



IBM Akıllı Çözümler Sanal Etkinliği

Outperform with IBM Business Analytics

Merve Goral

İş Zekası ve Kurumsal Performans Çözümleri



Today's organizations are facing many **DISRUPTIVE FORCES** fueling the need for analytics

1 The emergence of big data

Creating new opportunities to capture meaningful information from new varieties of data and content coming at organizations in huge volumes and at accelerated velocity



2 The shift of power to the consumer

Creating the need for organizations to understand and anticipate customer behavior and needs based on customer insights across all channels



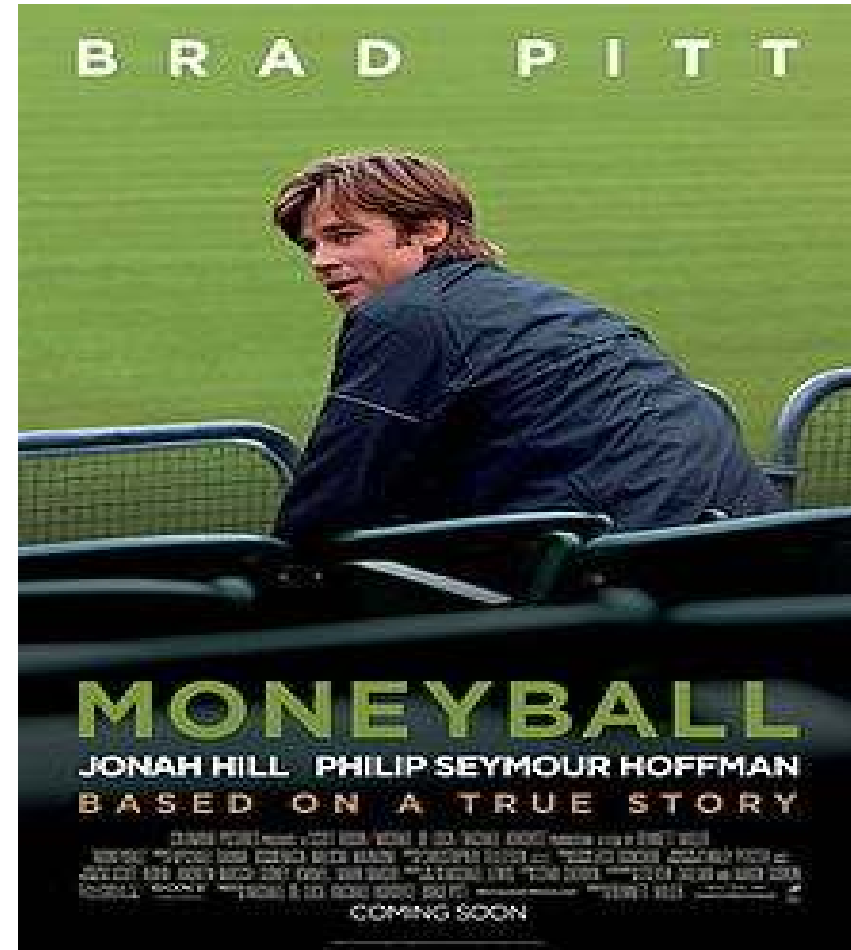
3 Accelerating pressure to do more with less

Creating the need for all parts of the organization to optimize all of their processes to create new opportunities, to mitigate risk, and to increase efficiency



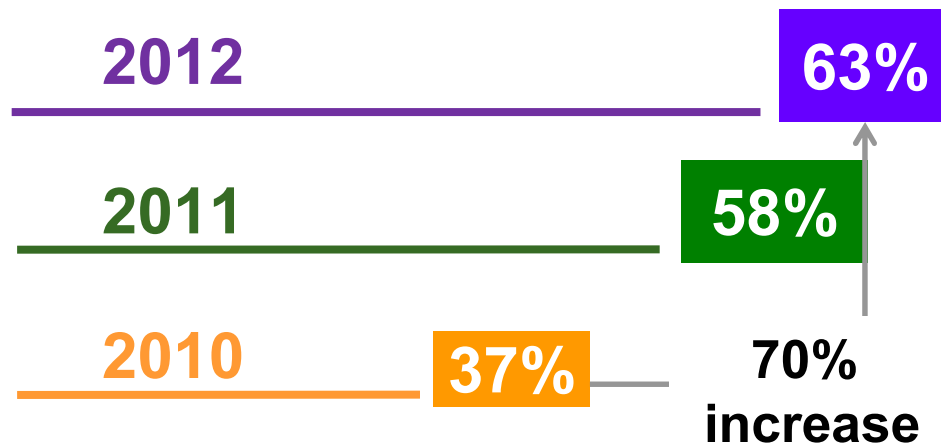
The Art of Winning an Unfair Game

- **Setting the Scene** - At the beginning of the 2002 season Oakland A's was poorest team in baseball league with salary spend of 41M vs New York Yankees's 125M.
- **Central premise** – conventional baseball wisdom was flawed and the success metrics were wrong ie runs batted in, batting average
- **Approach:** By applying analytics and insight to the process Billie Bean and his team came up with new set of success metrics ie on-base %, slugging % and then signed up players which scored well on these metrics.
- **Outcomes:** In 2002 they won 21 straight games and made the play-offs in that year and in 2003.



Analytics has evolved from business initiative to business imperative

Percentage of respondents who cited a competitive advantage from the use of information and analytics^{1,2}

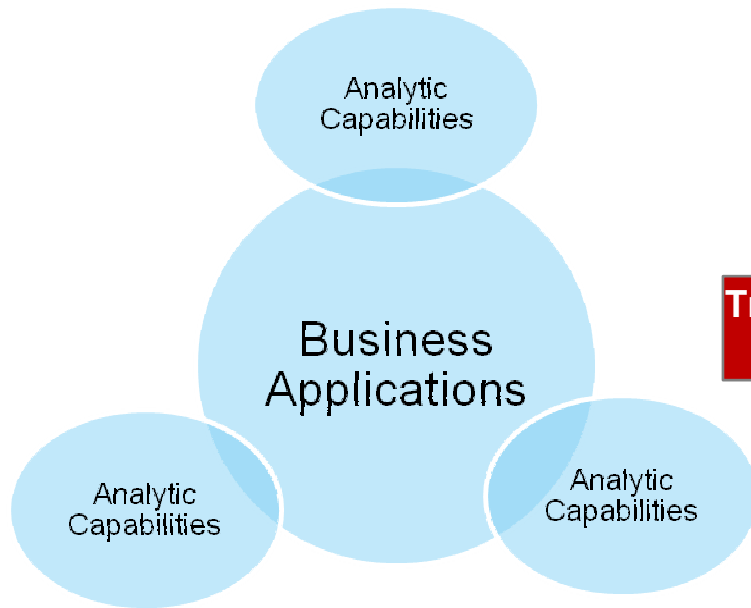


Likelihood of organizations competing on analytics to outperform their peers²

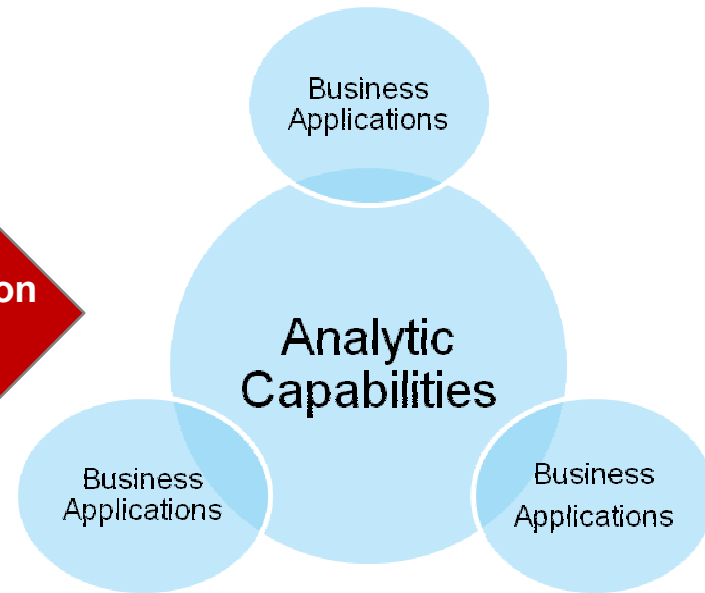


Source: ¹ 2010 and 2011 datasets © Massachusetts Institute of Technology. ² Analytics: The real-world use of big data. 2012 Study conducted by IBM Institute for Business Value, in collaboration with Säid Business School at the University of Oxford.

Application-Centered Today



Business Analytics- Centered Tomorrow



Source: Gartner, 2012



ANALYTIC-DRIVEN ORGANIZATIONS are distinguished by their ability to leverage ...

All information

- All information
- Transaction data
- Application data
- Machine data
- Social data
- Enterprise content

All perspectives

- Past (historical, aggregated)
- Present (real-time)
- Future (predictive)

All people

- All departments
- Experts and non-experts
- Executives and employees
- Partners and customers

All decisions

- Major and minor
- Strategic and tactical
- Routine and exceptions
- Manual and automated



As a result, leaders are **redefining their agendas and reprioritizing investments**

73% of CEOs

are prioritizing investments in customer insights



74% of CIOs

say mobile solutions are part of their vision for increasing competitiveness



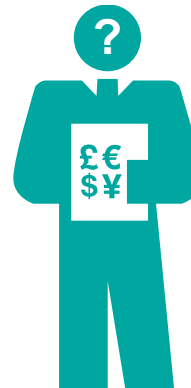
70% of COOs

identify supply chain visibility as the top challenge in delivering on their agendas



82% of CMOs

plan to increase the use of social media



CFOs' role?



CUSTOMER ISSUES & CHALLENGES

Decreasing Loyalty

Consumerization of IT

Intensifying Competition

Social Networking

Soaring Customer Expectations

Increasing Transparency

Globalization

Channel Proliferation and Complexity

Mobile Commerce

Shrinking Wallet Share

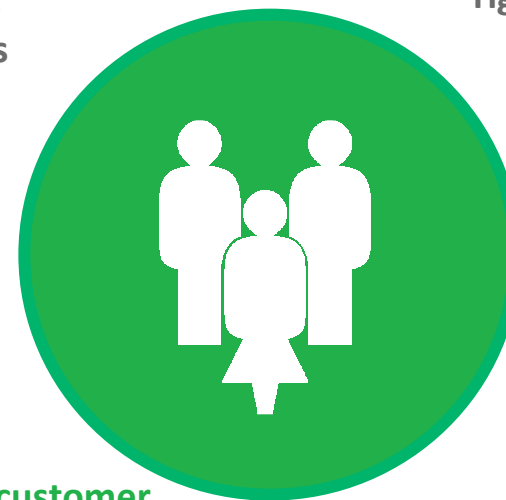




In this **ERA of the EMPOWERED CONSUMER**, organizations are focused on optimizing the customer experience

Understanding and anticipating customer behavior and needs based on customer insights across all channels

Effectively segmenting and targeting customers to deliver the right offer at the right time through the right channel



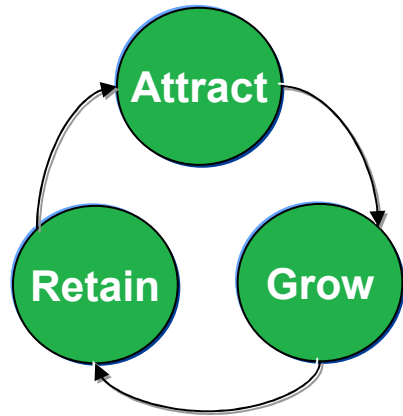
Increasing customer loyalty and retention by preventing churn and turning satisfied customers into advocates

Maximizing customer lifetime value through personalized engagement across multiple touch points



IBM solutions enable organizations to **ATTRACT, GROW** and **RETAIN CUSTOMERS**

Customer Analytics Solutions



Attract

- Reduce wasted acquisition costs due to improved segmentation
- Deliver the right message at the right time and through the right channel

Grow

- Analyze and predict trends in behavior and sentiment to cross-sell/up-sell
- Collect all data regardless of format & location to create 360° customer view

Retain

- Detect customers at risk of churning, deliver right offer to make them stay
- Identify full & near advocates, develop nurture communications strategy

Capabilities	Reporting & Visualization	Data & Text Mining	Statistical Analysis
	Scorecarding & Dashboarding	Predictive Modeling	Business Rules & Optimization
	Real-time Decisions	Forecasting & Simulation	Sentiment Analysis
			Social Analytics





FINANCE ISSUES & CHALLENGES

Volatility

Expense

Risk **Growth**

Reporting

Forecasting

Cash Flow

Shareholders

Revenues

Regulation

Transparency

Uncertainty

Working Capital

Capital

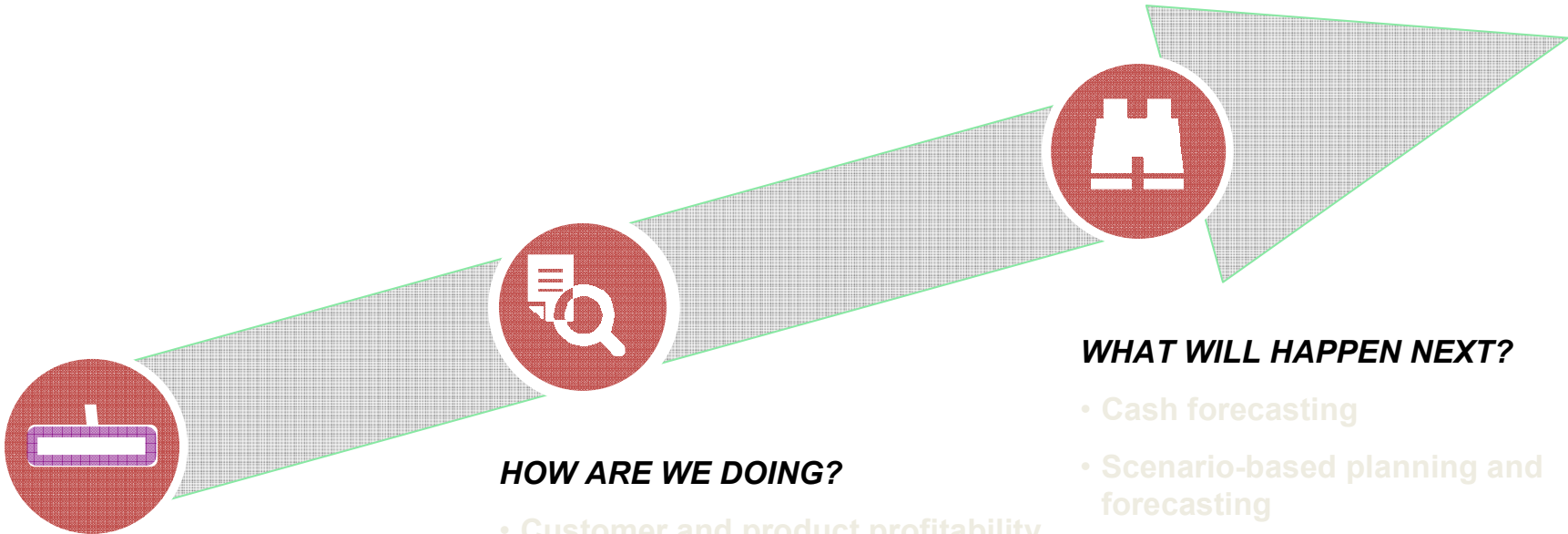
Profitability

Variability





As finance evolves, organizations need to understand **WHAT** happened, **HOW** they are doing, and **WHAT** the future may hold



WHAT HAPPENED?

- Balance sheet, profit and loss, and cash flow statements
- Revenue and cost variance analysis

HOW ARE WE DOING?

- Customer and product profitability
- Spend optimization
- Working capital analysis
- Market, customer, & channel pricing
- Sales and supply chain effectiveness

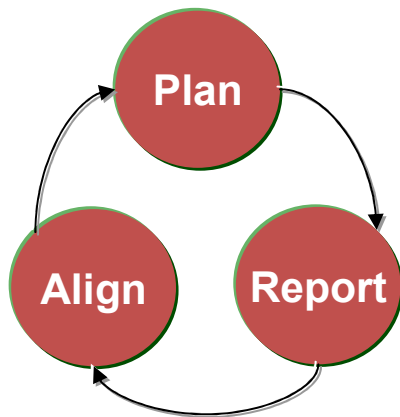
WHAT WILL HAPPEN NEXT?

- Cash forecasting
- Scenario-based planning and forecasting
- Strategic investment decision support
- Volatility and risk-based predictive and behavioral modeling



IBM solutions help organizations **TRANSFORM financial PROCESSES** and drive improved performance

Finance Solutions



Plan

- Improve visibility with driver-based and predictive forecasts
- Rapidly adjust and realign resources

Report

- Deliver fast, reliable performance reports and analysis
- Automate financial close process
- Meet new disclosure and filing mandates (XBRL)

Align

- Define, measure, and adjust strategy with metrics
- Deliver engaging, up-to-the-minute dashboards





OPERATIONAL ISSUES & CHALLENGES

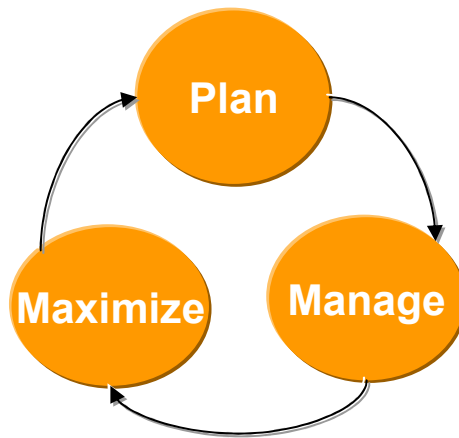
Demand Shaping **Fraud** **Assets** **Processing**
Inventory Real-time Improvement Waste
Abuse **Sustainability** **Supply** **Price Volatility**
Optimization
Efficiency **Costing** **Variability** **Compliance**





IBM operations solutions help plan, manage, & maximize to **INCREASE EFFICIENCY AND PROFITABILITY**

Operations Solutions



Plan

- Allocate future expenditures in most efficient manner
- Ensure the right quantity of the right product is available at the right time and location

Manage

- Enhance existing operational processes
- Improve employee productivity and effectiveness

Maximize

- Extend longevity of infrastructure and equipment
- Improve asset and employee performance

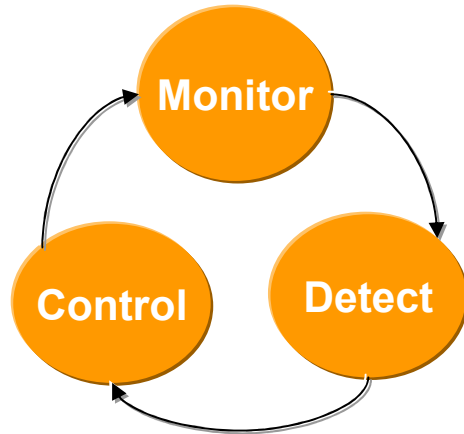
	Reporting, Analysis, & Predictions	Data & Text Mining	Predictive Analytics	Statistical Analysis
Capabilities	Scorecarding & Dashboarding	Planning, Budgeting & Forecasting	Business Rules & Optimization	
	Modeling	Real-time Decisions	Forecasting & Simulation	Resource Optimization





IBM threat & fraud solutions help organizations **TRANSFORM PROCESSES** and drive improved performance

Threat & Fraud Solutions



Monitor

- Gain insight into your environment
- Incorporate a wide variety of data from multiple sources

Detect

- Automate the identification of suspicious behavior
- Applicable to a wide range of threats, information breaches, crime & fraud

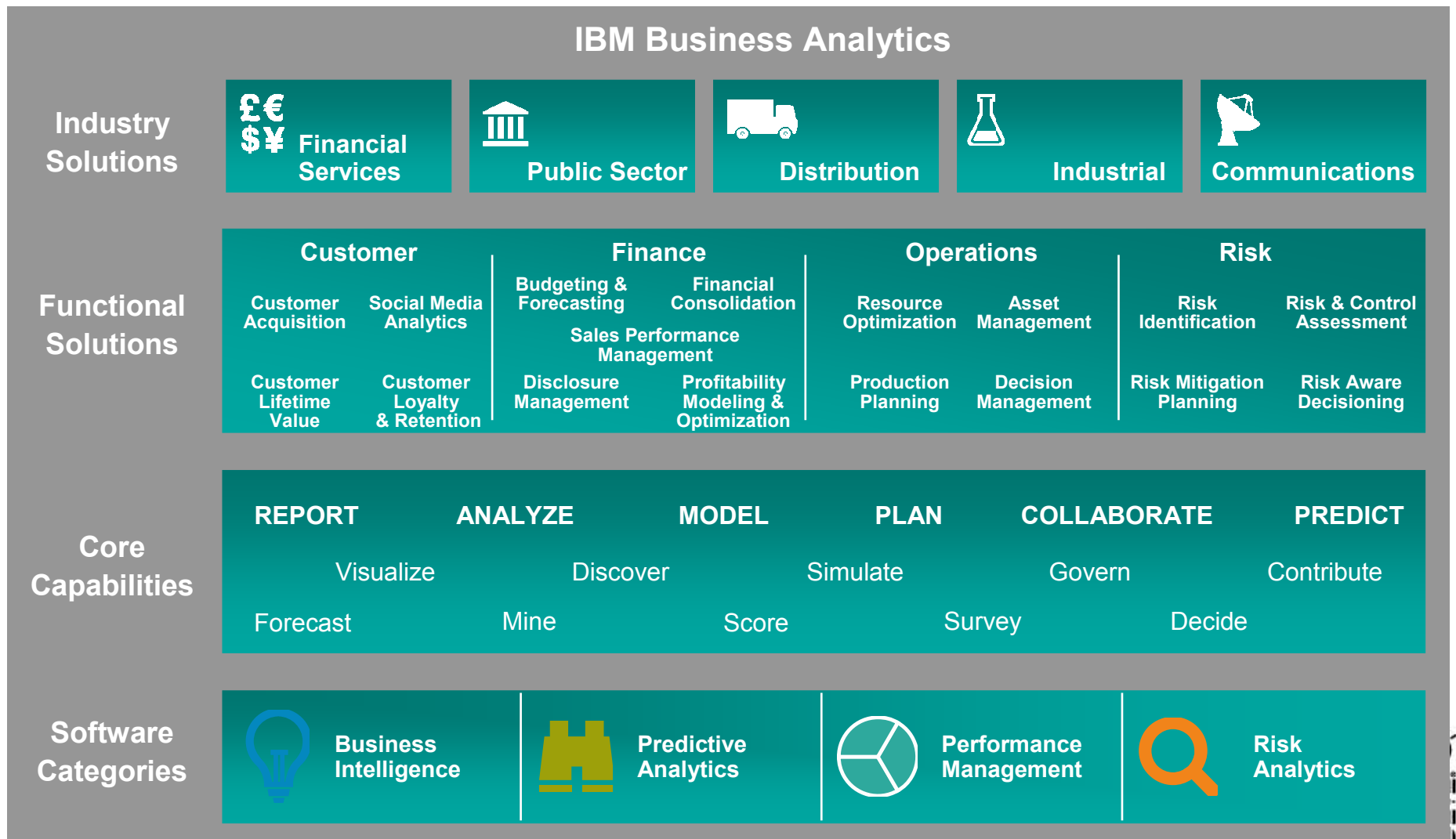
Control

- Deliver the best response to reduce exposure or loss
- Maximize the impact of the action taken





IBM delivers the broadest Business Analytics portfolio to drive better business outcomes





IBM Business Intelligence

Transform data into meaningful information to help organizations make the best business decisions

- Provide users with reporting, analysis, modeling, planning and collaboration capabilities to explore information, analyze key facts and make decisions
- Support every type of user with capabilities for the office and desktop, on mobile devices, online and offline
- Compare historical, current and predictive results side by side
- Integrate “what-if” analysis to compare alternative scenarios to determine the best action
- Adapt to the changing needs of the business and IT with flexible deployment options

Analytics in the hands of everyone

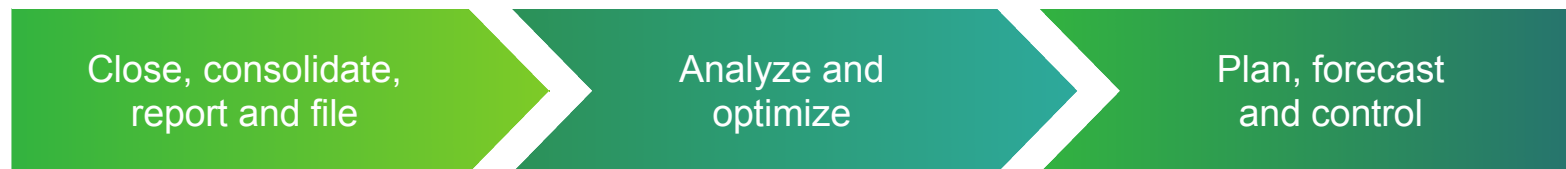




IBM Performance Management

Guide management strategy in the most profitable directions with timely, reliable insights, scenario modeling and transparent reporting

- Link financial and operational plans through driver-based models.
 - Guarantee the quality and accuracy of financial numbers for timely, sustainable compliance.
 - Track performance against strategic objectives.
 - Perform “what-if” scenario modeling and create flexible rolling forecasts.
 - Replace rigid budgets with continuous planning—daily, weekly, or monthly
- Performance reporting and scorecarding**





IBM Predictive Analytics

Discover patterns and associations and deploy predictive models that optimize decision-making

- Enable data and predictive modeling to guide front-line interaction
- Uncover unexpected patterns and associations from all data within your organization
- Perform advanced analytics, data mining, text mining, social media analytics and statistical analysis
- Use customized functionality for different skill levels
- Deliver optimized decisions to your operational systems and decision makers.

Optimized decisions made possible

Customer Analytics

Acquire
Grow
Retain



Operational Analytics

Plan
Manage
Maximize



Threat & Fraud Analytics

Monitor
Detect
Control



Why choose IBM Business Analytics?



Unrivaled

- Analytic capabilities that are dually specialized to the task and interconnected to allow shared insights across the organization
- Analytics capabilities that scale from small and midsize businesses to enterprises



Comprehensive

- Analytic capabilities for all decisions all people, all data, when and where you need them
- Multiple delivery options, including appliances, hardware, cloud and mobile



Innovative

- Nearly 600 analytics patents a year and first in overall patent ranking for the past 19 years
- Next-generation analytics systems that are able to reason and learn



Proven

- Recognized technology leader with superior R&D wins and a significant number of analytics innovation use cases
- More than 20,000 analytics engagements and 9,000 dedicated analytics consultants around the globe





IBM brings the **deepest experience and broadest set of capabilities** to guide you on this journey

Unrivaled expertise and capabilities

- More than **120,000 consultants** based in over **170 countries**
- Deep expertise in **17 industries** and across functions like finance, HR, supply chain, and IT services
- **Three-tier delivery model**—spanning on-site, globally integrated capabilities and centers of competency to meet shifting client needs around the world
- Robust **business process sourcing** including marketing, finance, human resources, procurement and supply chain
- **Unmatched software portfolio** enhanced with \$17B in acquisitions since 2005

Proven transformation success

- **Leader rankings in Business Consulting, Strategy Consulting, Finance, Software and others** as assessed by Gartner, Forrester, IDC and 13 other analyst firms from 2011 to 2013
- Predictable and compelling business outcomes delivered through **thousands of engagements** around the world
- Delivered **\$8 billion in productivity gains** over the last ten years of IBM's own transformation, driving efficiency and fueling our growth strategy
- **Assessment services and accelerators** to jumpstart and expedite business value

Breakthrough research and innovation

- A leader in technology for over **100 years** with **Nobel Prize-winning innovation**
- First-of-a-kind breakthrough innovations including **IBM Watson**
- **Analytics Solution Centers** delivering new capabilities at the intersection of mobile, social, analytics and cloud
- Award-winning thought leadership and insight from **IBM Institute for Business Value**, developed based on face-to-face interviews with **thousands of finance and C-suite executives**