

Cognos Analytics

All the answers you need in one place

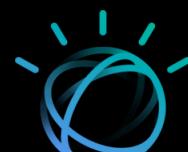


Agenda



The AI Ladder

A prescriptive approach to accelerating the journey to AI



INFUSE – Operationalize AI with trust and transparency

ANALYZE - Scale insights with AI everywhere

ORGANIZE - Create a trusted analytics foundation

COLLECT - Make data simple and accessible

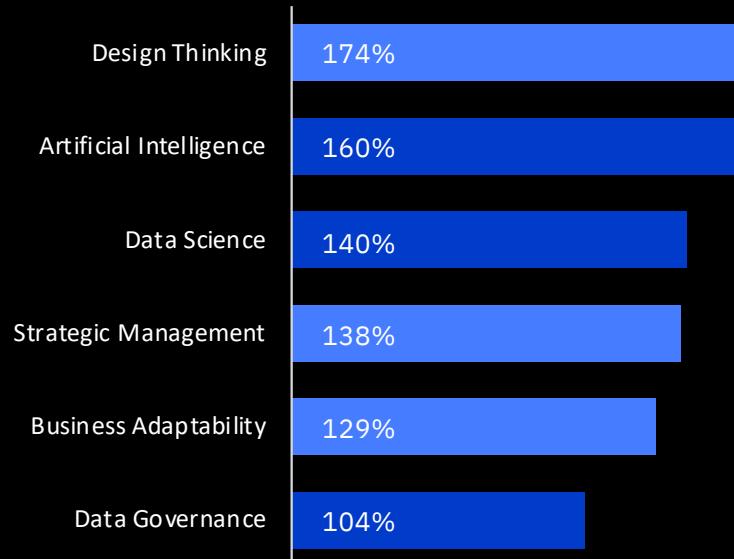


AI has emerged as the catalyst for innovation

AI is now
a top skill
for next
generation
c-suite

Demand for C-suite Skills

Gartner



85%

view AI as a
strategic priority

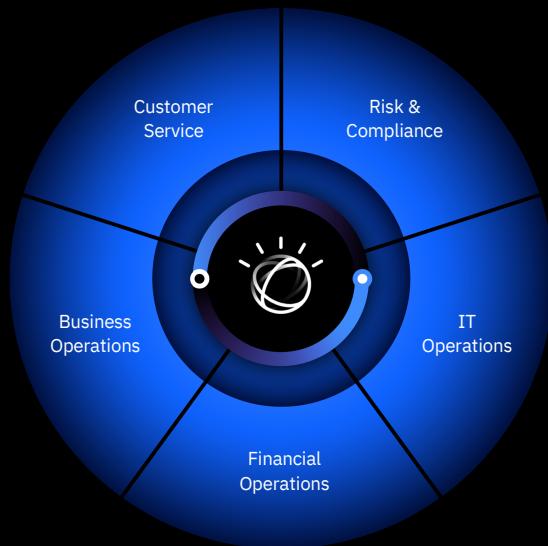
MIT Sloan

60%

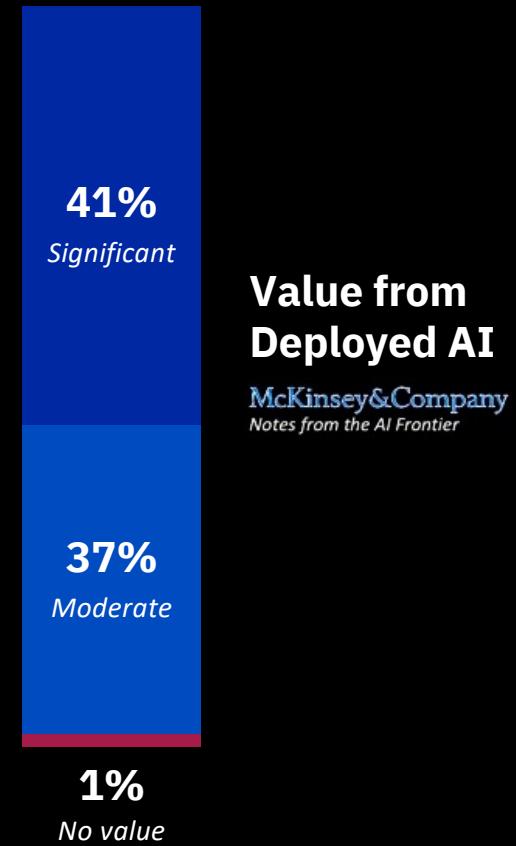
plan major
redesigns of
processes with AI

IDC

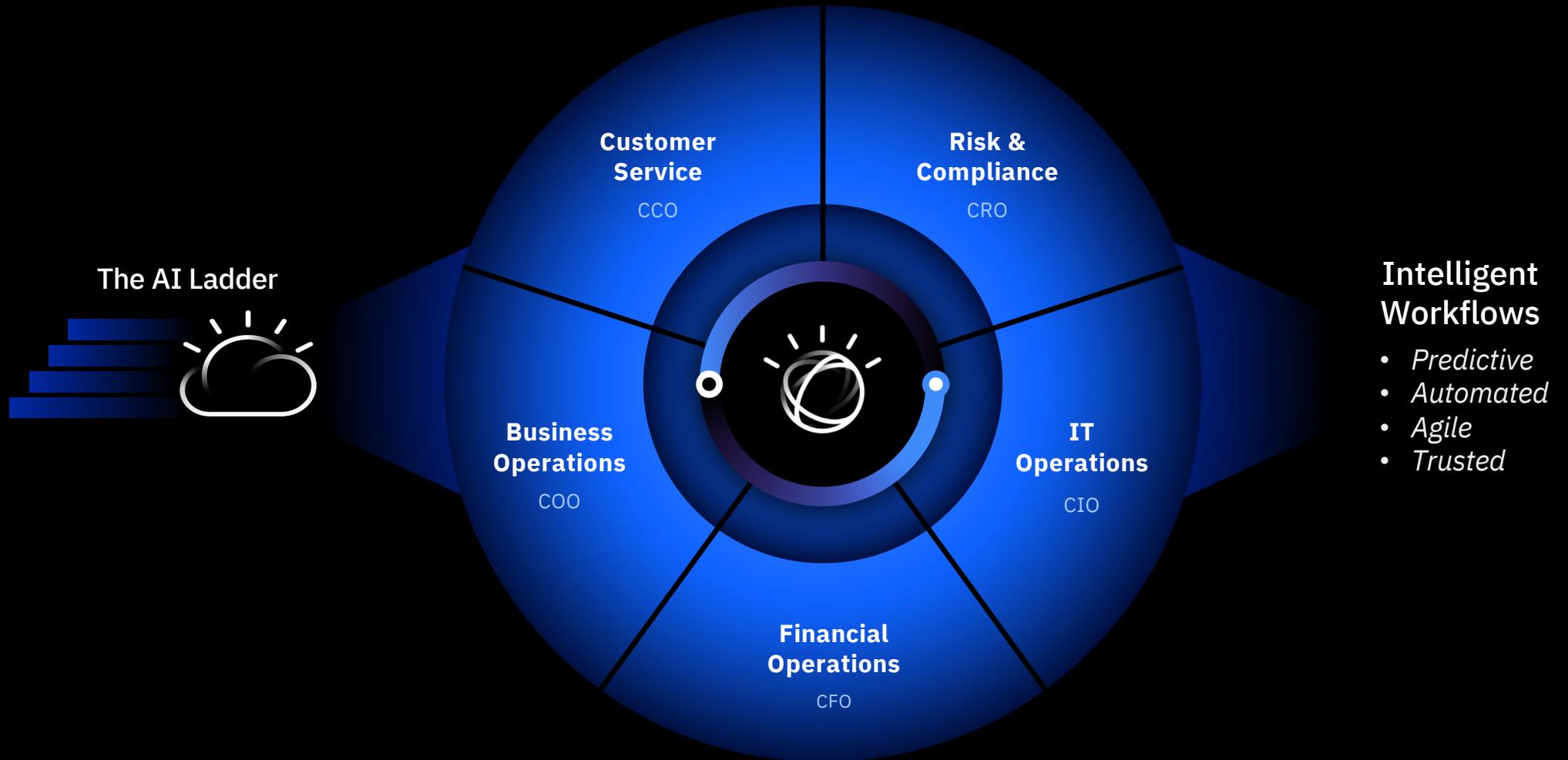
Leaders are turning AI aspirations into outcomes



- **60%** shorter customer call durations
- **40%** greater employee productivity
- **70%** less false financial crimes alerts
- **40%** reduction in administrative workload
- **6X** faster response time to IT incidents

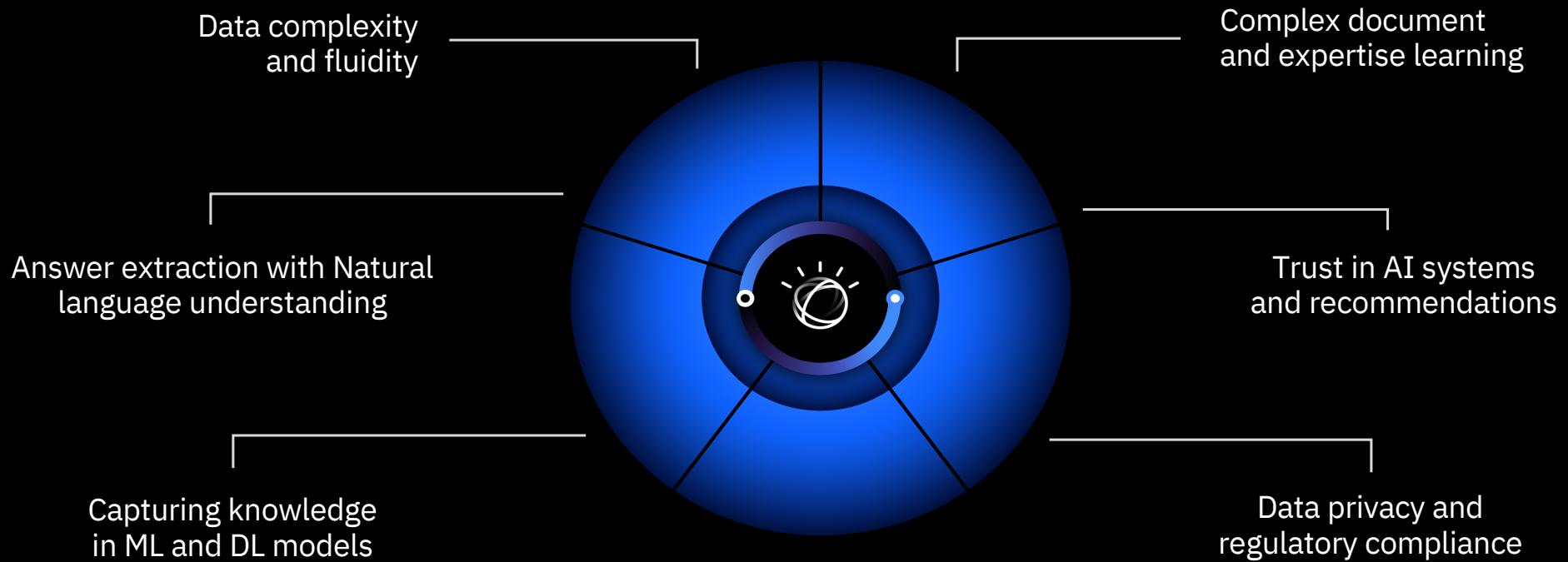


AI is transforming how businesses operate



However, AI is not magic

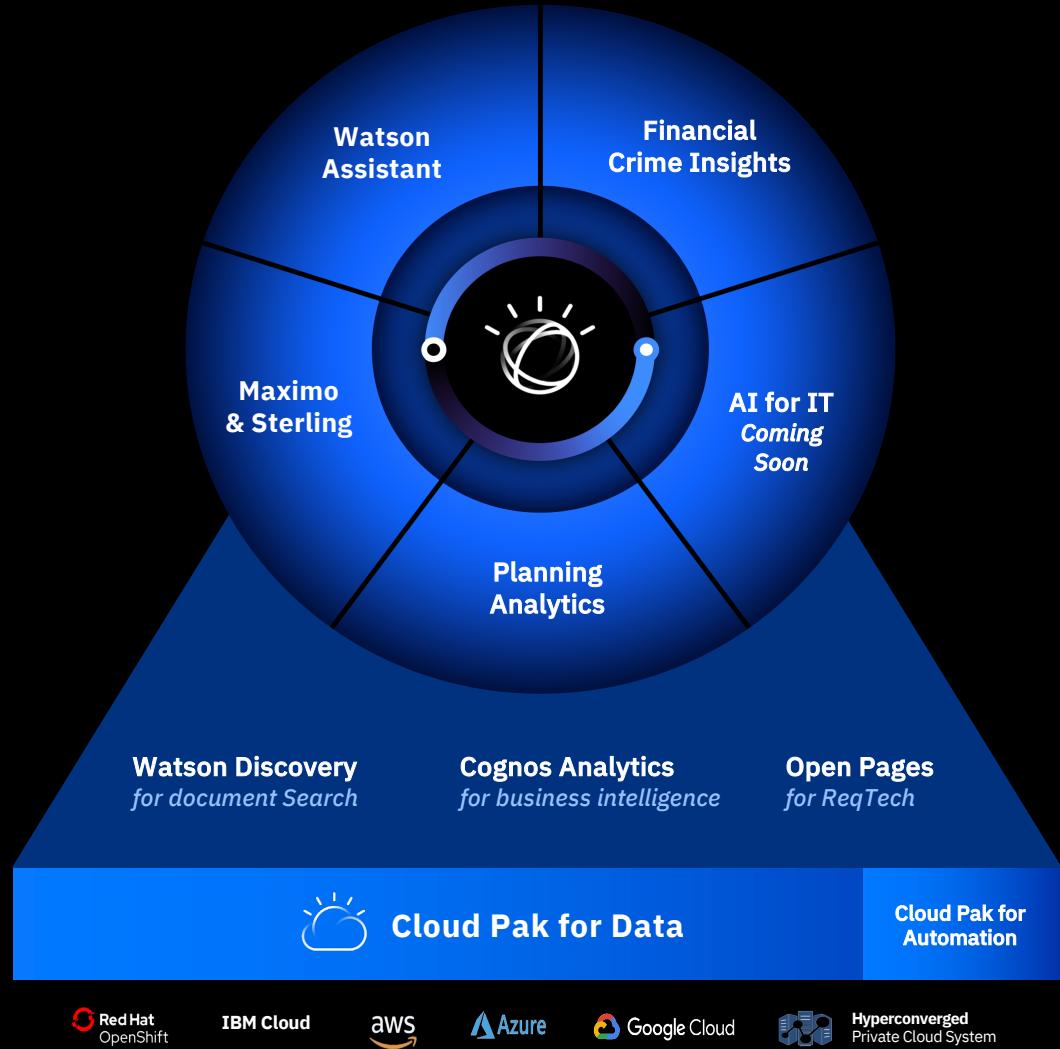
Intelligent workflows are complex to self-build compounded by AI talent scarcity



Watson AI applications

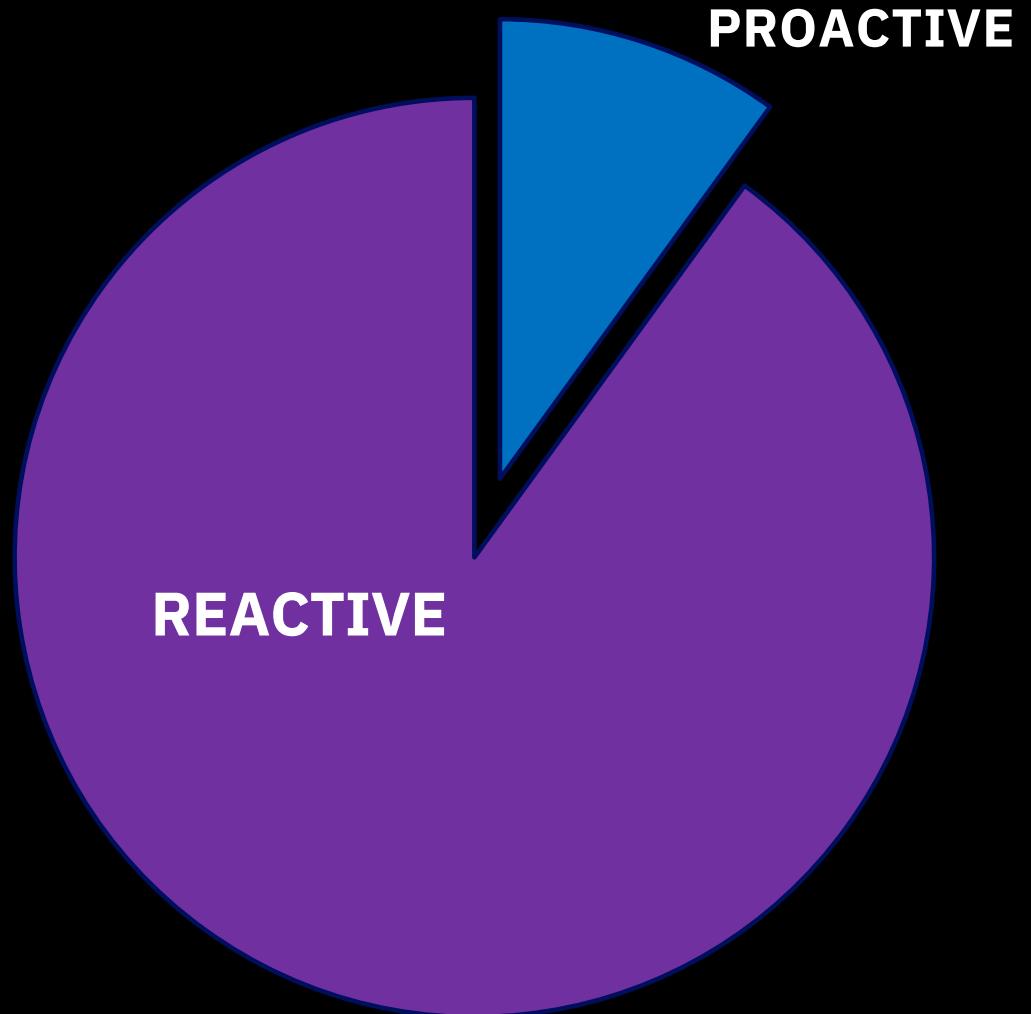
Used globally by hundreds of millions of people

- Pre-built, pre-trained and business domain optimized
- Enterprise-grade humanized interaction (NLP)
- Captures and enhances human expertise and decision making
- Intelligently automates workflows, interactions and documentation

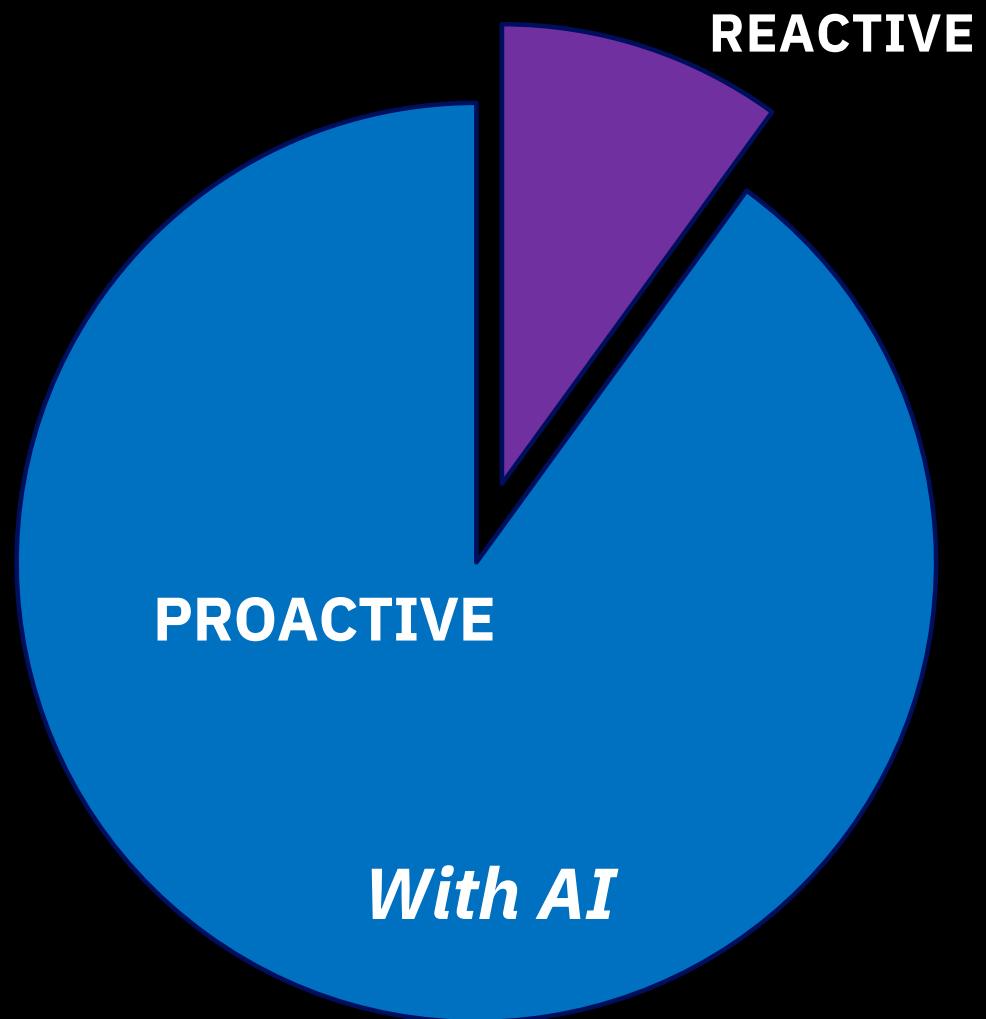


*If I only meet your
needs today, I am
already behind.*

*Today, company
resources spend
disproportionate time on
Reactive and
Low-Value risk
management activities.*

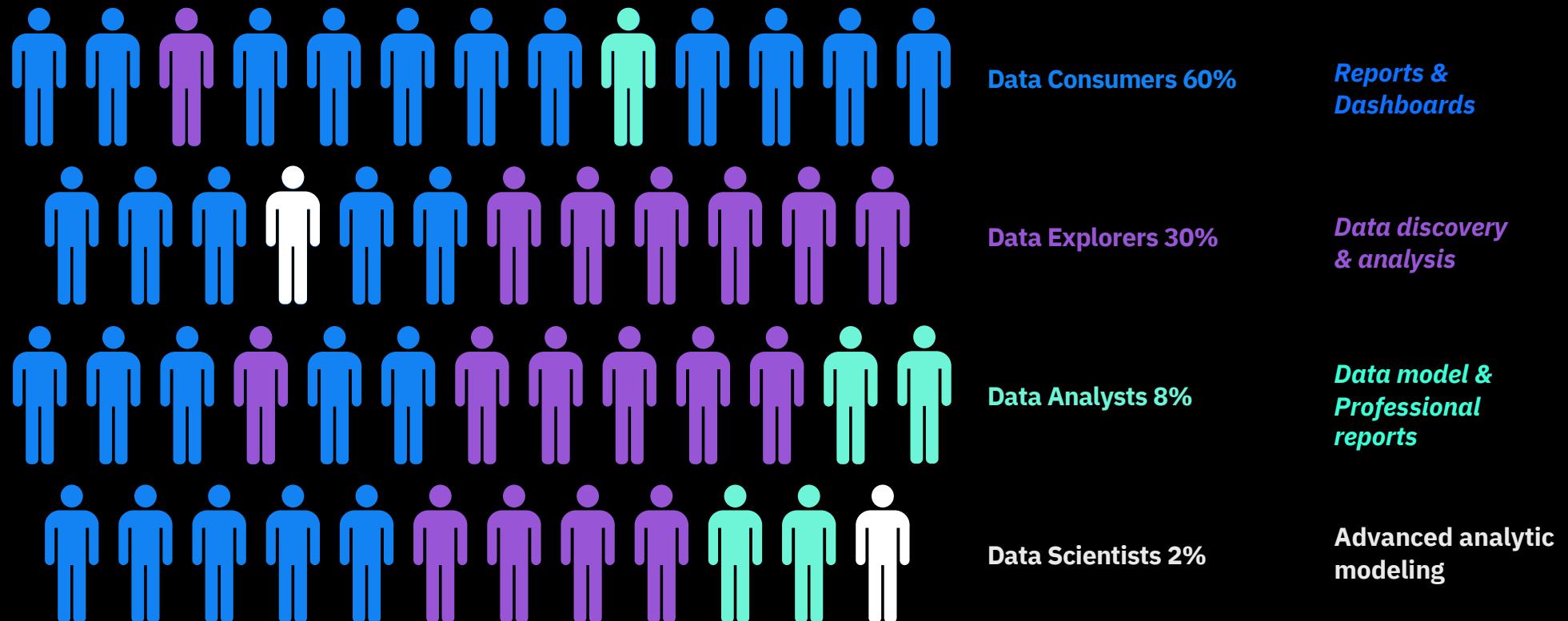


AI will shift the focus of human intervention to the higher-value tasks of risk evaluation and decision making.



The population of professionals is diverse

It has experienced many changes



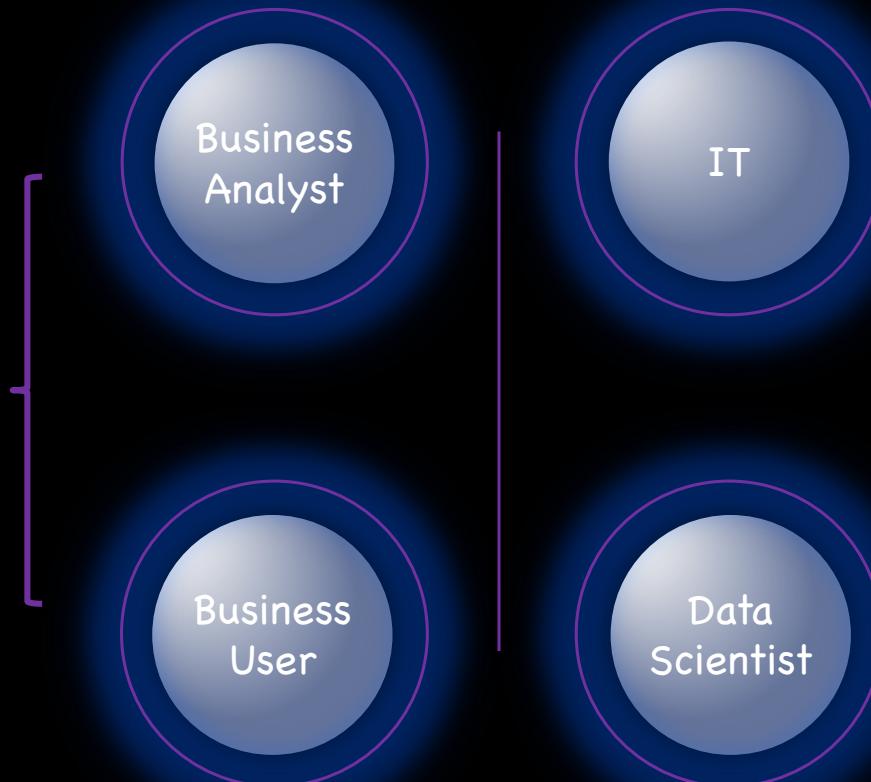
Source Eckerson Group

Buyers

They are not all the same

Self-Service User

Ease of Use
Speed to answer
Data Discovery driven



Capability Driven

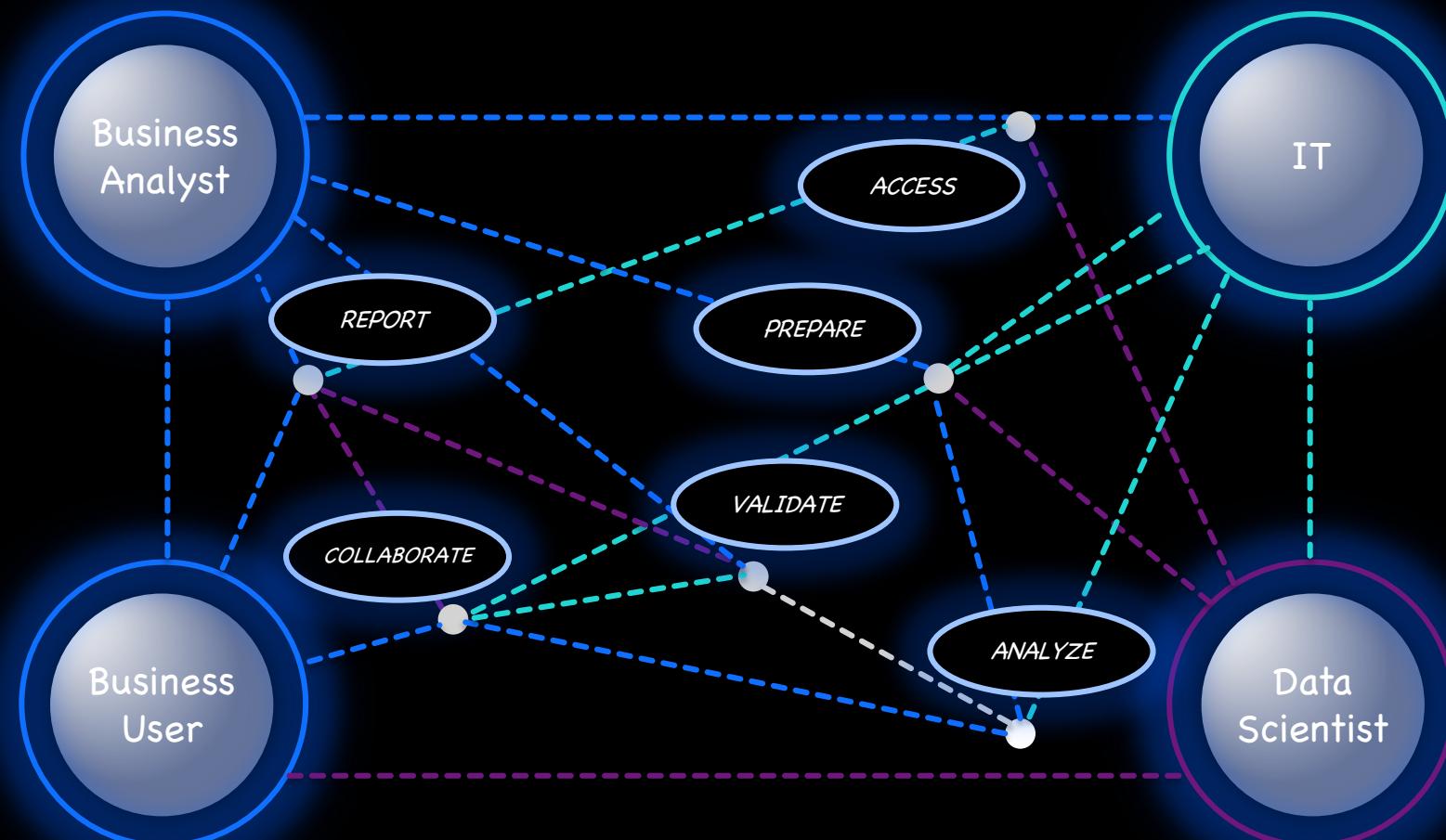
Architecture modernization
Governance and Agility
Open source technology
Real-time

Self-Sufficient

Analytic composable services
Machine Learning
Leading-edge open source
Try before buying

Analytics Projects are Complex

Multiple steps and Multiple people



It's Rarely a Straightforward Process

*All the answers
you need, in
one place.*

A long rich history of innovation

Impromptu
Powerplay
ReportNet



Cognos 11.1
AI infused

Build on a proven platform

Metadata Modeling

Content Administration

Alerts & Notifications

Search

Reporting & Dashboarding

Office Integration

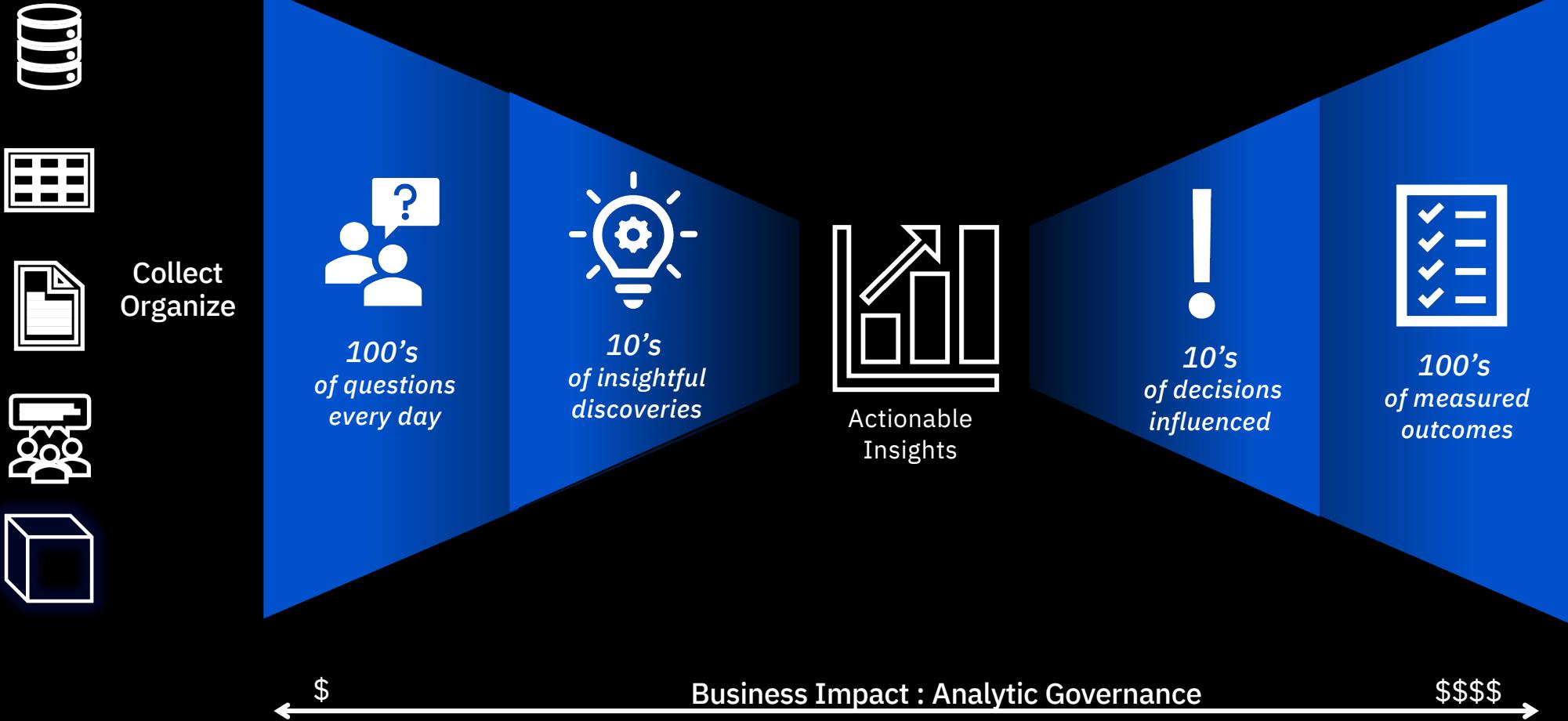
Bursting & Scheduling

Collaboration

Governance and Security

Transform Decision Making with AI

Enable the individual, department, organization



Analytics the way you think?



Automated Data Preparation

Natural language search
Auto-modeling
In-tool data preparation

Data Exploration

AI Assistant
Advanced pattern detection
Predictive capabilities
AI Detected Insights
Times Series Forecasting

Dashboards

Automated visualizations
Natural language generation
Open Source Visualizations
Storytelling
Collaborate through Slack

Going Beyond BI

Jupyter Notebooks & Python
Open Source Visualizations
IBM Planning Analytics
IBM Decision Optimization
Watson Studio & Watson M/L
Watson Assistant

Managed Reporting

Guided layouts
Reuse existing components & styles

Why Cognos Analytics...*Results Driven with AI*



AI-assisted and automated to easily cleanse and combine your data in minutes



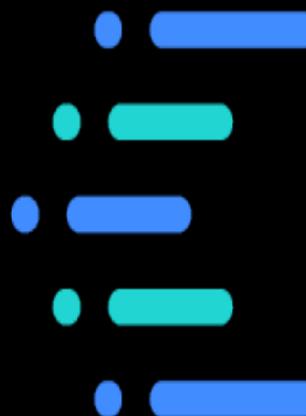
Guided exploration infused with augmented intelligence and machine learning to uncover hidden patterns and insights



Interactive dashboards, storytelling and pixel-perfect reporting to collaborate and share across your organization



Technology integration that allows you to infuse analytics into your business process



IBM
Cognos
Analytics

IBM Cognos Analytics 11.1

Put true analytics power in the hands of users across the organization—consumers, explorers, power users and administrators.



Native AI implementation that leverages IBM's world-class leadership in AI and advanced analytics



One unified environment to maximize return on investment (ROI), with AI-guided exploration, smarter self-service and managed reporting



Massive scalability from a single user to thousands of users



Multiple deployment options—on cloud, on premises or both

The only BI and Analytics platform with AI infused across the full experience

Continuous Innovation

Delivering as technology is advancing

- Eliminates annual release model
- Quickly adapt to changes in the market
- Respond to Customer Enhancement Requests without special release cycles
- Take advantage of new technologies quicker
- Improvements are available immediately upon release
- Ability to rapidly iterate our platform



Deployment options based on business need

As a single user or part of a larger team, division, or organization.

30-Day Free Trial

Full Product Capabilities
Upgrade to full use

Client Hosted

You're in control
Move to the cloud when ready

IBM Cloud

IBM Cloud Hosted

Dedicated environment for enterprise scale
enhanced control

On-Demand Cloud Service

From a single user license

CloudPak for Data

Enterprise container platform

IBM Cognos Analytics on Cloud

30-day Trial experience

- Sign-up is easy and fast
- Full Cognos Analytics experience
- Up to 5 users
- Access to a single on-premises database
- Convert directly to a paid subscription
- Data retention after trial for 30-day's



<https://www.ibm.com/products/cognos-analytics>

The screenshot shows the IBM Cognos Analytics homepage. At the top, there is a navigation bar with links for Cognos Analytics, Pricing, Solutions, Community, and Resources. On the far right, there are 'Sign in' and 'Start your free trial' buttons. Below the navigation, the main heading 'IBM Cognos Analytics' is displayed, followed by the subtext 'All the answers you need, in one place'. Two prominent buttons are shown: 'Take a product tour' (in a white box) and 'Start free 30-day trial' (in a blue box). To the right of the text, there is a 3D isometric illustration depicting a data architecture stack with various components like databases, clouds, and analytical dashboards connected by lines. Below this section, there is a video thumbnail showing a person working at a desk with a computer monitor displaying charts and graphs. To the right of the video, the text 'What is IBM Cognos Analytics?' is followed by a detailed description of the product's capabilities, mentioning AI-infused self-service, data preparation, analysis, and report creation. It also highlights the ease of visualizing data and sharing insights across organizations. Further down, it discusses deployment options, including on-premises, cloud, or both, and mentions IBM Cloud Pak™ for Data. At the bottom right of the page, there is a 'Let's talk' button.

What Customers are Saying About AI-Infused Cognos Analytics

Miami-Dade County

"With the new Explore experience in Cognos Analytics 11.1 we've been able to uncover some insights that we find actionable and changed our business processes."

[Watch the video](#)

Rosario Fiallos, Middleware Senior Administrator, Miami-Dade County

Ziff Properties Inc.

"The explore feature was really cool, just the fact that it comes with a bunch of insights that its already create for us, also will suggest new visualizations or reports that we may not have thought of."

[Watch the video](#)

Zack Levine, Director of Business Intelligence, Ziff Properties Inc.

Ameritas

"While Exploration is the most exciting new addition to Cognos Analytics version 11.1, the reporting ease of use enhancements have cut the time for authoring and formatting in half."

Ben Hughes, Senior Middleware Engineer - Data & Analytics, Ameritas

North York General Hospital

"We are excited about the new smart assistant capabilities, it will allows us to promote self-driven analytics to our senior leadership with instant answers to the frequently asked questions and also help bridge the gap with authored content."

Sri Vijay Bharat Peddi, BI Report Writer, Analytics & BI, Health Information Management, North York General Hospital

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Powered for Cloud Pak™ for Data.

Browse the catalog for accelerators from Planning Analytics, Cognos Analytics and more

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Products and Services

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Decision Optimization Center (DOC)	15
SPSS Modeler	2
Watson Discovery	1
Watson Knowledge Catalog	16
Watson Machine Learning	11
Watson Studio	25

Accelerator type

Industry

Business function

Author

Featured



Cognos Upgrade Think 2019 Session Replay - Motio

Cognos Analytics, Video, Information technology, Motio

Jun 10, 2020

Motio



Financial Services Analysis

Planning Analytics, Model solution, Banking, Finance, IBM

Jun 05, 2020



Monitor COVID-19 cases worldwide

Cognos Analytics, Dashboard, Healthcare, IBM

May 17, 2020

IBM

All assets (522)

Sort by: Date: New to Old ▾

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<https://community.ibm.com/accelerators/>

