



Bring The Power of Analytics to  
Content Manager OnDemand  
With Datawatch Report Mining Server



March 4, 2015



Agenda

|                                |                          |
|--------------------------------|--------------------------|
| • Introduction                 | Diane Grefer             |
| • Food for thought & Use Cases | Neil Parrott             |
| • Datawatch RMS                | Harvey Gross             |
| • Demos                        | Bud Paton & Harvey Gross |
| • Q&A                          |                          |

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## Think About This

- Your Content Manager OnDemand (CMOD) system provides
  - Fast access to statements and correspondence for Improved Customer Service and Fast Enquiry Resolution
  - 24/7 Self Service access to statements, bills and correspondence
  - A high performance, optimized archive
- Your Content Manager OnDemand (CMOD) system contains valuable intelligence buried in archived documents
  - Proportionally, most documents are never viewed again
- Would you like to derive additional value from statements and reports stored in Content Manager OnDemand?

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## Putting archive content to work

- Q. While handling a customer enquiry, would you like to mine historical transactions to help identify cross-sell/up-sell opportunities?
  - A. Datawatch Report Mining Server (RMS) can automatically summarize and analyze historical customer data to enable Customer Agents to suggest rate plan changes, promotions, additional products and services etc.
- Q. Would you like mine historical transactions for market analysis, trends and business insights?
  - A. Datawatch RMS transforms information buried within archived reports and statements into live data that can be filtered, sorted, and aggregated with other content for effective research, analysis and planning.
- Q. Would you like to derive additional value from reports stored in Content Manager OnDemand?
  - A. Datawatch RMS can increase productivity with one click transformation of reports into usable formats like Excel – no more cutting and pasting or data entry

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### Why should I care?

- All Organizations are under intense pressure
  - Improve customer service / loyalty / retention
  - Meet Service Level Agreements (SLAs)
  - Retain skilled personnel and reduce costs
- Increase revenue per customer
  - Proactively engage customers with targeted products and services
- Make better use of existing resources
  - Identify buying behaviors & trends for campaigns and cross/up-sell
- Key metrics
  - Increase market share and revenues
  - Improve customer satisfaction ratings and customer retention
  - Better ROI thru better use of existing resources

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### RMS Use Case - Telco Customer Service

- Using CMOD and Datawatch RMS
  - Customer Service Rep (CSR) quickly retrieves customer statement information from CMOD during live telephone enquiry
  - CSR uses the RMS button to retrieve and analyze customer historical data with RMS
  - Before ending the call, CSR is able to suggest rate plan changes, promotions, additional products and services that may be advantageous or interesting to the customer
- RMS enables Telco's to proactively advise about products and services that fit specific customer needs, further improving customer service, customer satisfaction and customer retention.

\$52Bn the amount U.S. Consumers overspend on minutes, messages and data each year.  
Source: [Validas](#)

Mobile phone users in the UK are spending £5 billion a year more than they need to each year according to a new study.

Source: [Bill Monitor](#)



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## RMS Use Case - Credit Card Processor

- Using CMOD and Datawatch RMS
  - Card Processor uses CMOD to store customer statement information on behalf of card issuers and merchants
  - Card Processor uses RMS to analyze statements stored in CMOD - to highlight card usage patterns and trends
  - Card Process is able to market value-add services to card issuers and merchants based on information obtained from RMS
- RMS enables Card Processors to market value added services to Card Issuers and Card Merchants concerning card usage patterns and trends and to enable highly targeted promotions

Shoppers Pull Back On Spending In September. Find out more with our proprietary SpendTrend® data analysis.

Source: [FDR](#)

Credit card issuers don't just collect money, they also collect massive amounts of data. They know who you are, how much money you make, and where you spend it.

Source: [mintlife: The Future of Credit Cards](#)



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## Datawatch Report Mining Delivers Insight Industrial strength analytics for OnDemand

- Report Mining Server (RMS) is a web-based solution for OnDemand
- RMS transforms OnDemand content into end user data views:
  - Summarize and Analyze
  - Subtotal, Total
  - Average, Counts, Percentages
  - In browser filtering, sorting and graphing of report data
- One-click real-time access to report data in web and Excel spreadsheet format
- Enables deeper Client understanding for cross-sell / upsell opportunities
- Put content at rest - to work!

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11/01/99          CLASSICAL MUSIC DISTRIBUTORS          PAGE 01
10:17           MONTHLY SHIPPING REPORT
MS94           FROM 10/01/99 TO 10/31/99

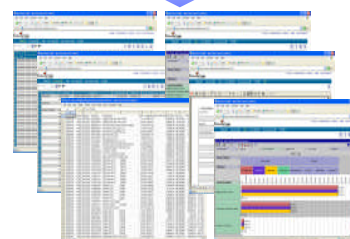
CUSTOMER: Betty's Music Store
            Rhinoceros Plaza
            208 Lower Washington
            Cedar Falls, IA 50613

ACCOUNT NUMBER: 1189?
CONTACT: Nancy Todd


MEDIA QTY DESCRIPTION          ORDER NO.  ORDER DATE: 10/06/99  LABEL/NO.  UNIT_PRC  AMOUNT
CD      4  BACH, J. Sonata for Solo Violin.  8048255  8.99  35.96
7  Mozart, Wm in C, K. 457  40061-2  9.00  63.00
2  Liszt, Franz, Electronic Diary  CD 411  10.50  21.00
TAPE  3  Scarlatti, Domenico  SST 49202  8.99  26.97

ORDER NUMBER: 890099  SHIP DATE: 10/21/99
CD      11  Bachmann, Pauline Sonata, Avea  420153-2  5.99  65.89
3  Handel, Geo, The March of the Pilgrims  SHM 4752  9.99  29.97
10  Puccini, Giacomo, Messe di Requiem  CHAN 8904  9.99  99.90

LP      6  Misc., Modern Trombone Masterpieces  ADA 891087  10.99  64.74
TAPE  6  Gershwin, An American in Paris  ACR 8034  5.99  35.94
    
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DATAWATCH  
**Report Mining Server**

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*Access industrial strength analytics for Content Manager OnDemand*

- Datawatch Report Mining Server (RMS) is a web-based report mining solution for CMOD
- RMS automatically transforms CMOD content into *actionable information!*
  - Summary and analysis
  - Subtotaling and totaling
  - Averages, counts and percentages
  - In-browser filtering, sorting and graphing of report data
- It provides one-click, real-time access to report data in web and Microsoft Excel spreadsheet formats
- RMS also enables deeper client understanding for cross-sell and up-sell opportunities


DATAWATCH


DATAWATCH  
**Report Mining Server**


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*Access industrial strength analytics for Content Manager OnDemand*

- **Transforms CMOD** into a search-to-action *Big Data* asset.
- **Increases productivity** of report users by providing one click transformation of reports into actionable formats
  - Interactive Web Analytic Framework
  - Excel spreadsheets
  - PDF Documents
- **Reduces IT burden** by eliminating need for ad-hoc reporting, sub-reports, or live database connectivity
- **Expands CMOD ROI** by eliminating the need for costly data marts or warehouses to meet key data and report mining needs



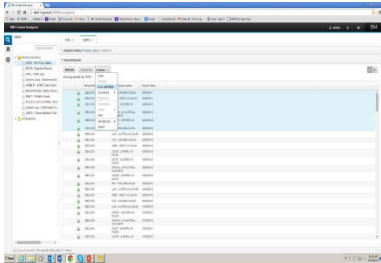


DATAWATCH



R eport mining server
 DATAWATCH

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**Access industrial strength analytics for Content Manager OnDemand**

- Provides ad-hoc analysis**, investigation and auditing capabilities on core corporate data
- Deploys quickly and easily** with browser client
- Easily integrates** with IBM Content Manager on Demand with a plug-in for ICN




### RMS Benefits – Value Proposition

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- Less Desktop Software to Maintain
  - Reduces upgrade expenses*
  - Limits administration cost and effort*
  - Greatly reduces annual maintenance cost*
  - IBM Elite Support available*
- Will empower the business user, relieve I.T. of support burden and cost – little or no programming, very intuitive
- Leverages current security to ensure users are only seeing what they are entitled to see
- Solution can be implemented in days, not months or years!
- Significant & quick ROI as a result, incredibly quick high value solution delivered to the business that starts driving measurable results fast

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## Why use OnDemand, an ECM Repository and RMS?

### OnDemand designed for:

- ✓ Fully Automated High Volume Ingestion
- ✓ Storing very large volumes of static 'like' content, typically transactional print output such as reports, statements, and invoices
- ✓ Long-term archival with low rates of retrieval
- ✓ Very large numbers of internal and external users
- ✓ Virtually unlimited scalability
- ✓ Unmatched levels of compression
- ✓ Fast install and deploy

### General Purpose ECM designed for:

- ✓ Updateable documents, or creation of new documents
- ✓ Repository for cases or workflow documents
- ✓ Team collaboration
- ✓ Workflow solutions, review and approval

### RMS designed to activate the data in stored documents

- ✓ Extract information as discrete data
- ✓ Use valuable historical information in analysis

With IBM Content Navigator, repositories are invisible

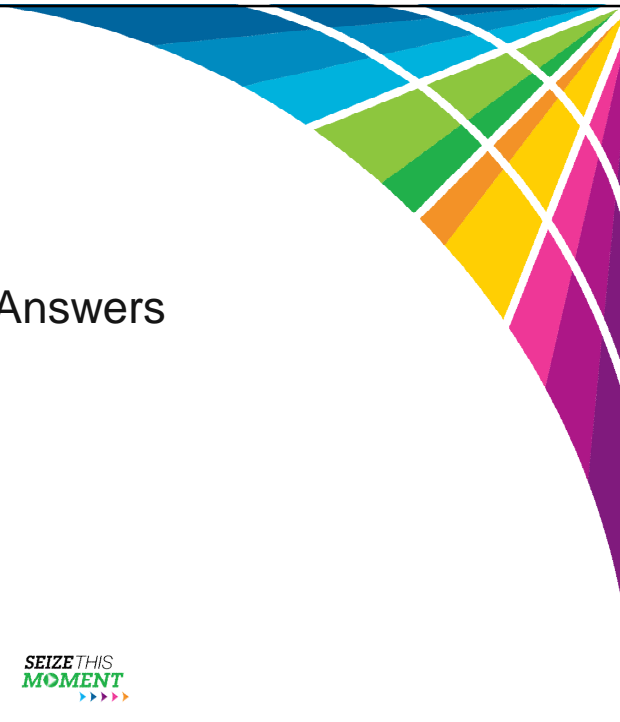


## Demos

CMOD – Bud Paton

Datawatch RMS – Harvey Gross





# Questions & Answers

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