

IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



Business Analytics Workshop

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

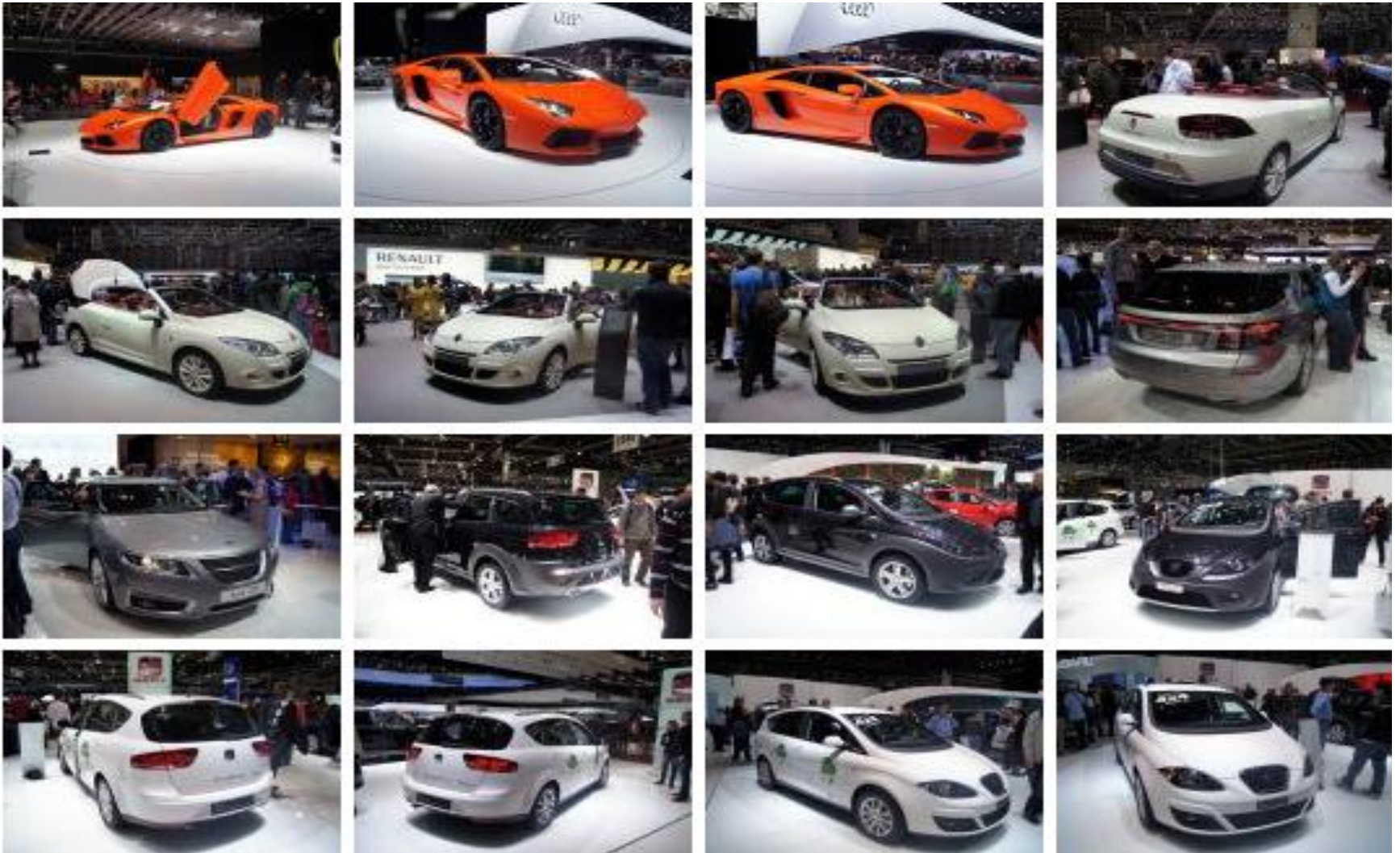
How do you approach this?

- 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?

... this is:

- time-consuming
- complicated
- misleading
- foggy

Equipment

Standard and optional equipment:

- Suspension and Exterior
- In-Car Entertainment
- Security and Safety
- Communications
- Comfort
- Trim
- Transmission
- Optional equipment
- Standard

Transmission equipment

- Steering wheel gearshift
- There are no extras available for this model.
- 7G-Tronic automatic control
- 6-speed manual transmission (S)

Overview

Multimedia highlights

360° Visualizer

All the facts

Design

Engines and chassis

Technical data

Twelve-cylinder petrol engine

Eight-cylinder petrol engine

Straight six-cylinder petrol engine

Straight six-cylinder diesel engine

Integral Active Steering

Double-arm front axle

Integral V rear axle and air suspension

Driving dynamics

Eight-speed automatic transmission

Steptronic

Six-speed automatic transmission

Steptronic

xDrive

BMW EfficientDynamics

Ergonomics and safety

Equipment and accessories

BMW Individual 7 Series Sedan

Prices, financing and service

Catalogue and downloads





Now think about your business

- 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
- ?????? → ????????





You remember the stakeholders?



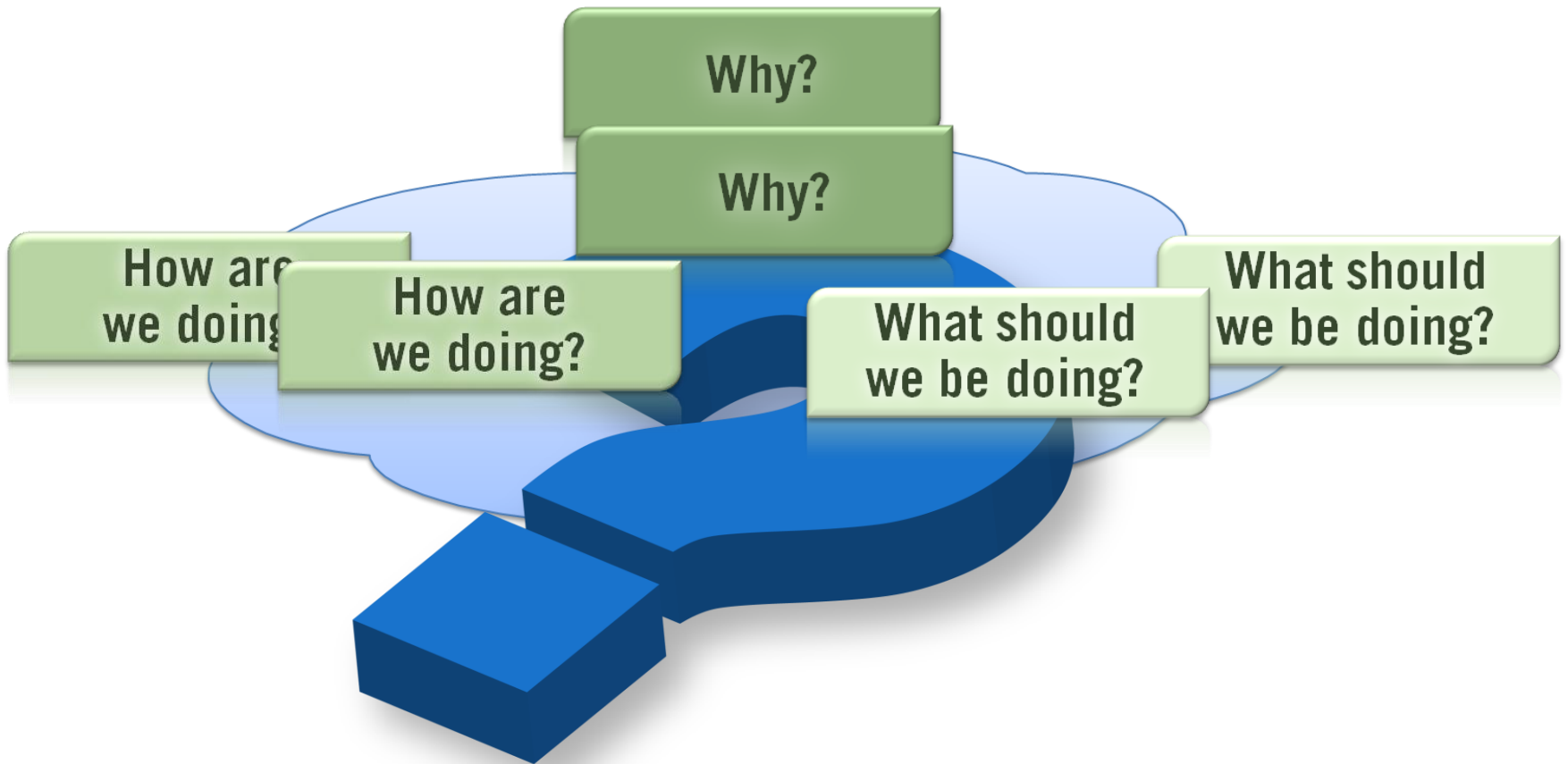


How about a test drive?

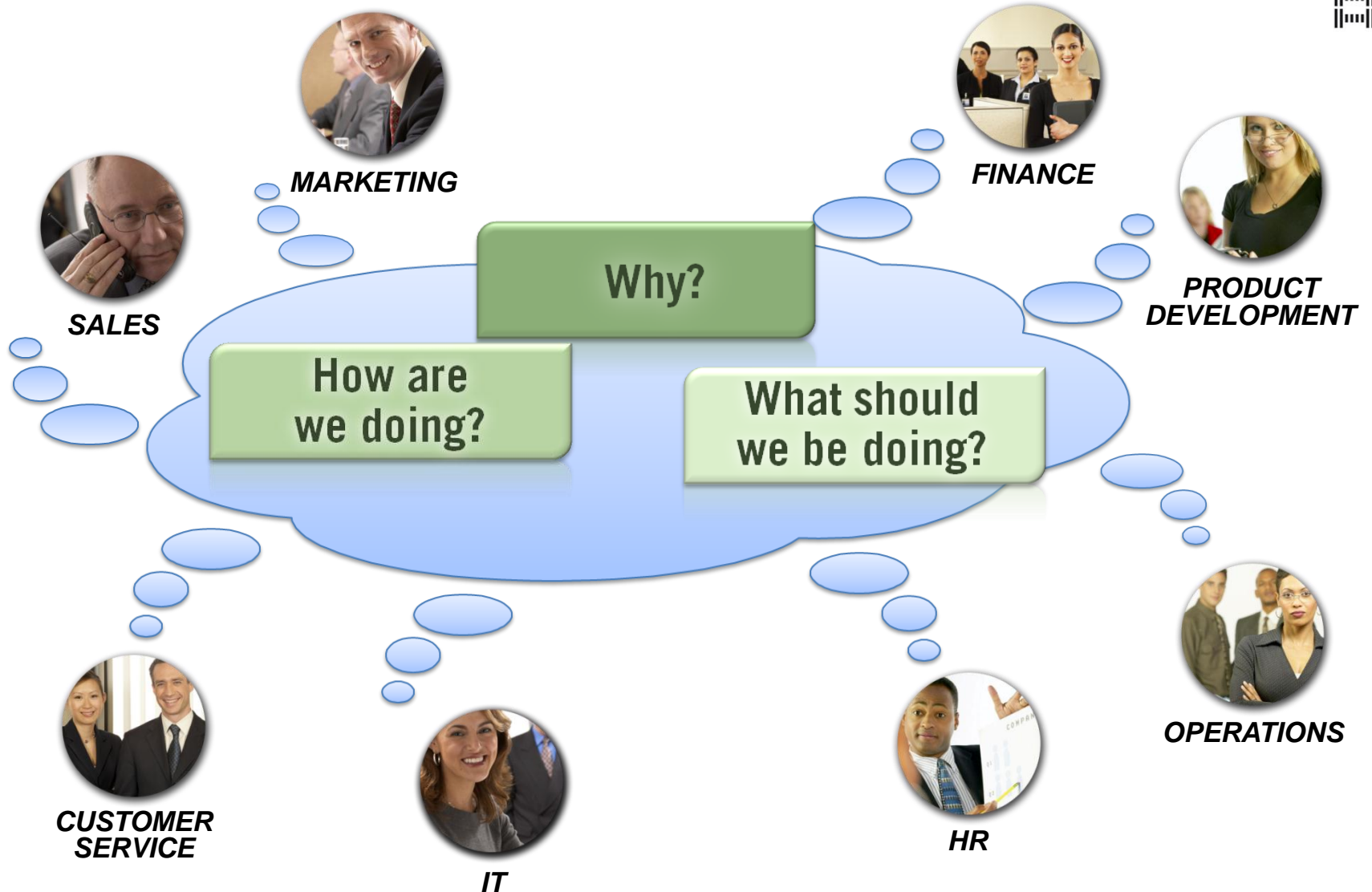
Emotion!
Feelings!
Fun!



Three Questions that Drive Performance



Three Questions that Drive Performance



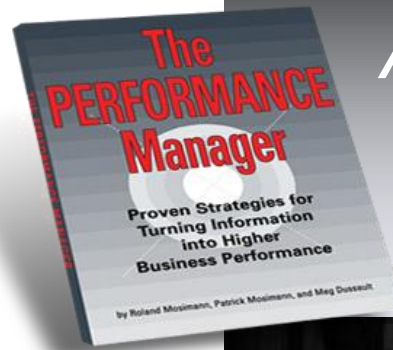
BA Experience Workshops



- 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.

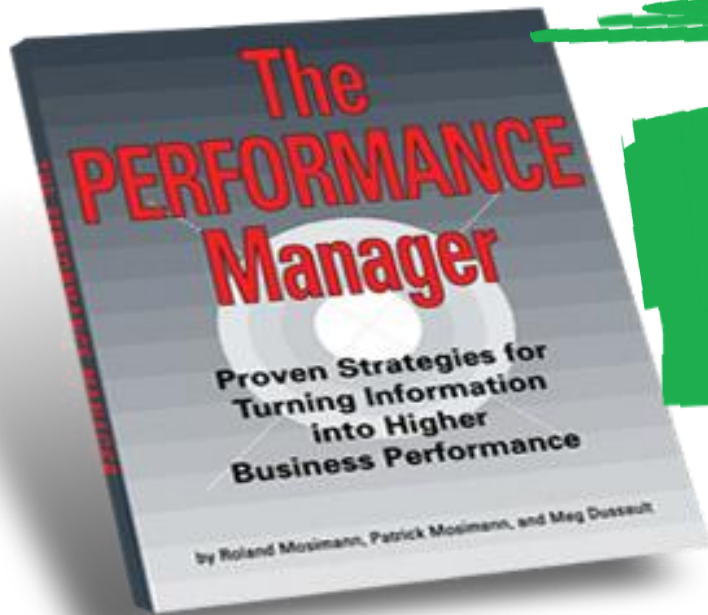


*Experience Business Analytics for **Business Impact***





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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