

IBM Business Analytics

The *trusted* path to Gen AI-powered
business intelligence



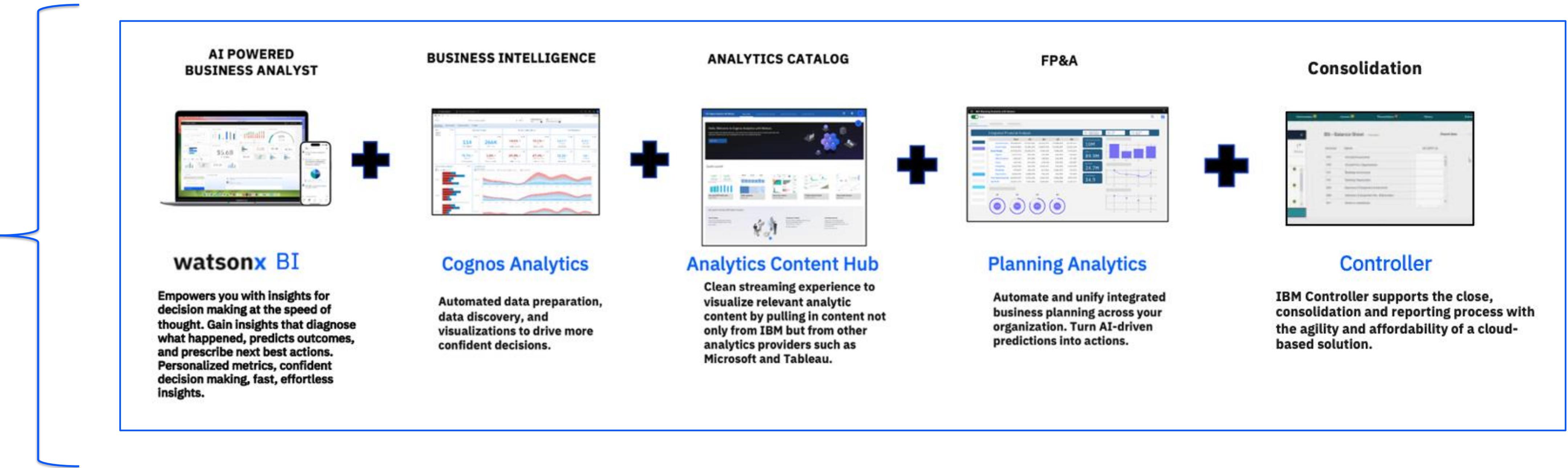
Stephen Green

IBM EMEA Techsales Leader – Business Analytics

IBM

IBM Business Analytics Portfolio

watsonx™



IBM Planning Analytics

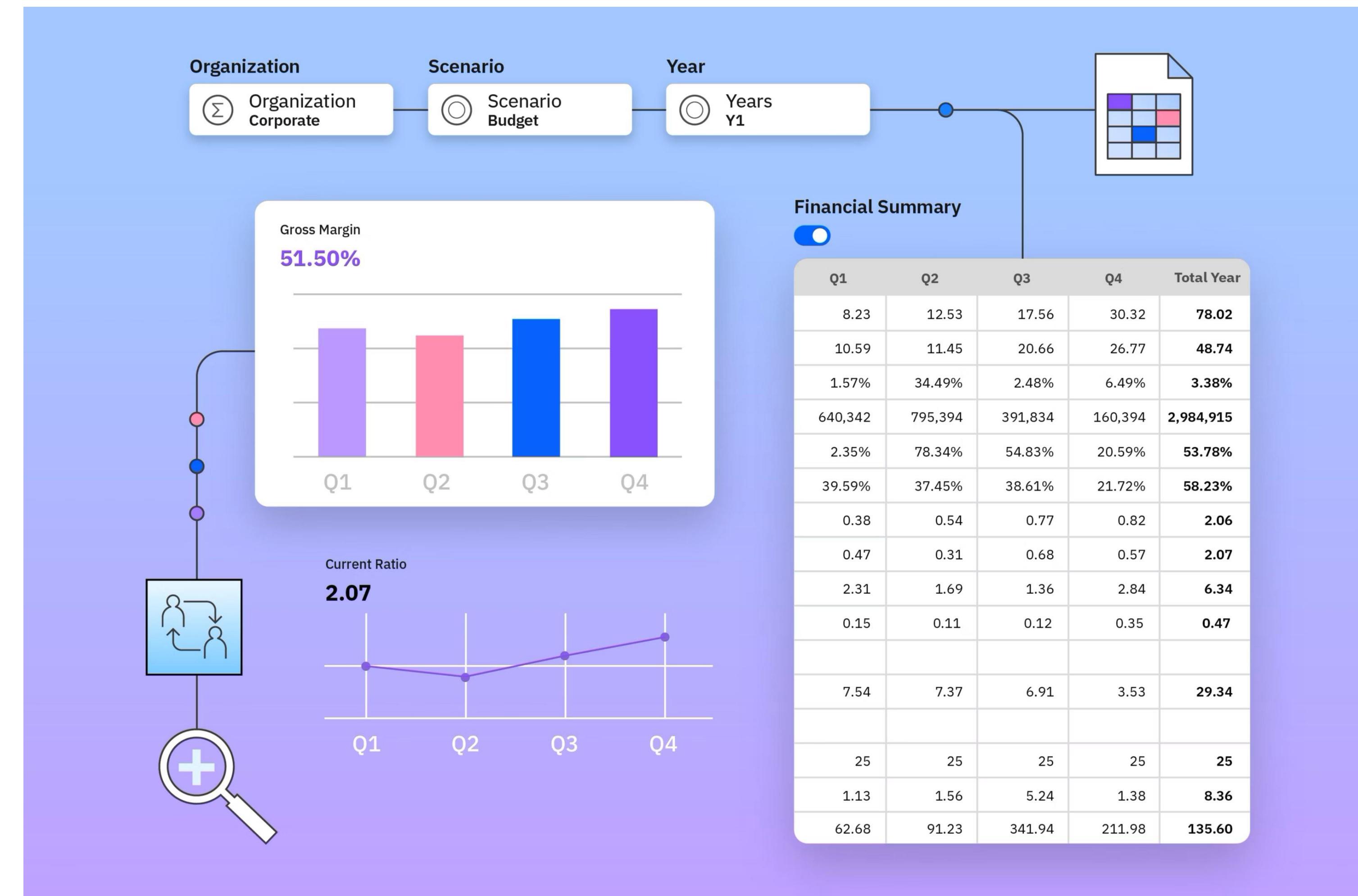


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Theme & Roadmap



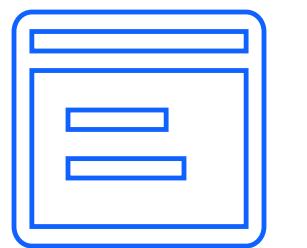
Our Vision

To enable organizations to drive future-ready business performance with an integrated, easy-to-manage, and extensible planning and analytics application, anywhere.

Our Clients

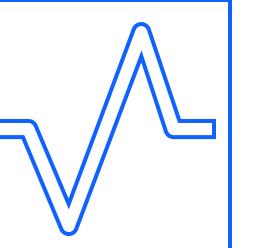


IBM Planning Analytics Focus



Service Modernization

- All Planning Analytics services are scalable
- Service integration and cloud data sources
- Improved self-service
- Planning Analytics SaaS on additional cloud providers (Azure)
- APIs for Planning Analytics and TM1
- Better support for CI/CD



Insights to Actions with AI

- Integrated AI assistant for all Planning Analytics roles
- AI Insights layered on top of existing solutions
- Predictive forecasting built into Workspace and Planning Analytics for Excel
- Native integration to IBM services (watsonx)



Business Owned

- Empower analysts to generate insights and build planning solutions with less investment
- Reduce the dependency on model development
- Expose power of TM1 through easy-to-use interfaces
- Transition modeling from developer to analyst focus
- Meet users where they are

2025 Key Wins

Action button

Simplifies planning by automating multi-step tasks into one-click actions—making navigation, process execution, and feedback faster, clearer, and more intuitive.

Gen AI: Explain cell

Helps users instantly understand how cell values are calculated—whether from inputs, rules, or consolidations—making data more transparent and planning more confident.

Gen AI: Outlier Analysis

Enhances data quality by automatically detecting and explaining anomalies. Users get clear, AI-generated insights directly in the chart—making it easier to investigate issues, trust the data, and plan with confidence.

Data Accountability

Gives plan owners the ability to assign clear ownership of data, ensuring contributors work with the right context.

This streamlines collaboration, improves data accuracy, and creates a more efficient, user-focused planning process.

*Smarter planning,
seamless experience...*

Gen AI: Summary for Multivariate Forecasting

Transforms complex forecast charts into clear, narrative insights—explaining variable impact, outliers, and corrections so that users can make faster, more informed decisions with confidence.

Current & Future Focus

Modernization in Motion: Where Innovation Meets Experience

Our Design team is in an exciting phase, focusing on **modernizing the user experience and interface** for Planning Analytics.

We know our product is powerful, but we see tremendous value in making **it more intuitive, visually modern, and user-friendly**.

Right now, we're exploring **key opportunities for modernization**, starting with **theming and smart formatting in Workspace**.

Our goal: Deliver an experience that feels smart, seamless, and modern, helping users work more efficiently and enjoyably.

Listening to Our Users: Designing with Purpose

To build a truly modern planning experience, we're actively engaging with our customers through user interviews.

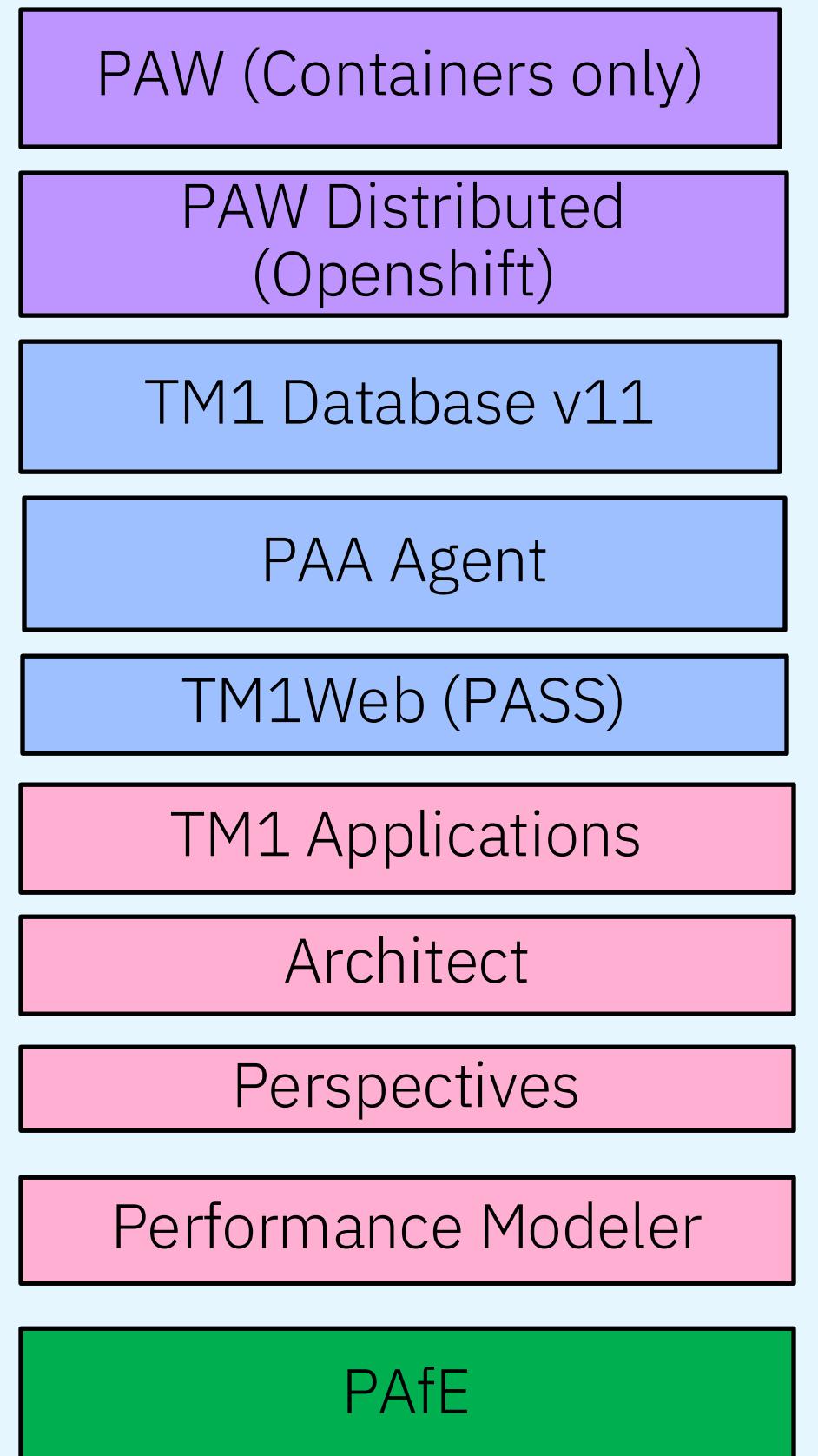
These conversations help us uncover the real challenges users face day-to-day, validate what matters most to their businesses, and understand what “modern” means from their perspective.

By learning directly from our users, we're able to design solutions that are not only smarter—but more meaningful, intuitive, and impactful.

IBM Planning Analytics

Offering Matrix

1. Planning Analytics Local
2. Planning Analytics on Cloud

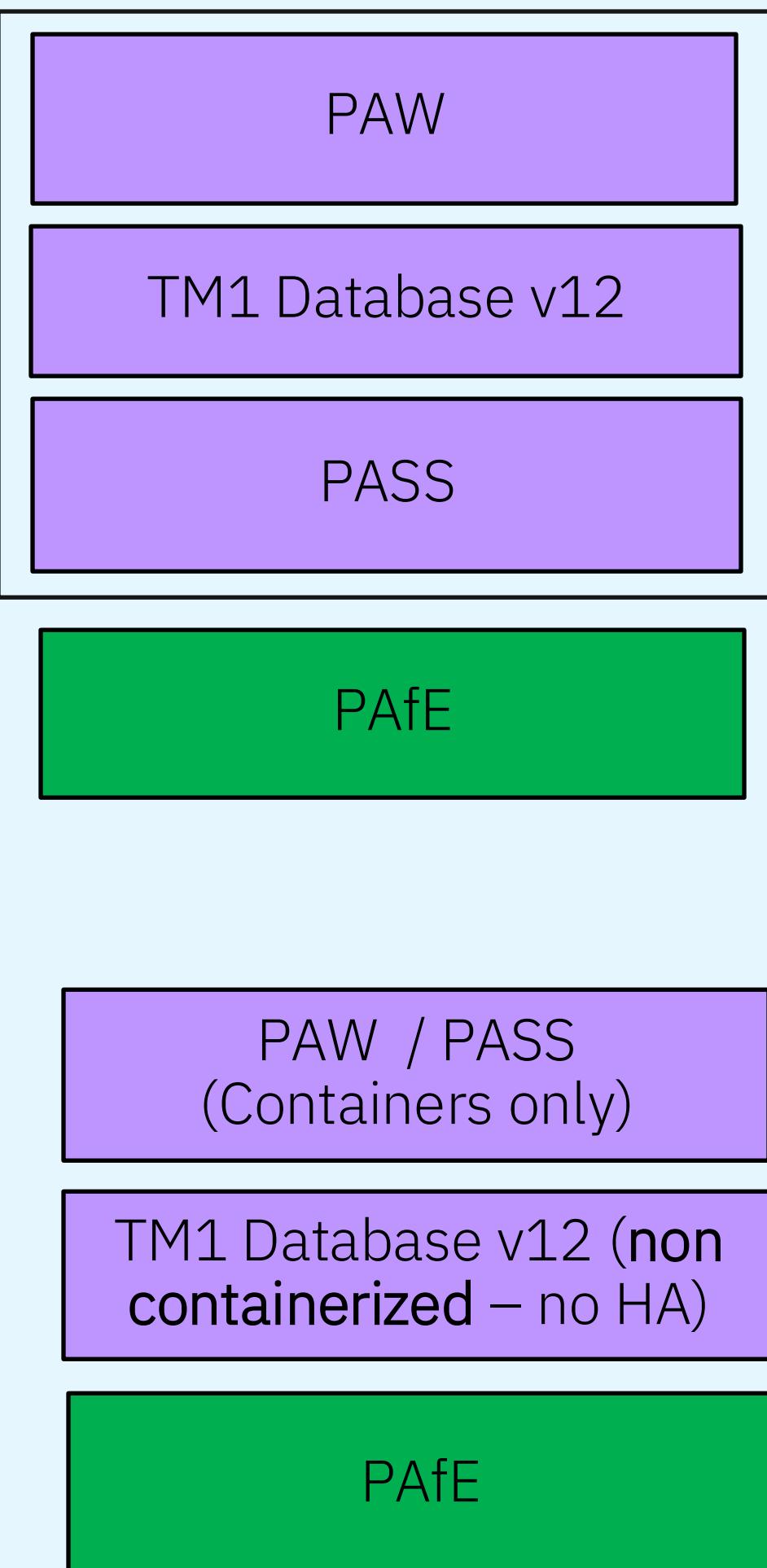


Legend

- Removed in 2024/25
- Modern service
- Excel
- Legacy service

1. Planning Analytics SaaS
2. Cloud Pak for Data / SW Hub
3. Planning Analytics Certified Containers (NEW!)

1. Planning Analytics Local 3.1 (In the lab)



Planning Analytics as a Service

Regions & Availability Zones

Zone/Regions – Today

AWS-US East (N.Virginia)
AWS- Germany (Frankfurt)
AWS- Australia (Sydney)
Azure-US West (Washington)
AWS-Singapore* (Singapore)
AWS-Canada* (Toronto)
AWS-Japan* (Tokyo)
AWS-India* (Mumbai)

Zone/Regions – Planned

Azure- Germany* (Frankfurt)

* New in 2Q25



- PAW and PAE are fully HA services always running
- DR achieved by leveraging availability zones within a region
- Requests are balanced between all 3 availability zones

AWS

Azure

Planning Analytic Local v2.0.9 is transitioning to Extended/Sustained Support



Upgrade to PA
v2.1.x or 3.1.x

IBM Planning Analytics Local

Version: 2.0.9

PID : 5737-B03

Lifecycle dates, announcement letters and other information

General Availability :

16-Dec-2019

Transition to Extended/Sustained or End of Support :

31-Oct-2025 , [AD25-0080](#)

Completion of Extended, Sustained, Extension availability :

31-Oct-2029

What's new & coming in Planning Analytics 25

Subset of Innovations Delivered & “In the Lab”



Planning Analytics Workspace (PAW)

Feedback from a customer

- 10 feature releases planned in 2025
- 100+ features delivered
- Supports both TM1 v11 and v12
- Doubles down on AI / GenAI / Agentic AI use cases and use experience modernization

Hello, I've finished reviewing PAW 2.1.13 as part of our annual PA update and we're ready to go into production. With that version (vs 2.0.96 in production), we have received 3 major key improvements

I've finished reviewing PAW 2.1.13 as part of our annual PA update and we're ready to go into production. With that version (vs 2.0.96 in production), we have received 3 major key improvements

- **Format manager:** Key improvement on member formatting, formatting by attribute and spacers now allow us to format a cubeview as a pixel-perfect financial report with ease.
- **Support for passing a MDX expression to a TI parameter:** we can now seamlessly pass multiple members to a parameter in a TI script, thus removing one of the major historical limitations in PA UI
- **Global variables:** the ability to call variables from any widgets within the book. This new feature will essentially remove all modeling limitations in dashboards and give an Excel-like freedom to modelers, including: multiple variables per dimension, ability to interact with dimensions that don't belong in the widget

The last feature, **Global variables**, is a **major milestone** for Planning Analytics Workspace. It will allow PA customers to deliver solutions that feel simple and intuitive for users, as the interface is now capable of handling all the complex logic in the background.

Once again, huge thanks to the development and product management teams! Planning Analytics is achieving a pace of innovation that is rarely seen in the enterprise business software market

Planning Analytics Workspace Plans

Data Accountability

Support customers using accountability and responsibility applications in TM1 Contributor

Enables Workspace Analyst role to create and manage workflow based on a hierarchy in the TM1 model

Same workflow logic as TM1 Contributor. Workflow states for each member in the accountability hierarchy are stored in a TM1 cube

Flexible and customizable. Support for behavior from TM1 Contributor is one possible option

The screenshot displays the IBM Planning Analytics workspace interface. The top navigation bar shows 'IBM Planning Analytics' and 'New Plan for the Day'. The main area is titled 'New Plan for the Day' and contains sections for 'Tasks' and 'Assets'. In the 'Tasks' section, a task named 'DA1' is selected, and the assignee is set to 'B'. The 'Assets' section shows a contribution book for 'PAW Plans' with a single row of data:

1	0.00
2025	0.00
Q1 2025	0.00
Jan 2025	0.00
Feb 2025	0.00
Mar 2025	0.00
Q2 2025	0.00
Apr 2025	0.00
May 2025	0.00
Jun 2025	0.00
Q3 2025	0.00
Jul 2025	0.00
Aug 2025	0.00
Sep 2025	0.00
Q4 2025	0.00
Oct 2025	0.00
Nov 2025	0.00
Dec 2025	0.00

The left side of the screen shows the '2025 Q2 - Forecast Plan' editor. It includes sections for 'Plan details', 'Image', 'Co-owners', 'Notifications', and 'Database settings'. The 'Database settings' section is active, showing a 'Select database' dropdown set to 'PAWPlans' and a note that the database is ready to use. The 'Setup accountability' section shows a dimension for 'AccountabilitySource' and a hierarchy for 'AccountabilitySource'. A 'Synchronize members' link is also present.

Planning Analytics Workspace Plans

Workflow processes

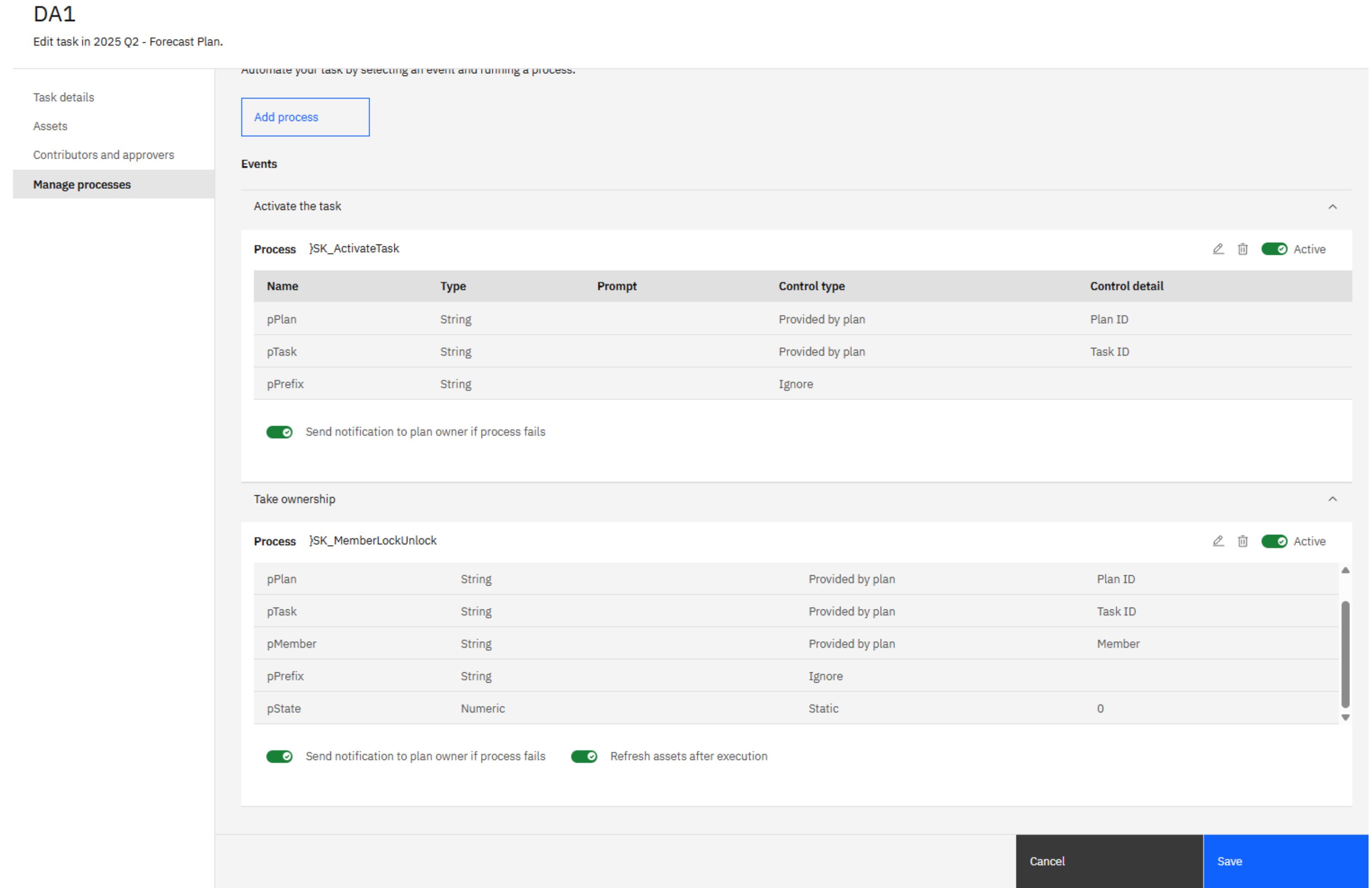
Allows Workspace plan owners to insert their own workflow logic with Turbo Integrator processes

Can be used to set element and cell security, lock and unlock slices, enable data reservation, and anything else a TI process can do

Supports automation when tasks are opened and close and when workflow states are updated by contributors and reviewers.

Plan ID, Task ID, and member can be passed to TI processes

Works with both task types



DA1
Edit task in 2025 Q2 - Forecast Plan.

Automate your task by selecting an event and running a process.

Add process

Events

Activate the task

Process }SK_ActivateTask

Name	Type	Prompt	Control type	Control detail
pPlan	String		Provided by plan	Plan ID
pTask	String		Provided by plan	Task ID
pPrefix	String		Ignore	

Send notification to plan owner if process fails

Take ownership

Process }SK_MemberLockUnlock

Name	Type	Prompt	Control type	Control detail
pPlan	String		Provided by plan	Plan ID
pTask	String		Provided by plan	Task ID
pMember	String		Provided by plan	Member
pPrefix	String		Ignore	
pState	Numeric		Static	0

Send notification to plan owner if process fails Refresh assets after execution

Cancel Save

Planning Analytics for Excel (PAfE) & Websheets (PASS)

Strategy

- Existing reports will continue to be supported in MS Excel and Websheets
- Continuous enhancements to response time
- New features will only be added into Universal Reports
- Expansion of Operating Systems where PAfE can operate

Recently Delivered

- PAfE enhanced performance for very large reports using DBRW. (eg 100k rows)
- Support for inserting spacers and custom headers in Universal Reports.
- Support for Adding custom excel formulas in Universal Reports
- Holds in URs
- Support for Pick lists added to URs
- Parameter for Auto Commit added to URs
- Parameter to disable UR Static Gutters added

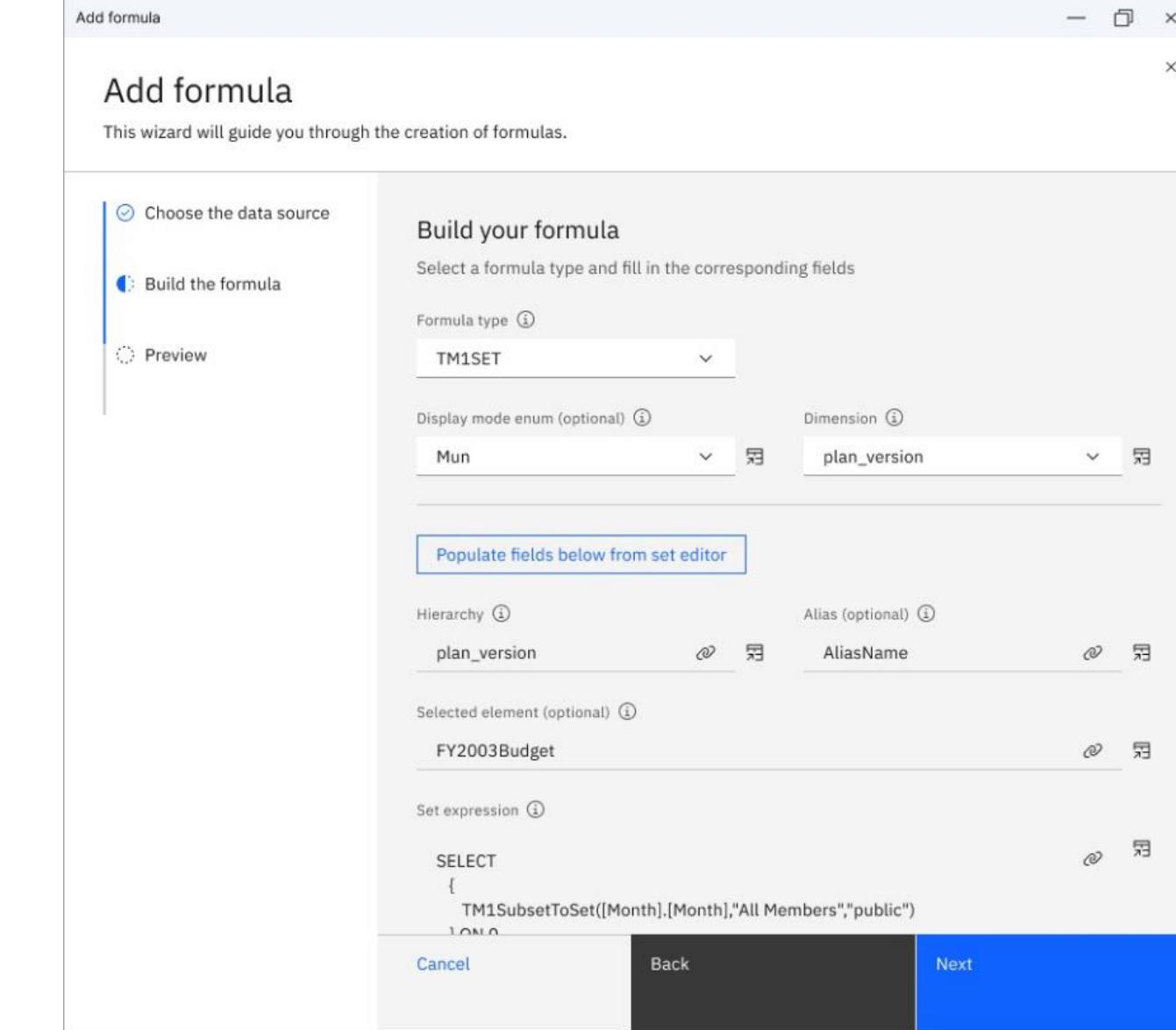
Focus Areas

- Enhanced Excel integration
- Performance tuning
- User experience improvements

Planning Analytics for Excel (PAfE) & Websheets (PASS)

What's coming?

- Workspace and PAfE common calculation editor (Q4 2025)
- Formula Wizard TM1SET (Q4 2025)
- Quick Report to Static Universal Report converter (Q4-2025)
- Sandboxes in Universal Reports (Q4 2025)
- Common Workspace and PAfE preferences for cube viewer and set editor (Q4 2025)
- Universal Reports Static – convert row/column to TM1VAL (Q3/Q4 2025)
- Universal Reports – Univariate Forecasting (H1 2026)

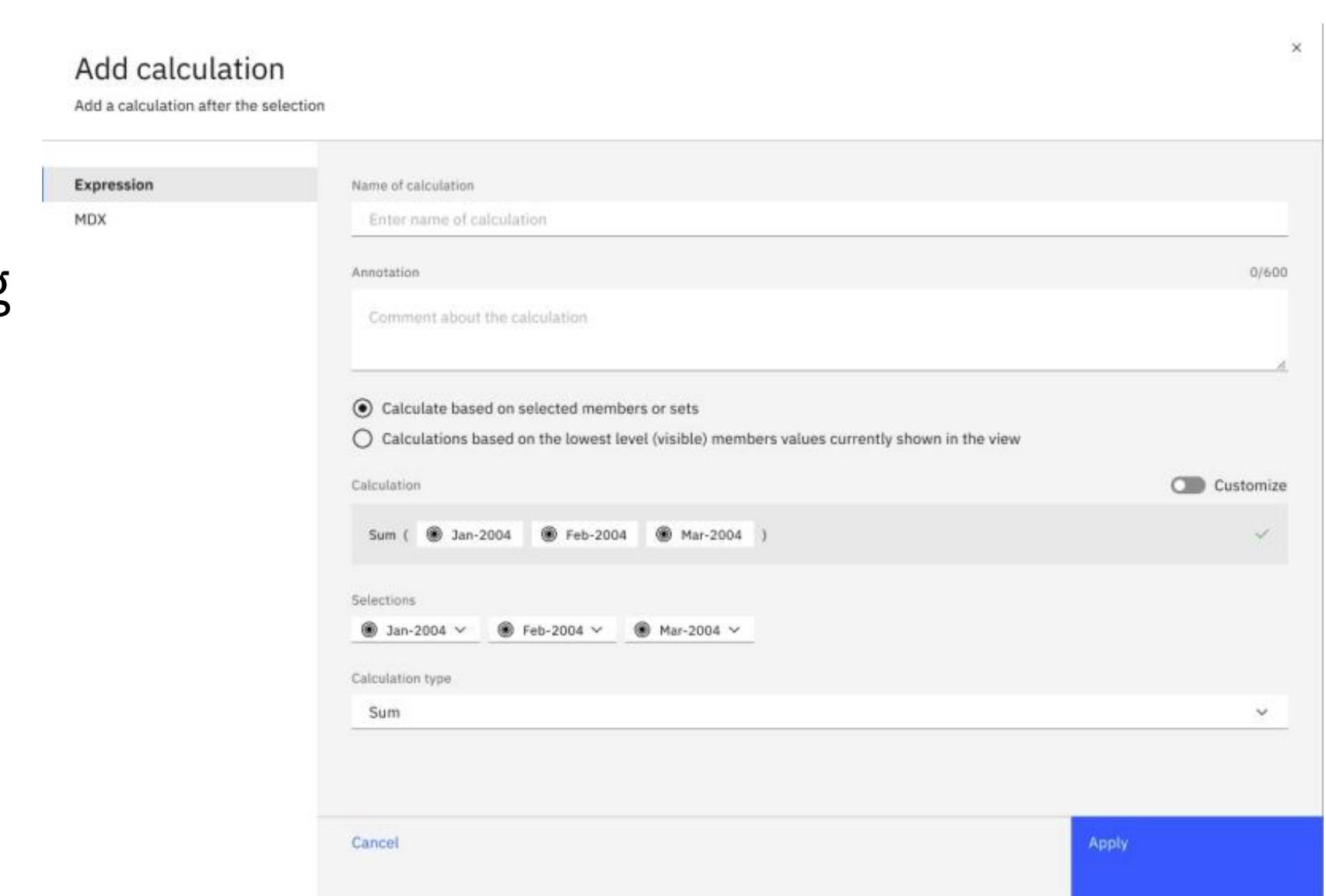


Calculation UI Preview

- New common dialog for creating new calculations.
- Will be supported for adding new calculations into Universal Reports.

Formula Wizard Preview

- New UI to create and edit formulas
- Planned support for TM1Set, TM1Val, and eventually DefineCalc
- Reduces the learning curve for working with these newer formula types



Planning Analytics TM1 Database v12

What's delivered & What's coming?

12.5.x (1H 2025)

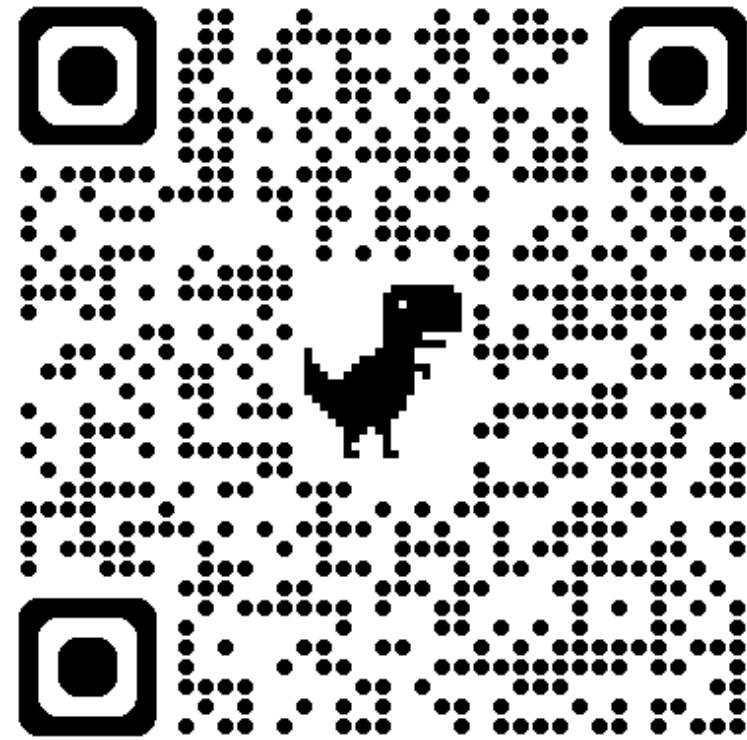
- Improved Turbo Integrator process execution logging
- Turbo Integrator custom response messages
- Invalid tuple handling with optional ERROR_ON_BAD_TUPLE query keyword
- Performance issue in MDX due to large number of dimensions

12.5.x (2H 2025)

- Public\private sandboxes
- Drill through to MDX views
- Improved replication and transaction performance
- Egress control for ExecuteHTTPRequest
- Apache Arrow data source support
- Update group memberships on new sessions
- Improve Turbo Integrator performance with MDX views
- Major update to Turbo Integrator scripting language

Public Roadmap

ibm.biz/pa-roadmap



Aha Idea Portal

ibm.biz/pa-ideas



techXchange Community

ibm.biz/pa-community



Free Trial

ibm.biz/patrial



Planning Analytics AI / GenAI / Agentic AI Direction

From **Insights**
To **Intelligent Actions**

AI represents a huge opportunity in the Enterprise Performance Management market

\$11.7B

IDC is forecasting the Enterprise Performance Management Market will [grow to \\$17.7B](#) by 2029

~45%

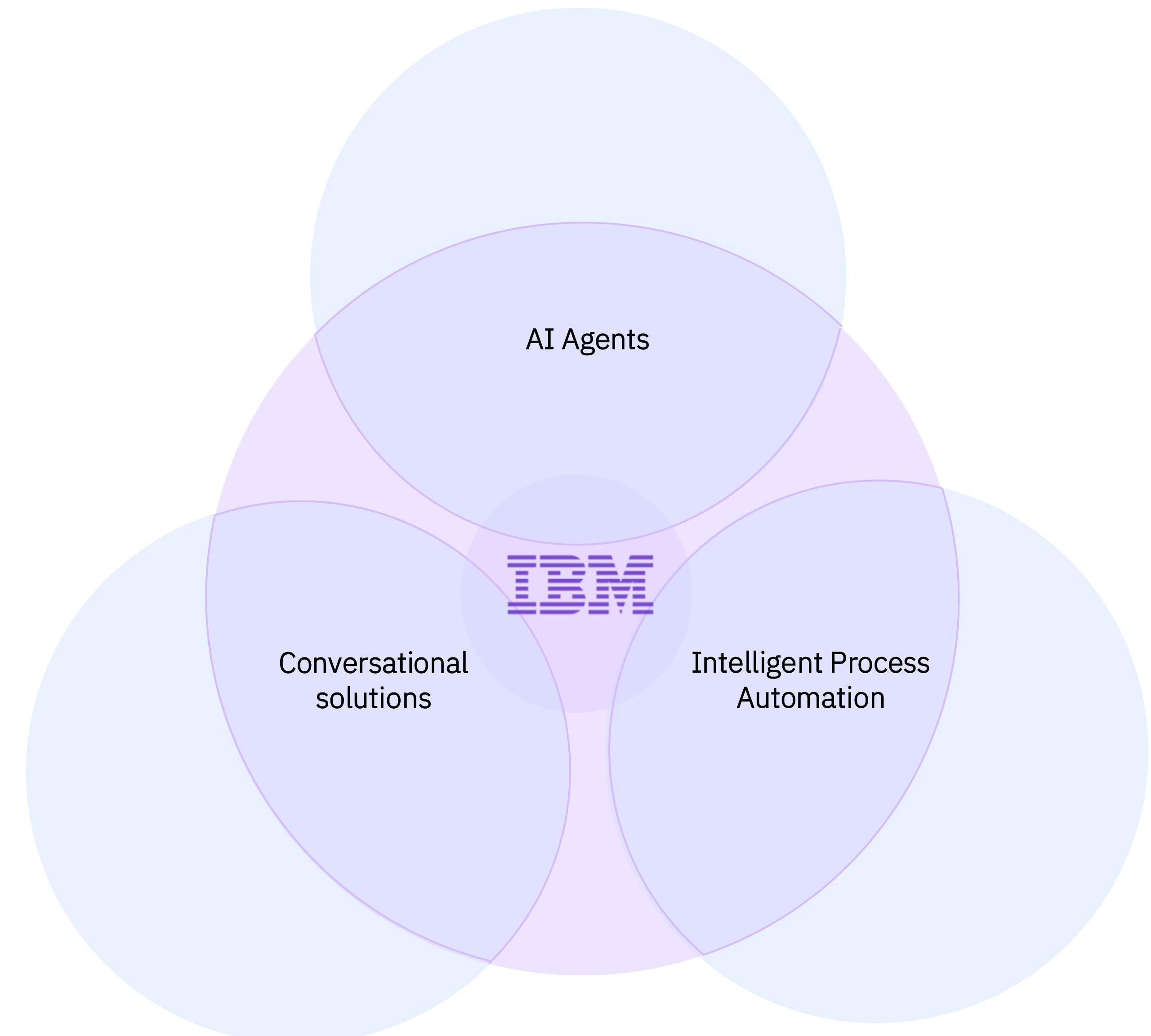
Four vendors including IBM account for 45% of the EPM market. The remaining [55%](#) represents significant [growth](#) opportunity.

75%

of CEOs say their competitive advantage rests in AI

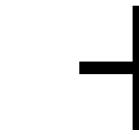
The advent of AI Agents tightly integrated with existing AI Assistants and automation investments, have ushered [a new white space opportunity to unlock](#) Enterprise Productivity worth

\$147B



IBM Planning Analytics Assistant, powered by watsonx

Designed to be your advisor, boosting productivity and helping you make better decisions faster



Planning Analytics
Market leading integrated planning solution

10%

[Mawgif](#) increased operational performance

50%

[ICBC Argentina](#) reduced reporting time from four to two, weeks

83%

Reduced forecasting effort for [Novolex](#), even amid changes.

Open
Based on the best AI and cloud technologies

Targeted
Designed for targeted business use cases

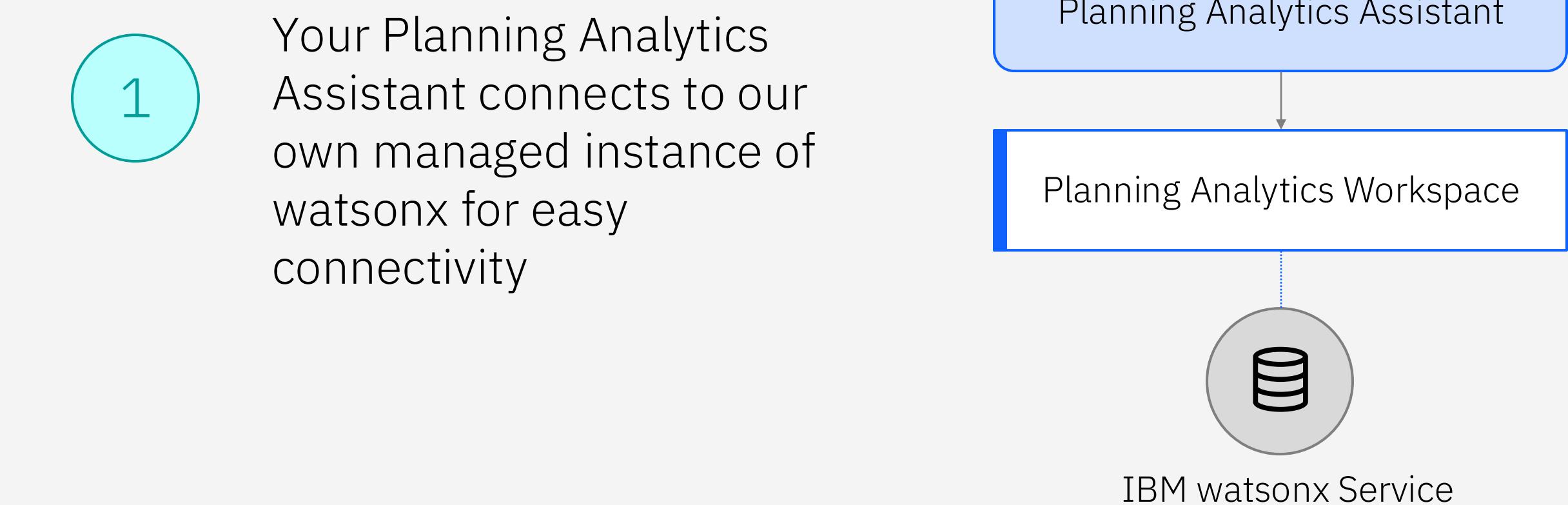
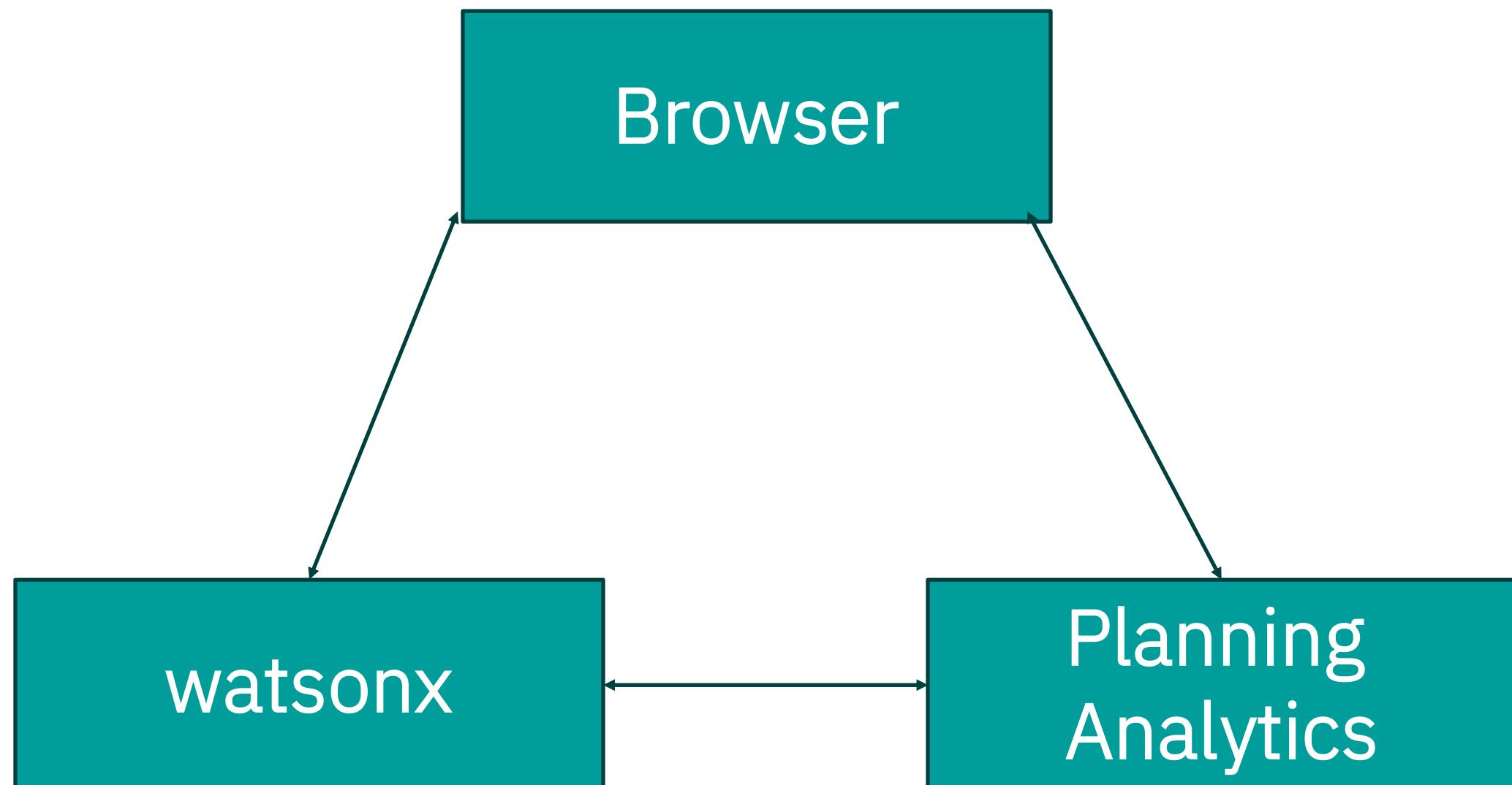
Trusted
Built with governance, transparency, and ethics

Empowering
Bring your own data and models, and run anywhere

Planning Analytics Assistant

powered by **watsonx**

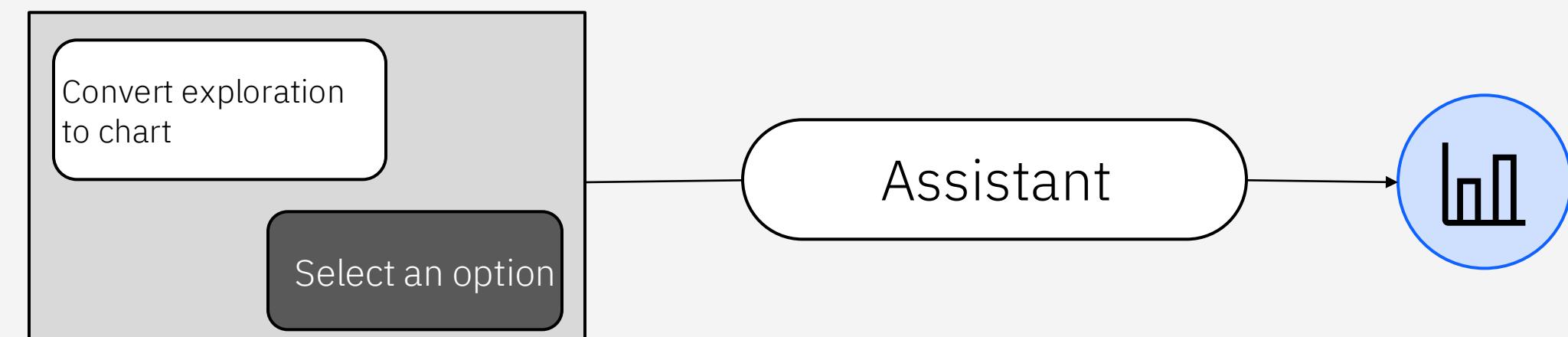
Simple, Elegant, Managed



1 Your Planning Analytics Assistant connects to our own managed instance of watsonx for easy connectivity

2 Planning Analytics local customers can utilize a hybrid approach to create the connection to our managed instance of watsonx for use with the Planning Analytics Assistant.

3 Users across the organization can use all the assistant features as long as they meet the entitlement requirements.

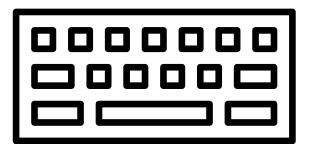


Who is the Planning Analytics Assistant for?

Key Themes

Key personas

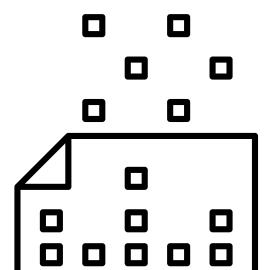
Ease of Use



Business leaders

Interact with data easily and deliver faster, more accurate reports and forecasts with AI-powered insights

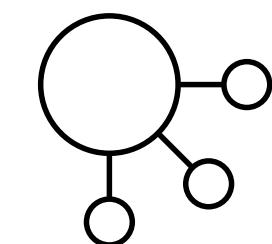
Explainability



Decision owners

Interact with data easily and deliver faster, more accurate reports and forecasts with AI-powered insights

Content/Data Manipulation



Knowledge workers

Get instant, natural language summaries of any data point – no more second-guessing or chasing down explanations.

PA Assistant Supports both Managed Gen AI and Self-Service w/Watsonx Orchestrate

Capability breakdown

	IBM Managed Gen AI	Customer Managed (Agentic AI)
Chat Assistant Interface	●	●
On-Demand AI toolbar button access	●	●
Chart Insights	●	●
Outlier Analysis	●	●
Impact Analysis	●	●
Explain Cell	●	●
Exploration Analysis Report	●	●
Data Explorer	●	●
Planning Analytics Assistant Managed Roadmap	●	●
IBM Managed Watsonx Connection	●	
Trial available	●	
Watsonx Orchestrate Integration (tools and agents)		●
Leverage Planning Analytics pre-built Watsonx tools		●
Leverage pre-packaged Planning Agents		●

One Part at 30\$ per user per month to cover both deployments

Choose to deploy either PA Assistant or PA with Watsonx Orchestrate

Utilize PA Assistant features and agentic integration through PA with Watsonx Orchestrate

IBM Client-0 Finance Transformation

- **IBM Finance Transformation**

Achieving enterprise-wide transformation through AI-powered planning and reporting

~95%

fewer FP&A tools since 2010—leaner, faster workflows

~40%

gain in FP&A productivity since 2020

~140K

data points predicted monthly

- **IBM Merge & Acquisition Strategic Transformation**

- IBM M&A has been using Planning Analytics very successful to forecast and plan for all the complex **M&A activities**, managing a portfolio of companies that IBM buys and sells - **the heartbeat of the IBM business**.

- **Co-create with IBM Finance – PA+wxO integration**

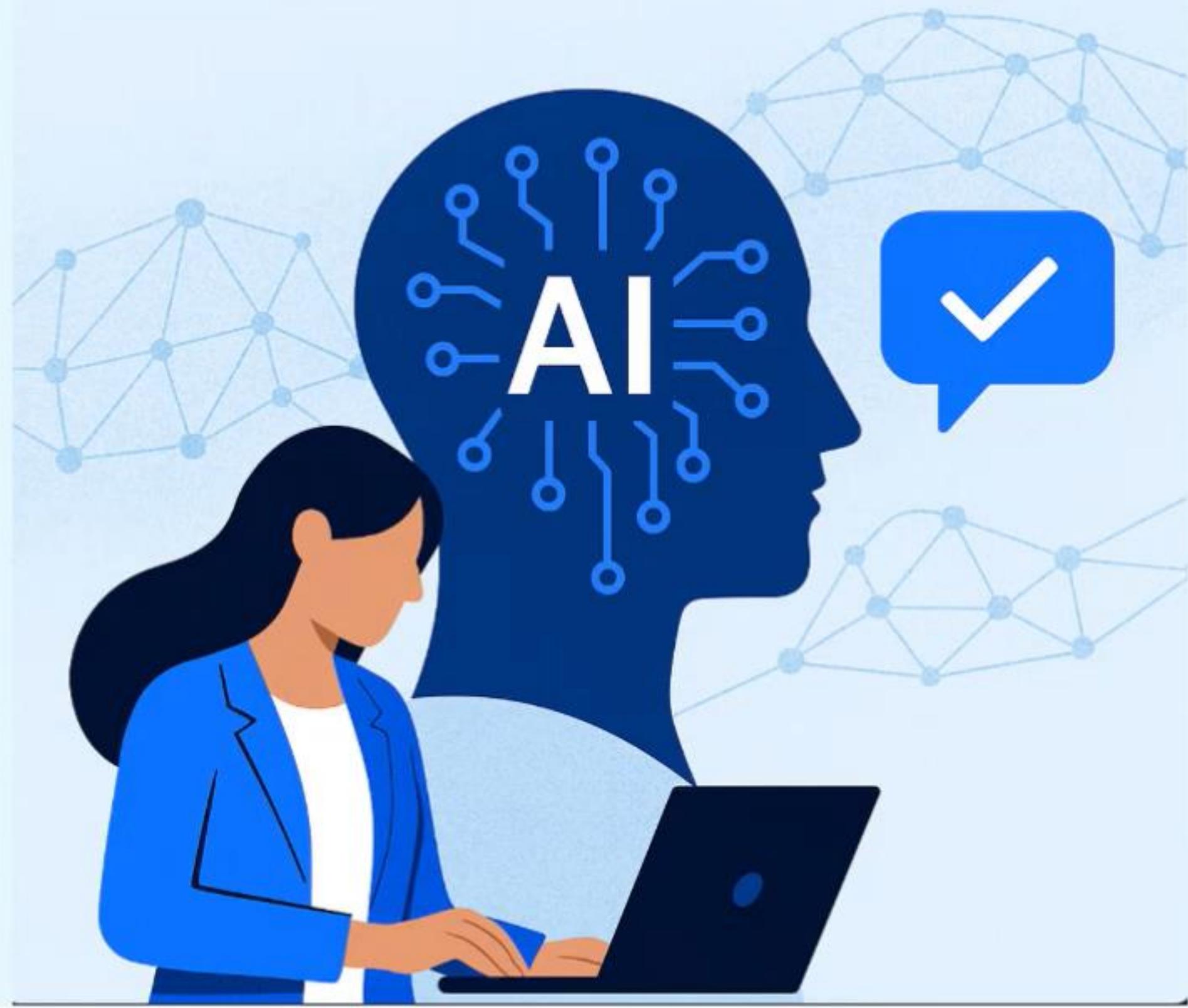
- 2-day workshop in July 2025. **7 use cases** identified during the workshop, which were meticulously scored against **7 distinct assessment criteria**, ranging from market opportunity to IBM client needs and our competitive market differentiation, with a potential of productivity gain of 70%.

Sample Demo – Financial Controller Tax Agent

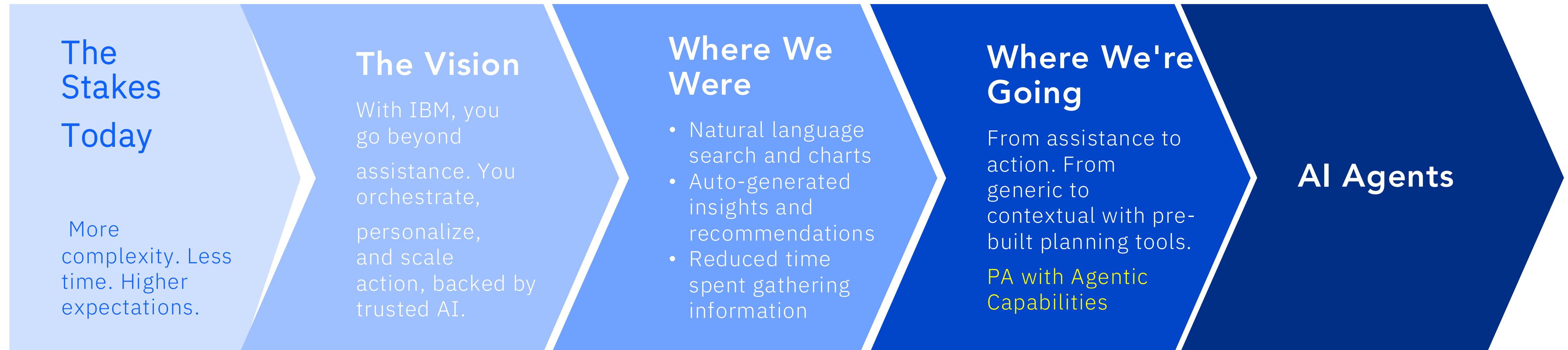
IBM Planning Analytics

Now with Agentic Capabilities

IBM Planning Analytics with
[watsonx Orchestrate](#)



Reimagine Enterprise Planning with Agentic Intelligence



Planning Analytics Pre-Packaged Agents

Update Model Agent

- Update PA models through watsonx Orchestrate

Scenario Planning Agent

- Create what-if analyses

Gen AI Agent tools

- Leverage the PA Assistant generative AI features through

Forecasting Agent

- Predict the future with Planning Analytics forecasting and watsonx

IBM Cognos Analytics

The *trusted* path to Gen AI-powered
business intelligence



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IBM EMEA Techsales Leader – Business Analytics



Why Cognos?

IBM achieved enterprise-wide transformation through AI-powered planning and reporting

IBM streamlined its global financial and workforce planning by implementing a unified Enterprise Performance Management platform.

By integrating Cognos Analytics and Planning Analytics, IBM replaced hundreds of fragmented tools and empowered teams across the company with real-time, AI-driven insights.

The initiative enhanced decision-making, improved collaboration, and established a consistent, scalable approach to reporting, planning, and forecasting.

Outcomes

- 30,000+ employees empowered by real-time, AI-driven dashboards.
- USD 200M+ value delivered through AI-driven automation since 2023.
- ~40% gain in productivity since 2020.

Solution components

IBM Cognos Analytics
IBM Planning Analytics

[Read the full story →](#)

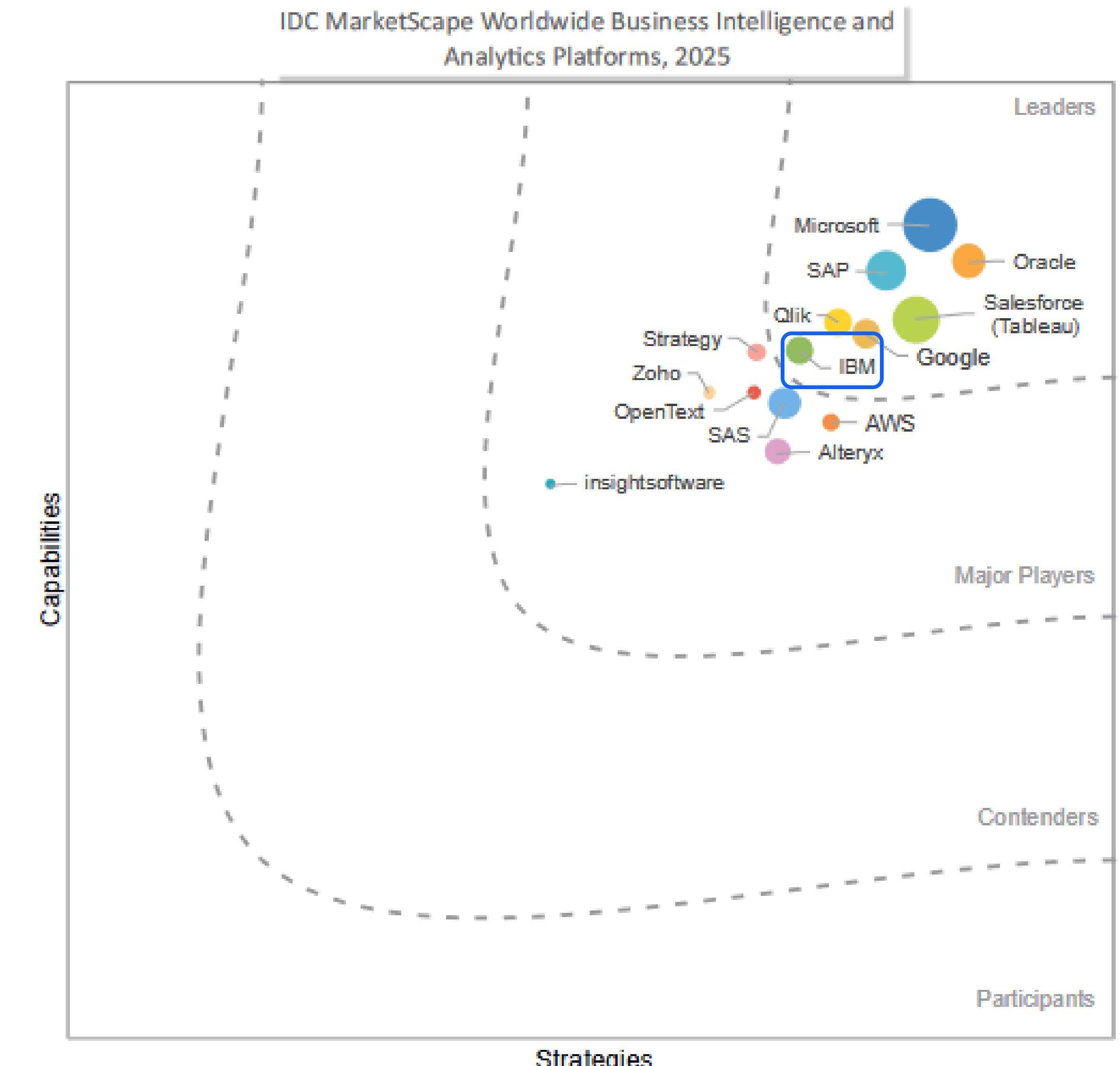
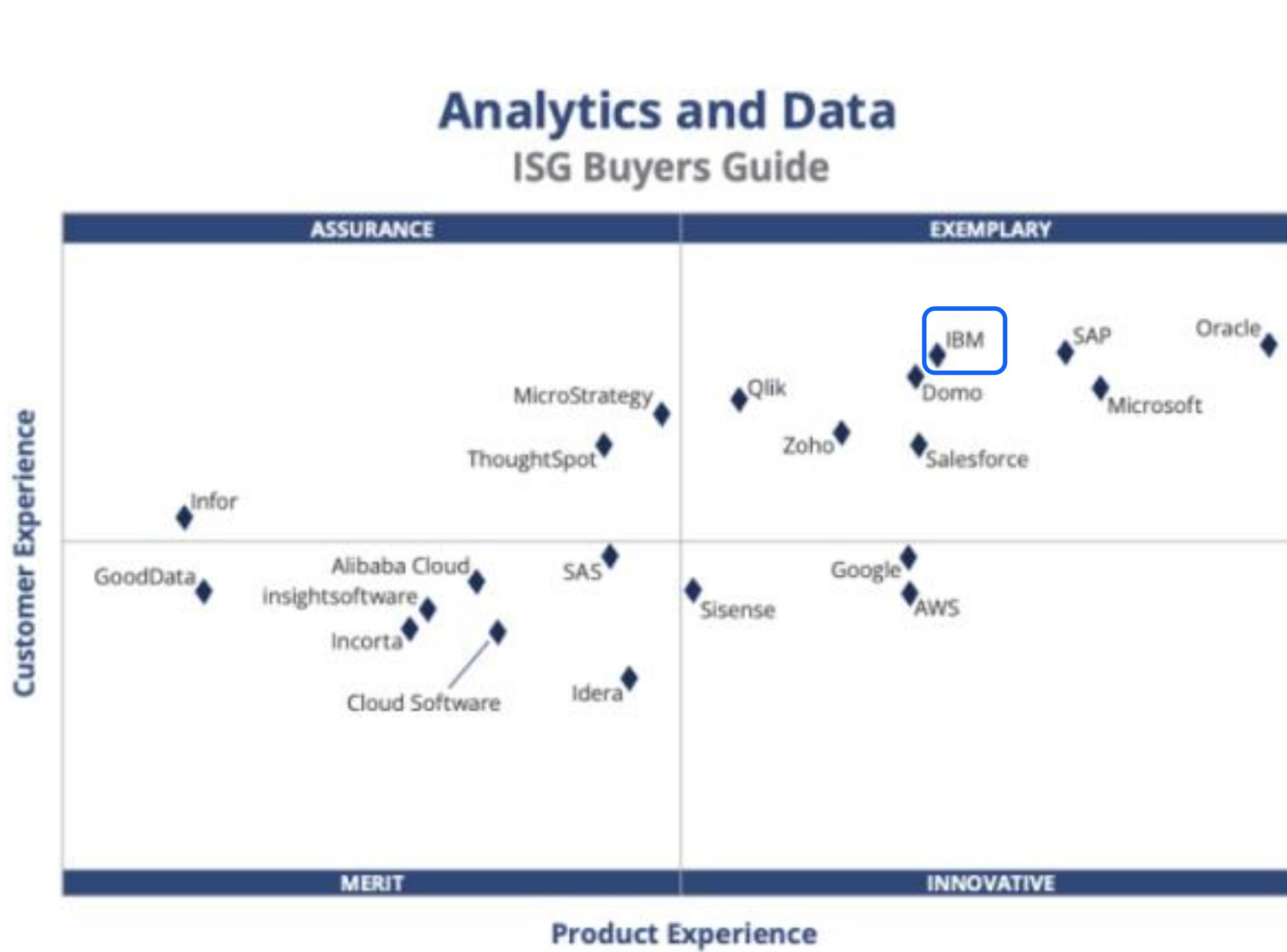


“Data is no longer just an enabler—it’s the entire business.”

Ed Lovely

Vice President and Chief Data Officer
IBM

Analyst reports



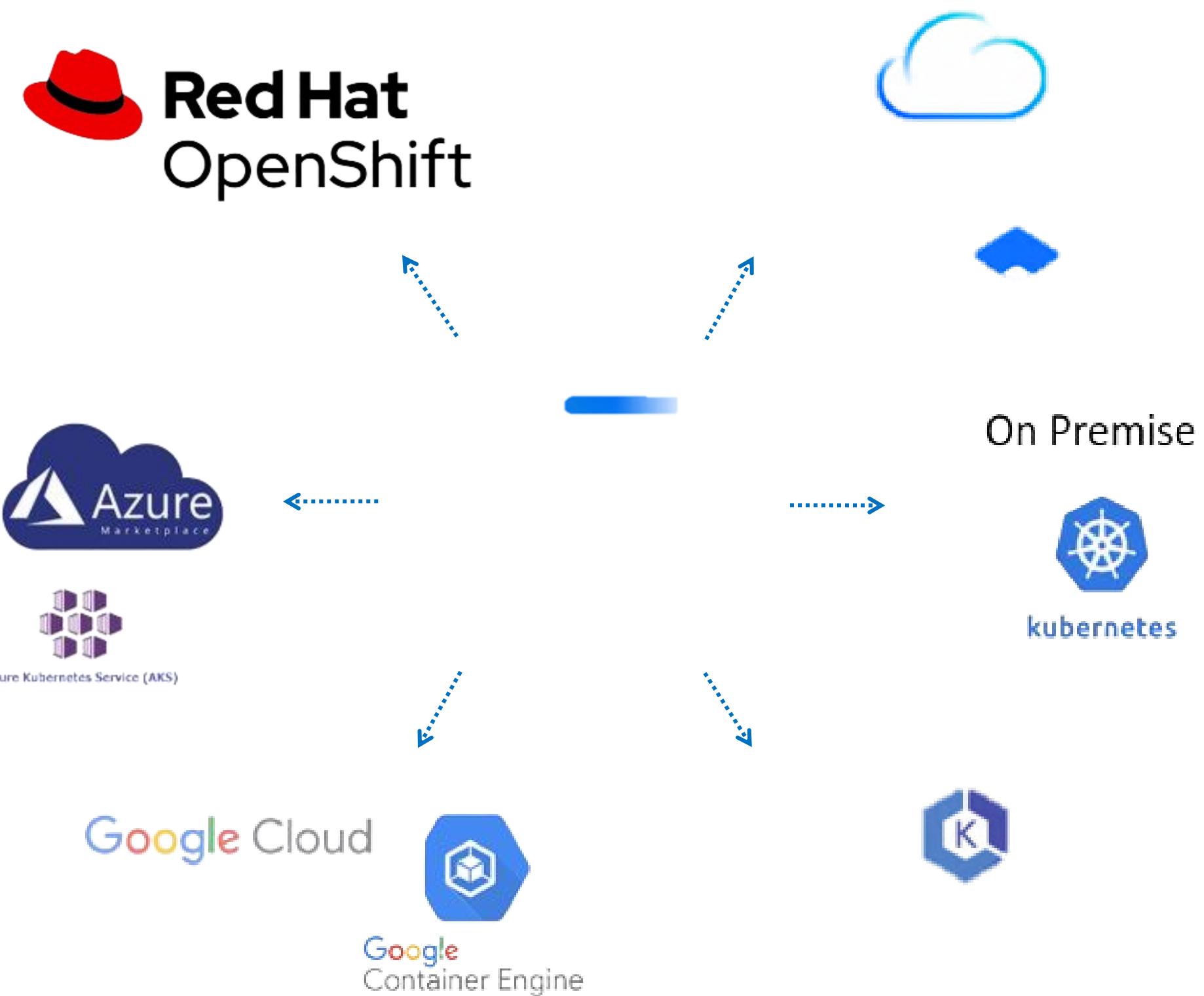
Cognos Analytics

Certified Containers

Available now

Cognos Analytics Certified Containers

Highly scalable, resilient and available



Opportunity:

Enable cloud-native modernization for customer-managed Cognos, with support for any Kubernetes environment—including hyperscalers—and microservices to operate more efficiently.

Coming in 3Q

Cognos Analytics Reporting Agents

Report Recommendation

Report Summarization

Report Authoring

Metrics Authoring

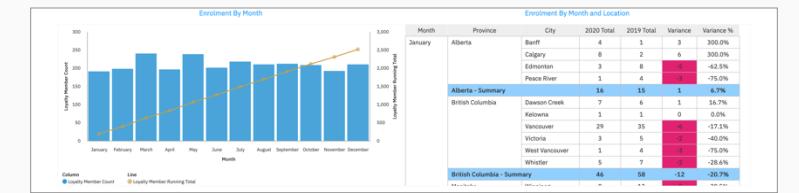
Report Sharing

What customers are in the pipeline?

Global team pipeline report includes analysis of customers in the pipeline.

Summary: This report contains a list of customer with opportunity size, revenue type, sales stage, and channel info.

Here's a preview of the report. [Open Full Report](#)

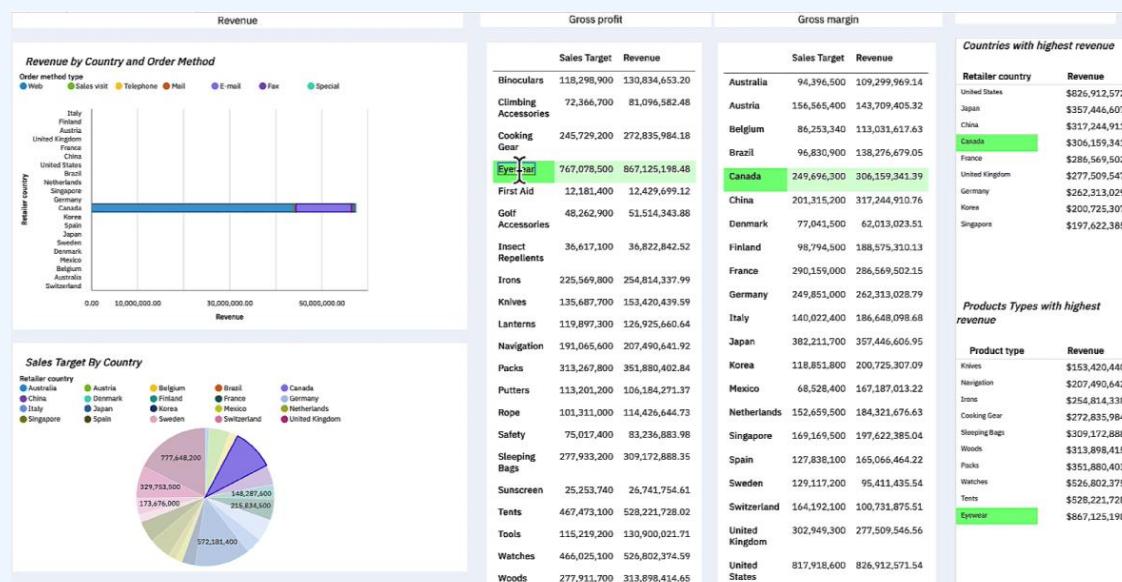


Coming in 4Q

Interactive Brushing

Data Connector Pack

SPSS Integration



SAP BW/4HANA

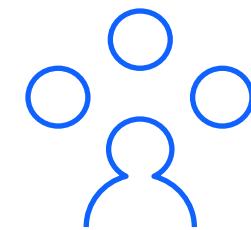
Microsoft Fabric

Key benefits of Cognos Containers



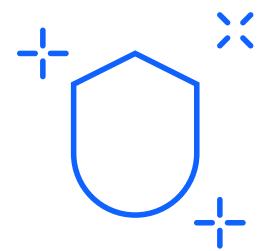
Reduced costs

Maximize hardware utilization by running multiple Cognos Containers on a single server, without the overhead of virtual machines.



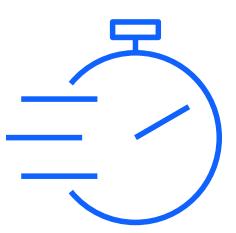
Seamless scaling

Easily scale your Cognos setup up or down based on demand and only pay for what you need, optimizing resource utilization.



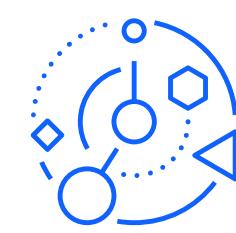
Improved security

Fortify your organization's security with Kubernetes deployment, safeguarding your data as you grow.



Faster deployment & updates

Use existing CI/CD process with fully Kubernetes supported containers, cutting downtime, deployment speed, and costs.



Quick recovery & redundancy

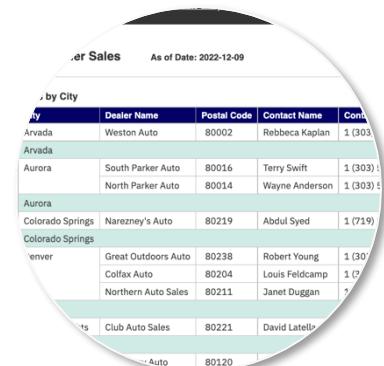
Reduce costs of downtime and data loss by simplifying your disaster recovery processes using self-healing, auto-scaling, and fast redeploys.



Simplified management

Leverage existing investments in tools, metrics, and practices you trust, without the need of changing DevOps.

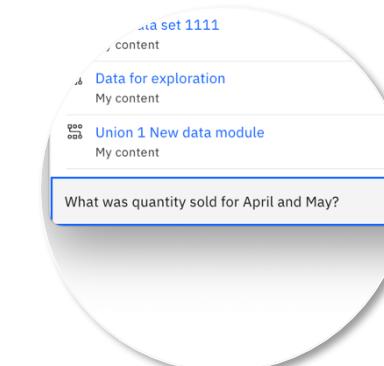
Cognos Analytics: Trusted platform for your enterprise



Reports



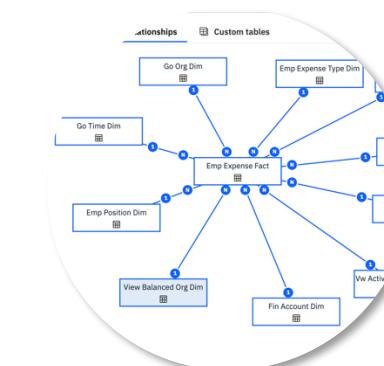
Dashboards



Assistant



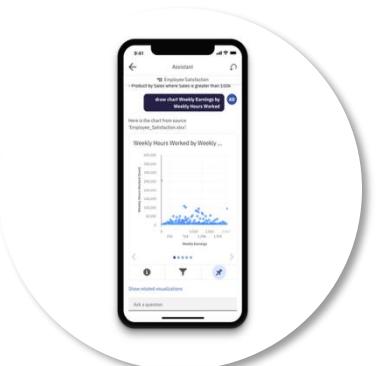
Embedded/APIs



Modelling



MS Teams/Slack



Mobile



Notebooks



Governance

Common data
models

Auditing and
lineage

Scalability



Enterprise
Data Warehouse

OLAP
Systems

Data
Lake

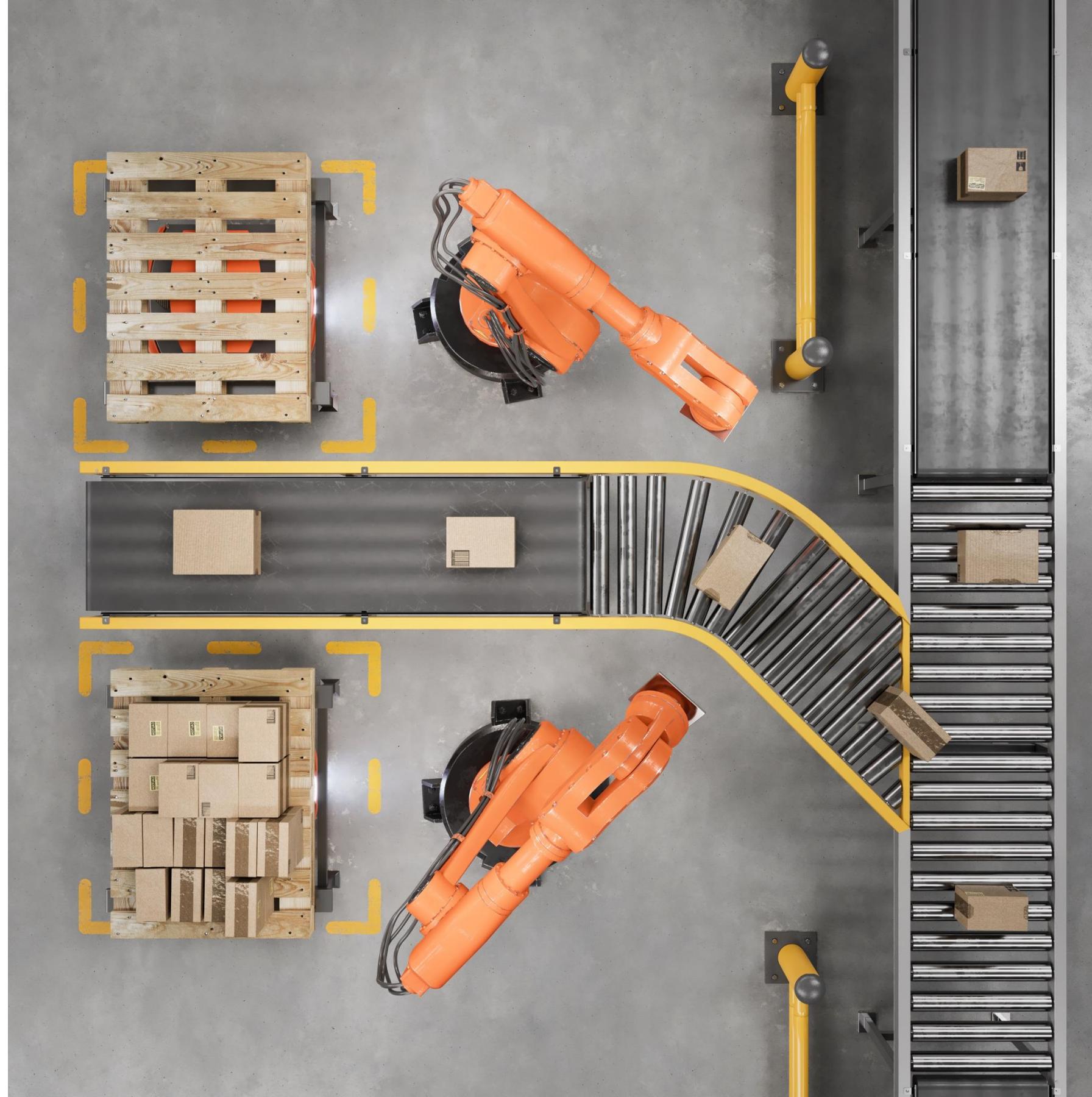
Data
Virtualization

Local
Files

Business
Applications

Cognos Reporting

Modernized for the enterprise.



Highly customizable

Consume static or interactively, in multiple formats, to create paginated reports with highly customizable visualizations

Powerful distribution

Deliver reports to any number of users in multiple formats with different filters, in any language, on a schedule

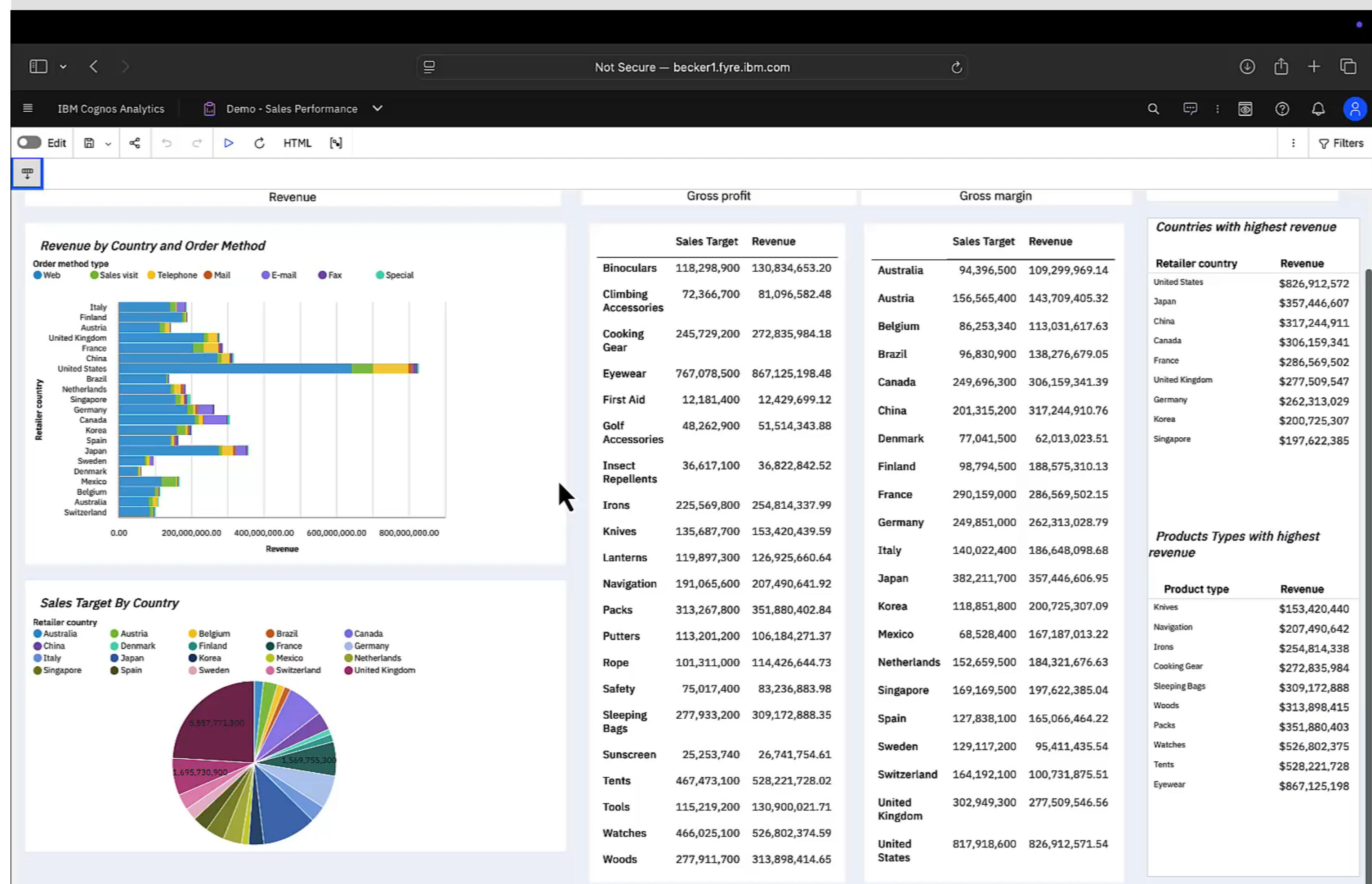
Seamless integration

Flexible embedding options available for custom visuals and scripting supported out-of-the-box.

Interactive Brushing in Reporting

Interactive Brushing helps users uncover insights faster by visually linking related data points, making it easier to find patterns, trends, and outliers.

It allows users to highlight and/or filter data points in multiple data containers in interactive reports.



Data Connector Pack



Microsoft Fabric



Cognos Analytics offers integrated support for leading database vendors

Versatile Connectivity

- OLTP, Data Warehouses, Lakehouses, OLAP
- Data Virtualization: Trino, Dremio, Denodo, Presto, etc
- Flat files, local files
- CData Connectors
- REST API via Autonomous REST Connector

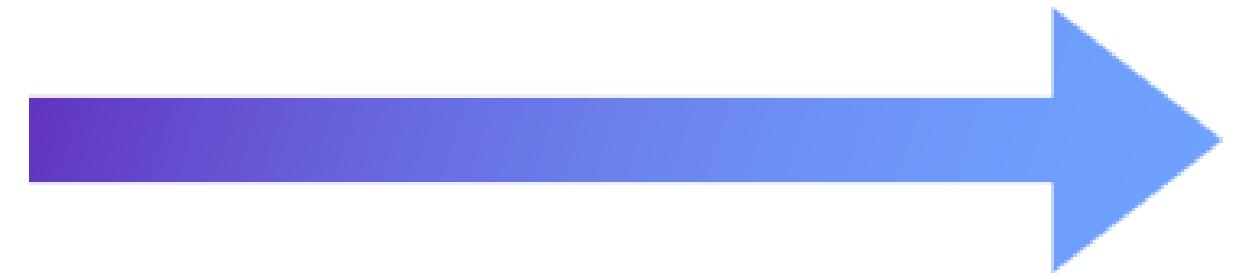
Enterprise Architecture

- Scalable, governed analytics
- Security and compliance ready
- Flexible, configurable data connections

Agentic BI Workflow



Natural language queries and commands



IBM BI agents

Find existing reports

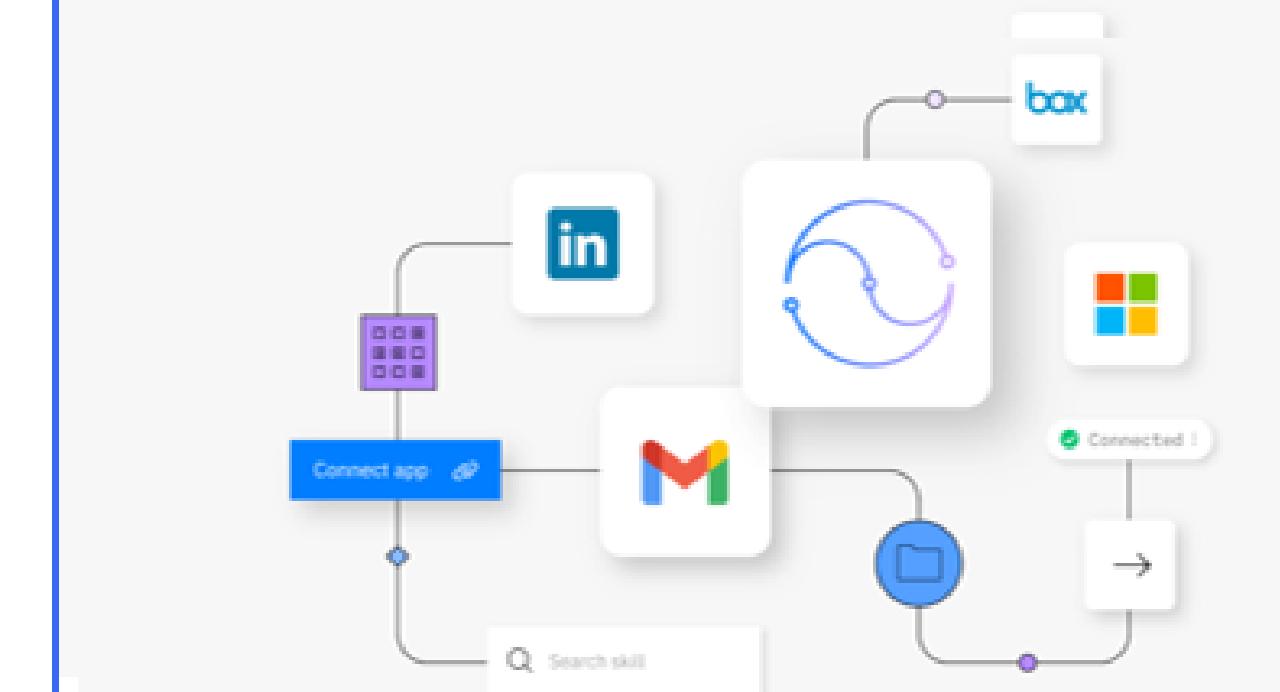
Generate new analytics assets

Modify and bulk update reports

Get answers to ad-hoc analytics questions

Monitor and be alerted on metrics

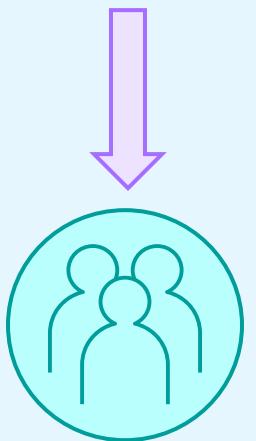
Other agents



Purpose-built analytics agents that redefines the analytics experience for all users

Decision making using natural language

Find, build, manage and share data assets conversationally



Agentic automation powered by IBM analytics agents

Reporting Agents

For user who need to find and create new analytics assets faster using natural language

Report Recommendation

Report Summarization

Report Authoring

Metrics Authoring

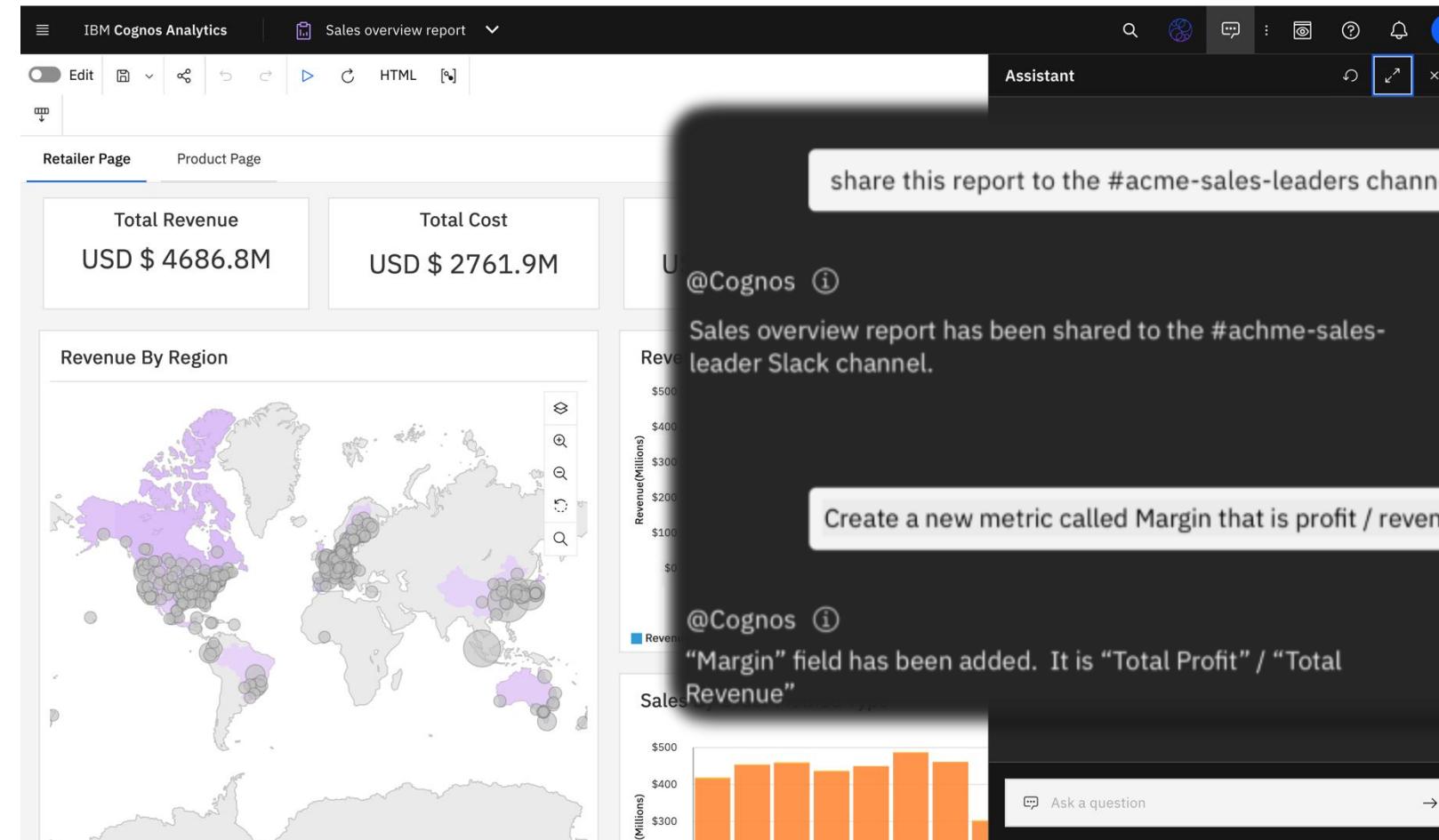
Report Sharing

Agentic BI Anywhere

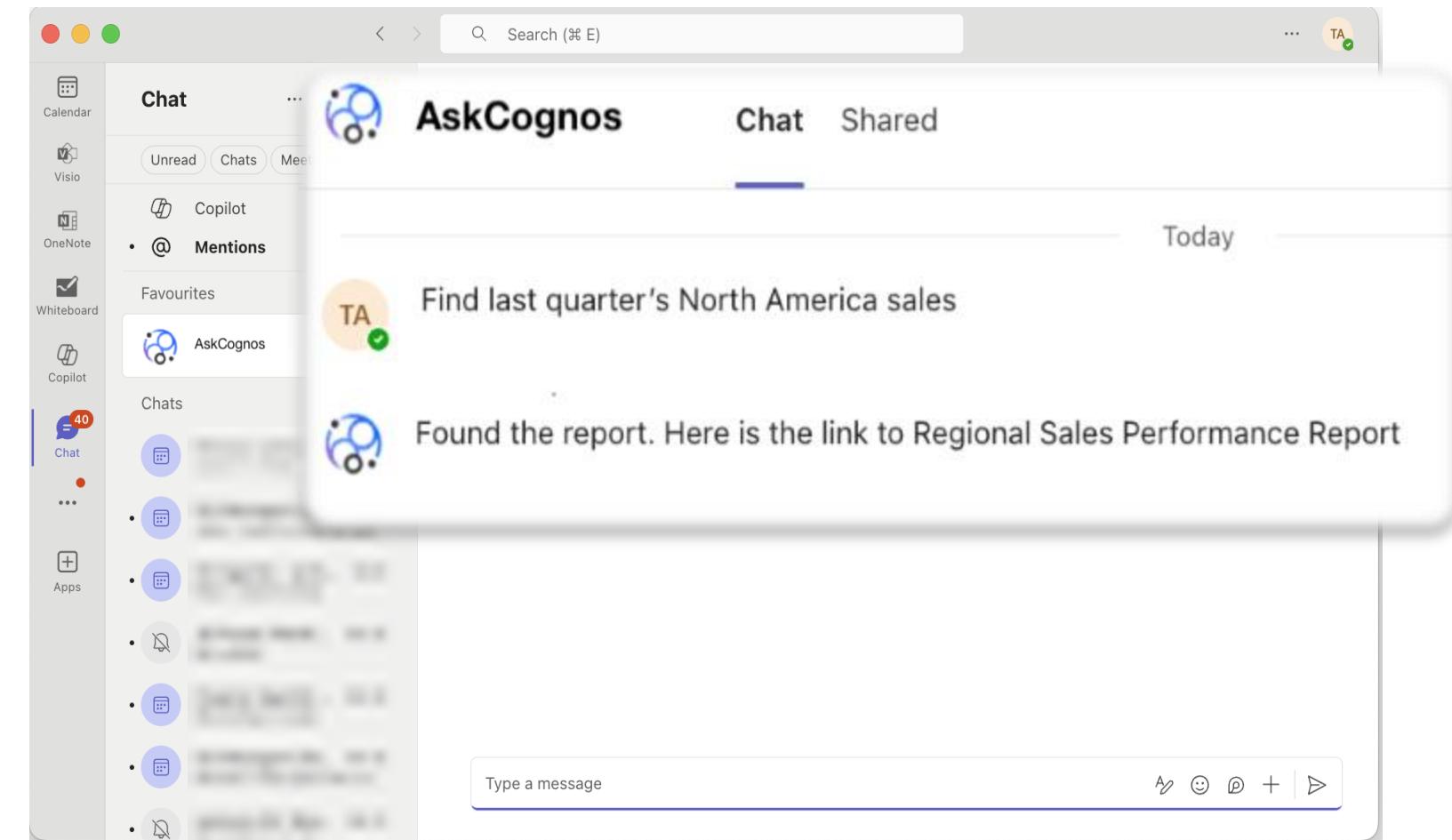
Let your users access analytics from wherever they work using generative AI.

Build your own custom chatbots that leverage Cognos agents and other agents to serve complex use cases.

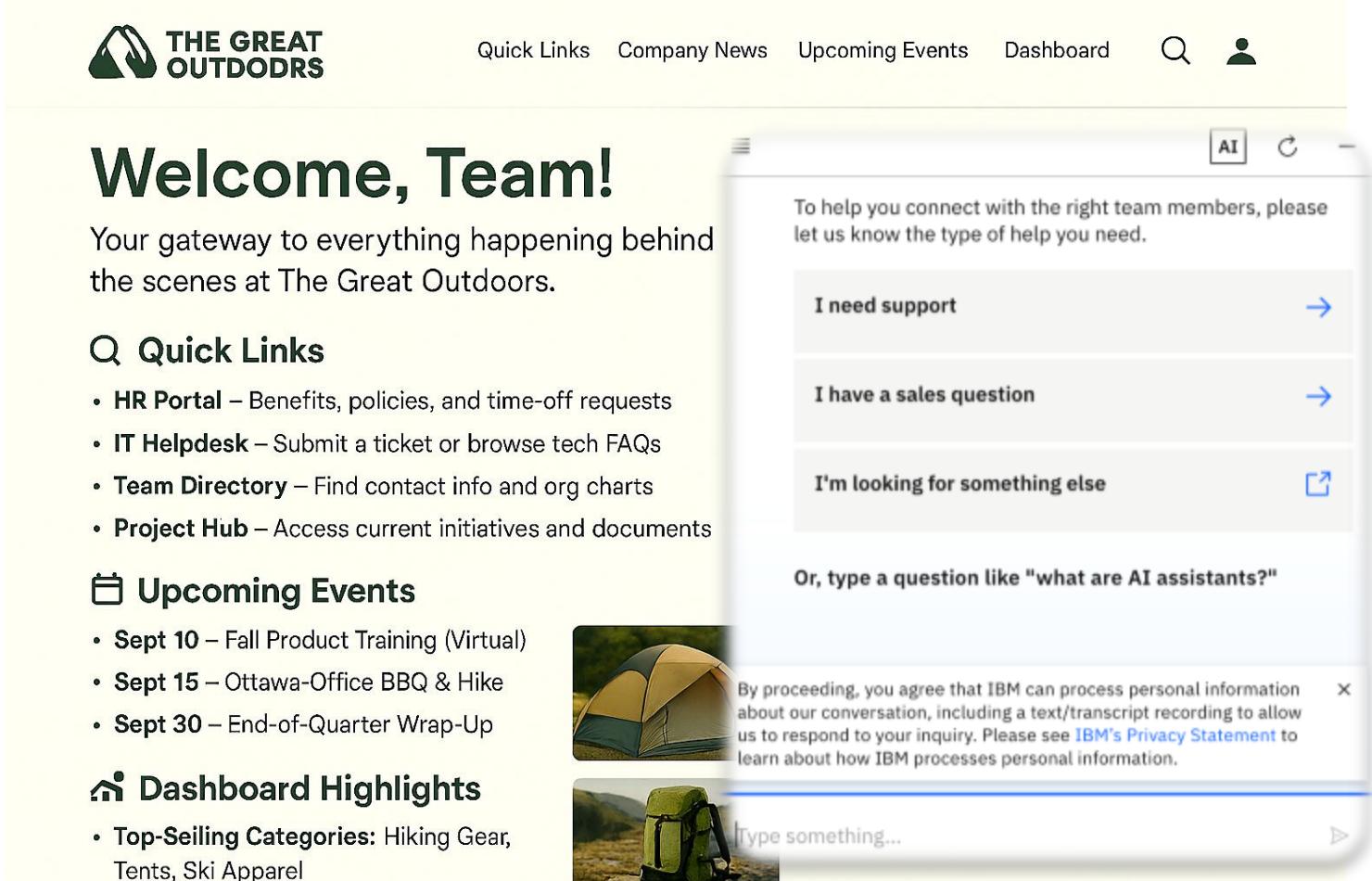
Cognos UI



Slack or MS Teams



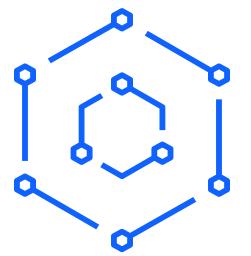
Corporate web site



Cognos AI

Differentiators

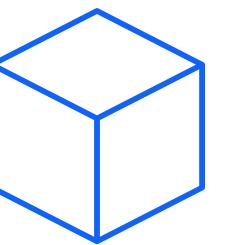
Trusted & governed



Enterprise-grade AI
enhanced reporting
and analytics

Common semantic
layer for all users and
analytical capabilities

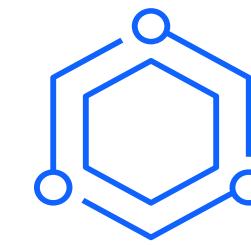
Agentic automation



Purpose-built
reporting agents

Accelerate decisions
with key insights and
visualization

Flexible & interoperable



Open architecture (no
vendor lock-in)

Freedom to choose your
own LLM model

Flexible deployment

Deployment Options

Client-managed Software on any platform

Cognos Analytics

Cognos Analytics
Cartridge

Software Package
(stand-alone)

Cognos Analytics
Certified Containers

New!

New containers for any
Kubernetes

IBM-managed SaaS

In IBM Cloud data centers.

Cognos
Analytics
on Cloud *Hosted*

SaaS (Single-tenant)

Cognos
Analytics
on Cloud *On-Demand*

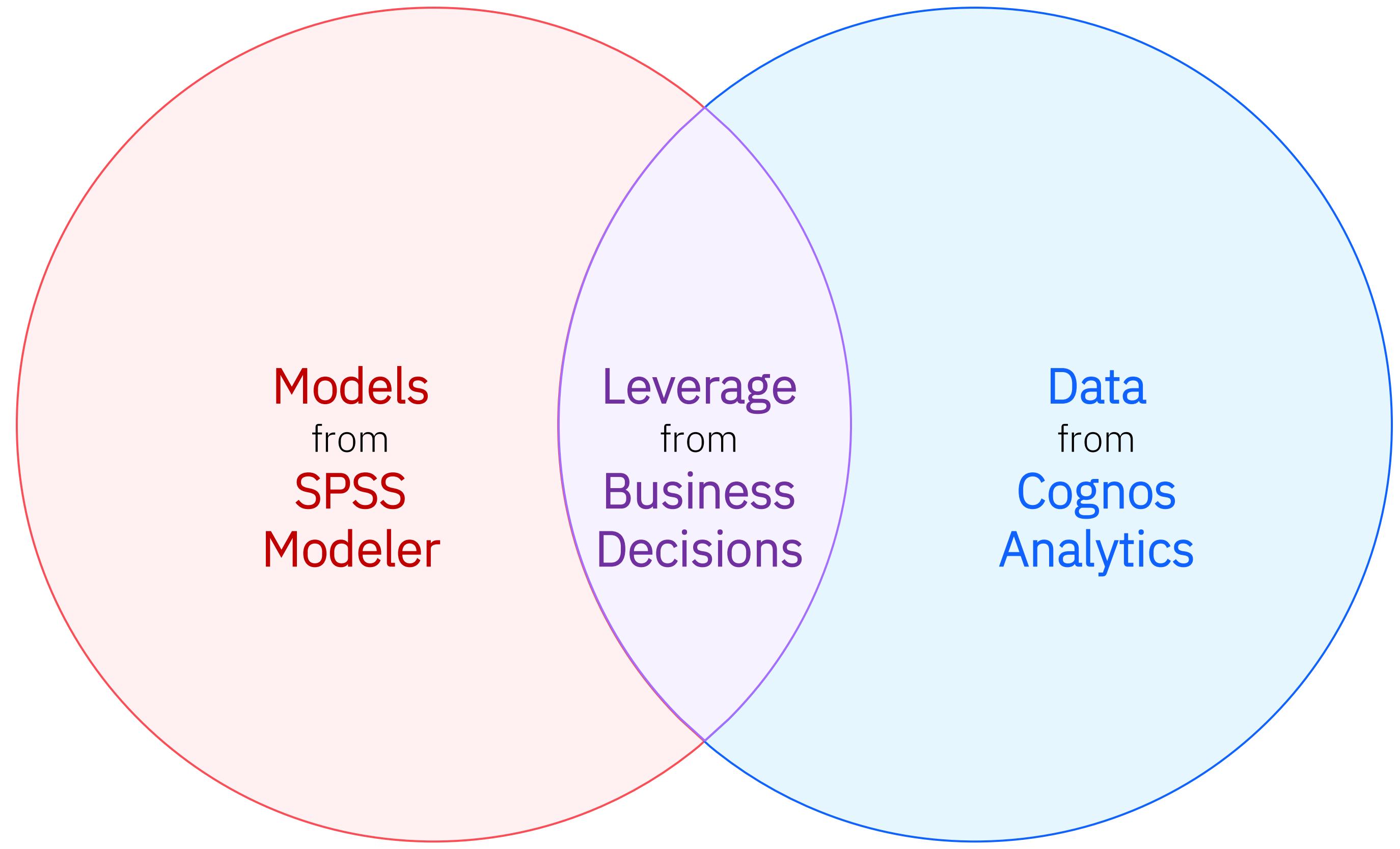
SaaS (Multitenant)

1H2026 Cognos Analytics
Bring Your Own Cloud AWS
and Azure

Your models. Your data. Your leverage.

Cognos Analytics + SPSS Modeler

Bring SPSS models into Cognos Analytics where decisions are made...



... and turn your model scores and BI data assets into **business outcomes**.

1. Bring your model from SPSS to Cognos

- Publish from SPSS Modeler to C&DS
- Enable any tabular models in Cognos
- Examples: classification, regression, clustering and segments, association and sequences, anomaly detection, time series forecasting, and more

3. Use scores from models in Cognos

- Add the score columns to visuals, KPIs, filters, in dashboards and pixel perfect reports
- Publish and Distribute at scale with scheduling, bursting

2. Connect with live Cognos data

- In a Data Module, select the enabled model
- Map Cognos fields to model inputs and choose output columns
- Governance and row level security remain in Cognos

4. Turn informed decision actions

- Surface predictive analytics in executive views and scorecards
- Focus your decisions where scores show risk or opportunity

IBM Cognos Analytics

CAB

Join our exclusive customer feedback program for behind-the-scenes insights to everything coming to Cognos Analytics.

What you'll get:

- Monthly sessions with our product experts.
- Access latest product updates & roadmap insights.
- Have your feedback incorporated in the product.
- Invitation to a private IBM Community group.
- Special access to User Experience Research.
- Best practices and networking possibility.

Requirements:

- Stay up-to-date with Cognos Analytics (minimum one upgrade/year).
- Participate for 1 year.
- Two validation/reference/client stories activities (public or non-public).



[Join the program →](#)



IBM Cognos

What Version should I use?



IBM

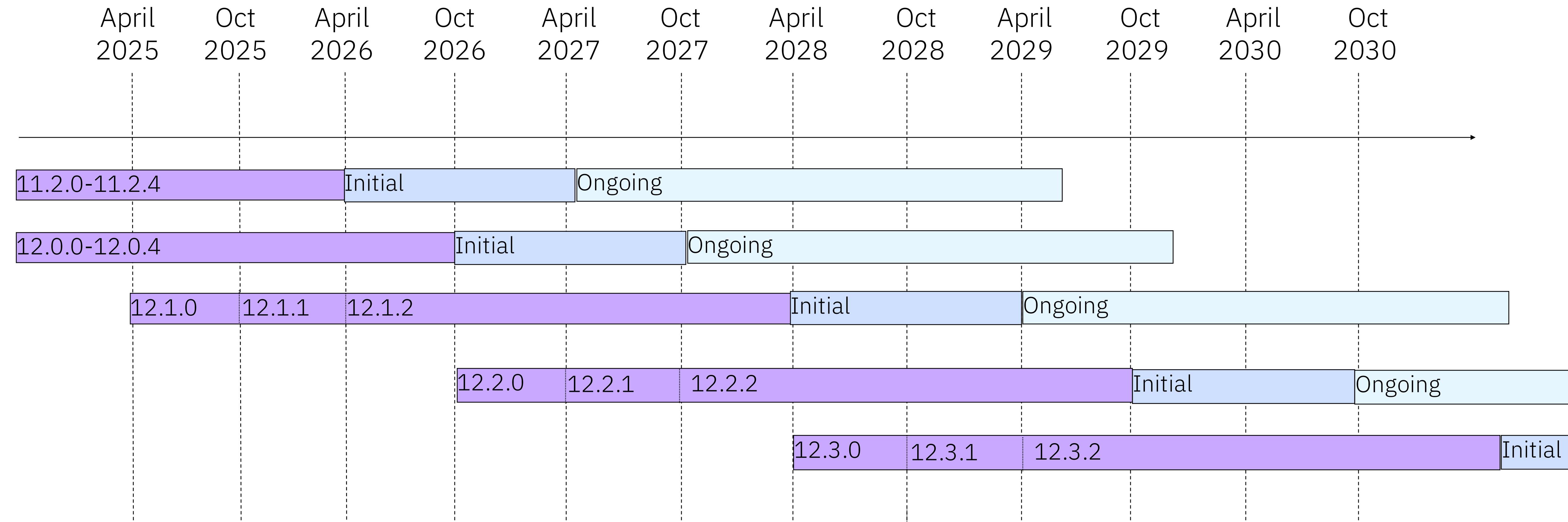
New Support lifecycle policy - *Support Cycle*

Version/Release has reached End of Base Support

	Base Support <i>(Subscription & Support)</i>	Initial Extended Support <i>(usage / known issues / new defects)</i>	Ongoing Extended Support <i>(usage / known issues only)</i>
Support Cycle – 5 SC-5	5	1	3
Support Cycle – 3 SC-3	3	1	3
Support Cycle – 2 SC-2	2	1	3

Support Cycle (SC) – 3 - Example

Each version has 3 years of standard support



11.2.0 May 2021 – April 2026: 5 years (11.2.4 December 2022- April 2026)
12.0.0 June 2023 – Sept 2026: 3.5 Years (12.0.4 October 2024 – Sept 2026)

Product name <small>(** indicates comment, policy exception or more information)</small>	Version	Policy type	PID/MTM	General availability	Transition to Extended/ Sustained or End of Support	Extended/ Sustained Support Complete
Cognos Business Intelligence Analysis (withdrawn) **	10.2.x	Other	5724-W18	2012-09-14	2018-04-30	2021-04-30
IBM Cognos Analytics (withdrawn) **	11.0.x	Continuous Delivery	5724-W12	2015-12-22	2021-09-30 End of Support	2025-09-30
IBM Cognos Analytics (withdrawn) **	11.1.x	Continuous Delivery	5724-W12	2018-11-23	2024-04-30 Extended Support	2028-04-30
IBM Cognos Analytics **	11.2.x	Continuous Delivery	5724-W12	2021-05-18	2026-04-30	2030-04-30
IBM Cognos Analytics **	12.0.x	Continuous Delivery	5724-W12	2023-06-01		
IBM Cognos Analytics	12.1.x	Support Cycle-3	5724-W12	2025-04-17		



IBM watsonx BI

The *trusted* path to Gen AI-powered
business intelligence



Stephen Green

IBM EMEA Techsales Leader – Business Analytics



Organizations struggle to extract valuable insights from their data



What's happening in AI + BI

60%

of existing dashboards will be replaced by generative AI-powered narrative and visualization by 2028¹.

50%

of business decisions will be augmented or automated by AI agents for data intelligence by 2027².

40%

of organizations cite lack of explainability as a major risk in generative AI adoption³.

Decision makers are left facing a dilemma



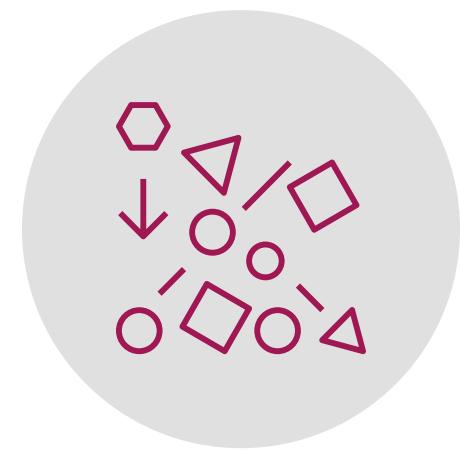
Wait for help

Organizations have a limited number of data analysts to support business operations and ad-hoc requests.



Train themselves

Few people have the time, interest, or curiosity to develop the skills necessary to become their own data analyst.

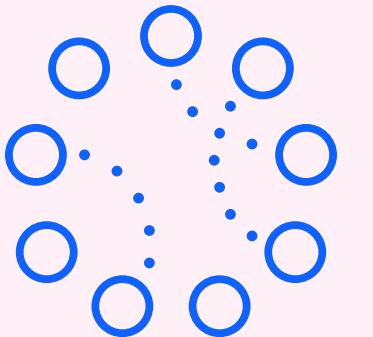


Act without data

For those without data analyst skills and don't have the time to wait, actions are typically not data-driven.

The vision for generative BI

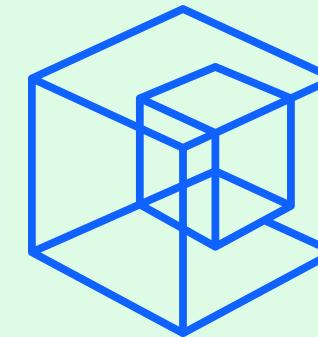
Unified



Governed data with an AI foundation

- A single source of truth
- Trustworthy insights
- Explainable outcomes

Agentic



Autonomous business insights

- Minimal learning curve
- Acts autonomously
- Collaborative across teams

Open



Extensibility and embeddability

- Available where users work
- No vendor lock-in
- Choose the best model

How **watsonx** BI builds for today and the future

1

watsonx BI is a business insights agent

More than a co-pilot,
better than an assistant.

Because **users need
answers**, not more
dashboards.

2

Trusted data for trusted decisions

Grounded business-
defined logic with
enterprise-grade
governance to provide
transparency.

Governance delivers
trusted AI at scale.

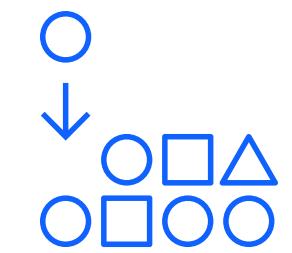
3

The ultimate platform accelerator

Supercharge existing
data investment.

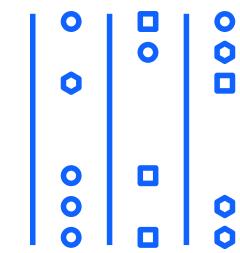
Built to integrate with
Cognos Analytics,
watsonx.data, watsonx
Orchestrate, & more...

A smarter way to work is emerging



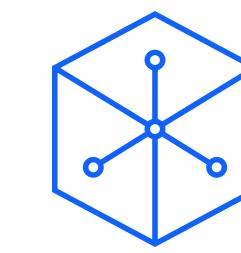
Discover deeper insights

A seamless conversational experience that helps users know what's happening, why it matters, and what to do next – in seconds.



Use consistent metrics

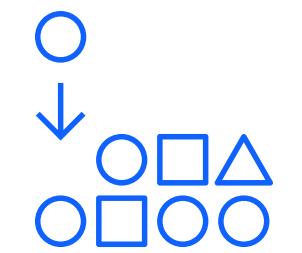
Enrich data and create consistent metrics for unified analytics. Additionally, watsonx BI's agentic framework gives an option to choose the right model that works best for the business.



Deploy instantly

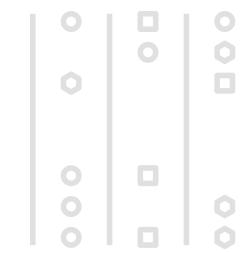
Connects to existing infrastructure like data lakehouses, automation workflows, reporting tools, and everyday productivity applications to surface insights and accelerate decision-making.

A smarter way to work is emerging



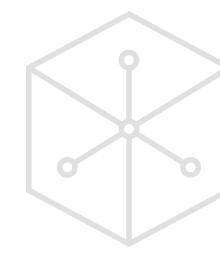
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IBM watsonx BI – Advanced Analytics

The screenshot shows the IBM watsonx BI interface on a MacBook Air. The dashboard features a sidebar for 'Conversations' and a main area with 'Key metrics' and a 'What region leads in sales?' chart. A callout box highlights the 'View insights' section, which displays AI-generated analysis and recommendations.

Key metrics

- Total PlannedRevenue and Total Rev...
- Revenue
- Total planned revenue and Total revenue...
- RevenueDifference and Total planned...
- Total revenue by region

Conversations

Today

- What region leads in sales? 9:10 PM
- Sales analysis 5:52 PM
- What region leads in sales? 5:51 PM
- Go_sales on Rpasso.xlsx 5:22 PM

What region leads in sales?

TotalRevenue

region

- Americas
- Asia Pacific
- Central Europe
- Northern Europe
- Southern Europe

calendar month

View insights

Here is some additional information you may find useful:

- From July to August, region **Central Europe**'s revenue dropped by **33%**.
- From November to December, region **Central Europe**'s revenue increased by **9.7%**.
- calendar month **June** has the highest revenue at **over 486 million**, out of which region **Central Europe** contributed the most at **over 233 million**.
- region **Central Europe** revenue from calendar month **June** is **over 233 million**, whereas **Americas** is only **nearly 98 million**.
- region **Central Europe** has the highest revenue due to calendar month **June**.
- revenue is unusually high in **Central Europe**.

New conversation

Ripasso Demo

Ask watsonx BI

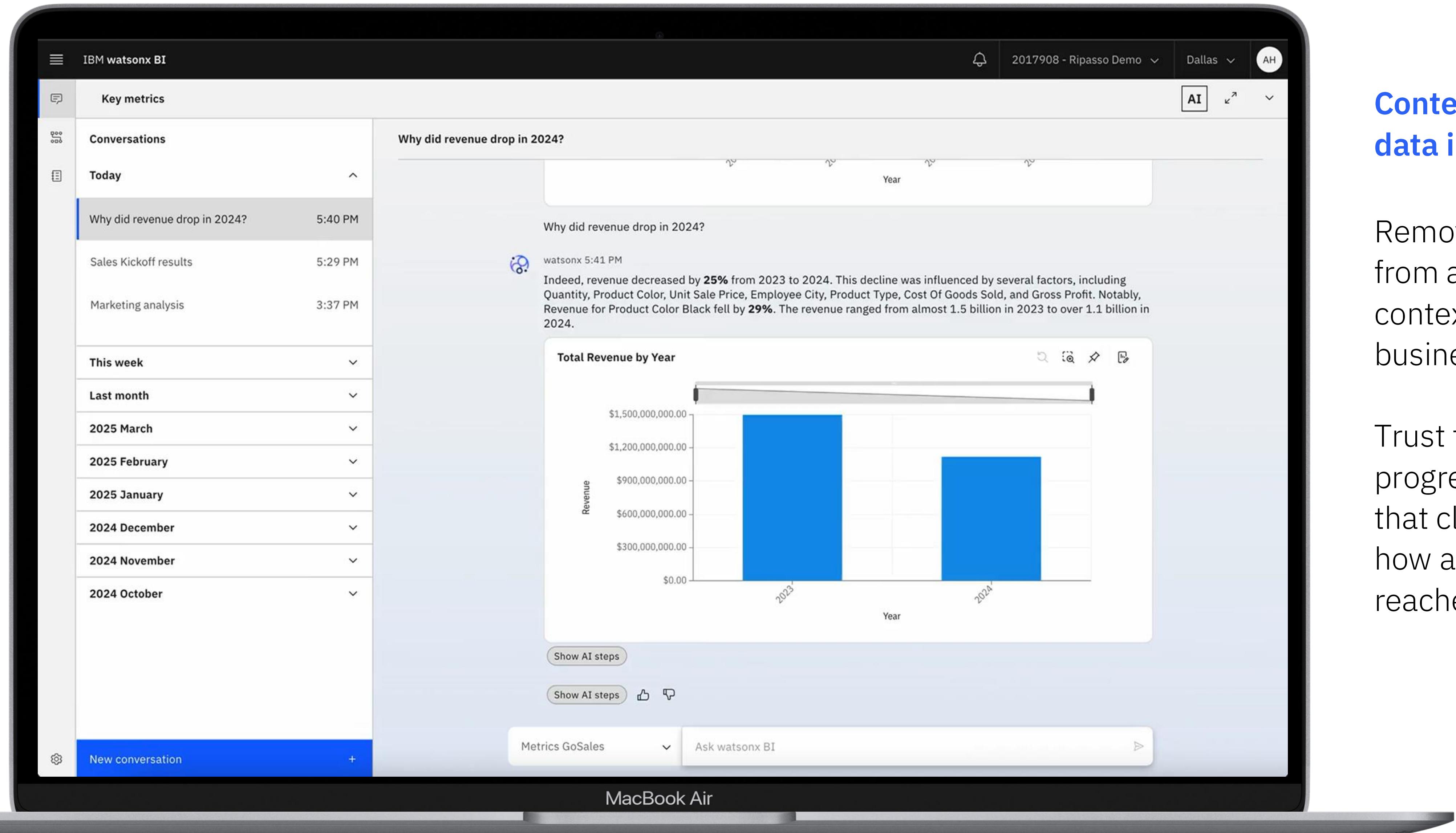
Cookie Preferences

MacBook Air

AI driven analytics

Gain insights from all data that not only informs users what happened, but also why it happened, what will happen, and what to do next.

IBM watsonx BI – Data inquiry



IBM watsonx BI

Key metrics

Conversations

Today

Why did revenue drop in 2024? 5:40 PM

Sales Kickoff results 5:29 PM

Marketing analysis 3:37 PM

This week

Last month

2025 March

2025 February

2025 January

2024 December

2024 November

2024 October

Why did revenue drop in 2024?

watsonx 5:41 PM

Indeed, revenue decreased by **25%** from 2023 to 2024. This decline was influenced by several factors, including Quantity, Product Color, Unit Sale Price, Employee City, Product Type, Cost Of Goods Sold, and Gross Profit. Notably, Revenue for Product Color Black fell by **29%**. The revenue ranged from almost 1.5 billion in 2023 to over 1.1 billion in 2024.

Total Revenue by Year

Revenue

Year

2023

2024

Show AI steps

Show AI steps

Metrics GoSales

Ask watsonx BI

New conversation

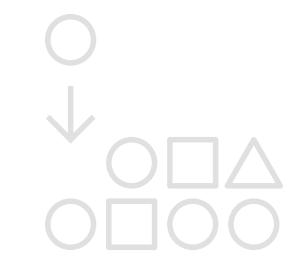
MacBook Air

Contextual & iterative data inquiry

Remove the complexity from analytics and get contextual answers to business questions.

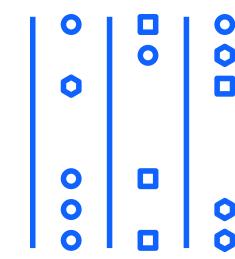
Trust the insights with progressive disclosure that clearly shows how answers are reached.

A smarter way to work is emerging



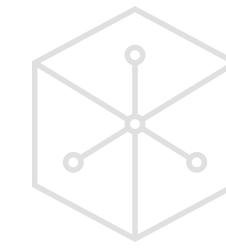
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Use consistent metrics

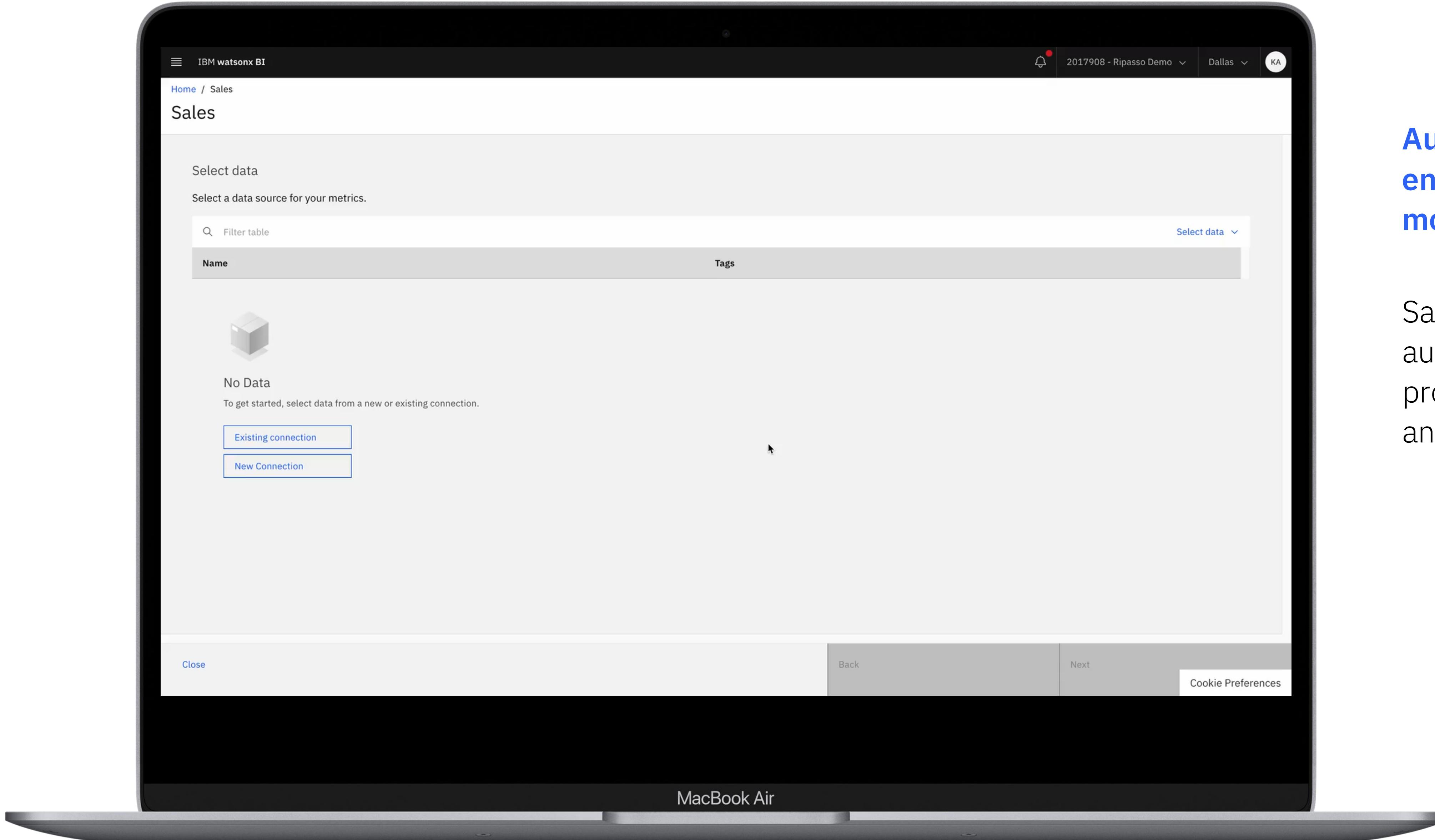
Enrich data and create consistent metrics for unified analytics. Additionally, the agent gives an option to choose the right model that works best for the business.



Deploy instantly

Connects to existing infrastructure like data lakehouses, automation workflows, reporting tools, and everyday productivity applications to surface insights and accelerate decision-making.

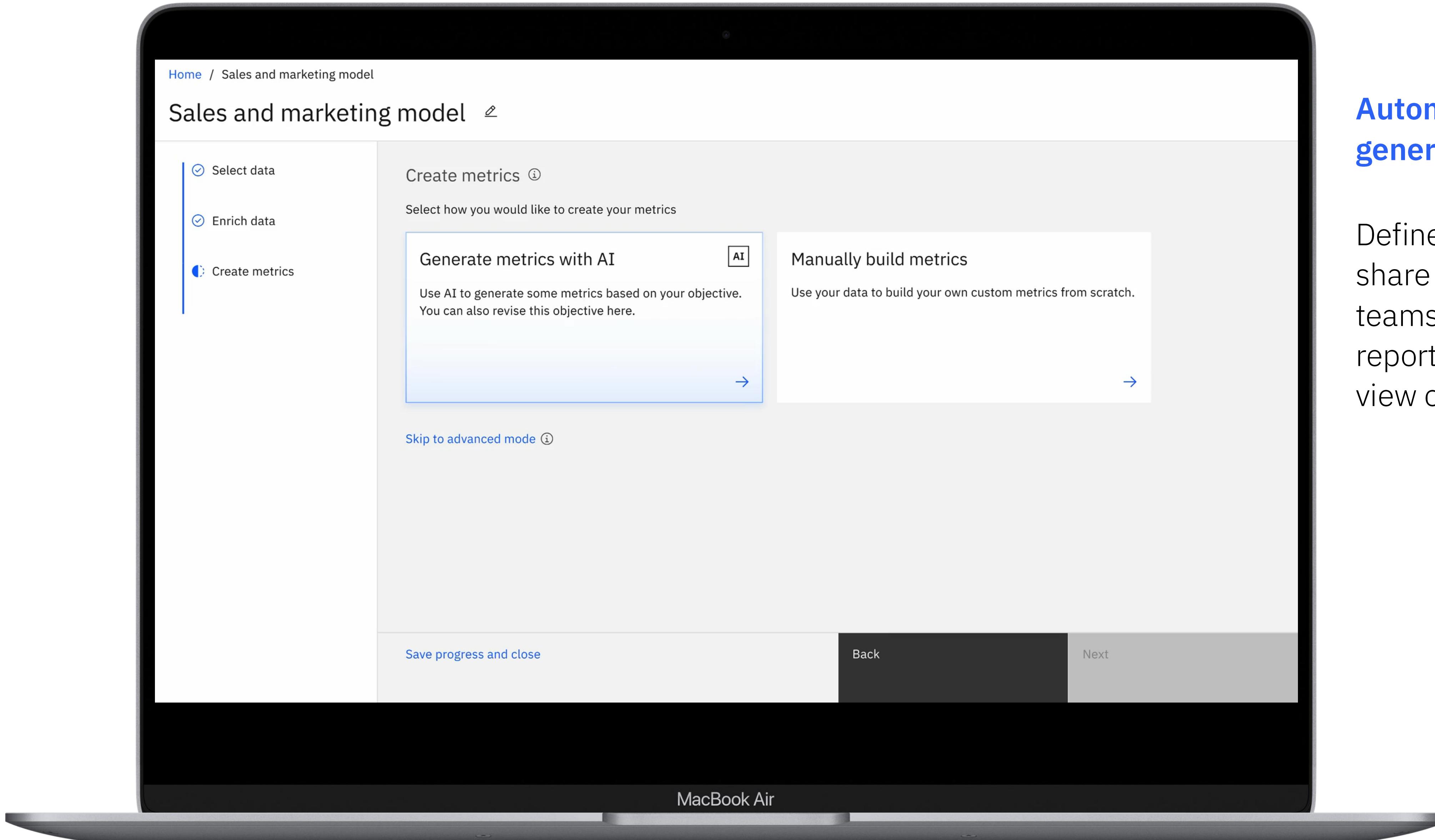
IBM watson^x BI – Metadata Enrichment



Automated data enrichment and modelling

Save time by automatically profiling, enriching, and modelling data.

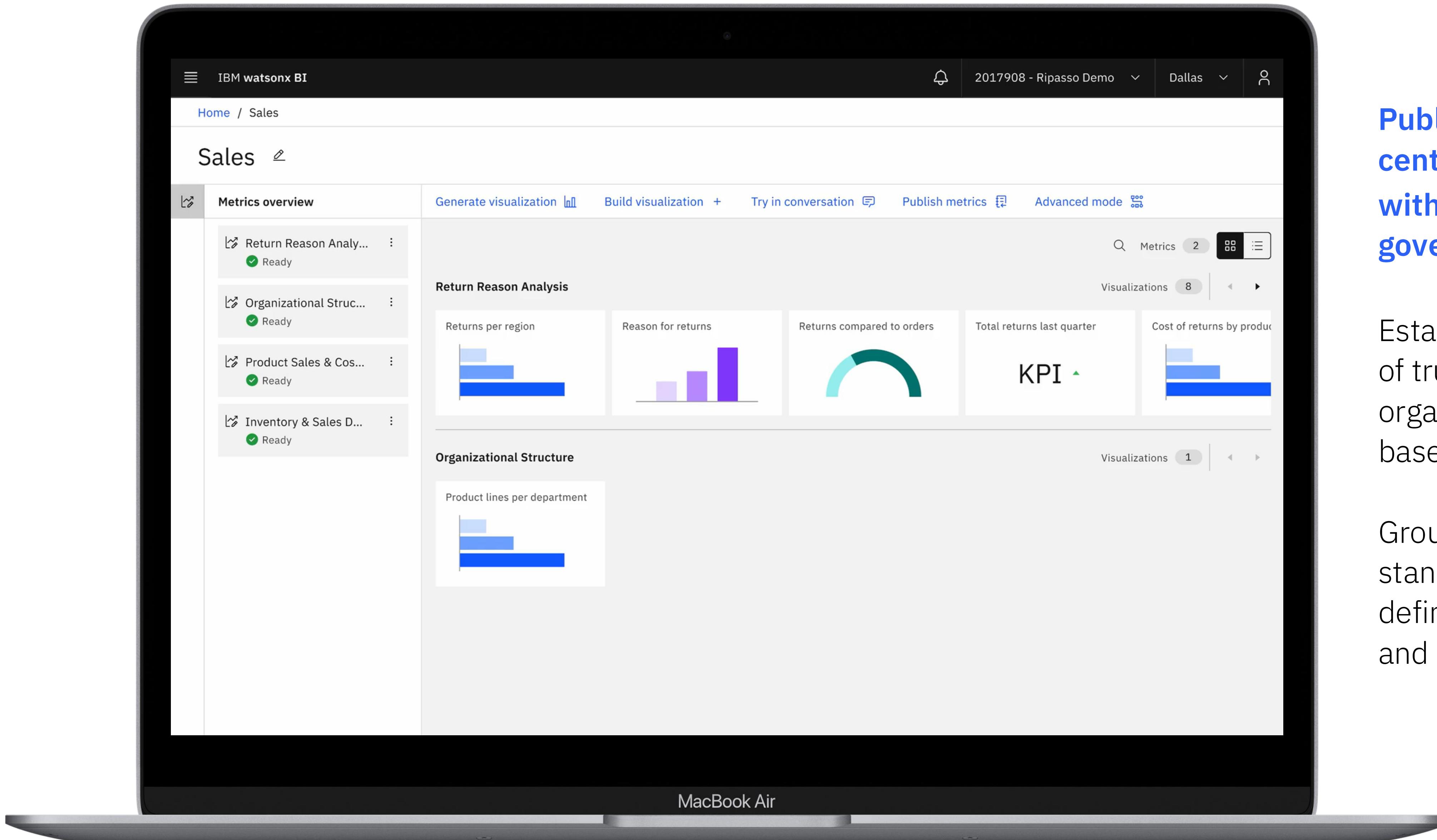
IBM watson^X BI – Metrics generation



Automated metrics generation

Define, standardize, and share key metrics across teams to ensure consistent reporting and a unified view of performance.

IBM watson^x BI – Metrics catalog

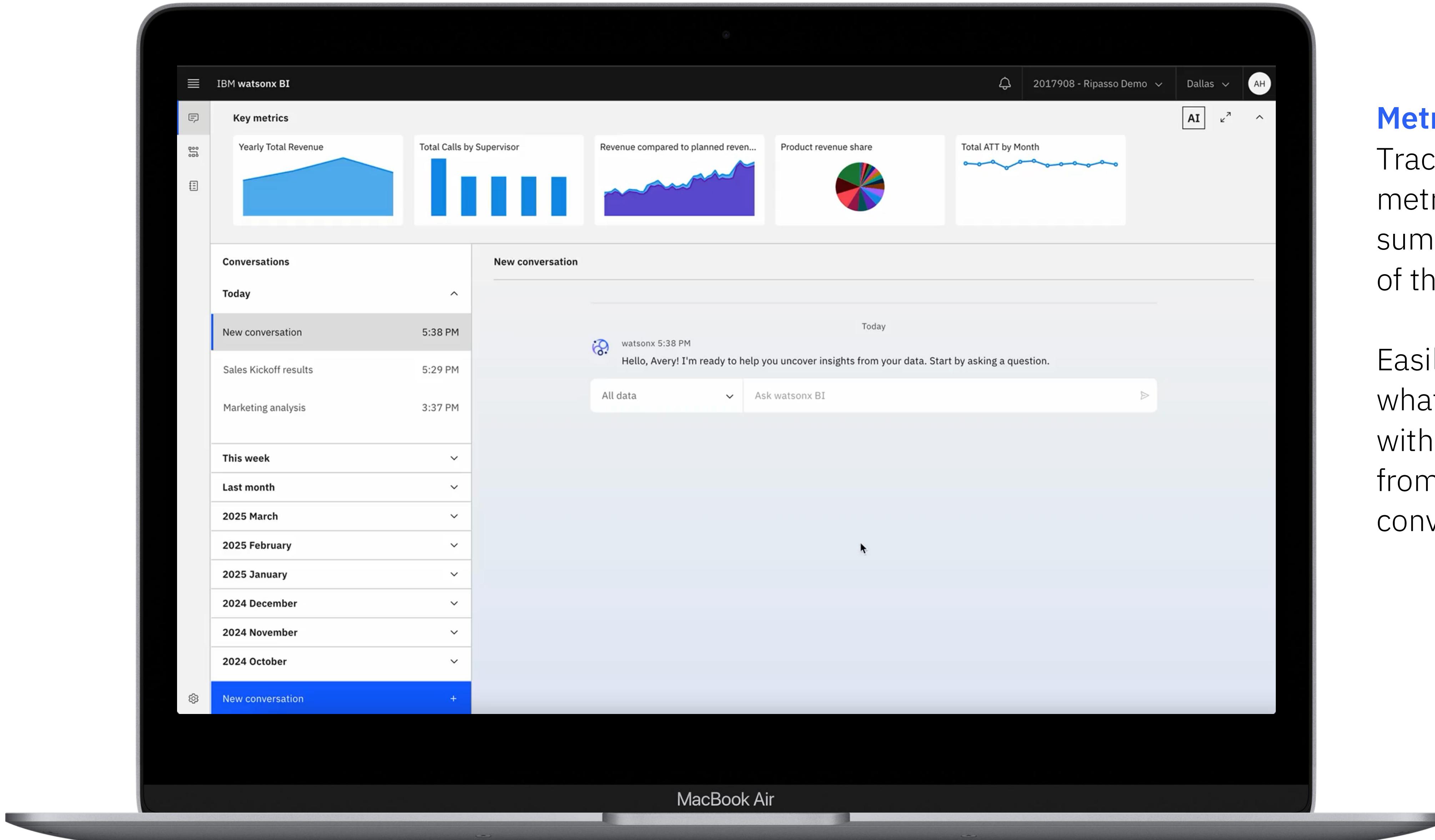


Publish metrics to a centralized catalog with enterprise-grade governance

Establish a single source of truth across an organization with role-based metrics assignment.

Ground answers in standardized metric definitions for accuracy and consistency.

IBM watsonx BI – Personal conversational analytics

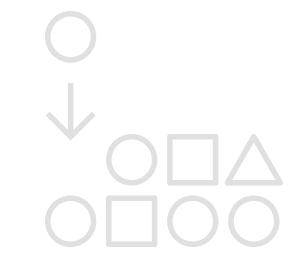


Metrics carousel

Track the most important metrics and get a daily summary of the health of the business.

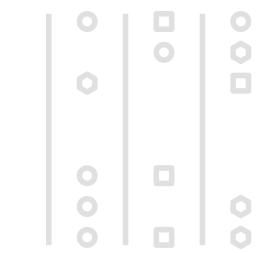
Easily communicate what insights learned with stories generated from visualizations and conversational content.

A smarter way to work is emerging



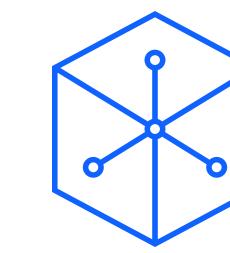
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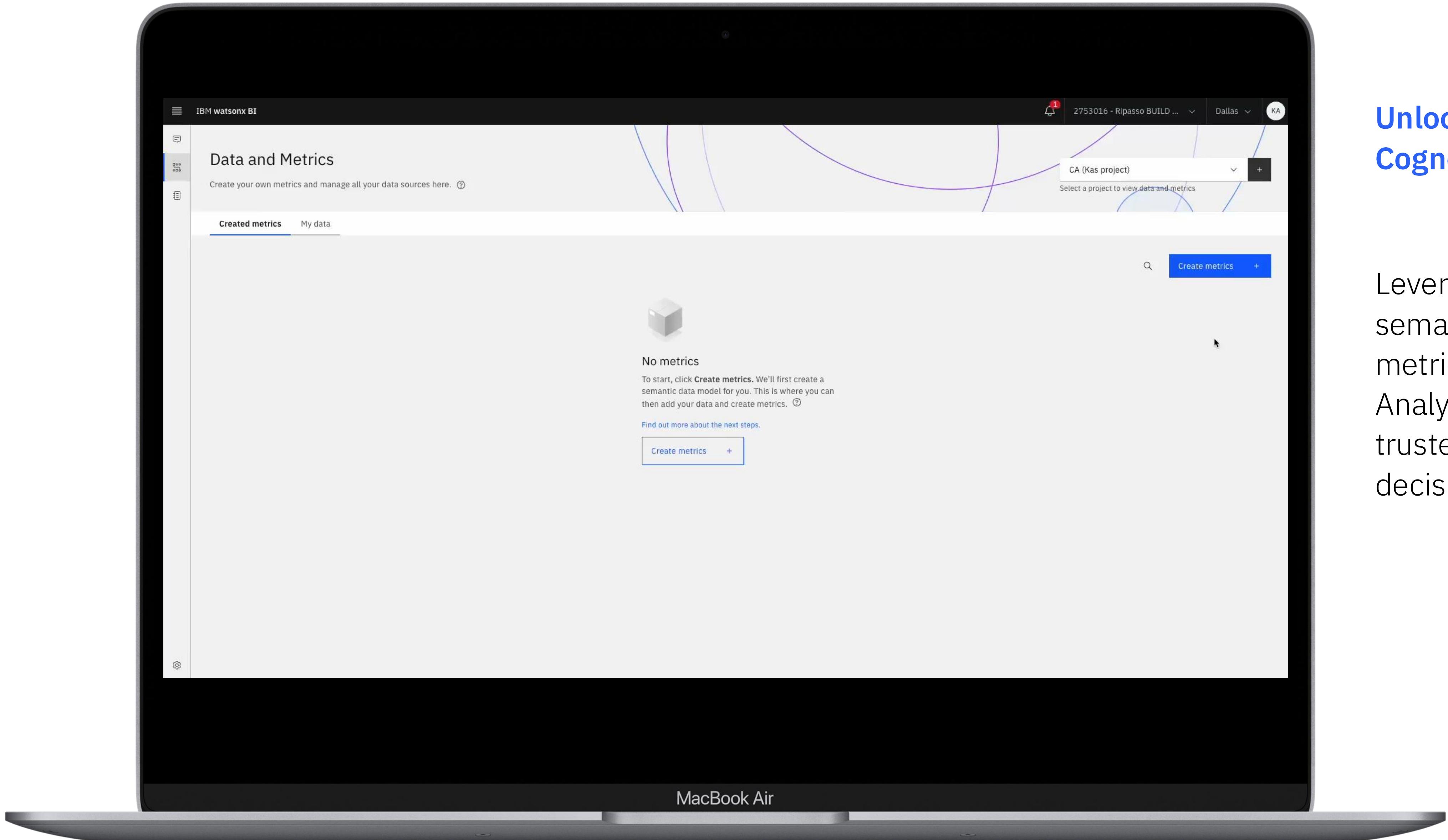
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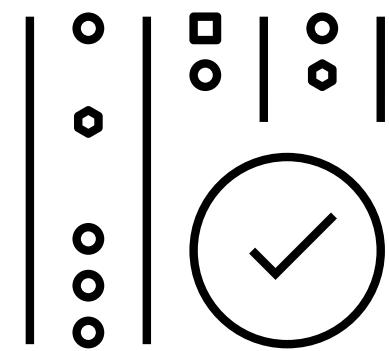
IBM watsonx BI – Integrate with Cognos FM packages



**Unlock new value from
Cognos Analytics**

Leverage governed semantic models and metrics defined in Cognos Analytics to provide trusted insights to every decision maker.

Realizing the full potential of enterprise data

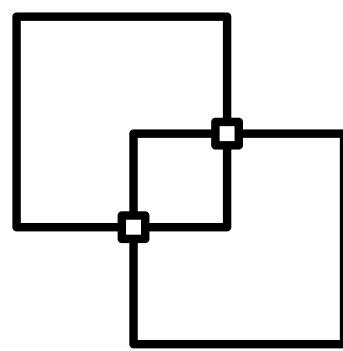


Accurate and explainable insights

Surface insights in seconds and accelerate decision-making

Boost adoption:
Increase BI tool usage by enabling natural language exploration for non-technical users

Faster data-driven decisions:
Surface insights in seconds and speed up decision-making

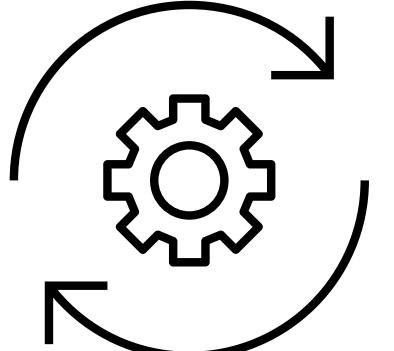


Data consistency across teams

Trusted insights grounded in business logic and metrics

Faster time to insights:
Cut prep time with semantic automation and metrics generation

Guaranteed data-privacy:
No conversational interactions are saved for re-training



Increase ROI from enterprise tools

Continue using existing tools without disruption

Work with different systems:
Open and headless metric catalog that can use metrics from other tools

Choose the model:
Select the appropriate large language model that aligns with compliance and legal standards

