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

IBM Performance 2012
Smarter Analytics. Smarter Outcomes.

IBM

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

2010 — **37%** — **57% increase**

2011 — **58%**
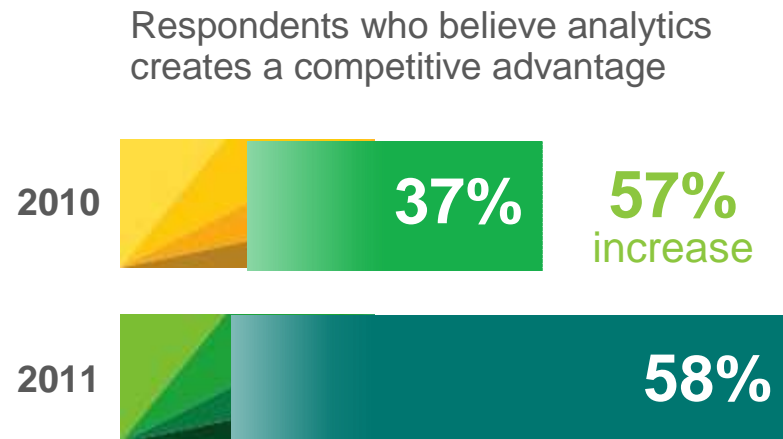
Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011

And leaders are outperforming their competitors in key financial measures
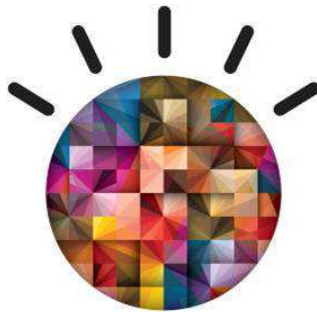
1.6x Revenue Growth

**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
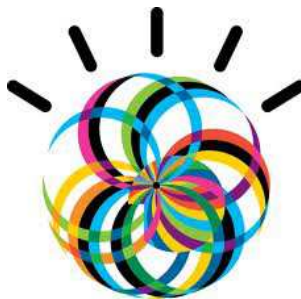
3

© 2012 IBM Corporation
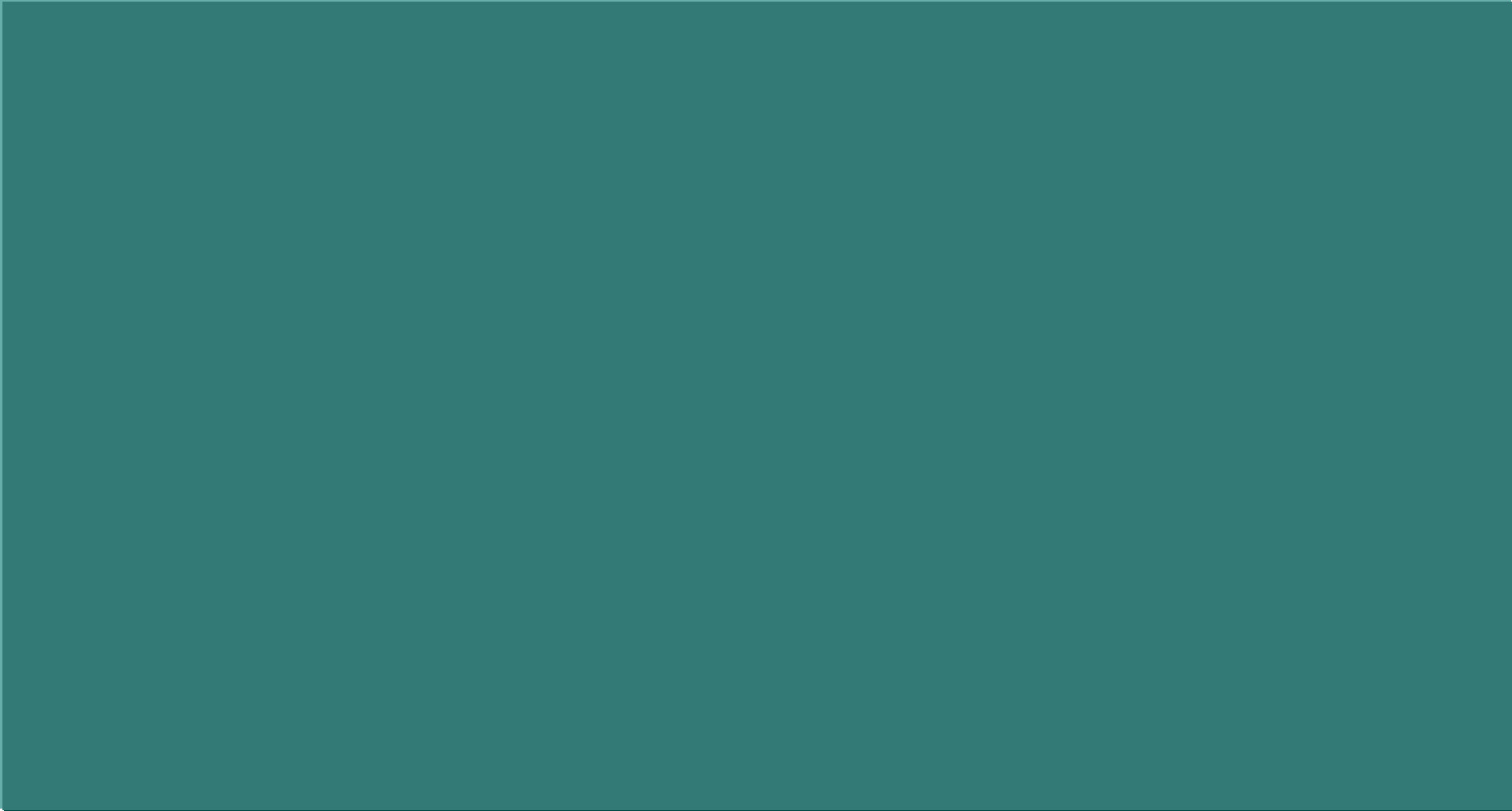
Customer Analytics is infused across many strategic initiatives

Smarter Analytics

CMO C+O LEADERSHIP EXCHANGE
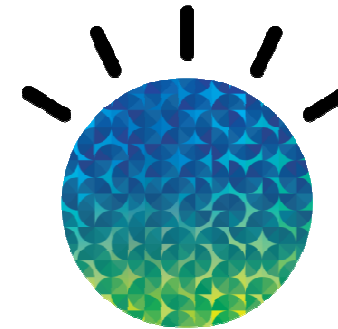
Smarter Commerce

Social Business

From Stretched to Strengthened
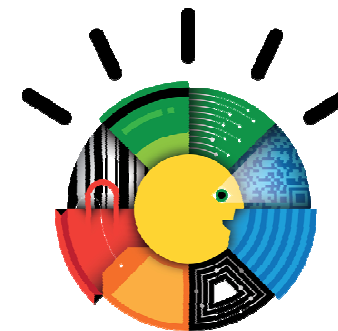
Smarter Marketing

Since 2007, IBM has been strategically acquiring and integrating against its Customer Analytics strategy….

2012

Big Data Navigation

Customer Experience Mgmt

Supply Chain Analytics

Sales Performance Mgmt

Risk Analytics

Pricing & Product Optimization

Database Appliance

Cross Channel Marketing

Digital Marketing & Web Analytics

Cloud Integration

Master Data Management

Predictive Analytics

Business Rule Management

Business Intelligence

2007

Already dozens
out-of-the-box integrations,
internal OEM's, and embedded
capabilities across the portfolio

6

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

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

At the point of impact

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**

Examples:

1 **Customers**
- 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
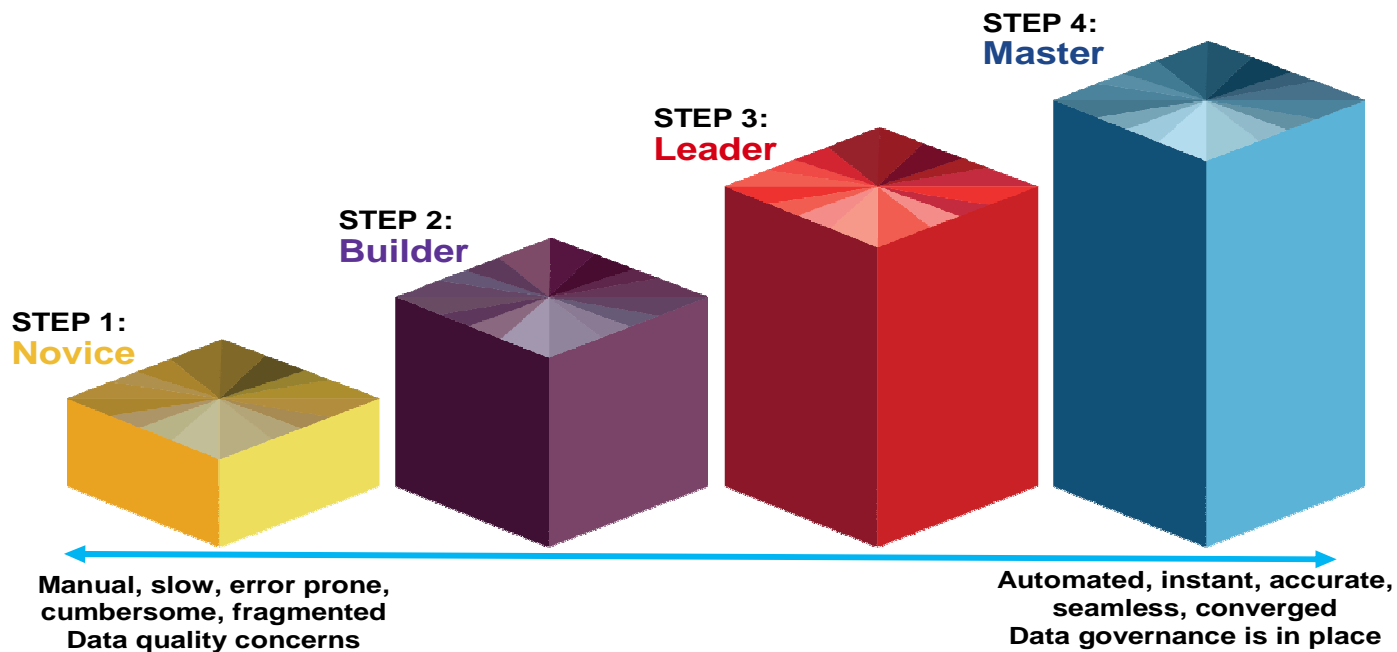- Reducing the cost of compliance

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

8

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

What's Your
AQ?

STEP 4:
Master

STEP 3:
Leader

STEP 2:
Builder

STEP 1:
Novice

Manual, slow, error prone, cumbersome, fragmented Data quality concerns

Automated, instant, accurate, seamless, converged Data governance is in place

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"

COGNOS INSIGHT
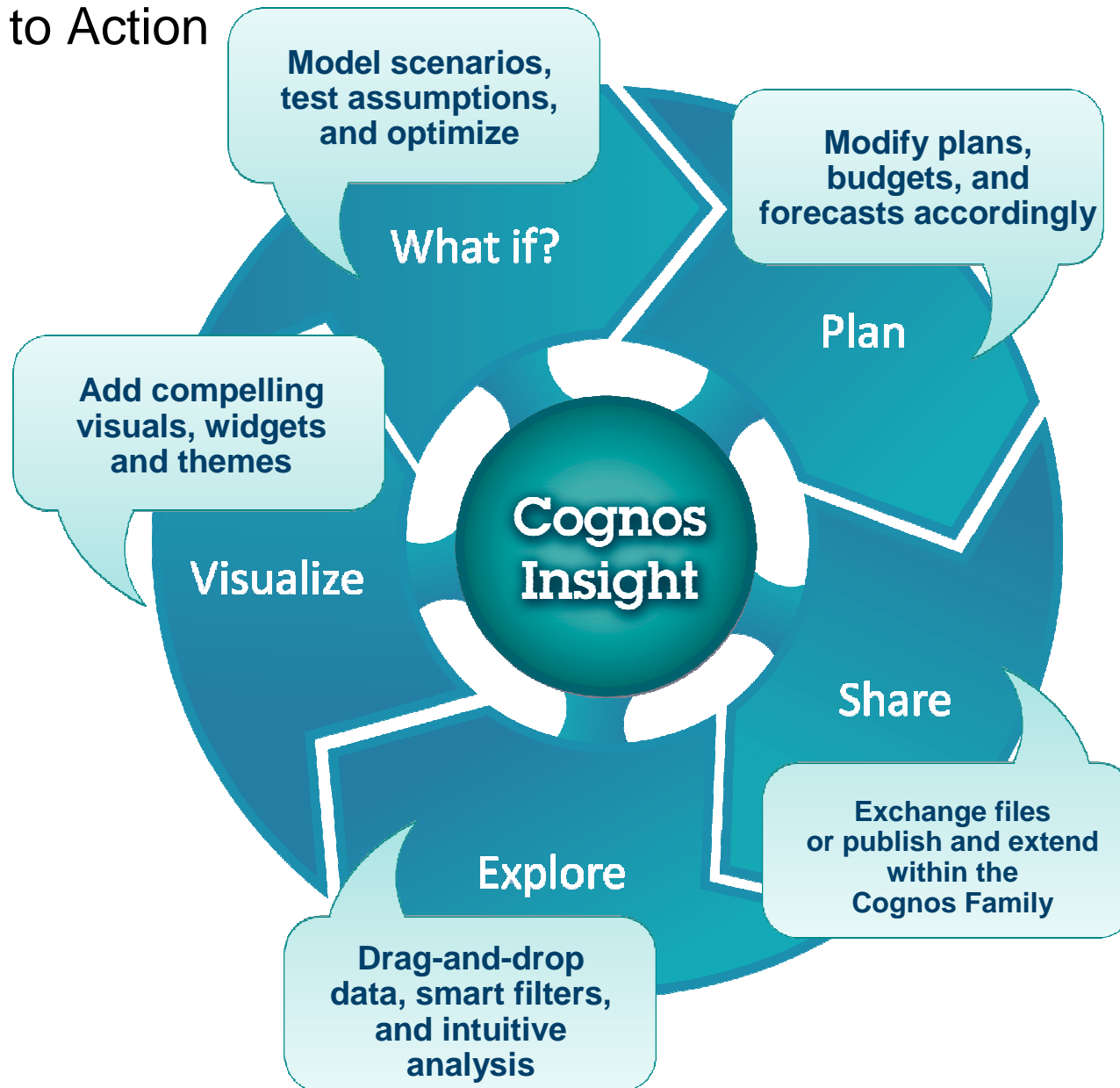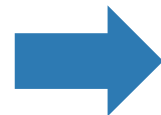
DEMO

Insight to Action

Model scenarios, test assumptions, and optimize

What if?

Modify plans, budgets, and forecasts accordingly

Plan

Add compelling visuals, widgets and themes

Visualize

Cognos Insight

Share

Exchange files or publish and extend within the Cognos Family

Explore

Drag-and-drop data, smart filters, and intuitive analysis

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
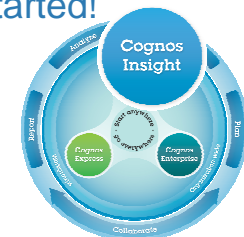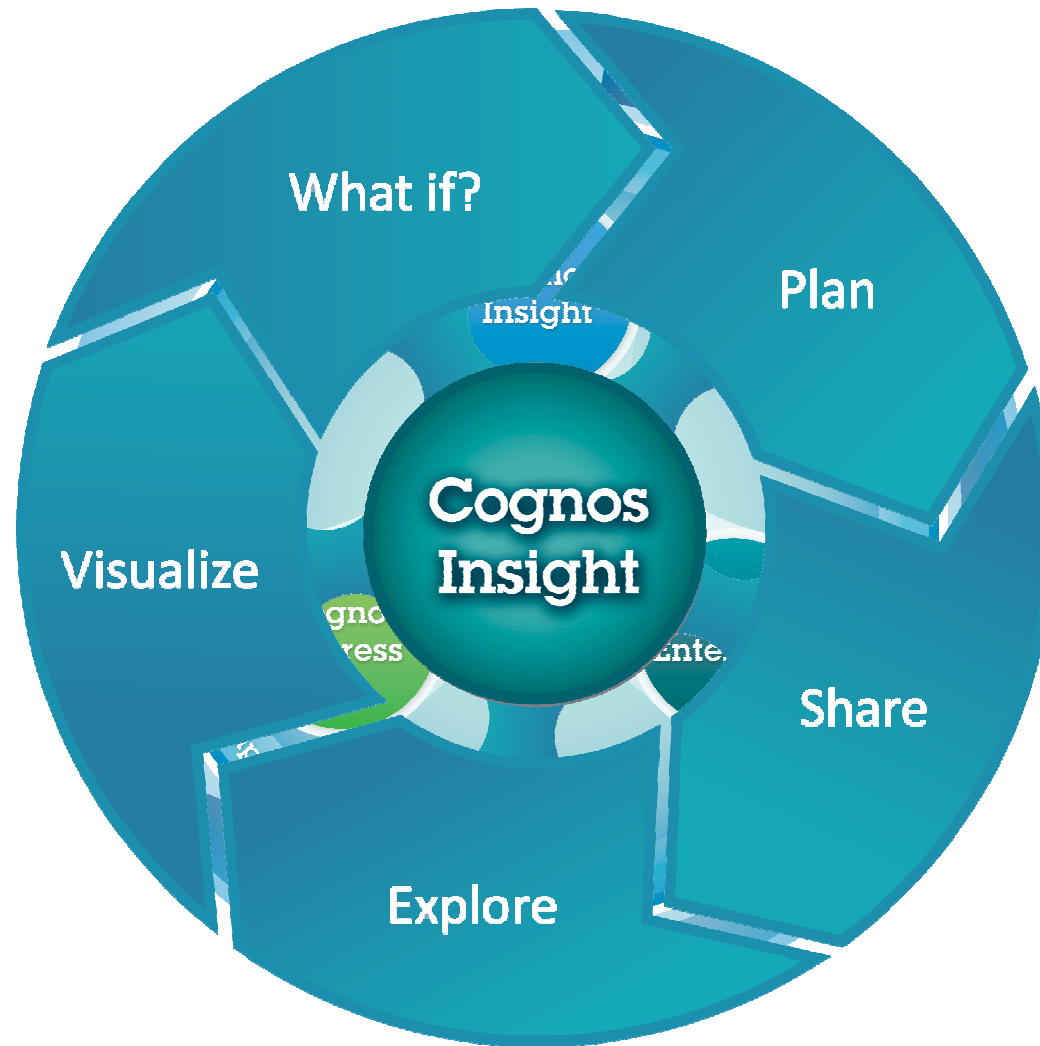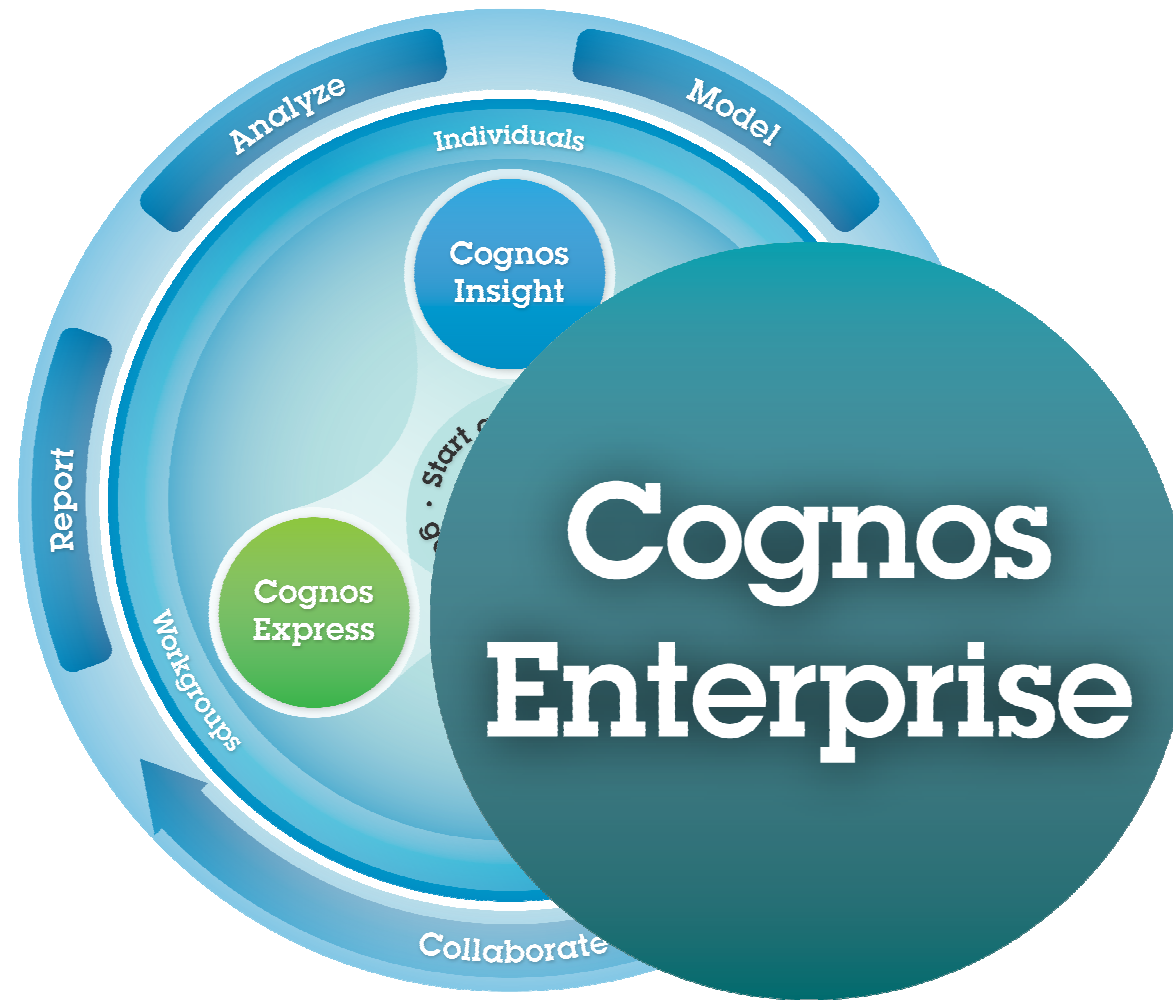
AnalyticsZone.com

Click Download Now
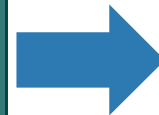
Install and Get started!

Cognos Insight

The Cognos 10 family

The Cognos 10 family

COGNOS ENTERPRISE

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
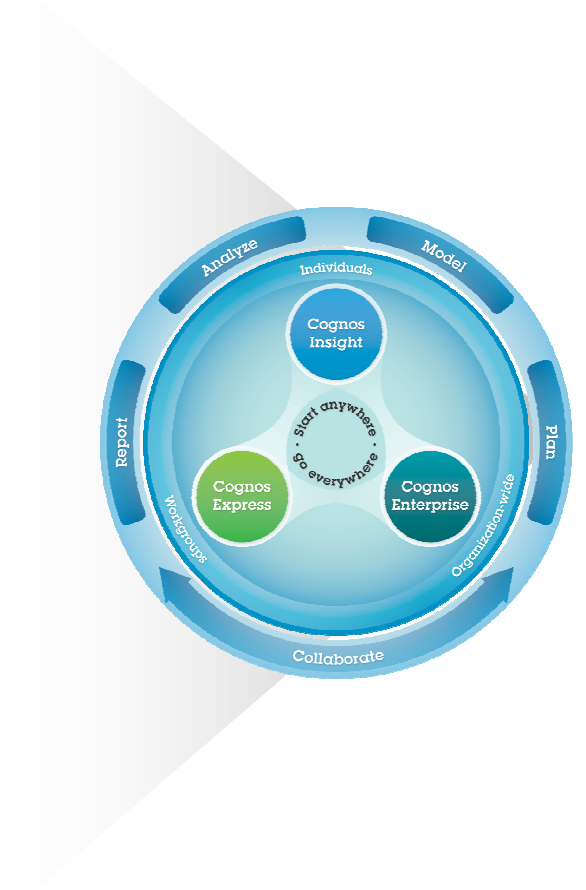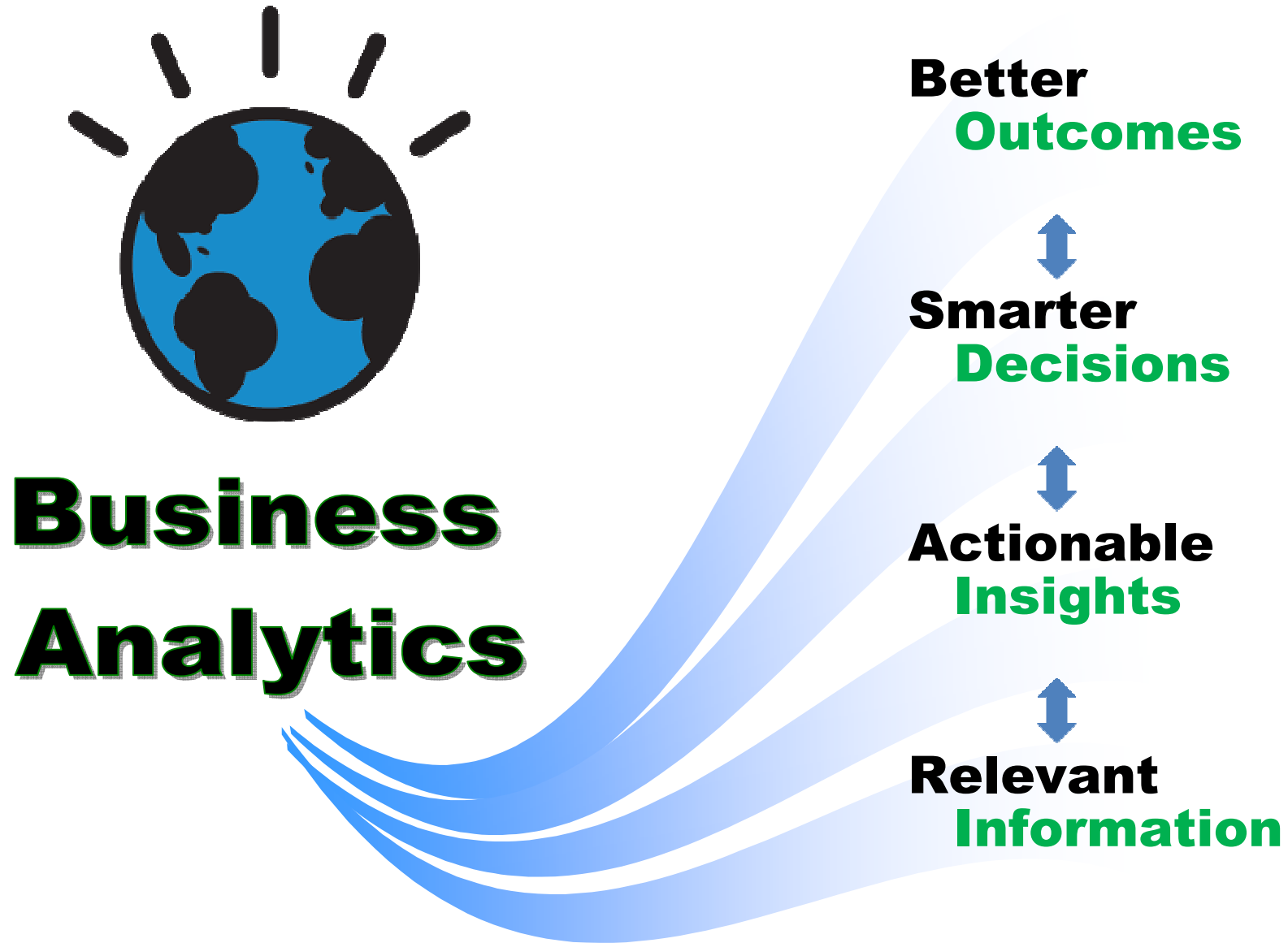
From Insight to Action – Decision Types
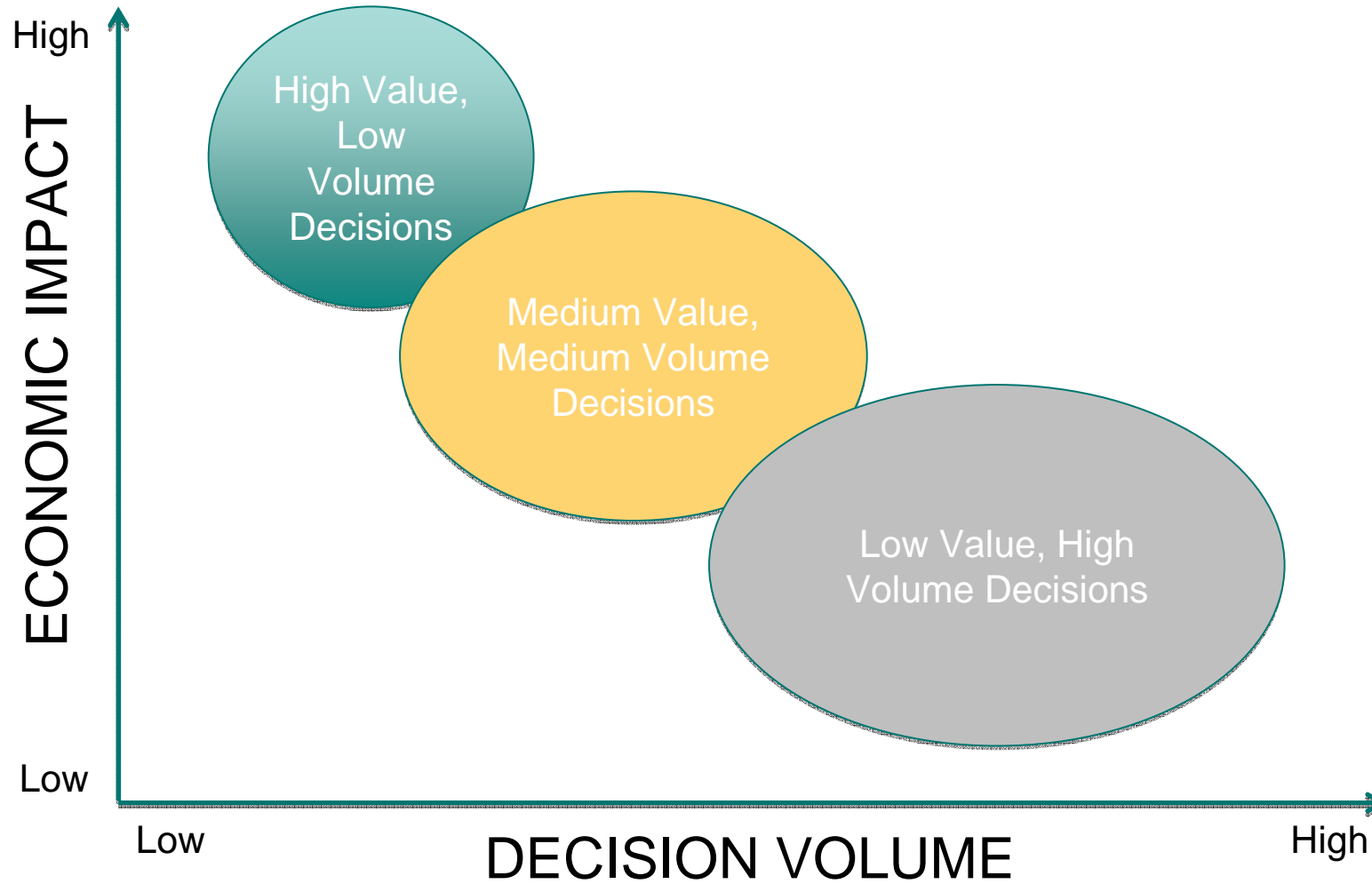
Unified Performance, Risk and Compliance Model

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

Decision
Management
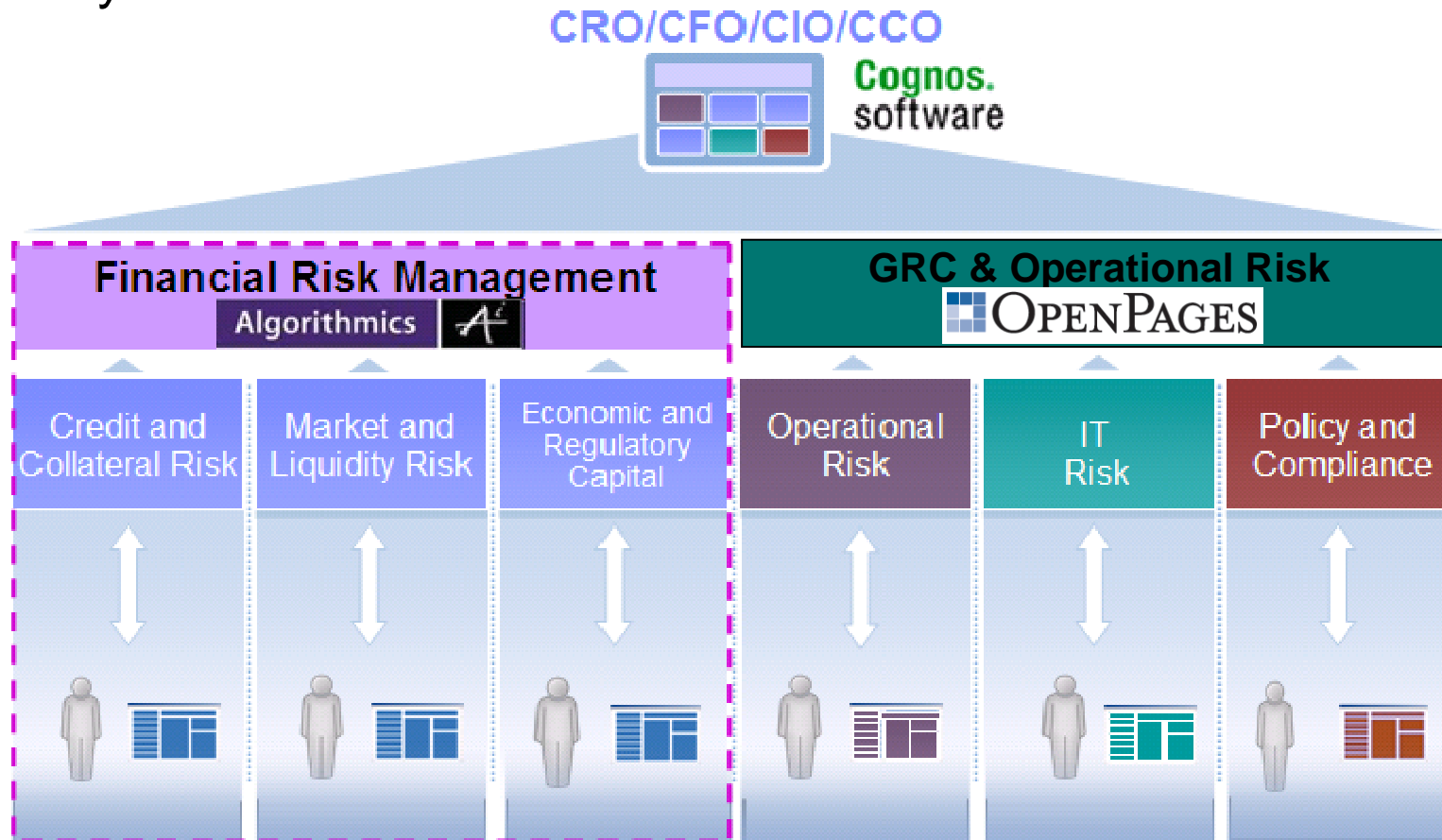
Decision
Management

Automate high-volume decisions

Optimize constraints
and trade-offs of resources

**Business
Rules** + Operational excellence through rules-based governance

Optimization + **Predictive
Analytics**

Better Outcomes through Smarter Decisions

DECISION MANAGEMENT

DEMO

Decision Management enables organizations to…

Finance

Customer

Risk

SOLUTIONS

Decision Management

- 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

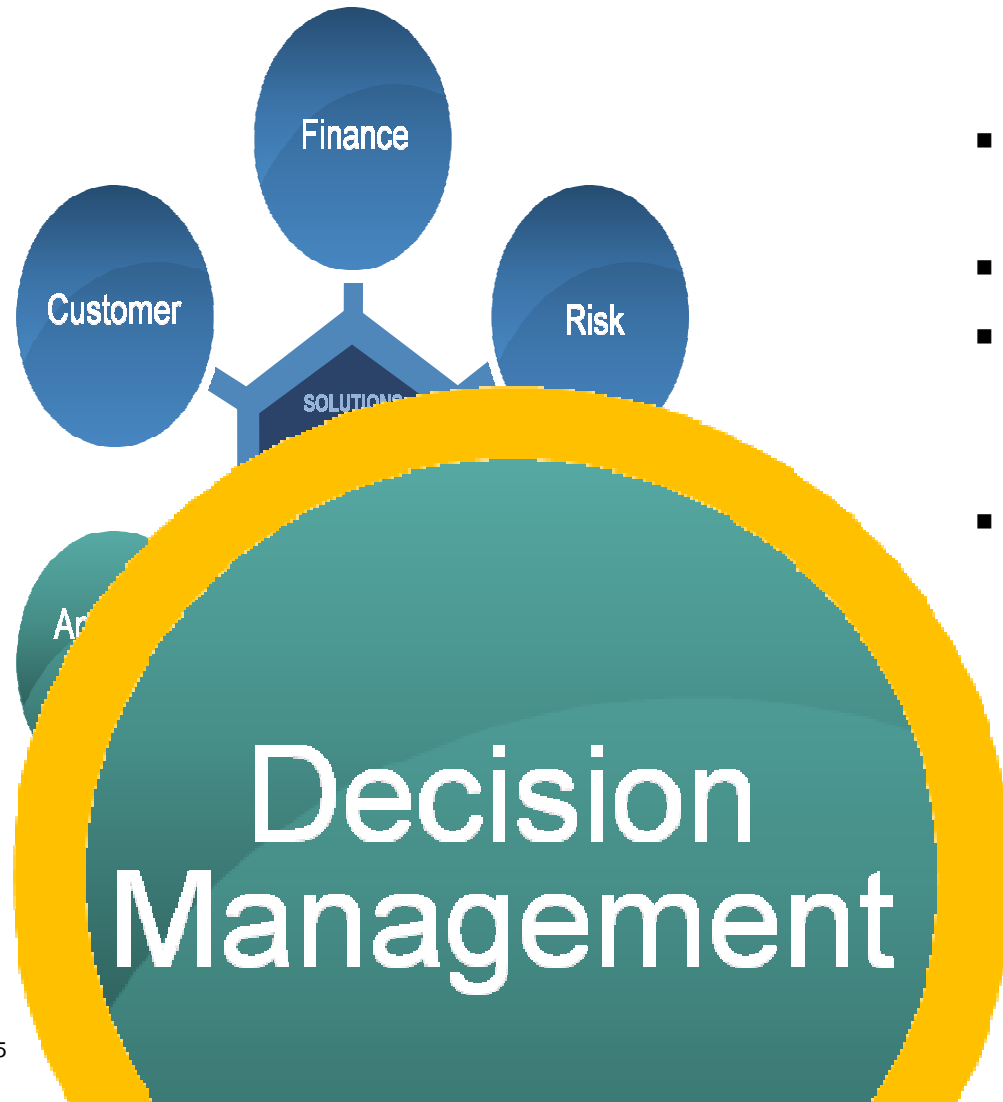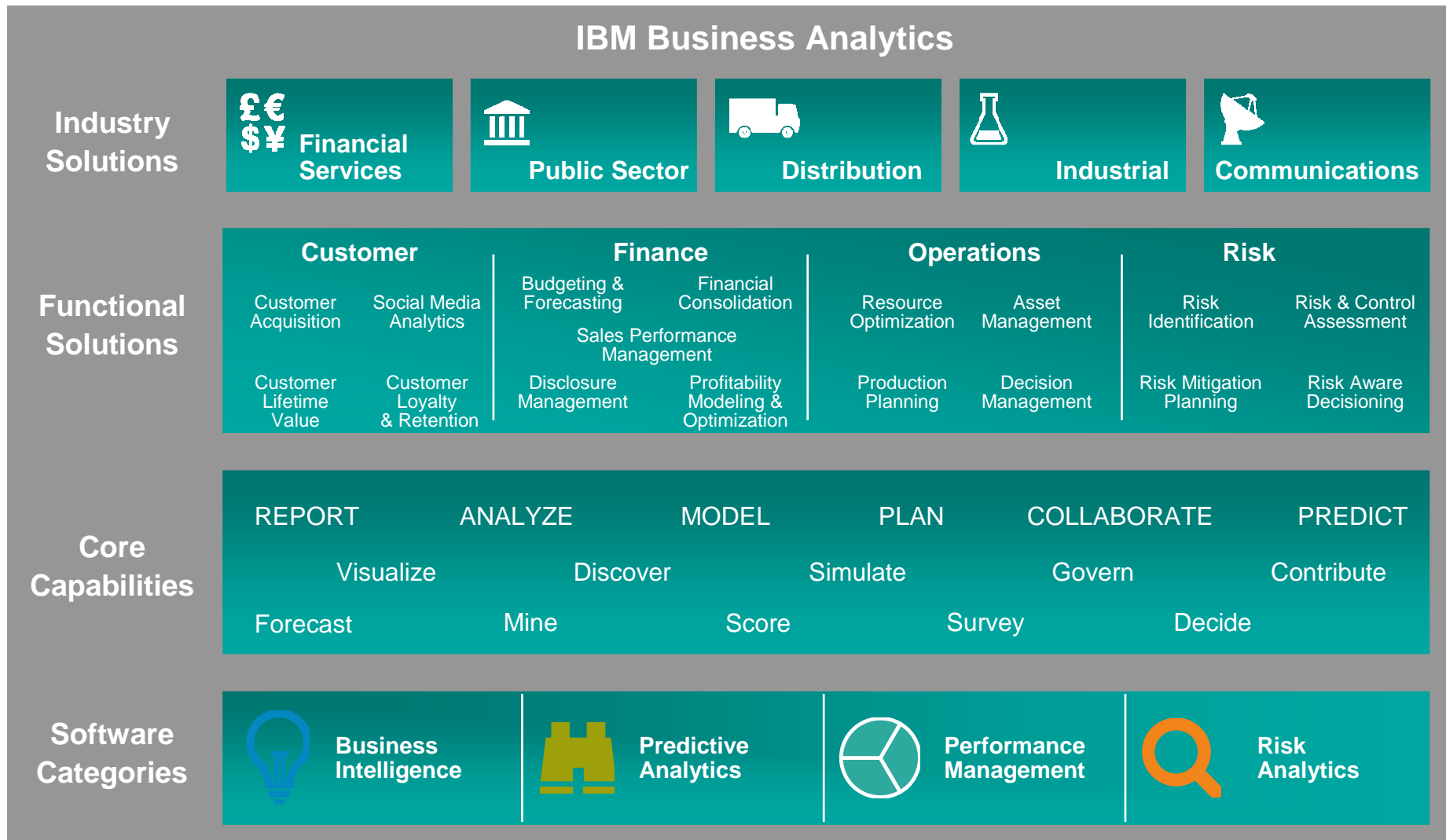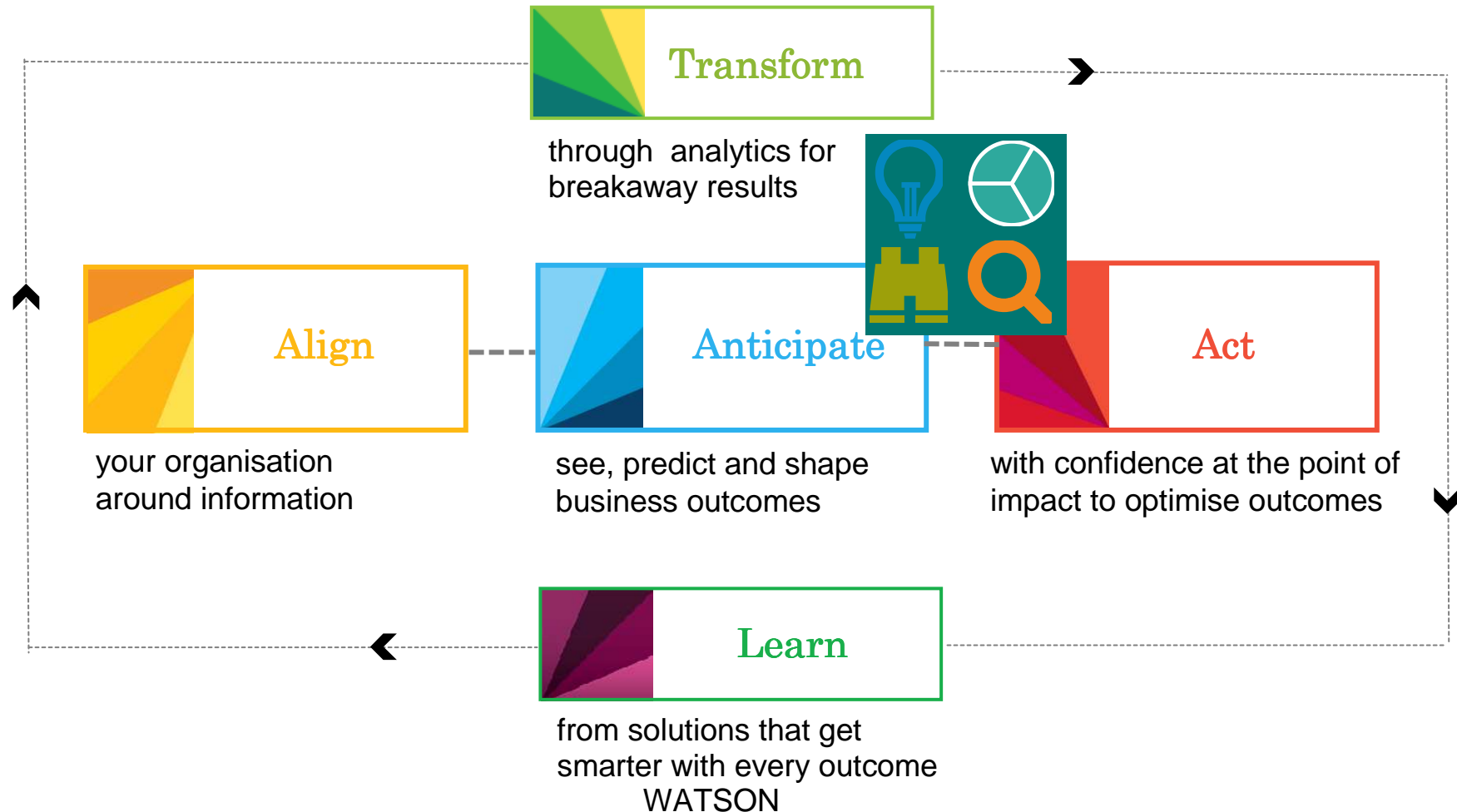## IBM Business Analytics

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	ANALYZE	MODEL	PLAN	COLLABORATE	PREDICT
Visualize	Discover	Simulate	Govern		Contribute
Forecast	Mine	Score	Survey		Decide

Software Categories

- Business Intelligence
- Predictive Analytics
- Performance Management
- Risk Analytics

Business Analytics is core to **IBM SMARTER ANALYTICS** – helping clients anticipate and act with confidence to optimise outcomes

Transform

through analytics for breakaway results

Align

your organisation around information

Anticipate

see, predict and shape business outcomes

Act

with confidence at the point of impact to optimise outcomes

Learn

from solutions that get smarter with every outcome
WATSON

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**