Brian Loveys – Market Research & Strategy, Business Analytics
James Rowntree – Client Technical Manager

Better Outcomes with Smarter Analytics

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Four years ago, we started working with organizations to build a smarter planet.

Through thousands of client engagements, we learned that analytics is fundamental to success.

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Analytics has evolved from business initiative to business imperative

Analytically sophisticated companies outperform their competition

2.2x
more likely to outperform industry peers

260%
more likely to be top performers

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

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Gartner 2012 CIO Agenda: Analytics & BI Ranked the #1 Technology Priority for 2012

CIO technology priorities concentrate on the customer experience

CIO technologies	Ranking of technologies CIOs selected as one of their top 3 priorities in 2012				
Ranking	***2012***	**2011**	**2010**	**2009**	**2008**
Analytics and business intelligence	1	5	5	1	1
Mobile technologies	2	3	6	12	12
Cloud computing (SaaS, IaaS, PaaS)	3	1	2	16	*
Collaboration technologies (workflow)	4	8	11	5	8
Virtualization	5	2	1	3	3
Legacy modernization	6	7	15	4	4
IT management	7	4	10	*	*
Customer relationship management	8	18	*	*	*
ERP applications	9	13	14	2	2
Security	10	12	9	8	5
Social media/Web 2.0	11	10	3	15	15

Source: Gartner "*Executive Summary - Amplifying the Enterprise: The 2012 CIO Agenda*", Mark P. McDonald | Dave Aron - January 2012

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Organizations drive transformation by starting with one of these four high-value initiatives

1 Grow, retain and satisfy customers

- Churn management
- Social media sentiment analysis
- Propensity to buy/Next best action

2 Increase operational efficiency

- Predictive maintenance
- Supply chain optimization
- Claims optimization

3 Transform financial processes

- Rolling plan, forecast and budget
- Financial close process automation
- Real-time dashboards

4 Manage risk, fraud & regulatory compliance

- Operational and financial risk visibility
- Policy and compliance simplification
- Real-time Fraud identification

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Outperforming organizations grow, retain and satisfy customers

vivo

Smarter Marketing

Reduced Campaign Execution Time By 86%

Penetrate
new opportunities faster

Improve
customer acquisition and retention

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Outperforming organizations increase operational efficiency

Vestas®
Smarter placement of Wind Turbines

Reduce Analysis Time by 97%

More than 2PB of Weather Data

Visibility
and analysis of all operations

Optimize
processes for maximum efficiency

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Outperforming organizations transform financial processes

Del Monte Quality

Smarter Financial Planning

Saved **4%** of cost of goods

Make better capital investments

Lower accounts receivable

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Outperforming organizations manage risk, fraud and regulatory compliance

santam

Smarter Ways to Combat Fraud

Improved Claims Processing by **70%**

Saved **$2.4** Million In Just 4 Months

Identify & Manage
risk sooner

Detect
threats inside & outside your company

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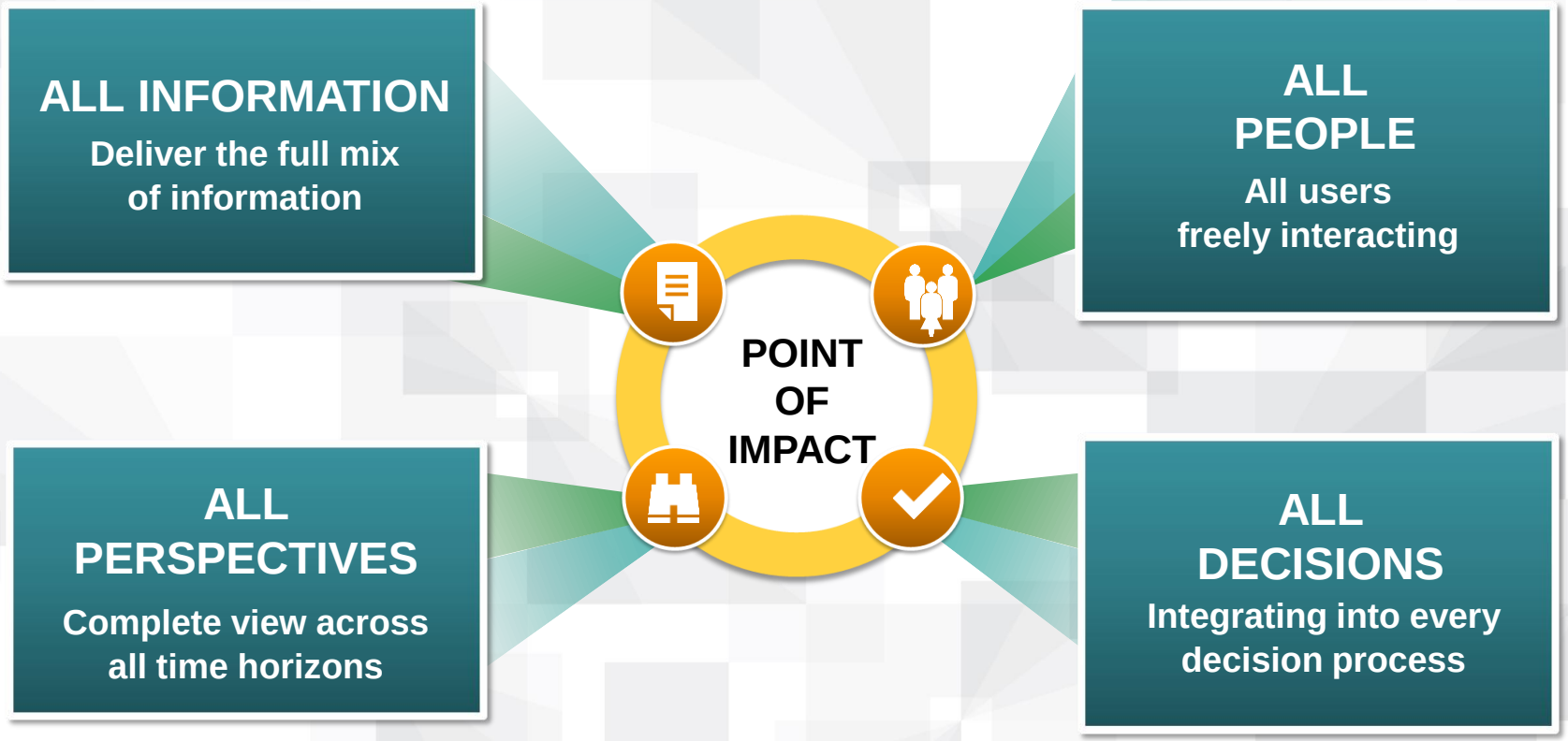
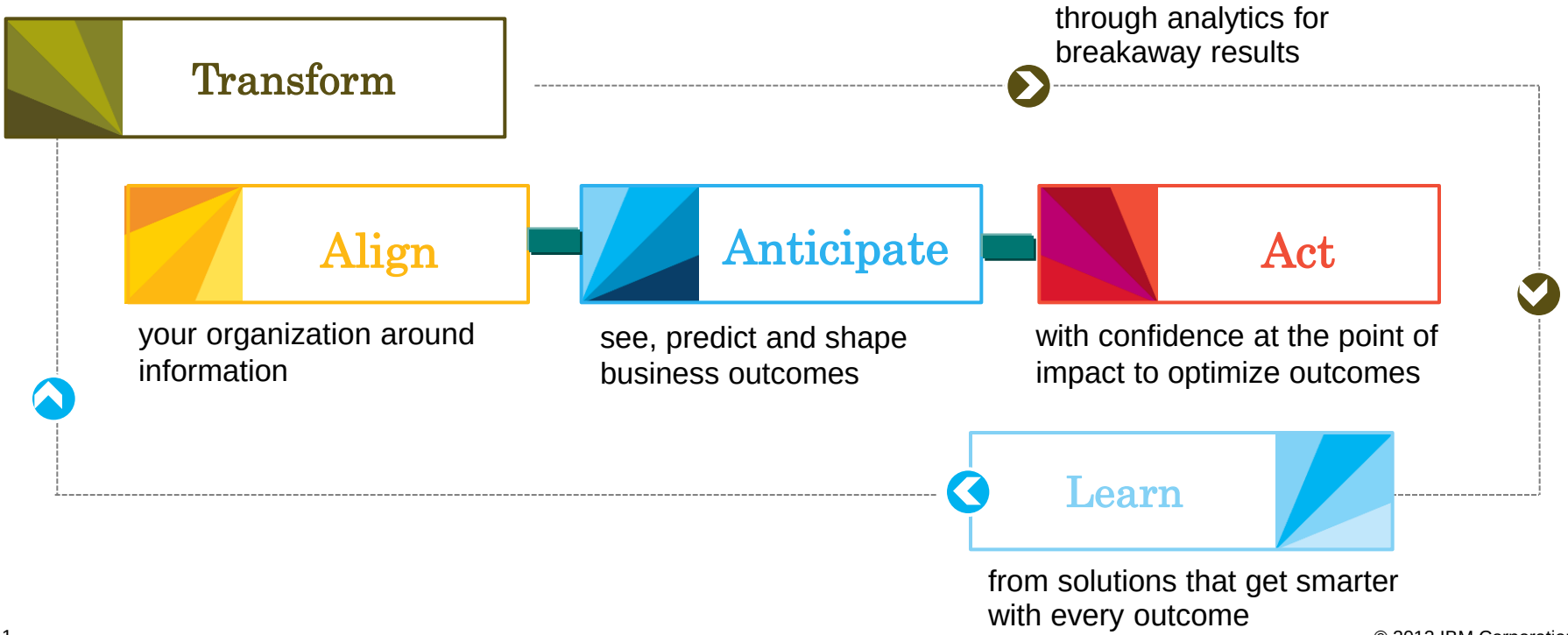
Leaders

are distinguished by their ability to leverage at the point of impact



IBM Smarter Analytics is a holistic approach that turns information into insight and insight into business outcomes.



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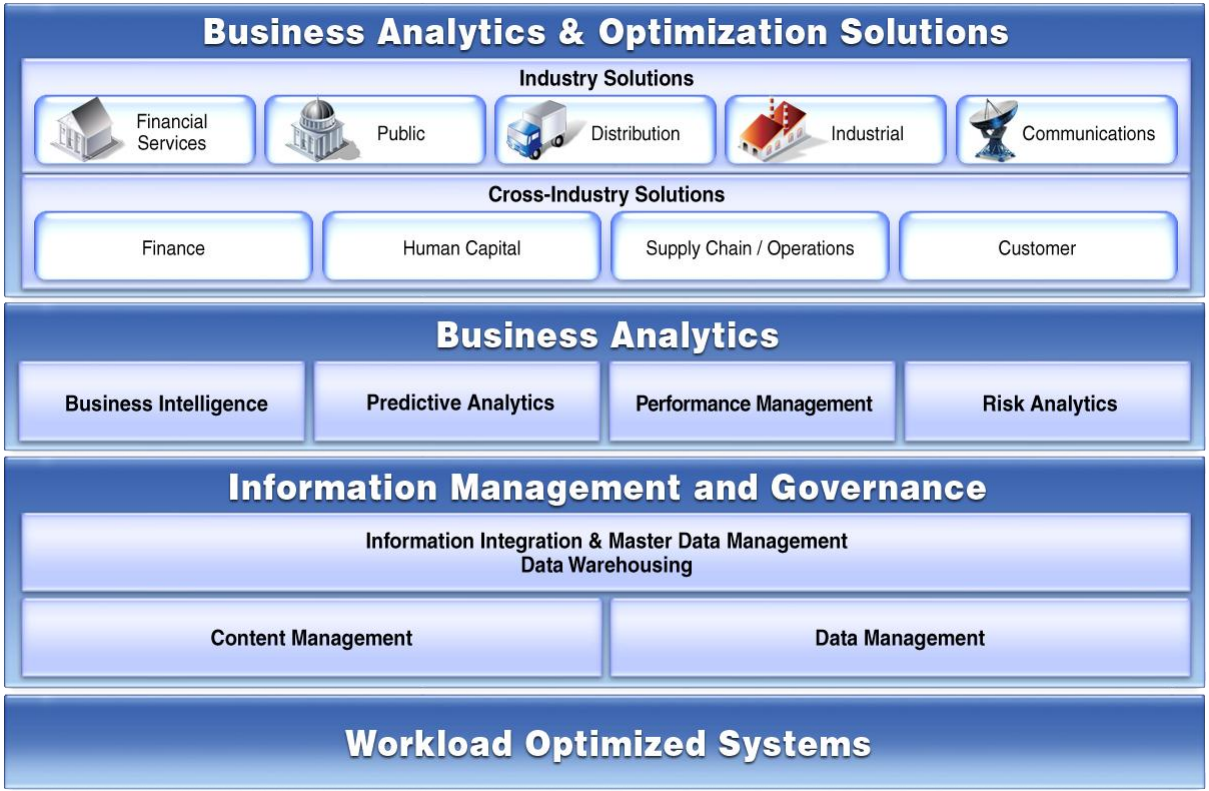

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Meeting Priorities is a Challenge Today

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

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

Sources:
- The Guardian, May 2010 / IBM Institute for Business Value, 2009 / IBM CIO Study 2010 / IBM CFO Study 2010 /IBM CMO Study 2012

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"The data I need is not just in corporate systems"

"I don't know exactly what I'm looking for…"

"Can't afford to wait for someone else to build it"

"We need to understand and respond faster to market changes"

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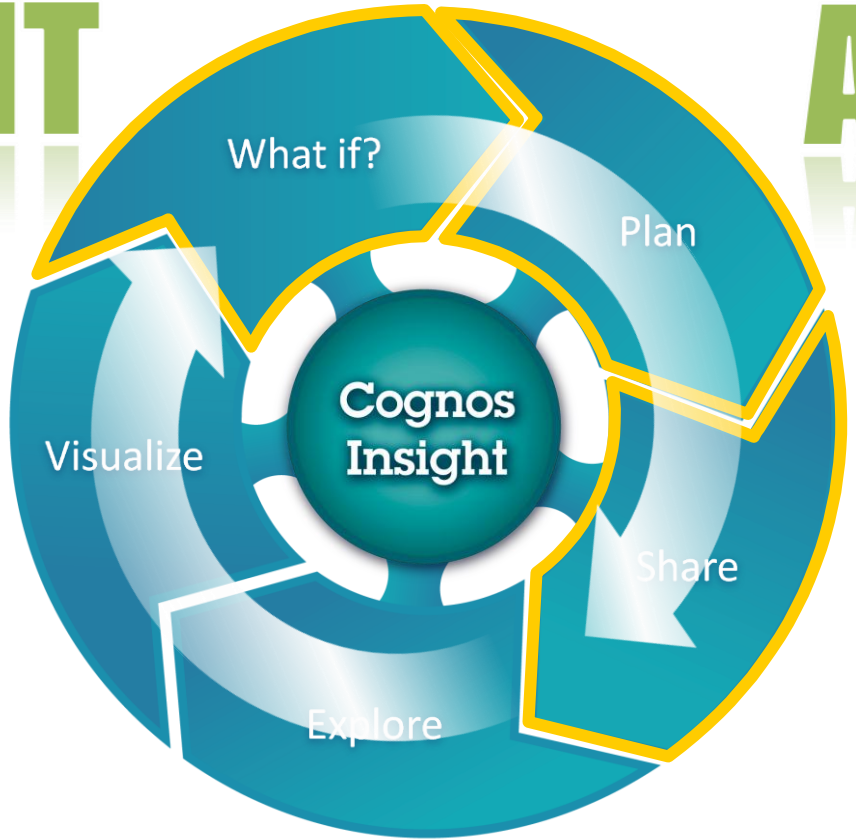
INSIGHT ACTION



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DEMO

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Arm every business user with the analytics they need to take insight to action

Support the way business users choose to work with consistent information and access wherever they are

Meet the entire organizations' needs with cost-effective scale, centralized administration and flexible deployment choices

Incredibly **powerful**.
Incredibly **simple to use**.

CAPABILITIES IBM Cognos Business Intelligence | IBM Cognos TM1 | IBM Cognos Insight

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COGNOS ENTERPRISE

DEMO

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- Optimize constraints and trade-offs of resources
- Operational excellence through rules-based governance

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IBM Performance 2012

Smarter Analytics. Smarter Outcomes.

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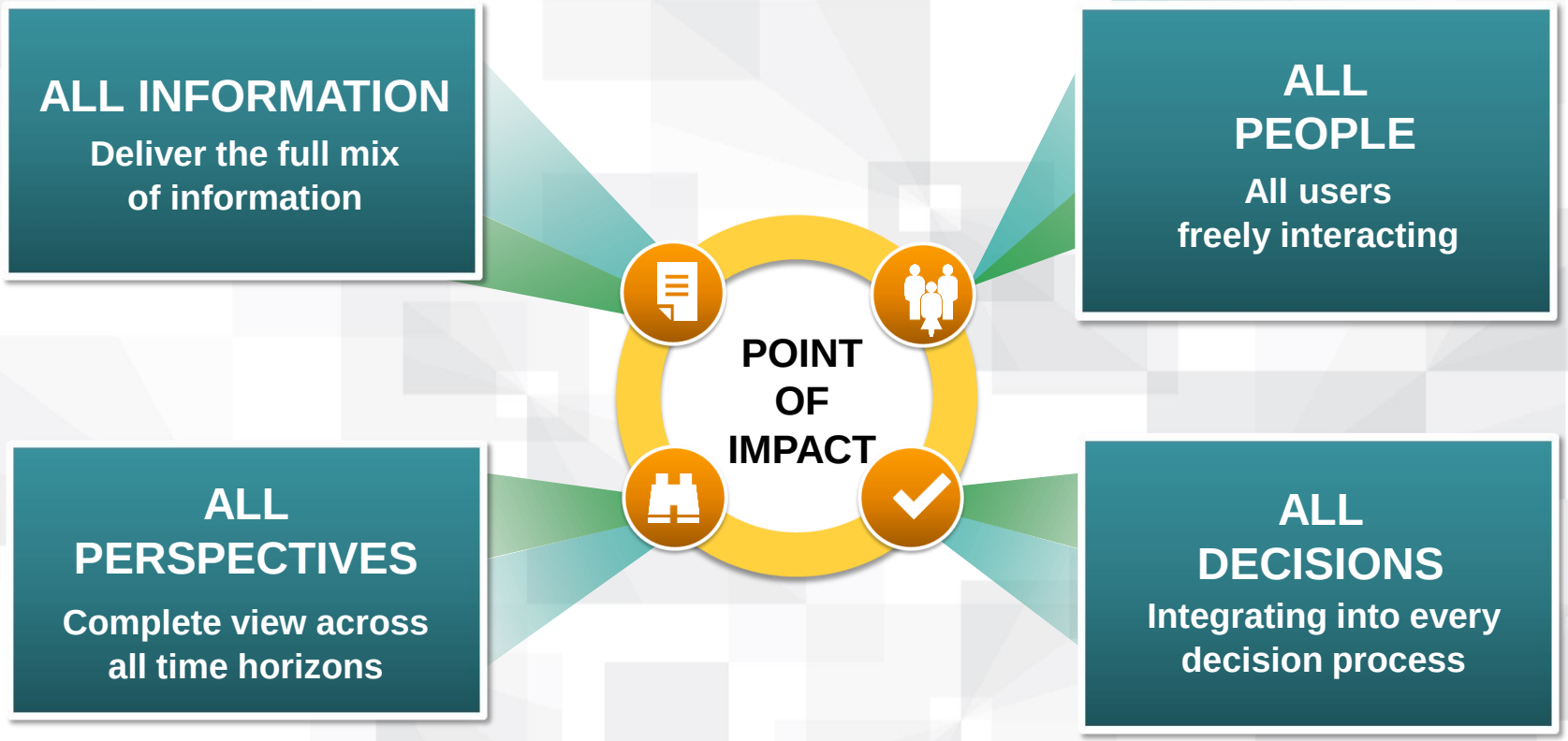
ANALYTICSZONE

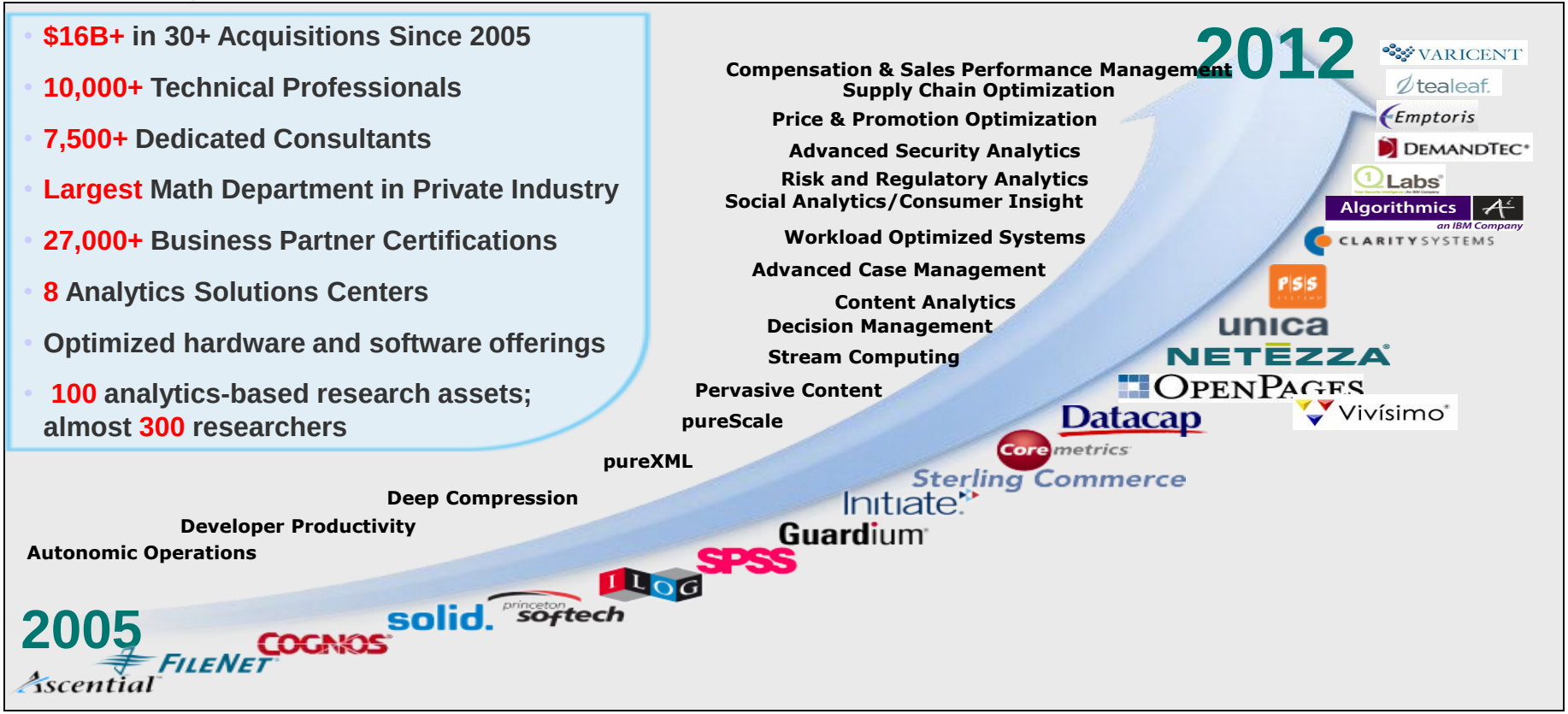
Leaders

are distinguished by their ability to leverage at the point of impact



Investing to Enable Our Customers

- **$16B+** in 30+ Acquisitions Since 2005
- **10,000+** Technical Professionals
- **7,500+** Dedicated Consultants
- **Largest** Math Department in Private Industry
- **27,000+** Business Partner Certifications
- **8** Analytics Solutions Centers
- Optimized hardware and software offerings
- **100** analytics-based research assets; almost **300** researchers



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Visit the break-out sessions

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Breakout Sessions:

	TRACK 1: Business Intelligence	TRACK 2: Performance & Risk Management	TRACK 3: Customer & Predictive Analytics
10:15 - 11:00am	Top 10 Ways to Maximise Your Return on Business Intelligence	Using an Enterprise Governance, Risk & Compliance (GRC) Platform to Improve Risk and Compliance Initiatives	Delivering a Positive Experience with Customer Analytics
11:00 - 11:45am	From Insight to Action - Introducing IBM Cognos Insight	IBM Cognos Solutions for Planning and Analytics Including Financial Disclosure	Optimising Decision Making at the Point of Contact
11:45 - 12:30pm	Integrated BI and Planning for Midsize Organisations	Innovation in Sales Performance Management with Varicent	Delivering Business Value with Social Media Analytics

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Thank you!

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