

Introducing

IBM Watson
Analytics



IBM Cognos Analytics
Designed for me, built for us



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Product & Technology Expert Team - Europe

Expectations from technology have never been higher

Our work and personal lives have blurred



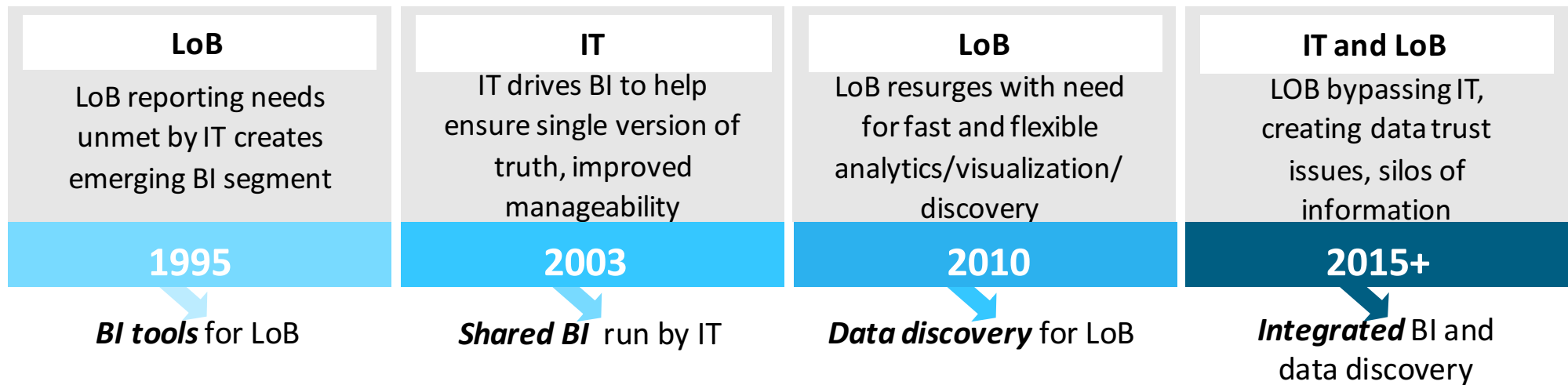
It's an "always-on" world



A Do-It-Yourself mentality now prevails



BI has been alternatively driven by line of business (LoB) and IT for decades



Gartner prediction: Through 2016, less than of self-service business intelligence initiatives will be governed sufficiently to prevent inconsistencies that adversely affect the business.

10%

TODAY'S Reality



Silos compromise
analytic maturity and
performance

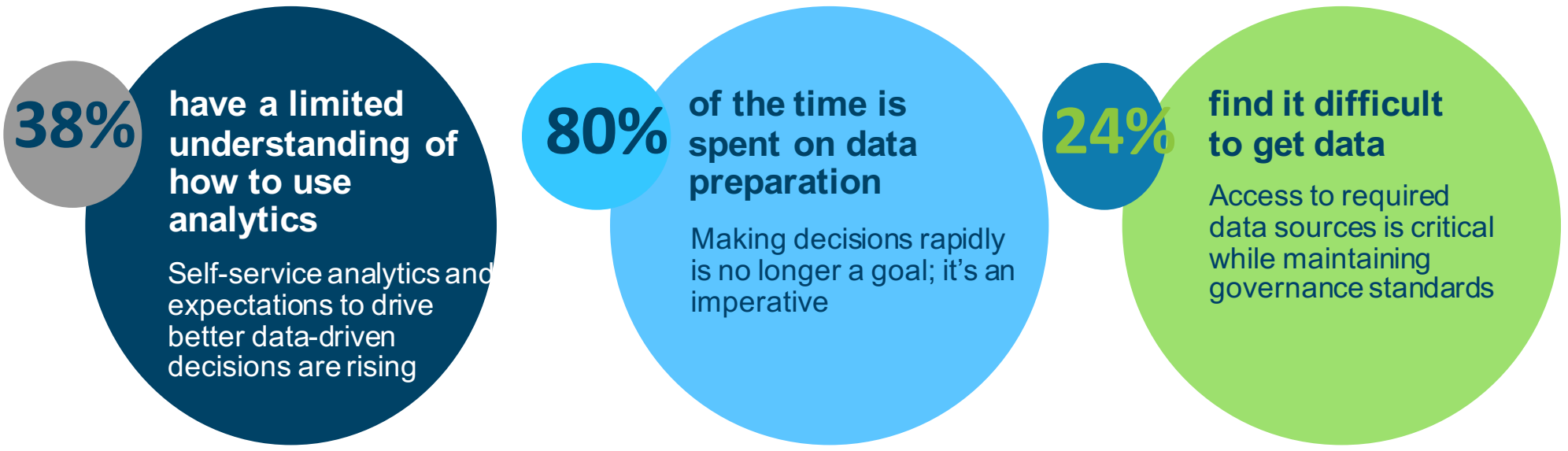


Growing demand for
agile analytics

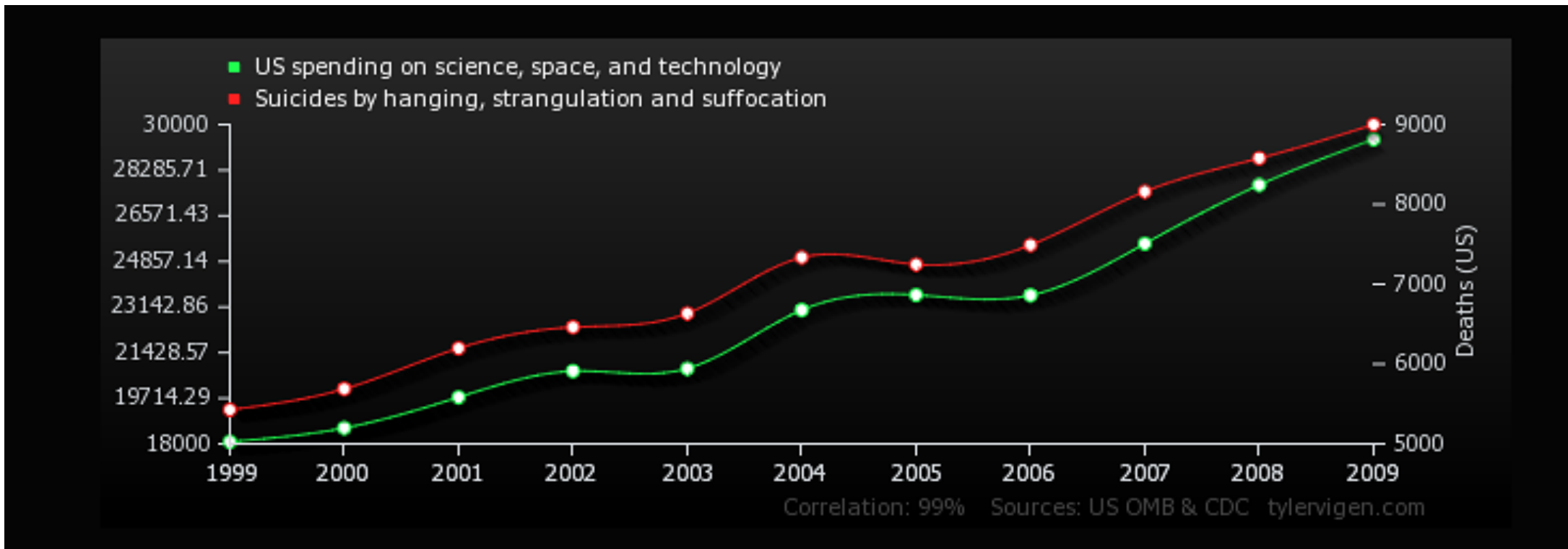


BI is mission critical to
running the business

Leveraging analytics still faces many obstacles

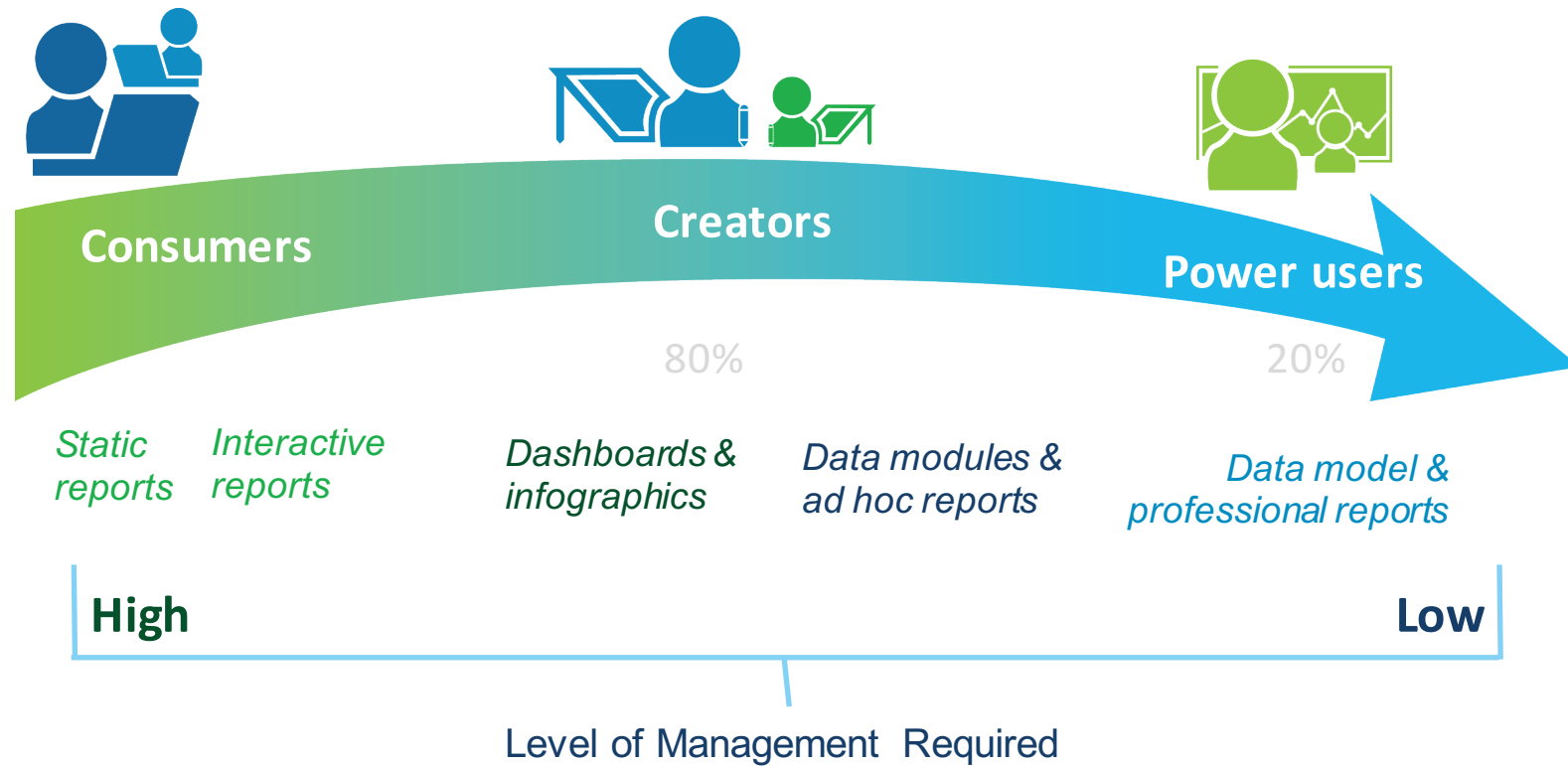


Analytics is not always easy – Correlation does not imply causality



SELF-SERVICE

Covers a wide spectrum of users



STRIKING

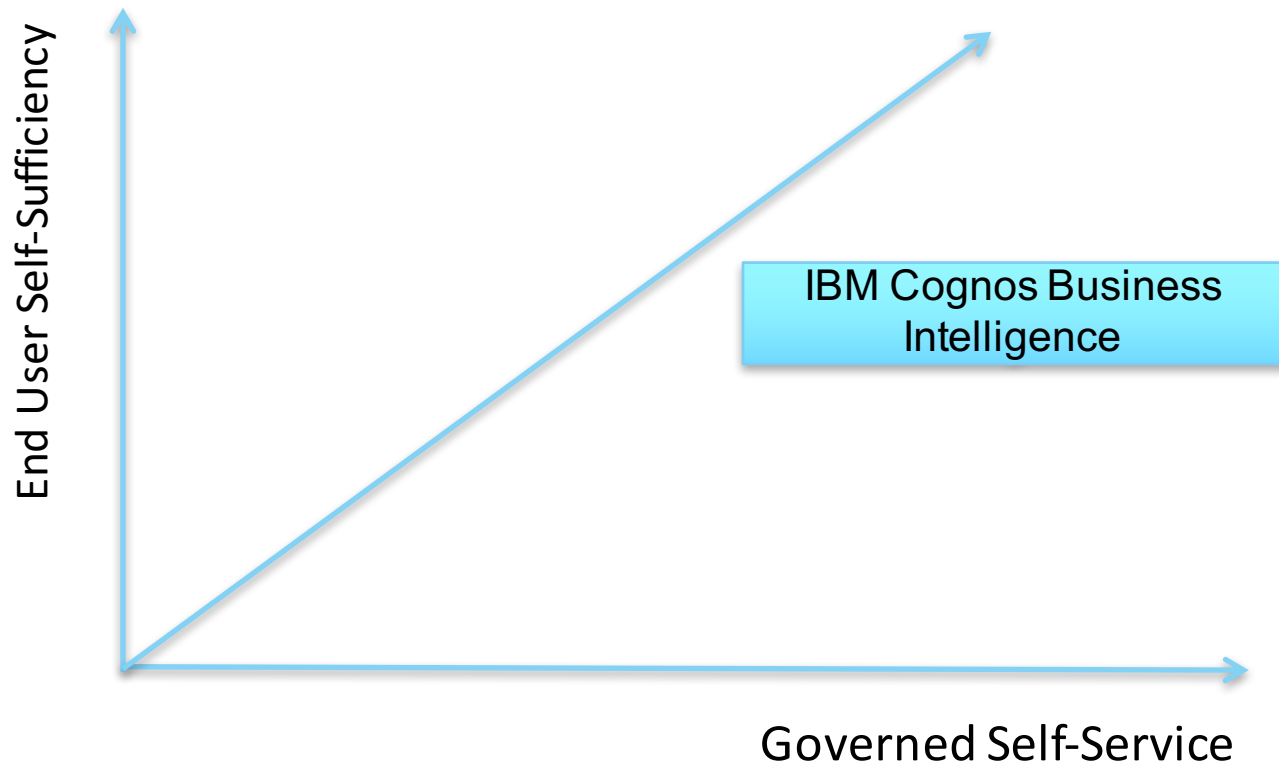
The balance

Find your perfect balance between

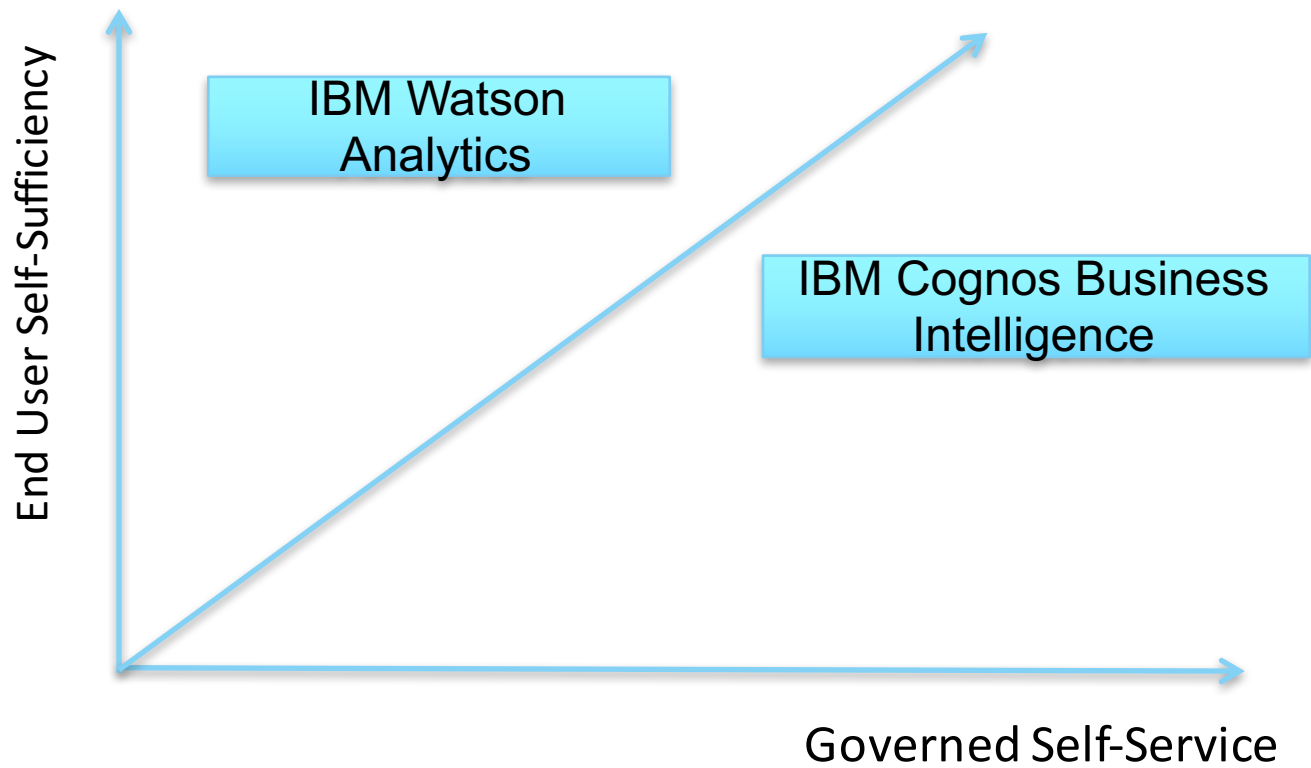
**departmental needs for freedom and
the organizational needs of security,
governance, and oversight**



IBM Smart discovery, reporting and analysis



IBM Smart discovery, reporting and analysis



Introducing Watson Analytics – Self Serve Analytics in the Cloud

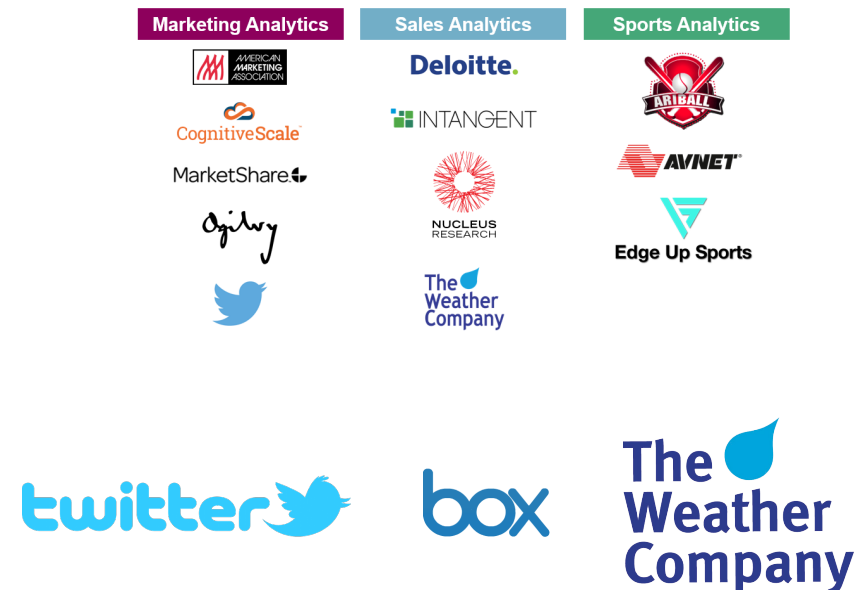
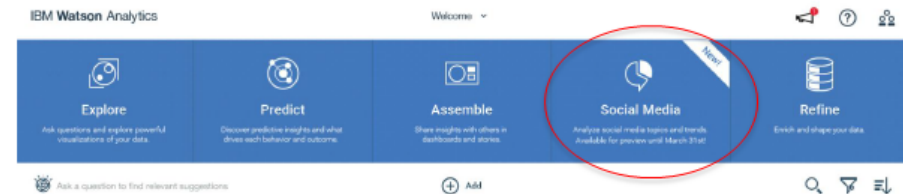
- SaaS with **365x24x7** uptime & always latest release
- An analytical **starting point** for every business user
- **Self Service**, no training required
- Access **secure** data sources on-prem, cloud & web
- Automatically assesses the **quality** of your data
- Asks questions for you
- Natural language dialogue to ensure **efficiency**
- **Cognitive** visualisations to answer questions
- Contextual **infographics** leading to new insights
- Business led **prediction** to improve **certainty**
- Guided navigation throughout your journey



Smart Data Discovery for the **Every** Business User in Every Line of Business

IBM Watson Analytics in Review

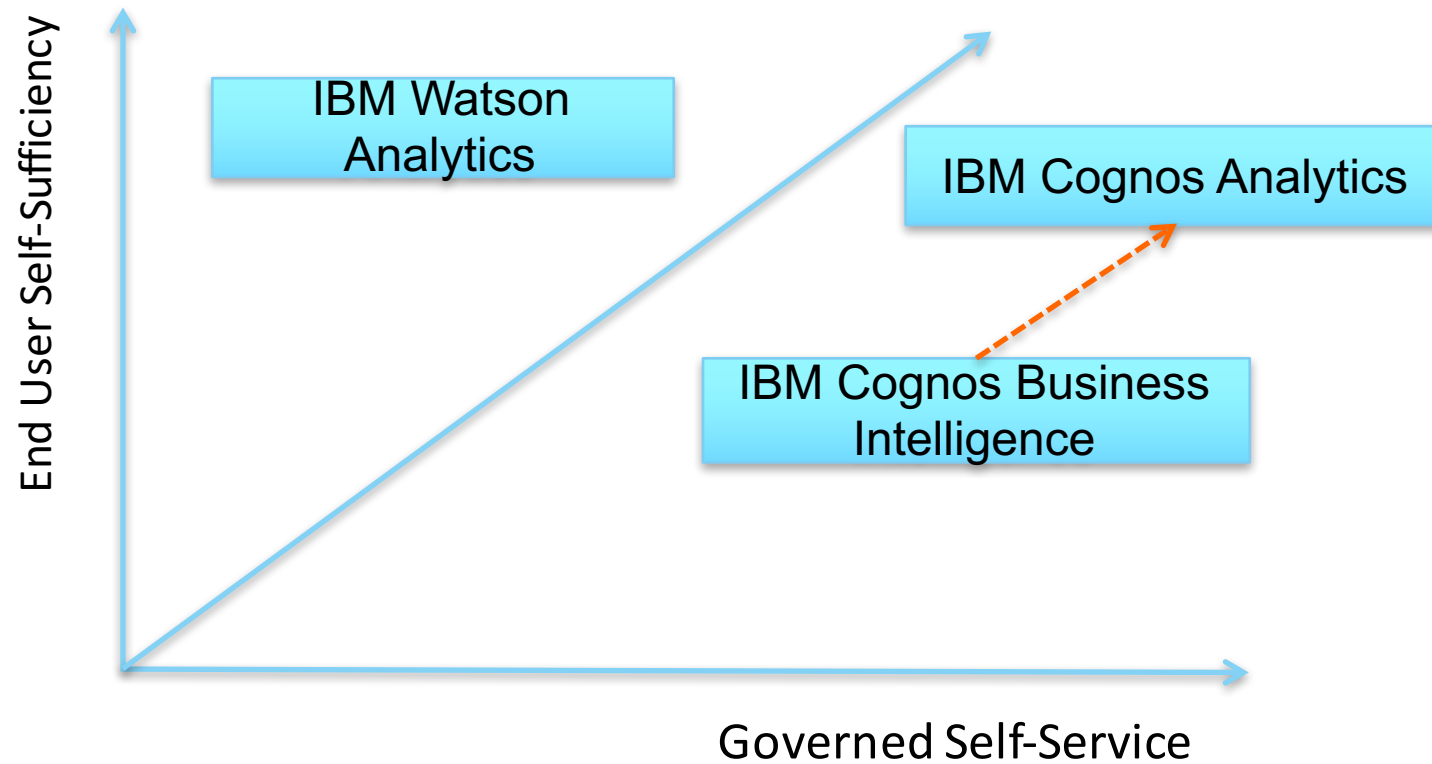
- Milestones
 - One year in market (Dec 2015)
 - 1M+ registered users (Dec 2016)
- Announcements
 - Watson Analytics Professional (Apr 2015)
 - Watson Analytics for Social Media (Jan 2016)
 - Expert Storybooks & APIs (available 1H 2016)
 - Dedicated/Private Cloud (Jan 2016)
 - EU Datacentre (1H 2016)
 - Cognos Analytics Integration (H2 2016)
 - SPSS Integration (H1 2017)
- Significant new partnerships



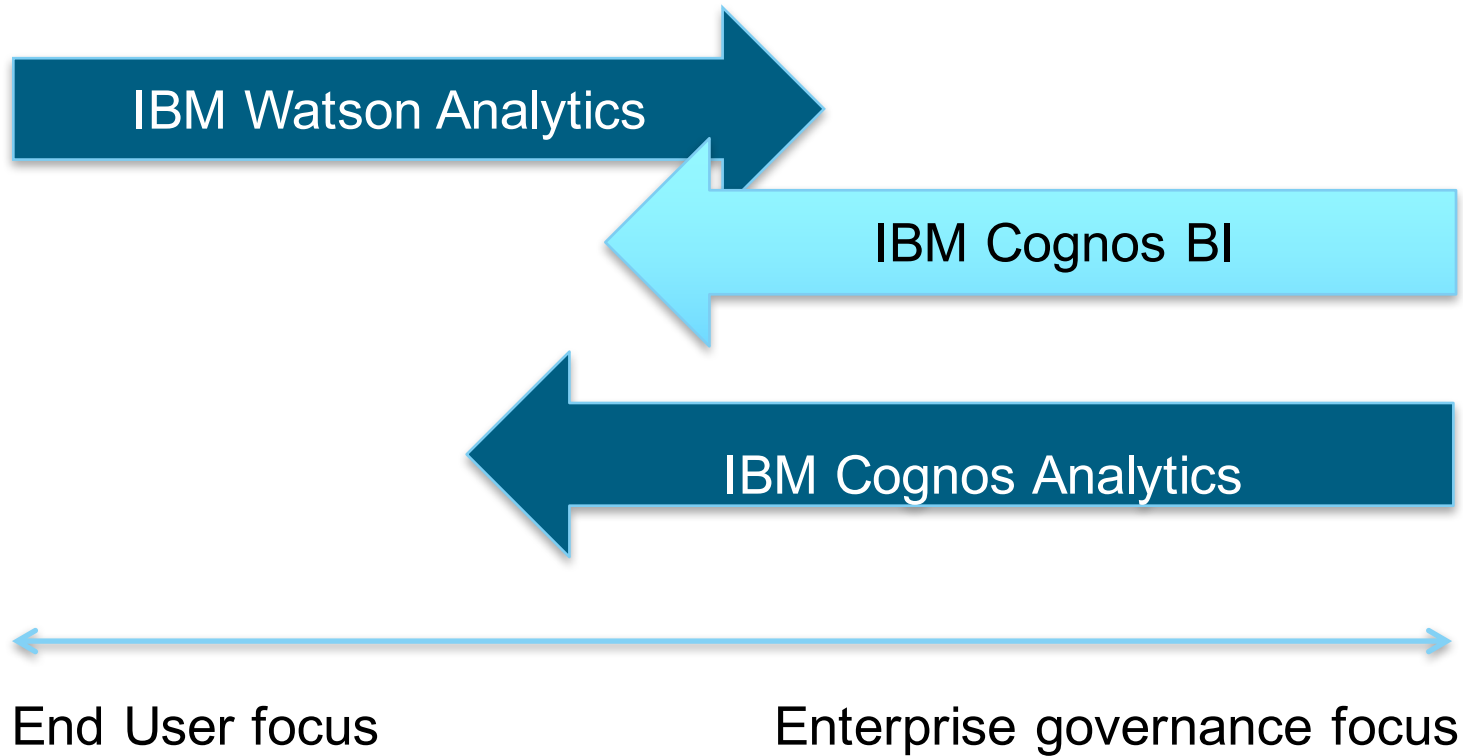
Watson Analytics for Smart Data Discovery



IBM Smart discovery, reporting and analysis



Evolution of capabilities



Self service with Watson Analytics & Cognos Analytics

Exploration and Innovation

Watson Analytics

Individual self-sufficiency

- For the inquisitive user who needs fast answers to business questions
- Use data from spreadsheets, IBM Cognos® Analytics, Twitter, The Weather Channel (coming soon) and more
- Advanced analytics automatically find the most interesting patterns in data, sparking new questions
- Guided interface featuring natural language
- Smart data visualizations with easy assembly of infographics and dashboards

Value and Trust

Cognos Analytics

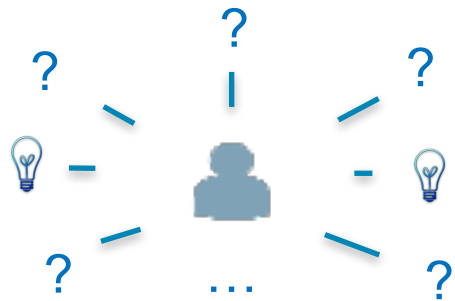
IT managed self-service

- To present and widely share insight – self service and production reporting
- Addresses corporate reporting standards - supports many data sources and environments
- Trusted data for Watson Analytics
- Integrates with IBM SPSS® for a complete view of the business
- Operationalizes business led insights for better decisions

A self-service
paradigm shift

in the decision
making process

Agility for the business combined with enterprise platforms lets you turn ideas to opportunities



100's of new questions each day



10's of insightful discoveries

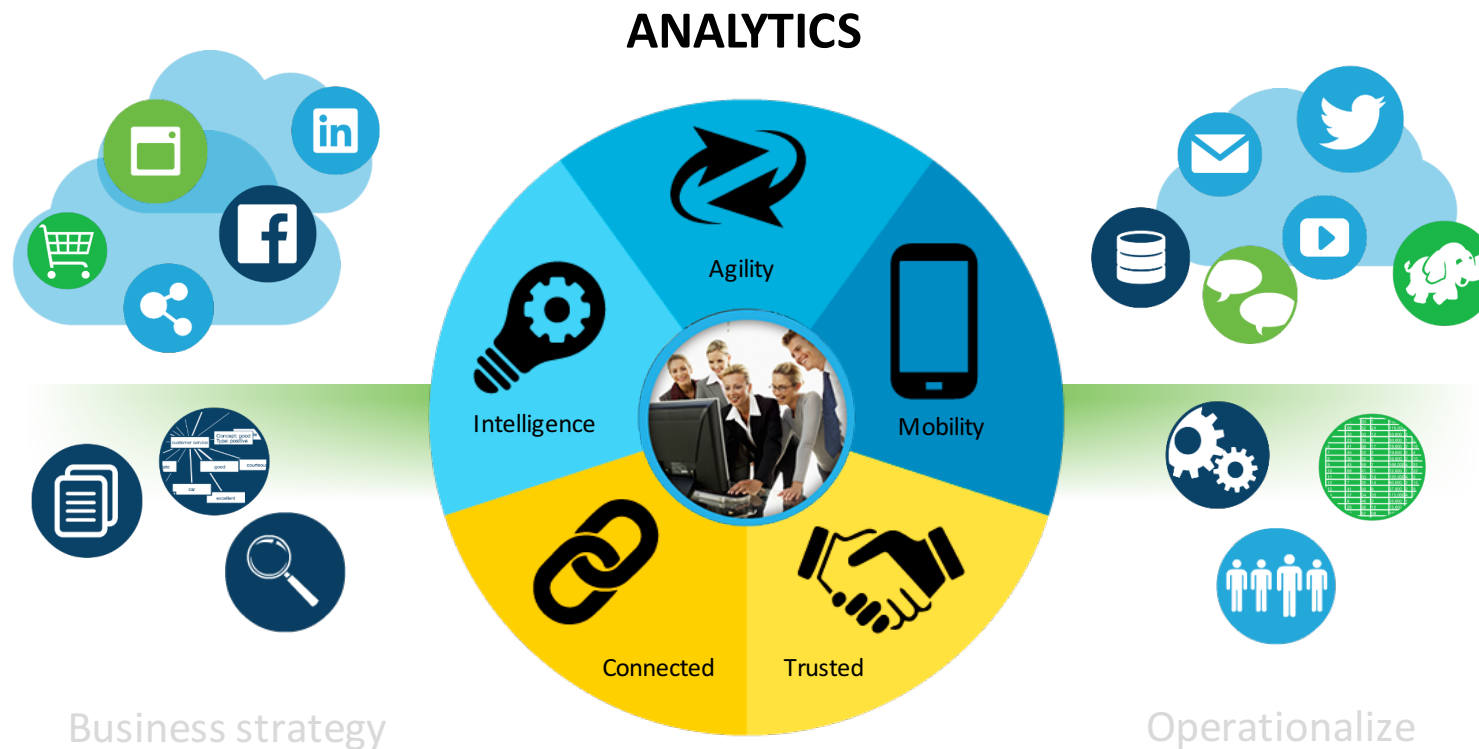


1 change can improve everything



KEY CHARACTERISTICS

to unlock the full potential of your analytics



RUN ► GROW ► TRANSFORM

And IBM is committed to making it easier for more organizations to realize their analytic potential

Analytic Client Priorities



Usability & Mobility



Effortless collaboration



Skills shortage

IBM development priorities:



New user experience



Built for cloud



Built in Smarts that guide



Faster to build, deploy, use



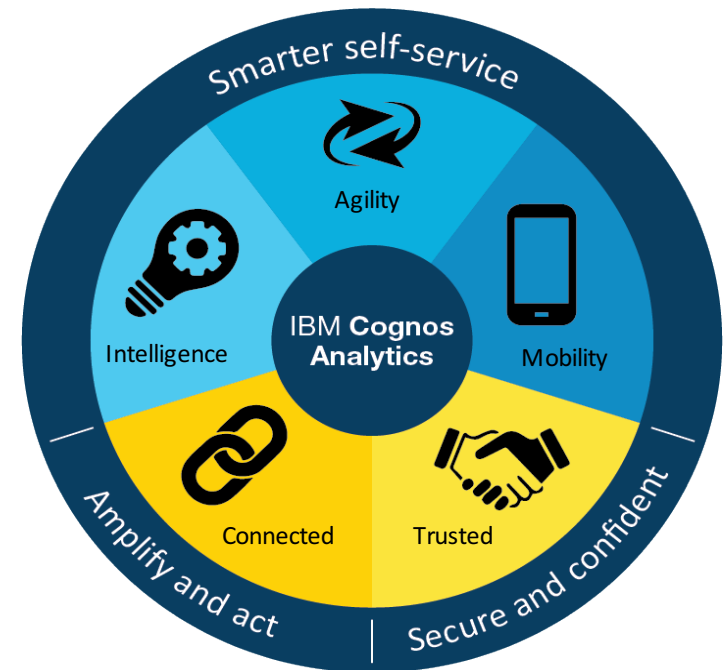
IBM Design Thinking

DELIVERING GREAT USER EXPERIENCES

IBM Cognos Analytics

Redefines Cognos Business Intelligence

A guided experience with built-in intelligence delivers **smarter self service** to **amplify and act** on insight in everyday actions with the **security and confidence** your organization needs



“With the years of enterprise focus and now with the brand new designed interface we'll have everything we need for both the experienced and the occasional users.” **Large European bank**

Next release of IBM Cognos Business Intelligence

Completely Re-Designed Experience

Dramatically increase productivity for departmental and enterprise reporting

Accelerated Business

Modeling

and Performance

Redefined Report

Authoring

and Analysis

Redefined

Consumption

Experience for any
Device

+ IBM Watson Analytics for Smart Data Discovery

Cognos Analytics



