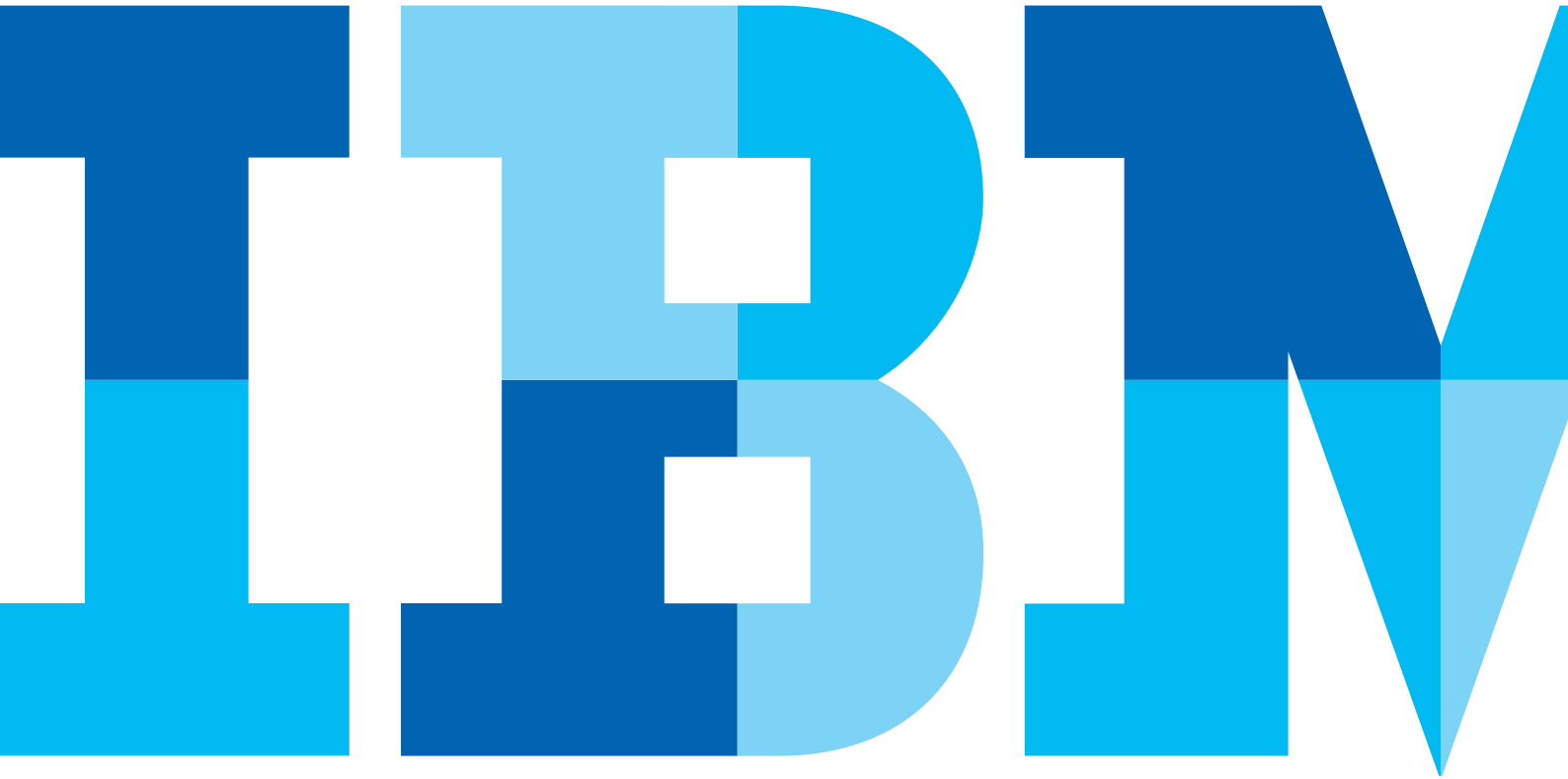# IBM Business Analytics for Linux on System z

Delivering accurate business information faster with less resources and expense

The role of business analytics in driving competitive advantage

While volumes of data are growing at an exponential rate, gaining access to that data has become more critical than ever for businesses to remain competitive.

There is increasing demand for gaining insight at every level of the business, and providing greater access to information has become a top priority for many companies. With the right access and insight, individuals in every position, in every industry can do their jobs better, smarter and faster.

Business analytics is the heart of business insight and is now being recognized as a critical strategic asset in many organizations. Studies have shown that organizations that invest in business analytics and use that insight for business decisions achieve better business performance and competitive advantage.

Business analytics provides immediate insight to businesses on how they are doing, why it's happening, and what they should be doing. Business analytics software, solutions and services provide everyone in your organization with the ability to spot and analyze trends, patterns and anomalies. Armed with these tools, companies can predict potential threats and opportunities, and change course to improve outcomes.

It's the reason why CIOs have identified business analytics as the number one priority for several years running.

A successful business analytics strategy helps improve operational efficiencies, reduce costs, and improve profitability. It is critical for identifying new opportunities and for responding to situations faster, to ensure your company is always one step ahead.

Decision-making is at the heart of every organization. With the right information, employees and managers can improve performance at every level and in every function:

- Human Resources hire the best candidates.
- R&D builds products that meet the needs of the customer and outperforms the competition.
- Marketing helps create a large pipeline to support sales.
- Sales identify customers that represent the best/fastest probability of closure.
- Operations ensure they can meet demand quickly while maintaining product quality.
- Customer Support delivers the highest customer satisfaction possible.
- Finance ensures departments stay on budget and make solid business decisions.
- Executive Management defines strategy and tracks progress to ensure business plans are being met.

Redefining your approach to business analytics

IT organizations today must satisfy several mandates: higher and broader demand for business insight, greater budget scrutiny and restraints, and greater control and visibility over the organization's most strategic asset: data.

Ensuring end-user satisfaction and meeting service levels are critical ways in which the success of IT departments are measured. When business users get the information they need, when they need it, and in the form they need it, satisfaction rates go up and users encourage others to adopt the new technology. The domino effect ensures a successful business analytics implementation and increases the ROI of the initial investment.

Performance, reliability, data quality and security are top priorities for IT organizations and are deeply influencing the direction of business analytics and data warehousing strategies.

Trends driving the redefining of business analytics strategy:
1. Business analytics as a strategic asset = mission critical performance and availability
2. Analytics are becoming essential, core processes at every level, in every function
3. Business insight into increasing data volumes: critical for staying competitive
4. Budgetary constraints: do more with less
5. Infrastructure complexity = increased costs
6. Compliance requirements: increasing controls, visibility, and regulatory pressures
7. Dynamic business environments: greater need for near real-time data

Problems in business analytics today

Delivering on a successful business analytics strategy is not easy. To meet demand for business intelligence and analytics, many IT organizations have implemented analytics capabilities in individual departments. Department or units working within their own budgets and looking to achieve their own business goals used whichever tools they selected. There was little focus on developing common tools for the entire company.

Today, the painful effects of this decentralized approach are starting to be felt. Isolated projects are driving up hidden costs, with multiple support, administration, and maintenance resources dedicated to each project. Worse, IT organizations have limited visibility to which individuals are accessing what data. Finally, these distinct projects often fail to provide a complete picture to the organization and more often than not, produce inconsistent or even contradictory results.

Key weaknesses of decentralized business analytics solutions:
- Increased complexity
- Higher administration, facilities and deployment costs
- Lack of scalability
- Unreliable data
- Higher security risk
- Incomplete picture, may produce different answers
- Slower to deploy new solutions and increased time to value

Meeting the changing dynamics of business analytics

IT organizations today must build a business analytics infrastructure that minimizes costs and complexity while also ensuring high performance and end user satisfaction. An enterprise-level solution that provides the right information, at the right time and in the right context to users across the entire organization helps increase trust in the business analytics tools and information and ensure project success.

IBM Business Analytics on System z® provide:

Complete, consistent, timely and relevant information for all decision-makers

- Scales easily to meet the needs of every decision-maker — from executives and line-of-business managers, financial and business analysts, to front line managers and staff, partners and customers. It provides each of these with capabilities such as real-time monitoring, reporting, analysis, dashboards, and a robust set of predictive analytics on a single platform.
- An end-to-end business analytics infrastructure for providing a more complete view of the business and greater access to data as it is being created.

Increased user satisfaction and ROI

- Guaranteed system performance and availability (an enterprise SLA) to ensure it is up and running when it is needed.
- Faster query and response times to ensure user expectations are met.
- Centralization of resources so business units can shift their focus from system administration tasks to decision-making.

Reduced cost and complexity of providing business analytics

- Reduced complexity of delivering business analytics with centralized resources and reduced hardware, software, and facilities (power, floor space, etc.) required to manage and maintain the infrastructure.

- Significantly reduced costs associated with system administration and facilities by upwards of 50% over five years.
- Greater economies of scale, allowing IT departments to deliver business analytics to a broader audience at a reduced cost.
- Makes high availability of the business analytics infrastructure a viable option for IT.

Rapid deployment and expansion of business analytics

- Reduced time, resources and cost of implementing and expanding business analytics to new divisions, departments and users.
- Eliminating the cost-related barriers of entry for bringing business analytics into new divisions/department.
- Automating and facilitating self-service report creation.

Ensured security and enforcement of corporate regulations and standards

- Helps ensure corporate security policies are followed.
- Helps ensure disaster recovery plans are in place.
- Allows IT to maintain better control over business processes.

Solving key business challenges

- Easy to scale: Meet the needs of all users with a single, integrated solution.
- Always up and performing when users need it: a guarantee of 99.999% availability.
- Reduce costs: Simplify the maintenance and management of delivering Business Analytics.
- Improve knowledge and business insight: Access more data, faster.
- Improve compliance/control: Centralize administration.

IBM Business Analytics for Linux on System z

IBM Business Analytics solutions on System z provide the industry's only end-to-end solution, including business intelligence, predictive analytics and data warehousing, on a single platform.

IBM Business Analytics on System z can easily scale to deliver business analytics at the enterprise level to meet the complete breadth of business users needs for complete and accurate business information. It delivers more information faster, with less resources and expense.

A flexible solution, IBM Business Analytics on System z are designed to meet the business challenges of today while serving the growing need for actionable insights that optimize business performance.

Built on a scalable, secure and reliable infrastructure that is ideal for standardizing service delivery, IBM Business Analytics on System z ensures:

• Optimization of existing resources and reduced total cost of ownership (TCO)
• Superior response time and agility for the business
• Simplified, lower cost system management and maintenance
• Proven performance, availability, reliability and security
• Flexible deployment options to ensure a successful project

IBM's Business Analytics solutions for System z provides a complete portfolio of business and technology solutions to meet business needs including real-time monitoring, reporting, analysis, dashboards and a robust set of predictive analytics to enable smart, proactive business decisions when and where they are needed:

• **IBM Cognos® Business Intelligence V10.1 for Linux® on System z** provides the complete range of BI capabilities: Real-time monitoring, reporting, analysis, and dashboards on a single, service-oriented architecture (SOA). Author, share and use reports that draw on data from all enterprise sources for better business decisions. Users can view reports and other BI content using familiar applications or devices, such as mobile phones, search engines, Microsoft® Office applications or Web browsers.

• **IBM SPSS for Linux on System z** includes industry-leading products for statistics, data mining and predictive modeling with a unifying platform supporting the secure management and deployment of analytical assets. The complete IBM SPSS portfolio of predictive analytics software helps decision-makers clearly identify patterns and trends in events and in people's attitudes and behavior, and makes it easy for organizations to optimize decisions based on those insights.

Flexible infrastructure options act as the foundation for your business analytics investment.

InfoSphere Warehouse for Linux on System z provides a highly scalable, highly resilient, lower cost way to design, populate and optimize a DB2® for z/OS® data warehouse for IBM Business Analytics on System z. It significantly improves query performance for users who want to drill down into specific data stored in DB2 for z/OS. The combination of the System z platform and cubing services capabilities in InfoSphere Warehouse gives customers the ability to support near real-time analytics based on core business data managed in DB2 for z/OS, helping customers gain additional competitive advantage and value from their operational data.

IBM Smart Analytics Optimizer is a high performance, integrated hardware/software, accelerator for System z, delivering dramatically faster analytic query responses transparently to all users. The software executes on the IBM System z BladeCenter® Extension (zBX), which makes it easy to maintain, preserves existing investments, and delivers results in sub-seconds rather than hours.

InfoSphere Information Server for Linux on System z is a fully integrated software platform with common metadata that profiles, cleanses, transforms and delivers information from System z and distributed data sources to help you derive more value from the complex, heterogeneous information spread across your systems and your data suppliers. It provides the necessary components to provide confidence in the data while enabling the functionality to implement a data governance strategy.

IBM Tivoli® provides the complete system management solution required to ensure that spikes and unplanned events do not affect system performance and thus impede business decisions. From data and applications to transactions, subsystems and network performance, Tivoli provides the ability to identify and react quickly, often proactively, to unanticipated events. A complete portfolio of Tivoli capabilities appropriate for the system management of the IBM Business Analytics on System z infrastructure is available and can be customized for any enterprise.

Flexible deployment options augment your IT team where and when you need it and help ensure a successful project execution.

IBM Smart Analytics System 9600
Smart Analytics System 9600 is a pre-integrated, optimized hardware and software solution that ensures quick implementation and a fast time to value. As a workload optimized system for business analytics, it makes the most of the System z platform to provide timely, accurate business information with fewer resources and at lower total cost.

IBM Smart Analytics Cloud
The Smart Analytics Cloud combines industry leading IBM hardware, software and services to allow organizations to quickly, easily and efficiently implement private cloud computing within their organization for business analytics.

IBM Professional Services and Education
IBM Professional Services and Education help you achieve a successful implementation and deployment of your data warehouse and business analytics solution. IBM Education offers a range of courses to suit your application, role, timeline and preferred learning format.

IBM Business Analytics on System z

- The tools: the full scope of capabilities users need to gain true value from data
- The infrastructure: the scale, performance, availability and security the business needs to maximize its investment
- The solution implementation options: the flexibility to meet unique business objectives

IBM®

Conclusion

IBM's Business Analytics solutions for System z provide the industry's only end to end solution. Business Analytics solutions for System z are built on a single platform that can scale to meet the breadth of business users' needs for complete, accurate business information better, faster, with less resources and at lower expense. The flexible solution is designed to meet the business challenges of today and the needs of tomorrow for actionable insights that optimize business performance.

About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

For more information

For further information or to reach a representative:
ibm.com/cognos.

Request a call

To request a call or to ask a question, go to **ibm.com**/cognos/ contactus. An IBM Cognos representative will respond to your enquiry within two business days.

Business Analytics software