Introducing IBM Business Analytics Enterprise IBM Analytics Content Hub

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Organizations are facing increased time pressure for decisions in a world of continuous disruption



Everyone needs to be data driven to face this disruptive new reality



Sales

Uncover client needs Retain clients Identify prospects



Finance

Forecast performance Manage cash flow Invest appropriately



IT

Optimize spend Empower collaborative decisions



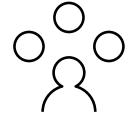
Marketing

New segmentation Optimize wallet share Find new markets



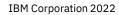
HR Attract and retain talent

Reskill/Train Manage hybrid workforce

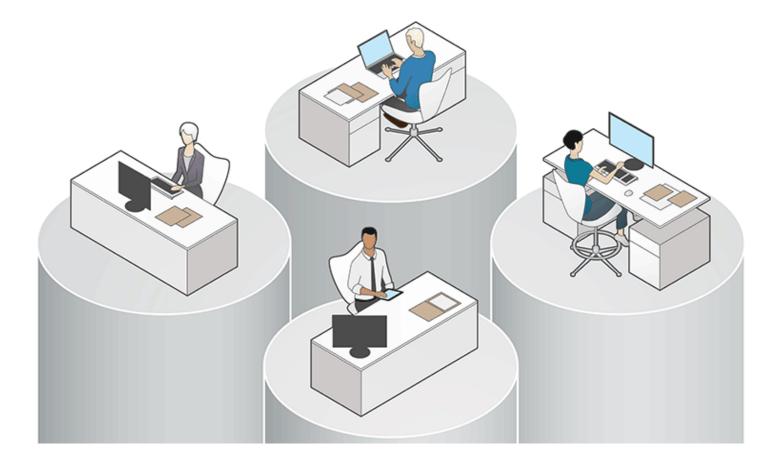


Operations

Automate processes Build supply resiliency



Data and the ability to perform the needed analytics are siloed and underutilized by decision makers

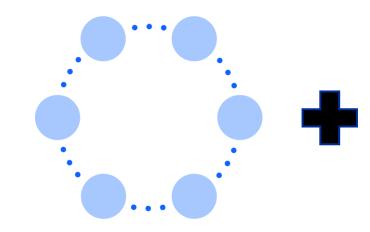


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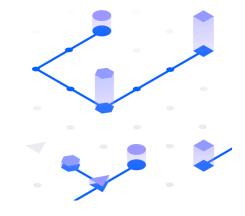
PLAN, BUDGET AND FORECAST

BUSINESS INTELLIGENCE

CONSOLIDATE AND PERSONALIZE







IBM Planning Analytics

Break down business unit silos and quickly create more accurate plans and forecasts all in one platform.

IBM Cognos Analytics

Clean and connect your data, create stunning data visualizations, and show where your business is today while helping predict what will happen tomorrow.

IBM Analytics Content Hub

All the Analytical content in one place with personalized experience for all users.

New Analytics Content Hub

No-code method to discover and "mash-up" multiple vendor dashboards into a single dashboard without having to recreate into one vendor's tool

Customer Benefits

 Make accessible & uncover all analytics in an organization Easily discover & "mash-up" / bring together ALL content available on a topic into 1 dashboard 	 Simplified administration (Intuitive select, drag and drop to create dashboards
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Feature Preview

Single entry for IBM, PowerBI, Tableau, Qlik, etc

Dashboard configuration & branding

Preview using Netflix-like thumbnails

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Connectors

box Box Cloud	File System	Google	Qlik Sense Qlik Sense	QlikView QlikView	SAP® Analytics Cloud SAP Analytics Cloud
IBM° COGNOS° ANALYTICS IBM Cognos Analytics	င် Looker Looker	MicroStrategy MicroStrategy	Business Objects SAP BusinessObjects	Salesforce	splunk >
OneDrive Microsoft OneDrive	Power BI Microsoft Power BI	Microsoft* SQL Server Reporting Services Microsoft SQL Server Reporting Services	TIBC Spotfire Spotfire	IBM Planning Analytics TM1	++++++++++++++++++++++++++++++++++++
SharePoint Microsoft SharePoint On- Premises	SharePoint Online Microsoft SharePoint Online	ORACLE® BUSINESS INTELLIGENCE Oracle Business Intelligence Enterprise Edition	ThoughtSpot ThoughtSpot		



Demo