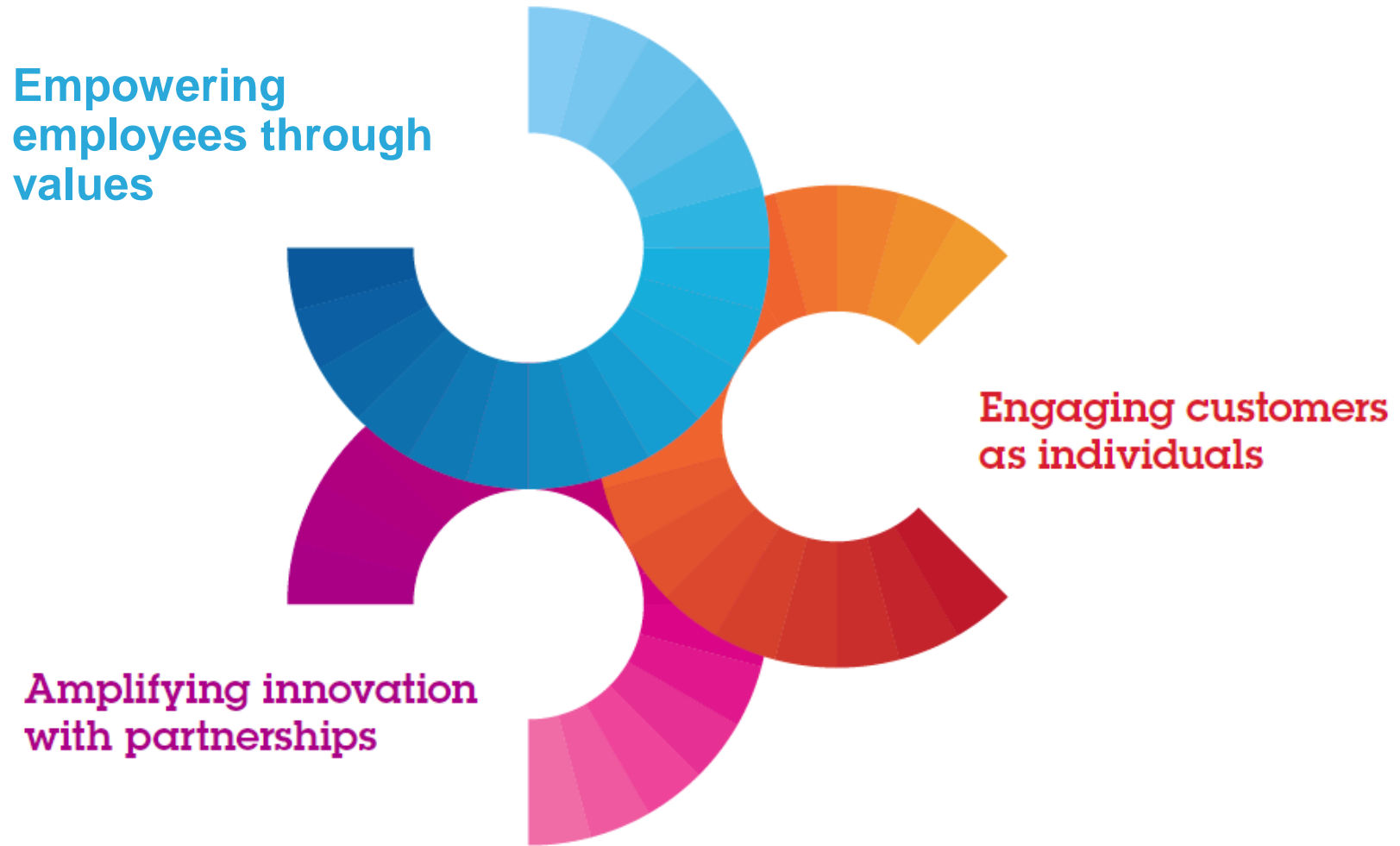


IBM 2012 CEO Study and big data analytics

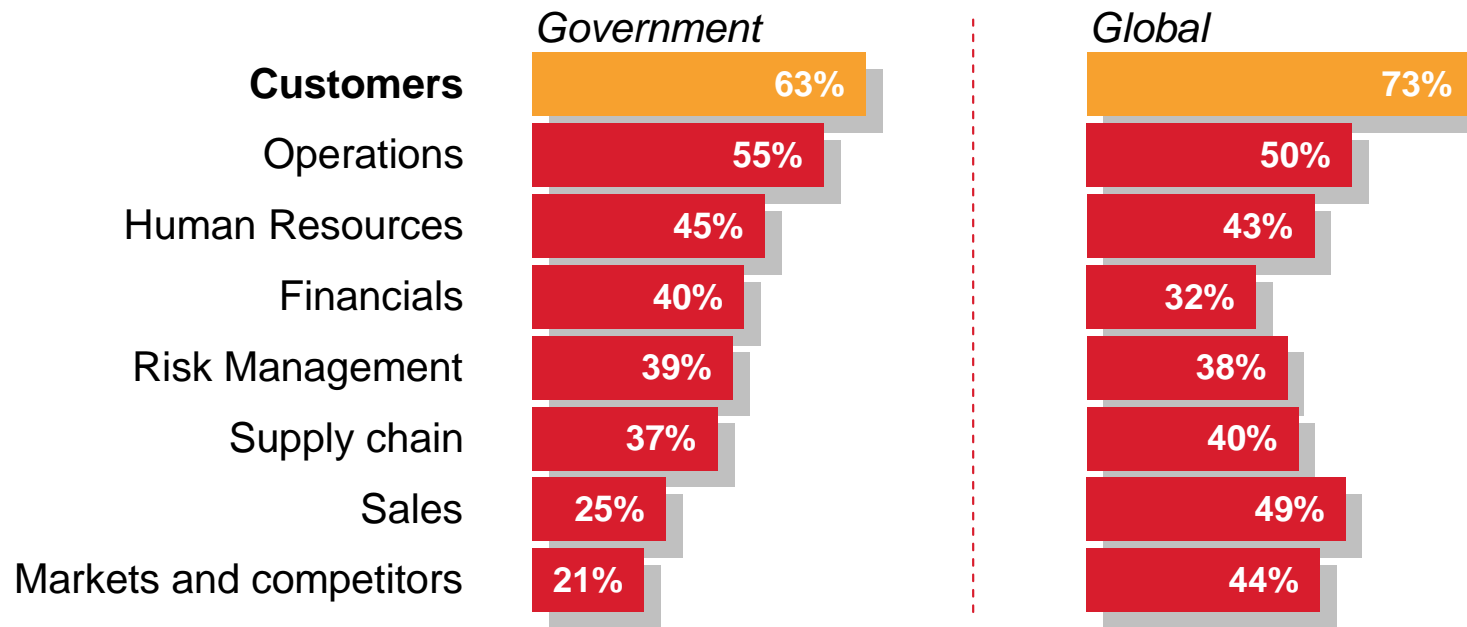
Chris Nott, IBM Software Group

Senior officials create more economic value by cultivating new connections within and across three domains



Despite treasure troves of data, Public Sector leaders lag the private sector in plans to improve their ability to draw insight from citizen information

Drawing insight from information – Areas of improvement



“We will be spending more time focusing on our customers and designing services to meet their needs both efficiently and effectively.”

Local Government Leader, UK

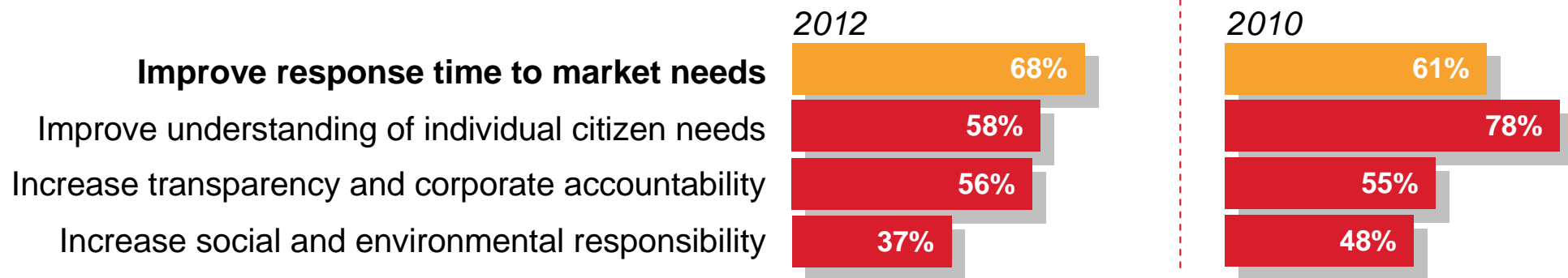
“Each customer has distinctive traits we need to understand. To manage this complexity, we must be a digital cheetah – fast, eager and lean.”

Telecommunications President, Indonesia

Source: Q23 “In which areas do you plan to improve your ability to draw meaningful and executable insights from available information?” (Global n=1609 to 1658) (Government n=139 to 170)

Public Sector leaders have also shifted their focus over the last two years away from understanding citizen needs and towards responding faster to meet citizen expectations

Change required to meet citizen expectations (3 to 5 years)

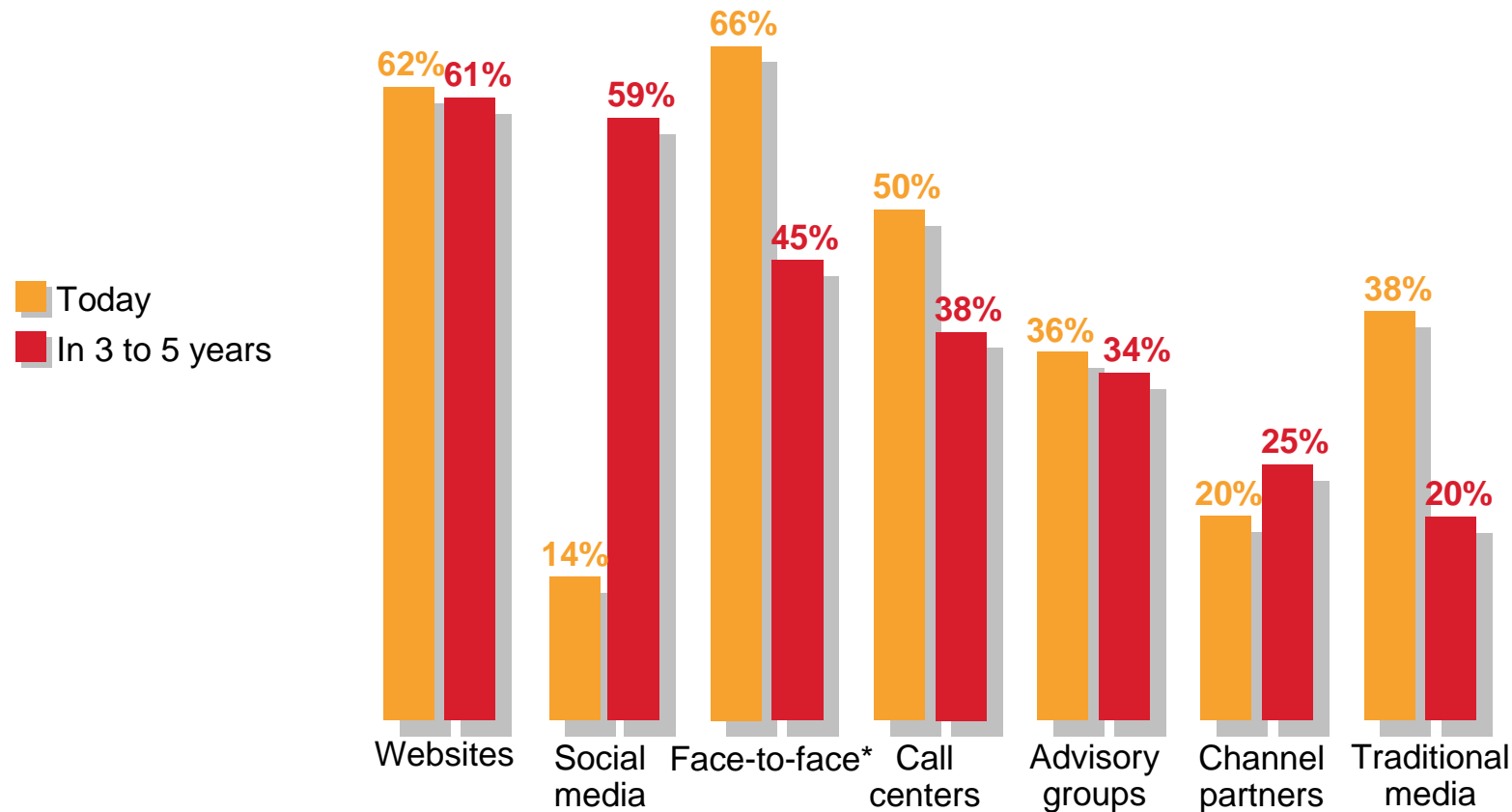


“We need to better understand what our citizens are asking for and be able to respond quickly to those needs.”

Local Government CEO US City (Member Board of Directors)

Achieving the planned shift from traditional to social media to engage citizens will require substantial change for many public sector organizations

Government Mechanisms to engage citizens

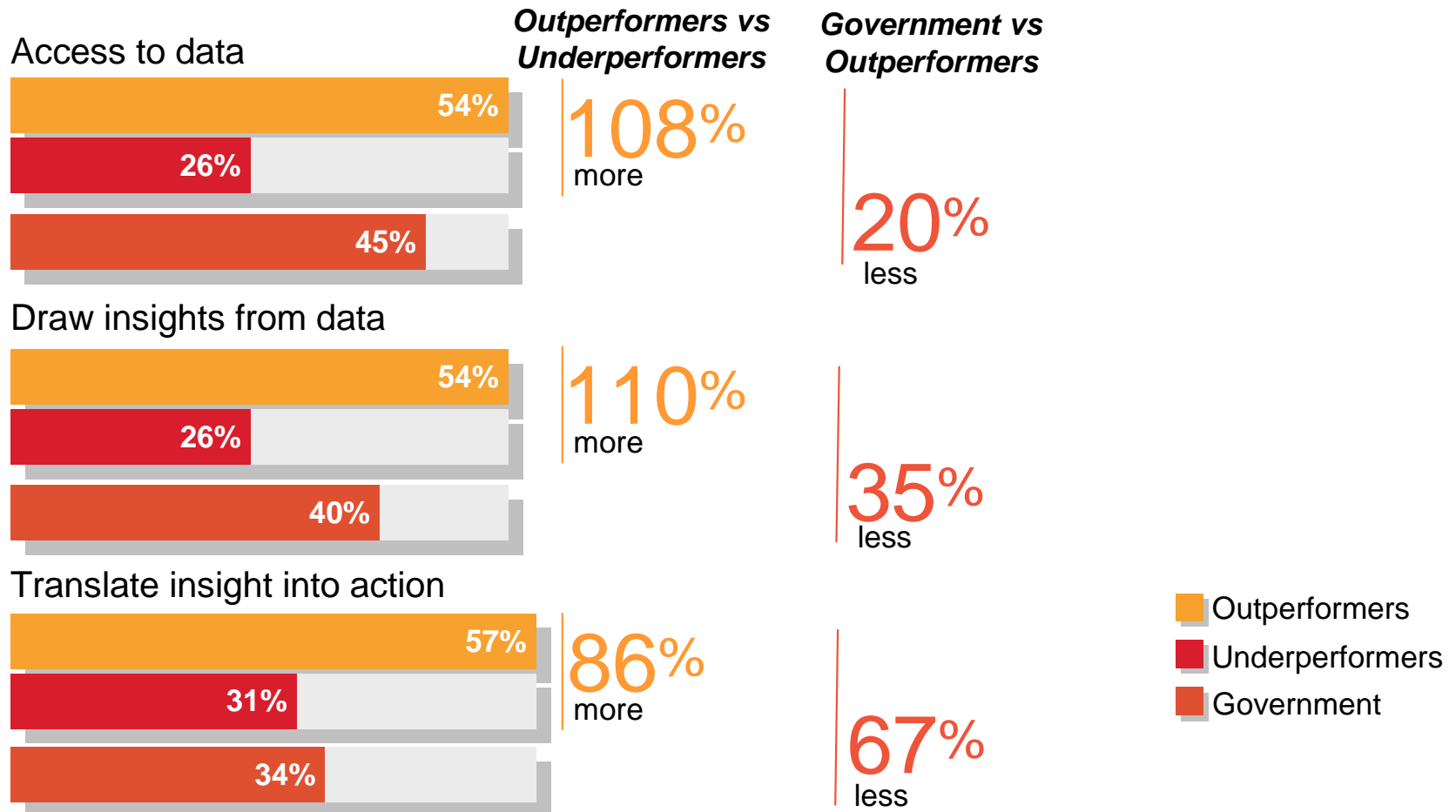


Source: Q8 "What are the three most important mechanisms your organization will use with customers over the next 3 to 5 years?" (Government n=176) *Face-to-face / sales force / institutional representatives

Governments lag behind outperformers in deriving value from data – key to engaging citizens as individuals and gaining insight into citizens



Outperformers strongly differentiate their organizations in three key areas



Source: Q22 “How good is your organization at driving value from data? [Today]” (Global n=631 to 636) (Government n=174)

How will public and private sector leaders create more economic value by engaging citizens as individuals?

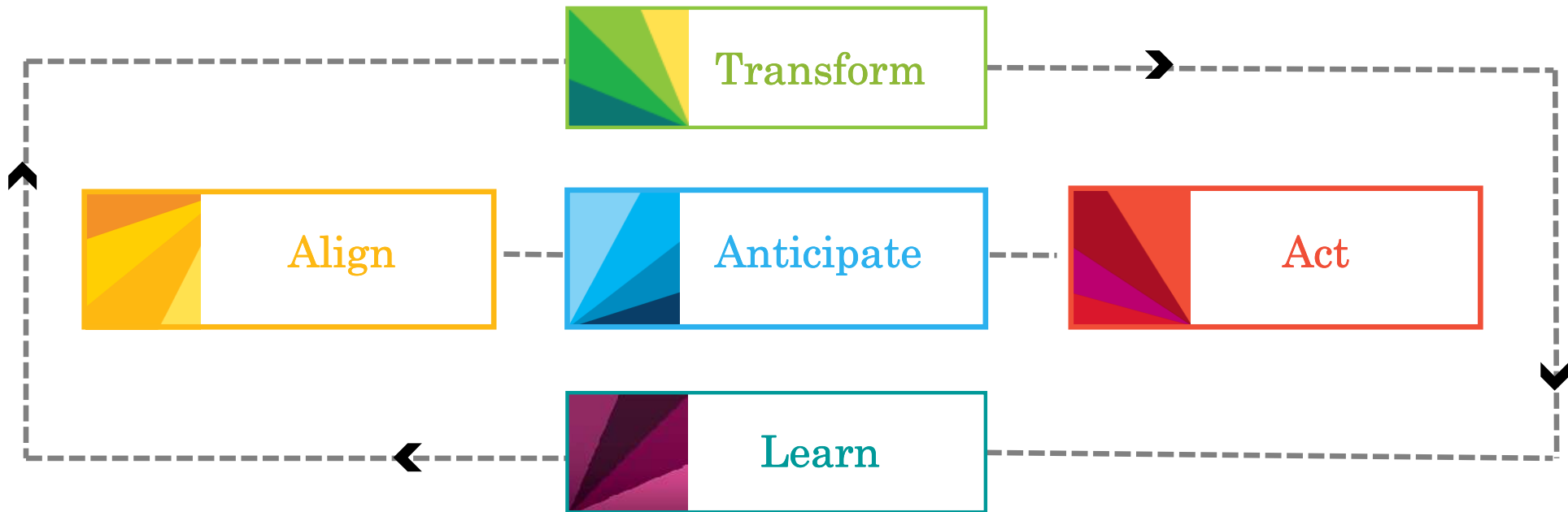


Citizens share insights into what they value individually, and when and how they want to interact

To connect individually, public and private sector leaders plan a step change in social media interaction and continuing face-to-face engagement



Outperformers strongly differentiate by better data access, insight, and translation into actions



So, how do you win the race to gather and convert data into citizen and stakeholder insight and action?



1. Let “big data” reveal the citizen you never knew

- Look outside to complete the view
- Connect pieces into profiles
- Empower staff with predictive analysis

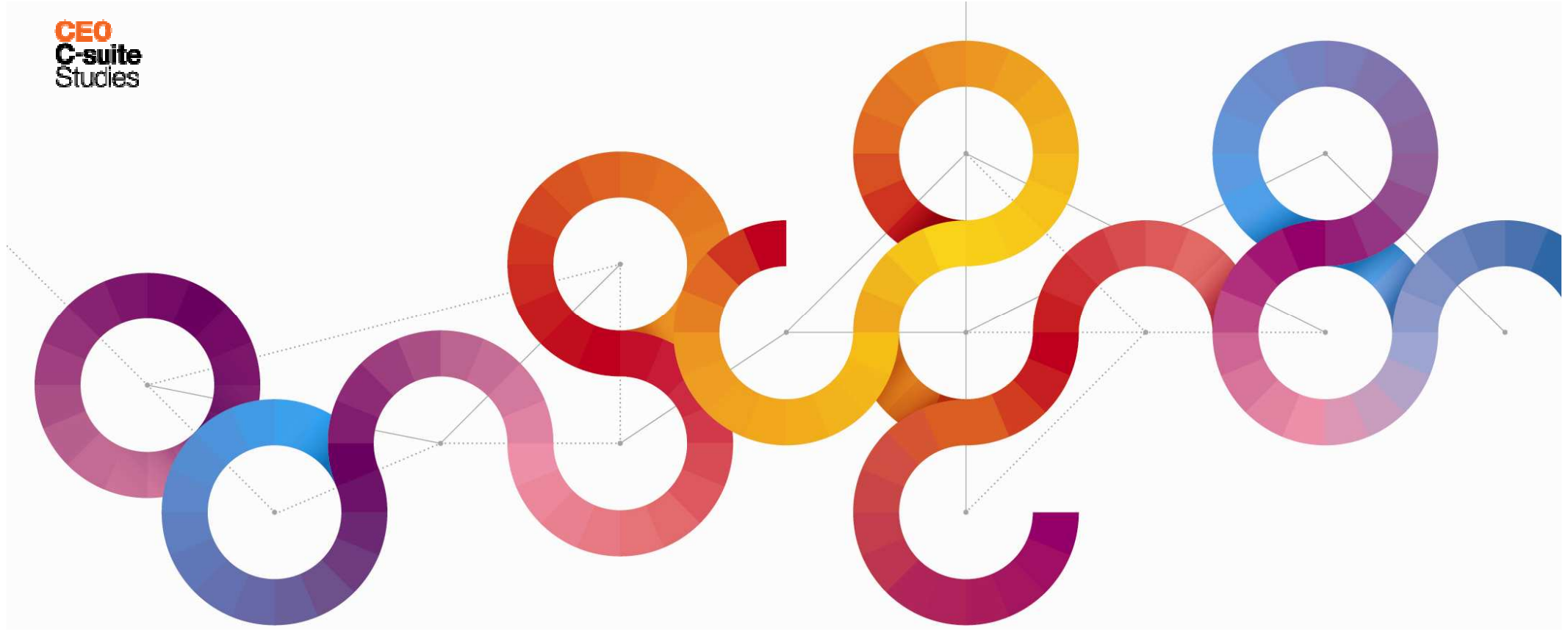
2. Listen lavishly, respond with focus

- Listen at an individual level
- Capture what employees see and hear
- Respond with relevance and speed

3. Be where your citizens and stakeholders expect you to be

- Leverage the fact that mobile “changes everything”
- Blend the physical and digital worlds
- Offer value that stands out

CEO
C-suite
Studies



Leading Through Connections

Insights from the
Global Chief Executive
Officer Study

The Voice of the Public Sector

