

IBM Software Demos Cognos 8 Business Intelligence - Data Modelers

Cognos 8 BI Controller Demo Script

The business adoption of any BI system hinges largely on everyone being able to navigate, trust and understand the information it delivers, the underlying data model is therefore a critical success factor for business intelligence deployments and is often under emphasized, too many implementers of BI focus too heavily on advanced reporting features often at the expense of critical data modeling capabilities, without a model that delivers information in terms business understand and insulates business from the underlying complex and desperate data sources a BI deployment is difficult or imposable to implement on a large scale, data modeling is a true strength of IBM Cognos 8 BI, Cognos framework manager provides data modelers with the ability to build real enterprise scale data models using any data source or combination of data sources, the result is high performance data models optimize for business intelligence providing a common unified view of information across reports, analysis, metrics and scorecards.

After importing data from any data source or from multiple data sources data modelers can build logical data model layers that shield end-users from the complexity of the underlying data sources. The separation of logical and physical layers insulates the BI system from changes in the underlying physical databases as the result IT has afforded the flexibility to change the physical layer when necessary for application

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maintainability, data integrity and performance characteristics that are critical to successful deployments.

Data modelers can take advantage of advanced built-in model features like global filters and calculations. Parameter maps that can be used in macro expansions as runtime substitution values. Advanced object security and more. Data modelers can also use the built-in model advisor to create their initial designs and get up and running faster. Model advisor analyses the information in the model and highlights areas for possible investigation, for example, when a query subject has multiple cardinalities relative to other query subjects and therefore may be treated as either a fact or a dimension depending on how its used in queries, directly from within model advisor, data modelers can investigate the underlying query subjects and address problems if any exist. Model advisor guides even advanced modelers with hints and recommended proven practices that ensure your data models are optimized for your business.