

IBM Cognos Express Overview

IBM Cognos® Express is the first and only integrated business intelligence (BI) and planning solution purpose-built to meet the needs of midsize companies. It delivers the essential reporting, analysis, dashboard, score-card, planning, budgeting and forecasting capabilities that midsize companies need at a price they can afford. Everything is included in a pre-configured solution that is easy to install, easy to use and easy to buy.

IBM Cognos Express provides midsize companies 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, managers can make better, faster decisions to drive greater efficiencies, reduce costs and identify new growth opportunities.

For organizations that are beginning to embark or expand on a BI and planning strategy, IBM Cognos Express includes everything needed to get started right away. It offers powerful yet easy-to-use capabilities for both novices and advanced users to encourage broad adoption throughout a company.

IBM Cognos Express Product Highlights

- Easy to support and deploy as preconfigured solution plugs into existing infrastructure with minimal impact
- Easy to use, self-service access to empower business users themselves
- Easy to buy for rapid ROI – packaged and priced to let companies start small with only the capabilities they need
- Simple administration saves time and resources while delivering faster time to value
- One-stop reporting, analysis and planning – offers a complete integrated self-service solution
- Express Reporter – giving clients the flexibility to create reports that combine information from a variety of different sources, and features:

IBM Cognos Express Overview [continued]

- Simple, 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 IBM Cognos Express Web portal.
- Interactive dashboards that can be shared company-wide to support collaborative decision-making.
- The ability to easily maintain and update a report throughout its life cycle using a common, shared interface that can be accessed by all business users.
- Express Advisor enables exploration and customization of data with interactive visuals, web-based dashboards and interactive reports encouraging wide user adoption.