Disruptive forces impact long standing business models across industries

Pressure to do more with less

Shift of power to the consumer

Proliferation of big data

"Data is the new oil.
Data is just like crude.
It's valuable, but if unrefined
it cannot really be used."

– Clive Humby

"We have an economy based on a resource that is not only renewable, but self-generating. Running out is not a problem, drowning in it is."

– John Naisbitt

The demand for big data solutions is real

The **healthcare industry** loses $250 - $300 billion on healthcare fraud, per year. In the US alone this is a $650 million per day problem.[1]

One rogue trader at a leading global **financial services** firm created $2 billion worth of losses, almost bankrupting the company.

$93 billion in total sales is missed each year because **retailers** don't have the right products in stock to meet customer demand.

5 billion global subscribers in the **telco industry** are demanding unique and personalized offerings that match their individual lifestyles.[2]

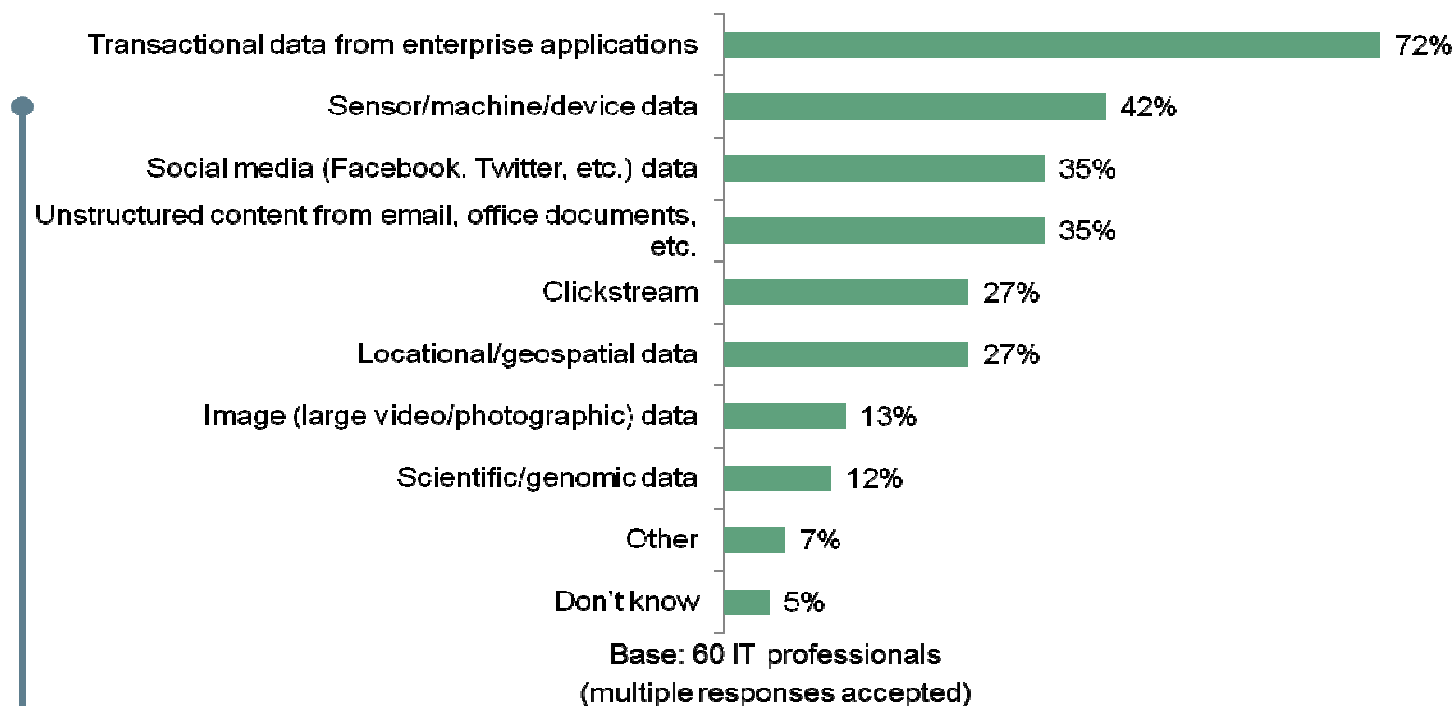Source: 1.Harvard, *Harvard Business Review*, April 2010.
2,IBM Institute for Business Value, The Global CFO Study, 2010.

Requirement is to find, visualize and understand <u>all </u>big data

Big data: across diverse subject domains

"What types of data/records are you planning to analyze using big data technologies?"

Data type	%
Transactional data from enterprise applications	72%
Sensor/machine/device data	42%
Social media (Facebook. Twitter, etc.) data	35%
Unstructured content from email, office documents, etc.	35%
Clickstream	27%
Locational/geospatial data	27%
Image (large video/photographic) data	13%
Scientific/genomic data	12%
Other	7%
Don't know	5%

Base: 60 IT professionals
(multiple responses accepted)

(!) Most big data use cases hype its application for analysis of new, raw data from social media, sensors, and web traffic, but we found that firms are being very practical, with early adopters using it to operate on enterprise data they already have.

Source: June 2011 Global Big Data Online Survey

IBM

Five key big data use cases

Big Data Exploration

Enhanced 360° View of the Customer

Security/Intelligence Extension

Operations Analysis

Data Warehouse Augmentation

Enhanced 360° View of the Customer
Extend existing customer views (MDM, CRM, etc) by incorporating additional internal and external information sources

5   **Big Data, Integration & Governance**

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Enhanced 360º View of the Customer

Extend existing customer views (MDM, CRM, etc.) by incorporating additional internal and external information sources

Need a deeper understanding of customer sentiment from both internal and external sources

Desire to increase customer loyalty and satisfaction by understanding what meaningful actions are needed
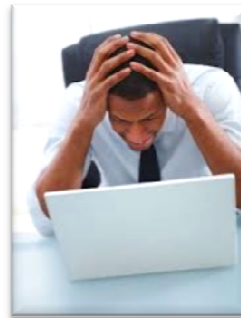
Challenged getting the right information to the right people to provide customers what they need to solve problems, cross-sell & up-sell

➤ Do you struggle to understand your customers?

➤ Do your customer-facing professionals struggle to get the information they need?

➤ Do they struggle to find the next question to up-sell, cross-sell and engage?

➤ Are you looking for ways to improve the customer's experience, increase customer loyalty and lifetime value, and receive referrals to new customers?

➤ Is your customer data scattered among many different systems, inside and outside the enterprise?

What if you could turn all of these challenges to your advantage?

Greater customer intimacy
- ✓ Know what customers want, why they buy, why they switch and what will keep them engaged and in the fold.

Better use of information at the point of impact
- ✓ Solve customer issues quickly and move on to revenue-generating conversations

Information

Greater customer lifetime value
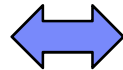- ✓ Retain customers, enabling up-sell and cross-sell opportunities, rather losing them to the competition

$

A customer is a puzzle made up of many pieces

Contact Information
Name, address, employer, marital…

Business Context
Account number, customer type, purchase history, …

Social Media
Social network, affiliations, network…

Legal/Financial Life
Property, credit rating, vehicles,

Professional Life
Employers, professional groups, certifications …

Leisure
Hobbies, interests …

Etc….

Every interaction requires someone to piece together parts of the puzzle

Information about your customers is dispersed, forcing your employees to extract it piece-by-piece

Individual silos can answer typical questions, one-by-one

Who is this customer?

What products has she purchased?

What issues has this customer had in the past?
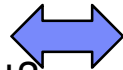
What is her view of our company?
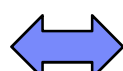
Where else has she worked?

What is available inventory?

How is her company using our products?

Who is best able to help this customer?

CRM

DBMS

Support Ticketing

Social Media

Email

External Sources

Supply Chain

Fulfillment

Content Mgt.

Experts

Wiki

… but an enhanced 360º view provides answers in one application

Enhanced 360º View answers questions that require multiple systems

What products can I upsell this customer?

What impact will inventory have on her?

What marketing materials should I send?

What should I know before calling her for renewal?

What's going on with this customer TODAY?

How can we increase engagement with her?

How can we get more customers like her?

CRM

DBMS

Support Ticketing

Social Media

Email

External Sources

Supply Chain

Fulfillment

Content Mgt.

Experts

Wiki
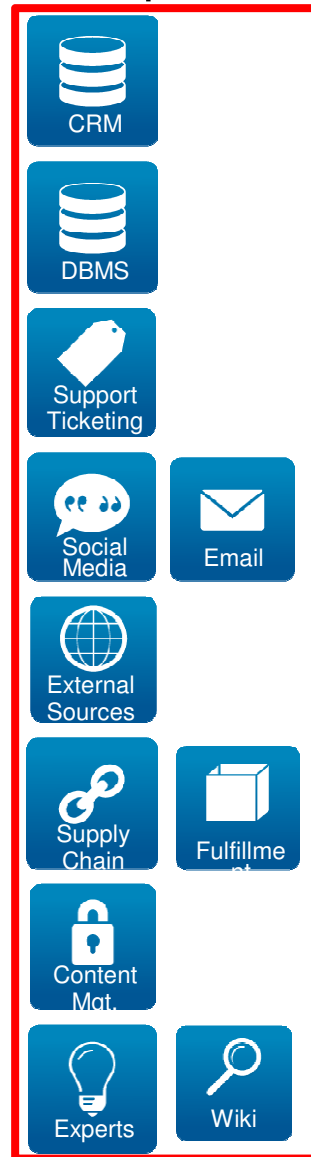
Fusion of data from multiple systems enables deeper insights—not just facts

Making each investor feel like they're #1
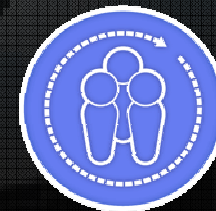
Large brokerage and financial services firm

Leading provider of workplace and individual retirement savings plans, mutual funds and other financial products serves 20 million customers

Consolidated information from over 160 different silos to empower agents to engage high-value customers to promote up-selling and cross-selling

Leading Medical Equipment Supplier

(Blinded for confidentiality)

A leading medical device manufacturer delivers detailed knowledge about customers and products to their contact center agents to enable better engagement and asking "one more question" to increase cross-selling.

Business outcomes

- Increased revenue and decreased cost in the call center
- Increased customer satisfaction & employee engagement
- Created opportunities from each customer interaction - "one more question," targeted to individual client situation

Product Starting Point: InfoSphere Data Explorer

KkSmith

Free Thermometry Device

When you purchase a 845 Integrated Diagnostic System.
Download the coupon

Owned Products ?

- 845 Integrated Wall System
- Pennex Integrated Wall System
- QR 600 Jolger Recorder
- Platinum Series ZW60 Hand Aneroids
- DuraShock Integrated Cuffs
- Yellow Series 600 General Exam Light
- Disposable Sigmoidoscope
- TRE 20 Defibrillator

Product offers based on past purchases and conversations

Consolidated list of products owned based on account affiliation

Purchase History ?

Date	Amount	Product
2011-04	23k	845 Integrated Wall Sys
2011-01	25k	Pennex Integrated Wall
2010-10	18k	QR 600 Jolger Recorder
2010-	10k	Yellow Series 500 General Exam Li
	11k	TRE 20 Defibrillator

List of past purchases by this contact from order tracking system

Personal Information ?

Janet Robertson
Distributor / Purchasing Agen
Department: Purchasing
Office: Syracuse, NY
jrobertson@golisano.com
315.555.1212 x555

[Stop Tracking]

Contact information from CRM

Associated Accounts

- Golisano-Upstate
- Golisano-Strong
- Strong Memorial

Accounts associated with contact (past and present) based on info in CRM

Contact ?

By Source | By Author   [Filter Fee...]

ew with this contact?

[Add Co ent]

Tambolin **updated** the document Golisano Contact Information.
1 days ago

Information about contact from external sources such as LinkedIn

Todd Williams **updated** the database Product History 845 - Activity History Golisano.
Database - 3 hours ago

Chelle Kroll **added** the email addr
contact Janet Robertson.

Real-time activity feed shows new content from many sources (DBMS, Salesforce, SAP)

LinkedIn History

Golisano Children's Hos
Title: *Distributor / Purchasing Agent*
Years worked: Nov 2006 – Present

Golisano Children's Hospital
Title: *Purchasing Agent*

nversations ?

Email: 845 Integrated Wall System Overview
Janet, please find an overview of the integrated wall systems that we offer. This is only a high level...
Exchange - 3 hours ago

Notes: Janet is new to the Transplant group, but has been a purchasing agent for 10 years
New to the 845 Series.
Salesforce - 2 days ago

Title: Kk Smith Introduction
Welcome Janet to Pediatrics at Golisano. I wanted to introduce myself...
Salesforce - 2 days ago

Recent conversations from multiple sources: e.g., CRM, e-mail, etc.

Email: Team, I just spoke to Golisano and Jeffrey Singleton has left
Janet Robertson is replacing him and I

BIG OUTDOORS

All [   ] 🔍

Paul Zikopoulos ▾ | Help

| Home | Retailers | Products | Users | Spaces |

IBM Big Data Platform

SAP My Products ? —

Canyon Mule Journey Backpack
Course Pro Golf Bag
Course Pro Golf and Tee Set
Hailstorm Steel Woods Set

Show All

Featured Marketing Campaigns —

Canyon Mule Journey Backpack
For every 100 backpacks sold, retaile
will receive a 10% discount

Course Pro Golf Bag
Retailers get 10% o
order of 50+ G

Hailstorm
Free NFL l   er with
purchase of   Steel Woods
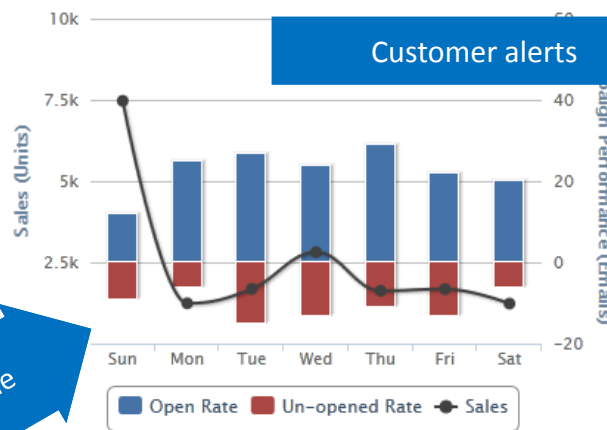Set

Competitor News —

TaylorMade Ghost Spider S Putter

According to TaylorMade, the moment of inertia measurement for the Ghost Spider S is 6,030. In golf terms, a higher MOI number means the putter is more resistant to twisting on off-center strikes -...

8 days ago

amazing," said Player. "The products innovations by Callaway make such a difference all around have helped me continue to compete at a level that defies my age...

3 days ago
Source: WorldGolf.com

Callaway Golf Center Annual Tent Sale

Sales vs. Campaign Performance ⇄ —

Sales (Units): 10k, 7.5k, 5k, 2.5k
Sun Mon Tue Wed Thu Fri Sat

■ Open Rate ■ Un-opened Rate ● Sales

My Activity Feed ? —

Filter Feed [   ] 🔍

What's new? [   ]

Post

👤 Frank Gelato removed supplier report 📄 Golf supplier report from 👥 James
💬 cxo   1 day ago

👤 Frank Gelato added supplier report 📄 Golf supplier report to 👥 James
💬 cxo   1 day ago

👤 Eric Carson added sales briefing 📄 Golf line sales briefing
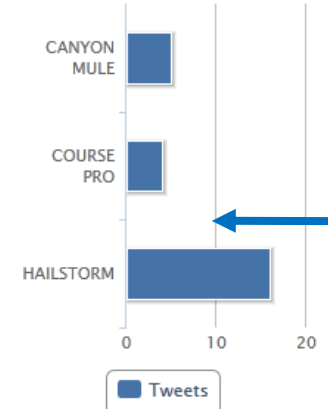Show changes for Description
🔗 Sales Briefings   6 days ago

👤 David Piper added supplier report 📄 Golf supplier report
Show changes for Description

Top Retailers by Revenue —

⚠ Consumer Club
Algonquin Camping Supplies
The Sport Pros
⚠ Jackson Sporting Goods
Barry's Discount Golf Shop

Intent to Buy —

CANYON MULE
COURSE PRO
HAILSTORM

0   10   20

■ Tweets

Recent Tweets —

@SetNielsen (203 followers)
Who will buy this junk Course Pro Golf and Tee Set. Crappy! Hate it!
2 days ago

@lizmartin33 (291 followers)
@goftman I want to buy the Hailstorm Steel , what do ya say?
2 days ago

@WandaWilliams (983 followers)
Who will buy this rubbish Canyon Mule Journey Backpack? Hate it!

Customer alerts

Customer campaign analytics relevant to the user's profile

Social media analytics From streaming content

Customer insights from Activity Feed

Contextual monitoring of customer views in outside data feeds
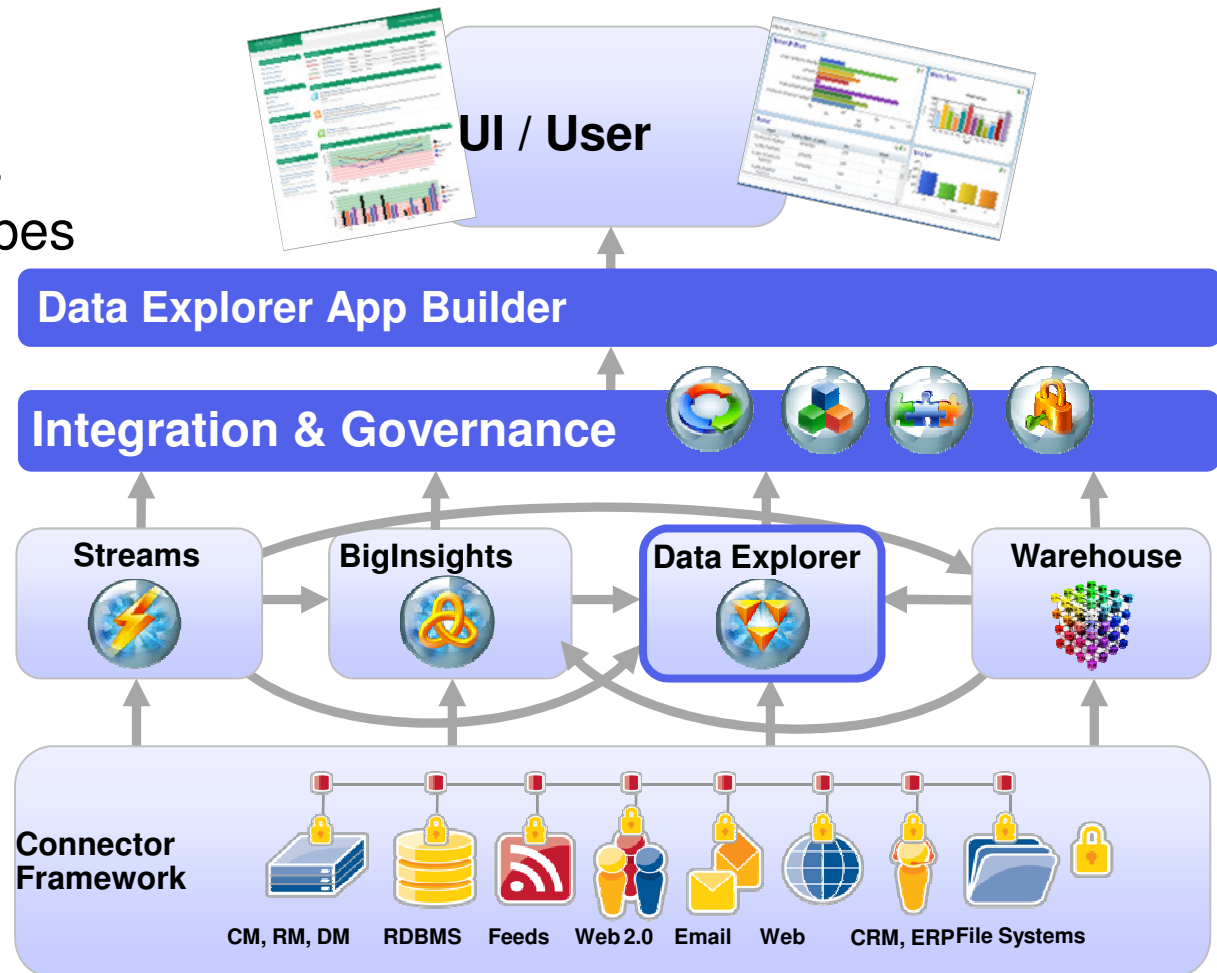
Shared Spaces

Leverage the full power of IBM's Big Data Platform

Compelling applications incorporating all data types and sources

I&G ensures veracity

Integration leverages core components of the platform

Secure access to a broad range of enterprise systems

UI / User

Data Explorer App Builder

Integration & Governance

Streams	BigInsights	Data Explorer	Warehouse

Connector Framework

CM, RM, DM   RDBMS   Feeds   Web 2.0   Email   Web   CRM, ERP   File Systems

Enhanced 360º View is complemented by master data management

SOURCE SYSTEMS

CRM
Name: J Robertson
Address: 35 West 15th
Address: Pittsburgh, PA 15213

ERP
Name: Janet Robertson
Address: 35 West 15th St.
Address: Pittsburgh, PA 15213

Legacy
Name: Jan Robertson
Address: 36 West 15th St.
Address: Pittsburgh, PA 15213

Master Data Management

360° View of Party Identity

First:	Janet
Last:	Robertson
Address:	35 West 15th St
City:	Pittsburgh
State/Zip:	PA / 15213
Gender:	F
Age:	48
DOB:	1/4/64

OPTIMUM INVESTMENTS

Logged in as **Frank Gelato** | Help

Home > Janet Robertson

Purchase History

Date	Amount	Fund
2011-04	23k	Western Asset U.S. Treasury Reserves
2011-01	25k	Optimum Short Duration Municipal Income Fund
2010-10	18k	Optimum Dividend Value Fund
2010-07	10k	Optimum Batterymarch S&P 500 Index Fund
2010-04	11k	Optimum ClearBridge Large Cap Growth Fund

Contact Activity Feed

Showing: All Activity | By Source | By Author   Filter Feed

What's new with this contact?

Add Comment

Irene Tambolin updated the document Wakefield Contact Information.
SAP - 1 days ago

Todd Williams updated the database Product Funds #322245 - Activity History Wakefield.
Database - 3 hours ago

Chelle Kroll added the email address jrobertson@wakefield.com to contact Janet Robertson.
Salesforce - 2 days ago

Frank Gelato commented to Janet Robertson:
"Scheduled a meeting with Janet for next week. I'll let everyone know how it

Personal Information

Janet Robertson
Senior Regional Sales Manager
Department: Sales
Office: Pittsburgh, PA
jrobertson@wakefield.com
412.422.2499 x555

Stop Tracking

Associated Accounts

Wakefield Investments

LinkedIn History

Wakefield Investments
Title: Senior Regional Sales Manager
Years worked: Nov 2006 - Present

Morgan Stanley Smith Barney

Owned Products

- Optimum Bond Fund
- Western Asset U.S. Treasury Reserves
- Optimum Western Asset Short Duration Municipal Income Fund
- Optimum Dividend Value Fund
- Western Asset New York Municipal Money Market Fund
- Optimum Western Asset Oregon Municipals Fund
- Optimum Special Equity Fund
- Optimum Western Asset New Jersey Municipals Fund

Recent Conversations

Email: Optimum Fund Management Overview
Janet, please find an overview of Optimum and the funds we offer. This is only a high level...
Exchange - 3 hours ago

Notes: Janet is new to Wakefield but has been a wholesaler for 10 years New to Optimum Funds.
Salesforce - 2 days ago

Title: Optimum Introduction
Welcome Janet to Wakefield. I wanted to introduce myself...

Fullfilment | External Sources | Content Mgt. | Knowledge-bases | BigInsights | Support Ticketing | CRM | Email | Supply Chain | Streams | Warehouse

Unified View of Party's Information

Big Data, Integration & Governance

Important value pillars for the enhanced 360º view

Improve direct customer interactions

Empower customer-facing professionals

Leverage existing data and knowledge

Create efficient, meaningful and profitable interactions

Increase quality and use of analytics

Enable use of information from multiple data sources

Put analytics in context!
Integrate analytics with customer views to empower front-line employees

Improve Web-based self service

Empower customers to leverage information

Leverage recommendations and "next best action" analytics

Reduce cost of routine interactions while improving customer loyalty

Take-away - ask yourself these questions

- ❑ When someone in your organization wants to view all information about a customer, product or competitor how do they go about it? How many different systems do they need to access?

- ❑ Have you considered the impact on your business of not providing a single point of access for all customer-related business? Lost productivity? Opportunity cost?

- ❑ Are you able to weigh insights about your customers from social media, surveys, support emails and call records in context with information from transactional systems?

- ❑ How would a complete view of the customer enhance your line of business? Are there specific business outcomes you are looking for?

- ❑ Are you able to combine your structured & unstructured data together to run analytics & create a more consistent view of your customers?

Get started on your big data journey today

Learn more

- IBM Big Data platform webpage

- IBMBigDataHub.com

- Big Data University

- IBV study on big data

- Books / analyst papers

Schedule a Big Data Workshop

- Free of charge

- Best practices

- Industry use cases

- Business uses

- Business value assessment

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THINK
BIG