

# COGNOS VS THE COMPETITION

Using IBM Cognos means receiving more for less.

We compared against the main competitors in the Business Intelligence space, to show how powerful the Cognos Analytics Platform can really be.

IBM Capabilities		Cognos	Tableau	Msft	Qlik
<b>Data Preparation</b>	Data Prep/Modeling	✓	✓	✓	✓
	Natural Language Search	✓	✓		✓
	Auto Modeling	✓	✓	✓	-
<b>Exploration &amp; Analysis</b>	Ai Assistant & Insights	✓	✓	✓	✓
	Advanced Pattern Detection	✓	✓	-	✓
	Advanced Analytics	✓	✓	-	✓
	Augmented Data Discovery & Explore	✓			-
	Time Series Forecasting	✓	✓	-	-
<b>Create and Share Reports &amp; Dashboards</b>	Guided Layouts	✓	✓	-	
	Scheduling and Bursting	✓		-	-
	Component Re-use	✓		✓	✓
	Automated visualizations	✓	✓	✓	✓
	Natural language generation	✓	✓	-	✓
	Open Source Visualizations	✓	✓	✓	✓
	Storytelling	✓			
Collaborate through Slack	✓	✓	-	✓	
<b>Manage Administer Scale Govern</b>	Deploys on multiple platforms; Linux/Unix, WIN & Mac, Mobile	✓	✓	-	✓
	Security for user roles & permissions; AD, LDAP authentication etc.	✓	✓	-	✓
	Version control and change management	✓			
	Secure Data Connection	✓	✓	✓	✓
	Governance & Security	✓			
<b>Deploy</b>	On-Premise	✓	✓	✓	✓
	Cloud: Shared-Tenant	✓	✓	✓	✓
	Cloud: Single Tenant Managed Service	✓			
	Containerized	✓			✓
<b>Beyond BI</b>	Jupyter Notebooks & Python	✓	✓	-	-
	Open Source Visualizations	✓		✓	✓

# COGNOS VS POWER BI

We believe that Cognos is the leading enterprise BI solution on the market.

Compared to Power BI, Cognos Analytics encompasses more of what you need ensuring you're able to scale effectively without having to purchase premium licenses.

## PowerBI users usually encounter:

- Add-on's required for enterprise reporting (i.e.: SSRS).
- Reporting authoring on-prem then deploy on Cloud.
- AI Assistant: No support for Live Data Connection.
- Variable functionality between Desktop and Cloud.
- Non-Containerised R deployments = potential security risks and policy violations.
- Need SQL, DAX and Power Query M expertise to fully utilise the product.
- Poor performance of on-premise data gateways.
- Minimum cost of entry is 1 P1 node (\$4995/mo) and 1 Pro License (\$9.99/mo).

IBM Capabilities		Cognos	Msft
Data Preparation	Data Prep/Modeling	✓	✓
	Natural Language Search	✓	
	Auto Modeling	✓	✓
Exploration & Analysis	Ai Assistant & Insights	✓	✓
	Advanced Pattern Detection	✓	-
	Advanced Analytics	✓	-
	Augmented Data Discovery & Explore	✓	
	Time Series Forecasting	✓	-
Create and Share Reports & Dashboards	Guided Layouts	✓	-
	Scheduling and Bursting	✓	-
	Component Re-use	✓	✓
	Automated visualizations	✓	✓
	Natural language generation	✓	-
	Open Source Visualizations	✓	✓
	Storytelling	✓	
Collaborate through Slack	✓	-	
Manage Administer Scale Govern	Deploys on multiple platforms; Linux/Unix, WIN & Mac, Mobile	✓	-
	Security for user roles & permissions; AD, LDAP authentication etc.	✓	-
	Version control and change management	✓	
	Secure Data Connection	✓	✓
	Governance & Security	✓	
Deploy	On-Premise	✓	✓
	Cloud: Shared-Tenant	✓	✓
	Cloud: Single Tenant Managed Service	✓	
	Containerized	✓	
Beyond BI	Jupyter Notebooks & Python	✓	-
	Open Source Visualizations	✓	✓

# COGNOS VS TABLEAU

We believe that Cognos is the leading enterprise BI solution on the market.

Compared to Tableau, Cognos Analytics encompasses full governance protocols, native forecasting and better connectors between Cloud and on-prem.

Tableau users usually encounter:

- Limited support for scheduled and burst reports.
- Requiring add-ons for pixel-perfect reporting, data prep and connection Cloud to on-prem data.
- Non containerised R deployments = potential security risks and policy violations.
- No native forecasting or diagnostic visualisations.
- Limited governance.
- Hidden costs of add-on's and extensions (Gartner 2020).

IBM Capabilities		Cognos	Tableau
Data Preparation	Data Prep/Modeling	✓	✓
	Natural Language Search	✓	✓
	Auto Modeling	✓	✓
Exploration & Analysis	Ai Assistant & Insights	✓	✓
	Advanced Pattern Detection	✓	✓
	Advanced Analytics	✓	✓
	Augmented Data Discovery & Explore	✓	
	Time Series Forecasting	✓	✓
Create and Share Reports & Dashboards	Guided Layouts	✓	✓
	Scheduling and Bursting	✓	
	Component Re-use	✓	
	Automated visualizations	✓	✓
	Natural language generation	✓	✓
	Open Source Visualizations	✓	✓
	Storytelling	✓	
Collaborate through Slack	✓	✓	
Manage Administer Scale Govern	Deploys on multiple platforms; Linux/Unix, WIN & Mac, Mobile	✓	✓
	Security for user roles & permissions; AD, LDAP authentication etc.	✓	✓
	Version control and change management	✓	
	Secure Data Connection	✓	✓
	Governance & Security	✓	
Deploy	On-Premise	✓	✓
	Cloud: Shared-Tenant	✓	✓
	Cloud: Single Tenant Managed Service	✓	
	Containerized	✓	
Beyond BI	Jupyter Notebooks & Python	✓	✓
	Open Source Visualizations	✓	

# COGNOS VS QLIK

We believe that Cognos is the leading enterprise BI solution on the market.

Compared to Qlik, Cognos Analytics provides a larger number of enterprise add-ons, on-prem support and easier migration.

Qlik users usually encounter:

- Less than 50% claim enterprise standard (Gartner 2020)
- Add-on's needed for enterprise reporting and advanced data preparation.
- Report authoring on-prem then deploy to Cloud.
- Difficult migration path between products (Qlik View to Qlik Sense).
- Limited job control and workflow management- Not enterprise standard.
- Dashboard creation can involve a lot of advanced modelling and scripting.

IBM Capabilities		Cognos	Qlik
Data Preparation	Data Prep/Modeling	✓	✓
	Natural Language Search	✓	✓
	Auto Modeling	✓	-
Exploration & Analysis	Ai Assistant & Insights	✓	✓
	Advanced Pattern Detection	✓	✓
	Advanced Analytics	✓	✓
	Augmented Data Discovery & Explore	✓	-
Create and Share Reports & Dashboards	Time Series Forecasting	✓	-
	Guided Layouts	✓	-
	Scheduling and Bursting	✓	-
	Component Re-use	✓	✓
	Automated visualizations	✓	✓
	Natural language generation	✓	✓
	Open Source Visualizations	✓	✓
Manage Administer Scale Govern	Storytelling	✓	-
	Collaborate through Slack	✓	✓
	Deploys on multiple platforms; Linux/Unix, WIN & Mac, Mobile	✓	✓
	Security for user roles & permissions; AD, LDAP authentication etc.	✓	✓
Deploy	Version control and change management	✓	-
	Secure Data Connection	✓	✓
	Governance & Security	✓	-
	On-Premise	✓	✓
	Cloud: Shared-Tenant	✓	✓
Beyond BI	Cloud: Single Tenant Managed Service	✓	-
	Containerized	✓	✓
	Jupyter Notebooks & Python	✓	-
	Open Source Visualizations	✓	✓

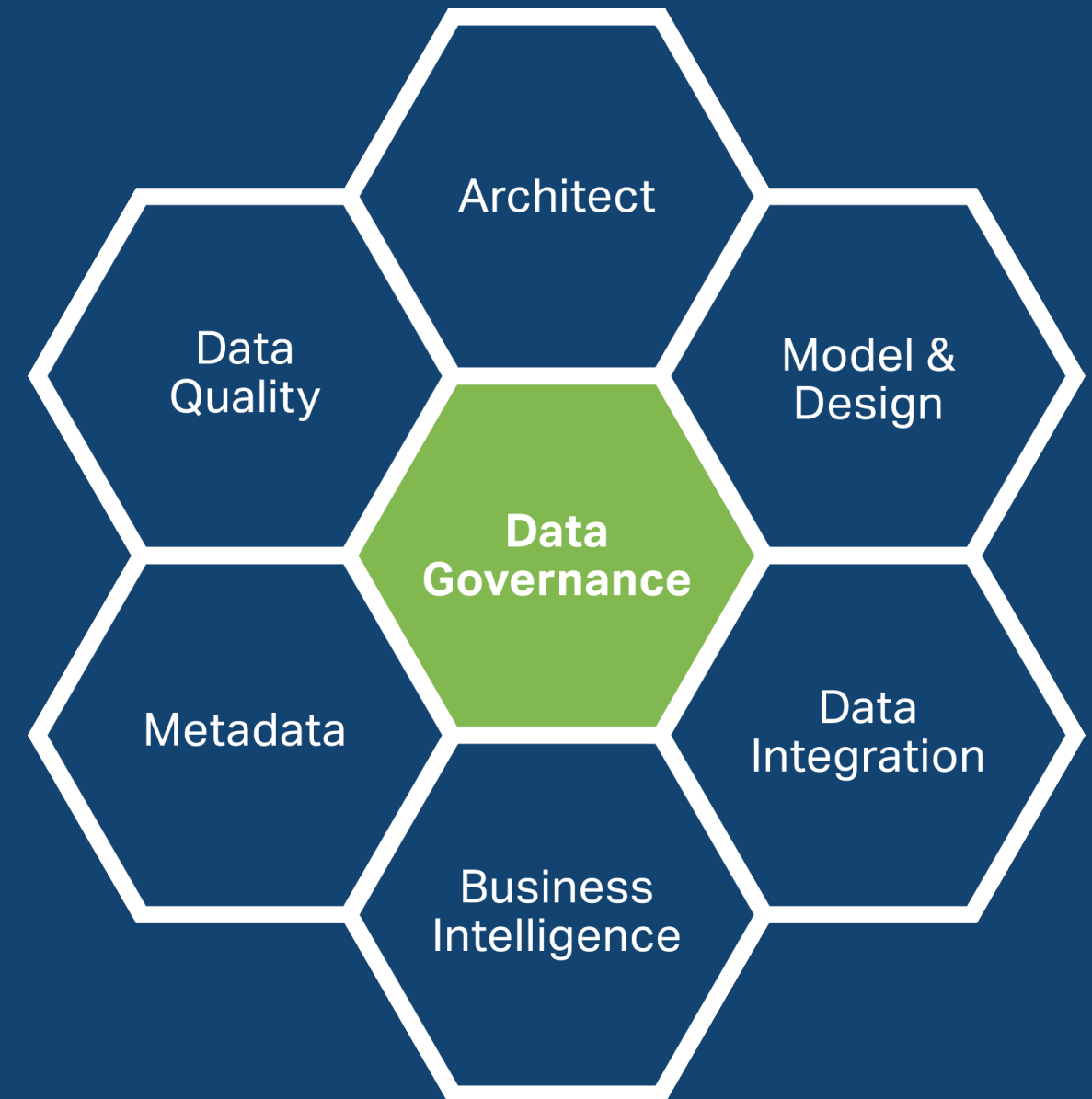
# DATA & ANALYTICS PRACTICE

Our global data & analytics practice will help to unlock the true value of your data. Through proper data governance we enable organisations to fully monetise their data through API's.

The data team works in conjunction with our integration practice both when building ETL's and when customers are looking to migrate from traditional ETL architecture to real-time. Our award-winning data team are here to assist on your journey.

Some of our capabilities include:

- ✓ ETL
- ✓ Migration to Real-time
- ✓ Data Governance & MDM
- ✓ Advanced Analytics & AI
- ✓ Data Fabric & Modernisation



# DATA MANAGED SERVICES

Ensuring that you always have the right skills available 24 hours a day, 365 days a year to pro-actively monitor your technology estate can deplete key resources from your organisation's primary goals.

Prolifics provide an award winning, global managed service team to provide end-to-end support across your technology stack encompassing incident, problem and change management.

Our goal of driving continuous improvement bolsters your business value through the implementation of long-term solutions and transformative initiatives, alongside the management and maintenance of your technology stack.

## Why choose our Managed Services?

- Pay on Demand Pricing or Team Based
- ITIL-Aligned Support
- Blended Onshore, Nearshore & Offshore Support Models
- ISO 9001:2005 Accredited

- ✓ Proactive Patch Management
- ✓ Platform Management
- ✓ Incident Management
- ✓ Change Management
- ✓ Proactive Management
- ✓ Application Management

