Software for analysis

IBM®

Highlights

- Satisfying the spectrum of user needs with simple to advanced analysis

- Getting the right people engaged in the decision-making process

- Delivering analysis where and when it is needed

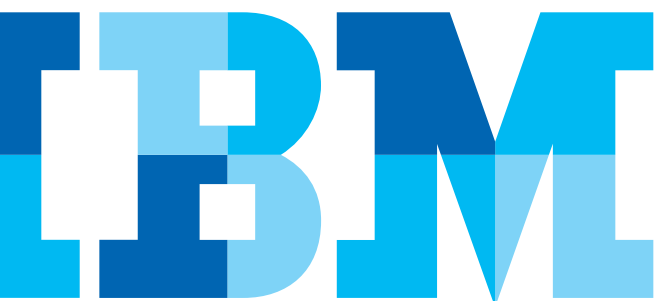# Analysis for everyone

Overview

A changing world means your company must make faster, smarter decisions. As a result, your company has a wide range of analysis requirements—from general business consumers to departmental leads to specialist analysts. Your business users want to be able to analyze data for themselves to drive better, smarter business decisions without waiting for IT to deliver the requested information.

IBM business analytics software enables every kind of user to outperform by providing a full range of analysis capabilities:

- **Executives** can explore a timely and reliable view of their business and take action to drive better business outcomes and decision-making.
- **Business managers** have a single, reliable view of information at their fingertips that can help them focus on issues that need attention and action.
- **Business analysts** can effectively conduct in-depth analysis and share results easily with broader business communities.
- **IT professionals** can effectively apply their knowledge, expertise and investment in corporate data to advance the business, rather than having to manage a backlog of requests for information.

By embracing IBM Cognos® Analysis software, your organization can:

- View, assemble and analyze all the information required to make smarter decisions.
- Assess your immediate business situation with more advanced, predictive or what-if analysis.
- Engage the right teams and minds from across your enterprise for more inclusive and holistic decision-making and analysis.
- Deliver analysis results to the processes and people at the front line of your business.

IBM Cognos 10: Intelligence Unleashed
Smarter Decisions. Better Results

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

Cognos 10 enables organizations to outperform by providing:

- **Analytics** that everyone can use in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight** everywhere in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

Delivering analysis when and where it's needed

Different analysis tools, information silos, multiple platforms and excessive reliance on spreadsheets create analysis challenges for organizations:

- No on-demand access to data, information and context in real-time
- Complex, disconnected and inefficient analysis processes
- Limited connectivity and barriers to accessing corporate information.

As a result, executives cannot explore a timely and reliable view of business performance. Business managers invest excessive time and resources in the processes of searching and reviewing multiple views of data instead of making decisions and taking actions based on accurate information. Business analysts end up using multiple tools for in-depth analysis and struggle to share

results with broader business communities. IT professionals cannot use their knowledge, expertise and investment in corporate data because they are dealing with a growing backlog of requests for information.

Cognos Analysis software provides analysis capabilities that address these challenges while meeting the needs of all users. Business users can easily and intuitively explore information to drive better, smarter business decisions without relying on specialist expertise. Business analysts can dig deeper, conducting in-depth analysis and quickly share results easily to the broader business communities.

View, assemble and analyze all the information required to make smarter decisions

Cognos Analysis software offers custom workspaces so that users have visibility and access to all the information they need and at all angles and perspectives to drive informed decisions. For example, with Cognos solutions, users can merge corporate reporting data with information in spreadsheets, third party or departmental applications. Individuals can discover unknown insights using their own trains of thought, by drilling and "slicing and dicing." Everyone in your organization can directly harness external information sources to provide additional perspectives and context.

Solutions
IBM Cognos Business Insight
IBM Cognos Business Insight is a unified workspace that provides an "at a glance" view of your business, including strategic performance information in scorecards. Using Cognos Business Insight, you can:

- Build on another person's insights or create your own from scratch.
- Find relevant content easily.
- Discover unknown insights by following your own train of thought.
- Arrange and personalize from your perspective.
- See all time horizons in a single view for a more complete picture.
- Personalize your data content quickly and intuitively.

When you are ready to expand on the capabilities offered by Cognos Business Insight, you can seamlessly transition to the deeper analysis capabilities of Cognos Business Insight Advanced. Using Cognos Business Insight Advanced, you can:
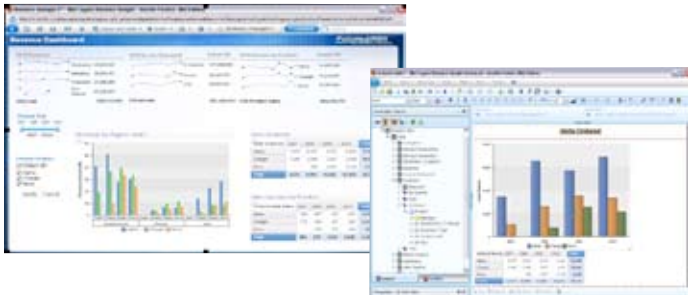
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Figure 1. Drill with Cognos Business Insight and slice and dice with Cognos Business Insight Advanced

- Interactively explore information regardless of where the data is stored.
- Perform complex analysis tasks quickly and easily to get to the "why" behind an event or action to improve business performance.
- Explore large complex data sets using drag-and-drop techniques.
- Drill down through increasing levels of detail and view data by different dimensions, such as sales per region or by product.
- View and analyze graphic representations of data relationships and change displays easily to gain greater insight into trends, causes and effects.
- Integrate external data into your Cognos environment.
- Analyze and report on trends in organizational performance.

Augmentation of corporate information with external data
IBM Cognos Analysis software includes a capability that augments corporate information with external data capability and merges your external data with dimensional and relational sources without the need for IT intervention. Using this capability, you can:

- Incorporate spreadsheet data or data from disconnected departmental systems into your existing Cognos environment for rapid reporting and ad-hoc analysis.
- Take advantage of "self-service" reporting that uses enterprise data enhanced with on-demand external data.
- Query or merge external data without IT intervention, complex modeling or cube building.
- Pool personal sources with other interested users without affecting enterprise data sources.

IBM Cognos Analysis for Microsoft Excel
IBM Cognos Analysis for Microsoft® Excel® can apply the complete spectrum of Excel capabilities to your secure BI data to avoid multiple versions of the truth, data entry errors and security issues. Using Cognos Analysis for Microsoft Excel you can:

- Explore and analyze trusted and secure BI data in a familiar spreadsheet format.
- Develop high frequency and high priority use cases for exploration mode using sanctioned corporate data.
- Easily share results by promoting Cognos Analysis for Microsoft Excel reports, including new column and row calculations, to standard Cognos reports and dashboards.

Automatic access to data
Cognos Analysis software makes it possible for you to access SAP® Business Information Warehouse data rapidly without waiting for IT to model and publish the information. It automatically creates packages so you can:

- Gain direct and timely access to the SAP information you need for analysis.
- Get predictable, consistent results from all your data sources.
- Combine data from SAP Business Information Warehouse with any other data source without migrating data or relying on custom programs.

Assess your immediate business situation with more advanced, predictive or what-if analysis

Cognos Analysis software includes sophisticated Cognos and SPSS tools that help you drill-down and filter real-time data and incorporate analysis of a broader range of alternative scenarios to build "what-if" projections. You can create any number of personalized scenarios on an integrated data set and send them out to individuals or teams for their responses. Our statistics tool makes it easy to incorporate and share statistical analysis to support business decisions with additional insight and validation. With our modeling software, you can develop factual context using reliable trends and patterns that can help you predict future events and act on those insights for better business outcomes.

Solutions
IBM Cognos Statistics
Powered by the IBM SPSS Statistics engine, IBM Cognos Statistics incorporates statistical results with core business reporting, reducing the time it takes to analyze data and prepare business presentations based on that analysis. Cognos Statistics also helps you ensure that the statistical evidence that backs key business decisions is accurate and can be delivered easily to broader business communities in dashboards and reports. Using Cognos Statistics, you can:

- Develop and distribute reports that include statistical evidence that validates the business information used by consumers to drive key business decisions.
- Gain deeper insight into the shape and distribution of corporate data to learn more about your customers.

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- Improve processes by determining when data is falling outside specific guidelines or fault levels to help improve processes.
- Support hypotheses by testing and analyzing your data.

Figure 2. View statistics and add them to your reports with Cognos Statistics

IBM SPSS Modeler integration

IBM SPSS Modeler seamlessly integrates with IBM Cognos Business Intelligence to put the power of predictive analytics in the hands of business users while providing analysts with the high-performance capabilities that can help them increase productivity. As a result of this seamless integration, you can:

- Develop factual context using reliable trends, patterns and predictions.
- Integrate predictive analytics as a core activity for driving business decisions, uncovering key insights in your corporate data.
- Easily distribute the results of your predictive analysis to broad user communities by publishing into the Cognos Business Intelligence environment.
- Quickly discover patterns and trends in structured numerical data to model outcomes and optimize business decisions.

What-if analysis powered by IBM Cognos TM1

With IBM Cognos TM1®, you can rapidly analyze and model planning requirements for your entire organization and use them to anticipate the correct course of action for better business outcomes. Cognos TM1 blends advanced personalization, adapted to each contributor's particular preferences, with what-if analysis. As a result, you can:

- Develop scenarios on-the-fly and share them with others for greater collaboration.
- Experience the exceptionally fast performance for complex calculations and sophisticated scenarios provided by a patented, in-memory OLAP engine.
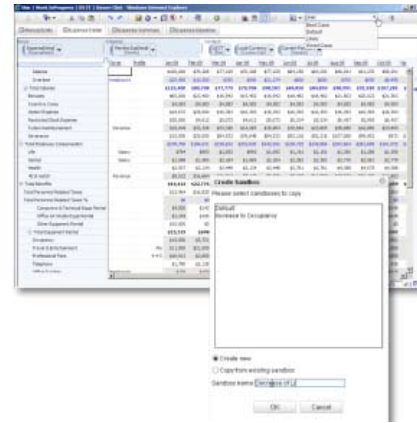- Create personal scenarios that support an unlimited number of ad-hoc alternatives.

- Drill-through to transaction systems to confirm your assumptions.

Figure 3. Develop scenarios and share them with what if analysis with Cognos TM1

Ad-hoc analysis of real-time information

Cognos Analysis software provides a real-time view of up-to-the-second relevant information for ad-hoc analysis and problem identification. With this capability, you can:

- Instantly view the information you need to monitor your business and make daily or hourly decisions.
- Set up alerts that are sent to the people who need them, no matter where they are located.
- Determine the root cause of an issue.
- Drill down and filter information so you have exactly what you need.
- Analyze trends and patterns.

Engage the right teams and minds from across your enterprise for more inclusive and holistic decision-making and analysis

Cognos Analysis software supports operational and strategic decision-making cycles. All of your departments and lines of business can work together to align business structures and create a common, sanctioned version of information for your organization. With a Cognos solution that supports high levels of participation from all parts of your enterprise, you can engage the right minds in key decision-making activities. You can collect input from systems and staff from all divisions and locations consistently and automatically and quickly assemble and deploy detailed analysis for your enterprise. Cognos Analysis software makes it easy to move data into environments for decision-making and offer self-service access to data for ad-hoc, off-cycle data requests.

Solutions

IBM Cognos Business Viewpoint

IBM Cognos Business Viewpoint aligns your information with that of other users, effectively restructuring your information to reflect your business better, decreasing the time for analyzing and reporting on current and accurate information and providing a common sanctioned version for your entire organization. Using Cognos Business Viewpoint, you can:

- Work with others from all over your organization to develop timely updates of constantly changing information.
- Provide input to and approve restructured information.
- Reorganize and contribute business information at the speed your business demands.

Managed contribution powered by Cognos TM1

Cognos TM1 facilitates managed contribution with an easy-to-use interface that can handle high numbers of participants in an enterprise-wide analytical process. It supplies an intuitive and structured environment where managed workflow is blended with analysis so you have a wider and deeper view with increased accuracy when planning business activities. Using managed contribution, you can:

- Create personalized hierarchies and dimensions.
- Create views of information that suit your own business needs.
- Drill, sort, link and chart data.
- Make changes on the fly for up-to-the minute analysis.

Deliver analysis results to the processes and people at the front line of your business

Your employees in the field and growing ranks of mobile workers and business partners who are not connected to your intranet need information and analytics to make quick decisions and take appropriate actions. To foster understanding and engagement, Cognos Analysis software includes Cognos and SPSS solutions that work on mobile devices. The software integrates analysis with your office and productivity applications to ensure that all users have access to analysis results—in whatever form they need. Users can even slice, dice and interact with information when they are not connected to your business intelligence infrastructure so that your key decision makers have insight into business information regardless of where they are.

Solutions

IBM Cognos Active Report

IBM Cognos Active Report enables users to interact with reports while not connected to business intelligence infrastructure. This extends the reach of business intelligence and analytics to a broad audience of consumers so they can use interactive reports to uncover new insights and opportunities. Using Cognos Active Report, you can:

- Provide employees in the field with the right information to make quick decisions and actions.
- Drive a common understanding with your business partners by sharing critical business information.
- Extend or introduce business intelligence to a broad audience of consumers who normally are not connected to business intelligence infrastructure.

IBM Cognos Mobile

IBM Cognos Mobile provides business users with the information they need to make responsive and informed decisions regardless of their location. Using IBM Cognos Mobile, you can:

- Equip your front-line and customer-facing workforce with the timely information needed to make responsive and informed decisions, regardless of location.
- Take advantage of full enterprise support for market-leading mobile platforms.
- Benefit from zero footprint deployment and broad device support.

IBM Cognos for Microsoft Office

IBM Cognos for Microsoft Office is a solution for interacting with Cognos Business Intelligence content using Microsoft Office. It eliminates the need to cut and paste or manually load data into spreadsheets or presentations. This saves time, prevents errors and lets you focus on making decisions rather than data entry. With Cognos for Microsoft Office, you can:

- Use and save business intelligence content or create sophisticated desktop reports such as briefing books and dashboards.
- Refresh your Microsoft Office documents with updated information on-demand.
- Modify and share Cognos Business Intelligence content using familiar applications and interfaces.
- Publish and share Cognos-enabled files to the secure BI portal.

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Features and benefits of analysis for everyone

Features	Benefits
• Pre-assembled workspace content • Search-assisted authoring • Data exploration and assembly • Intuitive workspace for arranging and organize information • Drag and drop data • Seamless graduated user experience to more advanced features	• More people engaged and using business intelligence in your organization • Better use of your organization's existing business intelligence assets • Unique insights and better decisions • A broader, more complete perspective for more informed decisions • Give your users quicker and deeper insight in their data
• External data merged with dimensional and relational sources. • External data can be referenced in a Cognos Report/Dashboard • Personal data sources can be shared • Security and file size controls	• New and broader perspectives added to corporate information • Faster decision-making because business users can incorporate their own data with corporate sources • Corporate data integrity standards • The flexibility to use additional data without impacting your business intelligence system
• Wizard-driven statistical analysis in reports • Insight into the distribution and shape of data with histograms, box plots, descriptive tables • Statistical process control using control charts, control rules • Data analysis and testing using regression, compare means, correlation	• Fact-based statistical evidence that supports key organizational decisions consumed directly in the BI environment • Critical statistical evidence readily available to all front-line decision-makers • Reduced IT infrastructure complexity
• Patented, 64-bit, in-memory OLAP for enterprise scalability and real-time scenarios and what-if modeling • High-performance, personalized analytics with structured workflow	• Facilitation of enterprise-wide analysis • Rapid user adoption and greater speed and accuracy in analysis
• Real-time view of up-to-the-second relevant information • View in-context with business intelligence information • Real-time alerts • Drill down and filter for ad-hoc analysis • Trend analysis	• Faster time to action • More efficient decision-making
• Business process workflow and orchestration for business users managing business definitions through different levels of responsibility • Coordination of data required for self-service business analytics • Bi-directional integration with open interfaces	• The capture of business perspectives on how your business should be managed now and in the future. • A single, sanctioned source of dimensions, hierarchies and data • A governance layer for audit and control of business rules • A secure, shared, approved source of dimensions for use with IBM Cognos products and other solutions
• Disconnected report application containing all necessary data • Data exploration and analysis for all business users in the organization • Schedule or burst interactive dashboards for the most up to date view	• Extension of the reach of business intelligence and analytics to employees in the field and business partners • New insights and opportunities with interactive reports • The creation of a broader audience of users who normally are not connected to your BI infrastructure
• Support for "smart phones," netbooks, personal digital assistants • Drill up/drill down capability • Enhanced prompts • Web application for targeted mobile platforms	• Front line and customer-facing workforce receives the timely information they need to make responsive and informed decisions, regardless of location • Full enterprise support for market leading mobile platforms • Mobile BI designed for the demands of the mobile user • Zero footprint deployment and broad device support

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IBM SPSS Decision Management

IBM SPSS Decision Management employs both predictive models and business rules to optimize and automate the millions of small decisions made every day. It can help you increase the positive outcomes of good decisions and minimize the negative impact of bad decisions. A simple, "three-click" automated modeling and scoring Web interface, it is best suited to your front line operations (call centers, branch offices, retail stores, websites, ATMs and so on) because so many customer contacts occur at these sites every day.

Conclusion

Different analysis tools, information silos, multiple platforms and excessive reliance on spreadsheets can hinder effective decision-making at a time when you need to make better decisions faster. In addition, your business users want to be able to analyze data without waiting for IT to deliver the requested information. Cognos Analysis software provides analysis capabilities that address these challenges while meeting the needs of all users.

Executives, business managers and users can easily view, assemble and personalize information to follow a train of thought and generate unique perspectives. Exploring all types of information from all the angles to assess the current business situation, business analysts can analyze facts and anticipate tactical and strategic implications by simply shifting from viewing to more advanced, predictive or what-if analysis.

IT professionals can use their knowledge, expertise and investment in corporate data to help meet corporate goals and strategy because they no longer have to deal with backlog of requests for information. In short, IBM Cognos Analysis software truly delivers analysis for everyone.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes

For more information

For further information or to reach a representative:
ibm.com/cognos.

Request a call

To request a call or to ask a question, go to **ibm.com**/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.

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YTD-03048-CAEN-00