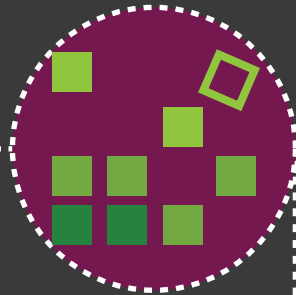


# Business Intelligence

## IBM COGNOS ANALYTICS



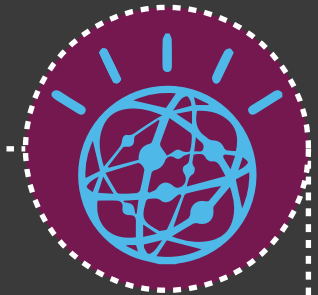
Online-based business intelligence platform that offers a complete array of BI software to address company goals. Considered one of the leaders in the field of business intelligence, Cognos Analytics is comprised of over thirty different products. Cognos' abilities include: dashboarding, reporting, analytics, scorecarding, and, notably, data integration. Software translates large amounts of data into relevant knowledge.

## IBM SPSS MODELER



Extensive predictive analytics platform that is designed to bring predictive intelligence to decisions made by individuals, groups, systems and the enterprise. By providing a range of advanced algorithms and techniques that include text analytics, entity analytics, decision management and optimization, SPSS Modeler can help you consistently make the right decisions—from the desktop or within operational systems.

## IBM WATSON ANALYTICS



Smart data discovery service on the cloud guides data analysis, automates predictive analytics and enables effortless dashboard creation from data sources that range from spreadsheets to Twitter data to governed enterprise data and Cognos reports. Business professionals can get unbiased answers to their questions and new insights to make confident decisions—all on their own.

