

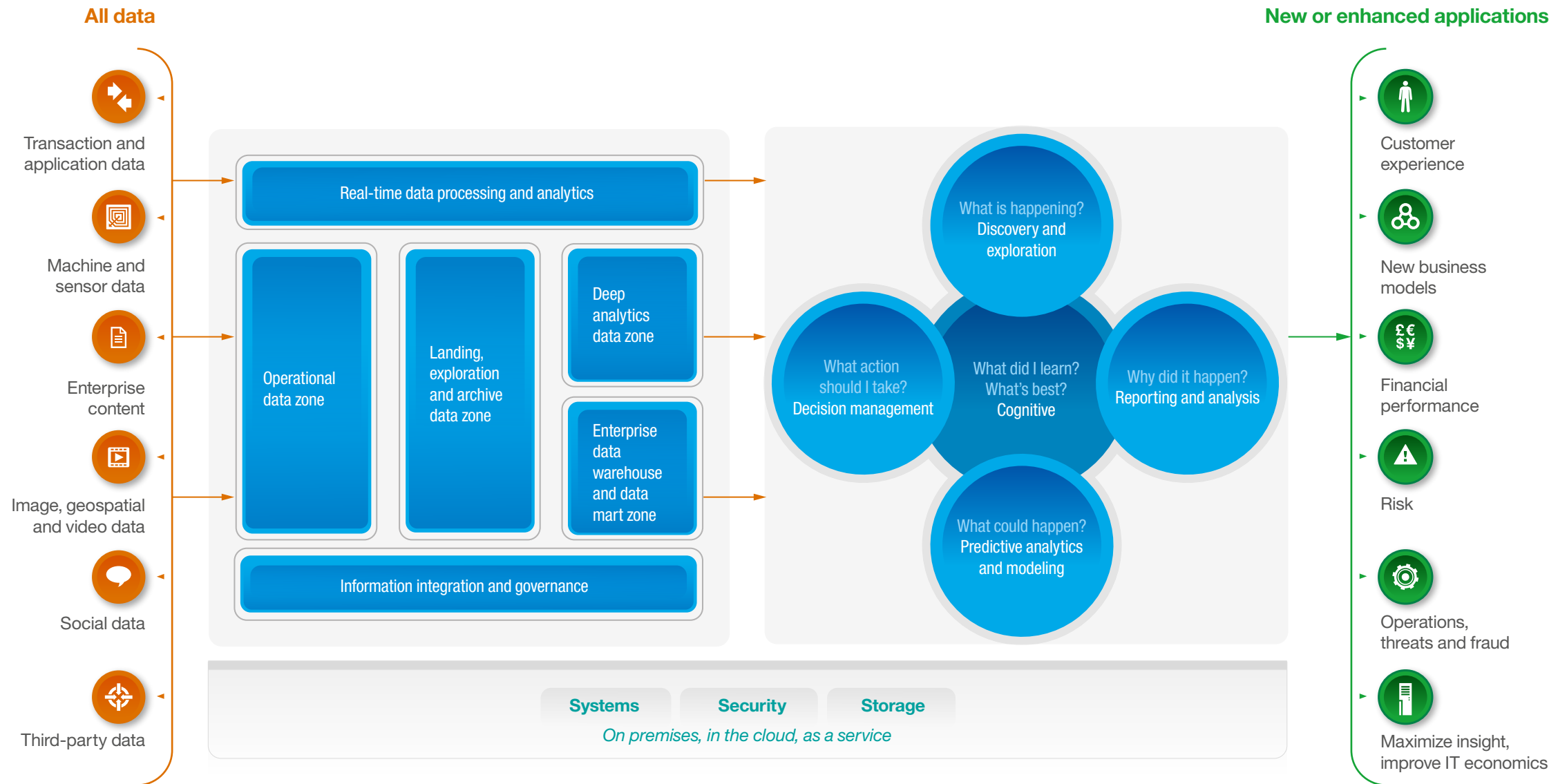


BIG DATA & ANALYTICS FOR A SMARTER ENTERPRISE

Gain the insights you need to transform your business with speed and conviction

Smarter enterprises are gaining competitive advantage by using IBM Big Data & Analytics to make better decisions, to create and deliver value, and to transform their industry. They evolve their architecture to capitalize on all types of data, including real-time information; they expand their analytics to include predictive and new cognitive capabilities; and they are proactive about privacy, security and governance. They seize the opportunity to build on what they have and add new capabilities as their organization needs. They infuse analytics everywhere to drive better business outcomes.

The new big data and analytics architecture



BIG DATA & ANALYTICS INFRASTRUCTURE

IBM provides an integrated, high-performance infrastructure including core server, storage, networking and systems software technology. You can accelerate the flow of data and insights, provide shared and highly secure access to all types of data where it resides, and significantly improve right-time availability. Choose a scale-in, scale-up or scale-out infrastructure to support the complexity and breadth of analytic workloads.

IBM WATSON FOUNDATIONS

IBM Watson™ Foundations capabilities can handle virtually all types of data—structured and unstructured, at rest and in motion—and support a wide variety of analytics, including discovery, reporting and analysis, as well as predictive and cognitive capabilities. It offers enterprise-class Apache Hadoop, workload-optimized systems, analytics on streaming data, text and content analytics, and many more capabilities so organizations can infuse analytics into every decision, every business process and every system of engagement. The platform offers the governance, privacy and security organizations need and is open, modular and integrated so organizations can start small and scale at their own pace.

SOLUTIONS

IBM provides an outcomes-driven portfolio of solutions across industries and market segments as well as IBM Research first-of-a-kind projects. Solutions include social media analytics, risk analytics, sales performance, organization and workforce transformation, predictive maintenance and quality, case management, and defensible disposal.

CONSULTING AND IMPLEMENTATION SERVICES

IBM brings significant industry and domain experience to help you forge your big data and analytics strategy and road map. Our Strategy and Analytics practice provides integrated expertise in business strategy and advanced analytics. IBM Interactive Experience capabilities help you drive front-office transformation by using big data and analytics to create competitive advantage.

For more information on the IBM Big Data & Analytics portfolio, visit ibm.com/bigdata&analytics

Big Data & Analytics

BIG DATA & ANALYTICS FOR A SMARTER ENTERPRISE

IBM Big Data & Analytics portfolio

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IBM brings significant industry and functional domain experience to help you forge your big data and analytics strategy and road map. Our newly formed Strategy and Analytics practice within the IBM Global Business Services® portfolio provides:

- Thought leadership
- Strategy and workforce transformation
- Interactive experience
- First-of-a-kind solutions
- Delivery and managed services

With more than 40,000 analytics engagements delivered, IBM's Strategy and Analytics consultants have expertise and experience in areas such as:

- Sales, marketing and service analytics
- Finance, risk and fraud analytics
- Operations and supply chain analytics
- Technology strategy and managed services
- Industry business use cases and value accelerators
- Analytics centers of excellence

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Highlighted solutions include:

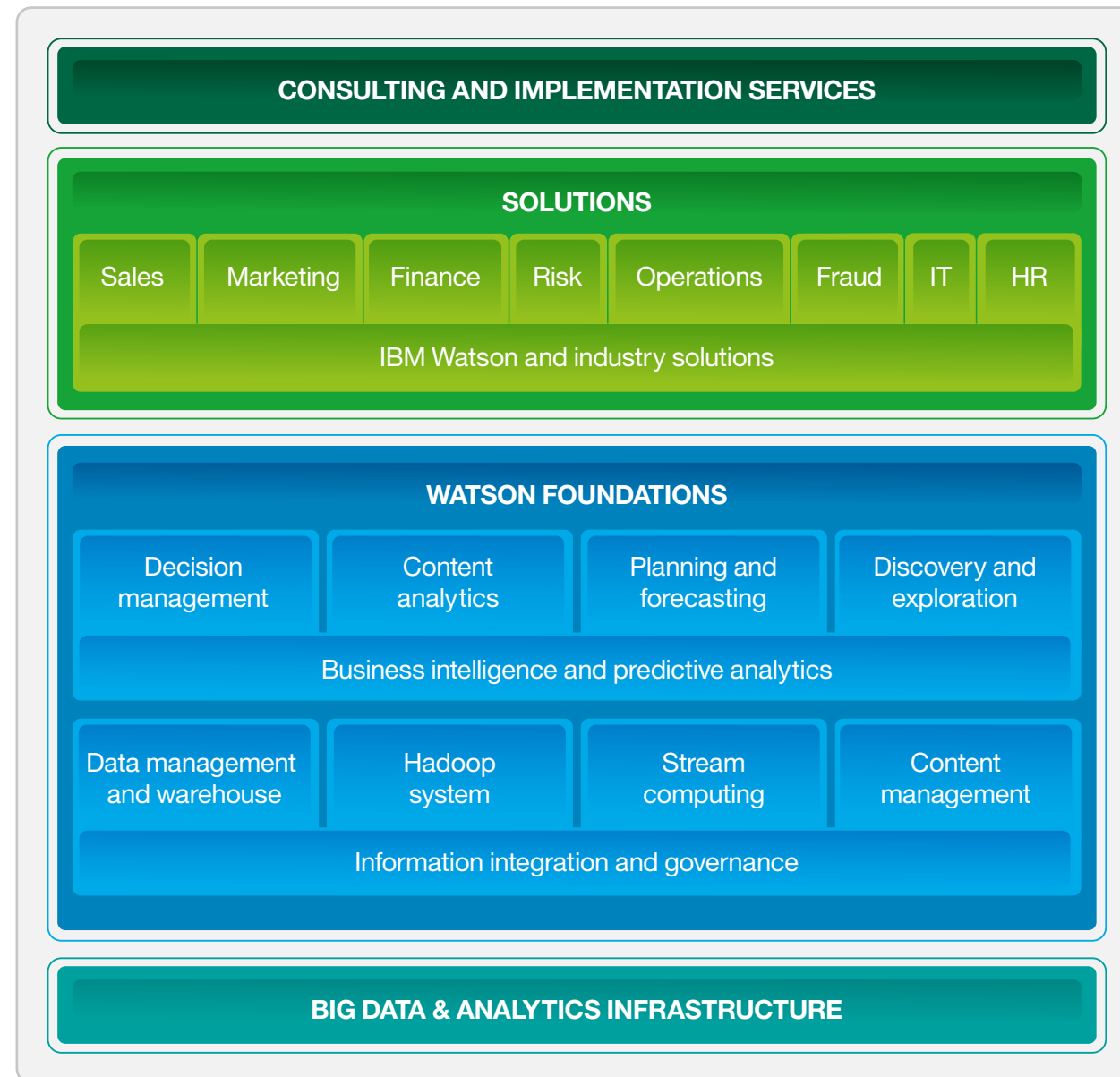
- Customer engagement adviser
- Predictive maintenance and quality
- Next best action
- Counter fraud
- CFO performance insight
- Risk analytics
- Defensible disposal
- Sales performance management
- Disclosure management
- Financial risk management

Systems that learn and reason

- IBM Watson for healthcare
- IBM Watson for financial services
- IBM Watson Engagement Advisor

Industries such as:

- Banking
- Government
- Telecommunications
- Insurance
- Healthcare
- Retail



Benefit from an integrated, high-performance infrastructure including core server, storage, networking and systems software technology. Accelerate the flow of data and insights, provide shared and highly secure access to virtually all types of data where it resides, and significantly improve right-time availability.

Scalability

Choose a scale-in, scale-up or scale-out infrastructure to support the complexity and breadth of analytics workloads. Examples: IBM Power Systems™, IBM System z® and IBM System x®

Parallel processing

Enhance processing or data ingestion through workload and data layer parallelism that takes advantage of distributed analytics processing. Example: IBM General Parallel File System (GPFS™)

IBM Watson Foundations capabilities are designed to handle all types of data, support all types of decisions and pursue every business opportunity. Infuse analytics virtually everywhere with governance, privacy and security. Start small, and scale at your pace.

Decision management

Automatically deliver high-volume, optimized decisions to systems and front-line workers using predictive modeling, business rules and optimization. Examples: IBM SPSS® Modeler Gold, IBM Operational Decision Manager

Content analytics

Find, organize, analyze and deliver insight from textual information found in documents, in email, on the web and more using sophisticated, natural language processes and categorization. Example: IBM Content Analytics

Planning and forecasting

Enable more-dynamic and efficient planning cycles, including target setting, forecast rollout, reporting, analysis and reforecasting. Example: IBM Cognos® TM1®

Discovery and exploration

Provide a context-relevant view of the business using federated discovery and navigation, visualization, and interaction over a broad range of internal and external data sources and types. Examples: IBM Watson Explorer, IBM Watson Analytics

Business intelligence

Deliver insight into the hands of those who need it with dashboards, reports, analysis and modeling on desktops, the web and mobile devices. Example: IBM Cognos Business Intelligence

Predictive analytics

Perform statistical analysis, data and text mining, and predictive modeling to surface patterns and trends from structured and unstructured data. Example: IBM SPSS Analytic Catalyst

Data management

Gain industry-leading database performance across multiple workloads while lowering administration, storage, development and server costs. Example: IBM DB2® with BLU Acceleration

Data warehouse

Gain extreme speed with capabilities optimized for analytics workloads such as deep analytics, and benefit from workload-optimized systems that can be up and running in less than four hours. Example: IBM PureData System for Analytics

Content management

Enable comprehensive content lifecycle and document management with cost-effective control of existing and new types of content with scale, security and stability. Example: IBM Content Manager

Hadoop system

Bring the power of Apache Hadoop to the enterprise with administrative, discovery, development, provisioning and security features as well as analytical capabilities from IBM Research. Examples: IBM InfoSphere® BigInsights™ for Hadoop, IBM PureData™ System for Hadoop

Stream computing

Analyze massive volumes of streaming data in near real time by deploying advanced analytics in a highly scalable runtime environment. Examples: IBM InfoSphere Streams, IBM InfoSphere Sensemaking

Information integration and governance

Build confidence in big data with the ability to integrate, understand, manage and govern data appropriately across its lifecycle. Examples: IBM InfoSphere Optim™, IBM InfoSphere Guardium®, IBM InfoSphere Master Data Management

Low latency

Provide discrete speed enhancements to accelerate analytics workloads. Examples: IBM FlashSystem™ and IBM Platform Computing

Data optimization

Leverage storage solutions that provide optimal speed, scale, quality of service and reliability for data-intensive applications. Examples: IBM XIV® Storage System and IBM Real-time Compression™

Security

Manage risk from cyber attacks across cloud and mobile environments, enabled by advanced analytics from security intelligence. Example: IBM Security QRadar®

Cloud

Choose from powerful private, public and hybrid cloud deployment models to support your business needs. Example: SoftLayer®

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