watsonx BI

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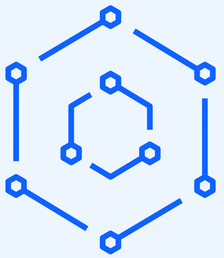
The evolution of business intelligence

Wave 1

– Descriptive analytics
– Static output
– Technical limitations

Wave 2

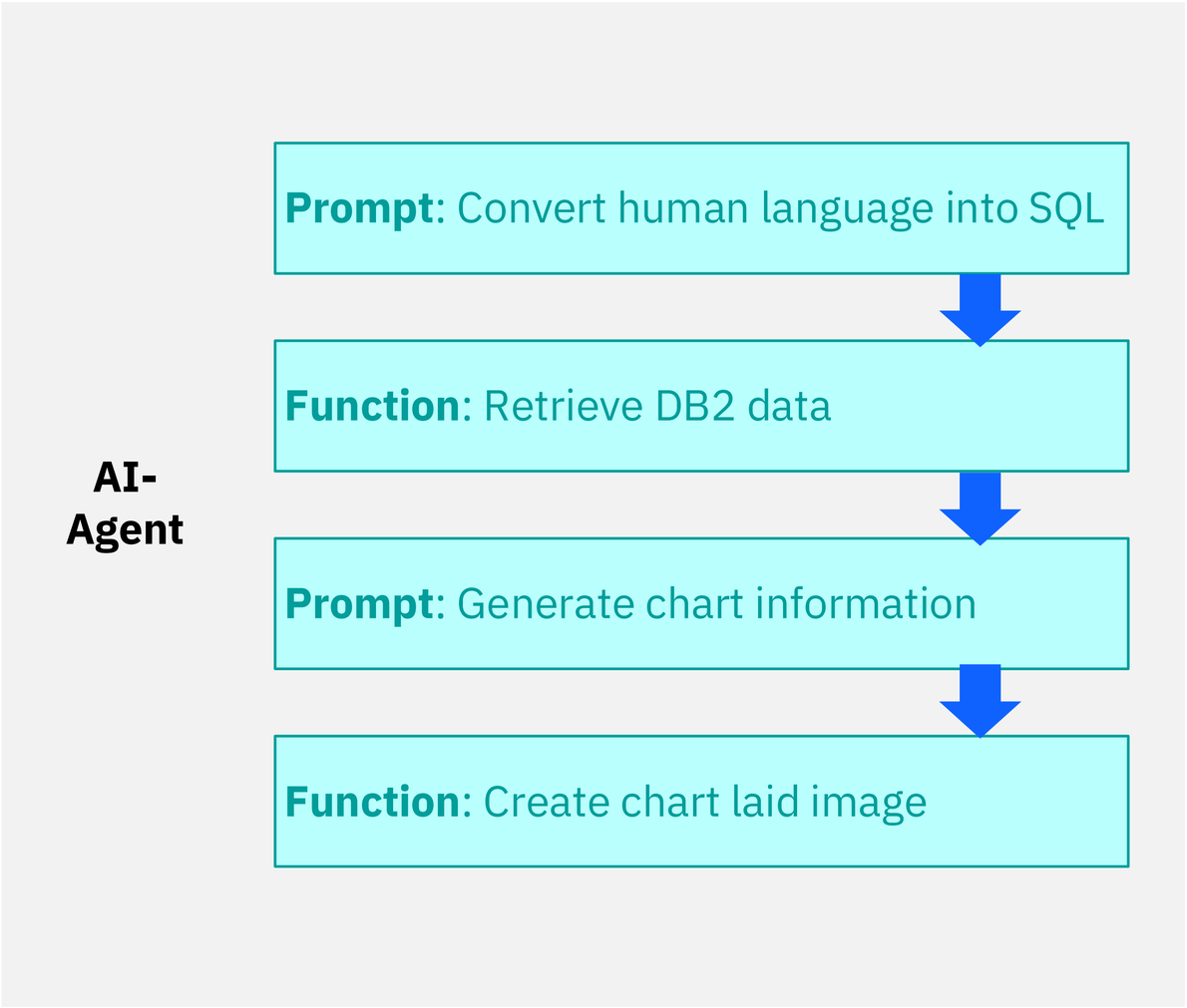
– Predictive analytics
– Dashboards and data mining
– Self-service



Agentic Analytics

– Augmented decision-making
– Active collaboration
– Continuous adaptation

The challenges with traditional business intelligence



Challenges

- Talent Deficit
- Tool Complexity
- Data Security

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An AI-powered business insights agent

Insights

- Contextual, transparent insights
- Surface what matters
- Course-correct
- Proactive

Collaboration

- Align across departments
- Personalized metrics
- Smart alerts

Efficiency

- Streamline access to analytics
- Boost efficiency
- Access and permission control
- Enable modeling workflow

Trust

- Explainability
- Trust every answer
- Governed definitions
- Consistent business logic

Action

- Act with confidence
- Unified analytics
- Faster answers means faster actions
- Smarter insights means better decisions

Adoption

- Embed insights into existing tools
- Provides answers where users live

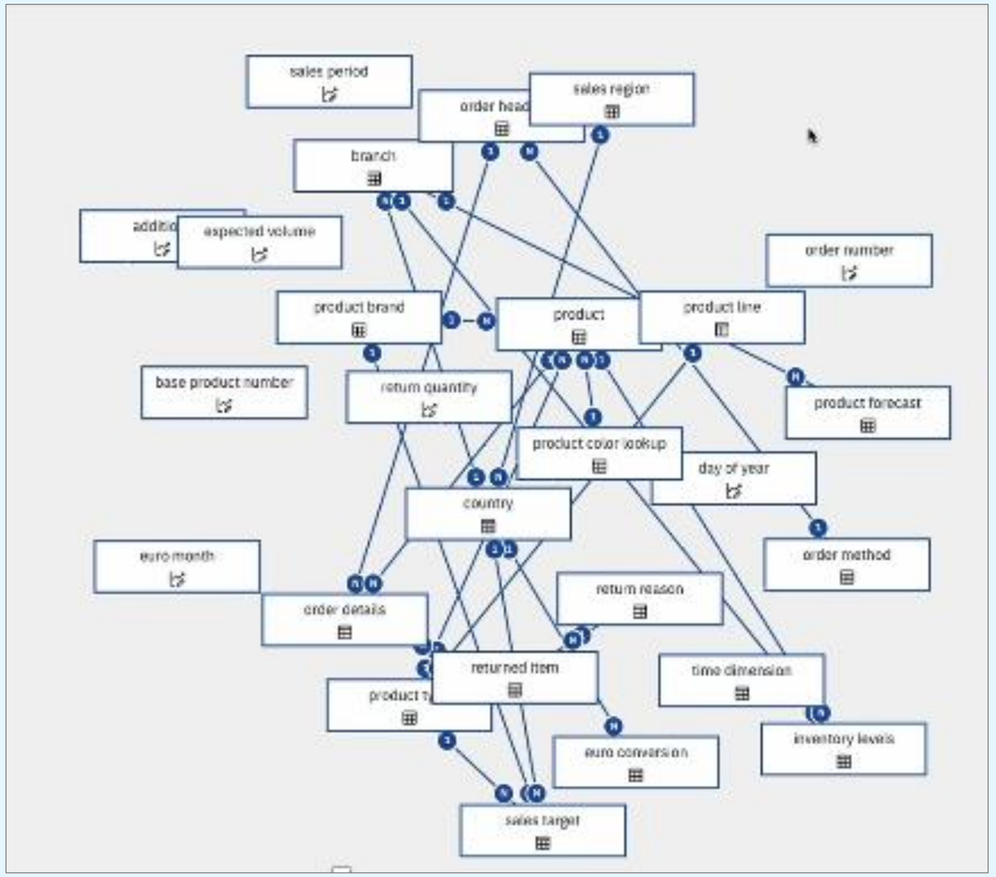
Investment

- Maximize existing investments
- Unlock value in current infrastructure

We offer **Pilot Program** of watsonx BI → collaborate with Client Engineering team to improve certain key metrics

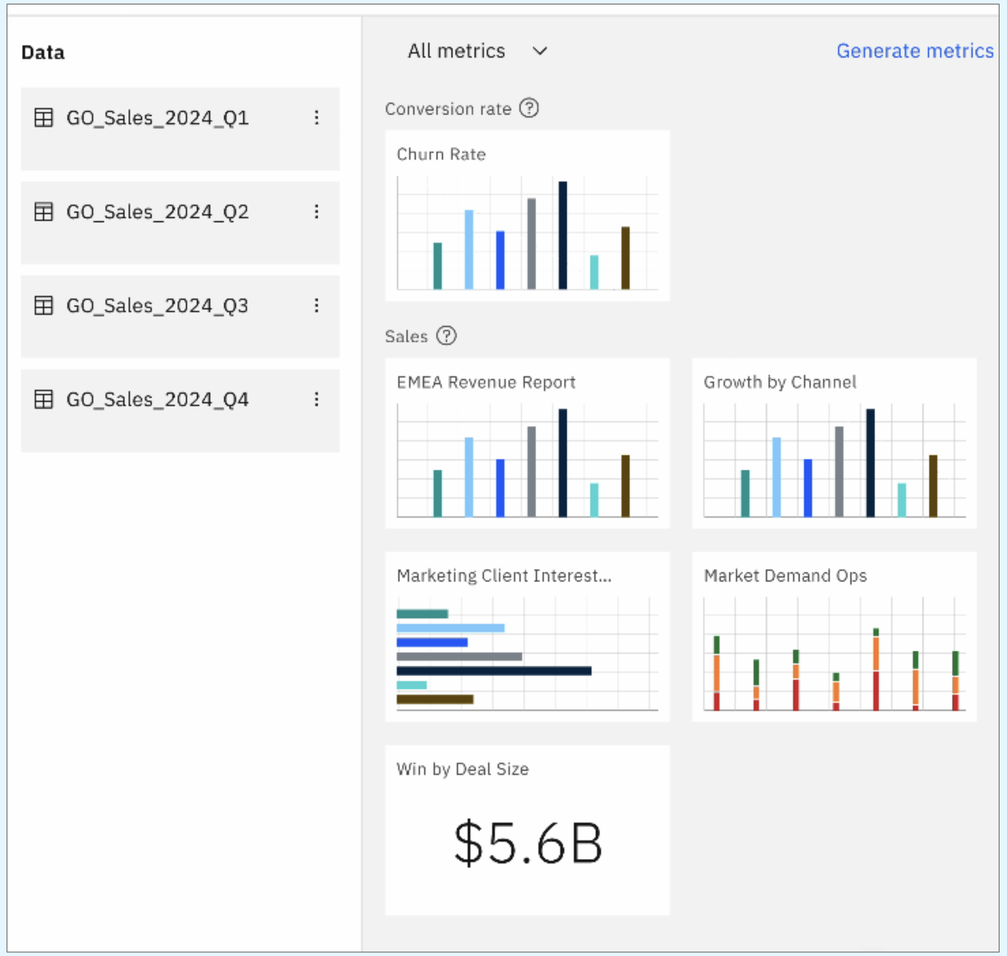
Automated data enrichment and semantic modeling

Automated modeling: save time by automatically profiling, enriching, and modeling data.



Automated metrics generation

Automated metrics: Define, standardize, and share key metrics across teams to ensure consistent measurement and a unified view of performance

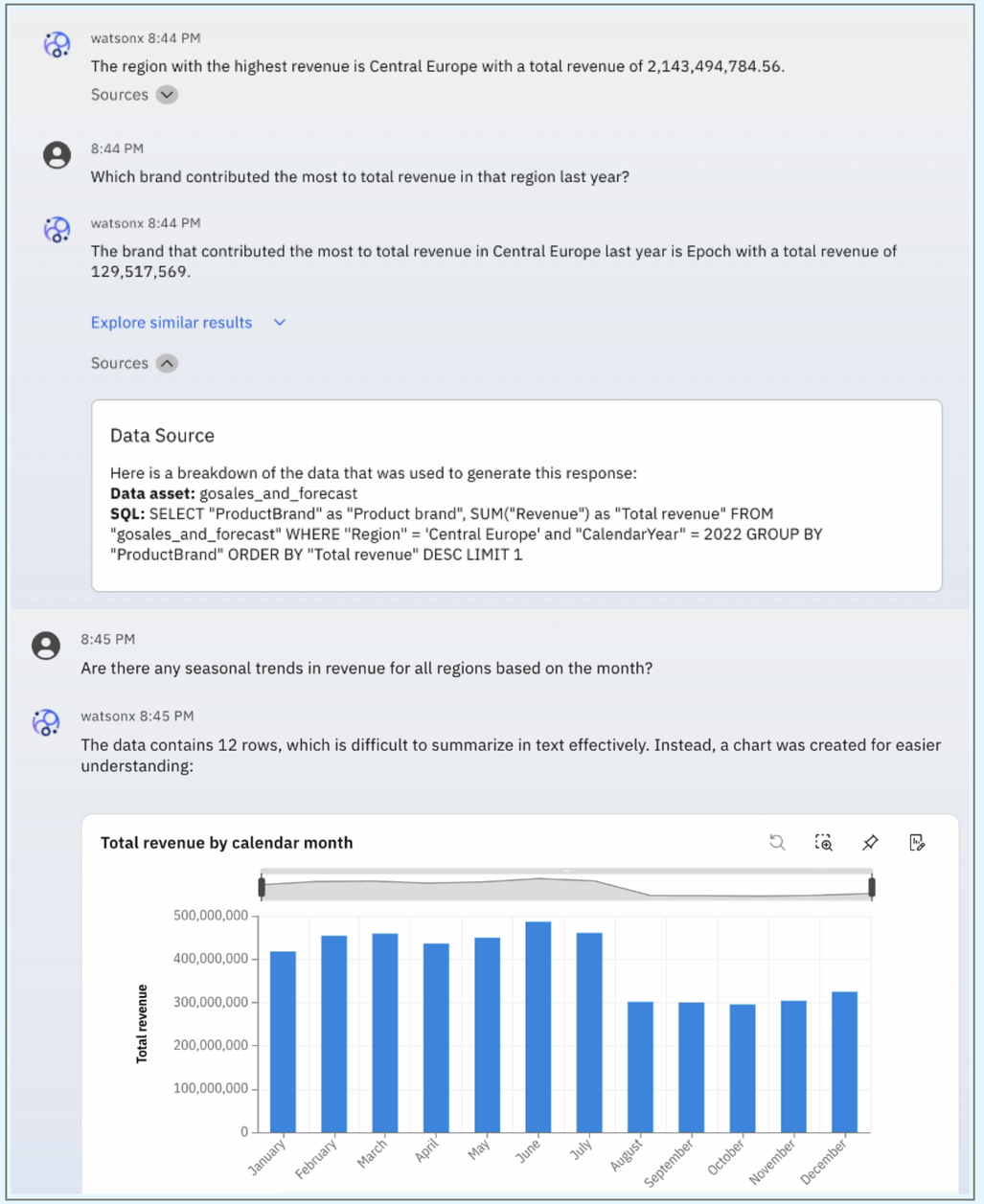


Contextual, multi metaphor and transparent

Contextual interaction: uses profile and previous responses as context

Multi-metaphor: presents best options for user comprehensive (text, visualizations)

Transparent: system shows how it reached answers (data sources, SQL, etc.)

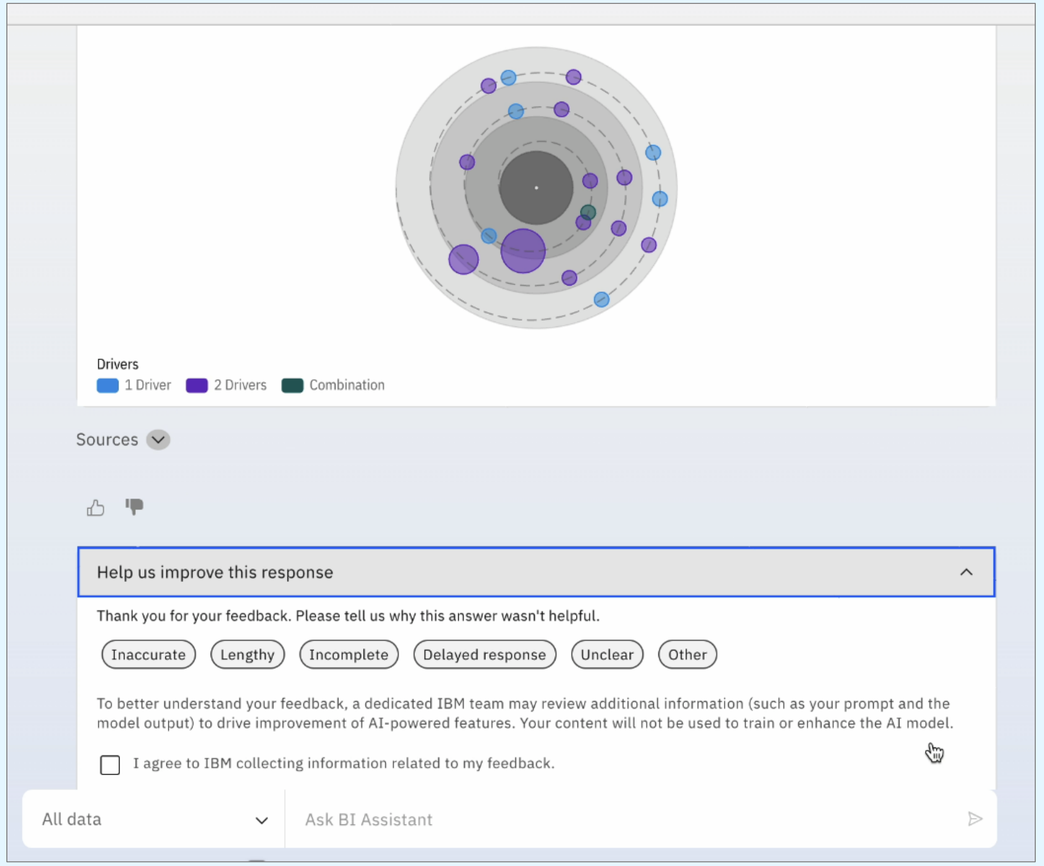


Inquisitive and open to feedback

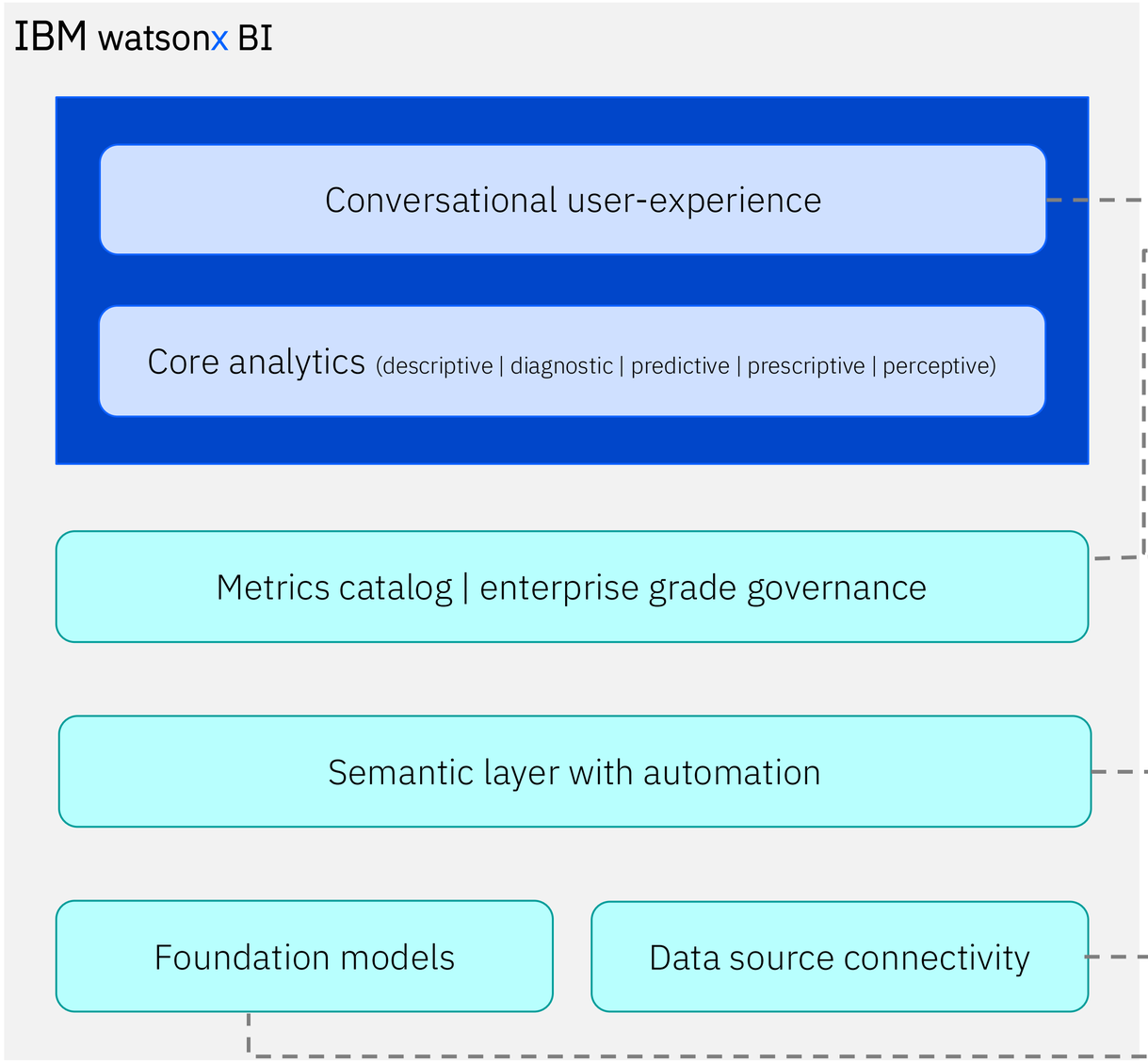
Diagnostic: goes beyond “what” to “why”

Prescriptive*: from “why” to “how”

Interested: provide feedback to increase response quality



IBM **watsonx BI** is a full-stack BI solution that provides conversational analytics while allowing organizations to maintain data consistency, governance and composability



Deliver the power of advanced analytics and personalized insights to business users in a near-zero learning curve experience.

Define and publish metrics for analytics consistency.

Robust governance and permissions model, to ensure compliance and safeguard sensitive information across the enterprise.

Automatically understand your data and builds a semantic model. LLM-based semantic enrichment of metadata leveraging trusted and industry proven business glossaries (knowledge accelerators).

Access all your data through a single point of entry across cloud and on-premise environments.

Flexibility to choose from industry leading models including IBM's Granite that is trained on enterprise content which meet rigorous data governance, regulatory and risk criteria enforced by IBM’s AI ethics and privacy codes.

watsonx BI

Summary: Key features and benefits

Conversational insight discovery

Surface insights in seconds – know what's happening, why it matters, and what to do next.

Benefits:

- Faster data driven decisions: Surface insights in seconds and speed up decision-making by up to 90%.[1]
- Boost adoption: Increase BI tool usage by up to 50% by enabling natural-language exploration for non-technical users.

Automatically assign meaning to data

Automatically enriches data with meaning and creates consistent metrics for unified analytics.

Benefits:

- Save time prepping data: Cut prep time by 95%[2] – from 2 weeks to 4 hours – with semantic automation and metrics generation
- Consistent view of data across teams: Get trusted insights grounded in business logic and governed metrics.

Integrate with existing investments

Connects with a clients existing lakehouse, workflow automation, and reporting tools.

Benefits:

- Increase ROI: Leverage existing tools without disrupting current processes or costly overhauls
- Faster time to insights: Get up and running quickly by leveraging the metrics you already use.

watsonx BI and Cognos Analytics form an integrated BI solution that blends true self-service analytics with trusted enterprise reporting

IBM watsonx BI

Pull

Self-service

True self-service ad-hoc analytics

- Answer business questions without requiring technical expertise
- Personalized metrics and line-of-business authored content
- Conversational data inquiry and exploration
- LOB-authored dashboards, data stories, and metrics collections

IBM Cognos Analytics

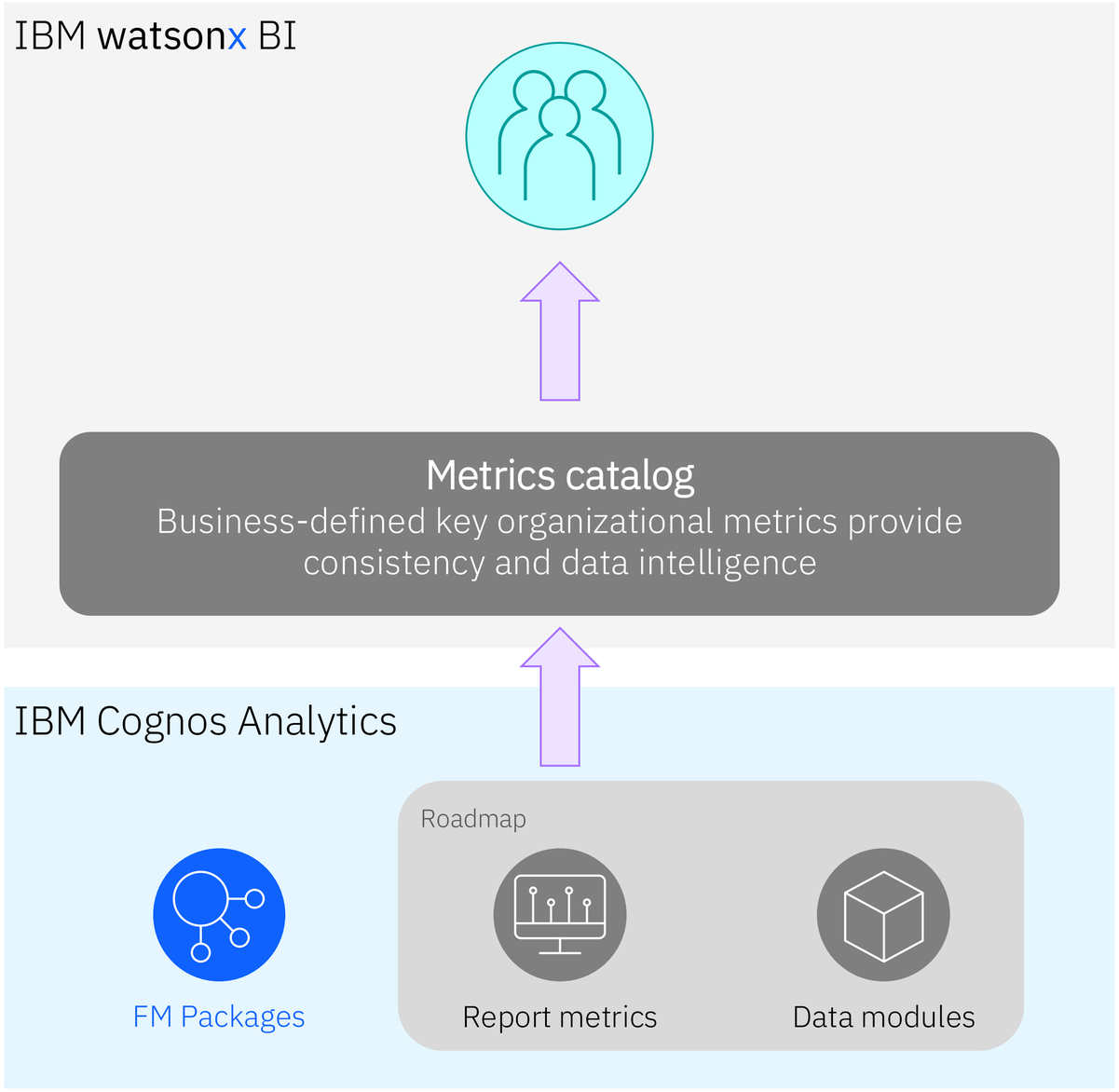
Published

Prepared analytics that are authored and made available to users

Push

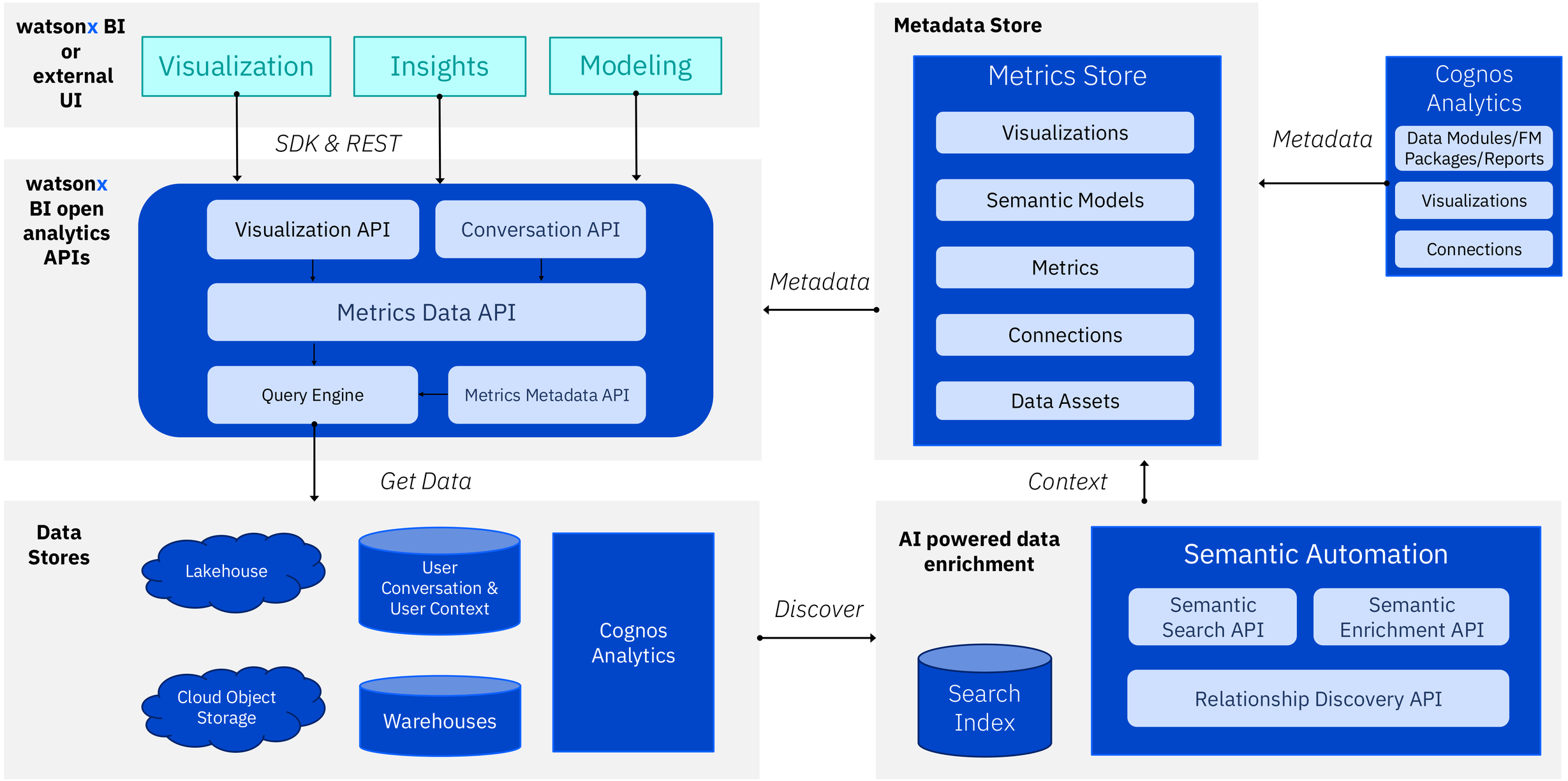
- Professionally prepared reports for external users
- Pixel-perfect reports with organizational KPIs
- Invoices, statements, itemizations
- Sales performance reports, compliance and regulatory reports

Leverage governed semantic models and metrics defined in Cognos Analytics to provide trusted insights to every decision maker



Cognos Analytics data assets are rich with valuable semantic information about business processes and metrics.

Imagine making this information accessible to a new segment of line of business users with a near-zero learning curve experience?

watsonx BI allows users to access existing Cognos Analytics assets conversationally, unlocking new value from a clients' existing Cognos Analytics investment

watsonx BI semantic layer with Cognos Analytics