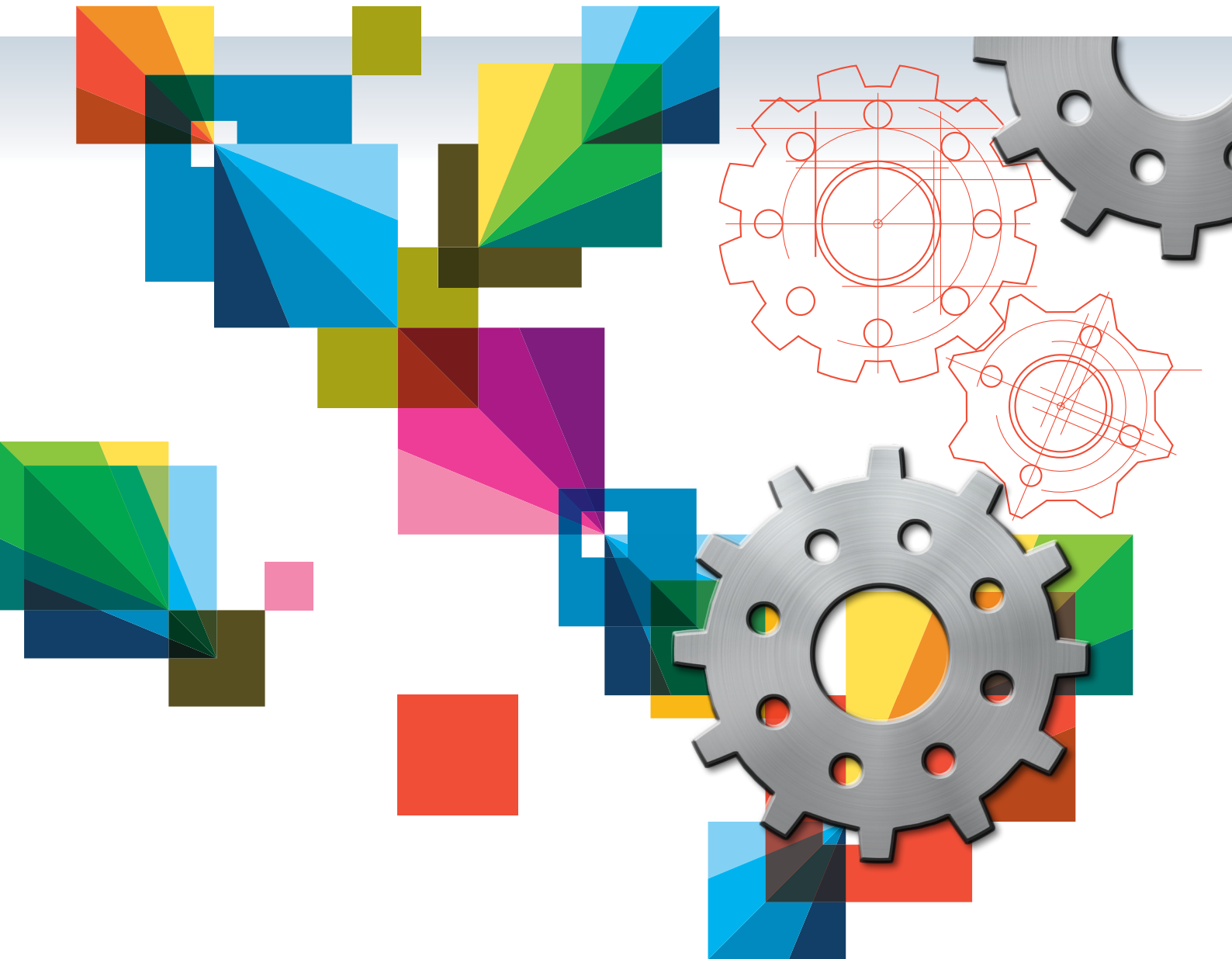# Analytics and your IT infrastructure
Is your IT supporting your analytics potential?

# Analytics and your IT infrastructure

**Smart organisations are embedding analytics into their culture and into their business processes. In a survey of nearly 3,000 executive managers and analysts, 61 percent reported that one of the biggest business challenges was around innovating to achieve competitive differentiation. More than half of all top-performing companies are using analytics to drive their competitive advantage, accelerating away from the chasing pack.**

If you could discover who buys what, when and why, then maybe you could predict tomorrow's sales, optimising and streamlining your business processes to match capacity more closely to demand. More than that, the insight generated would help shape your future products and services, targeted at undiscovered, profitable clients and sectors and help you differentiate your company in a crowded marketplace.

Question is: Is your IT supporting your analytics potential? Can your systems scale up to cope with the data workload, and can they store, process and analyse the new information?

IBM offers flexible, scalable and resilient IT infrastructure solutions capable of delivering the benefits of advanced analytics combined with lower cost of ownership and ease of operation.
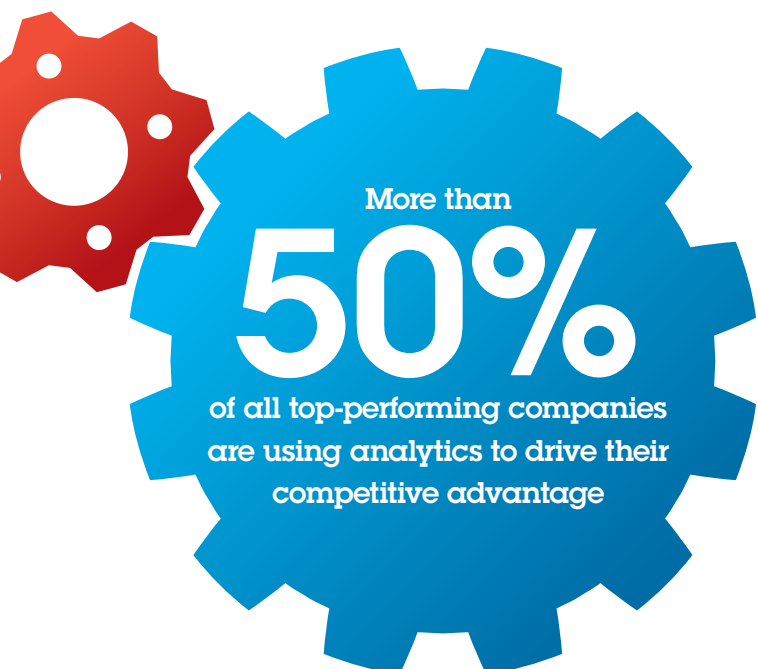
### Join the top performers
IBM offers complete, ready-to-deploy, high-performance solutions that deliver on the promise of analytics. Using modular architectures to enable a start-small grow-fast approach, IBM systems are designed to tackle complex data sets rapidly and cost-efficiently, and accelerate the delivery of insights for faster, smarter actions.

### IBM has the answers
Using its extensive portfolio of analytics software combined with industry-leading servers and storage hardware, IBM can help you to cut the time to market when implementing business analytics solutions.

Based on powerful IBM server, storage and data warehousing technologies, IBM is able to create exactly the right IT analytics infrastructure to meet your specific needs. From Intel® processor–based System x servers through to the IBM Power Systems and IBM System z mainframe ranges, IBM can offer solutions that help you gain the benefits of analytics quickly and efficiently. IBM Smart Analytics Systems integrate easily with existing data sources to provide a single version of the truth, and deliver powerful insights to everyone from top executives to front-line employees. IBM also offers a range of pre-integrated Systems solutions featuring third-party analytics software from companies such as SAP and SAS.

From IT professionals struggling to deliver high performance analytics to executives who demand fast, accurate, answers to critical business questions, IBM can provide the answers, with comprehensive ranges of custom-built and pre-built solution packages.

**More than**
# 50%
**of all top-performing companies are using analytics to drive their competitive advantage**

→ **For more information, visit:**
**ibm.com**/uk/business-analytics

# Business Analytics Optimisation success stories

**Energy and Utilities:** Sui Southern Gas Company, a leading natural gas provider, is layering real-time operational and financial data onto digital maps to reveal new insights into supply and demand issues. The solution is built on the IBM POWER7 processor-based IBM Smart Analytics System 7700 with IBM Cognos Business Intelligence and IBM Cognos TM1 software. The Smart Analytics System provides a pre-integrated stack of analytics software running on an IBM Power Systems server with a powerful IBM System Storage DS5300 disk array.

➔ **Full story at: ibm.com**/systems/uk/SSGC

**Insurance:** Unum, a financial protection insurance specialist, used IBM Business Analytics software to build a clearer and more dynamic risk management framework for the Solvency II directive. IBM OpenPages Operational Risk Management software, running on IBM Power Systems servers, provides the company with a straightforward solution for efficiently assessing and managing risk information, enabling it to meet the requirements of Solvency II regarding risk management.

➔ **Full story at: ibm.com**/systems/uk/Unum

**Education/Government:** Gwinnett County has gained award-winning insight into student and school performance with IBM SPSS predictive analysis software. The solution, running on an optimised mix of IBM Power Systems, IBM System x and IBM BladeCenter servers, backed by IBM System Storage technologies, identifies students who are statistically likely to fail or drop out, allowing teachers to make timely interventions to get them back on track. It also **introduces greater fairness and accountability into measurements of school performance**, ending the historical tendency to treat schools as 'good' or 'bad' based purely on test results.

➔ **Full story at: ibm.com**/systems/uk/Gwinnett

**Media and Entertainment:** Virgin Media, with 10 million customers and a range of services including the UK's only quad-play of TV, broadband, phone and mobile, is using an IBM Netezza data warehouse appliance to accelerate business intelligence. The Netezza appliance is 252 times faster on average than the Oracle solution it replaced, and also requires far less administration. By enabling the real-time identification and prevention of pricing anomalies, fraud and revenue leakage, the Netezza solution delivered ROI within just three months.

➔ **Full story at: ibm.com**/systems/uk/Virgin

**Media and Entertainment:** Television Broadcasts Limited is growing its ad revenues using sophisticated analytics based on IBM System z and IBM System x technologies with IBM Cognos Business Intelligence software to analyse its station viewers' habits and greatly increase the effectiveness of its advertising promotions. Now, Television Broadcasts can collect daily data on program ratings and advertising revenue, and discover deep insights on the relationship between the two. For its business intelligence system, the company has **reduced the total cost of ownership by 20 percent.**

➔ **Full story at: ibm.com**/systems/uk/TBLtd

**Industrial Products:** SCHWENK Zement, a global concrete company with 3,000 employees, deployed the IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator, making business intelligence queries up to 100 times faster. The IBM solution combines SAP indexing and analytics software with IBM BladeCenter servers and IBM System Storage DS technologies to create an easily deployed appliance with near-linear scalability.

➔ **Full story at: ibm.com**/systems/uk/Schwenk

**Energy and Utilities:** Vestas, the world leader in high-tech wind power systems, is taking advantage of IBM big data analytics software and powerful IBM System x iDataPlex servers to improve wind turbine placement for optimal energy output. By using IBM InfoSphere BigInsights software and an IBM 'Firestorm' supercomputer, it has cut data analysis time from weeks to under an hour. New insights will help the company to make smarter business decisions, identifying new markets for wind energy and enabling clients to meet aggressive renewable energy goals.

➔ **Full story at: ibm.com**/systems/uk/Vestas

**Insurance:** Swiss Re, the global reinsurance specialist, is learning how to understand risk, identify profitable segments, and make decisions quickly. Swiss Re deployed a combination of IBM zEnterprise System with IBM DB2 for z/OS to perform data analysis and reporting from a central location, with IBM DB2 Analytics Accelerator to deliver faster responses to individual analytic queries. Reports can now be **generated up to 70 percent faster** than before, increasing satisfaction among internal business users and **sharpening the company's competitive edge.**

➔ **Full story at: ibm.com**/systems/uk/SwissRe

# IBM offers leading analytics technology

With IBM you can choose to create a customised solution, tailored and optimised for your organisation, or select an IBM Smart Analytics System offering for rapid deployment of pre-built solutions with proven expertise.

Guided by IBM experts, a **custom solution** will help deliver powerful business insight tuned for your company, based on IBM server, storage and software products. The IBM team will work for your analytics infrastructure to be ideally suited to your needs, able to respond to changing business conditions, scale up to meet increasing demand, and integrate effectively with existing and future infrastructure. For further information on IBM custom solutions, visit: **ibm.com**/uk/business-analytics

Alternatively, pre-integrated and optimised IBM Smart Analytics System family offerings span multiple hardware platforms and architectures, being able to provide maximum flexibility for fast deployment. The Smart Analytics System family is designed to offer quick implementation of standardised solutions to help achieve rapid delivery of value. Whether your requirements are for solutions on the System x, Power Systems or System z platform, IBM Smart Analytics System has an offering matched to your need. For further information on the IBM Smart Analytics System family, visit: **ibm.com**/uk/business-analytics

→ **IBM Smart Analytics System 5600 (System x)**

→ **IBM Smart Analytics System 5710 (System x)**

→ **IBM Smart Analytics System 7700 (Power Systems)**

→ **IBM Smart Analytics System 7710 (Power Systems)**

→ **IBM Smart Analytics System 9700 (System z)**

→ **IBM Smart Analytics System 9710 (System z)**

→ **IBM System Storage for analytics**
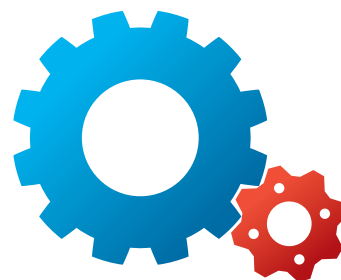
IBM Smart Analytics System industry solutions are designed to harness the industry expertise of IBM for specific vertical solutions. For further information on the IBM Smart Analytics System industry solutions, visit: **ibm.com**/uk/business-analytics

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→ **Banking**         → **Telecommunications**

# Take the next step

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→ **Find out more about IBM Analytics**
For further information please contact: Estelle_Andlauer@uk.ibm.com
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