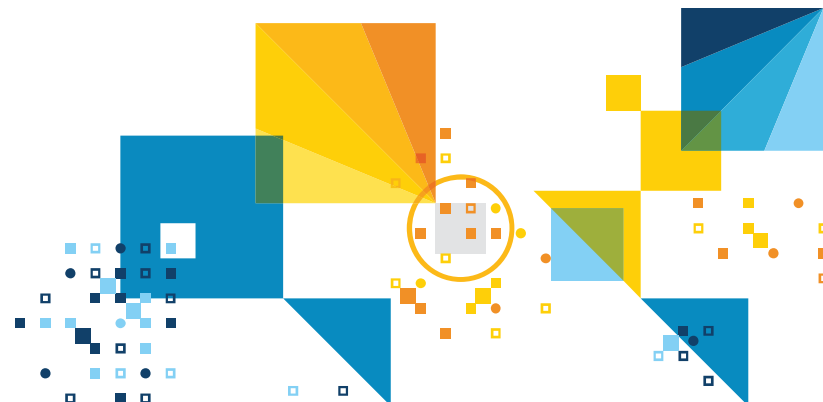


David Christopher Morton – IBM Analytic Solutions

20 June 2016

Steering Business Performance in the Cognitive Era



Disruption is upon us



○ The worlds largest
Taxi company...

● Owns no vehicles.



○ The worlds largest
accommodation company...

● Owns no real estate.



○ The worlds largest
Retailer...

● Carries no inventory.





○ The worlds largest
Media company...


● Creates no content.


The technologies that CxOs expect to revolutionize business tomorrow are already in play today


- Cloud computing**
 By 2018, 50% of the applications running in public cloud environments will be considered mission-critical.²



- Mobile enterprise**
 By 2018, 5 million people will have enterprise-confidential information on their smart watches.²


- Big data**
 The digital universe will grow to 1.8 zettabytes (ZB) in 2011, up 47 percent from 2010 and rocketing toward more than 7 ZB by 2015.³


- Next-generation analytics**
 "By 2020, predictive and prescriptive analytics will attract 40% of enterprises' net-new investment in business intelligence and analytics".²


- Social business**
 Content collaboration in the public cloud is expected to experience a strong CAGR of 23.1%, while on-premises growth is flat at 0.8%.³


- Security**
 Security has emerged to become the top risk.¹



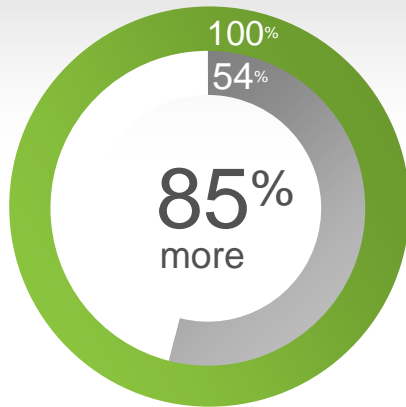
“The most unpredictable external force impacting our business right now is disruptive innovation: it totally changes the rules of the game”

CFO
 Consumer Products
 China

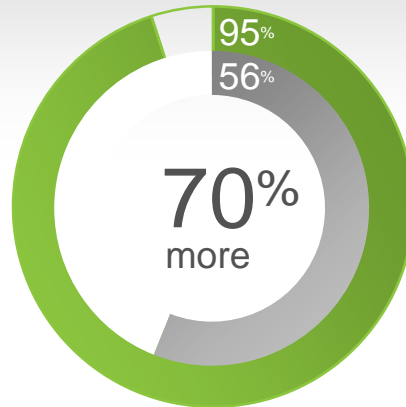
¹ IBM 2016 C-Suite Study.
² Gartner
³ IDC

Performance Accelerators have superior planning and performance measurement capabilities

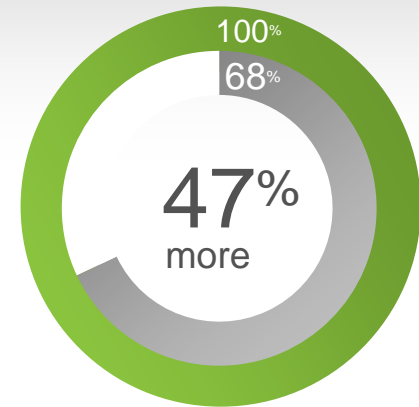
Areas of effectiveness in organization



Integrate financial planning with strategic and operational planning



Optimize planning, budgeting and forecasting

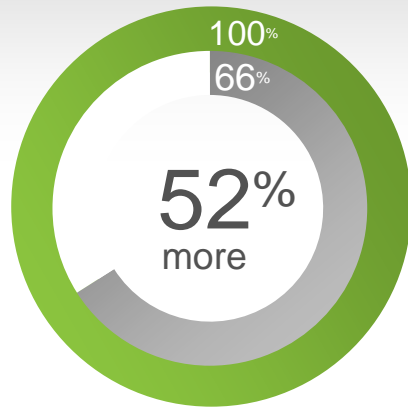


Measure/monitor business performance

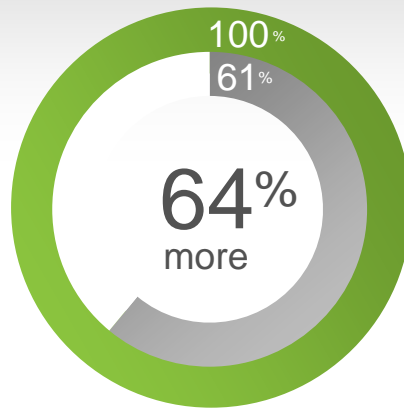
● Performance Accelerators ● Other finance teams

Performance Accelerators also use analytics more extensively to plan for the future and reduce risk

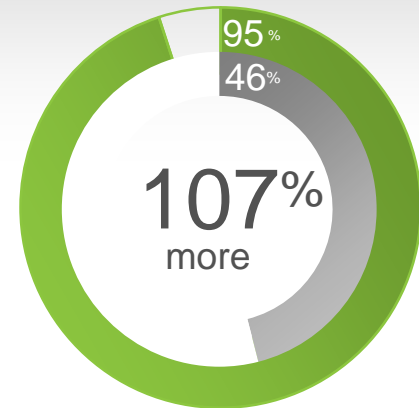
Areas where predictive analytics applied



Financial planning



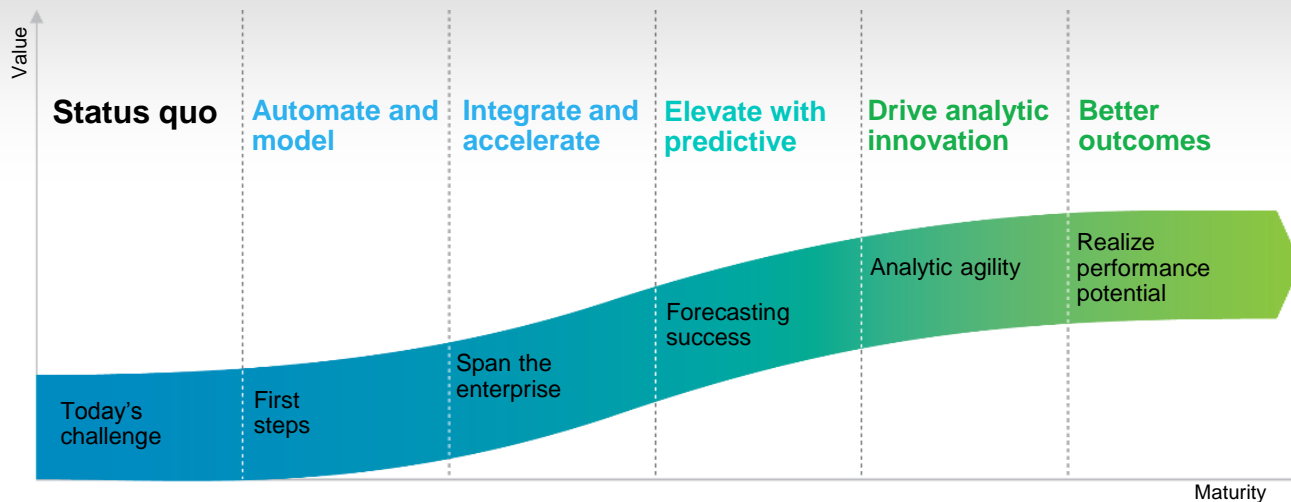
Revenue forecasting



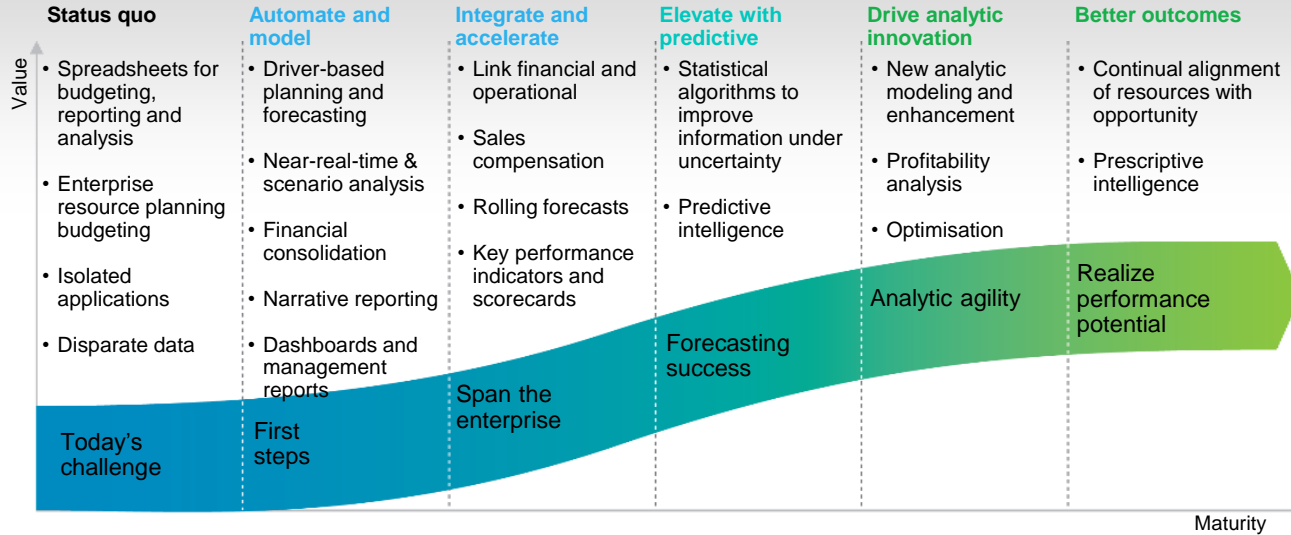
Risk management

● Performance Accelerators ● Other finance teams

The Analytics Maturity Curve



The Analytics Maturity Curve



From invoice **data**, to number of projects and phone calls received, Mueller was able to consistently produce highly accurate revenue forecasts, more **quickly** and easily.

“... it really sparks new ideas and ‘**what-if**’ questions.”

“Before... we used a basic formula to gauge and **forecast** revenue...”



- Demand planning with IBM Cognos **TM1**, IBM Cognos **BI**, and IBM **SPSS** Modeler
- From intuition to **data driven** analytics process
- Highly accurate **demand forecast** using a predictive model
- Manual inefficiencies and inconsistencies to accurate and **fully automated**
- Leverages **predictive analytics** with multiple data inputs to drive more accurate forecast



QueBIT®



Become a Performance Accelerator



Speed: Move at Cloud Speed



Agility: Connect Finance & Operations



Foresight: Deliver Insight & Foresight from Data

Speed – Agility – Foresight



User Experience



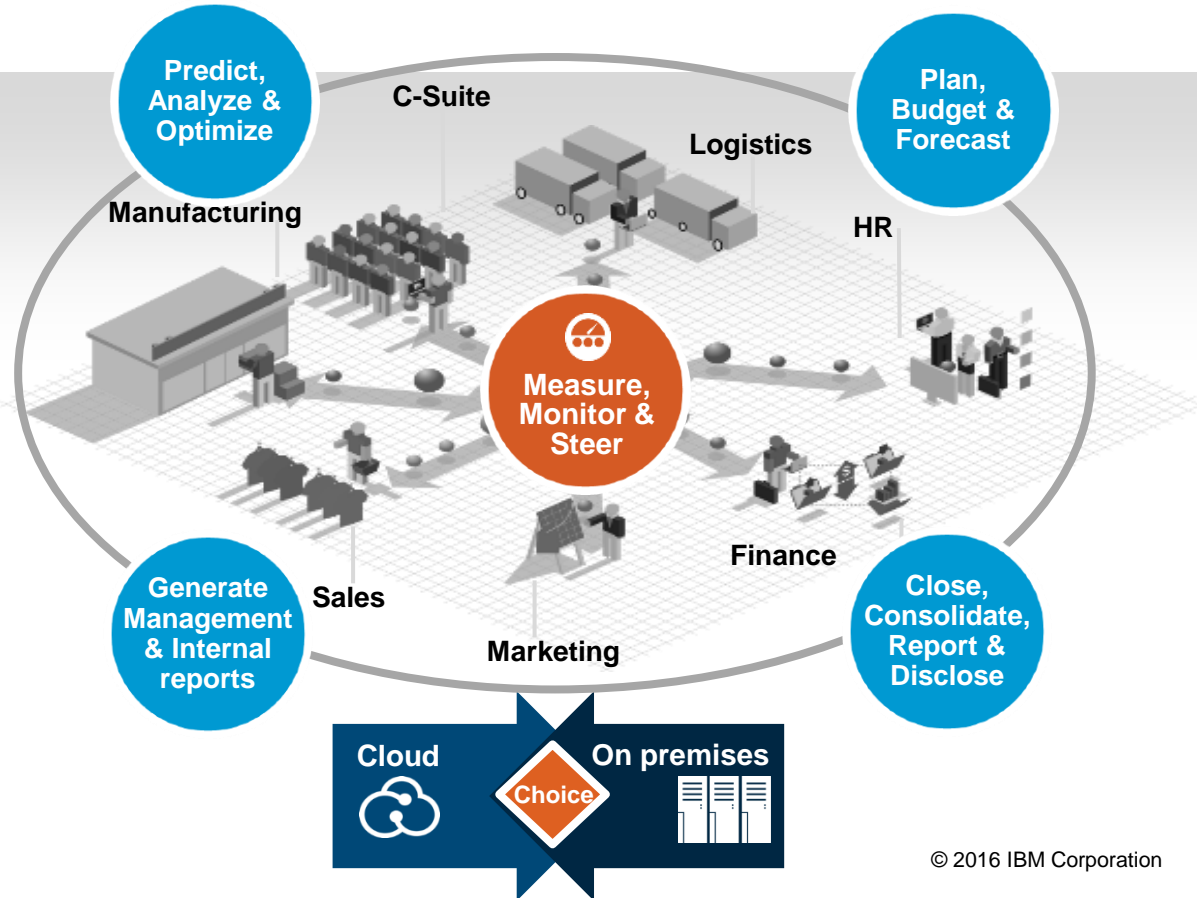
Advanced Analytics



Leverage all Data



Solution Accelerators



Demonstration

The screenshot displays the IBM Planning Analytics dashboard. At the top, a navigation bar includes a 'Welcome' message, a user profile for 'Silvia Marcovici', and a 'Hide panel' option. The main header features three sections: 'Planning Analytics' with a circular icon and a 'Play Video' button; 'Report' with a left-pointing arrow icon and the text 'Build dashboards and Distribute results.'; and 'Explore and Predict' with a sun icon and the text 'Ask Questions, Discover Patterns and find Insights.' Below the header is a search bar and navigation controls for 'Add', 'Filter', and 'Sort'. The main content area shows a grid of four 'PLANNING ANALYTICS BOOK' cards under the 'Personal' tab. The cards are titled 'Smartco Planning', 'Product Profitability', 'Customer Profitability', and 'Campaign Analysis', each with a date from October 2015. The Windows taskbar at the bottom shows the system clock at 12:18 and various application icons.

Speed – Agility – Foresight



User Experience



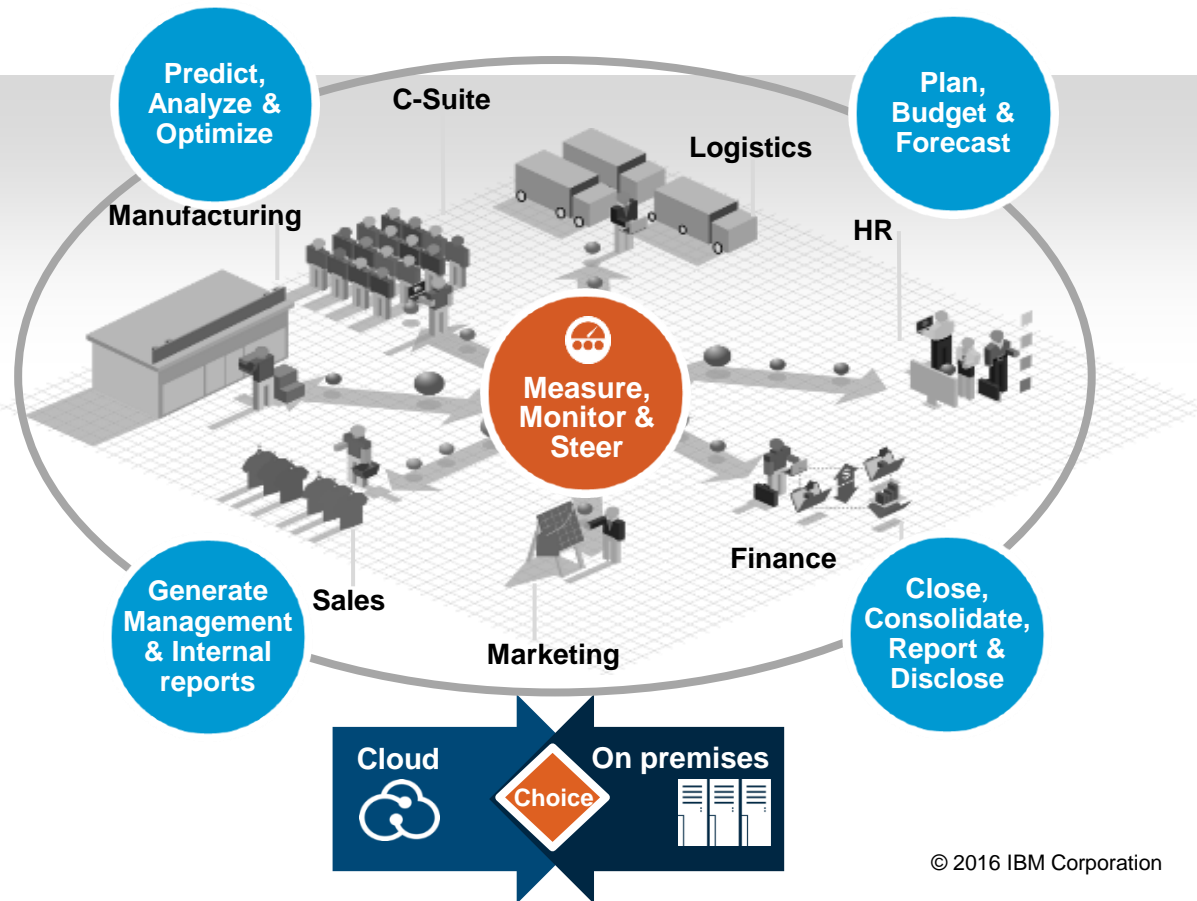
Advanced Analytics



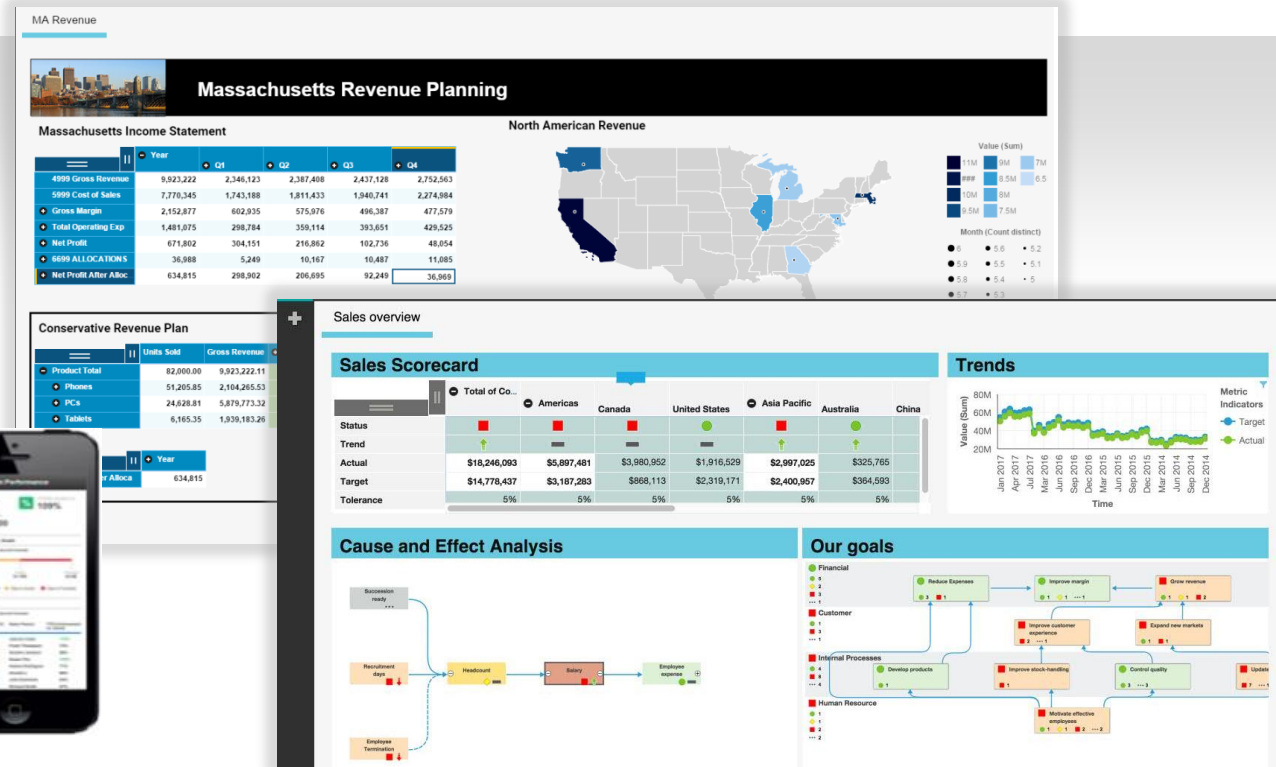
Leverage all Data



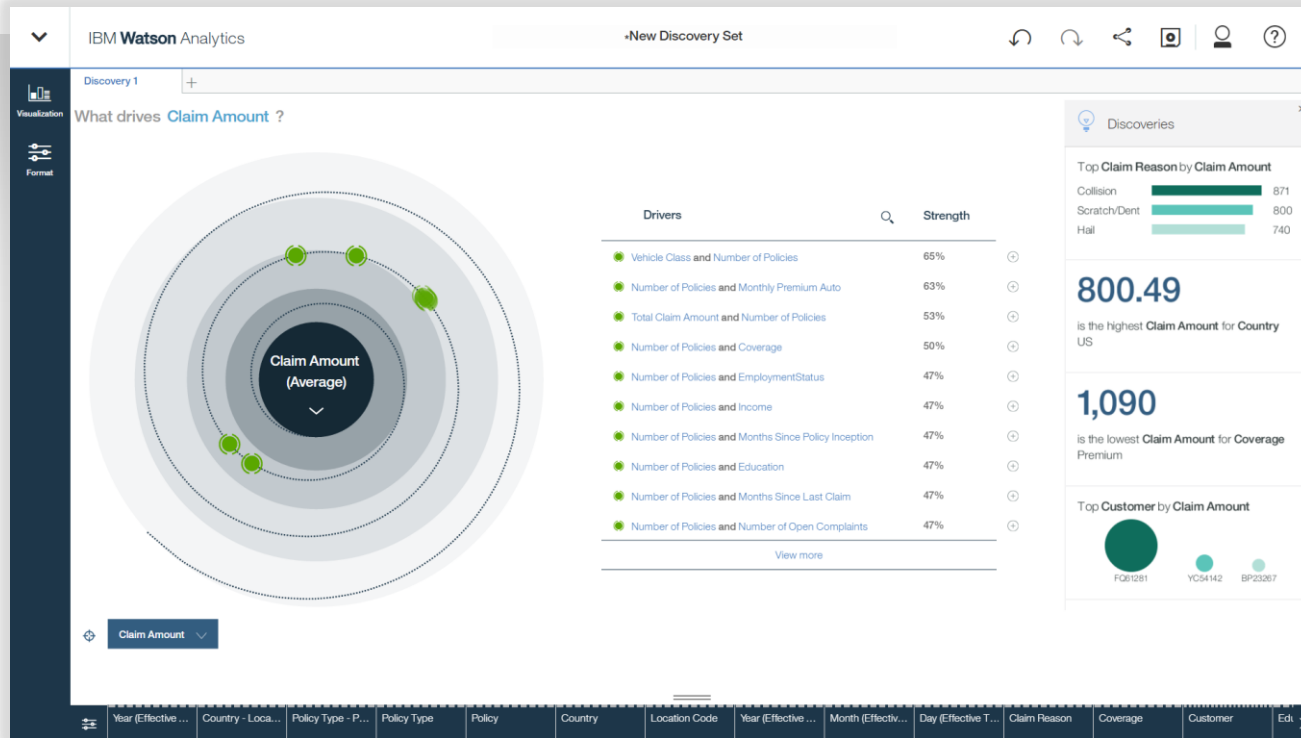
Solution Accelerators



Engage all the right people as frequently as needed



Uncover new insights into business drivers automatically from data



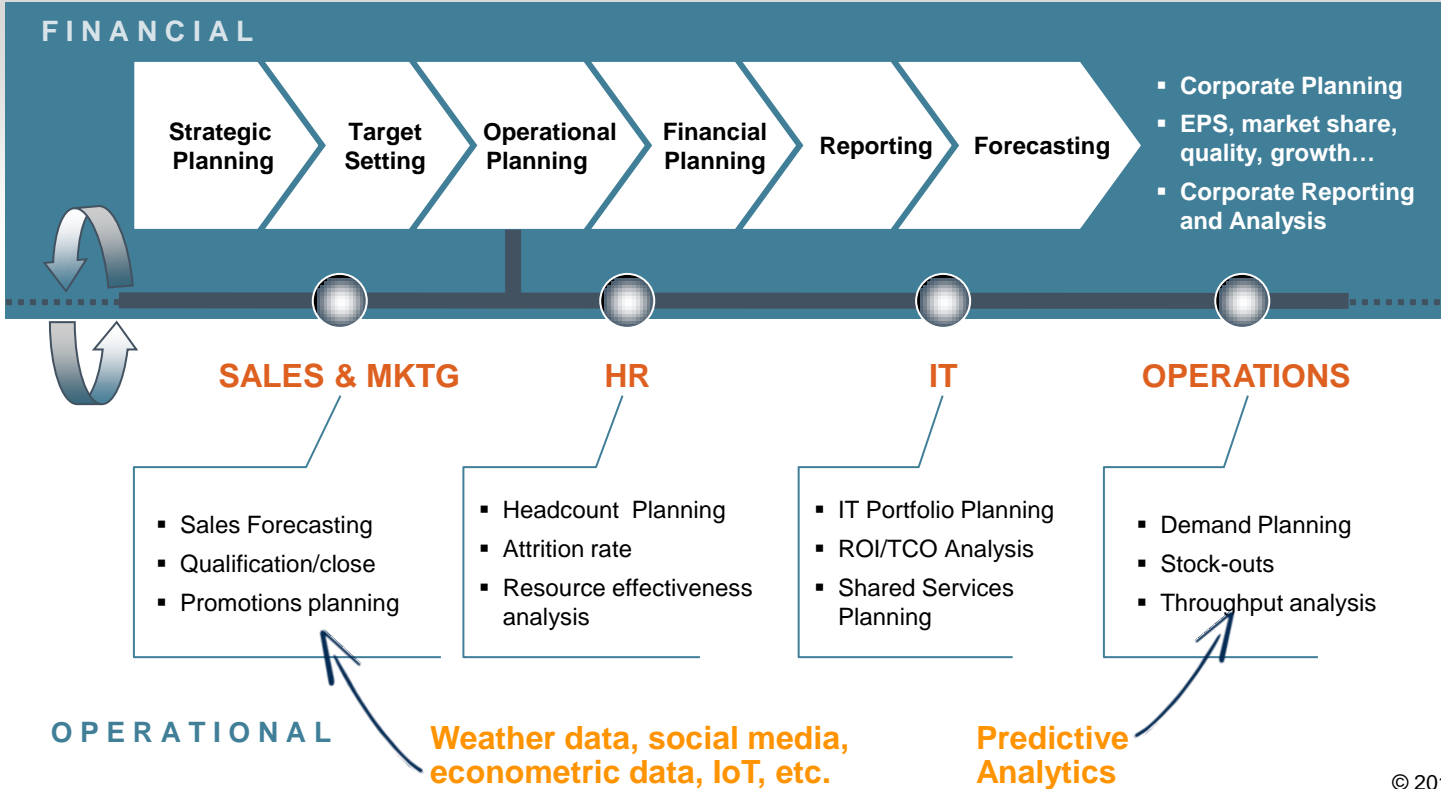
Assemble management and performance reports rapidly



- Daily, weekly, monthly and quarterly board books and presentations
- C-suite and board packages
- Performance reporting

- Save hundreds of hours / year
- Reduce errors
- Accelerate understanding

Align financial plans with corporate objectives linked to operating plans and market events



Solution accelerators available on IBM Marketplace

- Quick starts
- Business Partners
- IBM developed

ibm.biz/fopmcollection

The screenshot displays the IBM Marketplace website interface. At the top, the IBM logo is on the left, and the page number '35' is on the right. Below the logo, a navigation bar lists categories: Marketplace, Cloud, Cognitive, Data & Analytics, Mobile, Security, IT Infrastructure, and Enterprise & Business Solutions. The main content area features a purple header with the text 'Marketplace > Analytics for finance and operations >'. The central headline reads 'Financial and operational performance management: Analytics solutions for you', followed by the subtext 'A collection of solutions by IBM and its partners'. A white box contains a line graph icon and the text: 'We've curated an essential collection of solutions to expand your use of financial performance management tools and manage everything from expense planning to sales and operational planning. These solutions work together or separately and scale to meet your needs as you grow.' Below this box is a link: 'Browse all solutions in this collection:'. On the right side of the page, there is a vertical button labeled 'Talk to an expert'.

Free Trial – Try it!

IBM

Search IBM Marketplace

Marketplace Cloud Cognitive Data & Analytics Mobile Security IT Infrastructure Enterprise & Business Solutions

Planning and analytics

IBM Planning Analytics

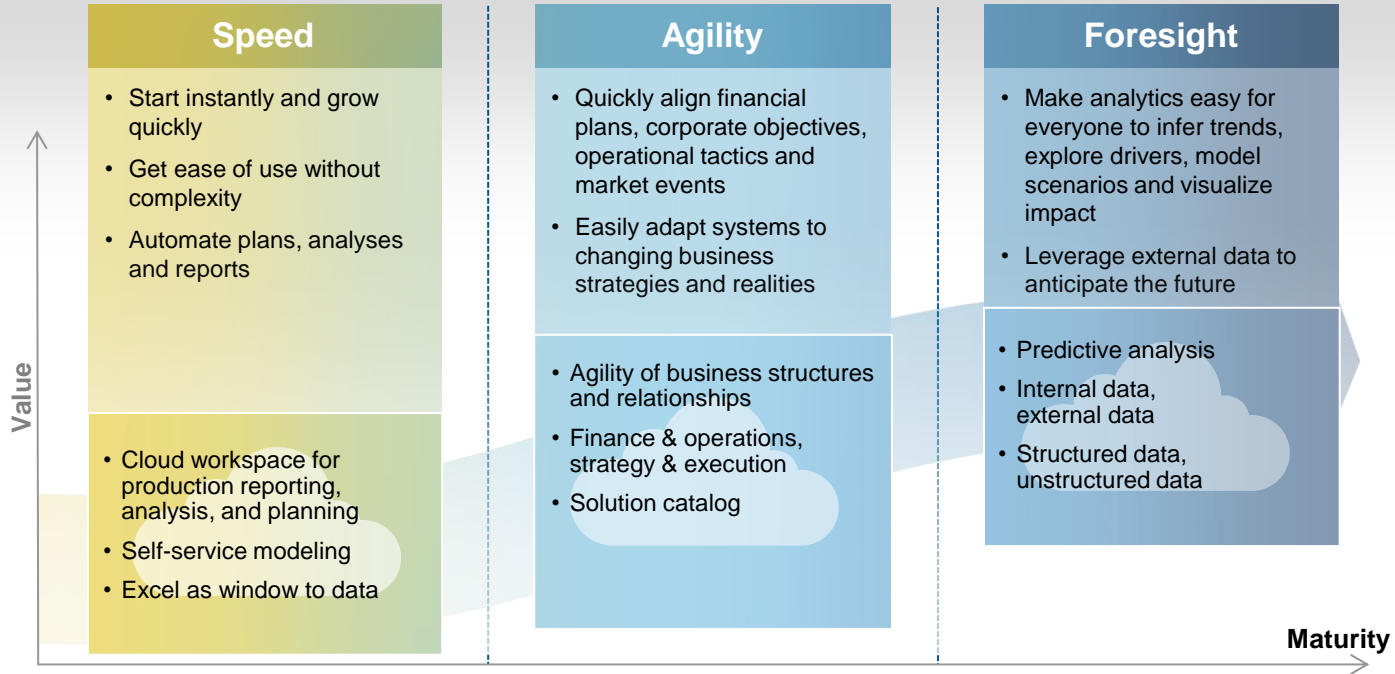
Sign up for the new trial powered by IBM Planning Analytics self-service technical preview.

Free trial

ibm.com/planning

Talk to an expert

With IBM start smart and grow the distance





Thank you for your time today.

Trademarks and notes

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June 2016

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