

Attain Insight Solutions demo: Better resource management with IBM Cognos Express

Online demo transcript

This solution is for line of business managers and IT directors who need highly informative dashboards or map-based reports and analysis. Unlike most GIS-based solutions, mapping intelligence for IBM Cognos Express requires no GIS expertise or programming and can be deployed quickly and easily, giving users rich spatial dashboards and analytic capabilities in a single, easy-to-deploy solution.

This example is for fisheries resource management. At an executive level, Australia's 200 nautical mile fishing territory is divided into half-nautical mile squares, which are color coded by performance metric. In this case the metric is gross catch tonnage.

As we drill down, the fishing location detail appears, again color coded by our choice of metric, in this case by depth of catch. So we can easily see that the biggest catch volumes are coming from the shallow area marked in yellow — an area at high risk for over-fishing.

In this view, it shows each vessel with its own icon matching the vessel profile and the size based on the vessel length. This can help fishery officers to quickly and easily interpret dashboard information.

In this view, we have used another way to show vessels by choosing distinctive colors; it helps us to see patterns. We can see for instance that the Wizard fishes entirely to the southwest.

Let's see where vessels fish and what the predominant catch type is at each catch location. We can see that there appears to be lots of diversity so let's have a closer look. Here we can see that the flathead represents a significant portion of the catch and that by using the table on the left we can see that Time Bandit is the primary vessel catching flathead.

Let's have a look at Time Bandit's history.

Let me summarize:

- We can easily create dynamic, web-based spatial applications
- No programming skills are needed, for developer or user
- We can visualize changes instantly
- We can filter and compare current and historic views
- We can view outcomes based on different scenarios, and
- We can convert addresses to coordinates in minutes

IBM Cognos Express customers can flexibly and rapidly author their own spatially based reports, dashboards and analysis with limited IT involvement.

For customers seeking an easy-to-manage business intelligence solution, mapping intelligence for IBM Cognos Express makes complex business information easy to communicate.