

# VISUAL ANALYSIS WITH COGNOS® BUSINESS INTELLIGENCE

COGNOS VISUALIZER:  
DASHBOARDS FOR FAST  
AND CRITICAL INSIGHT

**“IN TERMS OF DATA VISUALIZATION, COGNOS WAS HEAD AND SHOULDERS ABOVE THE OTHER SOLUTIONS WE EVALUATED. VISUALIZER LETS US DELIVER TO JEPPESEN MANAGEMENT COMPLEX DATA IN A USABLE AND UNDERSTANDABLE FORMAT.”**

~ Dave Fiack, Jeppesen

Cognos Visualizer dashboards take you beyond traditional analysis: highly intuitive graphic analyses let you quickly grasp trends in business performance and act on your insight.

## DASHBOARDS

You don't have to look under the hood to see if your car needs gas or your engine is revving too high. Gauges on the dashboard tell you at a glance what's running smoothly and what needs attention. Shouldn't you be able to run your business the same way?

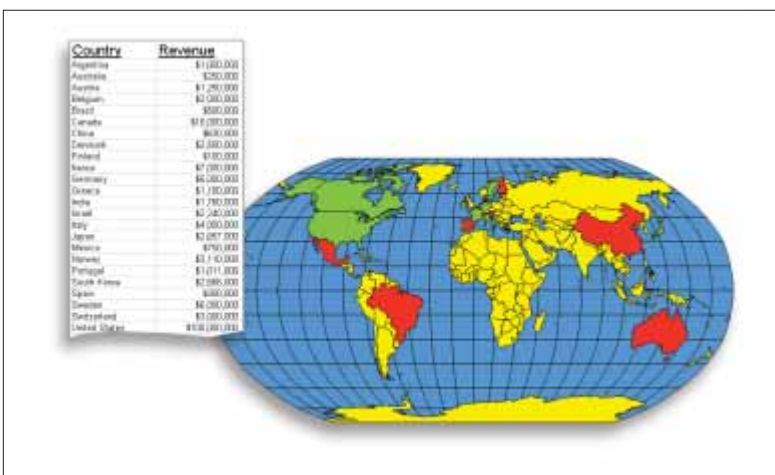
Business dashboards bring you rich and complex information in a simple, graphical format. Dashboards condense large volumes of information to show the big picture, or present multiple dimensions simultaneously to help you understand the data's complexity.

Dashboards simplify complex data to speed up understanding and give you important warnings. Pictures can quickly show us the interrelationships among measures, and combining data not commonly combined can produce a revelation.

## POWERFUL VISUAL ANALYSIS

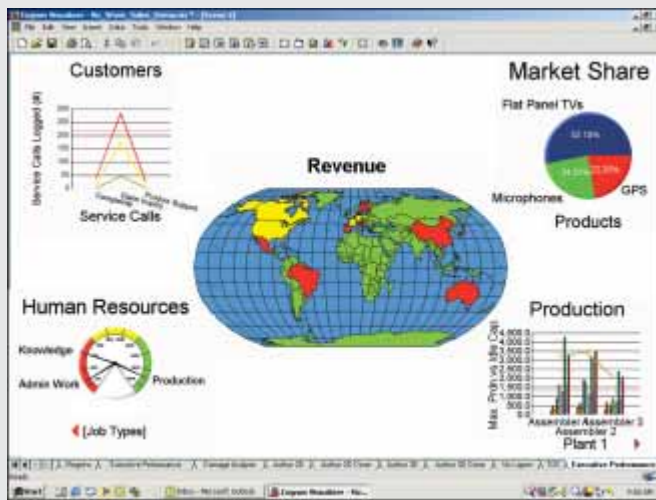
Cognos Visualizer provides powerful visual analysis to communicate complex business data quickly and intuitively. By going beyond simple pie or bar graphs, you can view and combine data in a way that lets you immediately see areas of concern, trends, limits surpassed, unmet quotas, and other indicators.

- **Dashboard views:** When complex data is presented in a simple visual format at a summary level, you gain an immediate grasp of the trends and relationships most significant in your business performance data. Cognos Visualizer accelerates the time it takes between getting information, understanding that information and, most importantly, acting on it.



*How would you prefer to view your sales information?  
Dashboarding is not simply data made pretty—it's data  
made powerful.*

- **Instant-impact visuals:** Cognos Visualizer brings business hot buttons to life graphically by letting you display your business data in virtually any presentation type: multiple 2D and 3D chart types, color-coded drillable maps, animated reports, and more. Maps need not be geographic. Automotive customers may use a customized car image to map warranty claims and spot quality issues. A government health agency could use a model human body to map the most common trauma injuries.
- **Aggregate displays:** Letting you combine multiple, even disparate business measures in virtually any display type, Cognos Visualizer lets you create meaningful cross-sections of your business. Viewing sister data from sales, inventory, and HR simultaneously, you may make a connection you may not have made by looking at the same data separately.
- **Business intelligence integration:** Cognos Visualizer populates dashboards using existing BI data sources—Cognos PowerPlay multidimensional data, Excel spreadsheets, dBase files, flat files, and most relational databases. Drill through to supporting details in multidimensional and managed reports, and ad hoc queries.



### *Catch Significant Trends*

On this performance overview dashboard, the first thing you may notice is that revenue in the U.S., your company's largest market, has slipped into neutral (yellow). Why?

- A glance at the production bar chart tells you that some assemblers are not working at maximum capacity.
- The HR gauge chart shows an acceptable number of workers on the assembly lines, but do they have the right skills?
- Customer claim inquiries are on the rise. Is this affecting repeat business from existing customers?

Combining data on dashboards can highlight issues and help you sort them out before they become problems.

- **Interactive exploration:** Set your own thresholds and filter out unrelated data on the fly. Instantly drill through to reports for more detail. Zoom in on areas of interest and rotate the visual for a fresh perspective. Visit related Internet sites. In other words, view your business information in the way most meaningful to you.

- **Strategic communication:** Your strategic initiatives may include Six Sigma, ISO Certification, Total Quality Management, or your own internal initiative. Follow and communicate their progress using Cognos Visualizer's statistical charts that measure mean, median, standard deviation, percentiles, variation, and frequency distribution. Chart types include histogram, thermometer, control limits, and trend, all fully customizable with many options for color, animation, and layout.

- **Out-of-the-box authoring:** Dashboard authoring is quick and easy, using the wide range of charting options. No custom coding is necessary.

**“WE SELECTED COGNOS BECAUSE IT MAKES EVERY EFFORT TO KNOW ITS CUSTOMERS’ BUSINESS. THE INTERFACE IS SO EASY TO USE AND ADMINISTER THAT LITTLE TRAINING IS REQUIRED FOR ENTERPRISE DEPLOYMENT.”**

Scott Klimo, NCR

**COGNOS BUSINESS INTELLIGENCE:  
FOR THE INTELLIGENT ENTERPRISE**

Cognos business intelligence (BI) delivers the information framework that lets anyone in your organization understand your corporate performance—from any angle and to any depth. It lets you communicate the results—whether business as usual or breakthrough insight. It can even notify you if a critical event occurs, wherever you may be.

Build a solution using Cognos BI components or purchase a pre-built solution. Either way, ease of use and deployment, combined with user self-service, means you’re up and running quickly and seeing ROI faster than you imagined. All Cognos BI components feature:

- **Centralized security:** A single LDAP-based component delivers seamless, secure access for all users inside and outside the firewall in conjunction with your own user authentication and security systems. IT can manage user profiles and classes for all Cognos components through centralized SSL security.
- **Zero-footprint web deployment:** Users access information in pure html using their web browser, making Java applets or proprietary plug-ins unnecessary. Share strategic information over a secure extranet with partners, suppliers, customers, and a mobile sales force with the bandwidth-saving benefit of a stateless environment.
- **Scalability:** Cognos BI has been tested and proven scalable to tens of thousands of users through load balancing and a distributed architecture supporting Unix and Windows.
- **Central administration:** Manage all BI applications from one central console, or distribute management among departments or locations. Control request processing at the server, application, PowerCube, and report level. Monitor throughput across multiple servers at a glance and fine-tune multi-server environments. The platform-independent, remote Java administrator program lets you administer any server from any machine.
- **Shared metadata:** Create and manage all BI metadata and business rules in a single metadata model based on shared dimensions. This model provides a consistent enterprise data view with minimum development effort. The SQL-based environment ensures the metadata is optimized for each BI application.

- **Extensible BI:** Using our open API based on a web services architecture, IT can integrate BI directly into third party portals or specialized web applications. The software's shared data foundation and integrated, modular approach means it can be easily implemented in steps across the entire enterprise. It can grow as the business grows, while reusing existing technology investments to save on costs.
- **Local language, local currency:** Localized product versions let users work in their own language and view figures in their own currency, using regional settings—all from a single application server.

#### **COGNOS VISUALIZER TECHNICAL SPECIFICATIONS**

##### *Platform Requirements*

- Windows 95, 98, 2000, and NT
- UNIX (IBM AIX, HP-UX, Sun Solaris)
- Pentium 133 or higher
- 32 MB RAM (minimum)
- 60 MB hard disk space

##### *Browser Requirements*

- Microsoft Internet Explorer or Netscape Navigator
- 15 MB hard disk space

##### *Supported Data Sources*

- Multidimensional PowerPlay PowerCubes™ as well as third-party OLAP cubes
- All major RDBMS
- Flat files
- Excel files

#### **WHY COGNOS?**

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



For the second year in a row, Cognos Visualizer won the *Intelligent Enterprise Magazine's* Readers' Choice award for best data visualization, with twice as many votes as its closest competitor.



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