

IBM Cognos Express

Essential BI and planning for midsize companies

Overview

IBM Cognos® Express is the first and only integrated business intelligence (BI) and planning solution purpose-built to meet the needs of midsize companies. It delivers the essential reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities that midsize companies need at a price they can afford. Everything is included in a pre-configured solution that is easy to install, easy to use and easy to buy.

IBM Cognos Express provides midsize companies with consistent, reliable information to answer three critical business questions: How are we doing? Why? and What should we be doing? With insights drawn from answering these questions, managers can make better, faster decisions to drive greater efficiencies, reduce costs and identify new growth opportunities.

For organizations that are beginning to embark or expand on a BI and planning strategy, IBM Cognos Express includes everything needed to get started right away. It offers powerful yet easy-to-use capabilities for both novices and advanced users to encourage broad adoption throughout a company.



IBM Cognos Express offers a complete, integrated solution for a midsize company's reporting, analysis and planning needs.

The only integrated BI and planning solution purpose-built for midsize companies

To be agile and compete with larger rivals, managers and business users at midsize companies need targeted, timely and accurate information – information that can successfully drive strategic business decisions. BI and planning applications provide this information. They increase visibility into key metrics to improve business processes and decision-making throughout an organization.

Many midsize companies have been forced to cobble together bits and pieces of expensive and complex systems or resort to using spreadsheets to handle their BI and planning needs.

IBM Cognos Express offers a clear alternative – an affordable, integrated reporting, analysis and planning solution purpose-built for midsize companies. With IBM Cognos Express, you can get powerful performance management capabilities like large organizations – at a lower cost and with less IT overhead.

Easy to install and deploy

IBM Cognos Express includes everything you need for immediate use in a preconfigured solution. It plugs into existing infrastructure with minimal impact and can be deployed in as little as an hour. A single, centralized Web-based console manages all administrative aspects

of installation, deployment and ongoing management, using only a few simple mouse clicks. There is no extra burden on IT staff and no additional investment in software infrastructure.

All the essential reporting, analysis and planning capabilities are available in one integrated solution from a single vendor. This simplicity eliminates the time and costs associated with more complicated, developer-centric implementations. You are more productive right away. It also reduces the complexity of deployment and ongoing maintenance, which minimizes the IT resources required.

As your needs expand in the future, IBM Cognos Express provides a path to add capabilities using the same familiar software application. There is no extra training required nor additional demands on constrained technical resources.

Easy-to-use, self-service access to empower business users

IBM Cognos Express is easy to use and can be managed and operated by business users themselves. Self-service access lets users work independently to access information quickly and create and modify their own reports and analysis without

relying on IT resources. It presents data in a business context that business users understand while ensuring data accuracy and consistency throughout the organization. This allows executives and managers in different departments to spend more time analyzing data and less time arguing over what data is correct.

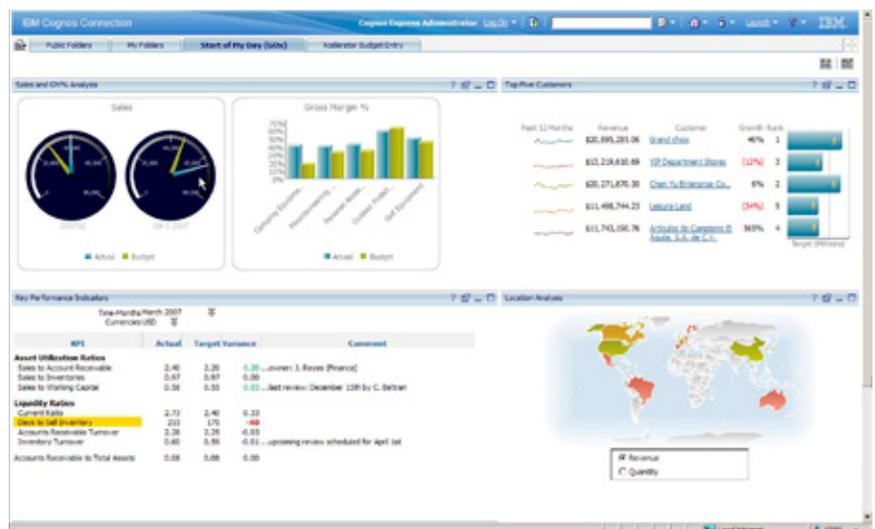
While IBM Cognos Express empowers users to be self-sufficient, it does so in a controlled way, using common metadata models to ensure that everyone works with the same trusted information. Simple, intuitive authoring capabilities support the needs of all business users from the novice to the power user. Managers can spend more time analyzing data and formulating business strategy. They can adjust

plans, budgets and forecasts to respond quickly and effectively to changing business conditions.

Easy to buy, for rapid ROI

IBM Cognos Express is packaged and priced to let companies start small with only the capabilities they need, gain immediate business value and expand their solution as they grow. Its affordable pricing includes everything you need to get started. There are no hidden fees for additional software often seen with other solutions.

Simple administration saves time and resources while delivering faster time to value. With no hidden costs and ease of use, IBM Cognos Express delivers a rapid return on investment and a predictable cost of ownership.



Interactive dashboards can include elements from any IBM Cognos Express module and be shared company-wide.

One-stop reporting, analysis and planning

IBM Cognos Express offers a complete, integrated self-service solution for a midsize company's BI and planning needs. The following three modules can be used separately or together:

- **IBM Cognos Express Reporter** for reporting and ad hoc query
- **IBM Cognos Express Advisor** for freeform analysis and visualization
- **IBM Cognos Express Xcelerator** for Microsoft® Excel® based planning and business analysis.

You may purchase the full product with its reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities, or you may start with the specific module or modules you need today, secure in an easy growth path for the future. This flexible approach gives you the freedom to "think big, but start small" – an effective strategy to match project and business needs with budget and resource constraints.

IBM Cognos Express Reporter

Often, the first step toward initiating or expanding a business intelligence strategy involves moving beyond the canned reports included with your corporate applications. You need the flexibility to create reports that combine information from a variety of different sources. You need to build different types of reports that support the needs of various users throughout the company.

IBM Cognos Express Reporter delivers complete, self-service reporting and ad hoc query capabilities for business users to access, modify or author reports quickly and easily. It provides a consistent view of information throughout your company so users are never confused, misinformed or misaligned.

This self-service design helps reduce the cost and time needed to share information throughout the organization. Reduced demands on IT help eliminate reporting backlogs that frustrate business users. The result is better decision-making company-wide.

IBM Cognos Express Reporter delivers:

- Simple, intuitive, drag-and-drop authoring capabilities that are easily accessible from a Web browser for self-service reporting by any user, from novice to expert.
- A common metadata model that presents information to users in business terms that they understand, so they can be productive right away.
- Access to all corporate data in any combination, including relational, analytical OLAP or even desktop files for comprehensive, accurate reporting.
- Broad report coverage to meet the needs of different users, including financial, production, operational, transactional, managed or ad hoc reports.

- Flexible report delivery that includes the ability to write once and immediately publish reports to the Web, PDF files, Excel spreadsheets, email messages and the IBM Cognos Express Web portal.
- Interactive dashboards that can be shared company-wide to support collaborative decision-making.
- The ability to easily maintain and update a report throughout its life cycle using a common, shared interface that can be accessed by all business users.

IBM Cognos Express Advisor

You need to spot emerging trends quickly and answer essential business questions such as, "*Which are our most profitable products and what makes them profitable?*" or "*Who are my best customers?*" and "*How effective is my customer service?*" IBM Cognos Express Advisor provides the ability to answer these questions quickly by analyzing complex data and then communicating business insights through high-impact visualizations.

You can explore and customize data with interactive visuals. For example, click on an image in a chart to "drill" up or down for additional information or drill through to find the source of the data. Deliver key insights throughout the company using intuitive Web-based dashboards and interactive reports that encourage wide user adoption.

IBM Cognos Express Advisor includes an in-memory analytics server that quickly connects to operational data sources and creates a dimensional view of your business. You can analyze key areas, such as customers, products and geographies.

There are also times when business users want to analyze new data and create new dimensions. IBM Cognos Express Advisor lets you work with raw data in a freeform fashion to combine data on the fly and analyze results in a highly unstructured and iterative manner. The complex technical details of data modeling and real-time analytic processing are hidden from business users so they can stay focused on evaluating critical business performance data.

IBM Cognos Express Advisor delivers:

- Easy drill-down and up of information for quick analysis.
- High-impact visualizations, including bar, line, area, pie, radar, bubble, scatter and range charts and graphs, plus geo maps and heat/performance maps.
- Self-service analytics through an intuitive Web-based interface that enables simple publishing to a common portal for widespread adoption by business users.
- Powerful in-memory analytics for real-time calculations and slicing and dicing of data by swapping, stacking and switching dimensions in any combination.

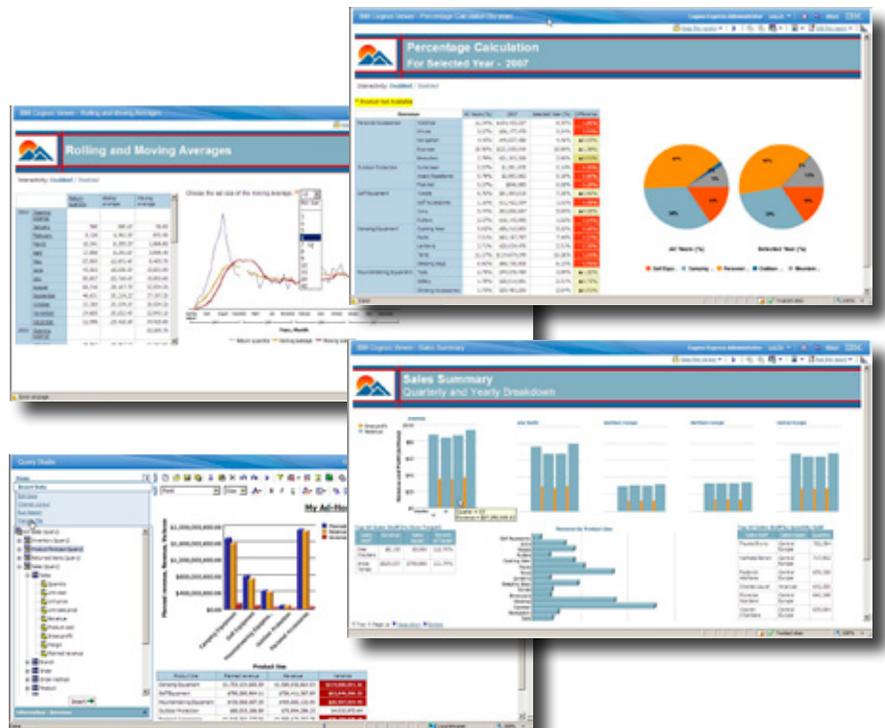
- Freeform analysis of any combination of data, which eliminates reliance on overstretched IT resources to model and build custom cubes and dimensions.
- Conditional formatting and traffic lights to highlight important variances at a glance.
- Data entry and spreading capabilities that enable “what-if” business scenario modeling and forward planning based on actual data.
- Write-back capabilities that link analysis and planning processes for effective business optimization.

IBM Cognos Express Xcelerator

Many financial and business analysts are skilled spreadsheet users who don't want to give up this tool. Yet, most

companies recognize the significant risk in spreadsheet-only business processes. With spreadsheets, it is difficult to control access to key financial and operational data and to audit changes. Information is locked in silos and different people can modify information using inconsistent calculations and rules. In addition, spreadsheets lack the ability to slice and dice large sets of data across multiple dimensions.

The first step toward initiating or expanding your planning strategy is to enhance the spreadsheet processes while eliminating the inherent risks in using spreadsheets. IBM Cognos Express Xcelerator extends and transforms the familiar Excel front-end



An intuitive, easy-to-use interface provides complete, self-service access to reports and analysis.

with a powerful in-memory analytics engine. It's perfectly suited for multidimensional analysis and strategic planning tasks, enabling a new level of insight and action, as well as speed.

IBM Cognos Express Xcelerator transforms common spreadsheets for both real-time business analysis and planning, giving users the power to build and test business scenarios with powerful “what-if” modeling and to update plans immediately using write-back capabilities. This closed-loop process enables you to take full advantage of the insight gained through analysis by extending it to your planning process. So organizations can use existing Excel skills and investments while overcoming the risks and limitations of spreadsheet-only processes.

IBM Cognos Express Xcelerator delivers:

- Centrally managed data, business hierarchies, rules and calculations to eliminate data silos and inconsistencies throughout the organization – all powered by an in-memory analytics server.
- Streamlined and continuous planning, aggregation and analysis so you can focus your attention on effectively operating and growing your business.
- A Web-based interface that allows non-finance users to easily contribute plan data and view current plans, analysis and reports.

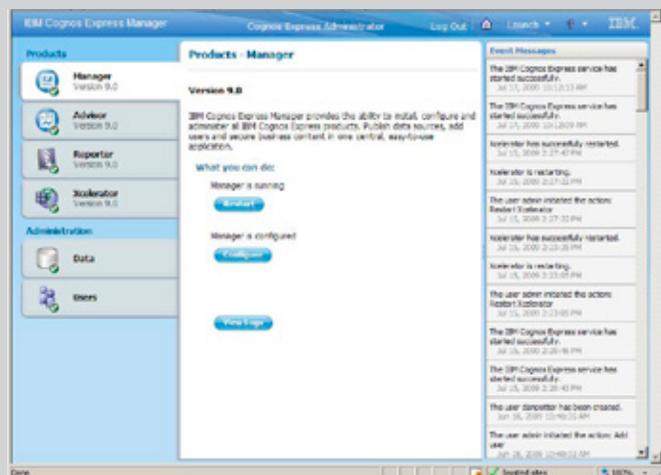
- Pre-built blueprints for key planning tasks, such as expense and capital planning, workforce management and profitability analysis.
- Role-based security, structured workflows and clear audit trails to improve accountability and accuracy.
- Excel-authored reports and applications that are accessible through a Web browser and portal with no “coding” skills required.
- Write-back capabilities that link “what-if” modeling results with specific actions that lead to better business outcomes.

A single and powerful foundation

IBM Cognos Express is based on a set of integrated core capabilities that are shared across all modules.

- **Flexible data access** – provides access to relational, OLAP and local data sources in any combination through the use of centrally managed data models and metadata.
- **Common Web portal** – enables users to publish reports and create compelling dashboards using any IBM Cognos Express module to deliver a single, shared view of the business.
- **Tight security** – uses role-based access with a single sign-on.
- **Powerful in-memory analytics server** – enables lightning fast queries and on-the-fly calculations regardless of the size or complexity of the data set.
- **Single management console** – offers push-button installation, configuration and operation to manage the entire solution.

This shared foundation enables you to add new IBM Cognos Express capabilities with “plug-and-play” ease. And because IBM Cognos Express is derived from the proven capabilities of IBM Cognos software, you have a growth path for today and for the future.



A Web-based console manages all administrative aspects of installation, deployment and maintenance.

Think BIG. Start small.

You have a vision for an information-driven business culture that ties insight to action in all areas of a company – from sales and marketing to finance, operations and human resources. By linking the insights gained through business intelligence and planning processes, companies drive the information agenda that fuels business optimization and drives growth.

While these are strategic goals, the process does not have to be overwhelming. With IBM Cognos Express you can take a modular and incremental approach. Start small with the capabilities you need now and grow your BI and planning solution over time to meet your goals.

IBM Cognos Express helps midsize companies meet all of their BI and planning needs using an integrated, one-stop solution that allows you to choose the capabilities you need, when you need them. With its easy-to-use, self-service environment, business users can independently create and modify their own analysis and reports without depending on IT resources. Centrally managed models and data security ensure consistent, trustworthy information throughout a company.

IBM Cognos Express gives midsize companies a competitive advantage by providing powerful performance management capabilities that enable

them to be agile and compete with larger rivals. Yet, it is specifically built and priced to enable you to start small, realize immediate benefits and grow over time with your business. Midsize companies can easily match their projects and needs to their budget and resource constraints. IBM Cognos Express is the industry's only one-stop integrated BI and planning solution purpose-built for midsize companies.

About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: www.ibm.com/cognos

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To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



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