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## Highlights

- Develop and distribute reports that include statistical evidence to validate the business information used by consumers and drive key business decisions
- Gain deeper insight into the shape and distribution of corporate data to learn more about your customers
- Improve processes by determining when data is falling outside specific guidelines or fault levels
- Support hypotheses and maximize return on investment by testing and analyzing your data
- Easily and quickly incorporate and modify graphical representations of statistical analysis in your reports for new levels of understanding

# IBM Cognos Statistics

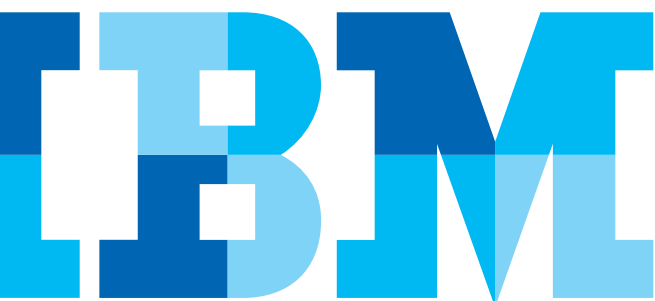
*Wizard-driven statistical analysis incorporated into your business reporting powered by IBM SPSS Statistics Engine*

## Overview

How simply can you support business decisions with statistical results? How easy is it for you to identify process faults? How do you currently incorporate statistical results with your core business reporting? How quickly can you see patterns and trends in your data?

Including statistics with business reporting is critical for facilitating fact-based decision-making. This can be a challenge because it often requires using different—and sometimes disconnected—tools or software, which can result in multiple views of the same data, less confidence in the data, process inefficiencies, steeper learning curves and headaches for IT.

As a result, companies need a solution that enables them to incorporate statistics into core business reporting without having to struggle with multiple tools, the overhead of exporting data to different systems or the complexities of bringing results back together in a single output. To be confident in their decisions and to drive better business outcomes, business users not only need proof that the numbers they are using are correct, but they also need to be able to monitor and understand trends and patterns in their data. In addition, IT requires an easier way to integrate the statistical requirements of the business into their core business intelligence solution.



### 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.

### 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.

With this easy-to-use, wizard-driven solution, your business can:

- Quickly gain insight and confidence with critical statistical evidence that is readily available to all front-line decisions 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.

#### Features and benefits

The key features of Cognos Statistics include:

- Wizard-driven statistical analysis seamlessly integrated in reports
- Graphical representations of the shape and distribution of data
- Statistical process control
- Data analysis and testing

Cognos Statistics offers a number of key benefits. For example, you can use Cognos Statistics to:

- Support key organizational decisions with fact-based statistical evidence incorporated directly and easily into your company's business analytics environment and reports.
- Make decisions with more confidence and greater accuracy because the statistics you need to back up your actions are at your fingertips.
- Track information such as production shift performance so you have the information you need to improve quality and reduce costs.
- Identify key customer demographics so you can act on that insight to improve customer profitability.

## Quickly gain insight and confidence with critical statistical evidence that is readily available to all front-line decisions makers

With Cognos Statistics, you can use existing corporate data sources to create multiple statistical objects to aid with analysis. Wizards make it easy to add important statistics to business reports and provide a fast, flexible way to create, manipulate and distribute statistical information to back key business decisions (Figure 1). You can develop tables and graphs that enable you to discover new insights in your data and change information and statistics in graphs for new levels of understanding. You can then distribute reports with key statistical insight to your larger business community.

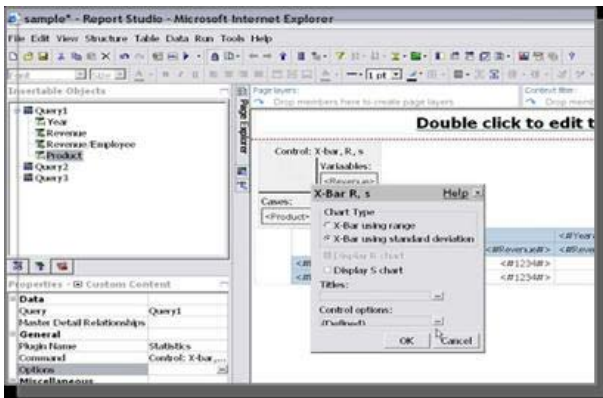


Figure 1. With Cognos Statistics, you can add important statistics to business reports and quickly create, manipulate and distribute statistical information to back key business decisions.

## Support hypotheses and maximize return on investment with data analysis and testing

With Cognos Statistics, you can show how variables are related and test hypotheses by comparing the means of groups of numeric or categorical data to determine if the difference between the groups is statistically significant, that is, is the difference due to something other than random chance? Using basic correlations, you can quickly identify if there is a strong relationship between particular products, for example, sales of women's clothing or jewelry.

## Drive customer profitability by identifying key customer demographics

By understanding how your data is distributed, being able to see the shape of the data and knowing if your data fits a normal distribution or a linear curve when one item is evaluated against another, you can conclude whether certain variables influence other variables in a positive or negative way.

With Cognos Statistics you can:

- Look at averages and standard deviations.
- Obtain information to interpret statistical tests, such as the mean for groups of interest.
- Create histograms and box plots that business users can visually scan for interesting looking patterns or spot something unexpected in the data.

For example, using Cognos Statistics to analyze corporate data with key information, such as customer data and historical usage, you can answer questions such as, "How much did the average customer spend on a particular product?" and "Is the distribution of prices for my brand consistent, or do the prices cluster mostly on the high or low end?"

## Use statistical process control to help improve quality and reduce costs

Cognos Statistics helps you determine whether key processes are under control. By measuring and monitoring a process (Figure 2), you can find and eliminate undesirable variations, which can improve your overall operational efficiency.

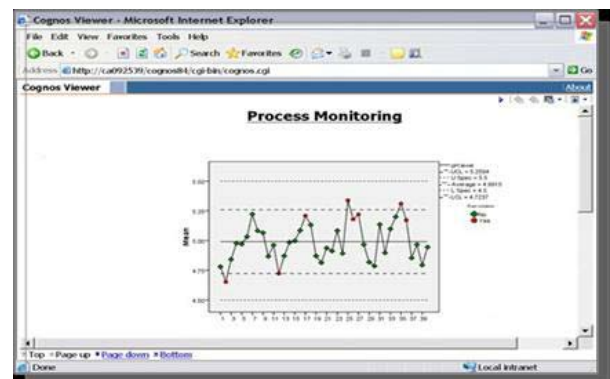


Figure 2. Discover and eliminate undesirable variations to improve your overall operational efficiency by measuring and monitoring a process.

By incorporating control charts, you can plot samples of your process output that have been collected over time to demonstrate whether a process is within acceptable targets, if it is in control or if it is out of control. For example, using Cognos Statistics, you can create a control chart to see if the manufacturing process for your product runs according to the specification limits and to detect the conditions that take the process out of control.

## Conclusion

To facilitate fact-based decision-making, you need business reports with statistics. Powered by the IBM SPSS Statistics engine, the Cognos Statistics solution incorporates statistical results with core business reporting to help you ensure that you have the statistical evidence that backs the key business decisions driving your business. Cognos Statistics is wizard-driven, so you can easily and quickly add statistical evidence to dashboards, spot trends and patterns and deliver accurate information to the broader business community.

## 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.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

## For more information

For further information or to reach a representative: [ibm.com/cognos](http://ibm.com/cognos)

## Request a call

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



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3600 Steeles Ave. East  
Markham ON L3R 9Z7  
Canada

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