



## IBM Cognos Express

*Breakthrough BI and planning for midsize companies*

### Overview

IBM Cognos® Express is the first and only integrated business intelligence (BI) and planning solution purpose-built to meet the needs of midsize companies. It delivers the essential reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities that midsize companies need at a price they can afford. Everything is included in a pre-configured solution that is easy to install, easy to use and easy to buy.

IBM Cognos Express provides midsize companies with consistent, reliable information to answer three critical business questions: *How are we doing? Why?* and *What should we be doing?* With insights drawn from answering these questions, managers can make better, faster decisions to drive greater efficiencies, reduce costs and identify new growth opportunities.

For organizations of any size that are beginning to embark or expand on a BI and planning strategy, IBM Cognos Express includes everything needed to get started right away. It offers powerful yet easy-to-use business analytics capabilities for both novices and advanced users to encourage broad adoption throughout a company.

### The only integrated BI and planning solution purpose-built for midsize companies

To be agile and compete with larger rivals, managers and business users at midsize companies need targeted, timely and accurate information – information that can successfully drive strategic business decisions. BI and planning applications provide this information. They increase visibility into key metrics to improve business processes and decision-making throughout an organization.

Many midsize companies have been forced to cobble together bits and pieces of expensive and complex systems or resort to using spreadsheets to handle their BI and planning needs. IBM Cognos Express offers a clear alternative – an affordable, integrated reporting, analysis and planning solution purpose-built for midsize companies. With IBM Cognos Express, you can get powerful performance management capabilities like large organizations – at a lower cost and with less IT overhead.





*IBM Cognos Express offers a complete, integrated solution for a midsize company's reporting, analysis and planning needs.*

#### **Easy to install and deploy**

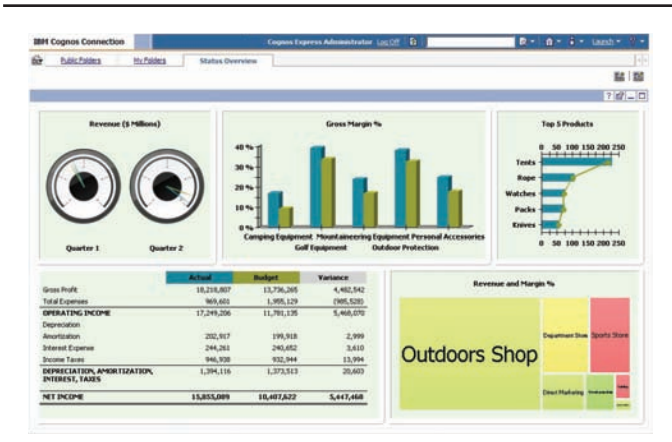
IBM Cognos Express includes everything you need for immediate use in a preconfigured solution. It includes a powerful in-memory analytics server, a common Web portal and tightly integrated security for fast, comprehensive and secure BI and planning. It plugs into existing infrastructure with minimal impact and can be deployed in as little as an hour. A single, centralized Web-based console manages all administrative aspects of installation, deployment and ongoing management, using only a few simple mouse clicks. There is no extra burden on IT staff and no additional investment in software infrastructure.

All the essential reporting, analysis and planning capabilities are available in one integrated solution from a single vendor. This simplicity eliminates the time and costs associated with more complicated, developer-centric implementations. You are more productive right away. It also reduces the complexity of deployment and ongoing maintenance, which minimizes the IT resources required.

As your needs expand in the future, IBM Cognos Express provides a path to add capabilities using the same familiar software application. There is no extra training required nor additional demands on constrained technical resources.

#### **Easy-to-use, self-service access to empower business users**

IBM Cognos Express is easy to use and can be managed and operated by business users themselves. Self-service access lets users work independently to access information quickly and create and modify their own reports and analysis without relying on IT resources. It presents data in a business context that business users understand while ensuring data accuracy and consistency throughout the organization. This allows executives and managers in different departments to spend more time analyzing data and less time arguing over what data is correct. Write-back capabilities allow these insights to be turned into specific plans and actions for better business outcomes, for example, to align the right resources to capitalize on new opportunities.



Interactive dashboards can include elements from any IBM Cognos Express module and be easily shared company-wide.

While IBM Cognos Express empowers users to be self-sufficient, it does so in a controlled way, providing the right interface for the right user. It uses common metadata models to ensure that everyone works with the same trusted information and consistent business rules and calculations. Simple, intuitive authoring capabilities support the needs of all business users from the novice to the power user. Managers can spend more time analyzing data and formulating business strategy. They can adjust plans, budgets and forecasts to respond quickly and effectively to changing business conditions.

### Easy to buy, for rapid ROI

IBM Cognos Express is packaged and priced to let companies start small with only the capabilities they need, gain immediate business value and expand their solution as they grow. Its affordable pricing includes everything you need to get started. There are no hidden fees for additional software often seen with other solutions.

Simple administration saves time and resources while delivering faster time to value. With no hidden costs and ease of use, IBM Cognos Express delivers a rapid return on investment and a predictable cost of ownership.

## One-stop reporting, analysis and planning

IBM Cognos Express offers a complete, integrated self-service solution for a midsize company's BI and planning needs. The following four modules can be used separately or together:

- **IBM Cognos Express Reporter** for reporting and ad hoc query
- **IBM Cognos Express Advisor** for analysis and visualization
- **IBM Cognos Express Xcelerator** for Microsoft® Excel® based business analysis and optimization
- **IBM Cognos Express Planner** for planning, budgeting and forecasting

You may purchase the full product with its reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities, or you may start with the specific module or modules you need today, secure in an easy growth path for the future. This flexible approach gives you the freedom to “think big, but start small” – an effective strategy to match project and business needs with budget and resource constraints.

### IBM Cognos Express Reporter

Often, the first step toward initiating or expanding a business intelligence strategy involves moving beyond the canned reports included with your corporate applications. You need the flexibility to create reports that combine information from a variety of different sources. You need to build different types of reports that support the needs of various users throughout the company.

IBM Cognos Express Reporter delivers complete, self-service reporting and ad hoc query capabilities for business users to access, modify or author reports quickly and easily. It provides a consistent view of information throughout your company so users are never confused, misinformed or misaligned. This self-service design helps reduce the cost and time needed to share information throughout the organization. Reduced demands on IT help eliminate reporting backlogs that frustrate business users. The result is better decision-making company-wide.

IBM Cognos Express Reporter delivers:

- Simple, intuitive, drag-and-drop authoring capabilities that are easily accessible from a Web browser for self-service reporting by any user, from novice to expert.
- A common metadata model that presents information to users in business terms that they understand, so they can be productive right away.
- Access to all corporate data in any combination, including relational, analytical OLAP or even desktop files for comprehensive, accurate reporting.
- Broad report coverage to meet the needs of different users, including financial, production, operational, transactional, managed or ad hoc reports.
- Flexible report delivery that includes the ability to write once and immediately publish reports to the Web, PDF files, Excel spreadsheets, email messages and the IBM Cognos Express Web portal.
- Interactive dashboards that can be shared company-wide to support collaborative decision-making.
- The ability to easily maintain and update a report throughout its life cycle using a common, shared interface that can be accessed by all business users.

### IBM Cognos Express Advisor

You need to spot emerging trends quickly and answer essential business questions such as, “Which are our most profitable products and what makes them profitable?” or “Who are my best customers?” and “How effective is my customer service?” IBM Cognos Express Advisor provides the ability to answer these questions quickly by analyzing complex data and then communicating business insights through high-impact visualizations.

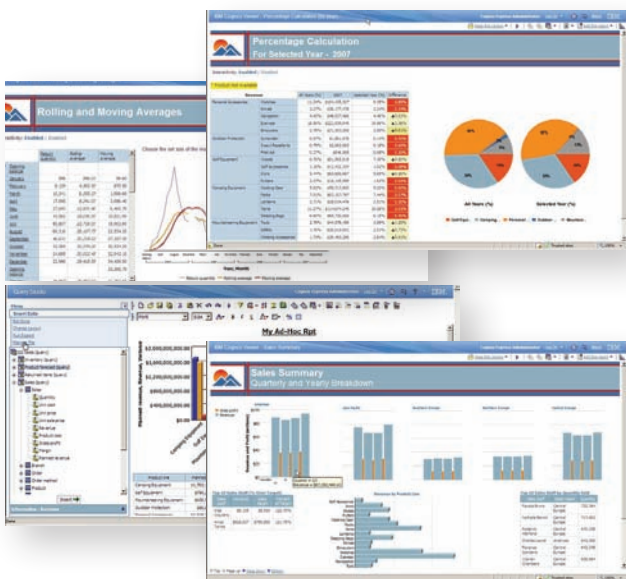
You can explore and customize data with interactive visuals. For example, click on an image in a chart to “drill” up or down for additional information or drill through to find the detailed source of the data. Deliver key insights throughout the company using intuitive Web-based dashboards and interactive reports that encourage wide user adoption.

IBM Cognos Express Advisor uses the embedded in-memory analytics server to quickly connect to operational data sources and create a multidimensional view of your business. You can analyze key areas, such as products or channels, and compare them in light of other important factors such as regions, customers and time.

Business users can also combine multiple views of their data in a single screen or dashboard to create visually appealing, interactive overviews of critical business information. So business users can spot changing business conditions quickly and take immediate action.

IBM Cognos Express Advisor delivers:

- Self-service analytics through an intuitive Web-based interface that enables simple publishing to a common portal for widespread adoption by business users.
- High-impact visualizations, including dial indicators, geo maps and heat/performance maps, plus bar, line, area, pie, radar, bubble, scatter and range charts and graphs.



*An intuitive, easy-to-use interface provides complete, self-service access to reports and analysis.*

- Powerful in-memory analytics for real-time calculations and slicing and dicing of data by swapping, stacking and switching dimensions in any combination.
- Freeform arrangement of multiple, interconnected data views without any coding or scripting.
- Conditional formatting and traffic lights to highlight important variances at a glance.
- Data entry and spreading capabilities that enable “what-if” business scenario modeling and forward planning based on actual data.
- Write-back capabilities that link analysis and planning processes for effective business optimization.

### **IBM Cognos Express Xcelerator**

Many financial and business analysts are skilled spreadsheet users who don't want to give up this tool. Yet, most companies recognize the significant risk in spreadsheet-only business processes. With spreadsheets, it is difficult to control access to key financial and operational data and to audit changes. Information is locked in silos and different people can modify information using inconsistent calculations and rules. In addition, spreadsheets lack the ability to slice and dice large sets of data across multiple dimensions.

IBM Cognos Express Xcelerator extends and transforms common spreadsheets for real-time business analysis and optimization. Users can work within an Excel environment to create custom analysis and build their own “what-if” business scenarios. This approach allows business users to use existing Excel skills and investments while overcoming the risks and limitations of spreadsheet-only processes. Its centrally managed data, business hierarchies, rules and calculations eliminate data silos and inconsistencies throughout the organization. A powerful in-memory analytics engine delivers fast, multidimensional analysis that can lead to greater operating efficiencies, enabling a new level of insight and action, as well as speed.

Business users can build and test business scenarios with powerful “what-if” modeling capabilities and then update plans immediately using write-back capabilities to align the right resources to capitalize on new opportunities. This closed-loop process enables midsize companies to take full advantage of trusted insights gained through analysis and immediately apply those insights to critical operational areas, such as workforce management, inventory management and expense planning, for better business optimization. Business users can create sophisticated and customized analysis targeted to their business needs. No programming skills or IT support are required.

IBM Cognos Express Xcelerator delivers:

- An Excel or Web-based interface that allows business users to easily contribute data using familiar Excel-authored reports and applications with no “coding” skills required.
- Streamlined and continuous integration and aggregation of data for fast information analysis and retrieval so business users can focus their attention on effectively operating their business.
- Centrally managed data, business hierarchies, rules and calculations to eliminate data silos and inconsistencies throughout the organization – all powered by an in-memory analytics server.
- Pre-built blueprints for key business optimization tasks, such as expense and capital planning, workforce management and profitability analysis.
- Role-based security, structured workflows and clear audit trails to improve accountability and accuracy.
- Write-back capabilities that link “what-if” modeling results with specific actions that lead to better business outcomes.

### IBM Cognos Express Planner

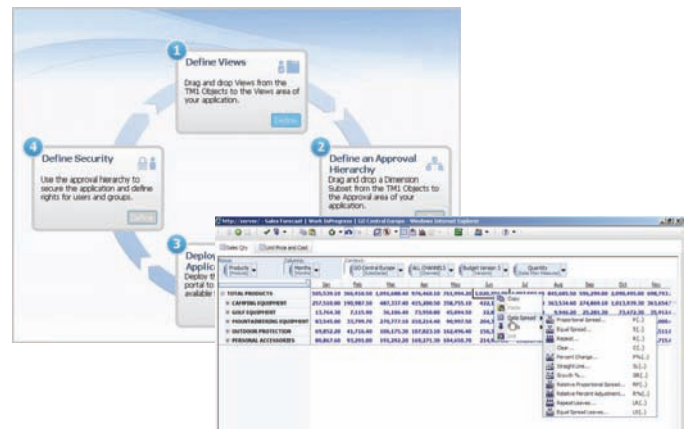
IBM Cognos Express Planner delivers a structured planning process that is easy to deploy and use. It transforms a company's planning processes, enabling business users to react quickly to changing business conditions and to grow their business effectively. It replaces slow, cumbersome manual planning processes with automated daily, weekly or monthly planning tools using the latest, accurate business data.

IBM Cognos Express Planner streamlines information gathering, aggregation and analysis for continuous planning, budgeting and forecasting. A managed contribution model is used to collect input from systems and staff in any division or location. This managed contribution component has an easy-to-use Web-based interface that can handle large numbers of participants while using the in-memory analytics server for speedy processing. Managers can quickly assemble and deploy planning solutions while monitoring the status of every participant in the planning process.

IBM Cognos Express Planner provides an intuitive planning environment that blends a managed workflow with personalized analysis for improved business agility. Users not only contribute their own data into planning templates. They can also create their own personalized hierarchies and dimensions. They can roll up data to suit their own business needs, such as adding a new department structure, modifying a product mix or removing a territory. Because they can create and test a variety of scenarios and write ad hoc changes back to operational systems or data warehouses, teams can realize immediate business impact with timely revisions to plans. Complete audit trails are included to satisfy regulatory compliance requirements.

IBM Cognos Express Planner delivers:

- A flexible, accurate planning environment that blends a structured, managed workflow with personalized analysis for improved business agility.
- Streamlined and continuous planning, budgeting and forecasting to react quickly to changing business conditions.
- An easy-to-use interface that allows finance and non-finance users to contribute plan data and view current plans with no “coding” skills required.
- Role-based security to ensure that business users see only those portions of the plan that are relevant to them.
- Advanced filtering features, such as hierarchy leveling, attribute values, element names (with aliases) and spelling patterns, for more finely grained simulations.
- Driver-based planning support with features such as pick lists, undo/redo, multi-pane docking and color-coded data changes to focus on key business drivers.
- Complex analysis on-the-fly with the ability to drill down, sort, link and chart data.



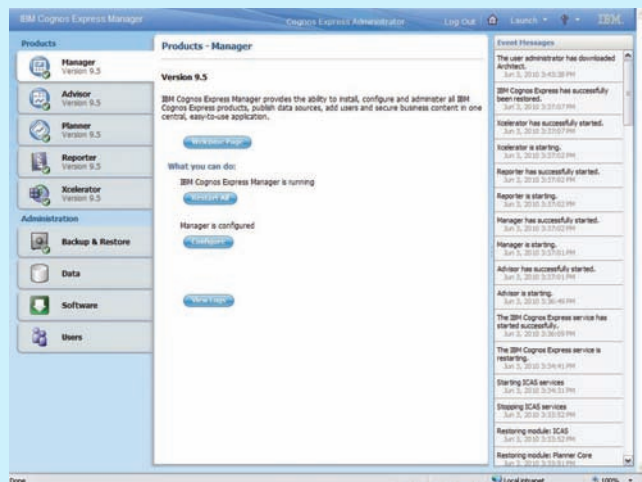
*An intuitive planning environment blends a structured, managed workflow with personalized analysis for improved business agility.*

### A single and powerful foundation

IBM Cognos Express is based on a set of integrated core capabilities that are shared across all modules.

- **Powerful in-memory analytics server** – enables lightning fast queries and on-the-fly calculations regardless of the size or complexity of the data set.
- **Flexible data access** – provides access to relational, OLAP and local data sources in any combination through the use of centrally managed data models and metadata.
- **Common Web portal** – enables users to publish reports and create compelling dashboards using any IBM Cognos Express module to deliver a single, shared view of the business.
- **Tight security** – uses role-based access with a single sign-on.
- **Single management console** – offers push-button installation, configuration and operation to manage the entire solution.

This shared foundation enables you to add new IBM Cognos Express capabilities with “plug-and-play” ease. And because IBM Cognos Express is derived from the proven capabilities of IBM Cognos software, you have a growth path for today and for the future.



*A Web-based console manages all administrative aspects of installation, deployment and maintenance.*

### Think BIG. Start small.

You have a vision for an information-driven business culture that ties insight to action in all areas of a company – from sales and marketing to finance, operations and human resources.

By linking the insights gained through business intelligence and planning processes, companies drive the information agenda that fuels business optimization and drives growth.

While these are strategic goals, the process does not have to be overwhelming. With IBM Cognos Express you can take a modular and incremental approach. Start small with the capabilities you need now and grow your BI and planning solution over time to meet your goals.

IBM Cognos Express helps midsize companies meet all of their BI and planning needs using an integrated, one-stop solution that allows you to choose the capabilities you need, when you need them. With its easy-to-use, self-service environment, business users can independently create and modify their own analysis and reports without depending on IT resources. Centrally managed models and data security ensure consistent, trustworthy information throughout a company.

IBM Cognos Express gives midsize companies a competitive advantage by providing powerful business analytics capabilities that enable them to be agile and compete with larger rivals. Yet, it is specifically built and priced to enable you to start small, realize immediate benefits and grow over time with your business. Midsize companies can easily match their projects and needs to their budget and resource constraints. IBM Cognos Express is the industry’s only one-stop integrated BI and planning solution purpose-built for midsize companies.

## About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance.

A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

## For more information

For further information or to reach a representative: [ibm.com/cognos](http://ibm.com/cognos).

## Request a call

To request a call or to ask a question, go to [ibm.com/cognos/contactus](http://ibm.com/cognos/contactus).

An IBM Cognos representative will respond to your enquiry within two business days.



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