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Cognos Analytics: Dashboards or Reports?



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SHEDDING LIGHT ON CLOUD BI OPTIONS
Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online.
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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

Dashboarding use case overview

Reporting use case overview

Demos

Comparisons

Additional resources and Senturus overview

Q&A



Introductions

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Michael Weinbauer

Director of Training and Content
Senturus, Inc.



Poll

Does your organization currently use dashboards? (Select all that apply)

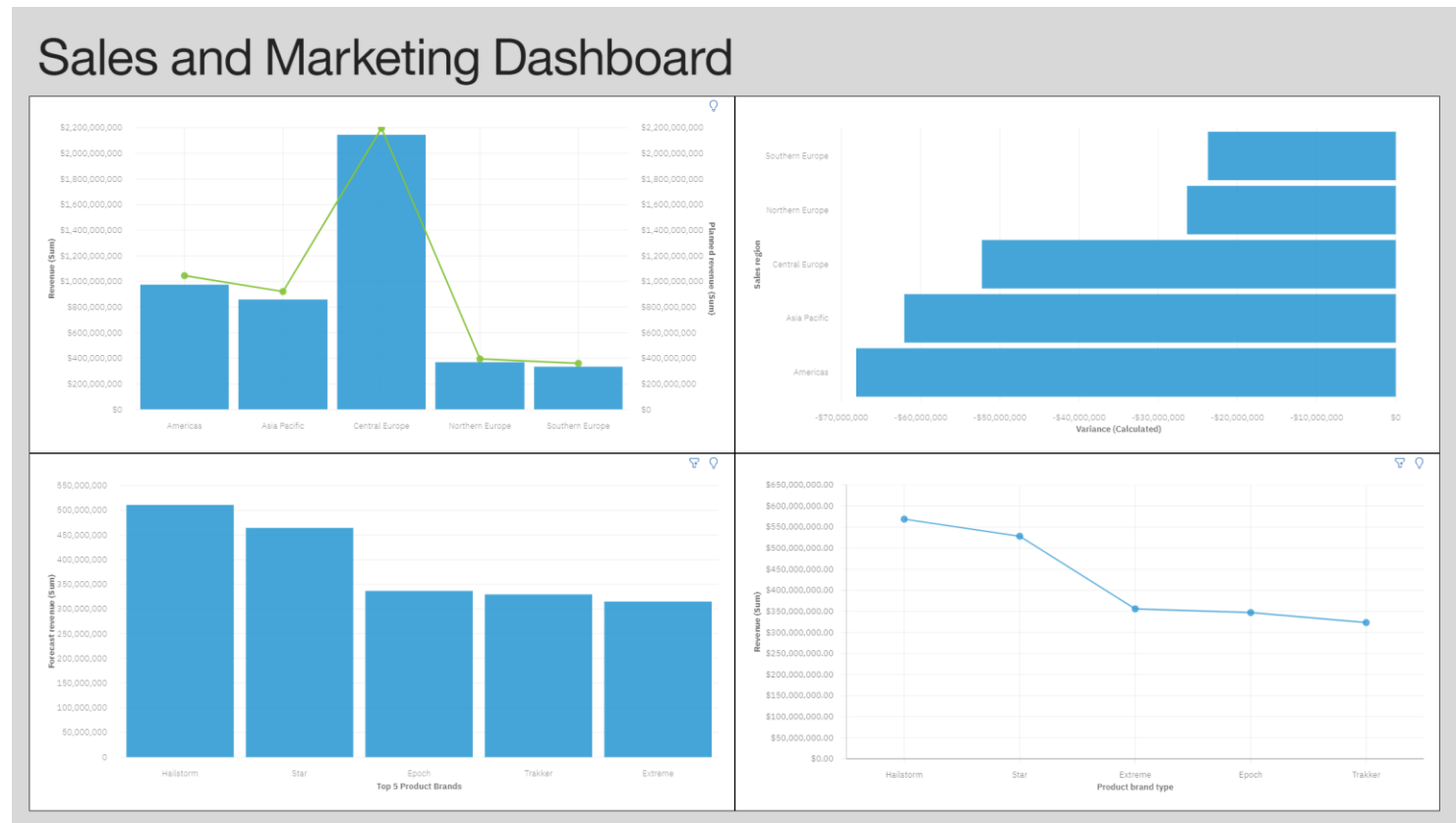
- Yes, in Cognos
- Yes, in Tableau
- Yes, in Power BI
- Yes, in a different BI platform
- No

Dashboard use case



Dashboard use case overview

Dashboards are meant to answer questions in primarily a **visual** format



Dashboard use case overview

- It's about making data accessible and easy for a user of any skill level
- Dashboards can be as simple or complex as needed to answer the business question
- Dashboards can be static or interactive as appropriate for the information presented

Dashboard use case overview

- Almost any data source can be leveraged for a dashboard:
 - Framework Manager packages
 - Data modules
 - Uploaded XLSX or CSV files
 - Data sets
- Multiple data sources can be leveraged for a single dashboard

Dashboard use case overview

- Dashboards can be for a single person looking to answer an immediate question or be made to distribute to a larger group
- The amount of formatting done to a dashboard will depend on how the dashboard will be used
- In the current version of Cognos Analytics, dashboards have reached near technical par with reporting, but there are still limitations

Dashboard use case overview

- Dashboards do not allow for as much granular control over objects as reports
- Unable to work at the query level
- Can't leverage joins, unions or intersections directly
- No prompting controls for advanced prompt functions
- Macros for security or OLAP development are not available
- Formatting options are more restricted

Reporting use case

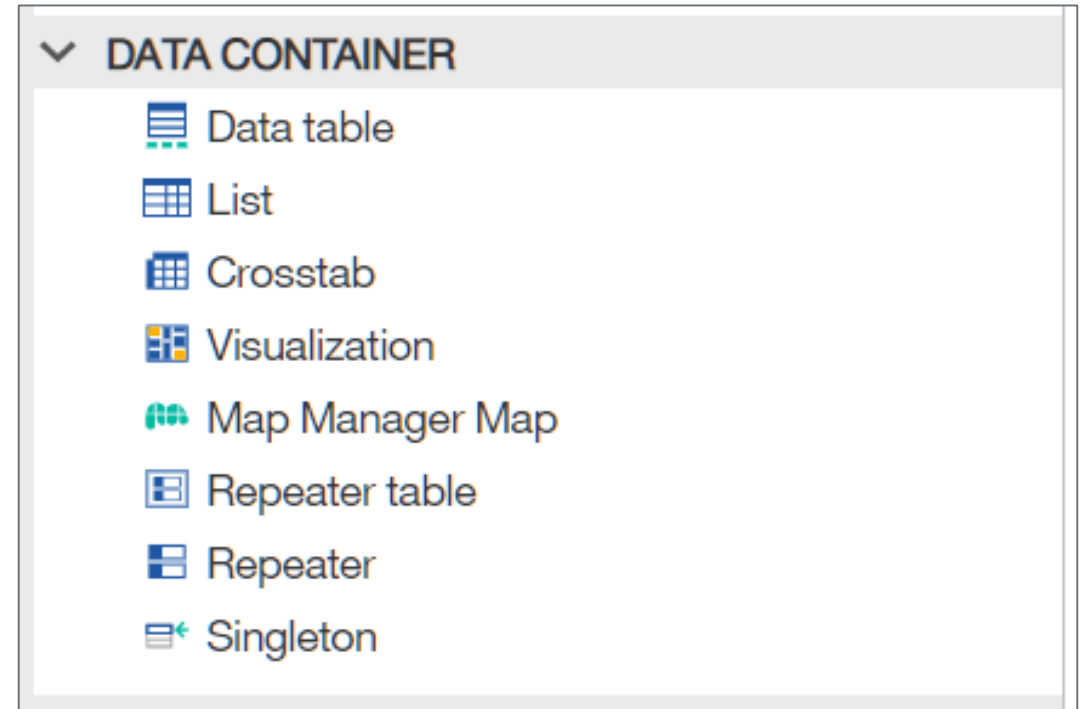
Reporting use case overview

- Reporting is usually more targeted than a dashboard
- Reports can be a single page or dozens of pages

Sales region	Country	Product line	Revenue	Quantity	Gross profit	Planned revenue
Americas	Brazil	Camping Equipment	\$14,080,643.24	221,521	\$5,329,083.98	\$14,919,855.17
		Golf Equipment	\$6,185,100.85	41,558	\$3,122,340.50	\$6,669,122.41
		Mountaineering Equipment	\$4,556,862.20	98,337	\$1,818,781.14	\$4,763,995.17
		Outdoor Protection	\$290,958.46	44,890	\$180,229.21	\$307,138.22
		Personal Accessories	\$3,826,304.17	80,308	\$1,543,282.58	\$4,006,243.35
	Brazil - Summary		\$28,939,868.92	486,614	\$11,993,717.41	\$30,666,354.32
	Canada	Camping Equipment	\$32,218,644.72	509,655	\$12,209,026.73	\$33,963,678.00
		Golf Equipment	\$14,767,791.61	96,597	\$7,488,222.82	\$15,751,182.72
		Mountaineering Equipment	\$10,543,763.88	233,881	\$4,196,887.53	\$11,028,747.26
		Outdoor Protection	\$690,763.20	105,280	\$434,145.36	\$711,298.38
		Personal Accessories	\$9,120,131.18	189,241	\$3,668,546.58	\$9,548,402.48
	Canada - Summary		\$67,341,094.59	1,134,654	\$27,996,829.02	\$71,003,308.84
	Mexico	Camping Equipment	\$24,239,171.95	408,166	\$9,194,179.61	\$25,754,031.26
		Golf Equipment	\$11,299,780.98	77,572	\$5,688,807.58	\$12,222,581.02
		Mountaineering Equipment	\$8,487,453.26	188,394	\$3,379,546.85	\$8,894,878.22
		Outdoor Protection	\$512,009.63	79,134	\$315,377.89	\$544,629.10
		Personal Accessories	\$6,232,424.37	127,036	\$2,506,932.69	\$6,556,438.59
	Mexico - Summary		\$50,770,840.19	880,302	\$21,084,844.62	\$53,972,558.19
	United States	Camping Equipment	\$79,318,144.45	1,279,342	\$29,887,478.54	\$84,177,535.02
		Golf Equipment	\$36,462,554.70	251,042	\$18,397,898.68	\$39,293,837.43
		Mountaineering Equipment	\$25,572,400.34	566,629	\$10,152,025.50	\$26,786,663.40
		Outdoor Protection	\$1,668,409.49	258,724	\$1,027,565.91	\$1,774,264.25
		Personal Accessories	\$21,964,680.23	451,097	\$8,813,337.55	\$23,109,177.09
	United States - Summary		\$164,986,189.21	2,806,834	\$68,278,306.18	\$175,141,477.19
Americas - Summary			\$312,037,992.91	5,308,404	\$129,353,697.23	\$330,783,698.54

Reporting use case overview

- A report may not always be a visualization
- Reports can have visualizations, lists, data tables, crosstabs, singletons, and more for the data containers



Reporting use case overview

- A typical report author is building a report to be distributed
- Reporting allows for more complex data sources such as raw SQL
- Advanced authors can leverage capabilities such as joins, unions or intersections

Dashboard demo 1

Dashboard demo 2

Reporting demo 1



Reporting demo 2

Reporting demo 3

Dashboards vs. reporting

If there are so many similarities, why use reporting over dashboards?

- More granular control with reports
- Advanced scheduling options not available for dashboards
- Prompting more in-depth
- Reports can be made to emulate dashboards as shown in the demo, but the report gives more flexibility and control
- Drill-through functionality expanded with more features in reporting

Dashboards vs. reporting

Reporting provides more technical capabilities

- Complex calculated fields with macros and functions
- Ability to manipulate data at the query level
- Advanced filtering options for both Detail and Summary level filters
- Parameters can be added and customized
- More data container options available
- Allows for creation of briefing books with table of contents, hyperlinks and bookmarks
- Can add in HTML JavaScript, API function calls
- Leverage raw SQL to work with any source environment

Additional resources

Unbiased product reviews



Technical tips



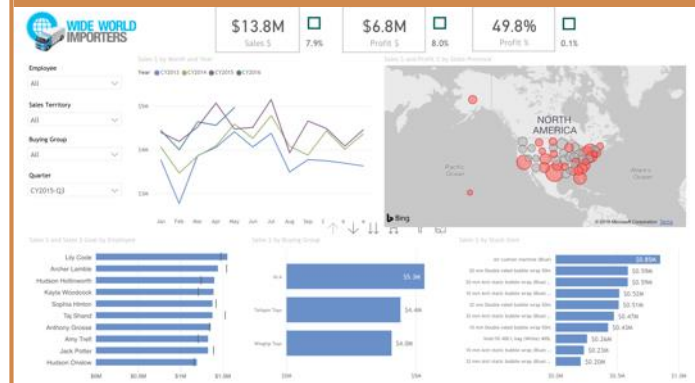
Insider viewpoints



More on this subject



Product demos



Upcoming events



More Cognos Dashboarding & Reporting Resources

On-demand webinars

[Cognos Reporting Tools Feature Set Comparison](#)

[How to Successfully Implement Self-Service Analytics](#)

Training

Dashboards, Explorations & Stories
[private](#) or [self-paced](#)

Professional Report Authoring,
Advanced
[private](#) or [self-paced](#)

Upcoming events

Eliminate Manual Cognos Audits. Radically Streamline Migrations.

See a live demo of the Migration Assistant

Thursday, Sep 30, 11am PT/2pm ET

Register: <https://senturus.com/?p=14415>

Using Python with Power BI

Leveraging Python to increase Power BI capabilities

Thursday, Oct 14, 11am PT/2pm ET

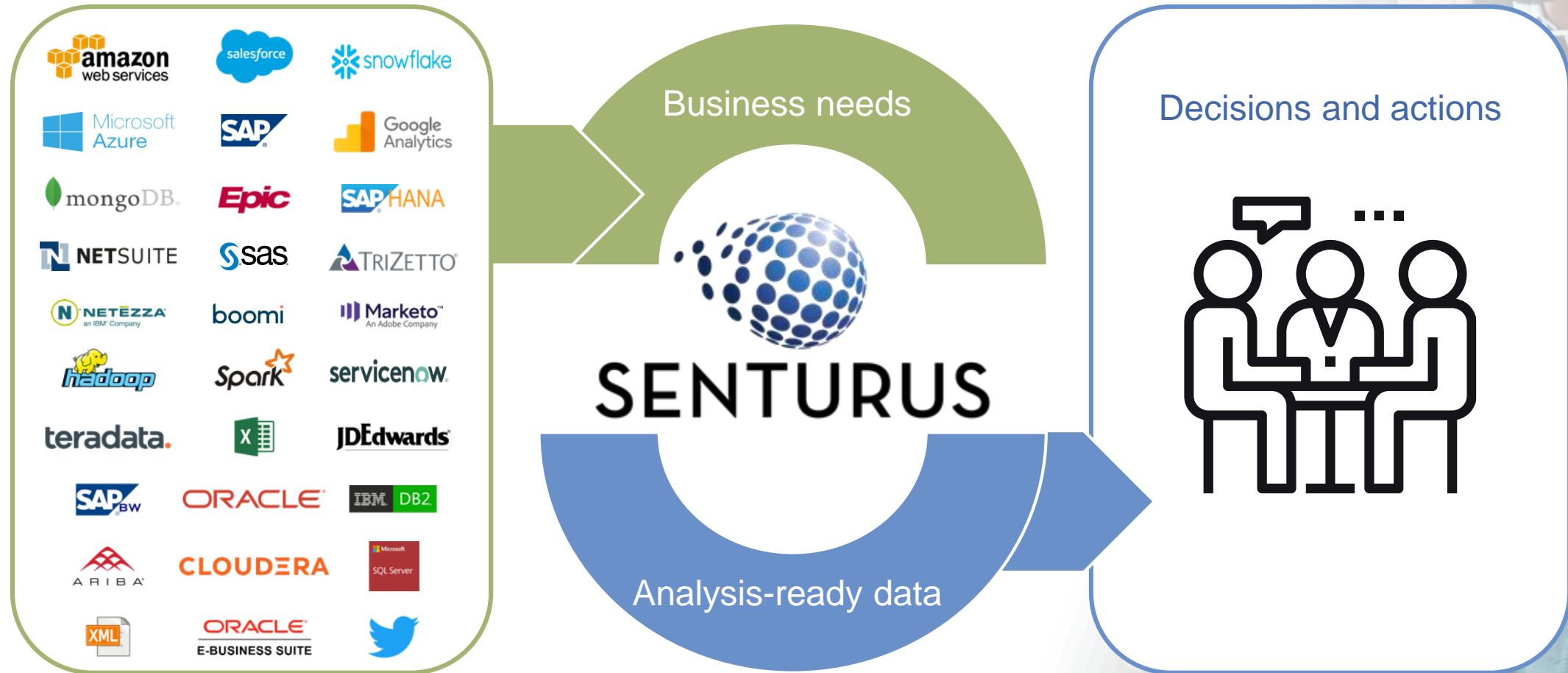
Register: <https://senturus.com/?p=14471>



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for the enterprise

Bridging the gap



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- Software to accelerate bimodal BI and migrations
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- Training and mentoring

Complete BI training



Power BI



+ a b | e a u®



IBM
Cognos
Analytics



Tailored group sessions



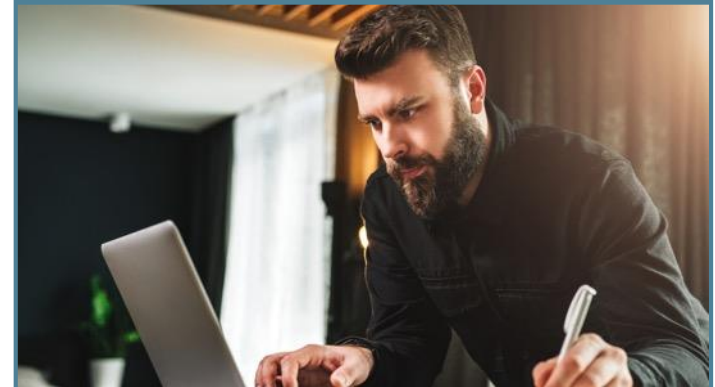
Mentoring



Instructor-led online courses



Self-paced learning



A long, strong history of success

20+ years

1350+ clients

3000+ projects





Join the Senturus team

We're hiring talented and experienced professionals

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- Senior Microsoft BI Architect
- Senior Azure Architect
- Modern Analytics Solution Architect
- ETL Developer
- And more

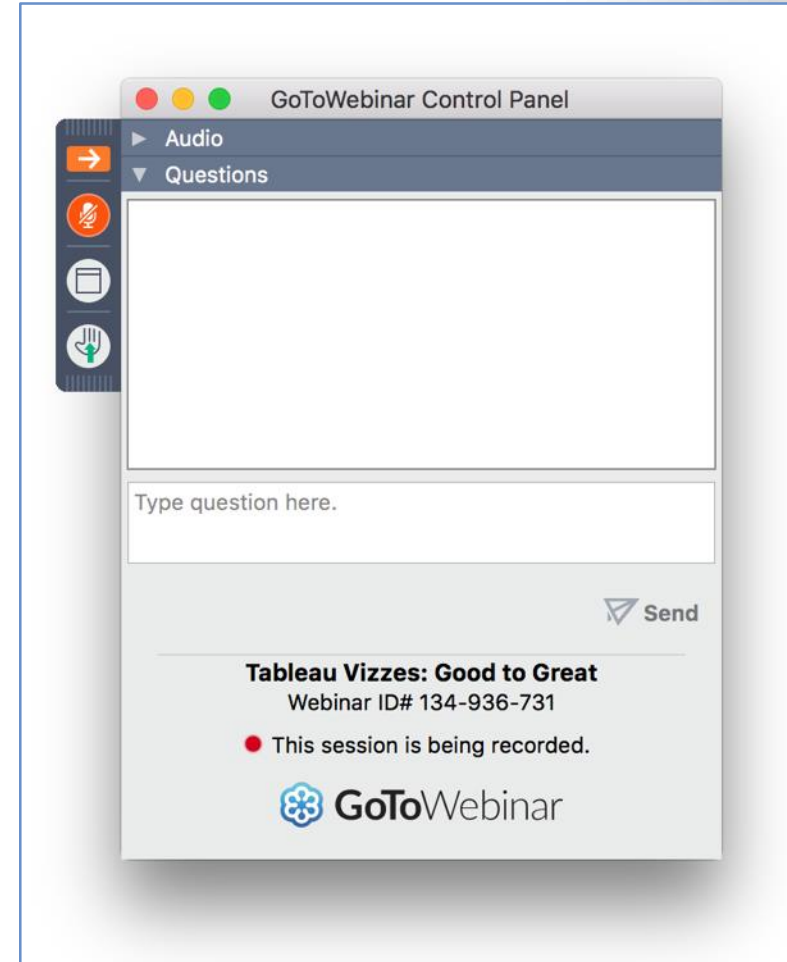
See job descriptions: <https://senturus.com/why-senturus/careers/>
Send your resume to jobs@senturus.com

Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



Thank You



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