

Outperform with IBM Business Analytics



Today's organizations are facing many DISRUPTIVE FORCES fueling the need for analytics

1 The emergence of big data

Creating new opportunities to capture meaningful information from new varieties of data and content coming at organizations in huge volumes and at accelerated velocity



2 The shift of power to the consumer

Creating the need for organizations to understand and anticipate customer behavior and needs based on customer insights across all channels



3 Accelerating pressure to do more with less

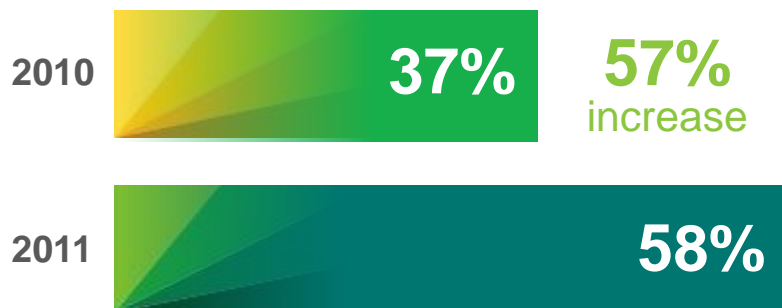
Creating the need for all parts of the organization to optimize all of their processes to create new opportunities, to mitigate risk, and to increase efficiency



The pressures on organizations are at a point where analytics has evolved from a business initiatives to a **BUSINESS IMPERATIVE**

More organization are using analytics to create a competitive advantage

Respondents who believe analytics creates a competitive advantage



Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011

And leaders are outperforming their competitors in key financial measures

1.6x

Revenue Growth

2.0x

EBITDA Growth

2.5x

Stock Price Appreciation

Source: *Outperforming in a data-rich, hyper-connected world*, IBM Center for Applied Insights study conducted in cooperation with the Economist Intelligence Unit and the IBM Institute of Business Value. 2012



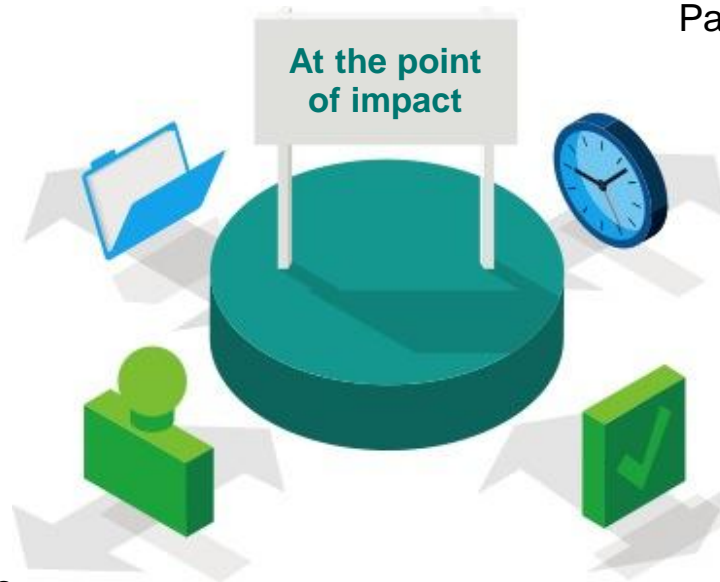
ANALYTIC-DRIVEN ORGANIZATIONS are distinguished by their ability to leverage ...

All information

- All information
- Transaction data
- Application data
- Machine data
- Social data
- Enterprise content

All perspectives

- Past (historical, aggregated)
- Present (real-time)
- Future (predictive)



All people

- All departments
- Experts and non-experts
- Executives and employees
- Partners and customers

All decisions

- Major and minor
- Strategic and tactical
- Routine and exceptions
- Manual and automated

...and focusing on high-value initiatives in core **BUSINESS AREAS****1****Customers**

Examples:

- Advanced client segmentation
- Leveraging customer sentiment analysis
- Reducing customer churn

2**Finance**

- Enabling rolling plan, forecasting and budgeting
- Automating the financial close process
- Delivering real-time dashboards

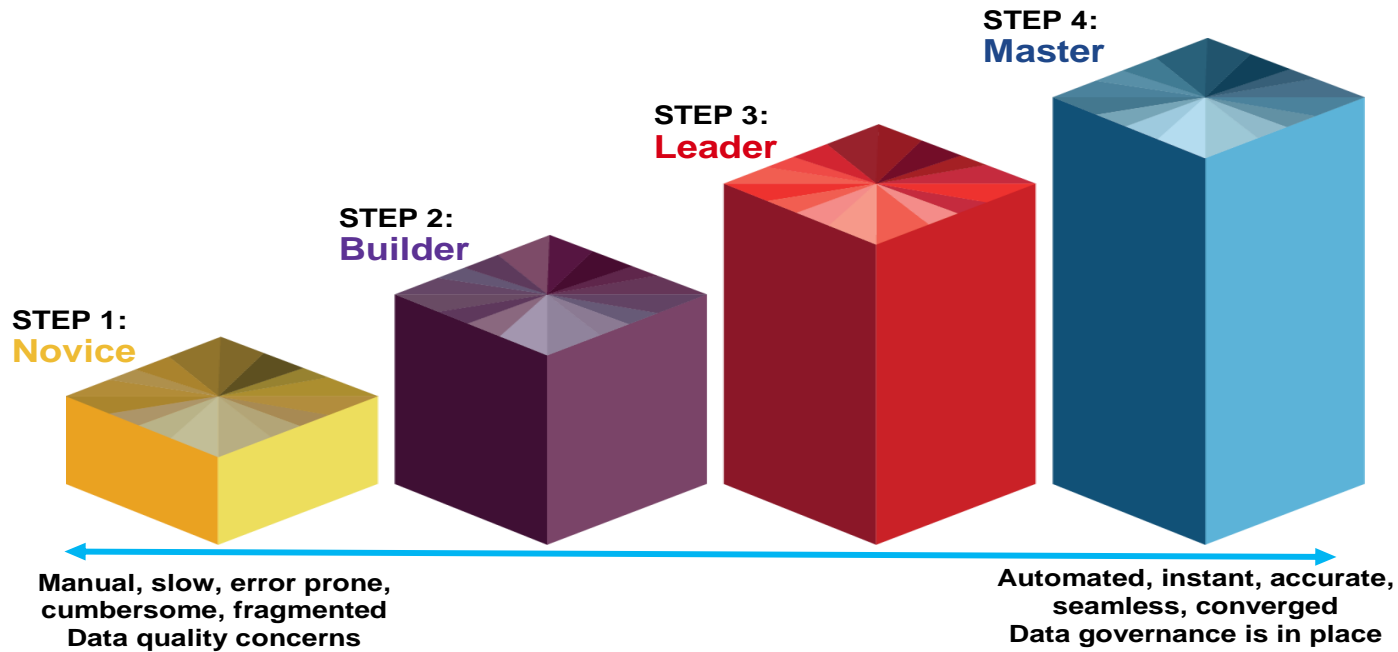
3**Risk**

- Making risk-aware decisions
- Managing financial and operational risks
- Reducing the cost of compliance

4**Operations**

- Optimizing the supply chain
- Deploying predictive maintenance capabilities
- Transform thread & fraud identification processes

Those who are succeeding have a high AQ (analytics quotient)



<http://www.ibm.com/software/analytics/aq/>

“The data I need is not just in corporate systems”

“Can’t afford to wait for someone else to build it”

“I don’t know exactly what I’m looking for...”

“We need to understand and respond faster to market changes”



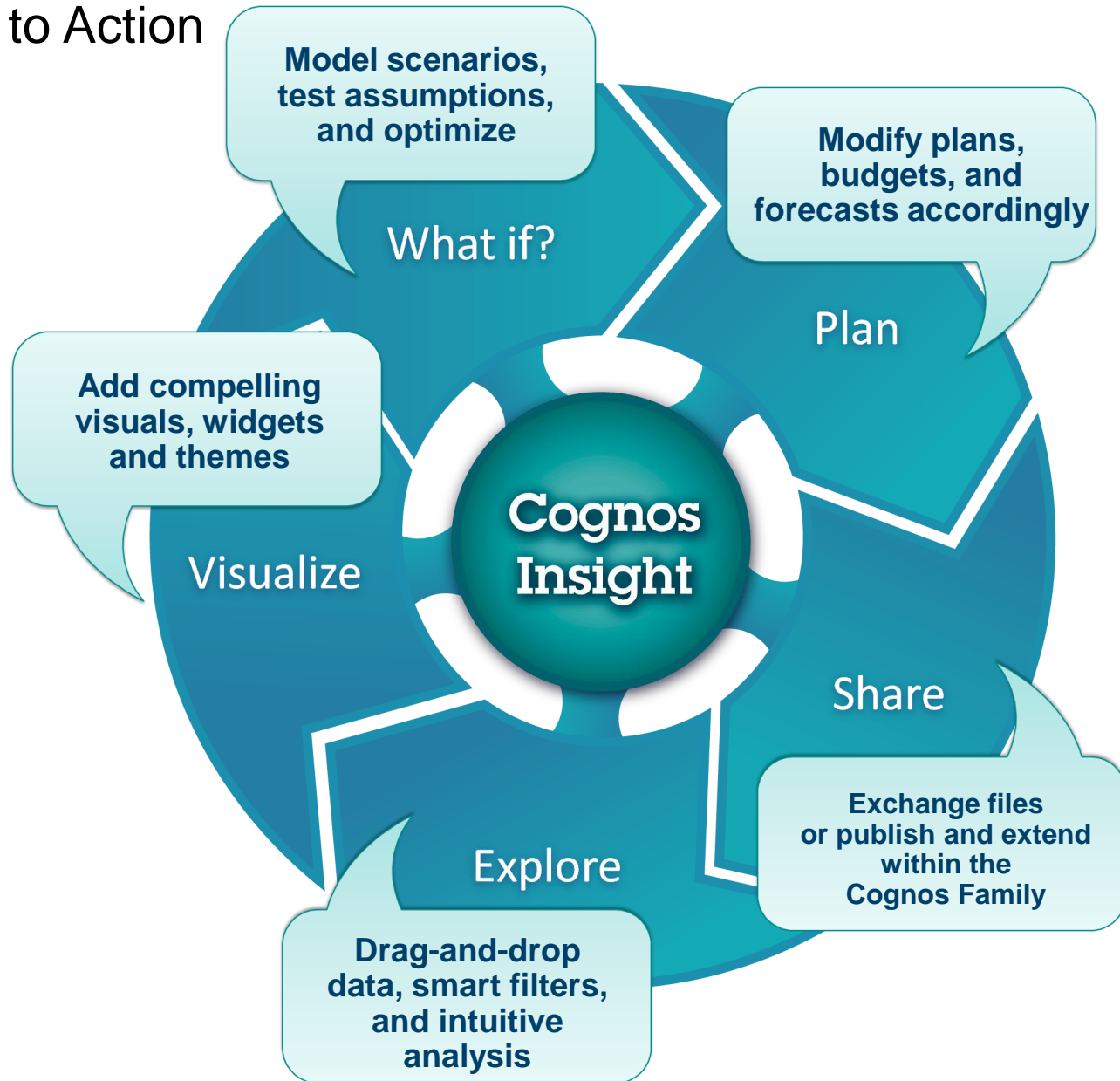
INSIGHT

ACTION



COGNOS INSIGHT DEMO

Insight to Action



IBM Cognos Insight Personal Edition

New & Free!

Access your personal data to do fast, meaningful analysis right on your desktop

Import data from spreadsheets and comma separated value files (.CSV)

Create dashboards and plans in seconds, use built in calculations and what-if scenario modeling, all with no scripting

Available in over 20 languages

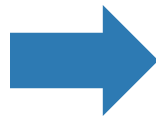
Utilize for non-commercial use only

Quickly download Cognos Insight and access samples, demo videos or even a short tutorial all from

[AnalyticsZone - Getting Started with Cognos Insight](#)



[AnalyticsZone.com](#)

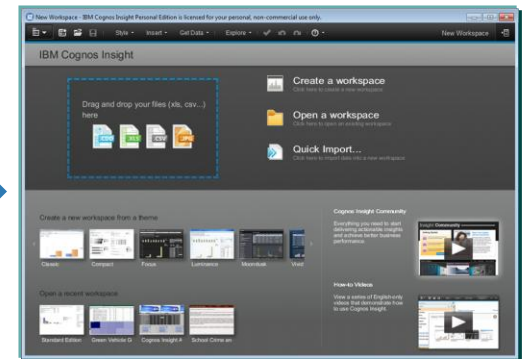
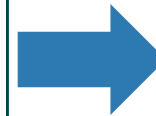


Getting Started

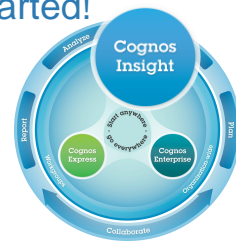
- 1 Register:** Membership is free and you'll have access to all the features.
- 2 Install:** You'll be running Cognos Insight on your desktop in minutes.
- 3 Analyze:** Try the sample applications first then bring in your own data.

[Download Now](#)

[Click Download Now](#)

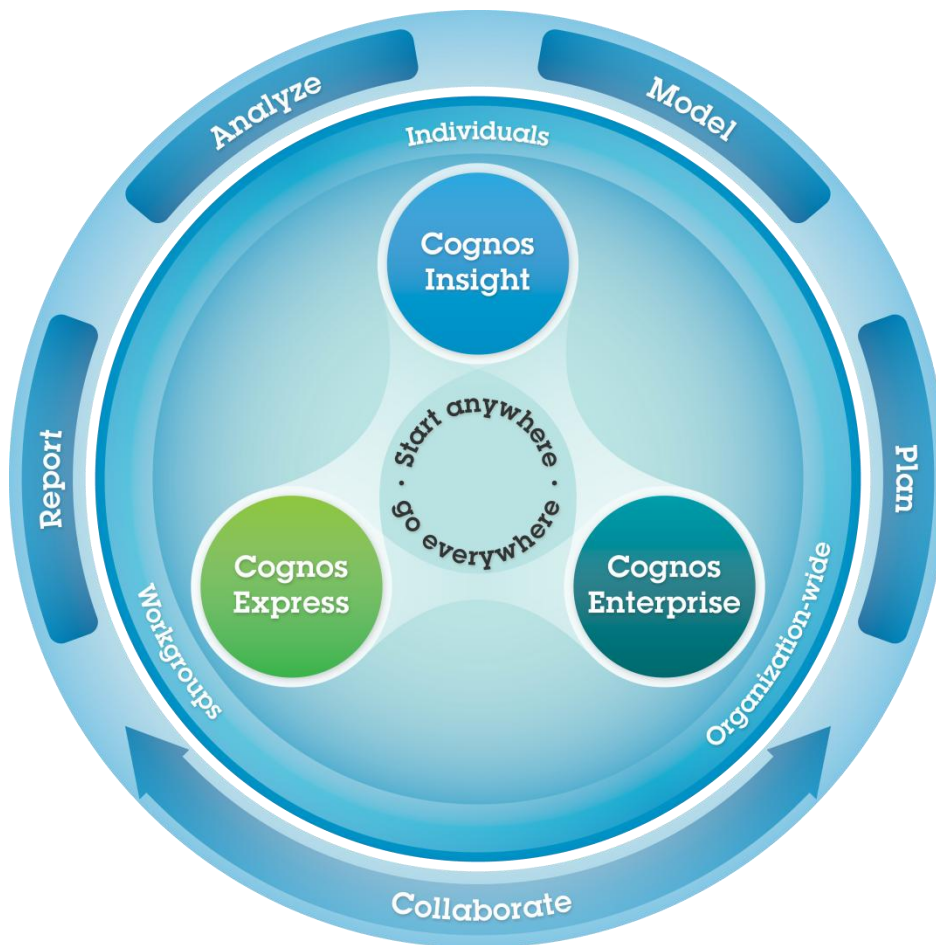


[Install and Get started!](#)



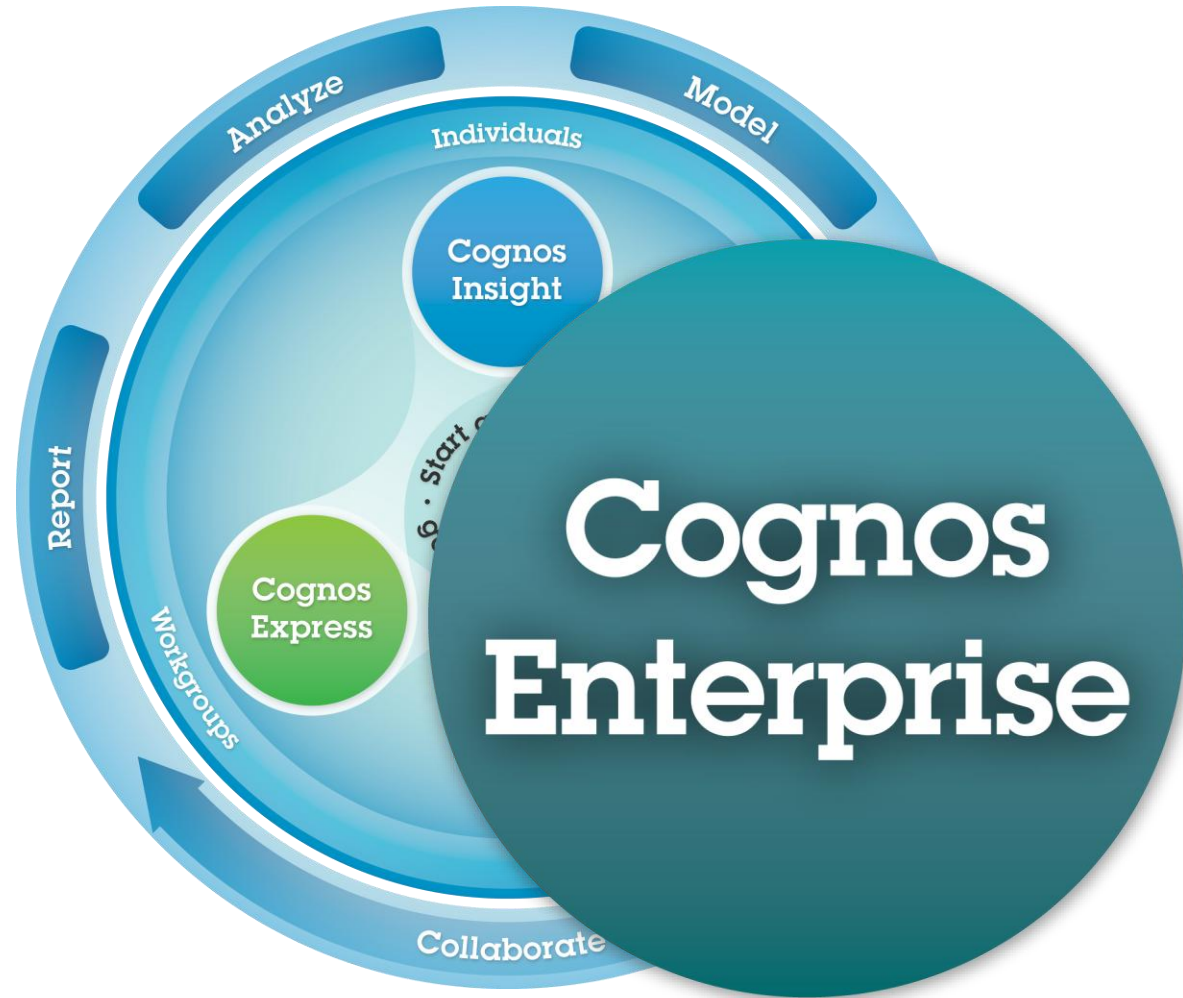
IBM Cognos 10 family

Analytics in the hands of everyone



- Insight to action with every product
- Right-sized for your organization
- Built to future-proof your investment

The Cognos 10 family



COGNOS ENTERPRISE

DEMO

New in IBM Cognos Enterprise and IBM Cognos Insight

IBM Cognos family

User Experience




Enable users to focus on what's important

Performance & Scale

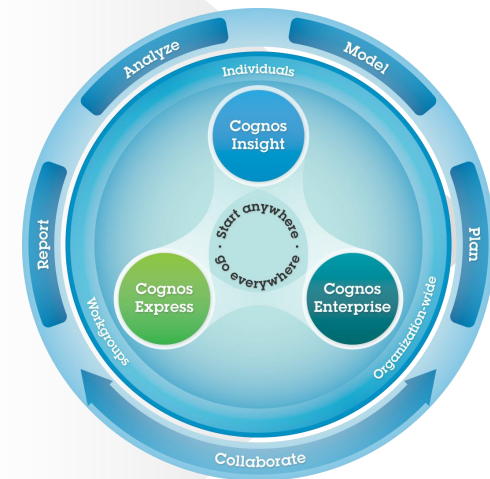


Meeting the demands of growing data volumes

Flexible Deployment



Accelerate time to value with simplicity





Business Analytics

**Better
Outcomes**



**Smarter
Decisions**

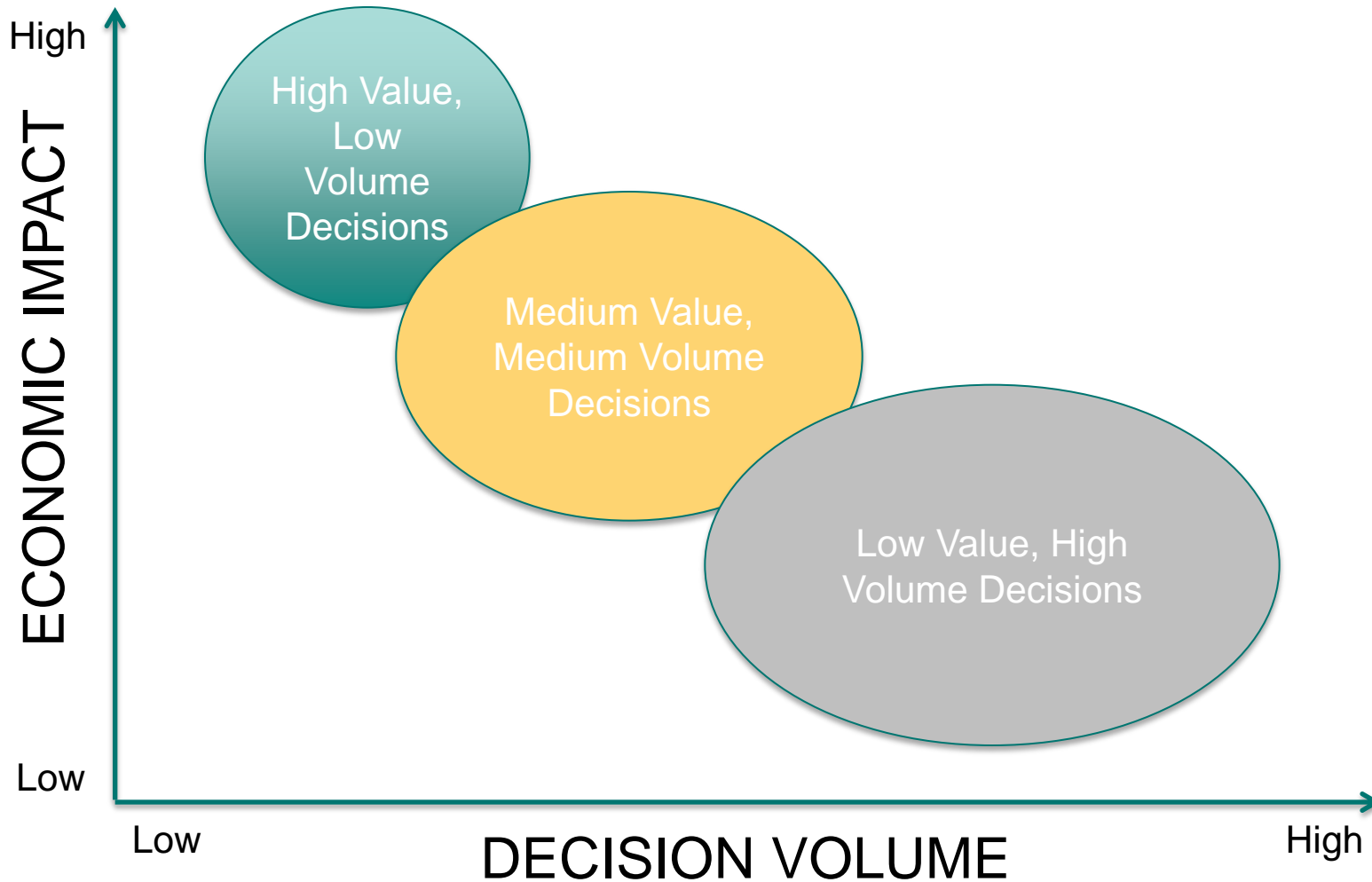


**Actionable
Insights**

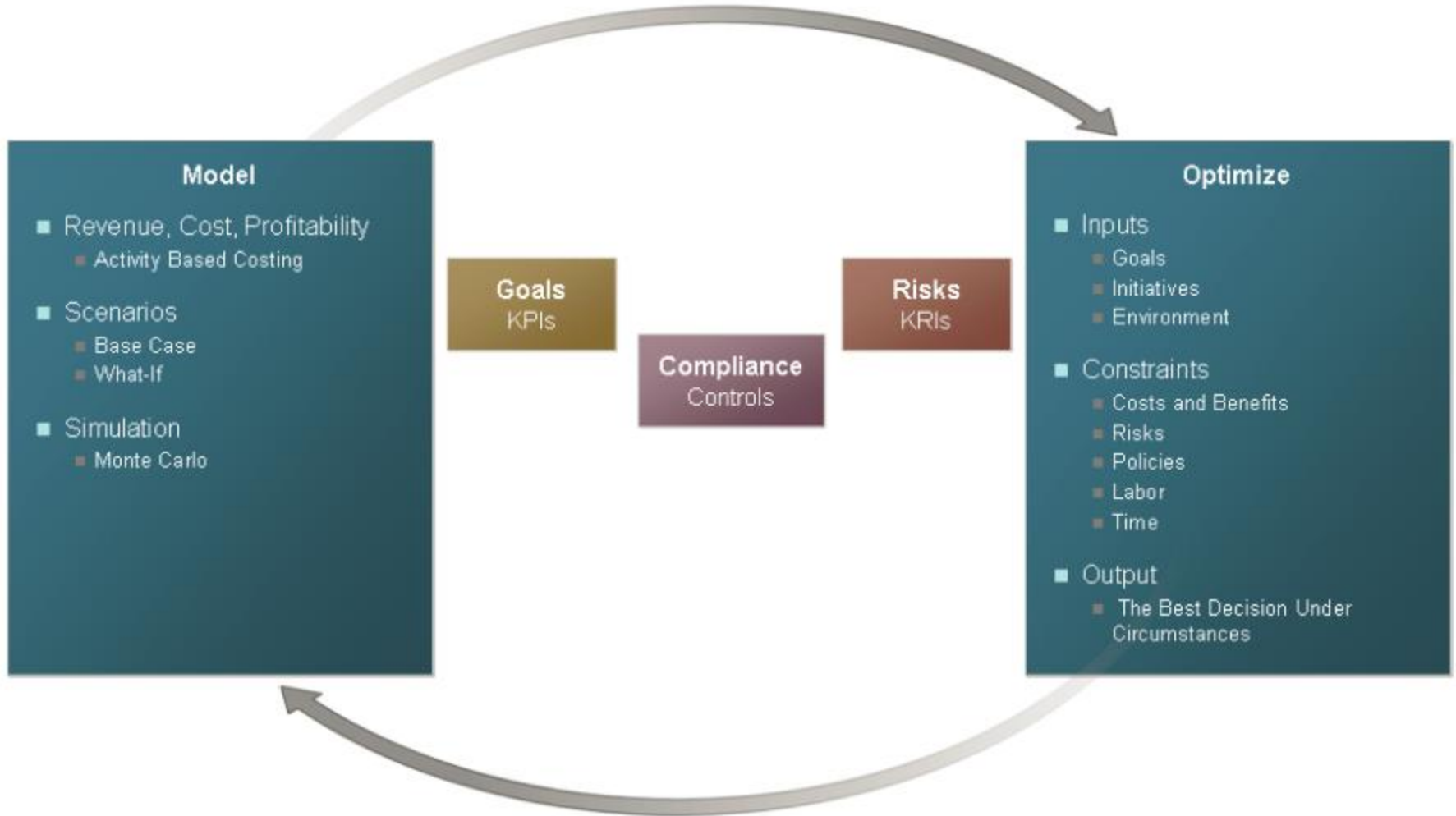


**Relevant
Information**

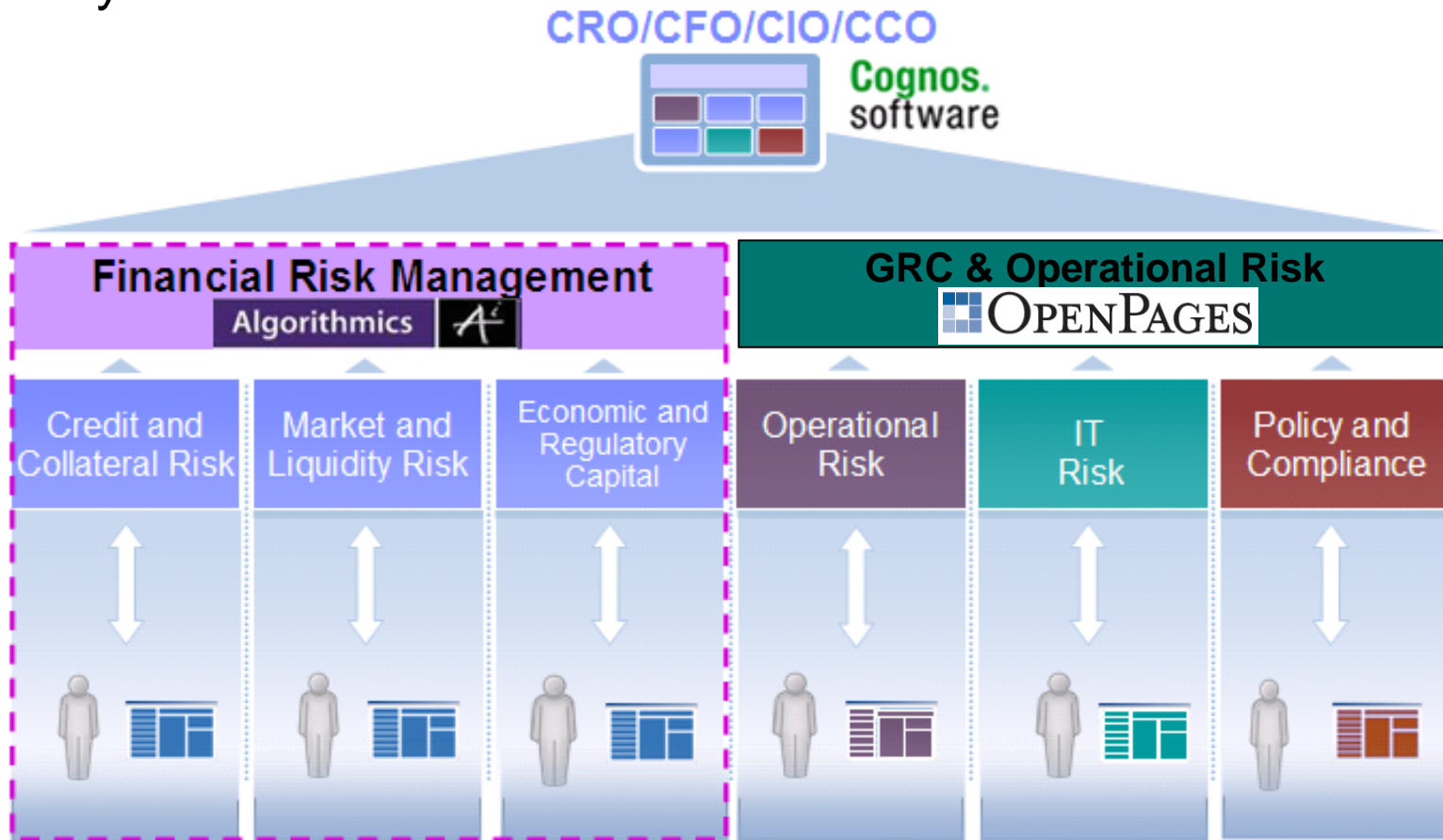
From Insight to Action – Decision Types



Unified Performance, Risk and Compliance Model



The combination of OpenPages and Algorithmics allows IBM to bring to market the broadest range of risk management solutions in the industry





Decision Management



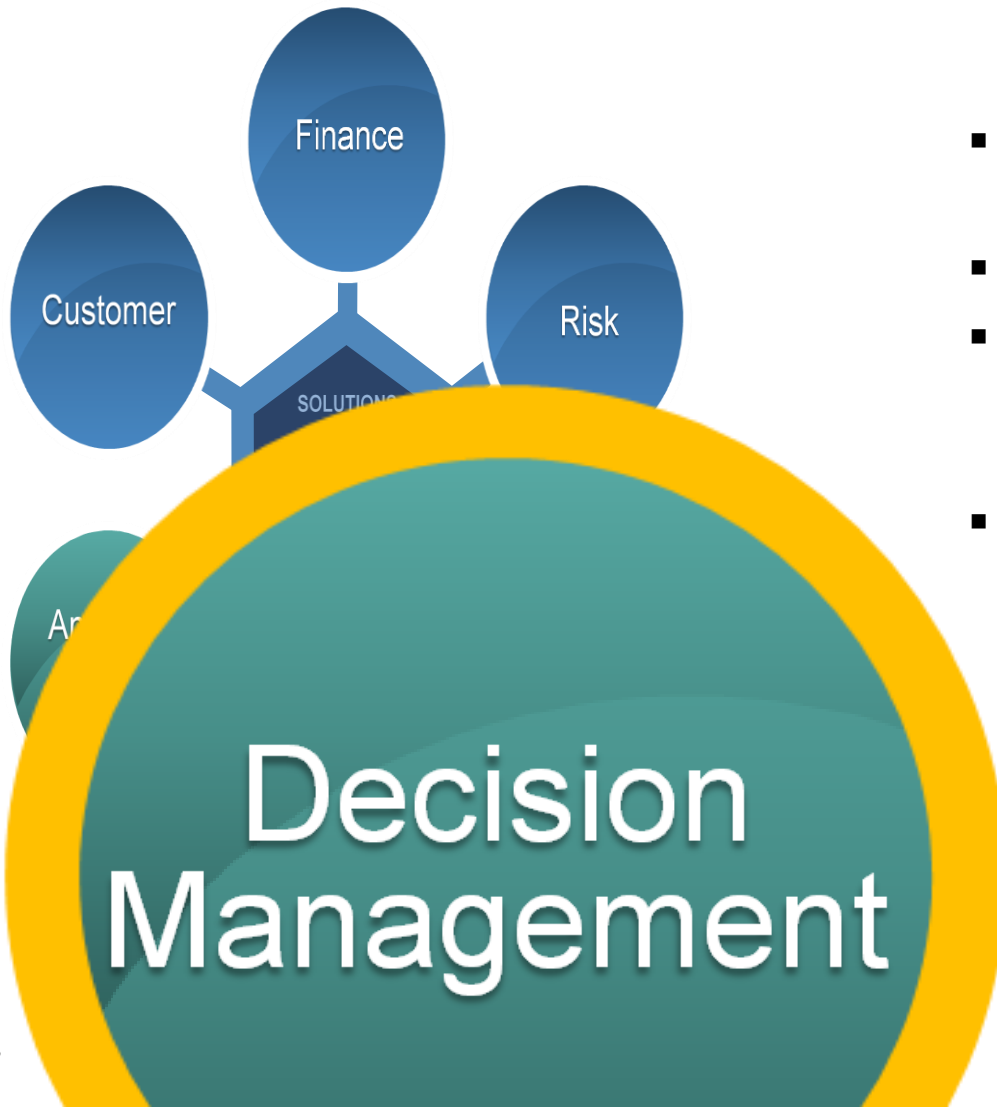
Better Outcomes through Smarter Decisions

- Automate high-volume decisions
- Optimize constraints and trade-offs of resources
- Operational excellence through rules-based governance

DECISION MANAGEMENT

DEMO

Decision Management enables organizations to...



- Automatically optimize resource trade-offs
- Maximize every customer interaction
- Optimize resources to decrease costs and increase revenue
- Detect and prevent threats in real-time

IBM delivers the broadest Business Analytics portfolio to drive better business outcomes

IBM Business Analytics

Industry Solutions

Financial Services

Public Sector

Distribution

Industrial

Communications

Functional Solutions

Customer

Customer Acquisition Social Media Analytics
 Customer Lifetime Value Customer Loyalty & Retention

Finance

Budgeting & Forecasting Financial Consolidation
 Sales Performance Management
 Disclosure Management Profitability Modeling & Optimization

Operations

Resource Optimization Asset Management
 Production Planning Decision Management

Risk

Risk Identification Risk & Control Assessment
 Risk Mitigation Planning Risk Aware Decisioning

Core Capabilities

REPORT

Visualize
Forecast

ANALYZE

Discover
Mine

MODEL

Simulate
Score

PLAN

Survey

COLLABORATE

Govern

Decide

PREDICT

Contribute

Software Categories

Business Intelligence

Predictive Analytics

Performance Management

Risk Analytics

Analytics

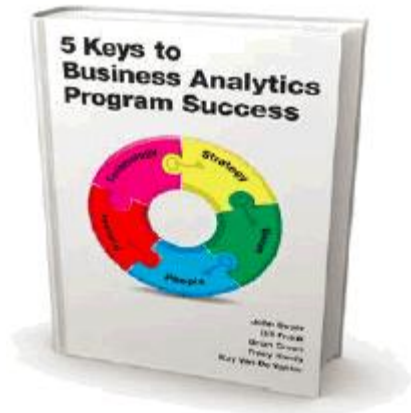
Have never been more important

IBM Smarter Analytics

Strongest portfolio in the market

Better Outcomes

Delivered to all types of organizations



- Talk to our experts
- Grab a free book
- Join analyticszone.com
- Follow [#cognosinsight](https://twitter.com/cognosinsight)

