

IBM Software Demos
Cognos 8 Business Intelligence - Executives

Cognos 8 BI Executives Demo Script

For executives, IBM Cognos 8 BI provides immediate and simple understanding of the key factors driving the business so that they can effectively drive organizational execution and achieve their strategic objectives. At a glance dashboards give executive immediate and up-to-date understanding of what's happening across the business.

Briefing book style reports provide exactly the kind of information executives need comprehensive overviews with the right level of detail all in one place on demand and all based on real corporate data not on data that's been extracted and then messaged in a spreadsheet, so executives can trust the information in front of them. Using reports like these busy executives can quickly and easily navigate to exactly the information they need all in one report.

Scorecards provide visibility into critical metrics of organizational performance and measurement against strategic initiatives with insight into what's really impacting the business. And business intelligence delivered to the mobile device means executives can stay in touch with performance always no matter where they are.