

Performance management and business intelligence for midsize organisations

IBM® Cognos® Express is the first and only integrated performance management and business intelligence solution built to meet the needs of midsize organisations. It delivers the essential reporting, analysis, visualisation, dashboard, scorecard, planning, budgeting and forecasting capabilities that midsize organisations require, at a price they can afford.

Cognos Express provides organisations 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, people can make better, faster decisions to drive greater efficiencies, reduce costs and identify new growth opportunities.

For organisations of any size that are beginning to embark or expand on an analytics strategy, Cognos Express offers powerful yet easy-to-use capabilities that provide self-service access to the tools and data users need to make timely, accurate decisions.

One-stop reporting, analysis and planning

IBM Cognos Express offers a complete, integrated self-service planning and business intelligence solution at a price that midsize organisations can afford. The following modules can be used separately or together:

IBM Cognos Express Performance Management User includes:

- IBM Cognos Express Xcelerator for Microsoft Excel-based business analysis and optimisation
- IBM Cognos Express Planner for planning, budgeting and forecasting

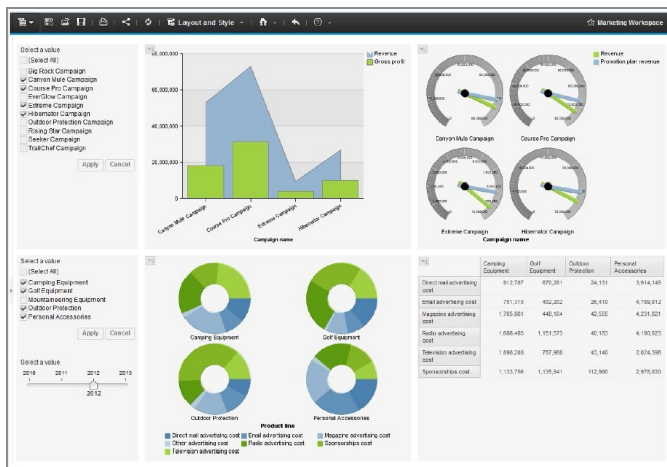
IBM Cognos Express Business Intelligence User includes:

- IBM Cognos Express Reporter for reporting and ad hoc query

IBM Cognos Express User includes:

- The complete set of BI and PM capabilities

You may purchase the full product with its reporting, analysis, visualisation, dashboard, scorecard, planning, budgeting and forecasting capabilities, or you may start with the specific module you need today, secure in the knowledge that there is 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.



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

IBM Cognos Express Performance Management User

IBM Cognos Express Performance Management User provides midsize organisations with the tools to streamline and automate analysis and planning. This solution includes IBM Cognos Express Xcelerator, the Microsoft Excel-based business analysis and optimisation tool; and IBM Cognos Express Planner, an intuitive planning, budgeting and forecasting environment.

Many financial and business analysts are skilled spreadsheet users; however, there is 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.



Cognos Express Xcelerator

Cognos Express Xcelerator extends and transforms common spreadsheets for real-time business analysis and optimisation. Users can work within an Excel environment to create custom analysis and build their own “what-if” business scenarios. This approach allows business users to use existing Excel skills and investments while overcoming the risks and limitations of spreadsheet-only processes. Its centrally managed data, business hierarchies, rules and calculations eliminate data silos and inconsistencies throughout the organisation. A powerful in-memory analytics engine delivers fast, multidimensional analysis that can lead to greater operating efficiencies, enabling a new level of insight and action, as well as speed.

Business users can build and test scenarios with powerful “what-if” modelling capabilities and then update plans immediately using write-back capabilities to align the right resources to capitalize on new opportunities. This closed-loop process enables midsize organisations to take full advantage of trusted insights gained through analysis and immediately apply those insights to critical operational areas, such as workforce management, inventory management and expense planning, for better business optimisation. Business users can create sophisticated and customised analysis targeted to their business needs. No programming skills or IT support are required.

Cognos Express Xcelerator includes:

- An Excel and web-based interface that allows business users to easily contribute data using familiar tools
- Centrally managed data, business hierarchies, rules and calculations to eliminate data silos and inconsistencies throughout the organisation - all powered by an in-memory analytics server
- Continuous integration and aggregation of data for fast information analysis and retrieval so business users can focus their attention on effectively operating their business
- Role-based security, structured workflows and clear audit trails to improve accountability and accuracy
- Write-back capabilities that link “what-if” modelling results with specific actions that lead to better business outcomes

Cognos Express Planner

Cognos Express Planner delivers a structured planning process that is easy to deploy and use. It transforms a company's planning processes, enabling business users to react quickly to changing conditions and to grow their business effectively. It replaces slow, cumbersome manual planning processes with automated daily, weekly or monthly planning tools using the latest, accurate business data.

Cognos Express Planner streamlines information gathering, aggregation and analysis for continuous planning, budgeting and forecasting. Administrators can build planning and analysis models using a graphical user interface that makes modelling more efficient and intuitive. A managed contribution model is used to collect input from systems and stakeholders.

Cognos Express Planner provides an intuitive planning environment that blends a managed workflow with personalized analysis for improved business agility. Users not only contribute their own data into planning templates, they can also create their own personalised hierarchies and dimensions. They can roll up data to suit their own business needs, such as adding a new department structure, modifying a product mix or removing a territory. Because they can create and test a variety of scenarios and write ad hoc changes back to operational systems or data warehouses, teams can realize immediate business impact with timely revisions to plans. Complete audit trails are included to satisfy regulatory compliance requirements.

Cognos Express Planner provides:

- Improved access to and integration with key performance metrics and the underlying data, enabling users to build and deploy scorecards more easily, and improving user confidence through a common source for plan, actual and metrics data that synchronises in real time
- A flexible, accurate planning environment that blends a structured, managed workflow with personalized analysis for improved business agility
- Streamlined and continuous planning, budgeting and forecasting to react quickly to changing business conditions
- An easy-to-use interface that allows finance and non-finance users to create plans, contribute plan data and view current plans with no "coding" skills required
- Role-based security to ensure that business users see only those portions of the plan that are relevant to them
- Advanced filtering features, such as hierarchy levelling, attribute values, element names (with aliases) and spelling patterns, for more finely grained simulations
- Driver-based planning support with features such as pick lists, undo/redo, multi-pane docking and colour-coded data changes to focus on key business drivers
- Complex analysis on the fly, with the ability to drill down, sort, link and chart data

IBM Cognos Express Business Intelligence User

Business intelligence goes beyond the canned reports included with your corporate applications. You also need to build different types of reports that include easy-to-access visualisations which support the needs of users companywide.

IBM Cognos Business Intelligence User includes IBM Cognos Express Reporter, the self-service reporting and query tool that enables 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 organisation. Reduced demands on IT help eliminate reporting backlogs that frustrate business users. The result: better decisions companywide.

Cognos Express Reporter

- Access to a rich set of the most commonly used visualisations, with a library of additional visualisations available on AnlyticsZone.com
- Introduction of native and web applications for Android and IOS to support a broader range of mobile devices
- 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 Cognos Express web portal
- Interactive dashboards that can be shared companywide to support collaborative decision making
- The ability to easily maintain and update a report throughout its lifecycle using a common, shared interface that can be accessed by all business users

Visualise your analysis for maximum insight

When you need maximum insight into your business, Cognos Express helps translate data into sophisticated analysis with rich visual presentations. In minutes, you can use simple and intuitive tools to create high-impact dashboards and presentations that communicate analytic results in the most meaningful way for decision-making. An intuitive web interface makes it easy to explore and customize data with interactive visuals that enable users to drill up or down for quick analysis of key areas. You can even control the appearance of your analysis and add visual appeal by choosing from a rich set of visualizations and pre-defined design themes, and combine multiple views in a single screen or dashboard for interactive over views of important business information.



An intuitive, easy-to-use interface provides complete, self-service access to reports and analysis. Users can receive and interact with business insights on their PCs and mobile devices for greater mobility and flexibility.

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, organisations drive the information agenda that fuels business optimisation 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 organisations 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 an organisation.

IBM Cognos Express gives midsize organisations a competitive advantage by providing powerful performance management capabilities that enable them to be agile and competitive. Yet, it is specifically built and priced to enable you to start small, realise immediate benefits and grow over time with your business. IBM Cognos Express is the industry's only one-stop integrated BI and planning solution purpose-built for midsize organisations.

LAKE Financial Systems

LAKE is an IBM Business Partner, a leading Infor channel partner and is the UK Master Distributor for Proactis in support of Infor SunSystems customers. LAKE helps organisations improve control, streamline processes and manage risk.

LAKE delivers:

- A solution that does what was promised
- A project that completes on time and on budget
- Support services you can count on
- Expertise to help you adapt when things change
- Professional advice to help you plan for the future

'We are already seeing the benefits. Our on-site managers have greater visibility of budgets and can be more hands-on than ever before....

.. Cognos Express lends itself to a rapid and phased implementation. You can use as much or as little as you want and you can implement it in manageable chunks'

