Dashboarding capabilities for all users with IBM Cognos Business Intelligence

Highlights

- Assemble and personalize dashboard views to support individual decision-making styles.

- Leverage information from all time horizons, past, present and future, for a complete view of the business.

- Make dashboards portable to support decisions where and when they need to be made.
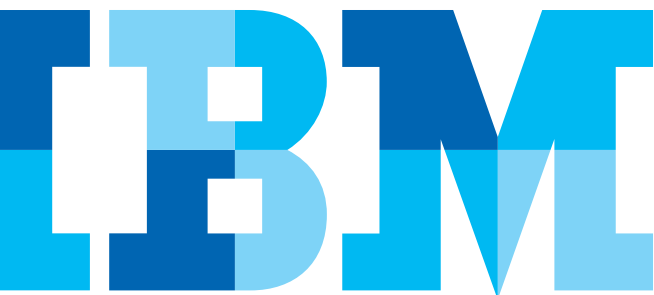
- Move from insight to action.

Your company has a wide range of dashboarding requirements. Executive, business and IT users all bring different challenges – they think differently, they work differently and they want to see information from different perspectives. In order to be truly effective, dashboards need to provide the right level of information in a format that makes sense to the user. They also need the flexibility to personalize it and access it when and where business decisions need to be made without having to wait for IT to make the necessary changes.

IBM Cognos® Dashboarding capabilities enable every user to consume the information they need, from their perspective, in their desired format.

Executives are able to get an at-a-glance view of how their organization is performing, then quickly drill down to an appropriate level of detail, which will help them make fast, effective decisions. Business users are able to assemble information into a view that makes sense for them with the flexibility to conduct deeper analysis to drive their decisions. IT administrators can enable an environment where trusted content can be authored once and accessed anywhere. This maximizes efficiency for IT and empowers the business.

With IBM Cognos software users get a full view of all data from all time horizons for improved decision-making. This includes access to Real-time Monitoring for comparing dashboard views with up-to-date, actionable intelligence. Also, users can bring in predictive models with IBM SPSS to provide views of predictive modeling to analyze past performance at a detailed level to more effectively plan future strategies and tactics. Dashboards can also include content from IBM Cognos TM1 for scenario planning.
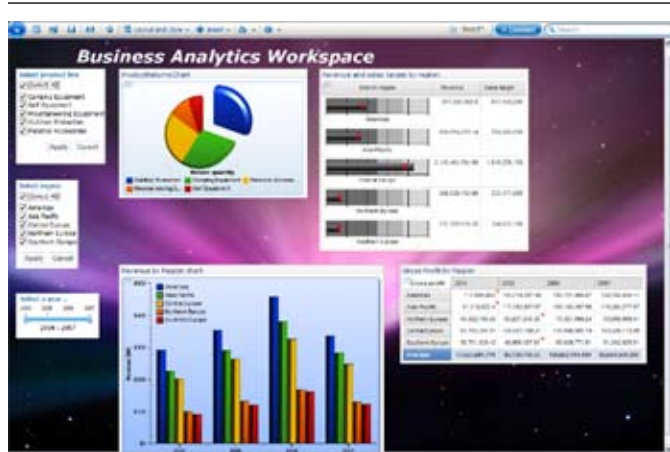
Users can interact with the information through a graduated interface including the ability to personalize their views, slice and dice and collaborate. Mobile decision-makers can access their dashboards when and where decisions need to be made; including on their mobile devices and in Microsoft® Office applications-Interactive dashboards can also be authored for disconnected access and broad distribution.

Personalized and interactive dashboard capabilities

Limitless BI Workspace

- Analyze and share – View, interact with and analyze the result set, and share the results to follow a train of thought and generate a unique perspective around information.
- Assemble and format – Drag-and-drop trusted content (BI, TM1, RTM, Metric Studio-and PowerPlay), filters, and other content (RSS, HTML, text, and images). Modify and arrange layout, add colors and text, add comments-and personalize widgets.
- Interact and analyze – Change display, add calculations, filter/prompt, drill up/down-and sort data and seamlessly move to Business Insight Advanced for additional analysis.
- Share and collaborate – Dashboards are consumable by others, dashboard objects can be shared and distributed-and integrated with Lotus Connections.

Assemble, personalize and interact with dashboard content using the limitless BI workspace of IBM Cognos Business Insight.

By leveraging the IBM Cognos Platform, including report structures, security and metadata, executives and business users are able to access dashboard content regardless of language or location. Users are provided with an interactive dashboard experience for a deeper understanding and improved decision-making where, when and how it is required.

- Add, view and interact with and refresh dashboard content within Microsoft Office applications.
- View and interact with dashboards on the BlackBerry, iPhone, iPad, Windows Mobile or Symbian mobile devices.
- Schedule, burst and distribute professionally authored dashboard content to a broad audience of consumers who need disconnected access to their dashboards.

**IBM Cognos 10: Intelligence Unleashed
Smarter Decisions. Better Results.**
Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics** that everyone can use in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight** everywhere in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

Distribute professionally authored dashboard content with IBM Cognos Active Report -- fully interactive, without being connected.

Securely access dashboard content on your iPhone, iPad, BlackBerry and more with IBM Cognos Mobile.

Conclusion

IBM Cognos software provides dashboard capabilities that allow any user to access, interact and personalize content in a way that supports the way they make decisions. Secure access to information from all time horizons including BI, Real Time Monitoring, SPSS and TM1 means that users can quickly move from insight to action. Finally, users benefit from the power of their dashboard content accessing that trusted information, from their perspective, in their desired format.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

For more information

For further information or to reach a representative: **ibm.com/** cognos

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Business Analytics software