



IBM Business Analytics Showcase

Smarter Decisions. Better Results.

Dave Ruskin

Sasha Maybury

Kevin Lancashire

Colm Kenneally



IBM Business Analytics Showcase

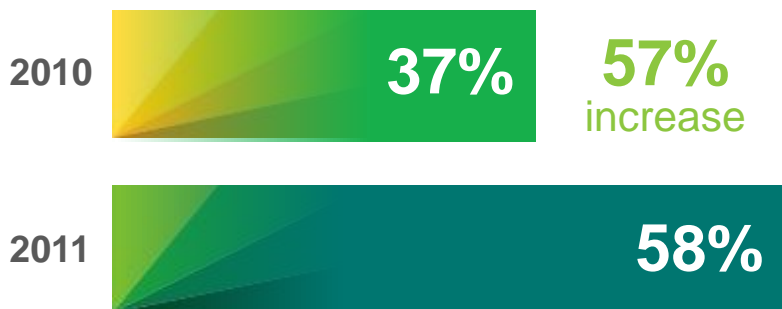
- 09:15** Welcome and Introduction
- 09:35** IBM Cognos Business Intelligence
- 10:35** *Break*
- 10.50** IBM SPSS
- 11.50** *Break*
- 12.05** Cognos Insight / TM1 Performance Modeller
- 13.05** Wrap Up with Q&A
- 13:15** *Lunch*
- 14.00** Ask the Expert
1:1 with an IBM technical professional



The pressures on organizations are at a point where analytics has evolved from a business initiative to a **BUSINESS IMPERATIVE**

More organization are using analytics to create a competitive advantage

Respondents who believe analytics creates a competitive advantage



Source: The New Intelligent Enterprise, a joint MIT Sloan Management Review and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011

And leaders are outperforming their competitors in key financial measures

1.6x Revenue Growth

2.0x EBITDA Growth

2.5x Stock Price Appreciation

Source: *Outperforming in a data-rich, hyper-connected world*, IBM Center for Applied Insights study conducted in cooperation with the Economist Intelligence Unit and the IBM Institute of Business Value. 2012



ANALYTIC-DRIVEN ORGANIZATIONS are distinguished by their ability to leverage ...

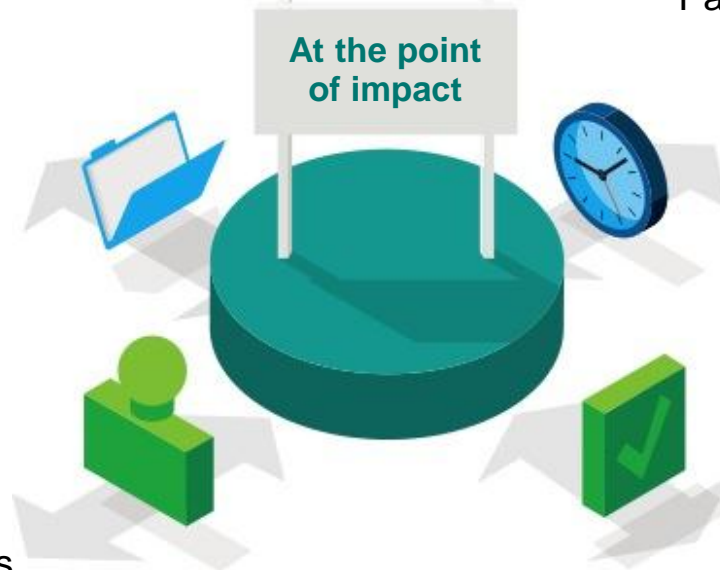
All information

- All information
- Transaction data
- Application data
- Machine data
- Social data
- Enterprise content

All perspectives

- Past (historical, aggregated)
- Present (real-time)
- Future (predictive)

At the point of impact



All people

- All departments
- Experts and non-experts
- Executives and employees
- Partners and customers

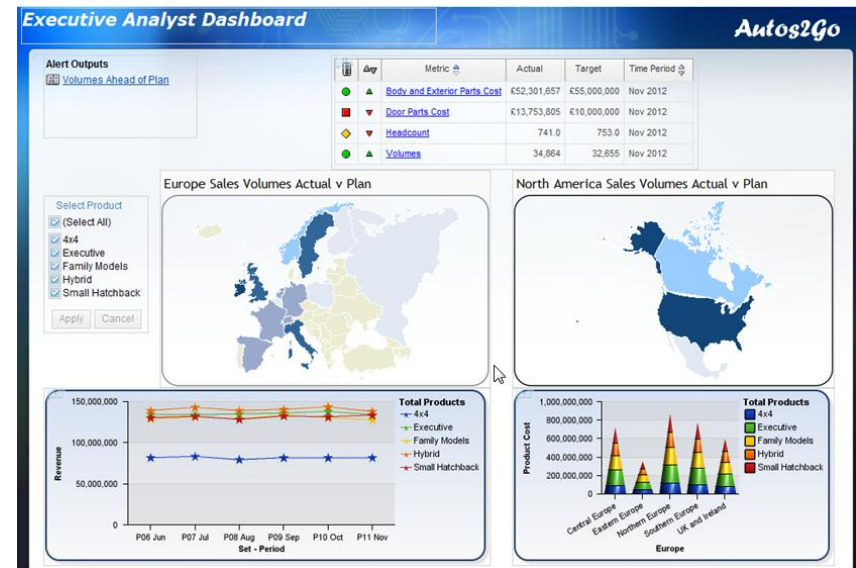
All decisions

- Major and minor
- Strategic and tactical
- Routine and exceptions
- Manual and automated



Demo Introduction:

- Fictional company called Autos2Go
- Global company manufacturing and selling different types of vehicles
- Organized by Region, Territory and Country
- Product lines consist of 4x4, Executive, Family Models, Hybrid and Small Hatchback
- A “Day in the Life” of a Business Analytics organization



European COO

- Review performance to date via mobile



Executive

Corporate Planner

- Planning, budgeting and forecasting
- Makes adjustments to the numbers
- Scenario Modelling



Finance



Executive Business Analyst

- Dashboards, scorecards
- Reporting and Analytics
- Alerts



Business Manager

Predictive Modeller

- Data mining
- Predictive modelling
- Statistical analysis



Predictive Modeller



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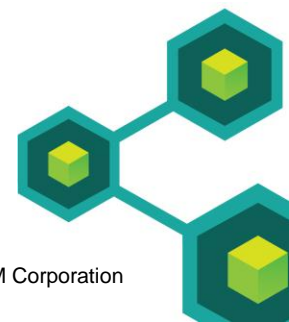
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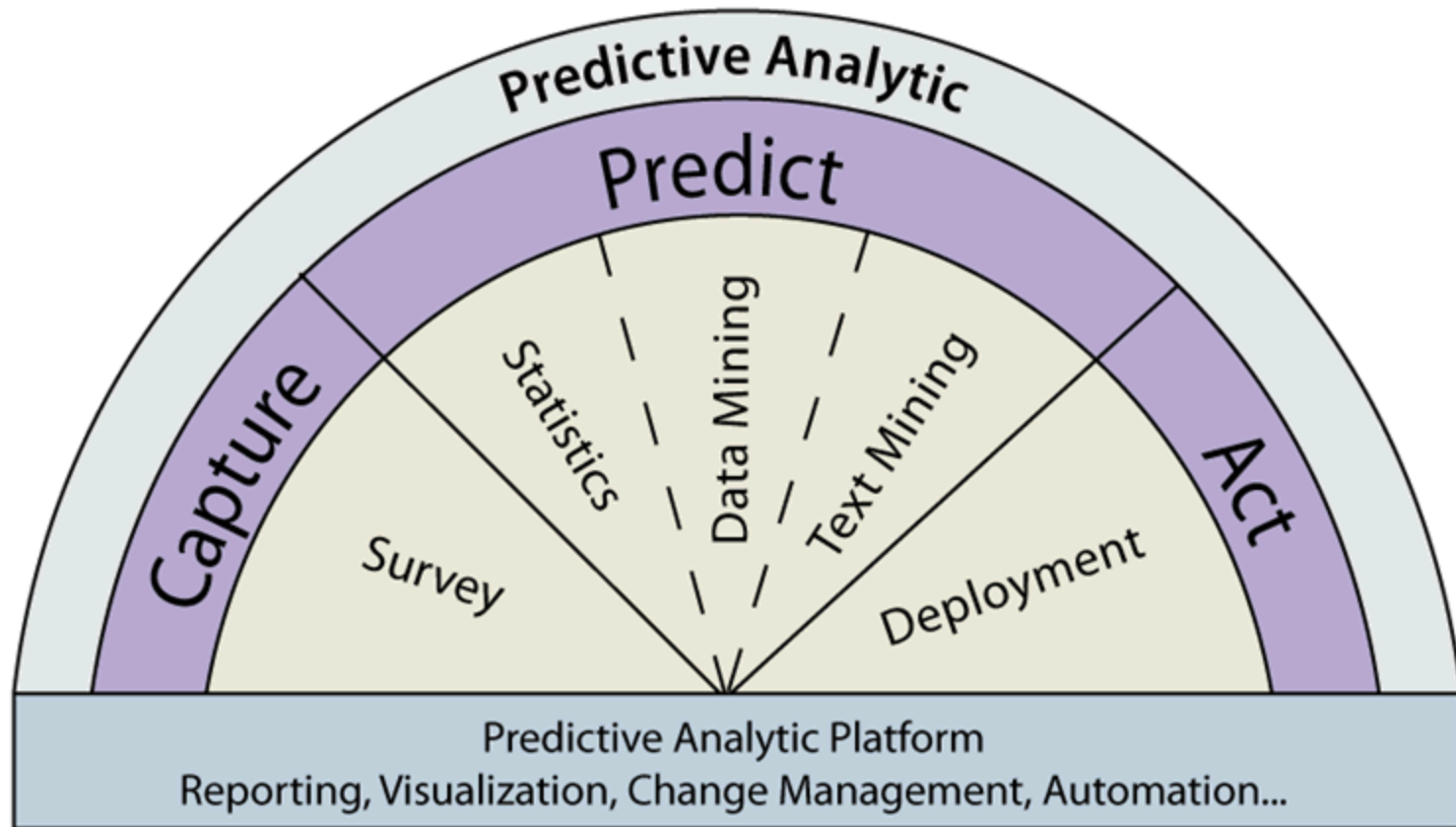


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IBM SPSS



IBM SPSS Capabilities



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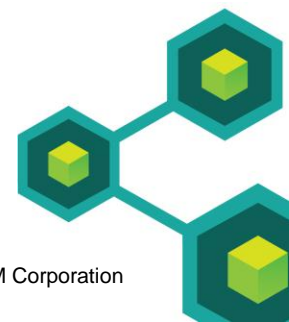
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IBM Cognos Insight / TM1 Performance Modeller



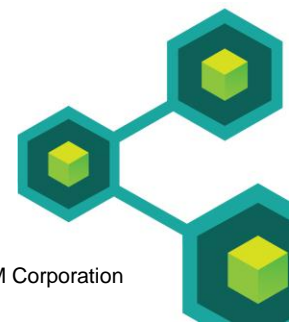
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Morning Wrap-up and Q&A

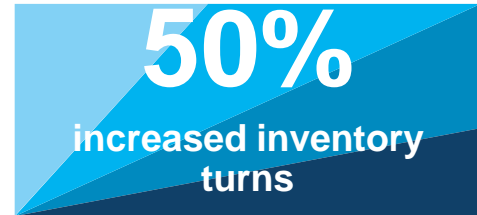


Business Analytics is about turning insight into outcomes IBM clients are doing it today

Grow, retain and satisfy
customers



<http://ow.ly/hp3Py>



Increase operational
efficiency

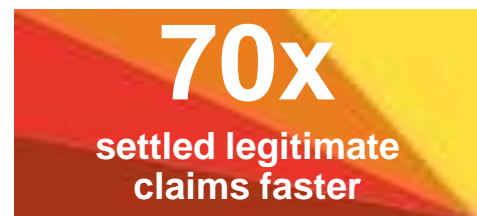


Transform financial
processes

OmnicomGroup

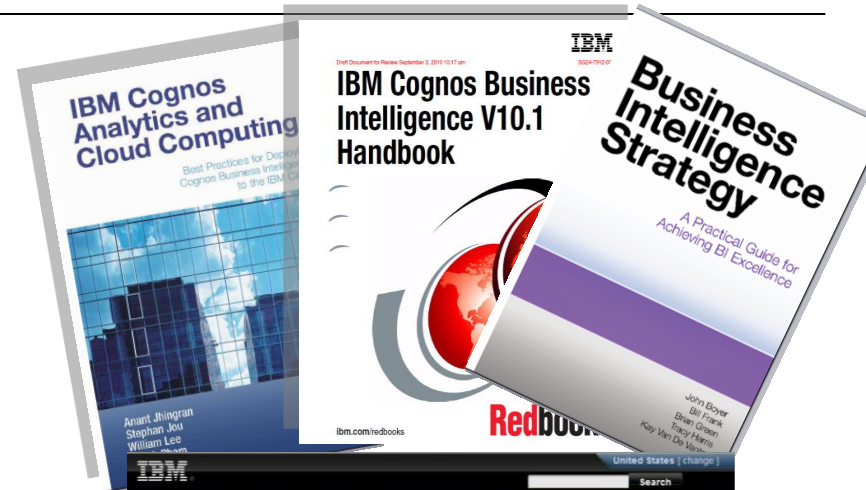


Manage risk, fraud and
regulatory compliance



Delivering Program Success

- “How-to” Books Deliver Expertise
 - Business Intelligence Strategy
 - IBM Smart Analytics Cloud
 - IBM Business Intelligence Handbook
- Communities & Workshops
 - Business Analytics Experience Workshops
 - Innovation Center & Blueprints
 - DeveloperWorks & Communities
 - Analytics Zone for Cognos Insight
- Services & Training
 - Proven Practice Workshops, Learning Assessment and User Adoption Services
 - Portfolio of self-paced training options
- Broader Deployment Options
 - Expanded offering for System z
 - IBM SmartCloud Enterprise
 - PureApplication System (Expert Integrated System)



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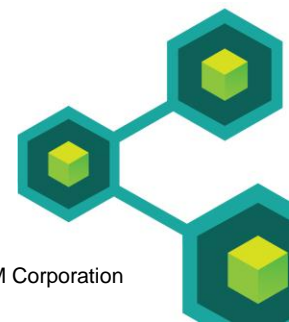
Thank You





IBM Business Analytics Showcase

Appendix



New Books to Deliver Expertise!

- Cloud Computing
- BI Redbook
- BI Strategy Book
- Performance Manager Book
- (also available by industry)
 - Government
 - Banking
 - Insurance
 - Life Science
 - Retail
- Book Store:



<http://www-01.ibm.com/software/analytics/excellence-center/bookstore.html>



IBM Business Analytics – Access to all areas

IBM Software > Products >

Business analytics

Make informed and optimized decisions everywhere, to improve outcomes and manage risk.

Learn Products Connect

Take the lead with business analytics.

IBM's comprehensive, unified portfolio of business analytics software (Cognos, SPSS, OpenPages and Algorithmics) provides a host of capabilities that help your organization achieve your objectives and exceed expectations. Based on open standards, IBM business analytics products can be used independently, in combination with each other, and as part of broader solutions to key business challenges.

Featured products



IBM SPSS products

With IBM SPSS predictive analytics software, you can use statistical analysis, data and text mining, predictive modeling and decision optimization to anticipate change and take action to improve outcomes.



IBM Cognos products

IBM Cognos business intelligence and performance management software provides you with the integrated dashboards, scorecards, reporting, analysis, and planning and budgeting capabilities you need to gain and act on fact-based insights.



IBM OpenPages products

OpenPages GRC software allows your organization to manage enterprise operational risk and compliance initiatives using a single, integrated solution.



IBM Algorithmics products

Algorithmics software helps businesses like yours to gain transparency into financial risks in advance, providing information that is vital to your organization.

What's new



Discover what's new in Business Analytics

Learn about IBM Analytical Decision Management and other new and enhanced products in the IBM Business analytics portfolio.

Contact IBM

Email IBM

Request a quote

Or call us at: 866-601-1934
Priority code: 101KR29W

The Driving Insight Contest IBM.

Voting has begun. Visit the AnalyticsZone and vote for your favorite entry.

Vote today

Analytics: The Widening Divide

→ Read how analytics-driven companies are gaining ground on competitors

See how business analytics software helps others outperform

- Santam Insurance
Boosts customer service and beats fraud
- Matlin's Point Healthcare

www.ibm.com/analytics

<http://www-142.ibm.com/software/products/us/en/category/SWQ00>



Business Analytics Excellence Center Champion Kit

A personalized portal that shares a roadmap for success that can help you in your planning of a strategic business analytics Initiative

United States [change]

Home Solutions Services Products Support & downloads My IBM Welcome Mrs. Krista Wheatley [Not you?] [IBM Sign in]

Business Analytics Excellence

Champion Kit

→ Join our online community

Business Analytics Excellence > Join our online community

What's your AQ? > Take the test

Business Analytics Bookstore > Get the knowledge you need today

Drive business analytics success for greater impact

Be a Champion in your organization

You want to have greater business impact and increase effectiveness with your Business Analytics initiatives in your organization. To increase the value, your organization may require transformations or advancements in many areas - people, process or technology.

IBM has worked with hundreds of customers to achieve results and increase business impact. The Business Analytics Excellence center - developed with best practices and insights from IBM Cognos customers, analysts and subject matter experts - shares a roadmap for success that can help you in your planning of a strategic business analytics initiative.

[Start today by determining your AQ score...](#)

Where do I start?

- [Prepare a Strategy](#) – Define your business analytics strategy, build your value portfolio and gain business alignment in your organization
- [Organize for Success](#) - Drive organizational excellence and a culture of performance with a Competency Center (BICC) and Community of Excellence
- [Deliver the Technology](#) – Deliver business analytics that inspires confidence in information, encourages user adoption and provides you with the lowest total cost of ownership

Special Topics

- [Finance Champions](#): Drive your Planning and Analytics Strategy across the enterprise
- [Leverage and Extend your SAP® SOLUTIONS](#): to deliver more value
- [Upgrade Central](#): Upgrading to IBM Cognos BI v10.1? Visit here!
- [Dashboard Best Practice Center](#): Learn tips and techniques from the experts
- [Business Analytics Bookstore](#): Get the knowledge you need

We're here to help

Easy ways to get the answers you need.

[Call me](#)

Or call us at:
866-601-1934

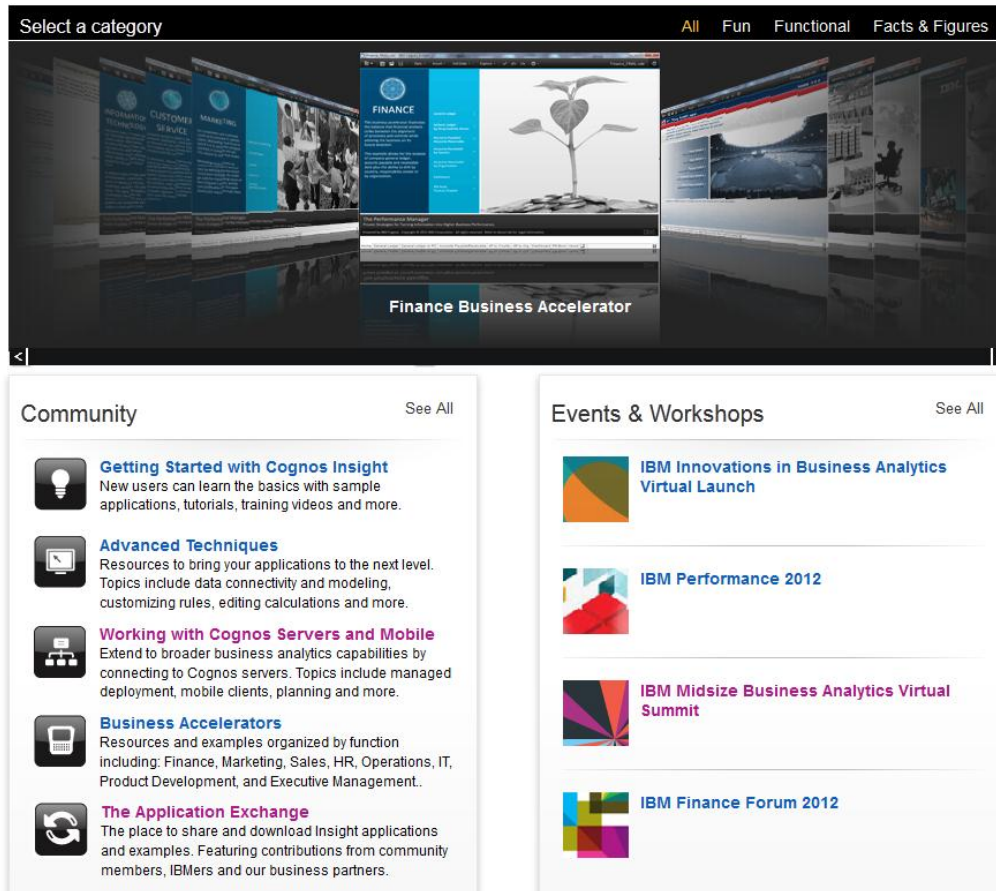
To-do list:

- Join the online community for Business Analytics Excellence
- Book a Workshop to discover the art of the possible
- Contact us to tell us your story, request resources or get an ROI study done in your organization!

<http://www-01.ibm.com/software/analytics/excellence-center/>



Analyticszone.com – Best practices and more



A website dedicated to Cognos Insight:

- Business Accelerators
- Blueprints
- Modeling techniques
- Applications

<http://www.analyticszone.com>



The How - The Business Analytics Champion Workshop for Excellence

- Powerpoint-free interactive discussion group
- Address FIVE key areas :
 - Building your strategy and roadmap
 - Delivering and demonstrating value
 - Navigating politics and culture
 - Designing your organization (BA dept, BICC, Center of Excellence)
 - Delivering a Successful Solution
- Walk away with actionable tips, best practices and a host of resources to get you started on a path to success
- To book a workshop contact:
Krista.wheatley@ca.ibm.com

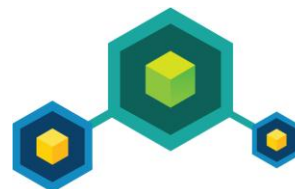
Champion Workshops



Preparing a BI strategy and demonstrating value workshop

Building a BICC & navigating politics and culture workshop

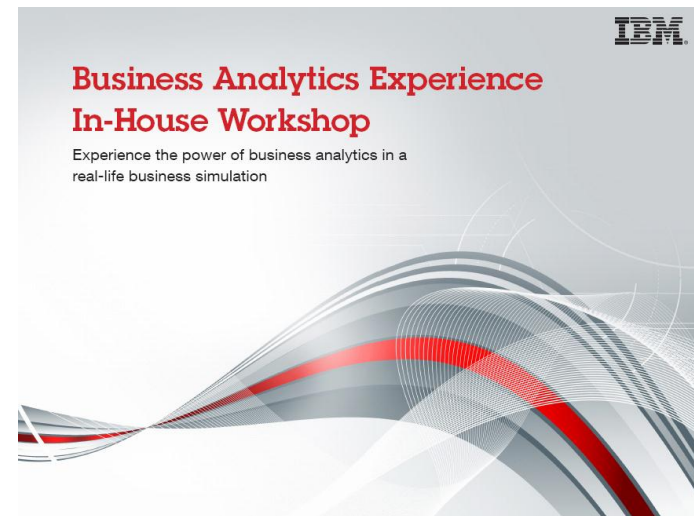
Driving user adoption & lowering TCO with a successful BI solution workshop



Business Analytics Experience Workshop

Some people call it the 'mini-MBA'. It's a business simulation.

- **Run a fictitious business using business analytics**
- **Make critical business decisions**
- **Review results**
- **Learn more about business analytics**
- **Have fun!**



<http://www-01.ibm.com/software/analytics/business-experience/>



Business Analytics Events

- Events are a great way to stay up-to-date on software, best practices and trends
- There are global event series as well as an annual user conference
- Participation in the events is highly recommended:
 - Learn more about business processes & software
 - Acquire skills & knowledge
 - Learn from other customers & business partners
 - Find out about features & functions in the latest software releases
 - Network with your peers
- Discuss these events with your local account manager



The annual user conference – BA Forum @ Information on Demand

Save the date

Information On Demand 2013

Think **BIG**

November 3-7, 2013

Mandalay Bay | Las Vegas, Nevada



- Hundreds of technical and functional presentations about business analytics
- Customer forums
- Workshops
- Latest technology
- Hands-on training
- Meet the executives
- Etc..



IBM Business Analytics & Social Media

- You can obtain ideas, best practices, updates and such via social media channels
- Following the resources is very easy
- Communicate these resources to all team members that are interested
- There is no easier and faster way to stay connected with IBM Business Analytics



Recommended Twitter accounts



Tim Powers

@timjpowers **FOLLOWS YOU**

External Comms/Social Media, IBM Business Analytics. Found at Cubs games, on the golf course, or exploring Chicago's culinary scene. Instigator. Views my own.

<http://www-01.ibm.com/software/analytics/spss/>



IBMBusinessAnalytics

@ibmbizanalytics

Sensing a Smarter Planet with Deep Analytics. From IBMers:

@jackmason, @reillystarr, @cakinser & others.

UT: 38.912666,-77.043835 · <http://smarterplanet.tumblr.com/>



IBM SPSS Software

@IBMSPPSS **FOLLOWS YOU**

IBM SPSS software helps organizations predict future events and proactively act upon that insight to drive better business outcomes.

Chicago, IL · <http://www-01.ibm.com/software/analytics/spss/>



IBM Cognos Software

@ibmcognos **FOLLOWS YOU**

Business Intelligence, Business Analytics and Performance Management. Managed by @TimJPowers

Ottawa, Canada · <http://www.ibm.com/software/data/cognos/index.html?soc=tw>



Christoph Papenfuss

@cpapenfuss

Business Analytics expert, consultant, speaker, father, runner, photographer & cyclist. IBMer.

Europe · <http://www.performance-ideas.com>



Delaney Turner

@DTurnerBlogs **FOLLOWS YOU**

Social Business Strategist, Editor & Engagement Lead, IBM Software. Also tweet for @IBMSoftware. Opinions are my own.

Ottawa · <http://www.ibm.com/software>



The IBM Cognos Facebook page – stay connected

The screenshot displays the IBM Cognos Software Facebook page. At the top, there are navigation tabs for 'Timeline', 'Now', and 'Highlights', along with a 'Liked' button. Below this is a browser window showing a Cognos dashboard titled 'Quarterly Numbers and Forecast - North America vs. Worldwide Corporate'. The dashboard features two main bar charts: 'Breakdown by Product Type - North America' and 'Breakdown by Sales Channels - North America vs. All Regions'. The first chart compares Q4/2011 and Q1/2012 sales across product types like Mobile, Supplies, Repairs, and Electronics. The second chart compares sales across Direct, Internet, and Retail channels. A right-hand sidebar allows filtering by 'Regional Sales' (Margin, Cost, Revenue) and 'Quarter' (Q4/2011, Q1/2012, Q1/2011, Q2/2011, Q3/2011). An inset image shows a smartphone displaying a mobile version of the dashboard with a 'Welcome Bob Business' message. Below the dashboard, the Facebook page header for 'IBM Cognos Software' is visible, showing 2,773 likes and 48 talking about this. The page footer includes sections for 'Product/Service', 'About', 'Photos', 'Likes', 'Events', and 'Videos'.

<https://www.facebook.com/ibmcognossoftware>



Best practices and more...follow these blogs

The official IBM Business Analytics Blog

<http://www-304.ibm.com/connections/blogs/predictiveanalytics>

The Performance Ideas Blog: Best Practices for Business Analytics

www.performance-ideas.com



More blogs

The official IBM Software blog. Lots of cool topics.

<http://ibm.com/blogs/software>

Tim O'Bryan's business analytics blog – focus on financial performance management

www.ibm-business-analytics.com




Valuable studies about Business Analytics

- The 2011 IBM CMO study: <http://www-935.ibm.com/services/us/cmo/cmstudy2011/cmo-registration.html>
- The 2010 IBM CFO study: <http://www-935.ibm.com/services/us/cfo/cfostudy2010/>
- The 2010 and 2011 MIT Sloan Business Review study: <http://www-935.ibm.com/services/us/gbs/thoughtleadership/ibv-embedding-analytics.html>



White papers, case studies and more

Innovation in Action Series
May 2009



**Connecting the dots:
managing organizational risk**
Author: David A.J. Axson, Sonax Group

[White Paper Library](#)

[Cognos Case Studies](#)

[SPSS Case Studies](#)

Case Study



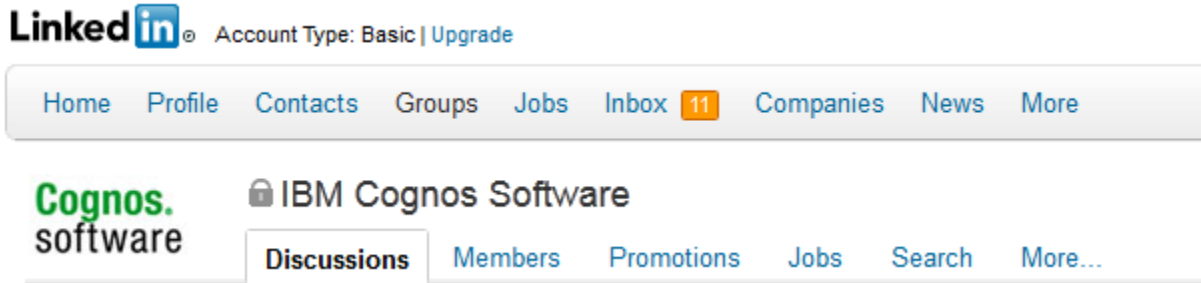
Information to reporting to smarter operations: Performance management at Dr Pepper Snapple Group

In a global economy, manufacturers can't afford lackluster performance. They have to get the job done faster and still maintain a high level of quality. Competition, market trends and increasingly complex supply chains add to the challenge.

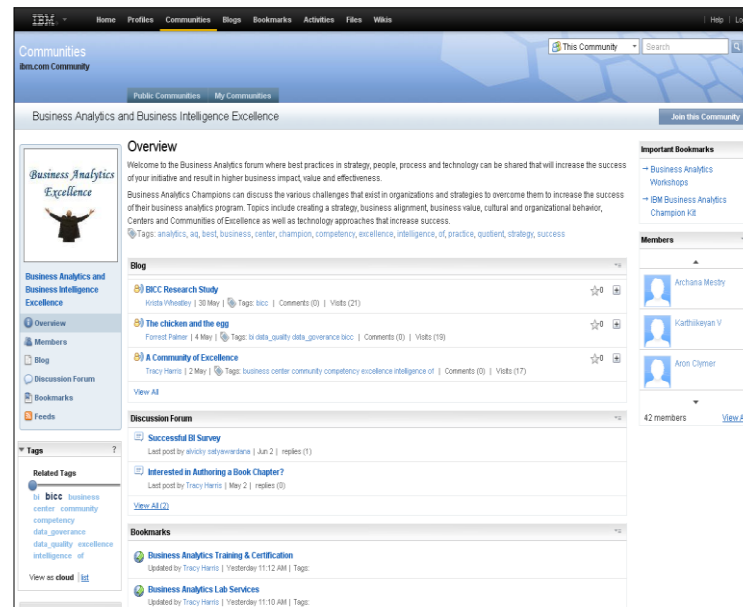
When timing and quality control are paramount, organizations need to be able to analyze and measure results. So they can better manage operations and drive down costs. With this in mind, Dr. Pepper Snapple Group chose IBM® Cognos® software to power its



Communities – LinkedIn and beyond



IBM Cognos Software Group



The Business Analytics Excellence Community



Thank You

