IBM

Trusted Data, Aligned Decision Making with IBM Software

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15 september 2010

MEET IBM 2010
see differently

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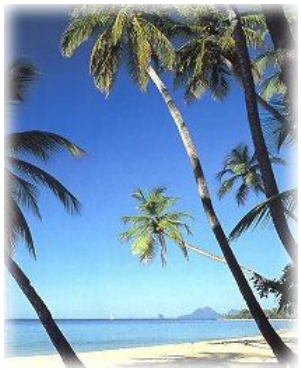
Barriers to Optimal Decisions



Alternative Choices

Available Resources

Erroneous Data

Politics & Power

Vendors

Unflexible Processes

History & Experience

Unclear Communication

Committees

Partner & Supplier Limitations

Rigid Systems

Too much Data

Lack of Data

Competing Initiatives

Laws / Regulations

Anticipate a changing environment

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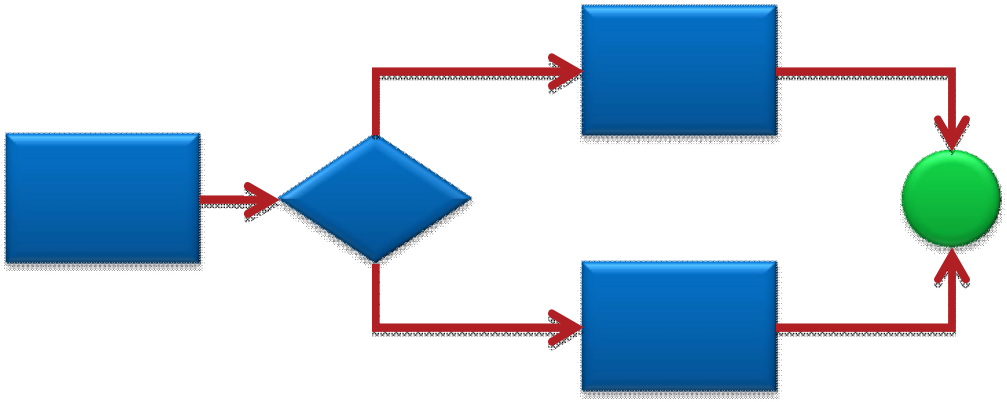
What is a decision?

- Decision making can be regarded as an outcome of processes leading to the selection of a course of action among several alternatives.
  - Source: Wikipedia



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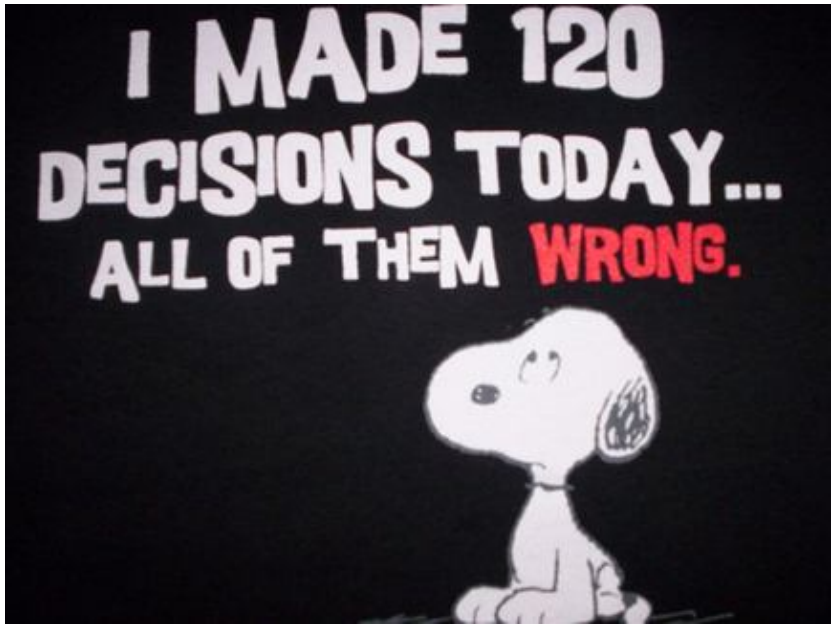
Who makes decisions?

- Different kinds of people
  - Consumers
  - Call Center Reps
  - Sales People
  - Line of Business Managers
  - Executives
- Different kinds of systems
  - The IVR / Phone system
  - The website
  - The CRM system
  - A custom risk management database



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Many Organizations are Operating with Blind Spots; Those Applying Information & Analytics are Breaking Away

IBM

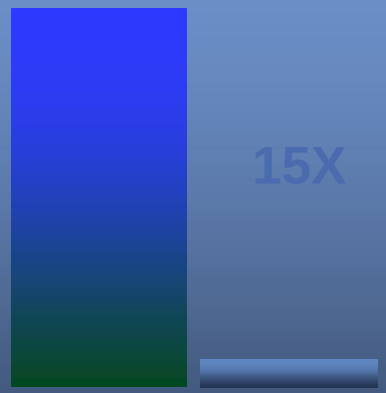
1 in 3

Business leaders **frequently make decisions** based on information they don't trust, or don't have

1 in 2

Business leaders say **they don't have access to the information they need** to do their jobs

Top Performers Demonstrate Expertise



Predict and prepare for the future by evaluating trade-offs proactively

- Industry Top performers
- Industry Under performers

Source: IBM: Break Away with Business Analytics and Optimization Study

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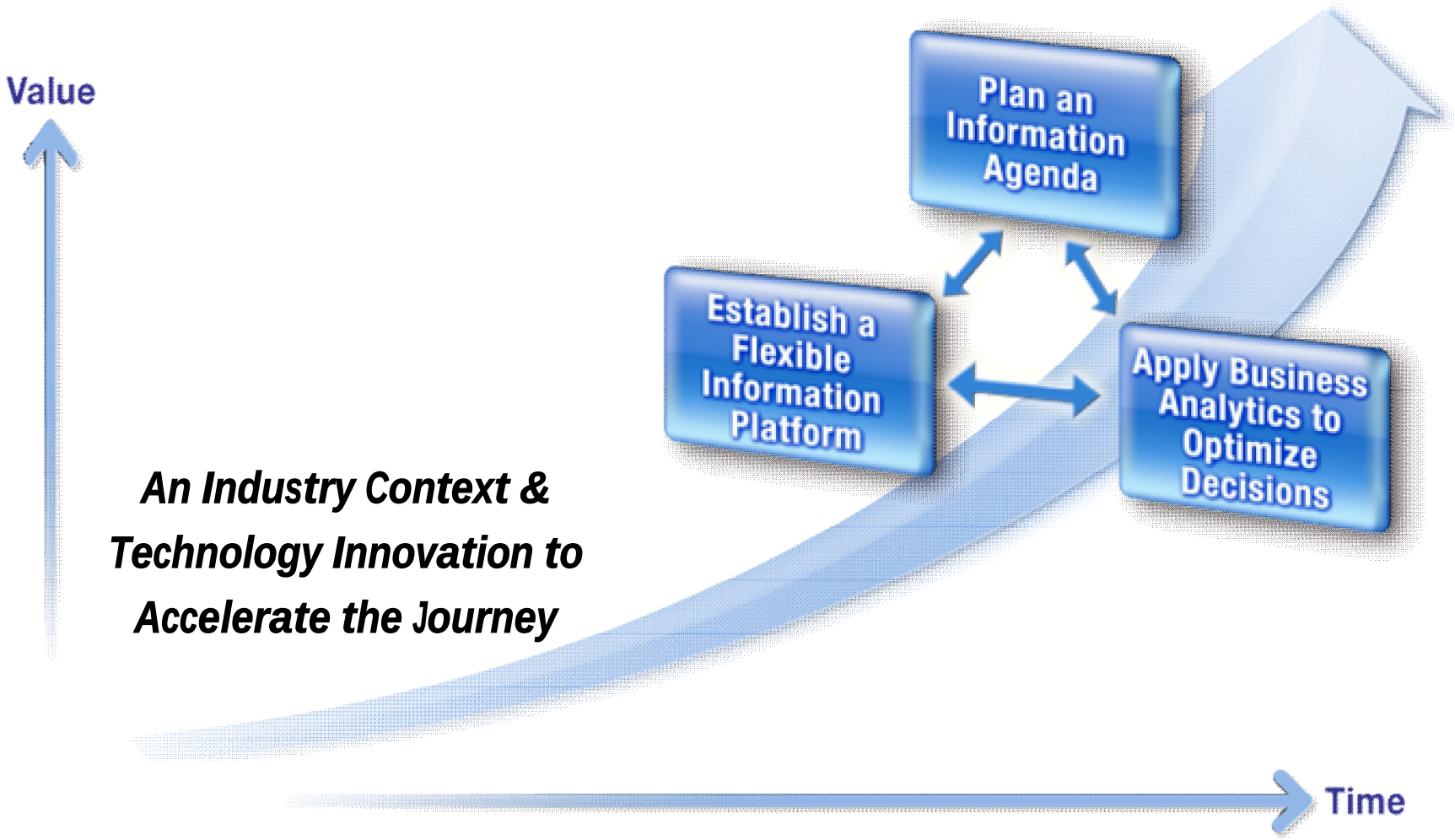
Accelerating Business Optimization…



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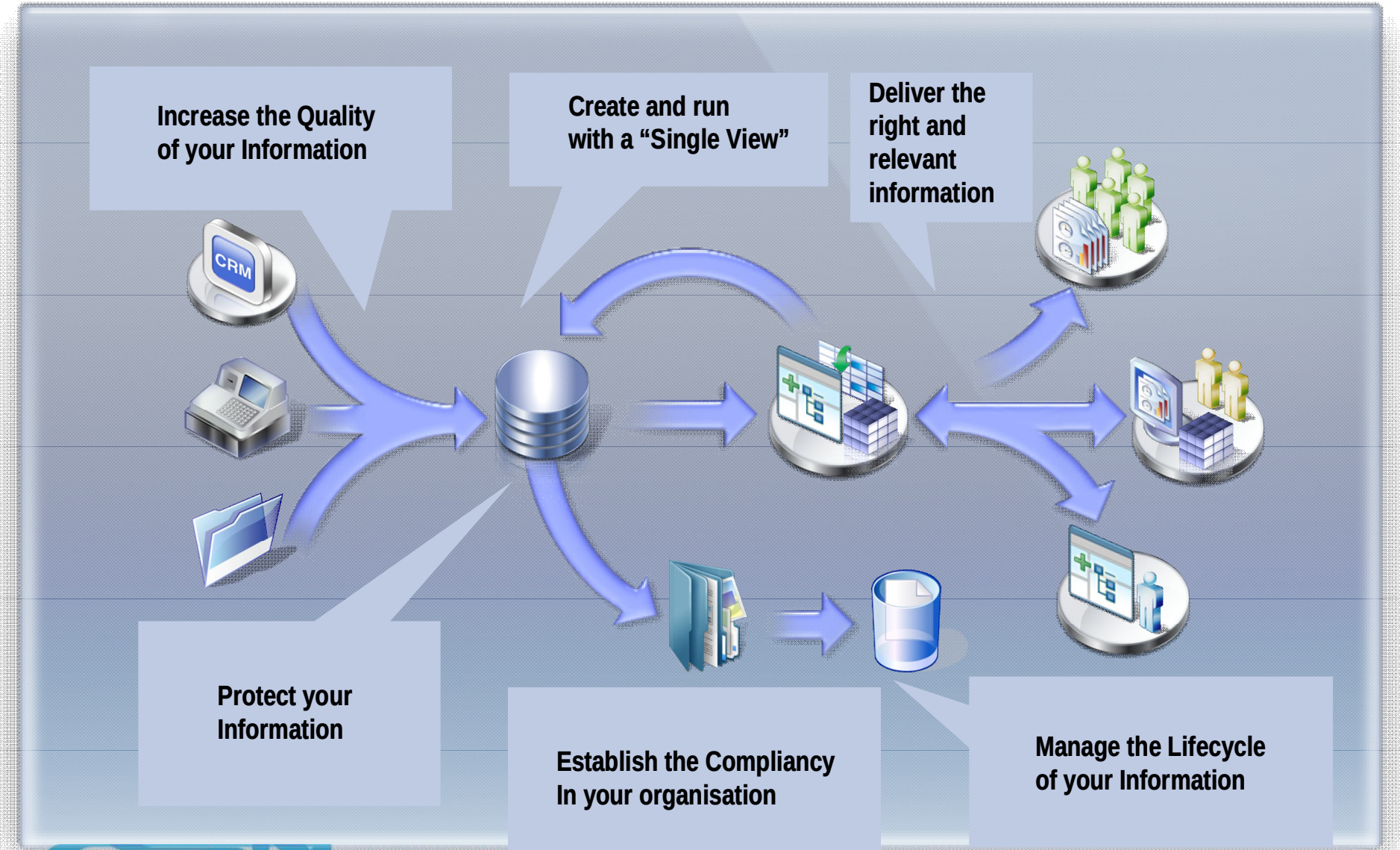
Information Governance
Optimizing the Information Supply Chain



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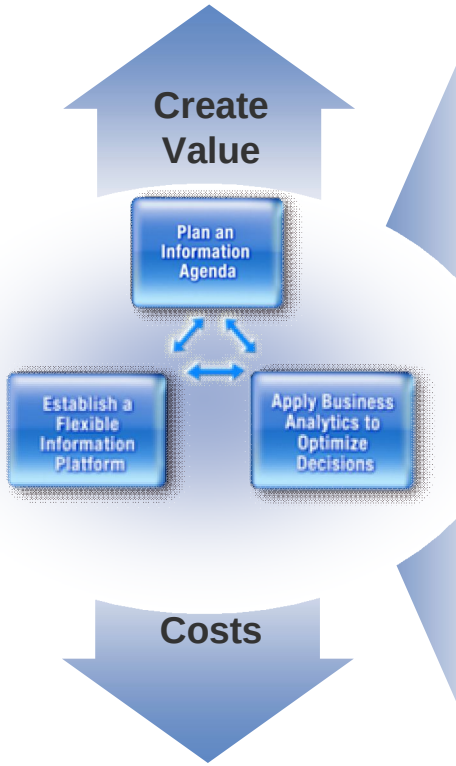
Accelerating Business Optimization



Profitable Growth | Cost Takeout & Efficiency | Proactive Risk Management

Business Analytics & Optimization Solutions

Financial Services | Public | Distribution | Industrial | Communications

Financial Performance Analytics
Human Capital Analytics
Cross Industry
Supply Chain Analytics
Customer Relationship Analytics

Business Analytics

Optimize processes, manage business performance,

Business Intelligence | Advanced Analytics | Financial Performance & Strategy Management | Analytic Applications

Trusted Information Platform

Information Integration & Master Data Management
Data Warehousing
Enterprise Content Management | Data Management

Workload Optimized Systems & Services

protection requirements while controlling costs.

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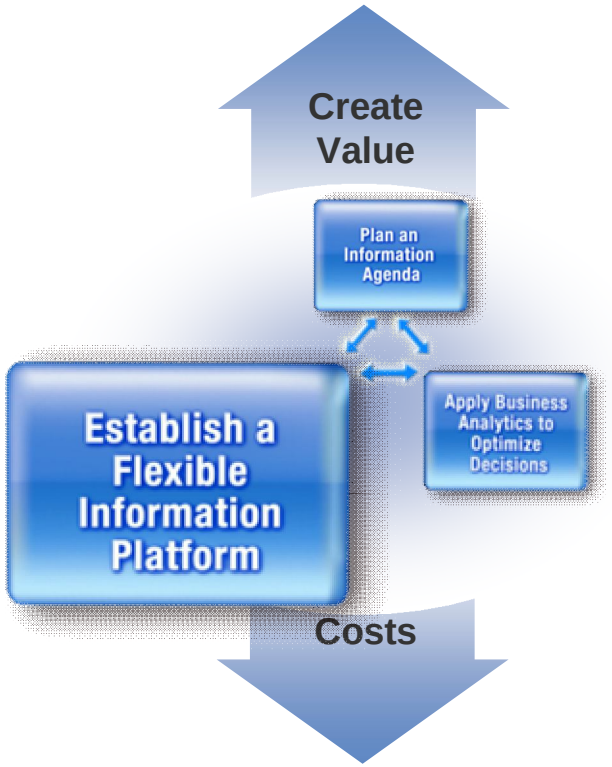
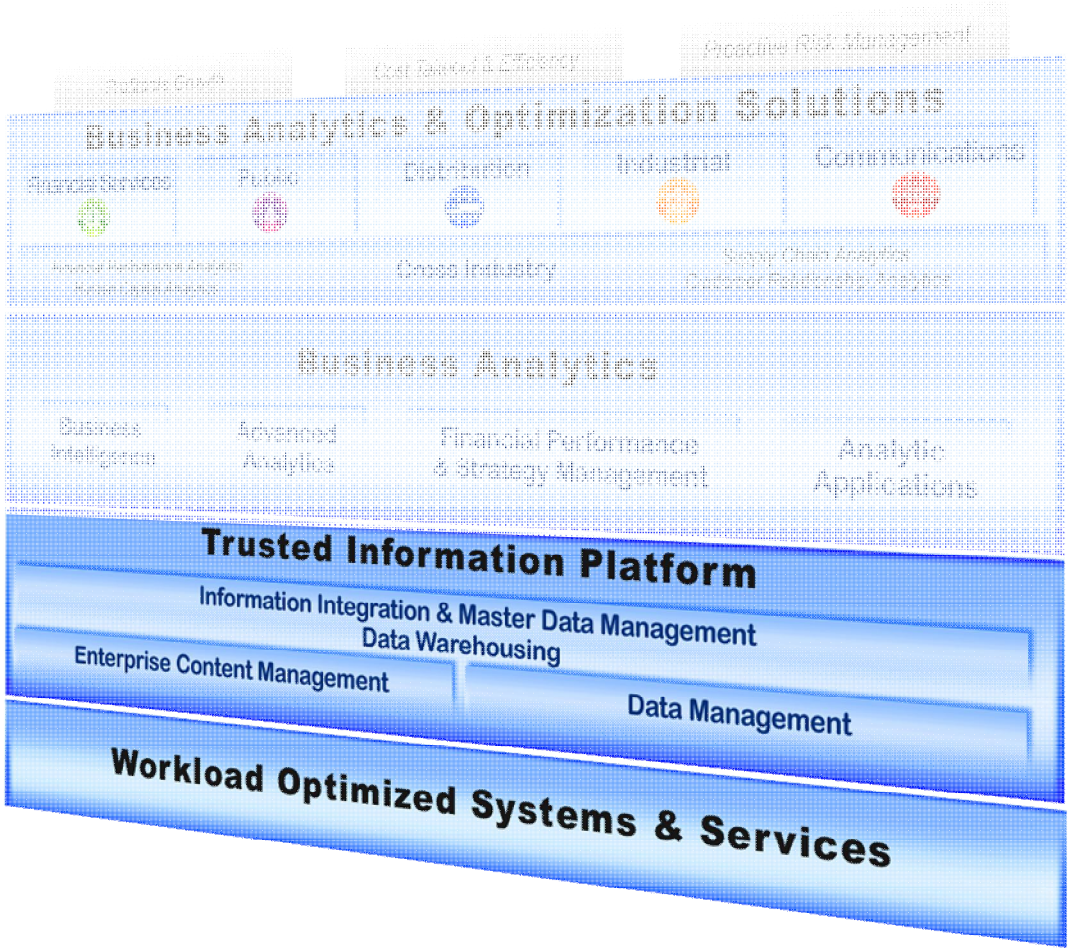
A Flexible Information Platform





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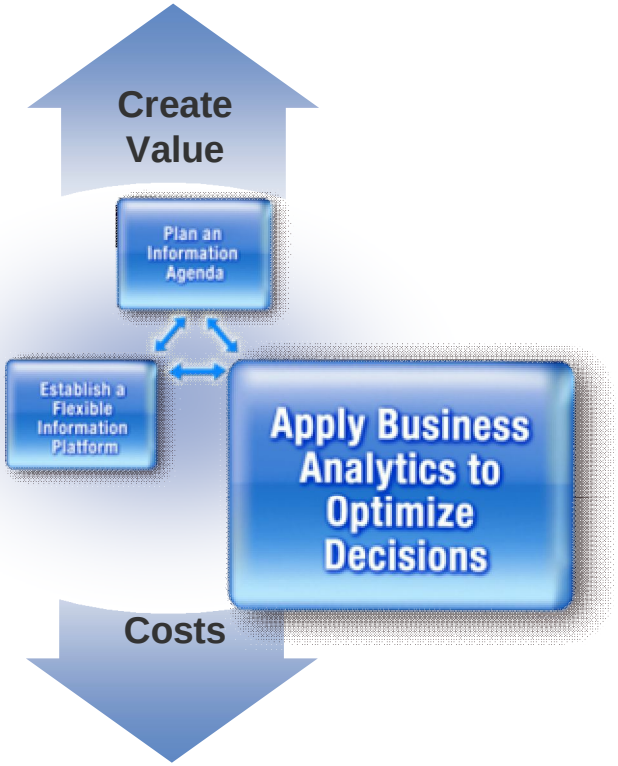
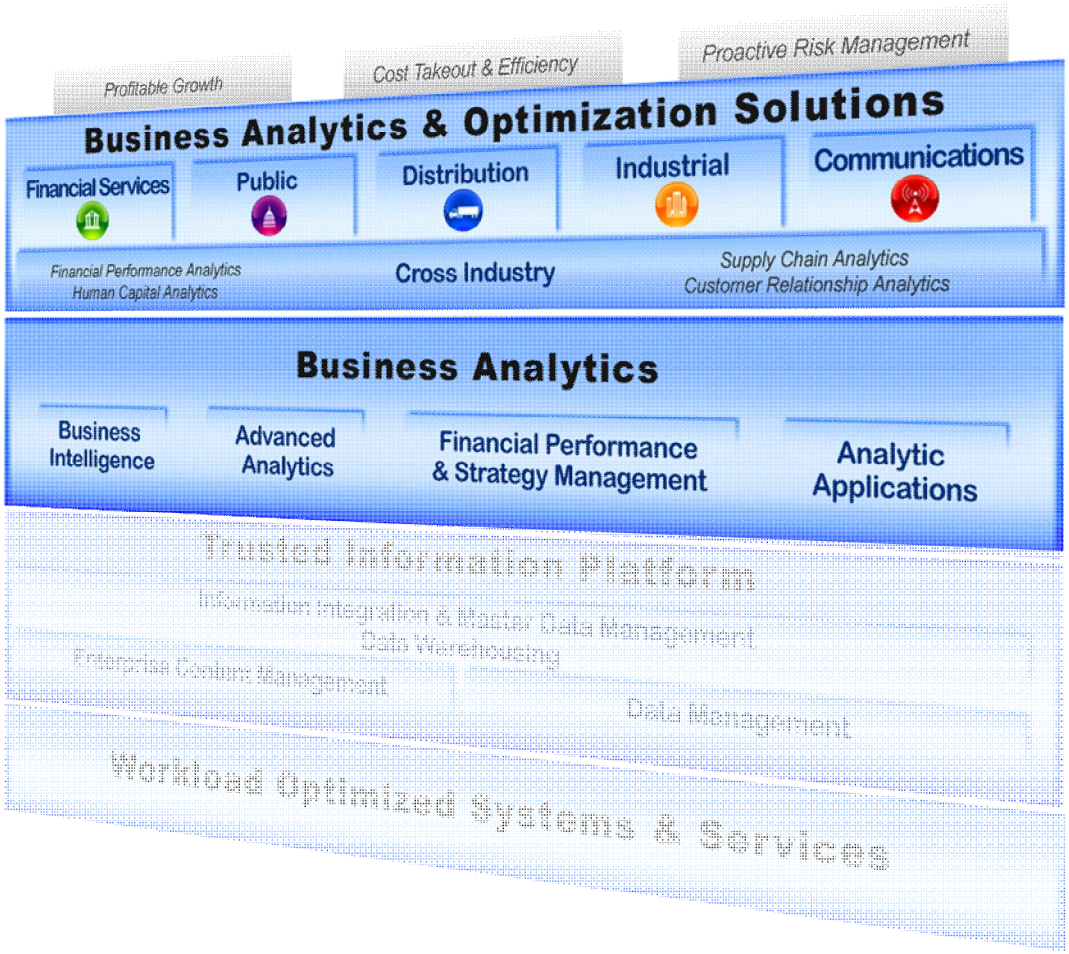
Taking it to the Next Level with Business Analytics





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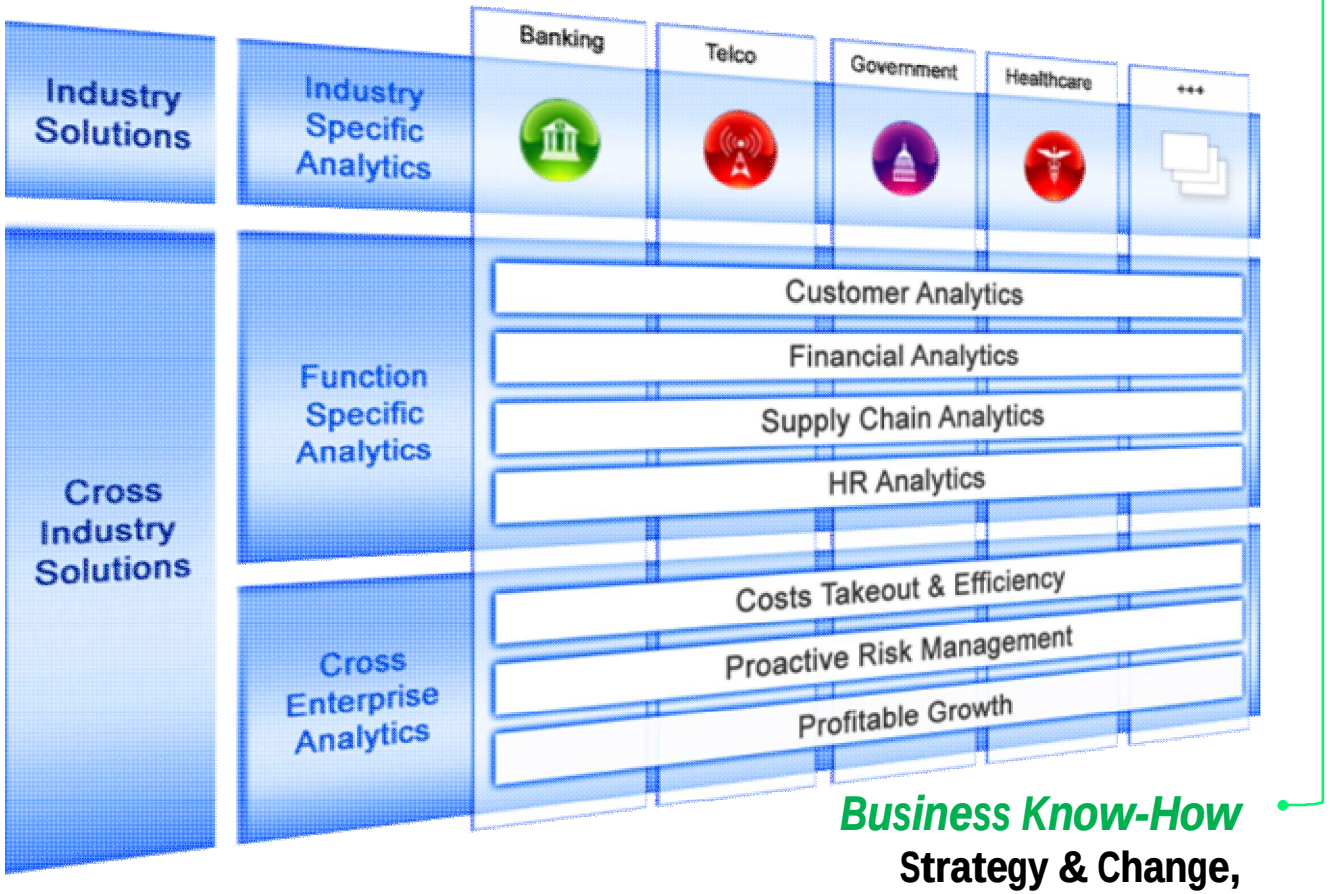
Taking it to the Next Level: With Experts from IBM…



BAO Strategy

BI & Performance Management

Advanced Analytics & Optimization

Enterprise Information Management

Enterprise Content Management

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Putting it All Together…
IBM Smart Analytics System

Pre-optimized
Business Intelligence Software
triples out of the box performance*

Analytics Software Options

- ☑ Business Intelligence Capabilities
- ☑ Cubing Services
- ☑ Text and Data Analytics

Powerful Data Warehouse

- ☑ Warehousing Platform
- ☑ Advanced Workload Management
- ☑ System Automation

Hardware & Services

- ☑ Server Platform
- ☑ Storage Capacity
- ☑ Build, Deploy, Health Check & Premium Support Services

* Based on IBM Laboratory Tests. Actual results may vary depending on specific environment and configuration.

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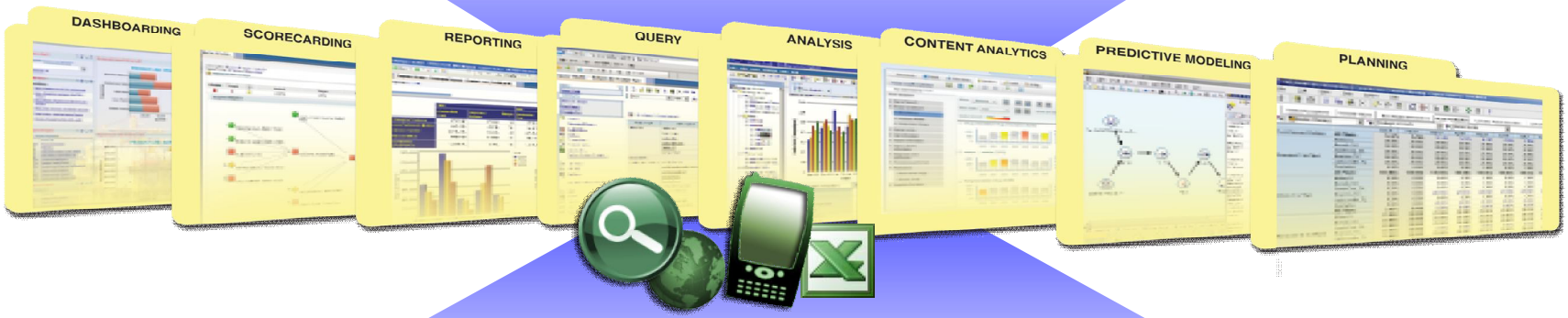
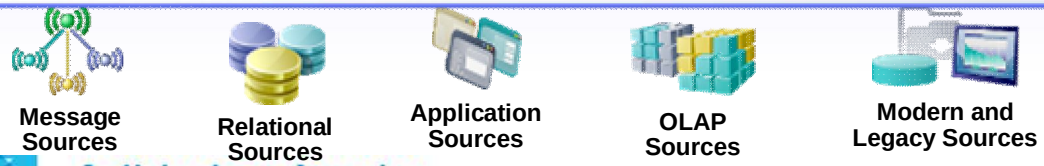
Optimized Decision Making

Intuitive and tightly integrated capabilities accommodate decision makers with different needs and skill sets



Easy access to a consistent, trusted and relevant view of information where, when and how it is needed

Common Business Model



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Partner for the Business Analytics Journey

Optimizing Performance

- Trusted Information > Actionable Insights > Informed Decisions

Decide & Act

- How are we doing?
- Why?
- What should we be doing?

IBM Difference

- Optimized Decision Making
- Maximized Business and IT Productivity
- Accelerated Success

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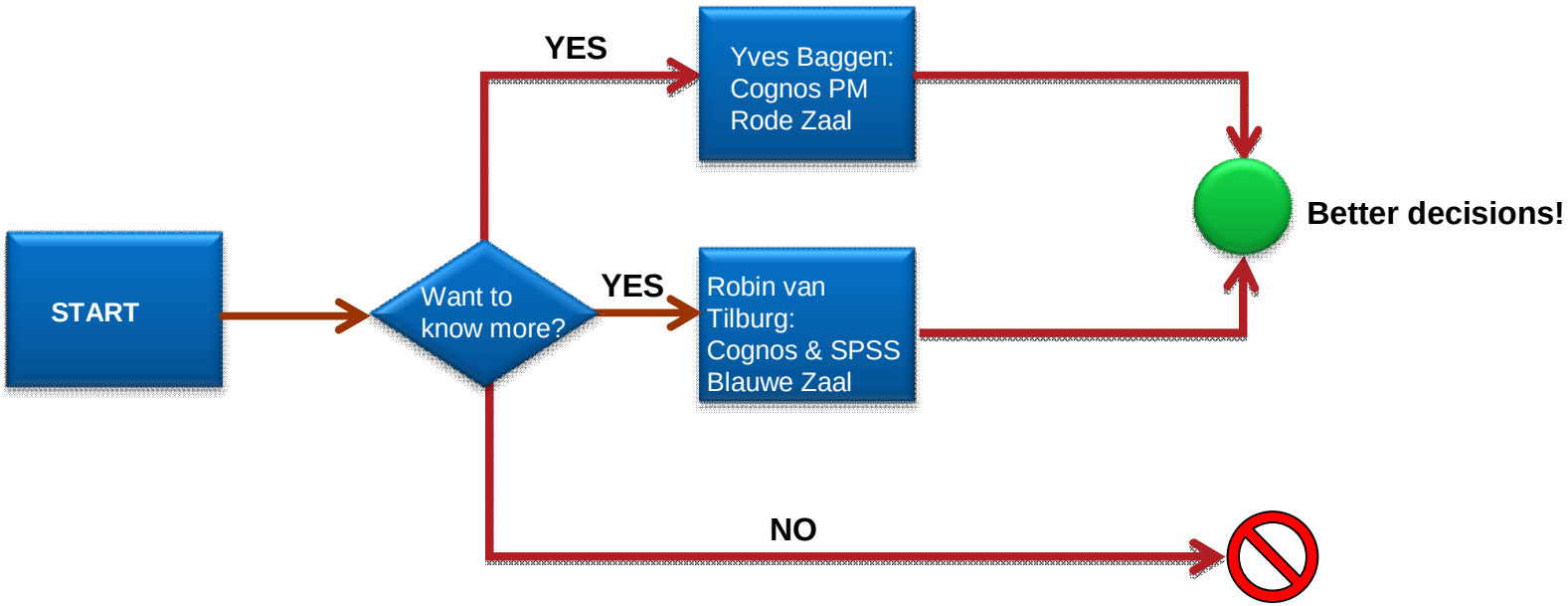
Now you must decide!



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