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Cognos Software

Driving Broader BI Adoption with **Better Dashboard Solutions**

Watch these demos and see why IBM Cognos 8 BI dashboards help more users embrace business intelligence.

Little,

For the average business user, "business intelligence" (BI) is about one thing: dashboards. That's the way many of your users want to interact with the information they need to do their jobs. And the lack of dashboards that are easy for them to use and customize is a primary obstacle to the broad user adoption that will deliver the ROI you want from your BI investment.

[Watch these brief demos](#) for a glimpse into the power and simplicity of IBM Cognos 8 BI dashboards. You'll see they can draw on all the right data and are flexible enough to present that data in ways that are instantly understandable to all types of users.

You'll also see advanced capabilities, including predictive analytics, to support sophisticated, forward-looking decision-making such as:

- The use of historical, predictive and geospatial analysis to deliver shift-by-shift intelligence that can target and prevent crime, and enhance public safety in a policing scenario.
- Uncovering strong cross-selling opportunities, and



Dashboard Demos

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optimal store layout, through analytic tools that explain what drives individual purchase decisions in a retail setting.

- Tailoring products and services, branch by branch, based on a deep understanding of key customer segments at each of a bank's locations.

[Download and watch these dashboard demos today.](#)

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