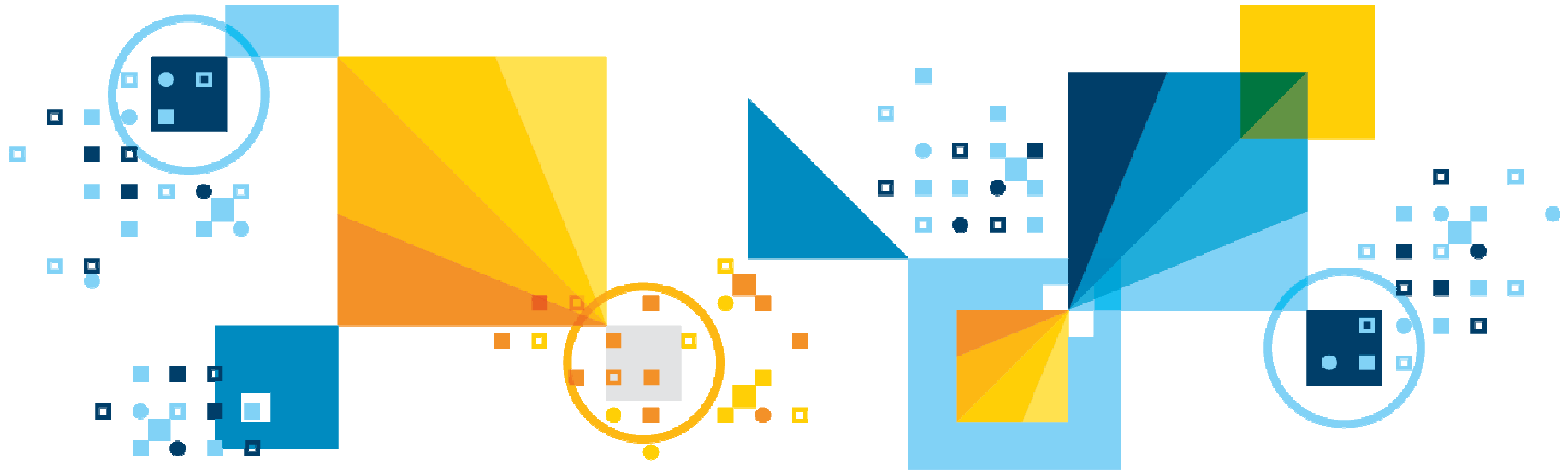


The insights to transform the business with speed and conviction

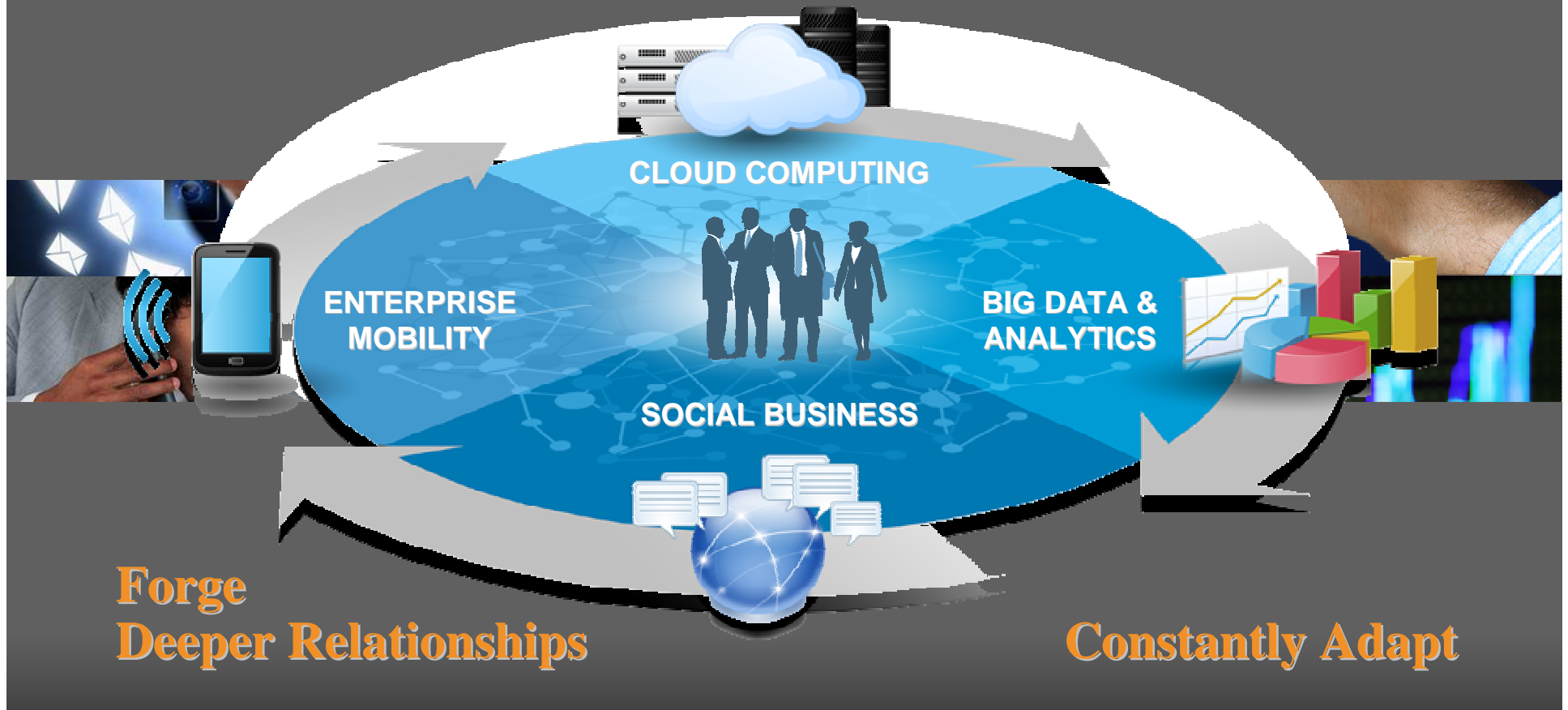
Kıvanç Uslu
IBM Türk CTO
kivanc@tr.ibm.com



**Client-centric
Digitally-savvy**

Four Technologies Help Define the Smarter Enterprise

**Insight-driven
Embracing All Data**



The World of Big Data & Analytics Is Rapidly Expanding

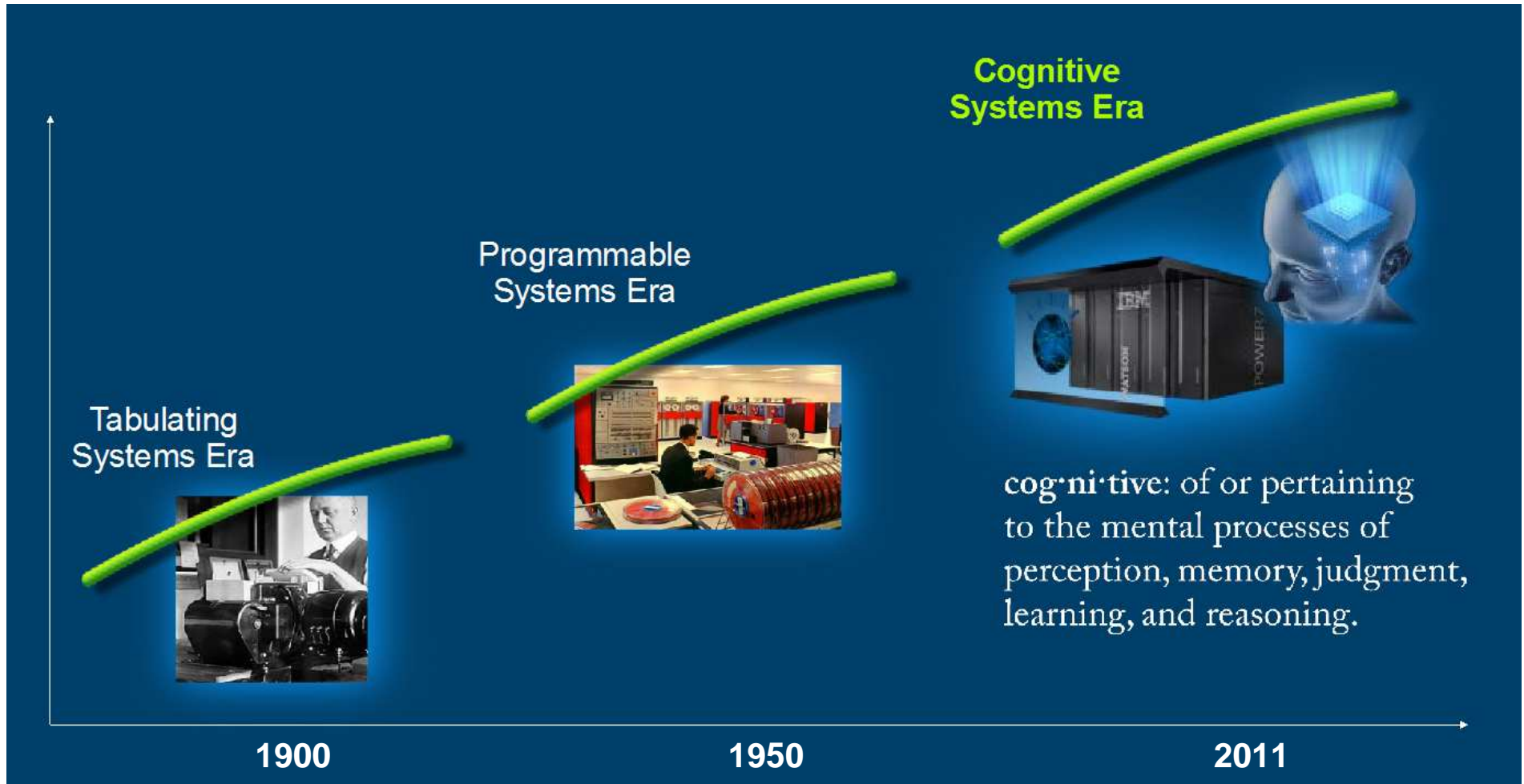


Untapped Resource

Empower Everyone

Increased Value

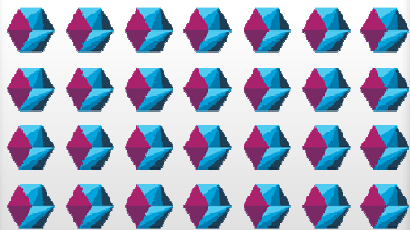
We Have Entered a New Era of Computing . . .



. . .Enabling New Opportunities and Outcomes

Big Data Is All Data

Volume




Data at Scale

Variety




Data in Many Forms

Velocity



Data in Motion

Veracity



Data Uncertainty

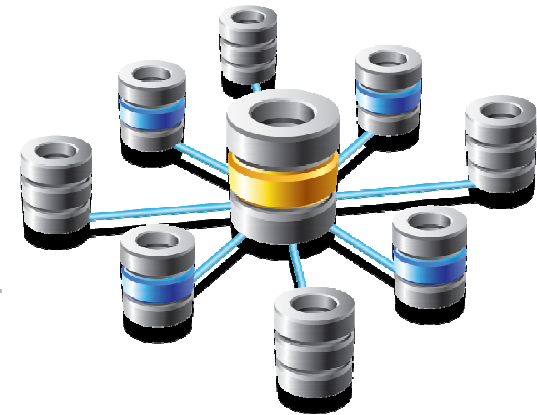
Adding Value at Every Point of Interaction



Systems of Engagement

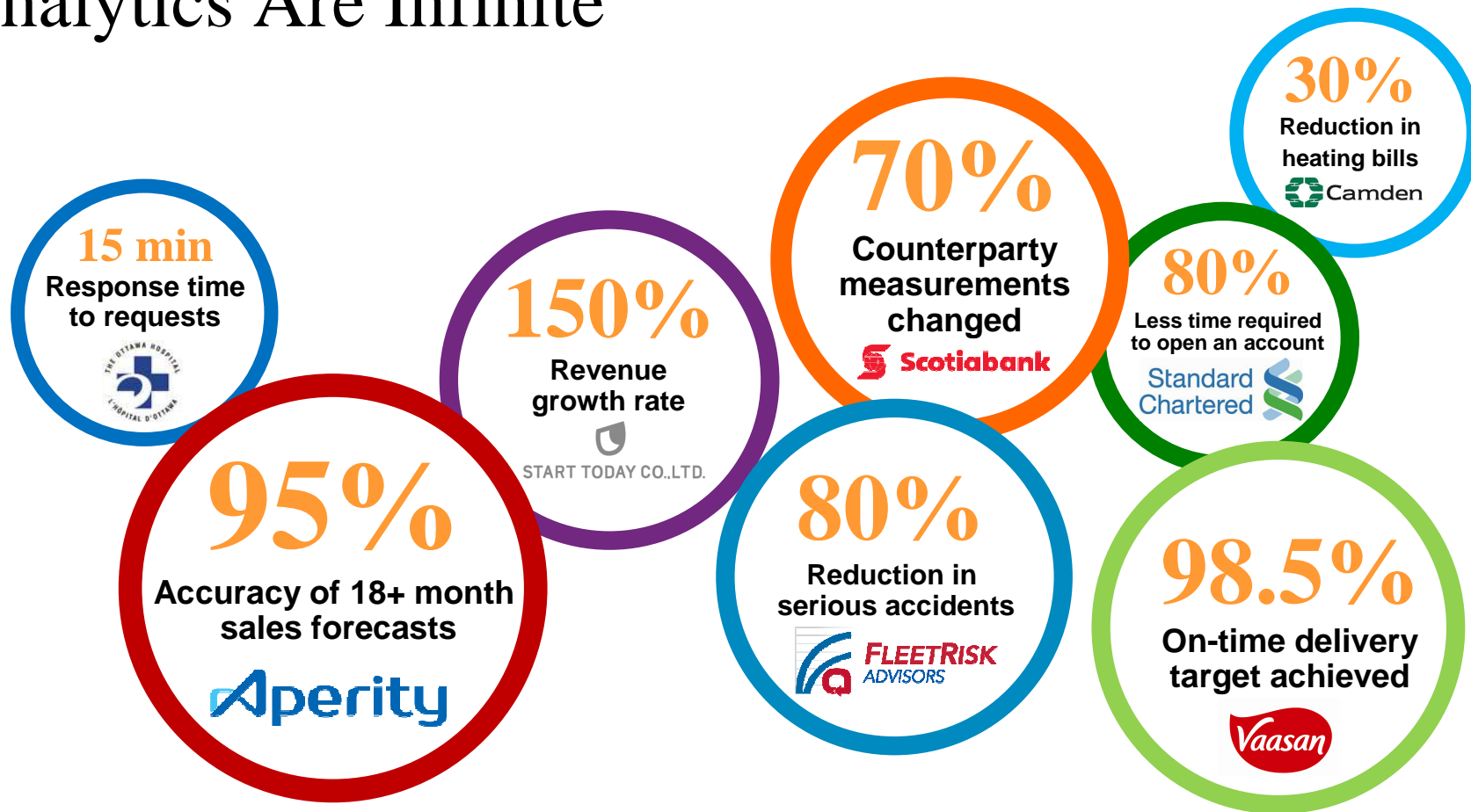


Big Data & Analytics



Systems of Record

The Opportunities from Big Data & Analytics Are Infinite



Why Act Now?

Outperform



Of leaders cite growth as the key source of value from analytics

Manage Risk



Of respondents were impacted by a cyber security breach over the past 24 months

Create IT Agility



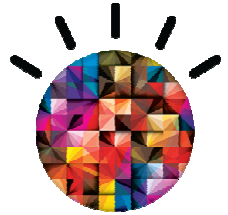
Only 1 in 5 organizations allocate more than 50% of IT budget to new projects

Source:

1 - IBM IBV Study: Analytics: A blueprint for value, October 2013

2 - IBM Global Study on the Economic Impact of IT Risk, 2013

3 - IBM Global Data Center Study, 2012



Three Key Imperatives for Big Data & Analytics Success

**Build a culture
that infuses
analytics
everywhere**

Imagine It.

**Invest in a
big data &
analytics
platform**

Realize It.

**Be proactive
about privacy,
security and
governance**

Trust It.

Imagine It. Start with your people.

20%

U.S. Department of
Labor Forecasts*



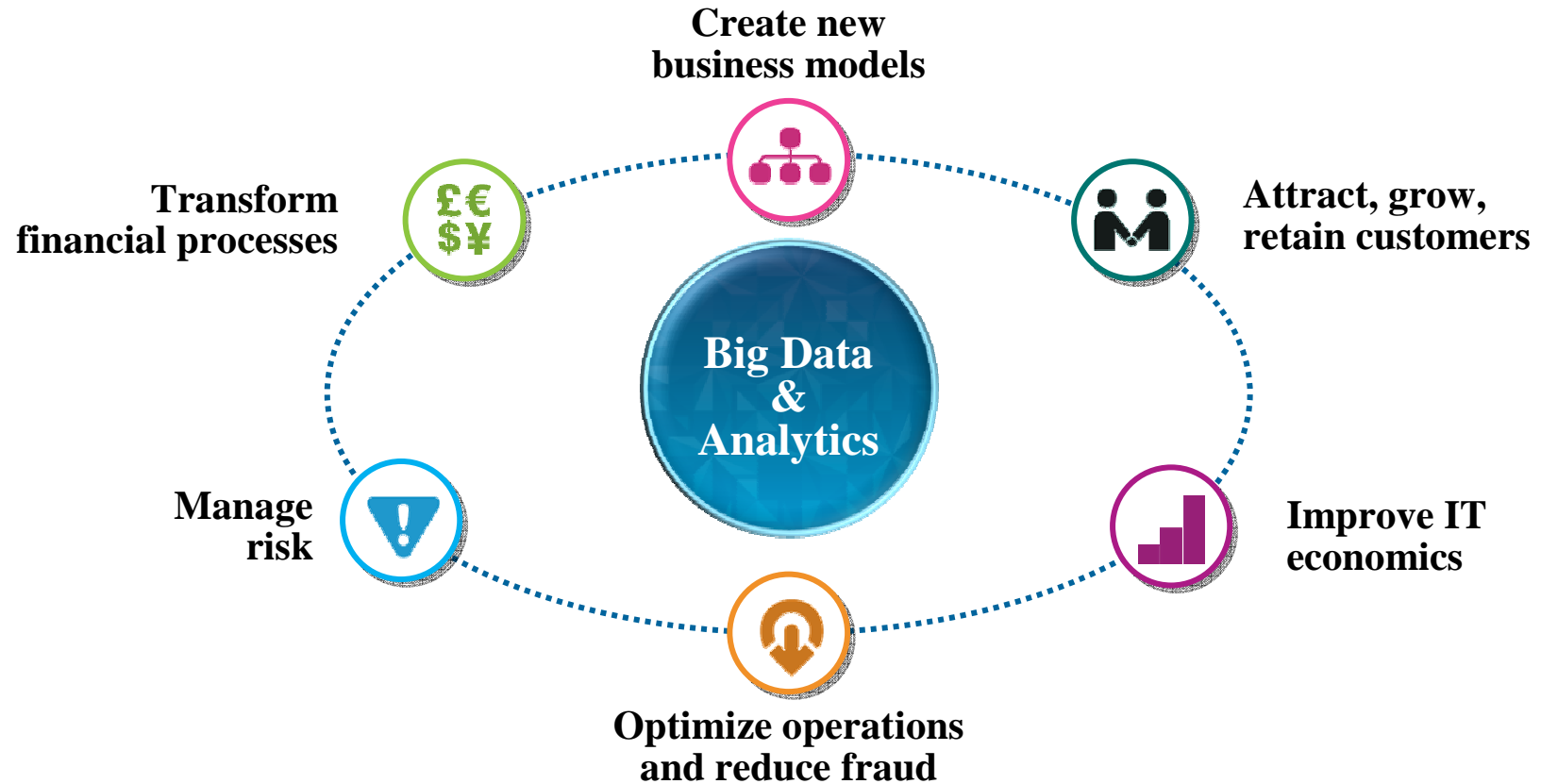
Skills

Roles

Mastery

*More than 20 percent increase in analytics-based jobs between now and 2018.

Imagine It. Infuse analytics into key business processes.



Imagine It. Every Industry can Leverage Big Data and Analytics.

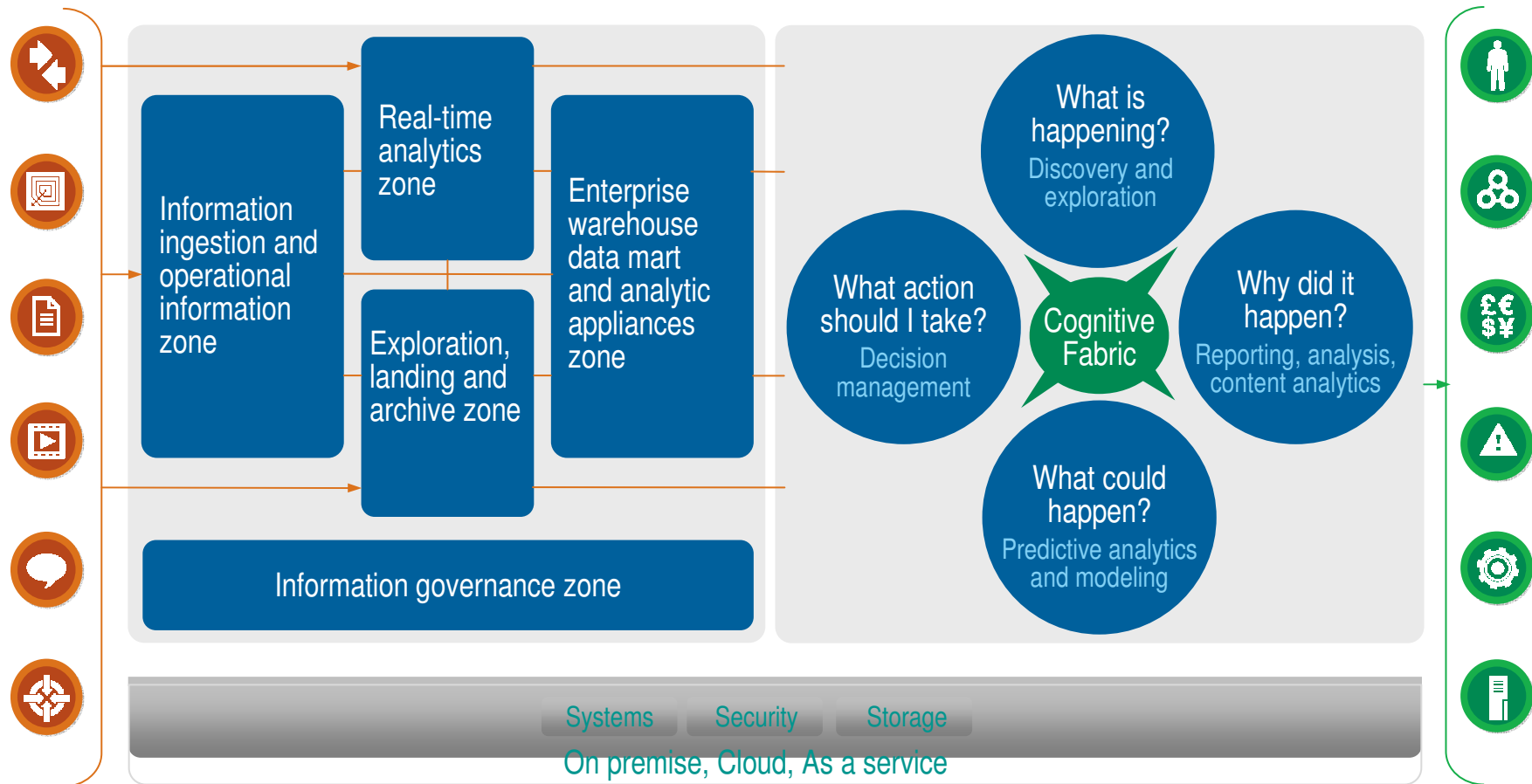
<p>Banking</p> <ul style="list-style-type: none"> • Optimizing Offers and Cross-sell • Customer Service and Call Center Efficiency 	<p>Insurance</p> <ul style="list-style-type: none"> • 360° View of Domain or Subject • Catastrophe Modeling • Fraud & Abuse 	<p>Telco</p> <ul style="list-style-type: none"> • Pro-active Call Center • Network Analytics • Location Based Services 	<p>Energy & Utilities</p> <ul style="list-style-type: none"> • Smart Meter Analytics • Distribution Load Forecasting/Scheduling • Condition Based Maintenance 	<p>Media & Entertainment</p> <ul style="list-style-type: none"> • Business process transformation • Audience & Marketing Optimization
<p>Retail</p> <ul style="list-style-type: none"> • Actionable Customer Insight • Merchandise Optimization • Dynamic Pricing 	<p>Travel & Transport</p> <ul style="list-style-type: none"> • Customer Analytics & Loyalty Marketing • Predictive Maintenance Analytics 	<p>Consumer Products</p> <ul style="list-style-type: none"> • Shelf Availability • Promotional Spend Optimization • Merchandising Compliance 	<p>Government</p> <ul style="list-style-type: none"> • Civilian Services • Defense & Intelligence • Tax & Treasury Services 	<p>Healthcare</p> <ul style="list-style-type: none"> • Measure & Act on Population Health Outcomes • Engage Consumers in their Healthcare
<p>Automotive</p> <ul style="list-style-type: none"> • Advanced Condition Monitoring • Data Warehouse Optimization 	<p>Chemical & Petroleum</p> <ul style="list-style-type: none"> • Operational Surveillance, Analysis & Optimization • Data Warehouse Consolidation, Integration & Augmentation 	<p>Aerospace & Defense</p> <ul style="list-style-type: none"> • Uniform Information Access Platform • Data Warehouse Optimization 	<p>Electronics</p> <ul style="list-style-type: none"> • Customer/ Channel Analytics • Advanced Condition Monitoring 	<p>Life Sciences</p> <ul style="list-style-type: none"> • Increase visibility into drug safety and effectiveness

Realize It. IBM Big Data & Analytics.

All Data

IBM Watson Foundations

New/Enhanced Applications



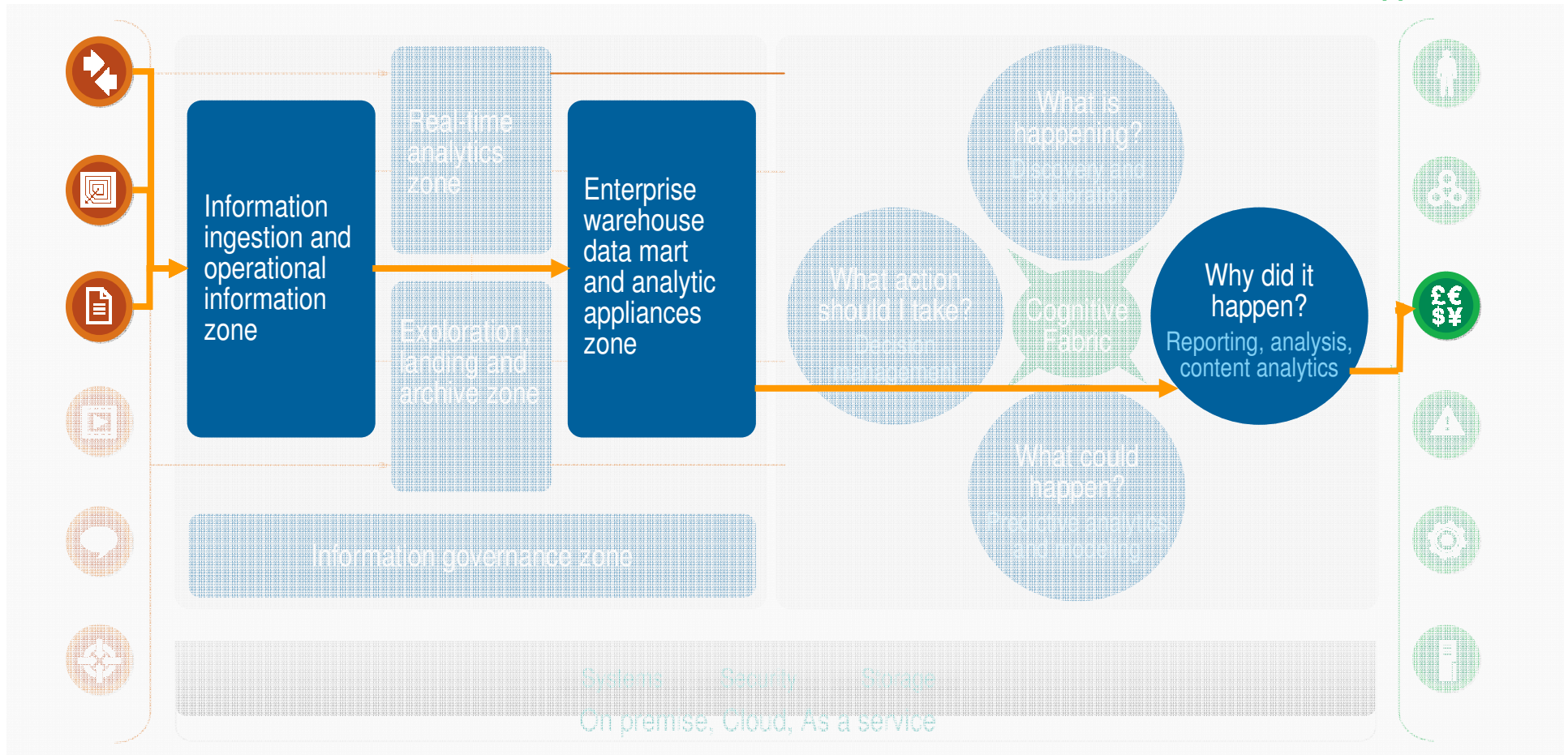
IBM Big Data & Analytics Infrastructure

Realize It. Transform Financial Processes.

All Data

IBM Watson Foundations

New/Enhanced Applications



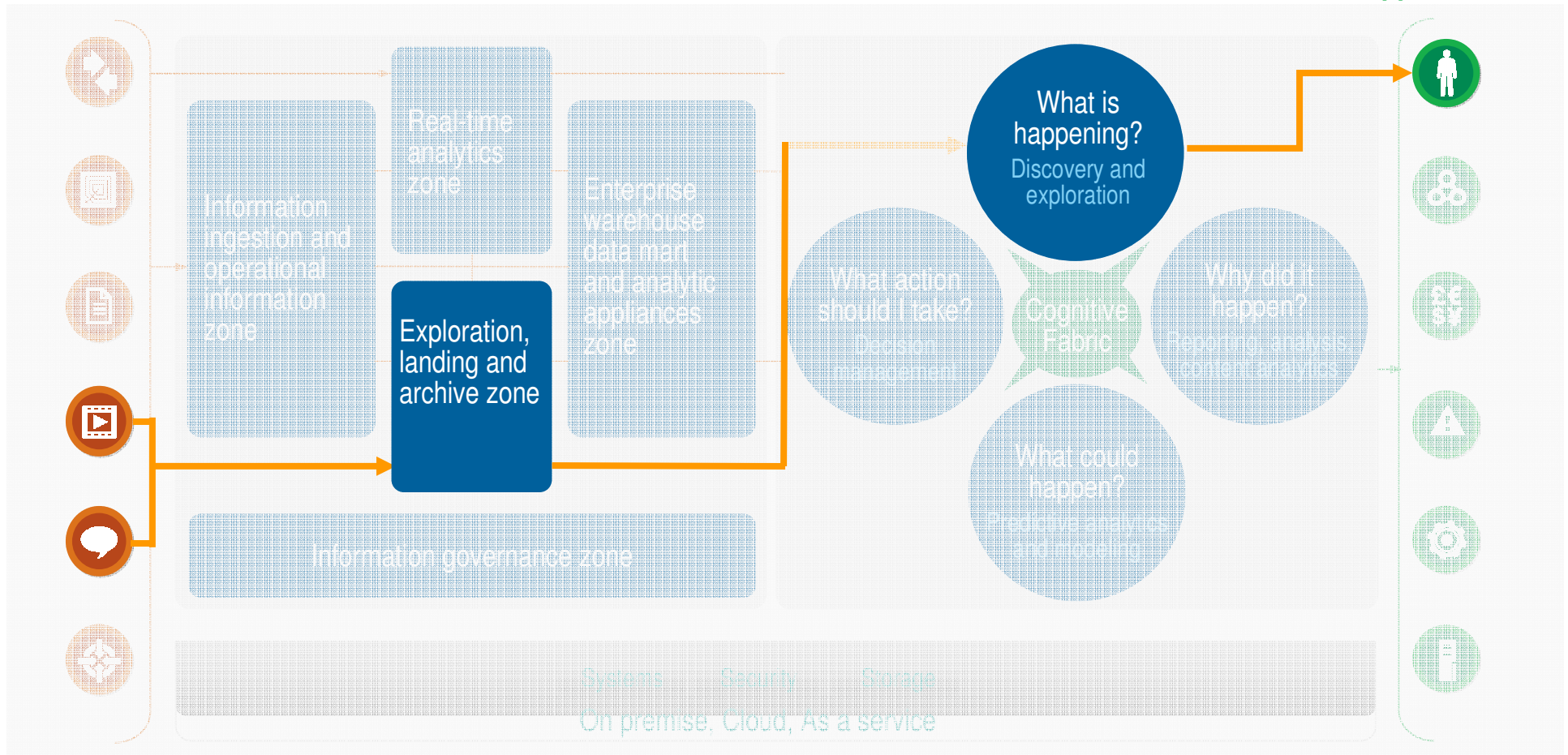
IBM Big Data & Analytics Infrastructure

Realize It. Understand Customer Behavior.

All Data

IBM Watson Foundations

New/Enhanced Applications



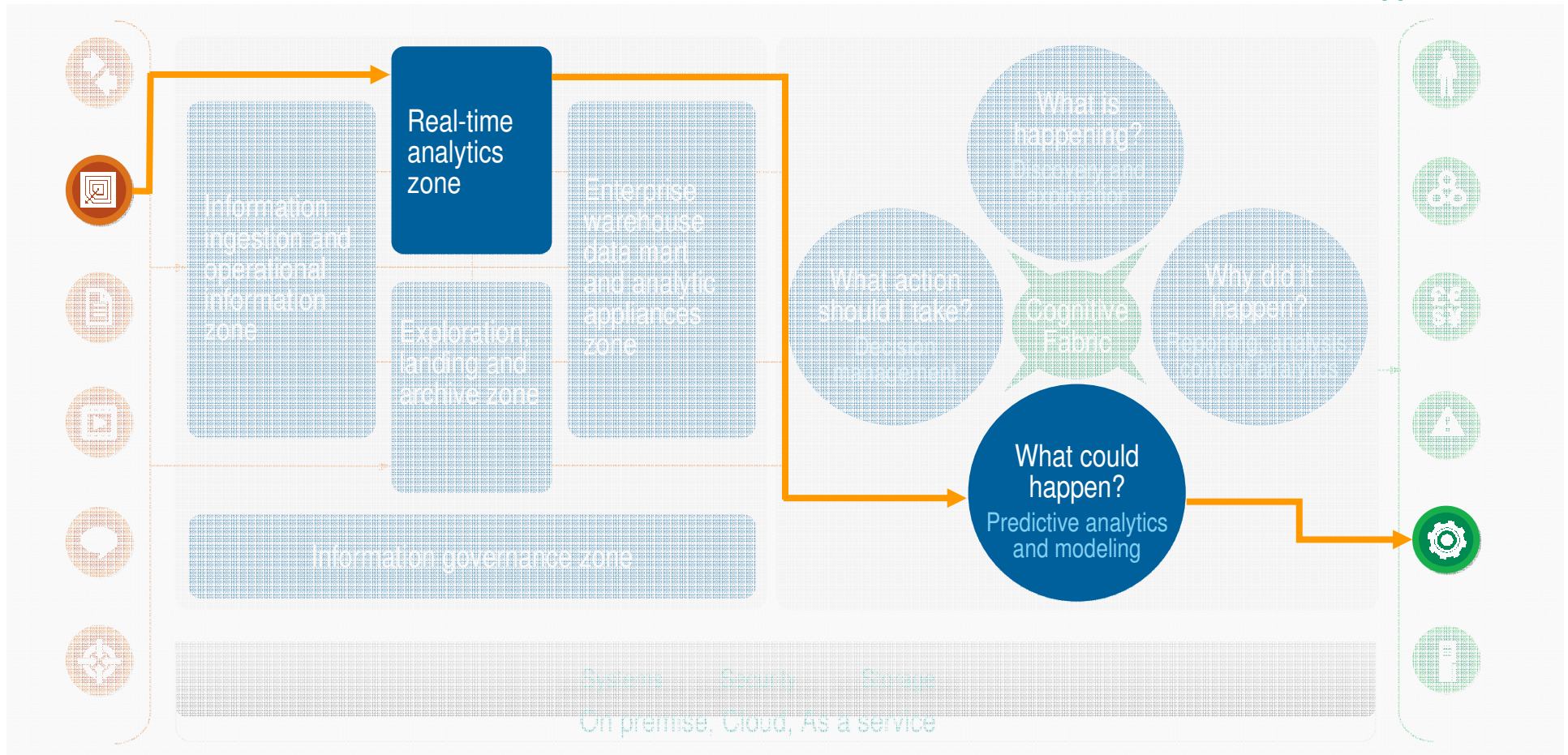
IBM Big Data & Analytics Infrastructure

Realize It. Improve Customer Experience in Real-time.

All Data

IBM Watson Foundations

New/Enhanced Applications



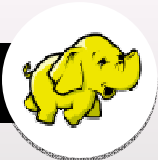
IBM Big Data & Analytics Infrastructure

Realize It. Optimize your Big Data & Analytics Infrastructure.

4x

IBM InfoSphere
BigInsights delivers
performance gain¹

InfoSphere BigInsights for Hadoop



Open Source Hadoop

1. Audited STAC[®] Report Securities Technology Analysis Center

38x

Average
Acceleration
Of database queries
for reporting²

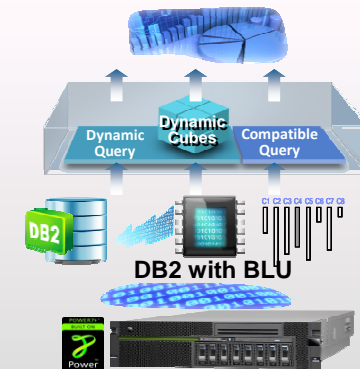
Cognos BI

+

DB2 BLU

+

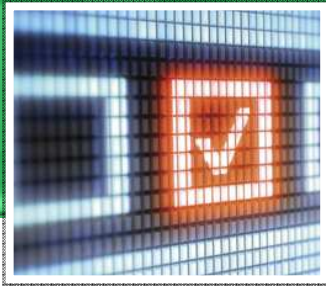
Power



2. Based on internal tests.

Trust It. Be proactive about privacy, security and governance.

Trust the facts



**Create foundation
of trusted data**

**Ensure privacy
and security**



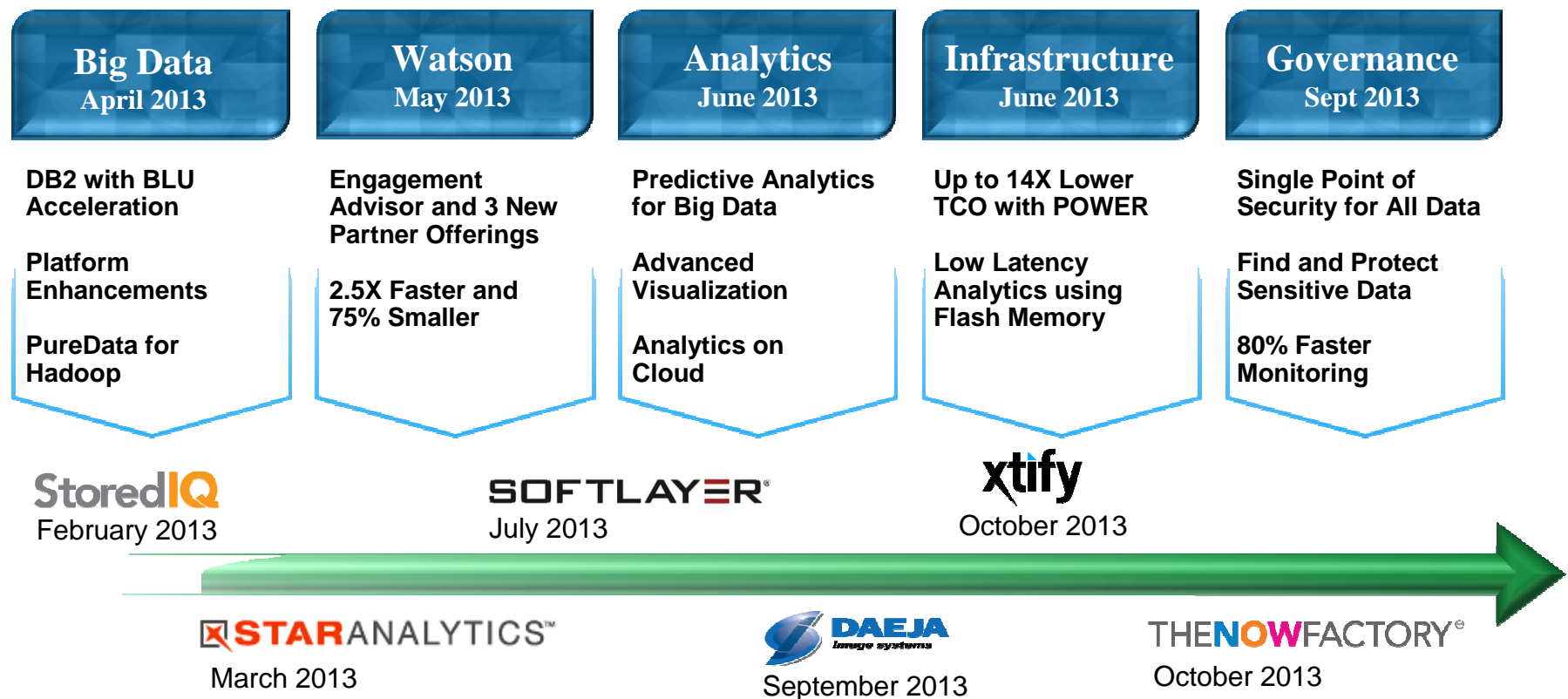
**Understand usage and
monitor compliance**

**Make risk
aware decisions**



**Model exposure and
understand variability**

An Unprecedented Year of Leadership and Innovation



IBM Big Data & Analytics Portfolio



Unique – fuels journey to Cognitive

Innovative – easy to consume

Complete – enterprise-ready

Fast – start anywhere and grow

Watson Foundations uniquely...

Helps me discover fresh insights

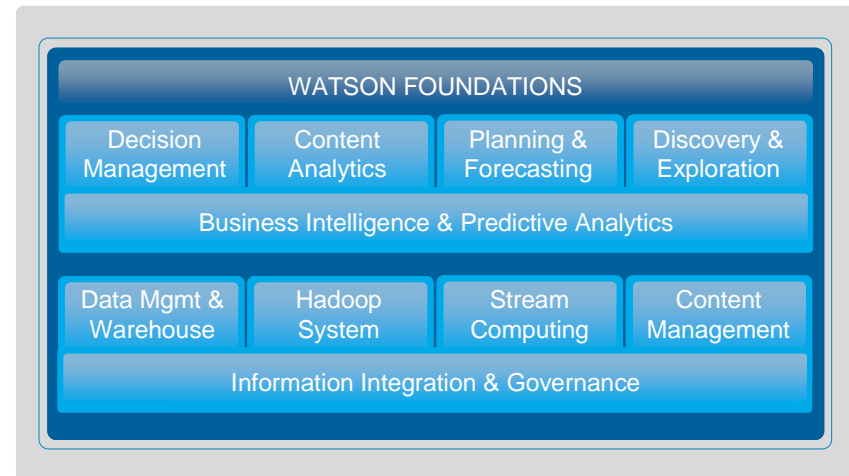
- Predictive and content analytics to uncover patterns not yet known
- Interactive exploration across all data

Operates in a timely fashion

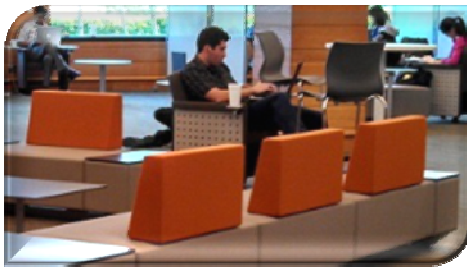
- Real-time analytics as data flows through an organization
- Enterprise-class Hadoop that runs 4x faster
- In-memory computing for speed of thought analytics

Establishes trust so I can act with confidence

- Governance across complete data lifecycle including Hadoop
- Security and privacy with compliance
- Transparency and context to decision-making



Go Further and Faster with IBM



Accelerated Discovery Lab



Expertise

30K
Engagements
9K
Consultants



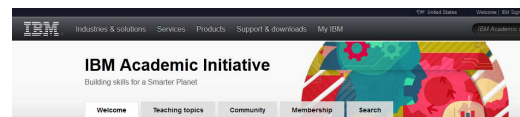
2,500
Business Partners

Ecosystem



Analytics Solution Centers

1,000
Partnerships



Academic Initiative



Resources

Are You Being **BOLD** Enough?

Imagine It.

Have you unleashed your organization's creativity?

Realize It.

Have you architected for all data and all paradigms?

Trust It.

Are you protecting your data and your reputation?

Thank You