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Create custom dashboards and share using IBM Cognos BI 10.1
Take your IBM Cognos reports to a new level: learn from advanced reports taken straight from the classrooms of top IBM Cognos instructors! • Fully reflects the expert-level design challenges IBM Cognos report developers encounter most often. • A combined tutorial and cookbook that demonstrates real-world solutions and integrates the authors' personal experiences as IBM Cognos instructors. • Shows how to

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create 'consumer-friendly' reports, match reports to analysis, override data models, and use the newest Cognos 10 features. In this book, two leading IBM Cognos instructors show experienced Cognos users exactly how to take their reporting to the next level. Drawing on the best examples they've created in response to their students' real business challenges, the authors show how to design reports more effectively, prepare complex queries that run more efficiently, overcome common reporting problems, and generate more meaningful information. The authors share personal insights and examples from their unsurpassed experience working with hundreds

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of users of IBM Cognos reporting tools in multiple business roles and environments. Combining a step-by-step tutorial and 'cookbook' approach, they provide multiple reporting examples that professionals can easily adapt to their own requirements. Coverage includes:

- Creating consumer-friendly reports.
- Understanding and utilizing the report hierarchy.
- Knowing when and how to override the data model.
- Mastering advanced reporting techniques, including new advances in Version 10

Annotation IBM Cognos TM1 is one of the most popular multidimensional analysis tools used to build collaborative planning,

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budgeting and forecasting solutions, as well as analytical and reporting applications. This cube-based technology does fast number crunching at the server end and helps end customers move away from manual and tedious planning, budgeting, and analytics processes. IBM Cognos TM1 Cookbook is a complete manual to building and managing applications with IBM Cognos TM1. Every important aspect of TM1 is covered with the help of practical recipes, which will make you well acquainted with the tool and you will be ready to take on TM1 projects in the real world. Existing TM1 users and developers will also benefit from the practical recipes

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covered in the book. The book will start with a chapter focusing on fundamentals of MOLAP and dimensional modeling, which forms the foundation on which IBM Cognos TM1 is based. Thereafter chapters will be more TM1-specific, starting with an introduction on dimensions and cubes and how to create and manage them. Further chapters will dig deeper into TM1 objects and rules. Then we will learn the more advanced features of TM1 such as automating common processes using scripts, customizing drill paths, using rules for advanced modeling, converting currencies, modeling for different fiscal requirements, and more. At the end of the book, we will cover

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how to present data and reports, workflows, and TM1 application security.

Today many organizations face challenges when developing a realistic plan or schedule that provides the best possible balance between customer service and revenue goals. Optimization technology has long been used to find the best solutions to complex planning and scheduling problems. A decision-support environment that enables the flexible exploration of all the trade-offs and sensitivities needs to provide the following capabilities: Flexibility to develop and compare realistic planning and scheduling scenarios Quality sensitivity analysis and

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explanations Collaborative planning and scenario sharing Decision recommendations This IBM® Redbooks® publication introduces you to the IBM ILOG® Optimization Decision Manager (ODM) Enterprise. This decision-support application provides the capabilities you need to take full advantage of optimization technology. Applications built with IBM ILOG ODM Enterprise can help users create, compare, and understand planning or scheduling scenarios. They can also adjust any of the model inputs or goals, and fully understanding the binding constraints, trade-offs, sensitivities, and business options. This book enables business analysts,

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architects, and administrators to design and use their own operational decision management solution.

IBM Intelligent Operations Center
for Smarter Cities Administration
Guide

Apache Spark for the Enterprise:
Setting the Business Free

The Future of Digital Business
Innovation

IBM Cognos Dynamic Cubes

IBM Cognos Business Intelligence
V10.1: Intelligence Unleashed

Presented in a hands-on style, this guide presents you with real world examples to guide you through every process step by step. This book will be useful for any developer, novice or expert, who uses

Framework Manager to build packages, but wants to expand their knowledge even further.

IBM® Cognos® Business Intelligence (BI) provides a proven enterprise BI platform with an open data strategy. Cognos BI provides customers with the ability to use data from any source, package it into a business model, and make it available to consumers in various interfaces that are tailored to the task. IBM Cognos Dynamic Cubes complements the existing Cognos BI capabilities and continues the tradition of an open data model. It focuses on extending the scalability of the IBM Cognos platform to enable speed-of-

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thought analytics over terabytes of enterprise data, without having to invest in a new data warehouse appliance. This capability adds a new level of query intelligence so you can unleash the power of your enterprise data warehouse. This IBM Redbooks® publication addresses IBM Cognos Business Intelligence V10.2.2 and specifically, the IBM Cognos Dynamic Cubes capabilities. This book can help you in the following ways: Understand core features of the Cognos Dynamic Cubes capabilities of Cognos BI V10.2 Learn by example with practical scenarios by using the IBM Cognos samples This book uses fictional

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business scenarios to demonstrate the power and capabilities of IBM Cognos Dynamic Cubes. It primarily focuses on the roles of the modeler, administrator, and IT architect.

The only authorized guide to IBM Cognos Business Intelligence v10.1 Updated for the latest release of the software, IBM Cognos Business Intelligence 10: The Official Guide explains how to create, implement, and manage an enterprise BI solution. Maximize all of the new and enhanced features, including the powerful modeling, monitoring, and analytics capabilities. Build and deliver reports that foster informed business decisions and

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better results. Filled with real-world examples and expert advice, this practical resource is ideal for anyone working with IBM Cognos Business Intelligence v10.1--from administrators to end users. Monitor performance using dashboards and scorecards Assign user roles and privileges Provide a single access point to application-specific data via Cognos Connection Access content from Microsoft Office applications and mobile devices Collect and analyze BI data in an interactive dashboard with Cognos Business Insight Use Cognos Administration tools for system management Implement appropriate security measures

Create BI reports with relational and dimensional data using Business Insight Advanced Use Report Studio to build dimensional reports and statistical analyses
Identify and deliver mission-critical information using Event Studio
Monitor business performance with Metric Studio
Create, modify, organize, and publish a model in Framework Manager
Ensure report integrity with Lifecycle Manager

IBM® defines a smarter city as one that makes optimal use of all available information to better understand and control its operations and optimize the use of resources. There is much

information available from different sources. However, city officials often lack the holistic view of the city's operations that is required to respond to the citizens' needs in a timely manner and use the city resources wisely. IBM Intelligent Operations Center delivers a unified view of city agencies, providing three primary elements for successful management of cities: use information, anticipate problems, and coordinate actions and resources. Chapter 1 of this IBM Redbooks® publication introduces the IBM Intelligent Operations Center solution. The chapter provides a high-level overview of its

features, benefits, and architecture. This information is intended for city officials and IT architects that must understand the business value of IBM Intelligent Operations Center and its architecture. The remaining chapters of this book focus on information that help IBM Intelligent Operations Center administrators perform daily administration tasks. This book describes commands and tools that IBM Intelligent Operations Center administrators must use to keep the solution running, troubleshoot and diagnose problems, and perform preventive maintenance. This book includes preferred practices, tips and techniques, and general

*suggestions for administrators of
IBM Intelligent Operations Center
on-premises deployments. For
related information about this
topic, refer to the following IBM
Redbooks publications: IBM
Intelligent Operations Center for
Smarter Cities Redpaper,
REDP-4939 IBM Intelligent
Operations Center for Smarter
Cities Solution Guide
IBM Cognos Business Intelligence
IBM Business Process Manager
V8.5 Performance Tuning and Best
Practices
IBM Watson Content Analytics:
Discovering Actionable Insight
from Your Content
IBM Cognos Business Intelligence*

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V10.1 Handbook

The Complete Guide

This IBM® Redbooks® publication addresses topics to use the virtualization strengths of the IBM POWER8® platform to solve clients' system resource utilization challenges and maximize systems' throughput and capacity. This book addresses performance tuning topics that will help answer clients' complex analytic workload requirements, help maximize systems' resources, and provide expert-level documentation to transfer the how-to-skills to the worldwide teams. This book strengthens the position of IBM Analytics and Big Data solutions with a well-defined and documented deployment model within a POWER8 virtualized environment, offering clients a planned foundation for security, scaling, capacity, resilience, and optimization for analytics workloads. This

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book is targeted toward technical professionals (analytics consultants, technical support staff, IT Architects, and IT Specialists) who are responsible for providing analytics solutions and support on IBM Power Systems™.

A practical and fast-paced guide, with step-by-step explanations to give you all the information you need to know the power of Cognos BI Administration. If you are a Cognos BI administrator or architect, this is the book for you. You must have basic knowledge of databases and business intelligence. You also need to be familiar with Cognos BI and must have worked in any section of reports studio, modelling or maps, to get the best out of this book.

IBM® InfoSphere® Warehouse is the IBM flagship data warehouse platform for departmental data marts and enterprise data warehouses. It offers leading architecture, performance, backup, and

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recovery tools that help improve efficiency and reduce time to market through increased understanding of current data assets, while simplifying the daily operations of managing complex warehouse deployments. InfoSphere Warehouse Advanced Enterprise Edition delivers an enhanced set of database performance, management, and design tools. These tools assist companies in maintaining and increasing value from their warehouses, while helping to reduce the total cost of maintaining these complex environments. In this IBM Redbooks® publication we explain how you can build a business intelligence system with InfoSphere Warehouse Advanced Enterprise to manage and support daily business operations for an enterprise, to generate more income with lower cost. We describe the foundation of the business analytics, the Data Warehouse features

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and functions, and the solutions that can deliver immediate analytics solutions and help you drive better business outcomes. We show you how to use the advanced analytics of InfoSphere Warehouse Advanced Enterprise Edition and integrated tools for data modeling, mining, text analytics, and identifying and meeting the data latency requirements. We describe how the performance and storage optimization features can make building and managing a large data warehouse more affordable, and how they can help significantly reduce the cost of ownership. We also cover data lifecycle management and the key features of IBM Cognos® Business Intelligence. This book is intended for data warehouse professionals who are interested in gaining in-depth knowledge about the operational business intelligence solution for a data warehouse that the IBM InfoSphere Warehouse

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Advanced Enterprise Edition offers. In this IBM® Redbooks® publication we describe how to build an advanced business application from end to end. We use a fictional scenario to define the application, document the deployment methodology, and confirm the roles needed to support its development and deployment. Through step-by-step instructions you learn how to:

- Define the project lifecycle using IBM Solution for Collaborative Lifecycle Management -
- Build a logical and physical data model in IBM InfoSphere® Data Architect -
- Confirm business rules and business events using IBM WebSphere® Operational Decision Management -
- Map a business process and mediation using IBM Business Process Manager -
- Use IBM Cognos® Business Intelligence to develop business insight

In addition, we articulate a testing strategy using IBM

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Rational® Quality Manager and deployment options using IBM Workload Deployer. Taken together, this book provides comprehensive guidance for building and testing a solution using core IBM Rational, Information Management, WebSphere, Cognos and Business Process Management software. It seeks to demystify the notion that developing and deploying advanced solutions is taxing. This book will appeal to IT architects and specialists who seek straightforward guidance on how to build comprehensive solutions. They will be able to adapt these materials to kick-start their own end-to-end projects.

Building Big Data and Analytics Solutions
in the Cloud

IBM Spectrum Family: IBM Spectrum
Control Standard Edition

IBM Cognos Business Intelligence 10:
The Official Guide

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IBM Cognos Insight

IBM Cognos Business Intelligence 10. 1

Dashboarding Cookbook

This IBM® Redbooks® publication addresses topics to help clients to take advantage of the virtualization strengths of the POWER® platform to solve system resource utilization challenges and maximize system throughput and capacity. This publication examines the tools, utilities, documentation, and other resources available to help technical teams provide business solutions and

support for Cognos®
Business Intelligence (BI)
and Statistical Package for
the Social Sciences (SPSS®)
on Power Systems™
virtualized environments.
This book addresses topics
to help address complex
high availability
requirements, help
maximize the availability of
systems, and provide expert-
level documentation to the
worldwide support teams.
This book strengthens the
position of the Cognos and
SPSS solutions with a well-
defined and documented
deployment model within a

POWER system virtualized environment. This model provides clients with a planned foundation for security, scaling, capacity, resilience, and optimization. This book is targeted toward technical professionals (BI consultants, technical support staff, IT Architects, and IT Specialists) who are responsible for providing Smart Analytics solutions and support for Cognos and SPSS on Power Systems. Build end-to-end AI solutions with IBM Cloud Pak for Data to operationalize AI on a secure platform based on

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cloud-native reliability, cost-effective multitenancy, and efficient resource management

Key Features

Explore data virtualization by accessing data in real time without moving it

Unify the data and AI experience with the integrated end-to-end platform

Explore the AI life cycle and learn to build, experiment, and operationalize trusted AI at scale

Book Description

Cloud Pak for Data is IBM's modern data and AI platform that includes strategic offerings from its data and

AI portfolio delivered in a cloud-native fashion with the flexibility of deployment on any cloud. The platform offers a unique approach to addressing modern challenges with an integrated mix of proprietary, open-source, and third-party services. You'll begin by getting to grips with key concepts in modern data management and artificial intelligence (AI), reviewing real-life use cases, and developing an appreciation of the AI Ladder principle. Once you've gotten to grips with

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the basics, you will explore how Cloud Pak for Data helps in the elegant implementation of the AI Ladder practice to collect, organize, analyze, and infuse data and trustworthy AI across your business. As you advance, you'll discover the capabilities of the platform and extension services, including how they are packaged and priced. With the help of examples present throughout the book, you will gain a deep understanding of the platform, from its rich capabilities and technical

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architecture to its ecosystem and key go-to-market aspects. By the end of this IBM book, you'll be able to apply IBM Cloud Pak for Data's prescriptive practices and leverage its capabilities to build a trusted data foundation and accelerate AI adoption in your enterprise. What you will learn

Understand the importance of digital transformations and the role of data and AI platforms

Get to grips with data architecture and its relevance in driving AI adoption using IBM's AI

Ladder Understand Cloud Pak for Data, its value proposition, capabilities, and unique differentiators Delve into the pricing, packaging, key use cases, and competitors of Cloud Pak for Data Use the Cloud Pak for Data ecosystem with premium IBM and third-party services Discover IBM's vibrant ecosystem of proprietary, open-source, and third-party offerings from over 35 ISVs Who this book is for This book is for data scientists, data stewards, developers, and data-focused business

executives interested in learning about IBM's Cloud Pak for Data. Knowledge of technical concepts related to data science and familiarity with data analytics and AI initiatives at various levels of maturity are required to make the most of this book. This book identifies and discusses the main challenges facing digital business innovation and the emerging trends and practices that will define its future. The book is divided into three sections covering trends in digital systems, digital management, and

digital innovation. The opening chapters consider the issues associated with machine intelligence, wearable technology, digital currencies, and distributed ledgers as their relevance for business grows.

Furthermore, the strategic role of data visualization and trends in digital security are extensively discussed. The subsequent section on digital management focuses on the impact of neuroscience on the management of information systems, the role of IT ambidexterity in managing

digital transformation, and the way in which IT alignment is being reconfigured by digital business. Finally, examples of digital innovation in practice at the global level are presented and reviewed. The book will appeal to both practitioners and academics. The text is supported by informative illustrations and case studies, so that practitioners can use the book as a toolbox that enables easy understanding and assists in exploiting business opportunities involving digital business

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innovation.

This book takes a practical tutorial approach to teaching users the features of Cognos Insight. New and existing users of Cognos Insight who are looking to gain more knowledge about the product and Business Analytics in general.

Leveraging DB2 10 for High Performance of Your Data Warehouse

Ibm Cognos Tm1 Developer's Certification Guide

IBM Cognos Dynamic Query Accelerate Your Journey to AI

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An enterprise platform to operationalize data, analytics, and AI

Organizations are pressured constantly to understand and react quickly to information. In addition, the complexity and volumes of data for all aspects of the environments in which organizations operate is increasing. Markets, regulatory environments, customer and supplier data, competitive information, and internal operational information all impact how data is viewed and interpreted. With a capable and efficient business intelligence (BI) solution, all levels of an organization can receive information how, when, and where they need it to make faster

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and better aligned decisions. Every user can have access to all the capabilities of the BI solution, and often organizations can determine a user's business need to access information using typical characteristics that are defined by that user's role. Many organizations often satisfy this complexity and these diverse demands with a number of point solutions. With IBM® Cognos® Business Intelligence (BI), you can satisfy needs throughout the user community and ensure that everyone can work and collaborate from a consistent set of data. In addition, IT is simplified with fewer components to deploy, manage, and maintain. Organizations need

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to make the most of a workforce that is increasingly driven to multi-task, network, and collaborate. IBM Cognos BI delivers analytics that everyone in the organization can use to answer key business questions. This IBM Redguide™ publication highlights features of IBM Cognos BI version 10.1.

IBM® Cognos® Business Intelligence (BI) helps organizations meet strategic objectives and provides real value for the business by delivering the information everyone needs while also reducing the burden on IT. This IBM Redbooks® publication addresses IBM Cognos Business Intelligence V10.1. You can use this book to: - Understand core features of IBM

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Cognos BI V10.1 - Realize the full potential of IBM Cognos BI - Learn by example with practical scenarios This book uses a fictional business scenario to demonstrate the power of IBM Cognos BI. The book is primarily focused on the roles of Advanced Business User, Professional Report Author, Modeler, Administrator, and IT Architect.

IBM® Spectrum Control (Spectrum Control), a member of the IBM Spectrum™ Family of products, is the next-generation data management solution for software-defined environments (SDEs). With support for block, file, object workloads, and software-defined storage and predictive analytics,

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and automated and advanced monitoring to identify proactively storage performance problems, Spectrum Control enables administrators to provide efficient management for heterogeneous storage environments. IBM Spectrum Control™ (formerly IBM Tivoli® Storage Productivity Center) delivers a complete set of functions to manage IBM Spectrum Virtualize™, IBM Spectrum Accelerate™, and IBM Spectrum Scale™ storage infrastructures, and traditional IBM and select third-party storage hardware systems. This IBM Redbooks® publication provides practical examples and use cases that can be deployed with IBM Spectrum Control

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Standard Edition, with an overview of IBM Spectrum Control Advanced Edition. This book complements the Spectrum Control IBM Knowledge Center, which is referenced for product details, and for installation and implementation details throughout this book. You can find this resource at the following website: IBM Spectrum Control Knowledge Center Also provided are descriptions and an architectural overview of the IBM Spectrum Family, highlighting Spectrum Control, as integrated into software-defined storage environments. This publication is intended for storage administrators, clients who are responsible for maintaining IT and business

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infrastructures, and anyone who wants to learn more about employing Spectrum Control and Spectrum Control Standard Edition. Explains how to create and manage a business intelligence solution with IBM's software, covering business analytics, authoring content, and administering the framework.

Systems of Insight for Digital Transformation: Using IBM Operational Decision Manager Advanced and Predictive Analytics Workload Optimized Systems: Tuning POWER7 for Analytics Statistics for Data Science IBM Software Defined Infrastructure for Big Data Analytics Workloads IBM Cognos BI v10.2 Administration Essentials

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This book is packed with real word examples. Each major certification topic is covered in a separate chapter, which helps to make understanding of concepts easier. At the end of each chapter, you will find a variety of practice questions to strengthen and test your learning. If you are a beginner to intermediate level Cognos TM1 developer looking to add an important IBM certification to your resume but don't know

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*where to start, this
book is for you!*

*Analytics is
increasingly an integral
part of day-to-day
operations at today's
leading businesses, and
transformation is also
occurring through huge
growth in mobile and
digital channels.*

*Enterprise organizations
are attempting to
leverage analytics in
new ways and transition
existing analytics
capabilities to respond
with more flexibility
while making the most*

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efficient use of highly valuable data science skills. The recent growth and adoption of Apache Spark as an analytics framework and platform is very timely and helps meet these challenging demands. The Apache Spark environment on IBM z/OS® and Linux on IBM z Systems™ platforms allows this analytics framework to run on the same enterprise platform as the originating sources of data and transactions that feed it. If most of

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the data that will be used for Apache Spark analytics, or the most sensitive or quickly changing data is originating on z/OS, then an Apache Spark z/OS based environment will be the optimal choice for performance, security, and governance. This IBM® Redpaper™ publication explores the enterprise analytics market, use of Apache Spark on IBM z Systems™ platforms, integration between Apache Spark and other

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enterprise data sources, and case studies and examples of what can be achieved with Apache Spark in enterprise environments. It is of interest to data scientists, data engineers, enterprise architects, or anybody looking to better understand how to combine an analytics framework and platform on enterprise systems. This IBM® Redbooks® publication addresses topics to leverage the virtualization strengths

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*of the IBM Power
platform to solve
customer system resource
utilization challenges
and maximize system
throughput and capacity.
This IBM Redbooks
publication will help
you leverage the
strengths of the POWER
platform, provide
implementation scenarios
with Cognos® 8 Business
Intelligence (BI) with
the comprehensive set of
the IBM PowerVMTM
virtualization features,
and identify and
document best practices*

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for exploiting the IBM PowerVM virtualization features within Cognos BI deployments to maximize utilization of system resources and maximize Cognos throughput and capacity. This book is targeted toward technical professionals (BI consultants, technical support staff, IT architects, and IT specialists) responsible for providing business intelligence solutions and support for Cognos BI on POWER® systems.

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AI may be the greatest opportunity of our time, with the potential to add nearly \$16 trillion to the global economy over the next decade. But so far, adoption has been much slower than anticipated, or so headlines may lead you to believe. With this practical guide, business leaders will discover where they are in their AI journey and learn the steps necessary to successfully scale AI throughout their

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organization. Authors Rob Thomas and Paul Zikopoulos from IBM introduce C-suite executives and business professionals to the AI Ladder—a unified, prescriptive approach to help them understand and accelerate the AI journey. Complete with real-world examples and real-life experiences, this book explores AI drivers, value, and opportunity, as well as the adoption challenges organizations face. Understand why you can't

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*have AI without an
information architecture
(IA) Appreciate how AI
is as much a cultural
change as it is a
technological one
Collect data and make it
simple and accessible,
regardless of where it
lives Organize data to
create a business-ready
analytics foundation
Analyze data, and build
and scale AI with trust
and transparency Infuse
AI throughout your
entire business and
create intelligent
workflows*

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*Leverage the power of
statistics for Data
Analysis,
Classification,
Regression, Machine
Learning, and Neural
Networks*

*Implementing an
Optimized Analytics
Solution on IBM Power
Systems*

*Trends and Practices
Solving Operational
Business Intelligence
with InfoSphere*

*Warehouse Advanced
Edition*

*IBM Cognos 10 Framework
Manager*

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This IBM® Redbooks® publication explains how IBM Cognos® Business Intelligence (BI) administrators, authors, modelers, and power users can use the dynamic query layer effectively. It provides guidance for determining which technology within the dynamic query layer can best satisfy your business requirements.

Administrators can learn how to tune the query service effectively and preferred practices for managing their business intelligence content. This

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book includes information about metadata modeling of relational data sources with IBM Cognos Framework Manager. It includes considerations that can help you author high-performing applications that satisfy analytical requirements of users. This book provides guidance for troubleshooting issues related to the dynamic query layer of Cognos BI. Related documents:
Solution Guide : Big Data Analytics with IBM Cognos BI Dynamic Query Blog post : IBM Cognos Dynamic Query

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Extensibility

This IBM® Redbooks® publication documents how IBM Platform Computing, with its IBM Platform Symphony® MapReduce framework, IBM Spectrum Scale (based Upon IBM GPFS™), IBM Platform LSF®, the Advanced Service Controller for Platform Symphony are work together as an infrastructure to manage not just Hadoop-related offerings, but many popular industry offeringsm such as Apach Spark, Storm, MongoDB, Cassandra, and so on. It describes the different

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ways to run Hadoop in a big data environment, and demonstrates how IBM Platform Computing solutions, such as Platform Symphony and Platform LSF with its MapReduce Accelerator, can help performance and agility to run Hadoop on distributed workload managers offered by IBM. This information is for technical professionals (consultants, technical support staff, IT architects, and IT specialists) who are responsible for delivering cost-effective cloud

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services and big data solutions on IBM Power Systems™ to help uncover insights among client's data so they can optimize product development and business results.

Systems of record (SORs) are engines that generates value for your business.

Systems of engagement (SOE) are always evolving and generating new customer-centric experiences and new opportunities to capitalize on the value in the systems of record. The highest value is gained when systems of record and

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systems of engagement are brought together to deliver insight. Systems of insight (SOI) monitor and analyze what is going on with various behaviors in the systems of engagement and information being stored or transacted in the systems of record. SOIs seek new opportunities, risks, and operational behavior that needs to be reported or have action taken to optimize business outcomes. Systems of insight are at the core of the Digital Experience, which tries to derive

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insights from the enormous amount of data generated by automated processes and customer interactions. Systems of Insight can also provide the ability to apply analytics and rules to real-time data as it flows within, throughout, and beyond the enterprise (applications, databases, mobile, social, Internet of Things) to gain the wanted insight. Deriving this insight is a key step toward being able to make the best decisions and take the most appropriate actions. Examples of such actions

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are to improve the number of satisfied clients, identify clients at risk of leaving and incentivize them to stay loyal, identify patterns of risk or fraudulent behavior and take action to minimize it as early as possible, and detect patterns of behavior in operational systems and transportation that lead to failures, delays, and maintenance and take early action to minimize risks and costs. IBM® Operational Decision Manager is a decision management platform that provides capabilities that

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support both event-driven insight patterns, and business-rule-driven scenarios. It also can easily be used in combination with other IBM Analytics solutions, as the detailed examples will show. IBM Operational Decision Manager Advanced, along with complementary IBM software offerings that also provide capability for systems of insight, provides a way to deliver the greatest value to your customers and your business. IBM Operational Decision Manager Advanced brings together data from

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different sources to recognize meaningful trends and patterns. It empowers business users to define, manage, and automate repeatable operational decisions. As a result, organizations can create and shape customer-centric business moments. This IBM Redbooks® publication explains the key concepts of systems of insight and how to implement a system of insight solution with examples. It is intended for IT architects and professionals who are responsible for

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implementing a systems of insights solution requiring event-based context pattern detection and deterministic decision services to enhance other analytics solution components with IBM Operational Decision Manager Advanced.

Written as a practical guide, this book will show you how to manage your reporting environment using IBM Cognos 10 and make the most out of BI tools within your business - taking a hands-on approach to stimulate learning and develop your

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understanding, If you are
an IBM Cognos or Business
Intelligence developer or
consultant, have a basic
knowledge of Cognos 10 BI
and a good level of
understanding of Cognos 8
then this book is for you
Implementing an Advanced
Application Using
Processes, Rules, Events,
and Reports
Optimizing DB2 Queries
with IBM DB2 Analytics
Accelerator for z/OS
IBM Cloud Pak for Data
IBM Cognos 10 Report
Studio
Optimization and Decision
Support Design Guide:

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Using IBM ILOG

Optimization Decision
Manager

Explains how to create and manage performance management solutions using IBM Cognos TM1, covering such topics as planning, forecasting, and scenario analytic solutions.

IBM® Business Process Manager (IBM BPM) is a comprehensive business process management (BPM) suite that provides visibility and management of your business processes. IBM BPM supports the whole BPM lifecycle approach: Discover

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and document Plan Implement
Deploy Manage Optimize
Process owners and business
owners can use this solution
to engage directly in the
improvement of their business
processes. IBM BPM excels in
integrating role-based process
design, and provides a social
BPM experience. It enables
asset sharing and creating
versions through its Process
Center. The Process Center
acts as a unified repository,
making it possible to manage
changes to the business
processes with confidence.
IBM BPM supports a wide
range of standards for process

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modeling and exchange. Built-in analytics and search capabilities help to further improve and optimize the business processes. This IBM Redbooks® publication provides valuable information for project teams and business people that are involved in projects using IBM BPM. It describes the important design decisions that you face as a team. These decisions invariably have an effect on the success of your project. These decisions range from the more business-centric decisions, such as which should be your first

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process, to the more technical decisions, such as solution analysis and architectural considerations.

This IBM® Redbooks® publication provides performance tuning tips and best practices for IBM Business Process Manager (IBM BPM) V8.5.5 (all editions) and IBM Business Monitor V8.5.5. These products represent an integrated development and runtime environment based on a key set of service-oriented architecture (SOA) and business process management (BPM)

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technologies. Such technologies include Service Component Architecture (SCA), Service Data Object (SDO), Business Process Execution Language (BPEL) for web services, and Business Processing Modeling Notation (BPMN). Both IBM Business Process Manager and Business Monitor build on the core capabilities of the IBM WebSphere® Application Server infrastructure. As a result, Business Process Manager solutions benefit from tuning, configuration, and best practices information

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for WebSphere Application Server and the corresponding platform Java virtual machines (JVMs). This book targets a wide variety of groups, both within IBM (development, services, technical sales, and others) and customers. For customers who are either considering or are in the early stages of implementing a solution incorporating Business Process Manager and Business Monitor, this document proves a useful reference. The book is useful both in terms of best practices during application development and deployment

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and as a reference for setup, tuning, and configuration information. This book talks about many issues that can influence performance of each product and can serve as a guide for making rational first choices in terms of configuration and performance settings. Similarly, customers who already implemented a solution with these products can use the information presented here to gain insight into how their overall integrated solution performance can be improved.

IBM® Watson™ Content Analytics (Content Analytics)

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Version 3.0 (formerly known as IBM Content Analytics with Enterprise Search (ICAwES)) helps you to unlock the value of unstructured content to gain new actionable business insight and provides the enterprise search capability all in one product. Content Analytics comes with a set of tools and a robust user interface to empower you to better identify new revenue opportunities, improve customer satisfaction, detect problems early, and improve products, services, and offerings. To help you gain the most benefits from your

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unstructured content, this IBM Redbooks® publication provides in-depth information about the features and capabilities of Content Analytics, how the content analytics works, and how to perform effective and efficient content analytics on your content to discover actionable business insights. This book covers key concepts in content analytics, such as facets, frequency, deviation, correlation, trend, and sentimental analysis. It describes the content analytics miner, and guides you on performing content

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analytics using views, dictionary lookup, and customization. The book also covers using IBM Content Analytics Studio for domain-specific content analytics, integrating with IBM Content Classification to get categories and new metadata, and interfacing with IBM Cognos® Business Intelligence (BI) to add values in BI reporting and analysis, and customizing the content analytics miner with APIs. In addition, the book describes how to use the enterprise search capability for the discovery and retrieval of

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documents using various query and visual navigation techniques, and customization of crawling, parsing, indexing, and runtime search to improve search results. The target audience of this book is decision makers, business users, and IT architects and specialists who want to understand and analyze their enterprise content to improve and enhance their business operations. It is also intended as a technical how-to guide for use with the online IBM Knowledge Center for configuring and performing content analytics and

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enterprise search with Content Analytics.

Business Process

Management Design Guide:

Using IBM Business Process Manager

IBM Cognos TM1 Cookbook

Performance and Capacity

Implications for Big Data

Practical Examples

Making the World Work Better

Building on the business intelligence (BI) framework and capabilities that are outlined in InfoSphere

Warehouse: A Robust Infrastructure for Business Intelligence, SG24-7813, this IBM® Redbooks® publication focuses on the new business insight challenges that have arisen in the last

few years and the new technologies in IBM DB2® 10 for Linux, UNIX, and Windows that provide powerful analytic capabilities to meet those challenges. This book is organized in to two parts. The first part provides an overview of data warehouse infrastructure and DB2 Warehouse, and outlines the planning and design process for building your data warehouse. The second part covers the major technologies that are available in DB2 10 for Linux, UNIX, and Windows. We focus on functions that help you get the most value and performance from your data warehouse. These technologies include database partitioning, intrapartition parallelism, compression, multidimensional clustering, range

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(table) partitioning, data movement utilities, database monitoring interfaces, infrastructures for high availability, DB2 workload management, data mining, and relational OLAP capabilities. A chapter on BLU Acceleration gives you all of the details about this exciting DB2 10.5 innovation that simplifies and speeds up reporting and analytics. Easy to set up and self-optimizing, BLU Acceleration eliminates the need for indexes, aggregates, or time-consuming database tuning to achieve top performance and storage efficiency. No SQL or schema changes are required to take advantage of this breakthrough technology. This book is primarily intended for use by IBM employees, IBM clients, and IBM

Business Partners.

Big data is currently one of the most critical emerging technologies.

Organizations around the world are looking to exploit the explosive growth of data to unlock previously hidden insights in the hope of creating new revenue streams, gaining operational efficiencies, and obtaining greater understanding of customer needs. It is important to think of big data and analytics together. Big data is the term used to describe the recent explosion of different types of data from disparate sources. Analytics is about examining data to derive interesting and relevant trends and patterns, which can be used to inform decisions, optimize processes, and even drive new business models. With today's deluge of data

comes the problems of processing that data, obtaining the correct skills to manage and analyze that data, and establishing rules to govern the data's use and distribution. The big data technology stack is ever growing and sometimes confusing, even more so when we add the complexities of setting up big data environments with large up-front investments. Cloud computing seems to be a perfect vehicle for hosting big data workloads. However, working on big data in the cloud brings its own challenge of reconciling two contradictory design principles. Cloud computing is based on the concepts of consolidation and resource pooling, but big data systems (such as Hadoop) are built on the shared nothing principle, where each

node is independent and self-sufficient. A solution architecture that can allow these mutually exclusive principles to coexist is required to truly exploit the elasticity and ease-of-use of cloud computing for big data environments. This IBM® Redpaper™ publication is aimed at chief architects, line-of-business executives, and CIOs to provide an understanding of the cloud-related challenges they face and give prescriptive guidance for how to realize the benefits of big data solutions quickly and cost-effectively. The IBM® DB2® Analytics Accelerator Version 2.1 for IBM z/OS® (also called DB2 Analytics Accelerator or Query Accelerator in this book and in DB2 for z/OS

documentation) is a marriage of the IBM System z® Quality of Service and Netezza® technology to accelerate complex queries in a DB2 for z/OS highly secure and available environment. Superior performance and scalability with rapid appliance deployment provide an ideal solution for complex analysis. This IBM Redbooks® publication provides technical decision-makers with a broad understanding of the IBM DB2 Analytics Accelerator architecture and its exploitation by documenting the steps for the installation of this solution in an existing DB2 10 for z/OS environment. In this book we define a business analytics scenario, evaluate the potential benefits of the DB2 Analytics Accelerator appliance,

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describe the installation and integration steps with the DB2 environment, evaluate performance, and show the advantages to existing business intelligence processes. Get your statistics basics right before diving into the world of data science About This Book No need to take a degree in statistics, read this book and get a strong statistics base for data science and real-world programs; Implement statistics in data science tasks such as data cleaning, mining, and analysis Learn all about probability, statistics, numerical computations, and more with the help of R programs Who This Book Is For This book is intended for those developers who are willing to enter the field of data science and are looking

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for concise information of statistics with the help of insightful programs and simple explanation. Some basic hands on R will be useful. What You Will Learn Analyze the transition from a data developer to a data scientist mindset Get acquainted with the R programs and the logic used for statistical computations Understand mathematical concepts such as variance, standard deviation, probability, matrix calculations, and more Learn to implement statistics in data science tasks such as data cleaning, mining, and analysis Learn the statistical techniques required to perform tasks such as linear regression, regularization, model assessment, boosting, SVMs, and working with neural networks Get

comfortable with performing various statistical computations for data science programmatically In Detail
Data science is an ever-evolving field, which is growing in popularity at an exponential rate. Data science includes techniques and theories extracted from the fields of statistics; computer science, and, most importantly, machine learning, databases, data visualization, and so on. This book takes you through an entire journey of statistics, from knowing very little to becoming comfortable in using various statistical methods for data science tasks. It starts off with simple statistics and then move on to statistical methods that are used in data science algorithms. The R programs for statistical computation are clearly

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explained along with logic. You will come across various mathematical concepts, such as variance, standard deviation, probability, matrix calculations, and more. You will learn only what is required to implement statistics in data science tasks such as data cleaning, mining, and analysis. You will learn the statistical techniques required to perform tasks such as linear regression, regularization, model assessment, boosting, SVMs, and working with neural networks. By the end of the book, you will be comfortable with performing various statistical computations for data science programmatically. Step by step comprehensive guide with real world examples

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***IBM Cognos TMI The Official Guide
The Ideas That Shaped a Century and
a Company***

Exploiting IBM Power VM

Virtualization Features with IBM

Cognos 8 Business Intelligence

The AI Ladder

IBM Cognos Business Intelligence v10

The only official guide to building effective business solutions with TMI from IBM Cognos IBM Cognos TMI: The Official Guide offers complete coverage of the 64-bit in-memory online analytical processing (OLAP) engine. Based on the newest release, TMI 10, this official guide offers an advanced tutorial for TMI concepts from a technical and a business point of view. The authors, members of the TMI team, provide typical business examples and technical insights for building practical solutions, based on

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their own experiences. Emphasis is placed on teaching best practices and expanding skills to learn the more powerful capabilities of TMI. The book covers analytical processing, data entry, simulation, workflow components, and more. IBM Cognos TMI: The Official Guide: The first and only officially endorsed book on IBM Cognos TMI

Written by members of IBM Cognos TMI team with combined experience of 50 years with the product Provides working solutions for relevant business problems Offers deep insights into the most powerful and undocumented capabilities of TMI Explains how to build actionable business intelligence

Big data solutions enable us to change how we do business by exploiting previously unused sources of information in ways that were not possible just a few years ago. In IBM® Smarter Planet®

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terms, big data helps us to change the way that the world works. The purpose of this IBM Redpaper™ publication is to consider the performance and capacity implications of big data solutions, which must be taken into account for them to be viable. This paper describes the benefits that big data approaches can provide. We then cover performance and capacity considerations for creating big data solutions. We conclude with what this means for big data solutions, both now and in the future. Intended readers for this paper include decision-makers, consultants, and IT architects.

Maximize the Value of Business Intelligence with IBM Cognos v10 -- Hands-on, from Start to Finish This easy-to-use, hands-on guide brings together all the information and insight you need to drive maximum business value from IBM Cognos v10. Long-time IBM Cognos

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expert and product designer Sangeeta Gautam thoroughly illuminates Cognos BI v10's key capabilities: analysis, query, reporting, and dashboards. Gautam shows how to take full advantage of each key IBM Cognos feature, including brand-new innovations such as Active Reports and the new IBM Cognos Workspace report consumption environment. She concludes by walking you through successfully planning and implementing an integrated business intelligence solution using IBM's best-practice methodologies. The first and only guide of its kind, IBM Cognos Business Intelligence v10 offers expert insights for BI designers, architects, developers, administrators, project managers, nontechnical end-users, and partners throughout all areas of the business—from sales and marketing to operations and lines of business. If you're pursuing official IBM Cognos

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certification, you'll also find Cognos certification sample questions and information to help you with the certification process. Coverage Includes • Understanding IBM Cognos BI's components and open, extensible architecture • Working with IBM Cognos key "studio" tools: Analysis Studio, Query Studio, Report Studio, and Event Studio • Developing and managing powerful reports that draw on the rich capabilities of IBM Cognos Workspace and Workspace Advanced • Designing Star Schema databases and metadata models to answer the questions your organization cares about most • Efficiently maintaining and systematically securing IBM Cognos BI environments and their objects • Using IBM Cognos Connection as your single point of entry to all corporate data • Building interactive, easy-to-manage Active Reports for casual business users •

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Using new IBM Cognos BI v10.1 Dynamic Query Mode (DQM) to improve performance with complex heterogeneous data • Identifying, exploring, and exploiting hidden data relationships • Creating quick ad hoc queries that deliver fast answers • Establishing user and administrator roles

Thomas J Watson Sr's motto for IBM was THINK, and for more than a century, that one little word worked overtime. In Making the World Work Better: The Ideas That Shaped a Century and a Company , journalists Kevin Maney, Steve Hamm, and Jeffrey M. O'Brien mark the Centennial of IBM's founding by examining how IBM has distinctly contributed to the evolution of technology and the modern corporation over the past 100 years. The authors offer a fresh analysis through interviews of many key figures, chronicling the Nobel Prize-

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winning work of the company's research laboratories and uncovering rich archival material, including hundreds of vintage photographs and drawings. The book recounts the company's missteps, as well as its successes. It captures moments of high drama – from the bet-the-business gamble on the legendary System/360 in the 1960s to the turnaround from the company's near-death experience in the early 1990s. The authors have shaped a narrative of discoveries, struggles, individual insights and lasting impact on technology, business and society. Taken together, their essays reveal a distinctive mindset and organizational culture, animated by a deeply held commitment to the hard work of progress. IBM engineers and scientists invented many of the building blocks of modern information technology, including the memory chip, the disk drive, the scanning tunneling

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microscope (essential to nanotechnology) and even new fields of mathematics. IBM brought the punch-card tabulator, the mainframe and the personal computer into the mainstream of business and modern life. IBM was the first large American company to pay all employees salaries rather than hourly wages, an early champion of hiring women and minorities and a pioneer of new approaches to doing business--with its model of the globally integrated enterprise. And it has had a lasting impact on the course of society from enabling the US Social Security System, to the space program, to airline reservations, modern banking and retail, to many of the ways our world today works. The lessons for all businesses – indeed, all institutions – are powerful: To survive and succeed over a long period, you have to anticipate change and to be willing and able to continually transform.

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But while change happens, progress is deliberate. IBM – deliberately led by a pioneering culture and grounded in a set of core ideas – came into being, grew, thrived, nearly died, transformed itself... and is now charting a new path forward for its second century toward a perhaps surprising future on a planetary scale.