

# Improve Your Business with IBM Smart Analytics

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15 September 2010



- **Data Challenges Can Damage Business Performance**
- **Data Silos Can Kill Customer Service – Bank example**
- **Analytics Success Stories**
  - **Amsterdam Airport – 60% reduction in delays/losses**
  - **Global air traffic – Visualizing trend from massive data volume**
  - **Achmea banking organization – Improved online customer experience – more reliable and effective**
  - **New York Police Department & other Government applications**
- **IBM Smart Analytics System**
- **Summary and Questions**



# Data Challenges Can Damage Business Performance



## 10 billion

Global trading systems are under extreme stress, handling billions of marketplace data messages each day<sup>1</sup>

## 40% to 70%

Loss of electrical energy around the world because of inefficiency<sup>3</sup>

## 1 trillion

Number of devices that will be connected to the Internet by 2015

## US\$4 trillion

Average daily volume in the world's currency marketplaces<sup>7</sup>

## 78%

Percentage of CIOs who want to improve the way they use and manage their data<sup>2</sup>

## 80%

Percentage of digital data growth that is predicted to be unstructured and require significant effort to understand and analyze

## 10x

Amount that digital data is projected to grow by 2016



Gain actionable insights  
from data

- **Large Banking organization**
  - **\$35 fee to Customer – Why?**
  - **Question – Value of customer funds at the bank?**
    - **Less than \$5,000?**
    - **\$5,000 - \$50,000?**
    - **\$50,000 – \$500,000?**
    - **\$500,000 - \$5,000,000?**



## Smarter transportation

Amsterdam Airport integrated its baggage control and sorting systems with passenger check-in and real-time flight information.

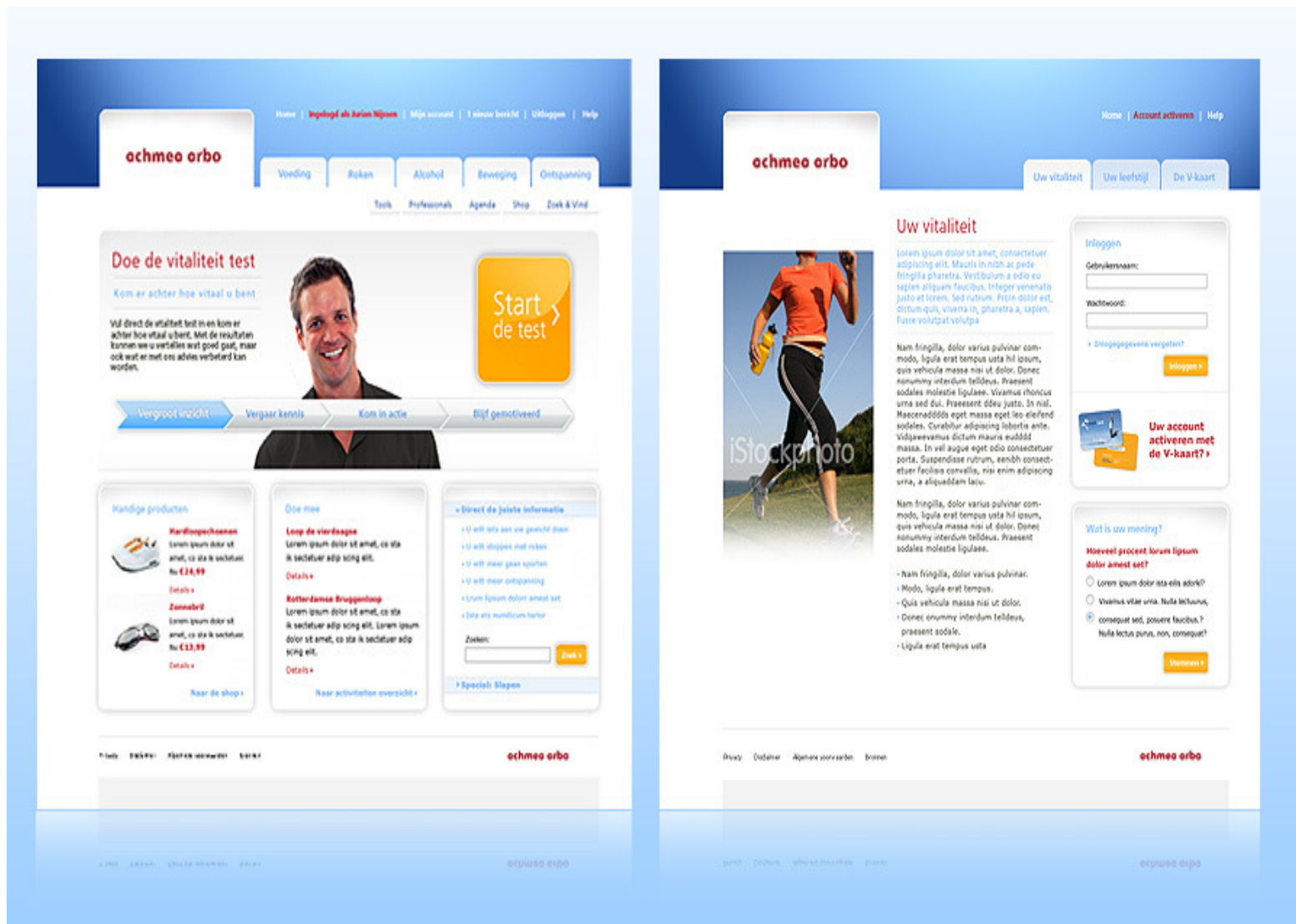
The result is a 60 percent reduction in delayed or lost luggage, a 22 percent reduction in luggage transfer time, and a 40 percent savings in operational costs.



- **Challenge and opportunity – access to massive data stores**
- **How to visualize massive data quickly?**
  - **Example - Global air traffic**
    - <http://www.youtube.com/watch?v=G1L4GUA8arY&feature=related>



# Achmea – More effective online customer experience



Gain actionable insights from data

# New York Police Department and other Gov't applications

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## Workload Optimized Systems Require Hardware, Software and Services Capabilities

- Pre-integrated hardware, software and services optimized for a specific workload
  - ***Faster time to value***
  - ***Higher performance, reliability, and availability***
  - ***Fewer IT experts***



Analytics



Collaboration



Development  
and Test



Desktop and  
Devices



Infrastructure



Business  
Services



Gain actionable insights  
from data

## ***How will this benefit your organization?***

**Faster time to value** –pre-tuned and installed in weeks not months; and highly scalable to keep up with changing needs.

**Higher performance** –pre-tuned by a team of experts for deeper levels of workload optimization to deliver top performance and most efficient use of resources.

**Fewer IT Experts** –An optimized system with simplified and unified systems management means less staff time and expertise **to both implement and maintain**



Gain actionable insights  
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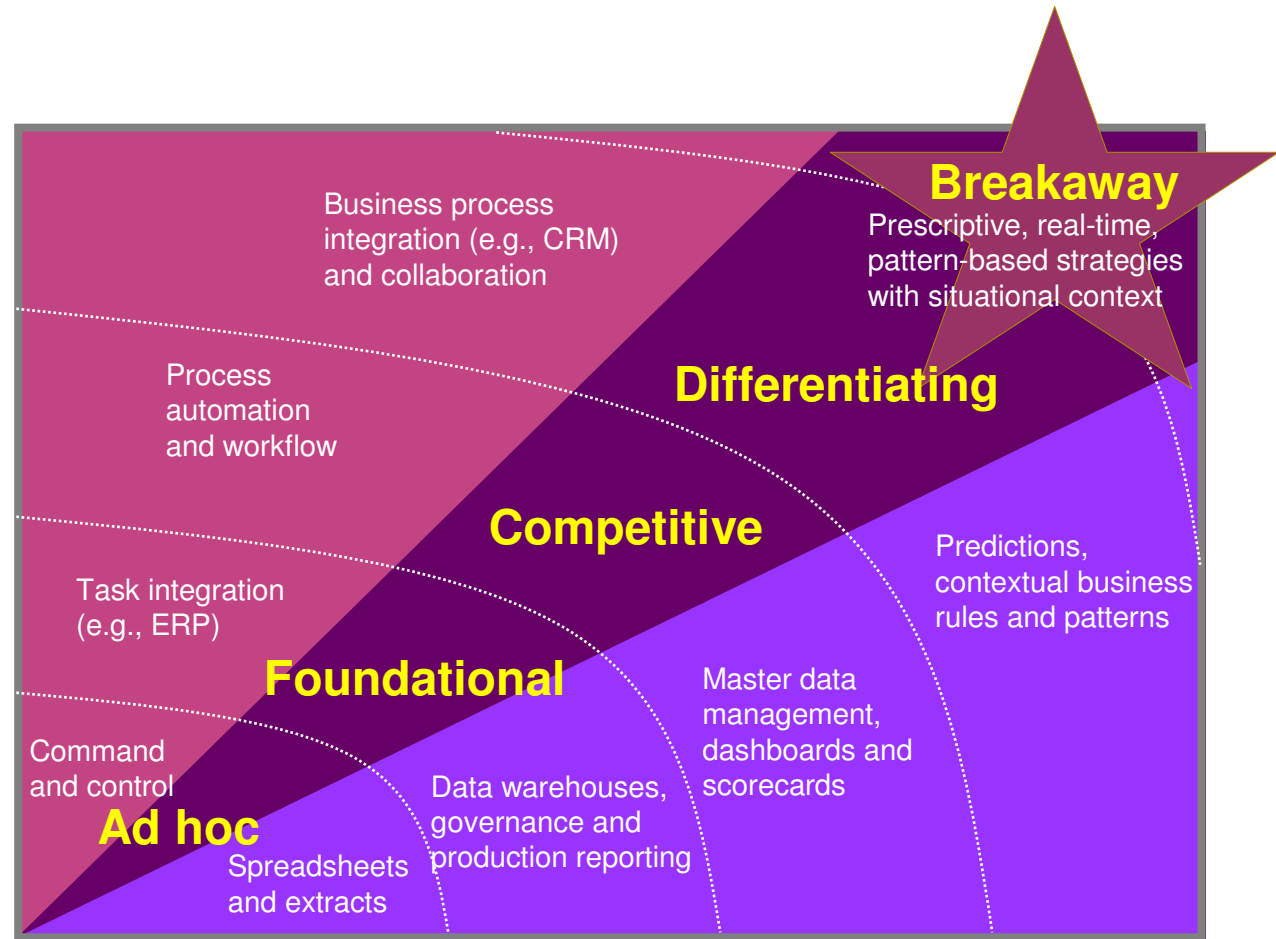
# How can you improve your business over time?



## Business operations maturity

How the business applies information to achieve its goals

- Policies
- Business Processes
- Organization



Source: *Breaking Away with Business Analytics and Optimization: New intelligence meets enterprise operations* available in late 2009 at [www.ibm.com/gbs/intelligent-enterprise](http://www.ibm.com/gbs/intelligent-enterprise).

## Information and analytics maturity

How the business manages information and learns from it



Gain actionable insights from data

- **Summary**
  - **Avoid simple intuition and gut-level decisions**
  - **Evaluate where your organization is now**
    - **Early stage, progressing to next level?**
    - **Aiming to be Analytical Competitor?**
  - **Establish Goal & Plan the Journey with Milestones**
  - **Build Analytics Culture – Teaming with IT and Business**
  - **Work with Your IBM Team – We're Ready to Work with You**



- **Questions???**



- Backup

