

IBM



Analytics Forum

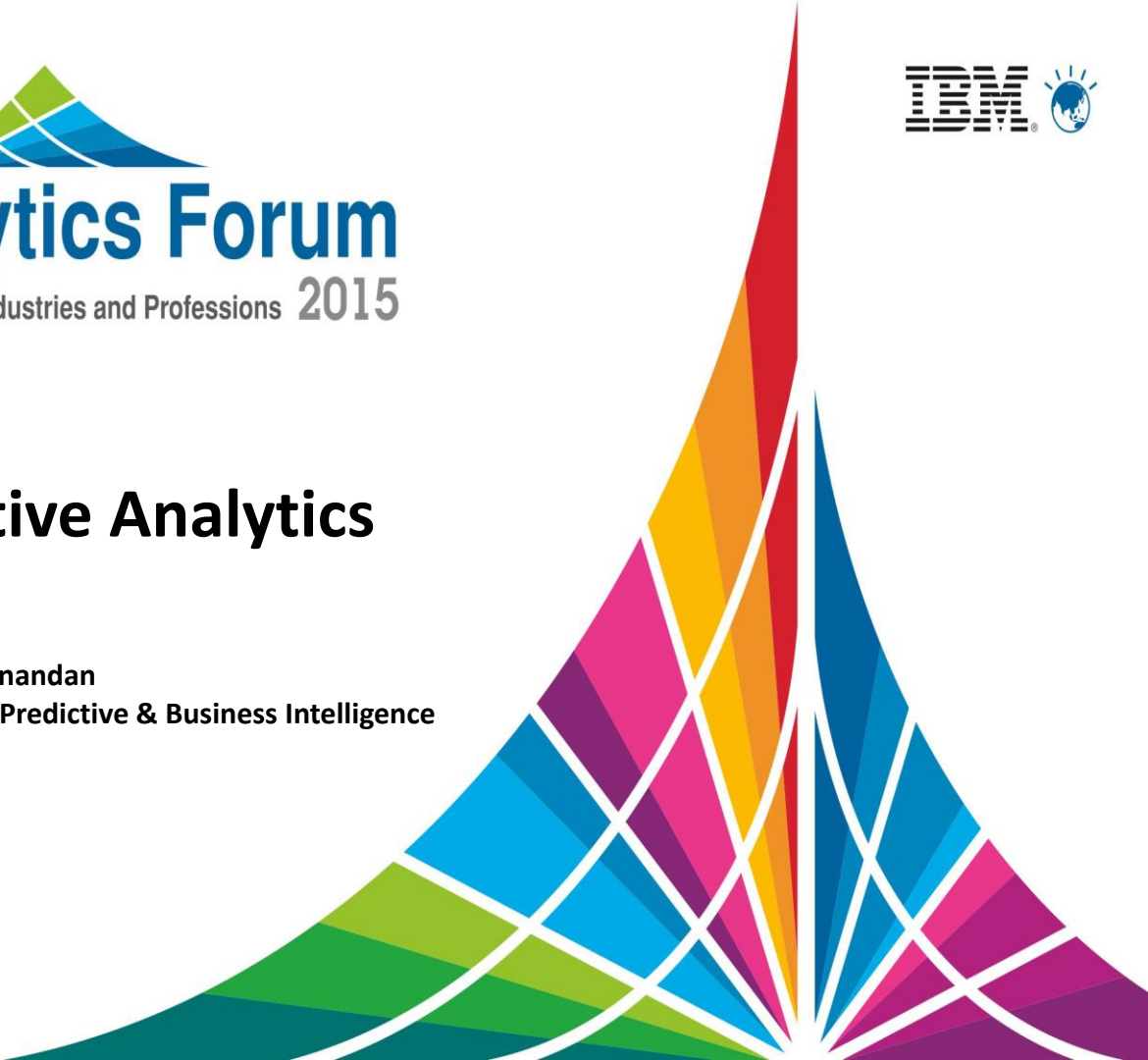
Transforming Industries and Professions 2015

Predictive Analytics

Kaushik Raghunandan

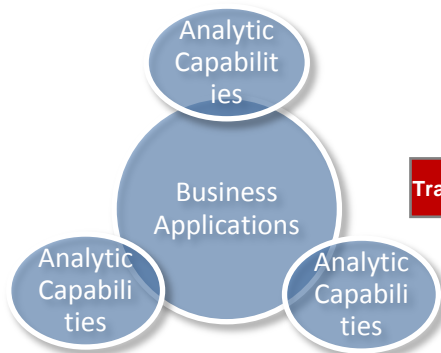
Sales Leader – Predictive & Business Intelligence

IBM Analytics



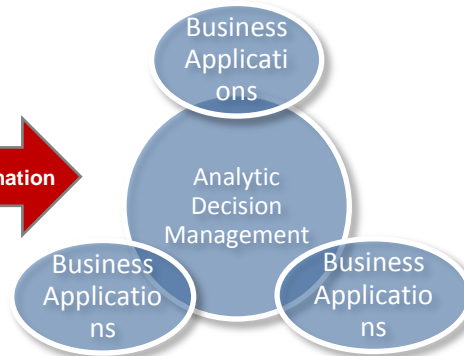
Predictive Analytics - Moving to a New Paradigm

Application-Centered Today

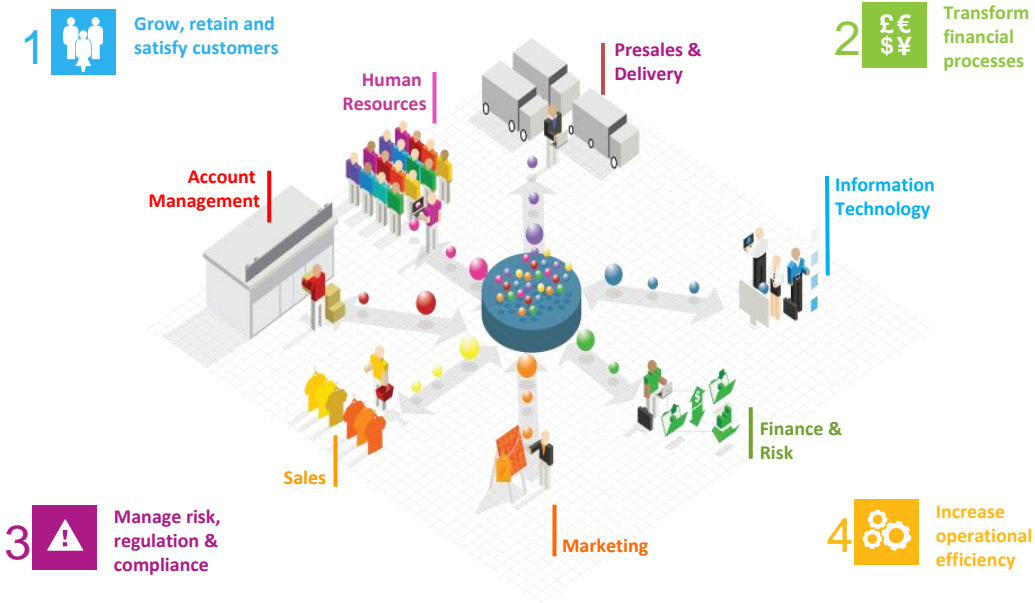


Transformation

Business Analytics-Centered Tomorrow



Weaving analytics into the fabric of enterprise processes to help build smarter businesses

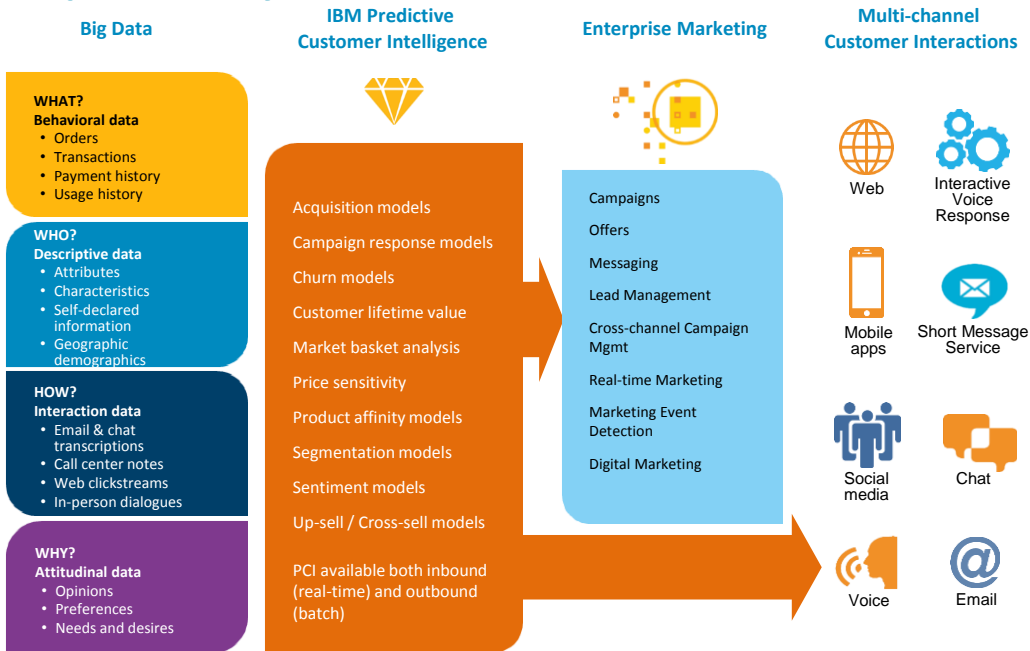


Predictive Analytics addresses key functional and industry imperatives and drives accelerated outcomes

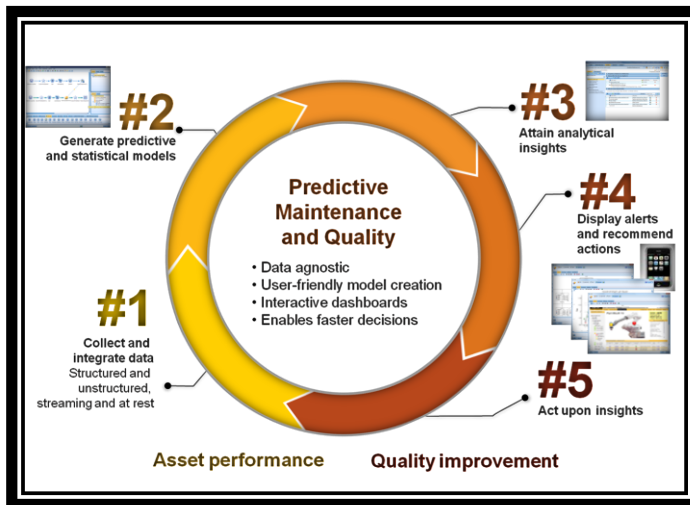
- | | | | | |
|-------|--|---|---|--|
| 1 | <p style="margin: 0;">Customers</p> <p style="margin: 0;">Grow, retain and satisfy customers</p> |  | ▶ | <p>Examples:</p> <ul style="list-style-type: none"> Real time, Omni channel Next Best Action Recommendation Stage wise Pipeline progression and conversion Social Media Analytics + Social Network Analytics |
| <hr/> | | | | |
| 2 | <p style="margin: 0;">Finance</p> <p style="margin: 0;">Transform financial processes</p> |  | ▶ | <ul style="list-style-type: none"> Accounts Receivable Prediction; DSO, AR Sales factoring Cash Position and Treasury Analytics Project Profitability Prediction |
| <hr/> | | | | |
| 3 | <p style="margin: 0;">Risk</p> <p style="margin: 0;">Manage risk, fraud & regulatory compliance</p> |  | ▶ | <ul style="list-style-type: none"> Predicting Contract Risks – Contract finger printing Fraud – underwriting, claims, expense claims, warranty Credit Scoring |
| <hr/> | | | | |
| 4 | <p style="margin: 0;">Operations</p> <p style="margin: 0;">Increase operational efficiency</p> |  | ▶ | <ul style="list-style-type: none"> Predictive Attrition – employees, agents, causal analysis Proactive Retention – optimizing investments Predictive Maintenance and Quality |



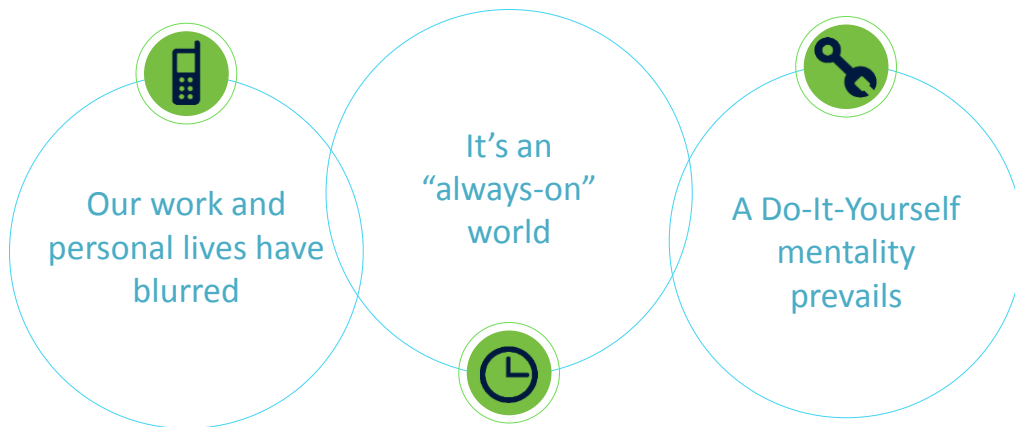
IBM Predictive Customer Intelligence delivers intelligence to front line staff and operational systems



IBM Predictive Maintenance and Quality analyzes data from multiple sources and provides recommended actions

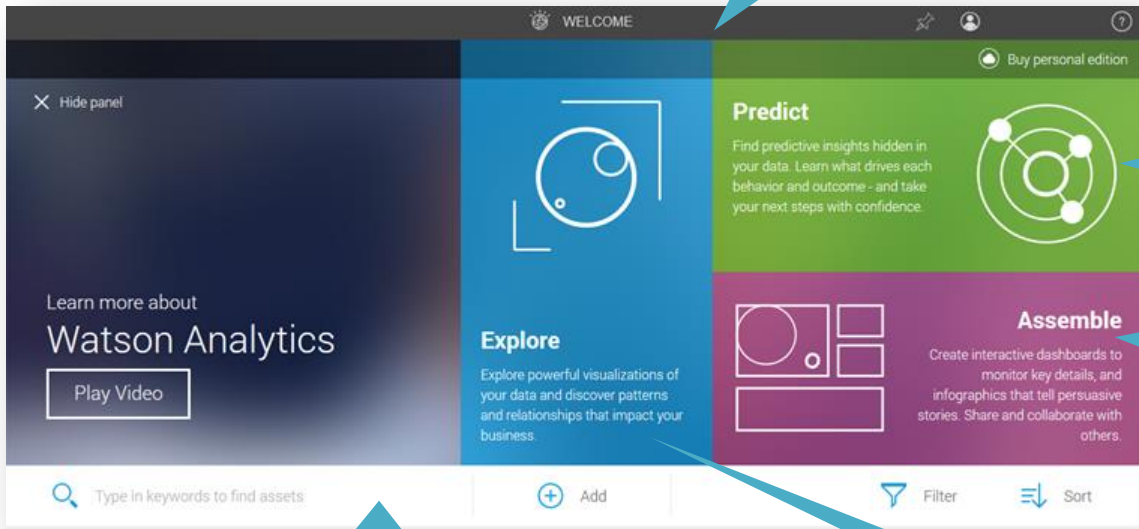


Technology has changed expectations



IBM Watson Analytics

Quick start intuitive interface



Key business driver insights

Dashboard and storytelling authoring

Easy data upload and search capabilities

Natural language dialogue



IBM Watson Analytics

Be Brilliant!

- Single Analytics Experience
- Fully Automated Intelligence
- Natural Language Dialogue
- Guided Analytic Discovery

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