Lotus. Connections | Home | **Profiles** | Communities | Blogs | Bookmarks | Activities | Files | Wikis | English ▼ | Heng, Joanne | Help | w3 Home | Feedback | Support Forum | Log Out

| Profiles Home | My Profile | Edit My Profile | | 📧 Profiles by Name ▼ | Search | 🔍 |

(no status set)

Tags

Tagged by 1 person

swg.igs-alliance   1

View as cloud | list

Spang, Bernard M. (Bernie)

IBM employee, Regular
IBM USA
IBM Software Group, Information Management
Director, Strategy and Marketing, Database Software and Systems
Market Management Offering Manager: General
294 ROUTE 100 SOMERS , NY , United States
Building: SOM1 | Floor: 3 | Office: 3J31
1-914-766-1491
spang@us.ibm.com
Assistant: Mormile, Catherine M.

Local Time: 4:02 AM

📧 Send e-mail | ➕ Invite to My Network | 📇 Download vCard

▶ **Contact Information**

▶ **Background**

▼ **The Board**

Write a message on this profile board.

Hall, Matthew J. wrote Sep 24 2010

Hi Bernie - looking forward to 10/7: http://w3.ibm.com/news/w3news/top_stories/2010/09/stgswg_storage_launch.html

Report to chain

⌐ Krishna, Arvind
  └⌐ Laverty, David (DAVID)
    └⌐ Sall, Eric S.
      └■ Spang, Bernard M. (Bernie)

Full report-to chain

Same manager

People managed

Network

No network contacts are associated with this profile

Show all (0)

My Links

There are no links yet for this profile.

Lotusphere and
InformationOnDemand
Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

Gain Insight.
Optimize Results.

Bernard M. Spang
Director, Strategy and Marketing
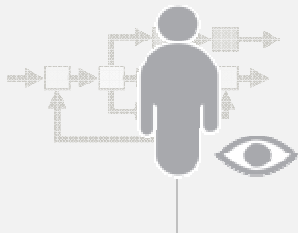Data Software and Systems
IBM Software Group, Worldwide

IBM®

Imagine if you could…

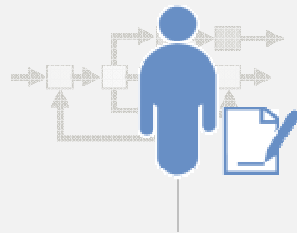*…predict infection in premature newborns 24 hours earlier?*

…apply social relationships of customers to prevent churn?

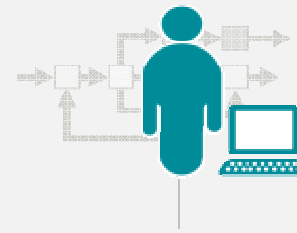*…adjust credit lines as transactions are occurring to account for risk fluctuations?*

…determine who to offer discounts at time of sale instead of offering to all?

Physician

Telco Call Center Rep

Loan Officer
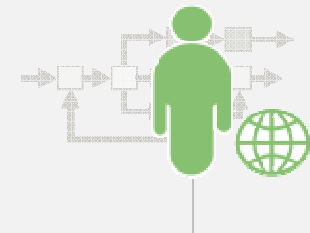
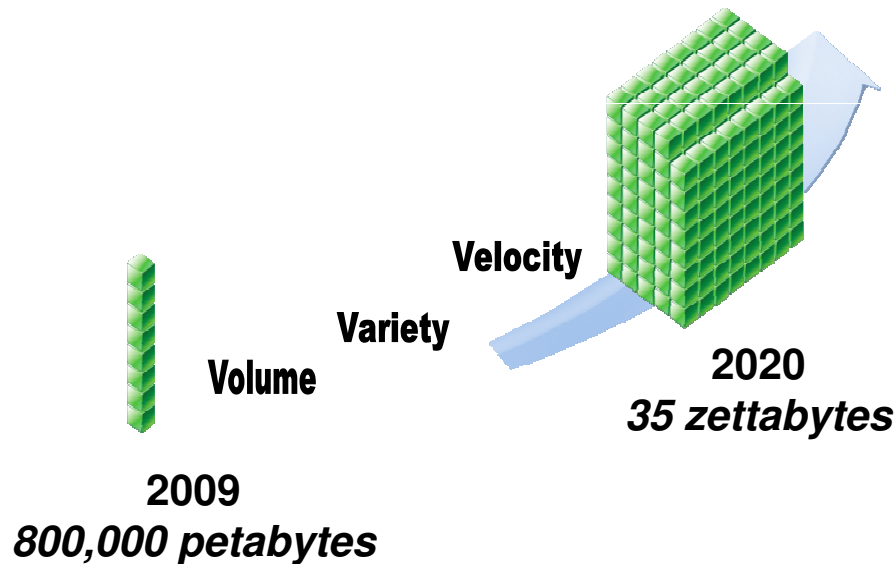**Retail Sales Associate**

IBM

An Explosion in Volume and Variety of Information…

44x as much Data and Content Over Coming Decade

Velocity

Variety

Volume

2009
800,000 petabytes

2020
35 zettabytes

30 Billion RFID tags by 2010

4.6 Billon Mobile Phones

10 terabytes of data every day

Capital market data volumes grew 1,750%, 2003-06

IBM

… Yet Organizations Are Still Starved For Insight

1 in 3
Business leaders frequently make decisions based on information they don't trust, or don't have

83%
of CIOs cited "Business intelligence and analytics" as part of their visionary plans to enhance competitiveness

1 in 2
Business leaders say they don't have access to the information they need to do their jobs

35%
of organizations will look to replace their current warehouse with a pre-integrated Warehouse solution in the next 3 years, only 14% have today

Sources:
- **IBM Institute for Business Value, 2009**
- **IBM CIO Study 2010**
- **TDWI: Next Generation Data Warehouse Platforms Q4 2009**

IBM

The Gap between Information and Outcomes

Information Explosion

Optimized Outcomes
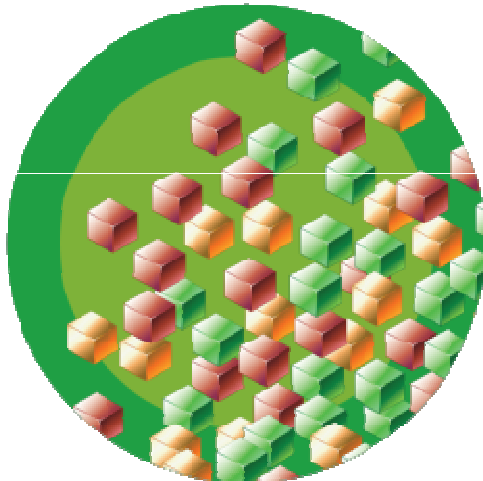
How do I align my information with my business?

How do I make the right information available when and where it's needed?

How do I support better decision making throughout my organization?

Enhance Customer Understanding

Optimize Real-Time Decisions

Foster Collaborative Decisions

Enable Enterprise Visibility

IBM

Bridging the Gap with
Business Analytics and Optimization

Is the
#1 Priority for CIOs

Business Analytics

Information Management

Has doubled in Importance for CFOs

IBM
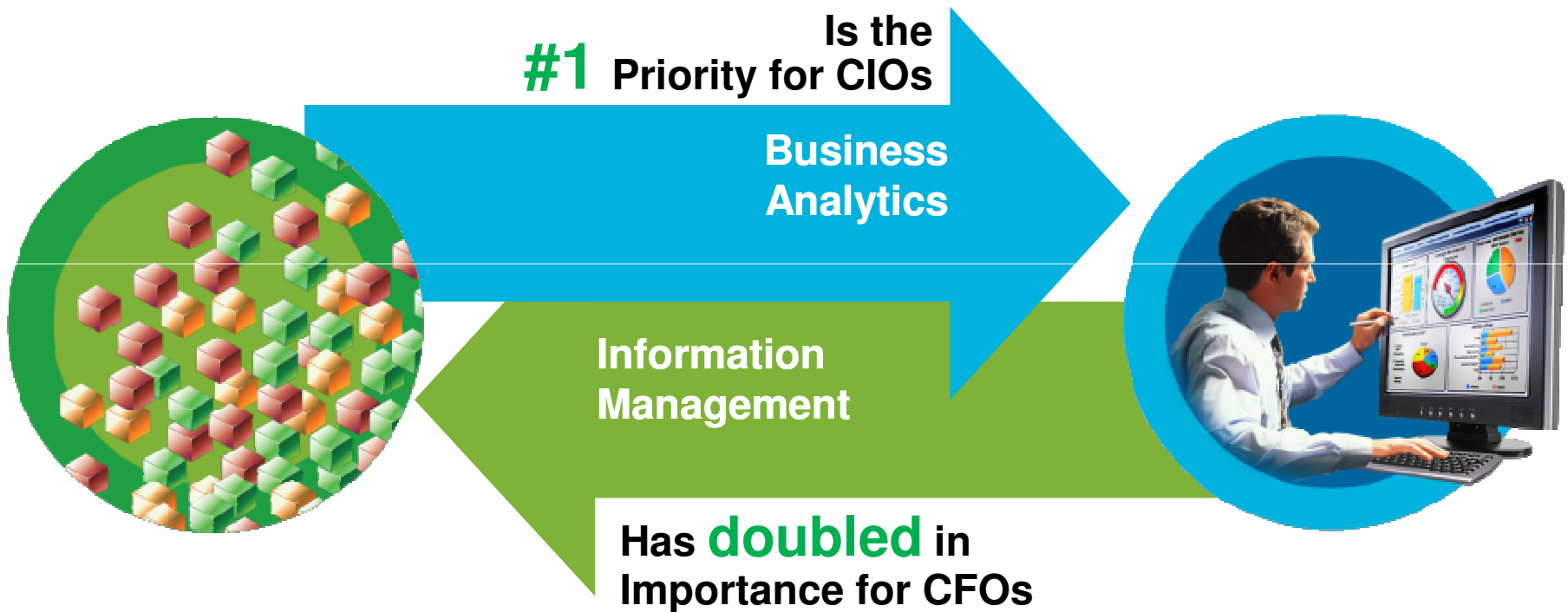
Imagine How Gaining Insight
Could Enable You to Optimize Your Business

AVIS *Europe*

50% Reduction in marketing costs through better targeting

New York State
Department of Taxation and Finance

$1.2B Questionable tax refunds avoided since 2004

SE Asian Government Agency

75% 128-day investment licensing approvals reduced to 30 days

IBM

An Analytics-Driven Organization
Gains Insight & Optimizes Results

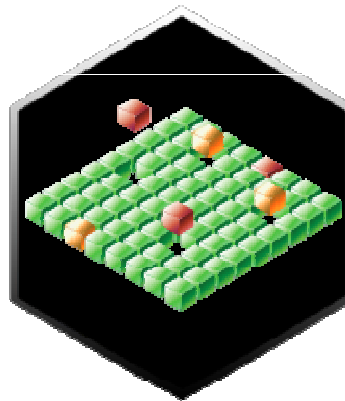**Plan an Information Agenda…**

…to align with your business strategy

Master Your Information…

…to ensure it is accurate, relevant and governed

Apply Business Analytics…

…to anticipate and shape business outcomes

IBM

Delivering Trusted Information for Smarter Business Decisions Across Your Entire Information Supply Chain

Transactional & Collaborative Applications

Business Analytics Applications

Analyze

Integrate

Content

Big Data

Manage

Master Data

Cubes

Data

Transform & Cleanse

Streams

Content

Data Warehouses

External Information Sources

Streaming Information

Govern

Quality

Lifecycle

Security & Privacy

Standards

IBM
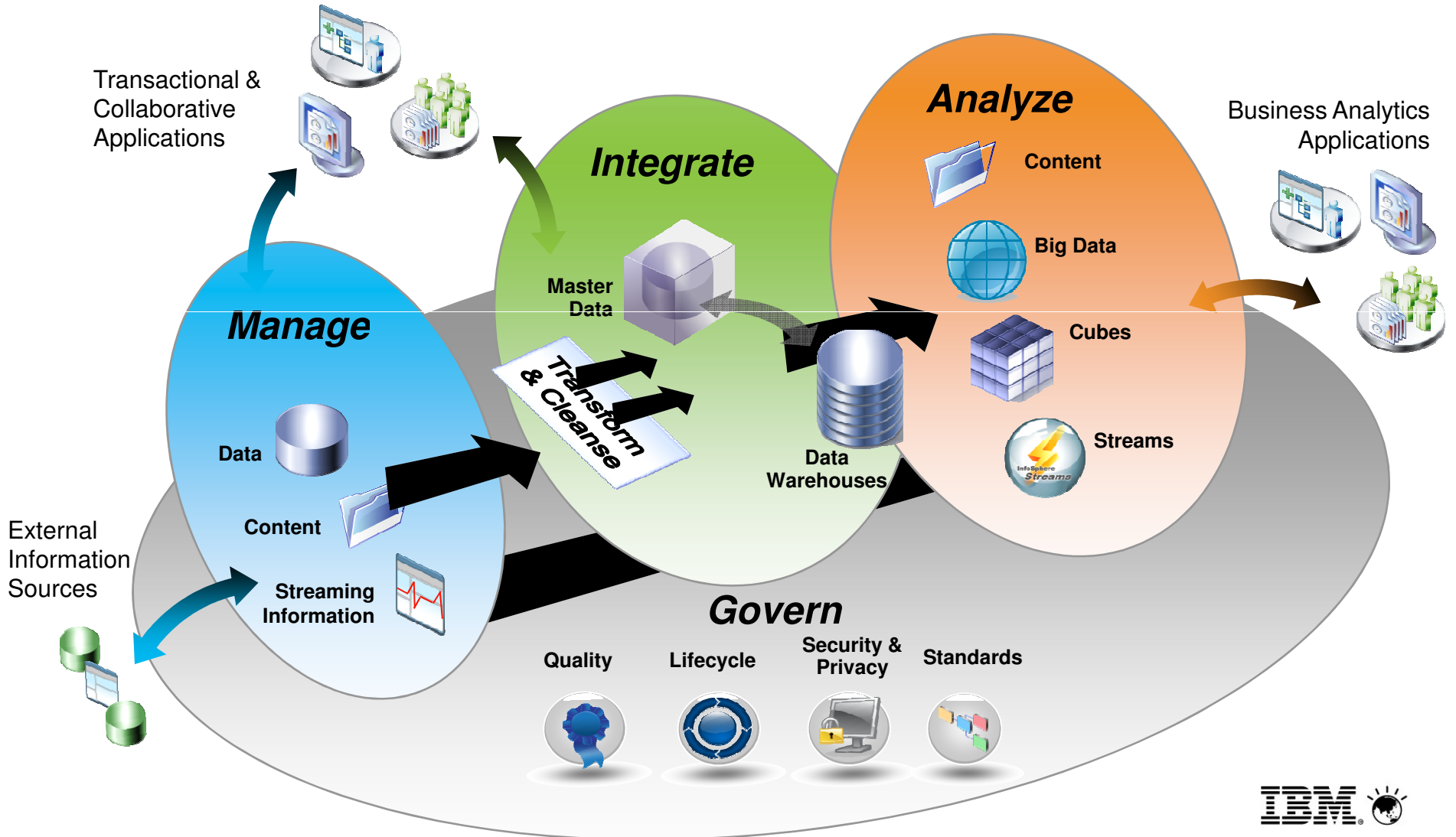
Where Organizations are Focusing Business Analytics and Optimization

Enhance Customer Understanding

- Customer Churn
- Marketing Spend
- Sales Productivity

Optimize Real-Time Decisions

- Trading Advantage
- Fraud Protection
- Health Monitoring

Foster Collaborative Decisions

- Customer Service
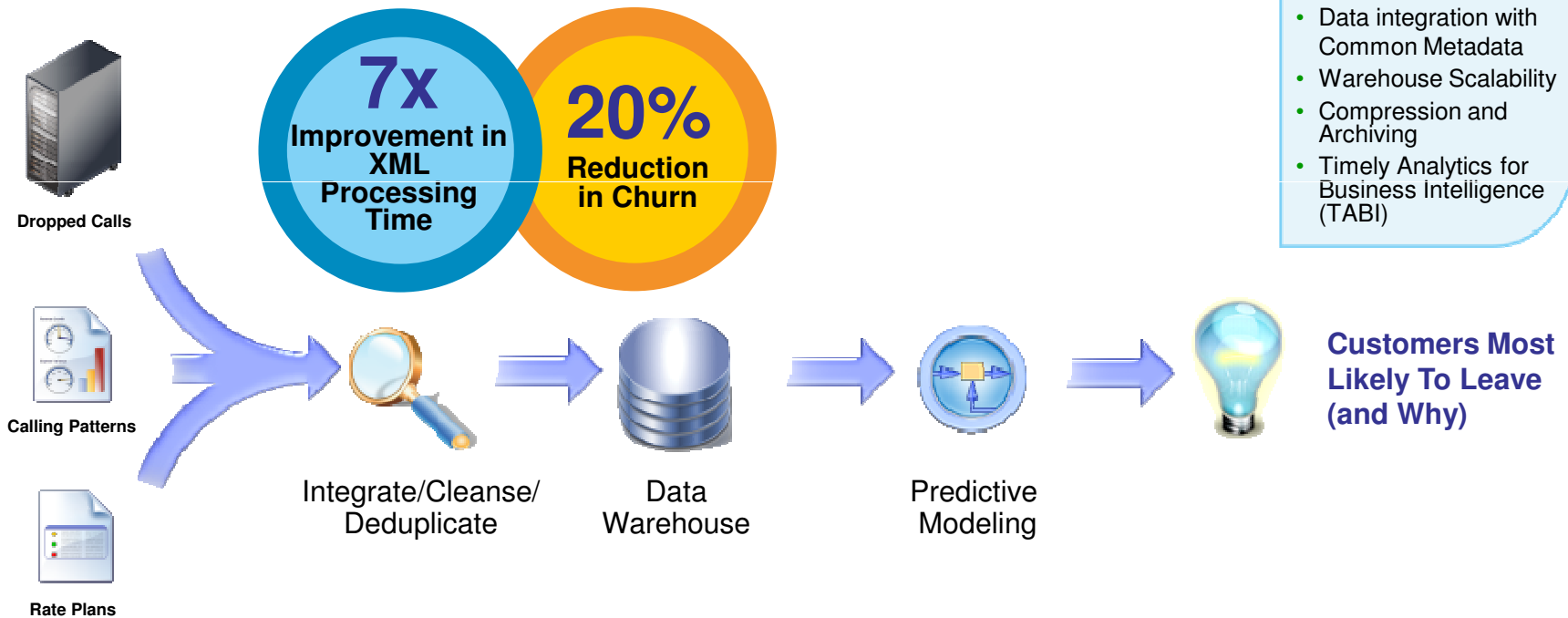- Channel Management
- Loan Origination

Enable Enterprise Visibility

- Risk Management
- Demand Visibility
- Strategy Alignment

IBM

Enhance Customer Understanding: Customer Churn

Why do people leave and how can you intervene before it's too late?

7x Improvement in XML Processing Time

20% Reduction in Churn

Key Technologies
- Customer Analytics
- Predictive Analytics
- Data integration with Common Metadata
- Warehouse Scalability
- Compression and Archiving
- Timely Analytics for Business Intelligence (TABI)

Dropped Calls

Calling Patterns

Rate Plans

Integrate/Cleanse/Deduplicate

Data Warehouse

Predictive Modeling

Customers Most Likely To Leave (and Why)

IBM

Optimize Real-Time Decisions: Fraud Protection

How can you detect fraud before transactions are ac

Batch

Attempted Collection

Batch Fraud Identification

Transaction Accepted

Transaction Processed

Incoming Transaction

Real-Time

Transaction Accepted

Transaction Rejected

Transaction Processed

Real-Time Fraud Identification

Incoming Transaction

11.4M Messages per second

$1.2B savings

Key Technologies
- Finance Analytics
- Real-Time Analytics
- Stream Processing
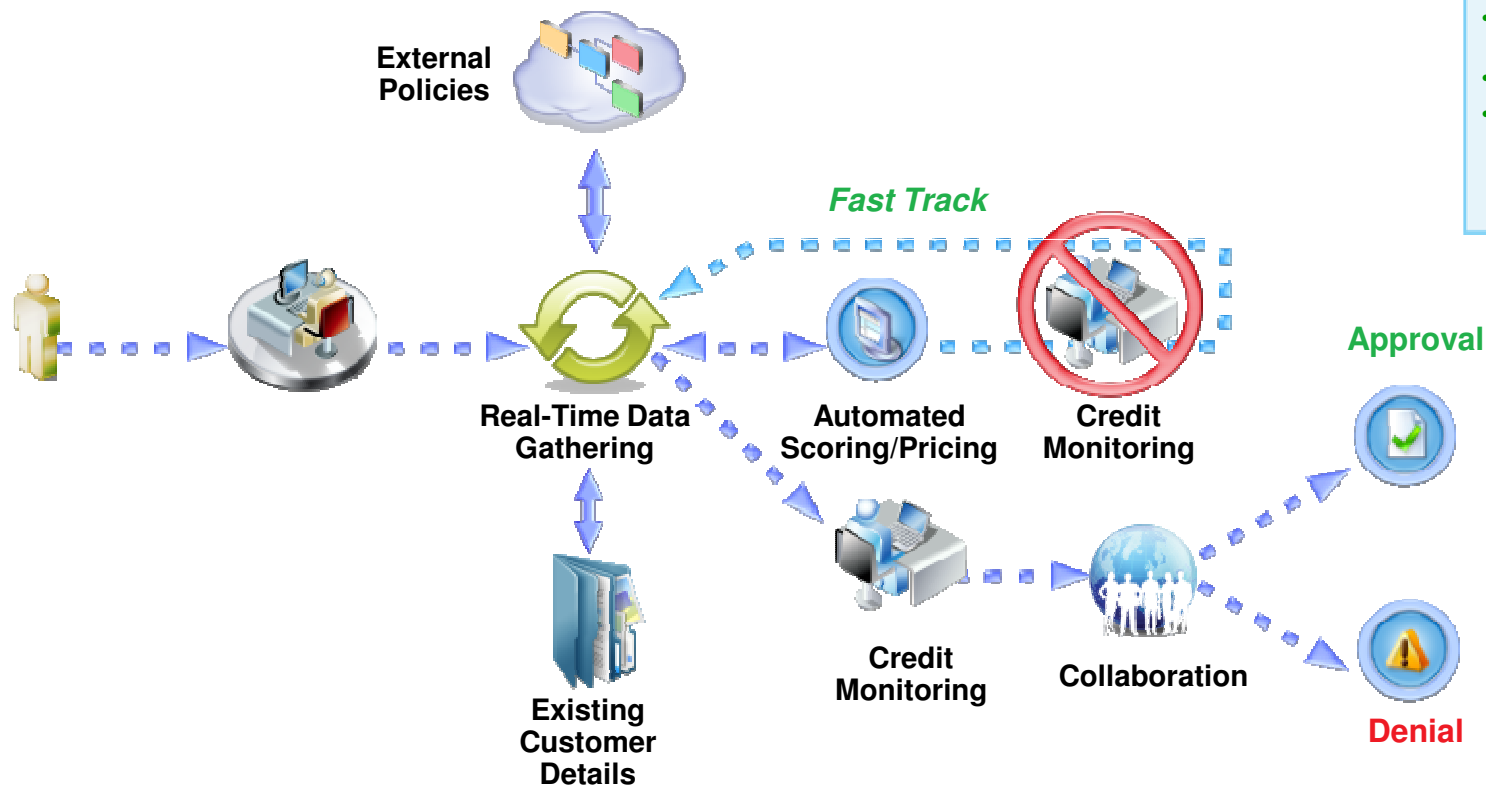- Pattern Detection
- Self-Learning
- Industry Models

IBM

Foster Collaborative Decisions: Loan Origination

How can you maximize customer service while min

Key Technologies
- Content Analytics
- Advanced Case Management
- Business Rules
- Integrated Collaboration

External Policies

Fast Track

Real-Time Data Gathering

Automated Scoring/Pricing

Credit Monitoring

Approval

Existing Customer Details

Credit Monitoring

Collaboration

Denial

6 Days to **5 seconds** new loan processing

IBM

All Workloads Are Not the Same

TRANSACTION PROCESSING AND DATABASE
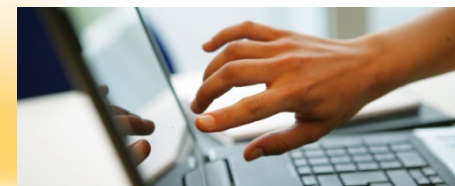
BUSINESS PROCESS MANAGEMENT

Integrated,

BUSINESS INTELLIGENCE AND ANALYTICS

WEB AND COLLABORATION

A "one size fits all" view
does not match reality

IBM

ERROR: stackunderflow
OFFENDING COMMAND: ~

STACK: