

# CIO SPOTLIGHT

**BUSINESS INTELLIGENCE**

## Fulfilling the Promise of **Business Intelligence**

**The Challenge:  
Overcoming IT Complexity**

**Cognos 8 Business  
Intelligence: BI on a  
Whole New Level**

**BI's Promise Fulfilled**

**Customer Perspectives**



Custom Publishing

# Fulfilling the Promise of Business Intelligence

## THE CHALLENGE: OVERCOMING IT COMPLEXITY

**"OUR GOAL IS TO NEVER** have to say ‘no’ to a need for information,” says Susan Dean, business intelligence manager at Regent Medical, a U.K.-based manufacturer and marketer of surgical gloves and barrier protection, and a long-time user of business intelligence (BI).

For many business users, though, this scenario can be the exception rather than the rule. Notwithstanding a host of successful examples (see “In Their Own Words” inside), most business users hear some version of “no” from their IT departments when it comes to getting the information they need to make decisions.

It’s not for a lack of data. During the past four years, more than \$47 billion of enterprise application software—enterprise resource planning (ERP), customer relationship management (CRM) and supply chain management (SCM)—has been purchased worldwide.<sup>1</sup> These applications were designed to improve the efficiencies of operational processes, but not for enterprise-wide distribution of information to inform decisions. Some have complex user interfaces that are tied to the data source or require specific coding skills to access and analyze the data, which limits their usefulness to business users.

Companies can overcome this issue and leverage these applications by deploying business intelligence (BI) across them. BI gives business users the

means to access and analyze corporate data to find answers, analyze trends, identify opportunities, and extract relevant information from vast and ever-growing amounts of data. With BI, business users can stay connected to what’s happening in their organization with complete and consistent information.

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### Clear Benefits of BI

The benefits of BI have been clear and measurable: increased efficiency in information delivery at lower costs; visibility into performance for greater agility; and accurate, consistent information for better all-around business decisions. At Regent, for example, visibility into sales performance has increased reps’ productivity. And IT has saved



600 person-hours and thousands of dollars through more efficient reporting.

Despite these benefits and growing user demand for it, BI has yet to find a home on the desktops of most business users. Access to BI is largely limited to a handful of highly skilled users within IT or to those business users who are close to the few, focused implementations. According to Gartner, most organizations' approaches appear to be fairly tactical: the majority are not tying BI to specific business objectives.<sup>2</sup> And so the promise of BI remains only partially fulfilled.

So what's holding business intelligence back?

### The Challenge of Complexity

For the IT staffs charged with delivering BI, dealing with the complexity of their IT infrastructures is a daily reality. They face data scattered across the organization, captured by different systems and locked in silos; different platforms that don't always work with each other; users who

need different views of the data and who work in different languages, currencies, and countries. Most companies have BI software from a variety of vendors, which makes consistent information—and true

collaboration—difficult to achieve. It also results in high costs of maintenance and upgrades. External factors, such as SOX compliance, also place increased demands on IT to deliver “one version of the truth.”

## IN THEIR OWN WORDS

### REGENT MEDICAL

**Regent Medical is a leading global manufacturer and marketer of barrier protection for healthcare workers and patients.**

**“The BI group has become an important part of the Regent Medical team. We have gone from a support role to a partner with our sales organization. We have saved hundreds of person-hours a year since we have deployed the Cognos BI tools... over 600 man hours this year and thousands of dollars.**

**“THE ROI HAS BEEN HUGE:**

- **Our sales force is now equipped with the necessary information to clearly see what is happening with a territory or region.**
- **We have rolled out several finance reports, which have helped our finance department to close within a week after month-end.**
- **We have helped to streamline business processes within our organization, due to the high level of access we have to information.**
- **We have incorporated outside competitive data and subjective data with our actual data to produce reports that allow us to view the business on many different levels.”** —Susan Dean, BI Manager, Regent Medical

# SOMEDAY, THE PROMISE OF BI WILL BE MET.

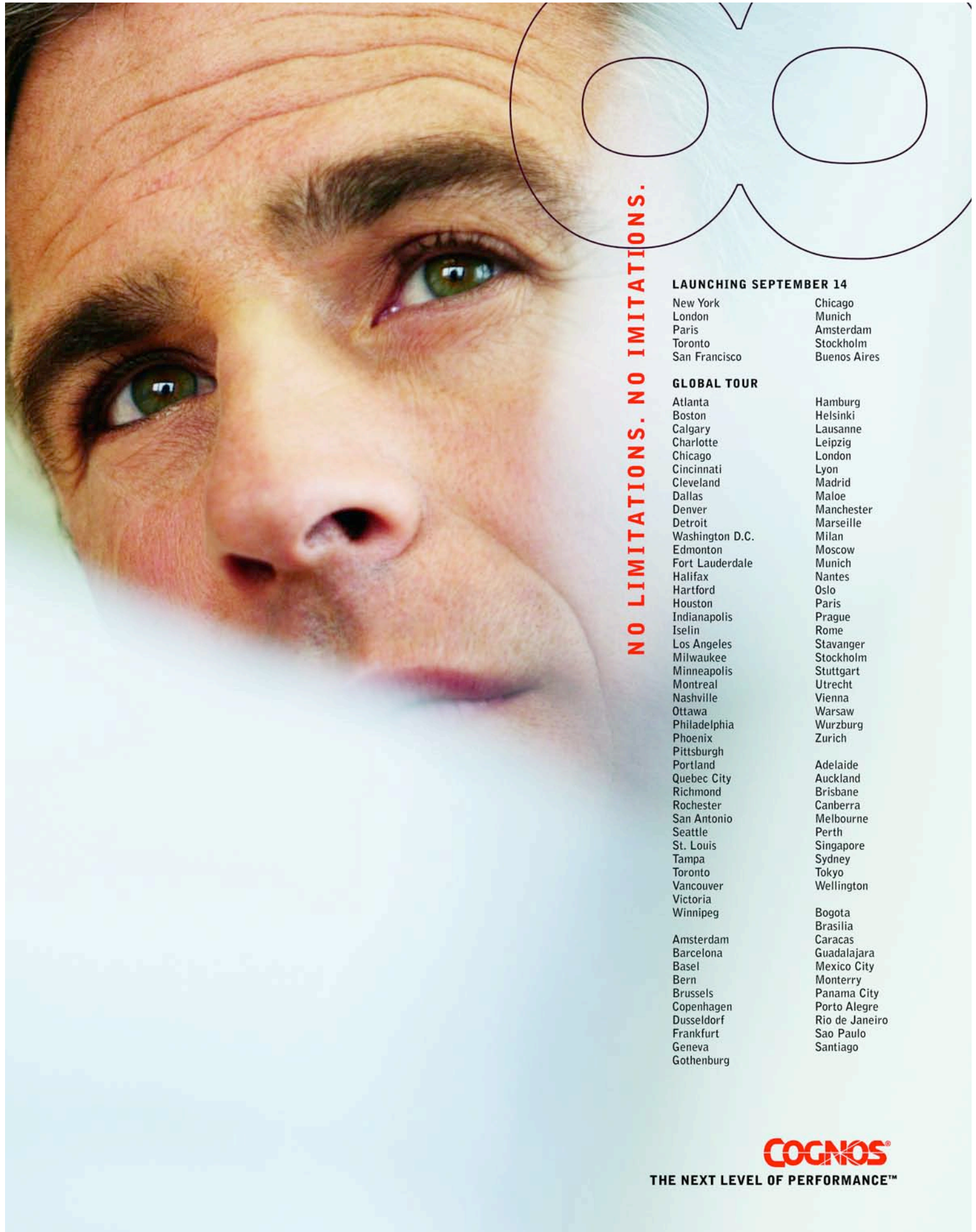
# WELCOME TO SOMEDAY.

*Business Intelligence* made a promise: to make it simple for everyone to use information to make better decisions. But, given your complex IT infrastructure, the reality of getting a single BI standard in place across the company has been anything but simple. Until now.

Introducing Cognos 8 Business Intelligence, the one solution built to break down the barriers limiting BI's potential. With a complete Web Services-based SOA. A simple browser-based interface. A full range of BI capabilities — reporting, analysis, scorecarding, dashboarding and more — all in a single product and on a single architecture. And the BI foundation for companies demanding a simpler path to a complete performance management system.

It's everything BI promised to be. And now, it's here.  
Learn more today at [cognos.com/simple](http://cognos.com/simple)

**COGNOS 8 BUSINESS INTELLIGENCE.**



**NO LIMITATIONS. NO IMITATIONS.**

**LAUNCHING SEPTEMBER 14**

- |               |              |
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| London        | Munich       |
| Paris         | Amsterdam    |
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| San Francisco | Buenos Aires |

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| Charlotte       | Leipzig        |
| Chicago         | London         |
| Cincinnati      | Lyon           |
| Cleveland       | Madrid         |
| Dallas          | Maloe          |
| Denver          | Manchester     |
| Detroit         | Marseille      |
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| Richmond        | Brisbane       |
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| Victoria        |                |
| Winnipeg        | Bogota         |
|                 | Brasilia       |
| Amsterdam       | Caracas        |
| Barcelona       | Guadalajara    |
| Basel           | Mexico City    |
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**COGNOS®**

**THE NEXT LEVEL OF PERFORMANCE™**

# CIOs pursuing a standardization agenda should look for products that are built to modern industry standards and use Web Services.

Dealing with complex IT infrastructures is simply the reality of doing business. The downside of this complexity, though, is that it's often a barrier to realizing the full potential of a business intelligence deployment. BI is essential to effective decision-making. Not having BI—or not having enough of it—holds users back from what they need to achieve.

The challenge for CIOs and their IT organizations is to increase access to BI and build expertise in it without adding complexity or increasing the workload for IT staffs.

## The Desire for a BI Standard

The move toward BI standardization is a direct response to the need to manage complexity. In standardizing BI, a CIO can streamline management, deployment efforts and administration, and eliminate the need

for duplicated or redundant environments. With a BI standard in place, a CIO can reduce costs and deliver a single version of the truth for collaborative decision-making.

The move to BI standardization is real: a recent Gartner survey found that most organizations want to standardize BI software across the enterprise.<sup>3</sup> An AMR Research poll reveals that 53% of the large companies surveyed have either completed or are in the early stages of standardization.<sup>4</sup> AMR Research concludes that over the next three years, companies will save between 20% and 40% of their EPM<sup>5</sup> operational costs through standardization.<sup>6</sup>

## The Clear Choice for BI Standardization

This September<sup>7</sup>, Cognos will introduce the clear choice for BI standardization:

Cognos® 8 Business Intelligence. Cognos 8 Business Intelligence is a single product that will let a CIO leverage all corporate data and deliver the most comprehensive set of BI capabilities available, to all users, on one architecture. Finally, CIOs can standardize their BI to unlock its full potential, no matter how complex their infrastructure.

Welcome to YES.

## COGNOS 8 BUSINESS INTELLIGENCE: BI ON A WHOLE NEW LEVEL

Most organizations already have some form of BI. So what makes Cognos 8 Business Intelligence different?

Cognos 8 Business Intelligence is a single BI product delivering the most complete range of BI capabilities, on a single architecture: the proven and powerful Web Services-based, services-oriented architecture that Cognos introduced in 2003 with Cognos ReportNet™. In addition, Cognos 8 BI takes every BI capability—dimensional and relational reporting (business, production), deep comparative analysis, active scorecards and dashboards, event lifecycle management, and data integration—to a whole new level of value. As a single product, it lets everyone across an organization standardize how they deliver and receive, query, analyze, and collaborate using business-critical information. Users can move seamlessly through information to find answers, analyze trends, identify opportunities, and make better decisions. Cognos 8 BI provides access to consistent information, which greatly improves the

### IN THEIR OWN WORDS

#### ARLA FOODS

Based in Denmark, Arla Foods is a leading provider of dairy products with revenue of 6.5 billion euros, generated by 23,000 employees. The company also participated in the beta testing process for Cognos 8 Business Intelligence.

“The Cognos solution was chosen exclusively to cover all reporting and analysis needs within our SAP rollout program – a business transformation/globalization initiative that is one of the largest projects in Arla’s history.

The rollout program’s overall goal is to reduce the number of systems, processes, and complexities within the Arla environment.

#### “THE BENEFITS:

- **Standardization.** Reports and analysis had to be done in several systems and there was no global structure. Each business area was using its own tool.
- **Reduction of demands on IT.** Decreased training time: 75 percent of requests to the BI support group are now handled by the users themselves.
- **Ease of use for all users in the organization.**
- **Anticipated benefits.** The update time should be reduced and the distribution of reports to our customers should be a major step forward .”

—Michael Vølund, Team Manager, EAS Business Intelligence, Arla Foods

decision-making process and lets divisions and departments respond quickly and coherently to changing business conditions.

Deployed to all users, Cognos 8 Business Intelligence forms the foundation of a performance management system. CIOs can go even further by integrating Cognos 8 BI into their organizations' financial planning and forecasting system. The tight integration of business intelligence and planning capabilities provided by Cognos is core to a complete, closed-loop performance management system in which forecasts, metrics, actuals, reports, and underlying factors are seamlessly connected.

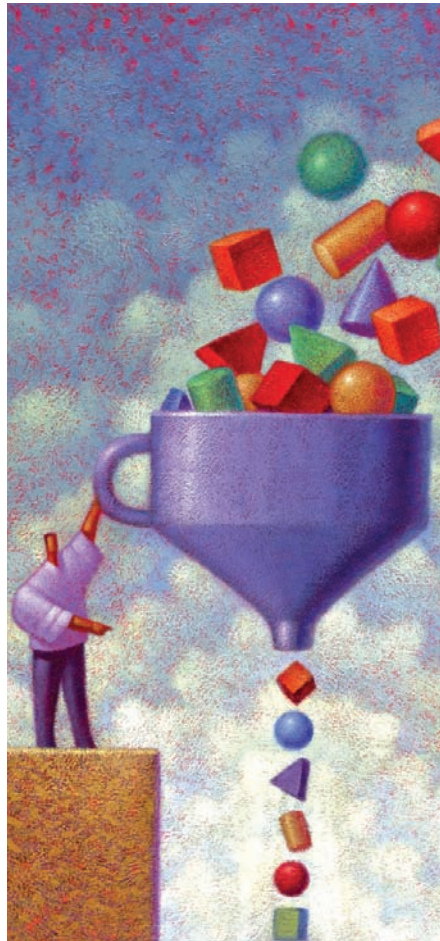
### Built From the Ground Up

Cognos 8 Business Intelligence was built from the ground up to integrate with complex IT infrastructures. It delivers what CIOs need to standardize BI through three key elements:

- A single Web Services-based, services-oriented architecture (SOA) that increases agility and lowers TCO.
- Access to any combination of OLAP or relational data sources and centralized metadata that creates a single version of the truth, improves collaboration, and accelerates time to results.
- A familiar zero-footprint Web browser-based user interface that accelerates user adoption and increases information self-service.

## 1 Lower TCO and Increased Business Agility: The Benefits of a Web Services-based SOA

The sheer number of vendor-proprietary architectures resident in just about every company's IT infrastructure makes sharing data difficult and expensive. The current trend in software is to move away from vendor-proprietary architectures in favor of those based on open standards



that deliver well-defined business functionality using loosely-coupled, reusable components. These applications are more flexible and easier to integrate, delivering significant cost savings and increased business agility.

BI applications are no different. CIOs pursuing a standardization agenda should look for products that are built to modern industry standards and that use Web Services protocols such as XML, SOAP, WSDL, WRSP, and HTTP. These protocols are the building blocks of Cognos 8 Business Intelligence.

The Cognos 8 Business Intelligence single SOA and its API let IT easily integrate BI capabilities into existing IT assets and leverage existing infrastructure including security systems, OLAP sources and RDBMS, application servers, portals, and metadata.

### THE PAYOFFS:

- BI capabilities can be turned on as needed to meet evolving business and user needs.
- CIOs can increase their return on assets because they don't need to rework portals, security, or metadata.
- Programmers customize, expose, or hide any BI capability using any programming language, leveraging IT knowledge.
- Reuse of ad hoc queries and analyses by professional authors reduces reporting backlog and delivers a shorter time to results.
- BI content is written once and deployed globally in any language

### THE BOTTOM LINE:

The Cognos 8 Business Intelligence architecture delivers increased business agility by letting IT address changing business conditions and strategies.

## 2 Collaborative Decision-Making: The Need for a Single Version of the Truth

Disparate data and applications are a major—and inevitable—source of complexity. Unless CIOs manage them effectively, they can hamper decision-making because data is siloed in proprietary systems. Users need to access data across these sources for a complete and consistent view of business issues. Otherwise, they lose time debating the validity of the numbers or act on incomplete information.

CIOs need BI that can access heterogeneous data and provide a centralized metadata model that applies consistent business rules, dimensions, and calculations to all data sources. Metadata models are often database-dependent, which limits their usefulness in dealing with the larger problem of data consistency and efficient collaboration. Users need a BI source that can provide a single view of multiple data sources that shields them from complex data structures.

Cognos 8 Business Intelligence provides access to any combination of OLAP or relational data and uses a centralized, common metadata model across all data sources, so users get a complete and consistent view of any business issue, regardless of how they view the information. No longer will decision-makers spend their time trying to reconcile inconsistent or contradictory information before deciding what to do.

#### THE PAYOFFS:

- All BI capabilities can be used to access, report on, and analyze any combination of data, regardless of its source or structure.
- Users can access all relevant data from one trusted place for a complete and consistent view of any business issue.
- Users are sheltered from the complexity of their data.

#### THE BOTTOM LINE:

With easy access to a single version of the truth, everyone can collaborate more effectively and spend less time debating numbers.

## 3 Higher Adoption: The Need for an Easy-to-Use Interface

The mix of legacy BI applications and user interfaces is a common barrier to widespread BI adoption. Business users are reluctant to adopt new interfaces because they add to the complexity of their daily activities. CIOs are reluctant to expand BI because there's no guarantee that people will use it. They need to deliver BI capabilities through an interface that users are comfortable with and use in their day-to-day activities.

Cognos 8 Business Intelligence is the first product to deliver all BI capabilities through an already familiar zero-footprint Web browser. This innovative new product lets users work with information in ways they

## IN THEIR OWN WORDS

### KENNAMETAL INC.

**Kennametal is a leading global supplier of tooling, engineered components and advanced materials consumed in production processes, with 14,000 employees and annual sales of over \$2 billion.**

**"The visibility and insight provided by our BI solution is actionable and has allowed us to maneuver through the fluctuations and uncertainty of the global economy.**

**"We have reached our 'tipping point' ... as the Cognos BI solution becomes exposed, cemented and accepted as an integral part of our business strategy, the requests for more advanced BI solutions increases. No longer is the BI team 'pushing' the tool, our end users are demanding (pulling) more BI tools to know our customers better – for us BI is a defined source of global competitive advantage."**

—Jon Amundson, Global Marketing Information Manager, Kennametal

never thought possible. They can view and interact with dimensionally aware reports, author business, production, and dashboard reports, perform ad hoc queries and comparative analyses, interact with scorecards, and create event workflows. Guided analysis lets users navigate to the information they need to resolve issues or make decisions more quickly. And built-in event management means business issues can be monitored and managed all the way through to resolution, further shortening time to action.

For IT, there are no end-user installs, plug-ins, or applet downloads to manage and maintain. Administration is also zero-footprint and can be centralized or distributed closer to the point of impact, and can provide service from any location.

These broad capabilities mean Cognos 8 Business Intelligence can streamline the entire deployment cycle by meeting the needs of all user types, from casual report consumers through to power users.

#### THE PAYOFFS:

- Users can get answers to resolve issues or make decisions more quickly.
- Centralized Web deployment enables

broad user uptake.

- One BI product can meet the requirements of all business users, regardless of their level of expertise or area of responsibility.

#### THE BOTTOM LINE:

Everyone can view, report, analyze, and share information in a format that makes sense to them without needing to learn a new user interface or submit a request to IT. BI delivers greater value and becomes more widely adopted among business users, letting IT work on more strategic projects.

## BI'S PROMISE FULFILLED

These three elements of Cognos 8 BI—a Web Services-based SOA, heterogeneous data access and centralized metadata, and a zero-footprint, browser-based interface—are key to delivering BI in a complex IT environment. And they are the necessary ingredients of BI standardization. Finally, CIOs can unlock the full potential of business intelligence to drive corporate performance to the next level.

To reserve your seat at the September 14 worldwide launch of Cognos 8 Business Intelligence, visit [www.cognos.com/simple](http://www.cognos.com/simple)

1 Tom Friedman, Bill Hostmann, "The Cornerstones of BI – Payback and Risks," Gartner BI Summit 2005, March 2005.  
2 B. Hostmann, H. Dresner, C. Graham, "BI Usage Patterns: How Do You Stack Up?" Gartner BI Summit 2005, March 2005.

3 Gartner Business Intelligence Multi Client Study, February 2005, Question 10, North American respondent results.  
4 AMR Research, The Critical Questions to ask Before Embarking on BI Standardization, J. Coolidge, E. Meunier, May 2005.  
5 Enterprise Performance Management

6 AMR Research, Enterprise Performance Management Decisions for 2005, J. Coolidge, January 2005.  
The incorporation of new attributes into a yet-to-be-released Cognos software product – and the timing of its release – is at the discretion of Cognos