



SENTURUS

COMPARISON OF POWER BI, TABLEAU & COGNOS

Demos of Dashboarding Capabilities

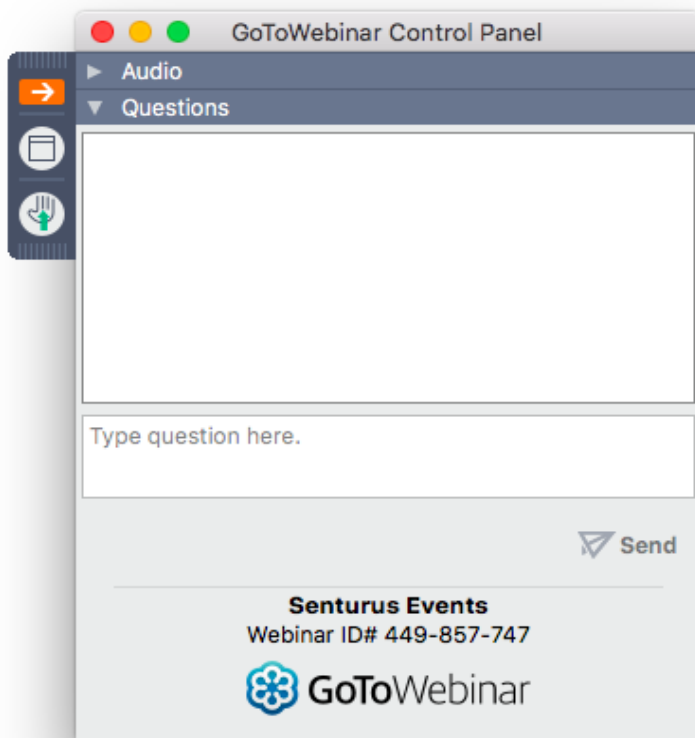


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Submit questions here



Presentation Slide Deck

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RESOURCE LIBRARY

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SEARCH RESOURCES

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Popularity

Date

Title

Type



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



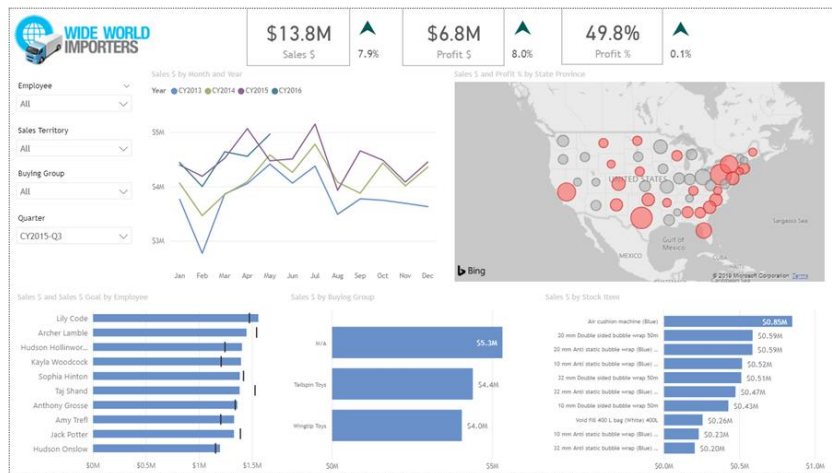
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THE COMPARISON

Cognos, Power BI & Tableau

Three Tools - One Dataset - One Dashboard

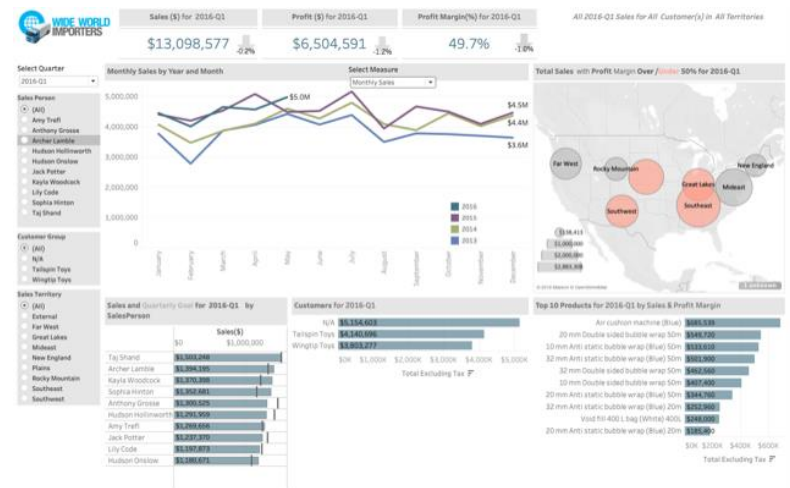
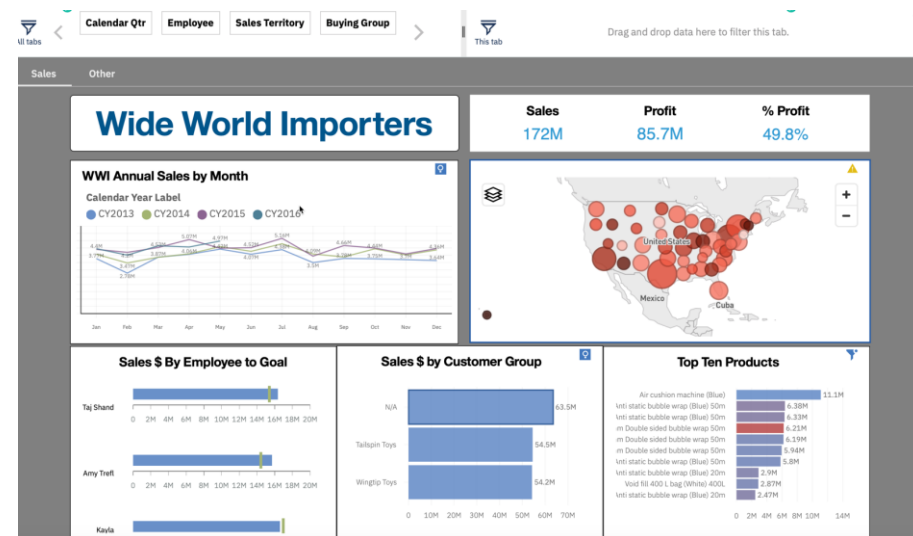
IBM Cognos Analytics Presented by Pedro Ining



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	<div></div>	<div></div>	<div></div>
	Dashboarding Tools	<div></div>	<div></div>	<div></div>
	Data Exploration Tools	<div></div>	<div></div>	<div></div>
	ETL Capability	<div></div>	<div></div>	<div></div>
	Metadata Modeling Capability	<div></div>	<div></div>	<div></div>
	Paginated, Burastable Reporting To..	<div></div>	<div></div>	<div></div>
<div> <div>Caliber & Completeness of BI/Analytics Capabilities - Paginated, Burastable Reporting Tools</div> <div>Power BI</div> <div>Score: 4</div> <div>Paginated reporting now integrated with Power BI</div> </div>				

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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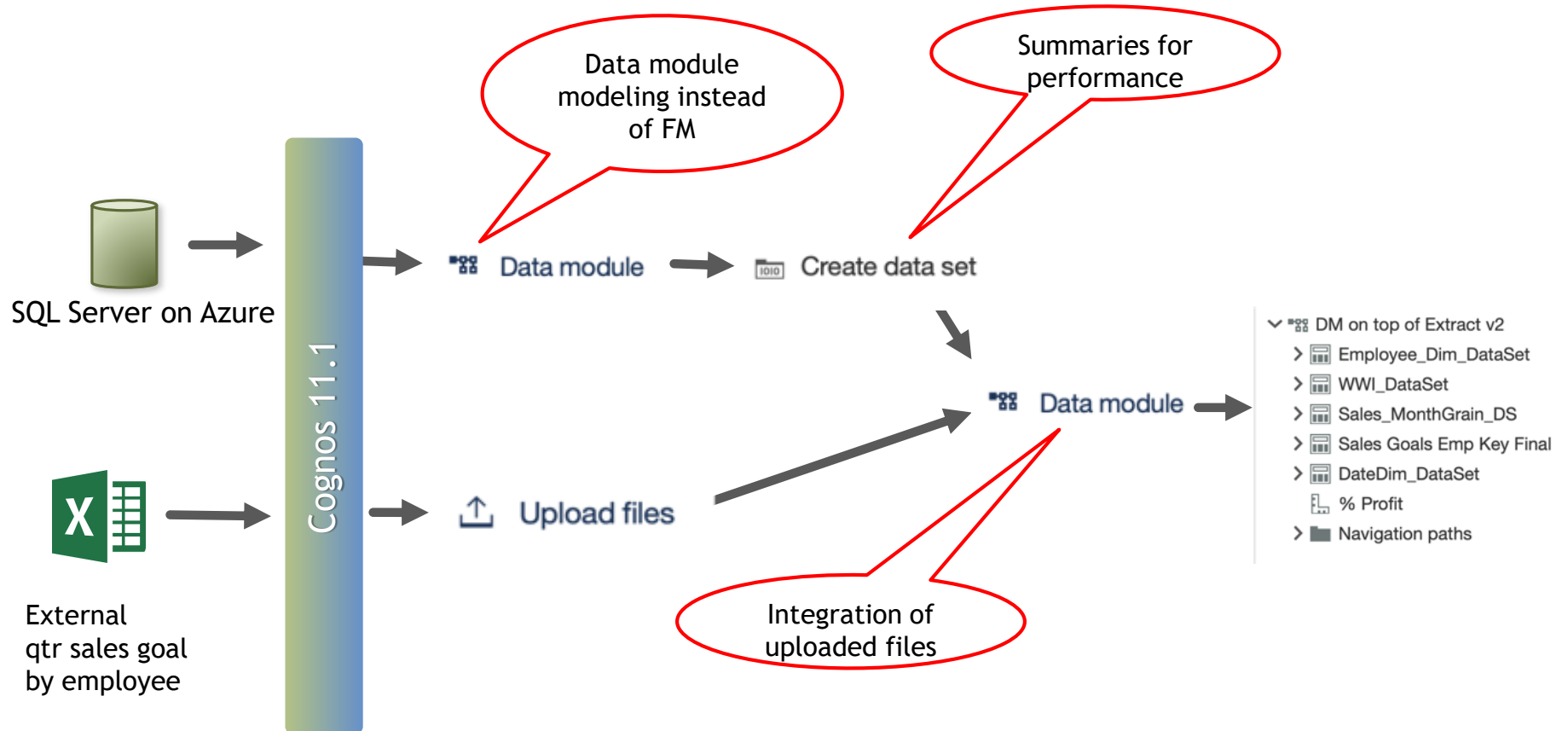
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COGNOS

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

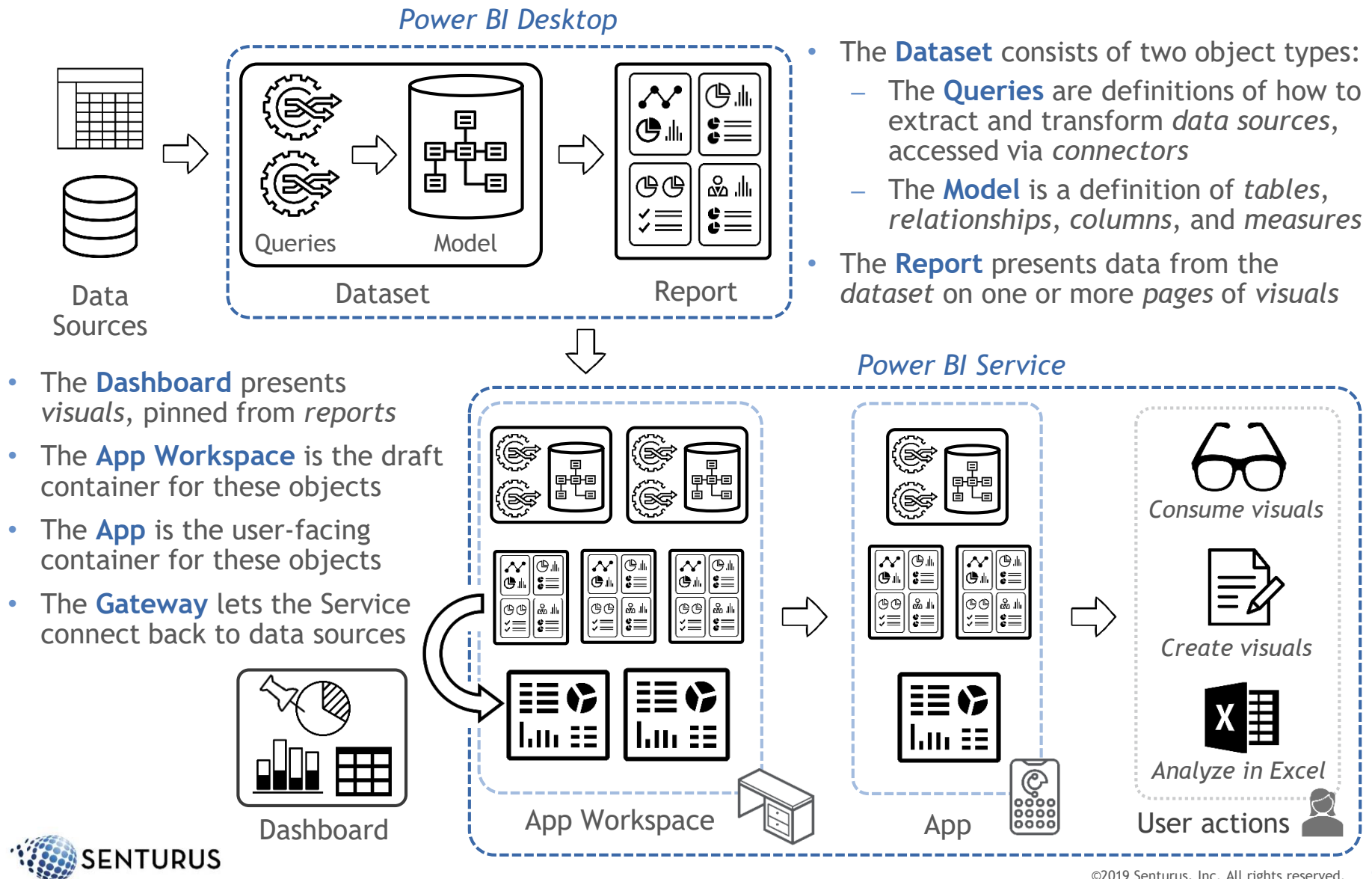




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POWER BI

Power BI Core Concepts and Workflow





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TABLEAU

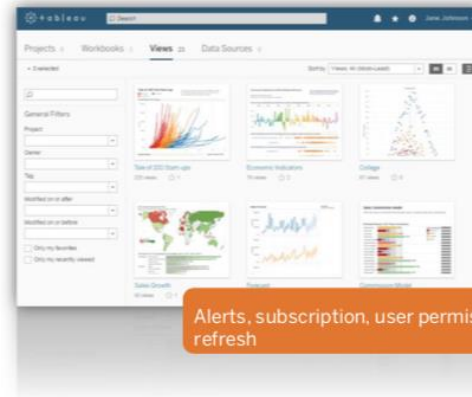
Tableau Products

Tableau Desktop
For authoring



Tableau Server

For collaboration, automation and governance



Alerts, subscription, user permission, data refresh



Tableau Prep
For data preparation



Tableau Ecosystem

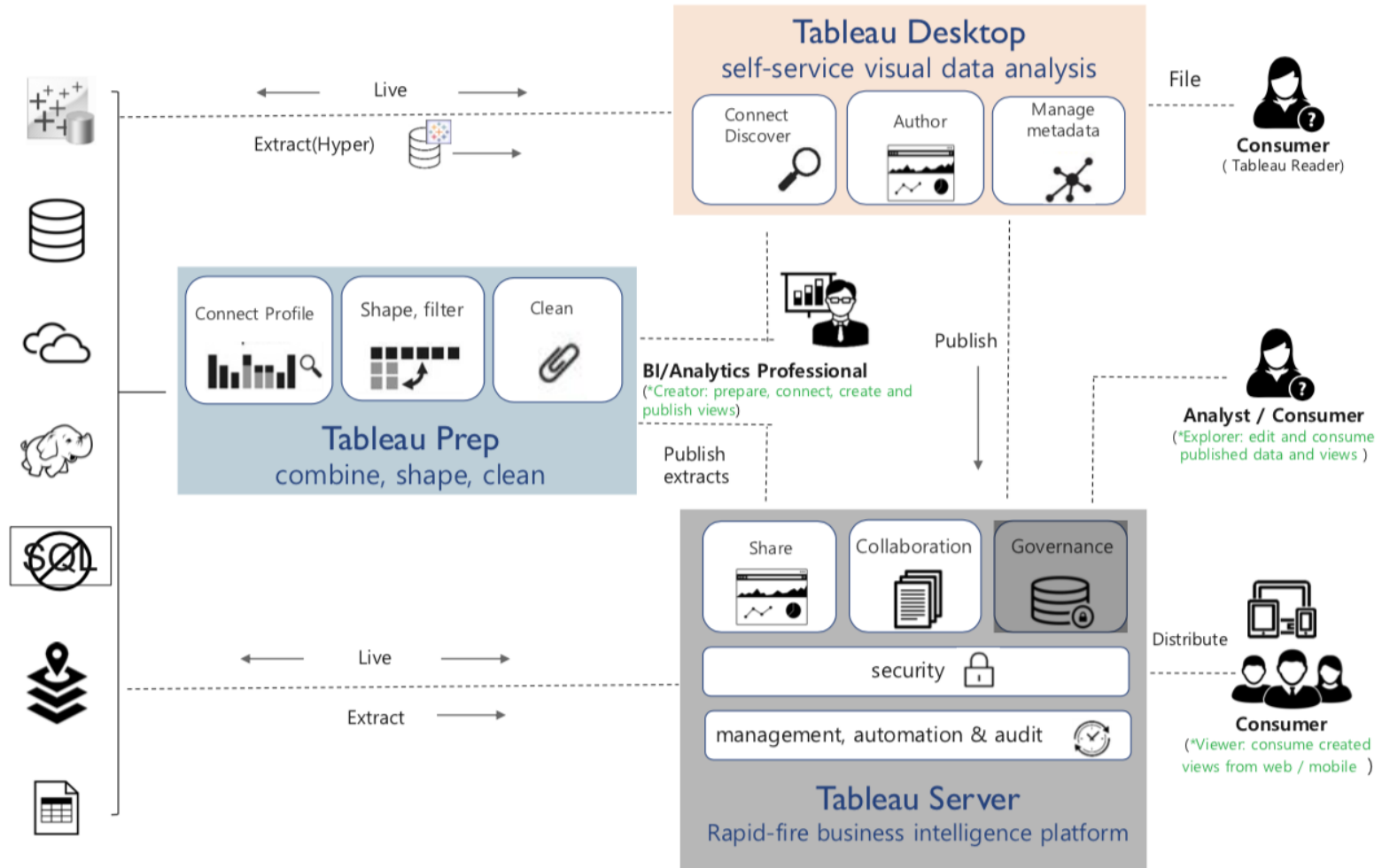


Tableau Wide World Importers Data Flow

Two data sources



WWI schema on SQL Server on Azure



External qtr sales goal by employee

Tableau Desktop



Sale (Fact.Sale)+ (WideWorld

Dimensions

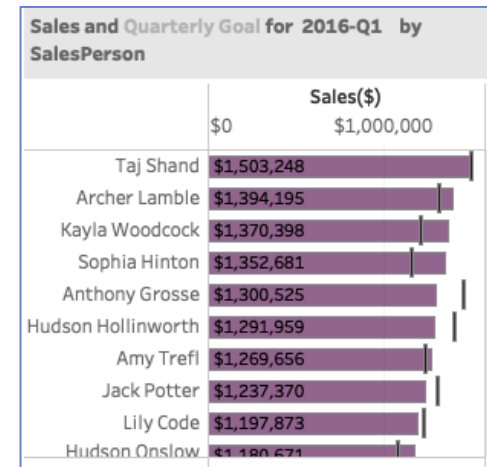
- > City
- > Customer
- > Date
- > Employee
- > Sale
- > Stock Item
- > Buying Group, Customer1

SalesGoalsbyEmp&Quarter

Dimensions

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

Data from both in one chart



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

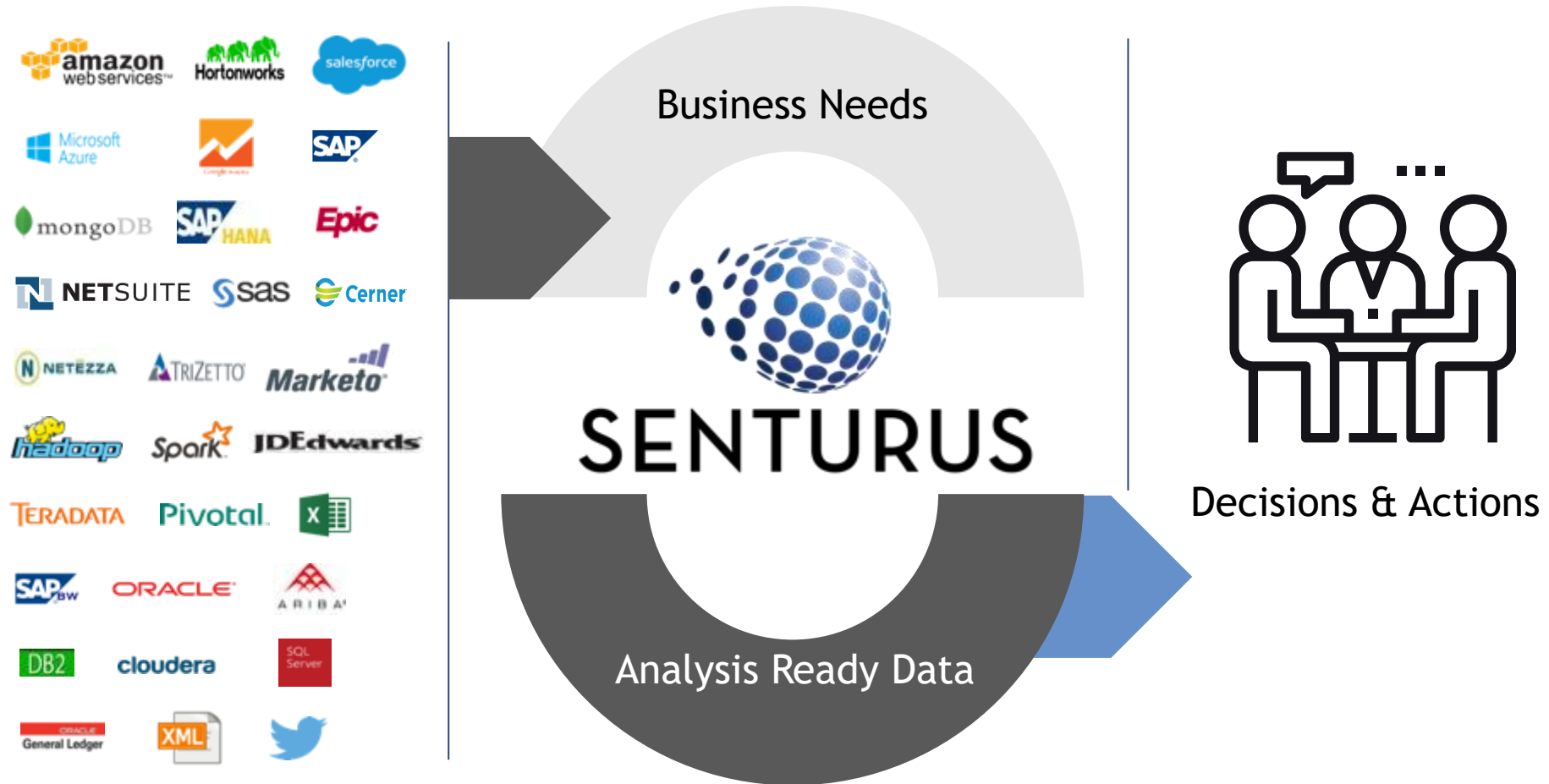


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WHO WE ARE

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



1300+ Clients, 2500+ Projects, 19+ Years



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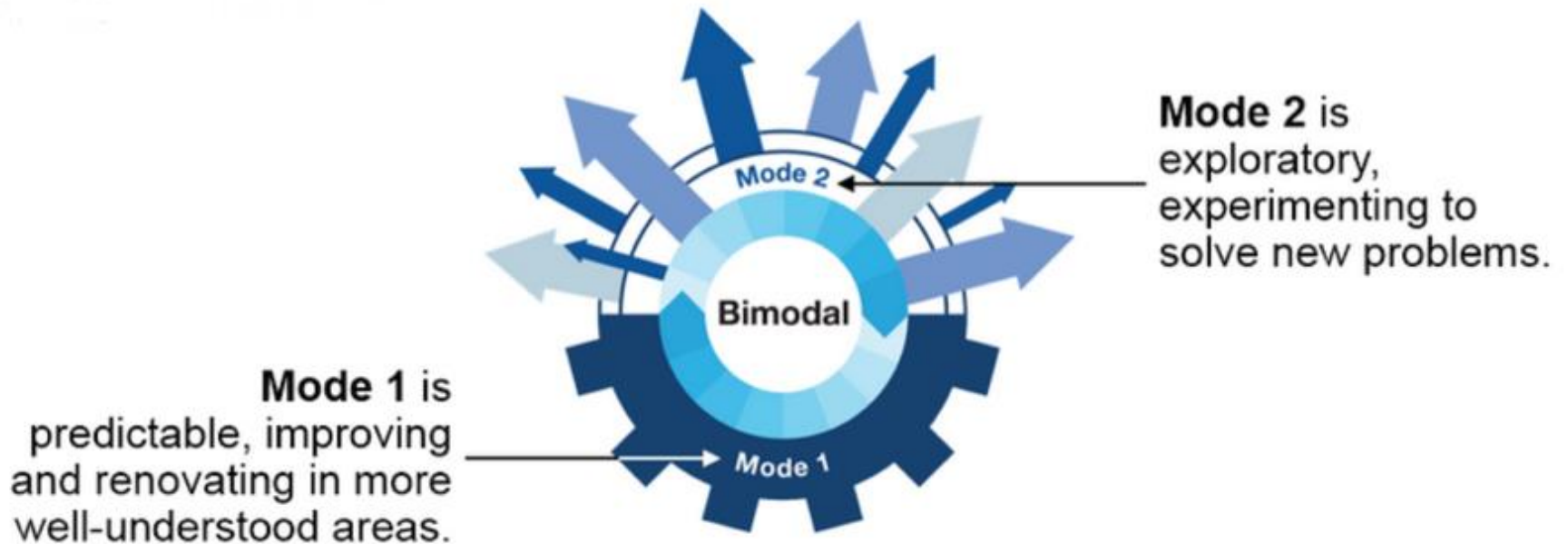


TRINCHERO
Family Estates

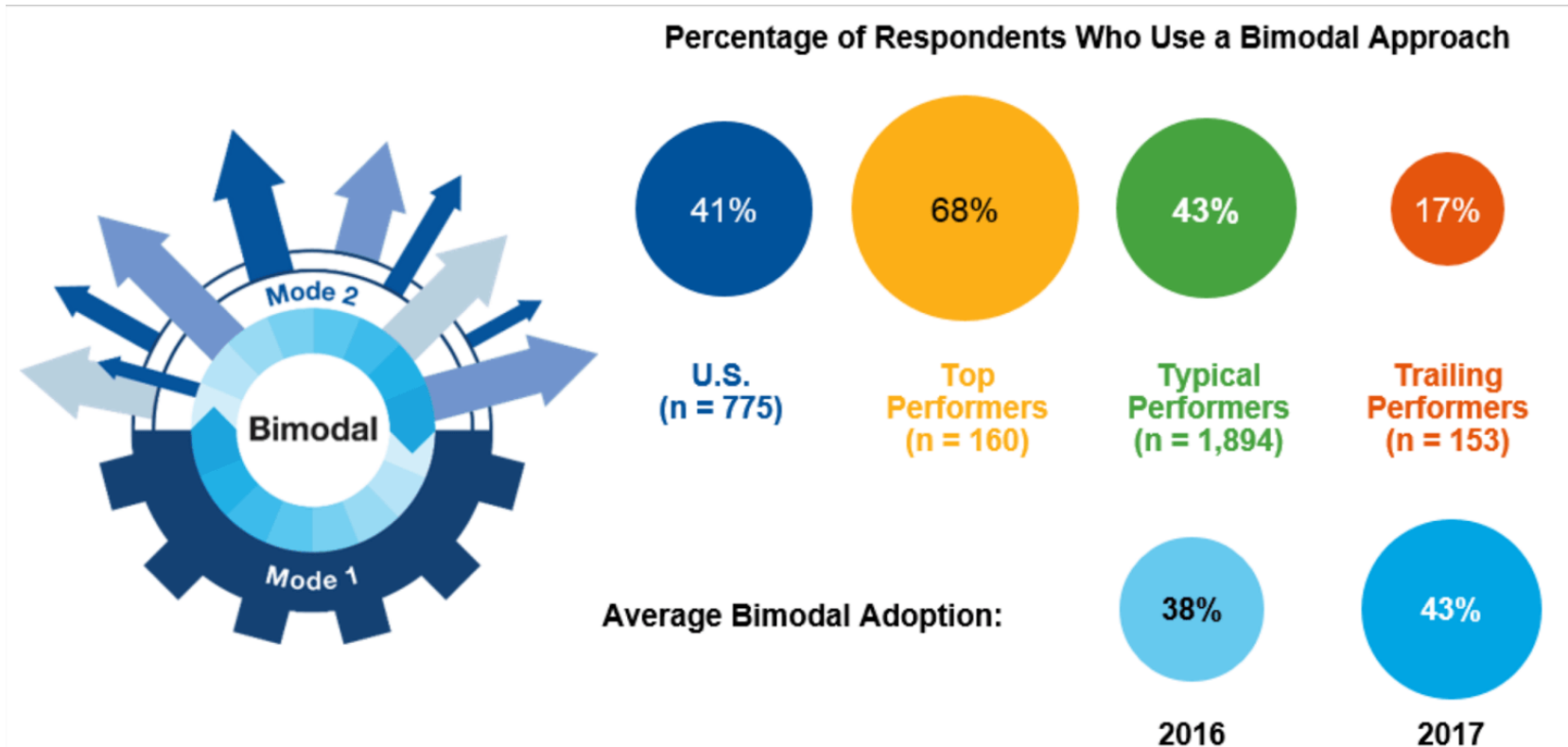


Enabling Bimodal BI

Predictable vs. Exploratory (source: Gartner 2017)



Bimodal Approach Is Growing

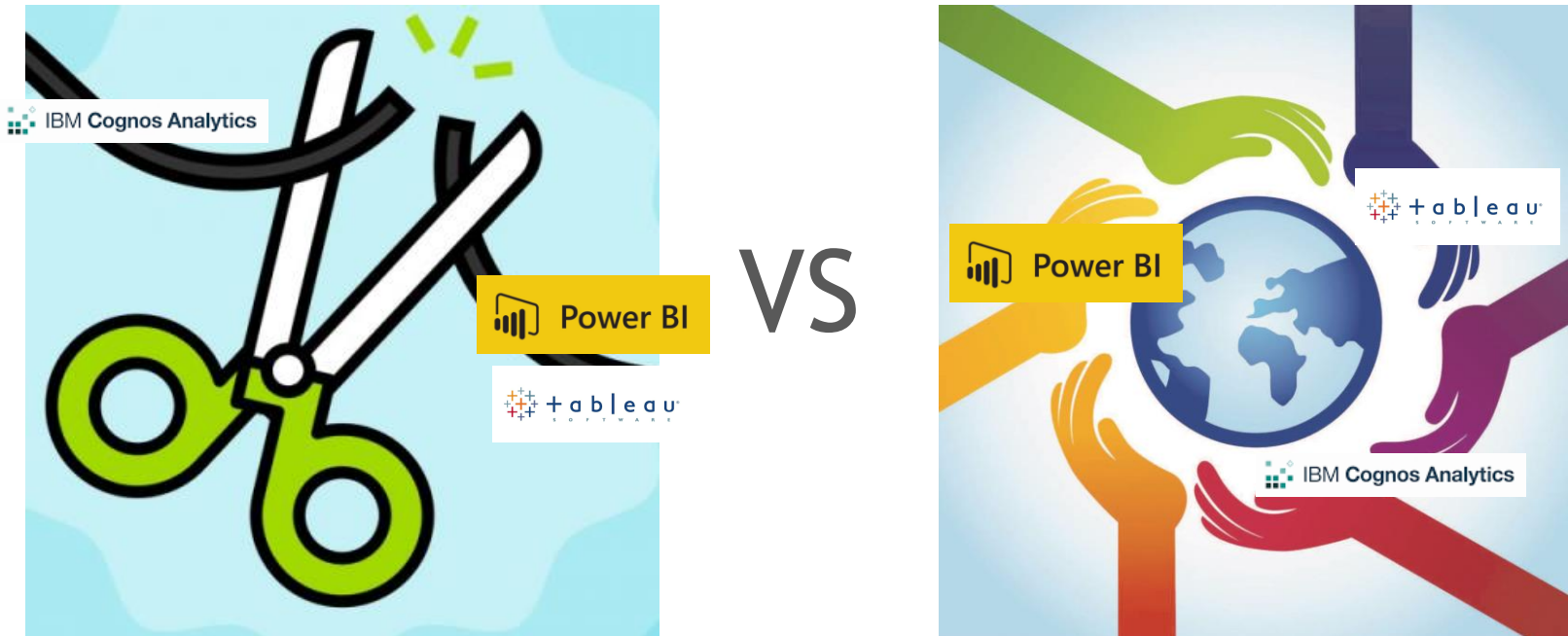


Does your company/business unit/government or public entity explicitly have two parts in its IT organization or project portfolio — one more safe, predictable and industrialized, the other more innovative, fast and/or collaborative — in other words, a bimodal approach to IT?

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



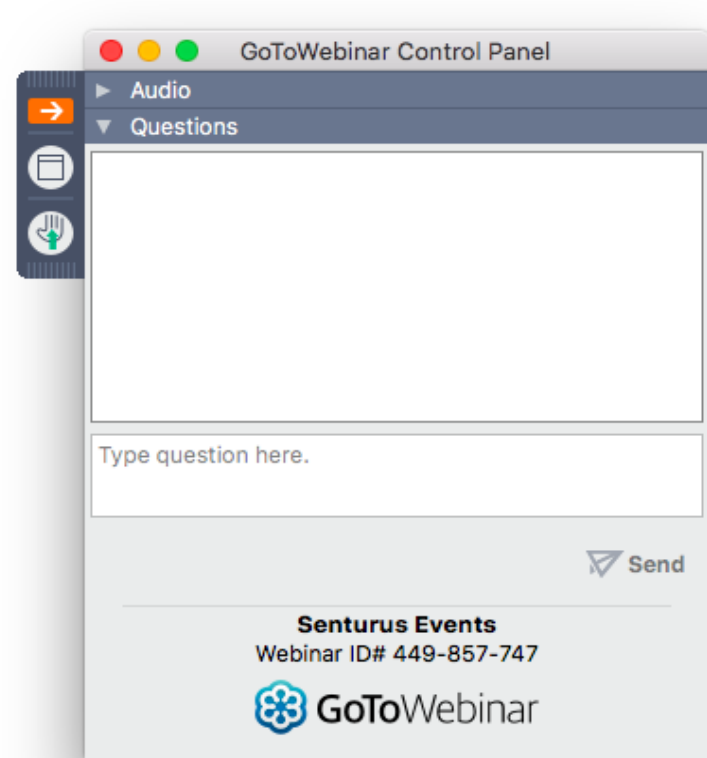
INSTRUCTOR-LED, ONLINE COURSES

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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