# IBM Cognos – SPSS

# IBM Cognos Performance Management System – Universal Capabilities

**Applications & Blueprints**

**Access & Interactivity**

| Query | Reporting | Analysis | Scorecards | Dashboards | Planning |

**Business Modeling**

**Performance Management Platform**

**Information Infrastructure**
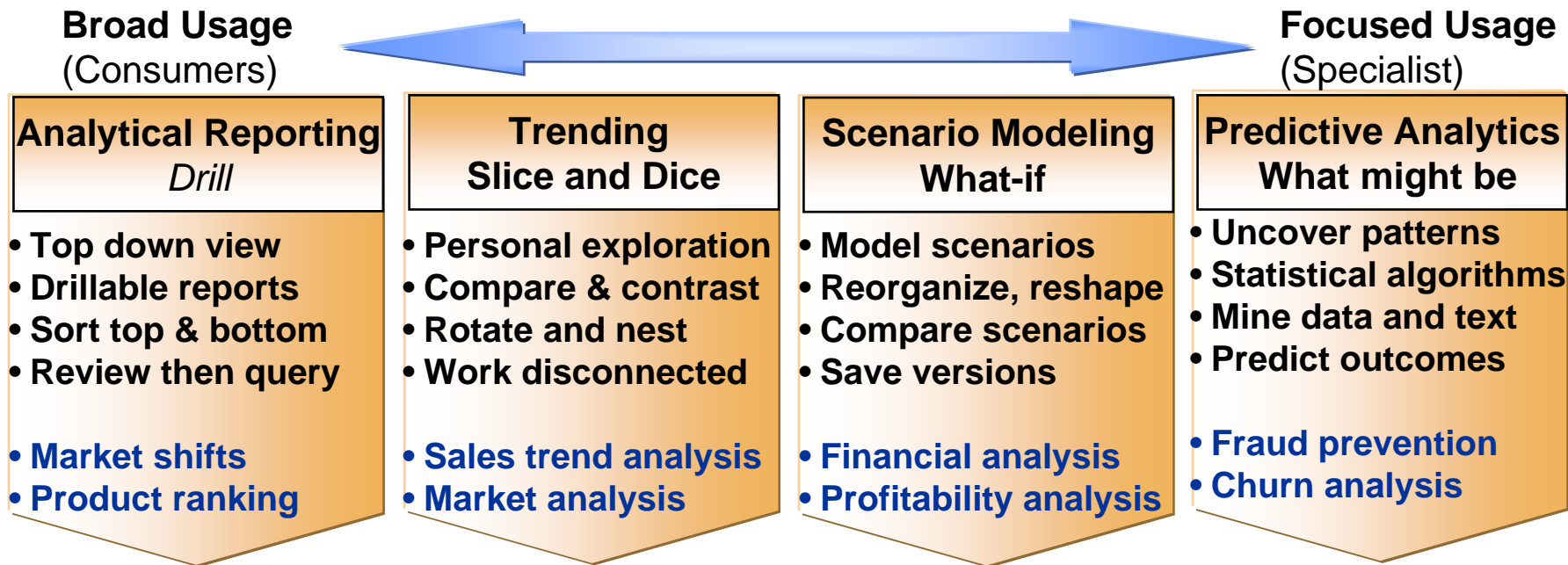
Cognos. software
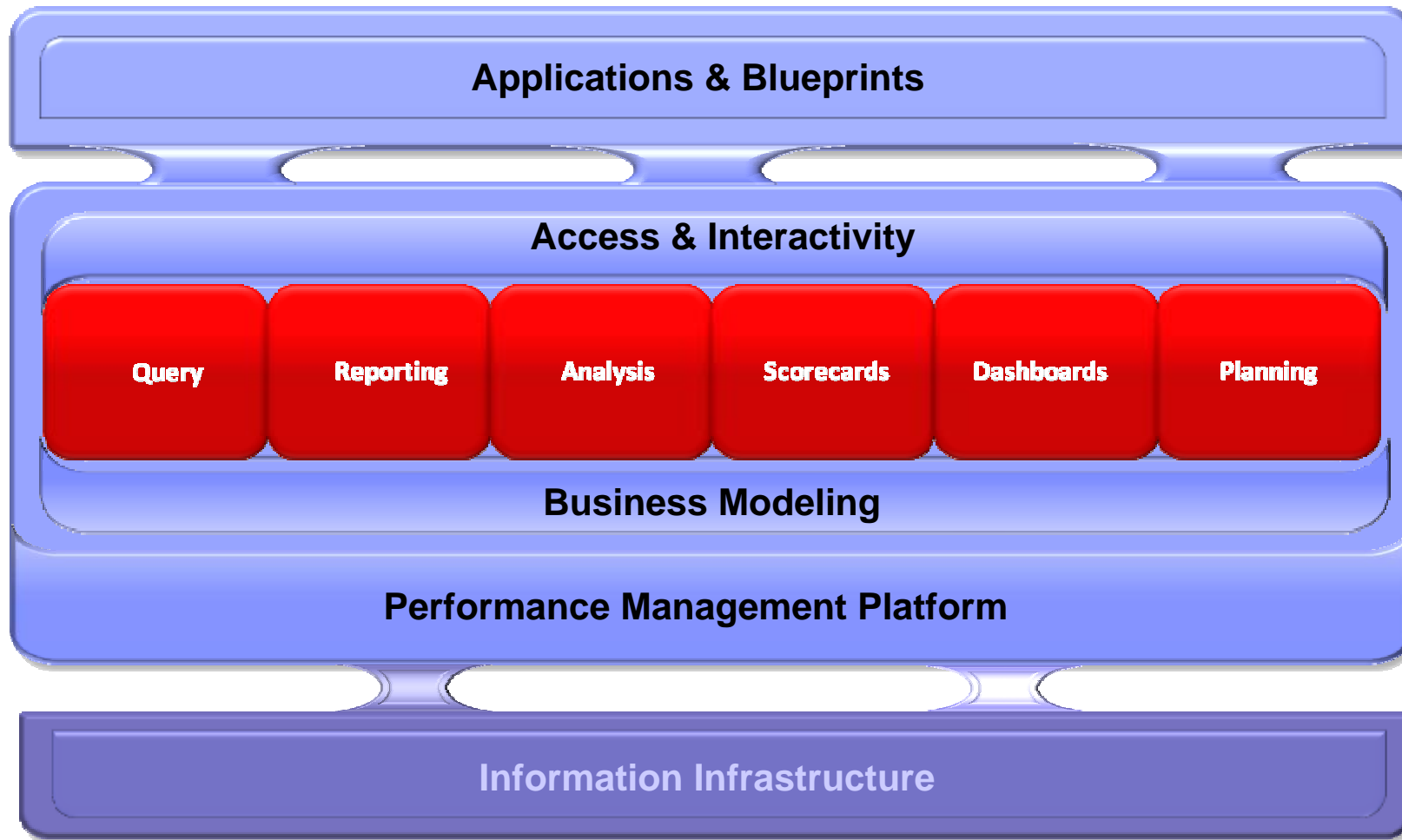
# Analysis answers "Why"

- **Enables guided exploration of information that pertains to all dimensions of your business**

- **Facilitates complex analysis and scenario modeling easily and quickly**

- **Gets to the "why" behind an event or action to improve business performance.**

- **Provides navigation from summary to detail levels of information effortlessly**

**Cognos.** software

# The Four Styles of Analysis with IBM Cognos 8

**Broad Usage**
(Consumers)

**Focused Usage**
(Specialist)

| Analytical Reporting *Drill* | Trending Slice and Dice | Scenario Modeling What-if | Predictive Analytics What might be |
|---|---|---|---|
| • Top down view<br>• Drillable reports<br>• Sort top & bottom<br>• Review then query<br><br>• **Market shifts**<br>• **Product ranking** | • Personal exploration<br>• Compare & contrast<br>• Rotate and nest<br>• Work disconnected<br><br>• **Sales trend analysis**<br>• **Market analysis** | • Model scenarios<br>• Reorganize, reshape<br>• Compare scenarios<br>• Save versions<br><br>• **Financial analysis**<br>• **Profitability analysis** | • Uncover patterns<br>• Statistical algorithms<br>• Mine data and text<br>• Predict outcomes<br><br>• **Fraud prevention**<br>• **Churn analysis** |

*Casual Users*

**Executive**

**BUSINESS MANAGER**

**FINANCIAL & BUSINESS ANALYST**

*Statistical Analyst*

**Cognos.** software

# Strategic View – Focus on Prioritization

Cognos. software
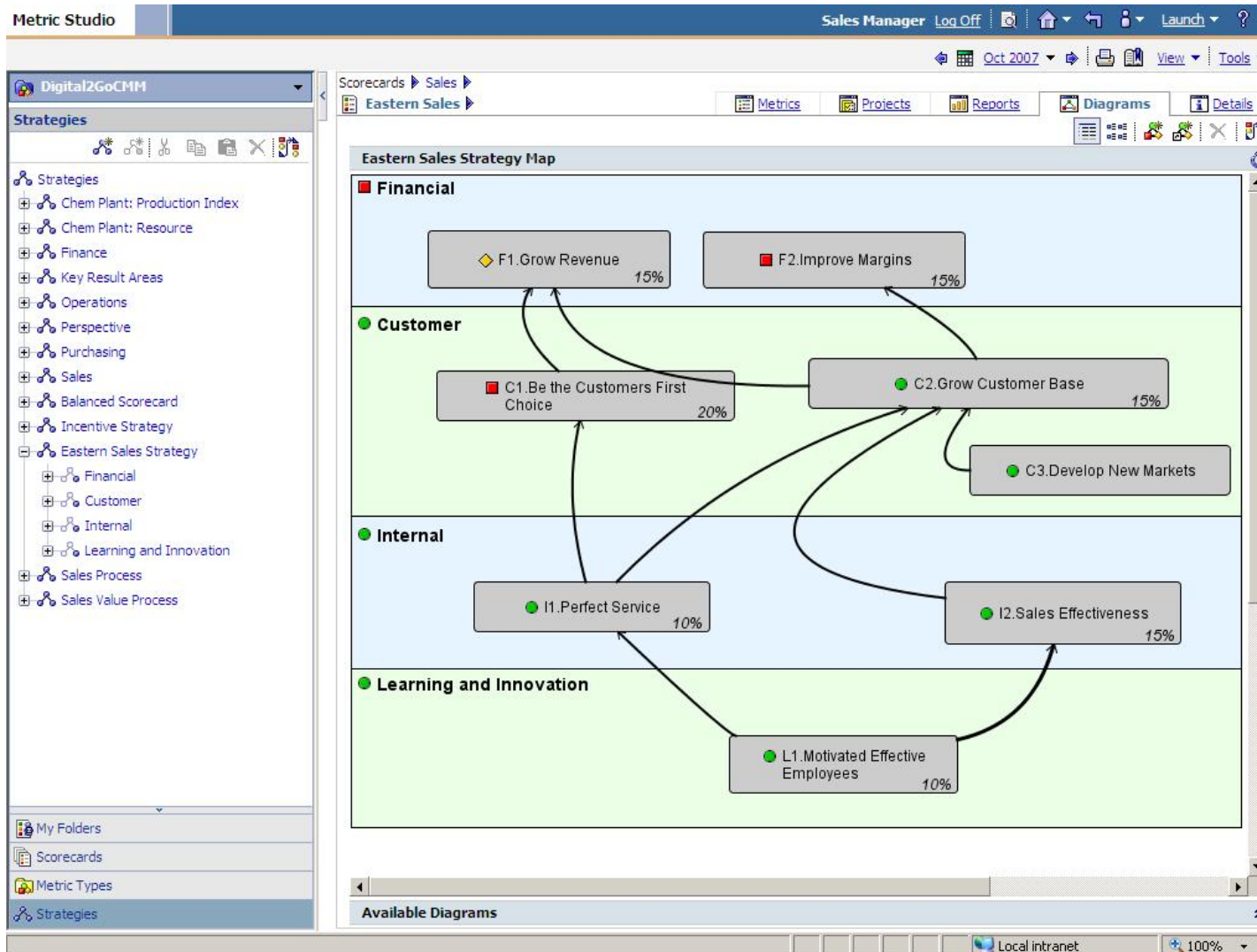
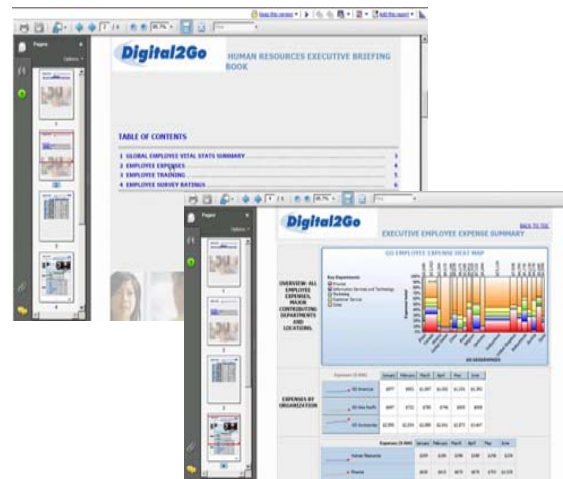## Operational View – Focus on Understanding

© 2009 IBM Corporation

# Broad Usage: Analytical Reporting

- **Guided Analysis**

- **Dashboards**

- **Briefing Books**

- **Drillable reports**

- **Mobile Devices**
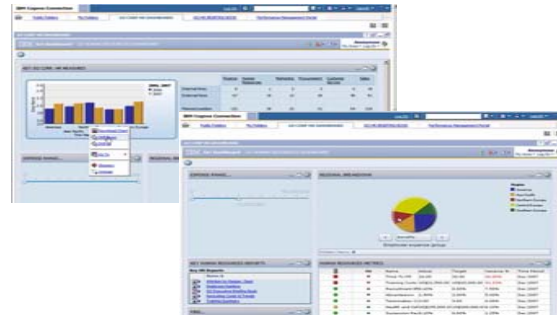
Executive

Casual Users

http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/exec.html
http://www-01.ibm.com/software/data/cognos/elq/rd/offid.html?offid=od_cognos8_mobile
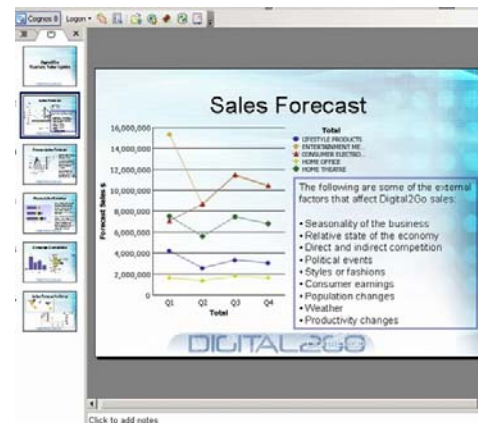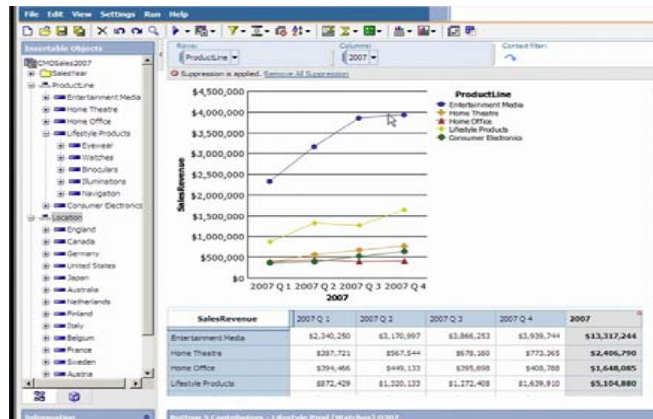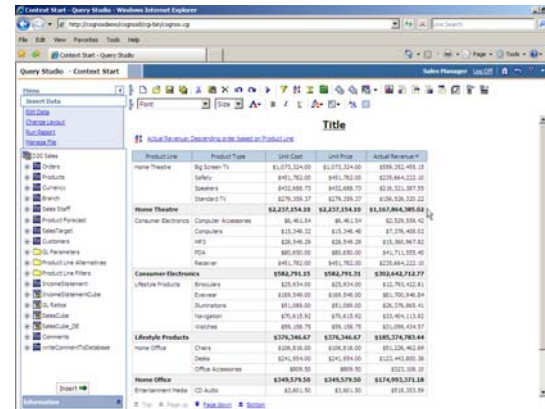
Cognos.
software

# Dashboards

# Trending

- **Slice and Dice**

- **Drag and Drop**

- **Top/Bottom Performers**

- **Self Service**

- **Automatic Refresh**



BUSINESS MANAGER



FINANCIAL & BUSINESS ANALYST

http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/manager.html

http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/demos/od_cognos8_businessanalyst/analyst.html

**Cognos.** software

# Scenario Modelling

- **Model and compare scenarios**

- **Reorganize, reshape**

- **Multiple versions**

- **Financial and profitability analysis**

- **Web-based, comparative analysis**

- **Exploration and 'what-if' scenario modeling within MS Excel**

- **Self-creation and publishing of high performance cubes**

- **Simplified financial statement-style report creation**

FINANCIAL & BUSINESS ANALYST

http://forms.cognos.com/?elqPURLPage=2293&offid=od_tm1&mc=-web_ibm_rn_products

**Cognos.**
software

# Predictive Analytics

- **Data Mining**

- **Segmentation**

- **Cluster Analysis**

- **Process Control Analysis**

- **Risk Analysis**

- **Churn**

*Statistical Analyst*

**FINANCIAL & BUSINESS ANALYST**

http://w3.tap.ibm.com/w3ki2/download/attachments/374051/Banking+Short+V1.swf?version=1

**Cognos.** software

# The Four Styles of Analysis with IBM Cognos 8

**Broad Usage**
(Consumers)

**Focused Usage**
(Specialist)

| **Analytical Reporting** *Drill* | **Trending** **Slice and Dice** | **Scenario Modeling** **What-if** | **Predictive Analytics** **What might be** |
|---|---|---|---|
| • Top down view<br>• Drillable reports<br>• Sort top & bottom<br>• Review then query<br><br>• Market shifts<br>• Product ranking | • Personal exploration<br>• Compare & contrast<br>• Rotate and nest<br>• Work disconnected<br><br>• Sales trend analysis<br>• Market analysis | • Model scenarios<br>• Reorganize, reshape<br>• Compare scenarios<br>• Save versions<br><br>• Financial analysis<br>• Profitability analysis | • Uncover patterns<br>• Statistical algorithms<br>• Mine data and text<br>• Predict outcomes<br><br>• Fraud prevention<br>• Churn analysis |

*Casual Users*

**Executive**

**BUSINESS MANAGER**

**FINANCIAL & BUSINESS ANALYST**

*Statistical Analyst*

Cognos.
software