IBM Software Universe

Smarter Businesses, Smarter Industries.

8th March 2011, Pan Pacific, Dhaka.
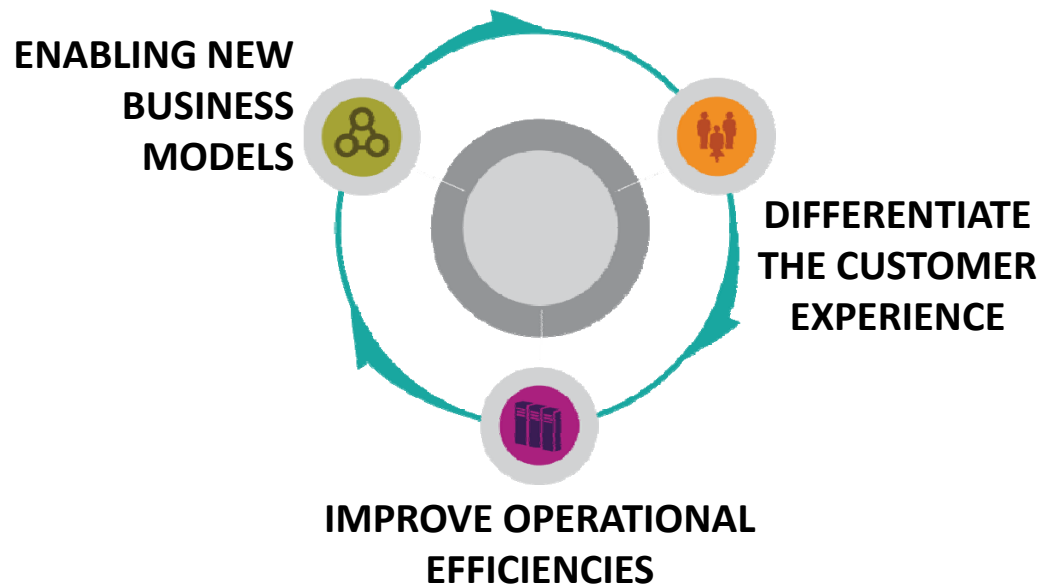
IBM

IBM Business Analytics

Rajesh Shewani
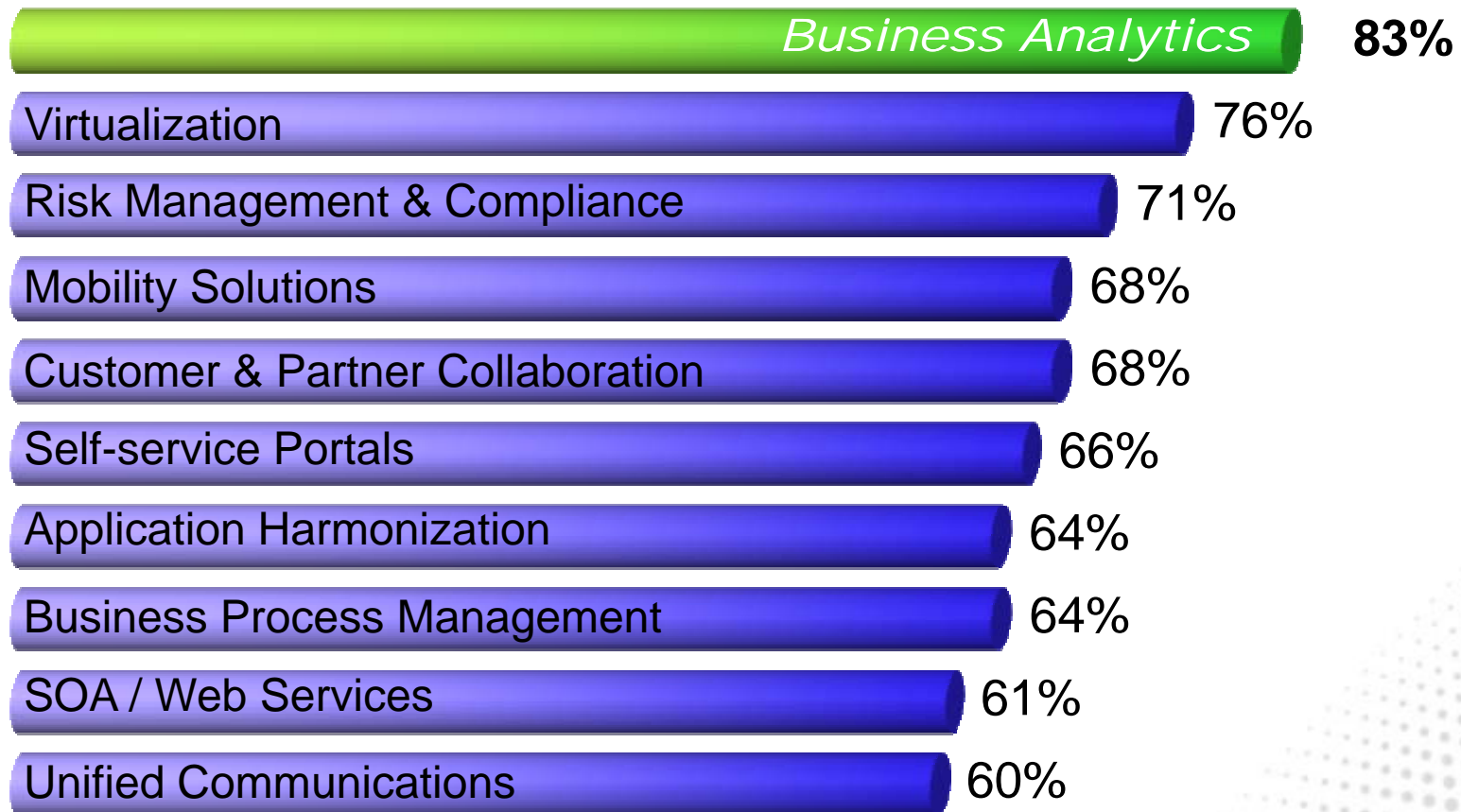Technical Sales Leader – India/SA
rshewani@in.ibm.com

Smarter Telecom addresses *three* key issues

ENABLING NEW BUSINESS MODELS

DIFFERENTIATE THE CUSTOMER EXPERIENCE

IMPROVE OPERATIONAL EFFICIENCIES

- IBM Telecom Frameworks: Bridging the gap between business & IT

- Data Management for Telecom

- Networks: Fault and Performance Management

- Effective Software Delivery for Telecom

- Access the information you need - anytime, anywhere

- Optimizing Business Processes using Filenet BPM

- **Customer Churn & Insight for Telecommunications**

- Dynamic Business Process Management

Smarter Businesses, Smarter Industries.

#1 CONCERN

CIO

Business Analytics	**83%**
Virtualization	76%
Risk Management & Compliance	71%
Mobility Solutions	68%
Customer & Partner Collaboration	68%
Self-service Portals	66%
Application Harmonization	64%
Business Process Management	64%
SOA / Web Services	61%
Unified Communications	60%

Smarter Businesses, Smarter Industries.

New Investments Increasingly Focus on Optimization
Organizations Striving for Competitive Advantage

Business Optimization Growth
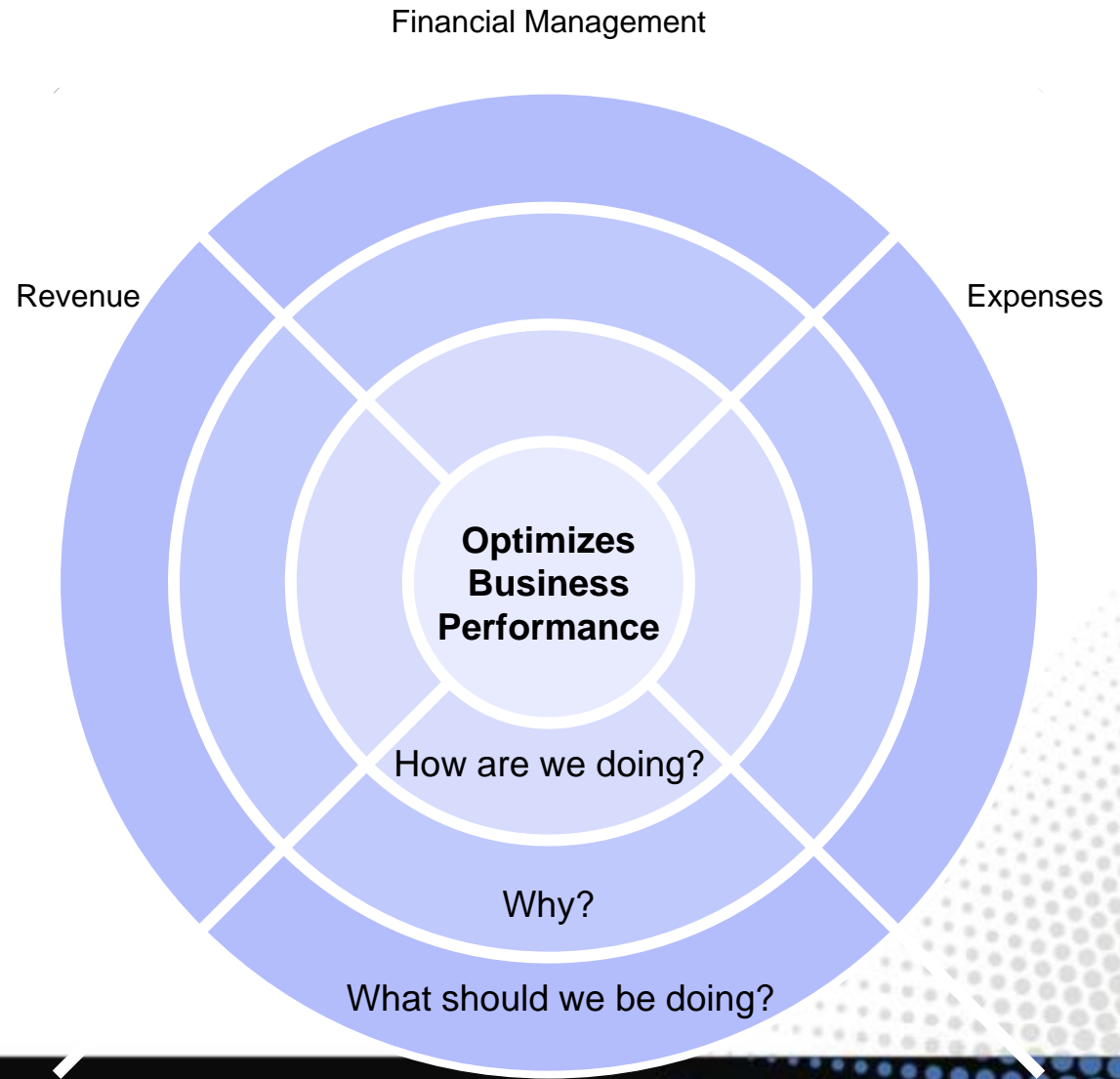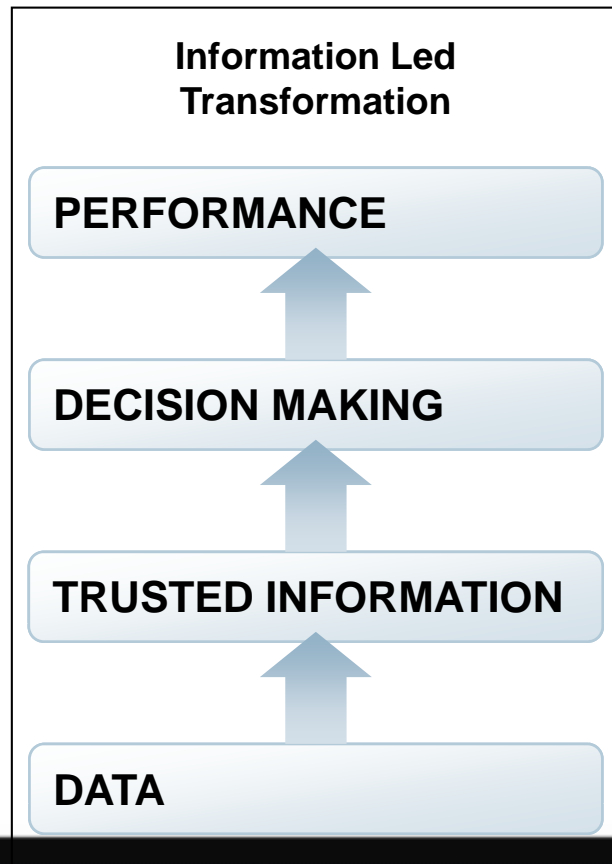is 2 Times Faster than
Business Automation

Competitive Advantage

Optimization

Financial Risk Insight | Dynamic Demand Planning | Customer Profitability

Automation

ERP & Financials | Supply Chain Management | Call Center Operations

Faster Processing, Reduced Costs
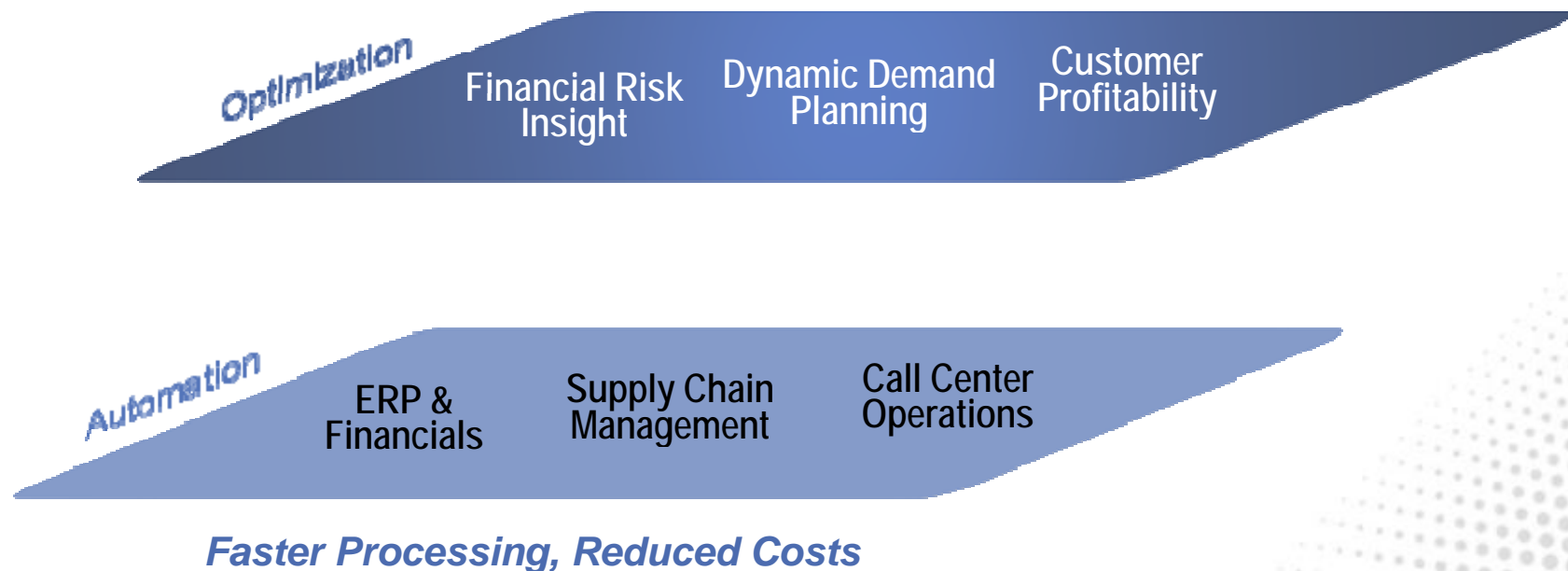
Smarter Businesses, Smarter Industries.

Business Analytics

- Instrumented
- Interconnected
- Intelligent

Financial Management

Revenue

Expenses

Information Led Transformation

PERFORMANCE

↑

DECISION MAKING

↑

TRUSTED INFORMATION

↑

DATA

Optimizes Business Performance

How are we doing?

Why?

What should we be doing?

Assets

Smarter Businesses, Smarter Industries.

Optimizing Business Performance

MARKETING

FINANCE

SALES

HR

Decide
& Act

CUSTOMER
SERVICE

OPERATIONS

IT

PRODUCT
DEVELOPMENT

Smarter Businesses, Smarter Industries.

Optimizing Business Performance

MARKETING

FINANCE

SALES

HR

How are we doing?

Why?

What should we be doing?

CUSTOMER
SERVICE

IT

PRODUCT
DEVELOPMENT

OPERATIONS

Smarter Businesses, Smarter Industries.

Informed, Aligned Decisions and Actions
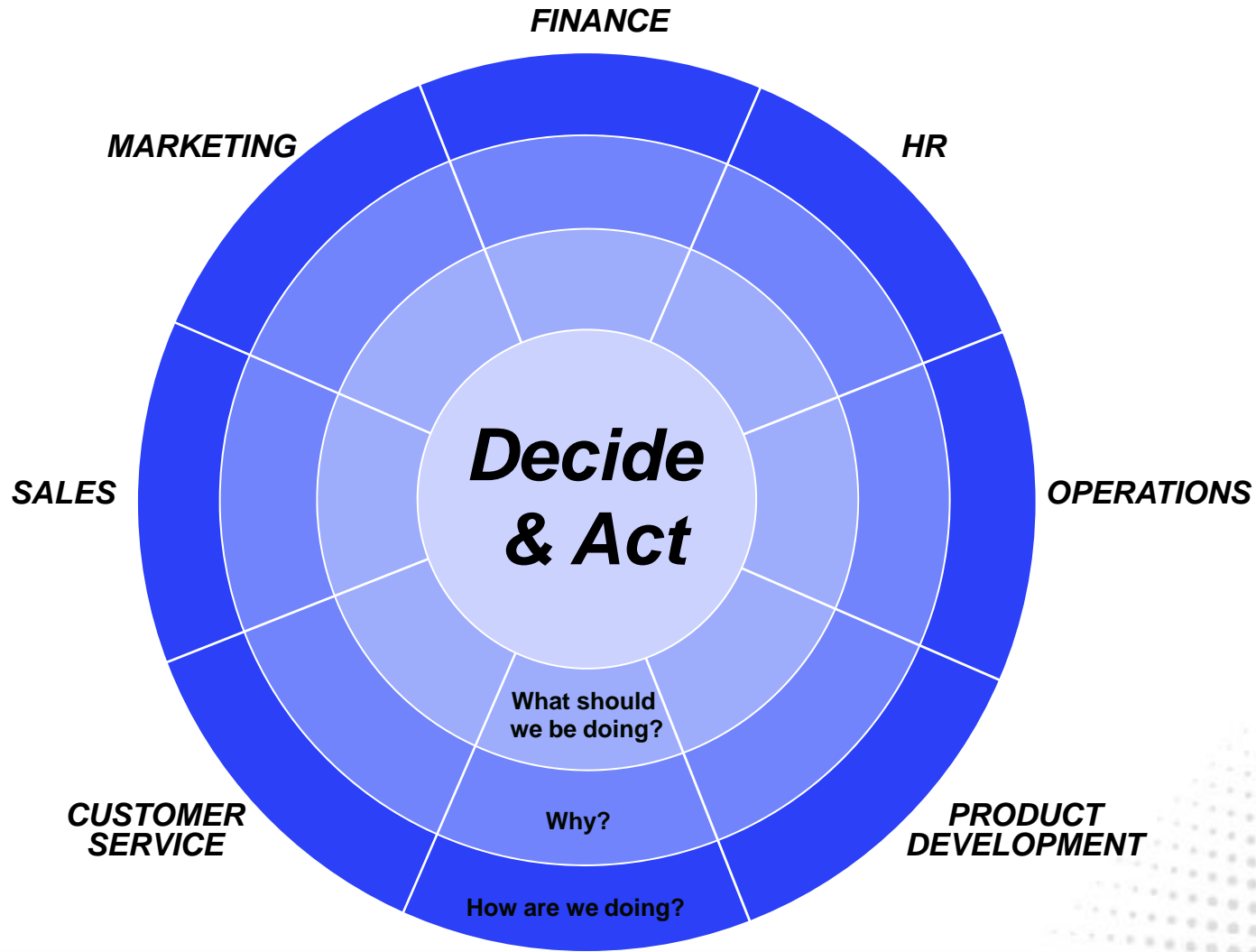
FINANCE

MARKETING

HR

SALES

OPERATIONS

CUSTOMER SERVICE

PRODUCT DEVELOPMENT

Decide & Act

What should we be doing?

Why?

How are we doing?

IT

Smarter Businesses, Smarter Industries.

For Example…….

Scorecards & Dashboards

Decide & Act

How are we doing?
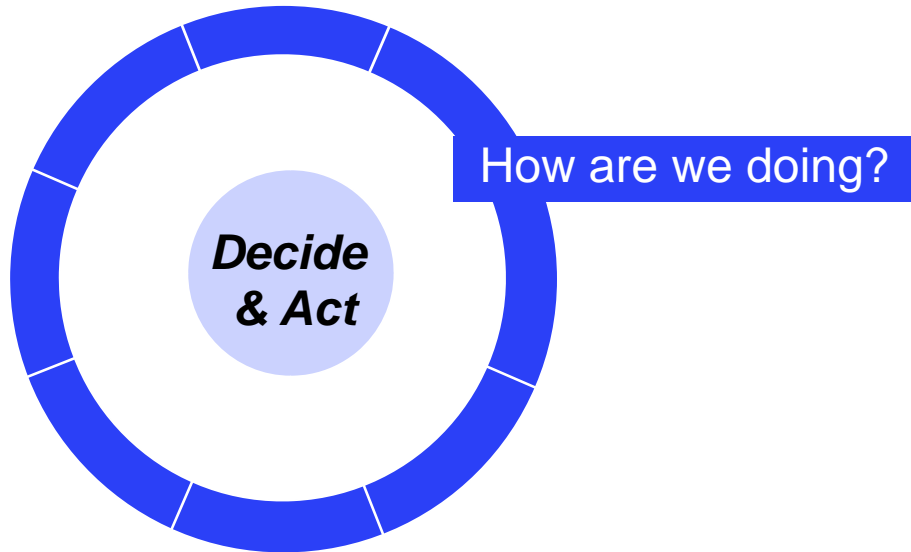
Immediate Insights to Business Performance

Example: Cognos Mobile
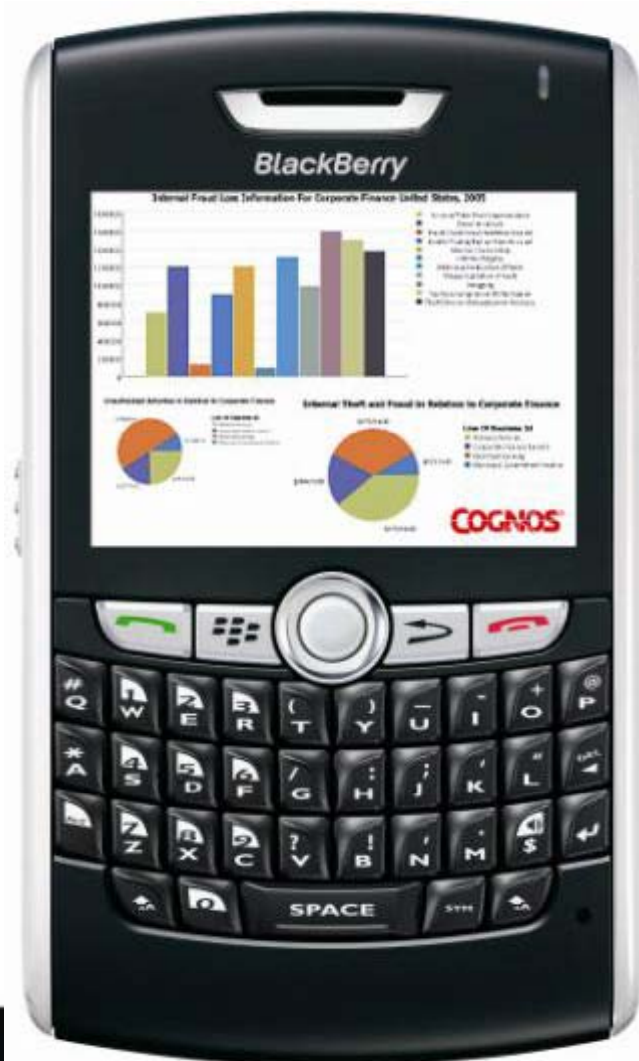
Delivers Cognos 8 BI content to mobile users
- Can view and interact with the exact same reports that have been authored for the Web, PDF…

Leverages the Cognos 8 platform, including security

Rich native client purpose-built for BlackBerry, Windows Mobile, Symbian

Industries.

For Example……..

Scorecards & Dashboards

Reports

Decide
& Act

How are we doing?
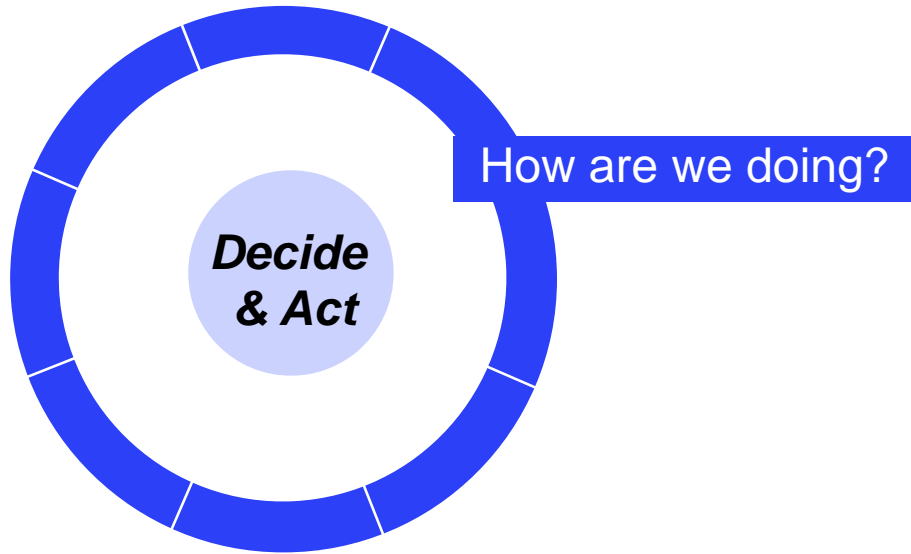
Immediate Insights to Business Performance

Smarter

For Example…….

Scorecards & Dashboards

Reports

Real Time Monitoring

How are we doing?

Decide & Act

Immediate Insights to Business Performance

SPSS
AN IBM COMPANY

Smarter

12

For Example…….

Ad Hoc Query

Decide & Act

Why?

Deeper Analysis of Trends & Patterns

Smarter Bus...
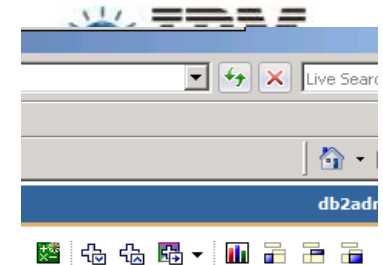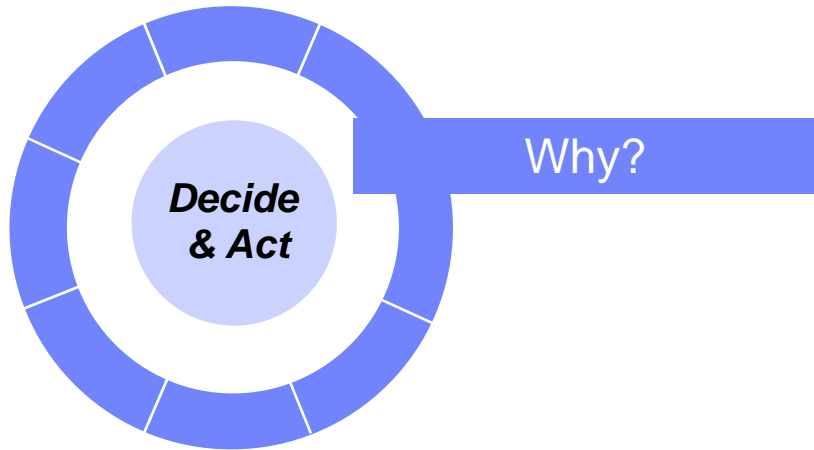
Product Type

Return quantity	% Returned	Lost revenue
2,282	1.43%	$211,268
988	1.20%	$49,798
1,946	1.13%	$77,840
1,220	1.09%	$114,826
2,531	0.85%	$180,182
2,082	0.83%	$175,235
11,049	**1.03%**	**$809,148**
3,863	1.28%	$86,377
14,769	1.11%	$46,522
33,811	1.07%	$66,270
4,189	1.06%	$76,868
2,695	1.04%	$92,897
1,689	0.79%	$36,428
831	0.41%	$7,088
61,847	**1.06%**	**$412,450**
10,808	1.33%	$371,888
3,229	1.31%	$242,175
23,007	1.27%	$19,611
10,356	1.19%	$163,459
26,794	1.15%	$135,799
10,446	1.13%	$101,162
	1.11%	$387,244
	0.92%	$109,621

For Example……..

Ad Hoc Query

Trend & Statistical Analysis

Decide & Act

Why?

Deeper Analysis of Trends & Patterns

For Example........

Ad Hoc Query
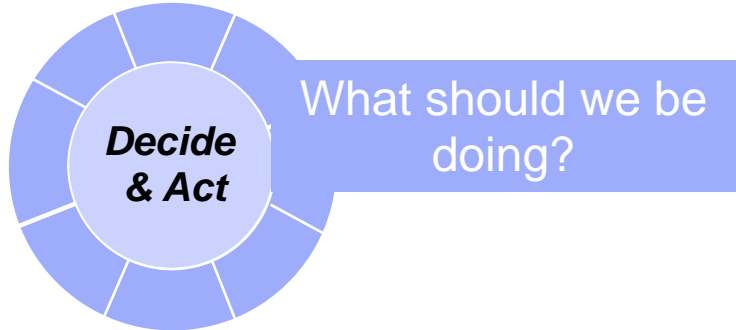
Trend & Statistical Analysis

Content/Text Analytics

Why?

Decide & Act
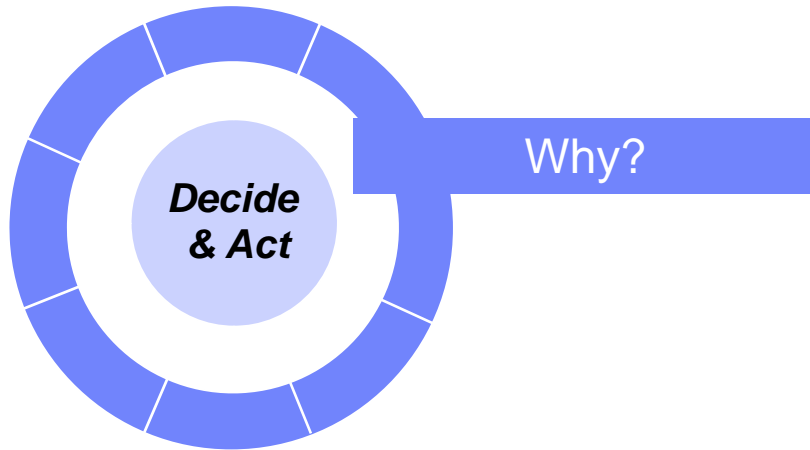
Deeper Analysis of Trends & Patterns

Smarte

For Example…….

Predictive Modeling

Decide & Act

What should we be doing?

Foresight to Plan & Allocate Resources

Confidence %
15.834
35.244
9.58
53.291
13.628
32.08
20.885
24.126
22.195
22.257
8.246
50.89
28.038
16.615

For Example……..

Predictive Modeling

Decision Management

Decide & Act

What should we be doing?

	Percent
	88.59%
	5.38%
	6.03%
	100%

ttings   Close

Foresight to Plan & Allocate Resources

For Example……..

Predictive Modeling
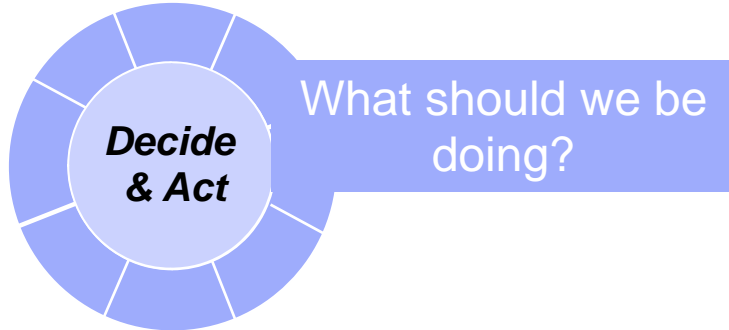
Decision Management

Planning & Budgeting

Decide & Act

What should we be doing?

Foresight to Plan & Allocate Resources

Budget - 2009
Actual - 2008

Last Data Comm
hards ▼ Never committe
hards ▼ Never committe
hards ▼ Never committe
reen ▼ Never committe
reen ▼ Never committe
reen ▼ Never committe
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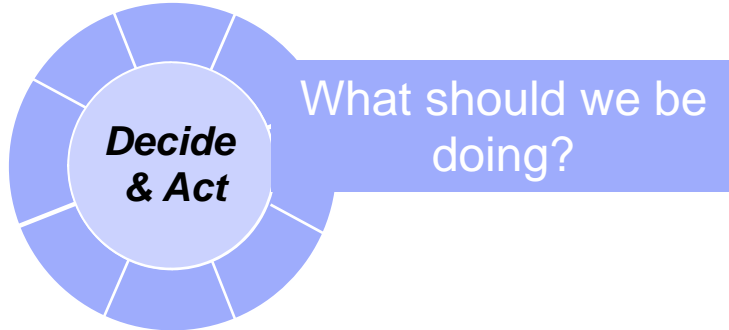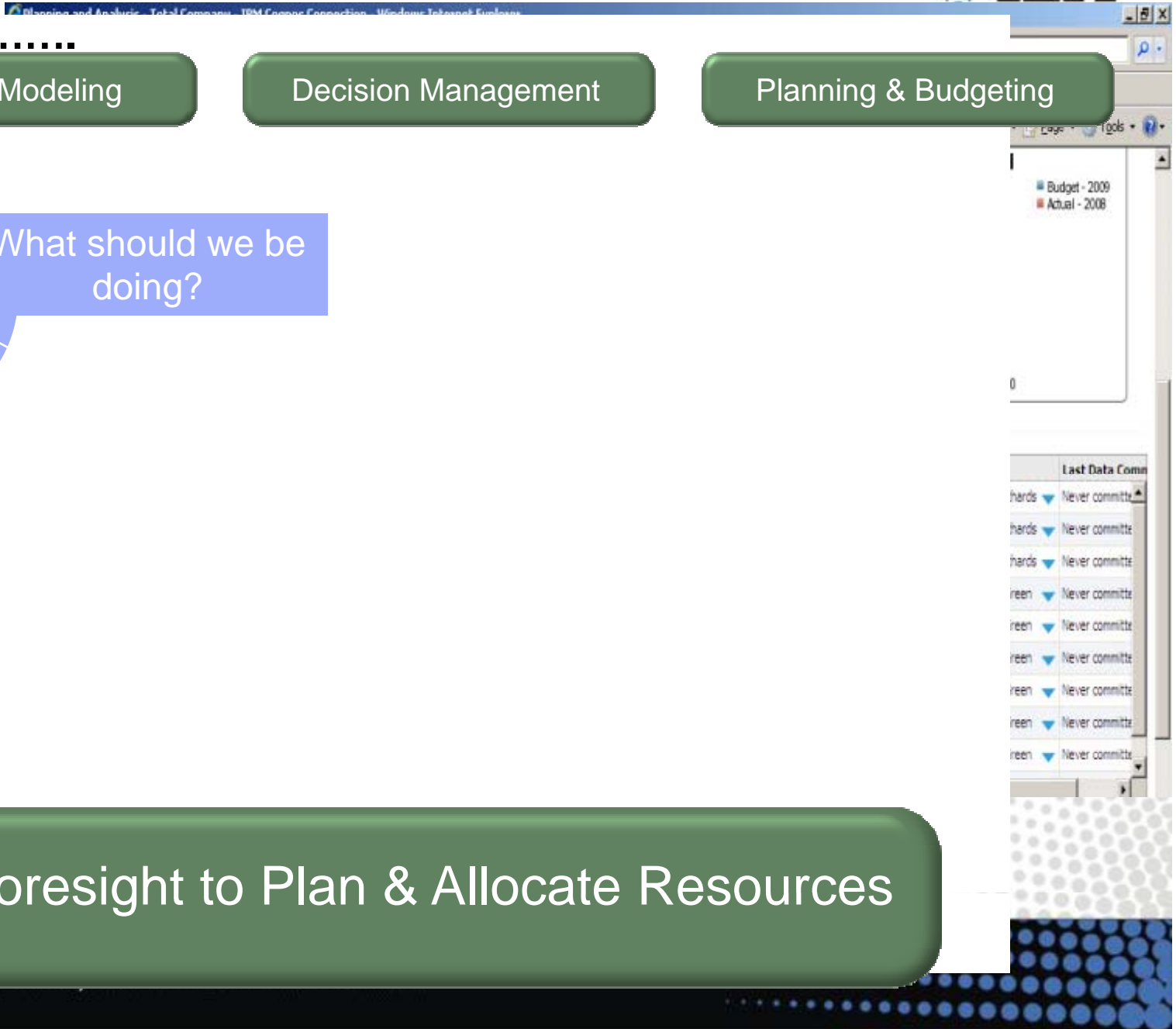
Three Questions for Business Insight

IBM

Key Business Questions

• What happened? • How many, how often?	• Where exactly is the problem? • Why is this happening? • What actions are needed?	• What will happen next? • What if these trends continue? • What are the risks or opportunities?

How are we doing?   **Why?**

Rear View   **Current View**   **Forward-Looking View**

we be doing?

Examples of Business Insight

Rear View	Current View	Forward-Looking View
• **Balance sheet, profit and loss, and cash flow statements** • Revenue and cost variance analysis	• **Customer, product and market profitability** • Spend optimization • Working capital analysis • Market, customer and channel pricing • Sales and supply chain effectiveness	• Cash forecasting • **Scenario-based planning and forecasting** • Strategic investment decision support • Volatility and risk-based predictive and behavioral modeling

Source: 2010 IBM Global CFO study

Smarter Businesses, Smarter Industries.

Telecom solution areas

IBM Customer Solutions

Customer Data

| DW Demographics | Services Licensed | Billing \ Usage | Customer Intimacy — Data Collection *(Text Analytics - Extranet)* |

Smarter Businesses, Smarter Industries.

IBM Cognos Consumer Insight

Business Drivers

Competitive Analysis	Corporate Reputation	Customer Care

Campaign Effectiveness	Product Insight

Product Capabilities

Source Areas

- FACEBOOK
- BLOGS
- DISCUSSION FORUMS
- TWITTER
- NEWSGROUPS
- MULTILINGUAL

COMPREHENSIVE ANALYSIS

- Keyword Search
  - Dimensional Navigation
  - Drill Through to Content

SENTIMENT

- Dimensional Analysis
  - Filtering
  - Voice

AFFINITY ANALYTICS

- Relationship Tables
- Relationship Matrix
- Relationship Graph

EVOLVING TOPICS

- Relevant Topics
- Associated Themes
- Ranking and Volume

Smarter Businesses, Smarter Industries.

IBM Cognos Consumer Insight

IBM Cognos Consumer Insight

IBM Customer Solutions

Customer

Smarter Bu

DW Demographics	Services Licensed	Billing \ Usage

Customer Intimacy

Data Collection
(Surveys + Text Analytics)

IBM Customer Solutions

IBM

Insight

SPSS

- •Quantify Sentiment
- •Predict Satisfaction
(where there is no feedback)
- •Score Churn Likelihood

- •Advanced Segmentation
- •Forecast When Customers Will Churn
- •Score "Next Best Offer" For Retention & Upsell

Call Center

CRM
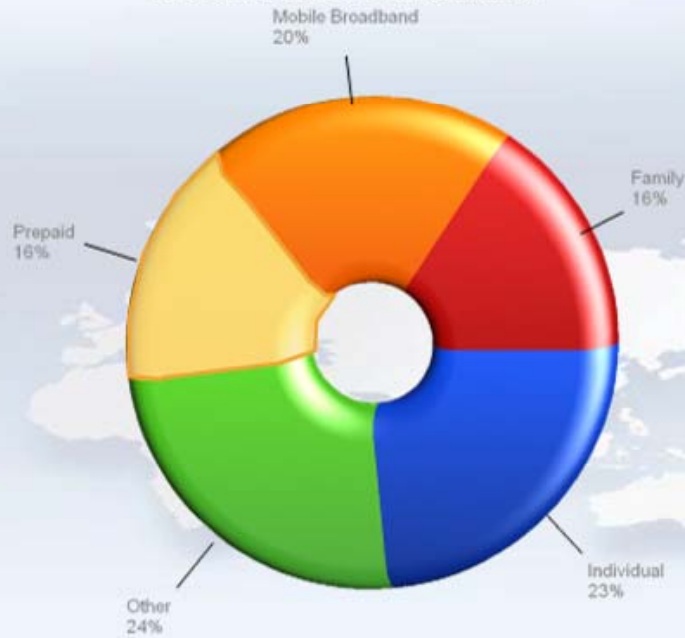
Customer

Smarter Bu...

DW Demographics

Services Licensed
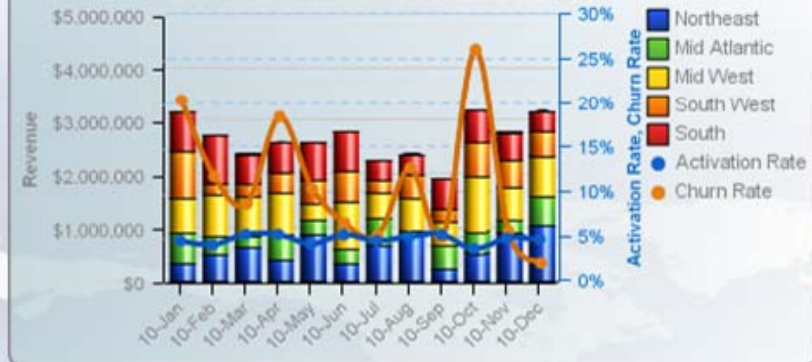
Billing \ Usage

Cognos Consumer Insight

SPSS

(Surveys + Text Mining))

SPSS Predictive Models

Predictive Analytics determines propensity to churn for every single customer

	ID	Score
18	1545.000	0.103
19	3789.000	0.103
20	3806.000	0.103
21	1277.000	0.115
22	2029.000	0.115
23	2565.000	0.115
24	414.000	0.161
25	473.000	0.161
26	772.000	0.161
27	1110.000	0.161
28	1119.000	0.161
29	1148.000	0.161
30	1757.000	0.161
31	2064.000	0.161
32	2341.000	0.161
33	2775.000	0.161
34	2870.000	0.161
35	2944.000	0.161
36	2963.000	0.161
37	3077.000	0.161
38	3180.000	0.161
39	3387.000	0.161
40	2891.000	0.214
41	3301.000	0.214
42	45.000	0.786
43	1064.000	0.786
44	2584.000	0.786
45	686.000	0.839
46	1190.000	0.839
47	1897.000	0.839
48	3382.000	0.839
49	3411.000	0.839
50	3699.000	0.839
51	442.000	0.897

Low risk

High risk

Smarter Businesses, Smarter Industries.

Telco Analytics Solution Approach

IBM

Understand & Manage

Accountability	**Cognos**	

Traditional BI
- *CXX Dashboards*
- *Churn Performance \ Analysis*
- *Historical Call Center \ Sales Performance*

Real-time BI
- *Call Center Monitoring*
- *SLA Monitoring*
- *Prepaid Usage\Revenue Irregularity Monitor*

Plan & Forecast
- *Driver Based Revenue Forecasting*
- *Marketing Expense Planning*

Insight

SPSS

- Quantify Sentiment
- Predict Satisfaction (where there is no feedback)
- Score Churn Likelihood

- Advanced Segmentation
- Forecast <u>When</u> Customers Will Churn
- Score "Next Best Offer" For Retention & Upsell

Call Center

CRM

Customer

Smarter Bu...

DW Demographics

Services Licensed

Billing \ Usage

Cognos Consumer Insight
SPSS
(Surveys + Text Mining)

Telco Enterprise Dashboard

Cognos Viewer - Telco Home   🏠▾ ↩ Launch ▾ 📝 About

Telco Executive Dashboard

Segment ▾

Financial Summary

	Actual	Budget	Variance	Status	Next Period Prediction
Revenue	€468.8	€422.9	€45.8	✔	✖
Expenses	€95.9	€86.6	-€9.3	✖	✔
EBITDA	€564.7	€509.6	-€55.1	✔	—

Financial Performance Detail (000,000's)

Americas

	Actual	Budget	Var			Actual	Budget	Var
Revenue - Direct	€41.0	€37.1	€4.0		Marketing	€2.2	€2.0	€0.2
Revenue - 3rd Party	€41.3	€37.2	€4.1	Act Bud	Maintenance	€2.1	€1.9	€0.2
					Salaries	€2.1	€1.9	€0.2

Asia Pac

	Actual	Budget	Var			Actual	Budget	Var
Revenue - Direct	€41.1	€37.1	€4.0		Marketing	€2.1	€1.9	€0.2
Revenue - 3rd Party	€38.6	€34.8	€3.8		Maintenance	€2.1	€1.9	€0.2
					Salaries	€2.1	€1.9	€0.2

CEEMEA

	Actual	Budget	Var			Actual	Budget	Var
Revenue - Direct	€38.4	€34.7	€3.7		Marketing	€1.9	€1.7	€0.2
Revenue - 3rd Party	€38.5	€34.9	€3.6		Maintenance	€1.9	€1.7	€0.2
					Salaries	€1.9	€1.7	€0.2

N. Europe

	Actual					Actual	Budget	Var

Customer Activity (000's)

Churn

Business Packages		Act	Plan
Activations	✔	77	76
De-Activations	✖	59	50

Individual Services		Act	Plan
Activations	✔	306	305
De-Activations	✔	160	202

Premium Packages		Act	Plan
Activations	✔	76	74
De-Activations	✔	48	102

Value Packages		Act	Plan
Activations	—	302	305
De-Activations	✔	93	115

Operational Performance Metrics

Service Order SLA Met			Call Center	SO SLA %	Revenue
✖ 69.1%			Banglore	69.8%	90%
			Brazil	79.2%	88%
				68.5%	90%

TT SLA %
69.1%
66.2%
74.2%

Softrware Implementation Accelerators:
- Cognos Analytic Warehouse – Human Resources
- Cognos Analytic Warehouse – Financial Performance
- Infosphere Telco Data Warehouse – Operational Metrics
- Planning Templates (Blue Prints) - CAPEX, Revenue + Expense Planning
- Real-time Call Center \ SLA Management Templates (Blue Prints)

Telco Analytics Solution Approach

IBM

Understand & Manage

Accountability — ***Cognos***

Traditional BI

- *CXX Dashboards*
- *Churn Performance \ Analysis*
- *Historical Call Center \ Sales Performance*

Real-time BI

- *Call Center Monitoring*
- *SLA Monitoring*
- *Prepaid Usage\Revenue Irregularity Monitor*

Plan & Forecast

- *Driver Based Revenue Forecasting*
- *Marketing Expense Planning*

Insight

SPSS

- Quantify Sentiment
- Predict Satisfaction (where there is no feedback)
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- Advanced Segmentation
- Forecast When Customers Will Churn
- Score "Next Best Offer" For Retention & Upsell

Call Center

CRM

Customer

Smarter Bu...

| DW Demographics | Services Licensed | Billing \ Usage | *SPSS Data Collection* **(Surveys + Text Mining)** |

Call Center Optimization

Does saving 1 minute matter?

Agents	All Agent Costs Per Hour	Hrs of operation per day	Days Closed Per Year	Annual Savings
1	30	24	6	4,308

Smarter Businesses, Smarter Industries.

'Before vs. After' Customer Service Center Utilization %

No Corrective Management Action **hess** Cognos Enabled Action **o**
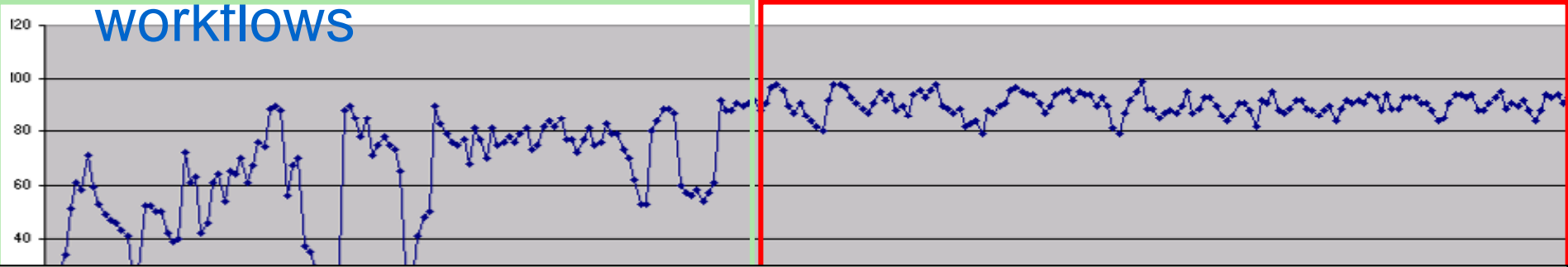
workflows

- **More Churn Reduction Calls More**
- **More Selling Calls Per Day**
- **Higher Sales Close Rates**

- **Greater Consistency in Call Handling**
- **More Customer Service Calls**

- Overstaffed
- Incorrect allocation of inbound availability vs. outbound activity.

- Managers actively notified and taking corrective action
  - Check with agent when utilization is outside of tolerance (86 % – 92%)
- Throttle outbound activity
- Close Rates increase 44%

Smarter Businesses, Smarter Industries.

Navigation Tree

Availability by State

■ Busy Agents ■ Ready Agents

Sales Center Platform Utilization

84

CallsinQueue

0

MaxCallinQueueTime

0

Call Metrics

Calls Received	Calls Answered
702	404
Calls Abandoned	
42	

CallsinQueue and Max Wait Time prior 5min

● CallsinQueue ■ Max Wait Time

Inbound Agents Logged In Trend

● ISR Ready ● ISR Not Ready ● ISR Talking ● ISR - Lunch or Break
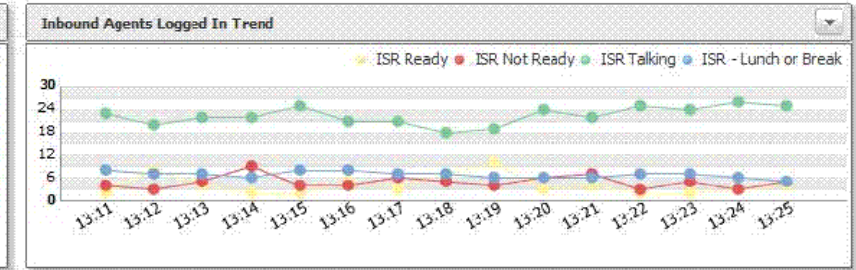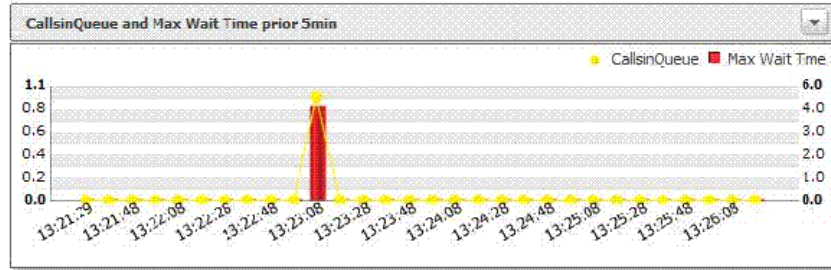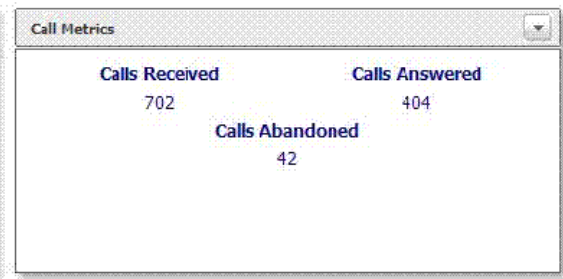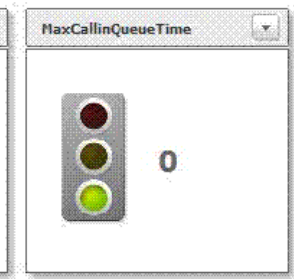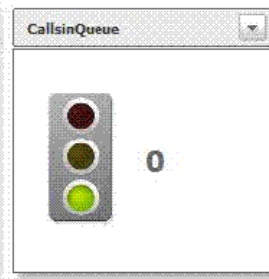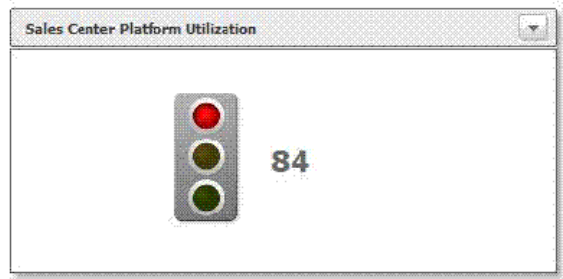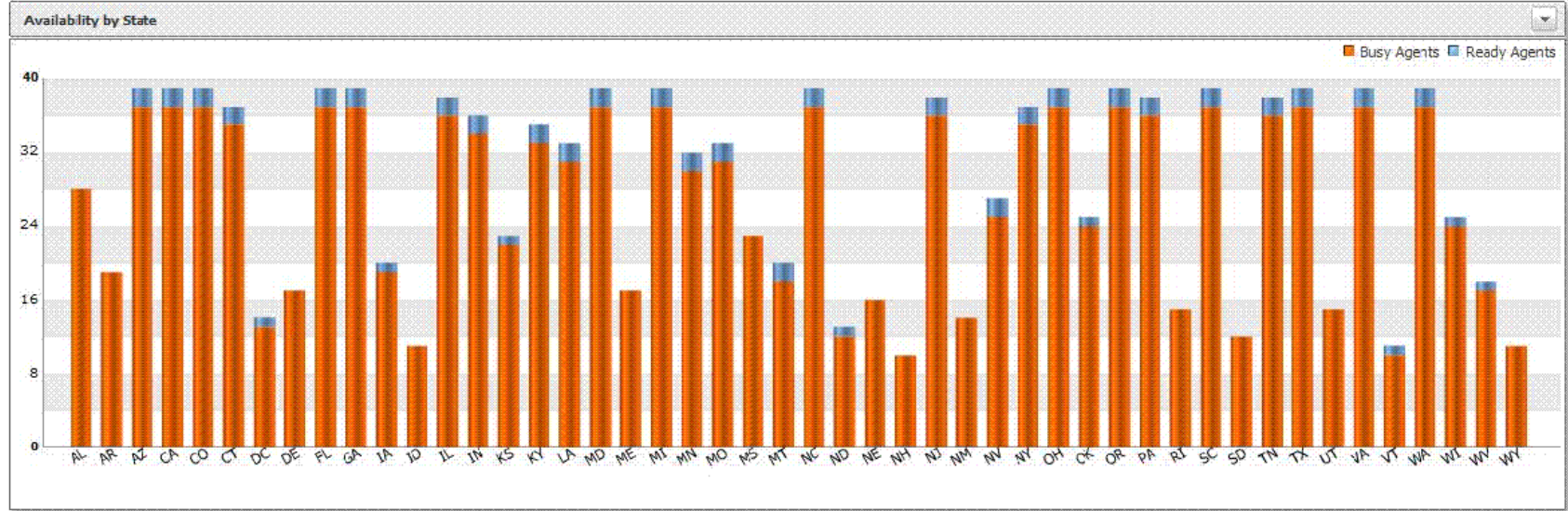
Agent Time in NotReady State (Seconds)

TeamSup	AgentName	TimeinNotReadystate (Minutes:Seconds)	DateTimeLastStateChange	Reason
Tom Avritt	Jackson Mike	3 : 35	2009-07-27 13:22:44.0	Callbacks
Ron Craze	Webb Sharon	1 : 5	2009-07-27 13:25:14.0	Callbacks
Chris Gorman	Hill Wendi	0 : 35	2009-07-27 13:25:44.0	Forced Outbou
Chris Gorman	Bilinski Lisa	0 : 23	2009-07-27 13:25:56.0	Callbacks
Ron Craze	Fowler Jeffrey	0 : 21	2009-07-27 13:25:58.0	Callbacks

Platform Agent Summary

Inbound Agents Logged In	Inbound Agents Talking	Inbound Agents Ready	Inbound Agents Not Ready	Inbound Agents Lunch or Break	Inbound Miscellaneous
39	25	4	5	5	0
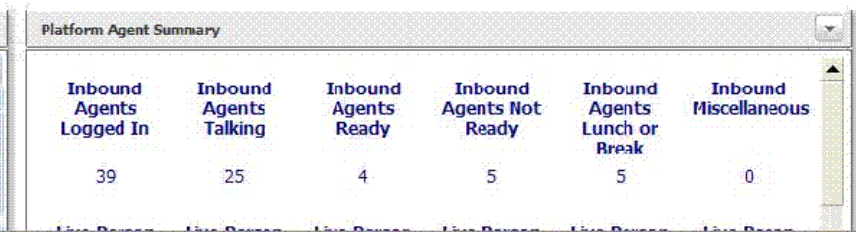
SLA Monitoring – Support Response

Deliver Service Level Agreements (SLA's) requiring 2- 4 hour response times when critical metrics are only delivered every hour?

KEY FEATURES

3 Relationship & Infrastructure

Platinum Plus
- Operations Performance Benchmarking
- ECC Real-time Tracking Window
- Custom Planning & Reporting
- Designated Technical Account Manager
- Expedited Escalation Management by Technical Account Manager
- Customer Declared Severity Level
- Priority Access to Enterprise Expert Center Specialists
- Enterprise Command Center

Gold

2 Speed of Response
- 2-Hr Onsite Response and/or Full-time Onsite Expert (Optional)
- Critical Situation Process
- 4-Hr Onsite Response and Emergency Dispatch in Parallel with Troubleshooting

Silver
- 4-Hr Onsite Response after troubleshooting

Next-Business-Day Onsite Response after Troubleshooting

1 Breadth of Support
- 7 x 24 Software Troubleshooting
- 7 x 24 Hardware Support
- Business Hour Hardware

"Premium Proactive Support"   "Rapid Response & Resolution"   "7x24 Hardware & Software Support"   "Business Hour Hardware Support"

2 hour Response

4 hour Response

CRITICAL METRICS:
- Diagnosis of Problem
- Time engaged per task
- Severity Level
- Technical Support Staff
- Management Involvement
- Dispatch/Travel
- Parts Availability
- Alerts / Notifications
- Resolution

36

Prepaid Irregularity Detection (Real-time)

- Collects and aggregates Service Usage Events (EDRs) and Top Ups
- Correlation of Revenue to Usage
- Dashboards & Alerts for Usage and Revenue outside expectation
  - By Customer Demographics
  - By Service Type
  - By Region
  - By Time

Today's Total Service Revenue

Noticed surge at 8AM

Service Usage Drill Through by Hour and Service
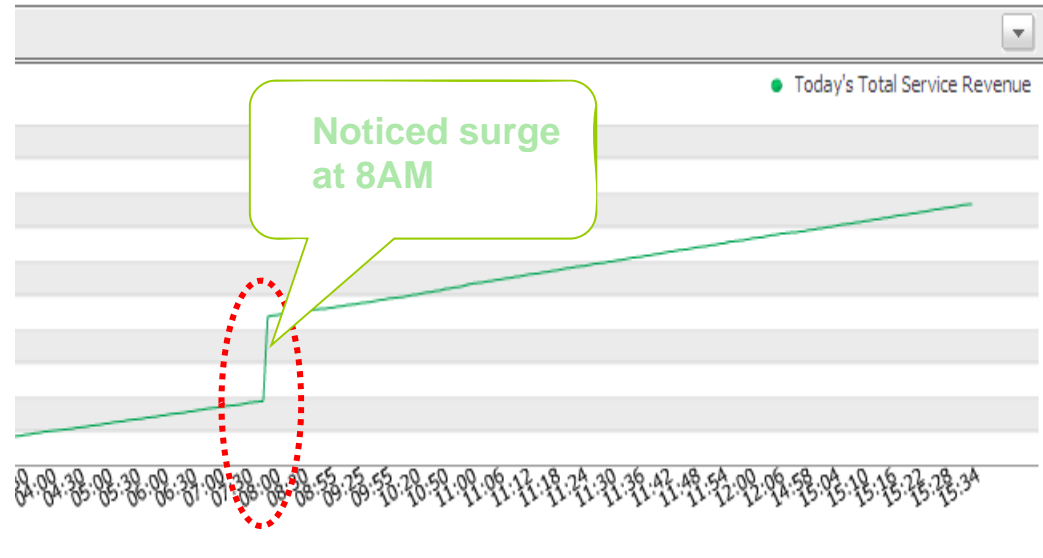
Hour	0	1	2	3	4	5	6	7	8	9
CUG	199	196	221	74	150				10079	
Call Forward	136		109	67	103	199			61	185
GPRS 14 DAYS		68	146	99		53	93		103	
GPRS 7 DAYS	74	109	74		104		285		51	142
Game Downloads			85	92		140		149		93
Hello Tunes	89	67		128	124		150	65	105	
Lifetime 50np		103		76		55	99	59	54	
MMS		52		199		63				
Missed Call Alerts		203	79		105	186				

SERVICENAME

Service Usage Drill Through by Geo and Service

SERVICENAME	CUG	Call Forward	GPRS 14 DAYS	GPRS 7 DAYS	Game Downloads	Hello Tunes	Lifetime 50np	MMS	Missed Call Alerts	Online Ga
Andhra Pradesh	122	190	149	93	12	141	154	319	275	
Assam	110			12	15	52		59	103	
Goa	102	23	27	77	153	15	99		243	
Karnataka	219	204	105	107	305	159	198	92	205	
Maharastra	10201	114	191	289	236	194	152	23	105	
New Delhi	135	134		150	122	68		123	149	
Orissa	19	79	119	109	12	228	85	23	48	
Rajashthan	269	98	63	385	11	51	95	130		
Tamil Nadu	292		111	109	35		211	12	38	

STATE

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Telco Analytics Solution Approach

IBM

Understand & Manage

Accountability — *Cognos*

Traditional BI

- *CXX Dashboards*
- *Churn Performance \ Analysis*
- *Historical Call Center \ Sales Performance*

Real-time BI

- *Call Center Agent Monitoring*
- *Business \ Operations Monitoring*

Plan & Forecast

- *Driver Based Revenue Forecasting*
- *Marketing Expense Planning*

Insight

SPSS

- Quantify Sentiment
- Predict Satisfaction (where there is no feedback)
- Score Churn Likelihood

- Advanced Segmentation
- Forecast <u>When</u> Customers Will Churn
- Score "Next Best Offer" For Retention & Upsell

> Call Center

> CRM

Customer

Smarter Bu...

- DW Demographics
- Services Licensed
- Billing \ Usage
- *SPSS Data Collection* **(Surveys + Text Mining)**

Telco Planning Examples

Cognos Viewer - Telco Home   🏠 ▾ ↩ Launch ▾ 📝 About

Telco Executive Dashboard

Segment ▼

Financial Summary

	Actual	Budget	Variance	Status	Next Period Prediction
Revenue	€468.8	€422.9		✔	✖
Expenses	€95.9	€86.6			
EBITDA	€564.7				

Customer Activity (000's)

		...vices	Act	Plan
		...ns	306	305
			160	202

	...n	Value Packages	Act	Plan
74		Activations	— 302	305
02		De-Activations	✔ 93	115

Financial Perfor...

Driver Bas...

More accurate planning can be ...icting drivers ...ue → Operations ...es

Variance = Unmanaged Performance GAP impacting investment and spending decisions

Telcos are revising & reforecast plans more... often as a result.

Additional "Non-Financial" Planning Applications

Americas

	Actual	Budget	Var
Revenue - Direct	€41.0	€37.1	€4.0
Revenue - 3rd Party	€41.3	€37.2	€4.1

Asia Pac

	Actual	Budget	Var
Revenue - Direct	€41.1	€37.1	€4.0
Revenue - 3rd Party	€38.6	€34.8	€3.8

CEEMEA

	Actual	Budget	Var
Revenue - Direct	€38.4	€34.7	€3.7
Revenue - 3rd Party	€38.5	€34.9	€3.6

N. Europe

	Actual	Budget	Var
Revenue - Direct	€38.3	€34.5	€3.9
Revenue - 3rd Party	€38.3	€34.5	€3.8

Country

Service   **Service**

Sales Manager

Sales Rep

Bottom Up Forecast

	Actual	Budget	Var
Marketing	€1.9	€1.7	€0.2
Maintenance	€2.1	€1.9	€0.2
Salaries	€2.1	€1.9	€0.2

| Trouble Ticket SLA Met | ✖ 68.6% | |

Performance Metrics

Call Center	SO SLA %	Revenue
Banglore	69.8%	90%
Brazil	79.2%	88%
London	68.5%	90%

Call Center	TT SLA %
Banglore	69.1%
Brazil	66.2%
London	74.2%

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Telco CAPEX, OPEX and Revenue Planning

Driver Based
Multi-Language
Multi-Currency
Workflow Enabled

- # of Customers
- Churn %
- ARPU by Service

Exchange_Rates

Revenue Forecast

Financial Statements
(Actual vs. Target)

Actuals

Expense &
Operating Plans

Depreciation Expense

Capital Input

Useful Life Assumptions
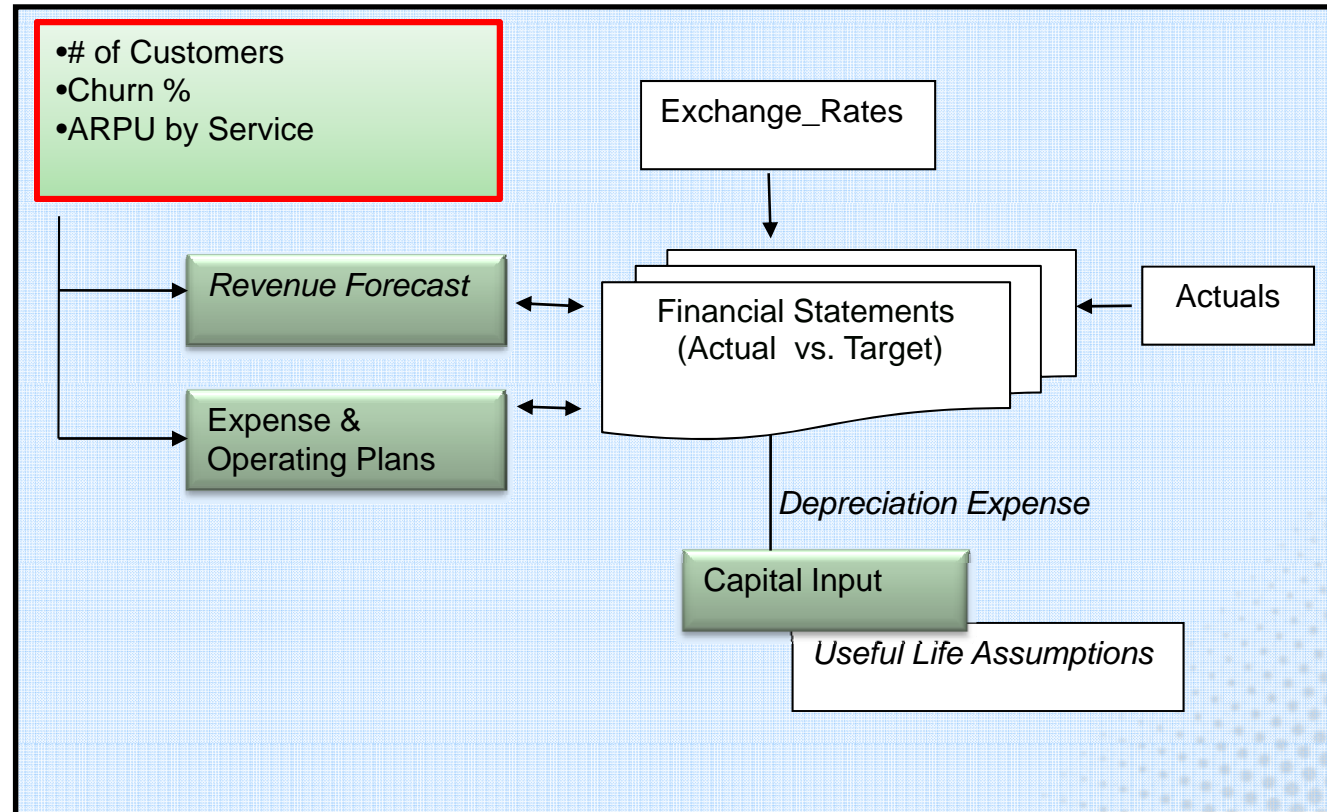
Telco CAPEX, OPEX and Revenue Planning
(Multi-language)

Subscriber Counts

By Region
  By Cost Centers
By Service
By Version
By Month

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Telco CAPEX, OPEX and Revenue Planning
(Multi-language)

ARPU

By Region
   By Cost Centers
By Service
By Month
By Scenario

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Telco CAPEX, OPEX and Revenue Planning
(Multi-language)

Expense Plans

By Region
  By Cost Centers
By Version
By Month

TM1 – Planning Workflow

Income Statement Reporting
(Multi-Currency Translation)

Forrester Wave Q4 2010 Chart for BI Offerings

Highlights

IBM is now the clear market leader in Current Offering and Strategy, having jumped ahead of SAP Business Objects.

IBM is now only vendor to be recognized as the leader in Strategy/Vision in both the ForresterWave for Enterprise BI and the Gartner Magic Quadrant for BI Platforms.

IBM leads the scoring in Current Offering, Architecture, Strategy, Product Direction (only vendor to receive a 5.00), Global Presence, Partner Ecosystem, and Functional Applications.
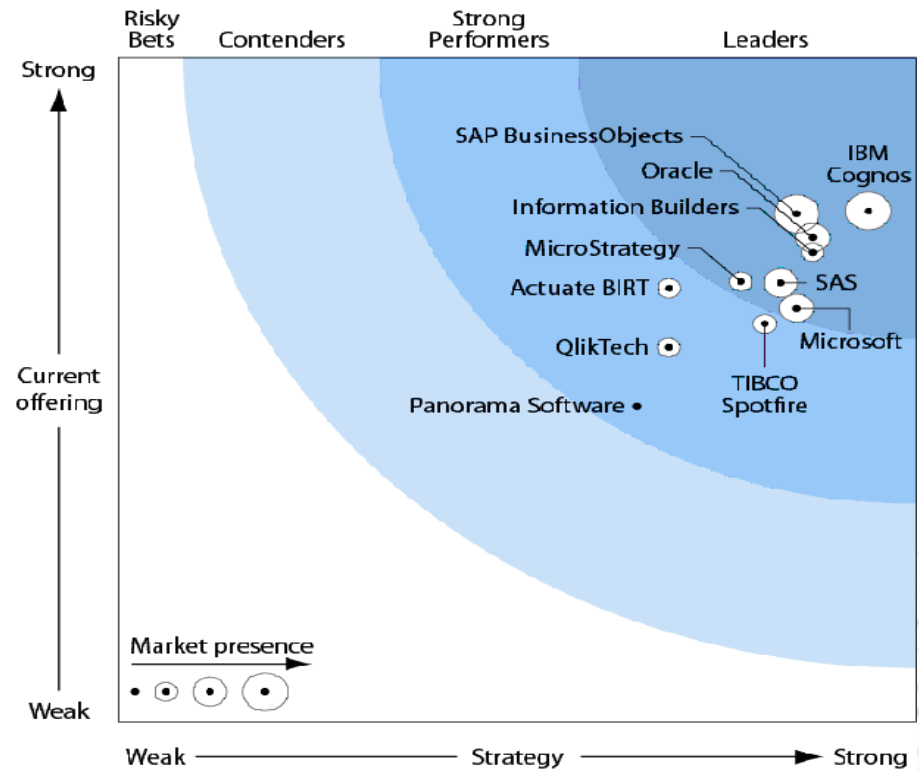
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Gartner – For Predictive Analytics

As of June 2008

Performance Management Platform of Choice

Telecom

4 of the world's 5 largest
Telecommunications companies

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# Other Select IBM Business Analytics Customers

Combined feedback management with text mining and predictive modeling in a Customer Experience Management strategy to attack churn and boost customer satisfaction

- Churn **reduced from 19% to 2%** for broadband customers

- Satisfaction increased in **over 50%** of customers

- **23%** of "detractors" converted to "promoters"

Combined Feedback Management with Predictive Analytics to improve Marketing efficiency for Customer Aquisition and better cross-sell specific products into existing customer base.

- Targeted "best prospects" list
- **100% improvement** in response for Business Highway acquisition campaign

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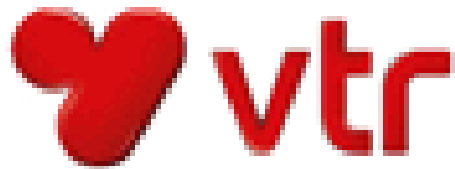
Used Predictive Analytics to better interpret marketing surveys covering topics ranging from customer satisfaction to new product introductions and therefore develop more strategic marketing programs

- Improved ability to perform Market Research
- Better **identification of non-profitable buyers** and change of entry requirements
- Increased retention rate by **13%**

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Used Predictive Analytics to better and faster target customers for marketing campaigns at a lower cost

- **300% improvement** on customer conversion rate
- Time required to carry out campaign selections **reduced by 50%**
- Reduction in campaign costs in excess of **one million euros**

Used Real-time Predictive Analytics to leverage in-bound customer interactions to drive loyalty and life time value

- Shorter, more relevant calls led to **increased satisfaction** for customers and agents
- **20% higher retention** in first 2 months
- Substantial **cross-selling** through the inbound service channel

To Summarize - The Business Analytics Software Conversation

The world is changing.
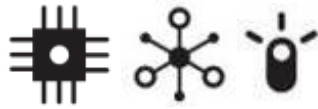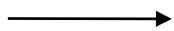
It's becoming increasingly instrumented, interconnected and intelligent, creating an explosion of information.
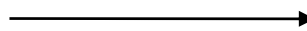
That exposition of information holds the potential to deliver actionable insights for decision makers at all levels of your organization so they can optimize performance.

Optimizing performance is the ability to line up resources, opportunities and execution for optimized outcomes. It's the ability for every decision maker to have up-to-the minute information to understand how their business is doing and why. Predictive modelling and "What if" analysis provides them with the ability to predict opportunities and threats and confidently take action. Financial and operational planning, budgeting and forecasting puts resources in the right place and sets targets for those allocations.

CIO/IT

CFO/Finance

LOB / EXEC

Decide & Act
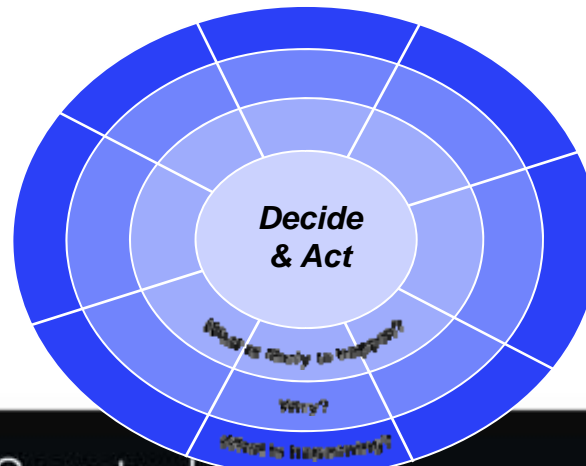
IBM Software Categories:
- ✓ Business Intelligence
- ✓ Financial PM and Strategy Mgmt
- ✓ Analytic Applications
- ✓ Advanced Analytics

Cognos. software

+...

SPSS AN IBM COMPANY

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Next Steps

The top industry companies have invested in information and analytics, and are applying results in marketing, finance, and corporate functions to drive their business decisions. To start your journey please click here
http://207.154.45.231/

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IBM Software Universe
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8th March 2011, Pan Pacific, Dhaka.

IBM

THANK YOU