Unleash the full power of analytics to grow your business
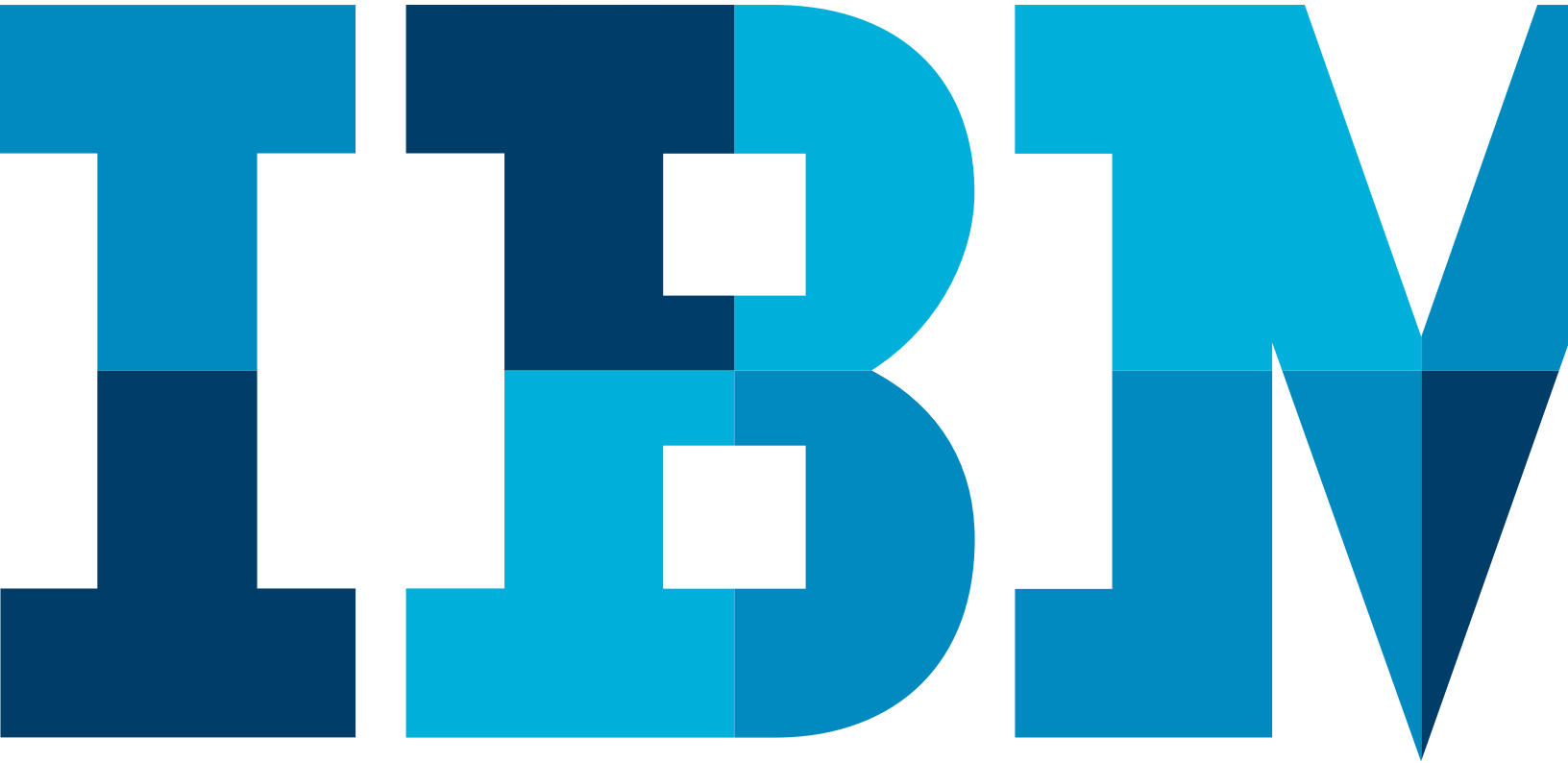
Why IBM ?

The unparalleled combination of expertise, methodology and product offerings means IBM is ideally positioned to help our clients use comprehensive analytics for long-term competitive advantage.

- Broad, integrated portfolio of information and analytics capabilities, spanning software, hardware and services.

- Platform with a solid foundation in big data platform to take advantage of all of your data sources.

- Industry-leading services delivered by 9,000 dedicated analytics consultants who can help accelerate time to value and deliver breakaway results.

- 20,000 client engagements over three years offering a unique vantage point to track patterns across industries and over 500 analytics-related patents every year.

- A broad array of services help organizations make decisions, ask the right questions, and implement analytics within their specific cultures to ensure breakaway results.

- Financing that can help every client acquire the IT solutions a business needs in the most cost-effective and strategic way possible.

The IBM Solution

IBM Cognos and IBM SPSS help customers deliver insights and predict outcomes faster on Power Systems.

Solution Capabilities

- Designed for compute intensive workloads to drive faster insights, fast and efficient scalability, and enhanced security and compliance.

- Real time business insights from large volumes of structured and unstructured data from multiple sources.

- Unique architecture capable of handling the volume, velocity, variety and veracity of data generated by today's connected devices.

- Ability to integrate realtime business insights with ERP-applications and databases on a single system.

- Continuous availability and access to data – Power is always on with 99.997% uptime.

- Choose from large number of IBM and ISV industry leading optimized business analytics applications across a variety of operating environments.

Benefits of Our Solution

- POWER architecture is built for processing vast amounts of data – it is the engine for IBM Watson and Sequoia, the world's fastest analytical supercomputers.

- Watson demonstrated Power's ability to analyze 200 million pages of structured and unstructured data in under 3 seconds.[1]

- PowerVM® virtualization can dynamically and transparently allocate resources across virtual machines to meet business demand, enabling up to 90% utilization for maximum ROI.

- Workload optimized IBM Power Systems servers and IBM software are tuned for the highest performance with Cognos BI and SPSS on POWER7®, and a host of analytics Solution vendors compared to x86 systems.

- Clients can expect up to 46% better performance with Cognos Business Intelligence V10.1.1 on POWER7/AIX 7.1, over Windows 2008 on x86.[2]

- Clients can expect up to 22% better performance for real-time scoring with SPSS Colla¬boration and Deployment Services V4.2 on POWER7/AIX 7.1 over Windows 2008 on x86.

- Create a solution that is highly available, delivering more uptime for maximum effectiveness of data, with virtually zero security vulnerability reported as compared to commodity x86 systems.[1]

1. ITIC 2011 Reliability Survey,
http://itic-corp.com/blog/2011/04/itic-2011-reliability-survey-users-give-ibm-aix-v7-windows-server-2008-r2-highest-security-marks/

2. Report: Best practices and advantages of IBM Power Systems for running IBM Cognos Business Intelligence,
http://www.ibm.com/systems/data/flash/be/pdf/Best_Practices_for_Cognos_on_POWER7__POW03076-USEN-00_.pdf

Solution Recommendation

With IBM Cognos and IBM SPSS analytics solutions optimized for IBM Power Systems, you can put IBM analytics technology to work to find answers business needs.

IBM follows a holistic approach to smarter analytics that turns information into insight, and insight into business outcomes. Businesses are transforming through analytics for breakaway results and learning from solutions that get smarter with every outcome—at the core is technology that helps:

- align your organization around information

- anticipate outcomes to shape business results

- act with confidence at the point of impact to optimize outcomes

Cognos and SPSS solutions on Power Systems are helping organizations, in every industry, use information for business advantage. These two software and tools for business analytics include such capabilities as predictive analytics, social media analytics, text analytics, business intelligence and other analytics applications.

For example, companies are using IBM technology to gain advantage through analytics:

- HealthNow, a health insurance provider, is saving $5 million, by aligning the organization around data from more than 60 sources and analyzing usage patterns to personalize and improve patient care.

- Fiserv, a banking service provider, gives financial institutions the power of analytics to anticipate and predict "what's next" in the industry, helping them deliver a 68% decrease in attrition among high-value clients.

- SunWorld, a fruits and vegetables farmer and marketer, applies advanced analytics to act and optimize nearly every aspect of its operations, from planting and harvest, to storage and distribution, resulting in 50% increase in yield and $3 million in new business.

IBM Cognos Business Intelligence (BI) software

Leading companies and organizations around the world choose IBM Cognos Business Intelligence (BI) software to gain a complete perspective of their business. Cognos innovations in business intelligence are designed to give more people broader analytics capabilities so that everyone has the relevant information needed to drive their part of the business forward. With one of the broadest set of analytics capabilities in the market, Cognos BI delivers a full range of functions including reporting, analysis, dashboarding and scorecarding, plus "what-if" analysis, real-time monitoring, and statistical analysis.

IBM SPSS software

Predictive analytics using IBM SPSS software helps your organization anticipate change so that you can plan and carry out strategies that improve outcomes. By applying predictive analytics solutions to data you already have, your organization can uncover unexpected patterns and associations and develop models to guide front-line interactions. This means you can prevent high-value customers from leaving, sell additional services to current customers, develop successful products more efficiently, or identify and minimize fraud and risk. Predictive analytics gives you the knowledge to predict and the power to act.

The ideal IBM platform for implementing these integrated and optimized analytics solutions are Power Systems. Why? Power Systems is the industry's best platform for compute intensive analytics workloads. They are scalable, optimized and resilient, with massively parallel POWER7+ processors engineered to support complex queries, but at the lowest possible costs. Power Systems and analytics provide companies with a competitive advantage to do more with less.

How Our Experience Can Help You?

As you drive business innovation by examining your business processes, technology, products and services, IBM remains your trusted partner. You want smart, robust technology solutions without sending your budget out of control. We have the total expertise—in systems, software, delivery and financing—to help you refresh and optimize your IT for the constant flow of opportunities and challenges you face.

Additional references

Benchmarking paper

- Analyst Papers: ITG: Cost/Benefit Case for Enterprise Warehouse Solutions
  https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=sw-infomgt&S_PKG=dwanalyst6

- White Paper: Best Practices and Advantages for Cognos BI on POWER7
  https://review.boulder.ibm.com/webapp/iwm/web/signup.do?source=stg-web&S_PKG=us-en-po-wp-cognosbi&test=Y

- White Paper: Best Practices for SPSS on POWER7
  http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_PO_PO_USEN&htmlfid=POW03077USEN&attachment=POW03077USEN.PDF

Analyst papers

- Analyst Paper: IDC: Laying the Foundation for Successful BA Solution
  https://www.ibm.com/services/forms/signup.do?source=stg-web&S_PKG=ov9231

- Analyst Paper: Joe Clabby on BA Buying Criteria: The Three Maxims
  http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&htmlfid=XBL03023USEN

- Analyst Paper: Gabriel Consulting Group on Big Data
  http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=WH&infotype=SA&appname=STGE_PO_PO_USEN&htmlfid=POL03133USEN&attachment=POL03133USEN.PDF