

COGNOS 8 GO! MOBILE



BI ANYTIME,
ANYWHERE

Cognos 8 Go! Mobile is a new business intelligence (BI) solution for executives and mobile workers who need immediate access and interaction with timely, personalized, and secure BI information on their BlackBerry®.

Cognos 8 Go! Mobile is the latest addition to the Cognos Go! family of access modes that enable users to easily view and interact with highly relevant BI information using the application or device most convenient to them, including Web portals, search interfaces, Microsoft® Office, or mobile devices. This enables users to make informed business decisions anytime, anywhere.

Cognos 8 Go! Mobile fits the needs of mobile workers across the organization—salespeople who need customer and pipeline details, operations personnel who need supply chain information, executives who must have information from every part of the business. It extends their reach by pulling in the right information at the right time.

OVERCOMING LIMITATIONS

Traditionally, information has been delivered to mobile workers through desktop applications extended to mobile environments such as Microsoft Excel®, PDFs, and HTML. Unfortunately, these tools offer limited practicality for mobile BI as they have not been optimized to provide the required interactive experience. Excel is difficult to scroll, PDFs offer limited interactivity, and HTML can be slow or completely unusable when out of network coverage.

THE COGNOS SOLUTION

Cognos 8 Go! Mobile overcomes these limitations by delivering a rich mobile client interface designed for business intelligence. It allows executives, leaders, and mobile workers to use their handheld devices to read and interact with Cognos 8 BI reports, dashboards, metrics, and other information.

PRODUCT FEATURES

With Cognos 8 Go! Mobile, organizations can put BI into the hands of the people who need it. The dedicated client interface delivers:

- **A Single Authoring Environment**—BI report authors can write a report once and know that every user can access it, regardless of language, locale, or



consumption approach (Web, search, mobile, desktop productivity suite, and more). The Cognos 8 Go! Mobile client takes care of formatting the data for the device and IT and business authors do not need a separate mobile authoring environment. As a result, users have access to all BI information, including new BI information as it is generated within the organization — not just a subset of arbitrary reports or limited functionality that were re-authored in advance for mobile devices.

- **A Rich Mobile Client**—Competing solutions offer BI functionality, but use viewers not intended for BI to send out information. This poses several problems. First, interactivity and view capabilities are limited, compromising the user experience and productivity. Second, IT must introduce special steps for security, additional load balancing, workflows, and special users roles, creating more work for IT and adding barriers that limit timely deployment. Finally, since many solutions are only viewers, there is no data storage to support offline or disconnected use. Cognos 8 Go! Mobile has a true rich mobile client—users see actual live Cognos 8 BI reports and dashboards, not a static OEM rendition of it.
- **Theft and Loss Protection**—Cognos 8 Go! Mobile offers single security augmented for mobile needs, encryption during data transfer and on the device, and access keys and a remote locking function for the device database.

COGNOS®

THE NEXT LEVEL OF PERFORMANCE™

- **Disconnected and Offline Use**—Cognos 8 Go! Mobile offers the ability for users to continue to access their reports while they are offline, giving them the ability to continue working while traveling or if the device is not within connectivity range.
- **Optimized Interactive Experience**—Users can use the new Cognos 8 Go! Mobile application on their devices to navigate through reports intuitively. It leverages native mobile device functionality so they can easily see, interpret, and interact with the information they need.
- **Effective Data Compression**—Maximizing performance on mobile devices and the network they run on is always an issue. Cognos 8 Go! Mobile compresses data before transmission and again once the report is saved on the device. This means users spend more time getting insight into the business rather than waiting for reports to download.
- **Resource Efficient**—Cognos 8 Go! Mobile requires no new technology investments. With a light server requirement it can run on existing technology investments.

BENEFITS FOR IT

Simple—In order for new functionality to be adopted, it must be simple for users, and easy for IT to deploy and maintain. For users, Cognos 8 Go! Mobile provides a familiar interface for BI, and navigation tailored to the mobile device. In terms of IT workload, it can be installed remotely on the device and has centralized administration, which means, for example, IT can quickly push down upgrades to users without handling each device.

Complete—A complete business intelligence solution must provide a full spectrum of capabilities and serve all users. With the most comprehensive set of BI capabilities on the market, Cognos 8 BI enables IT to meet the needs of a diverse set of users:

- Executives requiring scorecards, dashboards, and reports for quick communication of complex data.
- Business users requiring all BI capabilities, with drag-and-drop simplicity.
- Professional report authors and business analysts, providing them with advanced features such as high-volume burst reports for distribution and reporting and analysis against relational or multi-dimensional sources.

Since Cognos 8 BI is complete, IT can add capabilities, such as Cognos 8 Go! Mobile, as the need arises with the knowledge that it will fit seamlessly into their BI environment.

Secure—Cognos 8 Go! Mobile is integrated with and leverages existing Cognos security features to deliver a single security environment for all users regardless of how they consume reports. Finally, Cognos 8 Go! Mobile security takes into account the unique challenges associated with mobile devices with theft/loss protection capabilities.

Wireless solutions are the number one growth technology. Business intelligence is the top priority on the CIO's list of priorities. With Cognos 8 Go! Mobile users can now make more informed decisions anywhere to improve effectiveness and organizational performance.

ABOUT COGNOS GO!

To further enable better, faster, and more effective decisions the Cognos pervasive BI strategy extends the reach of Cognos 8 BI with access modes that bring BI to the familiar working environment of every worker in an organization. In addition to Cognos 8 Go! Mobile, Cognos also offers Cognos 8 Go! Search, an access mode that helps users easily and instantly find strategic enterprise performance information. Cognos 8 Go! Office lets users view, interact with, and refresh Cognos 8 BI reports, analyses, and metrics within Microsoft Excel, PowerPoint® and Word.

ABOUT RESEARCH IN MOTION (RIM)

Research In Motion is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market. RIM's portfolio of award-winning products, services and embedded technologies include the BlackBerry® wireless platform, the RIM Wireless Handheld™ product line, software development tools, radio-modems and software/hardware licensing agreements. For more information, visit www.rim.com or www.blackberry.com.

ABOUT COGNOS

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance.

For more information, on Cognos visit www.cognos.com.



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