



Highlights

- Enable integrated, personalized self-service analysis and reporting
 - Choose your deployment method: SaaS, hosted, on premises
 - Provide key managed reporting capabilities, plus compelling, interactive visual analysis of your application data to your customers and users
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Choosing the right embedded BI platform for your application

Provide differentiating reporting and analysis capabilities within your application with IBM Cognos® Analytics

Your customers are getting more sophisticated, so they need more sophisticated tools to answer their own questions. As competition grows in your marketplace, you need to differentiate your product from your competitors.

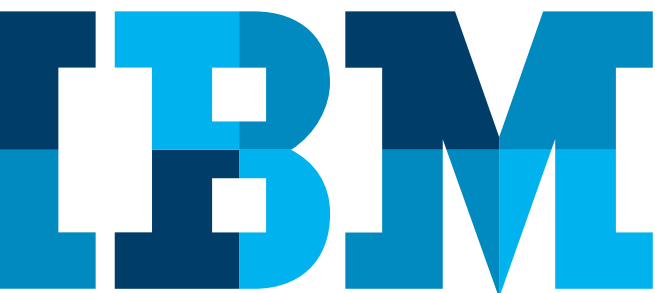
Providing reports and a few dashboards as part of your solution isn't enough anymore; it's expected. You need to provide meaningful, intuitive data visualizations at the point of decisions for your customers. They're expecting more cognitive user experiences which anticipate what they're looking for. They're needing the application to guide them along their exploration while telling a story with data.

The business intelligence, reporting, dashboard and analysis capabilities of Cognos Analytics provide the advanced features you need to differentiate your product, and help you win more deals with bigger deal sizes.

Challenges to success

Providing timely, integrated insights to your users demonstrates your domain expertise and the value of your solution's data. Just providing the access is only part of the story, though; your users need to trust the insights, and trust that their data is secure. To exceed your users' expectations, the solution must help you overcome the challenges of delivering embedded business data discovery and exploration, including:

- **Seamless user experience:** Your brand is important to you and you've invested heavily in your customers' user experience. Why should you have to provide them a different experience to see their data within your application?
- **Maintain data integrity:** Security is generally top of mind for any of your customers. Your security model is finely tuned for your application and has been a significant investment. You shouldn't have to duplicate that into your analytics platform.



- **Access your data how you choose:** Data can reside in many sources and can have different time sensitivity requirements. Some uses may need near-real-time access, while some may be fine with periodic, aggregated snapshots. Additionally, data could be on premises, on cloud or in hybrid cloud. You shouldn't have to move data if you don't need to.
- **Balance data governance with self service needs:** Some of your data sources are extremely complex, with multiple databases, tables and complex joins, and some may be in spreadsheets or flat files.
- **Scale out and up:** Whether you deliver a hosted solution, SaaS offering, managed service or on premises software, reusability of assets and infrastructure equates to increased margins and decreased time to market.

The Solution: IBM Cognos Analytics

Scalability, flexibility, ability to integrate, and ease of use make IBM Cognos Analytics the best solution for embedding reporting and analysis capabilities into your applications.

Cognos Analytics can help you provide differentiating capabilities to your customers.

- **Integrates with your user experience:** Often, platforms will require your users to use their user experience and do not even support custom branding to give the appearance that the reporting and analysis user interface (UI) is part of their application. This can cause confusion with your customers, and reduce their ability to correlate the visualization with the action they need to take in your application. Users should not have to leave your solution to access insights. Seamless, intuitive, contextual visualizations at the point of decision improves decision making and promotes stickiness.
- **Leverages your solution's security model:** Many solutions require you to import your directory of users, groups and roles into their own security model. This can increase costs due to dual maintenance of security infrastructures, and risks due to latency or inconsistencies between security models. IBM Cognos Analytics accesses your security model for users, groups and roles, and supports single sign-on with almost any security provider.
- **No requirement to move data:** Some solutions force you to move your data into their proprietary data stores. This can create latency issues and limit scalability. The IBM Cognos Analytics solution can access most data sources directly including transactional OLTP databases, data marts and warehouses, big data clusters, columnar/in-memory or OLAP sources. The data can reside on premises, on cloud or in hybrid cloud.
- **Provide data governance and self service:** Some solutions force the user to define the data structures and relationships in data which alienates non-technical users from answering their own questions and can increase the risk of making decisions off incorrect insights. Other solutions allow only highly skilled data modelers to provide the key to unlocking the data. This helps to ensure data governance and consistent business rules, but alienates the user who understands their data and wants to incorporate it into their decision making process. IBM Cognos Analytics and Watson Analytics provide the best of both worlds.
- **Support build once, deploy many times:** Many solutions force you to build deployments specific to each client or locale. This introduces additional costs of development and maintenance as well as increased risks due to potential differences between client deployments. In a multi-tenant or multilingual world, this can dramatically eat into margins and increase your time to market. IBM Cognos Analytics and Watson Analytics™ can leverage a single infrastructure, single model and single set of content across all tenants and locales while still providing data security and even a tailored look and feel for each client.

Why IBM?

Solution providers are facing tough competition for new customers and are maintaining the existing base of customers. Studies show that leaders in embedding analytics into their solutions have significantly higher renewal rates, win rates and larger deal sizes. Additionally, they're generally leveraging leading analytic platforms with extensive built in capabilities reducing development costs and decreasing time to market.

IBM Cognos Analytics was built for embedding into solutions while leveraging existing investments in data assets and infrastructure.

For more information

Enhance your application with leading embedded reporting, analysis and dashboarding capabilities.

- Sign up for no-cost trial access of IBM Cognos Analytics on Cloud at www.ibm.com/us-en/marketplace/business-intelligence
- Read the Blue Hill Research paper on IBM Cognos Analytics ibm.biz/BdixrS

Learn about our unique Embedded Analytics Program and schedule your Revenue Impact workshop to see how IBM Embedded Analytics can help you create net new revenue streams at www.ibm.com/com/embedded-analytics.



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