

# COGNOS GO! SEARCH SERVICE



**FAST, INTUITIVE BI SEARCH FOR BETTER PERFORMANCE MANAGEMENT**

Cognos Go! Search Service is a new BI search capability that enables users to instantly find relevant, strategic enterprise information available through Cognos 8 Business Intelligence. With a familiar, browser-based search that ranks results based on user priorities, the Cognos Go! Search Service delivers users an intuitive and efficient way of quickly finding BI information and data presented in reports, dashboards, analyses, metric information, and events across the organization.

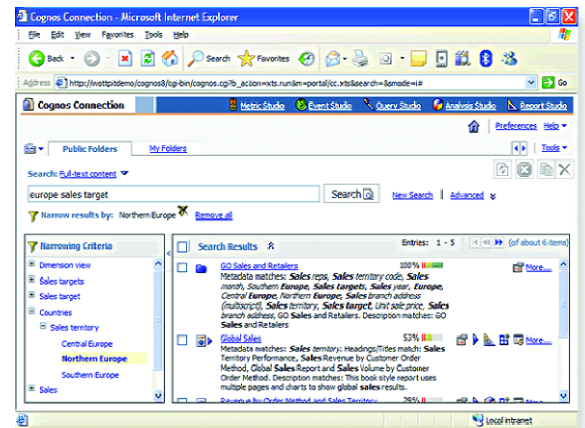
Cognos Go! allows organizations to:

- Provide faster and easier access to the most relevant reports and analytics
- Improve user efficiency and satisfaction with existing BI solutions
- Reduce duplication of report authoring efforts
- Leverage investments in BI content and business modeling
- Allow more users to access centrally controlled strategic BI information
- Integrate into a broad range of enterprise applications, portals, and search engine solutions
- Combine knowledge assets with performance information to enable better decisions and a more comprehensive view of information.

## COMPETITIVE DIFFERENTIATORS

Most BI solutions offer search functionality that falls short of real-world user need. Functionality that allows user to search on titles alone is not good enough. Users are forced to guess at report content, with searches bringing in a landslide of irrelevant information that they must sort through. It also focuses them to think like a computer, rather than find information using familiar terms or language. The result is wasted time and a negative impact on business performance.

Cognos Go! provides more relevant search functionality because it indexes the full data content of reports not merely titles, descriptions, or metadata. This includes all relational data sources supported by Cognos 8, all ERP



data sources including SAP BW, SAP R/3, and Siebel CRM, and all modern data sources available through the Composite Information Server. It also searches OLAP data cubes including Cognos PowerCubes, DB2 OLAP/Essbase, Microsoft Analysis Services, and Cognos Enterprise Planning.

In addition to providing easy, effective search functionality, Cognos Go! understands that search terms can have several different meanings. It allows users to remove ambiguity and to locate more relevant information, improving user confidence in BI.

Cognos Go! is a complete, Java-based, scalable search capability. Like modern search solutions it provides sophisticated ranking of results with the most relevant results returned first. It covers a complete range of search fine-tuning options including phrases, boolean logic, stemming, fuzzy matching, and more.

## VALUE FOR IT

Cognos Go! Search provides welcome functionality for IT including:

- Increased user self-service to reduce report creation backlog. Since search functionality is more familiar to novice users than BI tools, user adoption is generally high, reducing the reliance on IT to find and distribute reports.



**THE NEXT LEVEL OF PERFORMANCE™**

- Reduced creation of redundant reports and analyses when an existing report already exists.
- Easy integration into any portal, due to its open standards.
- Administrative control over search targets and indexing for tailoring to specific environments.
- Less workload since the creation and maintenance of drill paths between related reports will be unnecessary
- A consistent Cognos 8 security model. Cognos Go! is a service that is an integrated part of Cognos 8 BI. It uses the Cognos 8 BI security model, which means users will only see reports, metrics, and analysis that they have been given permission to view.

### **COGNOS GO! SEARCH SERVICE AND COGNOS 8 BI**

Cognos Go! Search Service is the next-stage innovation to the industry's most comprehensive business intelligence offering: Cognos 8 BI. Cognos 8 BI is the first, single BI product to deliver the complete range of BI functionality—including comparative analysis, dimensional reporting, active dashboards and scorecards, and data integration—on a proven, single architecture.

Cognos 8 BI's service-oriented architecture (SOA) lets organizations integrate BI capabilities into existing IT assets and infrastructures. Its extended open data access capabilities, including a unique single query engine and single metadata layer, allow the complete range of BI functionality against any organizational data, whether relational or OLAP. This access to all data sources provides customers with a single, trusted place for all relevant data and a complete and consistent view of any business issue or driver.

Cognos performance management capabilities include:

**Reporting and Dashboards:** Users can create, modify, and distribute any report the company requires—invoices, statements, weekly sales and inventory reports, from any data source for consistent fact-based decision-making. With dashboards can view and analyze complex data in

intuitive graphical formats, including dashboard layouts, geographical maps, pie or bar graphs, or 3D graphs.

**Analysis and ad-hoc query:** Online analytical processing (OLAP) means users can explore large volumes of summarized data in a variety of formats with industry-leading response times, drilling through to the details they need.

**Scorecarding:** Scorecards deliver measurable metrics that let users know immediately where they stand, enabling them to manage their performance.

**Event detection:** Time-critical business intelligence is automatically delivered to decision-makers through e-mail and wireless technologies, allowing them to focus quickly on what needs immediate attention.

**Data Integration:** Cognos data integration is an enterprise-wide ETL solution designed for high performance business intelligence. It optimizes data merging, extraction, transformation, and dimensional management to deliver data warehouses ready for business reporting and analysis.

BI users want the right answers at the right time. They don't want to sift through years of company information or constantly request new reports and analysis from a busy IT department. They need information at their fingertips. With Cognos Go! Search Service, companies can now unite their BI knowledge assets and provide an easy, fast, and cost-effective way to give users the information they need, when they need it

### **ABOUT COGNOS**

Cognos is the world leader in business intelligence and enterprise planning software. Our solutions for corporate performance management let organizations drive performance with planning, budgeting and consolidation, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Cognos is the only vendor to support all of these key management activities in a complete, integrated solution. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.



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