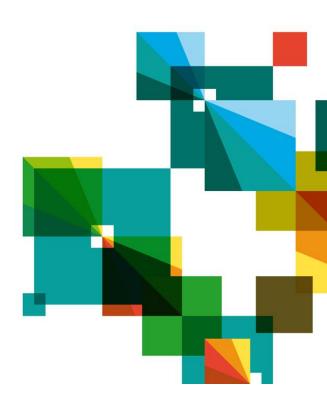
IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



Business Analytics Workshop

Peter Tegenbosch 13 November 2012





Imagine....you want to buy an new car

How do you approach this?

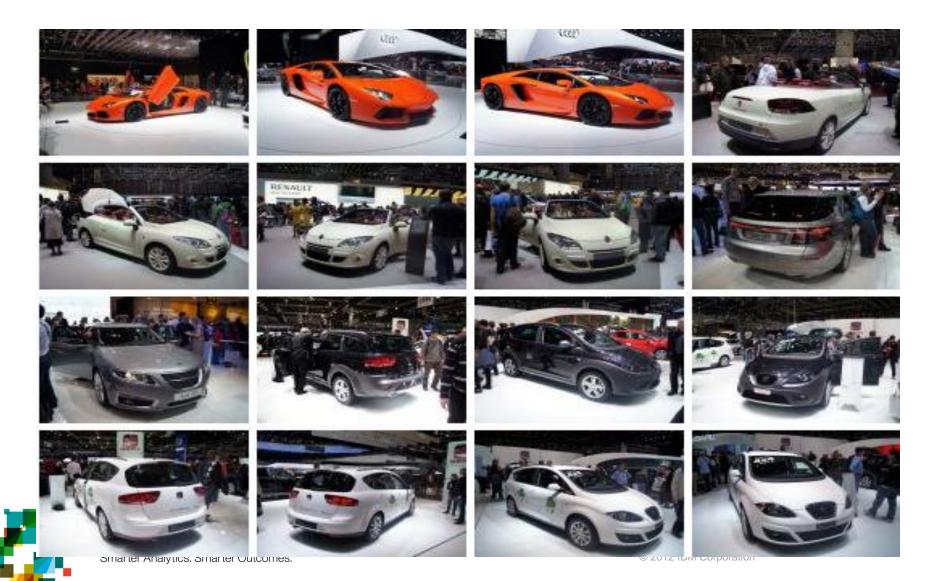
- Think about the requirements
- Scan the market
- Create a list of brands
- Collect information materials
- Talk to car dealer
- Try to make a great deal?

Sounds logical? Easy to do?





What do you dream of?





And what about the other ,stakeholders'?







But what happens then? Overview Multimedia highlights 360° Visualizer ... this is: All the facts Equipment Design time-consuming Standard and optional equipment: Engines and chassis Suspension and Exterior complicated Technical data Twelve-cylinder petrol engine In-Car Entertainment Eight-cylinder petro(engine Security and Safety misleading Straight six-cylinder petrol engine Communications Straight six-cylinder diesel engine Comfort Integral Active Steering foggy Transmission Optional equipment Double-arm front axle Integral V rear axle and air Transmission equipment Steering wheel gearshif Driving dynamics



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6-speed manual transmission (5)

There are no extras available for

0

7G-Tranic

Eight-speed automatic transmission

Six-speed automatic transmission

x0rive

BMWy EfficientDynamics

Ergonomics and safety
Equipment and accessories
BMW Individual 7 Series Sedan
Prices, financing and service
Catalogue and downfoads





- Do you recognize any similar behaviors?
- How are you collaborating with your colleagues?
- How often are you trapped in function & feature discussions?
- How does it work?
- What is your feeling?



So WHAT would you do next?



Have a product demo?



No emotional involvement

 Get involved in a POC ? intensive



Expensive and resource

• 555555



5555555





You remember the stakeholders?









How about a test drive?

Emotion!

Feelings!

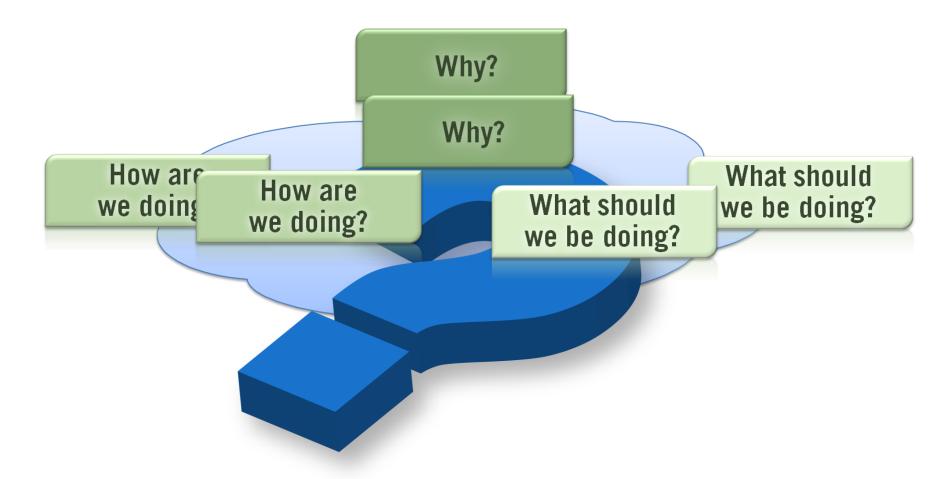
Fun!





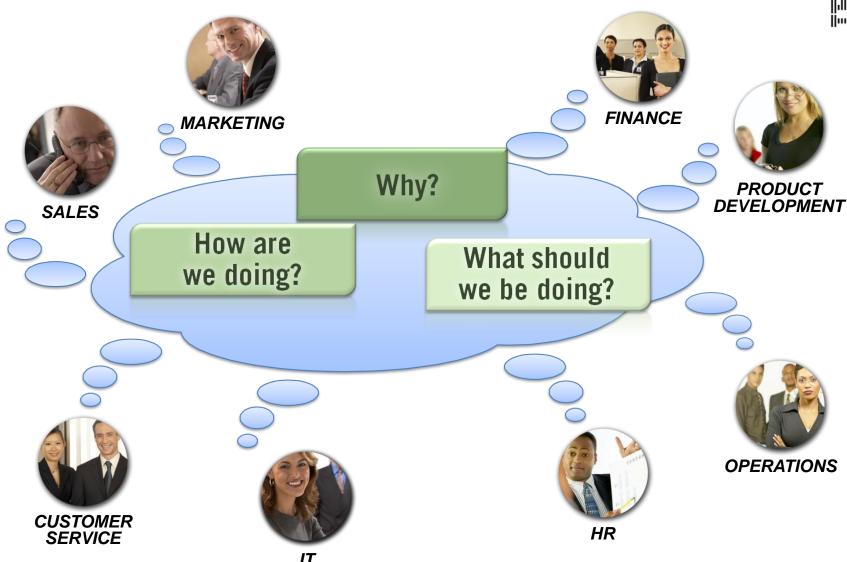
Three Questions that Drive Performance







Three Questions that Drive Performance









BA Experience Workshops

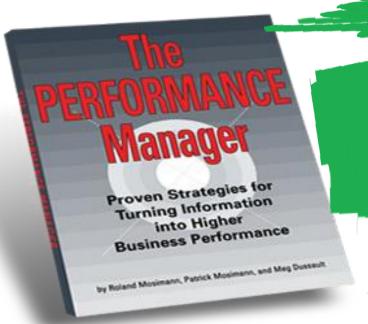
- Business Simulation provides "a year in the life" example of Management using "Business Analytics"
- Introduces The Performance
 Management Framework and the
 PM Manager book with a clear,
 pragmatic approach providing a
 common language and unifying
 map for effective alignment
 between IT and the business
- Brings the "Performance Manager" to life.







Driving Smarter Decisions for Better Business Outcomes



- Costs Management
- Improve Profits
- Drive Cash Flow
- Manage Risk
- New Opportunities
- Compliance & Governance

Through the strategic application of **Business Analytics** Software





Book Your In-house BA Experience Workshop

Invite your colleagues from other departments (Finance/ Marketing/ Sales/ HR/ Production/ SupplyChain/ IT ...) to attend a workshop, so they can experience the power of Business Analytics themselves.

The BA Experience In-house workshops are free of charge and could be hosted in your office or an IBM facility.

www.ibm.com/business-experience

youtube









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