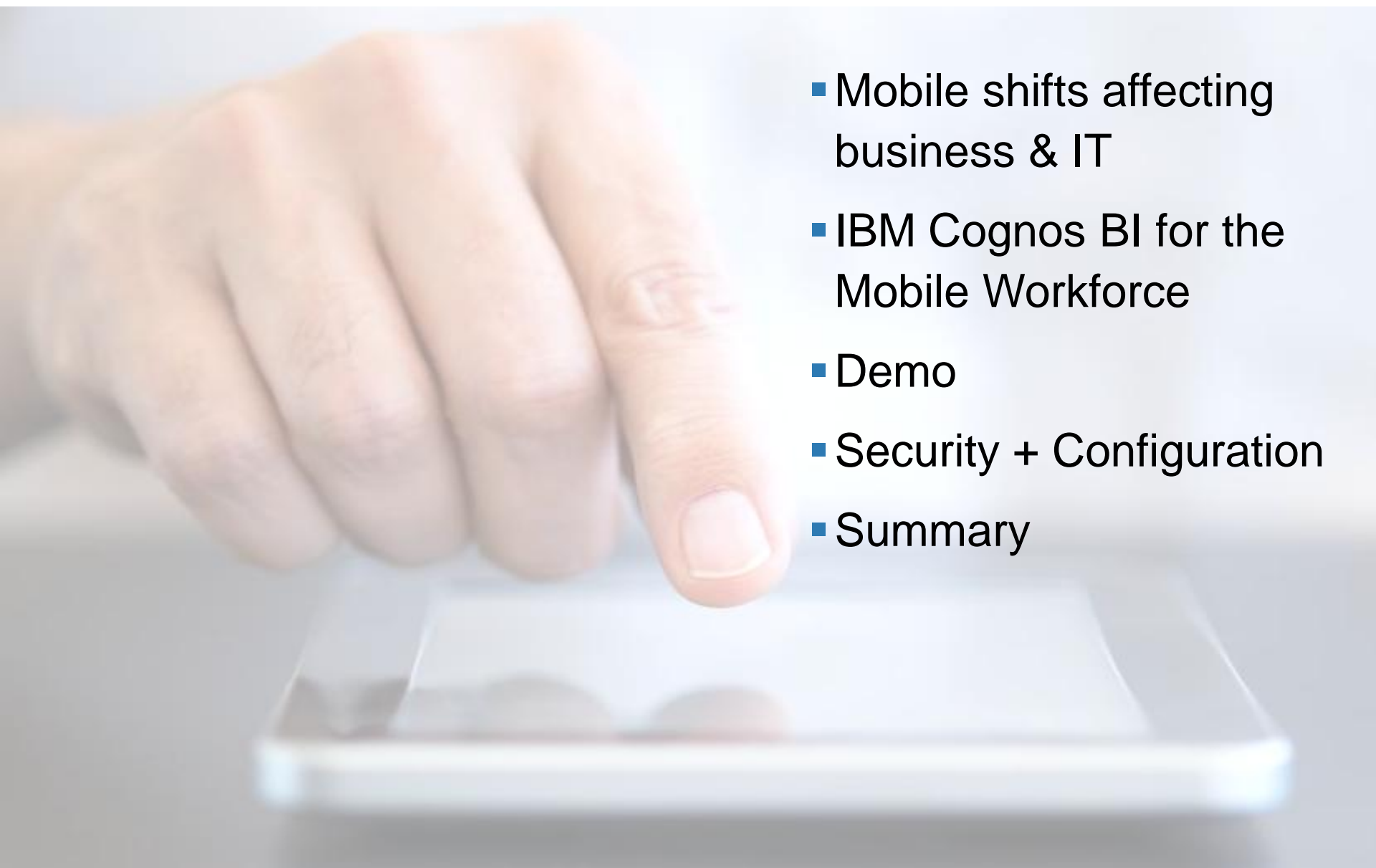




IBM Cognos Mobile Overview

Agenda

- 
- A close-up photograph of a hand with a light skin tone touching the screen of a white smartphone. The finger is extended, and the contact point is visible on the screen. The background is blurred, showing a light-colored surface.
- Mobile shifts affecting business & IT
 - IBM Cognos BI for the Mobile Workforce
 - Demo
 - Security + Configuration
 - Summary

Mobile shifts affecting business & IT



I need access to critical BI information on my mobile device. Is it secure? What if my device is stolen?



We're all using different devices (PC, Android, iPad, PlayBook etc) at this meeting? Are we all using the same report?



I have limited number of Report Authors – I only want to author a report once for my PC and multiple mobile devices



My Executives are expecting highly visual, interactive reports on their mobile device



I need access to critical BI information when I'm connected and disconnected.



Analyst Recognize the Changing Landscape

33%

of BI functionality will be consumed via handheld devices by 2013.

Gartner "Predicts 2011: New Relationships Will Change BI and Analytics", Bill Gassman, Rita Sallam, Andreas Bitterer, John Hagerty, Neil Chandler, 25 Nov 2010



80%

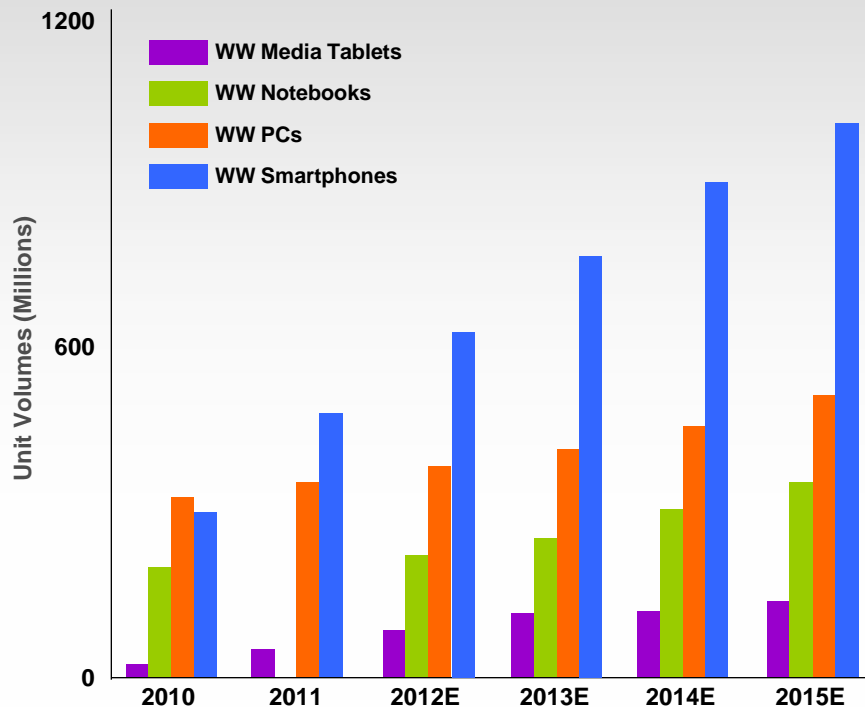
of organizations ranked Mobile BI as a top priority for their executives.

Howard Dresner Mobile BI Market Study, 2011



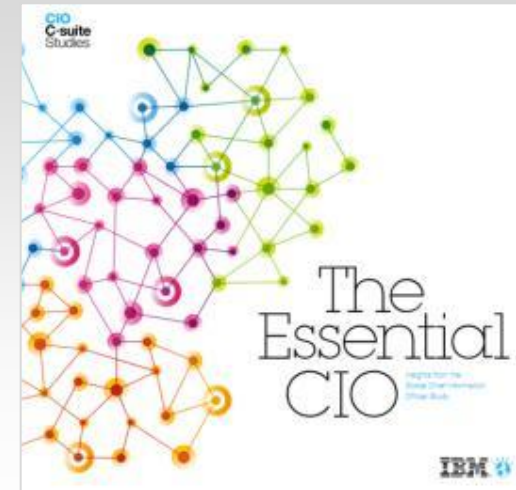
Mobile is an enterprise priority

Growth in Internet Connected Devices



Source: Wells Fargo Securities, January 23, 2012
"Fostering the People: The Shift to Engagement Apps"

Mobile and Cloud are top spending priorities for CIOs¹



Dramatic Growth in Mobile Devices

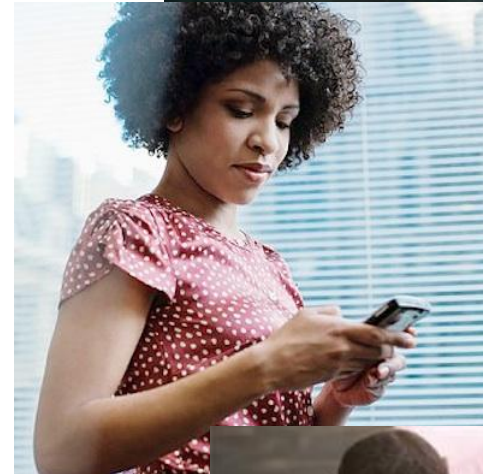
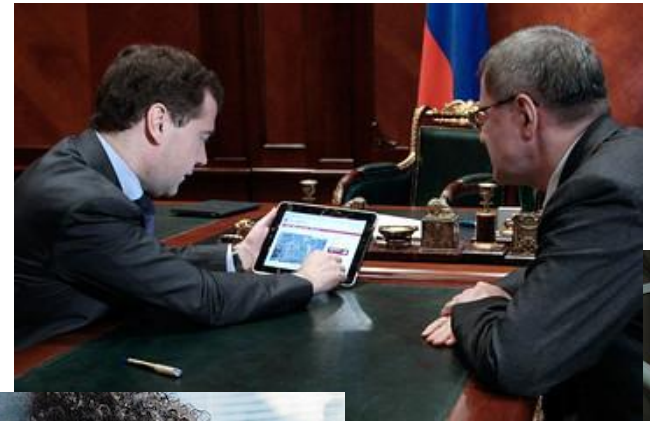
- Mobile data traffic exceeded voice in 2010²
- Shipments of Smartphones exceeded total PC shipments for the first time in 2011³
- 10 Billion mobile connected devices are expected to be in use by 2020³

¹ 2011 IBM Global CIO Study
² Wireless Industry News, August 26, 2010
³ 2011 Economist

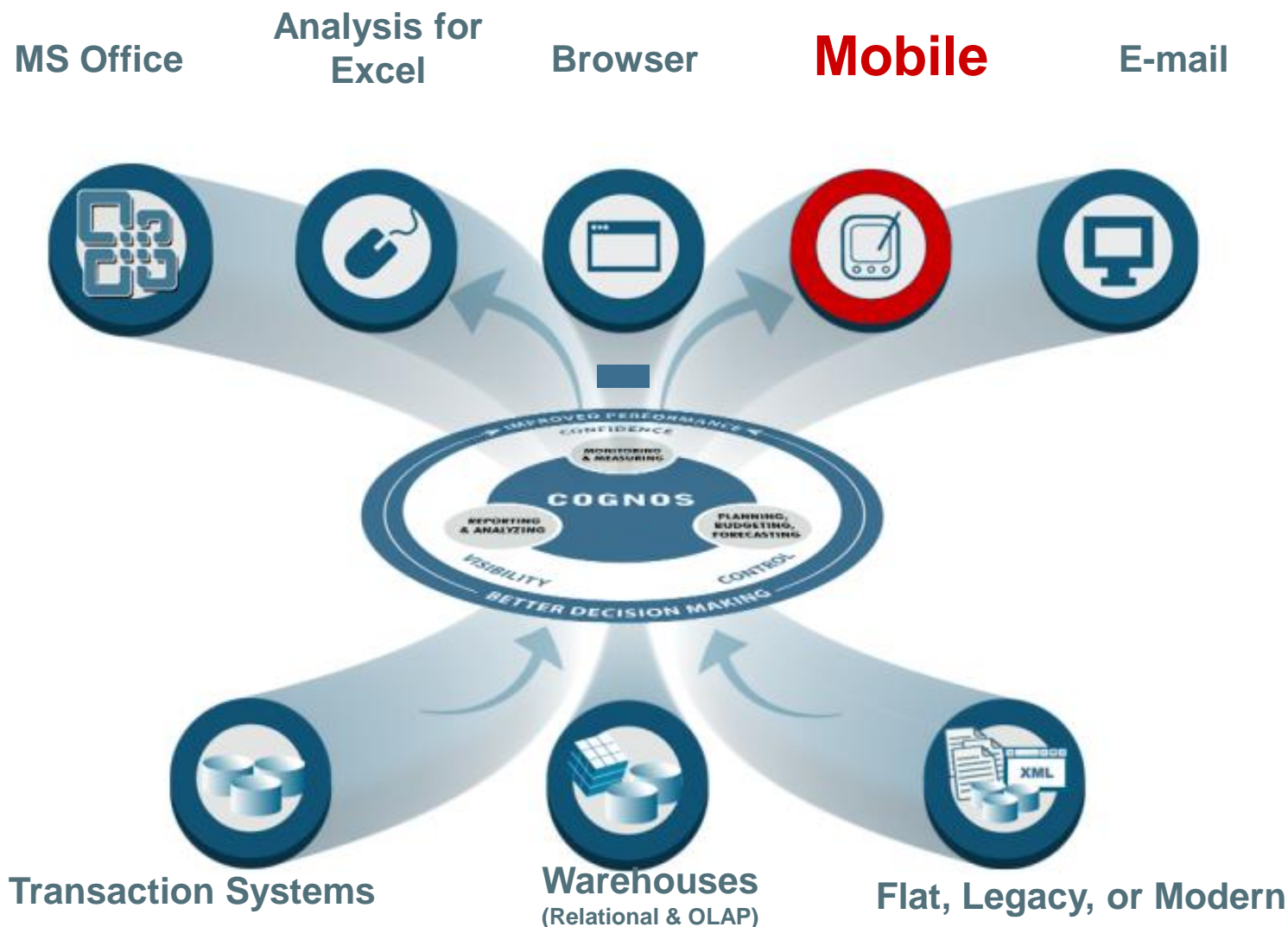


Who are the Mobile BI Users?

- Executives
 - Easy-to-use high level information while in the office or remote
- Middle Managers / Line Managers
 - Timely access to analytics while in meetings or walking the shop floors
- Remote Professionals
 - Access to critical business information while on the road



IBM Cognos 10 Platform & Mobile



IBM Cognos Mobile

Analytics is about information for **better decisions** while Mobility is about what people need the most – access to information **‘anywhere’**

- Author once, consume on many devices
- Secure access to your BI content
- Schedule reports and send to your mobile inbox
- Disconnected usage through iPad Native App
- Wide device support
 - Native Apps: iPad, BlackBerry phones
 - WebApp: iPhone, BB PlayBook, Android phones and tablets
- View Active Reports through the iPad Native App



Interact with Information Offline or Online

Disconnected



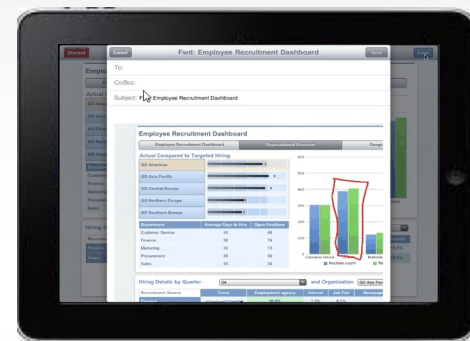
Interactive analytics experience in a self-contained application for exploring data offline

Connected



Receive Cognos content through scheduled delivery or pulling content from the server

Take action

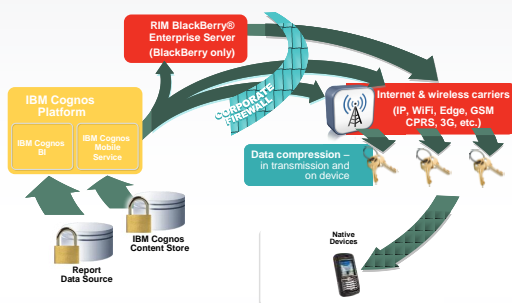


Share perspectives and then email comments and actions to the appropriate people



Confidently and Easily Deploy BI to Any Device

Robust security



Additional security over and above device-level as well as Cognos platform security

Single authoring & administration



Reuse content to author reports and dashboards and leverage administrative capabilities such as scheduling and bursting

Any device



iPad and iPhone



BlackBerry and PlayBook



Android phones and tablets

Native and web-based deployments

Flexibly deploy to leading market devices and OS with web and native application support



DEMO

Cognos BI for the Mobile Workforce

- iPad App Demo



Pharmaceutical: Sales Force Example

- Who was effected
 - Pharmaceutical Sales Representatives
- Background
 - VP Sales wants sales reps to use only tablet devices
- Challenges
 - Time lost waiting for information or calling others to perform research that they could otherwise do themselves
- Solution
 - IBM Cognos BI for the iPad provides the most current territory information at their fingertips
 - Uninterrupted productivity with quick and easy access to analytics



Sales Force need to be able to access consistent information wherever they are



Financial Services: Executive & Management Example

- Who was effected
 - Executives
- Background
 - CFO needs daily updates on unsecured lending, mortgages, liabilities, campaigns etc
- Challenges
 - Static information from pdf, excel and ppt does not enable them to keep a pulse on the business
- Solution
 - Cognos BI for the iPad enables executives to see the health of the business and gain further insight and collaborate on next steps



Executives need to be able to interact with information for the health of the business



IBM Cognos Mobile Native iPad Application Security

OTA iPad configuration (device level security policies, VPN settings, passcodes, etc..)

Mobile Device Management Solution

*Application sandboxing
Device wipe
etc..*



*Local encryption
BI server authentication
Device lease key*

*Cognos Enabled Security
IT Enabled Security
MDM Enabled Security*



VPN

**CORPORATE
FIREWALL**

IBM Cognos Platform

IBM Cognos BI

IBM Cognos Mobile Service

Leverage platform and role based security

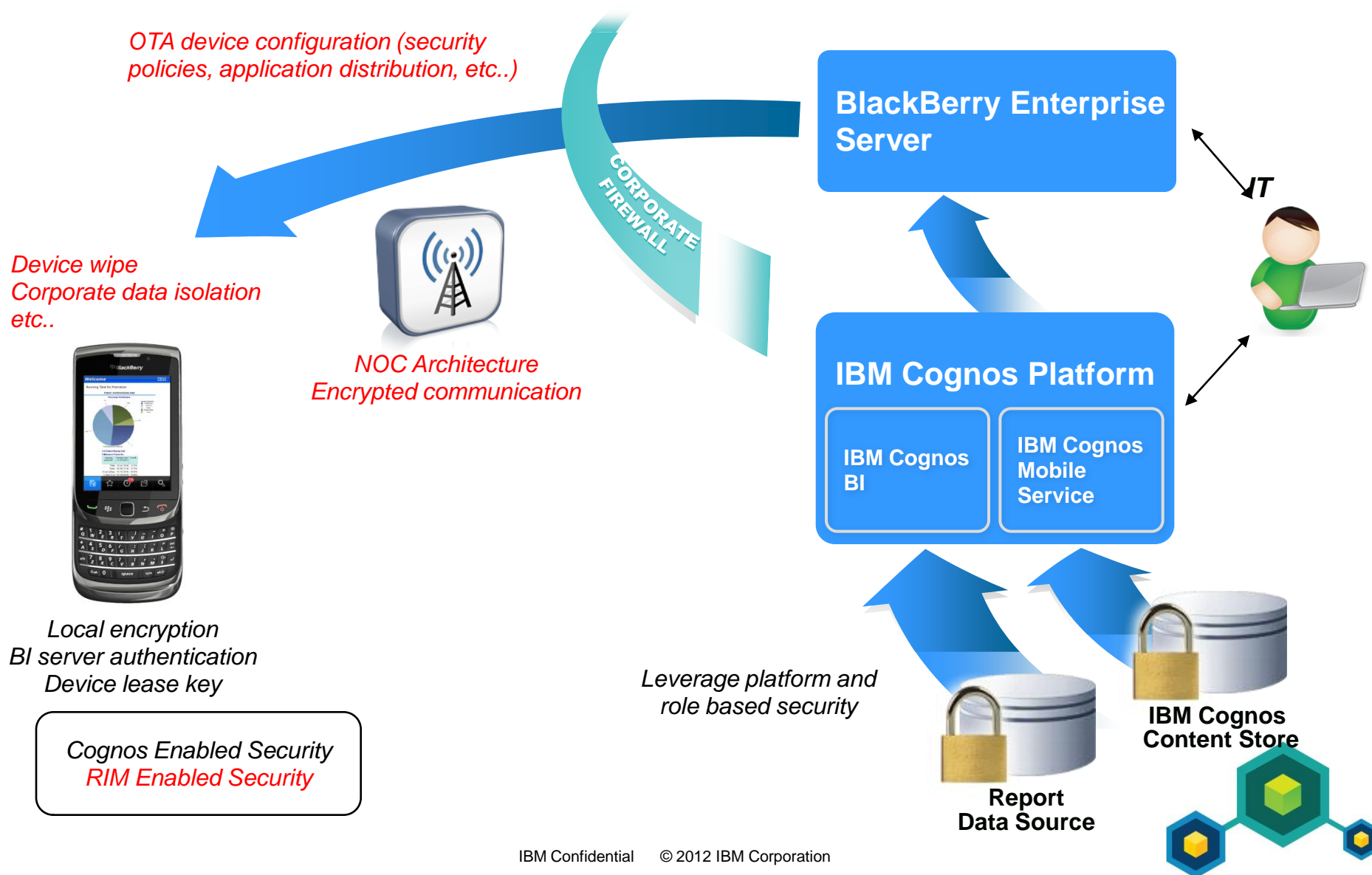


**Report
Data Source**

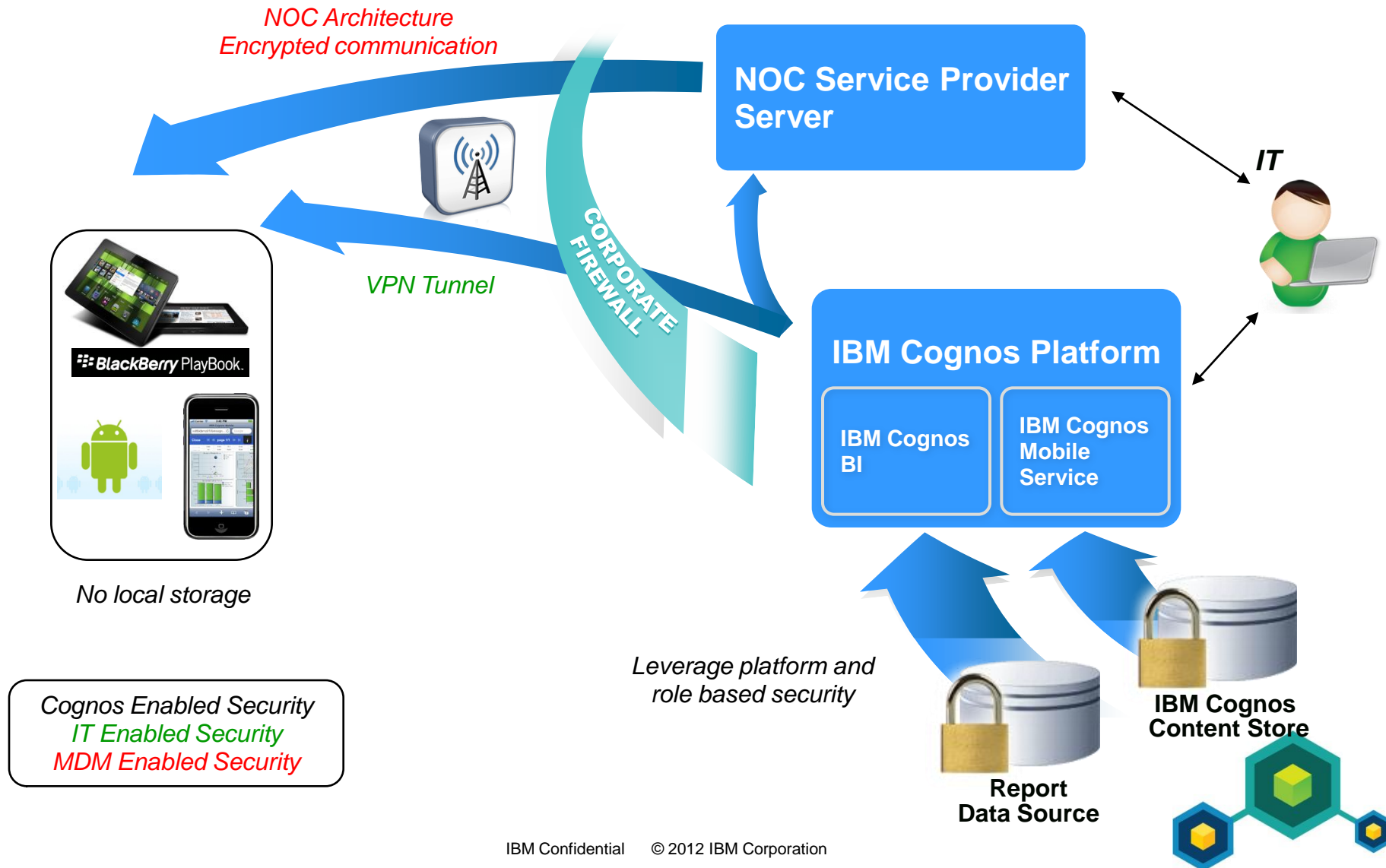
**IBM Cognos
Content Store**



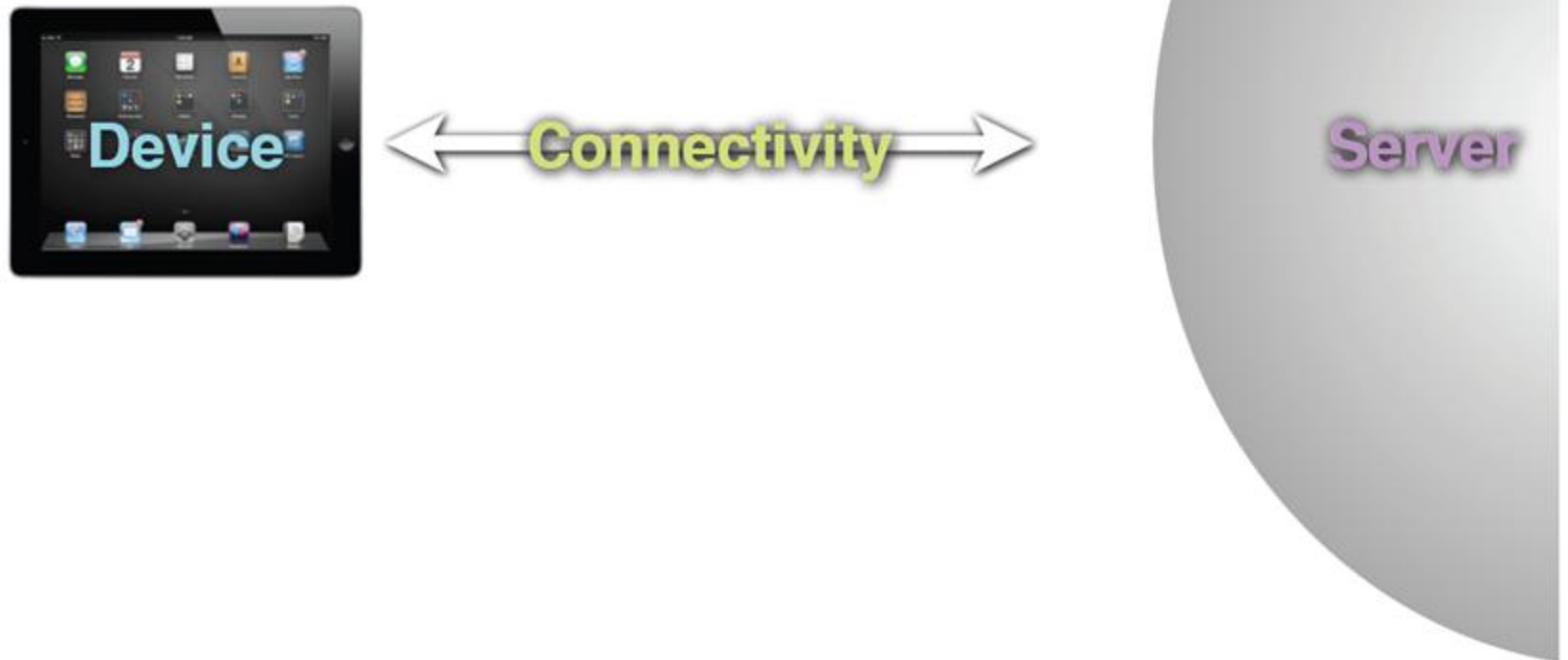
IBM Cognos Mobile Native BlackBerry Application Security



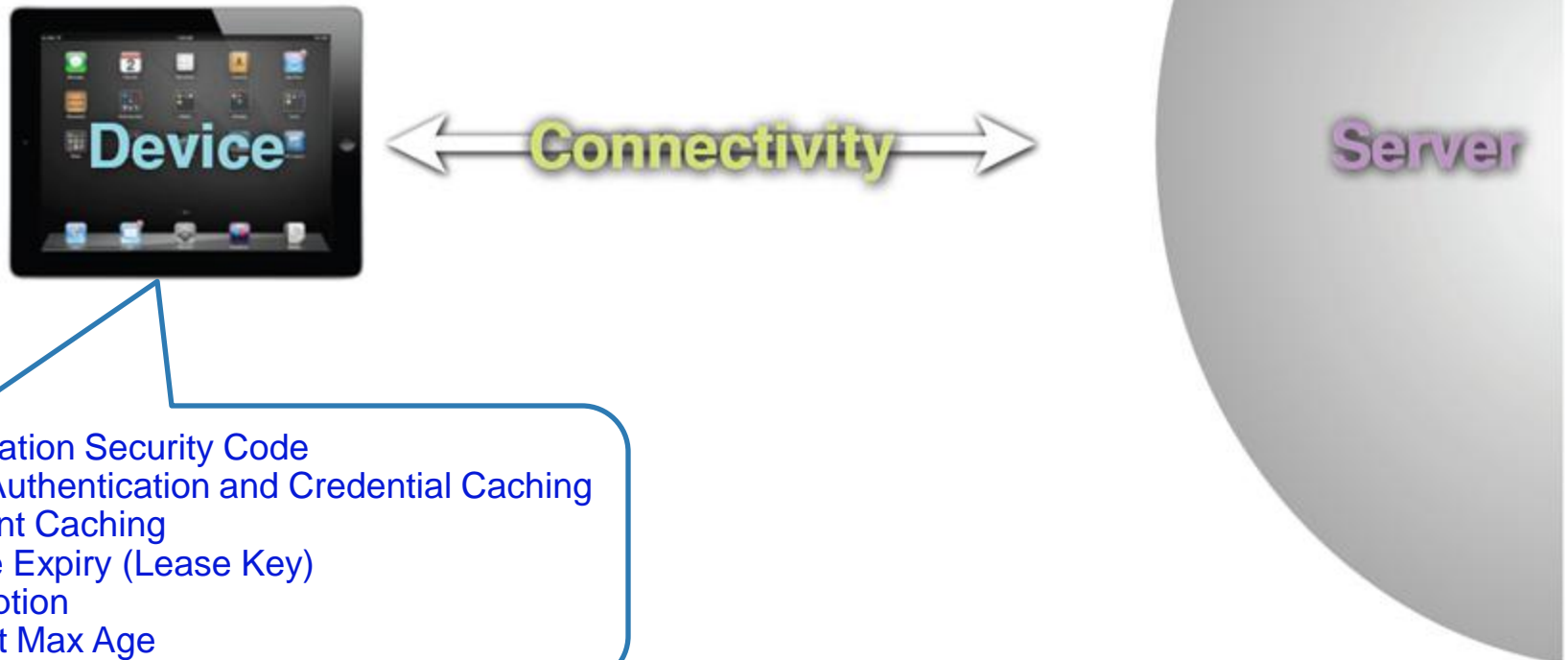
IBM Cognos Mobile Web Application Security



Security Overview



Security Overview

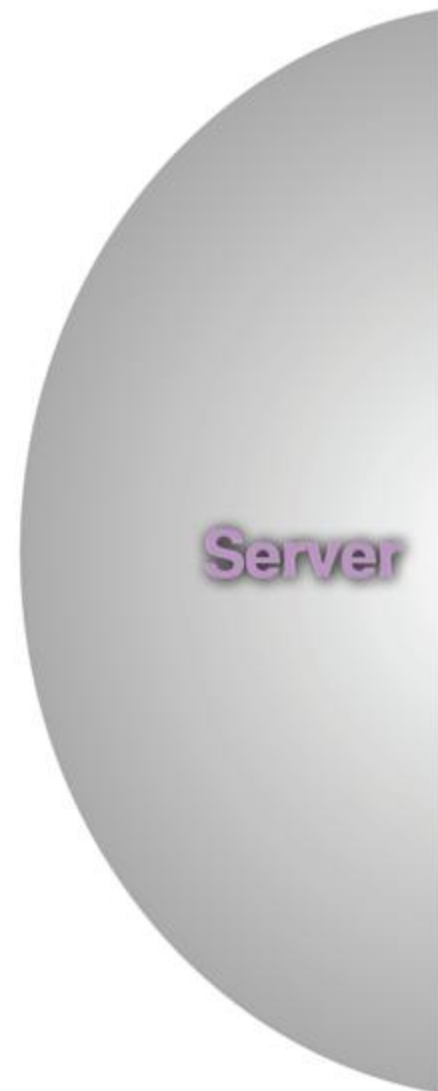


Security Overview



- Reverse Proxy
- VPN
- SSL/TLS

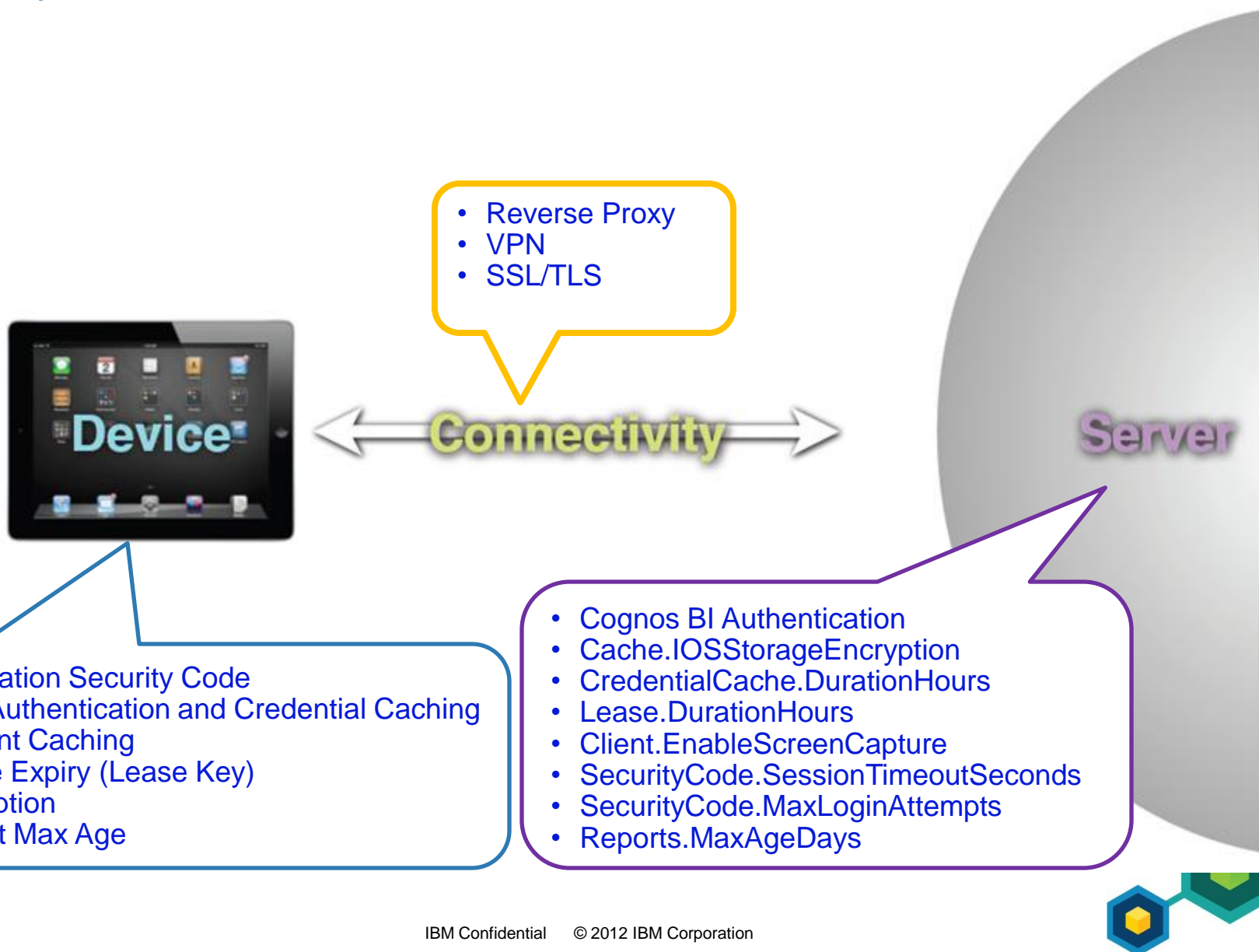
Connectivity



- Application Security Code
- User Authentication and Credential Caching
- Content Caching
- Cache Expiry (Lease Key)
- Encryption
- Report Max Age



Security Overview



Connected and Disconnected Security

emailed,
downloaded

Security Code
Encryption

IMPORTED
REPORTS

SAMPLE
REPORTS

REPORTS

run

REPORTS

Reports that are obtained
directly from the server remain
within the security sandbox

secure perimeter

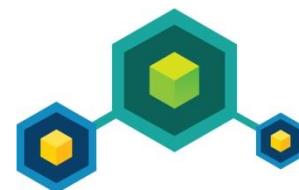
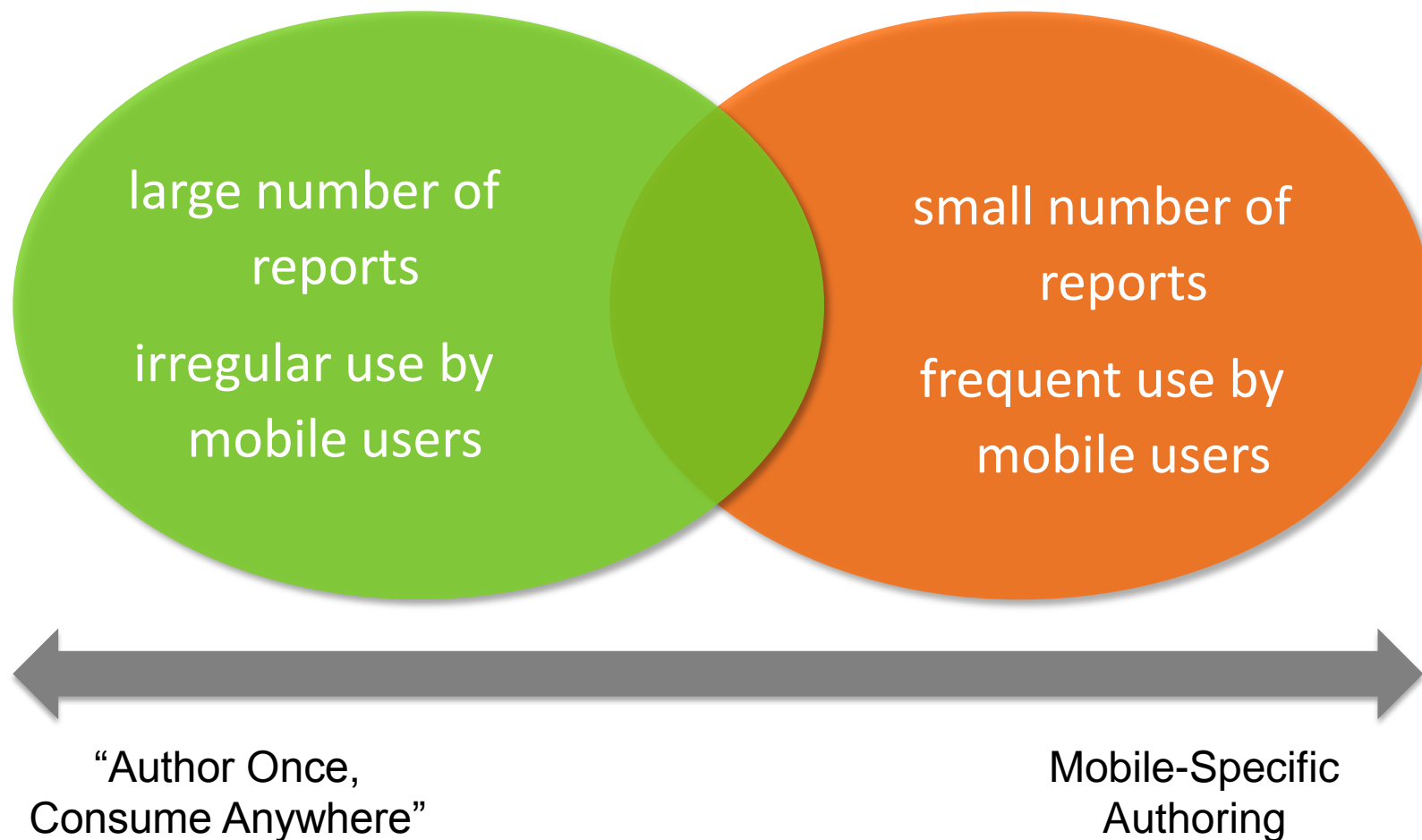


Security – Overview

- **Leverages Cognos security:** namespaces, users (e.g. AD, LDAP)
- **Supports web/app server security:** TLS/SSL, NTLM, Kerberos, SiteMinder, etc.
- **Communication is standard HTTP** and works with standard network security: VPNs, TLS/SSL, secure WiFi, etc.
- Benefits from **device security:** PIN password, application sandboxing, OS storage encryption, etc.
- IBM Cognos Mobile provides an additional '**lease key**' mechanism to allow time-limited access to data while offline.
- **Application Passcode** can restrict access to the App



Authoring: Two Camps



IBM Cognos Mobile

- **Offline Interactivity**
 - Distribute fast, self-contained BI applications easily to a broader audience
- **Single Authoring Environment**
 - Eliminate the need for IT to create separate Cognos BI assets for mobile deployments
- **Breadth of Device Support & Flexible Deployment**
 - Leverage device investments with the flexibility to choose web-based or native application access



*In the road or in the office – the same great insight.
Simple, reliable, and secure.*

