

IBM



Analytics Forum

Transforming Industries and Professions 2015

**How mobility and analytics redefines
business**

Sridhar Hari

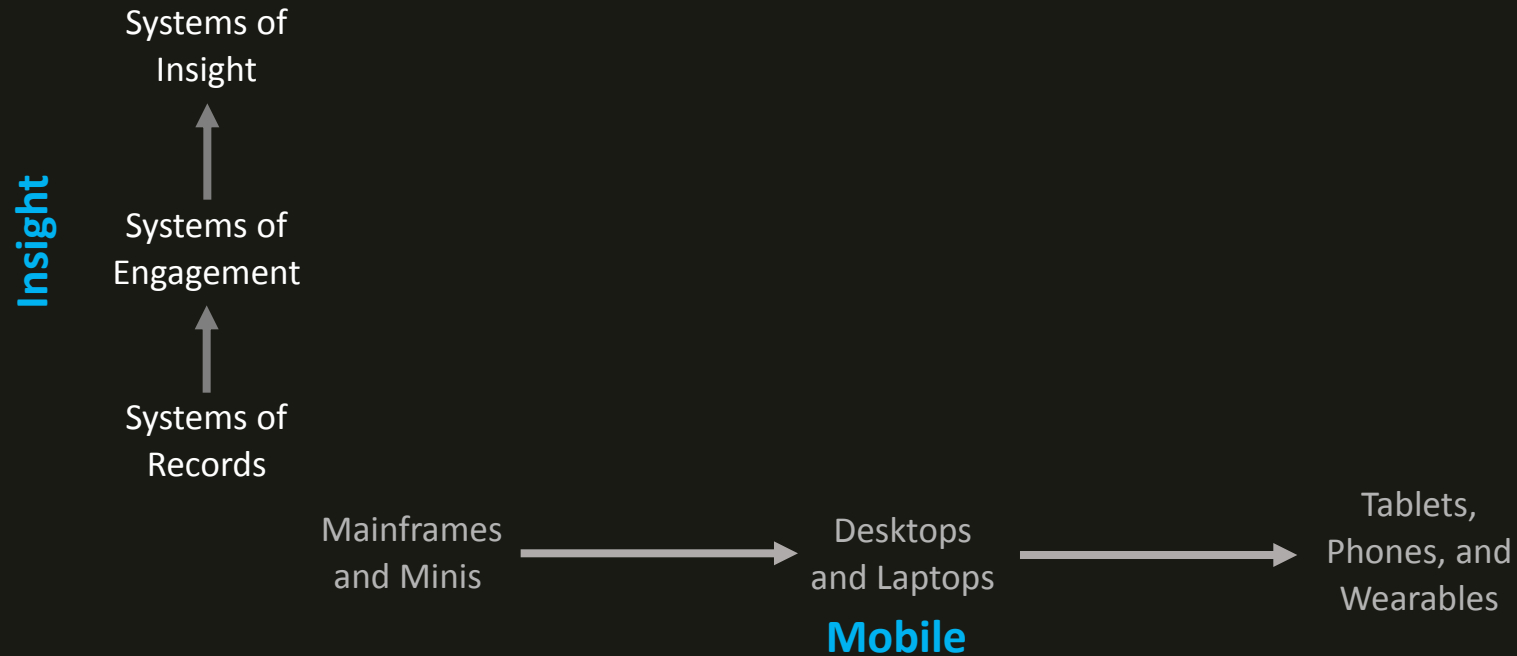
Associate Director - Mobile & Commerce

The double revolution of 'Insight' and 'Mobile' will transform enterprises as we know them (I)



Mobile – Enables organizations to engage independent of location by deploying intelligent, connected devices

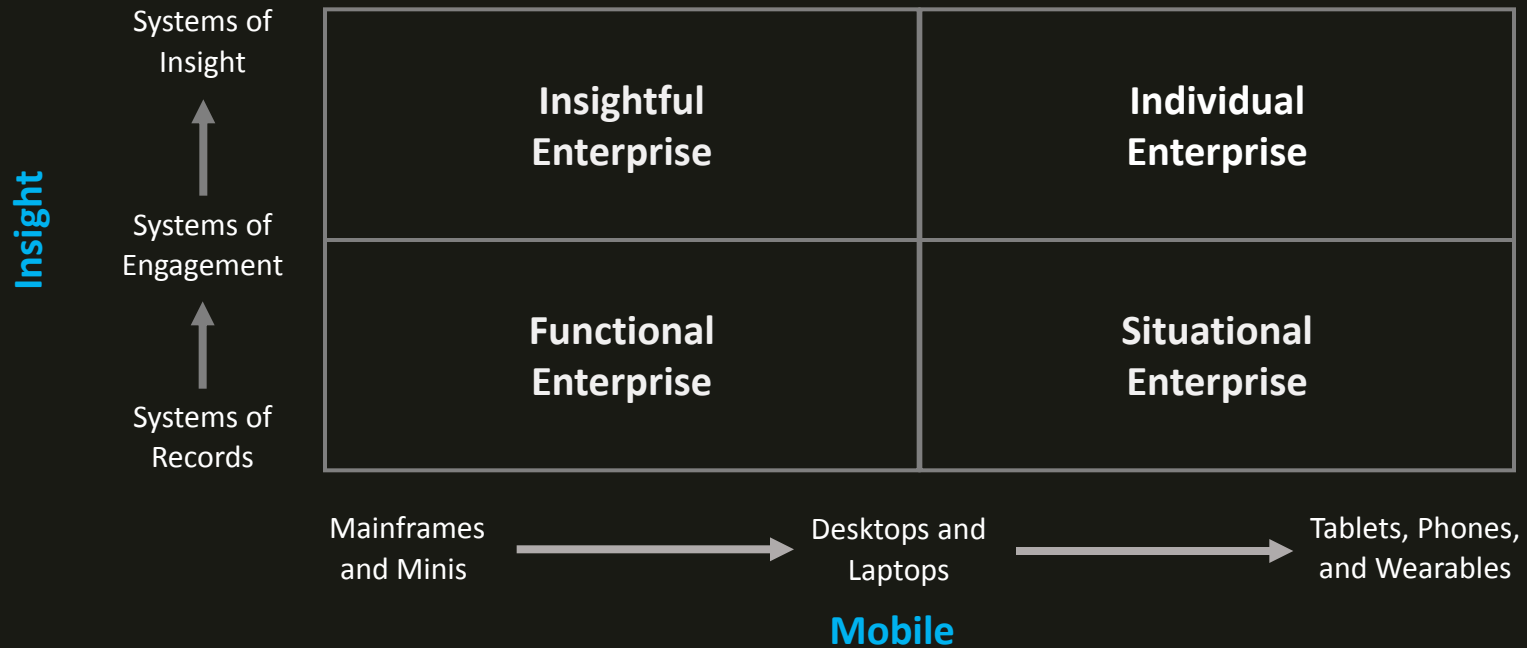
The double revolution of 'Insight' and 'Mobile' will transform enterprises as we know them (II)



Insight – Enables organizations to support real-time decisions by combining data with analytics and systems of engagement to generate insight

Mobile – Enables organizations to engage independent of location by deploying intelligent, connected devices

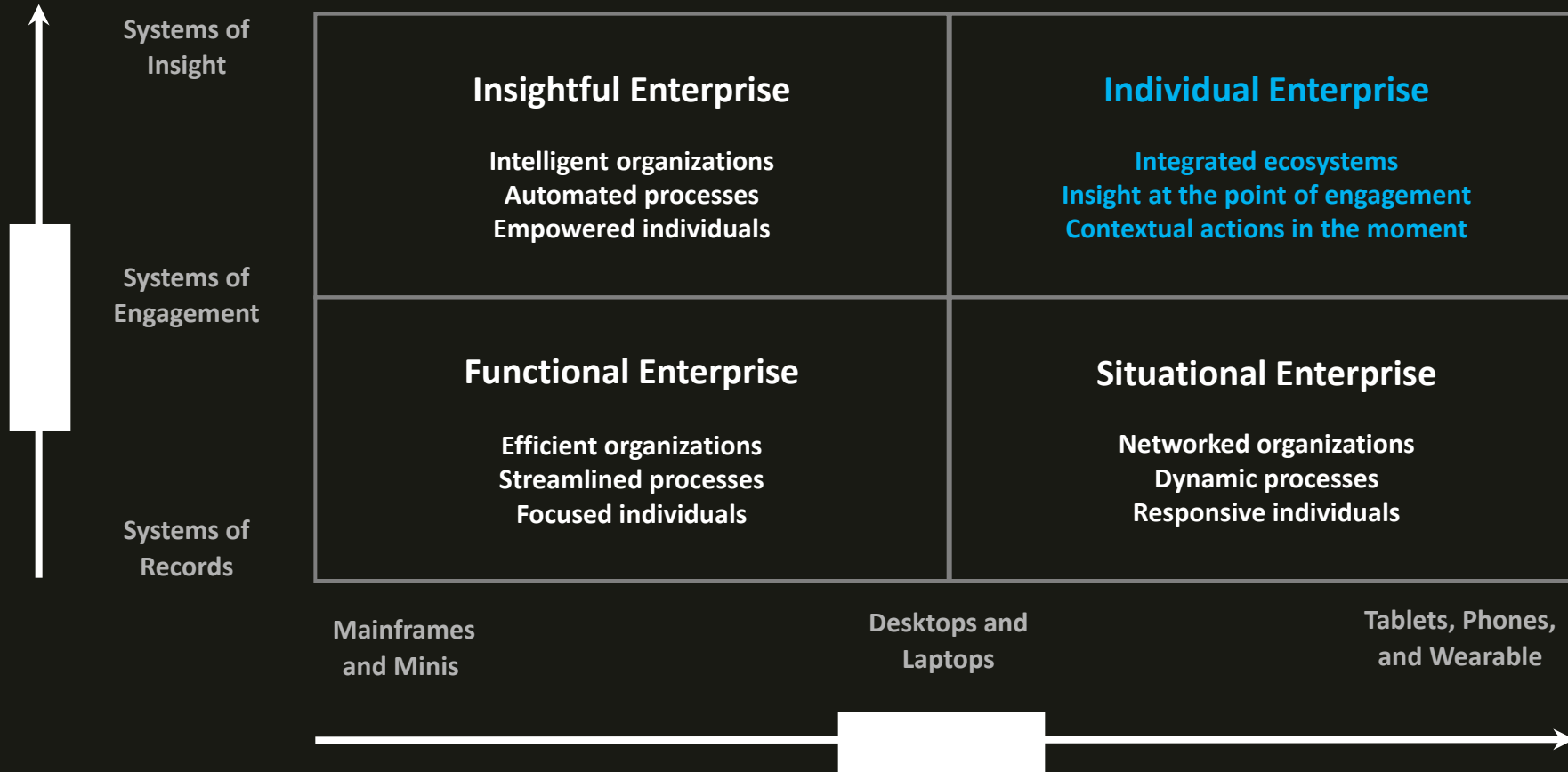
The double revolution of 'Insight' and 'Mobile' will transform enterprises as we know them (III)



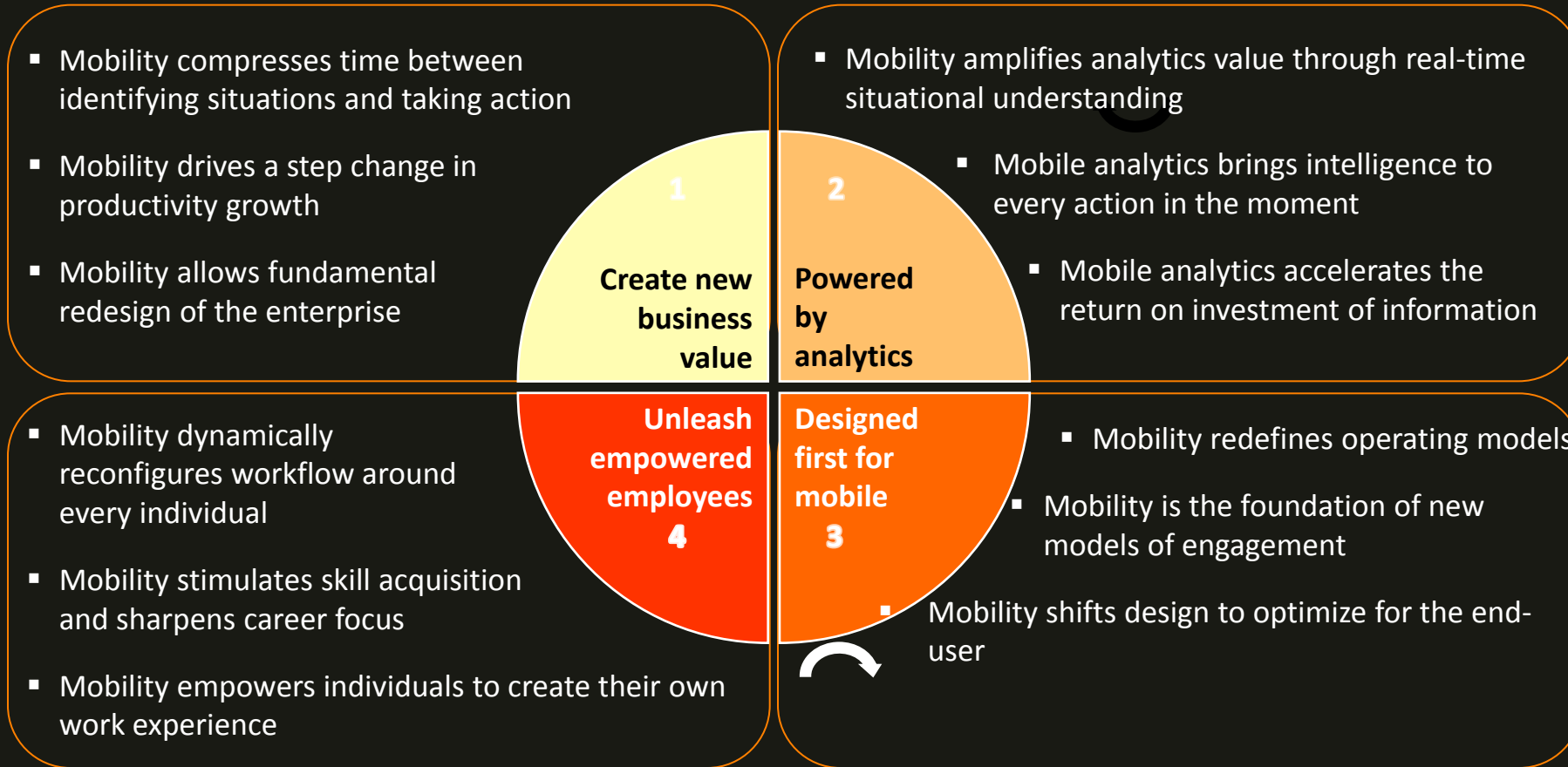
Insight – Enables organizations to support real-time decisions by combining data with analytics and systems of engagement to generate insight

Mobile – Enables organizations to engage independent of location by deploying intelligent, connected devices

The double revolution of Mobile and Analytics sparks the Individual Enterprise



The four characteristics of the Individual Enterprise



Powered by analytics (I)



Mobility amplifies analytics value through real time situational understanding

- Improves responsiveness by informationalizing situations
- Grows insight confidence by enriching inputs with meta-data
- Creates value by orchestrating systems of records with systems of engagements

United Kingdom's leader in student housing

Provides maintenance teams a mobility application with updates, resource allocations and real-time updates

⇒ Improved maintenance efficiency by 30%

Powered by analytics (II)



Mobile analytics brings intelligence to every action in the moment

- Enables 'in-the-moment' decisions
- Moves from big step decisions to nimble decision choreography
- Creates optimized intelligent response to business volatility

Global leader in building materials

Operates a mobility platform integrated with systems of record to facilitate automatic addition of time-delay charges

⇒ Improved driver productivity by 68%

Powered by analytics (III)



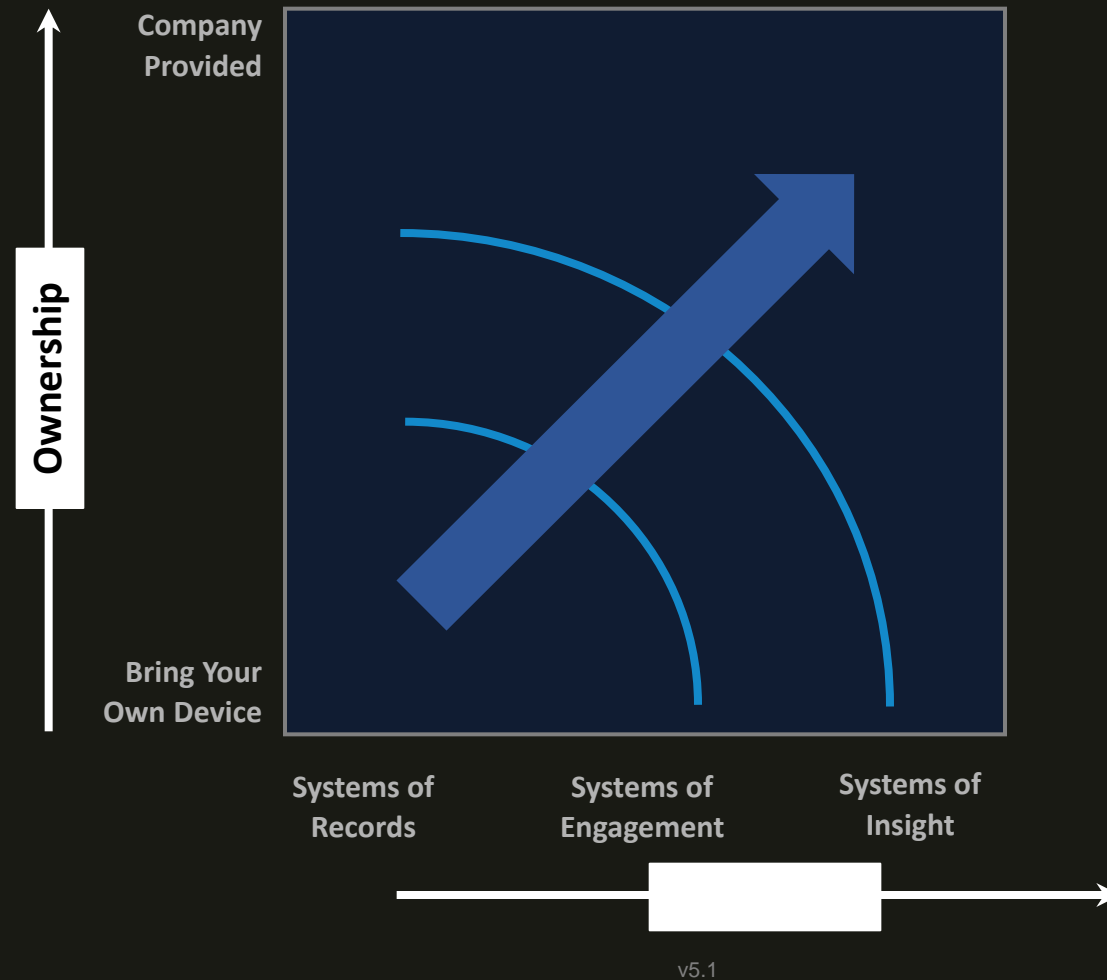
Mobile analytics accelerates return on investment of information

- Engages with and improves the systems of records
- Escalates data-to-information conversion
- Generates new learning to enhance enterprise competencies

<p><i>A United States regional insurance provider</i></p>
<p>Getting system of records with systems of engagement improved agency performance</p> <p>⇒ 95% of managers report improved agent performance</p>



The arc of enterprise adoption



Mobile design



Local Platform Analytics

Back-End Analytics

Performance and Usability Analytics



Litmus test for Successful Mobile Apps

✓ Solves industry pain point

✓ Powered by analytics

✓ Made first for mobile

✓ Empowers employee



Powered by analytics:

What are your key moments of truth or touch points between employees and customers?



Analytical considerations should span end-to-end

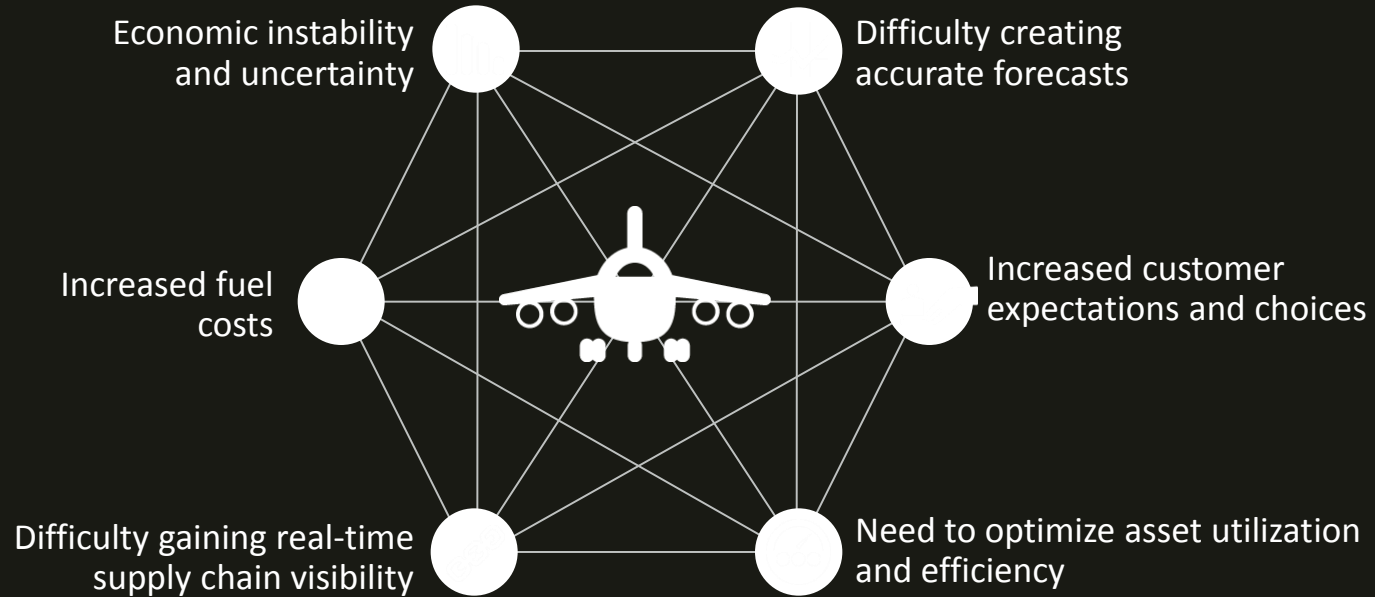


IBM + Air Canada Case Study



Analytics in the airline industry

Adapting to an economically and socially connected world



IBM SIMON: Solving Mobile and Analytical challenges for Pilots

- Replicate the thought process of pilots and dispatchers
- Predict the amount of discretionary fuel required
- Show the rationale behind the recommendation
- Use machine-based learning so results are continually improving



Social data analytics identify best practices and incorporate knowledge and know-how into future training Shiseido's Beauty Consultants.



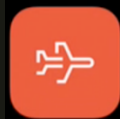
“We want the customer relationship with our Beauty Consultants to bring value, delight and even surprise” – Chikako Sekine, CEO, Shiseido

Apple+IBM: The analytics behind the apps

Adapting to each client's analytics journey



Advise & Grow



Passenger+



Case Advice



Plan Flight



Expert Tech



Incident Awareness



Pick & Pack



Customer Service (CS) Agent



Retention



Sales Assist



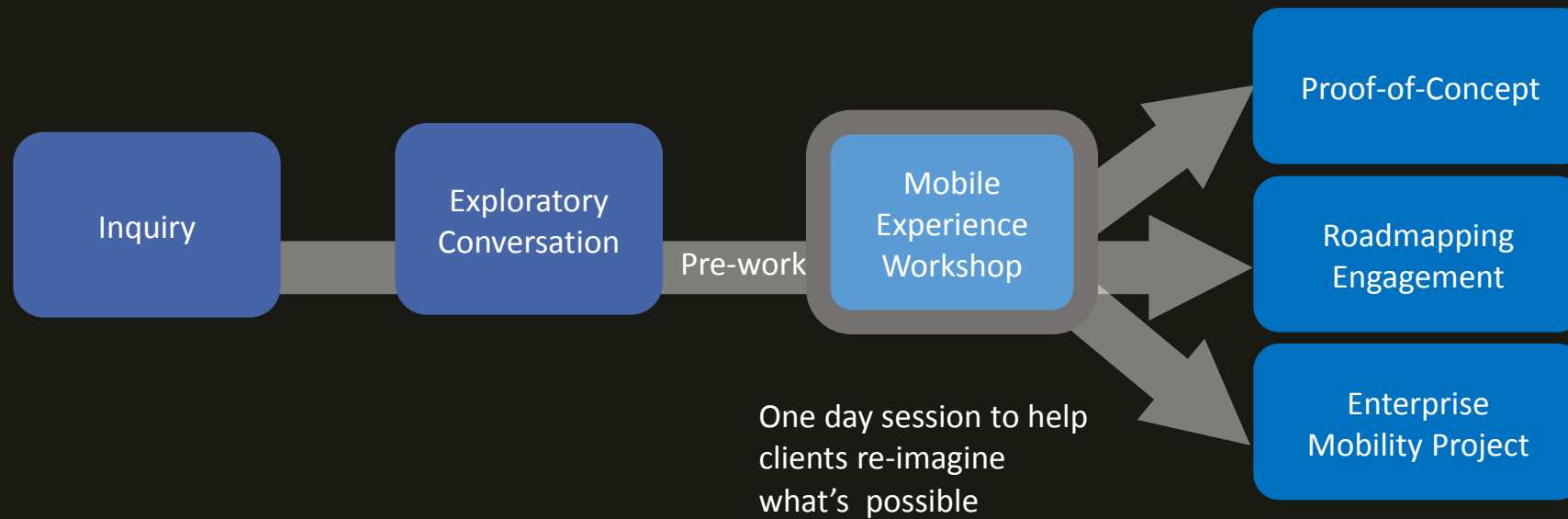
Trusted Advice



Advisor Alert

How can IBM help?

1. Mobile Experience Workshop



2. Mobile Analytics Services

Advanced analytics for mobile infrastructure monitoring, performance and capacity management and application usage based on end user patterns

Client Challenges

- Need to take advantage of customer experience data and usage patterns
- Need to maximize mobile technology to improve interactions with customers and end users
- Inability to establish a single interface for data collection and reporting

Business Benefits

- Insight to mobile application usage for more efficient and intuitive end user experience (i.e. 3.5% increased conversion rate*)
- Use of analytics to drive investments decisions across the infrastructure and mobile application suite
- Dashboard view of mobile infrastructure for increased availability and performance (i.e. 60% reduced problem resolution time*)