

## IBM Software Demos Cognos 8 Business Intelligence - Employees

### Cognos 8 BI Employee Demo Script

Business intelligence should help all users make sound data-driven decisions at all levels of the business this includes employees potentially the biggest user population. IBM Cognos 8 BI gives users quick access to the reports that are important to them. Users can save and access their reports however they want, for example, as tabbed portal pages, within these portal pages it's a simple matter for users to run the reports they want and focus on the data that's most relevant to them.

Users can organize their reports however it makes the most sense for them. For example, monthly reports that get printed once a month or delivered once a month, key metrics that they may be interested in, all of this is controllable by the user or in fact by the administrators who manages the system beyond the scope of a users personal folders or personal portal tabs is where there may be a problem, users often have a hard time finding the information they really want. Cognos 8 Go! Search service makes it possible to find strategic business intelligence right from a standard browser base search.

Users can quickly and easily specify how they would like to search, for example by name, by description or both, and then type the string they wish to search for using exact words or partial matches. Users can also specify what types of objects they would like to be considered in the search, for example, reports, analysis, metrics, scorecards or in this case a portal page. It's important to note that it's not just the

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names and descriptions that are searched but the metadata within these objects as well. Results are returned in descending order of relevance and it's a simple matter for users to launch the content directly from the returned results. Within the returned results users can easily change the display for example changing this chart to a bubble chart or to a list, changing this one to a bar chart or to a cross tab.

Users can also choose how and when they want to receive certain information, for example, they can choose to be alerted by email or web whenever a particular value crosses a specific threshold. Users can specify the condition for the threshold as well as its value and the context in which it should be applied.

Users can also choose how they wish to stay informed either by email or by having the alert published into to a portal page. Once they assign a meaningful name to the alert associated with this watch rule and save it users are automatically informed whenever the specified threshold is crossed. With IBM Cognos 8 BI you empower your casual users to control when and how they want their relevant information.