

Frequently Asked Questions - IBM Cognos Business Intelligence Pricing and Licensing

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Table of Contents

1.	<i>What are the pricing changes for this release?</i>	(1)
2.	<i>What add-on capabilities exist for the new licenses?</i>	(1)
3.	<i>How is this change affect Cognos BI PowerPlay customers?</i>	(1)
4.	<i>Can Series 7 customers trade-up to the new licenses?</i>	(1)
5.	<i>Is this change applicable to PA and FCT customers also?</i>	(1)
6.	<i>What is happening with legacy studios such as Analysis, Query, Metrics and Transformer?</i>	(2)
7.	<i>How does trade-up to BI Advanced changes?</i>	(2)
8.	<i>Do Series 7 customers can still trade-up to BI Advanced?</i>	(2)
9.	<i>Why don't we have trade-up parts from FLBI Architect and Analytic Administrator to BI Advanced?</i>	(2)
10.	<i>In simplifying the license model, how do existing customers get mapped to the new parts?</i>	(2)
11.	<i>Why was IBM Connections uncoupled? Will the uncoupling result in an increased S&S for the customer?</i>	(2)
12.	<i>When is the license migration (withdrawal of previous parts and replacing them with new parts) happen for all customers?</i>	(3)
13.	<i>How are customers advised of this change?</i>	(3)
14.	<i>Can I still sell "legacy" licenses to existing customers?</i>	(3)
15.	<i>What happens to my customer with Metrics Manager and Metric Studio Add-on licenses?</i>	(3)
16.	<i>My BI customer is planning to add TM1 as a database - what would be the best licensing scenario for them?</i>	(3)
17.	<i>Will existing roles lose capabilities?</i>	(3)
18.	<i>Does Analytics Explorer require FLBI Admin, or can I just use the AA?</i>	(3)
19.	<i>What happens to existing BI Recipient licenses on the AU price metric? Will existing customers be able to purchase additional licenses?</i>	(4)
20.	<i>The ICAS for BI in FLAA has a 400 PVU limit - what happens when the customer wants to exceed that limit?</i>	(4)
21.	<i>Does information Distribution have Mobile Capabilities, if so how do they differ from Analytics User Mobile cap</i>	(4)
22.	<i>What edition (what capabilities) of SPSS Modeler is included in Analytics Architect?</i>	(4)

Cognos BI 10. 2. 1 Pricing and Licensing Changes (Summer Update)

1. What are the pricing changes for this release?

We consolidated the license roles to a premium offering, basic offering and a specialized ELA offering. To do so we've introduced 5 new parts plus their z- parallels. At the same time we have withdrawn most of the existing roles and migrated them to this new model. All existing customers in Passport Advantage will be moved to one of the five parts below with some exceptions:

- Forward Looking Analytics Architect
- Analytics Explorer
- Analytics Administrator
- Analytics User
- Information Distribution

2. What add-on capabilities exist for the new licenses?

The only strategic add on for the new license model is Information Distribution which is a server add-on, which can be used for batch reporting. The typical use case for this is to distribute a snap shot of data to users that do not require any additional interactivity. An example of this would be a report that is sent to all store managers with their weekly inventory shipment. This license has Cognos Connection rights, but execution of reports and responding to prompts in IBM Cognos Connection is prohibited.

3. How is this change affect Cognos BI PowerPlay customers?

Cognos BI PowerPlay customers are not impacted.

4. Can Series 7 customers trade-up to the new licenses?

Series 7 PowerPlay customers could still trade up to Cognos BI PowerPlay. For other Series 7 licenses, a migration strategy is being worked on. In the meantime, traditional trade-up options still exist, which need to be executed via special bid.

5. Is this change applicable to PA and FCT customers also?

The simplified licensing is only applicable to PA customers. We have done this intentionally to create a compelling reason for customers to come out of FCT. FCT customers will remain locked into their existing contracts, which are based on the prior licensing model. They will need to move to PA to take full advantage of additional capabilities such as the inclusion of SPSS and TM1 in Forward Looking BI.

6. *What is happening with legacy studios such as Analysis, Query, Metrics and Transformer?*

These capabilities remain in the product and are part of the new license model. Standard deprecation processes, where we announce that a capability will no longer be in the product will follow. Strategically these capabilities have been replaced by a combination of Cognos Workspace Advanced, Dynamic Cubes and TM1 Scorecarding. Demonstrations of these capabilities should only be performed in specific situations for existing customers.

7. *How does trade-up to BI Advanced changes?*

There are trade-up parts to BI Advanced from Analytics User, Analytics Explorer and Information Distribution. These are in addition to the existing Trade-Up parts to BI Advanced, which should be used for all other licenses wanting to move to BI Advanced (Consumer, etc.). All entitlements of a deployment need to trade-up to this single role. Administrator licenses such as Analytic Administrator and Forward Looking Analytic Architect can co-exist with BI Advanced.

8. *Do Series 7 customers can still trade-up to BI Advanced?*

Yes. Follow the same process as before.

9. *Why don't we have trade-up parts from FLBI Architect and Analytic Administrator to BI Advanced?*

There is no concept of a trade-down in IBM. Customers already have full

entitlement to the capabilities of BI advanced with those parts with the exception of PowerPlay. For Analytics Architect the user would actually receive less capabilities because they would not have access to SPSS Modeler Client or TM1 Server.

10. *In simplifying the license model, how do existing customers get mapped to the new parts?*

Customers will be automatically mapped to the new parts through an automated process. At the end of the document are the mappings.

**11. *Why was IBM Connections uncoupled?
Will the uncoupling result in an increased S&S for the customer?***

Cognos BI included IBM Connections to allow for increased collaboration. During the time in market, we have received feedback that though both business intelligence and collaboration are important, they are typically managed by different IT resources. Our expectation is that going forward customers will bring their own licenses for Connections in order to leverage the integration between the products. For existing customers we will provide them with this initial entitlement.

S&S paid will not be increased beyond the standard annual increases. Some customers will see their initial quote increased. This is due to how the IBM systems process what is considered a complex migration of parts (one BI part replaced by a BI part and a Connections part). The S&S team is fully engaged on this and will work with clients to base their S&S on prior year's payment.

12. When is the license migration (withdrawal of previous parts and replacing them with new parts) happen for all customers?

All PA customers will be migrated on July 29th, 2014 History tells us that most customers will notice the migrations at the time which they renew their S&S contracts. This gives sales an opportunity to pro-actively engage their customers to share the good news that we're providing additional capabilities to them and simplifying how they do business with IBM.

13. How are customers advised of this change?

A public RFA will be issued from IBM. Typically customers subscribe to these notifications.

14. Can I still sell "legacy" licenses to existing customers?

Not for customers in PA.

15. What happens to my customer with Metrics Manager and Metric Studio Add-on licenses?

These add-on licenses are not being withdrawn currently, but the part numbers are changing, so please consult SQO for new parts.

16. My BI customer is planning to add TM1 as a database - what would be the best licensing scenario for them?

If the customer is setting up a single TM1 server for a moderate community, the recommendation is that they purchase an Analytics Architect license. This will provide them with entitlement for a 400PVU TM1 server. If they require a large deployment they can purchase additional TM1 server capacity using the standard Cognos Analytic Server parts.

17. Will existing roles lose capabilities?

No. All new roles will receive additional functionality.

18. Does Analytics Explorer require FLBI Admin, or can I just use the AA?

Customers are free to purchase what ever configuration they desire. This should be done with the knowledge of what is shipped with the different parts. Administrator ships the media for BI server and BI client software (including CAFE). Architect ships the

media for BI server and BI client software, Cognos Analytics Server (TM1) and SPSS Modeler Pro Client.

19. What happens to existing BI Recipient licenses on the AU price metric? Will existing customers be able to purchase additional licenses?

Yes, by exception process via special bid.

20. The ICAS for BI in FLAA has a 400 PVU limit - what happens when the customer wants to exceed that limit?

Customers can purchase additional server capacity by licensing Cognos Analytic Server.

21. Does information Distribution have Mobile Capabilities, if so how do they differ from Analytics User Mobile cap?

Information distribution does not have a restriction that the content can only be consumed on mobile devices. It is also only sold on the PVU charge metric as the strategy is to position this as a server add-on vs a user type.

22. What edition (what capabilities) of SPSS Modeler is included in Analytics Architect?

SPSS Modeler Professional has been bundled with Analytics Architect. This is the full version of Modeler Pro, however users are restricted to outputting streams to ONLY BI and TM1. Customers who want to consume models in any other application must purchase a full license for SPSS Modeler.

The inclusion of SPSS Modeler Client is intended to be a starting point for including predictive data. As clients mature in their usage, the expectation is that they will want to automate processes using such as automated scoring using SPSS Modeler Server, and management of Models using Modeler Gold.

Existing License to be withdrawn	New replacement part
Recipient (PVU only)	Information Distribution (PVU only)
Active R Recipient (PVU only)	
Mobile Consumer (PVU only)	
Remote Recipient (PVU only)	
BI Professional (PVU only)	Analytics Explorer (PVU only)
BI Professional Author (PVU Only)	
Advanced Business Author (PVU Only)	
BI User (PVU only)	Analytics User (PVU only)
Business Author (PVU only)	
Business Analyst (PVU only)	
Enhanced Consumer (PVU only)	
BI Professional (AU only)	Analytics Explorer (AU only) + IBM Connections
BI Professional Author (AU Only)	
Advanced Business Author (AU Only)	
BI User (AU only)	Analytics User (AU only) + IBM Connections
Business Author (AU only)	
Business Analyst (AU only)	
Enhanced Consumer (AU only)	
BI Architect (AU only)	Analytics Administrator (AU only) + IBM Connections (AU only)
BI Administrator (AU only)	
BI Advanced (AU & PVU)	Stays as is - new part for AU only
Consumer (AU + PVU)	Stays as is - trade-up opportunity to higher licenses (AU & PVU)