



IBM Performance 2011

**Business Analytics: il suo futuro
è il futuro del tuo business.**

Benvenuto e apertura lavori

Sergio Palazzina, Business Analytics Leader, IBM Italia



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IMPROVE
PROFITS

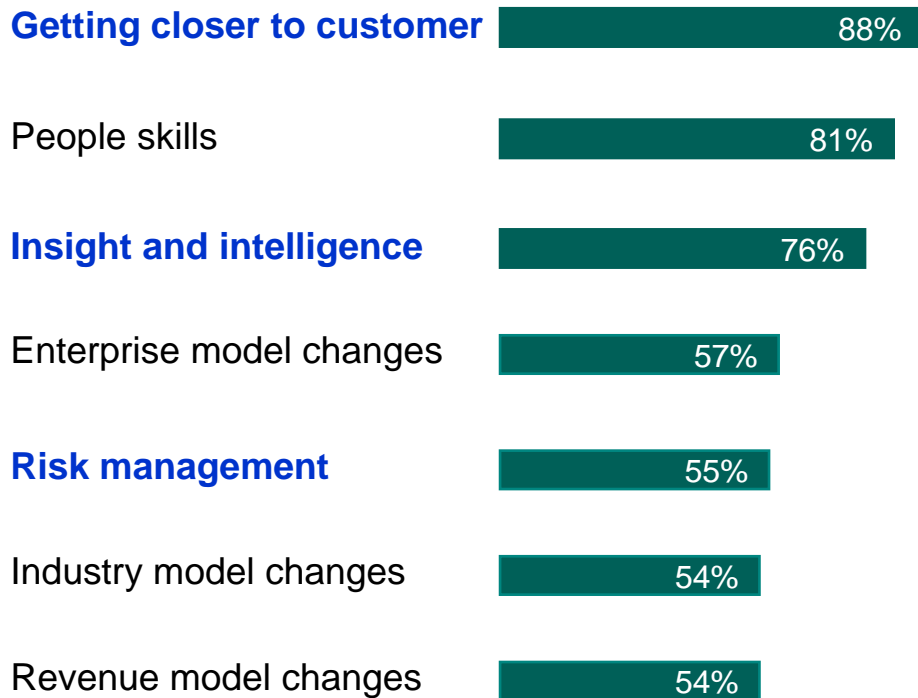
PREDICT
OUTCOMES



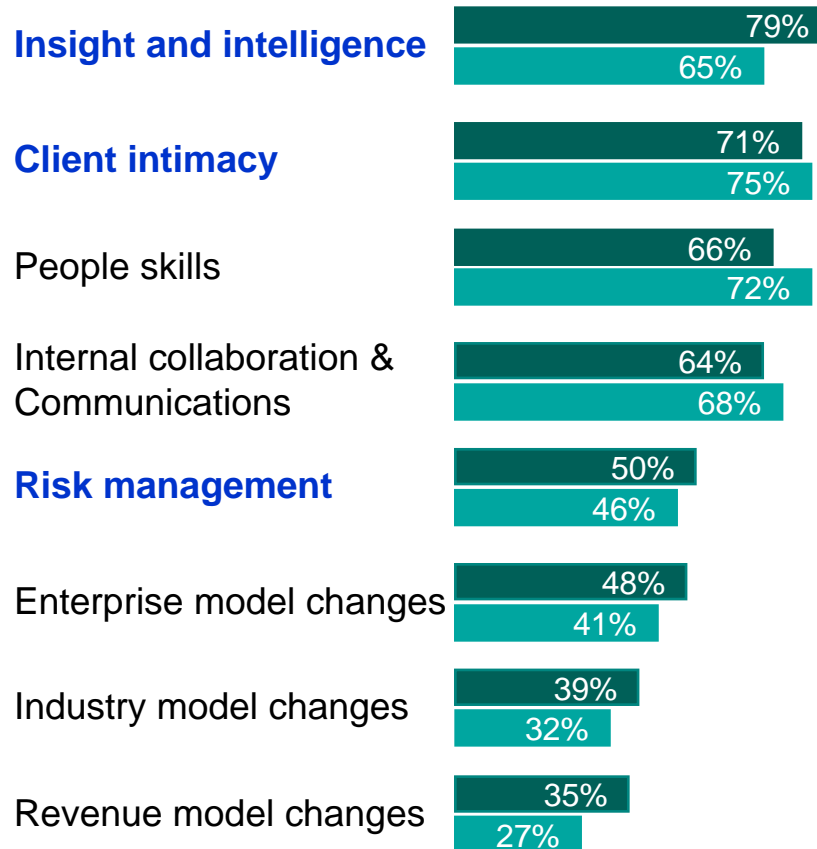
REDUCE
RISK

CEO and CIO : same priorities in the next 5 years

CEO focus



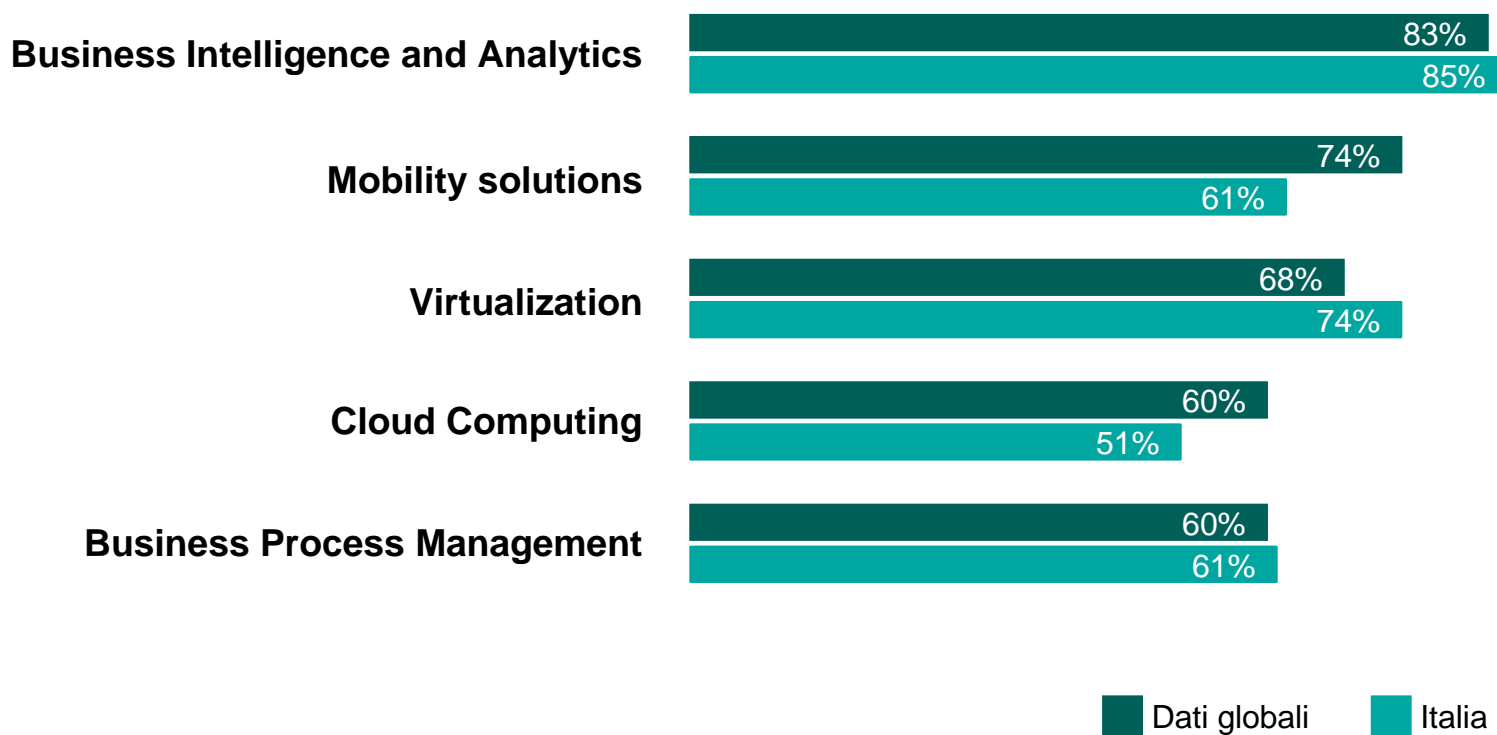
CIO focus

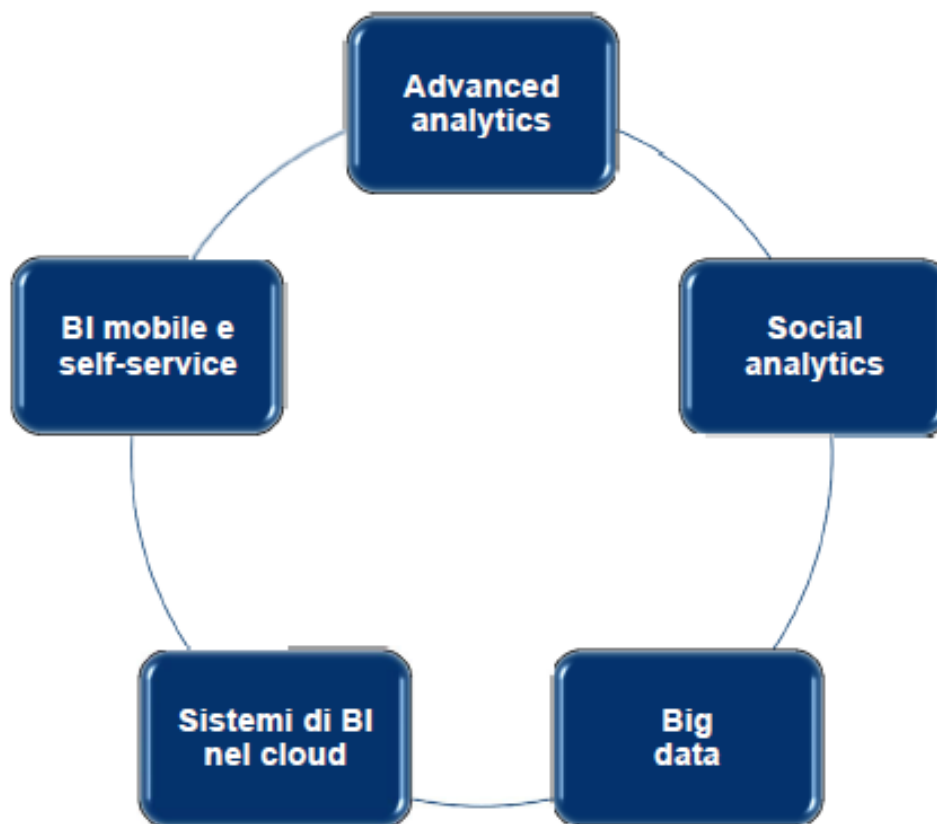


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CIOs development areas for the next 3-5 years: Business Intelligence and Analytics are the top priorities





Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



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Distribution



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Communications

Cross-Industry Solutions

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Customer

Business Analytics

Business Intelligence

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Data Warehousing

Content Management

Data Management

Workload Optimized Systems

