

How to become an Analytics driven Organization and why bother !



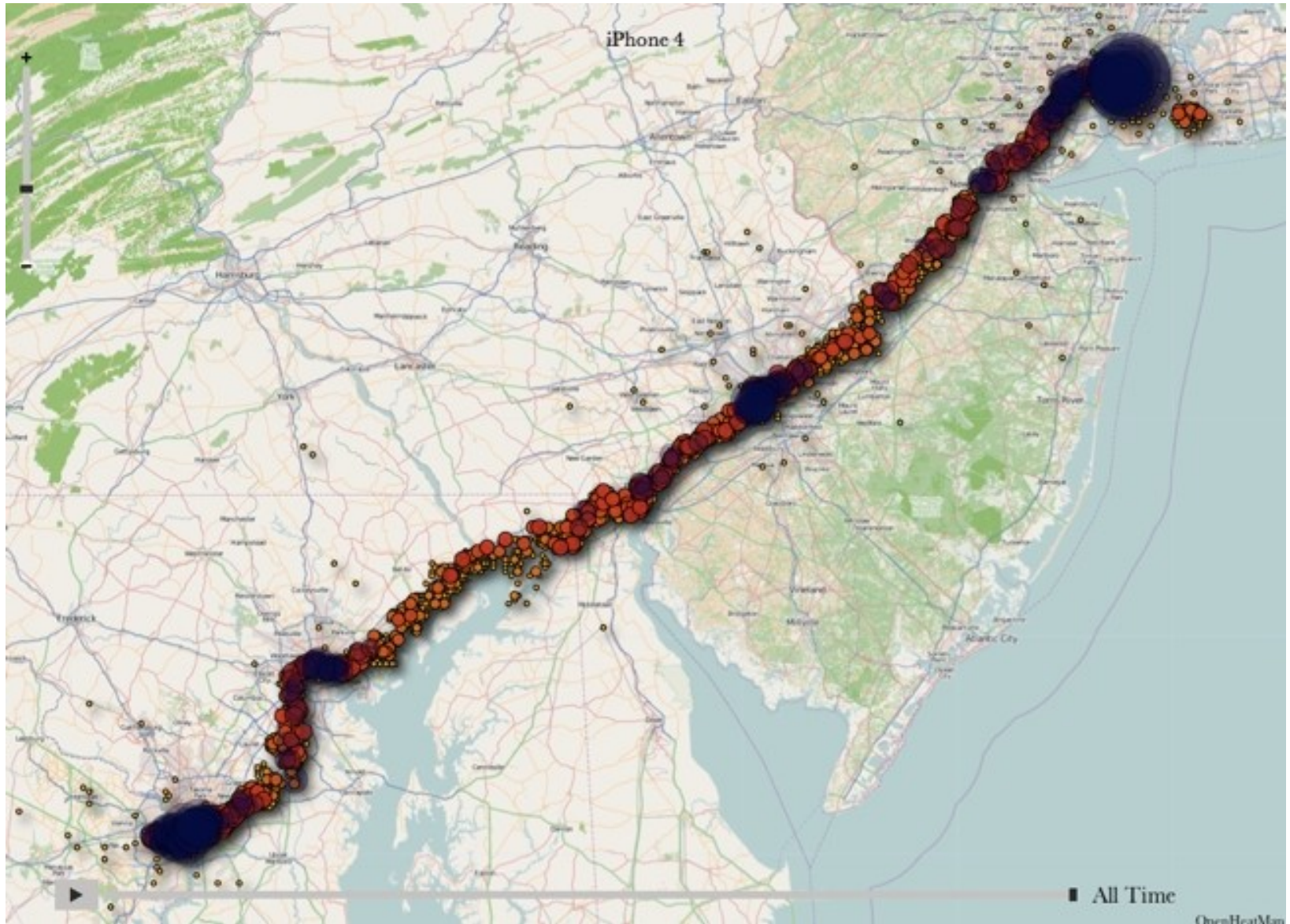
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Business Intelligence Solution Executive



**Information will
be the 'oil of the
21st century'**

Gartner 2010



O'Reilly:27.4.2011, Got Iphone, Apple is recording your moves



TomTom Caught Selling Speed Data to Dutch Police

PcWorld 28. April 2011



What's your AOL?

Correlates to Performance

Organizations that lead in analytics outperform those who are just beginning to adopt analytics

Top Performers are more likely to use an analytic approach over intuition*



Source: Analytics: The New Path to Value, a joint MIT Sloan Management Review and IBM Institute of Business Value study. Copyright © Massachusetts Institute of Technology 2010.

Driving Better Business Outcomes Across the Enterprise



\$300 Million
in savings
& fraud reduction



**From >1% to
<0.5%**
Reduction in product
return rates

OmnicomGroup



\$200 Million
increase in
Cash Flow



\$24 Million
in reduced waste
and fraud



600% increase
in cross-sell
campaign



40% decline
in homicide
rates

ALIGNED

Collaboration across business objectives

AGILE

Highly responsive to changing priorities

AWARE

Alert, observant, informed and perceptive



FOCUSED

Clear understanding of what's important

PREDICTIVE

Able to anticipate, look forward and set expectations

Business Analytics

Solutions



Customer



Finance



Risk



Industry

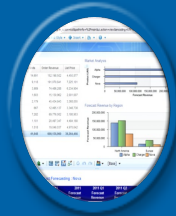
Capabilities



Reporting & Analysis



Scorecarding & Dashboarding



In-Memory Analytic Server



Predictive



Real Time Monitoring



Planning, Budgeting & Forecasting

Platform



Access



Model



Manage



Deploy

A Unified Workspace instantly usable by everyone

Unified Workspace



All Time Horizons



Progressive Interaction



Built-in Collaboration

IBM Cognos Business Insight


[Create New](#)

[Open Existing](#)


Favorites


[My Workbench](#)

[My Finance Workbench](#)

[Employee Satisfaction Dashboard ...](#)
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How-to Videos

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Customize your Dashboard

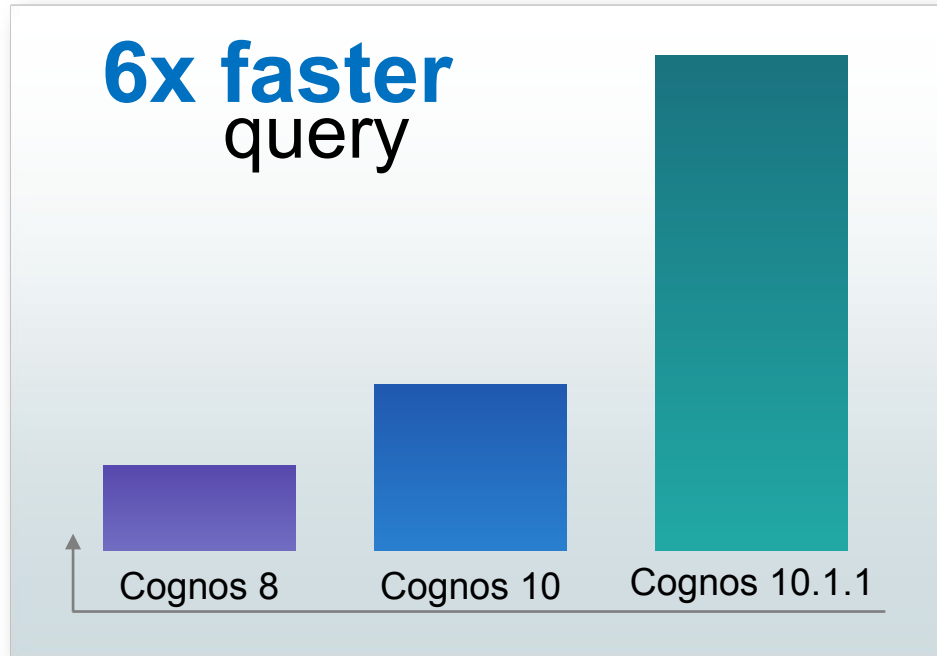
How to easily customize your dashboard style



Set your Preferences

How to easily set your preferences

2x faster
Business
Insight



90% faster
query on
Cognos TM1

40% faster
query on
Cognos PowerCube

75% faster
query on **SAP NetWeaver®**
Business Warehouse

When compared against IBM Cognos 8.4.1 BI software. Based upon mixed workload performance testing conducted in the IBM Performance and Scalability Labs on pre-release Cognos 10.1.1 software

IBM Cognos BI for the Mobile Workforce

- **Experience insight wherever you are**
 - Uninterrupted productivity with quick and easy access to analytics anywhere you go
- **Interact with information offline or online**
 - Rich, visual and interactive experience whether you are offline or online
- **Confidently and easily deploy BI to any device**
 - Single authoring and administrative environment to deliver secure, relevant, and reusable content



**On the road or in the office –
same great insight.
Simple, reliable, and secure.**



Customer

IBM Customer Analytic Solutions



Customer Analytics

Attract

- Segment customers for better targeting
- Influence purchase decisions via Social Media channels

Grow

- Spot and analyze trends in behavior and sentiment to cross-sell/upsell
- Propensity to buy/Next best action

Retain

- Identify which customers are likely to churn
- Identify the most profitable customers and reward loyalty

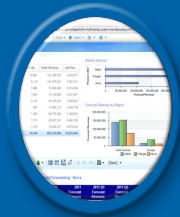
Capabilities



Reporting & Analysis



Scorecarding & Dashboarding



In-Memory Analytic Server



Predictive



Social Media Analytics



Decision Management

Predictive & Social Media Analytics

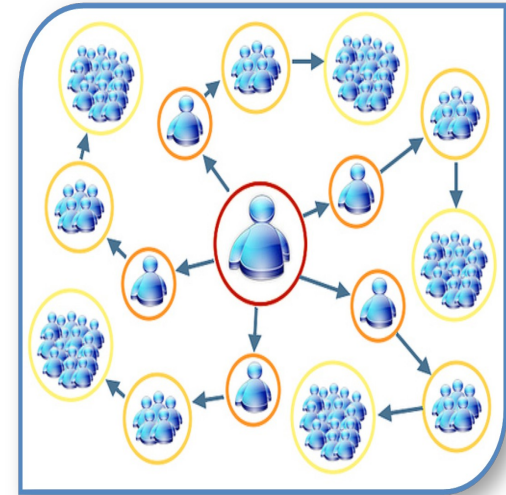
Capture & Analyze



Segment & Predict



Engage & Act



- **Integration use cases**

- Gain insights and increase positive sentiment in social conversations
- Identify advocates and leverage their influence in campaigns
- Accelerate re-purchase through propensity models



Finance

IBM Finance Analytics Solutions



Finance

Plan

- Improve visibility with rolling forecasts
- Rapidly adjustment and realign resources

Report

- Automate financial close process
- Meet new disclosure and filing mandates (XBRL)

Align

- Define, measure, and adjust strategy with metrics
- Deliver engaging, up-to-the-minute dashboards

Capabilities



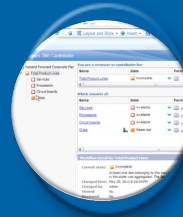
Reporting & Analysis



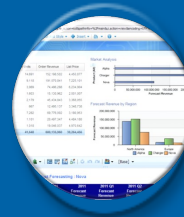
Scorecarding & Dashboarding



Profitability Modeling



Planning, Budgeting & Forecasting



Financial Consolidation



Disclosure Management

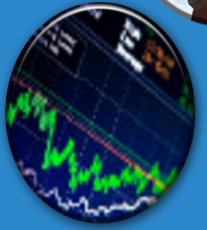
What's new for Financial Analytics

- IBM Cognos FSR (v6.6)
 - New regulatory and compliance support
- IBM Cognos TM1 (v9.5.2)
 - Improved scalability and performance
 - New rules functions and server management
- IBM Cognos Controller (v10.1)
 - Improved usability and advanced features



3 + 3 = Risk

IBM Risk Analytics Solutions



- **Operational Risk** – Reduce unexpected loss
- **Policy and Compliance** – Reduce compliance burden
- **Financial Controls** – Ensure financial controls integrity
- **IT Governance** – Improve regulatory reporting
- **Internal Audit** – Leverage enterprise-wide data

Risk

Capabilities



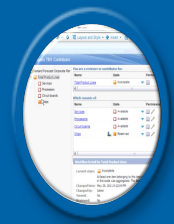
Reporting & Analysis



Workflow



Full Configurability



Risk & Control Self Assessment



Key Risk Indicators



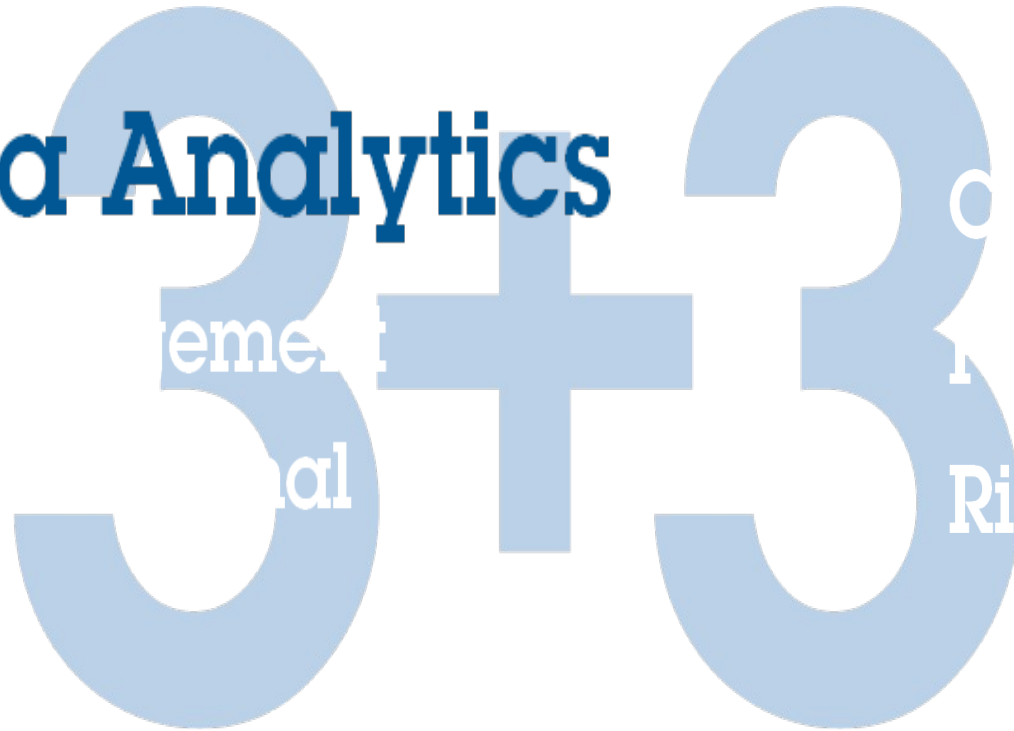
Issue Management

OpenPages and Algorithmics

- Most comprehensive risk solution
- Complete risk and compliance across all risk domains
- Quantify risk exposure



Big Data Analytics



Big Data Analytics – Already a Reality

Variety

Analyze telemetry, fuel consumption, schedule and weather patterns to optimize shipping logistics.



- Cognos Consumer Insight – Social Media Data
- SPSS Modeler in Netezza

Velocity

Analyze **100k records/second** to address customer satisfaction in real time



- Cognos Real-Time Monitoring v10
- SPSS for very fast model scoring

Volume

Optimize capital investments based on **6 Petabytes** of information



- Analyze, Plan, Align with Cognos 10 on Hadoop and Infosphere BigInsights

Business Analytics can be applied to all big data problems

IBM Business Analytics

- Real-time Scoring
- Predictive Analytics
- Sentiment Analysis
- Real-time Monitoring



- Integrated
- Enterprise-ready
- Open Source Based

IBM Big Data Platform



Decision Management



How should I fix this car?

Reduction of 25% Repeat Repair



Should I promote this loan to that customer at the ATM?

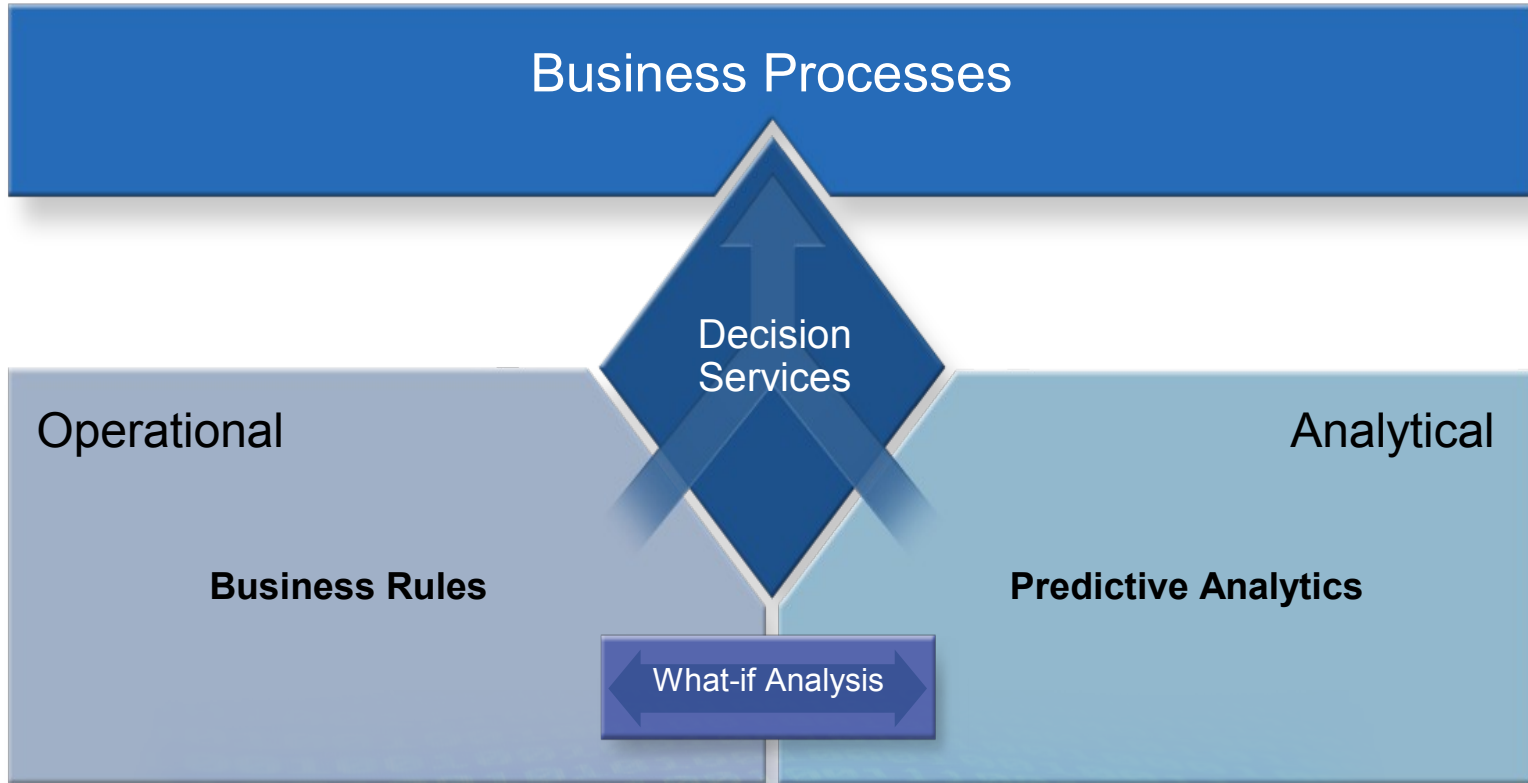
Decrease marketing costs, increase in overall ROI: 600%



Should I deploy this officer to that city block at that time?

Lower crime rates by 19% over four years

Decision Management: Today the Best of Both Worlds

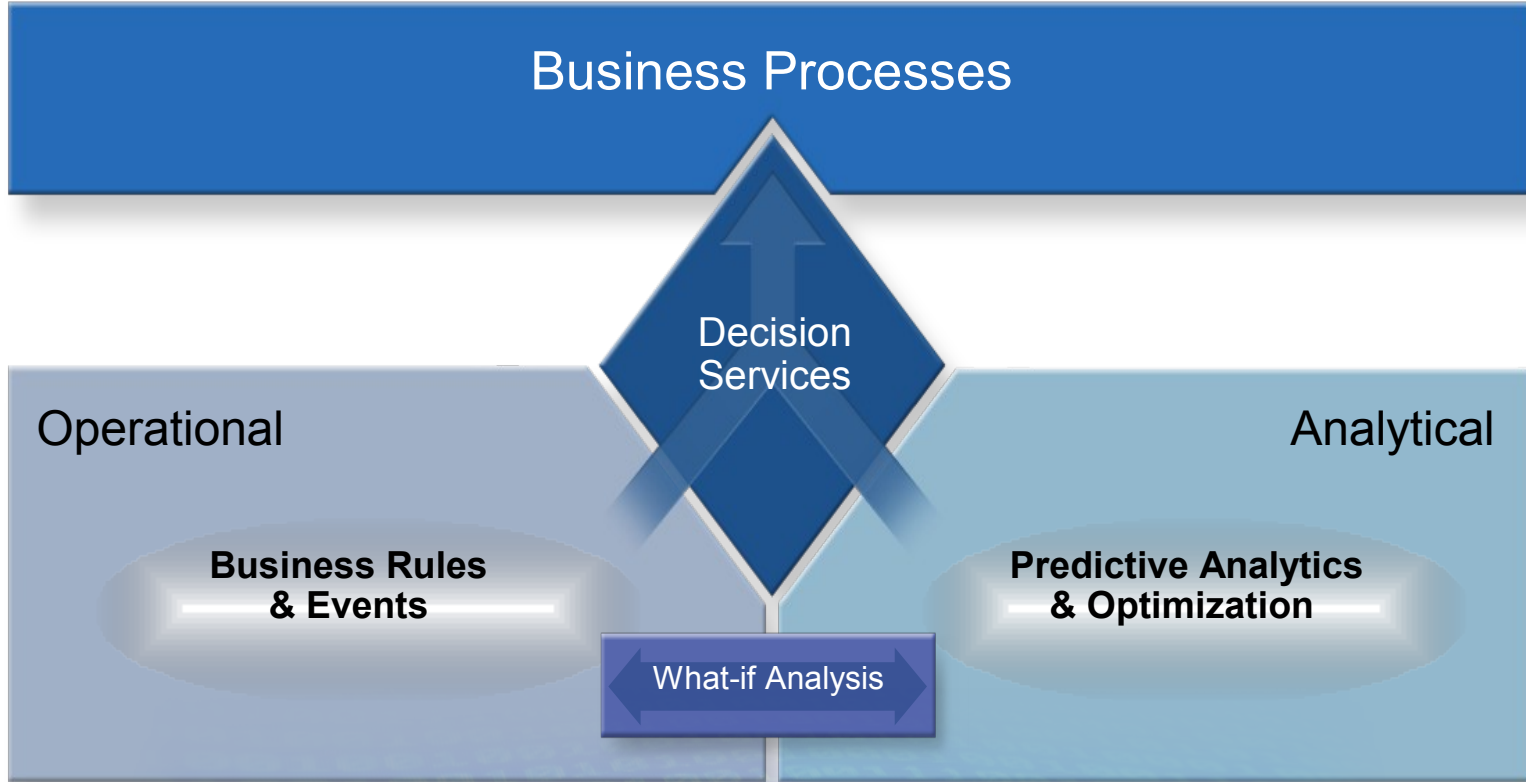


Profitability and Customer Retention for Telecommunications

WHAT IS THE NEXT BEST ACTION FOR THIS CUSTOMER?



Decision Management: The Future an Integrated Experience



Internal & External Data

Analytics go Personal

Business User Self-Service



Business User Self-Service

IT Governance and Control



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