

IBM **Software**

Business Analytics *Innovation et Stratégie*

Erick Brethenoux – Director, Business Analytics Strategy

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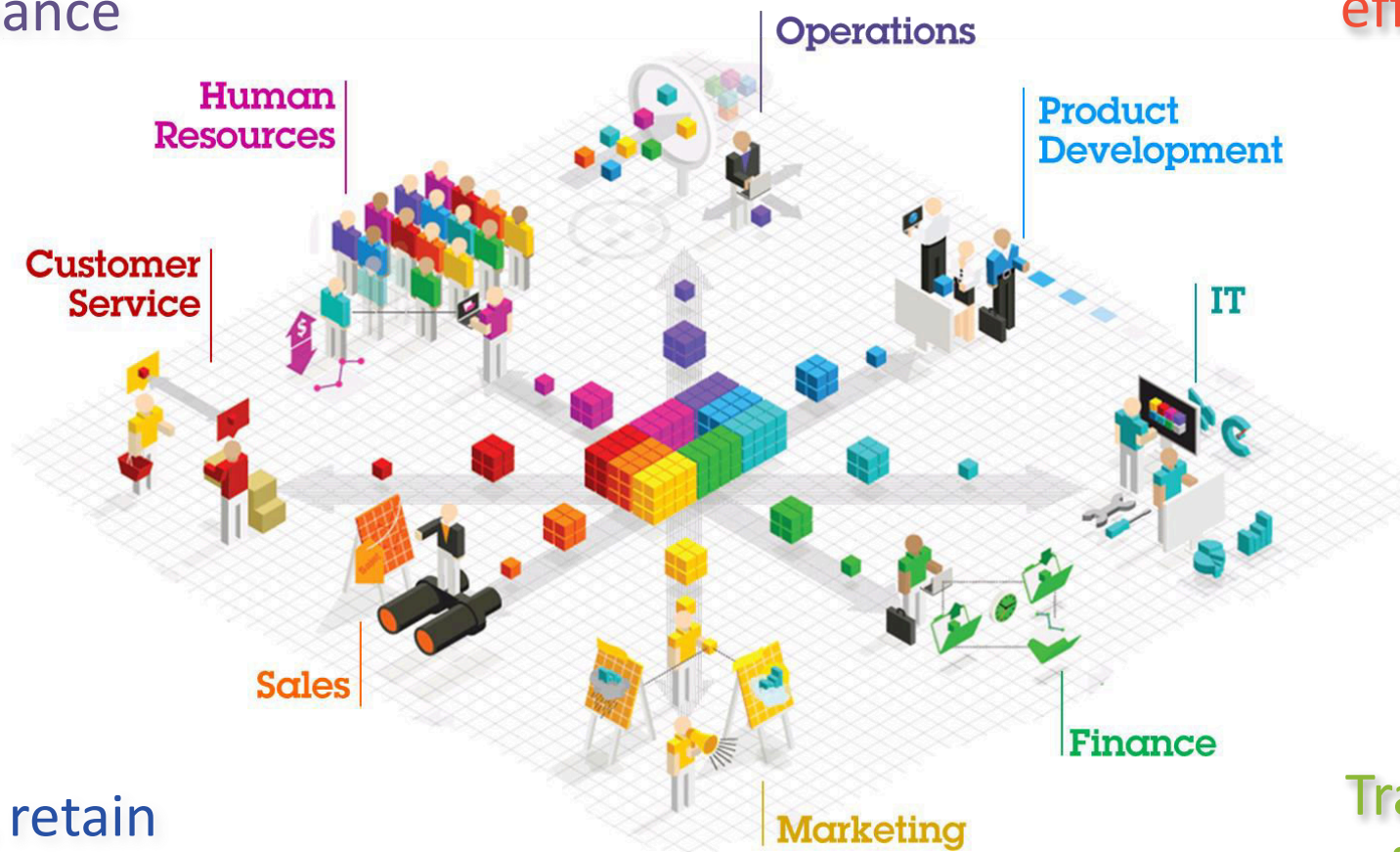
1. The radical transformation of the analytics market
 2. **Disrupting** the market
 3. Deliver **business outcomes**
 4. Enable **pervasive analytics**
1. Weaving analytics in the fabric of businesses

Weaving Intelligence in the Fabric of Businesses



Manage risk, regulation & compliance

Increase operational efficiency



Grow, retain and satisfy customers

Transform financial processes

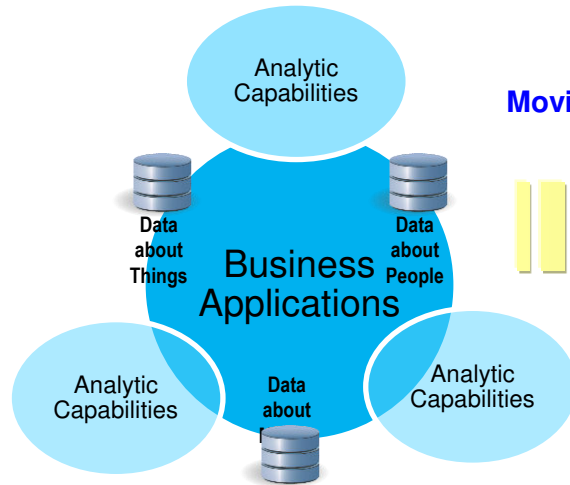
The Analytics Marketplace is Radically Transforming...



The impact of the transformational shift:

- (1) Analytics becomes central & pervasive
- (2) Data fuels business outcomes

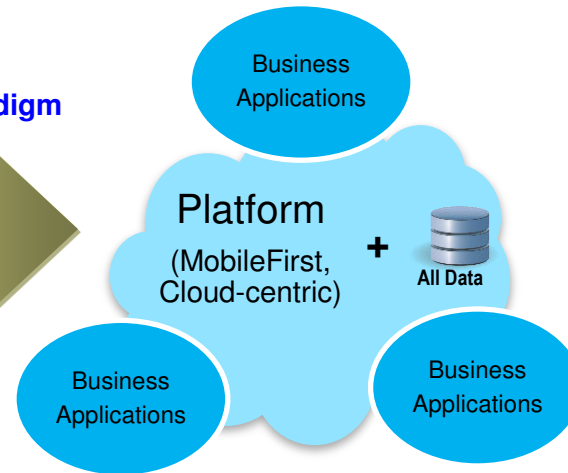
Application-Centered Today



Moving to a New Paradigm



Analytics-Centered Tomorrow



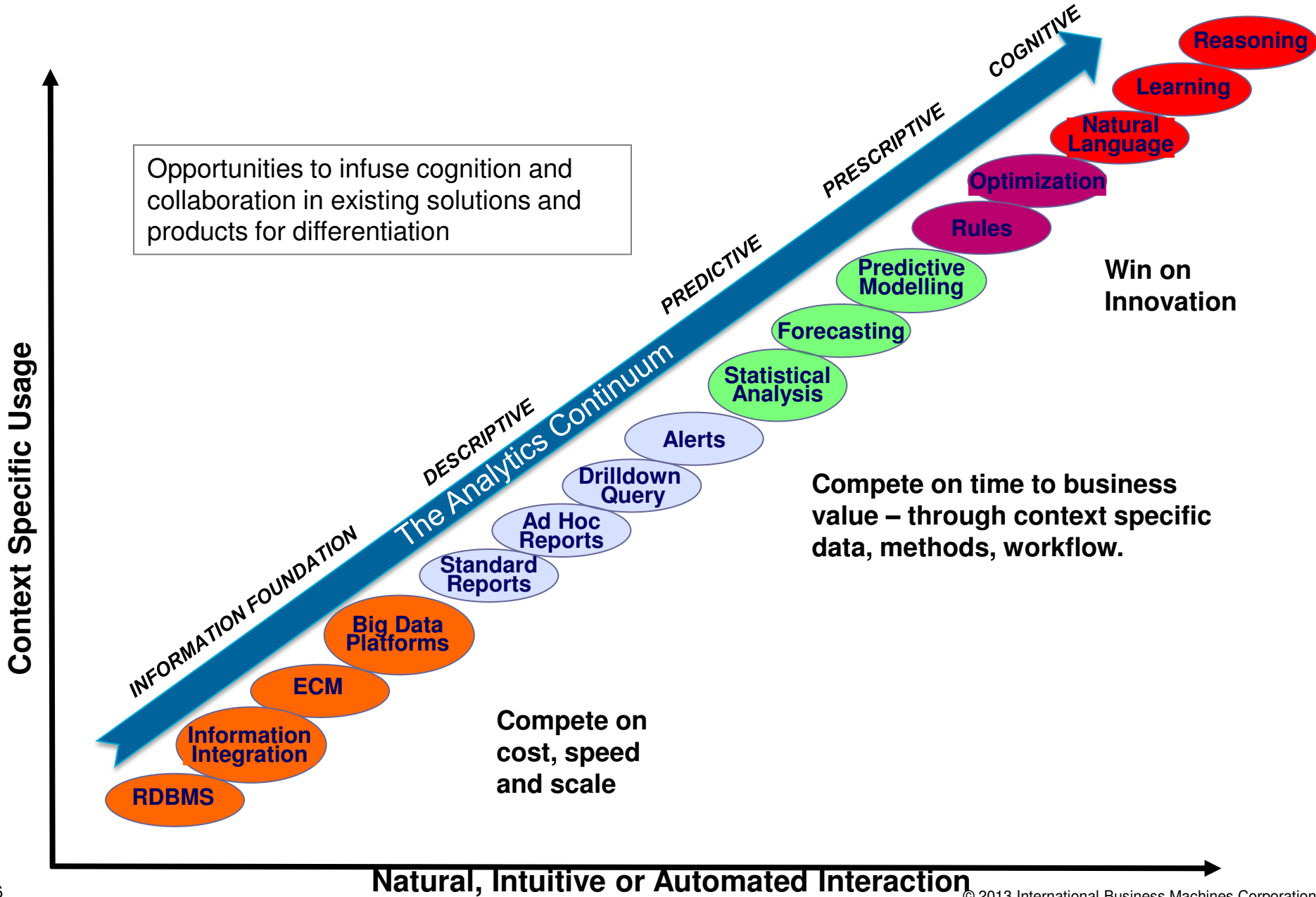
Only 1 in 10
organizations has all the skills
it needs to be successful

72 percent
of educational institutions
felt that their graduates
were ready
for the job market...

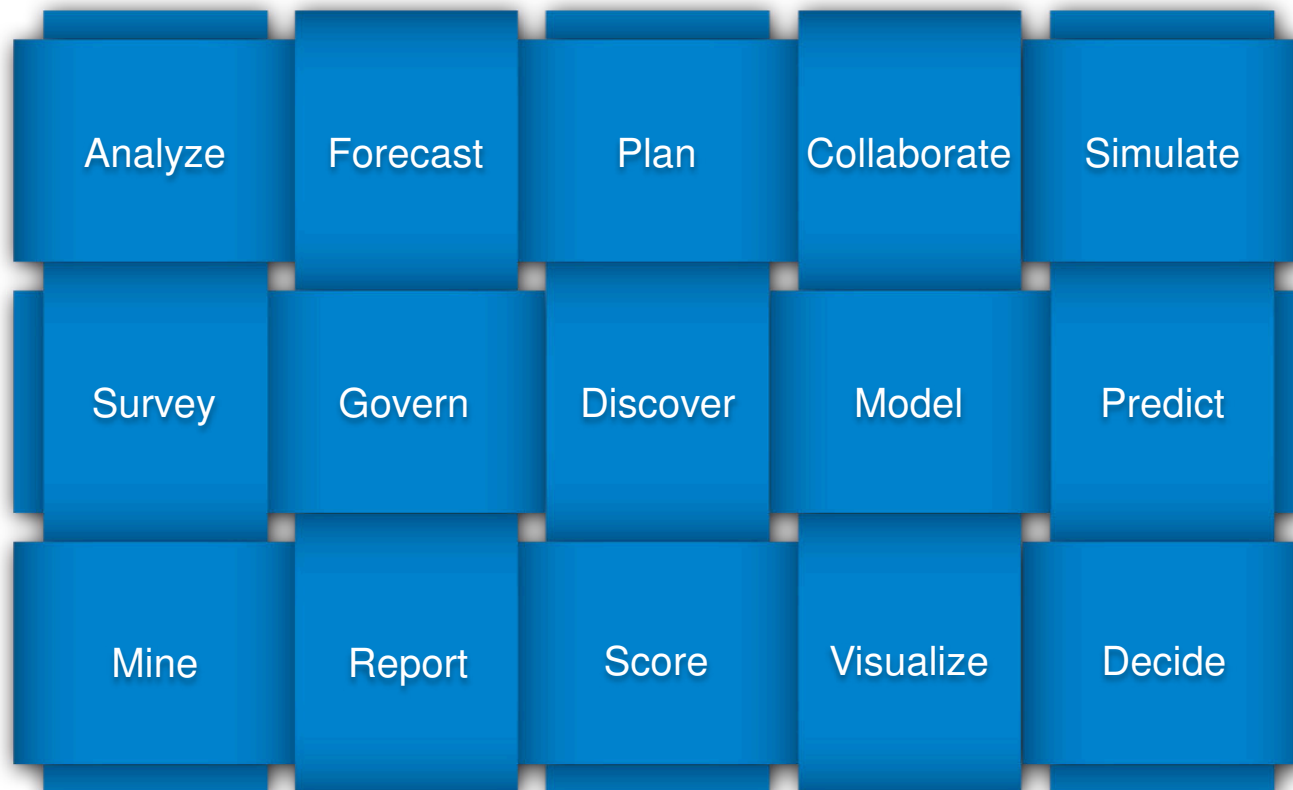
...only
42 percent
of employers agreed

DISRUPTING THE MARKET

Accelerating the Client's Journey to Cognitive



Integrate what you need, where you need it



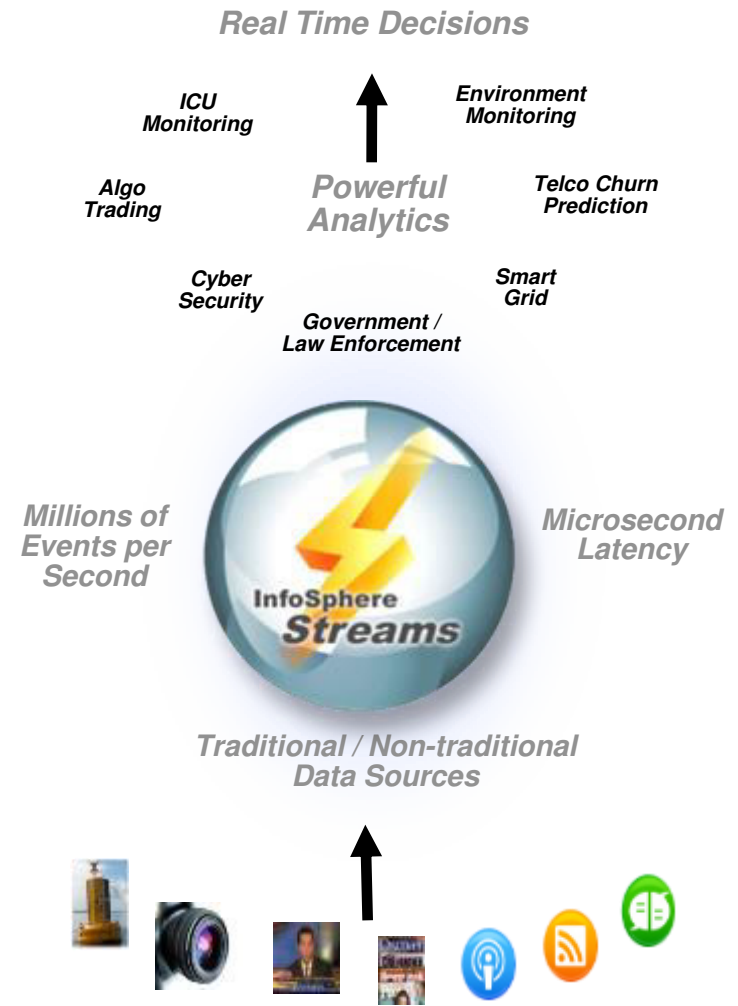
Business metrics, attitudinal and social insights on a single predictive dashboard

Benefits

- End-to-End Solution for Capturing and Distilling the Insight From Big Data and Publishing to IBM's Business Intelligence Solutions
- Combines Operational Metrics With Predictive, Attitudinal and Social Insights
- Enables Organizations to Use a Single Platform for Business Intelligence, Advanced Analytics and Reporting Across the Enterprise

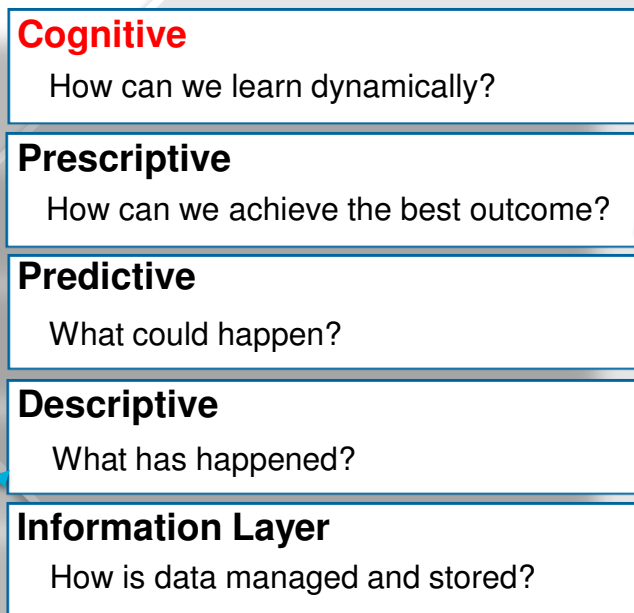


- Ideal for High-volume, Low-latency Scoring
- IBM SPSS Modeler for Model Development
 - Fast time to solution
 - Accessible to non-technical users
- IBM InfoSphere Streams for High-bandwidth, Low-latency Scoring
 - Algorithms scored in the context of stream processing
- IBM SPSS Collaboration and Deployment Services for Lifecycle Management
 - Automated model evaluation, model refresh and model re-deployment
 - Scoring models are updated without suspending data processing





How can everyone be more right....more often?



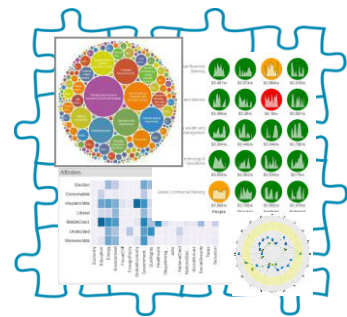
Project Concert: people-centric day-in-the-life oriented solutions

IBM as the customer's ultimate Performance Management partner through integrated, comprehensive performance management capabilities covering finance and other critical business functions such as sales, customer service and operations:

- Simplified interface and ease of navigation
- Relevance of Collaboration and Metrics
- Powerful visuals
- Out-of-the-box Analytic capabilities
- Natively exploiting Cloud & Mobile capabilities

Project NEO: A new paradigm for Interactive Analytics

Self-service **Data Analysis**
Access, analyze and share insight in minutes

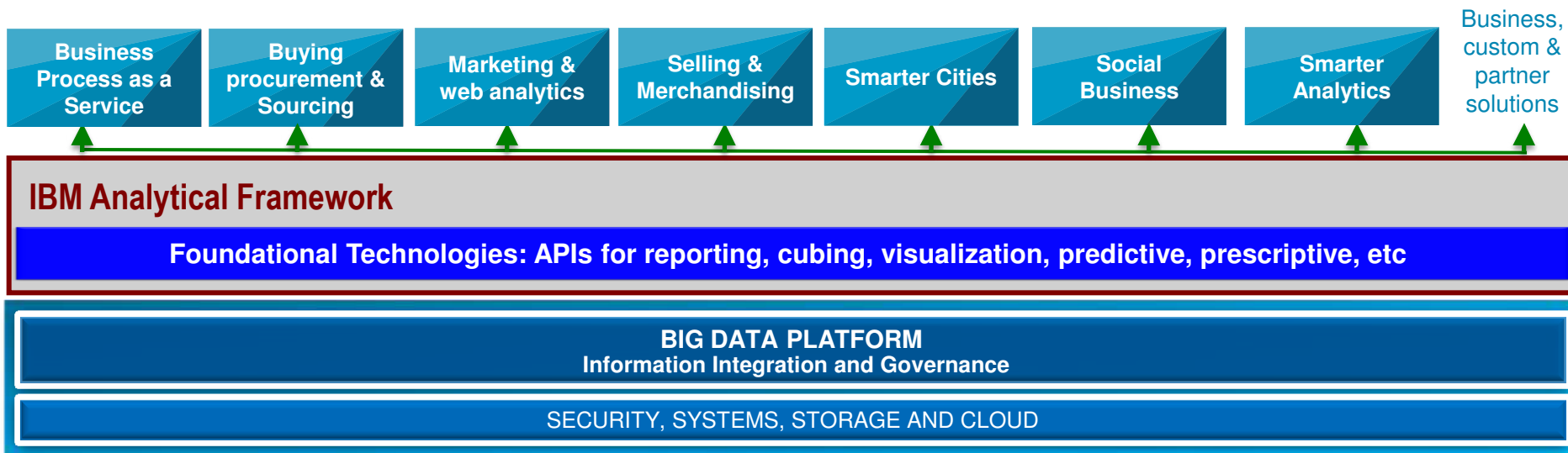


Creation of **Smart Applications** leverages partners to speed introduction of new capabilities

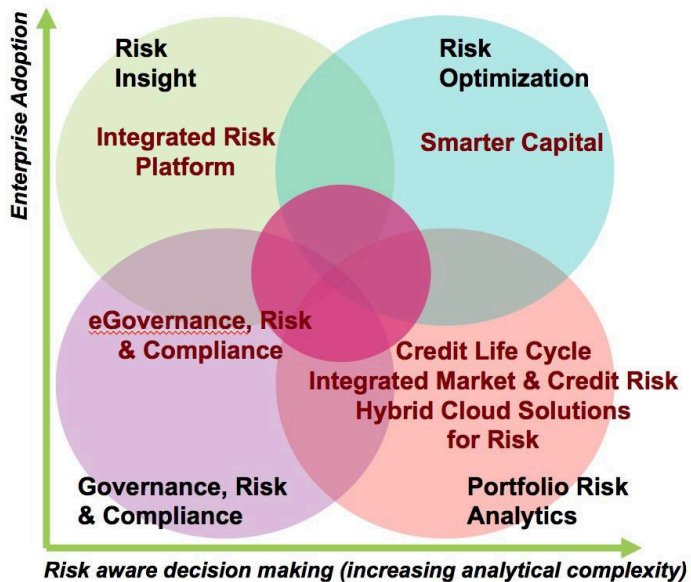
Cloud access to variety of services

BUSINESS OUTCOMES

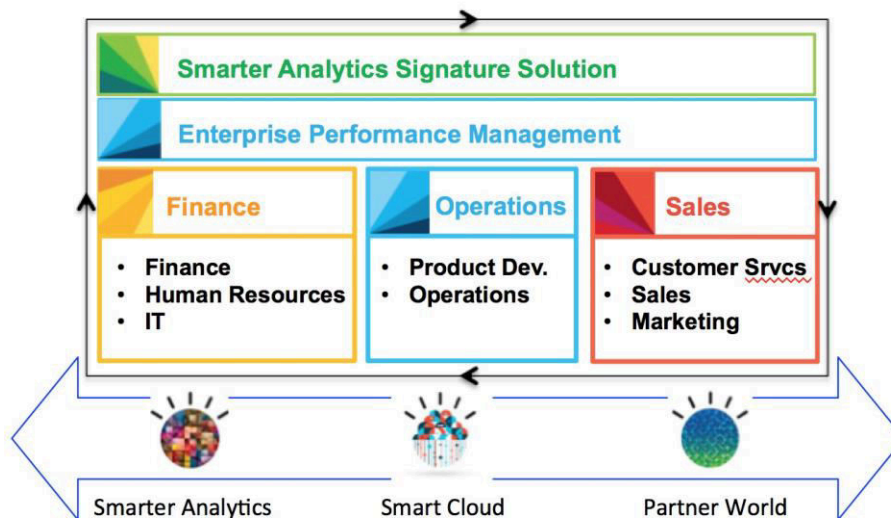
Delivering Business Outcomes...

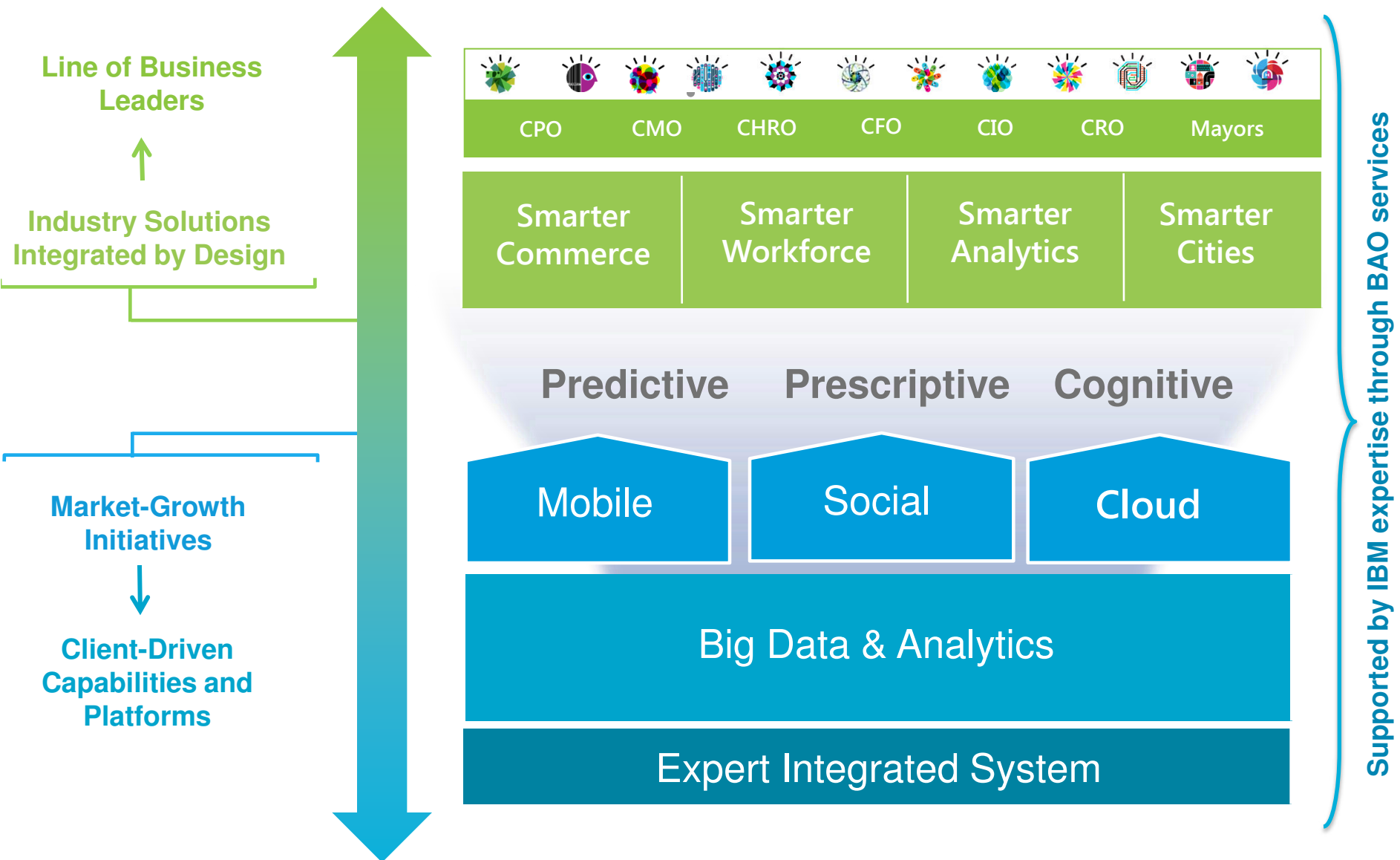


Risk Management Vision



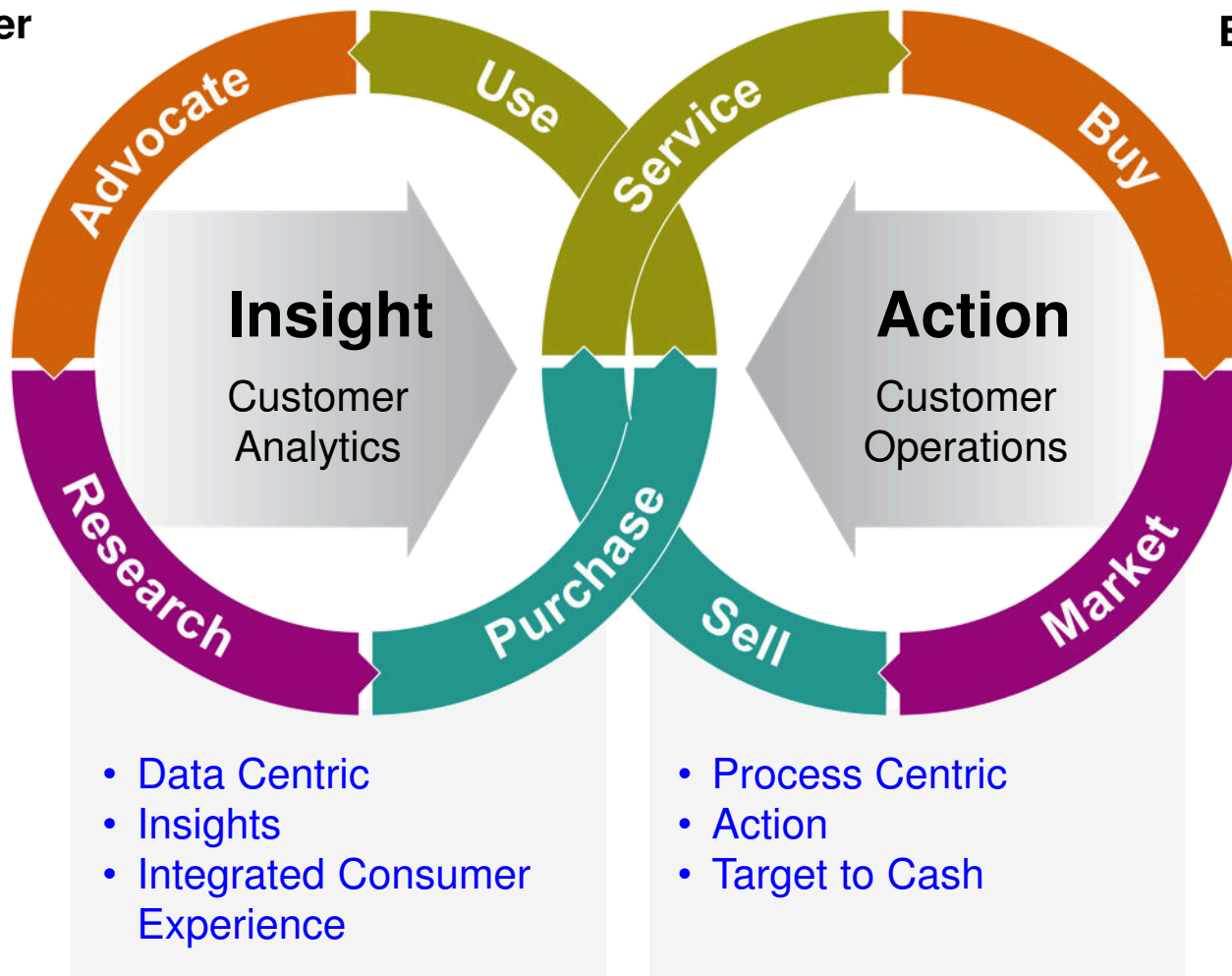
Performance Management Vision





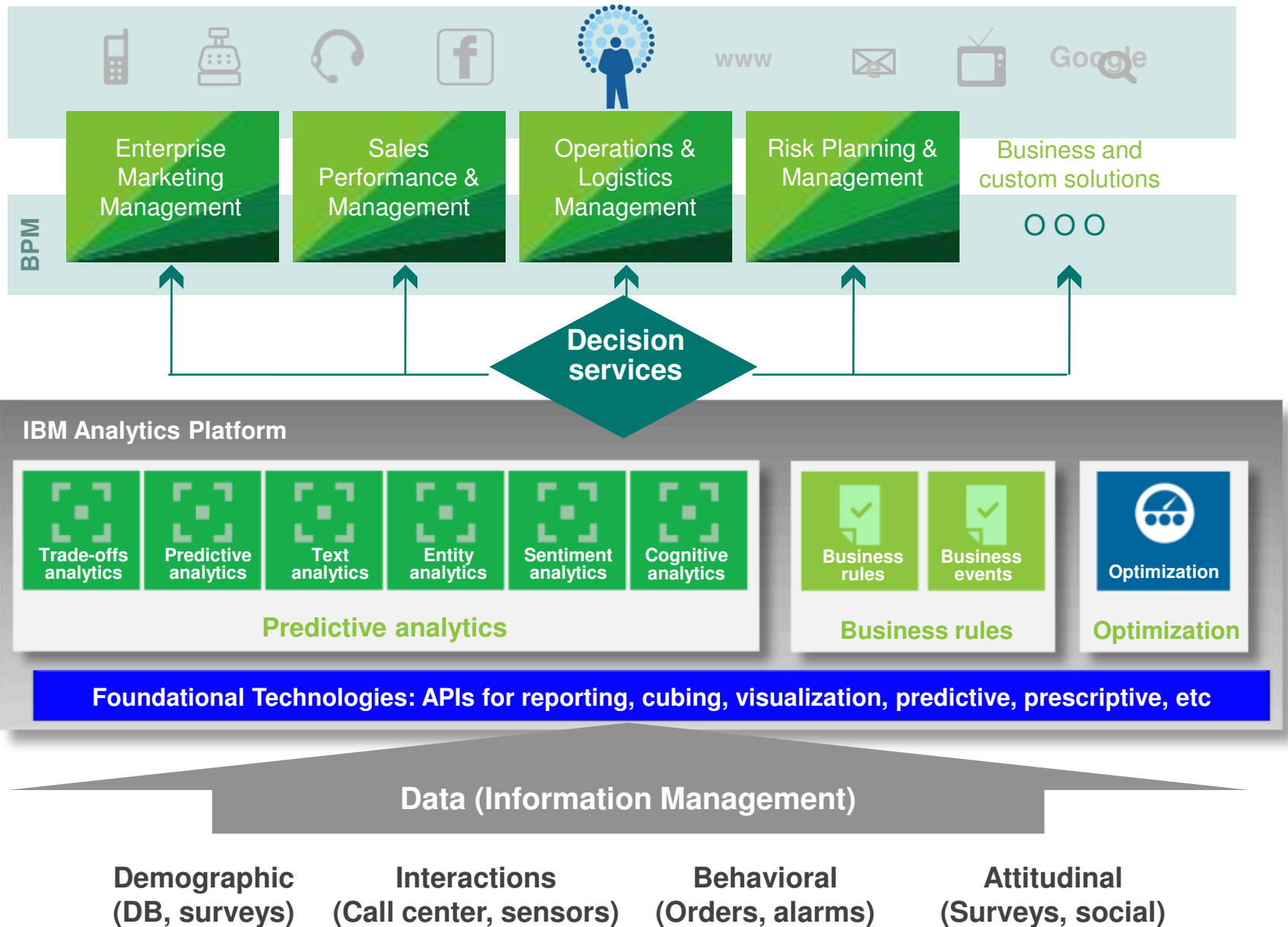
**The
Customer
Cycle**

**The
Business
Cycle**



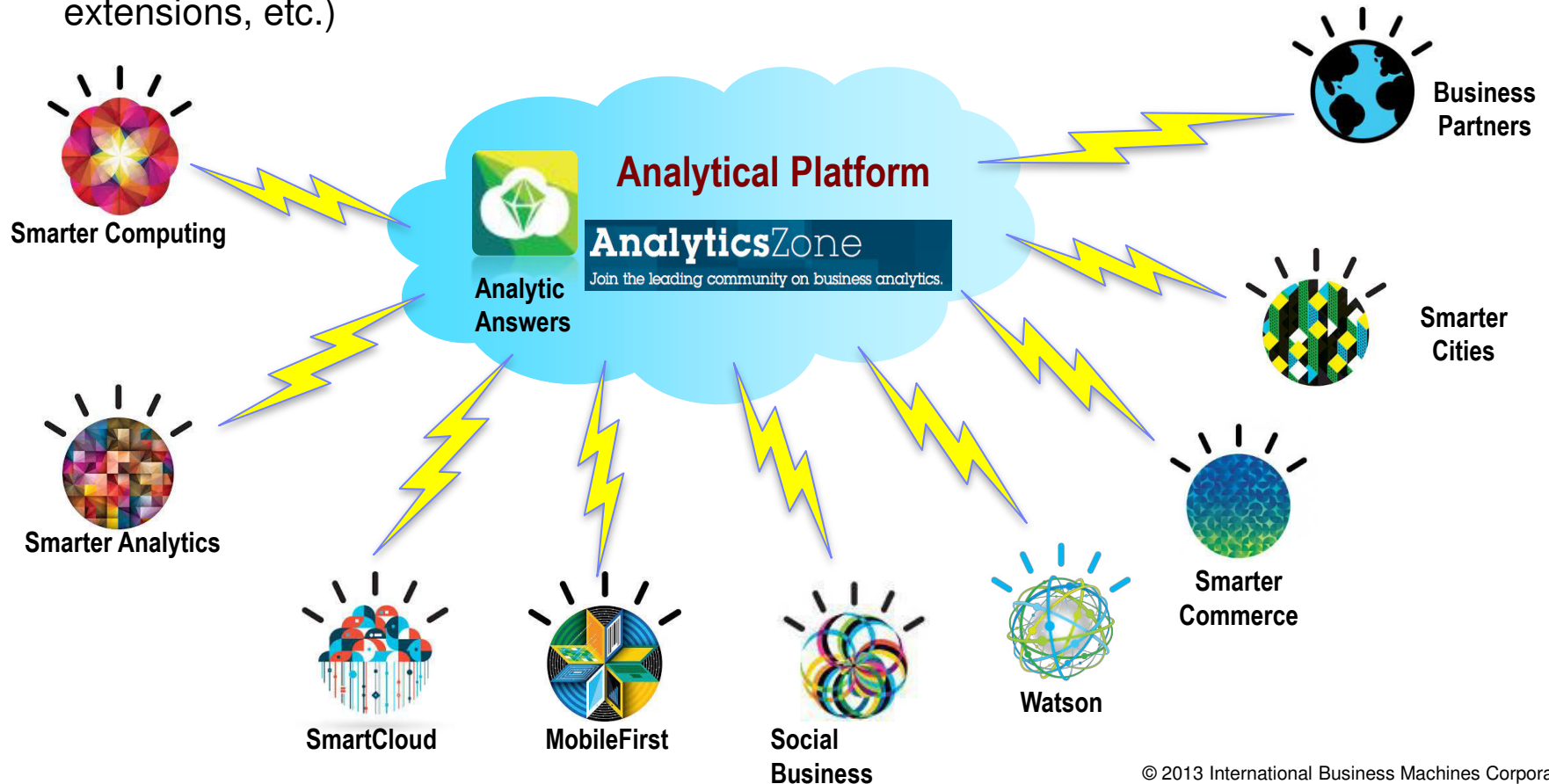
PERVASIVE ANALYTICS

A Coherent Platform for Decision Making



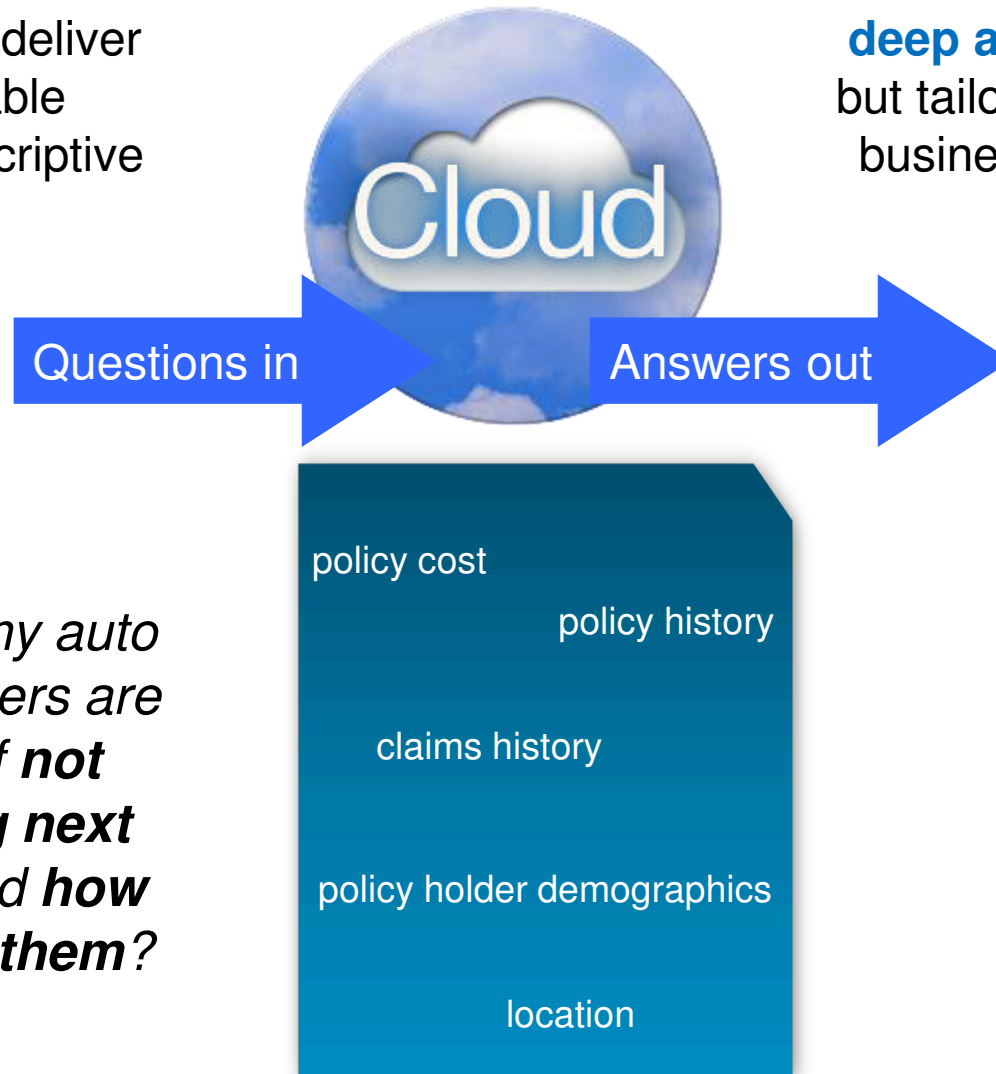
AnalyticsZone.com

- AnalyticsZone as the premiere destination for Analytics connecting LOB/Power users with professionals, content, events, training, and products.
- Redefine how analytics are discovered, purchased, deployed and consumed
- Focus on immersive, engaging and addictive assets where the sheer size of the community creates an ecosystem around it (including knowledge, apps, data, extensions, etc.)



A portfolio of **cloud-hosted solutions** that deliver directly-actionable predictive/prescriptive information

Leverages IBM's **deep analytics expertise** but tailored to each client's business, using their data



*Which of my auto policy holders are at risk of **not renewing next month** and **how do I keep them?***

Insights:
“likely to lose young city drivers”

1. Simplifying the use of analytics for business users
2. Seamlessly integrating analytics in the fabric of solutions
- 3. Developing the next wave of analytical talents...**

Academic Initiatives

Prepare students for Big Data & Analytics careers

- More than 300 partnerships
- Define new courses & curricula
- Guest speakers/lecturers
- Online resources centers
- Real-world case study projects
- Intern and Co-op Opportunities
- Fund research grants

Partner Ecosystem

Continuing education and reskill programs

- Ecosystem of knowledge (Big Data University, AZone.com)
- Enable the Business Partner community (Certifications and practice accelerators)
- Train and collaborate (IBM Analytics Solution Centers)

Kenexa

Build a Smarter Workforce with Kenexa and Analytics

- Smarter Enablement (combine cloud, social, mobile and analytics capabilities for just in time knowledge exchange)
- Talent Optimization
- Watson for the Enterprise HR & Watson as a Career Advisor

...ONE MORE THING



IN SHORT

