Introducing

COGNOS ANALYTICS 11.1

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Erik Herman
Certified Technical Trainer

IBM **Business Analytics**

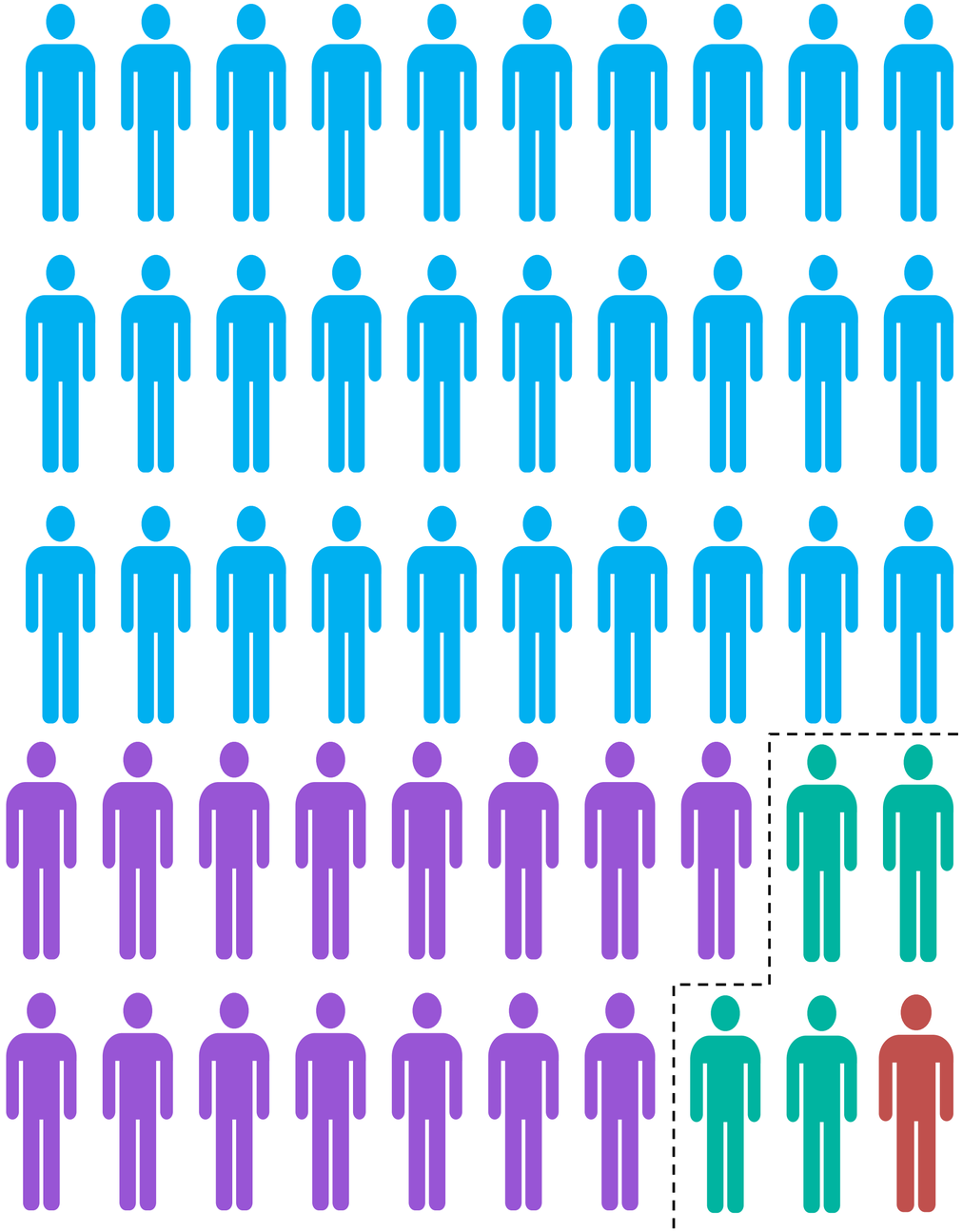
Factors shaping the future

Self Service for business users to create personalized content using corporate and personal data

Ease of use to allow users to efficiently achieve their goals

Governance for performance, security and scalability

Operationalize user created assets



Data Consumers 60%

Data Explorers 30%

Casual Users

Power Users

Data Analysts 8%

Data Scientists 2%

Static reports

Interactive reports

Personalized reports

Dashboards & Stories

Data modules & ad hoc reports

Data model & professional reports

Source Eckerson Group 2017

Six Key Investment Areas

1. Smarts
2. Ease of Use
3. Data Exploration
4. Data Prep & Modelling
5. Collaboration
6. Ecosystem

Learning

Smarts

- Personalized analytics that learns and adapts to the individual user
- User-driven narrative with natural language
- Remove technical barriers
- Remove bias
- Automate analysis (work faster)
- Contextual recommendations

Exploration

- A flexible workspace where users can explore their data, or explore an existing asset in a Dashboard or Report
- 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

Ease of Use / Dashboards

- Users have flexibility to quickly assemble very attractive dashboards.
- Users can build from existing assets without having to start from scratch.
- Meaningful visualizations are automatically generated with little authoring experience needed.
- Customized look and feel can be achieved and reused. Corporate standards can also be easily followed.
- Highly interactive and performant visualizations

Ease of Use / Reporting

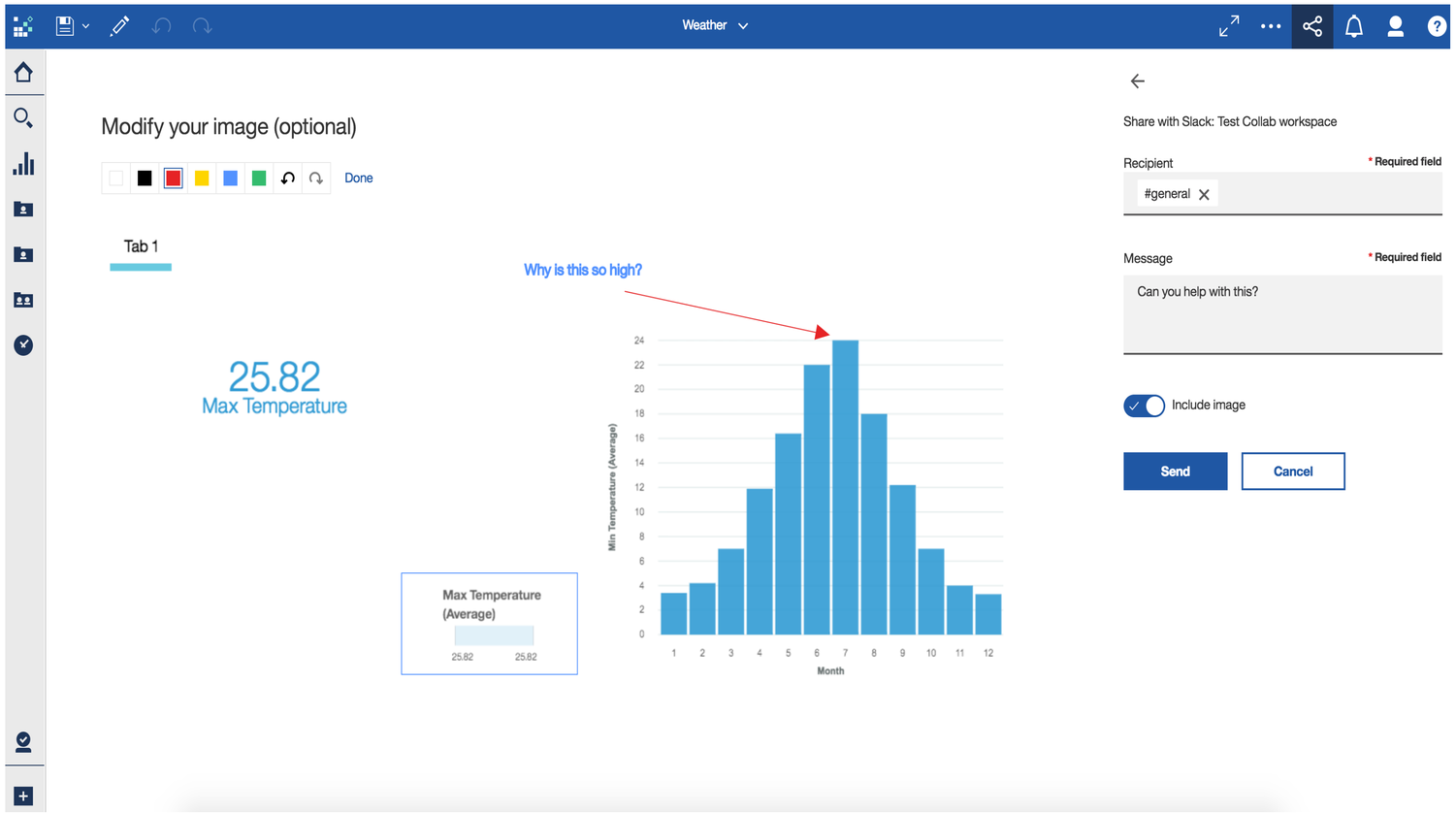
- Users can quickly assemble a report using existing assets without having to start from scratch.
- Meaningful visualizations are automatically generated with little authoring experience needed.
- Customized look and feel can be achieved and reused. Corporate standards can also be easily followed.
- Highly interactive and performant visualizations

Data modules

- Ease of use yet powerful when needed
- Graduated Experience – business analysts to experienced modelers
- Files to insights experience
- Data Prep in the experience
- Data blending & Set operations
- Relative Dates
- Multi-grain Analysis
- Security by Value

5 Collaboration

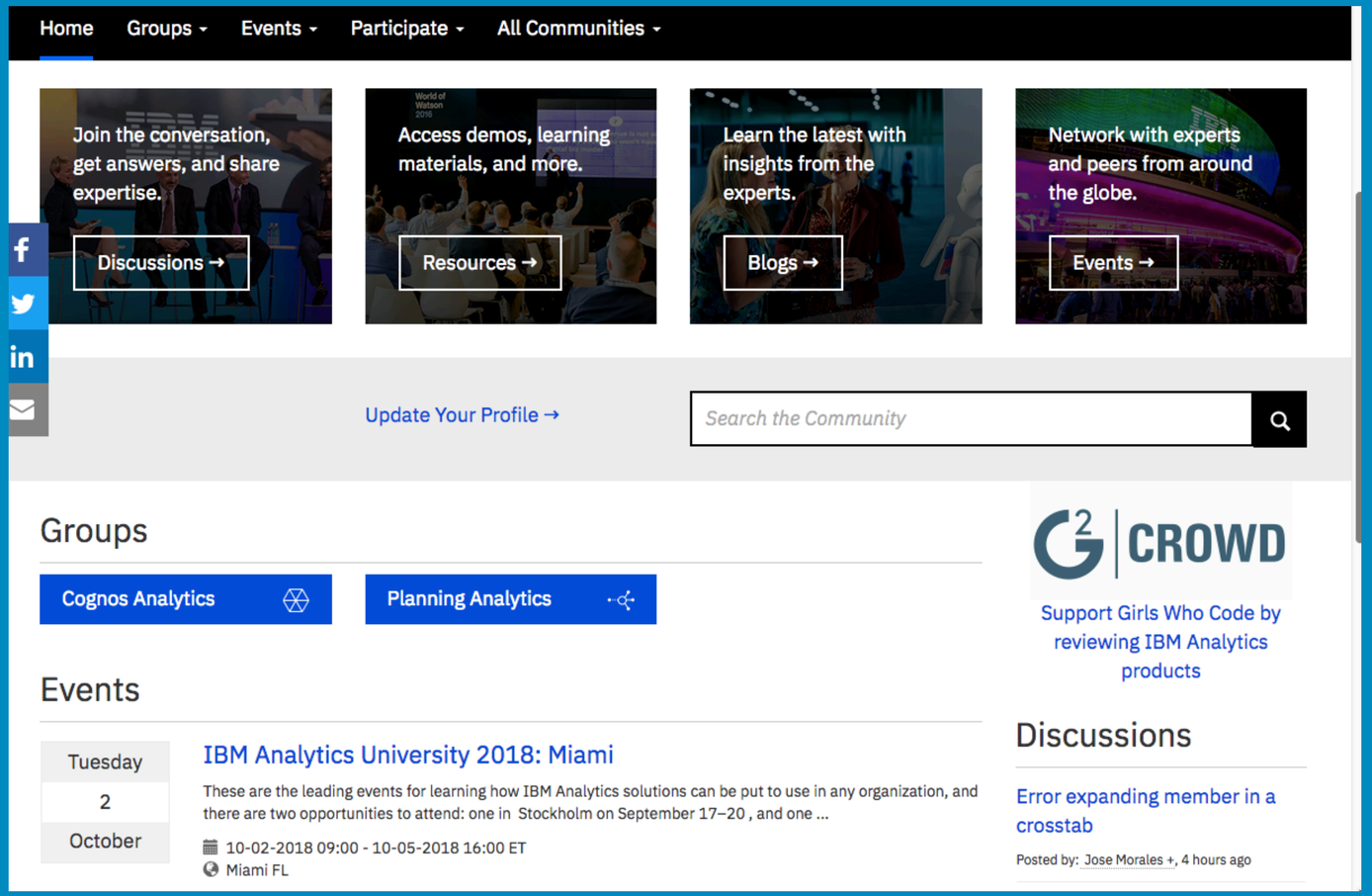
- Integrate with third party collaboration platforms (ex. Slack, Microsoft Teams, etc.)
- Share insights in context
  - Messaging & discussion
  - Share assets (dashboard, report, story or individual visualization) as an image
- Follow assets and other people
- Tailor notifications to personal needs
- Leverage smarts to suggest new content and users to follow



Building Community | Always-on

New!

- Product specific Groups
- How-to Videos
- Expert Blogs
- Discussion Forums
- Self-service Support
- Event Calendar



https://www.ibm.com/communities/analytics/