

Information Management Software Services InfoSphere Warehouse Data Mining Workshop



customers, and simplify market basket analysis. Our in-database data mining capabilities integrate with existing systems to provide scalable, high performing predictive and pattern analysis without moving data into proprietary data mining platforms.

What is the InfoSphere Warehouse Data Mining Workshop?

This workshop is a service offering at your premises where IBM experts will:

- Set a vision of the overall value proposition for a data mining solution and deployment for a specific business problem
- Define and describe the analytical and data preparation approach to solving your business problem
- Execute the data preparation and data mining analysis
- Interpret and present data mining results and make recommendations for future deployments

Highlights

- Unlock hidden information and relationships with Data Mining and deliver its full value throughout diverse areas of your enterprise
- Apply Data Mining to solve critical problems in all types of industries and business components
- Leverage the strength of complex Data Mining algorithms and gain actionable insights into important business problems and opportunities with IBM InfoSphere Warehouse[®]

Business Challenge

Many organizations have invested heavily in information technology to help them manage their businesses more effectively and gain a competitive edge. Increasingly over time, large amounts of valuable business data have been stored electronically and this volume is expected to grow significantly in the near future. Yet, many companies have been unable to fully capitalize on this investment because information that is contained in the data is not easy to categorize.

What is Data Mining?

Data mining is the process of analyzing an organization's data from different perspectives and summarizing it into useful information. The data mining technologies from IBM help detect fraud, prevent customer churn, segment

What's Involved?

InfoSphere Warehouse provides an analytical platform that supports data mining and data preparation within a powerful data warehousing environment. Embedding data mining capabilities in native database enables data mining solutions to be developed directly by business analysts through portals and

reporting tools and facilitates their deployment. This approach makes data mining accessible and consumable for a wide spectrum of analysts and decision makers, leading to better and faster business decisions.

We believe that nothing is more important than transferring our knowledge to your organization. This provides you with long-term self-sufficiency through our mentored and parallel working approaches. You will gain skills and knowledge in applying data mining techniques to unlock insights into the challenges of your business quickly and efficiently, with expert advice and knowledge transfer directly from our mentors on using InfoSphere Warehouse Data Mining in your own unique environment. This is also an ideal opportunity to mentor your staff on concepts of data mining, best practices for data preparation, and interpretation of analytical results in terms of the business.

The primary activities undertaken in this offering include:

Business Discovery and Solution Definition

- Kick-off workshop
- Identification and prioritization of the business challenges
- Project planning workshop
- Establish regular checkpoint meetings schedule
- Define how solution will be used
- Specify data needed to support the mining

Execution and Analysis for the Data Mining Pilot

- Define and execute the data ELT processes
- Execute data mining analysis
- Analyze data mining results

Project Wrap-up

- Present the data mining solution and business value of the project to the business team
- Summarize how the data mining results could be deployed
- Determine next steps
- Deliver the engagement deliverables

Engage Today

When engaging Information Management Services, you can be confident you are working with the industry's leading data warehousing analytics experts. Our experts are ready to assist your organization with:

- Establishing project goals, expectations
- Maximizing the return on your investment
- Reducing project delivery times, complexity and risk through the delivery of proven offerings
- Reducing total cost of ownership

Available for whatever the delivery approach your business requires, the Information Management Services team will produce results quickly, and will help to put your project on the road to success.

For More Information

For more information regarding this or other services offerings, visit the IBM Information Management Services website at ibm.com/software/data/services



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