

See your key business information where it happens and where it matters.

Every dollar earned and penny spent has a location. Such vital information is better suited to maps and spatial analysis rather than charts and crosstabs.

The perfect marriage of information and space.

The seamless, bi-directional integration of IBM Cognos and ESRI maps provides organizations a complete picture within their IBM Cognos platform.

Better decisions.

Delivering a spatial perspective within IBM Cognos reports brings new insights and answers vital "where?" questions. Especially when combined with complementary data, like demographics.

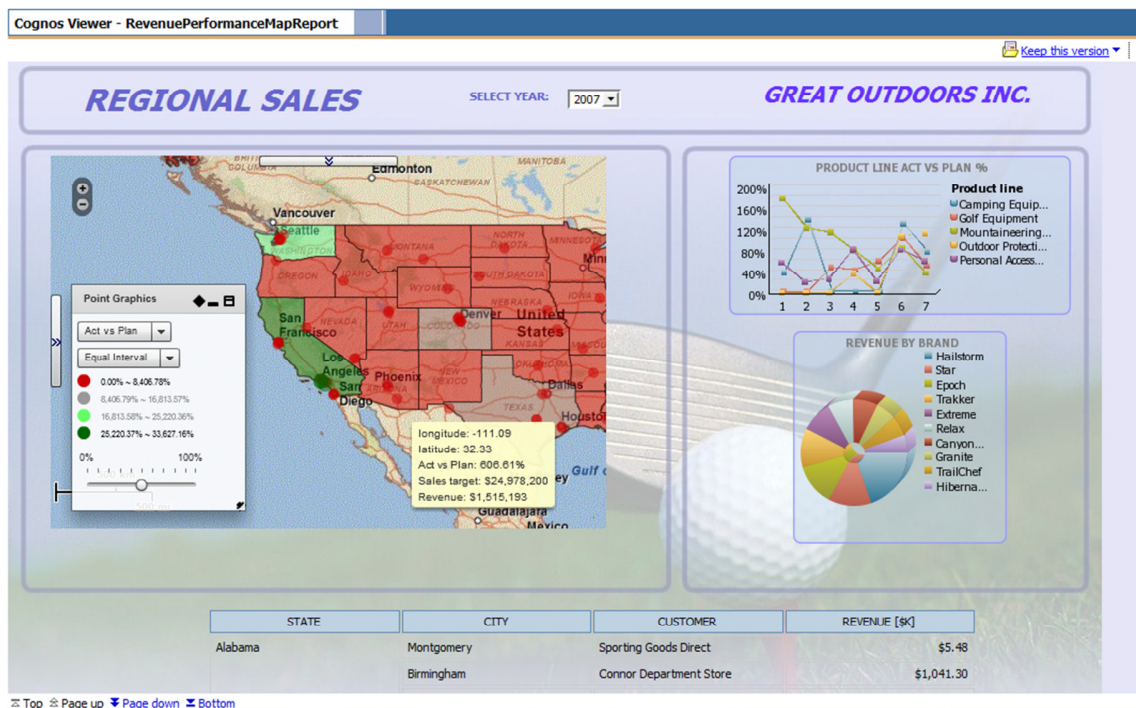
Intuitive visual analysis.

Easily see and analyze where are your ...

Assets? Customers? Retailers? Competitors? Biggest threats? Biggest opportunities?

SpotOn Vantage Maps

Interactive Maps for IBM Cognos



Benefits:

- ✓ **Enhanced decision making** as business data is presented in a geographic manner alongside tabular and chart formats.
- ✓ **No custom development.** Seamlessly integrate interactive maps within IBM Cognos dashboards and reports in minutes, without any custom development.
- ✓ **Easy configuration.** Insert, customize, and define map/report-object interactions through a user-friendly point-and-click authoring studio.
- ✓ **No GIS experience required** as the intuitive authoring studio is designed specifically for the IBM Cognos report author.
- ✓ **Proven and scalable** as the product is built on the award-winning SpotOn Vantage integration platform for IBM Cognos.

SpotOn Vantage is an award-winning software platform for the integration of IBM Cognos Business Intelligence software with best-of-breed, third-party visualization solutions.

SpotOn Vantage Maps, the flagship product in the SpotOn Vantage software suite, makes it simple for IBM Cognos report authors to integrate, customize, and distribute interactive maps from ESRI, the world leader in Geographic Information Systems, within their IBM Cognos reports and dashboards.

What can maps within your IBM Cognos reports do for your business?

A comprehensive business view.

Unified, seamless, web-based view of tabular, graphical, and spatial data.

See what matters quickly, using IBM Cognos report prompting with maps that auto-zoom to report data context.

Easily zoom to increasing levels of detail.

Get answers fast, with in-report updates – no report re-run.

“Anything Goes” multi-directional interaction capabilities:

- map to report
- report to map
- report prompting
- drill-down
- drill through

SpotOn Vantage enables the integrated BI and GIS capabilities that will inspire your business users with compelling new applications.

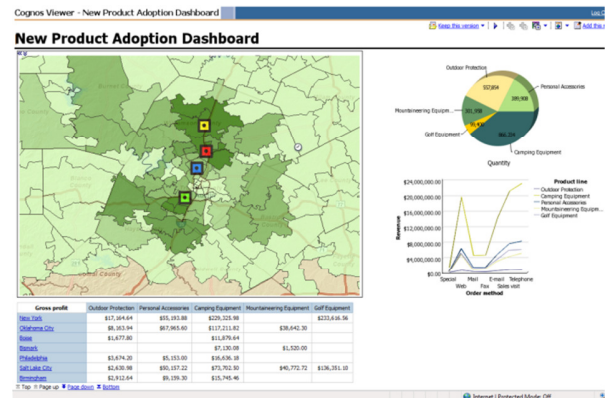
System Requirements

IBM Cognos 8.3 or later

SpotOn Vantage is supported on the following platforms:

- Microsoft Windows Server (2003, 2008)
- SUSE Linux (64-bit, 32-bit)
- Red Hat Linux (64-bit, 32-bit)
- Sun Solaris

Users can easily navigate and interact with ESRI maps and IBM Cognos report objects without leaving their current viewpoint. Information flows seamlessly between the map, tables, charts, and graphs within an IBM Cognos dashboard or report. Information is synchronized and in context with high impact, easy-to-understand visualizations, for business users, managers, and executives.



Know that your business data maintains its security.

Business data sourced from IBM Cognos and presented on a map maintains the BI security. Each user sees exactly the information they need – and only what they are permitted to see. SpotOn Vantage Maps ensures that the enterprise security that you have invested in is leveraged in your mission critical information applications.

Designed for IBM Cognos Content Developers

SpotOn Vantage Maps is designed for the IBM Cognos report author. As a result, the intuitive authoring tool is easy to use and does not require any previous experience in the use of Geographic Information Systems.

For the IBM Cognos Developer:

Customizable map container in Report Studio toolbox: sizing, borders, titles, etc.

Use Vantage Administration Studio to define data exchange and configure mapping visualizations.

Publish any or all report queries for ESRI map design via ODBC, JDBC, OLE DB, ADO .NET, and REST.

Point-and-click user interface for report-map integration: no JavaScript or API-level coding.

Flexible integration capabilities: single map service or on-the-fly mash-up of layers.

Easily define object interactions, with broadcast and subscribe capabilities to any or all report and map objects.