Infuse business intelligence across the enterprise

Fast, actionable insights drive smarter decisions and better business outcomes

To improve performance and gain a competitive edge, decision-makers must be able to solve problems and seize new opportunities quickly. They need agile, intuitive analytic solutions that allow them to respond to changing conditions. IT managers face different challenges. With tight budgets and limited resources, business intelligence (BI) solutions must place minimal demand on IT staff, with low maintenance and little downtime.

IBM® Cognos® Analytics offers guided, self-service capabilities designed to address these demands. The platform delivers a personal approach to analytics by empowering business users to solve individual or workgroup challenges on their own while providing IT with a proven solution that can be easily scaled as business needs grow.

Dramatically increase productivity for departmental and enterprise needs

Take advantage of smarter self-service

Line of business: As a business leader, you need answers quickly. You don't have time to wait for IT to deliver data to justify your decisions. Cognos Analytics offers a guided experience that helps you create or customize dashboards and reports in minutes. Smart search capabilities anticipate your intent and help you access trusted and personal data sources without assistance from IT.
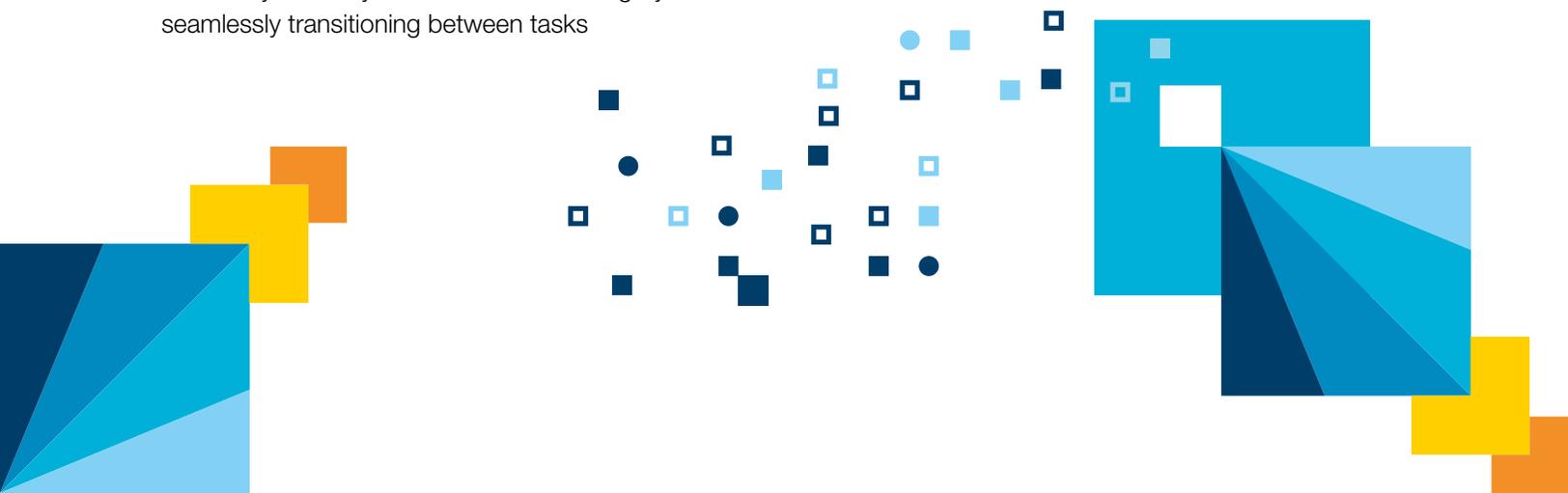
- Get answers when and where you need them with consistent web and mobile user experiences
- Capture and combine all types of data effortlessly with intent-based modeling
- Increase your analytic skills without training by seamlessly transitioning between tasks

IT: As an IT professional, you balance limited resources with the pace of analytic requests. You need the latest technology for managed analytics so the business can gain insights without compromising governance. Cognos Analytics redefines BI with self-service capabilities business users will embrace along with the control you expect.

- Ease IT burden with a completely web-based solution on-premises or on cloud
- Enable users to naturally progress along the spectrum of BI capabilities
- Offer a guided approach that interprets intent and elevates the user expertise

Make decisions with confidence

Line of business: You want assurance your data is trustworthy and protected—and you can't afford to waste time moving data around. Cognos Analytics offers a single environment spanning departmental and enterprise reporting that's designed to connect people and ideas.

- Be confident that your decisions are based on trusted data
- Uncover new insights with the flexibility to report from multiple data sources
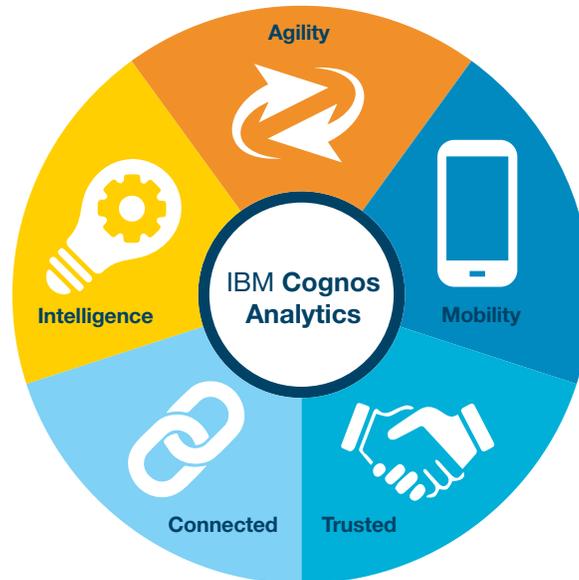- Gain insights from corporately sanctioned data

IT: You need a platform capable of satisfying all your BI needs—scalability, governance, security and performance. Cognos Analytics delivers unmatched depth and breadth of analytic capabilities in a solution that grows with you.

- Support the need for business users to interact with external or personal data
- Reduce your data modeling burden with direct access to data for the business and automated data model proposals
- Ensure data integrity with a proven platform and end-to-end accountability

Transform your business with pervasive analytics

Agility

Get answers when and where you need them

Built-in intelligence guides you to the right answers

Capture and combine all types of information

IBM **Cognos Analytics**

Intelligence

Mobility

Share knowledge across the organization

Trust that your data and content are protected

Connected

Trusted

Line of business: One tiny insight can have a significant business impact. Cognos Analytics points you to relevant content created by you or others, which you can augment to generate new insights to share.

- Be a catalyst to an analytics-based culture that connects people, ideas and data
- Instantly share findings and collaborate across teams to amplify value
- Expand your organization's collective intelligence by leveraging other people's content

IT: Easy access to and reuse of created content means fewer requests to IT. Cognos Analytics helps power decisions and actions that drive performance by operationalizing results.

- Scale the system as needed—without time-consuming and costly migration
- Improve productivity with the creation of smaller, more efficient data models
- Share knowledge across the organization while ensuring data integrity

IBM Cognos Analytics—the only platform your business needs