



Highlights

- Take advantage of world-class reporting, analysis, dashboards and visualization capabilities offered as Software-as-a-Service for more flexibility and scalability
 - Deploy and deliver insights faster without compromising compliance or security
 - Rapidly expand your business intelligence software without a major upfront capital investment
 - Provide greater freedom of data access and experimentation with certainty—with the option to use data on your premises or in the cloud
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IBM Cognos Business Intelligence on Cloud

Operate and succeed at a new business speed

Overview

IBM® Cognos® Business Intelligence turns data into views of your organization's operations and performance so your decision makers can capitalize on opportunities and minimize risks. You can use these views to understand the immediate and downstream effects of decisions that span potentially complex interrelated factors. Consistent snapshots of business performance are provided in enterprise-class reports and independently assembled dashboards based on information you can trust. As a result, non-technical and technical business intelligence (BI) users and IT alike can respond quickly to rapidly changing business needs.

Cognos Business Intelligence, like almost all robust and powerful software, requires significant investments of time and resources for deployment and adoption. But sometimes, you don't have the time or resources to spare—not to mention the capital. Cloud then becomes an ideal alternative to installation on premises. A cloud deployment takes significantly less time than a traditional one so you can start enjoying the benefits of simpler, self-service access for the business, while maintaining strict IT requirements for compliance and security.

Cloud also separates the user experience from the complexities of IT infrastructure so more people can share insights with less IT intervention. Scaling user capacity up or down to respond to demand is no longer a major challenge. Instead, you have the flexibility to use the right capabilities with the right capacity at the right time, all while innovating, experimenting and adapting to constantly changing market dynamics.



With that in mind, IBM now offers Cognos Business Intelligence on Cloud. With this Software-as-a-Service (SaaS) solution, you can take full advantage of the benefits Cognos Business Intelligence has to offer in a way that minimizes IT intervention while enabling you to succeed at a new business speed.

IBM has led more than 10,000 successful cloud client engagements.

Introducing IBM Cognos Business Intelligence on Cloud

Cognos Business Intelligence on Cloud transforms data—in the cloud or on your premises—into meaningful and useful insights with fewer constraints and resources. Interactive reports and dashboards provide historical and current views of your business that help you:

- Create data-driven outcomes. Make confident decisions and improve operational efficiencies.
- Get the most out of your data. Analyze information in volume, combination and complexity.
- Outperform expectations. Transform your business from a reactive operation to a proactive organization.
- Encourage collaboration. Quickly deliver on user demand for collaboration and report distribution while avoiding costly data silos.
- Accelerate delivery. Improve application delivery cycles when using a dedicated testing and development platform.

Cognos Business Intelligence on Cloud is a combination of Cognos Business Intelligence and IBM SoftLayer® cloud infrastructure delivered as three distinct offerings: Workgroup, Standard and Enterprise (Figure 1). These different options are designed to address the needs of all kinds of organizations and users, from a department in a company to a midsize business to a major enterprise.

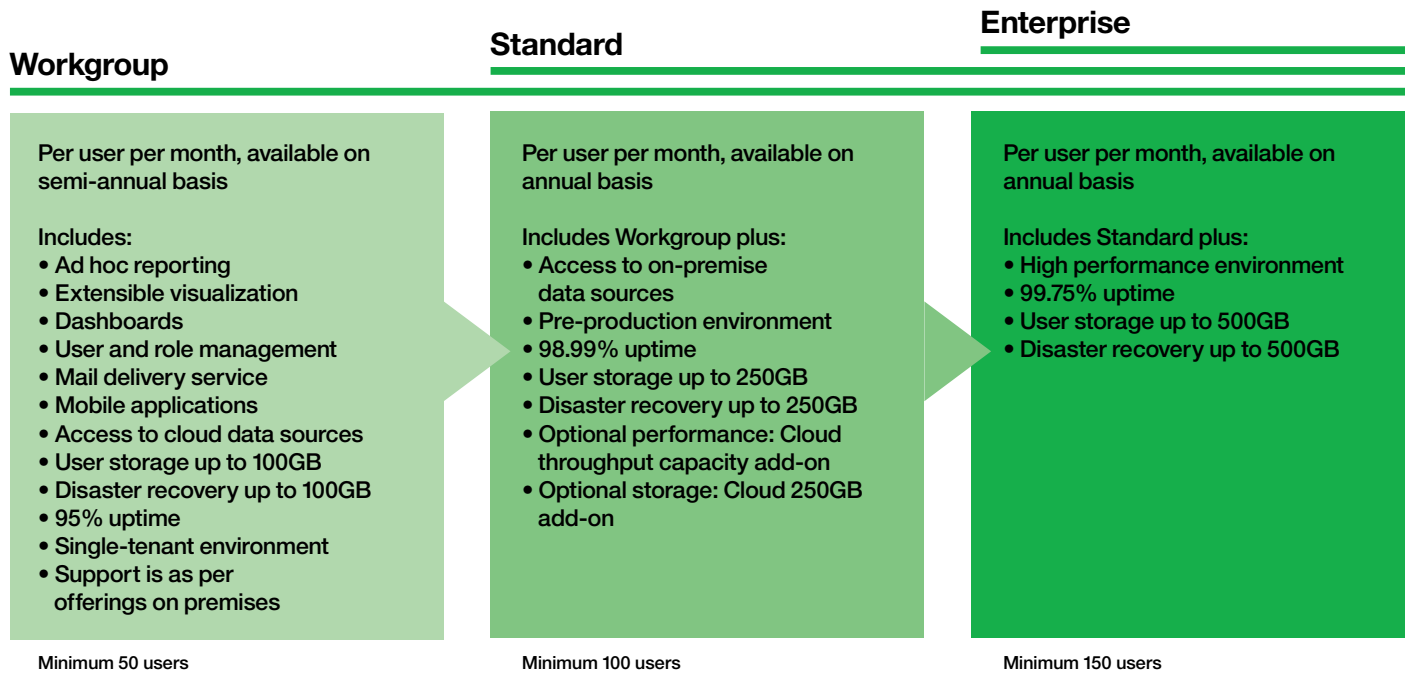


Figure 1: The three incremental levels of Cognos Business Intelligence on Cloud

IBM offers more than 100 SaaS applications.

The SoftLayer infrastructure enables greater performance and choice for either virtual or dedicated servers. You get the same great insights and capabilities offered by traditional Cognos Business Intelligence deployments, while IBM monitors and maintains system performance, and delivers new options for availability and scalability. As a result, Cognos Business Intelligence on Cloud offers:

- *Choice.* Get world-class BI capabilities with more flexibility and scalability.
- *Confidence.* Deploy and deliver insights faster without compromising security.
- *Control.* Enjoy greater freedom of data access and experimentation with certainty.

IBM SaaS is available in more than 50 countries today.

Choice: World-class BI capabilities with more flexibility and scalability

Cognos Business Intelligence on Cloud enables you to choose BI capabilities that match your “best fit” for user profiles and service levels so you get exactly what you need. Whether it’s an easy “on ramp” for a start-up or a strategic big data expansion of an enterprise, Cognos Business Intelligence on Cloud dispenses with the notion of the one-size-fits-all BI solution. Instead, it provides you with the option of deciding where to begin and where to expand. As a result, entities of all sizes can have a right-sized solution. In addition, Cognos Business Intelligence on Cloud provides the flexibility to:

- Use capital funds, operational budget or both based on your requirements for speed, ownership and application.
- Operate within a single-tenant or “bare metal” environment. IBM can build environments to address the security or compliance demands of your business or industry.
- Develop with IBM Bluemix™, a platform-as-a-service that combines the strength of IBM software, third-party APIs and open technologies.

Choice: A summary

- **Three distinct offerings, along with varied user entry-points and growth options, to satisfy departments or business budgets**
 - **Mix-and-match user roles to strike your best balance between current and future needs**
 - **Varied service levels designed to meet mission-critical department or business demands**
 - **Ability to customize your BI environment to accelerate performance**
 - **Varied environments based on development or security needs**
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Confidence: Faster insights without compromising compliance or security

Cognos Business Intelligence on Cloud uses IBM expertise and best practices to deploy a full-feature solution without the cost and effort of traditional deployment, testing and upgrades and without the complexity of managing licenses and separate cloud vendors. While other BI vendors sub-contract their cloud capacity, IBM owns your SaaS experience, so you know your insights are in the hands of an organization you trust. Along with providing expertise and global SoftLayer data centers in or near your region, Cognos Business Intelligence on Cloud can optimize decision making by helping you:

- Deliver centralized and reliable insights without spreading data across desktops and devices.
- Improve levels of collaboration and data quality while ensuring self-service.
- Break down the data silos that prevent communication and collaboration in business.
- Connect people to larger collaborative networks between workgroups in and outside the enterprise.

IBM holds 1,560 cloud patents focused on driving innovation.

Moreover, with the numerous management, operational and technical controls of the SoftLayer infrastructure, you can take advantage of the cloud to embrace compliance requirements as a new IT competency. The inability to achieve an acceptable level of compliance is one of the major reasons businesses decide not to use cloud computing services. With Cognos Business Intelligence on Cloud, compliance is not sacrificed. IBM specialists also take care of administration, monitoring, ongoing maintenance and upgrades so you can set your sights on accelerating innovation.

Confidence: A summary

- **BI deployment at the speed of business with a recognized leader in BI and cloud**
 - **Improved governance through ISO 27001 and Cloud Security Alliance**
 - **Rich, full-featured BI without license complexity or limits to support or capability**
 - **Self-service on cloud that addresses “data drift” to unsecured desktops and devices**
 - **Access to global data centers near or in your region**
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Control: Greater freedom of data access and experimentation with certainty

Cognos Business Intelligence on Cloud can help you be right more often. You have the freedom to access data from almost any trusted source. You can securely connect to where data is stored, whether at your site or somewhere else, while avoiding propriety formats.

Because IBM is your one-stop source, you get domain expertise—from Cognos Business Intelligence to IBM Cloud—and a practically seamless flow of implementation and technical support. Because IBM provides everything you need, from capabilities to management to support, you can:

- Rest assured that IT can deliver a secure and extensible solution.
 - Innovate with agile development, which enables you to build, test and deliver in the cloud with continuous engineering approaches and zero downtime.
 - Lead with IT managed self-service and spend less time administering platforms, monitoring capacity and applications.
 - Maintain existing investments in data on your premises and the cloud.
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Control: A summary

- **Freedom of access and data from a single source without data duplication**
 - **More value from more types of data without constraints on performance**
 - **Domain expertise from one vendor: Cognos Business Intelligence and cloud**
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Conclusion

If your business would like to start benefitting from analysis, reporting, dashboard and visualization capabilities as quickly as possible, IBM Cognos Business Intelligence on Cloud is a smart choice. This SaaS solution provides the choice, confidence and control you need to gain more accurate insights faster. Rapid deployment and easier management of BI capabilities combine with multiple options that meet different needs to help you reduce costs, improve productivity, extend BI to more users and get the data you need to outperform your peers. Your deployments can be up and running in less time than traditional deployments, and you can get to work on innovating your business while IBM takes care of the rest.

24 of the top 25 Fortune 500 trust the IBM Cloud.

With IBM Cognos Business Intelligence on Cloud, more user communities can access the information and intelligence they need for better business insights. Your organization can reap the benefits of faster time to value, IBM domain expertise, compliance management and predictable costs.

If you would like to learn more about IBM cloud solutions for business intelligence and business analytics, visit: ibm.com/software/analytics/cloud/ or visit IBM Cloud Marketplace at ibm.com/marketplace/cloud/us

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management.

Business Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision-making to achieve business goals. For further information, visit ibm.com/business-analytics.

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