Introducing the next release of IBM Cognos Business Intelligence

IBM **Cognos Analytics**

Designed for me, built for us

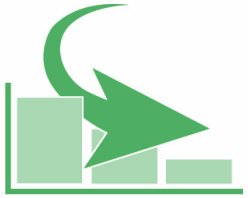
© 2015 IBM Corporation

Please Note:

- IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.
- Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.
- The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract.
- The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

TODAY'S
Reality



Silos compromise analytic maturity and performance

Growing demand for agile analytics

BI is mission critical to running the business

Gartner Predicts: *Through 2016, less than **10%** of self-service business intelligence initiatives will be governed sufficiently to prevent inconsistencies that adversely affect the business.*

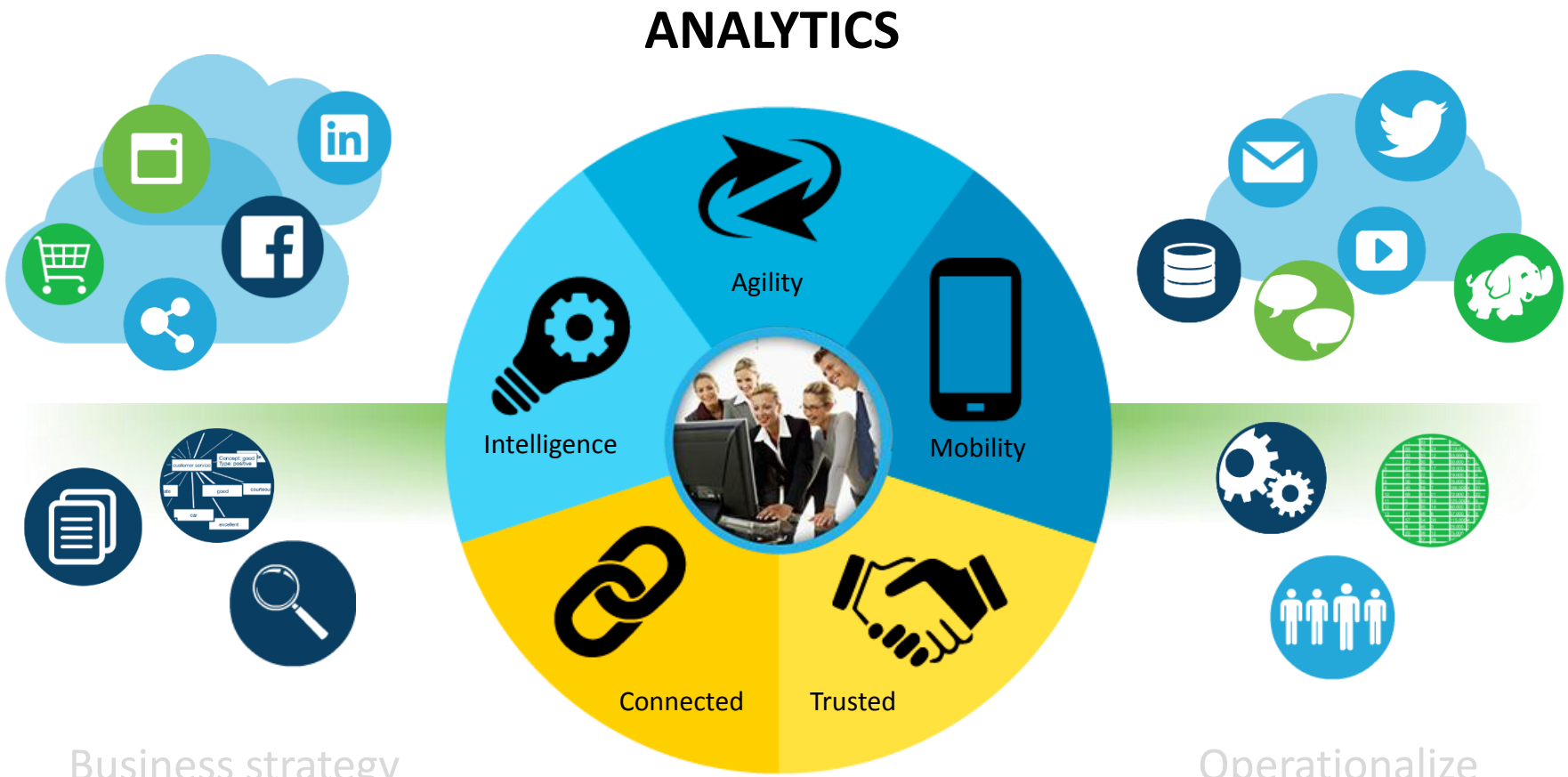
Source: Gartner

STRIKING
The balance

Find your perfect balance between

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

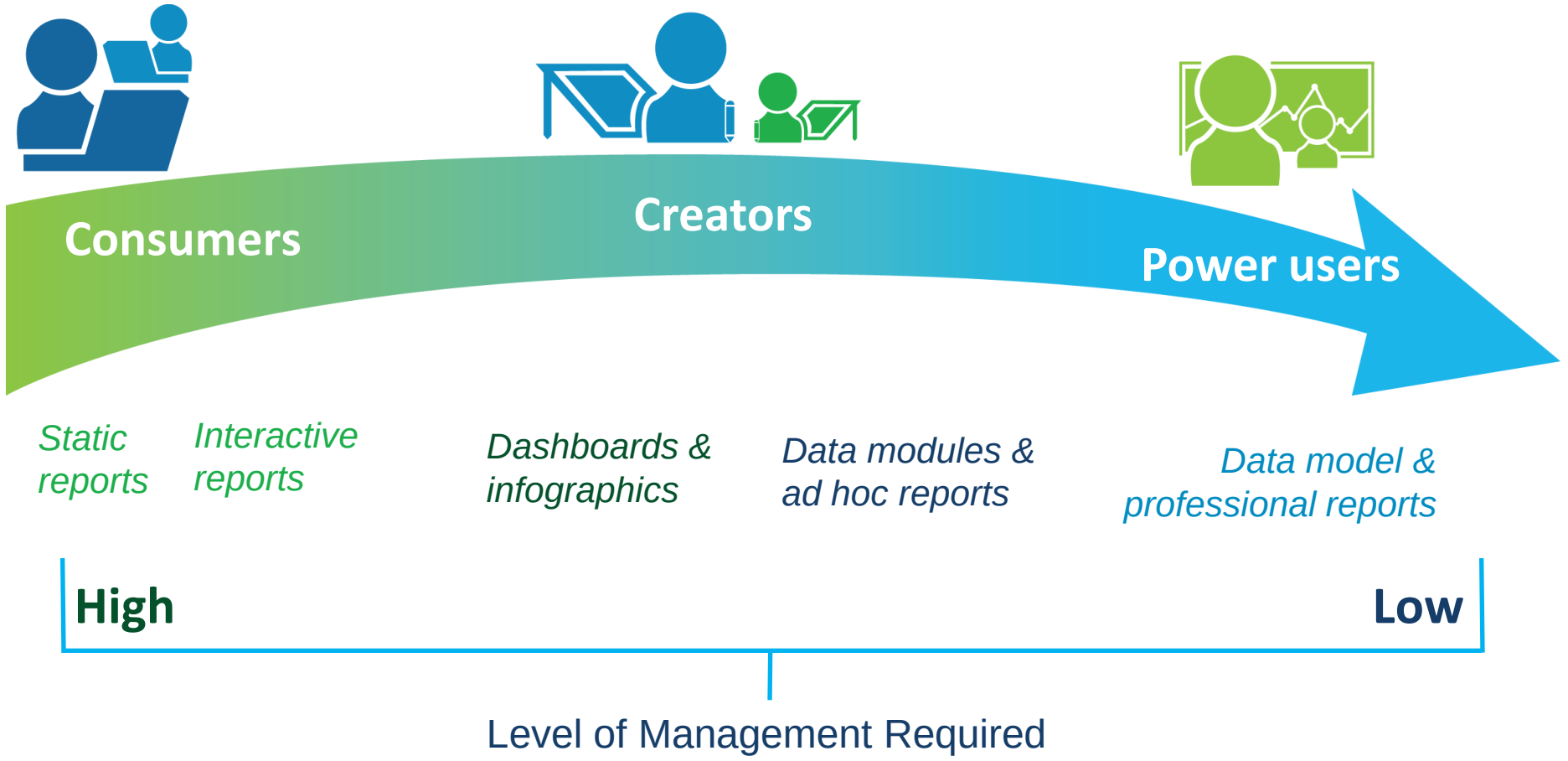
KEY CHARACTERISTICS
to unlock the full potential of your analytics



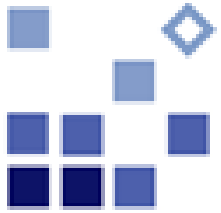
RUN ▶ GROW ▶ TRANSFORM

IBM **Cognos Analytics**
Designed for me, built for us

SELF-SERVICE
Covers a wide spectrum of users



Introducing



IBM **Cognos Analytics**

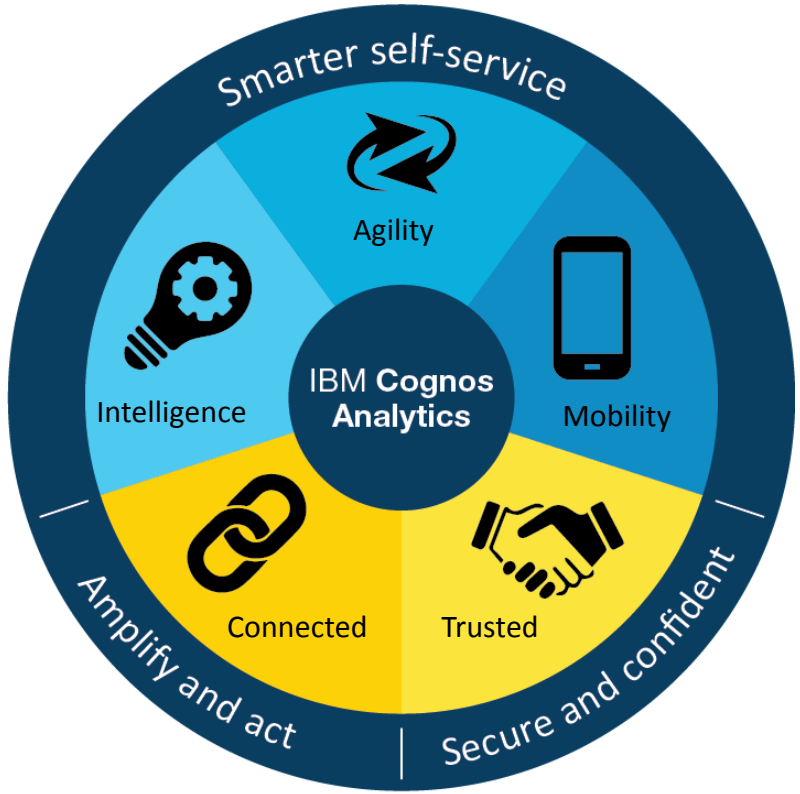
Designed for me, built for us

IBM **Cognos Analytics**
Designed for me, built for us

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**

IBM Cognos BI: Themes of next generation

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

Summary next generation IBM Cognos Consumption

- Bring more capabilities to the end user as table stakes
- Smart search works in context to quickly find what you are looking for
- Consumer no longer limited by the author
- Report becomes the starting point for further analysis
- Graduated glide path from consumption to authoring

Summary next generation IBM Cognos Authoring

- Clean, simple, modern experience
- On demand, in context capabilities
- Guided authoring experience
- Improved navigation
- Designed for both line of business and IT Professionals
- Compatible skills and reports

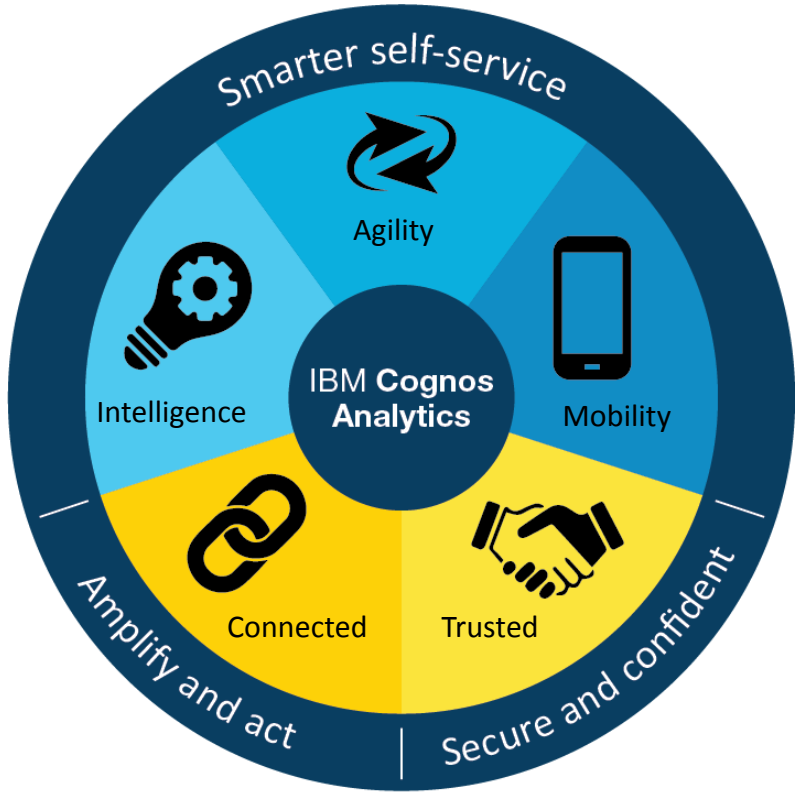
Summary next generation IBM Cognos Modeling

- Easy to use
  - No installation – zero footprint, web-based
  - System generated business modules based on intent
  - Intelligent defaults
- Build modules to address specific business needs
  - Avoid need to construct all-encompassing modules
  - Construct modules upon other modules
- Incorporate personal data into modules
- Option for module to access “live” or “snapshot” data

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



Vragen?

Dank u wel!

© 2015 IBM Corporation

IBM **Cognos Analytics**

Designed for me, built for us

Ibm.biz/cognosanalytics.com

Notices and Disclaimers

Copyright © 2015 by International Business Machines Corporation (IBM). No part of this document may be reproduced or transmitted in any form without written permission from IBM.

U.S. Government Users Restricted Rights - Use, duplication or disclosure restricted by GSA ADP Schedule Contract with IBM.

Information in these presentations (including information relating to products that have not yet been announced by IBM) has been reviewed for accuracy as of the date of initial publication and could include unintentional technical or typographical errors. IBM shall have no responsibility to update this information. THIS DOCUMENT IS DISTRIBUTED "AS IS" WITHOUT ANY WARRANTY, EITHER EXPRESS OR IMPLIED. IN NO EVENT SHALL IBM BE LIABLE FOR ANY DAMAGE ARISING FROM THE USE OF THIS INFORMATION, INCLUDING BUT NOT LIMITED TO, LOSS OF DATA, BUSINESS INTERRUPTION, LOSS OF PROFIT OR LOSS OF OPPORTUNITY. IBM products and services are warranted according to the terms and conditions of the agreements under which they are provided.

Any statements regarding IBM's future direction, intent or product plans are subject to change or withdrawal without notice.

Performance data contained herein was generally obtained in a controlled, isolated environments. Customer examples are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual performance, cost, savings or other results in other operating environments may vary.

References in this document to IBM products, programs, or services does not imply that IBM intends to make such products, programs or services available in all countries in which IBM operates or does business.

Workshops, sessions and associated materials may have been prepared by independent session speakers, and do not necessarily reflect the views of IBM. All materials and discussions are provided for informational purposes only, and are neither intended to, nor shall constitute legal or other guidance or advice to any individual participant or their specific situation.

It is the customer's responsibility to insure its own compliance with legal requirements and to obtain advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulatory requirements that may affect the customer's business and any actions the customer may need to take to comply with such laws. IBM does not provide legal advice or represent or warrant that its services or products will ensure that the customer is in compliance with any law.

Notices and Disclaimers (cont'd)

Information concerning non-IBM products was obtained from the suppliers of those products, their published announcements or other publicly available sources. IBM has not tested those products in connection with this publication and cannot confirm the accuracy of performance, compatibility or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products. IBM does not warrant the quality of any third-party products, or the ability of any such third-party products to interoperate with IBM's products. IBM EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

The provision of the information contained herein is not intended to, and does not, grant any right or license under any IBM patents, copyrights, trademarks or other intellectual property right.

- IBM, the IBM logo, ibm.com, Aspera®, Bluemix, Blueworks Live, CICS, Clearcase, Cognos®, DOORS®, Emptoris®, Enterprise Document Management System™, FASP®, FileNet®, Global Business Services ®, Global Technology Services ®, IBM ExperienceOne™, IBM SmartCloud®, IBM Social Business®, Information on Demand, ILOG, Maximo®, MQIntegrator®, MQSeries®, Netcool®, OMEGAMON, OpenPower, PureAnalytics™, PureApplication®, pureCluster™, PureCoverage®, PureData®, PureExperience®, PureFlex®, pureQuery®, pureScale®, PureSystems®, QRadar®, Rational®, Rhapsody®, Smarter Commerce®, SoDA, SPSS, Sterling Commerce®, StoredIQ, Tealeaf®, Tivoli®, Trusteer®, Unica®, urban{code}®, Watson, WebSphere®, Worklight®, X-Force® and System z® Z/OS, are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: www.ibm.com/legal/copytrade.shtml.