

SENTURUS

COMPARISON OF POWER BI, TABLEAU & COGNOS

Demos of Dashboarding Capabilities

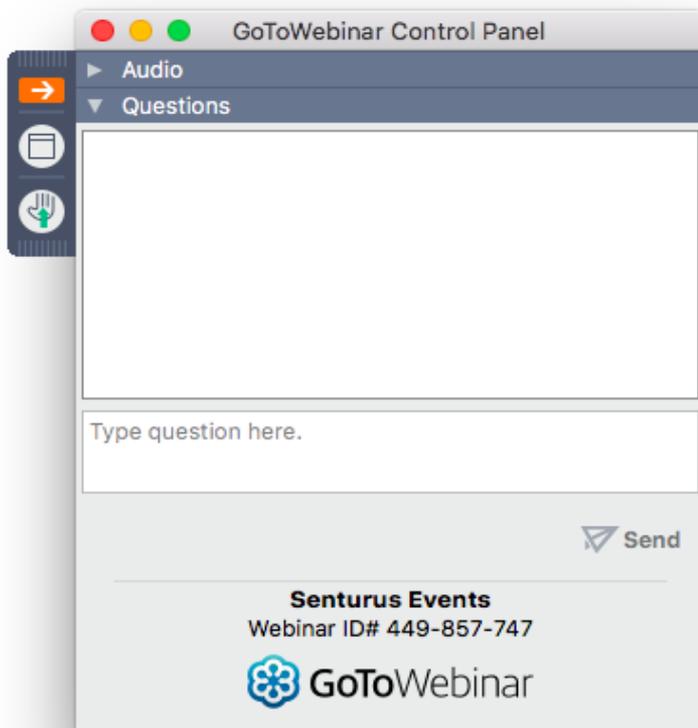


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Submit questions here



Presentation Slide Deck

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RESOURCE LIBRARY

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SEARCH RESOURCES

SORT BY

RESOURCE TITLE	TYPE	GO
SHEDDING LIGHT ON CLOUD BI OPTIONS Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online. Azure.	 BUSINESS STRATEGY	→
IBM COGNOS REPORTING TOOLS: FEATURE SET COMPARISON Visual Reference Guide	 FEATURES	→
A COMPARISON OF POWER BI, TABLEAU & COGNOS Differentiators Demo'd	 FEATURES	→

Agenda

- Introductions
- Comparison Overview
- Cognos
- Power BI
- Tableau
- Senturus overview
- Additional resources
- Q&A

Introducing...Today's Presenters



Pedro Ining
Senior BI Architect
Senturus, Inc.



Shawn Alpay
BI Architect
Senturus, Inc.



Kyle Biehle
Tableau Solutions Architect
Senturus, Inc.



Michael Weinbauer
Practice Area Director/
Solutions Architect
Senturus, Inc.

Poll

Which of these platforms do you currently use? (Select all that apply)

- Cognos Analytics
- Power BI
- Tableau
- Other



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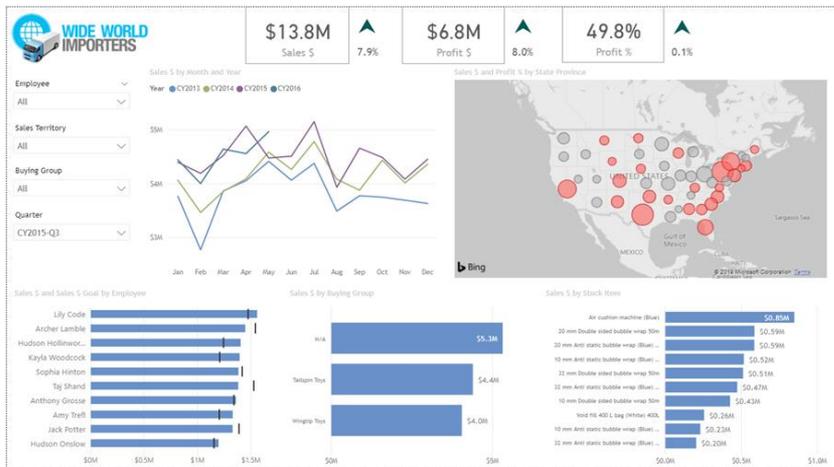
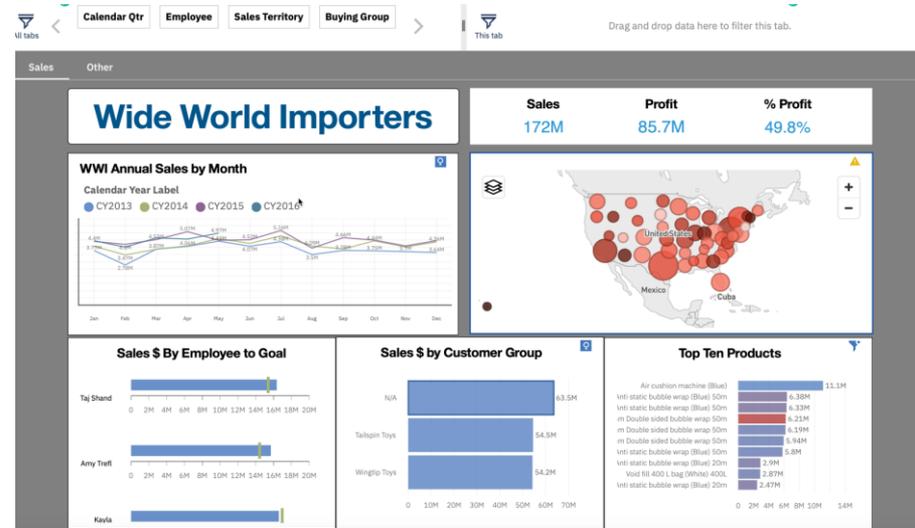
THE COMPARISON

Cognos, Power BI & Tableau

Three Tools - One Dataset - One Dashboard

IBM Cognos Analytics

Presented by Pedro Ining



Power BI
Presented by Shawn Alpay



Presented by Kyle Biehle



Features & Functions Tracked ...150+ Attributes

Summary Feature/Function Inventory

Caliber & Completeness of BI/Analytics Tools	Database / Data warehouse
	ETL Tools
	Metadata Modeling Tools
	Query Tools
	Reporting Tools
	Dashboarding Tools
	Data Exploration Tools
	Data Mining Predictive Tools
	Data Governance Capabilities
	Audit Tools
Infrastructure Connectivity & Security	
Overall	
Product Improvements & Company Investment	Full Stack
	Front-end Tool(s)
	Partner Enablement
	Reporting Tools
	Dashboarding Tools
	Data Exploration Tools
	Data Mining / Predictive Tools
Infrastructure Connectivity & Security	
Overall	
	On-Premise (e.g ERP)
	Cloud / SAAS systems

Detailed Feature/Function Inventory

Visualization	Immediate Data Preview
	3 rd party custom visualization & features marketplace
	Developer Access to create custom visuals or extend features
	Prebuilt workbooks for popular operational systems
	RAVE/D3 Support
Report Functionality	Filtering
	Advanced Filtering
	Slicers
	Create Calculations
	Create Complex Calculations
	Copy Report to Clipboard
	Drill through Definitions
	Drill up/drill downs
	Variable Support
	Parameterized Reporting
	Dynamic Layout Based on Parameters
	Complex nesting and row selection
	Tuples/Intersections
	Layout Control
	Tooltip text formatting

Interactive Summary Complemented by Notes and Links

Senturus Comparison Matrix					Score
Category	Sub Category	Cognos	Power BI	Tableau	
Caliber & Completeness of BI/Analytics Capabilities	Ad-Hoc Query Tools				<input type="radio"/> 2
	Dashboarding Tools				<input type="radio"/> 3
	Data Exploration Tools				<input type="radio"/> 4
	ETL Capability				
	Metadata Modeling Capability				
	Paginated, Burastable Reporting To..				

Caliber & Completeness of BI/Analytics Capabilities
- Paginated, Burastable Reporting Tools
 Power BI
 Score: 4
 Paginated reporting now integrated with Power BI

The Origin Story

- Increasing capability among top vendors
- Increasing demands of BI tool users
- Increasing proliferation of tools and data
 - Most companies have 2+ tools
- Companies revamping entire DW/BI infrastructure due to “aging issues”
- Consulting firms increasingly aligned with vendors, not clients
- Our clients were calling asking for help, we responded

Full Tool Comparison

- Our consultants walk you through the 150+ ratings in our interactive comparison grid
 - Explain our rationale and context for the ratings
 - We will provide guidance and focus on capabilities most important to your company priorities
- \$4999
 - Entire cost credited against any future services or training

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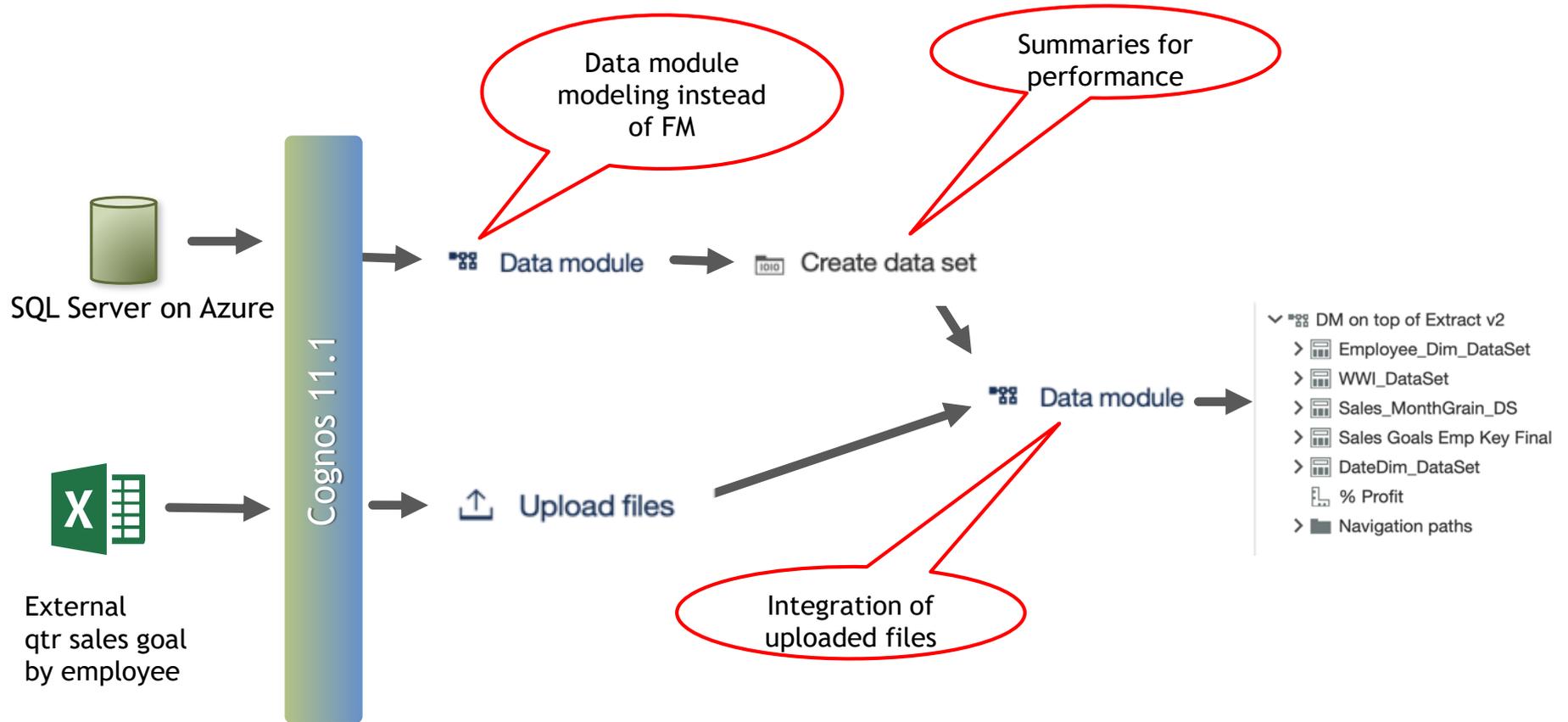
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COGNOS

Cognos Dashboard Demo

- Cognos 11.1
- Framework Manager is NOT used
- Data modeling & data prep utilized
 - 11.1 data modules
 - Uploaded files
 - Data extracts

Cognos Data Module Flow



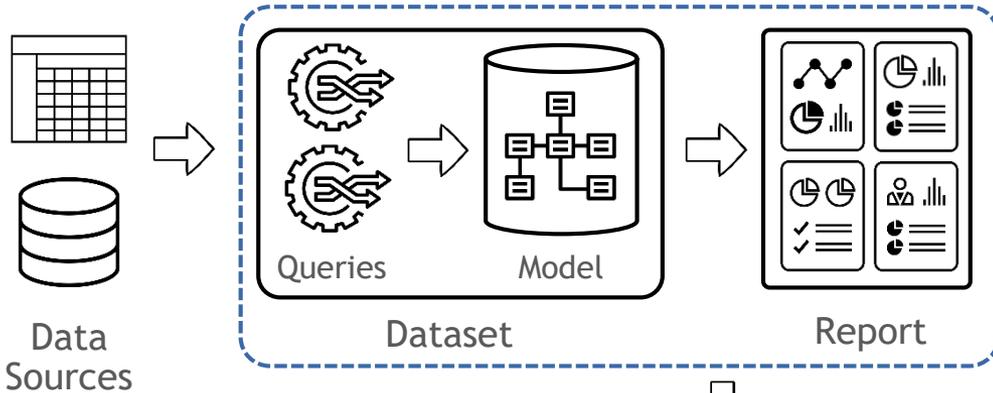


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POWER BI

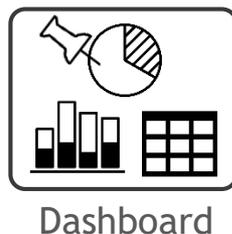
Power BI Core Concepts and Workflow

Power BI Desktop

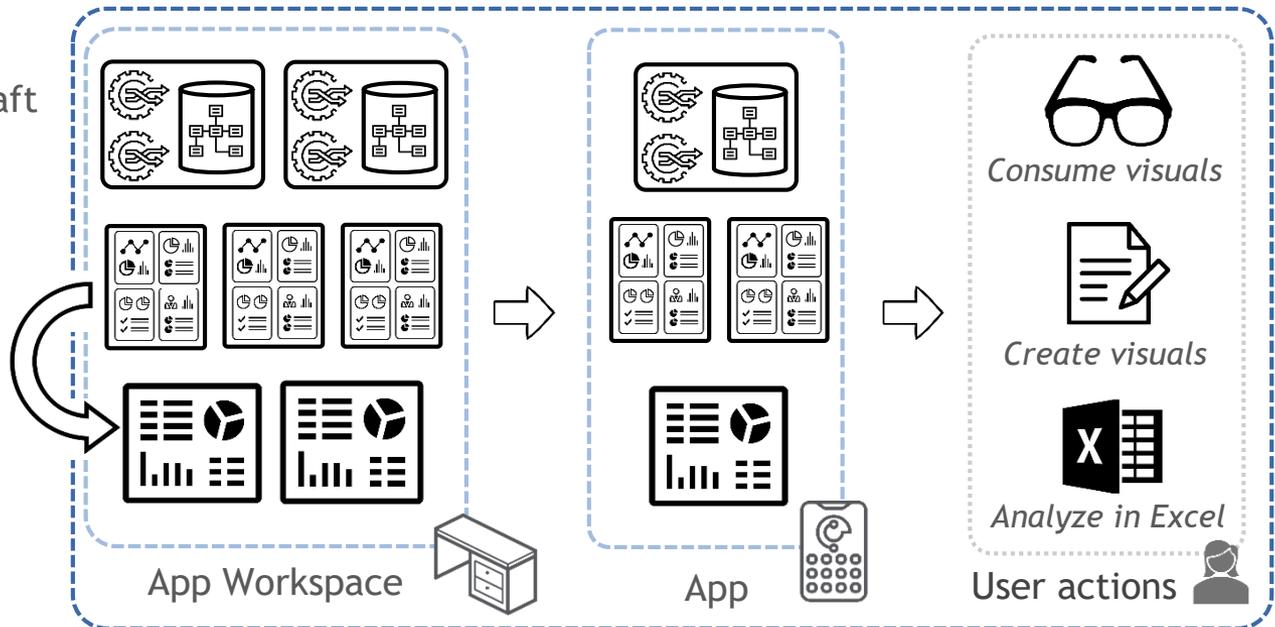


- The **Dataset** consists of two object types:
 - The **Queries** are definitions of how to extract and transform *data sources*, accessed via *connectors*
 - The **Model** is a definition of *tables*, *relationships*, *columns*, and *measures*
- The **Report** presents data from the *dataset* on one or more *pages of visuals*

- The **Dashboard** presents *visuals*, pinned from *reports*
- The **App Workspace** is the draft container for these objects
- The **App** is the user-facing container for these objects
- The **Gateway** lets the Service connect back to data sources



Power BI Service



Consume visuals

Create visuals

Analyze in Excel

User actions



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TABLEAU

Tableau Products

Tableau Desktop
For authoring

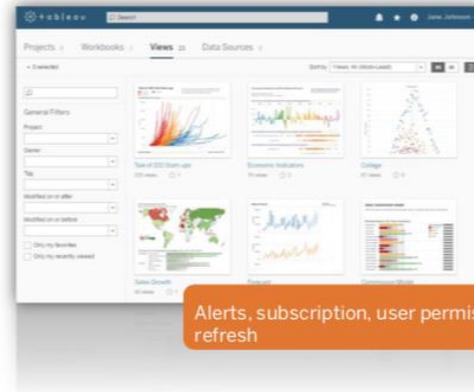


Tableau Server
For collaboration, automation and governance

Alerts, subscription, user permission, data refresh

Tableau Prep
For data preparation



Tableau Ecosystem

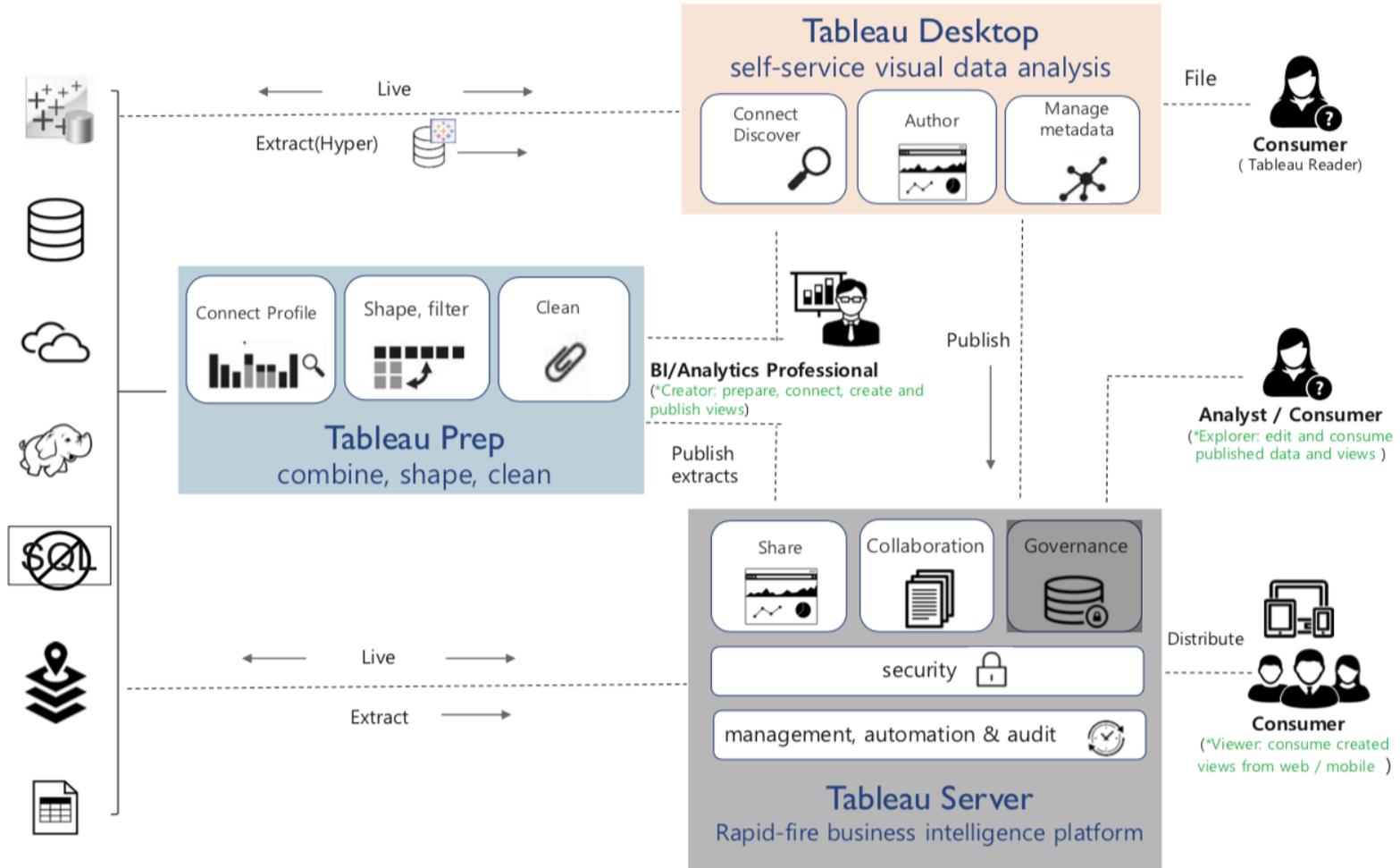


Tableau Wide World Importers Data Flow

Two data sources



WWI schema on SQL Server on Azure



External qtr sales goal by employee

Tableau Desktop



Sale (Fact.Sale)+ (WideWorld

Dimensions

- > City
- > Customer
- > Date
- > Employee
- > Sale
- > Stock Item
- > Buying Group, Customer1

SalesGoalsbyEmp&Quarter

Dimensions

- Abc Employee
- Qtr_Start_Date
- # QtrYYYYMM
- # WWI Employee ID
- =# Number of Records
- Abc Measure Names

Data from both in one chart

Sales and Quarterly Goal for 2016-Q1 by SalesPerson

	Sales(\$)	
	\$0	\$1,000,000
Taj Shand	\$1,503,248	
Archer Lamble	\$1,394,195	
Kayla Woodcock	\$1,370,398	
Sophia Hinton	\$1,352,681	
Anthony Grosse	\$1,300,525	
Hudson Hollinworth	\$1,291,959	
Amy Trefl	\$1,269,656	
Jack Potter	\$1,237,370	
Lily Code	\$1,197,873	
Hudson Onslow	\$1,180,671	

Join (Blend) the data sources by \quarter and employee

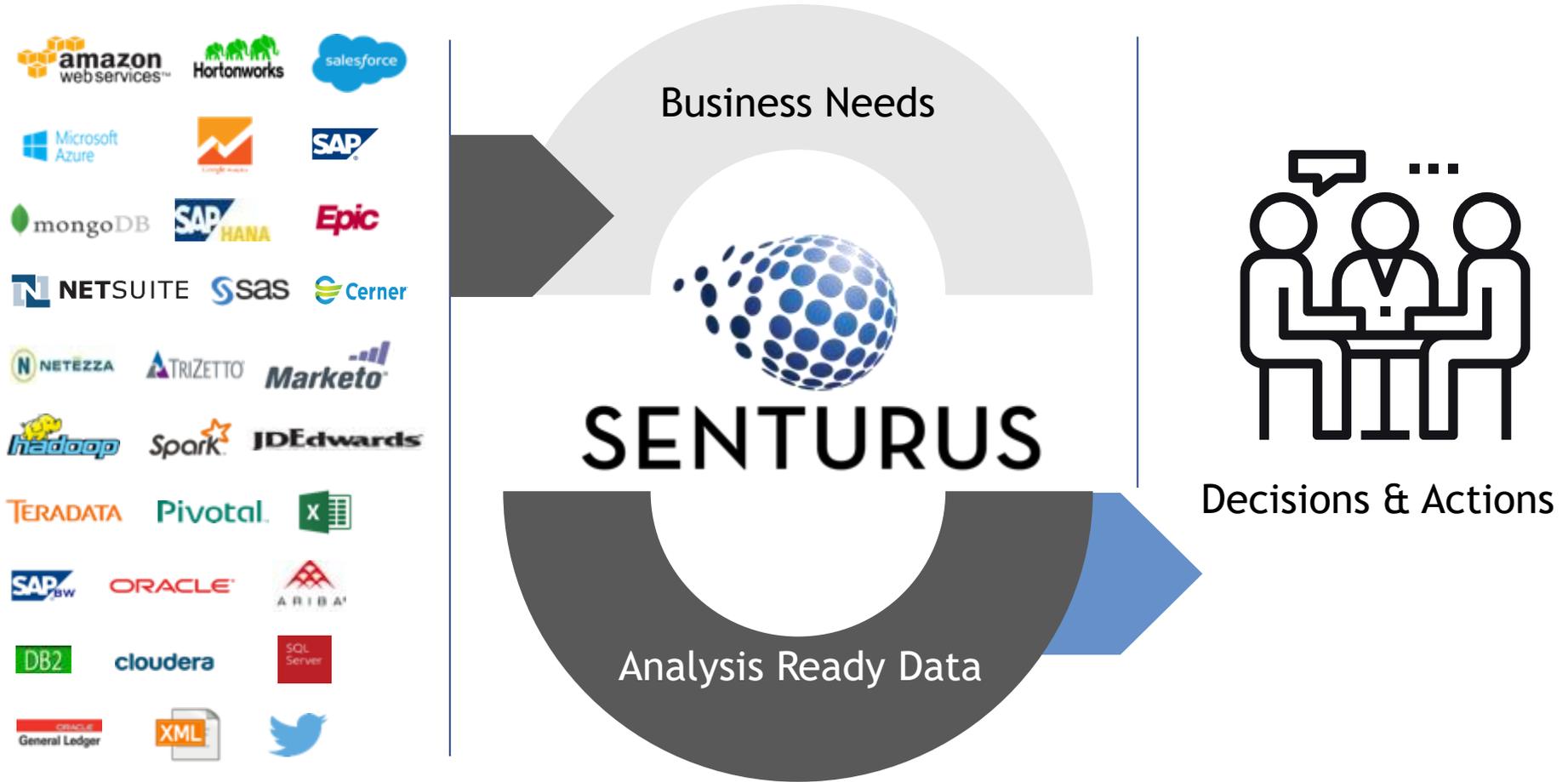


SENTURUS

WHO WE ARE

Full Spectrum of Services for BI

Bridging the Gap between Data & Decision Making



Full Spectrum of Services for BI

- Dashboards, reporting and visualizations
- Data preparation and modern data warehousing
- Hybrid BI environments ([migrations](#), security, etc.)
- BI support retainer (expertise on demand)
- Software to enable bimodal BI and platform migrations
- Training and mentoring



Power BI



1300+ Clients, 2500+ Projects, 19+ Years



KORBEL
CALIFORNIA CHAMPAGNE



KELLY-MOORE
PAINTS

NETGEAR



SEPHORA



intuit.



patagonia



Genentech
A Member of the Roche Group

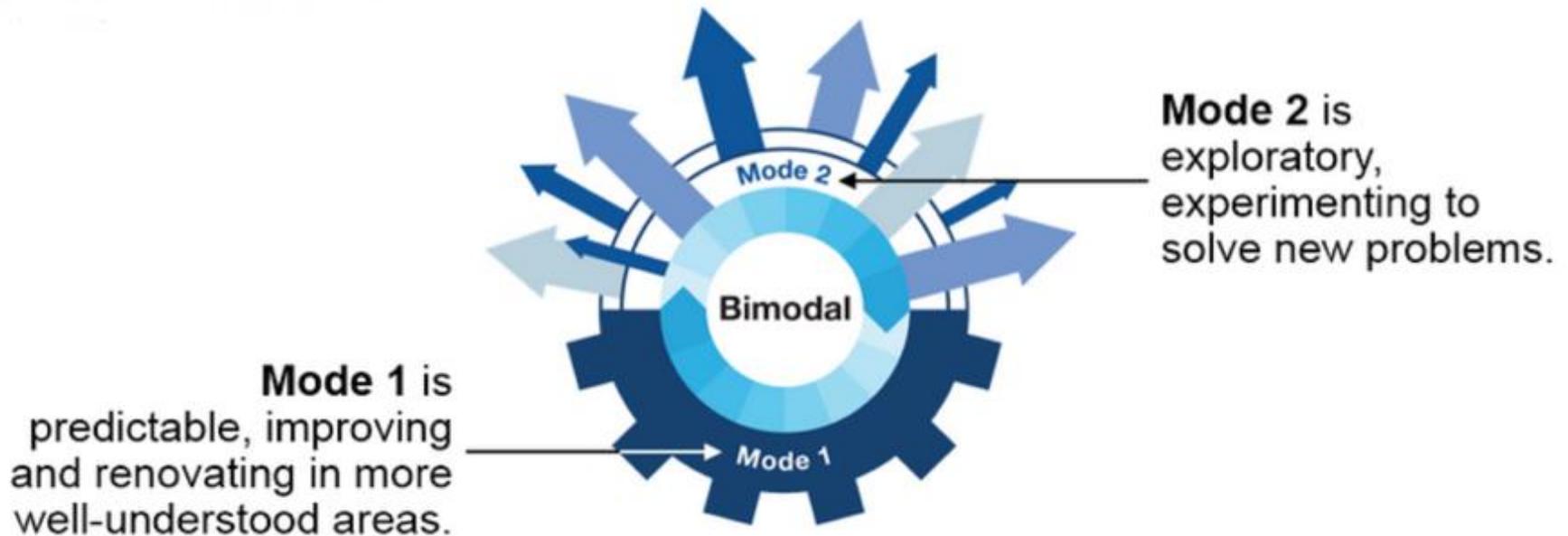


TRINCHERO
Family Estates



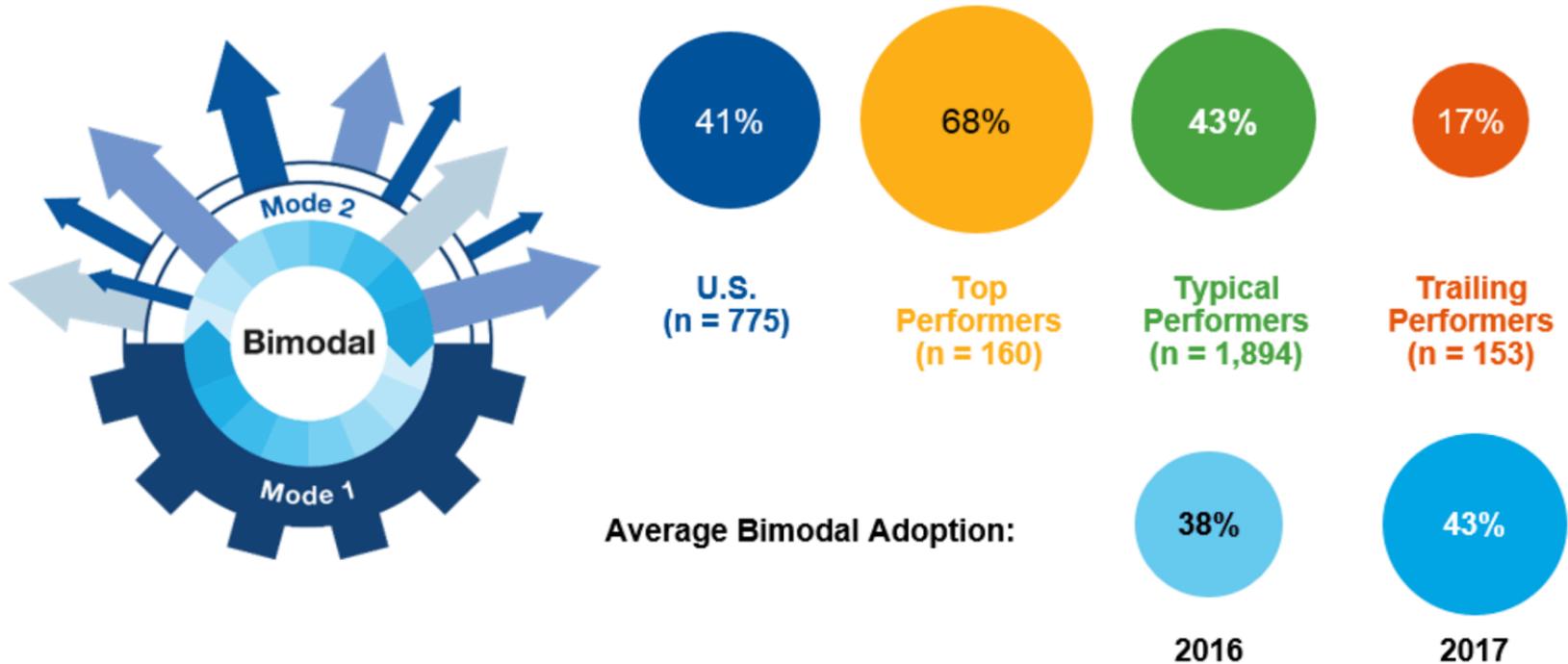
Enabling Bimodal BI

Predictable vs. Exploratory (source: Gartner 2017)



Bimodal Approach Is Growing

Percentage of Respondents Who Use a Bimodal Approach

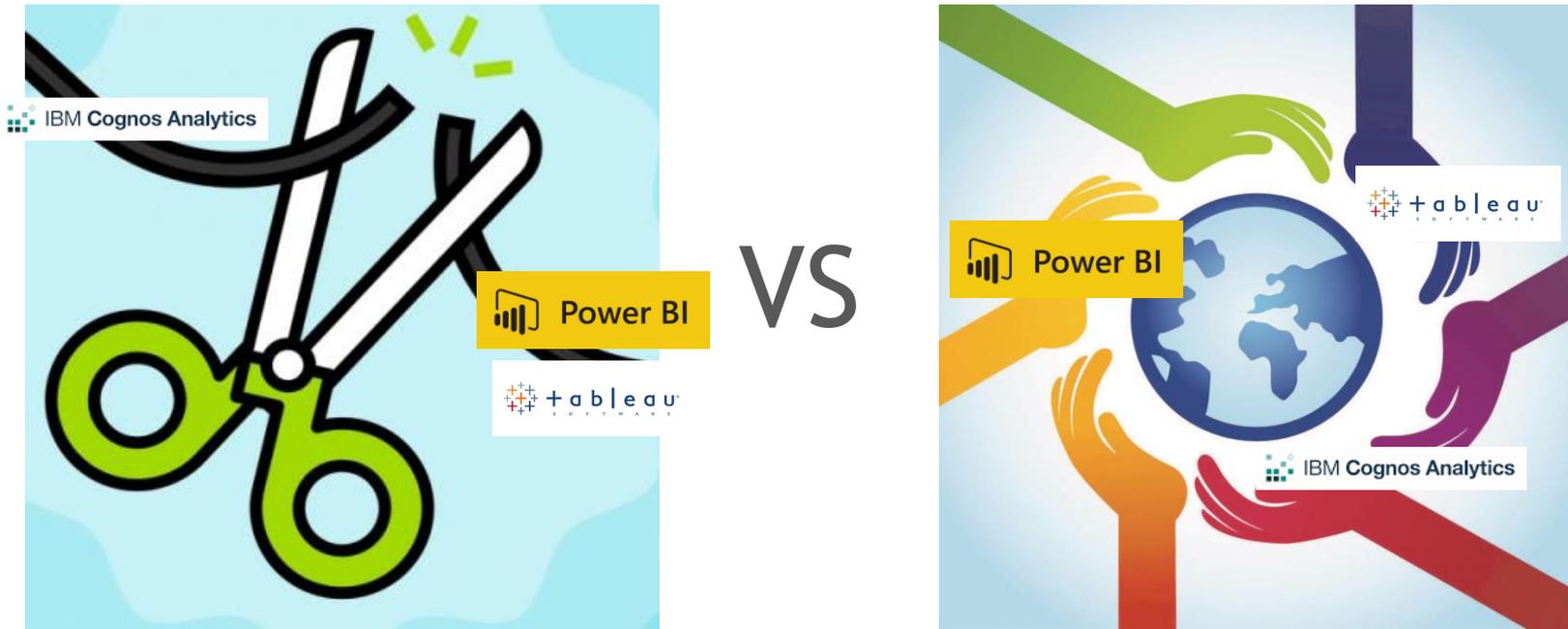


Does your company/business unit/government or public entity explicitly have two parts in its IT organization or project portfolio — one more safe, predictable and industrialized, the other more innovative, fast and/or collaborative — in other words, a bimodal approach to IT?

Base: Total answering, excludes not sure.

Coexist? Or Cut the Cord?

Do what's best for your organization, not what your technology is trying to force you to do...



The experts at Senturus can help!





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ADDITIONAL RESOURCES

Upcoming Events

www.senturus.com/events



ENTERPRISE SECURITY: TABLEAU VS. POWER BI

DEMO AND COMPARE APPROACHES TO THE KEY SECURITY CONCERNS

Thursday, October 24 - 11am PT (2pm ET) - 60 minutes



WHAT'S NEW IN COGNOS ANALYTICS 11.1.4

SNEAK PEEK

Thursday, October 31, 2019 - 11am PT (2pm ET) - 60 minutes

Interactive Dashboard Gallery

<https://senturus.com/dashboard-gallery/>

DASHBOARD GALLERY

GOING HEAD TO HEAD WITH POWER BI, TABLEAU & COGNOS

A single data set. Three dashboards to let you compare. Use the links below to interact, assess and do a head-to-head comparison of Power BI, Tableau and Cognos.

Want to get a better idea of how the three stack up to each other? [View our webinar recording](#) where we compare these tools.



MICROSOFT POWER BI

[VIEW DASHBOARD](#)



TABLEAU

[VIEW DASHBOARD](#)



IBM COGNOS ANALYTICS

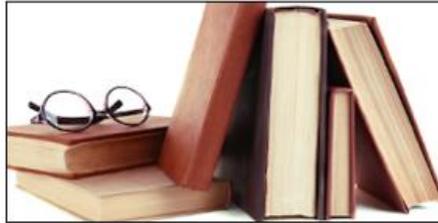
[VIEW DASHBOARD](#)

Free Resources

www.senturus.com/senturus-resources/



UPCOMING EVENTS



RESOURCE LIBRARY



BLOG

[Power BI: Beyond the Buzz](#)

[Tableau Dashboards That Captivate and Communicate](#)

[IBM Cogos Reporting Tools: Feature Set Comparison](#)

[Great BI: It's Not About the Tools](#)

[Microsoft Tools for BI and Data warehouse Reference Guide](#)

Training for Cognos, Power BI and Tableau

<https://senturus.com/training/>



CORPORATE TRAINING



SELF-PACED LEARNING



MENTORING



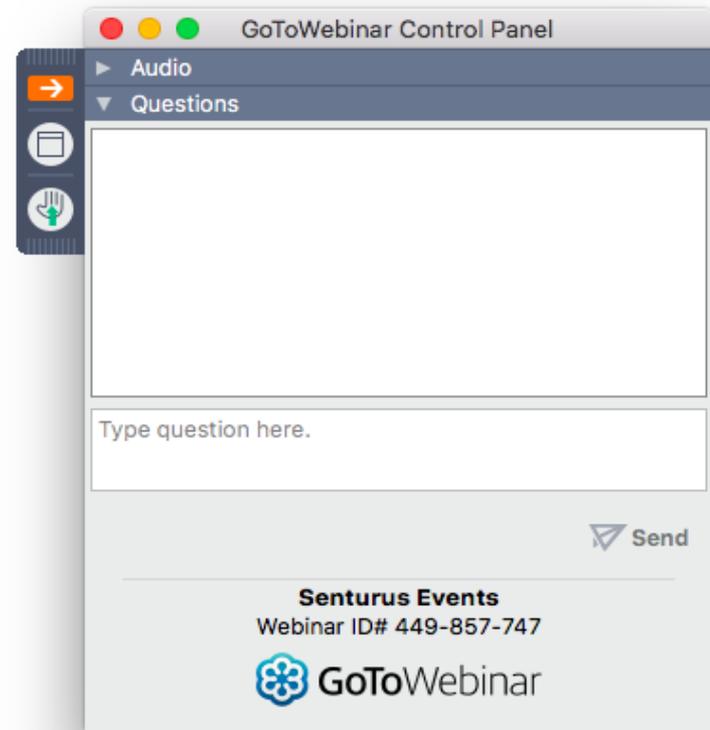
INSTRUCTOR-LED, ONLINE COURSES

Q&A

If your question or issue is broader than what can be answered today, contact us at

info@senturus.com

and we will set up a free consultation.



Thank You!

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