Les Rechan

VP, WW Sales, Services and Solutions

IBM Business Analytics Software

Better
Outcomes

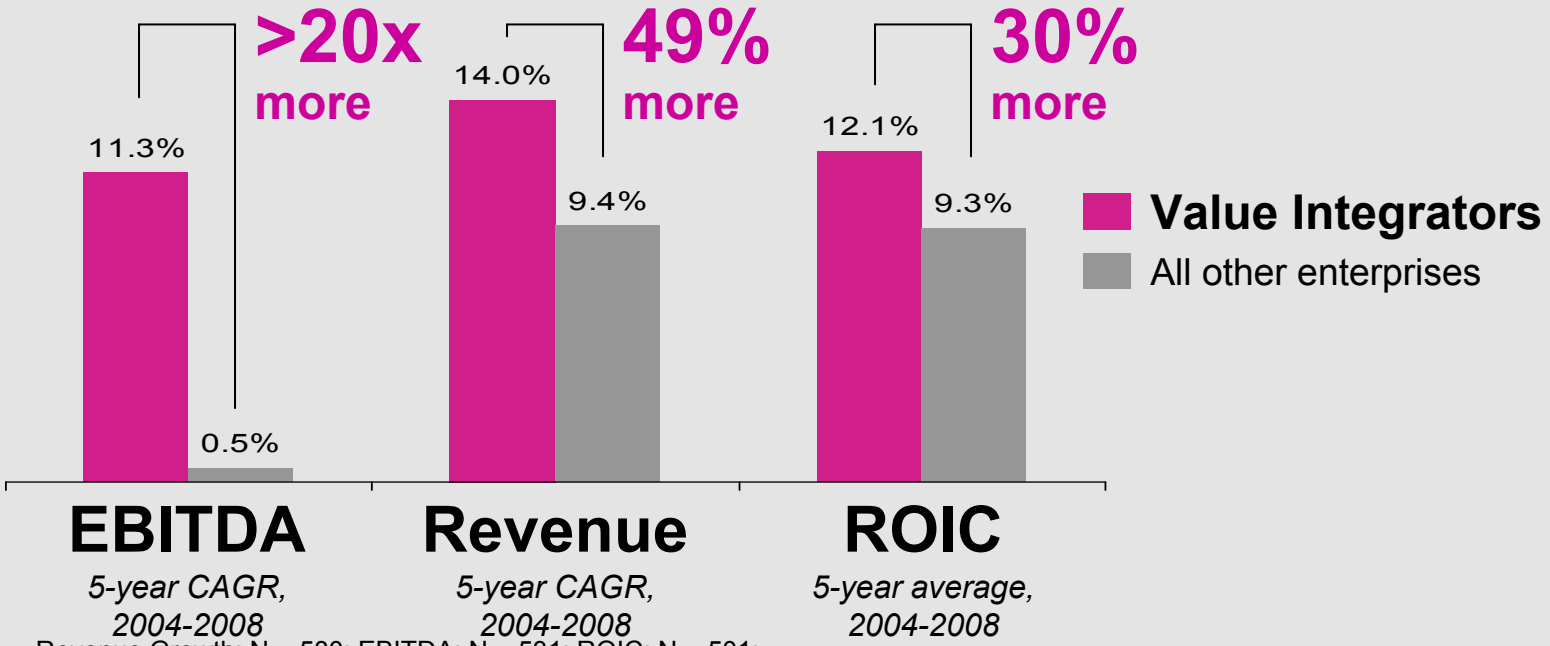
Smarter
Decisions

Actionable
Insights

Relevant
Information

Rewards Are Significant

Efficiency + *Business Insight* = Outperformance



Revenue Growth: N = 580; EBITDA: N = 531; ROIC: N = 501;
Source: IBM Institute for Business Value, The Global CFO Study 2010

Saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%...while reducing daily overtime costs by $15k

– Richmond Police Department

Over $300 million annually in customer fuel savings and fraud reduction

– Ceridian

Reduced waste and fraud by more than $24 million unleashing resources to better serve customers

– Alameda County Social Services Agency

Generated productivity savings of 80% and increased compliance reporting scores from 57% to 97%

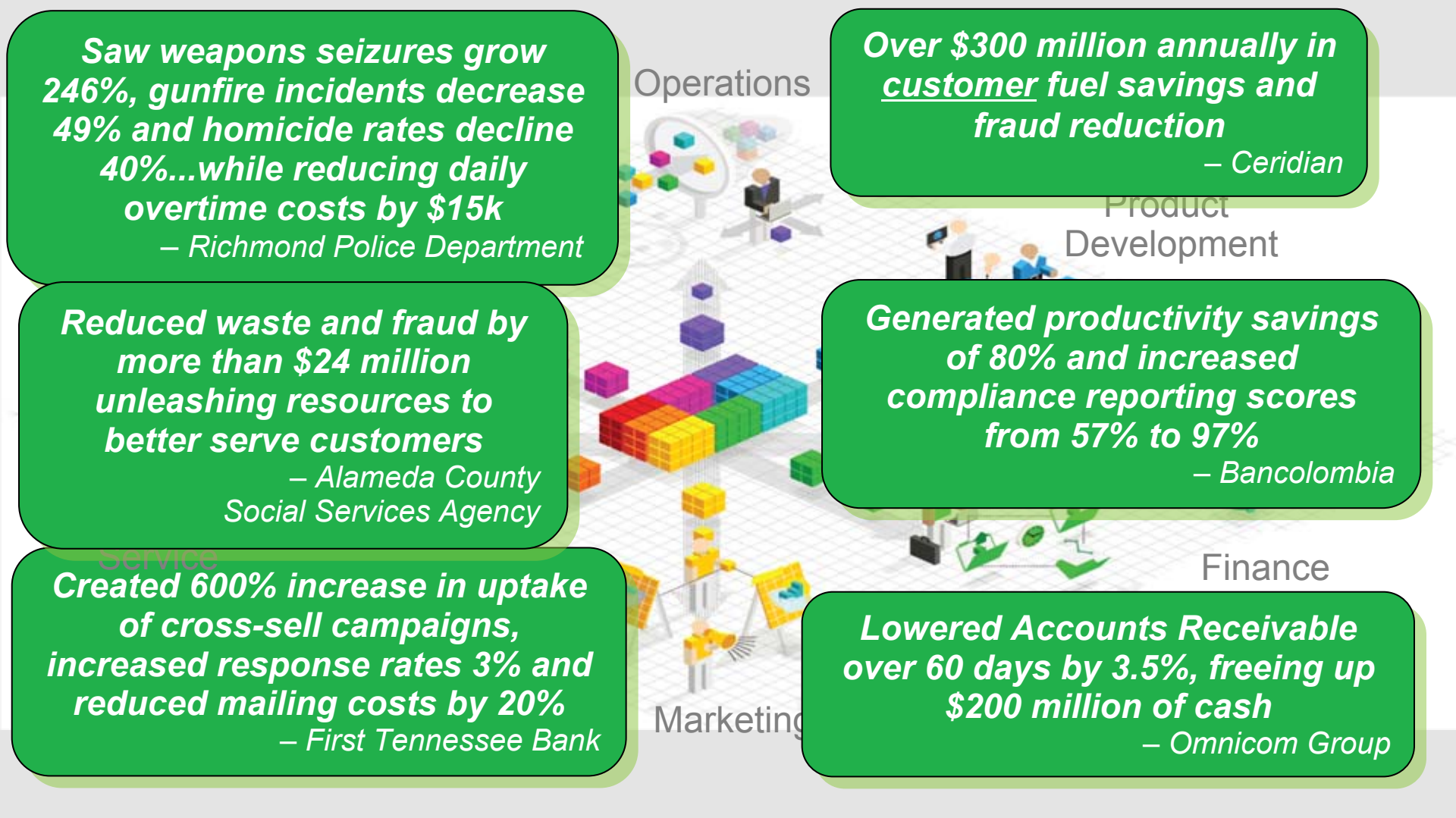
– Bancolombia

Created 600% increase in uptake of cross-sell campaigns, increased response rates 3% and reduced mailing costs by 20%

– First Tennessee Bank

Lowered Accounts Receivable over 60 days by 3.5%, freeing up $200 million of cash

– Omnicom Group



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– Bancolombia
What's Your AQ?
Finance
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Marketing
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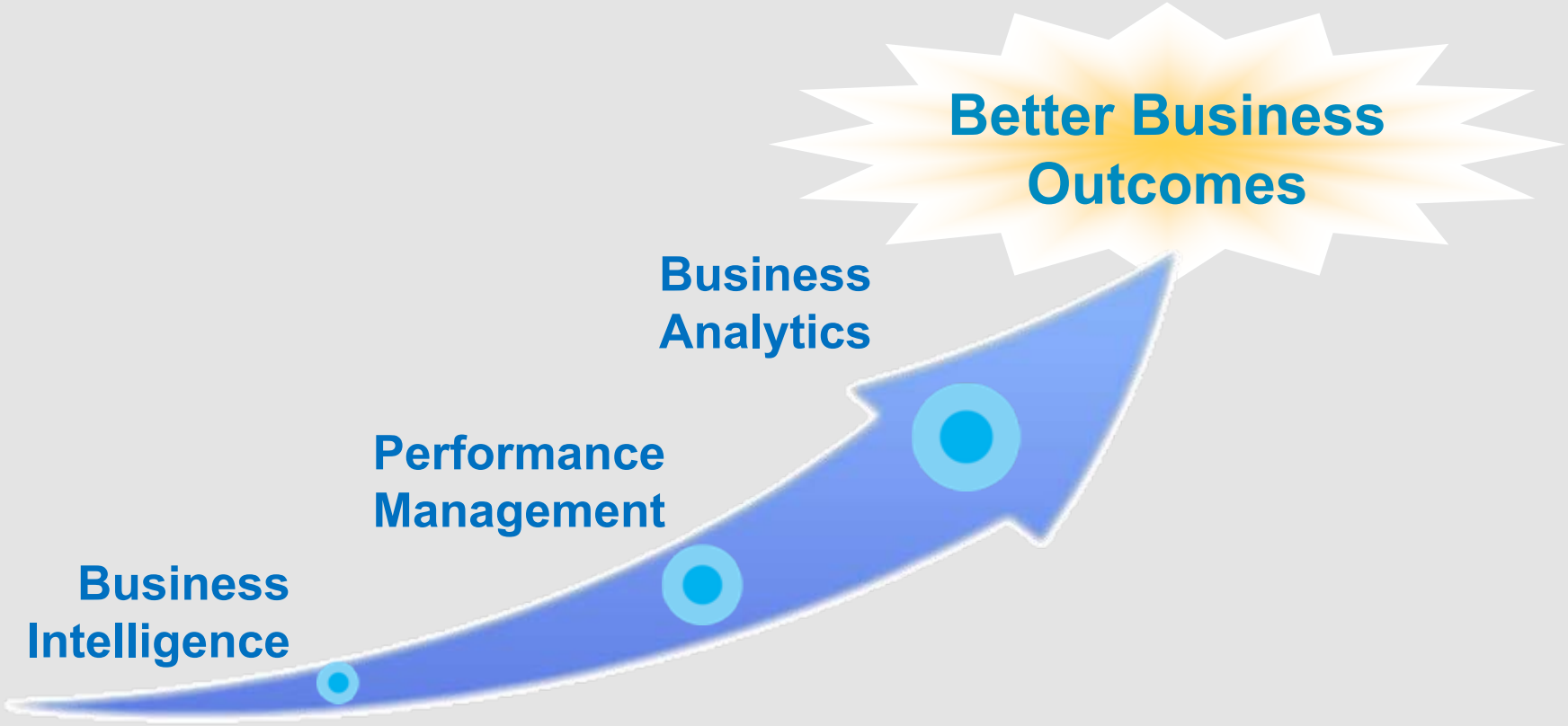
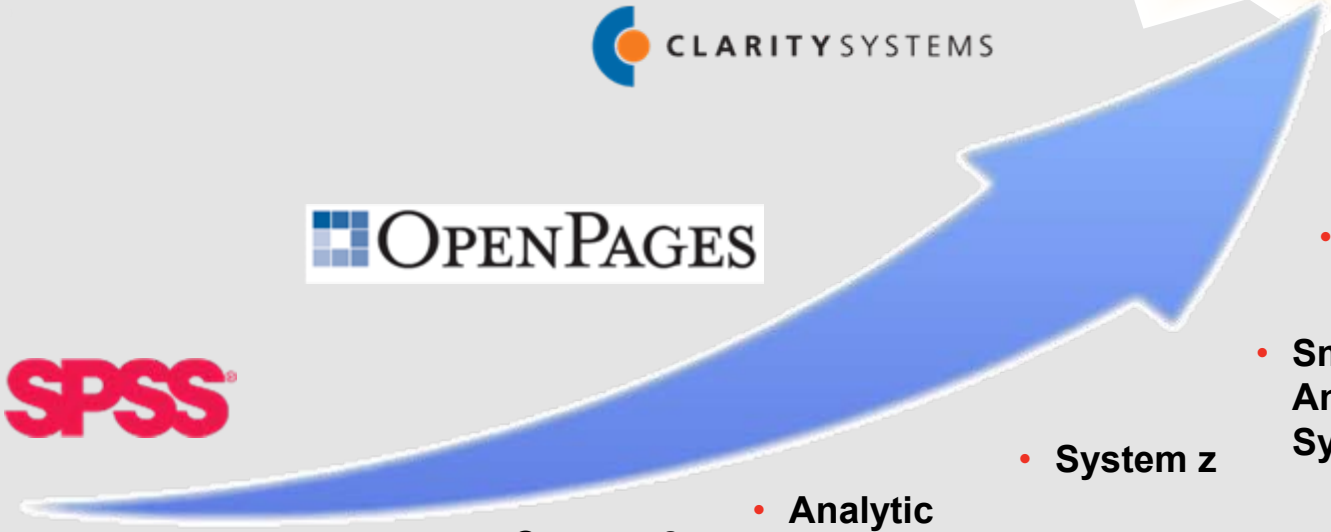
Becoming Analytics Driven


Better Business Outcomes
Business Analytics
Performance Management
Business Intelligence

Continued Innovation



Better Business Outcomes

CLARITY SYSTEMS

OPENPAGES

SPSS

- Cognos TM1
- Cognos Express
- Cognos 8 Mashup Service
- Analytic Applications
- System z
- Smart Analytics System
- SPSS Decision Management 6
- Massive Scale Analytics

Business Analytics & Optimization Solutions

Industry Solutions

Financial Services

Public

Distribution

Industrial

Communications

Cross-Industry Solutions

Finance | Human Capital | Supply Chain / Operations | Customer

Business Analytics

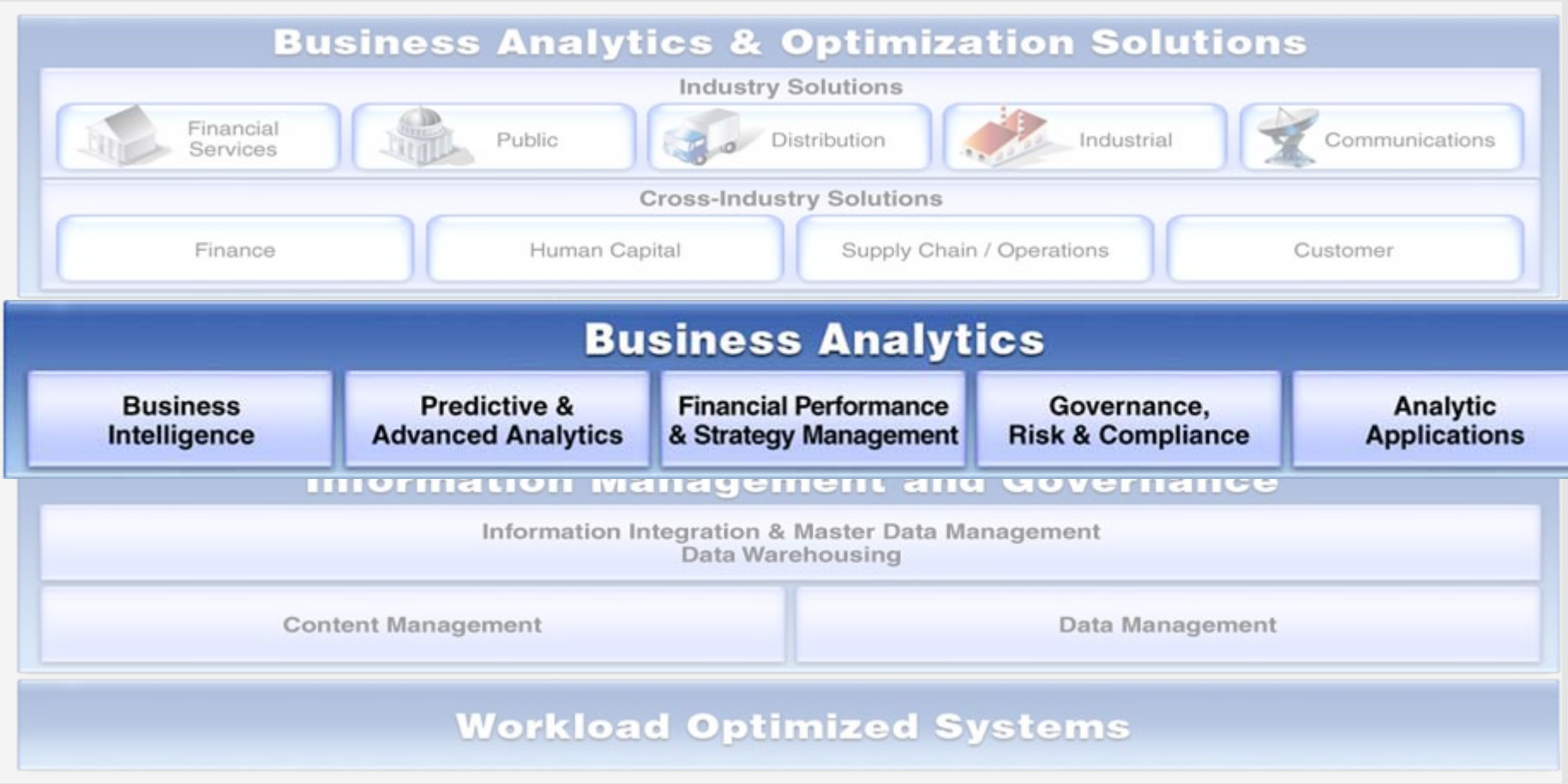
Business Intelligence | Predictive & Advanced Analytics | Financial Performance & Strategy Management | Governance, Risk & Compliance | Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management | Data Management

Workload Optimized Systems


Business Analytics & Optimization Solutions
Industry Solutions
Financial Services
Public
Distribution
Industrial
Communications
Cross-Industry Solutions
Finance
Human Capital
Supply Chain / Operations
Customer
Business Analytics
Business Intelligence
Predictive & Advanced Analytics
Financial Performance & Strategy Management
Governance, Risk & Compliance
Analytic Applications
Information Integration & Master Data Management
Data Warehousing
Content Management
Data Management
Workload Optimized Systems

Business Analytics & Optimization Solutions
Industry Solutions
Financial Services
Public
Distribution
Industrial
Communications
Finance
Customer
Business Intelligence
Analytic Applications
Content Management
Data Management
Workload Optimized Systems
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COGNOS