



# What's New in IBM Cognos Analysis

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# Cognos 10: Intelligence Unleashed

## Smarter Decisions. Better Results.

### Freedom to **Think**

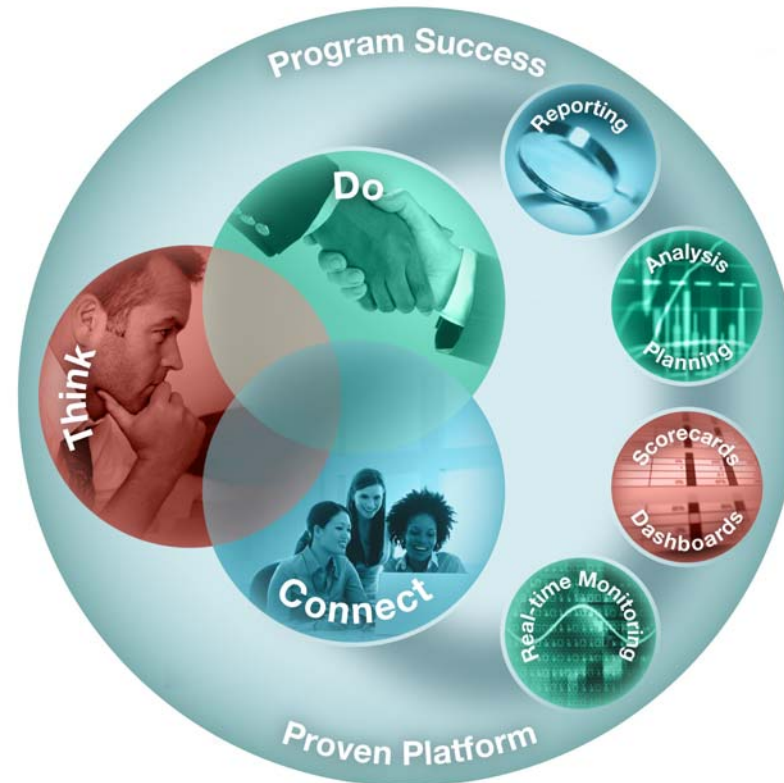
- Unified workspace
- All time horizons
- Progressive interaction

### **Connect** with Others

- Decision networks
- Business context
- Accountability

### and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time



**A revolutionary BI workspace delivered on a proven platform with seamless upgrade.**





## Agenda

### How you can:

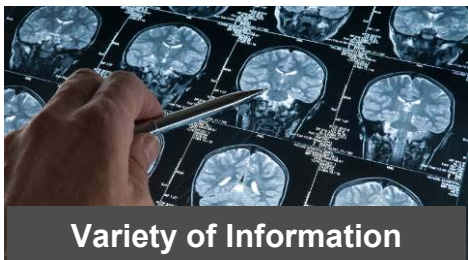
- satisfy the spectrum of user needs with simple to advanced analysis
- get the right people engaged in the decision making process
- deliver analysis where and when it is needed

# Today brings an explosion in information..... yet organisations are operating with blind spots



## Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need



## Inefficient Access

1 in 2 don't have access to the information across their organisation needed to do their jobs



## Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

Source: IBM Institute for Business Value



# IBM Cognos 10 Analysis

## Enable individuals to outperform with full range of analysis capabilities

- **Executives:** timely and reliable view of business and take action to drive better business outcomes and decision making
- **Business managers:** single, reliable view of information at their fingertips that can help them focus on issues that need attention and action
- **Business analysts** can quickly and effectively conduct in-depth analysis and share results easily with broader business communities
- **IT professionals:** apply their knowledge, expertise and investment in corporate data to advance the business, rather than having to manage a backlog of requests for information



# Imagine if you could...



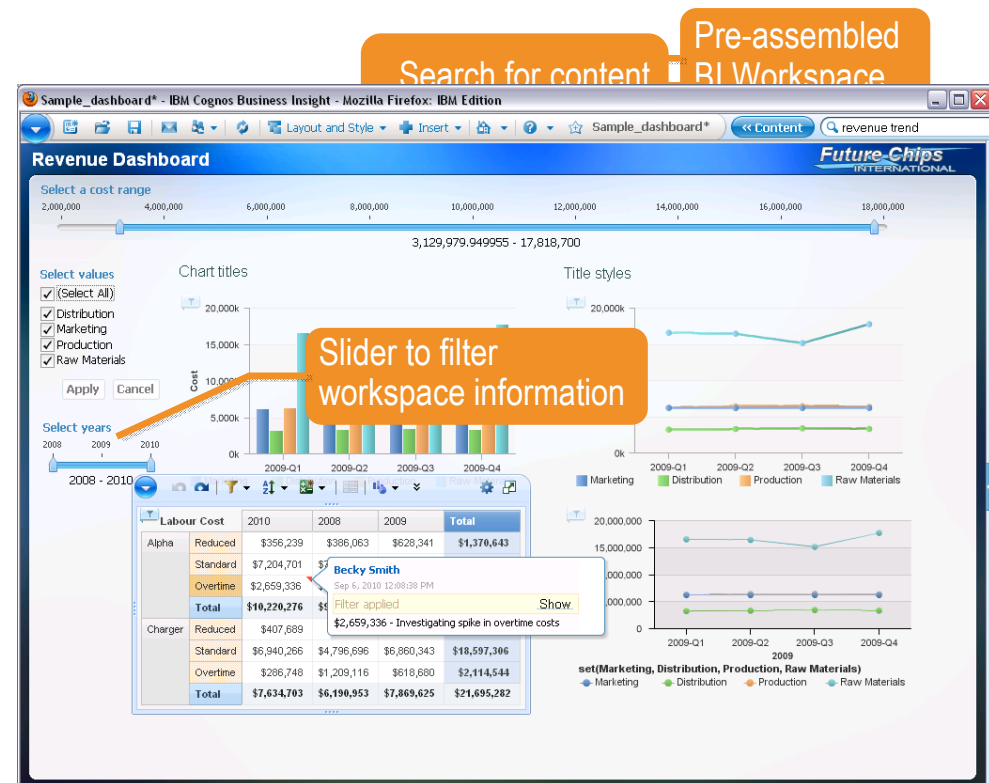
# A unified BI workspace to support the way you work

*Intuitive and easy to use...*

## IBM Cognos Business Insight

### Solution Highlights

- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamic filtering
- Quicker and deeper insight into data
- Seamless graduated experience



# Seamlessly shift to more advanced analysis

*Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance*

## IBM Cognos Business Insight Advanced

### Solution Highlights

- Intuitive drag-and-drop interface
- Integrated data exploration and analysis
- Calculations, drill, filter, pivot, top/bottom count
- Manage set definitions
- Flexible format, layout and distribution
- Multiple queries, formatting and charting
- Promote content with IBM Cognos Report Studio

The screenshot shows the IBM Cognos Business Insight Advanced interface. It features a metadata tree on the left, a central data table, and a right-hand pane for set definitions. Several callouts highlight key features:

- Standard and Style toolbars:** Located at the top of the interface.
- Toggle between metadata or member tree:** A callout pointing to the metadata tree on the left.
- View and edit set definitions:** A callout pointing to the 'Set Definition' dialog box, which shows a hierarchical diagram of set definitions.
- Easily select common analysis gestures:** A callout pointing to a context menu that lists various analysis gestures such as 'Top 3 based on Units', 'Top 5 based on Units', 'Top 10 based on Units', 'Bottom 3 based on Units', 'Bottom 5 based on Units', 'Bottom 10 based on Units', and 'Custom...'. Other menu items include 'Drill Down', 'Drill Up', 'Exclude Members', 'Move Members', 'Replace', 'Create', 'Filter Set...', 'Expand Member', 'Collapse Member', 'Union into One Set', and 'Edit Set...'.



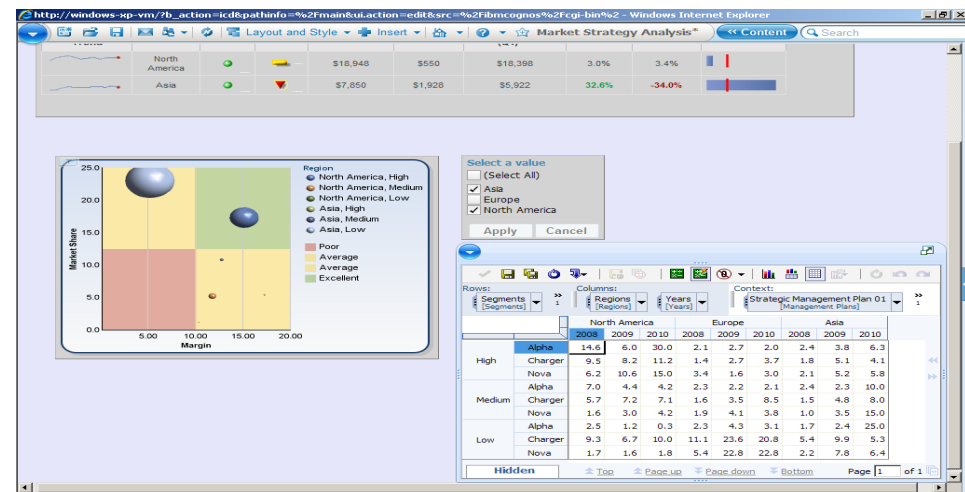
# 'What-if' TM1 widget to anticipate the course of action for better business outcomes

*Make changes on-the-fly for up-to-the minute analysis and share them with others for greater collaboration.*

## What-if Analysis powered by TM1

### Solution Highlights

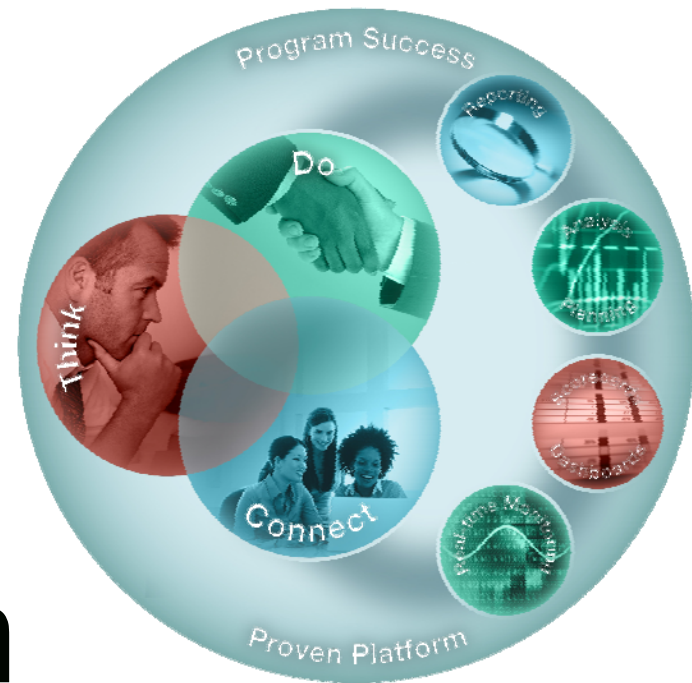
- Real time scenario modelling
- What-if analysis and reporting in a unified workspace
- Drill, sort, link and chart data



# IBM Cognos Business Insight Advanced

## TM1 Widget

# Demonstration



# Imagine if you could...



# Augment corporate information with external data

**Combine external, departmental, and your own data with corporate information resulting in broader perspectives**

## External Data

### Solution Highlights

- Import external data sources into reports or query subjects
- Use external data as report filters
- Map key items
- Publish for reuse and update
- Secure self-service

The image displays three screenshots from the IBM Cognos Business Insight interface, illustrating the process of integrating external data. The top screenshot, titled 'Import external data', shows the 'External data file' selection step, with a file named 'CustomerComplaints.csv' chosen. The middle screenshot, titled 'Map key items', shows the 'Data Mapping' dialog where fields from the external data (like 'Product Line', 'PLINECODE', 'SKU', etc.) are being mapped to existing corporate data items. The bottom screenshot shows a 'Sales Info Dashboard' report with a table of customer data and an 'Insertable Objects' pane on the right, demonstrating how the external data is integrated into the corporate information.

Customer Region	Customer Country	Customer City	CUST_KEY	Customer Lead Type	Customer Name	Customer Micro Segment	Customer Priority	Customer Segr
North America	Canada	Toronto	100	Standard	Northstar Systems	Mix	C	Medi
		Toronto	125	Standard	Northstar Systems	Mix	A	Medi
		Toronto	350	Standard	Northstar Systems	Mix	C	Medi
		Toronto	200	Standard	Northstar Systems	Mix	B	Medi
		Toronto	175	Standard	Northstar Systems	Mix	B	Medi
		Toronto	375	Standard	Northstar Systems	Mix	C	Medi
		Toronto	325	Standard	Northstar Systems	Mix	C	Medi
		Toronto	275	Standard	Northstar Systems	Mix	B	Medi
		Toronto	75	Standard	Northstar Systems	Mix	C	Medi

# Incorporate Statistical Results with Core Business Reporting

*Validate information, and drive business decisions by incorporating statistical evidence in reports*

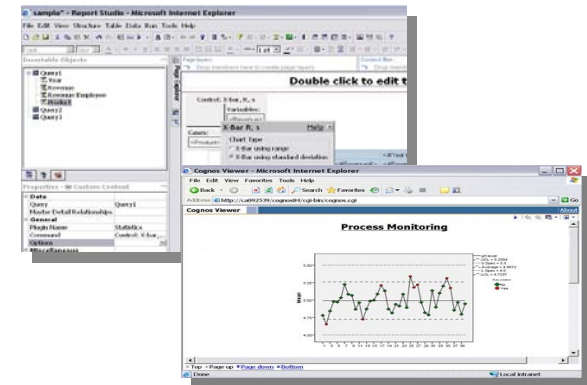


## IBM Cognos Statistics

### Solution Highlights

- Based on the market leading SPSS statistical engine
- Seamlessly integrated in Report Studio Professional
- Mass distribution through Dashboards, Reports
- Works for all data sources

Desire to easily share analysis w/Broader Business Community



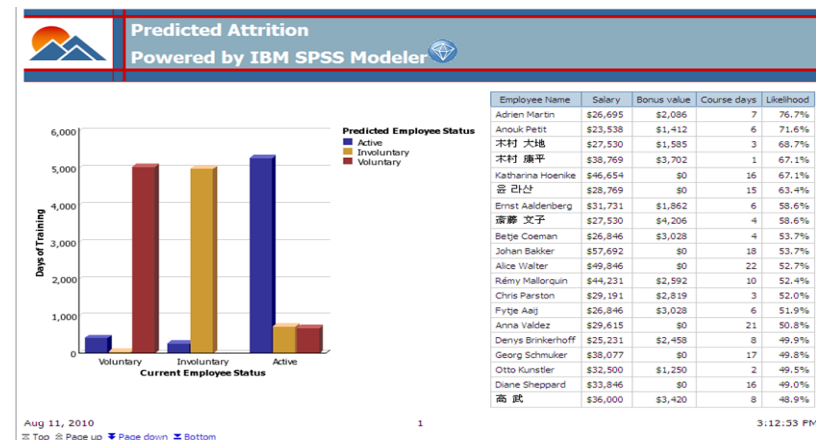
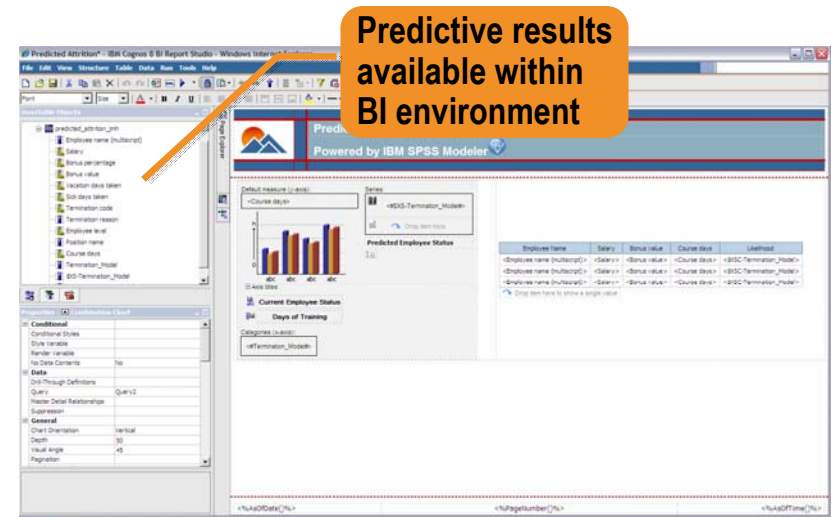
# Add predictive intelligence IBM Cognos BI Dashboards

*Focus efforts around the future – anticipate, rather than react.*

## IBM Cognos Business Intelligence

### Solution Highlights

- Predictive results immediately available to IBM Cognos Business Intelligence
- Easily compare current state to predicted result
- Measure the effect of key factors on predicted outcome



**External Data**

**Statistics**

**Demonstration**



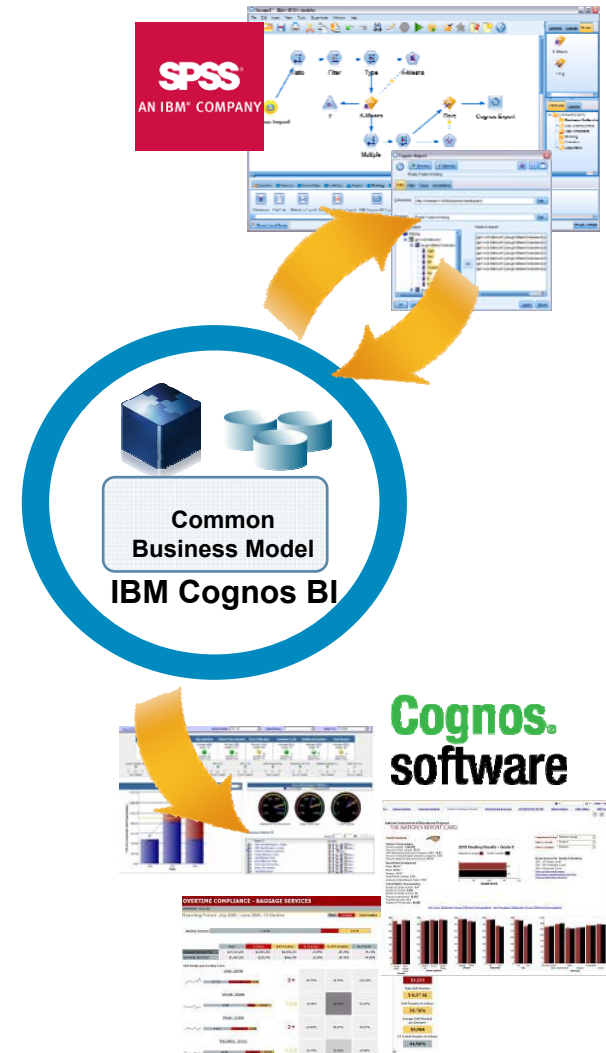
# Deliver the power of predictive analytics into the hands of the business users

*Uncover key insights in your corporate data by integrating predictive analytics as a core activity to drive business decisions*

## Integration with IBM SPSS Modeler

### Solution Highlights

- Leverage BI to identify problem or situation needing attention
- Develop factual context using reliable trends, patterns and predictions.
- Easily distribute the results to broad user communities by publishing into the Cognos Business Intelligence environment.





# Enable individuals to outperform with a full range of analysis capabilities

With IBM Cognos 10 Analysis you can:

- **View, assemble and analyse** all the information required to **make smarter decisions**
- Assess your immediate business situation with **more advanced, predictive or what-if analysis**
- **Engage the right teams and minds** from across your enterprise for more **inclusive and holistic decision-making and analysis**
- **Deliver analysis results to the processes and people** at the front line of your business



# Q & A

