



**BusinessConnect and SolutionsConnect**

It's time to make bold moves.

# Forward Looking Analytics

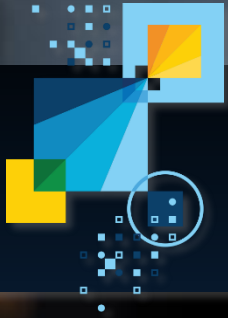
HOW TO CREATE A PANORAMIC VIEW OF YOUR BUSINESS

A decorative graphic on the left side of the slide features overlapping squares in shades of blue, yellow, and green, with a grid of small squares extending from them.

# Forward Looking Analytics

## HOW TO CREATE A PANORAMIC VIEW OF YOUR BUSINESS

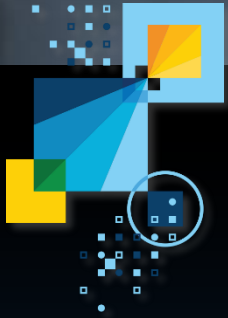




High School Graduation Rates

DEPARTMENT OF EDUCATION

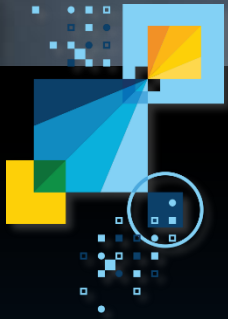




## High School Graduation Rates

### 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



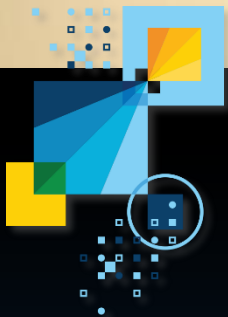
**10% INCREASE** in graduation rates



**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 effect tomorrow outcomes

**ENHANCING** the validity of good judgment

**IMPROVING** the assimilation and analysis of numerous data sources





## 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



An abstract graphic on the left side of the slide consists of overlapping squares in shades of blue, yellow, and green, with a grid of small white squares and a circular highlight around one of them.

IBM Solution

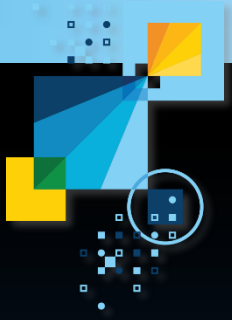
# WHAT CAN FORWARD THINKING DO FOR YOU?

**OPTIMIZE RESULTS** for bottom line savings

**INSTILL CONFIDENCE** with visibility into the business

**ACCELERATE AHEAD** of competitors





# Improving decisions with Forward Looking Analytics

## WHERE DO YOU SEE YOUR BUSINESS?

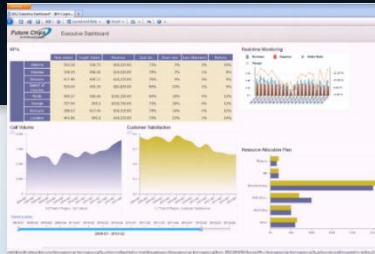
### GOOD

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 Expense
2	1/1/2012	North America	Canada	Toronto	Alpha	6.209116517	11	5.72	2
3	1/1/2012	North America	United States	New York	Alpha	1.07512122	10	5.7	2
4	2/1/2012	North America	United States	New York	Orion	10	15	12	3
5	3/1/2012	North America	United States	New York	Nova	9.721925134	21	9.66	8
6	3/1/2012	North America	United States	Los Angeles	Charger	17.8267089	127	9.01	5
7	1/1/2012	North America	United States	Los Angeles	Alpha	5.67832214	12	6.84	2
8	4/30/2012	North America	United States	New York	Charger	7.866114099	16	7.2	5
9	5/20/2012	North America	Canada	Toronto	Charger	1.11310225	16	8.48	5
10	1/25/2012	North America	United States	Los Angeles	Charger	6.555261249	15	6.9	5
11	4/7/2012	North America	Canada	Toronto	Nova	1.94485027	21	8.61	8
12	1/27/2012	North America	United States	Los Angeles	Charger	5.8482623	127	9.18	5
13	1/25/2012	North America	United States	New York	Nova	7.502051984	20	12	8
14	3/5/2012	North America	United States	Los Angeles	Nova	6.209116517	20	8.6	8
15	1/1/2012	North America	United States	New York	Nova	1.433819325	19	10.83	8
16	5/30/2012	North America	United States	Los Angeles	Charger	1.78893444	16	7.36	5
17	1/1/2012	North America	United States	New York	Alpha	8.573778996	11	4.84	2
18	4/29/2012	North America	Canada	Toronto	Charger	1.93911795	15	6.6	5
19	1/27/2012	North America	Canada	Toronto	Charger	17.9893444	15	6.3	5
20	1/1/2012	North America	United States	Houston	Alpha	5	12	5.64	2
21	1/1/2012	North America	Canada	Toronto	Nova	1.94485027	19	10.64	8
22	4/27/2012	North America	United States	Los Angeles	Charger	3.861794866	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

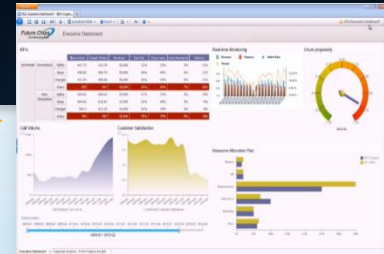
### BETTER


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





A change in the landscape

## WHO SHOULD CARE ABOUT THE JOURNEY?

**BUSINESS MANAGERS**



Managers want situational awareness to make better decisions faster

**CEOs**


**70%**

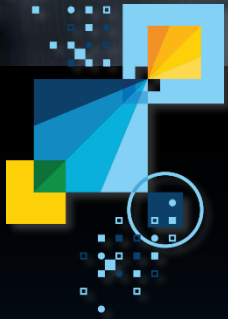
of CEOs seek to understand individual customer's needs

**CIOs**

**95%**

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





## WHAT MAKES FORWARD LOOKING ANALYTICS SPECIAL?

**FIND** subtle and obvious patterns and outcomes

**FORESEE** occurrences of events stated as probabilities

**DETECT** concealed trends quickly





Key Trends are Fueling

## THE NEED & URGENCY FOR ANALYTICS

**300%**


Increase in  
marketing offer  
acceptance rates

**53%**

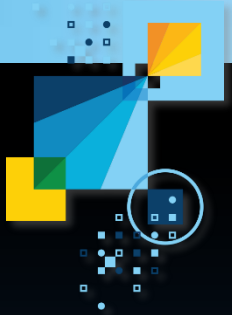
Increase in  
customer  
satisfaction

**50%**

Increase in ability to detect  
fraud within one hour of the  
incident







# Using Forward Looking Analytics FOR MARKET BASKET ANALYSIS



Getting Started Page - IBM ... x

http://vottbidemo01... | Getting Started Page

### IBM Cognos Workspace

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#### Favorites

Performance Dashboard

#### How-to Videos

[Customize your Workspace](#)  
How to easily customize your workspace style

[Set your Preferences](#)  
How to easily set your preferences

**Product Life Forecast - Q3 Overview**

Units Produced	25,150	21,636	A 16%
Revenue	787	65,022	A 8%

**Trend Analysis - Revenue**

Revenue (M)

Jan Feb Mar Apr May Jun Jul Sep Nov

**Prior Year Revenue** \$1496M **A 1%** **Prior Year Expenses** \$873M **A 3%**

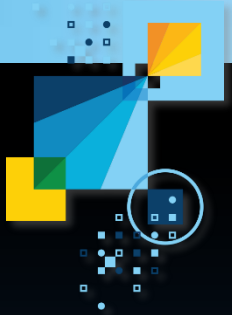
**Performance Ranking - Top Sectors**

Sector	2010	2011	2012	2013
Manufacturing	~1.5	~1.8	~2.2	~2.5
Banking	~1.2	~1.5	~1.8	~2.1
Retail	~1.0	~1.2	~1.5	~1.8
Technology	~0.8	~1.0	~1.2	~1.5

**System Overview**

**YTD Overall Target** 88%





# Using Forward Looking Analytics FOR SEGMENTATION



IBM Cognos Workspace

Create New

Open Existing

Favorites

Marketing Performa ...

How-to Videos

Customize your Workspace  
How to easily customize your workspace style

Set your Preferences  
How to easily set your preferences

Project 144 Revenue QTD Overview

Quantity Ordered	53,809	25,190	21,635
Revenue	707	85,032	

Trend Analysis - Revenue

Prior Year Revenue: \$1496M

Prior Year Expenses: \$873M

Performance Ranking - Top Sectors

Sector	2010	2011	2012	2013
Manufacturing	High	Medium	Low	Low
Retail	Medium	Medium	Medium	Medium
Technology	Low	Low	Low	Low



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# STORIES OF SUCCESS

## HELPING CUSTOMERS MOVE FORWARD WITH ANALYTICS





Predictive analytics matches production with customer demand

ELIE TAHARI





# Predictive analytics improve electric vehicle battery's performance & safety

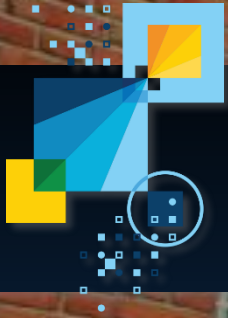
**R&D**  
Honda R&D Co.,Ltd.



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.<sup>1</sup>

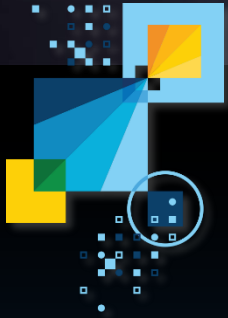






# Predictive analytics optimizes decision making





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





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It's time to make bold moves.

Thank you