

5

A full spectrum of analytics you can get yourself

5 reasons to choose IBM for self-service business intelligence





IBM Business Partner

With our head office in Montreal and an office in Toronto, Ontario, NewIntelligence is a leading provider of IBM solutions for business intelligence, performance management and data warehousing. Its experience over the past twenty years has led the company to work with several hundred unique customers.

NewIntelligence have been passionately committed to helping clients achieve rapid results from their investment in IBM Cognos solutions, using the latest technologies and industry best practices.



Interested in learning more?

[Book a BI Assessment](#)

Montreal

 514.315.2555 x 120

 info@newintelligence.ca

7575 Trans Canada Hwy, Suite 500
Saint Laurent, Quebec H4T 1V6

Toronto

 416.840.8449

 info@newintelligence.ca

1 Yonge Street, Suite 1801
Toronto, Ontario M5E 1W7

Contents

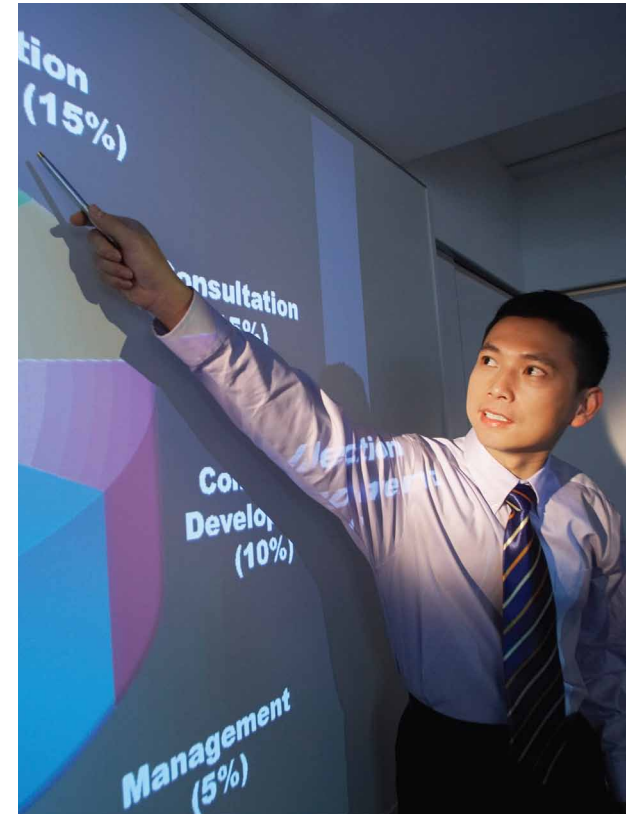
Self-service business intelligence that paints a full picture	3
Reason 1: A forward-looking view of performance in one place	5
Reason 2: The data you need to make decisions confidently	9
Reason 3: Visuals that bring your data to life	12
Reason 4: Consistency	15
Reason 5: Support for your role and how you work	16
Learn more	20

Self-service business intelligence that paints a full picture

Nowadays, everyone wants answers to their questions, solutions for their problems and predictions of the future almost as fast as they think of them. That's why you see polls of 200 people being used to predict the outcome of an election a year before it happens or a sports analyst say that a team will win a championship after they have started a season 2-0.

Business is no different. Executives, managers, you and your coworkers all want answers and solutions instantly. In addition, you and others want to know about problems almost as they are happening. Because of this craving for “instant analytics,” software has emerged that promises to alert you to problems, show you trends and patterns and analyze your data almost immediately—without help from a report author, IT or data expert.

Do-it-yourself business intelligence, or as analysts refer to it, “self-service BI,” is hot right now. With so many choices to make, how do you know which is the best for you? The first thing to do is to recognize that, like the analysts who say a team that is 2-0 will win the championship, a small subset of data should not be the basis of your business intelligence. Rarely does that team win and rarely can a small subset provide information on which to base major business decisions.



For a better understanding of what is happening throughout your entire organization, you need to know that you're seeing a full picture of your business. Decisions really should not be made based on historical and real-time data alone. For the most informed decisions, a view of what is likely to happen is critical. Patterns, trends and scores should be presented alongside your existing report data. That way, not only can you know your past and understand your present, but you can also anticipate the future and act accordingly.

IBM offers self-service BI capabilities that can not only tell you what you need to know about the past, present and future, but also do it fast. Here are five reasons why you should choose IBM for self-service business intelligence.

Do-it-yourself business intelligence, or as analysts refer to it, "self-service BI," is hot right now. With so many choices to make, how do you know which is the best for you?

Reason 1: A forward-looking view of performance in one place

Making the right decisions requires knowing what's happened in the past, seeing what's happening now and thinking ahead to what could happen in the future.

Challenges and opportunities

What you need from business intelligence is a full picture without the hassle of asking a report author or data expert for analysis help. And, you want your full picture without having to wait. Your software should help you describe and diagnose your past and current performance, predict future performance and do it all fast.

The solution

With IBM self-service BI capabilities, you get reports that show you where you have been and what is happening now. When you combine this capability with predictive analytics, you can see where your business is headed. IBM calls this forward-looking BI. You can view all this information in a dashboard in your workspace when you need to. You can get right to work without waiting for others to help.

Along with historical and current views of business, you have views that can help you determine what is likely to happen next.



Reports show you where you have been and what is happening now

Reports

If you have the right reports, you have the foundation to gain insights and make better business decisions. With IBM self-service BI capabilities, you can create reports or modify existing reports without asking IT or a report author. You can even access reports from your mobile device or when you are disconnected from your network. In addition, you can download beautiful graphics into your reports for quicker understanding of your information. For more information about these graphics, see Reason 3.

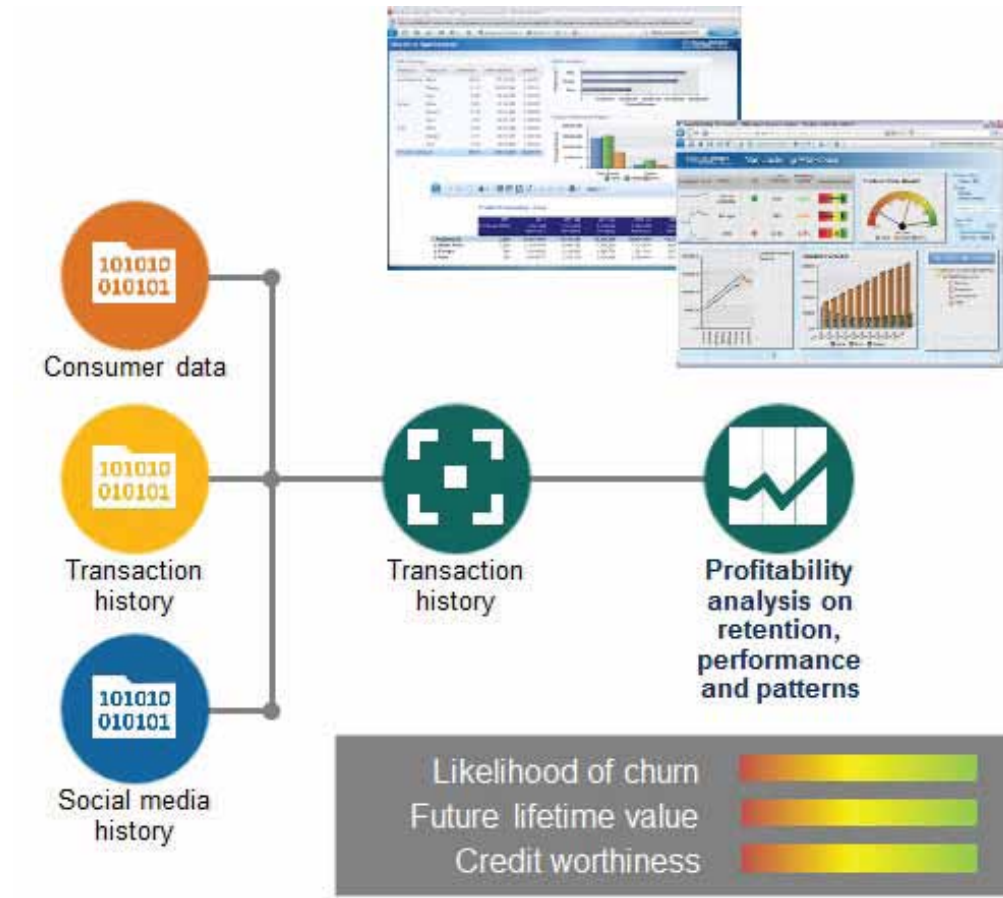
Predictive analytics

Predictive analytics processes historical data, “learns” what has happened in the past and creates models. The models analyze new sets of data to predict the likelihood that a future event or behavior might occur and expresses this likelihood with a score. In short, predictive analytics gives you a glimpse of the future. IBM offers this forward view of your business without advanced algorithms or a Ph.D. because the predictive information can be accessed from your dashboard.

**Interact with, contribute
to and share information
with others in a way that
is fast, smart and easy.**

Dashboards

IBM® Cognos® Business Intelligence includes dashboards that you can view, interact with and personalize yourself in ways that support the unique way you analyze data and make decisions. You work with all kinds of BI content, along with the outcomes of predictive analytics. Add images, web pages and RSS feeds and use interactive elements like a “slider” so you can analyze data yourself. Then, share the results. You can even collaborate on your dashboards with notes and comments.



Reason 2: The data you need to make decisions confidently

The speed at which decisions are needed is increasing at the same time that the information on which to base those decisions is ballooning.

Challenges and opportunities

Tools that offer instant access to data for analysis address the need for speed; however, they rely almost exclusively on the data you currently have. A multidimensional view of your business requires data from all kinds of sources and not just what you can access from your desktop.

What you need is to be able to analyze information, no matter the source, the size or the location quickly so you can make confident decisions. You don't want to wait for this information, either. You need it now to identify risks and opportunities and take the appropriate action.

The solution

IBM addresses your need for instant access to the full complement of data you need to make sure your business is headed in the right direction. Access to just about every data source available without the aid of a database administrator helps you enrich your data discovery, reinforce accuracy and beat the competition.

Analyze information, no matter the source, size or location to identify risks, opportunities and the appropriate action to take.



For a full view of your business you need data from all kinds of sources and not just what you can access from your desktop.

Enriching your data discovery

Discovering patterns and trends in your data helps you see what is happening in your business. With IBM self-service BI capabilities, these can be viewed in your workspace or dashboard so you can compare them with other data. You can recognize which factors are influencing outcomes and how they relate.

Reinforcing accuracy

Understanding past performance can only take you so far, and it limits you to making decisions based on instinct. Your decision might be right, but how would you know? IBM self-service BI capabilities are designed to identify the relationships between past performance and future trends. Your assumptions and decisions are based on data, not instinct.

Beating the competition

Most business today is reactive. You wait until something happens and then you decide what to do about it. This can often lead to the feeling that you're chasing your competitors. With analysis of text, web and survey data, you can identify trends sooner and even guide you to the point where your business is creating them. The result is the transformation of your business into a marketplace leader.

A more complete and accurate perspective of your data enables you to make the confident decisions that transform your business into a marketplace leader.

Reason 3: Visuals that bring your data to life

Visualization — the ability to display trends and patterns as illustrations so they can be understood in the data — is a critical capability of analytics. After all, what good is insight if it can't be shared and used?

Challenges and opportunities

All too often, if you want to create visualizations, you are hampered by tools that offer only a few options and limit the process with formulas and rigid data requirements. Transferring them into your reports and dashboards can also be complicated. Often, you have to chase someone else down for missing data that is critical to the visualization. And, you have to guess which visualization best fits your data.

What you need is an easier way to transform data into interactive graphs and charts that you can incorporate in reports and presentations yourself.

The solution

Cognos Business Intelligence automatically creates compelling visualizations from your data. And, an online library makes visualizations available so you can use them whenever you want. Also, you can opt for recommendations of the visualizations that most effectively illustrate your points.

What good is insight if it can't be shared and used? You need to be able to communicate and understand what's important in your data.



Compelling visualizations

No matter your level of interest or expertise, Cognos Business Intelligence enables you to create all kinds of compelling visualizations — from line graphs to heatmaps and phrasenets to bubble charts. As a result, you have an effective way to communicate complex ideas, relationships and trends in your business data. These visualizations also display associations related to time, hierarchies and themes for exploratory analysis so can you tap into your data in ways that were previously out of reach.

Online library of visualizations

IBM provides you with access to a growing collection of interactive visualizations. You can download the visualization you need, customize it and add it to your report, dashboard or presentation. The library is updated as soon as a new type of visualization is available, so you can use it right away, instead of waiting for another release of software.

Visualization recommendations

Dozens of different charts can portray the same data. Choosing the right one for communicating results and ideas can be tricky on your own. Cognos Business Intelligence can make that decision for you. It scans your data for dimensions, measures and time series and ranks the types of visualization to use. You can also just click a button, which automatically chooses the recommendation with the highest rank.

Choosing the right visualization can be tricky. Cognos Business Intelligence can recommend the most effective graphs and charts for your data or add the top recommendation to your report or dashboard for you.





The visualization capability in Cognos Business Intelligence enables the communication and understanding of what's important in your data.

Reason 4: Consistency

From the decisions you make, to the way you share information to the platform you use, consistency is a requisite for success.

Challenges and opportunities

If your data is inconsistent, how can be sure you're making the right decision? If each day brings a conflicting prediction, how can you communicate what's true? And, if your reports look different on your desktop, mobile device or the web, how can you be sure you have the one that is most up to date?

Business intelligence is about more than having access to information from just about every source (see Reason 2). For you to make the right decisions and take the right action, you need consistent information and analysis.

The solution

IBM self-service BI capabilities are designed to enable consistent and cohesive decision-making in terms you understand. Workflow capabilities structure and automate processes behind the scenes. When you need to share information and track progress, others will see what you see. And, if you are on the web, on your desktop or on your tablet, the experience will basically be the same.

Consistency is a requisite for success. Cognos Business Intelligence provides a consistent view of your data in terms you understand.



Reason 5: Support for your role and how you work

Different people work in different ways and need business intelligence that is sensitive to their ways of working and their roles. You might like to do “wild analysis” for your sales department while your friend in operations would like personalized reports and dashboards created for her.

Challenges and opportunities

Self-service business intelligence cannot be one size fits all. Your business is diverse and filled with all kinds of people who need business intelligence in different ways and for different things.

Solutions that promise instant access to business intelligence are not designed to take this diversity into account. You need self-service BI that is flexible, adaptable and can meet your needs, wherever you sit in your organization and no matter your level of analytics experience.

Your business is diverse and filled with all kinds of people who need business intelligence in different ways and for different things.

The solution

IBM self-service BI capabilities are a series of graduated experiences that mesh with your skills and needs. Your workspace can be as simple or as complex as you like and you do not have to be presented with information or analysis that is either distracting or not necessary for your work. When you want to grow your skills or do more, a set of advisors helps in areas such as visualization selection and modeling.

And, no matter where you are in your organization, IBM self-service capabilities can help you find the answers to your business questions.



Examples of business questions you can answer

Wherever you are in your business, IBM self-service BI capabilities can handle your most pressing questions so you can make confident decisions and take appropriate action.

What do you need to know?

Marketing



- **Market opportunities:** What new trends could lead to new revenue?
- **Competitive positioning:** What are our competitors doing and how can we move ahead of them?
- **Product lifecycle management:** What is our value proposition?
- **Pricing:** How much are our products worth?
- **Demand generation:** What tactics and channels are resulting in responses and conversions?

Sales



- **Sales results:** What is driving sales performance? Why are we missing revenue targets?
 - **Customer and product profitability:** Who are our most valuable customers and which products are worth the most to us?
 - **Sales tactics:** What is driving sales effectiveness?
 - **Sales pipeline:** How is our sales pipeline doing?
 - **Sales plan variance:** What is driving the sales plan?
-

Operations



- **Purchasing and procurement:** How do we ensure timely and cost-effective input of resources?
- **Production and capacity:** How much can we produce and how can we adjust production if demand or supply changes?
- **Inventory management:** How can we better balance cost savings and having enough inventory to meet customer service requirements?
- **Logistics:** How can distribution and delivery be more efficient?
- **Cost and quality management:** How can we make quality products while reducing costs?
- **Process efficiency:** What performance benchmarks should we monitor and analyze to find opportunities for greater efficiency?

Executives



- **Financial management:** Are we performing to shareholder expectations?
- **Operational revenue management:** Are we driving growth effectively?
- **Operational expense management:** Are we managing operational expenses effectively?
- **Long-term assets management:** Are we managing long-term assets effectively to increase future revenue and expense management capabilities?

Human Resources



- **Organization and staffing:** What job functions, positions, roles and capabilities are required to keep our business competitive?
 - **Compensation:** How should we reward our employees to retain and motivate them for full performance?
 - **Talent and succession:** What are the talent and succession gaps we must address to ensure sustained performance?
 - **Training and development:** What training and development do we need to maximize employee performance; is there a clear payback?
 - **Benefits:** How do we manage costs and incentives?
-

Learn more

IBM business intelligence delivers self-service capabilities that are out of the ordinary. Now that you're aware of some of the reasons why, you're ready to take the next steps.

- Read the white paper: [Dashboards for Self-service BI](#)
- Read the analysis report: [Top Five Considerations for Self-Service BI Dashboards](#)
- Learn about forward-looking BI in this white paper: [BI Forward: A Full View of Your Business](#)
- Visit ibm.com/software/analytics/rte/an/dashboards



© Copyright IBM Corporation 2014. Produced in the USA. IBM, SPSS Statistics, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at www.ibm.com/legal/copytrade.shtml

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.



Business Analytics - the starting point for business strategy.

Are you ready for an in-person, no obligation consultation with NewIntelligence?

In our custom consultation you'll learn more about:

- ✓ Your self-service Business Analytics options
- ✓ How to provide your teams with deeper insight
- ✓ How to play a more strategic role in your organization's success

Interested in learning more?

[Book a BI Assessment](#)

