



Infuse business intelligence throughout your organization

Change how you engage with data, collaborate with colleagues and deliver mission-critical insights across the enterprise

To improve performance and gain a competitive edge, business professionals need agile, intuitive analytic solutions that help them quickly respond to changing conditions. IT managers face different challenges. With tight budgets and limited resources, business intelligence (BI) solutions must be reliable and place minimal demands on IT staff.

IBM® Cognos® Analytics offers the simplicity and self-service users demand along with the governance and automation IT expects. It delivers a guided approach to analytics by empowering business users to solve individual or workgroup challenges on their own while providing IT with a managed self-service solution that can be easily scaled as business needs grow.

Take advantage of smarter self-service

Line of business: As a business leader, you need answers quickly. You don't have time to wait for IT to deliver data to justify your decisions. Cognos Analytics offers built-in intelligence that helps you create or customize dashboards and reports in minutes (Figure 1). Smart search capabilities interpret your intent from keywords and make recommendations to accelerate analysis—without assistance from IT.

- Use a consistent web and mobile user experience to find answers when and where you need them
- Leverage self-service data preparation to capture and combine virtually any type of data effortlessly
- Seamlessly transition between tasks and increase your analytic skills without complex training

IT: As an IT professional, you balance limited resources against the pace of analytic requests. You need the latest technology for self-service and visual data exploration so the business can gain insights without compromising governance. Cognos Analytics is a smart BI and analytics solution that empowers business users with self-service capabilities while providing the governance and security features your organization demands.

- Simplify administration with a completely web-based solution, hosted on premises or on cloud
- Handle and merge different kinds of data with ease
- Design the best mix of on-premises or cloud-based data sources

Make decisions with confidence

Line of business: You want an easy-to-use analytics solution that helps you create great visualizations from virtually any type of data. Cognos Analytics enables bottom-up and top-down collaboration, helping business users to build upon the decisions, data and dashboards of others to create new visual perspectives for others to borrow.



Figure 1. Dramatically increase productivity for departmental and enterprise needs.

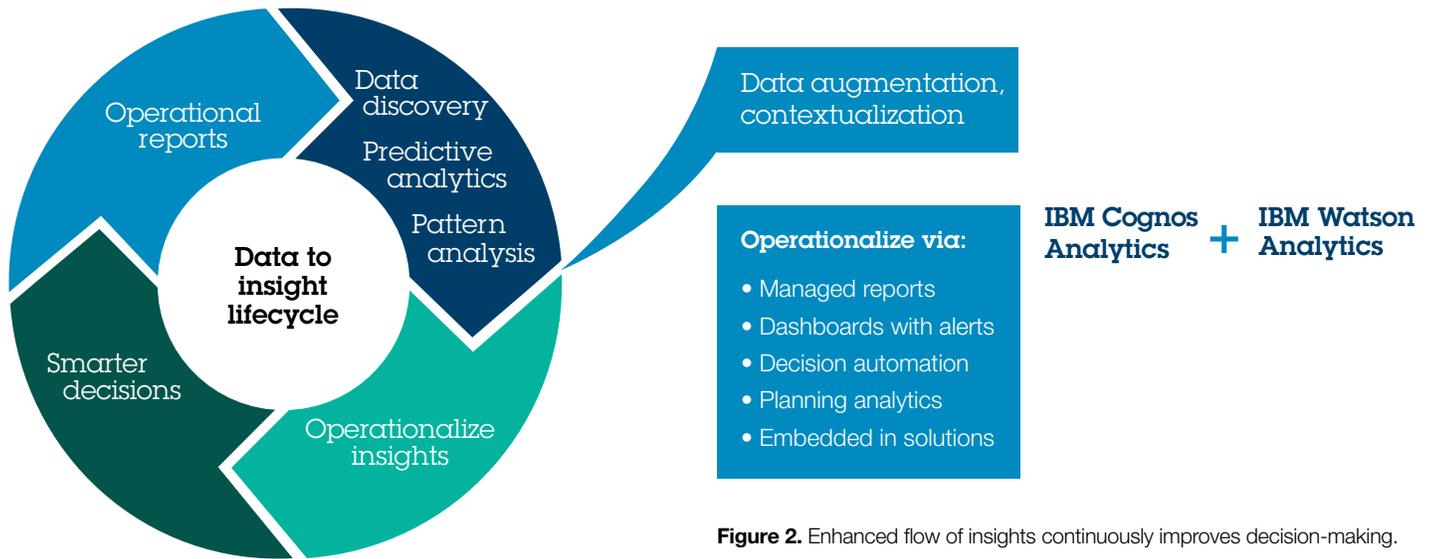


Figure 2. Enhanced flow of insights continuously improves decision-making.

- Create compelling data visualizations and dashboards to uncover underlying patterns and meaning in data
- Build upon the work of others by reusing data modules and report components
- Connect to exclusive data from social channels and The Weather Channel® for more relevant insights

IT: You need a platform capable of satisfying all your BI needs—scalability, governance, security and performance. Cognos Analytics delivers unmatched depth and breadth of analytic capabilities in a solution that caters to every level, from casual users looking at and interacting with a report, to business users creating a dashboard, to more advanced users who create their own models.

- Support advanced capabilities with add-ons for data discovery, predictive analysis, in-memory data and more
- Integrate with smart data analytics and visualization from IBM Watson Analytics™ to put decision-making on the fast track (Figure 2)
- Govern and operationalize insights from tens to tens of thousands of users in a security-rich environment

For more information

To learn more about IBM Cognos Analytics, contact your IBM marketing representative or IBM Business Partner, or visit: ibm.biz/cognosanalytics

To take a test drive visit: ibm.biz/cognosanalyticstrial

Transform your business with pervasive analytics

Line of business: Cognos Analytics enables new interactions with information and accelerates speed to understanding, which empowers users of all levels in their everyday actions.

- Get timely answers to your questions with easy-to-use analytics at your fingertips
- Instantly share findings and collaborate between teams to increase value
- Expand your organization's collective intelligence by leveraging other people's content

IT: Simplified access to and reuse of created content means fewer requests to IT. Cognos Analytics helps power decisions and actions that drive performance by operationalizing results.

- Scale the system as needed, without time-consuming and costly migration
- Improve productivity with the creation of smaller, more efficient data models
- Support knowledge-sharing throughout the organization while protecting data integrity

IBM Cognos Analytics—Analytics made easy for your business



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