IBM Business Intelligence

2.2.2016
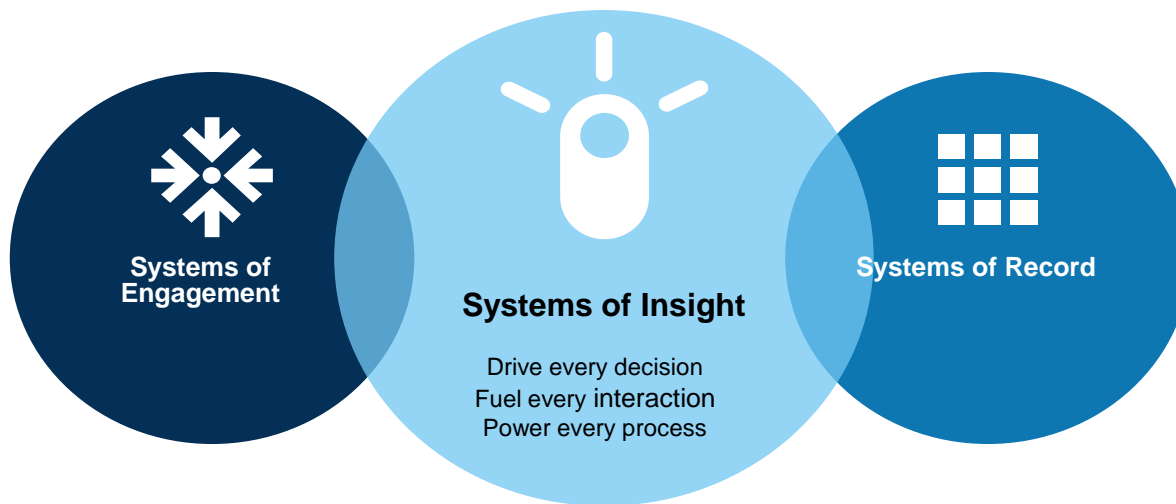
Juha Teljo

Peter D´Haeyer

Next generation analytic tools, IBM Europe

New Systems of Insight are data and analytics driven

Systems of Engagement

Systems of Insight

Drive every decision
Fuel every interaction
Power every process

Systems of Record

The highest value is derived when we bring the Systems of Record and Systems of Engagement data together to generate the insights

*Source: Gartner, p.6, Private Cloud Matures, Hybrid Cloud is Next, Gartner G00255302, Sept 6, 2013

Shaping virtually all industries

IBM Positioned as a Leader in the Gartner Magic Quadrant for Business Intelligence & Analytics Platforms
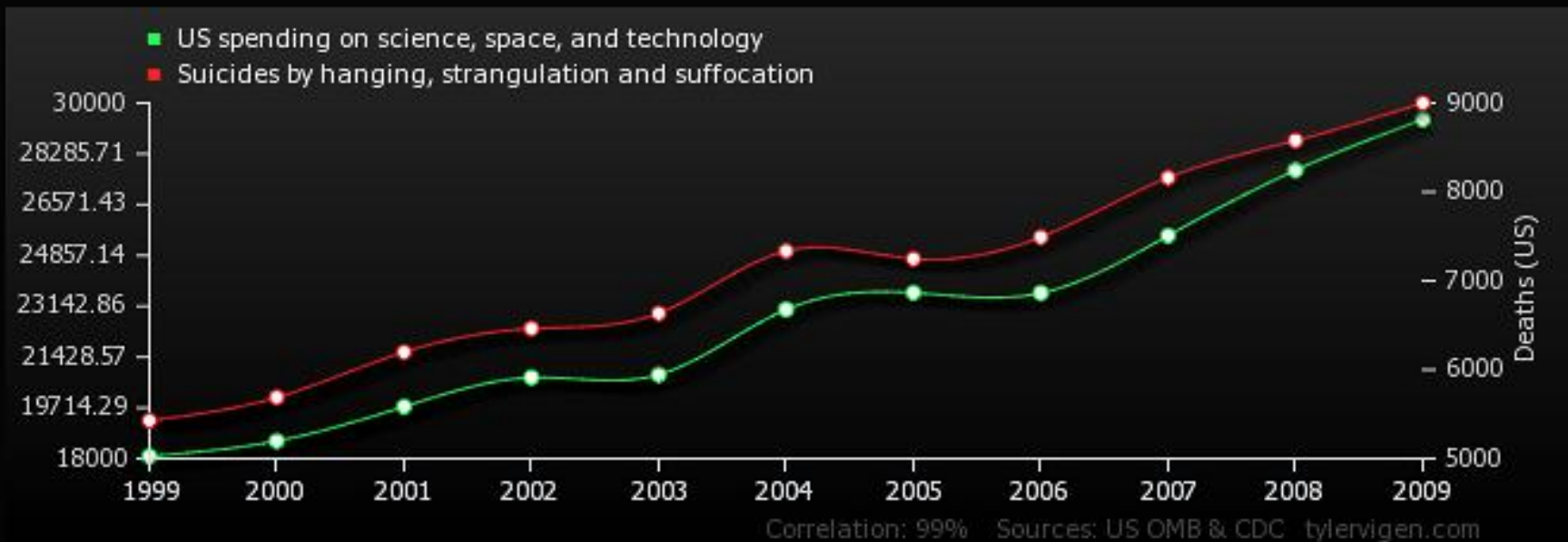
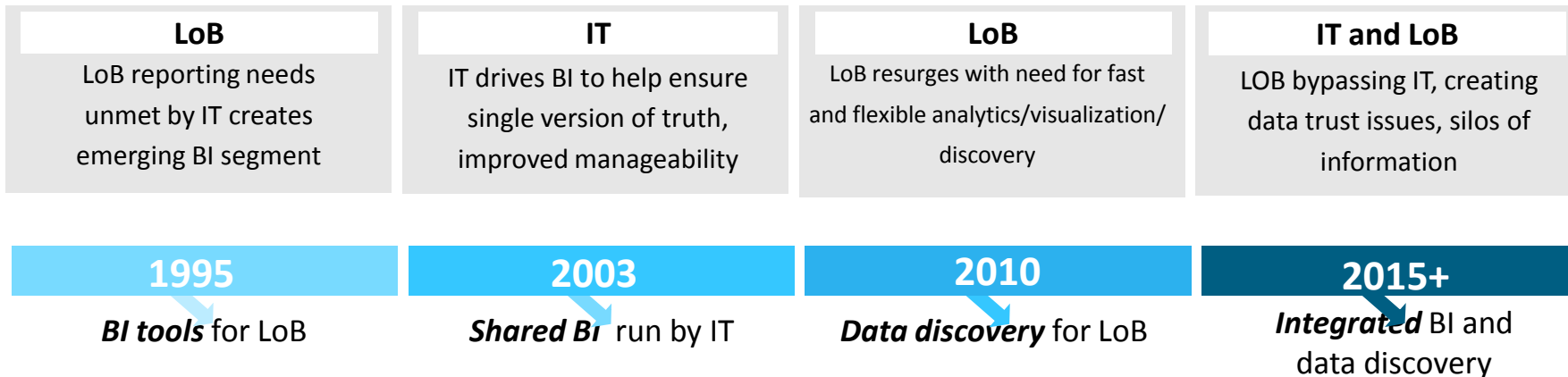**Magic Quadrant for Business Intelligence & Analytics Platforms**

IBM is pursuing white space identified by Gartner:
"The existence of separate systems-of-record reporting platforms and data discovery platforms can pose challenges for organizations attempting to govern, scale and support these different environments and pace layers, with no single vendor fully addressing both."

Source: Gartner "Magic Quadrant for Business Intelligence & Analytics Platforms", Rita Sallam, Bill Hostmann, Joao Tapadinhas, Josh Parenteau, Thomas Oestreich, 23 Feb 2014

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Analytics is not always easy – Correlation does not imply causality

BI has been alternatively driven by line of business (LoB) and IT

LoB	**IT**	**LoB**	**IT and LoB**
LoB reporting needs unmet by IT creates emerging BI segment	IT drives BI to help ensure single version of truth, improved manageability	LoB resurges with need for fast and flexible analytics/visualization/ discovery	LOB bypassing IT, creating data trust issues, silos of information

1995	**2003**	**2010**	**2015+**
BI tools for LoB	*Shared BI* run by IT	*Data discovery* for LoB	*Integrated* BI and data discovery

Gartner prediction: Through 2016, less than

of self-service business intelligence initiatives will be governed

sufficiently to prevent inconsistencies that adversely affect the

business.

10%

IBM Watson Analytics

Self-service analytics for business users and experts alike

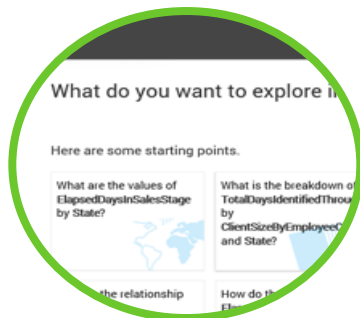**Business Users**   **Business Analysts**   **Data Scientists**   **IT**
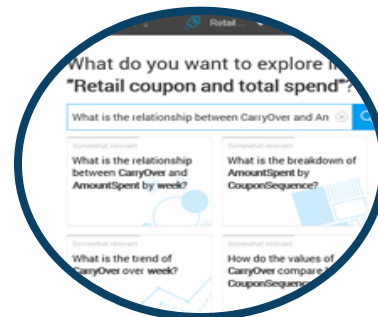
IBM Watson Analytics

Single Analytics Experience

Fully Automated Intelligence

Natural Language Dialogue

Guided Analytic Discovery

IBM.

5 Key Trends Shaping the Future of Business Intelligence
Adaptable, Intuitive, and Faster

- Trend #1: Intuitive and Immersive User Experiences

- Trend #2: Focus on Analytics & Discovery

- Trend #3: Users Direct Data Preparation

- Trend #4: Operationalizing BI & Analytics

- Trend #5: Data Governance and Business – IT Collaboration

Source: TDWI Webinar November 19, 2015
https://tdwi.org/webcasts/2015/11/adaptable-intuitive-and-faster-key-trends-shaping-the-future-of-business-intelligence.aspx?tc=page0&partnerref=111915IBM1PAnn

IBM **Cognos Analytics**

Designed for me, built for us

Redefined consumption experience for any device

Accelerated business modeling and performance

Redefined report authoring and analysis

Completely re-designed experience
Dramatically increase productivity for departmental and enterprise reporting

Trend #1: Intuitive and Immersive User Experiences

Upcoming release of IBM Cognos BI is IBM Cognos Analytics

Completely re-designed experience focused on the Business user

Dramatically increase productivity for departmental and enterprise reporting

◆ Clean, uncluttered interface

◆ Integrated, graduated experience

◆ Completely web-based - consistent across devices

◆ On-demand menus and taskbars

◆ Smart search

Cognos Analytics - GA since December 23rd 2015

Trend #2: Focus on Analytics & Discovery

- ◆ Highly interactive reports
- ◆ Seamlessly go from view to edit to author
- ◆ Personalization options
- ◆ User subscribe to reports
- ◆ Easily create dashboards and infographics
  - ◆ Guided approach – intent-driven authoring
  - ◆ Drag and drop
  - ◆ Visualizations automatically recommended
 - ◆ Can create on iPad
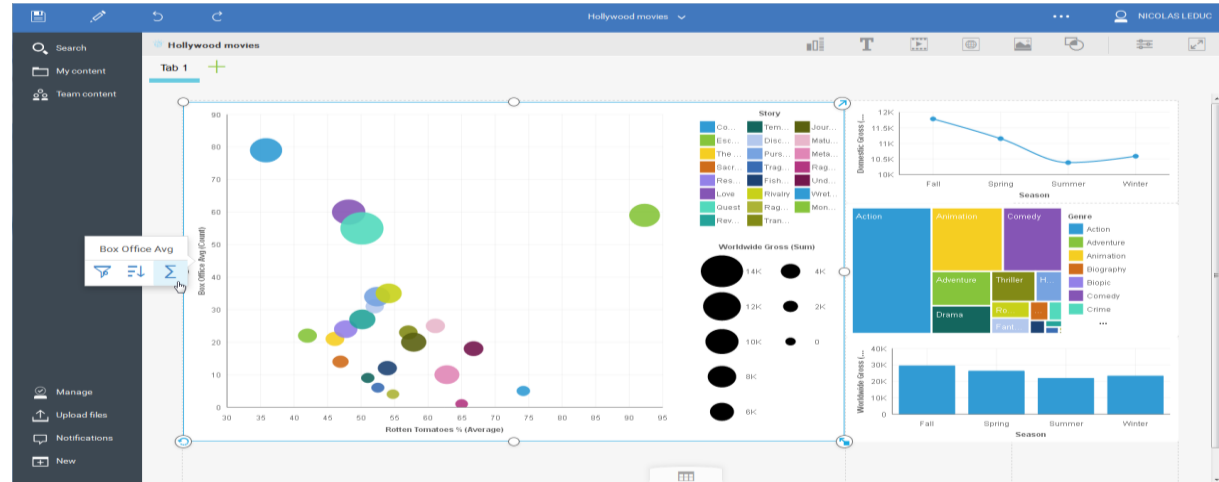
"With the years of enterprise focus and now with the brand new designed interface we'll have everything we need for both the experienced and the occasional users."
Large European bank

Trend #3: Users Direct Data Preparation

New experience for working with data built for the business user

- ◆ Report directly from data sources or

- ◆ Intent-driven process based on the selected data

  - ◆ Search for fields

  - ◆ Join multiple sources

  - ◆ Automated data module generation

- ◆ Improve data quality – data cleansing

- ◆ Visualize the data module

- ◆ Build a report off of multiple data sources
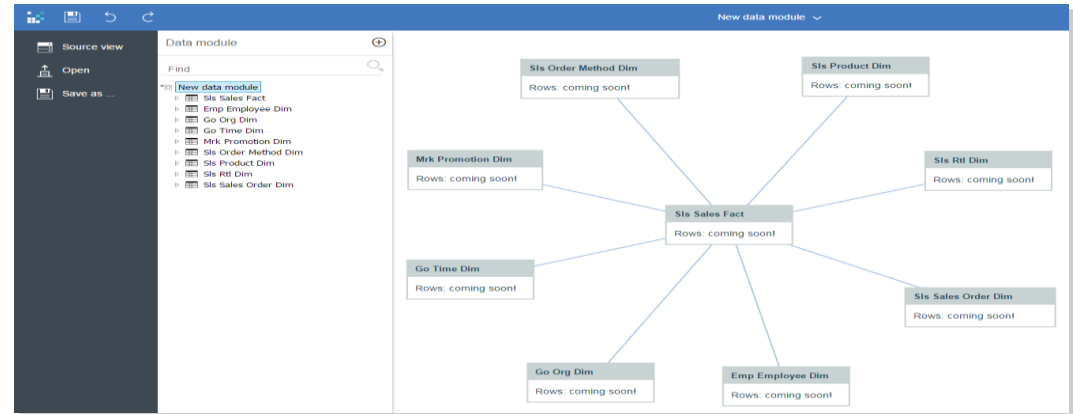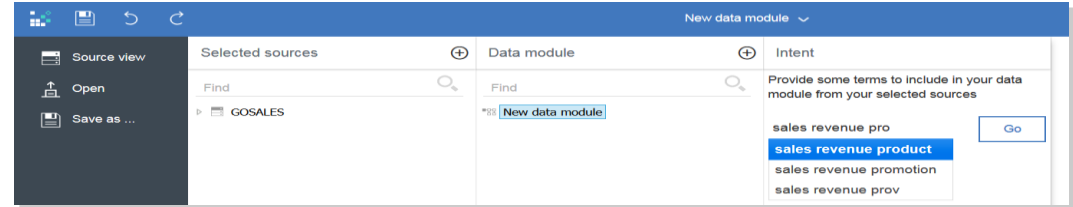
Trend #4: Operationalizing BI & Analytics

◆ Instantly make findings available to others to amplify value

◆ One insight can make a real business impact by operationalizing results

◆ Iterative process of re-using and augmenting data modules and reports to create new insights increases collective intelligence

With Cognos Analytics, we′ll be able to put insight into practice by distributing reports and providing dashboards with this trusted information to get everyone on the same page.

Mark Lack
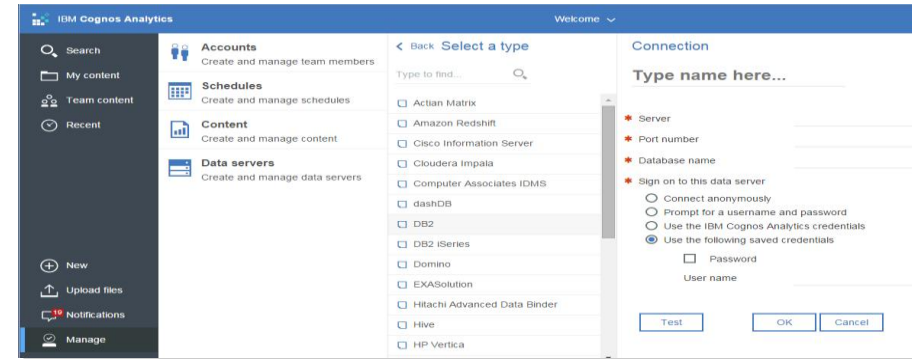**Manager of Strategy Analytics and BI**

Trend #5: Data Governance and Business – IT Collaboration

IBM heritage in data governance - plus a new Manage capability for a departments to do some self-management
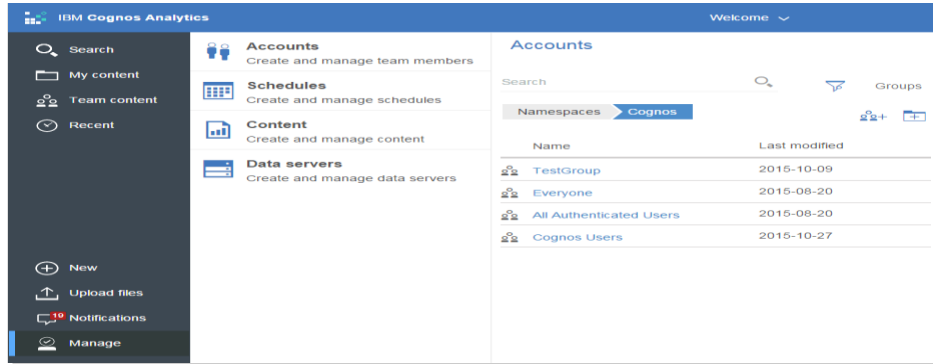
Manage users, teams, departments
◆ Enable departments to manage their users

Manage schedules, content and data
◆ Manage access to governed and external data

Access to functionality based on user roles

IBM Watson Analytics and Cognos Business Intelligence

Exploration and Innovation
Watson Analytics
Individual Self-Sufficiency

- Leverage existing data in Cognos Reports and Models to kick start Watson Analytics insights

- Find hidden items in your data and publish back to Cognos
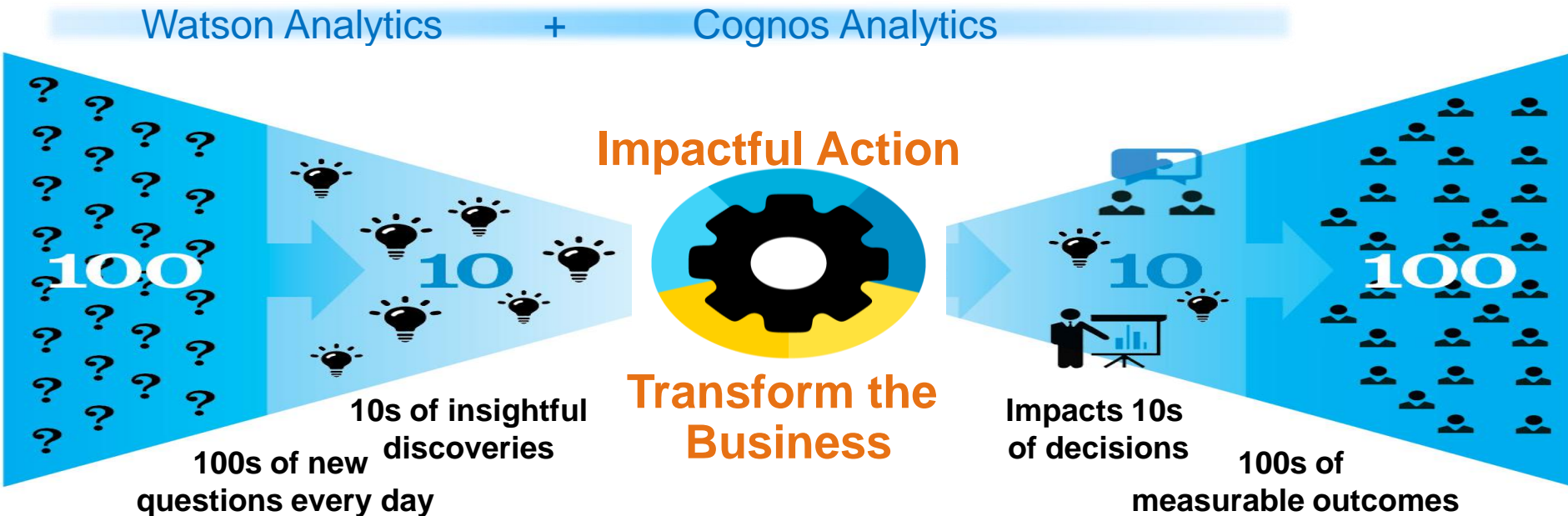
Value and Trust
Cognos Analytics
IT Managed Self-Service

- Operationalize key insights from Watson Analytics

- Publish data to Watson Analytics from Reports and Models

- Specify which items to share in a common environment

A common mobile experience

Acting on Insight

Watson Analytics + Cognos Analytics

Impactful Action

100 → 10s of insightful discoveries → **Transform the Business** → 10 → 100

100s of new questions every day

10s of insightful discoveries

Impacts 10s of decisions

100s of measurable outcomes

Cognos is the only vendor to bring together all the pieces — fully-owned cloud and on-premises networks, software application...

...and expertise to deliver accountability every step of the way regardless of deployment model.