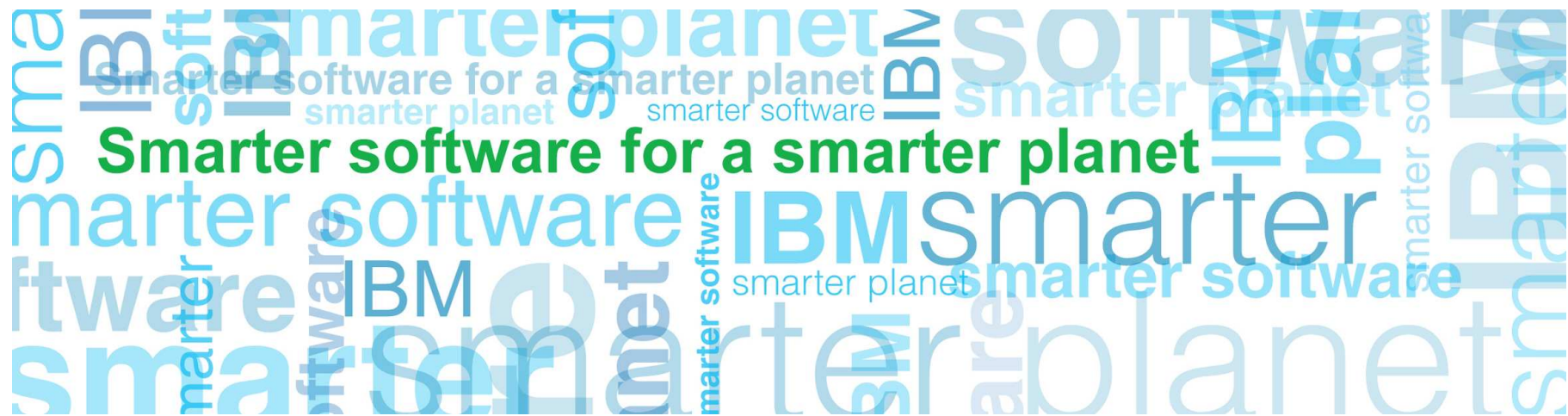


Performance Management and Business Insight

Hodorogea Dorian
Business Analytics and Optimization Presales



Business Analytics software



**Generate
More Revenue**

Reduce Risk

**Predict Future Outcomes
with Greater Confidence**

Lower Costs



CIO #1 Concern

Business Analytics **83%**

Virtualization 76%

Cloud 71%

IT Security 68%

Self-service **83%**

Application Harmonization

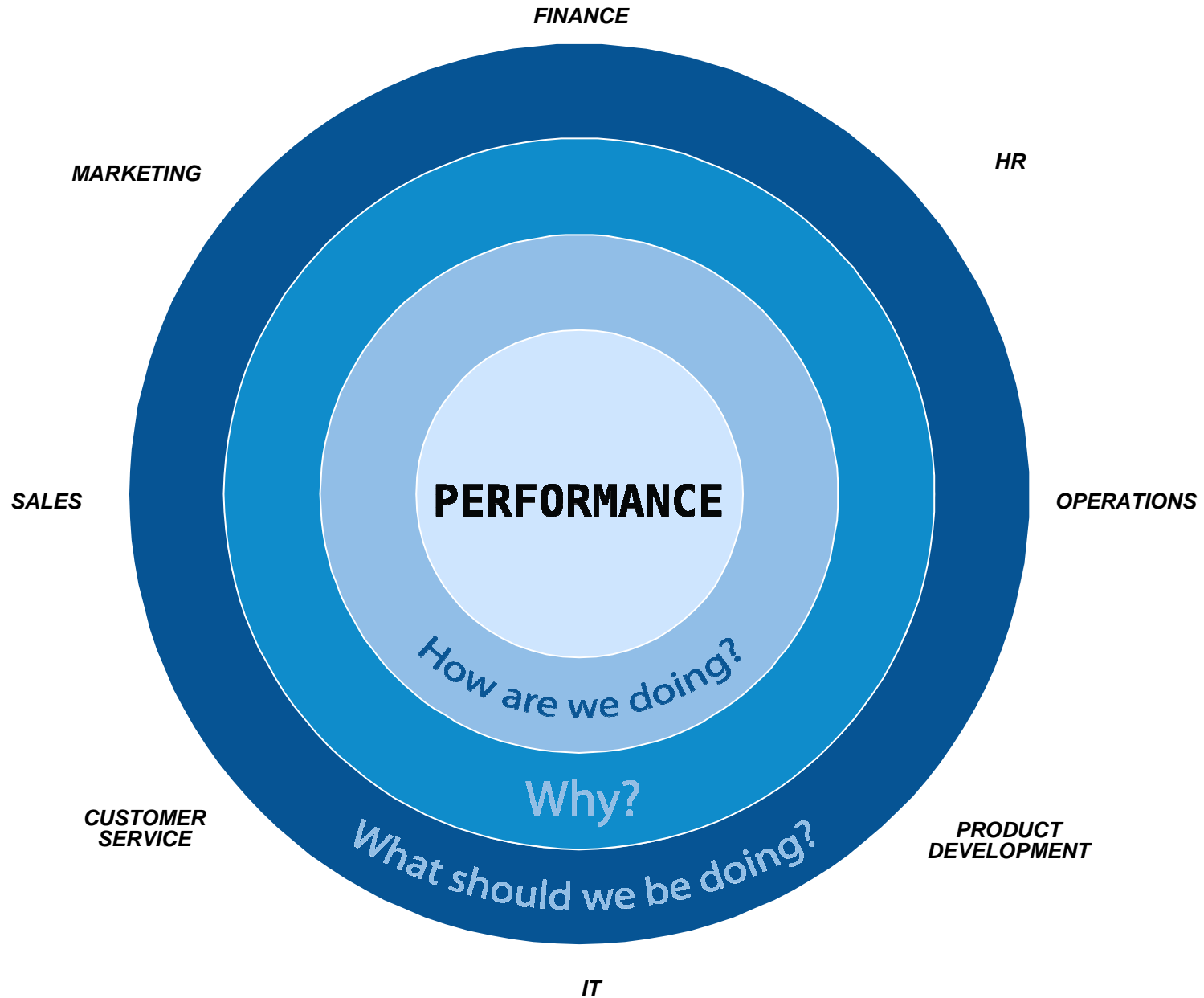
Business Process Management 64%

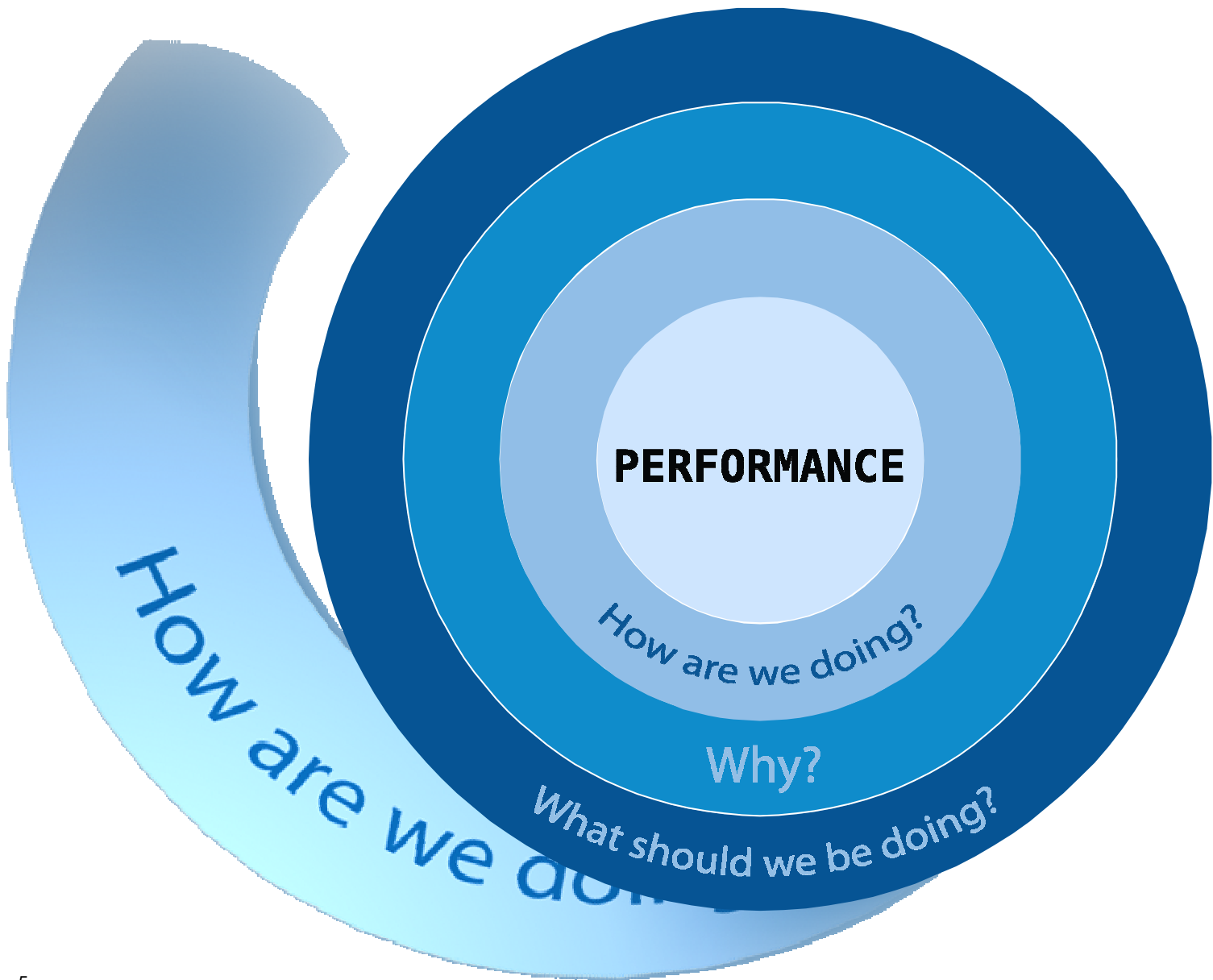
SOA / Web Services 61%

Unified Communications 60%

Business Analytics

83%





➤ Immediate Insights to Business Performance



How are we doing?

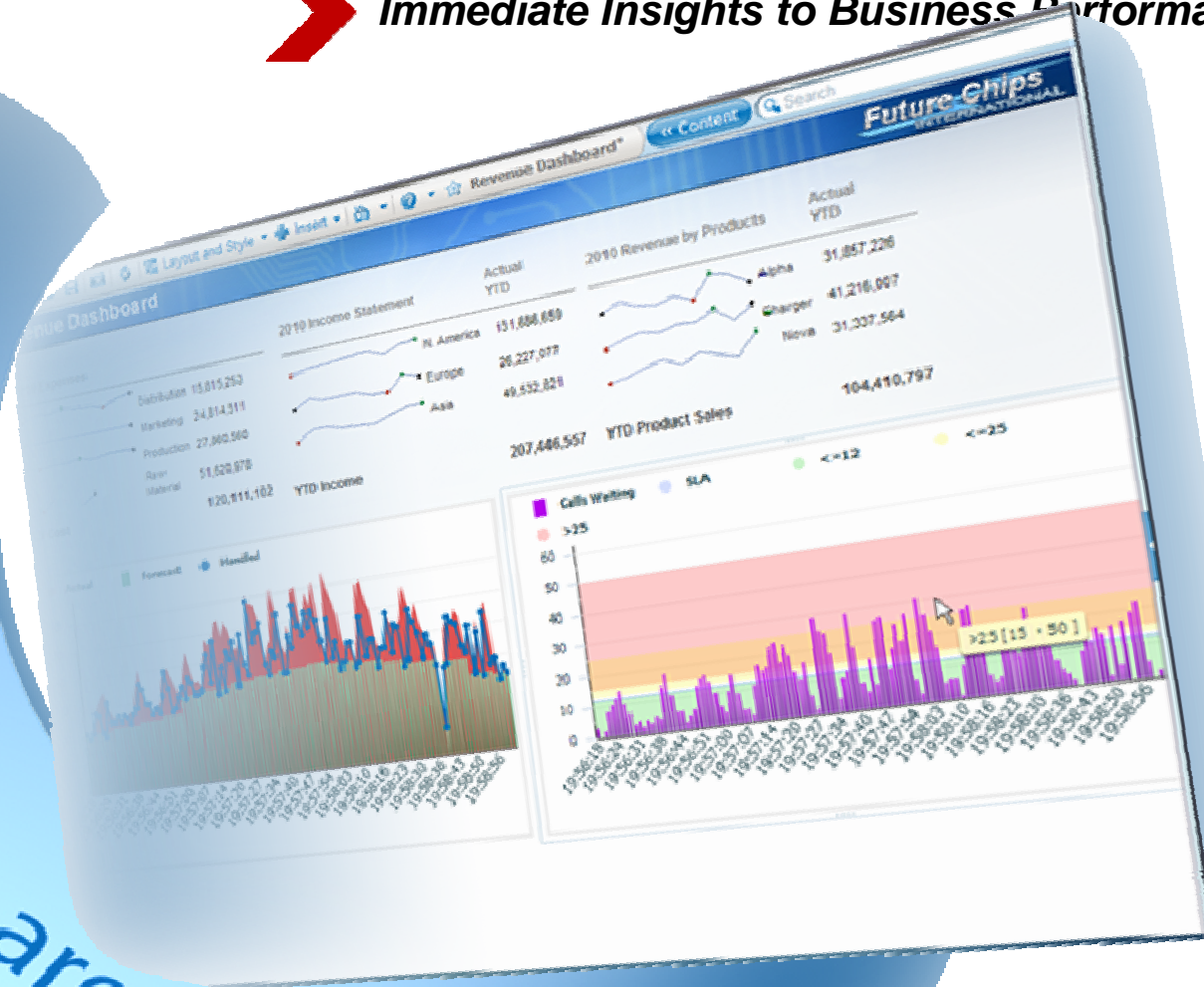


Immediate Insights to Business Performance

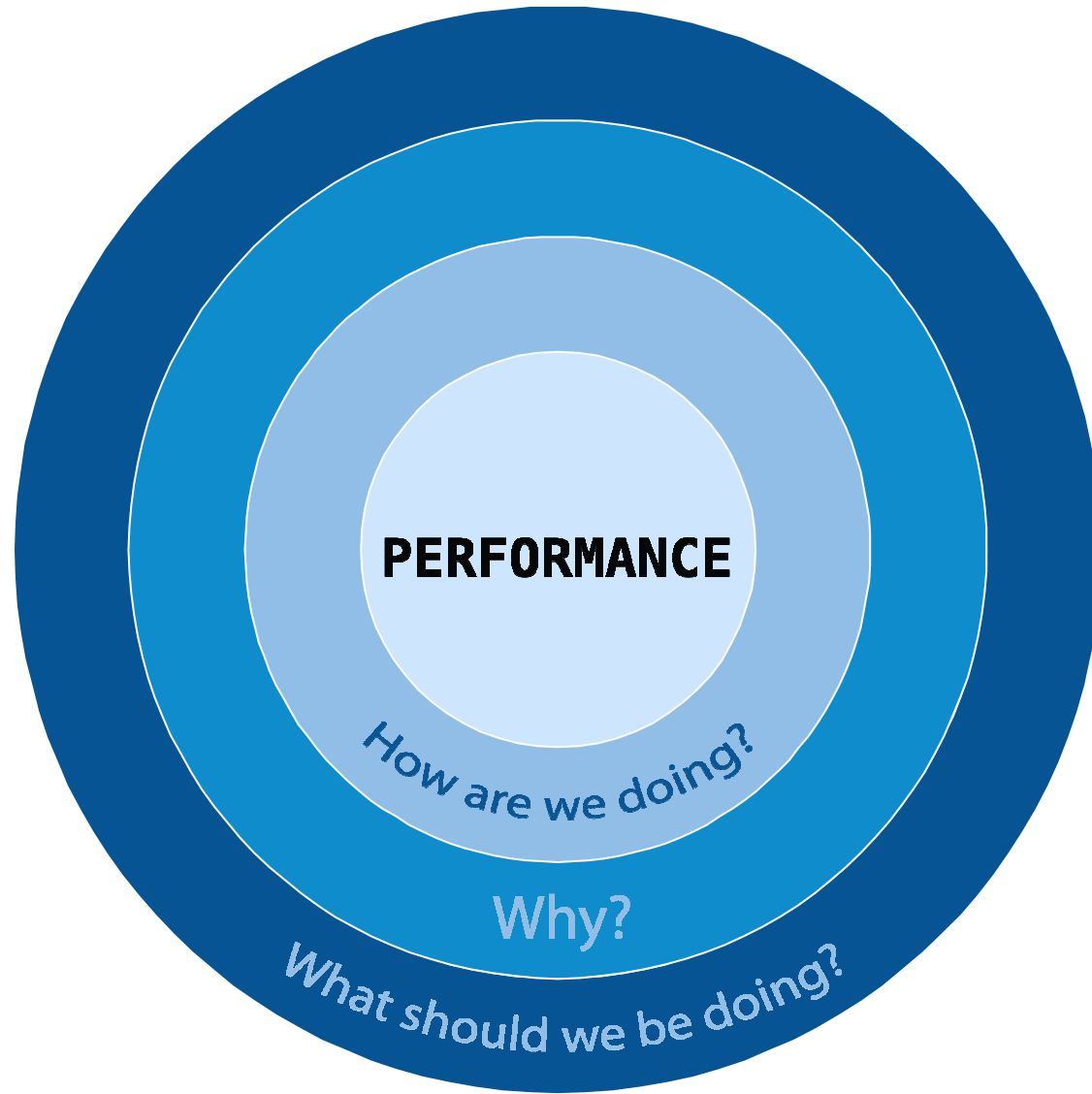


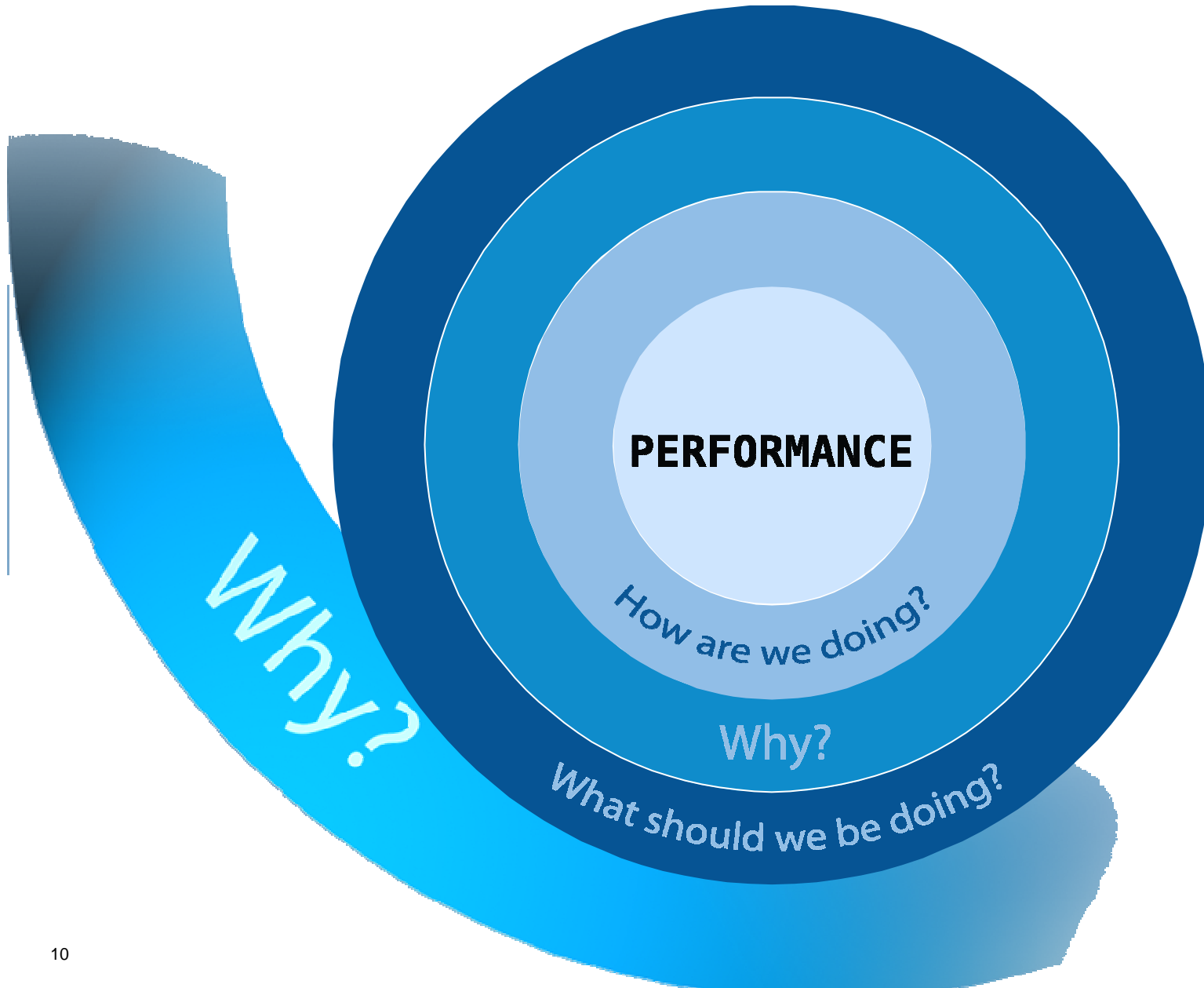
How are we doing?

➤ Immediate Insights to Business Performance



How are we doing?





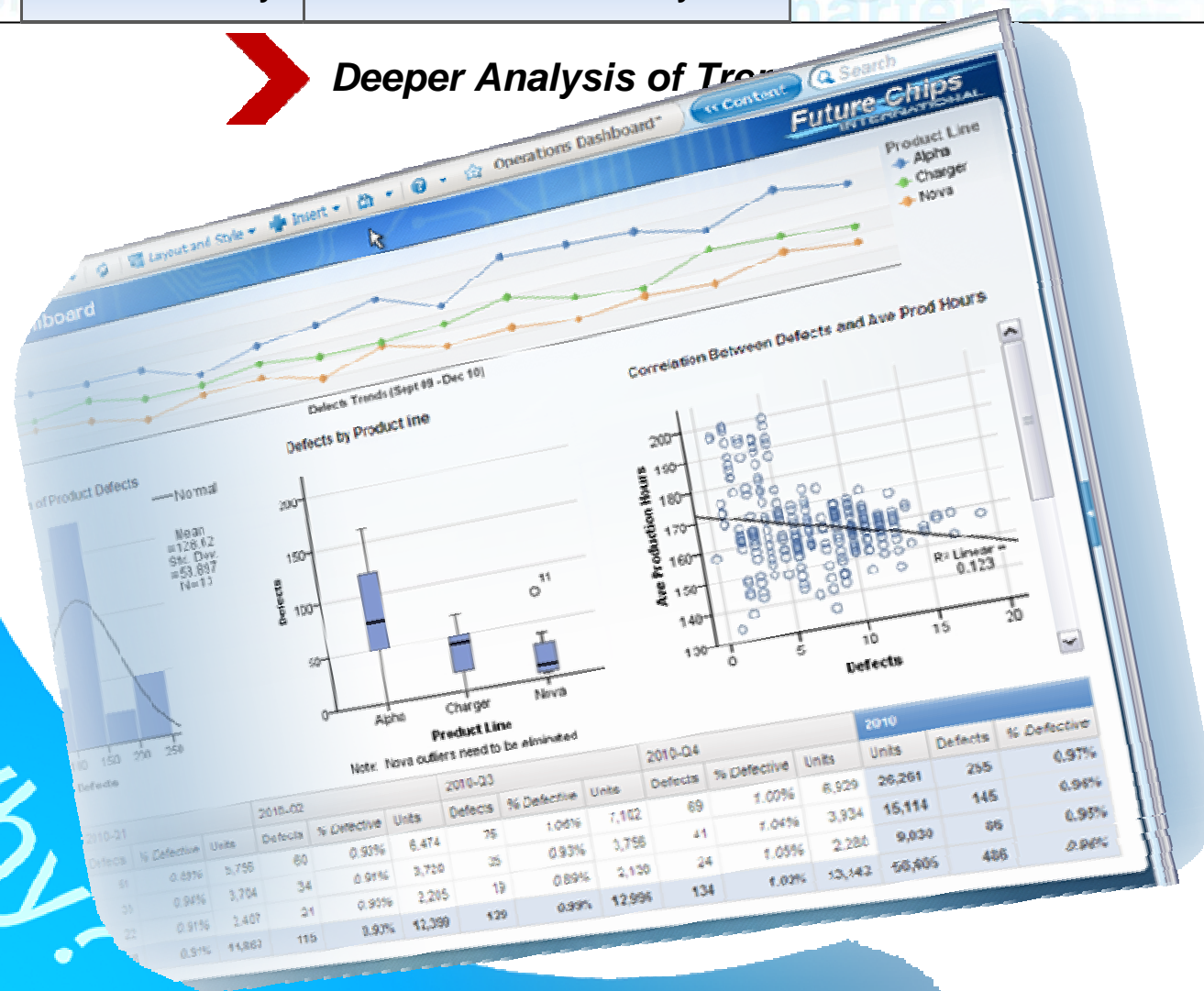


Deeper Analysis of Trends





Deeper Analysis of Trends



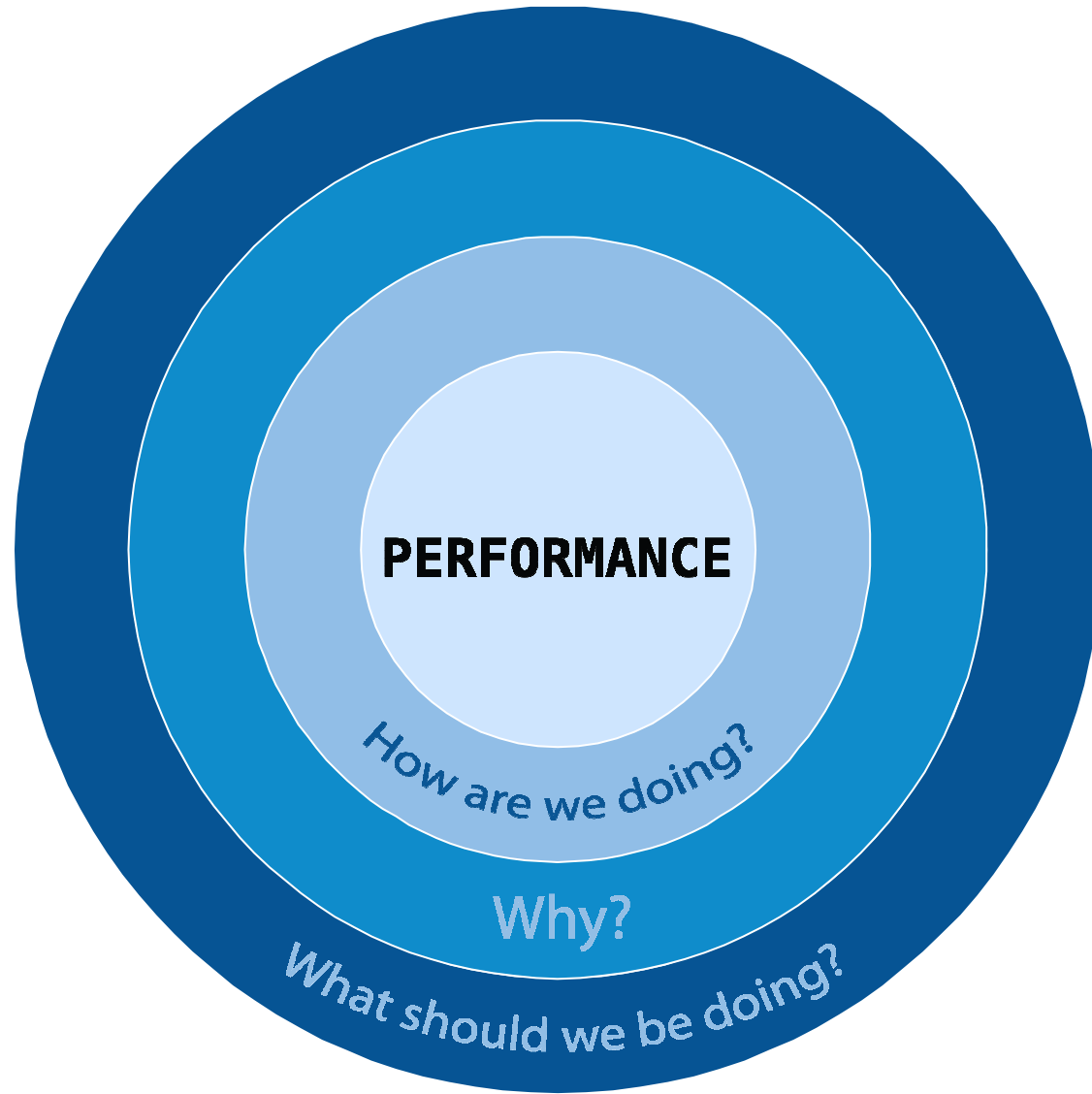
Why?



Deeper Analysis of Trends & Patterns



Why?







Foresight to Plan & Allocate Resources



Future Chips INTERNATIONAL

Business Manager TM1

Market Analysis

Product (Alt)	Order Units	Order Revenue	List Price
Alpha	14,891	152,196,502	4,450,677
Charger	8,113	191,070,848	7,224,194

Forecast Revenue

Revenue by Region

Region	Alpha	Charger	Nova
North America	~1000	~1200	~800
Europe	~200	~400	~200
Asia	~800	~200	~300

Baseline

Region	2011 Q1 Actual Revenue	2011 Q2 Forecast Revenue	2011 Q3 Forecast Revenue	2011 Q4 Forecast Revenue
All	10,510,080	10,641,456	14,376,288	9,984,576
North America	7,375,824	7,131,840	1,557,744	2,833,968
Europe	1,069,776	1,201,152	2,308,464	
Asia	2,064,480	2,308,464		

Create New Sandbox - Mozilla Fire...

New Sandbox Name: 10%Promo

Create New

Copy from Existing Sandbox

Baseline

OK Cancel



Foresight to Plan & Allocate Resources

The screenshot displays a software interface with a decision tree on the left and a table of results on the right. The table lists various combinations of products and their associated metrics.

Consequent	Antecedent	Support %	Confidence %	Lift
			16.974	4.655
Giveaways	Lunchtime	7.571	35.244	4.655
Snacks	Giveaways	3.402	9.58	4.258
Lunchtime	Snacks	12.514	63.291	4.237
Giveaways	Lunchtime	2.29	13.828	4.237
Snacks	Lunchtime	7.571	32.08	4.15
Cosmetics	Snacks	3.217	20.885	4.15
Snacks	Giveaways	5.814	24.128	4.068
Lunchtime	Cosmetics	5.033	22.195	4.068
Cosmetics	Snacks	5.471	22.257	4.067
Snacks	Cosmetics	5.455	8.246	4.067
Lunchtime	Snacks	12.514	90.89	4.067
Snacks	Lunchtime	2.028	28.038	3.937
Cosmetics	Hair Care	4.331	18.615	2.837
Giveaways	Skin Care	7.308		
Hair Care	Cosmetics			
Skin Care	Giveaways			

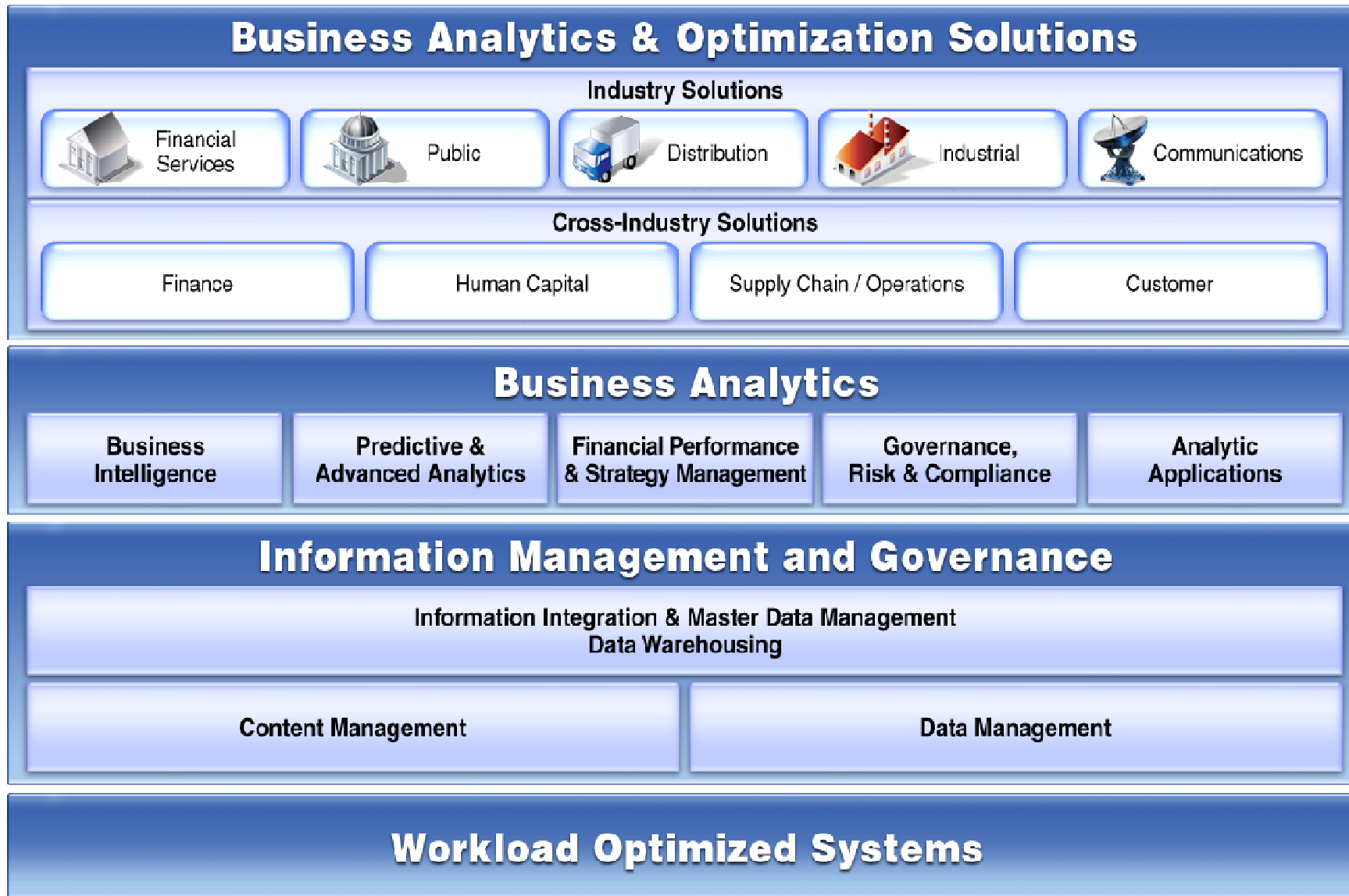
What should we be doing?



Foresight to Plan & Allocate Resources



What should we be doing?



Business Analytics & Optimization Solutions

Industry Solutions

Financial Services	Public	Distribution	Industrial	Communications
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Cross-Industry Solutions

Finance	Human Capital	Supply Chain / Operations	Customer
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Business Intelligence	Predictive & Advanced Analytics	Financial Performance & Strategy Management	Governance, Risk & Compliance	Analytic Applications
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Information Management and Governance

	Information Integration & Master Data Management Data Warehousing	
Content Management	Data Management	

	Workload Optimized Systems
--	----------------------------

Business Intelligence

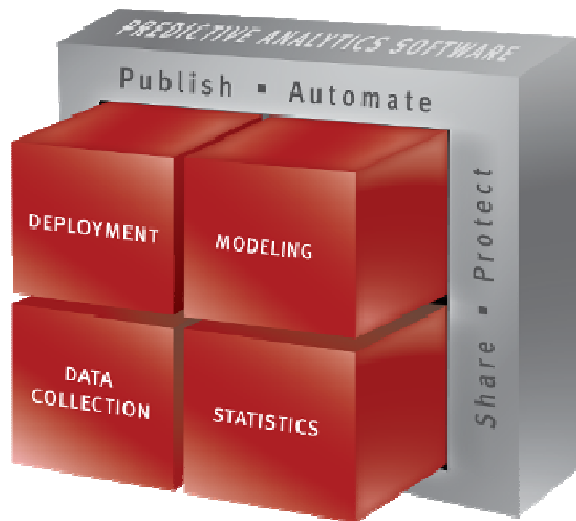
Business Analytics



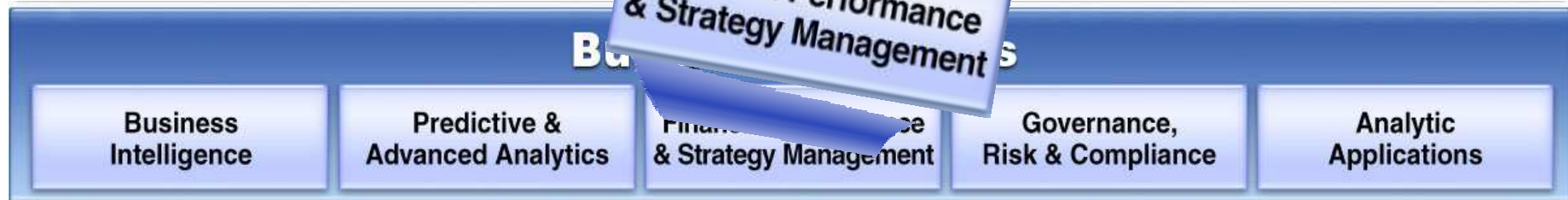
- **Full breadth of BI for every decision-maker**
 - Query, reporting, analysis, scorecards and dashboards
 - Delivered where, when and how needed

- **Revolutionary way to work with BI**
 - Unified workspace with built-in collaboration
 - View of all time horizons: past, present & future
 - Easy progression from viewing to exploration to more advanced analysis

- **Free to answer critical business questions**
 - Answer “how am I doing”, “why”, and “what should I be doing?”
 - Ensure organization-wide insight and alignment



- **Full breadth of predictive analytics**
 - Data collection, statistics, data mining, predictive modeling, deployment services...
- **Putting prediction in hands of the business**
 - Decision Management
- **Driving better business outcomes**
 - Attract and retain more profitable customers
 - Detect and prevent fraud
 - Improve resource allocation



- Simplify, structure, and automate dynamic and sustainable FP&SM practices

Financial Performance and Strategy Management



- Monitor and analyze business performance against targets
- Plan, forecast and control enterprise resources aligned with corporate objectives
- Close the books, consolidate results and report financial performance with confidence.



- Ready-made packaged reporting and analysis based on the best practices
- Encompasses a comprehensive portfolio
 - Workforce, customer, finance & supply chain
- Adaptable & extensible
 - Adaptive Application Framework
- Source data from multiple transaction systems

Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public Sector



Distribution

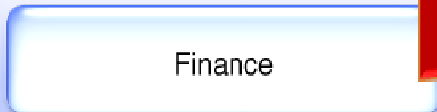
Logistics

Industrial

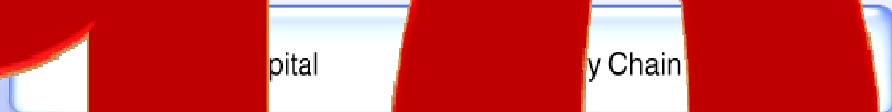


Communications

Cross-Industry Solutions

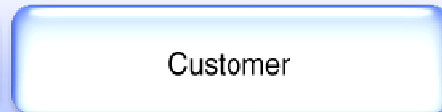


Finance



Capital

Supply Chain



Customer

COGNOS



Business Intelligence



Predictive Analytics



Advanced Analytics



Analytic Applications

Information Management and Performance



Integration & Data Warehouse



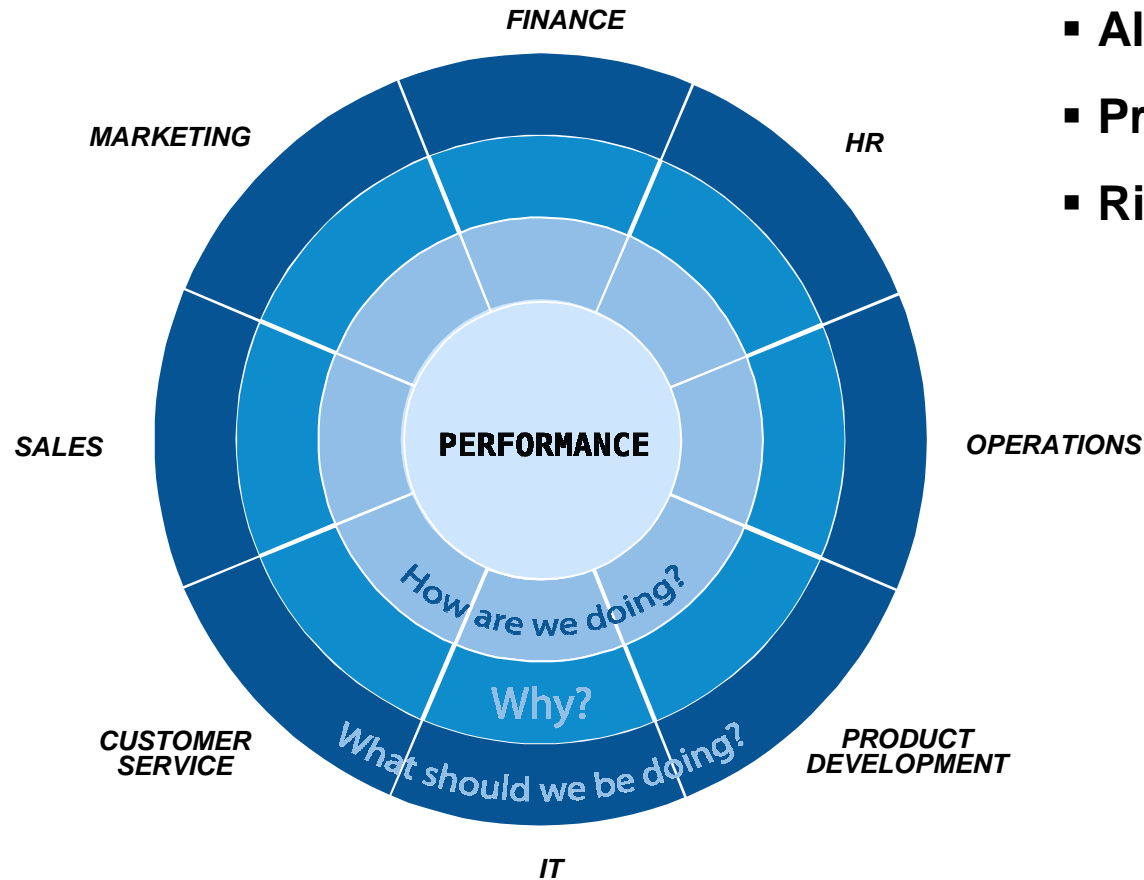
Content Management



Data Management

Workload Optimized Systems

Informed, Aligned Decisions and Actions

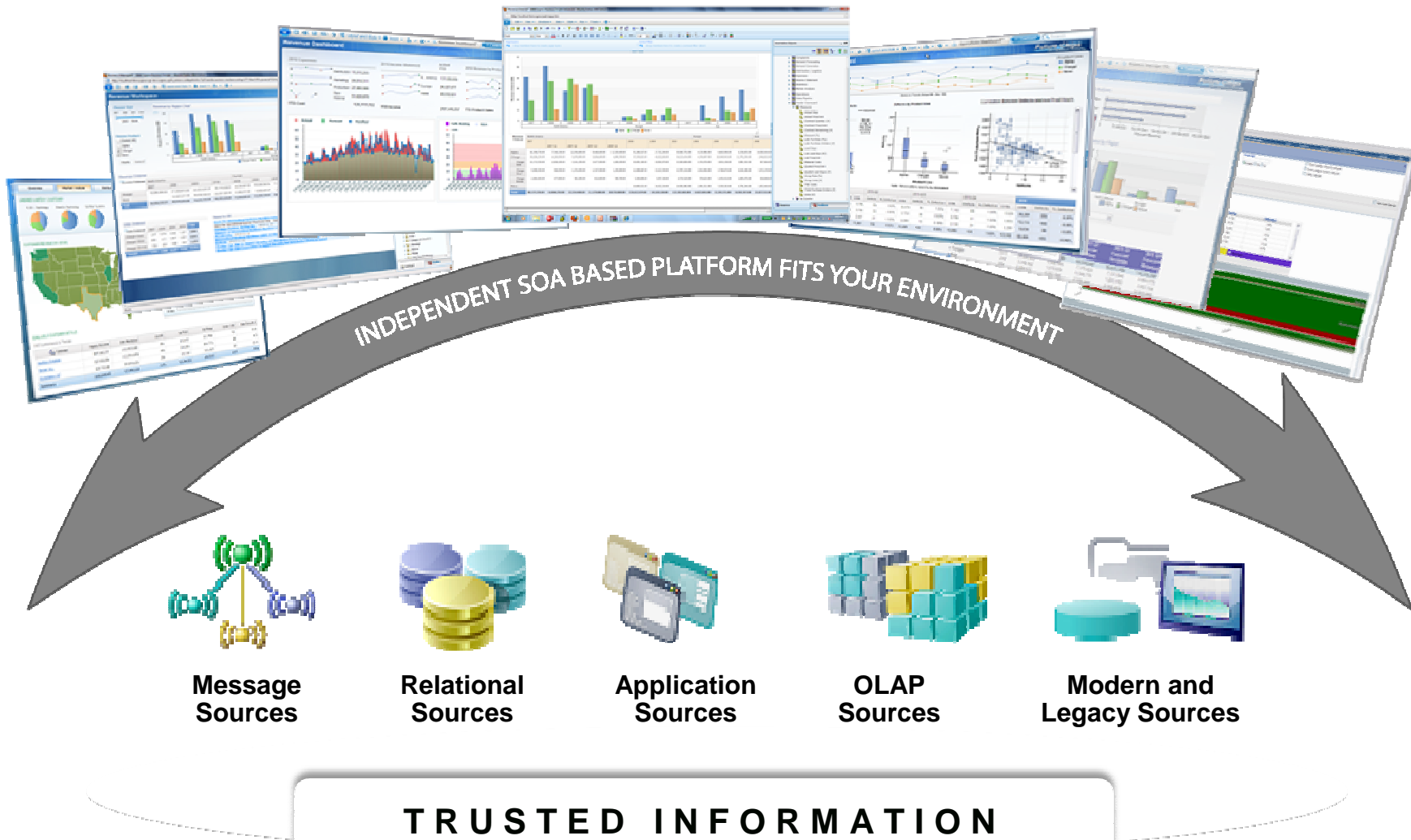


- **All Capabilities**
- **Proven Platform**
- **Rich Expertise**

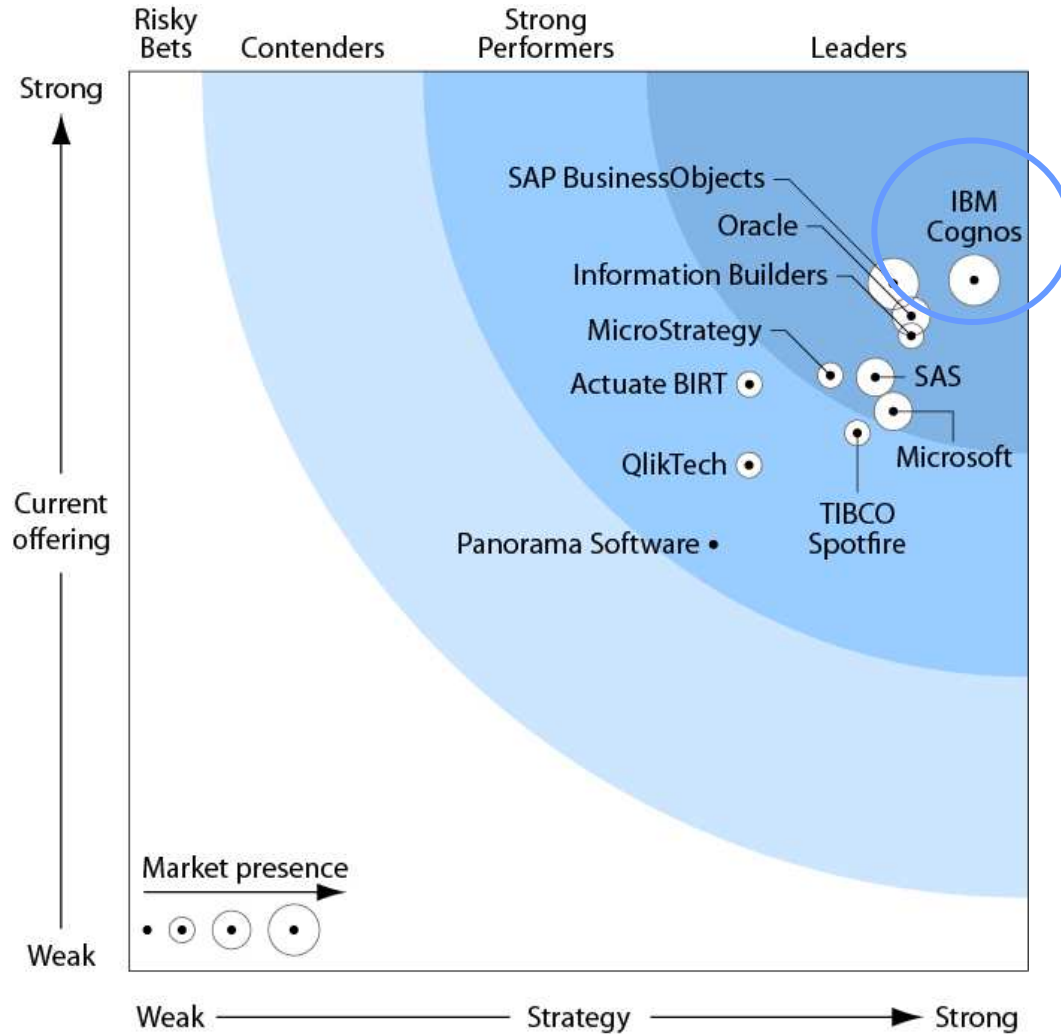
IBM Business Analytics Client Advantage: All Capabilities



IBM Business Analytics Client Advantage: Proven Platform



IBM Cognos a Leader in the Forrester Wave™: Enterprise BI Platforms



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Source: Forrester Research Inc. "The ForresterWave: Enterprise Business Intelligence Platforms, Q4 2010", Oct 20, 2010.

Full report can be accessed at <http://www.ibm.com>