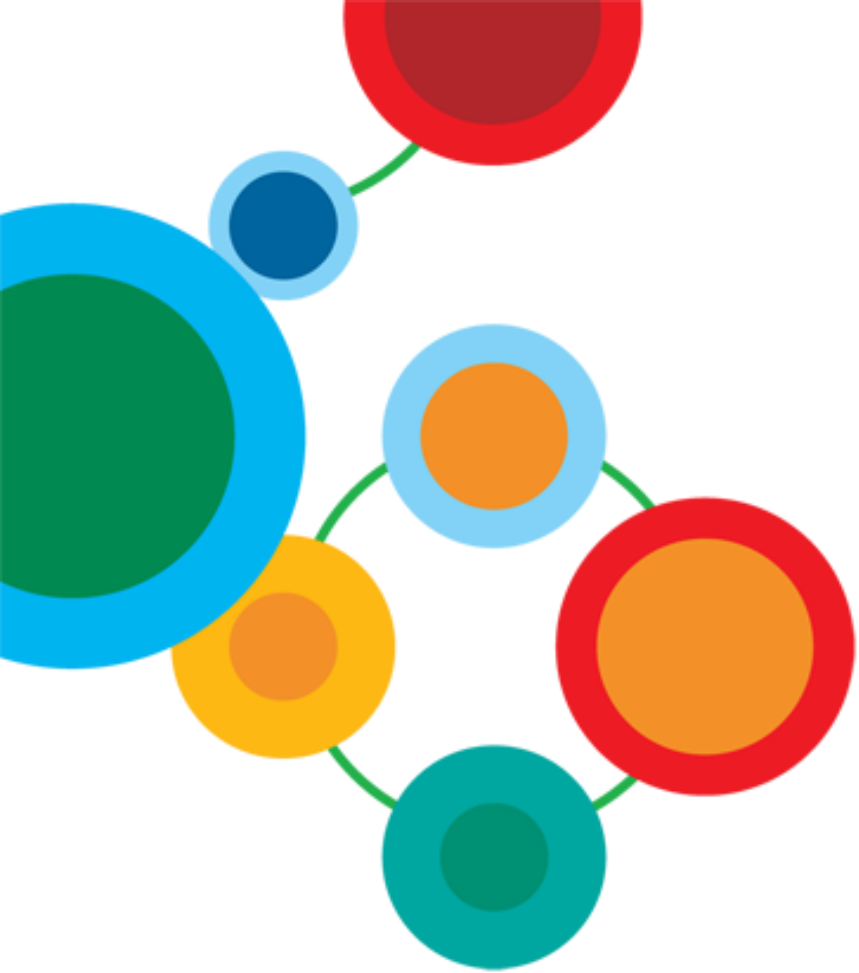

Harness the Power of IBM Business Analytics

Session Number BDS-3471

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Information On Demand 2011

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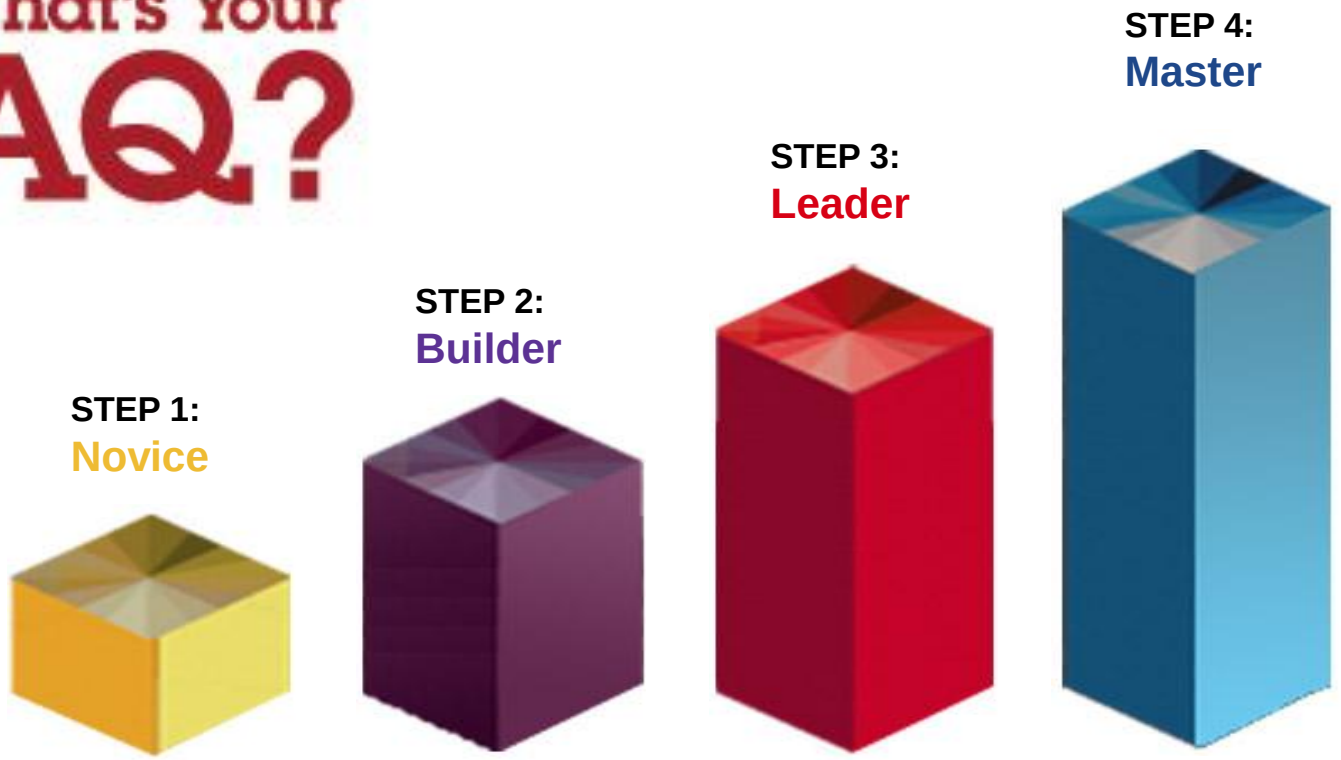
Agenda

- ***Analytics Quotient***
  - Why should I care?
  - What's in it for me?
- ***Business Analytics Portfolio***
- ***Case Study***
  - Portfolio Architecture
  - Information Flow
- ***Panel Discussion***
  - Maximizing the value of Business Analytics in Your Organization

Analytics-Driven Organizations Outperform

Efficiency + Business Insight Contribute to Better Financial Performance



Richmond Virginia Police Department

40% decline
in homicide rates

FIRST TENNESSEE

600% increase
in cross-sell campaign

Malt-O-Meal

$13.8 Million
in cost savings

5.4x

Top Performers are more likely to use an analytic approach over intuition*

PRIMERICA

1000's of Reps
run their daily business using IBM Business Analytics

cellularsouth

80% decrease
in reporting time on top of Oracle e-business suite

OmnicomGroup

$200 Million
increase in cash flow

The more you infuse analytics into your business, the higher your AQ and the better you and your business will perform

Take the AQ Quiz

- **Hot Topics:**
  - Are you using your rich information assets in a siloed fashion?
    - Are you only using customer data to review historical trends or are you using that same information to predict outcomes or do scenario modeling?
    - Are you looking at Risk around IT, loss events, etc?
    - Are you leveraging your information for planning beyond budgets?
  - Do the members of your team feel they have the right information to make business decisions?
  - What is your long term strategy around Analytics in your organization? *Where do you want to go, what do you want to do next and why?*

Business Analytics Portfolio

Business Intelligence

COGNOS

Financial Performance Management

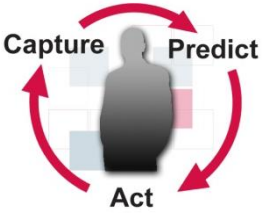
Governance Risk & Compliance

OpenPages an IBM® Company

Algorithmics

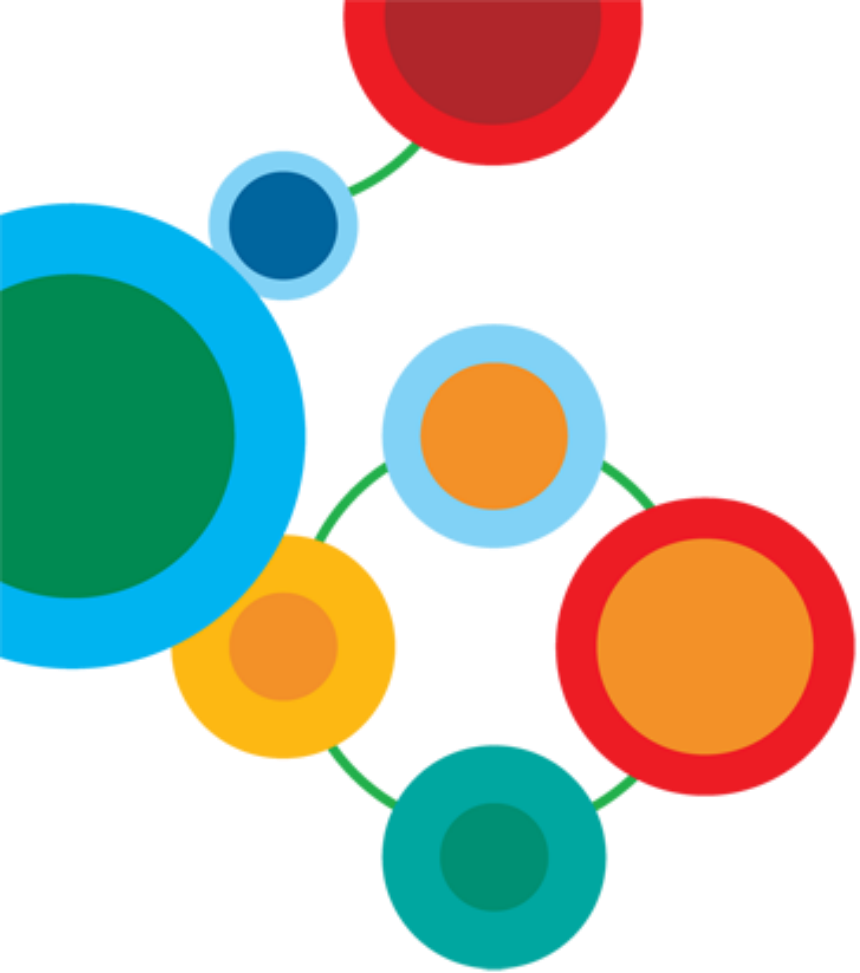
IBM Business Analytics

Predictive & Advanced Analytics



SPSS

Analytical Applications



Case Study

Business Analytics

Better Outcomes

Smarter Decisions

Actionable Insights

Relevant Information

Panel Discussion

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