

IBM Connect 2015

Infographic powered by IBM, Twitter and You.

Auckland | Sydney | Melbourne
ibm.com/au/connect/post

Event bio

IBM Connect 2015 explored the new age of harnessing data and analytics for business. In Auckland, Sydney and Melbourne, the event brought together over 1,000 business leaders, technologists and advocates for social or digital transformation within their organisation.

This infographic showcases the thought leadership and innovation that was captured and shared on Twitter across the events.

1 Top Tweets



@ibmbaanz

IBM is investing \$3B to help clients lead in Internet of Things #IoT



@cathy_r_reese via @kerrieharrison

90% of orgs that implemented analytics projects say they exceeded value. Over 70% of orgs in Aus haven't started.



@thebehenji

Strategies and business models on #Mobile only have a life cycle of 2-3 months. Every chance counts! #Adma



@brock_douglas

There are 10 times more connected devices than people in the world, growing at 36.2% how will you gain insights from #IoT?



@Servantofchaos

Data insight is coming from everywhere - sensors, people, companies and govts. Are you tapping into the value?



@CodeforAus via @alvaromaz

For every dollar spent on data analytics you get \$13.01 in return.



@kikiroach27

Social media analytics can take your last 200 tweets and deduce a customer profile. #whatdomytweetssayaboutme



@KiwiEnabler

Capitalise on the power of Big Data - get Marketing and Operations to share data - gives greater customer insights and benefits.



@actionmail

The power of Twitter data - a hundred billion tweets every 2 days - the pulse of the world's information real time.



@JohnDobbin

Real time analytics are not enough to act in real time - you'll need a workflow engine.

2 Who to Follow

Follow and tweet the event speakers and IBM team



@ibmbaanz

IBM Analytics



@brock_douglas

Vice President Consultancy Sales, IBM Asia Pacific



@funkfred

Head of Sales and Business Development, Twitter



@Servantofchaos

Gavin Heaton, Director



@ScottSampson

IBM Global Vice President, Analytics



@MJ_Goddard

Senior Technical Professional - Cognos, IBM Asia Pacific



@Kitard

IBM Asia Pacific, Chief Analytics Architect



@kerrieharrison

Portfolio Marketing Lead, IBM Analytics Solutions, IBM A/NZ



@katsinsight

IBM Analytics Client Architect Leader, Asia Pacific



@michelleczamora

Analytics Marketing Executive, IBM A/NZ

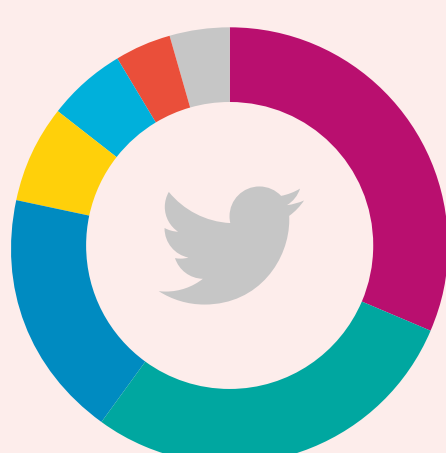


@IBMAustralia

IBM Australia

3 Trending Topics

The most-mentioned topics at IBM Connect 2015



22% Analytics

20% Data

13% Customer

5% IoT

4% Social

3% Marketing

3% Twitter

4 Need any help?



Allan Cruz

Business Development, Analytics Solutions

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More Info

For more information on everything data and analytics

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• [IBM Analytics Hub](#)

