Cognos Business Intelligence New License Model

July, 2014 – Short Customer Presentation
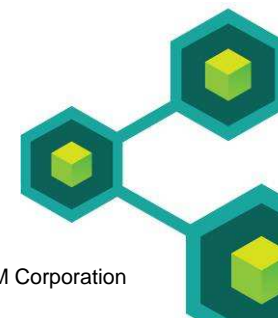
Introducing Simplified Pricing & Licensing for BI!
Objectives of the New Model

Deliver *more capability* at a
lower cost of ownership

**Analytics for
Everyone**

Simplify the roles you
need to manage

**Reduced
Administration**

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

Immediate Value

Introducing a new competitive advantage:
Forward Looking BI

Understand-Predict-Act

IBM
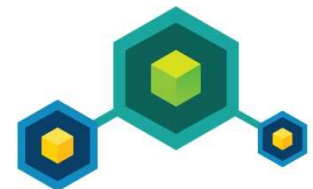
License Roles

Spectrum of BI Users

Forward Looking Analytic Administrator

Analytic Administrator

Analytic Explorer

Analytic User

Information Distribution

Level of Sophistication

Data Scientist
&
Data Architect

System/BI Admin &
Security
Administration, Security, Performance Tuning

"Power User"
Business/Operations/Financial
Analyst
Develop Interactive Reports, Custom Analysis, Ad-Hoc Query, Create New Reports, View Scheduled Reports

"Information Worker"

Employee's, Customers, Partners, Suppliers

View Scheduled Reports, Guided Reporting, Run Interactive Reports, Consume Dashboards

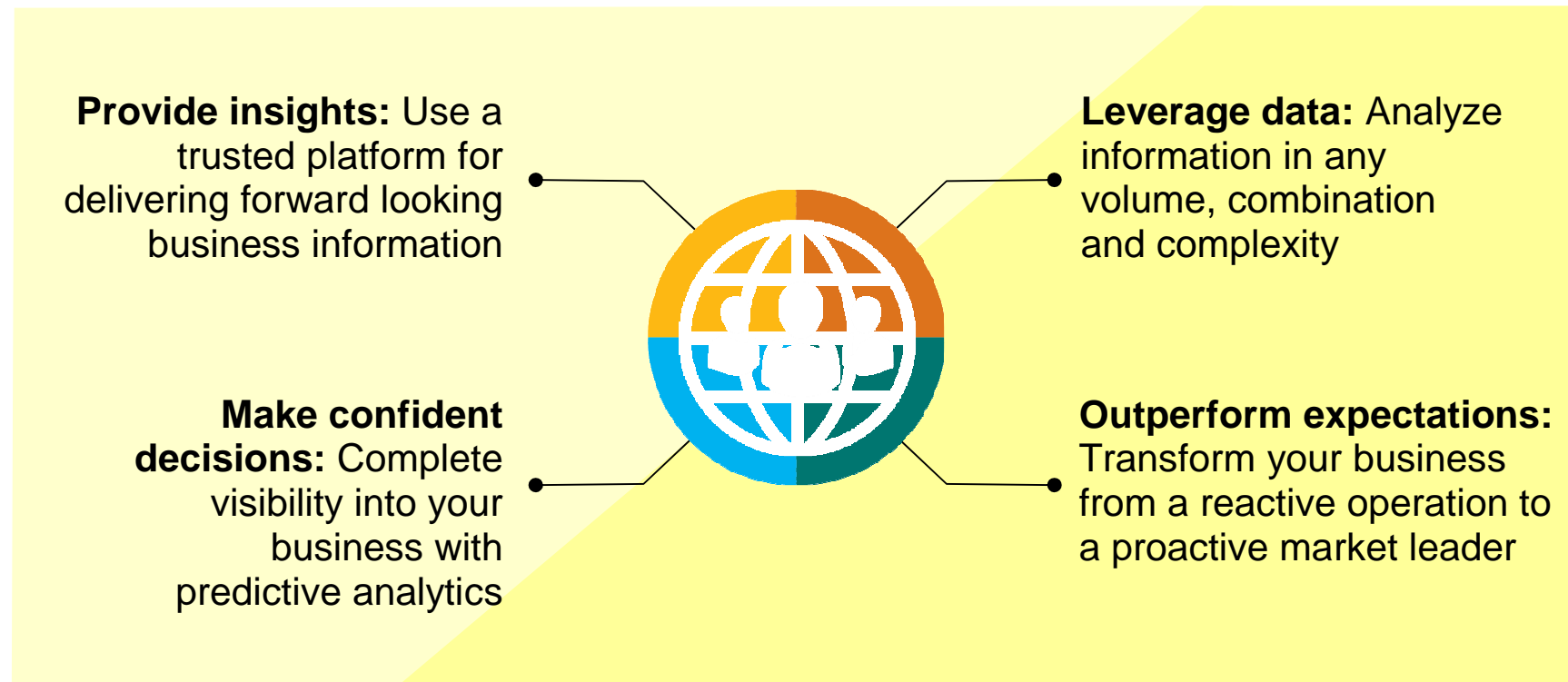"Information Viewer & Mobile Consumer"

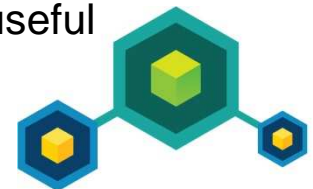*View Scheduled Reports, Consume Active Reports, Burst*

IBM

Introducing: Forward Looking BI Analytics Administrator

New software solution that enhances the value of your BI reports and dashboards bringing predictive analytics capabilities across the enterprise allowing visibility into your businesses past, present and future

Provide insights: Use a trusted platform for delivering forward looking business information

Leverage data: Analyze information in any volume, combination and complexity

Make confident decisions: Complete visibility into your business with predictive analytics

Outperform expectations: Transform your business from a reactive operation to a proactive market leader
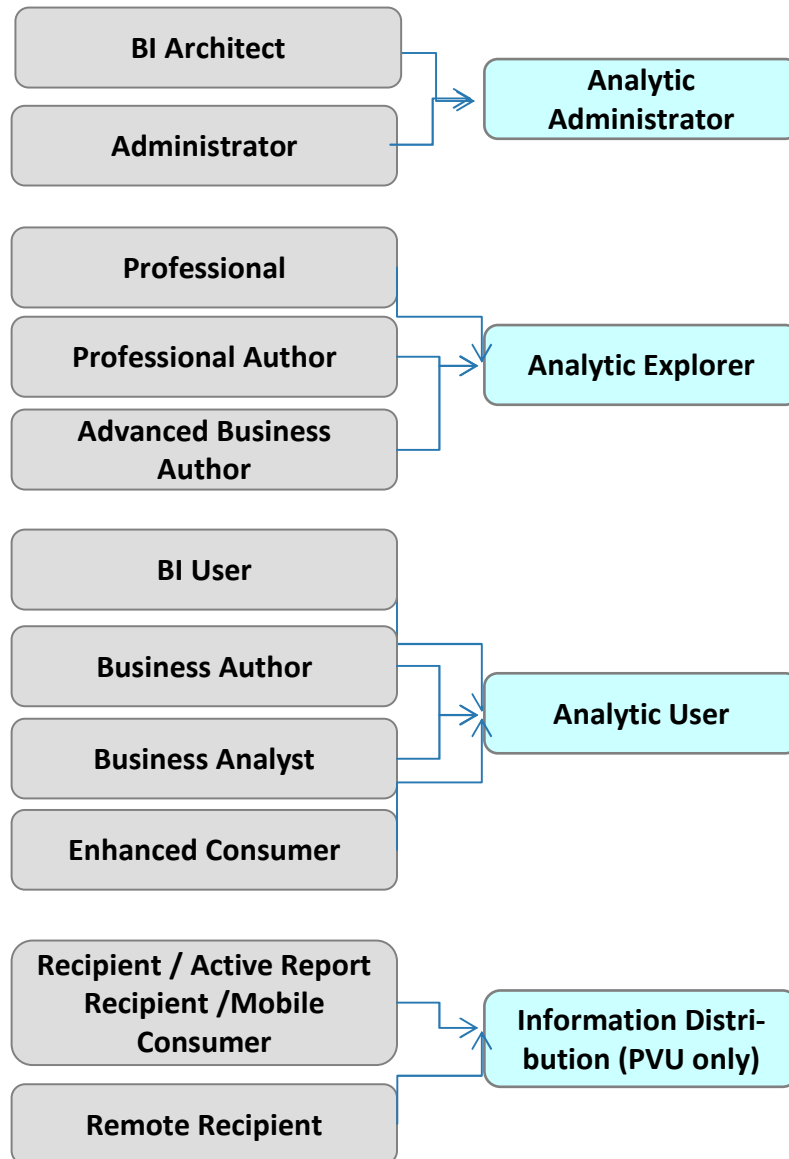
With business intelligence and predictive analytics from IBM, transform data into useful insights. Help make confident decisions and improve operational efficiencies with historic, current and predictive views of your business.

Analytics for Everyone

License	Capabilities	Benefits
Forward Looking Analytics Administrator	• All Analytics Administrator capability **PLUS**: • SPSS Modeler Client • TM1 Cubes	• Predictive infused BI reports and dashboards
Analytics Administrator	• All Analytics Explorer capability **PLUS**: • Full Administration & Deployment • Develop with full APIs	• Simplified Management • Embedded Analytics
Analytics Explorer	• All Analytics User Capability **PLUS**: • Perform Multidimensional AND Relational modeling • Write-back to TM1 cubes • Leverage Excel for Analysis	• 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	• All Information Distribution capability **PLUS**: • Perform fast Ad-Hoc Analysis • Assemble & Embed Dashboards • Author the complete spectrum of reports • Leverage extensible visualizations	• Assemble information to support decision making • Author content to share with others • Consume content anywhere • Work disconnected
Information Distribution	• Receive Scheduled Reports • Use Mobile App • Interact with Active Reports	• Access reports from mobile devices • Distribute content to large groups of individuals

No trade ups – automated moves to the new entitlements

| Legacy Roles	New Entitlement
BI Architect / Administrator	Analytic Administrator
Professional / Professional Author / Advanced Business Author	Analytic Explorer
BI User / Business Author / Business Analyst / Enhanced Consumer	Analytic User
Recipient / Active Report Recipient / Mobile Consumer / Remote Recipient	Information Distribution (PVU only)

- Customers will not need to pay additional license costs

- In Passport Advantage this will be referred to as a product evolution

- Roles will be automatically adjusted in systems one for one to their new entitlement

- Subscription and support costs will be calculated based on the previous year paid

- Customers must be current on S&S or they will need to re-instate on the new license model

- Roles that are not automatically moved can be discussed with your IBM BA sales representative

New Part Number Matrix
License and 12mo S&S

License Name	PA Part	
Cognos BI Advanced AU LC+SW S&S 12 MO	D17BSLL	**NEW!**
Cognos BI Advanced PVU LC+SW S&S 12 MO	D06WNLL	
Cognos BI Forward Looking Analytics Architect AU LC +SW 12 MO	D1758LL	**NEW!**
Cognos BI Analytics Administrator AU LC+SW S&S 12	D17BALL	**NEW!**
Cognos BI Analytics Explorer AU LC+SW S&S 12 MO	D175DLL	**NEW!**
Cognos BI Analytics Explorer PVU LC+SW S&S 12 MO	D175HLL	**NEW!**
Cognos BI Analytics User AU LC+SW S&S 12 MO	D17BGLL	**NEW!**
Cognos BI Analytics User PVU LC+SW S&S 12 MO	D10AJLL	
Cognos BI Information Distribution PVU LC+SW S&S 12 MO	D178VLL	**NEW!**
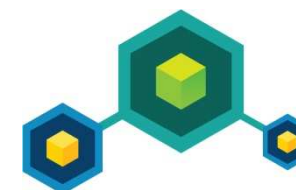
New Part Number Matrix
Annual 12mo Renewal

License Name	PA Part	
Cognos BI Advanced AU Annual SW S&S RNWL	E0K34LL	**NEW!**
Cognos BI Advanced PVU Annual SW S&S RNWL	E060PLL	
Cognos BI Forward Looking Analytics Architect AU Annual SW S&S RNWL	E0K2BLL	**NEW!**
Cognos BI Analytics Administrator AU Annual SW S&S RNWL	E0K30LL	**NEW!**
Cognos BI Analytics Explorer AU Annual SW S&S RNWL	E0K2DLL	**NEW!**
Cognos BI Analytics Explorer PVU Annual SW S&S RNWL	E0K2FLL	
Cognos BI Analytics User AU Annual SW S&S RNWL	E0K32LL	**NEW!**
Cognos BI Analytics User PVU Annual SW S&S RNWL	E0HVPLL	
Cognos BI Information Distribution PVU Annual SW S&S RNWL	E0K2HLL	**NEW!**