



Information is everywhere – **so why aren't you any the wiser?**

From tablets to laptops and smartphones, you're handling more data than ever before. **Analysing and converting** that mass of information into coherent insight could **transform your company's performance**. Do you know how to tap into this potential to **anticipate market trends** and **predict where your business should be heading?**

Half of business leaders surveyed by IBM claim that they **do not have access to sufficient information** in order to do their jobs.¹ A third claim they have made major decisions with **incomplete information** or information they don't trust.²

What does this mean for business?

The mass of structured and unstructured data already in circulation is enormous and the total amount of digital content in the world is forecasted to grow by 44 times between 2009 and 2020.³

Businesses should be tapping into the potential value of that data stream. How can that information be used as a driver for growth? Is your organisation doing more with the information already at its disposal?

COST, COMPETITIVE ADVANTAGE AND THE CIO

This rich flow of information represents undeniable potential: modernising core systems can save organisations millions by improving the way they tap into, use and store information. Some have achieved up to 50 per cent reduction in data storage space requirements alone.⁴

The potential of business intelligence and analytics is clearly on the agenda for business. Eighty-three per cent of CIOs cite this as the most exciting area for innovation and opportunities to boost their businesses' performance and competitiveness.⁵

Turning large volumes of random, often raw, data into useful information demands an efficient information management system. The goal is a single, consistent view of the business with a full range of decision-making capabilities. The system should also offer a rapid return on investment and time to value, and have the flexibility to grow with your business.

NEED TO KNOW: FOUR FUNDAMENTALS

Some essential factors should be kept in mind when implementing a system designed to get the most of business information:

Regulation, reputation and operation risks. Today's technology can provide a more intelligent approach to risk management allowing for operational risk monitoring, control and improved understanding through causal analysis and use of effective key indicators. Regulatory, reputational and operational risks can be pinpointed before they become a problem and more accurate data can help with forecasting decisions.

Coping with a huge transaction workload. By taking a single approach to handling ever-increasing volumes of data, businesses can unify disparate and inefficient systems, allowing them to analyse more data faster and profit from the information explosion. Redundant data and infrastructure can all be minimised while workloads can be optimised to make the most of the volume of data coursing through the business in the most effective way possible.

A single information point. It's one thing to have the information; it's quite another to analyse and assess that information in silos. Data warehousing in a central resource allows for more integrated and interconnected insights and need not be complicated, expensive or difficult. Powerful warehouse and storage optimisation capabilities not only help to manage the data store more efficiently; they are essential for accelerating system deployment and enabling advanced analytics.

Scalability and flexibility should be at the heart of information management strategy. Whether the aim is to send information quickly, efficiently and

A healthy strategy

One large UK hospital worked with IBM to bring together patient and business data from more than 50 collection points, dispersed among a dozen internal systems. This data stream can now be **analysed, structured and presented in real time** to doctors, administrators and selected members of staff. Given this information, the hospital is in a position to assess trends, adjust operations to meet demand and achieve strategic goals. Administrators can track patient waiting times, bed occupancy and many other activities with accuracy. Directors, managers and supervisors can run detailed reports and specific queries. Working closely with IBM, this strategy has given the hospital **a 360-degree view of patient care**. Turning data into useful information has become a priority as part of the hospital's ongoing efforts to improve patient care and operational efficiency.

BUSINESS ANALYTICS: Proven benefits

50%
reduction in digital
storage space
requirements⁶

\$60m
savings through
updating core
applications⁷

50%
improvement in
supply chain
performance⁸

inexpensively with easy reporting and management or if a larger solution is required – one that combines infrastructure with software solutions – transforming approaches to information should be a step-by-step process. Organisations need to be able to grow using a **building-block strategy**, in a way that allows for more capacity and capability when required.

AN INFORMATION-LED TRANSFORMATION

The technology and capability already exist to transform your business processes and to build a smarter, more resilient infrastructure. IBM provides end-to-end Smart Analytics systems including servers, storage and software. These can allow your business to:

- move from processing information in batches to near time to real time, and ultimately stream through straight advances in performance;
- analyse full structured data sets, as well as unstructured data;
- analyse data from extended supply chains and the core of the business.

IBM systems can allow you to run tools that will work out the answers for you. To create such systems, IBM's 8,000 consultants and 200 mathematicians combine intuitive system performance, data analysis engines and smarter storage solutions which could make all the difference when it comes to accelerating your business.

Data can be pulled by multiple sources into a single data warehouse and provide a range of reporting tools as well as built-in reporting capability, offering workload optimisation for organisations of all sizes. A portfolio of data management hardware, software and services capabilities can provide small, simple business insight packages as well as complete data warehousing, mining, analysis and predictive capability.

Give your business information systems the chance to evolve into something powerful. Implementation of the Smart Analytics systems allow analysis and feedback to be returned quickly – in real-time or near real time – and processes can be reduced from weeks to days, or from days to hours. Central support is available for orchestrated help and advice. Don't waste any time to get on the road to an information-led transformation, improve your existing analytics systems.

WHERE NEXT? IMPLEMENTING A BUSINESS ANALYTICS DECISION ADVANTAGE METHODOLOGY

IBM offers a range of assessment services and workshops designed to help your business to develop, deploy or update decision-support systems that link IT investments to business strategy. It delivers optimal delivery methodology that incorporates the following key elements:

- It aligns your business strategy with information requirements quickly and efficiently.
- It focuses on a carefully constructed architecture to provide a solid foundation for change and growth.
- It links this architecture to specific business requirements.
- It divides the project into manageable phases, each designed to resolve a specific business problem.

The emphasis is on meeting your business objectives and providing your business with the information you need to achieve growth with the minimum of fuss and the shortest deployment time.

Create your own Watson system – for more information about IBM's unique system capability please go to <http://www-03.ibm.com/innovation/us/watson/>

Banking on the numbers

A leading German bank worked with IBM to implement an integrated data analysis and workload optimisation system to manage the complex data involved in corporate lending for commercial real estate (CRE). The system now provides **a single view of business information**, delivering **real-time access** to vast amounts of actual and reconciled data, which is stored centrally. This means decisions can be made based on up to date information, reducing time involved in **reporting from hours to minutes** without sacrificing accuracy. The bank is now able to analyse data in different formats and produce subsets of reports as and when required. The system also highlights inaccuracies in existing data, resulting in more consistent, high quality reporting. This was an important development in the bank's branch management in London, which required accurate and timely reports that were time consuming and required multiple staff members to collect and collate data manually from disparate sources.

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