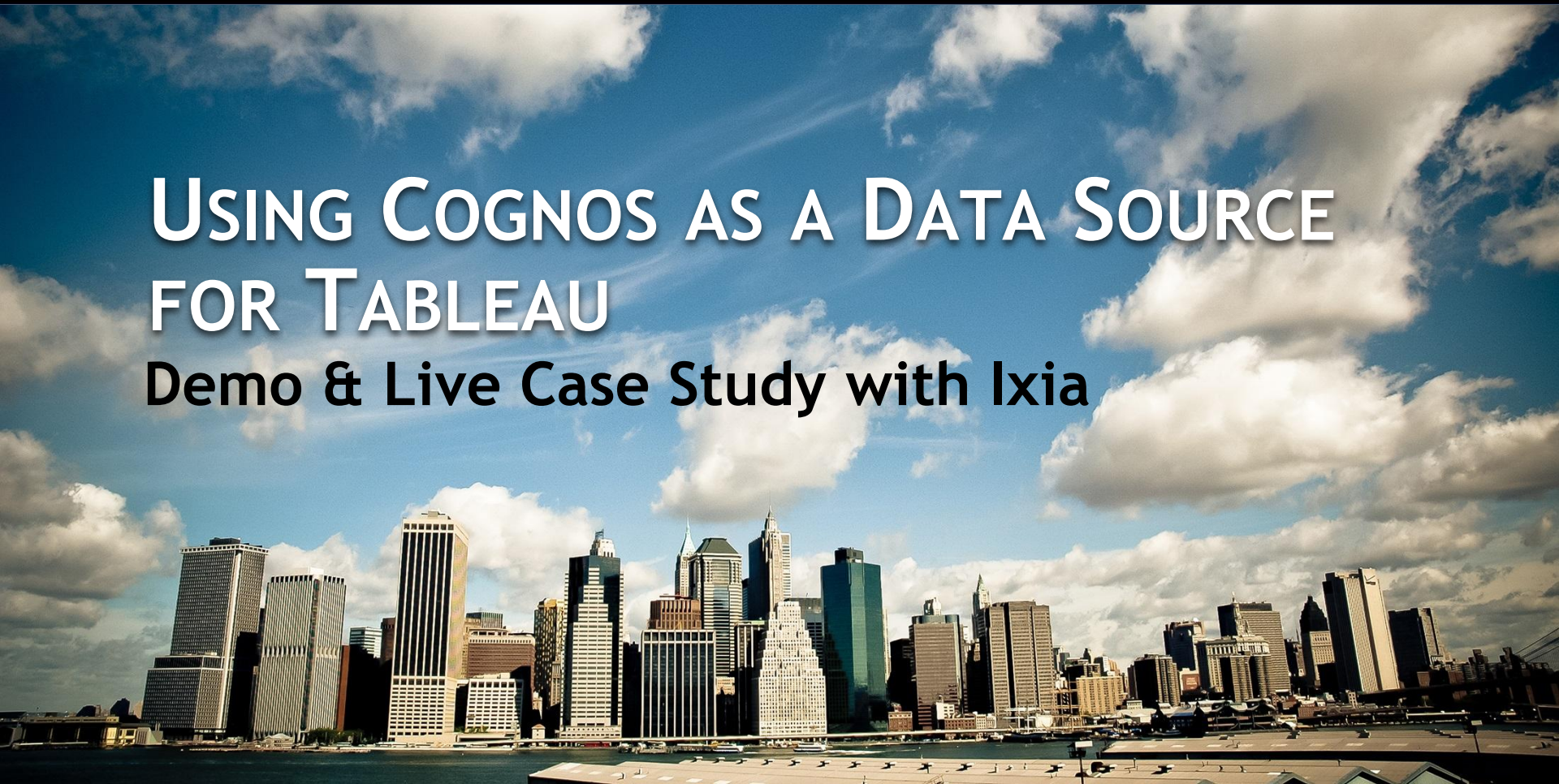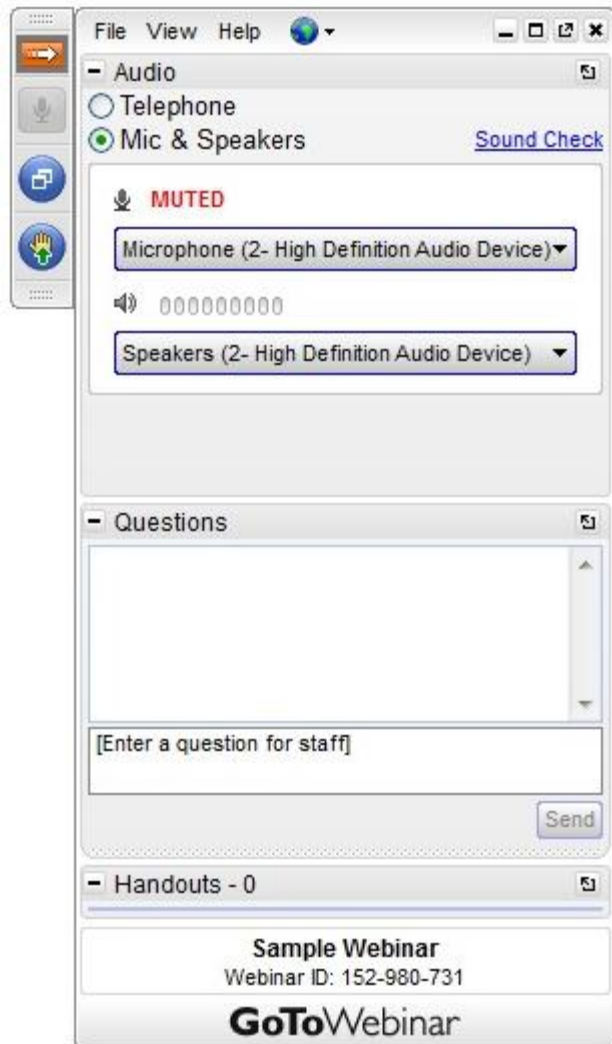# Using Cognos as a Data Source for Tableau

Demo & Live Case Study with Ixia

GoToWebinar Control Panel

Click arrow to restore full control panel

Submit questions here

Presentation Slide Deck on www.senturus.com

RESOURCE LIBRARY

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

Today's Agenda

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

SENTURUS

Introducing...Today's Presenters

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.

SENTURUS

Poll

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

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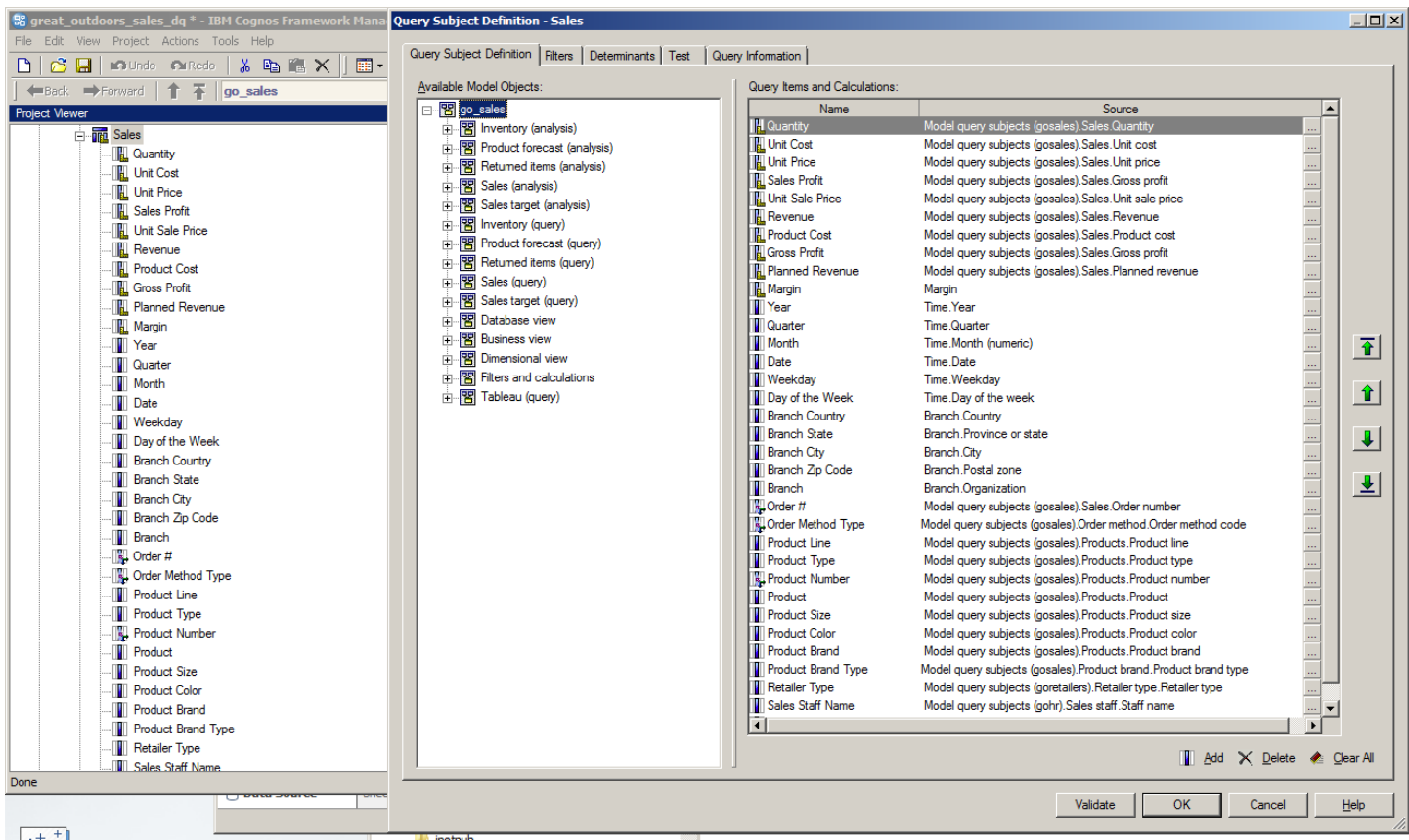- One version of the truth/data quality
- Performance
- Other

SENTURUS

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

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

Instant Access to Quality Data Sets

Don't Sacrifice Integrity for Agility!

Agility, Beauty AND Integrity - Tableau on Cognos!
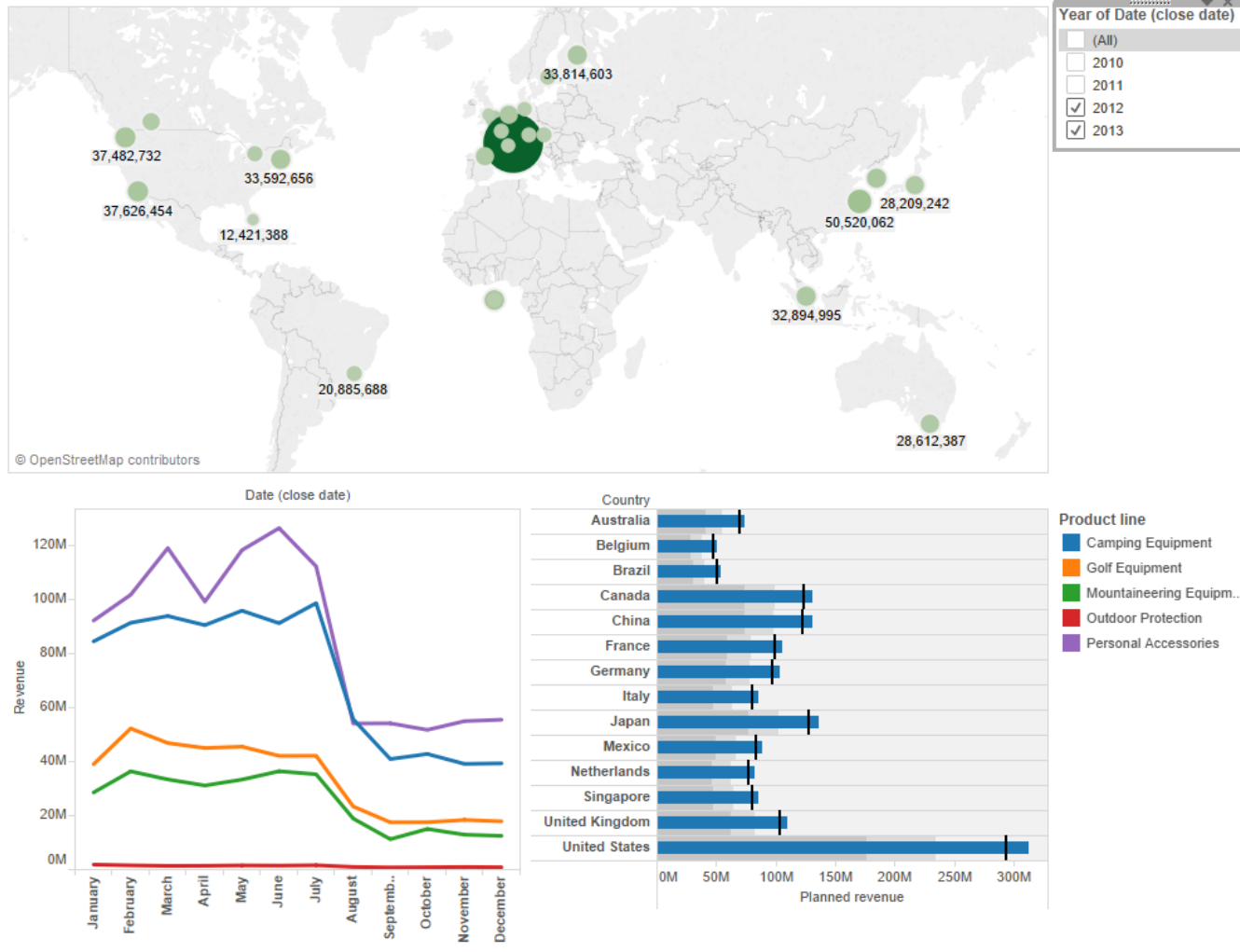
Senturus @ Ixia – Improving On-Time Delivery

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

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

- (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

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

SENTURUS

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

SENTURUS

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

SENTURUS

Frequently Asked Questions

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

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

SENTURUS

ROI for the Senturus Analytics Connector

- 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

- 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 Needs

SENTURUS

Analysis Ready Data

DECISIONS & ACTIONS

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
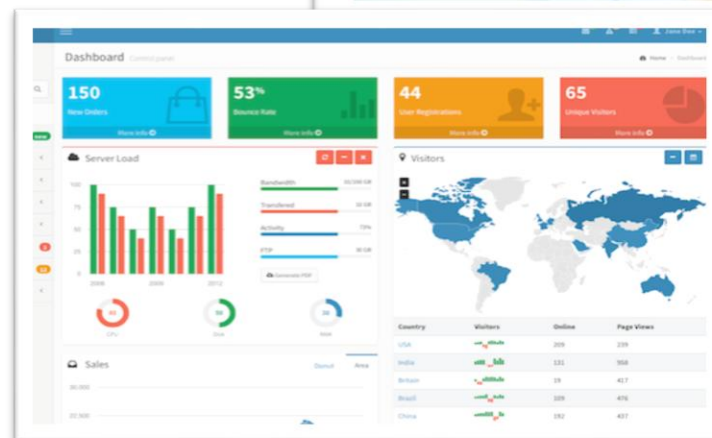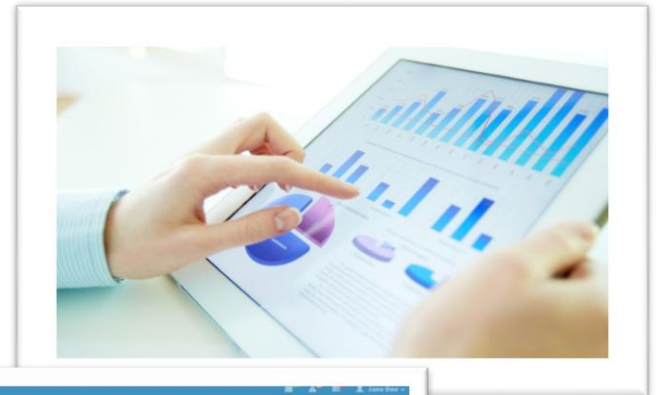
1000+ Clients, 2000+ Projects, 16+ Years

ADDITIONAL RESOURCES

Tableau and Cognos Training Sale

FLASH SALE
20% OFF TRAINING
Includes new Cognos V11 courses
Ends Friday, March 17   Use code *flash2017*

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

Tableau Training Options

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

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
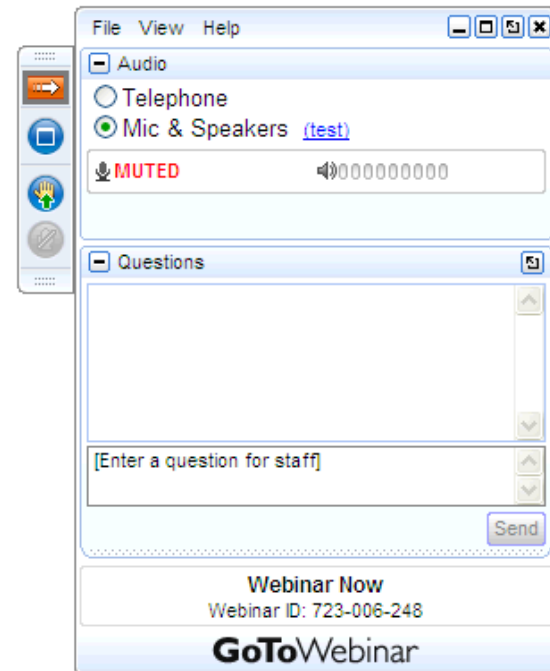Release 4: Installation, Configuration & Architectural Considerations

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

SENTURUS

Q&A

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

info@senturus.com

and we will set up a free consultation.

Thank You!

info@senturus.com
www.senturus.com
888 601 6010

mweinhauer@senturus.com

SENTURUS