

# At a Auto Retailer, IBM Db2 Warehouse on Cloud and Cognos Analytics creates great Business Insights

Rikke Jacobsen  
René Kent Nielsen  
EG A/S

IBM Analytics University  
2018



# Agenda

- Speaker presentation
- Business Case
- Customer Solution
- IBM Cloud
- IBM Cognos Analytics Express

# Speaker presentation



Rene Kent Nielsen  
Senior Consultant



Rikke Jacobsen  
Team Manager

# Business case: Seeing is believing!

- New management
  - Needed insight to take decisions
- Urgent need for replacement of old reporting system
  - Old MS based with poor performance and lack of flexibility
  - Too long time producing standard reports and no possibilities for flexible analysis
  - Business needed automated system to distribute “insight” to Sales and Finance

# Business case: Seeing is believing!

- Looked at a traditional MS DW project with Power BI
  - Many consultancy hours and expensive Sql server
  - No distribution with off-line reports
- Wanted to hear about an alternative and see PoC
  - Extremely aggressive pricing for DB2 Warehouse and easy to handle
  - Cognos Analytics Express “all in one” solution
  - The PoC and a very good Total Cost of Ownership made the deal

# Business case: Seeing is believing!

- Quick results
  - First reports build within days
  - Little need for consultant assistance
  - Gave great insight into finance and sales

# Customers chosen Solution

- IBM Cloud - Virtual Server
- IBM Cloud - DB2 Warehouse
- IBM Cloud – Lift CLI
- IBM Cognos Analytics - Express

# IBM Cloud - Virtual Server

- Scaling
  - Memory
  - Storage
  - CPU
- Flexible
  - Hourly or monthly
- Up and running in no time !



# IBM Cloud - DB2 Warehouse

- Pure Cloud Analytics Data Warehouse
- Managed by IBM DevOps team 24x7x365
  - Optimized
  - Secured
  - Encrypted
- Blazing fast – IBM BLU acceleration – made for Analytics

# IBM Cloud - DB2 Warehouse

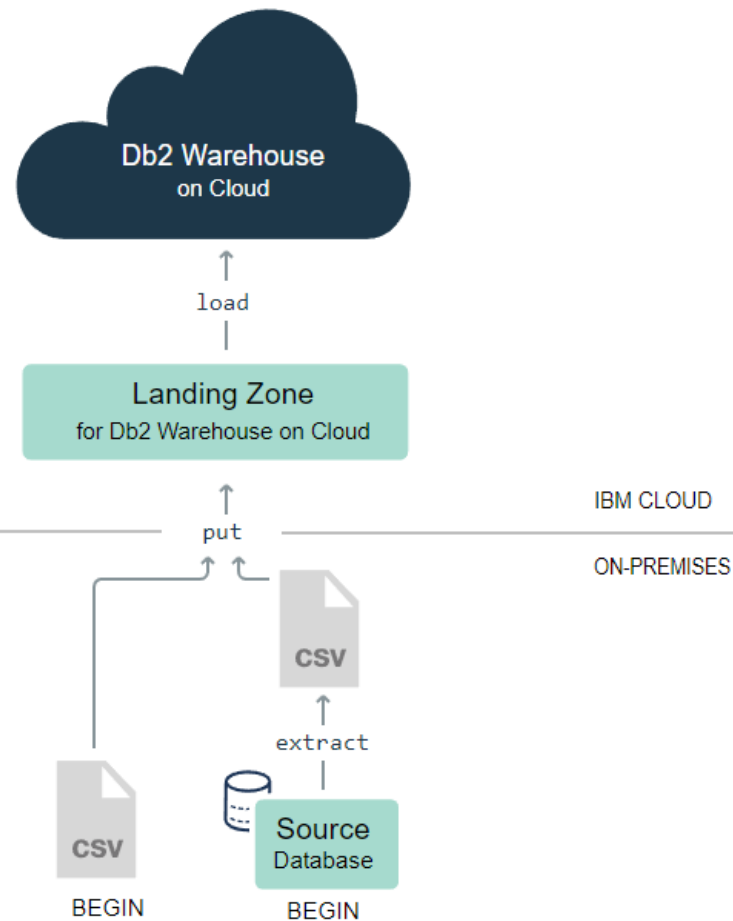
- Elastic scaling— Memory — Storage — CPU
- Embedded IBM Netezza-like in-database analytics
- Self-service backup and restore
- Quick and cheap to get started !

# IBM Cloud – Lift CLI

- **Fast** Lift uses IBM Aspera under the covers to move your data to the cloud at blazing fast speeds
- **Secure** Any data moved over the wire to the IBM Cloud is completely secure via a 256-bit encrypted connection
- **Flexible** Every data migration is split into three steps:
  - extract from source
  - transport over the wire
  - load into target
- **Resilient** Automatically recovers from common problems, For example, if your file upload is interrupted mid-transfer, Lift will resume where you last left off.
- **Free**

# IBM Cloud : IBM Lift CLI

## Dataflow from On-Prem to IBM Cloud



# IBM Cognos Analytics - Express



## Access this analytics tool anywhere

Provides a unified always-on BI experience across web or mobile devices, enabling you to quickly find, analyze, create and share insights.



## Smart data analysis for everyone

Ensures more users have straightforward, productive and governed access to data.



## Reporting and data visualizations

Benefit from a guided and intuitive experience that lets you create visualizations, infographics, dashboards and reports in minutes.



## Business analytics you can trust

Provides access to curated BI data that can eliminate risk and debate over numbers.

# Live Demo

- IBM Cloud - DB2 Warehouse
- IBM Cognos Analytics

# Questions ?

# Notices and disclaimers

Copyright © 2018 by International Business Machines Corporation (IBM). No part of this document may be reproduced or transmitted in any form without written permission from IBM.

## **U.S. Government Users Restricted Rights — use, duplication or disclosure restricted by GSA ADP Schedule Contract with IBM.**

Information in these presentations (including information relating to products that have not yet been announced by IBM) has been reviewed for accuracy as of the date of initial publication and could include unintentional technical or typographical errors. IBM shall have no responsibility to update this information. **This document is distributed “as is” without any warranty, either express or implied. In no event shall IBM be liable for any damage arising from the use of this information, including but not limited to, loss of data, business interruption, loss of profit or loss of opportunity.** IBM products and services are warranted according to the terms and conditions of the agreements under which they are provided.

IBM products are manufactured from new parts or new and used parts. In some cases, a product may not be new and may have been previously installed. Regardless, our warranty terms apply.”

**Any statements regarding IBM's future direction, intent or product plans are subject to change or withdrawal without notice.**

Performance data contained herein was generally obtained in a controlled, isolated environments. Customer examples are presented

as illustrations of how those customers have used IBM products and the results they may have achieved. Actual performance, cost, savings or other results in other operating environments may vary.

References in this document to IBM products, programs, or services does not imply that IBM intends to make such products, programs or services available in all countries in which IBM operates or does business.

Workshops, sessions and associated materials may have been prepared by independent session speakers, and do not necessarily reflect the views of IBM. All materials and discussions are provided for informational purposes only, and are neither intended to, nor shall constitute legal or other guidance or advice to any individual participant or their specific situation.

It is the customer’s responsibility to insure its own compliance with legal requirements and to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer’s business and any actions the customer may need to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law.



# Notices and disclaimers continued

Information concerning non-IBM products was obtained from the suppliers of those products, their published announcements or other publicly available sources. IBM has not tested those products in connection with this publication and cannot confirm the accuracy of performance, compatibility or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products. IBM does not warrant the quality of any third-party products, or the ability of any such third-party products to interoperate with IBM's products. **IBM expressly disclaims all warranties, expressed or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular, purpose.**

The provision of the information contained herein is not intended to, and does not, grant any right or license under any IBM patents, copyrights, trademarks or other intellectual property right.

IBM, the IBM logo, ibm.com, Aspera®, Bluemix, Blueworks Live, CICS,

Clearcase, Cognos®, DOORS®, Emptoris®, Enterprise Document Management System™, FASP®, FileNet®, Global Business Services®, Global Technology Services®, IBM ExperienceOne™, IBM SmartCloud®, IBM Social Business®, Information on Demand, ILOG, Maximo®, MQIntegrator®, MQSeries®, Netcool®, OMEGAMON, OpenPower, PureAnalytics™, PureApplication®, pureCluster™, PureCoverage®, PureData®, PureExperience®, PureFlex®, pureQuery®, pureScale®, PureSystems®, QRadar®, Rational®, Rhapsody®, Smarter Commerce®, SoDA, SPSS, Sterling Commerce®, StoredIQ, Tealeaf®, Tivoli® Trusteer®, Unica®, urban{code}®, Watson, WebSphere®, Worklight®, X-Force® and System z® Z/OS, are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).



# *Take a minute to share your thoughts.....*

The IBM Customer Success team is seeking your feedback to validate the support and product life-cycle strategies for our solution. Please take a few moments to complete a short survey regarding your support community experiences and Cognos Analytics modernization plans.

***Thank you in advance for participating***

Cognos Analytics Version Customer Success Survey

<https://www.surveymonkey.com/r/AnalyticsUnivCA>

