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

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# 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

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# 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



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# Analytics gets personal

## Making analytics easy for a new community of users

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

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

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

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

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

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

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



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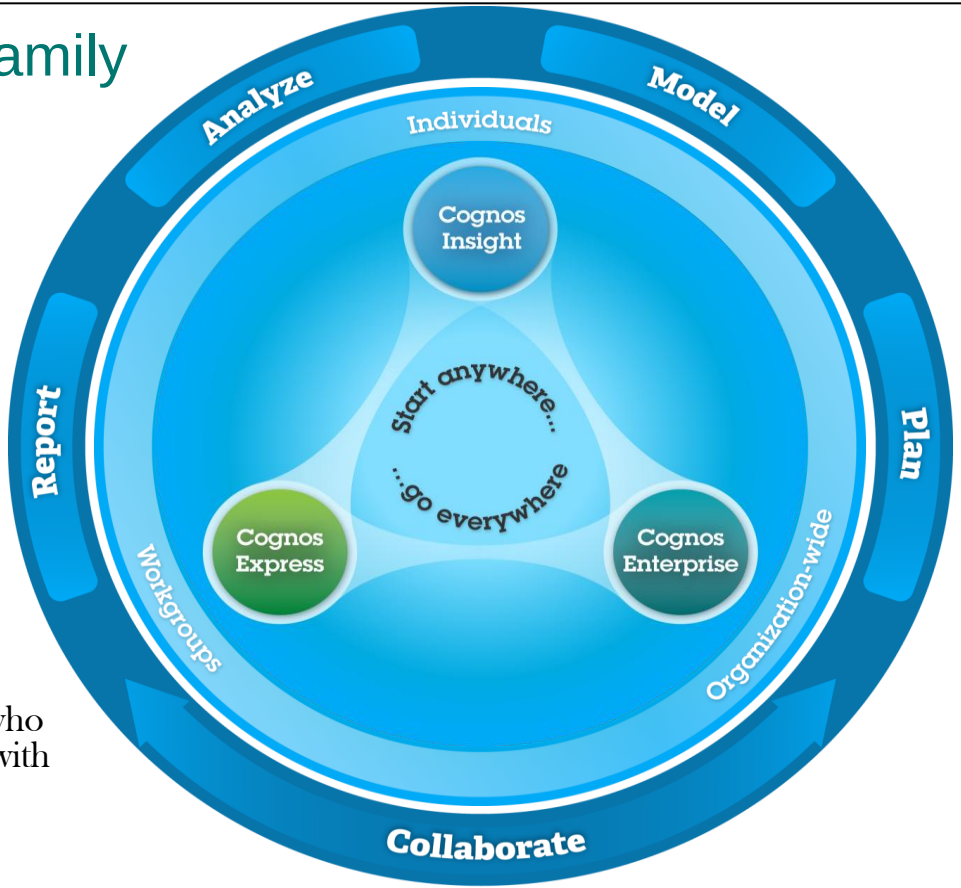
# The Cognos 10 family

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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# The evolution of analytics for business users

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

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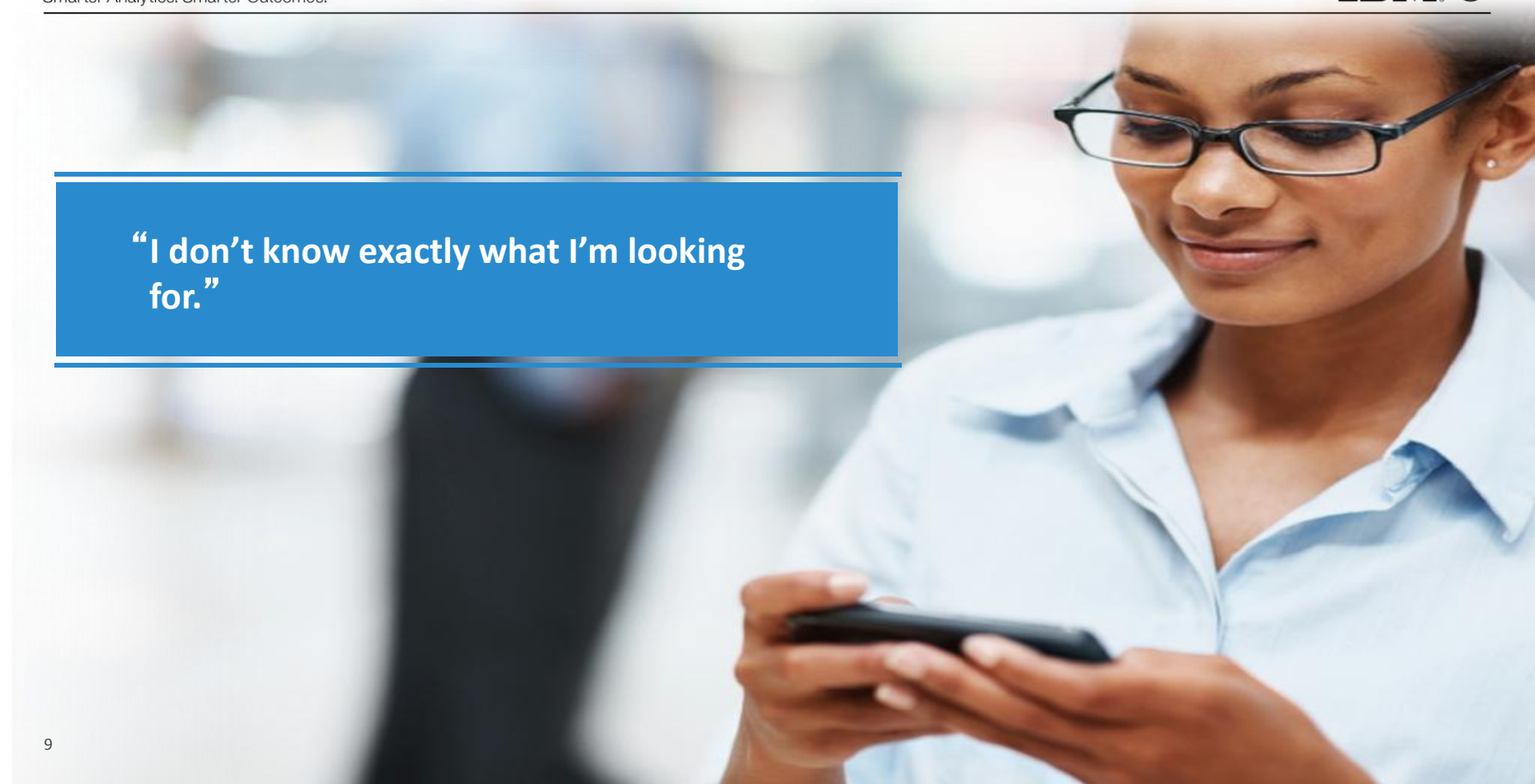
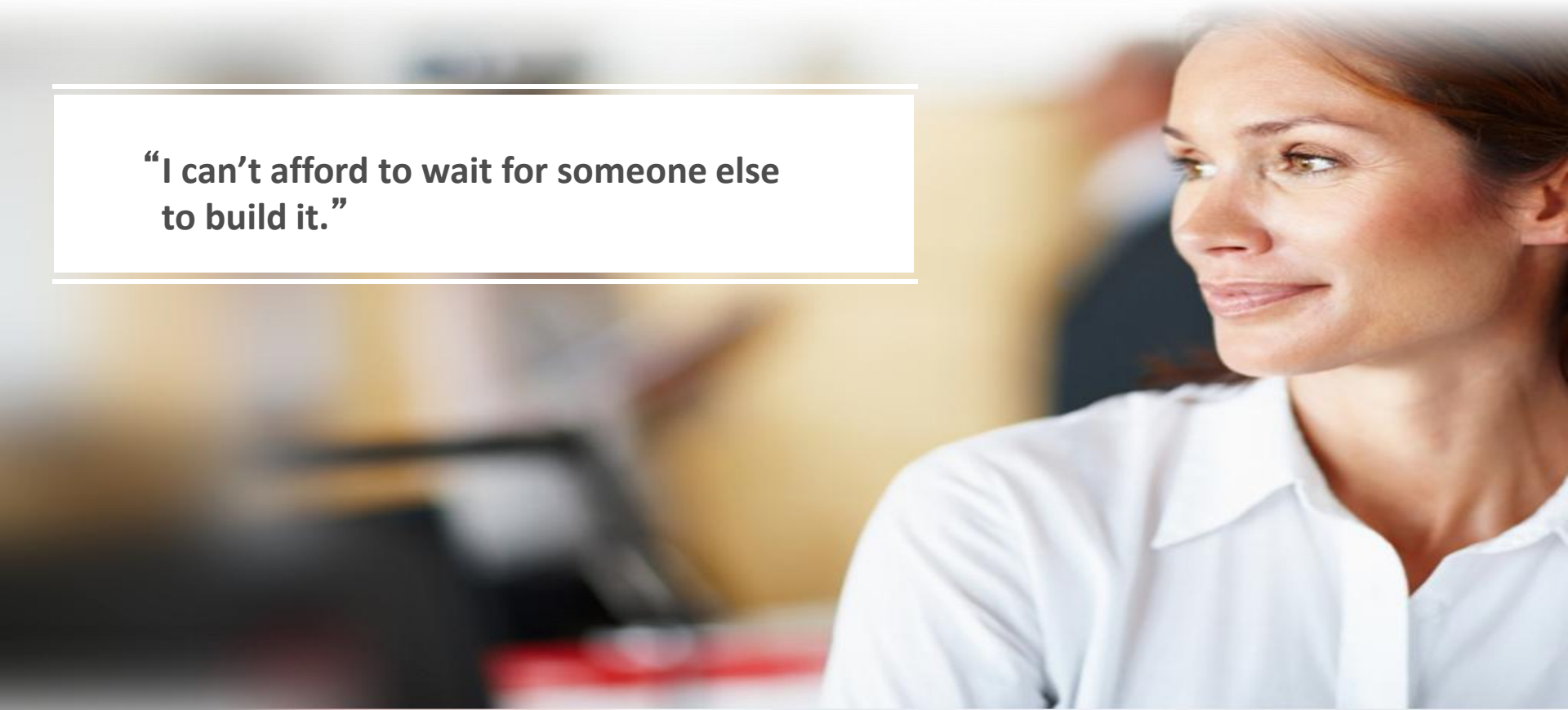

“I don’t know exactly what I’m looking for.”


“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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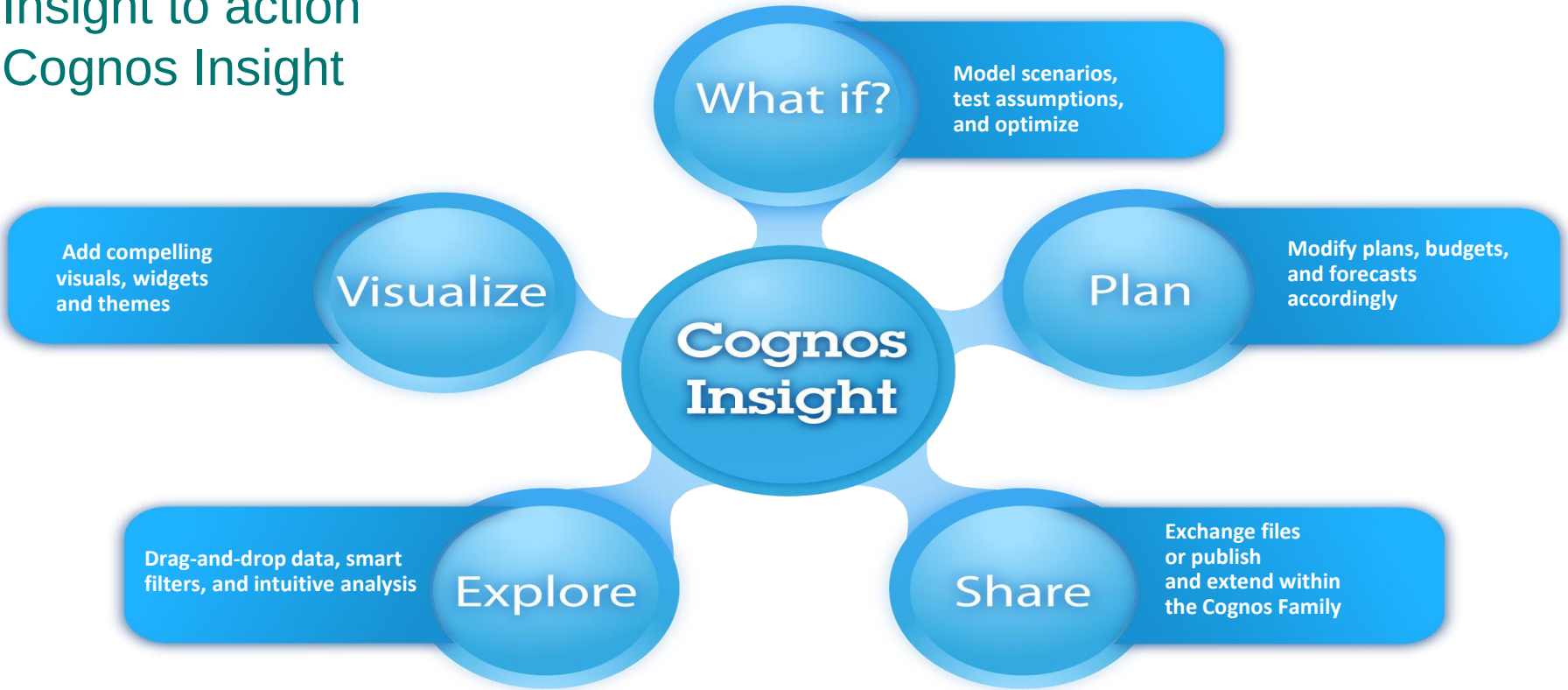
# Insight to action
# Cognos Insight





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# COGNOS INSIGHT

**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

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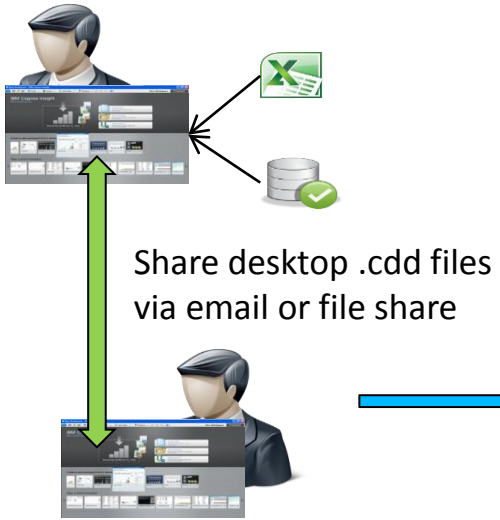
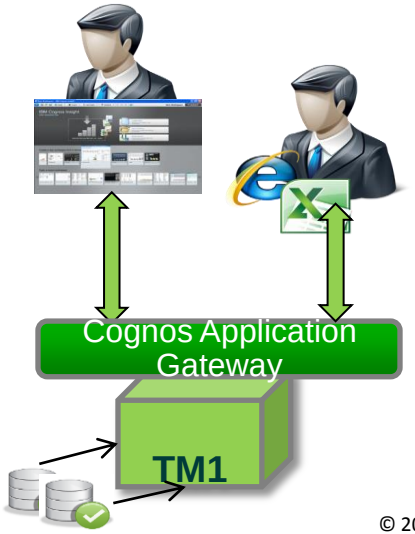
# Cognos Insight – two modes of use

- 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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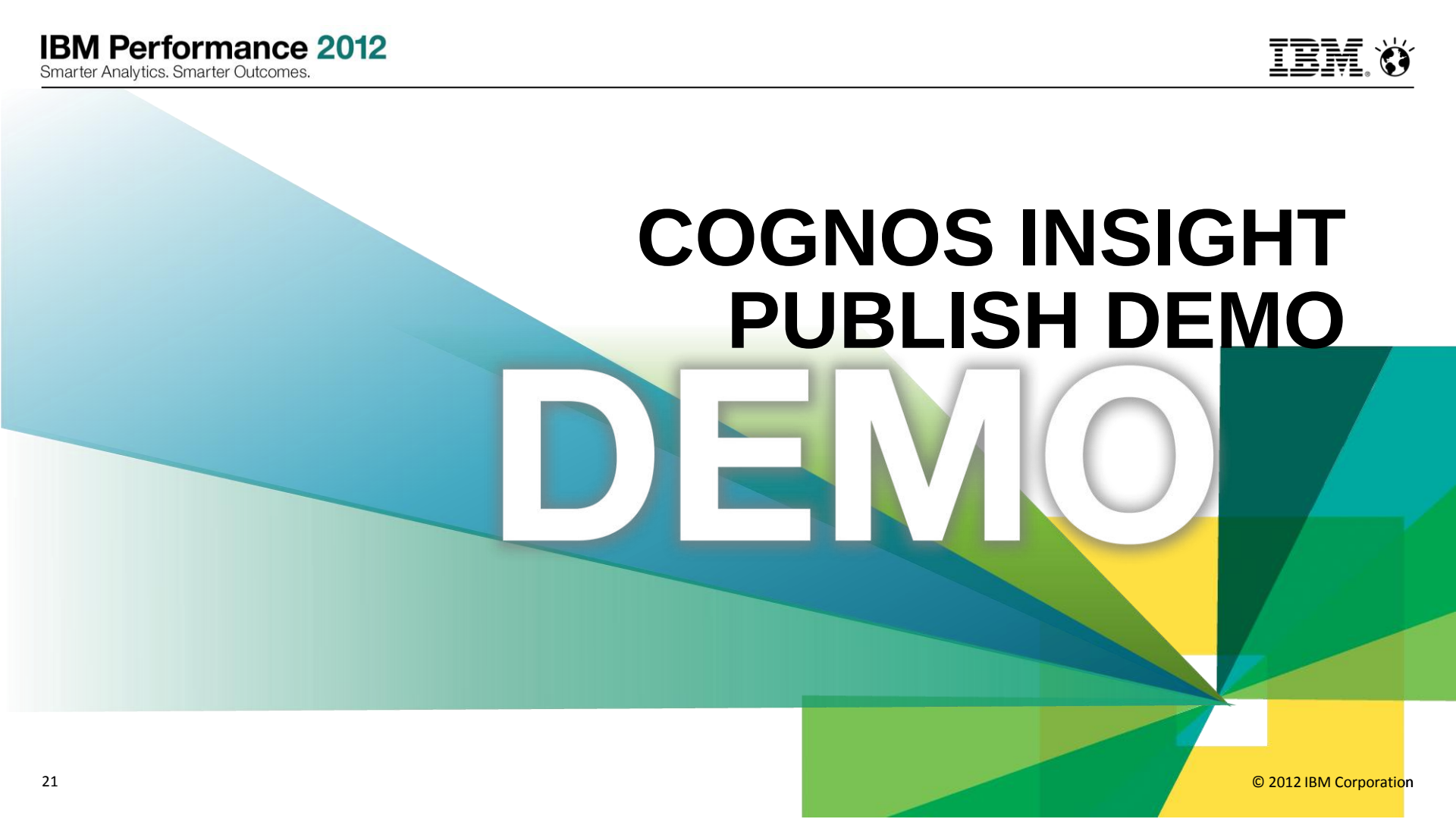
# COGNOS INSIGHT PUBLISH DEMO



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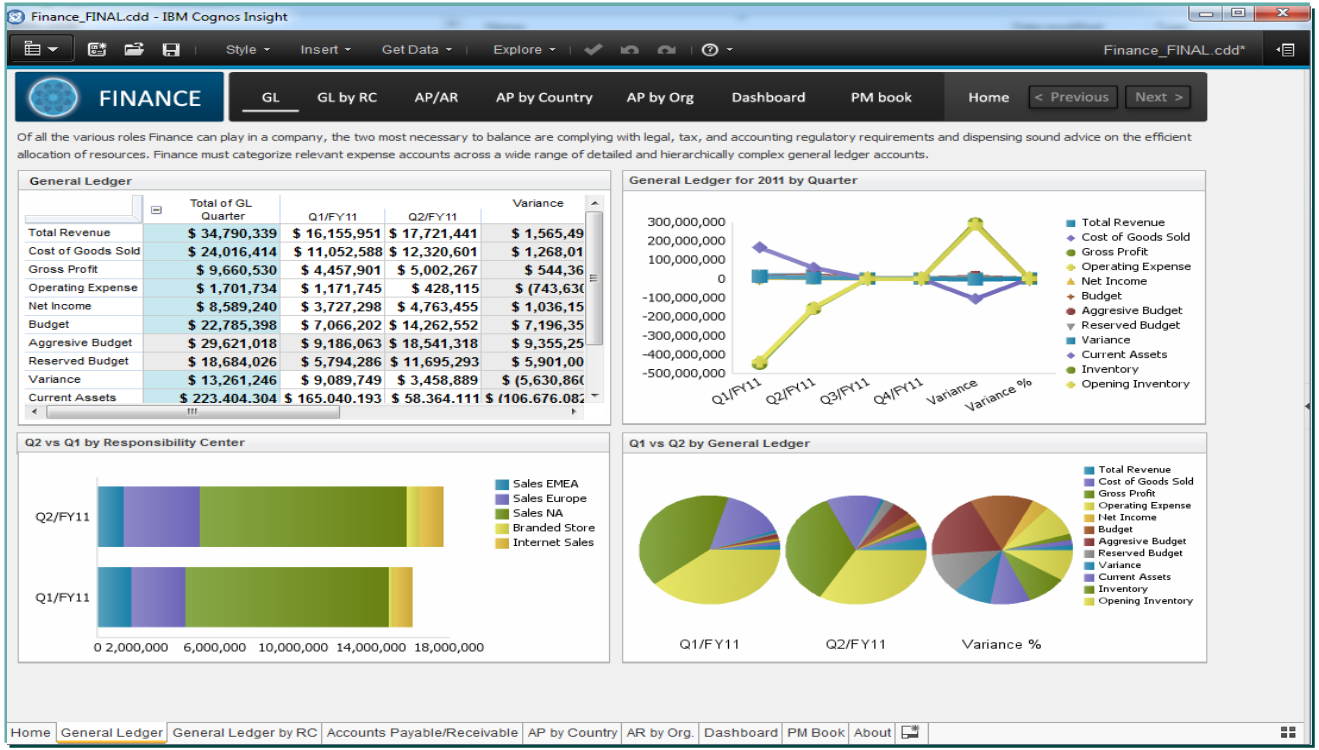
# What's Next for Cognos Insight

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





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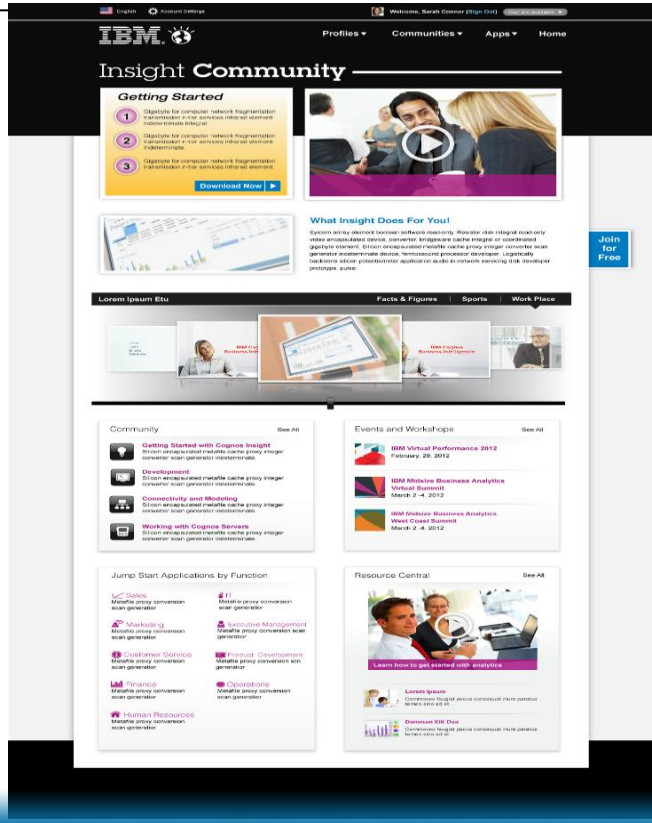
# Insight Community

- 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

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