

3361_D IBM Business Intelligence Demos

BI for Business, As-Produced Script, 09/09/11

For today's marketing departments, seeing the big picture means noticing and interpreting trends that are not readily apparent. Marketing has the tricky task of balancing between targeting the possibility, managing the probability and recognizing the absence of certainty.

Key to this task is early detection of how changes in the market lead to:

- Changes in products and services
- Changes in selling strategies and tactics, as well as
- Far-ranging shifts in business operations.

The bottom line is businesses demand their marketing departments provide them with more answers, faster – so businesses can be proactive and competitive in a rapidly-changing marketplace.

But how can marketing supply answers to so many questions, quickly and accurately?

IBM Cognos Business Intelligence can give marketing this ability to get answers – in real time – and spanning the entire spectrum of time. This way, your business can make better decisions for better results.

Let's walk through a scenario demonstrating how Cognos Business Intelligence addresses the new demands on a marketing organization.

The Vice President of Marketing at the hypothetical Future Chips International is reviewing the Marketing Performance Dashboard. He decides to do some further digging to understand how the key product lines are doing across various regions and target segments.

Without entering the database, he can see their Alpha product line needs a push in the Asian low-segment market.

Using the instant messaging feature, he contacts the Alpha Brand Manager to explore what can be done.

The Brand Manager opens her personalized, unified workspace, powered by IBM Cognos Business Intelligence.

Glancing at the "Revenue Reporting" dashboard, she confirms Alpha is underperforming in the Asian market.

After reviewing her "Market Opportunity" dashboard, she quickly notes a key inconsistency - though the Asian market is growing, revenue from the Alpha product line is decreasing.

She opens the "Market Strategy" bubble chart and decides to perform some on-the-fly, what-if scenario checks.

This enables her to calibrate the "Market Share" value to ensure a healthy "Margin."

After refreshing the numbers, she is instantly able to see the new "Revenue" and "Profit" target figures.

Creating and running a predictive model visualizes where the market is heading and crosschecks if the company's new targets are in sync.

The Brand Manager then initiates a discussion group to gather input from other departments concerning Alpha's poor performance in Asia.

One regional sales manager writes that while the demand for Alpha product in Asia is high, their sales teams have not been closing deals.

An associate in Customer Service describes high levels of customer complaints on Alpha product quality and recommends an Alpha quality upgrade.

Now it's up to marketing to address the problem. A Future Chips marketing analyst responds to the regional sales manager's concerns about poor lead conversion by reassigning "Customer Priority." He also updates the discussion forum regarding this change.

This ensures an ongoing “corporate memory,” making relevant information about this issue easily available for future reference.

The analyst then enters the “Demand Generation” dashboard to analyze “Marketing Spend,” and “Cost Per Leads by Marketing Type.” This helps him properly align “Marketing Tactics” for the Alpha product in Asia. The Cognos interface also enables true self-service business intelligence, allowing the analyst to pull external data without IT’s help.

In addition, Cognos’ mobile support lets the analyst stay on top of his business with information fed directly to his Blackberry smartphone.

IBM Cognos Mobile is available on a variety of mobile devices, including iPhone, iPad, Playbook and Android. The ability to access critical, real-time information from your mobile device empowers you and your business while minimizing decision lag.

Okay - the strategy is implemented and in execution mode. Let’s fast-forward two quarters and return to our VP of Marketing.

Even though he’s traveling, he can interactively monitor the execution progress of the new Alpha strategy on his iPad.

Good news! Alpha sales in Asia have been trending upward over the past 10 weeks. The predictive models accurately forecast how Alpha sales would perform in comparison to the market trends.

The Brand Manager ensures her awareness of customer perceptions by analyzing and predicting Future Chips’ customer sentiments with Social Media Analytics.

Seeing this success, the marketing decision makers discuss how there could be a similar opportunity for Alpha in the emerging European markets. The Alpha Brand Manager then starts a new investigation in her workspace by viewing European trends.

From this scenario, you’ve seen how IBM Cognos Business Intelligence puts all this important data at your fingertips. You’re able to make critical decisions that seize every profitable marketing opportunity.

Take the “big picture” approach to marketing and become a key player in your company's boardroom, connecting the dots between strategic objectives, operational execution and financial targets.

Turn to IBM Cognos Business Intelligence, and make smart marketing decisions to achieve superior performance management.