



# IBM Cognos Customized Training

When it comes to training software users, customized courseware can often bring the best results. This is the reason many IBM Cognos customers have opted for customized training, tailored to address their specific business processes and using their own data and software environment.

## What is IBM Cognos Customized Training

IBM Cognos customized training eliminates the double learning curve that students often experience with generic training. It helps participants learn how to use IBM Cognos software for applications such as reporting and analysis, without having to re-apply this learning to their specific business application afterward. Customized training makes a clear connection between the IBM Cognos software and how users can apply it in real life.

## How it Works

IBM Cognos Education experts work closely with you to ensure that your learning materials and workshops are relevant to your user job functions, business processes, and environment. They create custom materials that are focused on your data and application and that are relevant to your audience, capturing their specific business directives and expected uses.

IBM Cognos training follows a flow that starts with a PowerPoint presentation in which the instructor discusses the various capabilities of the software. The instructor then leads the students through a training demonstration on these capabilities. And at the end of each module students participate in independent workshops to reinforce the topics they just learned.



When creating custom courses, IBM Cognos Education experts also create a static data set to use in training sessions. The benefit of working with static data is that it is less costly, as the materials do not have to be updated. It also allows the instructor to qualify up front with the students that the data used is for training purposes and is not current production data. The students are therefore not distracted by the data, but can rather focus on understanding the software and the structure and layout of their data. Finally it makes the course portable, and can be taught outside of your facilities. It can also be made available regardless of whether your network is up and running at the time of the course.

There are several different customized training options from which to choose, each designed to meet a different set of needs. Please note that customers assume responsibility for all printing and associated costs of reproducing course materials. In addition to the standard charge for services, customers assume all costs relating to travel and living expenses of the auditing IBM Cognos Education Specialist.

### **Ad Hoc Workshops Incorporating the Customer Environment**

This option allows you to use generic presentation slides and standard demonstrations. The workshop portions of the standard workshops are self-directed work. During this time the instructor uses the customer application to apply the learning objectives.

This option allows the students exposure to their data and practical application of their learning objectives. The IBM Cognos instructor is onsite working with your subject matter experts (SMEs) on the application, data and business requirements of the training audience. This option involves an estimated one to two days of education consulting services per application, depending on complexity. For best results, the course material should be developed as collaboratively as possible with your SME.

### **Customized Demonstrations**

With this option, you make use of generic presentation slides, referencing your business examples and data where possible. To complement the generic course material, IBM Cognos Education experts create customized instructor-led

demonstrations. The independent workshops would again be generic. This option allows students exposure to their data during demonstrations. This entails an estimated one to two days of education consulting services per one-day course.

### **Generic Training with Supplemental Half-Day Workshops**

Using standard training material, this option offers half-day workshops after the training session to provide students with hands-on experience working with their data. An IBM Cognos Education consultant works with you to develop the workshops to ensure they are relevant and based on your reporting needs. This option allows students to experience how the skills they learned during the training session can be applied to their application.

### **Customized Demonstrations and Limited Customized Workshops**

With this approach the PowerPoint presentation portion of the course is generic. However, the instructor-led demonstrations are specific to your application. IBM Cognos Education Services helps you create two to three customized workshops per day. In this learning model, students attend a presentation followed by instructor-led demonstrations, but do not participate in independent workshops at the end of each module. Instead they participate in one or two customized independent workshops at the end of each half day of training.

### **Customized Demonstrations and Customized Workshops**

With this option the PowerPoint presentation portion of the course is generic. IBM Cognos Education Services helps you modify both the instructor-led demonstrations and the independent workshops to reflect your data and application. The students receive customized student guides and student data CD.

### **Fully Customized Material**

With this option the PowerPoint presentation slides are modified to reflect your data and application, as are the instructor-led demonstrations and independent workshops. Students receive copies of a customized student guide, along with student data files.

## Right of Ownership to the Curriculum

IBM Cognos Education offers an Enterprise Learning License, which includes the right to copy and modify IBM Cognos course material. This license is ideal for organizations that have a large end-user community and prefer to deliver their own training. It's a solution that offers an economical and efficient way to train end-users that are widely dispersed but need to receive consistent, high-quality IBM Cognos application training to support each of their job functions.

## About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

## For more information

Contact IBM Cognos Education Services ([cognos.education@ca.ibm.com](mailto:cognos.education@ca.ibm.com)) or the IBM Cognos Education web site at [www.ibm.com/cognos/training](http://www.ibm.com/cognos/training).

## Request a call

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



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