


esri

Understanding our world.



What do you need from your data?

- **Depth**, not perimeters
- **Insight**, not information
- **Clarity**, not indicators

You need access to location, the most decisive factor in predicting your organization's performance, translating its successes and shortcomings, and identifying new business opportunities.

And if you've only worked with charts and graphs, your data has never shown it to you. You'll need a map for that.

Esri Maps for IBM Cognos. Make sure you can see where you're going.

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