



Highlights

- Experience insight wherever you are
 - Interact with information offline or online
 - Confidently and more easily deploy BI to mobile devices
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IBM Cognos Mobile

Intelligence on the go

On the road or in the office: Same great insight

With today's mobile apps, everyone expects information at their fingertips. Whether they are in the office, in line at a coffee shop or on a plane, people want uninterrupted access to data because some decisions just can't wait. Your mobile workforce is no different. Mobile workers need business intelligence (BI) data to be available on their smartphones, notebook computers and tablets wherever they are to make information-driven decisions—even when they're not connected to the web or your network.

IBM® Cognos® Mobile software enables users to access and interact securely with trusted BI content on their iPad and Android tablet computers and iPhone and Android smartphones. A rich and visual experience enables uninterrupted productivity. Mobile decision-making is simple, reliable and secure.

Experience insight wherever you are

Cognos Mobile offers what you need to gain insight wherever you are.

BI capabilities on mobile devices.

View and interact with reports, dashboards and analysis—anywhere you happen to be. You can also work with broad analytic content and all supported data sources in an uninterrupted experience from office to notebook, tablet or mobile phone. In essence, you can work with the same information that is available to you in the office.



The most up-to-date BI available at your fingertips

Make timely and accurate decisions based on the most up-to-date information. You do not need to go to the office to get the latest report because you can automatically refresh or receive reports and dashboards on your device. Reports load page by page, so you don't have to wait for the entire report to download before reviewing it.

Personalized mobile experience

Organize your workspace, give it a new name or connect to multiple servers with the tap of a finger. Arrange content the way you want to see it and select a unique background (Figure 1). Embedded "how-to" tutorials provide tips and tricks to get the most out of the Cognos Mobile application.

Analysis on the go

Keep a pulse on your business while on the road. So you can get to the right level of information when you need it, Cognos Mobile provides the same navigation you have in the office.



Figure 1: Personalize your Cognos Mobile experience by rearranging content and renaming your workspace.

Interact with information offline or online.

You want the same experience in the work world that you have in the consumer world in terms of interactivity and consistency. Cognos Mobile provides you with the same rich, interactive experience you get from consumer mobile applications. You can access highly visual reports and dashboards offline, on your desktop computer or on your mobile device. You can explore business information without having to rely on network connectivity (Figure 2).

For example, you can share your perspectives with others on your iPad by highlighting an area for discussion and then sending an email with comments, insights and actions to the appropriate people. Because you can communicate information regardless of where you are, you can take timely action.



Figure 2: Access highly visual and interactive reports with Cognos Active Report when connected or disconnected.

Enable IT to confidently deploy BI to many mobile devices

Every IT department wants the peace of mind of knowing the mobile devices that employees bring into the organization for analytics use are secure and can be easily supported. Cognos Mobile gives IT the tools they need to protect against data loss and theft while enforcing policy compliance with:

- **BI and device-level security.** Your device and Cognos Mobile offer protection from loss, theft and unauthorized access. The security applies whether the device is online or offline. In addition, Cognos Mobile on the iPad integrates with Good Technology so IT can protect your data from loss and theft while complying with security policies.
- **A single authoring environment.** Cognos Mobile enables BI report authors to write a report once and reuse it so all users can access it, regardless of language, locale or format (web, mobile, desktop productivity suite and more).
- **Single administration environment.** Cognos Mobile offers administrators capabilities such as scheduling and bursting for mobile devices. IT can ensure that mobile workers receive the latest BI data because they can send out reports to specified sets of users on a schedule.
- **Flexible support for the leading mobile devices.** Cognos Mobile supports the leading mobile devices and operating systems. With options for web access and native applications, Cognos Mobile is designed to fit right into your organization's mobile strategy.

What technologies does Cognos Mobile support?

Cognos Mobile supports these mobile devices and operating systems:

- Apple iPhone and iPad
- Google Android tablets and smartphones



Conclusion

With Cognos Mobile, your mobile workers can make information-driven decisions, regardless of their location. Whether your mobile users are executives, sales personnel, account managers or others, Cognos Mobile provides them with uninterrupted productivity so they get the insight they need to maximize performance.

To download Cognos Mobile from Apple iTunes, go to: <https://itunes.apple.com/us/app/ibm-cognos-mobile/id455326089?mt=8>)

To download Cognos Mobile from Google Play, go to: <https://play.google.com/store/apps/details?id=com.ibm.cogmob.artoo>

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management and risk management.

Business Analytics solutions enable companies to identify and visualize trends and patterns in such areas as customer analytics that can have a profound effect on business performance. They can compare scenarios; anticipate potential threats and opportunities; better plan, budget and forecast resources; balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision making to achieve business goals. For more information, see ibm.com/business-analytics.

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Produced in the United States of America
October 2013

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