IBM

Business Intelligence:
Turn business data into business information
for better decision-making

Every day, businesses accumulate an ever-increasing amount of data about customers, product sales, product costs, and inventory, to name just a few sources. However, this data is locked away on multiple computers and in many different applications where it cannot be easily accessed for analysis. And often, when data is being analyzed, inappropriate tools are used, making it difficult to deliver the answers you need when you need them. Even worse, the analyses might be providing incorrect or inconsistent information and you don't even know it.

There is a way, however, to unlock this information so that you will know your customers' behavior and preferences better, outpace your competition and win in the marketplace. It's called Business Intelligence.

IBM Start Now Business Intelligence Solutions help you analyze the business data you collect in order to gain an unprecedented level of knowledge about your market and your customers' behavior. Business Intelligence allows you to build a complete profile of your customers with valuable demographic information – who your customers are and what they're buying as well as where, when and why they're buying. You'll get feedback on marketing campaigns in time to make changes that improve success. You'll know what can be cross-sold and to which customers. You'll even learn how to improve your Website to optimize your customers' experience.

With all this information generated from customer data, you can make more focused, appropriate and timely marketing decisions. This means a more satisfying experience for your customers, improved customer loyalty, and a better return on investment.

There's simply no better way to know your customers and no better time than now to invest in IBM Start Now Business Intelligence Solutions.

Solutions that let you Start Now

IBM Start Now Business Intelligence Solutions provide a single, safe and secure repository for business data, a datamart. Data is taken from your business applications, moved to the datamart and transformed to a format specifically designed for analysis.

With one location, everyone in your company knows where and how to get the data. Access to the data can be controlled so only those with the proper authority can see it. Procedures are put in place so the transfer takes place consistently every time, and backups are done to protect the data in case of disaster.

You get the right tools to perform analyses quickly and accurately, either

Know your customers better in order to make more focused business decisions

simple reporting tools anyone can use or sophisticated tools that provide answers to more complex questions.

Components of IBM Start Now Business Intelligence include:

- IBM DB2® OLAP Server for analytic applications that deliver fast, intuitive multidimensional analysis by allowing users to ask questions in an intuitive business language
- IBM DB2 OLAP Server Analyzer Windows® Client, a tool for interactive data analysis
- IBM DB2 Universal Database™ Enterprise Server Edition, IBM's object-relational database for the storage and retrieval of data

- IBM DB2 Warehouse Manager, a distributed, heterogeneous infra-structure for designing, building, maintaining, and governing a data warehouse
- IBM Query Management Facility (QMF™) for Windows, a tightly inte-grated, powerful query and reporting tool set
- IBM Red Brick™ Data Warehouse for meeting the specialized requirements for business-critical, high-demand data analysis
- IBM WebSphere® Commerce Analyzer Entry Edition, an optional feature of WebSphere Commerce Professional Edition that provides tools to create and maintain an online store, with predefined reports about marketing and shopping activities in the store

Finally, because IBM Start Now Solutions are built according to open standards, they'll work on your existing *@*server™ or you can choose an IBM server designed especially for e-business.

How you can Start Now

The proven benefits of engaging in e-business are significant: Increased sales, lower costs, greater market share, new markets, closer and more responsive relationships with customers, suppliers and partners. IBM Start Now Solutions for e-business can get you there quickly.

For further information visit:
ibm.com/software/smb

e business software

For Position Only

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