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# **IBM Cognos BI v10.1:**

# **Business Insight and Business Insight Advanced**

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Cognos 10's new dashboard and business  
query modules

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## Background

### Copyright and License

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### Evaluation Methodology

BI Scorecard evaluates vendor products with the view of a customer who wishes to buy a full BI suite or integrated toolset. Products are evaluated according to major functional areas ranging from query and reporting to architecture and administration. We also evaluate specialty products that complement a BI platform. Within each functional area, we score vendors on various features. This list of criteria is based on:

- Features that customers often look for in evaluations
- Unique capabilities identified while evaluating products
- Vendor marketing claims that are either a point of differentiation or confusion

To evaluate products, we rely on vendor briefings, customer feedback, and newsgroup postings. To ensure an objective, consistent comparison of products, we also evaluate the software hands-on. When a task is not apparent via the menus or online help, we rely on vendor documentation. Poor documentation for complex products can hurt a vendor's evaluation.

Each feature is assigned a score of 0 to 3:

Score	Explanation
3	Exceptional capabilities, beyond what is generally available out-of-the-box.
2	Very good capabilities.
1	Limited capabilities, difficult to do, or may require a work around.
0	Minimal capabilities out of the box. The software may require customization or coding to accomplish.

Summary scores are determined by an evaluation of approximately 300 detailed criteria for BI platforms and almost 100 detailed criteria for specialty products. Weightings of individual criterion greatly affect summary scores. We advise customers to assign their own weightings to criteria to determine a best-fit BI solution.

BI Scorecard tested Business Insight and Business Insight Advanced in October 2010 with additional testing in Q2 2011. Additional highlights of the IBM Cognos BI 10 release are available in the BI Scorecard® "IBM Cognos 10 BI Highlights" report. Detailed scores for all modules are available in the BI platform and dashboard scorecards.