

IBM Connect 2015

Seize the Moment

9 June, 2015

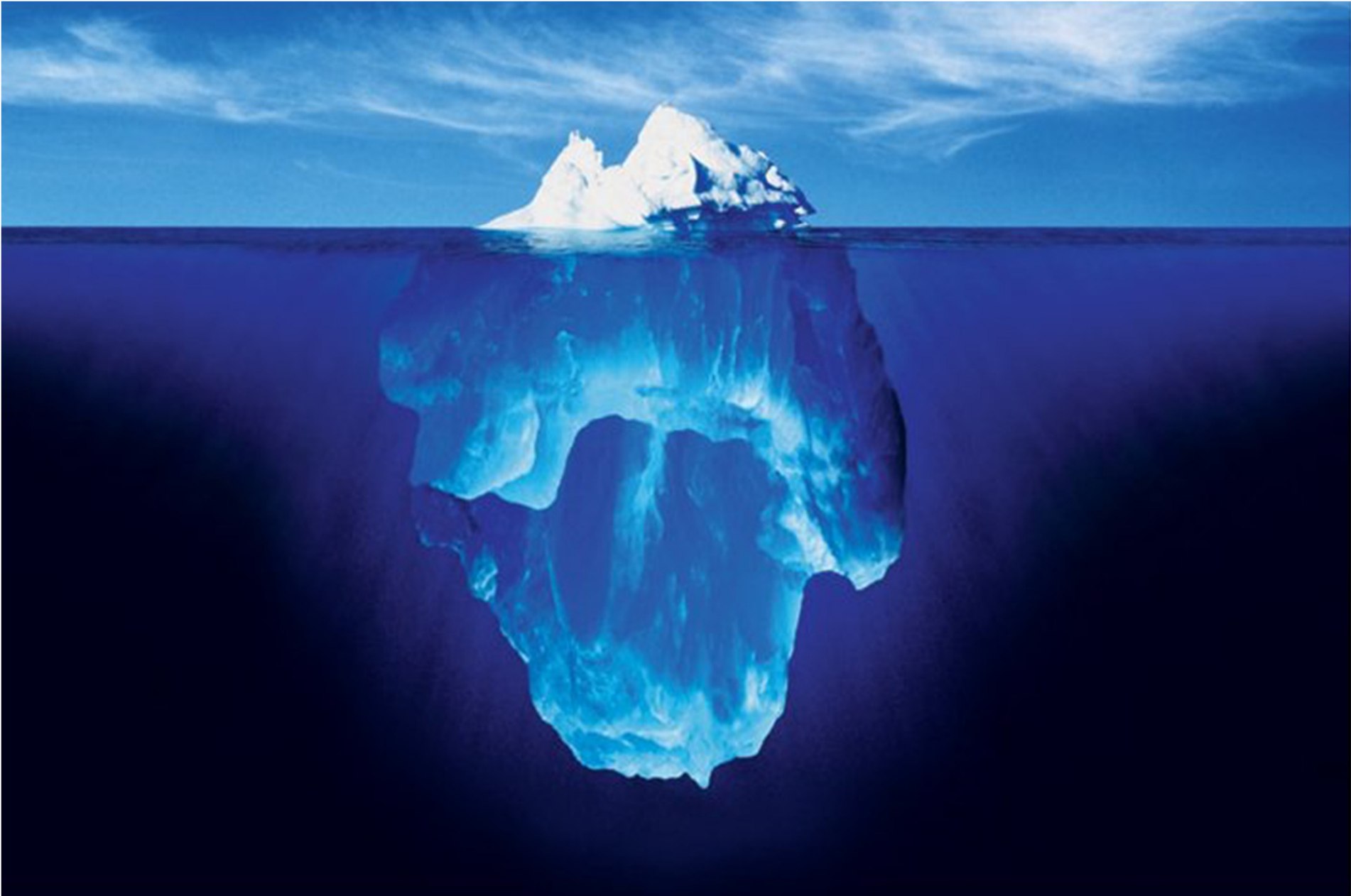
IBM ANALYTICS

Vivek Bajaj

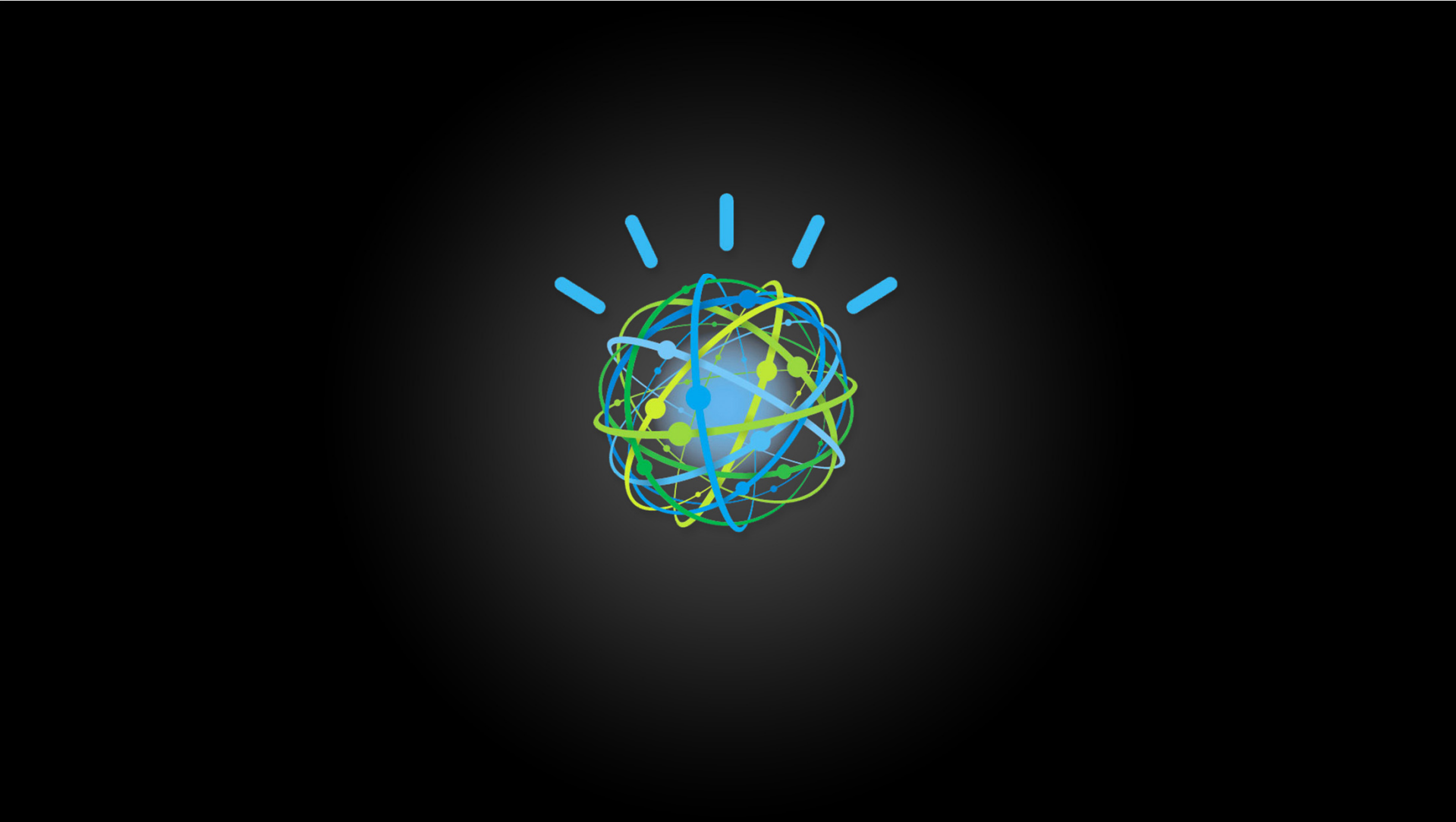
Director, Global Financial Services
IBM Big Data & Analytics

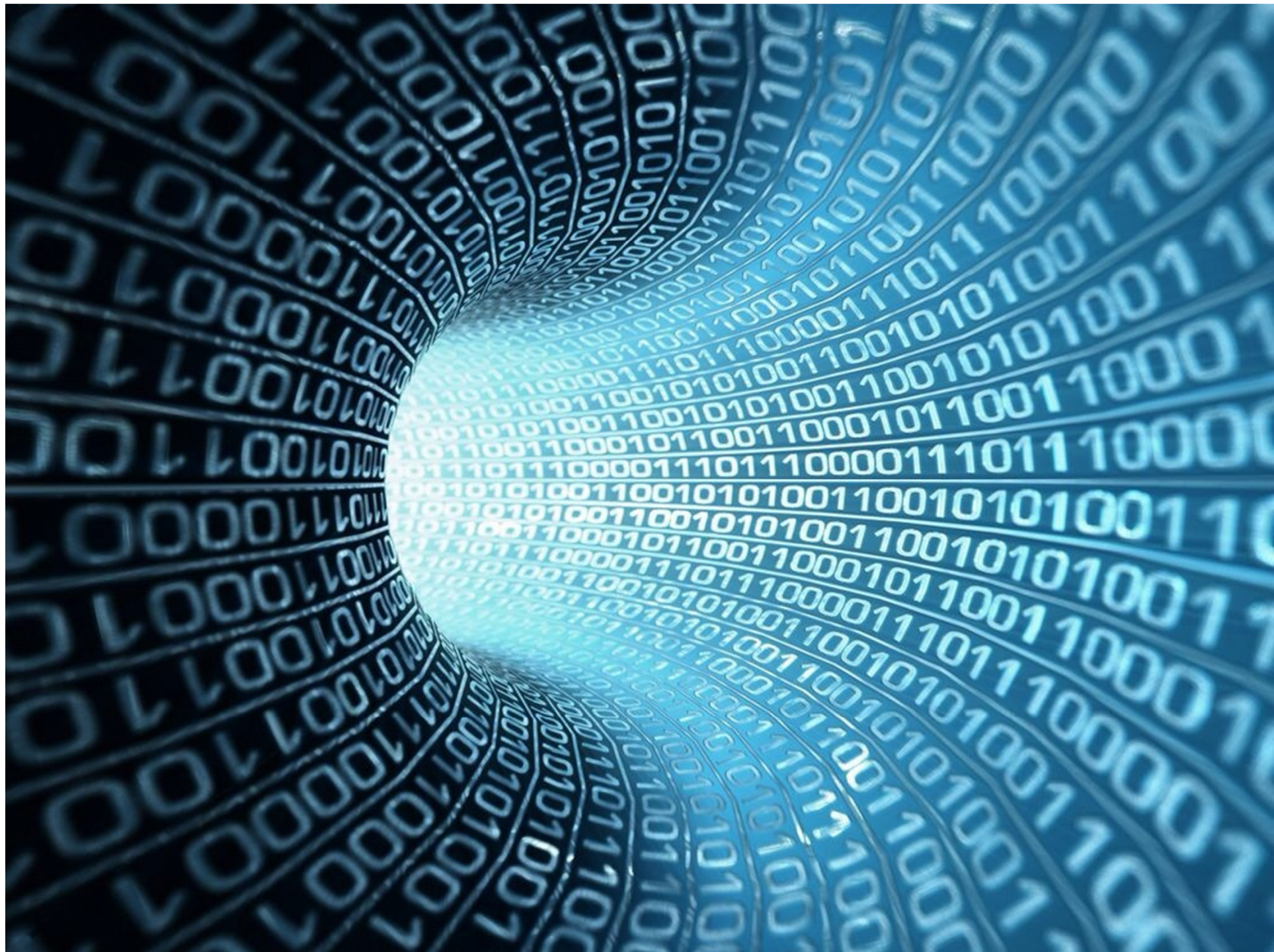
  @vivekbajaj

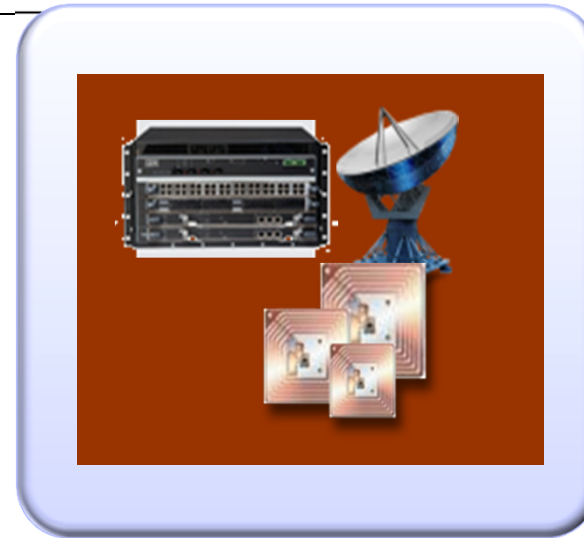
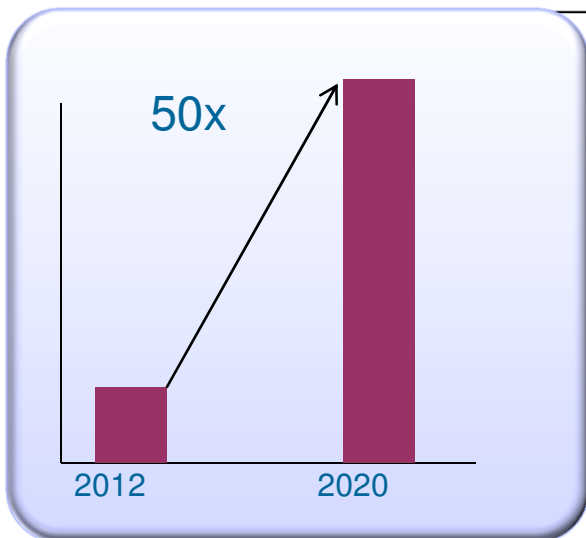


















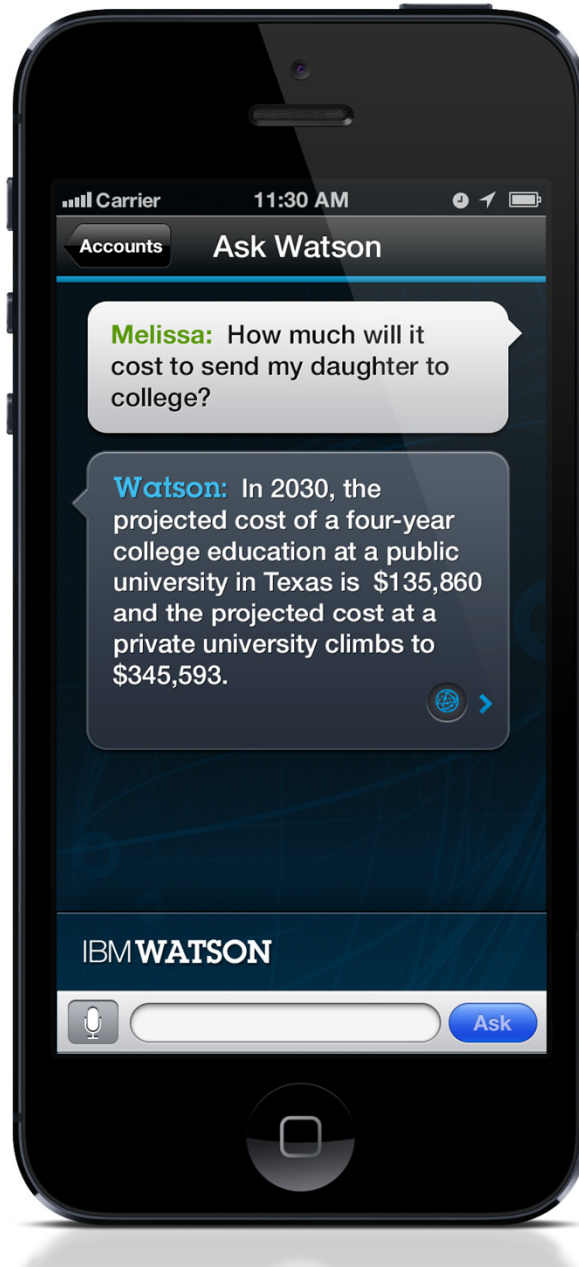


70% of YGens Will be Mobile Banking *'first'* by 2015

50% of *ALL bank customers* will use Mobile Banking as their **primary channel** by 2015













**110
MILLION
IMPACTED
CUSTOMERS**



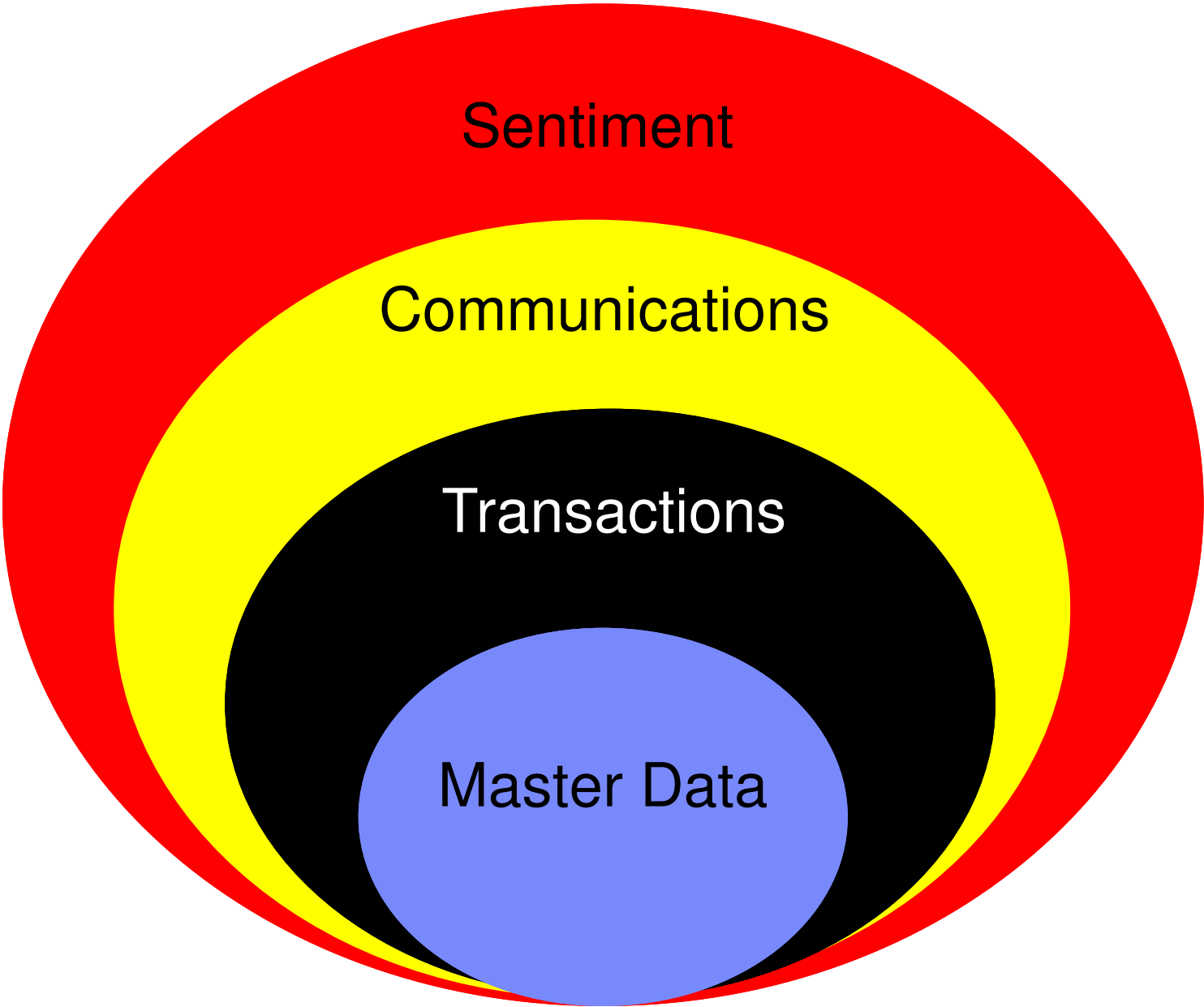
Big Data



≠

Hadoop







Getting Started

1



2



3



4



5



The new era is defined by three shifts



Data

is the basis of
competitive advantages



Cloud

is the growth
engine for business









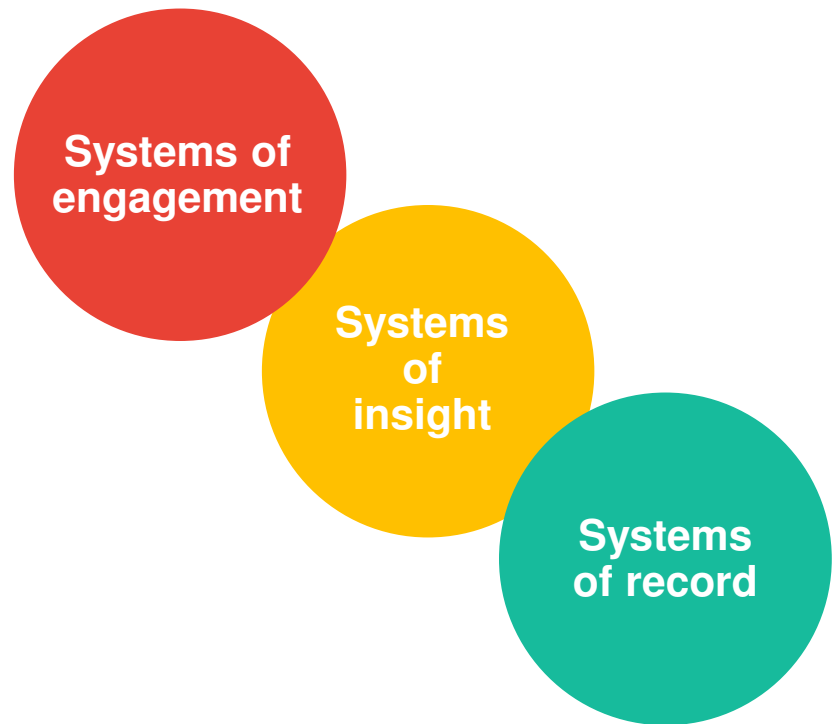
Engagement

changes our
expectations

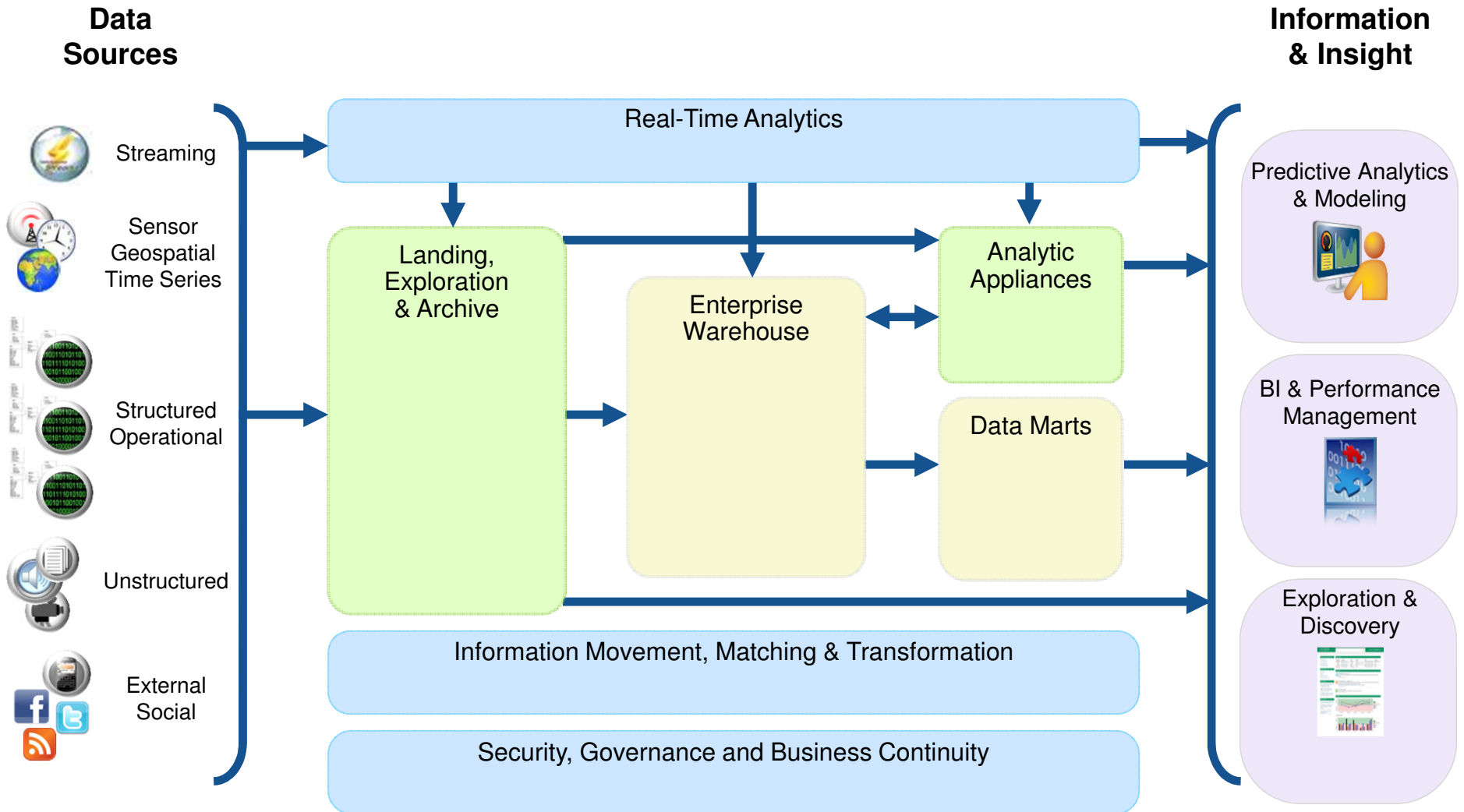


Data is fueling the Insight Economy

-  Create new business models
-  Transform financial processes
-  Manage risk
-  Attract, grow, retain customers
-  Improve IT economics
-  Optimize operations & reduce fraud



A new architecture is the foundation for delivering business value



IBM is helping clients to...



Accelerate
client outcomes
with industry and
business solutions



Empower
more roles like
business users
and developers

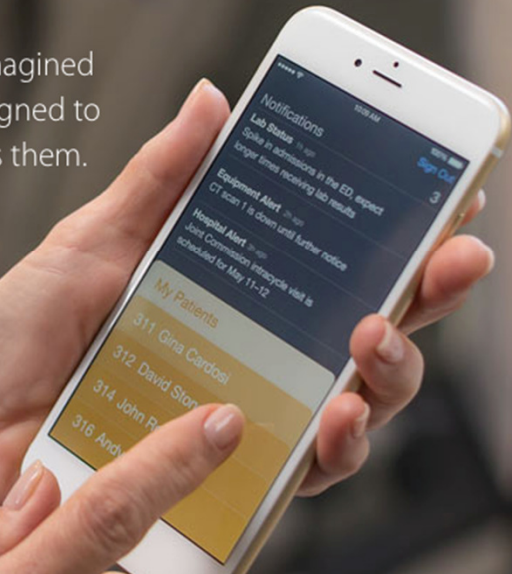


Transform
the usability of
data and content
with an analytics
platform



Tap into transformation.

Welcome to a new class of apps — entirely reimagined for the mobile enterprise, made for iOS, and designed to empower employees wherever their work takes them.



Empowering innovation for a new way to work



**Product Research
& Innovation**
*Identify unmet
needs*

**Real Time
Operations**
*Sense demand
shifts*

**Voice of
Customer**
*Understand
individuals*



Build Brand Advocacy



Drive Innovation



Generate Sales

**Transforming the use of data and content together with Twitter
to leverage social insight for real time intelligence**



Team up with Facebook to deliver Personalized Brand Experiences through People-Based Marketing

9 Billion

Connected devices

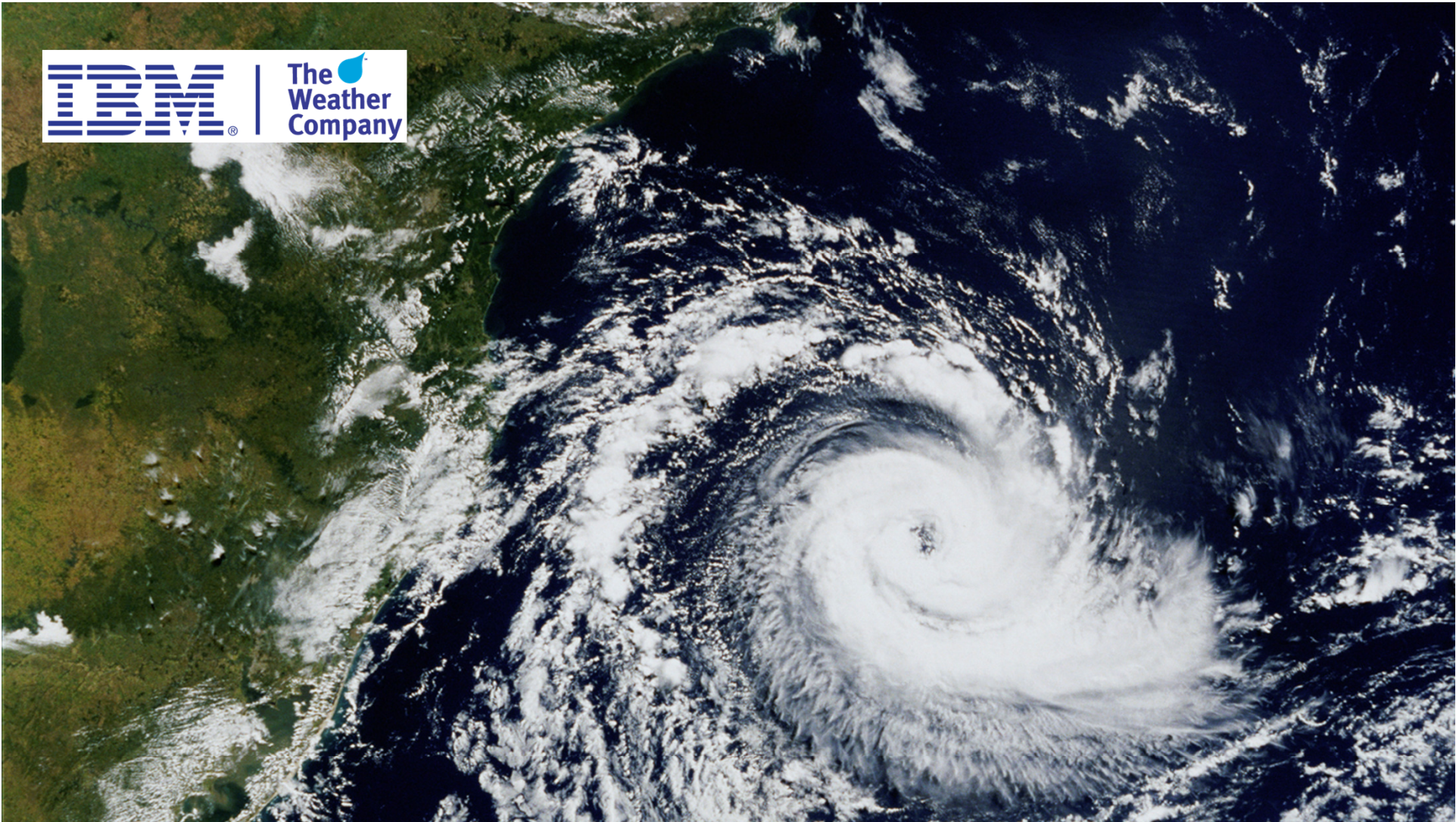
\$6.2 Trillion

Annually by 2025

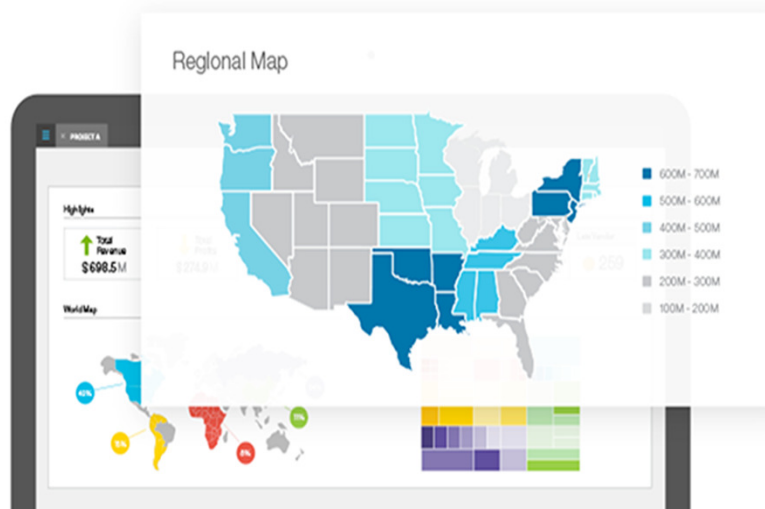
50-100 Billion

Connected devices

Internet of Things – From Hype to Insight



Bringing Advanced Weather Insights to Business



IBM Watson

Over

6K

cognitive apps

Transforming industries & professions



Watson backs-up medical decisions and battles cancer



Watson support the development, learning and growth of kids

5 key success criteria for organizations moving forward with data and analytics initiatives

1

Start with existing sources of internal data that must be captured and maintained anyway

2

Focus on how to generate increased customer insights in support of an existing initiative

3

Determine up front what KPIs you are trying to impact and how you will deliver business value

4

Success depends upon a scalable and extensible platform, with security and governance

5

Delivering analytical insights faster is a differentiator and provides business value



We all walk past
solvable problems
and leave
opportunities
untapped every day
It's time **to seize this**
moment

www.ibm.com/analytics/watson-analytics

THANK YOU

