


IBM Cognos Mobile Overview



Agenda

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- A close-up photograph of a person's hand touching the screen of a smartphone. The hand is positioned on the left side of the frame, with the index finger pointing towards the right. The smartphone is held horizontally and is slightly out of focus, with the background being a soft, light blue-grey gradient.
- IBM Cognos Mobile Overview
 - Analysis on Mobile
 - Security + Configuration
 - Deploying
 - Good Technology
 - Latest Updates

What does your environment look like?

- What version of Business Intelligence are you leveraging?
- What is your upgrade strategy?
- Most significant barriers to adoption?
- Greatest Administration challenges?
- Cognos Workspace/Advanced?
- Mobile in production?
- Device strategy – tablet, smartphone, or both?
- OS?
- What's missing?

Engaging Analytics for Everyone

Addressing the analytical needs of the non-technical Business User

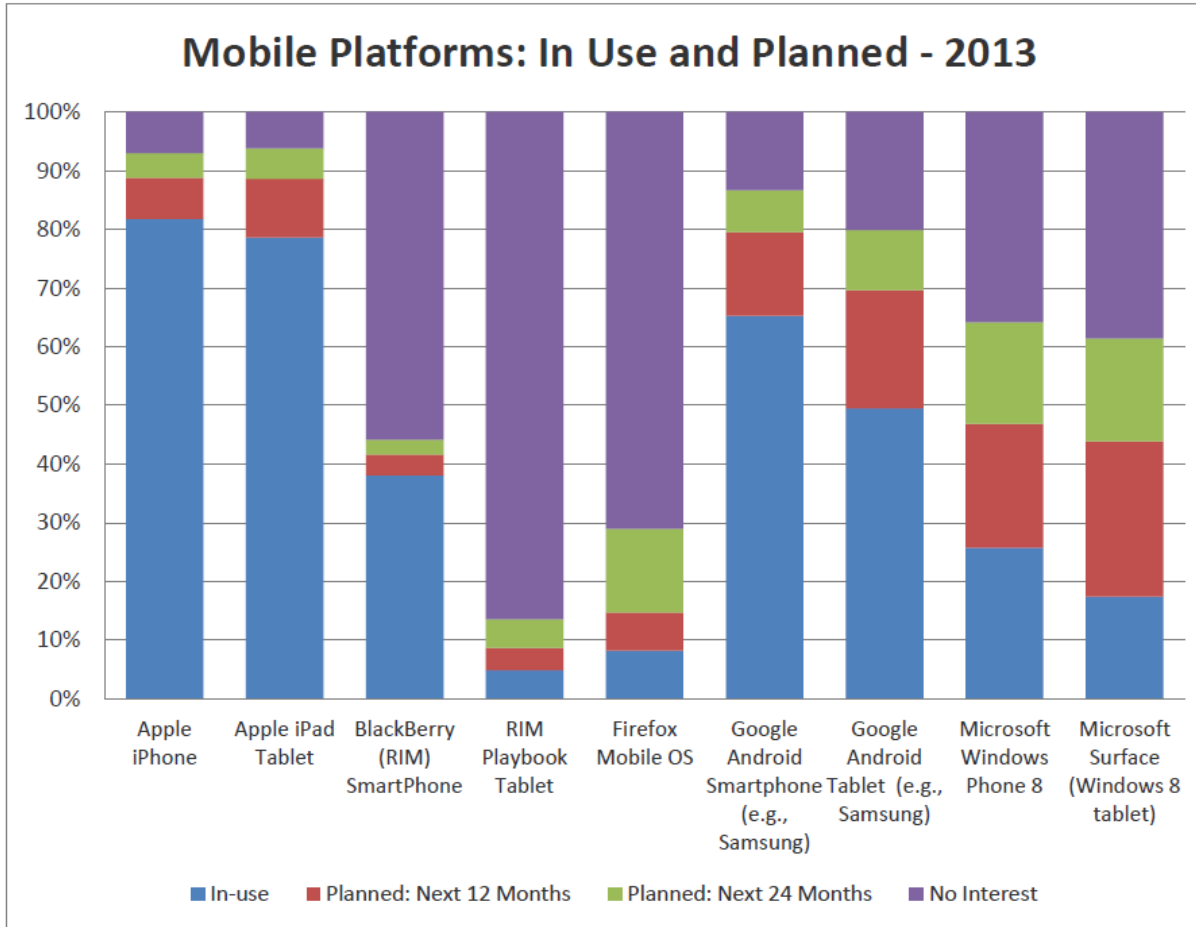


Business users need to be armed with the right tools to get fast answers to their questions

Business Users need:

- Answers in minutes not days
- Access to powerful analytic capabilities without specialized skills
- To solve their own problems with confidence
- To rely on facts rather than gut instinct for decisions

Mobile platforms in the Enterprise for BI



- iOS is leading
- Android is close behind
- Microsoft Win8 is growing fast
- BB is no longer very appealing

Source: Dresner, Wisdom of Crowds – Mobile Business Intelligence – Dec 2013

Mobile shifts affecting business & IT

Security

Devices - BYOD

Existing Reports

Interactive and visual

Disconnected/Connected



IBM Cognos Mobile

Analytics is about information for **better decisions, anywhere**

- Continue the analysis on mobile
- Visualize and explore your data
- Connected or disconnected
- BYOD support:
 - iOS and Android
 - Native apps and Webapp
- Scalable to your Enterprise deployment



IBM Cognos BI - Explore, visualize and consume

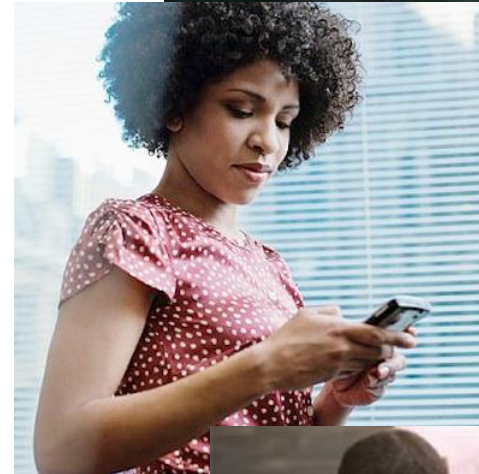
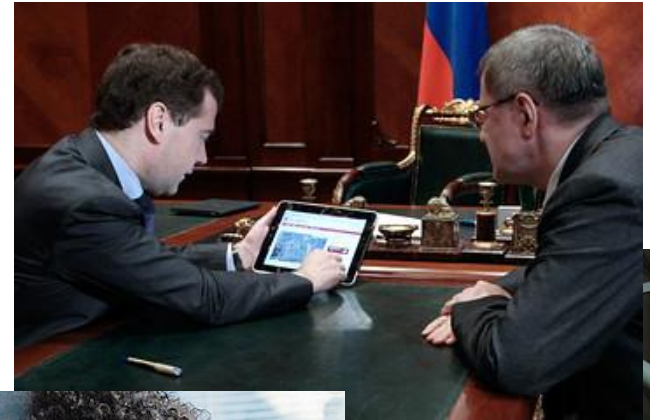
Empower your Business Users to get the answers they need

- Visualization for exploration
- Assemble and explore any type of data
- Breath of analysis across historical, real-time, planning and predictive information
- Flexible exploration of large & complex data to uncover unanticipated insights

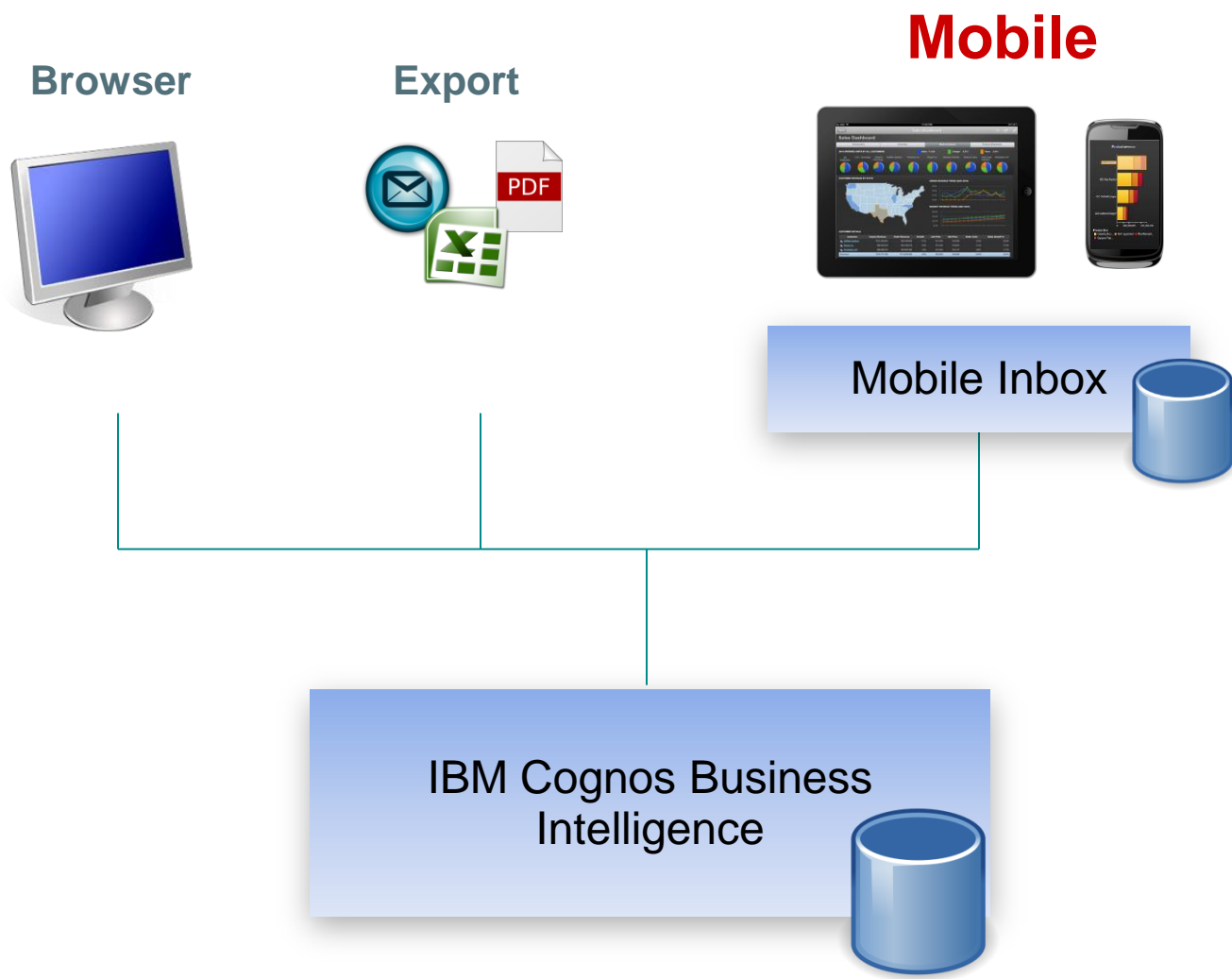


Who are the Mobile BI Users?

- 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 BI platform & Mobile



Analysis on Mobile



Active Reports

- Great for dashboards
- Interactive, visually pleasing
- Disconnected, portable



Regular HTML Reports

- Great for lots of data
- Can have multiple pages
- Connected / Disconnected



IBM Cognos Workspace

- Self-serve for Business Users
- Optimized for a touch interface
- Connected

Efficiently manage locally stored reports

- Browse the BI server and run new reports
- Schedule reports with Push Notifications
- Sort the reports
- Delete
- Access to Saved Outputs (Active Reports too)
- Tap to pause downloads or auto-pause all



Form Factor Awareness

- Users expect content to be well suited for the device they are using.
- Grow and fit reports to fill the screen
- Provide the ability for Active Report to display widgets based on screen orientation
- Take advantage of the screen real-estate

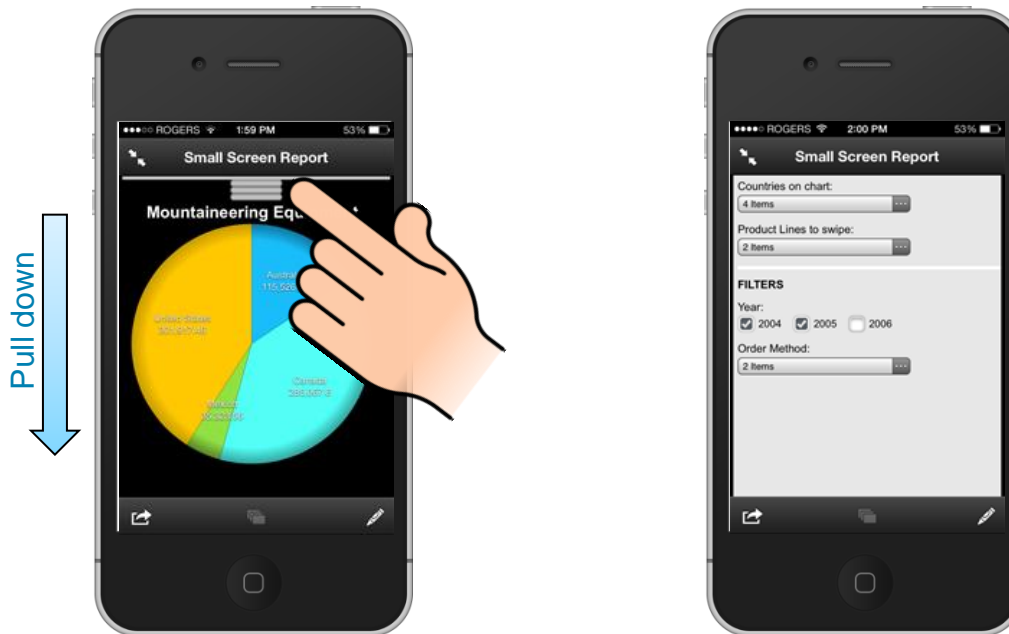


Consuming content on small screens

- Consumers prefer optimized content for small devices
- Our app will fit-to-width the reports



- Tip: Author the reports to stretch, use percentages
- Tip: Design the report to be used with thumbs-only



Rebranding the iOS native app

- Customize the background of the app to suit your business
- Show an image of your company logo or a fully interactive HTML5 dashboard
- Convert the app into a portal for the users to get company info as well as their BI content



Security – Overview

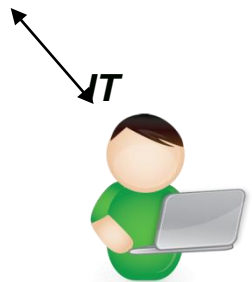
- **Leverages Cognos security:** namespaces, users (e.g. AD, LDAP)
- **Supports web/app server security:** TLS/SSL, NTLM, Kerberos, SiteMinder, etc.
- **Communication is standard HTTP** and works with standard network security: VPNs, TLS/SSL, secure WiFi, etc.
- Benefits from **device security:** PIN 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



IBM Cognos Mobile Native Application Security

OTA 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*



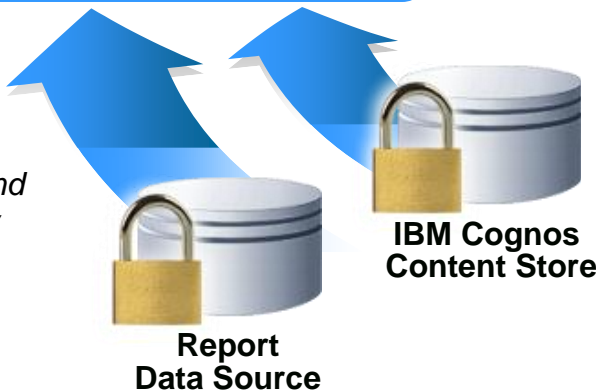
VPN / SSL

CORPORATE FIREWALL

IBM Cognos Platform

IBM Cognos BI IBM Cognos Mobile Service

Leverage platform and role based security



Cognos Enabled Security
IT Enabled Security
MDM Enabled Security

Connected and Disconnected Security

Active Reports
emailed,
downloaded

Native apps
Device PIN
App PIN



Authentication
SSL
VPN



IBM Cognos BI



Web app
Device PIN

server security

Security Overview



← **Connectivity** →

- Reverse Proxy
- VPN
- SSL/TLS



- Application Security Code
- User Authentication
- Credential Caching (OS Keychain)
- Content Caching
- Cache Expiry
- Encryption
- Auto deletion of reports
- OS Sandboxing

- Cognos BI Authentication
- Encryption Setting
- Credential Cache Duration
- Lease Duration
- Enable Screen Capture Email
- SecurityCode Max Login Attempts

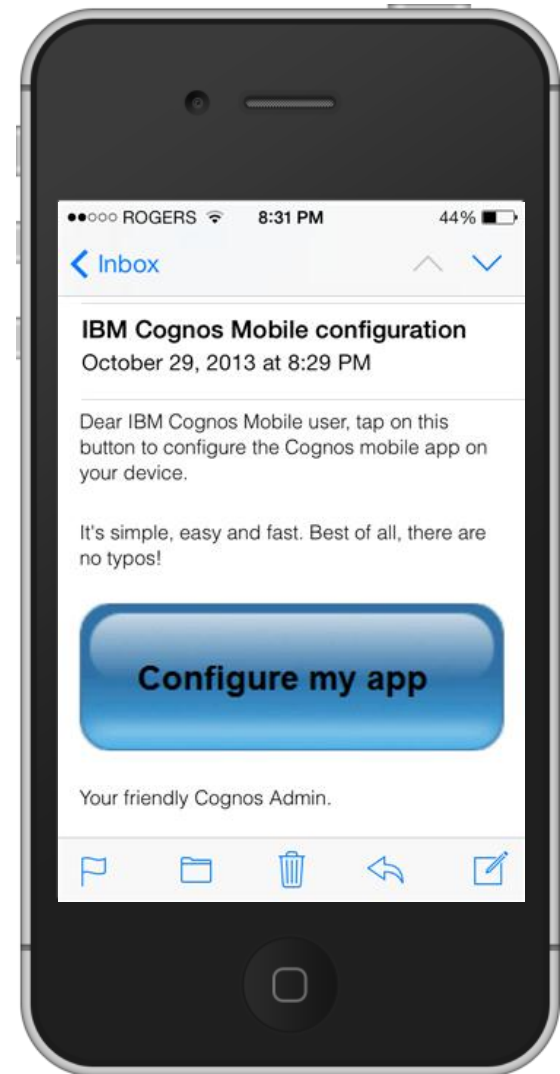
Auto-Config URL

- Typing the Cognos server URL is error-prone
- Auto-Config simplifies the process

- Tip: Send an email or place it on a corporate website with a button



IBM Cognos BI Admin



IBM Cognos Mobile for Good Technology



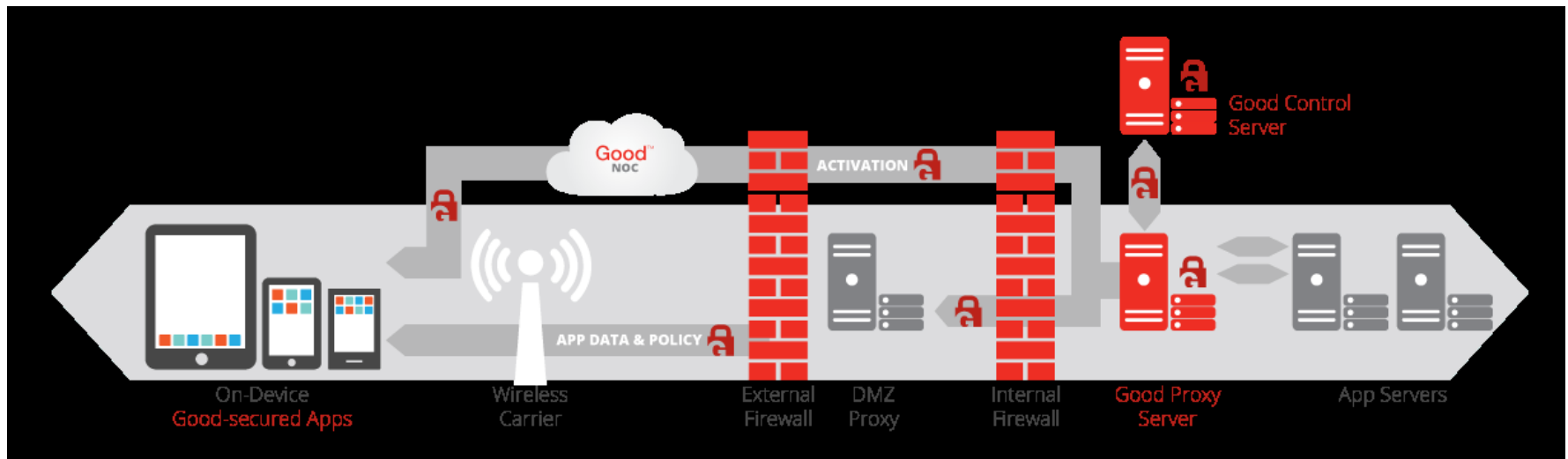
- IBM Cognos Mobile iOS app integrated with Good Dynamics
- Provides the ability for companies who have standardized on Good Tech to release our app within their secured environment.
- Good Dynamics manages the local storage and data transmission between the device and the BI Server.

IBM Cognos Mobile for Good Technology

- **What is IBM Cognos Mobile for Good Technology?**
- IBM Cognos Mobile for Good Technology provides access to your IBM Cognos BI content on your mobile devices and is integrated with the Good Dynamics product from Good Technology.
- **Who should use this app?**
- Customers who have standardized on Good Technology's infrastructure and require that all mobile applications be integrated with Good Dynamics.
- **How does it work?**
- The IBM Cognos Mobile for Good Technology app communicates to the IBM Cognos BI server through Good's Network Operating Center (NOC) and the Good Proxy Server.

IBM Cognos Mobile for Good Technology

- Diagram for an overview of an installation and the flow of data between the mobile device and the IBM Cognos BI server (represented as App Servers in the diagram).



IBM Cognos Mobile for Good Technology

- **Which version of IBM Cognos BI is required?**

The IBM Cognos Mobile for Good Technology app is backwards compatible with the IBM Cognos BI and Mobile servers 10.1.1 and higher.

- **What are the differences between this app and the regular IBM Cognos Mobile app?**

In order to offer an enclosed environment, certain capabilities which involved exporting or importing files were removed. □ Manually importing Active Reports. This includes importing from any email client (Good for Enterprise mail as well), from iTunes or from a web server.

- **What are the steps required to try out the app?**

To learn more about our Cognos Mobile offering and capabilities, IBM recommends to:

- Download the regular version of the IBM Cognos Mobile app and try out the Samples
- review the How-to Videos to learn more about our features and capabilities
- Visit our product web page (<http://www-03.ibm.com/software/products/en/cognos-mobile>)

IBM Cognos Mobile for Good Technology

▪ Request access to the app from the Good Marketplace

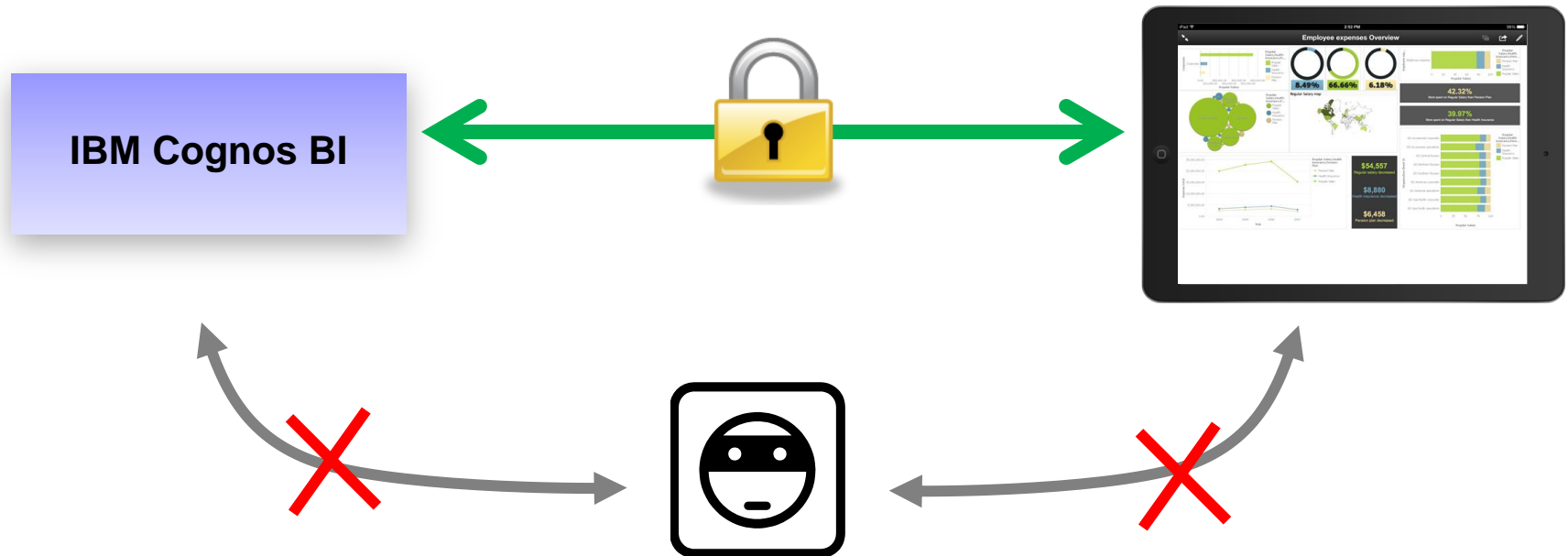
From the Good Marketplace website, your company's Good Administrator can request access to the IBM Cognos Mobile for Good Technology app by clicking on the "Get Application" button and filling out the form. This step must be done by a Good Administrator since IBM can only grant access to a person that is registered as an administrator.

Once IBM enables the application for your company, it becomes available in the Good Controller,



Support for SSL and TLS certificate pinning

- Administrators can now protect the Android and iOS apps from the man-in-the-middle attacks by restricting the apps to connect only to those IBM Cognos BI servers that use trusted certificates.



Appendix - Links

- Security White Paper:
<http://public.dhe.ibm.com/common/ssi/ecm/en/ytw03199caen/YTW03199CAEN.PDF>

- IBM Cognos Getting Started Guide:
<http://www-01.ibm.com/support/docview.wss?uid=swg27037028>

- IBM Cognos Mobile for Good Technology Getting Started Guide:
<http://www-01.ibm.com/support/docview.wss?uid=swg27041729>

- Central conformance site for Cognos BI:
<http://www-01.ibm.com/support/docview.wss?uid=swg27037784>

- IBM Cognos Mobile How-to Videos:
<http://ibmtdemo.edgesuite.net/software/analytics/cognos/videos/HTVs/cm102/index.html>

- IBM Cognos Active Reports Cookbook:
http://www.ibm.com/developerworks/data/library/cognos/reporting/active_report/page593.html



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THANK YOU – QUESTIONS?