AI in BI? Why?

Augmented Intelligence is in everything from coffee makers to smartphones these days. Why should AI be a differentiator in Business Intelligence?

We're glad you asked! AI, found natively in IBM Cognos Analytics, serves two key functions:

Helps You Be Smarter & Faster

Type questions into the AI Assistant - without a single bit of code.

Phrase questions in plain English.

Get answers in plain English.

Automate a number of functions.

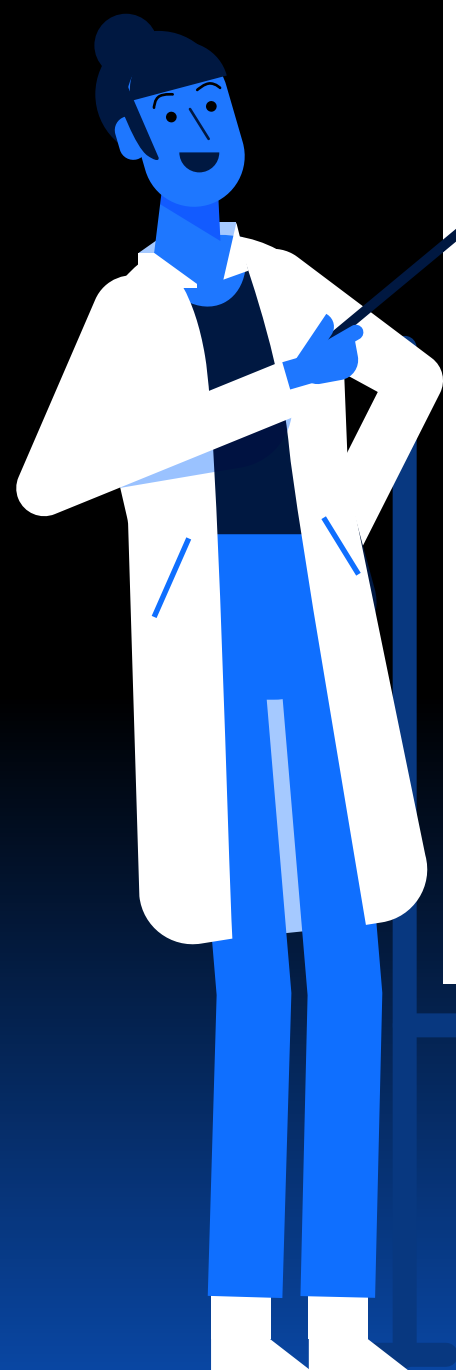Suggest visualizations to present data clearly.

Unearths Hidden Truth in Data

AI Assistant suggests new joins between data sources.

Find connections you never even expected.

Take action based on the new data you (and Cognos Analytics) discovered.

Reduce bias by providing alternate ways of looking at your data

To learn more visit
www.ibm.com/cognos