

IBM Business Analytics

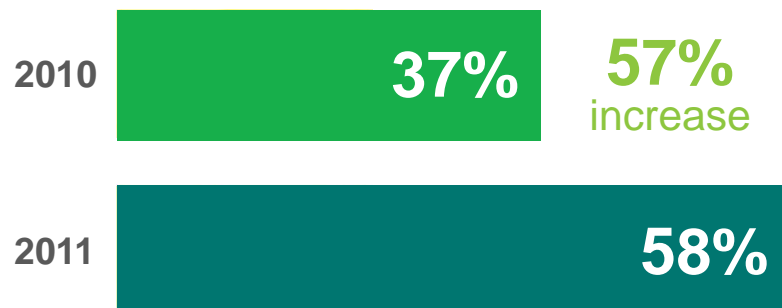
Stratégie et Développement



Analytics: from a business initiative to a **BUSINESS IMPERATIVE**

More organization are using analytics to create a competitive advantage

Respondents who believe analytics creates a competitive advantage



Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011

And leaders are outperforming their competitors in key financial measures

1.6x Revenue Growth

2.0x EBITDA Growth

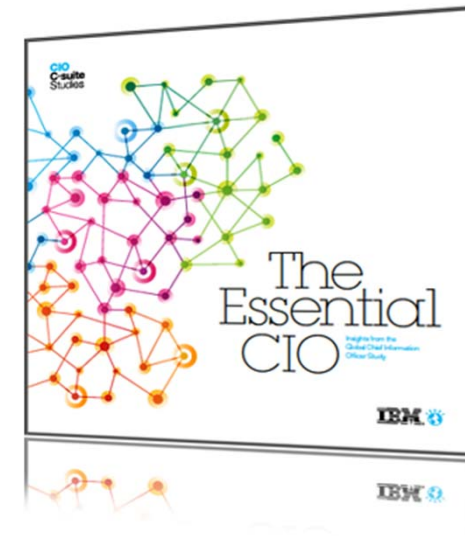
2.5x Stock Price Appreciation

Source: *Outperforming in a data-rich, hyper-connected world*, IBM Center for Applied Insights study conducted in cooperation with the Economist Intelligence Unit and the IBM Institute of Business Value. 2012

Transformation and Growth Require Better Decisions

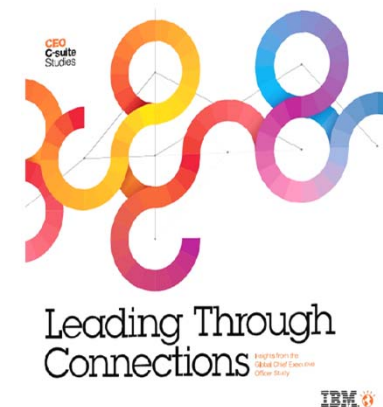
75%

of CIOs with mandates to transform the business are looking to “drive *better real time decisions.*”



84%

of CEOs of outperforming companies strongly differentiate their organizations by “*translating insight into actions.*”



Disruptive Forces fueling the need for analytics

1 The emergence of big data

Creating new opportunities to capture meaningful information from new varieties of data and content coming at organizations in huge volumes and at accelerated velocity



2 The shift of power to the consumer

Creating the need for organizations to understand and anticipate customer behavior and needs based on customer insights across all channels

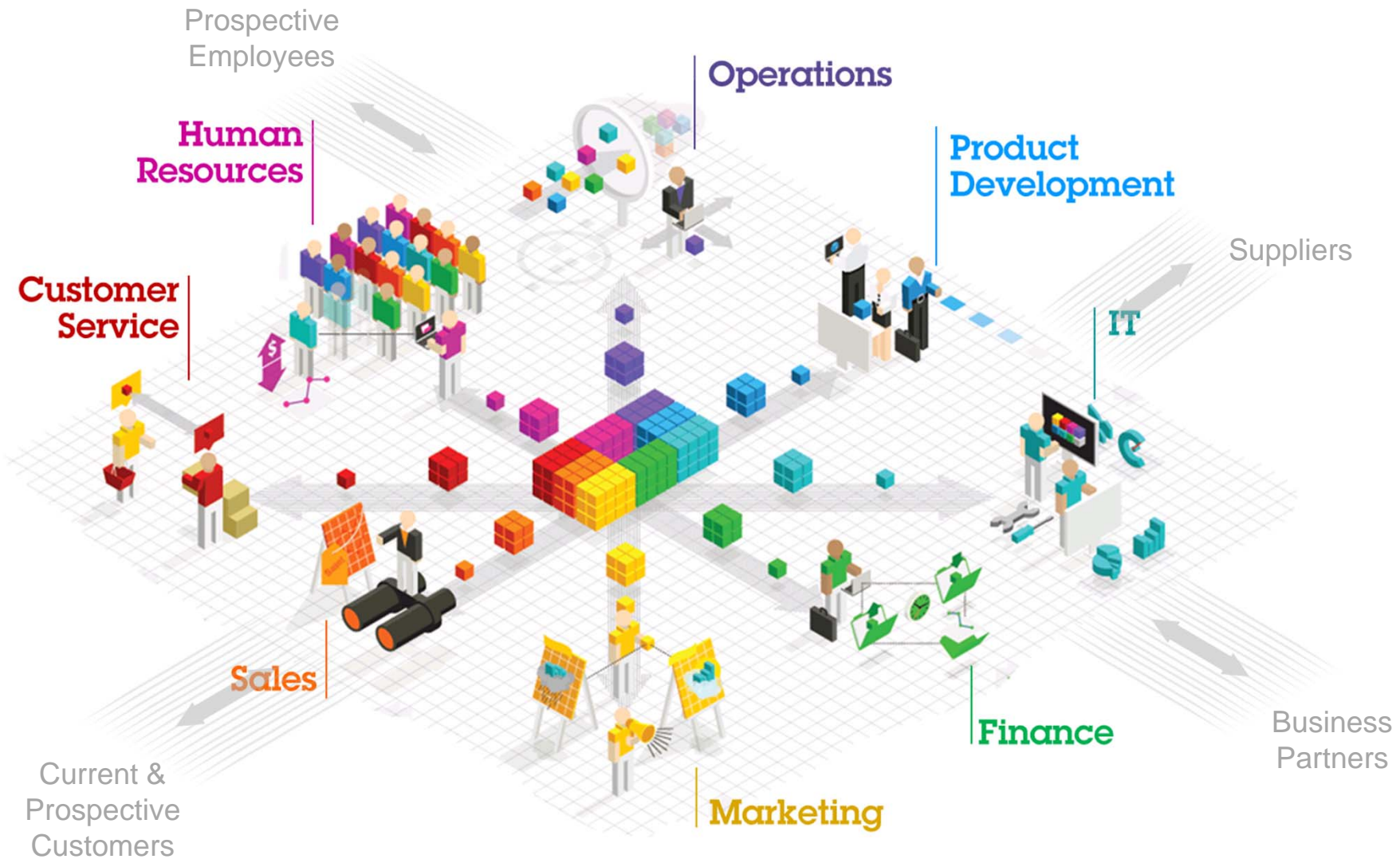


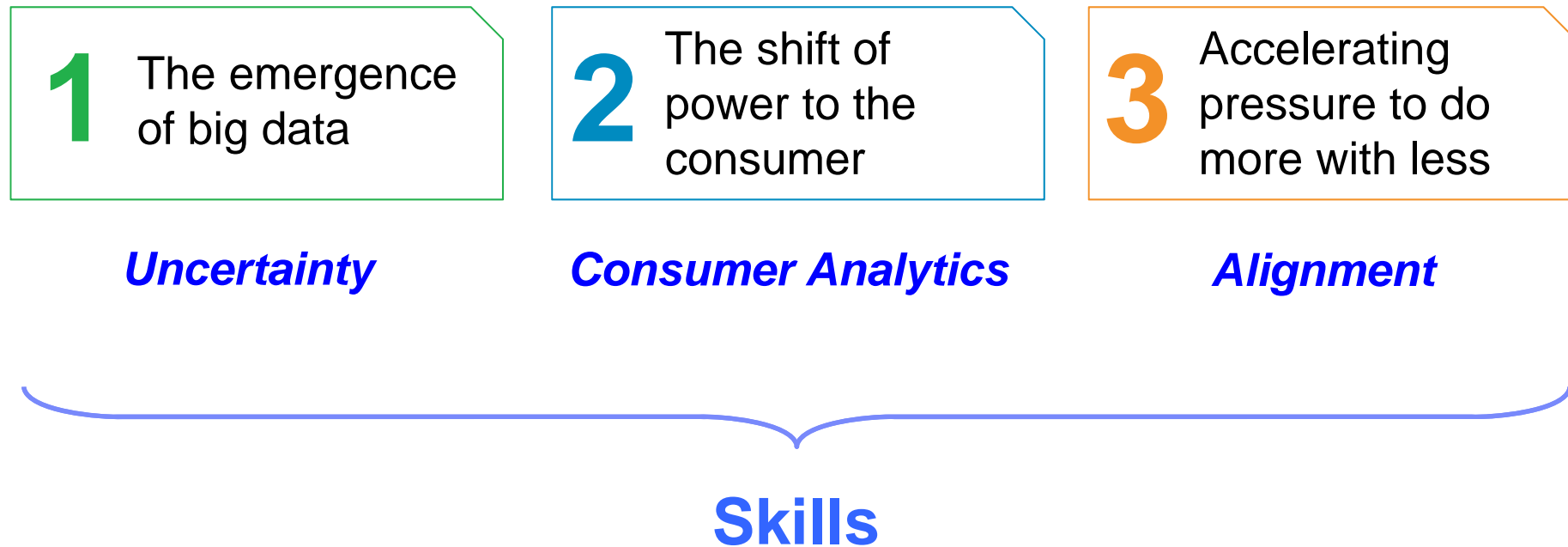
3 Accelerating pressure to do more with less

Creating the need for all parts of the organization to optimize all of their processes to create new opportunities, to mitigate risk, and to increase efficiency



Weaving intelligence into the fabric of enterprise processes



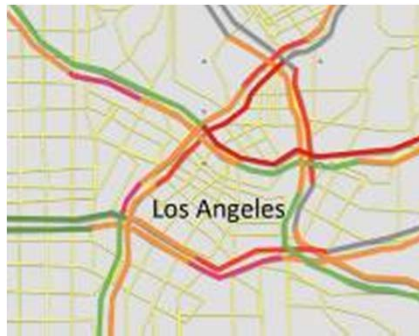


Uncertainty

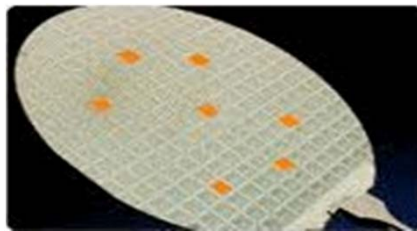
Uncertainty arises from many sources

Process Uncertainty

Processes contain "randomness"



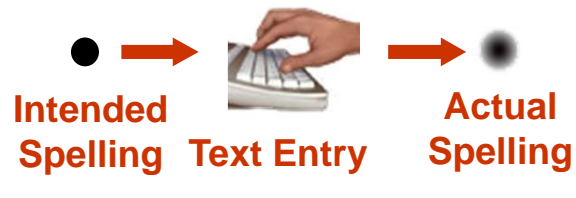
Uncertain travel times



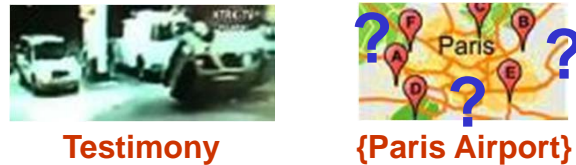
Semiconductor yield

Data Uncertainty

Data input is uncertain

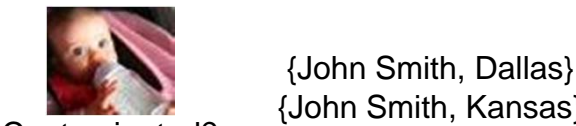


GPS Uncertainty



Testimony {Paris Airport}

Ambiguity

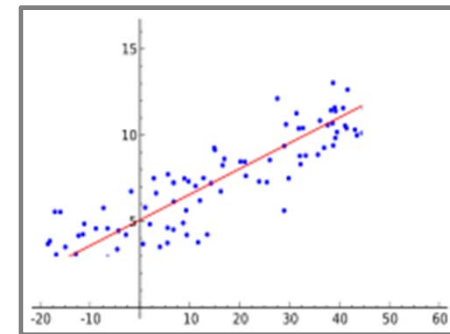


Contaminated?

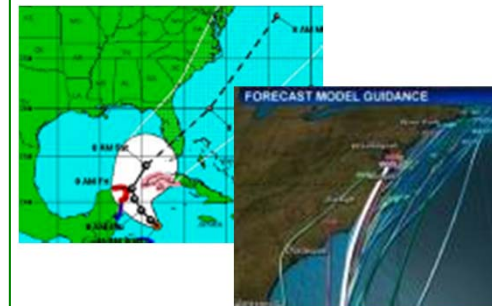
Rumors Conflicting Data

Model Uncertainty

All modeling is approximate

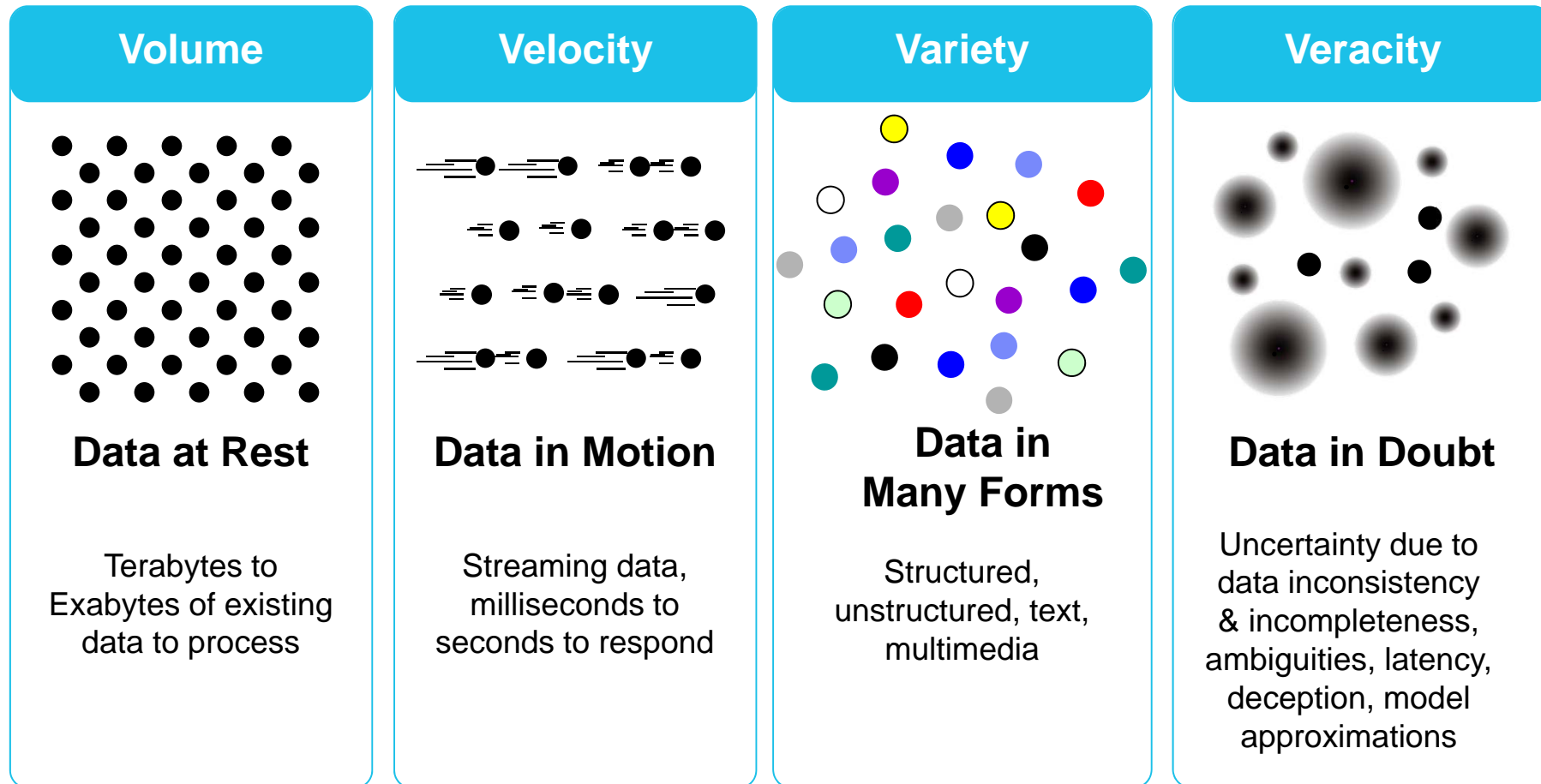


Fitting a curve to data

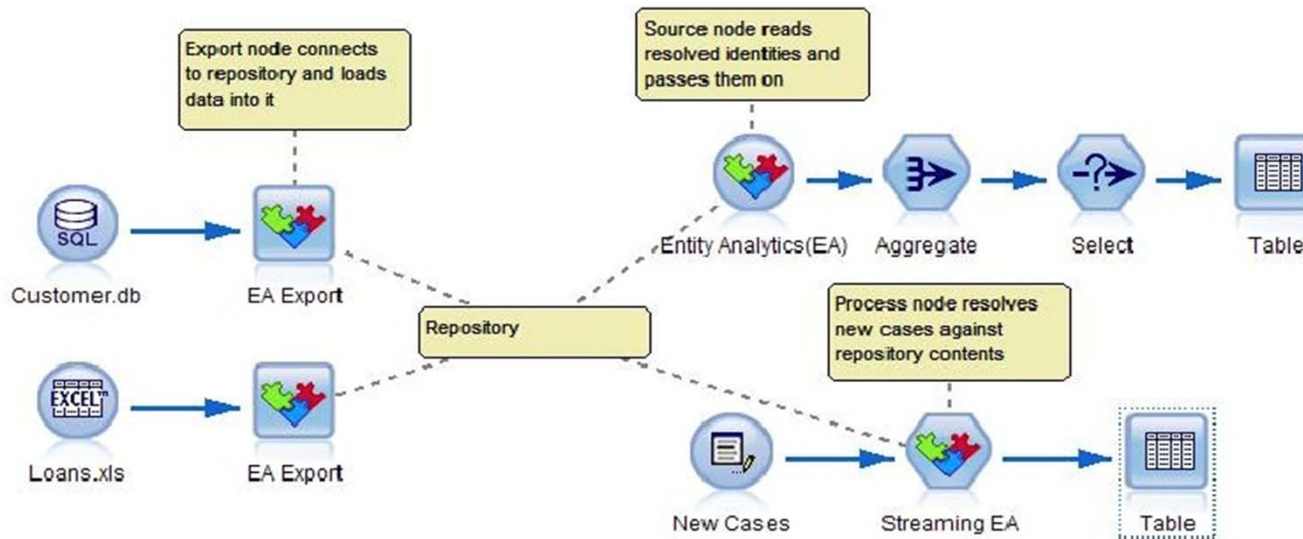
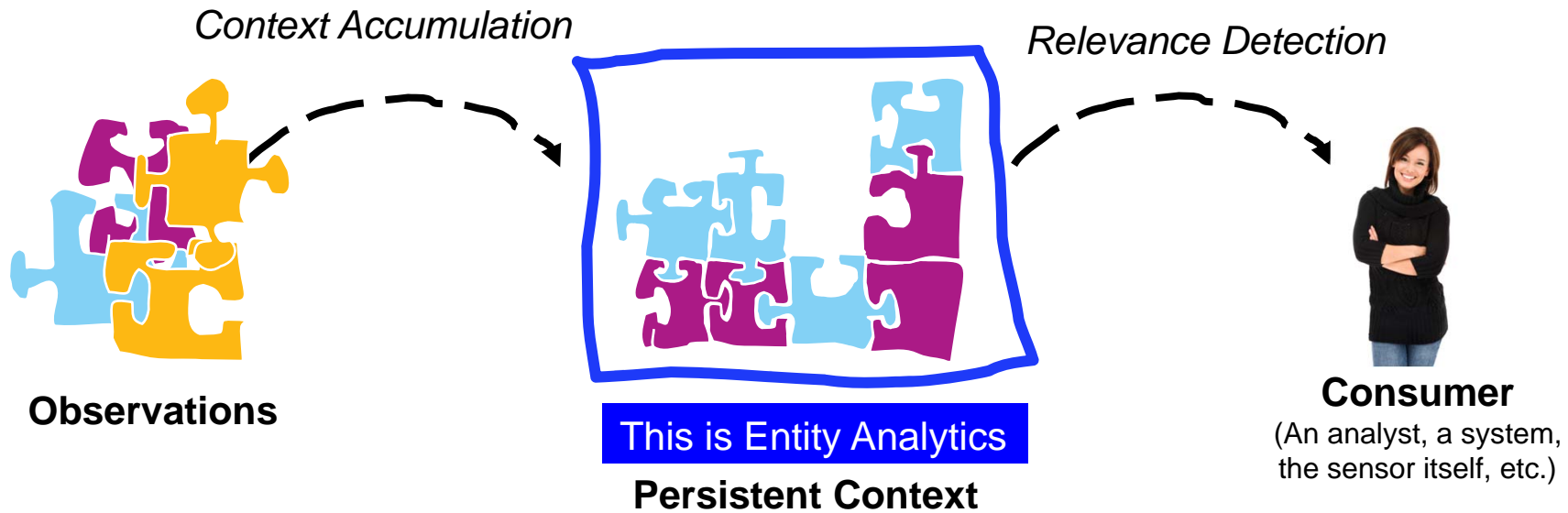


Forecasting a hurricane (www.noaa.gov)

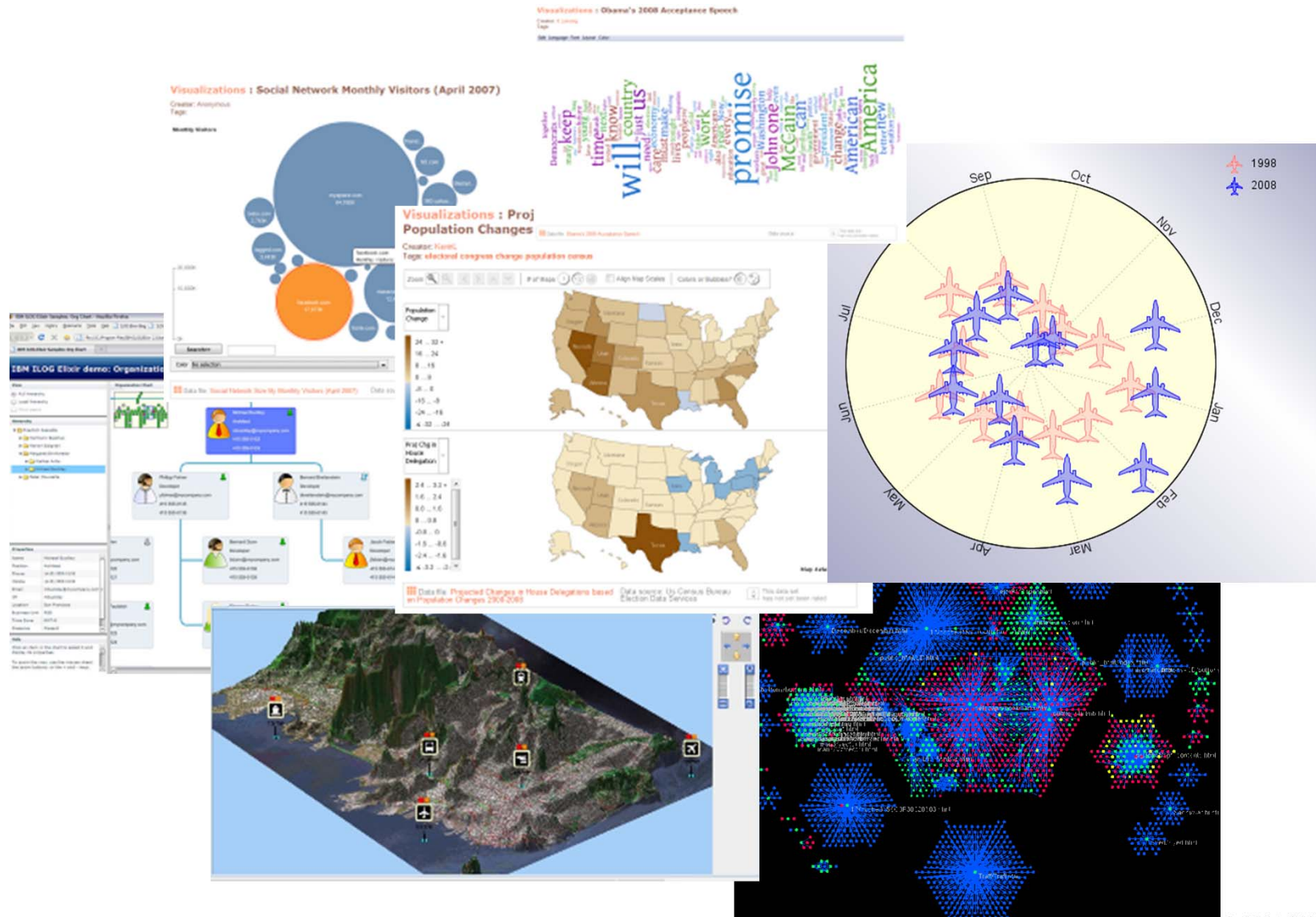
Veracity: the fourth “V” in Big Data



Entity Analytics: From pixels to pictures to action



Visualization to leverage human analytical power



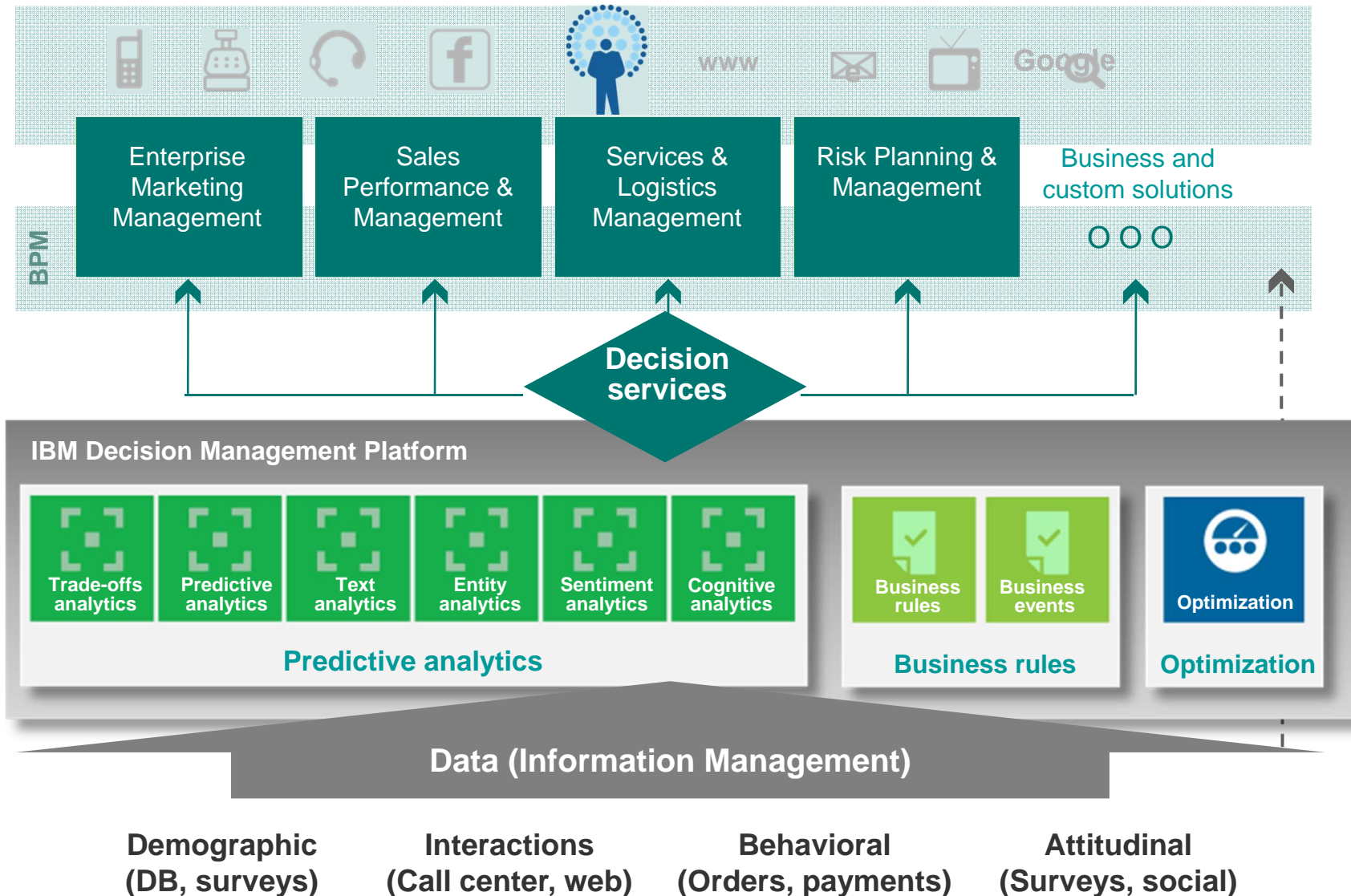
Alignment

From strategy to execution

Driving collaboration
across the
spectrum
of decision
making



Managing decisions to optimize operations



Consumer Power

Consumers...



Patients

surviving



Citizens

being safe



Customers

a good product at the
best price



Students

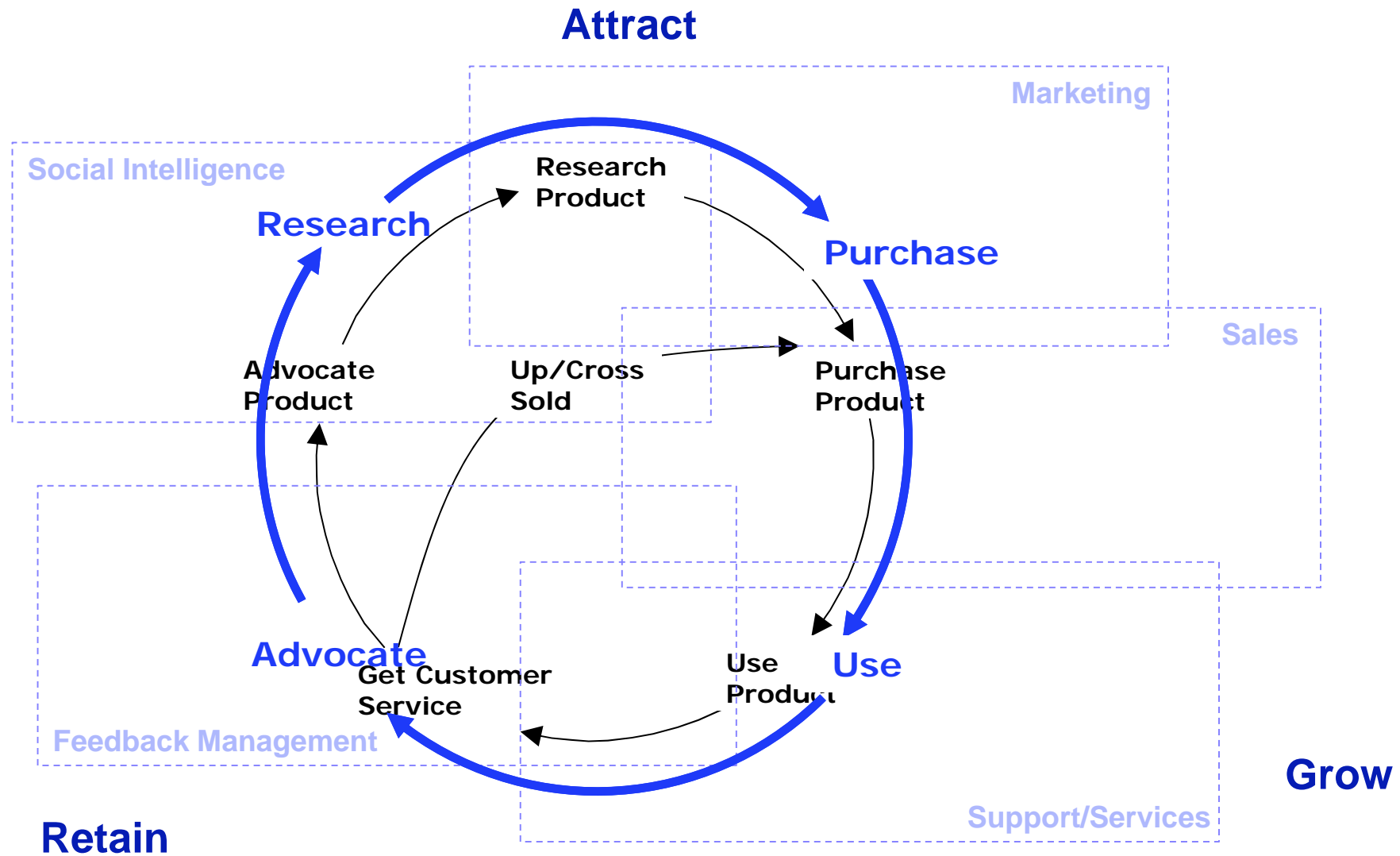
a better life



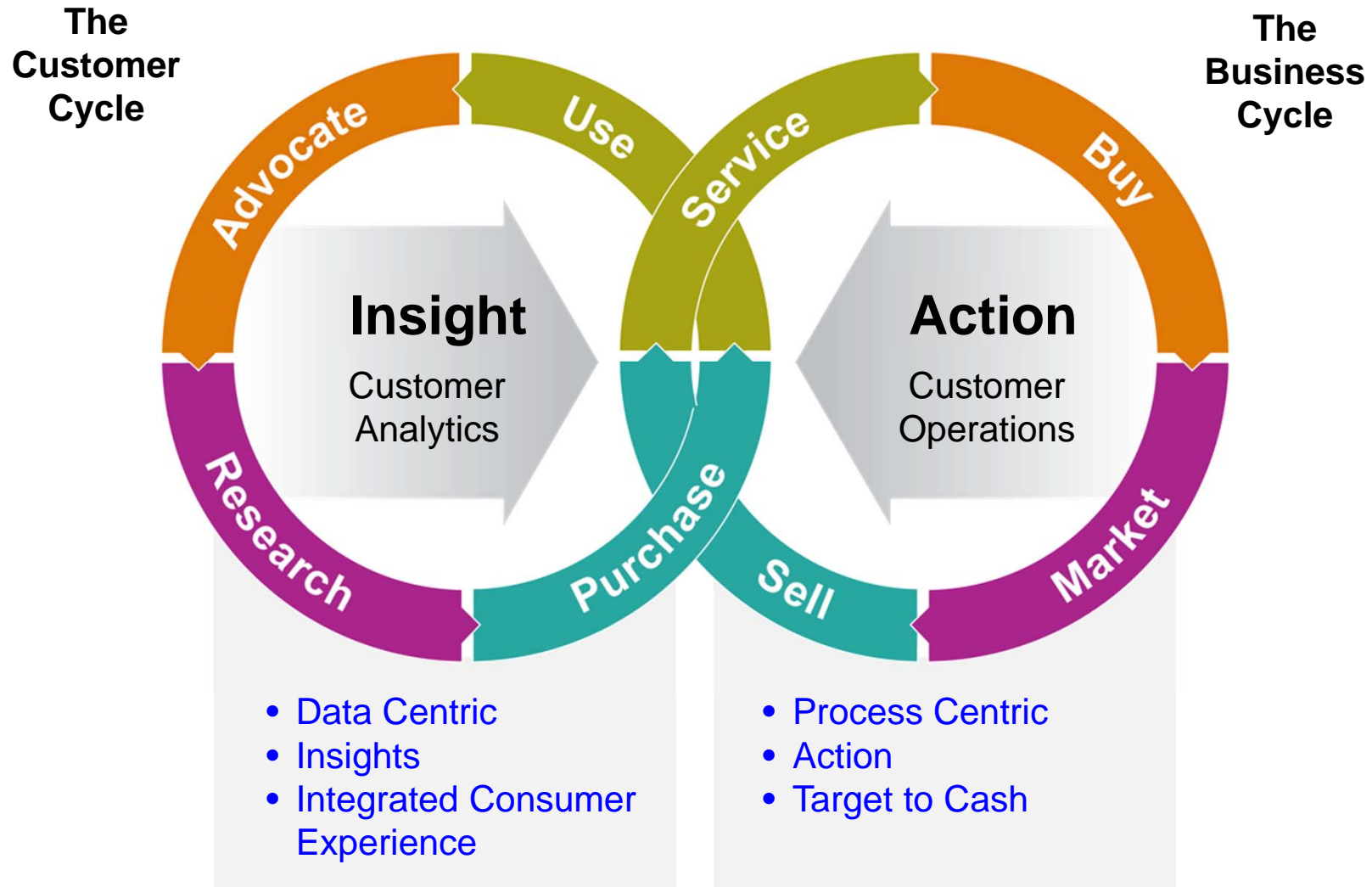
Passengers

getting there (on time)

Our focus is on the Consumer Experience



Analytics becomes the “conscience” of operations



For example... what happens when those operations go mobile?



Build mobile apps
Connect & run mobile systems



Manage mobile devices and apps
Secure my mobile business



Extend capabilities to mobile
Transform your business

IBM Mobile Foundation

Worklight
CAST IRON SYSTEMS
IBM Endpoint Manager for Mobile

IBM Social Business, Commerce & Analytics

IBM Mobile Services

With a comprehensive end-to-end mobile platform and services

IBM Cognos BI for the Mobile Workforce

Experience insight wherever you are

- Uninterrupted productivity with quick and easy access to analytics anywhere you go

Interact with information offline or online

- Rich, visual and interactive experience

Confidently and easily deploy BI to any device

- Single authoring and administrative environment to deliver secure, relevant, and reusable content

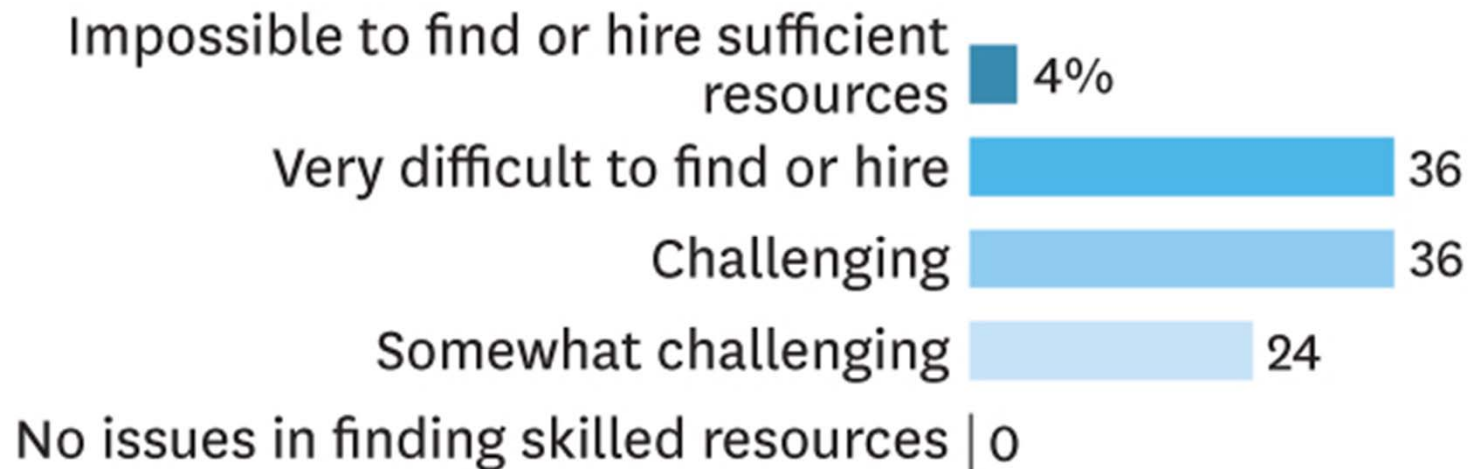


***On the road or in the office –
same great insight.
Simple, reliable, and secure.***

Skills

Analytical skills are becoming a rare commodity

How challenging is it to source analytical skills in general?



SOURCE DATA FROM A SURVEY BY NEWVANTAGE PARTNERS

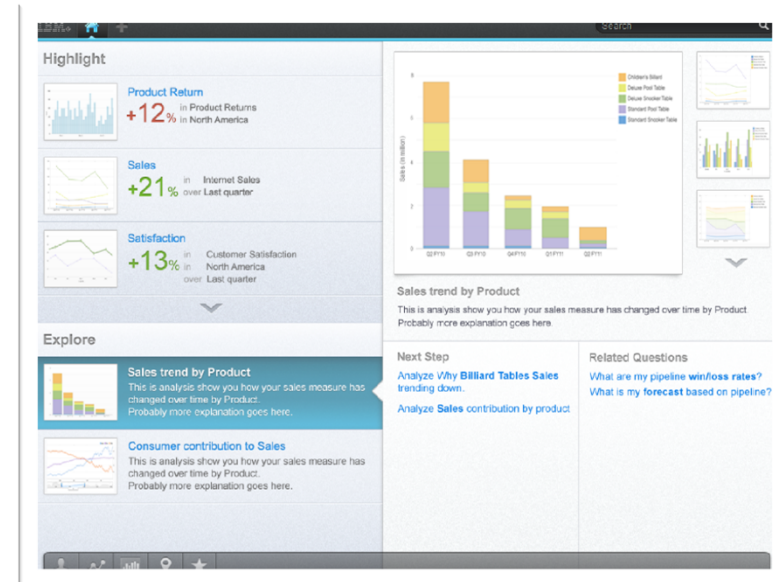
HBR.ORG

Business Intelligence Self-Service

Figuring out what matters with smart guidance

Looks.....

- Dynamic, interactive visualizations across the user experience
- Start with visualization not the data
- Open, customizable and extensible



With Smarts.....

- Bring relevance & meaning of a data set
- Anticipate business questions you want answered
- Peer-to-peer collaboration

Benefits:

- Faster insight into your data
- Uncover insights you may not have discovered on your own
- Guided experience making easier to get to the results

Analytic Answers: The power of analytics without the learning curve

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



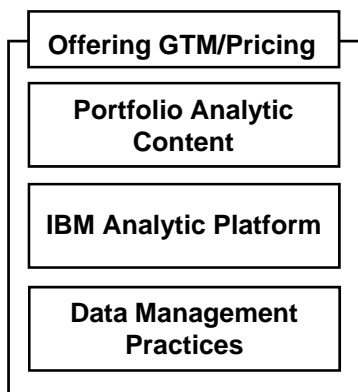
Leverages IBM's deep analytics expertise but tailored to each client's business, using their data

Questions in

Answers out

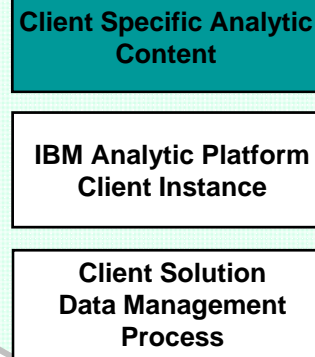
IBM Analytic Answers as a Service

AaaS Reference Solutions



Services
(Solution Implement)

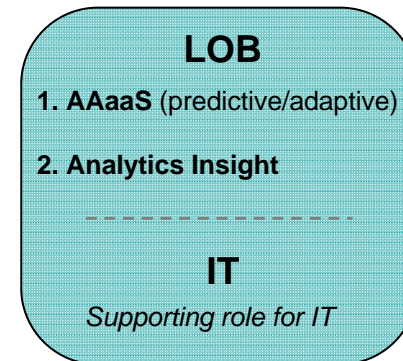
Managed Client Analytics



Analytic Answers Delivery

Questions
Data

Client

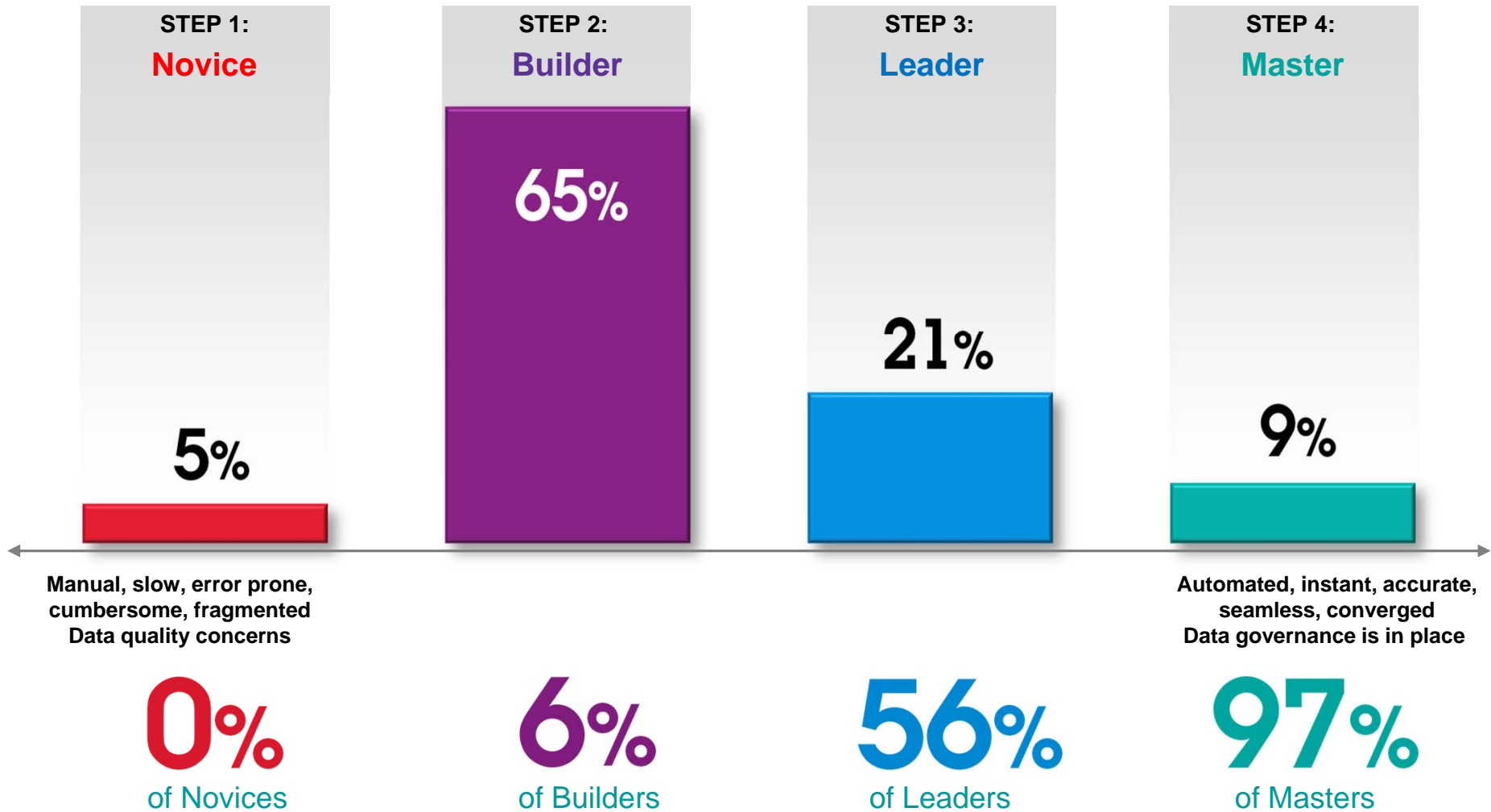


Solution Support

Services
(Solution Evolution)

Centers of Excellence: Key to analytics journey

n = 5748 organizations



... have a Center of Excellence

Building Analytics Center of Excellence (ACE)

Resources on
AnalyticsZone.com

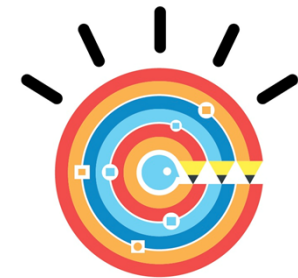
Enablement
Services

Training – Technical
Operational Training



Bridging the skills gap

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...**



Global University Programs



In Conclusion...

Delivering the “smarter” in solving business problems



Smarter Education

- Student retention
- Curriculum optimization
- Alumni management



Smarter Retail

- Assortment planning
- Promotion management
- Loyalty management



Smarter Healthcare

- Evidence-based medicine
- Treatment optimization
- Preventive health management



Smarter Telecommunications

- Churn management
- Service & plan optimization
- Up/cross sell management



Smarter Government

- Preventive crime management
- Public resources optimization
- Constituents opinion management



Smarter Banking & Insurance

- Claims fraud detection
- Loan underwriting optimization
- Credit risk management



Smarter Energy

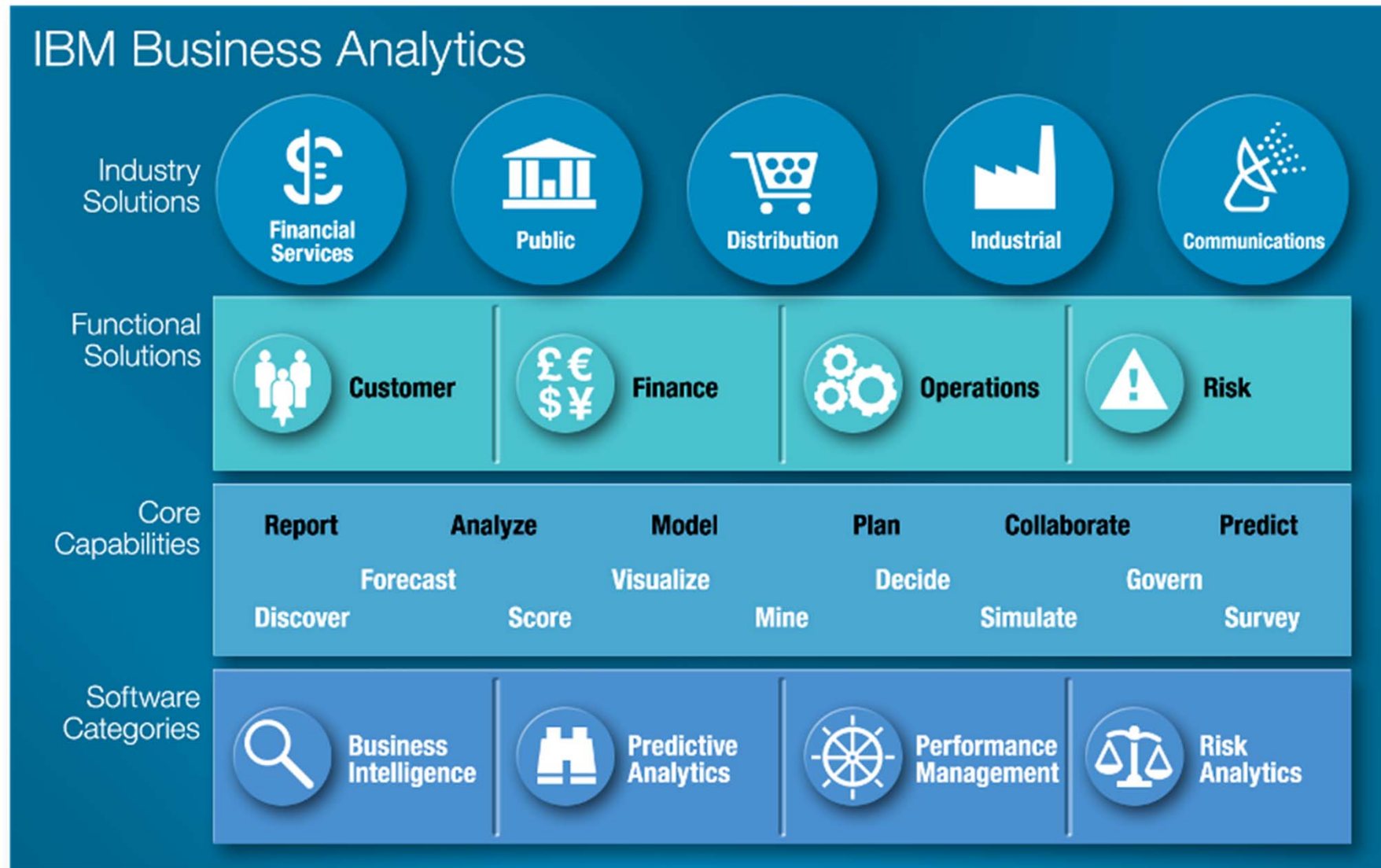
- Outage failure prediction
- Customer churn analysis
- Outage planning optimization



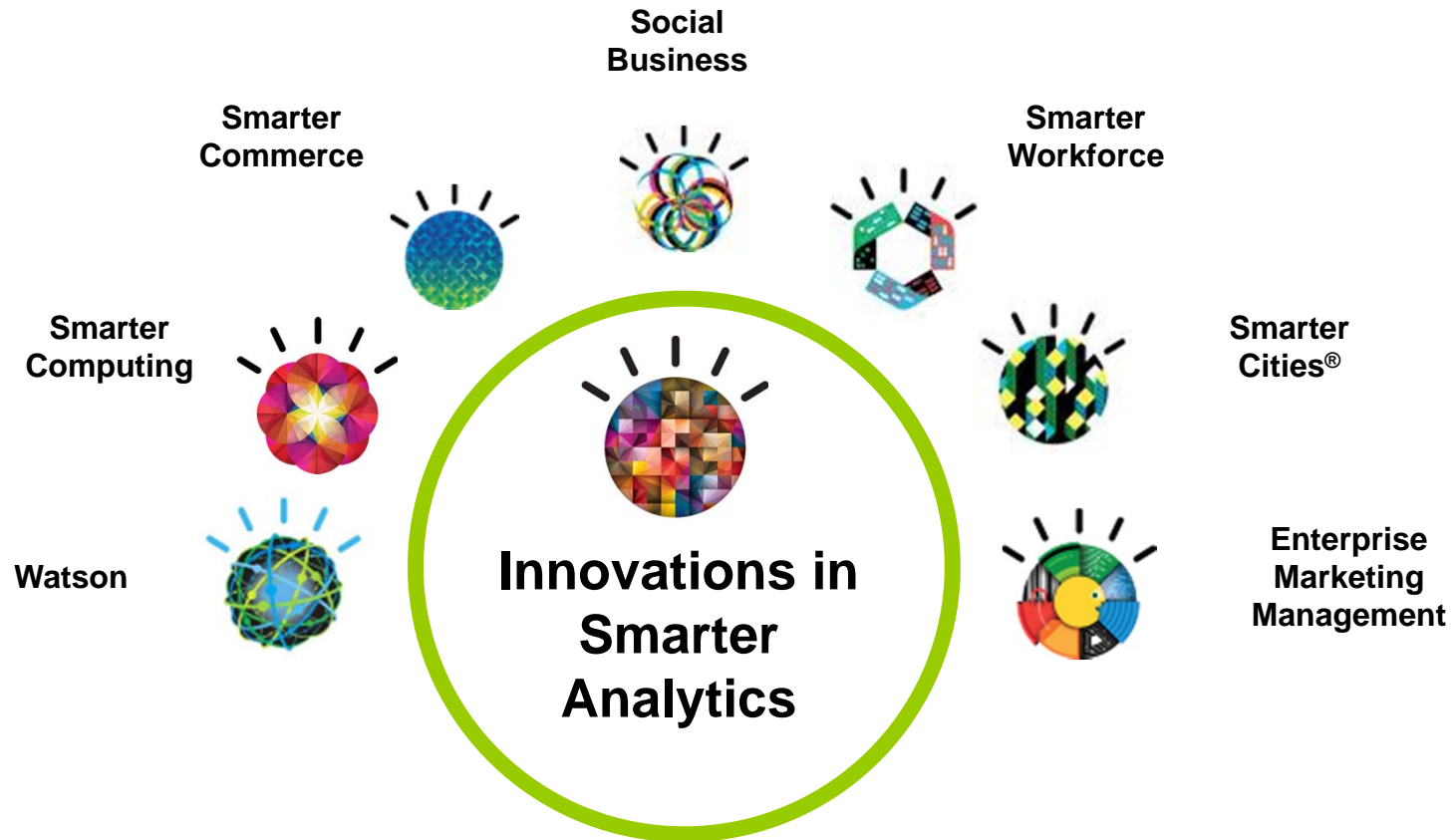
Smarter Operations

- Predictive maintenance
- Sales & operations planning
- Supply chain metrics

IBM Business Analytics – software & capabilities



Smarter Analytics fuels IBM success in new and established markets



IBM's Analytics Transformation is focused on business outcomes

Fundamental Principles

- Pragmatic approach
- Focus on business outcomes
- Analytics is an enabling technology – not an end but a means



“Analytics will form a silver thread that weaves through the future of everything we do.”

Ginni Rometty, Chairman and CEO, IBM Corporation

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