

Thank you for attending the **New York Metro Cognos Users Group** meeting.

Our 2nd NYMCUG organizational meeting and Technology briefing took place on March 24, 2015 in New York City, co-sponsored by TechD and IBM. We had a great turnout for our Spring event including 45 attendees representing Cognos users from 24 companies. In addition to quarterly technical briefing, we are building our NYMCUG social community with presence on Linked-In and Meet-Ups sites, Please join and follow NYMCUG which provides an ideal environment for business and technical users to share ideas and learn from each other.

The group held lively discussions with the subject matter experts during their presentations topics:

- **Analytics In Life Sciences – Integrated analytics Demo**—by *Brian Snyder – IBM CTP*
- **Cognos Dynamic Cubes & Cognos 10.2.2 Hints & Tips.** by *Marc Martina – TechD – Sr. Architect*
- **Analytics Acceleration – Cognos BI & SPSS on PureData (Netezza)** by *William Abernathy – IBM Analytics Tech. Manager*

Marc Martina emphasized the value and benefits of installing the latest Cognos 10.2.2 release and Fix Packs to take advantage of new features and improved performance in Cognos BI. Cognos User polling showed, the majority of firms represented have already make the upgraded to Cognos 10.2.x platform to take advantage of new capabilities and improved performance characteristics in Cognos BI. Brian showed new Cognos RAVE engine data visualizations and integrated analytics solutions extending Cognos with Predictive Analytics (SPSS) and Watson Analytics in a life science use case. Bill's discussion illustrated huge improvements in report execution times using larger and more diverse data sets (structured and unstructured data) with the PureData for Analytics powered by Netezza, which leverages shared processing for dramatically faster results.

- Presentations are available click here: <http://tech-dynamics.com/resources/events/ny-cognos-user-group>
- Additional charts and videos: <https://www.youtube.com/watch?v=StEhHl59Y18&authuser=0>
- Here's a link to Watson Analytics Demo on how to use predictive analytics to retain customers: <https://www.youtube.com/watch?v=StEhHl59Y18>
 - Link to Brian's presentation dashboards built on IBM Cognos BI on the Cloud [HERE](#)
 - username ID: bob, password: IBMDem0s (0=Zero)

Advisory Board members -- Vishal Singh and Menka Uttamchandani, stressed the need for the Cognos community to drive value for their respective business colleagues by developing new data visualizations that help illustrate better business insights that focus on strategic business challenges.

Call for User Success Story Presentations for our June NYMCUG Meeting -- We are looking end user volunteers to present their "User success stories" and BI use case presentations to the group for the next NYMCUG meeting scheduled for June 16th, 2015. This could be a great opportunity to preview your Analytics success story before this year's IBM's (IOD) INSIGHT 2015 – Big Data & Analytics conference held in Las Vegas Oct 25-29th 2015 at the Mandalay Bay Hotel

The NYMCUG group recommended convening quarterly meeting targeting, *February, June, September* and *November* annually.

Requested Technical Briefing and strategic topics were requested including;

- Self Service BI – leverage Cognos Workspace/ for business oriented dashboards/ new RAVE data visualizations.
- Collaboration strategies: use Analytics to surround and enhance Excel spreadsheets
- Deliver Analytics on IPAD & mobile phones – Cognos Active Reports
- Hadoop unstructured data (Text Analytics as info source) and Cognos BI reporting
- IBM WATSON - & COGNOS BI – Where is IBM going with end user directed analytics

Workshop – Requested “Hands on” lab activities (extended sessions)

- SPSS – Predictive Analytics – Workshop using IBM Cloud based tutorials
- Dynamic Cubes architecture tutorial & DQM/DQA workshop
- Framework Manager hints & tips
- Referral to IBM Cognos BI / SPSS / TM1 local Workshops

NYMCUG By-laws and Steering Committee / Advisory Board -- By-Laws were circulated at the previous meeting for discussion. A “steering committee” of volunteers was been appointed from respected companies such as *Johnson and Johnson, Memorial Sloan Kettering, Denihan, Moet Hennessey, IBM and TechD*. NYMCUG steering committee members, will help guide the organization regarding strategies for establishing and sustaining a successful user community and ensure the group maintains its “BI end user” focus to support the NY Metro Cognos user community.

Please share your interest and promote joining the NYMCUG to your peers to grow our membership and share broader user experiences in our NY Metro community. Please join and follow the NYMCUG on Linked-In. SEARCH google for New York Metro Cognos User Group and join the community.

Questions and suggestions may be sent to Evan Atkins, TechD for review and circulation. Please email: eatkins@tech-dynamics.com as well as post to [NYMCUG User Group on LinkedIn](#).

We look forward to seeing you at our **NYMCUG - SUMMER EVENT**

Tuesday, June 16th 2015 8:30 AM to 12:30 PM

Light Breakfast & Lunch included

Executive Suites, 1120 6th Avenue (43rd St), 4th Fl. Conf. Rm B

New York, NY 10036

