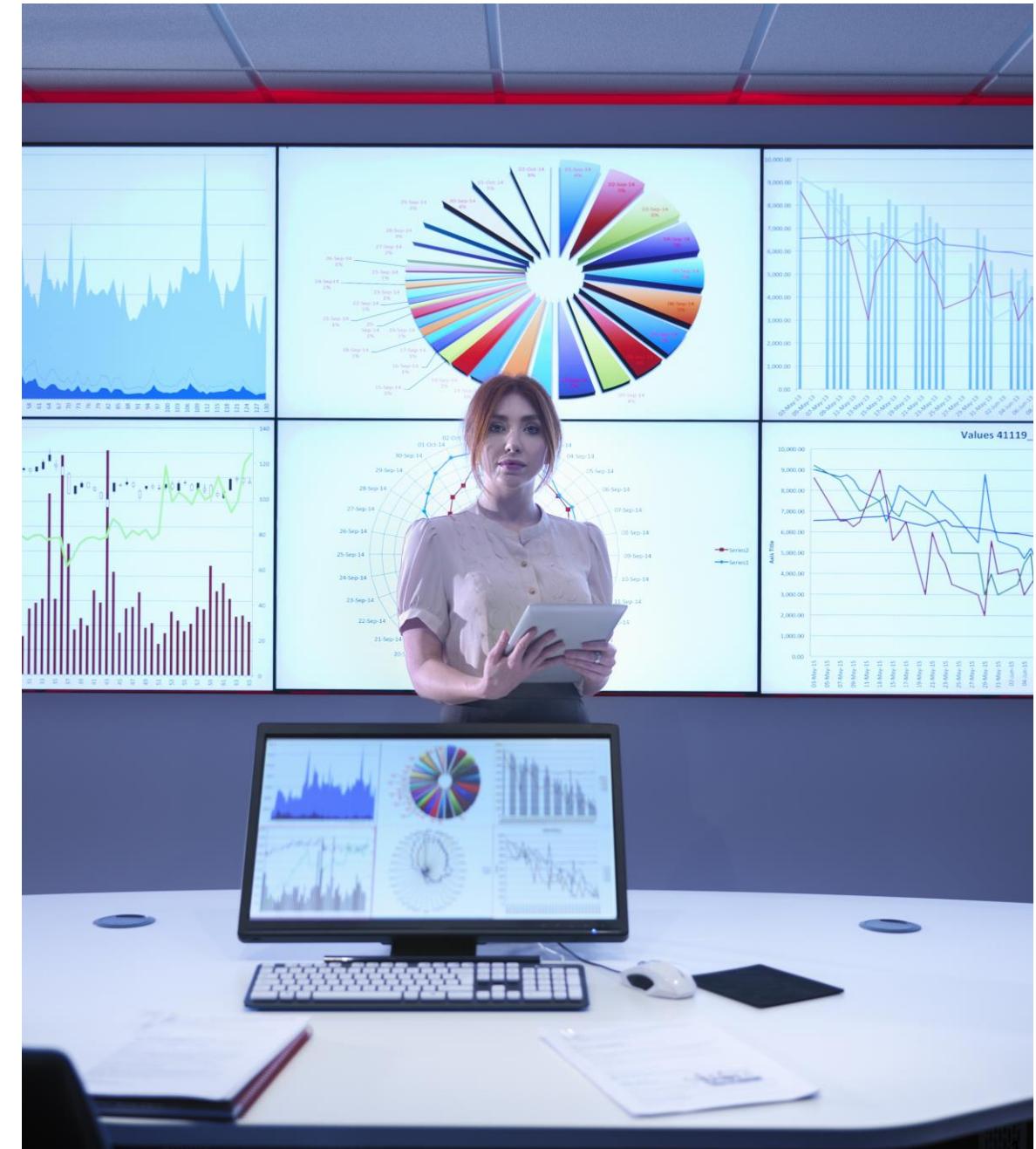


# Cognos Analytics Maybank Indonesia



# Outlines

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Current Maybank Entitlement

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IBM Licensing Model

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New Features on CA 12.xx

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Complimentary Product for Finance

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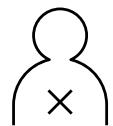
Competitive Advantages

# Current Entitlement

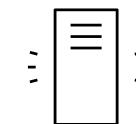
No	License	Quantity	Expired Date
1	IBM Cognos Analytics Non-Production Modernization for IBM Z Virtual Processor Core SW Subscription and Support Renewal 12 Months	2	31 Dec 2028
2	IBM Cognos Analytics User Modernization for IBM Z Authorized User SW Subscription and Support Renewal 12 Months	8	31 Dec 2028



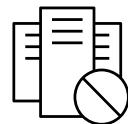
Currently Maybank Indonesia only eligible to enroll 8 users of system administrator.



Anyone out of 8 registered user login to Cognos is a violation and prohibited by the rule.

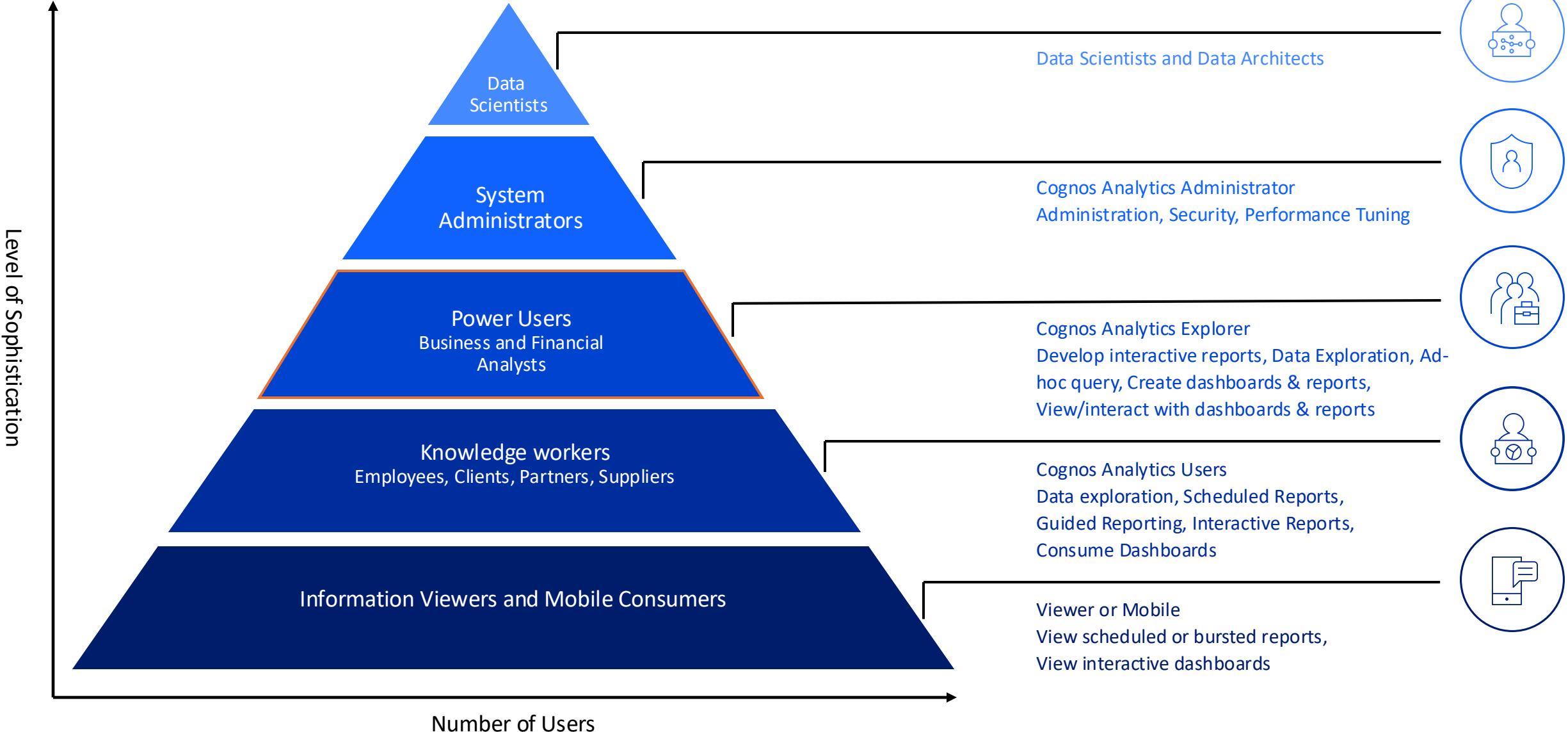


Maybank Indonesia only eligible to install 2 Cores for Non-Prod environment



Anything out of 2 Cores for Non-Prod environment login to Cognos is a violation and prohibited by the rule.

# Spectrum of analytics users, license roles and personas



# What's new for Cognos users

Cognos Analytics 12.0 highlights for users

Cognos Analytics 12.0 highlights for administrators

New in Cognos Analytics 12.1 for users

What's new for Cognos developers

# Cognos Analytics

## 12.0 highlights for users

## 12.0 Highlights: The Cognos Assistant

A secure natural language interface to give users fast answers to their analytics questions.

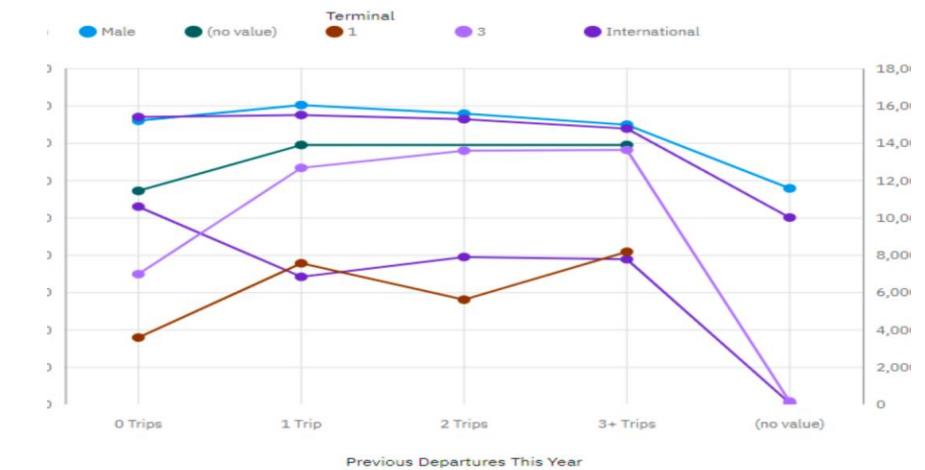
The screenshot shows the IBM Cognos Analytics interface. At the top, there's a navigation bar with icons for search, message, help, and user profile. Below the header, a large central area features the text "Get quick answers with the Assistant" and "Ask the Assistant a question in your own words to uncover insights about your data." To the right of this text are two speech bubble icons: one blue with three dots and one white with a question mark. Below this section, there's a "Ask a question" input field with a magnifying glass icon and a blue "Ask" button. In the middle left, there's a "Introduction to Cognos Analytics" section with the text "Leverage self-service analytics to make more confident decisions." To the right of this section are three buttons: "Get started", "Watch videos", and "Product tour". At the bottom, there are two main call-to-action sections. The first section on the left has an upward arrow icon and the text "Upload data and start creating content" followed by "Upload spreadsheets, CSV files, and other types of files, and create content based on these files.". The second section on the right has a folder icon and the text "Create content from existing data" followed by "Locate data sources in the Content view, and create content based on these sources.". At the very bottom, there are tabs for "Recent" and "Favorites" (which is underlined), and a link "View all content".

## 12.0 Highlights: Reporting Improvements

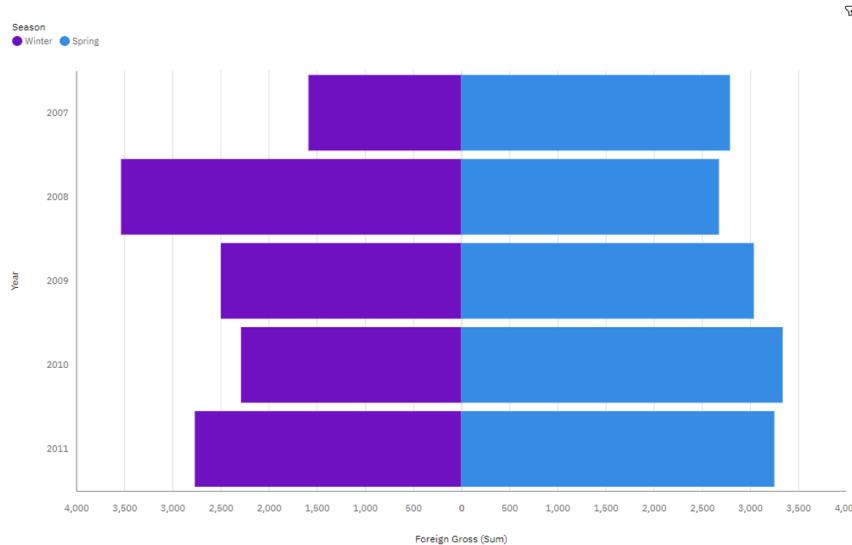
<p><b>Extensibility and customization using reusable custom controls</b></p> <p>Drop-in custom UI components (charts, selectors, buttons) that can be reused across many reports. No need rebuilding reports</p>	<p><b>Dynamic Parameter values</b></p> <p>Set prompt defaults with expressions that pull the latest values from a data source or user profile. Cuts the “click-through” time for end-users</p>	<p><b>Search &amp; select prompt</b></p> <p>Define prompt size and enable live search that does not refresh the whole page. Improves UI responsiveness.</p>
<p><b>Multi-select prompt</b></p> <p>Authors can pre-populate a list with custom values or allow ad-hoc additions. e.g., “Top 5 stores + user-selected store”. Gives analysts the flexibility to combine static and dynamic criteria in a single prompt</p>	<p><b>Search in properties pane</b></p> <p>A built-in search box finds any property (font, data-type, filter) instantly. Saves minutes per report, especially in complex layouts</p>	<p><b>Projected queries</b></p> <p>Visual map of each object’s underlying query and data source. Enhances traceability, speeds up troubleshooting, and satisfies audit requirements by showing exactly where data originates.</p>

## 12.0 Highlights: New visualizations in Reporting and Dashboards

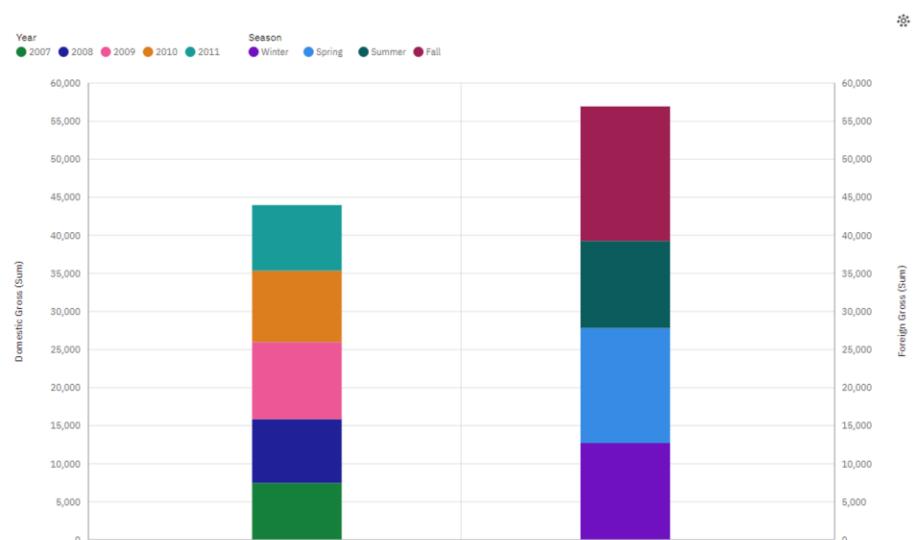
### Dual y-axes line chart



### Tornado chart



### Dual x/y-axes bar/column chart



New in Cognos 12.1:  
Easier than ever to create  
new content

New and advanced users  
can start creating analytics  
with a few simple clicks.

Welcome, Tim!

Leverage self-service analytics to make more confident decisions.

Create

Select or upload data and create content.

Assistant

Ask the Assistant a question in your own words to uncover insights about your data.

Learn

Watch videos or take a tour to learn about Cognos Analytics.

Recent My content Team content Samples Favorites

Get inspired with our prebuilt samples

\* Get started By business function By feature

Last Modified 2021-07-16, 8:55 AM Last Modified 2020-06-26, 10:55 AM Last Modified 2021-02-02, 8:04 AM

By industry

Last Modified 2020-12-15, 1:00 PM

01-23 New report1 Version 11.2.4 base samples

Last Modified 2025-01-23, 12:05 PM Last Modified 2025-01-23, 12:09 PM Last Modified 2022-10-06, 2:25 PM

These Base Samples were designed for Cognos Analytics version 11.2.4. They may make use of f...

## New in Cognos 12.1: Brushing in reports

Brushing allows users to interact with the data and explore relationships between different objects. Selecting a data point in one object highlights corresponding data points in other objects.

Exceptions include objects from 11.1 set of viz & data table

The screenshot shows the IBM Cognos Analytics interface. The main window displays a report titled "Highlight Sample" with a "Report" tab selected. On the left, there's a sidebar for "Insertable objects" and a central area for "Description" and "Sources". The "Sources" section lists "Great Outdoors data module \*". A note below it says "\* Indicates the default source". Below these are two tables: "Counts" and "Page Object". The "Counts" table shows the following data:

Report Object	Count
Pages	1
Prompt Pages	0
Queries	5
Data items	23
Filters	10
Variables	0
Local Classes	5
Global Class Extensions	0
Drill throughs	0

The "Page Object" table shows the following data:

Page Object	Count
Text item	26
Table	13
Block	5
Crosstab	2
Value prompt	2
List	2
Visualization	1
Pie chart	1

On the right side, there is a "Properties" panel with several sections: "RUNNING & VALIDATING", "STYLE", "REPORT", and "DATA". Under "REPORT", "Dynamic filtering" is highlighted with a green box and a "Expand" button. A detailed description for "Dynamic filtering" is provided at the bottom of the panel.

**Properties Panel - REPORT Section**

- Running & Validating
- Burst options
- Run with full interactivity
- Style
- Report styles reference
- Report
- Language: English (United States)
- Name: Highlight Sample
- Report styles version: 11.6
- Selection color: Green
- Page break for interactive HTML
- View pages as tabs
- Optimized tab rendering
- Paginate saved HTML output
- Use 1.x CSV export
- Group repeating cells - export to Excel
- PDF page setup
- Conditional layouts
- Enable on-demand toolbar
- DATA
- Data formats
- Package-based drill through source
- Slicer context
- Dynamic filtering
- Drill-down behavior

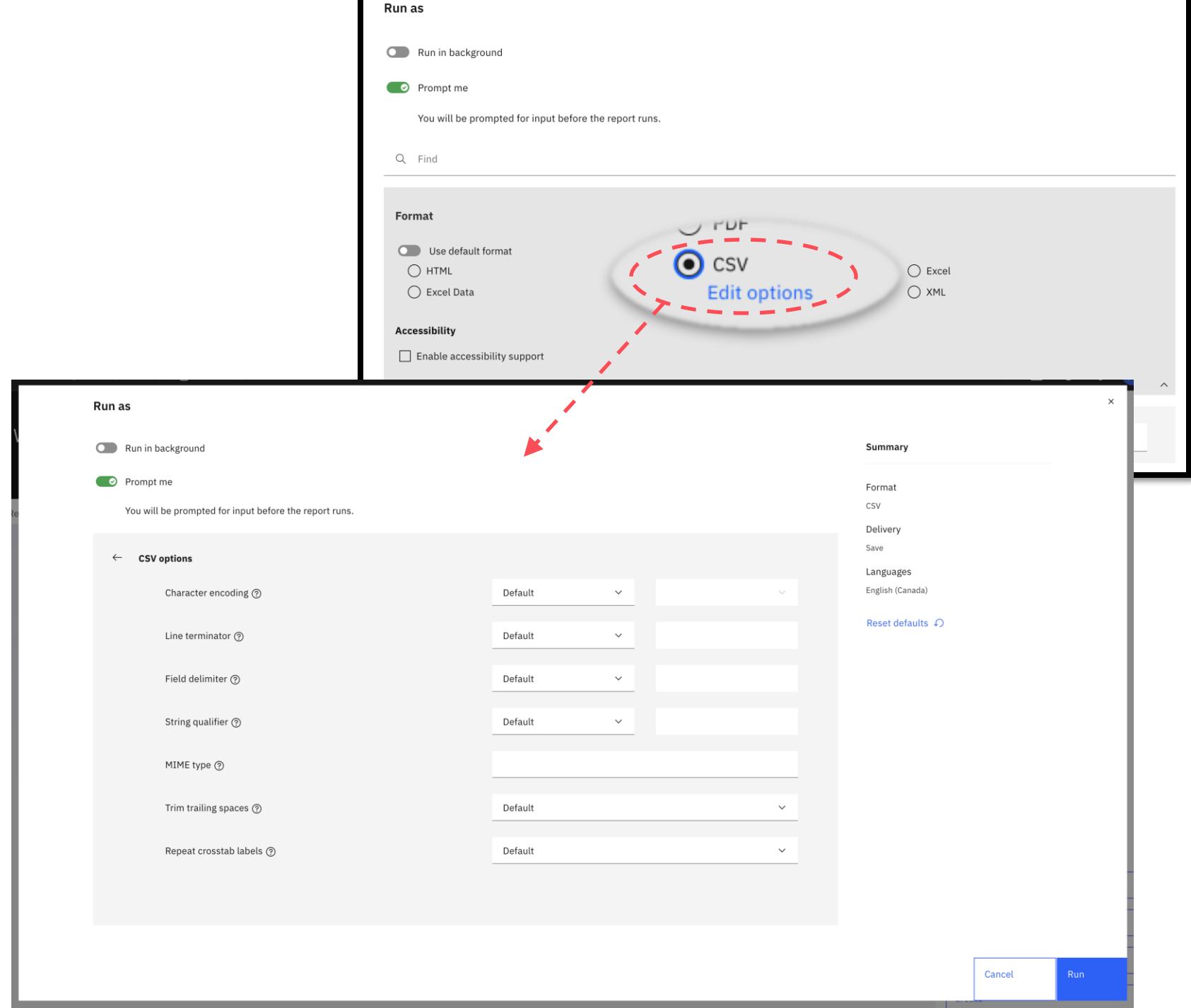
**Dynamic filtering**  
When the report is a drill through target, specifies whether to apply additional filtering when names from the context in the source report matches names of items in the target

## New in Cognos 12.1: CSV options

Report authors can set  
CSV run options at  
different levels:

- System level
- In jobs and schedules
- In report properties
- In report views
- When running a report.

These options work for  
both foreground and  
background runs.

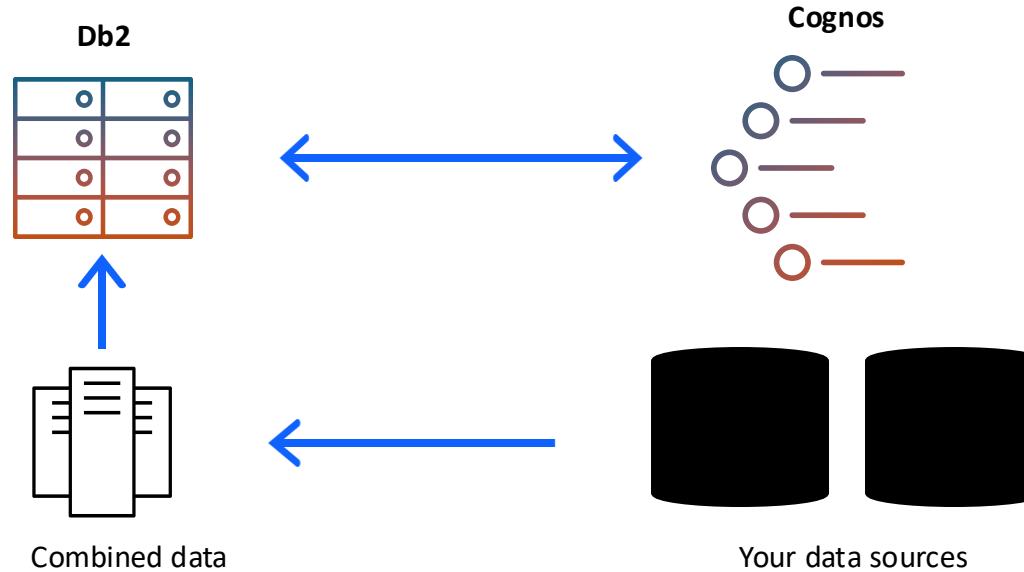


# Cognos Analytics

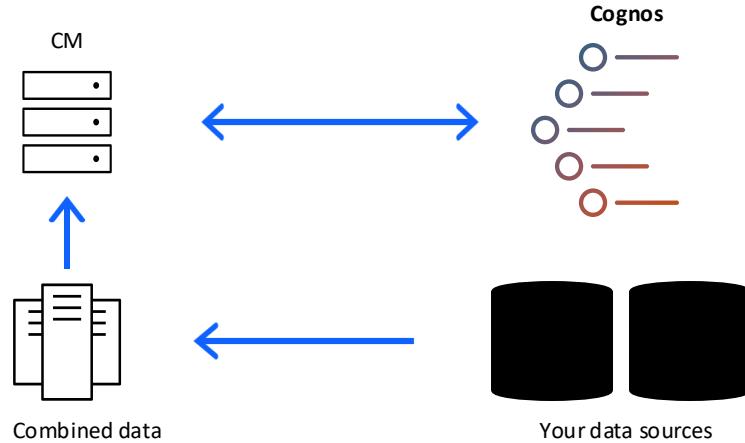
## 12.0 highlights for administrators

## 12.0 Highlights: Pre-computed datasets in Db2

Highly scalable with high performance.



### Datasets in Content Manager (CM)



### Optimized direct querying



## 12.0 Highlights: Notification of failure

Report owners will be notified if any report fails to execute

Reports with:

- Schedules
- Jobs
- Run in background

This allows the owner to immediately resolve the issue and re execute the report

Today this is configurable at the Role customization level

The screenshot shows the 'Properties - Analytics Users' dialog box in IBM Cognos Analytics. The 'Customization' tab is selected. On the right, a callout box highlights the 'Notify on error' section, which contains two checked checkboxes: 'Override notify on error' and 'Email owner'.

The screenshot shows an email inbox with the 'All' tab selected. A callout box highlights an email from greg.mcdonald@ca.ibm.com with the subject: 'There was a problem in executing the task, please try again. If the problem persists, please contact the system administrator.' The email body contains the same message: 'There was a problem in executing the task, please try again. If the problem persists, please contact the system administrator.'

# 12.0 Highlights: System health reports

Reports are focused on helping an administrator keep the system running optimally

3 groups of reports:

- Error analysis

Focus is on failed reports and reports with errors in them. Also helps identify reports that fail frequently

- Performance analysis

Helps administrators identify performance of reports and dashboards executing in the system

- Usage analysis

Analysis of the system as a whole, making sure loads are distributed and all nodes are healthy and active

The screenshot displays the IBM Cognos Analytics interface with three main sections:

- Error analysis:** This section contains reports for "Frequently failed reports", "Hourly system errors", and "New and well known system error messages".
- Usage patterns:** This section contains reports for "BIBusTKServerMain usage analysis", "Daily execution", "Daily execution with 30 day moving average", and "Dispatcher life span analysis".
- Load distribution analysis:** This section shows a chart titled "IBM Cognos Audit - traffic count by host and components" and a table titled "IBM Cognos Audit - hourly most frequently run reports".

**IBM Cognos Audit - hourly most frequently run reports**

Day	Hour	Report search path	Report Type	Count
2023-02-21	14	No report path	Exploration queryservice	14
2023-03-05	12	/content/folder[@name='Everyone to Take a Copy']/package[@name='GO Data Warehouse (analysis)']/folder[@name='Report Studio Report Samples']/report[@name='Customer Returns and Satisfaction_DQ']	Report batchreportservice	18
2023-03-06	12	No report path	Exploration queryservice	155
2023-03-10	11	/content/folder[@name='Modify Reports for Audit Extension']/adhocReport	Report reportservice	11
	14	/content/folder[@name='Auditing']/folder[@name='AuditExSamples']/package[@name='Cognos Audit Extension (Full)']/folder[@name='Role Audit']/report[@name='Namespace Users Hierarchy']	Report promptforward reportservice	11
2023-08-23	11	undefined	Exploration queryservice	17
2023-09-08	8	No report path	Exploration queryservice	150
2023-11-14	18	No report path	Exploration queryservice	150
2024-01-06	6	No report path	Exploration	62

**IBM Cognos Audit - traffic count by host and components**

Host	Component ID	
9.30.79.239	9.30.183.174	9.30.101.249

Hourly count

	DSS	RSVP	DSS	RSVP
2022-12-20	11			
2022-12-21	11			
2023-01-03	9		3	3

New in Cognos  
Analytics 12.1 for  
administrators

# New in Cognos 12.1: License Management

- Understand how licenses are being used.
- Identify users who are not using the right license type by viewing all their Groups, Roles and Capabilities.
- Allows administrators to keep their system current and license compliant.

The screenshot shows the 'Licenses' page in the IBM Cognos Analytics interface. It includes sections for 'Environment type' (Production or Non-production), 'Global license usage' (with a note about owned licenses and user access), and a table of 'Licenses'.

**Licenses Table Data:**

Name	Used	Owned
Analytics Administrator	2	1
Analytics User	3	5
Analytics Viewer	0	0
Analytics for Mobile User	0	0
Total (global licenses)	5	6

A red dashed circle highlights the 'Analytics Administrator' row. A red arrow points from this row to a detailed view below.

**Analytics Administrator Details:**

License usage by user

Name	User ID	Last login	Tenant
Jody Campaigne	LDAPProv...dd97d26	4/25/2025, 11:54 AM	
Greg McDonald	LDAPProv...dd97d26	4/25/2025, 11:53 AM	

Buttons for 'Capabilities' and 'Groups and roles' are visible.

### Capabilities

- Administration
  - Administration tasks
  - Collaboration Administration
  - Configure and manage the system
  - Data Source Connections
  - Distribution Lists and Contacts
  - Manage Namespaces
  - Manage Visualizations
  - Mobile Administration
  - Printers
  - Query Service Administration
  - Run activities and schedules
  - Set capabilities and manage UI profiles
  - Styles and portlets
  - Users, Groups, and Roles
- AI
  - Learning
  - Use Assistant
- Analysis Studio
  - Attach Outputs
  - Cognos Analytics for Mobile
  - Cognos Insight
  - Cognos Viewer
    - Context Menu
    - Run With Options
    - Selection
    - Toolbar
- Collaborate
  - Allow collaboration features
  - Launch collaboration tools
- Dashboard

### Groups and roles

- Groups
  - All Authenticated Users
  - Everyone
  - Directory Administrators
- Roles
  - System Administrators

## New in Cognos 12.1: All data server connections in Manage

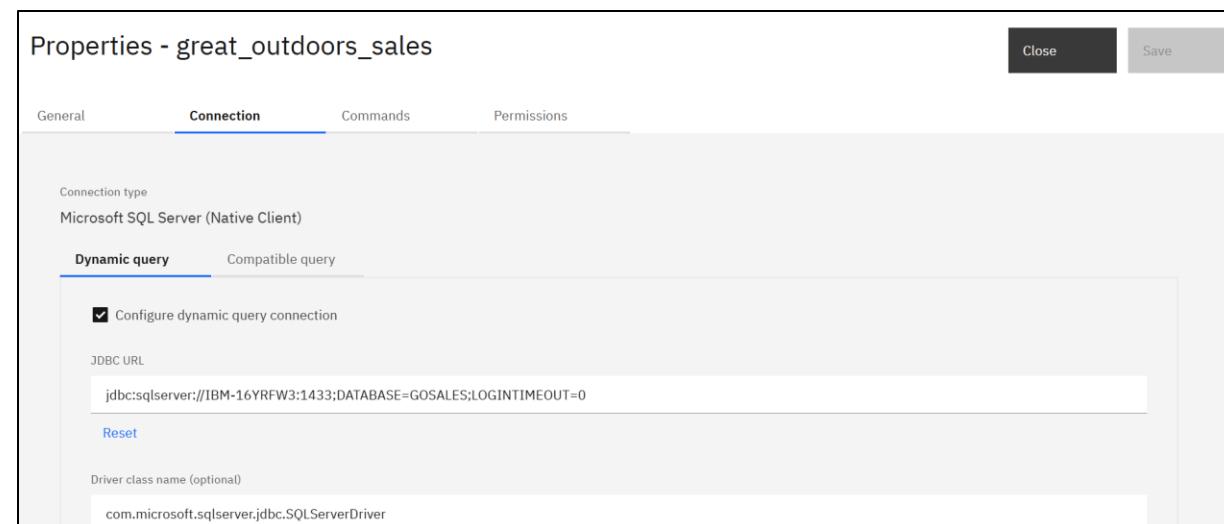
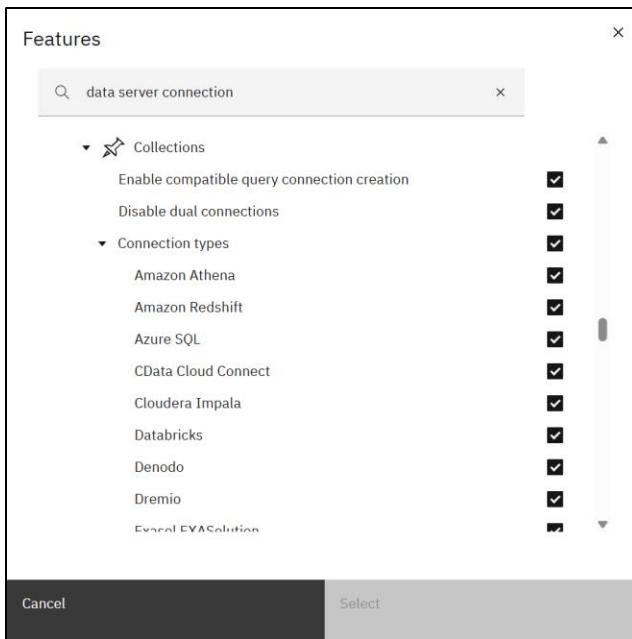
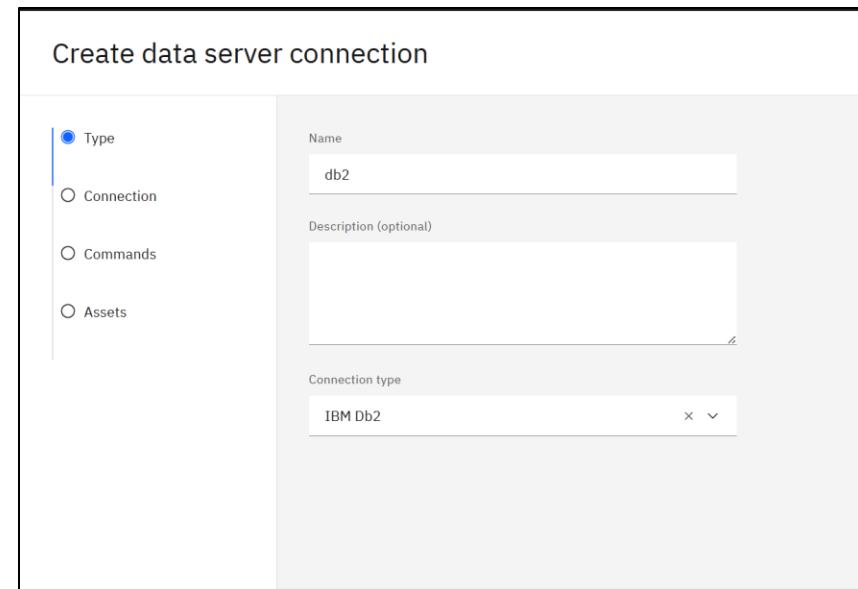
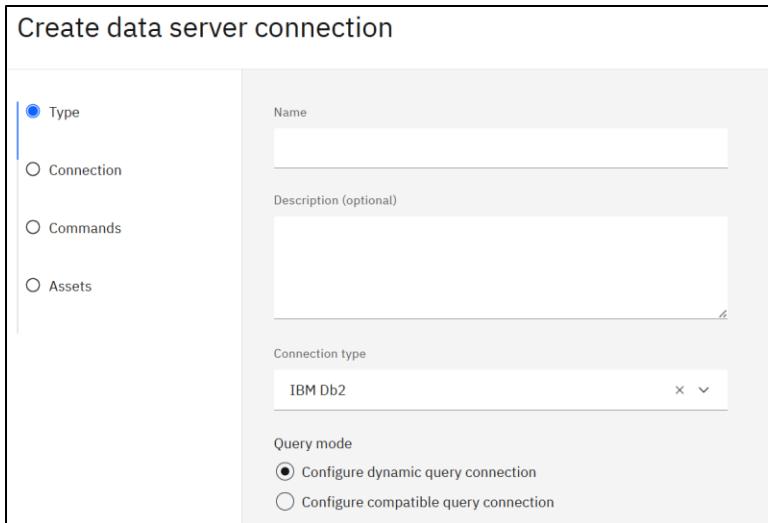
Create and manage both  
Classic Query and  
Dynamic in Manage > data  
server connections

Hide/Show unwanted  
connection types

Hide/Show dual  
connections types

Hide/Show Classic Query  
Connections

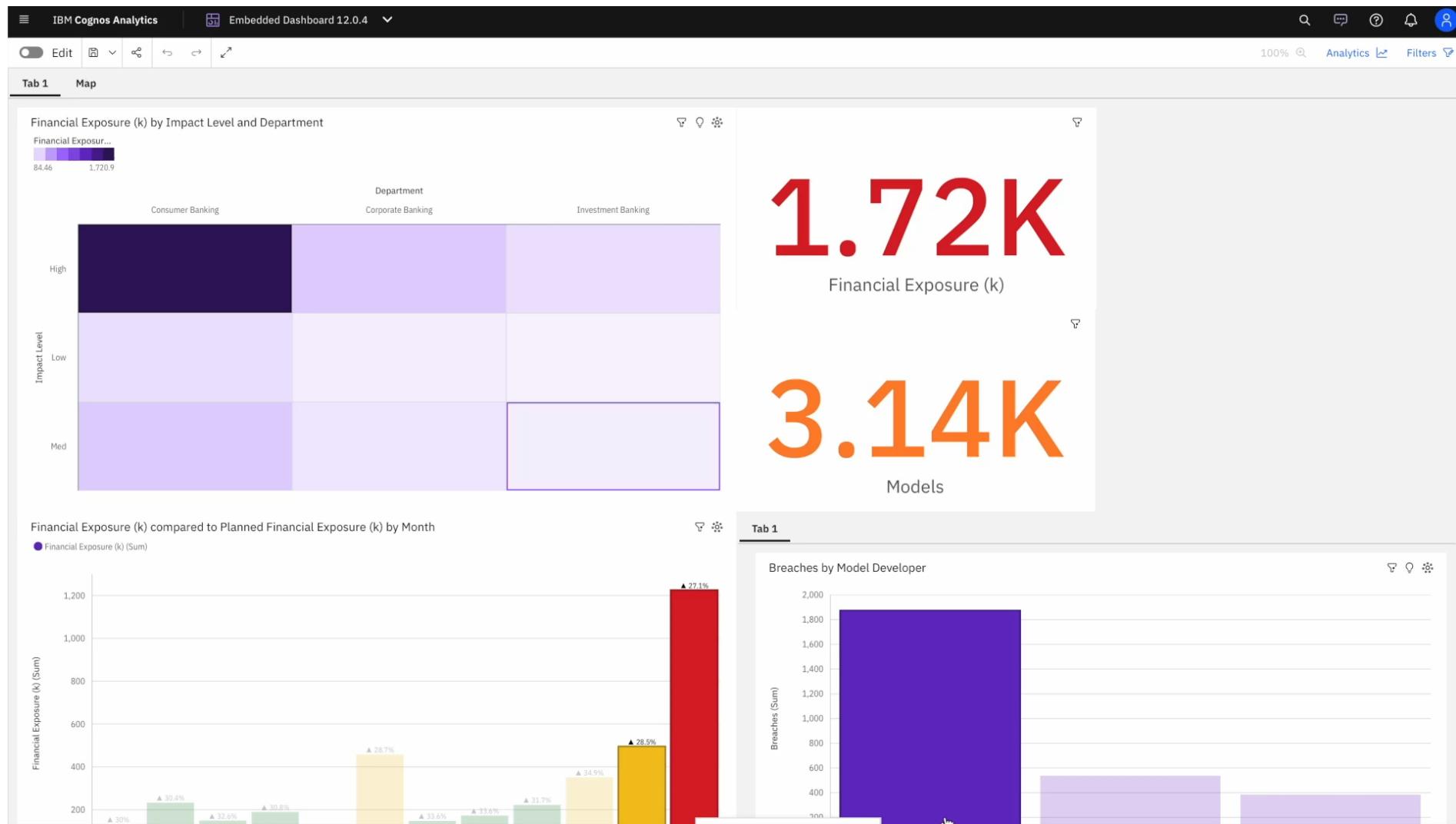
This feature is enabled by  
customizing Roles in the  
Cognos namespace



# What's new for Cognos developers

## Dashboard embed APIs

Embed interactive visualizations from dashboards directly into your own custom web apps using a simple Javascript API.



# Cognos REST API overview

Bulk tasks	Repetitive tasks	On-demand tasks
 Onboarding 1000+ users	 Updating groups & roles	 Listing folder content
 Deleting unused assets	 Updating uploaded data sets	 (roadmap) Run Reports
 Creating database sign-ons	 Maintaining cloud object storage	 (roadmap) Run Jobs
 Uploading data files	 Updating database sign-ons	 (roadmap) Set Schedules

# Custom Visualizations

Empower developers to create, extend, and showcase unique visualizations tailored to business needs

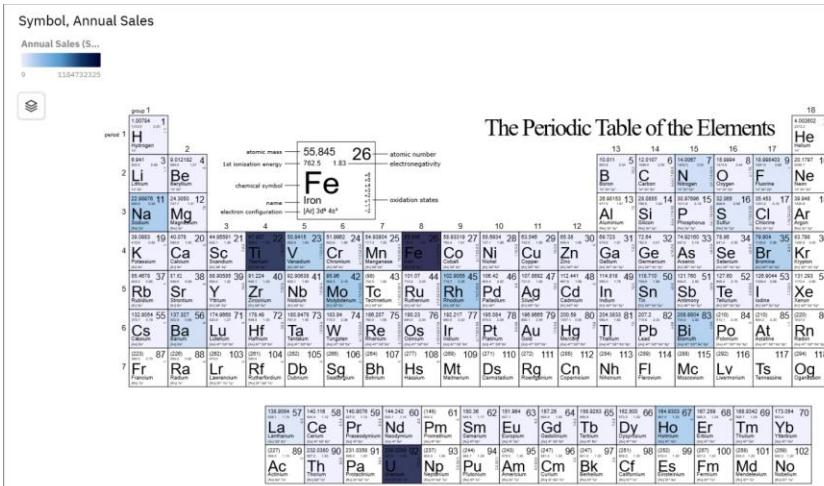
## Why build/use Custom Viz?

- Go beyond built-in charts – create **branded, tailored visualizations**.
- Match company-specific KPIs or industry-specific visuals.
- Enhance **storytelling, interactivity, and user engagement**.

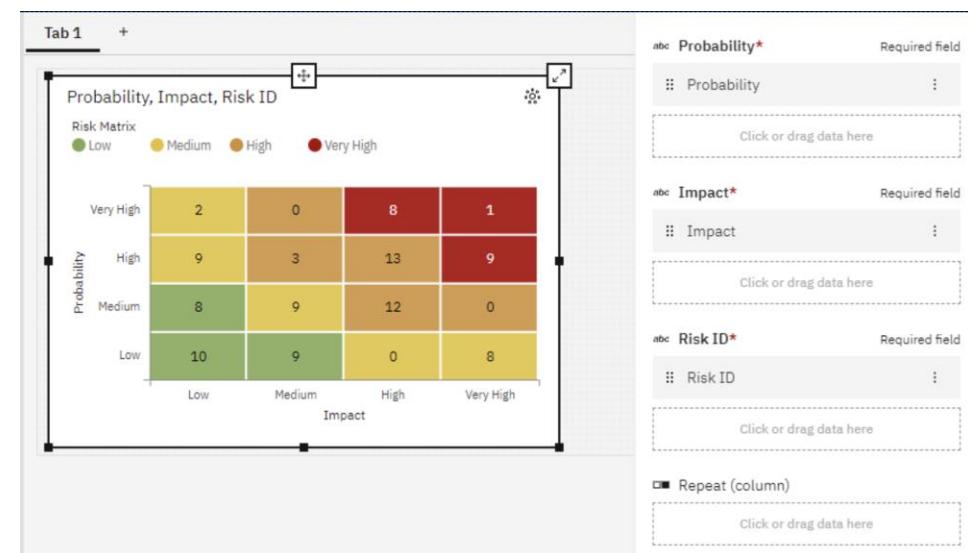
## Flexibility Highlights:

- Full control over **data binding, color schemes, interactions**
- Embed tooltips, animations, thresholds, or any **custom behavior**
- Reusable across the org – **centrally managed & version-controlled**

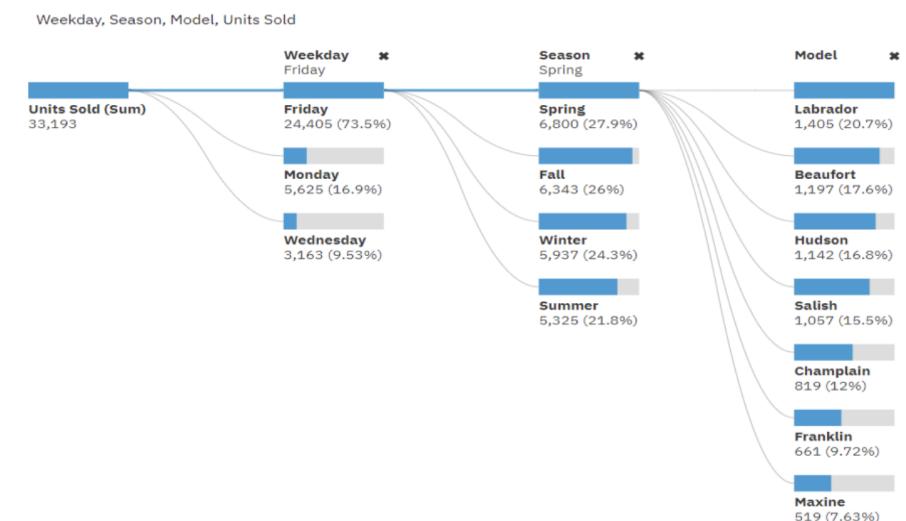
## Schematic Charts



## Risk Matrix



## Decomposition Tree



# Cognos Analytics

## Strategic Priorities



### Certified Containers

Trusted governance, security, and scalability built-in

Easy to deploy, scale, manage, upgrade

Run on any cloud - AWS EKS, Azure AKS, GCP GKS, IBM Cloud IKS and on-premise Kubernetes



### Reporting Analytics

Cognos Analytics Reporting based information distribution

Interactive custom application building

AI enabled content creation and consumption



### AI Powered Insights

Unlock new value from Cognos Analytics with AI

Increase BI adoption in the organization

New in Cognos 12.1:  
Cognos Analytics  
Certified Containers

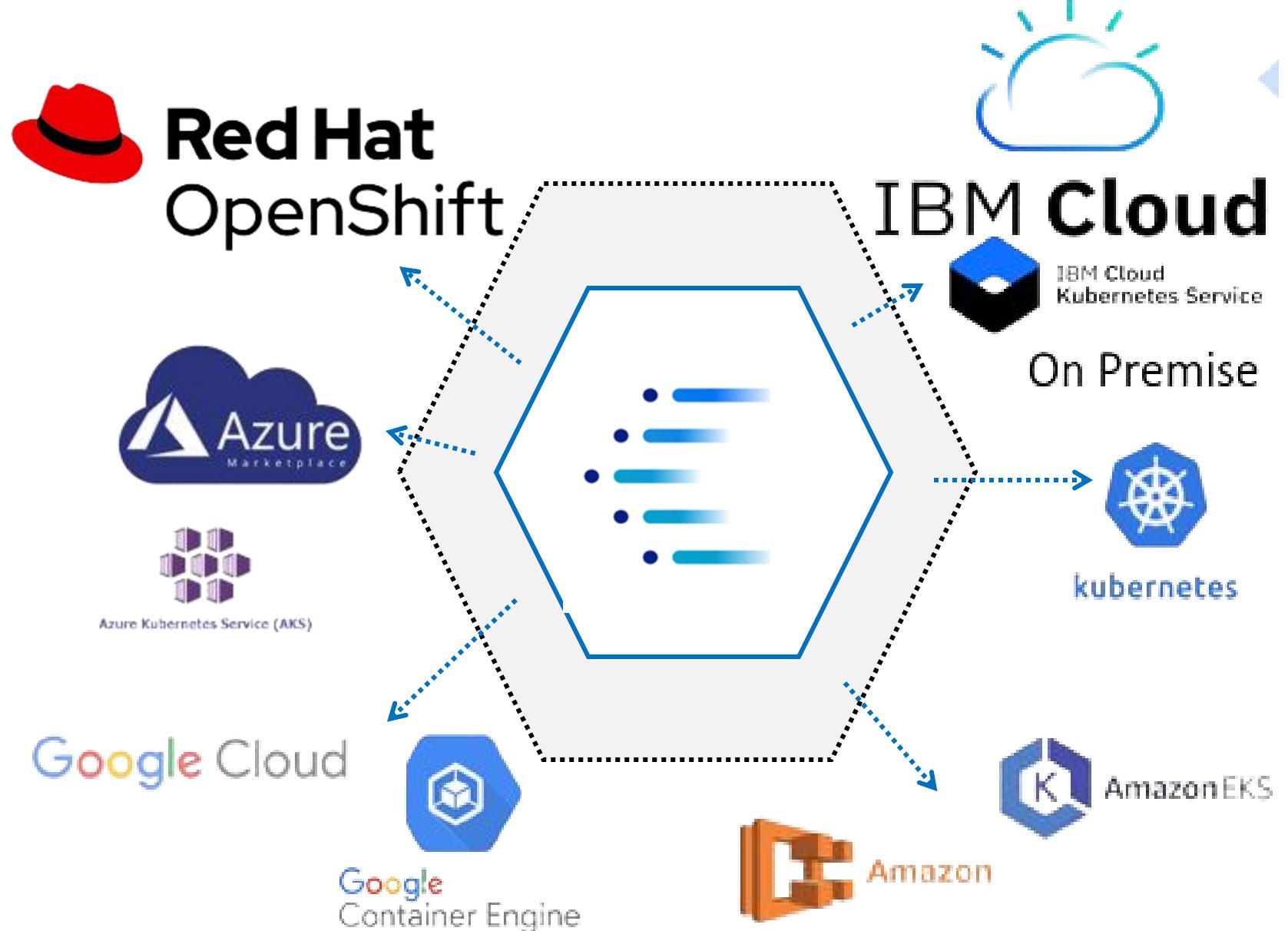
**Reduce infrastructure costs**  
by scaling Cognos services  
only when needed

**Flexible Cognos deployment options—**  
Red Hat OpenShift, EKS, AKS  
and GKE

Easily move from traditional  
Cognos to Containerized  
Cognos with **no end user  
interruptions** or training

### Opportunity:

Enable cloud-native modernization for customer-managed Cognos, with support for any Kubernetes environment—including hyperscaler's—and microservices to operate more efficiently.



## Why containers



### Simplified deployment

No more configuring multiple servers. One deployment script to support thousands of users measured in minutes



### Deployment flexibility

The same containerized Cognos deployment for any Cloud and on-prem



### Scalability and resilience

Reduce your overall footprint with HPA scaling. Built to meet your corporate SLA's



### Simplified management

Leverage existing observability and Monitoring investments



### Tune configuration

Tune services to meet your Cognos specific workloads scale to your users demands



### Application lifecycle

Simplified management, upgrade and system support

## Reporting enhancements



### Enhanced Interactivity

Interactively filter and highlight data points across report objects, enabling deeper insights and more personalized analysis.



### Seamless Integration

New APIs enabling developers to easily transition to other applications within their organization's workflow.



### Prompt Optimization

Enhanced efficiency in prompt handling and report execution result for quicker response times.



### Proactive Resolution

Improved job schedule failure notifications to enable report authors and Cognos administrators to identify and address issues



### Expanded Samples

New samples showcasing the full potential of reporting capabilities



### Expandable Reporting capabilities

Addition of custom controls to extend report features through programmable extensions

## Coming soon to Cognos: watsonx BI

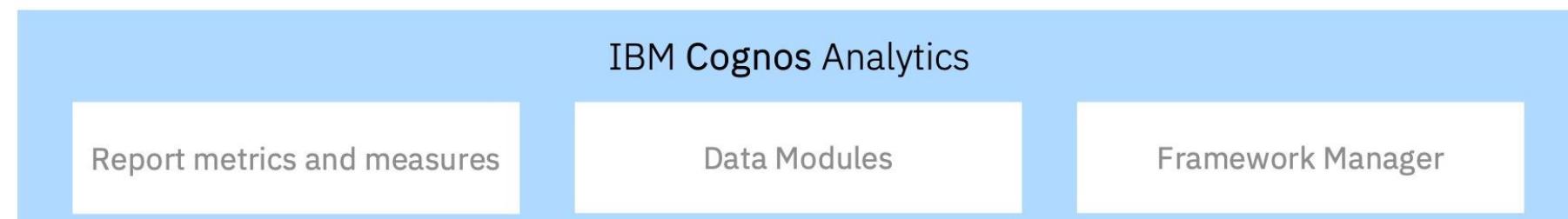
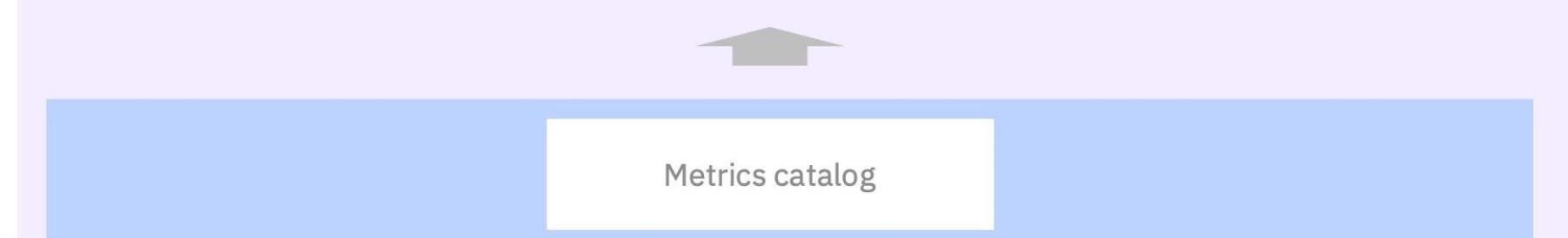
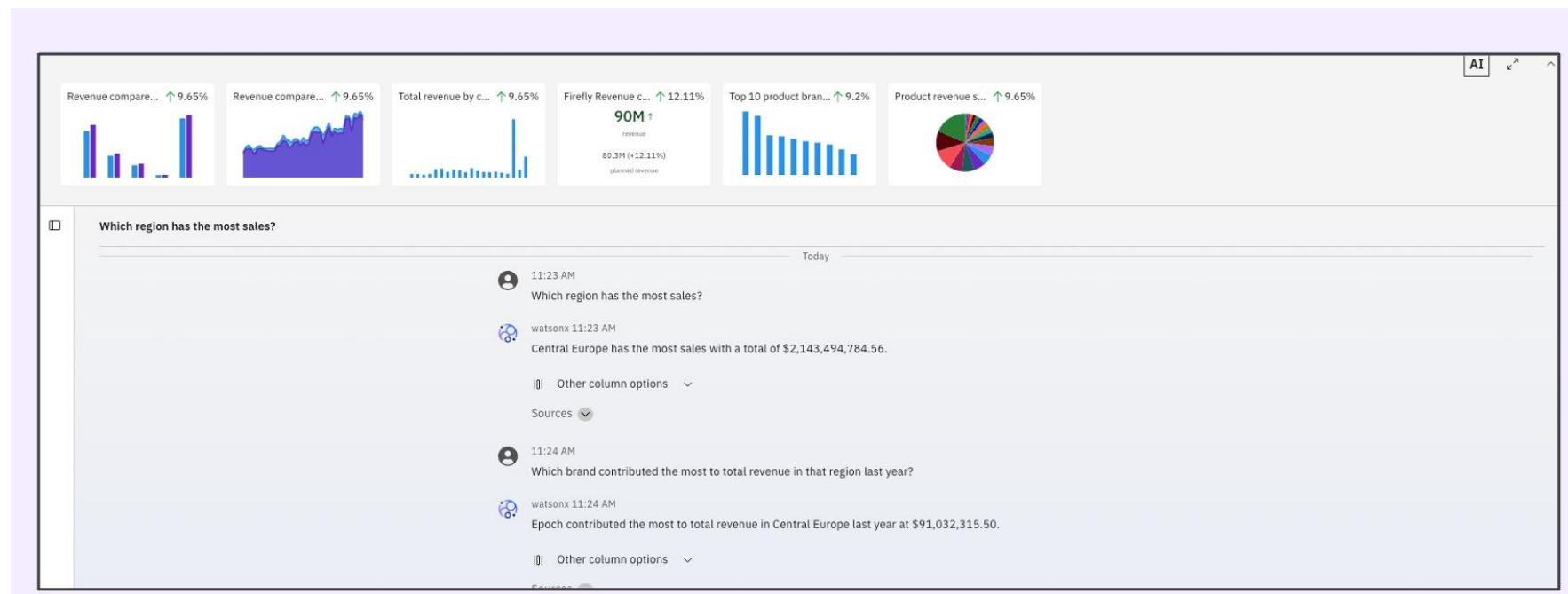
IBM generative AI will allow users to leverage governed semantic models and metrics defined in Cognos Analytics to provide trusted insights to every decision maker.

The screenshot displays the IBM Watsonx BI Assistant interface. At the top, there is a navigation bar with the title "IBM Watsonx BI Assistant" and several user profile icons. Below the header, a dashboard area features six cards with different data visualizations: "Revenue compare..." (bar chart), "Revenue compare..." (line chart), "Top 10 product bran..." (bar chart), "Total revenue by c..." (bar chart), "Firefly Revenue c..." (text with chart), and "Product revenue s..." (donut chart). To the left of the dashboard is a sidebar titled "Conversations". It shows a list of recent conversations: "New Conversation" (9:11 PM), "HR analysis" (9:04 PM), "Sales analysis" (8:52 PM), and "Revenue analysis" (8:20 PM). Below these are sections for "This week", "Last month", "2024 May", and "2024 April". At the bottom of the sidebar is a button for "New Conversation". The main content area is titled "New Conversation" and contains a message from "watsonx 9:11 PM": "This is a new conversation, here are some quick questions you could ask. This is a placeholder for now." Below the message are three suggested questions: "Which region has the most sales?", "Which product has the best sales?", and "Which country has the highest revenue?". A text input field labeled "Ask BI Assistant" is at the bottom of this section. In the bottom right corner of the main content area, there is a "Cookie Preferences" button.

# Cognos Analytics and watsonx BI - Better together

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

LOB users can easily access Cognos valuable semantic information about business processes and metrics with near-zero learning curve.



## Choosing the right upgrade

We prioritize the latest innovations in BI. You get analytics you can trust

Cognos Analytics  
12.0.4 (long-term support release)

The best choice if you are relying on any deprecated technologies that are still supported by this version. For example, obsolete database versions.

Cognos Analytics 12.1 (innovation stream)

Enjoy the **latest innovation stream!**

The 12.1.x releases will be supported for at least 3 years.

Get all the latest features.

Updating regularly reduces the risk with upgrades. Choosing the innovation stream over LTSR is **not** riskier nor more work

Newest releases undergo the **same** testing, installation, and critical fixes as LTSR.

# Critical Capabilities

		IBM	Tableau	Microsoft	Qlik
Data Preparation	Natural Language Search	✓	✓		✓
	Auto Modeling	✓	✓	✓	○
Exploration and Analysis	Advanced Pattern Detection	✓	✓	○	✓
	Augmented Data Discovery & Explore	✓			○
Create and Share Reports and Dashboards	Time Series Forecasting	✓	✓	○	○
	Guided Layouts	✓	✓	○	
Manage, Administer, Scale, and Govern	Scheduling and Bursting	✓		○	○
	Component Re-use	✓		✓	✓
Deploy	Natural Language Generation	✓	✓	○	✓
	Storytelling	✓			
Beyond BI	Multi-platform deployment (Linux, Win, Mac, Mobile)	✓	✓	○	✓
	Security for users, roles and permissions	✓	✓	○	✓
	Version control and change management	✓			
	Governance and Security	✓			
Deploy	Cloud: Single Tenant Managed Service	✓			
	Containerized	✓			✓
Beyond BI	Jupyter Notebooks and Python	✓	✓	○	○
	Open-Source Visualizations	✓		✓	✓

✓ Full Functionality

○ Limited Functionality