



Get a Better Look at Your Business

Forward-looking business intelligence

Business Intelligence helps companies make better decisions. It must achieve three goals to be valuable:

- **Describe** past events
- **Diagnose** current business status
- **Predict** future performance

Forward Looking Business Intelligence uses a combination of predictive analytics and business intelligence to create the full picture.

- US bank: 600% increase in cross-sell campaign responses
- Animal and plant health inspection services: 30% reduction in agency costs
- Theme park: 100% ROI 3 months after implementation

It helps businesses handle reporting, dashboards, scorecards, modeling and planning.

Transform your data into meaningful information with IBM Business Analytics.

Learn more here: ibm.com/software/analytics/rte/an/advanced-bi

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