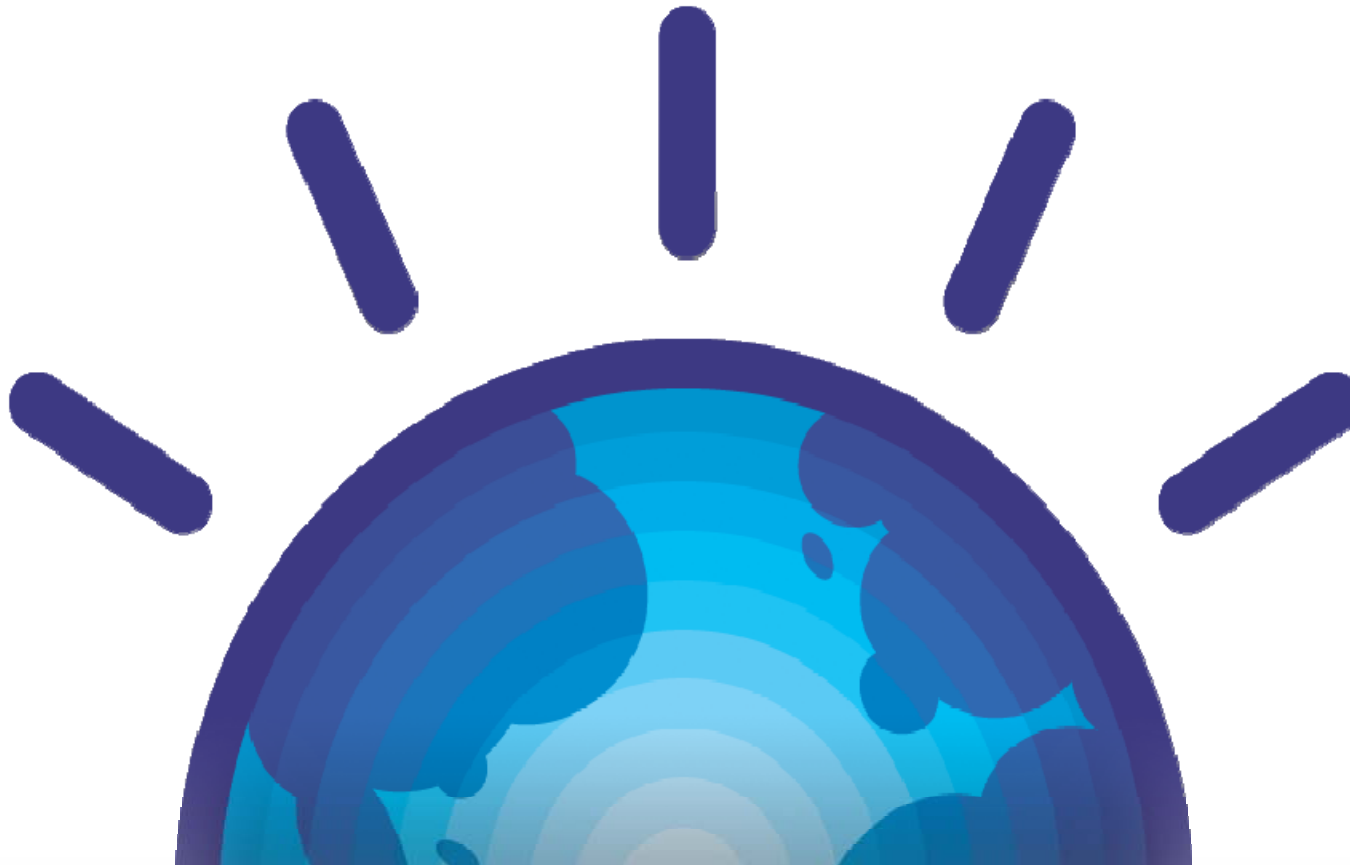




Sind Sie bereit, die Konkurrenz zu überholen?

Stephan Elster



***“Insight and foresight are linked with leadership.
It's insight that helps to capture opportunity.”***

Zhou Ming, Executive Vice President and Secretary General, China Council for Int'l Investment Promotion (Source: IBM Global CEO Study, 2010)







**Generate
More Revenue**

Reduce Risk

**Predict Future Outcomes
with Greater Confidence**

Lower Costs



Saw weapons seizures grow 246%, gunfire incidents decrease 49% and homicide rates decline 40%...while reducing daily overtime costs by \$15k
 – Richmond Police Department

Operations

Over \$300 million annually in customer fuel savings and fraud reduction
 – Ceridian

Product Development

HR

Reduced waste and fraud by more than \$24 million unleashing resources to better serve customers
 – Alameda County Social Services Agency

Generated productivity savings of 80% and increased compliance reporting scores from 57% to 97%
 – Bancolombia

Customer Service

Created 600% increase in uptake of cross-sell campaigns, increased response rates 3% and reduced mailing costs by 20%
 – First Tennessee Bank

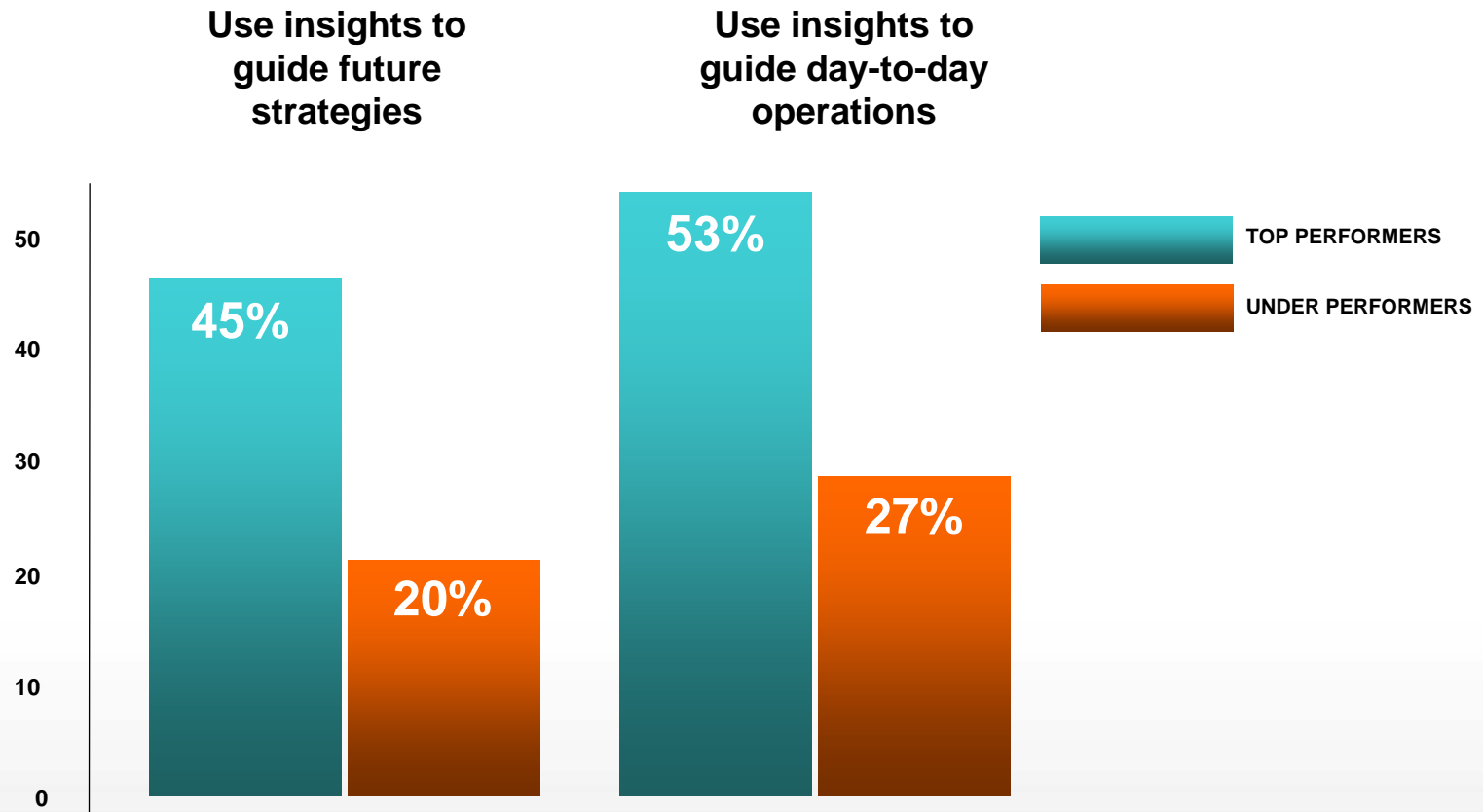
Marketing

Lowered Accounts Receivable over 60 days by 3.5%, freeing up \$200 million of cash
 – Omnicom Group

Finance



Analytics Drives Better Business Outcomes



Source: IBM IBV and MIT Sloan Management Review. Groupings based upon respondent self-assessment for enterprise relative to industry peer group; top and lower performers were upper and lower 18%, respectively. N=2535. Full preview available at: <http://sloanreview.mit.edu/>



Analytics Driven Organizations...

Anticipate

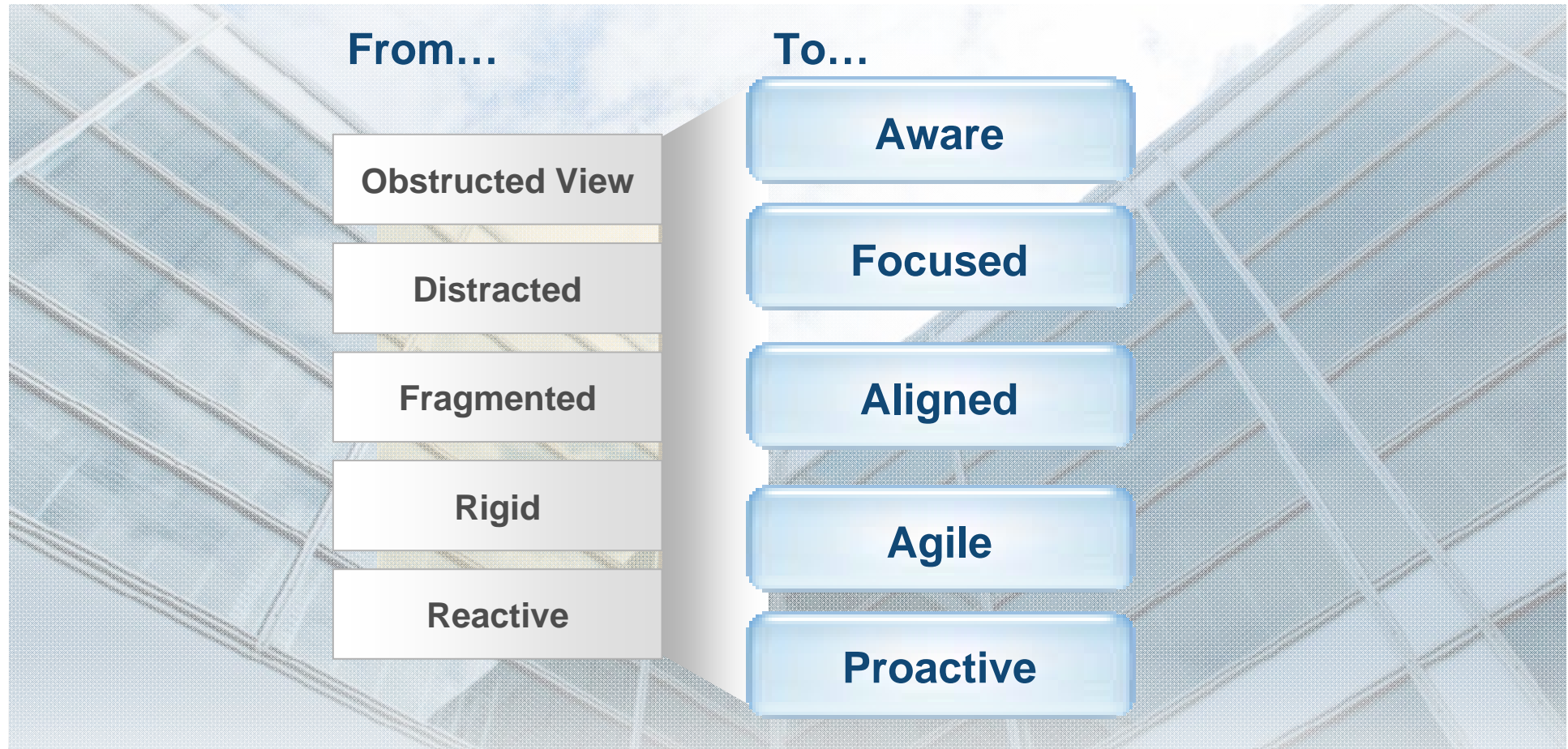
& Shape

Business Outcomes





Becoming Analytics Driven





The Journey

Better Business Outcomes

Business Analytics
& Optimization

Performance
Management

Business
Intelligence

Business Intelligence
Predictive & Advanced Analytics
Financial Performance & Strategy Management
Governance, Risk & Compliance
Analytic Applications





Continued Innovation

Better Business Outcomes



- Cognos TM1

- Cognos Express

- Cognos 8 Mashup Service

- Content Analytics

- New Analytic Applications

- Smart Analytics System

- System z support

- Many Eyes

- Massive scale analytics





Business Analytics & Optimization Solutions

Industry Solutions



Financial Services



Public



Distribution



Industrial



Communications

Cross-Industry Solutions

Finance

Human Capital

Supply Chain / Operations

Customer

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

Content Management

Data Management

Workload Optimized Systems





Business Analytics & Optimization Solutions

Industry Solutions

| | | | | |
|--|--|---|--|--|
|  Financial Services |  Public |  Distribution |  Industrial |  Communications |
|--|--|---|--|--|

Cross-Industry Solutions

| | | | |
|---------|---------------|---------------------------|----------|
| Finance | Human Capital | Supply Chain / Operations | Customer |
|---------|---------------|---------------------------|----------|

Business Analytics

Business Intelligence

Predictive & Advanced Analytics

Financial Performance & Strategy Management

Governance, Risk & Compliance

Analytic Applications

Information Management and Governance

Information Integration & Master Data Management
Data Warehousing

LINK

Content Management

Data Management

Workload Optimized Systems





INTELLIGENCE UNLEASHED

Freedom to **Think**

Connect with Others

and Simply **Do**



**Proven platform with
seamless upgrade.**



Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction





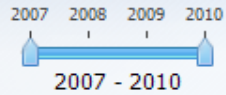
DEMO

Analytics Everyone
Can Use

Revenue Dashboard



Choose Year

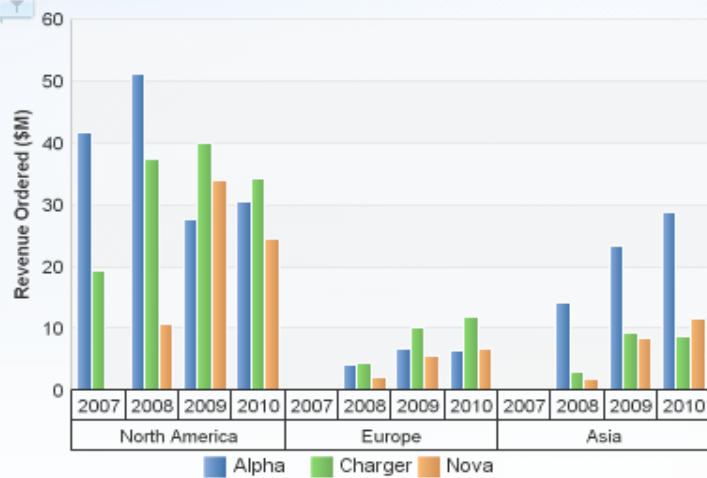


Choose Product

- (Select All)
- Alpha
- Charger
- Nova

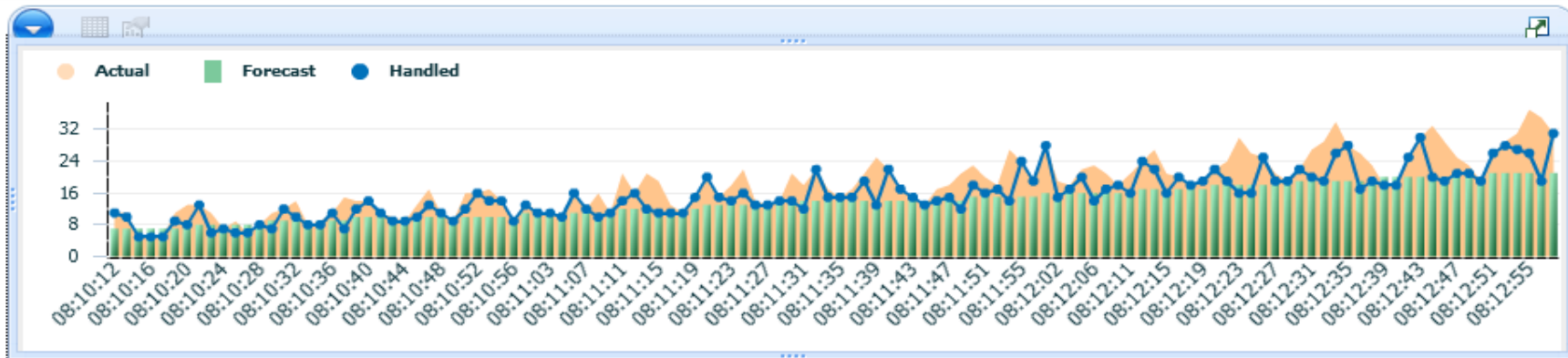
Apply Cancel

Revenue by Region Chart



Units Ordered

| Units Ordered | 2007 | 2008 | 2009 | 2010 | Total |
|---------------|--------------|--------------|---------------|---------------|---------------|
| Alpha | 3,475 | 6,527 | 5,762 | 6,916 | 22,680 |
| Charger | 1,068 | 2,588 | 3,547 | 3,359 | 10,562 |
| Nova | | 786 | 2,557 | 2,149 | 5,492 |
| Total | 4,543 | 9,901 | 11,866 | 12,424 | 38,734 |



Transferring data from vottbidemo01.ottawa.ibm.com...

Freedom to Think

- Unified workspace
- All time horizons
- Progressive interaction



Connect with Others

- Decision networks
- Business context
- Accountability





DEMO

Gain Insights and
Drive Alignment

Products Workspace



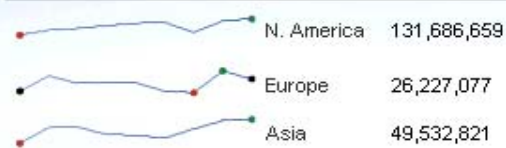
2010 Expenses



YTD Cost

120,111,102

2010 Income Statement

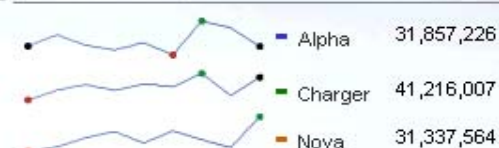


YTD Income

Actual YTD

207,446,557

2010 Revenue by Products

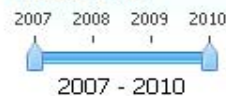


YTD Product Sales

Actual YTD

104,410,797

Choose Year

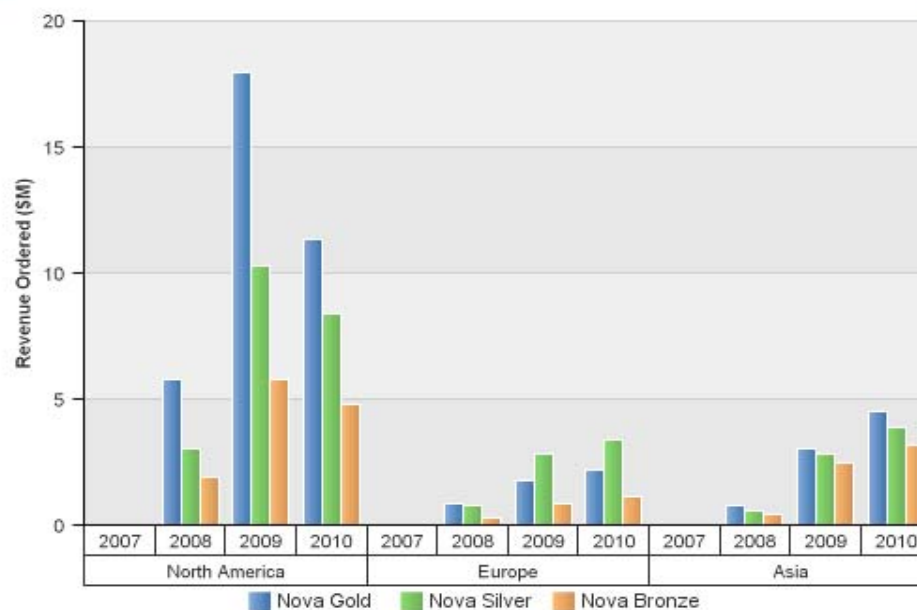


Choose Product

- (Select All)
- Alpha
- Charger
- Nova

Apply Cancel

Revenue by Region Chart



Units Ordered

| Units Ordered | 2007 | 2008 | 2009 | 2010 | Total |
|---------------|------|------------|--------------|--------------|--------------|
| Nova Gold | | 402 | 1,208 | 899 | 2,509 |
| Nova Silver | | 239 | 855 | 787 | 1,881 |
| Nova Bronze | | 145 | 494 | 463 | 1,102 |
| Nova | | 786 | 2,557 | 2,149 | 5,492 |

Sales Success by Product

| # Successful Sales | 2007 | 2008 | 2009 | 2010 | Total |
|--------------------|------|------------|------------|------------|------------|
| Nova Gold | | 89 | 194 | 170 | 453 |
| Nova Silver | | 63 | 130 | 154 | 347 |
| Nova Bronze | | 55 | 99 | 111 | 265 |
| Nova | | 105 | 257 | 240 | 602 |



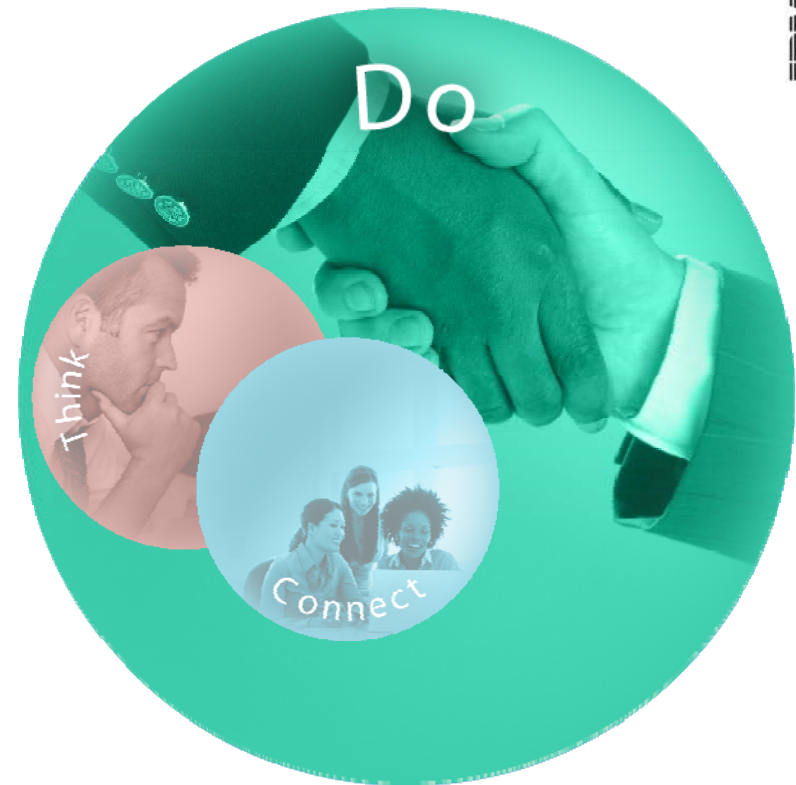
Connect with Others

- Decision networks
- Business context
- Accountability



and Simply Do

- Mobile and Portable
- Integrated
- Real-time





DEMO

Actionable Insight
Everywhere

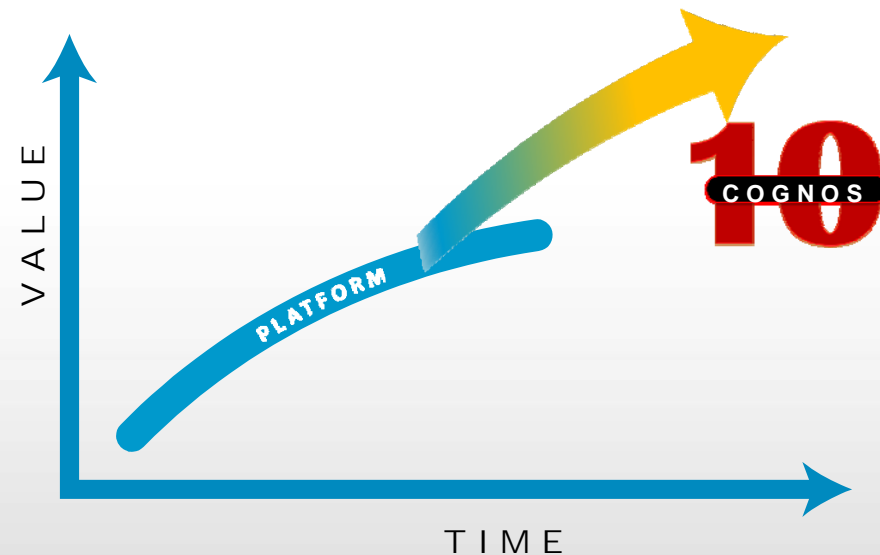
and Simply Do

- Mobile and Portable
- Integrated
- Real-time



Platform Advances

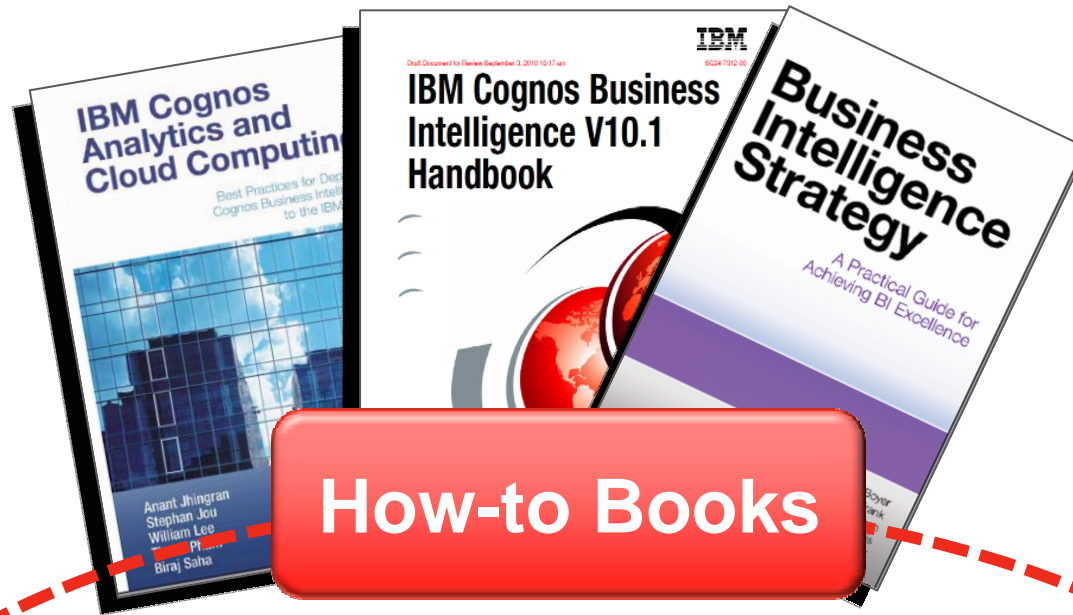
- Optimize Performance
- Enhance Management
- Seamless Upgrade





Broader Deployment Choice





How-to Books

Communities

Workshops

Services

Greater Value



- **Broader Business Analytics**
- **Business Optimization**
- **Information Governance**
- **System Management**
- **Optimized Systems**

