

IBM Business Analytics

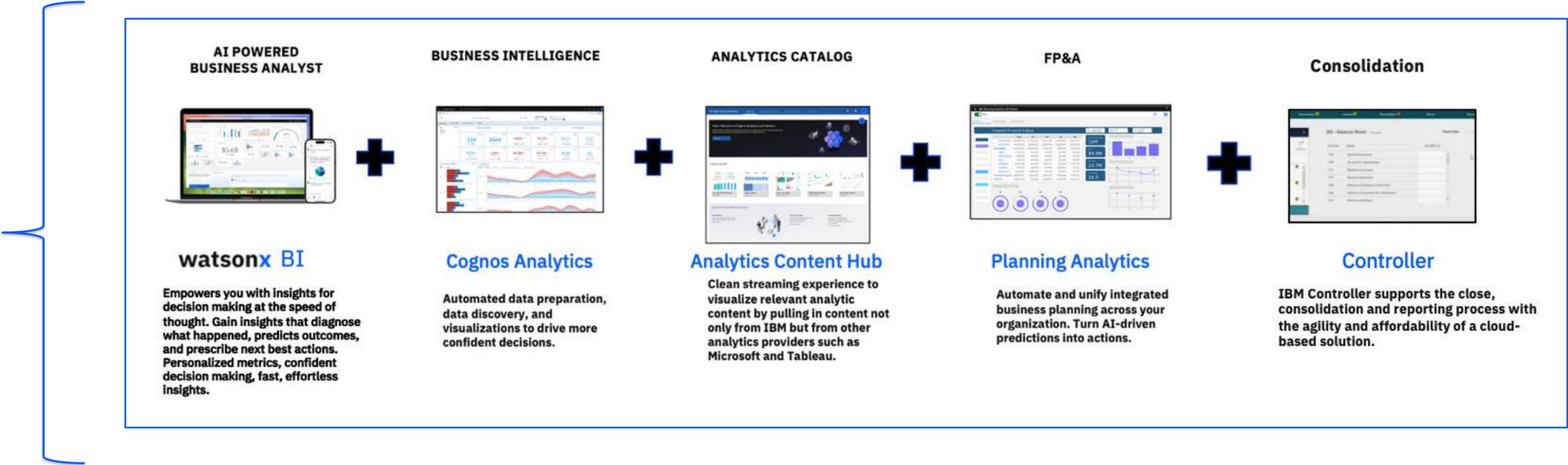


Rodrigo de Andare

Senior Offering Manager, IBM Software, Data and AI



watsonx™



IBM Cognos Analytics

The *trusted* path to Gen AI-powered
business intelligence



Stephen Green

EMEA Tech Sales Lead , Business Analytics



IBM Enterprise Performance Management

IBM achieved enterprise-wide transformation through AI-powered planning and reporting

IBM streamlined its global financial and workforce planning by implementing a unified Enterprise Performance Management platform.

By integrating Cognos Analytics and Planning Analytics, IBM replaced hundreds of fragmented tools and empowered teams across the company with real-time, AI-driven insights.

The initiative enhanced decision-making, improved collaboration, and established a consistent, scalable approach to reporting, planning, and forecasting.

Outcomes

- 30,000+ employees empowered by real-time, AI-driven dashboards.
- USD 200M+ value delivered through AI-driven automation since 2023.
- ~40% gain in productivity since 2020.

Solution components

IBM Cognos Analytics
IBM Planning Analytics

[Read the full story →](#)



“Data is no longer just an enabler—it’s the entire business.”

Ed Lovely

Vice President and Chief Data Officer
IBM

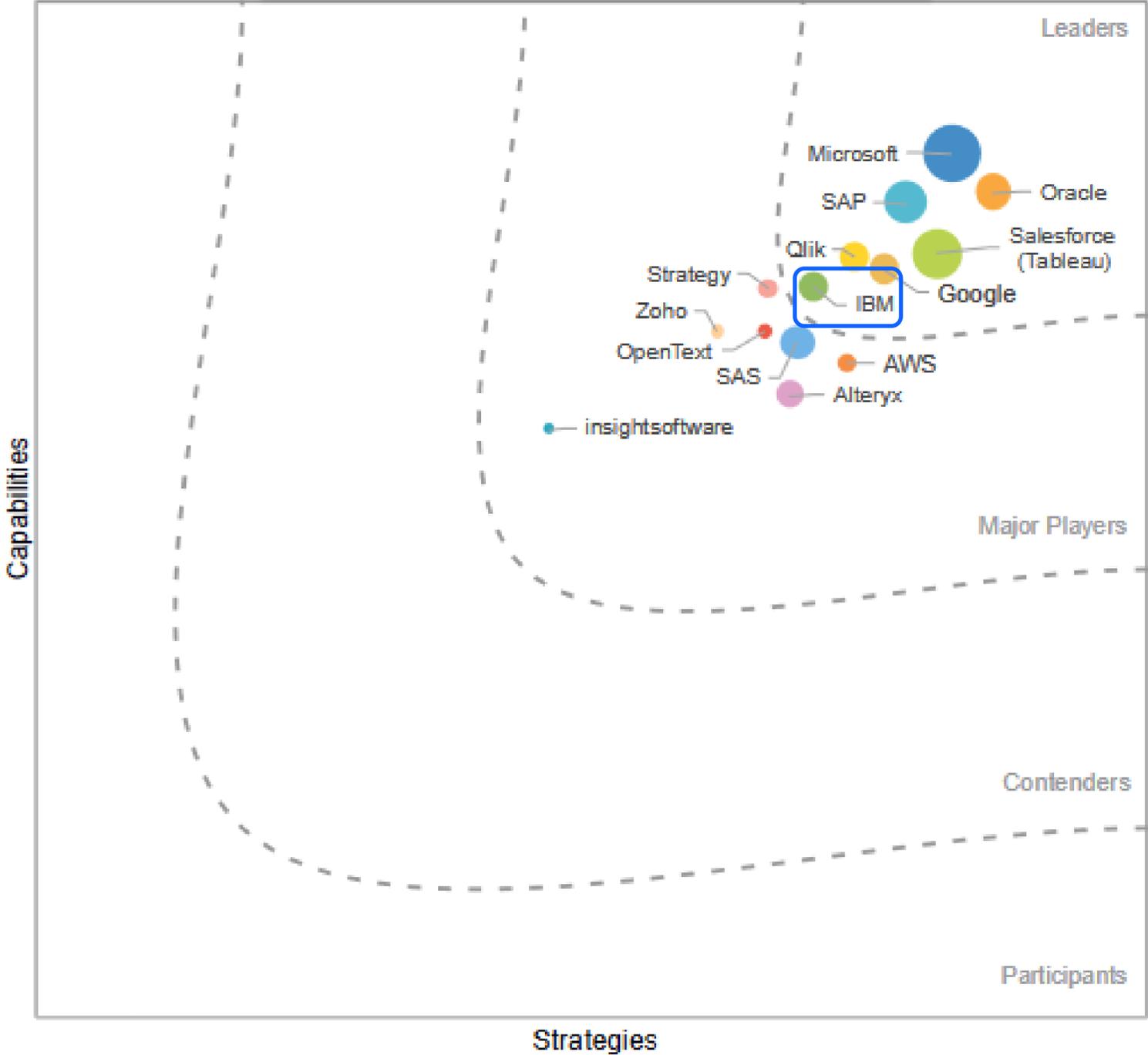
Analyst reports

Analytics and Data ISG Buyers Guide



Source: ISG Research
Analytics and Data Buyers Guide
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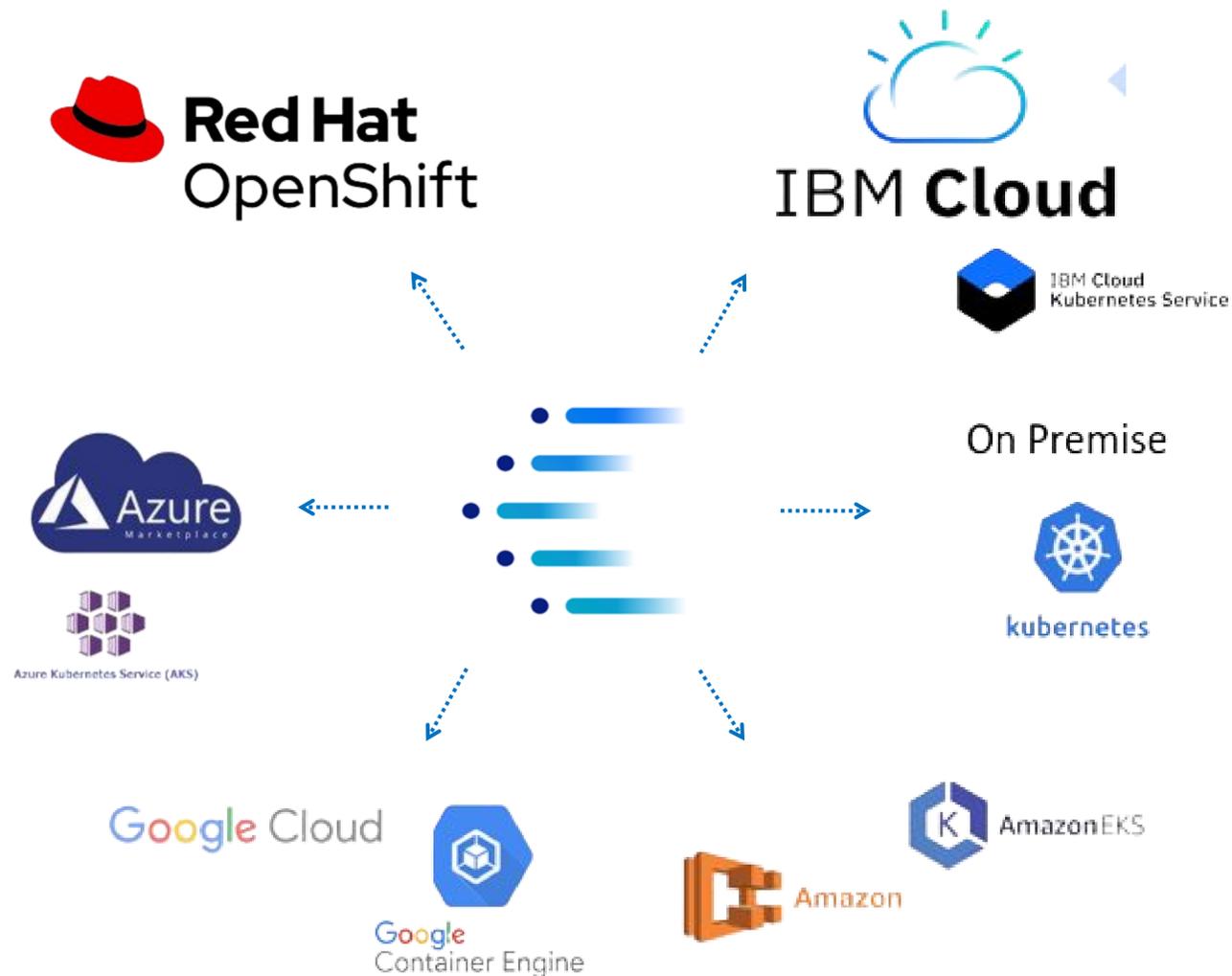
IDC MarketScape Worldwide Business Intelligence and Analytics Platforms, 2025



Available now

Cognos Analytics Certified Containers

Highly scalable, resilient and available



Opportunity:

Enable cloud-native modernization for customer-managed Cognos, with support for any Kubernetes environment—including hyperscalers—and microservices to operate more efficiently.

Coming soon

Cognos Analytics Reporting Agents

Report Recommendation

Report Summarization

Report Authoring

Metrics Authoring

Report Sharing

What customers are in the pipeline?

Global team pipeline report includes analysis of customers in the pipeline.

Summary: This report contains a list of customer with opportunity size, revenue type, sales stage, and channel info.

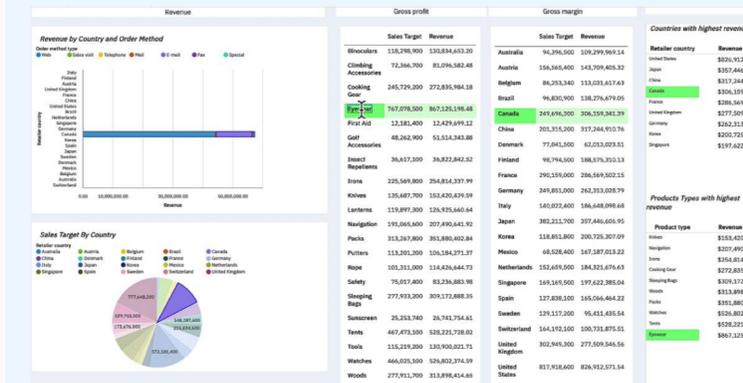
Here's a preview of the report. [Open Full Report](#)



Interactive Brushing

Data Connector Pack

SPSS Integration



Introducing
Cognos Analytics
Certified
Containers

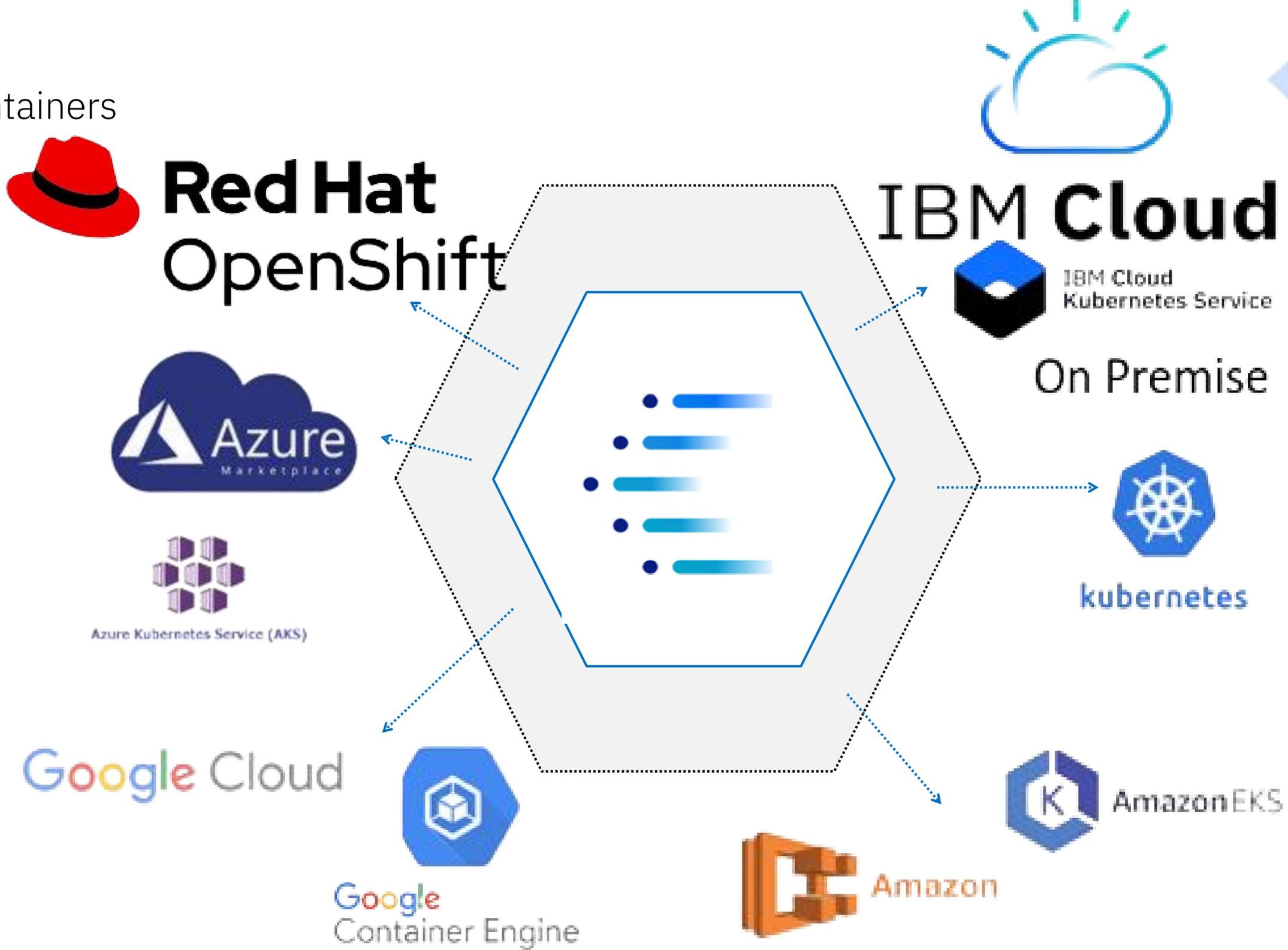
New in Cognos 12.1:
Cognos Analytics Certified Containers

Reduce infrastructure costs
by scaling Cognos services
only when needed

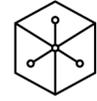
Flexible Cognos
deployment options—
Red Hat OpenShift, EKS, AKS
and GKE

Easily move from traditional
Cognos to Containerized
Cognos with **no end user**
interruptions or training

Enable cloud-native modernization for customer-managed Cognos, with support for any Kubernetes environment—including hyperscaler's—and microservices to operate more efficiently.

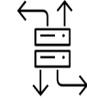


Why containers



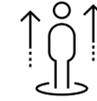
Simplified deployment

No more configuring multiple servers. One deployment script to support thousands of users measured in minutes



Deployment flexibility

The same containerized Cognos deployment for any Cloud and on-prem



Scalability and resilience

Reduce your overall footprint with HPA scaling. Built to meet your corporate SLA's



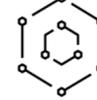
Simplified management

Leverage existing observability and Monitoring investments



Tune configuration

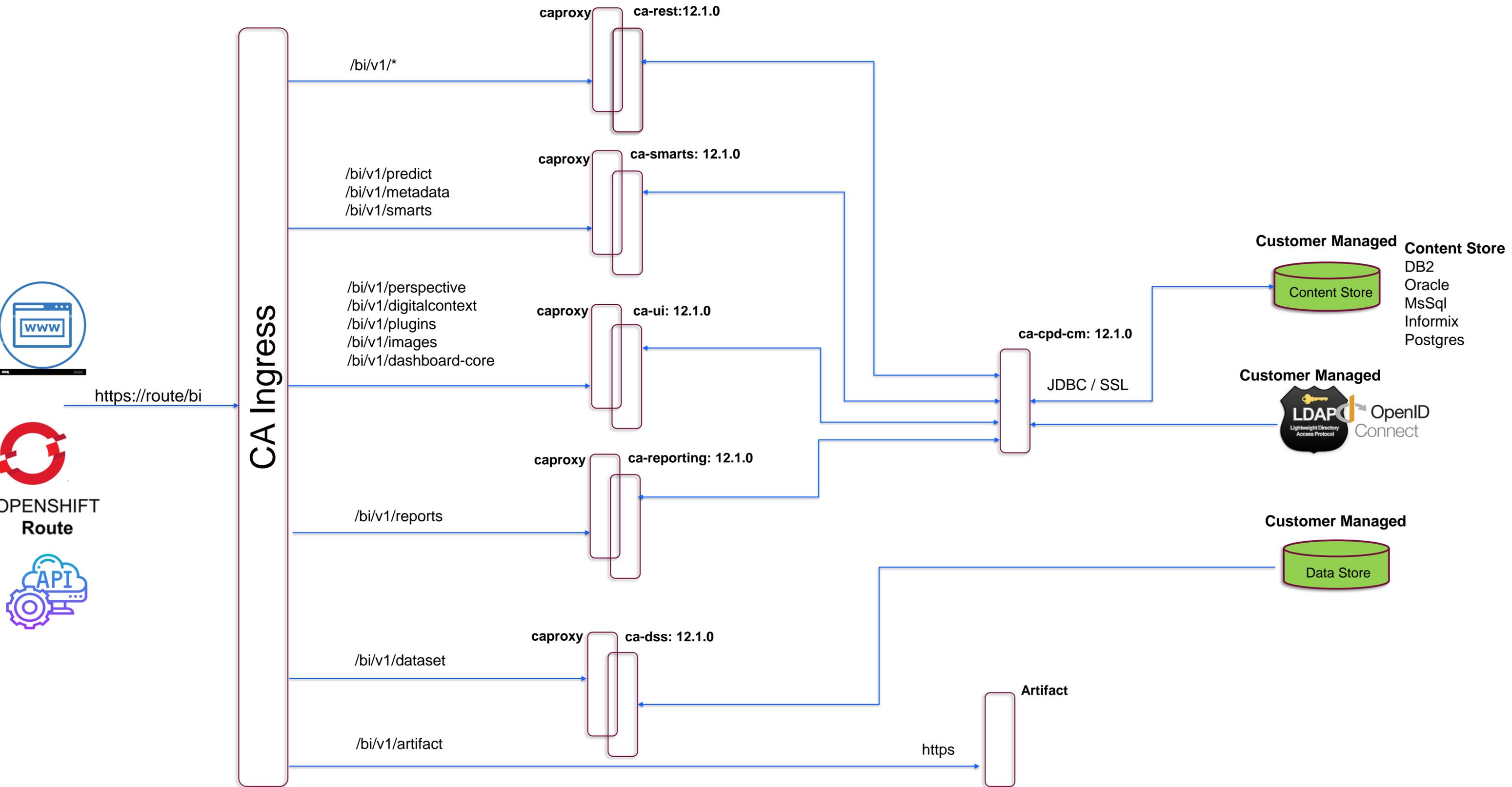
Tune services to meet your Cognos specific workloads scale to your users demands



Application lifecycle

Simplified management, upgrade and system support

Cognos Container Architecture



New in Cognos 12.1:

Cognos Analytics Certified Containers

Important Prerequisites

- Kubernetes Version - "1.31.0 and above"
- OpenShift Version - "4.16 and above"
- Helm Level: X86: " 3.17.0 and above"
<https://helm.sh/docs/intro/install/>
- PersistentVolume requirements - requires one of the following:
 - NFS
 - IBM Cloud File Storage (gold storage class)
 - Google Storage
 - Amazon Storage
 - Azure Storage
 - Red Hat OpenShift Container Storage 4.3 and above
 - or a hostPath PV that is a mounted clustered filesystem
- For a full list of Cognos settings and configurations see the Cognos Analytics documentation.

Cognos Analytic Container Services

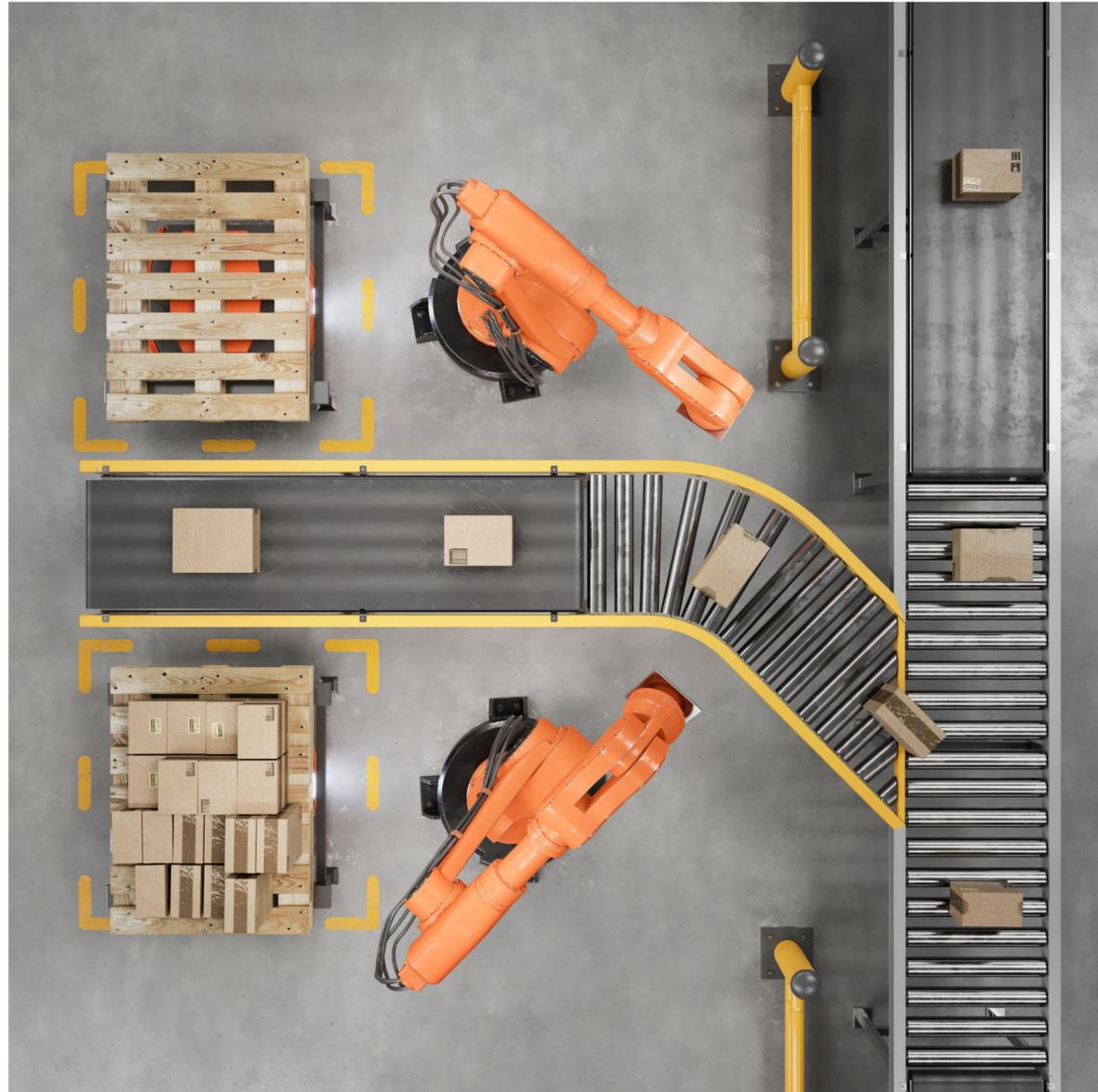
- CA Ingress Service
- Content Manager Service
- Reporting Service
- Rest Service
- UI Service
- Smarts Service
- Data Service

The minimum required to deploy Cognos Analytics Certified containers is

- 3 worker nodes
- Cores: 16
- Memory: 32 GiB

Cognos Reporting

Modernized for the enterprise.



Highly customizable

Consume static or interactively, in multiple formats, to create paginated reports with highly customizable visualizations

Powerful distribution

Deliver reports to any number of users in multiple formats with different filters, in any language, on a schedule

Seamless integration

Flexible embedding options available for custom visuals and scripting supported out-of-the-box.

Agentic BI

60%

of existing self-service dashboards will be replaced by Gen AI-powered narrative and visualization by 2028.

50%

of business decisions will be augmented or automated by AI agents for data intelligence by 2027.

40%

of organizations cite lack of explainability as a major risk in Gen-AI adoption.

Cognos AI Differentiators

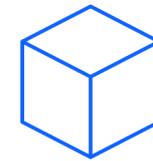
Trusted & governed



Enterprise-grade AI enhanced reporting and analytics

Common semantic layer for all users and analytical capabilities

Agentic automation



Purpose-built reporting agents

Accelerate decisions with key insights and visualization

Flexible & interoperable



Open architecture (no vendor lock-in)

Freedom to choose your own LLM model

Flexible deployment

Deployment Options

Client-managed Software on any platform

Cognos Analytics	Cognos Analytics Cartridge	Cognos Analytics Certified Containers
-------------------------	-----------------------------------	----------------------------------------------

New!

Software Package (stand-alone)

Containers for IBM Software Hub

New containers for any Kubernetes

IBM-managed SaaS
In IBM Cloud data centers.

Cognos Analytics on Cloud Hosted	Cognos Analytics on Cloud On-Demand
-----------------------------------------	--------------------------------------------

SaaS (Single-tenant)

SaaS (Multitenant)

Deployments comparison's

User capabilities

Functionality	Cognos Analytics on-premises software	Cognos Analytics Cartridge for IBM Software Hub	Cognos Analytics on Cloud Hosted	Cognos Analytics on Cloud On-Demand	Cognos Analytics Certified Containers
Create or edit reports	Yes	Yes	Yes	Yes - Premium	Yes
Run reports with prompts	Yes	Yes	Yes	Yes - Premium	Yes
Schedule reports	Yes	Yes	Yes	Yes - Premium (1)	Yes
Save report output in Cognos Analytics	Yes	Yes	Yes	Yes - Premium	Yes
Save report output to cloud	Yes	Yes	Yes	Yes - Premium	Yes
Save report output to file system	Yes	Yes (5)	No (8)	No	Yes
Set report bursting	Yes	Yes	Yes	No	Yes
Receive burst reports	Yes	Yes	Yes	No	Yes
View saved report output (2)	Yes	Yes	Yes	Yes	Yes
Receive reports by email	Yes	Yes	Yes	Yes	Yes
View or interact with active reports	Yes	Yes	Yes	Yes (9)	Yes
Create scheduled jobs	Yes	Yes	Yes	No	Yes
Import or export Cognos deployment	Yes	Yes	Yes	No (3)	Yes
Upload data files	Yes	Yes	Yes	Yes	Yes
Upload fonts	Yes	No	Yes	No	Yes
Upload images	Yes	Yes	Yes	No	Yes
Customization (themes, extensions, palettes)	Yes	Yes	Yes	Yes - Premium (4)	Yes
Customization (roles)	Yes	Yes	Yes	Yes - Premium (6)	Yes
Customization (user profiles)	Yes	Yes	Yes	No	Yes
Create an embedded dashboard (no password)	Yes	No	No (7)	No	Yes
Embed visualizations	Yes	No	Yes (10)	No	Yes

Key capabilities

Functionality	Cognos Analytics on-premises software	Cognos Analytics Cartridge for IBM Software Hub	Cognos Analytics on Cloud Hosted	Cognos Analytics on Cloud On-Demand	Cognos Analytics Certified Containers
Reporting	Yes	Yes	Yes	Yes - Premium (1)	Yes
Dashboarding	Yes	Yes	Yes	Yes	Yes
Stories	Yes	Yes	Yes	Yes	Yes
Exploration	Yes	Yes	Yes	Yes - Premium (1)	Yes
AI Assistant	Yes	Yes	Yes	Yes	Yes
Cognos Portal	Yes	Yes	Yes	No	Yes
Cognos Admin Portal	Yes	Yes	Yes	No (2)	Yes

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IBM Cognos Analytics CAB

Join our exclusive customer feedback program for behind-the-scenes insights to everything coming to Cognos Analytics.

What you'll get:

- Monthly sessions with our product experts.
- Access latest product updates & roadmap insights.
- Have your feedback incorporated in the product.
- Invitation to a private IBM Community group.
- Special access to User Experience Research.
- Best practices and networking possibility.

Requirements:

- Stay up-to-date with Cognos Analytics (minimum one upgrade/year).
- Participate for 1 year.
- Two validation/reference/client stories activities (public or non-public).



Join the program →



IBM Cognos

What Version
should I use?



New Support lifecycle policy - *Support Cycle*

Version/Release has reached End of Base Support

	Base Support <i>(Subscription & Support)</i>		Initial Extended Support <i>(usage / known issues / new defects)</i>		Ongoing Extended Support <i>(usage / known issues only)</i>
Support Cycle – 5 SC-5	5	+	1	+	3
Support Cycle – 3 SC-3	3	+	1	+	3
Support Cycle – 2 SC-2	2	+	1	+	3

Product name (** indicates comment, policy exception or more information)	◇ Version	◇ Policy type	◇ PID/MTM	▲ General availability	◇ Transition to Extended/Sustained or End of Support	◇ Extended/Sustained Support Complete
<u>Cognos Business Intelligence Analysis (withdrawn)</u> **	10.2.x	Other	5724-W18	<u>2012-09-14</u>	<u>2018-04-30</u>	2021-04-30
<u>IBM Cognos Analytics (withdrawn)</u> **	11.0.x	Continuous Delivery	5724-W12	<u>2015-12-22</u>	<u>2021-09-30</u> End of Support	2025-09-30
<u>IBM Cognos Analytics (withdrawn)</u> **	11.1.x	Continuous Delivery	5724-W12	<u>2018-11-23</u>	<u>2024-04-30</u> Extended Support	2028-04-30
<u>IBM Cognos Analytics</u> **	11.2.x	Continuous Delivery	5724-W12	<u>2021-05-18</u>	<u>2026-04-30</u>	2030-04-30
<u>IBM Cognos Analytics</u> **	12.0.x	Continuous Delivery	5724-W12	<u>2023-06-01</u>		
<u>IBM Cognos Analytics</u>	12.1.x	Support Cycle-3	5724-W12	<u>2025-04-17</u>		

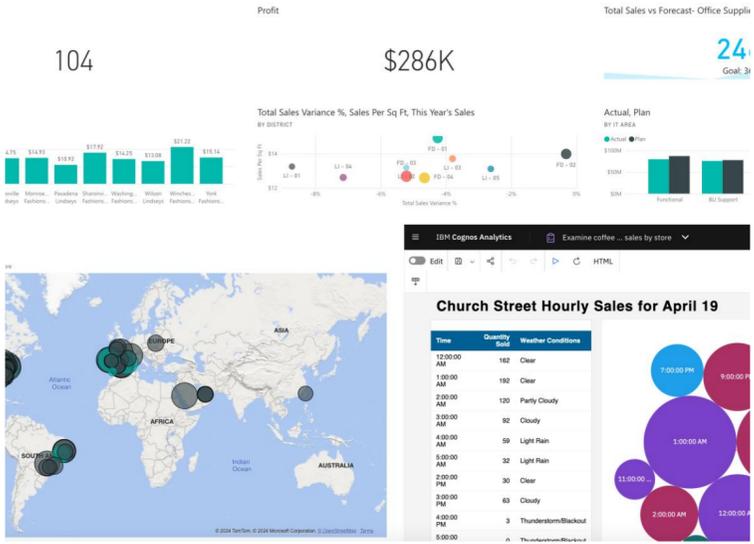
IBM Analytics Content Hub

For organizations using multiple BI tools, ACH is the single point of access for analytics across platforms, empowering teams to quickly find, organize, and leverage insights for more effective, data-driven decisions.

Available as an **add-on** for Cognos and Cognos Certified Containers

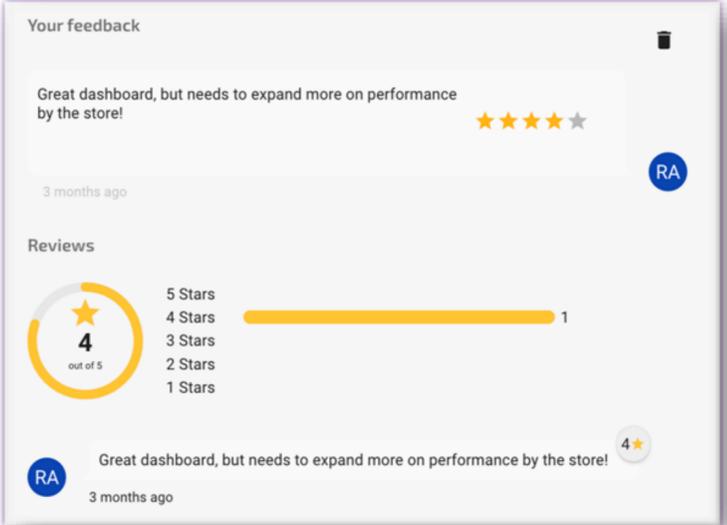
Business: Collect & Organize Analytics

ACH brings together analytics from over 28 BI tools like Power BI, Cognos, Tableau, and Qlik, letting admins decide what's indexed so teams can easily find and use the right data. All in one place, without switching platforms



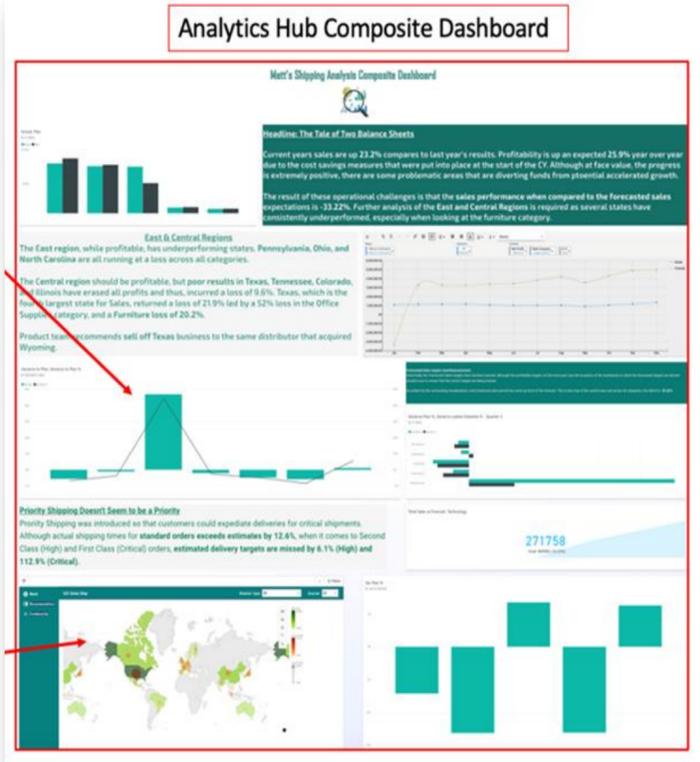
Admins Control, Govern, Optimize

Admins get clear insights into analytics usage and license engagement with ACH, making it easy to boost adoption and keep teams aligned by recommending relevant data.



Users Access, Combine, Act

ACH brings together analytics from over 28 BI tools like Power BI, Cognos, Tableau, and Qlik, letting admins decide what's indexed so teams can easily find and use the right data. All in one place, without switching platforms



IBM

IBM watsonx BI

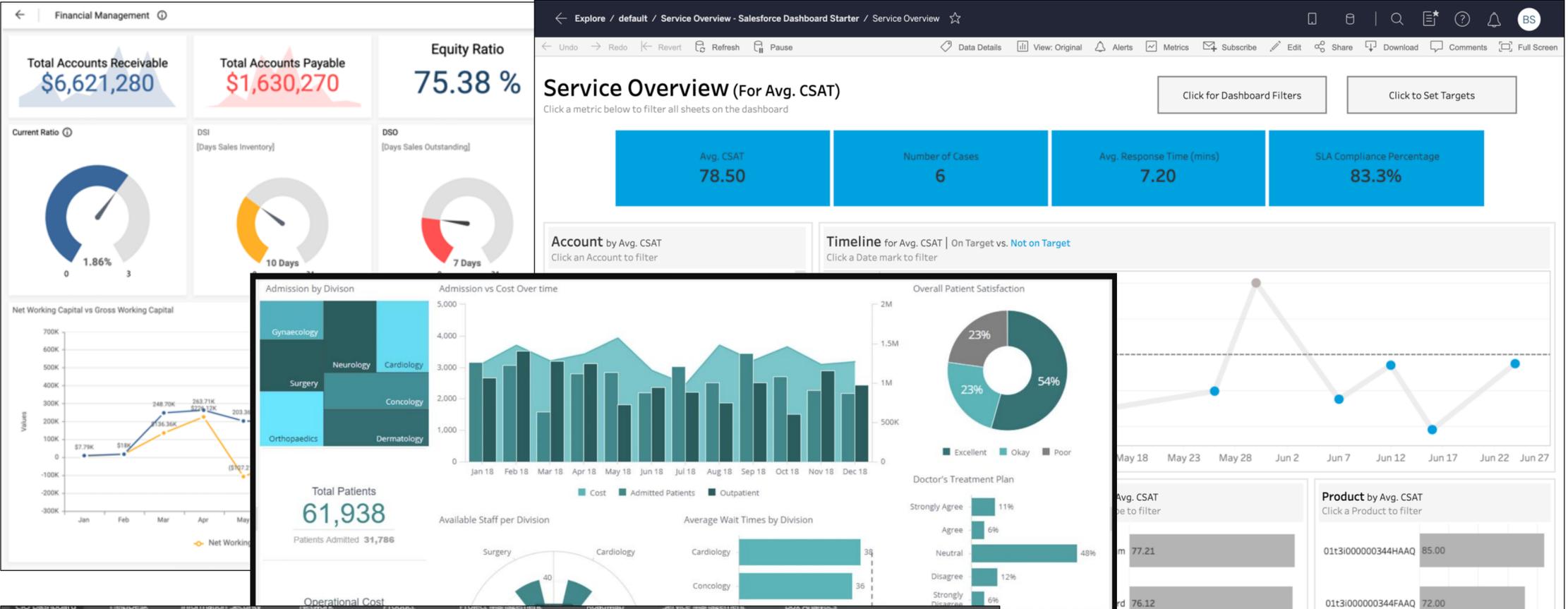
The [trusted](#) path to gen AI-powered business intelligence



Stephen Green
EMEA Tech Sales Lead – Business Analytics
IBM



Organizations struggle to extract valuable insights from their data



What's happening in AI + BI

60%

of existing dashboards will be replaced by generative AI-powered narrative and visualization by 2028¹.

50%

of business decisions will be augmented or automated by AI agents for data intelligence by 2027².

40%

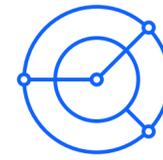
of organizations cite lack of explainability as a major risk in generative AI adoption³.

How organizations approach BI today



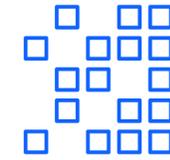
Manual Tools

- ✓ Free to use with low barrier to entry (e.g., Excel)
- ✓ Quick to deploy for simple, ad hoc reporting
- ✗ Time-consuming, error-prone, and lacks governance
- ✗ Doesn't scale or integrate across teams
- ✗ Not AI-ready — cannot support models, agents, or automation



Popular BI tools

- ✓ Easy to adopt with familiar, Excel-like interface
- ✓ Integrates with cloud platforms and enterprise tools
- ✗ Locked into vendor/cloud stack — limits flexibility & interoperability
- ✗ Decentralized approach leads to fragmented insights and weak AI trust
- ✗ If insights are already fragmented across teams with inconsistent data models, gen AI will amplify the chaos, not resolve it.



Custom development

- ✓ Fully customizable to meet enterprise-specific needs
- ✓ Full control over data, logic, and infrastructure
- ✗ Expensive to build & maintain; Hard to scale; Long timelines; High resource overhead
- ✗ Not optimized for gen AI; Requires deep technical investment to retrofit AI/model use cases

Decision makers are left facing a dilemma



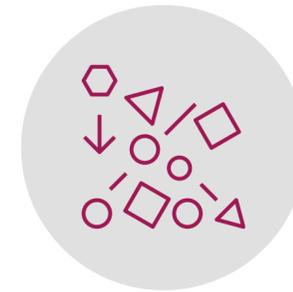
Wait for help

Organizations have a limited number of data analysts to support business operations and ad-hoc requests.



Train themselves

Few people have the time, interest, or curiosity to develop the skills necessary to become their own data analyst.

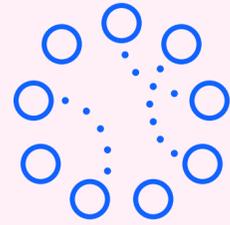


Act without data

For those without data analyst skills and don't have the time to wait, actions are typically not data-driven.

The vision for generative BI

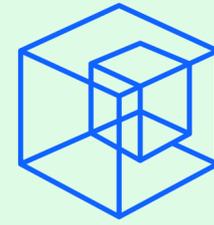
Unified



Governed data with an AI foundation

- A single source of truth
- Trustworthy insights
- Explainable outcomes

Agentic



Autonomous business insights

- Minimal learning curve
- Acts autonomously
- Collaborative across teams

Open



Extensibility and embeddability

- Available where users work
- No vendor lock-in
- Choose the best model

How watsonx BI builds for today and the future

1

watsonx BI is a business insights agent

More than a co-pilot,
better than an assistant.

Because **users need
answers**, not more
dashboards.

2

Trusted data for trusted decisions

Grounded business-
defined logic with
enterprise-grade
governance to provide
transparency.

Governance delivers
trusted AI at scale.

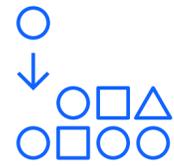
3

The ultimate platform accelerator

Supercharge existing
data investment.

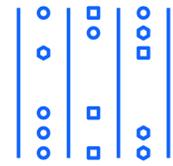
Built to integrate with
Cognos Analytics,
watsonx.data, watsonx
Orchestrate, & more...

A smarter way to work is emerging



Discover deeper insights

A seamless conversational experience that helps users know what's happening, why it matters, and what to do next – in seconds.



Use consistent metrics

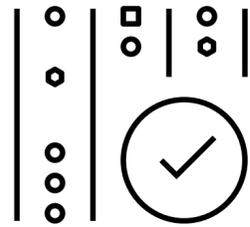
Enrich data and create consistent metrics for unified analytics. Additionally, watsonx BI's agentic framework gives an option to choose the right model that works best for the business.



Deploy instantly

Connects to existing infrastructure like data lakehouses, automation workflows, reporting tools, and everyday productivity applications to surface insights and accelerate decision-making.

Realizing the full potential of enterprise data

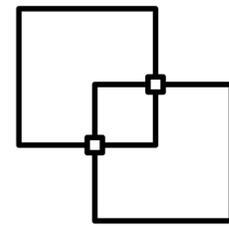


Accurate and explainable insights

Surface insights in seconds and accelerate decision-making

Boost adoption:
Increase BI tool usage by enabling natural language exploration for non-technical users

Faster data-driven decisions:
Surface insights in seconds and speed up decision-making

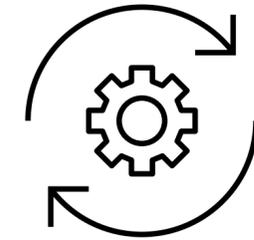


Data consistency across teams

Trusted insights grounded in business logic and metrics

Faster time to insights:
Cut prep time with semantic automation and metrics generation

Guaranteed data-privacy:
No conversational interactions are saved for re-training



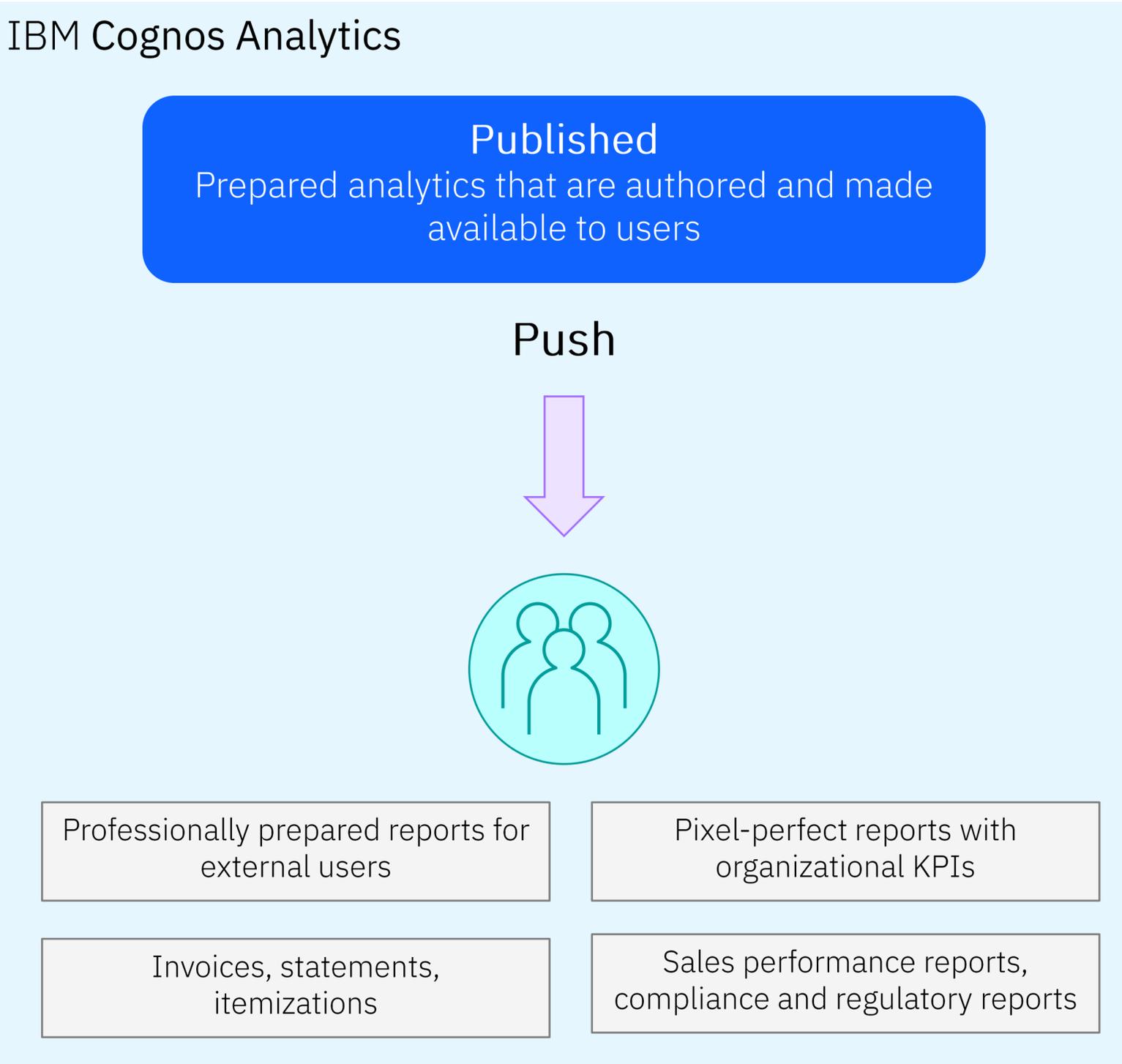
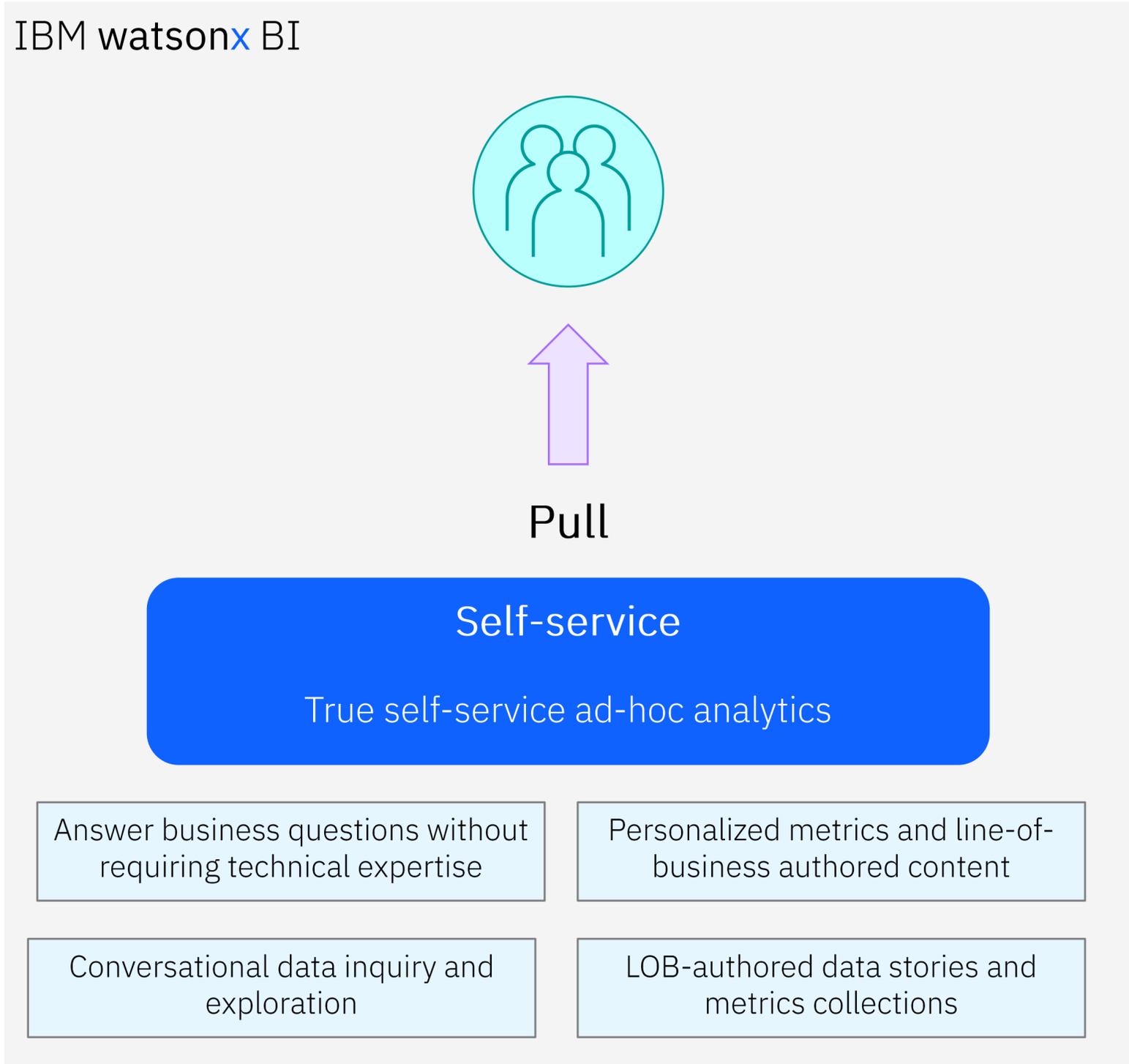
Increase ROI from enterprise tools

Continue using existing tools without disruption

Work with different systems:
Open and headless metric catalog that can use metrics from other tools

Choose the model:
Select the appropriate large language model that aligns with compliance and legal standards

watsonx BI and Cognos Analytics form an integrated BI solution that blends true self-service analytics with trusted enterprise reporting



watsonx BI and Cognos Assistant

Cognos: AI Assistant

Employs a structured and deterministic approach that combines pre-designed templates, a Natural Language Processing (NLP) model and Watson technology. These technologies allow Cognos to recognize specific patterns and rules in user input, delivering accurate, controlled and context-aware results.

watsonx BI: Agent

A LLM powered agent that interprets each question and its context, dynamically identifies the most relevant assets, reasons over the available data, and delivers accurate answers. It **automatically selects the appropriate tools and data sources** to provide the best results, including integration with other agents to turn data into action

Use Cases

IBM Cognos Analytics

Business questions follow predictable, structured formats

Users are familiar with how to phrase questions when using the Assistant.

Single question–answer flow, with no follow-up questions or context continuity

Queries align closely with the underlying data model's logic and structure.

Users know the data source structure and understand where specific data resides.

IBM watsonx BI

Business users want to ask questions naturally, using everyday language.

Zero Learning Curve with a LLM conversation experience

Supports follow-up questions, including the ability to trigger wxo agents to take actions

Identify intent and context, and decides what tools and data sources are needed

Quick business insights without needing to know where data resides

Thank you

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