*Easily identify your most and least profitable customers to accelerate your business*

**IBM**

# InfoSphere Warehouse Pack For Customer Insight

Model driven solutions

## H i g h l i g h t s

### InfoSphere Warehouse Pack For Customer Insight

**A set of pre-built, consolidated Customer Insight data structures across products, clients and channels to support true analysis of who are your most and least profitable customers.**

### Customer Segmentation

Enables business users to easily identify the most and least profitable customer profiles. Customer segmentation is vital to better understand the market place, customer segments and individual customers to derive the greatest amount of revenue and profit.

### Fast Time To Value

Facilitates quick time-to-value of an InfoSphere-based data warehouse using a step-by-step business-focused development and roll-out. Fast deployment can often make the difference between capitalizing on competitive differentiation or failing to take advantage of market or competitive shifts.

### Business Intelligence

Supports the consolidated data requirements of pre-defined business content based on Cognos 8 BI. Powerful analytics enable users to obtain new, deep insights from their most valuable asset – information.

### InfoSphere Warehouse

Packaged and optimized for InfoSphere Warehouse 9.7 and InfoSphere Data Architect 7.5.2, a highly scalable and flexible warehouse system that can easily grow and adapt to changing business needs.

### Introducing The InfoSphere Warehouse Pack For Customer Insight

The InfoSphere Warehouse Pack for Customer Insight is the latest member of the IBM Industry Models family that provides structured and deployable business content for a growing number of business initiatives and industries, including banking, insurance, financial markets, health plans, retail & distribution as well as telecommunications.

With more than 500 customers worldwide, the IBM Industry Models have been used successfully to accelerate the deployment of strategic business initiatives, such as data warehousing and business intelligence, risk and compliance, new product introduction, customer experience, and financial management.

### Addressing an Often Overlooked Challenge to Warehouse Deployment

This offering addresses the need that many organizations struggle with – to understand, on a daily basis, which of their clients are loyal and which are not? Which are most likely to respond to a new marketing campaign? Which product groups contribute the most income and profit? And many more questions.

The InfoSphere Warehouse Pack for Customer Insight provides a set of pre-built, consolidated Customer Insight data structures across products, clients and channels. These data structures help customers to rapidly deploy a data warehouse so that the questions above, and more, can be answered quickly and confidently.

# InfoSphere Warehouse Pack For Customer Insight

## Data model includes:

- *Avg. arrangement/credit balance*
- *Customer acquisition cost*
- *Avg. item price*
- *Avg. item profit margin amount*
- *Avg. market basket sales amount*
- *No. of products sold/on promotion*
- *No. of customers/in household*
- *No. of items sold*
- *No. of transactions*
- *Profit margin amount/percent*
- *Sales amount exclusive of tax*
- *Transaction amount (interest)*
- *Sales discount amount*
- *Sales value of goods returned*
- *Avg. no. of items sold per day*
- *Days since last purchase*
- *Avg. no. of arrangements*
- *Avg. purchase amount*
- *Customer lifetime value*
- *Total and avg. no. of complaints*
- *No. of non-performing accounts*
- *Value/volume of market/percent*
- *Customer market share/percent*
- *No. of channels used*

The Pack facilitates sharing of a common, trusted information infrastructure across multiple silo'ed Customer Insight initiatives when sourcing information from multiple IT systems. It removes the IT redundancy, expenditure and data inconsistency to allow a single source of the truth. Based on IBM InfoSphere Warehouse, it provides a scalable platform for information delivery that transparently offers incremental value such as advanced data mining and scalable cubing services to any Cognos 8 BI-based solution.

### Business Value of the Warehouse Packs For Customer Insight

Based upon industry experience of more than 500 clients and over fifteen years of development, the IBM Industry Models are the hallmark of the industry for supporting business and IT collaboration for information led transformation projects.

The InfoSphere Warehouse Pack for Customer Insight is derived from the IBM Industry Models and many years of successful client engagements applied to a horizontal business initiative across many industry sectors. The Pack can also be applied in specific industries for vulable insight into many important business issues about customers, products and channels that are unique to that industry.

Coupled with the IBM InfoSphere Warehouse, the InfoSphere Warehouse Pack for Customer Insight provides the business with the infrastructure necessary to support true analysis and visibility of customer profiling and profitability across their clients, products and channels sourced from multiple IT systems.

It is optimized to take advantage of InfoSphere Warehouse's embedded OLAP, text and data mining capabilities, and via business metadata, leverage the InfoSphere Information Server and InfoSphere Business Glossary for delivery of trusted information and greater information understanding.

The InfoSphere Warehouse Pack for Customer Insight is the combination of software, data models and business content that helps to accelerate the delivery of the end solution. Faster time to market enables organizations to make decisions and take action in time to capitalize on market and competitive shifts, thus reducing business risk.

Finally, it helps business users take full advantage of warehouse and analytics systems. First, gather relevant information and bring it all together. Second, analyze the information to gain new insights, identify trends and uncover hidden relationships. Third, share the insights with other decision makers throughout the organization. And finally, to take action by making faster, better and more confident decisions.

# InfoSphere Warehouse Pack For Customer Insight

## Benefits

1. Significantly compress project time and risk compared to custom, in-house data warehouse projects.

2. Accelerate the time to secure stakeholder approval of InfoSphere Warehouse's applicability to their Customer Insight business initiative.

3. Enable easy solution customization to meet the specific needs of the business across information silos and Customer Insight initiatives.

4. Foster a fully integrated IBM solution from business intelligence to warehouse to data integration with trusted information.

5. Complements investments in Cognos Blueprints, Cognos and SPSS applications.

## What's In The Pack

- A physical Data Model
- A set of sample physical database structures
- Sample Cognos Reports
- A set of files suitable for use with InfoSphere Metadata Server
- Documentation providing guidance on fast deployment and easy customization
- Consulting Services are available to support every aspect of the development life-cycle.

## What Is Unique About The InfoSphere Warehouse Pack For Customer Insight?

**Proven Capability –** Its content is derived from IBM Industry Models version 8.2 that are used by the largest companies worldwide in various facets of their business-driven IT strategies, such as Customer Insight, financial management, risk and compliance reporting and many more.

**Business-ready -** The departmental data model, use of InfoSphere Warehouse and the predefined Cognos 8 BI-based reports are proven to foster collaboration and approval between business and IT functions and enable customization of business requirements into an actionable solution.

**Focused on accelerated solution delivery** – Delivered with out-of-the-box support for the industry's leading data warehouse and data integration infrastructure, the InfoSphere Warehouse Pack For Customer Insight can underpin any Customer Insight project as well as Cognos-based Blueprint and Applications.

**Built with a future enterprise-architecture in mind** – The Pack has been derived from the logical InfoSphere industry data models, which have been built, sold and deployed to over 500 customers worldwide. The Pack fits into the standardized architecture of these data models and their enterprise-wide business scope to enable scalability and growth as business needs change.

## For more Information

To learn more about the InfoSphere Warehouse Pack For Customer Insight, contact your IBM representative or visit:

http://www-01.ibm.com/software/data/infosphere/warehouse/packs/customer-insight/