



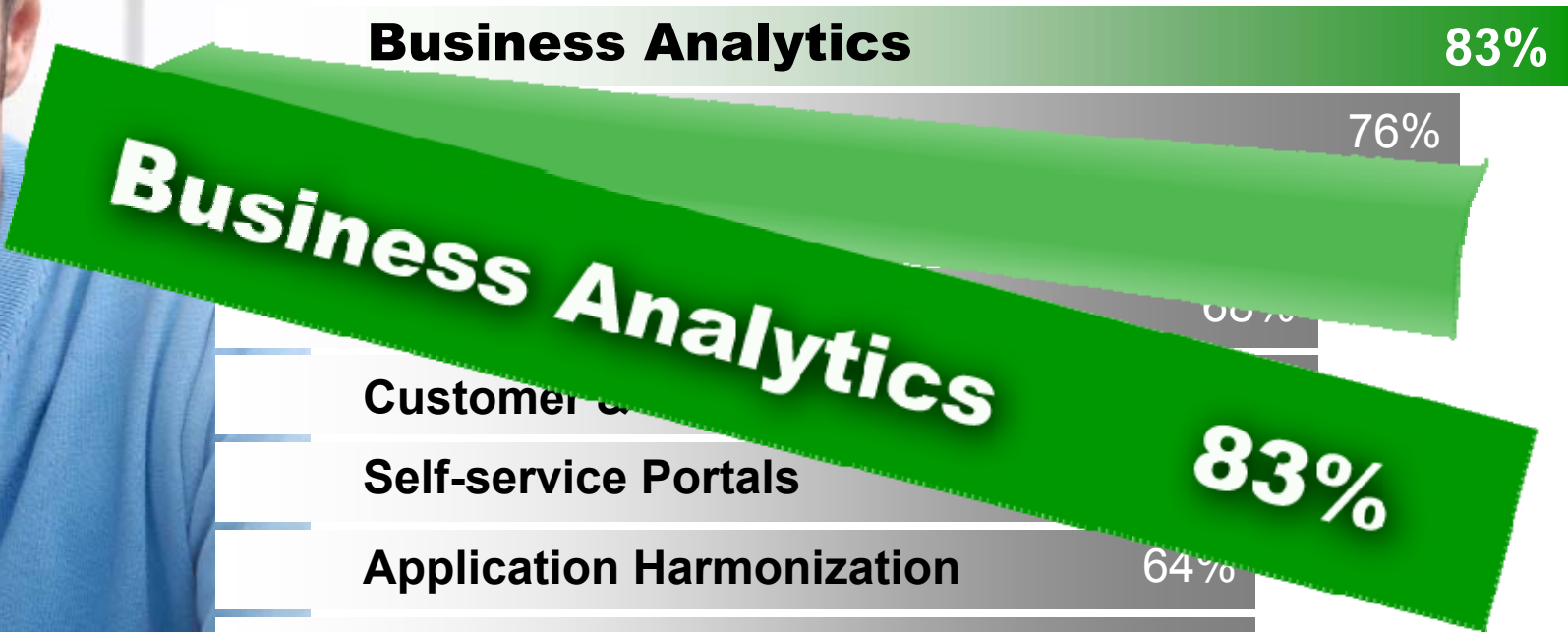
IBM Cognos Business Insight: Redefining Business Intelligence

Ian Grange & Mark Fry

November 16th 2010



#1 concern



Source: IBM Global CIO Study 2009, n = 2345,



Becoming an analytics-driven organization



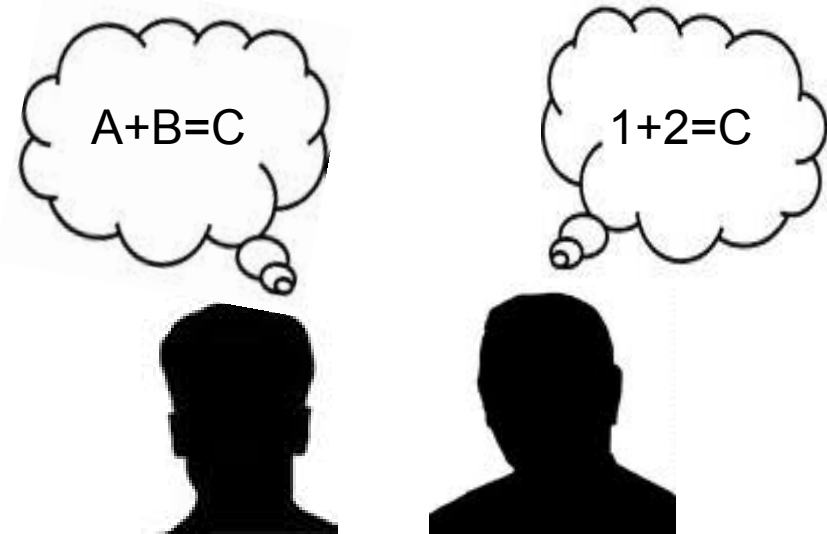
**Analytics-driven organizations have insight
to.....**



Analytics everyone can use

Successful BI solutions need to:

- Adapt to the way people work
- Encourage natural thought process
- Be simple, yet so powerful and fun anyone can use it



Picture all employees having access to information to support their daily decisions and actions, with tools that work in the ways they need them to.

Source: 2009 Successful BI Survey
Best Practices in business intelligence for greater business impact
By Cindi Howson

To provide perspective to understand and anticipate trends



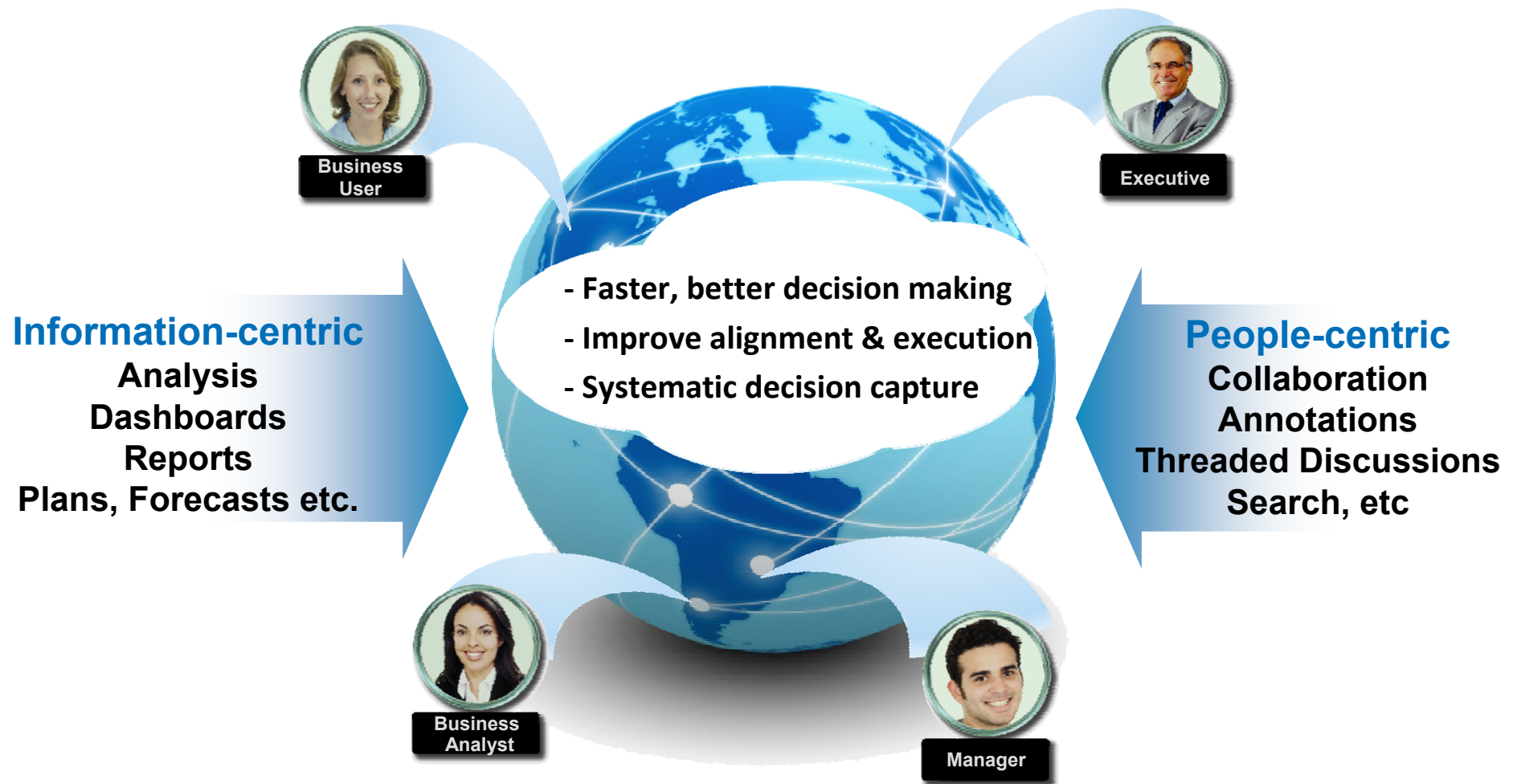
Cognos 10 delivers a Unified BI workspace giving individuals the freedom to see more and do more

- **Easily view, assemble and personalize information to follow a train of thought and generate unique perspectives**
- **Explore all types of information from all angles to assess the current business situation**
- **Analyse facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis**
- **Use Active Reports to provide offline interactive dashboard capabilities**

**Sharpen individual skills
to improve business outcomes.**



Align information and the decision process



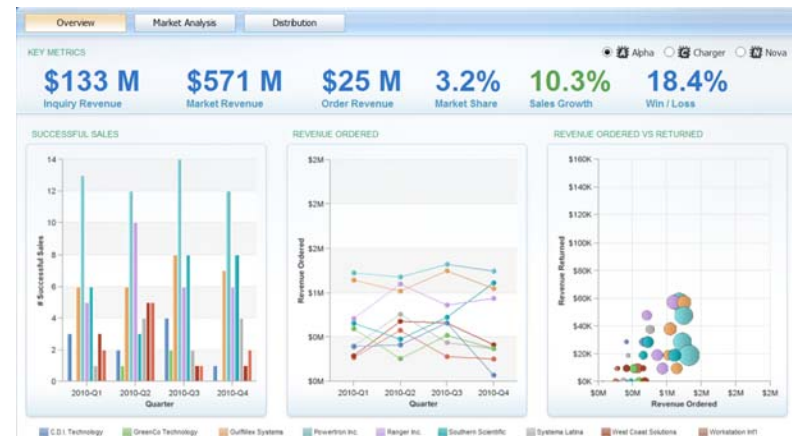
IBM Cognos Active Reports

Offline interactive Dashboard, delivering very fast, self contained BI to reach a wider audience

Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.

Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, easy consumption
- Performance



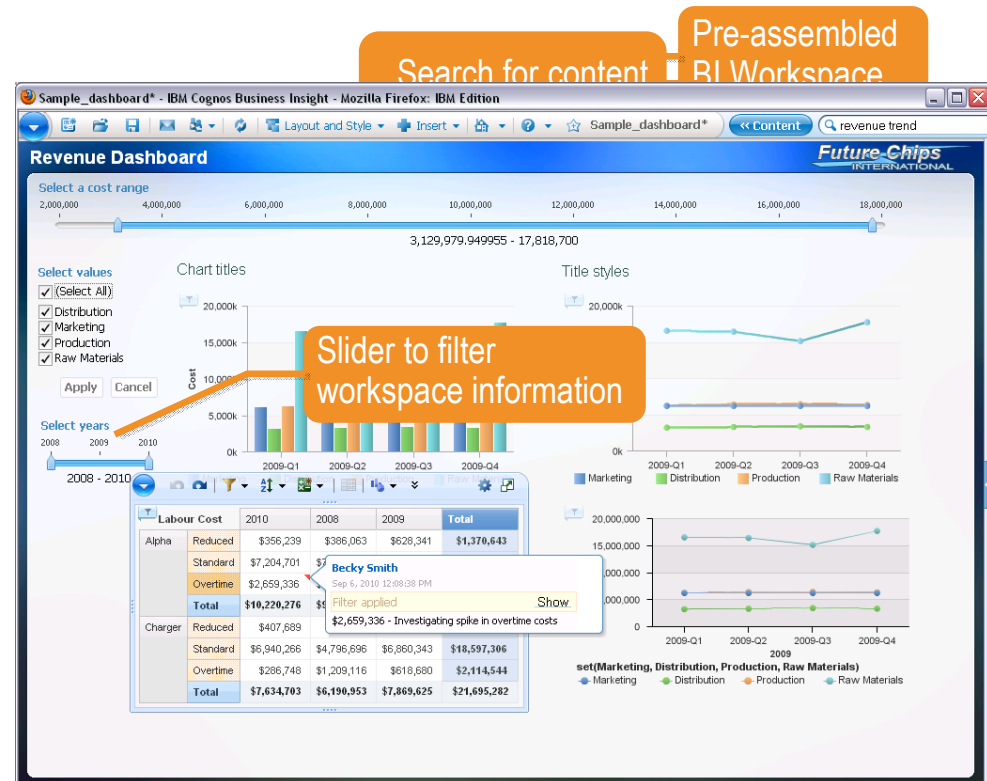
IBM Cognos Business Insight

A unified BI workspace to support the way you work

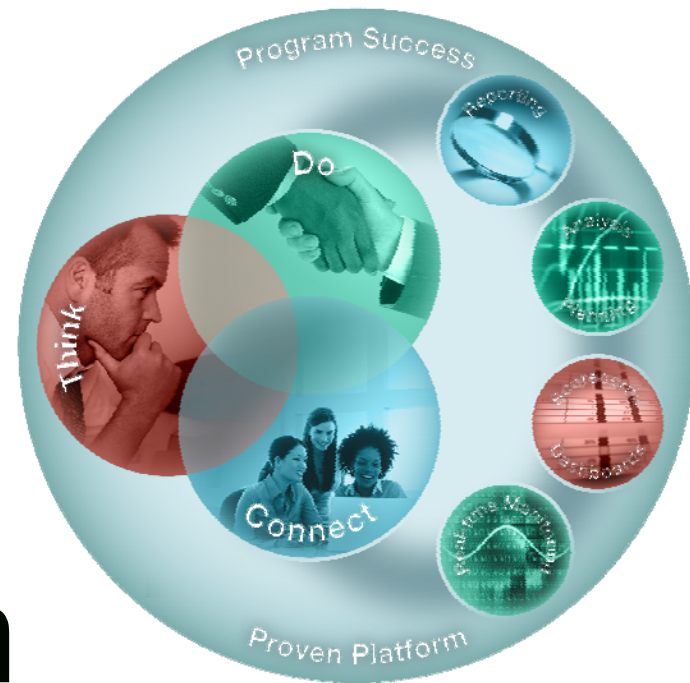
Intuitive and easy to use...

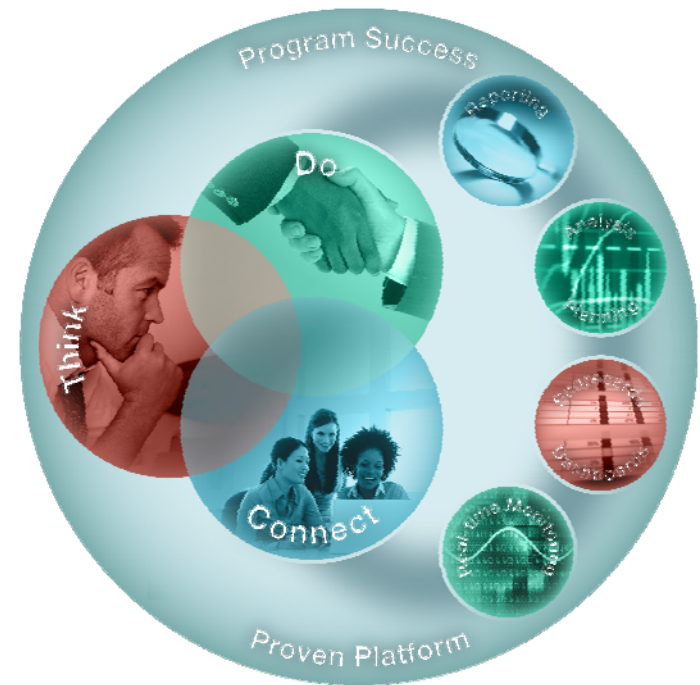
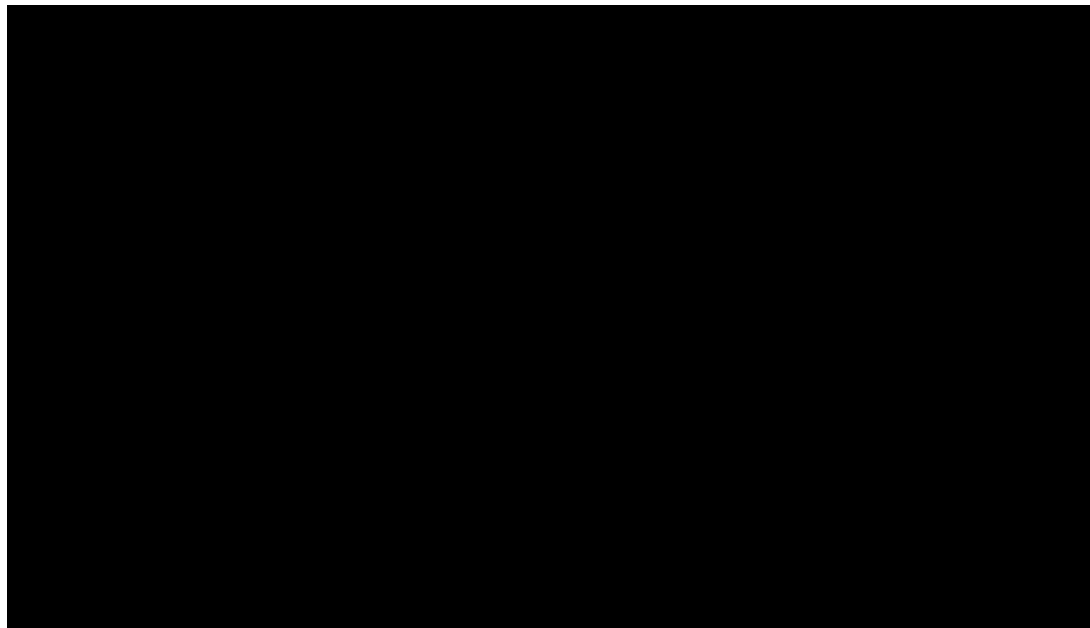
Solution Highlights

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



Demonstration





Q & A





Thank You