

BusinessConnect and SolutionsConnect

It's time to make bold moves.

Forward Looking Analytics

HOW TO CREATE A PANORAMIC VIEW OF YOUR BUSINESS





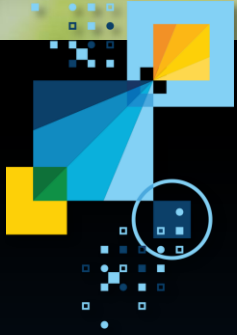
Forward Looking Analytics

HOW TO CREATE A PANORAMIC VIEW OF YOUR BUSINESS



Hamilton County
DEPARTMENT OF EDUCATION





High School Graduation Rates

THE SITUATION

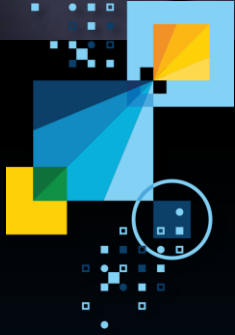
Increase graduation rates

Identify and help at-risk students

Analyze disparate data daily

Deliver insights to support network





High School Graduation Rates

THE SOLUTION

Using predictive models to look for signs that a student is at-risk

Making information available online and via mobile devices to teachers & social workers





High School Graduation Rates

THE RESULTS



10% INCREASE in graduation rates

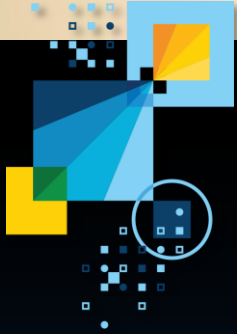


PROACTIVELY IDENTIFY students at risk



NEAR REAL-TIME UPDATES for decision makers





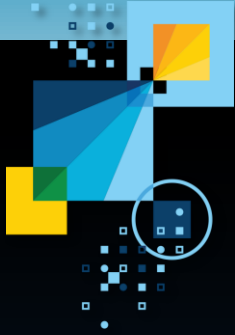
Forward Looking Analytics

THE NEW WAY FORWARD

Blends predictive views alongside historic and current data

Solves challenges and identifies opportunities with better foresight

Delivers a spectrum of capabilities to the enterprise



Key Trends are Fueling THE NEED & URGENCY FOR ANALYTICS

The emergence of big data analytics

35%

of businesses use big data for business advantages.

Increasing consumer expectations

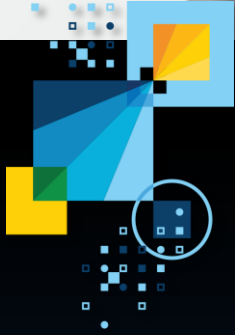
84%

of consumers rely on social networks for purchase decisions.

Accelerating pressure to do more with less

32%

higher return on invested capital for organizations using advanced analytics



Business users are facing A NUMBER OF ANALYTIC CHALLENGES

ALIGNING with business goals and objectives

UNDERSTANDING how today's decisions can affect tomorrow's outcomes

ENHANCING the validity of good judgment

IMPROVING the assimilation and analysis of numerous data sources





A change in the landscape

WHO SHOULD CARE ABOUT THE JOURNEY?

BUSINESS MANAGERS



Managers want situational awareness to make better decisions faster

CEOs

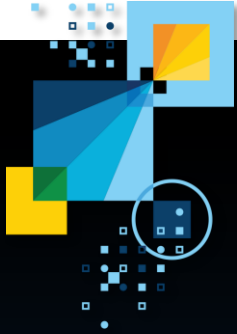
70%

of CEOs seek to understand individual customer's needs

CIOs

95%

of CIOs want to lead or support strategies to drive real-time decisions



Forward Looking Analytics from IBM

BEYOND TRADITIONAL REPORTING AND ANALYSIS

EMPOWER USERS

of all skill levels with self-service capabilities

OPTIMIZE OUTCOMES

by tying predictive measures against operational processes

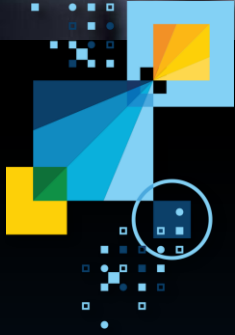
DEPLOY

Forward looking BI on desktops, browsers, and mobile devices

SHARE BROADLY

with a single BI interface to extend across departments





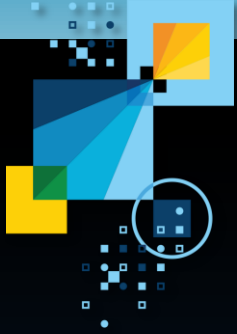
WHAT MAKES FORWARD LOOKING ANALYTICS SPECIAL?

FIND subtle and obvious patterns and outcomes

FORESEE occurrences of events stated as probabilities

DETECT concealed trends quickly





Using Forward Looking Analytics Lets Take a Look

IBM Cognos Workspace

Create New

Open Existing



Favorites



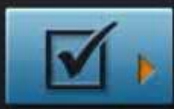
Performance Dashboard

How-to Videos

Show all



Customize your Workspace
How to easily customize your workspace style

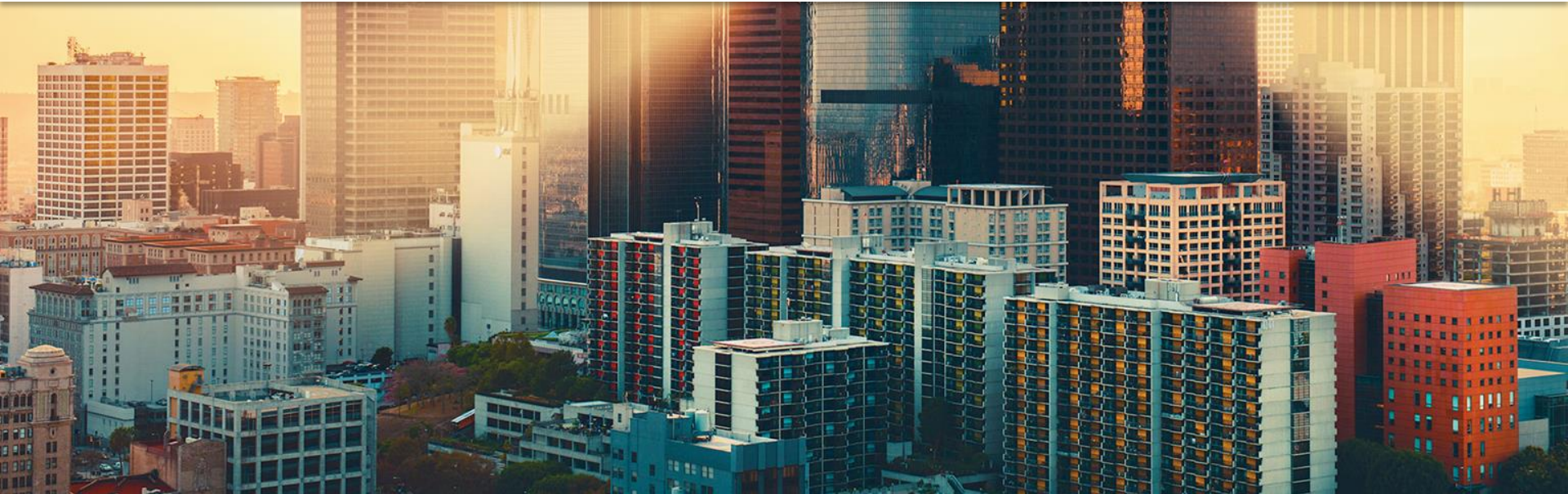


Set your Preferences
How to easily set your preferences



STORIES OF SUCCESS

HELPING CUSTOMERS MOVE FORWARD WITH ANALYTICS





IBM

Predictive analytics improve electric vehicle battery's performance & safety



The number of electric vehicles will continue to grow to an expected

2.9 million

worldwide by 2017 placing added strain on the power grid.¹



R&D

Honda R&D Co.,Ltd.

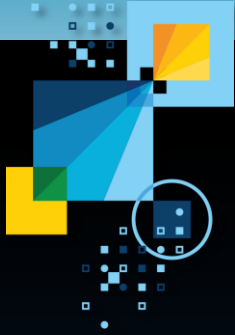


Predictive analytics optimizes player performance with less injuries

“The predictive analytics technology gives us a very objective, sensitive and reliable measure of predicting each player’s limit and his injury risk, allowing us to modify training accordingly.”

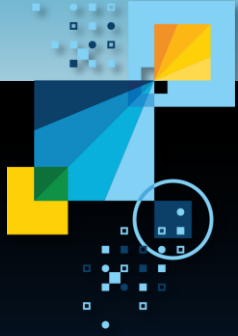
—Haydn Masters, athletic development manager



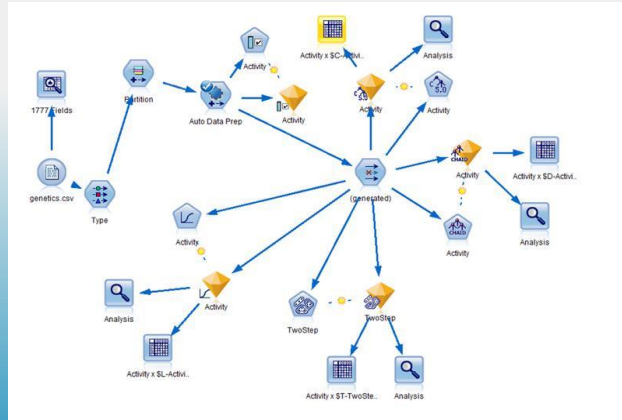


Using Forward Looking Analytics

Lets Take a Look - Waratahs



Data +  = \$\$\$\$



Improving decisions with Forward Looking Analytics

WHERE DO YOU SEE YOUR BUSINESS?

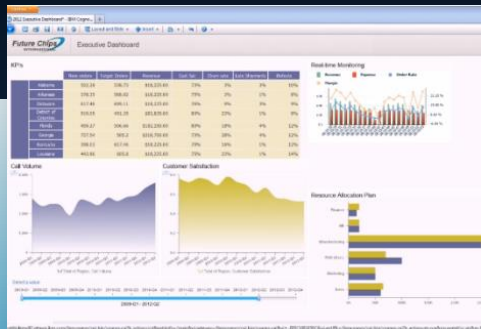
GOOD

Spreadsheets are good for lookup of value and field to field comparison

1	Date	Region	Country	City	Product	Quantity sold	Unit Price	Unit Cost	SGA Expenses
2	1/1/2012	North America	Canada	Toronto	Alpha	0.709316517	11	5.72	2
3	1/1/2012	North America	United States	New York	Alpha	1.071721712	10	5.7	2
4	2/1/2012	North America	United States	New York	Orion	10	15	12	3
5	2/1/2012	North America	United States	New York	Nova	9.721925134	21	9.66	8
6	3/1/2012	North America	United States	Los Angeles	Charger	17.8280769	17	9.01	5
7	1/1/2012	North America	United States	Los Angeles	Alpha	5.67453214	12	6.84	2
8	4/30/2012	North America	United States	New York	Charger	7.866314099	16	7.2	5
9	5/29/2012	North America	Canada	Toronto	Charger	1.31105235	16	8.48	5
10	1/25/2012	North America	United States	Los Angeles	Charger	6.555261749	15	6.9	5
11	4/7/2012	North America	Canada	Toronto	Nova	1.944385027	21	8.61	8
12	1/27/2012	North America	United States	Los Angeles	Charger	5.9428923	17	9.18	5
13	3/25/2012	North America	United States	New York	Nova	7.502051984	20	12	8
14	3/5/2012	North America	United States	Los Angeles	Nova	0.709316517	20	8.6	8
15	5/13/2012	North America	United States	New York	Nova	1.418633035	19	10.83	8
16	3/30/2012	North America	United States	Los Angeles	Charger	1.79693444	16	7.36	5
17	1/1/2012	North America	United States	New York	Alpha	8.57372696	11	4.84	2
18	4/29/2012	North America	Canada	Toronto	Charger	3.93315705	15	6.6	5
19	1/2/2012	North America	Canada	Toronto	Charger	17.9693444	15	6.3	5
20	1/1/2012	North America	United States	Houston	Alpha	5	12	5.64	2
21	3/17/2012	North America	Canada	Toronto	Nova	1.944385027	19	10.64	8
22	4/27/2012	North America	United States	Los Angeles	Charger	3.961794866	15	6	5
23	1/1/2012	North America	United States	Philadelphia	Alpha	8	11	5.61	2
24	1/1/2012	North America	United States	Los Angeles	Alpha	6	11	4.62	2

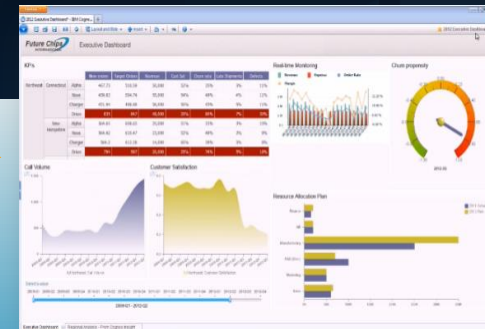
BETTER

BI is better for context, data discovery, identification

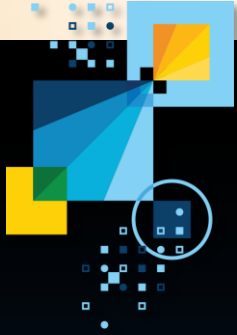


BEST

Forward Looking BI builds on the previous by adding a future view stated as a likelihood







IBM Solution

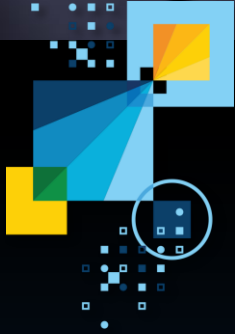
WHAT CAN FORWARD THINKING DO FOR YOU?

OPTIMIZE RESULTS for bottom line savings

INSTILL CONFIDENCE with visibility into the business

ACCELERATE AHEAD of competitors





Forward Looking Analytics WHY CHOOSE IBM?

DELIVER predictive insights to decision makers

SOLVE business challenges and identify opportunities

ENABLE the spectrum of analytics in a single platform



BusinessConnect and SolutionsConnect

It's time to make bold moves.

Thank you

