sempre | analytics

IBM COGNOS ANALYTICS 11.1

GETTING TO WHY

Today, data drives competitive advantage. And there are lots of data visualization tools that can tell you what led to business results. But *what* is not enough. IBM® Cognos® Analytics 11.1 software gives you what others can't: it helps you get to *why* the results happened, so you can move ahead with confidence.

REPORT, MONITOR AND ANALYZE YOUR DATA WITH CONFIDENCE
IBM Cognos Analytics

GAIN DEEPER INSIGHTS TO DISCOVER VIRTUALLY ALL CONTRIBUTING PATTERNS
IBM Cognos Analytics

DATA EXPLORATION BUILT FOR THE PACE OF TODAY'S BUSINESS

Business users need more than a simple visualization tool. Cognos Analytics 11.1 software offers a personalized analytics experience at a low cost. With augmented intelligence capabilities, it helps users prepare, analyze, visualize and understand their data and get to answers they can rely on.

⊕ *Attractive, easy-to-digest visualizations that let you tell compelling, verifiable data stories*

⊕ *Insight into what is driving your results with advanced analytics*
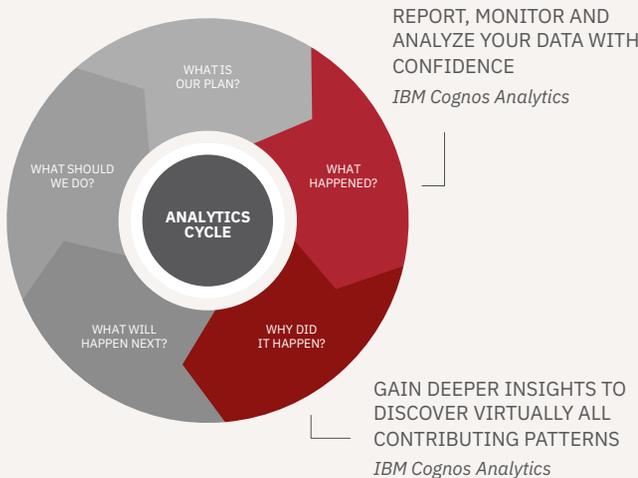
⊕ *Speed to keep pace with ad hoc requests, helping users more rapidly resolve queries*

⊕ *Robust collaboration tools that make working together on and sharing content seamless*

⊕ *Simplified data preparation to save time and human, financial and computing resources*

Go beyond why

On its own, Cognos Analytics 11.1 software provides answers that others can't. As part of the IBM analytics cycle, the Cognos platform works within a family of solutions that can give you more confidence at nearly every stage of business. Together, IBM analytics tools help you understand past decisions, make more informed choices and define your competitive advantage for the future.

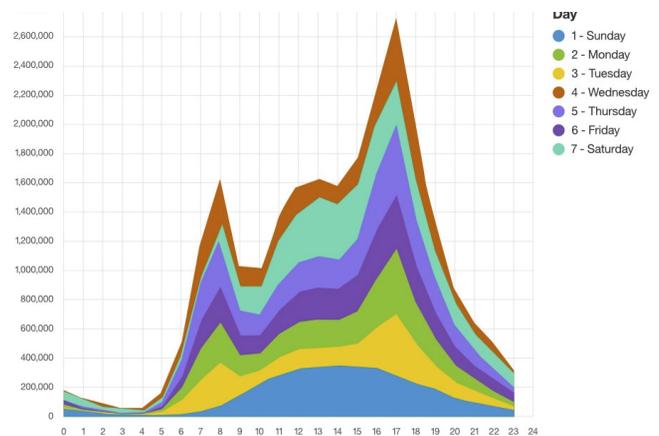*Your data can do more. For single users and enterprise businesses, IBM can help.*

BY 2020, *organizations that offer users access to a curated catalog of internal and external data will derive twice as much business value from analytics investments as those that do not.[1]*

IBM COGNOS ANALYTICS 11.1

Seize competitive advantage with a solution designed for the pace of business today. IBM Cognos Analytics 11.1 software provides data exploration and discovery capabilities powered by artificial intelligence (AI), along with intuitive, comprehensive dashboarding; flexible professional report authoring; and automated data preparation.

Cognos Analytics software gives you the ability to tell rich, nuanced and compelling data stories. It enables organizations to support business users as they explore and work with various types of corporate and personal data to drive better business decision making.

Day
- 1 - Sunday
- 2 - Monday
- 3 - Tuesday
- 4 - Wednesday
- 5 - Thursday
- 6 - Friday
- 7 - Saturday

IBM COGNOS ANALYTICS 11.1 HELPS YOU DO MORE

Find answers others can't

- Helps eliminate analysis blind spots and guesswork by automatically identifying data relationships based on your recent interactions
- Uncovers the underlying drivers of results and the strength of the relationships among the data fields
- Provides recommended visualizations and presents additional AI-generated insights in natural language
- Offers intelligent, contextual responses to your questions via the AI Assistant

Create and easily share stunning visualizations in diverse formats

- Automates the creation of visualizations—even suggests the most compelling visualization for your selected data
- Saves time by helping you quickly assemble new content by reusing components from existing dashboards and reports

- Lets you quickly create an interactive narrative by assembling visualizations into a sequence and enhancing it with media, web pages, images, shapes and text
- Simplifies knowledge sharing, team engagement and collaboration via Slack integration

Make your data work for you—from novice to expert

- Provides a simpler, faster and easier user experience, with extended capabilities revealed as you need them
- Surfaces answers quickly using common search terms, drawing from all your data sources, widgets, dashboards and reports
- Automates data prep to save time and enhance data accuracy, letting users upload data and perform cleansing and shaping directly within the tool
- Allows easy mixing and matching of your data through a system that recommends data joins and ways to blend data from different sources

HOW TO ENGAGE

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Cognos Analytics 11.1 software is redefining data exploration for today's business user.
Learn more.

[1] Gartner, *Magic Quadrant for Analytics and Business Intelligence Platforms*, Cindi Howson and others, February 26, 2018, https://www.gartner.com/doc/3861464/magic-quadrant-analytics-business-intelligence

[2] NewVantage Partners, *Big Data Executive Survey 2018: Executive Summary of Findings*, January 2018, http://newvantage.com/wp-content/uploads/2018/01/Big-Data-Executive-Survey-2018-Findings.pdf