IBM Cognos Analytics

AI-powered insights, faster, for everyone

Highlights

Provide self-service insights
to decision-makers

Employ natural-language AI
to generate analytical insights

Deploy high-performance
data loading and
dynamic dashboards

Spread self-service insights
across the enterprise

Organizations everywhere are looking to be more data driven and to infuse AI into their core business processes. However, few people have the skills, foresight and influence to be the sole driver of an organization's transformation into an industry differentiator. As the average role becomes more data intensive, it's no longer enough to only provide data insights to business analysts and data scientists. Today, everyone—including technical and non-technical users alike—must have the access and tools necessary to make impactful business decisions.

Unfortunately, too many business intelligence (BI) tools are designed for users who already have advanced knowledge of databases and analytics techniques. On the other hand, some BI tools are user friendly and visually appealing but lack advanced functionalities. The ideal solution lies somewhere in between: a trusted BI, analytics and reporting solution designed both to be easy to use and to produce highly secure and unbiased insights. Because in today's rapidly changing market, simply having access to data won't deliver the business impact organizations demand.

IBM® Cognos® Analytics 12.0 is the latest release of an AI-powered BI solution designed for organizations to put analytics into the hands of the everyday user, fostering a culture of confident, data-driven decision-makers. With IBM Cognos Analytics, users can:

– Rapidly build interactive dashboards in a guided user interface
– Uncover insights by asking questions in natural language
– Work with data in real time with advanced caching
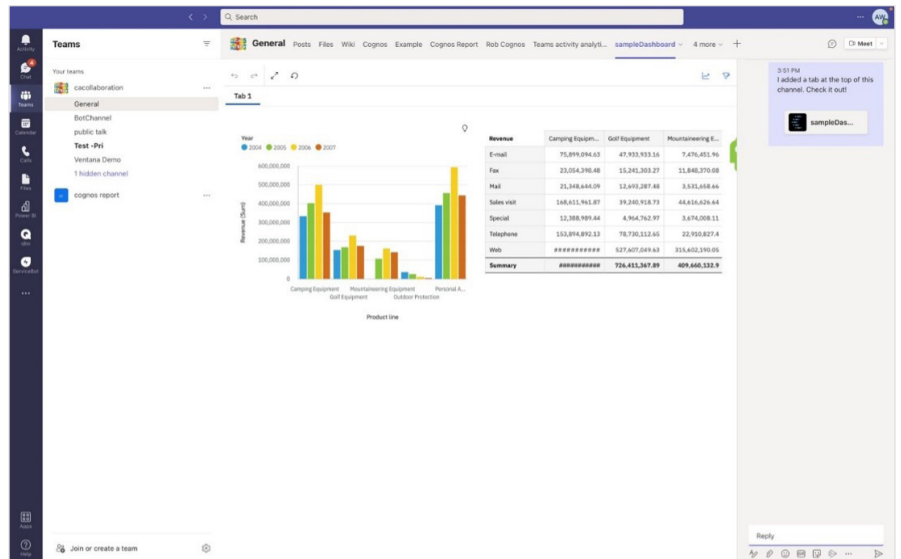– Share insights with colleagues across the enterprise

Figure 1. Collaborate closer with MS Teams integration which brings
Cognos artifacts right where work gets done.

IBM Cognos Analytics allows users to explore data and derive actionable insights in a single, unified, highly secure environment complete with self-service analytics and enterprise reporting. The environment offers organizations a full range of analytics capabilities, including data governance, AI-powered data exploration and a natural language AI assistant.

Through a combination of AI, ML and an IBM data fabric, IBM Cognos Analytics simplifies the process of data discovery. Organizations can easily identify data trends, more accurately apply insights from those trends in real time, break down silos, integrate with existing platforms and tools, and enable users to share reports with anybody in the organization.

Provide self-service insights to decision-makers
As the world continues to operate in both virtual and hybrid modes, collaboration and the ability to provide the right insights to the right teams at the right time remain critical. IBM Cognos Analytics integrates with Microsoft Teams to meet workers directly in their existing communication channels, enabling real-time collaboration and productivity-boosting embeddable dashboards.
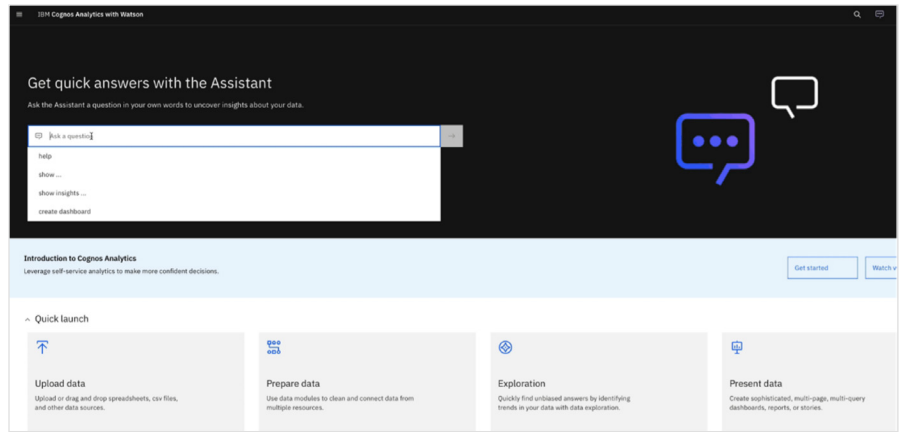
Figure 2. Watson Natural Language Q&A enables users to proactively ask questions to accelerate through the workflow to get to insights faster.

Employ natural-language AI to generate analytical insights

Impactful answers stem from insightful questions. The home page of IBM Cognos Analytics offers users an intuitive question-and-answer experience. There, they can explore assumptions, clarify data points and confidently create assets with access to accurate information.

Figure 3. Get analytics at the speed of business with adaptive caching, improving dashboard performance for relational data impacting sorting, filtering and data selection.

Deploy high-performance data loading and dynamic dashboards

As organizations scale, questions can arise regarding data quality and trust. IBM Cognos Analytics uses explainable AI to help users understand AI algorithms by describing the AI model, its expected impact and potential biases. These explanations enable users across the organization to operate with convenience and speed.

IBM Cognos Analytics—built on pillars of data governance and data lineage—improves the trustworthiness of data as organizations scale. This improved data scalability, combined with end-to-end traceability, helps organizations promote data security and data quality while working to meet compliance standards.
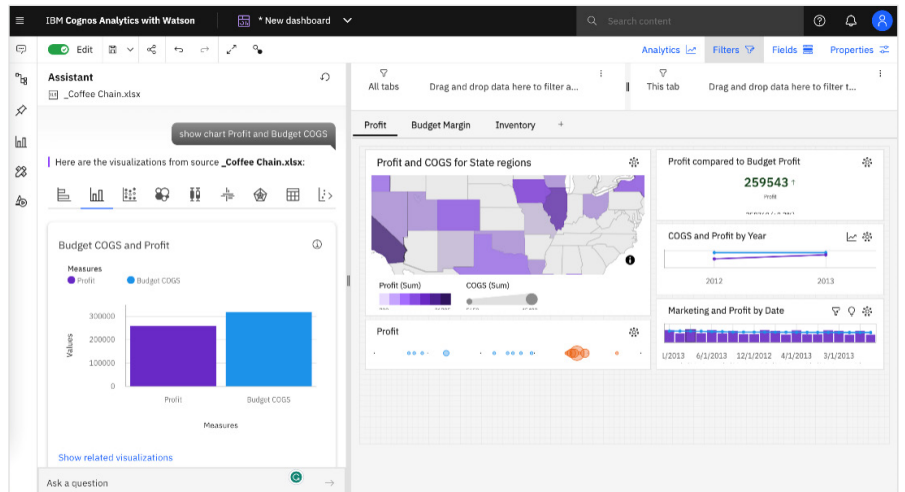
Figure 4. Enterprise self-service is made easier with auto-generated dashboards letting users dig deeper into facets of their data and arrive at insights faster.

Spread self-service insights across the enterprise
The key to differentiating an organization's services in a competitive landscape is to accelerate the pace of business decisions. IBM Cognos Analytics offers a self-service engine complete with adaptive and scalable caching to improve decision-making speed. As data usage and querying increase, this adaptive caching also accelerates general data rendering.

IBM Cognos Analytics connects to other business applications to further support data speed, insight and security, including Data Bricks and CData. IBM also offers multiple deployment scenarios for clients looking for cloud, on-premise, fully hosted and hyperscale deployments. No matter the request, IBM Cognos Analytics can be shaped to meet the unique business needs of any organization.

Why IBM?
To better respond to disruptions and the rapidly changing business landscape, organizations are pivoting from reactive to proactive decision-making models. However, without proper access to data, organizations still find it challenging to transform data into actionable insights.

The IBM solution, IBM Cognos Analytics, offers an AI-powered BI suite with integrated analytics and reporting. IBM Cognos Analytics provides sophisticated data exploration capabilities, dashboarding, professional report authoring and automated data preparation delivered in a single, integrated user interface. These features, combined with highly secure IBM platform design, enable IBM Cognos Analytics to act as a trusted copilot for any business.

IBM offers purpose-built solutions intended to accelerate data-driven business decisions, enabling the following benefits:

– A full range of analytics capabilities in a single environment
– Data governance
– AI-powered self-service analytics
– Scalability and collaboration
– Operationalized analytics

For more information
To learn more about IBM Cognos Analytics, please contact your IBM representative or IBM Business Partner. In the meantime, experience these features in a self-guided, 30-day, no-cost trial or visit ibm.com/products/cognos-analytics.

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