

IBM Cognos Analytics Direction Webinar

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Business Analytics, IBM Hybrid Cloud**

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Analytics Evolution



Generation One DESCRIPTIVE

Query, Reporting and Analysis
OLAP
Enterprise BI
Statement Reporting

Generation Two DIAGNOSTIC

Data Discovery
Self-service
Visualization

Generation Now BIAS BUSTING

Smart Data Discovery
Determine intent & anticipate
Storytelling
+ Modernized for skillset
Governed/ungoverned data

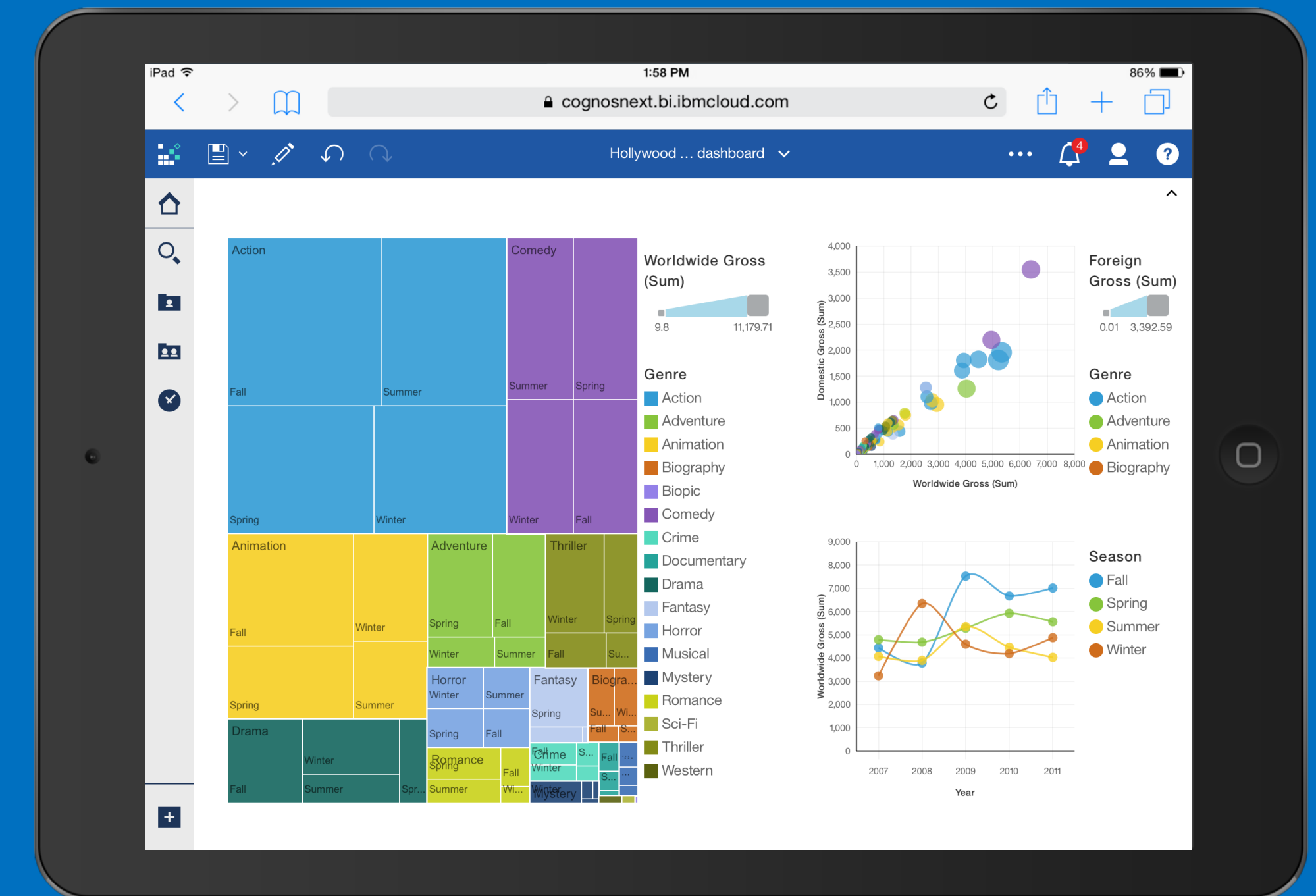
Reinvented Business Intelligence

- **Integrated solution** for managed reporting and business user self-service
- Designed for **ease of use** with a graduated user experience that enables analytic consumers to progress to access and model data, and create visual dashboards and stories on their own
- **Smarter self service** uses built in intelligence to guide data modeling and authoring based on intent
- **Proven governed solution** for performance, security and scalability

IBM Business Analytics



IBM Cognos
Analytics



INTUITIVE
WEB BASED
ON CLOUD OR ON PREMISES

Cognos Analytics Supports a spectrum of self-service capabilities



Business Users

90%

Casual users

(Executives, managers, front-line workers)

10%

Power users

Hired to analyze data



60%

Data consumers

“The irony of self-service analytics is that it requires standardization.”



30%

Data Explorers



8%

Data Analysts



2%

Data Scientists

*Source Eckerson Group 2017

*Static
reports*

*Interactive
reports*

*Personalized
reports*

*Dashboards &
Stories*

*Data modules & ad
hoc reports*

*Data model &
professional reports*

Business users progress from consuming to augmenting and creating (become a data explorer)

Governance

- Governance needs to apply to the data and the analytics
- More than technology – it's about people and process
- IT and Business need to agree on a set of business rules, policies and terms to guide governance

Three-quarters of companies
waste an average of

14% of revenue
due to bad data quality



< 10%

*of self-service business
intelligence initiatives will be
governed sufficiently to
prevent inconsistencies that
adversely affect the
business.*

-Gartner



Key types of governance



Data Governance

- Is about information availability, accuracy, findability and fluency
- Prepare business ready data for decision making
- Data quality, data integration, lineage, auditability, security, business glossary, MDM, are key elements
- Set up a Governance council to:
 - Ensure adherence to regulations such as GDPR
 - Set metrics for data and business outcomes

Analytics Governance

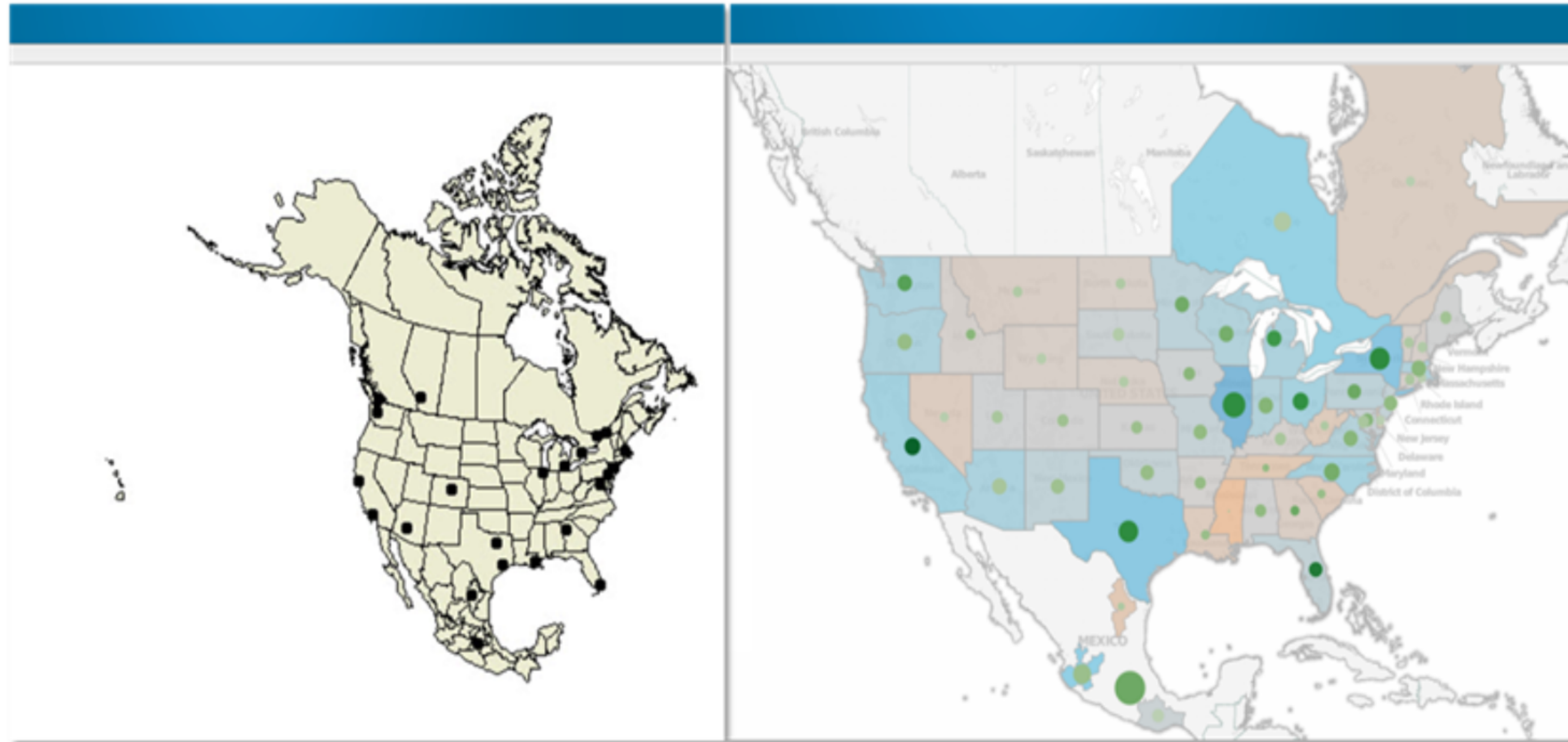
- Is about authorization - who can access what/when
- Manage Access Control Lists to apply rules to users and content
- Ability to audit who accessed content and when
- Enforce analytic governance policy, by providing ability to restrict capabilities
 - Who are you?
 - Who is allowed to upload data?
 - Who can share output?
 - What type of output can a user create?

This is what they would have you believe.

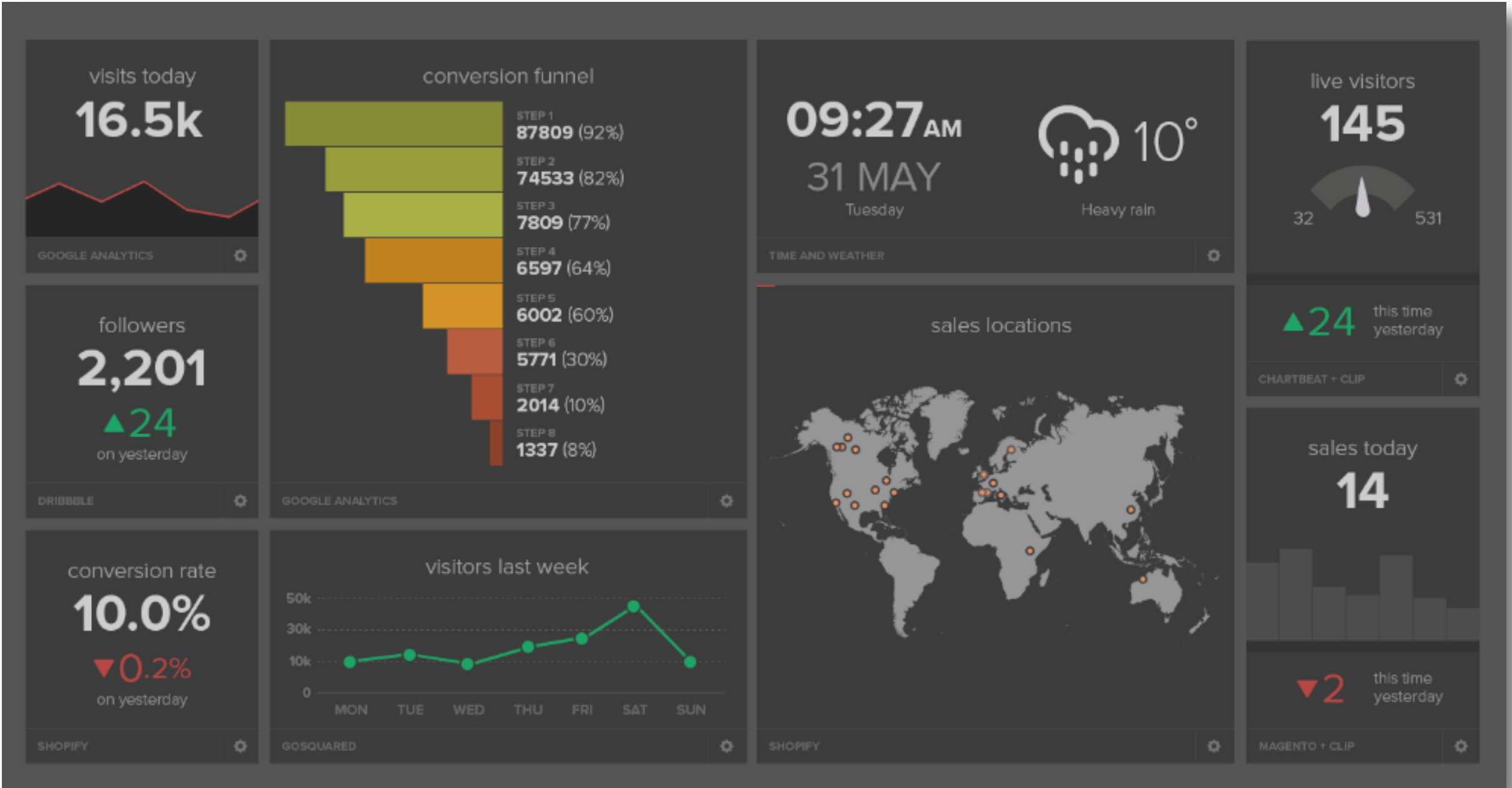
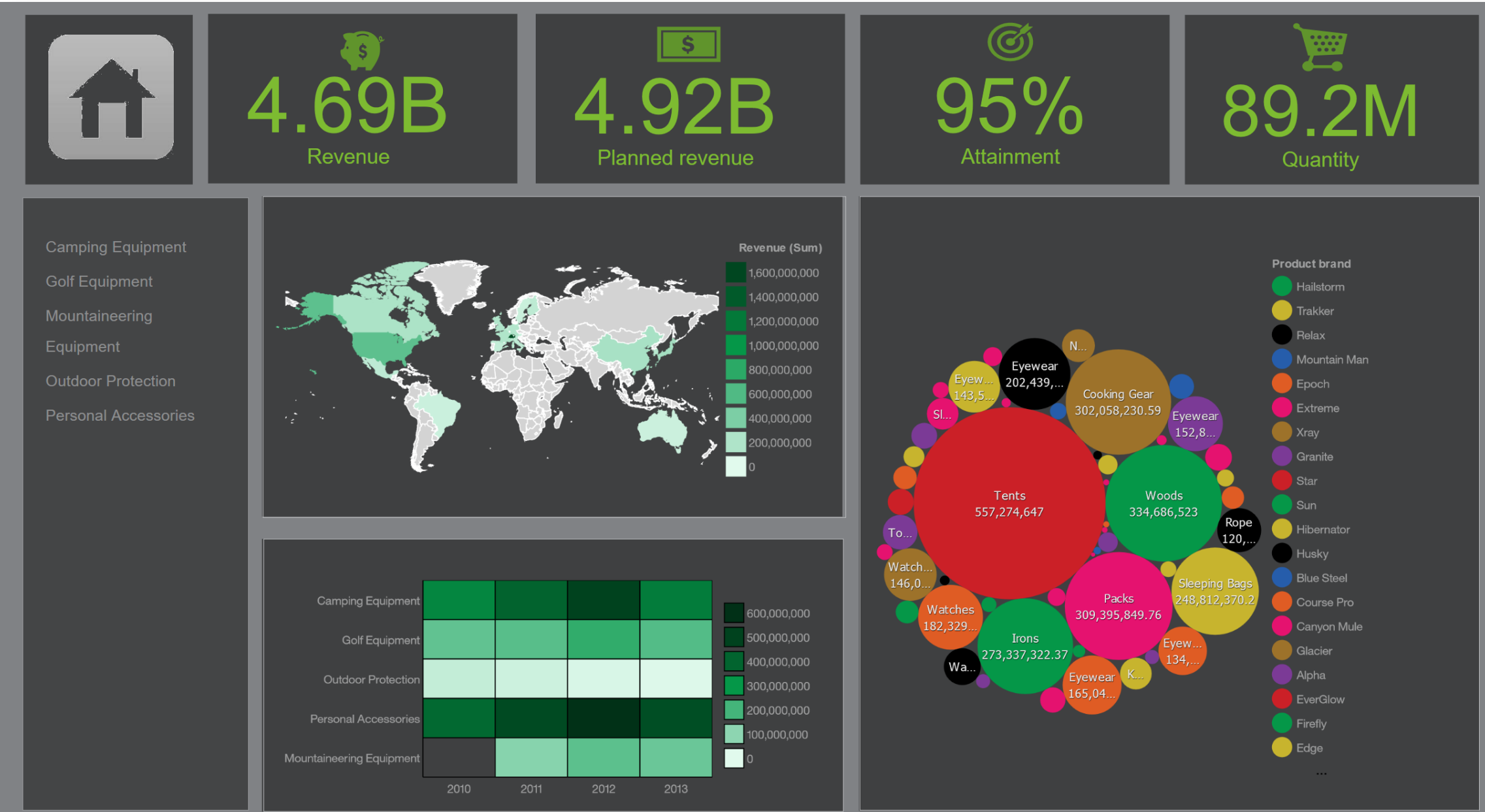


COGNOS®

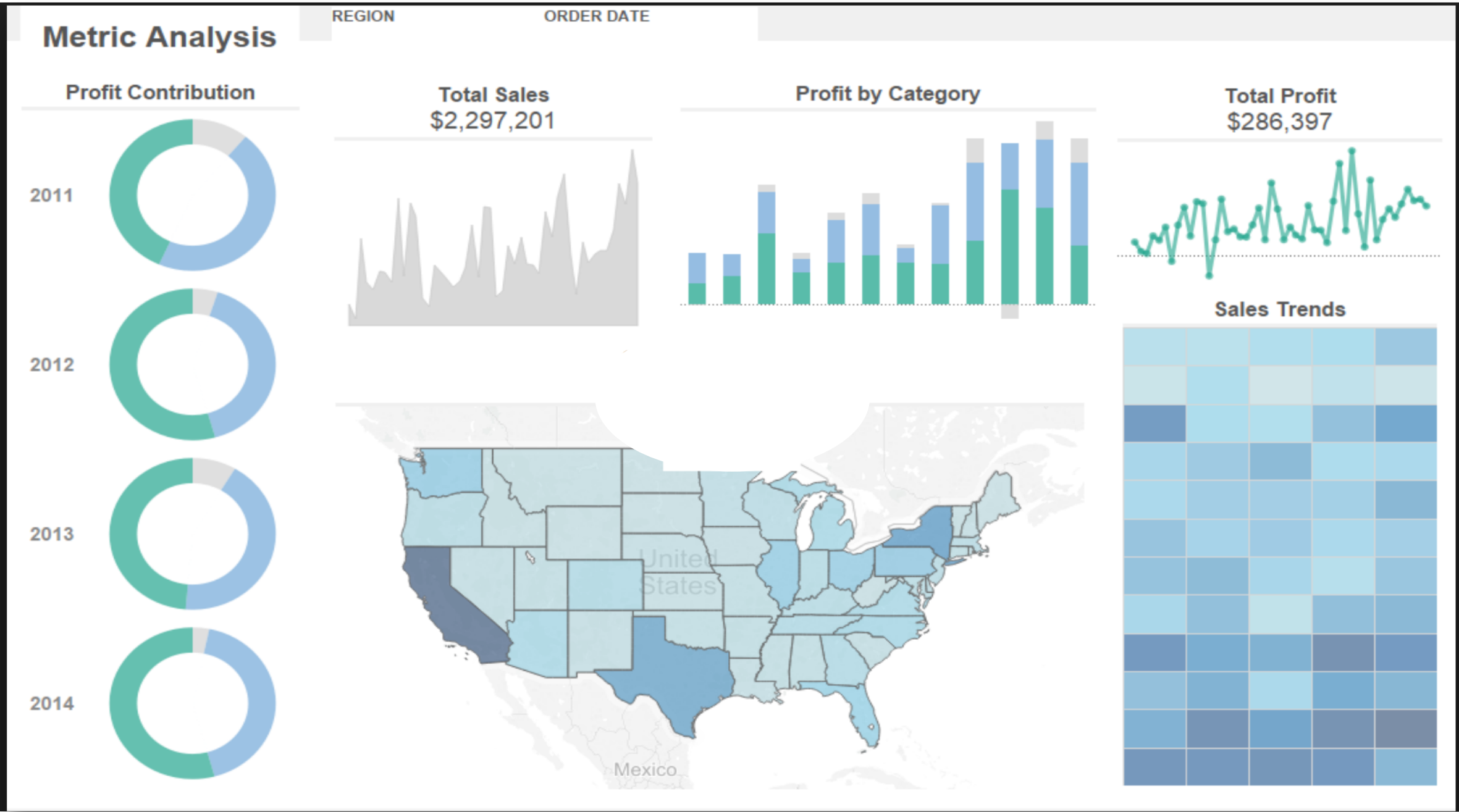
 **tableau®**
S O F T W A R E

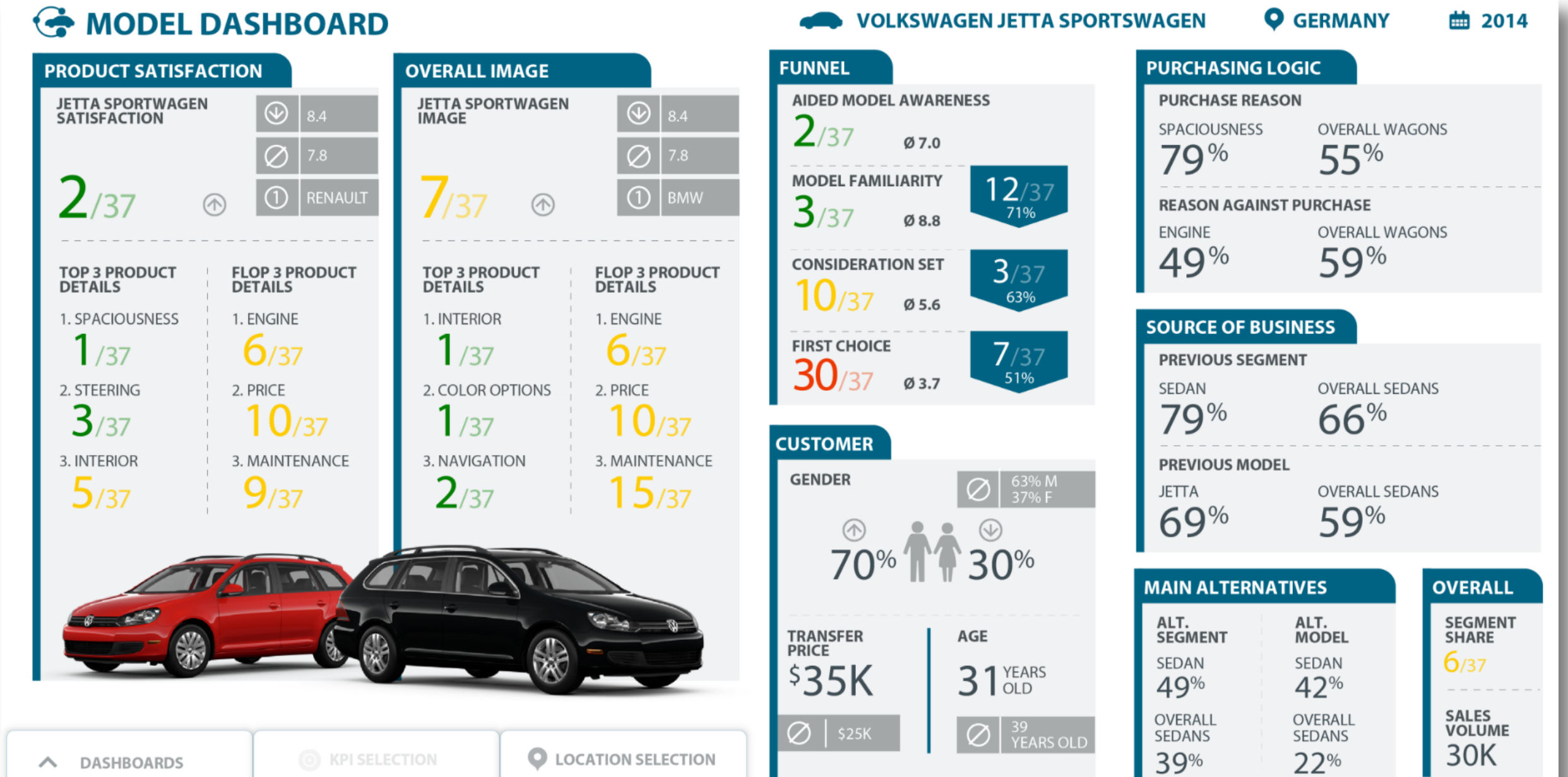


Which one is Cognos?



Which one is Cognos?





Business Analytics Leader in Barc Score

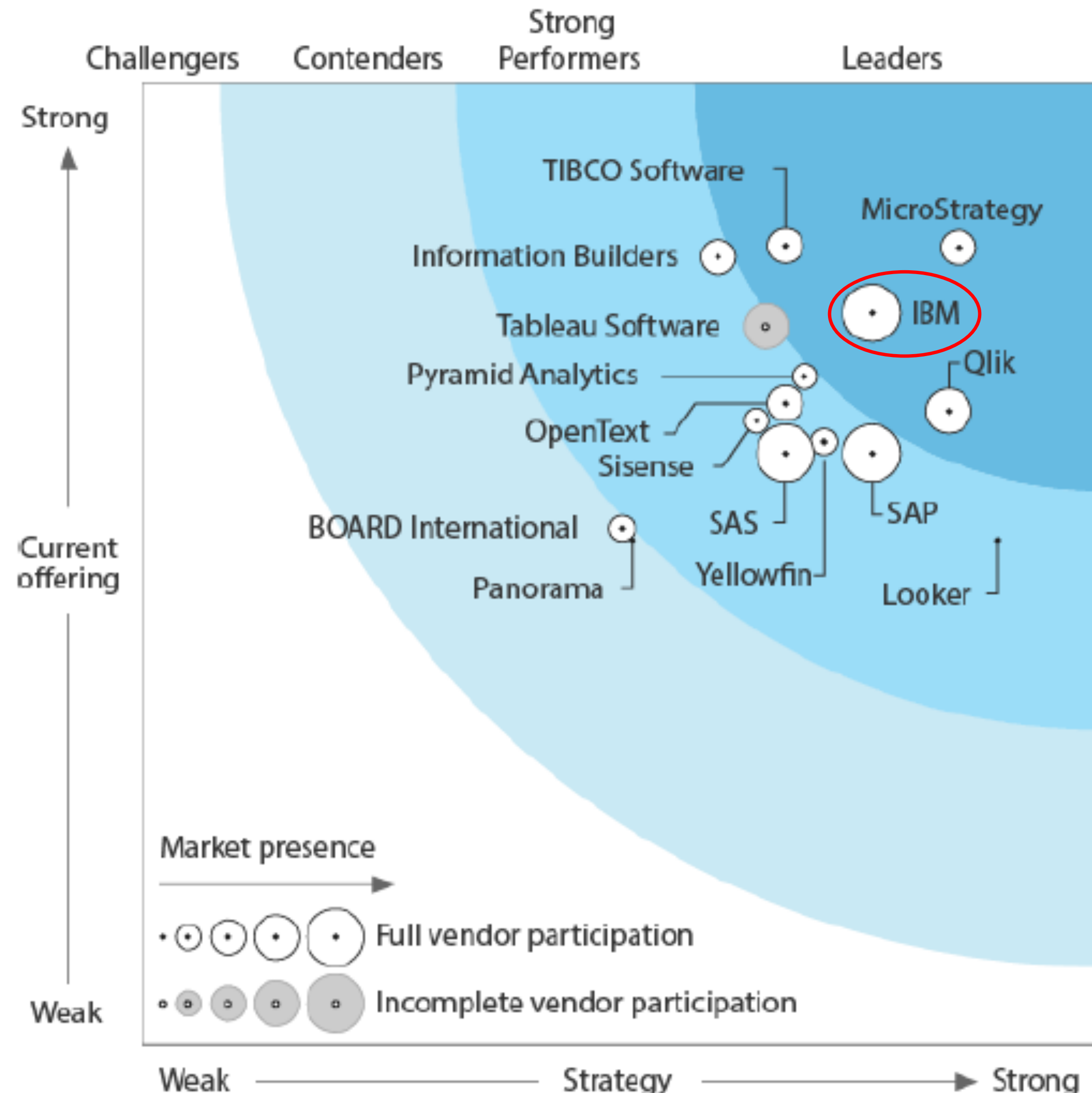
Enterprise and Analytics Platforms, Q3 '17

- “IBM offers a comprehensive portfolio of business intelligence and performance management solutions. For this BARC Score, we evaluated IBM Cognos Analytics, IBM Planning Analytics, IBM Watson Analytics, IBM SPSS and IBM Data Science Experience (DSX).
- IBM Cognos Analytics provides functionality for several categories of BI applications including dashboards, formatted reporting, ad hoc reporting and OLAP analysis in a web-based, integrated user experience. The product is typically used in larger scenarios supporting the needs of many concurrent users as well as large data volumes. With a continuous release development cycle, IBM continues to offer new business user data modeling, dashboarding and reporting functionality on a quarterly basis. Geospatial capabilities have been strengthened with the embedding of new mapping functionality through partnerships with Mapbox and Pitney Bowes.”



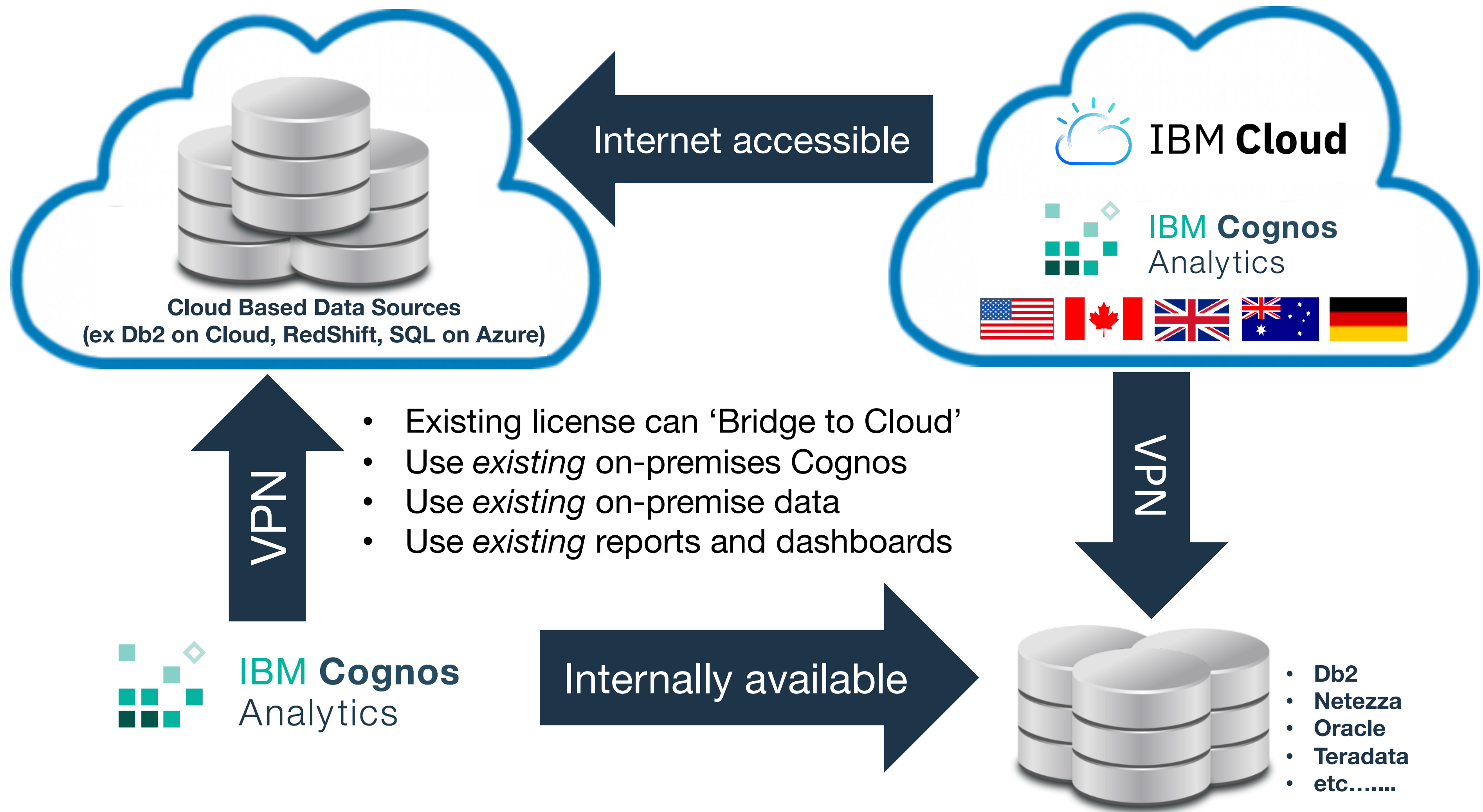
IBM is a Leader in the Forrester Wave™:

Enterprise BI Platforms With Majority On-Premises Deployments, Q3 '17



- IBM offers a broad and comprehensive BI platform with a touch of AI.
- Client references gave IBM high scores for quick time-to-value, scalability, stability, security, cloud/hybrid architecture, extensibility, and frequency of upgrades

Flexible Deployment Options



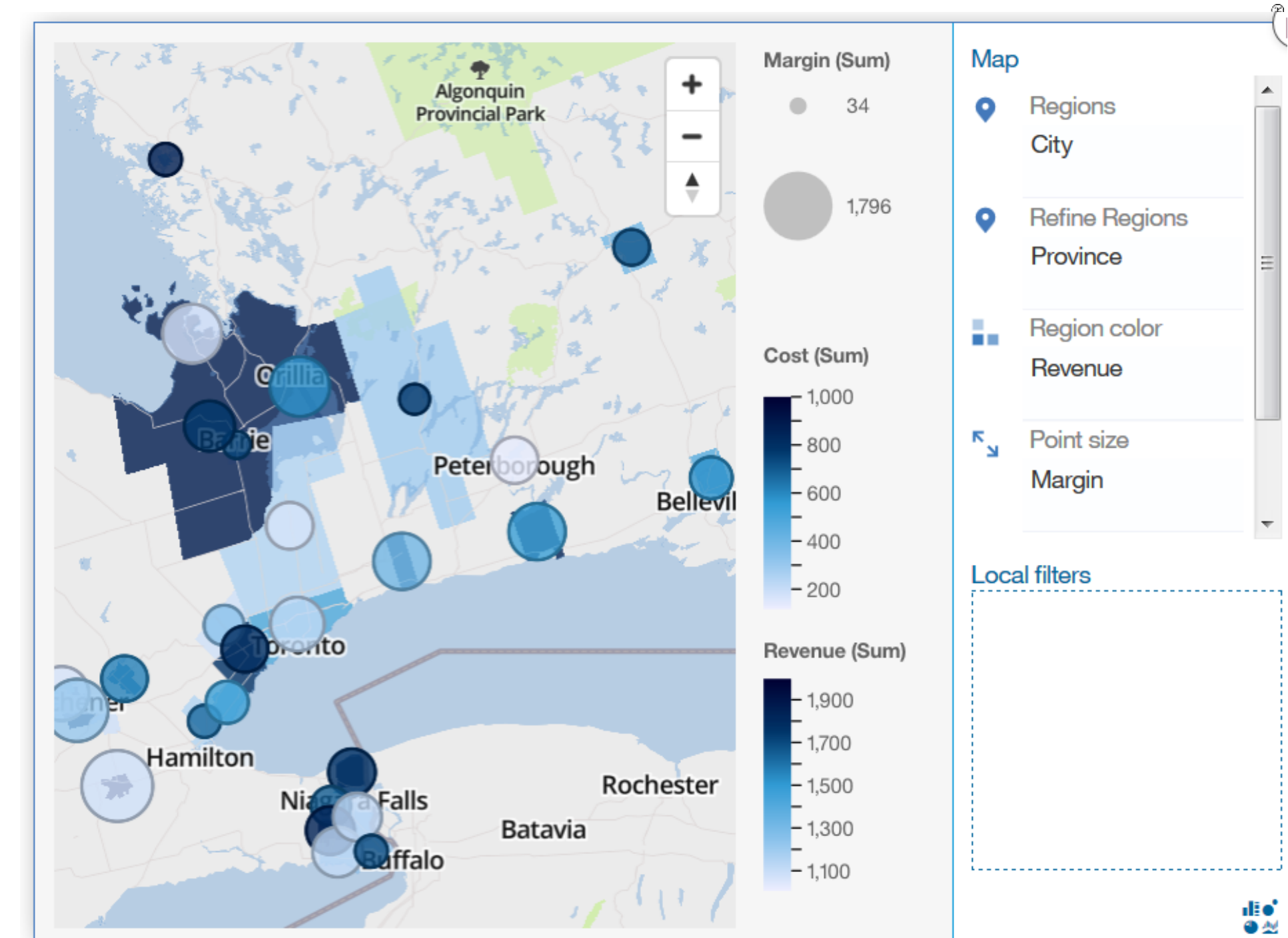
 **IBM Cognos**
Analytics

- Existing license can 'Bridge to Cloud'
- Use *existing* on-premises Cognos
- Use *existing* on-premise data
- Use *existing* reports and dashboards

- Db2
- Netezza
- Oracle
- Teradata
- etc.....

Cognos Analytics Release Re-cap

- Rapid delivery for on-premises and on the Cloud
- 10 updates (enhancements and fixes) in last 2 years
- Releases install on top, can skip releases
- Highlights include
 - New Visualizations
 - Mapping and best in class polygons
 - Storytelling and Infographics
 - Ease of use enhancements (navigation groups, gestures)
 - Interactive Modeling (Data Shaping)
 - Embedding, sharing, theming and extensibility
 - OLAP and relational packages in dashboards
 - Reports can leverage more than one package
 - New data sources



Release Highlights - R8

Make the old new

- Default run action per report
- Monitor my schedules and activities
- Dashboards & Modules ambiguous data source connections & sign-ons
- Add the ability to save and output a report as XML format
- Dashboard auditing

See things clearly with Visualization Enhancements

- Latitude/Longitude support in reporting

Communicate Findings through Storytelling

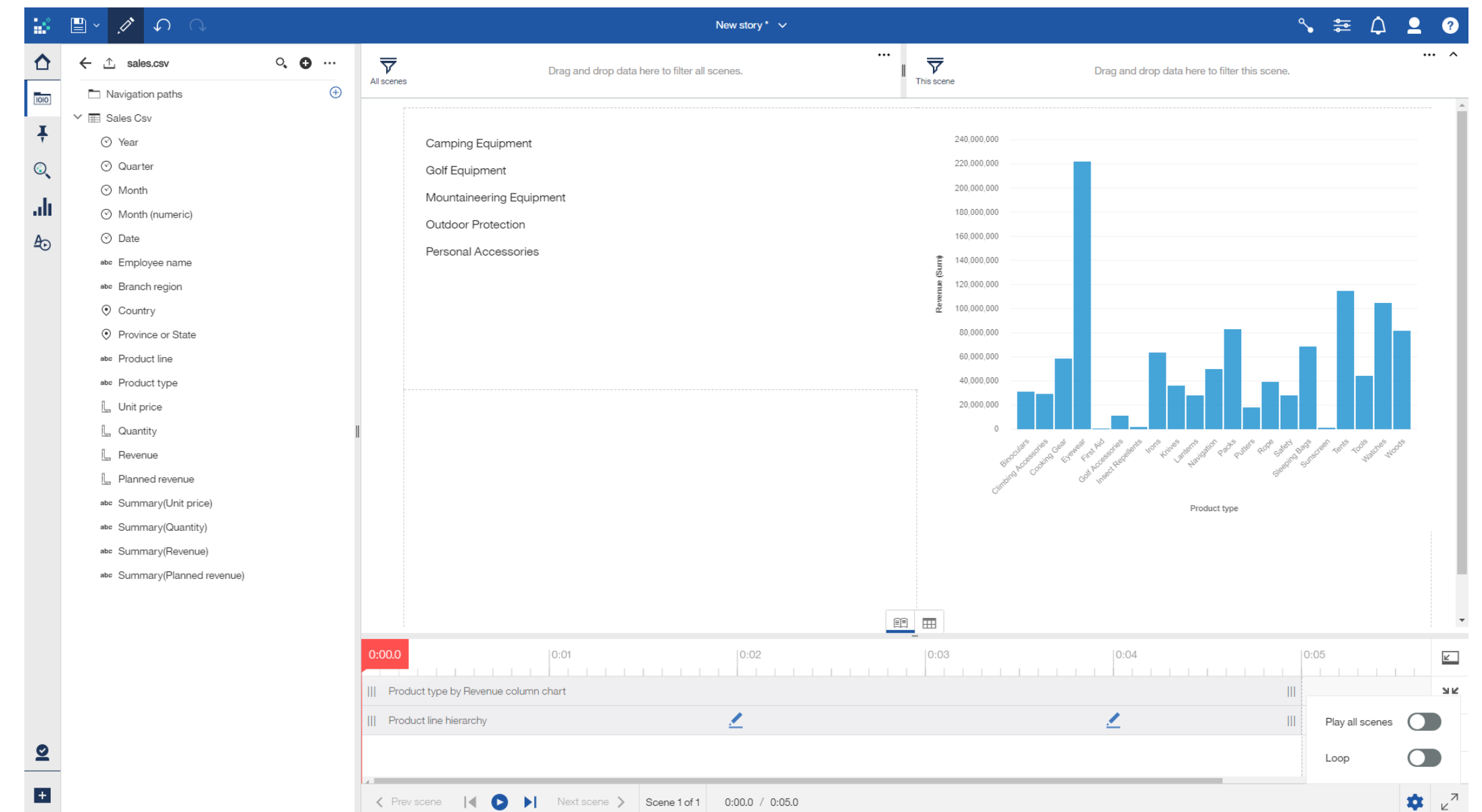
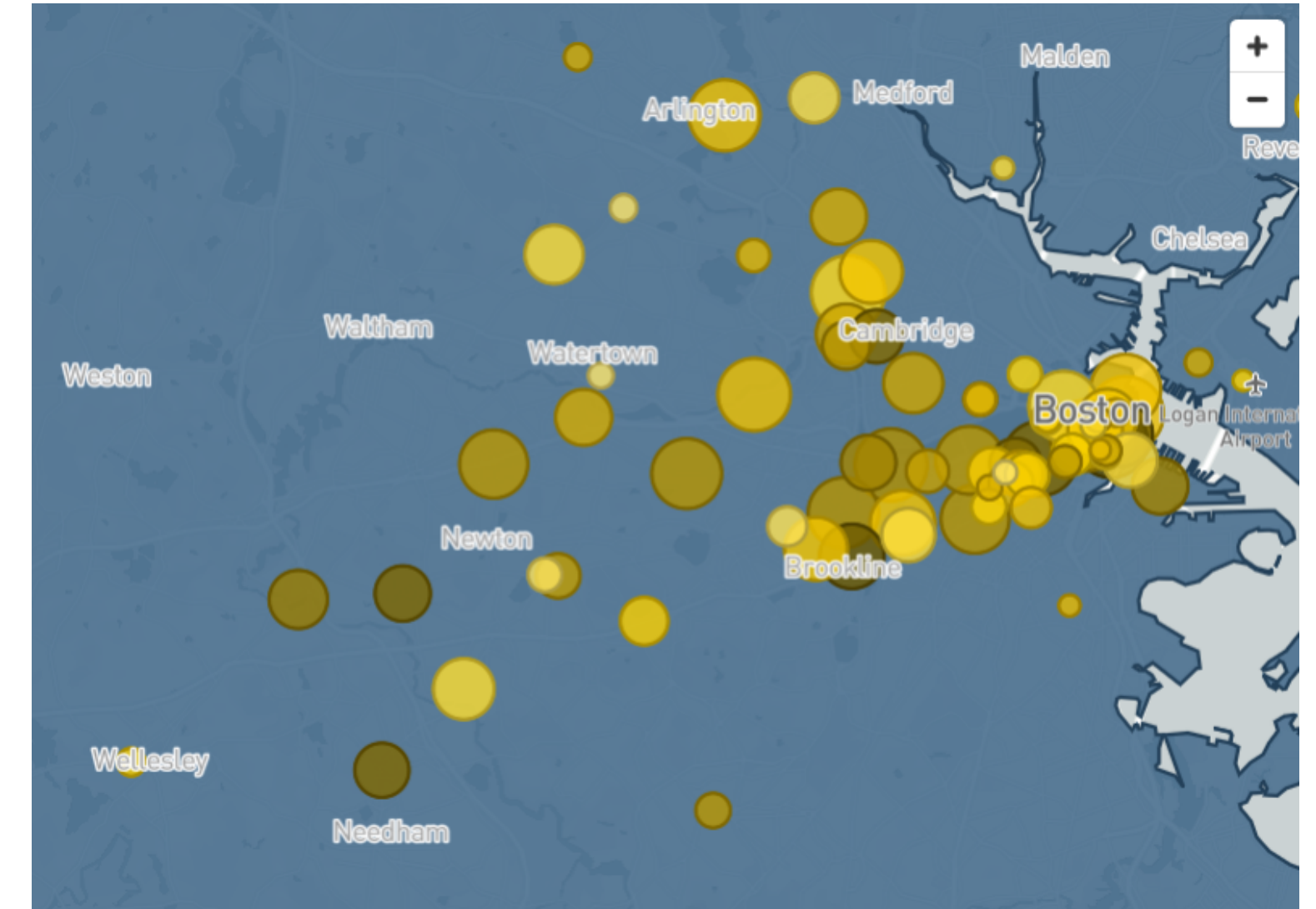
- Apply selection highlights on timeline
- Kiosk Mode for Storytelling – Play through & Loop

Easier & easier to use

- Design mode in Data Set editor

Make it your own

- Image library



Release Highlights – R9

Make the old new

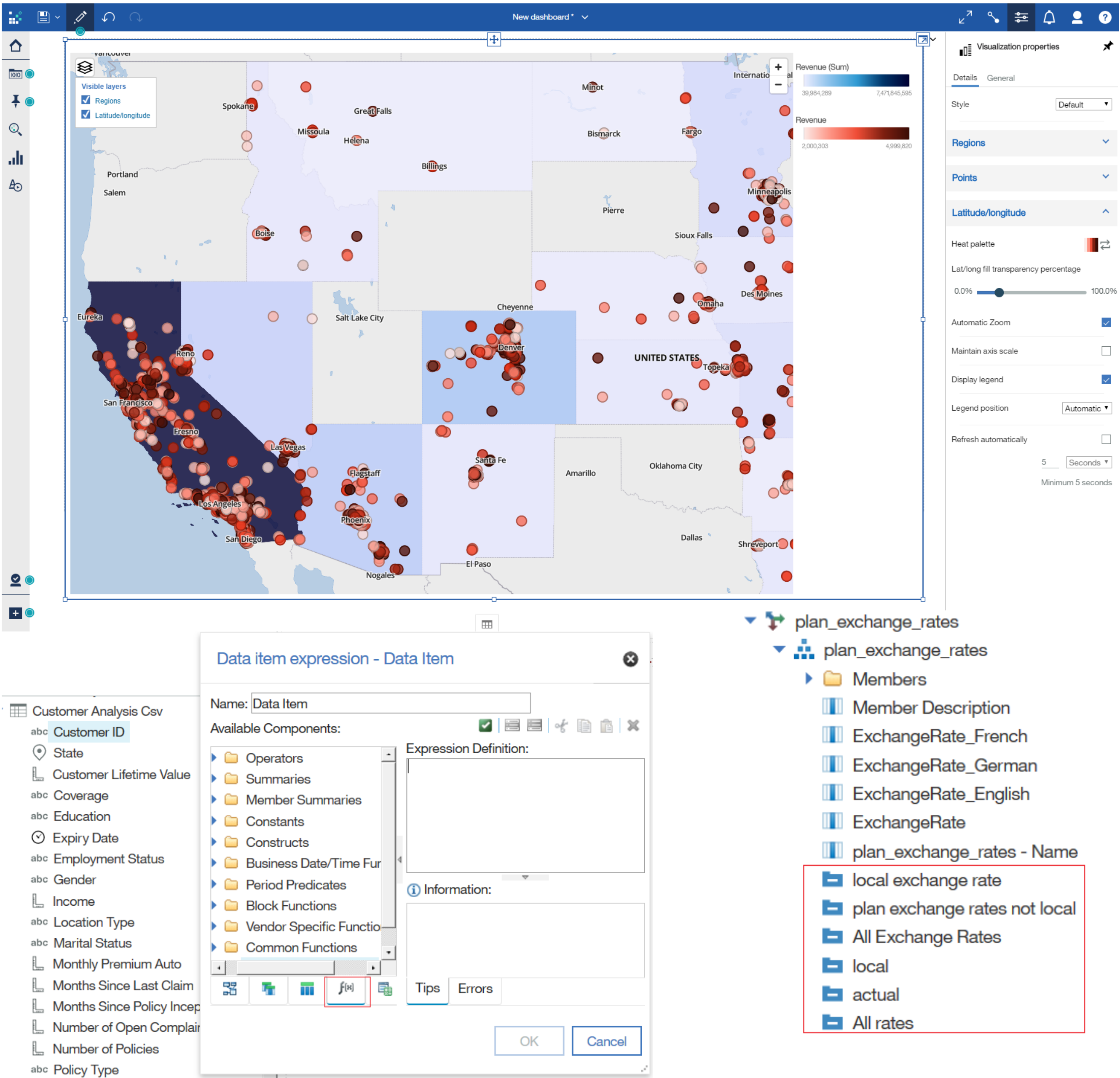
- Planning Analytics Subsets support in Dashboards and Reports
- IBM HTTP Server 9 support
- Cognos for Microsoft Office 11.0.0

Easier & easier to use

- Full screen mode in dashboard

See things clearly with Visualization Enhancements

- Latitude/Longitude support in Dashboards
- Updated polygons



Release Highlights – R10

Drill through to report

- Drill through from dashboard to report

Export dashboard to PDF

- Supports multi-tab dashboards
- Portrait and Landscape

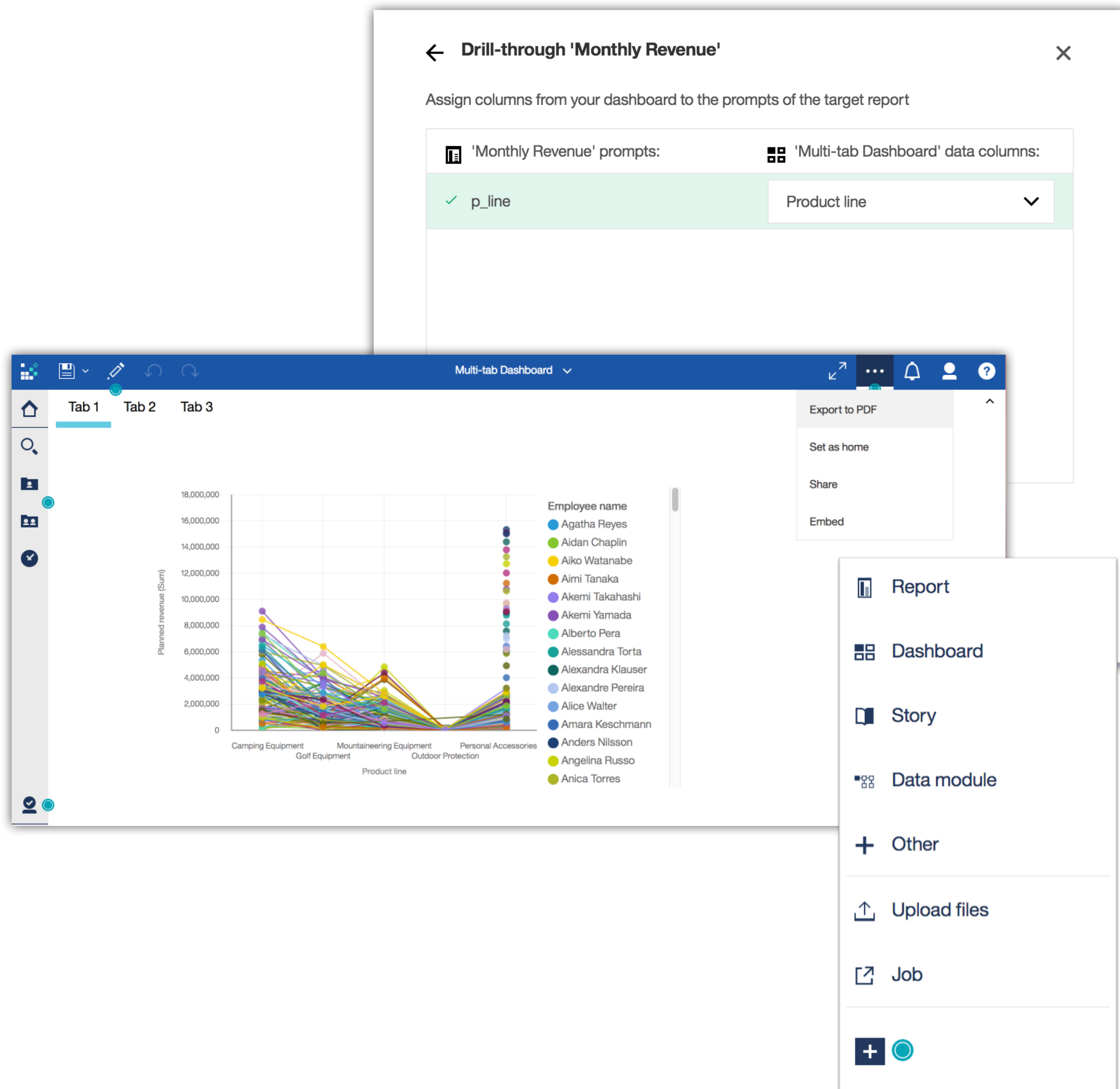
Access to Job option

- No longer need access to Manage to create jobs
- Available to all users under New menu

OIDC Trusted Signon Provider

Improvements to auto-zoom for mapping

- More accurate and fluid



Release Highlights – R11

Portal Pages

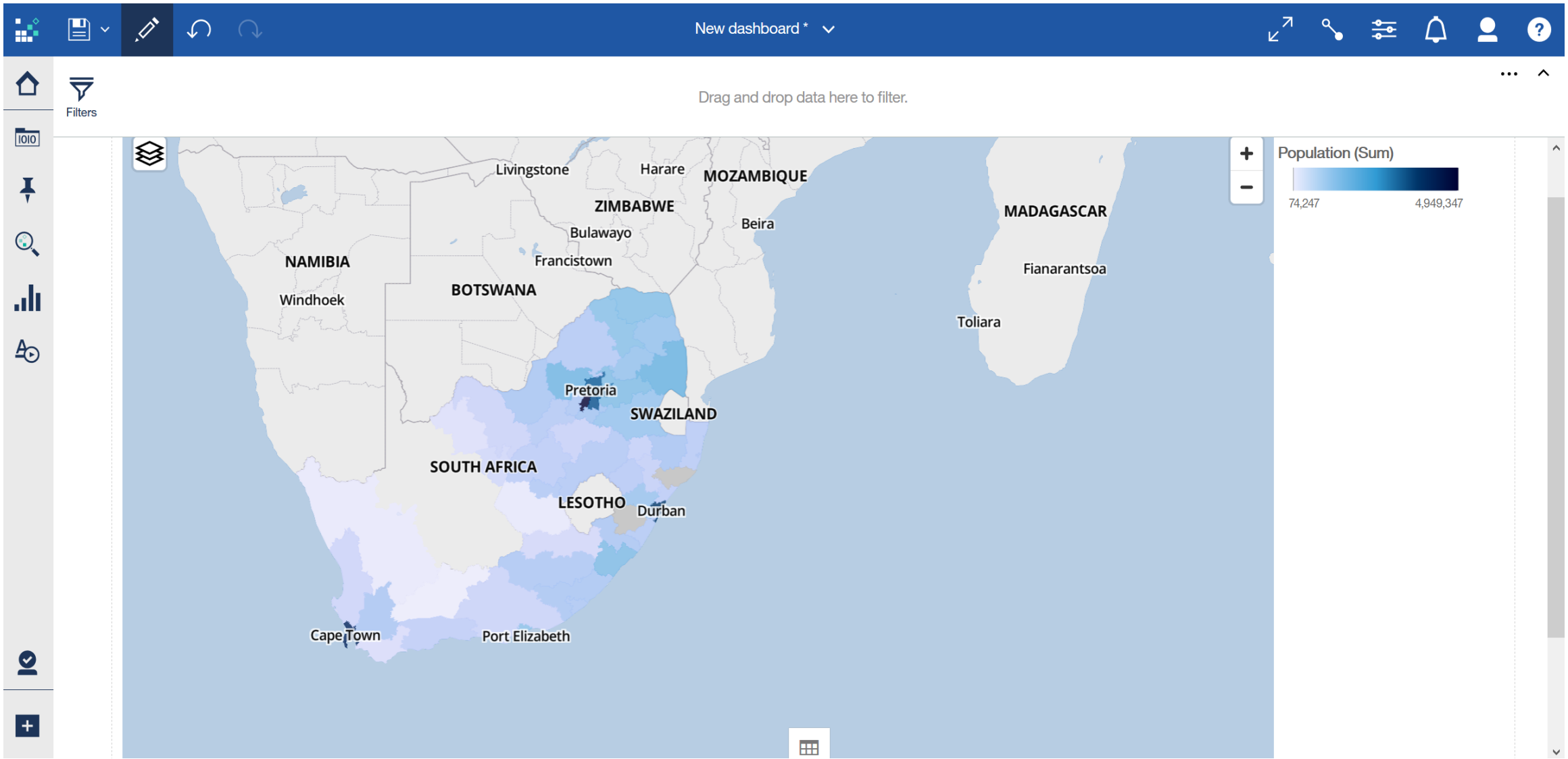
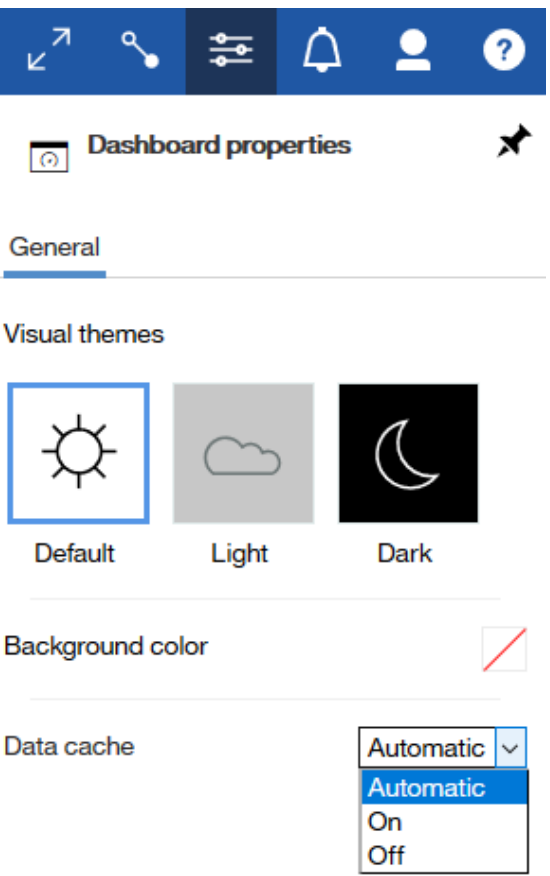
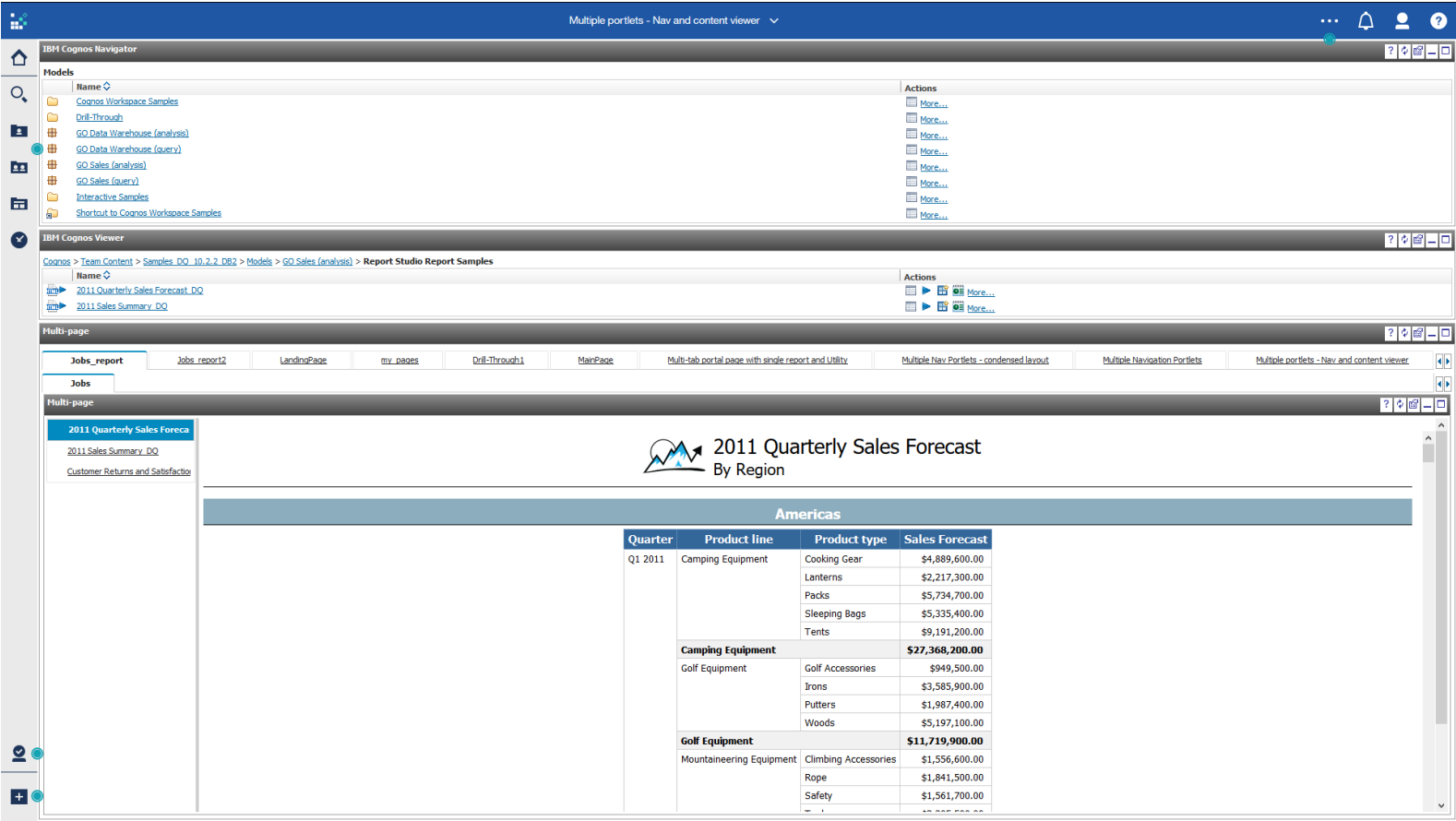
- Now displayed within the glass

Custom Polygons

- Ability to define your own regions for use with Maps in reports and dashboards

Improved Dashboard performance

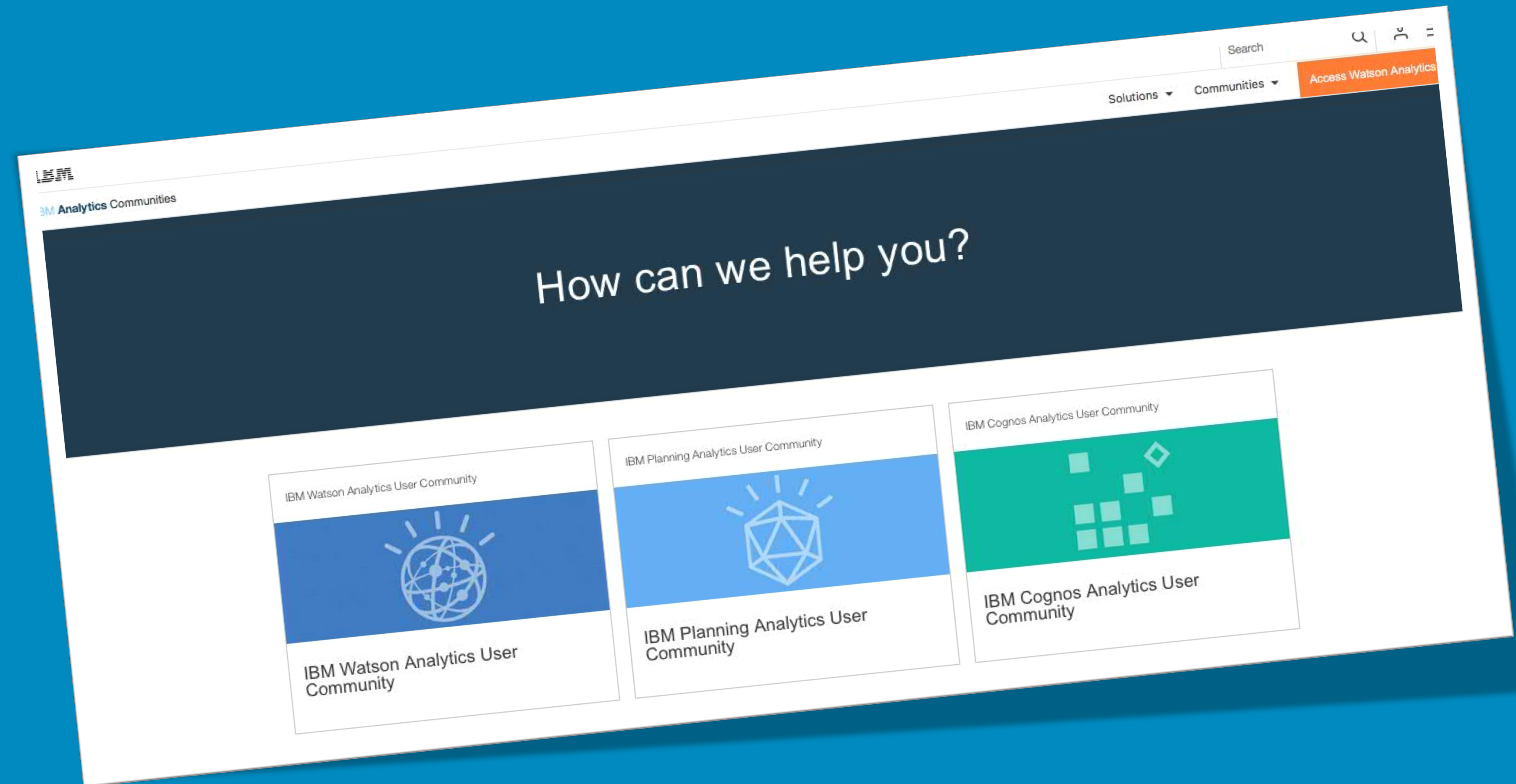
- Option to allow data caching



Building Community | Always-on



- How-to Videos
- Expert Blogs
- Discussion Forums
- Self-service Support



<https://www.ibm.com/communities/analytics/>

Questions & Answers

1. Will you offer to Expand and Collapse without javascript into Lists or Crosstabs

This is currently on our backlog. It will be a priority for us for early next year.

2. Will you offer Cascading Multi Prompts without Report Refresh until you push a Submit/Finish button

This is something we are currently envisioning. However, it won't be delivered until next year.

3. Can these new reports be used on Ipads?

Yes, we support mobile device consumption.

4. With all these new changes, will it cause issues with current V11 Reports?

We do not anticipate any report upgrade issues.

Upcoming Events

Data Governance: Happy Hour Session

Tuesday, June 19th 2018 | Stratus Restaurant | Toronto

Join as we explore how to make business data simple and accessible through Data Governance.



The Modern Analytics
Architecture



The Metadata Foundation
to Successful Data
Governance



Practical Guidance, Best-
Practices, and Success
Stories

[REGISTER HERE](#)

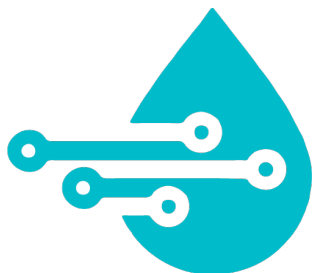
Upcoming Analytics Training

GUARANTEED-TO-RUN	DATE	COURSE CODE	TITLE	FORMAT
Yes	June 4 - 8	B6052G	IBM Cognos Framework Manager: Design Metadata Models	Regina
Yes	June 18 - 19	B6061G	IBM Cognos Analytics: Author Reports with Multidimensional Data	Ottawa
Yes	June 28 - 29	B6059G	IBM Cognos Analytics: Author Reports Advanced	Markham/Instructor-Led-Online
Yes	June 25	N0PF0	IBM Planning Analytics/Cognos TM1 Fundamentals	Markham/Instructor-Led-Online
Yes	July 16 - 17	B6063G	IBM Cognos Cube Designer: Design Dynamic Cubes	Markham/Instructor-Led-Online

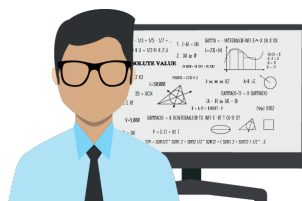
Analytics Bootcamps

LEARN MORE

DIP INTO A
DATA LAKE



DATA SCIENCE
NOT FOR
DUMMIES



YOUR FIRST
CRYSTAL BALL



TRY AN API



WILL IT BLEND?



THE MACHINES
ARE LEARNING

THANK YOU

