# IBM Cognos for Microsoft Office

*Distribute business intelligence in familiar desktop applications*

## Highlights

- Create reports using IBM Cognos Business Intelligence and make them available in Microsoft Word, Excel® and PowerPoint.

- Ensure accuracy and up-to-date information with centralized administration of business intelligence (BI) data for Microsoft Office users.

- Make BI more accessible by delivering content through familiar Microsoft Office productivity tools.

- Minimize training required for BI.

## Overview

The Microsoft Office suite offers tremendous tools for gaining productivity, but it can work against organizations who are trying to maintain a single, trusted source of enterprise business performance information.
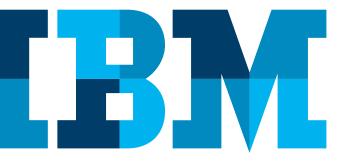
The number of spreadsheets and other Microsoft Office documents can grow out of control as people create different versions of the same information.

The end result? No clear insight into who has the "right" version of data, no audit trail and bottlenecks created in key business processes. These proliferating and often contradictory documents undermine business intelligence (BI) efforts and IT professionals working to ensure a single version of the truth throughout the company.

## IBM Cognos for Microsoft Office

IBM Cognos® for Microsoft Office eliminates the need for individuals to maintain their own documents containing important corporate data by making reliable and trusted business intelligence (BI) data available in familiar Microsoft Office applications. Users can access a single source of trusted BI data by launching desktop applications they are comfortable with, including:

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

Using analysis to make decisions based on facts is a key factor in meeting your organization's goals for profitability, revenue and cost reduction. The decision-makers in your organization need a wide variety of analysis capabilities so they can compile the facts and trends necessary for better and smarter decisions.

IBM Business Analytics software offers flexible solutions that are designed to provide a broad range of analysis capabilities, including:

- Analytical reporting. Find the answers to business questions fast with guided report analysis, dashboards, navigable reports and mobile business intelligence.
- Trending. Fully explore data and track business developments with capabilities for tracking patterns and adding them to your charts and graphs.
- What-if analysis. Model scenarios with capabilities for reorganizing, reshaping and recalculating data so you can identify the optimal solutions to business problems.
- Advanced analytics. Uncover patterns in your business and apply algorithms to business intelligence data to predict outcomes.

For more information, download the white paper, "Making confident decisions with the full spectrum of analysis capabilities" at **ibm.com**/services/forms/signup do?source=swg-BA_WebOrganic&S_PKG=500026718.
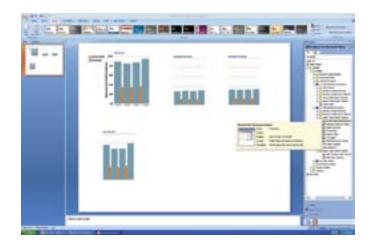


*Figure 1*: Cognos for Microsoft Office makes key Cognos Business Intelligence content available for Microsoft Word, Excel and PowerPoint.

Users can import BI content directly into these tools and can also refresh the BI content as they need to. Because administration of BI data is centralized in IBM Cognos Business Intelligence, users have a single source of information the entire organization can rely on.

Cognos for Microsoft Office combines the convenience and familiarity of Microsoft Office applications with the strengths of the Cognos platform. Users can start using key business intelligence data in their daily processes and presentations with minimal training. Centralized administration ensures more reliable data, so users learn to trust in the system and stop relying on their homegrown spreadsheets or documents.

### Who's using IBM Cognos for Microsoft Office?

- Managers making presentations to executives at quarterly business review meetings.
- Governmental departments creating briefing books on their financial statements to distribute at committee meetings.
- Companies preparing annual and quarterly reports to send to the publisher for layout.

**Features and Benefits**

Cognos for Microsoft Office provides the following key advantages:

Central report authoring: Reports are created once in Cognos Business Intelligence and made available in Microsoft Excel, Word and PowerPoint.

Increased accuracy and speed of delivery: All or part of Cognos Business Intelligence report elements are included.

Separate distribution and updating: No need to recreate reports whenever data is updated. Users simply refresh their documents to get the latest BI information.

Empowered users: Prompts display the specific data users need.

Make the most of Microsoft Office features: Microsoft Office formatting and capabilities, native Excel and PowerPoint charts, and standard corporate templates and layouts are preserved when data is refreshed. Users can add comments in Microsoft Excel to explain data and calculations.

Extended value of the IBM Cognos platform: Keep data administration centralized thanks to the web services-based, service-oriented IBM Cognos platform.

Easy to manage: Unlike piecemeal solutions, Cognos for Microsoft Office does not require a different solution for each Microsoft Office interface.

## Centralize BI data management

IT maintains control and accountability for data with centralized BI data management in Cognos Business Intelligence. Access to BI content is secured by the central Cognos Business Intelligence portal. Users login from a Microsoft Office environment to ensure that security and BI content is properly administered.

IT can more easily maintain version control and access rights and audit accountability back to individuals, making regulatory compliance simpler.

## Help increase user adoption

With Cognos for Microsoft Office, IT can offer BI content to all users in a familiar, self-service environment.

Users can import a wide range of Cognos Business intelligence content into Microsoft Office applications, including:

- Complex business, production, managed and dashboard reports
- Individual elements such as cross tabs, graphs, charts and tables
- Multiple heterogeneous queries with contextual information

When users import BI content, they can maintain a report's original formatting, identify where it came from and know when it was created. Users can import these elements and manipulate them using Microsoft Office features such as Auto Filter, Comments, Charting and Formatting. Users no longer have to waste time cutting and pasting, manually entering data or maintaining their version of corporate data.

## Conclusion

Cognos for Microsoft Office transforms the Microsoft Office desktop into a powerful, decision-making platform. Providing accurate and centrally managed corporate data, Cognos for Microsoft Office is an excellent interface for people to start using Business Intelligence in their everyday documents, spreadsheets or presentations. Users can easily import trusted business intelligence information into their daily workflow and processes, to ensure accurate presentations, speed decision-making throughout the organization and foster a culture of information-based decisions that helps companies outperform the competition.

## About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management.

Business Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision-making to achieve business goals. For further information please visit **ibm.com**/business-analytics.

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