



IBM

Information



Demand **2010**

Intelligent Analytics and Optimization for Smarter Business



**LEAD
THE WAY**



Welcome and Smarter Decisions for Optimized Performance

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IBM Information
ON Demand 2010

Outline

The world is awash in information that is getting more complex. You will need new ways of *working to optimize decisions* and actions. Business leaders are telling us that in order to meet their *goals for profitability, revenue, cost reduction and risk management* - especially in the current economy – they know they cannot continue to operate the way they have in the past. They need to be able to *predict and act on information*, empowering individuals throughout the organization with *pervasive, predictive, real-time analytics*. Let us show you how you can deploy the benefits of enterprise-wide analytics and optimization to shape the future.

...Giving Organizations the Insight to Act with Confidence.



Shandong Province Local Taxation Bureau (China):

Integrated 200 databases to provide real-time access to a single view of trusted data



Taiwan Mobile (Taiwan): Applying analytics of customer purchasing and download patterns to create new products and increase customer satisfaction



Guinness Anchor Berhad (Malaysia): Analytics reduce planning cycle from three months to two weeks

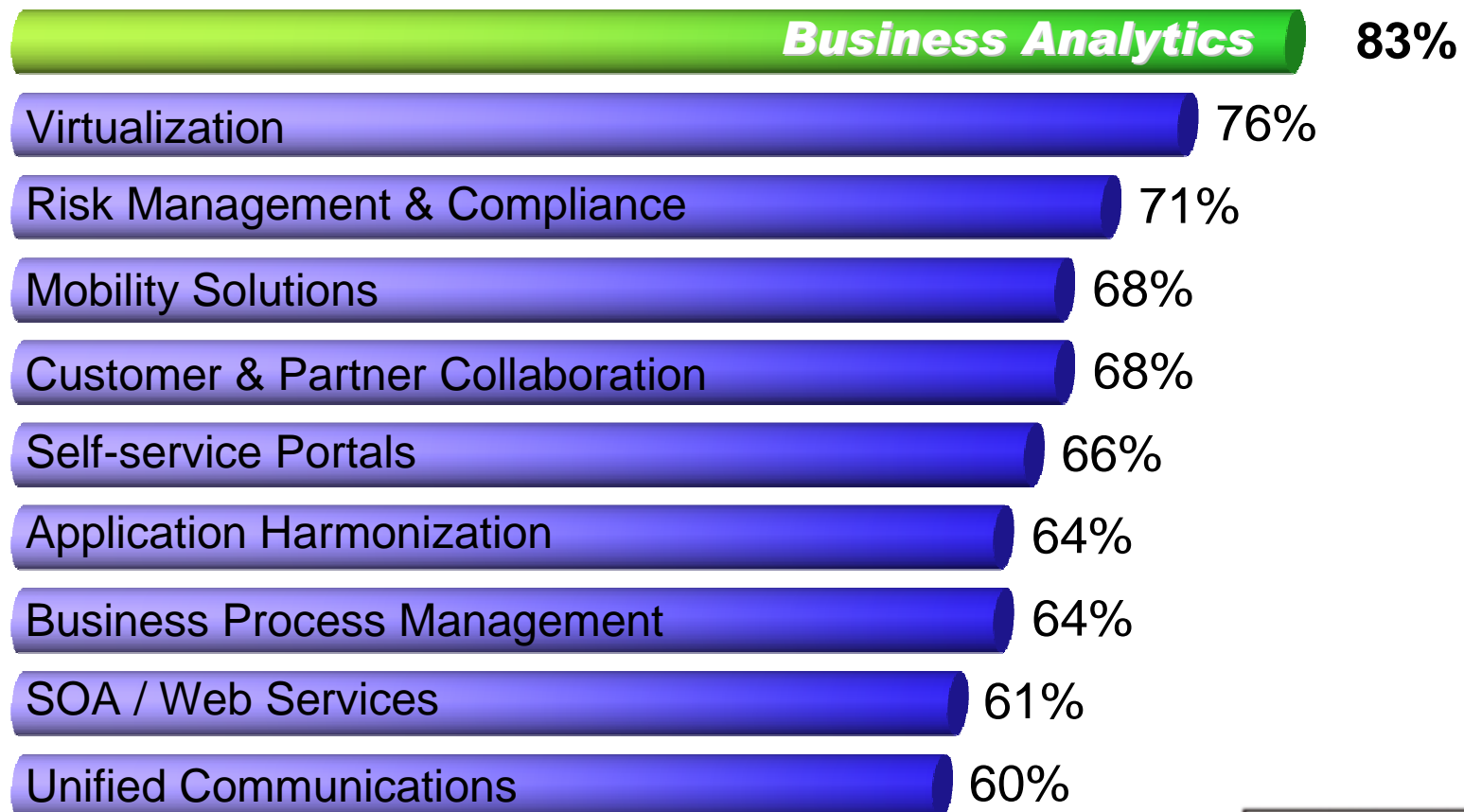


Melbourne Health (Australia): Improved research accuracy and treatment.



Information-Led Transformation

Leveraging information & analytics



Information-Led Transformation

Value



2X

Client Investment in Business Analytics & Optimization Projects is Growing over Twice as Fast as Business Automation

Information-Led Transformation

Business Analytics & Optimization



Automation



How can I Create Value and Lower Costs

Create Value...

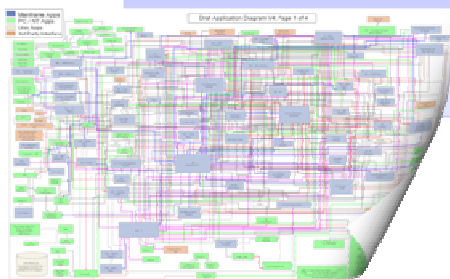
Can I get just the right insight & information to the right people in the context of what they are doing?
Executives? Business Analysts? Customers? Call Centers? Web?



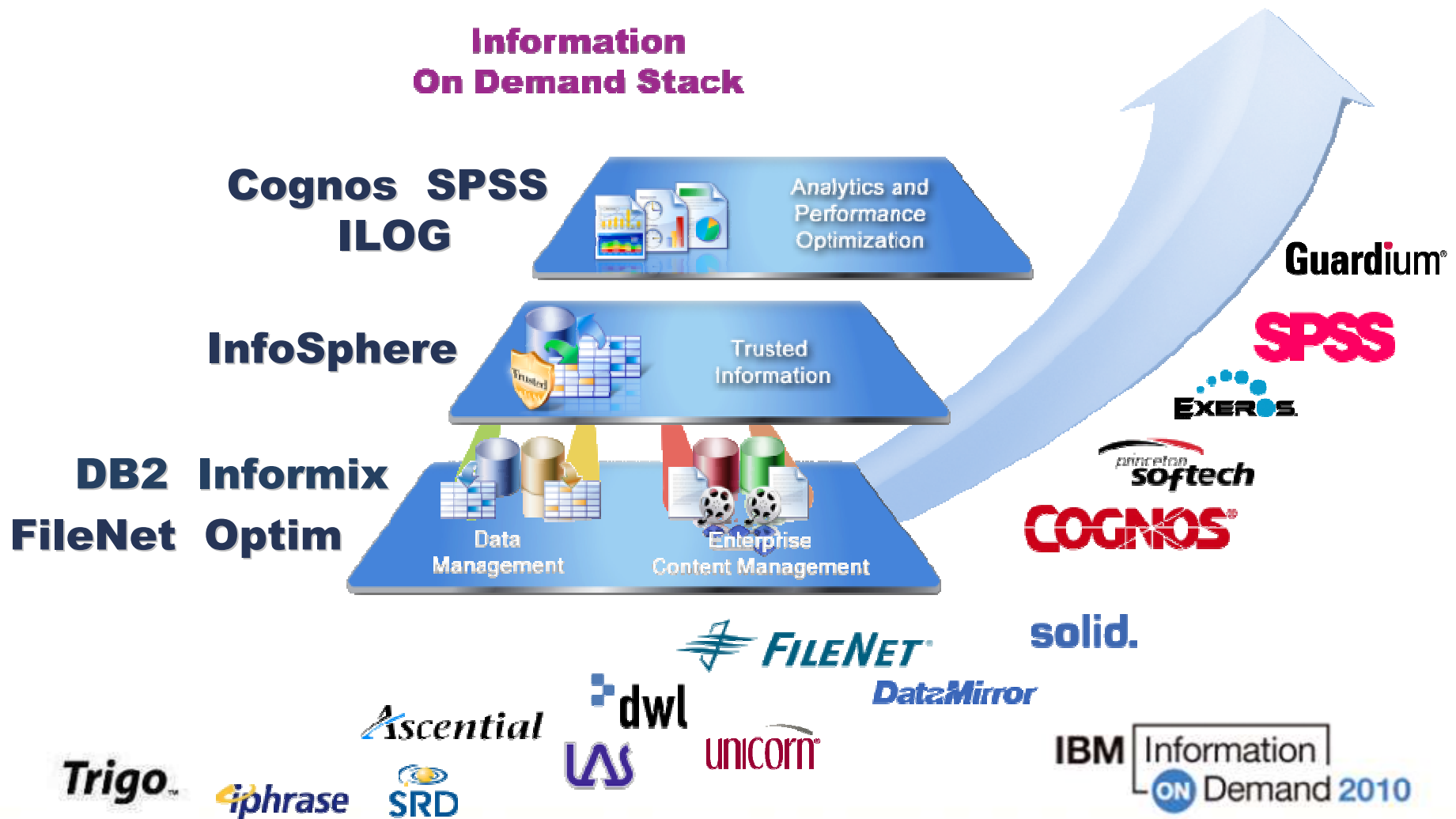
Lower Costs...

I have thousands of databases and content repositories.

I don't know where what is?
Can I get it all organized?
Can I decommission data?

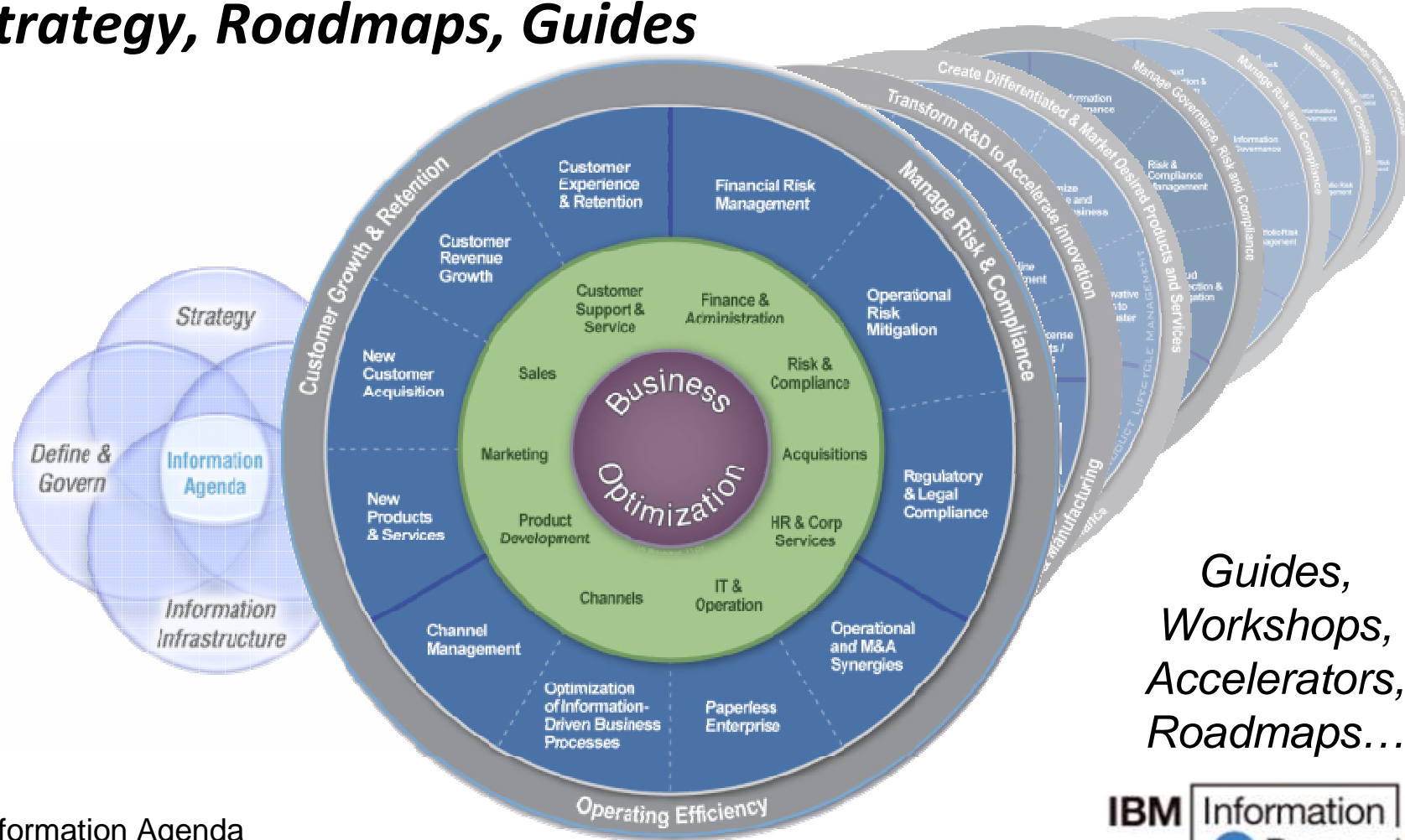


IBM has invested \$12B in R&D and Acquisitions



Information Agenda

Strategy, Roadmaps, Guides



*Guides,
Workshops,
Accelerators,
Roadmaps...*

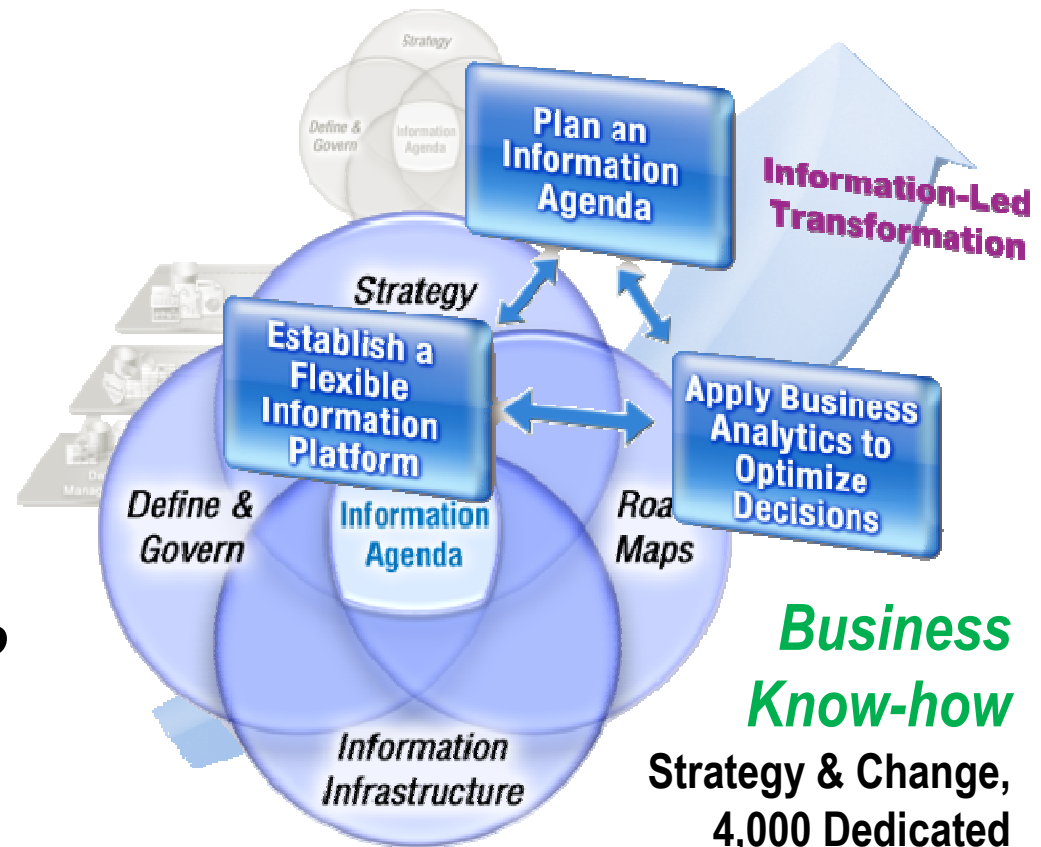
Information Agenda
Guide for Banking & Finance

Accelerating an Information-Led Transformation...

Value



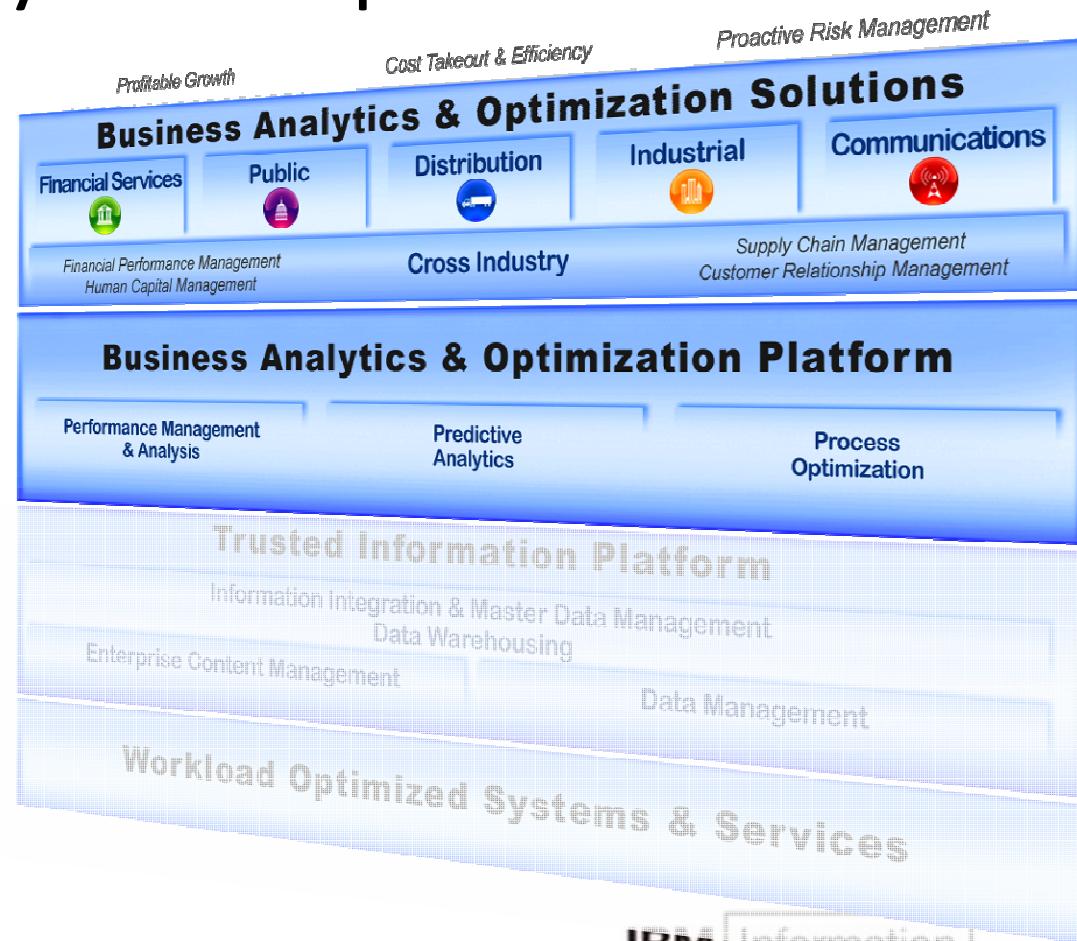
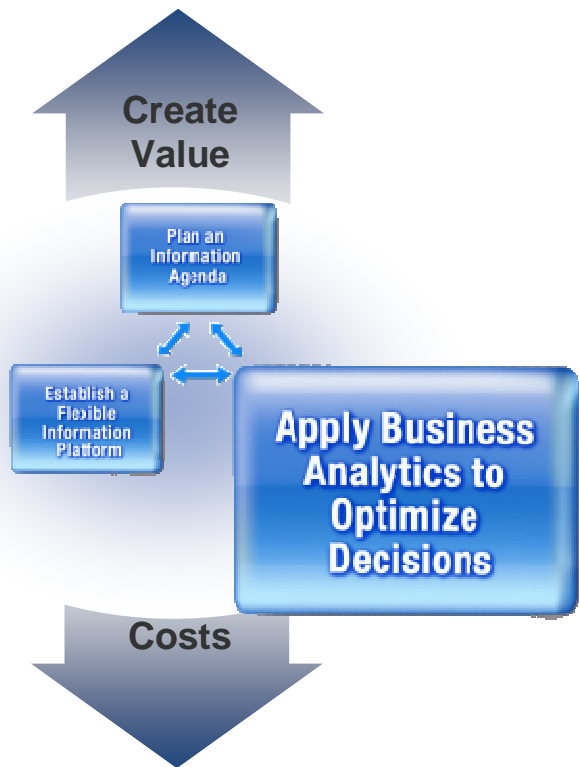
An Industry Context & Technology Innovation to Accelerate the Journey



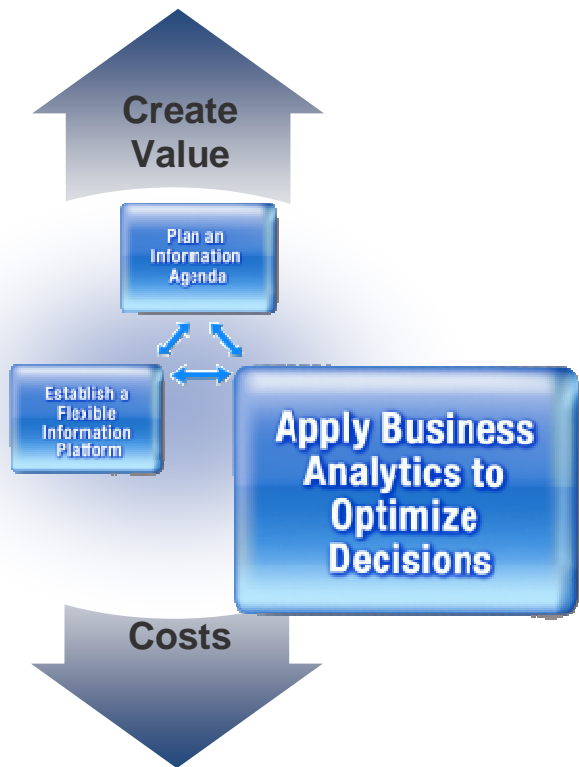
Business Know-how
 Strategy & Change,
 4,000 Dedicated
 Consultants

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Taking it to the Next Level with Business Analytics & Optimization



Taking it to the Next Level: Predictive Analytics



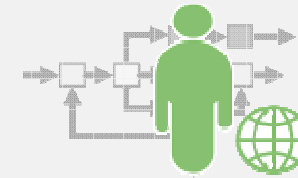
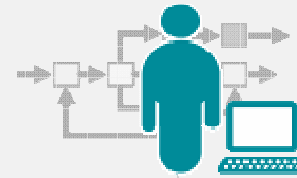
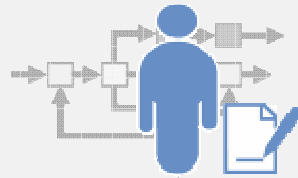
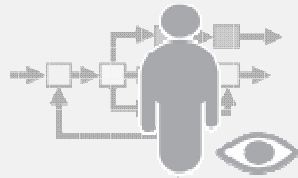
Imagine If Your Decision Makers Could...

...predict and treat infection in premature newborns 24 hours earlier?

...adjust credit lines as transactions are occurring to account for risk fluctuations?

...determine who is most likely to buy if offered discounts at time of sale?

...apply inferred social relationships of customers to prevent churn?



Physician

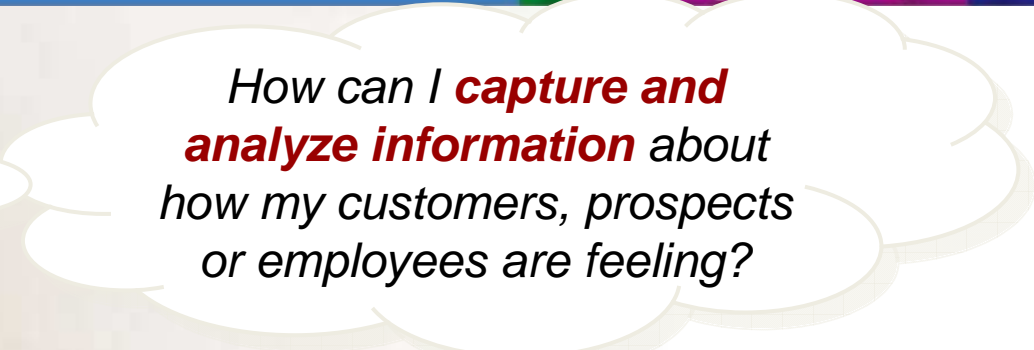
Loan Officer

Retail Sales Associate

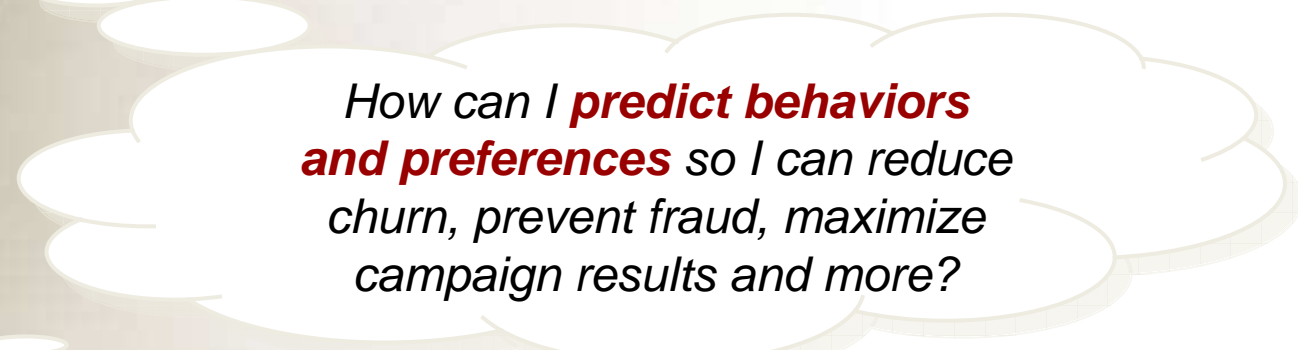
Telco Call Center Rep

...optimize every transaction, process and decision at the point of impact, based on the current situation, without requiring that everyone be an analytical expert

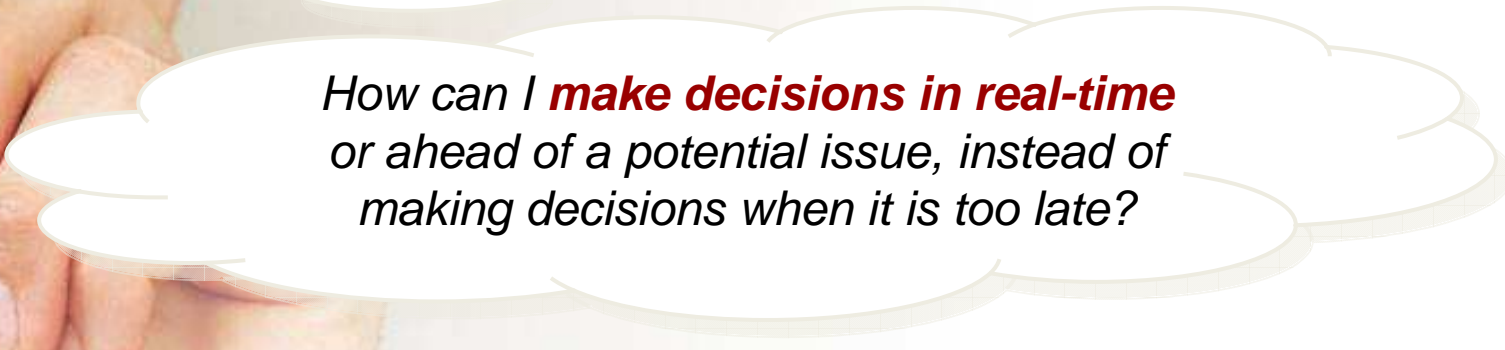




How can I **capture and analyze information** about how my customers, prospects or employees are feeling?



How can I **predict behaviors and preferences** so I can reduce churn, prevent fraud, maximize campaign results and more?



How can I **make decisions in real-time** or ahead of a potential issue, instead of making decisions when it is too late?

Enabling the Predictive Analytics Process

Capture

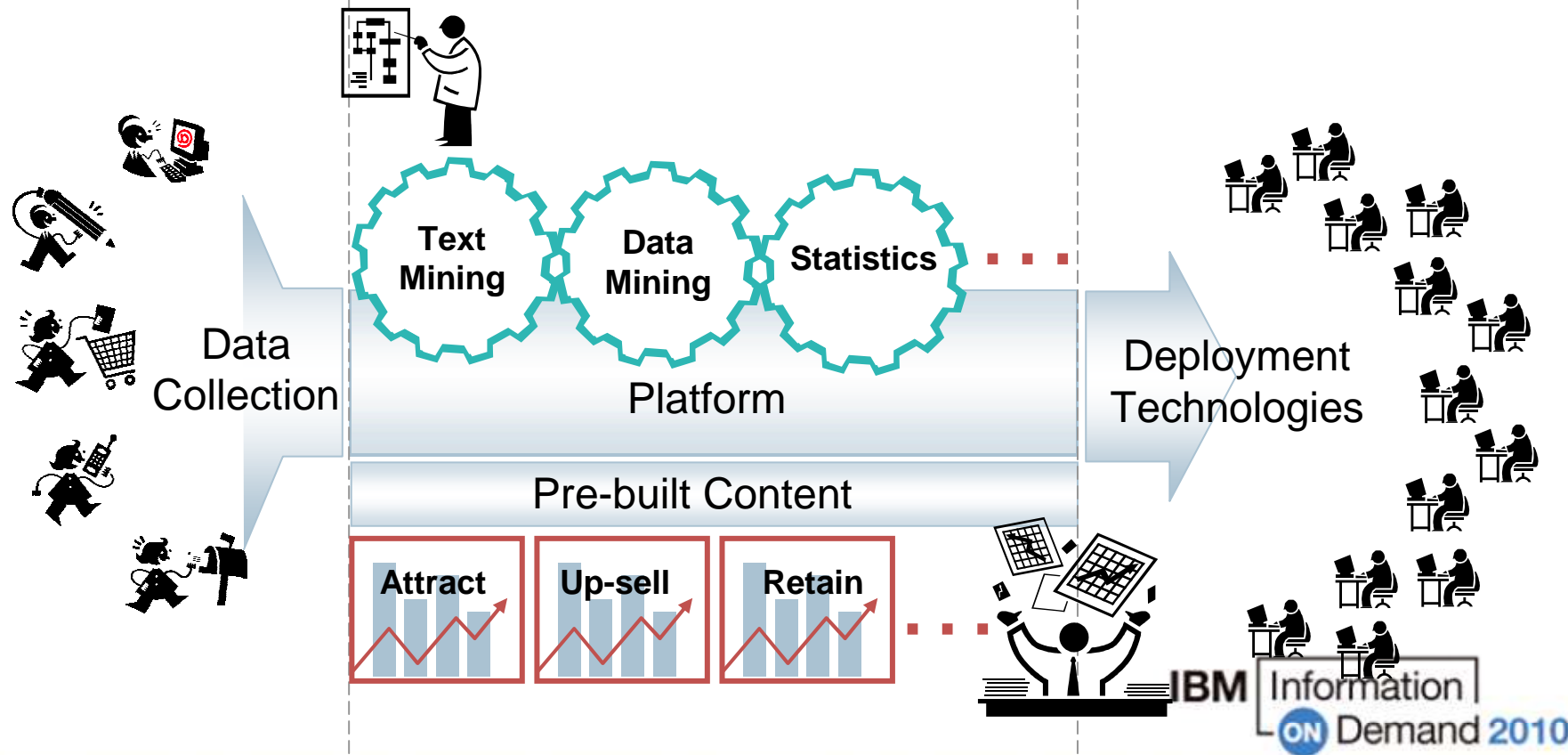
Data Collection delivers an accurate view of customer attitudes and opinions

Predict

Predictive capabilities bring repeatability to ongoing decision making, and drive confidence in your results and decisions

Act

Unique deployment technologies and methodologies maximize the impact of analytics in your operation



SPSS, an IBM Company Uniquely Offers You...



Value of analytics *across* your organization

- Highly productive, business-friendly predictive modeling, collaboration and deployment services
- Based on the convergence of analytics, architecture and business processes



***Open SOA* that seamlessly fits your existing environment**

- Componentized, enabling it to easily fit within your existing environment, immediately adding value without the need for a “rip and replace” of information infrastructure
- Natural part of a user’s normal activity versus a separate, disconnected application



Deep domain expertise with 40 years experience analyzing data about people

- Ability to dynamically capture attitudes, attributes and behaviors and improve people interactions

What is the Smart Analytics System

IBM Smart Analytics System



Announced
July 28, 2009

Generally Available
September 25, 2009



**Industry's most complete
high-performance product for transforming
information into business insight**

*3x faster BI
Up to 50% less floor space*

World record performance

***Analytics ready in days not months
(from 6 months to 12 days)***

Accelerate Time To Value

Leverage Existing Investments

Analytics Software

- Cognos 8 Business Intelligence
- InfoSphere Warehouse Cubing Services
- InfoSphere Warehouse Text Analytics & Data Mining

Powerful Data Warehouse

- InfoSphere Warehouse
- InfoSphere Warehouse Advanced Workload Management
- Tivoli System Automation

Hardware



- Power, xSeries, zSeries
- IBM DS5300 Disk Storage System & SDD

Services

- Build, Deploy, Health Check, & Accelerated Value Program

IBM Smart Analytics System

Why it is better to sell the system over custom solution “piece-parts”

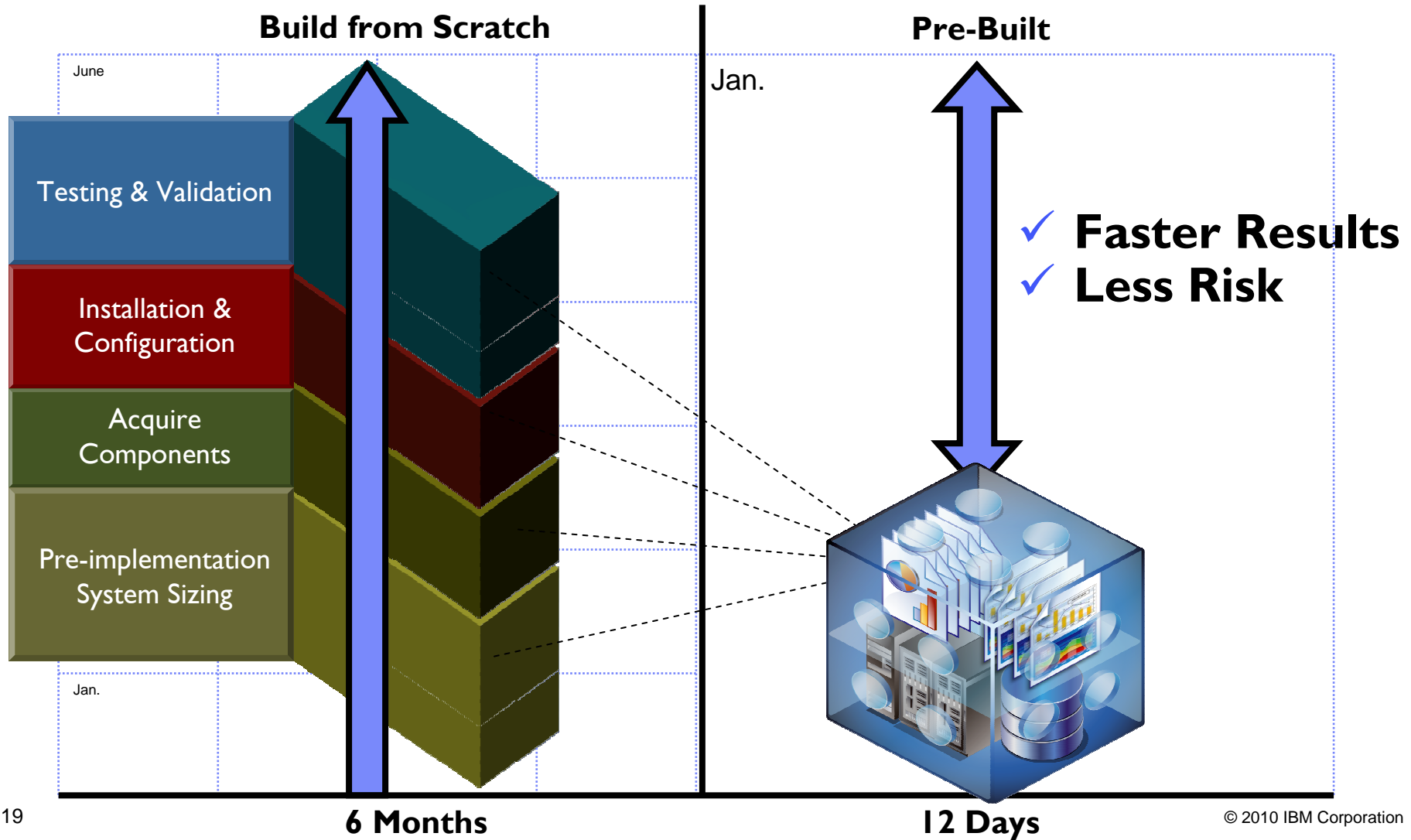
Workload Optimized Analytic System Vs. Custom Deployment		
	Smart Analytics System	Custom
One Call support	<ul style="list-style-type: none"> ▪ Included 	<ul style="list-style-type: none"> ▪ Not Available
Coordinated Stack certification (SW, OS, & Firmware)	<ul style="list-style-type: none"> ▪ Included 	<ul style="list-style-type: none"> ▪ Not Available
Services Implementation Premium Support Health Check	<ul style="list-style-type: none"> ▪ Included ▪ Included ▪ 1st year Included 	<ul style="list-style-type: none"> ▪ 1 off ▪ 1 off ▪ 1 off
Server, Storage, SW	IBM Systems, Storage, Cognos, & InfoSphere Software	IBM Systems, Storage, Cognos, & InfoSphere Software
Bottom Line	All of the above part of the System	\$ Significantly more expensive

18 Additional benefits with the pre-defined IBM Smart Analytics System configurations

- Time to price configuration - 24 hr turn around time (on XS, S, & M configs)
- Less than 2 weeks to fill order (on selected configs)

IBM Smart Analytics System

Results in Days Versus Months



Thank You & Questions?

