



# **IBM COGNOS 10: Intelligence Unleashed**

## **Smarter Decisions. Better Results.**

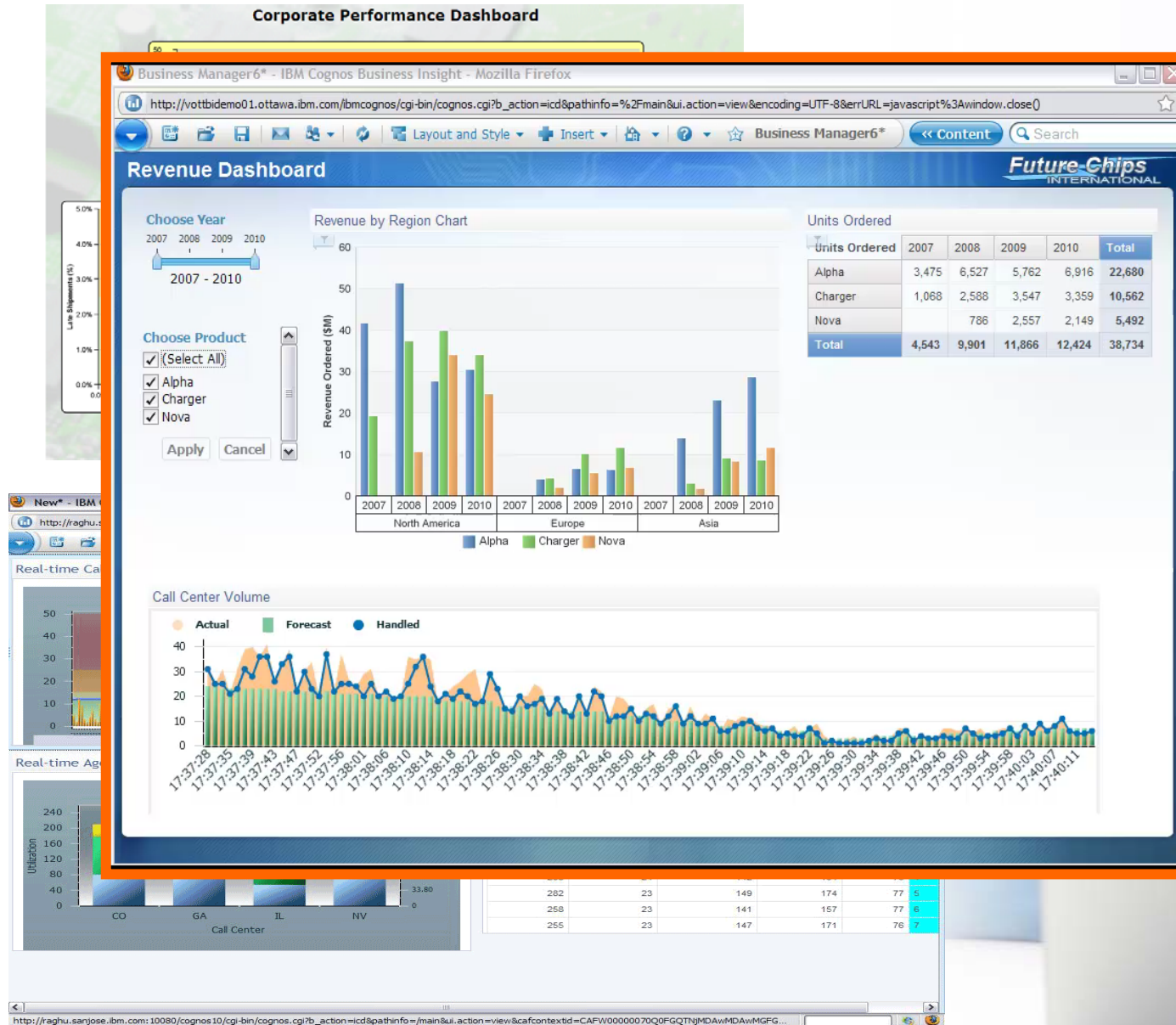
**User Dashboard Creation with Cognos 10**  
**David Stephenson**

# Agenda

- ***What is a Dashboard?***
- ***Dashboards Cognos 8 vs. Dashboards Cognos 10***
- ***Enhanced charting capabilities***
- ***Powerful Analysis direct from the dashboard***
- ***Demonstration:***
  - Assembling a Cognos 10 business dashboard***
  - Further analysis from the dashboard***
- ***Q&A***



# What is a Dashboard?



# Dashboards Cognos 8 vs. 10

Asia	\$48,589	4,642	14.0%	31.3%
Europe	\$32,314	2,201	26.7%	23.7%
America	\$124,892	9,098	21.3%	36.5%

## Cognos Cognos 8

- Report authored dashboards in Report Studio
- Portal Pages
- Go! Dashboard for self assembly



## Cognos Cognos 10

- Enhanced report authoring capability in Report Studio
- Portal Pages as before
- Cognos Business Insight
  - Self assembly based on existing content from many sources
  - Ease of access to Business Insight Advanced



# What was being said .....



## New Customers

- “I’d like a “*Web 2.0*” like experience”
- “How do I combine information together?”
- “I don’t want to rely on IT to create many one-off reports”

## Existing IBM Customers

- “I’d really like more interactivity within the Report Viewer”
- “How do I know where to start?”
- “I do not want a report author to dictate what my dashboard should look like!”

# What was needed .....

**MARKET INSIGHT DASHBOARD**

Filter by Product:  (Select All),  Alpha,  Charger,  Nova

Apply Cancel

Region	Revenue	Units	Market Share %	Target %	Progress
Asia	\$48,589	4,642	14.0%	31.3%	<div style="width: 45%;"></div>
Europe	\$32,314	2,201	26.7%	23.7%	<div style="width: 60%;"></div>
North America	\$124,892	9,098	21.3%	36.5%	<div style="width: 58%;"></div>

**Order Revenue Chart:** Line chart showing Order Revenue from 2010/Feb to 2010/Nov. The y-axis ranges from 0 to 8,000,000. Three lines represent different regions, with Asia showing the highest revenue.

**Market Revenue Chart:** Stacked bar chart showing Market Revenue from 2010/Feb to 2010/Oct. The y-axis ranges from 0 to \$300,000. The bars are stacked by region: North America (blue), Europe (orange), and Asia (green). A line chart shows Market Share % on the right y-axis (0.0% to 5.0%).

- Insight Dashboard
- ing Activities Report
- Marketing Results
- Marketing Results2
- iles Dashboard
- s Growth Scorecard
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XTR



# Introducing Business Insight

**MARKET INSIGHT DASHBOARD**

Filter by Product:  (Select All),  Alpha,  Charger,  Nova

Filter by Month: 2010/Apr - 2010/Sep

Quarterly Trend	Region	Order Revenue	Order Units	Win / Loss %	Inquiry Rate %	Order to Plan
	Asia	\$48,589	4,642	14.0%	31.3%	
	Europe	\$32,314	2,201	26.7%	23.7%	
	North America	\$124,892	9,098	21.3%	36.5%	

**SALES GROWTH BY SEGMENT**

Order Revenue vs Month (2010/Feb to 2010/Oct). Legend: High (Blue), Medium (Orange), Low (Green).

**MARKET SHARE BY REGION**

Market Revenue vs Market Share % vs Month (2010/Feb to 2010/Oct). Legend: North America (Blue), Europe (Orange), Asia (Green).

**NEW MARKET OPPORTUNITIES**

Region vs Opportunity Level (High, Medium, Low). Legend: High (Blue), Medium (Orange), Low (Green).

**MARKET TRENDS BY REGION**

Growth vs Market Share % vs Region. Legend: North America (High, Medium, Low), Europe (High, Medium, Low), Asia (High, Medium, Low).



# Introducing Business Insight

**Canvas**

**Content Store /  
Toolbox**

The screenshot displays the IBM Cognos 10 Business Insight interface. The main area is a 'Canvas' containing several data widgets. At the top, there is a 'Filter by Month' slider set to '2010/Apr - 2010/Sep' and a 'Filter by Product' section with checkboxes for '(Select All)', 'Alpha', 'Charger', and 'Nova'. Below the filters is a table with columns: Quarterly Trend, Region, Order Revenue, Order Units, Win / Loss %, Inquiry Rate %, and Order to Plan. The table shows data for Asia, Europe, and North America. Below the table are four widget panels: 'SALES GROWTH BY SEGMENT' (line chart), 'MARKET SHARE BY REGION' (stacked bar chart), 'NEW MARKET OPPORTUNITIES' (horizontal bar chart), and a bubble chart. A large red circle highlights the 'MARKET SHARE BY REGION' widget, with the word 'Widget' written inside it. On the right side, a 'Content Store / Toolbox' pane is visible, listing various content items like 'PME', 'Market Insight Dashboard', 'Marketing Activities Report', 'Monthly Marketing Results', 'Monthly Marketing Results2', 'QTD Sales Dashboard', 'Sales Growth Scorecard', 'Public Folders', 'Blackbox4', 'Dashboards', 'go\_capex\_contributor\_c10', 'Planning Sample', 'PME', 'Samples', 'STM', 'XTR', and 'Planning Sample (local, tm1 default security)'. The 'QTD Sales Dashboard' item is circled in red.

**Widget**





# Introducing Business Insight

**MARKET INSIGHT DASHBOARD**

Filter by Month: 2010/Apr - 2010/Sep

Filter by Product: (Select All), Alpha, Charger, Nova

Quarterly Trend	Region	Order Revenue	Order Units	14.0%	31.3%
	Asia	\$48,589	4,642		
	Europe	\$32,314	2,201	26.7%	23.7%
	North America	\$124,892	9,098	31.3%	36.5%

**REVENUE BY PRODUCT**

**MARKET SHARE BY REGION**

**MARKET TRENDS BY REGION**

**NEW MARKET OPPORTUNITIES**

**User Comments**

**On-demand Toolbar**



# Business Insight Key Benefits

- Quickly and easily create Dashboards
  - Pull together key reports (or pieces of reports) to share with the team without having IT create them
  - Arrange content in an intuitive, WYSIWYG interface

**Business Insight  
Assembly & Formatting**

- Interact with Information
  - Customise the look and feel of information by changing chart types, adding calculations & formatting the results
  - Analyse this information further in context with what I'm doing without needing to start from scratch

**Business Insight  
Interactivity & Analysis**

- Share and Collaborate key information
  - Add comments and assumptions to information to provide additional clarity for the rest of the team
  - Export results to share with others

**Business Insight  
Share & Collaborate**



# Why else is important for user Dashboards?

- **Visualisation and charting is at the heart of Dashboards**
  - Fundamental to the Dashboard agenda
  - Understand and identify trends/outliers in large amounts of data
  - Technology / market trends have put an increased importance on this area
- **What customers told us about existing charting**
  - OK visual appeal
  - Hard to build a REALLY visually appealing dashboard
  - Time intensive to format (background images, palettes, sizes, etc.)
- **Introducing a New Charting Engine in C10**
  - Greater visual appeal and tremendous functionality
  - Can be authored in Report Studio as well for Dashboard self service



# Enhanced Charting Capabilities

The image displays the IBM Cognos 10 charting capabilities menu. The menu is organized into a vertical list on the left and a grid of chart thumbnails on the right. The vertical list includes:

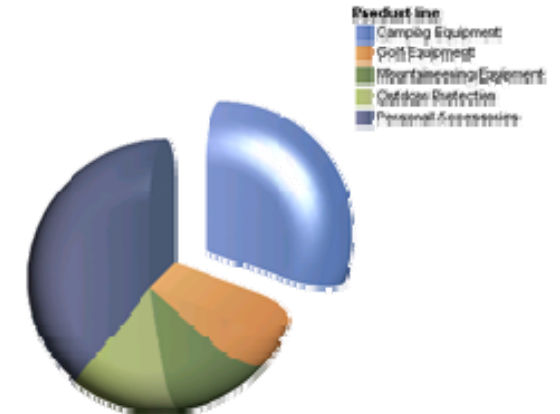
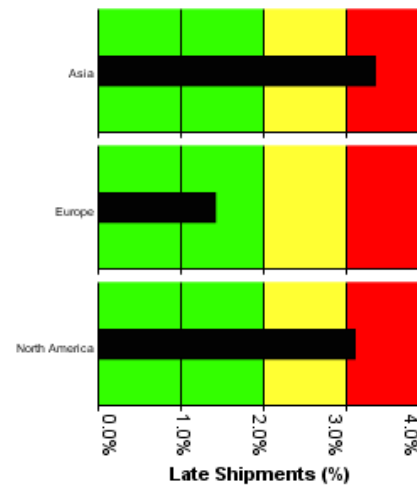
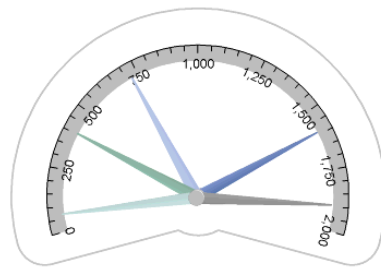
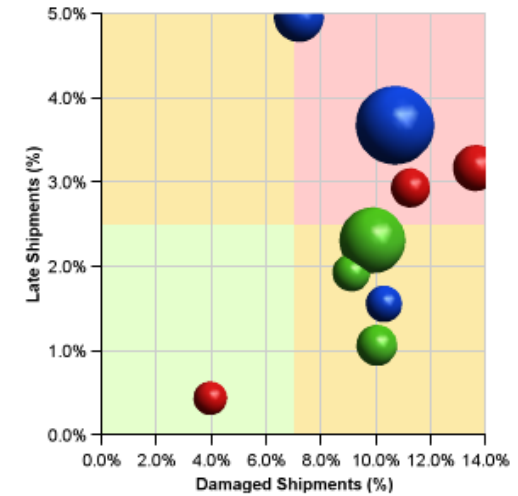
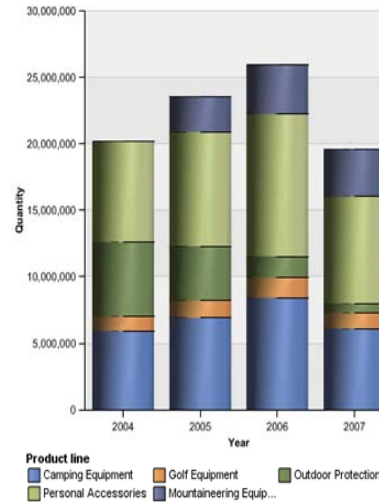
- Column
- Line
- Pie, Donut
- Bar
- Area
- Point
- Combination
- Scatter, Bubble
- Bullet
- Gauge
- Pareto
- Progressive
- Microchart
- Advanced

The grid of chart thumbnails shows various chart types and styles, including:

- Column: Standard bar charts with different colors and styles.
- Pie, Donut: Pie charts and donut charts with various colors and styles.
- Gauge: Gauge charts with different needle positions and colors.
- Pareto: Pareto charts showing cumulative distribution.
- Progressive: Progressive bar charts showing growth over time.
- Microchart: Small line charts for quick data comparison.
- Line: Line charts with different markers and colors.
- Bullet: Bullet charts showing progress against a target.

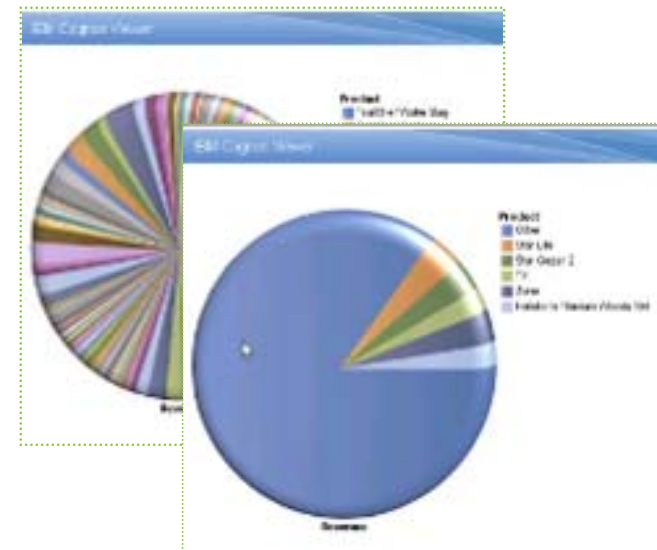
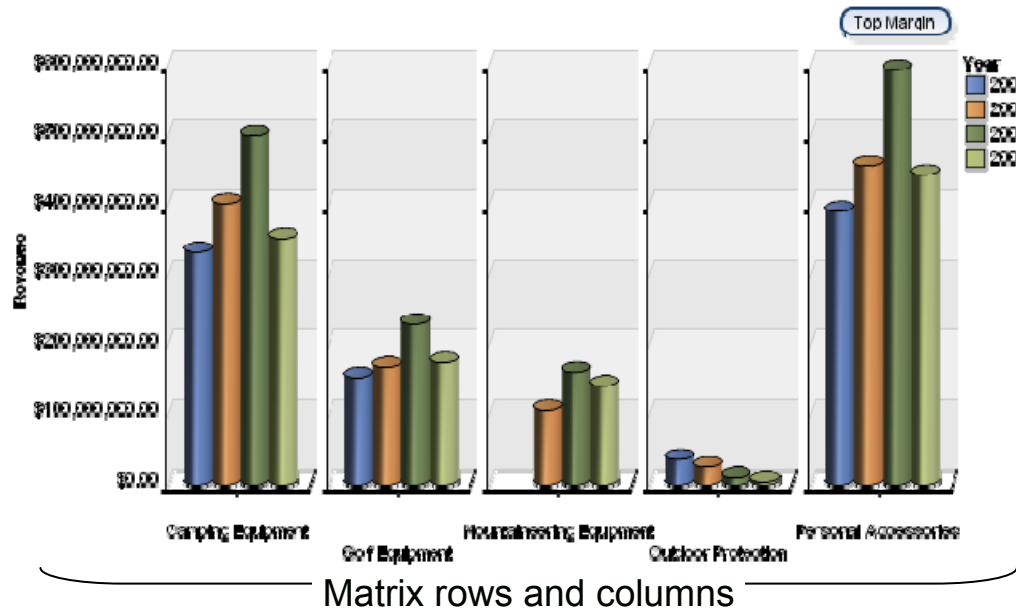
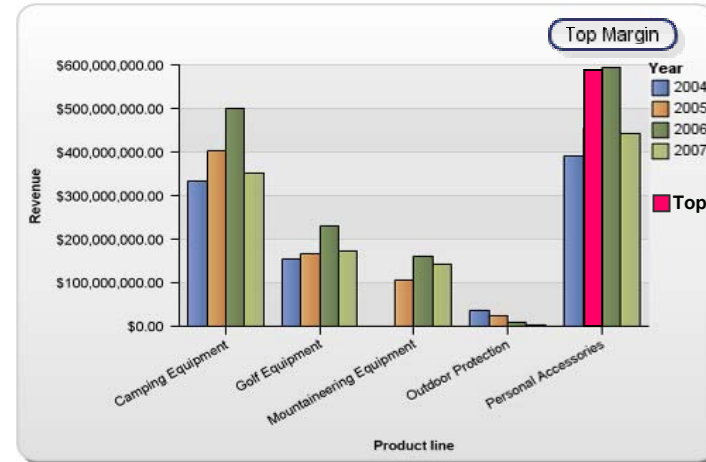
# New Charting Options

- Over 60 new starting points - chart variations
- 3-D appearance
- Enhanced Pie/Donut Charts
- New Bullet chart
  - (actual vs. target)
- Enhanced Chart Styles (Palettes: colours, fills, images, drop shadows etc)



# New Charting Options

- Conditional formatting items in legend
- Summarise small items
- Chart Matrix layout control
- Trend lines in bar/column charts



# Powerful Analysis directly from the Dashboard

The screenshot displays a dashboard with a pivot table and a pie chart. A callout box labeled "Do More..." points to a gear icon in the top right corner of the dashboard area.

**Revenue Data (Pivot Table):**

Revenue	2006	2005	2007	2004
Sleeping Bags	98,164,939.40	77,038,477.82	68,730,008.17	65,239,462.96
Navigation	62,330,073.61	43,724,569.80	49,837,487.52	51,598,510.99

**My BIA Report**

**Revenue Data Table:**

Revenue	2004	2005	2006	2007	Years
Sleeping Bags	65,239,462.96	77,038,477.82	98,164,939.40	68,730,008.17	309,172,888.35
Navigation	51,598,510.99	43,724,569.80	62,330,073.61	49,837,487.52	207,490,641.92
Knives	36,374,634.09	33,164,183.25	47,704,144.36	36,177,477.89	153,420,439.59
Cooking Gear	59,761,536.50	70,843,132.06	83,917,515.27	58,313,800.35	272,835,984.18
Woods	59,385,760.82	70,714,826.13	102,232,008.39	81,565,819.31	313,898,414.65

**Gross profit Pie Chart:**

**Sales regions:**

- Americas
- Asia Pacific
- Central Europe
- Northern Europe
- Southern Europe

# IBM Cognos Business Insight Advanced

## What is Business Insight Advanced?

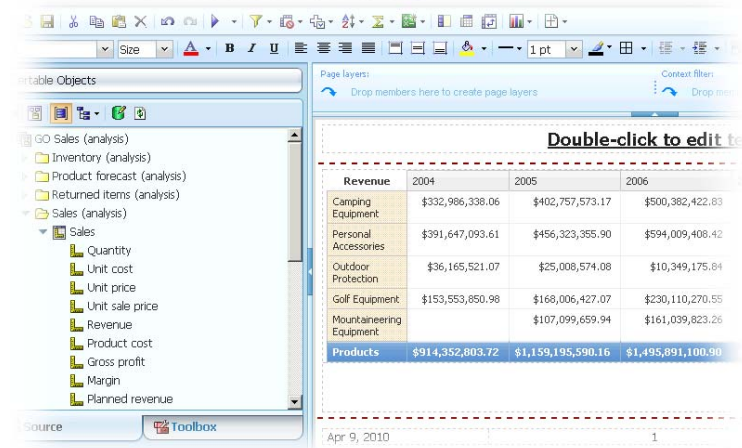
- New Ad-Hoc Query and Analysis interface for business users
- Provides a consistent, simplified, and rich interface for self-service reporting and analysis

## Key Capabilities

- Single intuitive interface for Ad-Hoc Query and Analysis
- Flexibility for presentation options
- Single report definition for integration with Report Studio

## Benefits

- Improve business agility by focused end user interaction
- Greater user satisfaction through improved self-service
- Lower IT costs by offloading information requests / build requests from end users



Revenue	2004	2005	2006
Camping Equipment	\$332,986,338.06	\$402,757,573.17	\$500,382,422.83
Personal Accessories	\$391,647,093.61	\$456,323,355.90	\$594,009,408.42
Outdoor Protection	\$36,165,521.07	\$25,008,574.08	\$10,349,175.84
Golf Equipment	\$153,553,850.98	\$168,006,427.07	\$230,110,270.55
Mountaineering Equipment		\$107,099,659.94	\$161,039,823.26
<b>Products</b>	<b>\$914,352,803.72</b>	<b>\$1,159,195,590.16</b>	<b>\$1,495,891,100.90</b>



# General Appearance – Business Insight Advanced

Toolbar

Analysis Options

The screenshot displays the IBM Cognos Business Insight Advanced interface. At the top is a menu bar with options: Edit, View, Structure, Data, Style, Run, Tools. Below the menu bar is a toolbar with various icons for editing and analysis. On the left side, there is a 'Toolbox' panel with categories like Text, Block, Table, Query Calculation, Intersection (Tuple), Image, Crosstab Space, List, Crosstab, Chart, Hyperlink, and Date. Below the toolbox are 'Properties' panels for 'Block' and 'Crosstab Node Member'. In the center, there is a 'Table' view showing a data table with columns for Revenue and years 2004-2007. A 'Properties - Combination Chart' dialog box is open over the table, showing 'Chart Orientation' (Vertical selected), 'Depth' (0), 'Tooltips' (Absolute), and 'Matrix rows and columns'. On the right side, there is an 'Analysis Options' panel with a list of actions: Drill Down, Drill Up, Exclude Members, Move Members, Top or Bottom, Expand Member, Collapse Member, Edit Set..., Calculate, Style, Show Data Item Label, Show Text..., Show Empty Cell, Select Member Fact Cells, Select Fact Cells, Cut, Copy, Paste, Delete, and Show Properties.

Revenue	2004	2005	2006	2007
Camping Equipment	\$332,986,338.06	\$402,757,573.17	\$500,382,422.83	\$352,...
Personal Accessories	\$391,647,093.61	\$456,323,355.90	\$594,009,408.42	\$443,...
Outdoor Protection	\$36,165,521.07	\$25,008,574.08	\$10,349,175.84	\$4,...
Golf Equipment	\$153,553,850.98	\$168,006,427.07	\$230,110,270.55	\$174,...
Mountaineering		\$107,099,659.94	\$161,039,823.26	\$141,...

Toolbox

Properties



# Business Drivers for Business Insight Advanced

*Business Analysts and Specialists are looking to...*

- **Quickly and easily create new ad-hoc queries**

- Easy & intuitive drag-&-drop interface for ad-hoc queries

**Self-Service Ad-Hoc  
Queries**

- **Perform additional analysis and data exploration**

- Analyse data (calculations, drill, filter, pivot, top/bottom count, etc.) from same interface

**Integrated Data  
Exploration & Analysis**

- **More flexibility for format, layout, and distribution**

- Multiple queries and objects, more flexibility with charts and lists/crosstabs, improved formatting and layouts

**Multiple Objects/  
Queries and Improved  
Format/Layout**

- **Integration with Report Studio**

- Leverage other resources, like report writers, to augment and enhance ad-hoc reports and analysis

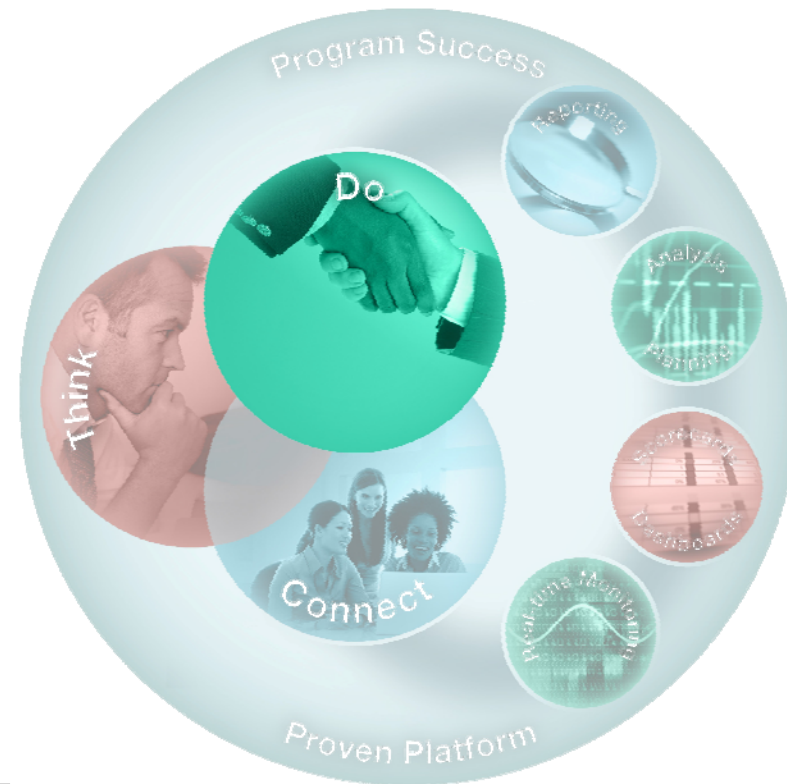
**Single Report  
Definition**



Simply **Think**

**Build an end user dashboard**

**Perform further analysis**



# Demonstration

# Summary – what to take away .....

- **Quickly and easily create new ad-hoc queries**

- Easy & intuitive drag-&-drop interface for ad-hoc queries

**Business Insight  
Assembly & Formatting**

- **Perform additional analysis and data exploration**

- Analyse data (calculations, drill, filter, pivot, top/bottom count, etc.) from same interface

**Business Insight  
Interactivity & Analysis**

- **More flexibility for format, layout, and distribution**

- Multiple queries and objects, more flexibility with charts and lists/crosstabs, improved formatting and layouts

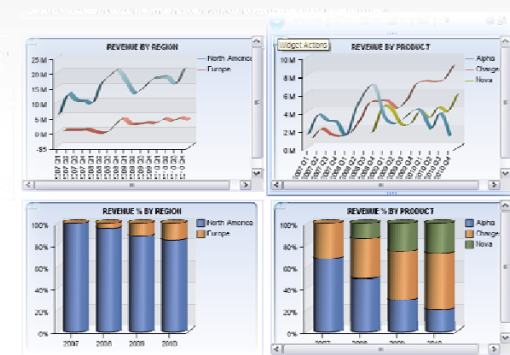
**Business Insight  
Share & Collaborate**

- **Seamless navigation to query and analysis**

- Move easily to a single environment for more powerful analysis, query and formatting

**Business Insight  
Advanced  
Analyse and Query**





# Thank You