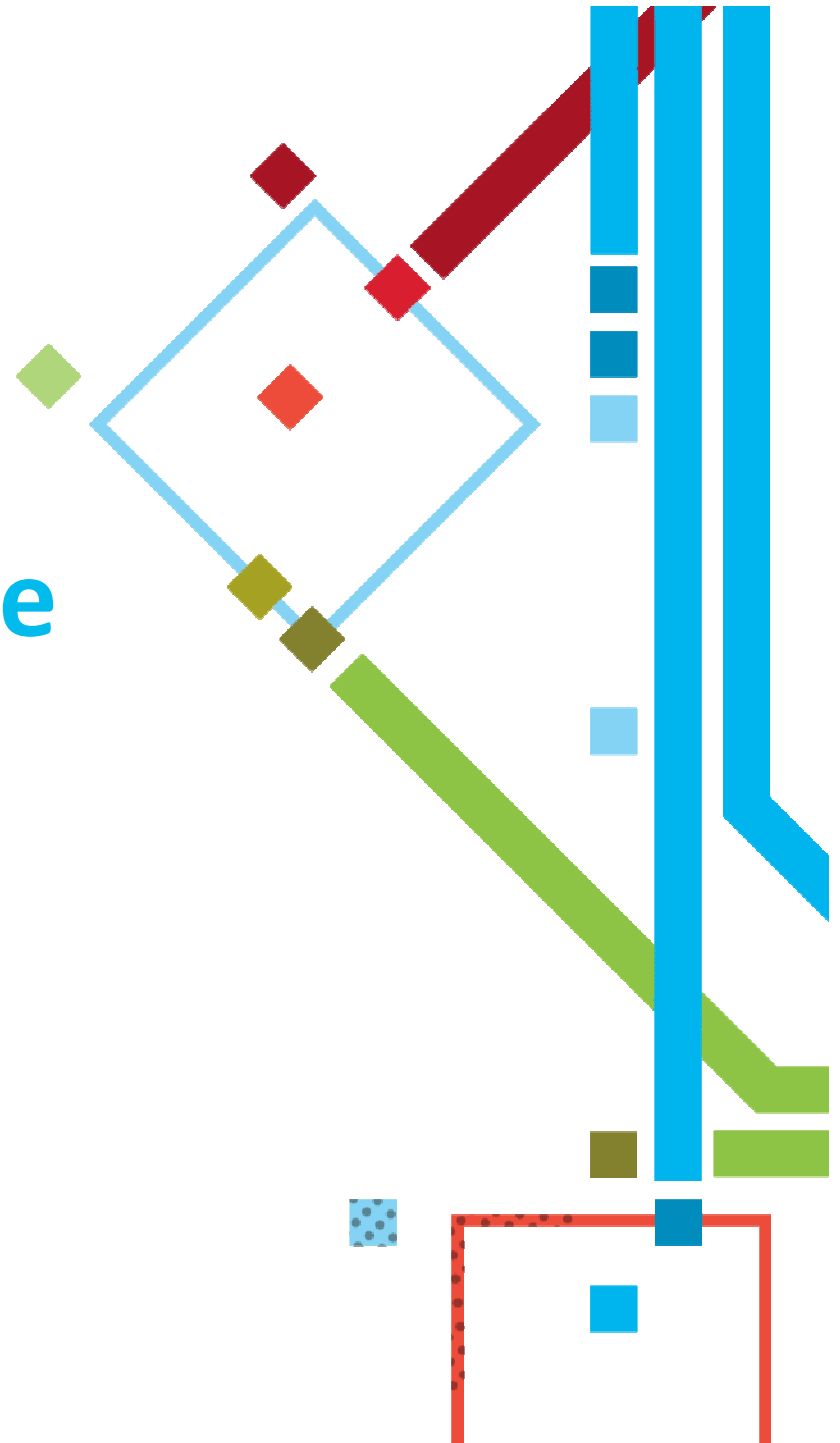


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Transforming Finance through Analytics

Christoph Papenfuss
Global Best Practices Leader
IBM Business Analytics



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Agenda



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How many **years** did it take
the following products to
reach **50 Mio users?**



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13 years



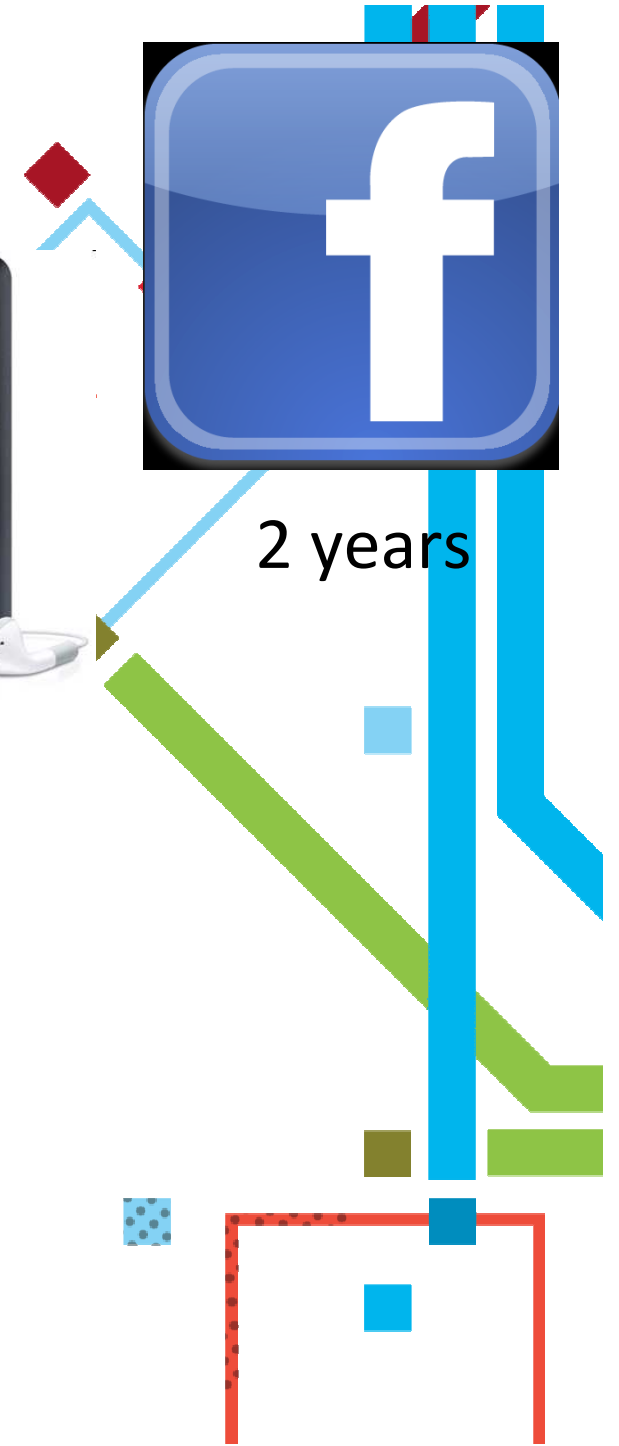
38 years



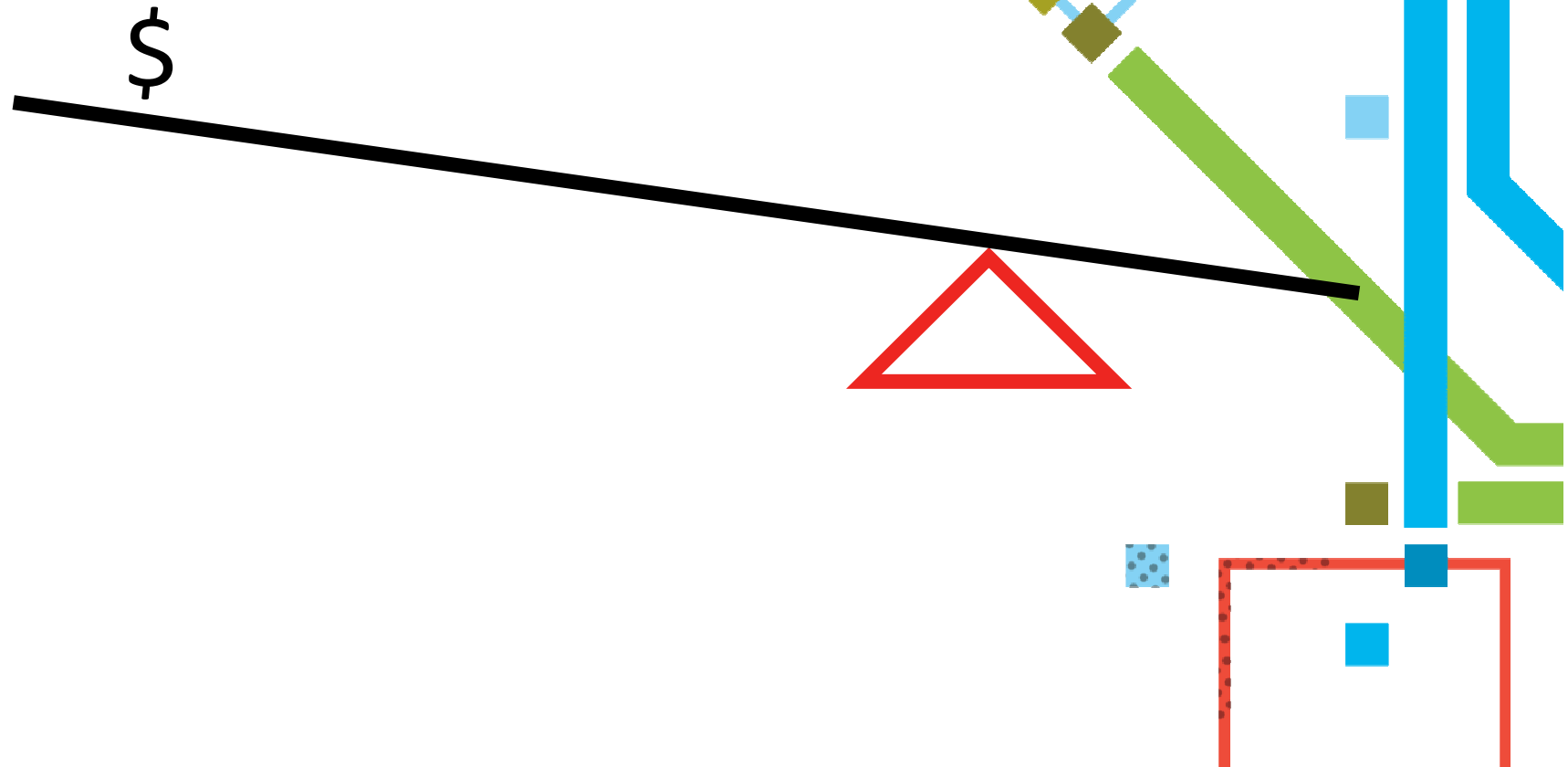
3 years



2 years



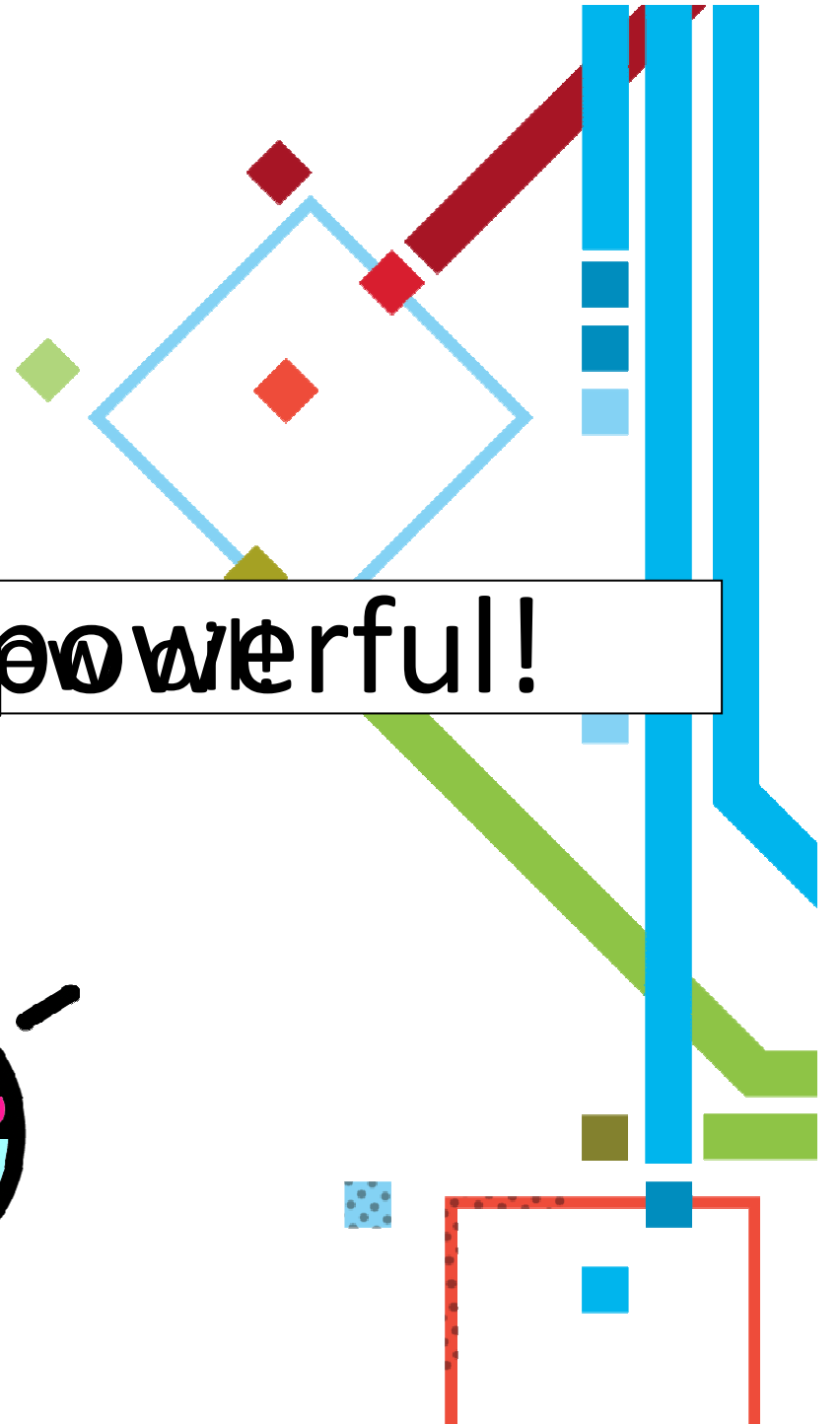
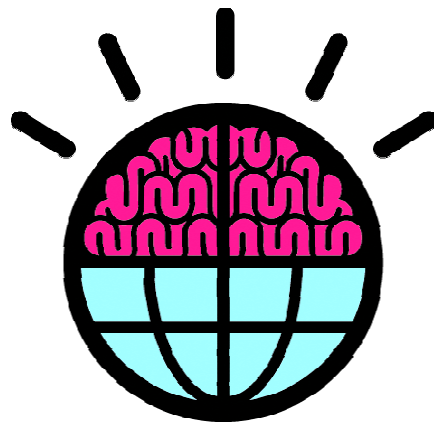
Some companies react



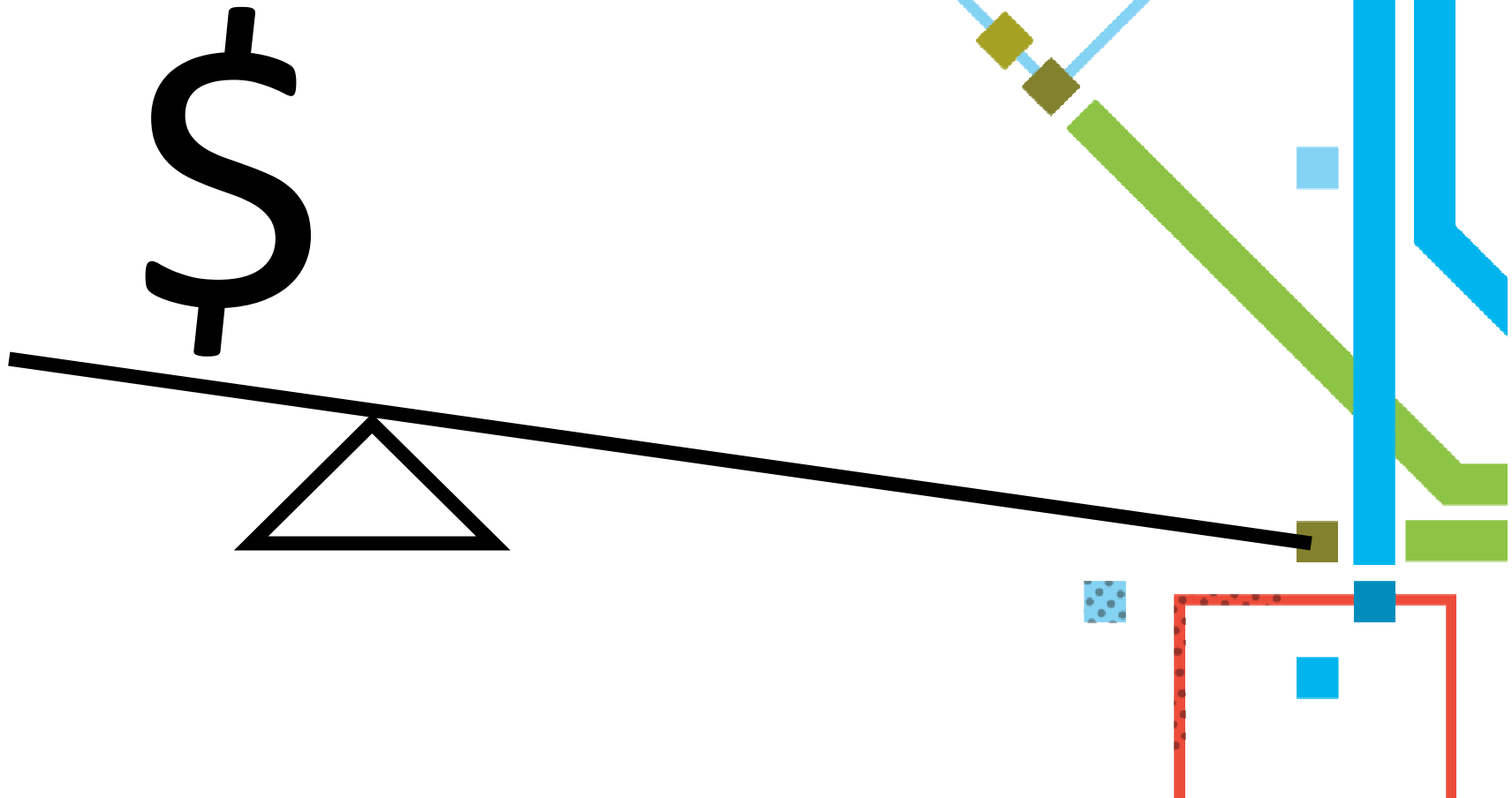
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Knowledge is powerful!



Better: Anticipate & shape outcomes



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Easier said than done

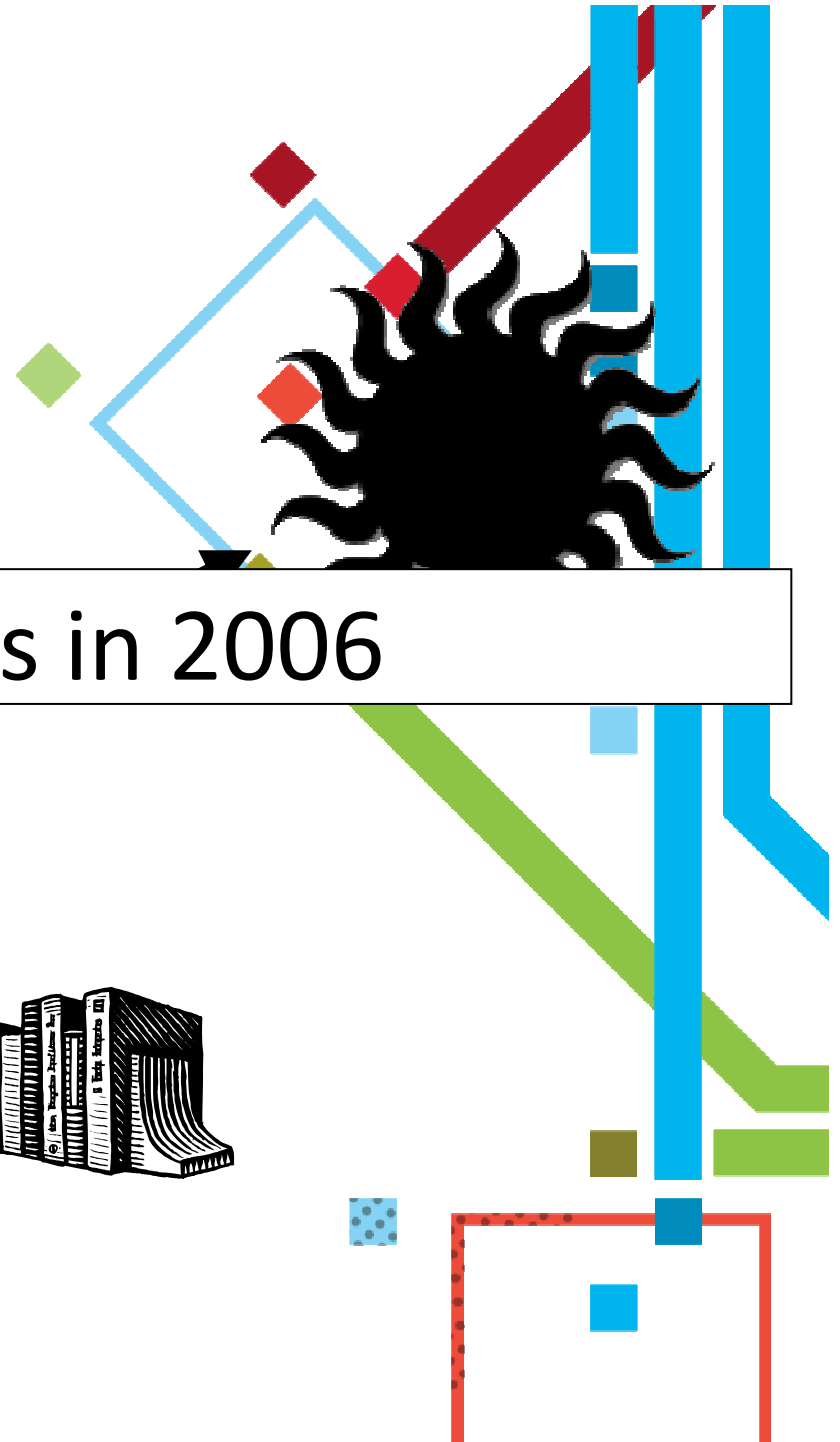
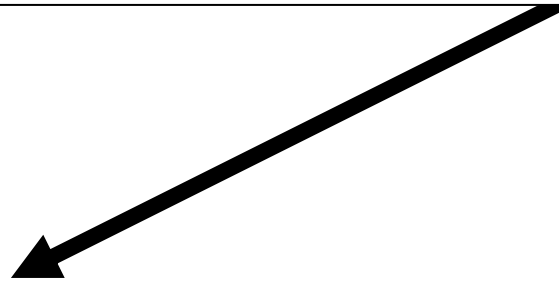


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152 Mio km

161 Exabytes in 2006

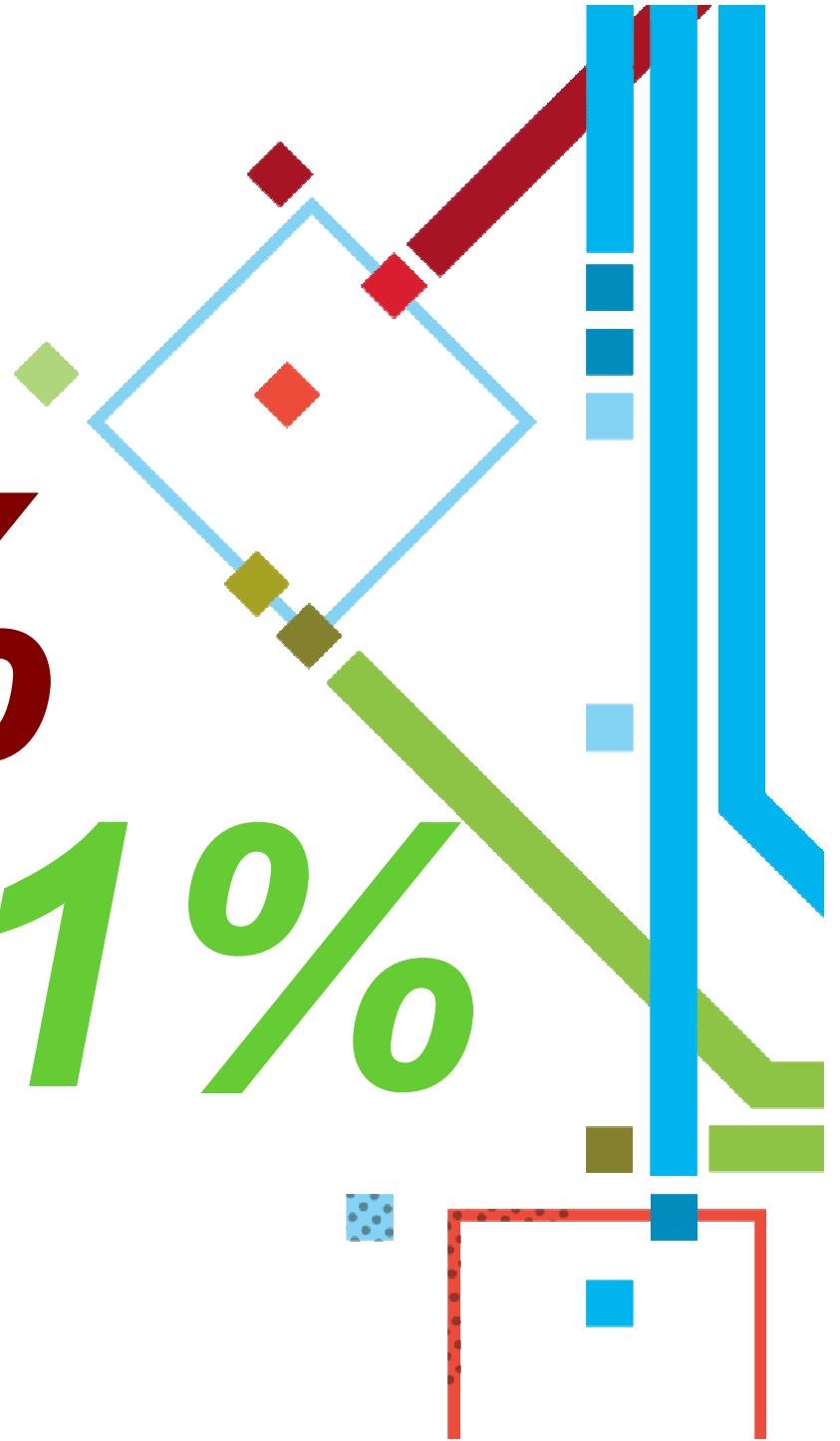


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2.2%

< 1%



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Region.xls]Frcst'!\$B\$3+'[Southern
Region.xls]Forecast'!\$B\$3+'[Southe
rn Region.xls]-Frcst'[Northern
Region.xls]Sheet2!\$B\$3)



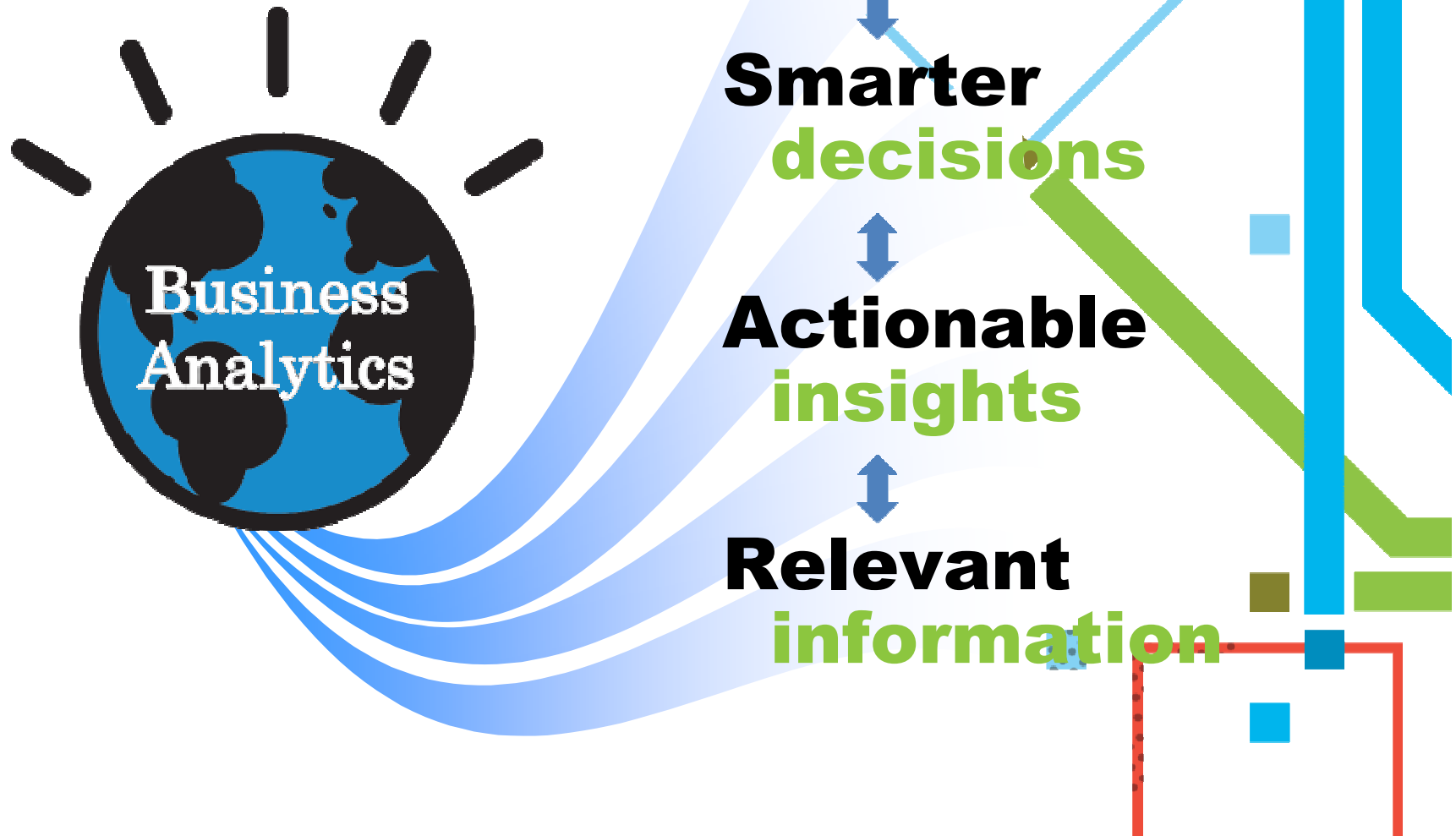
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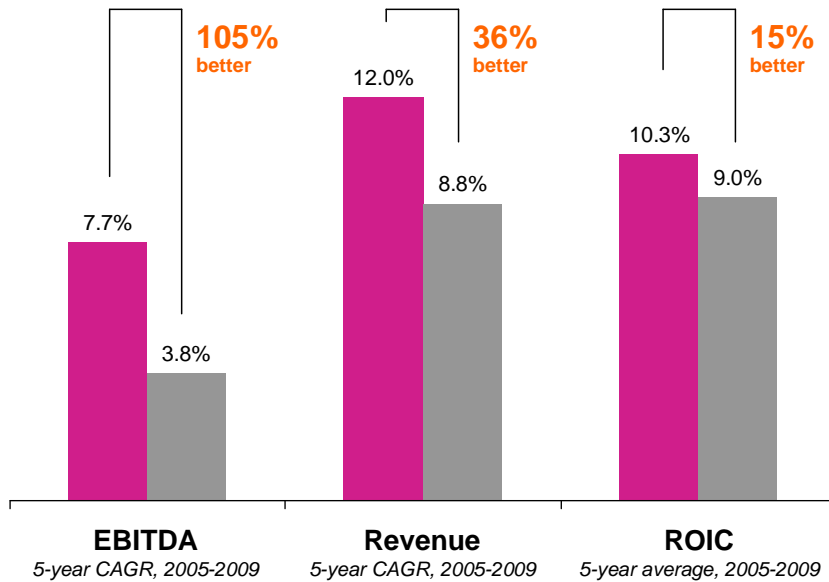
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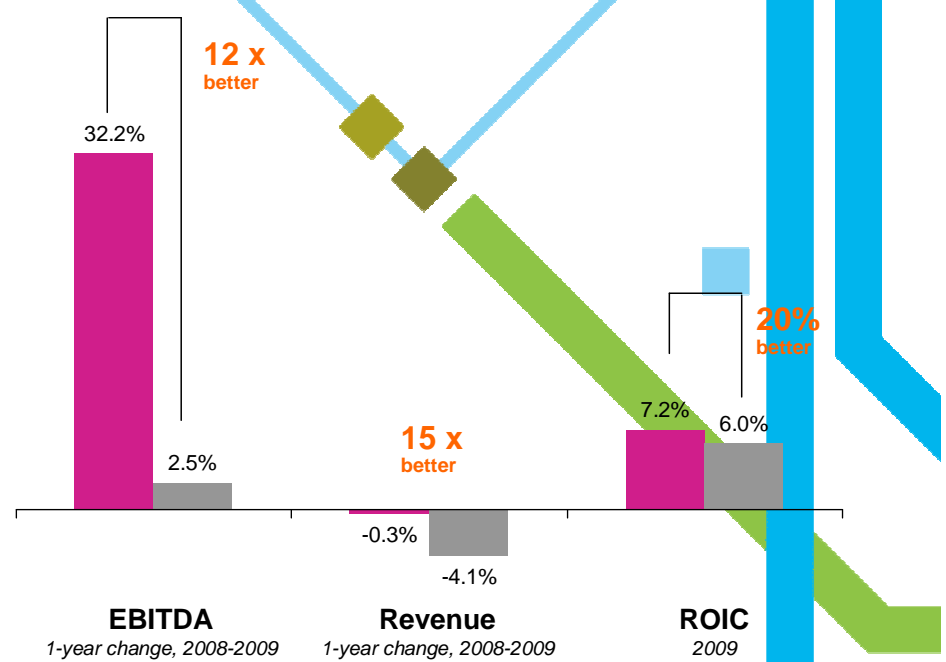


Analytics-driven organizations outperform

Five years: 2005–2009



One year: 2008–2009



■ Value Integrators

■ All other enterprises

Sources: IBM Institute for Business Value; 2010 IBM Global CFO Study.

Lessons from the Leaders – rely on Analytics



Source: IBM Institute for Business Value, 2010 IBM Global CFO Study (Adapted)

The IBM Cognos Platform

Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

NEW

NEW

CLARITY SYSTEMS
an IBM® Company

Content Management

Cognos
software

Information Integration & Master Data Management
Warehousing

OPEN PAGES
an IBM® Company

Data Management

SPSS®

Workload Optimized Systems

A day in the life of Future Chips

Reporting & Analysis

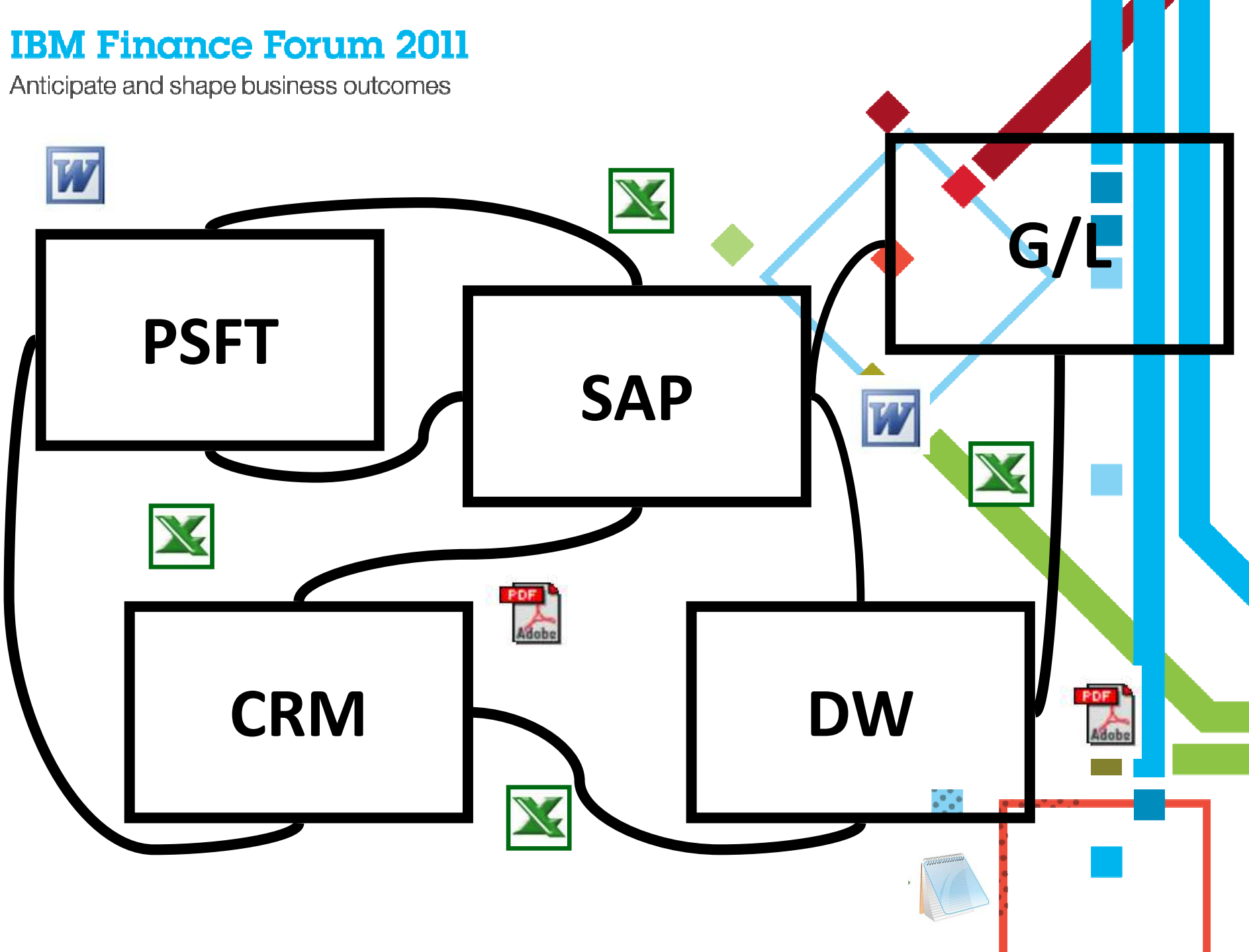
Planning & Forecasting

Mobile working



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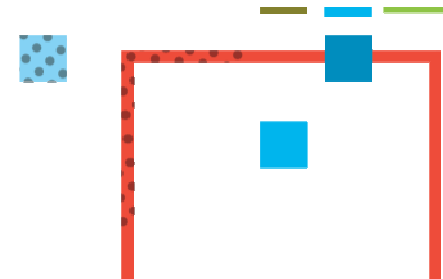


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DEMO

Freedom to
Think



IBM Cognos Business Insight

 Create New

 Open Existing



Favorites



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How to easily customize your dashboard style

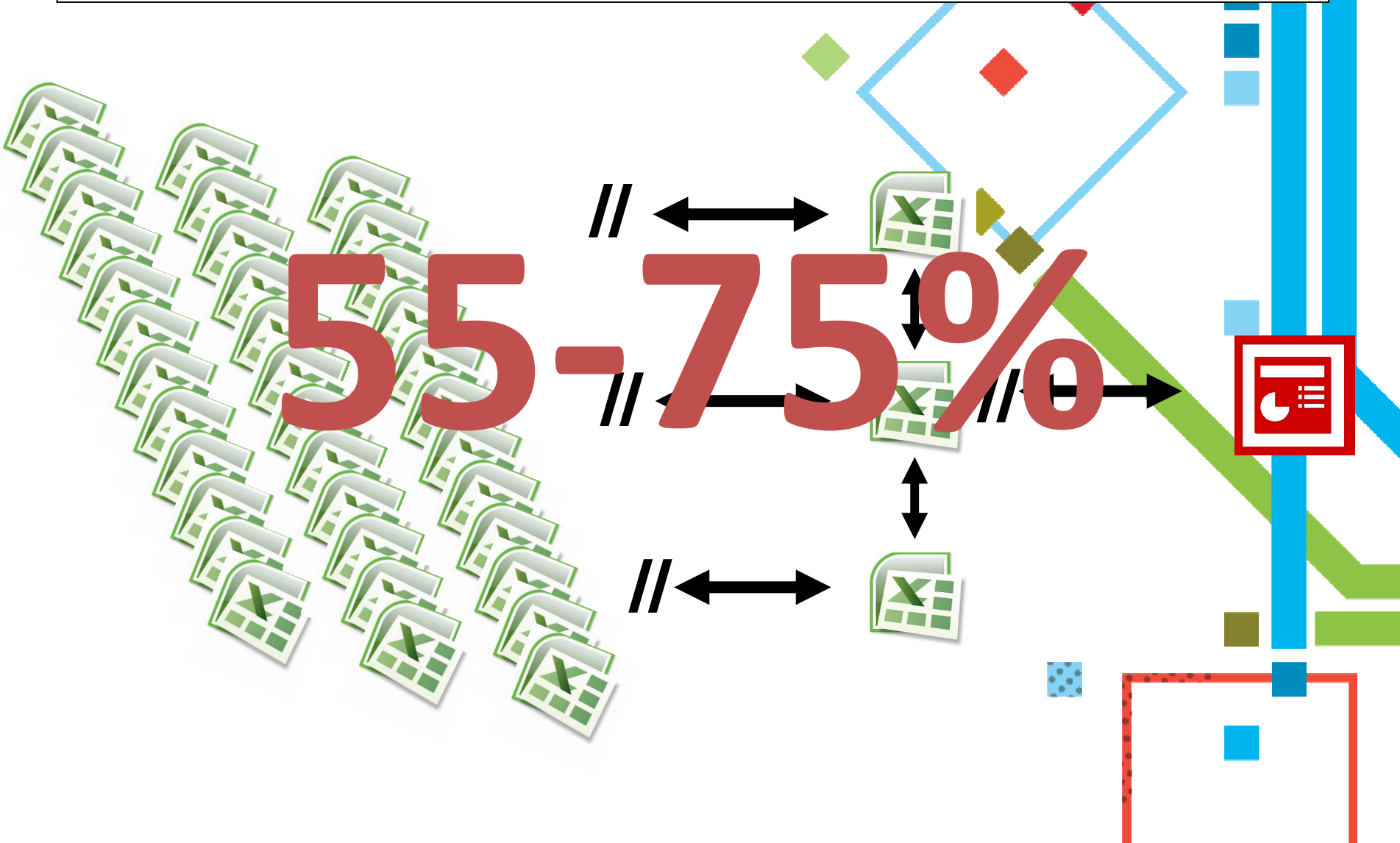


Set your Preferences
How to easily set your preferences

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I ♥ BUDGETS & FORECASTS?

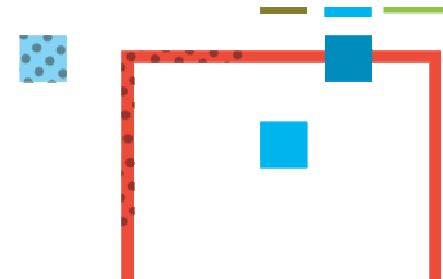


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DEMO

Interactive
Scenario
Planning



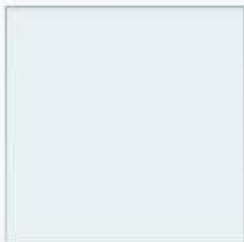
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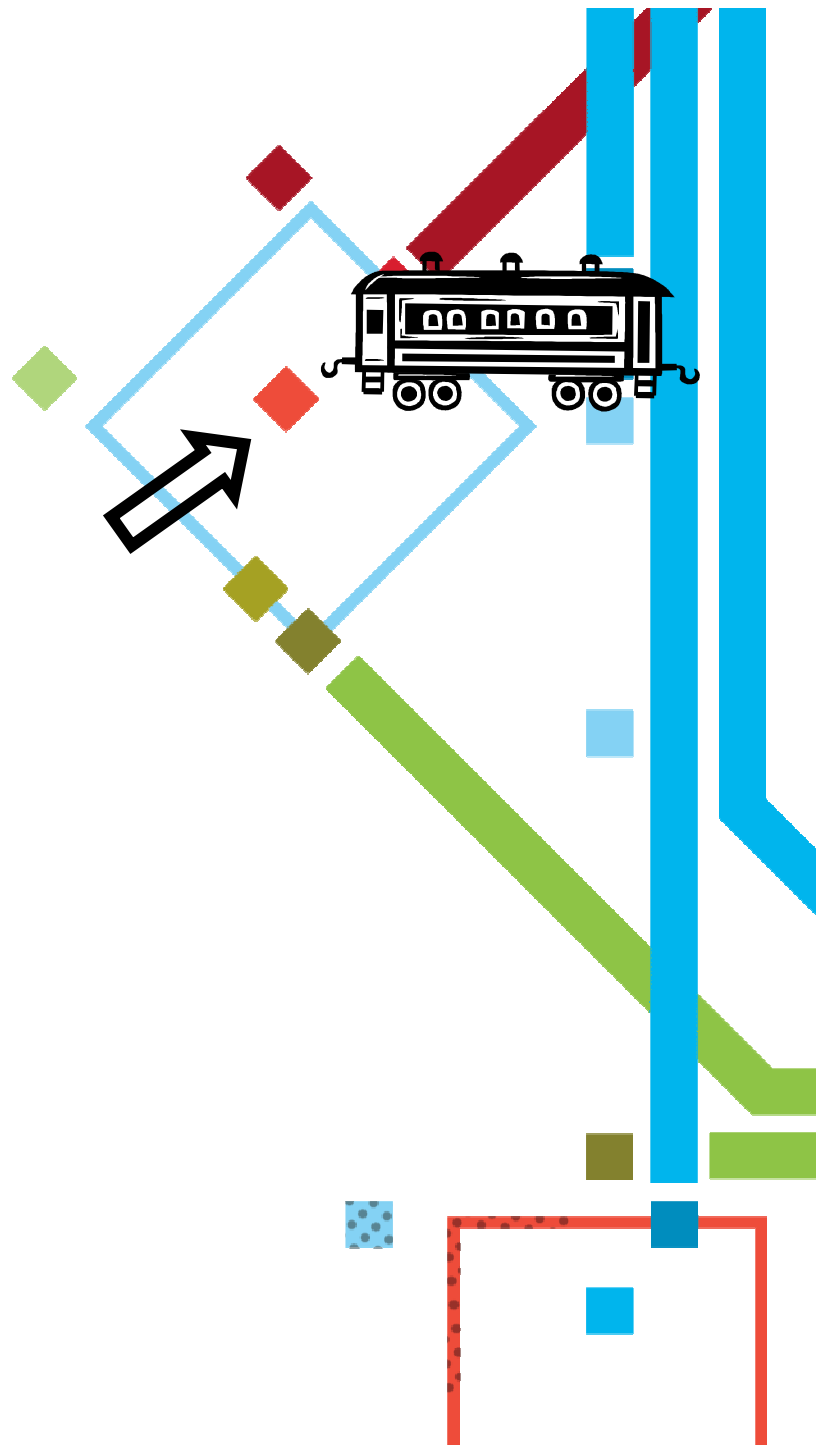
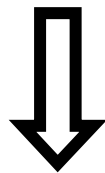
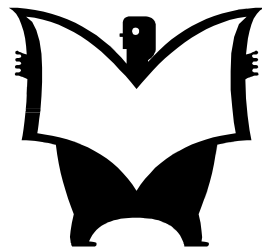
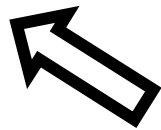
Customize your Dashboard
How to easily customize your dashboard style



Set your Preferences
How to easily set your preferences

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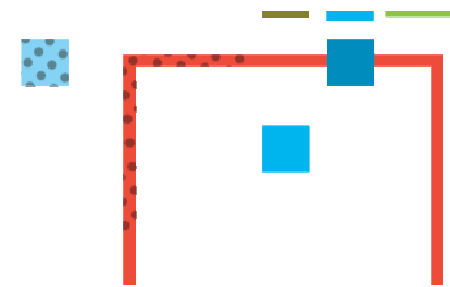


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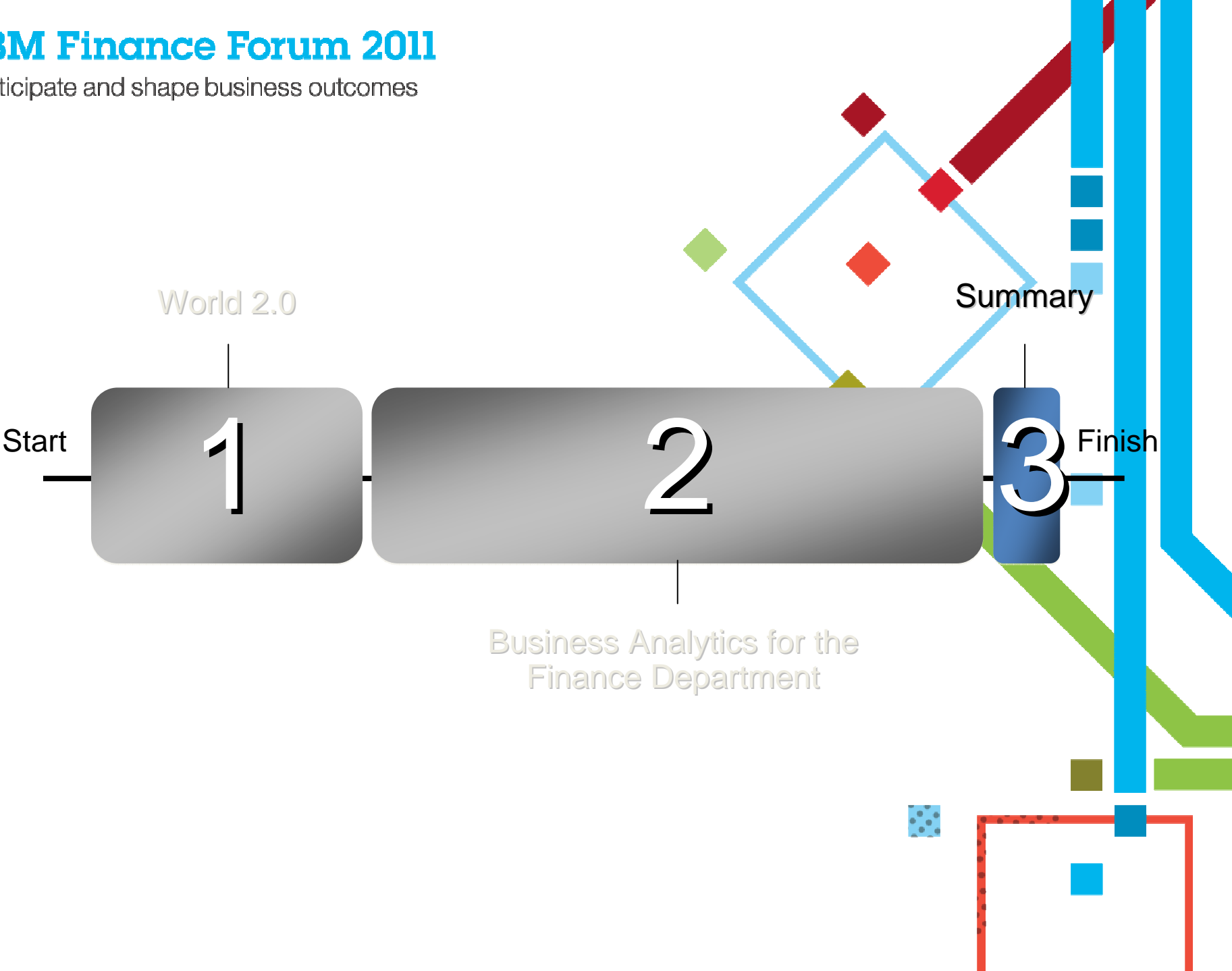
DEMO

Active Reports
Anywhere

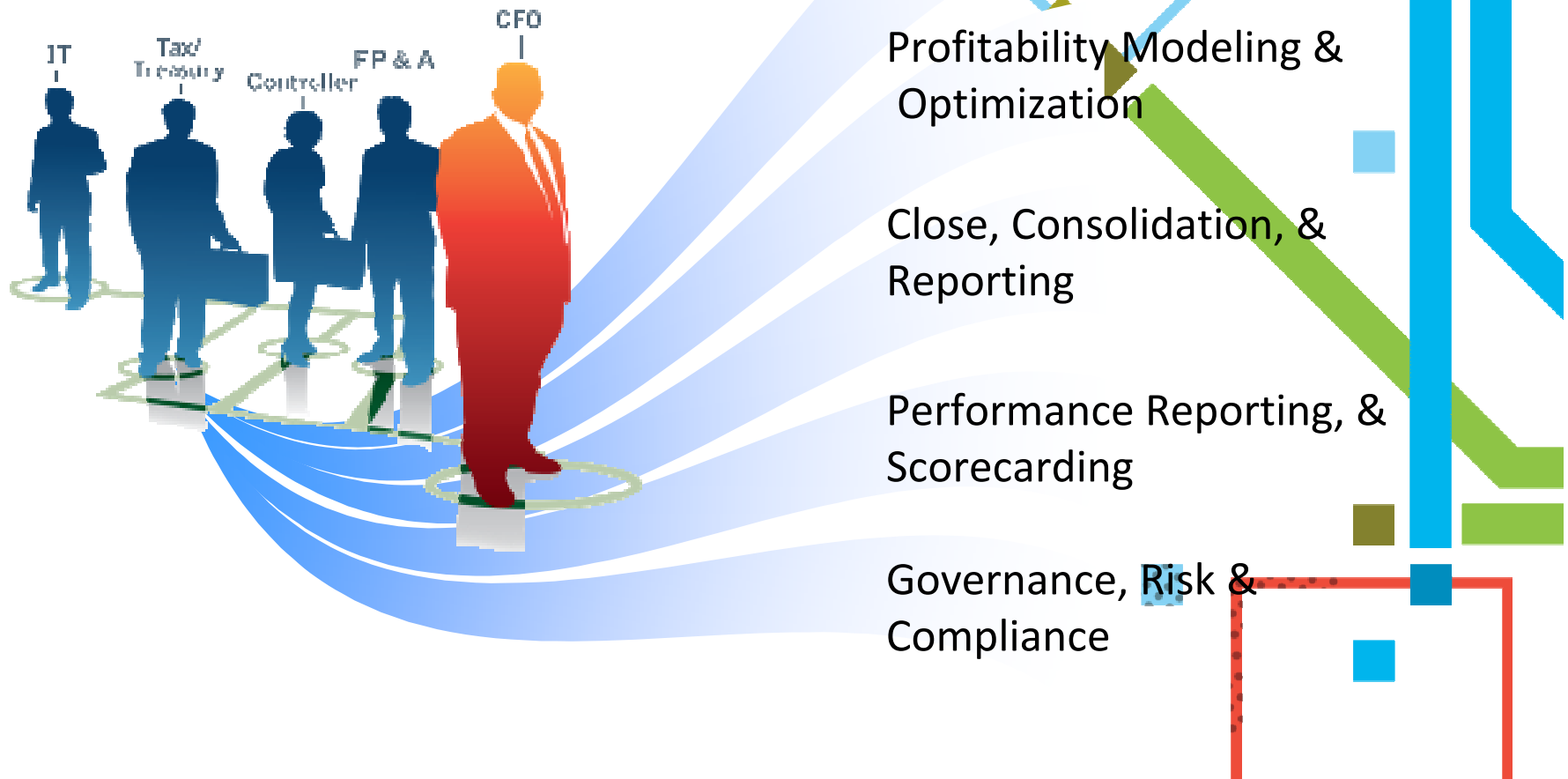


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Addressing critical processes in finance



IBM Business Analytics in Romania

Heidi Chocolat

Raiffeisen Bank

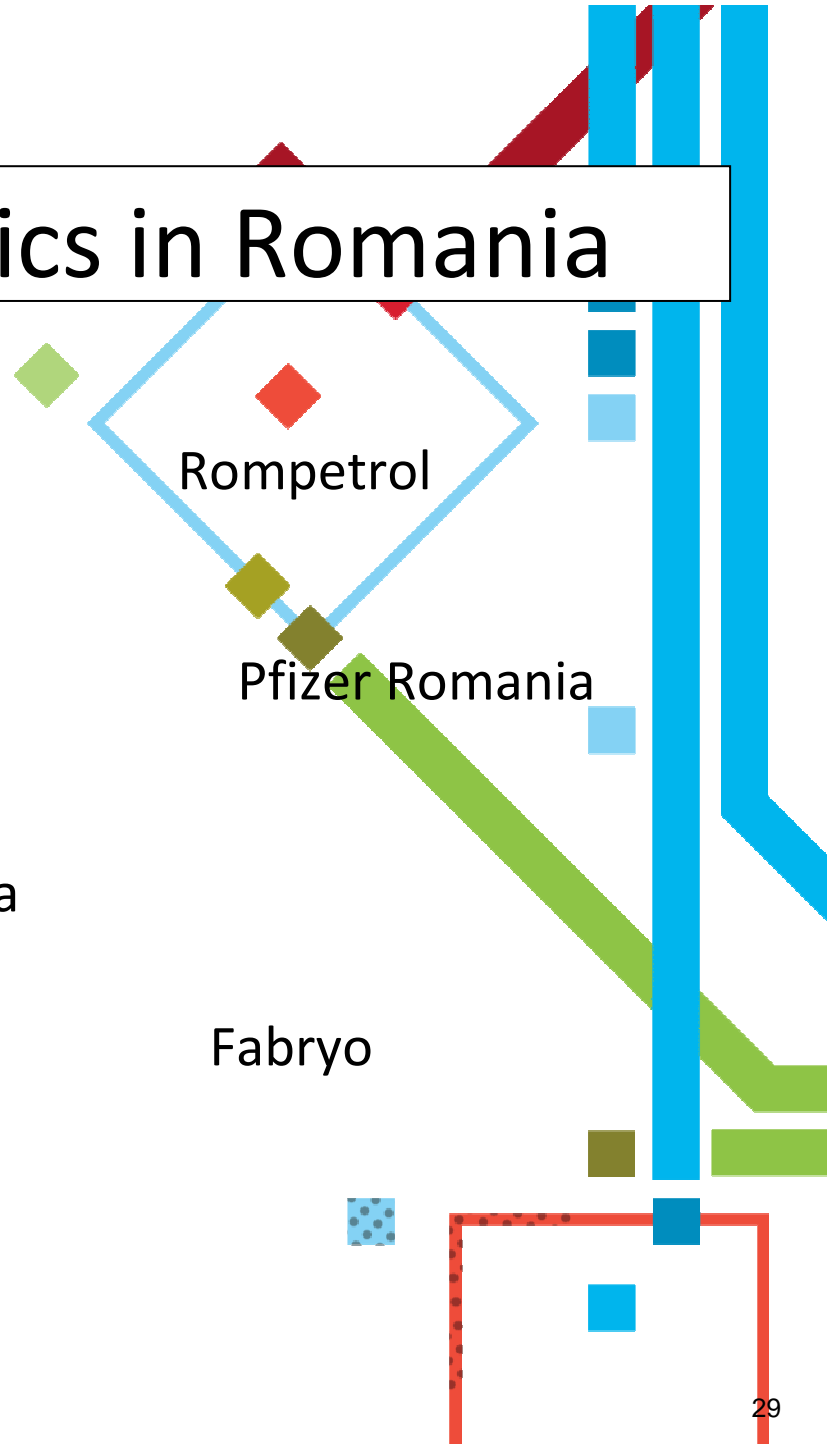
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It's your turn now!

