

Innovations in the IBM Cognos family

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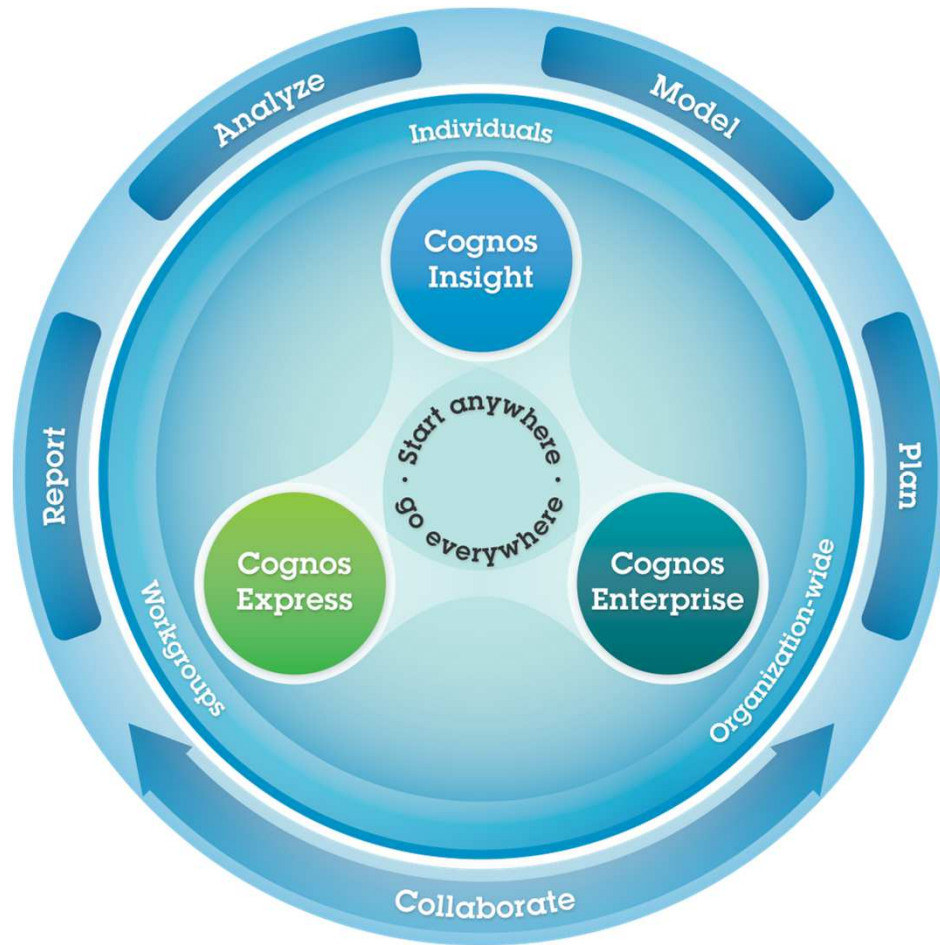
Business Analytics software

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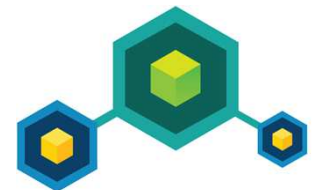


IBM Cognos family

Analytics in the hands of everyone

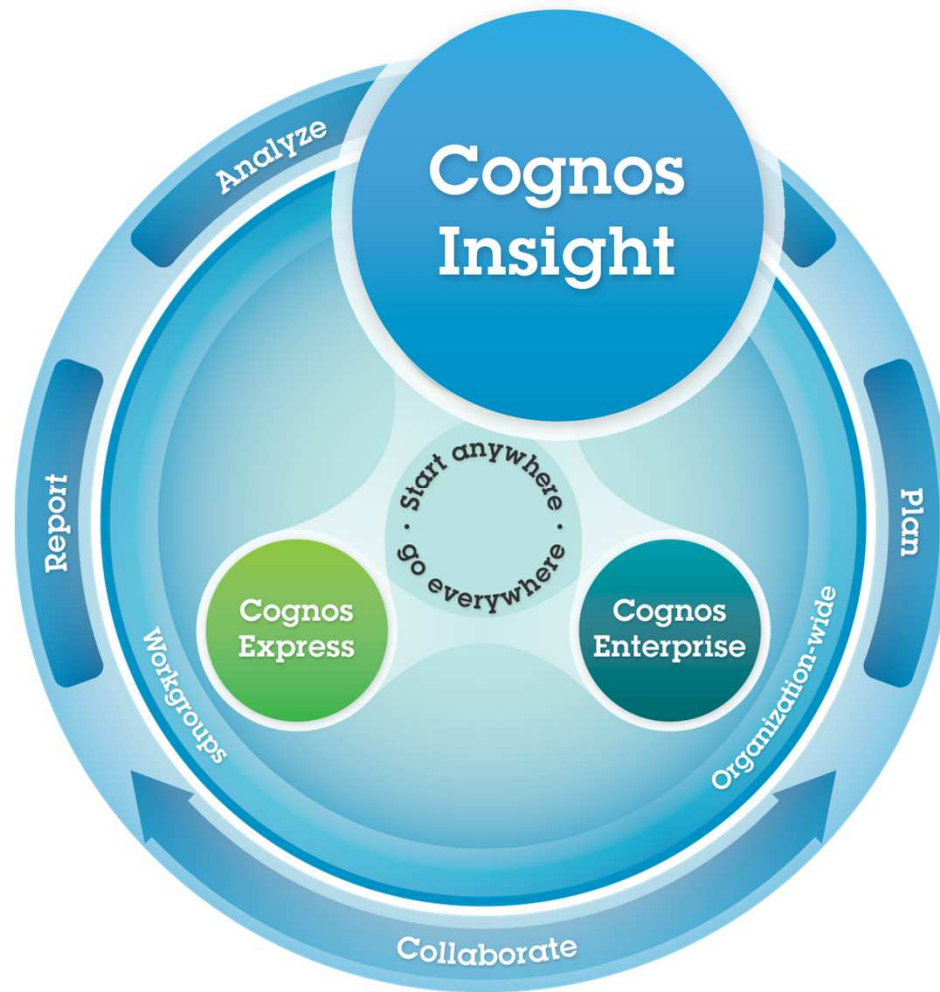


- Insight to action with every product
- Right-sized for your organization
- Built to future-proof your investment

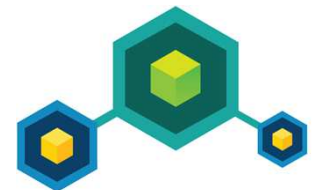


IBM Cognos Insight

Personal analytics without compromise

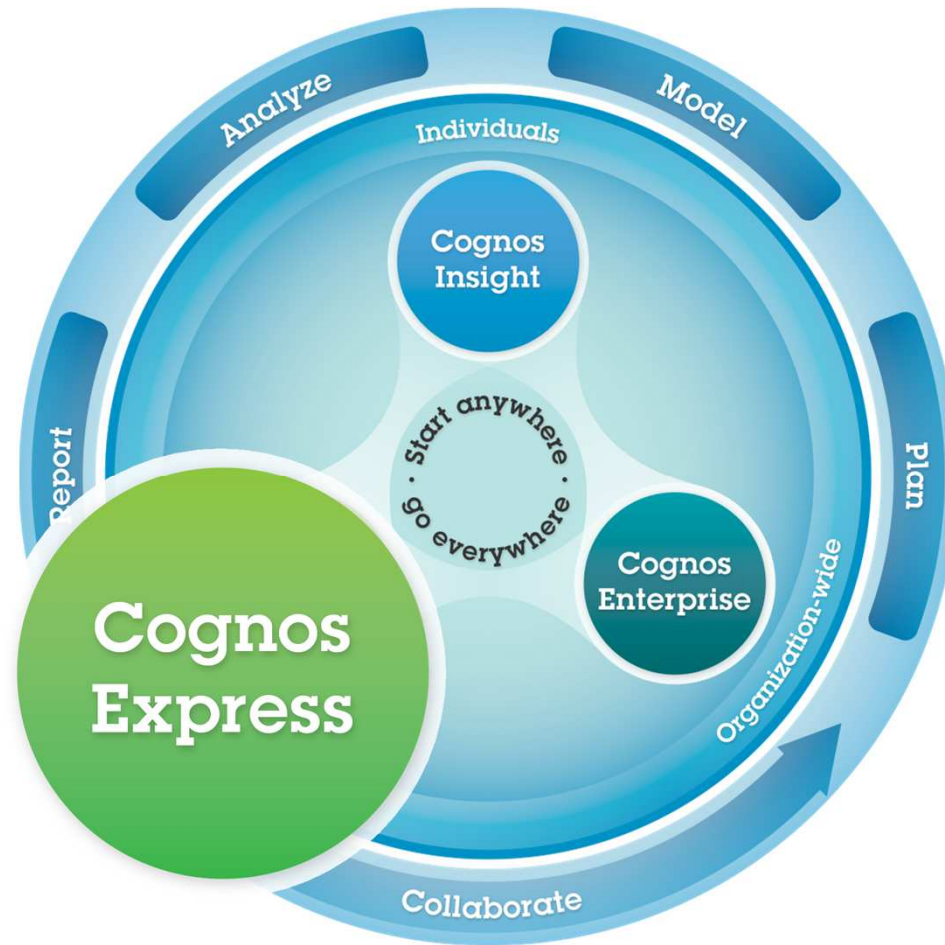


- Visualize, explore and share insight
- Independently take insight to action
- Wired for the enterprise

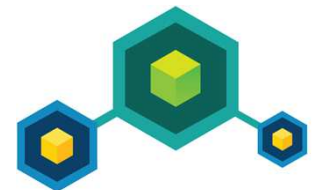


IBM Cognos Express

Think big. Smart small.

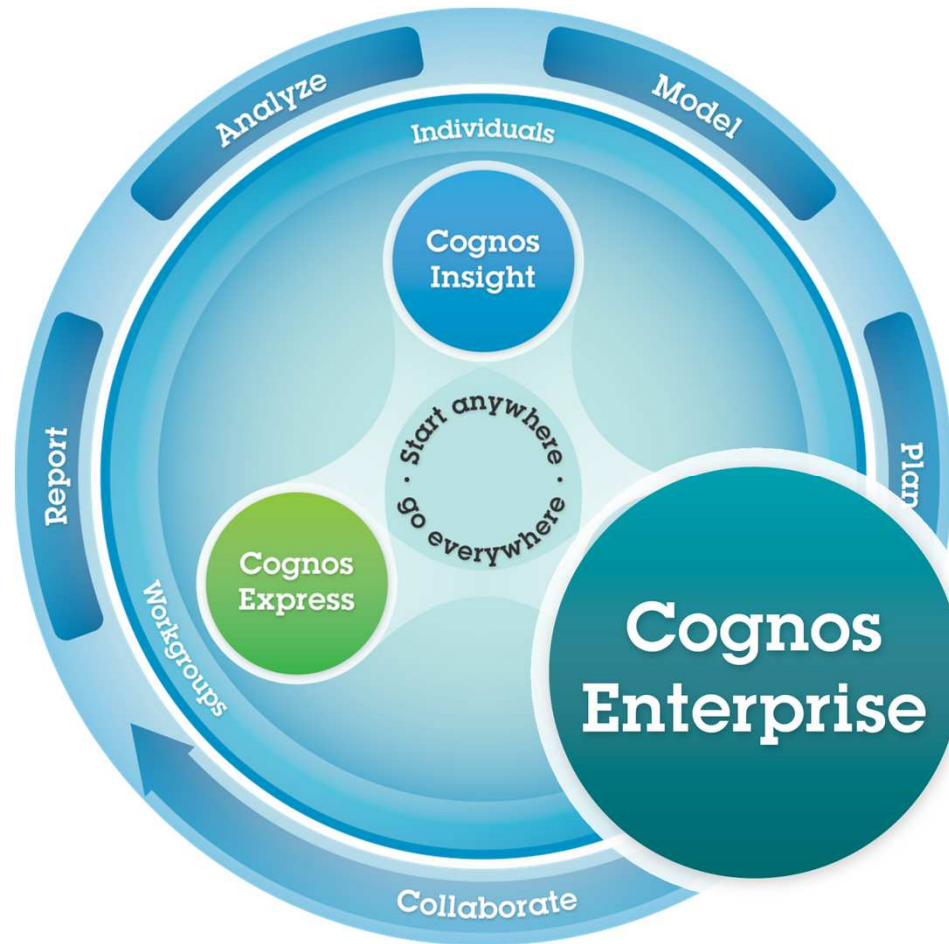


- **Easy to install**
pre-configured solution
- **Easy to use**
self-service empowers business users
- **Easy to buy**
packaged and priced right

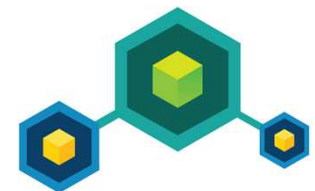


IBM Cognos Enterprise

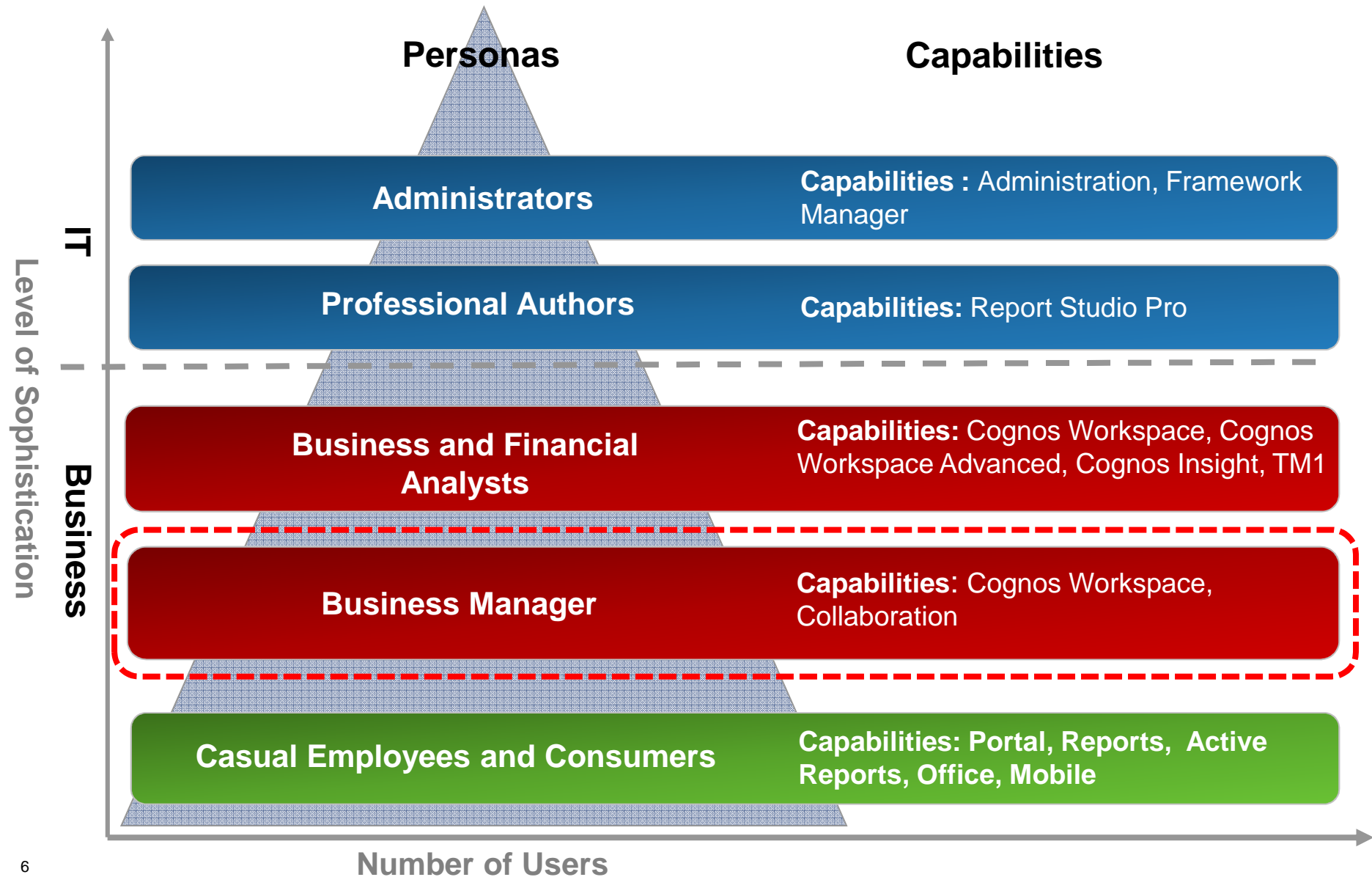
Incredibly powerful. Incredibly simple to use.



- Arm every business user with the analytics they need
- Support the way business users choose to work
- Meet the entire organization's needs with cost-effective scale



Cognos 10 – Spectrum of Business Analytics Users



Cognos 10 – Spectrum of Business Analytics Users

