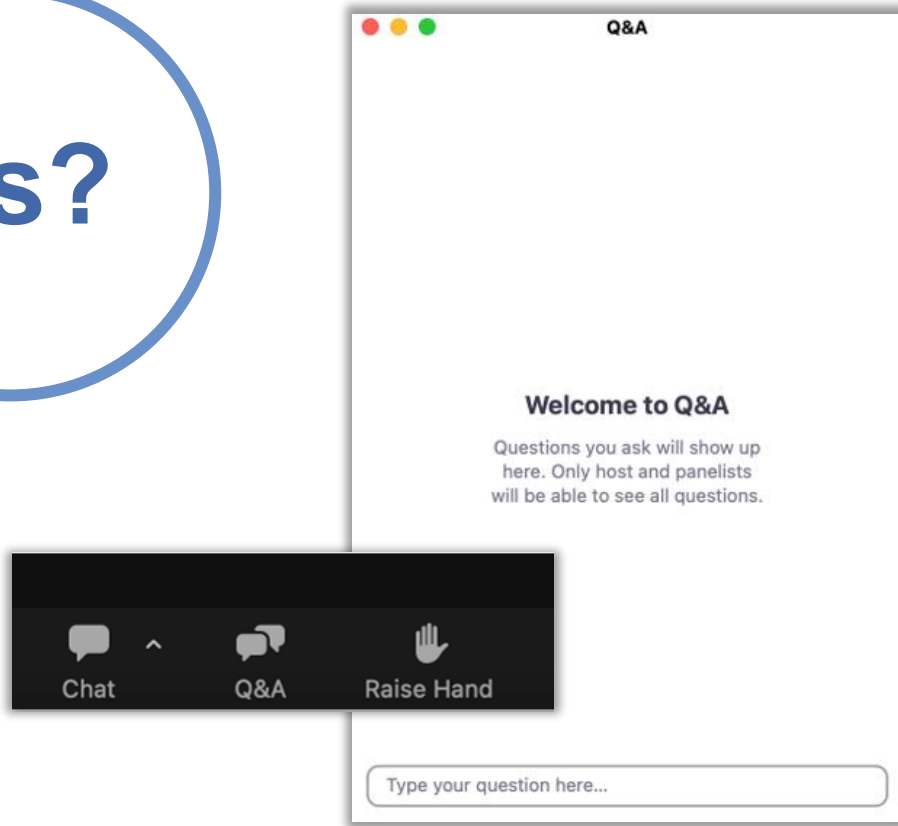




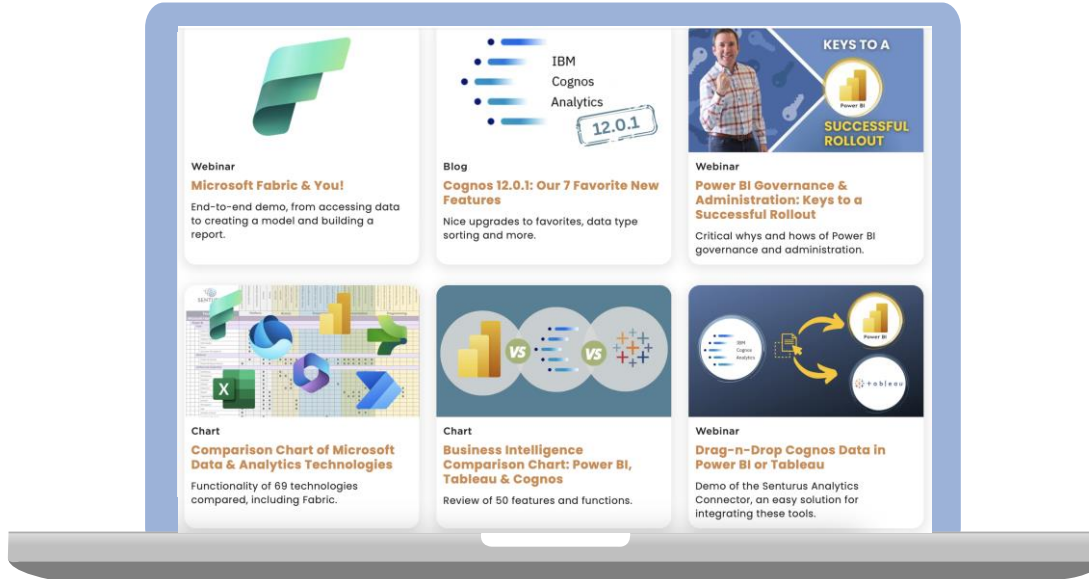
Drag-n-Drop Cognos Data into Power BI or Tableau

Questions?

Click Q&A at
the bottom of
your screen.



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Visit the **Knowledge Center** on **Senturus.com** to download this presentation.

senturus.com/resources

Agenda

- Introductions
- Overview of the Senturus Analytics Connector
- Demo
- Frequently asked questions
- Senturus overview and additional resources
- Q&A

Introductions



ARTURO AYALA III

Lead Software Developer
Senturus, Inc.



STEVE REED-PITTMAN

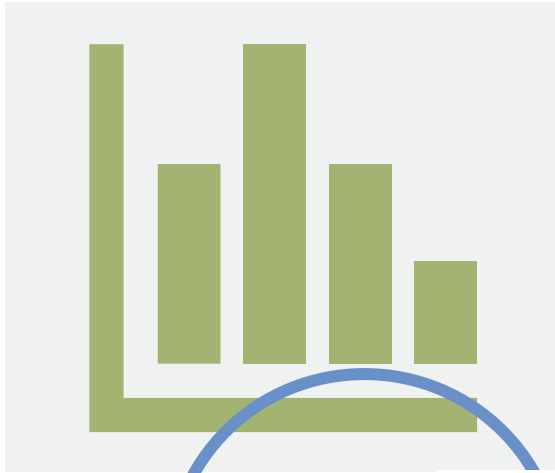
Director of Enterprise
Architecture & Engineering
Senturus, Inc.



Poll 1

Which BI platform is your organization currently using? (Select all that apply)

- ☐ Cognos
- ☐ Power BI
- ☐ Tableau
- ☐ Other

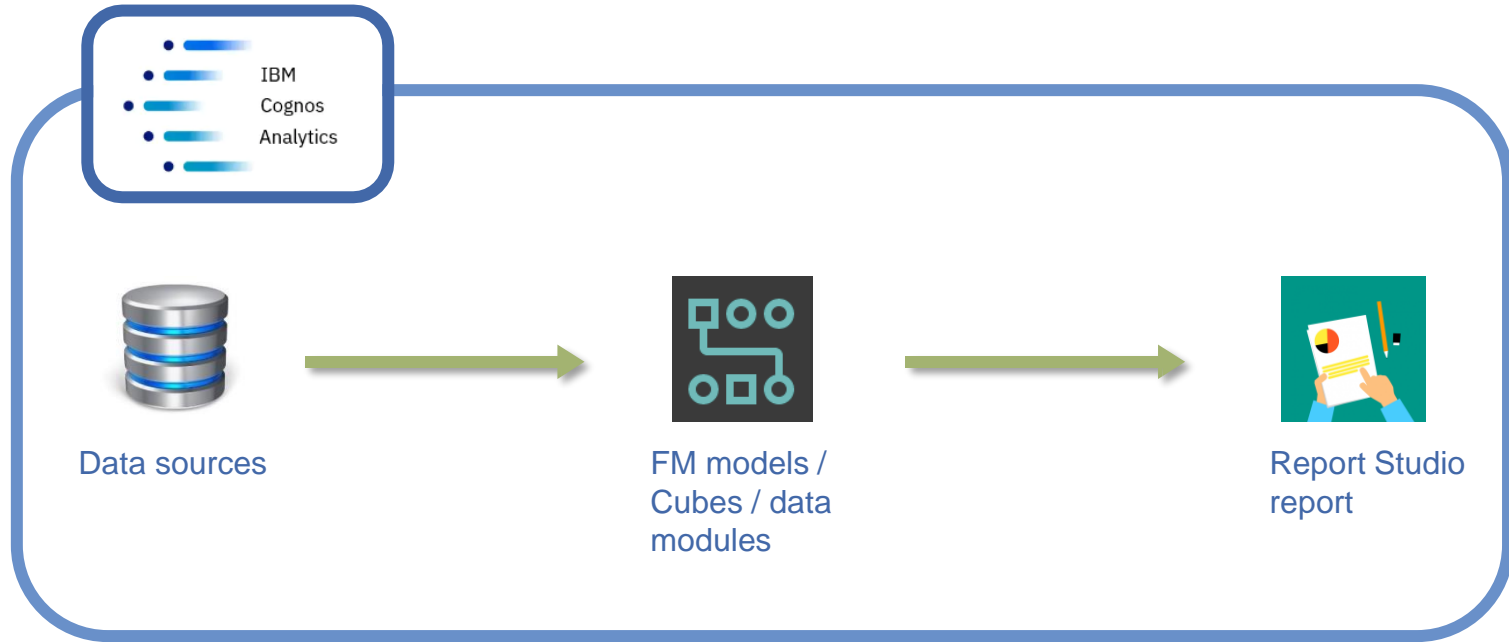


Poll 2

What are your future plans with Cognos?

- We plan to keep Cognos long term
- We plan to keep Cognos in the short term, long term is TBD
- We have plans to migrate off Cognos in the future
- We are currently in the process of migrating off Cognos

Typical Cognos implementation



“We want reporting in Tableau/Power BI”

EXECUTIVE DRIVEN



Minimize costs and
maximize existing
licensing

DEPARTMENT DRIVEN



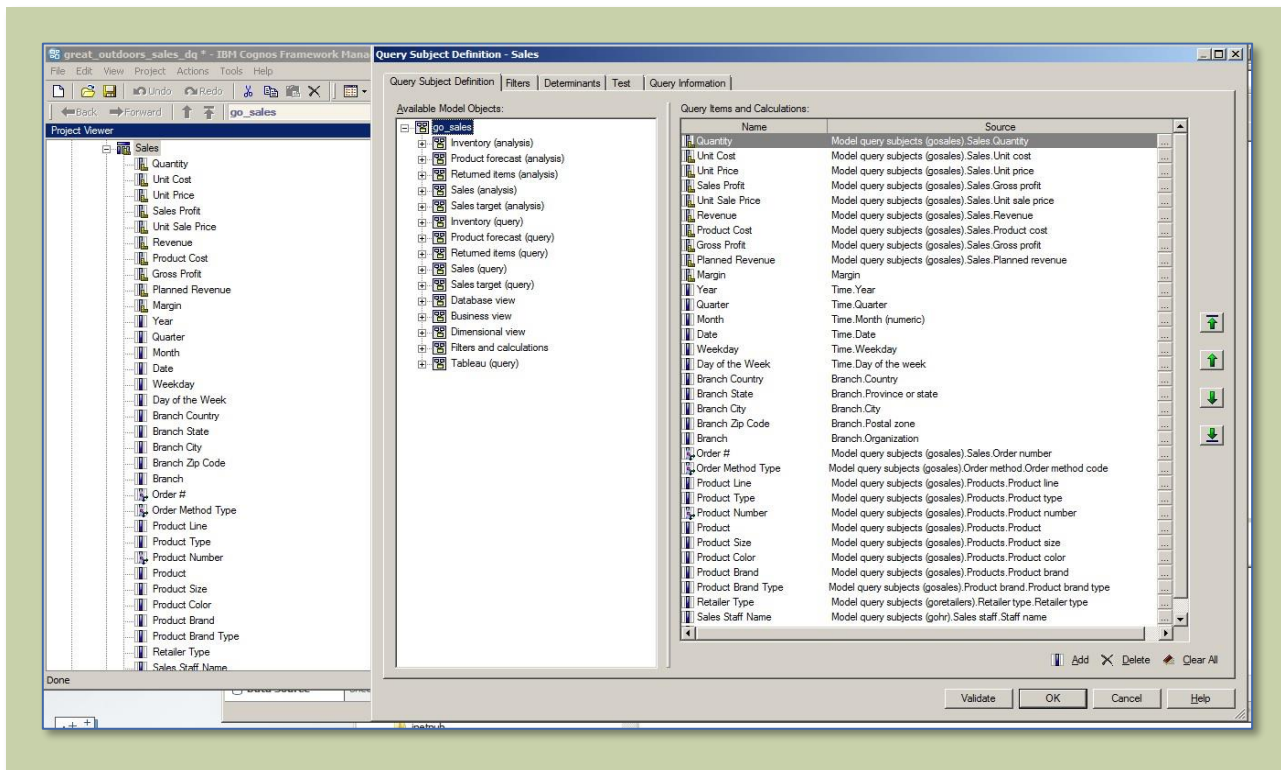
Specific skillsets within
a department

MERGER AND ACQUISITIONS



Consolidate different
companies/tech

Huge value in existing BI models...



...which hide complex business logic

The screenshot displays the IBM Cognos Framework Manager interface, specifically the 'Data module' view. The main window shows a complex data model with various tables and relationships. Overlaid on this are several other windows:

- Query Subject Definition - Products:** A window showing a list of query subjects for the 'Products' dimension, including 'Product line', 'Product type', 'Product name', 'Product color', 'Product size', 'Product brand', 'Product image', 'Introduction date', 'Product description', 'Product type code', 'Product base product key', 'Name product number', 'Product key', 'Product type code', and 'Product type'.
- Package Definition - GO Data Warehouse (analysis):** A window showing a list of packages for the 'GO Data Warehouse (analysis)' dimension, including 'GO_data_warehouse', 'HR (analysis)', 'Sales and Marketing (analysis)', 'Finance (analysis)', 'HR (query)', 'Sales and Marketing (query)', 'Finance (query)', 'Filters', 'Database view', 'Business view', and 'Dimensional view'.
- Expression definition:** A window showing the expression definition for a query subject, including the 'Name' field and the 'Expression definition' field.

The background window shows a complex data model with various tables and relationships, including 'GO_DATA_WAREHOUSE', 'GO_ORGANIZATION_DIM', 'GO_SATISFACTION_DIM', 'GO_TIME_DIM', 'GO_TIME_DIM_LOOKUP', 'GO_REGION_DIM', 'GO_GENDER_LOOKUP', 'GO_BRANCH_DIM', 'VIEW_BALANCED_ORG_DIM', 'BURST_TABLE', 'BURST_TABLE2', 'Model query subjects (GO)', 'GO_TIME_DIM (ship date)', 'GO_TIME_DIM (ship date)', 'Retailer region dimension', 'Branch region dimension', 'Sales and marketing data', 'SLS_SALES_FACT', 'SLS_SALES_TARGET_FACT', 'MRK_PROMOTION_FACT', 'MRK_PROMOTION_PLAN_FACT', 'MRK_ADV_FACT', 'DIST_RETURNED_ITEMS_FACT', 'DIST_INVENTORY_FACT', 'MRK_RTL_SURVEY_FACT', 'MRK_RTL_SURVEY_TARG_FACT', 'MRK_PRODUCT_SURVEY_FACT', 'MRK_PROD_SURVEY_TARG_FACT', 'DIST_PRODUCT_FORECAST_FACT', 'SLS_ORDER_METHOD_DIM', 'SLS_SALES_ORDER_DIM', 'MRK_CAMPAGN_LOOKUP', 'MRK_PROMOTION_DIM', 'DIST_RETURN_REASON_DIM', 'MRK_BUNDLE_GROUP_LOOKUP', 'MRK_PRODUCT_SURVEY_DIM', and 'SLS_RETAILER_DIM'.

Challenges

Rebuilding complex
data models



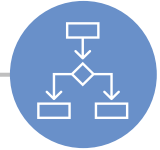
Maintaining one single
source of truth

Time to implement,
migrate and retrain



Security and
governance

Hybrid approach or
consolidate one system



Senturus Analytics Connector

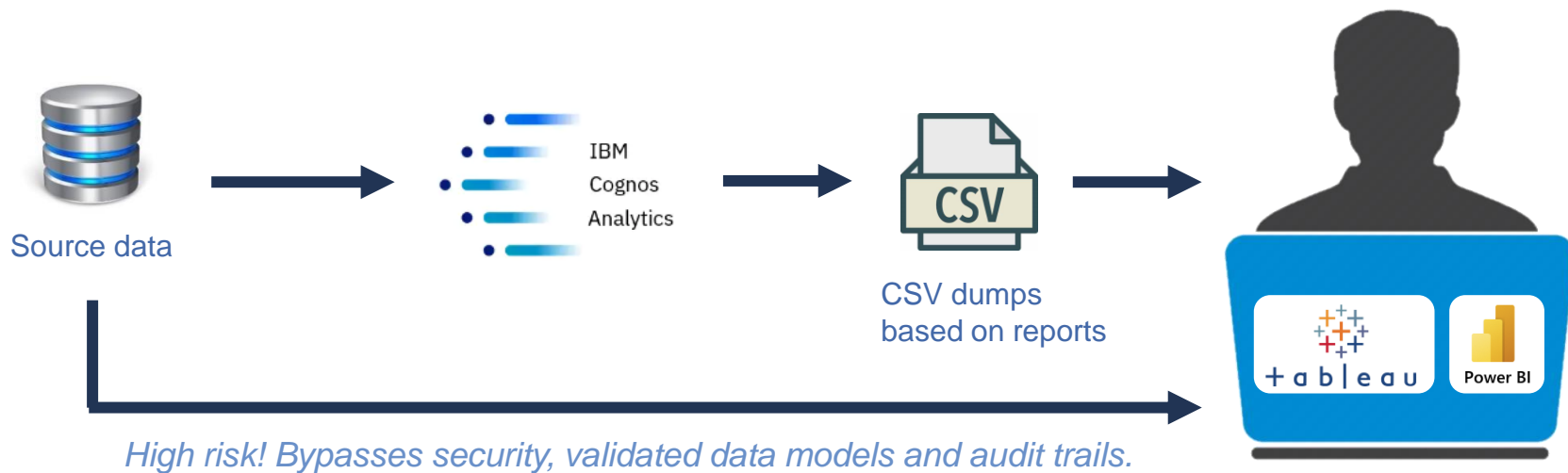


- Bridge back to existing, curated, trusted Cognos data models
- Install, configure and start reporting quickly
- Security and audit trails continue to be enforced by Cognos
- Power BI and Tableau support while keeping Cognos

Overview of the



Power BI and Tableau users circumvent existing models



Why you shouldn't (re)-create metadata



Compromises
data integrity



Compromises data
security



Time consuming



Creates data silos

The solution? Senturus Analytics Connector!








Instant access to quality datasets with integrity, security and agility

The screenshot displays a software interface for managing data. On the left, a tree view titled "Insertable objects" lists various data sources under "GO sales (query)". The "Sales (query)" folder is expanded, showing sub-items like "Quantity", "Unit cost", "Unit price", "Unit sale price", "Revenue", "Product cost", "Gross profit", "Planned revenue", "Margin", "Branch", "Order", "Order method", "Products", "Retailer type", "Retailers", "Sales staff", "Time", "Time (close date)", "Time (ship date)", "Sales target (query)", and "Filters and calculations".

In the center, a panel shows the selected database as "Cognos (ODBC)" and the schema as "Sales (query)". Below this, a table selection list includes items such as "_CALCULATIONS_", "Branch (Sales...ry) 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 date...e (ship date))", and "New Custom SQL".

On the right, a diagram shows a query structure: "Sales (Sales (query).Sales) + (GO Sales (query))". Below this, a table preview is shown with columns: "Branch", "Address 1", "Address 1 (multisc...", "Address 2", and "Address 2 (multis...". The first row of data is: "Branch", "LINK COLUMN (...", "Address 1", "Address 1 (multisc...", "Address 2", "Address 2 (multis...". At the bottom right, there are buttons for "Update Now" and "Automatically Update".

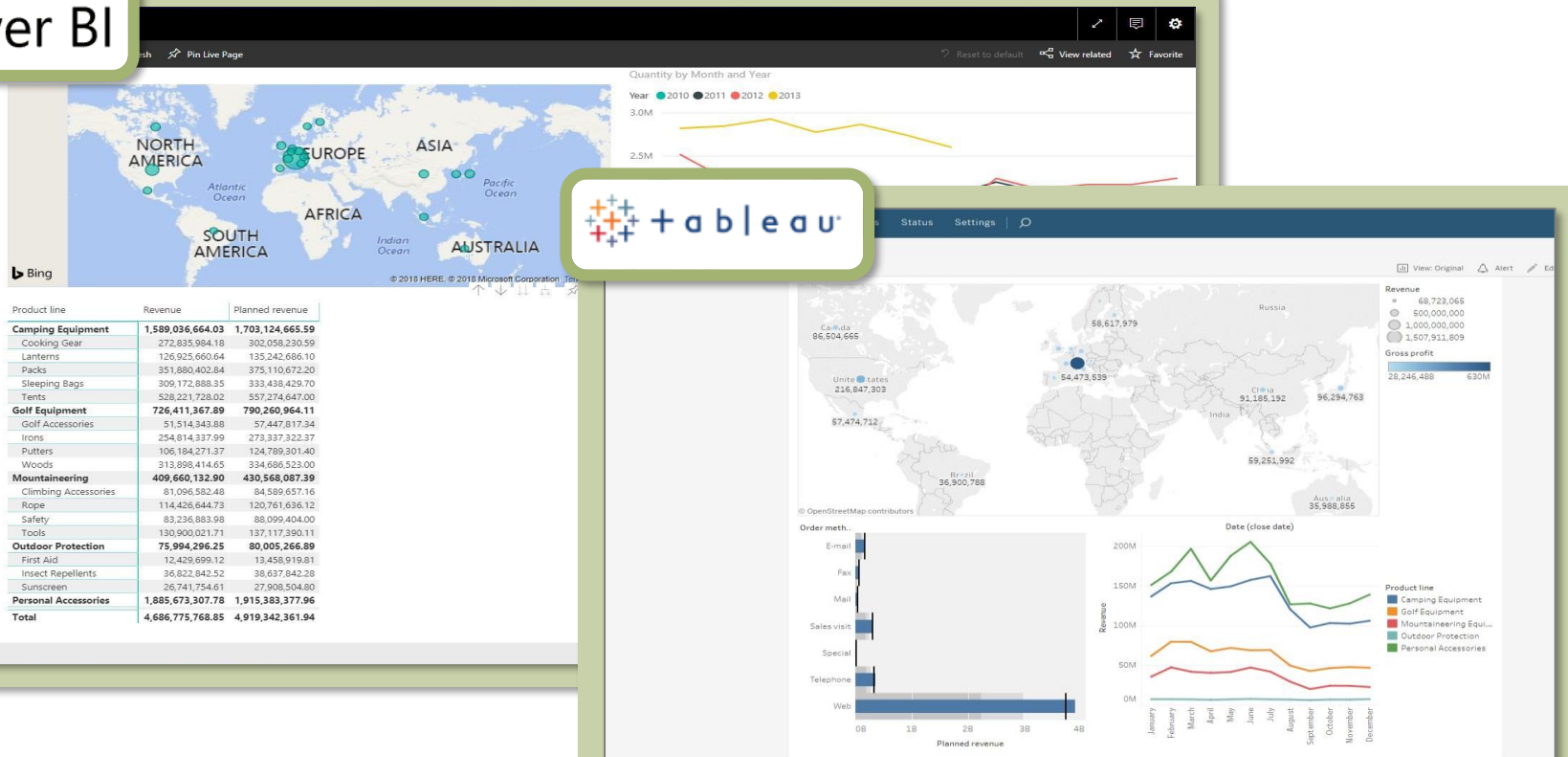
With vs. without the Senturus ANALYTICS CONNECTOR

Without Analytics Connector	High	 Effort to remodel data	None	With Analytics Connector
	Suspect	 Trust in data	High	
	Rebuild	 Security	Preserved	
	Long	 Time to visualization	Immediate	
	Siloed data	 Data accessibility	Integrated	

Publish and deploy



Power BI



Demo



ROI: Senturus Analytics Connector



**Save huge
amounts of
time
(and money)**



**Reduce data
security risk**



**Maximize your
Cognos
investment**



**Accurate and
aligned
business
metrics**

Test drive the Senturus Analytics Connector

- Free 30-day trial
- Includes customer support
- Request yours today!



Senturus.com/products/analytics-connector/

Events and resources

senturus.com/resources



JULY 31

**Q&A: Data Blending
Using Analyze in
Excel & Composite
Models**



AUGUST 15

**Leading with AI &
Fabric: How Master
Data Management
Ensures Success**



ON DEMAND

**Cognos to Power
BI: Accelerating
Timelines &
Business Value**



**KNOWLEDGE
CENTER**

**Blogs, webinars
and resources**

Additional resources



**INSIDER
VIEWPOINTS**



**UNBIASED
REVIEWS**



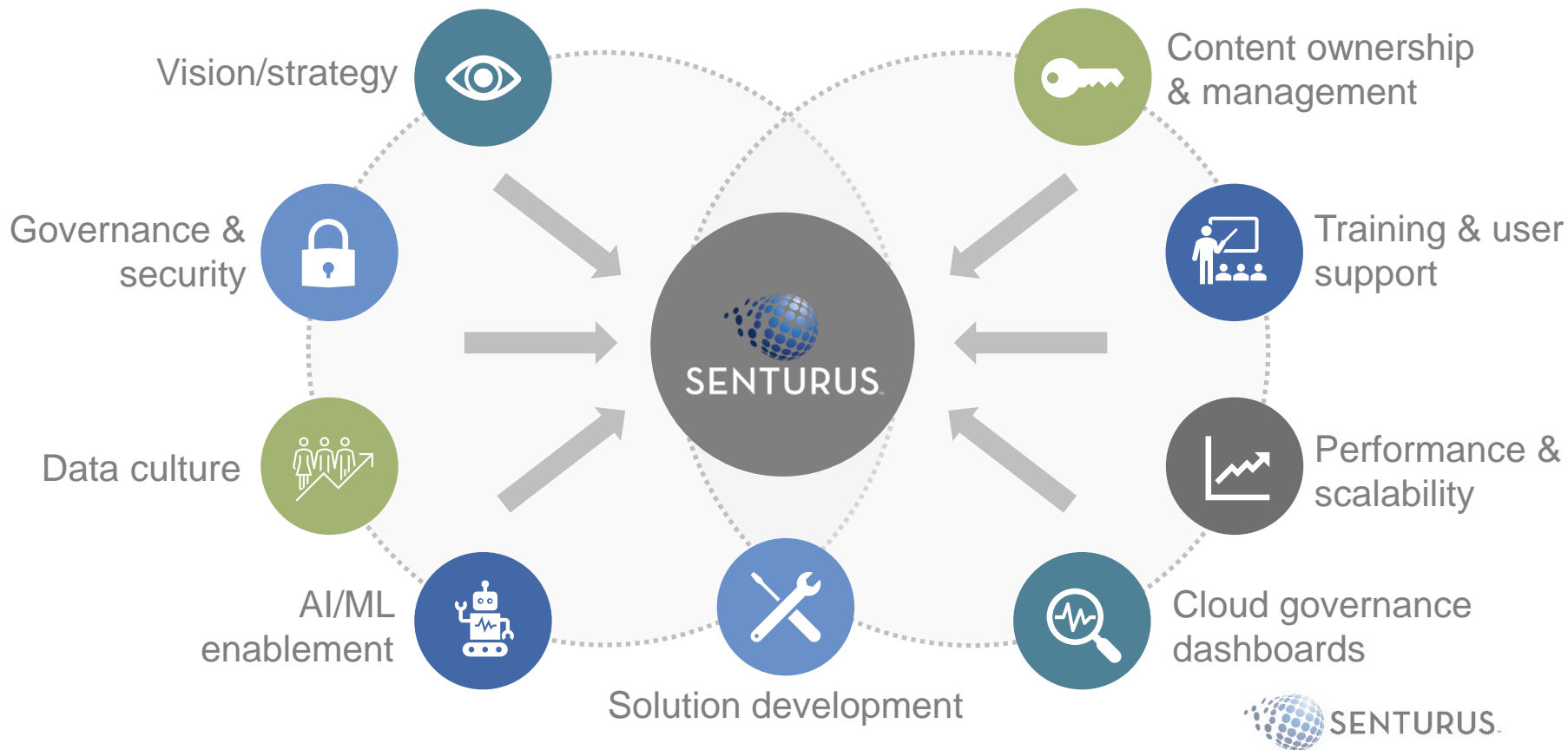
**TECHNICAL
TIPS**



**PRODUCT
DEMOS**

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Modern BI: accelerated & accessible





History of success

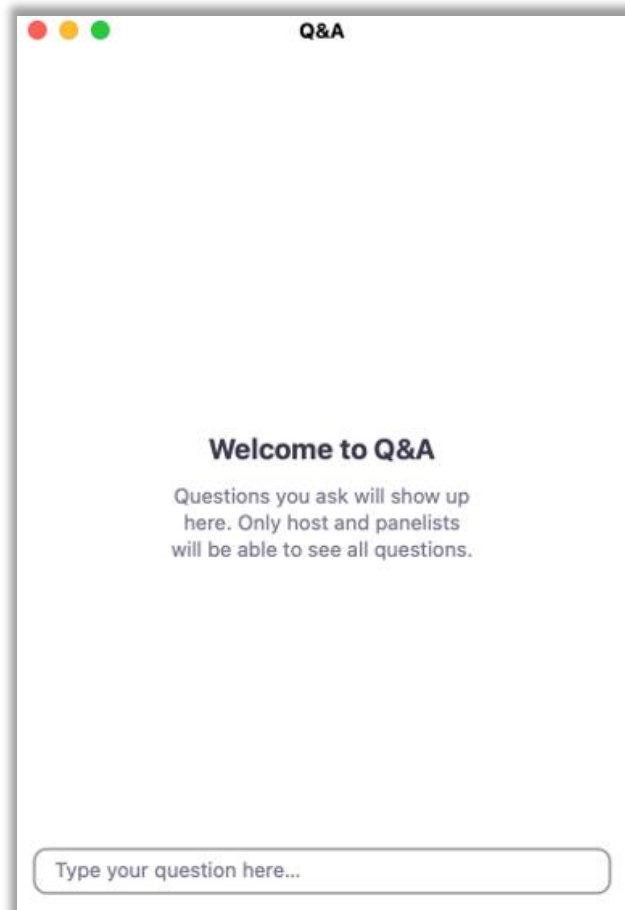
 23 years

 1400+ clients

 3000+ projects

Q&A

If your question or issue is broader than what we can answer today, contact us at: **info@senturus.com** for a free consultation.





SENTURUS^{TV}

Thank You!

Let's keep in touch



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