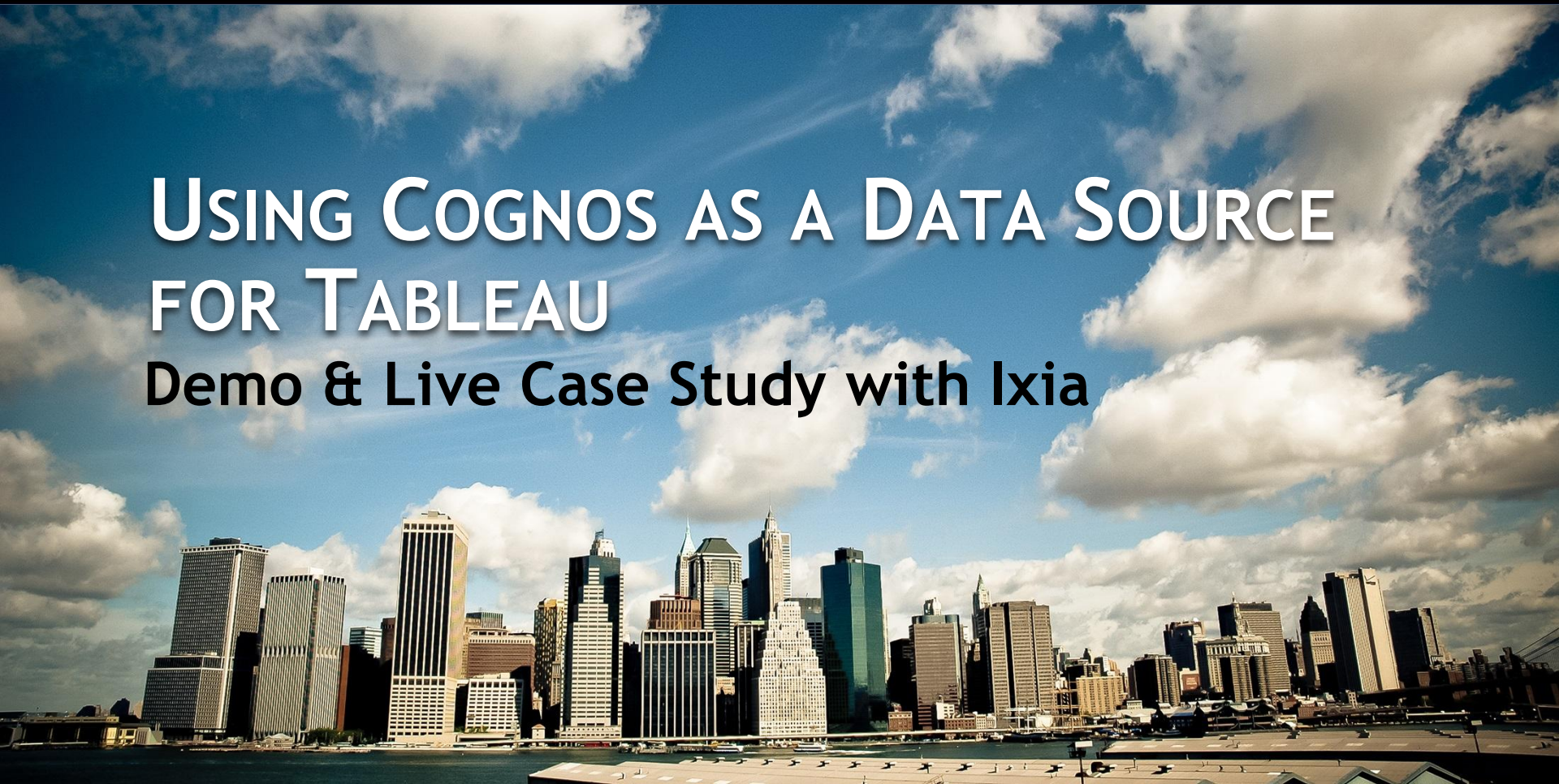


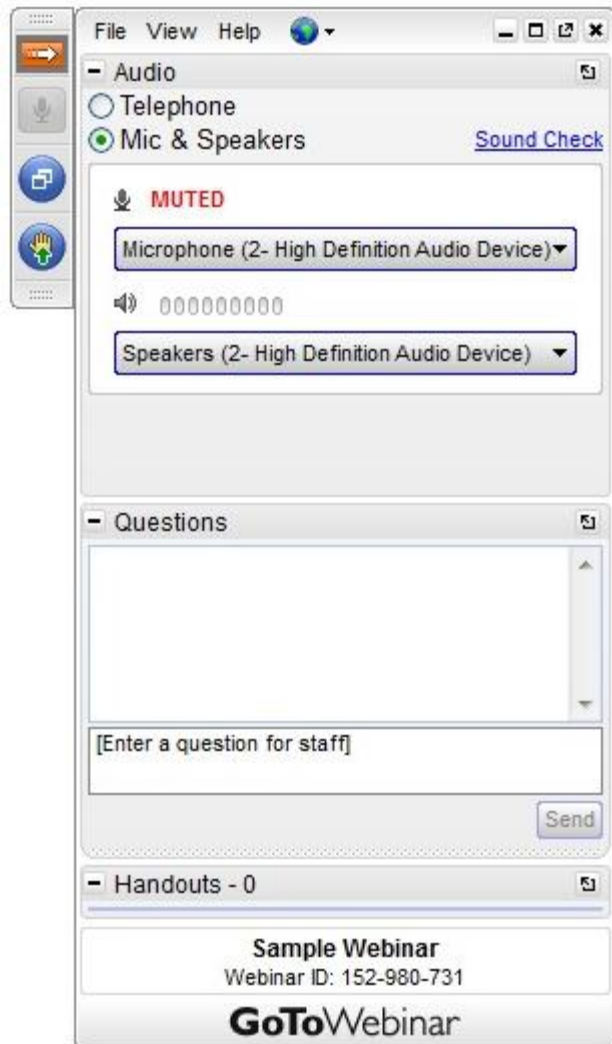


# USING COGNOS AS A DATA SOURCE FOR TABLEAU

Demo & Live Case Study with Ixía



# GoToWebinar Control Panel



Click arrow to restore full control panel



Submit questions here

# Presentation Slide Deck on [www.senturus.com](http://www.senturus.com)

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## RESOURCE LIBRARY

An extensive, free library of past webinars, demonstrations, whitepapers, presentations, helpful hints, and more.

# Today's Agenda

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- Introduction
- Poll
- Overview of Senturus Analytics Connector
- Senturus Analytics Connector @ Ixia
- Ixia Connector Demonstration
- FAQs
- Senturus Overview
- Additional Resources
- Q/A

# Introducing...Today's Presenters

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**Michael  
Weinhauer**

Practice Area Director /  
Solutions Architect  
Senturus, Inc.



**Rajat Sharma**

Financial Planning and  
Business Intelligence  
Specialist  
Ixia



**Steve Kiser**

Senior Manager  
Financial Systems  
Ixia



**Jim Frazier**

VP of Client Solutions  
Senturus, Inc.

# Poll

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What are your biggest challenges in extracting and remodeling data in Tableau?

- Security
- Remodeling the data/data prep
- One version of the truth/data quality
- Performance
- Other

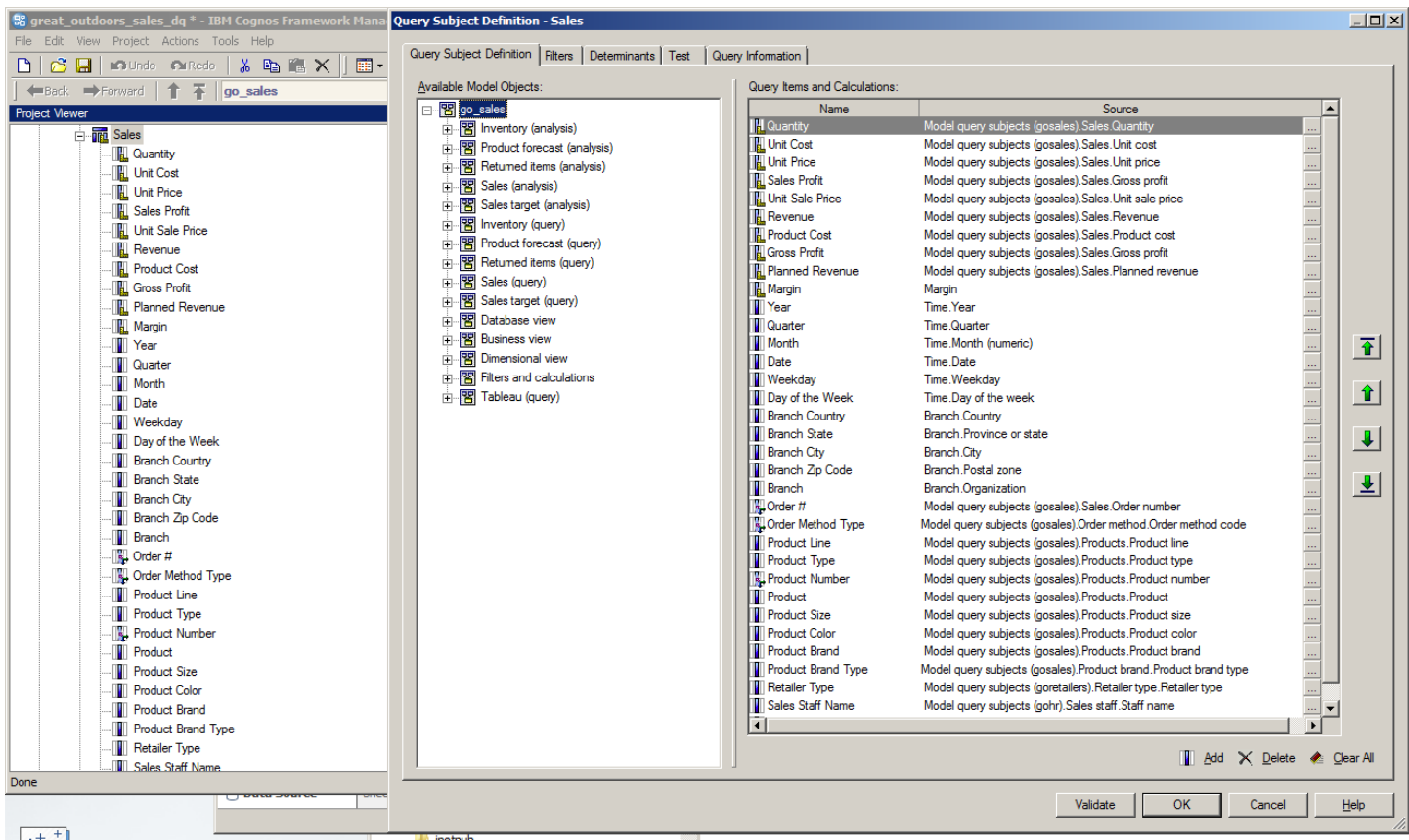


## OVERVIEW OF ANALYTICS CONNECTOR



# Huge Value in Existing BI Models

Organizations have invested heavily in existing models that provide governed, secure, business-friendly, performant results



# BUT...Tableau Users Circumvent Them

Using BI tools as ETL and/or recreating models in Tableau's data prep pane wastes time and compromises integrity

The screenshot shows the Tableau Desktop interface. At the top, the title bar reads "Tableau - Demo GO Sales From Scratch". The menu bar includes File, Data, Server, Window, and Help. Below the menu bar, the connection status is "Connected to Microsoft SQL Server". The main workspace displays a data model with the following tables and relationships:

- ORDER\_DETAILS** (gosales.ORDER\_DETAILS) is connected to **ORDER\_HEADER** and **PRODUCT**.
- ORDER\_HEADER** is connected to **BRANCH**, **ORDER\_METHOD**, and **RETAILER**.
- PRODUCT** is connected to **PRODUCT\_TYPE**, which is then connected to **PRODUCT\_LINE**.

The left sidebar shows the "Server" section with "PASDE" as the server name. The "Database" section shows "GOSALES" selected. The "Table" section lists various tables, including "ACTIVITY\_STATUS\_LOOKUP", "BRANCH (gosales.BRANCH)", "CONVERSION\_RATE\_LOOKUP", "COUNTRY (gosales.COUNTRY)", "CURRENCY\_LOOKUP", "DEPARTMENT\_LOOKUP", "EMPLOYEE (gosaleshr.EMPLOYEE)", "EMPLOYEE\_EXPENSE\_DETAIL", "EMPLOYEE\_EXPENSE\_PLAN", "EMPLOYEE\_HISTORY", "EMPLOYEE\_SUMMARY", and "EMPLOYEE\_SURVEY\_RESULTS". The "Stored Procedures" section lists "AssignStaff", "dt\_addtosourcecontrol", and "dt\_addtosourcecontrol...".

The main workspace also displays a data table with the following columns: Branch Code, Address1, Address1 Mb, Address2, Address2 Mb, City, City Mb, Prov State, Prov State Mb, Postal Zone, and Country Code. The table contains 10 rows of data, showing details for branches in Los Angeles and São Paulo.

Branch Code	Address1	Address1 Mb	Address2	Address2 Mb	City	City Mb	Prov State	Prov State Mb	Postal Zone	Country Code
21	1288 South Barrington Ave.	1288 South Barrington Ave.	null	null	Los Angeles	Los Angeles	California	California	90072	
21	1288 South Barrington Ave.	1288 South Barrington Ave.	null	null	Los Angeles	Los Angeles	California	California	90072	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	
30	Avenida Paulista, 333	Avenida Paulista, 333	CJ 231 2o. Andar	CJ 231 2o. Andar	São Paulo	São Paulo	SP	SP	01403-090	

# Some Challenges with (Re)-Creating Metadata



## Time Consuming

- 100s or 1000s of tables to sift through
- Business users have little/no knowledge of key joins or join type



## Compromises Data Integrity

- Multiple metadata layers cause change management nightmares
- Performance suffers as you add joins/data sources
- Limited audit trail, lineage, calculations or friendly table names
- Lack of data quality
- Incorrect data types
- Limited ability to restrict access to data by user security level



## Compromises Data Security

- No ability to leverage robust security at enterprise BI layer
- Users rely on non-secure data extracts or waste time and create potential mistakes attempting to replicate existing security measures



## Creates Data Silos

- Having no single source of the truth means everyone ends up with different results

# The Solution? The Senturus Analytics Connector!

Tableau users can connect directly to the BI modeling layer, giving them instant access to high quality data

The screenshot displays the Senturus Analytics Connector interface. On the left, a dark blue sidebar contains a 'Connect' section with options: 'To a File' (Excel, Text file, Access, JSON file, Statistical file, More...) and 'To a Server' (Tableau Server, Microsoft SQL Server, MySQL, Oracle, Amazon Redshift, More...). Below this is a 'Saved Data Sources' section with 'Sample - Superstore' and 'World Indicators'. The main panel on the right has a search bar and a list of data sources. A modal window titled 'Other Databases (ODBC)' is open, showing connection settings. It has two tabs: 'Connect Using' (with 'DSN' selected and 'Cognos' in the dropdown) and 'Driver' (with 'Cognos ODBC Driver' in the dropdown). A 'Connect' button is below these. The 'Connection Attributes' section includes fields for 'Server', 'Port', 'Database' (filled with 'Great Outdoors Sales (cube)'), 'Username' (filled with 'mweinbauer'), and 'Password' (masked with dots). A 'String Extras' text area is at the bottom. A 'Sign In' button is in the bottom right corner of the modal.

# Instant Access to Quality Data Sets

The screenshot displays the Cognos Analytics interface for configuring a data source. On the left, a tree view shows the 'go\_sales' data source expanded, with various analysis and query objects listed. Three arrows point from these objects to the configuration panel on the right:

- An arrow from 'Sales (query)' points to the 'Database' dropdown, which is set to 'GO Sales (query)'.
- An arrow from 'Sales' points to the 'Schema' dropdown, which is set to 'Sales (query)'.
- An arrow from 'Products' points to the 'Table' list, which includes various tables and views.

The configuration panel on the right shows the following settings:

- Connections:** Cognos (ODBC), Other Databases (ODBC)
- Database:** GO Sales (query)
- Schema:** Sales (query)
- Table:** A list of tables and views, including '\_CALCULATIONS\_', 'Branch (Sales...query).Branch', 'Order (Sales (query).Order)', 'Order method...rder method)', 'Parameterize...ed Products', 'Products (Sal...ry).Products', 'Retailer type (...Retailer type)', 'Retailers (Sal...ry).Retailers', 'Sales (Sales (query).Sales)', 'Sales staff (Sa...y).Sales staff', 'Time (close da... (close date))', 'Time (Sales (query).Time)', 'Time (ship dat...e (ship date))', and 'New Custom SQL'.

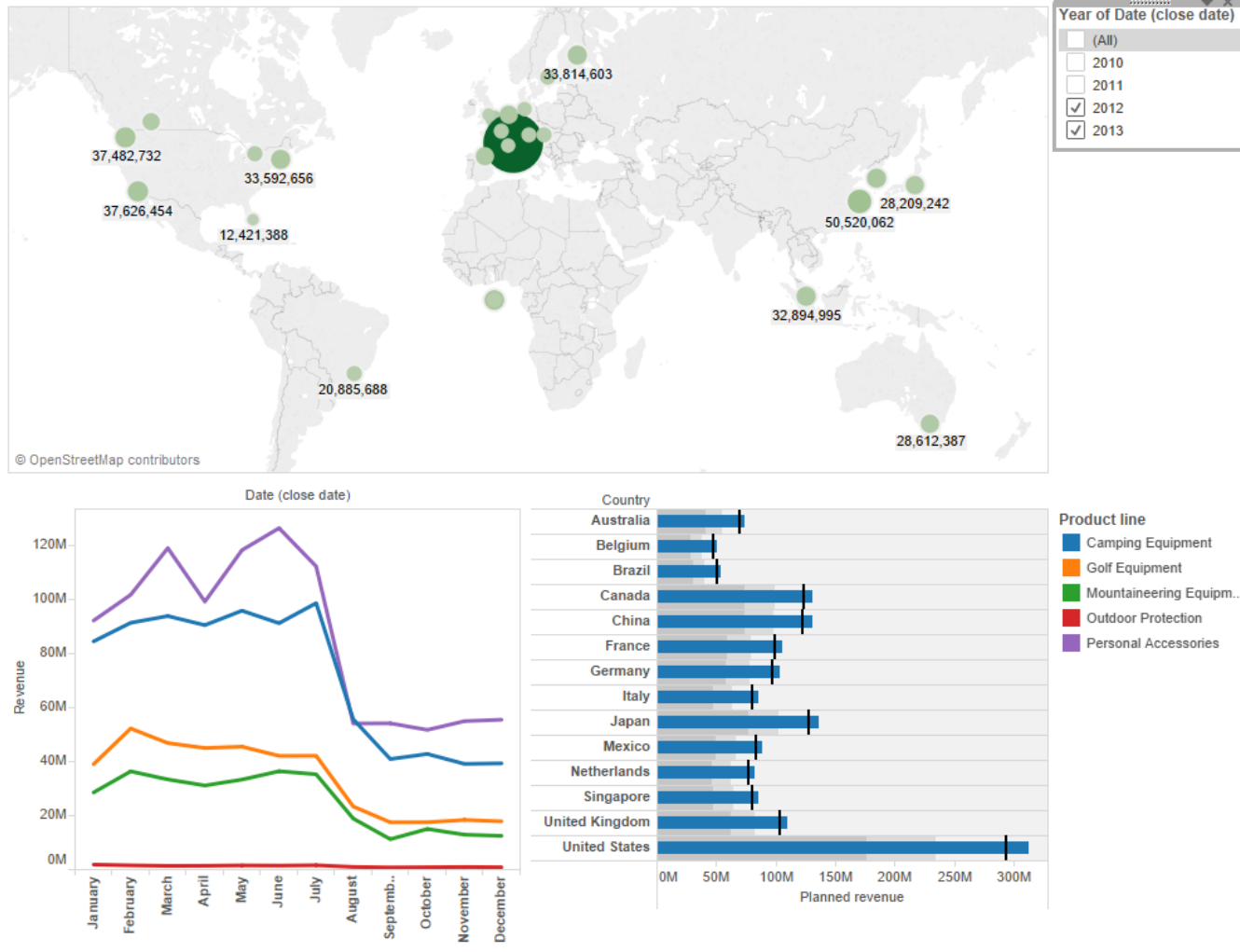
Below the configuration panel, a data table is displayed with the following columns and rows:

#	Abc	Abc	Abc	Abc
Branch	Branch	Branch	Branch	Branch
_LINK COLUMN (...)	Address 1	Address 1 (multisc...	Address 2	Address 2 (multis...

At the bottom right, there are two buttons: 'Update Now' and 'Automatically Update'.

# Don't Sacrifice Integrity for Agility!

Agility, Beauty AND Integrity - Tableau on Cognos!



# Senturus @ Ixia - Improving On-Time Delivery

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## Past state

- Cognos report for on-time delivery used as Excel data dump
- Analyst creates pivots, etc. in Excel then imports into Tableau
- Once for each supplier - very slow and manual

## Current state

- Use the Connector to create data source
- Create Tableau visualizations directly against curated data

## Future state

- Leverage Connector against different packages to improve efficiency, speed and consistency of other processes

# Senturus @ Ixia - Improving On-Time Delivery

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## Business value

- Improved on-time delivery analysis for both buyers and suppliers
- Better analyst utilization - they can actually do analysis!
- Saving IT cycle time
- Saving 2 days/month
- **150% ROI in year one with one package**

## Technical benefits

- FM is an excellent “pseudo-ETL” for summarizing and arranging data



**SENTURUS**

**DEMONSTRATION**

# Summary

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- (Re)-creation of metadata is slow, challenging and risky
- The Senturus Analytics Connector delivers agility and integrity
- Spend your time doing analysis, not prepping data that's already curated elsewhere

# Frequently Asked Questions

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## Live vs. Extract

- Both methods are supported

## Supported BI Platform(s)

- IBM Cognos
- Can configure for specific client environments

## Supported Data Sources

- Relational, PowerCubes, DMR and Dynamic Cubes

## Release Date

- The product was released on November 7, 2016

# Frequently Asked Questions

---

## Supported Versions / Platforms

- Cognos 10.2.x/11.x
- Tableau 9.x/10.x
- Microsoft Windows operating system (Windows 7, 8, 10, Windows Server 2008 R2, 2012)

## Software Installation Location

- Wherever connectivity to Cognos is required (Desktop or Server)

## Minimum Software Requirements

- Similar to those for Tableau Desktop or any other typical ODBC driver

# Frequently Asked Questions

## Licensing / Pricing

**DESKTOP**  
Pricing Plan

*Year 1*      **\$ 200**  
per user

*Year 2  
and beyond*      **25%**  
of year one

Minimum Purchase: \$10,000  
for Combined Desktop & Server

Volume Discounts Provided

**SERVER**  
Pricing Plan

*Year 1*      **\$ 100**  
per user  
OR **\$ 40,000**  
for 8 cores

*Year 2  
and beyond*      **25%**  
of year one

Minimum Purchase: \$10,000  
for Combined Desktop & Server

Volume Discounts Provided

# Frequently Asked Questions

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## Licensing Implications for Cognos

- Extracts: Cognos BI analytics user or equivalent to allow extraction creation. Cognos license not required to connect to extracts, just Senturus Connector license
- Live Connect: Cognos BI analytics user or equivalent

## Security

- Enforces relevant security applied within the Cognos environment

# Frequently Asked Questions

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## Framework Manager Model Requirements

- No special modeling requirements for the Connector
- Tableau requires that joins are created between query subjects

## Method for Accessing Cognos via Tableau

- ODBC connection

## Support

- Provided by Senturus and included in the price of the product

# ROI for the Senturus Analytics Connector

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- Time and money required to create metadata from scratch in Tableau - ranges from a few days to several weeks depending on the complexity of packages
- Risk of not having proper security applied to data (PII, HIPPA)
- Time saved converting Cognos reports to Tableau
- Time wasted by different analyst groups maintaining multiple meta data layers between Cognos and Tableau
- Time wasted, cost and potential risk of having inaccurate/misaligned business metrics

# Connector Test Drive

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- Two week proof of concept
- Includes installation, configuration and testing in your environment

Register to request a test drive:

<http://www.senturus.com/enterprise-bi-connector-tableau/>





## **WHO WE ARE & WHAT WE DO**

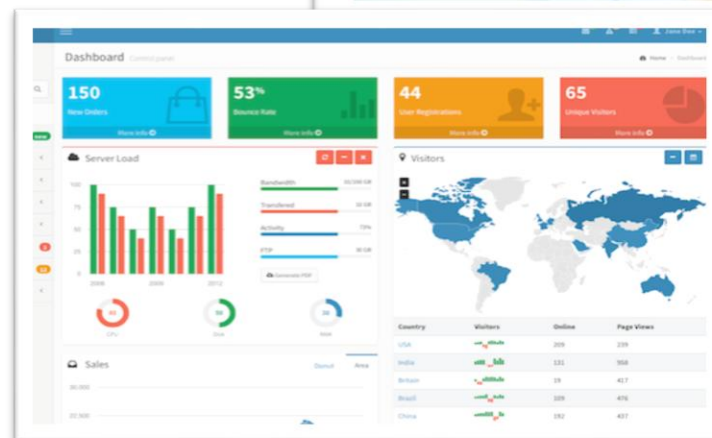
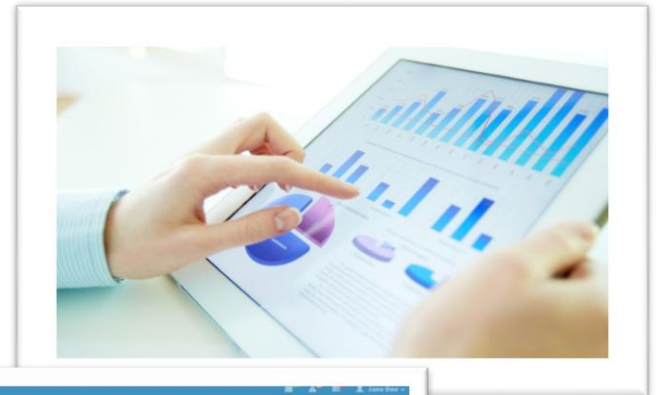
Business Analytics Consultants

# Bridging the Gap Between Data & Decision Making



# Business Analytics Architects

- Dashboards, Reporting & Visualizations
- Data Preparation & Modern Data Warehousing
- Self-Service Business Analytics
- Big Data & Advanced Analytics
- Planning & Forecasting Systems
- Proprietary Analytics Connector Software



# 1000+ Clients, 2000+ Projects, 16+ Years



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KELLY-MOORE  
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CALIFORNIA CHAMPAGNE



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GILEAD



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TriNet  
Ambitions realized™



shutterfly®

PENTAIR





**SENTURUS**

## **ADDITIONAL RESOURCES**

# Tableau and Cognos Training Sale

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- Dozens of Courses
- Hands-on, Online
- Expert Instructors
- Cognos V10 and V11.0.5 and Tableau v10

# Tableau Training Options

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<http://www.senturus.com/training/choosing-tableau-class/>

## Regularly Scheduled, Instructor-led, Online

- Introductory, intermediate and advanced Desktop courses
- Expert business analytics instructors
- Hands-on exercises

## Private, Custom Onsite or Online Tableau Training

- Tailored to users' level of expertise
- Desktop and Server versions
- Classes can be made even more relevant by using your company's data

# Free Upcoming Events

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<http://www.senturus.com/events/>



## **COGNOS ANALYTICS: MARCH 2017 ENHANCEMENTS**

11.0.6 DEMOS AND Q&A WITH IBM PRODUCT TEAM

Thursday, April 06, 2017 - 10am PT/ 1pm ET - 60 minutes

# Senturus Resource Library

RESOURCE TITLE
UNDER THE HOOD WITH COGNOS ANALYTICS R5 Say Hello to Portal Tabs Replacement
WHAT'S NEW IN COGNOS ANALYTICS 11.0.5 Demos and Q&A with the IBM Product Team
SCALING TABLEAU TO THE ENTERPRISE The Perks and Pitfalls of Tableau Server
USING COGNOS AS A DATA SOURCE FOR TABLEAU Fast, Accurate & Secure Analytics
DATA ACQUISITION & STORYTELLING IN COGNOS ANALYTICS How-To Demos: Data Modules, Data Sets & Data Servers
KEYS TO SUCCESS IN BUSINESS ANALYTICS Proven, Practical Strategies that Work
TABLEAU DASHBOARD DESIGN: BEST PRACTICES 10 Tips with Demonstrations
UPGRADING TO COGNOS ANALYTICS R4: WHAT YOU NEED TO KNOW Release 4: Installation, Configuration & Architectural Considerations

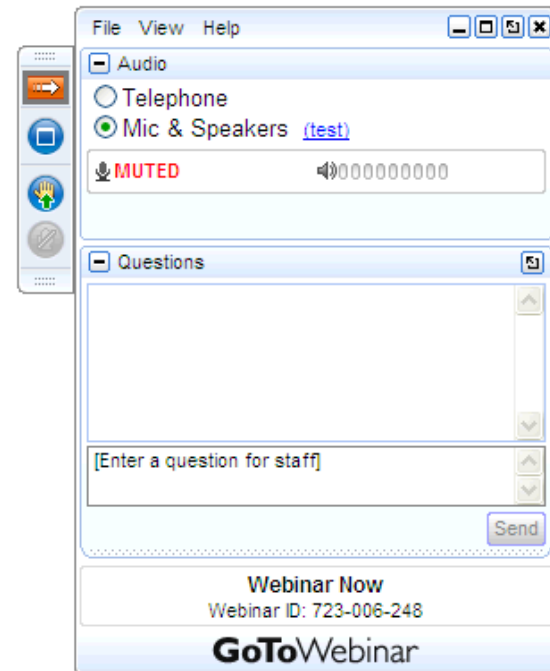
- 100s of free resources
- Tableau, Cognos, and more
- Past webinars, demos, whitepapers, presentations and helpful hints

# Q&A

If your question or issue is broader than what can be answered today, contact us at

[info@senturus.com](mailto:info@senturus.com)

and we will set up a free consultation.



# Thank You!

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[info@senturus.com](mailto:info@senturus.com)

[www.senturus.com](http://www.senturus.com)

888 601 6010

[mweinhauer@senturus.com](mailto:mweinhauer@senturus.com)



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