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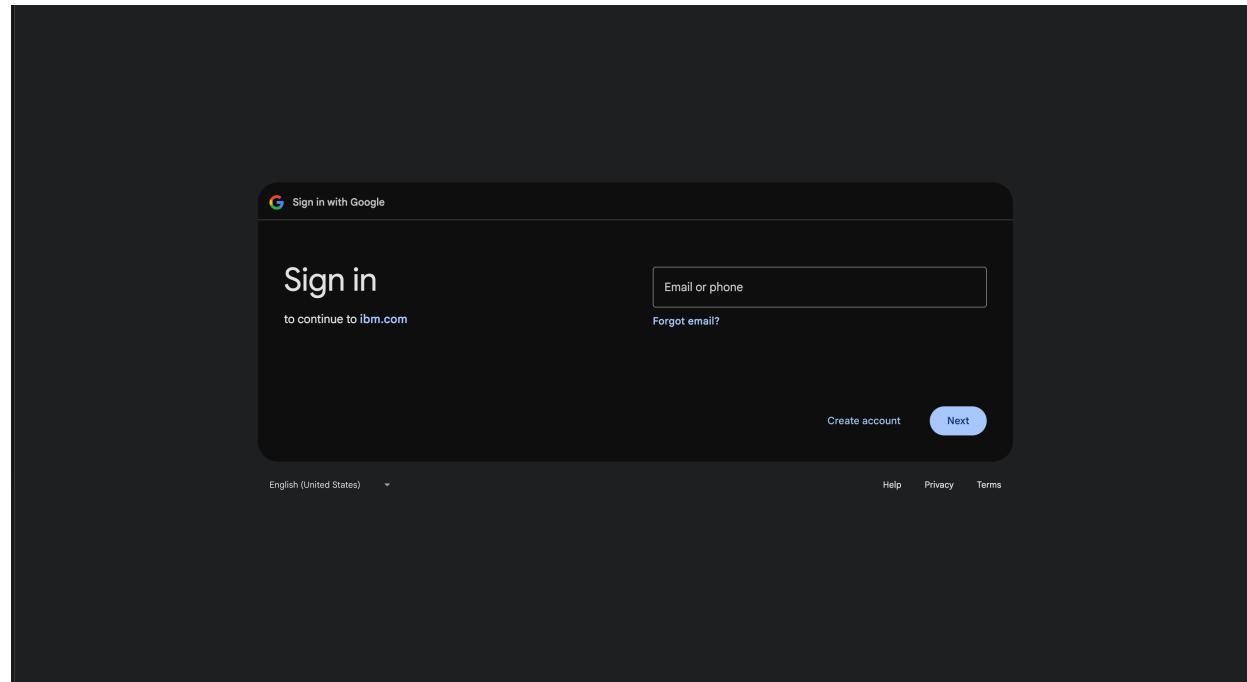
1.2 Sign up with Google(select this if you have a gmail account)
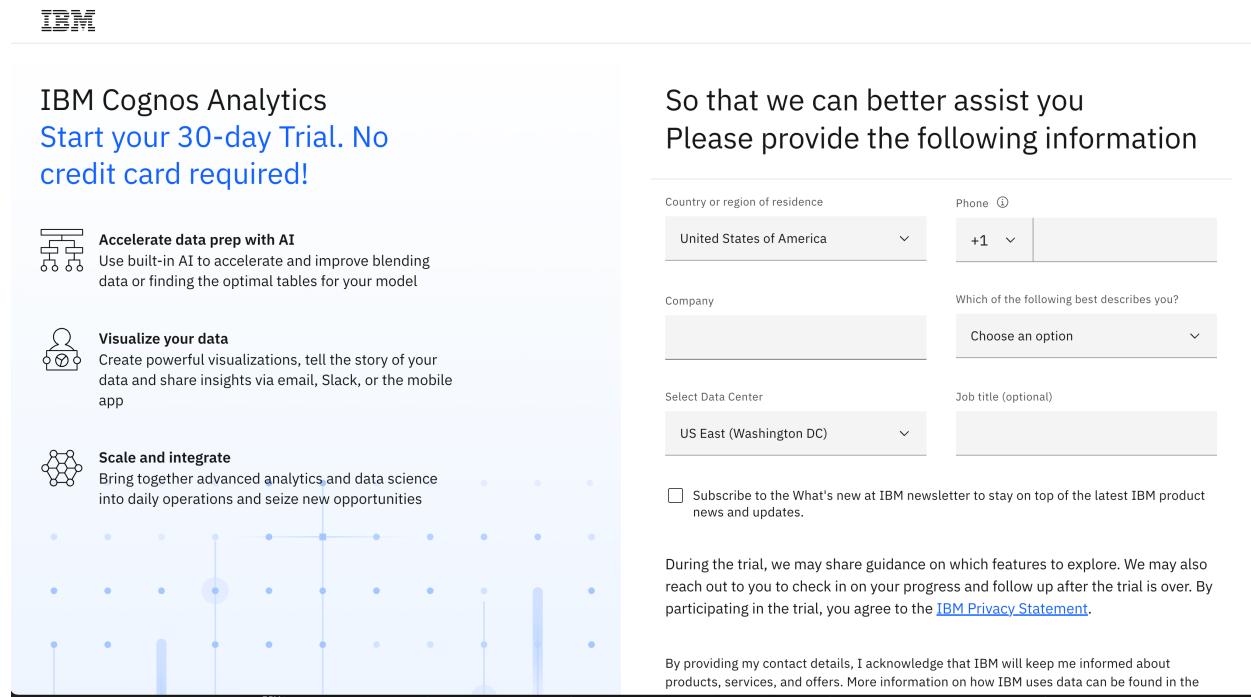
If you have an existing gmail account that has not been used for this trial instance before you can make this process a little easier by clicking the sign up with Google button at the top right. If you do not have a gmail account feel free to skip this section

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.

IBM

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

So that we can better assist you
Please provide the following information

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

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.

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.

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.

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 ×

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   **Subscription expiration**
514708752   January 2, 2026

Account name   **Subscription name**
The Trade Desk, Inc.   IBM Cognos Analytics on Cloud -
                                       Trial

Get started now by accessing 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.