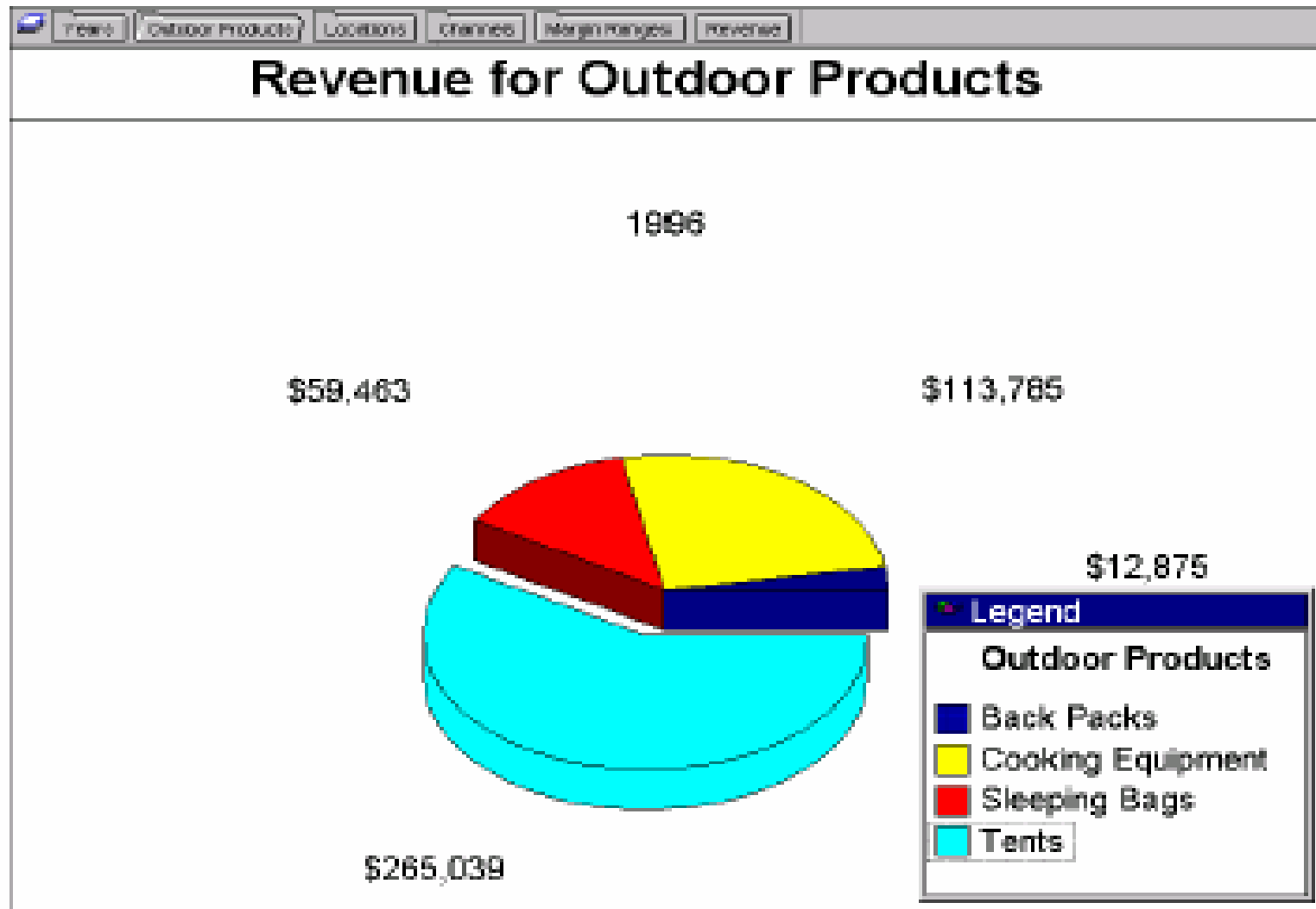
MEASURES
Revenue
Product Cost
Product Plan
Expense Plan
Quantity Sold
Profit Margin %
Revenue/Employee
Customer Count

# Change Performance Indicators

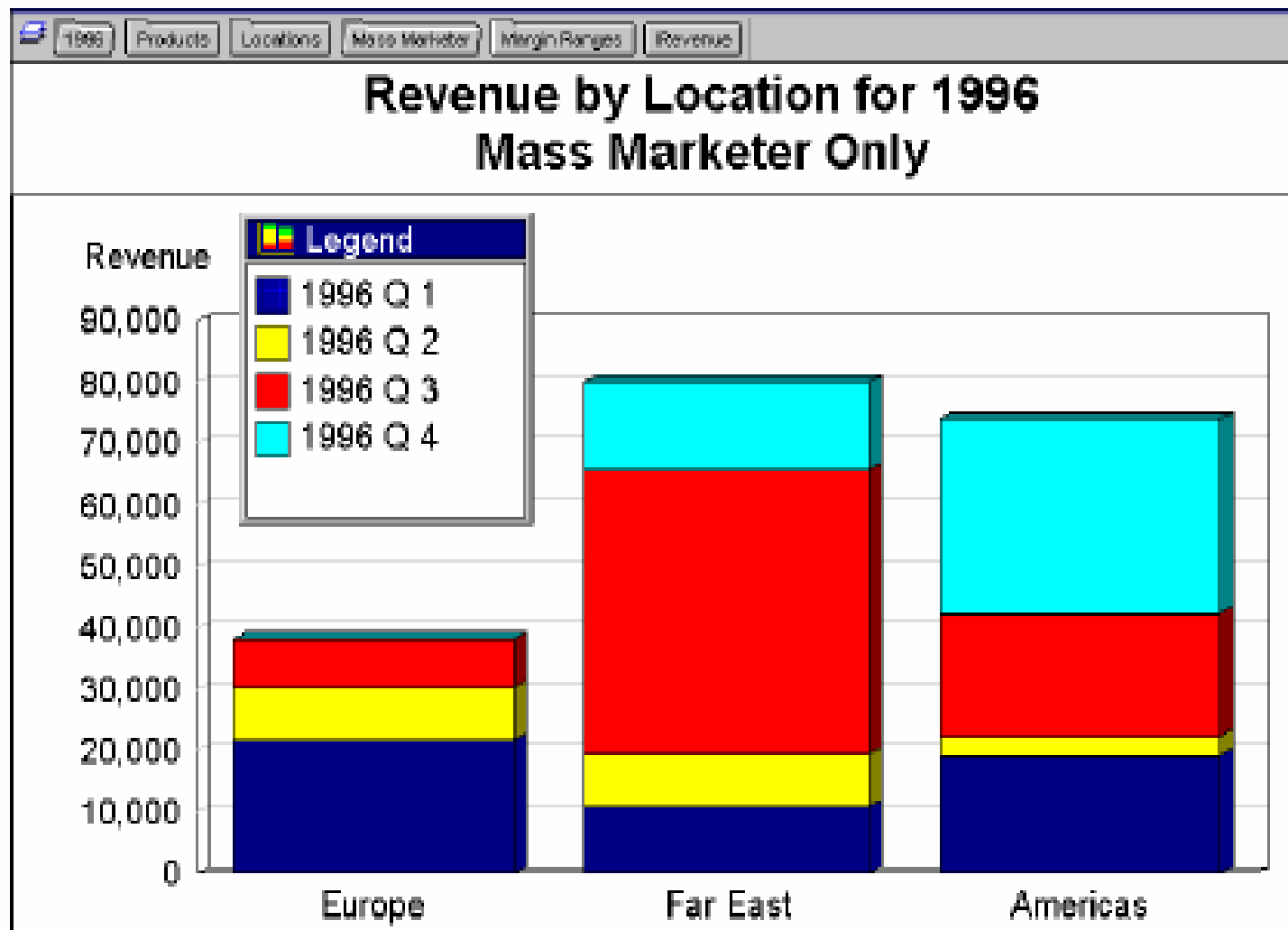
Revenue for All Years				
	Outdoor Products	Environmental Line	GO Sport Line	Products
1996	\$451,162	\$397,830	\$137,976	\$986,968
1997	\$429,291	\$684,764	\$164,240	\$1,278,295
<b>Years</b>	<b>\$880,453</b>	<b>\$1,082,594</b>	<b>\$302,216</b>	<b>\$2,265,263</b>

Profit Margin % for All Years				
	Outdoor Products	Environmental Line	GO Sport Line	Products
1996	32.0%	34.3%	50.0%	35.4%
1997	30.5%	42.8%	53.3%	40.0%
...	...	...	...	...

# Drill Down



# Change Display



# Slice and Dice

1996 Revenue				
Products				
Locations				
Channels				
Margin Ranges				
Revenue				
Revenue for 1996				
	Outdoor Products	Environmental Line	GO Sport Line	Products
1996 Q 1	\$100,693	\$99,552	\$33,536	\$233,781
1996 Q 2	\$105,322	\$90,667	\$28,952	\$224,941
1996 Q 3	\$132,625	\$129,279	\$33,824	\$295,728
1996 Q 4	\$112,522	\$78,332	\$41,664	\$232,518
<b>1996</b>	<b>\$451,162</b>	<b>\$397,830</b>	<b>\$137,976</b>	<b>\$986,968</b>

1996 Revenue				
Products				
Locations				
Channels				
Margin Ranges				
Revenue				
Revenue by Location for 1996				
	Europe	Far East	Americas	Locations
1996 Q 1	\$91,083	\$32,491	\$110,207	\$233,781
1996 Q 2	\$102,735	\$31,685	\$90,521	\$224,941
1996 Q 3	\$77,122	\$103,418	\$115,188	\$295,728
1996 Q 4	\$93,894	\$22,851	\$115,773	\$232,518
<b>1996</b>	<b>\$364,834</b>	<b>\$190,445</b>	<b>\$431,689</b>	<b>\$986,968</b>

# Filter

1996 Products Locations Channels Margin Ranges Revenue

Independent Sports Chain Camping Chain Mass Marketer CO Outlet By Region

### Revenue by Location for 1996

		Far East	Americas	Locations
1996 Q 1	\$32,491	\$110,207	\$233,781	
1996 Q 2	\$102,735	\$31,685	\$90,521	\$224,941
1996 Q 3	\$77,122	\$103,418	\$115,188	\$295,728
1996 Q 4	\$93,894	\$22,851	\$115,773	\$232,518
<b>1996</b>	<b>\$364,834</b>	<b>\$190,445</b>	<b>\$431,689</b>	<b>\$986,968</b>

1996 Products Locations Mass Marketer Margin Ranges Revenue

### Revenue by Location for 1996 Mass Marketer Only

	Europe	Far East	Americas	Locations
1996 Q 1	\$21,813	\$11,090	\$19,222	\$52,125
1996 Q 2	\$8,455	\$8,461	\$3,300	\$20,216
1996 Q 3	\$7,948	\$46,241	\$19,776	\$73,965
1996 Q 4	\$0	\$14,251	\$31,743	\$45,994
<b>1996</b>	<b>\$38,216</b>	<b>\$80,043</b>	<b>\$74,041</b>	<b>\$192,300</b>

Note: The dimension line folders show current filters have been applied.

# Rank

Top Ten Products in 1997		
	1997	Rank (1997)
Tents	299,730	1
Water Purifiers	267,047	2
Bio-Friendly Soaps	184,473	3
Sunblock	138,043	4
Carry-Bags	137,680	5
Cooking Equipment	80,719	6
Alert Devices	72,967	7
Sleeping Bags	32,638	8
Sport Wear	26,560	9
Recycled Products	22,234	10

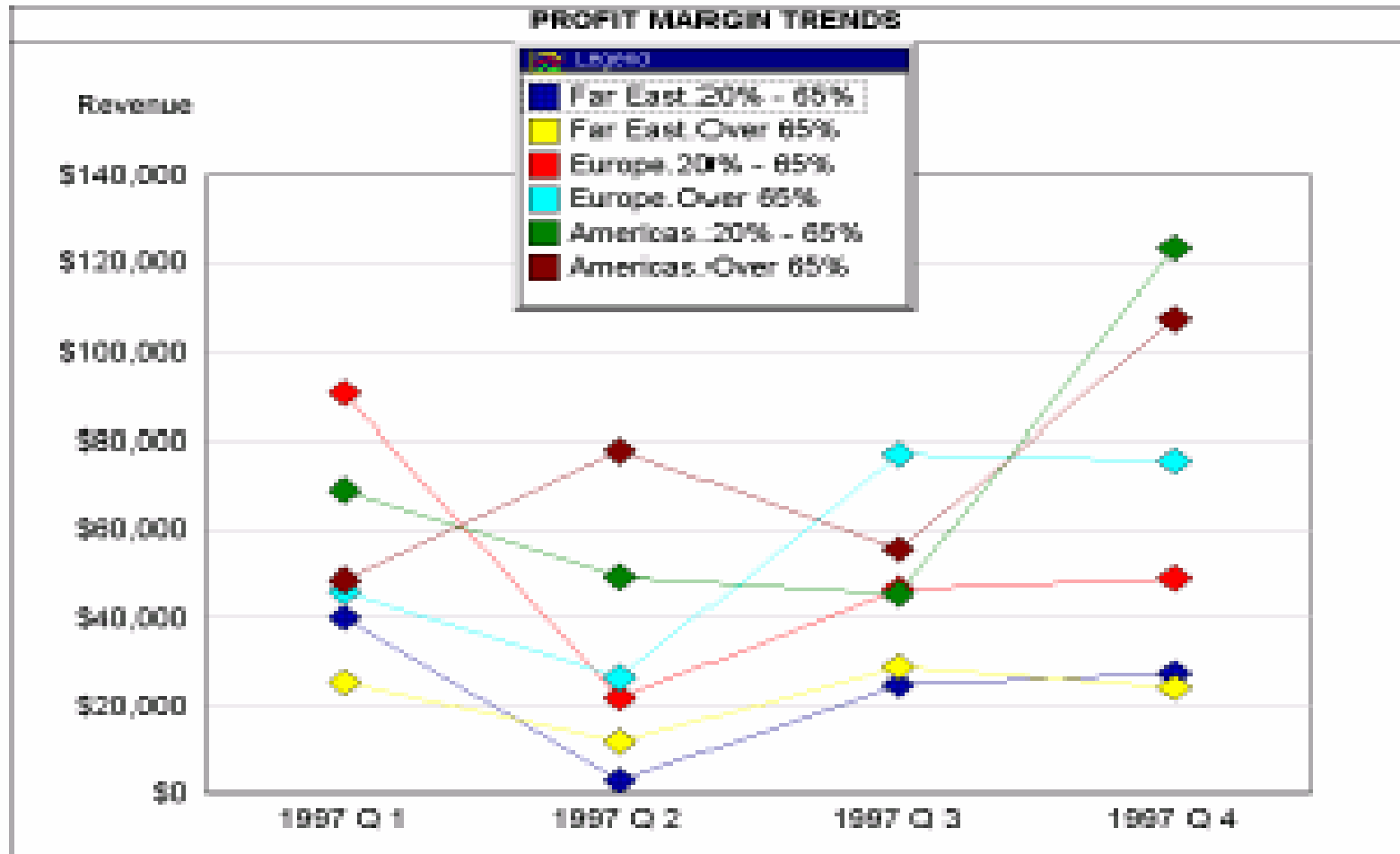
# Highlight Exception

## Environmental Line Shows Healthy Growth Overall

*Recycled Products is the Only Exception*

	Prior YTD	YTD	YTD Growth	YTD Change
Water Purifiers	151,260	267,047	76.55%	115,787
Bio-Friendly Soaps	75,069	184,473	145.74%	109,404
Sunblock	90,741	138,043	52.13%	47,302
Alert Devices	46,026	72,967	58.53%	26,941
<b>Recycled Products</b>	<b>34,734</b>	<b>22,234</b>	<b>-35.99%</b>	<b>-12,500</b>
<b>Environmental Line</b>	<b>397,830</b>	<b>684,764</b>	<b>72.12%</b>	<b>286,934</b>

# Trend Over Time Report



# COGNOS *ReportNet*

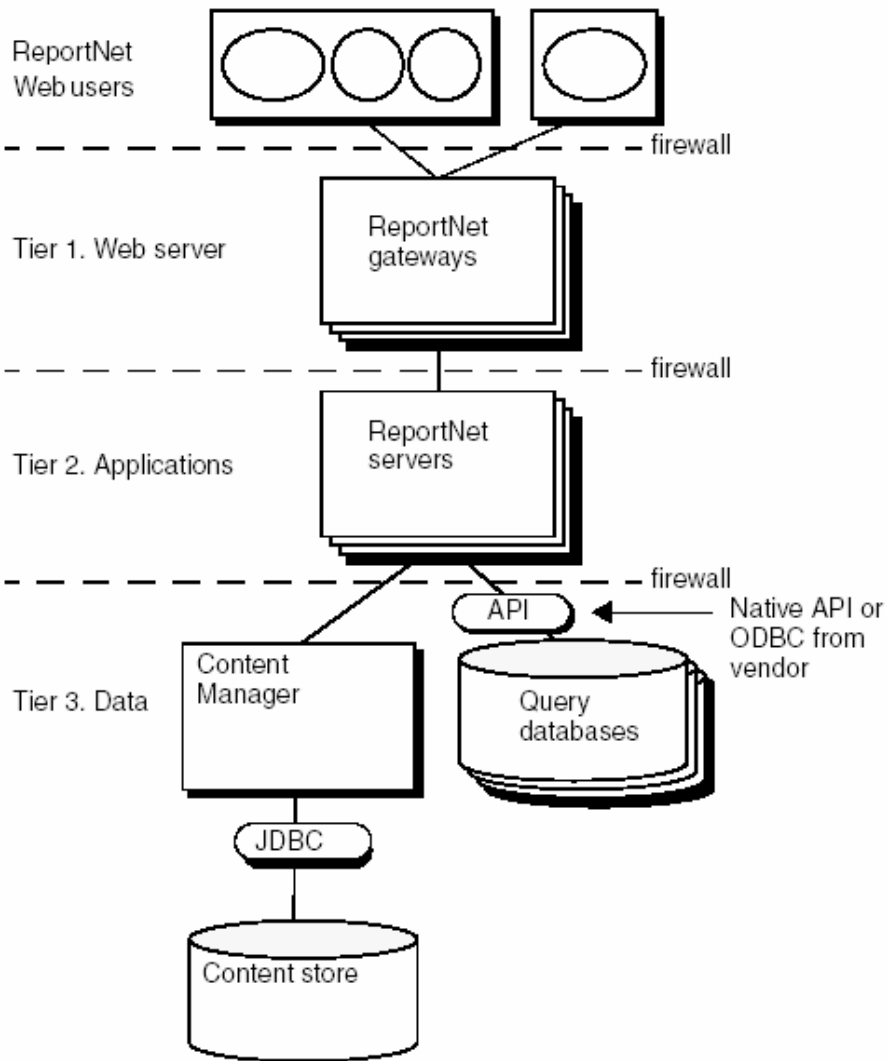


# ReportNet

**Cognos ReportNet components share a secure, multi-threaded, distributed architecture**

- Based on a BI Web Services Model
- features a consistent user interface
- Zero-footprint Web-Authoring and Distribution
- Central, Common Metadata Repository
- Open, documented architecture
- Single point of administration
- ensures dynamic load balancing
- provides failover recovery for 24 x 7 operation
- supports multilingual reporting

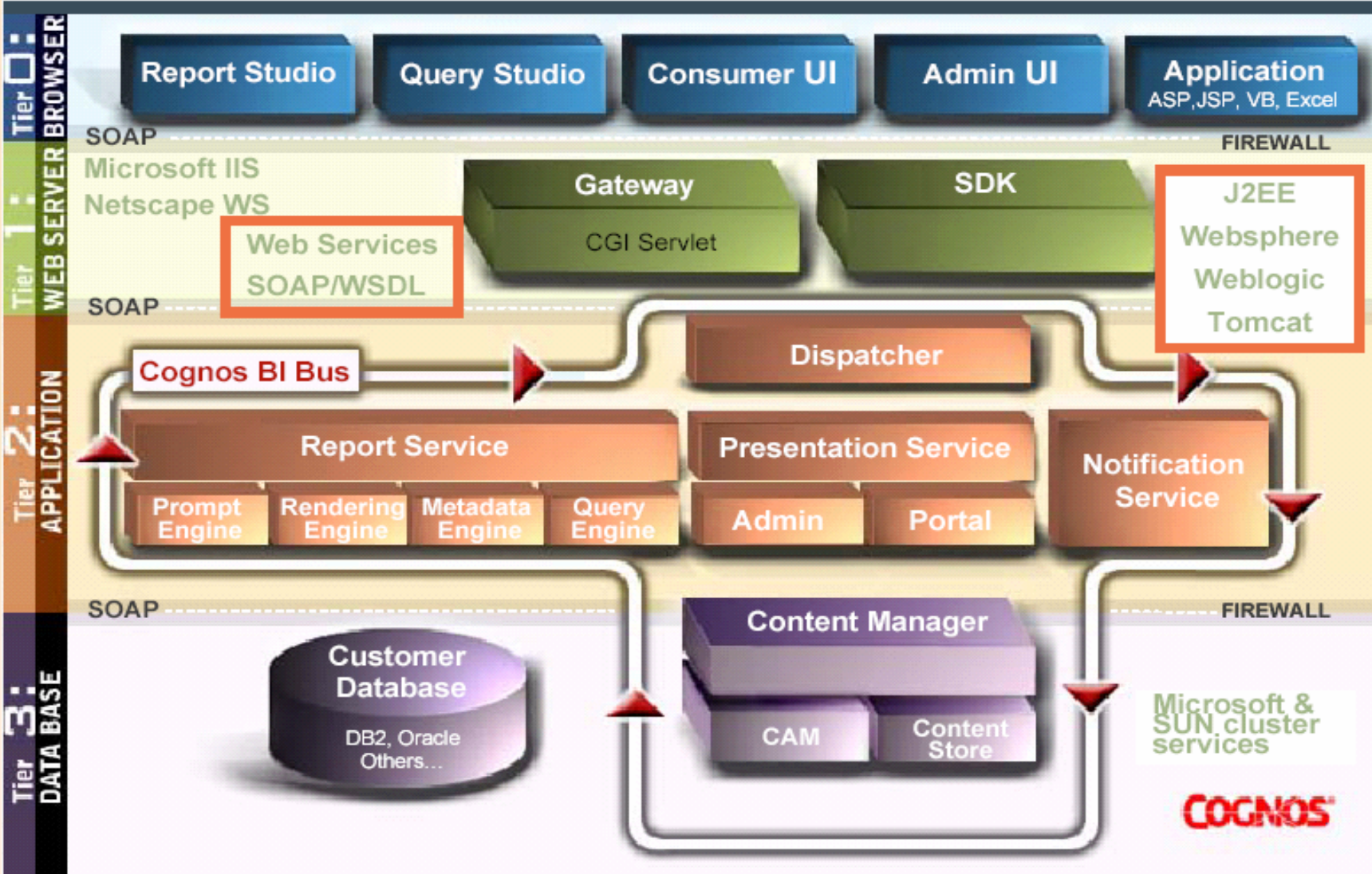
# CRN Multi-tier Architecture



ReportNet can be deployed across a multi-tier environment.

- Web Server(s)
- Application(s)
- Data Sources & Metadata

# CRN Architecture



# CRN Component

<i>Role</i>	<i>Function</i>	<i>Component</i>
<i>Consumer</i>	<i>Run &amp; view existing reports</i>	<i>Report Studio</i>
<i>Business Author</i>	<i>Spontaneous reporting</i>	<i>Query Studio</i>
<i>Professional Author</i>	<i>Advanced reporting</i>	<i>Report Studio</i>
<i>Administrator</i>	<i>Advanced Administration</i>	<i>Administrator</i>
<i>Data Modeler</i>	<i>Metadata Administration</i>	<i>Framework Manager</i>
<i>BI Developer</i>	<i>Complex managed reporting development</i>	<i>Query Studio</i> <i>Report Studio</i> <i>Framework Manager</i>
<i>SDK Developer</i>	<i>CRN API</i>	<i>SDK</i>

# CRN Security Architecture

- Administration
- Authentication
- Authorization

**Content Manager**  
Cognos Namespace  
Content  
Permissions

**CAM**  
Interface to Providers  
Authorization

**Authentication Providers**  
LDAP  
NT Domain  
Active Directory  
Cognos S7 Namespace  
SAP

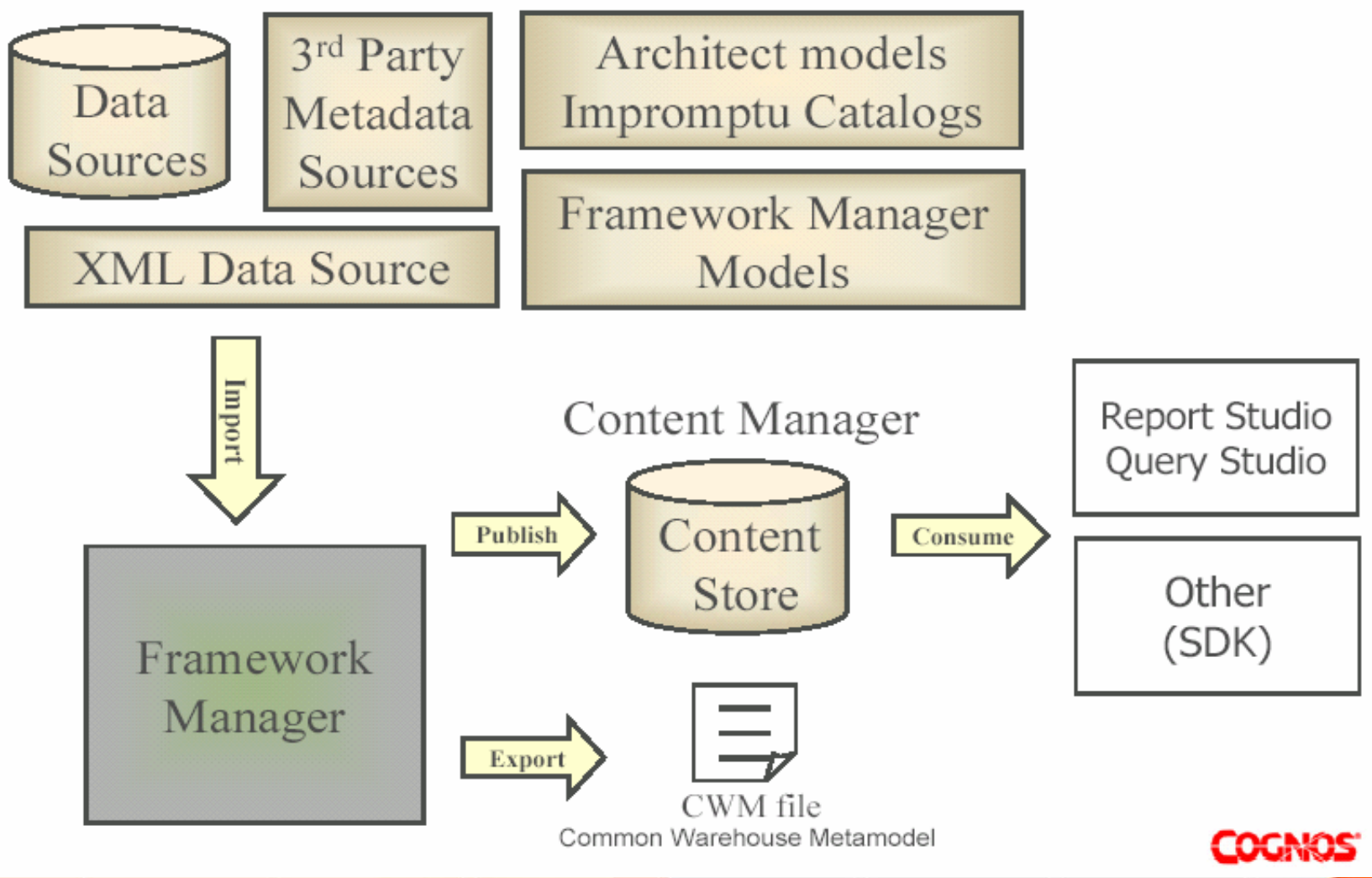
**Encryption Providers**  
Default 40 (OOTB)  
Entrust  
Open SSL

**Certificate Authority**  
Built in CRN CA  
Microsoft  
Sun One

- Encryption
- Passport certificates

**COGNOS**

# Framework Manager Process/Workflow



# CRN Deployment View

