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7 listopada, Warszawa
Hotel InterContinental, ul. Emilii Plater 49

Driving Better Business Outcomes with Business Analytics

Jack Esselink, BA Evangelist   *@esselinj*

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
IBM Global Business Services
Business Analytics and Optimization

Executive Report

In collaboration with *Saïd Business School at the University of Oxford*

Saïd Business School
UNIVERSITY OF OXFORD

IBM Institute for Business Value

Analytics: The real-world use of big data

How innovative enterprises extract value from uncertain data

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Four years ago, we started working with organizations to build a **smarter planet**

Through thousands of client engagements, we learned that analytics is fundamental to success.
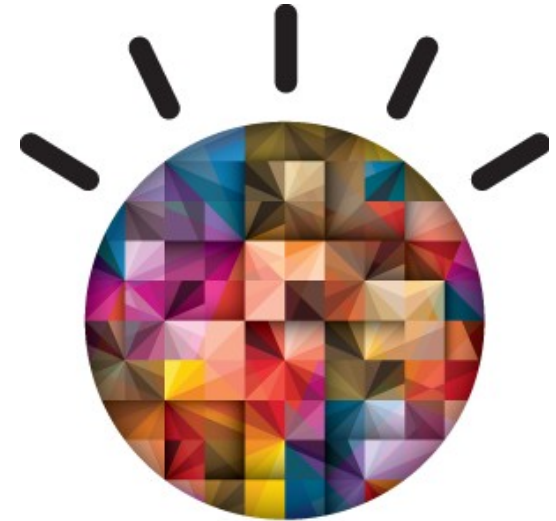
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Since then, analytics has continued to evolve:

- From business initiative to business imperative

- From enterprise data to big data

- From advancing single organizations to transforming entire industries

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Analytics is everywhere

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Gartner: Analytics Will Take Center Stage by 2020

Figure 6. The Shift to the Business-Analytics-Centered Future
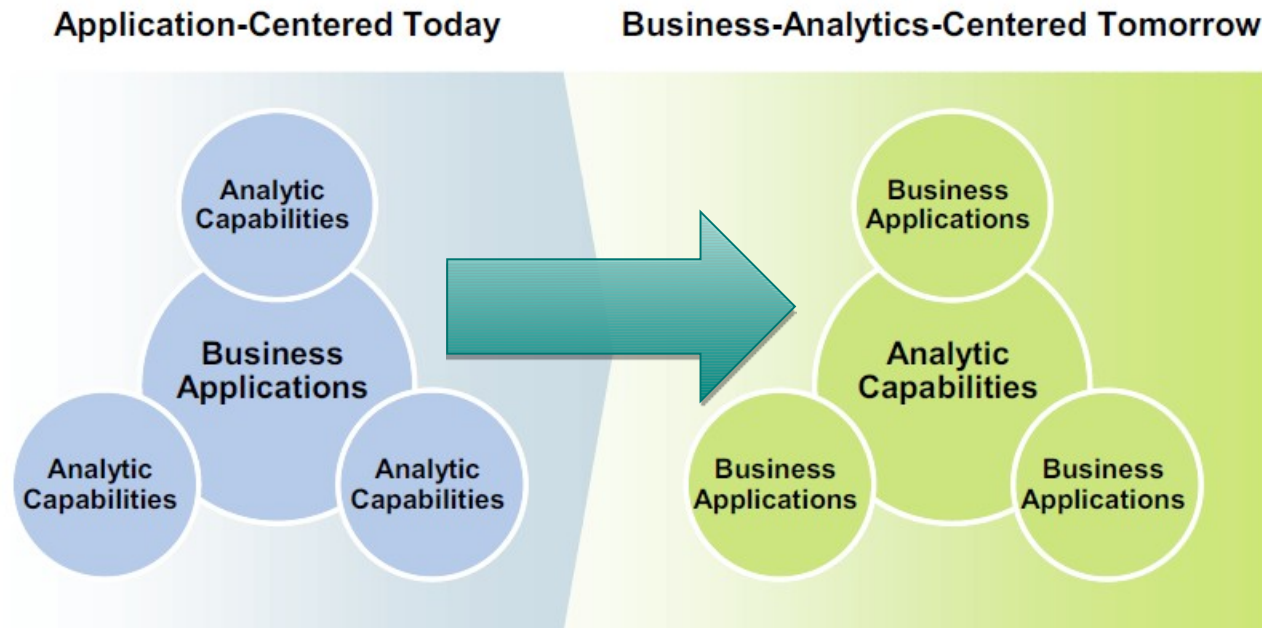
Source: Gartner (June 2012)

"Analytics pervading everything we do will change the way organizations think about analytic architectures, as the paradigm shifts from reporting/descriptive (past) to analysis/diagnostic (present) to predictive/prescriptive (future)."

SOURCE: Gartner – "Market Trends - Analytics, Business Intelligence and Performance Management to Be All-Pervasive by 2020", Dan Sommer | Rita Sallam – 29 June 2012

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Why Business Analytics Now ?

The emergence of Big Data

The shift of power to the consumer

Pressure to do more with less

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Outperformers are capitalizing on the opportunity

% of CEO's who believe their organization is good at driving value from data

Underperformers

Outperformers

Access to data
26%
54%
110% more

Draw insights from data
26%
54%
108% more

Translate insight into action
31%
57%
86% more
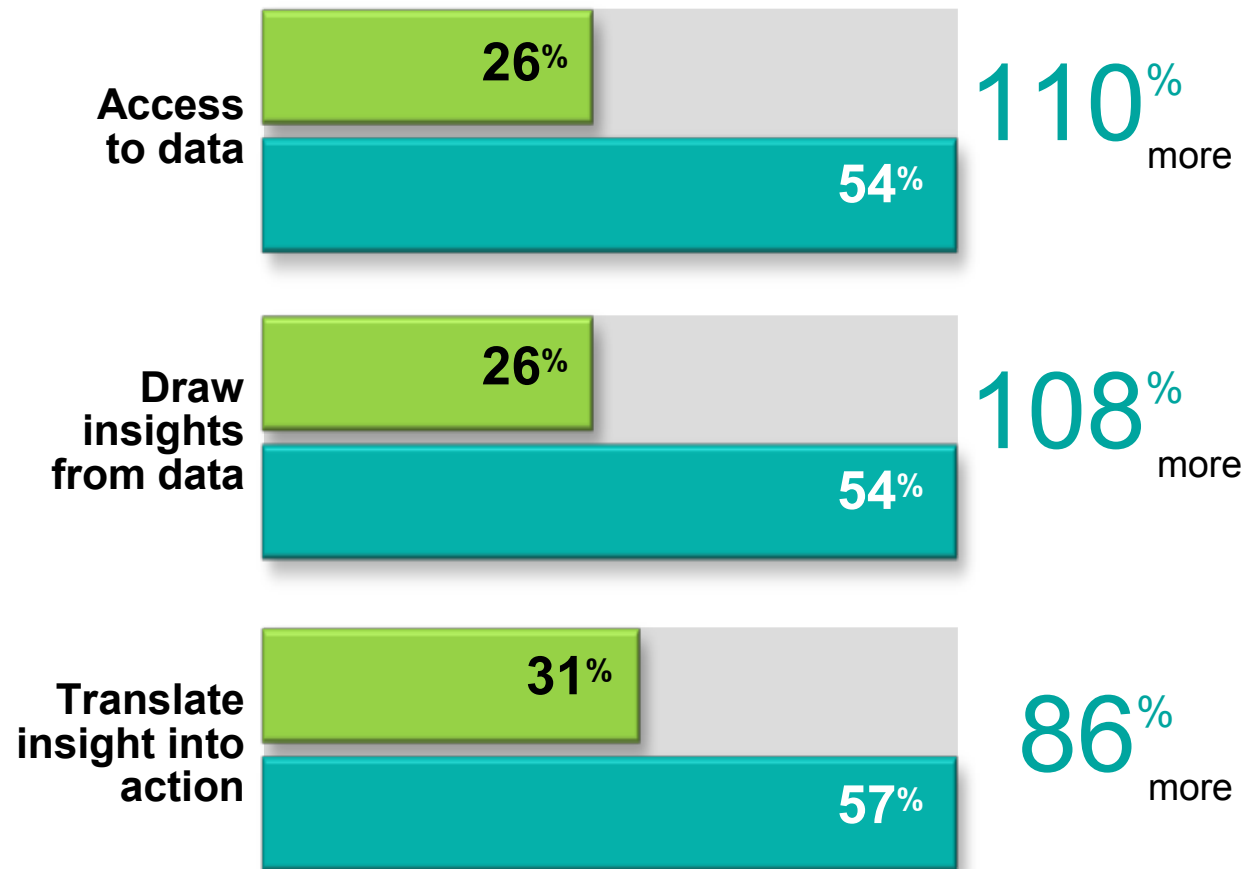
Source: IBM CEO Study, 2012. Q22 "How good is your organization at driving value from data? [Today]" (n=631 to 636)

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Outperformers are distinguished by their ability to leverage:

All information
- Social media, emails, chats •
- Transactions • Data warehouses •
- Documents • Sensors • Video •
- Location…

All people
- All departments •
- Experts and non-experts •
- Executives and employees •
- Partners and customers •

At the point of impact

All perspective
- Past – historical, aggregated •
- Present – real-time •
- Future – predictive •

All decisions
- Major and minor •
- Strategic and tactical •
- Routine and exceptions •
- Manual and automated •

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Outperforming organizations manage risk, fraud and regulatory compliance

Smarter Ways to Combat Fraud

Improved Claims Processing by

7 0 %

Saved

$ 2 . 4
Million In Just 4 Months

Identify & Manage
risk sooner

Detect
threats inside & outside your company

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Analytics-Driven Organizations Have a High AQ

ALIGNED

AWARE

AGILE

High AQ

FOCUSED

PREDICTIVE

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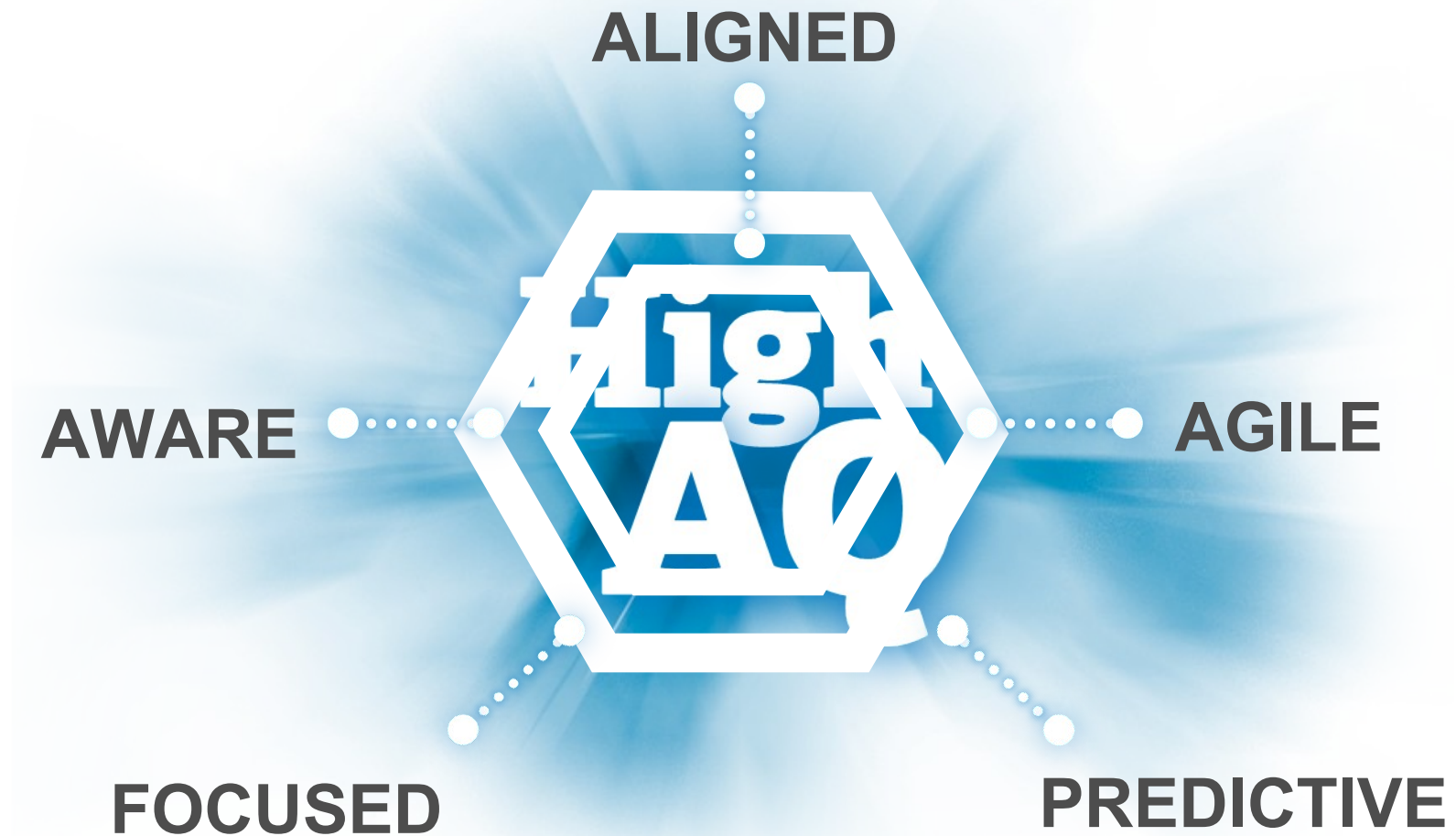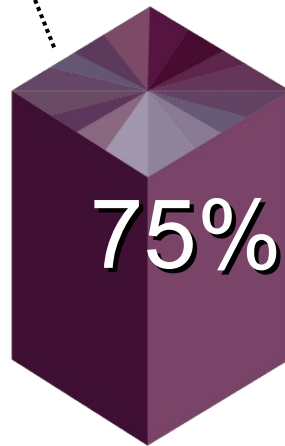
Where are people on the AQ Journey?

STEP 1:
Novice

- You rely on spreadsheets with information gaps
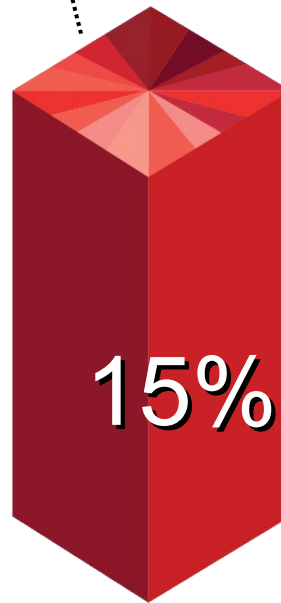- The rear view is your only view
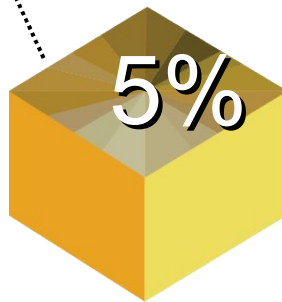
STEP 2:
Builder

- You have a view into current results and a little of what's driving them
- Results are shared with other teams within your department

STEP 3:
Leader

- Your VP sets the strategy
- Your department's metrics map to other departments metrics
- You look forward as much as you review the past

STEP 4:
Master

- Top-down goal setting
- Insights flow freely across divisions and departments.
- You allocate resources, minimize risk and maximize outcomes with equal ease and speed

5% **75%** **15%** **5%**
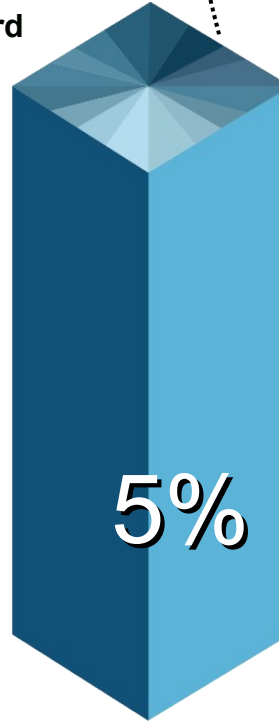
Manual, slow, error prone, cumbersome, fragmented
Data quality concerns

Automated, instant, accurate, seamless, converged
Data governance is in place

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The **IBM Business Analytics** platform

Business Analytics

Industry Solutions

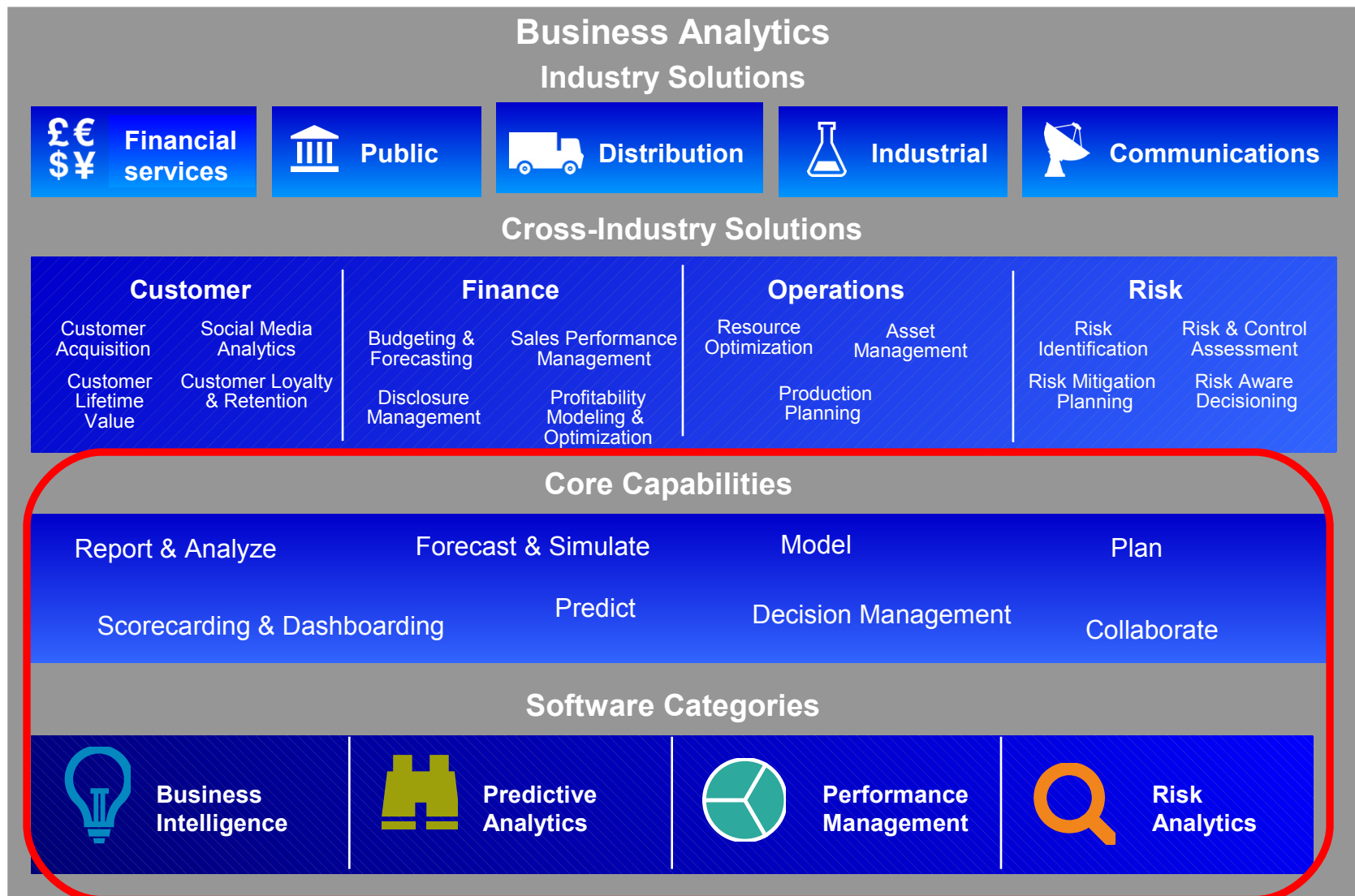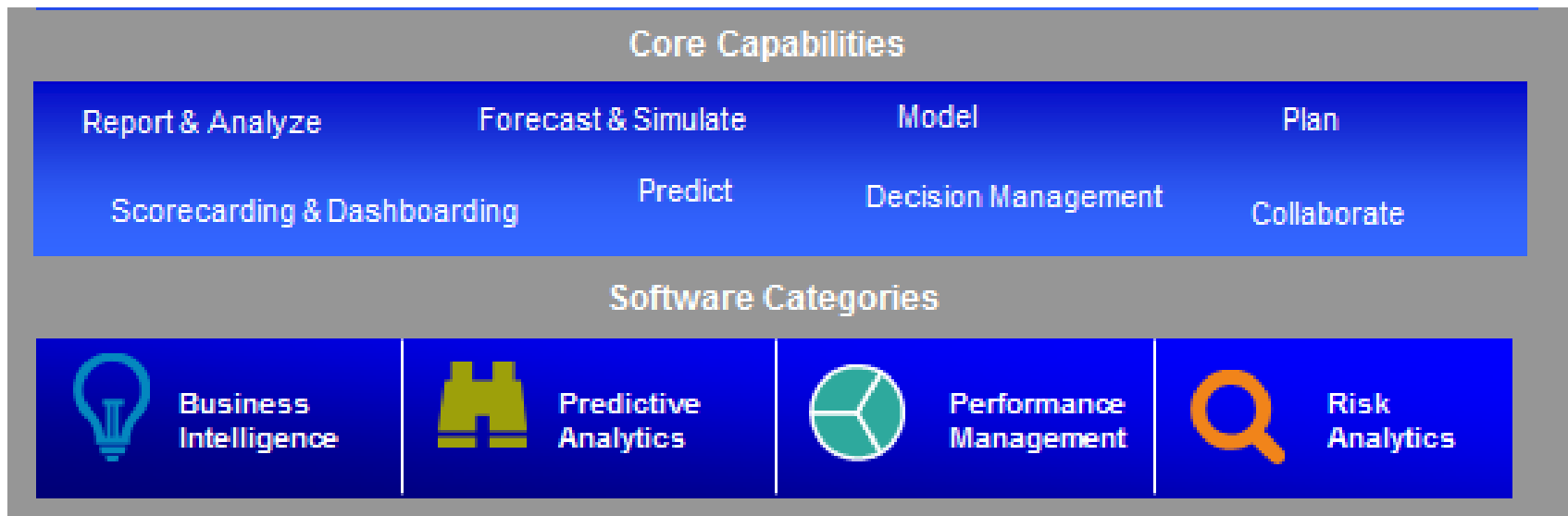| £€ $¥ Financial services | Public | Distribution | Industrial | Communications |

Cross-Industry Solutions

Customer	**Finance**	**Operations**	**Risk**
Customer Acquisition	Social Media Analytics	Budgeting & Forecasting	Sales Performance Management	Resource Optimization	Asset Management	Risk Identification	Risk & Control Assessment
Customer Lifetime Value	Customer Loyalty & Retention	Disclosure Management	Profitability Modeling & Optimization	Production Planning		Risk Mitigation Planning	Risk Aware Decisioning

Core Capabilities

Report & Analyze   Forecast & Simulate   Model   Plan

Scorecarding & Dashboarding   Predict   Decision Management   Collaborate

Software Categories

Business Intelligence   Predictive Analytics   Performance Management   Risk Analytics

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DEMO

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The Cognos 10 family

COGNOS ENTERPRISE

DEMO

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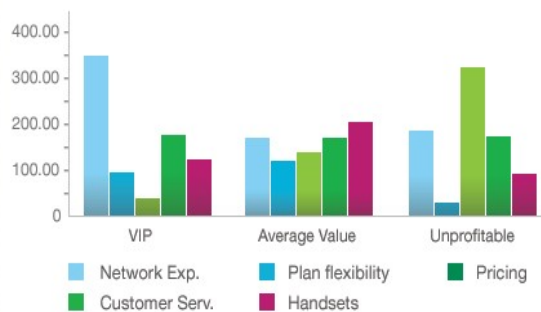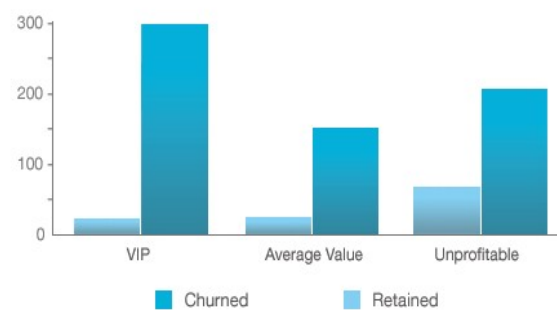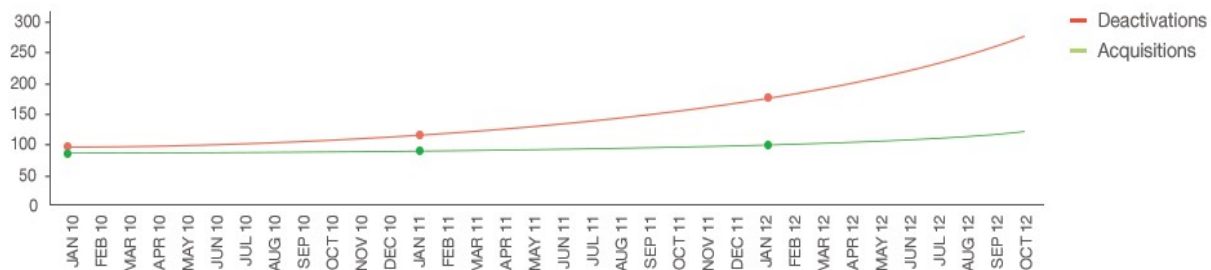
CFOs estimate

30-80%

Performance potential is lost due to
subpar performance management

CFO Executive Board 2011

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Meeting Priorities:
Tough for Finance

Slow

Manual

Disconnected

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New Innovations for Planning, Analysis & Forecasting

Improved, flexible solution design environment

Easily spans analytics
and planning requirements

Unrivaled performance at
high user and data scale

Breakthrough user experience
and analytic agility
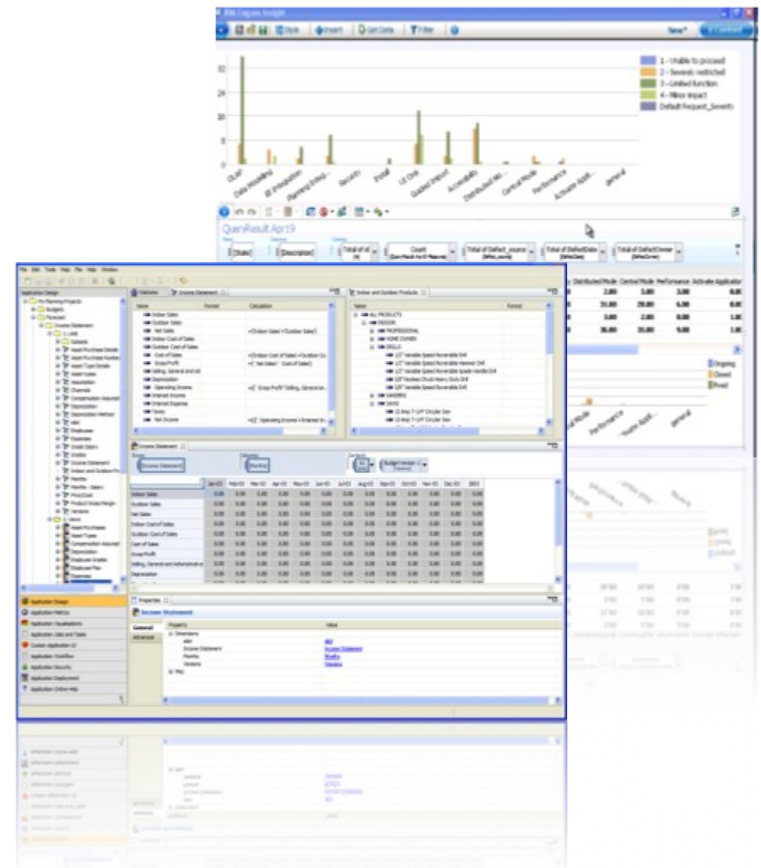
Narrative Reporting & Disclosure Management
Introducing IBM Cognos Disclosure Management

Load and leverage spreadsheets

Connect easily to all data

Design intelligent process and automation

Integrate numbers with narratives

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DECISION MANAGEMENT

DEMO

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5 keys

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