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## Highlights

- Create reports using IBM Cognos Business Intelligence and make them available in Microsoft® Word, Excel® and PowerPoint®
  - Ensure accuracy and up-to-date information with centralized administration of business intelligence (BI) data for Microsoft Office users
  - Make BI more accessible by delivering content through familiar Microsoft Office productivity tools
  - Minimize training required for BI
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# IBM Cognos for Microsoft Office

*Distribute business intelligence in familiar desktop applications*

## Overview

The Microsoft Office suite offers tremendous tools for gaining productivity, but it can work against organizations who are trying to maintain a single, trusted source of enterprise business performance information.

The number of spreadsheets and other Microsoft Office documents can grow out of control as people create different versions of the same information.

The end result? No clear insight into who has the “right” version of data, no audit trail and bottlenecks created in key business processes. These proliferating and often contradictory documents undermine business intelligence (BI) efforts and IT professionals working to ensure a single version of the truth throughout the company.

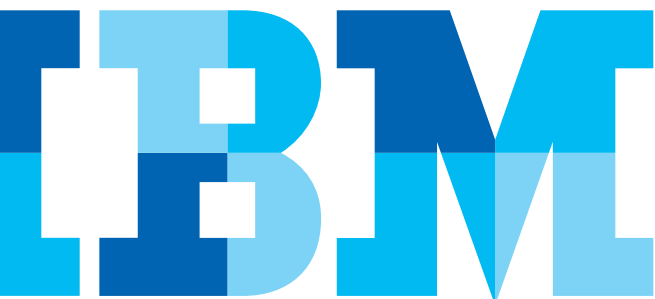
## IBM Cognos for Microsoft Office

IBM Cognos for Microsoft Office eliminates the need for individuals to maintain their own documents containing important corporate data by making reliable and trusted BI data available in familiar Microsoft Office applications. Users can access a single source of trusted BI data by launching desktop applications they are comfortable with, including:

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

Users can import BI content directly into these tools and can also refresh the BI content as they need to. Because administration of BI data is centralized in IBM Cognos Business Intelligence, users have a single source of information the entire organization can rely on.

Cognos for Microsoft Office combines the convenience and familiarity of Office applications with the strengths of the Cognos platform. Users can start using key business intelligence data in their daily processes and presentations with minimal training. Centralized administration ensures more reliable data, so users learn to trust in the system and stop relying on their homegrown spreadsheets or documents.



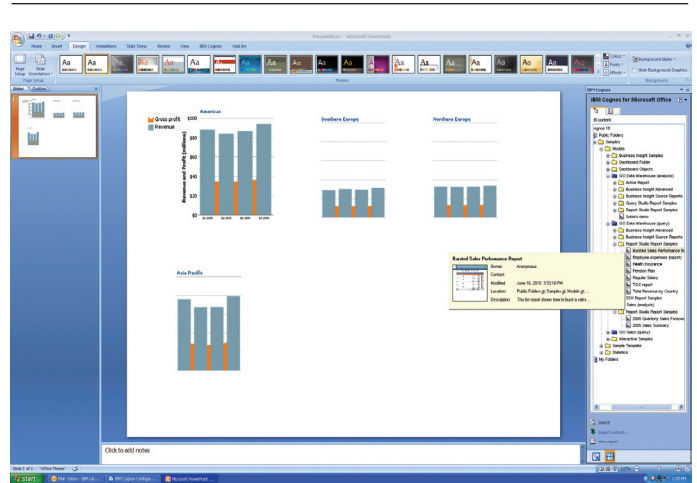
## IBM Cognos 10: Intelligence Unleashed Smarter Decisions. Better Results.

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics** that everyone can use in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight** everywhere in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.



*Cognos for Microsoft Office makes key Cognos Business Intelligence content available for Microsoft Word, Excel and PowerPoint.*

## Who's using IBM Cognos for Microsoft Office?

- Managers making presentations to executives at Quarterly Business Review meetings.
- Governmental departments creating briefing books on their financial statements to distribute at committee meetings.
- Companies preparing annual and quarterly reports to send to the publisher for layout.

## Features and Benefits

Cognos for Microsoft Office provides the following key advantages:

- **Single report authoring:** Reports are created once in Cognos Business Intelligence and made available in Microsoft Excel, Word and PowerPoint.
- **Increased accuracy and speed of delivery:** All or part of Cognos Business Intelligence report elements are included.
- **Separate distribution and updating:** No need to recreate reports whenever data is updated. Users simply refresh their documents to get the latest BI information.
- **Empowered users:** Prompts display the specific data users need.
- **Make the most of Microsoft Office features:** Office formatting and capabilities, native Excel and PowerPoint charts, and standard corporate templates and layouts are preserved when data is refreshed. Users can add comments in Excel to explain data and calculations.
- **Extended value of the IBM Cognos platform:** Keep data administration centralized thanks to the Web services-based, service-oriented IBM Cognos platform.
- **Easy to manage:** Unlike piecemeal solutions, Cognos for Microsoft Office does not require a different solution for each Office interface.

## Centralize BI data management

IT maintains control and accountability for data with centralized BI data management in Cognos Business Intelligence. Access to BI content is secured by the central Cognos Business Intelligence portal. Users login from a Microsoft Office environment to ensure that security and BI content is properly administered.

IT can more easily maintain version control and access rights and audit accountability back to individuals, making regulatory compliance simpler.

## Help increase user adoption

With Cognos for Microsoft Office, IT can offer BI content to all users in a familiar, self-service environment.

Users can import a wide range of Cognos Business intelligence content into Office applications, including:

- Complex business, production, managed and dashboard reports
- Individual elements such as cross tabs, graphs, charts and tables
- Multiple heterogeneous queries with contextual information

When users import BI content, they can maintain a report's original formatting, identify where it came from and know when it was created. Users can import these elements and manipulate them using Office features such as Auto Filter, Comments, Charting and Formatting. Users no longer have to waste time cutting and pasting, manually entering data or maintaining their version of corporate data.

## Conclusion

Cognos for Microsoft Office transforms the Office desktop into a powerful, decision-making platform. Providing accurate and centrally managed corporate data, Cognos for Microsoft Office is an excellent interface for people to start using Business Intelligence in their everyday documents, spreadsheets or presentations. Users can easily import trusted business intelligence information into their daily workflow and processes, to ensure accurate presentations, speed decision-making throughout the organization and foster a culture of information-based decisions that helps companies outperform the competition.

## 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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