IBM Cognos Enterprise: Powerful and scalable business intelligence and performance management

Highlights

- Arms users in your organization with the business intelligence and performance management capabilities they need to take insight to action
- Supports where users in your organization choose to work with consistent information wherever they go
- Meets the needs of IT with highly scalable and extensible analytics

Overview

IBM® Cognos® Enterprise equips business users with what they need to freely explore information, analyze key facts, quickly share and collaborate to gain alignment with key stakeholders and act with confidence to drive your business forward. A member of the IBM Cognos product family, Cognos Enterprise supports the way business users want to work: on the web, on their mobile devices, on the desktop, in ongoing processes and coordinated with others in the organization.

With Cognos Enterprise, IT can confidently deploy and easily administer solutions that provide complete, consistent access to all information, with optimized performance for fast response times. You can capitalize on your investments with a solution that is modular to meet immediate business demands and challenges, integrated for a more complete solution so you gain greater value from components working together and open so you can use existing IT standards and infrastructure.

Arming users with what they need

Users need quick access to facts and the flexibility to manage information so they can make informed decisions. With Cognos Enterprise, business users in your organization can:

- Assemble relevant information to understand the business in a unified workspace (Figure 1) with reports, dashboards and statistics.
- Evaluate information to make fact-based recommendations with analysis capabilities.
- Share insights and information and collaborate in everyday analytical processes to make sure key stakeholders are in alignment with key decisions.
- Act on findings to move the business forward with plans and forecasts driven by analysis, business user modeling, structured workflow and reports.

Figure 1: Information relevant to understanding your business.

Reports

Cognos Enterprise offers reports and report authoring solutions that can help organizations realize substantial value with:

- A unified user experience for business report authoring and consumption, giving business users the freedom to seek business insights on their own.
- The ability to foster a culture of pervasive fact-based decision-making with reports that can be made available in a variety of ways, such as on mobile devices, in Microsoft Office applications, embedded and in-process business intelligence (BI) and interactive use when disconnected from the network (Figure 2).
- The ability to create and deploy a single report that can be executed in multiple languages and outputs.
- Faster queries of OLAP and relational data with in-memory dynamic query and dynamic cubes.

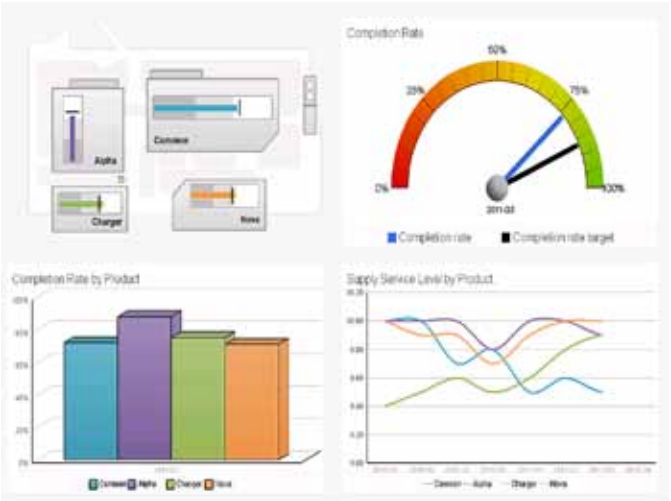

Figure 2: Interactive reporting, even when disconnected from the network.

Dashboards

With Cognos Enterprise, all business users get a full view of historical BI alongside real-time data and future probabilities for improved decision-making in a unified workspace. Dashboards (Figure 3) enable users to:

- Assemble, personalize, analyze and interact with information in a single place for working with BI and analytics.
- Access virtually all types of data: historical BI, real-time operations data, probabilities and more.
- View performance metrics or other information in tables or as graphs and charts.
- Support their personal decision-making styles.

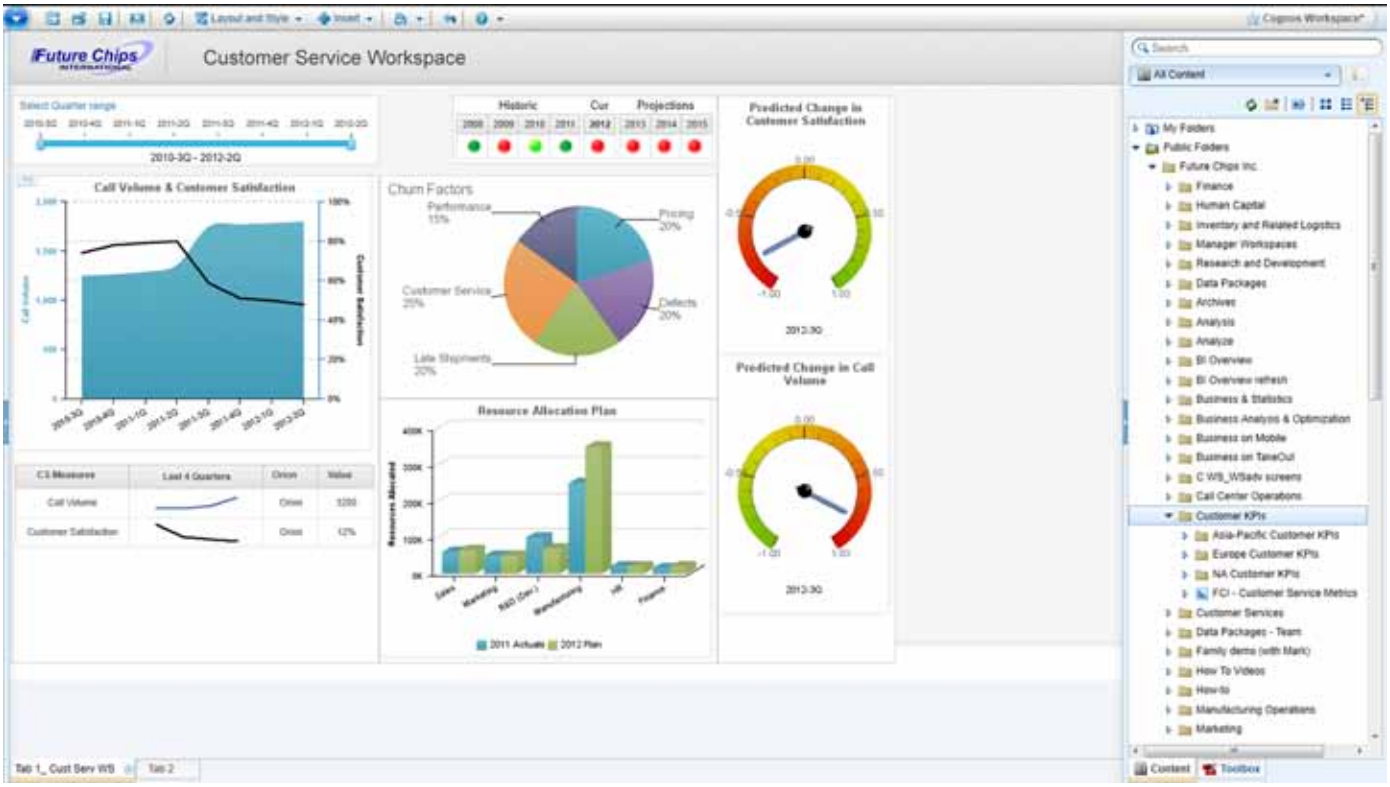

Figure 3: Dashboards help you understand your business in a unified workspace.

Analysis

Cognos Enterprise offers a full spectrum of solutions and capabilities that can help you analyze all kinds of information so you can better understand and predict performance and make decisions confidently. With the analysis capabilities of Cognos Enterprise, you can:

- Assess your immediate business situation (Figure 4) with advanced, predictive or what-if analysis.
- Engage the right teams and minds from across your enterprise for more inclusive and holistic decision-making, evaluation, opportunity identification and assessment.
- Merge your external data with dimensional and relational sources without the help of IT.
- Quickly gain insight and confidence with critical statistical evidence that is readily available to all front-line decision makers.
- Support hypotheses and maximize return on investment with data analysis and testing.
- Drive customer profitability by identifying key customer demographics.
- Use statistical process control to help improve quality and reduce costs.

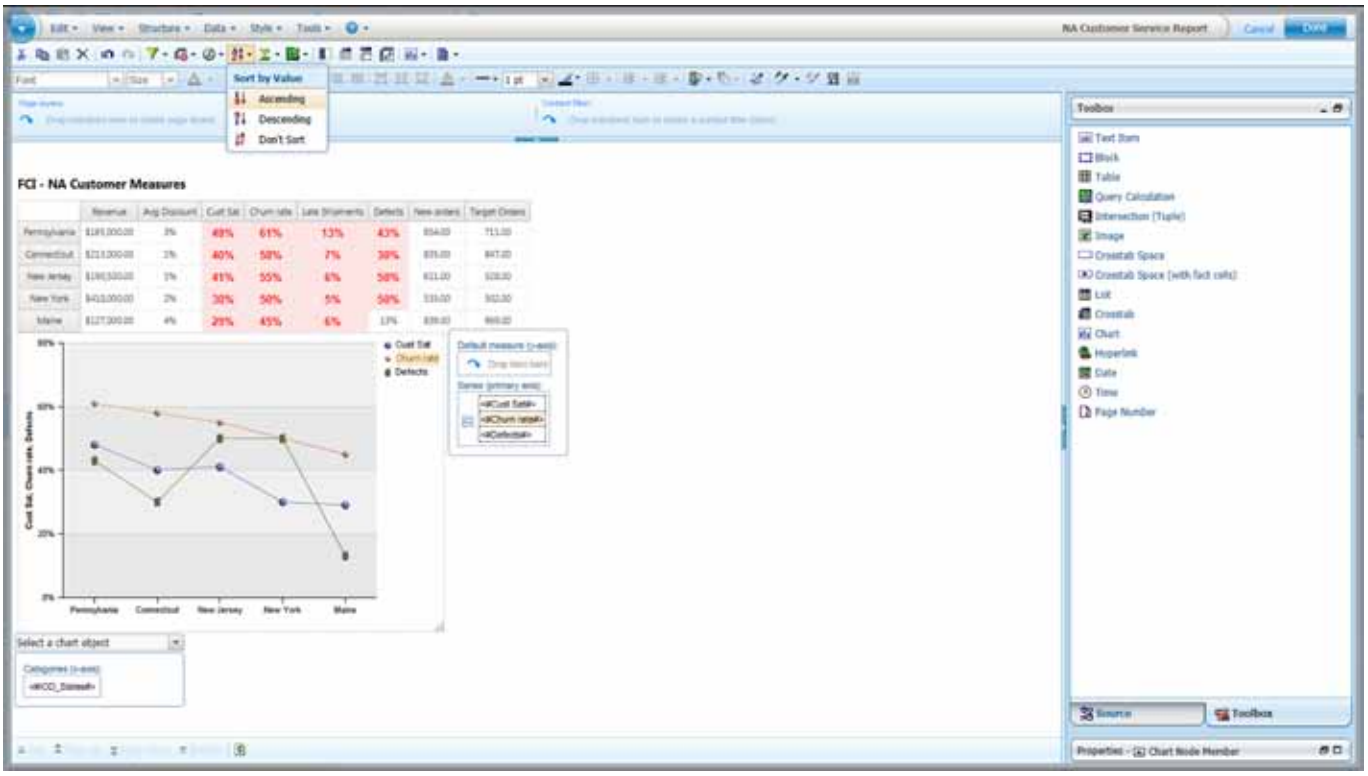

Figure 4: Assess your immediate business situation with Cognos analysis capabilities.

Collaboration

Cognos Enterprise collaboration capabilities empower people to connect with others, establish dynamic decision networks and maintain an information hub for group decisions. These capabilities consist of two key components:

- Integration with IBM Connections: Integrated access to online, collaborative tools makes the most of modern social media so users can work on decisions in teams.
- Search: You can maintain a strong corporate memory with the ability to search a single, historical record of how issues were resolved and decisions were made.

With these components, your organization can build stronger relationships and develop a reliable corporate memory to keep your business evolving in the right direction.

High-powered what-if analysis and modeling

Cognos Enterprise offers advanced, distributed architecture for greater scalability and interactivity. You can choose centralized or distributed deployment methods for "what-if" scenarios and modeling activities, depending on the level of interactivity needed. Other support for modeling includes:

- An innovative, guided modeling environment that eases development and deployment of planning, analysis and forecasting solutions.
- Patented, 64-bit, in-memory OLAP engine for enterprise scalability.
- A choice of interfaces to accommodate a broad range of work styles.
- A single, integrated platform that consolidates data from multiple sources such as personal data files, spreadsheets, ERP or other enterprise applications.

Supporting the way users want to work

Cognos Enterprise supports where and how users need and want to work:

- **Over the web.** Interact, share information, plan, model and conduct comprehensive analytics in a simple unified workspace that provides broad and powerful business intelligence and performance management that everyone can use.
- **On mobile devices.** Gain simple, reliable and secure insight (Figure 5) with on-demand business intelligence, reports and analysis.
- **In a personalized, individual workspace.** Independently work on the desktop to visualize personal or corporate data, conduct comprehensive analysis, visualize information and enter insights. Then, publish your work back to the enterprise to share your insights with others.
- **In process.** Orchestrate high-participation management processes and integrate analytics with existing applications and business workflows.

Figure 5: Simple, reliable on-demand BI and insight on your mobile device.

A solution that meets the needs of the business and IT

Cognos Enterprise is highly scalable and extensible to meet the requirements of business and IT today—and in the future. As a result, with Cognos Enterprise and its robust proven platform, you can:

- Capitalize on your investments as your requirements and needs grow with a solution that is modular, open and integrated.
- Provide complete and consistent access to all information wherever it is stored.
- Rapidly deliver information and optimize performance for fast response times.
- Confidently deploy and centrally administer your solution.

Conclusion

Cognos Enterprise redefines traditional BI by infusing it with performance management and personal analytics to create a solution that meet the requirements of both IT and the business. Every user can have what they need to act and work the way they want to work without being overwhelmed by a massive system of applications that they must navigate to get to the capabilities they need. The result? A solution delivers on the new promise of BI.

For more information about the Cognos family, visit: **ibm.com**/software/analytics/cognos/business-intelligence-product-comparison

For more information about how Cognos Enterprise delivers on the new promise of BI, read the white paper, "The new promise of BI realized."

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management.

Business Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision-making to achieve business goals. For further information please visit **ibm.com**/business-analytics.

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Software Group
Route 100
Somers, NY 10589

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