Accelerate, and lower the cost of unlocking new insights from information for better business decisions and faster action.
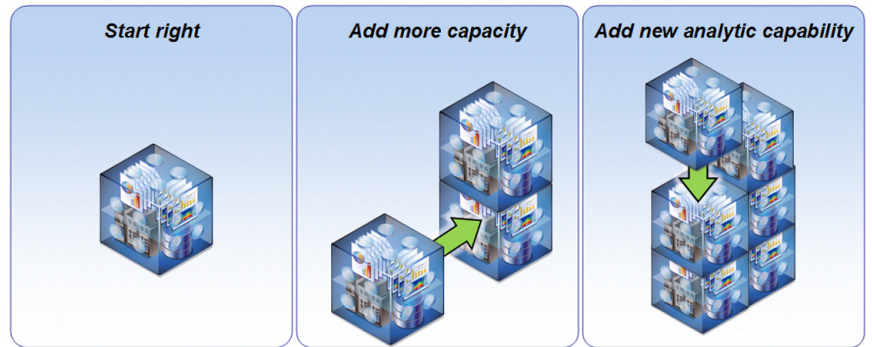
IBM

IBM Smart Analytics System

Highlights

- **Fast Answers to Business Questions: Rapidly delivers information in context to decision makers, and offers them an interactive, self-service environment for exploration and analysis.**

- **Optimized Business Performance: Enables decision makers to easily measure and monitor financial and operational business performance, analyze results, predict outcomes, and plan for better business outcomes.**

- **Better, Faster Decisions: Provides decision makers across the organization with the right information, and new insights, where, when and how they need it.**

- **New Opportunities Discovered: Delivers new insights that help business users discover opportunities to maximize customer and product profitability, minimize customer churn, detect fraud, improve patient care, increase campaign effectiveness and more.**

Introducing the IBM Smart Analytics System

The IBM Smart Analytics System is the industry's most complete integrated, optimized, ready to use analytics solution designed to accelerate your business by quickly delivering the insight you need where and when it's needed, and to adjust and grow based on your company's ever changing analytics needs.

It offers faster business value at lower cost by combining the simplicity and rapid deployment characteristics of an appliance while retaining the flexibility of a custom integration approach to take advantage of ongoing hardware and software enhancements without full system replacement.

The system leverages a modular component based approach of integrated and optimized IBM hardware, software, and services designed to accelerate the deployment, the efficiency, and ROI delivered from IBM's growing portfolio of business analytic solutions.

IBM Smart Analytics System Sytem Details

- A foundation of IBM hardware, software, and storage capabilities and an expanding portfolio of business analytic software combine to give IBM clients the industry's most reliable, high performance and comprehensive analytic capability to extract business insight from information assets and provide the right answers to the right questions at the right time.
- Designed so that each component is able to leverage the strength of the others creating a combined system that uniquely delivers high performance and can easily scale at the pace of business.
- Hardware and Software modules can be added anytime to existing installations - resulting in the most reliable, scalable, available, and highly performing alternative in the market, outside of the mainframe world.
- Capabilities include business intelligence reporting, analysis, dashboards, and scorecards, data mining, cubing services, text analytics, data warehouse management, storage and server platform

Add capacity & analytic capabilities as requirements evolve

Start right | Add more capacity | Add new analytic capability

Each configuration can be augmented at anytime to meet new requirements by simply adding new analytic capability or data and user capacity building block components. And because all of these components leverage the same foundation the system is easy to maintain, preserves existing investments and delivers results in days rather than months.

Key System Analytic Capabilities

Business Intelligence Analytics:
The IBM Smart Analytics System business intelligence capability is a fully integrated turn key analytic offering combining powerful business intelligence capabilities and time tested IBM hardware designed to provide an off the shelf Business Intelligence system that hits the ground running.

The system provides all the key capabilities of reporting, analysis and dashboards to enable fast answers to key business questions delivered as a cost effective, modular solution designed for rapid deployment and to grow with your business.

Drive better business outcomes with...
- A single consistent view of the business
- A full range of decision making capabilities
- Easily accessible information whenever, and whenever needed
- Deeply optimization for unparalleled performance
- Rapid time to value and ROI, with flexibility to grow with the business

IBM Smart Analytics System puts the power of industry leading business

intelligence software into the hands of business leaders who demand an easy to use solution with fast time to value. With the system, decision-makers can access a consistent view of information throughout the business and multiple data sources; uncover and share new insights; and make better decisions to drive the business forward.

Multidimensional Cubing Services:
IBM Smart Analytics System provides cubing services giving users a multidimensional view of data stored in a relational database. Users can create, edit, import, export, and deploy cube models over the relational warehouse schema to perform deeper multi-dimensional analysis of multiple business variables improving both profitability and customer satisfaction.

Cubing services also provide optimization techniques to dramatically improve the performance of online analytical processing (OLAP) queries. In doing so, it simplifies the delivery of business analytics and optimization results and puts more power into a broader set of users to analyze data and generate business insight.

Data Mining and Text Analytics:
Powerful yet simple, the data mining capabilities available with the IBM Smart Analytics System enables integrated analytics of both structured and unstructured data. Standard data mining models (clustering, associations, classification, and prediction) are supported and can be developed easily via drag and drop in the Design Studio. The data mining models are executed in the production environment to provide real-time scoring of data records. Additionally, rich presentation components are provided to enable visual analysis of data mining results. With the system, decision makers can now organize and mine all your valuable information to uncover new opportunities, perform customer behavioral analysis or assess potential risk.

Values of a Smart Analytic System – Fast, Flexible, Affordable
Single System Delivering Your Analytics Needs

- Enterprise-class analytics capability and performance
- Designed specifically to power analytics solutions
- Flexible options and buy as you grow modular deployment

Faster Time to Value

- Pre-designed with right balance of resources for Analytics workloads
- Pre-built and optimized for rapid deployment

Faster and more reliable

- Analytic software performs up to 3x faster as it is properly tuned for the system
- World record data warehouse performance – TPC-H 10TB benchmark
- Combination of components with industry leading reliability
- Rolling upgrades to approach zero planned downtime

Lower Cost

- Up to 50% less storage, server and floor space required
- Up to 50% higher resource efficiency
- Add new system capacity and functionalities anytime without forcing rip-and-replace
- Different generation processor and storage can coexist within one installation
- Combination of components with industry leading manageability and unique single point of support

Greater Access to Information and Insight

- Industry leading Business Intelligence analysis, dashboards and reporting
- Advanced discovery through data mining and text analytics
- Reap near-instance insight from large volumes of data with Cubing Services OLAP capabilities integrated directly within the warehouse

Designed to meet the needs of business and IT leaders in any industry

The IBM Smart Analytics System offers significant value for any industry or business needing to drive smarter business outcomes faster. From IT professionals struggling to meet changing business requirements for high performance analytics capabilities to business executives who need fast, accurate, answers to critical business questions, the IBM Smart Analytics System provides the answers you need, where and when you need them.

Why IBM Smart Analytics System?

IBM has assembled the most comprehensive portfolio of information management, hardware, software, and services capabilities on the market today. The IBM Smart Analytics System provides an ideal solution for rapid deployment of these capabilities and accelerates delivery of new analytic innovations, including those from IBM Research.

For More Information

To learn more about IBM Smart Analytics System, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/smart-analytics-system