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## Highlights

- Explore, analyze, visualize and share your insights independently, without relying on IT for assistance.
  - Leverage personal and corporate data, as well as trusted business intelligence (BI) data and reports.
  - Utilize the in-memory analytic engine with write-back to input your own data and contributions from others.
  - Create powerful “what-if” scenario models to fully understand business drivers and optimize outcomes.
  - Seamlessly share reports and analyses with others in your workgroup or within the larger organization.
  - Easily extend to broader IBM Business Analytics capabilities, including mobile analytics, predictive analytics, managed reporting and performance management.
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# IBM Cognos Insight

*Independently explore, visualize, model and share insights without IT assistance*

As organizations strive to stay ahead of the competition, decision makers at every level must be able to solve problems and seize new opportunities quickly. Unfortunately, users have become increasingly frustrated at their inability to quickly access and analyze the information they need to make decisions, which typically includes a combination of personal and corporate data locked away in spreadsheets and enterprise systems. This data may exist in a variety of formats and be hard to analyze, change or share—making it difficult for people to get fast answers to business questions.

Business users can no longer afford to wait for someone else to build a custom report or dashboard. And trying to run the business on spreadsheets alone is no longer good enough. Today’s decision makers need greater analytical agility than these methods provide.

IBM® Cognos® Insight delivers a personal approach to analytics by empowering users to solve individual or workgroup challenges on their own, without relying on IT assistance. In just a few clicks of the mouse, business analysts, line-of-business managers and executives alike can independently explore and update personal and corporate data on their desktops, perform compelling what-if analyses and instantly publish dashboards and applications that others can contribute to and use.

With Cognos Insight you gain the agility you need today, combined with proven enterprise IT values and a growth path for the future. This means no compromises to either business users or your IT staff.

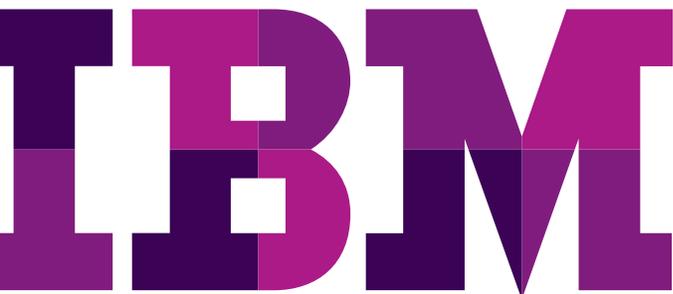




Figure 1: An intuitive, easy-to-use interface provides complete user flexibility to independently create compelling dashboards and analytic applications.

## Import, merge and update data without scripting

When you need answers to business problems quickly, you don't want to have to wait for reports to be created or spend time aggregating data from multiple spreadsheets or data silos. With Cognos Insight, it is easy to import, combine and enrich data from multiple sources, without complex scripting. In minutes, you can connect to local files, databases, existing BI reports and even predictive data.

Cognos Insight utilizes an in-memory analytic engine that supports write-back to create new data from scratch. You can add to or revise existing data, and automatically apply changes across large data sets with powerful data spreading functions. Your co-workers can even provide input on the data, and their changes will be automatically aggregated so that the most up-to-date information is always available.

## Create custom dashboards and applications

In order to get deeper insights from your data, you need to be able to see it in compelling new ways.

Cognos Insight uses an in-memory analysis engine that provides the speed and flexibility to view data in a way that makes the most sense to you or your business. You can slice and dice through data, using intuitive mouse clicks to navigate.

Exception highlighting, or traffic lights, simplifies the task of comparing data on the fly. This feature makes it easy to demonstrate exceptions in your data. For example, you may wish to compare North American and European revenue targets. Exception highlighting can help you identify regions that are on track (green), those which are not quite on target (yellow) and areas in which targets will not be met (red).

In as little as 60 seconds, you can go from raw data to analysis and a published dashboard. This means you can quickly detect market changes or sales figures in real time, and respond immediately to new opportunities.

### Optimize your plans with “what-if” analysis

To fully understand your business, you need to go beyond just discovering insights from historical data. “What-if” scenario modeling lets you analyze and optimize your plans based on different assumptions that take into account ever-changing

market conditions. Now you can model best-case, worst-case and most-likely outcomes based on your key business drivers. Cognos Insight includes a set of advanced rules and the flexibility to create custom rules that can be used to automatically perform comparisons or calculations.

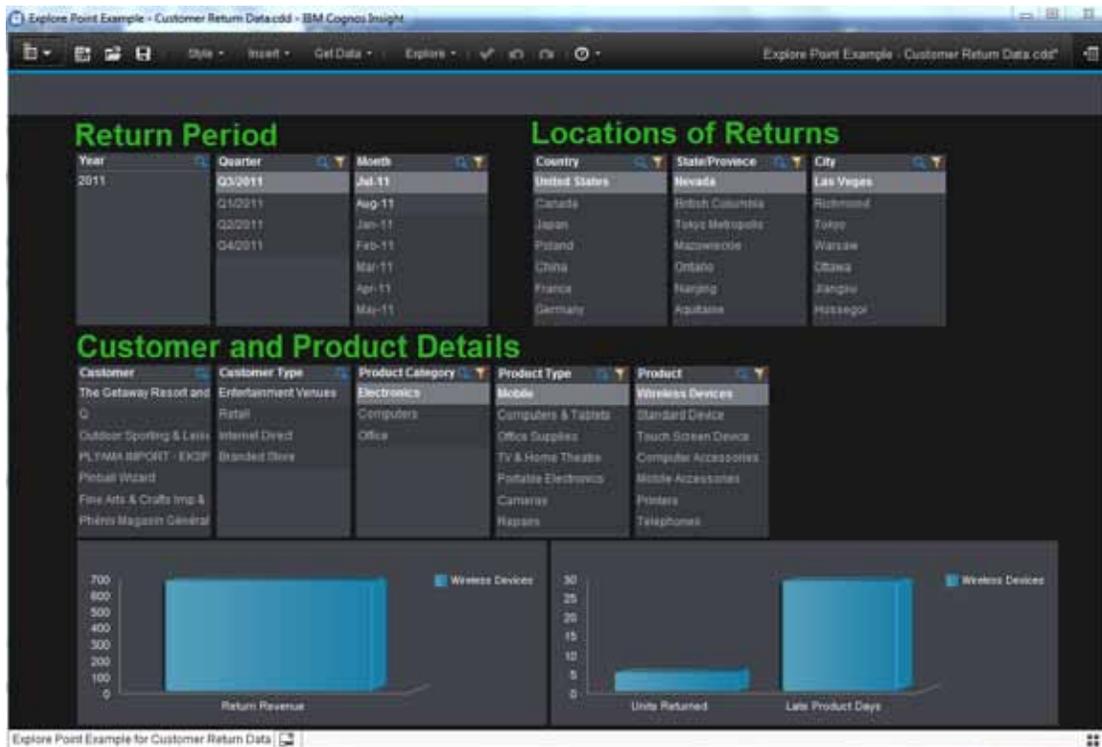


Figure 2: Easily navigate through large data sets using Explore Points to filter results based on the association between related groups of information.

### Visualize your way to better decisions

With Cognos Insight, creating and sharing compelling visualizations that clearly communicate your analytic results is simple and intuitive. You have complete control over the look and feel of your analysis so that you can deliver new insights in the most meaningful and understandable way.

Choose from a rich set of chart types to create powerful visual representations, and then select from a series of pre-defined design themes to add style and visual appeal. You can add additional capabilities with widgets such as web content and scriptable action buttons to enhance your analytic application.

To easily navigate through large data sets with multiple dimensions, you can filter results based on the association between related groups of information. You can even apply a simple search to these explore points to further drill down to a particular member in a set and other information related to that member. When combined with visualizations, this powerful point-and-click approach allows you to quickly spot trends and identify outliers.



Figure 3: “What-if” scenario modeling lets you analyze and optimize your plans based on different assumptions that take into account ever-changing market conditions.

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### Cognos Insight in action: Improving marketing analysis and planning

A marketing operations analyst needs to analyze product sales across different market segments and compare the results to the competition and industry growth overall. The information comes from a combination of corporate, third-party and personal data, including:

- Product sales data from the corporate ERP system
- Product price list from the corporate CRM system
- Competitive price list from personal spreadsheet
- Third-party analyst market share data from a spreadsheet

The analyst simply drags and drops the spreadsheet into Cognos Insight and the data is automatically modeled and imported into the in-memory analytic engine. Next, she clicks on the other data sources to be imported. The tool suggests the best way to merge the different types of data, and gives her the opportunity to confirm or make custom changes.

The analyst can begin to immediately slice and dice through the data using dimensions such as product categories, customer industry, revenue and month. She identifies a rapidly growing product category and builds a “what-if” model to test how changes in marketing spend could have a significant increase in market share and revenue.

She sends her analysis to the marketing director, who is excited about the opportunity and wants to implement the new plan. He uses Cognos Insight to connect to the corporate planning application and makes changes to the marketing budget and projected product revenue plans.

This is just one example of how Cognos Insight can help uncover new business opportunities and connect them to action, driving better business outcomes.

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### Share, collaborate and take action

Cognos Insight is designed for collaboration, and includes a variety of features to help you get analysis into the hands of people who need it to take action—wherever and however they need to consume it.

As a member of the Cognos 10 family, everything built with Cognos Insight can be shared and leveraged across a workgroup or throughout the enterprise. By publishing your insights to a Cognos server, you can share and control access through the Cognos Connections portal. You can provide users with access from a variety of mobile devices, including the Apple iPad®, as well as via the web and Microsoft® Excel®.

Cognos Insight can also be employed as the contribution client to an IBM® Cognos® TM1 planning application. Users can connect to the planning workflow, conduct detailed what-if scenario modeling with both corporate and personal data, and write-back directly to the centrally managed plan. This is a critical link in turning insights into action by enabling you to realign resources to support your decisions.

## **IBM Cognos 10 family: Business analytics solutions you can't outgrow**

Cognos Insight is member of the Cognos 10 family of products, which delivers the essential foundation for Business Intelligence, Performance Management and Business Analytics solutions. These products are designed to work together to help individuals, workgroups and entire organizations gain value from applying analytics to every business decision.

Cognos 10 products are right-sized for your organization and integrated so you can start addressing your most pressing needs with the confidence that you can grow your solution to meet future requirements. For example:

- Initial deployments can start small using Cognos Insight for data discovery and planning. Grow to share that insight through a server, or additional reports on larger data sets with IBM Cognos Express. Or combine those insights with real-time and corporate information; place them on scorecards and interact with them on mobile devices with Cognos Enterprise.
- Large deployments can address needs of individuals by instantly deploying the desktop capabilities of Cognos Insight knowing that the integration ensures access to corporate information for the individual, and the data and visualization created can be shared and distributed to larger user communities.

To gain the analytic freedom you crave, and the management and control you need, start your journey to better decision making with the Cognos 10 family of software.

## About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

## For more information

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

## Request a call

To request a call or to ask a question, go to [ibm.com/business-analytics/contactus](http://ibm.com/business-analytics/contactus).

An IBM representative will respond to your inquiry within two business days.



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