



IBM Cognos Business Insight

See more and do more with your information

Overview

IBM Cognos Business Insight is a revolutionary business intelligence workspace that enables business users to access virtually all types of data in any time horizon. It gives users the ability to assemble, personalize, analyze and interact with information through a dashboard-style interface. Whether they want to view performance metrics or other information in tables or through graphs and charts, this solution allows users to see information in a way that supports their personal decision-making style. From the same workspace, they can hone in on a single report object and, for example, add additional data or perform deeper analysis. Then they can pan back out to see their changes seamlessly incorporated within the context of their current workspace.

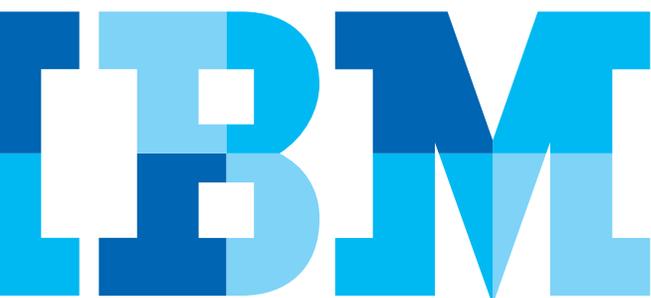
IBM Cognos Business Insight helps organizations align their activities by providing consistent, trustworthy information and collaborative capabilities. Users can create and share reports, add comments or questions to documents, and communicate through familiar tools and applications—all from a single, flexible workspace.

Raising the bar for Business Intelligence

Business intelligence solutions offer individual business users tremendous opportunities for analysis and insight. They also offer the prospect of smarter, faster decisions for the organizations that deploy them. But in most organizations, only 10-15 percent of the people who could benefit from business intelligence (BI) actually use it.

The reason for such low adoption rates lies in the complex and unwieldy nature of some BI solutions. These systems impede, rather than enable the flow of business insight. In addition, business users may not fully understand—or trust—the information and the data that is made available to them. So instead, they put faith in their own figures, typically generated through departmental spreadsheets. Or they simply rely on gut instinct to make even major business decisions.

Now, IBM Cognos Business Insight makes business intelligence and powerful analysis capabilities available to a much broader range of business users. IBM Cognos Business Insight engages more people in actually using the vast amounts of data that organizations already collect. The result is better utilization of existing BI assets (and consequently higher ROI) and more people gaining the valuable business insights essential to making better, smarter decisions.





IBM Cognos Business Insight: a revolutionary workspace that helps drive smarter decisions and better results.

Unfettered access to vital information:

Pre assembled workspace content to start your day

IBM Cognos Business Insight provides a quick and easy place to get an “at a glance” view of the business in a single interface. You have a personalized view of all the information that you need on a regular basis—ready for you when you sign in.

Seamless, graduated user interface

The revolutionary interface of IBM Cognos Business Insight allows you to arrange and personalize data from your own perspective. You can shift seamlessly to business authoring or in-depth analysis capabilities on the fly, through a graduated user interface. You can explore and assemble your data with a variety of advanced features that are only visible when you need them. When advanced features aren't needed, you see a simplified interface.

Augment corporate information with external data

Quickly integrate external data from spreadsheets, third-party or departmental applications for ad hoc reporting and analysis. Merge external data with dimensional and relational data sources using simple drag-and-drop tools.

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 answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people 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 results.



Assemble and personalize your workspace with trusted IBM Cognos content

Do more with your data

Assemble a complete view of all available information

Analyze real-time information and develop factual context by examining trends, patterns and predictions using pre-existing data assets, including IBM Cognos Statistics, IBM SPSS Modeler, and IBM Cognos TM1. Incorporate and share statistical analysis to deliver additional insight and validation.

Personalize your view

Choose from predefined or custom calculations. Change chart types, from a bar graph to a pie chart, for example. Add calculations (either pre-defined or custom), sort and reorder information, and add filters to clarify and highlight the most important elements of a report.

Deploy powerful, yet easy-to-use collaboration tools

Facilitate threaded discussions. Add questions or comments to documents or reports and embed RSS feeds to automate the sharing of important reports and updates.

Never hit a dead end in decision-making.

When existing data assets are not enough, business users can move seamlessly from pre-authored content to topping up or creating new ad hoc queries and performing more in-depth analysis – all without IT intervention.



Analyze data in a manner that helps you make better decisions. Add filters, change chart types and create compelling presentations to communicate effectively.

Feature Overview

Search-assisted authoring based on keywords

Search documents and databases by keyword and find the information you need—fast. Security settings limit access to only those documents that users have permission to see.

Compelling visual experience with enhanced graphics

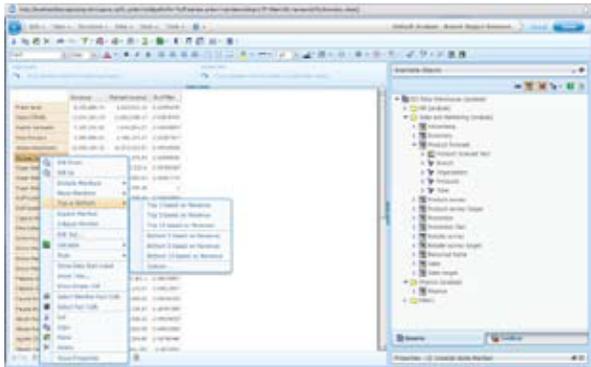
Discover unknown insights by following your own train of thought, and communicate your ideas with powerful charting and graphing tools.

An intuitive interface with additional guidance when needed

Intuitive, menu-driven tools make it easy to manipulate data without assistance from IT. Embedded e-learning training videos help you learn about advanced features at your own pace.

Common business glossary with one click access

User communities stay aligned when they use standard, agreed-upon definitions and descriptions of data and business terms. The common business glossary lets teams and organizations know where the data has come from and what it means, so they can close the decision cycle with confidence.



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:
www.nextdimension.net

Move seamlessly from assembly and interaction to report authoring and deeper analysis.

Wizard driven external data merge with dimensional and relational sources

Augment data with information from sources outside the department or organization, while including metadata details that identify the origin.

Conclusion: See more and do more

IBM Cognos Business Insight helps you see more and do more with your information. It enables users to assemble and explore data in depth and in detail, then collaborate with others easily—all in an unlimited BI workspace. IBM Cognos Business Insight helps organizations drive alignment and build consensus for more agile and responsive decision-making—delivering smarter decisions for better business results.



© Copyright IBM Corporation 2010

IBM Canada Ltd.
3600 Steeles Ave. East
Markham ON L3R 9Z7
Canada

Produced in Canada
August 2010
All Rights Reserved

IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: ibm.com/legal/copytrade.shtml.

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

P25007



Please Recycle

Business Analytics software