IBM Cognos Mobile

Intelligence on the go

Highlights:

- Experience insight wherever you are.
- Interact with information offline or online.
- Confidently and more easily deploy BI to mobile devices.

On the road or in the office: Same great insight

Today, everyone expects information at their fingertips. Whether they are in the office, in line at a coffee shop or on a plane, people demand uninterrupted access to data because some decisions just can't wait. Your mobile workforce is no different. Mobile workers need business intelligence (BI) data to be available on their smart phones, notebook computers and tablets wherever they are to make information-driven decisions—even when they're not connected to the web or your network.

In the past, delivering BI on mobile devices was challenging. Traditionally, IT relied on Microsoft Excel, PDF, HTML or custom applications to deliver critical BI content to these devices. But these modes were limited. Receiving the most up-to-date information was difficult and the user experience was either frustrating or nonexistent. Creating custom applications has become almost prohibitively expensive because of the rapid-fire pace of mobile device releases.

The IBM® Cognos® Mobile solution has been delivering relevant information to smart phones such as the BlackBerry for some time now. However, enhancements to Cognos Mobile now make it possible for users to interact with trusted BI content on their tablet computers, such as the iPad and BlackBerry PlayBook, for a rich and visual experience that enables uninterrupted productivity.

The ability to use existing BI content and a single authoring environment helps IT keep up with the demands of users to provide them with Cognos Business Intelligence on their device of choice. As a result, mobile decision-making is simple, reliable and secure.

Experience insight wherever you are

To make it possible for you to gain insight wherever you are, Cognos Mobile provides:

- **BI capabilities on mobile devices**. Seamlessly view and interact with reports, dashboards and analysis—anywhere you happen to be. You can also work with broad analytic content that spans the entire spectrum of time from all supporteddata sources in an uninterrupted experience from office to notebook, tablet or mobile phone. In essence, mobile workers can work with the same information that is available to them in the office.
- **The most up-to-date BI available at your fingertips**. Make timely and accurate decisions based on the most up-to-date information. You do not need to go to the office to get the latest report because you can automatically refresh or receive reports and dashboards on your device. You can even access reports and other BI content when you're not connected to the Internet or your BI infrastructure.
- **Analysis on the go**. Keep a pulse on your business while on the road. To make it easy to get to the right level of information when you need it, you get the same navigation you get in the office.
- **Location-aware intelligence**. Receive relevant information based on your location for the additional insight that can lead to better business decisions.

Interact with information offline or online

We all want the same experience in the work-world that we have in the consumer world in terms of interactivity and consistency. Cognos Mobile provides you with the same experience you get from consumer applications, along with:

- **Offline interactivity with IBM Cognos Active Report**. Access reports and dashboards offline and still get the vital, interactive information needed to make informed decisions. They can explore business information without having to rely on network connectivity.

- **Device-specific gestures**. Take advantage of the native gestures built into your smart phone or tablet. If you have a BlackBerry smart phone or PlayBook, you can easily navigate through BI content using trackballs or touch screens. If you are an Apple iPhone or iPad user, you can use touch screens and the familiar Apple interface to navigate through your content. Cognos Mobile also extends BI content to Google Android to provide Android smart phone and tablet computer users with the same kind of rich, interactive experience that users of other mobile operating systems enjoy.
- **Collaborative exchange**. Share your perspectives with others by highlighting an area for discussion and then sending an email with comments, insights and actions to the appropriate people. By making it easy to communicate information regardless of where you are, Cognos Mobile helps you take timely action—no more trips back to the office to retrieve the reports and other intelligence you need.

Information for IT: Cognos Mobile prompt support

Cognos Mobile provides broad and intuitive support for prompts, including:

- Basic (text box, list and more)
- Multiselect
- Range
- Tree
- Search and select
- In-page cascades
- Multiselect range
- Prompt page layout

Confidently deploy BI to any mobile device

Every IT department wants the peace of mind that the mobile devices being brought into the organization for analytic use are secure and can be easily supported. To ensure that IT can deliver secure, relevant and reusable content to mobile devices, Cognos BI Mobile features:

- **BI and device-level security**. Ensure the right information gets to the right people on the go and that your corporate information is secure. The security built into the device along with the security built into Cognos Business Intelligence offer protection from loss, theft and unauthorized access. The security applies whether the device is online or offline.
- **A single authoring environment**. Capitalize on your report authors' skill sets and eliminate duplicate efforts. Cognos Mobile makes it possible for BI report authors to write a report once and reuse it so all users can access it, regardless of language, locale or format (web, search, mobile, desktop productivity suite and more). Business users get access to all BI data, including new information as it is generated, instead of a subset of reports with limited functionality that are pre-authored in advance for mobile devices.
- **Single administration environment**. Provide your administrators with the centralized control that is part of the IBM Cognos Business Intelligence portfolio, while also enabling them to meet specific user needs with administration capabilities such as scheduling and bursting for mobile devices. IT can ensure that mobile workers receive the latest BI data because they can send out reports to specified sets of users on a scheduled basis. The Recently Run Reports feature shows immediately how many reports are read and unread as well as other useful metrics.
- **Flexible support for the leading mobile devices**. Meet the needs of your organization's mobile users. Cognos Mobile supports the leading mobile devices and operating systems. With options for web access and native applications, Cognos Mobile fits right into your organization's mobile strategy.

What technologies does Cognos Mobile support?

Cognos Mobile supports these mobile devices and operating systems

- BlackBerry phones and PlayBook
- Apple iPhone and iPad
- Google Android operating system
- Nokia devices using the Symbian operating system
- Windows Mobile operating system

Conclusion

With Cognos Mobile, your mobile workers can make information-driven decisions, regardless of their location. Created to fit the needs of all types of mobile workers, Cognos Mobile provides interactive reports, dashboards, metrics and other Cognos Business Intelligence content. Whether your mobile users are executives, sales personnel, account managers or others, Cognos Mobile provides them with uninterrupted productivity so that they get the insight they need to maximize performance.

About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare "what if" scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

For more information

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