

BusinessConnect 2014

A New Era of Smart



Fuelling A New Era of Competitive Advantage Through Big Data & Analytics

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MEA Business Executive

BigData & Analytics (BD&A)

<http://www.ibm.com/big-data>

<http://www.ibm.com/analytics>

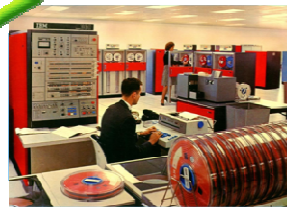


Eras of computing

Tabulating Systems Era



Programmable Systems Era



Cognitive Systems Era



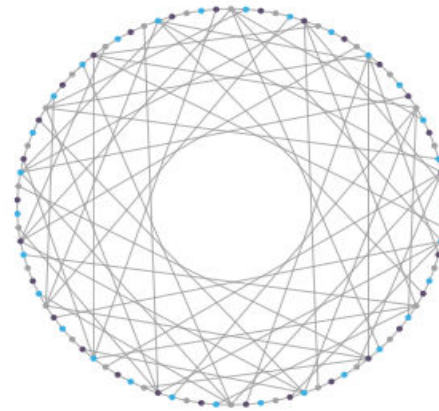
cog-ni-tive: of or pertaining to the mental processes of perception, memory, judgment, learning, and reasoning.



Data is becoming the world's new natural resource

Today, every discussion about changes in technology, business and society must begin with data. In its exponentially increasing volume, velocity and variety, data is becoming a new natural resource.

It promises to be for the 21st century
what steam power was for the 18th,
electricity for the 19th
and hydrocarbons for the 20th.



1 trillion
connected objects and devices on
the planet generating data by 2015



2.5 billion
gigabytes of data generated every day

80%
of the world's data is unstructured. Audio,
Video, Sensor data, Social media. All represent
new areas to mine for insights.

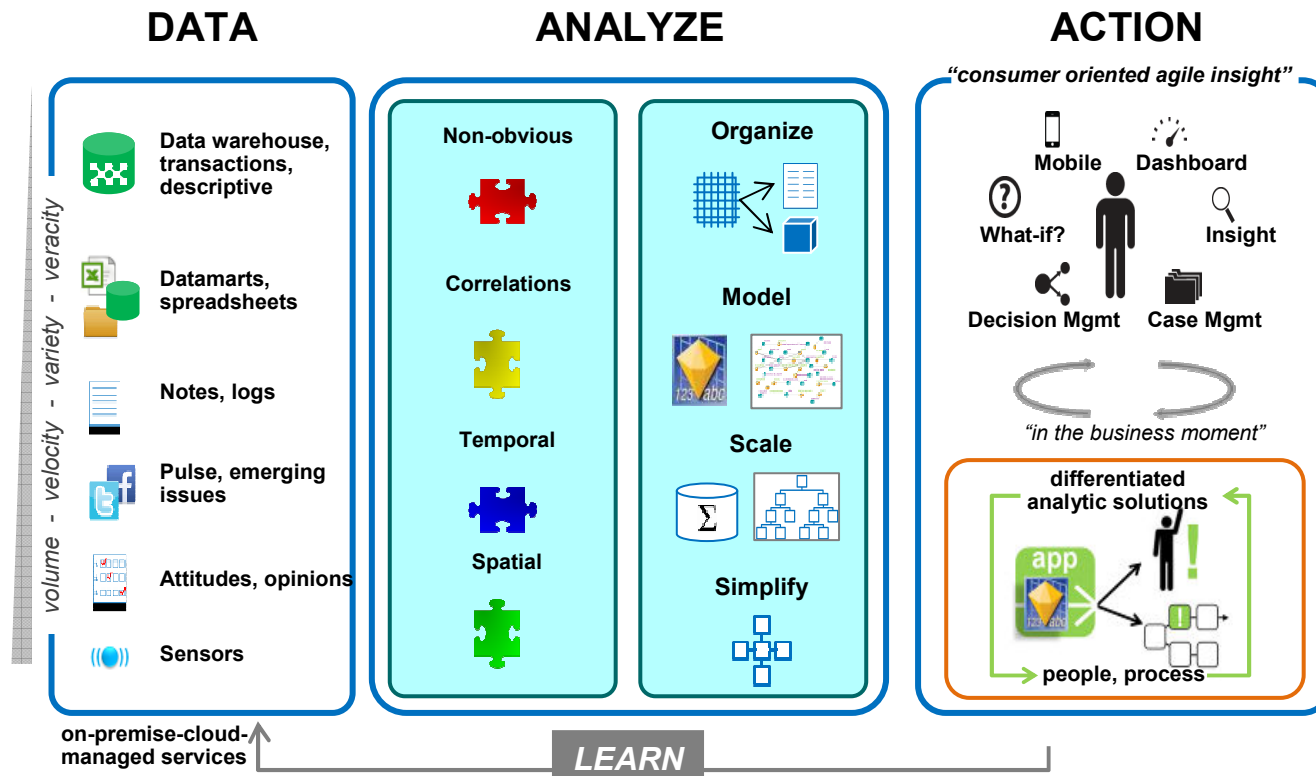


The goal is not to
collect big data

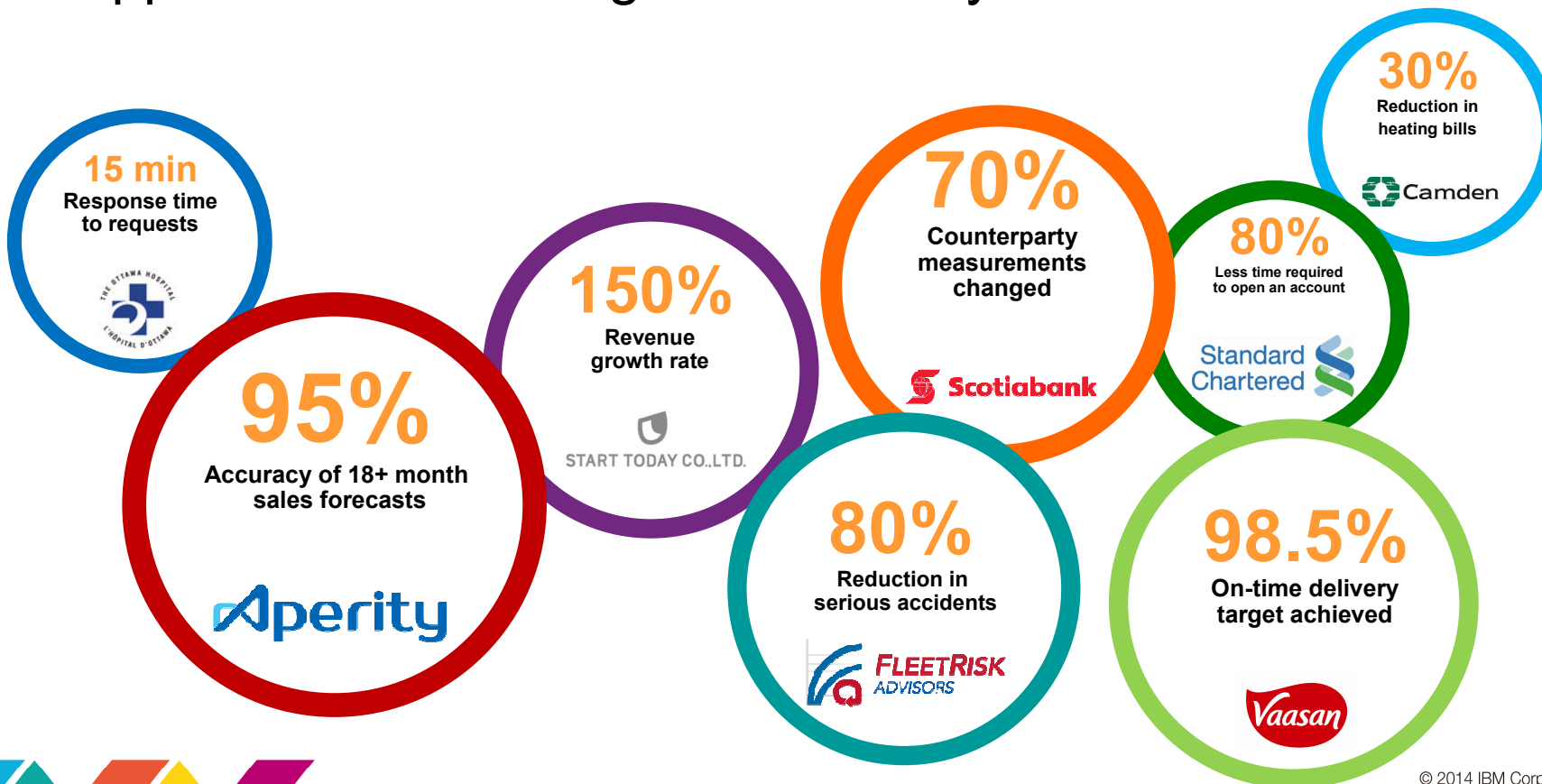
The goal is to
act on big data



Real-time Actionable Insight



The Opportunities from Big Data & Analytics Are Infinite



Three Key Imperatives for Big Data & Analytics Success



**Build a culture
that infuses
analytics
everywhere**

Imagine It.

**Invest in a
big data &
analytics
platform**

Realize It.

**Be proactive
about privacy,
security and
governance**

Trust It.



Imagine It. Start with your people.

20%

U.S. Department of Labor Forecasts*



Skills

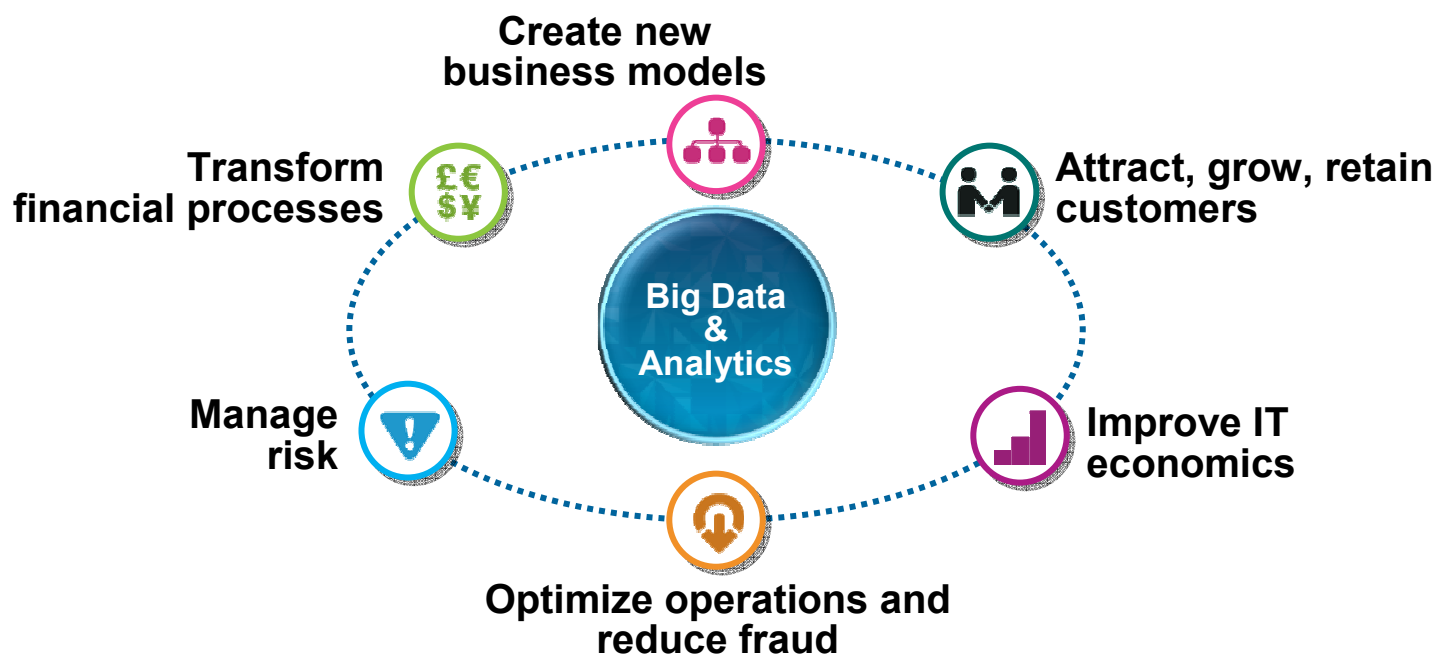
Roles

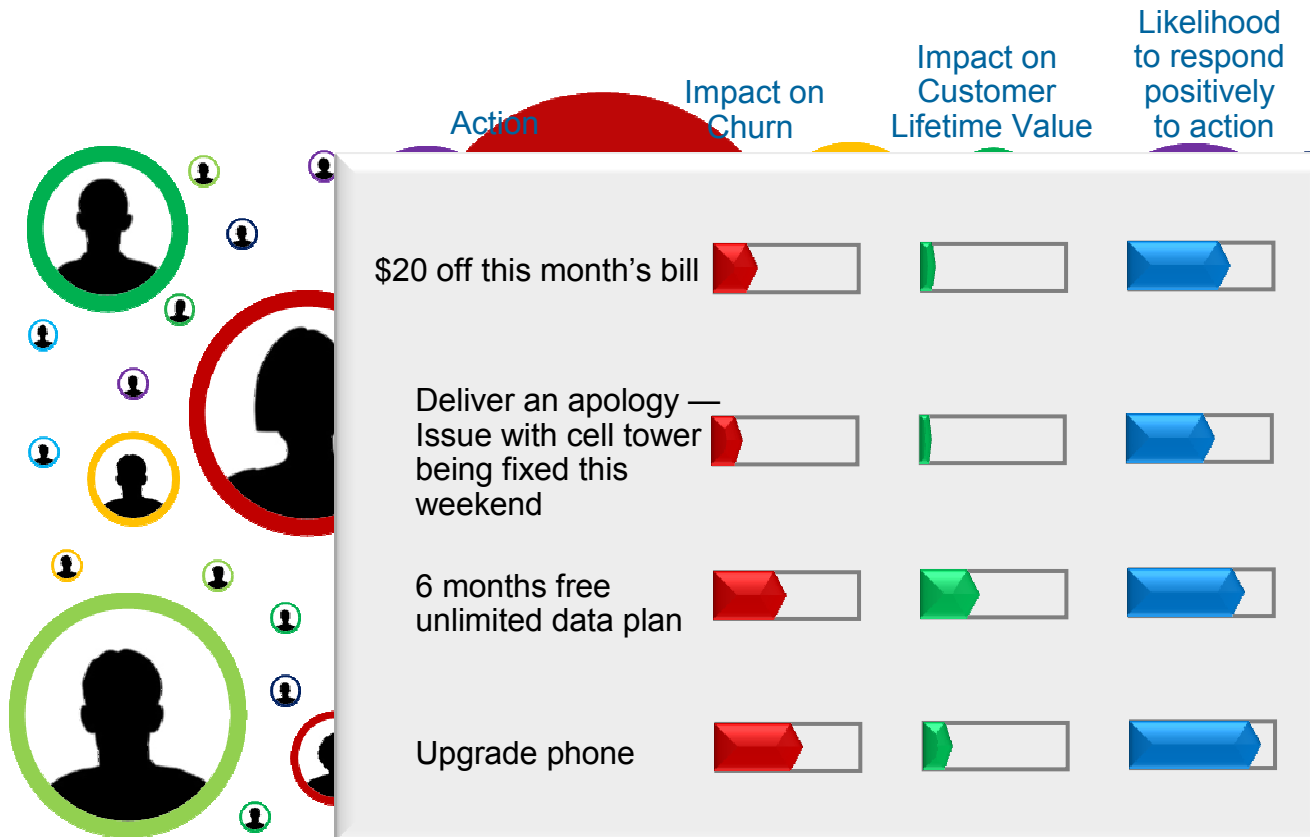
Mastery



*More than 20 percent increase in analytics-based jobs between now and 2018.

Imagine It. Infuse analytics into key business processes





Does this sound familiar?

Today we treat Aki like any other customer in her segment...

...but Aki is an individual



By using only our limited segmentation, we treat Aki like anyone else

Aki holds a mortgage and a savings account



Action	Impact on Retention	Impact on Customer Lifetime Value	Likelihood to respond positively to action
Cash Management Acct.			
Set meeting with Private Banking and Wealth Mgt. Advisor for a Portfolio Review			
Equity Bank Line / Secured Line-of-Credit			
Preferred Gold Credit Card			



Information helps us understand how Aki is different, but do we use it?



Aki holds a mortgage and a savings account with us

Last week Aki asked the Call Center about loan processing times

Aki has also posted property photos to Facebook asking friends to vote

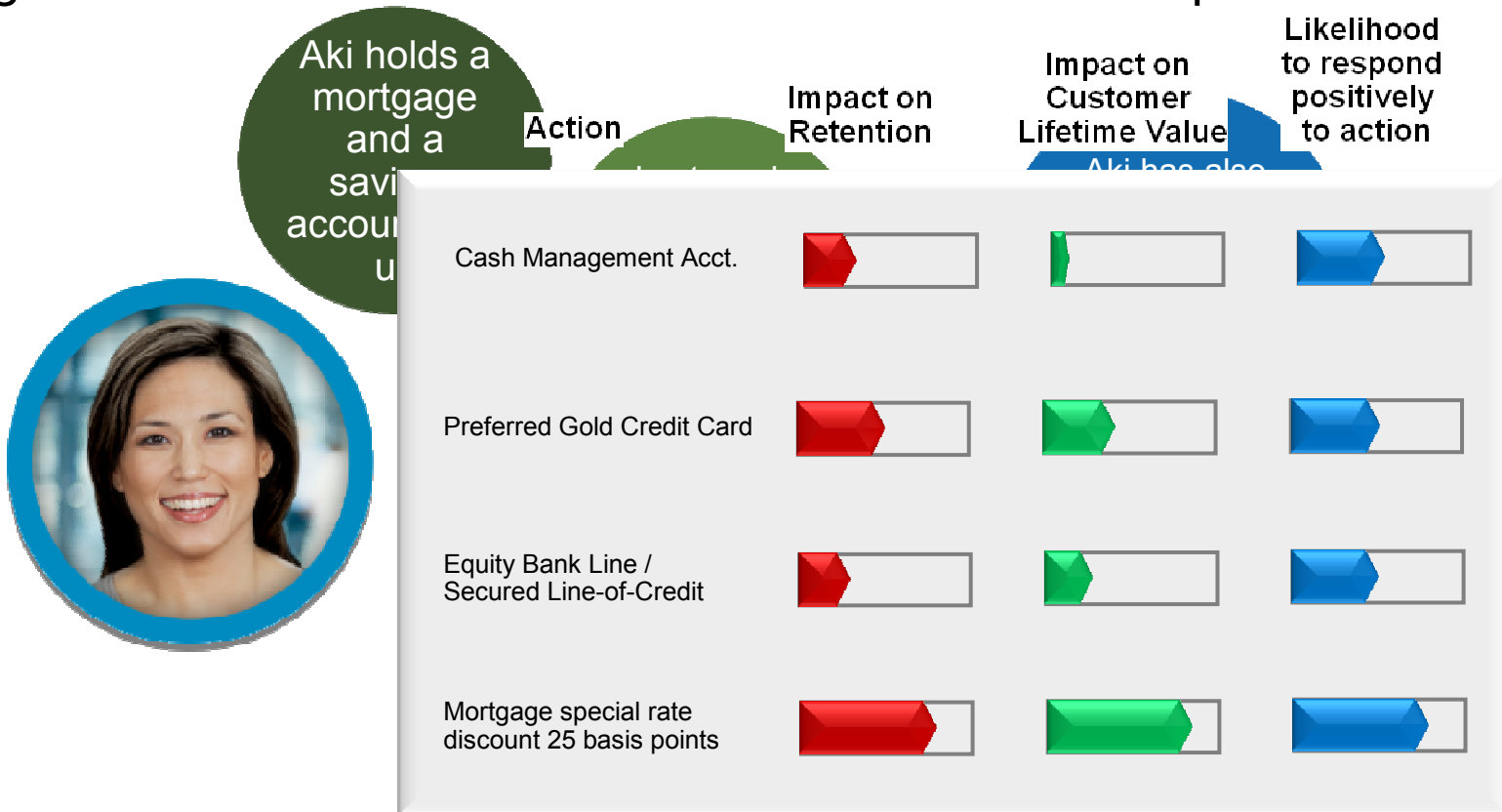
This week, she checked mortgage rates on the Web Site three times

Aki's current credit score and profitability qualifies her for a preferred rate

And today she's tweeted a link to an article about buying a second home



By using all the information we can make our service unique to Aki



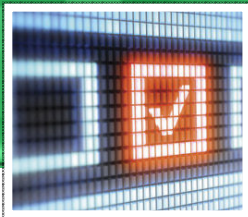
Imagine It. Every Industry can Leverage Big Data and Analytics

 Banking <ul style="list-style-type: none">• Optimizing Offers and Cross-sell• Customer Service and Call Center Efficiency	 Insurance <ul style="list-style-type: none">• 360° View of Domain or Subject• Catastrophe Modeling• Fraud & Abuse	 Telco <ul style="list-style-type: none">• Pro-active Call Center• Network Analytics• Location Based Services	 Energy & Utilities <ul style="list-style-type: none">• Smart Meter Analytics• Distribution Load Forecasting/Scheduling• Condition Based Maintenance	 Media & Entertainment <ul style="list-style-type: none">• Business process transformation• Audience & Marketing Optimization
 Retail <ul style="list-style-type: none">• Actionable Customer Insight• Merchandise Optimization• Dynamic Pricing	 Travel & Transport <ul style="list-style-type: none">• Customer Analytics & Loyalty Marketing• Predictive Maintenance Analytics	 Consumer Products <ul style="list-style-type: none">• Shelf Availability• Promotional Spend Optimization• Merchandising Compliance	 Government <ul style="list-style-type: none">• Civilian Services• Defense & Intelligence• Tax & Treasury Services	 Healthcare <ul style="list-style-type: none">• Measure & Act on Population Health Outcomes• Engage Consumers in their Healthcare
 Automotive <ul style="list-style-type: none">• Advanced Condition Monitoring• Data Warehouse Optimization	 Chemical & Petroleum <ul style="list-style-type: none">• Operational Surveillance, Analysis & Optimization• Data Warehouse Consolidation, Integration & Augmentation	 Aerospace & Defense <ul style="list-style-type: none">• Uniform Information Access Platform• Data Warehouse Optimization	 Electronics <ul style="list-style-type: none">• Customer/ Channel Analytics• Advanced Condition Monitoring	 Life Sciences <ul style="list-style-type: none">• Increase visibility into drug safety and effectiveness

Trust It.

Be proactive about privacy, security and governance.

Trust the facts



**Create foundation
of trusted data**

**Ensure privacy
and security**



**Understand usage and
monitor compliance**

**Make risk
aware decisions**



**Model exposure and
understand variability**



Three Key Imperatives for Big Data & Analytics Success



**Build a culture
that infuses
analytics
everywhere**

**Invest in a
big data &
analytics
platform**

**Be proactive
about privacy,
security and
governance**

Imagine It.

Realize It.

Trust It.





Imagine It.

GBS BAO Services: To bring unmatched industry and domain experience to help forge your big data and analytics strategy and roadmap

Proven Use Cases: developed from industry best practices and leading edge solutions to deliver value quickly.

Cognitive Systems: To transform how organizations think, act, and operate in the future. Learning through interactions, they deliver evidence based responses driving better outcomes.

Innovative Discovery: To blend search; data acquisition; visualization; and business language in a seamless analytic experience

Cloud-based Analytics-as-a-Service: Harnessing information to deliver solutions that solve business problems and create new revenue opportunities



Realize It.

Real-time Analytics: To process data in real time as it flows within and from outside the enterprise. This enables nimble assessment; analysis, and action...in the moment... use cases that other vendors cannot even consider.

Enterprise Class Hadoop: To augment open source Hadoop for the enterprise by adding a SQL engine; visual console interface; development; provisioning; security features, etc.

Predictive-led Breadth of Analytics: on structured data as well as unstructured content that discovers what's happening, why it's happening, what might happen, what should happen next, and what's the best course of action.

Speed of Thought Analytics: Dynamic in-memory columnar processing and compression dramatically accelerate queries and reduce storage requirements. (BLU Acceleration)

Cloud Data Virtualization: Virtualized cloud analytics ensures unified access, modeling, deployment, optimization and management of big data as a resource.



Trust It.

Governance and Trust for All Data & Analytics: To make sure the data you rely on is the right data, IBM Integration and Governance has been extended to BigInsights for Hadoop and other big data sources to increase confidence and trust in any big data use case.

High Performance, Strategic Infrastructure: organizations recognize that they need a highly flexible, scalable IT infrastructure tuned for today's big data and analytic environments that enables shared, security-rich access to trustworthy information--on premise, in the cloud, or anywhere in between.

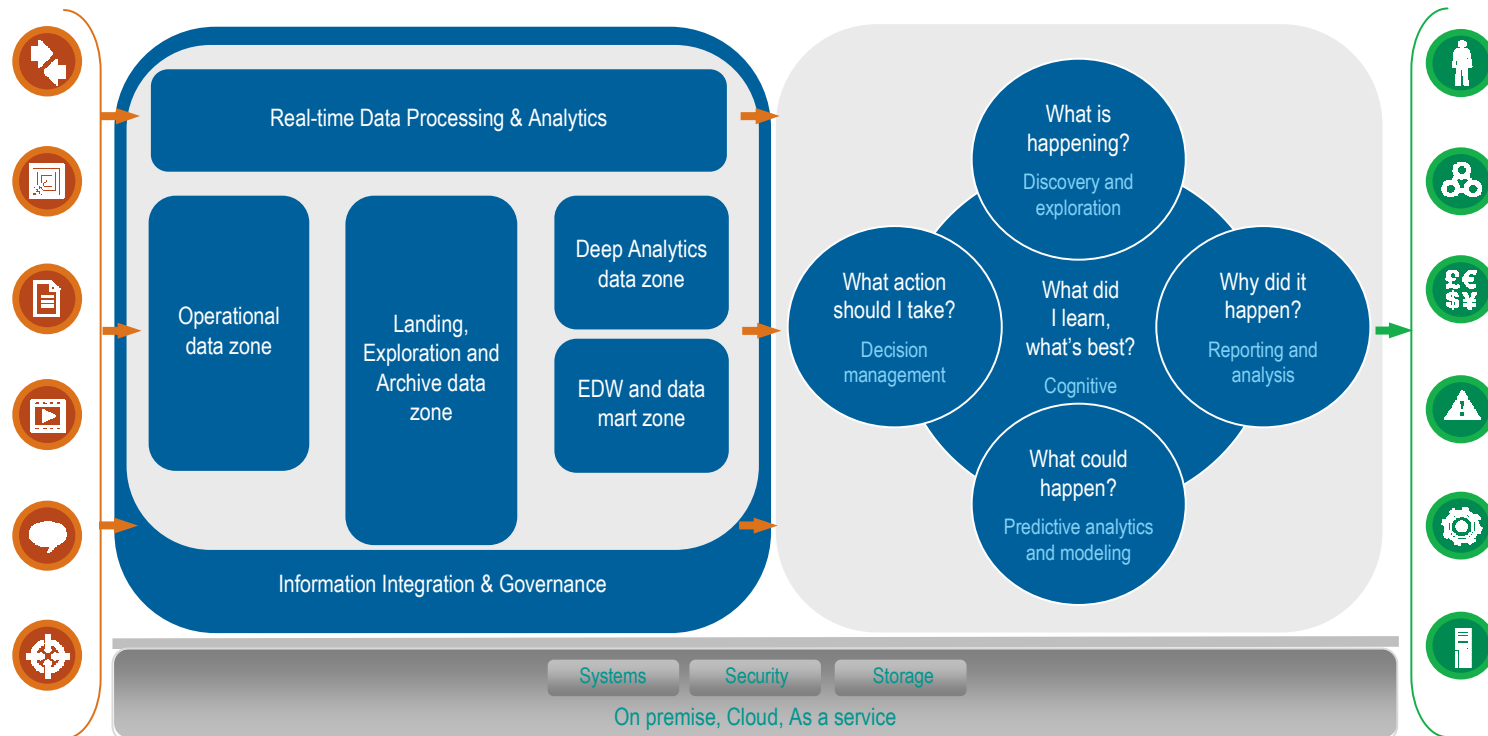
Data Security and Privacy: capabilities to security and protect sensitive big data needed for analysis, while extending compliance initiatives to Hadoop (Data Privacy for Hadoop)



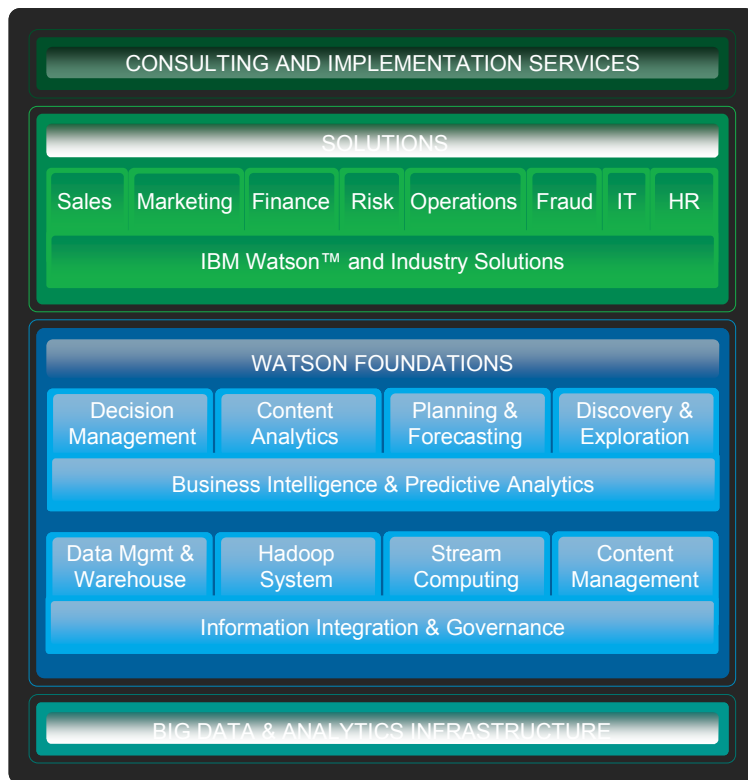
A New Architectural Approach is Required

All Data

New/Enhanced Applications



Watson Foundations



The cornerstone of the IBM
Big Data & Analytics Portfolio

Unique – fuels journey to cognitive

Innovative – easy to consume

Complete – enterprise-ready

Fast – start anywhere and grow



Capturing the Cloud Opportunity with Big Data & Analytics

IBM Bluemix™

- Analytics Warehouse*
- Analytics for Hadoop*
- Cloudant
- Mobile Data*
- SQL Database*
- GeoSpatial Analytics~
- Time Series Database~
- Reporting~

IBM Cloud marketplace

Finance

- Concert
- Cognos TM1
- Cognos Disclosure Management

Horizontals

- Watson Analytics*
- SPSS Analytical Decision Mgmt
- BLU Acceleration for Cloud*
- Navigator on Cloud
- Cloudant
- InfoSphere Streams~

Business Solutions

- Predictive Maintenance**
- Customer Analytics**
- Customer Data**
- Counter Fraud**

Marketing

- Social Media Analytics
- SPSS Data Collection

Sales

- Cognos Incentive Management
- Cognos Territory and Quota Management

Risk

- Algo Risk Service
- Algo Risk Content
- Algo Pension Monitoring
- Algo Managed Data Services



* Beta. ~Preview. **Offerings from GBS
Blue = New Offerings

Expand Thought Leadership with Analysts, Media and Influencers Through MEA ER BD&A Campaign

Use Global Analyst Reports as Validation of IBM's Portfolio & Strong Position

These reports show very good validation of IBM's differentiation and can be used to help advance sales cycles. In addition to the pure strength of the portfolio focus on the following areas of differentiation:

'Based on its recent research on the big data solutions market, Frost & Sullivan presents IBM with the 2014 Sub-Saharan African Frost & Sullivan Award for Competitive Strategy Leadership'.



Business Analytics
IBM ranked a leader by Gartner
in Magic Quadrant for Corporate Performance Management Suites

[Link to download report](#)

SmarterAnalytics
IBM ranked unshakeable leader.
Forrester's Big Data Predictive Analytics Solutions Wave

[Link to download report](#)

SmarterAnalytics
IBM ranked a Leader in Gartner
Magic Quadrant for BI & Analytics Platforms

[Link to download report](#)

Business Analytics
IBM ranked a leader by Forrester
in The Forrester Wave: Financial Performance Management, Q3 2013
REPORT NOW AVAILABLE FOR EXTERNAL USE

[Link to download report](#)

We have built the world's broadest and deepest portfolio in data and analytics.

\$24 billion

invested to date to build IBM's capabilities in Big Data and analytics, with \$7 billion in organic investment

\$17 billion

of gross spend for Big Data and analytics acquisitions, including more than 30 acquired companies

15,000

analytics consultants and 400 mathematicians

40,000

client engagements to date

\$1 billion

investment in Flash technology, providing industry-leading speed and efficiency to enable data to be real-time ready for analytics

1,000

university partnerships, and 2,215 IBM Business Partners

500

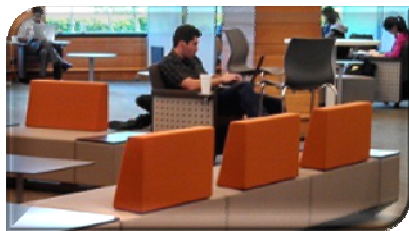
analytics patents generated each year

2/3

of IBM Research is focused on data, analytics and cognitive computing



Go Further and Faster with IBM



Accelerated Discovery Lab



30k
Engagements
9k
Consultants

Expertise

2,500

Business Partners



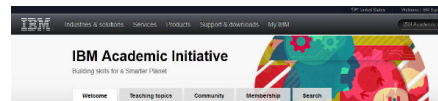
Ecosystem



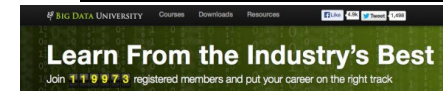
Analytics Solution Centers

1,000

Partnerships



Academic Initiative



Resources



Insight2014

The Conference for Big Data and Analytics

October 26 – 30 | Mandalay Bay | Las Vegas, NV

SEIZE THIS MOMENT

▶▶▶▶▶

#ibminsight

CONVINCE YOUR BOSS

Accelerate your speed of insight and speed of action to seize this moment

\$7,000 Value

Insight 2014 delivers **\$7,000 worth of value** in big data and analytics training, certification, hands-on labs, networking, executive one-on-one meetings, expert talks and food and entertainment, all for one low registration cost.

<p style="margin: 0;">Extend your social network</p> <p style="margin: 0; font-size: small;">13,000+ attendees from around the world = 13,000+ networking opportunities! Meet, mix and mingle with industry experts, peers and IBM thought leaders at sessions, receptions, luncheons, the social lounge and the EXPO.</p>	<p style="margin: 0;">Build a competitive advantage</p> <p style="margin: 0; font-size: small;">Unstructured data is growing at 2x the rate of structured data and already accounts for 80% of all enterprise data. Come see how to harness big data for competitive advantage and deeper insights into your customers.</p>	<p style="margin: 0;">Get even smarter</p> <p style="margin: 0; font-size: small;">Explore the latest and greatest innovations in cloud, social, mobile and Watson through executive keynotes, 1,500+ deep-dive sessions, 120+ hands-on labs, certifications and training.</p>
<p style="margin: 0;">Gain a year's worth of professional education</p> <p style="margin: 0; font-size: small;">Learn from special guests, IBM executives and 300+ client and Business Partner speakers who will share their best practices, insights and secrets in three content-rich programs – Business Analytics, Enterprise Content Management and Information Management.</p>	<p style="margin: 0;">Experience solutions in the largest IBM EXPO</p> <p style="margin: 0; font-size: small;">You've never experienced an EXPO quite like this. It's the largest IBM EXPO featuring over 350 exhibitors, including 250+ Business Partners, all showcasing solutions that will help you gain deeper insight from data.</p>	<p style="margin: 0;">Rewind, review, remember</p> <p style="margin: 0; font-size: small;">Couldn't squeeze in all of the sessions you wanted to attend? All general sessions will be streamed live, and speaker presentations will be available to attendees for download following the conference.</p>

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