



Highlights

- Help decision-makers across the organization build stronger relationships
 - Connect people with the right information and resources
 - Build a powerful corporate memory
 - Compare, analyze and share decisions and decision outcomes
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IBM Cognos Collaboration

Make better decisions with stronger teams

Overview

IBM Cognos® Collaboration is a set of capabilities within Cognos Business Intelligence that facilitates decision-making for groups and teams. With Cognos Collaboration, users build stronger relationships and learn from history with a centralized, searchable corporate memory.

Cognos Collaboration helps teams maximize their efficiency and ensure the most effective use of resources when making important decisions.

Cognos Collaboration consists of the following key components:

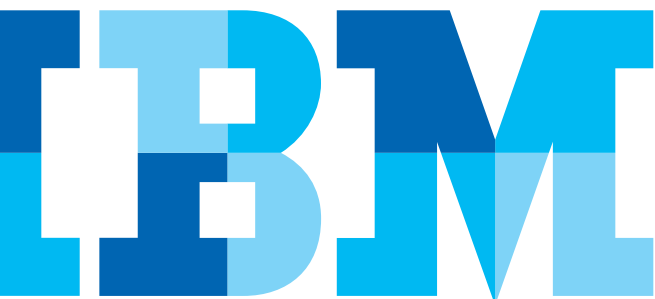
1. **Integration with Lotus® Connections:** Integrated access to online, collaborative tools makes the most of modern social media for users to work in teams on decisions.
2. **Search:** Maintain a strong corporate memory with the ability to search a single, historical record of how issues were resolved and decisions made.

Facilitate stronger decision-making

Companies can ensure effective tactical decisions at every level of the business by connecting people with the right information. Cognos Collaboration helps people connect with other relevant people in the organization to ensure strategic decision-making at its best.

Cognos Collaboration helps organizations to:

- Eliminate knowledge silos
- Reduce time and resources spent gathering intelligence
- Introduce greater accountability and transparency for team decisions
- Ensure consistent use of best practices
- Ensure a complete cycle from decision to action
- Speed up task execution with greater access to information from a larger professional network



IBM Cognos 10: Intelligence Unleashed Smarter Decisions. Better Results.

Cognos 10 delivers a revolutionary new user experience and expands traditional business intelligence (BI) with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your business, Cognos 10 provides a limitless BI workspace to support how people think and work.

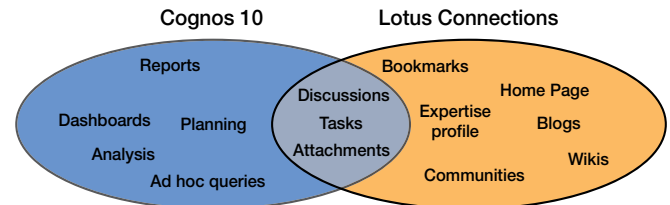
Cognos 10 enables organizations to outperform by providing:

- **Analytics** that everyone can use in a BI workspace that sharpens individual skills to answer key business questions
- **Collective intelligence** with built-in collaboration and social networking to connect people and insights to gain alignment
- **Actionable insight** everywhere in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Cognos 10 is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Cognos 10 provides you and your organization the freedom to see more, do more—and make the smart decisions that drive better business results.

Help build stronger relationships

Cognos Collaboration features a set of social media tools centered around Lotus Connections that allows users to make the most of social utility tools in a business environment. Users collect, organize, share and reuse work with integrated access from Cognos Business Intelligence dashboards to Lotus Connections Activities.



Integration with Lotus Connections allows teams to collaborate in a virtual environment, and provides a centralized location for decision-making processes that is easy to search.

Lotus Connections Activities

Lotus Connections is social software for business. It empowers business professionals to develop, nurture, and remain in contact with a network of their colleagues and respond quickly to business opportunities by calling upon the expertise in their network. They can also discuss and refine new creative ideas with communities of coworkers, partners and customers.

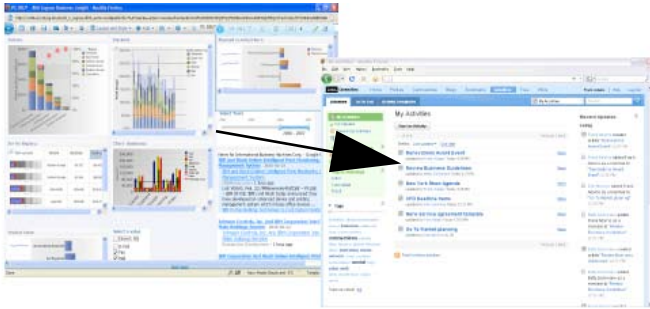
Users link directly from Cognos Business Insight (within Cognos Business Intelligence) to Lotus Connections. A preview pane automatically opens up listing the current threaded discussions.

Team members collaborating on decisions can link directly from Lotus Connections to the relevant dashboard, to ensure everyone is working on the same page and with the same data.

With integrated Lotus Connections, users can:

- Link directly from Lotus Connections to a Cognos Business Insight dashboard
- Use single sign-on for both Business Insight dashboards and Lotus Connections
- Add other individuals to an Activity at any point in the decision-making process
- Search for Activities directly from the Business Insight window
- Send email notifications directly from the Activity
- Post messages, share files and links to websites, create to-do items and assign them
- Save, organize and share bookmarks
- Organize Activities into sections to keep projects on track
- Filter Activities based on the dashboard

- Create and name the sections, and/or save the Activity as a template for reuse
- See immediately updates to any Activities, which are automatically highlighted



Users link directly from a Business Insight dashboard to Lotus Connections.

Cognos Business Insight together with Lotus Connections enables organization to:

- Bring together the data, e-mails, IM chats, documents, messages, and other information users need to build strong relationships and execute on a team decision
- Increase efficiency and effectiveness of business processes by using existing skills discovered through the professional network
- Instill greater confidence in decisions, which can easily be vetted by experts across the organization and reflect past experience
- Stimulate innovation with greater access to the experience and knowledge of more employees, partners, and customers

Build a reliable corporate memory

Cognos Collaboration adds to the current capabilities within Cognos Business Intelligence so companies can build a single, historical record that keeps track of how issues were resolved and decisions were reached.

Decision-makers no longer have to reinvent the wheel every time they approach a challenge or opportunity. Using a powerful search function, they can look back through BI reports and group discussions on Lotus Connections to see how decisions were made.

This corporate memory is a critical asset to every organization. As multiple stakeholders contribute to final decisions, Cognos Collaboration preserves and centralizes these discussions and keeps them fully searchable. The corporate memory allows users to review decisions, analyze their outcomes and benefit from lessons learned in the past.

In addition to the regular search functions available in Cognos Business Intelligence, Cognos Collaboration lets users:

- Search the Activities history directly from Business Insight
- Search through currently active Activities
- Search for any related items in Lotus Connections (blogs, wikis, communities, etc.)

Building a corporate memory with Cognos Collaboration helps users to:

- Track and audit decisions and initiatives for future reference
- Find, analyze and easily reference past decisions and how they were resolved
- Compare and analyze decision outcomes
- Share key insights and learn from others

A strong corporate memory is an invaluable resource to any organization. It ensures the vast knowledge and experience developed over countless years stays easily accessible to future generations of employees, managers and executives.

Conclusion

Cognos Collaboration empowers people to easily connect with others, establish dynamic decision networks and maintain an information hub for group decisions. It helps organizations build stronger relationships and develop a reliable corporate memory to keep the business evolving in the right direction.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes

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