

# IBM Cognos Analytics

**Self Service Dashboarding (and a sneak  
preview of Explore) in CA**

September, 2018

- Agenda

- Intro – Why self-service analytics
- Demo – Cognos Analytics Dashboard
- Demo – Exploration in Cognos Analytics





*Static reports*

*Interactive reports*

*Personalized reports*

*Dashboards & Stories*

*Data modules & ad hoc reports*

*Data model & professional reports*

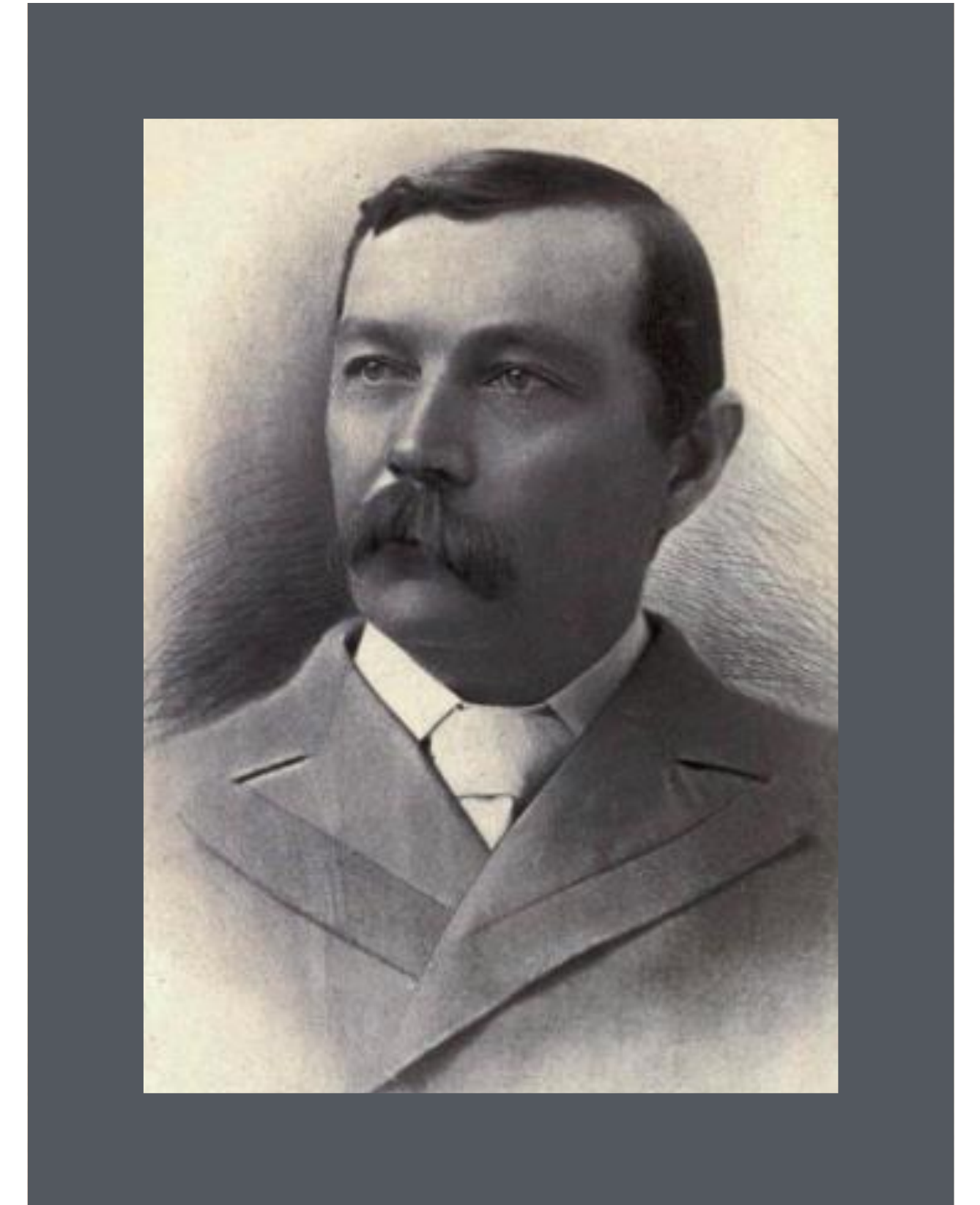
Source Eckerson Group 2017

Gartner Says Self-Service Analytics and BI Users Will Produce More Analysis Than Data Scientists Will by 2019\*

\*Headline of Gartner press release, January 25, 2018

# The importance of data

*I never guess. It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.*



Sir Arthur Conan Doyle, Author of Sherlock Holmes stories

A picture paints a  
thousand words

*The greatest value of a picture is when it forces us to notice what we never expected to see.*

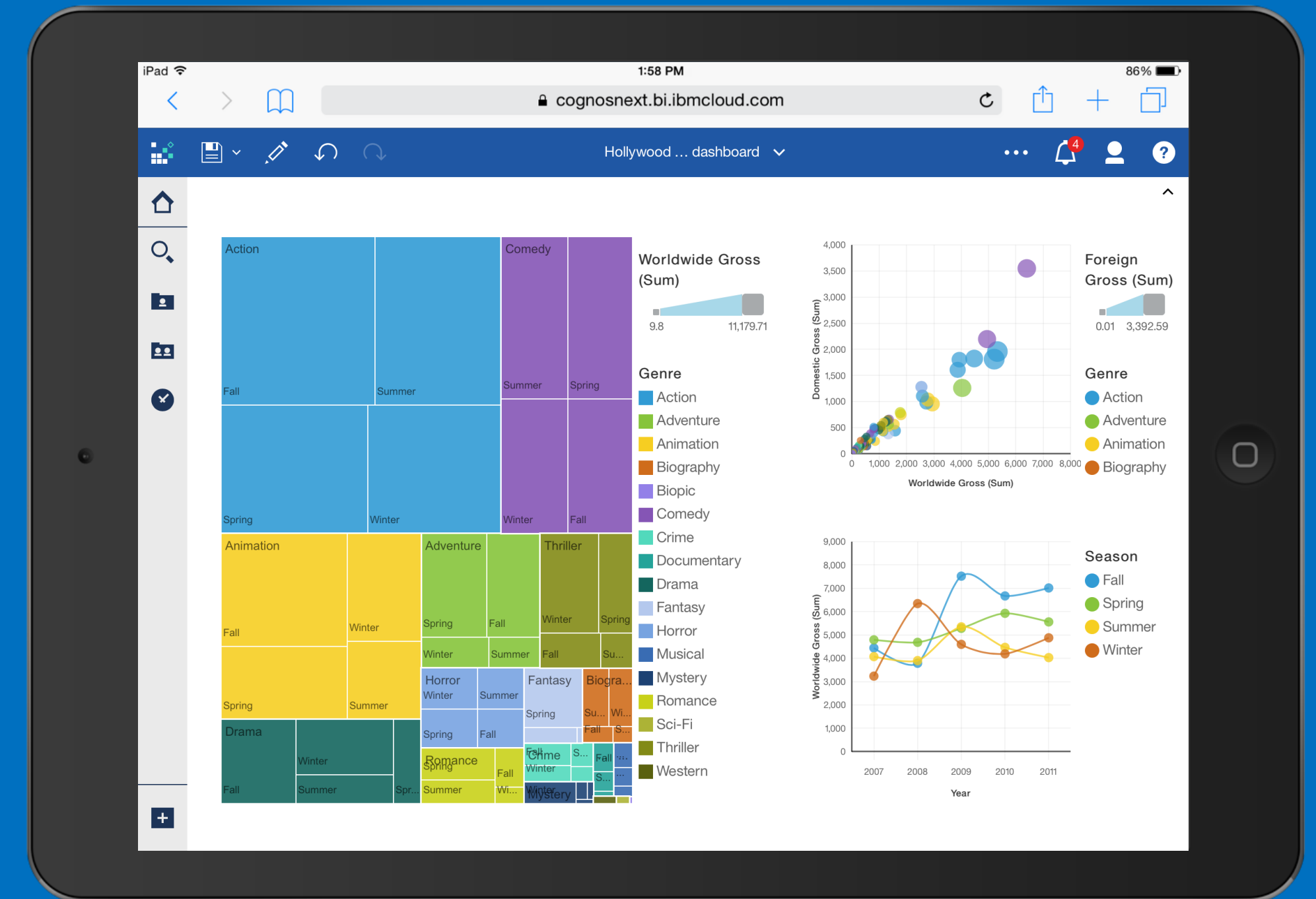


John Tukey, American Mathematician



# Reinvented Business Intelligence

- **Integrated solution** for managed reporting and business user self-service
- Designed for **ease of use** with a graduated user experience that enables analytic consumers to progress to access and model data, and create visual dashboards and stories on their own
- **Smarter self service** uses built in intelligence to guide data modeling and authoring based on intent
- **Proven governed solution** for performance, security and scalability



INTUITIVE  
WEB BASED  
ON CLOUD OR ON PREMISES

Demo

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- Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, I/O configuration, storage configuration and workload processed. Therefore, no assurance can be given that any individual user will achieve results similar to those stated.



Features under development for possible future release; confidential until announced

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e.g. Statements of strategy, competitive standing, etc.

**“unmarked”**

e.g. promotional material and content you will find in other public documents

# Six Key Investment Areas

1

Smarts

2

Ease of Use

3

Data Exploration

4

Data Prep &  
Modelling

5

Collaboration

6

Ecosystem

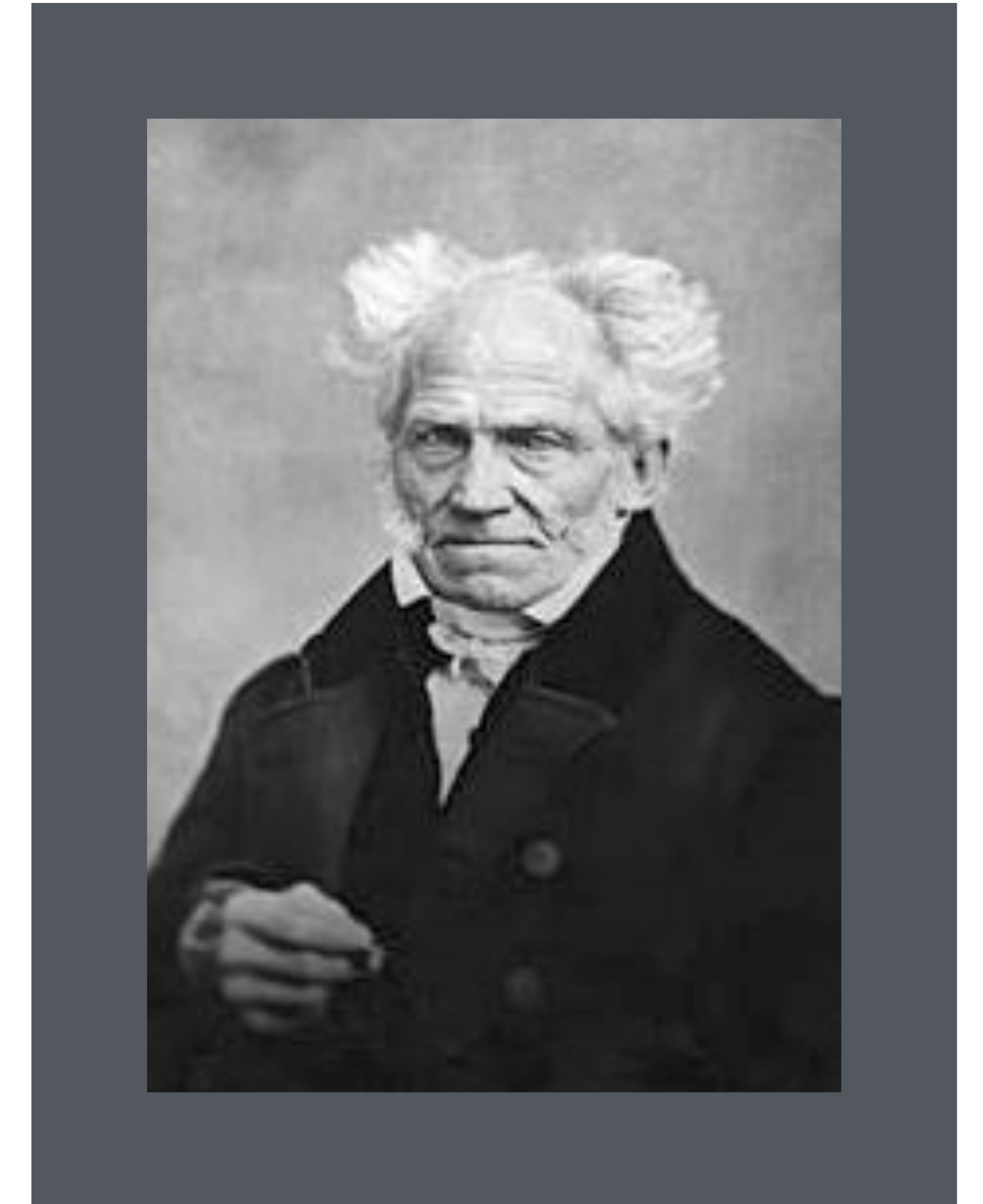
Learning

# Exploration

- A flexible workspace where users can explore their data, or explore an existing asset in a Dashboard
- Low barrier to entry: make it easy for any user to get started exploring
- Surface advanced analytics insights in a subtle way, so as not to overwhelm the user
- Provide contextual recommendations

The *value* of insight

*The alchemists in their search for gold discovered many other things of greater value.*

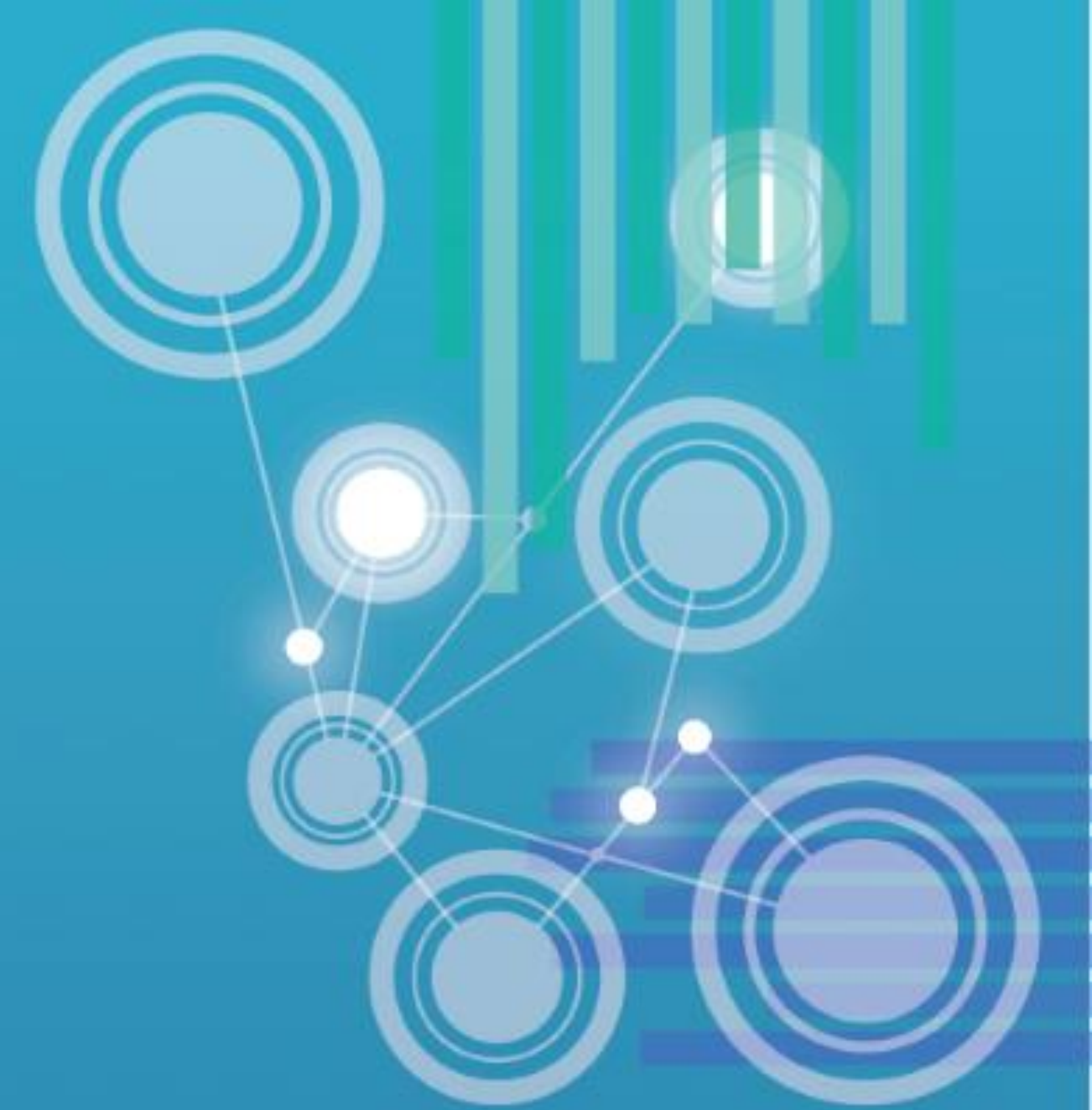


Arthur Schopenhauer, German  
Philosopher

Demo



# Questions?



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