

IBM Connect 2015

Seize the Moment

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IBM ANALYTICS

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The new era is defined by three shifts



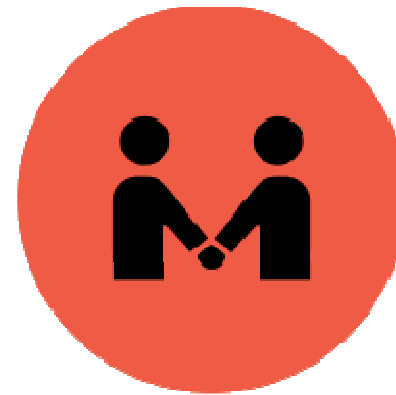
Data

is the basis of
competitive advantages



Cloud

is the growth
engine for business







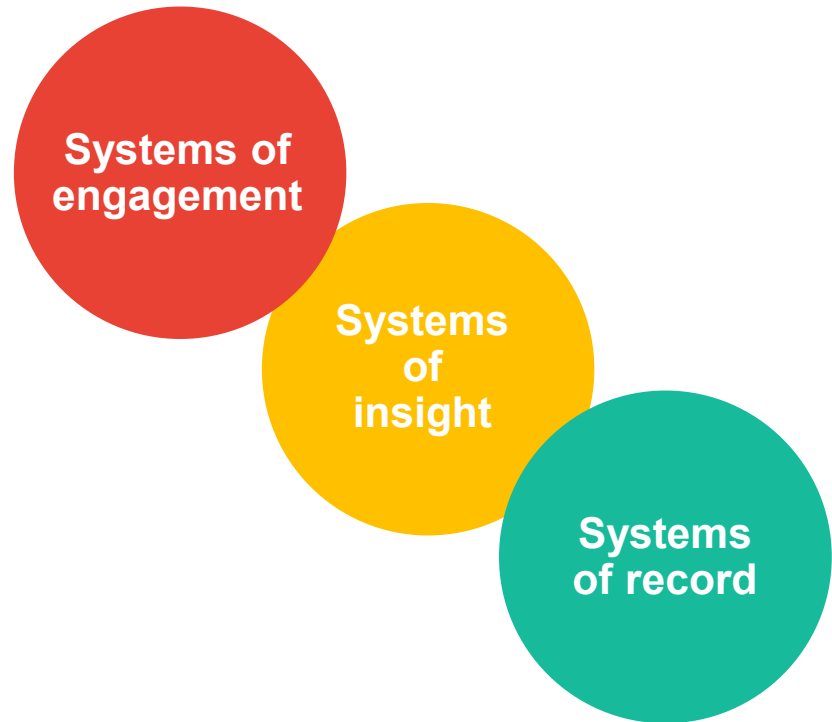
Engagement

changes our
expectations

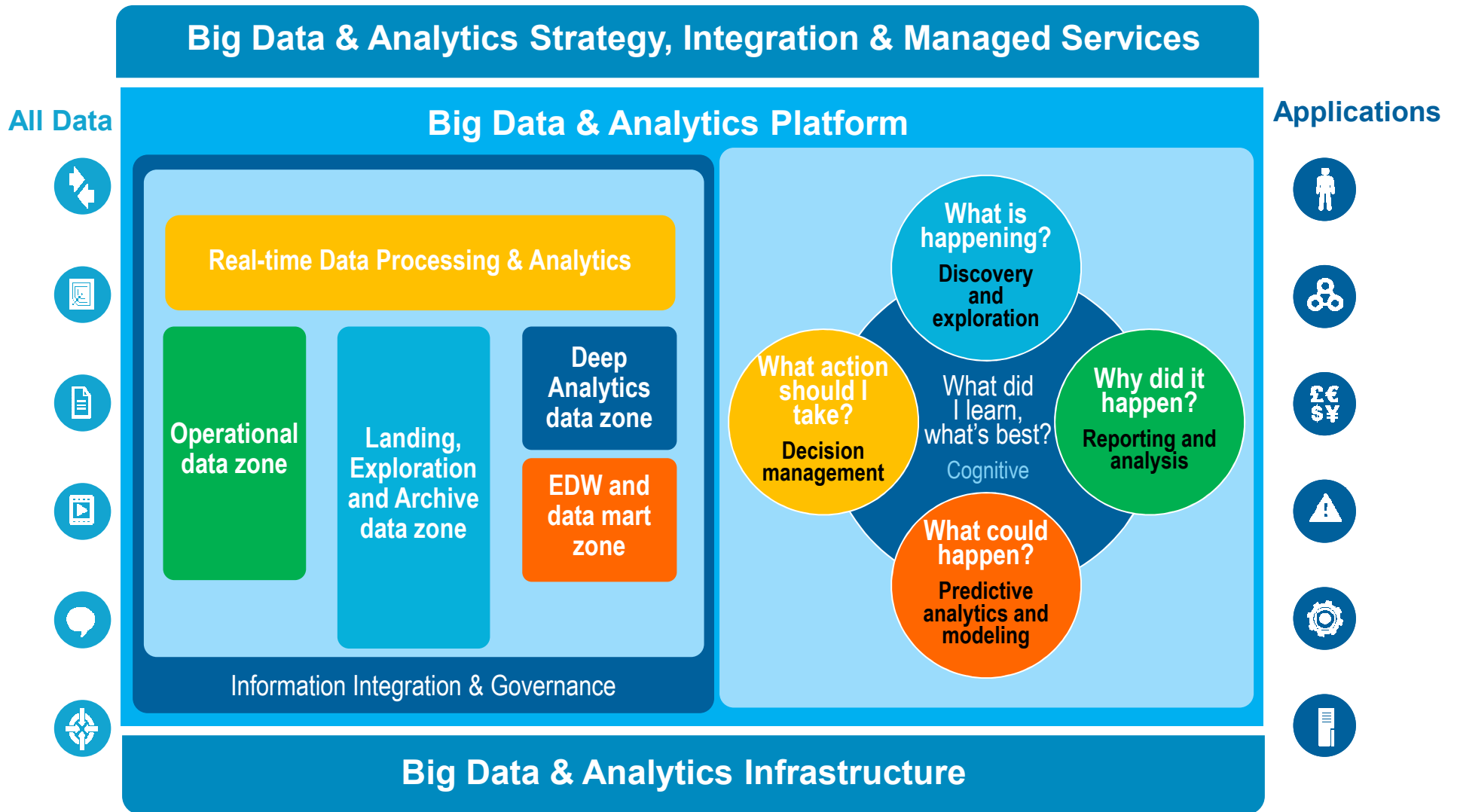


Data is fueling the Insight Economy

-  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





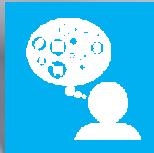
**Product Research
& Innovation**
*Identify unmet
needs*

**Real Time
Operations**
*Sense demand
shifts*

**Voice of
Customer**
*Understand
individuals*



Build Brand Advocacy

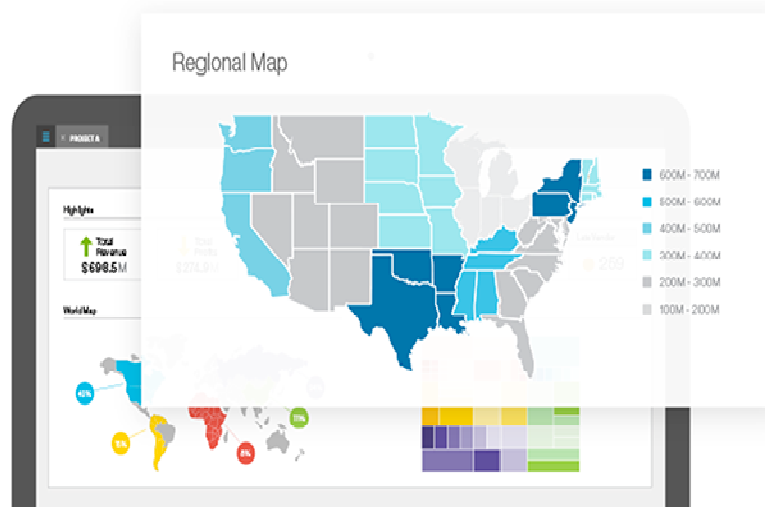
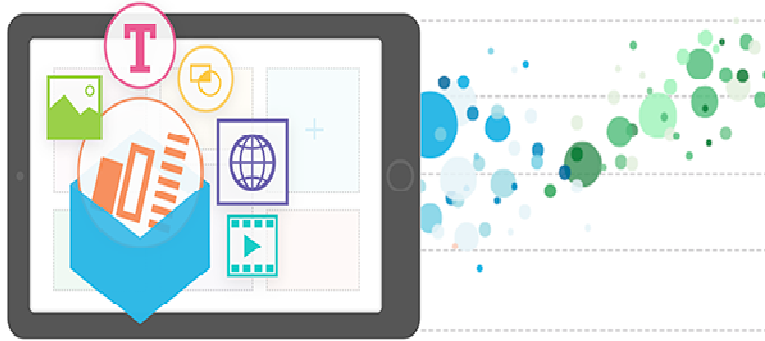


Drive Innovation



Generate Sales

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



IBM Watson

Over

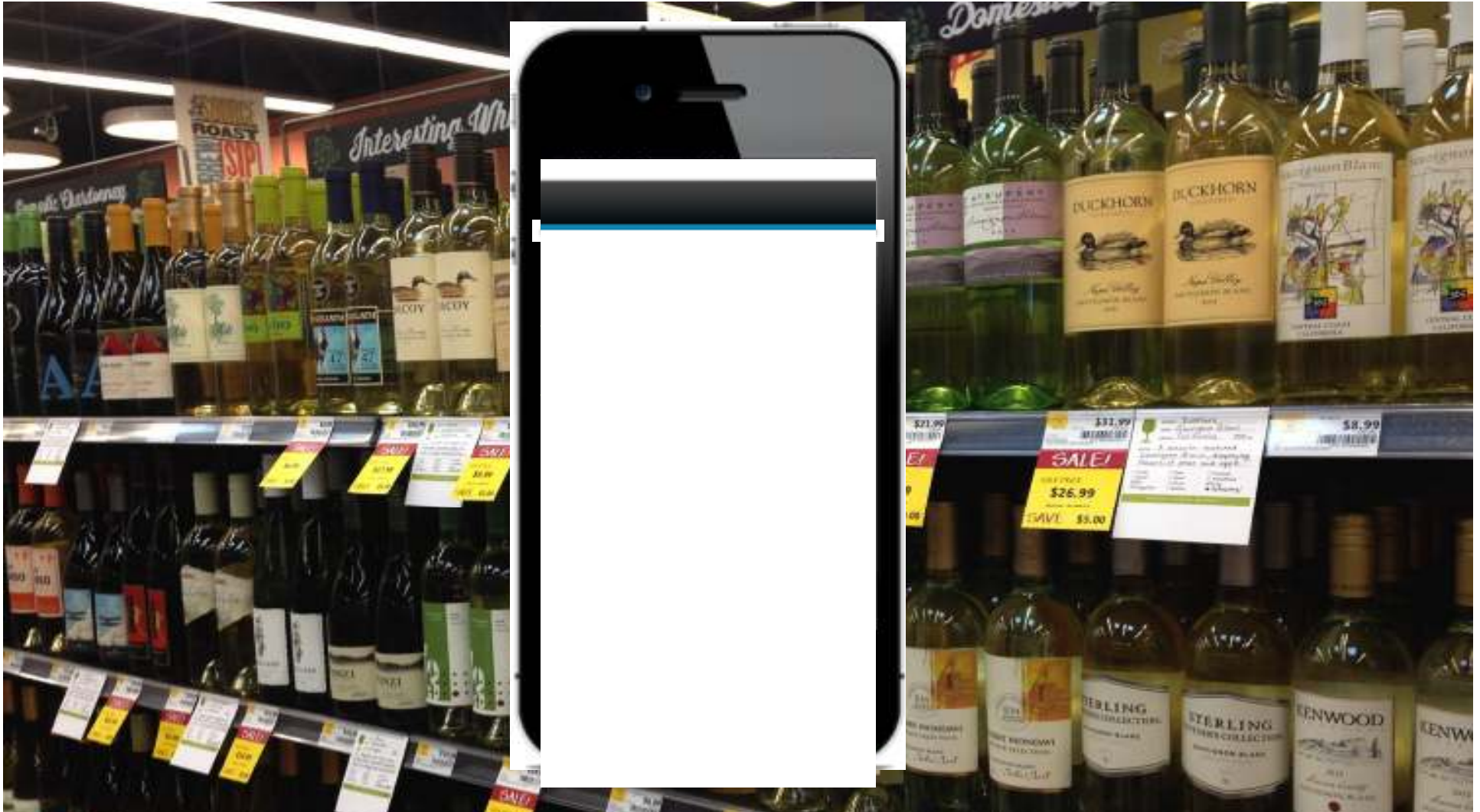
6K

cognitive apps

Transforming industries & professions



Watson backs-up medical decisions and battles cancer



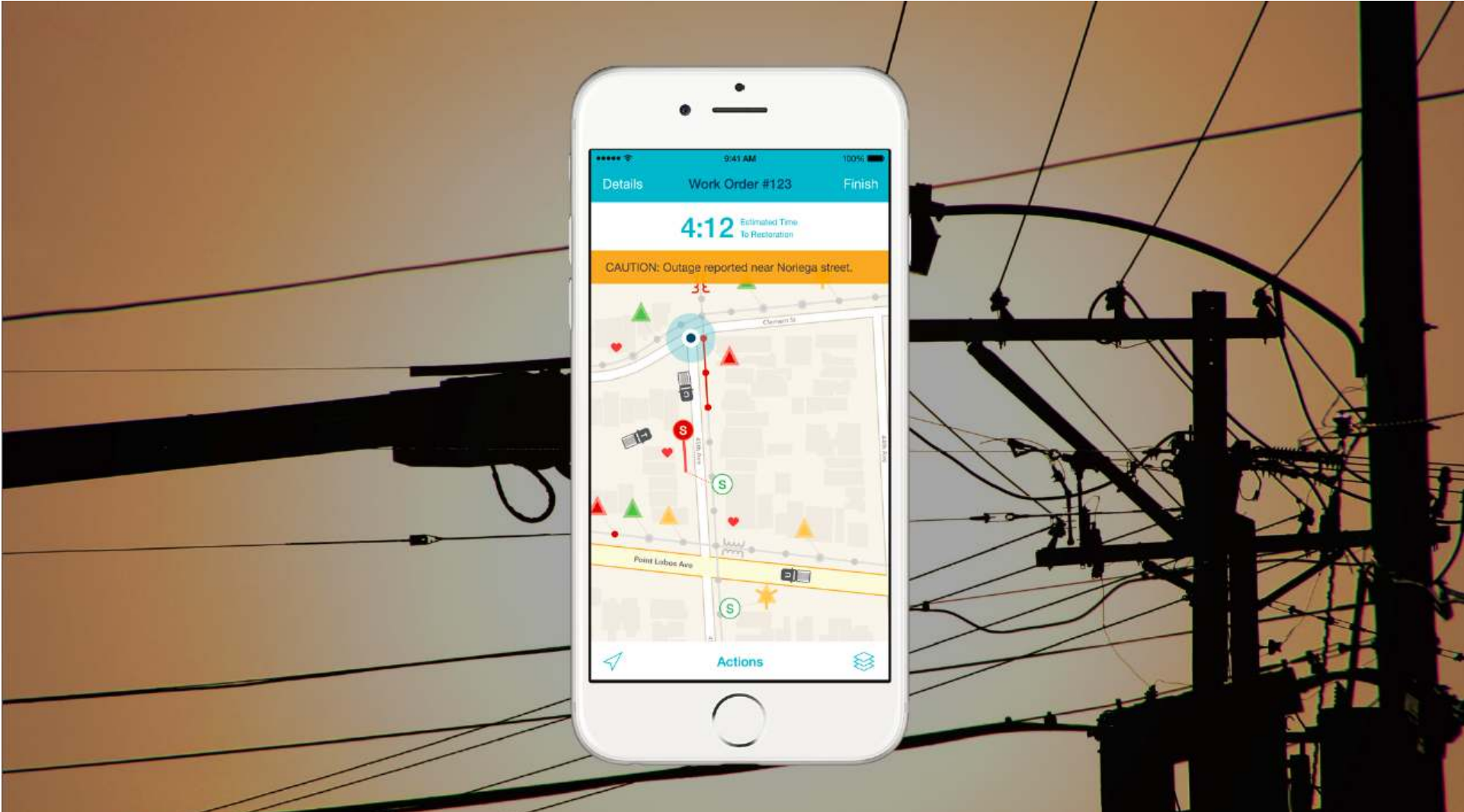
Innovating the customer experience



Watson enables better customer engagement!



Watson support the development, learning and growth of kids



Empowering innovation for a new way to work



9 Billion

Connected devices

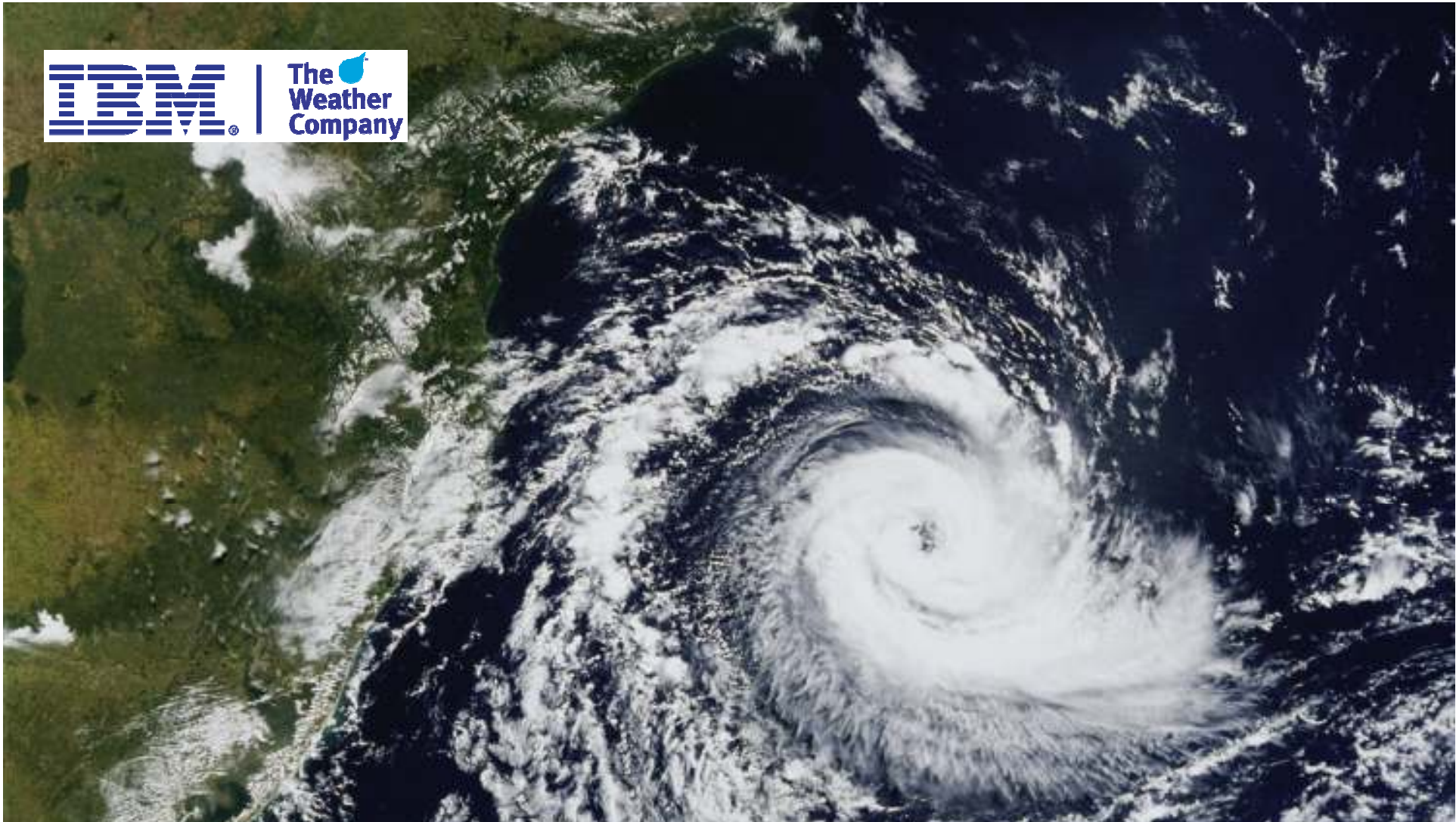
\$6.2 Trillion

Annually by 2025

50-100 Billion

Connected devices

Internet of Things – From Hype to Insight



Bringing Advanced Weather Insights to Business



We all walk past
solvable problems
and leave
opportunities
untapped every day
It's time **to seize this**
moment

www.ibm.com/analytics/watson-analytics

THANK YOU

