Business Intelligence On Demand: The New Imperative

Karen Parrish
Vice President Business Intelligence Solutions

What are today's CEOs focused on?

- **CEOs are focused on growth**

- **CEOs are concerned that their companies are not agile enough**

- **CEOs view product and service innovation as a top priority**

- **CEOs seek company-wide transformation with a short time horizon**

Source: IBM CEO Study December 2003

What is the environment they are facing?

Productivity   Business Controls   Economy   Capital and Asset Utilization

Security
Threats

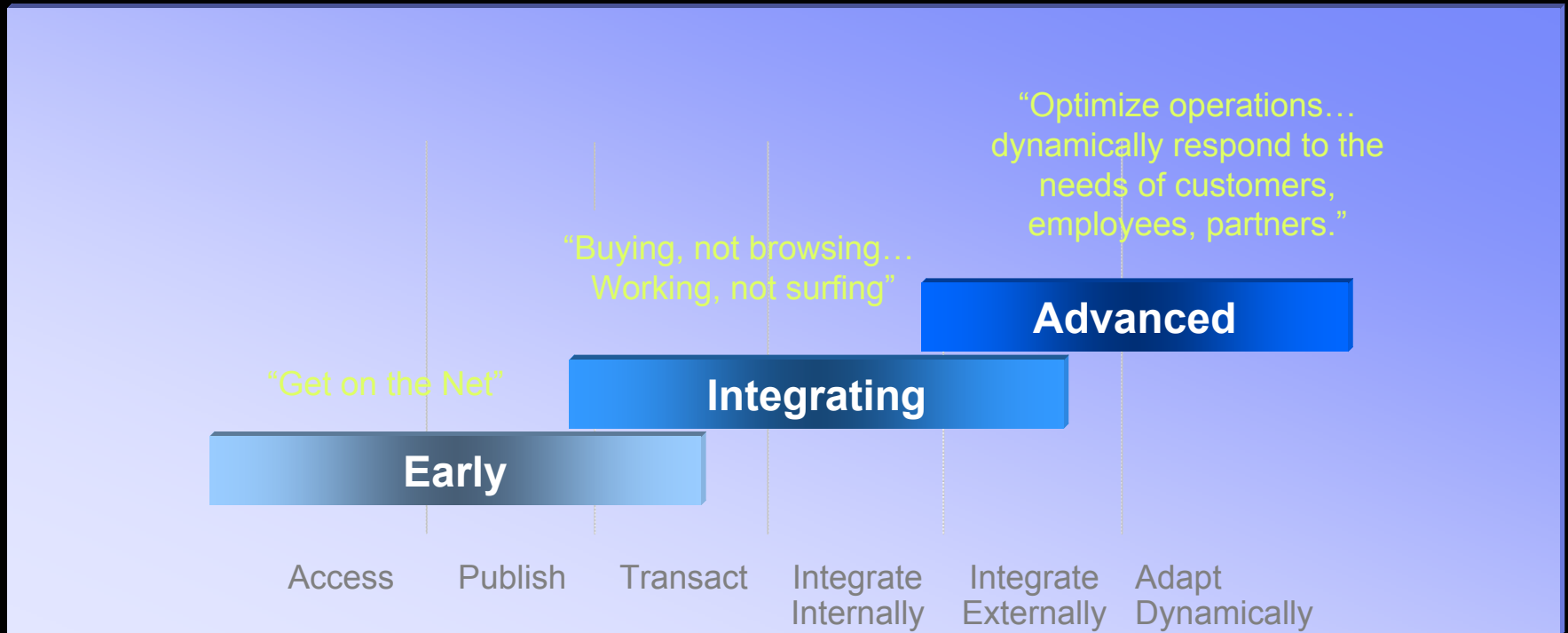Pricing
Pressures

Customer
Preferences

Business

Innovation and Productivity

Technology

Open Movement   Commoditization

Autonomic Computing   Grids   Web Services

Clusters   Blades   Virtualization   Standards

How did we evolve to Business Intelligence on demand?

"Optimize operations…
dynamically respond to the
needs of customers,
employees, partners."

"Buying, not browsing…
Working, not surfing"

Advanced

"Get on the Net"

Integrating

Early

| Access | Publish | Transact | Integrate Internally | Integrate Externally | Adapt Dynamically |

What does it mean to be an on demand company?

- **Adaptive**

- **Flexible**

- **Responsive**

- **Predictive**

How is IBM helping clients become on demand?

- **Financial intelligence and business performance management**
  - *The "responsive" On Demand enterprise*

- **Marketing intelligence**
  - *The "predictive" On Demand enterprise*

- **Operations intelligence**
  - *The "flexible" On Demand enterprise*

- **Human resources intelligence**
  - *The "adaptive" On Demand enterprise*

- **IT intelligence**
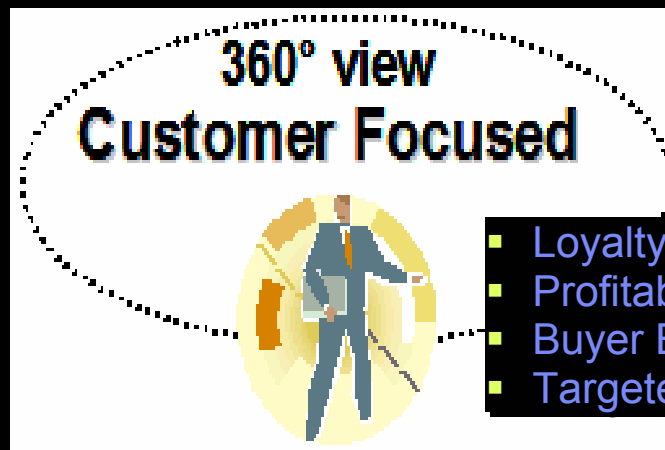 - *The enterprise that is "responsive, predictive, flexible and adaptive"*

Why do our clients need Business Intelligence solutions?

Accountability and Compliance

THE WALL STREET JOURNAL.
HIPAA
Patriot Act
Basel II
Sarbanes-Oxley
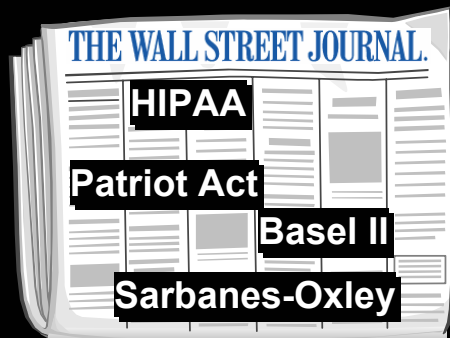
- Risk Management
- Fraud and Abuse
- Public Protection

Customer Knowledge

360° view
Customer Focused

- Loyalty
- Profitability
- Buyer Behavior
- Targeted Offers

Homeland Security

Economist.com

**Nov 28th 2002
From The Economist print edition**

- Internet Buzz
- Anti-Money Laundering
- Border Control
- Crime Information

Business Performance

CEO
ADELPHIA COMES CLEAN
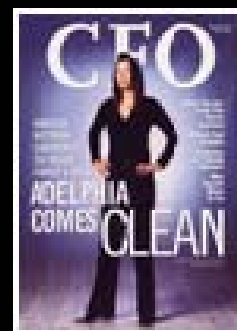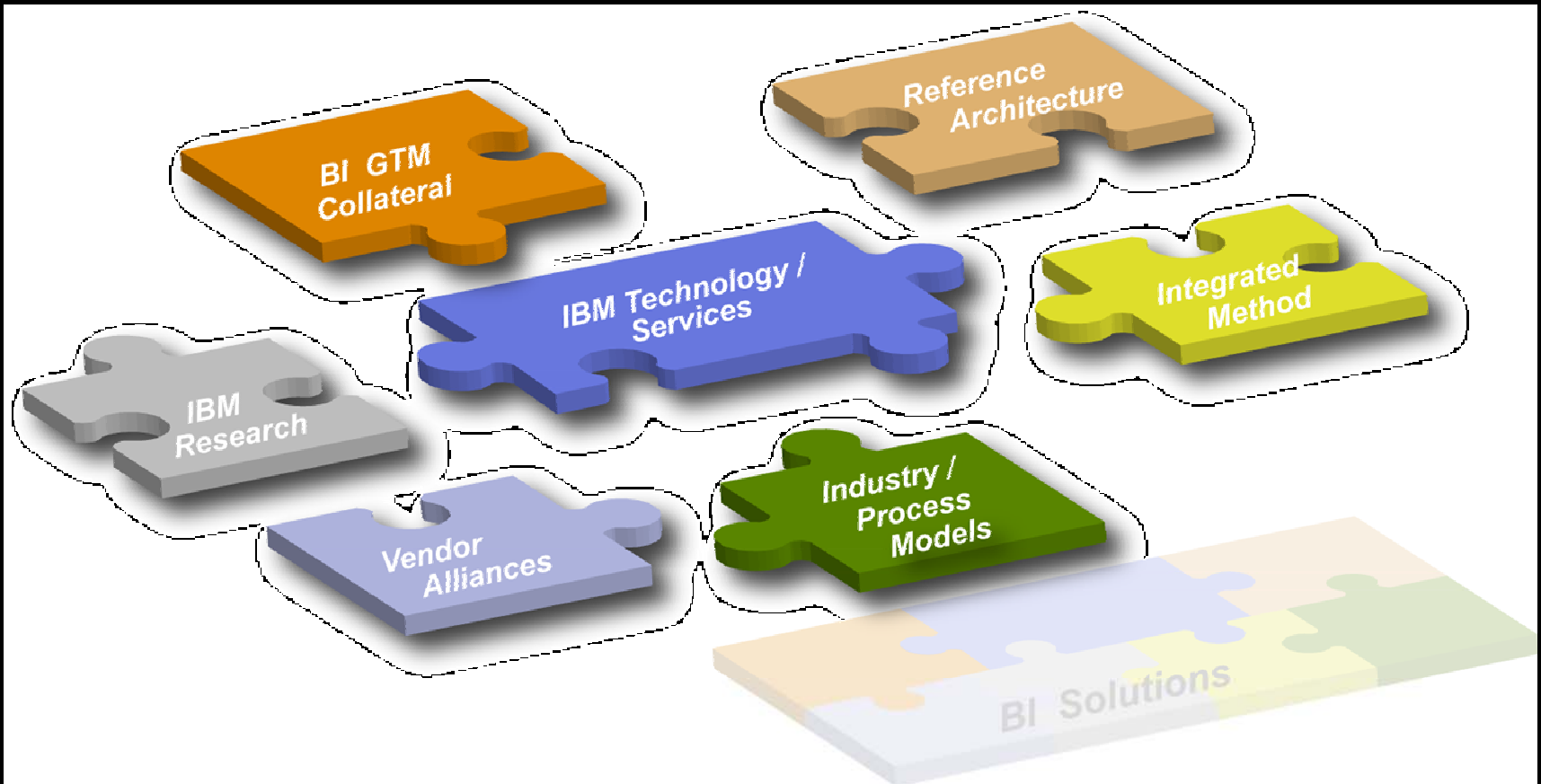
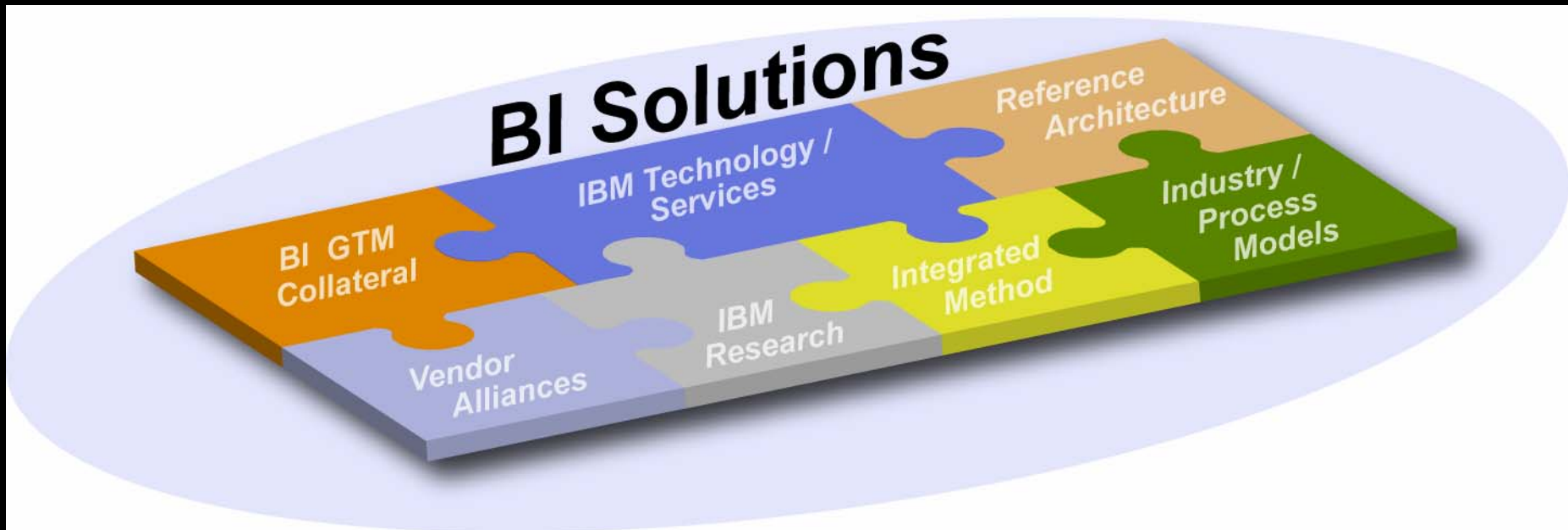**Capitalism and Its Troubles: A Survey of International Finance -May 24, 2002**

- Globalization
- Business Controls
- Mergers and Acquisitions
- Supply Chain Efficiencies

How does IBM bring it all together?

How does IBM bring it all together?

AXA Insurance

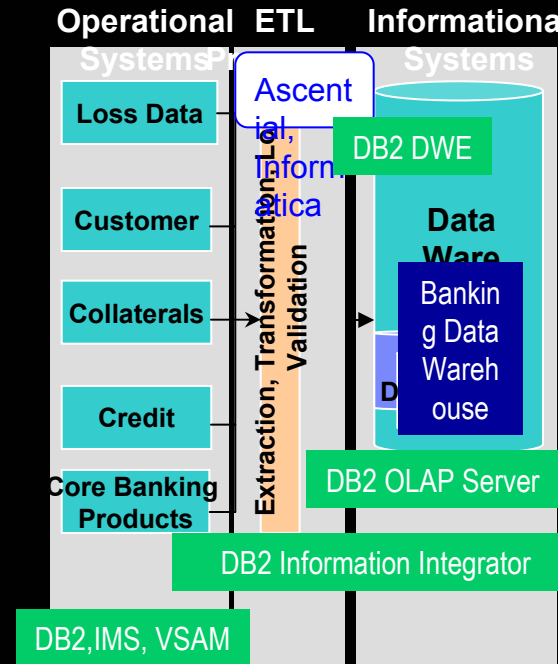| Application	▪ **Improve ROI of marketing campaigns** ▪ **Reduce customer attrition** ▪ **Increase share of wallet**
Business Benefits	▪ **Better segmentation & consumer targeting = higher campaign ROI** ▪ **More effective cross-sell and up-sell** ▪ **Re-connection with high value "orphan" accounts and successful**
Solution	▪ **Siebel Marketing Analytics, Siebel Service Analytics, IBM CIIS**
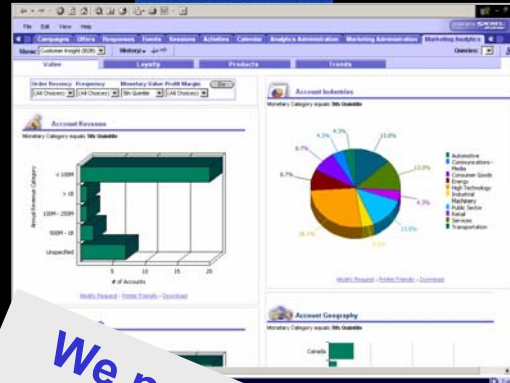
We need role based dashboards for our branch offices

Will a new campaign help the sales pipeline?

What is our revenue by sales channel?

IBM

Standard Chartered Bank

Standard Chartered

Application	▪ **Meet Basel II Capital Accord guidelines by 2006** ▪ **Utilize new internal modelling approaches for capital calculations**
Business Benefits	▪ **Basel II Compliance** ▪ **Solution used by various groups across the wholesale bank** ▪ **Source of reliable information**
Solution	▪ **IBM Banking Data Warehouse** ▪ **DB2 UDB** ▪ **Ascential DataStage** ▪ **BCS Consulting Services**

Operational **ETL** **Informationa**
Systems Pr Systems

Loss Data

Ascential, Informatica

DB2 DWE

Customer

Data Ware

Collaterals

Extraction, Transformation, Load, Validation

Banking Data Warehouse

Credit

Core Banking Products

DB2 OLAP Server

DB2 UDB

DB2 Information Integrator

DB2,IMS, VSAM

Home Depot

Application	▪ **Maintain high skills retention in stores** ▪ **Maintain leadership position in marketplace** ▪ **Maintain loyalty of existing customers/attract new customers** ▪ **Profitable growth through strengthened inventory and expense management**
Business Benefits	▪ **Lower employee turnover** ▪ **Improved forecasting and planning**
Solution	▪ **DB2 EEE, Brio, SAS, WebSphere** ▪ **pSeries p690s, 6.9TB raw data and growing**

"IBM's architecture's give us virtually unlimited scalability and provides an open platform for integrating world class analytical tools."

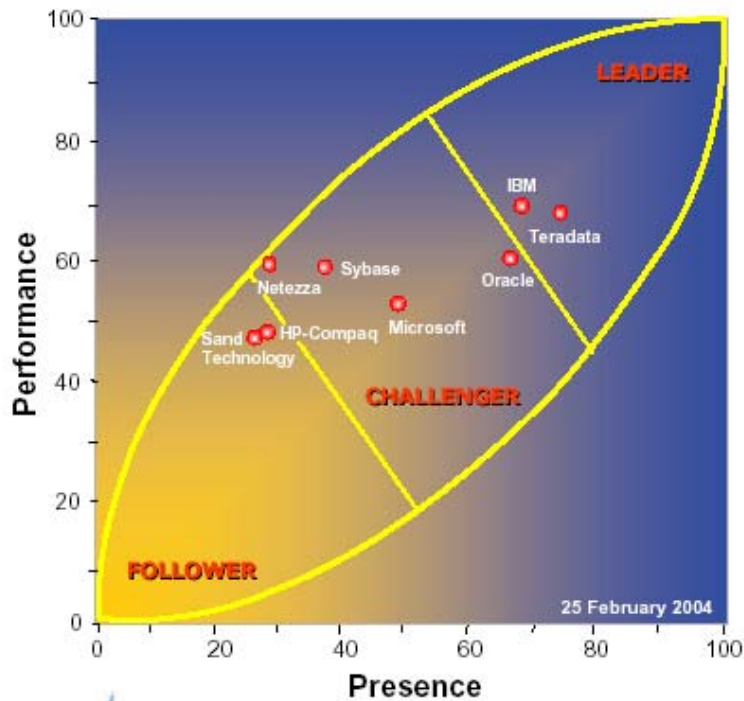**- - Kevin Murphy, VP Information Management, The Home Depot**

"This new data-warehousing capability will significantly improve our ability to rapidly analyze the elements of success in all parts of our business and do a much more effective job of forecasting and planning. This is the kind of technology Home Depot needs to help make decisions that will keep us in the forefront of our industry."

-- Bob Nardelli, chairman, president and CEO, The Home Depot.

IBM Has Taken a Leadership Position in BI