

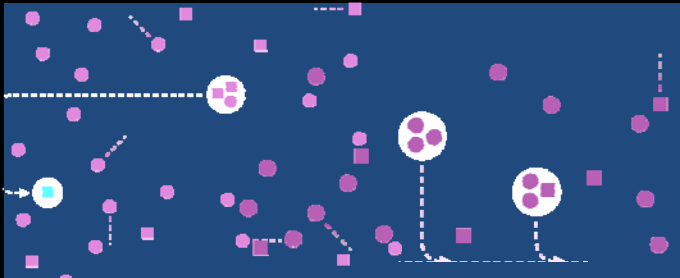
New Intelligence...New Opportunities

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The competitive landscape is shifting

Information explodes
and blind spots emerge



Supply chain leaders cite
visibility as their #1 challenge

**Only 9% of
CFOs believe
they excel at
interpreting
data for senior
management**

**Just 6% of HR
leaders believe
they're effective
at using
workforce
information to
make decisions**

New
Intelligence



**Fast
Right
Predictive**

Opportunities for the smarter enterprise



New possibilities

Unleash new insights with analytics



Optimization

Apply intelligence for growth and productivity



Prediction

Move beyond “sense and respond” to predict...and act

New possibilities meet ... reality



What if you could trace food straight through from the farm to your fork?



What if a medicine's speed to market saved a life? Or a million lives?

Optimization turns to ... prediction



European Retailer: Past weather forecasts predict future replenishment



American Insurance company: Detect fraudulent claims before they're paid

In a smarter planet, opportunity and progress is clear



Smarter traffic: Costs resulting from traffic congestion around Seoul alone have been estimated to be about 12 cho



Smarter power: With little or no intelligence to balance electrical grids, enough electricity is lost to power India



An American police force tackles crime with analytics that detect crime trends as they occur, forestalling new crimes and improving officer safety



The Operational Riskdata eXchange Association, a consortium serving 18 countries and 50 leading financial institutions improves statistical modeling and more accurately quantifies risk exposure

What if...

**...we could unlock the questions
we never even asked before?**

What could we create together?

