MicroStrategy®

Modernize without Compromise

Future Proof Enterprise Reporting with MicroStrategy ONE

Organizations across the globe are investing in digital transformation to increase agility and drive innovation. Technology consolidation, IT modernization, and AI adoption are key tenants of such efforts.

With the uncertainty around the future of legacy enterprise reporting tools like IBM Cognos Analytics and SAP BusinessObjects, many organizations are trying to understand how to best move forward with mission critical needs.

Staying Still is Not an Option

Cognos is costly to maintain and upgrade, meaning customers often lag behind in adopting modern features.

Despite its acquisition in 2008, Cognos is ultimately not a strategic focus for IBM. It lacks the dedicated investment and commitment to innovation required to make its long-term cost of ownership manageable.

Do More with ONE Investment

MicroStrategy ONE offers a mature award-winning platform for enterprise reporting coupled with modern features on a containerized cloud platform.

- Enterprise grade reporting
- Self-service portals
- Data discovery
- Mobile apps
- HyperIntelligence
- Generative AI bots
- Microsoft Office integrations

Your Move, Made Easy

MicroStrategy and our partners have deep experience helping disappointed Cognos customers future proof their reporting environments and transform their BI capabilities.

Only MicroStrategy ONE offers the ability to maintain the integrity of your enterprise reporting investments while creating a clear path forward for innovation.

The Brutal Facts about Cognos

Legacy solutions like Cognos have not kept pace with analytics today and lack architectural investments to take full advantage of modern cloud.

Cognos customers often lament outdated aesthetics and antiquated experiences. Technical teams are plagued by performance issues and need to invest significantly to maintain, upgrade, and scale the software and its infrastructure. Heavy reliance on IT results in higher total cost of ownership—even while user expectations are left unmet by subpar visuals and limited self-service.

Cognos deprecated key tools between version 11 and 12, its current product, without clear parity for critical functionality. Cognos positions Reports and Dashboards as substitutes in its latest product, but both lack key capabilities. Cognos Reports works well for common enterprise requirements. However, significant expertise is required to build and maintain its use, presenting challenges for non-technical users. IT intervention is often needed for report customization or even more basic needs like scheduling. Critically, Reports is relatively inflexible if you need to analyze multiple datasets in the same report.

Further, IBM's lack of investment in modern capabilities for Cognos Dashboards is disappointing. Its self-service tools in v11 worked well even if the experience and aesthetics were outdated. While Cognos positions Dashboards for self-service in v12, it has significant limitations including:

- No support for bursting personalized reports or scheduled distribution

- Limited dashboard formatting and customization capabilities

- Limited ability to white-label and customize mobile experiences

- Inability to enforce data protection rules in all cases

Cognos customers often lag in adopting innovation and enhancements. While updates are made throughout the year, Cognos only releases Long-Term Support versions every 18-months. Its complex architecture is difficult to maintain, so upgrades require significant resource investment and risk cost overruns. This means that users often don't see new benefits until long after they are their release. Cognos touts its cloud options as a gateway to innovation, but each requires work to migrate or scale—and all lock you into the IBM ecosystem.

The Bottom Line

Cognos product limitations mean that there is a heavy reliance on IT resources to support enterprise reporting even amid roadmap confusion. Customers may need to upgrade to 11.2.x to retain key features that are no longer available in 12—even while another lengthy upgrade to the latest version looms.

MicroStrategy ONE Delivers Enterprise Reporting at Scale

The future of enterprise reporting must serve all aspects of an organization's data needs while preserving the integrity of its investments. Only one platform delivers on all these promises today: the all-new MicroStrategy ONE.

Mature Enterprise Reporting

Everything you have come to expect from a mature reporting platform including pixel-perfect and paginated reports, personalized bursting, and streamlined embedding functionality.

Modern Consumer Experiences

Keep up with disruptive tech trends, like generative AI and HyperIntelligence, empowering your constituents with real-time, interactive insights for a competitive edge.

Lower Cost of Ownership

Built on a reusable data fabric, we make it easy to manage large environments at scale. Centrally executed changes immediate flow through to everything from reports to bespoke applications and AI bots.

The Freedom to Innovate

Maintain agility with the freedom to choose AWS, Azure or GCP as your preferred cloud provider.

Where Other Solutions Fall Short

It might be tempting to think that you can simply leverage your existing BI tool for enterprise reporting too. However, most tools simply provide the ability for users to print PDF versions of existing dashboards. They lack any of the functionality needed to support enterprise reporting.

Other vendors such as Microsoft continue to support at least some reporting capabilities but offer a subpar experience and come at an additional cost. For example, plagued by scalability issues, Microsoft continues to deprecate capabilities from their reporting platform SSRS. Critical functionalities such as paginated reports, Excel data ingestion, and mobile are no longer supported. Fabric is presented as a solution, but it is really just a product bundle of multiple tools—not a unified product.

MicroStrategy ONE Offers a Future Proof Path Forward

Consumer expectations have changed dramatically over the past decade. In addition to timely personalized reports, consumers expect robust self-service capabilities. And, with the rise of Gen AI, the expectation for connected interactive experiences is only increasing.

Only MicroStrategy ONE supports everything from true enterprise-grade reporting to self-service, and custom mobile applications to generative AI-powered bots all from one investment. The platform's managed service and seamless quarterly upgrades also make maintenance easy and accelerate time to value when adopting the latest innovations.
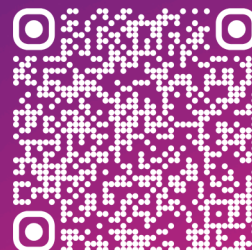
Further, the MicroStrategy Semantic Graph establishes a unified data fabric for your entire organization—centrally managed changes automatically flow everywhere drastically decreasing the cost of ownership. Data savvy individuals benefit from trusted, governed, ready-to-use data, and frontline workers benefit from pervasive insights and interactive AI bots that support them throughout their day.

You Are in Great Company

With help from our team of experts and extensive partner network, hundreds of former IBM Cognos Analytics customers have successfully moved to MicroStrategy ONE.

- Extensive Expertise: Our experts apply extensive experience from successful legacy modernizations to streamline your migration.

- Proven Migration Methodology: Our proven methodology helps rationalize your legacy reporting resources, replace existing capabilities, and modernize mission-critical reports.

- Global Partner Ecosystem: Our deep bench of experts can accelerate your migration and modernization. We offer a unified team, specialized in legacy conversions to ensure your successful move to ONE.

MicroStrategy ONE is the world's most comprehensive platform for data analytics at scale. ONE offers the market's broadest array sof insight delivery options, including fully integrated Gen AI analytics, and provides the industry's lowest total cost of ownership thanks to governance, security, and object-level reusability enabled by its native data fabric. Built on a containerized cloud-native architecture, ONE eliminates the chaos of managing analytics at scale: making it easy to empower everyone with unique, AI-driven data experiences deployed everywhere.

Visit us at **microstrategy.com** to learn more.