Grow your business with Cognos Analytics, financed by IBM

- IBM® Cognos® Analytics is designed for easy-to-use analytics
- Flexible financing helps improve cash flow and match payments to milestones
- Competitive rates help preserve funds and start projects sooner

Fund your projects with flexibility

IBM Cognos Business Intelligence customers have come to rely on its professional reporting capabilities to understand their businesses. And as the amount of data to analyze has grown exponentially, Cognos Business Intelligence users have experienced the need for a solution that makes data-driven insight accessible to virtually anyone, regardless of technical skill level.

Introducing IBM Cognos Analytics—the next generation of Cognos Business Intelligence—designed to address your need for easy-to-use analytics that lets business users monitor and stay on top of what matters most to them.

Cognos Analytics delivers a new engaging and intuitive experience for business users while providing IT with diverse levels of control—all without sacrificing scalability or analytic governance. Cognos Analytics also provides a familiar workflow for experienced professionals while still being easy to use for business users.

Now Cognos Business Intelligence customers with a current support contract can upgrade to Cognos Analytics today at no additional charge. And IBM offers flexible financing to help you manage increased data, accommodate new users, and expand operations while improving cash flow and matching payments to project milestones. With interest rates as low as 0 percent for 12 months and the ability to delay first payments for up to 90 days, customers can preserve funds and get started on new projects sooner.

As a Cognos BI user, you're familiar with the benefits of a professional reporting environment, and you've invested over the years in the software, infrastructure and training to build analytics into your business processes. You want to bring forward all that key content (data models, reports and dashboards) for your organization to gain maximum value. These capabilities have also been enhanced in Cognos Analytics to make it easier and faster to prepare data and create interactive reports.

The power of Cognos Analytics can drive greater insights giving you competitive advantage. And with competitive advantage comes growth. Don't let budget constraints curtail your plans. IBM can help fund your growth with flexible leases and loans for all your analytics software, services and infrastructure from IBM.

Upgrading from Cognos Business Intelligence to Cognos Analytics is more than an improvement in your business analytics; it's a transformation. By putting sophisticated analytics in the hands of users throughout the organization, you empower line-of-business personnel to understand the data that's most relevant to them. By maintaining IT oversight and control, you help ensure data quality and avoid the trap of multiple incompatible self-service tools operating under one roof. The result is an environment where data-driven decisions can flourish.

Why IBM?

With Cognos Analytics, you can choose how you want to deploy business intelligence capabilities based on time, costs and resources. And with flexible financing options from IBM, you can get started right away while managing preserving funds and improving cash flow.

For more information

To learn more about financing Cognos Analytics, please contact your IBM Global Financing representative or IBM Business Partner, or visit the following website: **ibm.com**/financing

Read Get your money back – up to 617% ROI—A new TVO (Total Value of Ownership) report details the cost savings you can achieve with IBM Cognos Analytics both on-premises and on cloud.

Read the BARC Score Business Intelligence report that IBM ranks highly among Enterprise BI Platforms

Want to learn more about Cognos Analytics? The best way is to start a free trial at **ibm.com**/products/cognos-analytics

And visit **ibm.com**/financing for more information about the many flexible financing options available to qualified clients.

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