

## IBM Cognos Retail Demo

### Part 2: "Connecting to Your Customers"

In order to keep up with the pace of the Smarter Customer, suppliers need to understand who they are, their personal buying habits, and their product preferences. They need to engage with customers in their social networks and pay attention to what they're saying. But how can organizations achieve all of this? The key is business analytics.



"When I think about the marketplace, there's this convergence happening. Tremendous consolidation of the new economy which is really forcing retailers to become smarter. ...we're moving towards an analytic driven culture. ...thinking about the consumer first and working backwards and understanding what we can do as retailers to work more efficiently and increase the customer experience."

Rob Garf, IBM  
Global Retail Strategy, GBS



Companies that apply business analytics to better understand their customers can gain a competitive advantage in the marketplace. This enables companies to stay ahead of the smarter customer by gaining actionable insight into their customer's habits, preferences and opinions, enabling them to make better decisions faster, while mitigating risk.



"Our business intelligence system has enabled us to see buyer behavior patterns in a near real time fashion and allowed us to adjust to those."

Nihad Aytaman  
Director of Business Applications  
Elie Tahari

So what are smart companies doing to leverage business analytics to stay in front of the smarter customer?

