

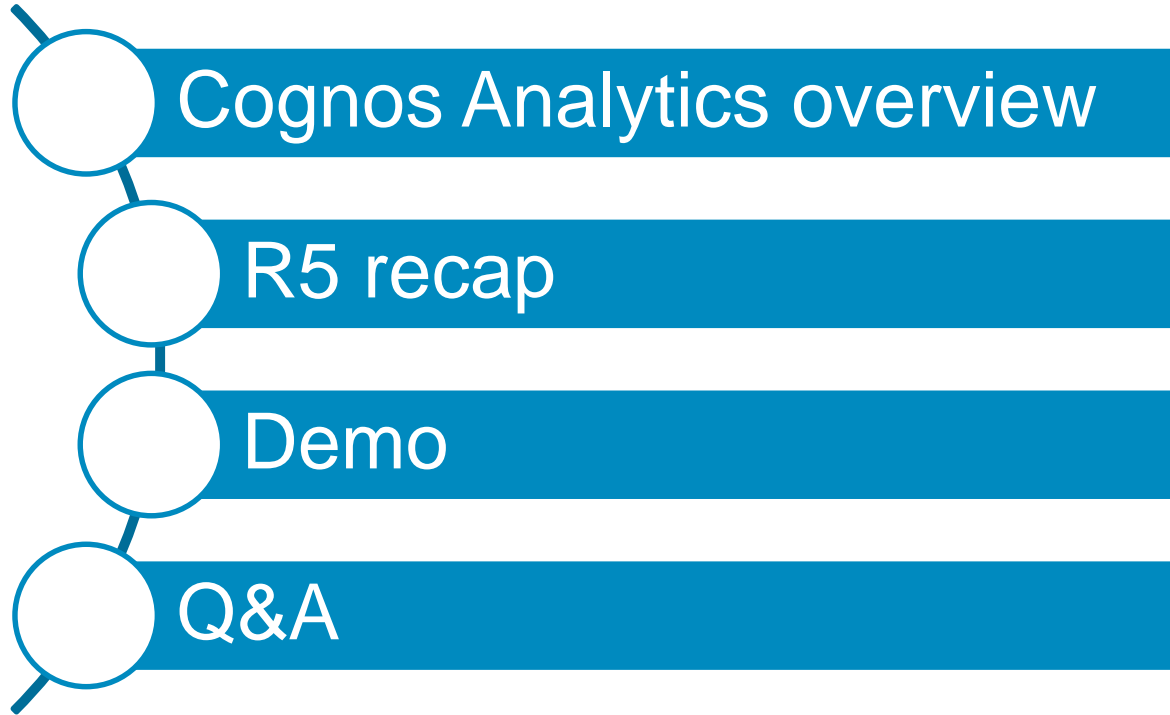
Kevin McFaul
Product Management

IBM Cognos Analytics

11.0.5 (R5) Overview



Agenda



Factors shaping the future



SELF-SERVICE ANALYTICS

Trends:
Intuitive/Immersive User Experiences
Focus on Analytics & Discovery
Users Direct Data Preparation



DATA GOVERNANCE

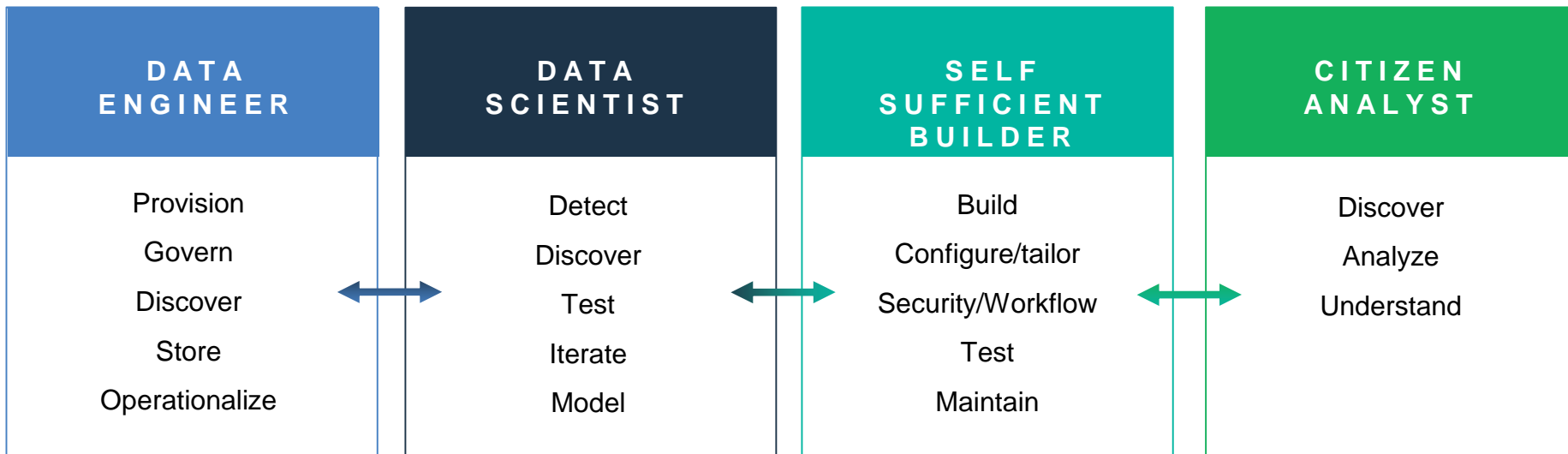
Trends:
Data Governance
Business – IT Collaboration



SMARTER, MORE EMBEDDABLE ANALYTICS

Trends:
Operationalizing BI & Analytics

The New Analytics Stack



Analytics Evolution

Generation One

DESCRIPTIVE

Query, Reporting and Analysis
OLAP
Enterprise BI
Statement Reporting

Generation Two

DIAGNOSTIC

Data Discovery
Self-service
Visualization

Generation Now

UNBIASED

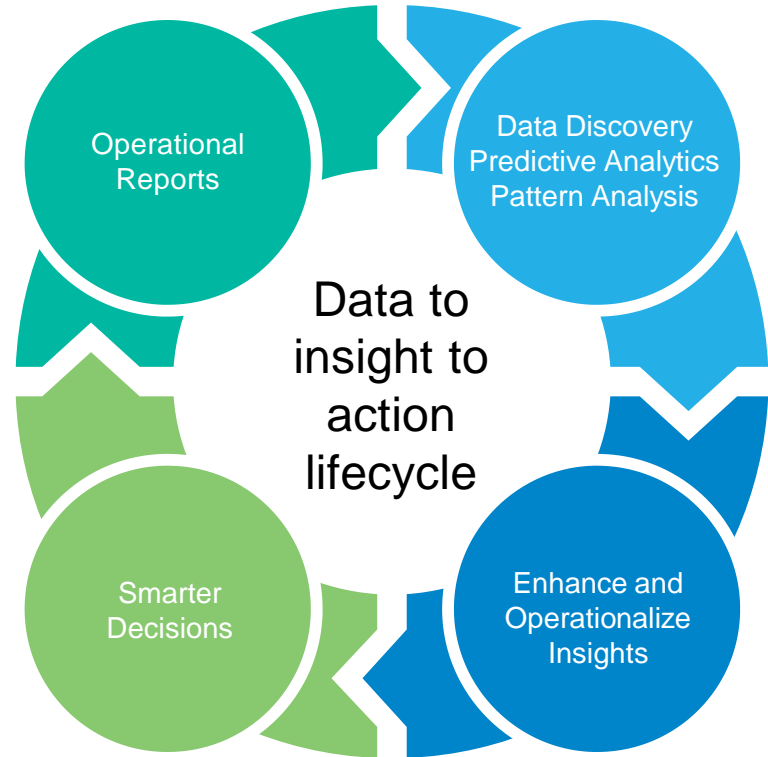
Smart Data Discovery
Cognitive query
Storytelling
+ Modernized for skillset
Governed/ungoverned data
Determine intent & anticipate

Data to Insight to Action Lifecycle

IBM **Cognos**
Analytics

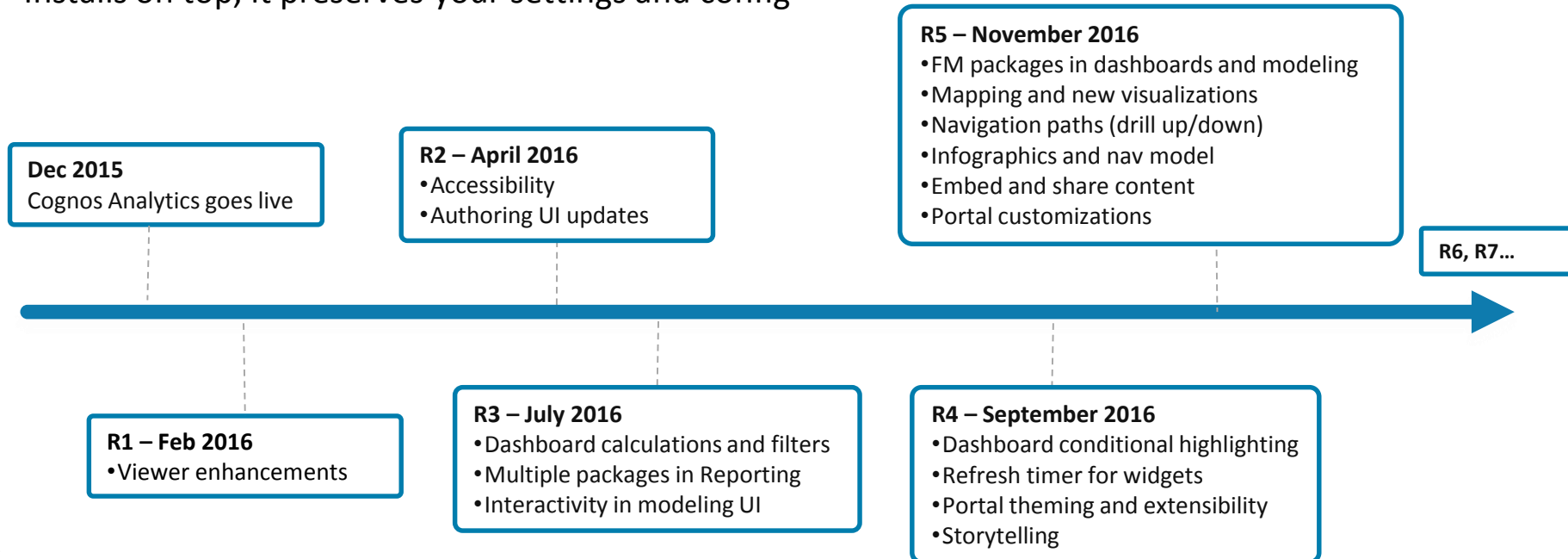
+

IBM **Watson**
Analytics



Cognos Analytics releases

- Continuous delivery for on-prem and on the Cloud
- Contains defect fixes and enhancements
- Installs on top, it preserves your settings and config



11.0.5 (R5) highlights – Modeling

Navigation groups

Create navigation group

Name Product Orders

Select and order the columns to use in the navigation group.

Columns

- Product Line
Product Line
- Product Type
Product Type
- Product Name
Product Name Lookup
- Order Method
Order Method
- Province / State
Branch
- Retailer Name
Order Header

Schema metadata load improvements

Status	Schema name	Load information
✓	GOSALES/dbo	
✓	GOSALES/gosales	
✓	GOSALES/gosaleshr	
✓	GOSALES/gosalesmr	
✓	GOSALES/gosalesrt	

Product T

- Load metadata
- Clear metadata
- Load options

Relational package as data module source

- Data modules
- Data servers
- Uploaded files
- Data sets
- Packages**

Linked data modules

New data module

- Order Details
- Order Header
- Order Method
- Product
- Product Type

Order Method

Product

Product Type

Order Header

Order Details

- Break link
- Join
- Filter
- Remove
- Properties

11.0.5 (R5) highlights - Dashboarding

Ease of use

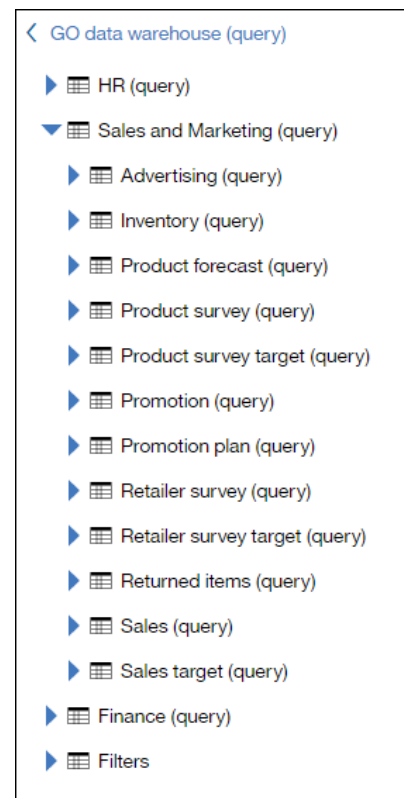
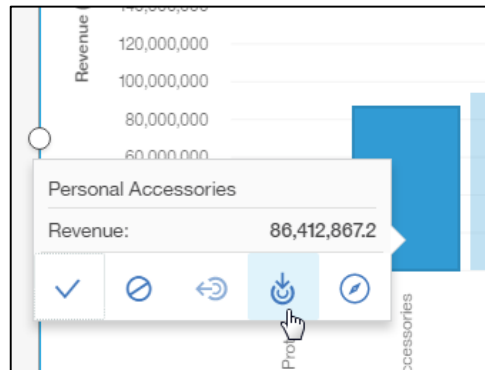
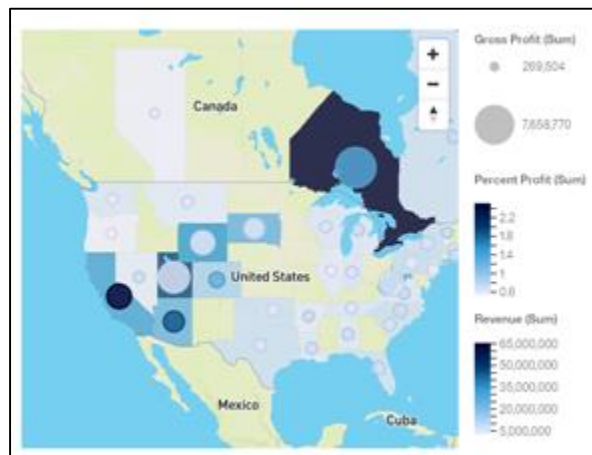
- Pin column headers
- Remove filters
- RAVE2

Exploration

- Navigation paths
- Mapping

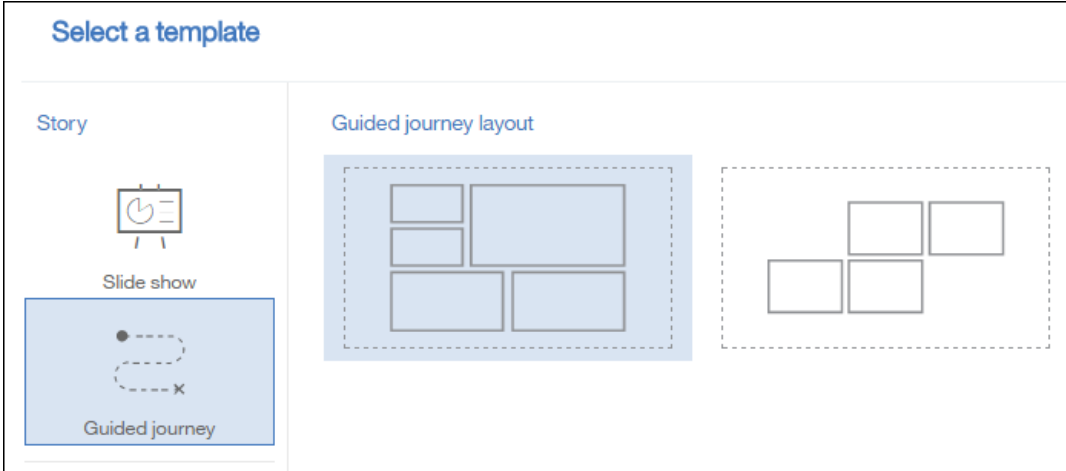
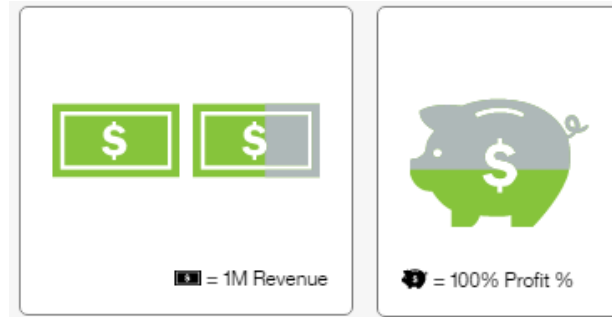
Bring existing customers into CA

- Access to relational FM packages



11.0.5 (R5) highlights - Storytelling

- Instant Infographic
- Text animations
- Guided journey navigation



Select a template

Story

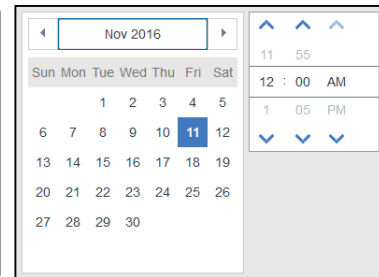
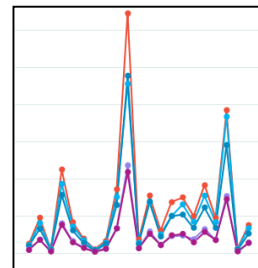
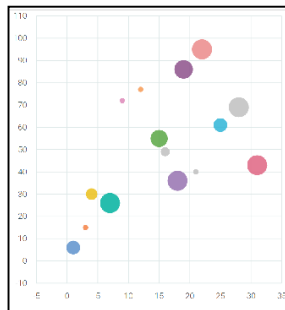
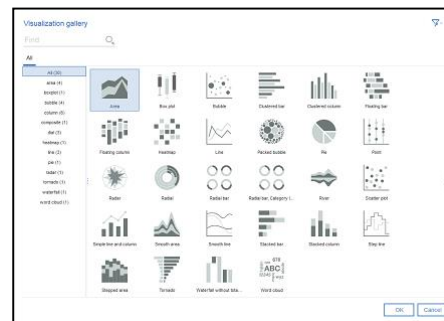
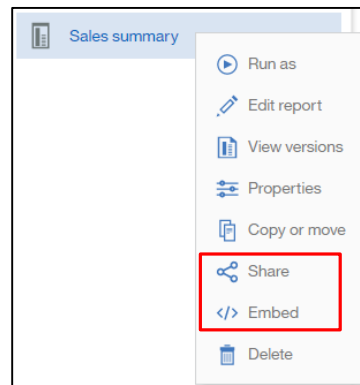
Slide show

Guided journey

Guided journey layout

11.0.5 (R5) highlights - Reporting

- New Visualizations in the box
- Interactive Viewer API
 - Allows you to embed and share Cognos reports
- New visualization dialog brings all charting engines together
- Improved navigation
- Modernized prompt UI



11.0.5 (R5) highlights – Embedding and customizations

Embed and Share Dashboard/Report

The image illustrates the process of embedding a dashboard or report from IBM Cognos Analytics into an external website. On the left, the Cognos Analytics interface is shown with a sidebar menu. The 'Embed' option is highlighted with a red box, and a blue arrow points to the 'Embed' dialog box. The dialog box contains the following text:

Embed

Copy this code to embed.

Width: 500 Height: 400

```

<iframe src="http://wdfshansaei.ottawa.ibm.com:9305/bi/?perspective=dashboard&
cbPef=0E42D77284DC45E1B81B8C6782E58E7D0&u_gppbar=false&u_navbar=false&action=view&
module=b%2Fdashboard%2FDashboardView&isStoryMode=false" width="500" height="400"/>
    
```

Buttons for 'Copy' and 'Cancel' are visible at the bottom of the dialog.

The background image shows a dashboard for 'Great Outdoors Organization'. The dashboard includes a header with navigation links (PRODUCTS, LOCATIONS, ABOUT US), a main image of a mountain landscape with tents, and several product category cards: CAMPING EQUIPMENT, GOLF EQUIPMENT, CLIMBING EQUIPMENT, and FIRST AID. Below these is a 'Tab 1' section with three summary cards: '2,334,149,496.54 Planned revenue', '2,221,183,961.41 Revenue', and '5,229,000.08 Unit cost'. A bar chart displays 'Revenue (\$K)' by 'Product type', and a list of product categories is shown on the right: Camping Equipment, Golf Equipment, Mountaineering Equipment, Outdoor Protection, Personal, and Accessories.

Role Customization (Home page, Features, Theme)

IBM Cognos Analytics Accounts page showing a list of roles. The 'CustomRole' role is selected. A red box highlights the 'Properties' icon in the bottom right of the list view.

Name	Modified
All Authenticated Users	11/30/2015 4:56 PM
Everyone	11/30/2015 4:56 PM
Adaptive Analytics Administrators	11/30/2015 4:56 PM
Adaptive Analytics Users	11/30/2015 4:56 PM
Analysis Users	11/30/2015 4:56 PM
Authors	11/30/2015 4:56 PM
Cognos Insight Users	11/30/2015 4:56 PM
Consumers	11/30/2015 4:56 PM
Controller Administrators	11/30/2015 4:56 PM
Controller Users	11/30/2015 4:56 PM
CustomRole	11/8/2016 11:01 AM
Data Manager Authors	11/30/2015 4:56 PM

CustomRole configuration page. The 'Features' tab is selected and highlighted with a red box. The 'Home page' is set to 'home'.

Owner: Unknown
Created: Nov 8, 2016 12:22 PM
Modified: Nov 8, 2016 11:01 AM
Type: Role

General **Customization** Members Permissions

Home page: home >

Features: Default >

Themes: IBM >

Advanced

Role profile: For users who belong to multiple roles, the profile with the highest priority is applied.

Priority: 1

Role customization dialog box. The 'Home page' option is selected and highlighted with a red box. The 'home' view is selected.

Welcome

Home page

Select a dashboard or report

Select a view

Name

home

Preview Apply

Other notables

- New support for:
 - DB2 for z/OS 12.1
 - IBM Informix Server 12.10.xC7
 - PostgreSQL 9.6
 - Snowflake
 - MariaDB
 - Amazon Aurora
 - Pivotal HDB 2.0
 - Apache HTTP Server 2.4

Useful links

- Main Cognos Analytics page
 - <http://www.ibm.biz/cognosanalytics>
- Community:
 - <https://www.ibm.com/communities/analytics/cognos-analytics/>
- Free trial
 - <https://ca-trial.mybluemix.net/>
- Documentation
 - http://www.ibm.com/support/knowledgecenter/SSEP7J_11.0.0/
- Upgrade guide
 - <http://www-01.ibm.com/support/docview.wss?uid=swg21981350>

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