



SENTURUS

**IBM COGNOS LICENSING CHANGES
WHAT YOU NEED TO KNOW**



Today's Agenda

- Introductions
- Why is IBM Making Licensing Changes?
- Overview of the New Licensing Roles
 - What's Been Added
- Licensing Matrix
- Walk-through of License Migrations
- Open Items and Trade Up Paths
- How Will My Ongoing Support Stream Be Affected?
- Q & A

CAVEAT AUDIENCE

- Licensing changes occur almost every six months; this latest move was broader than the usual.
- The following slides were based on the latest available information regarding Cognos pricing and the price changes that went into effect at the end of July 2014.
- We will be staying on top of further changes, and may have additional webinars or emails to keep you updated.
- Note: the current changes did not have an effect on base TM1 Licensing costs.



SENTURUS

WHY IS IBM MAKING LICENSING CHANGES?

Objectives of the New Model

Objectives of the New Model

Deliver *more capability* at a lower cost of ownership

Simplify the roles you need to manage

Require *ZERO* trade ups - automated moves to new entitlements

Introducing a new competitive advantage:
Forward Looking BI (SPSS)

Analytics for Everyone

Reduced Administration

Immediate Value

Understand-Predict-Act



SENTURUS

OVERVIEW OF NEW LICENSING ROLES

What's Been Added

NEW COGNOS BI USER ROLES

Least Powerful

Most Powerful

Consumption

Information Distribution
\$ 500 PVU

Non-prompted static reports via the web or mobile consumption. Incl. push and pull capability as well as point in time data
Active Report Consumption

LOB User Roles

BI Analytics User
\$ 1,350 AU
\$ 1,770 PVU

Information Distribution +
Cognos Workspace Advanced
Cognos Workspace
Cognos Insight
Mobile
Cognos BI for MS Office
Legacy Studios
Report Studio
Event Studio
Query Studio
Analysis Studio

BI Analytics Explorer
\$ 2,500 AU
\$ 3,220 PVU

BI Analytic User +
Framework Manager
Transformer
CAFÉ
ICAS Write-back

IT Based Role

BI Analytics Administrator
\$ 15,100 AU

BI Analytic Explorer +
Administration
Performance Tuning
SDK

FLBI Role

Forward Looking Analytics Architect
\$ 19,900 AU

BI Analytic Administrator
IBM Cognos Analytic Server (ICAS) 400
PVU
SPSS Modeler (limited use BI)

AU= Authorized User

PVU = Processor Value Unit

All Prices are in USD



PREVIOUS VS. NEW COGNOS BI USER ROLES

Least Powerful

Most Powerful

CURRENT

Consumption

Information Distribution
\$ 500 PVU

Non-prompted static reports via the web or mobile consumption. Incl. push and pull capability as well as point in time data Active Report Consumption

LOB User Roles

BI Analytics User
\$ 1,350 AU | \$1,770 PVU

Cognos Workspace Advanced
Cognos Workspace
Cognos Insight
Mobile
Cognos BI for MS Office
Legacy Studios
Report Studio
Event Studio
Query Studio
Analysis Studio

BI Analytics Explorer
\$ 2,500 AU | \$ 3,220 PVU

BI Analytic User
Framework Manager
Transformer
CAFÉ
ICAS Write-back

IT Based Role

BI Analytics Administrator
\$ 15,100 AU

BI Analytic Explorer
Administration
Performance Tuning
SDK

PREVIOUS

Remote Recipient
\$ 151 AU | \$ 444 PVU
Recipient
\$ 354 AU | \$ 857 PVU

PLUS Mobile and Active Reports

Enhanced Consumer
\$ 1,210 AU | \$ 1,770 PVU
Business Author
\$ 1,530 AU | \$ 1,880 PVU

PLUS access to all the Studios and new Cognos 10 functionalities

Professional
\$ 3,650 AU | \$ 3,870PVU
Professional Author
\$ 3,050 AU | \$ 3,110 PVU
Advanced Business Author
\$ 1,830 AU | \$ 2,340 PVU

PLUS CAFÉ and ICAS Write-back

Business Intelligence Administrator (AU)
\$ 15,100 AU

PLUS the SDK

Deliver More Capability at a Lower Cost of Ownership

License	Capabilities	Benefits
Analytics Administrator	<ul style="list-style-type: none"> • All Analytics Explorer capability PLUS: • Full Administration, Deployment & Performance Tuning • Develop with full APIs 	<ul style="list-style-type: none"> • Simplified Management • Embedded Analytics
Analytics Explorer	<ul style="list-style-type: none"> • All Analytics User Capability PLUS: • Perform Multidimensional AND Relational modeling • Write-back to TM1 cubes • Leverage Excel for Analysis 	<ul style="list-style-type: none"> • Leverage corporate AND personal data sources • Perform what-if analysis and scenario modeling • Conduct analysis directly in Microsoft Excel based on BI and TM1 data
Analytics User	<ul style="list-style-type: none"> • All Information Distribution capability PLUS: • Perform fast Ad-Hoc Analysis • Assemble & Embed Dashboards • Author the complete spectrum of reports • Leverage extensible visualizations 	<ul style="list-style-type: none"> • Assemble information to support decision making • Author content to share with others • Consume content anywhere • Work disconnected
Information Distribution	<ul style="list-style-type: none"> • Receive Scheduled Reports • Use Mobile App • Interact with Active Reports 	<ul style="list-style-type: none"> • Access reports from mobile devices • Distribute content to large groups of individuals

Source: IBM



SENTURUS

LICENSING MATRIX

Cognos BI Capabilities

Cognos BI Capability Matrix

Least Powerful

Most Powerful

Cognos BI CAPABILITY	User Roles				
	IBM Cognos Business Intelligence Information Distribution	IBM Cognos Business Intelligence Analytics User	IBM Cognos Business Intelligence Analytics Explorer	IBM Cognos Business Intelligence Analytics Administrator	IBM Cognos Business Intelligence Forward Looking Analytics Architect
Receive Burst Report Outputs	✓	✓	✓	✓	✓
IBM Cognos Connection	✓	✓	✓	✓	✓
IBM Cognos Mobile Applications	✓	✓	✓	✓	✓
IBM Cognos for Microsoft Office		✓	✓	✓	✓
IBM Cognos Workspace		✓	✓	✓	✓
IBM Cognos Workspace Advanced		✓	✓	✓	✓
IBM Cognos Report Studio		✓	✓	✓	✓
IBM Cognos Insight		✓	✓	✓	✓
IBM Cognos Event Studio		✓	✓	✓	✓
IBM Cognos Query Studio		✓	✓	✓	✓
IBM Cognos Analysis Studio		✓	✓	✓	✓
IBM Cognos Metric Studio			✓	✓	✓
IBM Cognos Metric Designer			✓	✓	✓
IBM Cognos Analysis For Microsoft Excel (CAFÉ)			✓	✓	✓
IBM Cognos Framework Manager			✓	✓	✓
IBM Cognos Business Intelligence Transformer			✓	✓	✓
TM1 Writeback to bundled FLBI TM1 server			✓	✓	✓
IBM Cognos Administration				✓	✓
IBM Cognos Cube Designer/Dynamic Query Analyzer				✓	✓
IBM Cognos Software Development Kit				✓	✓
IBM SPSS Modeler Client for BI					✓

Source: IBM

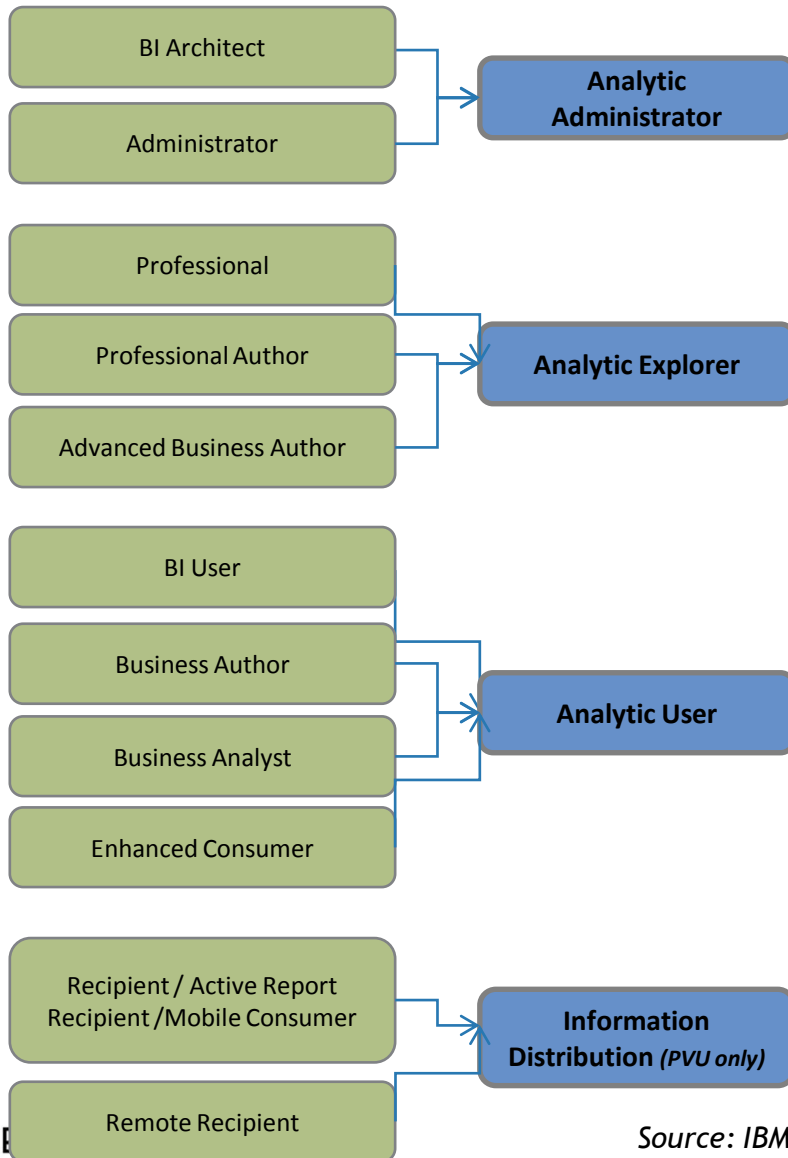


SENTURUS

WALK-THROUGH OF LICENSE MIGRATIONS

Automated Moves to New Entitlements

Migrations: Automatic, no additional cost



- No additional license costs.
- In Passport Advantage, referred to as a *product evolution*.
- Roles will be automatically adjusted.
- Subscription and support costs calculated based on the previous year paid.

Source: IBM



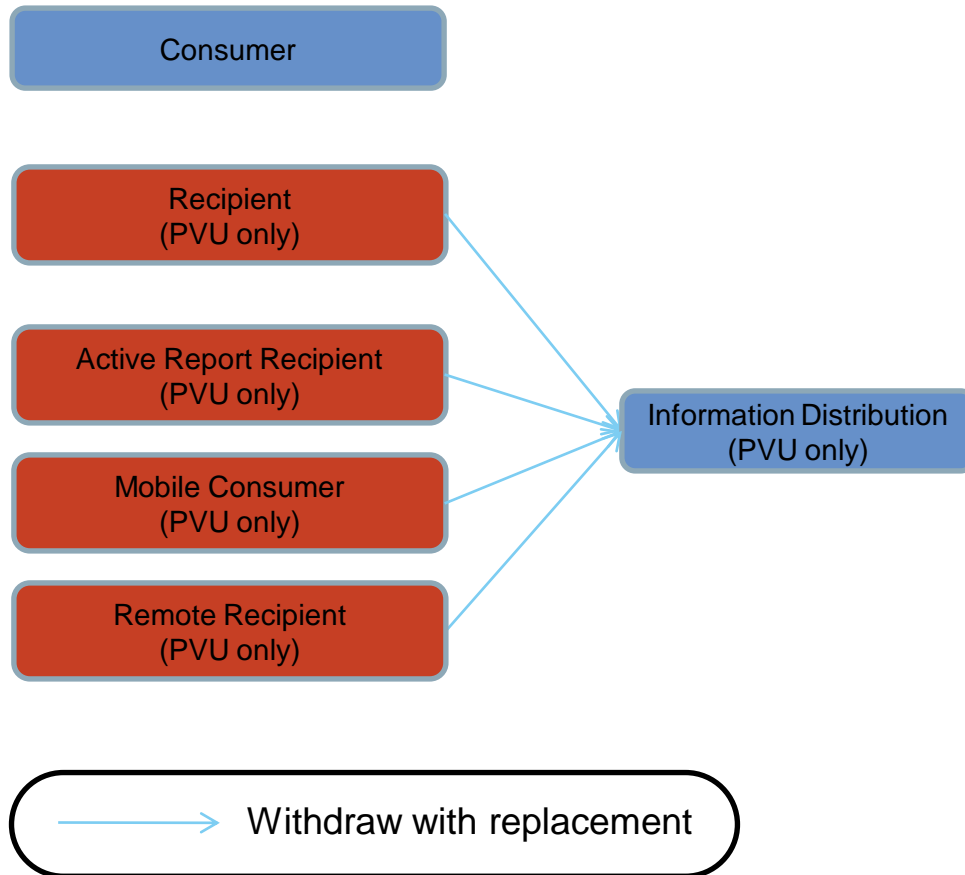


SENTURUS

OPEN ITEMS

Consumer and Recipient Licenses

What About Consumer and Recipient Roles?



- BI Consumer role still available for purchase until Q1 2015.
- PVU for lower roles were replaced with Information Distribution.
- Authorized User roles will be restricted and no longer be available for sale. They will be withdrawn in Q1 of 2015.
- If a Customer has roles that aren't automatically migrated (such as Consumer or Recipient), no need to worry. Those license rights continue on; you will not being forced to migrate.

Source: IBM

IBM Connections

- Customers on the Authorized User metric will also be provided an entitlement for IBM Connections.
 - Administrator
 - Professional
 - Professional Author
 - Advanced Business Author
 - Business Author
 - Business Analyst
 - Enhanced Consumer
 - BI Advanced

IBM Connections

What is IBM Connections?

- IBM enterprise social software.

How is IBM Connections being migrated as part of the new Cognos licensing changes?

- Previously: embedded functionality.
- New licensing model: separate, with separate support costs.



SENTURUS

TRADE UPS

Trade Up Opportunity

Trade up from Consumer to Analytics User for \$601

- Includes all studios, Workspace, Workspace Advanced and Mobile.





SENTURUS

**HOW WILL MY EXISTING SUPPORT STREAM
BE AFFECTED?**

Effect of License Changes on my Cognos Support

- Initially: no effect on your Cognos Support stream.
 - This upcoming year's support will be based on your last year's support stream, plus an uplift.
- Over time, it will depend on the products to which you are being migrated.



Thank You!

www.senturus.com
888-601-6010
info@senturus.com

Copyright 2014 by Senturus, Inc.
This entire presentation is copyrighted and may not be reused or
distributed without the written consent of Senturus, Inc.



SENTURUS

APPENDIX: SUPPORTING MATERIALS

Withdrawal and Replacement Mapping

Existing License to be withdrawn	New replacement part
BI Recipient PVU	Information Distribution PVU
Active R Recipient PVU	
Mobile Consumer PVU	
BI Remote Recipient PVU	
BI Professional PVU	Analytics Explorer PVU
BI Professional Author PVU	
BI Advanced Business Author PVU	
BI User PVU	Analytics User PVU
BI Business Author PVU	
BI Business Analyst PVU	
BI Enhanced Consumer PVU	

Customer entitlements will change on July 29th, 2014.

Withdrawal and Replacement Mapping (cont.)

Existing License to be withdrawn	New replacement parts
BI Professional AU	Analytics Explorer AU + IBM Connections AU
BI Professional Author AU	
BI Advanced Business Author AU	
BI User AU	Analytics User (AU only) + IBM Connections
BI Business Author AU	
BI Business Analyst AU	
BI Enhanced Consumer AU	
BI Architect AU	Analytics Administrator (AU only) + IBM Connections (AU only)
BI Administrator AU	
BI Advanced (AU & PVU)	Stays as is – new part for AU only
BI Consumer (AU + PVU)	Stays as is – trade-up to higher roles (AU & PVU)

Customer entitlements will change on July 29th, 2014.

New Capabilities for Legacy Roles

Remote Recipient, Active Report Recipient and Mobile Consumer moving to Information Distribution on PVU will gain:

- Cognos Connection rights except reports execution and responding to prompts
- Mobile Report Consumption via Mobile Service
- Active Reports Consumption

New Capabilities for Legacy Roles

Enhanced Consumers moving to BI Analytics User gain access to:

- Cognos Workspace Advanced
- Report Studio
- Cognos Insight
- Event Studio
- Query Studio
- Analysis Studio

New Capabilities for Legacy Roles

Business Authors & Business Analysts moving to BI Analytics User gain access to:

- Cognos Workspace Advanced
- Cognos Insight
- Analysis Studio (new for Business Authors)
- Query Studio (new for Business Analysts)

New Capabilities for Legacy Roles

Advanced Business Authors moving to BI Analytics Explorer gain access to:

- Cognos Analysis for Excel (CAFÉ)
- Framework Manager
- Access to TM1 Writeback through the entitlement provided with Analytics Architect
- Transformer
- Metrics Studio
- Metrics Designer

New Capabilities for Legacy Roles

Professionals & Professional Authors moving to BI Analytics Explorer gain access to:

- Cognos Analysis for Excel (CAFÉ)
- Framework Manager
- Access to TM1 Writeback through the entitlement provided with Analytics Architect
- Transformer (new to Professional Authors)
- Metrics Studio
- Metrics Designer

New Capabilities for Legacy Roles

Administrators & BI Architect moving to BI Analytics
Administrator gain access to:

- Cognos Analysis for Excel (CAFÉ)
- Access to TM1 Writeback through the entitlement provided with Analytics Architect
- Transformer (new to BI Architect)
- Metrics Studio (new to BI Architect)
- Metrics Designer (new to BI Architect)

Information Distribution License Capabilities

- Receive reports via Bursting inclusive of Active Reports
- Cognos Connection
- Mobile with the exception of Cognos Workspace

BI Analytics User Role License Capabilities

- Information Distribution Capabilities
- Report Studio
- Cognos Event Studio
- Cognos Workspace
- Cognos Insight
- Cognos Connection
- Cognos for MS Office
- IBM Cognos Mobile Service
- Legacy Capabilities to be included, but deprecation announced:
 - Query Studio, Analysis Studio, Metrics

BI Analytics Explorer Role License Capabilities

- Analytic User Capabilities
- Framework Manager & Business User Modeling
- Cognos Insight for publish to ICAS
- Cognos Analysis for Excel (CAFÉ)
- Legacy Capabilities to be included, but deprecation announced:
 - Metrics
 - Transformer

BI Analytics Administrator Role License Capabilities

- Analytic Explorer License Capabilities
- BI Administrative Administration & Configuration
- Security
- Data Connectors
- Deployment
- BI Software Development Kit (SDK)

Forward Looking Analytics Architect Role License Capabilities

- Analytic Administrator License Capabilities
- Use SPSS Modeler with outputs restricted to BI Packages and TM1 Cubes
- ICAS for BI
- Limited 400 PVU entitlement
- No submit/reject workflow
- No scorecarding
- Performance Modeler