



Highlights

- Accelerates business decisions by delivering the fastest time to insight
 - Speeds time to value
 - Improves decision-making by delivering the most current and relevant insight
 - Lowers risk and ensures business success
-

IBM Cognos software, SPSS and Netezza

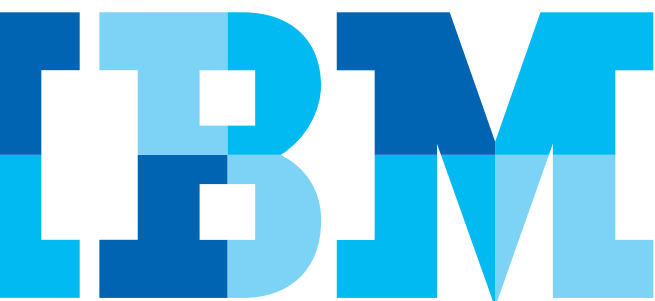
Overview

IBM Business Analytics software and data warehousing from Netezza, an IBM company, work together to deliver a business analytics platform that changes how your organization makes decisions and shapes future outcomes. IBM Business Analytics software delivers predictive analytics, analysis, planning, query and reporting, dashboarding and scorecarding capabilities in a single unified business intelligence (BI) workspace that meets the needs of all users. Netezza provides storage, processing, database and analytics into a single system that delivers significant performance. By combining the industry leading data warehouse performance of Netezza appliances with the broadest set of IBM Cognos and SPSS analytic capabilities, organizations are equipped to outperform their competition.

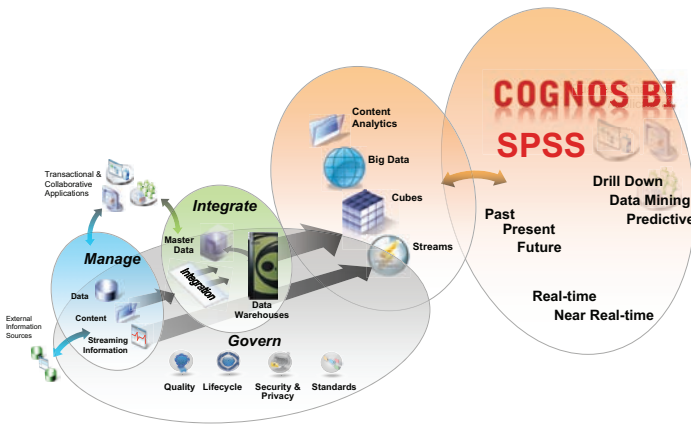
For example, the combination of Cognos Business Intelligence and IBM SPSS Modeler with a Netezza enterprise data warehousing appliance ensures the fastest distribution of the best information to your entire business, accelerating decision-making for better business results. Netezza data warehouses are built for analytics queries, so they are the perfect fit for Cognos Business Intelligence and SPSS analytics. The result is the fastest time to insight, which speeds decision making in your organization and helps you achieve better business results.

BI, analytics and the data warehousing appliance

Companies use BI software to make better decisions and understand performance, and they use predictive analytics and statistical analysis software to feed the results of today's interactions into the models that recommend and drive tomorrow's decisions. To manage the data necessary for these analytics, a data warehouse is needed.



In the fast paced environment that characterizes business today, you need business analytics delivered in the form you need it to make faster, smarter decisions—and without a lot of fine-tuning of data warehouses or IT intervention. This is the beauty of an integrated platform that includes Cognos Business Intelligence, SPSS Modeler and a Netezza warehousing appliance.



A BI platform with Cognos Business Intelligence, SPSS and a Netezza warehousing appliance.

With the ability to interact, search and assemble all perspectives of your business, Cognos Business Intelligence provides a limitless BI workspace to support how people think and work. It delivers the complete range of BI capabilities: query and reporting, analysis, dashboarding and scorecarding on a single, service-oriented architecture (SOA). And it expands traditional BI with planning, scenario modeling, real-time monitoring, collaboration and predictive analytics, to extend your BI capabilities.

IBM SPSS Modeler helps companies analyze structured numerical data to model outcomes and create the predictive intelligence needed for fact-based decisions. Predictive intelligence not only helps you benchmark results, plans and performance, but it also helps you look into the future. You can evaluate likely outcomes and understand how the interplay of factors affects those outcomes.

Netezza data warehousing appliances integrate database, server and storage in a single appliance. The appliance does not need tuning, indexing, data partitioning or aggregation. You can use deploy it rapidly for “extreme analytics.” The result is a dramatic simplification of business analytics because all analytic activity is consolidated in the appliance, right where the data lives.

Features and benefits

The combination of Cognos, SPSS and Netezza data solutions makes it possible to explore any data in any combination and over any time period in a simplified environment that changes the way everyone works with information. It offers a unified workspace that is simple to understand and personalize, along with advanced and rapid analysis of large data sets. And, it uses a purpose-built appliance to deliver predictive analytics query and reporting, analysis, dashboards and scorecards with maximum performance and flexibility.

Purpose-built appliances and breakthrough performance deliver lightning-fast time to insight

Cognos and SPSS capabilities ensure that users are equipped with the information they need to make fact-based decisions in a system that’s simpler, faster and easier to manage. From professional report authors who design one-to-many reports for the enterprise, to business users who need to view current performance to business users who need to analyze the latest information to drive business decisions, Cognos and SPSS capabilities fit the needs of users across your organization.

Netezza appliances provide industry-leading, breakthrough performance for data warehouse and analytics, with optimized in-memory and in-database processing. Incremental model refresh technology ensures that analyses are performed at peak optimization. When you extend Cognos and SPSS software with a Netezza data warehouse appliance, hardware-based query acceleration provides blistering-fast results.

Data warehousing and business intelligence solutions that are easy to deploy and use accelerate decision-making

With Cognos Business Intelligence, SPSS Modeler and Netezza, you can integrate your analysis into existing business operations to get to ROI faster. Netezza provides data warehousing in a “true” appliance that is simple to deploy and operate, while Cognos Business Intelligence and SPSS Modeler empower all kinds of users with basic to advanced analytic capabilities. The result is quicker adoption and greater acceptance for outstanding time to value.

Market-leading analytic capabilities improve decision making by delivering the most current and relevant insight

Cognos Business Intelligence and SPSS Modeler provide analytic capabilities, from drill down to data mining to predictive, that cross all time horizons—past, present and future. A Netezza data warehousing appliance serves as a powerful engine that speeds metrics and analysis to users so they can compare them with strategic and operational objectives throughout your organization. With this speed, the availability of near-time and real-time data and the ability to feed the results of today’s interactions into models that recommend and drive tomorrow’s decisions, your company can make the right decisions at the right time.

A single solution lowers risk and ensures business success

Backed by industry-leading customer support and satisfaction, this combined solution from the industry’s most trusted partner—IBM—is a slam dunk. Market-leading Cognos, SPSS and Netezza solutions combined with more than 8,000 business analytics optimization consultants who help organizations in every industry use information for business advantage lower risk and ensure that your Cognos, SPSS and Netezza implementation is a success.

Technology platform provides consistency, flexibility and scalability

Cognos Business Intelligence is based on an open, enterprise-class platform. It delivers complete, consistent and timely information for all user communities on an easily scalable infrastructure. When a Netezza data warehouse appliance is part of the mix, you can satisfy all your BI and analytics needs with an environment that reduces the complexity of providing information to users when and where they need it, increases your return on investment and ultimately lowers your total cost.

Benefits of combining Cognos and SPSS software and Netezza data warehousing appliances

- A complete, powerful and progressive set of analytics capabilities
- High-performance analytic queries
- Proven scalability
- Simplicity of deployment for IT
- Simplicity of deployment to users
- Customer satisfaction and support model

Conclusion

When you combine IBM Business Analytics software and Netezza, you can transform your corporate data into actionable insight quickly and easily—without IT intervention. Netezza high-capacity appliances, Cognos Business Intelligence and SPSS software together can deliver outstanding analytics capability and performance.

Cognos and SPSS solutions deliver a revolutionary user experience and expand traditional business intelligence with planning, scenario modeling, real-time monitoring, predictive analytics and collaboration. Netezza has set the standard for performance and simplicity in data warehousing and analytics. Netezza data warehousing appliances integrate database, server and storage in a single appliance to deliver high performance at a low cost. The Netezza solution eliminates the need for tuning, indexing, data partitioning and other aggregation to deliver rapid return on investment.

In summary, Cognos and SPSS solutions together with Netezza deliver lightning fast time to insight, accelerating decision-making in your organization for better business results.



About Netezza

Netezza, an IBM Company and a global leader in data warehouse, analytic and monitoring appliances that dramatically simplify high-performance analytics across an extended enterprise. Netezza's technology enables organizations to process enormous amounts of captured data at exceptional speed, providing a significant competitive and operational advantage in today's data-intensive industries, including digital media, energy, financial services, government, health and life sciences, retail and telecommunications.

For more information about Netezza, visit: www.netezza.com

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

Request a call

To request a call or to ask a question, go to ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.

© Copyright IBM Corporation 2011

IBM Canada Ltd.
3600 Steeles Ave. East
Markham ON L3R 9Z7
Canada

Produced in Canada
February 2011
All Rights Reserved

IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: ibm.com/legal/copytrade.shtml.

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

P25785



Please Recycle

