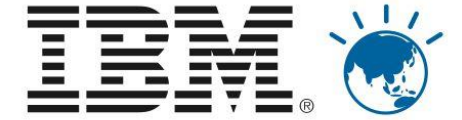


IBM



Analytics Forum

Transforming Industries and Professions 2015

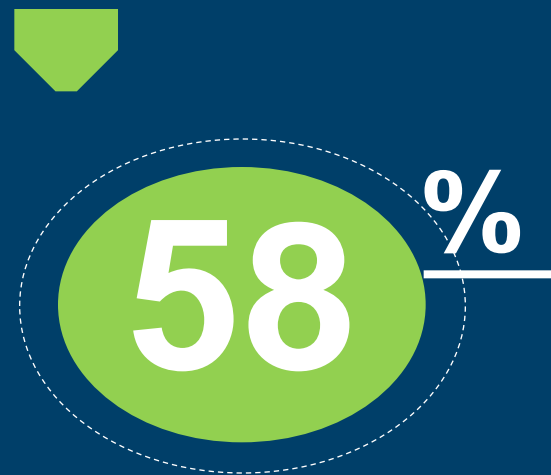
Frank Luksic

General Manager, Client Success

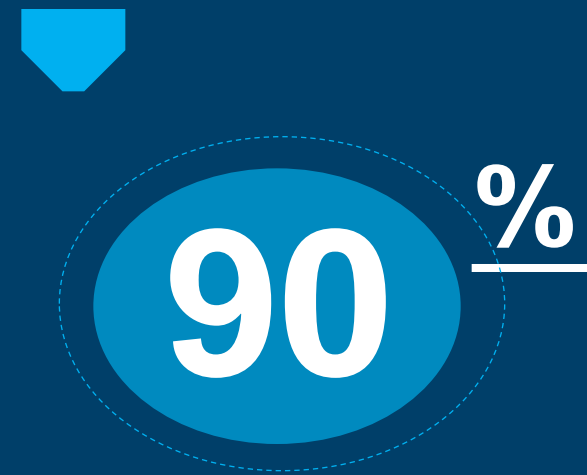
IBM Analytics



Data is a force for transformation: It's fact, not theory



of organizations indicate analytics creates a competitive advantage.

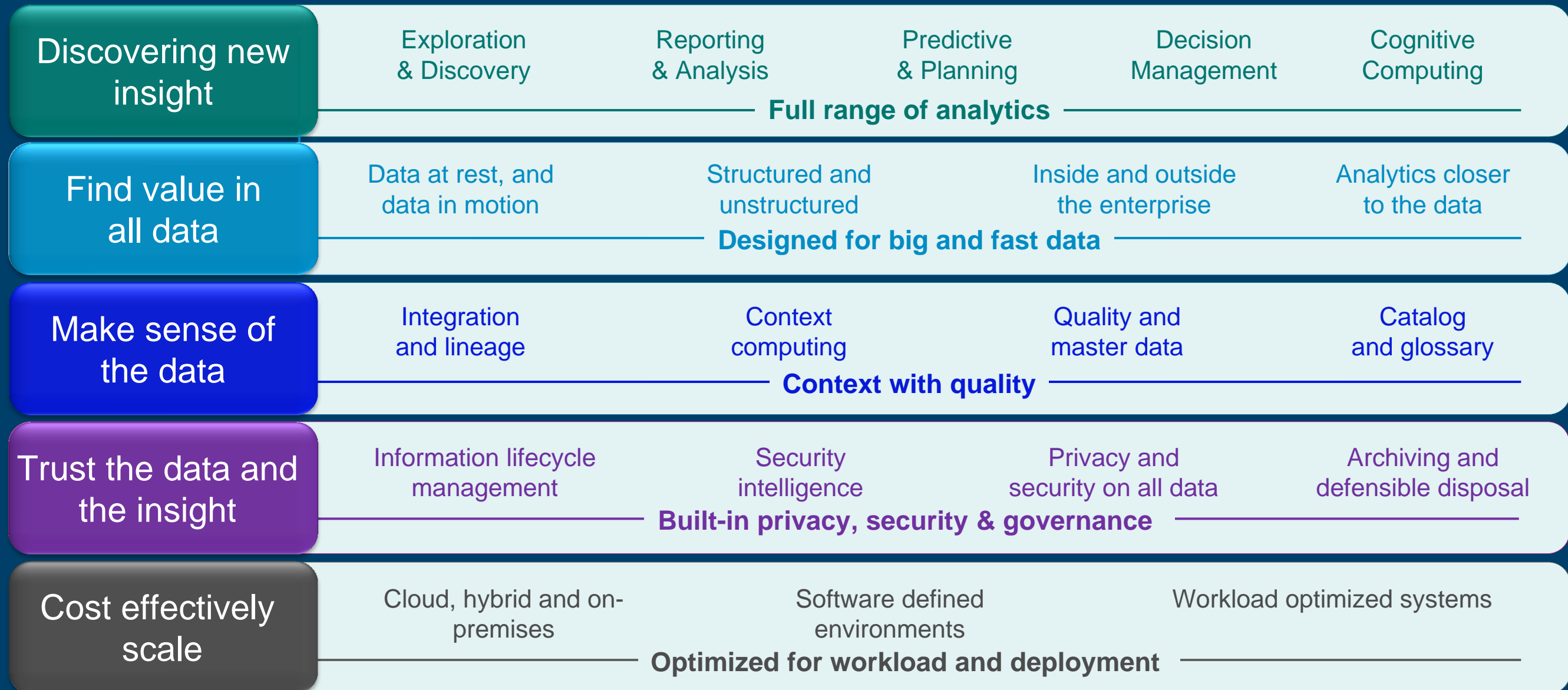


found the benefits of analytics met or exceeded expectations.

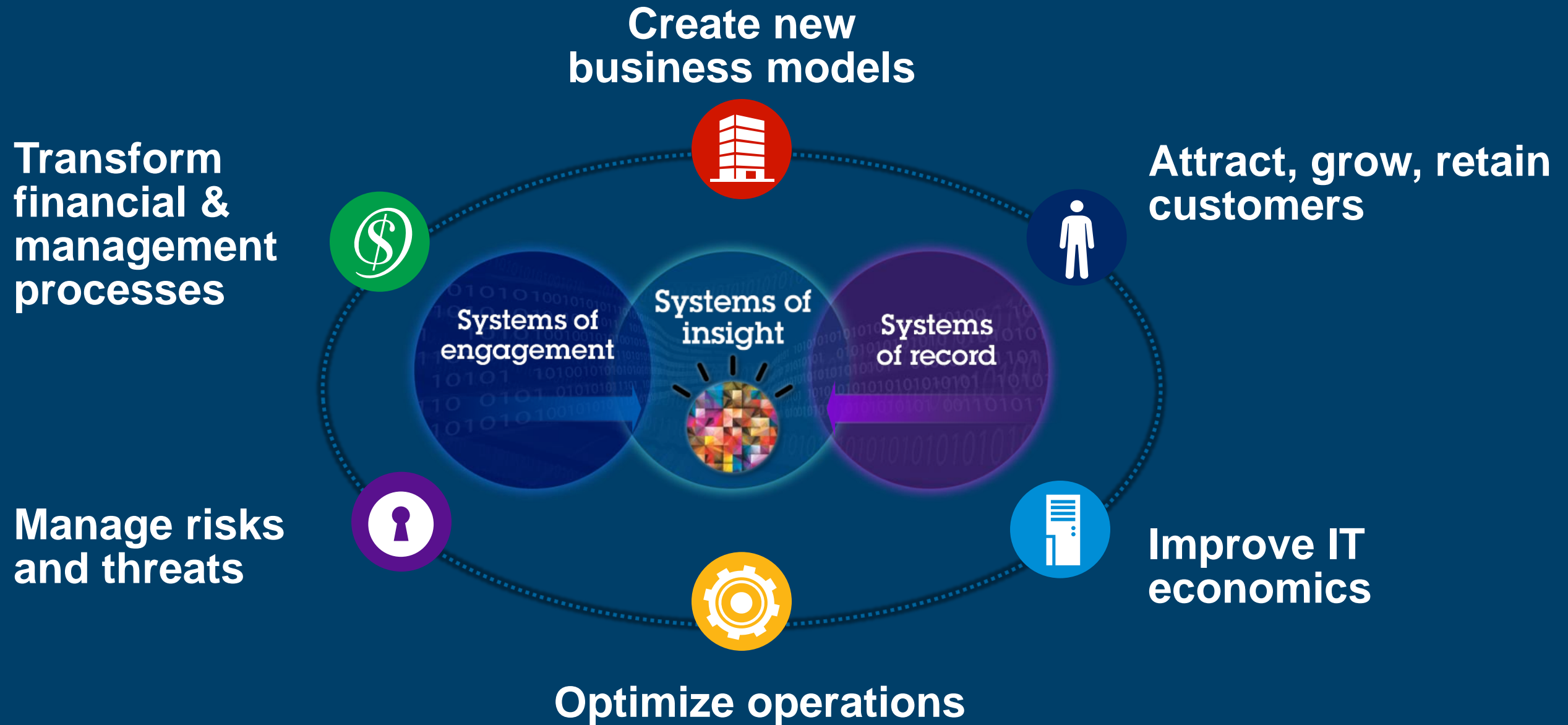


business and IT leaders are planning big data and analytics projects or already leveraging them.

Data and analytics together are transforming industries and professions with new capabilities



Business use cases identified in 40,000+ analytics engagements



Analytics improves outcomes in key industry use cases

Banking Examples

Customer Insight and Profitability

How can I anticipate customer activities and better understand needs?

Optimize Offers and Cross Sell

How can I deliver more timely, relevant offers and improve response rates?

Fraud and Financial Crime Management

How can I better predict, detect and investigate fraud and financial crime?

Insurance Examples

Customer Retention

How can I better understand my policyholders to improve retention?

Customer Cross and Up Sell

How can I determine relevant offers and improve acceptance rates?

Claims Optimization

How can I gain a deeper understanding into severity, duration, routing, subrogation and reserving of claims?

Telcom Examples

Customer Analytics & Smarter Campaigns

How can I increase response rates for marketing campaigns?

Customer Experience Management

How can I measure and improve subscriber quality of experience?

Network Analytics

How can I analyze network data in real-time to identify and resolve issues faster?

Analytics at work in Insurance: Use Case – Claims Optimization



How can I gain deeper understanding of each claim?

Optimize claims processing

90% Reduction in time to identify and settle legitimate claims while gaining insight into severity, duration, routing, subrogation and reserving



Analytics at work in Telecommunications: Use Case – Network Analytics



How can I analyze network data in real-time to identify and resolve issues faster?

Improve network performance to deliver superior service

100% Improvement in network performance insight by creating an end-to-end view of the network infrastructure



Analytics at work in Banking and Capital Markets: Use Case - Customer Insight and Profitability



How can I analyze market data faster for improved investment and customer insight?

Analyze market data in real time

100% ROI achieved within the first three months

