



Degustare la crescita

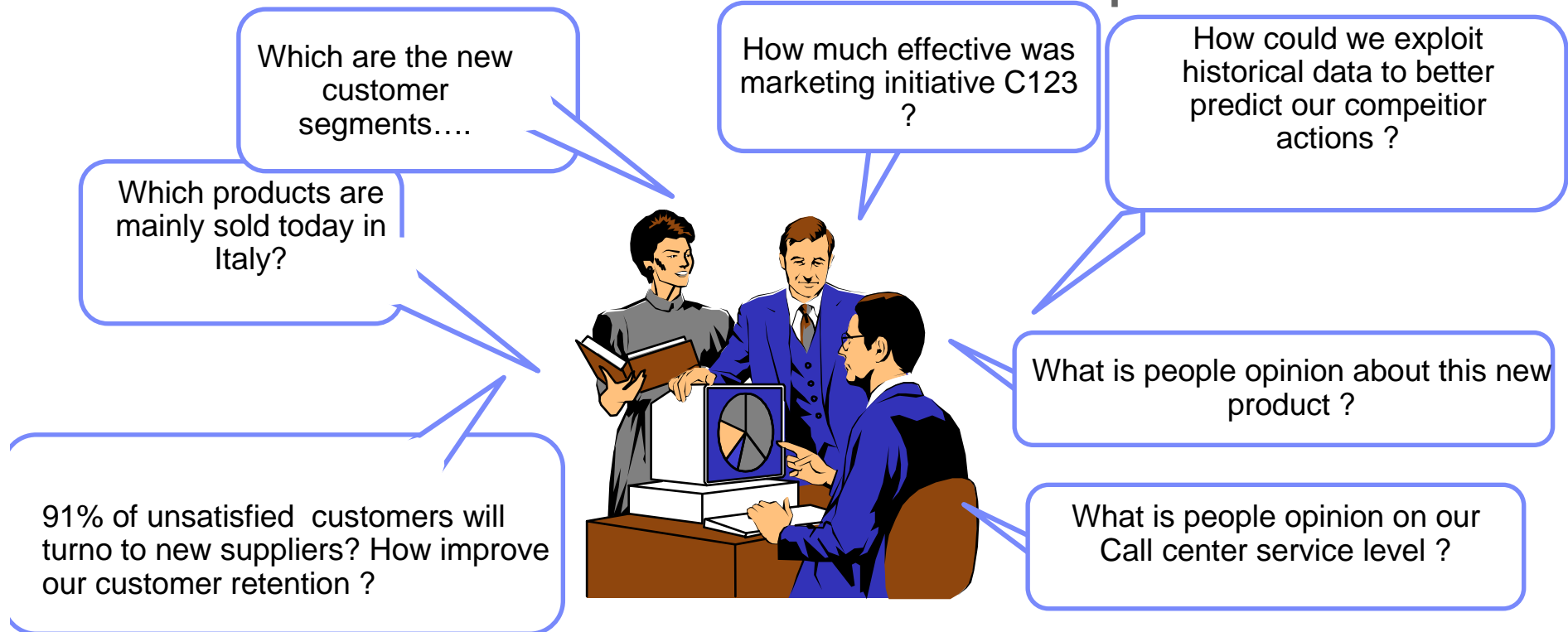
Un percorso in 4 tappe alla scoperta delle soluzioni IBM

Estrarre tutto il valore dalle informazioni per una **Customer Analytics** efficace



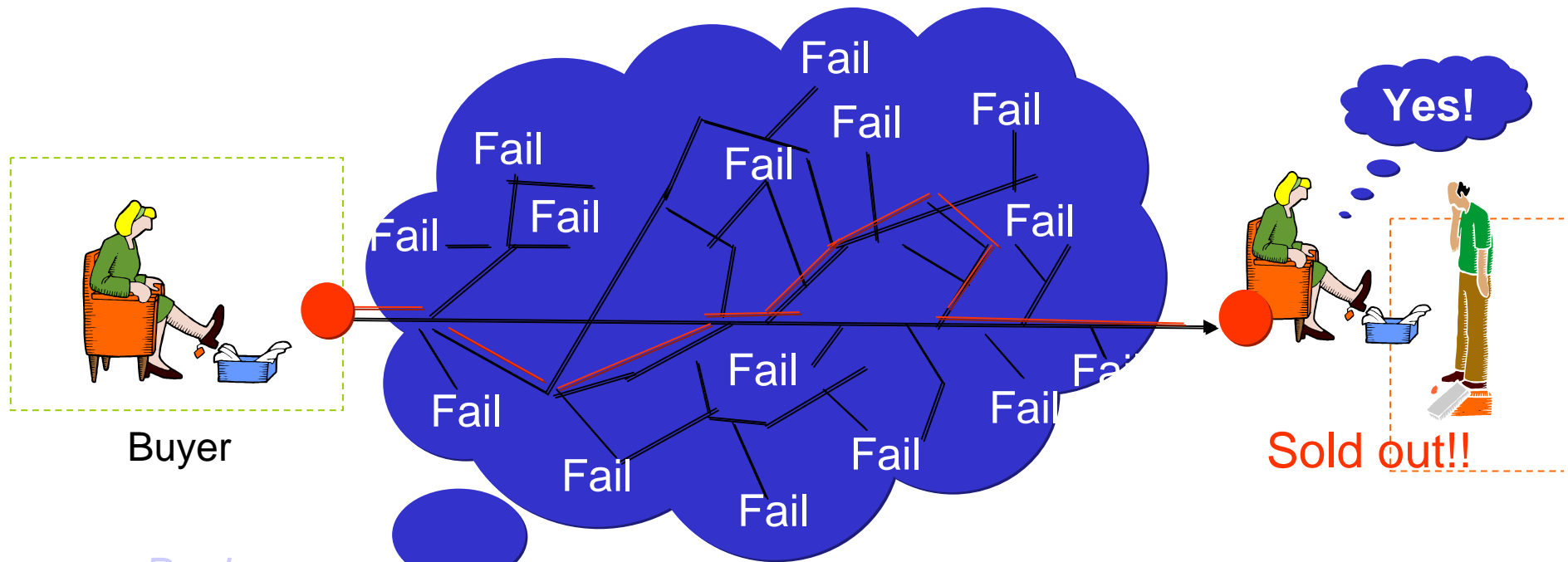


Better answers to old and new relevant business questions



- Business and Technology Integration
- Historical and Real Time, Structured and Unstructured Data
- Exploit all Available Data Sources

But, from a business perspective Big Data is the answer and the need of the new emerging **subtransactional** era



Buying decision tree

Just ONE Transaction path goes to the end in thousands and to complete that path tens of decision points were considered. Right now we store and analyze in our transactional systems just the **end points**:

Identify fault root cause in real time

Big Data & Deep Customer Analytics metaphor

.... challenges in building a
360° Integrated Customer
View

>80% Unstructured Data

“Untouched” Data

+ External Data

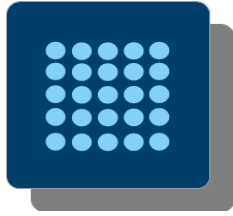
+ Stream of Data

Enterprise Data

Machine Data

People Data

Extracting **insight** from massive data collections. beyond what was previously possible.



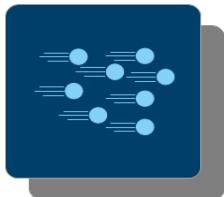
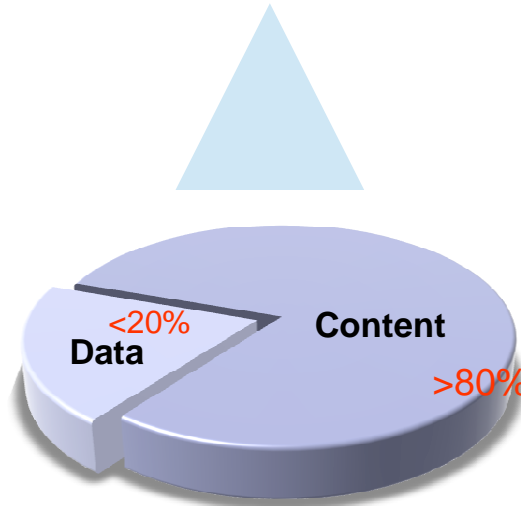
Volume

Terabytes to exabytes of existing data to process



Variety

Structured, Semi-structured Unstructured, text & multimedia



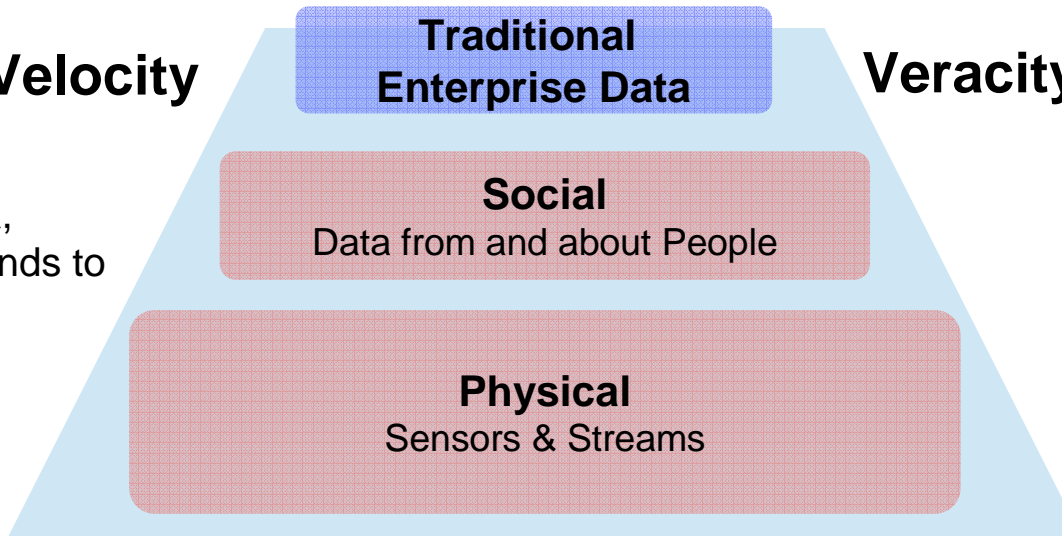
Velocity

Streaming data, milliseconds to seconds to respond



Veracity

Uncertainty from inconsistency, ambiguities, etc.



Customer Analytics challenge: build a 360° Integrated Customer View in order to leverage the Customer Empowerment



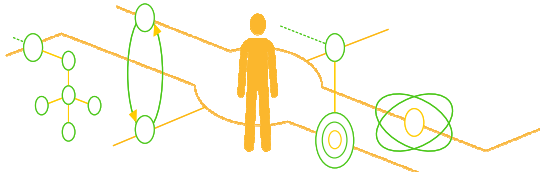
The new profession paints a predictive picture of each customer by **harnessing data on a massive scale**

- **Instruments** all key touch points to gather the right data about each customer.
- **Connects** social media data, transaction data and other information to paint a more vivid picture of each customer.
- **Runs** the right analytics at the right time on the right customer to generate new ideas about whom to serve and how best to serve that person.
- **Generates** insights that are predictive, not just historical.
- **Builds** capabilities to do this on a massive scale.

New Customer Values and opportunities for a number of stakeholders

Chief Executive Officer

...could make better **business decisions** using accurate data across all time horizons: past, present and future?



Chief Product Designer

...could consider the risk and profitability of the entire **customer relationship chain**, lifetime value and predict demand trends when designing and pricing new product offerings?



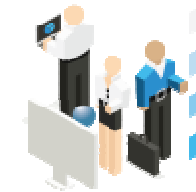
Chief Marketing Officer

...could predict the right offer for the right **customer at the right time** and improve **customer intimacy** or prevent churn?



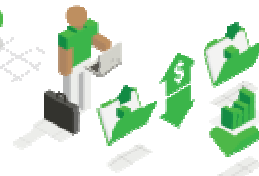
Chief Information Officer

...could analyze oceans of machine generated logs to predict which components or equipment in the datacenter are likely to fail and thereby avert a disruption during critical quarter end? ...could analyze web logs of our web outlets and reconstruct **customer click streams**...



Chief Finance Officer

...could streamline compliance and understand risk exposure and/or investment across businesses and regions? ...uses anti fraud predictive analytics to detect and prevent rapid fire anomalous transactions with our **customers**?



To have a deeper Customer View we need to combine internal and external data, utilized and under-utilized data, structured and unstructured data... and cross-link organization knowledge & data silos.

Social Media:

- Global Social Networks: tweeter, facebook, etc.
- Small communities: blogs, muros corporativos,
- Internal Social Networks (employees)
- News
- ...

Transactional Info.:

- Transactions
- Orders
- ...

CRM

- emails
- claims
- call center scripts
- Chats with customers
- ...

IT Systems

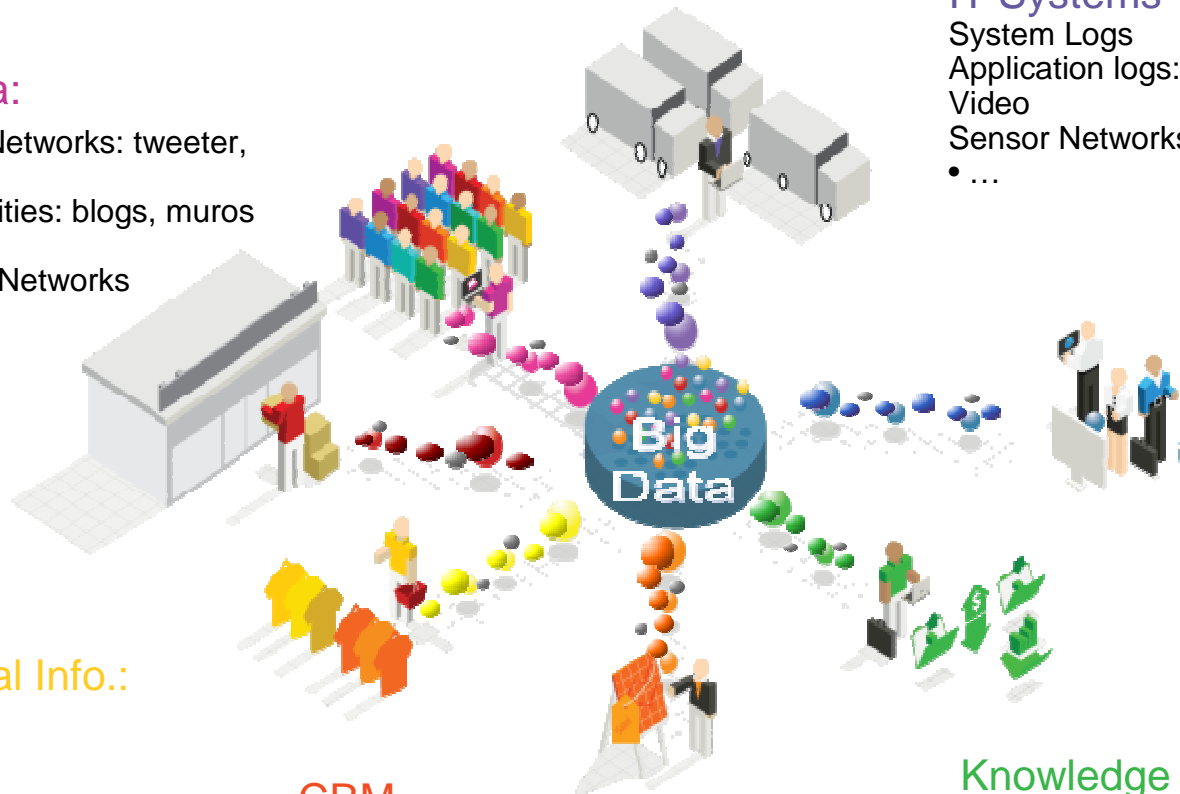
- System Logs
- Application logs: web, mobile
- Video
- Sensor Networks, RFID
- ...

Legal Info:

- Contracts
- Complaints
- Reports
- Legal Actions
- Fraud Data
- ...

Knowledge Management

- Manuals, wikis, courses
- Projects Data
- Market Analysis
- RSS Business Feeds
- Data feed: Bloomberg reuters
- ...



Big Data as a new business concept that is enabling for a Deeper Customer Analytics

Act on Deeper Customer Insight

- Social media customer sentiment analysis
- Promotion optimization
- Segmentation
- Customer profitability
- Click-stream analysis
- CDR processing
- Multi-channel interaction analysis
- Loyalty program analytics
- Churn prediction



Create Innovative New Products

- Social Media - Product/brand Sentiment analysis
- Brand strategy
- Market analysis
- RFID tracking & analysis
- Transaction analysis to create insight-based product/service offerings



Prevent Fraud and Reduce Risk

- Multimodal surveillance
- Cyber security
- Fraud modeling & detection
- Risk modeling & management
- Regulatory reporting

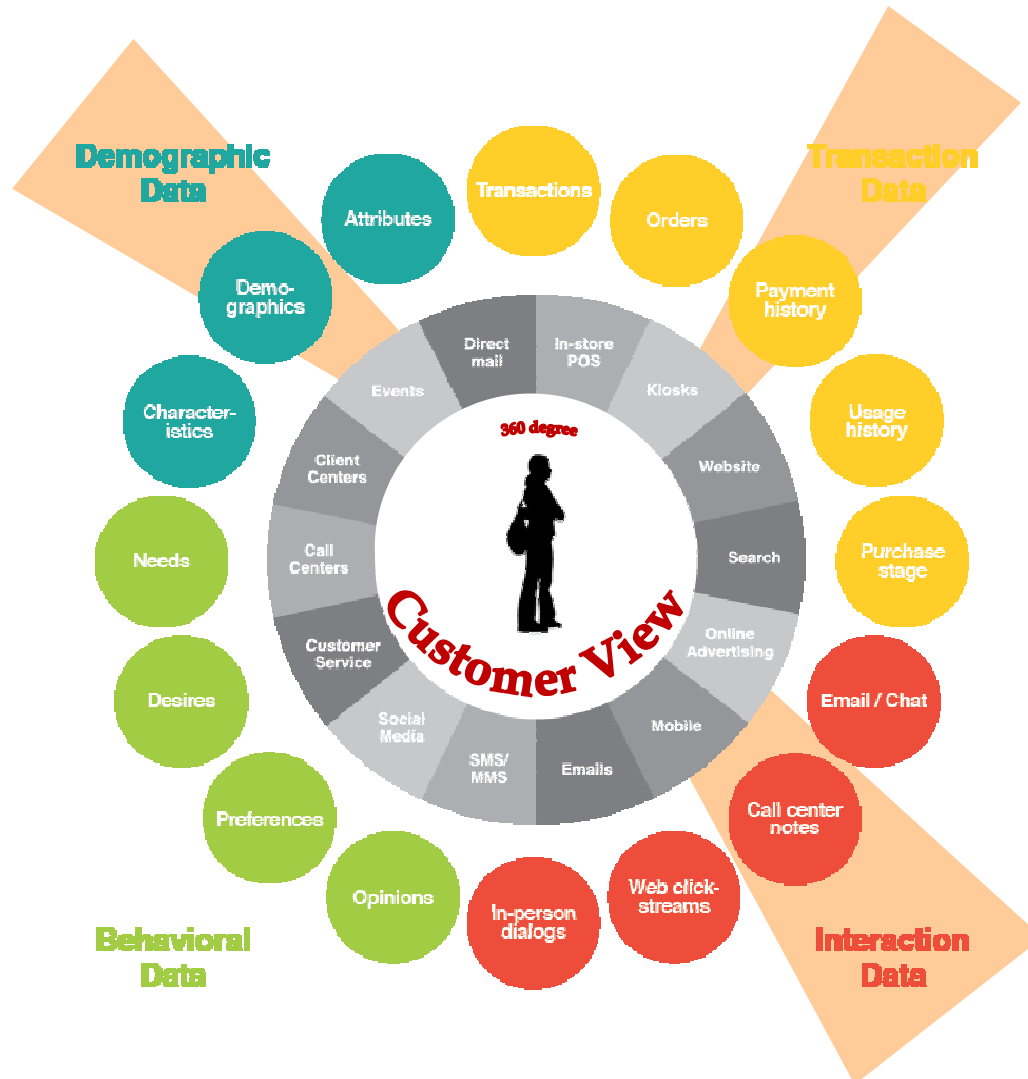
Optimize your Operational Processes

- Smart Grid/meter management
- Distribution load forecasting
- Sales reporting
- Inventory & merchandising optimization
- Options trading
- ICU patient monitoring
- Disease surveillance
- Transportation network optimization
- Store performance
- Environmental analysis
- Experimental research

Proactively Maintain your Assets

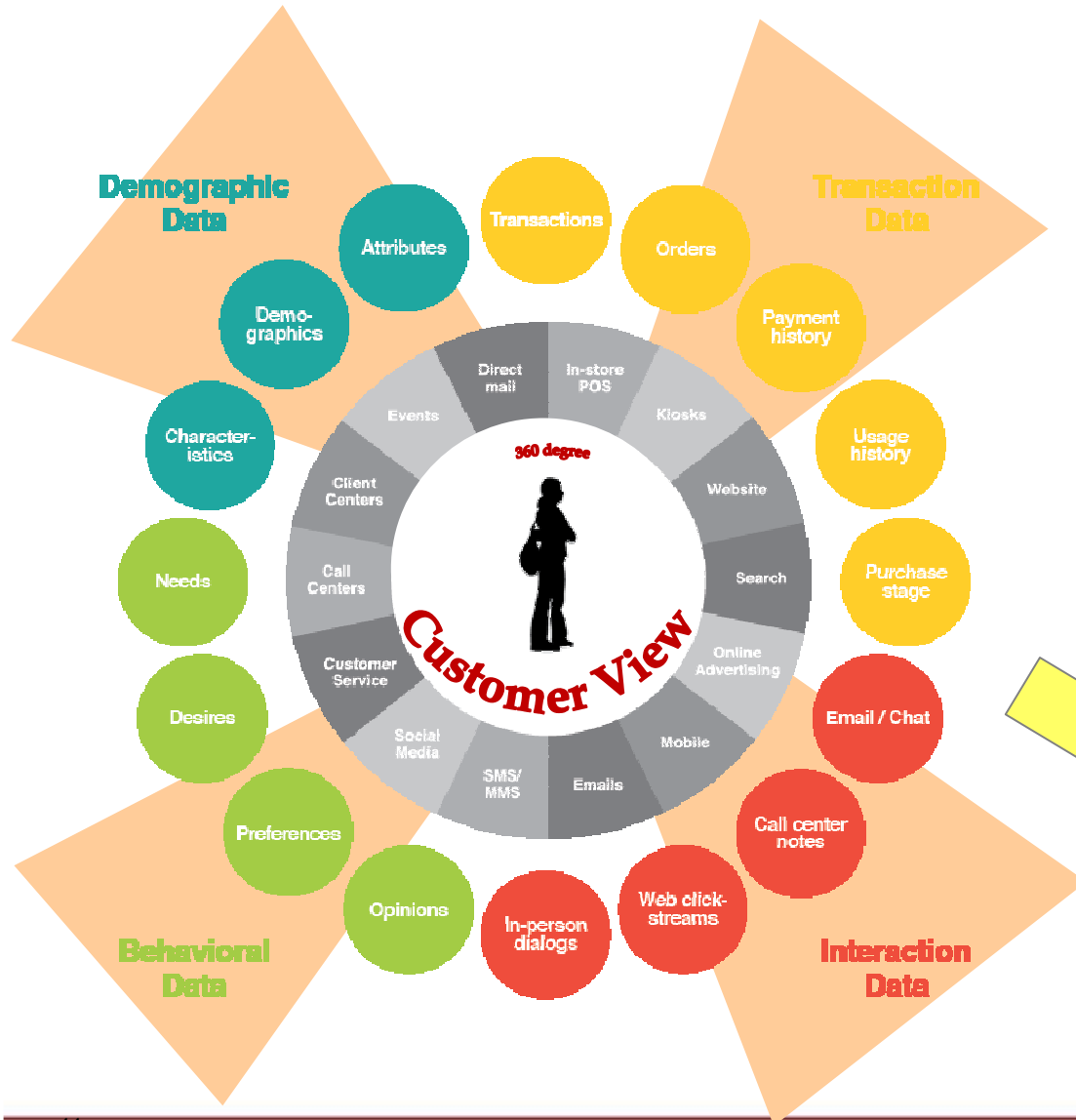
- Network analytics
- Asset management and predictive issue resolution
- Website analytics
- IT log analysis

Customer View Today

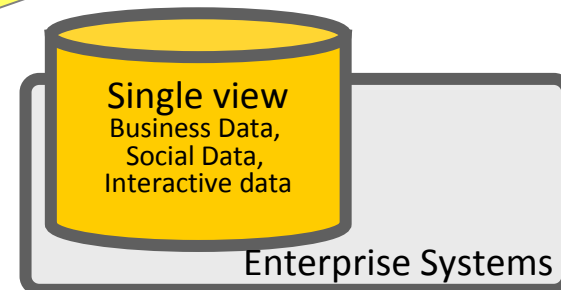
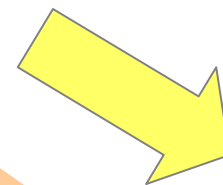


Quick wins with trusted customer data

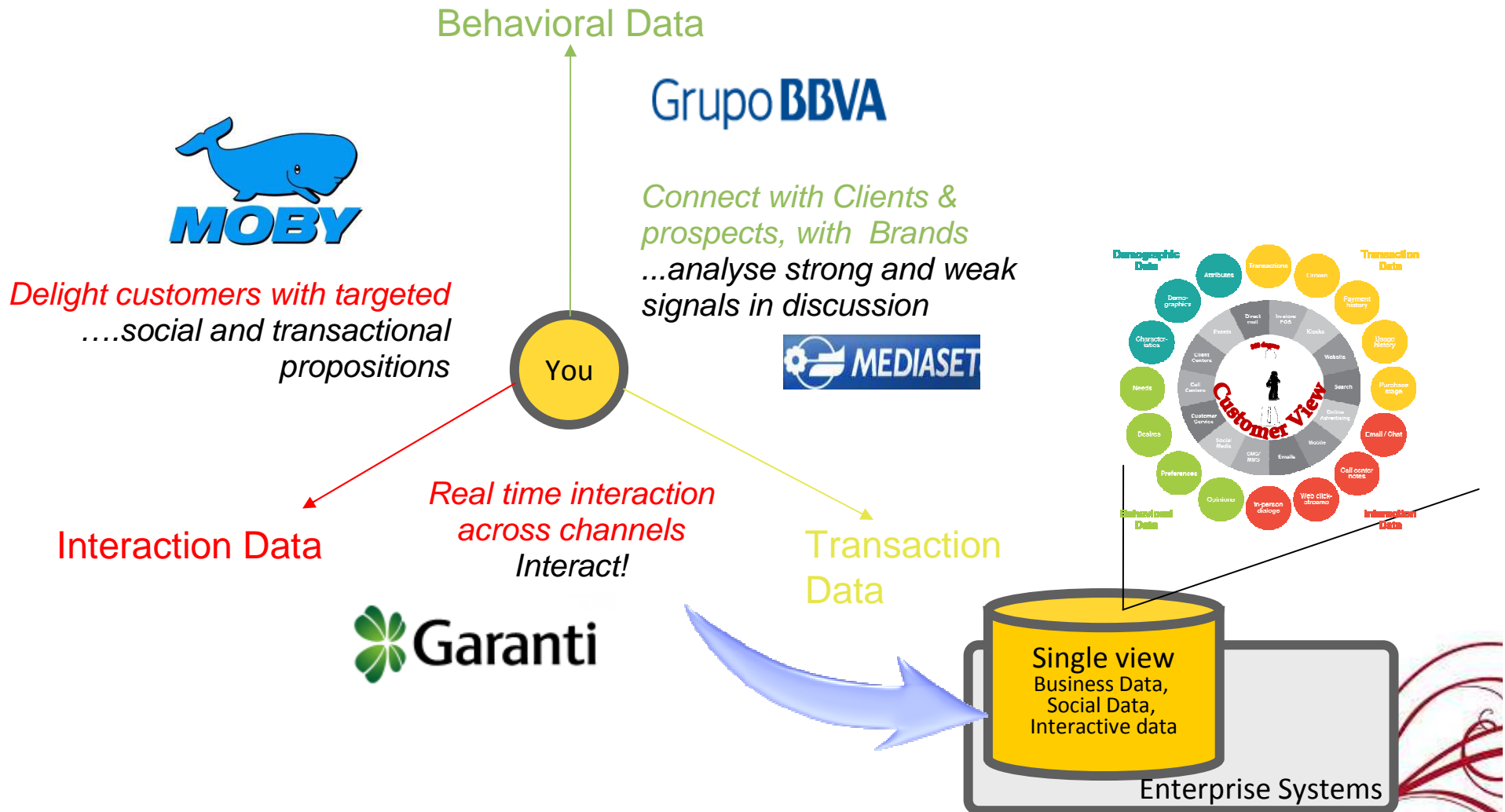
Deeper Customer Analytics: 360° Integrated Customer View



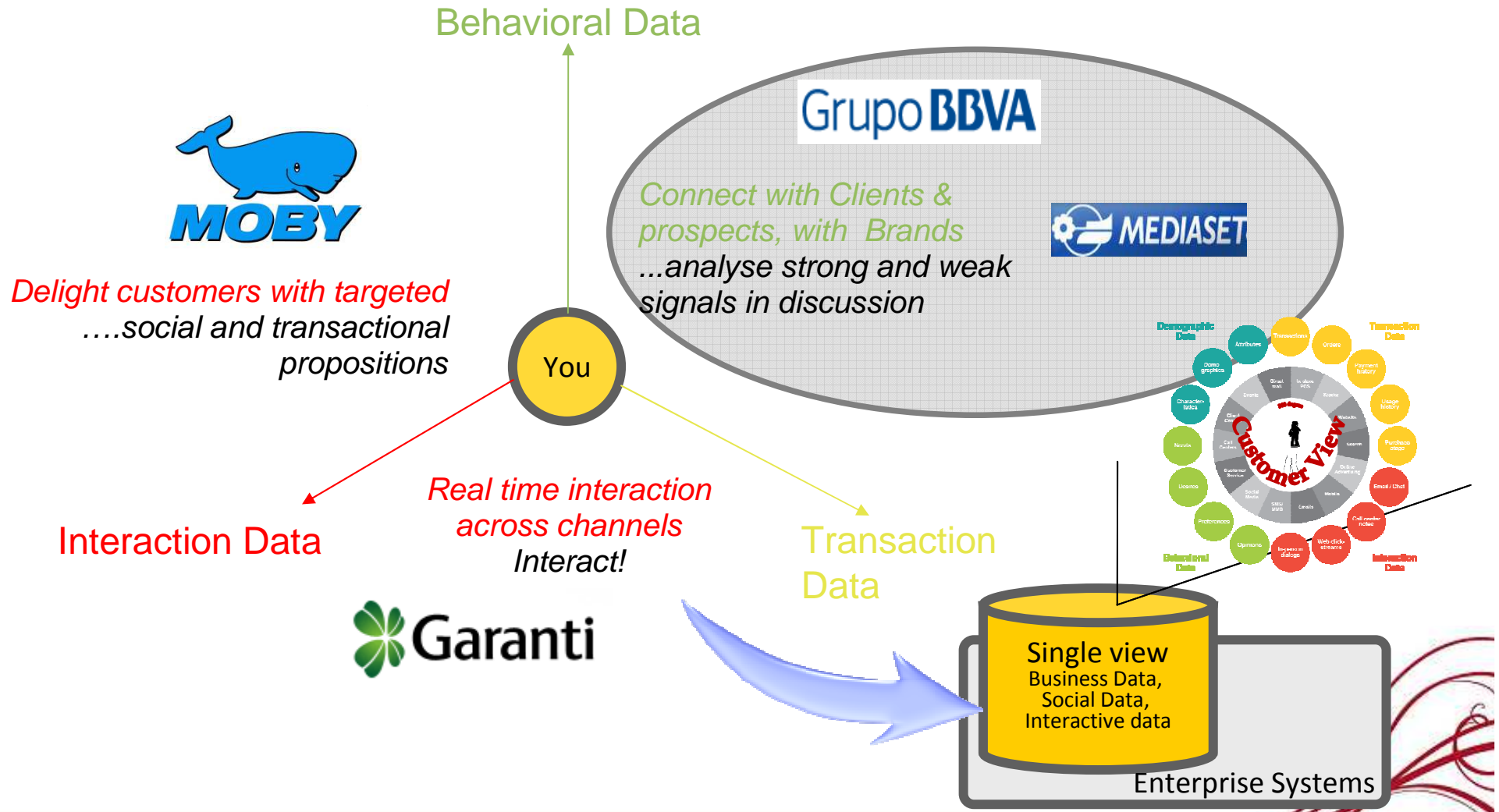
.....Leapfrog approach: holistic analytics + big data



Deeper Customer Analytics Examples and Best Practice and leverage Big Data: Ready for Business



Deeper Customer Analytics Examples and Best Practice and leverage Big Data: Ready for Business



BBVA seamlessly monitors and improves its online reputation

- Enables BBVA to consistently respond to and gain insight into **customer needs and feedback**.
- Gives BBVA the ability to **measure the success of its outputs and approaches** to engaging stakeholders and customers.
- Shows whether **positive or negative sentiments have increased or not**, looks for the source and reason of comments and helps make decisions and plans.

Grupo **BBVA**

“What is great about this solution is that it helps us to focus our actions on the most important topics of online discussions and immediately plan the correct and most suitable reaction.” –
Online Communication Department, BBVA

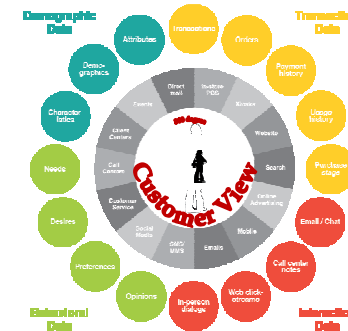


Instrumented

Interconnected

Intelligent

Behavioral Data



Social Analytics to collect Customer longitudinal point of views from Web 2.0 and correlate them with internal data



Better understand its marketing campaigns and consumer preferences,

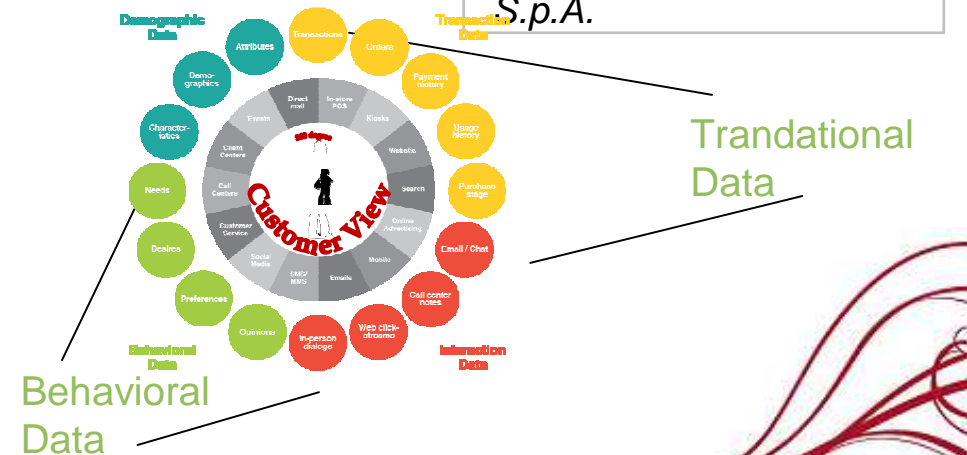
Looking for ways to analyze and differentiate **consumer experiences**

Helped the client to **assess the company's corporate brands**, with respect to one of its main pay-TV competitors

"Big Data is a great opportunity for TV innovation in the next years. TV viewing is transforming into a multiplatform and participative experience: the better we know and understand our viewers, the better we can serve them." – Valerio Motti, Head of Marketing Innovation, Mediaset S.p.A.

Eco su Twitter: Pubblicità Mediaset Premium e gli One Direction
 "akka Canzone pubblicità Mediaset Premium dei cartelli 2012"

Sul canale twitter, dall'inizio del periodo di osservazione (24/1gen) ha avuto particolare eco lo spot premium lanciato a Gennaio, registrati un significativo numero di commenti positivi e rimandi a video youtube



360-degree Consumer Profiles from Social Media

Personal Attributes

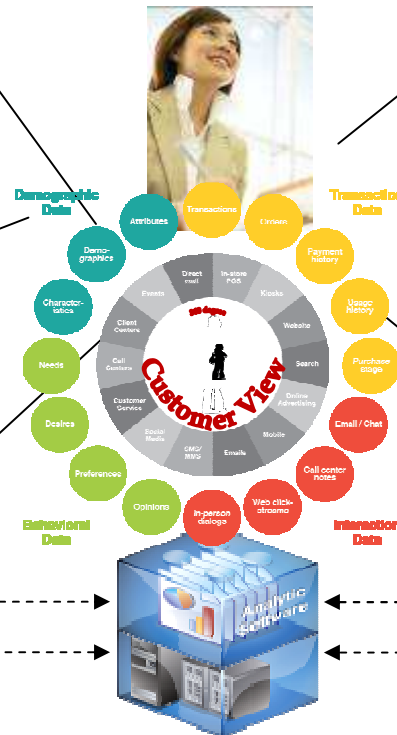
- **Identifiers:** name, address, age, gender, occupation...
- **Interests:** sports, pets, cuisine...
- **Life Cycle Status:** marital, parental

Life Events

- **Life-changing events:** relocation, having a baby, getting married, getting divorced, buying a house...

Relationships

- **Personal relationships:** family, friends and roommates...
- **Business relationships:** co-workers and work/interest network...



Timely Insights

- **Intent to buy** various products
- **Current Location**
- **Sentiment** on products, services, campaigns
- **Incidents** damaging reputation
- **Customer satisfaction/attrition**

Products Interests

- **Personal preferences** of products
- **Product Purchase history**
- **Suggestions** on products & services

Monetizable intent to buy products

I need a new digital camera for my food pictures, any recommendations around 300?

What should I buy?? A mini laptop with Windows 7 OR a Apple MacBook!??!

Location announcements

I'm at Starbucks Parque Tezontle <http://4sq.com/fYReSj>

Life Events

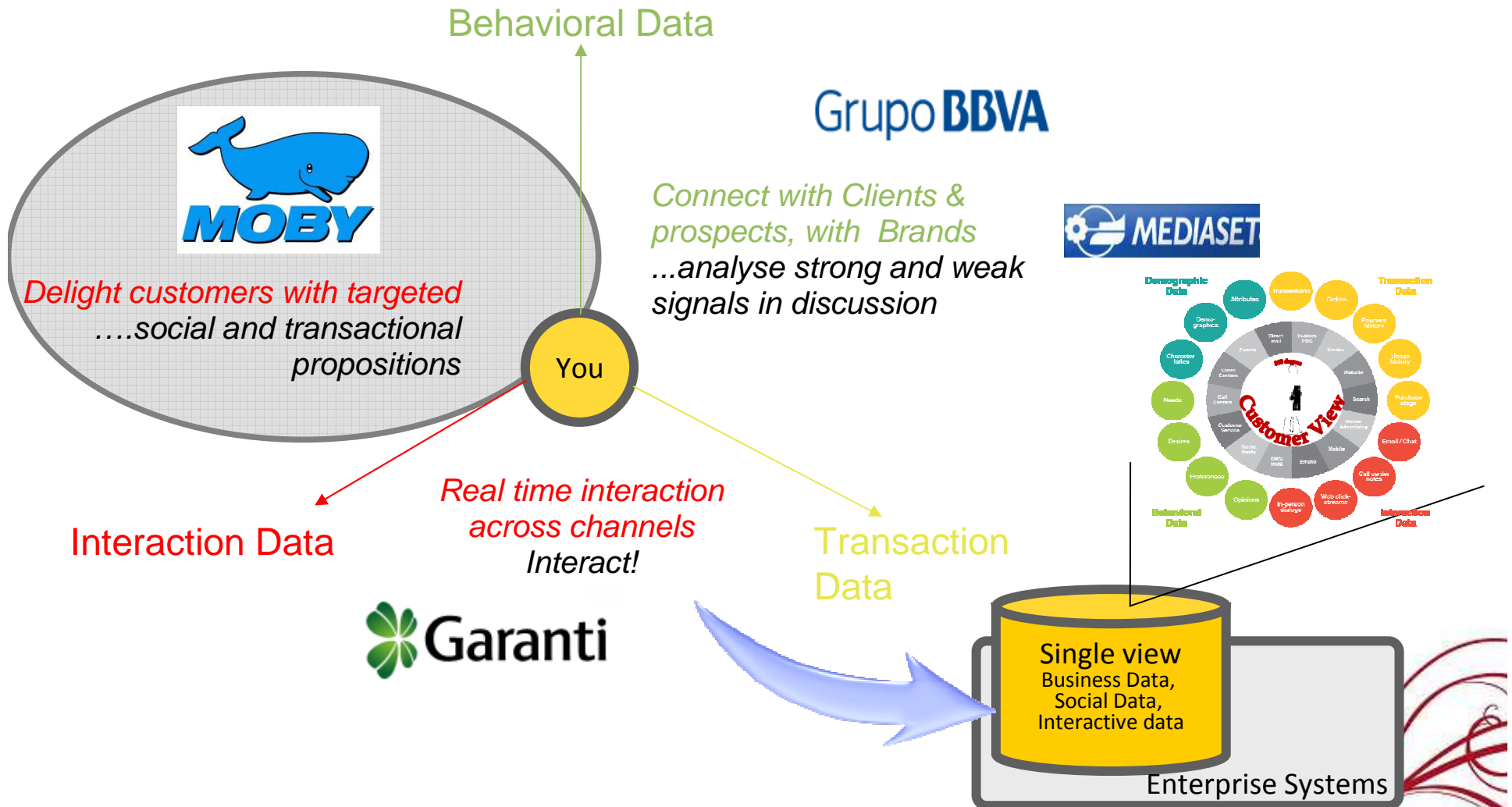
College: Off to Stanford for my MBA! Bbye chicago!

Looks like we'll be moving to New Orleans sooner than I thought.

Intent to buy a house

I'm thinking about buying a home in Buckingham Estates per a recommendation. Anyone have advice on that area? #atx #austinrealestate #austin

Deeper Customer Analytics Examples and Best Practice and leverage Big Data: Ready for Business



Big Data and Social Business

Example: Moby/ Social Business case
 New multichannel engagement model (embracing social)

"Social commerce"



Widget "applications" per vendita ad "amici" attraverso il network dei social media

"Viral commerce/ marketing"



Widget "peer to peer" per invitare "amici" su Facebook ed ottenere premi, coupon, sconti,...

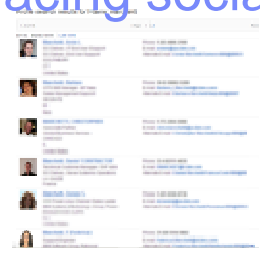
"Automatic campaigns"

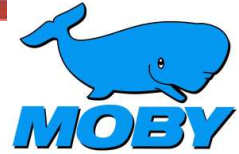


Regole di business per "posizionare"/"eseguire" campagne periodiche (es.: clienti "amici")



<p>Livorno - Olbia in attesa della prossima stagione estiva, con ufficialmente aperte le prenotazioni a marzo 2012. Prenota subito!</p> <p>Porta il tuo cane in vacanza Moby ti regala un buono sconto di 10€ da utilizzare nei punti vendita Auchan della Sardegna.</p> <p>Trasferti a misura di bebè? Vacanze in famiglia? Scopri i prezzi in bonifico dedicati ai più piccoli.</p> <p>Moby è anche mobile! Prenota con un touch con l'applicazione gratuita per iPhone e con il sito mobile.</p> <p>Una sola, 5€ in più, un solo traghetto Arra lo spazio? Moby ti sposta la tua macchina. Scopri i vantaggi per chi viaggia con gli animali a bordo.</p>	<p>TRAGHETTI SARDEGNA - 1 PASSEGGERO + AUTO solo andata a partire da</p> <table border="1"> <tr> <td>↳ Livorno - Olbia</td> <td>€ 47,20*</td> </tr> <tr> <td>↳ Genova - Olbia</td> <td>€ 51,00*</td> </tr> </table>	↳ Livorno - Olbia	€ 47,20*	↳ Genova - Olbia	€ 51,00*	<p>TRAGHETTI ELBA - 1 PASSEGGERO + AUTO solo andata a partire da</p> <table border="1"> <tr> <td>↳ Portofino - Portoferraio</td> <td>€ 32,90*</td> </tr> <tr> <td>↳ Portofino - Cavo</td> <td>€ 35,20*</td> </tr> </table> <p><small>*1) Prezzi in euro al netto di IVA. Per conoscere il prezzo applicabile per la tratta specificata, scopri il sito Moby e le condizioni. Per un maggior numero di servizi e informazioni, vai su www.moby.it o chiama il numero verde 800 00 00 00. Per maggiori informazioni vai su www.moby.it.</small></p>	↳ Portofino - Portoferraio	€ 32,90*	↳ Portofino - Cavo	€ 35,20*
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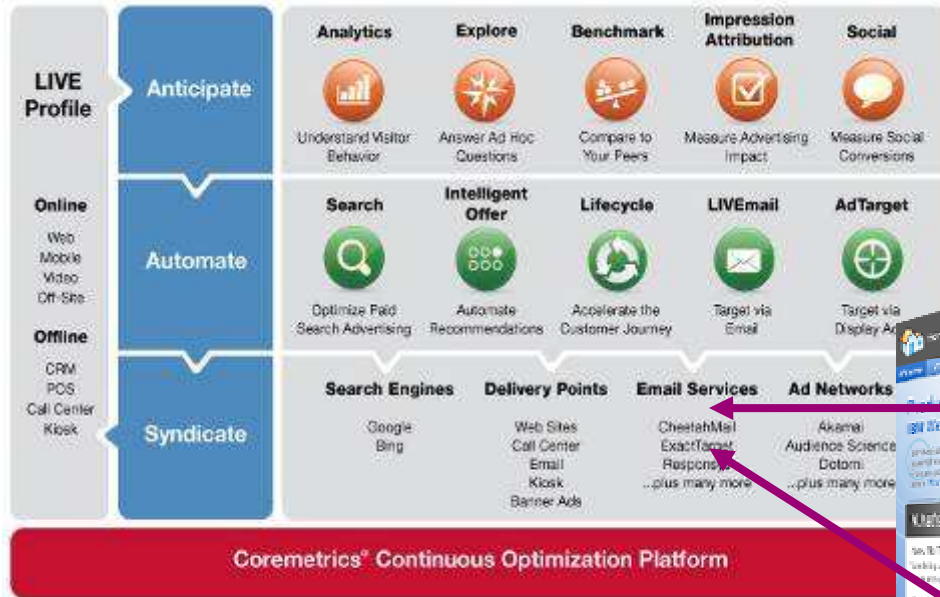


Big Data and Social Business

Example: Moby/ Social Business case

Digital marketing optimization: **lifetime individual tracking,** microsegmentation, channel attribution, proposition automation

Intuitive front-end (mobile/web)
Social Registration / Data collection
Real time personalization
Targeting



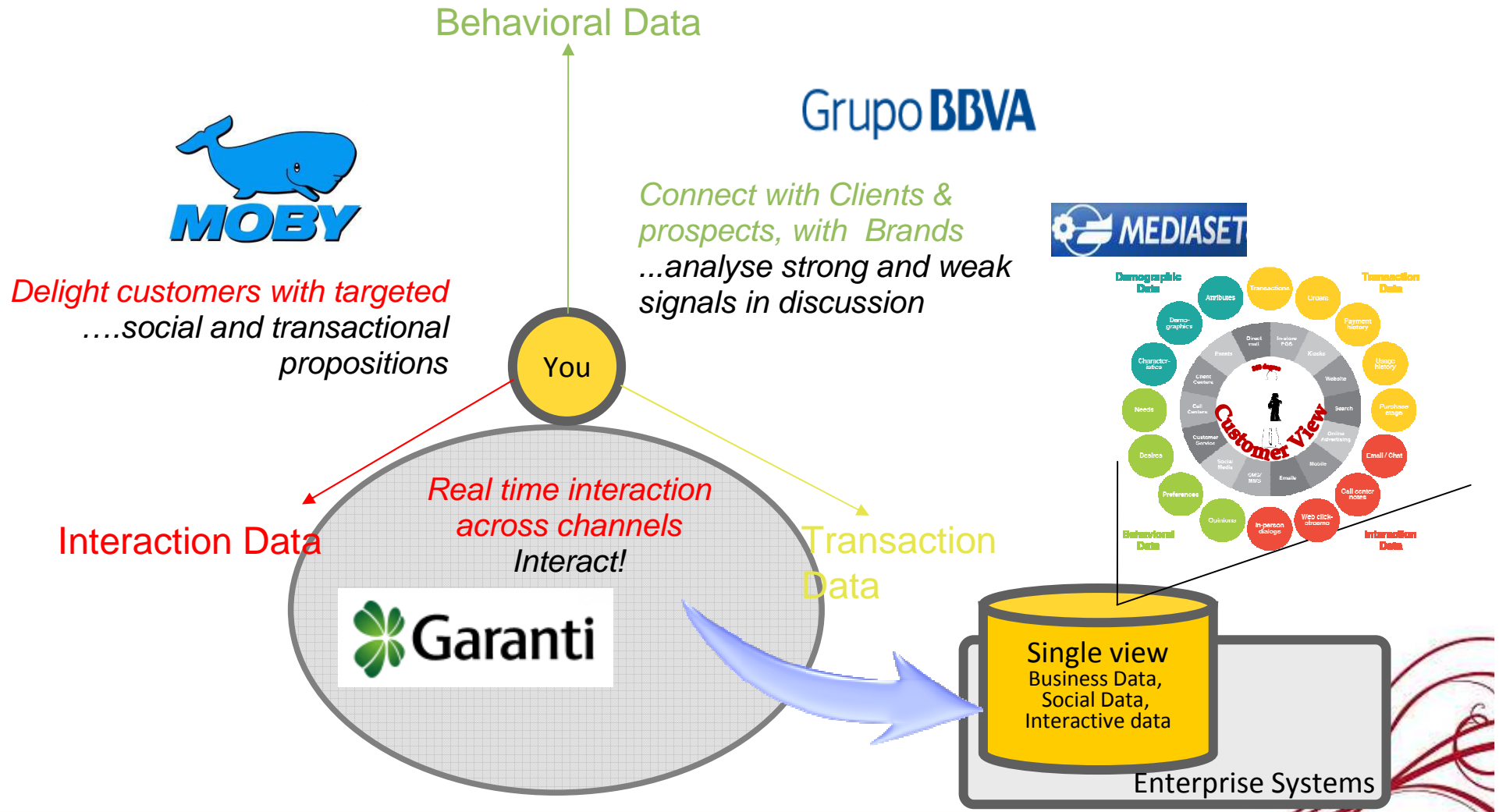
Digital & Multichannel Marketing / individual digital analytics, real time monitoring, I/O ERP data, dynamic segments, mkt. automation



Single view Business Data, Social Data, Interactive data

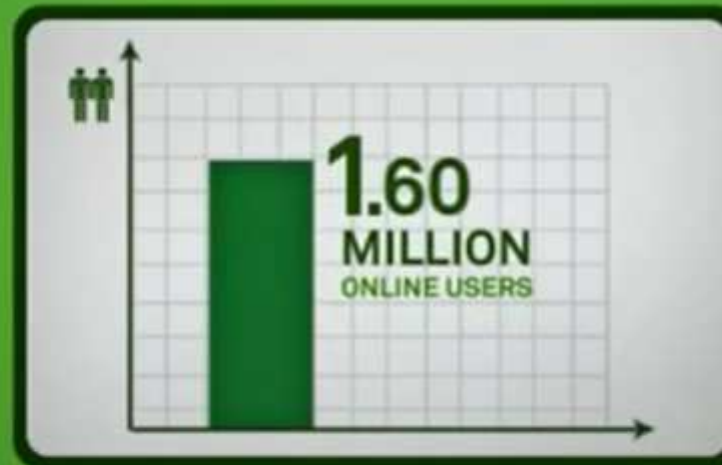
Enterprise Systems

Deeper Customer Analytics Examples and Best Practice and leverage Big Data: Ready for Business



Garanti Real time interaction across channels

The Challenge



Single view
Business Data,
Social Data,
Interactive data



How To implement a Deep Customer Analytics project? IBM Wrap-up...

IBM provides a range of analytics capabilities that can help turn data into actionable insights

