

Cognos rated
"outperform" in all
market phases of
enterprise business

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LONDON, England, March 9, 2006 Cognos, the world leader in business intelligence and corporate performance management (CPM), has been cited as the market leader through every phase of the enterprise BI services lifecycle in a report released by the Butler Group, a leading European analyst firm. The report reviewed 12 vendors and examined key capabilities needed to deliver end-to-end information management from a single platform infrastructure: performance management (forecasting, budgeting, and planning); enterprise-level reporting; query and analysis; KPI management and dashboard creation; metadata management; data storage and management; and data quality and ETL services. Cognos was consistently positioned as "outperform" in market adoption (2006-2007), market maturity (2008-2009) and market consolidation (2010 onwards). In this report, Butler Group describes Cognos 8 Business Intelligence as: "A replete and performant BI solution built on a Service Oriented Architecture (SOA), it also provides a solid foundation for Corporate Performance Management (CPM) applications and integrates well with Microsoft Office.

"Citing Cognos as a leading, functionally strong player, the report also notes that Cognos is able to offer low cost BI and analytics from within its application modules. Butler Group observed that the era of the isolated BI tool is coming to an end, and that the current market focus is on delivering enterprise BI services, an 'all-in-one' strategy for BI. The report states that this consolidation in BI services will help businesses improve their information services as well as offer discernible cost savings. Cognos 8 BI is a groundbreaking product that provides decision makers at all levels of the enterprise with a consistent, accurate view of information to better manage

performance. As a single product that easily integrates into existing infrastructures with multiple systems and data sources, Cognos 8 BI is a robust technology foundation for BI standardisation and performance management.

“ Cognos has very strong BI and performance management solutions, and the Butler Group report solidifies our position at the forefront of the market,” said Dave Laverty, senior vice president of global marketing, Cognos. “ We were the first to introduce an all-in-one solution for our customers, and Cognos has the most comprehensive solution set and vision to continue to be the market leader in this field.” A copy of the Management Summary of “ Business Intelligence: A Strategic Approach to Extending and Standardising the Use of BI,” March 2006, can be found on the Cognos Web site at http://www.cognos.com/news/analyst_reviews.html.