

# IBM SOCIAL AND ANALYTICS CONFERENCE 2017

Redefine work with Watson

## IBM Cognos Analytics

Designed for me, built for us

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# STRIKING

## The balance

Find your perfect balance between

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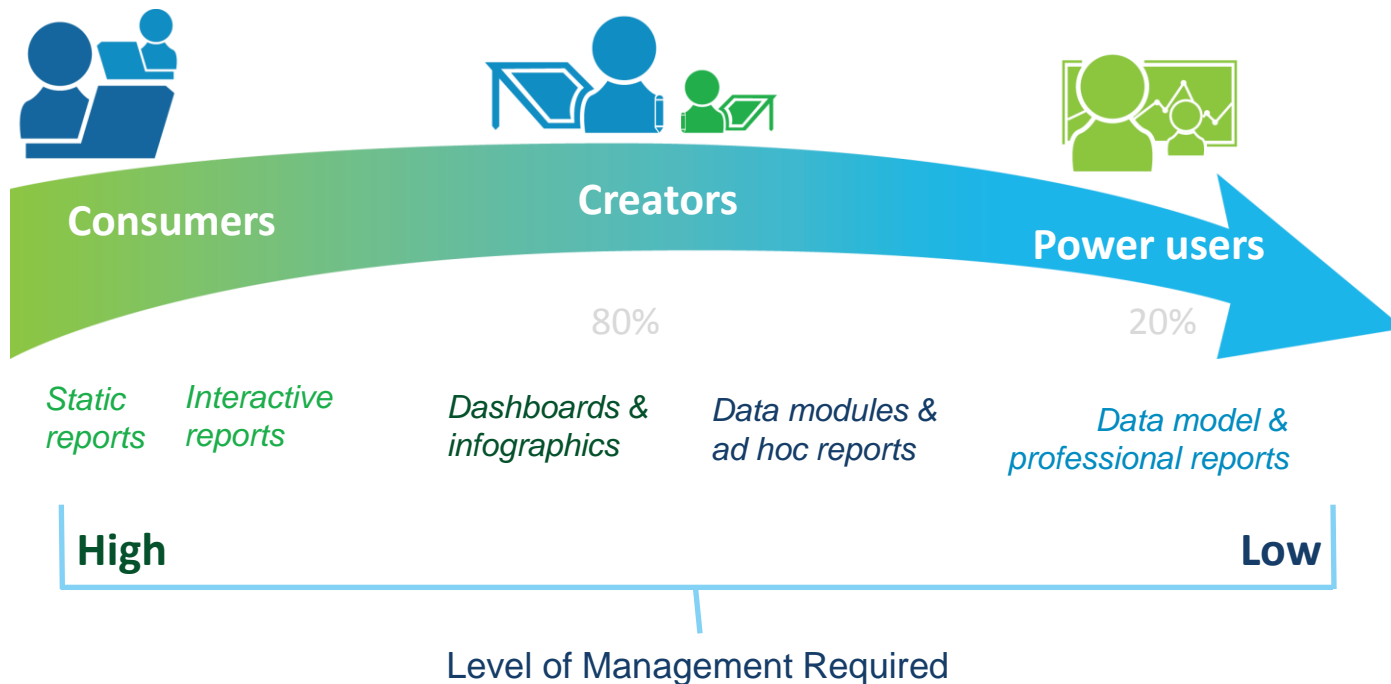
**departmental needs for freedom and  
the organizational needs of security,  
governance, and oversight**

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# SELF-SERVICE

Covers a wide spectrum of users

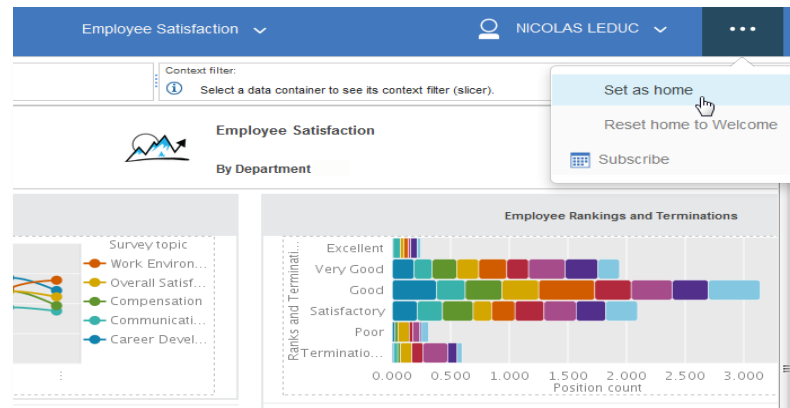


# Consumer Experience & Dashboard Creation

# MY ANALYTICS

The way I want them

- ◆ Personalize your experience
- ◆ Most commonly used items at your finger tips
- ◆ The reports you need when you need them
- ◆ Subscribe to the reports you want to receive

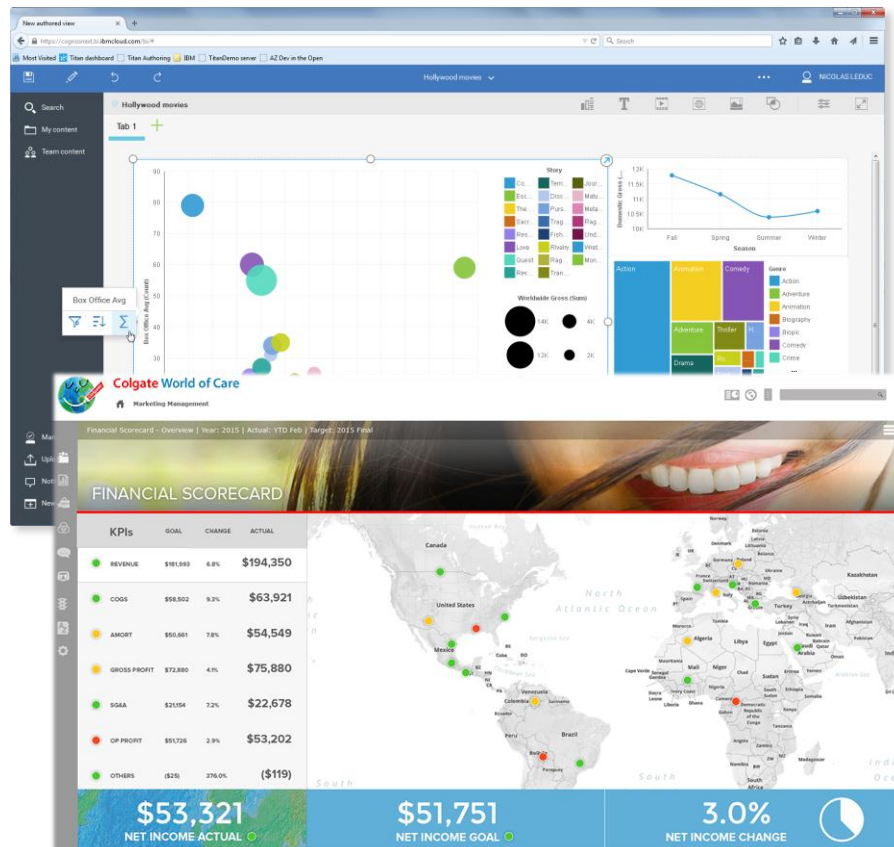


The screenshot shows the IBM Analytics Employee Satisfaction dashboard with the subscription form open. The form is titled 'Subscribe Employee Satisfaction' and asks 'When do you want to receive this report?'. It includes fields for 'On day(s):' (with a calendar icon), 'Time:' (set to 7:00 AM), and 'Format:' (with options for HTML and PDF). A 'Create' button is highlighted with a mouse cursor, and a 'Cancel' button is also visible.

# CONSUMERS

Find, view and interact

- ◆ Smart search works in context to quickly find what you are looking for
- ◆ Sort, filter and revise to suit your needs



# CREATORS

## Simple dashboards and reports

- ◆ Select data source and get started
- ◆ Guided experience
  - ◆ Design and layout
  - ◆ Drag and drop content
  - ◆ Recommended visualization
- ◆ Progressive interface
- ◆ Create dashboard on a tablet



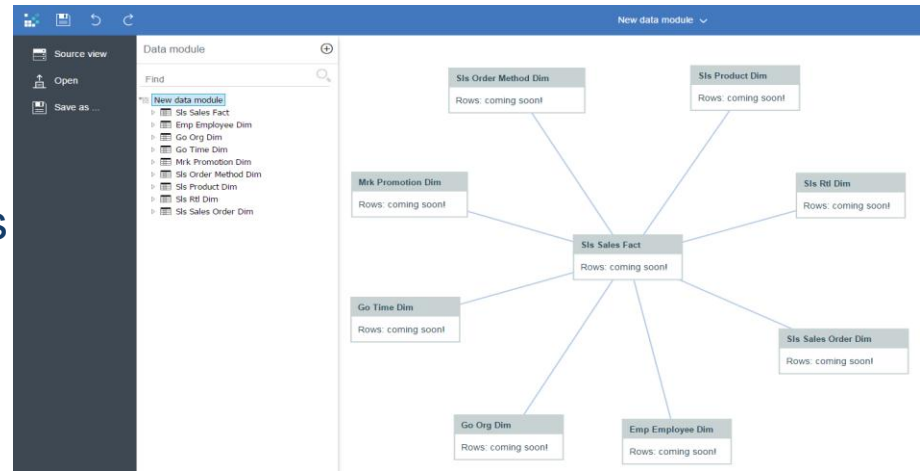
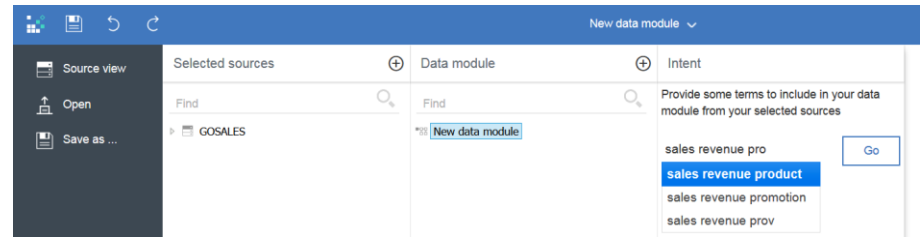
# Data Modules & Reports



# CREATORS / POWER USERS

## Get data for advanced reports

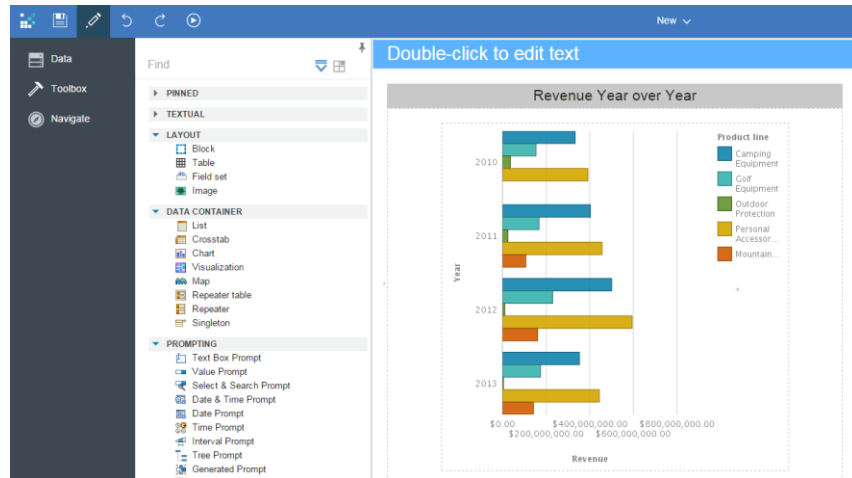
- ◆ Intent-driven modeling process based on the selected data
  - ◆ Search for fields
  - ◆ Join multiple sources
  - ◆ Automated model generation
- ◆ Visualize the model
- ◆ Build a report of multiple data sources



# CREATORS / POWER USERS

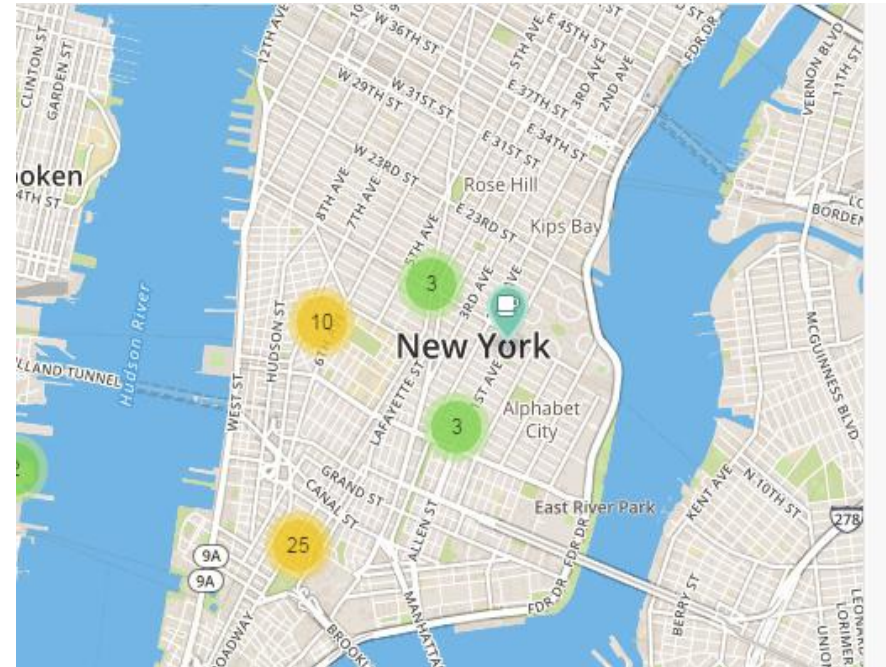
## Build advanced reports

- ◆ Use templates and styles
- ◆ Drag and drop experience
- ◆ Visualizations recommended based on the data
- ◆ All the power and flexibility of professional report authoring Cognos Report Studio
- ◆ On demand menus appear only when needed



# Our story will have

- World class mapping and geospatial Partnership - MapBox
- Best in class base maps
- Best in class polygons
- Geocoding - Map data by address
- Global coverage
- Highly interactive
- Performance – smooth display, zoom and pan
- Secure (HTTPS)
- Accessible

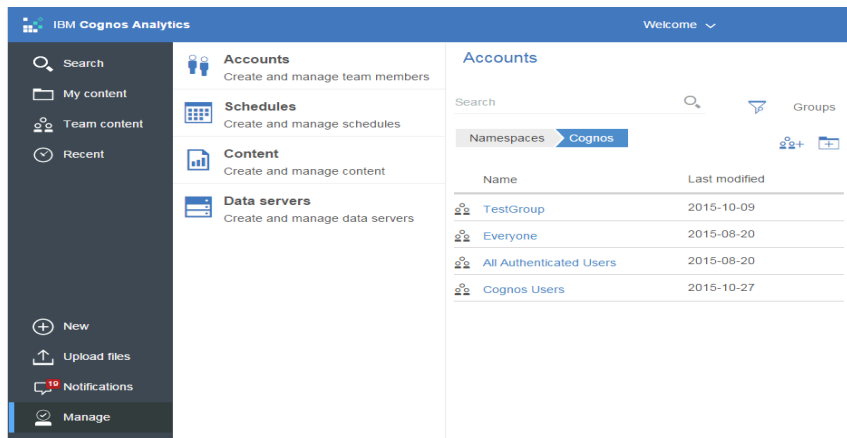


# MANAGE

## Content to support business growth

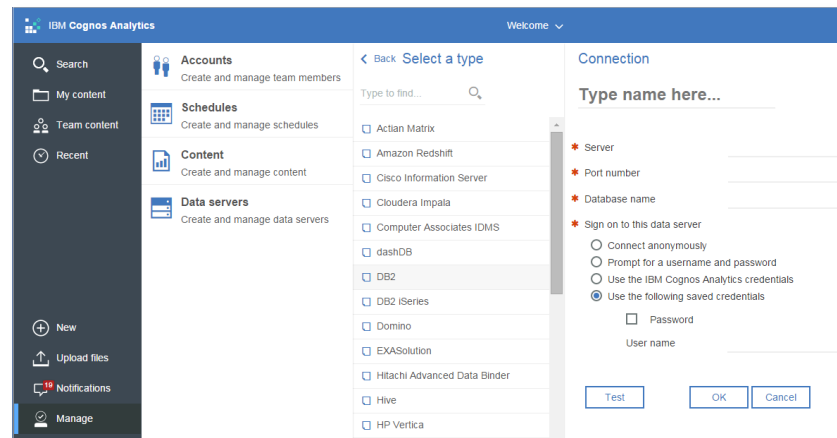
Manage users, teams, departments

- ◆ Enable departments to manage their users



Manage schedules, content and data

- ◆ Manage access to governed and external data



Access to functionality based on user roles

## FOR EXISTING BI CLIENTS

- ◆ **Upgrade** from Cognos BI v 10 + with the design principal of 'leave no content behind' to ensure minimal disruption
- ◆ Roll out to new user groups with minimal effort and training
- ◆ Designed for faster performance and efficiency
- ◆ New UI replaces Workspace Advanced, Report Studio and Viewer into one integrated and graduated experience
- ◆ Legacy capabilities available if needed eg. Framework Manager, Metrics Studio

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Thank you