



Mądrzejszy Świat
– lepsza perspektywa



Building a Smarter Planet: New Intelligence

*Discovering
Breakaway Success Through
Information and Analytics*

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VP Information Management
IBM Software**

SMARTER PLANET

8 czerwca 2010 r., Warszawa

Razem zbudujemy Mądrzejszy Świat!



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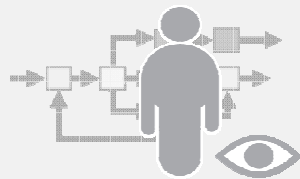
A new kind of intelligence for a Smarter Planet. Imagine if you could...

*...predict
infection in
premature
newborns 24
hours earlier?*

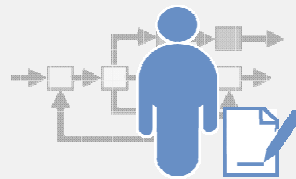
*...apply social
relationships of
mobile customers
to prevent churn?*

*...adjust credit
lines instantly as
transactions are
occurring to
account for risk
fluctuations?*

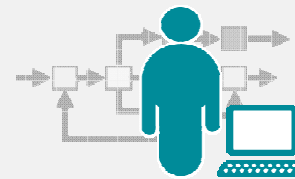
*...determine who
to offer discounts
to at time of sale
instead of
offering to all?*



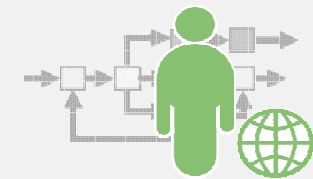
Physician



*Telco Call
Center Rep*



Loan Officer



*Retail Sales
Associate*

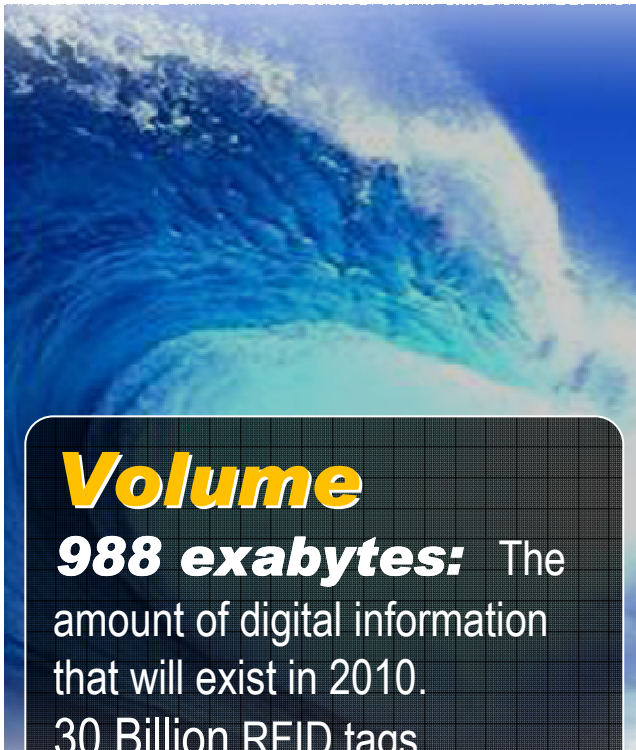




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The world is becoming more instrumented, interconnected and intelligent, resulting in an explosion of information...



Volume

988 exabytes: The amount of digital information that will exist in 2010.
30 Billion RFID tags
2 Billion people on the web



Variety

80% of new data growth is generated largely by email, with increasing contribution by documents, images, and video and audio.



Velocity

77% of executives say they do not have real-time information to make key business decisions.

Source: Various IBM and Public Studies

Razem zbudujemy Mądrzejszy Świat!





Yet many organizations are operating with blind spots...

1 in 3

Business leaders frequently make decisions based on information they don't trust, or don't have

1 in 2

Business leaders say they don't have access to the information they need to do their jobs

\$5.7M USD

Lost time reformatting information between applications

\$5.3M USD

Lost time searching for the right information

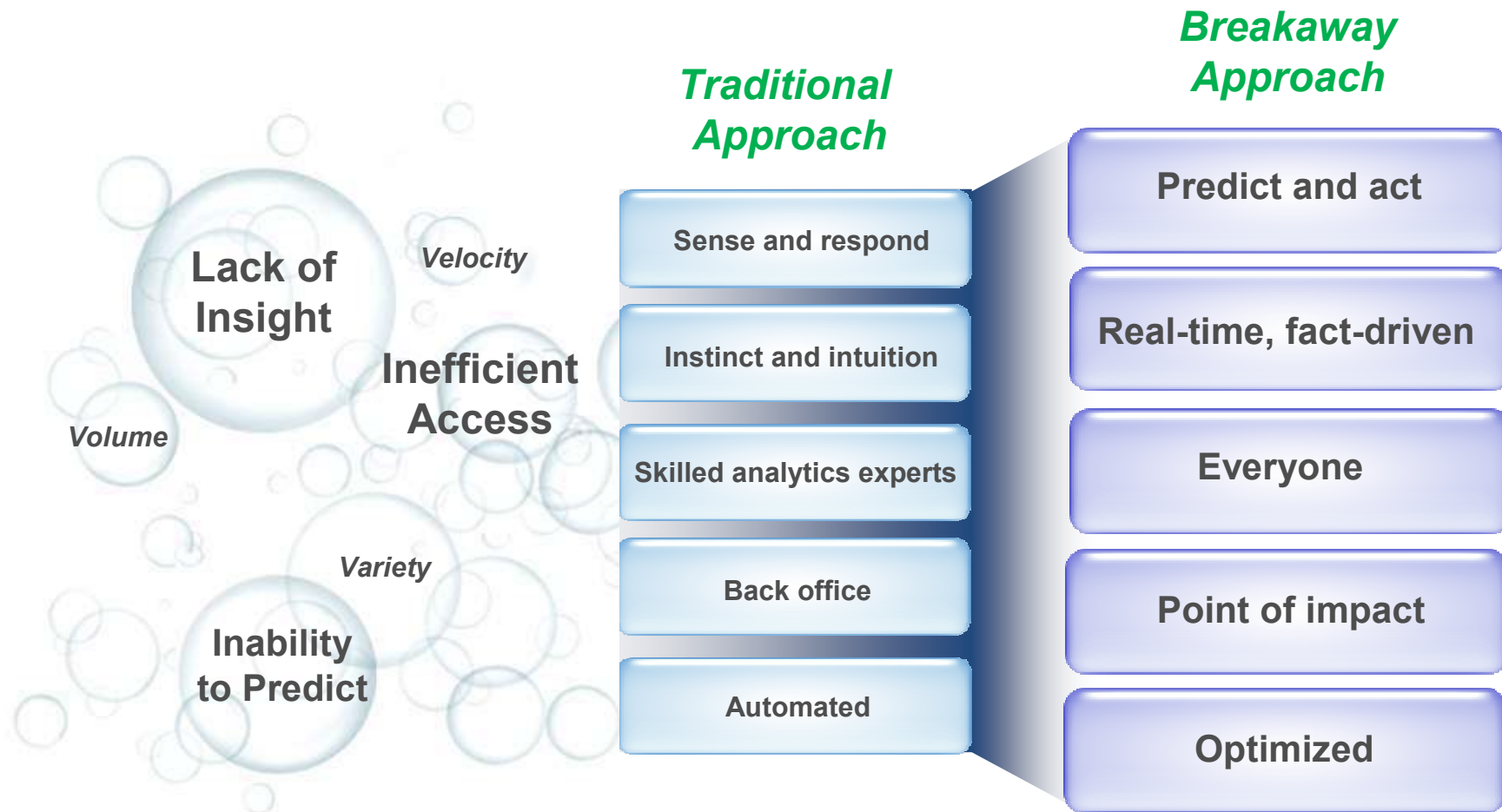
Annual cost per 1,000 knowledge workers

Sources: IBM: Break Away with Business Analytics and Optimization Study; IDC



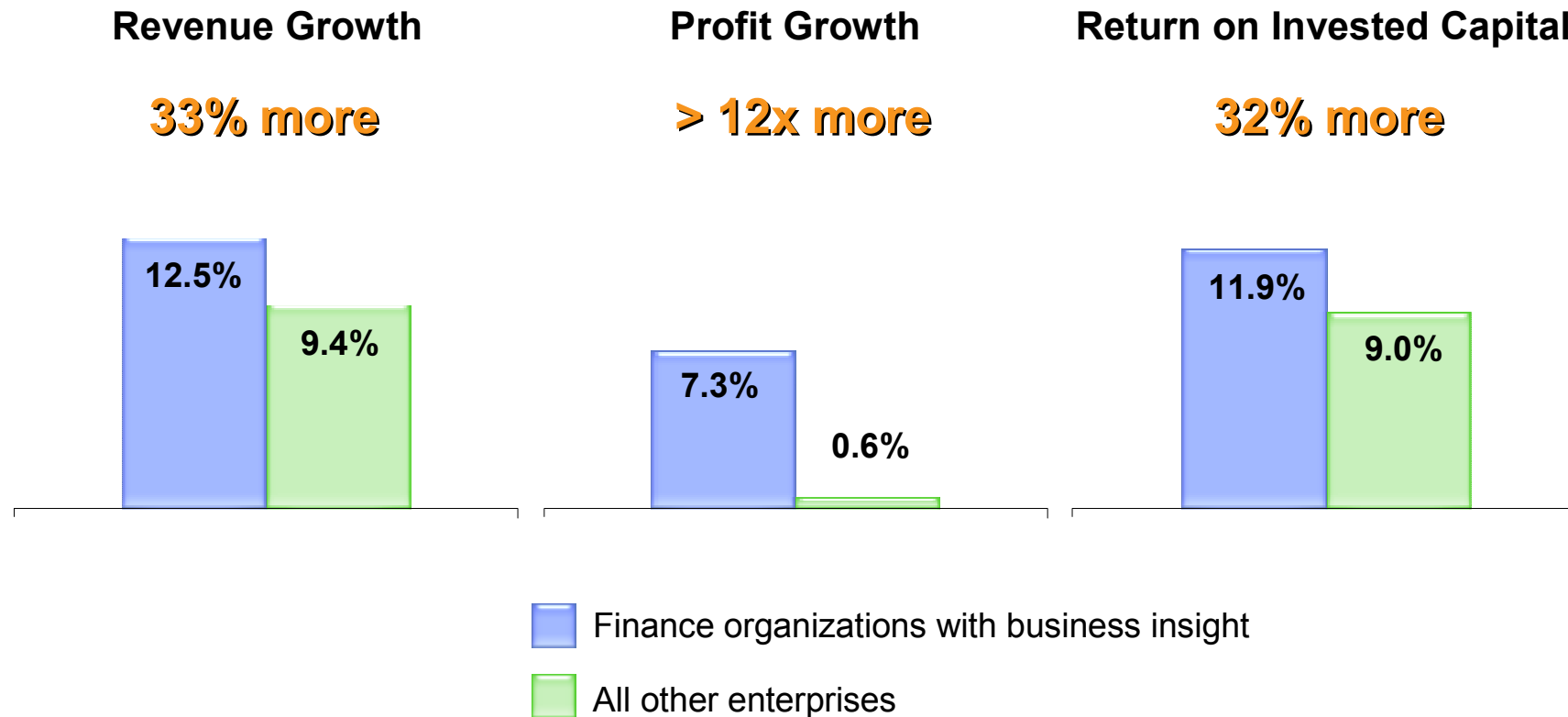


Best performing organizations are discovering new ways to optimize decision making and actions ...





Organizations that invest in business insight consistently outperform their competitors



Source: IBM Global Business Services, The Global CFO Study 2010
Revenue, EBITDA Growth: 5 yr CAGR ('04-08); ROIC: 5 yr Avg (04-08)





Organizations are applying information and analytics today to optimize performance

Challenge

- Understand strength of relationship with 100 Million Subscribers (3 Billion calls/day) supported by 1.3M retailers
- Target new customers in rural India; sell add'l services to existing customers
- Manage investments for rapid growth

Solution

- A flexible platform for centralized management of information; deliver localized, targeted offers and services.
- IBM Hardware, Software, Services

Business Benefits

- Information and applied analytics drive more informed real-time decisions and actions
 - My Airtel, My Offers – optimized plans unique to a customer
- Processing 3 to 4 million new customers each month - time to activate new accounts reduced by 90%
- Business processes and infrastructure optimized through predictive capabilities





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Business optimization delivers new opportunities to create value and lower costs

Create Value...

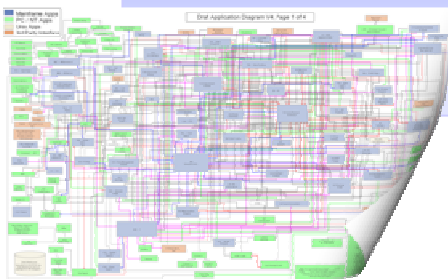
Can I get just the right information & insight to the right people in the context of what they are doing?
Executives? Business Analysts? Call Centers? Customers? Web?



Lower Costs...

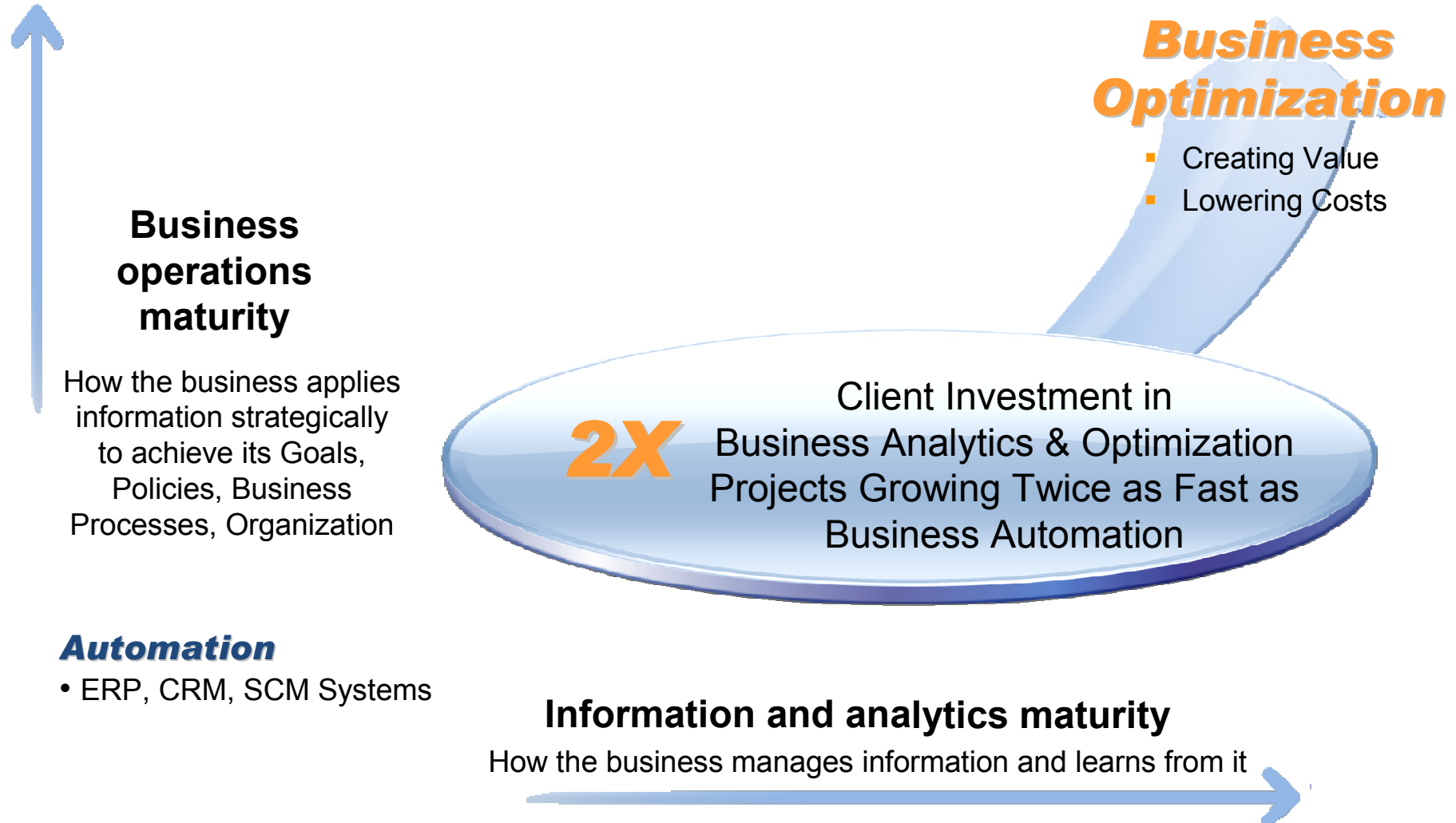
I have thousands of databases and content repositories.

Can I find what I need?
Can I get it all organized?
Can I decommission data?





Transforming business through information and analytics is a journey





Accelerating business optimization...

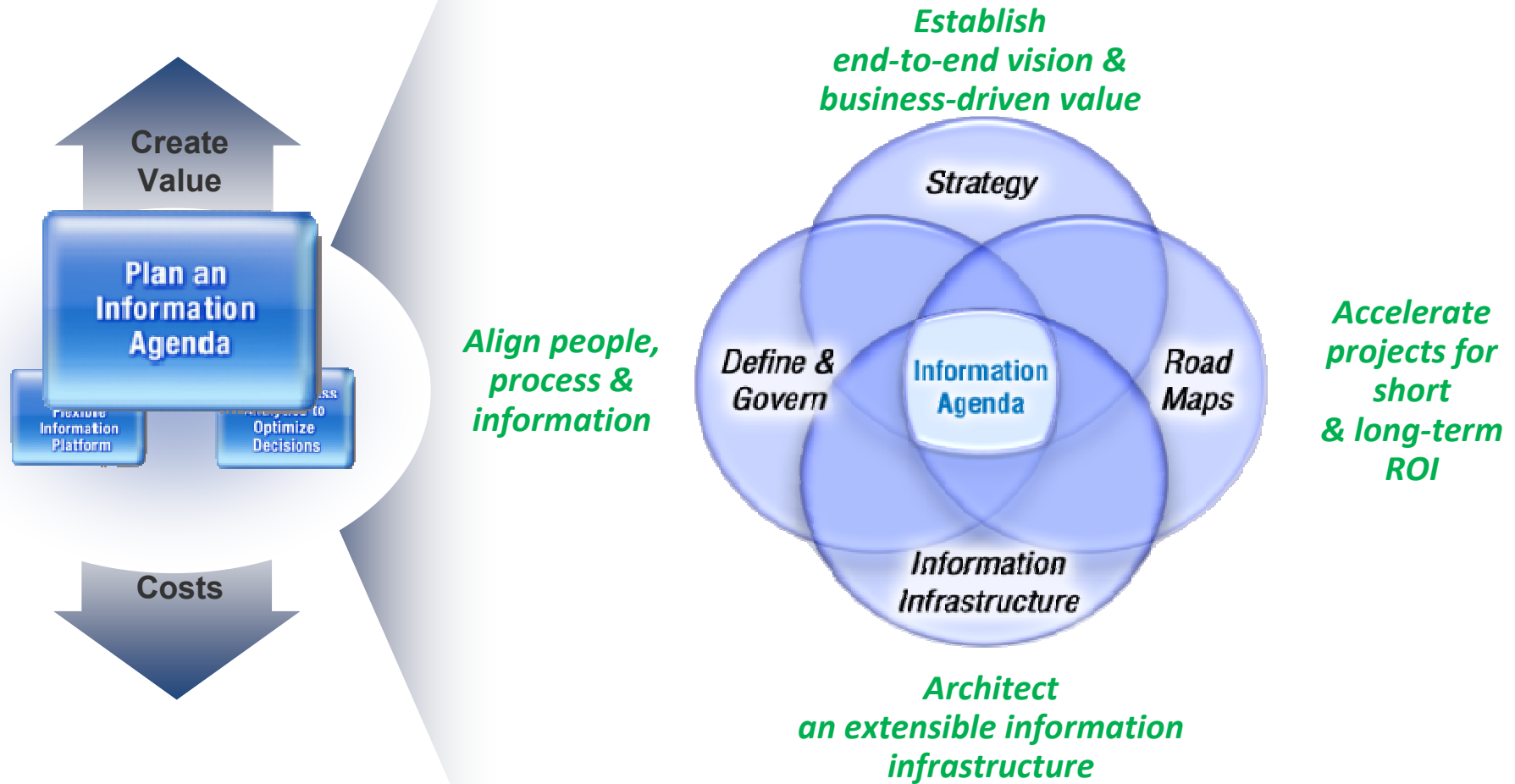


*An Industry Context &
Technology Innovation to
Accelerate the Journey*





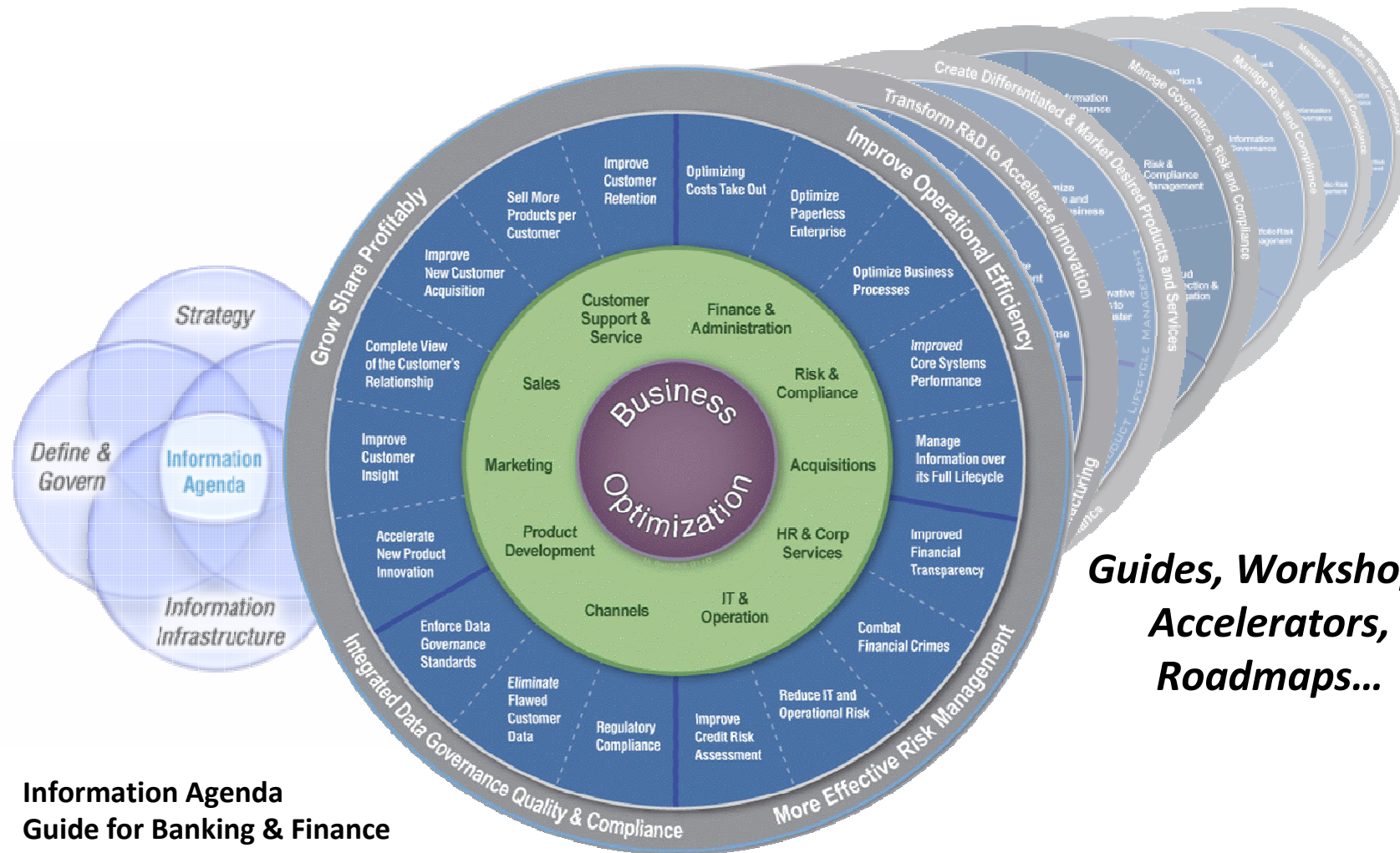
Information Agenda: A proven, industry/function-specific approach for aligning information with business objectives





Information Agenda

Strategy, Roadmaps, Information Agenda Guides



Information Agenda Guide for Banking & Finance

Guides, Workshops, Accelerators, Roadmaps...





Accelerating business optimization

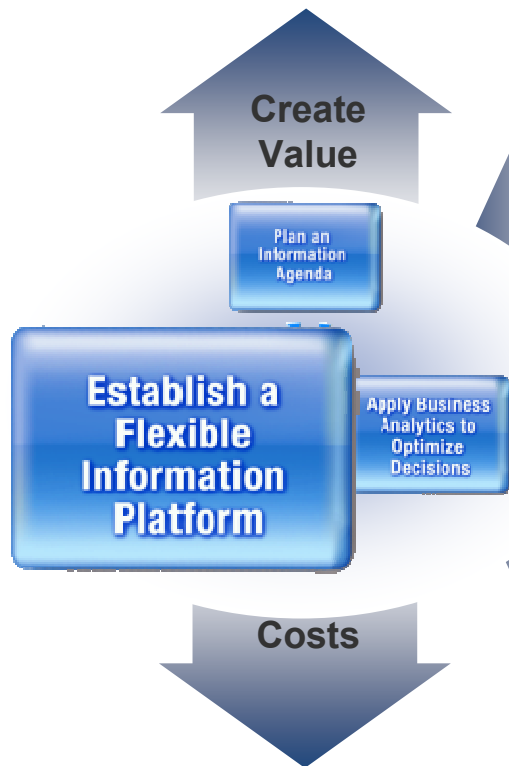




Accelerating business optimization

Manage data over its lifecycle - create, manage, govern and deliver trusted information:

- *Information quality, single view (MDM & WHSE)*
- *Information protection, compliance and Advanced Case Management*
- *Information Lifecycle Management*

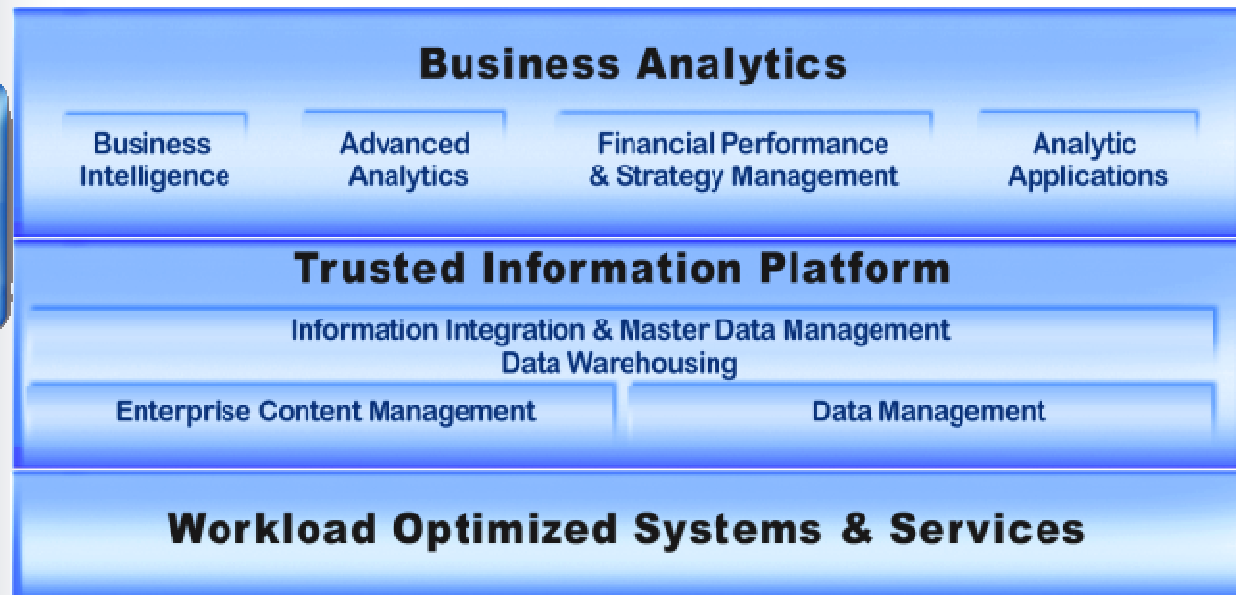




Accelerating business optimization

Deliver actionable insights through an intuitive, integrated and open platform for improved decision making.

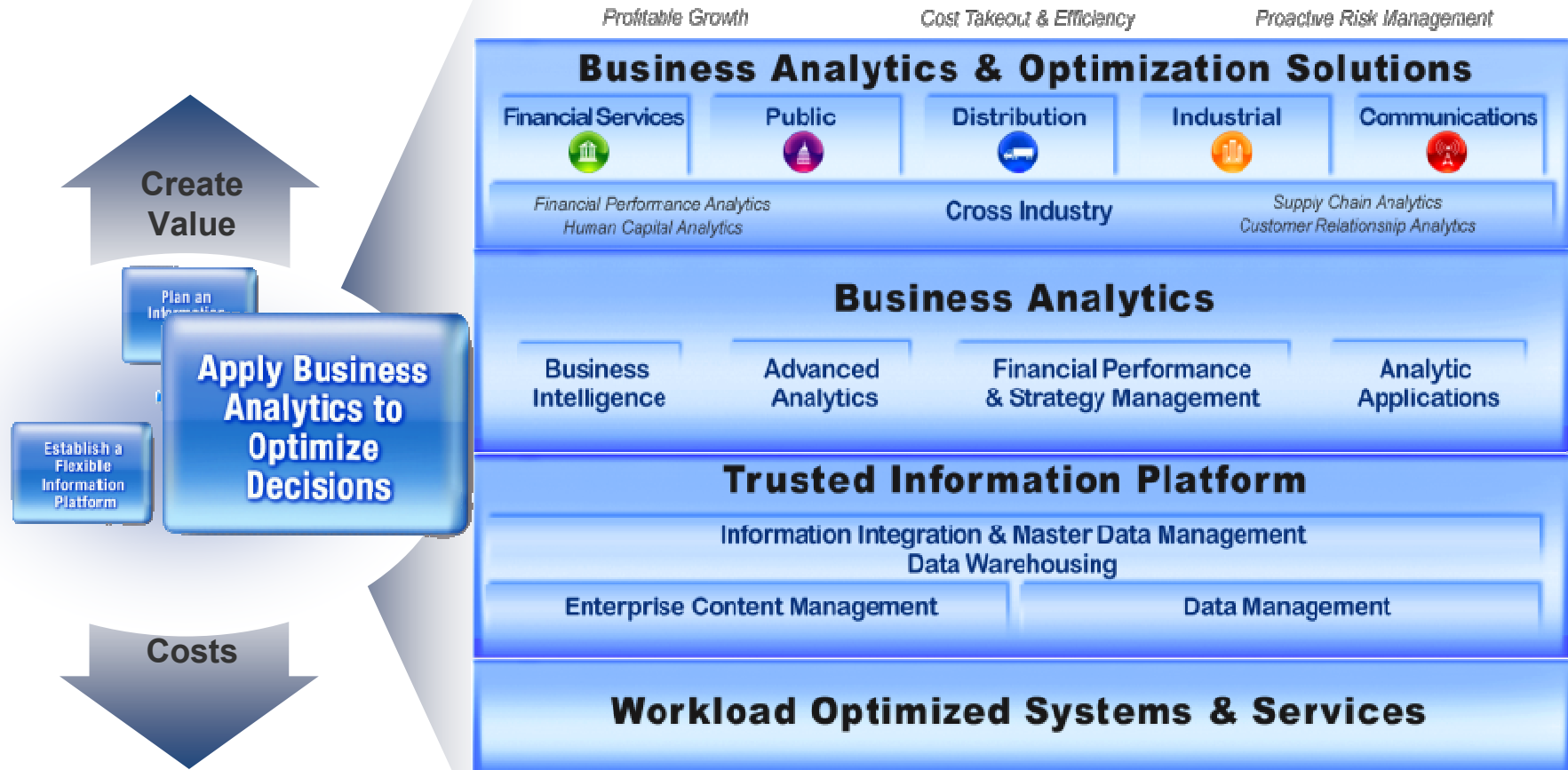
*Provides the ability to answer...
What's happening? Why? What's likely to happen?*





Accelerating business optimization

Solutions tailored to industry- and function-specific needs





IBM Global Business Services Business Analytics and Optimization

Business Know-How

- 5,000+ Dedicated Consultants
- Industry Solutions Portfolio; 100+ Industry/Cross Industry Analytics Assets
- 7 Analytics Solutions Centers Worldwide



Industry Solutions	Industry Specific Analytics	Banking	Telco	Government	Healthcare	+++
Cross Industry Solutions	Function Specific Analytics	Customer Analytics				
		Financial Analytics				
		Supply Chain Analytics				
		HR Analytics				
Cross Enterprise Analytics	Cross Enterprise Analytics	Costs Takeout & Efficiency				
		Proactive Risk Management				
		Profitable Growth				

- BAO Strategy
- BI & Performance Management
- Advanced Analytics & Optimization
- Enterprise Information Management
- Enterprise Content Management





The result: Organizations have the insight to act with confidence



European Insurance Agency:

Applying analytics to spot trends, changes, risk levels by person, region across its network in real time; avoiding risks leads to more competitive rates.



Taiwan Mobile: Applying analytics of customer purchasing and download patterns to create new products, increase customer satisfaction and new customer activations.



CenterPoint Energy: First-of-a-kind outage detection and self-healing within the grid of an intelligent utility network monitoring 160M meter transactions/day.



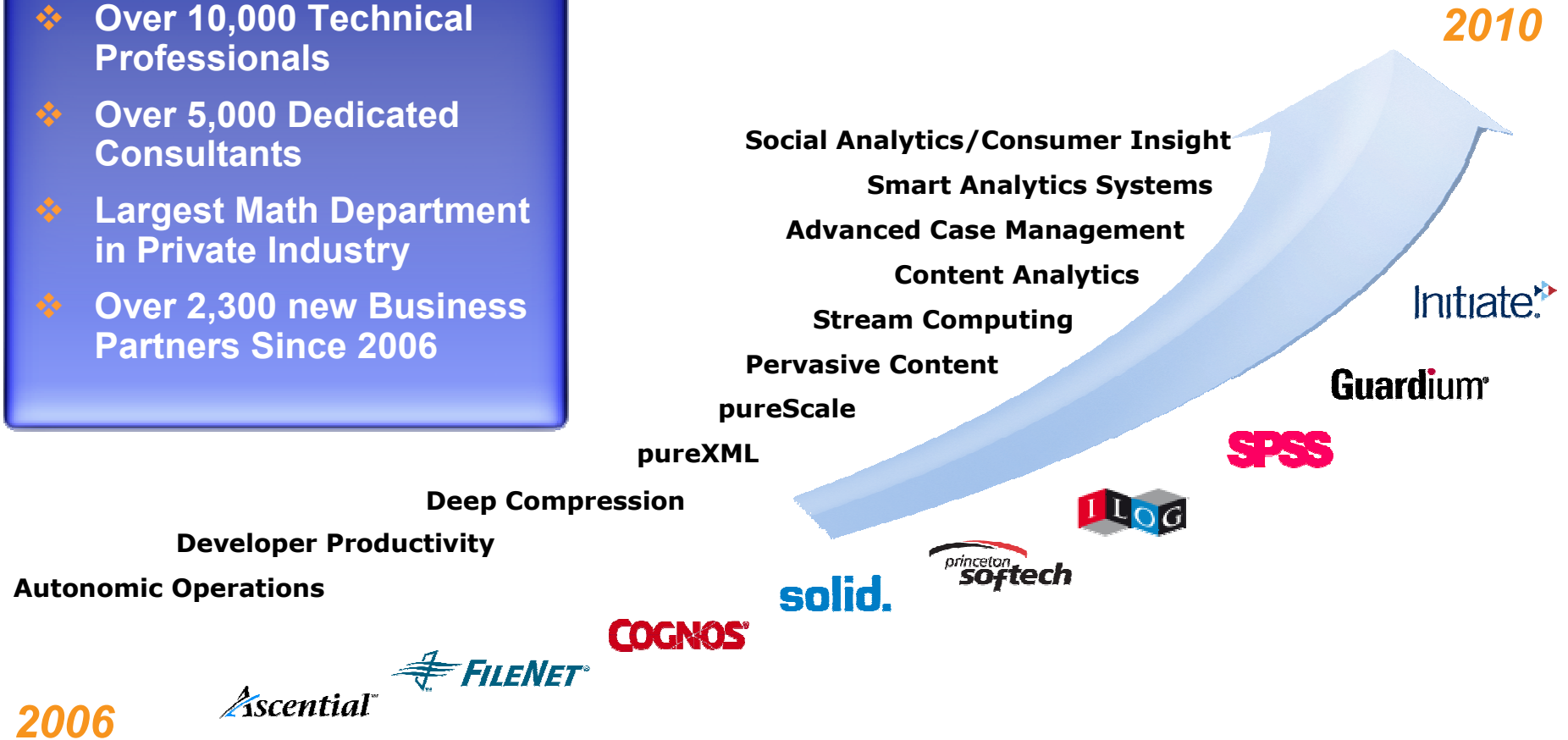
Swedbank: Reduced loan processing time from 6 days to 20 minutes by automating decisions using predictive analytics.





IBM is leading with innovation that matters

- ❖ \$11B USD in Acquisitions
- ❖ Over 10,000 Technical Professionals
- ❖ Over 5,000 Dedicated Consultants
- ❖ Largest Math Department in Private Industry
- ❖ Over 2,300 new Business Partners Since 2006

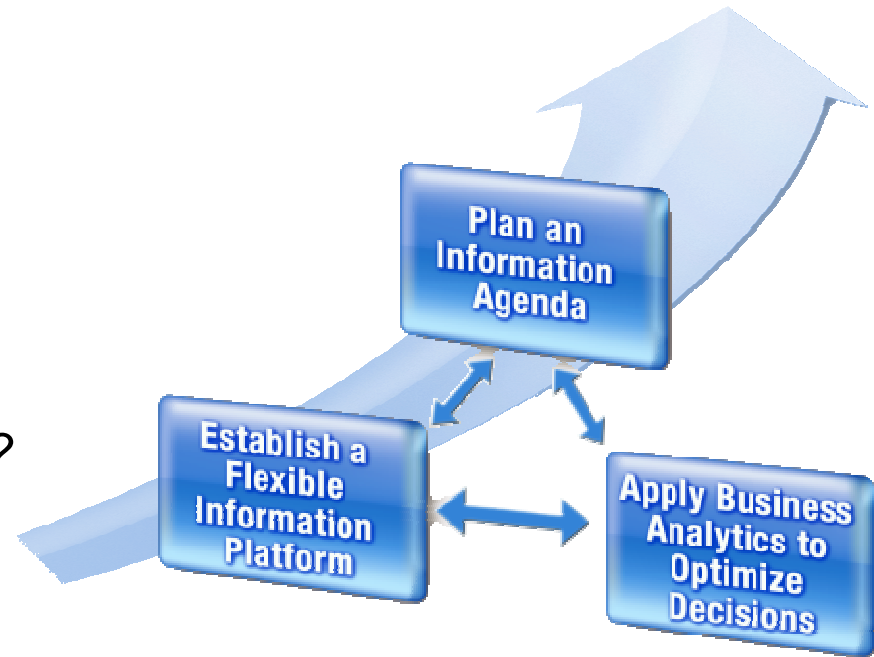




We've only just begun to uncover what is possible on a Smarter Planet

How can you use information and analytics to transform your organization? Ask ...

- ✓ *Is my information aligned with my business strategy?*
- ✓ *Is my information managed as a trusted, strategic asset?*
- ✓ *Do I have the insight needed to make informed decisions and act?*



IBM can help.

Learn more: ibm.com/new-intelligence





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*Discovering
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