



New Intelligence

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For us to make sense of this new world, we must consider four critical questions



“My infrastructure is inflexible and costly”

More Agility

How do we create an intelligent infrastructure that drives down cost, is secure, and is just as dynamic as today's business climate ?

Dynamic Infrastructure

“Data is exploding and it's in silos”

Making Better Decisions

How can we analyze the wealth of information available to make rapid, informed and confident decisions throughout the organization?

New Intelligence

“New business & process demands ”

Responding to New Behaviors

How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work.

Smart Work

“Our resources are limited”

Doing More With Less

How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability.

Green & Beyond

**Enterprise data is projected to explode at
57 percent CAGR through 2010.**

**Managers spend 2 hours a day searching for information –
50 percent of what they find is useless and 42 percent of
them accidentally use the wrong data weekly.**

*How can we analyze
the wealth of
information available to
make rapid, informed
and confident decisions
throughout the
organization?*

**New
Intelligence**

On a Smarter Planet, new business challenges and conditions have placed a renewed urgency on optimization and a need for a new kind of intelligence



Volume of Digital Data

- 57% CAGR through 2010



Variety of Information

- 80% unstructured



Velocity of Decision Making

- Real-time, predictive



Organizations must improve their ability to turn this information into insight to optimize business performance.

1 in 3

Business leaders frequently make major decisions with incomplete information or information they don't trust.

1 in 2

Business leaders don't have sufficient information from across their organizations to do their jobs.

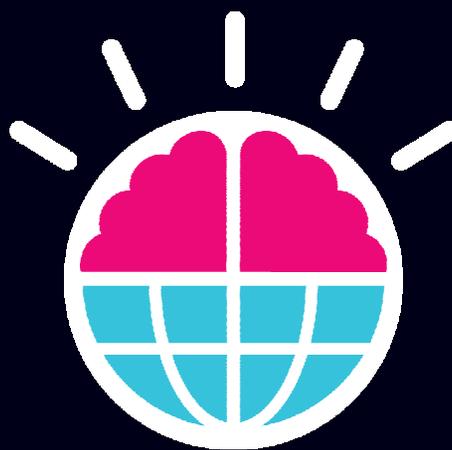
3 in 5

Organizations don't share critical information with partners and suppliers for mutual benefit.

83%

Of CIOs cite **business intelligence and analytics** as the way they will enhance their organization's competitiveness.

We are crossing a new threshold in our ability to manage pervasive information, analyze it to gain insight, predict risks and opportunities, and drive faster, smarter decisions and actions.



New Intelligence

Bharti Airtel supports rapid growth and ensures customer satisfaction **with trusted information and analytics**

What's Smart?

- Analytics and infrastructure to provide deep, differentiated insight into customer needs and to support rapid growth



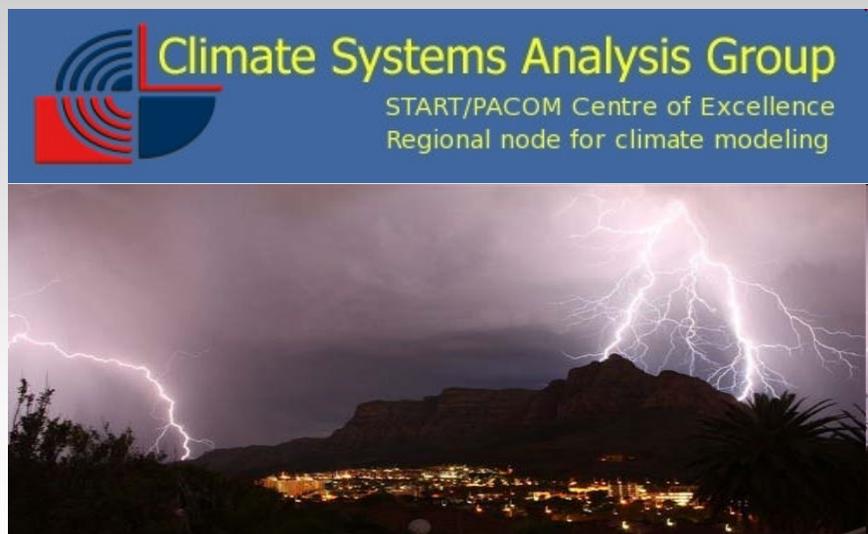
Smarter Business Outcome

- Infrastructure that can support 2.5 - 3 million new customers per month
- Reduced time to activate new mobile accounts by 90%
- Improved cross-selling, targeting and a more seamless customer experience
- Optimization of business processes and infrastructure using predictive capabilities to govern IT, allow for rolling out a flexible, standardized integration framework

Climate Systems Analysis Group, University of Cape Town analyzes climate change

What's Smart?

- Using robust computational power of IBM World Community Grid to improve climate simulation models.



Smarter Business Outcome

- Improving models used to predict the climate in particular regions of Africa
- Better forecasting how global climate changes may affect the region and make agriculture and water resource decisions

A Shift is Underway

New investments are going into business optimization **2X** faster

**Business
Optimization**

\$105B

8% CGR

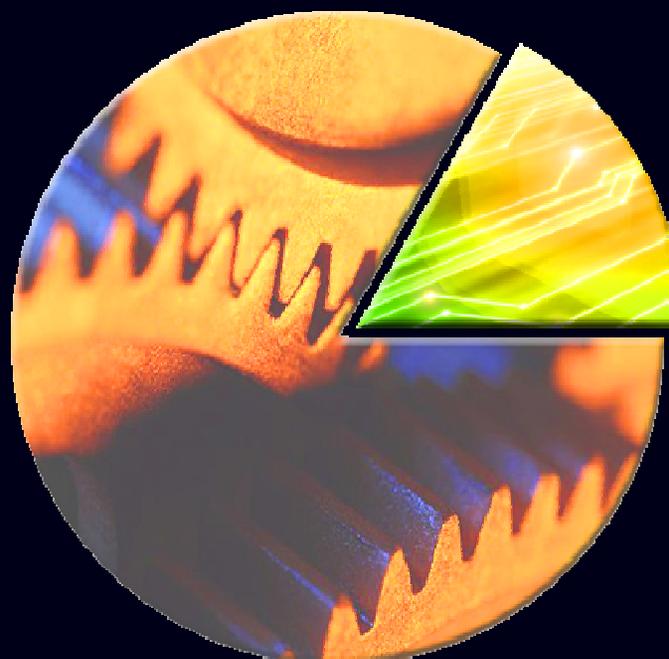
**Business
Automation**

\$566B

3% CGR

**Application-Led
Transformation**

**Major focus over last
two to three decades**

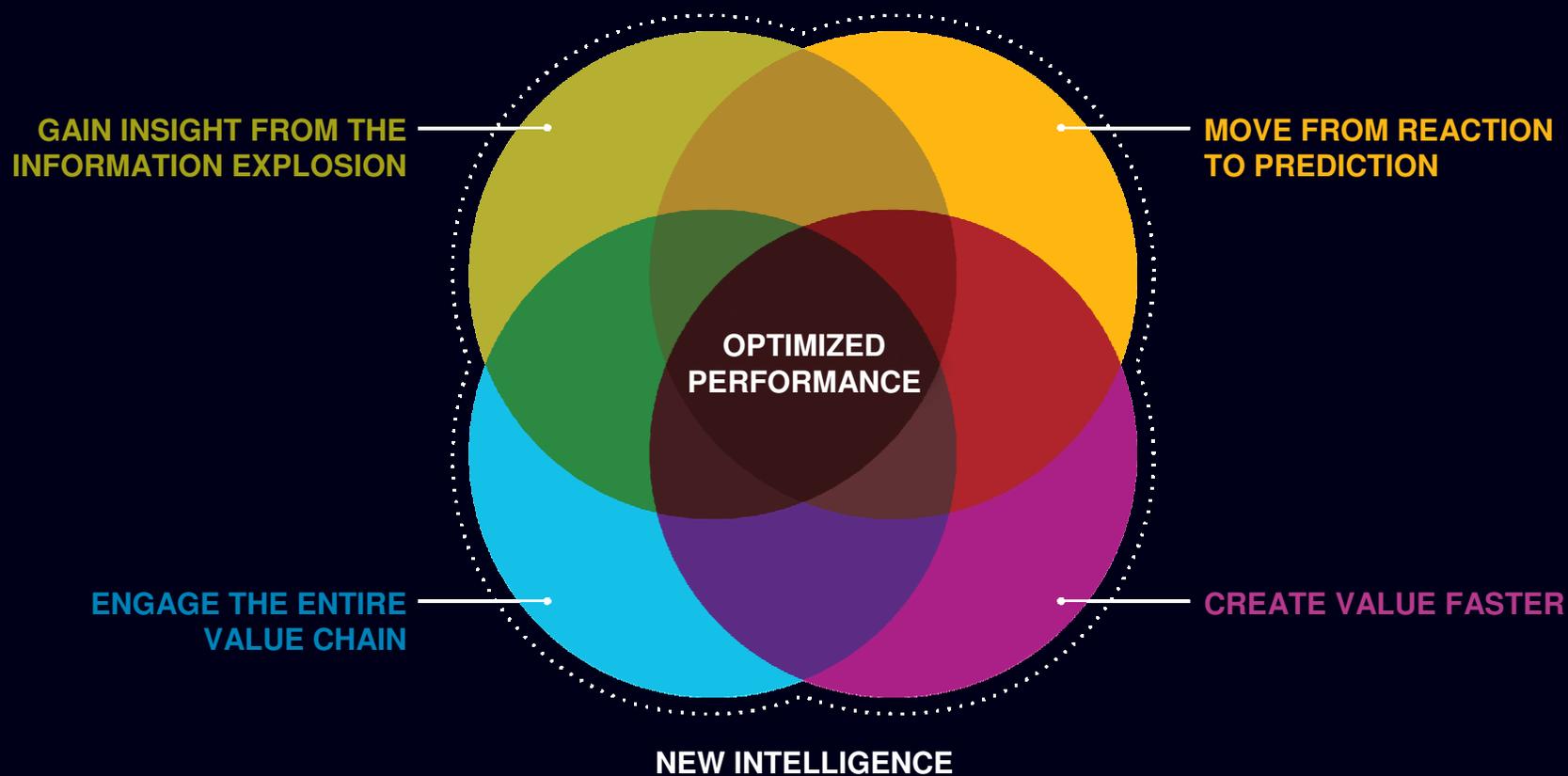


**Information-Led
Transformation**

Major focus now

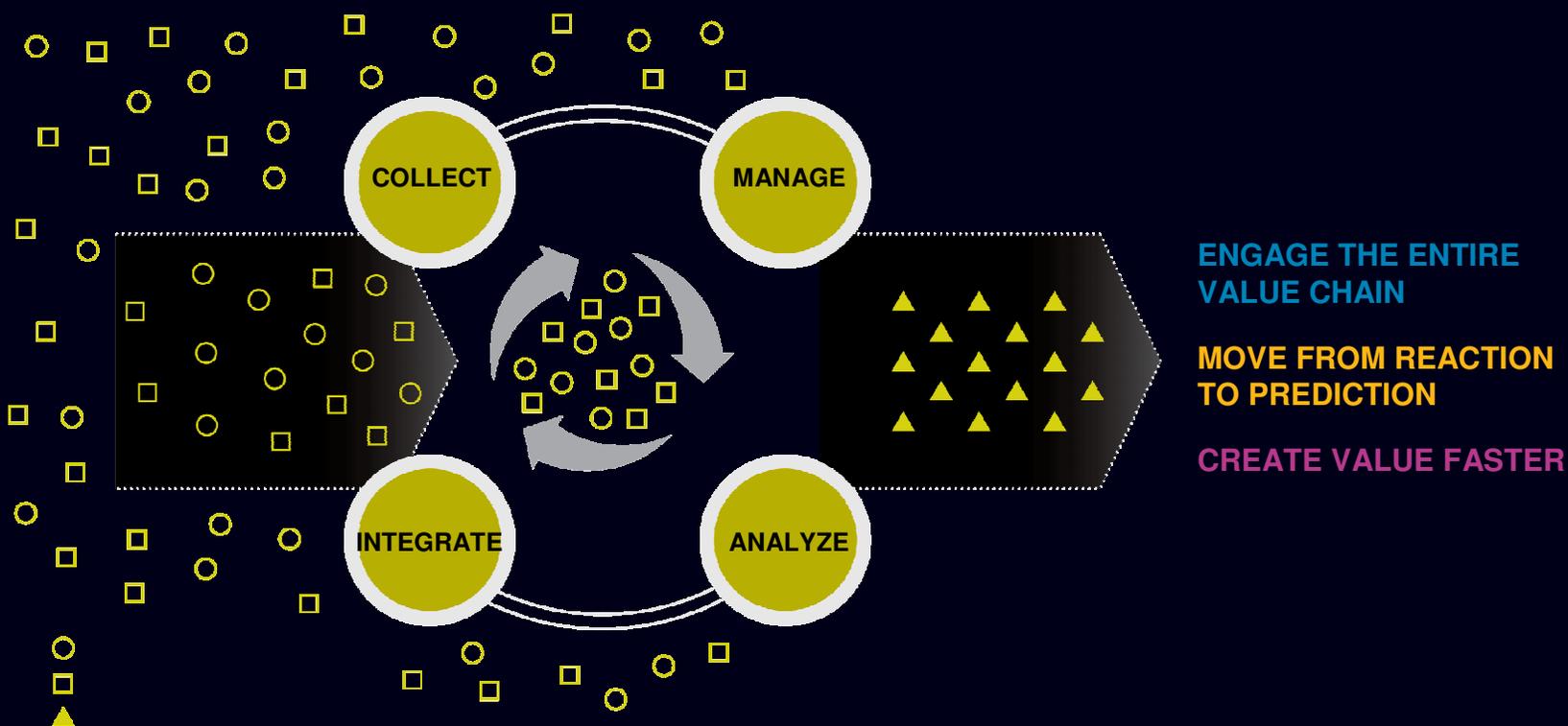
*IT Spending Estimates, 2009**

Intelligent enterprises are looking to use the wealth of information and analytics for better, faster decisions and actions, optimized processes and more predictable outcomes. This is business optimization.



Gain Insight from the Information Explosion

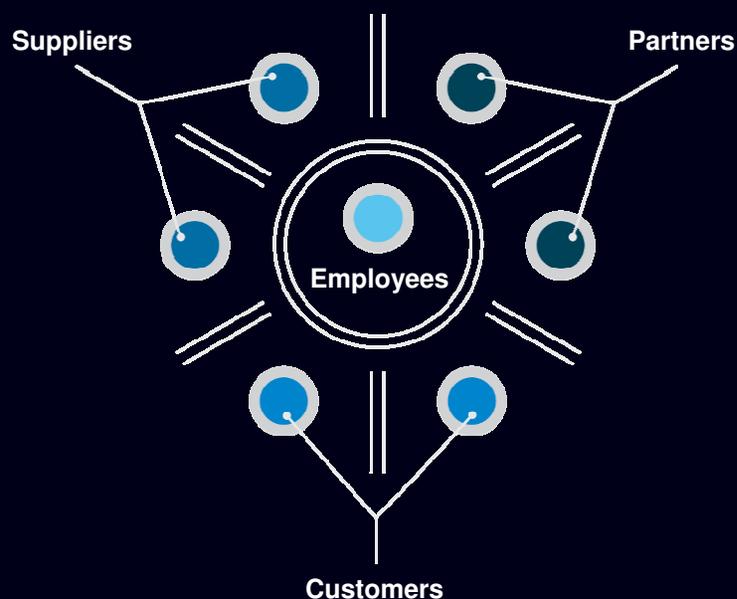
Smarter integrated solutions help you manage, protect, process and analyze unprecedented volumes of structured and unstructured data—creating insight that drives innovation and business optimization.



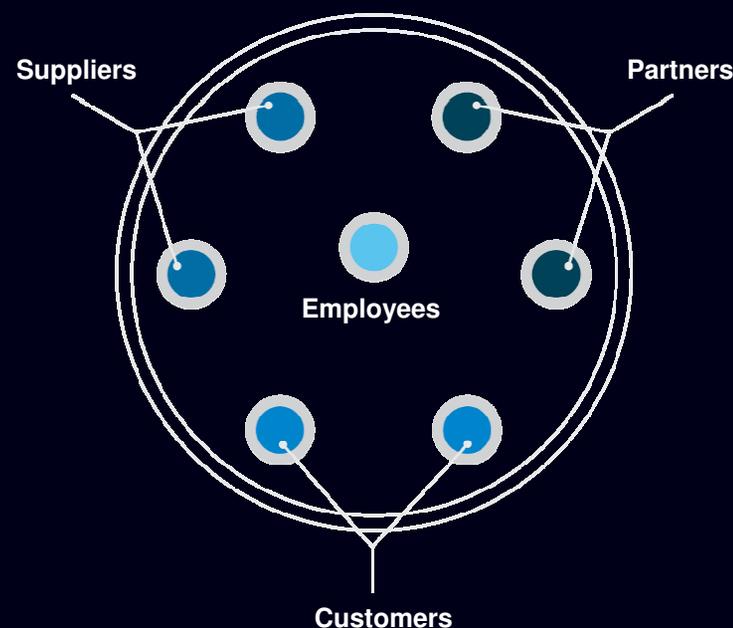
Engage the Entire Value Chain

Visibility into every part of the value chain creates an ecosystem that enables an organization to capture and share collective wisdom, collaborate and make decisions with greater confidence.

LOW VISIBILITY



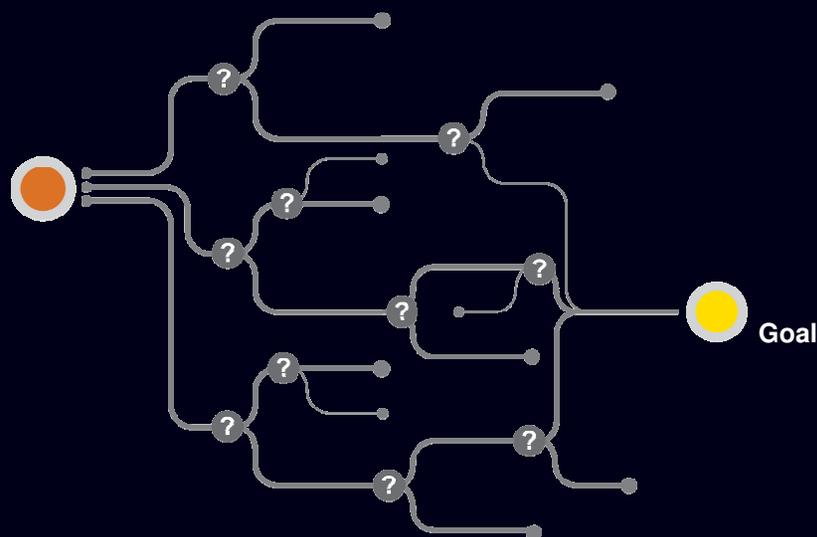
HIGH VISIBILITY



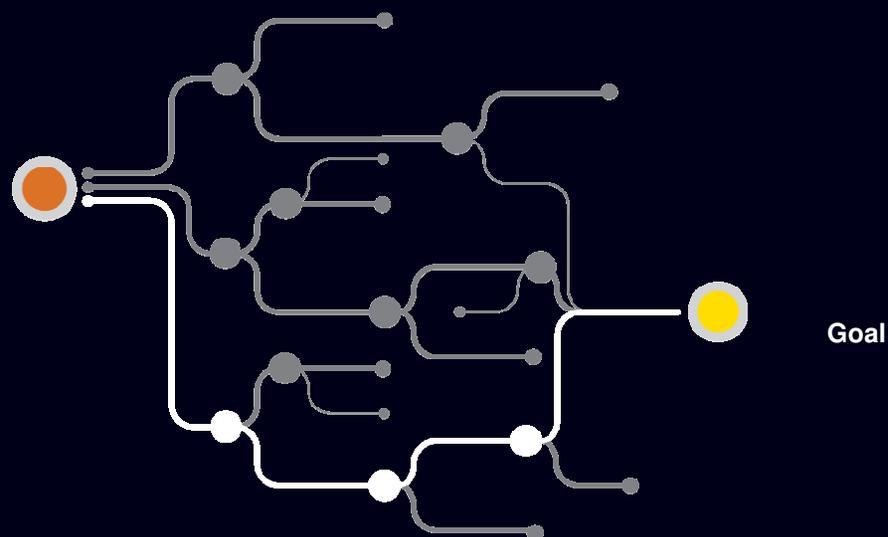
Move from Reaction to Prediction

Apply advanced analytics and industry expertise at all levels of the organization in order to more precisely predict—and continuously act on—risks and opportunities.

REACTION



PREDICTION

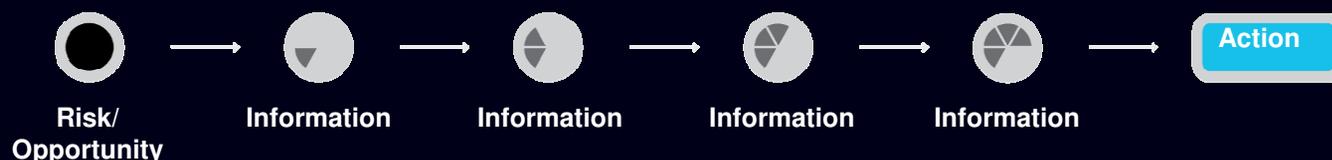


- ⊙ Unforeseen Decision Point
- Predicted Decision Point

Create Value Faster

Operate with speed by delivering trusted insight that gives decision-makers – especially those at the point of customer contact - the confidence to take action faster, driving innovation and optimizing business results.

INFORMATION
GATHERED
OVER TIME



TIME

INSTANT
INSIGHT

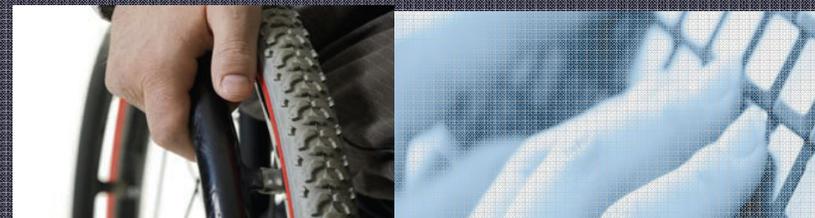


-  High confidence
-  Low confidence
-  Insight

Leading the Way...



Irish Life & Permanent: Trusted data and insight improves customer satisfaction and generates new sales opportunities



Major Government Agency: Predictive modeling at the point of application data submission

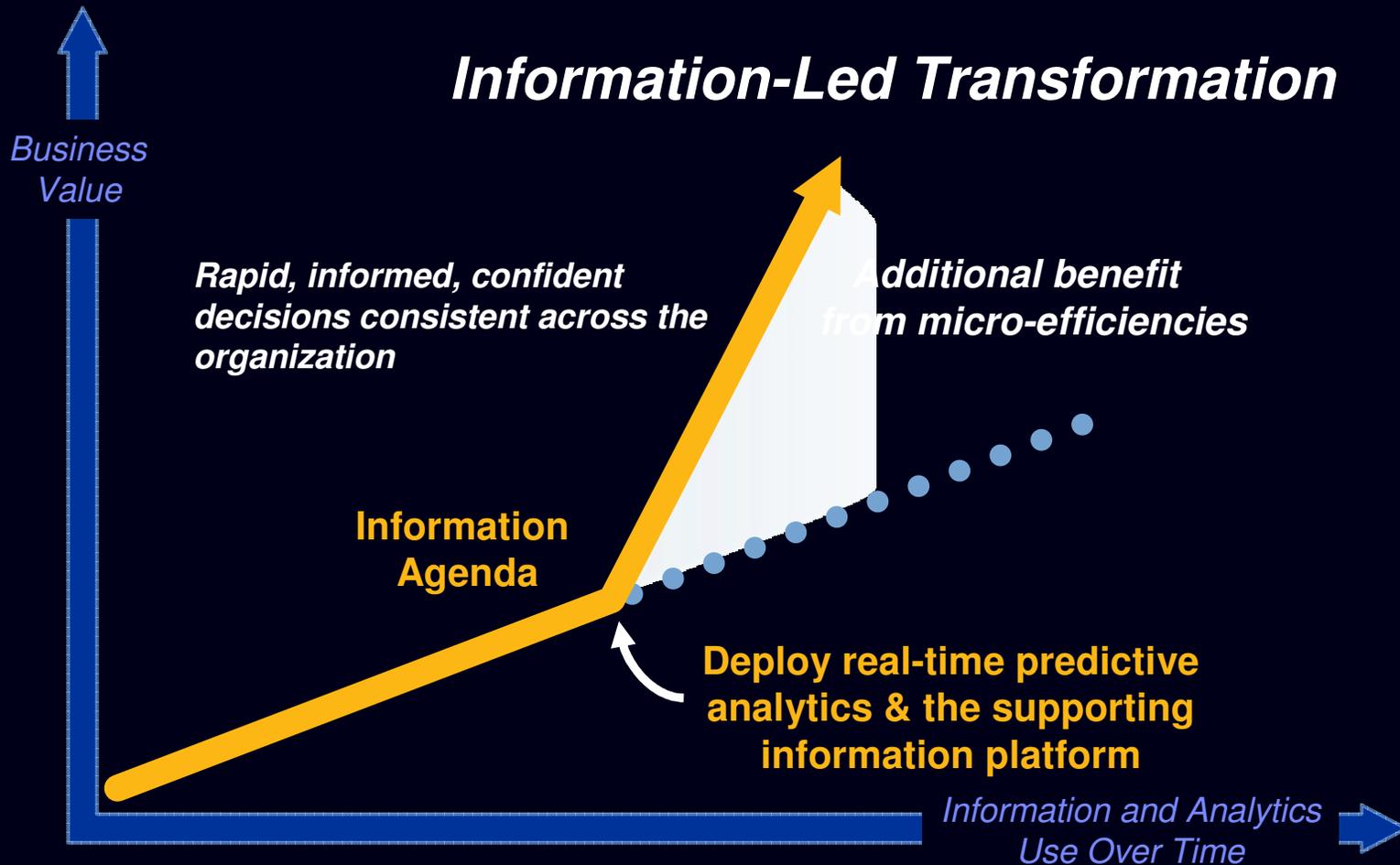


Major Korean Bank: Advanced anti-money laundering analytics stop financial crime before it happens



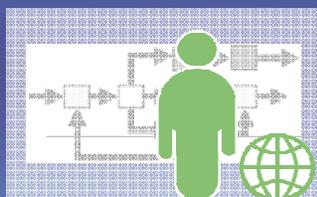
Mobile Service Provider: Analysis of social relationships prevents customer churn and identify new products

These organizations are reaching a tipping point as they start to apply real-time analytics at the point of impact



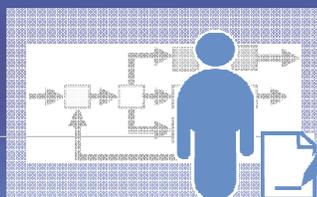
Imagine if you could...

...apply social relationships of customers to prevent churn?



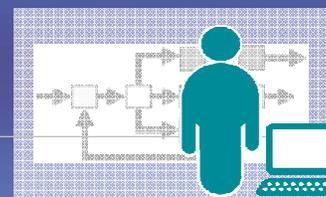
Telco Call Center Rep

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



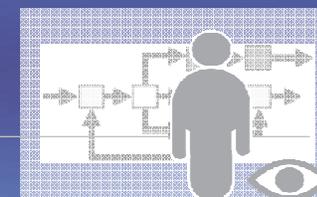
Loan Officer

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



Retail Sales Associate

...identify at-risk students before they drop out of school?

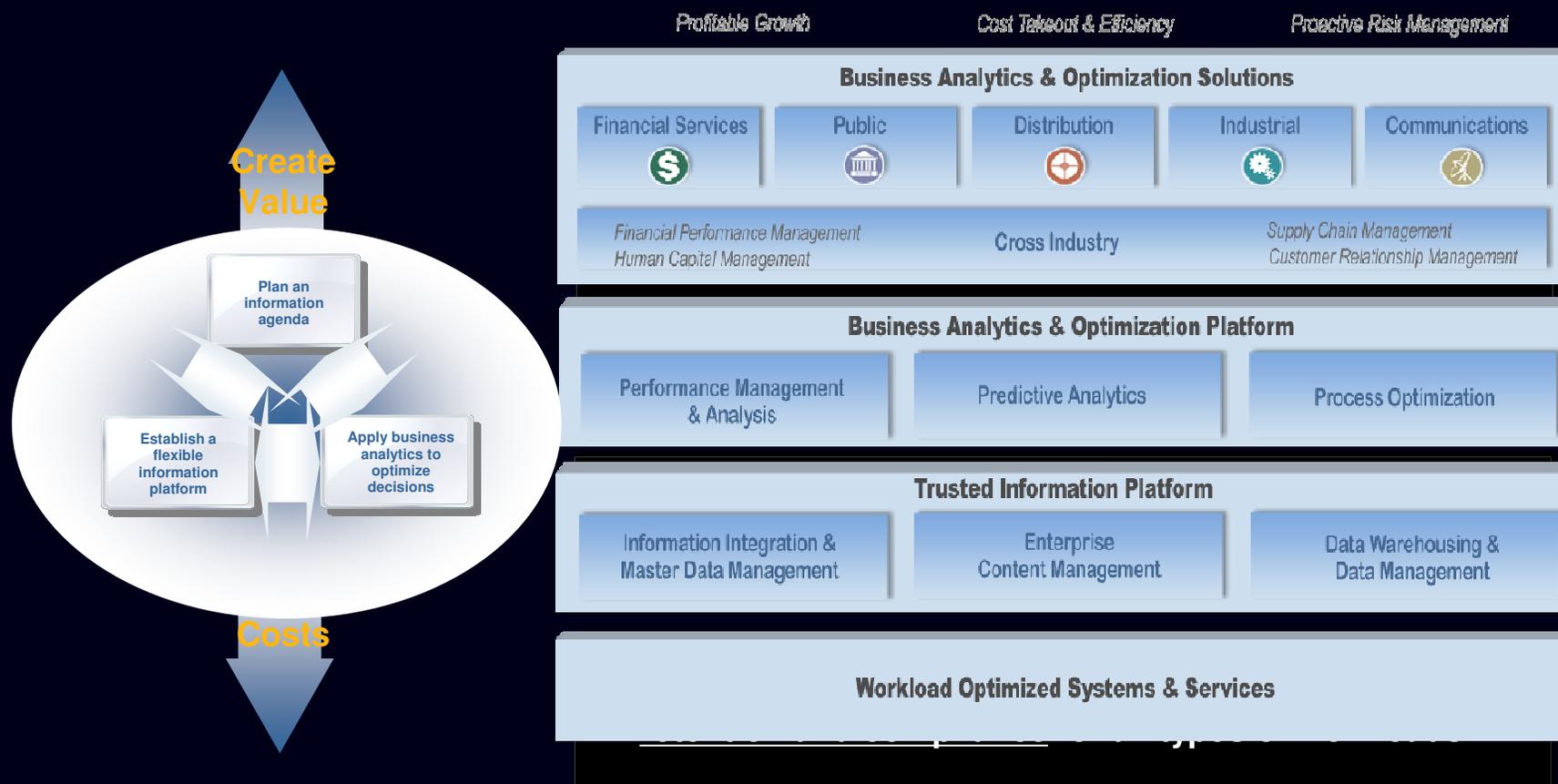


School Administrator

How to accelerate your information-led transformation



Getting started with an information-led transformation





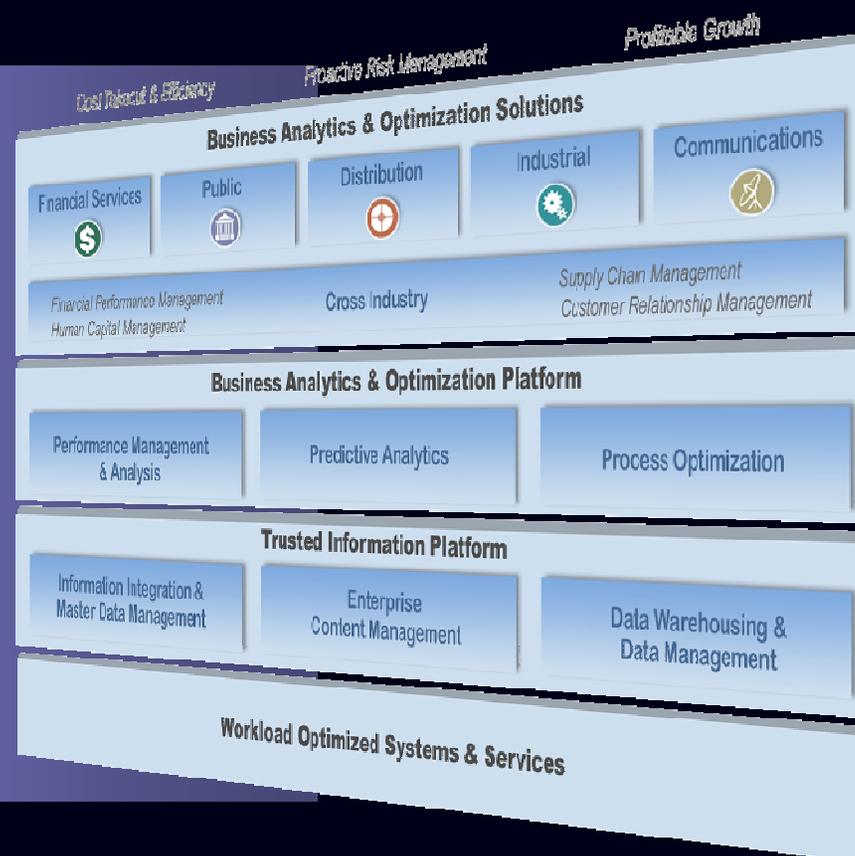
IBM is investing to accelerate your information-led transformation

Over \$12B in software investments since 2005

Over 4,000 Dedicated Consultants

10 Years Research in Services

Largest Math Department in Private Industry





We've only just begun to uncover what is possible on a smarter planet.

- Plan your information agenda
- Deploy business analytics to optimize decisions
- Gain control with an information platform and infrastructure

Let's work together to make smarter decisions for our world.