



Did you know?

Cognos makes AI-infused business intelligence available to anyone



Myth:

Cognos is expensive and only for the large enterprise

Fact:

Cognos is available for as low as \$15, for one user to one thousand, with no capability restrictions

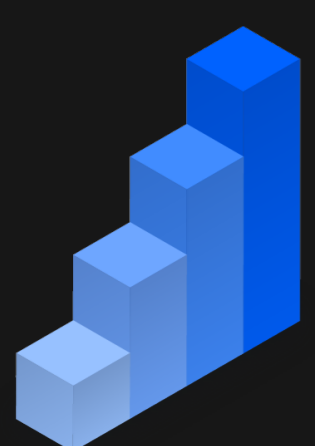


Myth:

Business intelligence tools require expertise from data scientists and analysts

Fact:

With AI and NLP, Cognos makes data exploration easy for users at any level

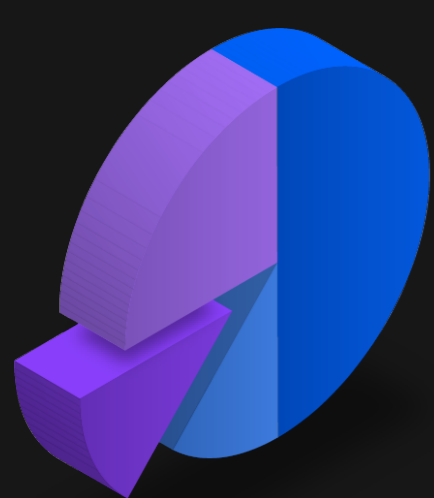


Myth:

If I don't implement Cognos on cloud, my ROI will suffer

Fact:

The Total Value of Ownership for Cognos on-premises is 159%-218%*



Myth:

It's hard to make my data look "pretty" and easy for my execs to understand

Fact:

AI embedded in Cognos will help you visualize and understand your data



Myth:

Cognos shows me what has already happened, but I need to plan for the future

Fact:

Predictive analytics in Cognos provide time-series forecasting with the click of a button



Myth:

I don't have confidence in the results that I am seeing

Fact:

With data and analytics governance, Cognos aggregates accurate information in a singular, secure environment

What's next:

Get all the answers you need, in one place.

Break through the noise and paint a clear picture of what's driving your business with analytics that are reliable enough to guide your decisions, smart enough to detect hidden patterns, and visually compelling enough to resonate with executives. IBM Cognos Analytics is the only solution that uses AI-assisted data exploration to democratize business intelligence so users at any level can analyze and communicate the story of your data.

[Learn more](#)

*Source: "A Comprehensive Quantitative Assessment of the IBM Cognos Analytics Value Proposition," a commissioned study conducted by Cabot Partners on behalf of IBM, May 2017

