

BH Telekom
IBM Cognos Analytics with Watson

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Agenda:

- Nove verzije i LTSR verzije
- Novosti u prethodnih nekoliko verzija



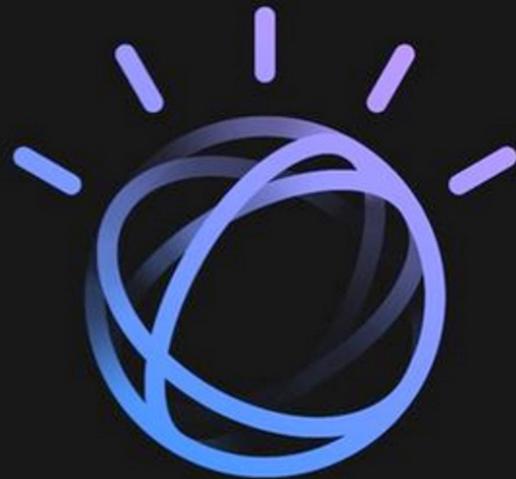
IBM Cognos Analytics with Watson

With the release 11.2.1 end September 2021 we are adding the “With Watson” to the product name.

Watson family

Watson Studio, Watson Machine Learning, Watson Knowledge Catalog, Watson Assistant, Cloud Pak for Data, and other integrations and AI capabilities, including Watson Moments.

how AI will make the traditional BI tasks easier



Analytics the way you think?



Collect & Organize



100's
of questions
every day

**Data
Exploration**



10's
of insightful
discoveries

Dashboards



Actionable
Insights

Managed Reporting



10's
of decisions
influenced

Going Beyond BI



100's
of measured
outcomes

**Automated Data
Preparation**

**Natural language
search**

Understand the meaning and intent of your search terms

Auto-modeling

Start faster with suggested ways to blend & join data

**In-tool data
preparation**

saves time, effort & enhances accuracy

Times Series Forecasting

AI Assistant

Ask questions and get answers, naturally

**Advanced pattern
detection**

Unearth hidden insights

Predictive capabilities

Highlight relationship strengths & key drivers

AI-detected

Makes sense of it faster with related insights

Automated visualizations

System recommends optimum way to visualize

Natural language generation

Ask question in everyday language

Storytelling

Interactive narratives

Mobile

**Collaborate through
Slack/Teams**

Push annotated visuals & links to where people are

Guided layouts

Simplify creating pixel perfect content

**Reuse existing
components & styles**

Quickly assemble new content

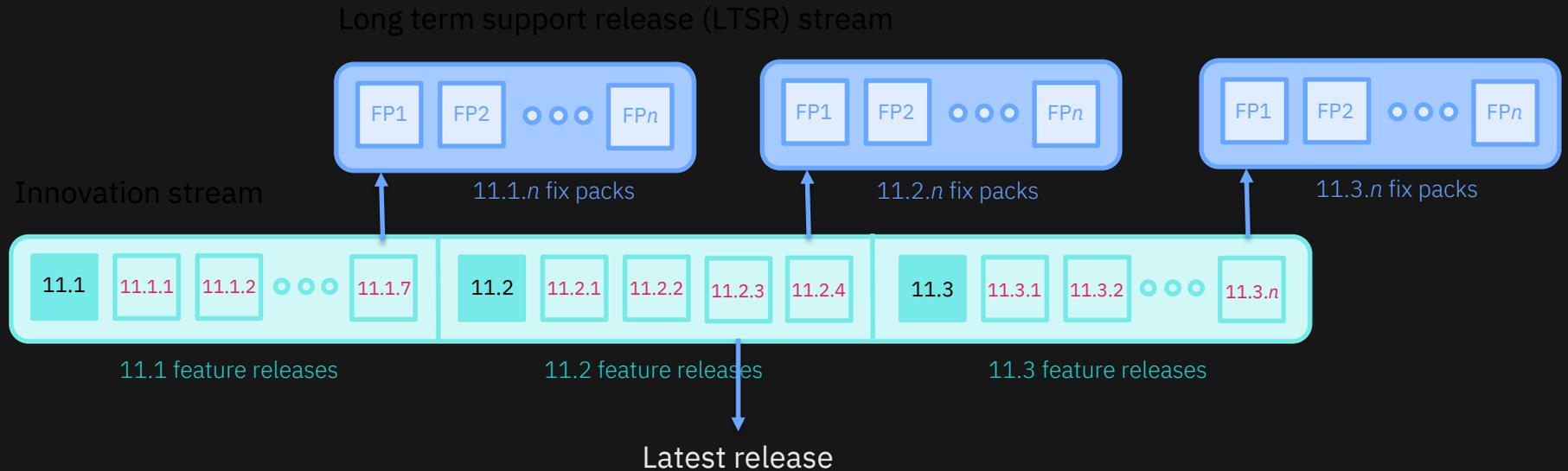
**Features in Cognos
Analytics**

Jupyter Notebooks & Python integrations
Open Source Visualizations

**Integrate with other
IBM Technology**

IBM Planning Analytics
IBM Decision Optimization
Watson Studio & Watson
M/L
Watson Applications

Pick up the newest features with the latest innovation stream release, or just get bug fixes on the LTSR releases



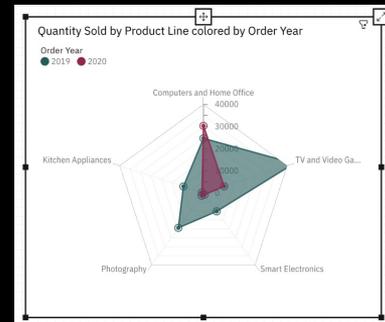
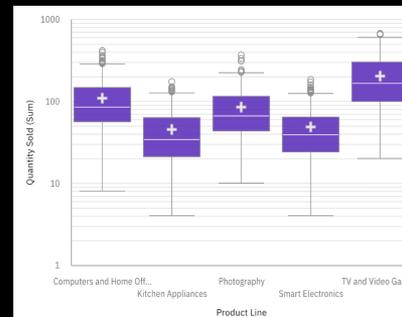
Highlights

- UX Revamp
- AI Assistant and Forecasting support for OLAP cubes
- New dashboard visualizations: **Boxplot** and **Radar**
- More homepage customization options
- Improved Watson Studio integration
- Introducing Watson Moments
- S3 for TLS certificates
- Faster loading of dashboards

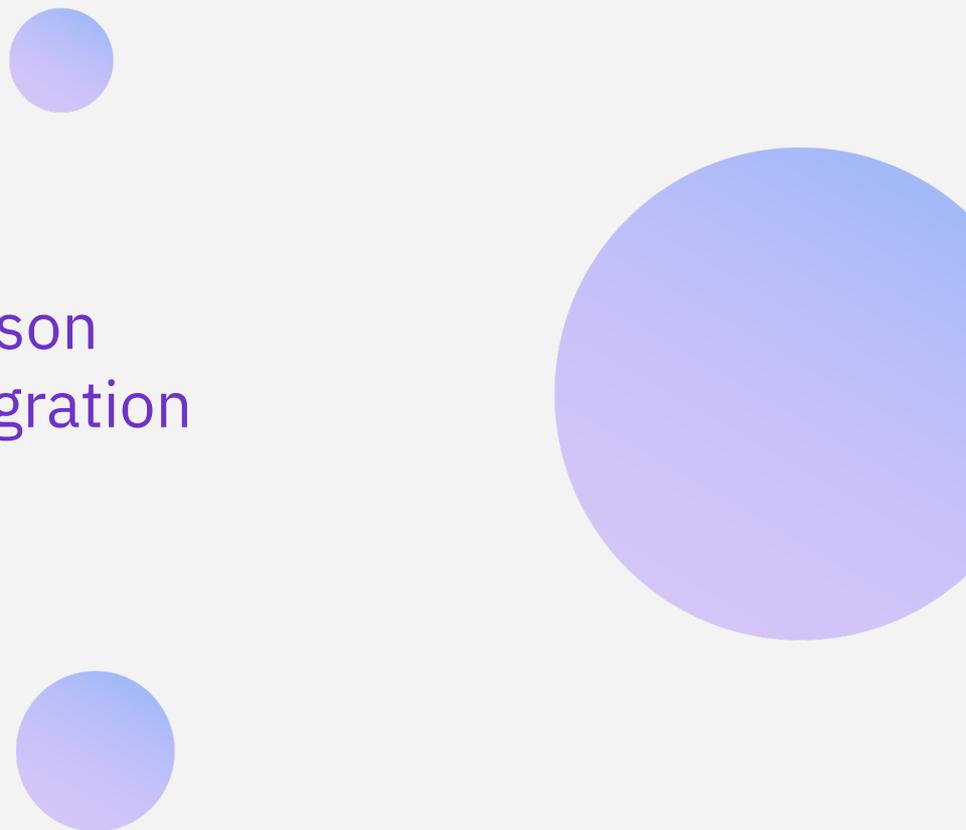


Watson insights

Watson can detect semantic and data driven relationships based on the data that you are investigating. You can use this extra data to help gain perspective and insight into the data that you're exploring.



The screenshot shows the IBM Cognos Analytics dashboard. At the top, there is a navigation bar with the IBM Cognos Analytics logo, a search bar, and user profile icons. The main content area features a welcome message: 'Hello. Welcome to Cognos Analytics.' Below this, a brief description states: 'Cognos Analytics empowers users with AI-driven self-service analytics. See how automated data preparation, data discovery and visualizations can drive more confident decisions.' Two buttons are visible: 'Watch video' and 'Take a product tour'. The background of the dashboard is a dark blue with a 3D visualization of blue cubes and data points.



Smarts for OLAP sources, Watson
Moments, Watson Studio Integration

AI Assistant and Forecasting support for OLAP cubes

IBM Cognos Analytics | New exploration * | Great_Outdoors_Company.mdc

Selected sources / Sources

- Years
 - Years
 - Current Month
 - All Dates
- Products
 - Products
 - Members
 - Products
 - Product line
 - Product type
 - Product name
 - Staff
 - Sales Territory
 - Retailer
- Order Method
 - Order Method
 - Members
 - Order Method

Gross profit by Order Method1 and Product line

Gross profit (Sum)

34,405.24 5,503,082.48

Order Method1	Product line			
	Camping Equipment	Golf Equipment	Outdoor Protection	Personal Acces...
Fax				
Telephone				
Mail				
E-mail				
Web				
Sales visit				
Special				

Details

The sum of **Gross profit** for all values of **Order Method1** and **Product line** is 53,833,812.

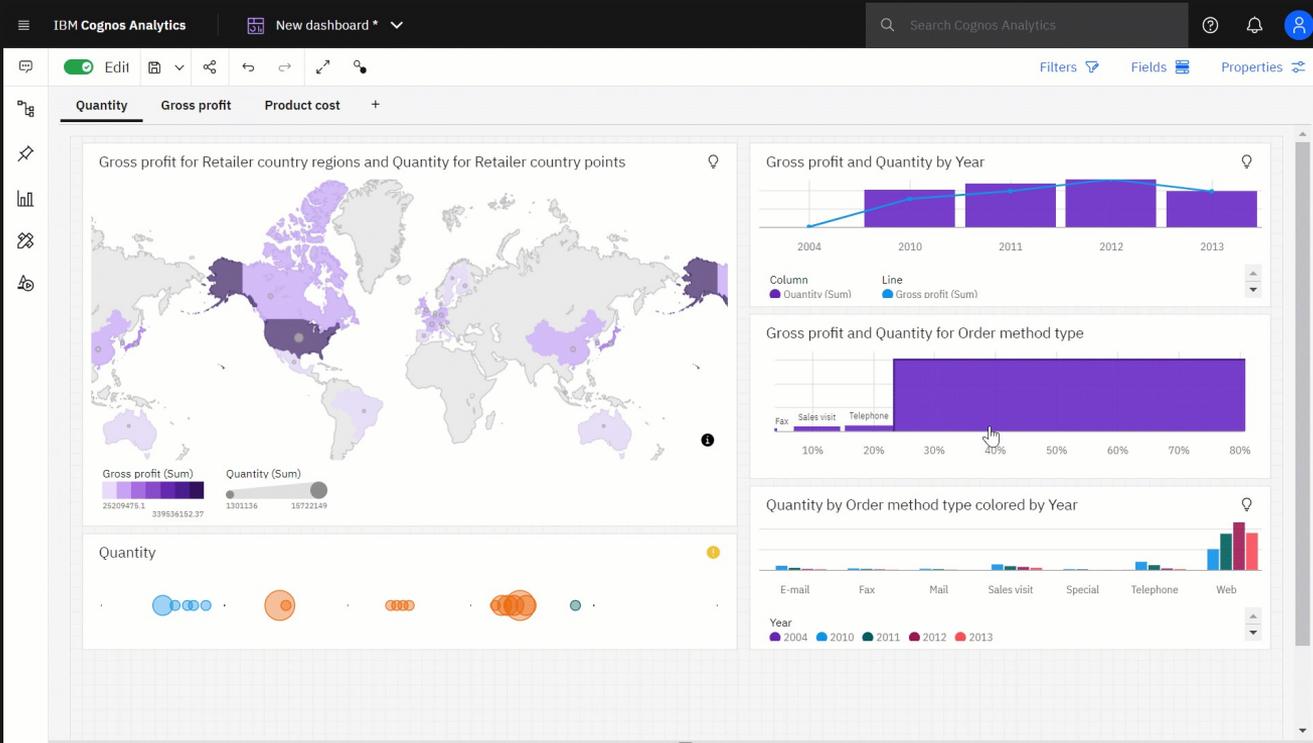
For **Gross profit**, Telephone, Sales visit, Web, and E-mail are the most important categories of **Order Method1** with a total value of 46,697,727 (86.7 % of the total).

For **Gross profit**, Camping Equipment is the most important category of **Product line** with a total value of 21,674,664 (40.3 % of the total).

The summed values of **Gross profit** over all combinations of the inputs range from a minimum of 34,405 to a maximum of 5,503,082.

Introducing - Watson Moments

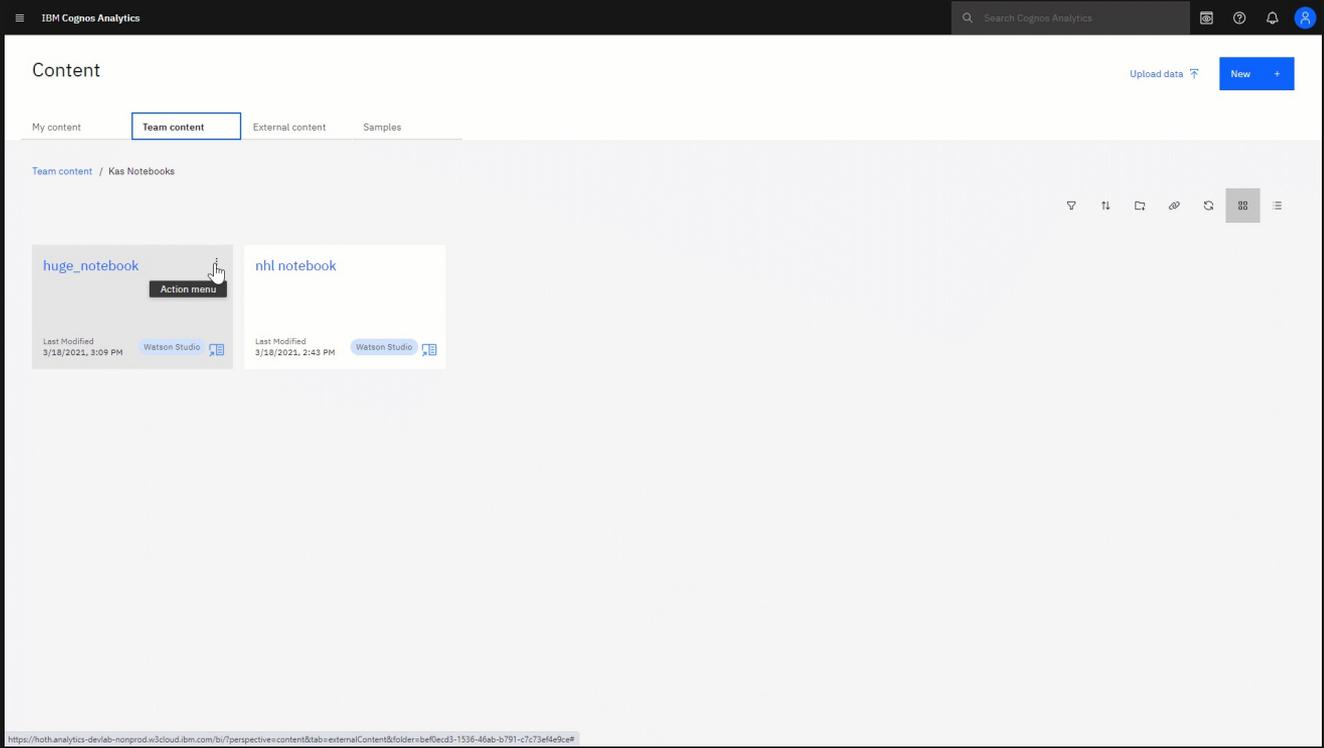
Watson Moments are exceptional AI implementations highlighted with Watson branding to emphasize how AI automation helps users make smarter business decisions faster



Expect more Watson Moments to emerge throughout the Cognos Analytics 11.2.x series!

Improved Watson Studio integration

Import and view Watson Studio notebooks in Cognos Analytics and embed notebook output cells directly in reports and dashboards with the appropriate governance and security



*Supported with Cognos Cloud dedicated and Cloud Pak for Data

Mobile

Analytics Mobile App

Initial release – Summer 2020

- iOS and Cognos SaaS only

Android Support

- Released last month

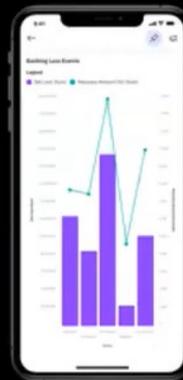
11.1.7 FP2+ on prem support

- Released last month via Fix Central

Built into 11.2.0 server

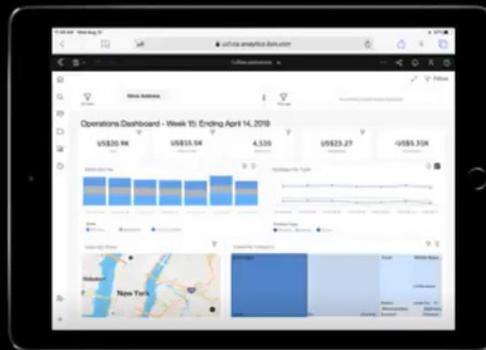


Analytics App (New!)



*Pro-active alerting and
NLP/NLG*

Web UI for iPad (existing)



Full-featured

Reports App (existing)



Online/offline report viewing

GO The Great Outdoors Company

Welcome to The Great Outdoors analytics portal

Everything you need to analyze Great Outdoors performance is here. You will find reports and dashboards and much more!

Watch video



Quick launch

HR Portal

Need HR data? Go to our separate HR portal for that.

Prepare data

Use data modules to clean and connect data from multiple resources.

- Today's News
- Get started
- Recent
- Sales Map
- Latest sales reports

Here's what's new

- Big win for the east coast sales team
- Complete your training courses by May 1
- Server upgrades happening this weekend

Quick launch

HR Portal

Need HR data? Go to our separate HR portal for that.

Prepare data

Use data modules to clean and connect data from multiple resources.

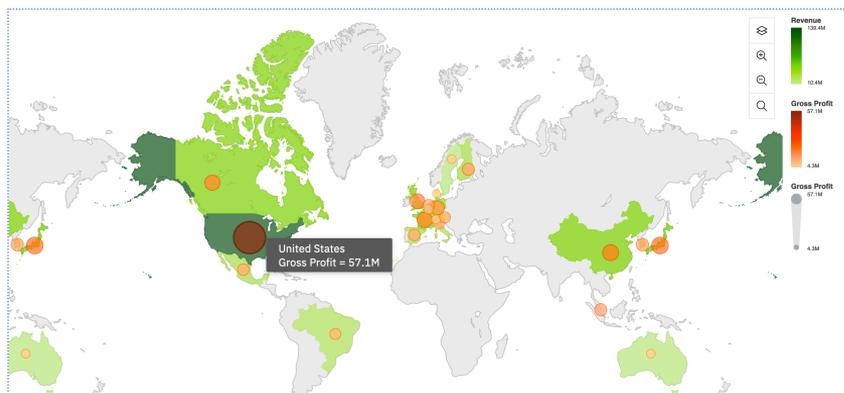
Exploration

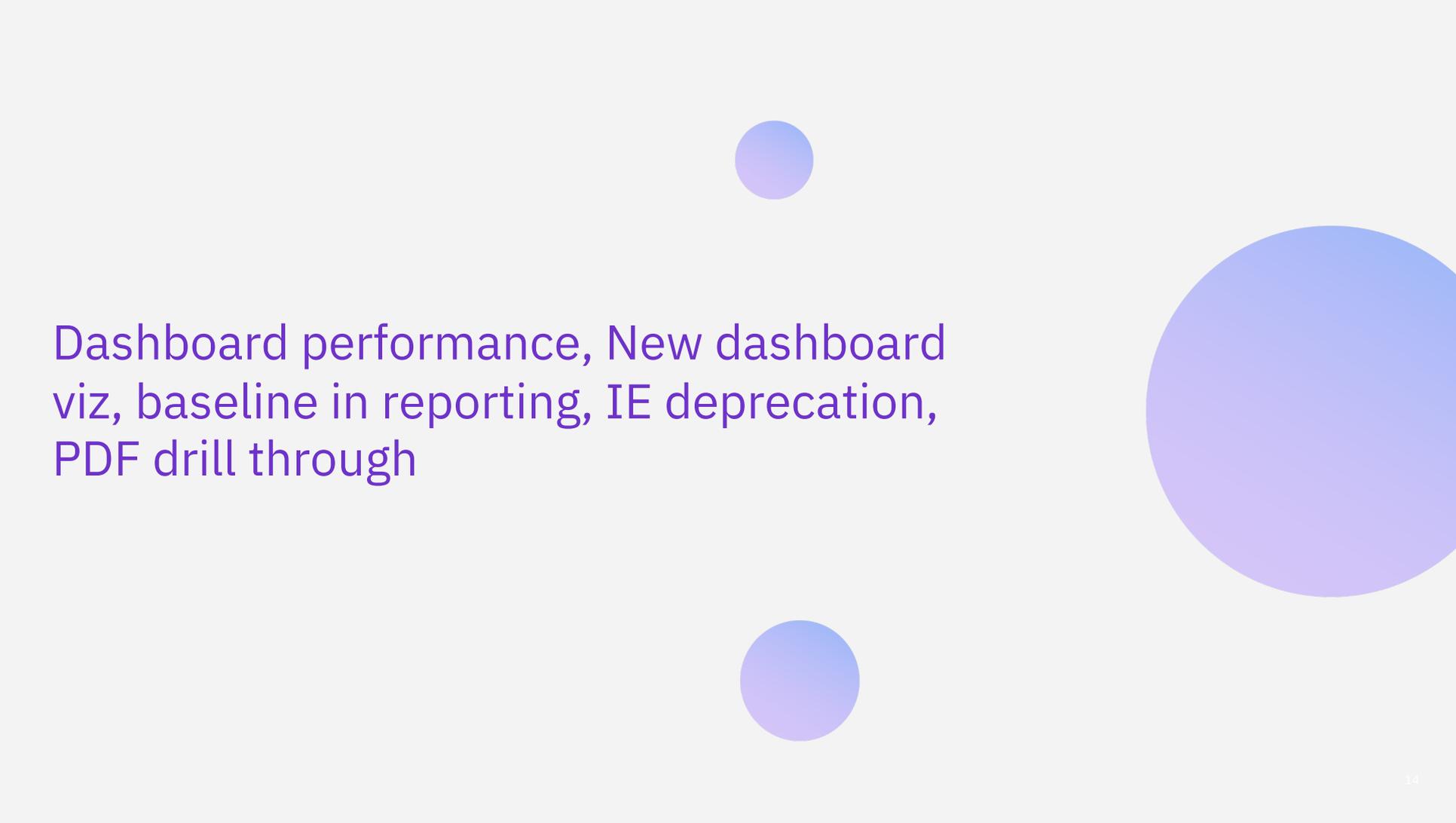
Quickly find unbiased answers by identifying trends in your data with data exploration.

Present data

Create sophisticated, multi-page, multi-query dashboards, reports, or stories.

- Today's News
- Get started
- Recent
- Sales Map
- Latest sales reports





Dashboard performance, New dashboard
viz, baseline in reporting, IE deprecation,
PDF drill through

Faster loading of dashboards

Examples of efficiencies gained:

- Metadata performance improvements
- Glass initial load time optimization
- Reduced JavaScript footprint
- Reducing CSS duplication
- Deferred feature loading
- Optimized queries
- Time to first query

Faster loading of dashboards

Cognos 11.1.7:

Cognos 11.2:

Conformance update

Microsoft Internet Explorer 11 deprecation

- No IE11 support in 11.2.x
- No conformance update for Query Studio and Analysis Studio
- PDF drill-through support in Chrome and Firefox*
- Active Report viewer*

What's New in IBM Cognos Analytics 11.2.1

September 2021



Reporting Enhancements

Performance improvement for tabbed reports

Consumers can easily copy values from an HTML report output

Windows app for consuming Active Reports

Visualization improvements

3D mapping and HexBin grouping

Search&Select prompt for data module

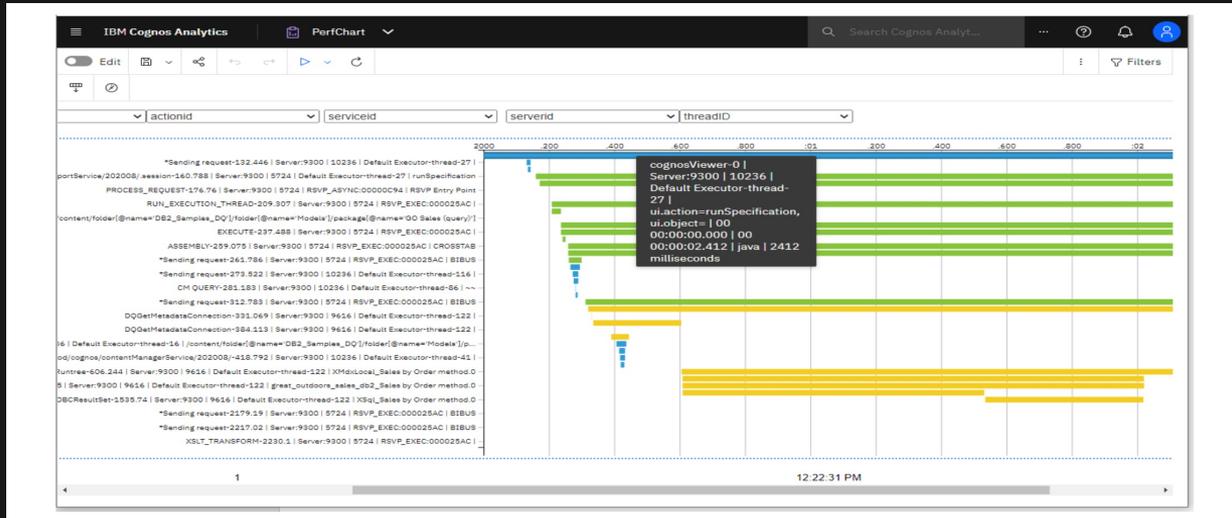
Batch report performance details

Report performance details

Report performance details can be enabled when running reports in background in all supported formats.

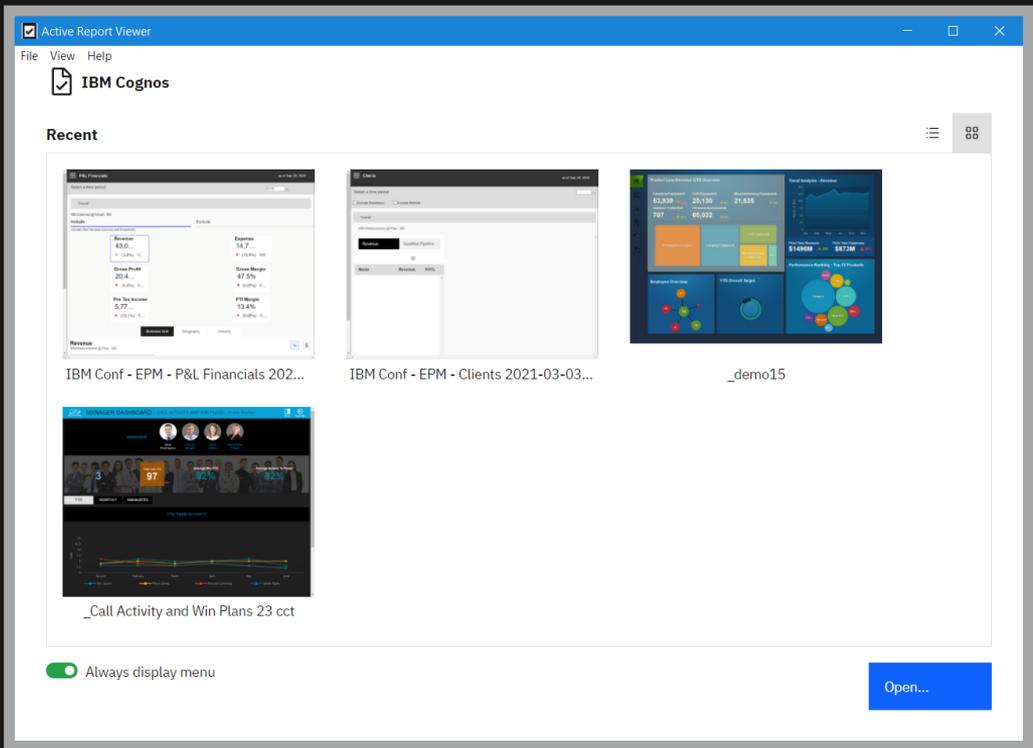
Using IPPA in IBM Cognos Analytics 11.2

Note: The most important item is you need to define `DISP.zipi.IPAEnabled=true` in the classic admin advanced settings.



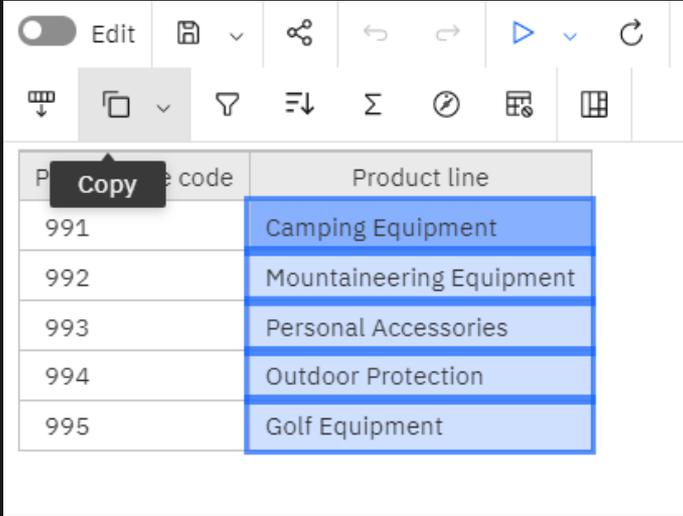
Active Report Viewer

Windows desktop app that allows users to continue rendering and interact with Active Reports offline.



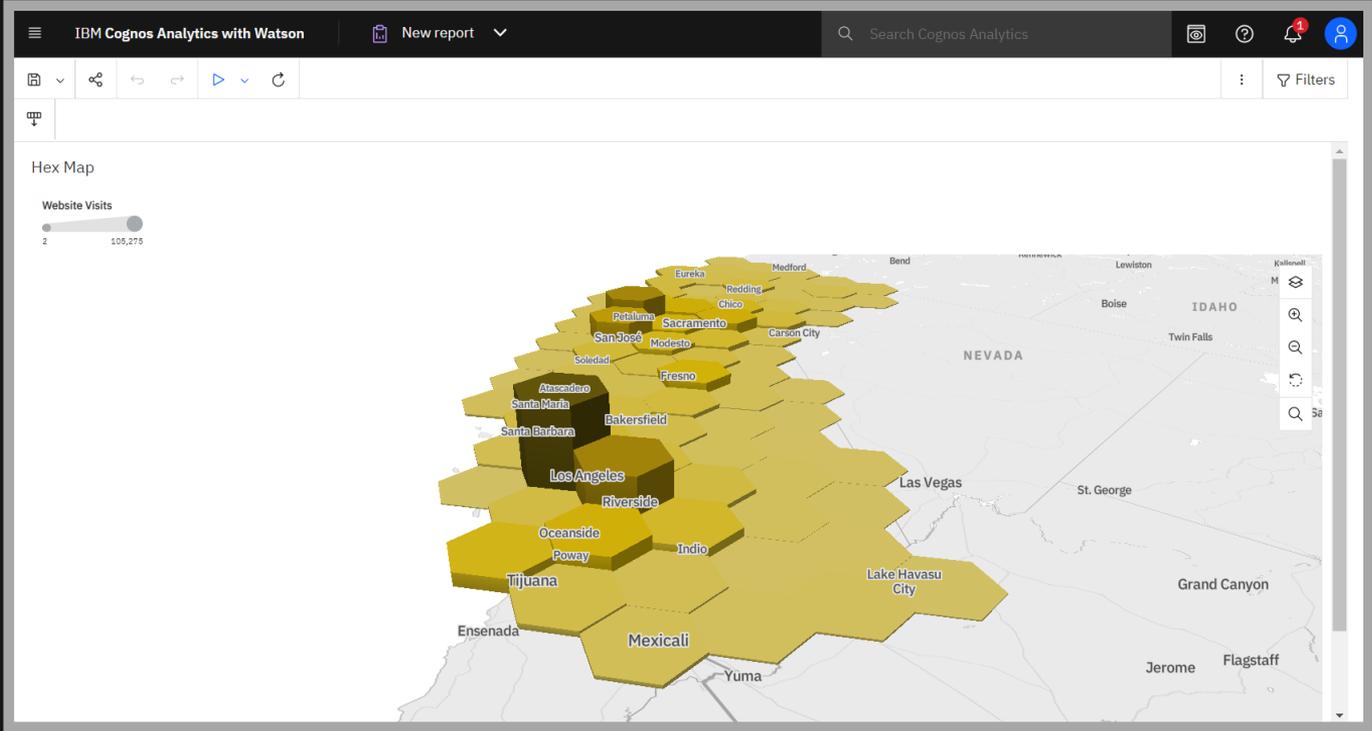
Other enhancements

Copy values on HTML report outputs



Mapping

Hex bin grouping for point location and Latitude and Longitude location provide information to better visualize high density data sets



Data access

Adding Dremio as a supported data source so you can run accelerated data lake queries on NoSQL & Hadoop sources, local and distributed filesystems, and databases like:

Azure Data Lake Store	Elasticsearch	Postgres
Amazon S3	Amazon Elasticsearch	MySQL
Amazon Glue	Service	Oracle
Google Cloud Storage	Hive	Microsoft SQL Server
HDFS	HBase	IBM DB2 (Not
NAS	MongoDB	Supported)
MapR-FS		Amazon Redshift
Local filesystems		Teradata (Beta)



Data access

Adding IBM Cloud SQL Query

(IBM Cloud Data Engine)

as a supported data source so you can query files located in IBM Cloud Object Storage locations.

Cognos Analytics with Watson 11.2.2

Dashboarding enhancements

General Usability:

Widget property for rounded edges

Opacity property only affects background not text

Text styling and font sizes for axis values

Change font settings for multiple text items

Text widget support for inner margins, vertical alignment, indentations, line height

Selection and Alignment:

Multi-select and align contents (vertical, horizontal)

Widget property to remove selector border

Colors:

Color palette Options to all applicable components

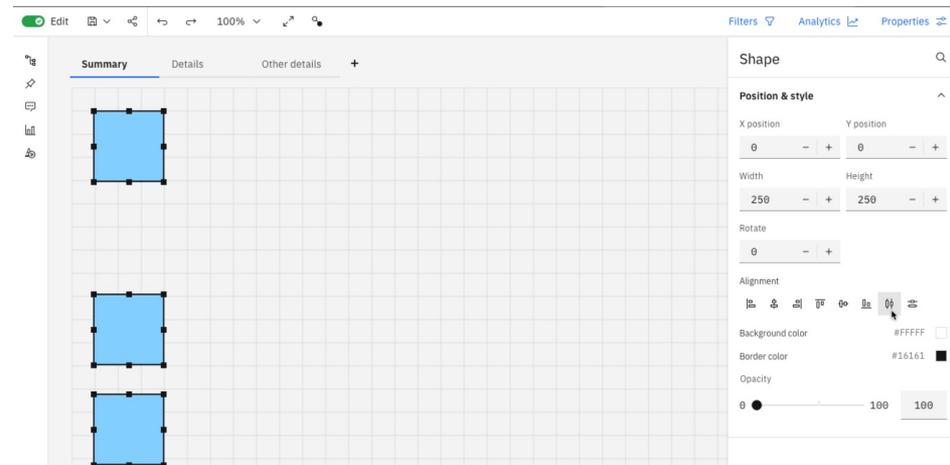
Widget color picked up by color wheel

Background color adjustable for each tab

Pin:

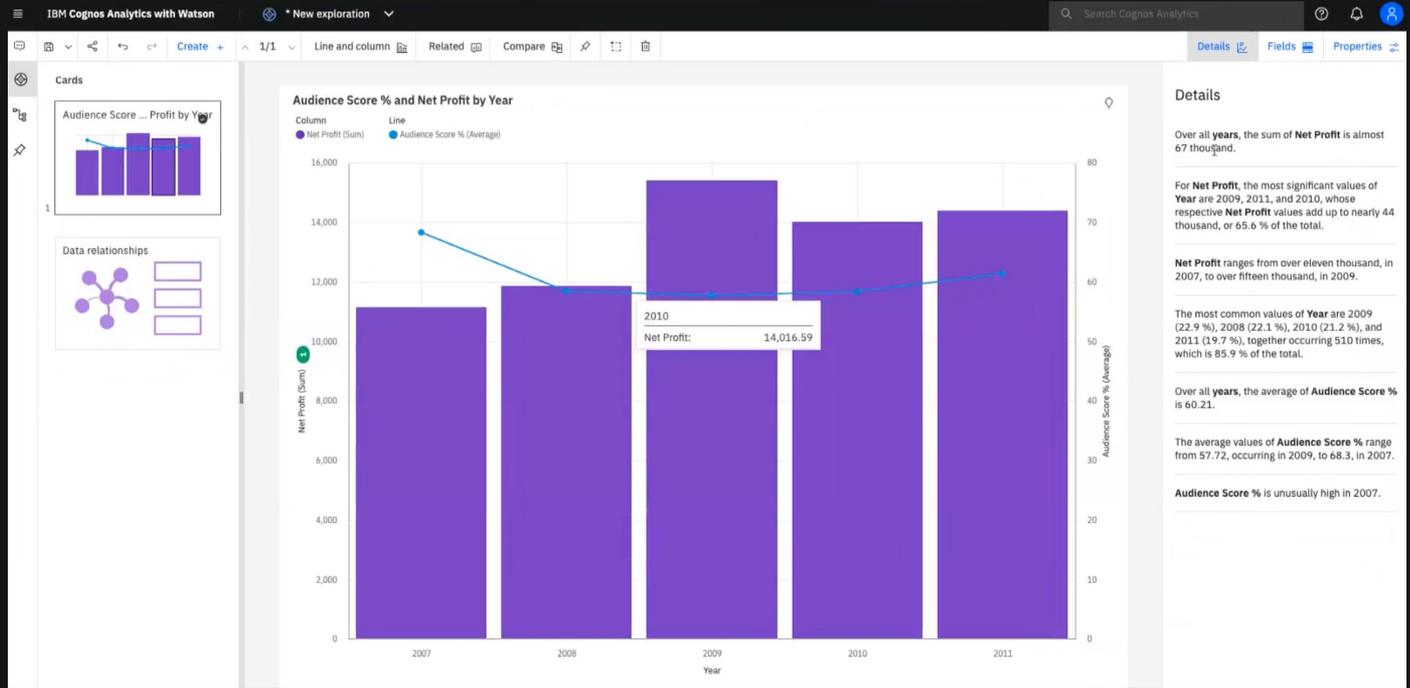
Thumbnail for pinned image widgets (url)

Ability to rename pins



AI Improvements - NLG REPHRASER

The Natural Language insights provided in visualizations that are created in exploration feature were enhanced, delivering text summaries from the data analysis even more friendly and easily understandable by business users.



AI Improvements - NLG REPHRASER

CA - 11.2.1

Details

The sum of **Net Profit** for all values of **Year** is 66,816.

For **Net Profit**, 2009, 2011, and 2010 are the most important categories of **Year** with a total value of 43,809 (65.6 % of the total).

The summed values of **Net Profit** range from a minimum of 11,135 (when **Year** is 2007) to a maximum of 15,400 (when **Year** is 2009).

The average of **Audience Score %** for all values of **Year** is 60.21.

The average values of **Audience Score %** range from a minimum of 57.72 (when **Year** is 2009) to a maximum of 68.3 (when **Year** is 2007).

The value of **Audience Score %** is unusually high when **Year** is 2007.

2009 (22.9 %), 2008 (22.1 %), 2010 (21.2 %), and 2011 (19.7 %) are the most frequently occurring categories of **Year** with a combined count of 510 items (85.9 % of the total).

CA - 11.2.2

Details

Over all **years**, the sum of **Net Profit** is almost 67 thousand.

For **Net Profit**, the most significant values of **Year** are 2009, 2011, and 2010, whose respective **Net Profit** values add up to nearly 44 thousand, or 65.6 % of the total.

Net Profit ranges from over eleven thousand, in 2007, to over fifteen thousand, in 2009.

The most common values of **Year** are 2009 (22.9 %), 2008 (22.1 %), 2010 (21.2 %), and 2011 (19.7 %), together occurring 510 times, which is 85.9 % of the total.

Over all **years**, the average of **Audience Score %** is 60.21.

The average values of **Audience Score %** range from 57.72, occurring in 2009, to 68.3, in 2007.

Audience Score % is unusually high in 2007.

AI Improvements - Assistant

CA assistant has been improved and now understands temporal expressions. Users can ask questions including time entities such as "This Week", "After August" or even use commemorative dates like "last Christmas"

Assistant
Rodrigo - Coffee Chain 2022.csv

show profit from last Christmas by product

@Cognos

Here are the visualizations from source **Rodrigo - Coffee Chain 2022.csv**:

Product	Profit (Sum)
Caffe Latte	~10
Chamomile	~110
Colombian	~70
Decaf Espresso	~350
Decaf Irish Cream	~60
Earl Grey	~100
Green Tea	~180

Show related visualizations

Create dashboard from the chart

Assistant
Rodrigo - Coffee Chain 2022.csv

@Cognos

How can I help you?

show sales and expenses from 2nd quarter of 2021 by month

@Cognos

Here are the visualizations from source **Rodrigo - Coffee Chain 2022.csv**:

Month	Sales	Total Expenses
April	~35,000	~10,000
June	~35,000	~10,000
May	~32,000	~10,000

Show related visualizations

Create dashboard from the chart

Links

- Techzone :
- <https://techzone.ibm.com>
- provision CA/PA
- <https://techzone.ibm.com/collection/ibm-planning-analytics-and-cognos-analytics-demo-server>

- Accelerator catalog
- <https://community.ibm.com/accelerators/>

Microsoft Teams Integration

The screenshot shows a Microsoft Teams channel named 'cognos report' with a Cognos dashboard embedded. The dashboard includes a bar chart of Revenue (Sum) by Product line for years 2004-2007, and a table of Revenue by channel. Callouts point to various features: 'Show insights' points to the chart, 'Change filters' points to the table, '@ your teammates' points to the chat area, and 'View the dashboard' points to the dashboard content.

Revenue	Camping Equipm...	Golf Equipment	Mountainclimbing E...
E-mail	75,899,094.63	47,933,933.16	7,476,451.96
Fax	23,054,398.48	15,241,303.27	11,848,370.08
Mail	21,348,644.09	12,693,287.48	3,531,658.66
Sales visit	168,611,961.87	39,240,918.73	44,616,626.64
Special	12,388,989.44	4,964,762.97	3,674,008.11
Telephone	153,894,892.13	78,730,112.65	22,910,827.4
Web	#####	527,607,049.63	315,602,190.05
Summary	#####	726,411,367.89	409,660,132.9

- Send content from Cognos Analytics to Teams recipients
- Collaborate on Cognos dashboards in shared Teams spaces

Multivariate Forecasting

The screenshot displays the IBM Cognos Analytics interface. On the left, a sidebar shows 'Selected sources' and a tree view for 'Sample - Coffee Chain Modified...'. The main area features a line chart titled 'Margin by Month' with a y-axis labeled 'Margin (Average)' ranging from 0 to 120 and an x-axis labeled 'Month' with ticks for January through March. A legend indicates a 'Forecast' series. On the right, a 'Forecast' panel includes settings for 'Forecast periods' (Auto), 'Ignored last periods' (0), 'Confidence level' (95%), and 'Seasonal period' (Auto). A red box highlights the 'Optional factors to consider' section, which lists 'Sales' and 'Profit' with vertical ellipsis icons, and a dashed box with the text 'Click or drag data here'. Below this is a 'See statistical details' link and an 'Insights' toggle.

Month	Margin (Average)
January	98
February	100
March	100
April	102
May	104
June	108
July	112
August	110
September	102
October	102
November	100
December	102
January+1	105
February+1	106
March+1	108

Setting	Value
Forecast periods	Auto
Ignored last periods	0
Confidence level	95%
Seasonal period	Auto

Factor	Count
Sales	2/5
Profit	2/5

Your co-pilot for business

Cognos Analytics Assistant Enhancements

Assistant

Rodrigo_Coffee_Chain_2020_2022.xls

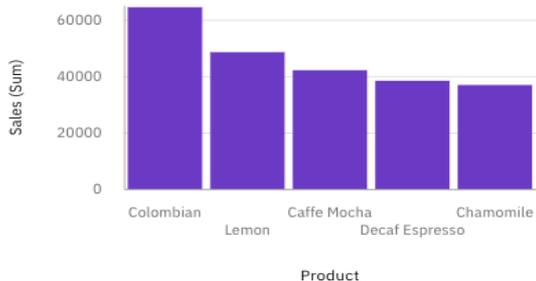
What are the top 5 products last year by sales

@Cognos

Here are the visualizations from source
Rodrigo_Coffee_Chain_2020_2022.xls:



Sales by Product



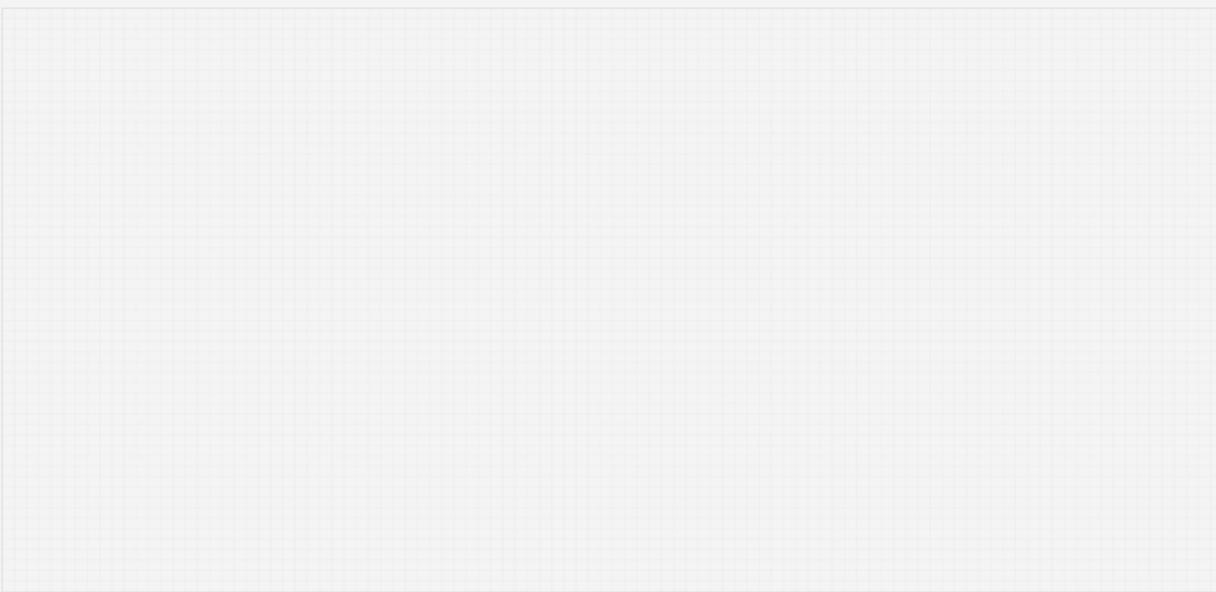
[Show related visualizations](#)

Ask a question

All tabs Drag and drop data here to filter all tabs.

This tab Drag and drop data here to filter this tab.

Tab 1 +



Questions?

Answers