

Business Analytics Forum 2012

Inteligentne analizy. Inteligentne wyniki.



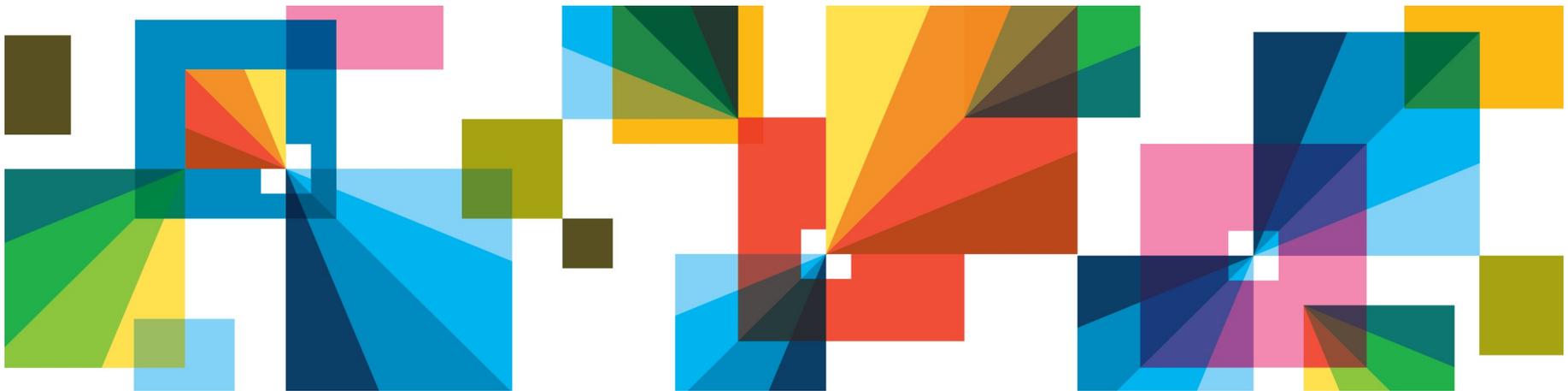
7 listopada, Warszawa

Hotel InterContinental, ul. Emilii Plater 49

IBM jako Partner w zarządzaniu informacją

Arkadiusz Wiśniewski, Business Analytics Leader

IBM Poland, Baltics & Central Europe



AGENDA

IBM JAKO PARTNER

IBM I ZARZĄDZANIE INFORMACJĄ

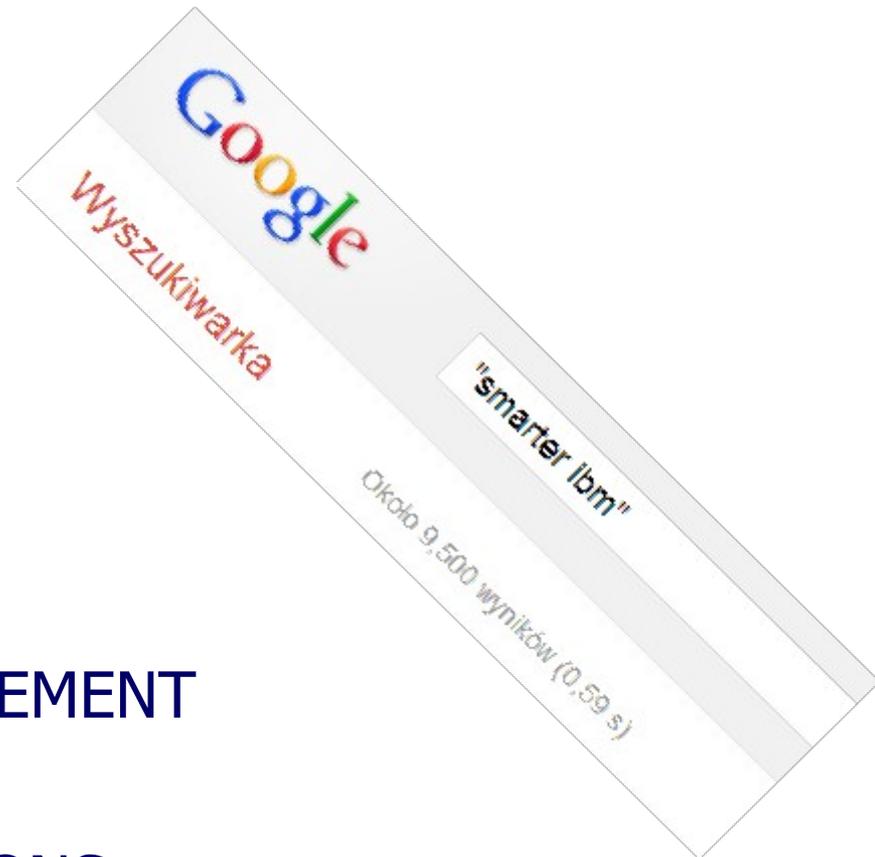
IBM BUSINESS ANALYTICS & OPTIMIZATION

IBM LIDER ROZWIĄZAŃ BUSINESS INTELLIGENCE

IBM I ANALITYKA BIZNESOWA W POLSCE

IBM dostarcza „SMARTER” produkty

- SMARTER PLANET
- SMARTER CITIES
- SMARTER COMMERCE
- SMARTER ANALYTICS
- SMARTER COMPUTING
- SMART GRID
- SMART CLOUD
- SMARTER WATER MANAGEMENT
- SMARTER BUILDING
- SMARTER COMMUNICATIONS
- SMARTER GOVERNMENT



IBM dostarcza „SMARTER” produkty

„SMART” oznacza:

1. elegancki
2. wytworny
3. szykowny
4. inteligentny
5. bystry
6. rozgarnięty
7. sprytny

IBM dostarcza „SMARTER” produkty

„SMART” NIE oznacza:

1. elegancki
2. wytworny
3. szykowny
4. inteligentny
5. bystry
6. rozgarnięty

7. sprytny

SPRYT
TO
WYGŁADZONA
FORMA
GŁUPOTY

IBM dostarcza „SMARTER” produkty

„SMART” oznacza:

1. elegancki
2. wytworny
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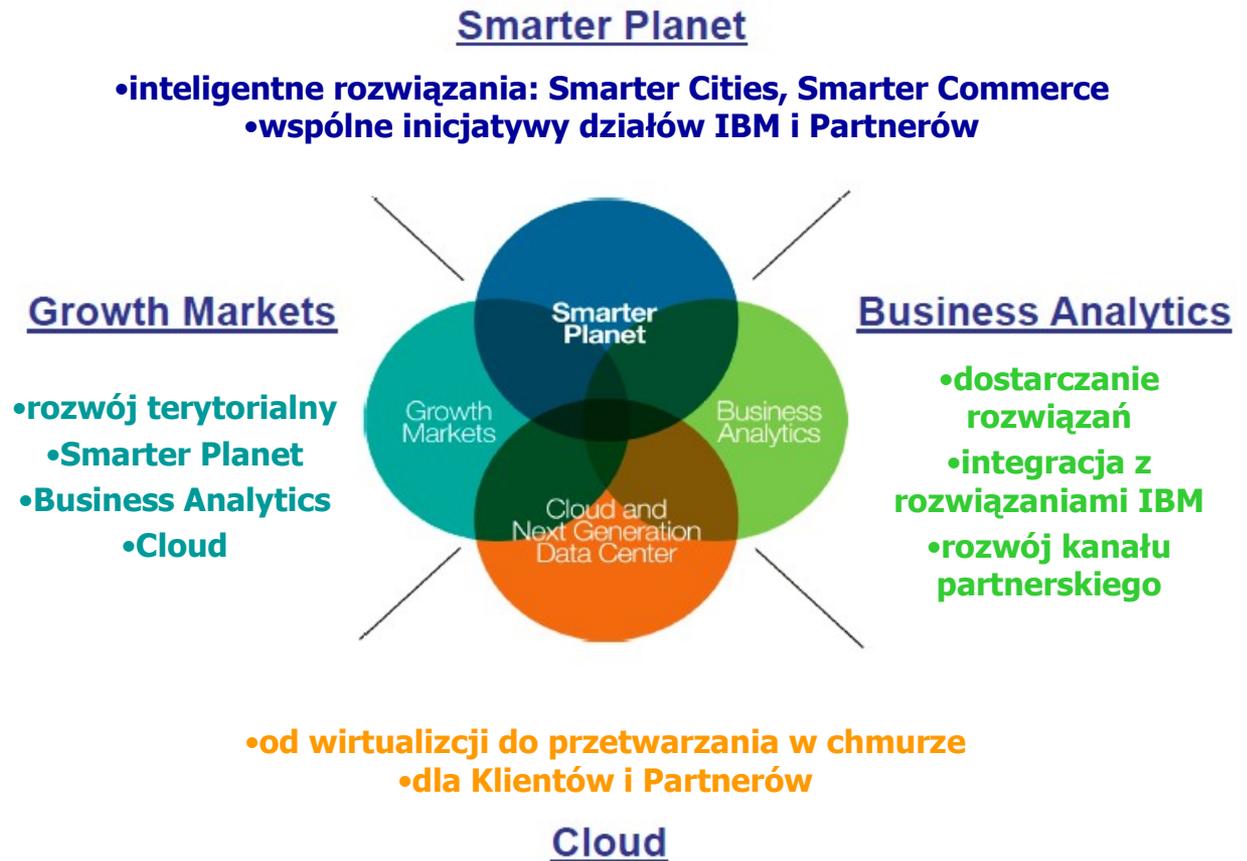
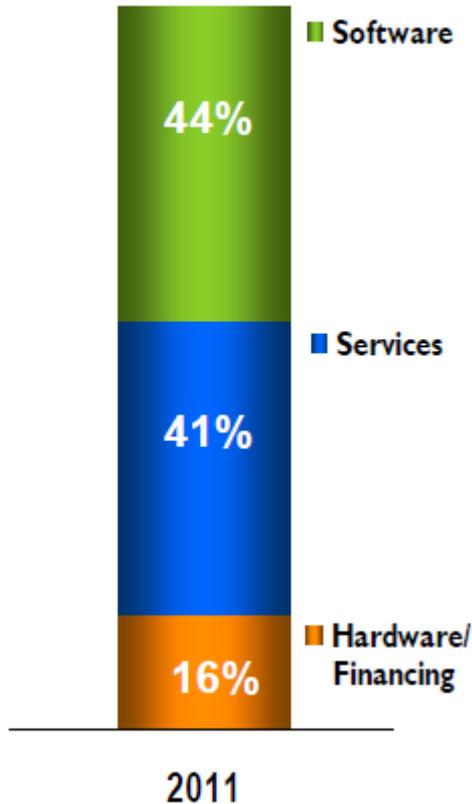
5. bystry
6. rozgarnięty
7. sprytny

**MĄDRY
ROZSĄDNY
ZDOLNY**

IBM JAKO PARTNER

IBM – kluczowe inicjatywy mapy drogowej 2015

*% of Segment Profit**



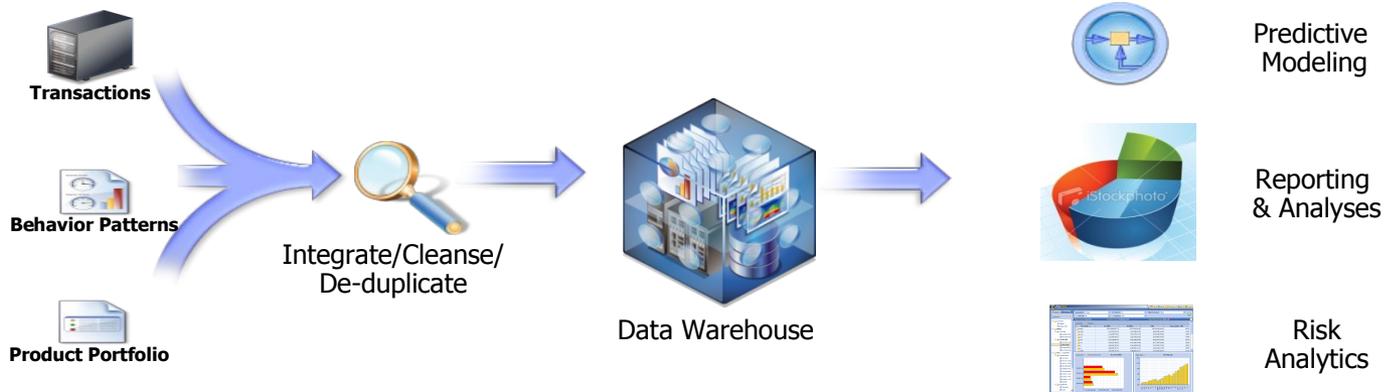
IBM I ZARZĄDZANIE INFORMACJĄ

IBM i zarządzanie informacją

UZYSKIWANIE WARTOŚCI Z DANYCH

INTEGRACJA DANYCH OFFLINE I ONLINE
 JAKOŚĆ DANYCH
 DANE MASTER
 PRZECHOWYWANIE DANYCH
 DEDYKOWANA HURTOWNIA DANYCH
 ARCHIWIZACJA DANYCH
 BEZPIECZEŃSTWO DANYCH
 BIG DATA
 HADOOP

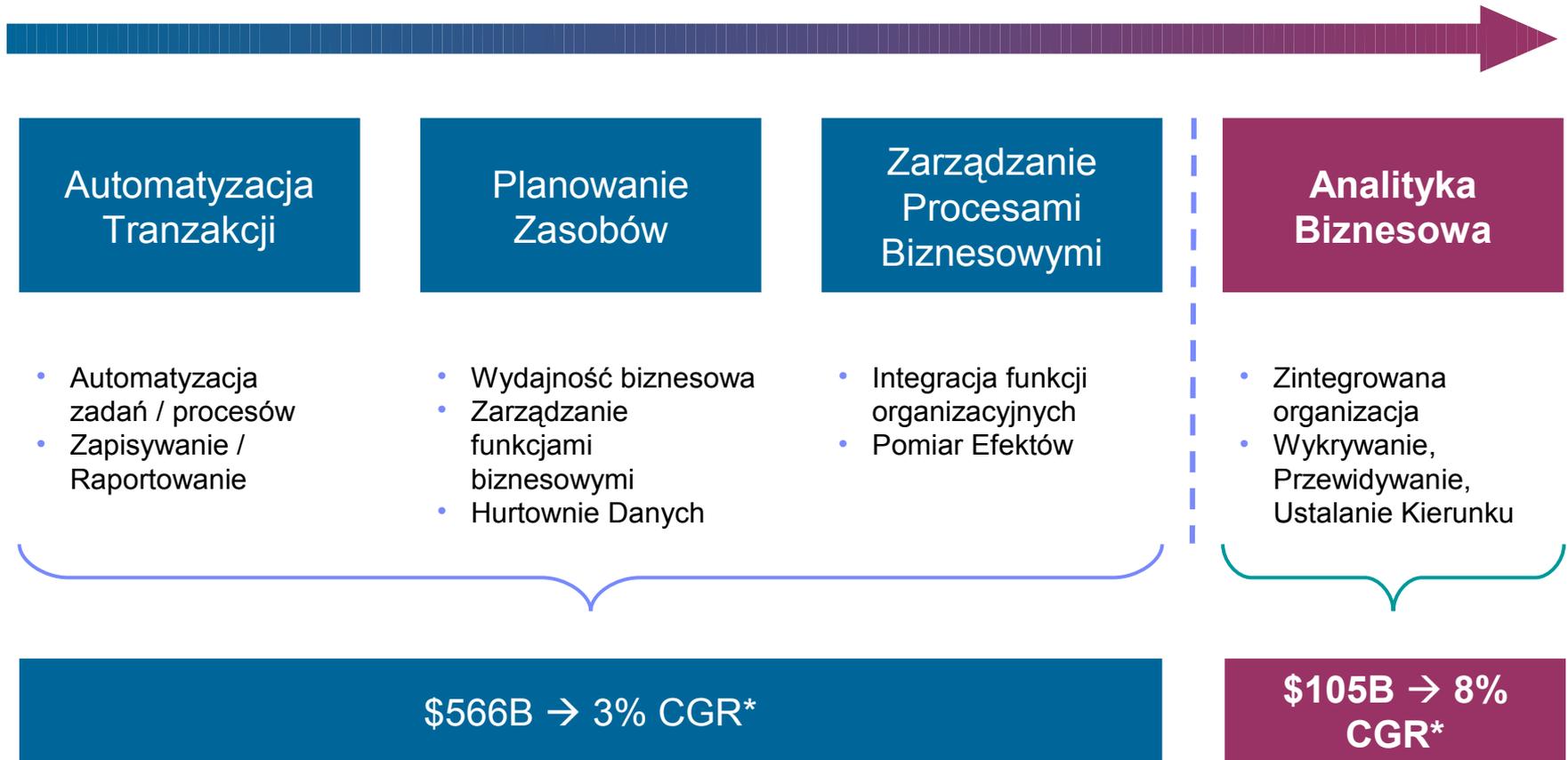
PLANOWANIE
 BUDŻETOWANIE
 RAPORTOWANIE
 RAPORTOWANIE NA GIEŁDĘ
 ANALIZY STATYSTYCZNE
 MODELOWANIE DATA MINING
 INTEGRACJA WYNIKÓW ANALITYKI
 ZARZĄDZANIE RYZYKIEM OPERACYJNYM
 ZARZĄDZANIE RYZYKIEM RYNKOWYM



TECHNOLOGIES, TOOLS, SOLUTIONS, BUSINESS ADVISORY, ARCHITECTURE ADVISORY, IMPLEMENTATION, POST PRODUCTION SUPPORT

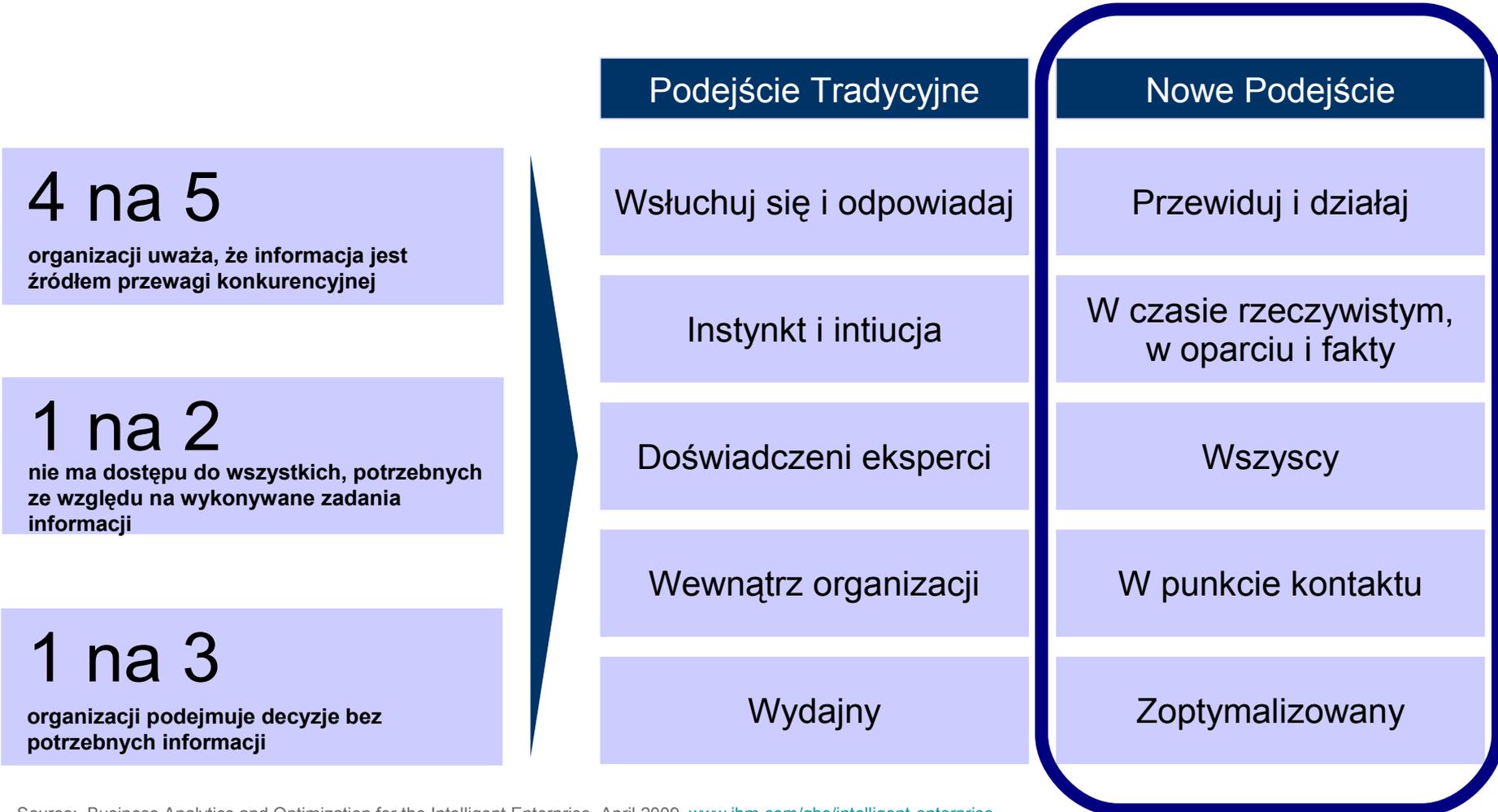
IBM I ANALITYKA BIZNESOWA

Analitka Biznesowa



Source: IBM Analysis on addressable market opportunity based on GMV 1H09 data; includes addressable Hardware, Software and Services opportunity. CGRs 2009-2012

Konkurowanie ANALITYKĄ



Source: Business Analytics and Optimization for the Intelligent Enterprise, April 2009. www.ibm.com/gbs/intelligent-enterprise

IBM Business Analytics

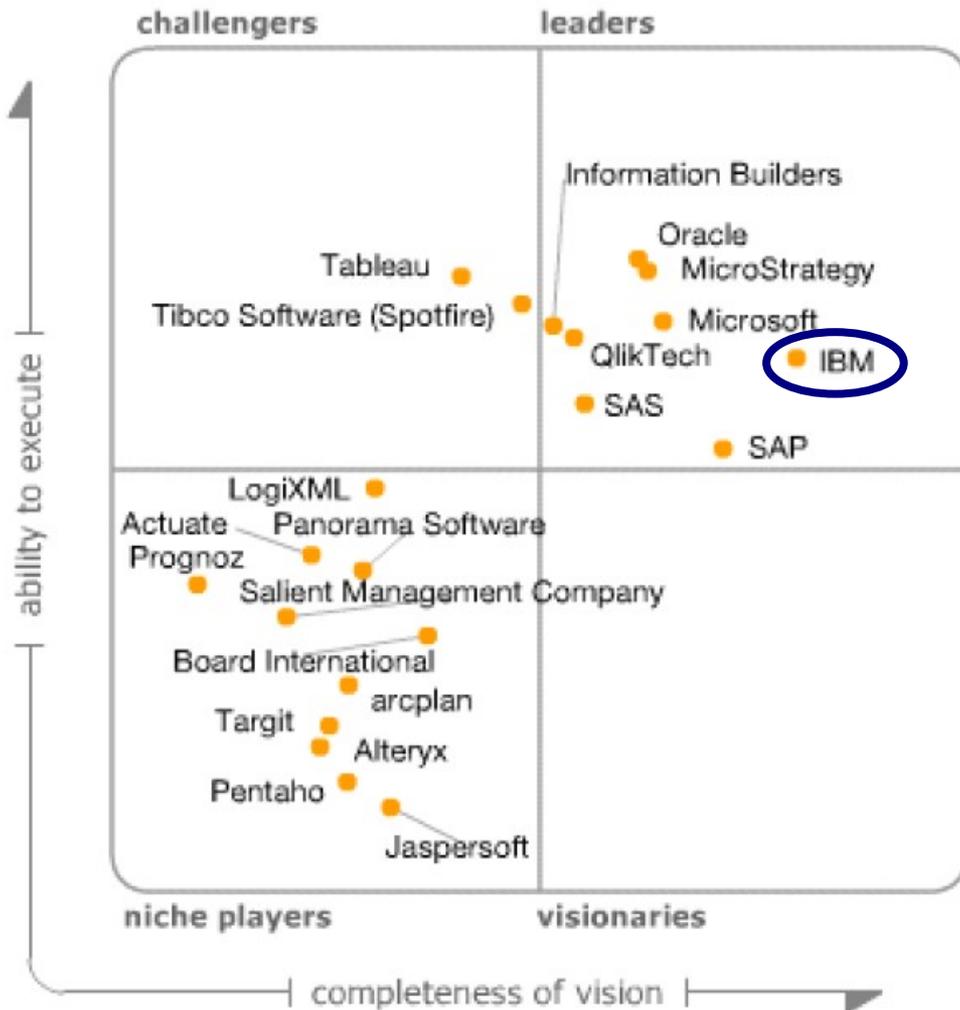
REPORTING&BUDGETING	PREDICTIVE ANALYTICS	RISK ANALYTICS
COGNOS BI COGNOS EXPRESS COGNOS INSIGHT COGNOS TM1 COGNOS FSR	SPSS Data Collection SPSS Statistics SPSS MODELLER SPSS CDS DECISION MANAGEMENT	ALGORITHMICS Actuarial and Financial Modeling Balance Sheet Risk Management Credit Lifecycle Management Credit Regulatory Capital Management Economic Capital and Solvency II Integrated Market and Credit Risk OPEN PAGES Operational Risk Management Policy & Compliance Management Internal Audit Management Financial Controls Management IT Risk & Compliance Management



TECHNOLOGIES, TOOLS, SOLUTIONS, BUSINESS ADVISORY, ARCHITECTURE ADVISORY, IMPLEMENTATION, POST PRODUCTION SUPPORT

IBM LIDER ROZWIĄZAŃ BUSINESS INTELLIGENCE

Gartner – magiczny kwadrat dostawców platform Business Intelligence



As of February 2012

IBM maintains its leading position on the Completeness of Vision axis for this year's Magic Quadrant. The company takes a holistic approach to what it calls Business Analytics and Optimization (BAO), combining comprehensive software, hardware and services in a coordinated market offering. IBM's business analytics software portfolio includes a unified BI, analytics and performance management platform, and is complemented by IBM information management software and appliances (Netezza, for example). Services are made up of a consulting line of nearly 9,000 people, which is a growing part of IBM Global Business Services (GBS). IBM can offer both a tools-based and/or a solution-driven offering, along with significant vertical expertise, to customers and prospects.

- In 4Q10, IBM introduced its latest business analytics platform, IBM Cognos 10. Throughout 2011, additional capabilities have been released and customer adoption has begun in earnest. Cognos 10 references who responded to this year's Magic Quadrant survey painted a very interesting snapshot — on average nearly 4,000 users, over 12 TB of data, broad functional use, and very high platform integration scores, all at or near the top of all ratings for all vendors in this report. Overall, Cognos 10 references were significantly more satisfied than Cognos 8 customers, who were the majority of IBM's survey respondents. While some indicated that upgrading from Cognos 8 to Cognos 10 had some complexity, the majority rated it as straightforward or very straightforward. This bodes well for IBM's future ability to execute, providing the firm delivers superior service and support and problem-free software.

- The average tenure of IBM respondents was seven years, second highest of all vendors in this survey. Gartner often hears this long-standing customer commitment in inquiry, and this represents a strong customer loyalty factor. This year, less than 7% of references noted that they are planning to discontinue use of the software in the next three years (or are considering doing so), which is significantly lower than last year's result.

- Advanced analytics is a particular IBM strength. The company's SPSS software continues to advance nicely, readily allowing IBM to bid for predictive analytics and statistical use cases. Customers rated IBM's predictive capabilities in the top quartile of all vendors. A secret weapon at IBM's disposal — IBM Research — delivers another level of research and development prowess to the overall IBM value proposition. For example, Watson, the Deep Question and Answer system that interprets natural language and scores possible answers based on probability, is a visible example of IBM Research at work. While not a part of the Cognos 10 platform, it demonstrates the depth and breadth that IBM can bring to clients' advanced analytic scenarios.

- The top reasons why customers select IBM are functionality, ease of use for end users, and data access and integration. IBM's road map and future vision weighed heavily in reference decisions. In 2011, IBM delivered a new Cognos 10 mobile application for the iPad that is included free in existing user roles. In early 2012 the company will introduce Cognos Insight, a personal, desktop BI product that enables independent discovery and "what if" modeling, while also providing full interoperability with the larger workgroup and enterprise solutions.

Gartner – magiczny kwadrat firm wdrażających Business Intelligence oraz Performance Management

Magic Quadrant for Global Business Intelligence and Performance Management Service Providers

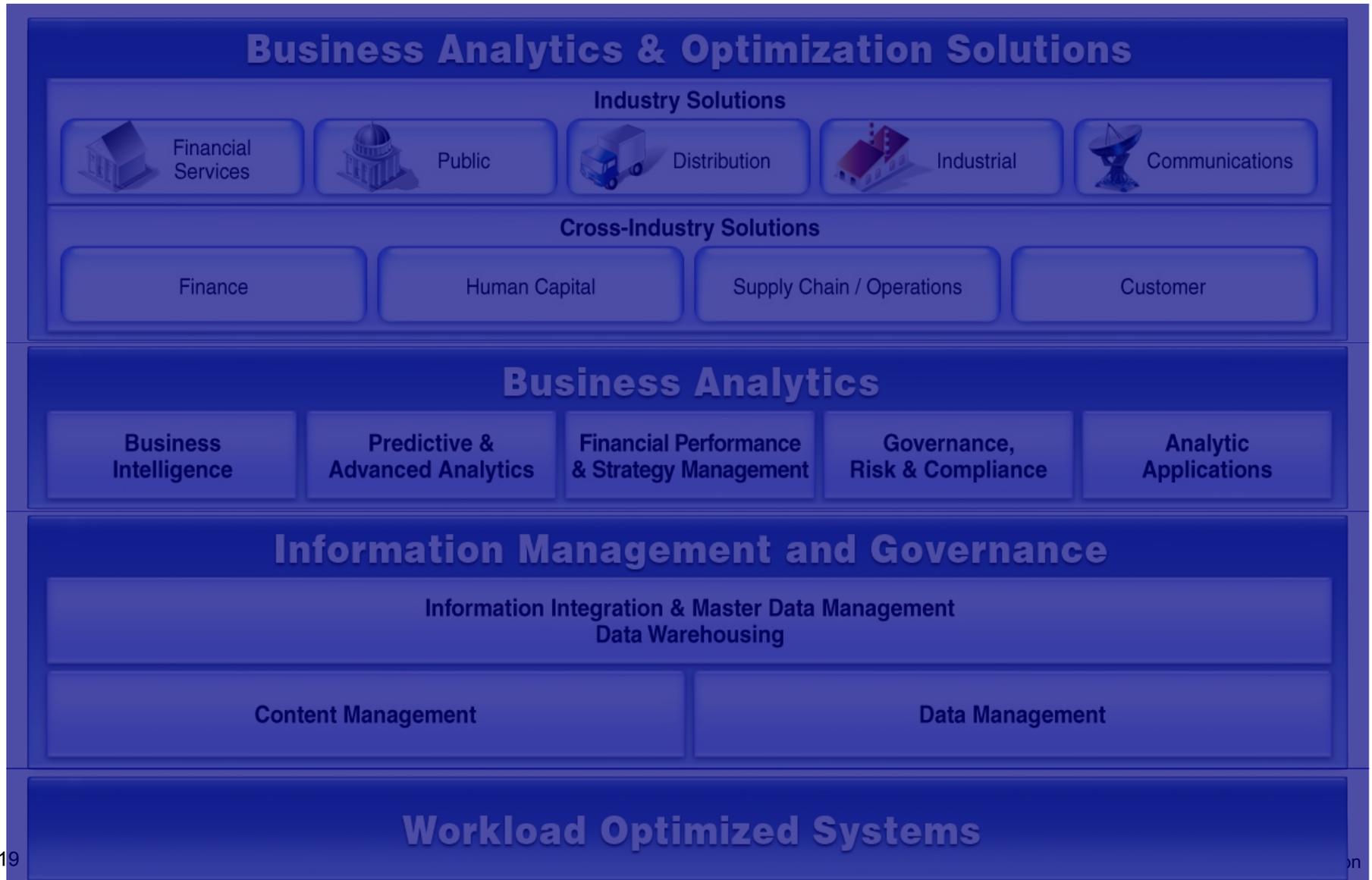


Source: Gartner “Magic Quadrant for Global Business Intelligence and Performance Management Service Providers”
 Alex Soejarto, Neil Chandler 27 January 2011

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IBM I ANALITYKA BIZNESOWA W POLSCE

Analityka biznesowa w Polsce



Partnerzy Business Analytics w Polsce



PARTNERZY BIZNES ANALYTICS

- incube** corporate performance leaders
- IBM Global Business Services**
The right consulting partner to thrive in a complex world
- Mineral Midrange**
- infar** Your IT partner
- Qumak - Sekom SA**
- CONSORG**
- s&t**
- We make IT JCommerce**
- VALUE TANK**

Klienci Business Analytics w Polsce



IBM jako partner w zarządzaniu informacją

KOMPLEKSOWE ROZWIĄZANIA

NAJBARDZIEJ WIZJONERSKA PLATFORMA BI

ANALITYKA BIZNESOWA – STRATEGICZNA INICJATYWA

MOŻLIWOŚCI WDROŻENIOWE

MAMY ZADOWOLONÝCH KLIENTÓW

ROZWIJAMY SIĘ NAJSZYBCIEJ W CEE

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