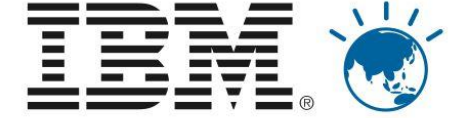


IBM



Analytics Forum

Transforming Industries and Professions 2015

**Transform Industries and Professions
with Innovation and Expertise**



IBM



Analytics Forum

Transforming Industries and Professions 2015

Zoran Hrustic

Vice President, Client Success

IBM Analytics, Asia Pacific





vodafone

Data is the
basis of
competitive
advantage



matrimony.com

90% faster

deployment of targeted marketing campaigns

Improved outcomes

of matchmaking results thanks to more powerful analytics

Enhanced decisions

with a more comprehensive view of business operations



“Thanks to this solution.... First we get two soul mates together... secondly we deliver more happy marriages than ever before”

Dr. Jayaram K Iyer
Chief Strategy & Analytics Officer

Drives

increased sales by enabling retailers to push near-real-time promotions

Optimizes

marketing efforts by providing timely insights about promotion effectiveness

Reduces

congestion through more effective customer tracking and footfall management



Imagine the possibilities

Real-time traffic
flow optimization



Fraud & risk
detection



Understand
and act on
customer sentiment



Accurate and timely
threat detection



Predict and act on
intent to purchase



Low-latency
network analysis



Charting your journey

Are you leveraging data and analytics fully
to transform every aspect of your business?

Are you READY?



1

Build a culture that infuses analytics everywhere

Start with your people

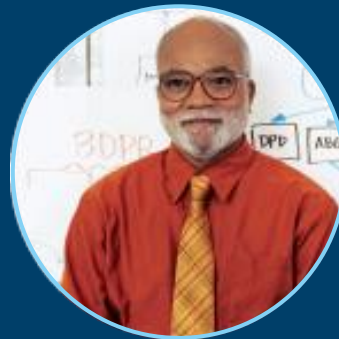
- Develop a curiosity-driven and evidence-inspired workforce
- Move from elite few to empowered many
- Imagine what's possible!

Chief Data
Officer



*Lead a data-driven
transformation*

Business
Users



*Fuel their curiosity
and creativity*

Mobile / Web App
Developers



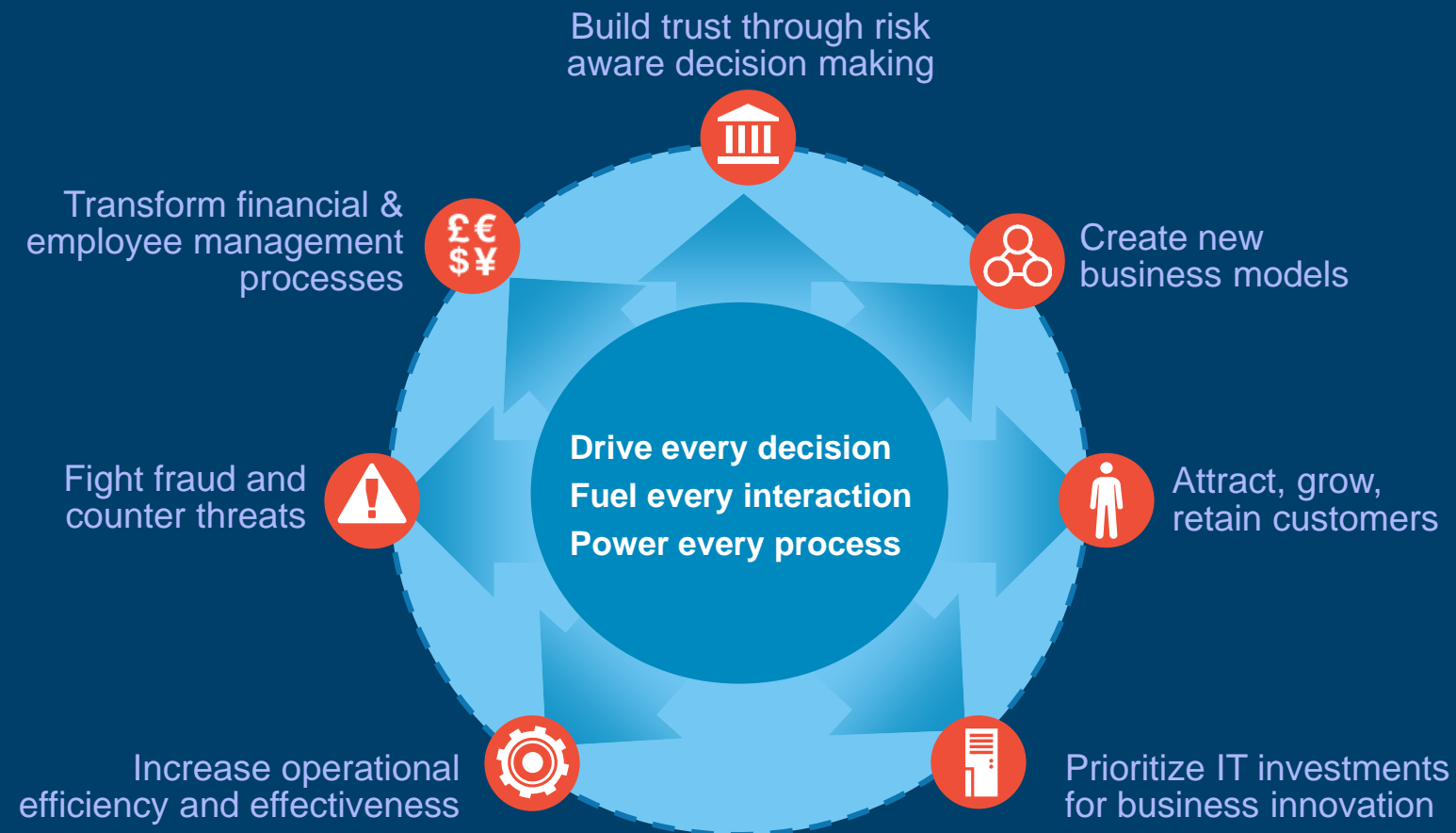
*Innovate faster
and scale securely*

2

Put data at the center of everything to improve competitiveness

Seek the right business use case(s)

- Infuse insight into key business processes
- Enable risk-aware decision making



3

Invest in capabilities, deployable both on-premise and in the cloud

Build against a master plan

- Establish a data foundation for innovation
- Analyze data in motion, act in real-time with confidence
- Provide data as a service
- Govern the data to trust the insight



4

Bring it all together: the journey to transformation



IDENTIFY

high-value opportunities



ESTABLISH

the right architecture for business and IT



PROVE

value to business leaders through pilot programs



SCALE

by expanding to additional use cases



TRANSFORM

to a data-driven culture



How can IBM help you on your journey?

The screenshot shows a web browser window with the Cloudbant Dashboard 2.0.0. The address bar shows the URL: https://broberg.cloudbant.com/dashboard.html#/database/animaldb/aardvark. The dashboard has a dark blue sidebar with the Cloudbant logo and navigation links: Databases, Replication, Active Tasks, and Documentation. The main content area is titled 'animaldb > aardvark' and contains a 'Save' button, a 'Back to _all_docs' button, and an 'Upload' button. Below these buttons is a JSON document editor showing a document with the following fields:

```
1 {
2   "_id": "aardvark",
3   "_rev": "4-f946e013686e818fcb",
4   "min_weight": 40,
5   "max_weight": 65,
6   "min_length": 1,
7   "max_length": 2.2,
8   "latin_name": "Orycteropus afer",
9   "wiki_page": "http://en.wikipedia.org/wiki/Orycteropus_afer",
10  "class": "mammal",
11  "diet": "omnivore"
}
```

IBM is helping clients to...



Accelerate Client Outcomes with Industry and Domain solutions

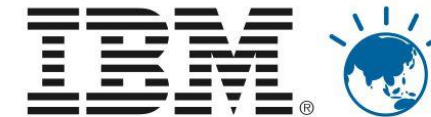


Empower Roles and Professions



Transform the Usability of Data and Content

IBM



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Thank You

