



Find the drivers that matter most to your business - all on your own!

You're expected to make better decisions based on data, fast. But time isn't on your side, and you can't afford to wait for others who have access to data or advanced analytical skills.

[Infographic depicts someone walking down a road through a park-like setting, with signs along the way.]

(Sign) Start here.

Marketing: Which campaigns have been the most successful. Why?

(Sign) Not you? Keep going.

Sales: Which deals are most likely to close? Why?

(Sign) Still not you? No problem.

Finance: Who is most likely to pay? Why?

HR: Who is likely to leave? Why?

(Sign) Not you yet? Stay on the road.

IT: Which tickets are high priority? Why?

(Sign) Didn't find yourself? Don't worry. All roads lead to Watson Analytics.

Wherever you work in your business, Watson Analytics has you covered. You can get better data, understand your business, tell a story, think ahead - all from the cloud.

For more information, visit <http://t.co/b4Ml6LH0Zu>, and to sign up to watsonanalytics.com.

© Copyright IBM Corporation 2014

IBM Corporation
Software Group
Route 100
Somers, NY 10589

Produced in the United States of America
December 2014



IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at “[Copyright and trademark information](http://www.ibm.com/legal/copytrade.shtml)” at www.ibm.com/legal/copytrade.shtml

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS IS” WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.