IBM Cognos Analytics—Designed for me, built for us

Empowering business by infusing intelligence across the enterprise

IBM

Business intelligence: The basis of competitive advantage

Business intelligence (BI) continues to be a top CIO priority, and the reason is obvious: Analytics can pay huge dividends.

- The average returns from analytics have been increasing, reaching $13.01 for every dollar spent in 2014 from just $10.66 in 2011.[1]

Empower decision-makers with timely insights

More than ever, business groups turn to analytics to drive results and accelerate outcomes. You need a platform that can deliver:

- **Agility:**
  Empower users with analytics to act quickly and independently

- **Confidence:**
  Enable users to work with various data sources without compromising governance

- **Performance:**
  Drive smarter business decisions and improve results

Deliver the self-service the business wants with the control you expect

IBM® Cognos® Analytics is a platform that delivers the agility, confidence and performance you need to become a catalyst for an analytics-based culture:

- Access to governed and external data for business users to create timely content

- One integrated analytics platform connects all departments

- Unlimited scalability lets your analytics system grow with you

Agility: Create a more nimble, responsive organization

Deliver powerful self-service capabilities, enabling users to:

- Have analytics at their fingertips—when and where they need them
- Personalize interactive content to meet the unique needs of individuals
- Create drag-and-drop dashboards quickly using desktops or mobile devices

Confidence: Connect people and data with assurance

Users can easily access, share and reuse content while IT maintains governance and control.

- Allow access to personal and managed data without compromising governance

- Ensure data integrity regardless of deployment model

- Capture and combine different types of data into reusable data modules

Performance: Amplify value

Powerful analytic capabilities help improve business decisions and outcomes.

- Take relevant findings and distribute and share them across the department, business or entire ecosystem

- Build upon the insights of others by adding new data and analysis

- Operationalize insights by driving them into your business processes and everyday actions

Deliver a personal approach to BI

With intelligent, intuitive self-service, users can:

- Naturally progress along a graduated spectrum of BI capabilities

- Easily create or customize dashboards and reports

- Access and work with data sources on premises or on cloud

Manage users, teams and departments

Infuse analytics across business functions and streamline administration.

■ **Control access:**
Enable access to functionality based on user roles or needs
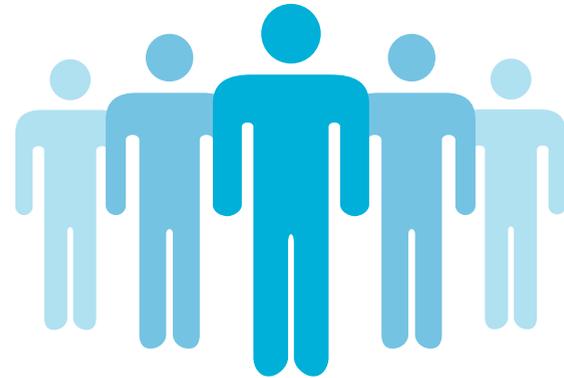
■ **Empower departments:**
Allow teams to manage their own users and data connections

■ **Centralize management:**
Consolidate disparate BI tools into a single, unified environment

Optimize IT resources and improve efficiency
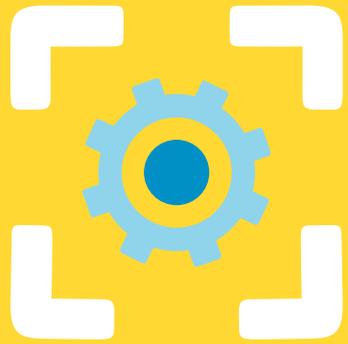
One environment for teams, departments and large enterprises means no time-consuming and costly migrations in your future.

- Reduce IT backlogs with guided data modeling, dashboard and report creation

- Expose functionality in context to improve productivity

- Roll out new user groups with minimal effort

Reignite the role of IT

Make analytics the key to your business strategy.

- Increase user analytic skills while reducing training requirements

- Eliminate role boundaries

- Drive smarter business decisions

Drive intelligence deep into the enterprise

Analytics is no longer the domain of the few but the many.

- Put BI in the hands of everyone who needs it regardless of skill or experience
- Give users a consistent web-based experience across devices
- Expand your organization's collective intelligence

Learn more about IBM Cognos Analytics

ibm.biz/cognosanalytics

[1] Nucleus Research, "Analytics Pays Back $13.01 for Every Dollar Spent," September, 2014.

IBM