

From Vision to Value



Competitive Advantage in the Insight Economy

Beth Smith
General Manager,
IBM Analytics Platform

 @BethTSmith

Glenn Finch
Global Leader, Big Data & Analytics
IBM Global Business Solutions

 @gffinch

Data is the basis
of competitive
advantage



Pratt
A United





The Insight Economy

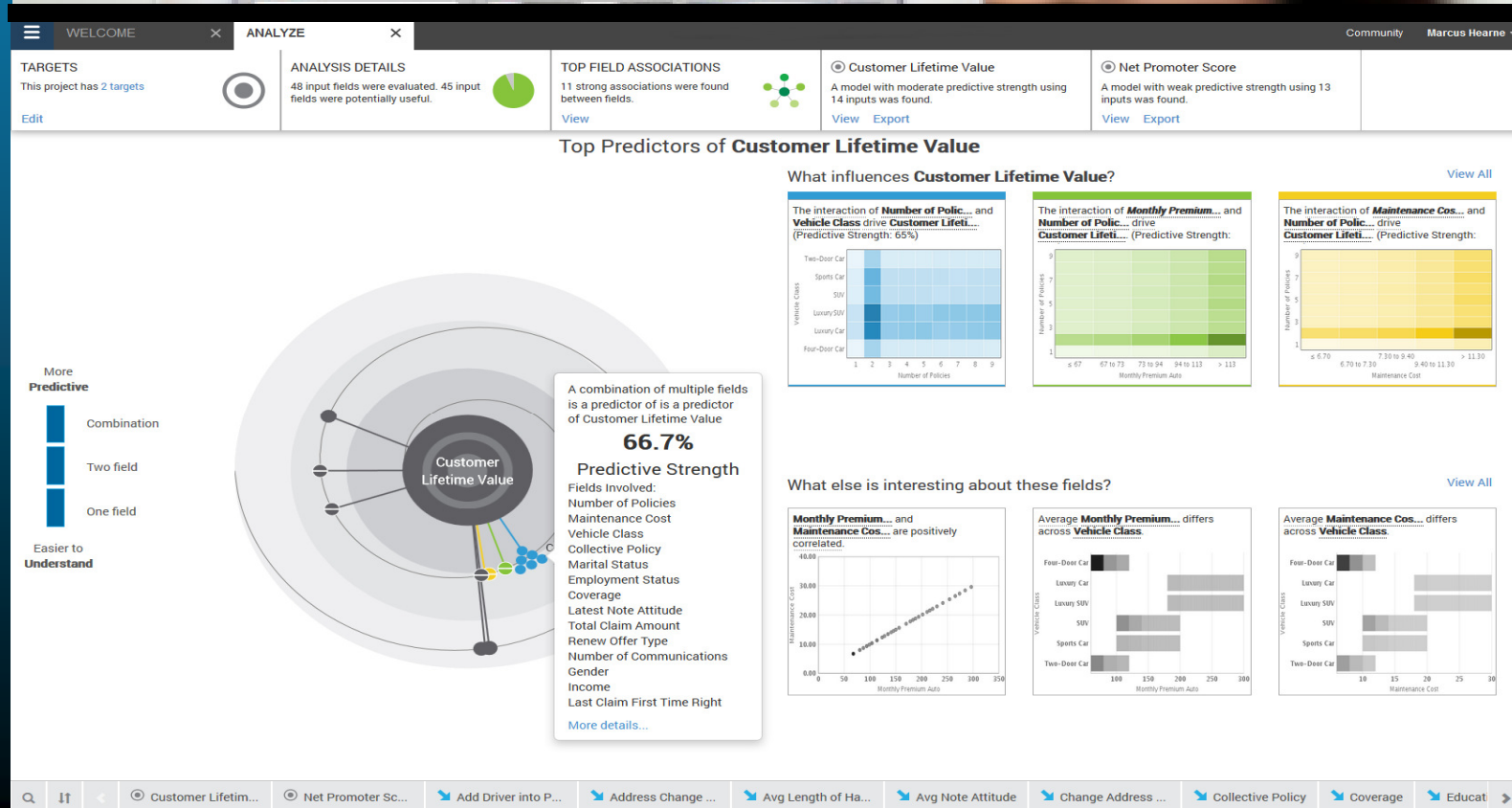
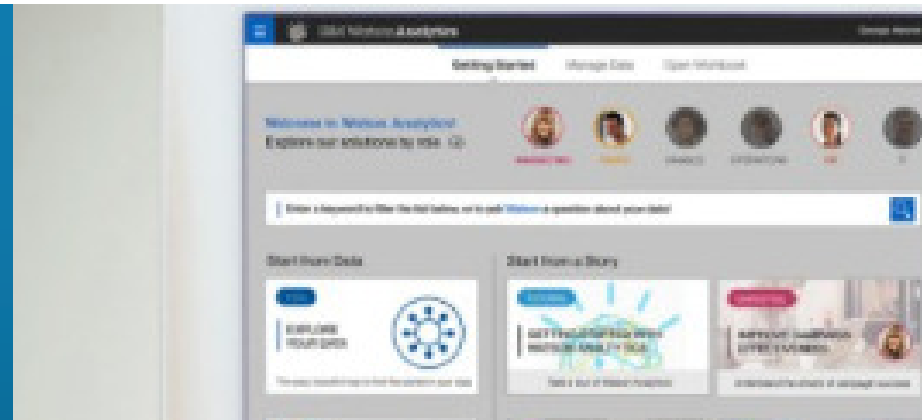


Data is fueling analytics-based innovation



. . . across all industries, all geographies, organizations of all sizes

Reimagining Analytics for the Insight Economy



We are helping clients accelerate from vision to value



IBM expertise extends 40,000+ data and analytics engagements and 15,000 consultants to accelerate client business value



Innovative technology drives real-time actionable insight with streaming, context and cognitive computing



Enterprise-class integration, governance and security builds trust and confidence in all data



Internet of Things integrates a fabric of devices, data, processes, and people in an open cloud-based platform for faster and better decisions

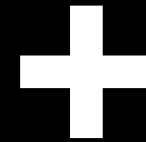


Cloud enables clients to leverage all data and analytics with agility and security for competitive advantage



Insights as a Service combines top data such as Twitter, ESRI, and The Weather Company with IBM's cloud-based analytics and expertise

Together, we are
transforming
the usability of
data and content



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 @gffin

IBM | Twitter partnership objectives

1

Data Access

Twitter provides IBM all tweets, historical and on-going, including metadata, for use in client proof of concepts

2

Data Analytics

IBM uses Twitter data to solve client business problems using social analytics. Twitter works with IBM to certify and train 10,000 IBMers on best uses for Twitter data

3

Data Insights

Clients take action on newly developed insights. IBM can resell Twitter data feeds for use in extended client solutions, including direct feeds into IBM Software

Social Analytics Findings

1. Few are using Twitter/social data to drive value
2. Social listening \neq strategy for business value
3. Business value = analytics + Twitter/social data



Move from Listening to Action

Social Listening



I've never bought anything from D&G but I do have a pair of D&G sunglasses which I will throw out

**#BoycottDolce
Gabbana**

Internal & External Data



Define external and internal data needed to solve business problem... think about it differently

Environment
Behaviors
Connections
Context
Loyalty
Purchase patterns

IBM Analytics



Apply analytics to uncover insights that intuition alone could never find

Trends
Predictions
Linkages
Causalities

Actionable Insight



Be able to take specific actions based on new insight

Pinpoint most valuable customers
Reduce churn
Target campaigns
Update processes

The Seed Case

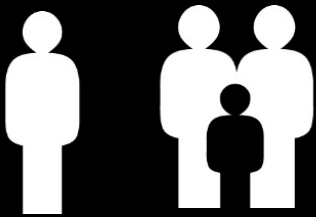
Intuition says... *“Change the sales force”*

The data says...

Twitter



Demographics



Economics



Weather



Social
Media



15,000
Menus



Size
Matters

Convenience
Matters

I like it
Sweet

Alter the
Gene Pool

The Millennial Case

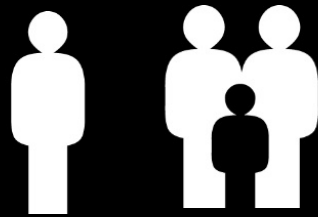
Intuition... *“They just don’t want to shop here”*

Data...

Twitter



Demographics



Economics



Social
Media



...Me

Know
Me

Listen
to Me

Engage
with Me



The Coffee Case

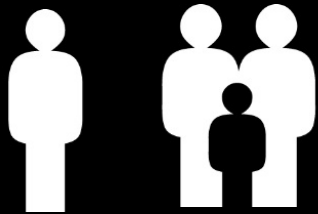
Intuition says... *“Change the merchandise”*

The data says...

Twitter



Demographic



Economic



Weather



Social
Media



Partner
Engagement



Promotion
Activity



It's the
Barista

Be cold
when it's hot

Habla
Española?

Look at all
the holidays

Together, we will
speed
innovation and
win in the
Insight Economy





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