Top 10 Things You Should Know About IBM Cognos 10 for Business Analytics

Abstract

IBM Cognos 10 is the latest release in the business analytics lineup for IBM. The new solution boasts improvements and enhancements on most every level and integrates technologies from many IBM acquisitions. This announcement includes details on mobile analytics, real-time and collaborative business intelligence and more. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) Impact Brief covers the product release and details the top 10 things you should know about IBM Cognos 10.

IBM Strengthens Their Business Analytics Foundation with IBM Cognos 10

IBM's dedication to business analytics is clearly visible in the latest release from IBM Cognos. When IBM acquired Cognos in 2007 they began to systematically move Cognos to the center of their analytics offering. Since 2006 IBM has invested $12 billion into 24 different companies in order to strengthen their position in the analytics space. Unlike some of their competitors, IBM continues to invest heavily in R&D enabling an aggressive innovation curve and a more agile upgrade schedule. The company expects to see significant growth in analytics and predicts that by 2015 it will produce $16 billion annually or 20% of IBM's overall hardware, software and services revenue.

Top 10 Things You Should Know

1. IBM Cognos 10 delivers features and solutions for business intelligence, predictive and advanced analytics, financial, performance and strategy management, governance and compliance, and analytic applications.

2. Performance enhancements to IBM Cognos 10 Business Intelligence v10 make query performance 3X faster than Cognos 8

3. Built-in collaboration and social networking features include annotation at cell level, the ability to create decision communities, produce decision templates and capture lineage of decisions throughout the system.

4. Cognos Mobile is compatible with iPad, iPhone, Windows Mobile, Blackberry and Symbian platforms. The platform enables full interactivity with reports including drill-down, scheduling, etc.

5. SPSS Modeler and statistics are integrated into the platform providing predictive analysis and insights on Cognos 10 data delivered directly to your exiting analytic environment.

6. Cognos has completely revamped to the end-user workspace with a new tool called Business Insight, making it simpler and easier to use. It is designed for flexibility and is generally less cluttered than earlier releases.

7. The deep integration of TM1 functionality makes it easier for end users to leverage Cognos 10 data with the scenario analysis and enterprise planning functionality of TM1.

8. IBM Cognos 10 is designed to make information more actionable. Cognos Business Insight enables users to explore data across all time trends including historical, real-time (with Cognos Real-Time Monitoring) and predictive (with SPSS) to make better decisions.

9. Update from Cognos 8 is seamless and includes lifecycle management tools to keep the old and new systems alive in parallel as you migrate, allowing for an iterative process instead of an all-at-once transition.

10. IBM Cognos 10 is an end-to-end enterprise solution, but it can be delivered to most any sized client with a well-defined growth path.

EMA Perspective

IBM's analytics agenda is founded on enhancing productivity of existing infrastructure, a return to growth via human capital analytics and customer analysis, and lastly, business productivity that targets the agendas of the CFO's office. This type of focus enables IBM to move beyond the commoditized world of traditional business intelligence and reporting into an innovative partnership with their clients. Delivering an end-to-end solution that includes not just business intelligence but integrated predictive and advanced analytics, financial performance and strategy management, governance and compliance, and analytic applications enabling IBM to differentiate itself from most of its competition.

The addition of social tools and collaborative decisioning is key to enabling a more diverse user community within the enterprise. Beyond collective intelligence is the need to put decisions to work. The decision templates featured in Cognos 10 allow for repeatable processes designed to move data forward to action. IBM is utilizing Lotus Connections as the base for their collaborative interaction and they have done an excellent job integrating it into IBM Cognos 10.

IBM is addressing the maturing needs of the market by becoming a partner. The majority of enterprise, mid-market and departmental projects can be well served by standard implementations of Cognos 10. IBM can also deliver "outcome based" pricing models by building an innovation solution with a customer and pricing it on measures of ROI, cost reduction, customer churn, client acquisition, etc. It is a sophisticated approach and positions both IBM and the client in a place of common investment. The upside is a less commoditized price for IBM and a custom solution for the client. Most vendors would shy away from this co-innovation approach, but IBM is embracing it.

IBM has done an excellent job integrating acquired technologies into Cognos 10 that add a wide span of features. EMA sees value in the integration of SPSS Modeler and the SPSS statistical engine into Cognos Statistics whereby users can add predictive and advanced analytics capabilities right alongside tradition business intelligence. Coupled with Cognos 10 data, both of these features add significant power to the platform.

> EMA finds the IBM Cognos Business Intelligence v10 release to hold strong value for upgrading customers and prospects.

EMA finds the IBM Cognos Business Intelligence v10 release to hold strong value for upgrading customers and prospects. The single technology stack provides a tightly integrated solution for customers that need to leverage the major areas of business analytics.

EMA believes that through its continued R&D investment, deep acquisition budget, increased agility in development cycles and deep domain knowledge brought by their 7,000+ global consultants, IBM will maintain a leadership position in the business analytics space.

About EMA