

IBM Content Analytics adds real business value to Cognos

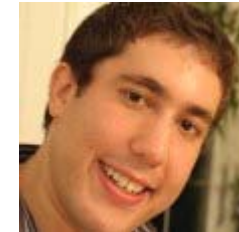
January 23, 2014



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Before we get started

- Audio for this conference is streamed via your computer. Please adjust your speakers accordingly.
- Today's session is being recorded and the replay will be distributed to all registrants of this demo in a few days.
- Submit questions at any time during the presentation via the Q&A box on the right side of your screen. Questions are private and only visible to the panelists.
- We will be sharing a live demo today. For best performance, please close other applications running on your computer.



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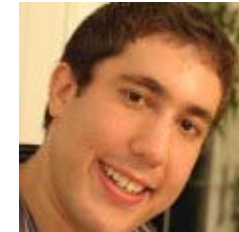
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Agenda

- Overview of Content Analytics
- Overview of Cognos Business Intelligence
- How Content Analytics Enhances Cognos
- Demonstration
- Question and Answer

Analytics adds value at every point of impact

....*Each decision, interaction & process*

System of Record



- Infrastructure
- Security Intelligence
- Enterprise Applications



Systems of Engagement



- Mobile Commerce
- Call Center
- Social Business

**Big Data
&
Analytics**

*Infuse, Extend &
Integrate*



The Content Analytics Value-Add

- Traditional Analytics gives us the **WHO**, **WHAT**, **WHEN** and **WHERE**
- Content Analytics give us context, root-cause, the **HOW** and **WHY**

Content Analytics Use Cases



Customer Care

- Customer Experience
- Customer satisfaction and survey analysis
- Product and Service Quality
- Churn prediction
- Marketing campaign development and execution
- New revenue opportunities
- Product enhancements



Healthcare

- Diagnostic Assistance
- Clinical Treatment
- Fraud Detection/Prevention
- Voice of the Patient
- Claims Management
- Readmission Prevention
- Patient Discharge and Follow-up Care



Insurance

- Risk Assessment
- Fraud Detection/Prevention
- Policy/Underwriting Analysis
- Claims analysis, payment validation, loss review
- Reserve trending and optimization



Banking/Finance

- FATCA
- Money Laundering
- Optimizing Offers and Cross-sell
- Customer Service and Call Center Efficiency



Crime Analytics

- Community Policing
- Investigation Analytics
- Incident Management
- Anti-gang initiative
- Anti-terrorism initiatives
- Cybercrime investigation



Manufacturing

- Product and Service Quality Insight
- Warranty Analysis
- Supply Chain Analysis



Energy & Utilities

- Smart Meter Analytics
- Distribution Load Forecasting/Scheduling
- Condition Based Maintenance
- Construction Planning



Government

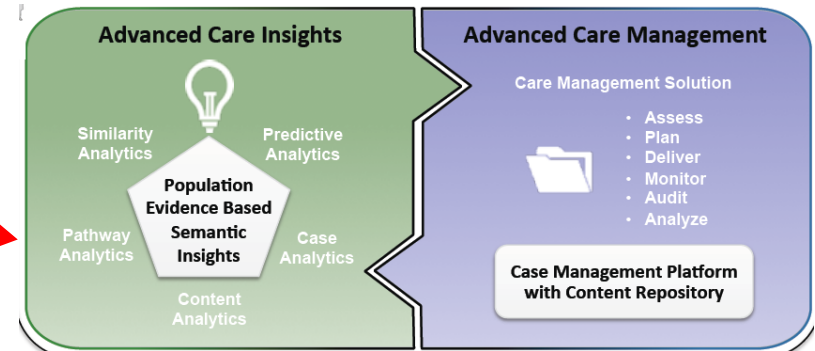
- Civilian Services
- Defense & Intelligence
- Tax & Treasury Services

... and many, many more

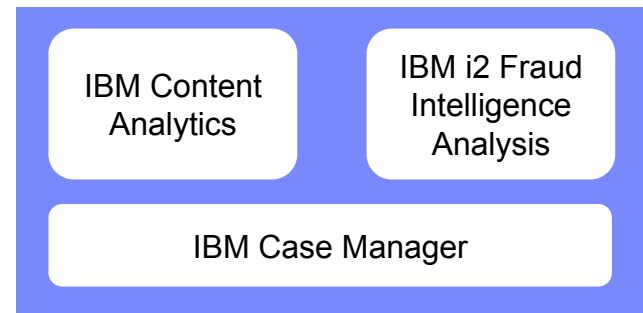
IBM Big Data & Analytics



IBM Patient Care and Insights



IBM Intelligent Investigation Manager



Overview of Cognos Business Analytics

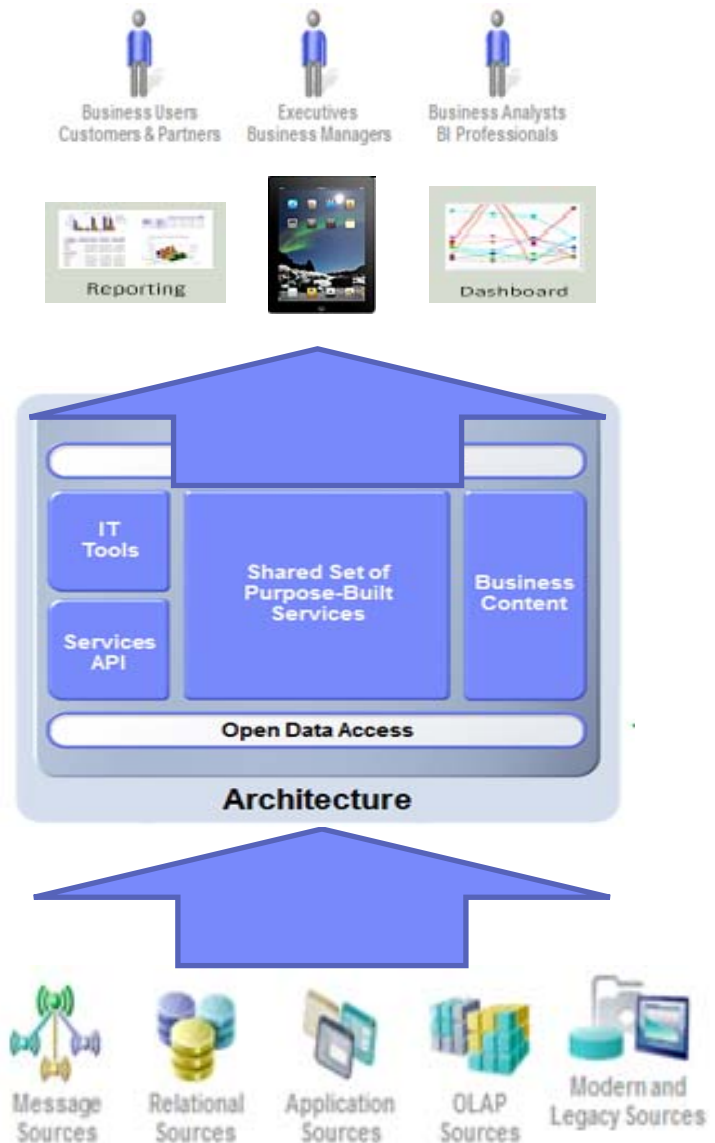


IBM Business Analytics – Access To Information Across The Enterprise

Through a variety of access methods such as Mobile clients, dashboards, and highly formatted reporting.

Cognos provides a Business Intelligence environment with features such a single version of the truth, data security, scalable distribution, and other functions critical to the enterprise.

Cognos can provide access to a variety of structured data sources and Hadoop through Hive



Resulting In Solutions That Deliver Big Impact



Banking	Government	Retail	Telecomm	Insurance
<p>Create a customer focused enterprise</p> <p>Customer Profitability Marketing Optimization</p>	<p>Improve citizen services</p> <p>Citizen Services Analytics</p>	<p>Deliver a smarter shopping experience</p> <p>Market Basket Analysis Sentiment Analysis</p>	<p>Deliver smarter services to generate new revenue</p> <p>Churn Prediction Network Analytics</p>	<p>Create a customer focused enterprise</p> <p>Customer Retention & Growth</p>
<p>Enterprise risk optimization</p> <p>Compliance Financial & Operational Risk Analytics</p>	<p>Manage resources effectively</p> <p>Operational Analytics Budget & Financial Management</p>	<p>Build smarter operations</p> <p>Store operations</p>	<p>Build smarter networks</p> <p>OPEX and CAPEX planning</p>	<p>Enterprise risk optimization</p> <p>Compliance Financial & Operational Risk Analytics</p>
<p>Increase flexibility & streamline operations</p> <p>Payments analytics</p>	<p>Improve public safety</p> <p>Crime Prediction</p>	<p>Smarter merchandising & supply chains</p> <p>Store assortment</p>	<p>Transform operations</p> <p>Next best action</p>	<p>Increase flexibility & streamline operations</p> <p>Claims Optimization</p>

IBM Content Analytics Overview



Content Analytics Basics



**Aggregate and extract
from multiple sources**

... to form large **text-** based collections from multiple internal and external sources (and types), including ECM repositories, structured data, social media and more.

Content Analytics Basics



Organize, analyze and visualize

... enterprise **content** (and data) by identifying trends, patterns, correlations, anomalies and business context from collections.

Content Analytics Basics



**Search and explore to
derive insight**

... from collections to
confirm what is
suspected or uncover
something new - before
customizing models and
integrating with other
systems and processes



Text Analytics is the basis for Content Analytics

What is Text Analytics?

Text Analytics (NLP*) describes a set of linguistic, statistical, and machine learning techniques that allow text to be analyzed and key information **extracted for business integration**

EC 4.0 Cu. Ft. 26-Cycle King-Size Washer – White. I hate this machine. Have had 3 calls on machine. You can't wash **large items**, Won't clean in the middle. **Leaves dry spots** through the clothes, I can only do **1/2 basket** of clothes. Will **not clean** or **mix bleach** in with the water.....

Product	EC
Category	washer
Size	4.0 Cu. Ft
Model	26-Cycle King Size
Color	white
Issue	large items
Issue	leaves dry spots
Issue	1/2 basket
Issue	not clean
Issue	mix bleach



What is Content Analytics?

Content Analytics (Text Analytics + Mining) refers to the text analytics process plus the ability to **visually identify and explore trends, patterns, and statistically relevant facts** found in various types of content spread across internal and external information sources

Not only was the [redacted] at the [redacted]
[redacted], but I [redacted] just to
talk to a [redacted] who gave me a
[redacted] that [redacted] had [redacted]
[redacted] a [redacted] and only [redacted] a
[redacted].

Pickup/Delivery

Speed of Service

Counter

Attitude/Helpful/Friendly

Odor

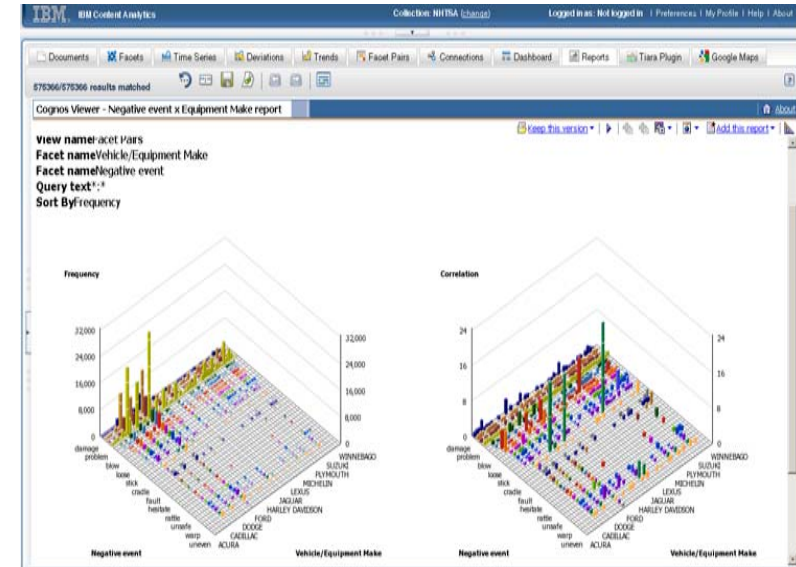
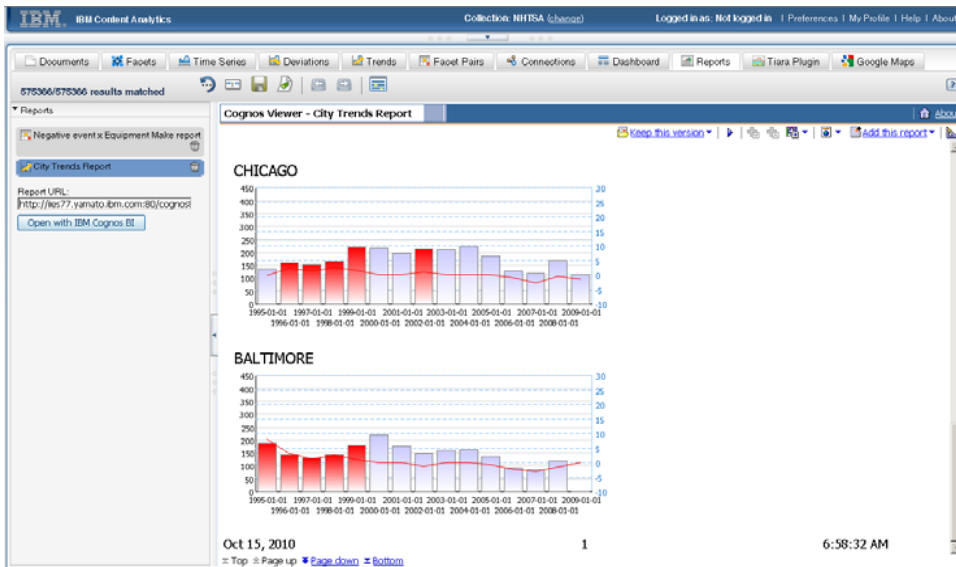
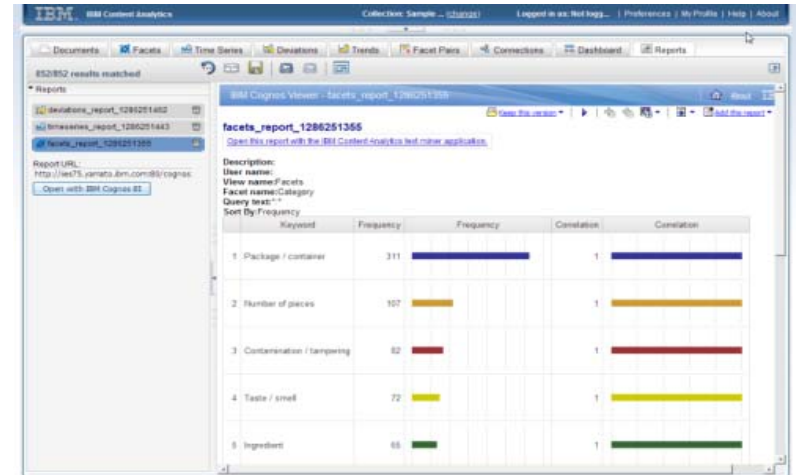
Interior Cleanliness

Body Damage

Fuel Level

Integration with Cognos BI reports

- From ICA Text Miner, a user can:
 - Issue a request to create a report
 - List the created reports
 - Open the created report
 - Delete the created report
 - Cognos reports can link to and from Text Miner



Integrated Analytics and Reporting Architecture

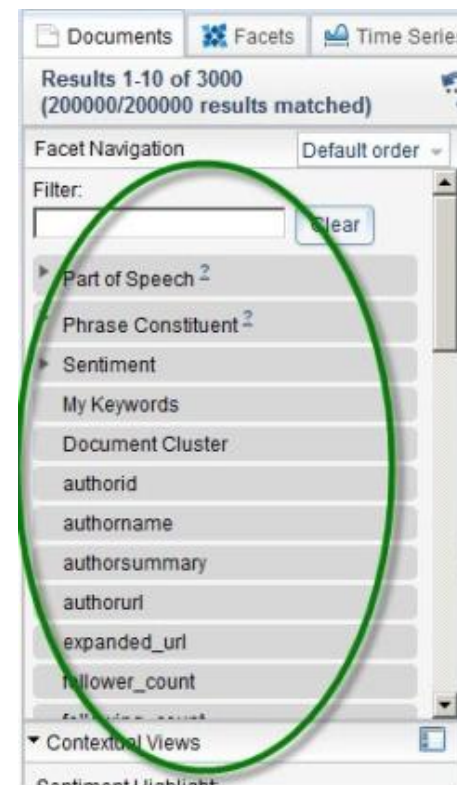
Traditional Method

- Data scientists model various queries that best yield the answers users want
- Create star schema databases that represent OLAP cubes

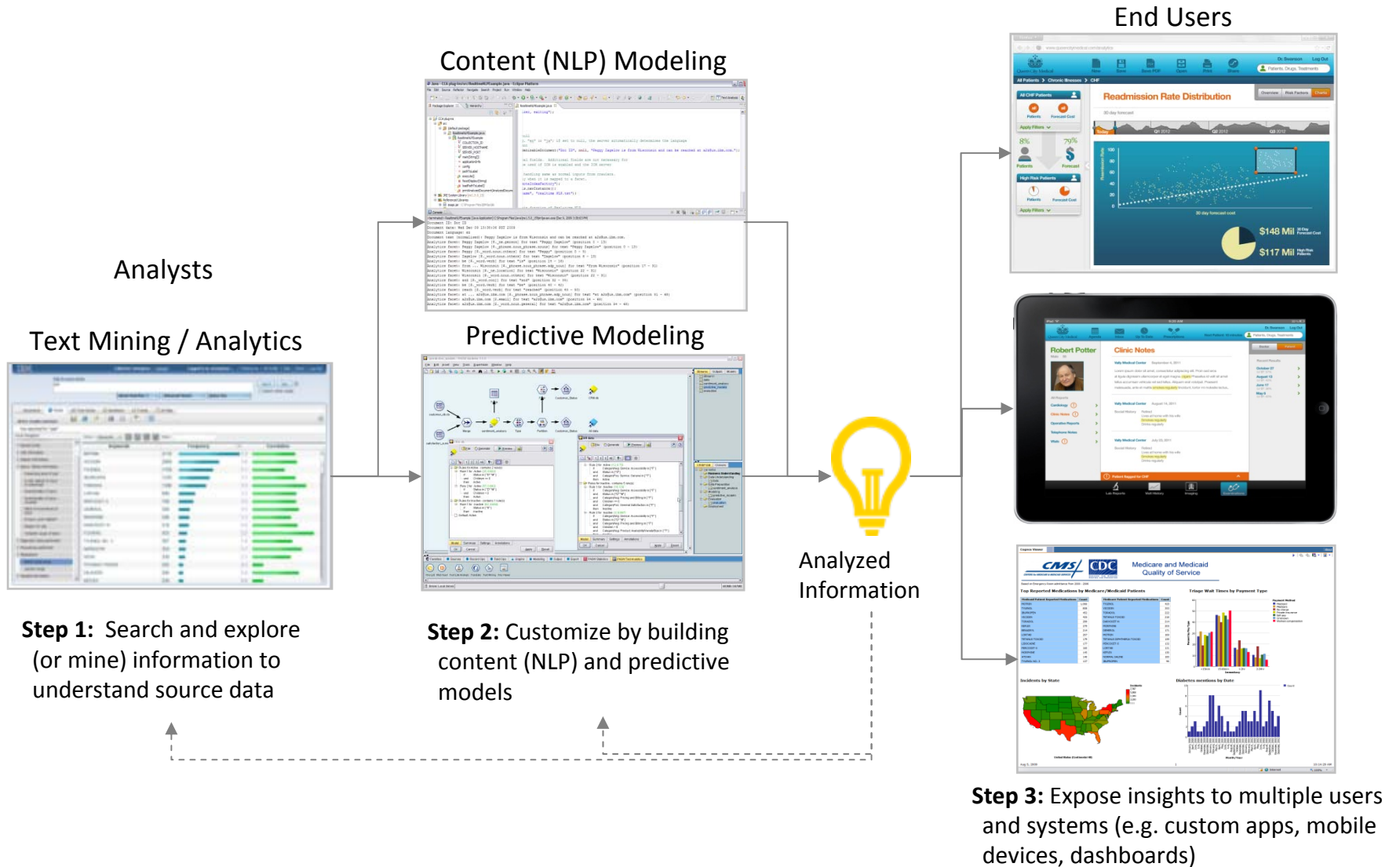


Using Content Analytics

- A faster, easier way to model the queries that will be used to build the OLAP cubes
- All data elements easily available



Integration with Predictive & Statistical Modeling



Demonstration



Closing and Q&A



Additional Sources of Information

- **Cognos Business Intelligence** <https://ibm.biz/BdRzmE>
- **Content Analytics** <https://ibm.biz/BdRzmF>

Content Analytics downloads



IBM Content Analytics adds value to Cognos BI

Anticipate and shape business outcomes by surfacing new insights from unstructured information, enabling organizations to tackle complex analytics issues.

→ [Read paper](#)



Content Analytics and the High Performing Enterprise

Read the report from IDC and learn how organizations are outperforming their competition.

→ [Read report](#)



Content Analytics: Helping Drive Superior Customer Service

A new report from Aberdeen Group tells how Content Analytics is improving customer service.

→ [Read report](#)

Start the Conversation



Question and Answer Session

Thank You

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