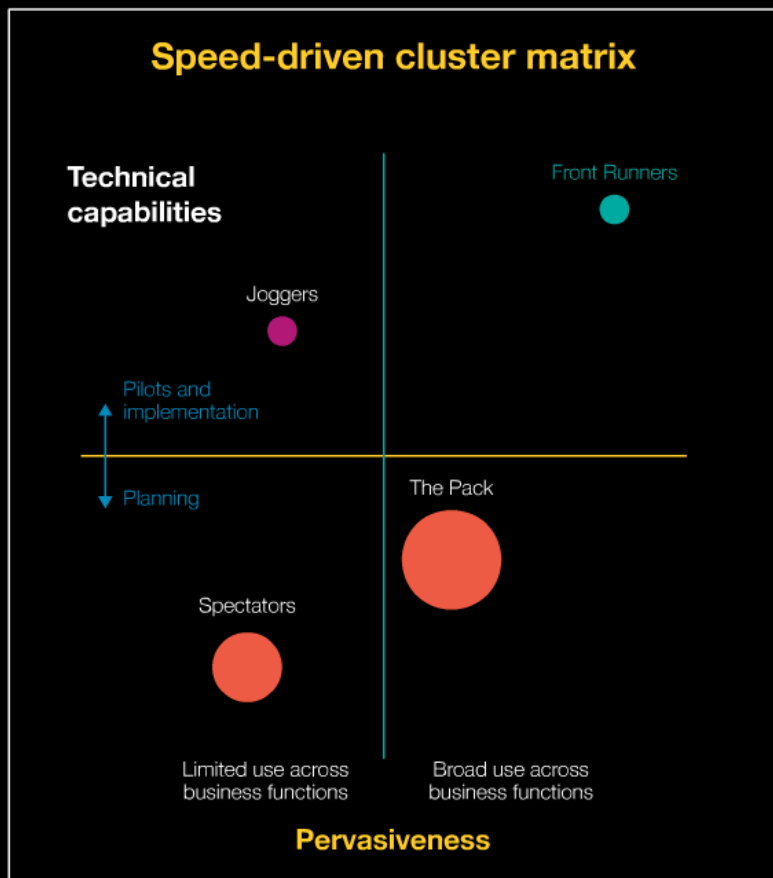


# Together, we are transforming the usability of data and content

Presented by Cathy Reese  
Global Business Advisor, Big Data & Analytics  
IBM Global Business Solutions



# What does the market say about Big Data & Analytics?



## Front Runners

69%

created a significant positive impact on business outcomes using data and analytics in the past 3 years

53%

created a significant competitive advantage using data and analytics

69%

currently either have big data projects in pilot or production

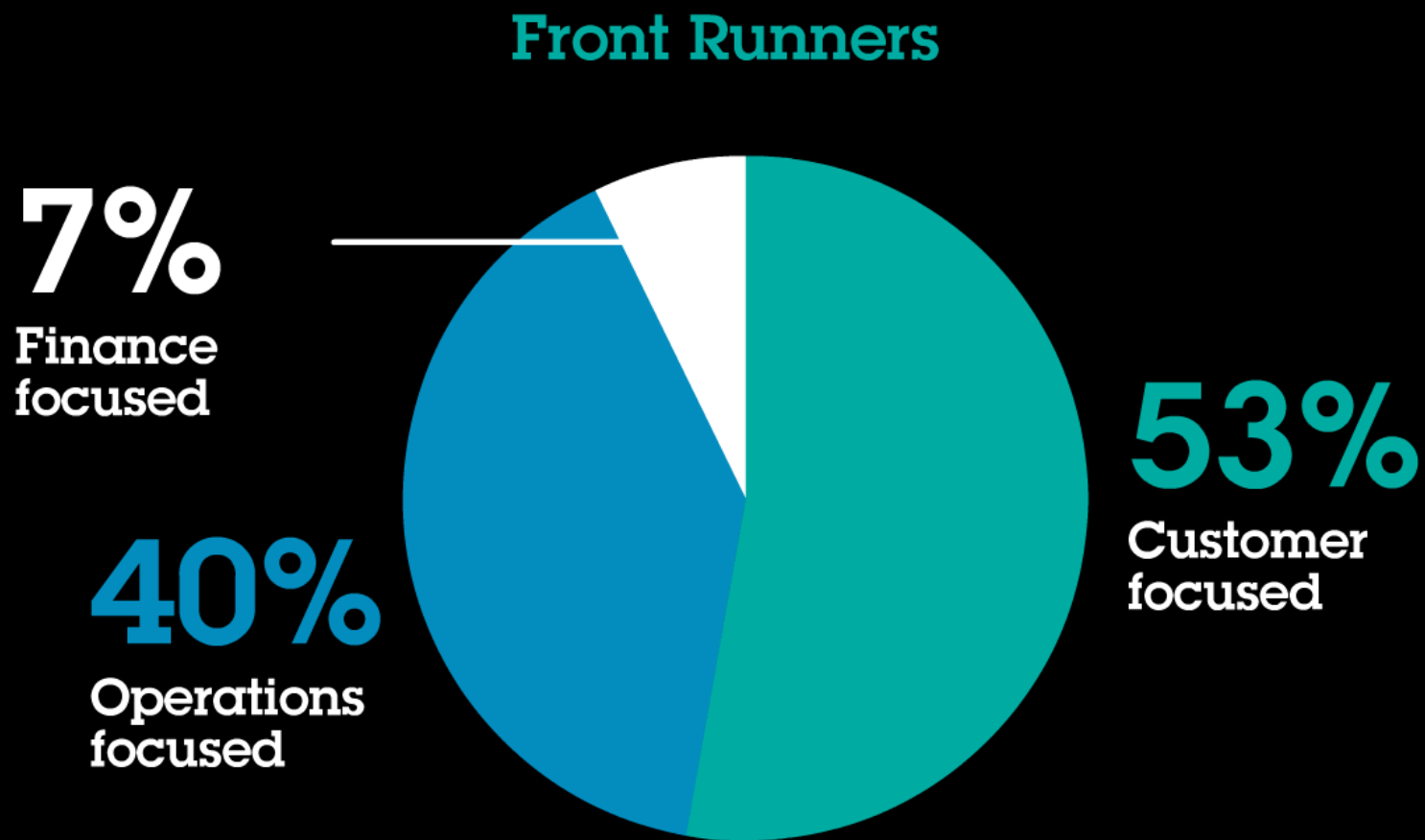
## Australia & New Zealand

46%

42%

28%

# What does the market say about Big Data & Analytics?



# What does the market say about Big Data & Analytics?

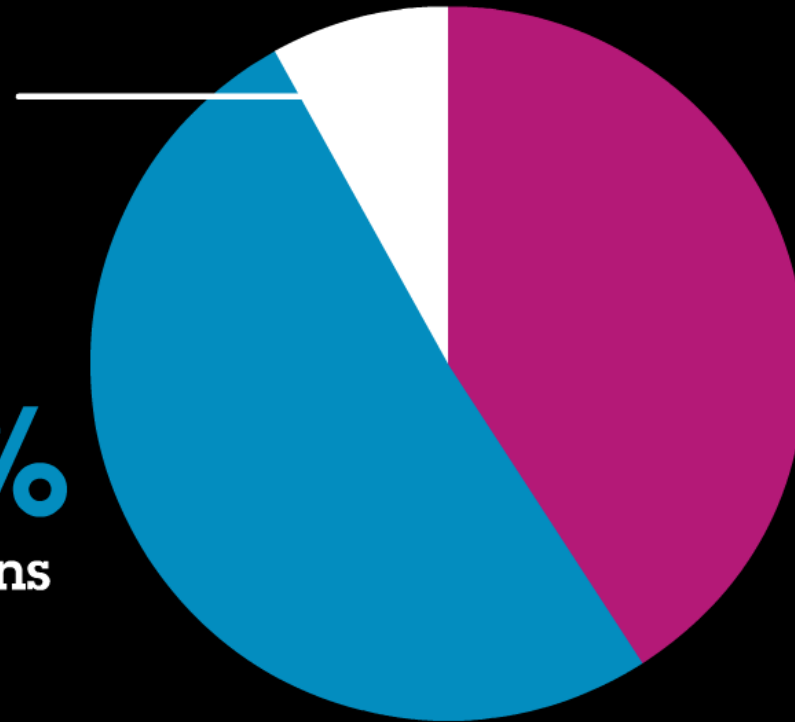
Australia & New Zealand organisational objectives for use of data and analytics

8%

Finance focused

51%

Operations focused

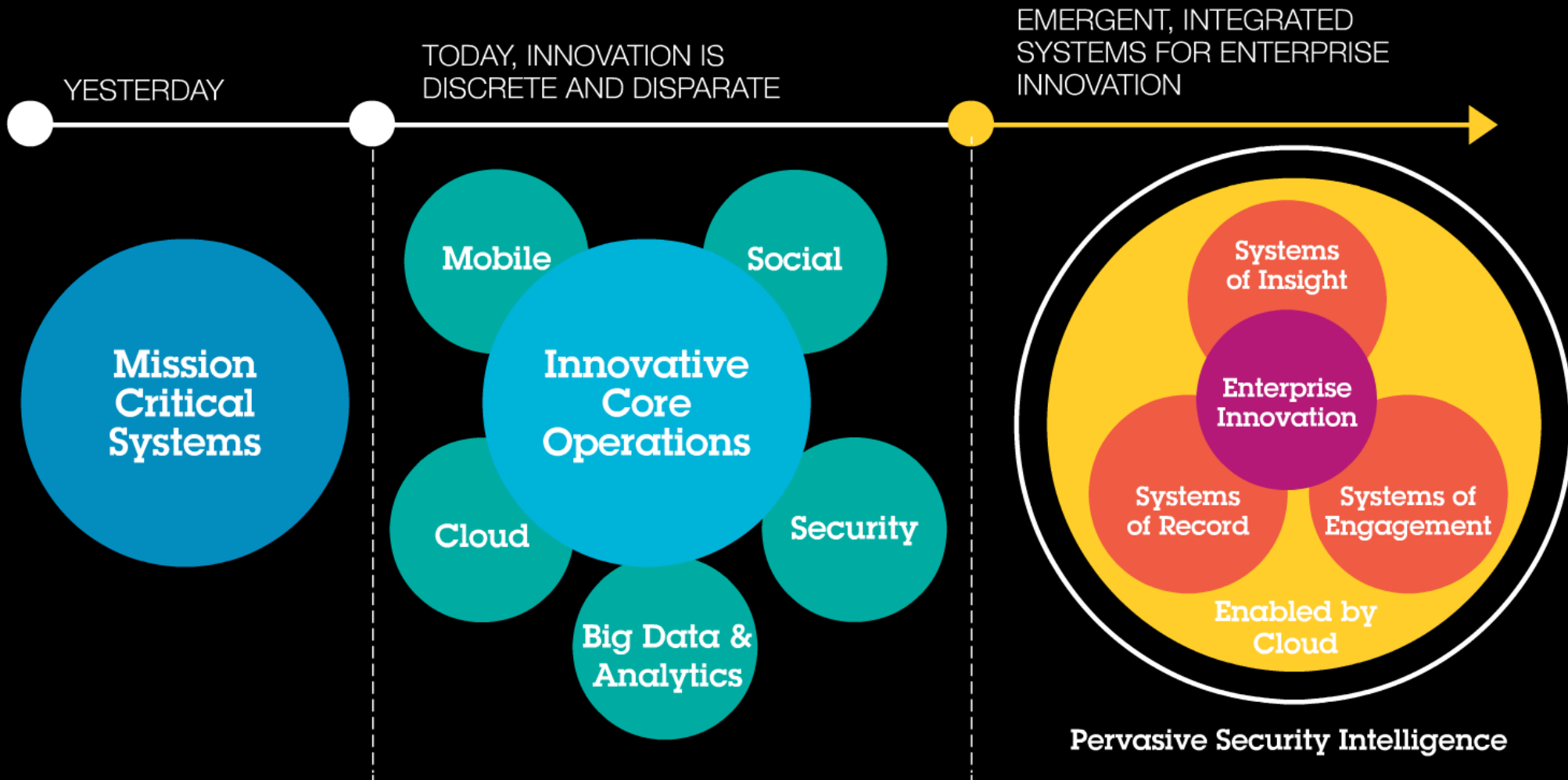


41%

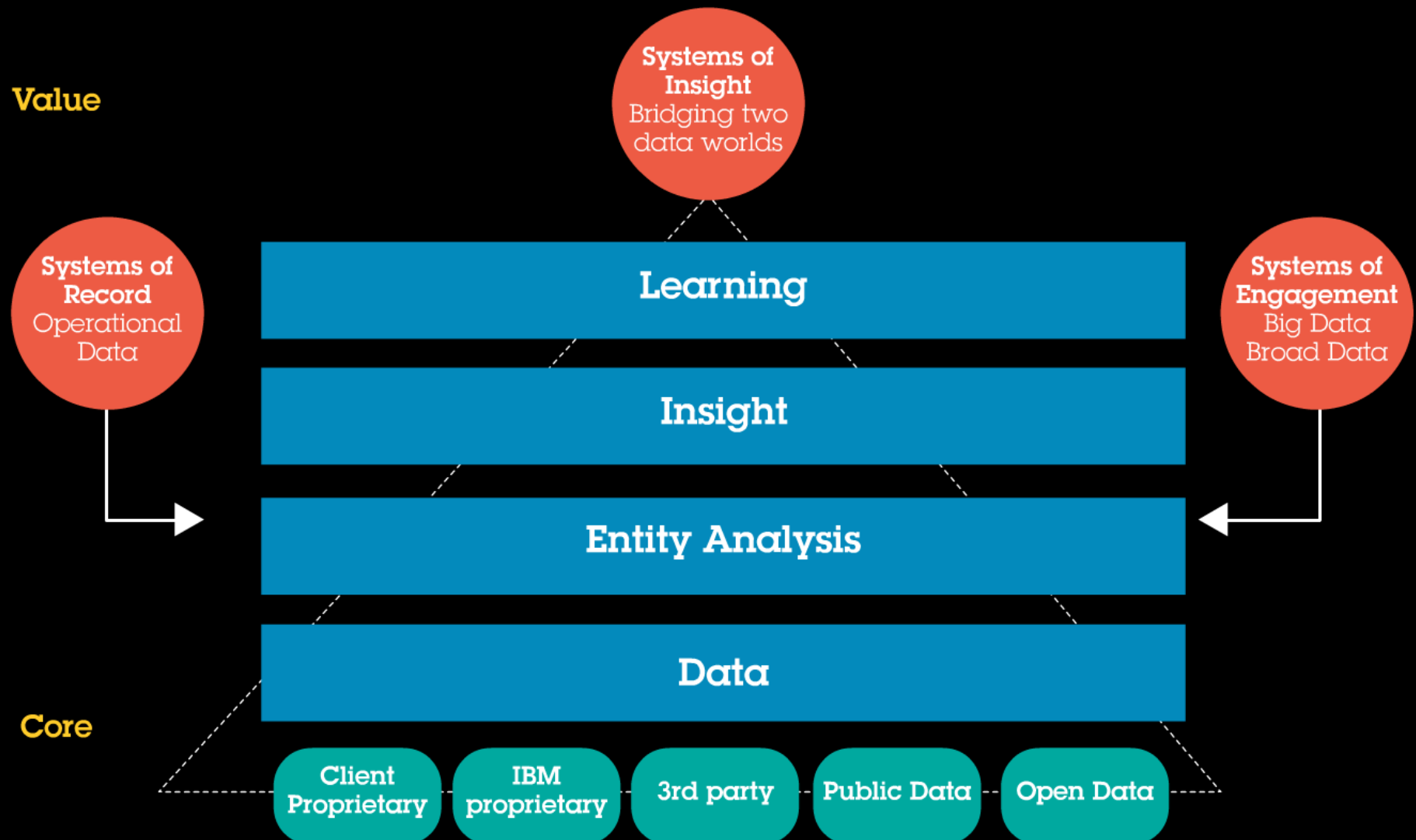
Customer focused

# Disparate Innovation to Enterprise Innovation

## How do we get here and quickly?



# Systems of Insight that bridge and integrate internal enterprise data with external data will unlock enormous new levels of insight & value



# Social Analytics Findings



- 1.** Few are using Twitter/  
social data to drive value
- 2.** Social listening  $\neq$   
strategy for business value
- 3.** Business value = analytics +  
Twitter/social data

# Move from Listening to Action

## Social Listening

“I’ve never bought anything from D&G but I do have a pair of D&G sunglasses which I will throw out”



@carlyaquilino



#BoycottDolceGabbana

## Internal & External Data

Define external and internal data needed to solve business problem... think about it differently



## IBM Analytics

Apply analytics to uncover insights that intuition alone could never find

### Trends

### Predictions

### Linkages

### Causalities

## Actionable Insight

+ Be able to take specific actions based on new insight

+ Pinpoint most valuable customers  
Reduce churn  
Target campaigns  
Update processes



# The Seed Case

Intuition says:

*"Change the sales force"*

The data says:



Twitter



Demographics



Economics



Weather



Social Media



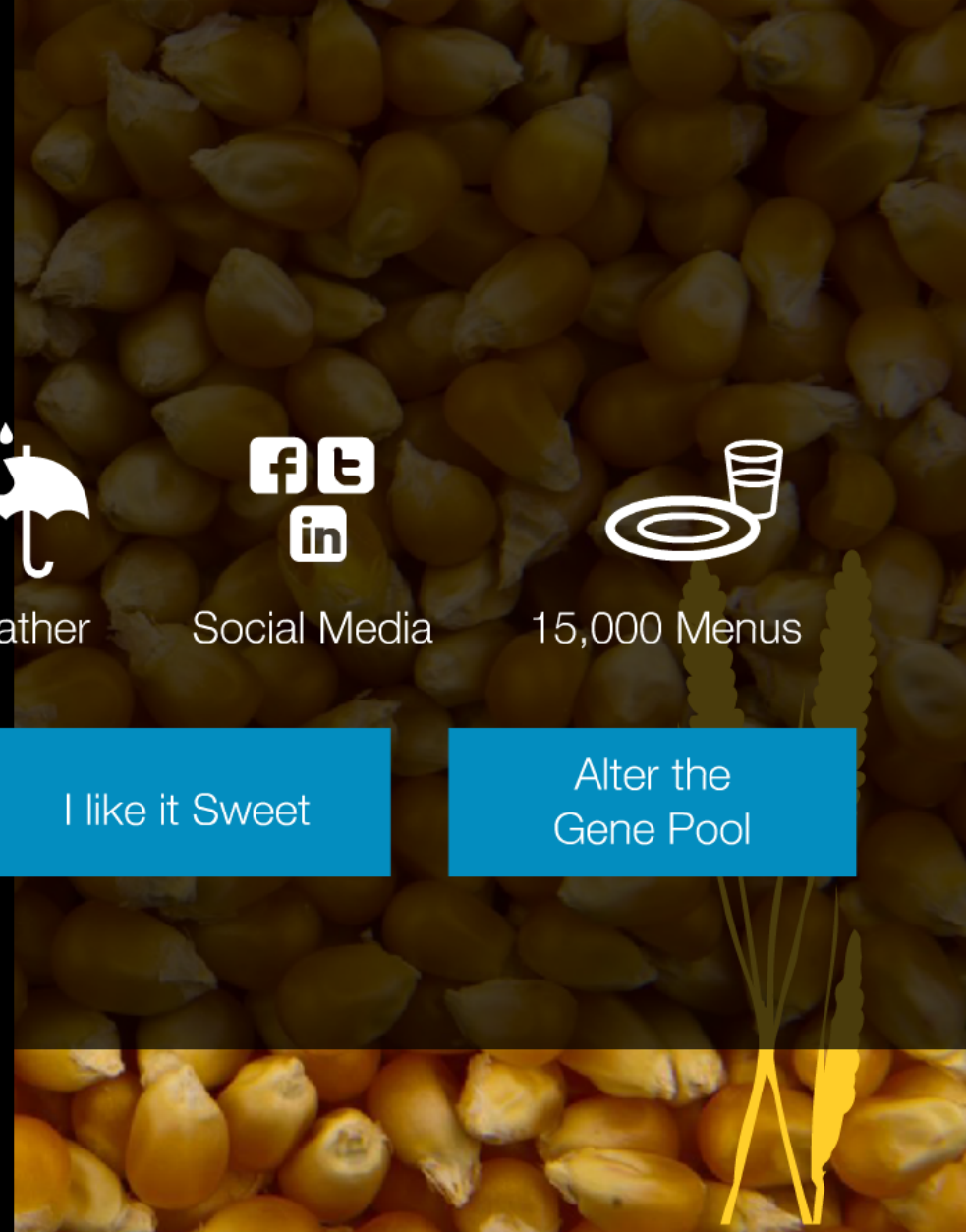
15,000 Menus

Size  
Matters

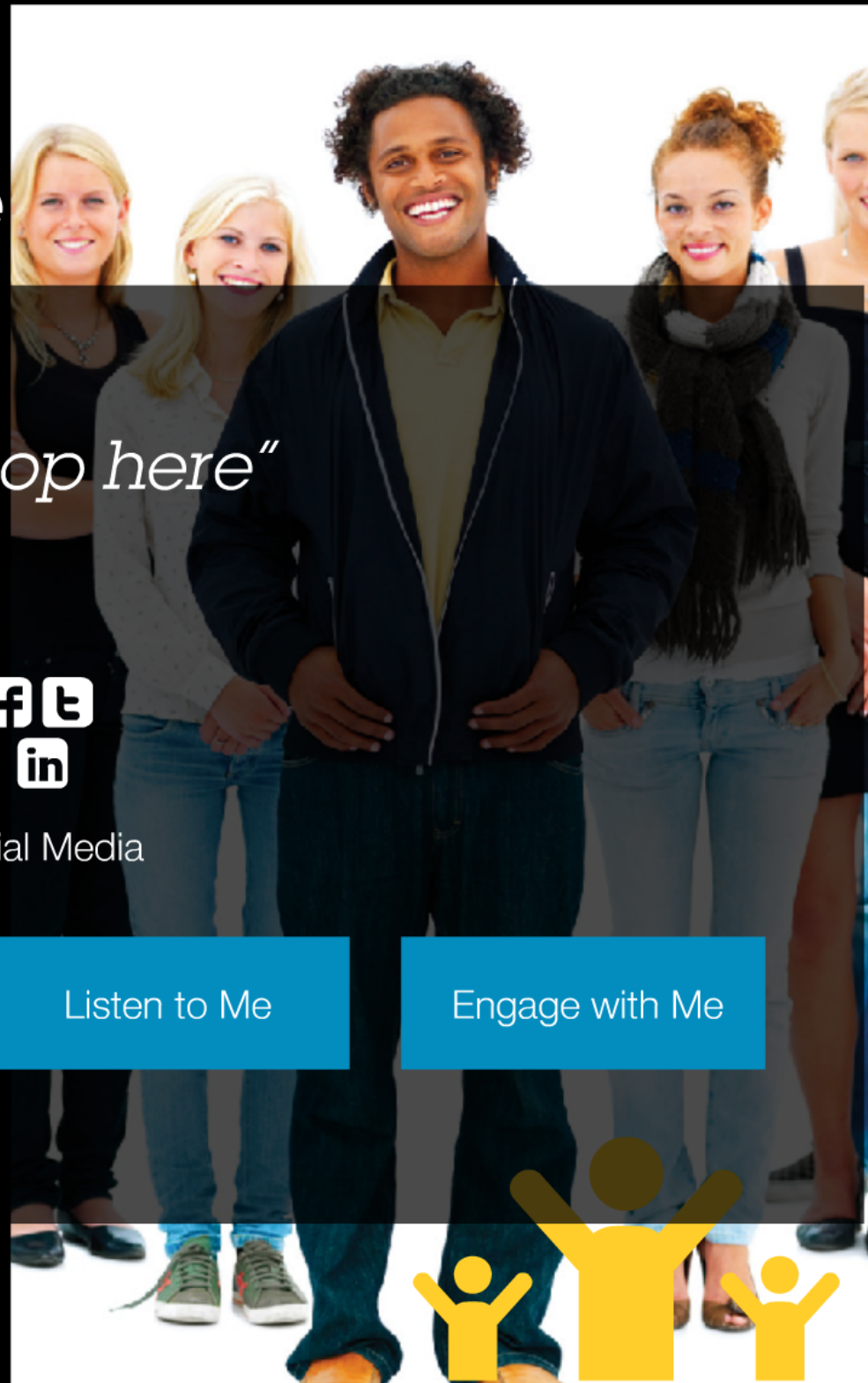
Convenience  
Matters

I like it Sweet

Alter the  
Gene Pool



# The Millennial Case



**Intuition says:**

*"They just don't want to shop here"*

**The data says:**



Twitter



Demographics



Economics



Social Media

...Me

Know Me

Listen to Me

Engage with Me



# The Coffee Case

Intuition says:

*"Change the merchandise"*

The data says:



Twitter



Demographics



Economics



Weather



Social Media



Partner  
Engagement



Promotion  
Activity

It's the Barista

Be cold  
when it's hot

Habla  
Español?

Look at all the  
holidays

A woman with long dark hair, wearing a dark sleeveless top, is pointing her right index finger at a large digital display. The display is filled with various financial data visualizations, including line graphs with green and yellow lines, bar charts, and tables of data. The background is a solid blue color. The text is overlaid in the center of the image.

**Together, we will  
speed innovation  
and win in the  
Insight Economy**

IBM®