



One Size Does Not Fit All

Choose Business Analytics solutions tailored to the needs of your midsize organization

Midsize businesses understand the value of data and are ready to use it to their advantage. Affordable, scalable business analytics software from IBM helps firms think big, but start small.

- The volume of data worldwide doubles every 1.2 years. ¹
- Analytics pay back \$10.66 for every dollar spent ²
- City of Lancaster reduced the crime rate by over 35% ²
- Analytics provided insights into where crimes previously occurred and where they were expected to happen in the future. ³
- Concept One increased ROI by 866% ⁴

IBM's Business Analytics portfolio for the midmarket offers analytic capabilities for your entire business.

Combine Business Intelligence, Predictive Analytics and Financial Performance Management to manage costs, drive profitability and increase growth.

Achievement unlocked!

- Achieve competitive advantage with data-driven decisions, without straining budget or IT staff.
- Provide a unified, scalable, flexible experience across web, mobile, desktop and cloud, with immediate value and return on investment.
- Turn data into insights, and insights into growth. IBM has solutions that fit your business.

Learn more here: <http://www.ibm.com/software/analytics/midsize-business>

¹ eBay Study: "How to Build Trust and Improve the Shopping Experience," KnowIT Information Systems, 2012

² Nucleus Research 2011, Analytics Pays Back \$10.66 for Every Dollar Spent

³ Nucleus Research ROI case study

⁴ Nucleus Research 2013, Increasing Profitability with Analytics in Midsize Companies



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