



Smarter Decisions for Optimized Performance

Business Analytics and Optimization Jumpstart

Highlight

The Business Analytics and Optimization (BAO) Jumpstart can help your organization share timely information, provide relevant information where and when needed, equip your employees with the insights and tools for decision-making, and make better predictions for a more efficient enterprise.

Discover progress with the information explosion

We are living in a world with explosive growth in the volume, variety and velocity of information – both structured and unstructured. Advances in business process management, business rules management and information management have created opportunities to use this information to your company's advantage. This includes using forecasting and predictions to shape strategy, breakaway from your peers and achieve better sustainable performance. It enables new and deeper insights, and the ability to apply them in consistent and systematic ways that guide dialogues with customers to drive collaboration, up-sell and retention.

How is the new information environment affecting your business?

Recent research conducted by IBM revealed that substantial numbers of business leaders are making critical business decisions without adequate insight: 1 in 3 business leaders frequently make critical decisions without the information they need. Additionally, 53% don't have access to the info needed to do their jobs. Significant information gaps were identified in key areas such as marketing, sales, general management, operations, finance, HR, and IT management.

Such gaps result in trouble identifying new opportunities, the requirements for realizing their value, and the setting of realistic timeline and investment expectations. Additionally, there are excessive costs resulting from the maintenance of expensive data management infrastructure, such as redundancies in a large number of data stores.

Why should you take action now?

Because your company requires the facts before you act, you need to be able to predict outcomes prior to implementing solutions. Today's marketplace requires sustainability, flexibility and innovation in order to succeed. And BAO Jumpstart provides a diagnostic assessment and realistic plan for improved business processes.



What can you do?

The Business Analytics and Optimization (BAO) Jumpstart can help your organization share timely information, provide relevant information where and when needed, equip your employees with the insights and tools for decision-making, and make better predictions for a more efficient enterprise.

Key features of this solution include:

- Diagnostic-based approach that considers your business and IT strategies
- Diagnostic assessment of current situation, opportunities and change readiness
- Realistic plan for moving forward that is suitable for sponsors and executable in the organization
- Organizational culture and readiness for change, both big and small
- Insights and tools to improve performance and employee productivity

What are the expected benefits of the BAO jumpstart?

Your organization will benefit from an in-depth analysis of your current situation and areas for improvement. The resulting recommendations will focus on ways you can:

- Use information to make better predictions and consider alternatives when making decisions and setting strategy
- Capitalize on insights from diverse information sources such as social networks and RFID tags
- Share information across the organization easily and cost effectively
- Integrate information about your acquisitions to create an efficient, consolidated and action-oriented view of opportunities

About IBM's Business Analytics and Optimization Practice

IBM's BAO practice brings together a unique combination of expertise and capabilities to help your organization realize your analytics potential. Our capabilities include:

- An unmatched combination of skills and experience, including unrivaled breadth of deep foundational business intelligence, performance management and advanced analytics capabilities, including world class software solutions and IBM Research.
- Strong industry and business process expertise enabling us to apply proven industry models
- Cross-industry and industry-specific best practices for how to manage information and for next generation value creation through BAO

- Proven opportunity and stakeholder assessment techniques
- Patented Value Case approach
- Proven techniques from IBM's BI Strategy and Customer
- Focused Strategy offerings both of which have been delivered hundreds of times globally across sectors

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Business Analytics and Optimization for the Intelligent Enterprise

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