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BusinessConnect and SolutionsConnect

It's time to make bold moves.

Forward Looking Analytics

HOW TO CREATE A PANORAMIC VIEW OF YOUR BUSINESS

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Forward Looking Analytics

HOW TO CREATE A PANORAMIC VIEW OF YOUR BUSINESS

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High School Graduation Rates
DEPARTMENT OF EDUCATION

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High School Graduation Rates

THE SITUATION

- Increase graduation rates
- Identify and help at-risk students
- Analyze disparate data daily
- Deliver insights to support network

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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

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High School Graduation Rates

THE RESULTS



10% INCREASE in graduation rates



PROACTIVELY IDENTIFY students at risk



NEAR REAL-TIME UPDATES for decision makers

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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

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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

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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

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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

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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

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Improving decisions with Forward Looking Analytics

WHERE DO YOU SEE YOUR BUSINESS?

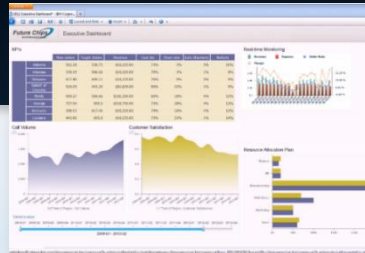
GOOD

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	6,20916517	11	5.72	2
3	1/1/2012	North America	United States	New York	Alpha	3,87517121	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	9,72125134	21	9.66	8
6	3/1/2012	North America	United States	Los Angeles	Charger	17,820709	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	1,11310235	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	1,94485027	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	6,20916517	20	8.6	8
15	5/13/2012	North America	United States	New York	Nova	4,43881935	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	4,57377896	11	4.84	2
18	4/26/2012	North America	Canada	Toronto	Charger	3,93811795	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	9	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	3,96174866	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

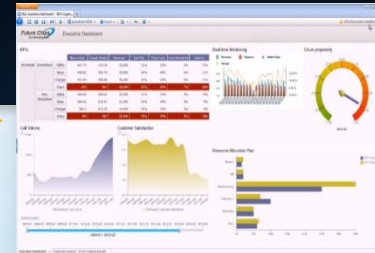
BETTER

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



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A change in the landscape

WHO SHOULD CARE ABOUT THE JOURNEY?

BUSINESS MANAGERS

CEOs

CIOs



Managers want situational awareness to make better decisions faster

70%

of CEOs seek to understand individual customer's needs

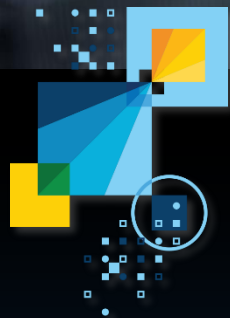
95%

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

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WHAT MAKES FORWARD LOOKING ANALYTICS SPECIAL?

FIND subtle and obvious patterns and outcomes

FORESEE occurrences of events stated as probabilities

DETECT concealed trends quickly

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Key Trends are Fueling

THE NEED & URGENCY FOR ANALYTICS

300%

Increase in
marketing offer
acceptance rates

53%

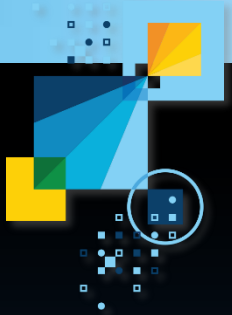
Increase in
customer
satisfaction

50%

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

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Using Forward Looking Analytics
FOR MARKET BASKET ANALYSIS

DEMO

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Using Forward Looking Analytics
FOR SEGMENTATION

DEMO

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STORIES OF SUCCESS
HELPING CUSTOMERS MOVE FORWARD WITH ANALYTICS



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Predictive analytics matches production with customer demand

ELIE TAHARI

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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.¹



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Predictive analytics optimizes decision making



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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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BusinessConnect and SolutionsConnect
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Thank you

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