

BusinessConnect and SolutionsConnect

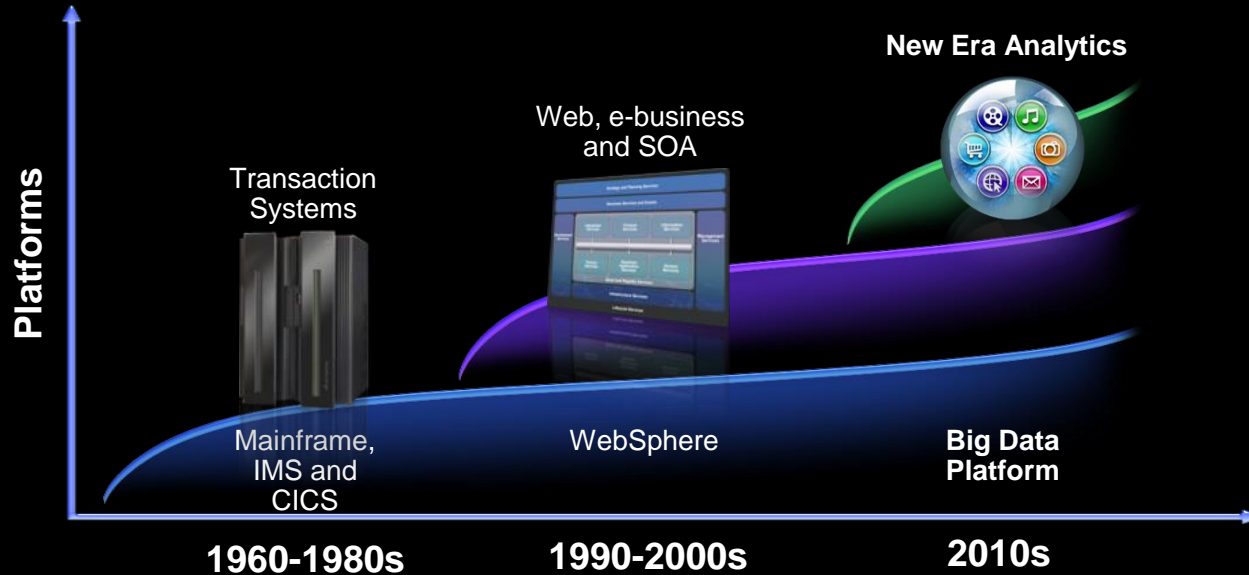
It's time to make bold moves.

DELVE INTO DATA

Realising value from customer
sentiment and behaviour



IBM is evolving a new type of IT platform centered on delivering the value from big data



Disruptive forces impact long standing business models across industries



Pressure to do more with less



Shift of power to the consumer



Proliferation of big data

The demand for big data solutions is real



The **healthcare industry loses** \$250 - \$300 billion on healthcare fraud, per year. In the US this is a \$650 million per day problem.¹



One rogue trader at a leading global **financial services** firm created \$2 billion worth of losses, almost bankrupting the company.



\$93 billion in total sales is missed each year because **retailers** don't have the right products in stock to meet customer demand.



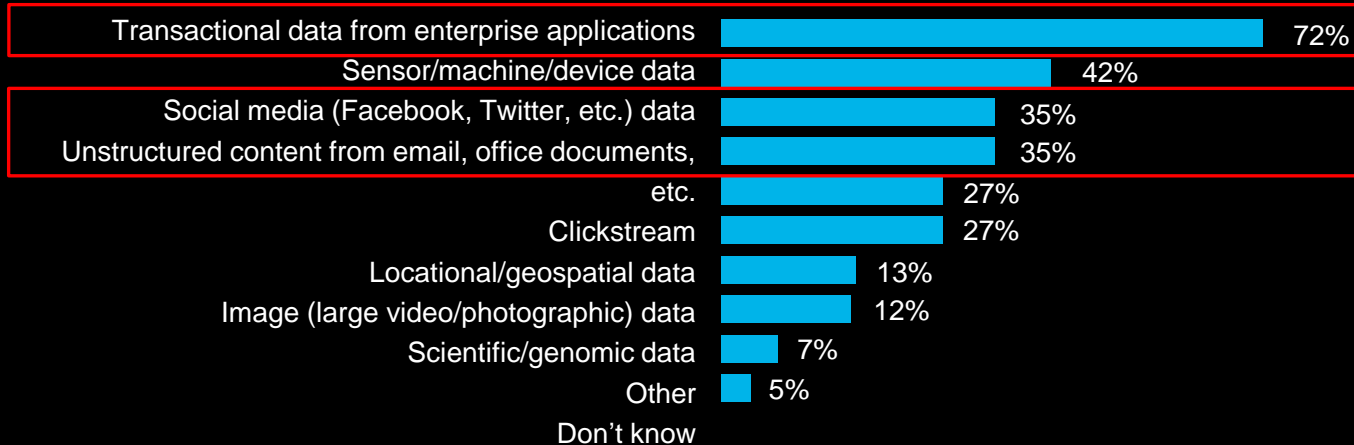
5 billion global subscribers in the **telco industry** are demanding unique and personalized offerings that match their individual lifestyles.²

Source: 1. Harvard, *Harvard Business Review*, April 2010.
2. IBM Institute for Business Value, *The Global CFO Study*, 2010.

The key is to leverage all the data

Big data: across diverse subject domains

“What types of data/records are you planning to analyze using big data technologies?”



Base: 60 IT Professionals
(Multiple responses accepted)

Enhanced 360° View of the Customer



Extend existing customer views (MDM, CRM, etc.) by incorporating additional internal and external information sources



Need a deeper understanding of customer **sentiment from both internal and external sources**



Desire to increase customer loyalty and satisfaction by understanding what meaningful actions are needed



Challenged getting the right information to the right people to provide customers what they need to solve problems, cross-sell & up-sell

- Do you struggle to understand your customers?



- Do your customer-facing professionals struggle to get the information they need?



- Do they struggle to find the next question to up-sell, cross-sell and engage?



- Are you looking for ways to improve the customer's experience, increase customer loyalty, increase lifetime value, and receive referrals to new customers?

- Is your customer data scattered among many different systems, inside and outside the enterprise?



What if you could turn all of these challenges to your advantage?



Greater customer intimacy

- ✓ Know what customers want, why they buy, why they switch and what will keep them engaged and in the fold



Better use of information at the point of impact

- ✓ Solve customer issues quickly and move on to revenue-generating conversations



Greater customer lifetime value

- ✓ Retain customers, enabling up-sell and cross-sell opportunities, rather losing them to the competition

A customer is a puzzle made up of many pieces



Contact Information
Name, address, employer,
marital...



Business Context
Account number, customer type,
purchase history, ...



Social Media
Social network, affiliations,
network ...



Legal/Financial Life
Property, credit rating, vehicles

**Every interaction
requires someone to
piece together parts of
the puzzle**



Leisure
Hobbies, interests ...



Professional Life
Employers, professional groups,
certifications ...

**Information about your
customers is dispersed,
forcing your employees
to extract it piece-by-
piece**

Individual silos can answer typical questions, one-by-one

... but an enhanced 360° view provides answers in one application



Individual silos can answer typical questions, one-by-one

What products can I upsell this customer?

What impact will inventory have on her?

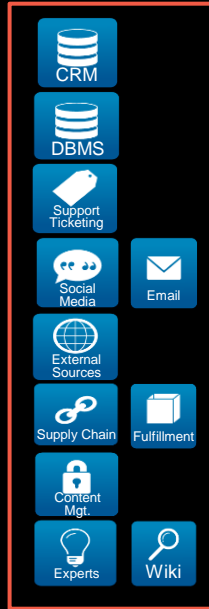
What marketing materials should I send?

What should I know before calling her for renewal?

What's going on with this customer TODAY?

How can we increase engagement with her?

How can we get more customers like her?



Fusion of data from multiple systems enables deeper insights—not just facts



KkSmith | Logged in as Frank Gelato | Help

Home > Janet Robertson

Product offers based on past conversations

Consolidated list of products owned based on account affiliation

List of past purchases by this contact from order tracking system

Date	Amount	Product
2011-04	23k	845 Integrated Wall System
2011-04	23k	845 Integrated Wall System
2011-04	23k	845 Integrated Wall System

Contact information from CRM

Accounts associated with contact (past and present) based on info in CRM

Real-time activity feed shows new content from many sources (DBMS, Salesforce, SAP)

Recent conversations from multiple sources: e.g., CRM, e-mail, etc.

Information about contact from external sources such as LinkedIn

Personal Information

Janet Robertson
 Distributor / Purchasing Agent
 Department: Purchasing
 Office: Syracuse, NY
 jrobertson@golsano.com
 315.555.1212 x555

Associated Accounts

- Golsano-Upstate
- Golsano-Strong
- Strong Memorial

LinkedIn History

Golsano Children's Hospital
 Title: *Distributor / Purchasing Agent*
 Years worked: Nov 2006 - Present

Golsano Children's Hospital
 Title: *Purchasing Agent*
 Years worked: May 2000 - Nov 2006

Notes: Janet is new to the Transplant group, but has been a purchasing agent for 10 years now to the 845 Series.
 Salesforce - 2 days ago

Email: 845 Integrated Wall System Overview
 Janet, please find an overview of the integrated wall systems that we offer! This is only a high level...
 Exchange - 3 hours ago

Title: Kk Smith Introduction
 Welcome Janet to Pediatrics at Golsano. I wanted to introduce myself...
 Salesforce - 2 days ago

Email: Team, I just spoke to Golsano and Jeffrey Singleton has left Janet Robertson is replacing him and I will...
 Exchange - 3 days ago

Recent Activity: Williams updated the database Product History 845 - Activity...
 Database - 3 hours ago

Recent Activity: Chelle Kroll added the email address jrobertson@golsano.com to contact Janet Robertson.
 Salesforce - 2 days ago



Customer alerts

Customer campaign analytics relevant to the user's profile

Customer insights from Activity Feed

Social media analytics from streaming content

Contextual monitoring of customer views in outside data feeds



Making each investor feel like they're #1

Large brokerage and financial services firm

Leading provider of workplace and individual retirement savings plans, mutual funds and other financial products for 20 million customers

Secure access to over 30 different silos to empower agents to engage high-value customers to promote up-selling and cross-selling

From challenges to opportunities



Leading Medical Equipment Supplier

(Blinded for confidentiality)

A leading medical device manufacturer delivers detailed knowledge about customers and products to their contact center agents to enable better engagement and asking “one more question” to increase cross-selling.

Business outcomes

- Increased revenue and decreased cost in the call center
- Increased customer satisfaction & employee engagement
- Created opportunities from each customer interaction - “one more question,” targeted to individual client situation

Important value pillars for the enhanced 360° view

**Improve direct
customer interactions**

Empower customer-facing
professionals

Leverage existing data and
knowledge

Create efficient, meaningful
and profitable interactions

**Increase quality and
use of analytics**

Enable use of information from
multiple data sources

Put analytics in context!
Integrate analytics with
customer views to empower
front-line employees

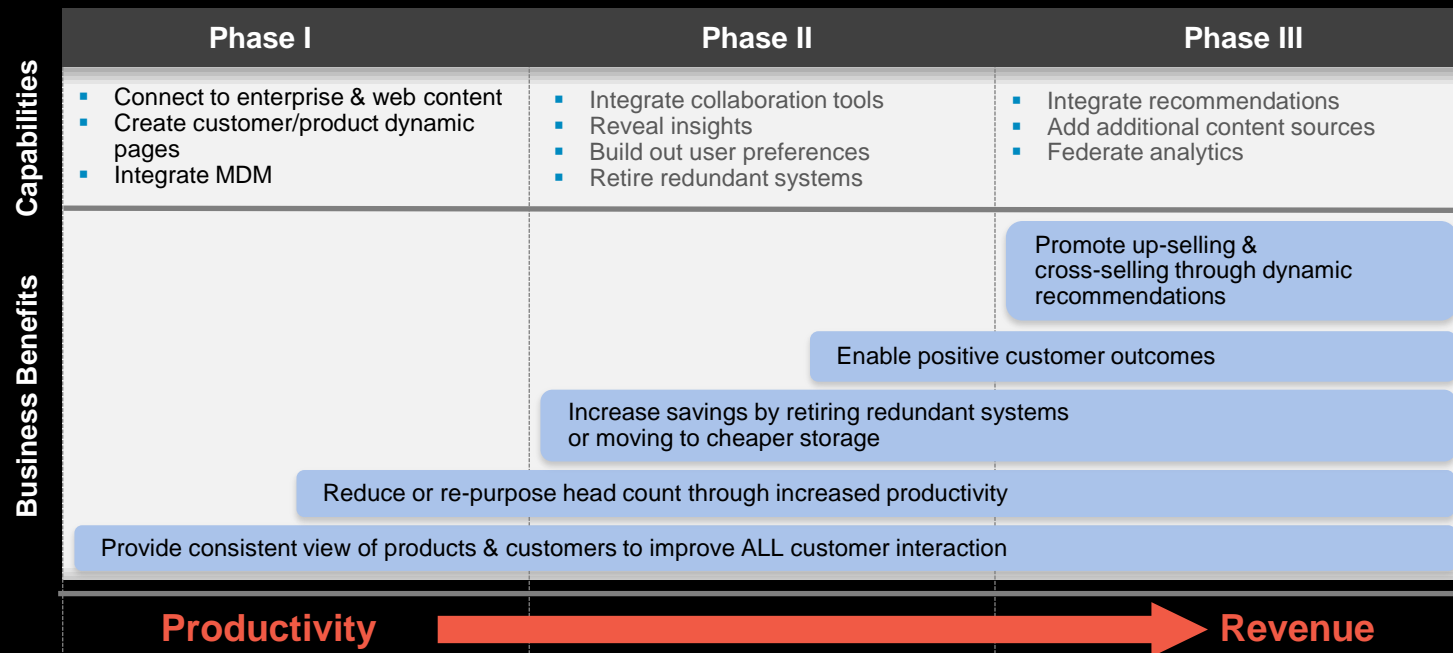
**Improve Web-based
self service**

Empower customers to leverage
information

Leverage recommendations and
“next best action” analytics

Reduce cost of routine
interactions while improving
customer loyalty

What is the path to ROI? Sample client progression



Gaining a complete view of customers is challenging but IBM has a portfolio of tools to help



IBM Watson Explorer

- ✓ Find and navigate customer information regardless of format or where it is stored
- ✓ Present a unified view, combined with analytics



InfoSphere Streams

- ✓ Continuous processing and analysis of fast-moving customer data
- ✓ Deliver immediate insights when needed for quick reaction



InfoSphere BigInsights

- ✓ Enterprise-grade Hadoop
- ✓ Landing area for data
- ✓ Low-cost storage and processing power for the most challenging analytics



PureData for Analytics & DB2

Analysis of operational customer data in real-time

Information Integration & Governance



- ✓ Ensure data consistency and accuracy

Watson Foundations - uniquely...

Helps me discover fresh insights

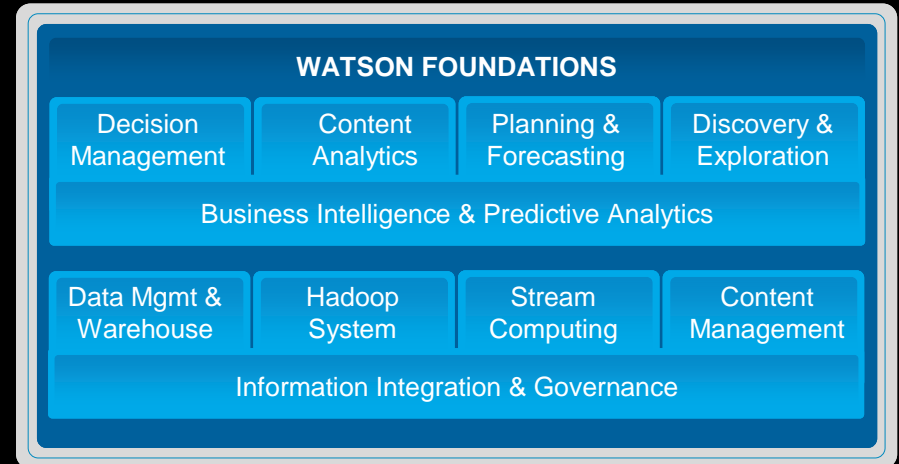
- Predictive and content analytics to uncover patterns not yet known
- Interactive exploration across all data

Operates in a timely fashion

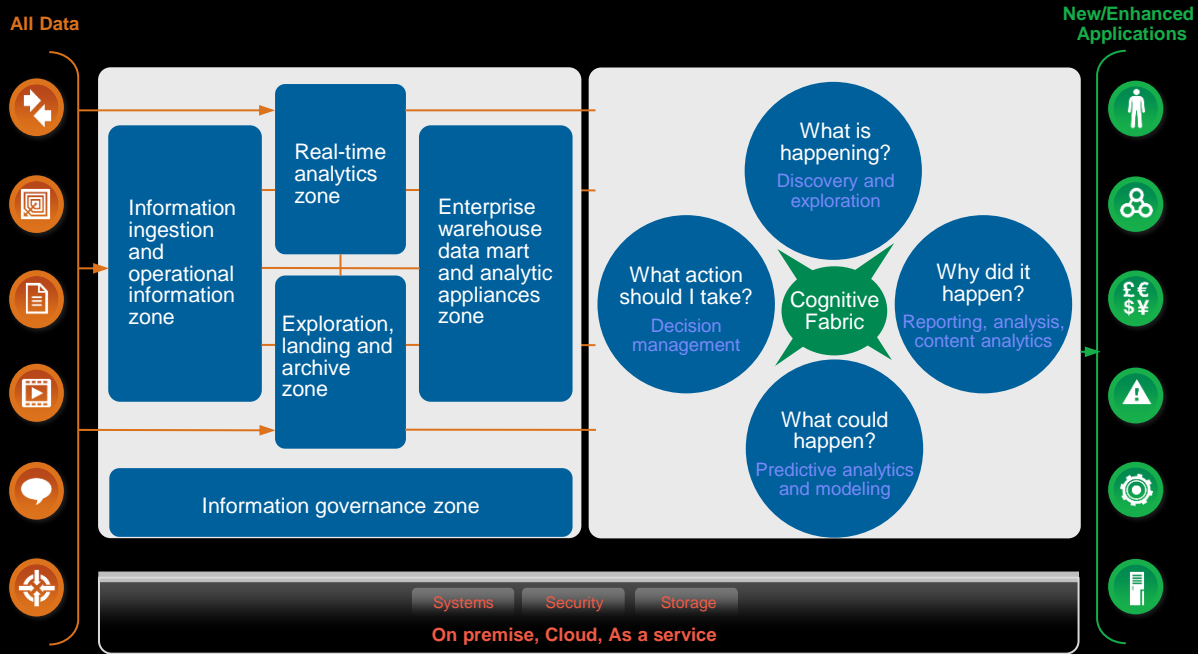
- Real-time analytics as data flows through an organization
- Enterprise-class Hadoop that runs 4x faster
- In-memory computing for speed of thought analytics

Establishes trust so I can act with confidence

- Governance across complete data lifecycle including Hadoop
- Security and privacy with compliance
- Transparency and context to decision-making process



Capable of the entire analytics journey

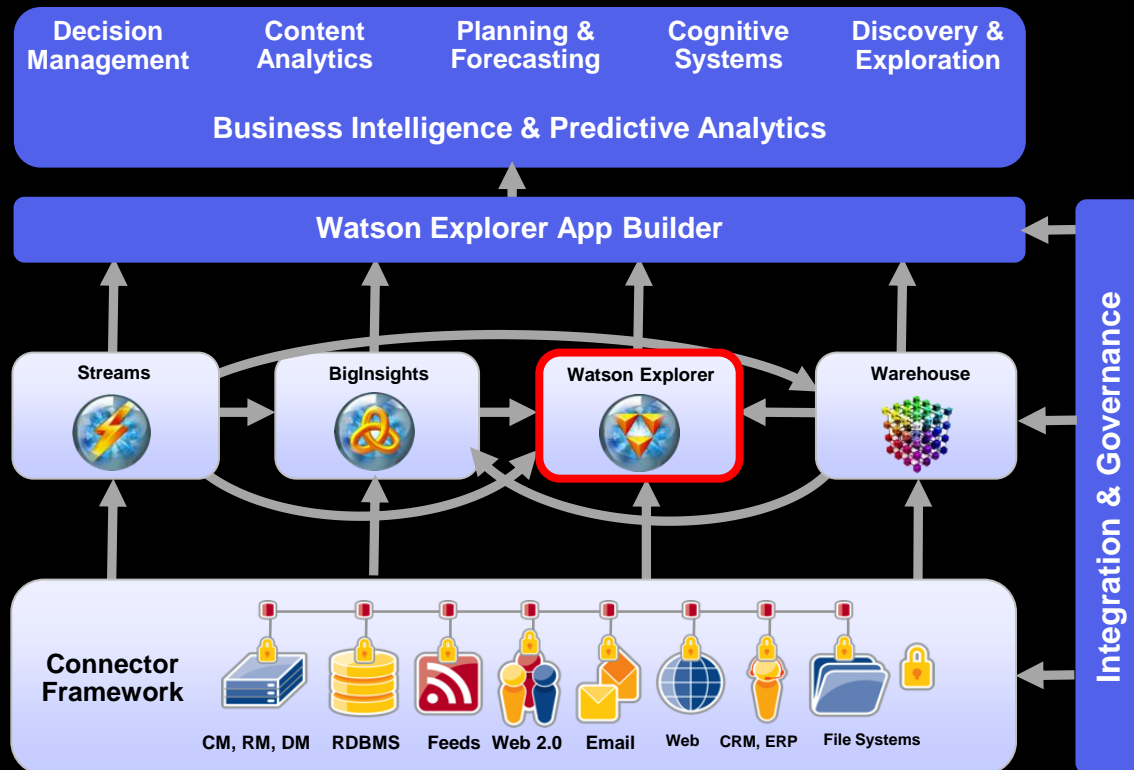


Watson Foundations

Robust analytics capable of incorporating all data types and sources

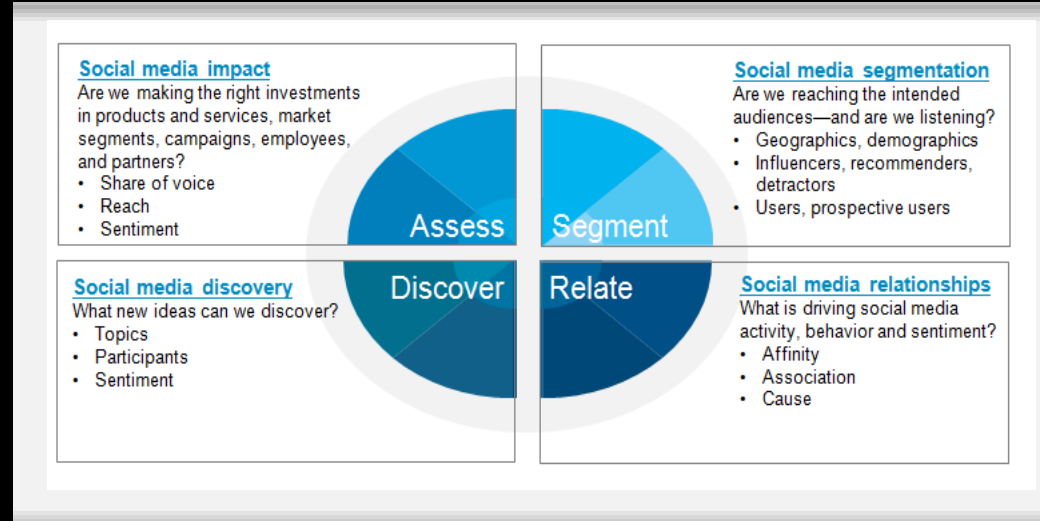
IBM's Information & Governance ensures veracity

Secure access to a broad range of enterprise systems



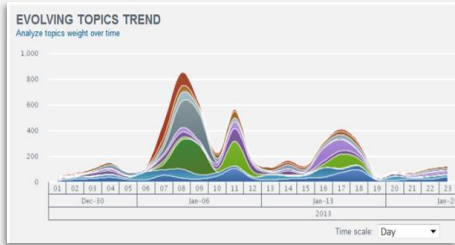
Social Media Analytics

- **Capture and Analyze** social media comments in dashboards
- **Understand and Act** with customer automation solutions
- **Segment and Predict** bringing repeatability to ongoing decision making



Social Media Analytics

Leverage Rich Information for Actionable Insights



Evolving Topics



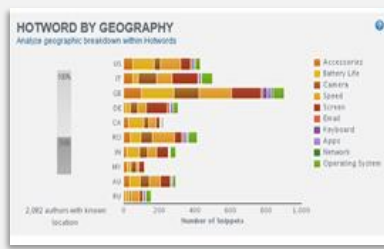
Demographics



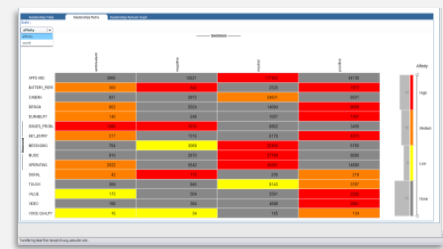
Influencer Scoring and Sentiment



Behavioral Analytics



Geographics



Affinity

BlueMix / IBM Cloud Marketplace

IBM Cloud / marketplace

Overview **Marketplace** Solutions ▾ Learn Today in cloud

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Where to go from here - ask yourself these questions

When someone in your organization wants to view **all information** about a customer, product or competitor how do they go about it? *How many different systems do they need to access?*

Have you considered the impact on your business **of not providing** a single point of access for all customer-related business? Lost productivity? Opportunity cost?

Are you able to **weigh insights** about your customers from social media, surveys, support emails and call records **in context** with information from transactional systems?

How would a **complete view of the customer** enhance your line of business? Are there specific business outcomes you are looking for?

Get started on your big data journey today

Get Educated

- IBM Big Data platform webpage
- IBM BigDataHub.com & AnalyticsZone.com
- Big Data University
- IBV study on big data
- Books / analyst papers

Schedule a Small Group Workshop

- Free of charge
- Your location or ours
- Topics include: Big Data, Predictive Analytics and more!
- Industry use cases
- Hands on available



BusinessConnect and SolutionsConnect

It's time to make bold moves.

THANK YOU

