



Leveraging Information For Smarter Business Outcomes

Agenda

Our Smarter Planet and the Information Challenge

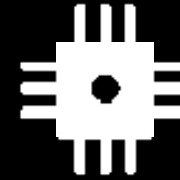
Proceeding along an information-led transformation

How to Get Started

IBM Solutions Portfolio



The world is changing... becoming instrumented, interconnected, and intelligent



Instrumented



Interconnected



Intelligent

On a Smarter Planet, new business challenges and conditions have placed a renewed urgency on optimization and a need for a new kind of intelligence

With this change comes an explosion in information ...

Volume of Digital Data

- 57% CAGR for enterprise data through 2010
- Machine generated data : Sensors, RFID, GPS..

Variety of Information

- 80% of new data growth is unstructured content
- Emails, images, audio, video..

Velocity of Decision Making

- Rapidly changing business climate
- Need to get ahead of the curve : predict issues and fix them



.... but that information is not driving better decisions.

3 in 4

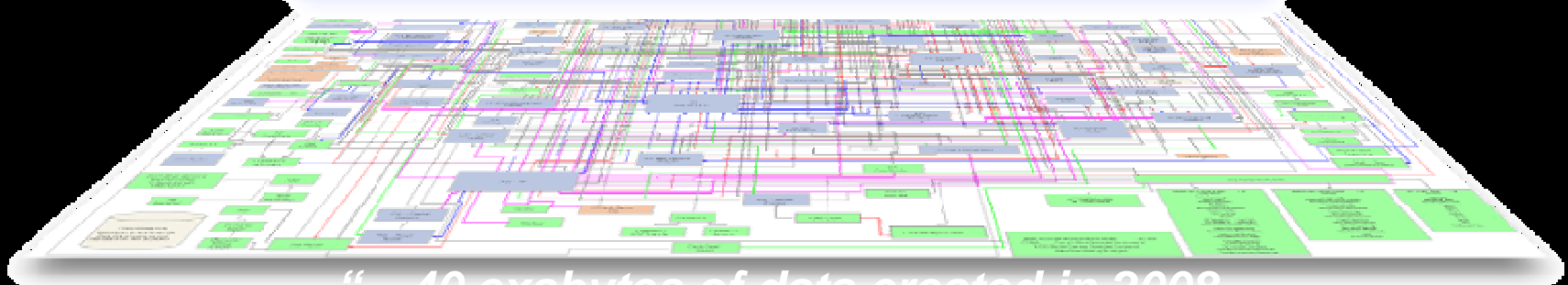
business leaders say
more predictive
information would
drive better decisions

1 in 3

managers frequently
make critical decisions
without the information
they need

19+ Hours

spent by knowledge workers
each week just searching for
and understanding
information

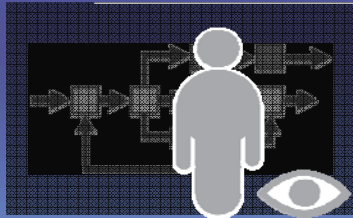


*“...40 exabytes of data created in 2008...
more than created in the previous 5,000 years combined...”*

The key is enabling an organization to make informed, real-time decisions at the point of impact...

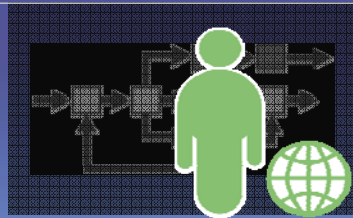
Imagine if you could...

...predict infection in premature newborns 24 hours earlier?



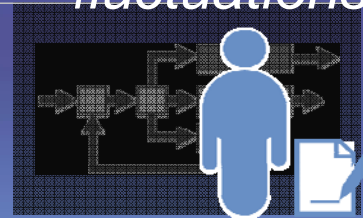
Physician

...apply social relationships of customers to prevent churn?



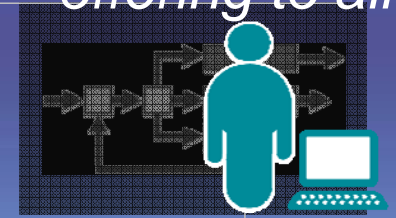
Telco Call Center Rep

...adjust credit lines as transactions are occurring to account for risk fluctuations?



Loan Officer

...determine who to offer discounts at time of sale instead of offering to all?

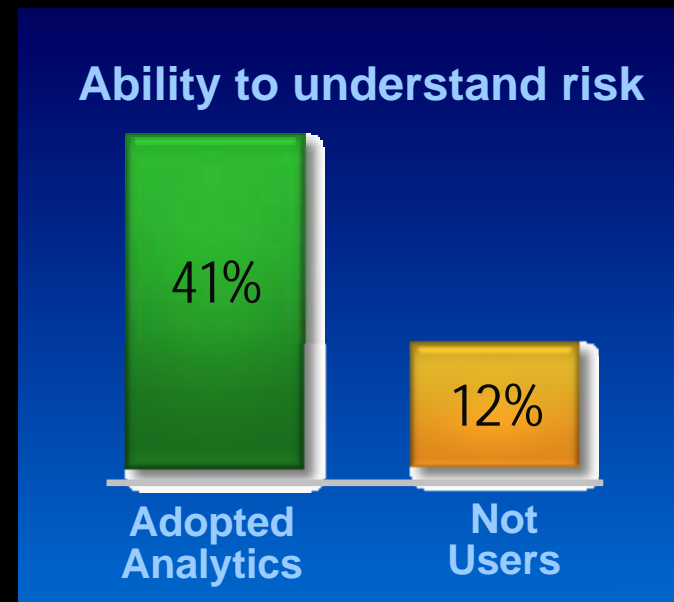
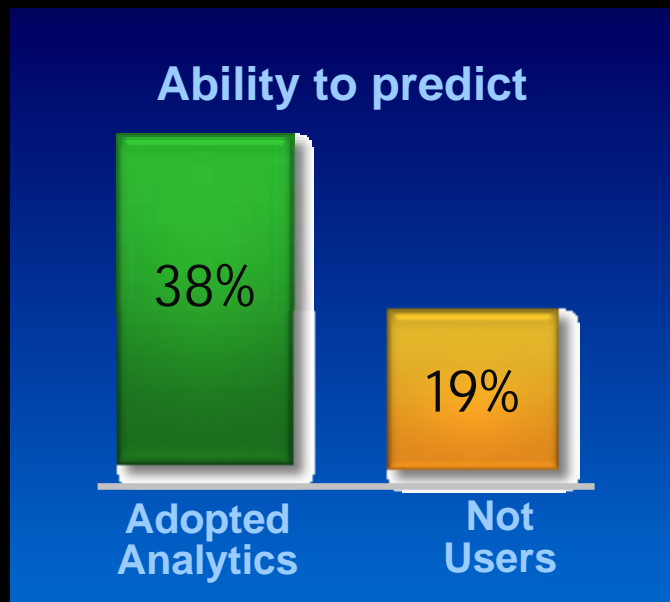


Retail Sales Associate

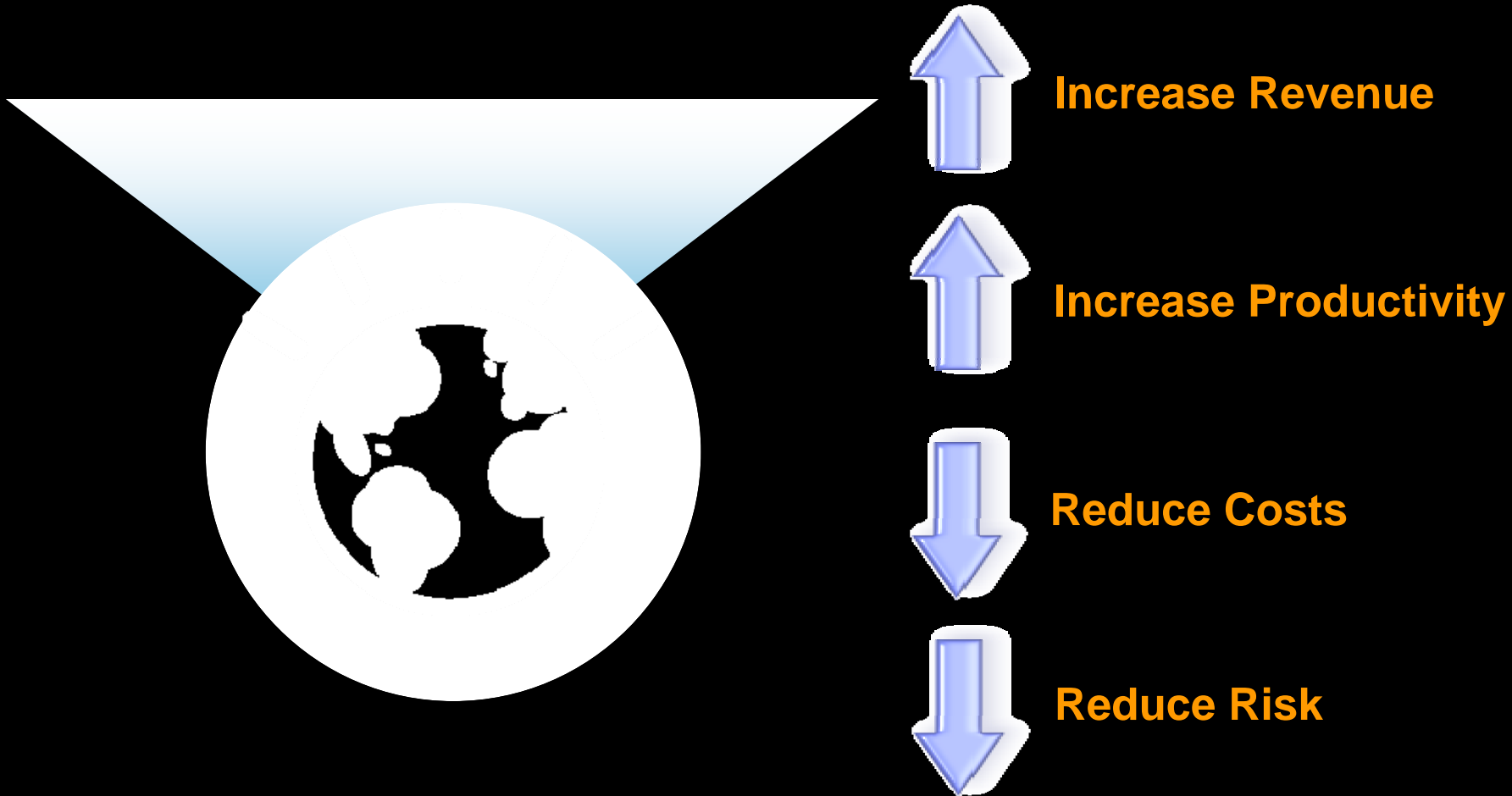
...empowering an information-led transformation

The next generation of efficiencies will come from applying predictive, real-time analytics to optimize decisions at every contact point

Organizations that are better able to make informed decisions are achieving sizable and sustained competitive advantage



Smarter businesses are able to leverage information to drive smarter business outcomes



Market leaders are already on the journey

Create complete 360 degree view of over one million customer relationships



Increase Revenue by effective cross-selling of new services to the customer base

Manage Geographic Information System (GIS) data for critical decisions



City of Los Angeles

Reduce costs by over \$150,000 annually
Reduce risks by coordinating emergency services & homeland security

Streamline annual planning and budgeting for restaurants



Reduce labor costs by over \$2 Million annually

Provide real-time updates & statistics from live sporting events to customers



Increase revenue by 15% annually
10-40% market share growth

Gather and update clinical information to drive pediatric research



CHU Sainte-Justine

Reduce administrative costs by 75%
Ten Fold Increase in productivity for gathering research cohorts

How do you get started on an information-led transformation?

Industry out-performers are **8 times** more likely to pursue information-led transformation at an enterprise level than industry under-performers



*Agenda;
Services*

*IOD Software & Solutions
Information Infrastructure*

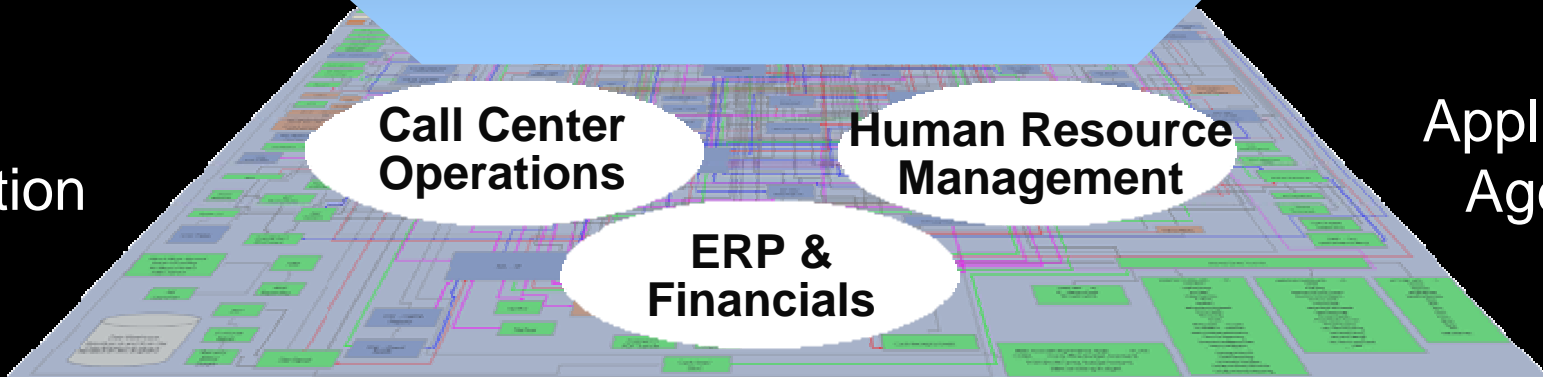
*Performance Management;
Advanced Analytic &
Optimization Services*

Think Differently To Drive Smarter Business Outcomes

Optimization



Automation

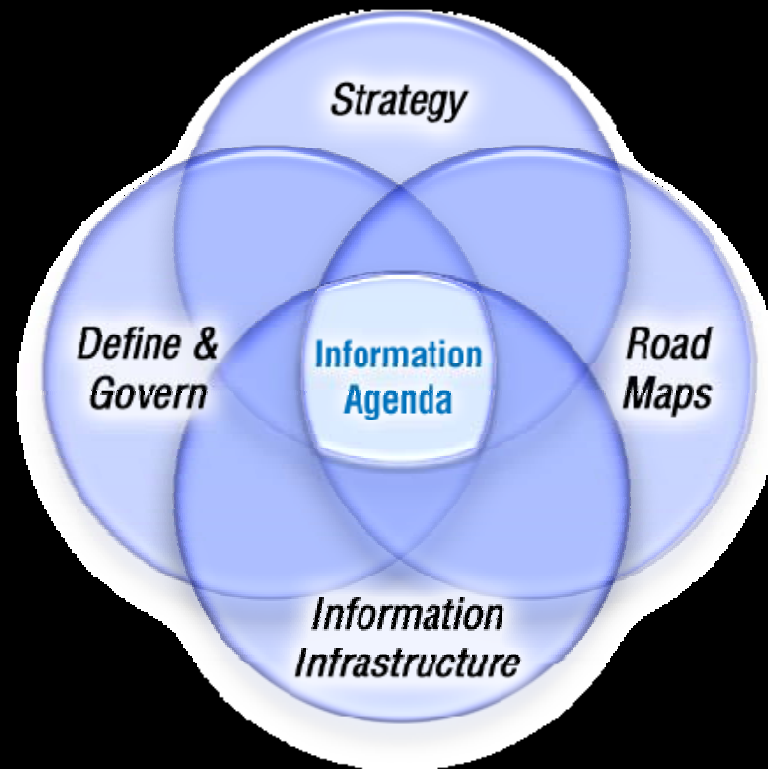


Application
Agenda

Smarter Business Outcomes With Information Agenda

Establish end-to-end vision
& business-driven value

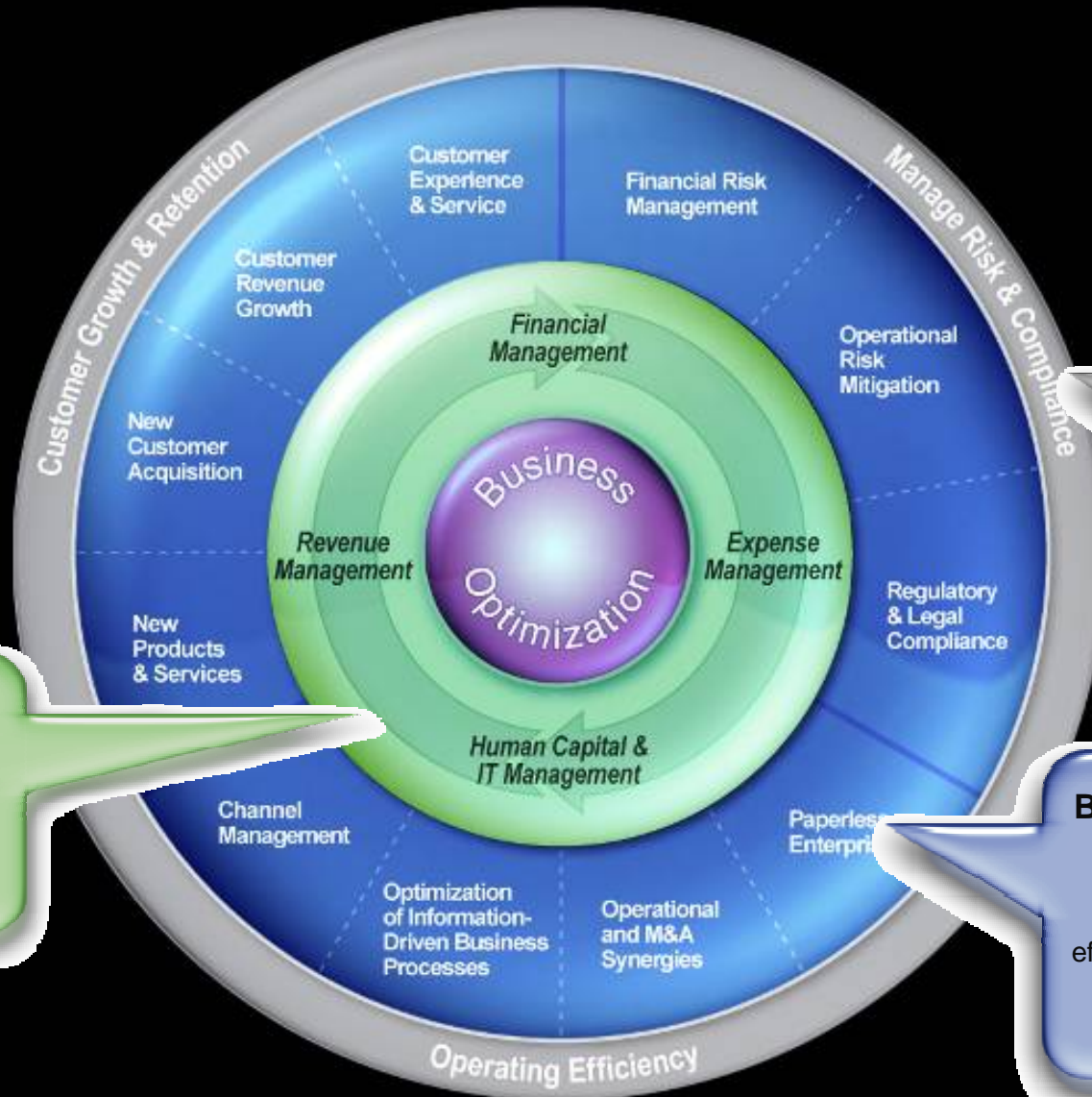
Align people,
process, &
information



Accelerate
projects for short
& long-term ROI

Architect an extensible
information infrastructure

Smarter Business Outcomes With Information Agenda Strategy, Roadmaps – Across seventeen Industries



Core Management Processes

The underlying processes that are prevalent across every company in every industry

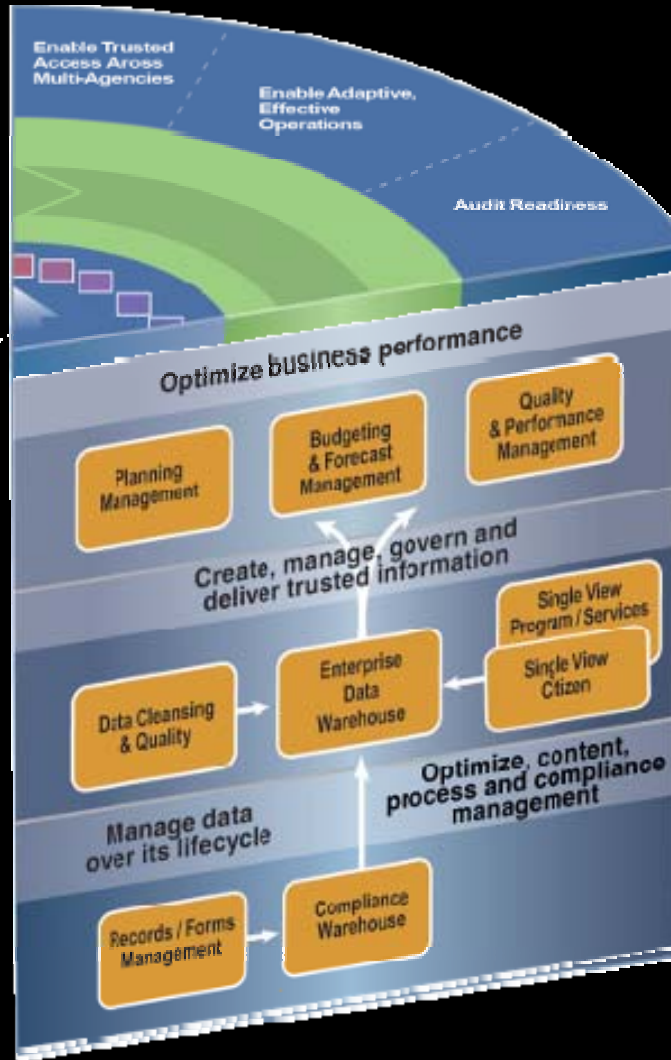
Strategic Imperatives

The key focus areas for a specific industry for improving overall business performance

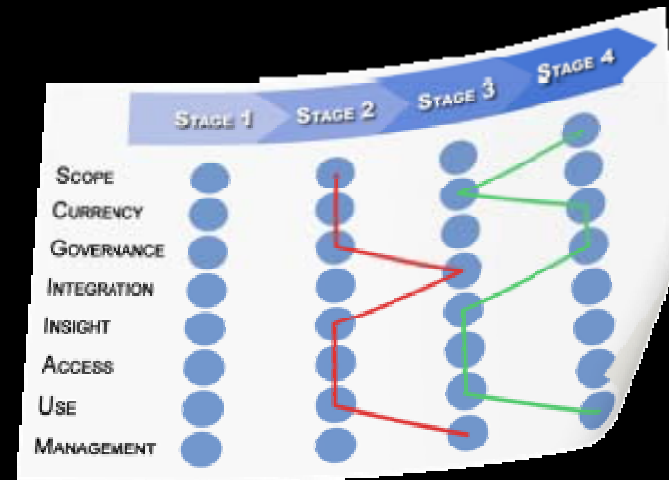
Business Objectives

The processes and activities that can be optimized through more effective use of information

Smarter Business Outcomes With Information Agenda Strategy, Roadmaps - Information Intensive Projects



Develop an adoption roadmap for the organization



Raise maturity of information usage over time



Connect the roadmap to a reference architecture

Smarter Business Outcomes With Information Agenda Industry Accelerators



Financial Services



Insurance

- Product Profitability
- Claims Submission Optimization
- Insurance Self Service
- Insurance Scorecard...



Retail



Industrial



Teleco

- Customer Service
- Customer Billing
- Compliance
- Simple Order...



Energy & Utilities

- Intelligent Utility Network
- Asset Plant Lifecycle Mgmt.
- Central Engineering
- Rate Case
- Aging Workforce
- Violations...



Government

- Crime Information Warehouse
- Case Management
- Municipal Performance Management
- Court Management
- Fraud Investigation ...



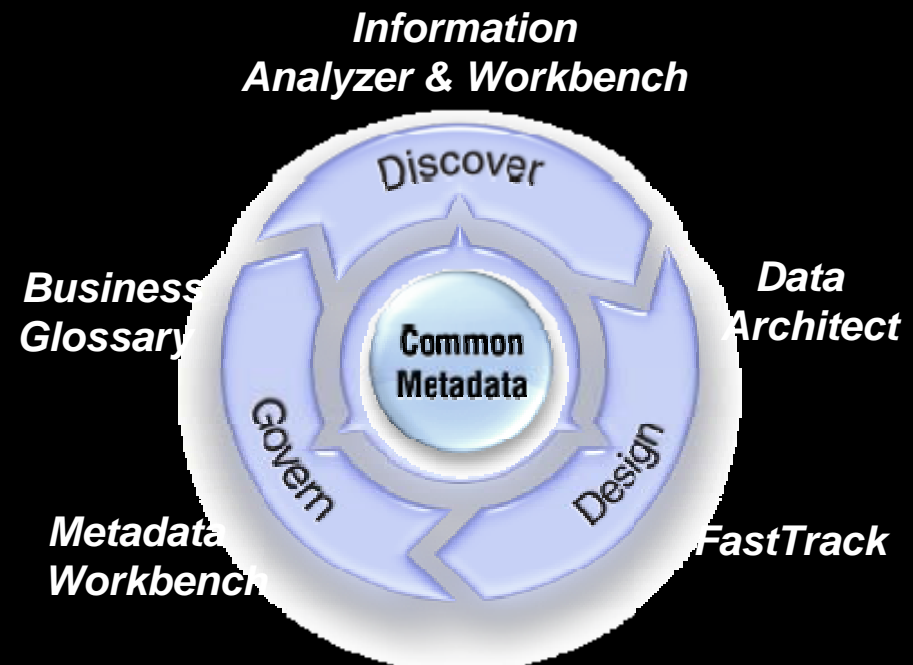
Healthcare

- Enterprise Health Analytics
- Health Plan Industry Models
- Customer Care & Insight for Health Plans

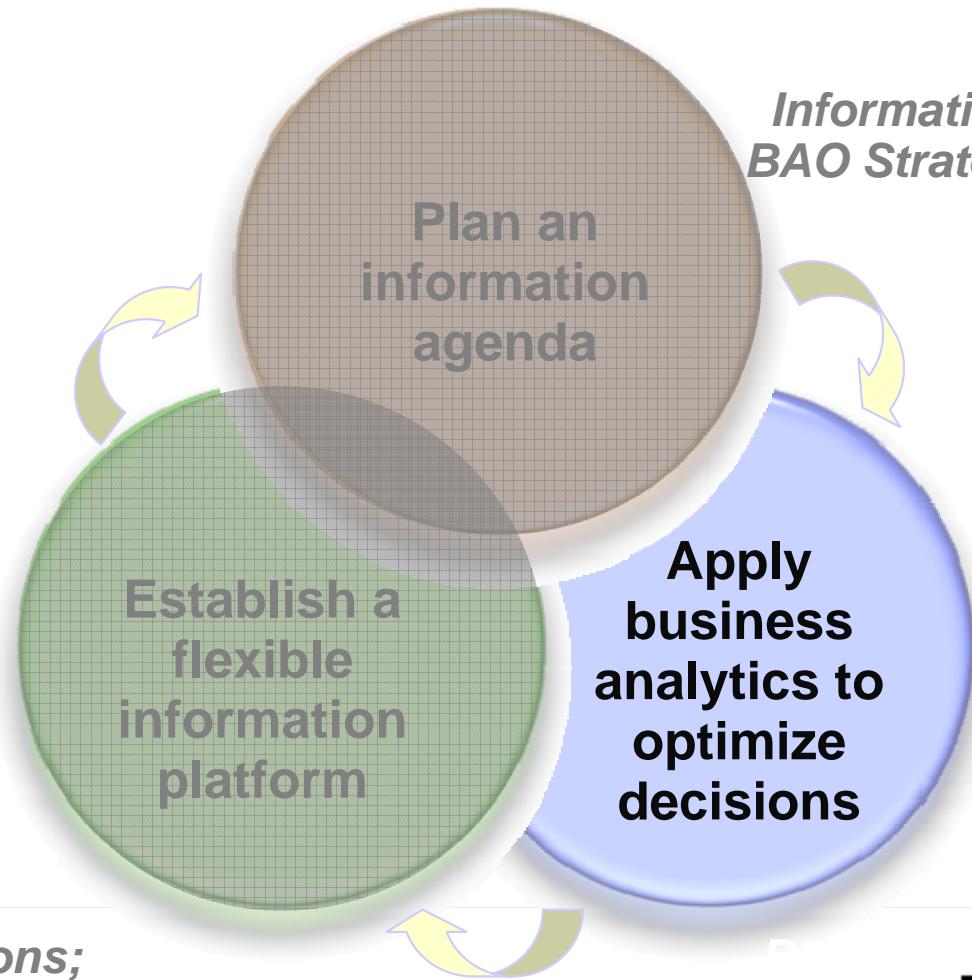
Smarter Business Outcomes With Information Agenda Define and Govern

Information Governance & Foundation Tools

- Requires a mission-specific, cross-enterprise corporate organization for collaborative policymaking
- Defines policies and practices for managing critical information assets
- Develops architecture practices and standards
- Monitors data quality
- Ensures training and enabling of all affected staff
- Establishes Competency Centers



How do you get started on an information-led transformation?



*Information Agenda;
BAO Strategy Services*

*IOD Software & Solutions;
Information Infrastructure*

*Performance Management;
Advanced Analytic &
Optimization Services*

Business Intelligence & Performance Management

Optimize business performance

Realize fast time to value with adaptable, packaged BI applications

IBM Cognos 8 Analytic Applications



Make better, faster decisions by sharing, understanding, analyzing and sharing information

IBM Cognos 8 BI

Drive dynamic, reliable and sustainable financial performance management practices

IBM Cognos 8 Planning, IBM Cognos 8 BI, IBM Cognos 8 Controller
IBM Cognos TM1

Business Analytics & Optimization IBM Global Business Services Consulting Organization

Business Analytics and Optimization

Strategy



- Identify and prioritize opportunities for improvement
- Change business processes and operations to exploit analytics
- Implement management systems to maintain control and achieve goals

Business Intelligence & Performance Management

Management



- Report outcomes of business processes and programs
- Automate management dashboards and scorecards
- Create planning, Budgeting, & Forecasting tools

Advanced Analytics and Optimization



- Apply advanced statistical and regression analysis upon historical data for predictive decision-making
- Integrate optimization algorithms and technology into operations

Enterprise Information Management



- Ensure robust and trusted data is available when needed and is easy to consume
- Provide a consolidated and efficient information platform to support optimization initiatives

Enterprise Content Management



- Manage document & records, including archives
- Manage structured and unstructured content
- Manage digital assets & rights
- Provide efficiency and transparency to complicated workflows

Over 4,000 Dedicated Consultants Worldwide

Pervasive Skill Across All Practices

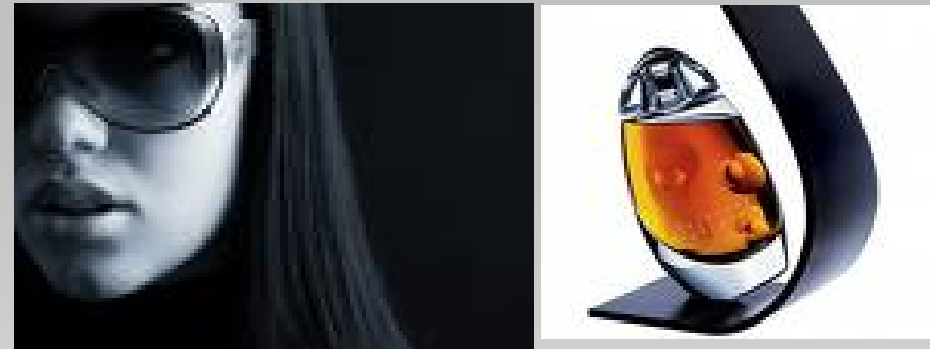
Leveraging IBM Software, and Research...

LVMH Increases Productivity Of Sales Force



Business Challenge

- Difficult to measure productivity and assess business performance across 50 prestigious brands worldwide
- Limited access to information across regions (esp. Asian growth countries)



What's Smart?

- Created a robust information analysis and reporting system for sales and marketing to understand customer buying patterns and adjust product mix



Smarter Business Outcome

- Better product mix increased daily deliveries by 100%
- Improved sales force productivity and customer

"Our business is driven by customers and our ability to understand what drives them adds

IBM Smart Analytics System

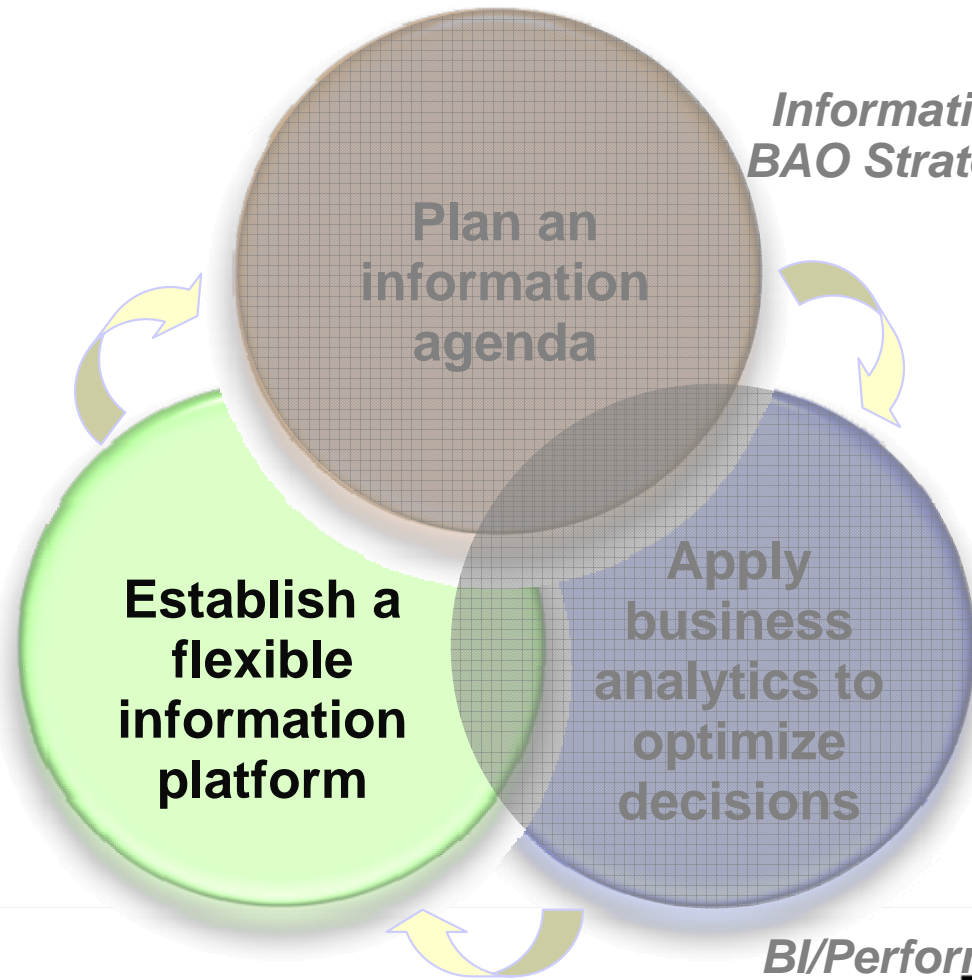
A Broad Range of Analysis, Dashboards & Reporting



Pre-optimized Business Intelligence Software triples out of the box performance*

* Based on IBM Laboratory Tests. Actual results may vary depending on specific environment and configuration.

How do you get started on an information-led transformation?



*Information Agenda;
BAO Strategy Services*

**Establish a
flexible
information
platform**

**Apply
business
analytics to
optimize
decisions**

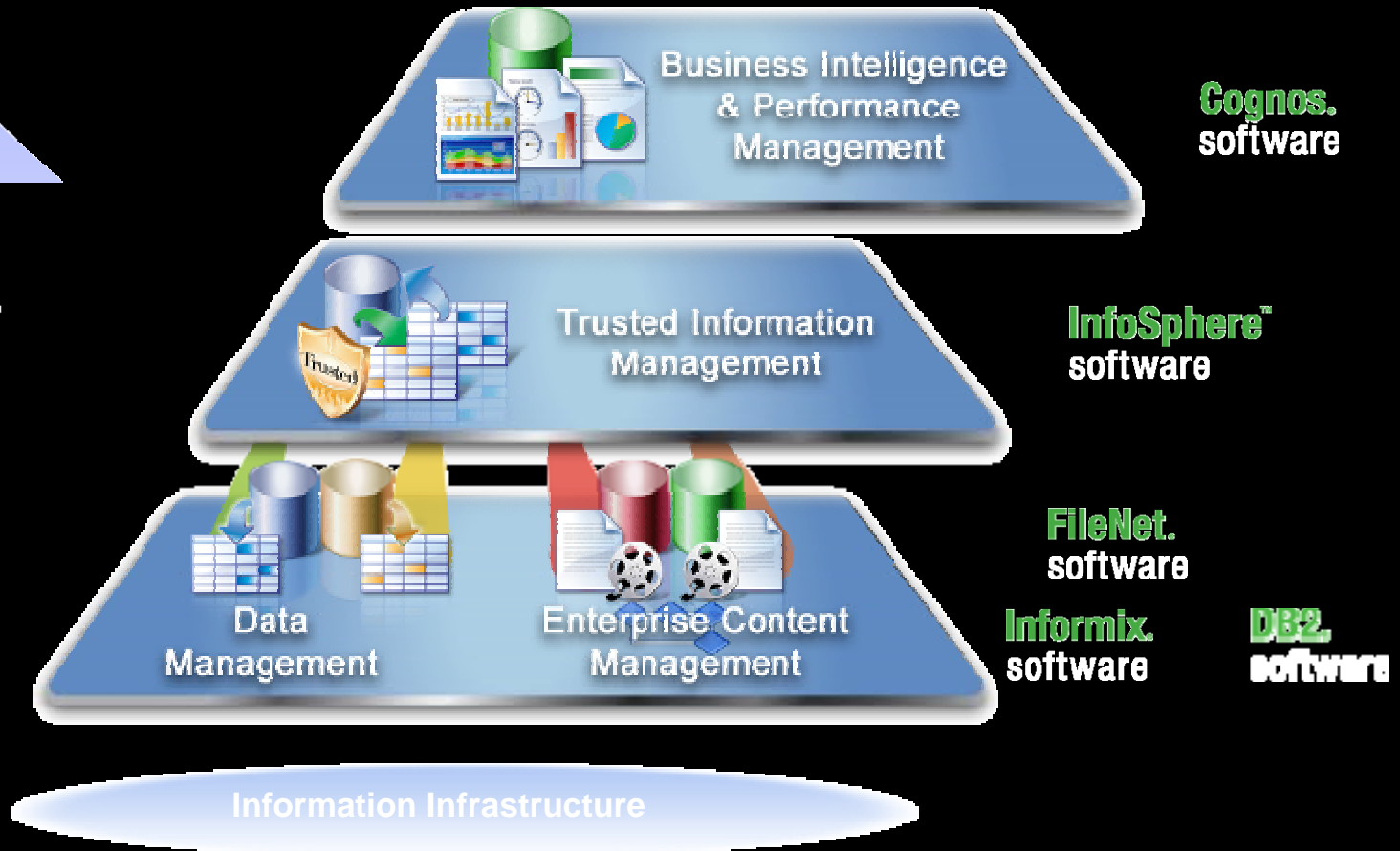
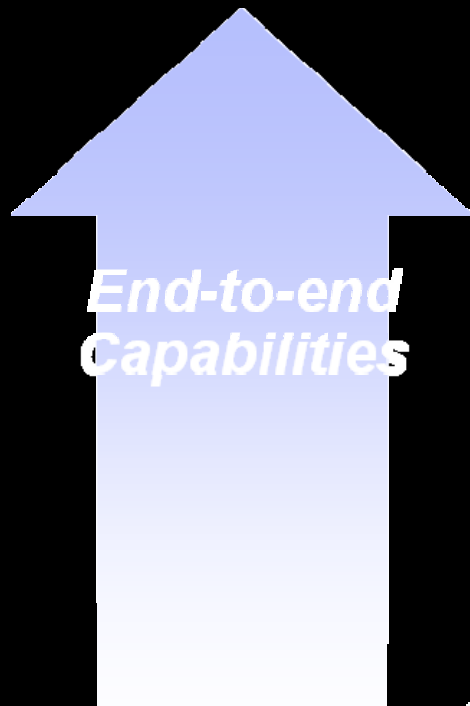
*IOD Software & Solutions
Information Infrastructure*

*BI/Performance Management;
Advanced Analytic &
Optimization Services*

Leverage Information For Smarter Business Outcomes Information on Demand Software Portfolio

Financial Risk Insight Workforce Optimization Dynamic Supply Chain

Customer & Product Profitability **Business Optimization** Multi-channel Marketing

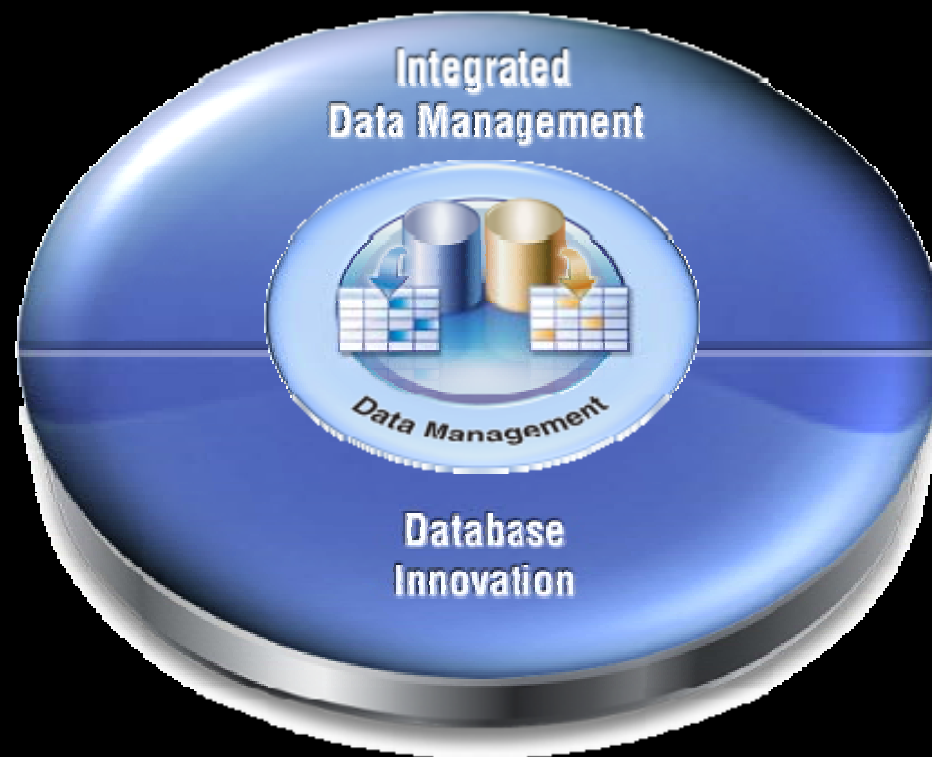


Data Management

Manage data over its lifecycle

Improve performance, cut costs and reduce risks

IBM Optim, DB2/IMS tools



Lower the cost of data and
improve service levels

Free information to create
new business value

IBM DB2, IMS, Informix, solidDB, U2

Corning Reduces Cost by Millions Of Dollars

CORNING

Business Challenge

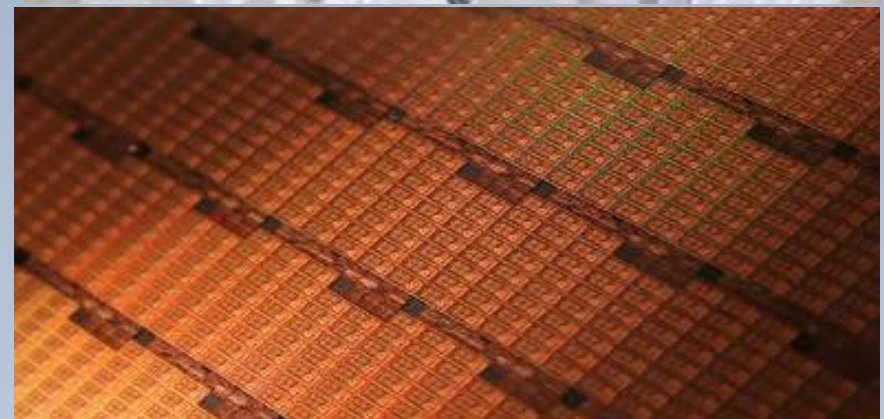
- Consistent data growth of 25% to 30% annually had caused significant performance issues throughout the PeopleSoft ERP

What's Smart?

- Archive data from PeopleSoft production environment to improve performance & save on storage costs using IBM Optim Data Growth Solution

Smarter Business Outcome

- Achieved full ROI of \$10 million over a 3 year period and a payback in 9 months
- Improve payroll, HR and finance processing times by 60%



Enterprise Content Management

Optimize content, process and compliance management

Optimize content-centric business processes

IBM FileNet BPM



Create insight from unstructured information

IBM OmniFind Search & Content Analytics

Manage regulatory compliance

IBM Content Collection & Archiving, IBM Classification Module, IBM Records Management, IBM eDiscovery Search & Analytics

Capture, manage & leverage your enterprise content

IBM FileNet Content Manager, IBM Content Manager, IBM Content Manager OnDemand

JB Hunt **Increases Revenue**



Business Challenge

- Manual billing
- Deliveries made before customers could accept resulting delays

What's Smart?

- Complete billing process visibility
- Automated carrier assignment & billing – drivers know when customers can take deliveries and charge automatically if the customer delays delivery
- Multiple forms of information including email and paper are now automatically managed

Smarter Business Outcome

- Accurately track and bill charges to the customer adding \$870K in revenues annually
- 6 times improvement in billing staff productivity
-



"The success of the HAWK Power Detention System has demonstrated the value and potential of IBM FileNet P8 for J.B. Hunt. As a result, other divisions within the company are exploring business process management as a way to remove non value-added work and add dollars to the bottom line. "

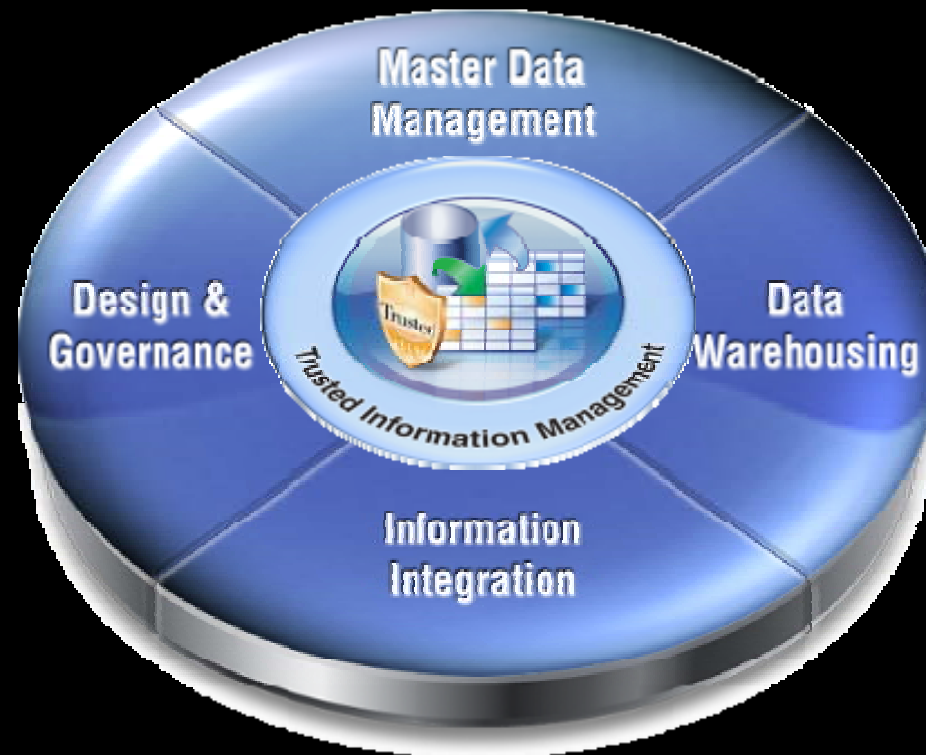
Tarek Taha Engineering Manager JB Hunt

Trusted Information Management

Create, manage, govern and deliver trusted information

Get a single view of your business

IBM InfoSphere MDM Server



Deliver better business
intelligence faster

IBM InfoSphere
Warehouse

Get your arms around
your data

IBM InfoSphere
Foundation Tools

Consolidate your application infrastructure

IBM InfoSphere Information Server

The Co-operators **Increases Revenue**



Business Challenge

- Create a source for complete and accurate customer information to drive sales across lines of business

What's Smart?

- Core customer information hub built on service oriented architecture for maximum flexibility, with cross-references to policy, claims and billing systems

Smarter Business Outcome

- Insurance agents and customer service representatives can up-sell and cross-sell more effectively, growing revenues and enhancing customer loyalty



“ MDM Server provides services that are both reactive and proactive. The product proactively identifies customer events and responds in real time, alerting other applications of the detected events.”

Jay Woo, Vice President, Information Technology

Business Intelligence & Performance Management

Optimize business performance

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Information Infrastructure

Securely manage information and mitigate business risks

Keep information secure & protected

Information protection services, Internet Security Services, Tivoli Key Lifecycle Manager, System Storage DS8000 drive-level encryption, IBM Power Systems, System x and System z

Keep information available & accessible

Storage optimization & integration services, Business continuity & resiliency services, System Storage SAN Volume Controller, IBM Power Systems, System x and System z



Retain & manage information more efficiently

Data mobility services, Scale out file services, System Storage ProtecTIER deduplication, Tivoli Storage Manager

Reduce reputation risks and audit deficiencies

Enterprise Archive Services, System Storage N Series with SnapLock, System Storage Archive Manager (SSAM)

Major U. S. Insurance Services Company Reduces Risk Of Legal Non-compliance

Major U. S. Insurance
Services Corporation

Business Challenge

- Lacked ability to respond rapidly to legal discovery demands for email
- 3.5B emails in back up storage – no easy way to search/retrieve

What's Smart?

- Email archiving, retention and retrieval solution for enterprise message servers using IBM ECM Compliant Information Management
- 30,000 mailboxes, 1.2M daily volume, 750M archived

Smarter Business Outcome

- Ensure compliance with Discovery Orders, avoiding penalties and judgments from inability to produce emails in timely fashion
- Search across mailboxes and apply multiple holds, preventing critical email deletion and ensuring email retention for the required duration
- De-duplication of email and attachments



Why IBM? ...IBM Leads Overall And In All Categories

"...the only vendor in the leadership quadrant: Business Intelligence Services, Data Quality, Data Integration, Customer Data Integration, Info Access..."

"...Since 2006, IBM has deliberately & doggedly constructed an unparalleled portfolio of software ...it's difficult to see how any competitors will be able to compete anytime soon..."

IBM has stayed maniacally focused on helping companies to build a "trusted information" layer. It adds technologies when they emerge as important differentiators.

"The market is ready for a more sophisticated way to use information; extract insight; and optimize business processes, models, and individual business decisions."

Look to IBM Business Partners to help accelerate your efforts

Growing Community

Over 2,000 New Business Partners Since IOD Inception...

Growing Recognition

Innovation, Support, Partnership...

Growing Business

with IBM Business Partners...



Drive Smarter Business Outcomes With IBM Information Management

Call To Action



Plan your information agenda



Deploy business analytics to optimize decisions



*Gain control with an information platform and
infrastructure*

Thank you

Leveraging Information For Smarter Business Outcomes