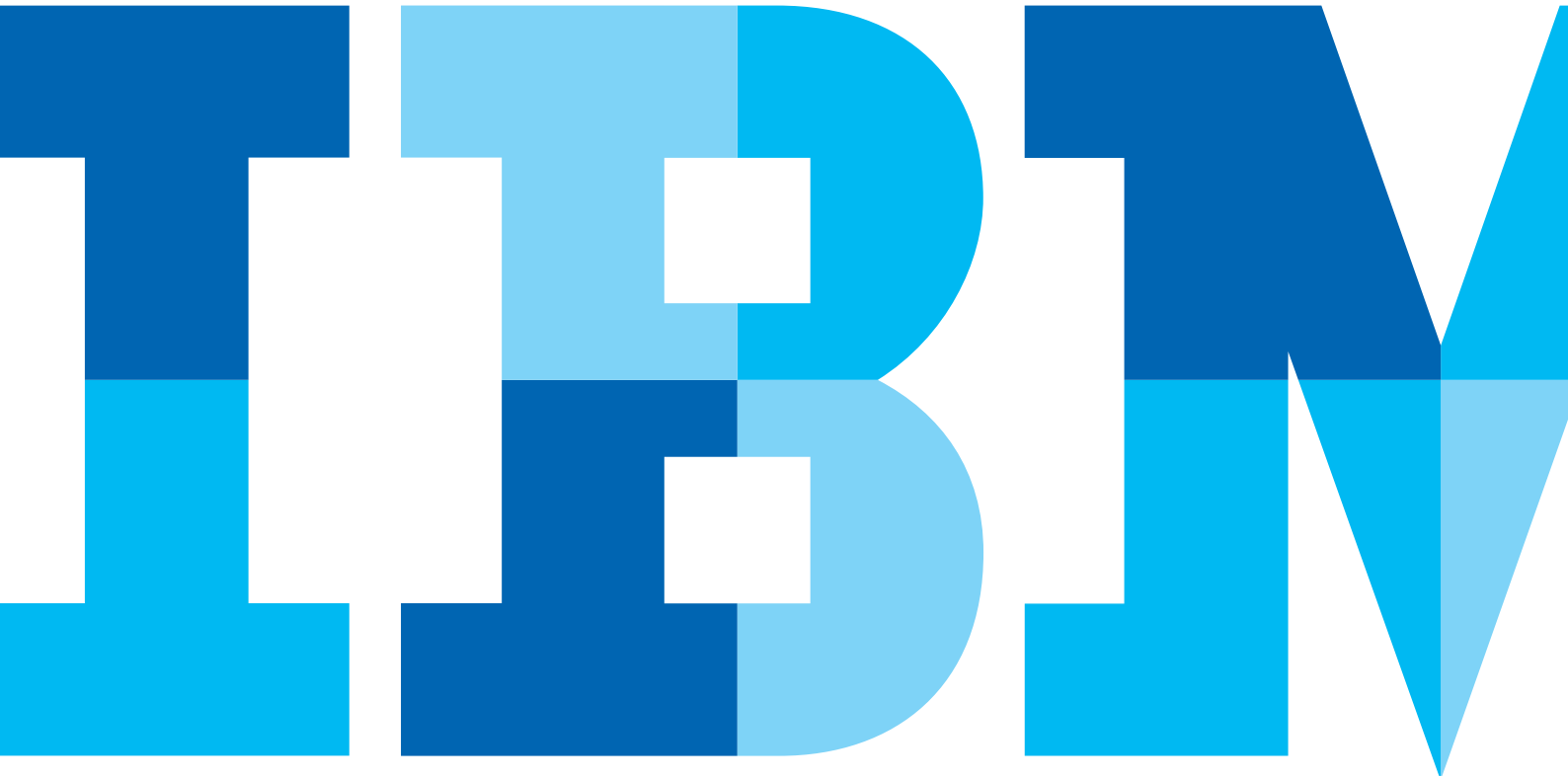# IBM Cognos 10:
Intelligence unleashed

Freedom to make smarter decisions that drive better business results

IBM

Overview

Business as usual is not what it used to be. But one thing is certain: complexity is growing and will continue to do so.

According to a study by McKinsey: "Running a 21st-century company is exponentially more complex than running a 20th-century company. Companies must pay attention to more stakeholders, more regulations, and more risks – and watch to see what their customers are tweeting about them."[1]

At the same time, more data is available than ever before. Not just from business systems and communications devices. The internet and social networks are having a greater and greater influence on how people think and communicate.

A recent IBM CEO study points to this accelerating convergence of people and information as the biggest factor influencing the future of organizations.[2]

In a fast interconnecting and complex world, it is no longer sufficient to decide and act based on limited information, traditional time horizons or strategic planning cycles. New challenges and opportunities require agility: the ability to assess, reinvent and adjust.

It is the kind of agility that is enabled by IBM Cognos Business Intelligence. The software brings together reporting, plus analysis, scorecarding and dashboards. And it expands these business intelligence (BI) capabilities with planning, scenario modeling, real-time monitoring and predictive analytics – allowing you to tap into information within your organization and beyond, to connect with key stakeholders and to share insight, align and decide.

In so doing, Cognos Business Intelligence unleashes the collective intelligence within your organization – so you can see around corners, predict outcomes, make informed decisions and act smarter and faster than the competition.

Answer key business questions

"What makes companies stand out from one another is the ability to use analytics across the end-to-end business model. Greater transparency from one end of the business to the other is key."

IBM CFO study[3]

"My generation has a completely different view and understanding of unbounded, unlimited social connectivity, science and technology, and cultural conglomeration; that leads to more open, interconnected ambitions."

IBM CFO study [4]

More than ever, the need for business insight is essential. Increasing complexity and uncertainty worldwide demand that businesses and governments improve their ability to understand and anticipate change. Many organizations are looking at technologies such as advanced and predicative analytics to help.

Employees must also step up to the challenge. Many are already adapting – to being more accountable, finding greater efficiency and doing more with less.

At the same time, organizations must evolve to accommodate a culture that integrates several generations of workers, including a gen-X workforce that is technically savvy, networked and collaborative by nature.

---

[1] Peter Bisson, Elizabeth Stephenson, and S. Patrick Viguerie, Global forces: An introduction, McKinsey Quarterly, June 2010.

[2] Capitalizing on Complexity: Insights from the 2010 IBM Global CEO Study, IBM Institute for Business Value, May 2010.

[3] The New Value Integrator: Insights from the Global Chief Financial Officer Study, IBM Institute for Business Value, March 2010.

[4] Capitalizing on Complexity, Ibid.

The true driver of success comes from putting information and insight into the hands of many different users – the value of analytics increases as more users access complete, consistent and trustworthy information.

In any organization, your highest performing employees are driven to multi-task and find answers; they are hungry for information. Because of diverse experience, roles and responsibilities across the business, they need the freedom and flexibility to explore and see relevant information in ways that are most meaningful to them.

That means getting to the information they need easily, and not being dependent on IT or analysts to do the query and reporting or thinking for them.

Business users need simple user interfaces that allow them to engage and find answers to their own questions. And they shouldn't have to switch tools or learn new applications as they expand their thinking. They need software that can keep pace with the way they think.

Cognos Business Intelligence addresses these demands by providing analytics everyone can use to answer key business questions. The unified decision workspace allows users to:

• 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.
• Analyze facts and anticipate tactical and strategic implications by shifting to more advanced, predictive or what-if analysis.

Assemble and personalize information for unique insights
With a diverse and evolving workforce, it is crucial to give business users the freedom to be creative and effective.

Cognos Business Intelligence accommodates the different needs of users in your organization, from executives and analysts to business users and BI professionals – whether they need to do analytical reporting, trending, scenario modeling or predictive analytics.

They require the freedom to combine and explore internal and external information their way, without having to leave their workspace or change tools. They need to be able to see the past, present and future to build contextual insight.

And they want the flexibility and ease of use to present data in multiple ways such as via a report, dashboard, spreadsheet or departmental application. Multiple time horizons for tactical and strategic decision making are just as critical.

Cognos Business Intelligence provides:

• Search-assisted authoring, which lets users easily find and create BI content.
• Intuitive reporting, analysis, dashboard and scorecarding capabilities that allow users to quickly personalize and easily find relevant content.
• A single view of all time horizons (past, current and future) for a more complete picture.
• Ability to incorporate spreadsheet content or information from departmental systems for rapid reporting and ad-hoc analysis.

Explore all types of information from all angles
Organizations have to monitor their health and track performance against plan. It is also more crucial that they learn to monitor external factors that may create opportunities and risks in their business.

As well, people have diverse perspectives. Business users need to understand and relate information to their activities and roles, and realign as the market or business changes.

Each business manager requires visibility into the functions for which they are accountable as well as how their function intersects with other business operations. They need information that is appropriate to both their role and responsibility, and content that can be shared across the enterprise.

Finally, statistical rigor enhances the decision-making process, as users look to validate business information and drive decisions by incorporating statistical evidence into their reporting. They may also require deeper understanding of patterns or correlations in their data.

Cognos Business Intelligence provides:

- Ability to incorporate external information such as XML feeds into users' analysis.
- Statistical analysis seamlessly integrated into reports.
- Ability to correlate and analyze massive datasets using tools such as histograms, box plots, control charts and descriptive tables.
- Scorecards, strategy maps, impact diagrams, initiative tracking and other tools for quick, at-a-glance monitoring and communication of business performance.
- Ability to work with Microsoft® Excel® for ad-hoc calculations and annotations.

Analyze facts and anticipate tactical and strategic implications
Predictive analytics and what-if analysis help users to review and consider the impact of potential decisions. They allow people to analyze historical patterns and probabilities to anticipate future performance, and take pre-emptive steps.

This level of analysis informs the planning process and provides key insight into the future of the business.

Cognos Business Intelligence provides:

- Predictive analytics, allowing users to perform advanced analysis, publish and communicate with the broader user community.
- What-if analysis for users to create and evaluate on-the-fly scenarios.

Collective intelligence

"The very nature of an organization is different people doing different things. The only way to make it work is communication. And the basis for communication is shared understanding of goals, of process, of performance, of data."

Dr. Greg Richards, IBM Center of Performance Management, Telfer School of Business, University of Ottawa.[5]

Organizations need more agile decision-making to respond to market opportunities and challenges. In the case of the workplace, the whole is greater than the sum of its parts.

Smart organizations pull creative elements out of compartments or silos and integrate them into the mainstream. So that everyone understands and can influence the greater success.

In a collaborative environment, people proactively exchange knowledge and cooperate with one another, eliminating communication barriers and improving the organization's ability to be ready for what comes.

In other words, collective intelligence ensures a more informed and aligned business – one that is more efficient, effective and adapts quickly to internal and external change. Collaboration closes the loop from insight to action, and enables everyone to work together, agree, decide and act.

Cognos Business Intelligence addresses these requirements by providing collaborative intelligence to share insights and gain alignment. Collaboration and workflow allow the business to:

- Establish decision networks to share insights and drive toward collective intelligence.
- Provide transparency and accountability to drive alignment and consensus.
- Communicate and coordinate tasks to engage the right people at the right time.

[5]Analytics theory meets practice in a new center of excellence, The Performance Perspectives Blog, August 13, 2010.

Establish decision networks

Cognos Business Intelligence accommodates the social networking needs of users in your organization, so they're able to share insights, solicit input from peers and enable better corporate memory.

The software provides integrated access to blogs, wikis and message boards from the Cognos Business Intelligence workspace. As a result, users can connect with the right people. They can establish decision networks and threaded discussion areas to assemble and discuss relevant issues. For example: publishing a BI report via a blog to share with peers over the web.

Provide transparency and accountability

Without process and data standards, organizations lack a single version of the truth. Annotations, taxonomies and metadata help organizations to correctly source information, identify author input and gain a common definition of terms.

Consensus and accountability across the same shared platform ensures consistency and gives users confidence in the information they are using.

Cognos Business Intelligence provides:

• Ability to annotate reports to insert commentary for additional context.
• A centrally managed set of terms and taxonomies.
• Metadata showing report information, technical views and visual maps of where underlying information is sourced.
• Alignment to business structures, to better support and reflect the organization.

Communicate and coordinate tasks

People need a seamless way to turn insight into action – to close the loop. Integrated workflow aids decision-making by ensuring the right information gets to the right people when they need it.

Cognos Business Intelligence provides:

• Ad-hoc BI workflow, allowing initiation of tasks, prioritizing and assigning of ownership to individuals. Users can also manage initiatives and track projects using the workflow tool.
• Scheduled reports delivered to desktops, and event notification provided anywhere, to help the organization respond quickly and uniformly.

Actionable insight everywhere

"The world is non-linear, so the ability to cut through complexity relies on processing a large amount of information quickly and extracting nuggets to make quick decisions."

IBM CEO study[6]

Organizations need to enable users everywhere to make the best decisions and act on them quickly. Translating data into intelligence into action creates business results. When the right information is available to the right people at the right time, this strengthens the link between insight and frontline execution.

The bottom line: a fully informed workforce ensures that the business can respond quickly to changing conditions. With actionable analytics, you and your employees evolve from 'sense and respond' to 'predict and act.'

[6]Capitalizing on Complexity, Ibid.

Cognos Business Intelligence addresses these requirements by providing actionable intelligence to bring insight to the point of impact. Actionable analytics allow the business to:

- Adopt mobile for interactive analysis in the hands of executives and the frontlines.
- Address the challenges of compressed decision cycles with real-time analytics.
- Integrate analytics in everyday work and in workflow to inform business processes.

Adopt mobile for fully interactive analysis

Users need information about the business, whether they are in the office or on the go. That means organizations need fully interactive, personalized BI tailored for the mobile workforce.

This way, content is as accessible on a desktop as it is on a mobile device. It also means extending the reach to include non-BI consumers who are not connected to the infrastructure.

And with little time to make decisions, information has to be available, accurate and up-to-the-second. Users have to be able to make decisions in-flight by using real-time information to monitor the pulse of the business.

With real-time content available everywhere at any time, frontline and customer-facing workers have the tools they need to take informed action regardless of where they are.

Cognos Business Intelligence provides:

- Extended support for mobile and touch devices.
- Interactive BI distribution to disconnected user communities.
- Real-time view of up-to-the-second information as well as real-time analytics.

Integrate real-time analytics in everyday workflow

Decision-making is about process – ensuring information flows to the right people so they know what is behind a decision and what they need to do. Outcomes have to be tracked and audited too; this way, organizations can see issues, progress and who did what.

It is critical to have this kind of workflow in place to measure and optimize performance. Ideally, it should be driven across a common, shared information platform.

BI should also be delivered in the context of the business and the market. Mashups are one emerging technology that enables business to quickly develop applications that merge relevant content and applications – for the broadest business insight possible.

Finally, users need the flexibility to access BI from the applications they use most frequently including email, portals, ERP, BPM systems and other third-party applications – without additional authoring steps.

Cognos Business Intelligence provides:

- Repeatable and automated event management, including notifications, approvals and escalations to owners and stakeholders.
- Checkpoints in automated processes to allow user intervention if required.
- Status tracking of event processes.
- APIs and situational applications to customize the information workspace. Users author once and consume in their applications or portals of choice.
- Mashup service for combining web data sources with BI content.

**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 an-swer key business
  questions
- **Collective intelligence** with built-in collaboration
  and social networking to connect peo-ple 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 re-sults.

Conclusion
Everything is moving in every direction, all the time. Your
organization's task? Understand it, predict the outcomes,
decide and act.

No one person can fully grasp the complexity or velocity of the
world's growing bank of data and information. But BI and
analytics can help. They can drive better, faster, smarter
decisions for everyone in your organization, every day.

IBM Cognos Business Intelligence enables people, processes
and technology to work together. With a full range of BI and
analytics capabilities, all users can access and share information
when, where and how they need it. It helps individuals make
smart decisions, and helps organizations gain agility and
outperform.

It is quite simply the new way of doing business.

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

YTW-03082-CAEN