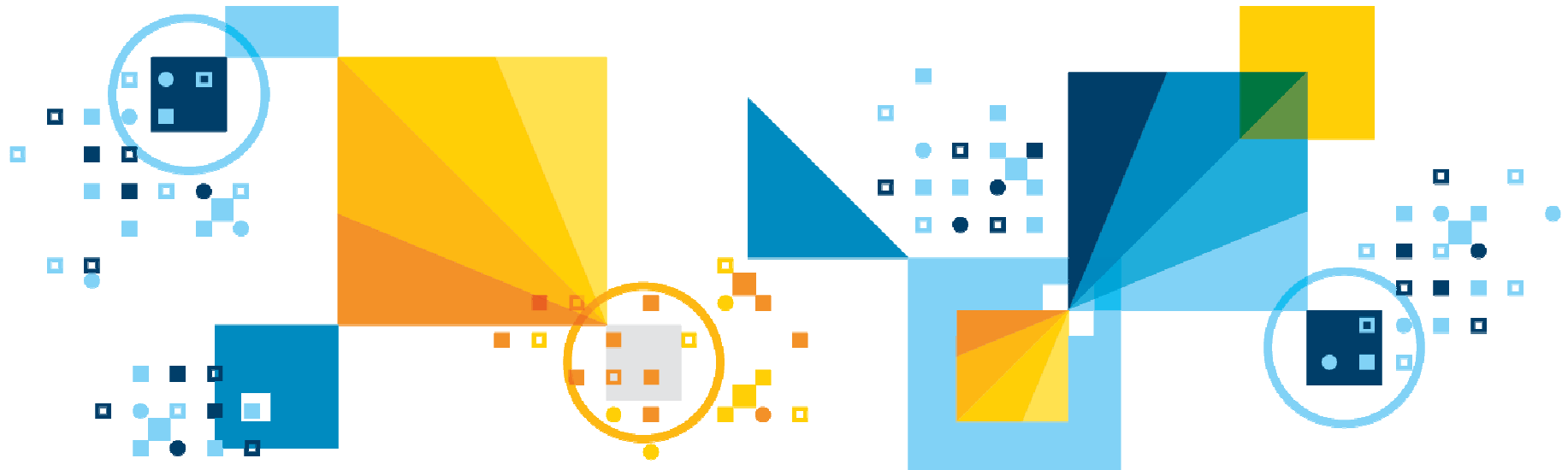


IBM Analytics Solutions



What distinguished CIOs from outperforming organizations over underperforming organizations?

Big data platform based on a scalable, extensible information foundation

+163%

Use big data to identify new products and services

+118%

Big data efforts to gain insights from the interaction of external and internal data

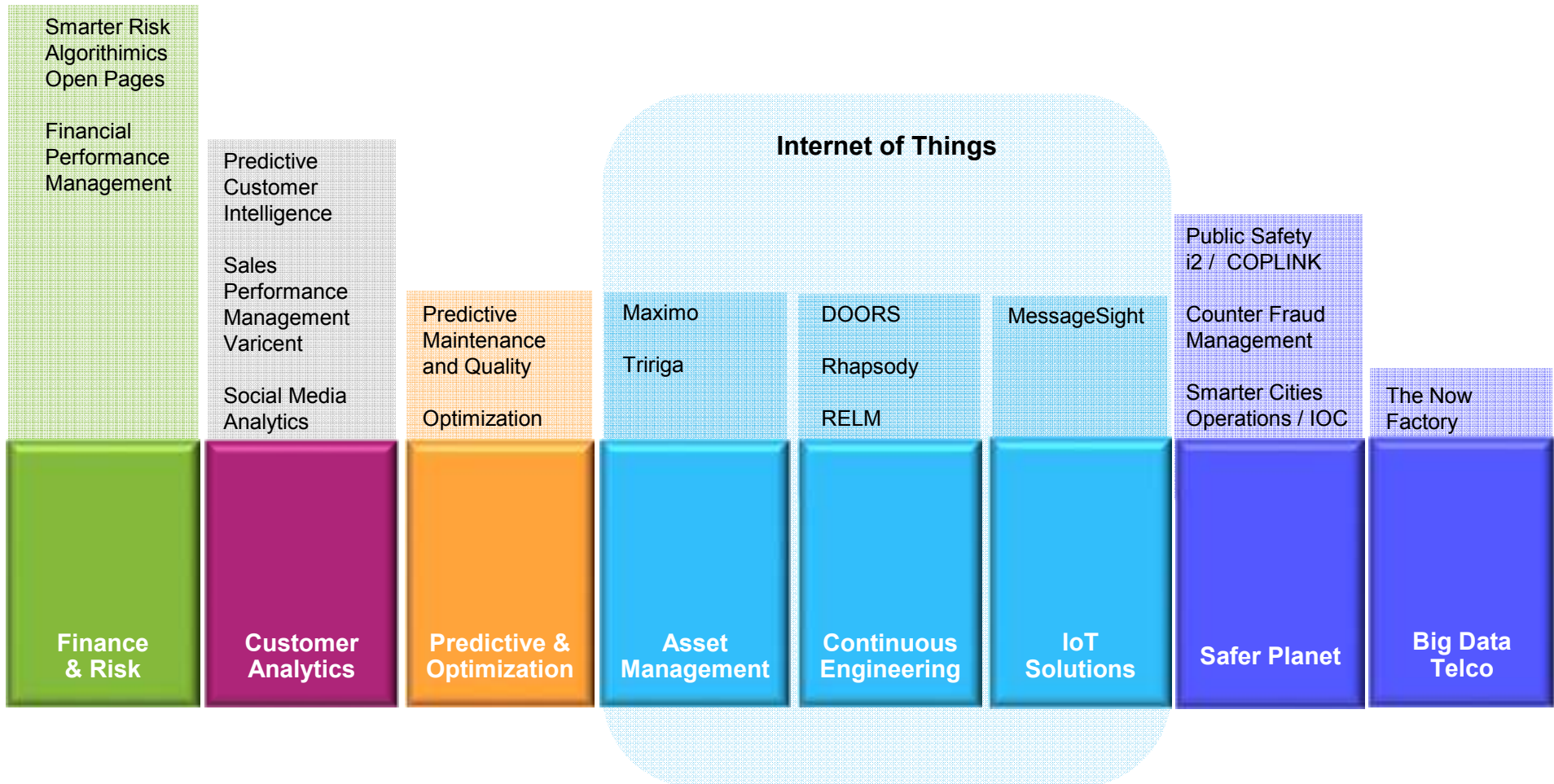
+96%

Integrate internal and external data for deep insights

+81%

High level of customer understanding

+61%



Forward Looking Business Intelligence

Know the past, understand the present, shape the future.

Analysts
Discover Opportunities
Uncover Risks

Managers
Decide with Confidence

Executives
Transform the Business

Deploy Anywhere - Desktop/Web/Mobile - Dashboards & Reports - Self-service or Professionally Authored

Discover



Report

Metrics/KPI's

Analysis/Query

Monitor
Performance

Model

Forecasting

Scenario
Modeling

Plan

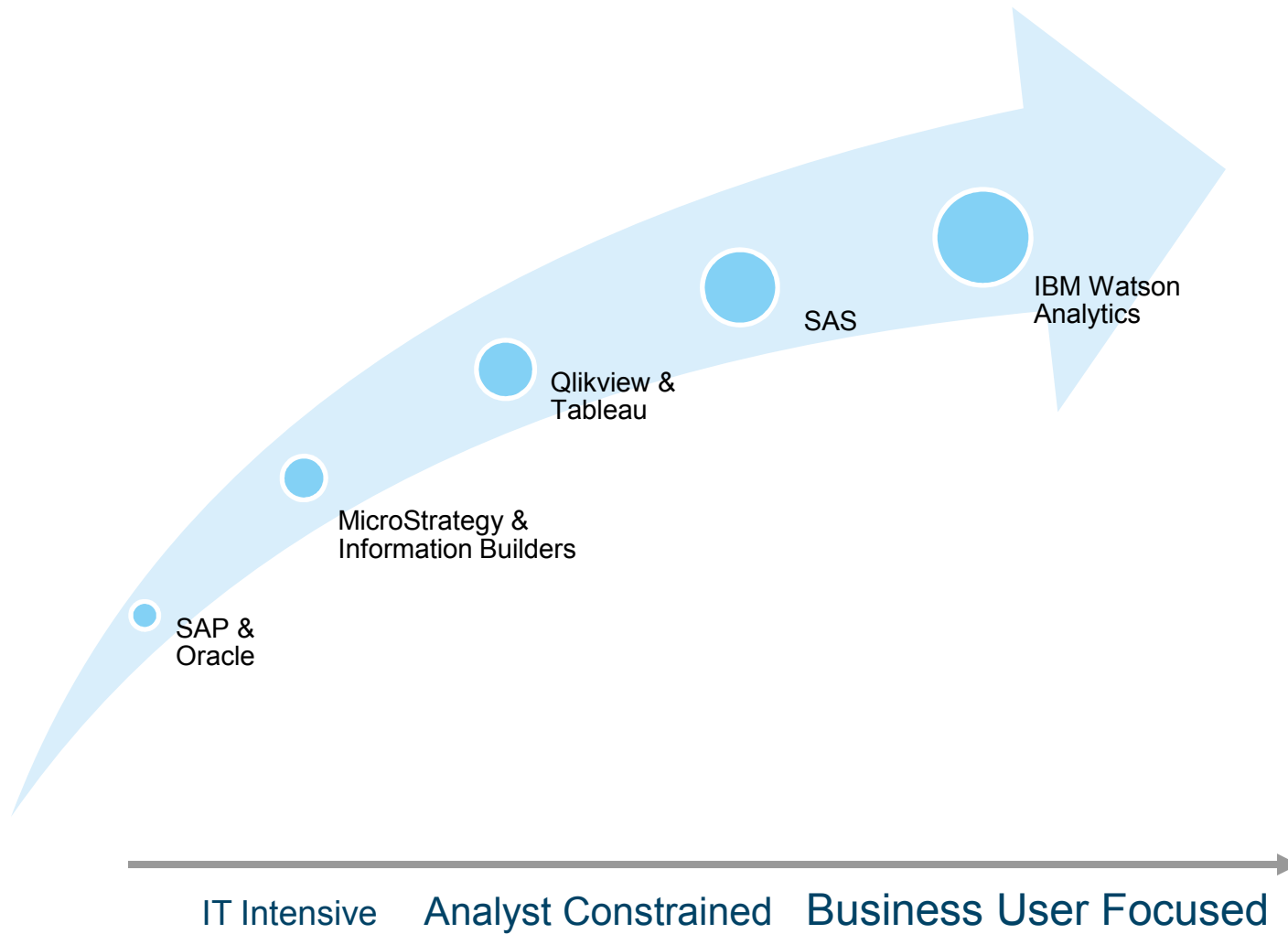
Predict

Drivers/
Associations

Statistics

Data Mining

Transition to smart data discovery



The 2015 Gartner Magic Quadrant

Figure 1. Magic Quadrant for Advanced Analytics Platforms



IBM's vision is strong, as shown by its integration of analytics into business-user-friendly tools, and the recent introduction of SPSS in the cloud.

At IBM we have maintained the level of leadership that our customers have come to expect in advanced analytics.

Now we are making these capabilities available to all business users with IBM Watson Analytics.

What we are hearing from Analysts

“It looks like IBM has leapfrogged what others have done,” Mr. Wiedenbeck CIO of Ameritas said. “It feels like the iPhone of analytics to me.”

NY Times - writer Steve Lohr

Thank You

