

IBM Business Analytics and Data Warehousing on System z Animation Transcript

Your business is like a living organism. It's comprised of many discrete systems that work together for the greater whole. It must have fast reflexes to respond to sudden changes in its surroundings. And it's constantly evolving, combining experience and intelligence to become smarter and more efficient.

Business Analytics, and its supporting Data Warehousing infrastructure, is like the nutrients and information that sustain a living thing. It provides immediate insight on how the business is doing, why it's happening, and what they should be doing.

Your business relies on Business Analytics and Data Warehousing to stay alert, to improvise, and to make informed decisions. Business Analytics touches every level of your enterprise – from daily operations to executive strategy, from finance to IT. But collecting, analyzing, and applying all that information requires honed senses and a solid strategy to ensure it's done efficiently and effectively.

That's why there's IBM Business Analytics and Data Warehousing on System z. A fast, flexible series of solutions, it's the central nervous system your business needs to process huge amounts of information and make smart decisions. More and more businesses are reconsidering the value of Business Analytics, its underlying infrastructure, and the role they play at every level of an enterprise.

For one thing, a solid BA and Data Warehousing strategy can give organizations the edge they need to outperform the competition. It can help secure sensitive, proprietary information that needs to be carefully monitored. And with a reach extending beyond the executive sphere, Business Analytics and Data Warehousing on System z also helps facilitate the moment-to-moment decisions of front line workers and even people on the road.

In an effort to save time, space, and money, many companies are looking to streamline their BA strategy and its supporting Data Warehousing infrastructure. IBM Business Analytics and Data Warehousing on System z is an ideal way for such businesses to consolidate multiple deployments. It combines reporting, analysis, dashboarding, real-time monitoring, and predictive analytics tools with the underlying Data Warehousing infrastructure required to empower decision-makers at every level.

First, IBM Business Analytics and data warehousing on System z can help keep your people informed with timely, accurate and secure information in clear language business professionals understand.

Next, it engages decision-makers by enabling them to view, assemble, explore, and analyze information as necessary all from a unified BI Workspace.

Finally, it connects people and insights to gain alignment in the context of company goals. The result? A cost-effective way to improve business decisions and drive better business outcomes.

Cognos Business Intelligence V10 offers reporting, analysis, dashboarding and real-time monitoring capabilities. The SPSS family – SPSS Modeler, Statistics, and Collaboration & Deployment – facilitates predictive analytics. Together, they collect, analyze, and apply structured and unstructured data to help you answer the questions: How are we doing? Why? and What should we be doing?

IBM Business Intelligence on System z is the gold standard for business intelligence software. With advantages for individual departments and entire enterprises, IBM Business Intelligence provides

the ability to leverage your organization's business information quickly and efficiently. Its solid technology is built on a scalable, cost-effective SOA platform. Its breadth of deployment options provides flexibility that lowers TCO and conforms to a company's existing IT strategy. It empowers organizations to uncover and explore all types of corporate and external information, eliminating blind spots and enabling informed decision-making. And it's been recognized by analysts as a market leader that delivers tangible top-line value.

SPSS Predictive Analytics for Linux on System z is the latest addition to IBM's family of business analytics solutions available on System z. Offering state-of-the-art predictive analytics, its statistics and modeling tools leverage historical information to uncover trends and patterns and recognize new opportunities. It turns demographics, transactional information, e-mails, social media sources, survey answers, and call center notes into meaningful predictions that help improve processes and achieve goals.

Complementing its Business Analytics portfolio, IBM's Data Warehousing on System z capabilities help manage and deliver the business information an enterprise needs. InfoSphere Warehouse on System z provides a scalable, resilient, lower cost way to design, populate and optimize DB2 for advantage and value.

IBM has also introduced new, breakthrough technology with IBM Smart Analytics Optimizer. This high-performance, integrated hardware/software accelerator for IBM System z delivers dramatically faster analytic query responses, letting users see results in sub-seconds rather than hours.

The combination of data warehousing and business analytics forms an optimal strategy for competitive differentiation – helping to drive efficiency and profitability, and leading to greater revenue and better cost control. Combined with the power and reliability of System z, IBM Business Analytics and Data Warehousing on System z offers significant savings in the hardware, software, operating, and personnel costs associated with the upkeep of a BA & data warehousing infrastructure.

An industry leader in Business Analytics and Data Warehousing, System z both reduces deployment time and simplifies data access across an organization. It reflects the best, proven qualities of System z – performance, scalability, availability, security, and functionality – while making it easy to upgrade and adapt as the needs of your organization change. Right away, you'll see the benefits of dynamic capacity management, path failover, and powerful virtualization capabilities. In other words, IBM Business Analytics and Data Warehousing on System z is a progressive, common sense way to simplify the way you do business.

Ready to increase capacity and productivity without increasing cost? IBM Business Analytics and Data Warehousing on System z has the tools you need to keep your business agile, flexible, and primed for growth. In other words, it's got everything a business needs. Keep *your* business healthy and well fed with a dynamic Business Analytics and Data Warehousing infrastructure. Email us or visit us online.