



Business Analytics **Forum**

The Premier Conference for Information and Analytics

November 3 – 5, 2010

Gold Coast Convention and Exhibition Centre Queensland, Australia

The Future of Analytic Applications

Ben Waetford
IBM Business Analytics





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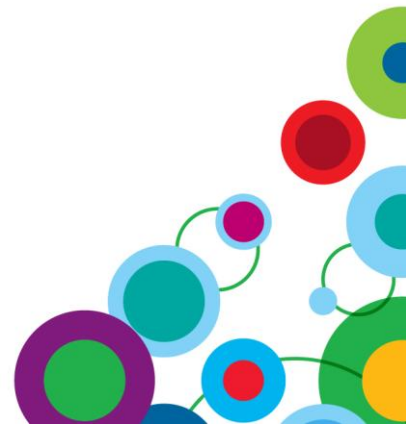
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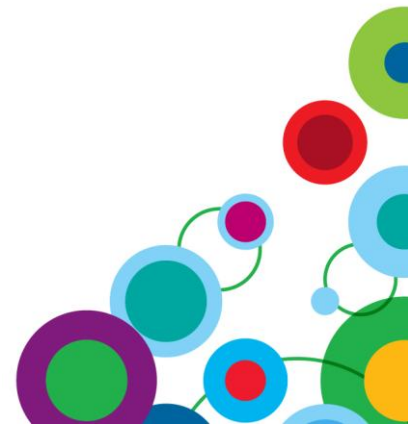
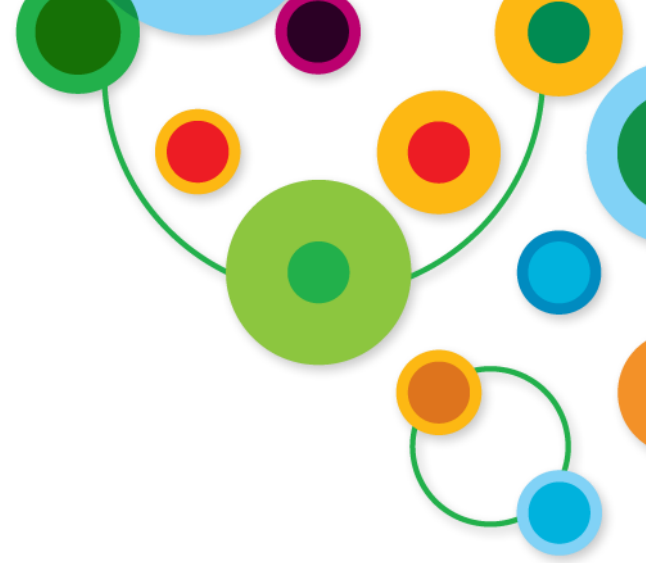


Agenda

- Analytic Application Framework
 - Prescriptive
 - Predictive
 - Personalised



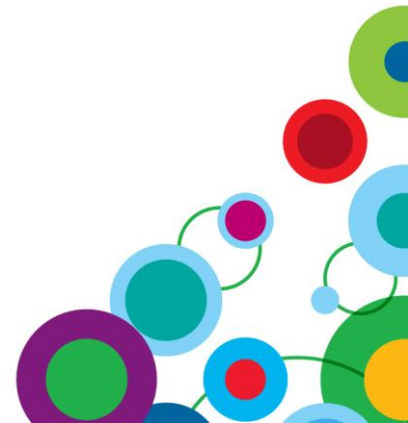
Prescriptive



Faster Insight: Smarter Decisions

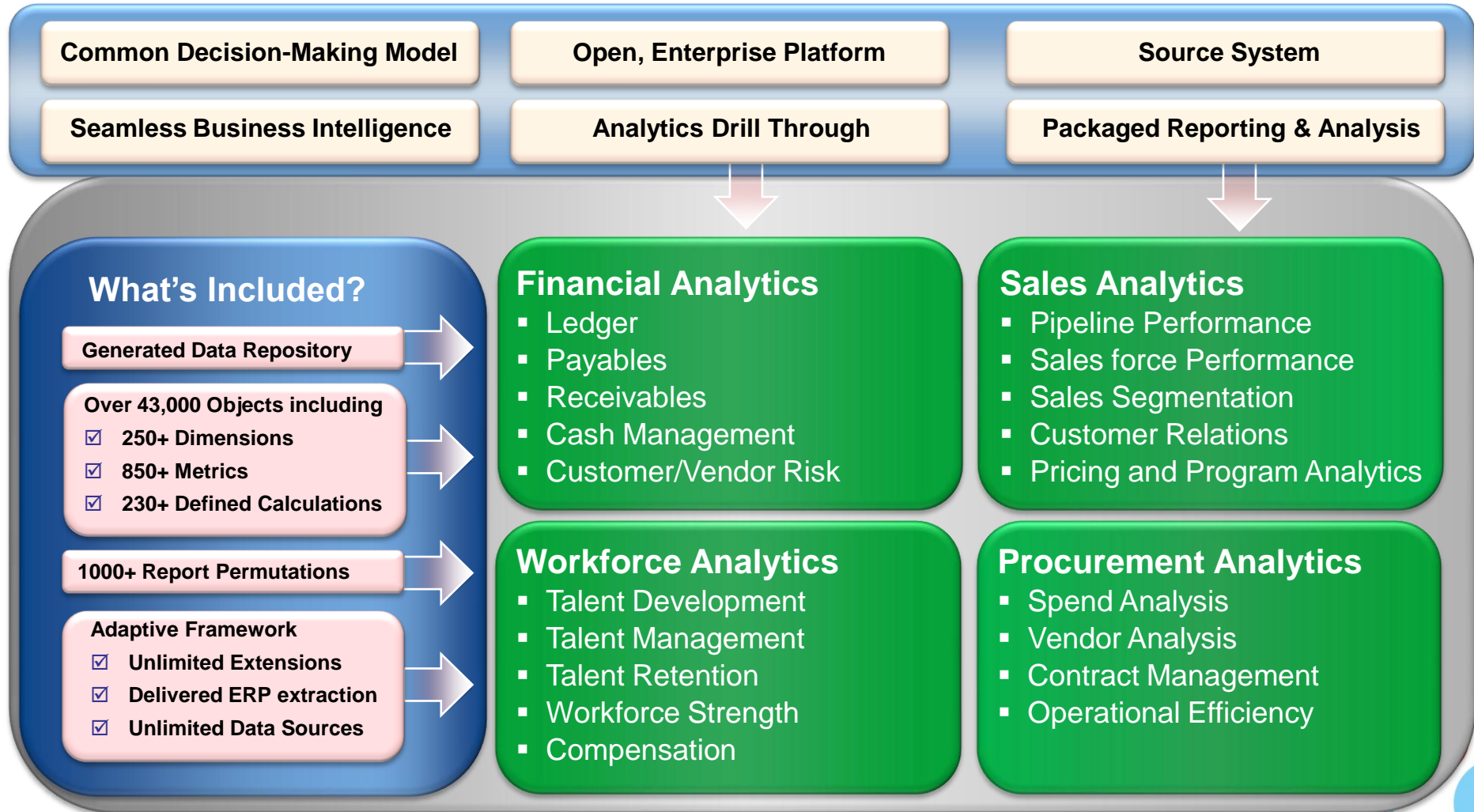


- **Packaged Business Intelligence** – Self-serve, ready made reports that reduce ad hoc custom reporting
- **Highly Adaptable** – Configurable drag-and-drop interface that reduces re-work, ensures continuously relevant content and speeds time to insight
- **Extensibility** – Create new insight by extending the business model to new areas for analysis using an extensive range and combination of measures and dimensions





What's in the Box...





Why We're Different – Adaptability

Build Option

- Time to insight = Long
- Requirements = Outdated
- Cost of maintenance = High
- Multiple touch points

Buy Option

- Requirements = Rigid
- Custom business logic = Hard
- Extensibility = Low
- Multiple touch points

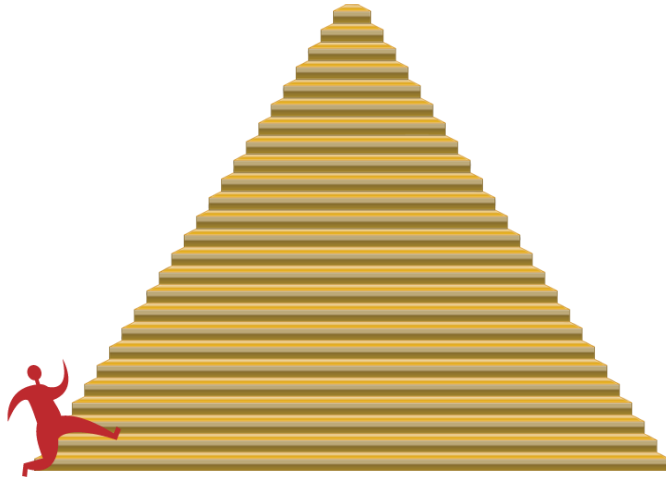
Our Approach

- Business-centric vs.. data centric
- Highly configurable drag-and-drop interface for the modifications to reports and addition of new ones
- Automated synchronization of core components that eliminates manual work
- Extensible business model for a wider analysis of performance



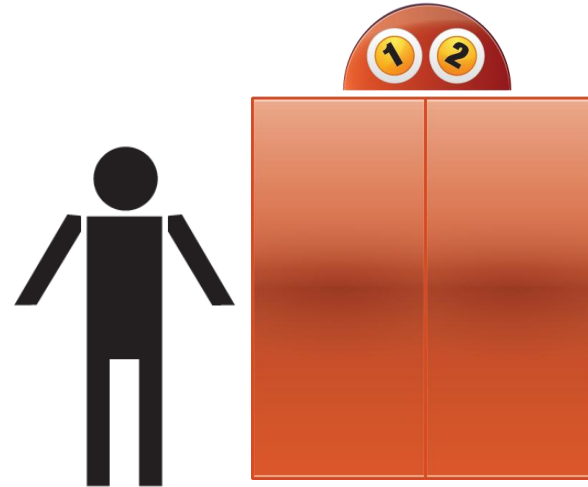
What's the Difference – Time to Value

Other Analytic Applications



25
Average number of touch points to change a traditional packaged report

IBM Cognos Analytic Applications



2
Average number of touch points to change a traditional IBM Cognos Analytic Applications

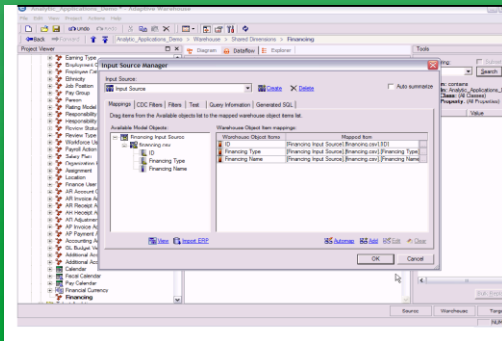




Adaptable – From Data Source to Insight

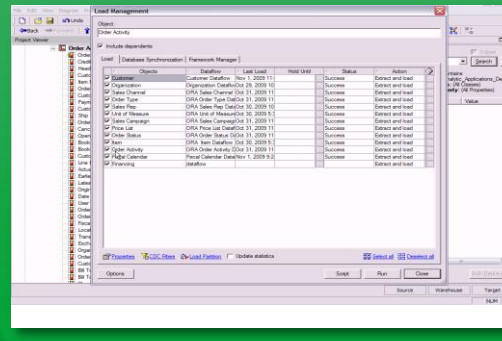
CONFIGURATION

Ensure continuously relevant content through drag-and-drop configuration changes to and modification of reports



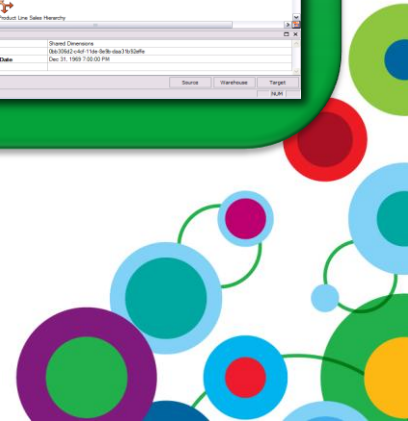
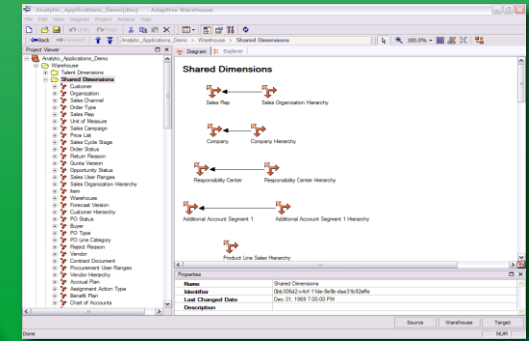
SYNCHRONIZATION

Synchronize the generation of application ETL, data warehouse, semantic and reporting layer



EXTENSIBILITY

Extend the business model to other areas of analysis for a more integrated and expanded view of performance



AAF Components



- **Adaptive Warehouse**

- Delivered ERP data source mappings
- Open connector to other sources
- Can be remapped to customised ERPs, custom RDBMS and multiple sources
- Generates all required metadata

- **Adaptive Analytics**

- Reads AW metadata
- Generates report specifications
- Creates deployment to Cognos





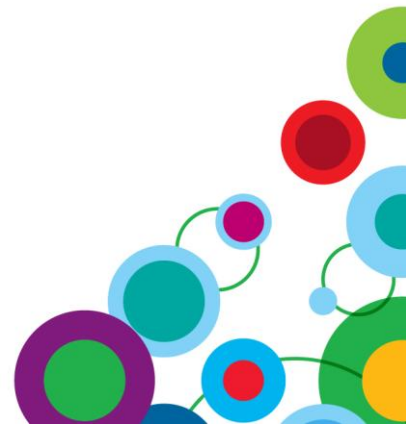
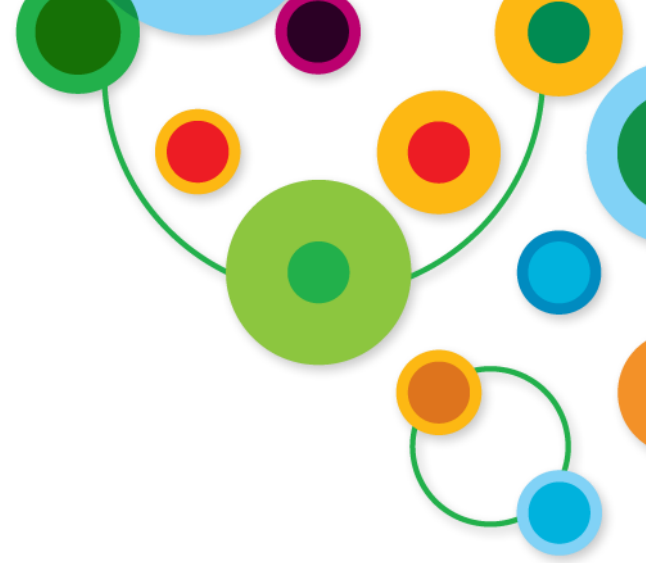
DEMO

Workforce Performance

**IBM Cognos Workforce
Performance Analytics**



Predictive



Continuum of Decision Making

Tactical Decisions
(Run the Business)

- *Routine*
- *Frequent*
- *Structured*
- *Automatable*

...

Strategic Decisions
(Transform the Business)

- *Ad Hoc*
- *High Value*
- *Collaborative*
- *Complex*



SPSS and Analytic Applications – Insight to Foresight

Customer Analytics, Cross-sell and Up-sell



Analytic Applications

Predictive Analytics

Analytics for Assessing Today

IBM Cognos Customer Performance Sales Analytics

SALES PIPELINE PERFORMANCE

- Pipeline Health
- Pipeline Conversion

SALES FORCE PERFORMANCE

- Sales Organization
- Representative

SALES SEGMENTATION

- Channel
- Product
- Customer

CUSTOMER RELATIONS

- Customer Relations
- Fulfillment

PRICING & PROGRAM PERFORMANCE

- Pricing
- Program Analysis



V.P. Sales



V.P. Marketing

SPSS

CUSTOMER PROFILING

AFFINITY & OFFER OPTIMIZATION

IMPACT ANALYSIS

Buying Behavior	Segmentation Analysis	Product Affinity
Offer Analytics	Sales Analysis	Campaign Analysis

Advanced Analytics for Engaging the Future

Product

Channel

Forecast/Plan

Organization

Customer



Predictive – Insight and Foresight @ Work

Organization Needs



**V.P.
Marketing**

Sales segmentation and likelihood of a channel to buy :

- Consolidated summary of customer, product and channel
- Advanced analytics (SPSS) to:
 - Determine potential sales by customer
 - Assess potential sales by segment
 - Evaluate the likelihood of customer purchase
- Goal – Accelerate revenue growth by assessing the potential of sales channels. Target specific customers based on analysis with specific marketing offers.

Applications Delivers

- **Predictive – IBM Cognos Customer Performance Sales Analytics & SPSS**
 - Evaluate revenue performance with a macro view of sales segmentation via dashboard
 - Leverage SPSS to assess likelihood of these channels to buy
 - Incorporate SPSS analysis into Sales Analytics as standard reportings for sales and marketing





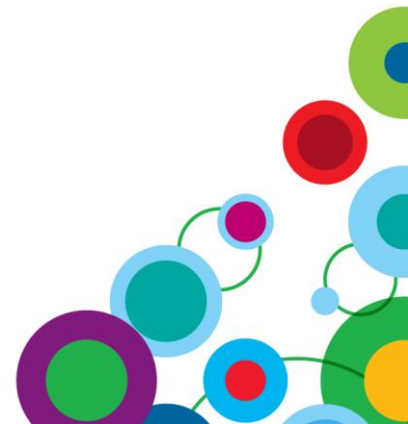
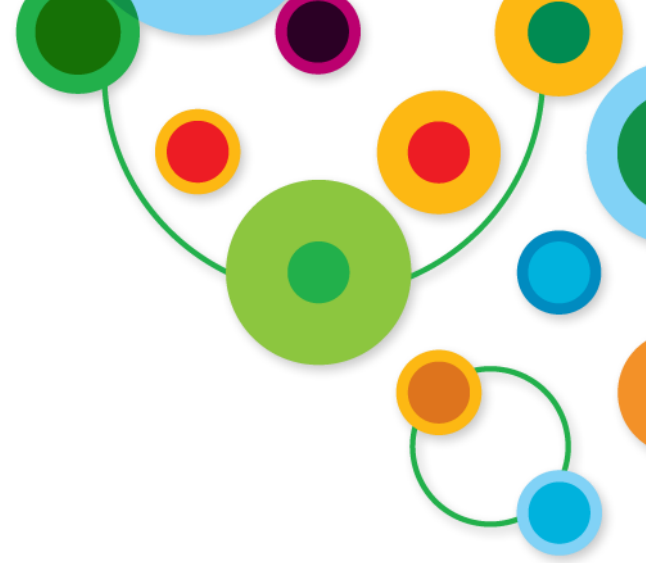
DEMO

Cross-sell Up-sell

**IBM Cognos Customer
Performance Sales Analytics
and SPSS**



Personalized





Cognos 10 Delivers a Unified Workspace

- Support How People Think
 - Drag-and-drop assembly
 - Search-assisted authoring
 - Boundless data exploration and assembly
- Let Them See More...
 - Information across all time horizons
 - Wizard-driven external data
 - In-place information context
- Seamless graduated experience
- Complete decision lifecycle
 - Assemble from/to author
 - What-if-analysis from/to reporting
 - Planning and budgeting from/to reporting
 - Real-time monitoring viewing/to threshold setting
 - Statistical evidence reporting



Personalized – Packaged Analytics & C10 @ Work

Organization Needs



Modify existing dashboard to meet specific reporting requirements for executives:

- Consolidated view of analytic application reports via a Cognos 10.1 dashboard
 - Swaps out widget to personalize dashboard
 - Interacts with dashboard prompt – Drills up and down
 - Goes to content model for the application with new widget
 - Interacts with new report in analytic application
- Goal – Meet specific reporting requirements of executive management

Cognos 10 & Apps Delivers

- **Personalized –**
 - Flexible easy to modify dashboard using i-widgets
 - Meet specific reporting request
 - Interact with new content





DEMO

Personalized Analysis

IBM Cognos Customer
Performance Sales Analytics
and IBM Cognos 10





Where do you start?

Take a graduated approach to determine your analytic inventory and assessing which strategic technology assets can be leveraged across processes and decision areas.





Questions?

