

IBM Cognos Enterprise: Powerful and scalable business intelligence and performance management



Highlights

- Arm every user with the analytics they need to act
 - Support the way that users want to work with their analytics
 - Meet the requirements of business and IT today and in the future with scalable and extensible analytics
 - Support all business decisions simply and powerfully
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Overview

IBM® Cognos® Enterprise delivers powerfully simple analytics that meet the needs of both the business and IT. It equips business users with what they need to freely explore information, analyze key facts, quickly share and collaborate to gain alignment with key stakeholders and act with confidence to drive your business forward. Cognos Enterprise also supports the way business users want to work: on the web, on their mobile devices, on the desktop, in ongoing processes and coordinated with others in the organization.

With Cognos Enterprise, IT can confidently deploy and easily administer solutions that provide complete, consistent access to all information, with optimized performance for fast response times. You can capitalize on your investments with a solution that is modular to meet immediate business demands and challenges, integrated for a more complete solution so you gain greater value from components working together and open so you can use existing IT standards and infrastructure.



Arming every user with what they need to act

Users need quick access to facts and the flexibility to manage information so they can make informed decisions. With Cognos Enterprise, business users in your organization can:

- Assemble information relevant to understanding the business in a unified workspace (Figure 1) that includes reports and dashboards.
- Evaluate information and statistics to make fact-based recommendations with analysis capabilities.
- Share and collaborate in analytics processes to achieve alignment with collaboration and social networking tools.
- Act on findings to drive your business forward with high-powered modeling and structured workflow.



Figure 1: Information relevant to understanding your business.

Reports

Cognos Enterprise offers reports and report authoring solutions that can help organizations realize substantial value with:

- A unified user experience for business report authoring and consumption, giving business users the freedom to seek business insights on their own
- The ability to foster a culture of pervasive fact-based decision-making with reports that can be made available in a variety of ways, such as on mobile devices, in Microsoft Office applications, embedded and in-process business intelligence (BI) and interactive use when disconnected from the network (Figure 2)
- The ability to create and deploy a single report that can be executed in multiple languages and outputs

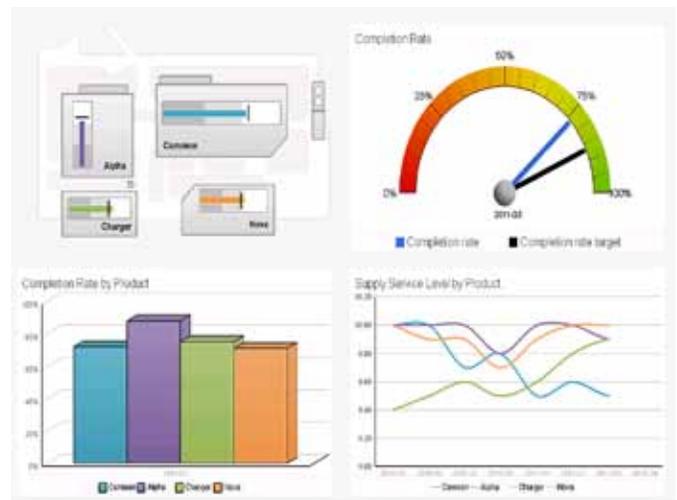


Figure 2: Interactive reporting, even when disconnected from the network.

Dashboards

With Cognos Enterprise, all business users get a full view of historical BI alongside real-time data and future probabilities for improved decision-making in a unified workspace.

Dashboards (Figure 3) enable users to:

- Assemble, personalize, analyze and interact with information in a single place for working with BI and analytics.
- Access virtually all types of data: historical BI, real-time operations data, probabilities and more.
- View performance metrics or other information in tables or as graphs and charts.
- Support their personal decision-making styles.



Figure 3: Dashboards help you understand your business in a unified workspace.

Analysis

Cognos Enterprise offers tools and software that can help you analyze all kinds of information so you can better understand and predict performance and make decisions confidently. With the analysis capabilities of Cognos Enterprise, you can:

- Assess your immediate business situation (Figure 4) with advanced, predictive or what-if analysis.
- Engage the right teams and minds from across your enterprise for more inclusive and holistic decision-making, evaluation, opportunity identification and assessment.
- Merge your external data with dimensional and relational sources without the help of IT
- Quickly gain insight and confidence with critical statistical evidence that is readily available to all front-line decision makers.
- Support hypotheses and maximize return on investment with data analysis and testing.
- Drive customer profitability by identifying key customer demographics.
- Use statistical process control to help improve quality and reduce costs.



Figure 4: Assess your immediate business situation with Cognos analysis capabilities.

Collaboration

Cognos Enterprise collaboration capabilities empower people to connect with others, establish dynamic decision networks and maintain an information hub for group decisions. These capabilities consist of two key components:

- Integration with IBM Connections: Integrated access to online, collaborative tools makes the most of modern social media so users can work on decisions in teams.
- Search: You can maintain a strong corporate memory with the ability to search a single, historical record of how issues were resolved and decisions were made.

With these components, your organization can build stronger relationships and develop a reliable corporate memory to keep your business evolving in the right direction.

High-powered modeling

Cognos Enterprise offers advanced, distributed architecture for greater scalability and interactivity. You can choose centralized or distributed deployment methods for “what-if” scenarios and modeling activities, depending upon the level of interactivity needed. Other support for modeling includes:

- An innovative, guided modeling environment that eases development and deployment of planning, analysis and forecasting solutions
- Patented, 64-bit, in-memory OLAP for enterprise scalability
- A choice of interfaces to accommodate a broad range of work styles
- A single, integrated platform that consolidates data from multiple sources such as personal data files, spreadsheets, ERP or other enterprise applications

Supporting the way users want to work

Cognos Enterprise supports where and how users need and want to work:

- **On the web.** Easily interact with shared information and comprehensive analytics in a single workspace.
- **On mobile devices.** Gain simple, reliable and secure insight on the road or in the office (Figure 5).
- **On a desktop.** Independently work with personal or corporate data and then share your work with others.
- **In process.** Work within management processes, existing applications and business workflows.
- **Coordinated.** Take advantage of consistent information and insight from all locations and devices.



Figure 5: Simple, reliable on-demand BI and insight on your mobile device.

A solution that meets the needs of the business and IT

Cognos Enterprise is highly scalable and extensible to meet the requirements of business and IT today—and in the future. As a result, with Cognos Enterprise and its robust proven platform, you can:

- Capitalize on your investments as your requirements and needs grow.
- Provide complete and consistent access to all information wherever it is stored.
- Rapidly deliver information and optimize performance for fast response times.
- Confidently deploy and centrally administer your solution.

Easier to buy, use and manage, Cognos Enterprise redefines BI with an analytics-driven solution that can help you maximize your return on investment and lower your total cost of ownership.

Conclusion

Cognos Enterprise blurs the distinctions between BI, business analytics and performance management by combining the capabilities of all three into highly scalable and extensible analytics that meet the requirements of both IT and the business. Every user can have what they need to act and work the way they want to work without being overwhelmed by a massive system of applications that they must navigate to get to the capabilities they need. The result? A solution that supports all business decisions simply and powerfully.

About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of BI, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

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