

IBM Smart Analytics System 5710

All-in-one business intelligence solution



Business insight at your fingertips

You're at an airport coffee shop.

Scrolling through IBM® Smart Analytics System 5710 analytical reports on your tablet, you spot a chart that triggers an idea: with the right pricing and targeting, you see a chance to gain new market share in two of your key geographic locations.

You highlight the chart and send it to your sales director, who drills down into the same report back at the office. Later, in your hotel room, you check your email. There's one from your sales director, and the subject line is "New Sales Strategy Plan."

"Now that's more like it," you think to yourself...

Tap into business intelligence on demand

What if your data was always analyzed and ready to use, available through graphic-rich reports and charts? What if you also had powerful interactivity at your fingertips—the ability to slice and dice and drill through the data? What if it was available wherever and whenever you needed it—in your office, on the web or on your mobile device? You'd be able to make more decisions based on data-driven information, not just gut-level feelings, and use actionable knowledge uncovered from your enterprise data to gain competitive advantage.

You have plenty of data: rivers of it. The challenge is putting it to work and uncovering the business insight that you know is in there. Getting quick answers isn't easy. Your business fills more hard drives each day with data from transaction systems, email, web pages, documents and files, but the data still has to be analyzed to be useful. How can you make sense of all that information?



As a growing business, you don't have massive IT teams and multimillion-dollar budgets. You need a flexible, compact solution that is easy to implement, delivers immediate value and puts the information you need at your fingertips.

Take control with the IBM Smart Analytics System 5710

A cost-effective, ready-out-of-the-box business intelligence (BI) solution, the IBM Smart Analytics System 5710 is designed for growing companies and enterprise departments looking to quickly and affordably deploy analytics and BI capabilities. It provides deep integration of server, storage and software, melding them into an all-in-one solution that is rich in functionality and delivered ready for you to load your data.

An integrated, optimized system for business analytics

The IBM Smart Analytics System 5710 is designed to meet your needs today and in the future. It runs on an IBM System x® server powered by Intel Xeon processors and includes:

- IBM Cognos® BI software
- IBM InfoSphere® Warehouse
- In-database cubing and mining
- Deeply integrated and optimized server and storage hardware, analytics and BI software and services



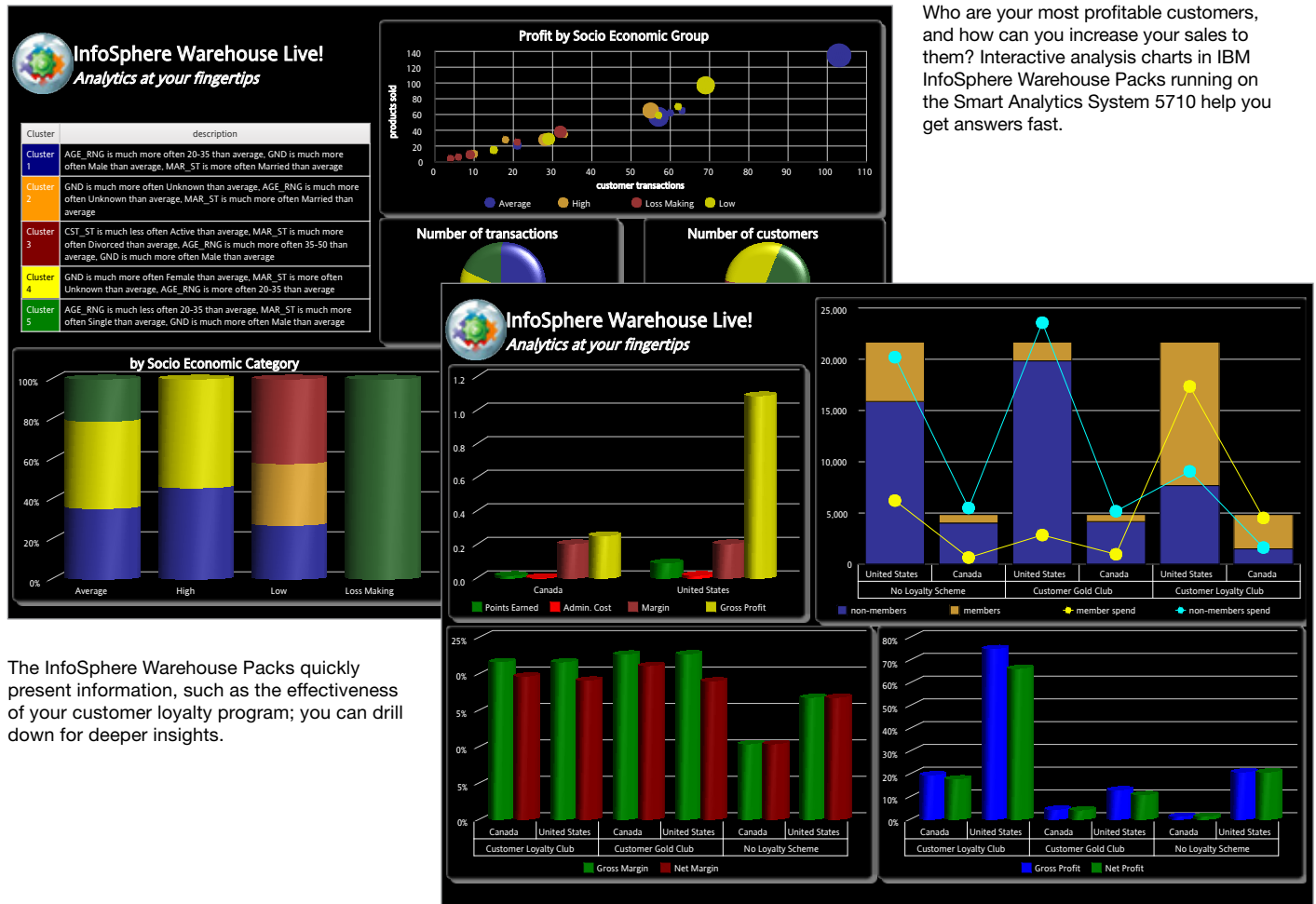
The Smart Analytics System 5710 integrates proven IBM software with an energy-smart IBM System x3630 M3 server and IBM storage.

With the Smart Analytics System 5710, you have one system that analyzes your data, puts it all together in usable form and serves it up to you on demand. This means you can view a variety of BI reports—in easy-to-read scorecards and dashboards—when you need them, on your laptop or tablet. Gain deep insight into your business performance and customer trends. Make better, faster decisions with timely and relevant information. Take action to drive better business outcomes.

What if your entire organization could tap into this knowledge?

Empowering CEO-level decision making is great, but why stop there? Drop the Smart Analytics System 5710 into your company's infrastructure and watch departmental performance take off. Here are just a few examples:

- **Customer service teams** can use the system to reduce customer churn and boost customer loyalty.
- **Sales and marketing** teams can improve competitive positioning and uncover new business opportunities for revenue growth.
- **Finance** can better align resources for intelligent growth and handle regulatory compliance with confidence.
- **Product development specialists** can use data-driven insights to eliminate key portfolio gaps and reduce development risk.
- **Operations** can fine-tune the supply chain and reduce the need to carry costly buffer inventory.



Who are your most profitable customers, and how can you increase your sales to them? Interactive analysis charts in IBM InfoSphere Warehouse Packs running on the Smart Analytics System 5710 help you get answers fast.

The InfoSphere Warehouse Packs quickly present information, such as the effectiveness of your customer loyalty program; you can drill down for deeper insights.

Help cut costs and accelerate time to value

Your business needs IT systems that are up, running and delivering value fast. You don't have the time or budget for integration headaches or labor-intensive implementation and management. The Smart Analytics System 5710 is designed to overcome these challenges.

Tuned for out-of-the-box performance, the system drops into your existing infrastructure with little configuration, which helps reduce the cost of deployment and accelerate time to value. The optimized server and storage help reduce space and energy requirements, lowering total cost of ownership (TCO). The pre-integrated system also helps minimize integration costs. And simplified management from the system's single interface means you don't need extensive IT support.

Answer business questions quickly and accurately

Who are your most profitable customers? How can you make merchandising and promotions more effective? Can your business better match your supply to customer demand—and make better use of its working capital?

IBM InfoSphere Warehouse Packs, available as add-ons to the Smart Analytics System 5710, help your business get data-driven answers to those types of questions fast. These solution accelerators are designed to reduce your time to value and deployment cost even further. The packs come complete with physical data models and prebuilt report templates to deliver the business insights you need every day.

- **InfoSphere Warehouse Pack for Customer Insight:**
Gather, organize and evaluate information about current customers to identify trends, pinpoint new sales opportunities, reduce churn and more
- **InfoSphere Warehouse Pack for Market and Campaign Insight:** Collect and leverage overall market information to help you evaluate your market share and campaigns, as well as perform market-basket analysis and support customer acquisition efforts
- **InfoSphere Warehouse Pack for Supply Chain Insight:**
Get an inside view of supply chain activities to better manage logistics and enhance your understanding of vendors, inventory, distribution, forecasting and resource planning

Learn more about the InfoSphere Warehouse Packs

Download the IBM e-book and see how the packs help streamline three business scenarios: bit.ly/yRmfaq

Check out the on-demand webcast and discover how the packs fit into the warehousing and analytics infrastructure: bit.ly/z01j7r

Watch InfoSphere videos and demos to learn more about the InfoSphere Warehouse Packs and the Smart Analytics System 5710: ibm.com/software/data/infosphere/warehousing/videos.html

Discover what it feels like to have the data you need, when you need it

Business intelligence works—in fact, companies that have strong business insight achieve 12 times more profit growth than companies that don't.¹ Now your growing organization can have the power of advanced analytics on demand with the IBM Smart Analytics System 5710. Start transforming your data into powerful insights today.

For more information

To learn more about the Smart Analytics System 5710, please contact your IBM representative or visit ibm.com/smart-analytics-system/5710

To learn more about the IBM data warehousing portfolio, please visit ibm.com/software/data/infosphere/data-warehousing



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¹ IBM Global CFO Study 2010. ibm.com/services/us/cfo/cfostudy2010



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