

IBM Software

Business Analytics **Forum** 2010

See The Future Of Decision Making

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Advanced IBM Cognos 8 BI v8.4.1 Dashboarding Techniques

Anna Sum
IBM Cognos



IBM Cognos 10: The Evolving World of Information Access for Business Users



- **ABSTRACT:** *The ability to deliver compelling dashboards is critical as organizations begin to engage more business users. In this session you will learn advanced techniques for creating dashboards with IBM Cognos Report Studio and IBM Cognos 8 Cognos Connection.*





Agenda

- Business Challenges
- Enabling Business Users
- Key Dashboarding Solutions
- Demos
- Wrap up

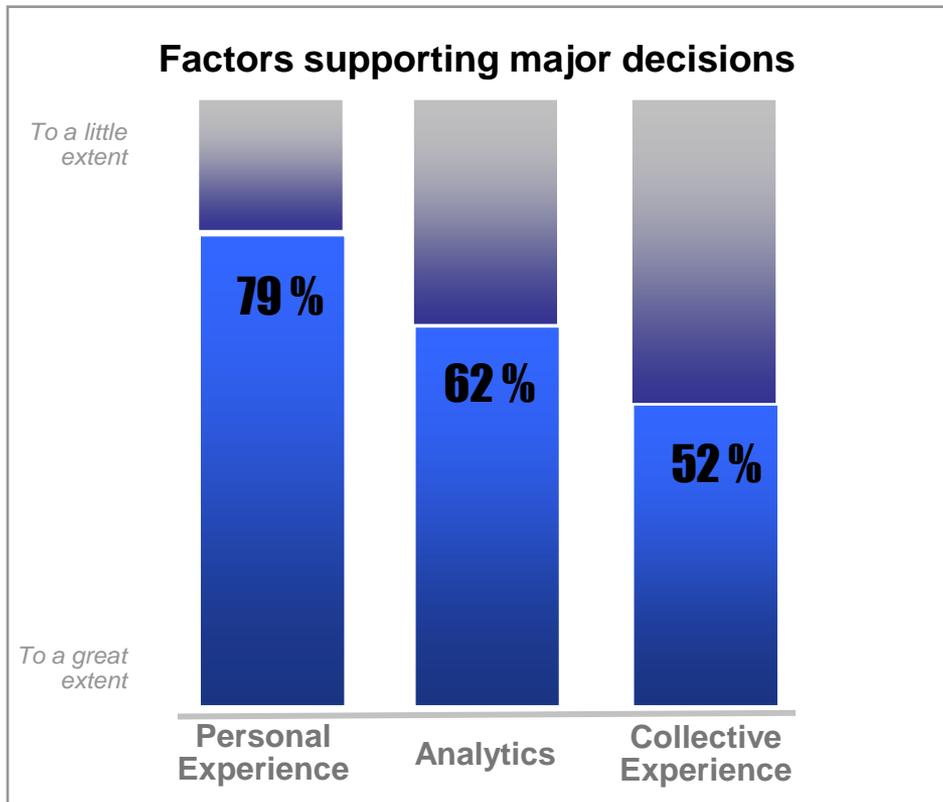




Organizations are operating with blind spots

1 in 3 business leaders frequently make critical decisions without the information they need

53% don't have access to the information across their organization needed to do their jobs



- **Limited ability to get the right information for consumption by executives or field personnel**
- **Inaccurate reporting due to siloed data**
- **The current IT-centric service model is too costly, too inefficient, and can't scale**
- **Limited adoption and use across the entire organization**

Source: *Business Analytics and Optimization for the Intelligent Enterprise*, April 2009. <http://www-935.ibm.com/services/us/gbs/bus/pdf/gbe03211-usen-00.pdf>



The Business Intelligence Objective



Everyone in an organization needs business intelligence to ensure they are more informed, engaged, and aligned to drive higher performance



Each user requires different levels of interaction and different types of information



EXECUTIVE

At-a-glance view of operational and financial performance



BUSINESS MANAGER

Fast access to relevant information to make better operational decisions



FINANCIAL & BUSINESS ANALYST

Freedom to explore and analyze data from multiple sources

CUSTOMER & PARTNERS

Secure access to relevant information over the web with no training



CASUAL USERS

Receive scheduled, personalized content and subscribe to most relevant to their role

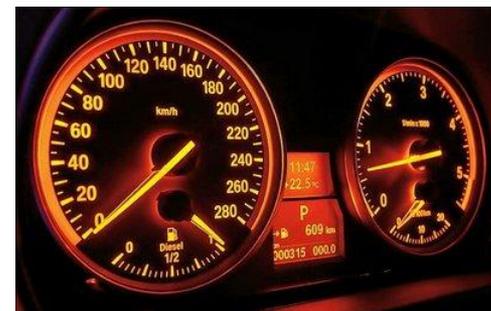




What is a dashboard?

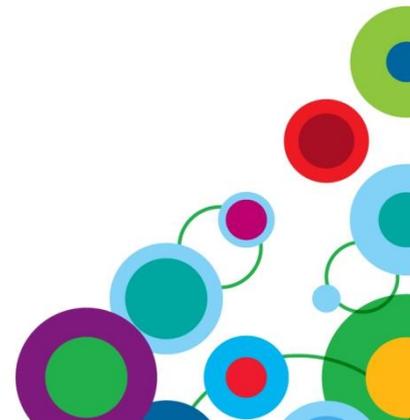
- A **Dashboard** is a...
 - A 'window' into the performance of their business
 - First line of defense in these 'turbulent times'
- IBM Cognos delivers ...
 - Different styles of dashboards to suit different users
 - Dashboards built on trusted data assets
 - Easy to maintain and flexible to deliver

Dash-board (*dash-bawrd, noun*)
1. (in an automobile or similar vehicle) a panel beneath the front window having various gauges and accessories for the use of the driver; instrument panel. 2. a board or panel at the front of an open carriage or the like to protect the occupants from mud or dirt cast up by the hoofs of the animals drawing the vehicle.



Demos

- Portal Pages
- Report Studio 'best practices'





Demo 1: Portal Pages

Using **Portal Pages** to create dashboards allows you to:

- Mix several Cognos content in one page/dashboard
 - Reports, scorecards, custom portlets,
- Integrate multiple pages into one dashboard
 - Multi-page dashboards
- Configure Interaction between portlets/reports
 - Channels
- Publish dashboards to multiple users
 - URL, Cognos Connection, 3rd-party portals, ...
- Not worry about security
 - Users only see what they are allowed

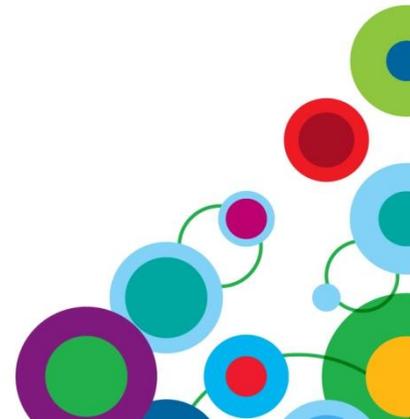




Demo 2: Report Studio

Using **Report Studio** to create visually attractive reports:

- How to create visually compelling reports
 - Applying generated background images
 - Proper color application
- Get a report ready for 'Author once consume anywhere'
 - Micro charts
 - Report Studio → Portal Pages





Learn More About Cognos 10



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Smarter Decisions. Better Results.

Join us October 25 for the worldwide launch.

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Local Cognos 10 Launch Events

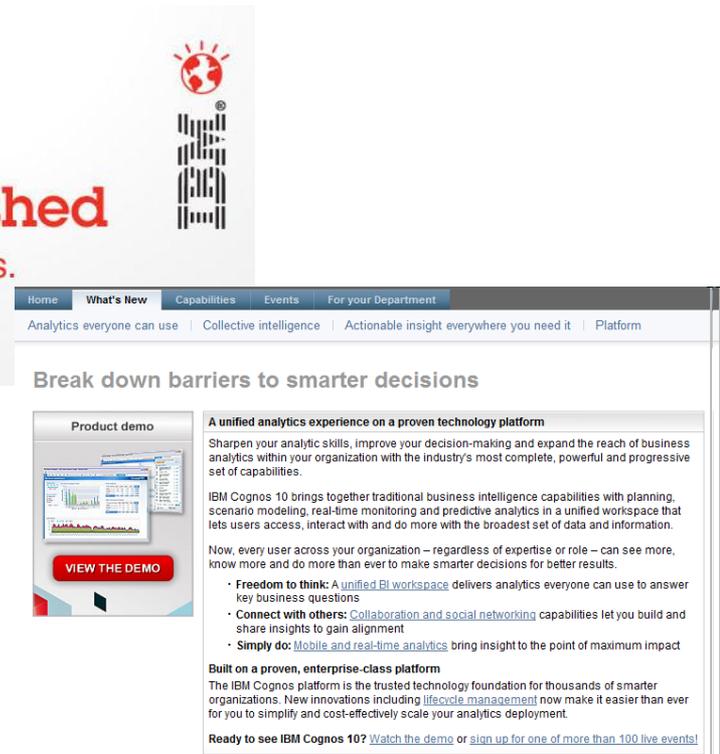
www.ibm.com/cognos/roadshow



#cognos10
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IBM Cognos Software



The screenshot shows the IBM Cognos 10 Launch Website. At the top, there is a navigation bar with links for Home, What's New, Capabilities, Events, and For your Department. Below the navigation bar, there are several sections:

- Analytics everyone can use** | **Collective intelligence** | **Actionable insight everywhere you need it** | **Platform**
- Break down barriers to smarter decisions**
- Product demo**: A section with a video player showing a dashboard and a red button that says "VIEW THE DEMO".
- A unified analytics experience on a proven technology platform**: A section with text describing the platform's capabilities and benefits.
- Built on a proven, enterprise-class platform**: A section with text describing the platform's foundation and innovations.

Cognos 10 Launch Website

www.ibm.com/cognos/cognos10/





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