

# The Total Economic Impact™ Of IBM Cognos Analytics

FORRESTER®

Through 4 customer interviews and data aggregation, Forrester concluded that IBM Cognos Analytics has the following three-year financial impact.

“We had one report that ran on a spreadsheet, and by the time we pulled the numbers, extracted the data, and did some analysis on it, a week would have already elapsed. That same task is now done within minutes with Cognos Analytics.”

*Business Analyst,  
nonprofit/research*



## IBM COGNOS ANALYTICS BY THE NUMBERS



**93%** streamlined reporting.



**10%** increased staffing efficiency.

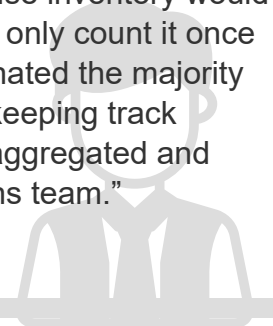


**0.5%** sales uplift.

## VOICE OF THE CUSTOMER

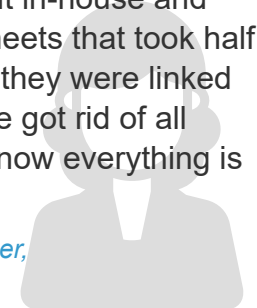
“We used to lose millions of dollars on product shrinkage because inventory would just disappear, and we’d only count it once a year. We’ve now eliminated the majority of that because we are keeping track weekly, and the data is aggregated and reported to our operations team.”

*Managing director, retail*



“A lot of our tools were built in-house and relied on legacy spreadsheets that took half an hour to open because they were linked to other spreadsheets. We got rid of all those dependencies and now everything is on Cognos Analytics.”

*Technical development manager,  
manufacturing*



Read the  
full study

This document is an abridged version of a case study commissioned by IBM titled: The Total Economic Impact Of IBM Cognos Analytics, December 2020.

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