

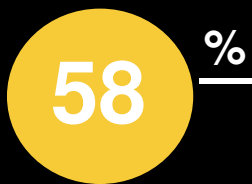
IBM ANALYTICS

May 2015

Presented by Frank Luksic
General Manager, IBM Analytics, Client Success



Data is a force for transformation: It's fact, not theory



of organizations indicate analytics creates a competitive advantage.



found the benefits of analytics met or exceeded expectations.



business and IT leaders are planning big data and analytics projects or already leveraging them.

The new era is defined by three shifts



Data

is the basis of competitive advantages



Cloud

is the growth engine for business



Engagement

changes our expectations



Data is fueling the Insight Economy



All data



New analytics



More people

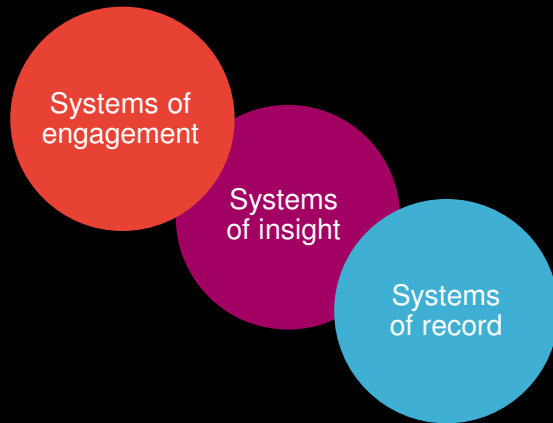


New dev styles

Emerging focus and value

Transforming professions & every business process in six key areas

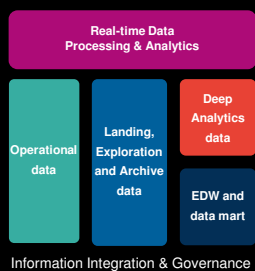
- Create new business models
- Transform financial processes
- Manage risk
- Attract, grow, retain customers
- Improve IT economics
- Optimize operations & reduce fraud



A new architecture is the foundation for delivering business value

All Data

- Transaction & application data
- Machine, sensor data
- Enterprise content
- Image, geospatial, video
- Social data
- Third-party data



Systems On premise **Security** in the cloud **Storage** as a service



New / Enhanced Applications

- Customer experience
- New business models
- Financial performance
- Risk, fraud
- Operations
- Improve IT economics



IBM analytics Internet of Things Division

IBM is investing \$3B to help clients lead in “Internet of Things”

<http://www.ibm.com/iot>

It's happening now

70 Billion

Connected devices

By 2020 the number of connected Internet of Things devices will triple to 70 Billion
– Morgan Stanley

36.2% Growth

In 2015

Processing, sensing and communications semiconductor devices will growth 36.2 percent in 2015, compared with overall semiconductor market growth of 5.7 percent. – Gartner Research

Key Industries

IOT Devices will connect to key industries :
55% Industrial Sector
18% Electronics
16% Communications
– IHS 360 & Goldman Sachs



Transforming the use of data and content together with Twitter to leverage social insights for real time intelligence




Product Research & Innovation
Identify unmet needs


Real Time Operations
Sense demand shifts

Voice of Customer
Understand individuals

Source and analyze global conversations about products, issues and trends that matter to a business and integrate it with enterprise data to gain fresh insights:

 Build Brand Advocacy

 Drive Innovation

 Generate Sales

Analytics outcomes tailored to your industry and context: **Banking Example**



Outbound Marketing Campaigns

How can I deliver more timely, relevant offers and improve response rates?

Event Driven Cross-Sell Offers

How can I anticipate customer activities and better understand needs?

Center Service & Retention

How can I better understand customer issues and resolve them more efficiently?



Credit Risk Management

How can I better manage credit worthiness and changes in financial stability?

Fraud Detection and Mitigation

How can I better predict, detect and investigate fraud?

Cyber Intelligence

How can I gain insights into potential threats from cross-channel communications?



Leverage Consumer Payment Insights

How can I monetize consumer payment information while lowering costs?

Asset Optimization

How can I improve trading decisions, portfolio compositions and valuations?

Helping clients go further faster



IBM expertise

extends over 40,000 analytics engagements, with 15,000 consultants working to address client needs.



Enterprise-class integration, governance and security

builds confidence and trust in all data.



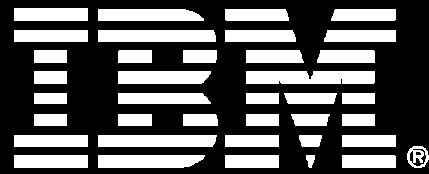
Innovative technology

drives real-time actionable insight with streaming, context and cognitive computing.



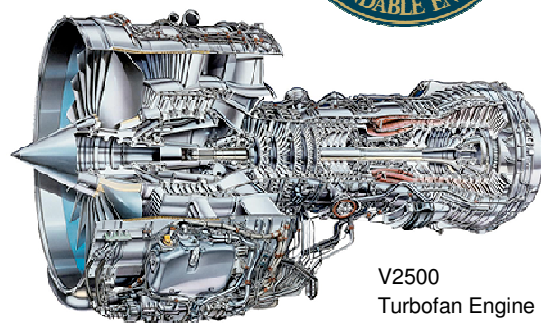
Cloud leadership

enables clients to leverage all data and analytics securely for competitive advantage.



Data is the
basis of
competitive
advantage

97%
Accuracy



V2500
Turbofan Engine



IBM Watson 

Transforming industries & professions

Over **6K** cognitive apps



Increased Revenue
By being enabled to efficiently use customer information to upsell and cross sell, and reduce time and effort to close a deal

Unified Customer Information
Moving from a fragmented view of the customer base across the enterprise to one shared complete view of the customer

Automation of Sales Process
...to reduce the time it takes to process a loan

IBM Solution
IBM FileNet Content Manager & IBM FileNet Business Process Management Software



360 degree view
of the customer

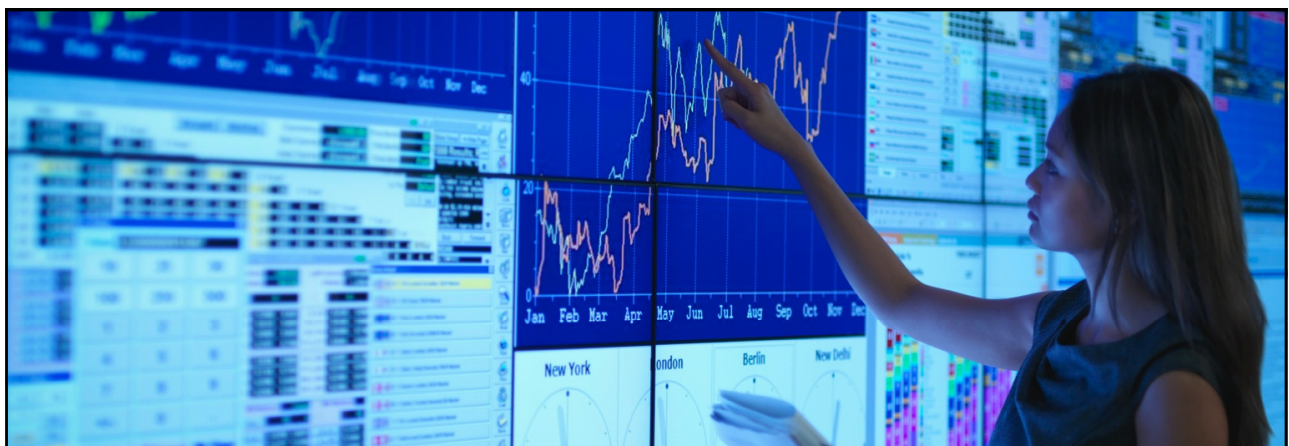
Proactive identification
of the customer needs

Increased Revenue
and customer satisfaction

IBM Solution
IBM Hardware, Software
(IBM InfoSphere, MDM Stack),
Services and support

Data is absolutely critical for our ability to proactively identify opportunities for our customers.

Nick Reed
Programme Director
ANZ



**Empowering innovation
for a new way to work**

QANTAS FREIGHT

Optimise operations; counter fraud & threats

Increased visibility
Into service level agreements and key performance indicator metrics

60 second check-in
Reduced from 60 minutes

Customer satisfaction
Increased due to optimized operations

This project has delivered on the holy trinity. It delivered financial benefits on time and on budget, customer feedback has been outstanding, and the staff loves it.

Lisa Brock
Executive Manager
Qantas Freight

Internet of Things

9Billion
Connected devices

9 billion devices around the world are currently connected to the Internet, including computers and smartphones

\$6.2Trillion
Annually by 2025

The Internet of Things has the potential to create economic impact of \$2.7 trillion to \$6.2 trillion annually by 2025

50-100Billion
Connected devices

The number is expected to increase dramatically within the next decade, with estimates ranging from 50 Billion devices to reaching 1 trillion

Announcing the
IBM & The Weather Company alliance



Bringing Advanced Weather Insights to Business

#WeatherMeansBiz

