



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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è il futuro del tuo business.



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PROFITS**

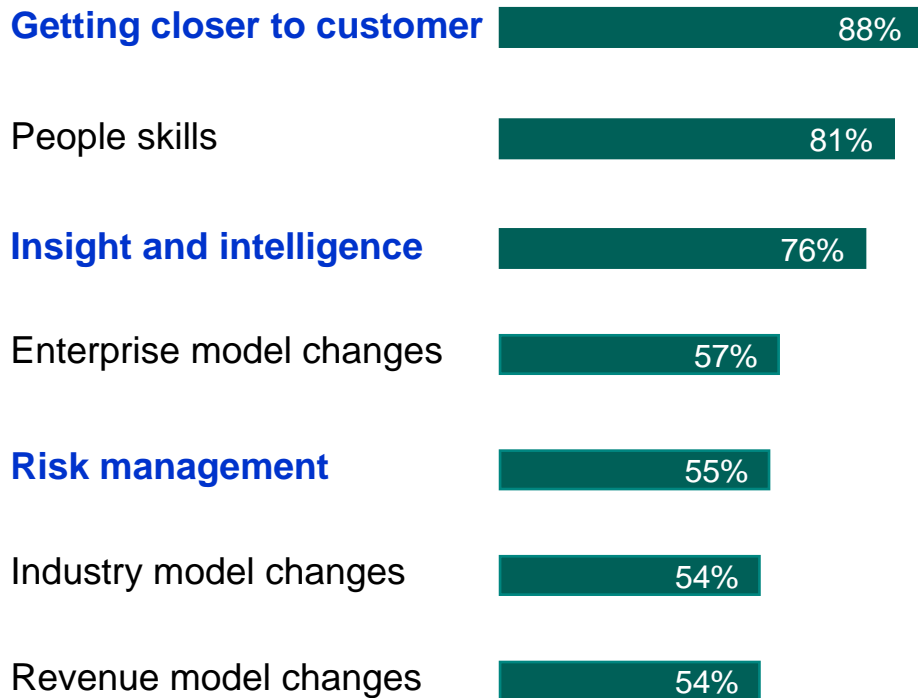
**PREDICT
OUTCOMES**



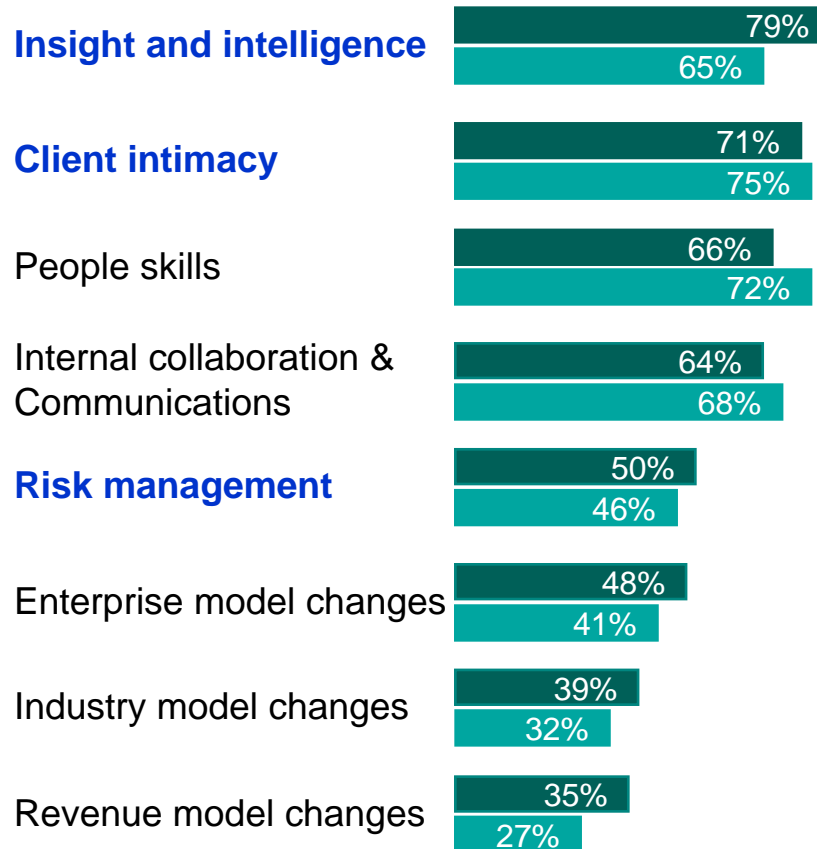
**REDUCE
RISK**

CEO and CIO : same priorities in the next 5 years

CEO focus



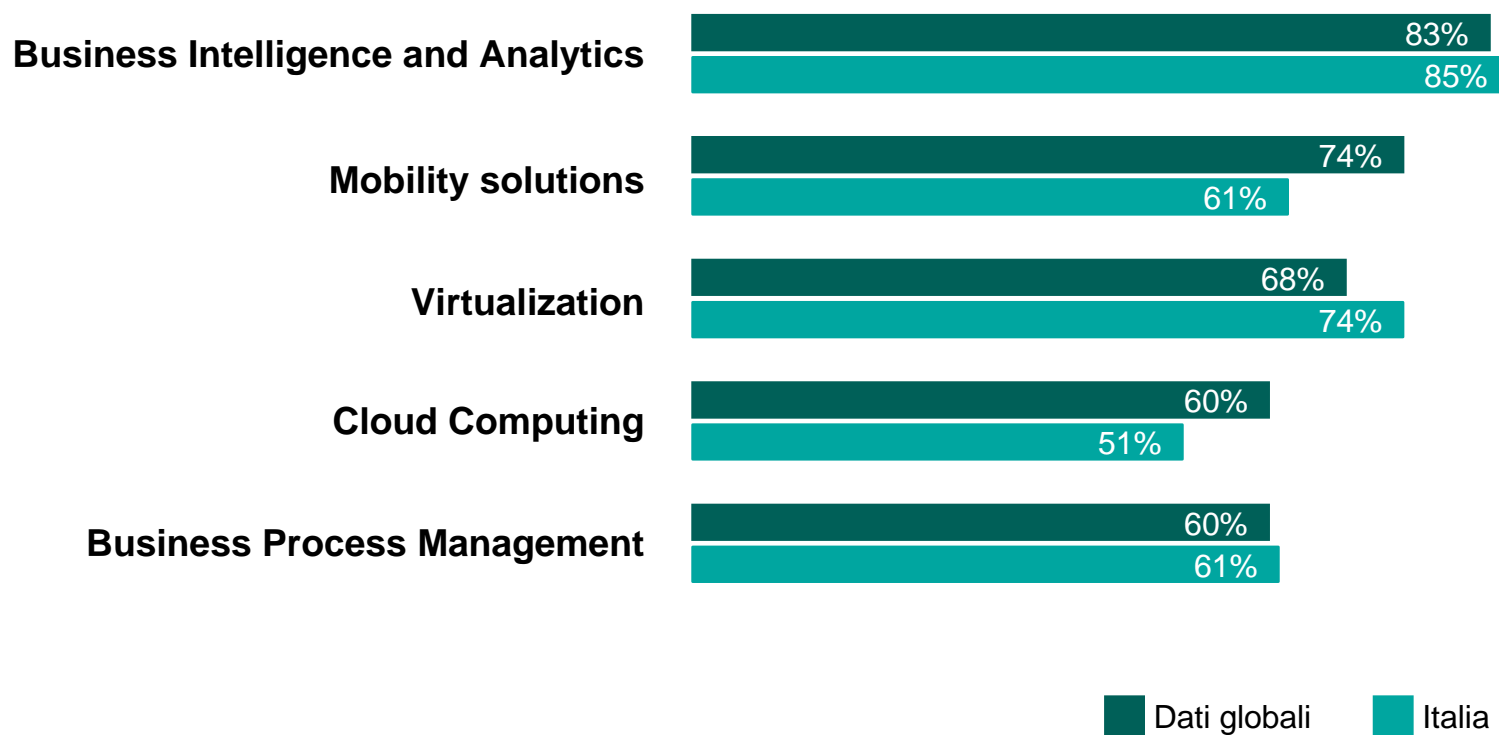
CIO focus

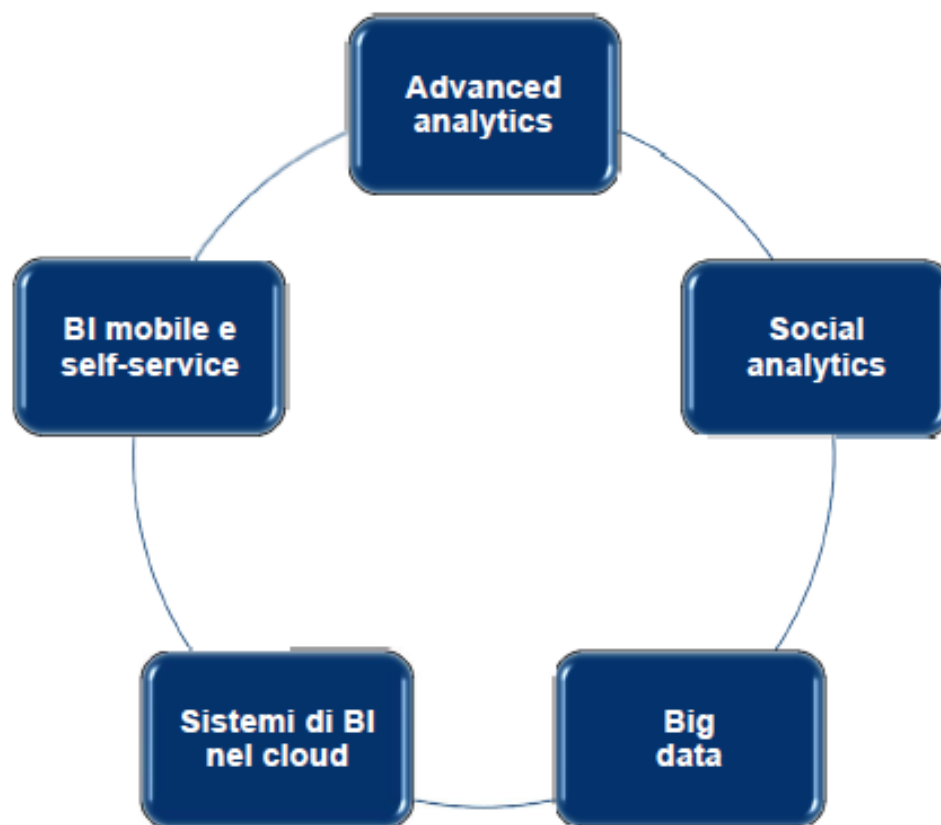


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CIOs development areas for the next 3-5 years: Business Intelligence and Analytics are the top priorities





Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



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Communications

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Customer

Business Analytics

Business Intelligence

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Content Management

Data Management

Workload Optimized Systems

