
Introducing

COGNOS ANALYTICS 11.1

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Factors shaping the future



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



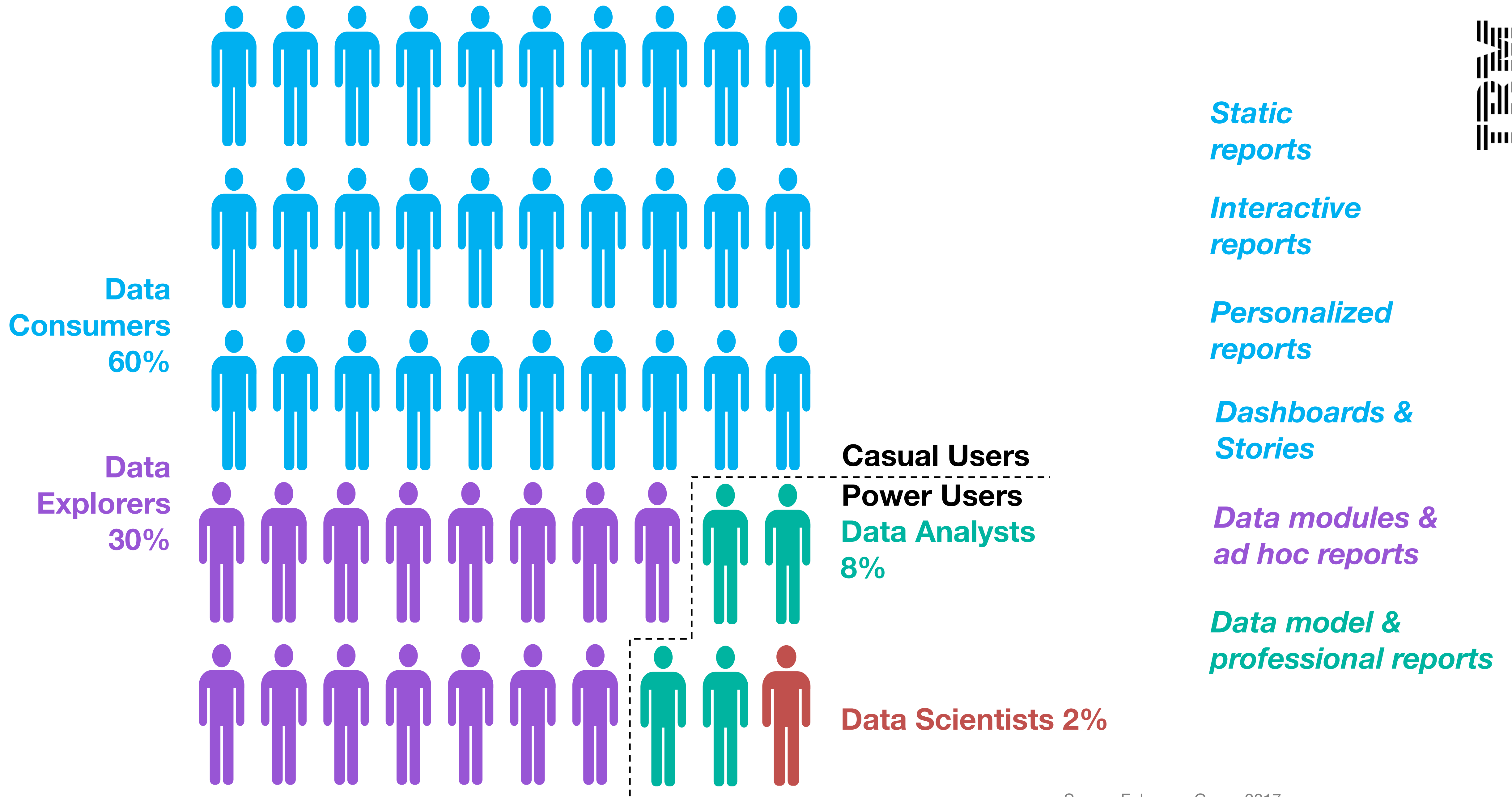
Ease of use to allow users to efficiently achieve their goals



Governance for performance, security and scalability



Operationalize user created assets



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

The screenshot displays a data visualization tool interface. The top navigation bar includes a 'Weather' dropdown and various utility icons. The main workspace is titled 'Modify your image (optional)' and features a color palette and a 'Done' button. Below this, a tab labeled 'Tab 1' is active. The central area shows a large numerical value '25.82' with the label 'Max Temperature' underneath. To the right, a bar chart titled 'Min Temperature (Average)' shows monthly data. A red arrow points to the highest bar (Month 7) with the text 'Why is this so high?'. Below the main chart, a smaller bar chart titled 'Max Temperature (Average)' shows a single bar with the value '25.82'. On the right side, a sharing dialog is open, showing options to share with Slack in a workspace named 'Test Collab workspace'. The dialog includes fields for 'Recipient' (set to '#general') and 'Message' (with the text 'Can you help with this?'). There is a checked 'Include image' option and 'Send' and 'Cancel' buttons at the bottom.

| Month | Min Temperature (Average) |
|-------|---------------------------|
| 1 | 3.5 |
| 2 | 4.5 |
| 3 | 7.0 |
| 4 | 12.0 |
| 5 | 16.5 |
| 6 | 22.0 |
| 7 | 24.0 |
| 8 | 18.0 |
| 9 | 12.0 |
| 10 | 7.0 |
| 11 | 4.0 |
| 12 | 3.5 |

| Max Temperature (Average) |
|---------------------------|
| 25.82 |

Building Community | Always-on



New!

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

The screenshot shows the IBM Analytics Community website interface. At the top, there is a navigation bar with links for Home, Groups, Events, Participate, and All Communities. Below the navigation bar, there are four featured cards: 'Join the conversation, get answers, and share expertise.' with a 'Discussions' button; 'Access demos, learning materials, and more.' with a 'Resources' button; 'Learn the latest with insights from the experts.' with a 'Blogs' button; and 'Network with experts and peers from around the globe.' with an 'Events' button. A vertical sidebar on the left contains social media icons for Facebook, Twitter, LinkedIn, and Email. Below the featured cards, there is a search bar labeled 'Search the Community' and a link to 'Update Your Profile'. The main content area is divided into three sections: 'Groups' with buttons for 'Cognos Analytics' and 'Planning Analytics'; 'Events' with a calendar view showing 'Tuesday 2 October' and an event titled 'IBM Analytics University 2018: Miami' with details on dates and location; and 'Discussions' with a post titled 'Error expanding member in a crosstab' by Jose Morales.

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

