



IBM Cognos Insight 10.1 - personal analytics without compromise

Table of contents

1 Overview	4 Technical information
1 Key prerequisites	5 Ordering information
1 Planned availability date	7 Terms and conditions
2 Description	9 Prices
4 Program number	9 Announcement countries
4 Publications	

At a glance

The key features for this release of IBM® Cognos® Insight 10.1 revolve around the following areas:

- Data - drag-and-drop import, create data from scratch, and enrich without complex scripting
- Analysis - create custom applications, dashboards and what-if scenario models to optimize outcomes
- Visualization - complete control over the look and feel
- Teams - easily publish as a shared application to collaborate and take action

Overview

IBM Cognos Insight 10.1 empowers all users to independently explore data, build scenario models, and share insights without Information Technology (IT) assistance. But, unlike other dashboard products, Cognos Insight is based on proven enterprise technology that will grow with you when you are ready so that you can easily extend into predictive analytics, managed reporting, and performance management.

You can start quickly by using all of the secured, trusted business intelligence data and reports already built by IT. Now you do not have to sacrifice the agility you need today for a solution that is not IT endorsed and future proof.

Key prerequisites

Refer to the [Technical information](#) section for more details.

Planned availability date

February 7, 2012: Electronic availability

February 15, 2012: Media availability

Availability of programs with encryption algorithm in France is subject to French government approval.

Cryptography in this product is limited to password encryption, authentication or digital signature.

Refer to the complete letter for national language availability.

Description

Cognos Insight 10.1 allows you to independently explore, scenario model, and share without help from the Information Technology (IT) department.

Cognos Insight supports these goals with:

- Drag-and-drop dashboard creation
- Instant response and flexibility from in-memory analytic engine
- Write-back cache capability which allows you to input your own data, comparisons, annotations
- Powerful scenario modeling with built-in rules and data spreading

Cognos Insight also supports business user agility together with enterprise IT values.

The benefits of Cognos Insight include:

- No rework - consume existing enterprise business intelligence content
- No silos - publish to enterprise system for governed deployment
- No dead ends - extensible to broader business analytics including predictive analytics, managed reporting, and performance management.

The features of Cognos Insight focus on the following areas.

Data

- Import and combine data - without complex scripting
- Local data - drag and drop a spreadsheet or desktop file
- Databases - unlock the value from corporate or departmental databases
- Existing business intelligence (BI) reports - leverage existing trusted reports as a source of data
- Predictive data - to understand what is likely to occur

Analysis

- Slice and dice through data - using only mouse clicks to navigate
- What-if analysis - to create different scenarios, fully understand why, and optimize outcomes
- Automatic comparisons - using built-in calculations and traffic lights
- Change data views on the fly - using an in-memory engine to view information such as groups and hierarchies in a way that is logical to you
- Search data - just type a word to automatically filter all associated data
- 60 second dashboards - go from raw data to analysis and published dashboard in 60 seconds

Visualization

- Rich set of chart types - to create powerful visual representations
- Smart filters - to easily navigate using associations between related data
- Linked visualizations - to see how a change in one item effects the big picture
- Complete layout control - design themes to add style, add other widgets including web content and scriptable action buttons

Teams

- Publish applications - To make your application centrally available and manage deployment.
- Collaborate - You can annotate, share, and automatically aggregate contributions from others.
- Extend to other interfaces - Like iPad, mobile devices, web, or Excel to provide the appropriate interface to any user.
- Wired for the enterprise - Easily extend into more powerful business analytics capabilities like managed reporting, performance management, predictive analytics, and more.

IBM Cognos Insight is for line of business (LOB) users including business functional managers, financial analysts, business analysts, and operations analysts in the midmarket and above, who are dissatisfied with their ability to easily access the business information. These users want to discover new insights without having to be a spreadsheet programmer and share this information with others easily and in a visually compelling way.

Outputs created by IBM Cognos Insight Standard Edition can only be used by users who have the following licenses:

- IBM Cognos Insight Standard
- IBM Cognos Business Intelligence Advanced Business Author
- IBM Cognos Business Intelligence Professional Author
- IBM Cognos Business Intelligence Professional
- IBM Cognos Business Intelligence Administrator
- IBM Cognos Business Intelligence Advanced
- IBM Cognos Enterprise Planning TM1® Contributor
- IBM Cognos Enterprise Planning TM1 Modeler

Accessibility by people with disabilities

A US Section 508 Voluntary Product Accessibility Template (VPAT) can be requested via the IBM website

http://www.ibm.com/able/product_accessibility/index.html

Availability of national languages

Product description	Language	GA date
IBM Cognos Insight v10.1.0	Multilingual (French, Danish, Kazakh, Russian, Korean, Chinese - Simplified, Spanish, Norwegian Bokmal, Portuguese-Brazilian, Croatian, German, Swedish, Japanese, Chinese - Traditional, Hungarian, English, Romanian,	February 15, 2012

Turkish,
Czech,
Italian,
Finnish,
Polish)

Program number

Program number	VRM	Program name
5725-F64	10.1.0	IBM Cognos Insight

Offering Information

Product information is available via the Offering Information website

<http://www.ibm.com/common/ssi>

Also, visit the Passport Advantage® website

<http://www.ibm.com/software/passportadvantage>

Publications

No publications are shipped with this product.

The IBM Publications Center

<http://www.ibm.com/shop/publications/order>

The Publications Center is a worldwide central repository for IBM product publications and marketing material with a catalog of 70,000 items. Extensive search facilities are provided. Payment options for orders are via credit card (in the U.S.) or customer number for 20 countries. A large number of publications are available online in various file formats, and they can all be downloaded by all countries.

Technical information

Specified operating environment

Hardware requirements

For complete details concerning the minimum hardware requirements to install and run IBM Cognos software, refer to the System Requirements in the IBM Cognos Insight Installation and Configuration Guide. This guide can be found at

<http://publib.boulder.ibm.com/infocenter/cinsight/v10r1m0/index.jsp>

Software requirements

For complete details concerning the minimum software requirements to install and run IBM Cognos software, refer to the System Requirements in the IBM Cognos Insight Installation and Configuration Guide. This guide can be found at

<http://publib.boulder.ibm.com/infocenter/cinsight/v10r1m0/index.jsp>

IBM Cognos product strategy includes leveraging industry-standard platforms such as operating systems, databases, and application servers. In order to provide the best service possible, IBM certifies each of our products to run on specific

versions of these platforms. For complete details concerning supported software environments for IBM Cognos software, visit

<http://www-01.ibm.com/support/docview.wss?uid=swg27023291>

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express®. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

Security, auditability, and control

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

Global Technology Services

Contact your IBM representative for the list of selected services available in your country, either as standard or customized offerings for the efficient installation, implementation, or integration of this product.

Ordering information

For ordering information, consult your IBM representative or authorized IBM Business Partner, or visit

<http://www-306.ibm.com/software/support/pa.html>

This product is only available via Passport Advantage. It is not available as shrinkwrap.

These products may only be sold directly by IBM or by authorized IBM Business Partners for Software Value Plus.

For more information about IBM Software Value Plus, visit

<http://www-01.ibm.com/software/info/itsolutions/softwarevalueplus>

To locate IBM Business Partners for Software Value Plus in your geography for a specific Software Value Plus portfolio, contact your IBM representative.

Product information

Licensed function title	Product group	Product category
IBM Cognos Insight Standard Edition	IBM Cognos Insight	IBM Cognos Insight
Program name	PID number	Charge unit description
IBM Cognos Insight Standard Edition	5725-F64	PA Per Authorized User

Charge metrics definitions

Authorized User

Authorized User is the unit of measure by which this program is licensed. An Authorized User is an individual (named or unnamed) within or outside of your enterprise. The program may be installed on one or more computers or servers and accessed by the number of users authorized by the Proof of Entitlement (PoE). You must have an entitlement for each Authorized User accessing the program or any program component in any manner directly or indirectly (for example, via a multiplexing program, device, or application server) through any means.

Passport Advantage program licenses

IBM Cognos Insight

Part description	Part number
IBM Cognos Insight Standard Edition	
IBM Cognos Insight Standard Edition Authorized User SW S&S Reinstate 12 Mo	DONTULL
IBM Cognos Insight Standard Edition Per Authorized User Annual SW S&S Rnw1	E0DHGLL
IBM Cognos Insight Standard Edition Per Authorized User Lic + SW S&S 12 Mo	DONTTLL

Passport Advantage supply

Program name/description	Part number
IBM Cognos Insight V10.1.0	
IBM Cognos Insight Standard Edition 10.1.0 Windows™ Multilingual Media Pack	B504XML

Passport Advantage customer: Media pack entitlement details

Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

IBM Cognos Insight V10.1.0

Entitled maintenance offerings description	Media packs description	Part number
IBM Cognos Insight Standard Edition per Authorized User	IBM Cognos Insight Standard Edition 10.1.0 Windows Multilingual Media Pack	B504XML

Terms and conditions

The information provided in this announcement letter is for reference and convenience purposes only. The terms and conditions that govern any transaction with IBM are contained in the applicable contract documents such as the IBM International Program License Agreement, IBM International Passport Advantage Agreement, and the IBM Agreement for Acquisition of Software Maintenance.

Licensing

IBM International Program License Agreement including the License Information document and Proof of Entitlement (PoE) govern your use of the program. PoEs are required for all authorized use.

Part number products only, offered outside of Passport Advantage, where applicable, are license only and do not include Software Maintenance.

This software license includes Software Subscription and Support (also referred to as Software Maintenance).

License Information form number

Program name	Program number	Form number
IBM Cognos Insight	5725-F64	L-LCOE-8N3RBB

The program's License Information will be available for review on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

Limited warranty applies

Yes

Limited warranty

IBM warrants that when the program is used in the specified operating environment, it will conform to its specifications. The warranty applies only to the unmodified portion of the program. IBM does not warrant uninterrupted or error-free operation of the program or that IBM will correct all program defects. You are responsible for the results obtained from the use of the program.

IBM provides you with access to IBM databases containing information on known program defects, defect corrections, restrictions, and bypasses at no additional charge. For further information, consult the IBM Software Support Handbook found at

<http://www.ibm.com/support/handbook>

IBM will maintain this information for at least one year after the original licensee acquires the program (warranty period).

Program technical support

Technical support of a program product version or release will be available for a minimum of five years from the general availability date, as long as your Software Maintenance is in effect. This technical support allows you to obtain assistance (via telephone or electronic means) from IBM for product-specific, task-oriented questions regarding the installation and operation of the program product. Software Maintenance also provides you with access to updates (modifications or fixes), releases, and versions of the program. You will be notified, via announcement letter, of discontinuance of support with 12 months' notice. If you require additional

technical support from IBM, including an extension of support beyond the discontinuance date, contact your IBM representative or IBM Business Partner. This extension may be available for a fee.

Money-back guarantee

For clarification, note that if for any reason you are dissatisfied with the program and you are the original licensee, you may obtain a refund of the amount you paid for it, if within 30 days of your invoice date you return the program and its PoE to the party from whom you obtained it. If you downloaded the program, you may contact the party from whom you acquired it for instructions on how to obtain the refund.

For clarification, note that for programs acquired under the IBM International Passport Advantage Agreement, this term applies only to your first acquisition of the program.

Volume orders (IVO)

No

Passport Advantage applies

Yes, and through the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

This product is only available via Passport Advantage. It is not available as shrinkwrap.

Usage restriction

Yes. For additional information, refer to the License Information Document that is available on the IBM Software License Agreement website

<http://www.ibm.com/software/sla/sladb.nsf>

International Passport Agreement

Software Subscription and Support (Software Maintenance)

Yes. Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software and Technical Support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

While your Software Subscription and Support (also referred to as Software Maintenance) is in effect, IBM provides you assistance for your routine, short duration installation and usage (how-to) questions, and code-related questions. IBM provides assistance via telephone and, if available, electronic access, to your information systems (IS) technical support personnel during the normal business hours (published prime shift hours) of your IBM support center. (This assistance is not available to your end users.) IBM provides Severity 1 assistance 24 hours a day, 7 days a week. For additional details, consult your IBM Software Support Handbook at

<http://www.ibm.com/support/handbook>

Software Subscription and Support (also referred to as Software Maintenance) does not include assistance for the design and development of applications, your use of programs in other than their specified operating environment, or failures caused by products for which IBM is not responsible under the applicable agreements.

For additional information about the International Passport Advantage Agreement and the IBM International Passport Advantage Express Agreement, visit the Passport Advantage website at

<http://www.ibm.com/software/passportadvantage>

Other terms

System i Software Maintenance applies

No

Educational allowance available

Education allowance does not apply.

Education software allowance does not apply.

Special education prices are available for qualified customers through Passport Advantage.

Prices

Passport Advantage

For Passport Advantage information and charges, contact your IBM representative or authorized IBM Business Partner, or authorized IBM Business Partner for Software ValueNet®, if applicable. Additional information is also available at

<http://www.ibm.com/software/passportadvantage>

Business Partner information

If you are an IBM Business Partner -- Distributor for Workstation Software acquiring products from IBM, you may link to Passport Advantage Online for resellers where you can obtain Business Partner pricing information. An IBM ID and password are required.

<https://www.ibm.com/software/howtobuy/passportadvantage/paoreseller/emea/channelannouncement>

Announcement countries

All European, Middle Eastern and African countries except:

- Iran
- Sudan
- Syria

Trademarks

IBM, Cognos, TM1, Passport Advantage, Express and ValueNet are registered trademarks of IBM Corporation in the United States, other countries, or both.

Windows is a trademark of Microsoft Corporation in the United States, other countries, or both.

Other company, product, and service names may be trademarks or service marks of others.

Terms of use

IBM products and services which are announced and available in your country can be ordered under the applicable standard agreements, terms, conditions, and prices in effect at the time. IBM reserves the right to modify or withdraw this announcement at any time without notice. This announcement is provided for your information only. Reference to other products in this announcement does not necessarily imply those products are announced, or intend to be announced, in your country. Additional terms of use are located at

<http://www.ibm.com/legal/us/en/>

For the most current information regarding IBM products, consult your IBM representative or reseller, or visit the IBM worldwide contacts page

<http://www.ibm.com/planetwide/>