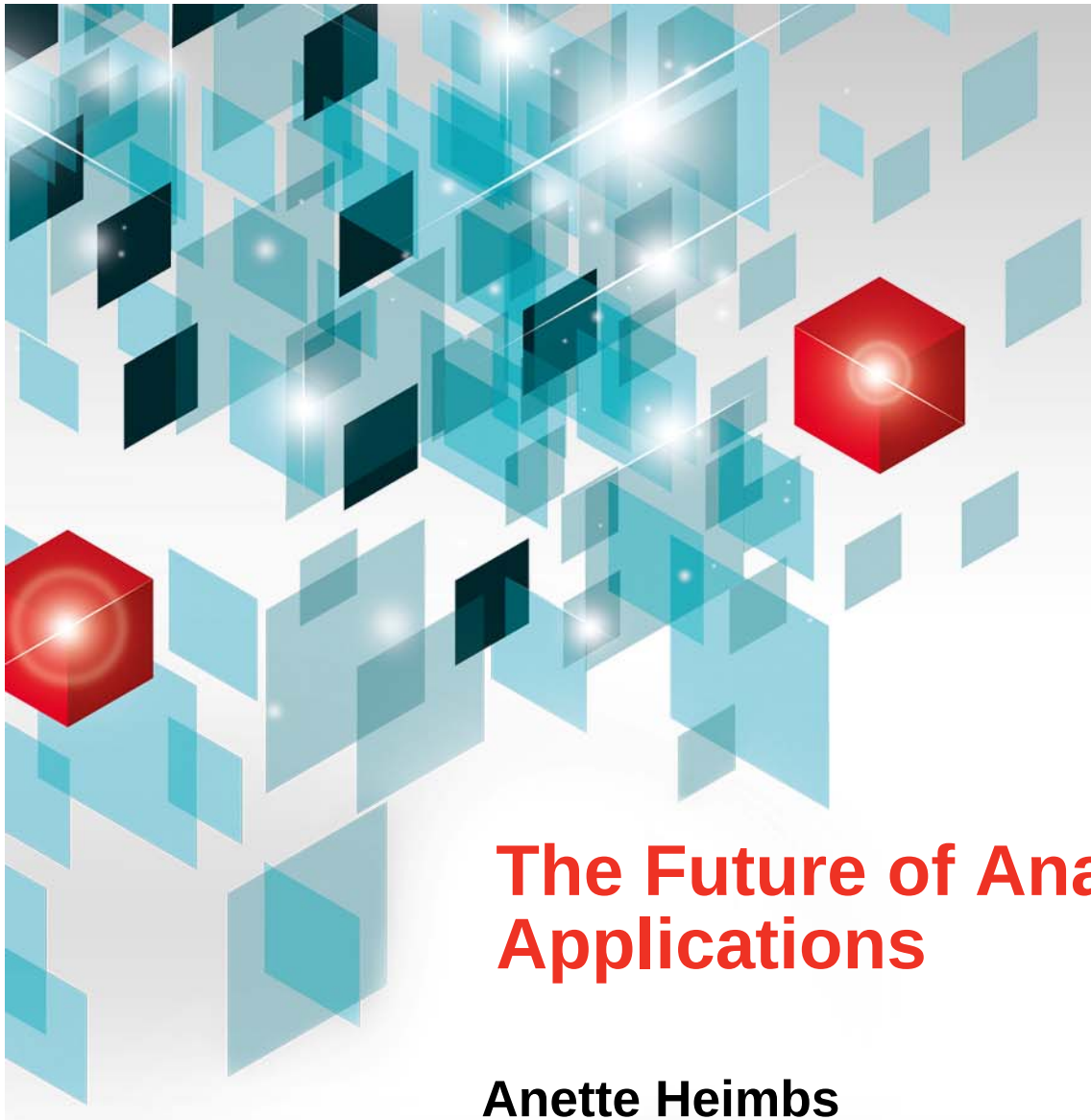


The Future of Analytic Applications

Anette Heimbs
Marco Loprete

Senior Solution Specialists, IBM Business Analytics

Agenda

- Consumer Application Explosion
- Implications for Business
- Business Application Evolution
  - Prescriptive
  - Predictive
  - Personalized
- Implications for IT and their business stakeholders
- Summary

"They want Google to tell them what they should be doing next … it will be very hard for people to watch or consume something that has not in some sense been tailored for them."

Eric Schmidt, Google CEO, August 14, 2010, Wall Street Journal

Analytics-driven Organizations Can Answer…

MARKETING

FINANCE

SALES

HR

How are we doing?

Why?

What should we be doing?

CUSTOMER SERVICE

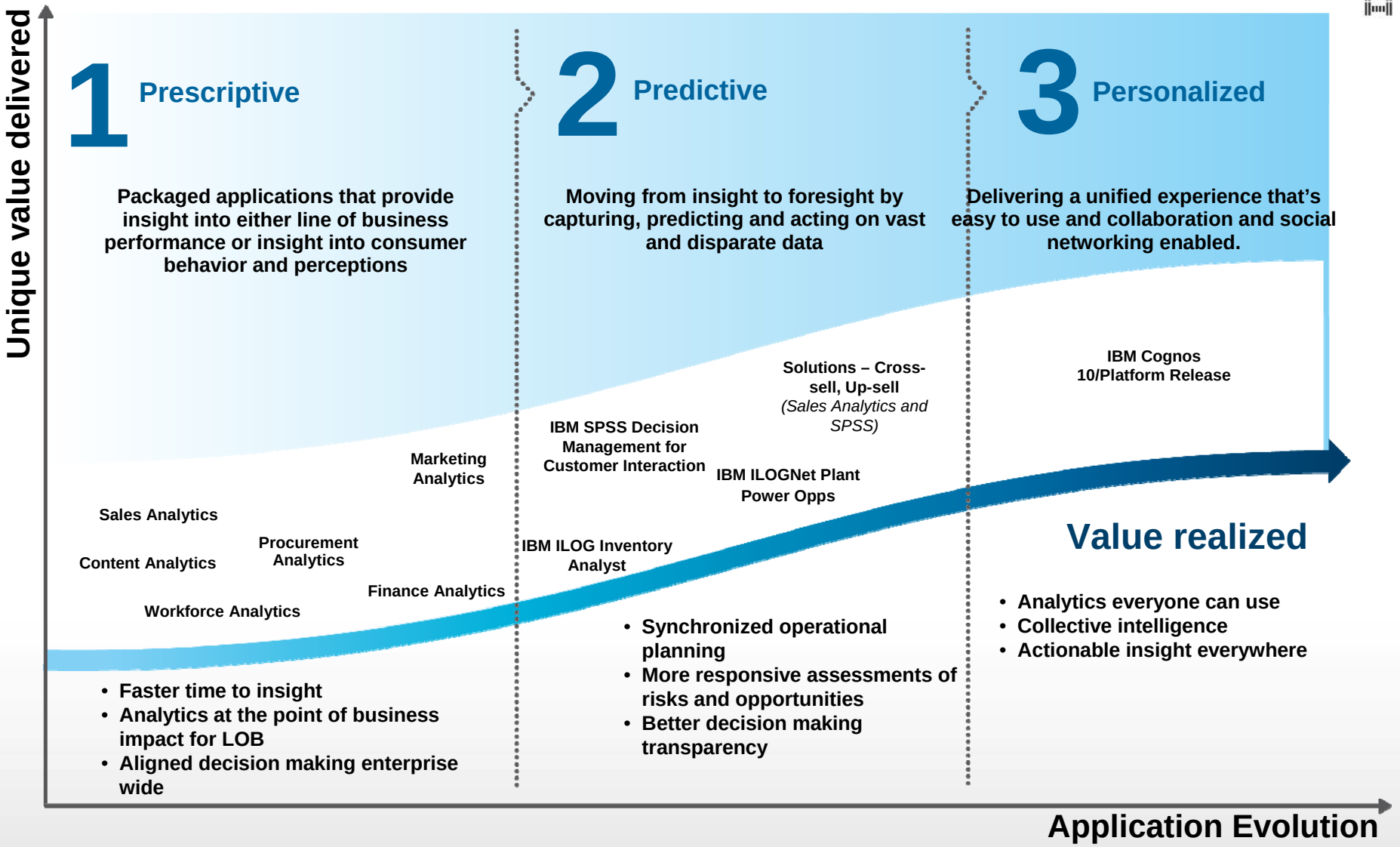
IT

PRODUCT DEVELOPMENT

OPERATIONS

Only IBM Delivers All Aspects of Business Analytics…

Business Application Evolution



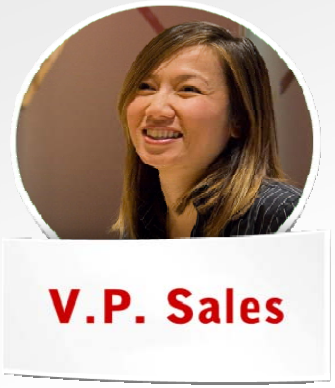
Prescriptive

IBM Cognos Analytic Applications

- Faster insight drives smarter, faster decisions and action
- Consistent measurement of business performance and strategy execution
- Anticipate and explore new opportunities
- More effective management of risks and controls

Prescriptive – Packaged Analytics @ Work

Organization Needs



Insight into revenue growth and sales force effectiveness:

- Consolidated summary of revenue and pipeline
- Sales force performance:
  - Variance analysis of forecast to actuals
  - Drill through to sales territory
  - Sales attrition compared to other departments
- Goal – Identify the facts associated with declining revenue in a to ascertain performance gaps and associated causes in specific regions

Applications Deliver

- **Prescriptive – IBM Cognos Customer Performance Sales Analytics**
  - Consolidated insight of revenue and pipeline via sales executive dashboard
  - Drill through and down to specific packaged analytics in sales for individual sales rep quota attainment by region and comparative department attrition rates in workforce analytics

DEMO

Sales Force Performance

IBM Cognos Customer Performance Sales Analytics

Predictive

SPSS and Analytic Applications – Insight to Foresight

Customer Analytics, Cross-sell and Up-sell

Analytic Applications

Predictive Analytics

Analytics for Assessing Today

IBM Cognos Customer Performance Sales Analytics

- **SALES PIPELINE PERFORMANCE**
  - Pipeline Health
  - Pipeline Conversion
- **SALES FORCE PERFORMANCE**
  - Sales Organization
  - Representative
- **SALES SEGMENTATION**
  - Channel
  - Product
  - Customer
- **CUSTOMER RELATIONS**
  - Customer Relations
  - Fulfillment
- **PRICING & PROGRAM PERFORMANCE**
  - Pricing
  - Program Analysis

V.P. Sales

V.P. Marketing

SPSS

- CUSTOMER PROFILING
- AFFINITY & OFFER OPTIMIZATION
- IMPACT ANALYSIS

Buying Behavior	Segmentation Analysis	Product Affinity
Offer Analytics	Sales Analysis	Campaign Analysis

Advanced Analytics for Engaging the Future

- Product
- Channel
- Forecast/Plan
- Organization
- Customer

Predictive – Insight and Foresight @ Work

Organization Needs

V.P. Marketing

Sales segmentation and likelihood of a channel to buy :

- Consolidated summary of customer, product and channel
- Advanced analytics (SPSS) to:
  - Determine potential sales by customer
  - Assess potential sales by segment
  - Evaluate the likelihood of customer purchase
- Goal – Accelerate revenue growth by assessing the potential of sales channels. Target specific customers based on analysis with specific marketing offers.

Applications Delivers

- **Predictive – IBM Cognos Customer Performance Sales Analytics & SPSS**
  - Evaluate revenue performance with a macro view of sales segmentation via dashboard
  - Leverage SPSS to assess likelihood of these channels to buy
  - Incorporate SPSS analysis into Sales Analytics as standard reportings for sales and marketing

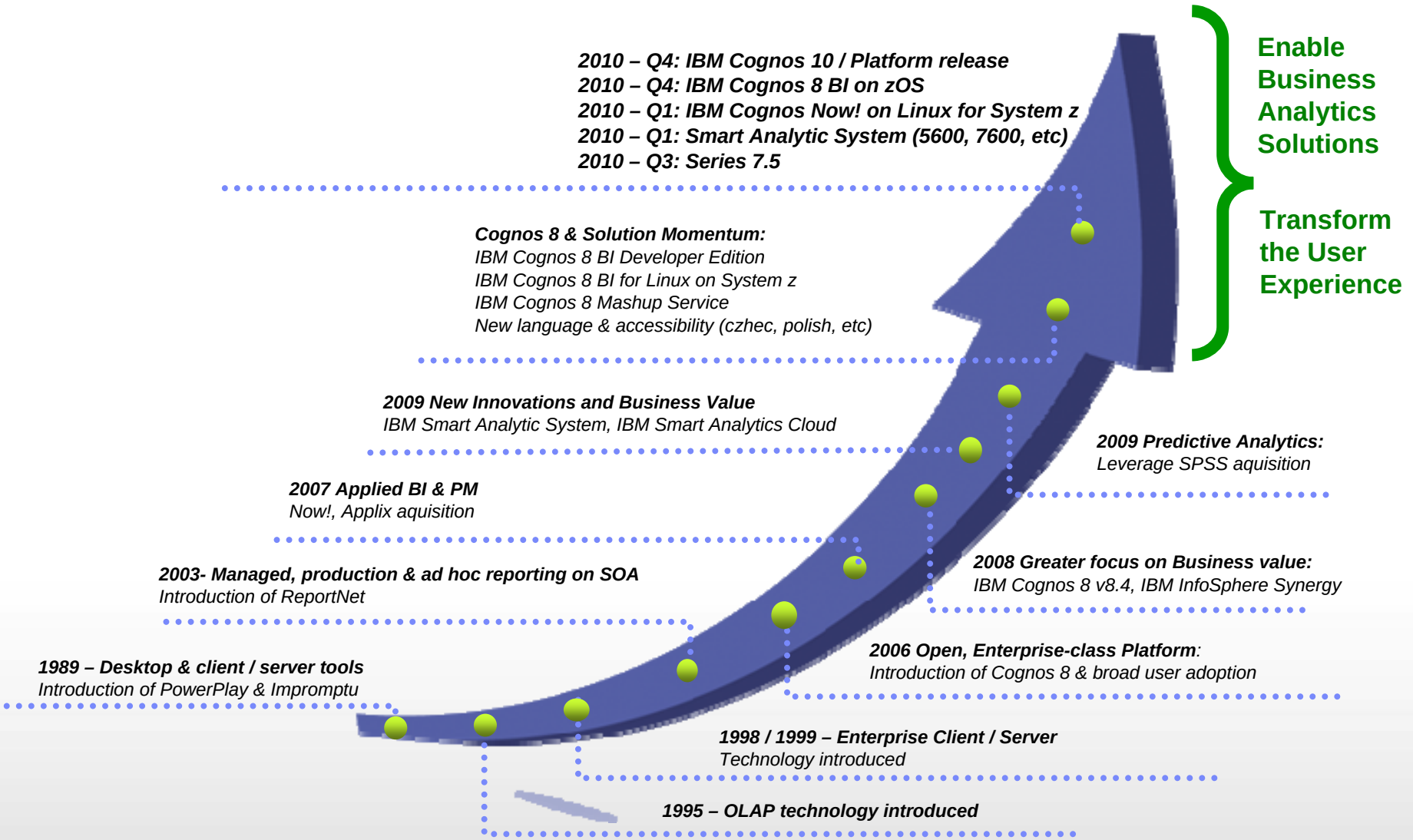
DEMO

Cross-sell Up-sell

IBM Cognos Customer Performance Sales Analytics and SPSS

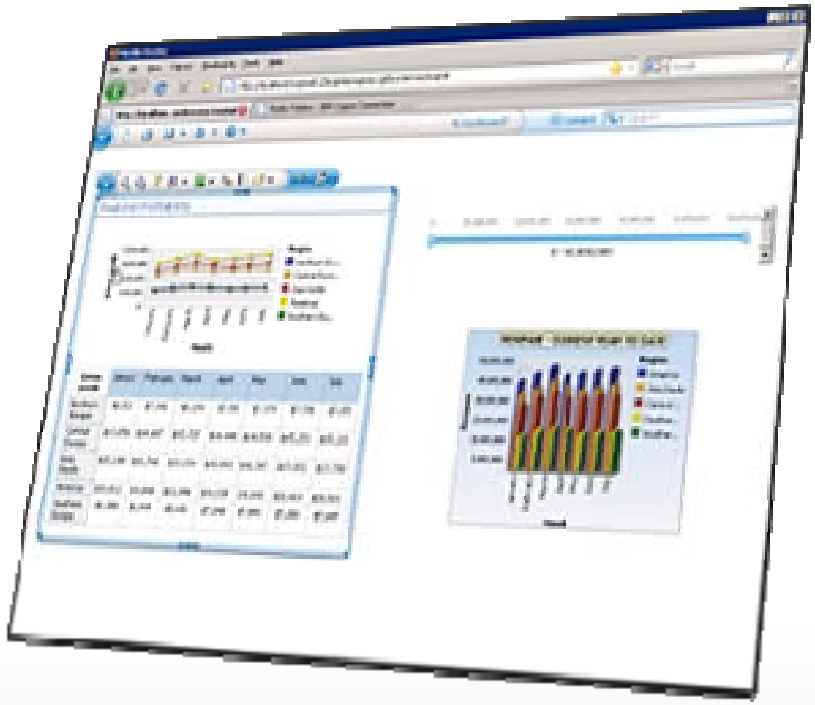
Personalized

History of Innovation for Strong Customer Value



Cognos 10 Delivers a Unified Workspace

- Support How People Think
  - Drag-and-drop assembly
  - Search-assisted authoring
  - Boundless data exploration and assembly
- Let Them See More…
  - Information across all time horizons
  - Wizard-driven external data
  - In-place information context
- Seamless graduated experience
- Complete decision lifecycle
  - Assemble from/to author
  - What-if-analysis from/to reporting
  - Planning and budgeting from/to reporting
  - Real-time monitoring viewing/to threshold setting
  - Statistical evidence reporting



Personalized – Packaged Analytics & C10 @ Work

Organization Needs

Modify existing dashboard to meet specific reporting requirements for executives:

- Consolidated view of analytic application reports via a Cognos 10.1 dashboard
  - Swaps out widget to personalize dashboard
  - Interacts with dashboard prompt – Drills up and down
  - Goes to content model for the application with new widget
  - Interacts with new report in analytic application
- Goal – Meet specific reporting requirements of executive management

Cognos 10 & Apps Delivers

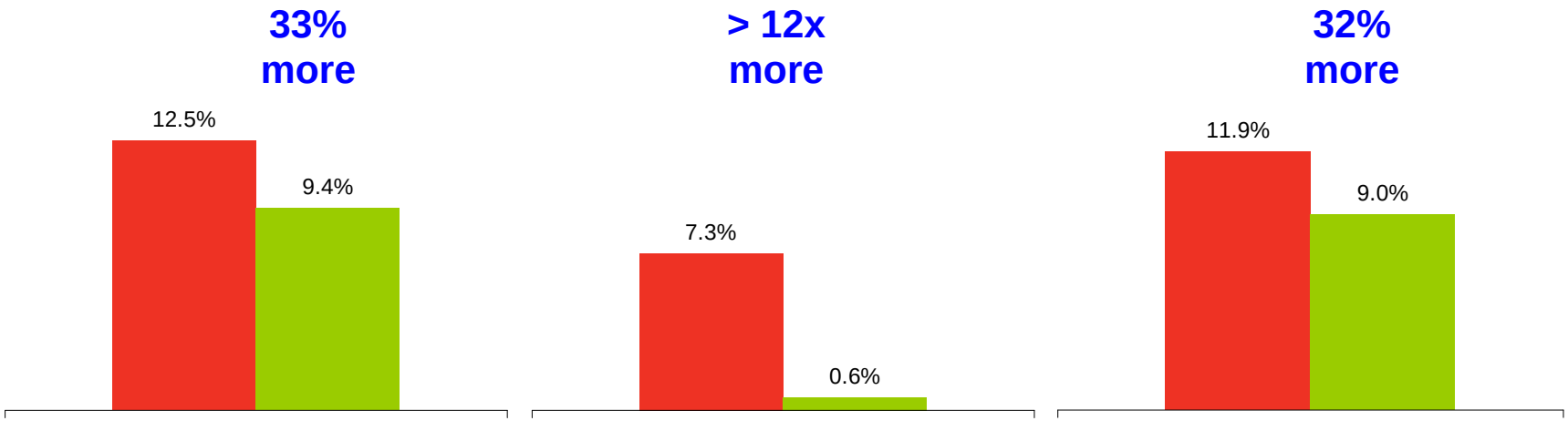
- **Personalized –**
  - Flexible easy to modify dashboard using i-widgets
  - Meet specific reporting request
  - Interact with new content

DEMO

Personalized Analysis

IBM Cognos Workforce Performance and IBM Cognos 10

Companies that Invest in “Business Insight” Consistently Outperform



Revenue Growth: N = 580; EBITDA: N = 435; ROIC: N = 606
Source: IBM Global Business Services, The Global CFO Study 2010

Thank you!

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