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## Highlights

- Create high-precision reports using a wide array of data resources in a unified, governed environment.
  - Quickly assemble and test your reports, then easily share them throughout your enterprise.
  - Allow readers to interact with reports, create customized versions and draw additional insights without author intervention.
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# IBM Cognos Analytics

*Simplify the creation of professional reports*

IBM® Cognos® Analytics is a smart business intelligence (BI) solution designed to guide users in the creation of a wide array of reports, dashboards, stories and data models in a unified environment.

Cognos Analytics offers web-based report authoring capabilities to help authors and developers build sophisticated, multiple-page query reports. Report authors can create, edit and distribute a wide range of professional reports against multiple databases. In addition, it provides powerful functionality such as bursting, advanced charting and customizable reports.

Key reporting capabilities include:

- Full interactivity, whether connected or disconnected
- Mobile-friendly viewing
- System inference between tables for a consistent, unified experience
- Report scheduling and distribution
- The creation of high-precision professional reports
- Use of curated data as the source (other data sources are also possible)

With Cognos Analytics, creating professional reports can be much easier and faster than ever before. You can create, test and run a report, and then share it throughout your organization.



## Report creation with Cognos Analytics

The three major aspects of report creation on Cognos Analytics are:

- Building and assembling your report
- Filtering, drilling and modifying for analysis
- Scheduling, distribution and sharing

### Building and assembling your report

Cognos Analytics makes it easy and straightforward to build sophisticated, powerful reports.

- Select a template and theme

Use prebuilt templates or create your own look and feel with custom templates.

- Build your report layout

Pick from a commonly used report objects list and select the types of charts that you want to use. This helps you quickly build your report objects without having to search through the report object menu.

- Add your data

Drag and drop the data you want to use to populate your charts.

- Use the on-demand tool bar

Tool bar icons change depending on what chart type is selected. You can modify an object in a report by clicking icons on the toolbar that appear when the object is selected.

- Create prompts

You can add prompts to a report to add interactivity for users. Prompts act as questions that can help users customize the information in a report to suit their needs. The prompt controls provide the user interface where the questions are asked.

- Test and validate

When you validate a report, Cognos Analytics returns errors and warnings generated from the query; it also retrieves messages describing the different steps of the query.

### Filtering, drilling and modifying for analysis

The IBM Cognos Analytics interactive viewer can help report consumers explore their data and derive additional insights without report authors having to pre-author the interactivities. Simply put, consumers can customize their own version of the same reports. This interactive capability is designed to be easier to use, powerful and flexible.

Active reports are built for business users, helping them to explore their data and derive additional insights. Report authors build reports designed to meet their users' needs, keeping the user experience simple and engaging. Active reports can be made available for offline viewing, making them an ideal solution for a distributed workforce.

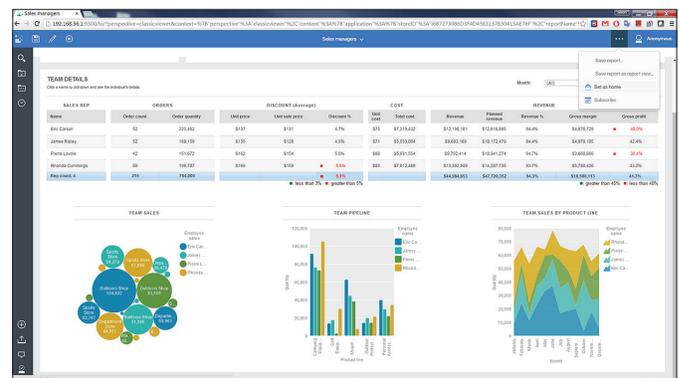


Figure 1: Sample of an interactive report created using IBM Cognos Analytics.

### Scheduling, distribution and sharing

To create an analytics-driven enterprise, it's not enough to help users to generate the reports they need. You need tools that can support the sharing of analytic insights throughout the organization. That's why Cognos Analytics includes features designed to make sharing easier:

- Schedule a report

This simple process can automate report distribution. You set the day, time, frequency and output type.

- Bursting reports

Burst a report to distribute its contents to various recipients. Bursting entails running a report once and then dividing the results for recipients, each of whom receives a subset of the report data.

- Subscribe to a report

With this feature, users can subscribe to the reports they have access to and receive them in the format of their choosing.

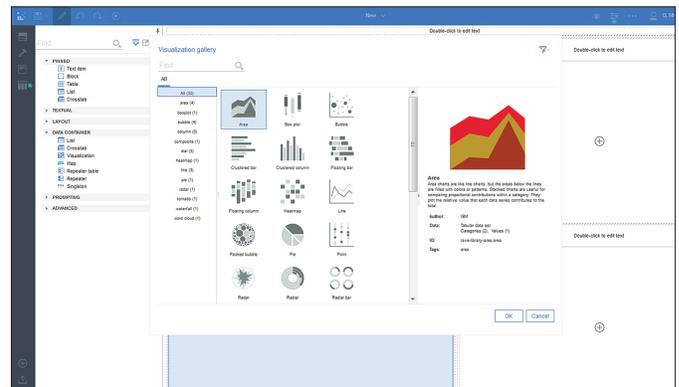


Figure 2: An overview of some of the chart types available for use in IBM Cognos Analytics reports.



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