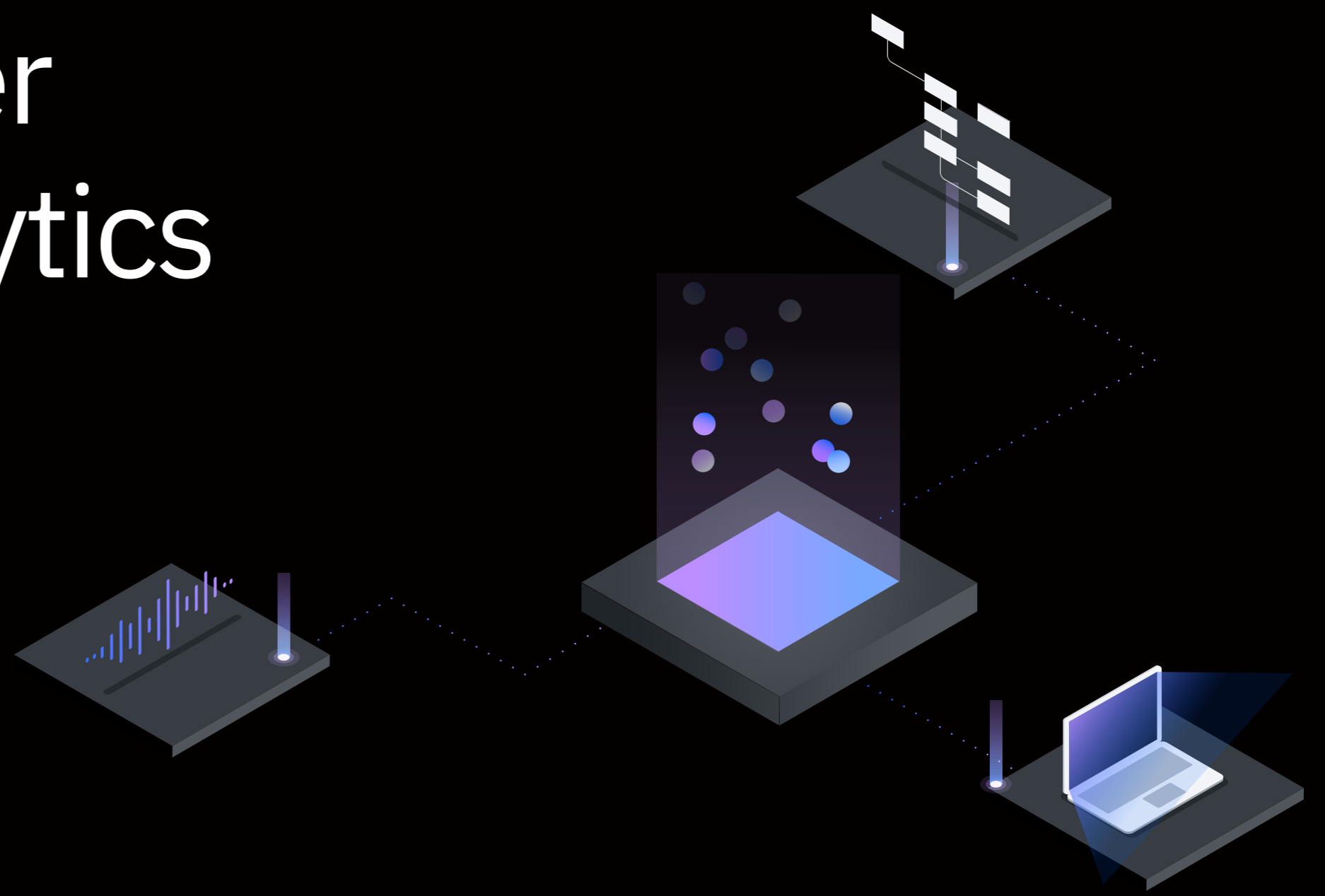


Find insights faster with Cognos Analytics on IBM Cloud Pak for Data



Experience the power of AI-infused Business Intelligence (BI) & Analytics:

- Clean and connect data faster so you can focus on the work that matters
- Quickly find unbiased answers by identifying trends in your data
- Visualize business performance and share results
- Enable more self-service analytics without the reliance on IT

Experience the power of IBM® Cloud Pak™ for Data:

*Projected results



65%–85%

Reduced infrastructure management effort¹



25%–65%

Reduced ETL (extract, transform, load) requests¹



86%–156%

Return on investment¹

Benefits of Cognos Analytics on Cloud Pak for Data:

Answers you can rely on

Empower users with AI-driven self-service BI & analytics. Drive more confident decisions with an integrated environment supporting automated data preparation, data discovery and dynamic visualizations.

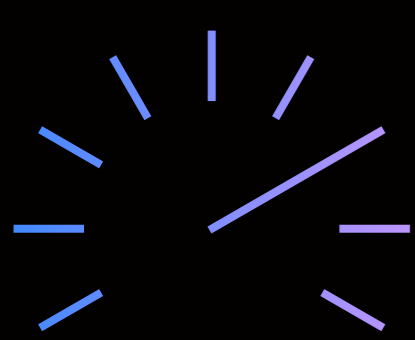
Accelerated deployment

Easily deploy across any cloud or multi-cloud environment such as Amazon Web Services (AWS), Azure, Google Cloud, IBM Cloud® and private clouds.

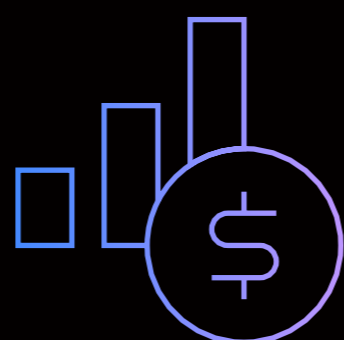
Supercharge your business intelligence

Powerful data access capabilities such as data virtualization allows you to execute complex queries and get faster insights.

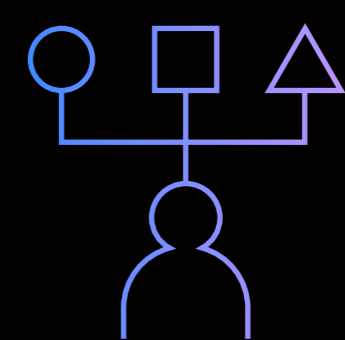
Use cases:



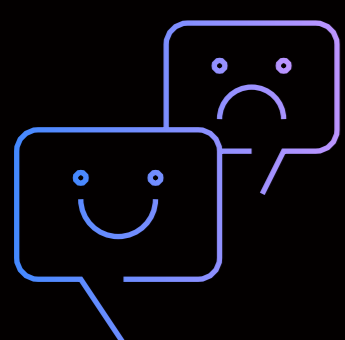
Marketing campaign performance



Sales pipeline analysis



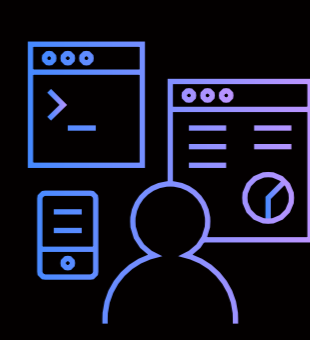
Human resource analytics



Customer sentiment analysis



Supply chain analysis



IT operations analytics

Infuse AI and elevate your analytics with the power Cognos Analytics on [IBM Cloud Pak for Data](#).

Start your journey to AI today.

[Try the no-cost Cloud Pak for Data trial](#)

[Learn more about Cognos Analytics](#)

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¹ "New Technology: The Projected Total Economic Impact™ Of IBM Cloud Pak For Data," a commissioned study conducted by Forrester Consulting, February 2020. Full study: ibm.com/account/reg/us-en/signup?formid=urx-43258

