

IBM Cognos Analytics

IBM Cognos Analytics: Getting access to
your Trial Instance

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1 Signing up for your Cognos Trial

To get started, you'll sign up for a free Cognos Analytics trial using your email address. After completing the registration and activating your account, you'll gain access to a fully functional Cognos environment where you can upload data, create data modules, and build reports throughout the lab.

1.1 Signing up for your Cognos Analytics Trial

Begin by accessing the Cognos Analytics Trial link [here](#). You should then be brought to a screen that looks like the following.

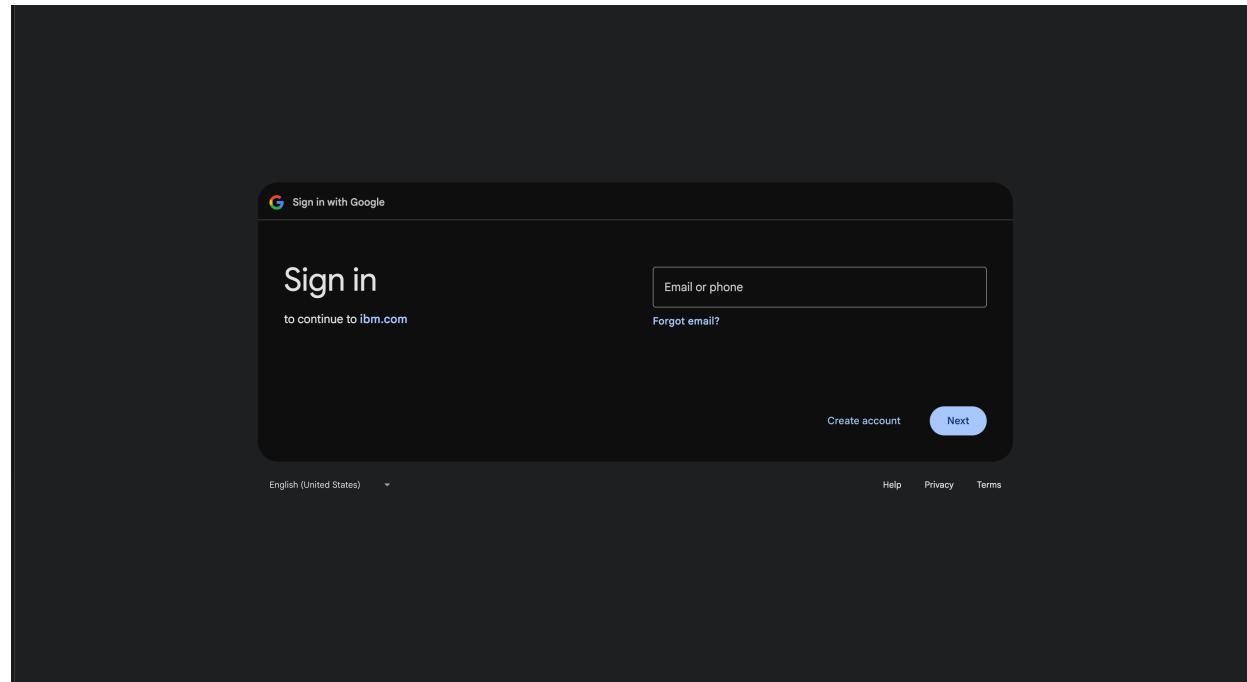
The screenshot shows the IBM Cognos Analytics trial sign-up page. At the top left is the IBM logo. To the right, a large heading reads "IBM Cognos Analytics" and "Start your 30-day Trial. No credit card required!". Below this, there are three sections: "Accelerate data prep with AI" (with a database icon), "Visualize your data" (with a person icon), and "Scale and integrate" (with a network icon). Each section has a brief description. On the right side, there's a form titled "Create your account. No credit card required." It includes fields for "Business email" (which is highlighted with a red border and has an error message "Email is required"), "Password", "First name", "Last name", "Country or region of residence" (with a dropdown menu "Select Country"), "Phone" (with a dropdown menu), "Company" (input field), and "Which of the following best describes you?" (with a dropdown menu "Choose an option"). There's also a "Sign up with Google" button. At the bottom, there are six small blue dots indicating a multi-step process.

1.2 Sign up with Google(select this if you have a gmail account)

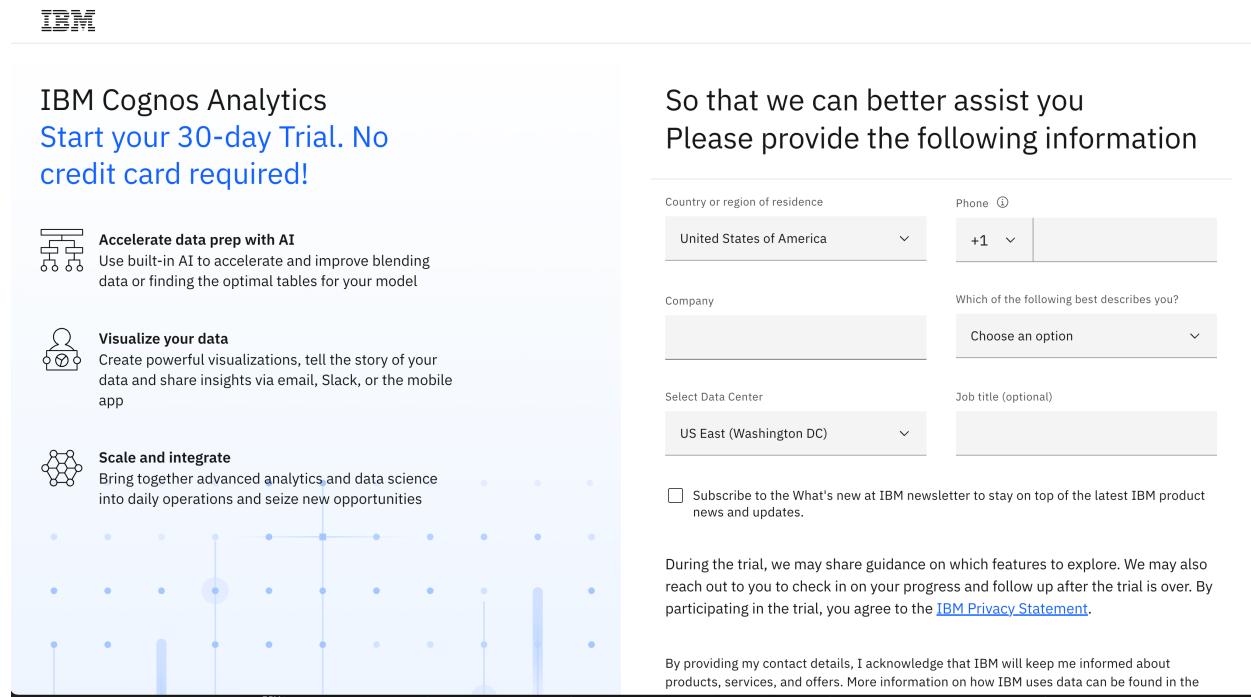
If you have an existing gmail account that has not been used for this trial instance before you can make this process a little easier by clicking the sign up with Google button at the top right. If you do not have a gmail account feel free to skip this section

The screenshot shows the IBM Cognos Analytics sign-up page. On the left, there's a sidebar with sections: 'Accelerate data prep with AI', 'Visualize your data', and 'Scale and integrate'. The main area has a heading 'Create your account. No credit card required.' and a 'Sign up with Google' button highlighted with a red arrow. Below the button are fields for 'Business email', 'Password', 'First name', 'Last name', 'Country or region of residence', 'Phone', 'Company', and 'Which of the following best describes you?'. There are also 'Log in' and 'Forgot password?' links.

From there you'll be brought into Google's authentication page as seen below.



After completing your authentication and selecting continue to allow IBM to use your login information you will see a more consolidated screenshot like below.



The screenshot shows the IBM Cognos Analytics trial sign-up page. At the top, there's a banner with the text "IBM Cognos Analytics" and "Start your 30-day Trial. No credit card required!". Below the banner, there are three sections: "Accelerate data prep with AI", "Visualize your data", and "Scale and integrate". Each section has a brief description and a small icon. To the right, there's a form for providing contact information: "Country or region of residence" (set to "United States of America"), "Phone" (+1), "Company" (empty), "Which of the following best describes you?" (empty), "Select Data Center" (set to "US East (Washington DC)"), "Job title (optional)" (empty), and a checkbox for "Subscribe to the What's new at IBM newsletter". At the bottom, there's a note about newsletter subscriptions and a link to the "IBM Privacy Statement".

IBM Cognos Analytics
Start your 30-day Trial. No credit card required!

Accelerate data prep with AI
Use built-in AI to accelerate and improve blending data or finding the optimal tables for your model

Visualize your data
Create powerful visualizations, tell the story of your data and share insights via email, Slack, or the mobile app

Scale and integrate
Bring together advanced analytics and data science into daily operations and seize new opportunities

Country or region of residence: United States of America

Phone: +1

Company:

Which of the following best describes you?: Choose an option

Select Data Center: US East (Washington DC)

Job title (optional):

Subscribe to the What's new at IBM newsletter to stay on top of the latest IBM product news and updates.

During the trial, we may share guidance on which features to explore. We may also reach out to you to check in on your progress and follow up after the trial is over. By participating in the trial, you agree to the [IBM Privacy Statement](#).

By providing my contact details, I acknowledge that IBM will keep me informed about products, services, and offers. More information on how IBM uses data can be found in the [IBM Privacy Statement](#).

1.3 Selecting your Data Center

From here you can begin populating all the required information. The only important selection of the the Data Center please select US East (Washington DC) for a faster experience. See the example screenshot below.



Scale and integrate

Bring together advanced analytics and data science into daily operations and seize new opportunities



First name

Last name

Country or region of residence

Select Country

Phone ⓘ

▼

Company

Which of the following best describes you?

Choose an option

Select Data Center

US East (Washington DC)

Subscribe to the What's new at IBM newsletter to stay on top of the latest IBM product news and updates.

During the trial, we may share guidance on which features to explore. We may also reach out to you to check in on your progress and follow up after the trial is over. By participating in the trial, you agree to the [IBM Privacy Statement](#).

[Next](#)

After you populate all your information please select Next.

1.4 Activation of your account

After you have submitted all your information you should be brought to a dashboard awaiting access while your trial instance gets spun up. Attached screenshot below.

The screenshot shows the IBM dashboard with the following elements:

- Header:** IBM logo, My IBM (underlined), Profile, Billing, and a search bar.
- Top Bar:** A progress bar indicating "Setting up now..." with a note: "We're setting up your product now. In 15 minutes, click [here](#) to reload the page. We'll also email you when your product is ready to use." A "Get support" button is also present.
- Section: Trials**

1 offerings

IBM Cognos Analytics on Cloud - Trial

[Upgrade options](#)

[Activation in progress](#)

[View support information](#)
- Section: Subscriptions**

0 offerings

Once you get an email from IBM alerting you your instance is up and running please refresh the page and you should now see that the trial tile states active and provides you with an option to hit Launch.

The screenshot shows the IBM My products dashboard. At the top, there is a navigation bar with links for 'My IBM', 'Profile', and 'Billing'. Below the navigation bar, the title 'My products' is displayed. A search bar and a sorting dropdown are also present. The main content area is divided into sections: 'Trials' (1 offering), 'Subscriptions' (0 offerings), and 'Software' (0 offerings). The 'Trials' section contains a card for 'IBM Cognos Analytics on Cloud - Trial'. The card includes a small icon, the product name, a status indicator ('Trial'), an 'Upgrade options' link, and a note that it 'Expires on Jan 2023'. A large green button labeled 'Active' is shown. A prominent red arrow points to a blue button labeled 'Launch'. To the right of the card, there is a 'Manage' button. At the bottom of the card, there is a 'View all products' link. A blue AI chat bubble is visible on the right side of the screen, containing the text 'Hello! How can we help you?'. The overall interface is clean and modern, typical of a corporate software application.

If you left the dashboard page you can also always go to your email and there will be a button for you there to access the trial as well. See screenshot below.



Start your IBM Cognos Analytics on Cloud - Trial! Inbox x



IBM <communications@mail-prod.admin.ibmcloud.com>
to me ▾

IBM Cognos Analytics

IBM

Welcome to your trial

Welcome to the IBM Cognos Analytics on Cloud - Trial 30-day free trial! Your trial is now set up and ready to use.

Subscription ID
514708752

Subscription expiration
January 2, 2026

Account name
The Trade Desk, Inc.

Subscription name
IBM Cognos Analytics on Cloud -
Trial

Get started now by accepting your trial. You can also manage your subscription at My IBM

Access trial



Manage subscription



1.5 Conclusion

You now have access to Cognos Analytics 12.1! This trial instance will live for 30 days so feel free to play around with the tool and if there are any questions please contact your IBM representative.