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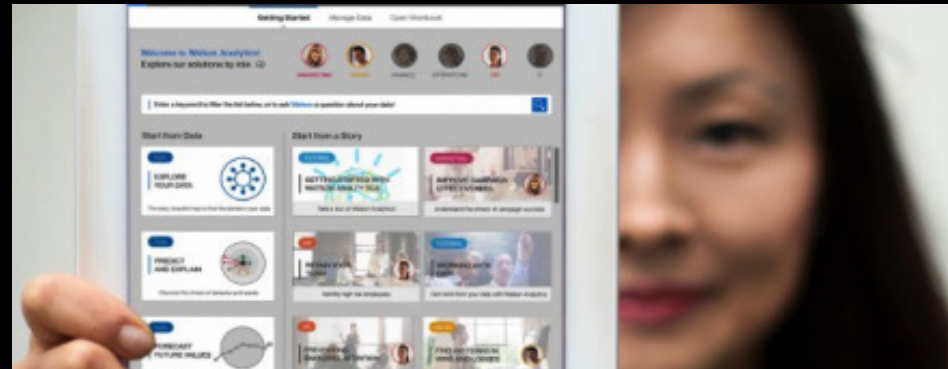
IBM Analytics Platform

The foundation to transform your
business with insights

Scott Sampson

VP WW Customer Success, Analytics Platform

IBM ANALYTICS



- 22,000-person strong organization 100% focused on the advancement of customer Analytics
- \$16 Billion in R&D and Analytics acquisitions (35 new acquisitions) in the last 5 years
- Analyst validation across all domains. Top 3 vendor in every solution area
- Big Data and Analytics outlined as key strategic imperative of IBM
- Global Analytics Customer Centers. 40,000 Engagements
- Bolstered by the largest commercial research organization on Earth
 - Largest Math Department in Private Industry



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OUR POINT OF VIEW



Analytics and Insights are the basis of competitive advantage

Front runners will:

**Leverage Latest
Technology**



**Adjust
Organizationally**



**Move with
Urgency**



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GLOBAL ECONOMY. **INNOVATE.**
DO MORE WITH LESS



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MANY FACE BARRIERS TO ACHIEVING SUCCESSFUL **ANALYTIC OUTCOMES**

Inability to easily
understand and normalize data

**DATA
GOVERNANCE**

Decreases trust in
information, stalling action

Complexity of tools
And lack of analytics know-how

**TECHNOLOGY
COMPLEXITY**

Deters from keeping pace
with the business

Lack of integration,
multiple point solutions

**COST & RISK
OVERRUN**

Risks to success prevent
forward movement

Inability for organizations
to align business and IT
around analytics

**INFUSION OF
ANALYTICS**

Unrealized return-investments
and loss of credibility

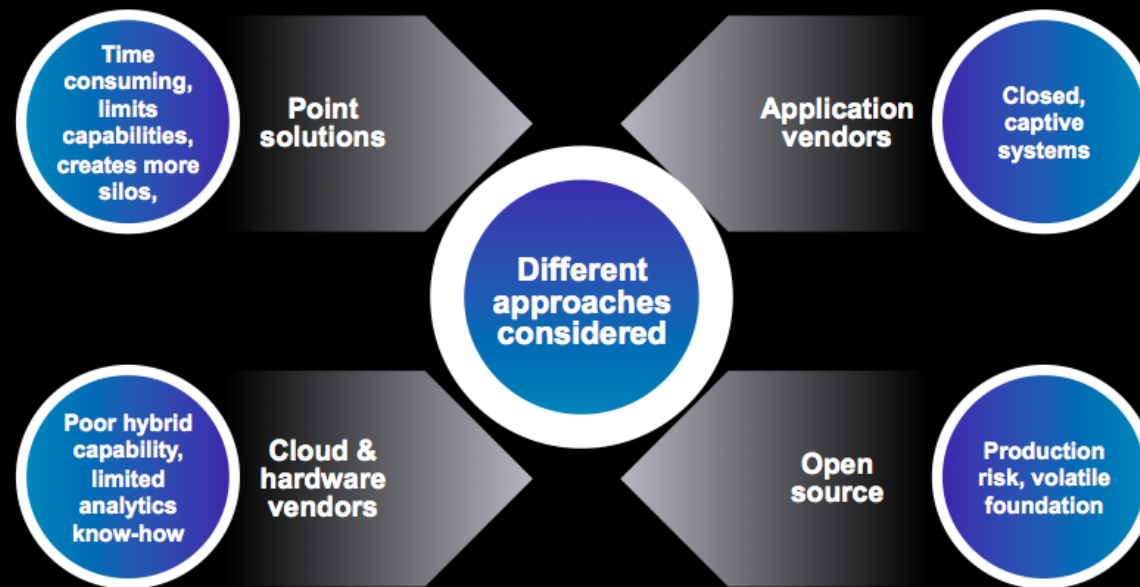
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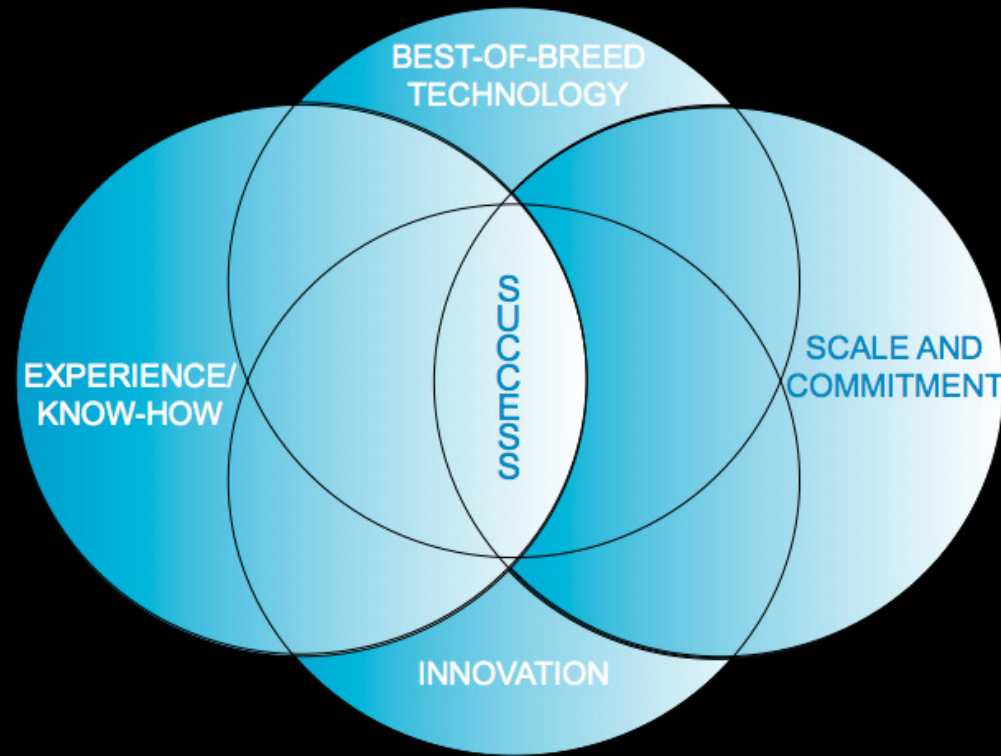
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WHERE TO GO? ORGANIZATIONS INVESTIGATE DIFFERENT APPROACHES



ANALYTIC SUCCESS GOES BEYOND JUST TECHNOLOGY



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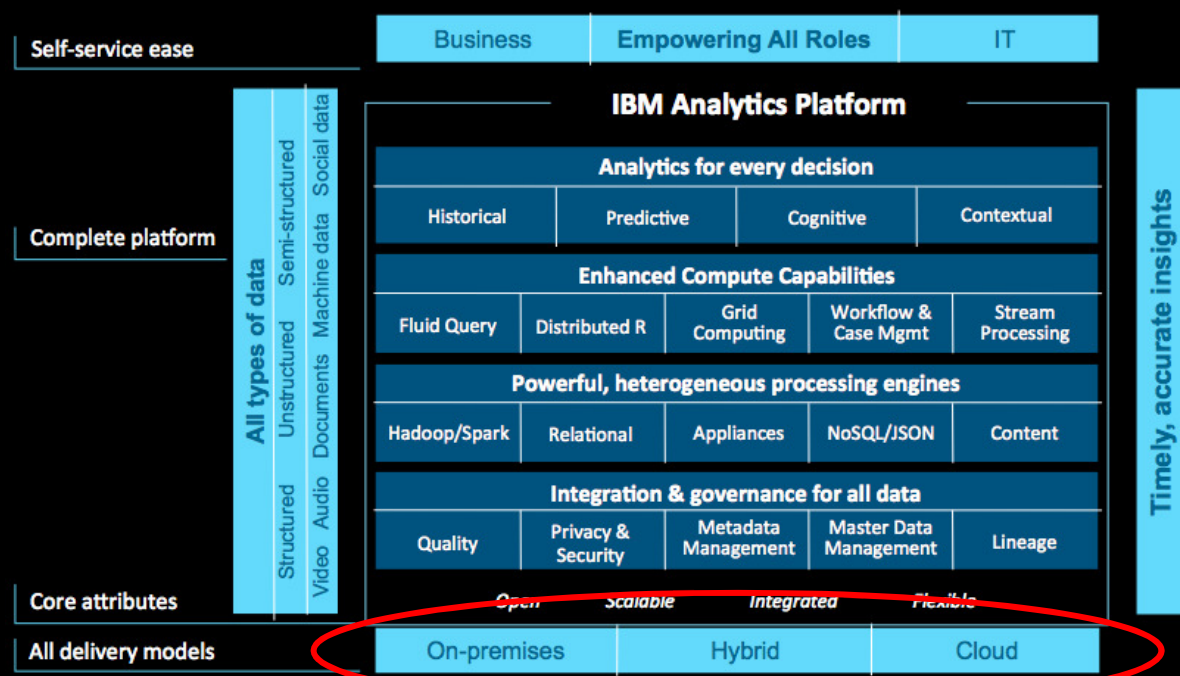


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THE IBM HYBRID ANALYTICS PLATFORM

Flexible, open, ready to put your data to work



SUPPORT OF ALL DELIVERY MODELS



BIG FISH Augmentation – Top Business Use Cases

- Landing Zone (ie. Data Lake, Data Hub)
- Queryable Archive
- EDW Offload
- Data Exploration

IBM Analytics IBM

Example: Morningstar Funds

System of Engagement

- Support applications at web-scale
- Concurrent users, global access, low latency
- Move data to the edge

Simple APIs can prepare data to move from SOI to SOE

JSON

IBM PureData For Analytics

System of Record

- Customer information
- Financial transactions
- GIS data
- Server logs

System of Insight

- Analytics on Systems of Record data
- Extract value from the data
- Reporting, data visualization, BI, etc.

Commercial & Open Source

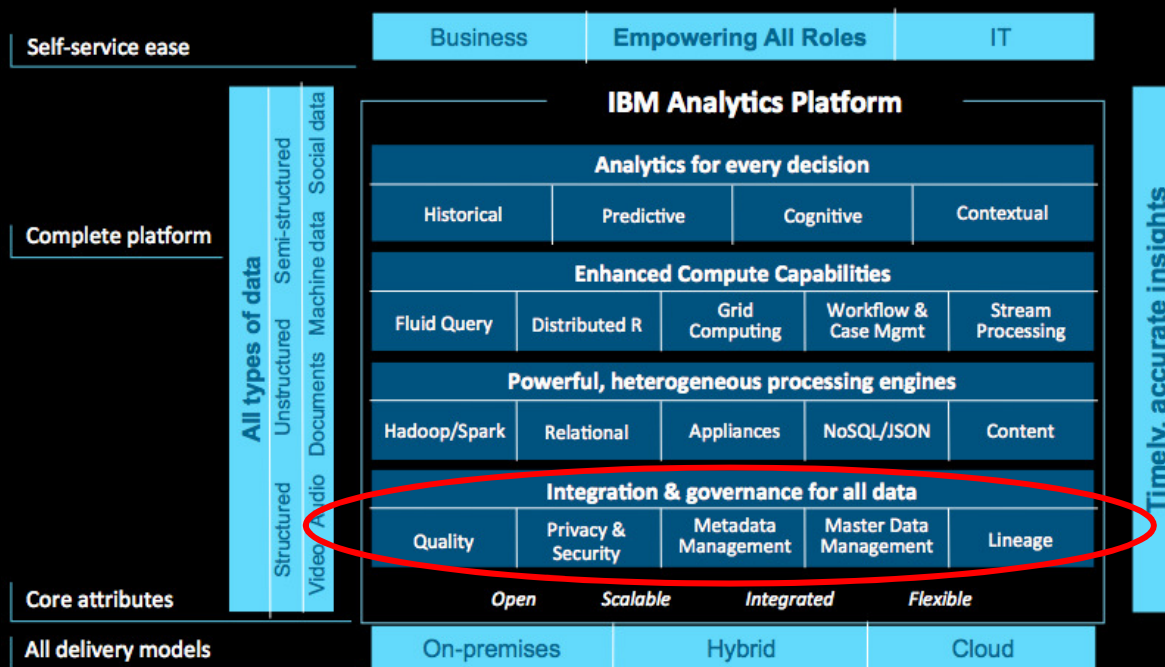
On-Premises & Cloud

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ANALYTICS ONLY AS GOOD AS YOUR INTEGRATION AND GOVERNANCE



The IBM Approach

- Market-leading scalability
 - Unique, performance-optimized architecture
- Solid metadata foundation
 - "IBM's common rules, metadata and infrastructure also enable performance gains in other areas, such as MDM."
Gartner, Magic Quadrant for Data Quality Tools, 2014
- Design-once, run-anywhere simplicity
 - Work across all major applications, platforms and environments

Requirement: Better use of resources



"...80 percent of the development effort in a big data project goes into data integration and only 20 percent goes towards data analysis."

Intel, "Extract, Transform, and Load Big Data with Apache Hadoop," 2013

Benefits

- Scale – to match any requirements
- Efficiency – more time for analysis
- Empowerment of data users across the organization

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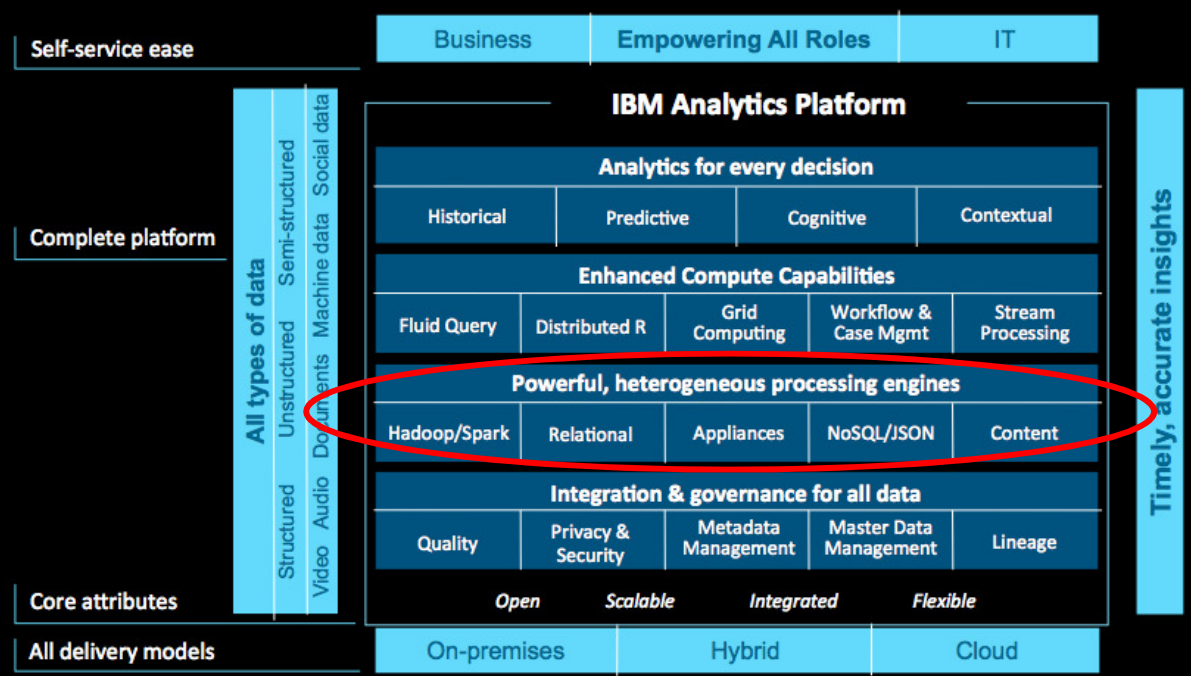
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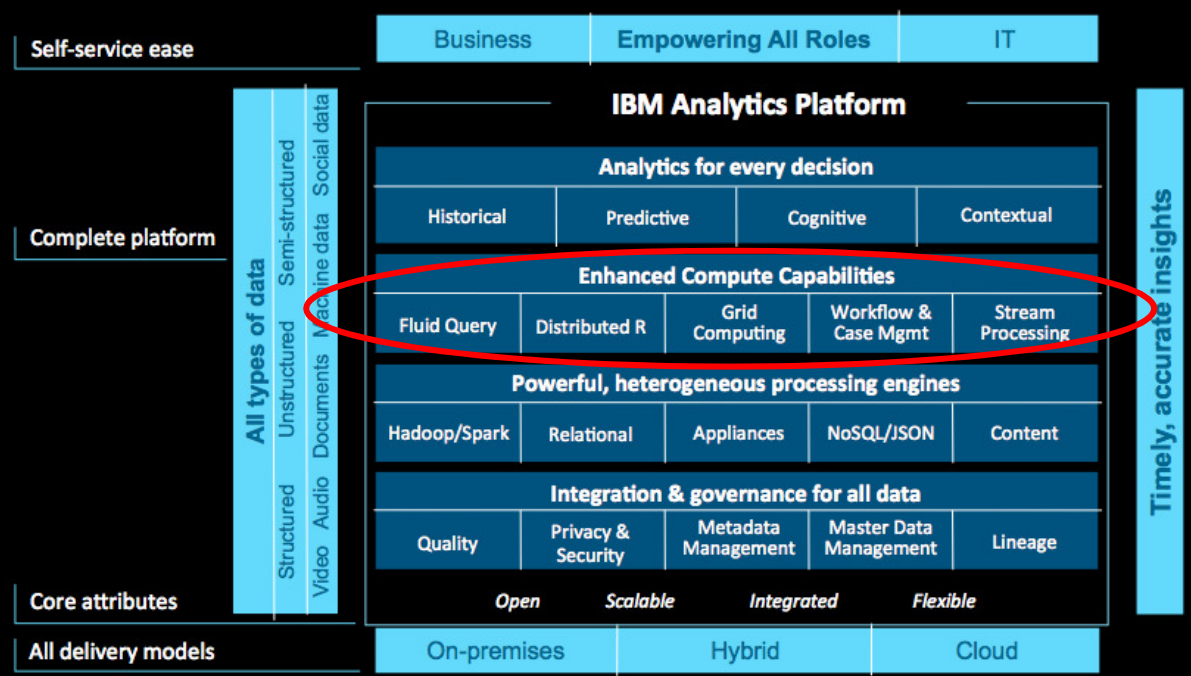
Flexible, open, ready to put your data to work





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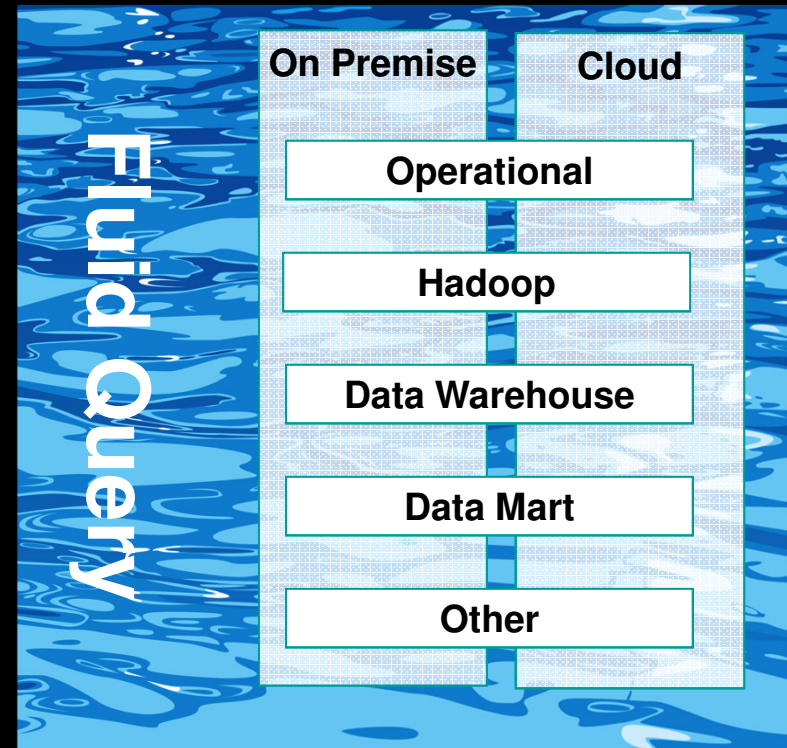
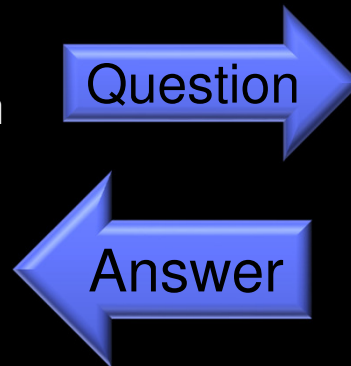


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IBM FLUID QUERY – POWERING NEXTGEN ANALYTICS



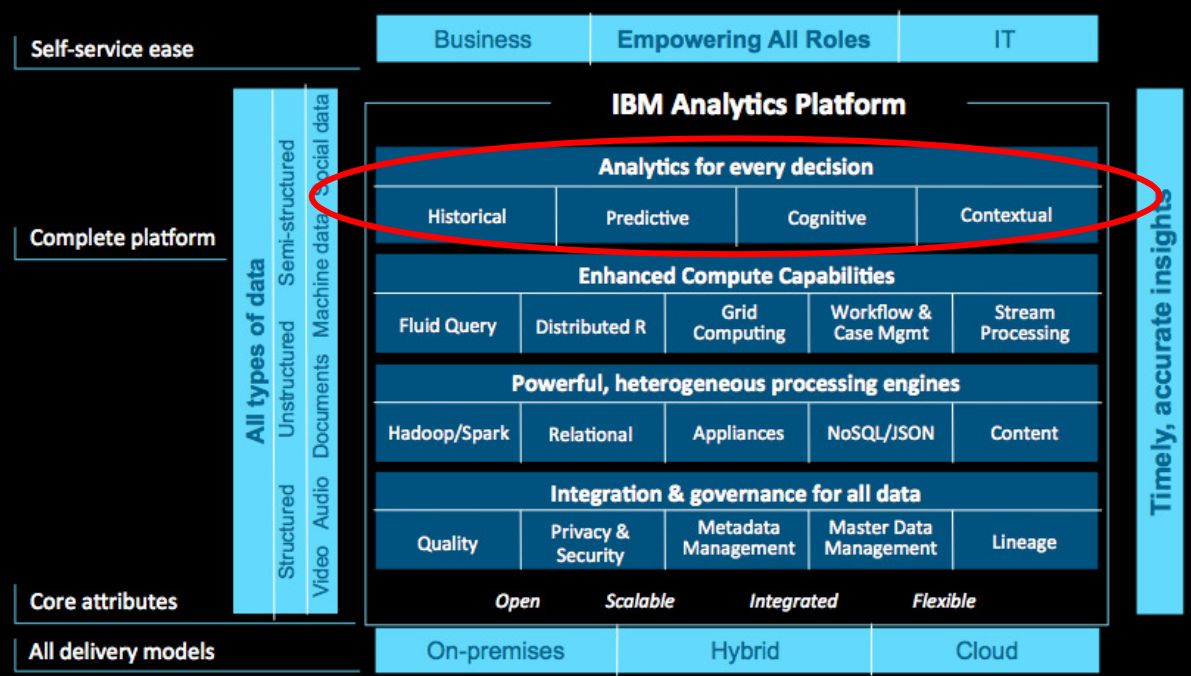
- Intelligently route queries to the correct data store
- Simplify and unify information access for end users and applications
- Access all data within the logical data warehouse for analytics and business insight





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IBM ANALYTICS INNOVATION LEADERSHIP



Pacing the technology landscape to drive societal & business value

World-Class Innovation

- **Cognitive Computing Research**
 - o Machine learning helps human experts make better decisions with the complexity of Big Data. [WatsonPaths](#)
- **Neurosynaptic Chip Development will transform markets**
 - o A brain-inspired chip to transform mobility and Internet of Things through sensory perception
- **Image and Speech Recognition is transforming machine learning**
 - o Data visualization and analytics conversely changing human understanding

IBM Neurosynaptic Computing

Largest chip IBM has ever built at 5.4 billion transistors, and on-chip network of 4,096 neurosynaptic cores.



IBM Research Facts

- Over 3000 Researchers
- 22 Years of Patent Leadership
- 12 Global Research Labs
- Largest Math Department in Private Industry

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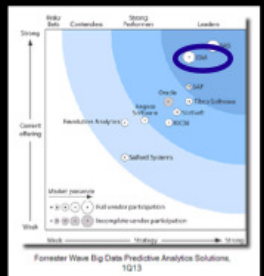
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ANALYST RECOGNISE IBM LEADERSHIP

The Only Recognized Best Of Breed Portfolio Across Entire Analytics Value Chain



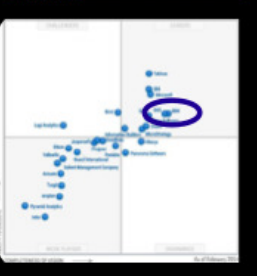
2013 Forrester Wave: Big Data Predictive Analytics



2013 Gartner: Data Warehouse, DB Management



2014 Gartner: Business Intelligence and Analytics Platforms



2012 Forrester Wave: Customer Analytics



2014 Forrester Wave: Enterprise Hadoop



2013 Gartner: Data Integration Tools



2014 Forrester Wave: Master Data Management



2015 Forrester Wave: Predictive Analytics



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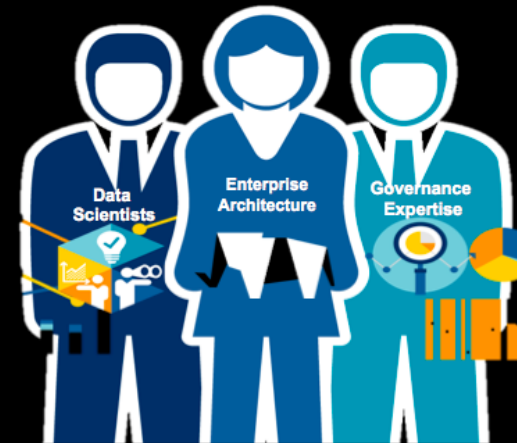
HYBRID ARCHITECTURE CENTER OF COMPETENCY

DRIVE INNOVATION WHILE LOWERING COSTS



The IBM Approach

- Review **Current-State** Architecture
 - o Transactions, applications, video, audio, documents, social media & more
- Discuss & Present **Industry Analytics Benchmarks**
 - o Discuss Industry-specific strategies and trends to position you for Analytics 2.0
- **Innovation, Optimization and Cost-Mitigation Recommendations**
 - o Bridge traditional on-premises technologies with cloud and open source
 - o Performance/Cost Profiling
- Multi-Year **Data and Analytics Architecture Roadmap**



Benefits

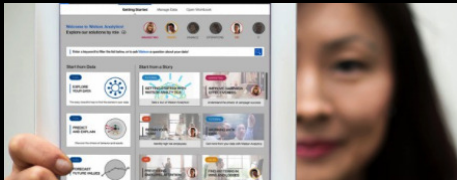
- Future-proof platform, reducing risk
- Fuel innovation
- Investment protection
- Over 2000 engagements

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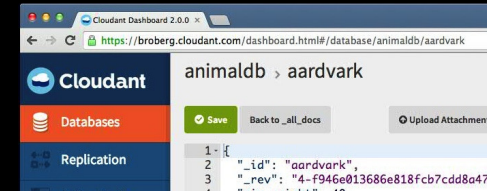
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OUR COMMITMENT TO YOU.



We **accelerate client outcomes** with Industry and Domain solutions



We are **transforming** the usability of Data and Content



We **deliver** innovation that matters...now and in the future

