

# AI-powered insights, faster, for everyone

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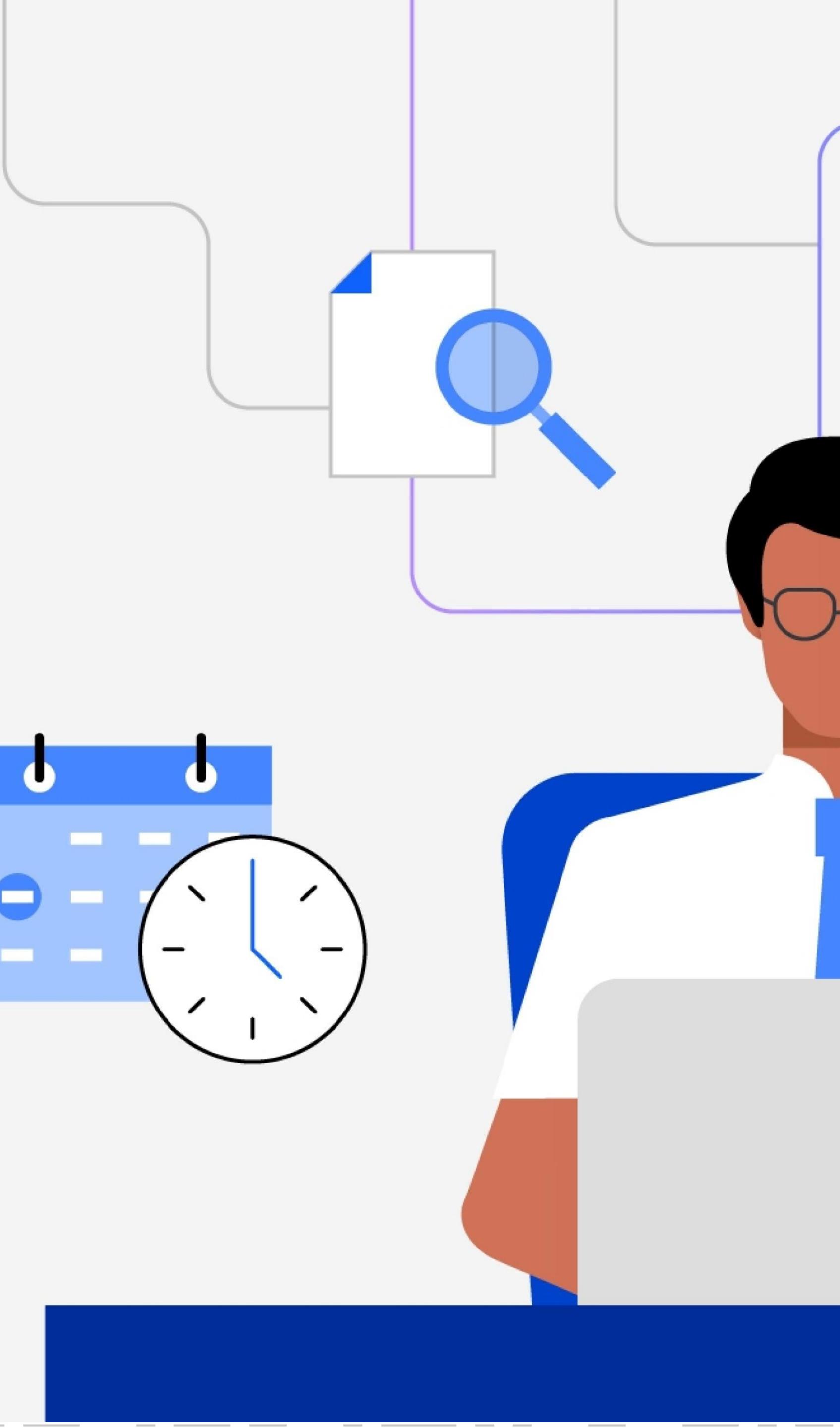


# Agenda

- What is Business Intelligence?
- IBM's approach to Business Intelligence
- Client examples
- Getting started

Data is the life blood of organizations, and yet [68% of enterprise data is not analyzed](#).<sup>1</sup>

Organizations are facing increased pressure to make accurate business decisions quickly, and yet only [15% of employees in an organization use business intelligence software](#).<sup>2</sup>



# There are fundamental challenges which inhibit enterprises from becoming data-driven

**45%**

## **Data access**

Multiple locations, clouds, applications and data silos hinder timely delivery of right data to the right users.

Only **45%** of enterprise data useful for analysis was analyzed or fed into AI.<sup>1</sup>

**80%**

## **Data quality**

Poor data quality and consistency lowers trust in data.

**80%** of business executives surveyed do not trust their data.<sup>2</sup>

**26%**

## **Data literacy**

Lack of a consistent understanding of data across the organization can hinder data utilization.

**26%** of survey respondents cite expanding companywide data literacy as a high or critical priority.<sup>3</sup>

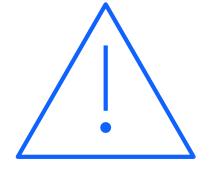
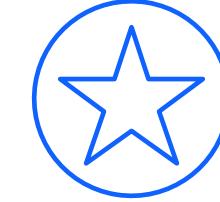
**18%**

## **Data protection**

Inadequate data protection increases the risk of non-compliance.

Only **18%** of survey respondents report that their firm excelled at protecting organizational data.<sup>4</sup>

# The barriers to making data-driven decisions



## The expectation

**Self-service** data preparation



**Lack of access** to data

**24/7** availability



**Unreliable** legacy approach

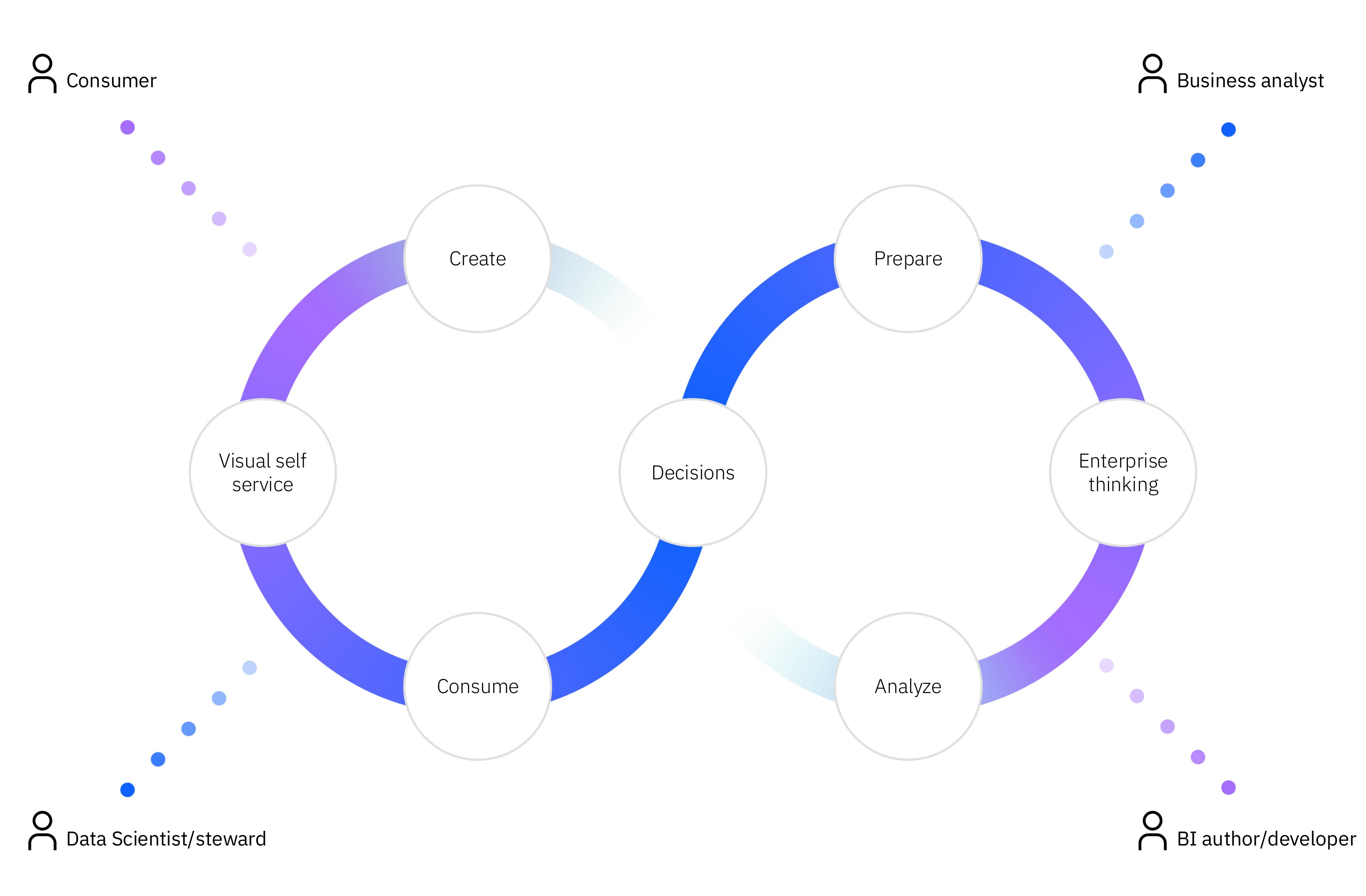
**Embedded** analytics



**Disconnected** systems  
and processes

# IBM Cognos Analytics

AI-powered insights, faster, for everyone





## Use cases

### IBM Cognos Analytics

Data-driven insights help Whole Distributors uncover lost revenue and find new growth

#### [Business Reporting](#)

Create clear, detailed reports on supply, inventory, orders, sales and financial results with visual enhancements and automated scheduling to ensure timely, accurate data for making better decisions.

#### [Performance Dashboards](#)

Provide a real-time overview of performance metrics across different regions, products, suppliers and customers to easily identify and correct problems before they impact customers and your business.

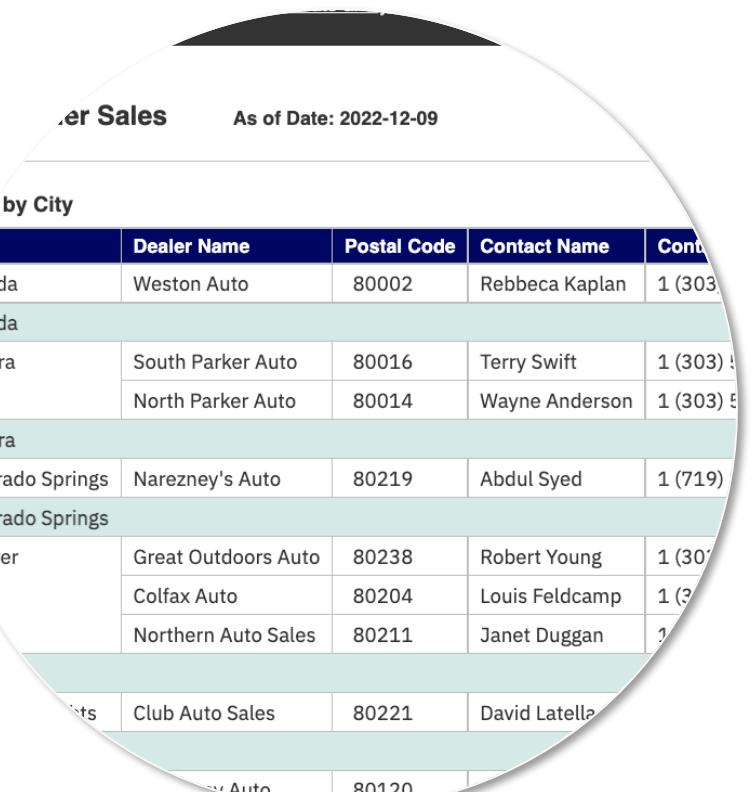
#### [Data Analysis and Discovery](#)

Easily identify trends and patterns with predictive analysis and AI assisted visualizations and insights, enabling actionable findings without deep technical skills.

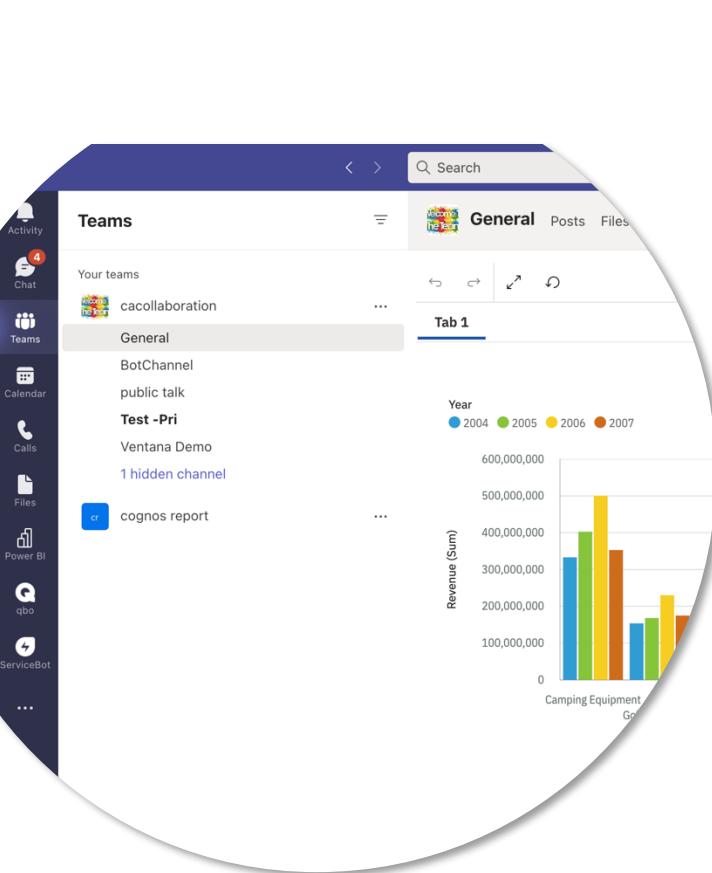
[Application embedded reports, dashboards and analytics](#)

Embed reports, dashboards, and analytics into other applications to enhance productivity and streamline decision-making

# Cognos Analytics User Experiences



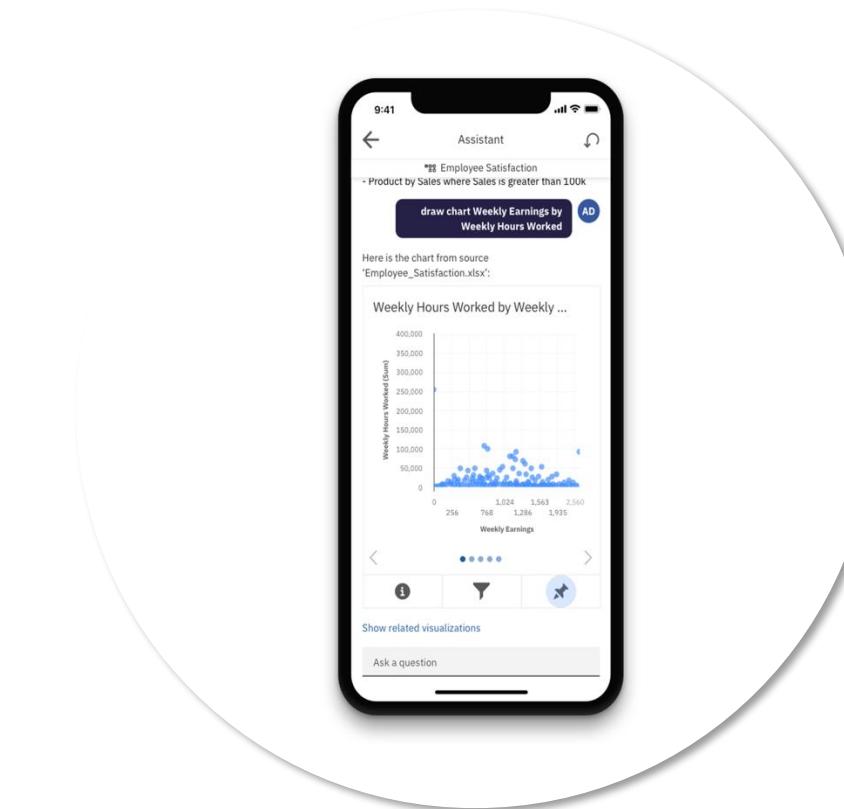
Reporting



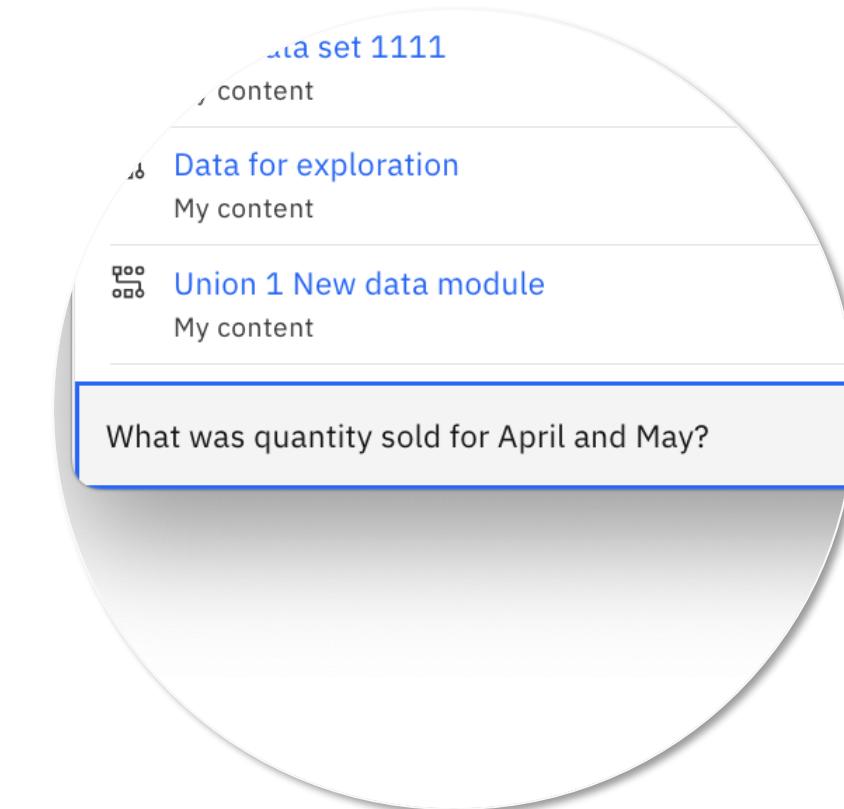
Collaboration



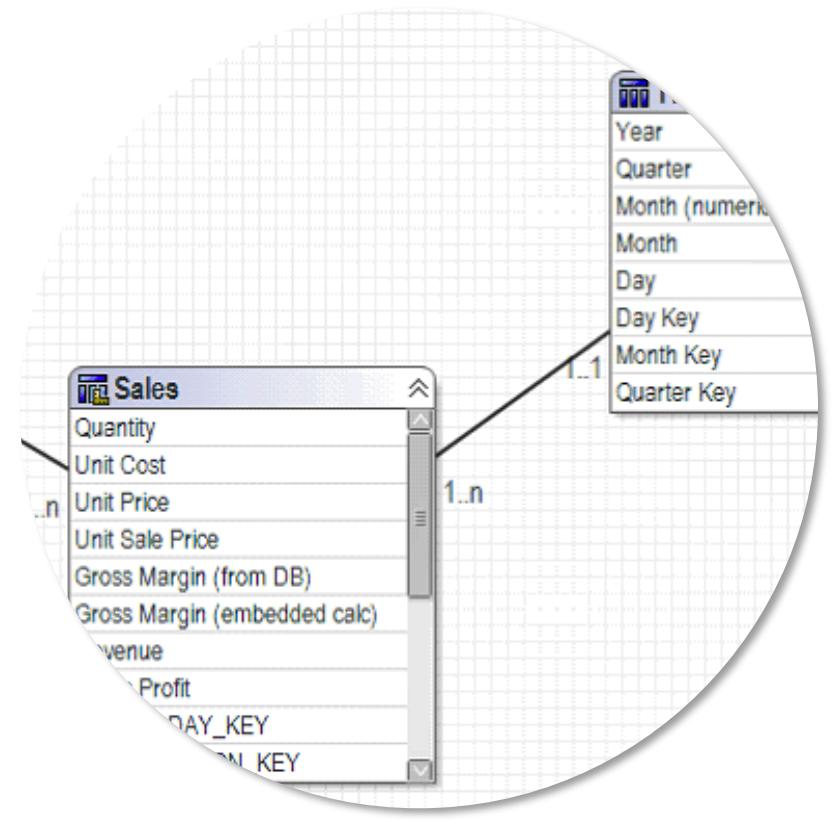
Embedded/APIs



Mobile



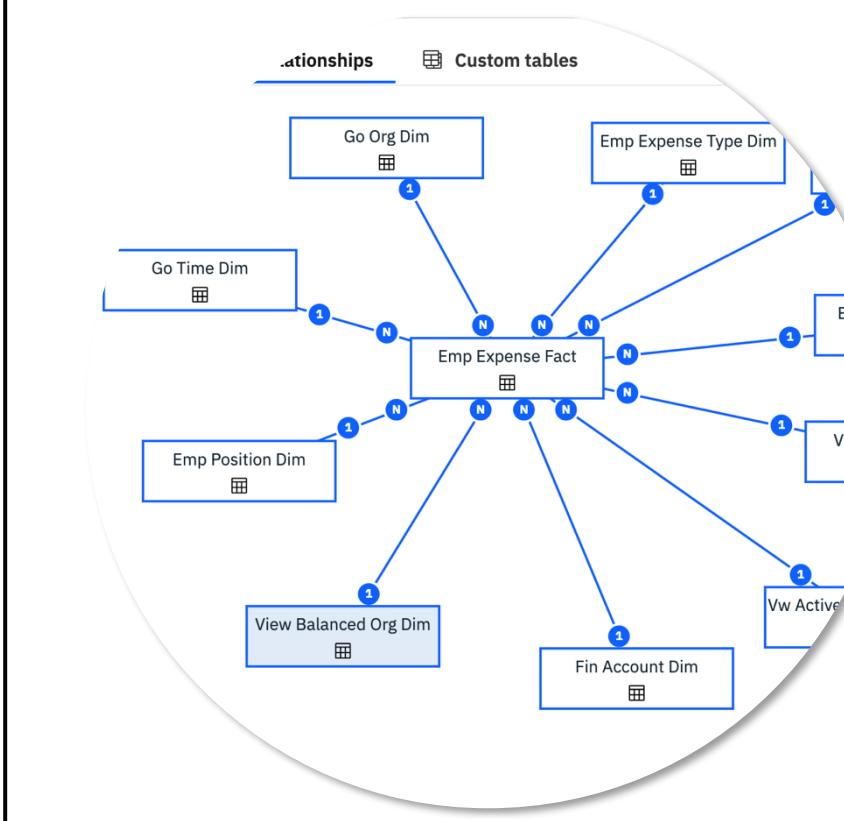
Assistant



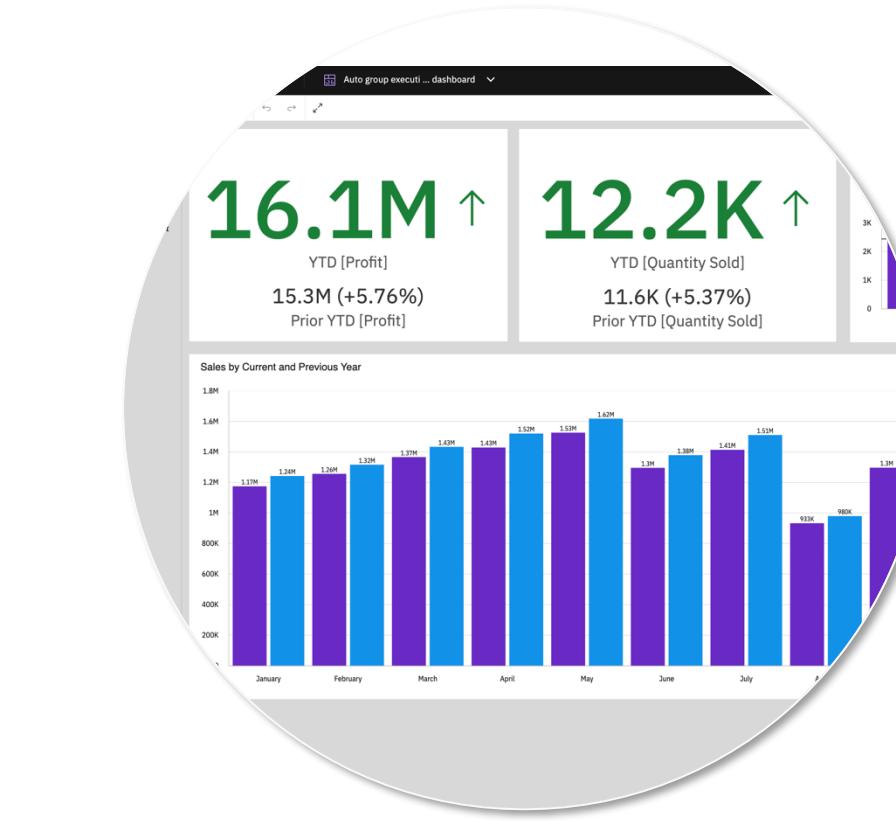
Framework Manager



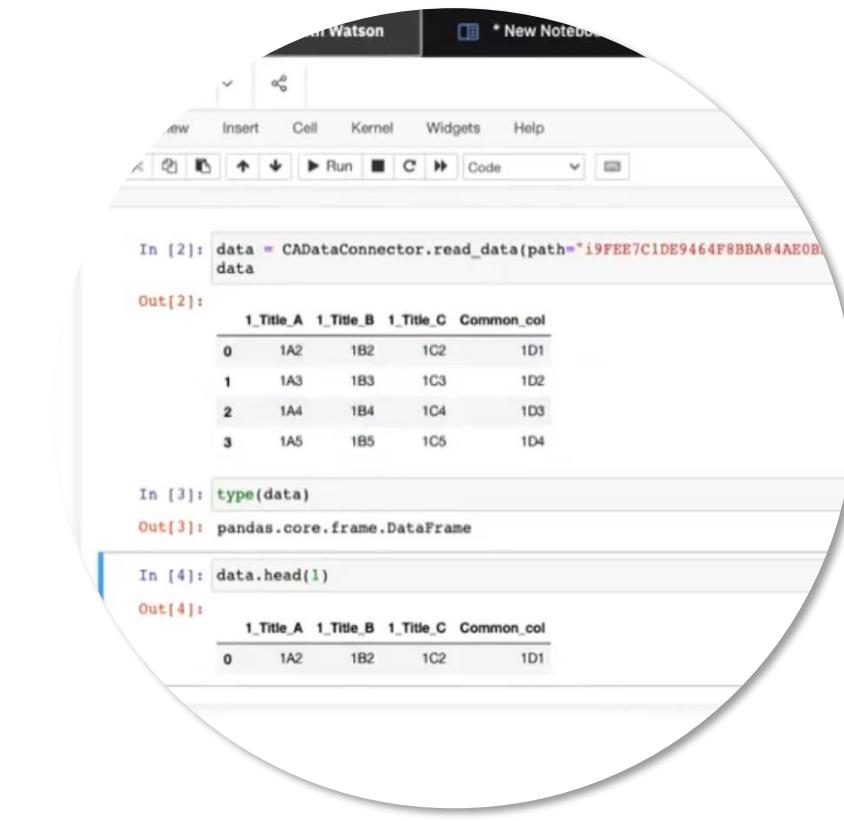
Events



Data Modules



Dashboarding



Python/R Notebooks

And more...

# Delivering agility to sales and operations with IBM Cognos Analytics

By addressing production gaps, the company [improved their inventory position by 16%](#), meaning they can support the business with less inventory than it maintained the previous year

## **Business problem**

The company struggled with the time it took to coordinate multiple locations and various systems. Decision-makers lacked the up-to-date information to ensure that sites were producing enough volume without producing inventory unnecessarily.

## **Solution**

With IBM Cognos Analytics, the company can now receive an accurate, timely view of what is happening at any given time while also receiving recommendations for the best course of action when facing dynamic demand.



# Advancing supply chain insights with IBM Cognos Analytics

Giving the supply chain team the ability to drill in and better understand their data will allow them to **make key business decisions** that will have a positive impact on the Lindt business

## **Business problem**

The company used legacy reporting tools that required manual gathering, slicing and dicing of data. This meant siloed, unshareable and hard to use data which could not be automated.

## **Solution**

With IBM Cognos Analytics, the company has reduced time and effort by eliminating manual merge and preparation calculations. Overall, the solution has increased the speed-to-insight and ability of the supply chain team to share and visualize high-level KPIs.



# UK Ministry of Defence unlocks innovation with enterprise applications and analytics

The platform breaks down data silos and helps eliminate the need for manual spreadsheet-based reporting — [saving hours for analysts](#) throughout the Ministry.

## **Business problem**

The organization wanted to move toward a more modern, efficient operating model and recognized that standardizing and converging its IT landscape would be a vital first step — helping cut the cost of ownership, reduce maintenance and mitigate business risk.

## **Solution**

Using the IBM Cognos® Analytics solution, users can access and visualize financial and operational information and automatically generate reports on cross-functional data.



# Financial clarity, faster, at a large Swedish firm using IBM Cognos Analytics

The organization can not only better meet its complex internal business demands, it can **more efficiently comply** with multiple government and industry regulations.

## **Business problem**

Rapid growth at Länsförsäkringar AB meant its financial planning and reporting solutions no longer supported enterprise-wide data accuracy and visibility. The company also needed more flexible tools with user-friendly interfaces that enabled managers to visualize and analyze data pertinent to their own operations.

## **Solution**

Managers and other decision makers can use self-service dashboarding features to quickly create interactive charts, graphs and tables. They can also drill down or up for more insights; generate customized reports; and ask an AI-powered chatbot for recommendations.



# IBM's approach is the **next generation** of analytics and Business Intelligence



## Connect your data effortlessly

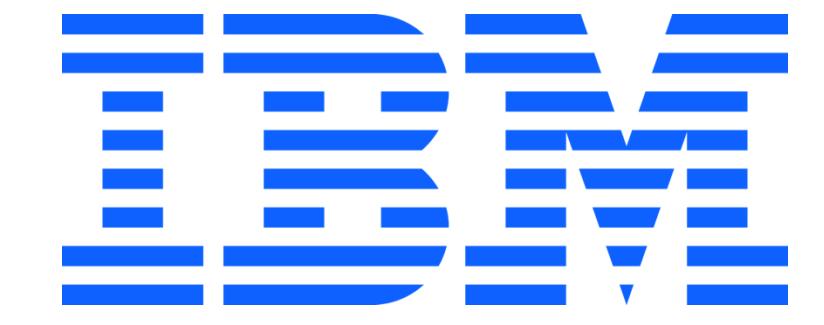
Import data from CSV files and spreadsheets. Connect to cloud or on-premises data sources, including SQL databases, Google BigQuery, Amazon, Redshift, and more.

## Uncover hidden patterns

Ask the AI assistant a question in plain language, and see the answer in a visualization. Use time series modeling to predict seasonal trends.

## Make confident data decisions

Get deeper insights without a data science background. Validate what you know, identify what you don't with statistically accurate time-series forecasting and pinpoint patterns to consider.





## Driving business critical insights with Analytics on the cloud

“It’s critical for management to have access to the information provided by Cognos and they use it every day to guide the performance of the company...[Our CEO is the third most frequent user](#) of the cloud environment right now, and that definitely speaks highly of the system.”

**Monica Trøen Volden**  
Head of Insight and Analytics



# Driving business critical insights with Analytics on the cloud

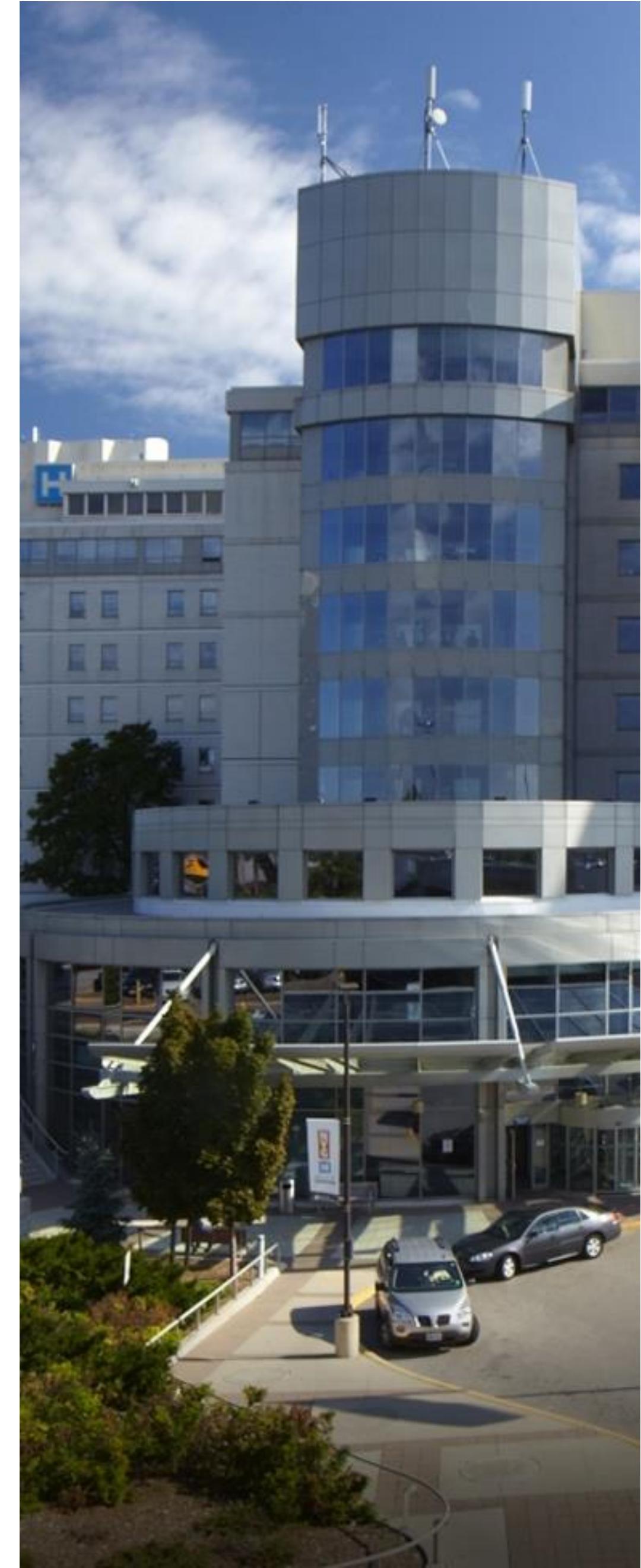
The hospital redesigned its analytics with IBM Cognos Analytics providing sophisticated interactive dashboards and SPSS Modeler for predictive insight. The result is a powerful operational decision support solution that is easy to use and helps clinicians and administrators serve themselves and frees the team to continue adding new use cases.

– Quality based procedures – data to clinicians on 20+ procedures replaced ~100 static reports. By understanding care pathways, associated costs & funding, they found ways to deliver service at lower cost than fixed funding and generated funds for proactive care programs.

- Emergency Department detailed analysis & predicting emergency room visits in order to plan resources and minimize both wait times and return visits. The result is better patient care and improvements in KPIs that resulted in \$3M in additional government funding per year.
- COVID-19 - delivered in a week a near real-time dashboard for clinical staff & hospital execs to manage patient & hospital needs for equipment, care and capacity during this crisis.
- Pop Health Determinants study health determinants by revealing relationships between patients and demographics. Result – creation of collaborative community Health Teams.

“In 18 years a lot of people have told me how data can change practise and this is probably the first time that I can tangible see how it is making a difference in the lives of our patients.”

**Andrea Ennis**  
Clinical Team Manager



# L'ORÉAL

## Transforming finance to achieve a harmonized, centralized, dynamic view of global data

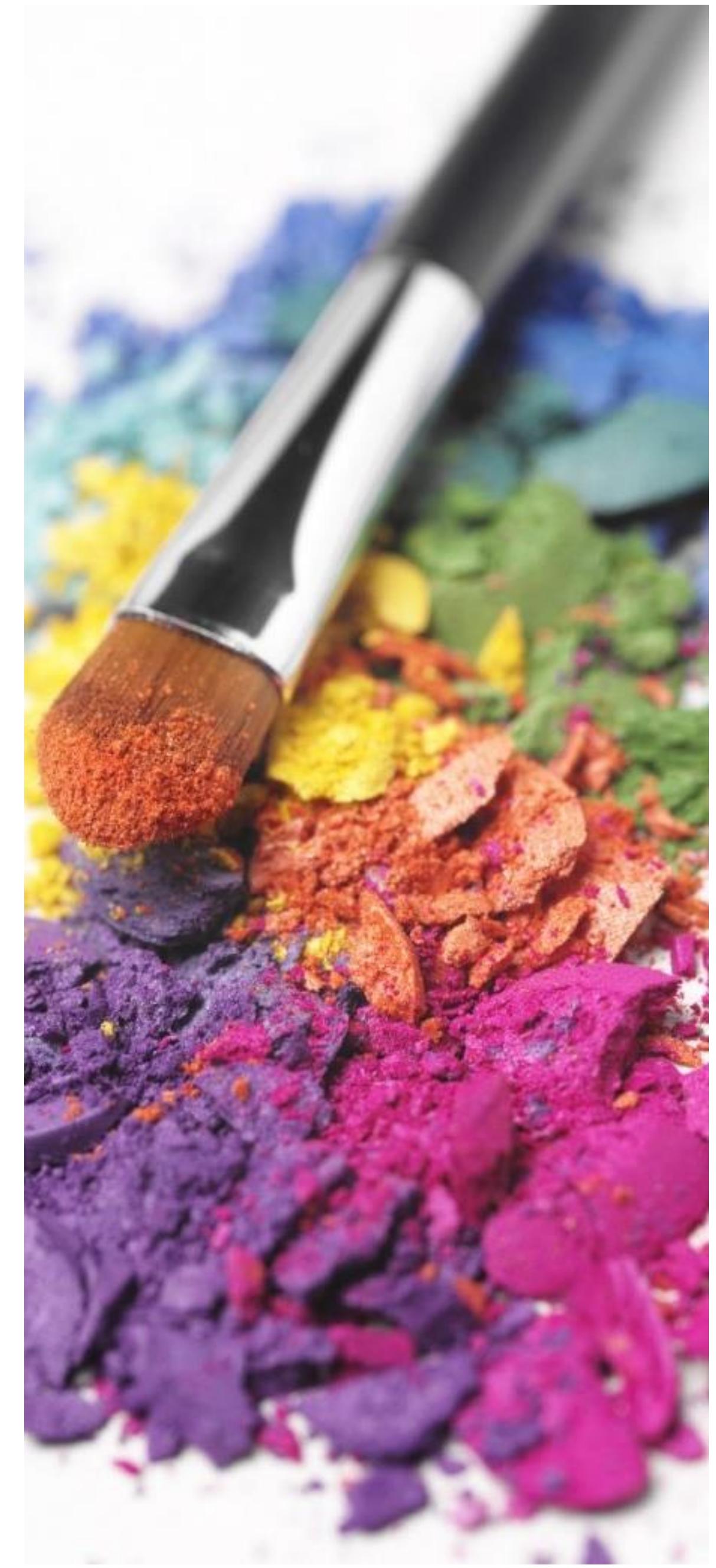
L'Oréal struggled with a decentralized culture that prohibited a global view of the business, was plagued by manual data crunching, had no ability to share best practices, or respond quickly to changes. They transformed their finance function with a harmonized, centralized platform for planning, reporting and analytics providing a rich live view of their worldwide business for over 2500 users.

Using the power of Cognos and Planning Analytics, L'oreal has unified their complex data and analytics to drive faster, more confident business decisions.

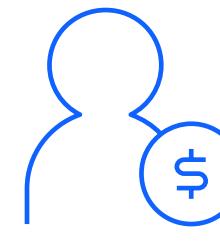
“With Planning Analytics and Cognos Analytics we have built a single and integrated solution for all aspects of financial simulation and reporting. It made our financial operation easier and faster. With 11.1.7 dashboards are much [more powerful and adapted](#) to our very demanding needs”

**Laurent Mesnier,**  
FP&A Information Systems Manager

- Single system for all aspects of financial simulation and reporting guides local controllers through consistent processes and best practices
- Saves management valuable time by instilling trust in financial figures across all levels of the organization
- Enabled quick response to regional trends and the shift to on-line channels in 2020

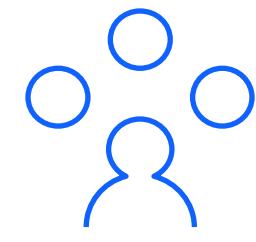


# Key benefits of Cognos Containers



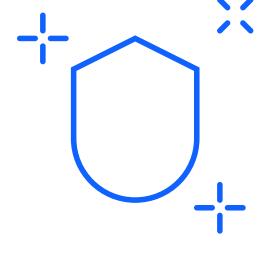
## Reduced costs

Maximize hardware utilization by running multiple Cognos Containers on a single server, without the overhead of virtual machines.



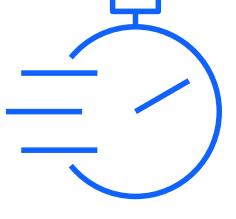
## Seamless scaling

Easily scale your Cognos setup up or down based on demand and only pay for what you need, optimizing resource utilization.



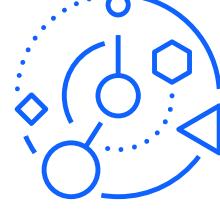
## Improved security

Fortify your organization's security with Kubernetes deployment, safeguarding your data as you grow.



## Faster deployment & updates

Use existing CI/CD process with fully Kubernetes supported containers, cutting downtime, deployment speed, and costs.



## Quick recovery & redundancy

Reduce costs of downtime and data loss by simplifying your disaster recovery processes using self-healing, auto-scaling, and fast redeploys.



## Simplified management

Leverage existing investments in tools, metrics, and practices you trust, without the need of changing DevOps.