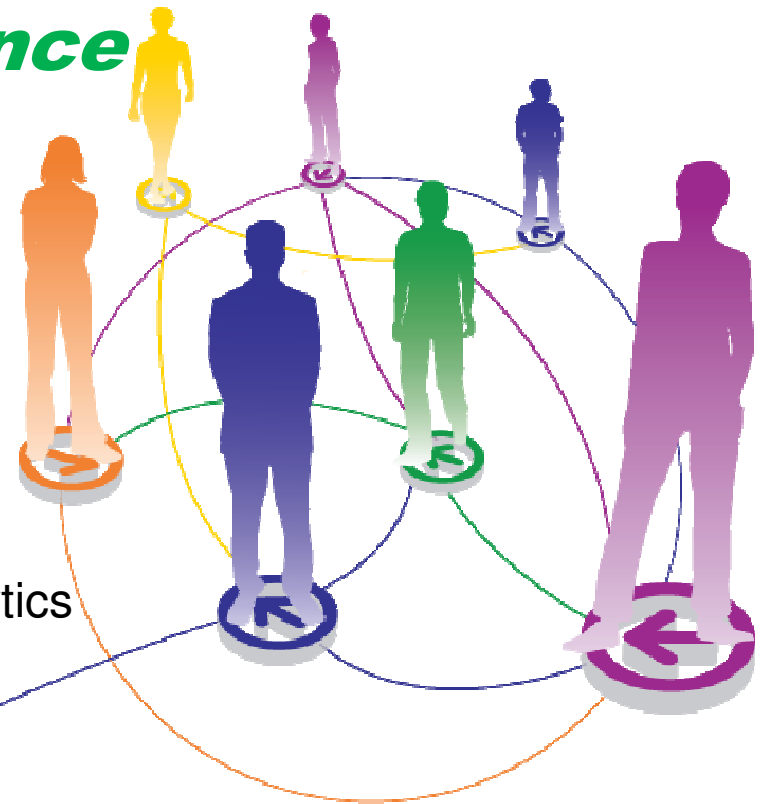
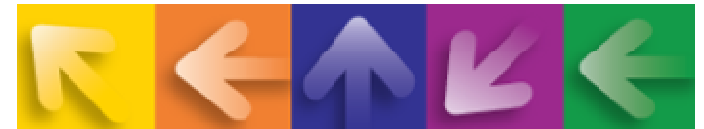


A New Kind of Intelligence for a Smarter Planet

Neil Isford
Vice President, Worldwide Sales
Information Management and Business Analytics
IBM Software Group
nisford@us.ibm.com



IBM Information
ON Demand 2010





Today's Topics

Our Smarter Planet and the Information Challenge

Accelerating an Information-Led Transformation

Creating your Information Agenda

The Next Level: Business Analytics



The World is Changing.

The Reality of Living in a Globally Integrated World is Upon Us.

***Environmental
Concerns***

Security

Globalization



Complexity

Information Explosion

***Energy Supply
and Conservation***



The World is Changing.

The Reality of Living in a Globally Integrated World is Upon Us.

6x Increase in global water usage since the 1900s, twice the rate of human population growth

40% to 70%

The losses of electrical energy due to inefficiency - around the world

85%

Idle computer capacity

\$11.5 billion

Worth of produce is wasted in India because of outdated post-harvest infrastructure



\$0.70 per \$1.00

Spent on IT maintenance

\$100 billion

Lost annually in the US due to healthcare fraud

22%

of total port volume in North America is empty containers

\$40 billion

Annual consumer product and retail sales lost in United States due to supply chain inefficiencies

Annual impact of congested roadways

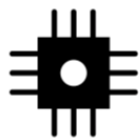
\$78B lost

3.7B lost hrs

2.3B gallons of gas



Building a Smarter Planet...



Our world is becoming

INSTRUMENTED



*30 billion RFID tags...
This year!*



Our world is becoming

INTERCONNECTED

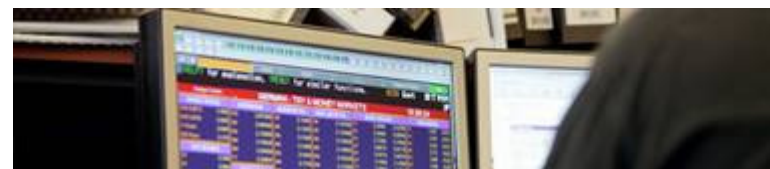


*~2 billion people on the Web... 2011
...a trillion connected objects*



Virtually all things, processes
and ways of working are becoming

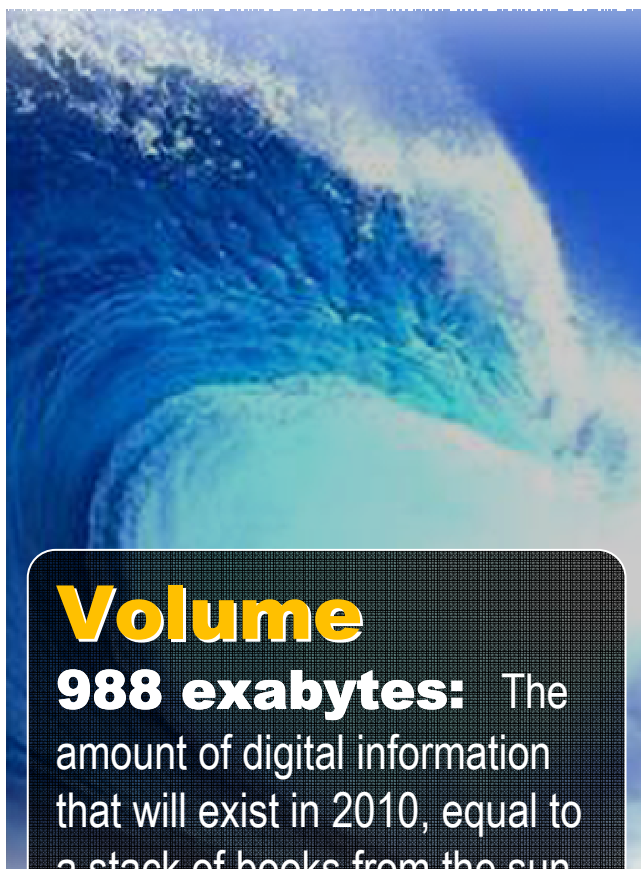
INTELLIGENT



*15 petabytes of new
Information generated daily...*



...is Producing an Explosion of Information



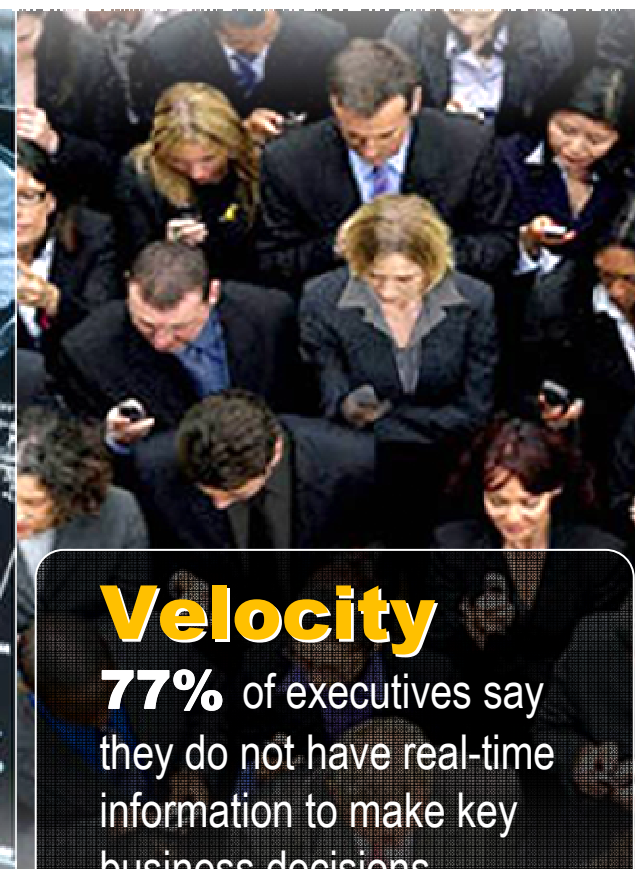
Volume

988 exabytes: The amount of digital information that will exist in 2010, equal to a stack of books from the sun to Pluto and back...



Variety

80% of new data growth is generated largely by email, with increasing contribution by documents, images, and video and audio.



Velocity

77% of executives say they do not have real-time information to make key business decisions.



Yet Organizations are Operating with Blind Spots.

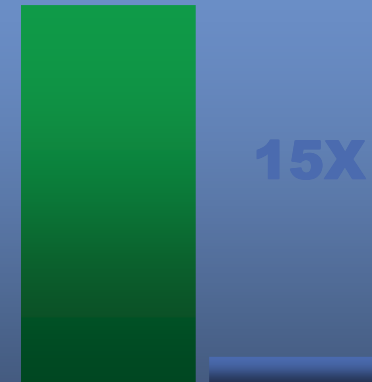
1 in 3

Business leaders frequently make decisions based on information they don't trust, or don't have

1 in 2

Business leaders say they don't have access to the information they need to do their jobs

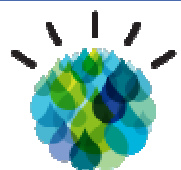
Top Performers Demonstrate Expertise



Predict and prepare for the future by evaluating trade-offs proactively

■ Industry Top performers
■ Industry Under performers

Source: IBM: Break Away with Business Analytics and Optimization Study



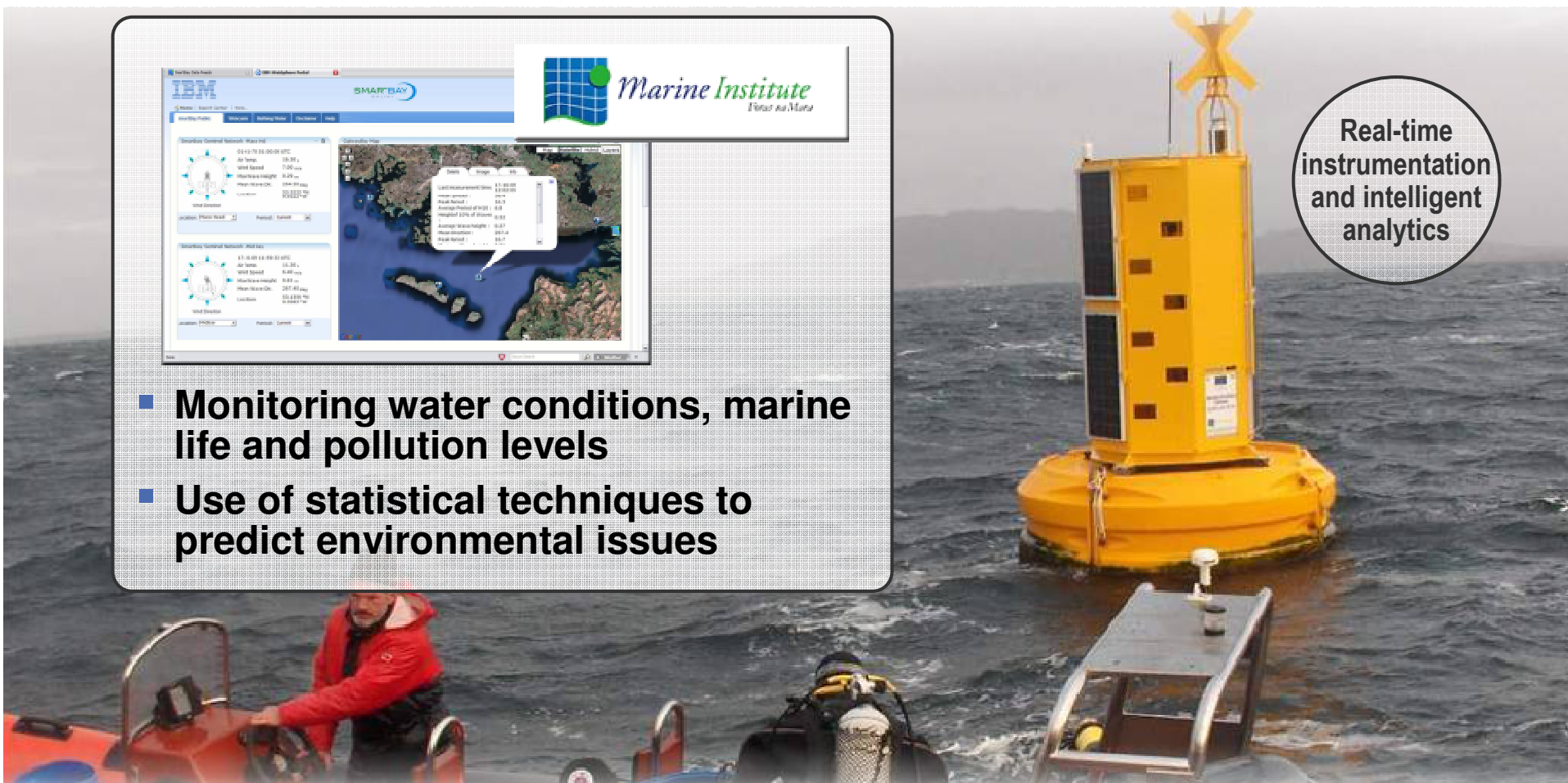
Smarter Water Management

Galway Bay, Ireland



- **Monitoring water conditions, marine life and pollution levels**
- **Use of statistical techniques to predict environmental issues**

Real-time instrumentation and intelligent analytics





Smarter Water Management

Galway Bay, Ireland

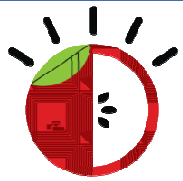


SmartBay Web Portal

- Real-time Observations
- Webcams
- Wave Data, Tide Data
- Wind and Wave Forecasts
- Sea Area Weather Forecasts

Solution Components

- IBM Sensor and Actuator Solutions
- DB2, DB2 Alphablox
- InfoSphere Streams
- InfoSphere Information Server
- WebSphere Portal
- WebSphere Application Server, MQ
- WebSphere Sensor Events
- Rational Tools



Smarter Food

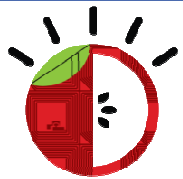
Binh An Seafood, Viet Nam



Automated,
Real Time
Supply Chain



- Ensure food products are kept in optimal condition
- Keep track of stock & avoid out-of-stock situations
- Comply with international food safety regulations



Smarter Food

Binh An Seafood



- IBM InfoSphere Traceability Server
- IBM Business Partner FXA OpsSmart application suite

- Improved ability to comply with legislations around the world on food safety using GS1 standards
- Supply chain visibility drives process optimization



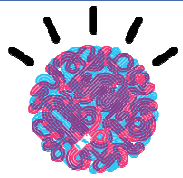
Smarter Cities

Our Smarter Planet will be built from Smarter Cities.

2007 was the first year in which more than half the world - **3.3 billion** - was living in cities.

Every minute for the next **20 years**, 30 Indians will leave rural India for urban India. They will need **50 new cities.**

By 2050, city dwellers are expected to make up 70% of the Earth's total population - **6.4 billion.**



Smarter Transportation

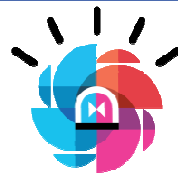


Stockholm, Sweden

Implemented an intelligent toll system which resulted in 20% less traffic, 40% lower emissions and 40,000 additional users of the public transportation system...

Solution Components

- IBM DB2
- WebSphere Application Server
- WebSphere Message Broker
- WebSphere MQ
- WebSphere Portal



Smarter Public Safety



New York Police Department

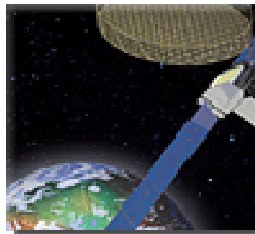
Integrating siloed crime data systems gives a holistic view of information enabling redeployment of resources in response to crime patterns to solve crimes and apprehend criminals more quickly...

Solution Components

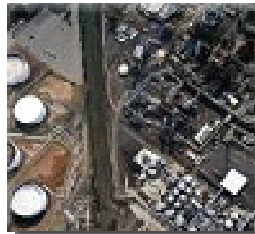
- Cognos 8 BI
- IBM DB2
- IBM DB2 Warehouse Edition
- WebSphere Application Server
- Tivoli Storage Management



Innovative Solutions for a Smarter Planet



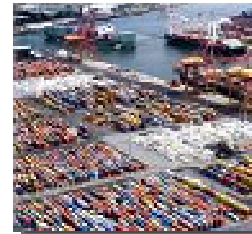
Smarter
Telco



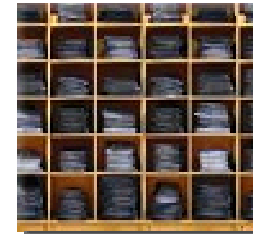
Smarter
Oil & Gas



Smarter
Food



Smarter
Supply Chains



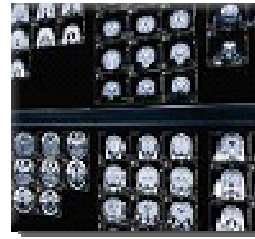
Smarter
Retail



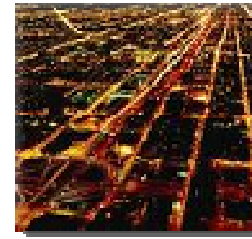
Smarter
Products



Smarter
Education



Smarter
Healthcare



Smarter
Energy & Utilities



Smarter
Government



Smarter
Cities



Smarter
Transportation



Smarter
Public Safety



Building a Smarter Planet

Thinking and Acting in New Ways to Make Our Systems more Efficient, Productive & Responsive...

New Intelligence

“Data is exploding and it’s in silos”
I Need Insight

Smart Work

“New business and process demands”
I Need to Work Smart



Green and Beyond

“Our resources are limited”
I Need Efficiency

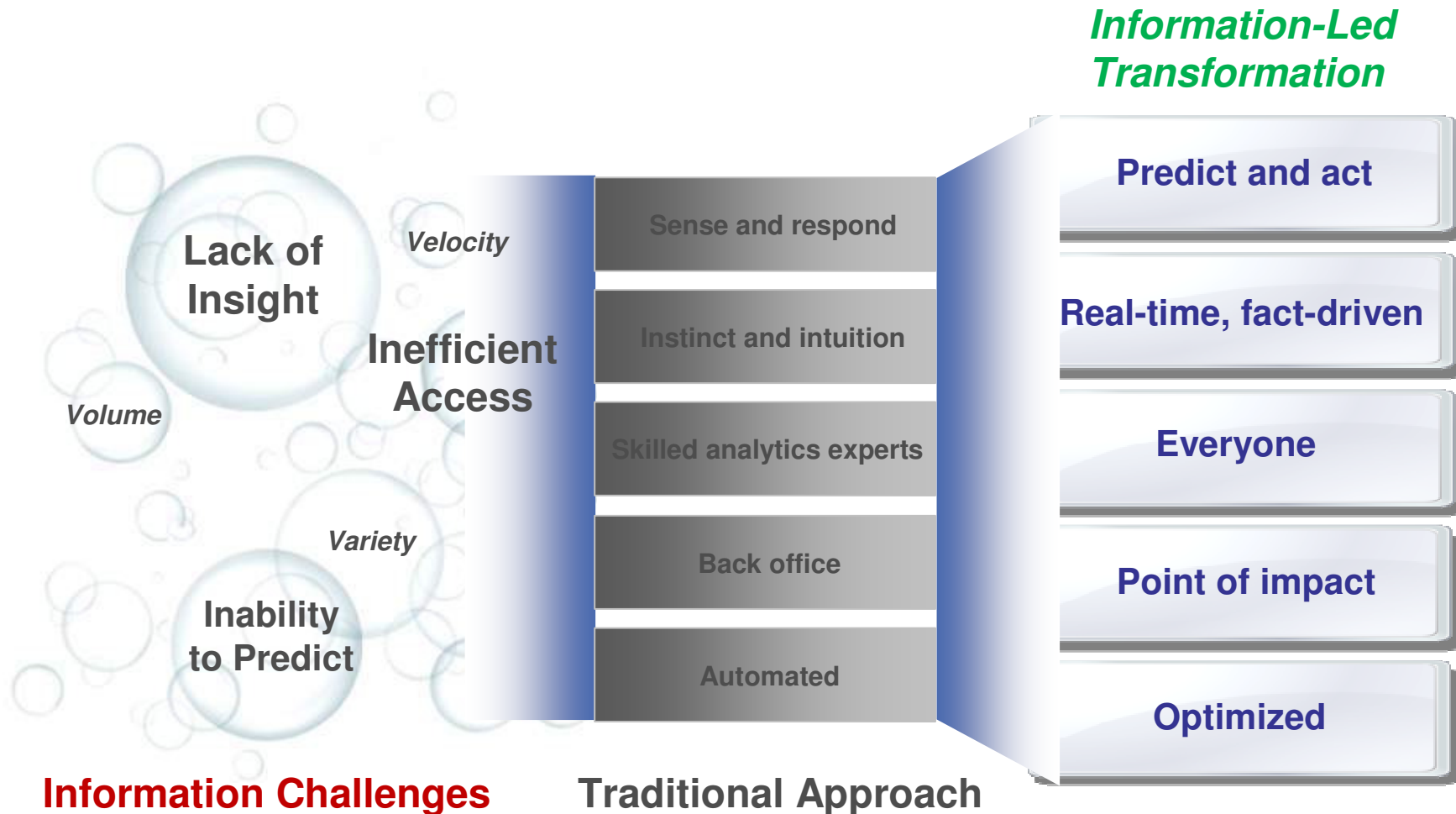
Dynamic Infrastructure

“My infrastructure is inflexible and costly”
I Need to Respond Quickly



The Key is Leveraging Information and Analytics

Informed, Real-time Decisions at the Point of Impact...
An Information-Led Transformation





...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

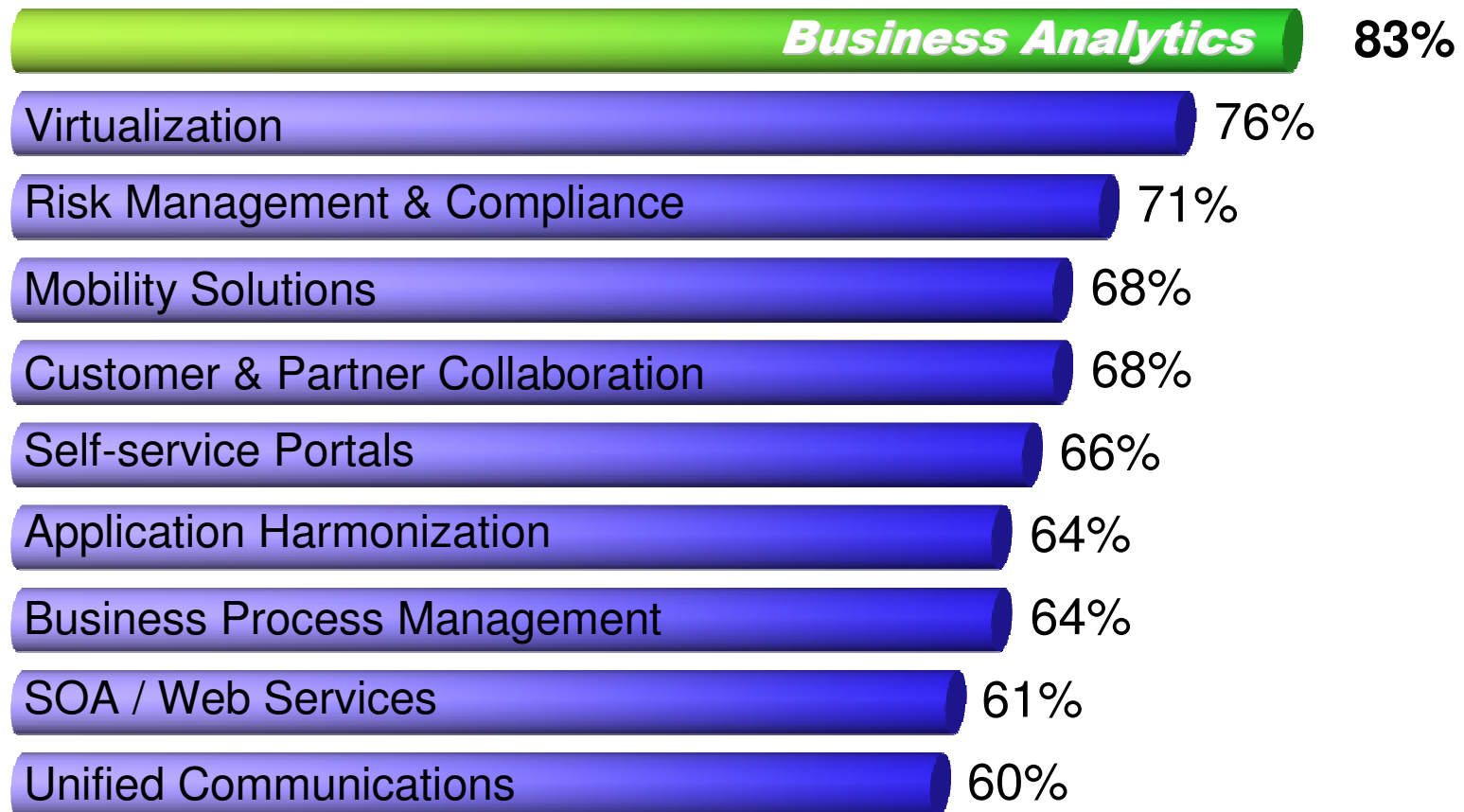


Melbourne Health (Australia): Improved research accuracy and treatment quality by linking databases across 16 facilities



Information-Led Transformation

Leveraging information & analytics is now the top priority for CIOs, and organizations that do so outperform their peers...

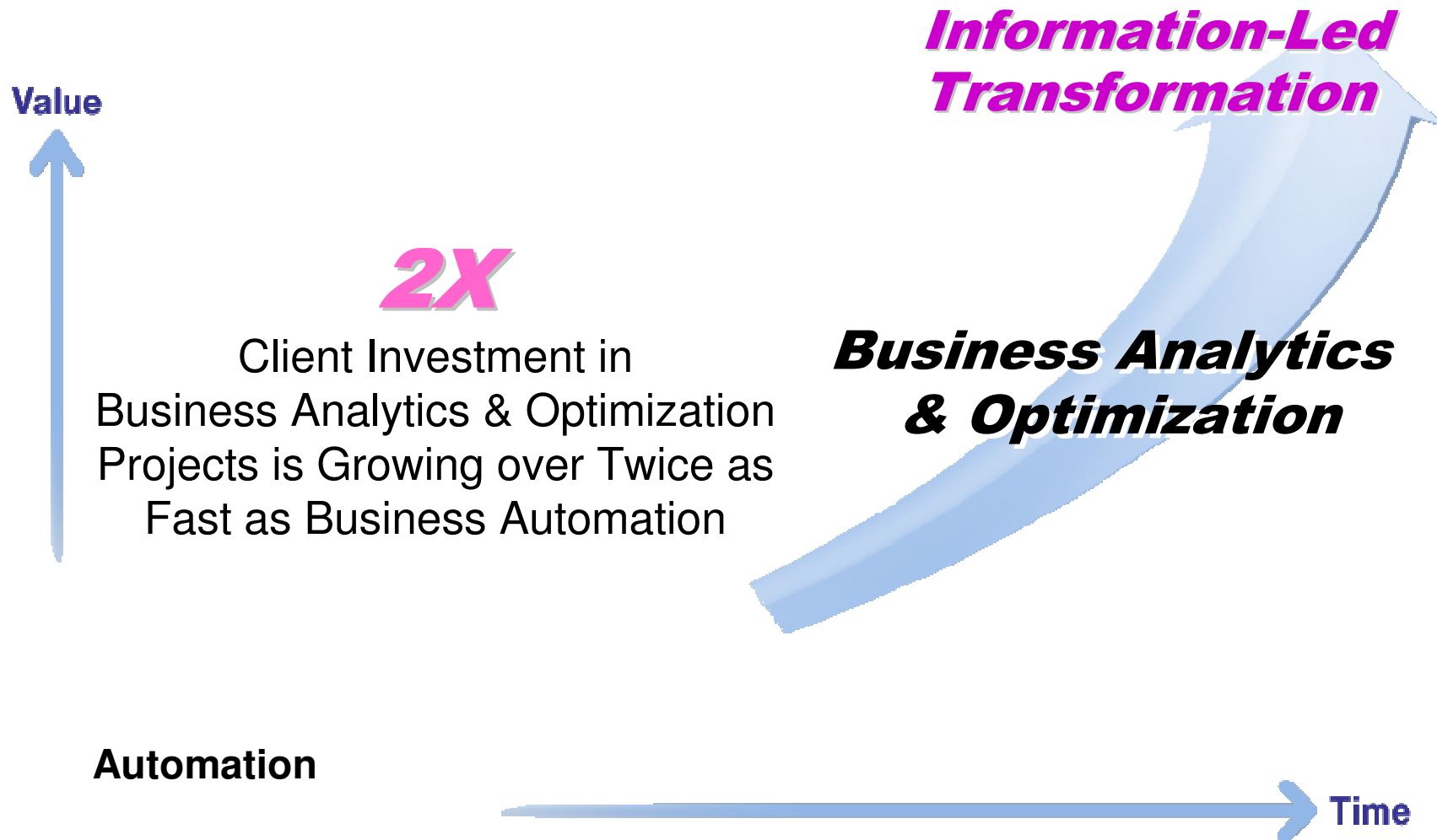


Source: IBM Global CIO Study 2009, n = 2345,



Information-Led Transformation

Information-Led Transformations will Change Business the Same Way as ERP & CRM...





As our Clients Shift to an Information Driven Enterprise, they are asking how can I Create Value and Lower Costs

Create Value...

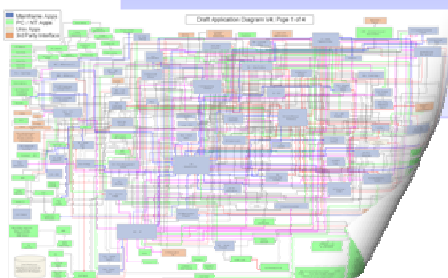


Can I get just the right insight & information to the right people in the context of what they are doing?
Executives? Business Analysts? Customers? Call Centers? Web?

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?



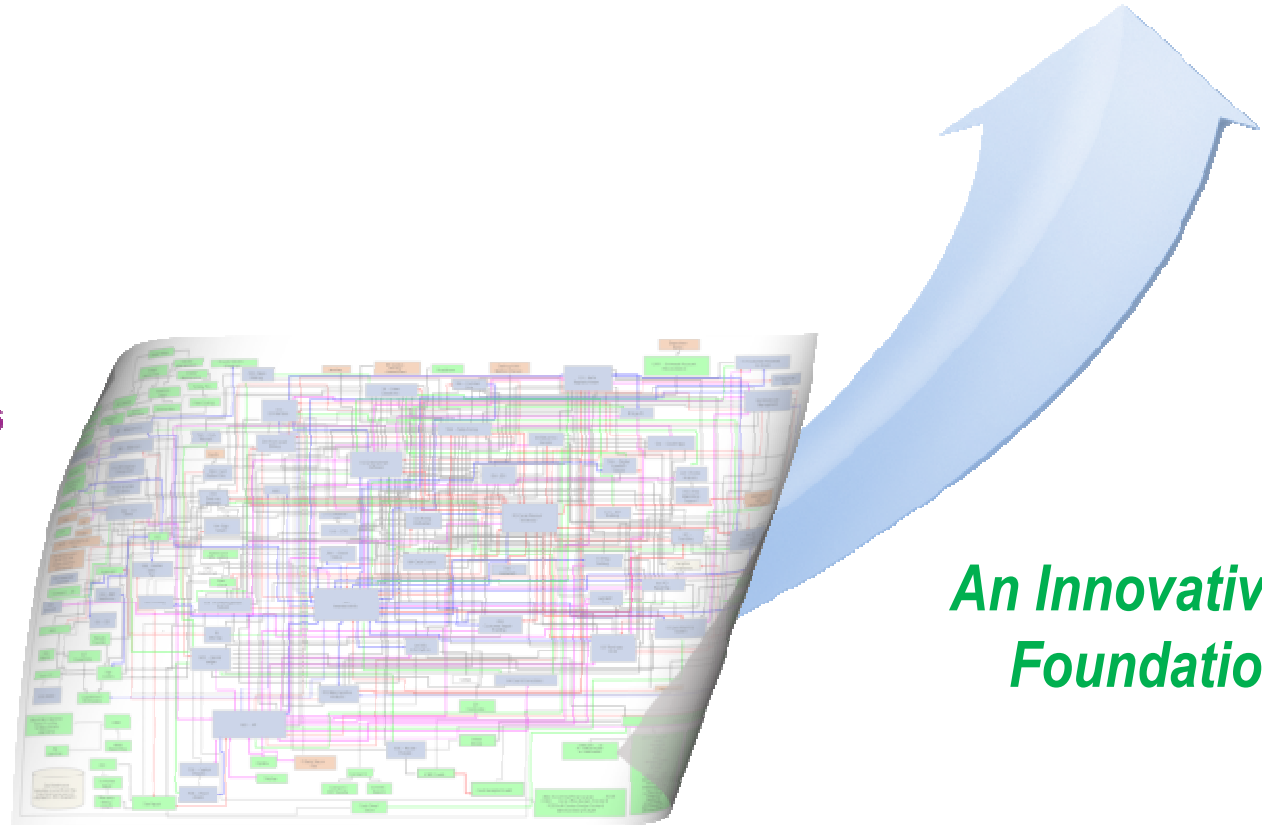


Accelerating an Information-Led Transformation...

Value



**Data & Content
to Run the Business**



*An Innovative
Foundation*

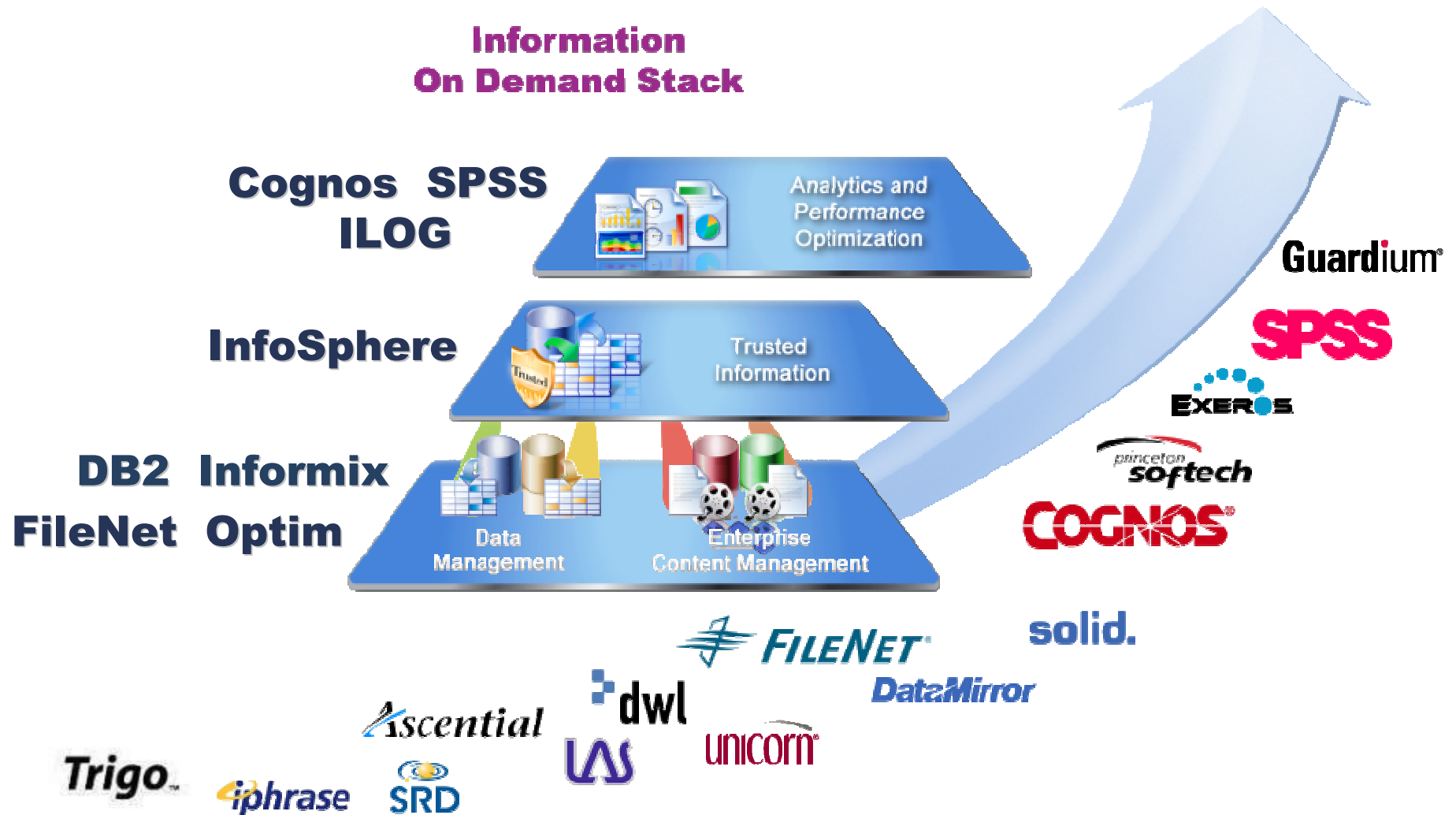
**DB2... IMS... Informix... SolidDB
FileNet... CM... CM OnDemand**

Time



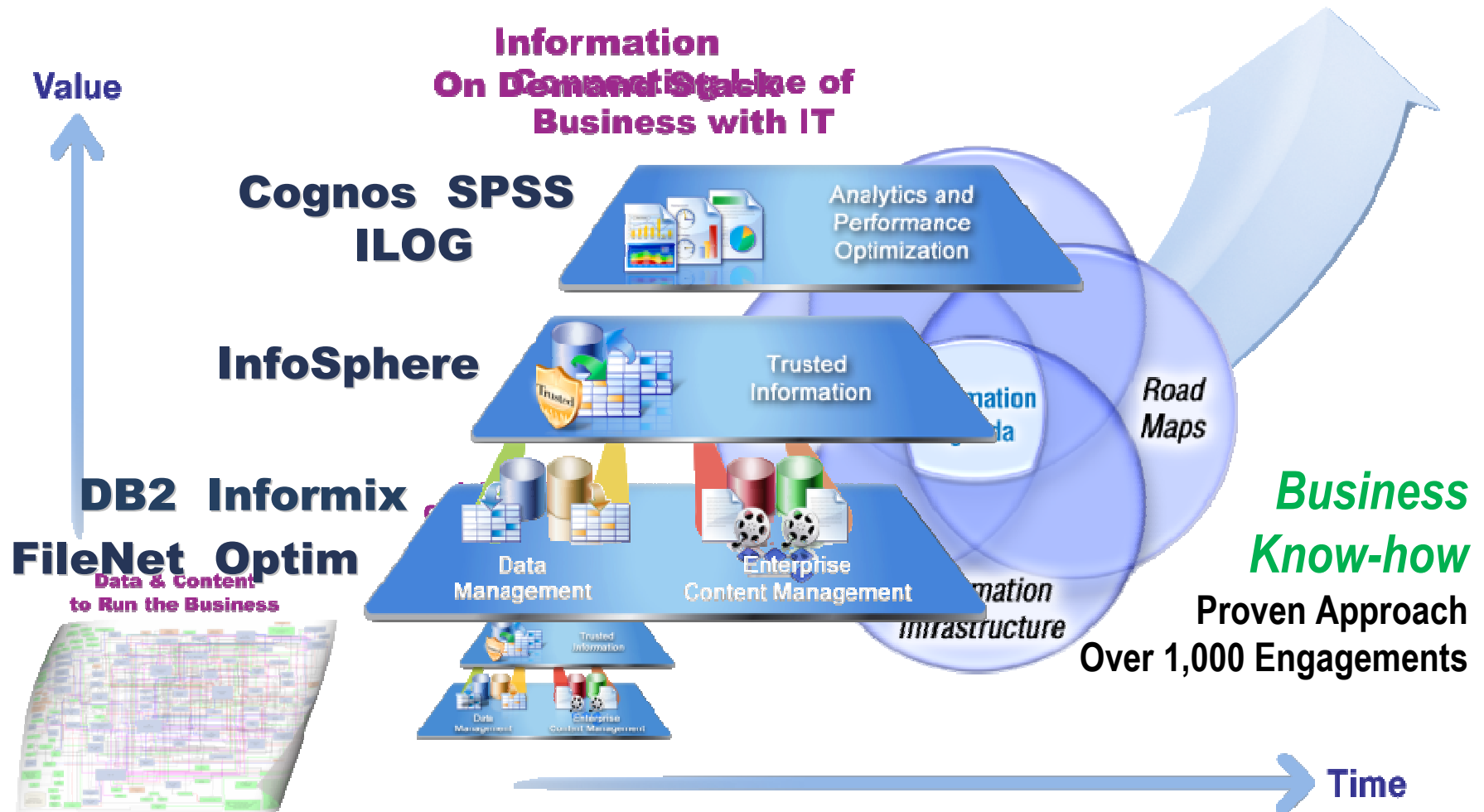
Accelerating an Information-Led Transformation...

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





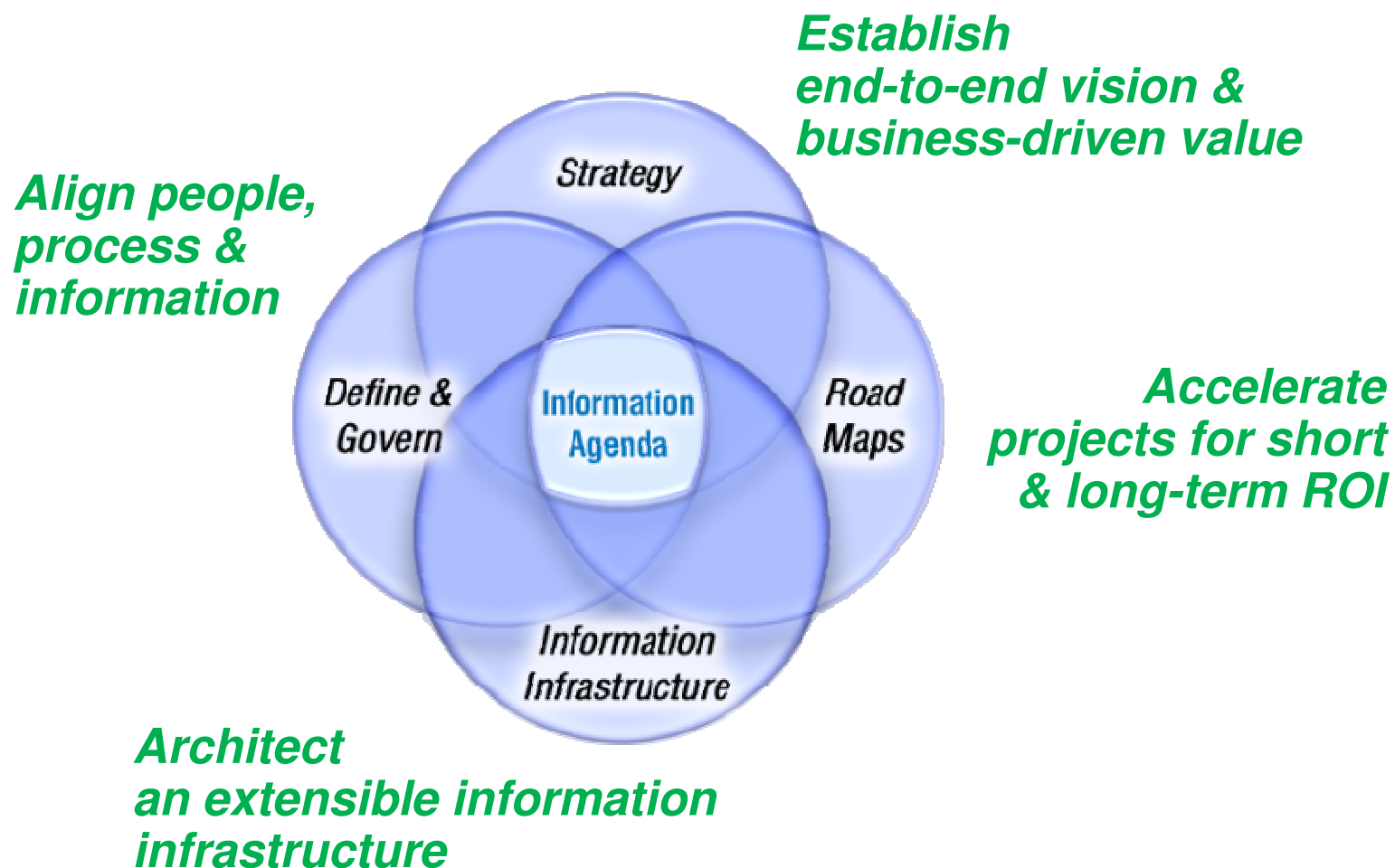
Accelerating an Information-Led Transformation...





Information Agenda

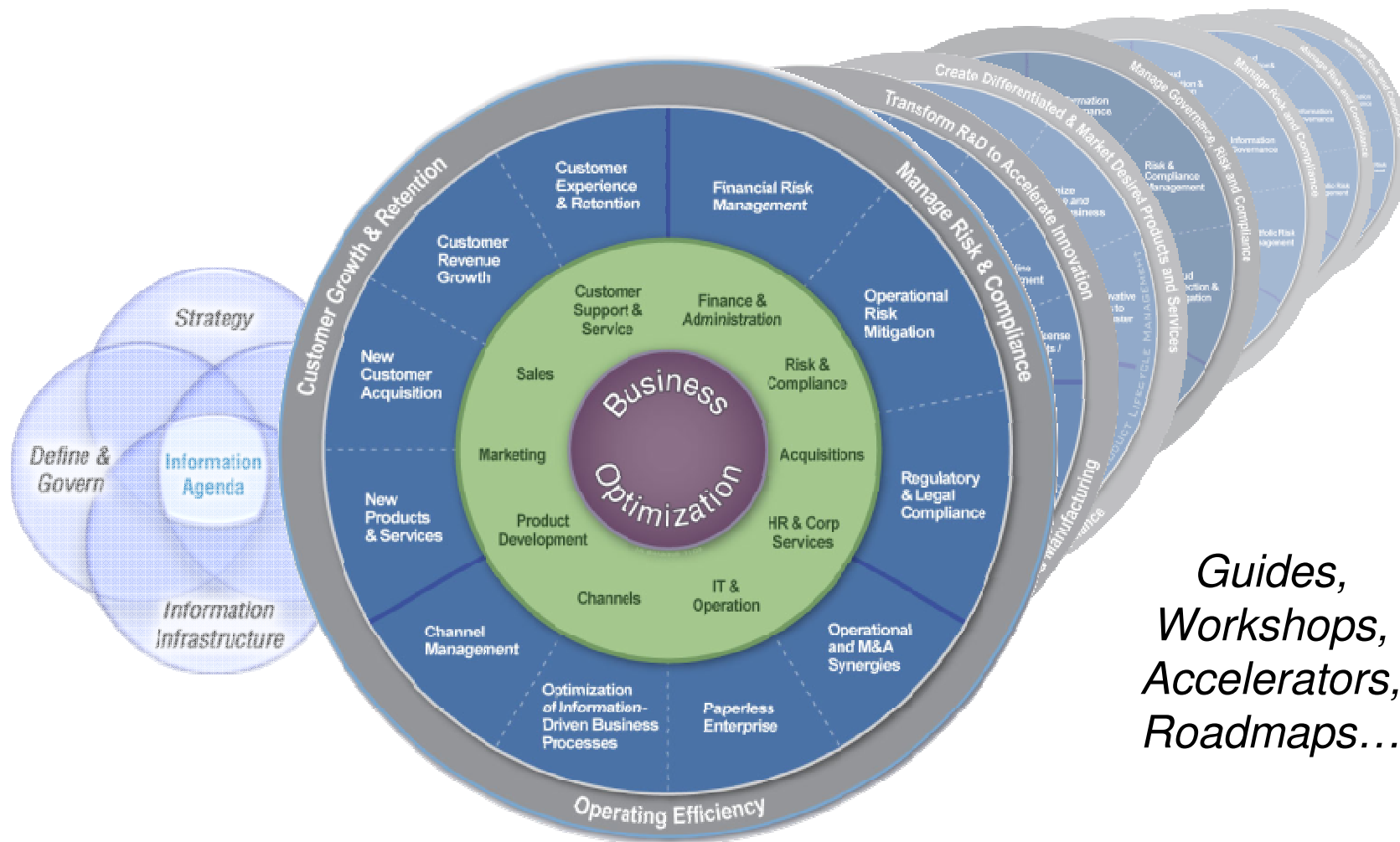
A proven, industry-specific approach for aligning information with business objectives





Information Agenda

Strategy, Roadmaps, Information Agenda Guides

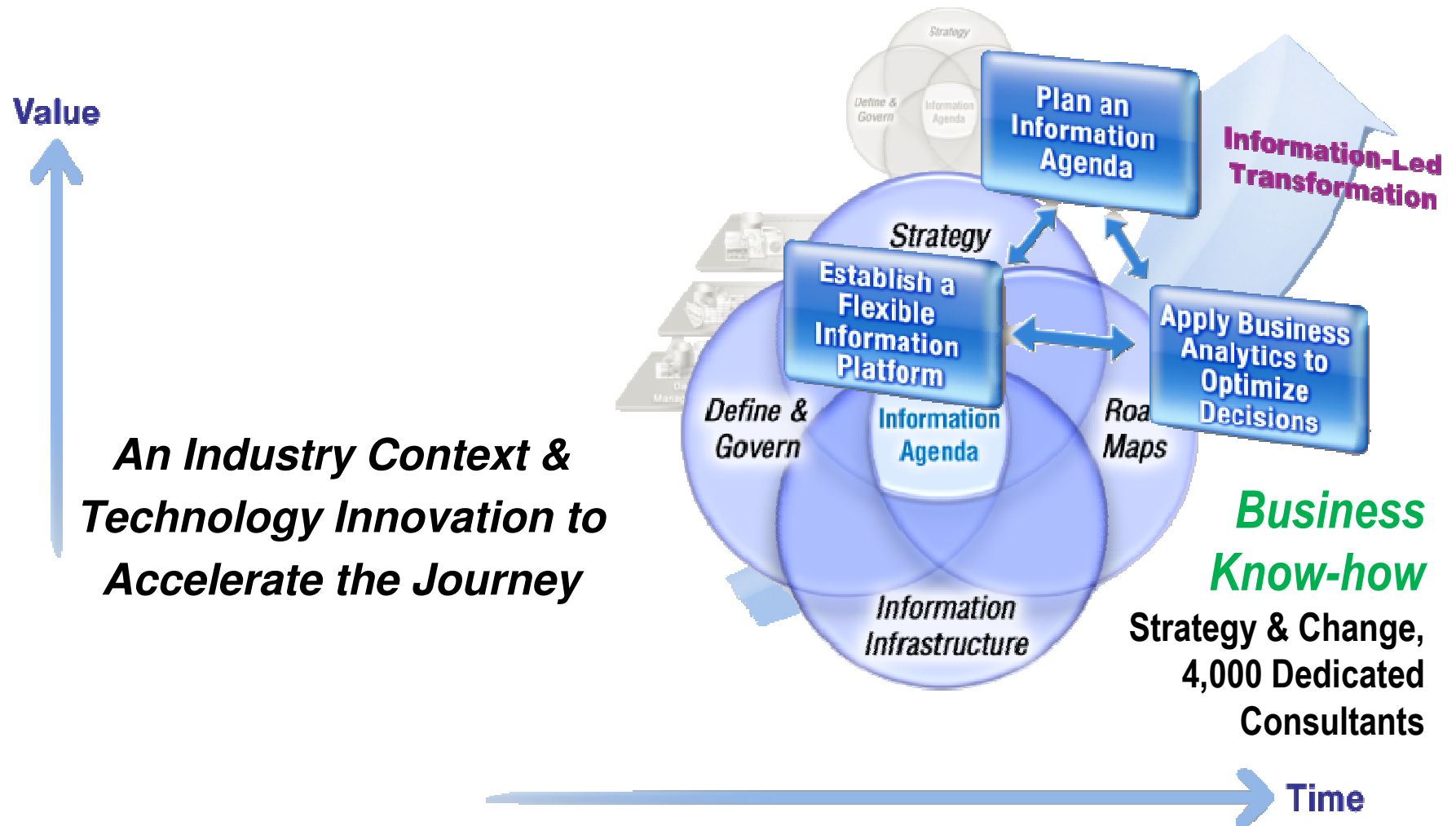


*Guides,
Workshops,
Accelerators,
Roadmaps...*

Information Agenda
Guide for Banking & Finance

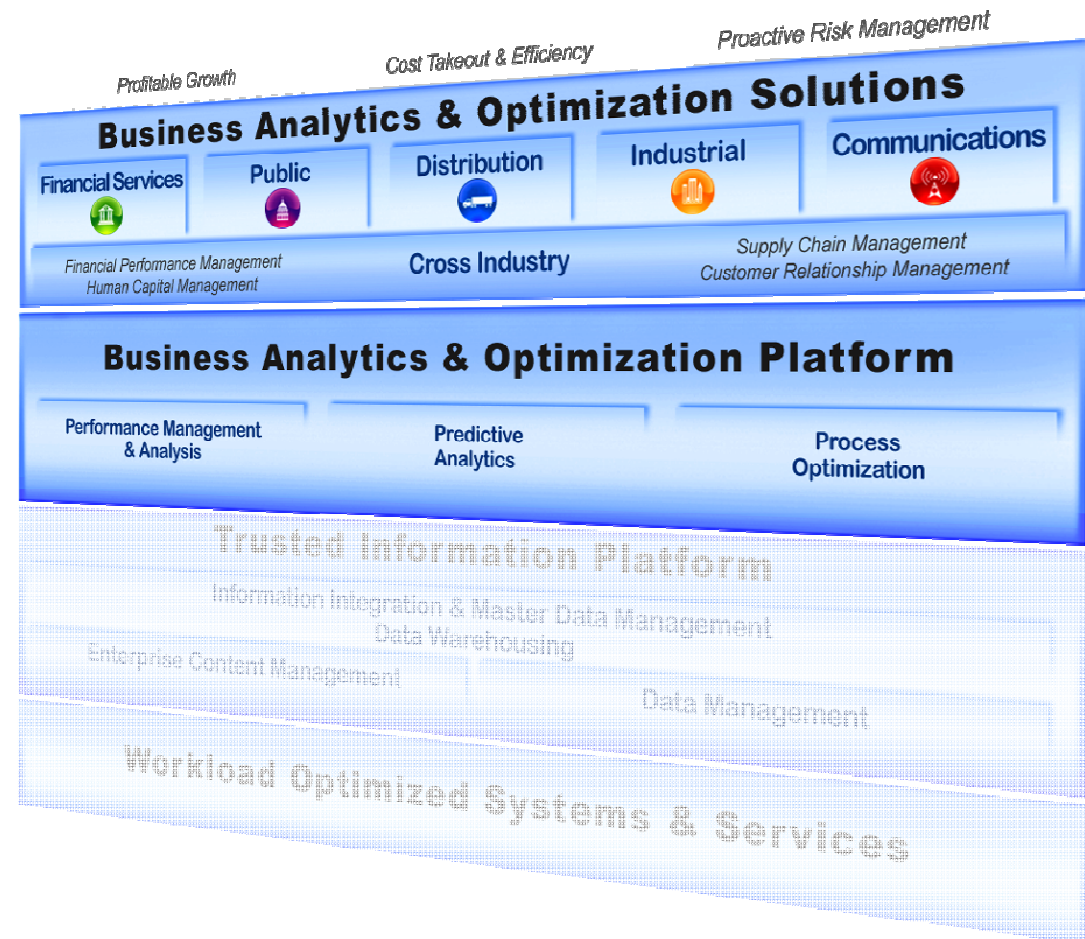


Accelerating an Information-Led Transformation...





Taking it to the Next Level with Business Analytics & Optimization





Taking it to the Next Level: Predictive Analytics





Taking it to the Next Level: Predictive Analytics

Richmond County Police pinpoints hotspots & leads to 20-30% decrease in violent crimes



Center for Disease Control Characterizes disease & quickly assess medical needs in real-time



Cablecom GmbH Doubled ability to predict churn & reduced actual churn 10 fold

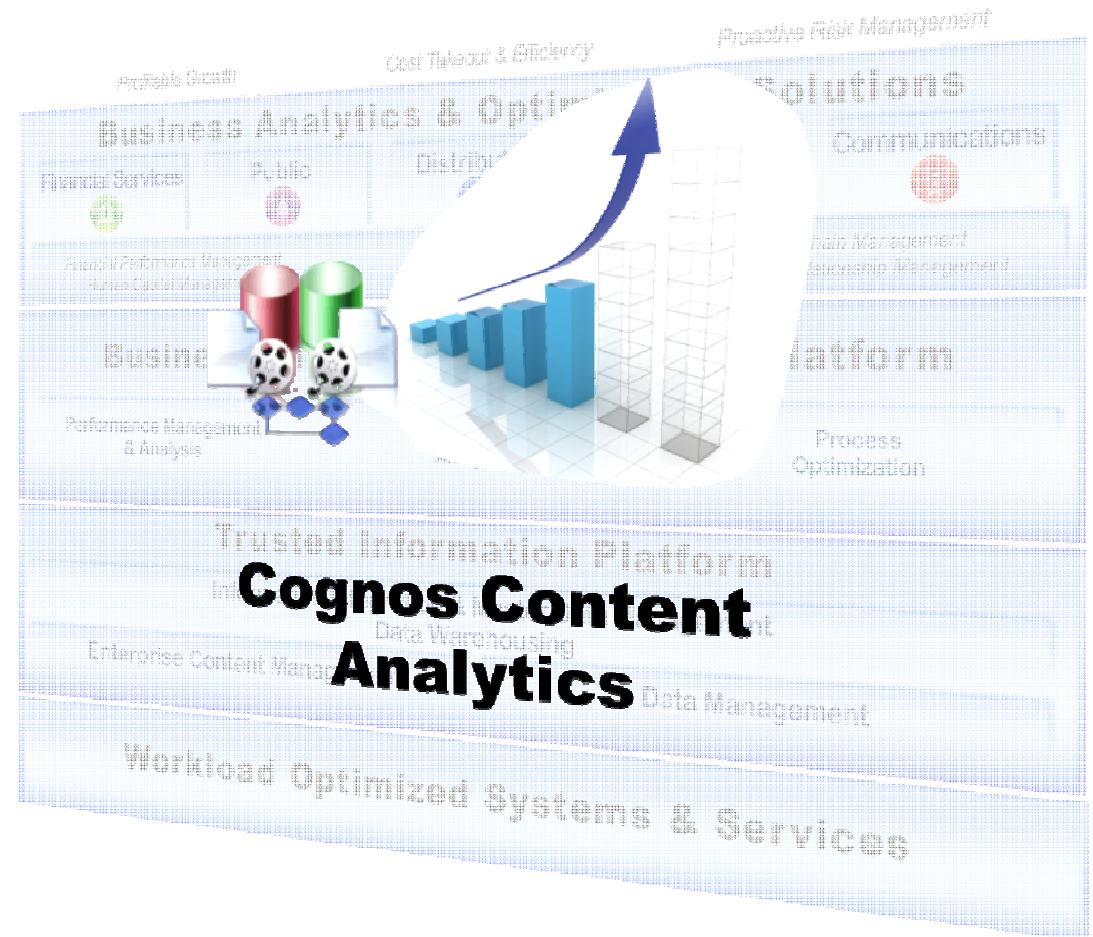


Infinity Property & Casualty Corporation
Real-time claims scoring starts fraud investigations within 24hrs. vs. 2 weeks





Taking it to the Next Level: Content Analytics





Taking it to the Next Level: Content Analytics

Large Claims 3rd Party Administrator

Content Analytics over claims detects fraud faster, reducing costs by millions



University of Ontario Institute of Technology detects life-threatening conditions in infants up to 24 hrs earlier



NTT DoCoMo Content Analytics over "Voice of Customer" data creates insight driving customer-oriented decisions



Kraft Content Analytics over online customer postings helps target & deliver new campaigns, increasing sales & loyalty





Accelerating Value Creation through Analytic Applications

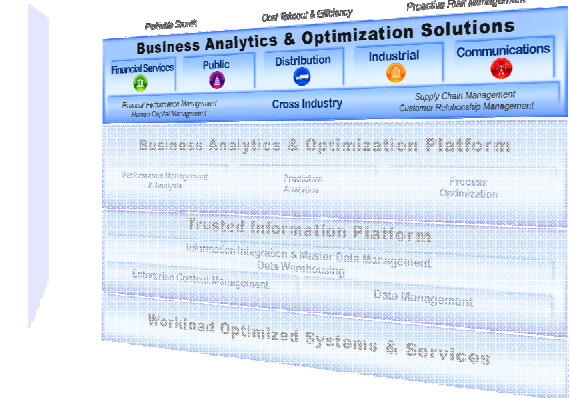
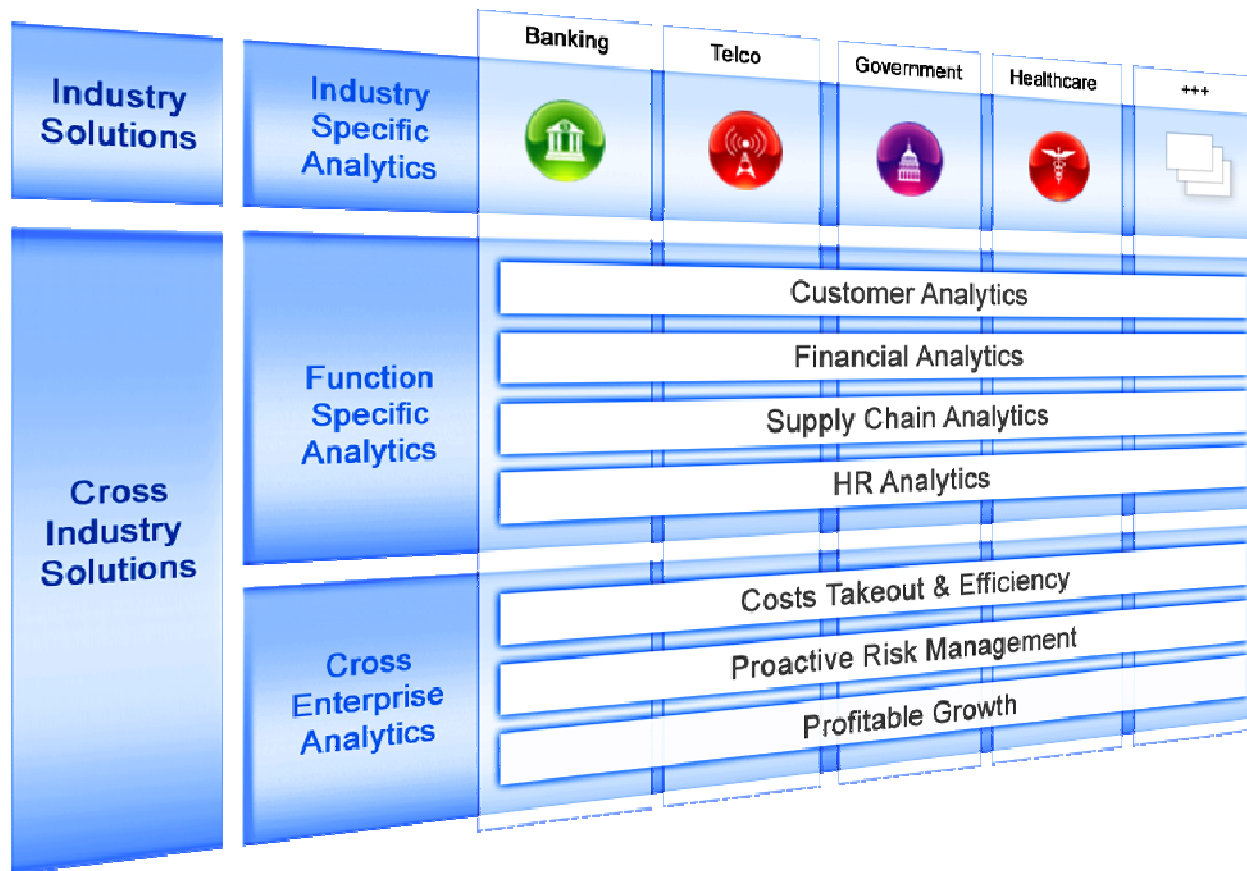
Blueprints, Best Practices, Industry Assets...



*Flexible Approach...
Based on Middleware for Open Platforms*

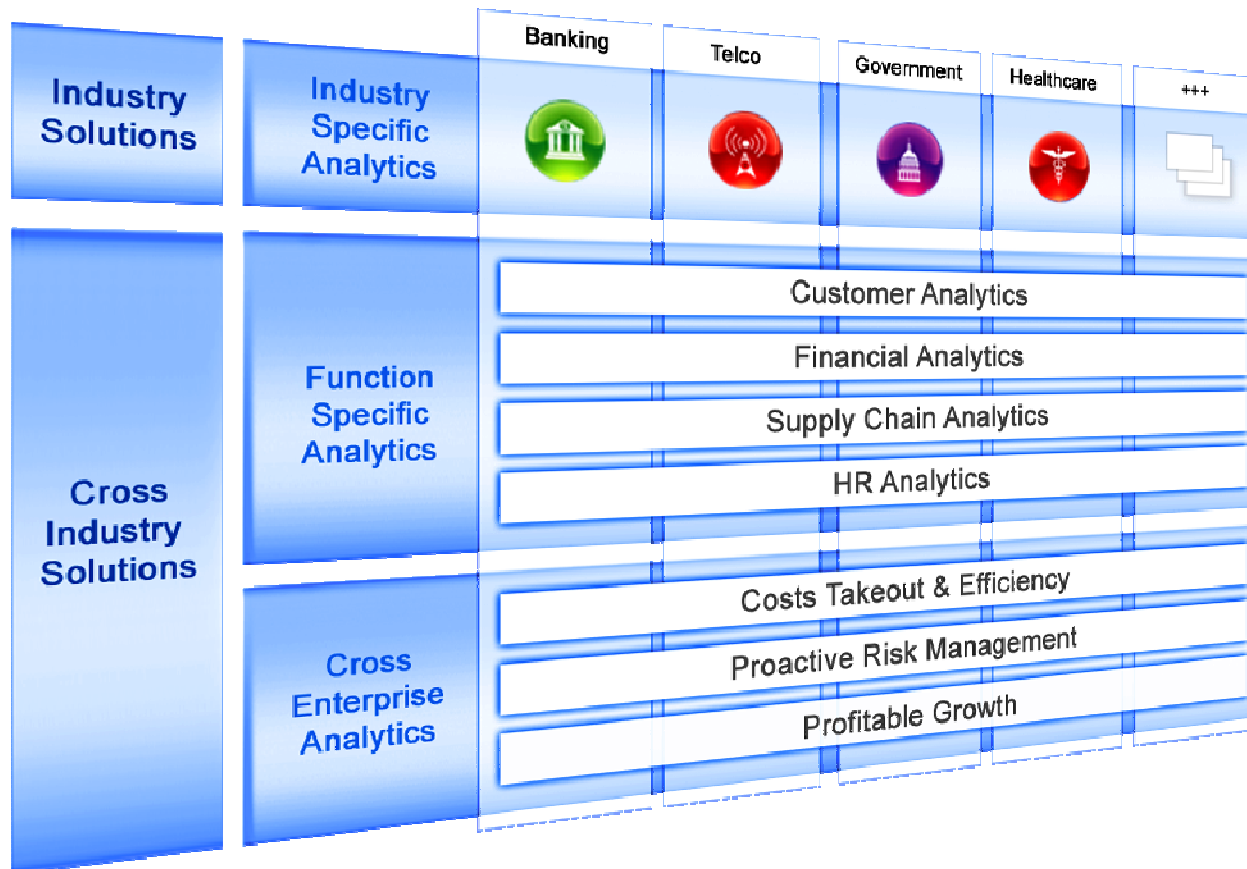


Taking it to the Next Level: Industry by Industry





Taking it to the Next Level: With Experts from IBM and Business Partners...



BAO Strategy



Analytics & Performance Management



Advanced Analytics & Optimization



Enterprise Information Management



Enterprise Content Management



Putting it All Together...

IBM Smart Analytics System



*Pre-optimized
Business Intelligence Software
triples out of the box performance**

Analytics Software Options

- ✓ Business Intelligence Capabilities
- ✓ Cubing Services
- ✓ Text and Data Analytics

Powerful Data Warehouse

- ✓ Warehousing Platform
- ✓ Advanced Workload Management
- ✓ System Automation

Hardware & Services

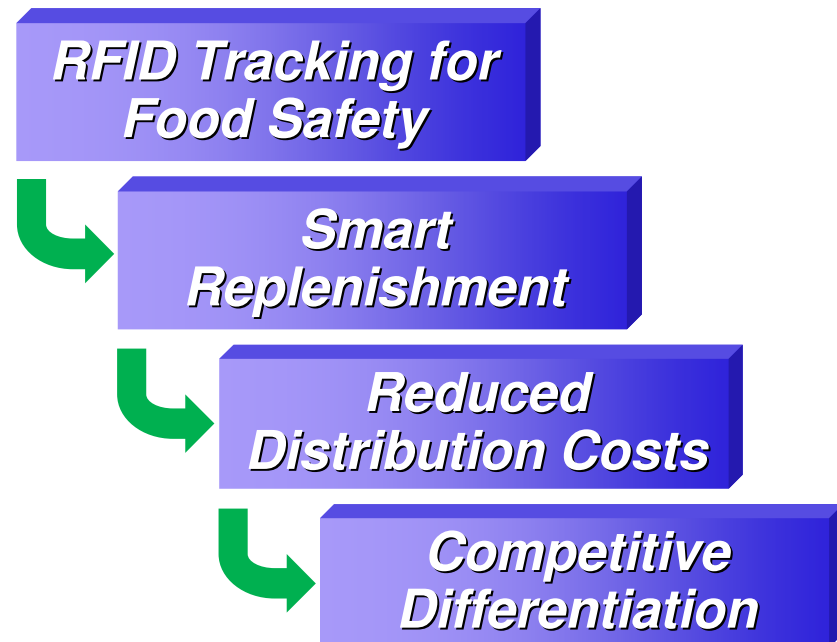
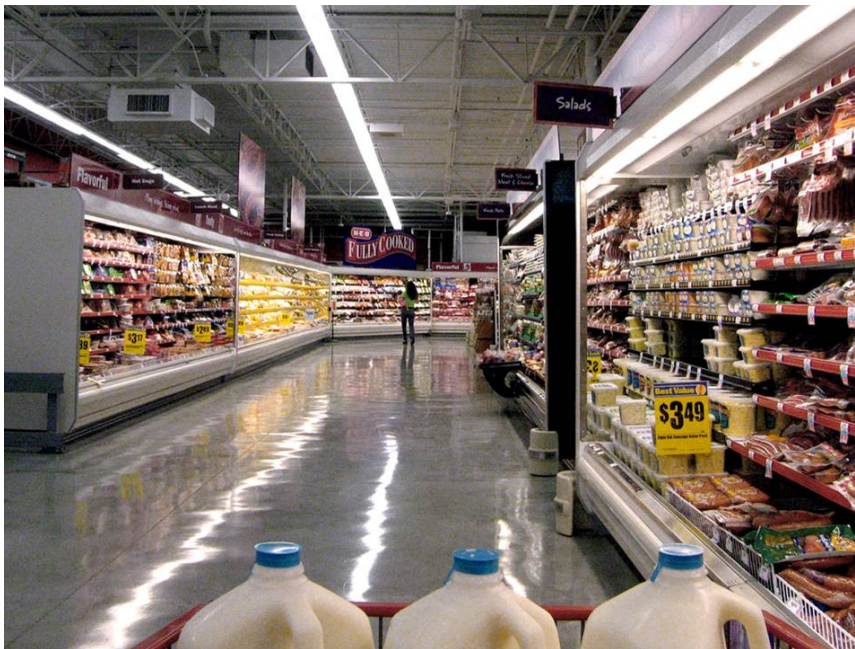
- ✓ Server Platform
- ✓ Storage Capacity
- ✓ Build, Deploy, Health Check & Premium Support Services

* Based on IBM Laboratory Tests. Actual results may vary depending on specific environment and configuration.



We've Only Just Begun to Uncover What is Possible on a Smarter Planet.

With the information organizations already have and new analytical tools, there are no limits to what is possible



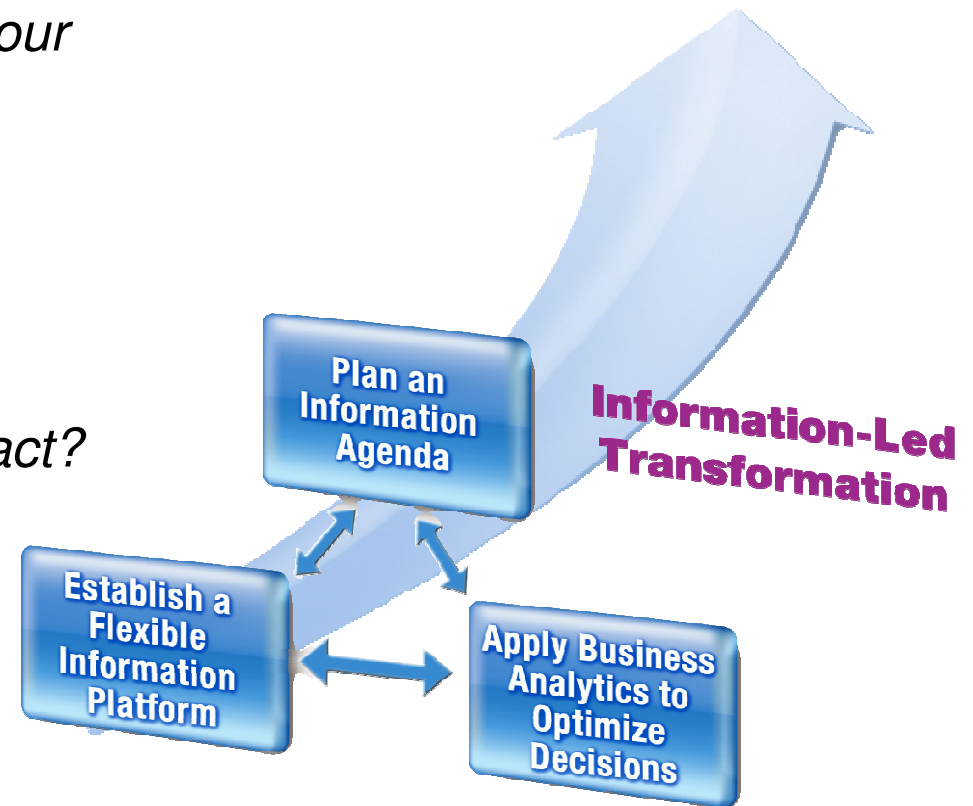
How can you use information to transform your organization?



Start the Transformation Today, Ask Yourself:

- ✓ *Is your information aligned with your business strategy?*
- ✓ *Is your information managed as a trusted, strategic asset?*
- ✓ *Do you have the insight needed to make informed decisions and act?*

IBM can help.



A New Kind of Intelligence for a Smarter Planet

Neil Isford
nisford@us.ibm.com



IBM Information
ON Demand 2010

