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Better Decisions With Business Analytics

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Key trends are fueling the need and urgency for analytics

1 The emergence of big data analytics



2 Increasing consumer expectations



3 Accelerating pressure to do more with less



65%

65% of business are not using big data for business advantage

84%

84% of consumers rely on social networks for purchase decisions

32%

Organizations using advanced analytics enjoy 32% higher return on invested capital

Organizational challenges faced with today's business intelligence and performance management deployments

1 in 3

Business leaders frequently makes business decisions based on 'gut feel'

79%

CIO's identified the delivery of insight and intelligence as their top priority

1 in 4

Use analytics tools today.. because its too difficult, too slow or delivers content of limited relevance

83%

Business intelligence and analytics is the most important visionary plan element to increase competitiveness

"Business Intelligence will provide information to the company that no one in the industry has ever seen, and will open up opportunities that were not previously considered."

Utilities CIO, USA

Challenges faced with today's business intelligence and performance management deployments



“I don't know exactly what I'm looking for...”

“I can't compare different options”

“I don't know what to do next”

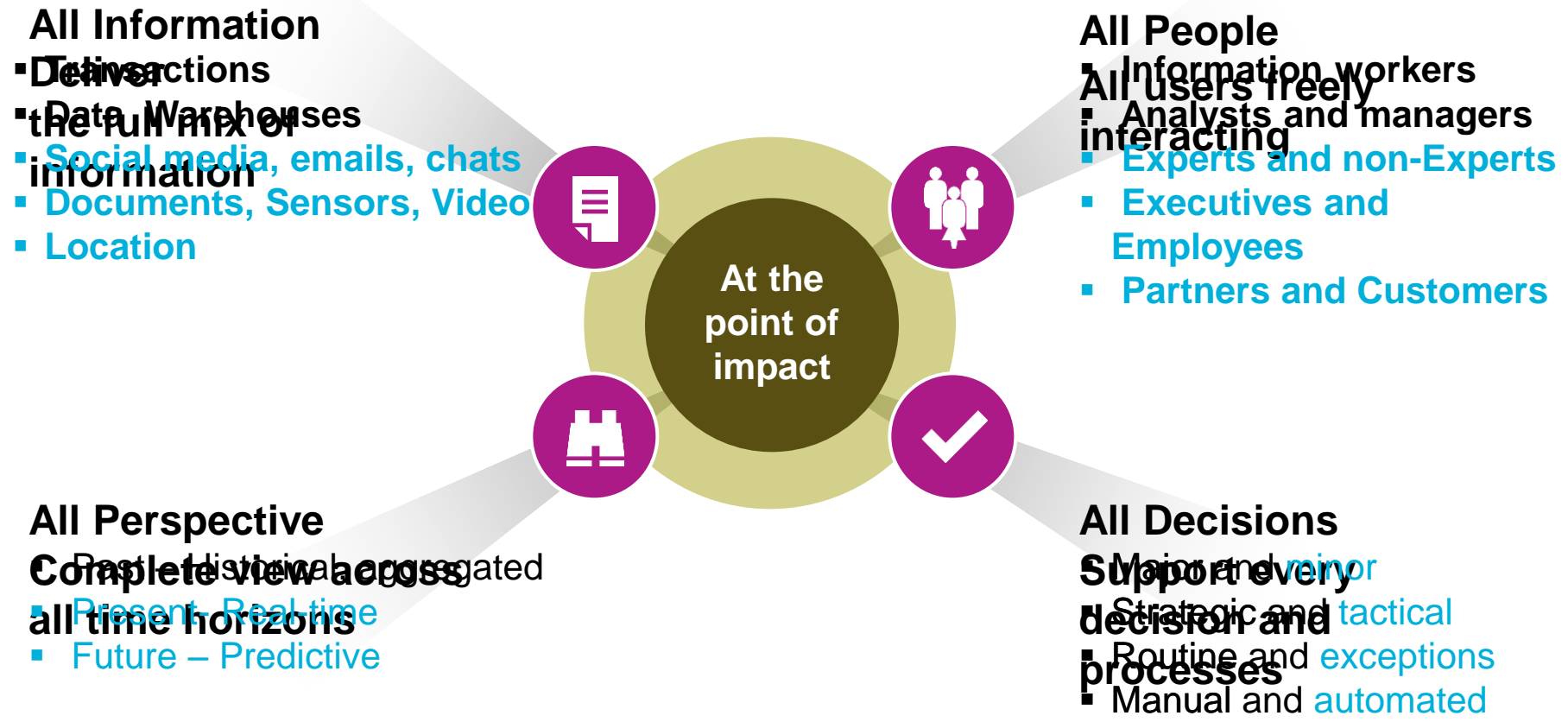
“Too much time and cost managing the many tools deployed”

“I need to get the right capabilities into the hands of the right users”

“How can I get on top of the request backlog?”



The goal post continues to move
 Rethink the criteria for business intelligence and performance management



Drive insight to action

What could today

There is 15% increase in dissatisfied customers

Insight: there is a direct relation between this and defect rates

... to Action : Let me share my insights with manufacturing so we can create a plan to improve quality

We have peaks and troughs in our call volumes

Insight: We have irregular peaks in call volumes

...to Action : Based on predictive algorithms we can now plan ahead to have more staff on at these times

We are losing customers to the competition

Insight: They are saying our pricing is too high and service is poor

To Action : We will create some offer scenarios for our key customers



Successful solutions needs to deliver value at every level, in every department, in every part of your organization



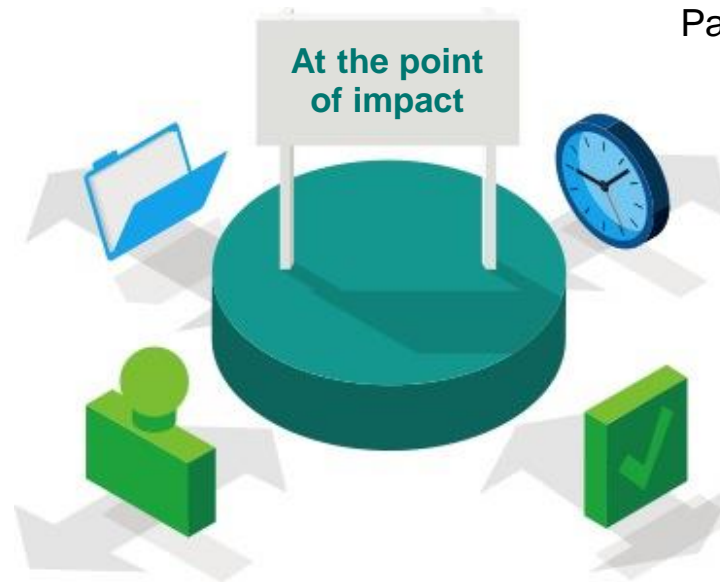
ANALYTIC-DRIVEN ORGANIZATIONS are distinguished by their ability to leverage ...

All information

- All information
- Transaction data
- Application data
- Machine data
- Social data
- Enterprise content

All perspectives

- Past (historical, aggregated)
- Present (real-time)
- Future (predictive)



All people

- All departments
- Experts and non-experts
- Executives and employees
- Partners and customers

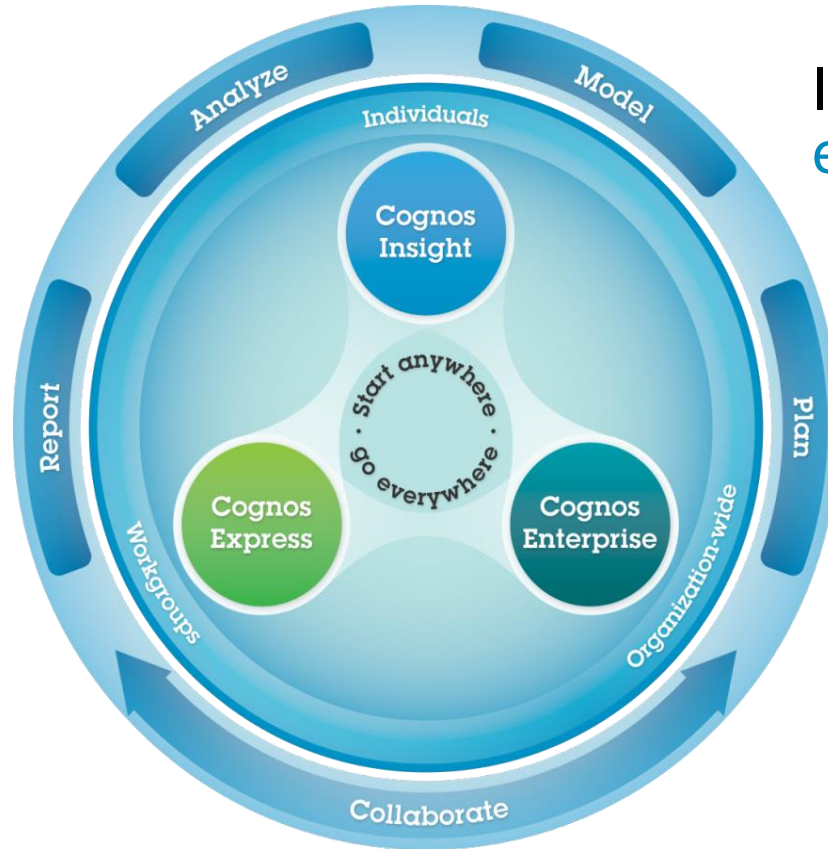
All decisions

- Major and minor
- Strategic and tactical
- Routine and exceptions
- Manual and automated

IBM Business Intelligence



Harness the data explosion, deliver flexible deployment options, and satisfy user expectations with powerfully simple analytics.



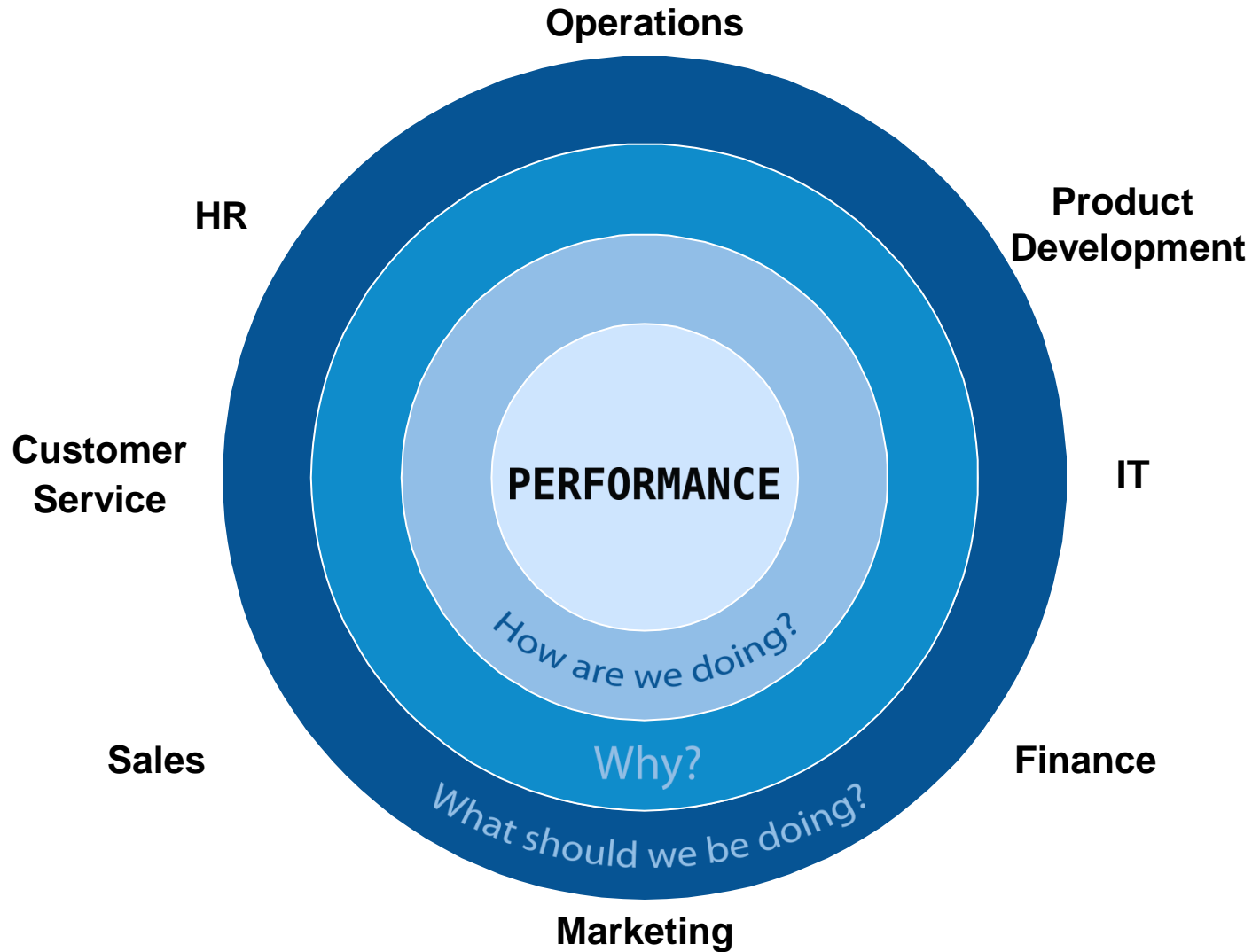
Insight to action with every product

Right-sized for your organization

Built to future-proof your investment

Analytics in the hands of everyone

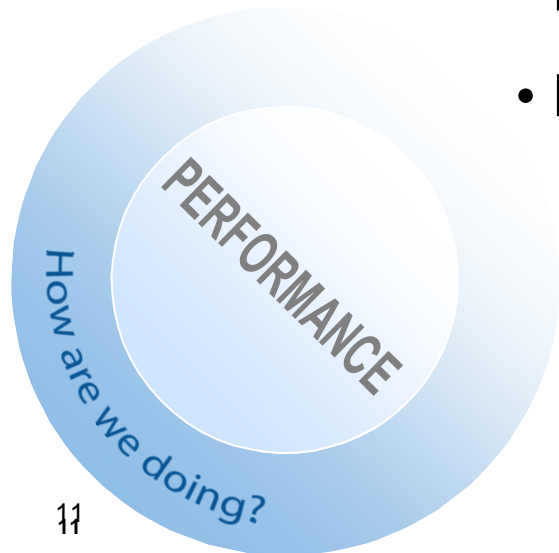
Organizations need answers to key questions



How are we doing?

Immediate Insights to Business Performance

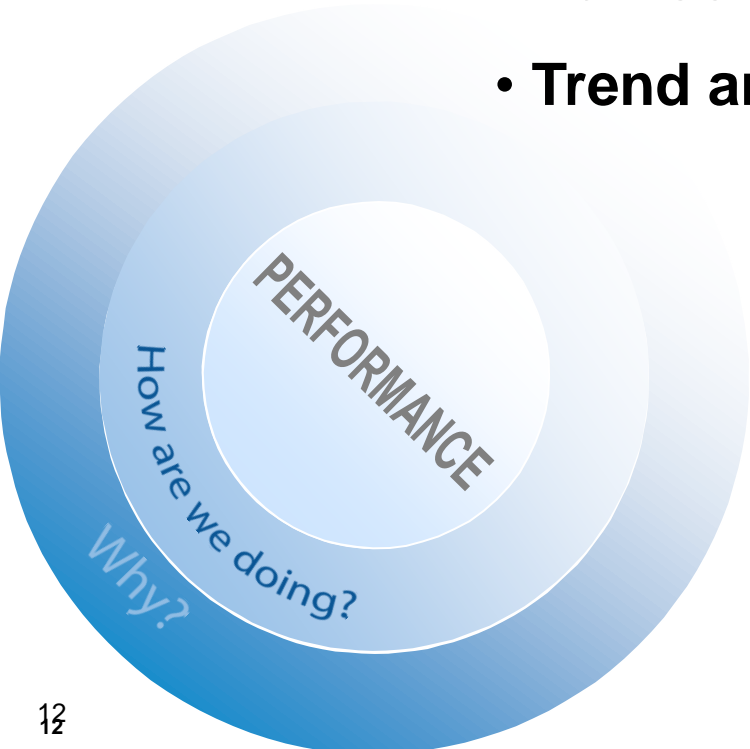
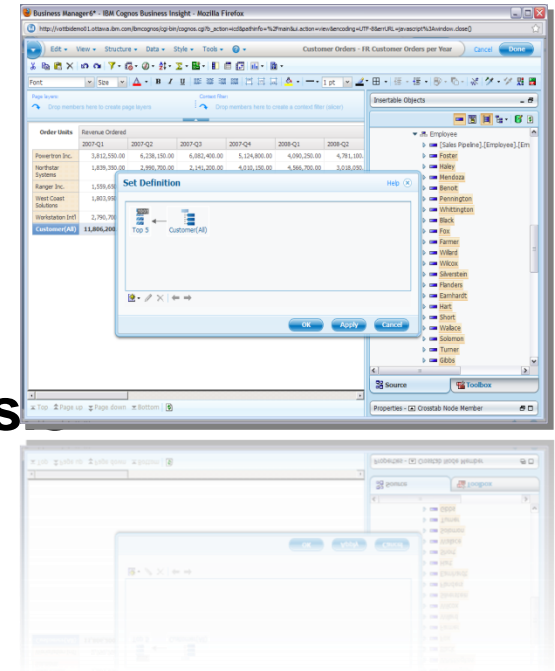
- Dashboards
- Reports
- Scorecards
- Real-Time Monitoring
- Event alerting



Why?

Deeper Analysis of Trends & Patterns

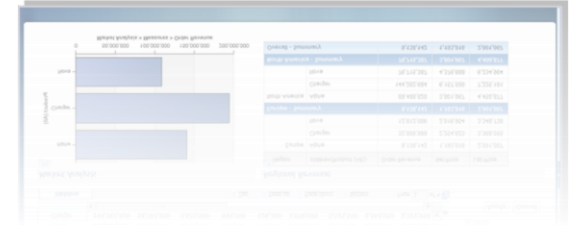
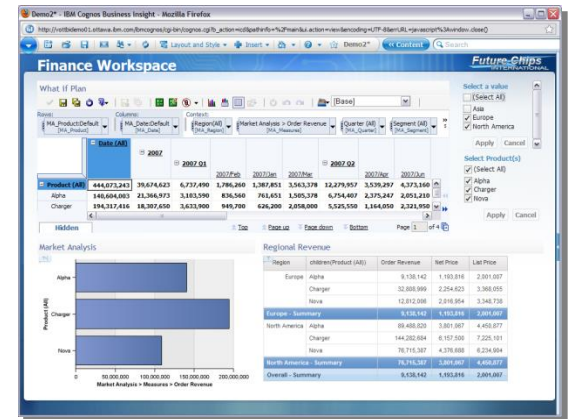
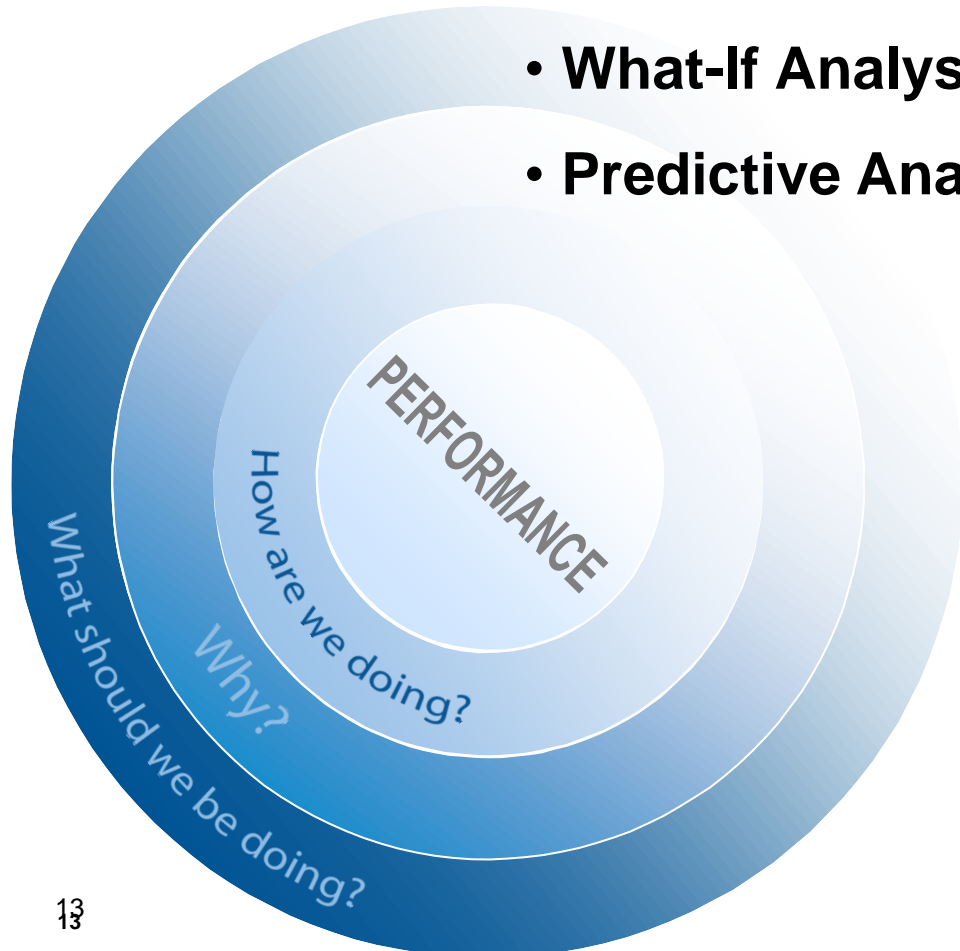
- Analysis and Exploration
- Ad-hoc Query
- Trend and Statistical Analysis



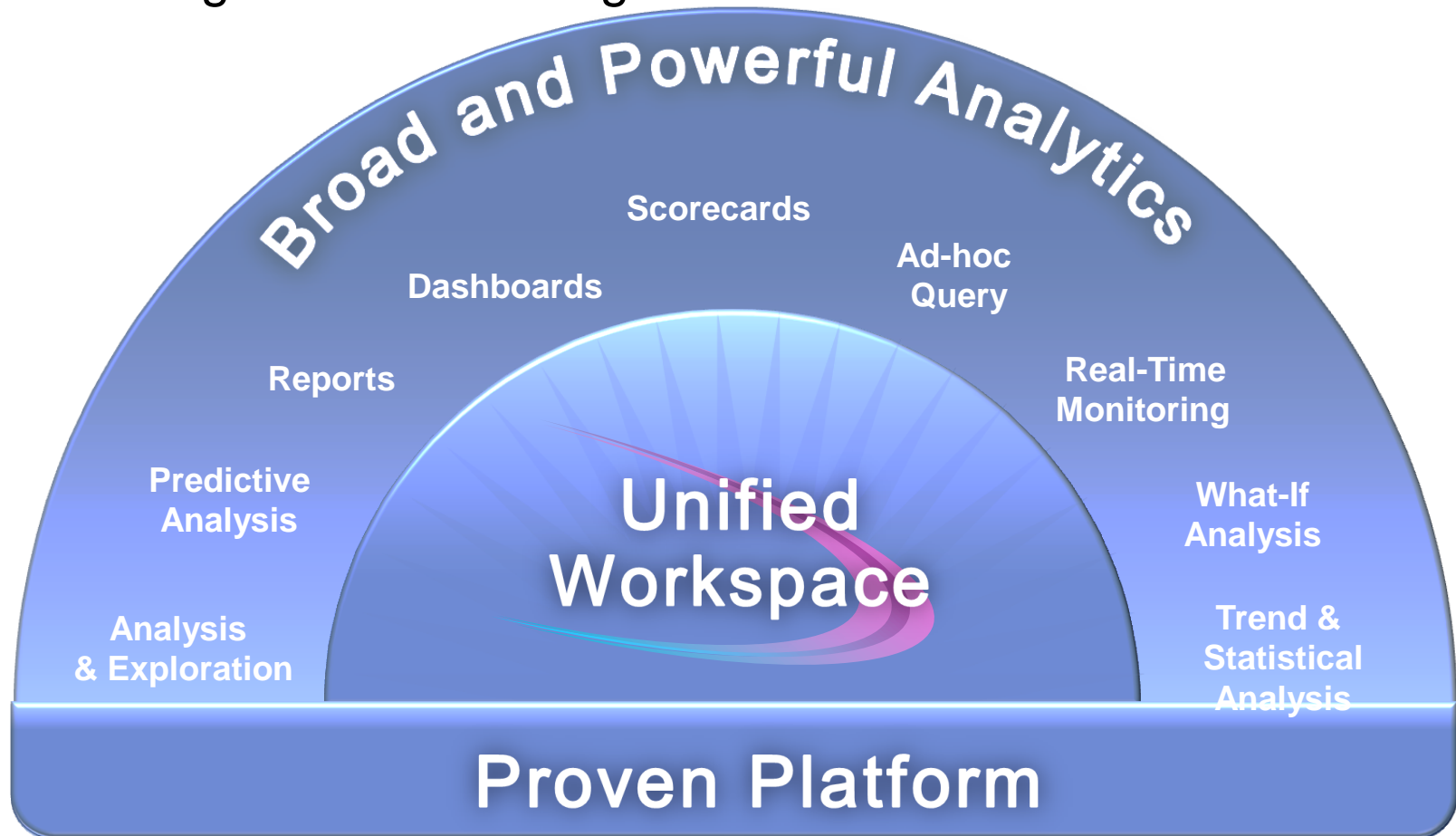
What should we be doing?

Foresight to Plan & Allocate Resources

- What-If Analysis
- Predictive Analysis



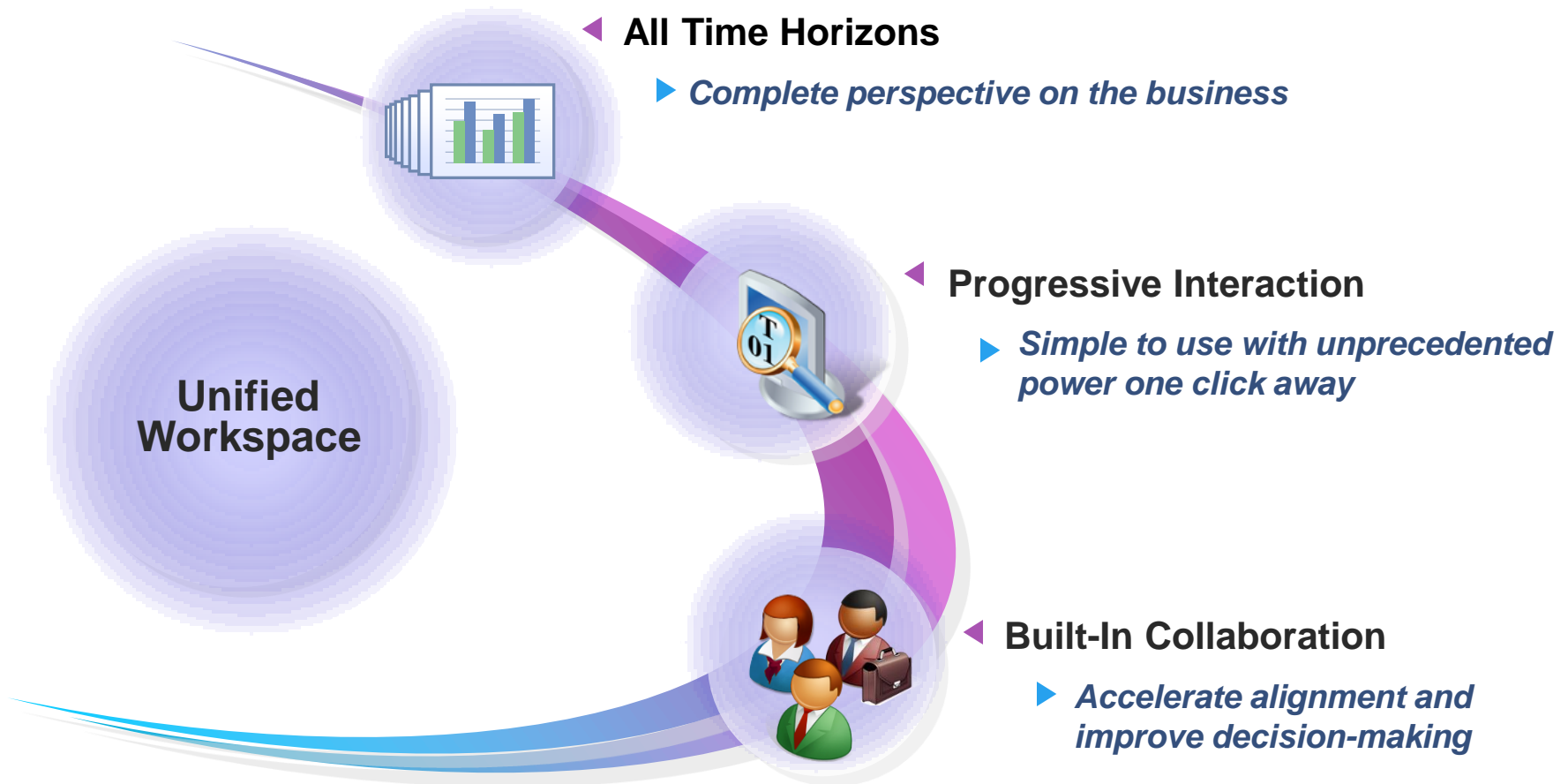
Transforming Business Intelligence



COGNOS BI

A Unified Workspace instantly usable by everyone

How the full breadth of BI capabilities come together



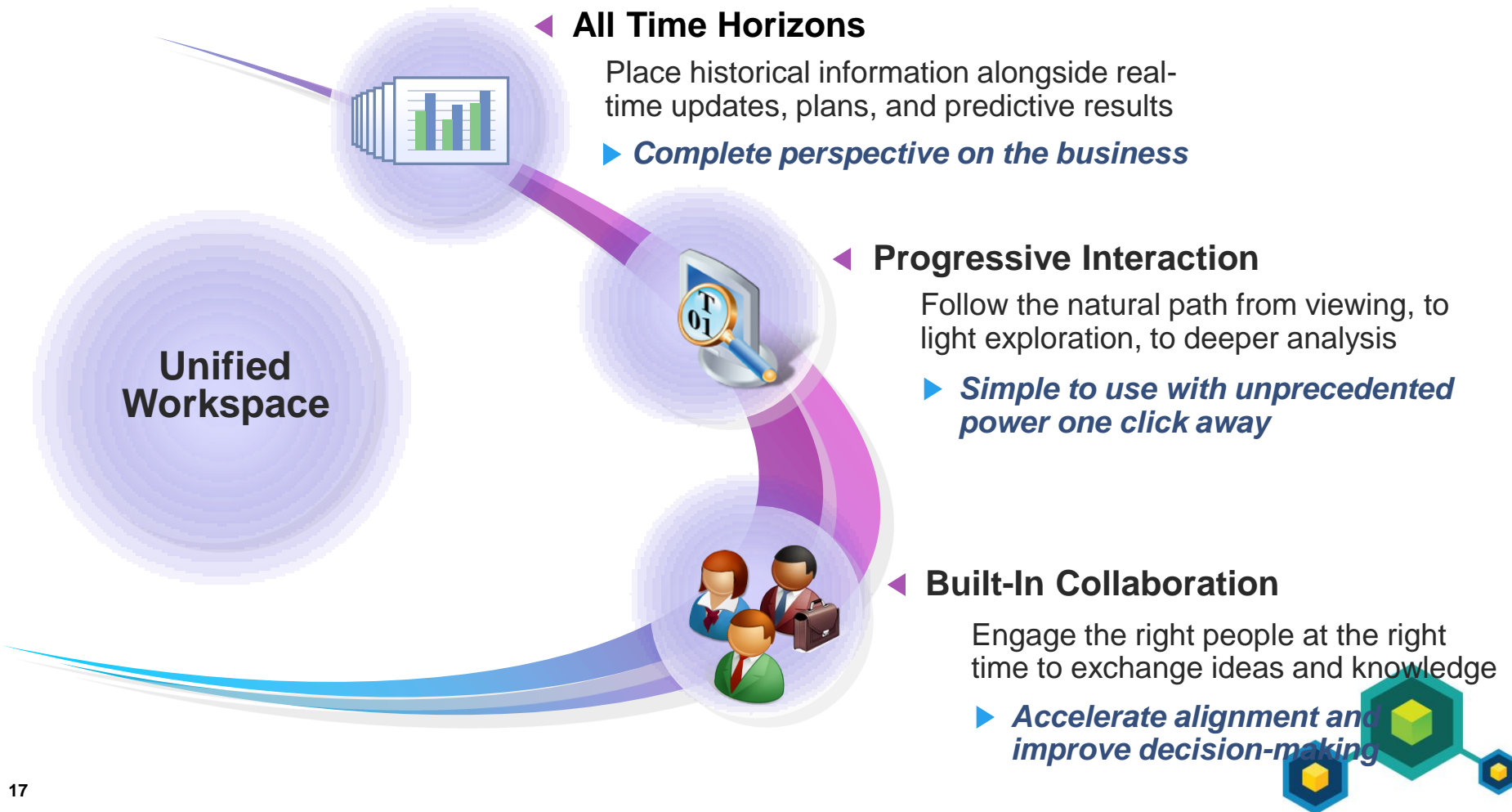
A Unified Workspace instantly usable by everyone

How the full breadth of BI capabilities come together



A Unified Workspace instantly usable by everyone

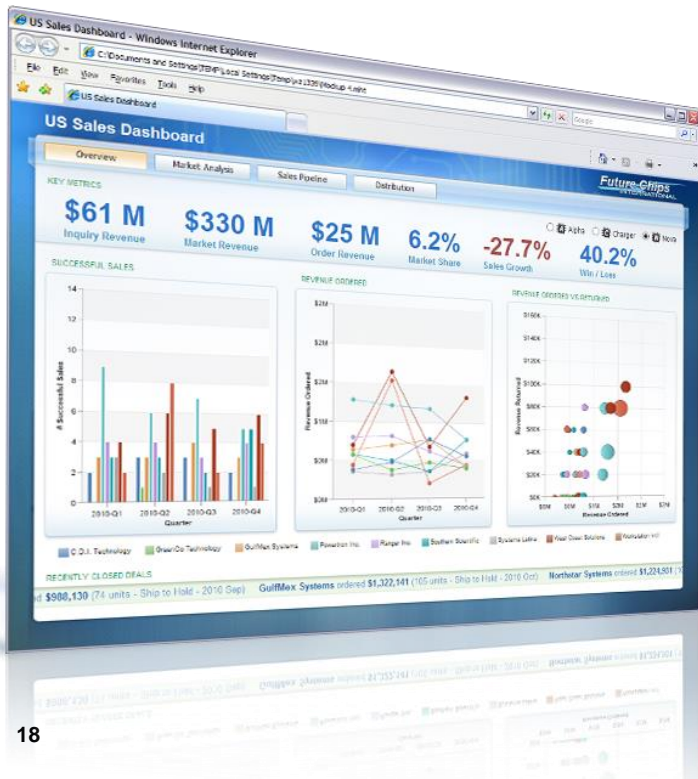
How the full breadth of BI capabilities come together



Available to everyone when, where and how needed

Disconnected workers need

- Self-contained, interactive content
- Offline BI application, fun and fast
- Easy delivery to wide audiences



Mobile uses need

- Full interactivity with drill up/down/through
- Scheduled reports for instant access
- Multiple devices including...
iPhone, iPad, BlackBerry, Playbook,
Android, Windows Mobile and Symbian



IBM Cognos Enterprise can meet your needs with highly scalable and extendable analytics



Arm every business user with the analytics they need to take insight to action

Support the way business users choose to work with consistent information and access wherever they are

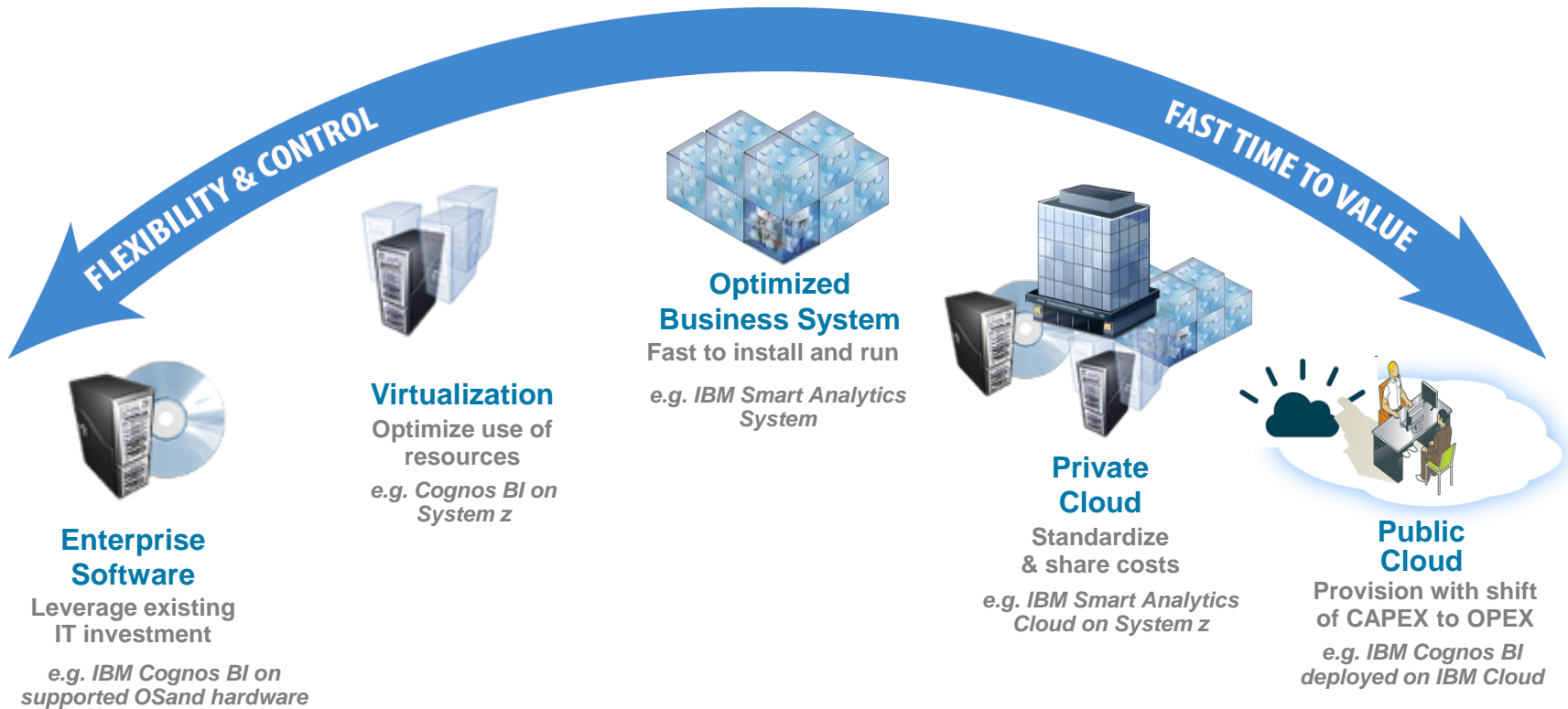
Meet the entire organizations' needs with cost-effective scale, centralized administration and flexible deployment choices

Report Model In-Process
Web Collaborate centralized administration
Analyze Query Search
Explore Cost-effective scale Desktop Plan Mobile
Predict Discover flexible deployment



Flexible deployment options....

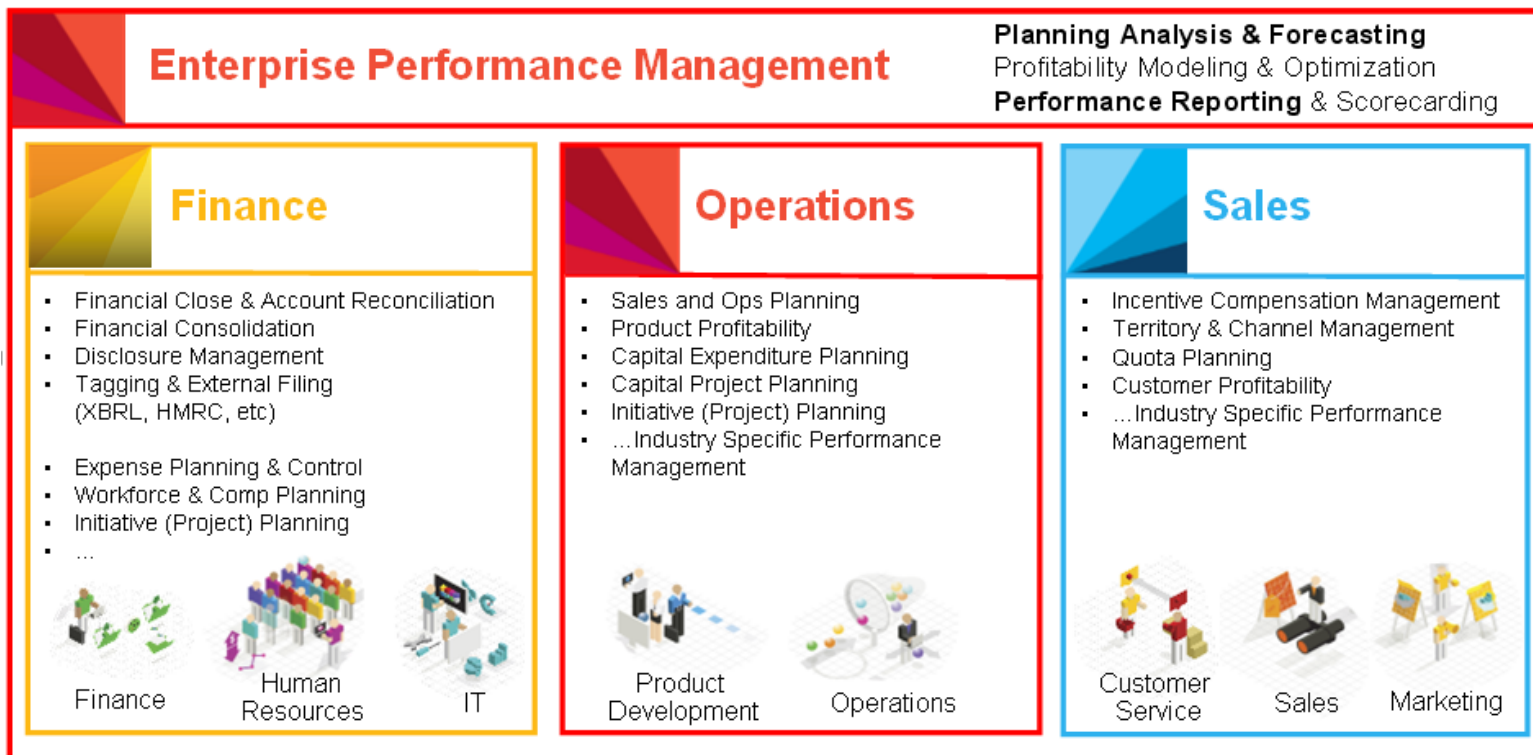
deliver for the sensitivity of the data and the character of the project



IBM Performance Management



Align resources with corporate objectives and market events through improved visibility and control over the levers of performance



Integrating hindsight current sight and foresight in order to deliver improved business insight

IBM Predictive Analytics



Discover patterns and associations and deploy models that optimize decision-making

Customer Analytics

- Acquire
- Grow
- Retain



Operational Analytics

- Plan
- Manage
- Maximize



Threat & Fraud Analytics

- Monitor
- Detect
- Control



Optimized decisions made possible

IBM Risk Analytics



Make risk-aware decisions and meet regulatory requirements with smarter risk management programs and methodologies

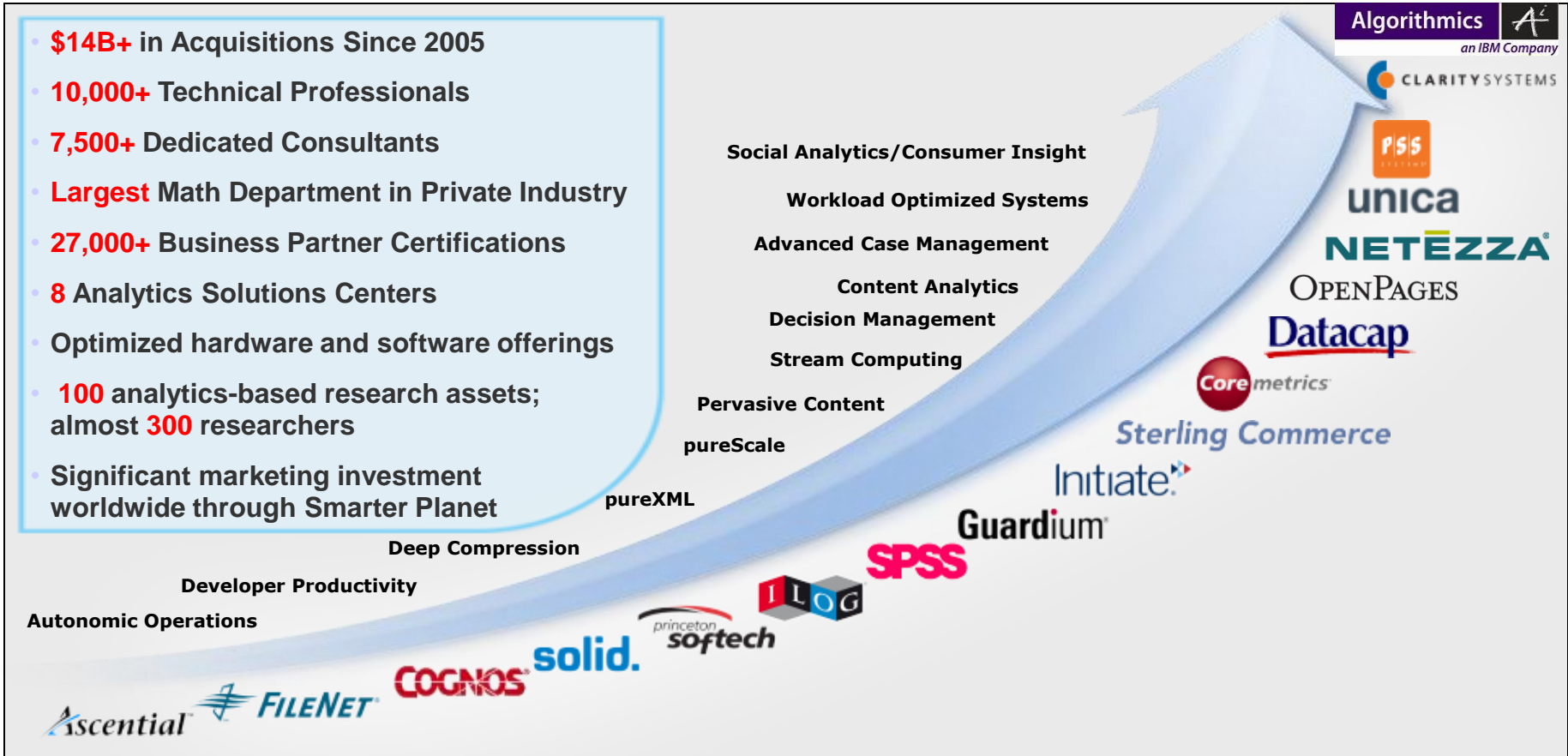


Reduce complexity while improving governance

IBM is Helping Clients Maximize Results with *Innovation That Matters*

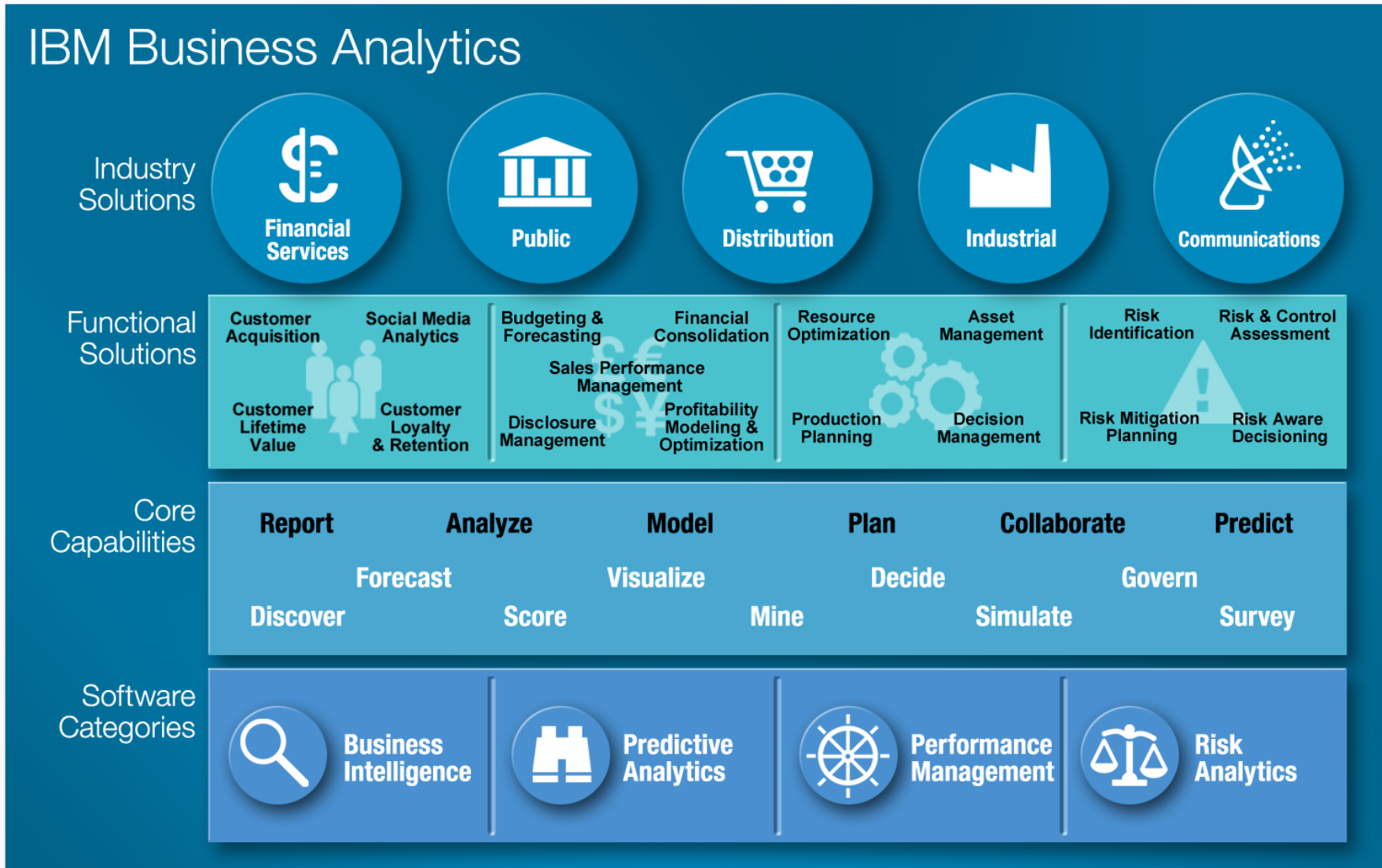
2012
 VARIENT
 an IBM® Company

- **\$14B+** in Acquisitions Since 2005
- **10,000+** Technical Professionals
- **7,500+** Dedicated Consultants
- **Largest** Math Department in Private Industry
- **27,000+** Business Partner Certifications
- **8** Analytics Solutions Centers
- Optimized hardware and software offerings
- **100** analytics-based research assets; almost **300** researchers
- Significant marketing investment worldwide through Smarter Planet



2005

The IBM Business Analytics portfolio



Accelerate your Success with our expertise

Gain expertise with “How-to” books

- BI Strategy, Cloud, Redbook
- Performance Manager



Workshops to help shape strategy

- Champion workshop and kit
- Business Analytics Experience workshop

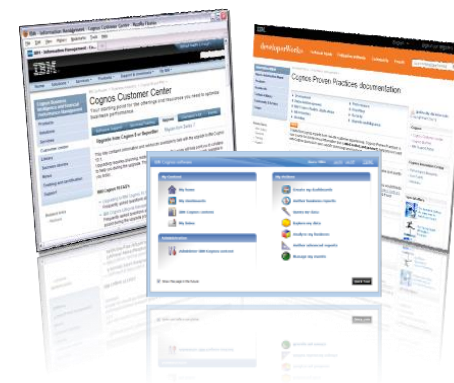
Mitigate risk. Maximize ROI with services

- Advisory, Assessment and Assist Services
- Raising the quality of your solutions
- Building your skills for long term success



Important links to refer to

- www.ibm.com/software/analytics/aq/
- www.analyticszone.com
- ibm.com/software/analytics/banking



For more information
ibm.com/software/analytics

