

Drive Smarter Decisions by Addressing the Analysis Needs of All Users - Video Script

Organizations have become acutely aware of how important it is to gain faster, better insight into data in order to drive performance. People must be able to analyze information in the specific ways they need to do their jobs well.

With IBM Cognos software, you can drive an information-led transformation in your organization that helps all your key user groups make smarter, faster decisions that drive business performance and agility.

Organizations are more successful when the diverse needs of their different user communities are understood and appropriately addressed. IBM Cognos software adapts to varying analysis needs and styles to provide new intelligence for your users. It allows them to more clearly assess performance and deviations, and determine how to get back on track – and beyond.

Analytical reporting helps all users gain a basic level of additional insight to performance metrics or straightforward questions that don't require invasive analysis.

Trending gives business managers and analysts deeper, broader capabilities to analyze data from different points of view, so they can understand the factors driving organizational performance.

Scenario modeling allows business and financial analysts to incorporate more specialized, focused analytical activities and build “what-if” type-projections to understand the impact of possible solutions to problems.

And predictive modeling meets the most advanced needs of your business and financial analysts by allowing them to analyze past performance for future planning. Predictive modeling moves scenario modeling into broader “what-might-be” type-analyses for the more effective planning of future strategies and tactics.

To learn more about how IBM Cognos software can help you get more from BI by understanding your diverse analysis needs, view the related resources listed below.

Analytical Reporting for All Users

[IBM Cognos 8 BI Reporting - Demo](#)

See real-world reporting scenarios for casual business users and professional report authors.

Trending for Business Managers and Analysts

[IBM Cognos 8 BI - Demo](#)

See how business managers and analysts can work with IBM Cognos 8 BI.

[IBM Cognos 8 BI for Microsoft Excel - Demo](#)

See how you can perform dimensional analysis in your Microsoft Excel spreadsheets.

Scenario Modeling for Business and Financial Analysts

[IBM Cognos TM1 – Demo](#)

See how you can improve your budgeting, planning, analytics and "what-if" scenario modeling.

Predictive Modeling for Business and Financial Analysts

[Predictive Analytics in a Banking Scenario – Demo](#)

See how you can better sense, respond, predict and act with IBM Cognos solutions.