IBM

Harnessing the Power of Analytics to Derive Deeper Business Insights
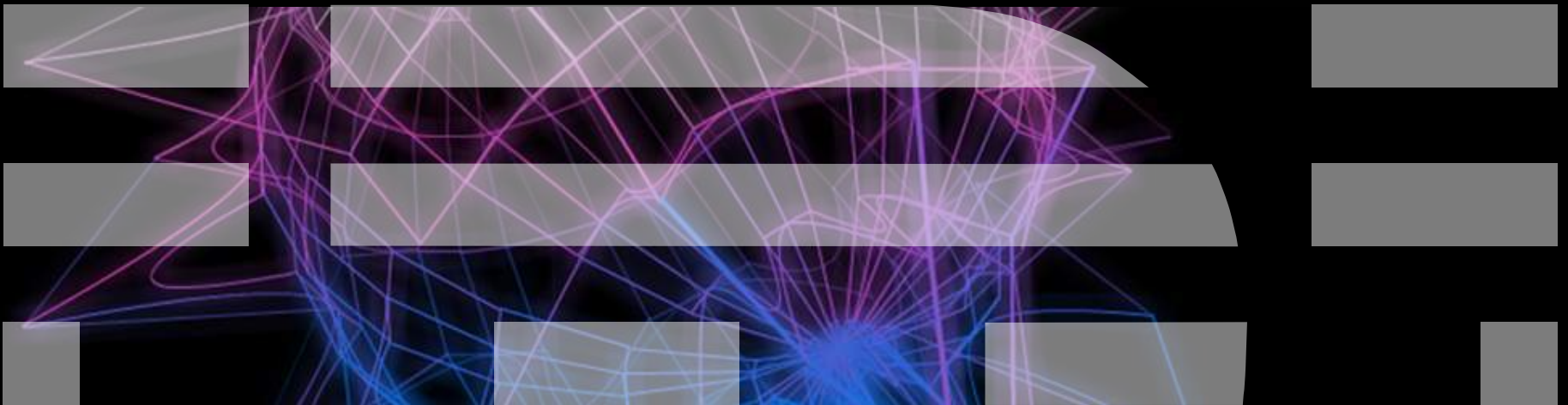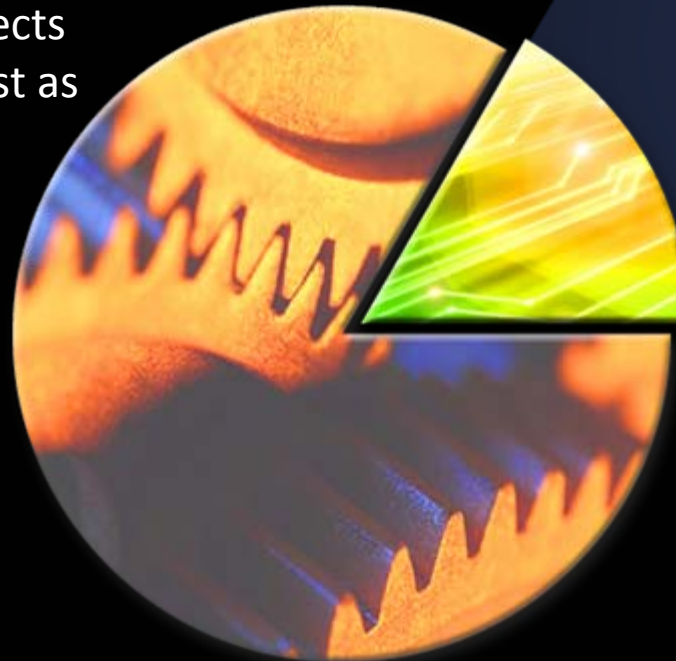
IBMSmarterSystemsTour2010

IT Spending Estimates, 2009*

Information Must Be Trusted, Pervasive, Predictive, & Immediate To Provide the Answers for Leading Business Transformation

"…What is our risk this morning?"

"…Are we using our stimulus funding effectively?"

"…Which treatments are ineffective and should be eliminated to lower costs?

"…Do we have product issues or fraudulent claims from service?"

"Our prices are lower than others. Is this sustainable given our costs, or a future threat?"

Fast
Flexible
Affordable

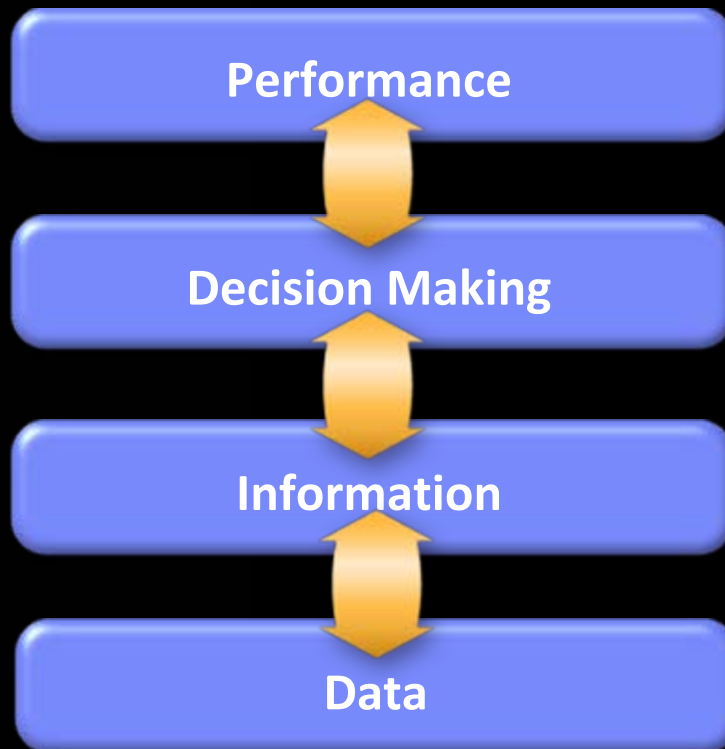"…How & when should we adjust plans to reduce churn & expand share?"

Discover Insights
Optimize Performance with Business Analytics

Smarter decisions help to optimize business performance

Organizations today are looking beyond traditional business intelligence and toward smarter analytics systems

Performance

Decision Making

Information

Data

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Complexity of enterprise information demands smarter decisions

| Executive | Business Manager | Line Manager | Casual Business User | Business Analyst | Financial Analyst |

DASHBOARDING · **SCORECARDING** · **REPORTING** · **QUERY** · **ANALYSIS** · **PLANNING**

Real-time or historical; operational or strategic

Guided or self-service access and exploration…

Foresight using Statistical, Content, 'What-if' and Predictive Analytics…

Enterprise Planning throughout the business

What is happening?

Why are we on/off track ?

What is likely to happen?

What should we do next ?

Key evaluation criteria for getting started

Complete
Single analytic system

- Single, complete analytic system
- Modular scalable architecture
- Workload optimized for top performance
- Single support number

Economical
Reduced cost of ownership

- Modular components reduce cost
- Less server, storage and energy requirements
- Reduced integration costs
- Improved system management

Fast
Rapid time to value

- Pre-built for rapid deployment
- Tuned for out-of-the-box performance
- Integrated no-copy analytics
- Dynamic growth meets new demands

Flexible
Grow with changing requirement

- Flexibility of custom integration approach
- Scales quickly to meet new demands
- Pre-configured BI modules
- Advanced data discovery

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Organizations are using IBM analytics solutions to start turning information into insight fast!

Analytics software

- Business intelligence
- Cubing services
- Text analytics and data mining

Powerful data warehouse

- Warehousing platform
- Advanced workload management
- System automation

Hardware and services

- Flexible server platform options
- Modular storage capacity
- Build, deploy, health check and premium support services

This enables the organization to add capacity and analytic capabilities as requirements evolve

Start right

Add more capacity

Add new analytic capability

IBM Smart Analytics System family
Available in System x, POWER System, and System z

Offering the information you need to empower your business

5600

- *NEW: System x based technology*
- *Designed for business analytics workloads*
- *Optional Solid State Disk – reducing data latency*

7600

- *Based on Power technology*
- *Scaling to hundreds of terabytes of data*
- *Extract knowledge & insights from untapped information*

9600

- *NEW: System z based offering*
- *Advanced query / workload management*
- *Database designed and optimized for System z*
- *Smart Disk controller, optimized to reduce data latency*

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Design & Governance, Information Integration and Data Models
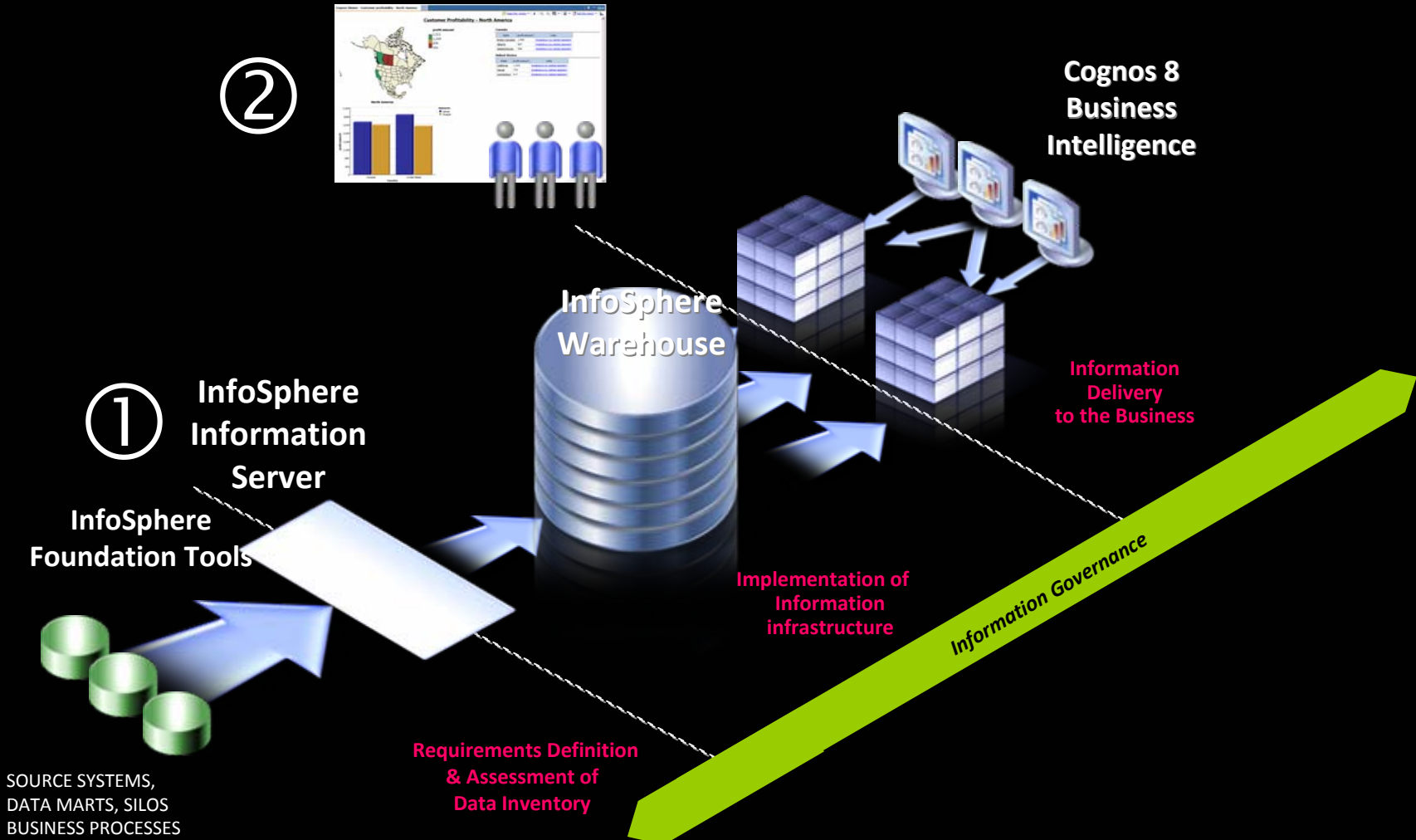
Industry accelerators and information agenda
Industry-specific assets and best practices to speed deployment
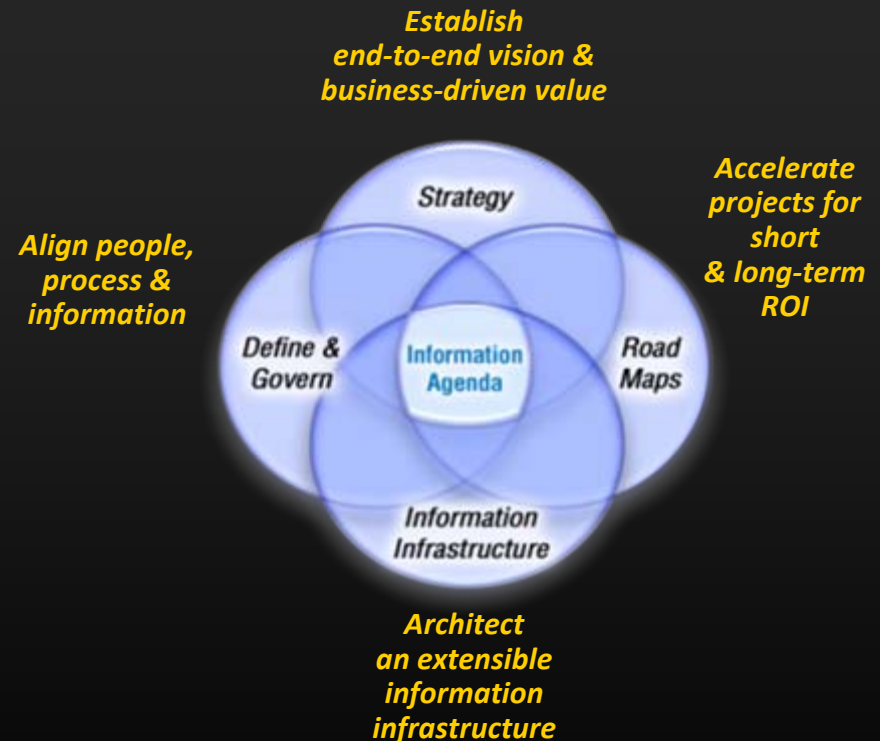
Accelerators

- Industry data models and packs
- Blueprints for business intelligence and performance management
- IBM and Business Partner solutions
- IBM Business Analytics and Optimization consulting practice

Benefits

- Reduce risk
- Achieve faster ROI
- Leverage proven best practice
- No need to reinvent the wheel

Information Agenda

Establish end-to-end vision & business-driven value

Accelerate projects for short & long-term ROI

Align people, process & information

Strategy

Define & Govern

Information Agenda

Road Maps

Information Infrastructure

Architect an extensible information infrastructure

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U.S. based high end retailer

Business Challenges:

- Revenue growth

- Cost savings

- Strengthen customer relationships

- Operational efficiency

Benefits:

- Improve performance in gross margin and inventory management

- Conduct markdowns by markets in minutes not days

- Reduced campaign mailings by 30% while doubling responses

Blue Cross Blue Shield Association

Business Challenges:

- Consolidated view of members
- Ability to analyze claims
- Gain actionable insights

Benefits:

- Insight into healthcare trends
- Information about treatment and medical technology effectiveness
- Emerging trends in healthcare practice and delivery

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Why IBM Software and Systems excel

IBM Smart Analytics System

- **Choice**
  - Range of workload optimized solutions

- **Architected and Optimized**
  - Hardware and Software optimized for Analytics/Warehouse workloads

- **Reduced Storage Requirements**
  - Compression supports bulk loads and data warehouse real time updates

- **More than an Data Warehouse appliance**
  - Everything you need, and its data-ready

- **Proven**
  - 6 years of solutions, 15 years of client experience, and 100's of implementation.

*Performance based on POWER6 over POWER7

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Take action now!

- For additional information including whitepapers and demos, please visit:

  – Smart Analytics Systems, Industry Solutions and the Information Agenda

- Contact your local IBM sales representative to learn more about:

  – Business Analytics and Optimization

Thank You!

ibm.com/smartersystems

Simply put, IBM is making systems smarter.