



# IBM Customer Intimacy

Smarter Decisions. Better Results.

Peter De Locht – IBM Business Analytics

# Agenda

13:00	13:15 introduction	Peter de Locht
13:15	14:05 IBM Vision on customer intimacy	Heena Jethwa
14:05	14:45 demo pt 1: customer intimacy	Marco Gomes
14:45	15:00 drinks	
15:00	15:20 Monitoring your impact for business insight	Peter de Locht
15:20	16:00 demo pt 2: business insight	Richard Vanhouten
16:00	closing	Peter de Locht

# Why are there Advertisements on my chair ?



# Marketing Evolution

## The Old Days



Contact with customers

Limited multi-channel  
messages

Direct feedback from customers  
about your product

Marketing thinks about : paper adds, billboards, promotions

# Marketing Evolution

## 1990-ies : E-commerce starts it's march on success



Anonymous Users

Globalisation

Marketing thinks about :

paper adds, billboards, promotions, e-mail campaigns, Bannering, search engine optimisation, creation of website/webstore, branding

# Marketing Evolution 2011 – Here Come the Mobile Apps



Mobile Internet : Iphone, Ipad, Android, Tablets

Access to information anytime, anyplace

**Marketing thinks about :**

**paper adds, billboards, promotions, e-mail campaigns, Bannering, search engine optimisation, creation of website/webstore, branding, Social Networks, Platform Compatibility, Popular Culture (e.g. Lady Gaga).**

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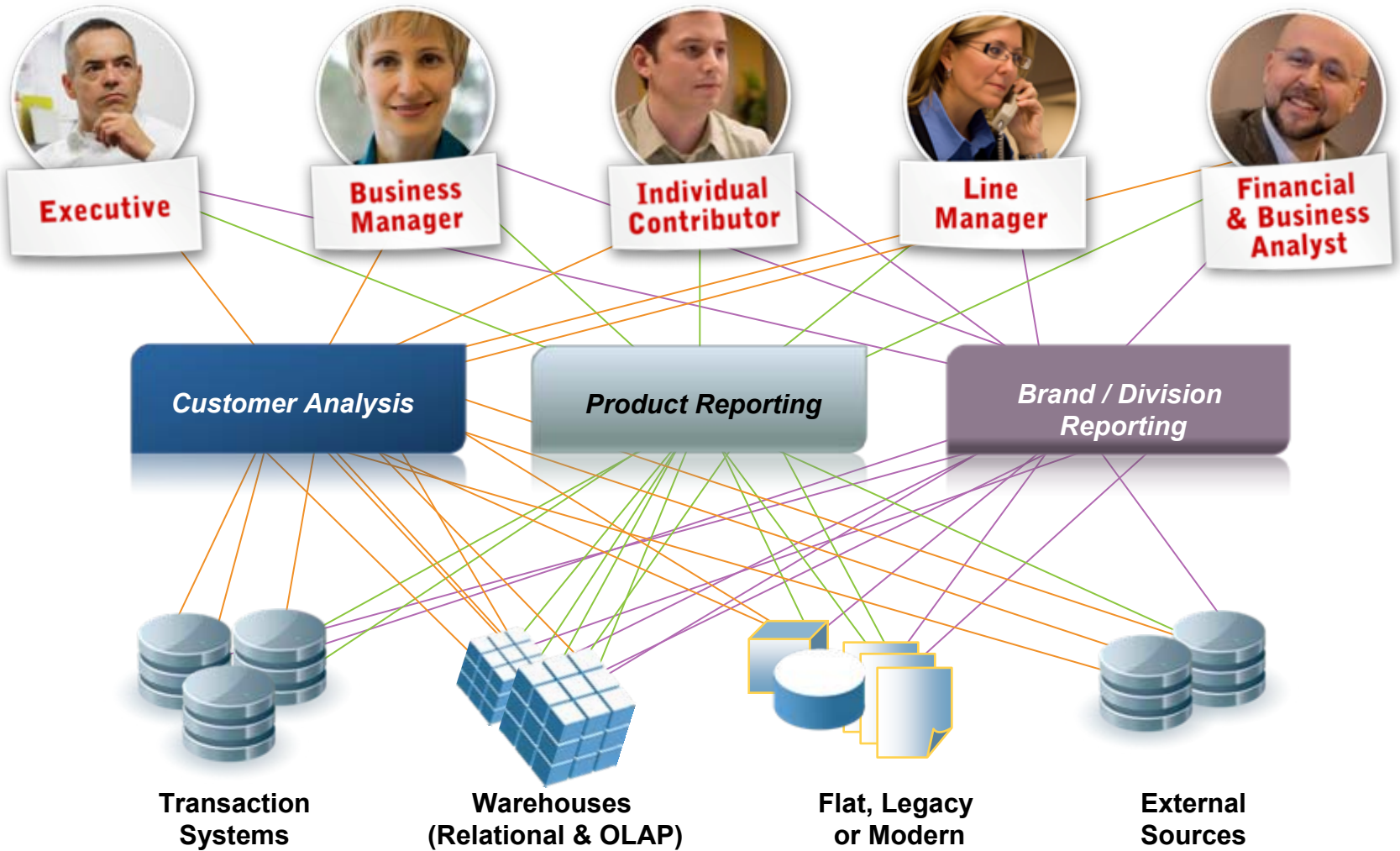


# Dangerous !!



**Dangerous !!**





# What can Cognos 10 do for me ?

## Smarter Decisions. Better Results.

### Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction

### Connect with Others

- Decision networks
- Business context
- Accountability

### and Simply Do

- Mobile and Disconnected
- Integrated
- Real-time



**A revolutionary BI workspace  
delivered on a proven platform  
with seamless upgrade**

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# End To End Capabilities



- 1,578 CMOs were interviewed for the 2011 CMO Study :
  - Which forces of change are having the most impact on the CMO's role and expectations.
  - How these shifts affect the mix of capabilities, skills, and technologies that marketing needs.
  - What measurements, data and emerging technologies CMOs are using to determine progress.
- Results will be communicated in October



**Thank You**