

Presenter's name – presenter's title

# From Insight to Action – Introducing IBM Cognos Insight



# Agenda

- **Market Trends**
- Analytics Gets Personal
- What can I do
- Demo
- Sharing and the Enterprise
- Demo
- Wrap Up

# Organizations constantly face new pressures

## Business

- Increasing customer expectations and empowered consumers
- Doing more with less
- Managing risk and fraud

## IT

- Increasing consumerization
- Wild west of information: big and personal
- Fueling analytics into everyday decisions

# The Evolution of Analytics for Business Users



data discovery 1.0



spreadsheets



Great data interactivity



Complex analysis  
Limited visualizations



Great visualizations



Limited data interactivity  
Pre-defined analysis

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# Analytics gets personal

Making analytics easy for a new community of users

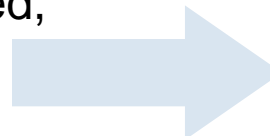


Analytics is **too hard** for non-technical people

**Simple, intuitive** analytics that anyone can use



If I had **all of the data** I need, what would I do with it?



Analytics with **instant insight** & answers to critical business problems

Getting insight into my business takes **too long**



How do I know if I'm **missing** important insights into my data?

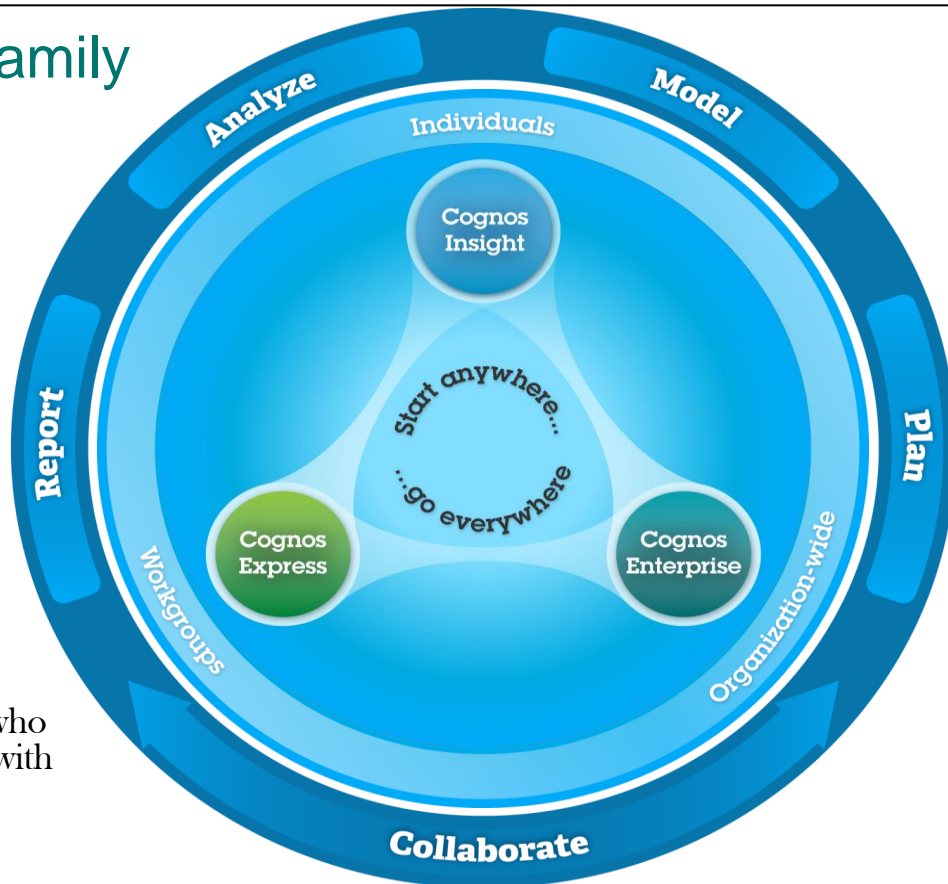
Analytics that enables **discovery** of trends, opportunities & options, with a **guided** path to answers



## The Cognos 10 family

Individuals who want the freedom and flexibility personal desktop analytics

Workgroups/departments who need to be up and running with a solution that is simple to install and manage



Enterprises requiring broad analytics capabilities deployed to 100's or 1'000s

# The evolution of analytics for business users



## Cognos Insight

The only spreadsheets desktop product that empowers decision makers to independently take **insight to action** data discovery 1.0



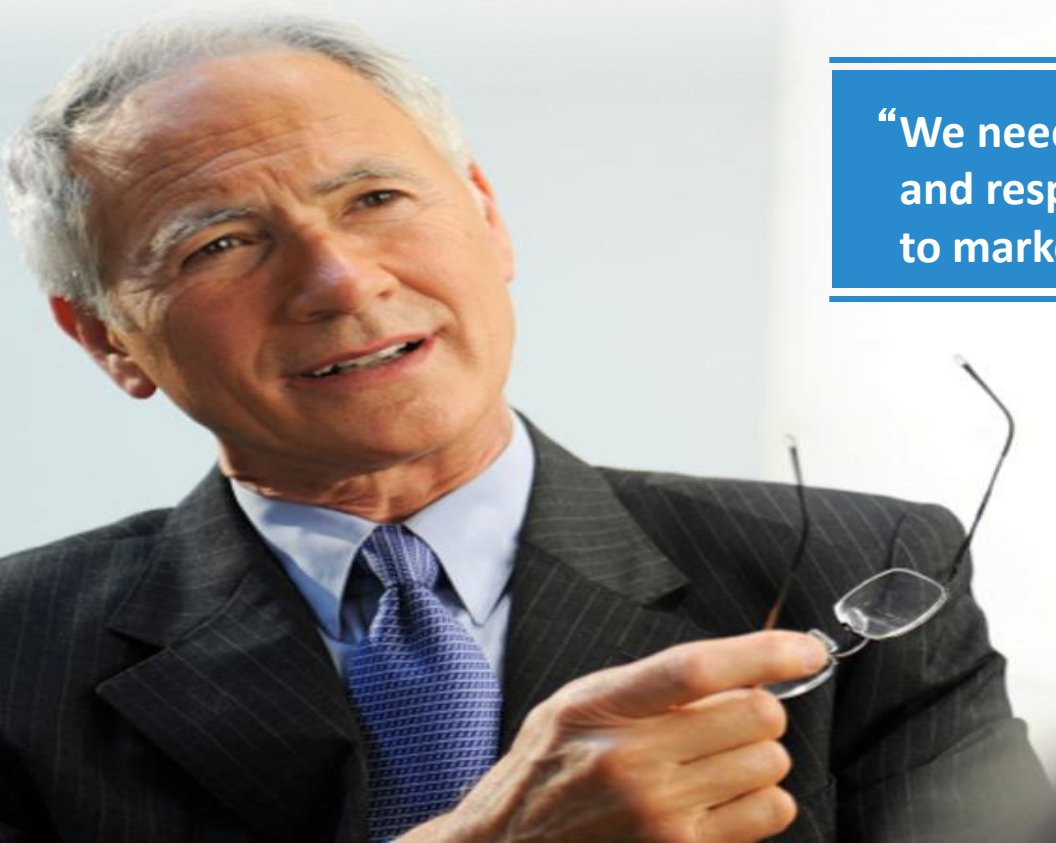


**“I don’t know exactly what I’m looking for.”**

**“I can’t afford to wait for someone else to build it.”**



**“The data I need is not just in corporate systems.”**



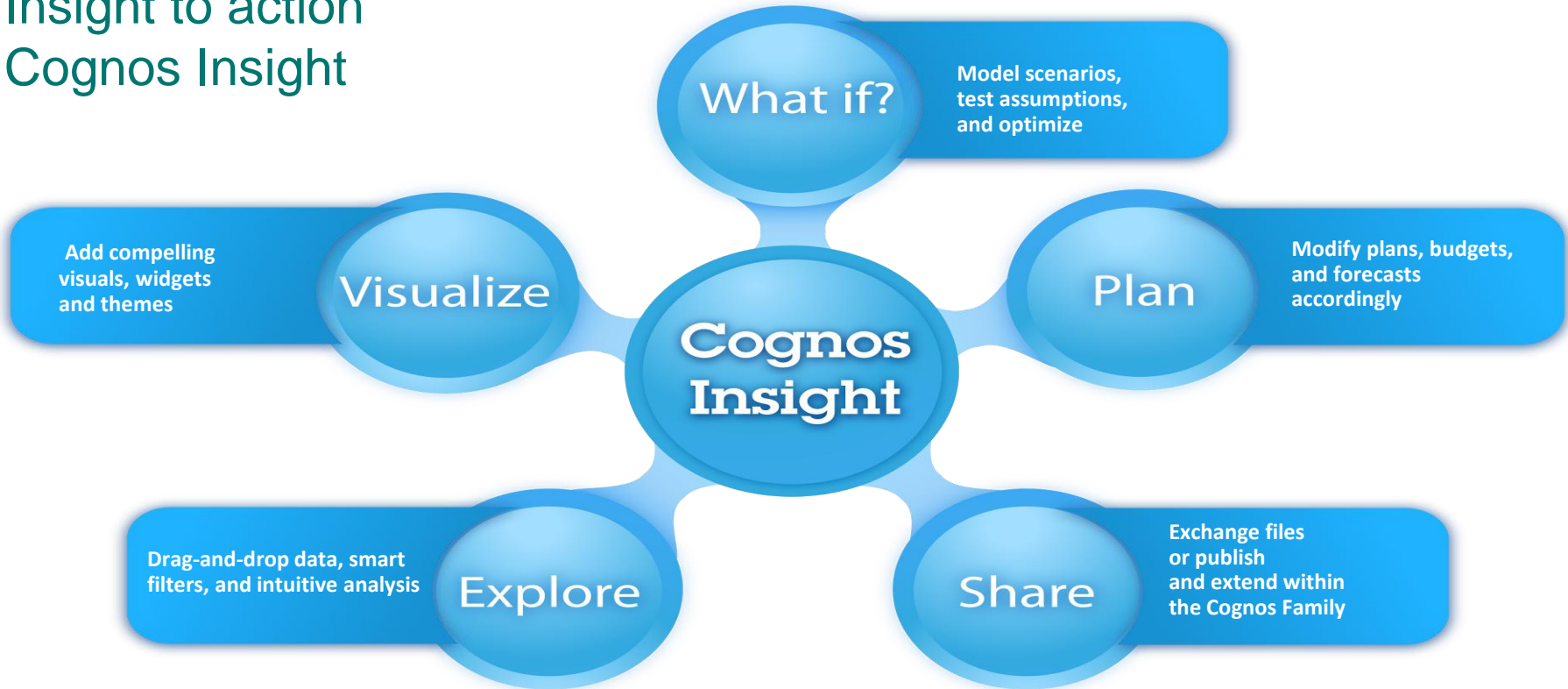
**“We need to understand  
and respond faster  
to market changes.”**

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# Insight to action Cognos Insight





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# COGNOS INSIGHT

# DEMO

## Explore

- Drag and Drop Import
- Guided Import
- Explore Points

## Analyse

- What If

## Visualise

- Apply Styles
- Customise Graphs

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## Cognos Insight, part of the Cognos 10 Family

### *What can you do when integrating with Enterprise Servers?*

#### Share

- Upload CDD file to Cognos Connection
- Users open & launch CDD file on desktop

#### Import

- BI report data into Cognos Insight and merge with local data



#### Publish

- Publish application to TM1 Application Server

#### Publish & Distribute

- Publish application to TM1 Enterprise Server
- Publish BI package & reports to Cognos BI V10.1.1

Integration requires:

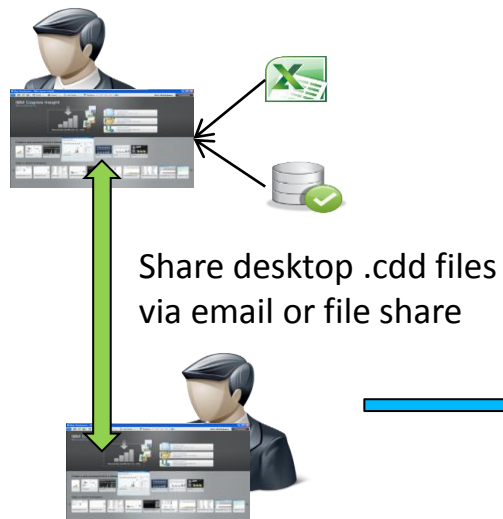
IBM Cognos Business Intelligence Version 10.1.1

IBM Cognos TM1 Version 10.1

# Cognos Insight – two modes of use

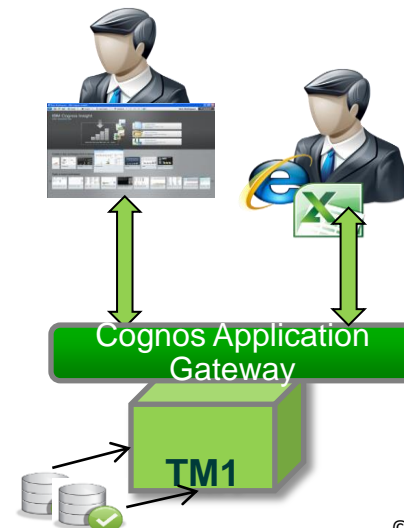
- Standalone Client

- Ad-hoc exploration
- Share via email
- Publish prototypes to TM1 server



- TM1 Contribution Client

- Centralised, Managed & Secure
- Data source for Cognos BI
- Optional workflow



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# COGNOS INSIGHT PUBLISH DEMO

# DEMO

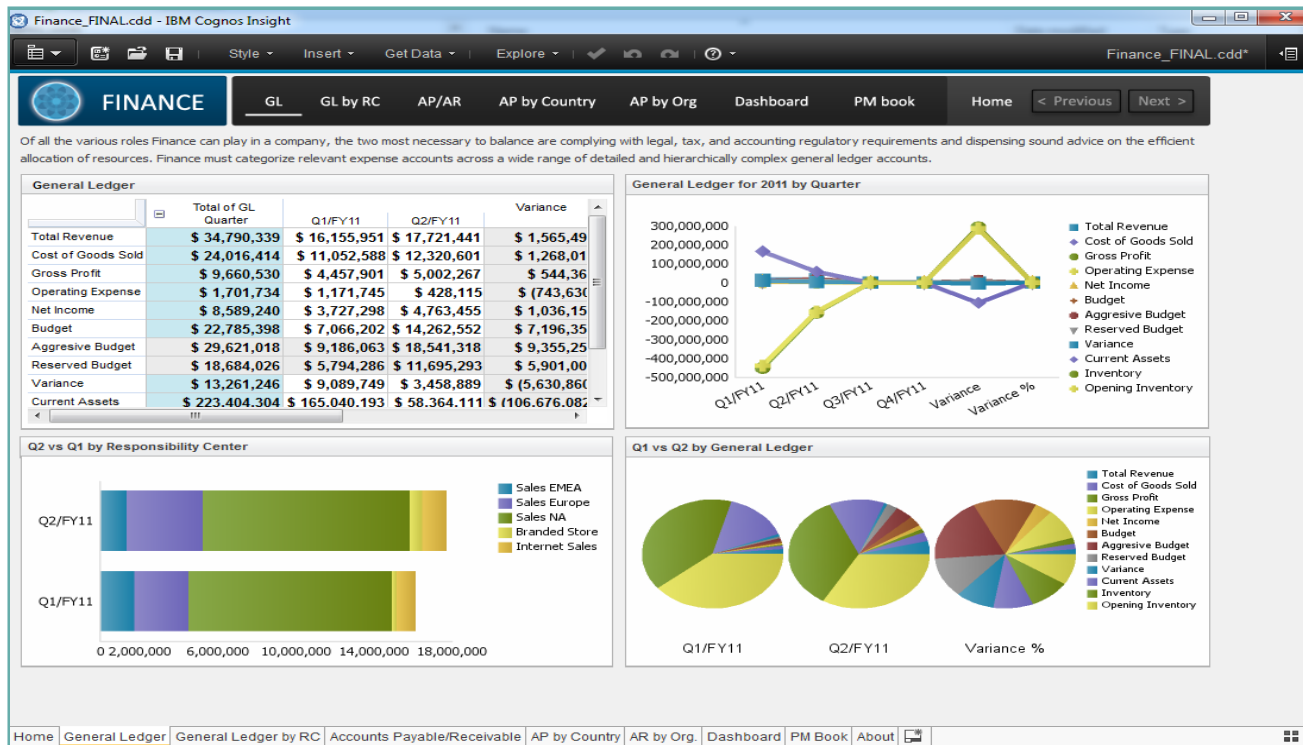
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## What's Next for Cognos Insight

- Smart Metadata
- Time Rollup
- Tree Maps
- Drilling on Charts
- Top, Bottom Filtering
- High Fidelity Publish
- Package Import
- Disconnected Use



# INSIGHT

What if?

# ACTION

Visualize

**Cognos  
Insight**

P

Explore

re

## Insight Community

- Download 30 Day Trial Edition
- Web Community for registered users
  - Prospects, customers, IBM, partners
- Purchase Standard Edition
- Compelling sample applications
- Training modules – 12 “how to” videos and samples
- Support via discussion boards
- User contributed uploads
- Opportunity to showcase BP skills and domain expertise

The screenshot shows the IBM Insight Community website. At the top right is the IBM logo. Below it is a navigation bar with links for Profiles, Communities, Apps, and Home. The main header reads "Insight Community". A "Getting Started" section features a numbered list of three steps: 1. Optimize for computer network integration, 2. Maximize for mobile network integration, and 3. Optimize for computer network integration. A "Download Now" button is present. To the right is a video player showing a man and a woman in a meeting. Below this is a "What Insight Does For You" section with a play button icon. A "Join for Free" button is on the far right. The main content area has tabs for "Facts & Figures", "Sports", and "Work Place". Below these are several content cards: "Community" with a "Getting Started with Cognos Insight" article, "Events and Workshops" with "IBM Virtual Performance 2012" and "IBM Mobile Business Analytics Virtual Summit", and "Resource Central" with "Learn how to get started with Analytics". A "Jump Start Applications by Function" section lists various business functions like Sales, Marketing, Customer Service, Finance, Human Resources, IT, Executive Management, Product Development, and Operations.

**Thank You**





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