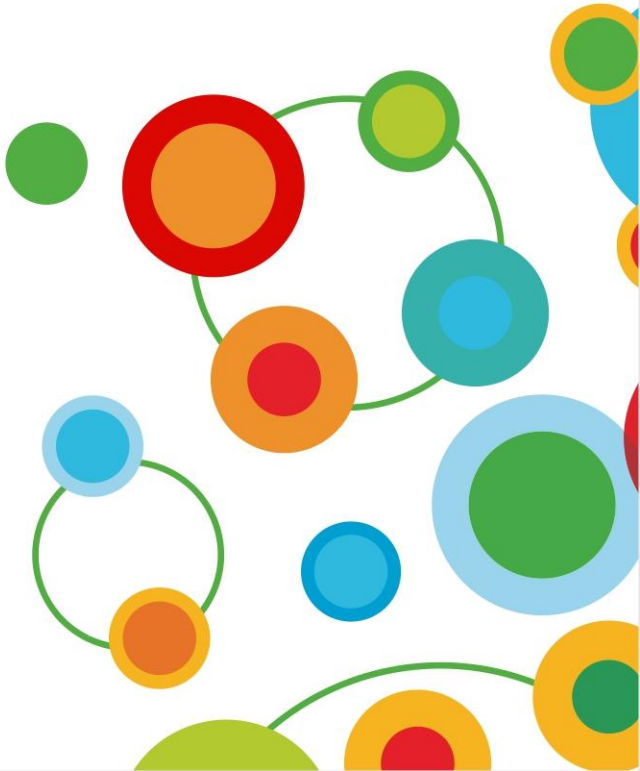
IBM Software

Information Management & Analytics Forum **2013**

Return on Information: The New ROI

Personal and Pervasive BI with Cognos Insight and Cognos Mobile

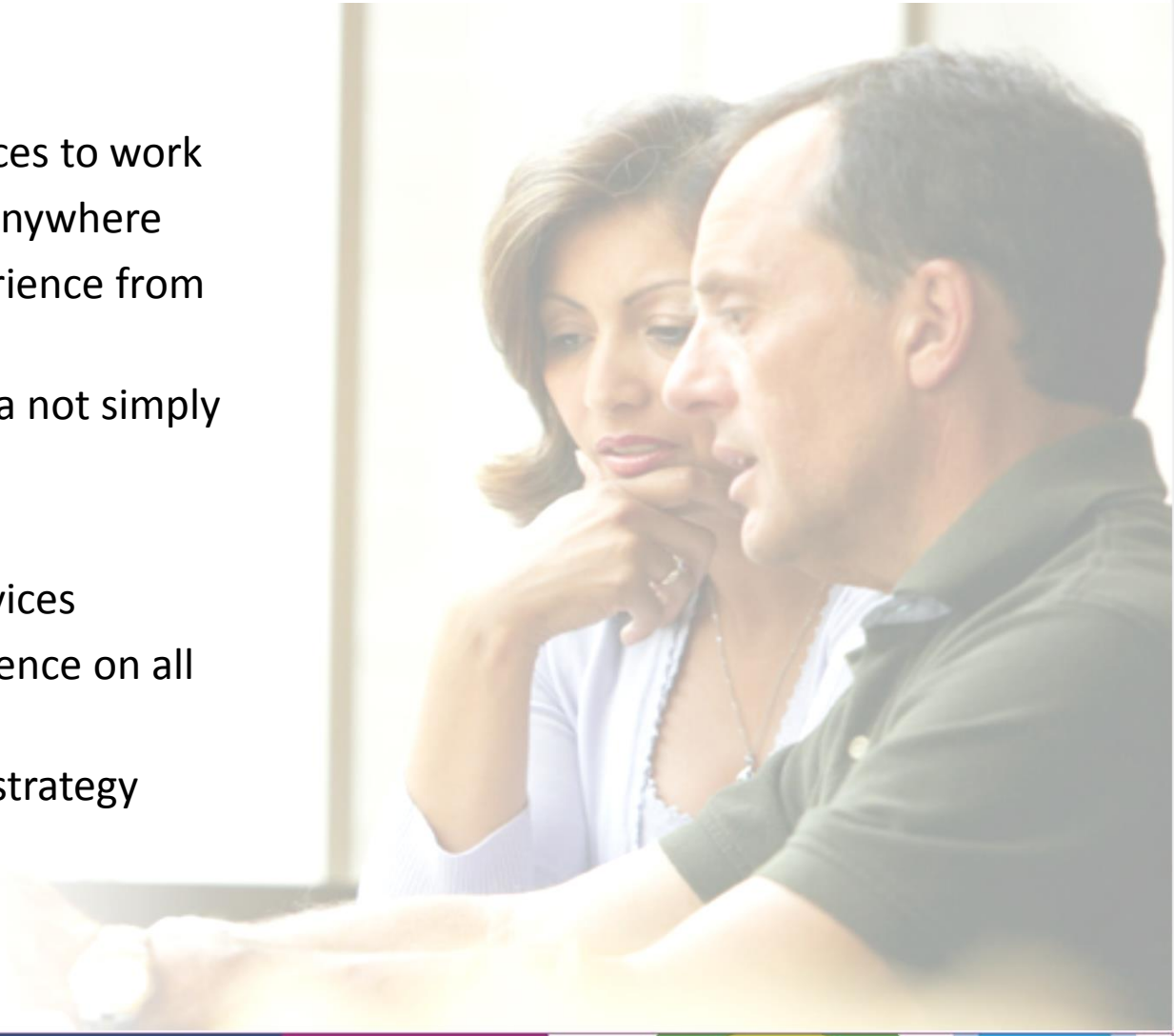


The new promise of Business Analytics

- **All People**
  - Empower all people across your organization and beyond, enabling individual to internet-scale solutions
- **All Decisions**
  - Support all decisions – from highly collaborative to fully automated – with the right analytic capability and insight to drive action from the decision at hand
- **Analytic Freedom**
  - Equip everyone with fast, easy business analytics anytime, anywhere

The New Mobile Landscape

- Mobile users are…
  - bringing their own devices to work
  - expecting information anywhere
  - wanting the same experience from desktop to mobile
  - interacting with the data not simply viewing it
- IT needs to…
  - support all personal devices
  - deliver the same experience on all devices
  - create a secure mobile strategy



Expectations

I need access to critical BI information on my mobile device. Is it secure? What if my device is stolen?

We're all using different devices (PC, Android, iPad, PlayBook etc.) at this meeting -- are we all using the same report?

I have a limited number of Report Authors. I only want to author a report once for my PC and multiple mobile devices.

My executives are expecting highly visual, interactive reports on their mobile devices.

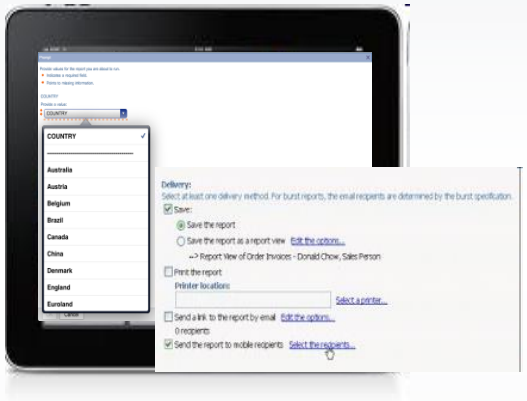
I need access to critical BI information when I'm connected and disconnected.

Experience Insight Wherever You Are

In the air…

Interact with trusted information to make decisions while offline

In a meeting…



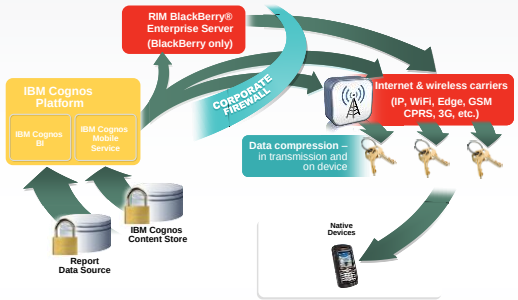
Automatically refresh or receive BI content with the same prompts and drilling

On the road…

Receive location-aware reports containing pre-filtered information

Confidently and Easily Deploy BI to Any Device

Robust security



Additional security over and above device-level as well as Cognos platform security

Single authoring & administration

Reuse content to author reports and dashboards and leverage administrative capabilities such as scheduling and bursting

Any device

iPad and iPhone

BlackBerry and PlayBook

Android Browser

Native and web-based deployments

Flexibly deploy to leading market devices and OS with web and native application support

The new promise of Business Analytics

- **All People**
  - Empower all people across your organization and beyond, enabling individual to internet-scale solutions
- **All Decisions**
  - Support all decisions – from highly collaborative to fully automated – with the right analytic capability and insight to drive action from the decision at hand
- **Analytic Freedom**
  - Equip everyone with fast, easy business analytics anytime, anywhere

The Evolution of Analytics for Business Users

spreadsheets

- Great data interactivity
- Complex analysis
- Limited visualizations

The Evolution of Analytics for Business Users

spreadsheets

Great data interactivity

Complex analysis
Limited visualizations

Great visualizations

Limited data interactivity
Pre-defined analysis

data discovery 1.0

The Evolution of Analytics for Business Users

spreadsheets

data discovery 1.0

- Complete data interactivity
- Comprehensive analysis
- Great visualizations
- Take action

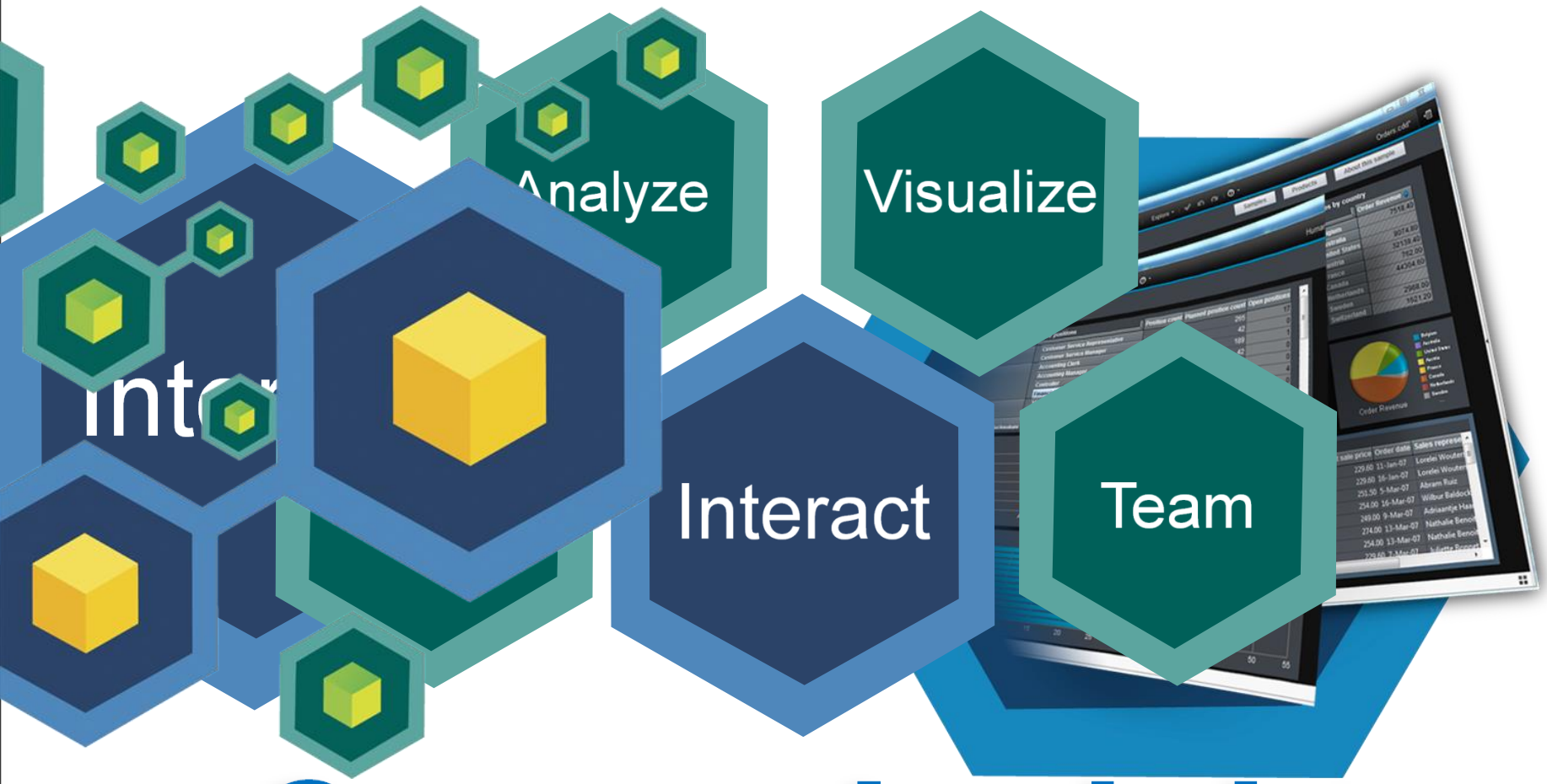
The Evolution of Analytics for Business Users

Cognos Insight

spreadsheets

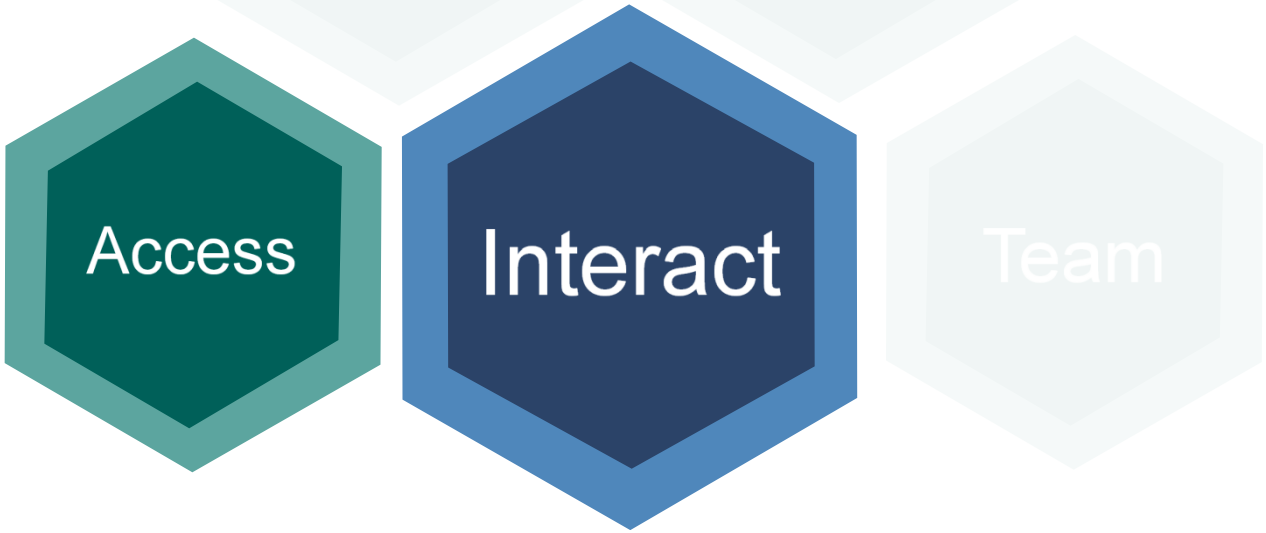
The only desktop product that empowers decision makers to independently take **insight to action**

data discovery 1.0

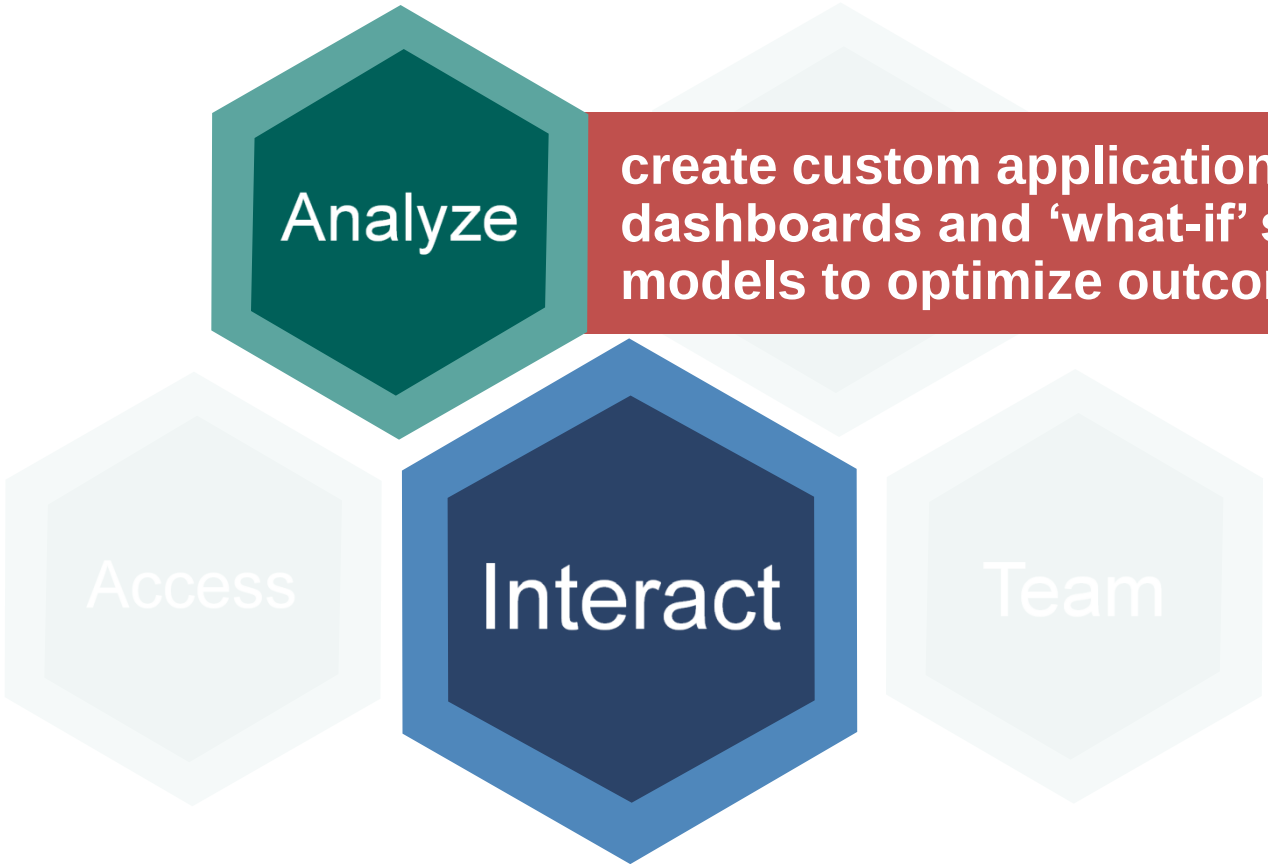


Cognos Insight

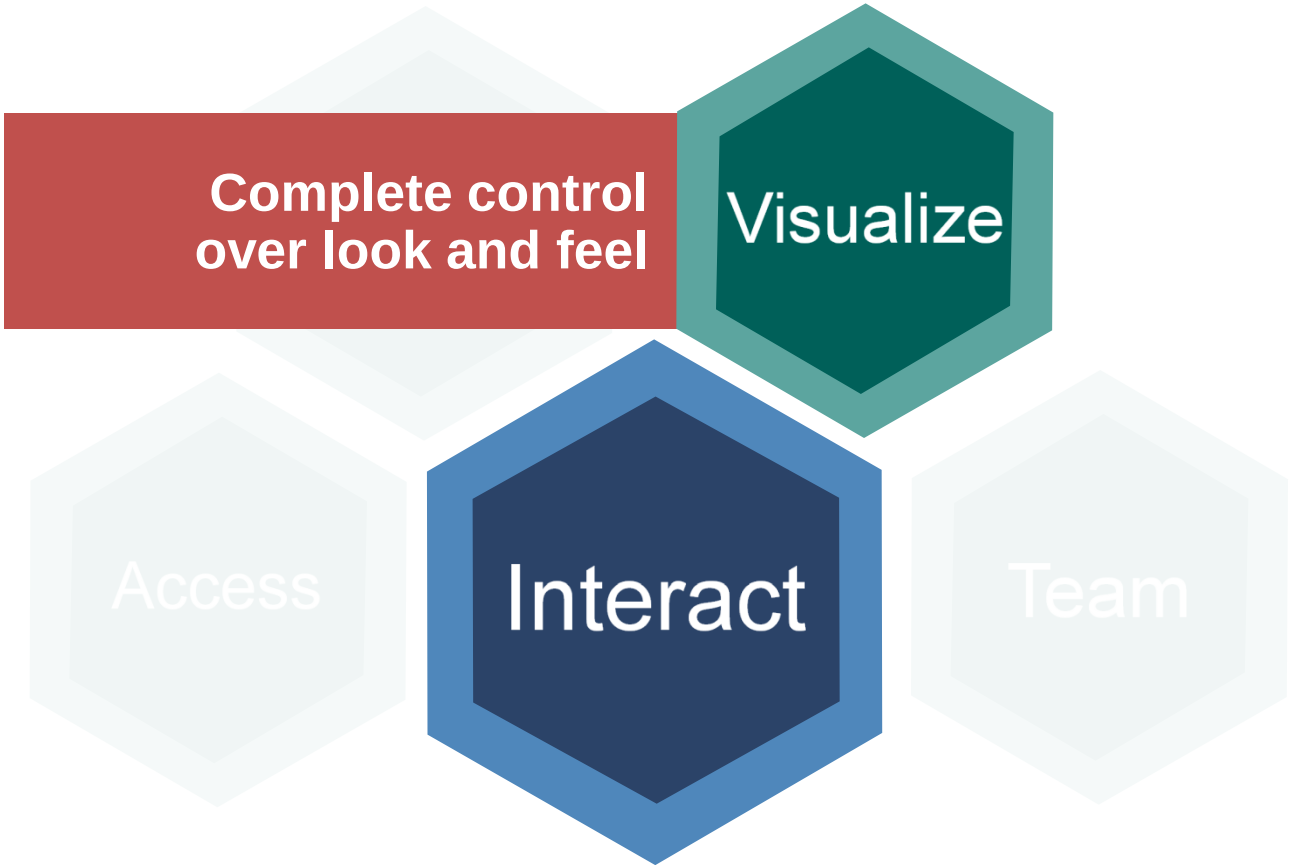
‘drag and drop’ import, create data from scratch, and enrich without complex scripting



Cognos Insight

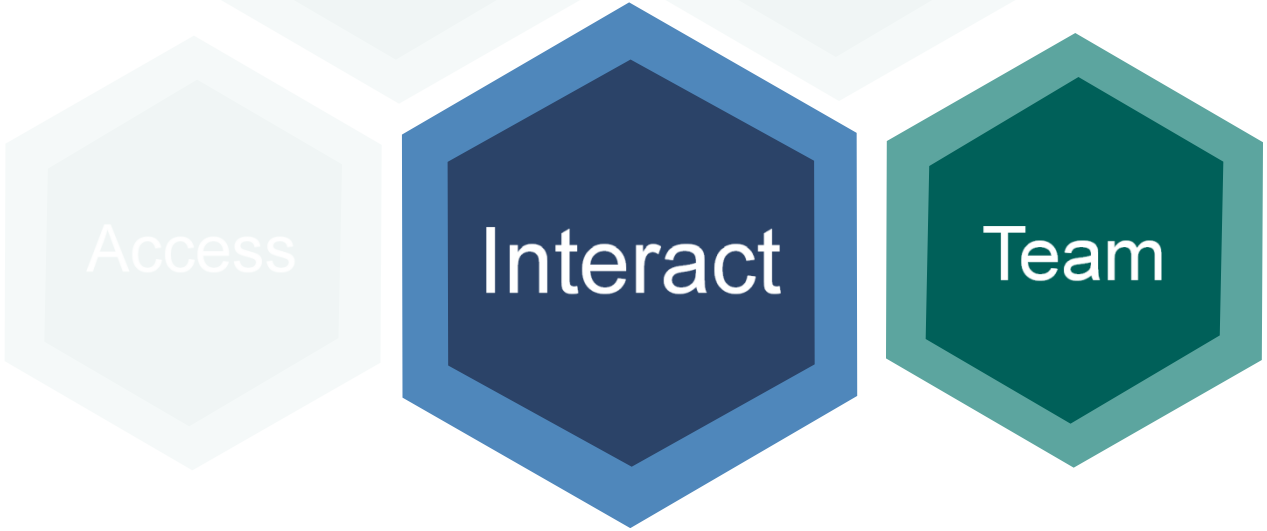


Cognos Insight



Cognos Insight

easily publish as a shared application to collaborate and take action



Cognos Insight

Cognos **Insight**

Demonstration

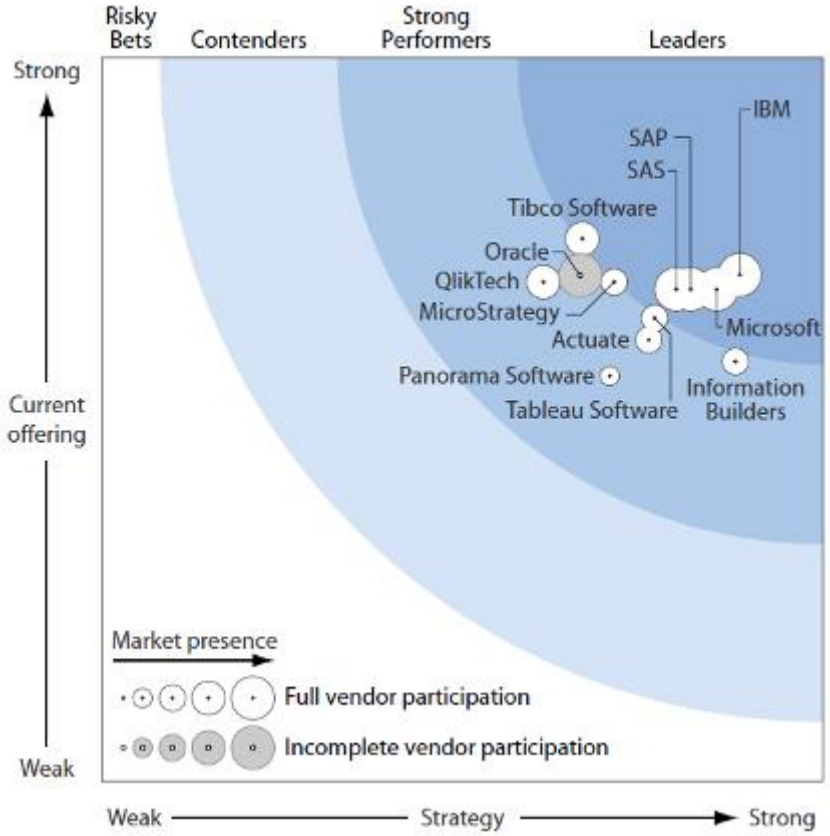
Top 5 Differentiators

1. **Read and Write**
   - Change or add new data, simple import, no scripting
2. **Customize**
   - You are empowered to create, not just consume
3. **What-if Scenario Model**
   - Model new scenarios, test assumptions, optimize
4. **Plan**
   - Modify plans, budgets, forecasts accordingly
5. **Extend**
   - Predictive analytics, managed reporting, performance management

Don’t just discover…

Do something with it.

IBM a Leader in the Forrester Wave™: Self-Service BI Platforms



Source: Forrester "*The Forrester Wave: Self-Service Business Intelligence Platforms, Q2 2012*", Boris Evelson, Jun 12, 2012.

Full report can be accessed at http://www.ibm.com

"Leaders Demonstrate Significant Capabilities And Good Balance.

IBM (Cognos) offers the broadest and the most balanced set of self-service features. With the recent rollout of Cognos Insight, IBM is now front and center in the self-service BI market."

The Forrester Wave is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave are trademarks of Forrester Research, Inc. The Forrester Wave is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.