

# Smarter Analytics

## Big Data, Real Solutions, Big Impact



**Today, nearly all our transactions  
are recorded in real time.**

**Nearly everything  
is instrumented.**

And even our individual needs,  
wants, opinions and preferences

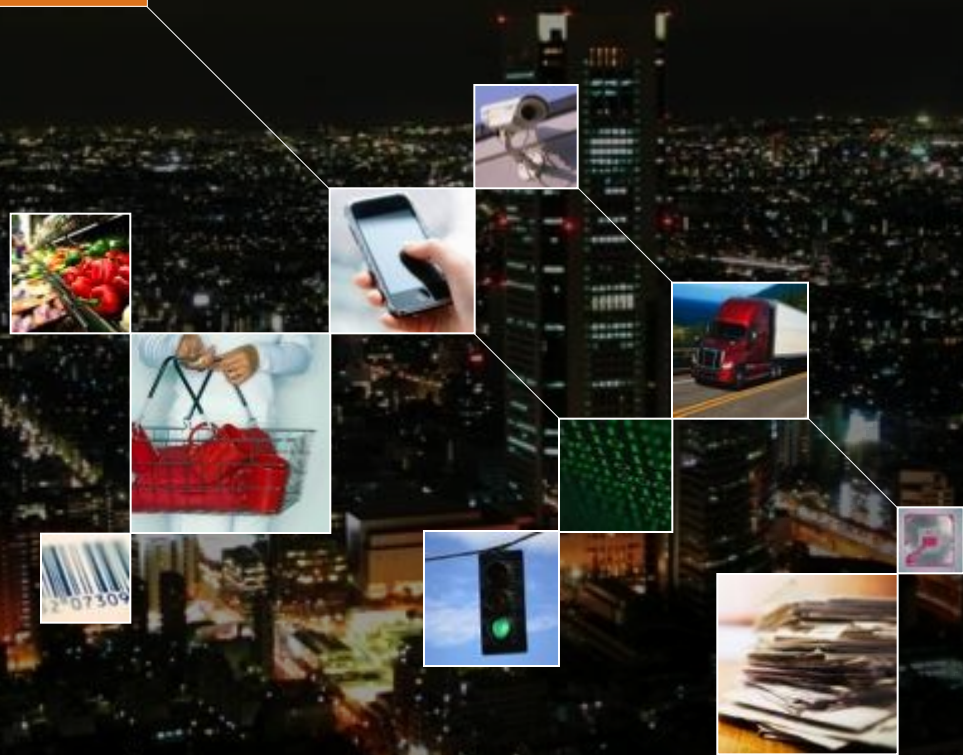
**are captured**





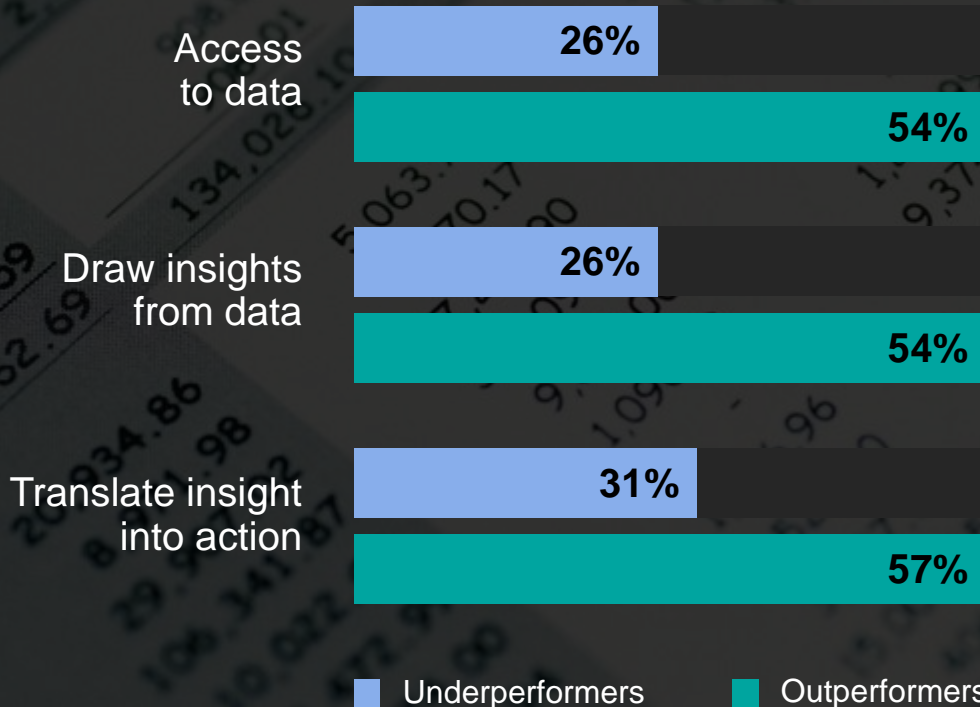
Creating a  
proliferation of

**big data**



# Outperformers are seizing the opportunity

Percent of CEOs who believe their organisation is good at driving value from information



108% more

108% more

86% more



**Future relevance requires**  
integrating traditional data  
with new sources and types  
of information to power  
**transformation**

**1**

**New insights and  
new possibilities**

**2**

**Process and performance  
improvement**

**3**

**New revenue  
opportunities**

Transaction  
Social  
Documents  
Machine  
Application







## Smarter Traffic



Baile Átha Cliath  
Dublin City

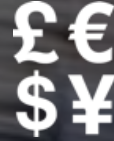
*Robust and efficient citywide traffic awareness system to optimise bus routes and stop locations in real-time.*

1

# Delivering new insights and new possibilities



Grow, retain  
and satisfy  
customers



Transform financial  
processes to drive  
performance



Drive the next  
wave of operational  
efficiency



Make risk-aware  
decisions and  
manage compliance

# 2

## Improving current processes and performance



Grow revenue  
and serve  
customers



Transform financial  
processes to drive  
performance



Drive the next  
wave of operational  
efficiency



Make risk-aware  
decisions and  
manage compliance

2

Claim  
optimisation and  
fraud prevention



# Improving current processes and performance



## Data and location monetisation

*European service provider uses big data to analyze and monetise mobile call, search and location data.*



3

**Creating  
new revenue  
opportunities**



# Leveraging big data with analytics to **drive big results**

## Banking



Increase profitability and retention

## Telecom



Data and location monetisation

## Healthcare



Understand patients and populations

## Industrial products



Optimise assets in real-time

## Retail



Deliver personalised customer engagement

## Government



Detect crime and predict threats in real-time

## Energy and Utilities



Predict and manage demand

## Insurance



Reduce fraud

# Innovations and expertise

to put analytics and big data  
to work for you

## CONSULTING and IMPLEMENTATION SERVICES

### SOLUTIONS

Sales | Marketing | Finance | Operations | IT | Risk | HR



### ANALYTICS

Performance  
Management

Risk  
Analytics

Decision  
Management

Content  
Analytics

Business Intelligence and Predictive Analytics

### BIG DATA PLATFORM

Content  
Management

Hadoop  
System

Stream  
Computing

Data  
Warehouse

Information Integration and Governance

## SYSTEMS, STORAGE AND CLOUD



# What's NEW!

**PREDICTIVE ASSET OPTIMISATION**

**SOCIAL MEDIA ANALYTICS**

**STAR ANALYTICS**

**STORED IQ**

**PUREDATA FOR ANALYTICS**



And the experience weaving  
big data and analytics into the  
fabric of your business to

**deliver value**

Innovations  
and  
Expertise

Over 30,000 client  
engagements

• Sales | Marketing | Finance | Operations | IT | Risk | HR