



IBM Performance 2011

Tendencias en analytics

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30 de Noviembre 2011



El Reto en la Toma de Decisiones Hoy: Elevada Demanda de Finanzas e IT



**Business
Manager**



**Line
Manager**



**Financial
& Business
Analyst**



BI Professional



CIO

EJECUTIVOS FINANCIEROS

Informa, compromete, y
alinea los usuarios de
negocio en el proceso de
PM para conseguir mejores
resultados de negocio

EJECUTIVOS DE IT

Habilita a los usuarios de
negocio consiguiendo los
requerimientos de
rendimiento, escalabilidad y
fiabilidad.



Executive



Architect



CFO

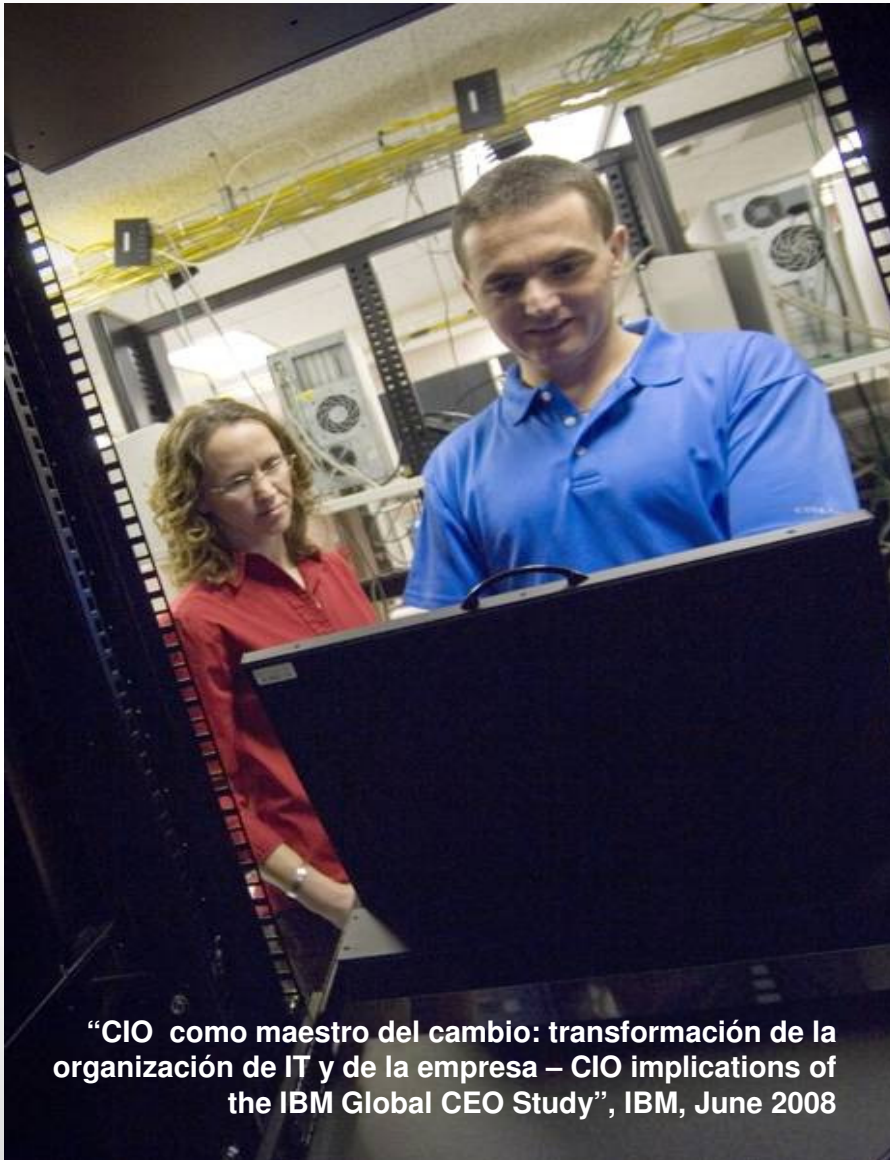


**Individual
Contributor**





El rol de IT: Hacer Posible el Futuro a Través de la Innovación



“CIO como maestro del cambio: transformación de la organización de IT y de la empresa – CIO implications of the IBM Global CEO Study”, IBM, June 2008

- “Los CIO tienen la oportunidad de transformar las organizaciones de IT en modelos para el resto de la empresa y convertirse en **verdaderos partners del negocio** en camino a la empresa de futuro”
- “Las organizaciones de IT deben evolucionar desde la gestión de datos hasta la **inteligencia de negocio**”





El negocio se enfrenta a cambios rápidos

2 out of 10 of the largest companies in the world in 2000 remain on that list today

Supplier lead time is **62% faster** than just two years ago

Today's online business cycles are **3 - 7 times shorter**

Años 50M usuarios:



Superar los retos



SAP
SCM
Legacy
Semiramis
DB2
Net
Twitter
Flickr
Web
social
Siebel
Peoplesoft
server
APO
Salesforce
i2
SQL
PLM
Access
System
Manugistics
ERP
Oracle
Facebook
CRM
Terradata

Superar los retos



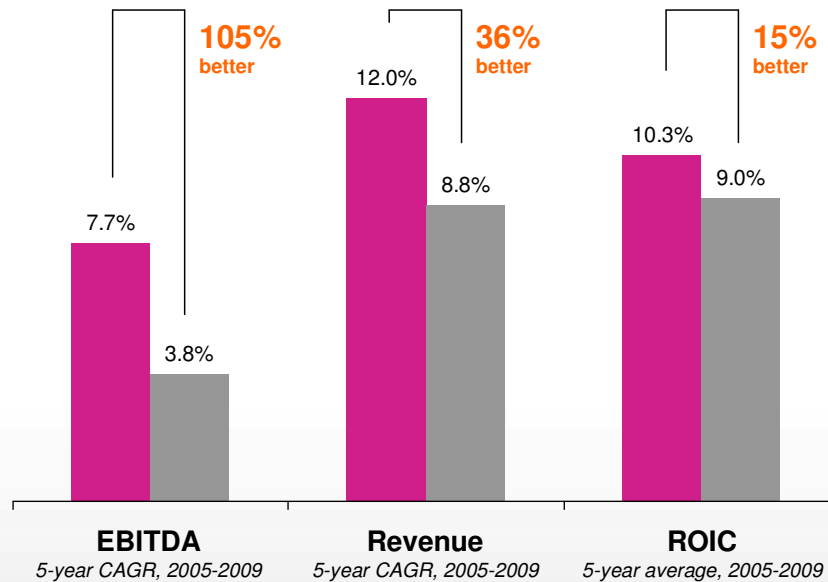
Process
Financial Sales
Budget
Statements
Strategic
Demand
Close Process
Forecast
Initiatives
Monthly Package
Profitability Analysis
Capital Plan
Headcount Plan
Operations

Las organizaciones que usan Analytics tienen mejor rendimiento

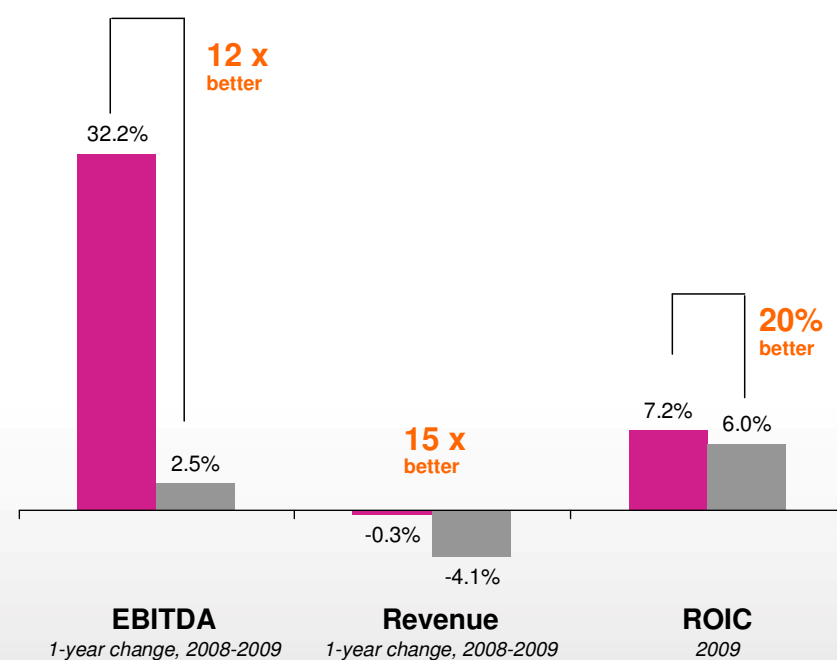
Eficiencia & buena visión del negocio contribuyen a mejorar el rendimiento financiero



Cinco años: 2005–2009



Un año: 2008–2009



Value Integrators All other enterprises



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Analytics Integrado



Lecciones de los líderes

Los mejores cuentan con Advanced Analytics



Source: IBM Institute for Business Value, 2010 IBM Global CFO Study (Adapted)



Reporting común & planificación





Operational
planning &
forecasting

DRIVERS
DEMANDA
CAPACIDAD
INVENTARIO
RRHH
INGRESOS



IBM Cognos TM1: Planning, análisis, forecasting

En memoria

1.000.000 veces más rápido

64 bit

Alto volumen de información

Lectura-Escritura

Forecast, Plan, What-if

Integración Excel

Enriquecimiento de Excel



Scenarios & análisis predictivos

¿Como podemos

...mejorar el beneficio?

¿Que estrategias

...mejorar el incremento de
ingresos?

¿Cual es

...nuestra mejor estrategia
de inversión?



IBM SPSS Modeler : estadísticas & previsiones



Analyze



Tipos de modelos

■ Clasificación

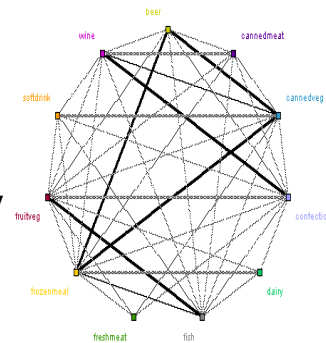
- Genera **la versión 0 del forecast basado sobre datos estadísticos**
- Algoritmos usados para hacer previsiones o forecast basados sobre datos históricos

■ Asociación

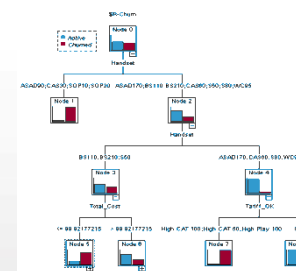
- **Valida las hipótesis de los forecast y los drivers**
- Algoritmos usados para descubrir asociaciones (links) o secuencias (Apriori, CARMA, Sequence)

■ Segmentación

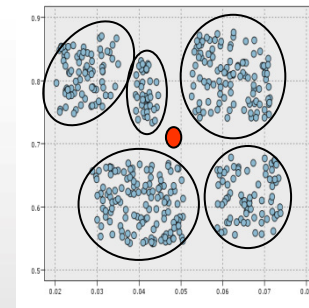
- **Identifica la probabilidad de cumplimiento de un forecast**
- Algoritmos usados para agrupar (classify) y identificar anomalía



Association



Classification



Segmentation

Optimización de los gastos de intereses: incrementar la previsibilidad de los gastos de intereses de IBM optimizando a largo plazo (5 años)



Reto del negocio

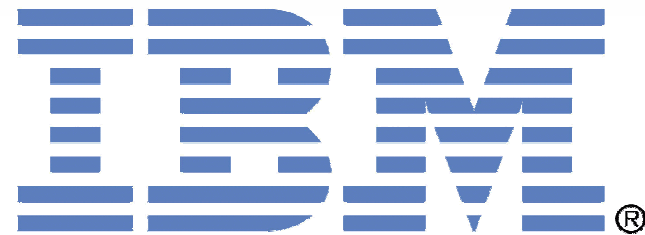
- **Enfoque corto plazo:** los gastos de intereses representan 8-10% del EBIT y el proceso actual de previsión sólo intenta proporcionar una estimación de los gastos a 4-8 trimestres
- **Integración compleja de los datos:** las previsiones de gastos de intereses necesitan recoger datos de múltiples fuentes (tanto de datos reales como de forecast), proyectando las necesidades de fondos y los futuros tipos de intereses según múltiples divisas
- **Falta de optimización:** el proceso actual no optimiza la previsión de gastos de intereses ni la reducción del gasto a largo plazo

Enfoque analítico

- Integración de datos: plataforma DB2 corriendo sobre una infraestructura en Nube integrada gracias a la implantación de conectores para importar los datos dentro de una plataforma común
- Visualización de los datos y planificación de los fondos: Cognos
- Modelo de tipos de intereses: motor de simulación para predecir los tipos de intereses en un entorno multi divisas

Impacto sobre el negocio

- Limitar los gastos de intereses dentro de una horquilla aceptable mientras se gestiona la tesorería para optimizar los gastos a largo plazo
- Implantado con la ayuda de IBM Research (Systemic Risk Institute)
 - 12 semanas: Concepción, diseño y desarrollo de prototipo (Research & Treasury)
 - 4 semanas: Pruebas y puesta en producción (Research, Finance IT and Treasury)
 - 4-8 semanas: optimización (Research and Treasury)



Visibilidad & control

Respuestas rápidas a nuestras simulaciones

- Mejor control de los costes globales
- Previsiones fiables de ingresos
- Rendimiento y optimización de los gastos



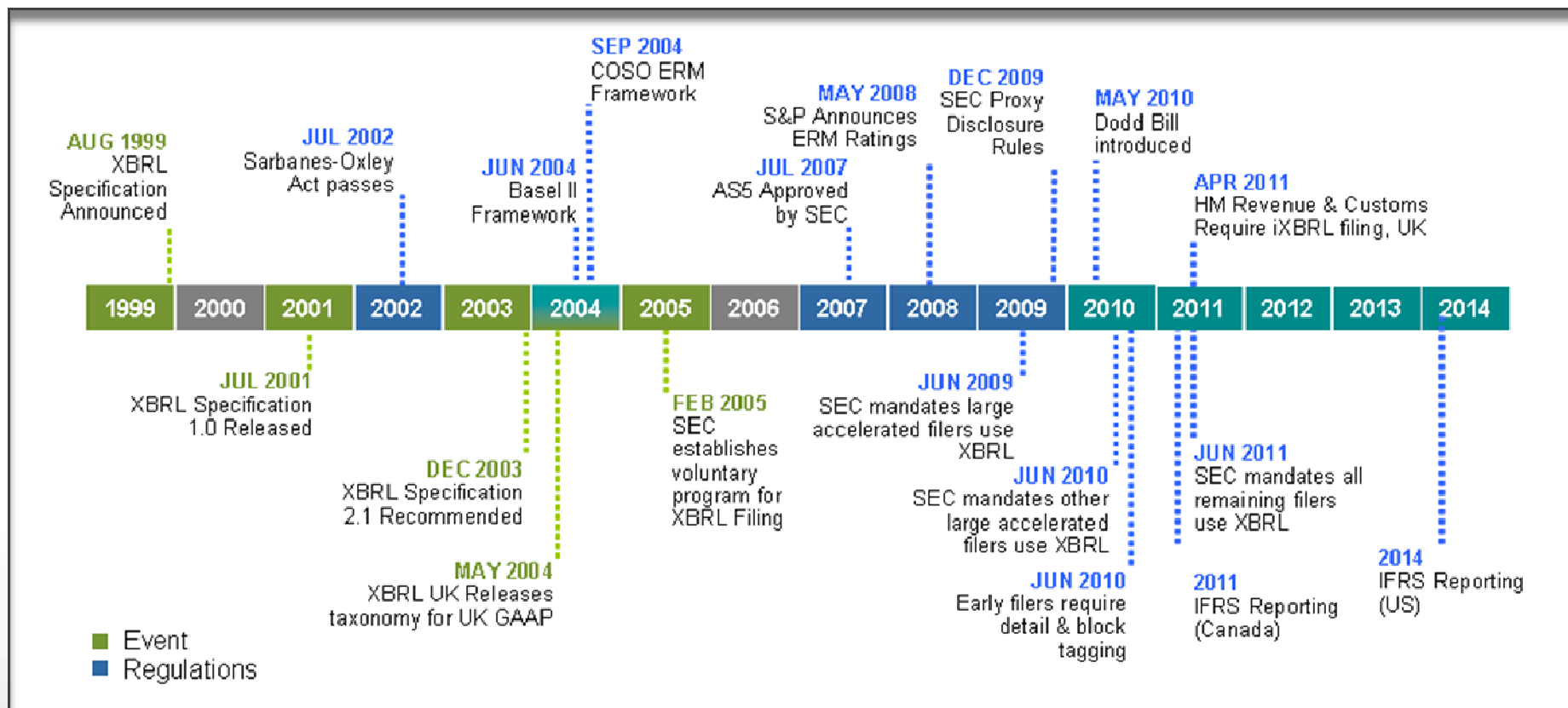
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Reporting Regulatorio





Los retos regulatorios requieren atención





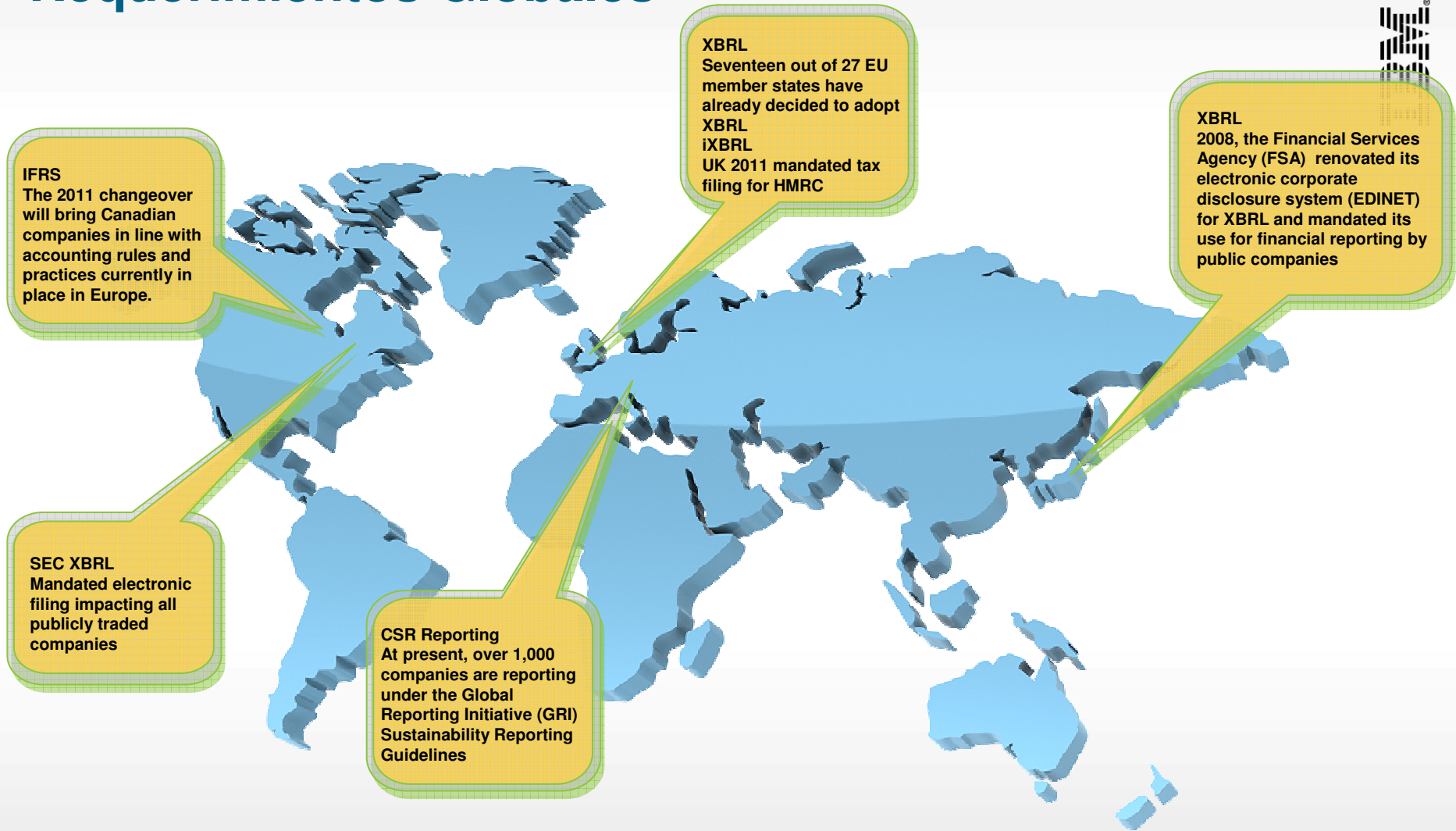
Mandato SEC XBRL

“Detail tagging of notes/schedules”:

Cada punto de datos (ej. Valor monetario, porcentaje o número) en las notas financieras o en cuerpos de texto debe ser etiquetado separadamente

	June 30 2009	June 30 2010	June 30 2011	June 30 2012	June 30 2013
Large Accelerated Filers (~500 companies) >\$5B public float	Detail tagging of financials				
	Block tagging of notes/schedules	Detail & block tagging of notes/schedules			
	Liability “As Furnished”	Liability “As Furnished”	Liability “As Filed”		
All Other Large Accelerated Filers (~1,200 companies)		Detail tagging of financials			
		Block tagging of notes/schedules	Detail & block tagging of notes/schedules		
		Liability “As Furnished”	Liability “As Furnished”	Liability “As Filed”	
All Remaining Filers (~7,200 companies)			Detail tagging of financials		
			Block tagging of notes/schedules	Detail & block tagging of notes/schedules	
			Liability “As Furnished”	Liability “As Furnished”	Liability “As Filed”

Requerimientos Globales



- Todos los mercados financieros y reguladores requieren documentos de divulgación financiera
- La mayoría de los mercados aceleran hacia el empleo de XBRL



Nuevas áreas de IBM en Business Analytic Reporting Regulatorio



- IBM Cognos Financial Statement Reporting (antiguamente conocido como Clarity FSR) ayuda las organizaciones a cumplir con grandes retos:
 - Disclosure Management (Reporting Externo) y cumplimiento de requerimientos XBRL (CNMV, BdE, SEC, iXBRL, etc)
 - Automatización de reporting interno (ej. Board Books)
 - Informe de Responsabilidad Social Corporativa (CSR)
- Solución de referencia del mercado. No hay otra solución que pueda presumir de tanto éxito con grandes empresas con requerimientos de lo mas exigente

The image shows two screenshots of the IBM Cognos FSR reporting interface. The top screenshot is for Liverpool Victoria, showing the title 'IBM Cognos Financial Statement Reporting (FSR) and LV' and a sub-header 'Simply put, IBM Cognos FSR (formerly Clarity FSR) gives LV - one version of the truth'. The bottom screenshot is for British Airways, showing the title 'IBM Cognos Financial Statement Reporting (FSR) and British Airways' and a sub-header 'British Airways gains greater control of its external report creation process with IBM Cognos FSR'. Both screenshots show a detailed report structure with sections for Overview, Challenge, and Solutions.

www.ibm.com Buscar "FSR"



La última milla



1

Riesgo de Error

Feature	Benefit
Integración a las fuentes de datos	No reescritura de datos
Variables de texto	Consistencia en todo el informe
Reglas de Validación	Los números siempre cuadran

Única versión de la verdad

2

Riesgo de Retraso

Feature	Benefit
Anterior informe como plantilla para el siguiente periodo	No necesario reaplicar el formato
Carga automática de nuevos datos	No necesaria reentrada de datos

Comienzo de la revisión del informe final antes

Feature	Benefit
Seguridad para ver o editar cada objeto	Usuarios sólo ven datos que deben ver
Workflow controla el acceso en todo el proceso	Usuarios sólo ven datos cuando se les permite

Acceso a la información controlado

Feature	Benefit
Pasos para compliance	Para asegurar que se siguen los pasos adecuados
Audit Trail	Para ver quién hizo qué, y cuándo

Mayor confianza en el informe final

3

Riesgo de Fugas Internas

4

Riesgo de No-Compliance

IBM Compliance

Un partner del Business Analytics excepcional



Business Analytics & Optimization Solutions

Industry Solutions

- Financial Services
- Public
- Distribution
- Industrial
- Communications

Cross-Industry Solutions

- Finance
- Human Capital
- Supply Chain / Operations
- Customer

Business Analytics

- Business Intelligence
- Predictive & Advanced Analytics
- Financial Performance & Strategy Management
- Governance, Risk & Compliance
- Analytic Applications

Cognos software **SPSS** **OPEN PAGES** **NEW**

Information Management & Analytics
Data Warehousing

Content Management **NEW** Data Management

CLARITY SYSTEMS
Workload Management an IBM® Company **NEW**

Un partner del Business Analytics excepcional



Energy & utility



Retail



Finance & integrated risk management



Banking



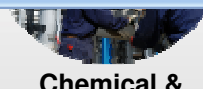
Manufacturing demand planning



Insurance



Telecommunications



Chemical & petroleum

Electronics



Mirando hacia el futuro

Analytics personal





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'We have a variety of BA needs at different scales...'

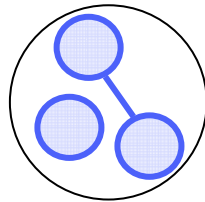


Business Analytics Portfolio for Any Size Organization

Reducing TCO

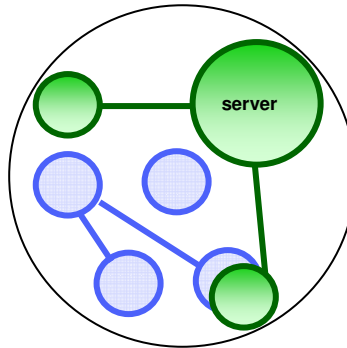
- Know-How
- Deployment Flexibility
 - Cloud
 - Appliances
 - Spectrum of sizes
 - Virtualization Management
- Smart Computing
- Industry Solutions

Small Deployment Desktop Users



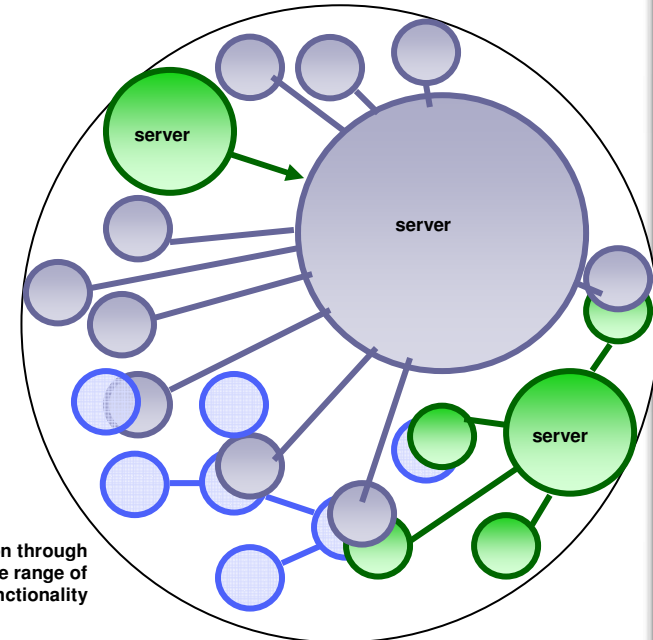
Solve individual & team problems quickly

Midsize Deployment Single Server plus Desktops



Orchestrate work & minimize cost of broader deployment

Large Deployment Integrated mix of Scalable Enterprise Server, Department



Coordinate Enterprise execution through consistency & broad access to a wide range of data & functionality

Deployment Styles

Typical Criteria	Personal	Workgroup/Department	Enterprise
Buying Center	Business Individual	LOB-led	IT-Led
Community Size	Individuals (<10)	Workgroups (<100)	Large (100+)
IT Skill Set	Not required	Limited	Strong
Deployment Style	Standalone	Single Server	Distributed

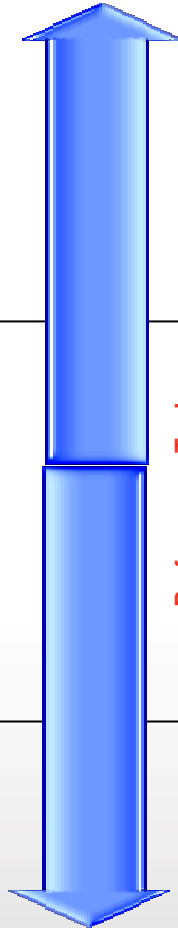
Increase Pervasiveness of Performance Tools



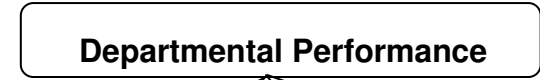
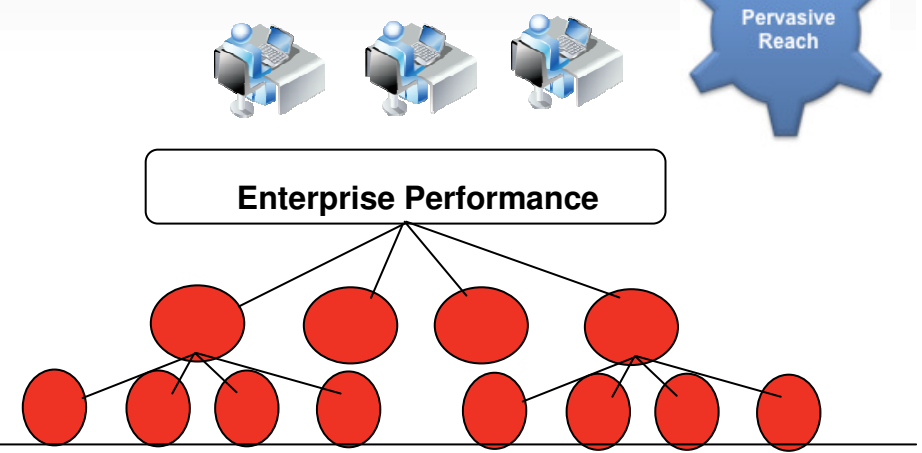
Key Benefits

Corporate Strategy Alignment
Business Measurement & Control
Coordination & Communication

Increase Pervasive Use



Performance Tools



Workgroup Efficiency
Departmental Productivity
Business Effectiveness

Personal Productivity
Personal Insights

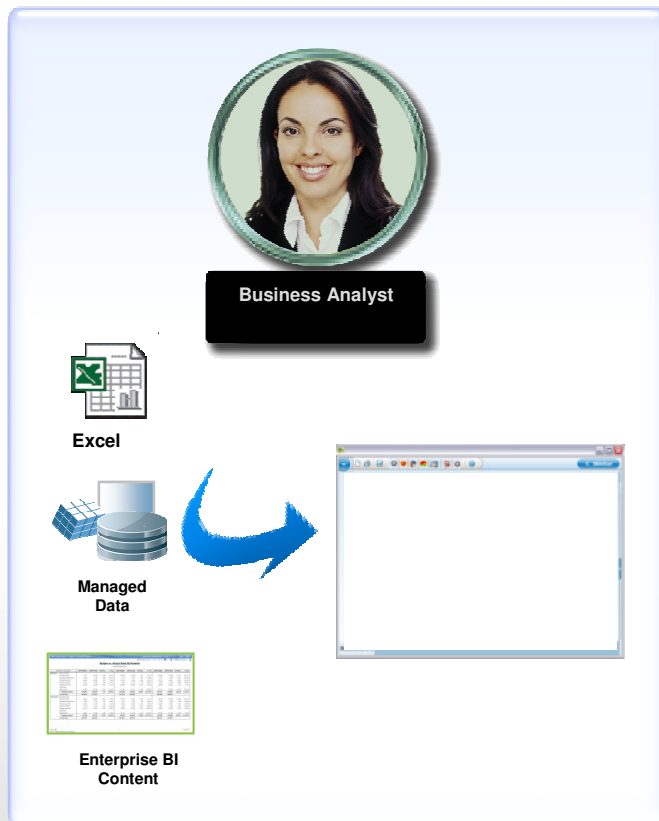


Lower Barriers to Tool Adoption

Financial Performance & Strategy Management



Explorer Share Plan



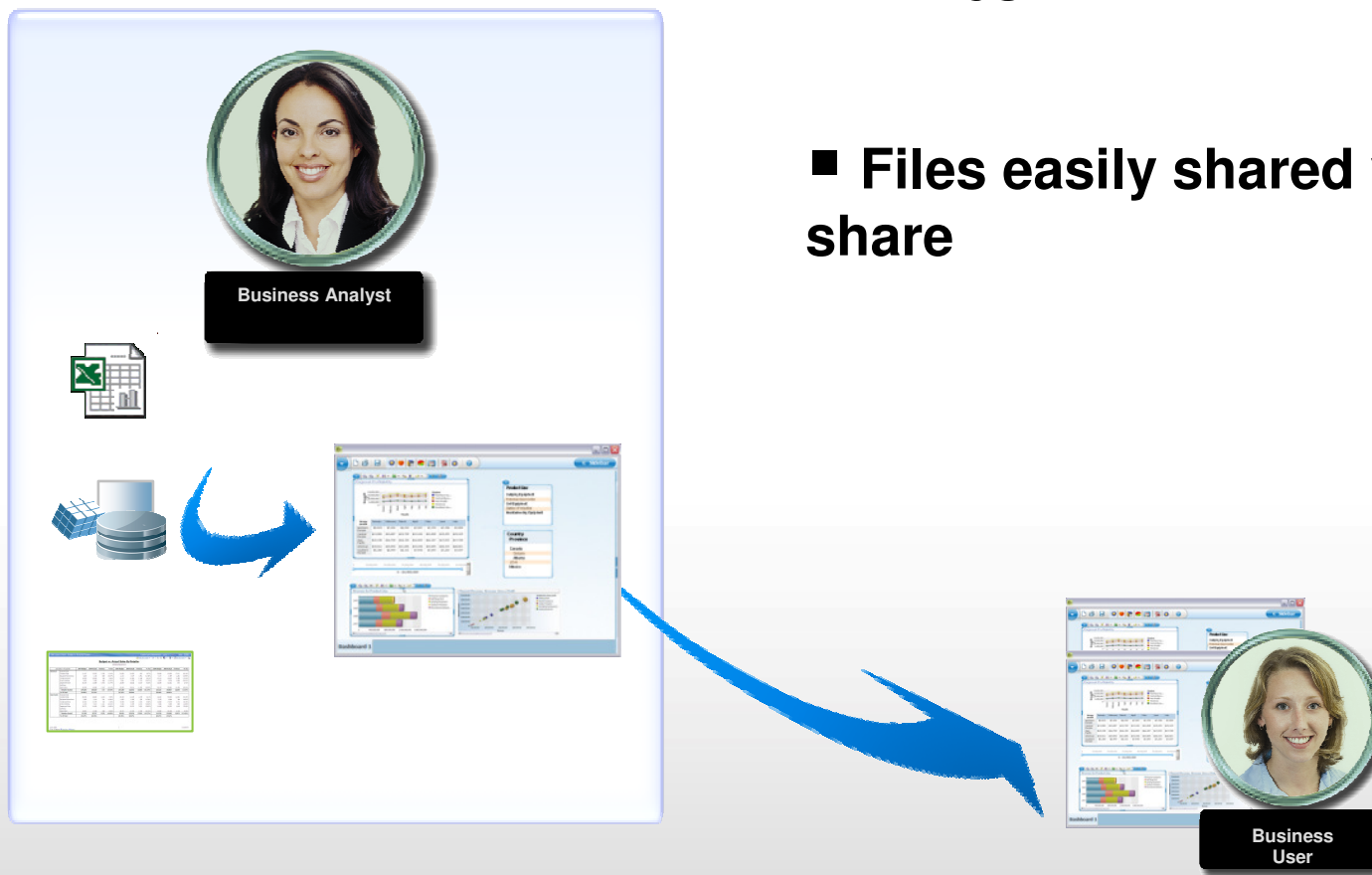
- Create dashboards and analysis on the desktop - no server, no IT required
- Import, merge and enrich data without scripting
- Intuitive gestures and visualizations
- Instant response and flexibility with in-memory engine



Explorer **Share** Plan

Exchange Files

- Files easily shared via email or file share



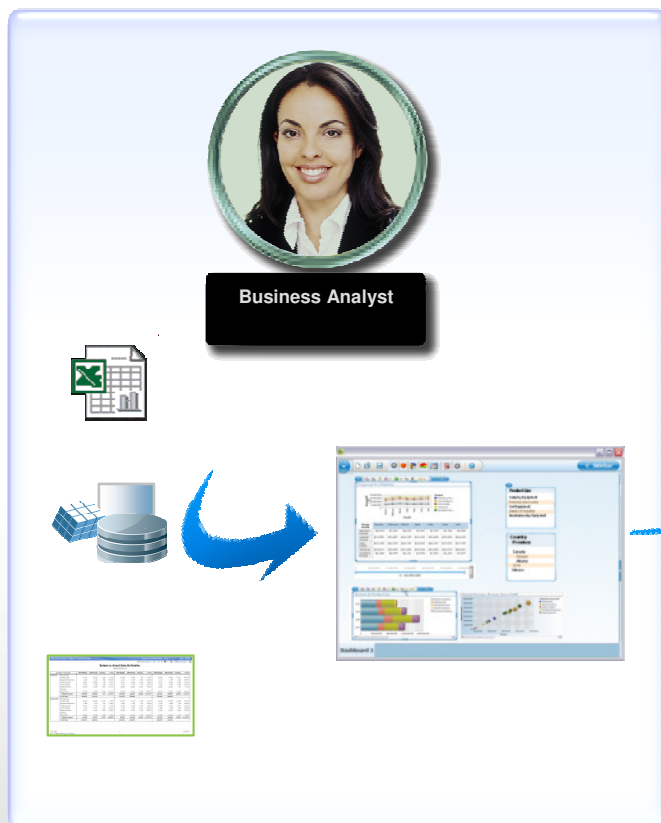


Explorer **Share** Plan

Workgroup Publishing



- Easily and securely share files within larger workgroup
- Client files published to BI server for access control, versioning, dynamic provisioning of file



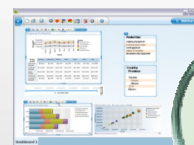
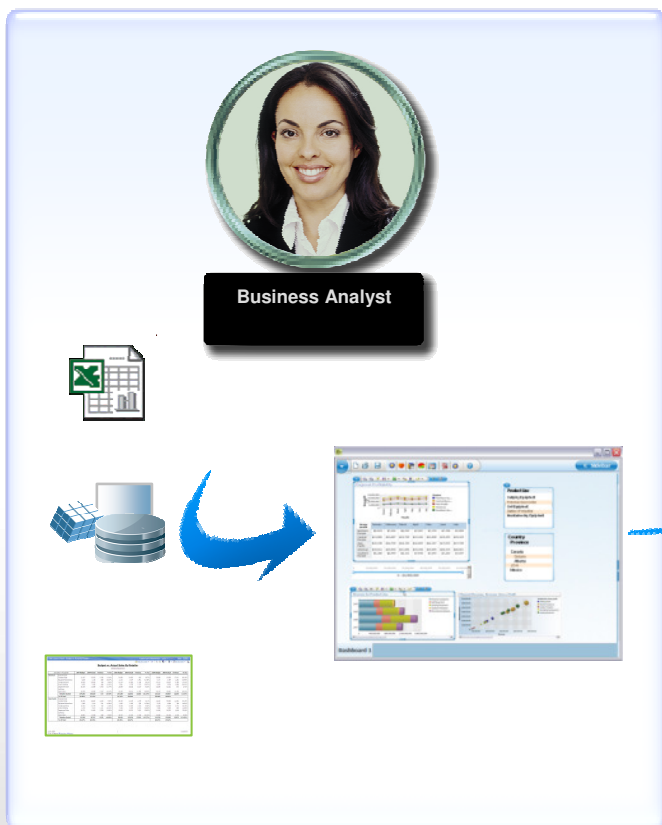


Explorer **Share** Plan

Manage & Extend



- File content can easily be extended to mobile and web consumers
- File can be decomposed – UI elements published into BI server and data published into TM1 server
- Content centrally managed and available to any Cognos client



Business User



Manager



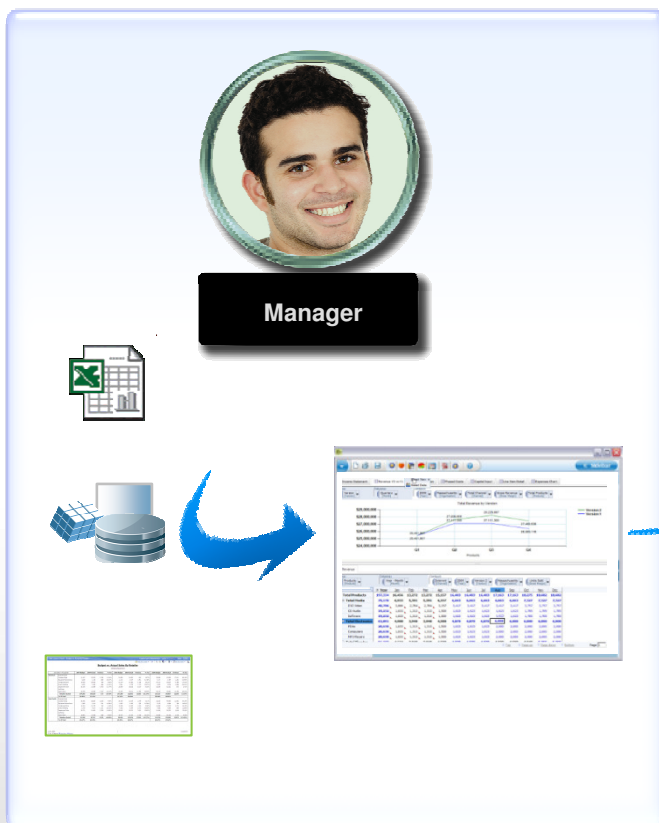
Executive



Explorer Share **Plan**

Workgroup Planning

- Create ad hoc planning applications – where users contribute via the new tool or other TM1 clients

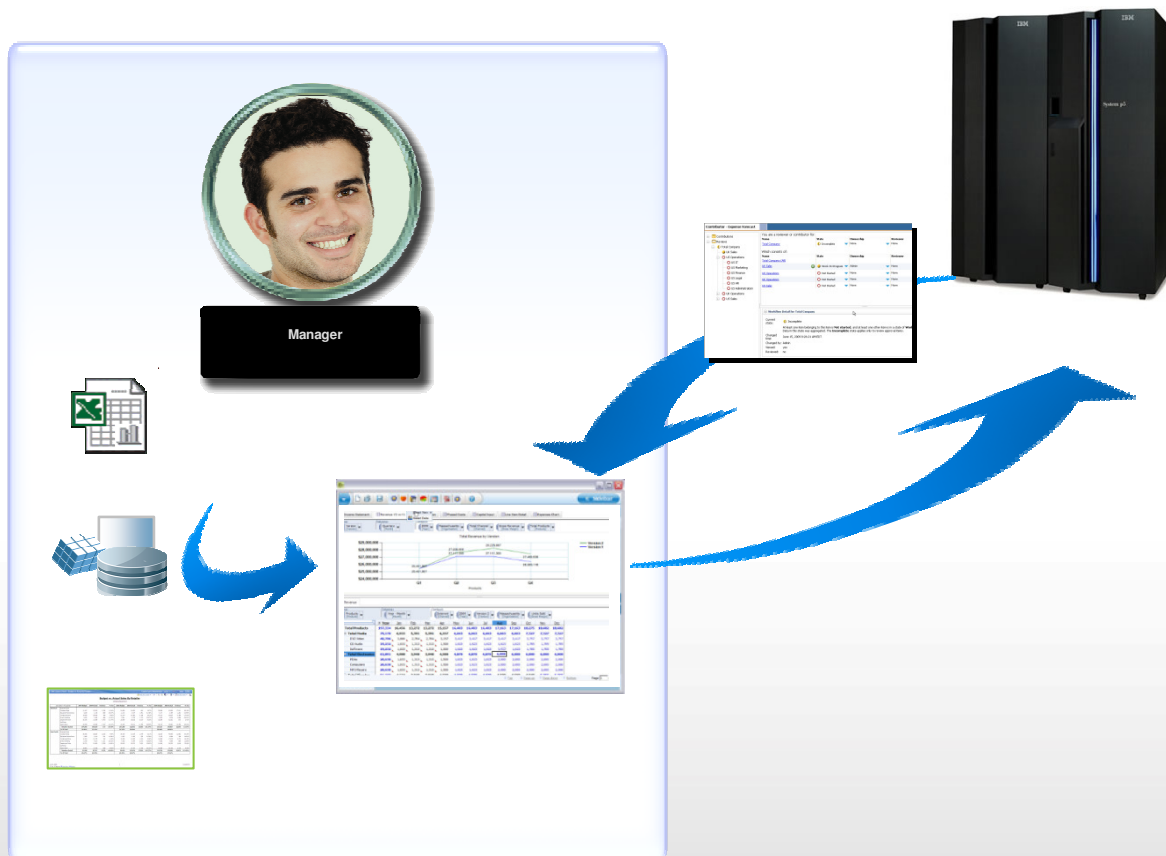




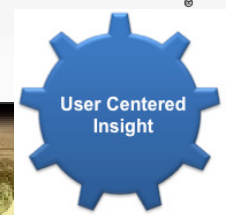
Explorer Share **Plan**

Managed Planning

- Connect to planning workflow, contribute directly to plan or download slice to work offline and update later
- Deploy a first class client to TM1 managed planning process



In the Labs: Highly Visual & Interactive Workspaces



Enabling Decision Areas that Drive Performance

This companion synthesizes countless, varied company experiences to construct a framework and approach that others can use. The information sweet spot was the cornerstone concept of *The Multidimensional Manager*.

Sweet spots, business intelligence, and multidimensional managers were the keys to the book's profitability promise.

These three insights are still fundamental to the promise of The Performance Manager and the need to leverage information wants to make high-value decisions that:

- Enable faster revenue growth
- Further reduce operational expenses
- Maximize long-term asset returns

	Oct	Nov	Dec	Progress
Golf Shop	676.000	150.000	200.000	
Department Store	14754.000	1960.000	13270.000	
Direct Marketing	352.000	0.000	1610.000	
Warehouse Store	4914.000	1209.000	1410.000	
Equipment Rental Store	0.000	0.000	0.000	
Outdoors Shop	17732.000	6270.000	12992.000	
Eyewear Store	370.000			
Sports Store	7300.000	3940.000	4698.000	
Total Channel	41460.000	13969.000	33374.000	
Golf Shop	1070.000	530.000	250.000	
Department Store	10242.000	1449.000	0.000	
Direct Marketing	7020.000	1308.000	1410.000	
Warehouse Store	4038.000	1408.000	1600.000	
Equipment Rental Store	0.000	0.000	0.000	
Outdoors Shop	25271.000	9462.000	7140.000	
Eyewear Store	302.000	102.000		
Sports Store	9290.000	3236.000	446.000	
Total Channel	52094.000	17944.000	12900.000	
Golf Shop	440.000	0.000	0.000	

Great Outdoors Sales Analysis - 09 w/ Outlook

Go To Product Detail

Go To Region Detail

Product Type

- Climbing Accessories
- Rope
- Safety
- Tools

Channel

- Department Store
- Equipment Rental Store
- Outdoors Shop
- Sports Store

The Great Camera Dashboard

Camera Revenue in Perspective

The camera business has been evolving as digital cameras become more and more popular. The business landscape has changed and some companies have not survived the move from film to digital. Cameras today use a variety of technologies to store images in digital format. Competition is fierce. The chart on the right shows revenue from popular camera manufacturers.

* Financial data in Japanese Yen ¥ (Value in Billion)

Financial Performance & Strategy Management

References to potential future products are subject to the important Disclaimer provided earlier in this presentation



Thank you