

IBM Cognos Business Intelligence

V10.2.2 New Features – Available Today



Agenda

- Cognos Business Intelligence 10.2.2
- Cognos BI on the Cloud

Learn more about these exciting innovations at www.AnalyticsZone.Com

- ✓ **See** the new features in action
- ✓ **Read** blogs on key topics from product experts
- ✓ **Test drive** a trial version of Cognos BI V10.2.2
- ✓ **Let us know** what you think!

1. 'Sign up' or 'Sign in' to www.AnalyticsZone.Com
2. Click on Downloads and Trials and select "Business Intelligence" on the menu



The screenshot shows the AnalyticsZone website interface. At the top right, there are links for 'Sign Up' and 'Sign In', with a red circle and the number 1 highlighting them. Below the main header, there is a navigation bar with 'Home', 'Communities', 'Blogs', and 'Catalog'. A 'Downloads and Trials' button is also visible. The main content area features a section for 'IBM Cognos Business Intelligence' with a description and a 'Business Intelligence' button. To the right, a dropdown menu is open, showing options like 'Visualizations', 'SPSS Statistics', 'Cognos Business Intelligence', 'Cognos Express', 'Cognos Insight', and 'View All', with a red circle and the number 2 highlighting the 'Cognos Business Intelligence' option. The background of the website shows various data visualizations and charts.

IBM Cognos Business Intelligence V10.2.2

Enabling IT Driven Self-Service

FAST

- Deploy Cognos BI on the cloud for speed and agility
- Report against terabytes of data in seconds leveraging new innovations in in-memory technology
- Quickly create high performance Dynamic Cubes from existing metadata
- Optimized for high performance on Power 8

SIMPLE

- Fast time to reports & dashboards with new templates, innovative visualizations and in-development previews
- Simple access to local data sets
- Create personalized experiences for targeted user communities
- One-Person One-Hour for production scale deployment

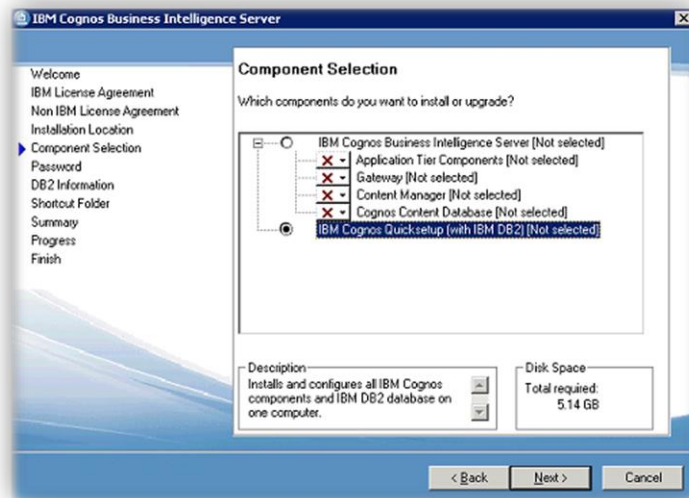
RICH

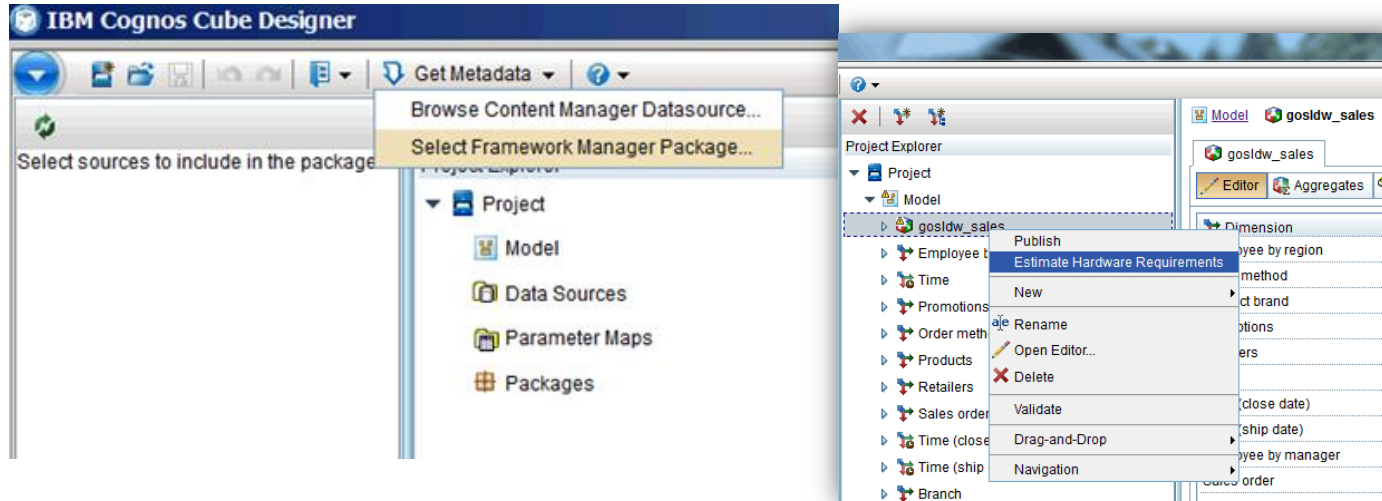
- Rich Library of visualizations to capture insights
- Federated and optimized access to a wider variety of data sources including local and big data
- Broader community support for a wide range of disabilities
- Designed for multi-tenant deployments and scale via public and private clouds



FAST

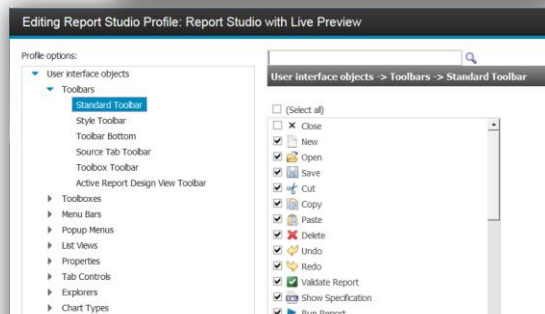
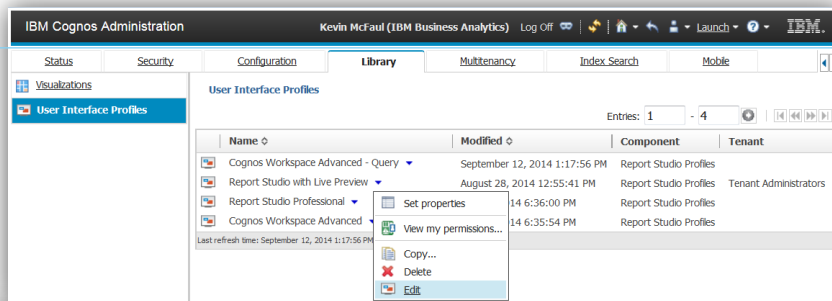
Fast Deployment and Scale

**Quick set-up***Easily install & configure all Cognos BI components for testing and prototyping***IBM DB2 10.5 Advanced Workgroup Server Edition**

**FAST****Increase Your Performance with Dynamic Cubes***Now, easier than ever!*

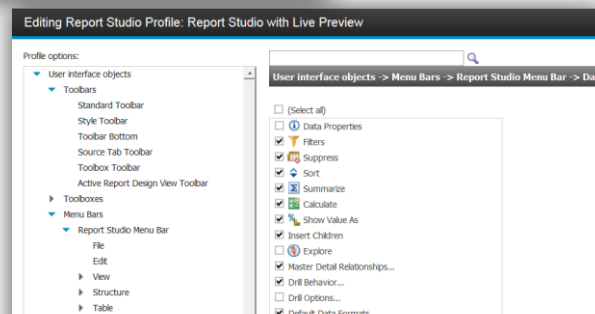
Jump start to Dynamic Cubes
by importing Framework
Manager metadata

Proactively plan using the
Cube Designer Hardware
Sizing Guide

**SIMPLE****Targeted profiles will make more users self-sufficient**

Customize profiles in
IBM Cognos Report
Studio & IBM Cognos
Workspace Advanced

Views based on skill
and required
functionality

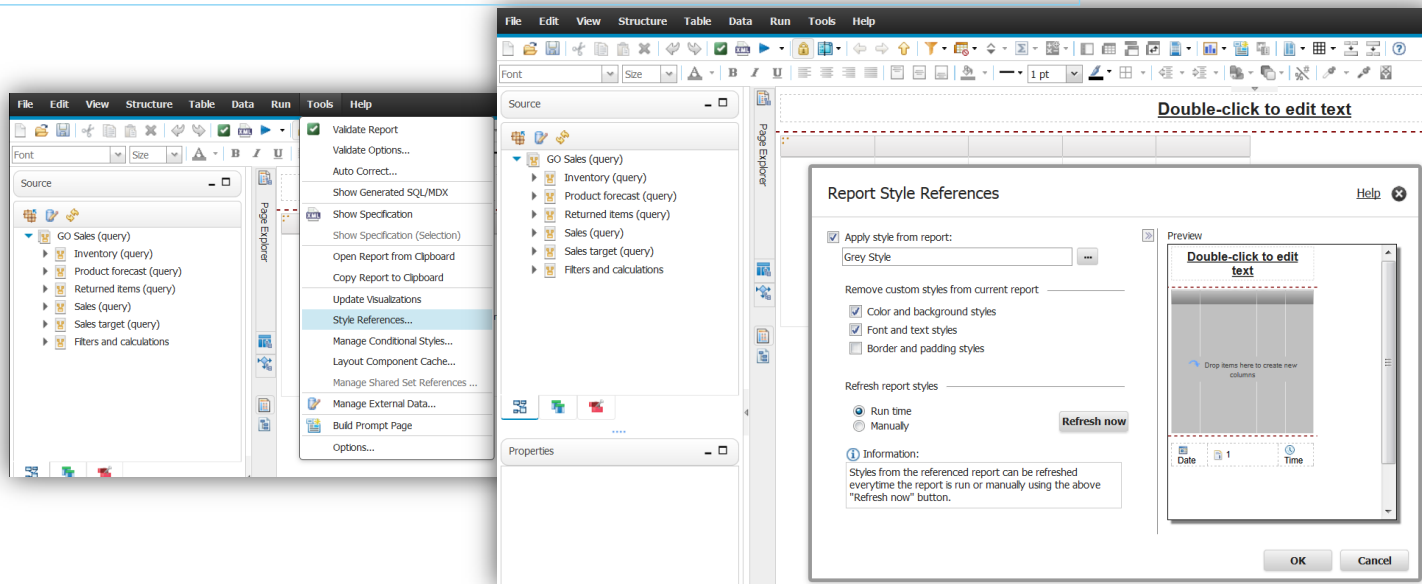


Enables more users
to be Self-Sufficient



SIMPLE

Adopt a consistent corporate identity with reusable report style templates



Define Styles for
standardized
reporting

Build template once
and point every
report at it

Create Templates for
groups to provide a
starting point

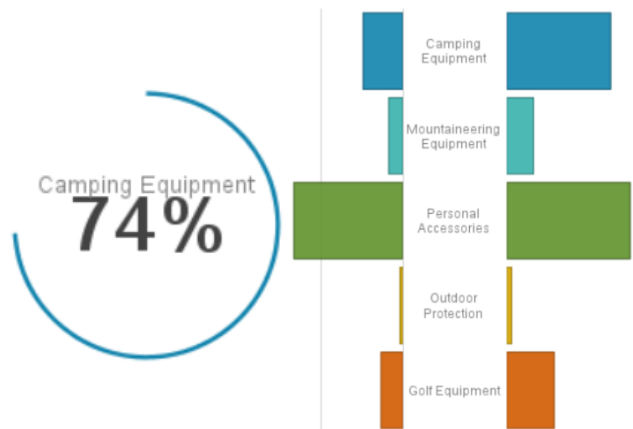
Simplify Report
Maintenance by
Updating Styles Once



SIMPLE

New visualizations & Additional Capabilities

New and Updated Visualizations



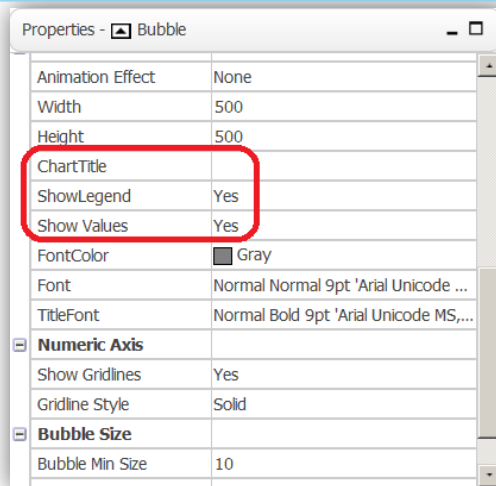
New visualizations including,
Tornado, Geospatial, Chord,
and Combination



SIMPLE

New visualizations & Additional Capabilities

Customizable directly in Report Studio



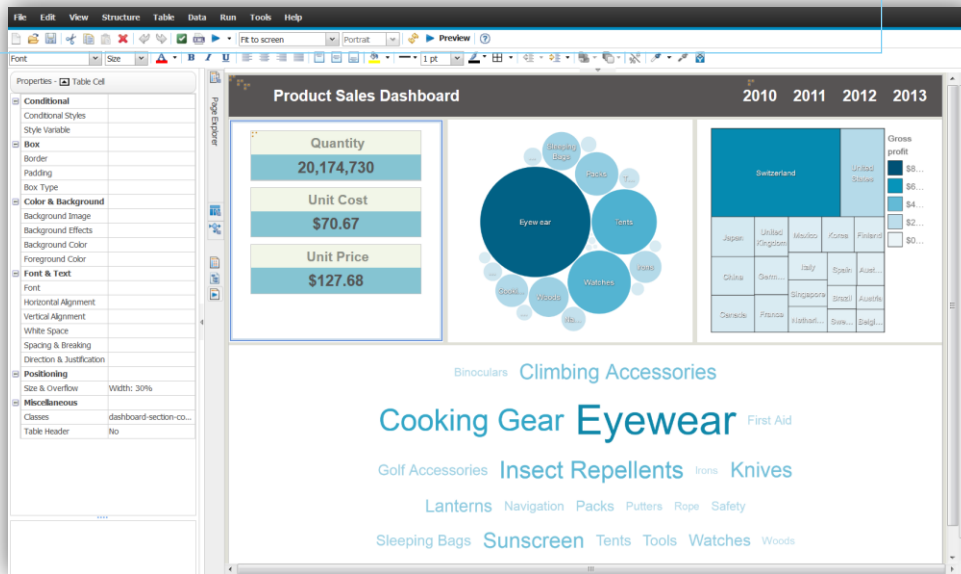
Extensible visualization
properties are exposed in
Report Studio & Workspace
Advanced

Extensible visualization data
slots are now flexible, use
only those that you need.



SIMPLE

See changes to your Active Reports with Live Preview



View Active Report
Content in Report
Studio Directly

Change Layout to
Match Device Output
or Custom

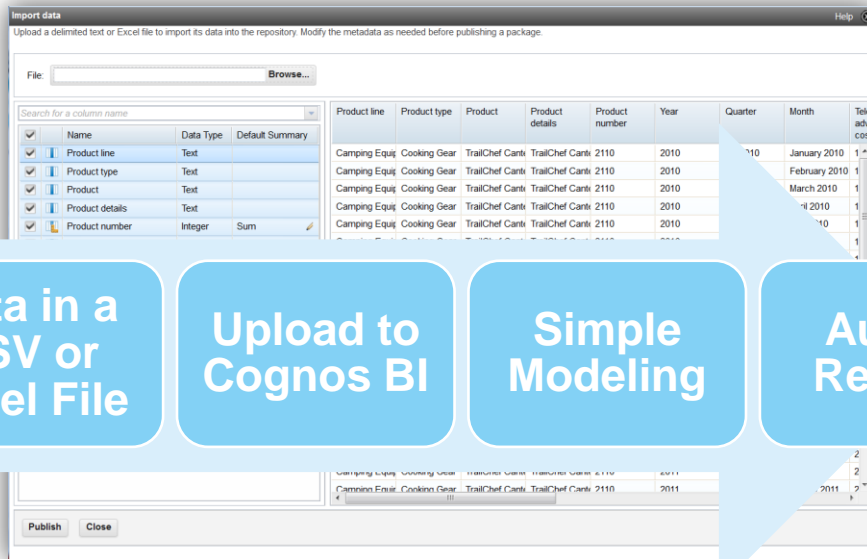
Make Formatting
Changes Directly in
Preview Mode



SIMPLE

Quickly import personal data sets with My Data Sets

- Upload delimited text or Excel file, create reports and dashboards
- Users can manage uploaded data without IT
- Cognos automatically creates package for use in CW/A and Report Studio
- Administrators can define who has privileges



Import data

Upload a delimited text or Excel file to import its data into the repository. Modify the metadata as needed before publishing a package.

File: Browse...

Search for a column name

Name	Data Type	Default Summary
Product line	Text	
Product type	Text	
Product	Text	
Product details	Text	
Product number	Integer	Sum

Product line	Product type	Product	Product details	Product number	Year	Quarter	Month	Tele adv cost
Camping Equip	Cooking Gear	TrailChef Cantk	TrailChef Cantk	2110	2010	1	January 2010	1
Camping Equip	Cooking Gear	TrailChef Cantk	TrailChef Cantk	2110	2010	2	February 2010	1
Camping Equip	Cooking Gear	TrailChef Cantk	TrailChef Cantk	2110	2010	3	March 2010	1
Camping Equip	Cooking Gear	TrailChef Cantk	TrailChef Cantk	2110	2010	4	April 2010	1
Camping Equip	Cooking Gear	TrailChef Cantk	TrailChef Cantk	2110	2010	1	May 2010	1

Buttons: Publish, Close

Data in a
CSV or
Excel File

Upload to
Cognos BI

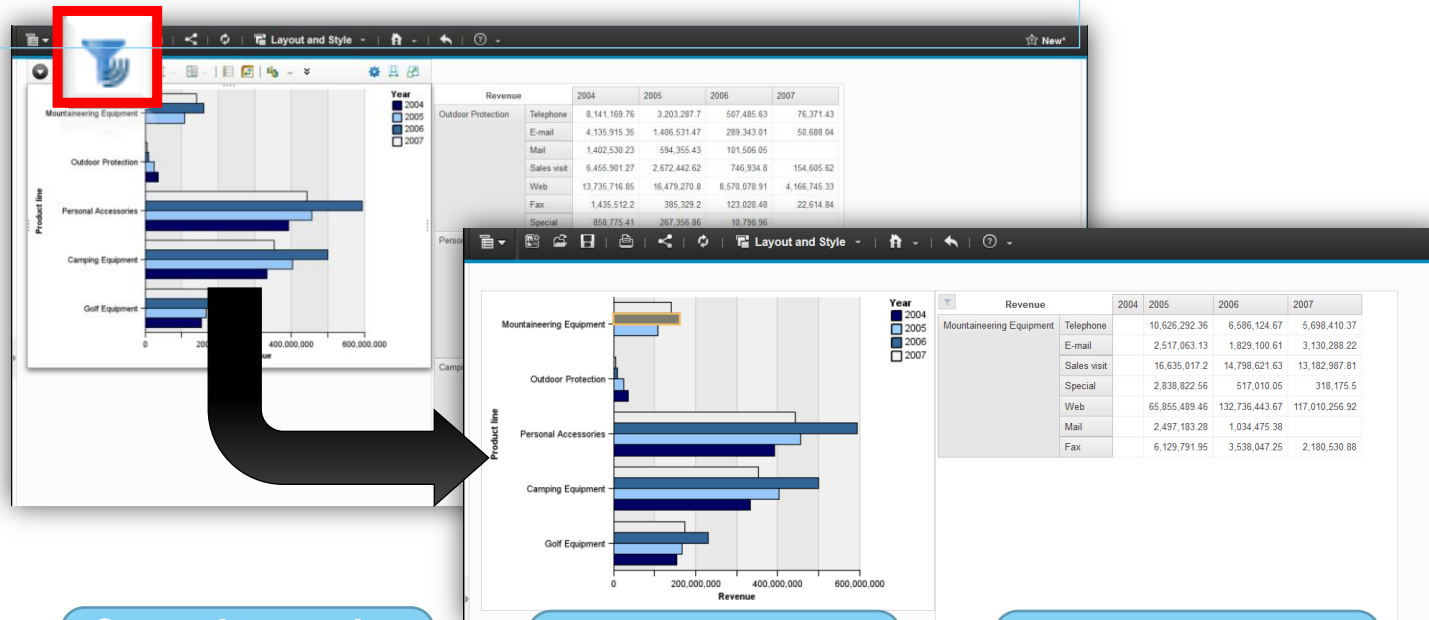
Simple
Modeling

Author
Reports



SIMPLE

Focus your analysis with Dynamic Filters in Cognos Workspace



Create interactive dashboards for easy analysis

Filter related widgets by selecting values

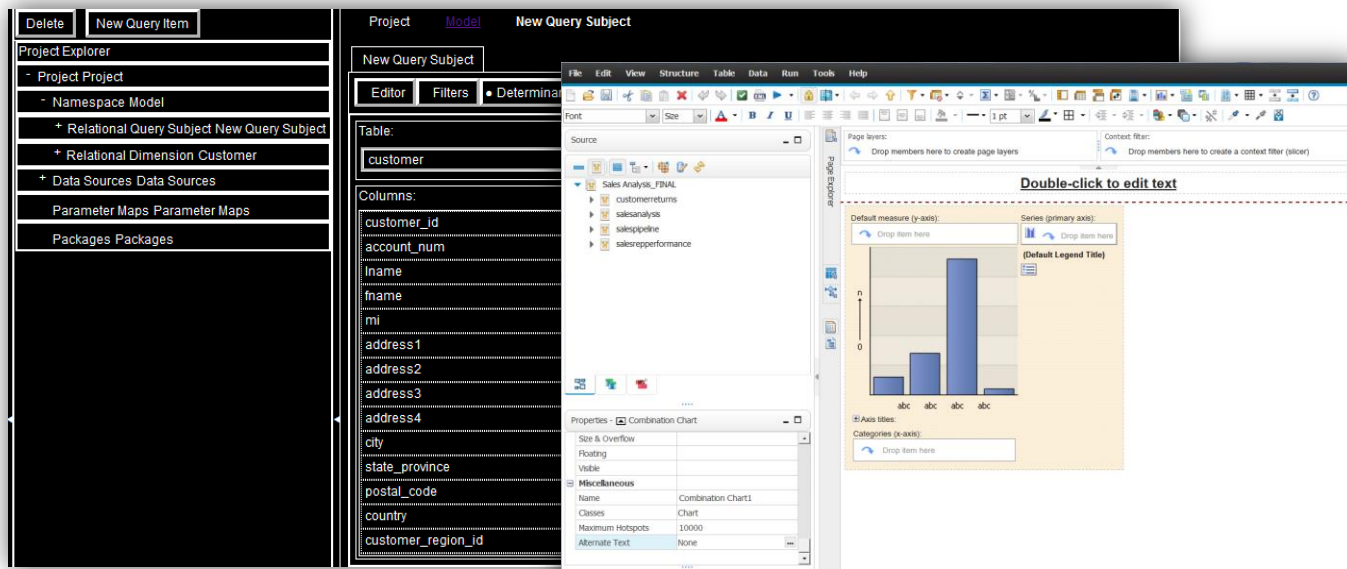
Define custom buttons that specify a filter action



RICH

Reach a broader community with a wide range of accessibility options

Enables people with any disability to use the product through accessible features and functions



US Section 508
Compliant, from
modeling through to
authoring

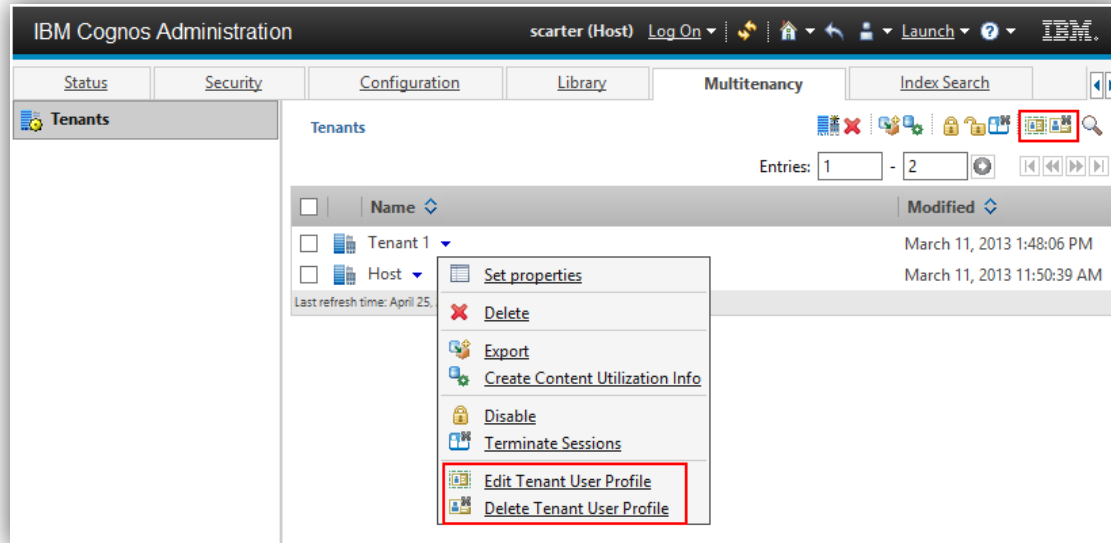
Supports assistive
technologies

Produce fully accessible,
compliant reports.



RICH

Designed for multi-tenant deployments via public and private clouds



Delegate Administration
without providing
system wide
administration

Share content across
tenants

Allows users to be part
of multiple tenants

Other New Features in 10.2.2...

- **Create New Reports from Cognos Workspace**
 - Start directly in Workspace and create reports without having to leave your environment
- **Expand and Collapse in Viewer**
 - Additional interactive controls when viewing reports to drill into hierarchies
- **Tabbed Reports in Viewer**
 - You can now create reports with tabs in lieu of pages for easier and simpler consumption
- **Restrict Output Types**
 - You can add an additional level of security by allowing user to only export to certain formats
- **Maintain Tree Prompt State**
 - You can now review and update tree prompts more easily when re-running prompted reports
- **Color and Transparency**
 - Easier to find and use your commonly used colors and transparency
- **Name Individual Excel tabs for Exports**
 - You can now name individual Excel worksheet tab name using page break (pageset / pagegroup) data items
- **Filter Join Optimization**
 - Filter one side of a join with the values on the other side
 - Minimize data retrieved when blending multiple data sources
- **Summary Query Subjects**
 - Control grouping and aggregation in ways previously only possible in reports
 - Define a join between aggregated values and detail values
 - Specify the granularity of filters and calculations available to ad hoc users
- **Bridge Query Subjects**
 - Identify bridge tables in your database
 - Avoid double counting in stitched query aggregations
 - Filter entire rows of a multi-fact data stream when filtering the bridge
- **Parameter Map Freshness**
 - Control the frequency for which parameter map values are refreshed
 - See data updated seconds before a report is run
 - Balance the performance benefits of caching with data latency requirements

Cognos Business Intelligence on Cloud

- **Managed hosted offering of Cognos Business Intelligence**
 - Dedicated environment for each customer
 - IBM operation experts manage infrastructure, patching, fix pack and environment upgrades
- **Focus on Business needs, not Infrastructure**
 - Create models, reports and dashboards
 - Connect to data sources – on premise or cloud
 - Manager own security environment – on premise or cloud
 - Mobile access

- **Significantly Improve Time to Value**
 - Move between tiers as needs grow
 - Power of SoftLayer Cloud Services to drive differentiated value
 - Private secure connection options
 - Dedicated hardware**
 - Global reach

* - Standard and Enterprise only

** - Enterprise only

Our security and optionally yours!



SSL / TLS



VPN

Temp files and data at rest are encrypted

IBM Cognos' built-in firewall validates and filters incoming and outgoing traffic to provide protection.

Multiple authentication options are available.



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**Take
Action!**



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