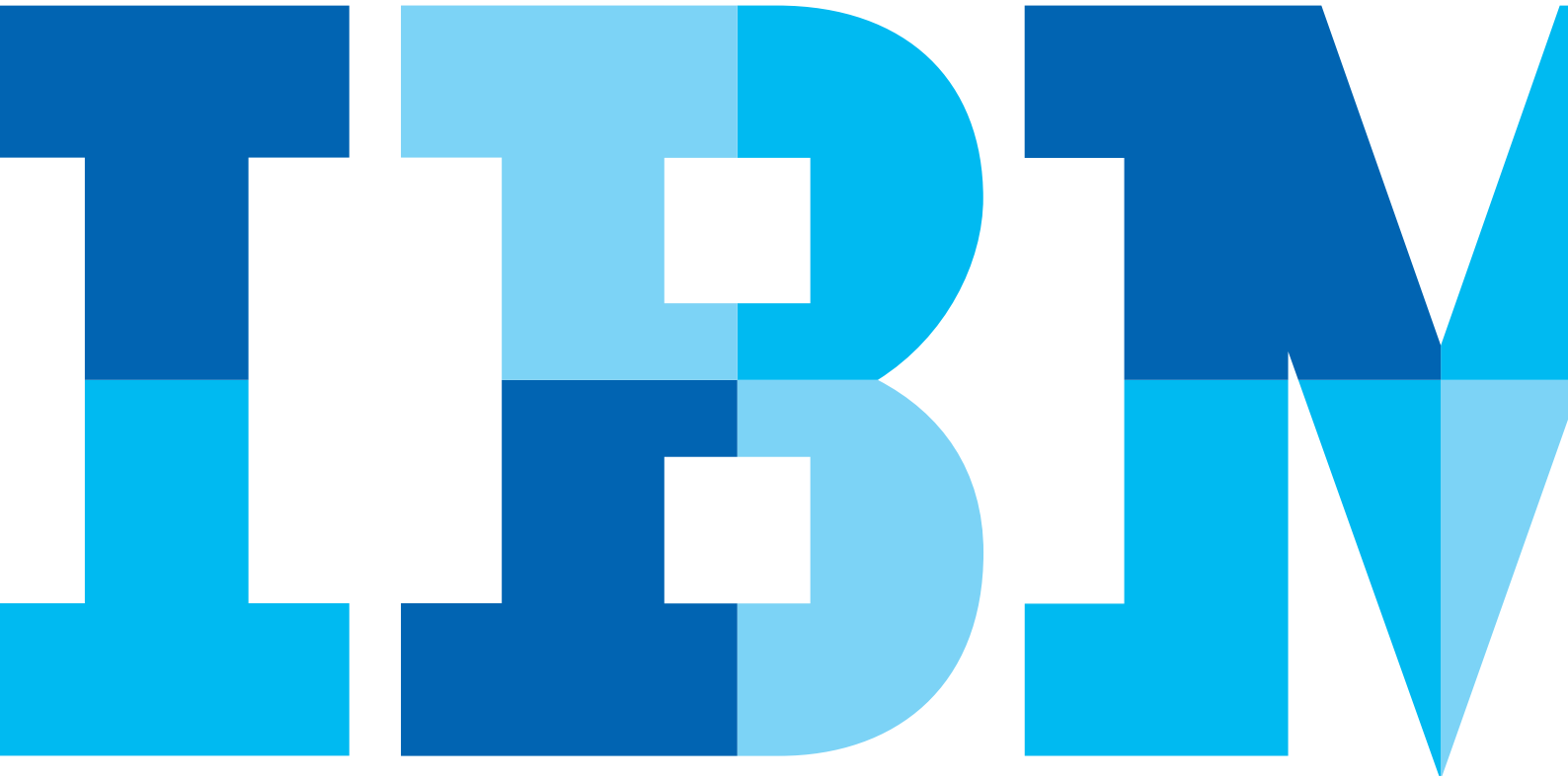# IBM Cognos Business Intelligence Query and Reporting: Gain insight and outperform

IBM

Running a 21st century company is complex. More data is available than ever before; new information is coming online every second. Add to that the forces of globalization and a world that grows increasingly interconnected.

Yet at the same time, enterprises are operating with bigger blind spots, and they are making important decisions without access to the right information.

According to a recent IBM study, one in three business leaders make decisions without the information they need. And 53 percent of people don't have access to the data they require to do their jobs.[1]

In a fast interconnecting and complex world, it is no longer sufficient to decide and act based on limited information or traditional time horizons. New challenges and opportunities require insight and faster, smarter decisions.

That means getting complete and consistent information to people when and how they need it – regardless of their query or reporting requirements.

IBM Cognos® Business Intelligence Query and Reporting addresses these demands by providing a single reporting solution everyone can use to answer critical business questions. In so doing, it unleashes the collective intelligence within your business – so people can make informed decisions and outperform.

Drive business value and outperform

For users, the right reporting software is simply the solution that lets them work with information the way they want.

It gives people the freedom to think and see what they need to see. Reports are presented in context so they can make informed decisions. And they don't have to switch tools or look to others to find answers.

Connecting with other users also fuels the exchange of ideas and knowledge. Reporting software should let people share information to accelerate alignment and action, and work together towards a common goal.

The right solution transforms BI from a separate place to being part of everything users do. It delivers reporting to frontline workers as well as people on the road with mobile, up-to-the-minute access.

IBM Cognos Business Intelligence Query and Reporting software enables:
- Reporting 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 as well as gain organizational alignment.
- Actionable insight everywhere in mobile, real-time and business processes to instantly respond at the point of impact.

[1] Steve LaValle, *Business Analytics and Optimization for the Intelligent Enterprise*, IBM Institute for Business Value, April 2009.

From an IT perspective, Cognos Business Intelligence Query and Reporting reduces the costs and complexity of the reporting environment while delivering more for users. It provides people with the information they need and drives fact-based, comprehensive business decisions.

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.
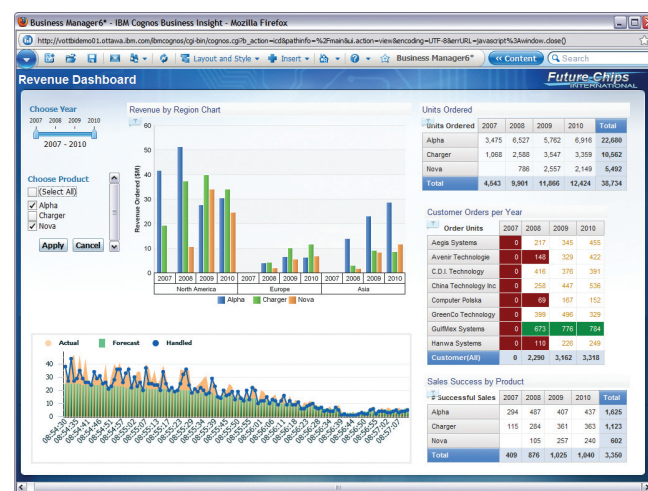
One reporting solution for everyone

Cognos Business Intelligence software fits the reporting needs of all users in your organization – from *business users* who need to create their own ad-hoc queries to *professional report authors* responsible for designing one-to-many reports to *IT administrators* who must deploy and manage the application in a centralized, streamlined manner.

Business users

Advanced reporting software needs to support the full range of business users. They all must be able to access content, with the user experience they demand – so they can make decisions at the speed of business.

With Cognos Business Intelligence reporting software, business users can author, modify and share reports with minimal training or IT input. The task-based interface reduces the reporting time required, giving people the ability to find insights on their own using trusted corporate information.

Create reports using any number of report objects – charts, cross tabs and lists, as well as non-BI components using IBM Cognos Business Insight.

Create, assemble and personalize
Business users are looking to answer key business questions. They want to customize how they view and present content, and quickly pull together reports.

Cognos reporting software gives users an intuitive authoring experience, so they can arrange information in a way that makes sense. It provides self-service capabilities for ad-hoc queries, integrated reporting and analysis, and for viewing multiple objects in the same workspace.

With search-assisted authoring and extensive data exploration, people can easily find, author, share and collaborate around any information they need – in the context of their workday.

Establish decision networks to share insights
Reporting environments should give users the ability to find the people and expertise they need – so they can share and refine their ideas with the right colleagues, partners and customers.

Cognos reporting software provides collaborative features to help business users communicate and drive better decisions:
• Comments and annotations: Create and save notes on reports that other people can use and reference, making it easier to share information and capture valuable insights.
• Lotus Connections: Facilitate discussions between users for more insightful decisions through integration with Lotus Connections.
• Enhanced event management: Assign owners and approval processes for actions or tasks within the BI workflow.
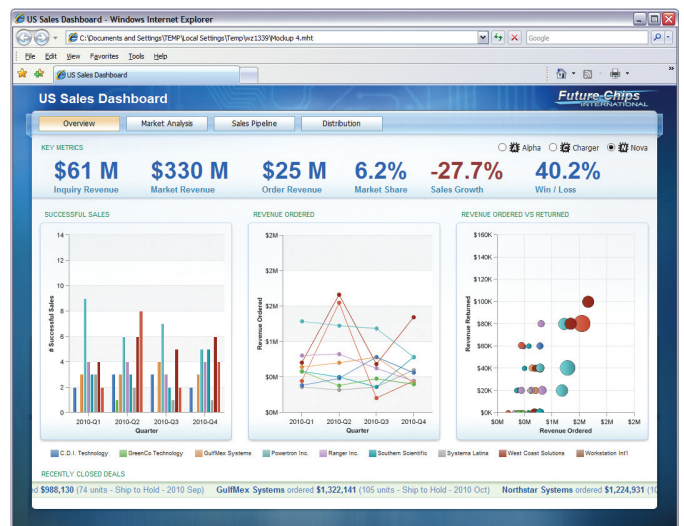
The software also offers integrated access to blogs, wikis and message boards – so users can establish decision networks and threaded discussion areas to drive collaborative decision making. For example: a user publishes a BI report to share with peers over the web.

Adopt mobile and disconnected BI for broader reach
Users need information about the business, whether they are in the office or on the go. Content should be as accessible on a mobile device as it is on a desktop – so all workers are equipped with timely information to make informed decisions, regardless of location.

Cognos reporting software provides extended support for mobile and touch devices, so workers can access up-to-the-second information and reports wherever they are.

It also extends the reach to include non-BI consumers who are not connected to the infrastructure. IBM Cognos Active Report enables users to access and interact with report and dashboard content – whether they are connected to or disconnected from the BI network.

Offline users can view and interact with report or dashboard output using IBM Cognos Active Report.

Professional report authors

Professional report authors produce professional quality content for others to consume. They want to dig deeper into the data and build complex reports.

Reporting solutions should deliver on these requirements with advanced report building and capabilities that enable enhancement, customization and management of professional reports.

Reporting with Cognos Business Intelligence allows professional report authors to create reports containing a full range of visuals and objects. These include charts, cross tabs and lists, as well as non-BI components such as images, logos and live embedded applications that can be linked to the information.

The WYSIWYG capability allows report authors to build, interact with, share and analyze results to follow a train of thought and generate a unique perspective around critical business information.

A collaborative workflow enables authors to create, distribute and share reports with other business users – in different report formats, languages and locations.

All these capabilities allow organizations to extend the boundaries of traditional reporting, giving professional authors unprecedented ways to view and communicate business performance.

IBM Cognos Active Report

Managed dashboards are often difficult for report authors to create, and can require coding skills. A steep learning curve is usually required to master the techniques and create composite report applications. It is also difficult to distribute and share these interactive reports unless users are connected to the system.

IBM Cognos Active Report provides a rich set of controls, allowing experienced professional report authors to build interactive dashboards for the business. The highly visual, intuitive interface lets developers quickly create these sophisticated report applications.

The software extends the reach of the BI workspace by allowing authors to create reports while disconnected from the network. Users can also access dashboards as email attachments instead of through a web site that requires network connectivity

IT administrators

As they strive to decrease the costs and complexity of their reporting environment, IT administrators have been looking for a single, Web-based reporting solution that can address all reporting needs. They require a flexible solution that leverages existing IT infrastructure, is scalable and has the ability to grow.

Reporting with Cognos Business Intelligence is that solution. It delivers comprehensive and robust reporting capabilities, for all users and draws on all your data.

Architecture and data sources

Designed for enterprise-level deployment, Cognos Business Intelligence offers proven scalability to hundreds of thousands of users through an N-tiered, multi-server, multithreaded architecture. The design provides full failover recovery and dynamic load balancing.

Cognos Business Intelligence provides access to a wide range of heterogeneous data sources, reducing the complexity of the reporting environment and giving users an opportunity to gain a complete and consistent view of the business.

A streamlined IT environment also lowers costs. Besides relational data, users can report against OLAP sources such as IBM Cognos OLAP cubes, IBM DB2® OLAP, Microsoft SQL Server® Analysis Services® and Oracle Essbase. Reports can draw on any combination of corporate and external data sources to give users a complete view of the business issue.

Single metadata layer

Regardless of the reporting your organization performs, all reporting data passes through a single metadata layer common to Cognos Business Intelligence. The metadata layer shields the user from the complexities of the underlying data sources and presents information to them in terms they know and understand.

Multilingual distribution

Reporting with Cognos Business Intelligence supports multiple languages from a single metadata layer. Users can define which report elements need to adapt to each recipient's working language including the user interface and report content.

These are automatically detected by Cognos Business Intelligence and displayed appropriately across supported languages.

Conclusion

To stay on top of a complex and fast converging world, users in your organization have to be engaged and equipped with the information they need to make fact-based decisions. They require the freedom to think, connect with others and simply do what is needed to get results.

IBM Cognos Business Intelligence Query and Reporting delivers reporting for all users in your organization and enables access to the data they need. People get the answers they seek, while IT increases efficiency and decreases costs and complexity.

Quite simply, it helps users and IT make smarter decisions, driving better results every day.

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.

Business Analytics software