


Capitalise on the Power of Big Data & Analytics to Transform Marketing

Discovering Insights to Improve the Customer Experience

Presented by Brock Douglas

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Challenges for Customer-centric Organizations

Decreasing Loyalty Consumerisation of IT

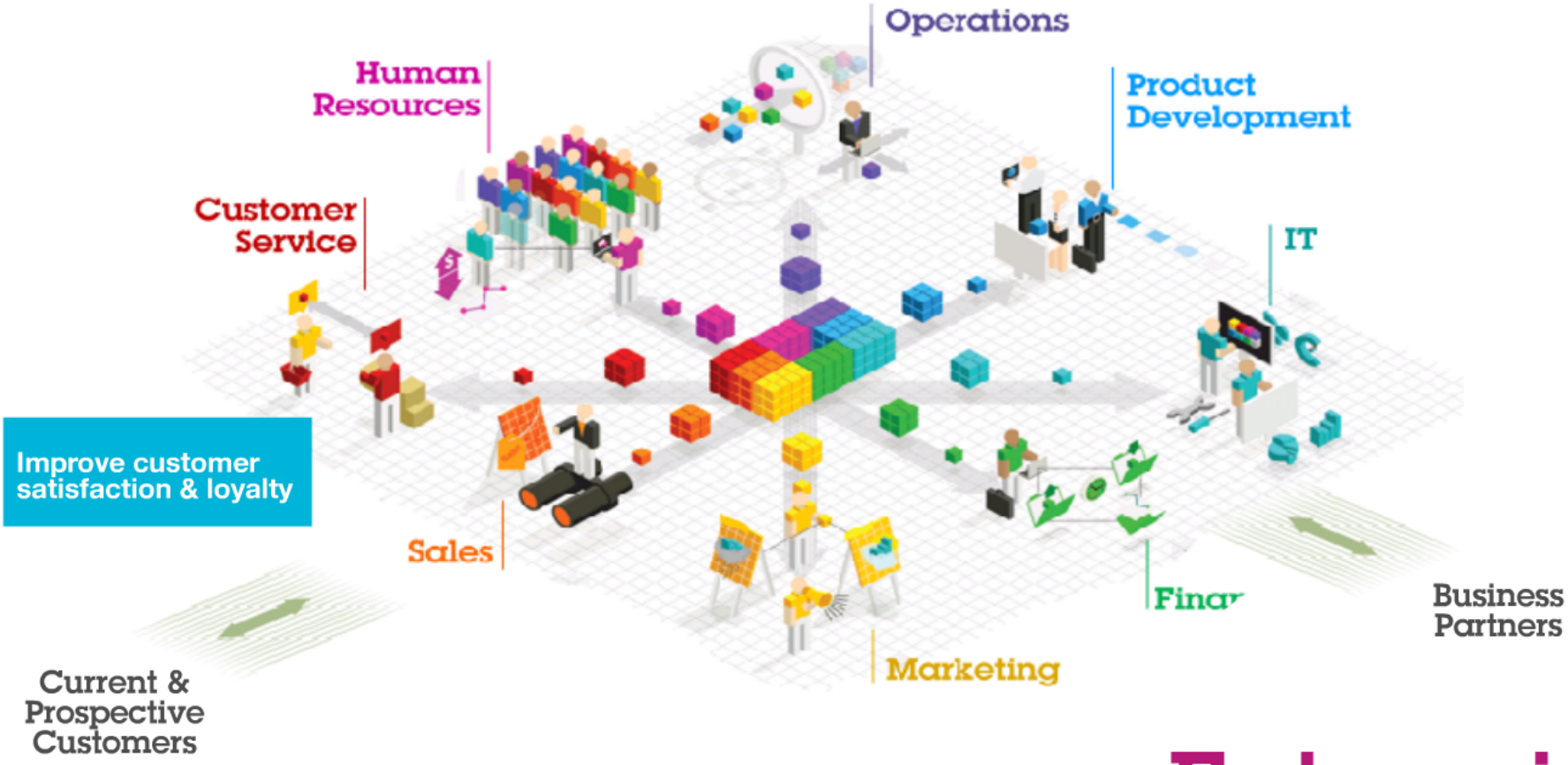
Intensifying Competition Soaring Customer Expectations

Social Networking

Globalisation **Increasing Transparency**

Channel Proliferation and Complexity

Mobile Commerce Shrinking Wallet Share



Enterprise Data

IT'S HOW
WE DISCONNECT





Social Data



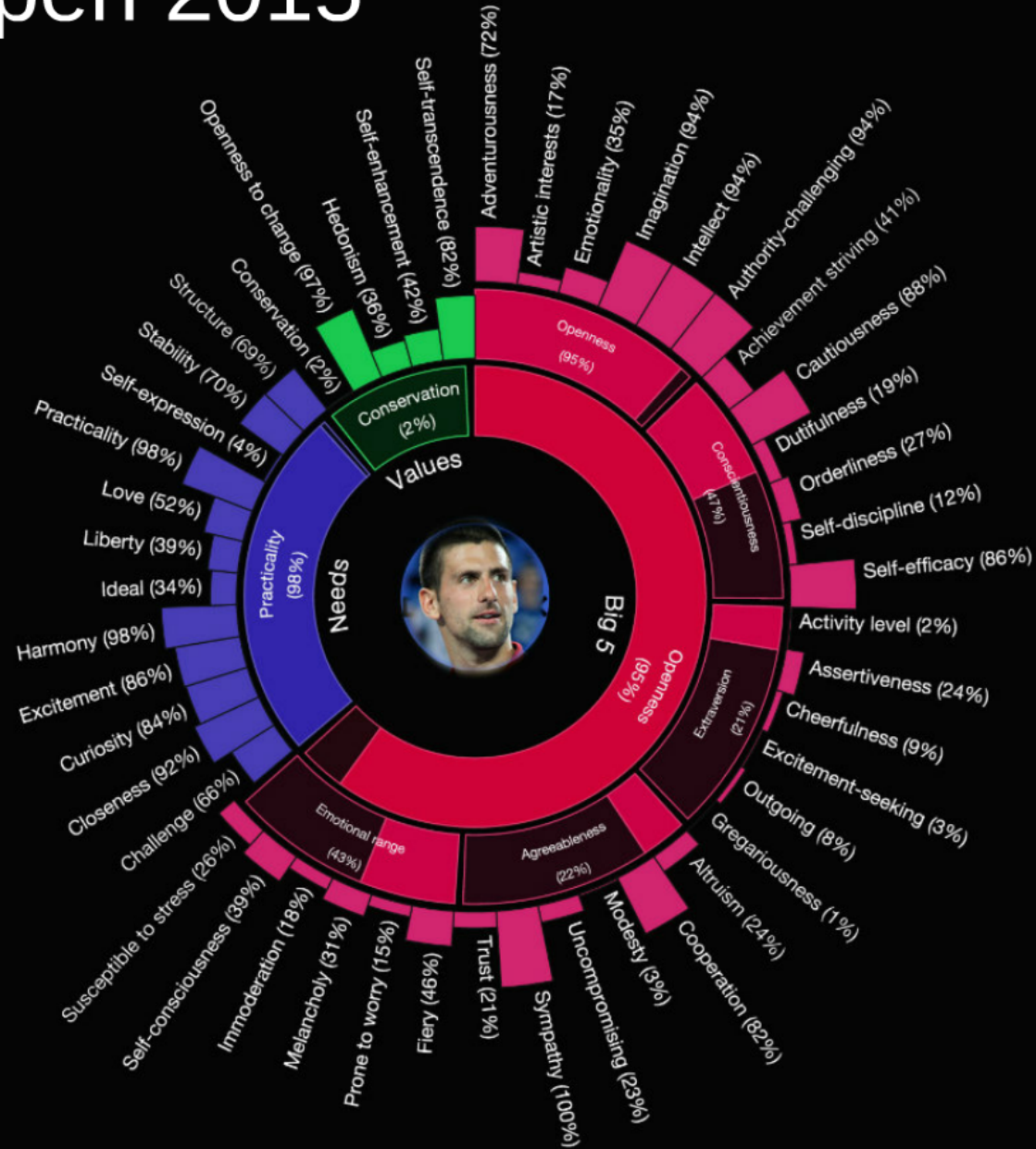
runways
made with
data



MELBOURNE
SPRING
FASHION
WEEK



Australian Open 2015



Internet of Things



Competitive Data



Pirates: Captain Phillips



Future Proof your Marketing

Embrace
Enterprise
Data

Insights
at your
fingertips

Internet of
Things for
Competitive
Advantage

Predict the
customers
next move

Customer
is King

We invite you to continue the conversation



For more information about this study and to get the full version of this report, see www.ibm.com/csuitestudy



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