

# 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 mobile device.

This innovative solution is the latest addition to the Cognos Go! family of consumer 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 has created Cognos 8 Go! Mobile to fit 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 delivering the right information at the right time.

### Overcoming limitations

Traditionally, information has been delivered to mobile workers through desktop formats 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 so 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 with limited functionality that were pre-authored in advance for mobile devices.
- **A Rich Mobile Client**—Competing solutions offer BI functionality, but use viewers that were not intended for BI in order 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 and workflows, creating more work for IT and adding barriers that limit timely deployment.

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- **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.
- **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.
- **Efficient 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.

Cognos 8 Go! Mobile extends the functionality of Cognos 8 BI on these operating systems \*:

- Research in Motion® BlackBerry® running BlackBerry 4.02, 4.1, or 4.2 or later
- Symbian S60 3rd Edition
- Windows Mobile™ 5.0, 6.0, or later

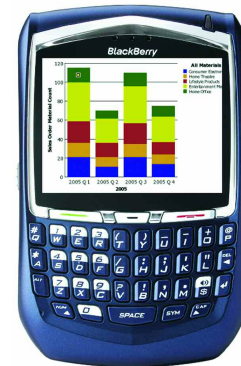
\* For a complete list of supported devices, contact your Cognos representative.

## 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 install or update to users without handling each device.

**Complete**—A complete business intelligence solution must provide a full spectrum of capabilities and consumer modes to 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. As well, 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. Cognos 8 Go! Mobile security also takes into account the unique challenges associated with mobile devices with theft/loss protection capabilities.



*Cognos 8 Go! Mobile provides three levels of security for your BI data: Cognos 8 BI security, manufacturer-based security, and Cognos Lease Key security.*

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

## 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.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions — How are we doing? Why are we on or off track? What should we do about it? — and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>

