

# IBM Cognos Analytics

*Use visual data exploration to help generate powerful data insights*



## Highlights

- IBM Cognos Analytics is built to make dashboards available to users throughout the organization.
- Use cognitive-guided capabilities to quickly find and prepare data; build and visualize the dashboard; interact, customize and share insights.
- With self-service dashboards, you can generate powerful data visualizations at the line of business level, without involving IT.

What is the point of a data visualization dashboard? Ideally, it should help users build visuals to tell a story about data, ultimately revealing new insights. So a dashboard solution should help users find, assemble and contextualize data from any source they want, and then share the resulting insights with others.

IBM® Cognos® Analytics is built to make dashboarding easier than ever, so that users throughout your organization can do it themselves. It offers a capable, interactive experience that can be viewed on desktop or mobile devices. No matter the user's level of expertise, Cognos Analytics is designed to help them effortlessly combine data sources and bring data to life.

All this self-service functionality is built on a proven Cognos foundation that offers enterprise-ready governance, scalability and the ability to operationalize insights.



Building a visually compelling dashboard becomes a three-step process, guided and facilitated by IBM cognitive technology. The three steps are:

### 1. Find and prepare your data sources

A dashboard is only useful if you have data to visualize. So an integral part of Cognos Analytics is its powerful, guided search function that helps users use natural language to find data across your data sources. This can be combined with data sources that users add manually.

The cognitive underpinnings of this search function mean that it is more than a simple word match—it provides type-ahead logic and returns search suggestions for related terms. The search returns objects matching the criteria, based on fields such as names, descriptions and metadata.

A user typically knows what data they want but they do not know where to find it. So Cognos Analytics helps them to search by intent within data sources for the content they need (for example, tables or columns). The system finds the most relevant content and automatically visualizes it.

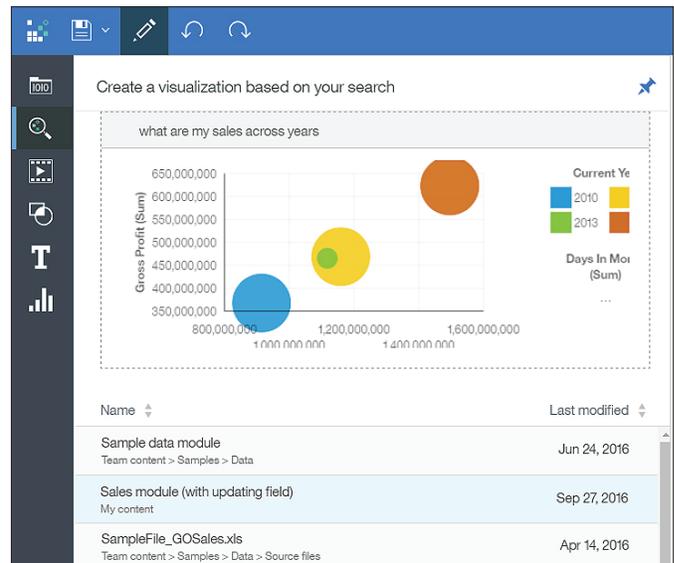


Figure 1: Sample visualization based on the results of a search

## 2. Build and visualize your dashboard

Cognos Analytics provides a library of templates that allow users to quickly lay out their content in a well-structured manner. Users can customize their layout with the template as a starting point, or start from scratch with a blank template and create their own. Building a powerful dashboard can be intuitive and straightforward:

- a. Select a pre-defined template or create a custom one.
- b. Create a visualization using a search-based paradigm. Users simply type in what they are looking for in the data, for example, revenue and cost by product line. The system then searches the data source for the best matches and visualizes the result.
- c. Drag and drop content onto the canvas. The system shows the recommended visualization for the data selected and updates as new data is added.

Cognos Analytics is designed to provide a consistent experience whether users create a dashboard on their desktop or a mobile device—they have access to analytics.

## 3. Interact, customize and share

Cognos Analytics supports sharing and re-use of content, helping infuse analytics throughout the organization.

Users can customize dashboards to suit individual needs—changing the chart type, views, color palette and filters, adding a calculation, animating the results and more.

The system automatically links objects built from the same data source, meaning that users can benefit from different views of the same data.

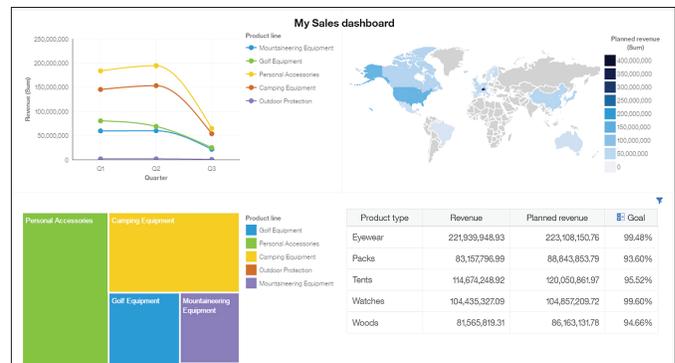


Figure 2: Save an analytic workspace, share it and update it as new data becomes available.

Cognos Analytics provides a powerful self-service dashboard capability, helping users throughout the organization benefit from advanced data visualization features without involving IT.

## For more information

To try Cognos Analytics, visit: [ibm.biz/cognosanalyticsctrial](http://ibm.biz/cognosanalyticsctrial)



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Produced in the United States of America  
December 2016

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