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Outperform with Business Analytics Analytics Gets Personal



New Pressures

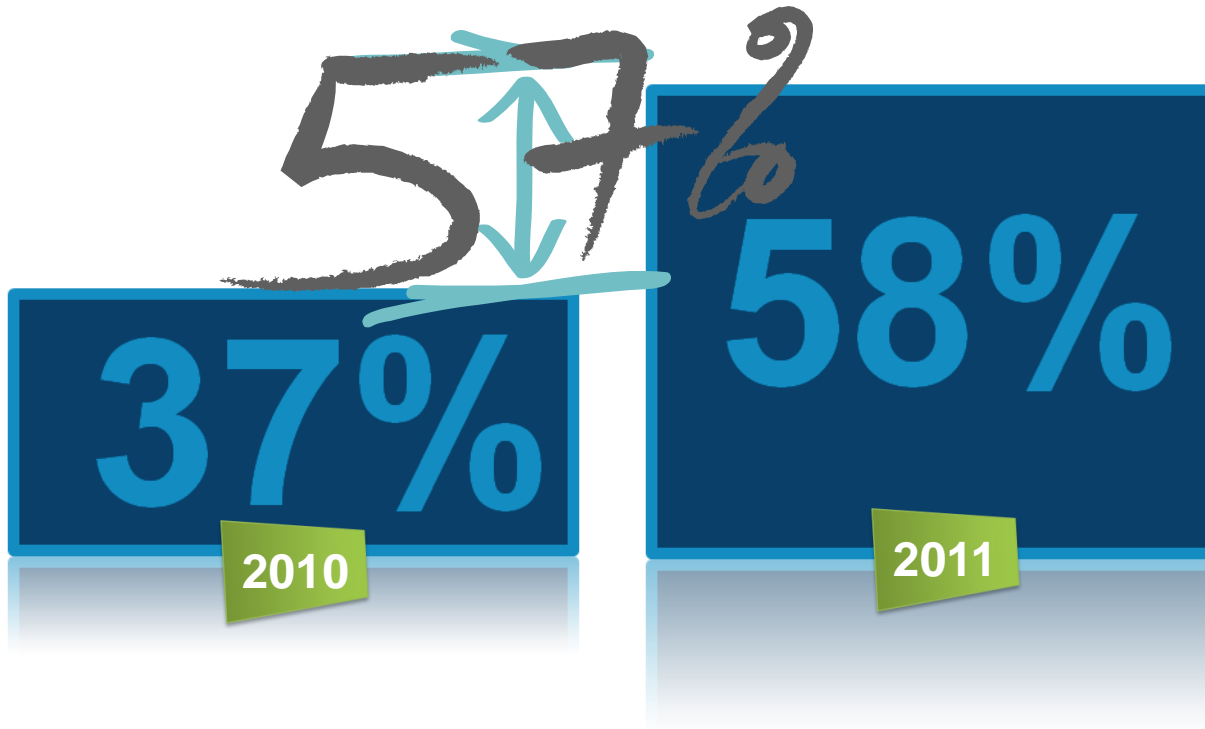
Business

Doing more with less
Increasing customer expectations
Managing risk and fraud

IT

- Wild west of information: big and personal
- Balance freedom with governance & control





More organizations see

analytics

As competitive advantage



220%

Organizations competing on analytics
substantially **outperform** their peers

.....

IBM IBV/MIT Sloan Management Review Study 2011
Copyright Massachusetts Institute of Technology 2011





Leaders are distinguished by their ability to leverage at the point of impact







ACROSS THE ENTERPRISE

FREEDOM

CONTROL



A large, light blue hexagonal shape with a white border, containing the text "Scalable platform". The hexagon is slightly offset to the left, revealing a red ribbon-like shape underneath. The background is a complex, abstract pattern of blue and white lines forming a grid of hexagons that recede into the distance, creating a sense of depth and perspective.

**Scalable
platform**

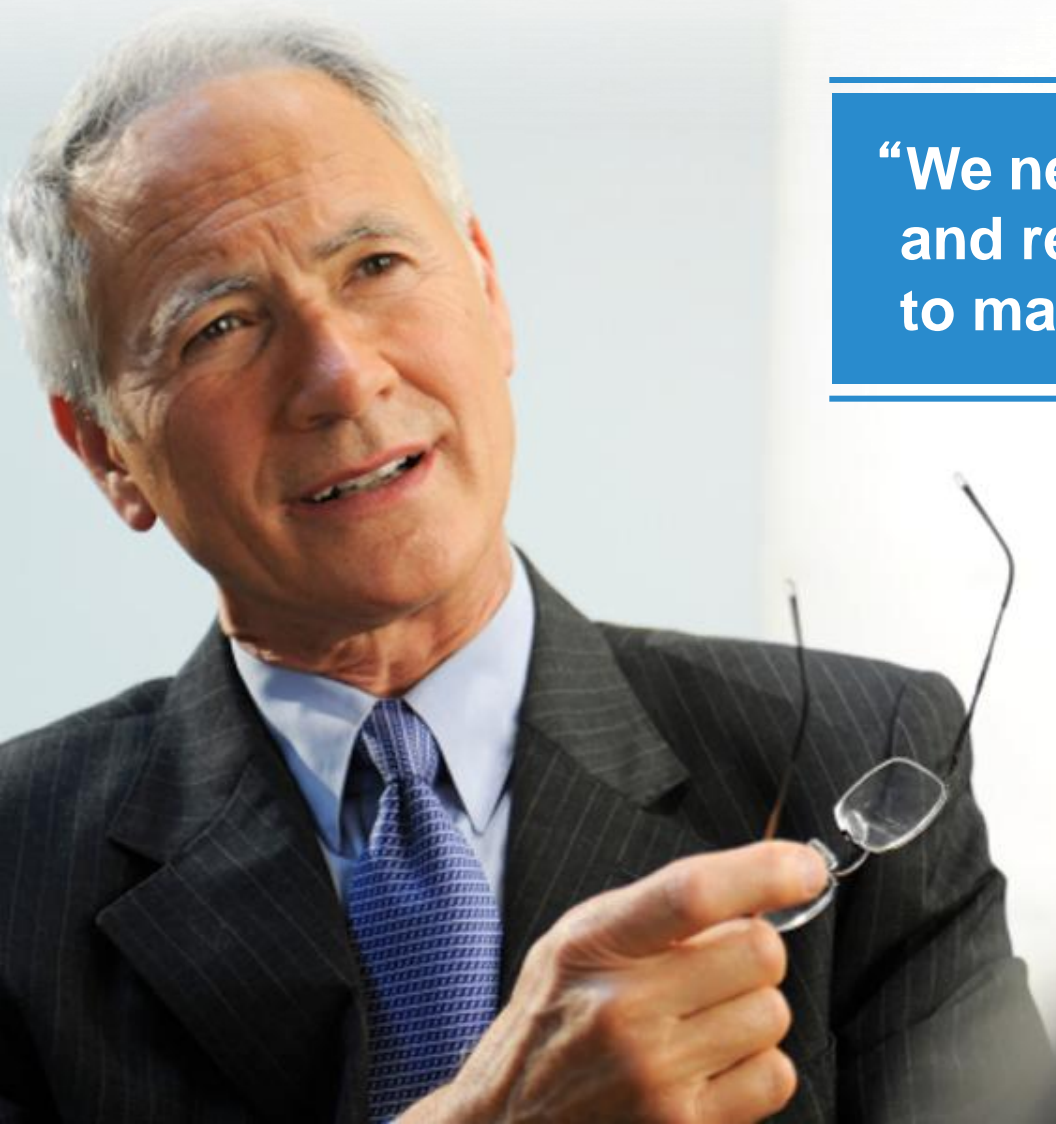


**“The data I need is not just
in corporate systems”**

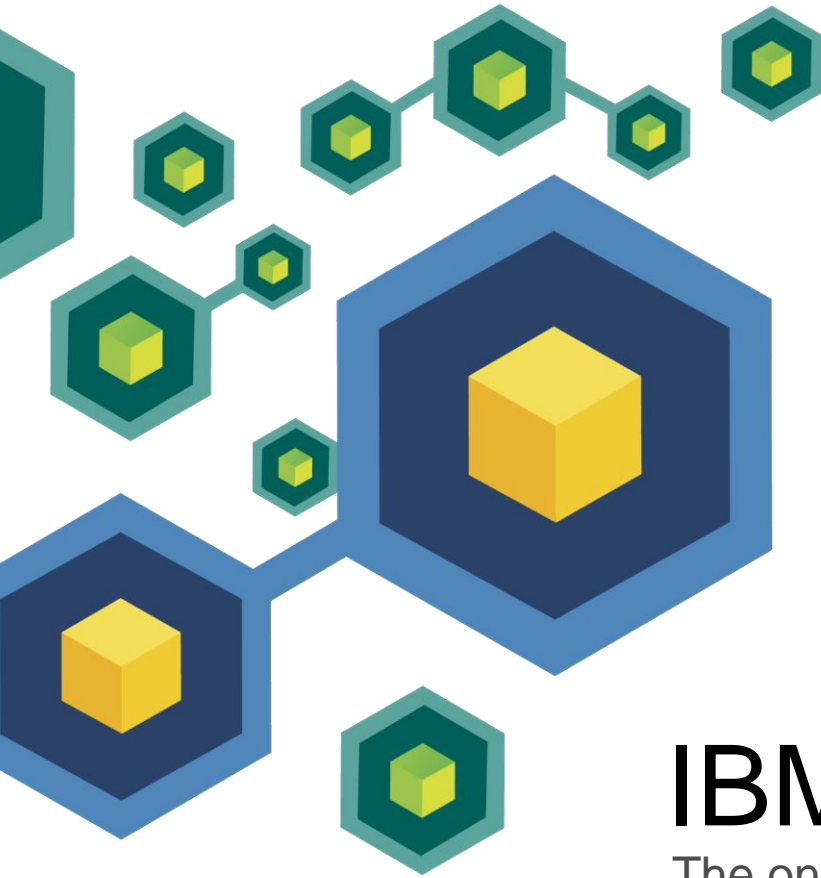
“I don’t know exactly what I’m looking for...”

**“Can’t afford to wait for
someone else to build it”**





**“We need to understand
and respond faster
to market changes”**



IBM Cognos Insight

The only desktop product that empowers decision makers to independently take **insight to action**

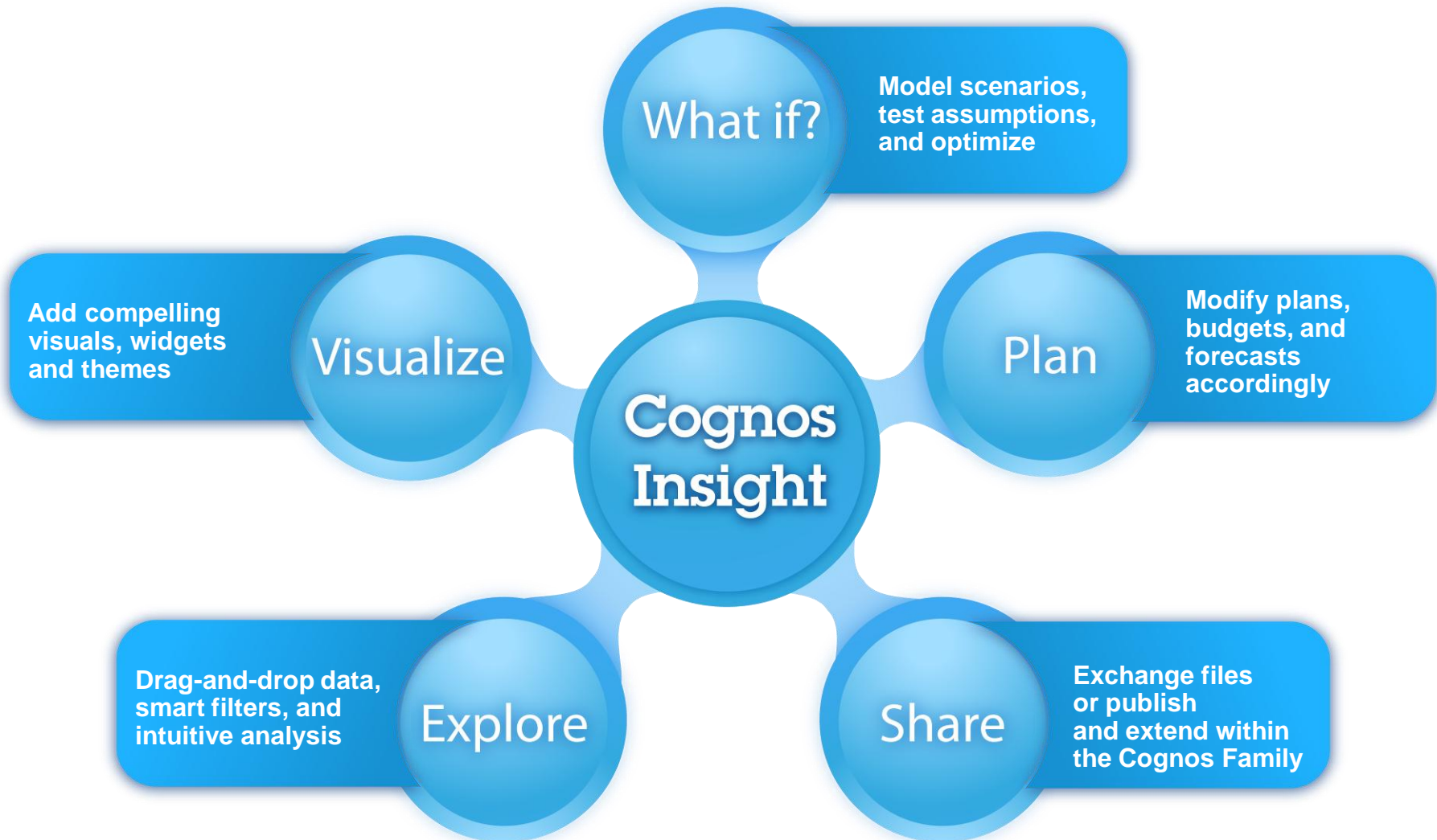


INSIGHT

ACTION



Insight to Action



How does it work?

The Evolution of Analytics for Business Users



Great data interactivity

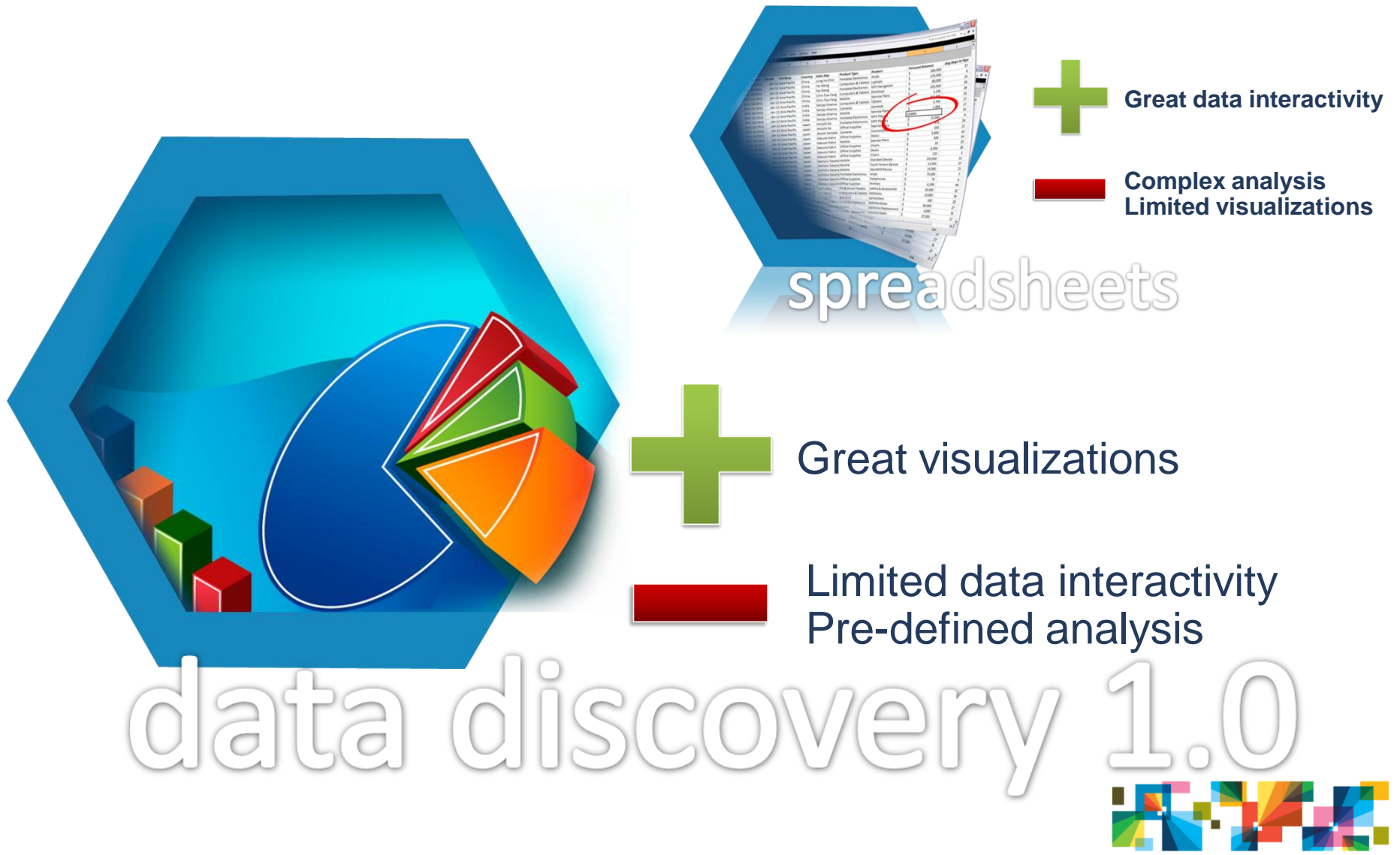


Complex analysis
Limited visualizations

spreadsheets



The Evolution of Analytics for Business Users



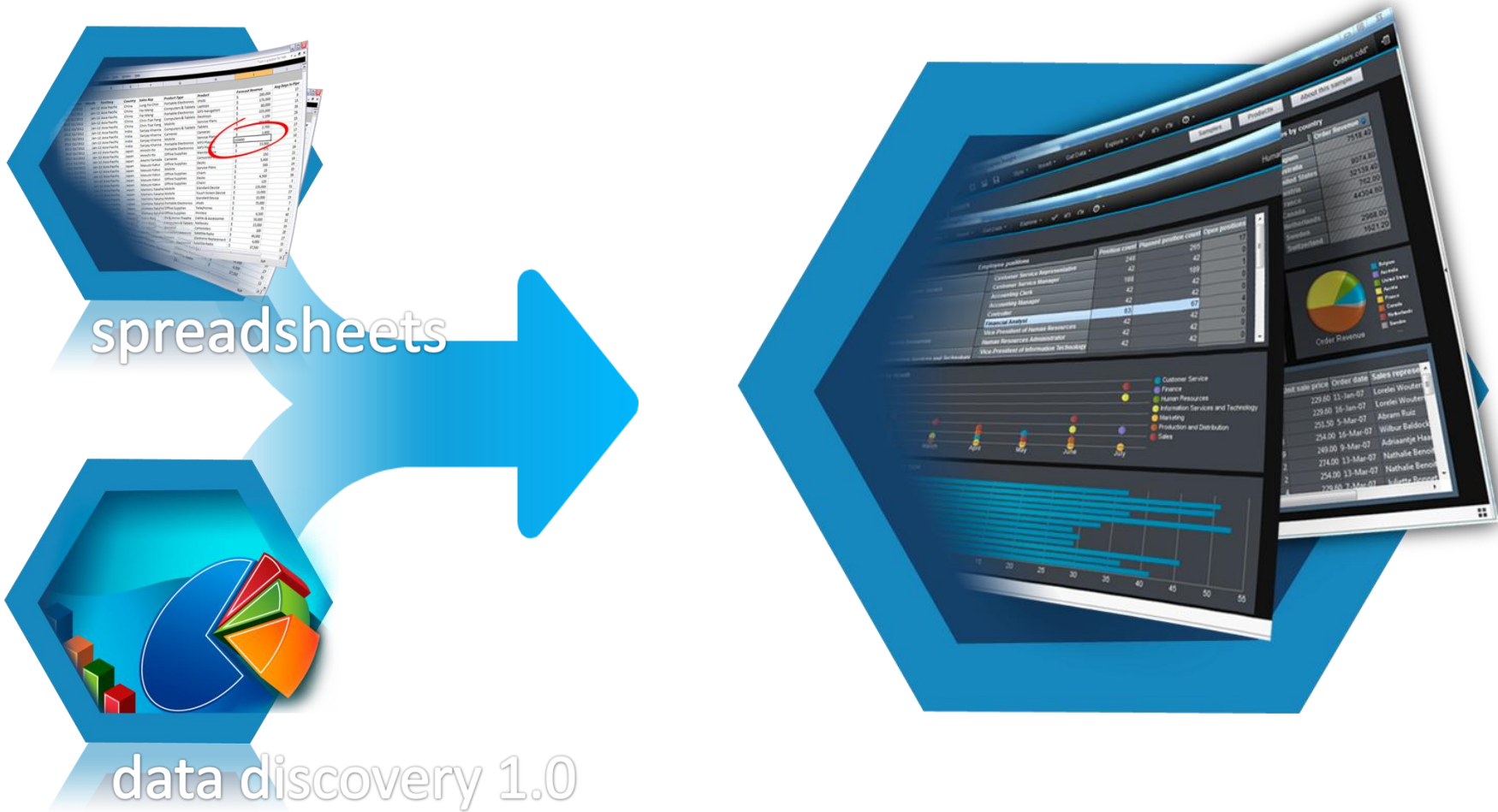
The Evolution of Analytics for Business Users



- Complete data interactivity
- Comprehensive analysis
- Great visualizations
- Take action



The Evolution of Analytics for Business Users



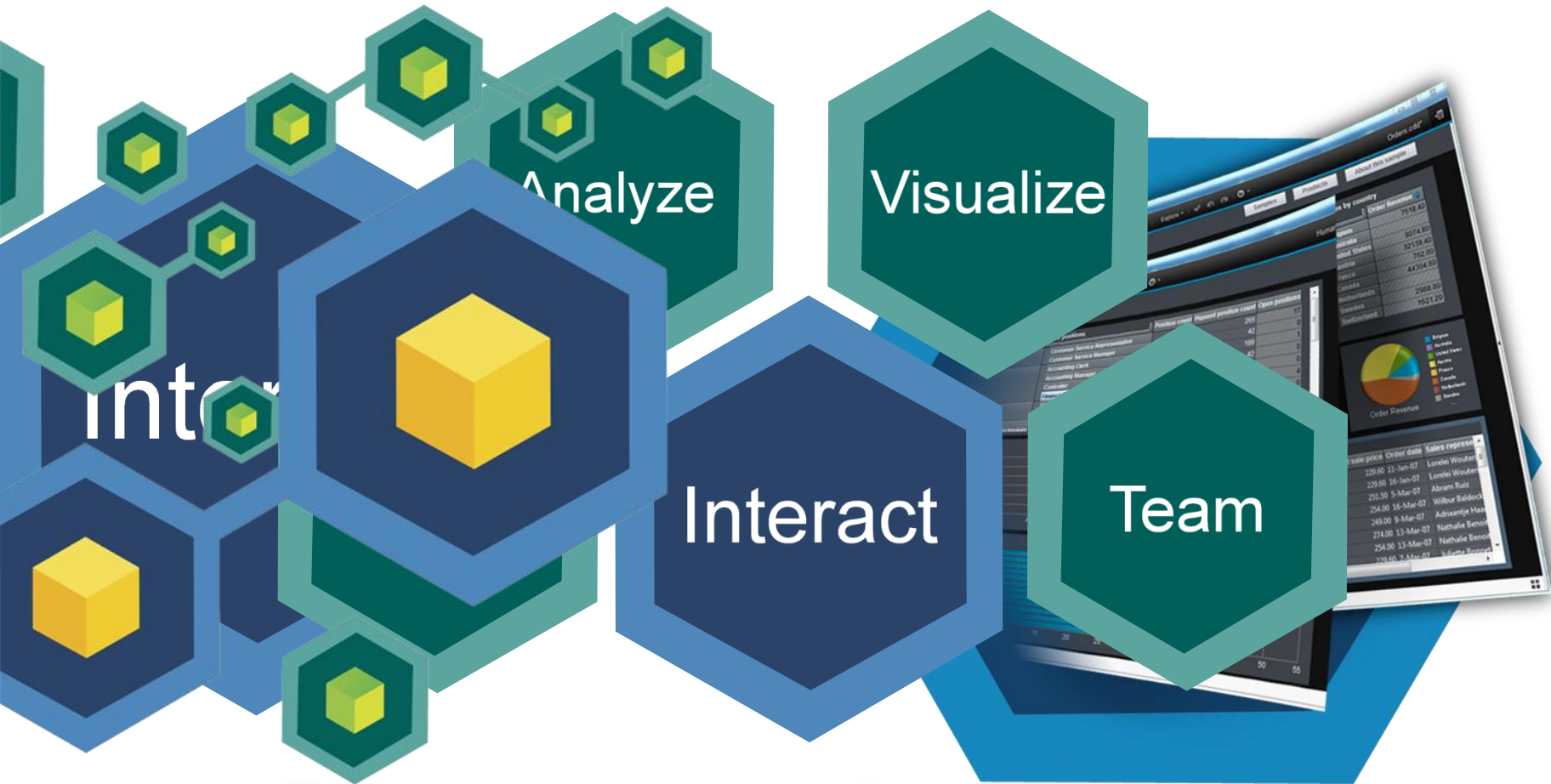
The Evolution of Analytics for Business Users

Cognos Insight

The only **spreadsheets** desktop product that empowers decision makers to independently take **insight to action**

data discovery 1.0





Cognos Insight

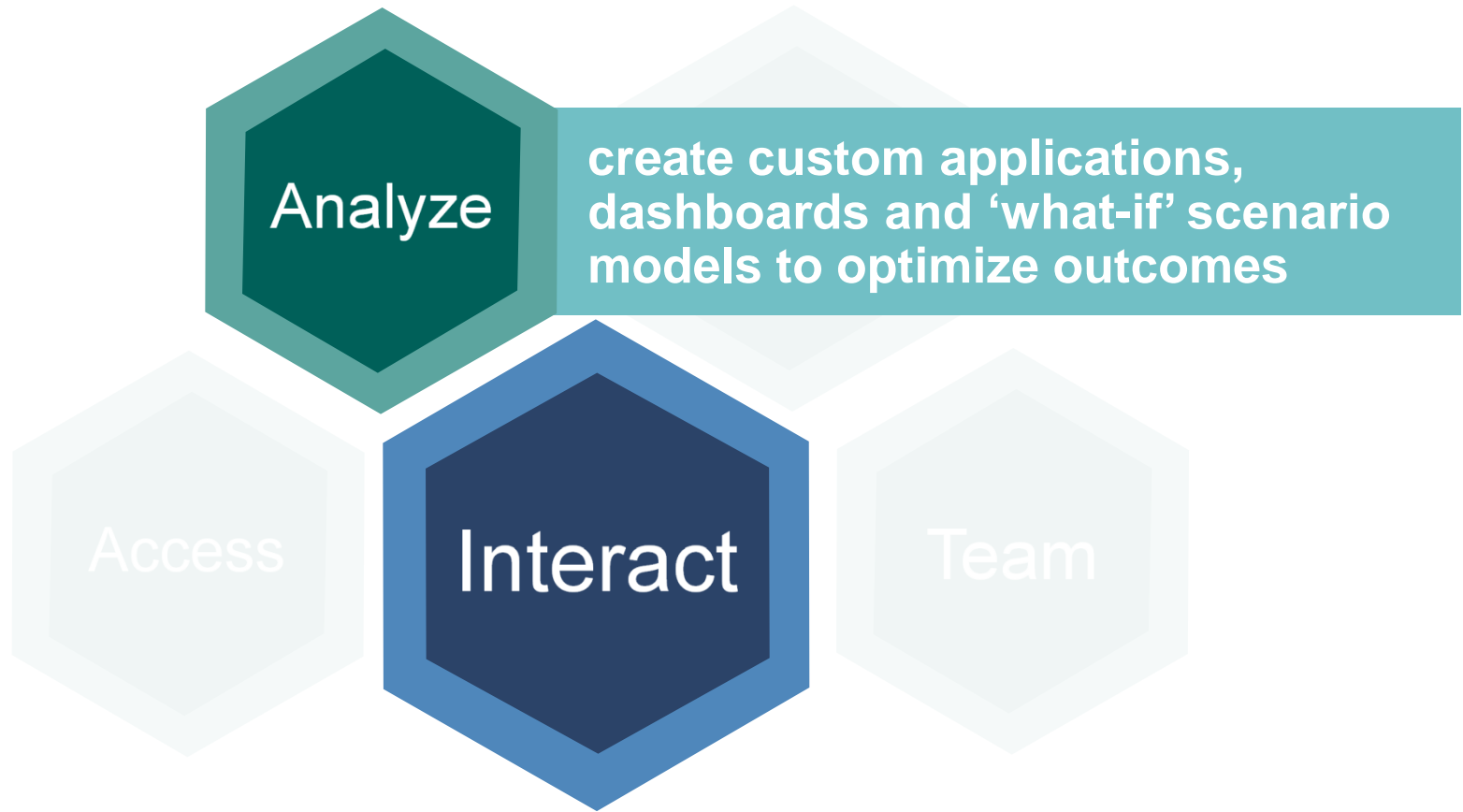


'drag and drop' import, create data from scratch, and enrich without complex scripting



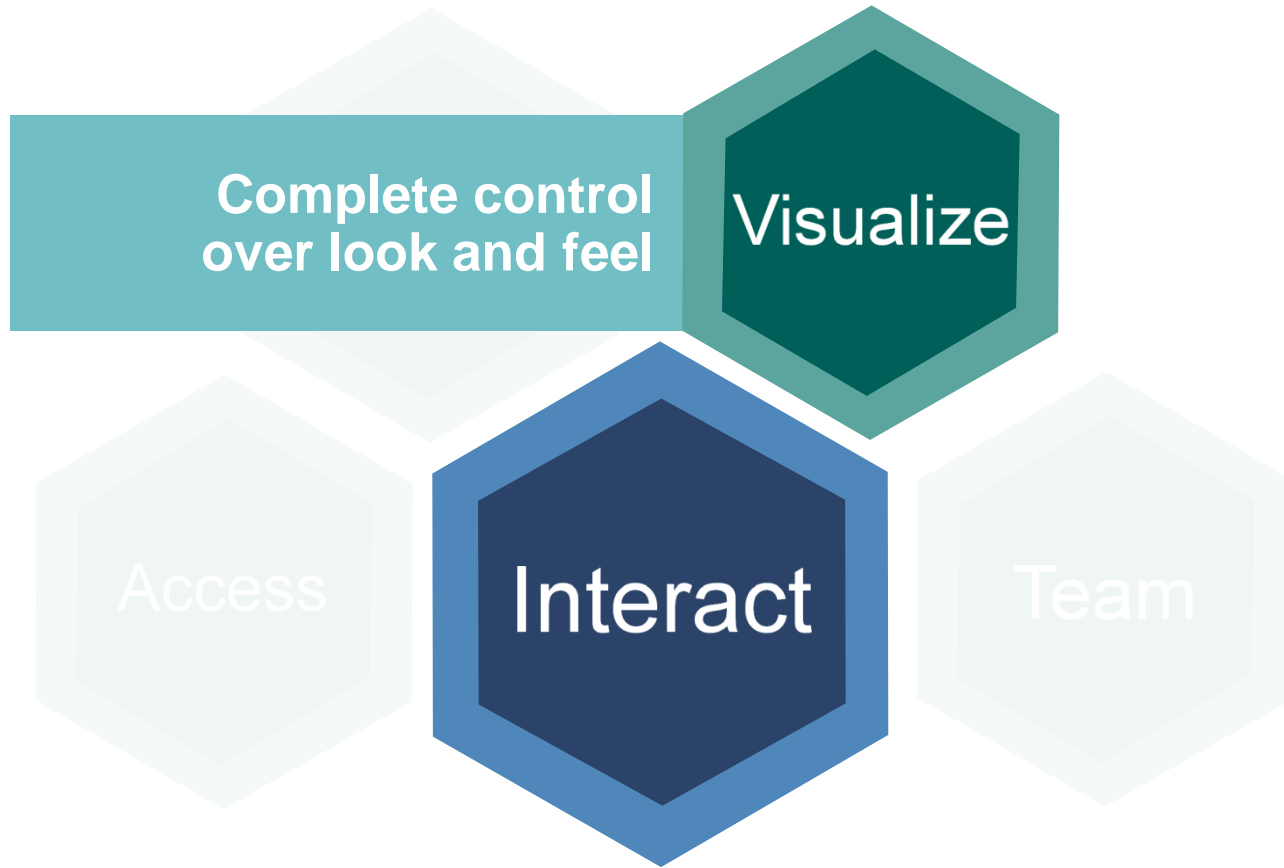
Cognos Insight





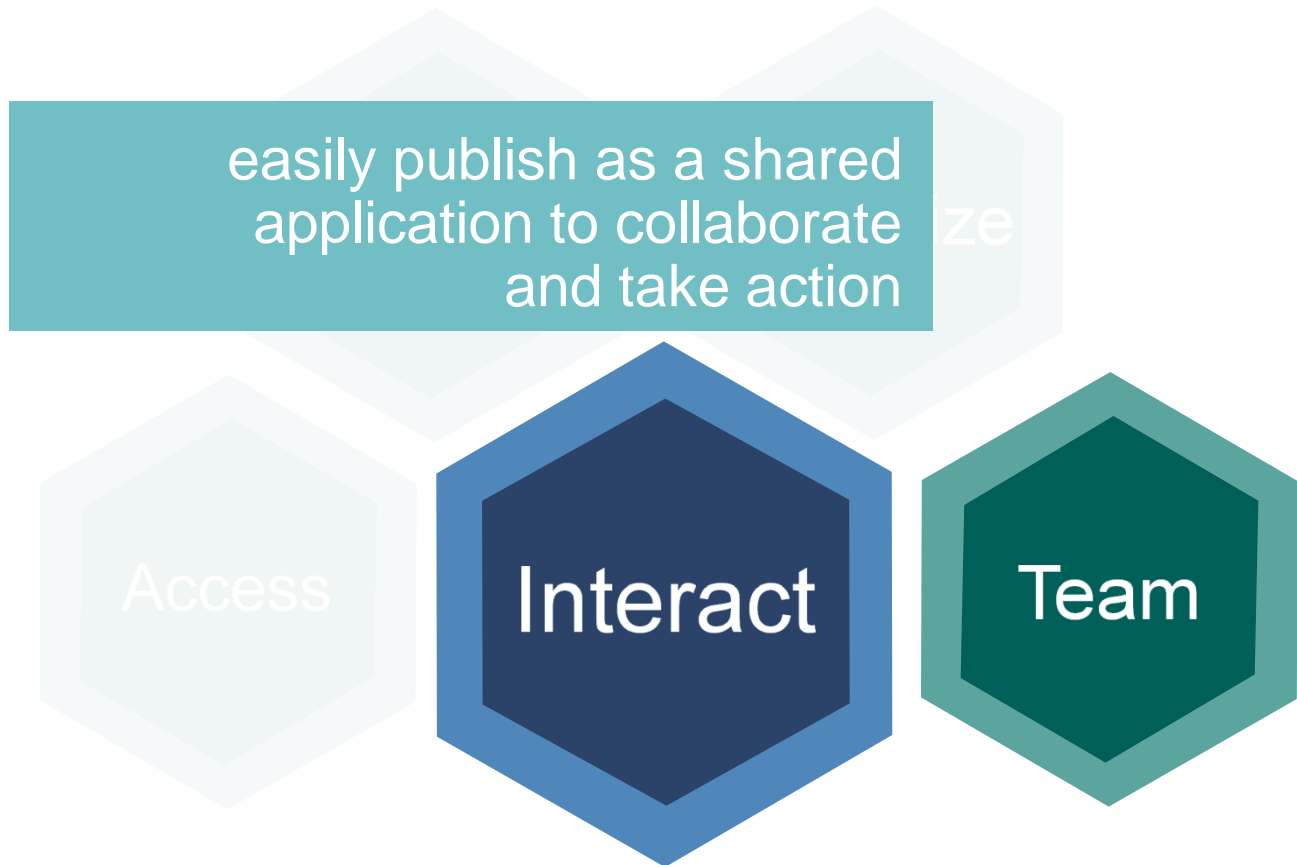
Cognos Insight





Cognos Insight





Cognos Insight



**Access**

Simple 'drag and drop' import, create data from scratch, and enrich without complex scripting

Import and combine data without complex scripting

- Local data – 'drag and drop' a spreadsheet or desktop file
- Databases – unlock the value from corporate data sources
- Existing BI reports – leverage existing trusted reports
- Predictive data – to understand what is likely to occur

Create new data from scratch using the write-back engine

- Add or change whatever you want at a granular level
- User contributed data like forecasts added by co-workers

Enrich data for greater understanding

- Calculated data like comparisons to identify trends
- Data spreading for powerful 'what-if' modeling
- Annotations to add comments and collaborate with others

Cognos Insight





Analyze

Create custom applications, dashboards and 'what-if' scenario models to optimize outcomes

Slice and dice through data

- Intuitive gestures to explore

'What-if' analysis

- Define scenarios, fully understand why and optimize outcomes

Automatic comparisons

- Use built-in calculations and traffic lights

Change data views on the fly

- Customize views like groups and hierarchies

Search data

- Just type a word to automatically filter all associated data

60 second dashboards

- Raw data to analysis and published dashboard in 60 seconds

Cognos Insight





Visualize

Complete control over the look and feel for a more compelling presentation

Rich set of chart types

- Create powerful visual representations

Smart filters

- Easily navigate using associations between related data

Linked visualizations

- See how a change in one item effects the big picture

Complete layout control

- Apply design themes for style, add widgets including Web content and scriptable action buttons

Cognos Insight





Easily extend within the Cognos 10 family to collaborate, plan and take action

Publish applications

- Make your application centrally available and manage deployment

Collaborate

- Annotate, share, and automatically aggregate contributions

Extend to other interfaces

- iPad, mobile, Web, or Excel to provide the appropriate interface to any user

Wired for the enterprise

- Easily grow into more powerful business analytics capabilities like managed reporting, performance management, predictive analytics and more

Cognos Insight



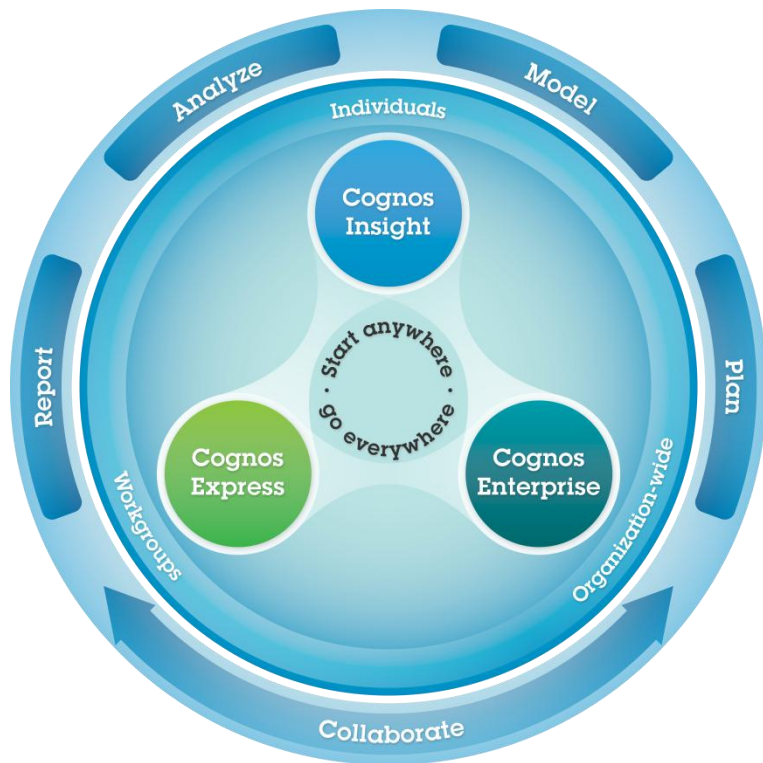
Top 5 Differentiators

- 1 Read and Write**
Change or add new data, simple import, no scripting
- 2 Customize**
You are empowered to create, not just consume
- 3 What-if Scenario Model**
Model new scenarios, test assumptions, optimize
- 4 Plan**
Modify plans, budgets, forecasts accordingly
- 5 Extend**
Predictive analytics, managed reporting, performance management

**Don't just discover...
Do something with it.**



IBM Cognos 10 family – analytics in the hands of everyone



Address all your analytic needs

- Report, Analyze, Model, Plan and Collaborate

Right-sized for all your organizational needs

- **Individuals** have freedom and flexibility plus access corporate information and can share insights with the wider community
- **Workgroups and Midsized** get up and running fast with easy to install and manage integrated reporting, analysis and planning solution
- **Organizations** deploy broad analytic capabilities to 100s or 1,000s of people

Solution for today that you can't outgrow

- Flexible and easy to use
- Integrated and easy to manage
- Seamless to grow with evolving needs

Deploy Cognos 10 and start your journey to making better decisions



Languages Supported

English

Portuguese

Chinese (Simplified)

Chinese (Traditional)

French

German

Italian

Japanese

Korean

Spanish

Danish

Finnish

Norwegian (Bokmål)

Swedish

Turkish

Croatian

Czech

Hungarian

Polish

Romanian

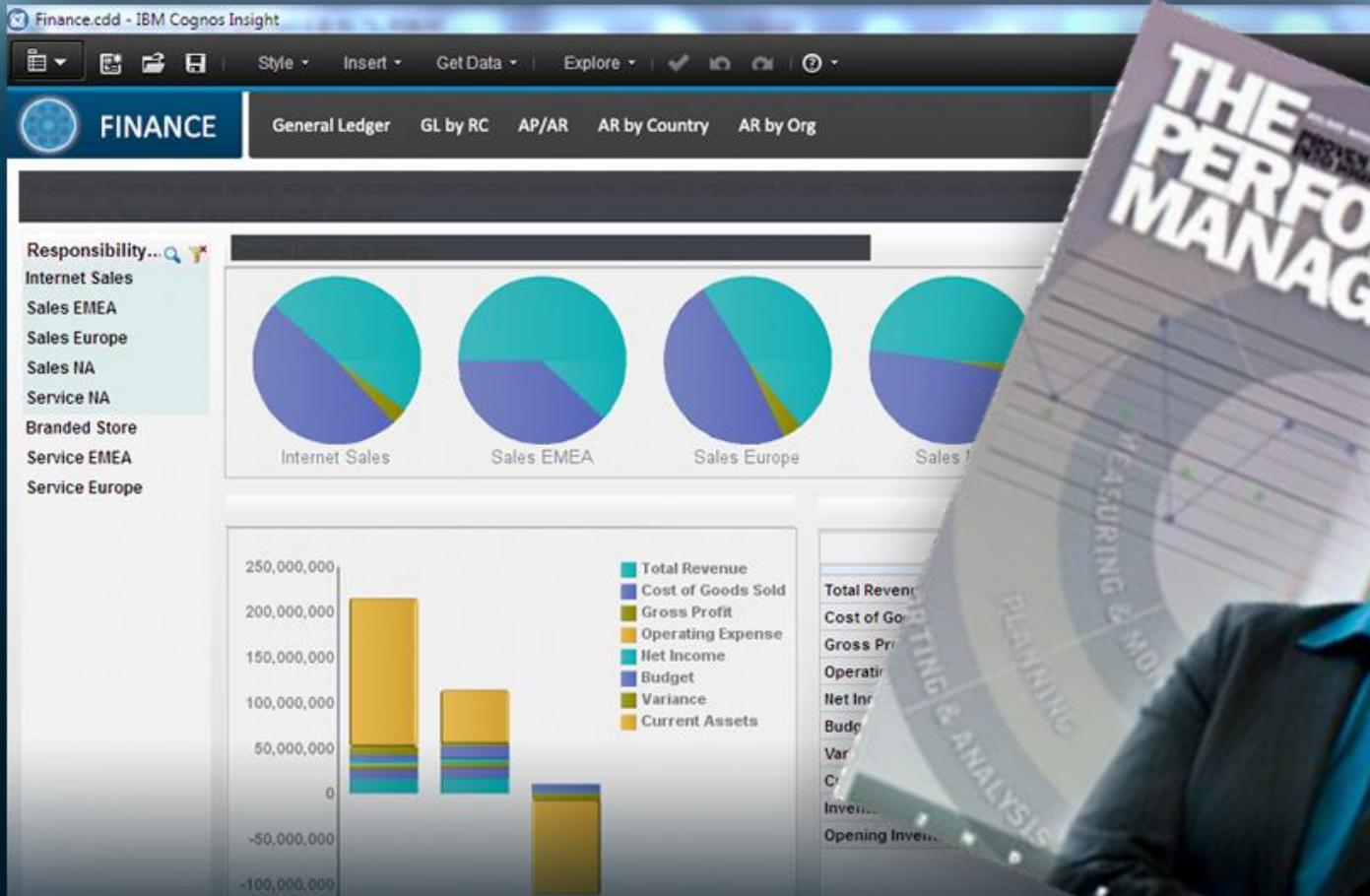
Russian





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ANALYTICSZONE

IBM Smartphone Event Application

Question: Is the following statement True or False?

Cognos Insight allows user to easily combine his personal data with corporate data.

- a) True
- b) False



Answer.....

Question: Is the following statement True or False?

Cognos Insight allows user to easily combine his personal data with corporate data.

a) True

b) False

Answer is (b)



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