



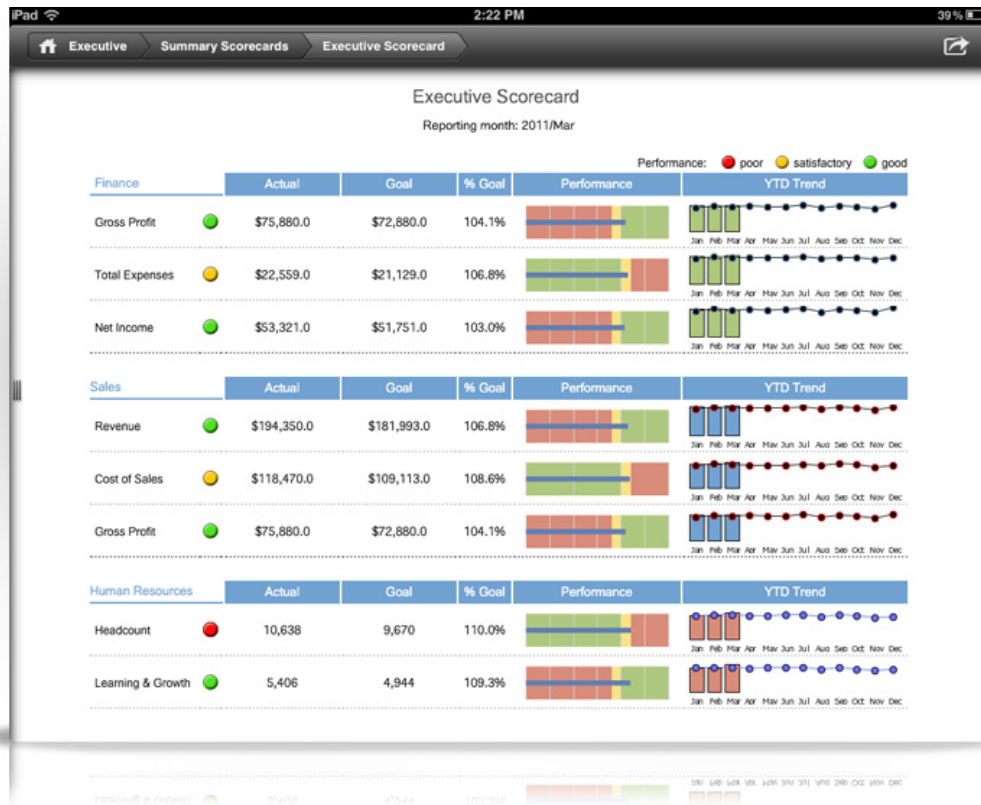
DashInsight™ Mobile

Next Generation Cognos Mobile Business Analytics for the iPad

Overview

DataClarity DashInsight™ Mobile is a next-generation native iPad application for IBM Cognos Business Analytics that speeds up and streamlines access to information whenever and wherever it is needed. Organizations can now empower their users to make better and faster decisions with quick and efficient access to existing Cognos report content. DashInsight™ Mobile leverages all the enterprise scalability and security of the IBM Cognos platform, and allows users to view, analyze, and share their favorite dashboards, reports, and KPI's, simply, efficiently and securely from their iPad.

DashInsight™ Mobile synchronizes all reports, dashboards, bookmarks, notes and business glossary content with DashInsight™ on your desktop, and requires no re-authoring or restructuring of your reports and dashboards. Built on a flexible and proven platform with a single administrative interface that streamlines setup and administration, DashInsight™ is easily deployed and managed at a corporate or departmental level by the business or IT. DashInsight™ runs on and optimizes your investment in IBM Cognos 8, Cognos 10 or Cognos Express Reporter, and can be fully-integrated with IBM Cognos TM1.



Benefits

Enhances Decision-Making Process

DashInsight™ Mobile empowers organizations to make better and faster decisions by allowing their users to access and interact with powerful Cognos reports and dashboards.

Increases Productivity and Maximizes Performance

With DashInsight™ Mobile users gain trusted insight through a rich and visually stunning native iPad experience wherever and whenever they need access to critical information. DashInsight™ Mobile enables organizations to better understand, anticipate and shape business outcomes to achieve breakthrough results and outperform the competition.

Provides Easy Access to Information and Seamless Navigation

Users can intuitively search, navigate, and analyze familiar reports and dashboards without the need for additional training. Navigation of reports, bookmarks, notes and business glossary is streamlined for both novice and expert users through multiple menu options.

Leverages Existing Cognos Report Content

DashInsight™ Mobile leverages the same content your users work with everyday on their desktops – optimized for the iPad. Within DashInsight™ users can view, analyze and share their favorite dashboards and reports simply and securely.

Ensures a Collaborative Environment

DashInsight™ Mobile arms users with collaboration capabilities that allows them to share insights with others. By connecting users with key information, DashInsight™ Mobile enables fast decision-making process and helps organizations to stay competitive.

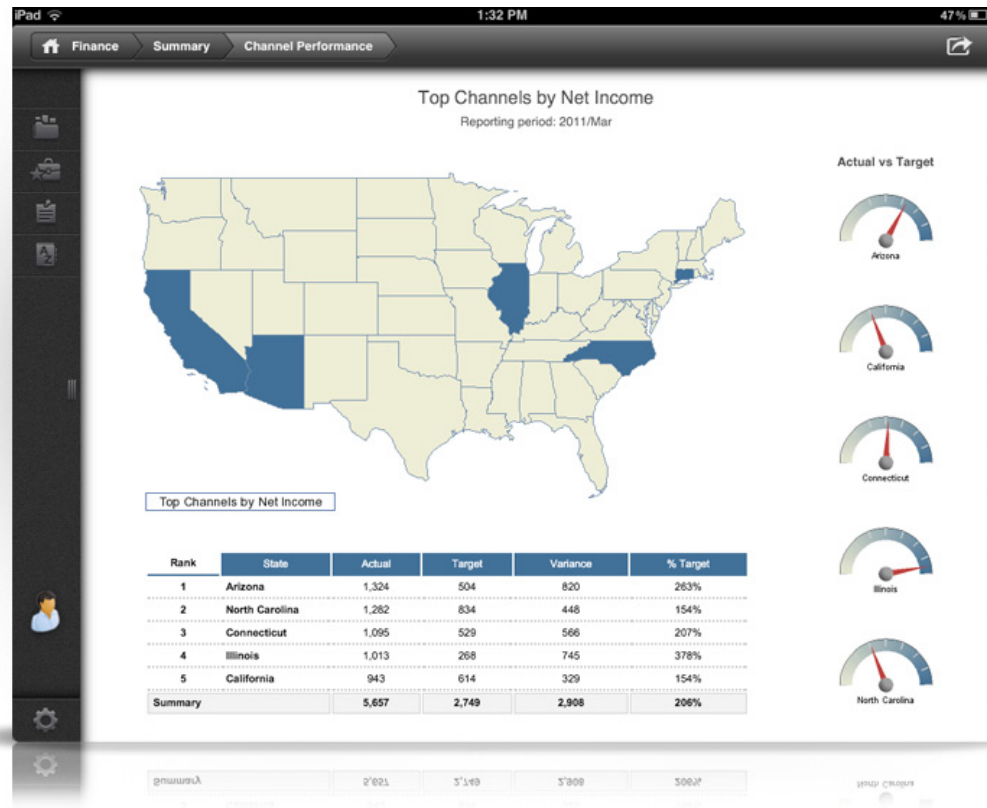
Provide a Strong and Reliable Integration Platform

DashInsight™ Mobile deploys in days and leverages the enterprise scalability and security of the IBM Cognos Platform.

Features

Intuitive Interface

DashInsight™ Mobile has a highly intuitive interface that provides users a superb visual experience, with smart features including automatic orientation, content scaling, pinch and zoom, drill down/up, and swipe gestures.



Intuitive Interface

Reports Panel

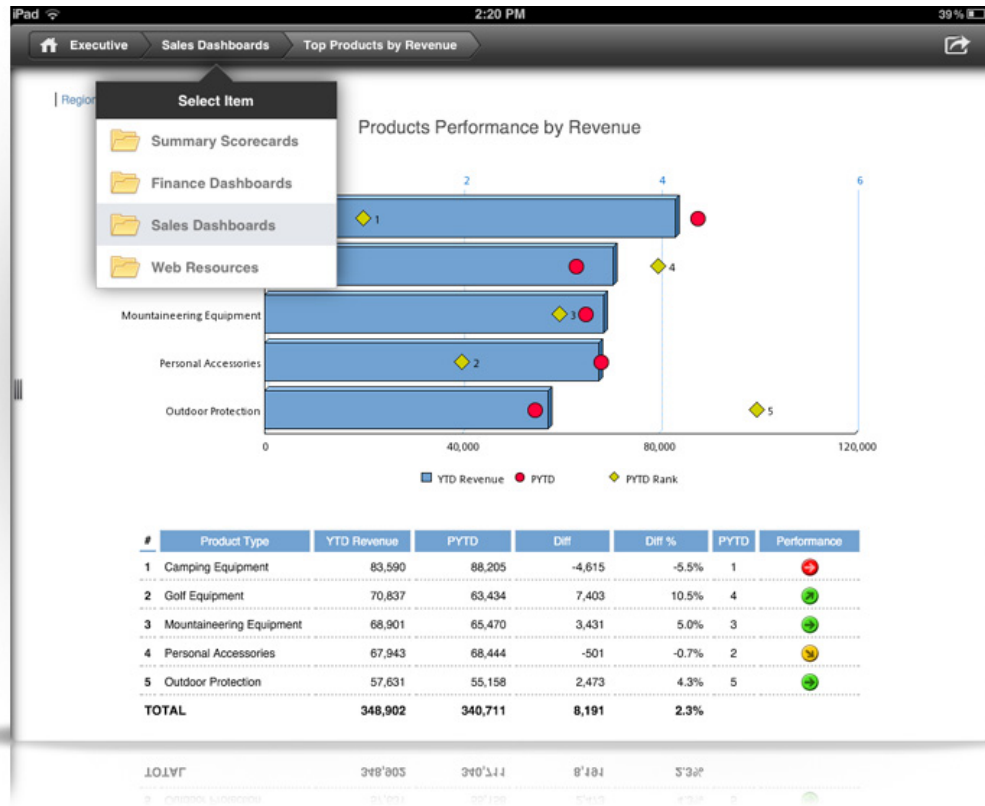
The Reports Panel allows users to easily access dashboard reports from an expandable menu and folder structure that groups the reports into different categories and sub-categories. Users can easily view Cognos Business Intelligence reports and dashboards and external or internal web resources. The intuitive search feature lets users find dashboards and reports quickly and efficiently.



Reports Panel

Breadcrumb Navigation

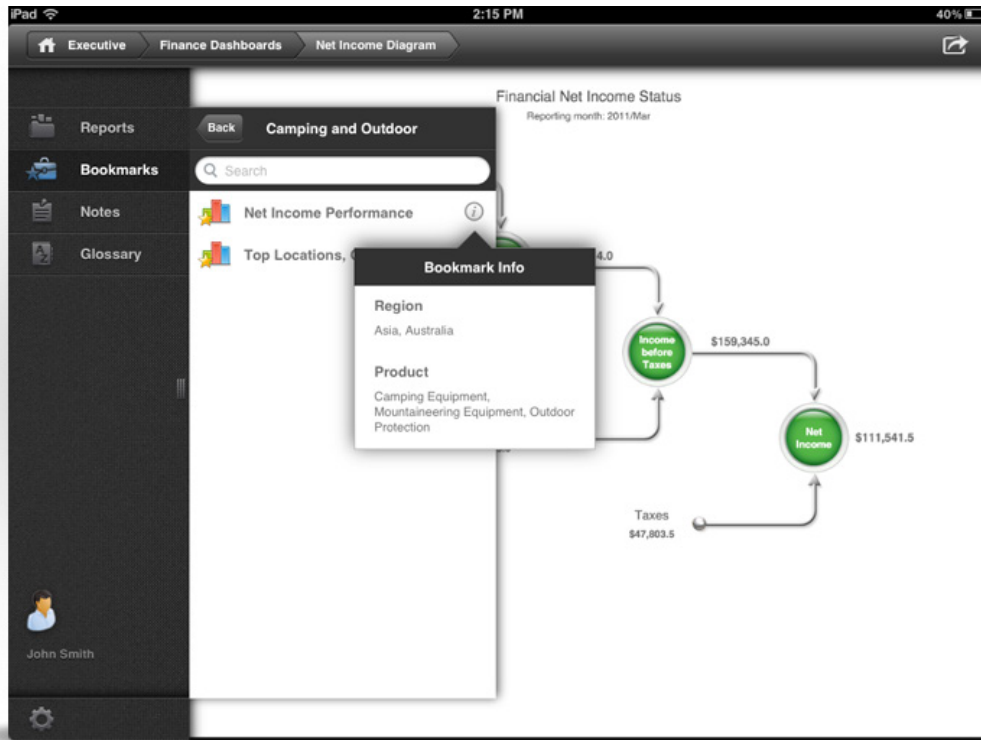
The top navigation bar Breadcrumb Navigation enables users to seamlessly navigate and access portals, views, folders, dashboards, reports, and web resources, including internal and external websites and content.



Breadcrumb Navigation

Bookmarks Panel

Users can access unique views of a dashboard to meet their particular requirements from the Bookmarks Panel. Users can search for private and public bookmarks and view additional information – all through their iPad.



Bookmarks Panel

Notes

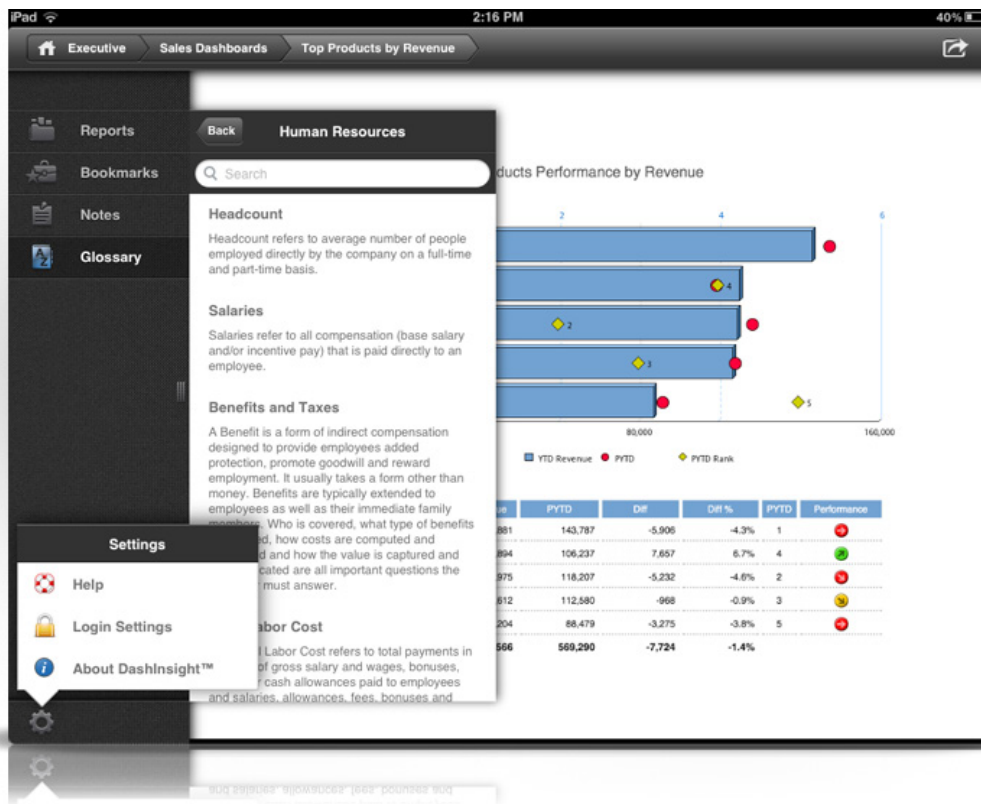
From the Notes Panel, users can access notes, threaded note replies, and also reports and dashboards attached to the notes. The search feature allows users to easily locate information in both notes and note replies.



Notes

Business Glossary

Users can directly access the Business Glossary Panel to learn more about the report content data contained in any dashboard. Navigating through the information is simple and intuitive using search and the folder structure.



Business Glossary

Online Help

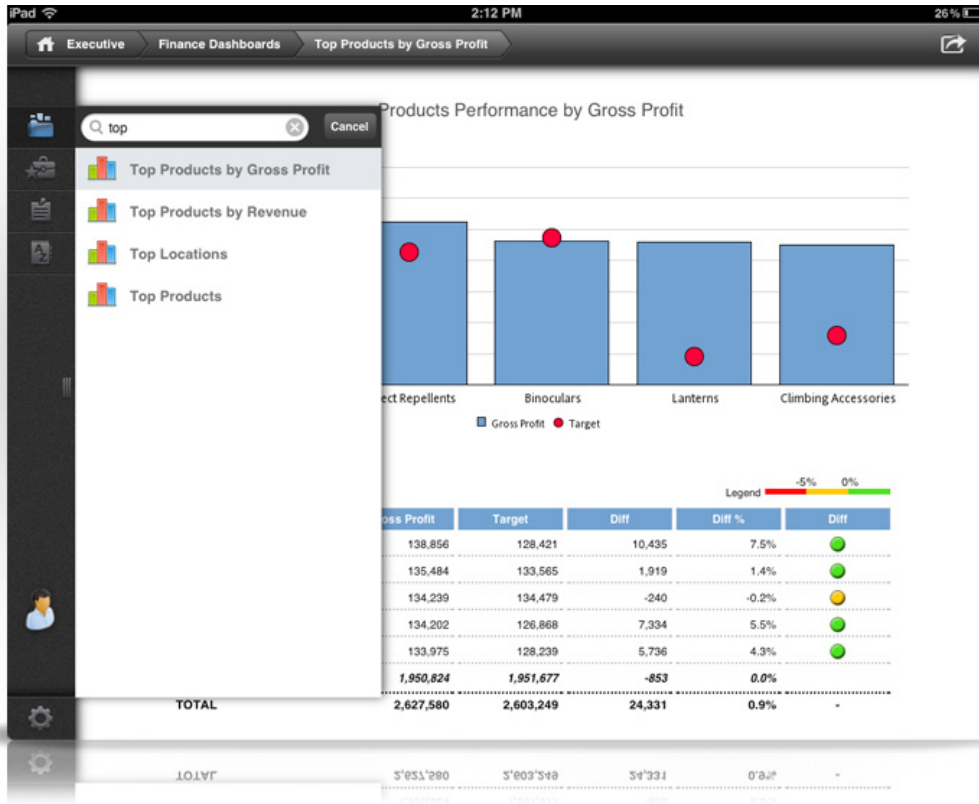
The step-by-step guidelines from the Help Panel provide an easy-to-use online user reference that further minimizes any requirement for user training.



Online Help

Content Search

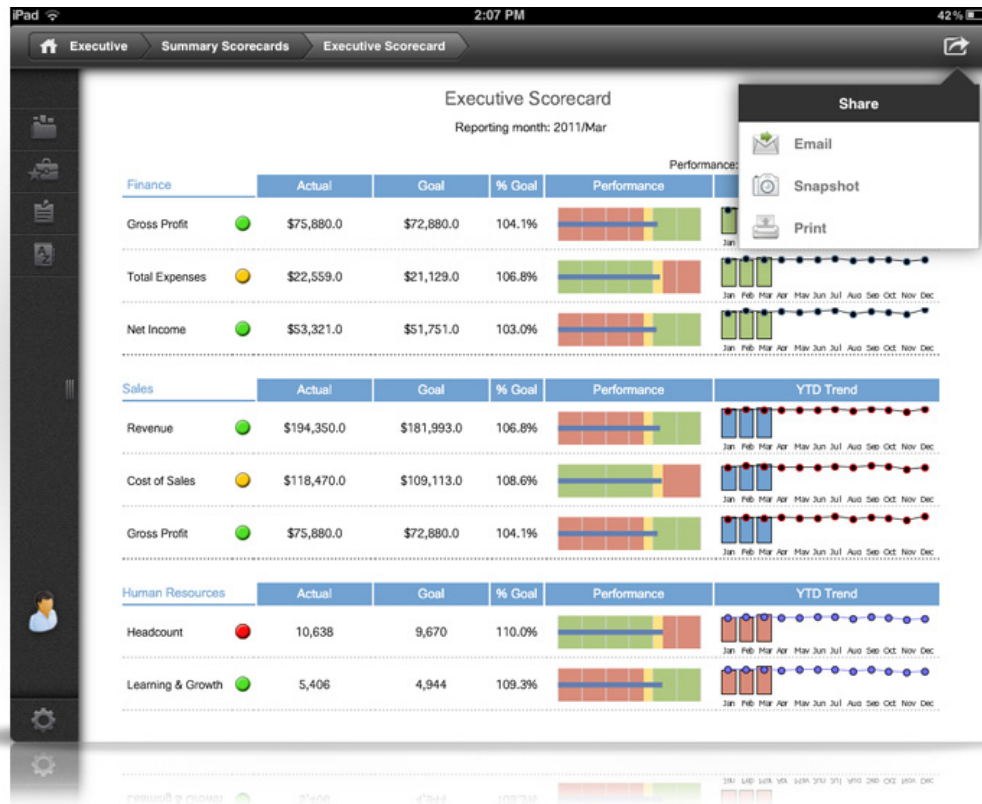
The intuitive search functionality allows users to search all reports, bookmarks, notes and business glossaries to quickly locate the content they need.



Content Search

Sharing Insights

Users can collaborate and share dashboards and reports via e-mail, and take a snapshot and save it to their iPad photo folder, Users can also print their dashboards and reports directly from their iPad.



Sharing Insights

Single Administrative Interface

DashInsight™ Mobile leverages security features offered by IBM Cognos platform and fosters a single administrative interface that streamlines setup and administration.

Single Authoring Environment

Seamless continuity with DashInsight™ on your desktop requires no re-authoring or restructuring of your favorite reports, dashboards, and KPI's.



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