



IBM Cognos Express

Breakthrough BI and planning for midsize companies

IBM® Cognos® Express is the first and only integrated reporting, analysis and planning solution purpose-built for midsize companies. It delivers the essential reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities that midsize companies need at a price they can afford.

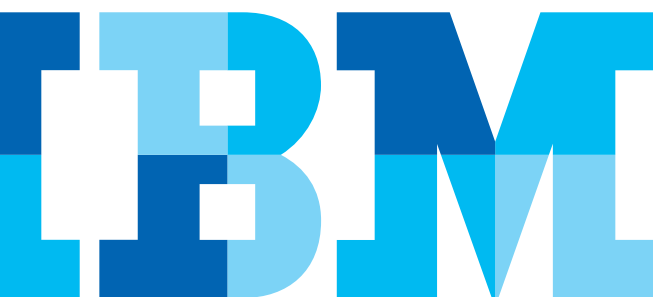
Fast, easy implementation for rapid ROI

Now your midsize company can get powerful BI and planning with minimal cost, minimal IT resources and no disruption to your business.

- **Easy to install.** A preconfigured solution includes everything required for simple deployment and management.
- **Easy to use.** Self-service access empowers business users and eliminates reliance on overstretched IT resources.
- **Easy to buy.** An integrated solution provides the packaging and pricing needed to start small, deliver immediate business value and grow.

The screenshot displays the IBM Cognos Express user interface. On the left, there is a 'Summary' table with columns for 'Date', 'Product', 'Revenue', and 'Profit'. The main area shows a dashboard with several components: a 'Revenue by Product' bar chart, a 'Gross Margin %' bar chart, and a 'Top 5 Products' list. Below the charts is a 'Revenue and Margin %' table with columns for 'Revenue', 'Gross Margin %', and 'Net Income'. The interface also includes navigation tabs at the top and a search bar.

Date	Product	Revenue	Profit
1 Feb 2007	194	1,538.00	1,538.00
4 Feb 2007	194	5,936.00	5,936.00
17 Feb 2007	194	5,936.00	5,936.00
18 Feb 2007	194	5,936.00	5,936.00
19 Feb 2007	194	5,936.00	5,936.00
18 Feb 2007	194	1,933.00	1,933.00
2 Feb 2007	192	27.00	27.00
1 Feb 2007	192	82.00	82.00
4 Feb 2007	191	1,933.00	1,933.00



An intuitive, easy-to-use interface provides complete, self-service access to reports, analysis and plans.



One-stop reporting, analysis and planning

IBM Cognos Express offers a complete, integrated self-service solution for a midsize company's BI and planning needs. Choose from any of its four modules:

- **IBM Cognos Express Reporter** for self-service reporting and ad hoc query
- **IBM Cognos Express Advisor** for analysis and visualization
- **IBM Cognos Express Xcelerator** for Microsoft Excel based business analysis and optimization
- **IBM Cognos Express Planner** for planning, budgeting and forecasting

Cognos Express modules can be used separately or together. This flexible, modular approach lets you start with the module or modules you need today and expand as you grow. This gives you the freedom to “think big, but start small” – an effective strategy to match project and business needs with budget and resource constraints.

The only integrated BI and planning solution purpose-built for midsize companies

Many midsize companies have been forced to cobble together bits and pieces of expensive and complex systems or resort to using spreadsheets to handle their BI and planning needs. IBM Cognos Express offers a clear alternative – an affordable, integrated reporting, analysis and planning solution purpose-built for midsize companies. With IBM Cognos Express, you can get powerful performance management capabilities like large organizations – at a lower cost and with less IT overhead.

Affordable pricing

Get started with IBM Cognos Express for as little as \$25 (USD) per user/month through IBM Global Financing. For more information about pricing and financing options, call 1-866-601-1934 or contact your IBM business partner.

Get more information about IBM Cognos Express

Experience firsthand how IBM Cognos Express can help you drive greater efficiencies, reduce costs and identify new growth opportunities. See a demo or try the software by visiting us on the Web at www.ibm.com/cognos/express/demos. Or call 1-866-601-1934.

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Produced in Canada
January 2011
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