



IBM Cognos Business Insight: Redefining Business Intelligence

Janet Daniel and Sasha Maybury

Session Agenda

- IBM Cognos **Business Insight**
- IBM Cognos **Active Reports**



Cognos 10: Intelligence Unleashed

Smarter Decisions. Better Results.

Freedom to **Think**

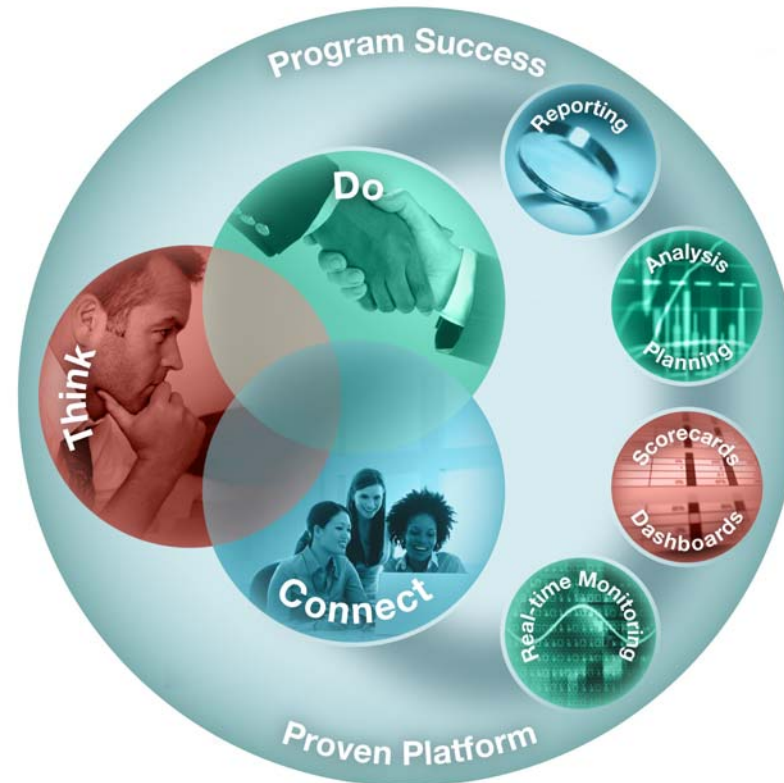
- Unified workspace
- All time horizons
- Progressive interaction

Connect with Others

- Decision networks
- Business context
- Accountability

and Simply **Do**

- Mobile and Disconnected
- Integrated
- Real-time



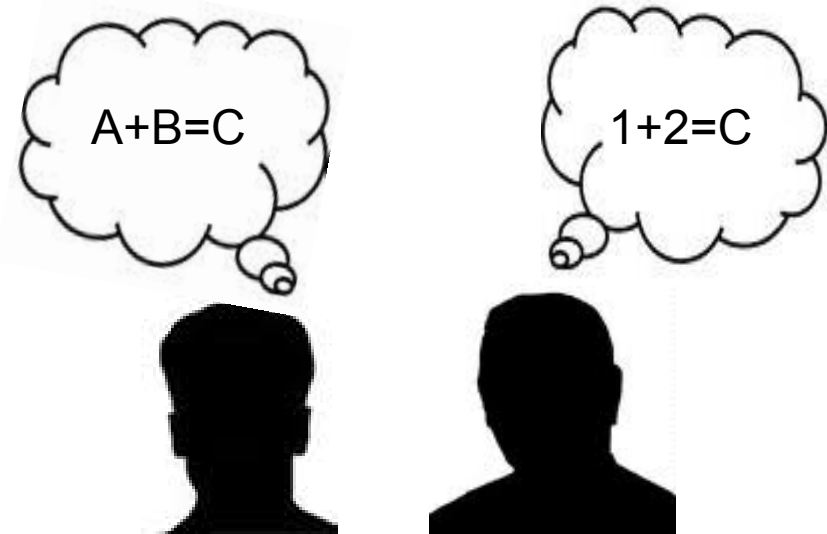
A revolutionary BI workspace delivered on a proven platform with seamless upgrade.



Analytics everyone can use

Successful BI solutions need to:

- Adapt to the way people work
- Encourage natural thought process
- Be simple, yet so powerful and fun anyone can use it



Picture all employees having access to information to support their daily decisions and actions, with tools that work in the ways they need them to.

Source: 2009 Successful BI Survey
Best Practices in business intelligence for greater business impact
By Cindi Howson



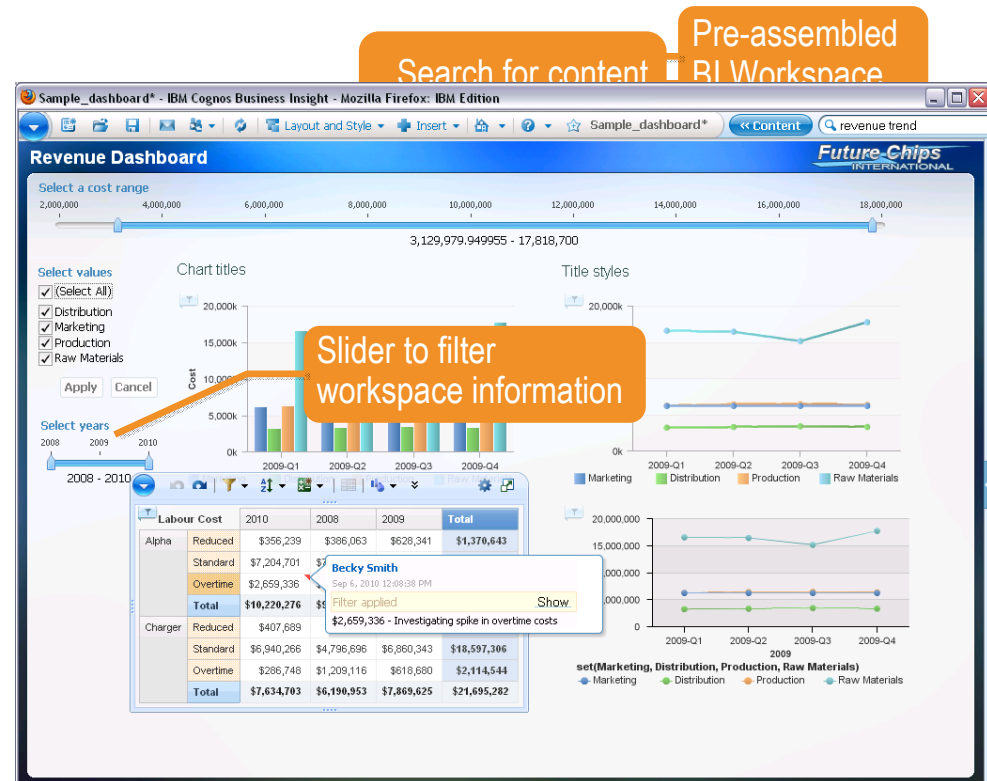
IBM Cognos Business Insight

A unified BI workspace to support the way you work

Intuitive and easy to use...

Solution Highlights

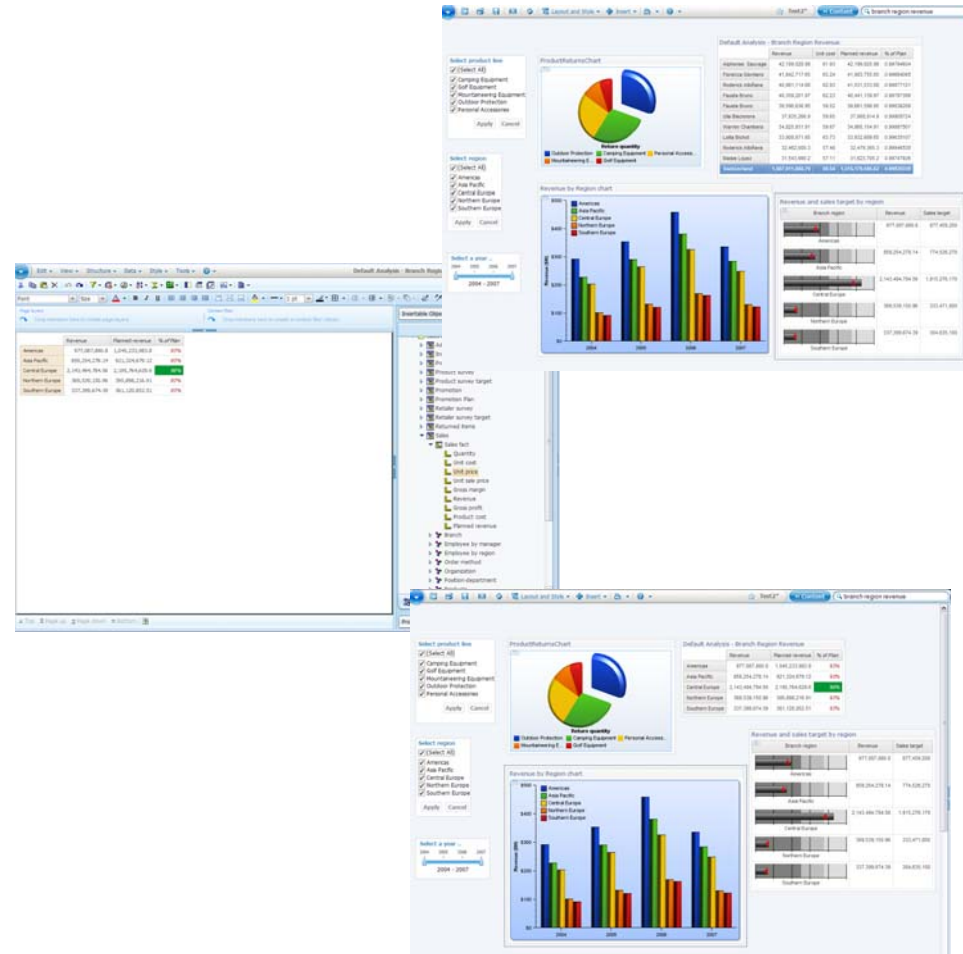
- Pre-assembled workspace content
- Search assisted authoring
- Drag and drop assembly
- Dynamic filtering
- Quicker and deeper insight into data
- Seamless graduated experience



IBM Cognos Business Insight

Do More....

- Assemble a complete view of all available information
- Seamless graduated user experience to more advanced features
- Updated view with your personalised content updated in context



IBM Cognos Business Insight – the experience



Demonstration



Session Agenda

- IBM Cognos Business Insight
- Active Reports



Business drivers for disconnected BI consumers

Executives/front-line workers are looking to...

Interact with a rich user interface, and easily filter data in dashboards with prompts

Interactivity

Access and work with information without wait times

Performance

Access and interact with dashboard content while disconnected from the network

Disconnected

Access dashboards as attachments in email rather than through a website

Distribution



IBM Cognos Active Reports

Offline interactive Dashboard, delivering very fast, self contained BI to reach a wider audience

Extend the reach of BI and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities.

Solution Highlights

- Disconnected reporting application
- Self-contained, interactive content
- Easy to consume
- Mass deployment, easy consumption
- Performance



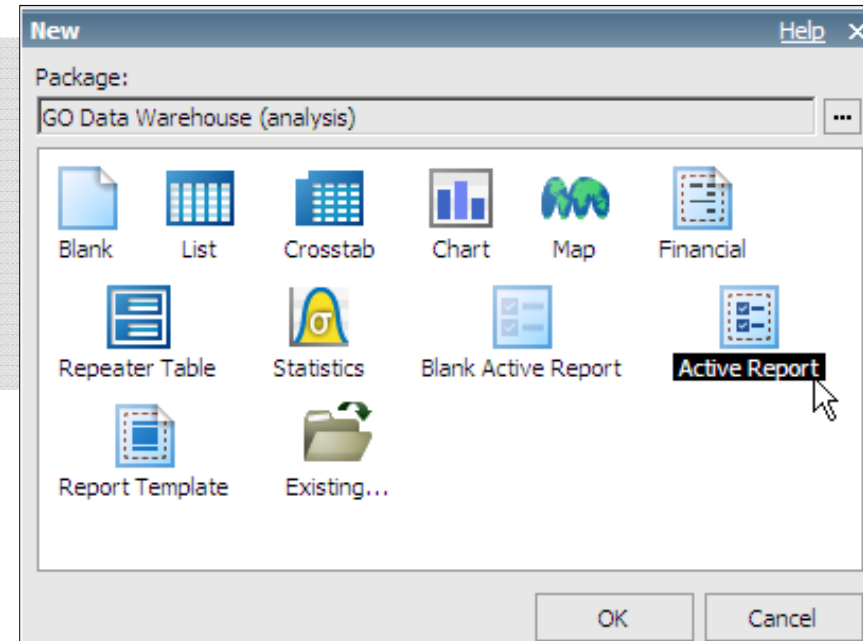
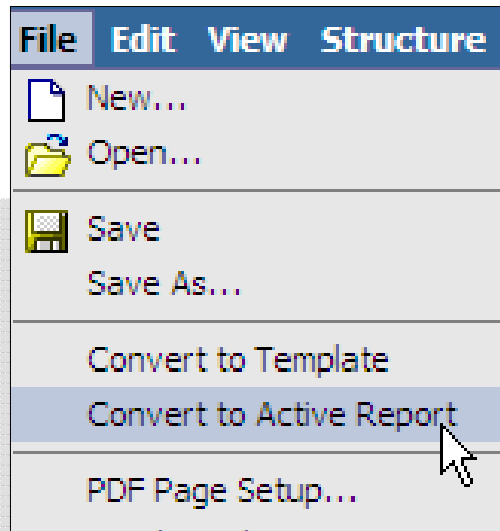
IBM Cognos Active Reports

Demonstration



Authoring Active Reports

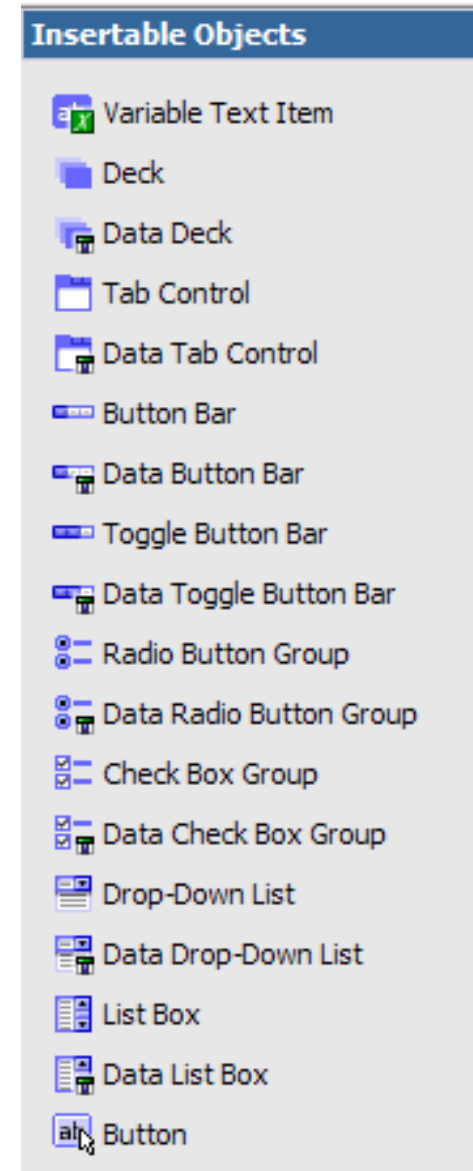
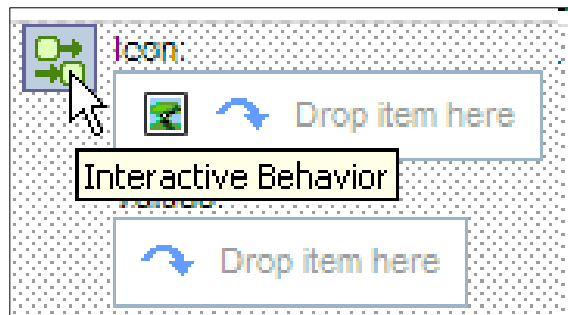
- Selecting the new Report Studio “Active Report” template
- The application template contains all related controls and variables



- Authors can convert existing reports to Active Reports
- Add controls for interactive behaviour

Active Controls and Variables

- Reports operate through Active Controls...
 - Layout
 - Filtering and Sorting
 - Data Containers
- ...and Active Variables
- Active variables link controls and allow them to interact with each other



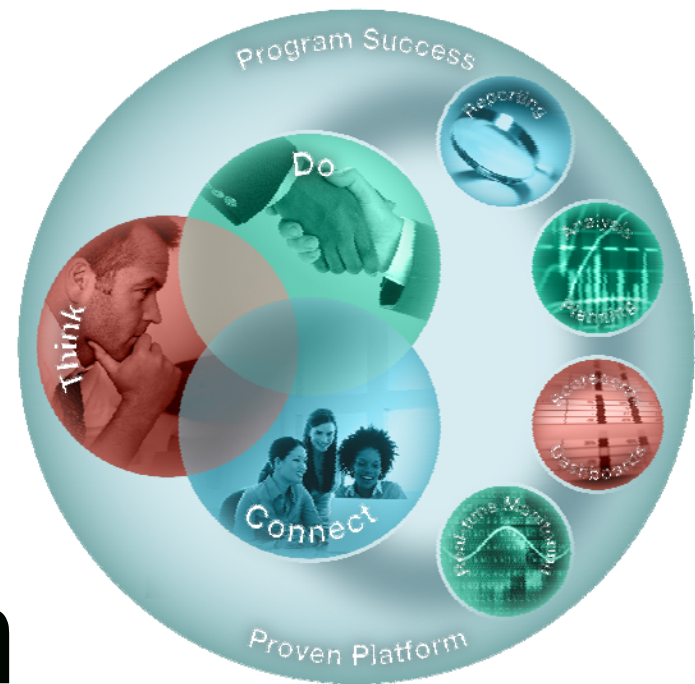
Interactive Behaviour

The screenshot shows the configuration of an interactive behavior for a Data Radio Button Group. The main window is titled "Interactive Behavior" and contains the following elements:

- Control:** Data Radio Button Group1
- Behavior on Select:**
 - Set Variable Values: Set Region Variable 1 to Region
- Reaction Behavior:**
 - Container Select: Region in Region Variable 1
 - Container Filter
 - Control Enable

In the background, a bar chart displays "Revenue Ordered" for the year 2007, categorized by "Product Line" (Alpha and Charger). A legend indicates Alpha is blue and Charger is orange. The chart shows Alpha revenue is approximately 45 million and Charger revenue is approximately 20 million. A red box highlights the radio button options "North America", "Europe", and "Asia" in the background, with a red arrow pointing to the configuration window.

How to Create an IBM Cognos Active Report



Demonstration

Cognos 10 delivers a Unified BI workspace giving individuals the freedom to see more and do more

- **Easily view, assemble and personalize information to follow a train of thought and generate unique perspectives**
- **Explore all types of information from all angles to assess the current business situation**
- **Analyse facts and anticipate tactical and strategic implications by simply shifting from viewing information to more advanced analysis or real time monitoring**
- **Use Active Reports to provide offline interactive dashboard capabilities**

**Sharpen individual skills
to improve business outcomes.**

Q & A

