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WIMBLEDON
24 JUNE - 7 JULY 2013

GENTLEMEN'S SINGLES - NO.1 COURT - FIRST ROUND
L.Hewitt currently leads S.Wawrinka by 2 sets to love

SLAMTRACKER
SMARTER ANALYTICS BY **IBM**



CHALLENGES



L. HEWITT

15 6 7 3

SERVE SPEED: 117 MPH

POINTS 1 2 3 4 5



S. WAWRINKA [11]

15 4 5 2

MATCH DURATION

32 50 28

TOTAL POINTS WON

86

79



CHALLENGES

FOLLOW

ANALYSE

ALL COURTS

GENTLEMEN'S SINGLES - FIRST ROUND					
No.1 Court					
L.Hewitt	15	6	7	3	
S.Wawrinka [11]	15	4	5	2	

LADIES' SINGLES - FIRST ROUND					
Court 14					
M.Bartoli [15]	AD	6	2		
E.Svitolina	3	3			

GENTLEMEN'S DOUBLES - FIRST ROUND					
Court 15					
P.Raja	0	7 ⁷	6	3	4
D.Sharan					
N.Monroe	0	6 ⁴	2	6	5
S.Stadler					

LADIES' SINGLES - FIRST ROUND					
Court 16					
Y.Putintseva	30	5	3		
K.Flipkens [20]	30	7	1		

GENTLEMEN'S DOUBLES - FIRST ROUND					
Court 19					
MATCH COMPLETED					
P.Hanley	✓	6	1	7 ⁷	6
J.P.Smith					
P.Marx		3	6	6 ⁵	4
F.Mergea					

MPH KMH

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RADIO >

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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



Outperforming organizations attract, grow and retain **customers**



Need:

**Understand
and anticipate**
customer behavior
and needs

**Effectively
segment and
target**
to deliver the right
offer at the right time

**Retail Fashion
& Home
Furnishing
company**

Smarter
customer
insights

Results

- ROI of **122%** In just 7 months
- Decreased campaign management
and data processing times by **90%**

AGENDA

TIME	DESCRIPTION		
9.30	Welcome Mark Fieldhouse, Business Unit Executive - IBM Business Analytics		
9.40	Business Analytics and the Rise of the Digital CMO (or why I'm hanging up my tap shoes and investing in analytics instead) Caroline Taylor, Vice President Marketing, Communications & Citizenship, IBM UK & Ireland		
10.00	The Value of Smarter Public Safety and Security Keith Bentley, Chief Superintendent (Retired), Greater Manchester Police		
10.40	BREAK		
11.10	Analytics for Improving Social Outcomes Gary Seaman, Head of Business Analytics, Medway Youth Trust		
11.50	Introduction to IBM Social Media Analytics Sasha Maybury & Melanie Chilvers, Technical and Solution Specialists, IBM Business Analytics		
12.35	LUNCH		
13.35	Integrating "Business intelligence" with "Building intelligence" to improve customer outcomes Global Workplace Solutions, Johnson Controls Paul Savage, Global Business Intelligence Director, Johnson Controls		
14.15	Expert Panel Q&A session Interactive session for delegates to ask questions directly to the mornings expert presenters.		
14.45	Wrap up Mark Fieldhouse, Business Unit Executive - IBM Business Analytics		
14.55	BREAK		
15.15	IBM Blue Insight: Learn how IBM built its strategic analytics solution via a single cost-effective private cloud architecture. Marc Silhavy -- Manager, Business Analytics Center of Competency	Changing Face of Data & Business Intelligence in Trader Media Group Richard Walker, Market Intelligence Director, Trader Media Group	Laying the Foundations for a Predictive Analytics Strategy Anthony O'Neill, Director of Planning and Analytics, Eircom
16.00	Track repeated	Track Repeated	Track repeated
16.45	CLOSE		

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