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Cognos 8 Business Intelligence - Business Intelligence Professionals

Cognos 8 BI Professional Demo Script

For the BI professional who has to deliver reports across the desktops of 100s or even 1000s of business users IBM Cognos 8 BI provides complete professional reporting capabilities, they can easily create multi page reports where each page has its own custom layout and underlying data queries or use queries that are shared across multiple pages and report objects.

When building any report advanced reporting capabilities proved the ability to develop complex report layouts pulling together information from multiple data sources. For example, the sales rep profitability report page contains a chart showing revenue success by order method, a cross tab showing values and difference for actual and planned revenue, a second chart showing the top sales rep in terms of sales revenue and a table containing some key summary values. If we run this report in PDF format it looks like this with all the pages rendered based on their specific layout properties with their own custom content and underlying queries.

Here is a multi object sales rep performance page. Reports like these are easily built using this comprehensive collection of insertable objects, report developers can fully customize the look and feel of reports they create, tailoring them to the specific needs of their user communities with objects like calculations, conditional blocks that show or suppress content based on data values in the report and embedded HTML or JavaScript. Using any of these objects is a simple drag and

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drop operation, for example to add a map showing geographic profitability simply drag the map on to the report and then populate the map with the data values, in this case adding country as the region, and gross profit as the measure that controls the default colors that the map will use. When the report is rerun the updated page is displayed, the map displays at the top of the page with defaults applied for the color palette and the threshold values both of which are easily modified back in the design environment as required.

In every report business intelligence professionals have complete access to the underlying sequel or MDX for every query used to see exactly how the data is being accessed. Advanced data manipulation capabilities like set operations such as unions, intersections and exceptions make it possible to combine the data and the underlying queries however it is needed for reporting purposes. Additionally, built-in prompt objects make it very easy to add run-time prompting, so a single report can conserve multiple user needs across multiple geographies or departments. Adding a run-time prompt is as simple as selecting the data item to be used for prompt values and then generating the required prompt which automatically gets added as a prompt page. This capability together with advanced multilingual capabilities not shown in this brief demonstration make it possible to deploy highly flexible reports across a broad range of user communities, all of these powerful reporting capabilities and many more not shown here make it easy for business intelligence professionals to deliver and

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maintain sophisticated reports that combine data from many data sources in a multitude of formats.