

# Know the Future:

Be a Predictive Enterprise with IBM Connectivity and Integration

Anthony O'Dowd  
odowda@uk.ibm.com



# Why Become a Predictive Enterprise?

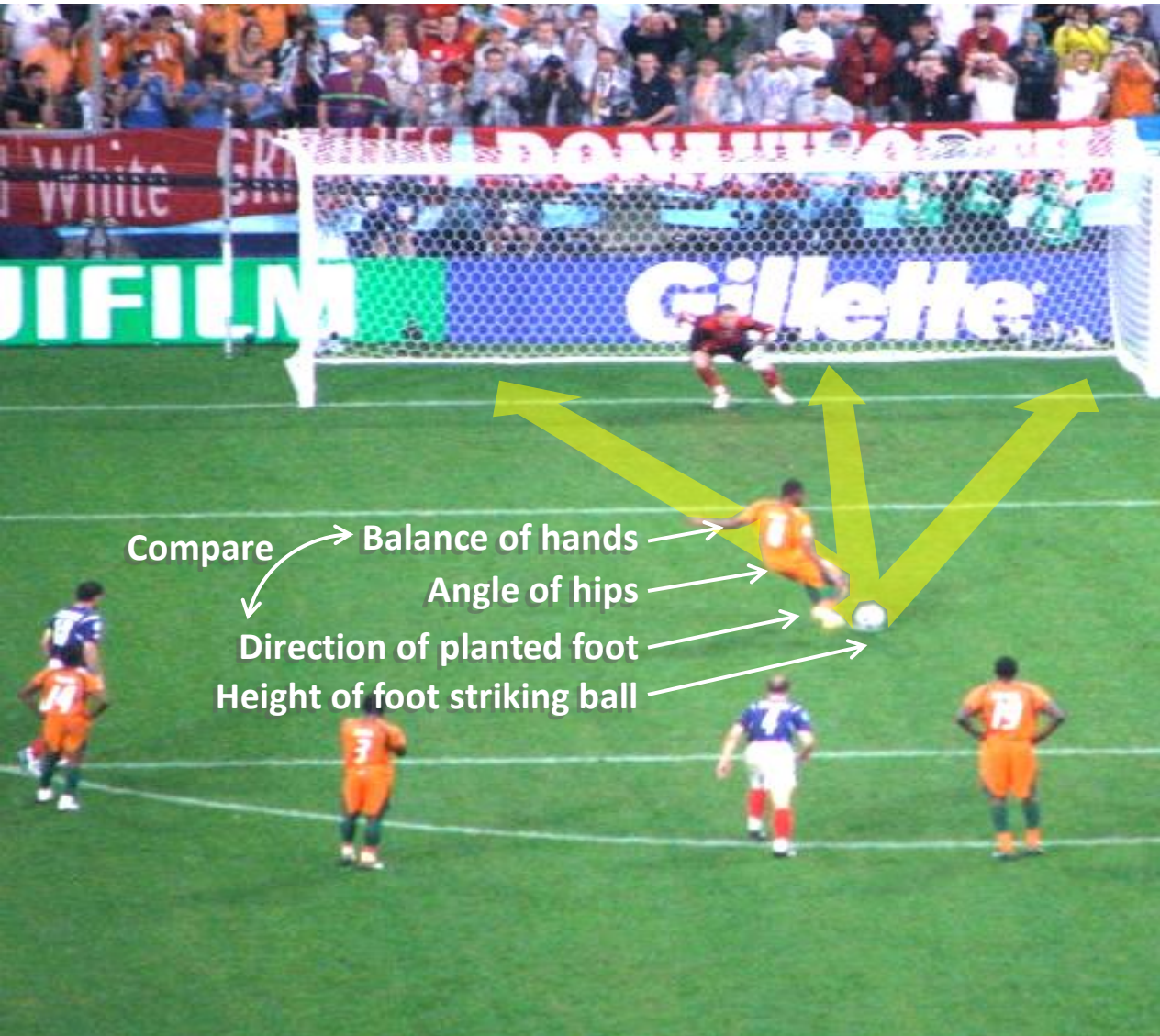


**Penalty takers  
are successful  
about 80% of  
the time**



<http://news.discovery.com/human/penalty-kicks-world-cup.html>

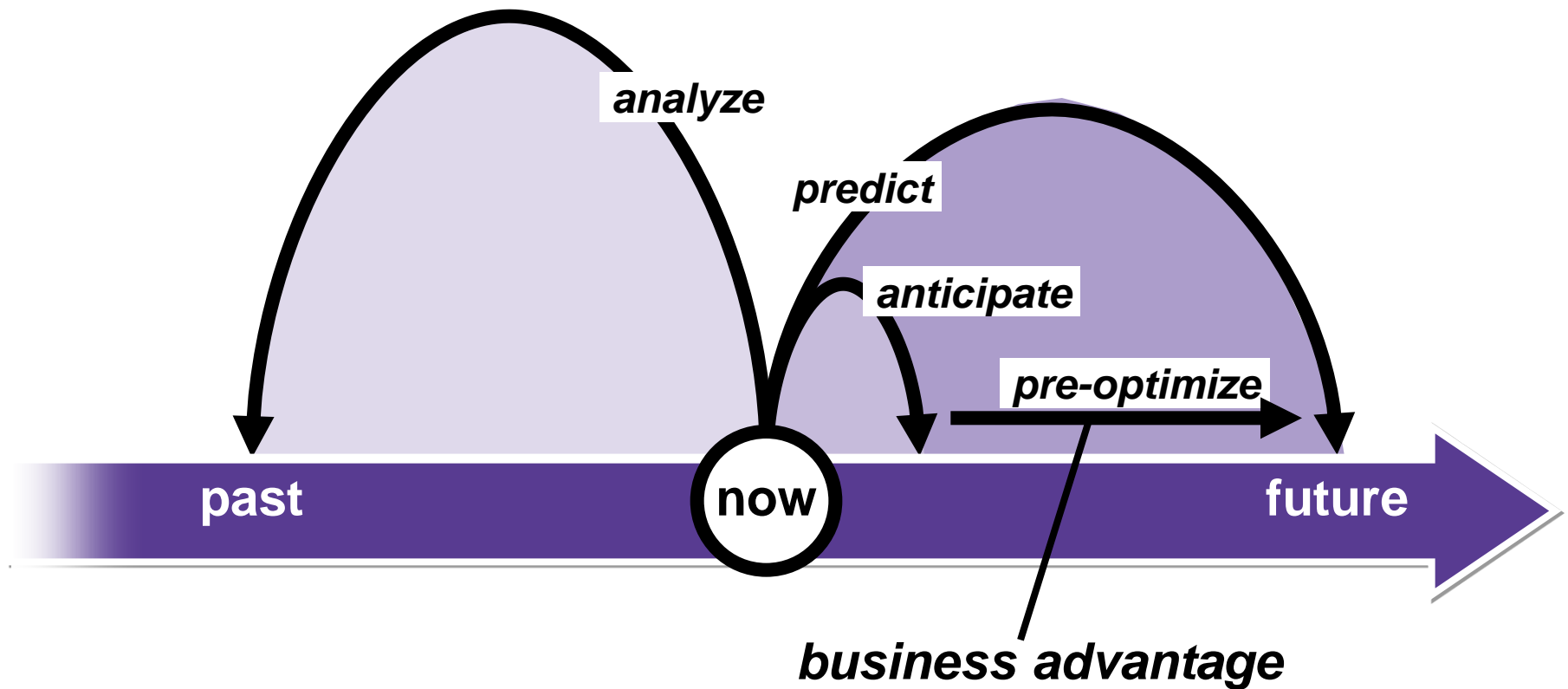
# What if you could foresee the outcome?



<http://news.rpi.edu/update.do>

# What is a Predictive Enterprise?

Organisation that compares **what is happening right now** with **past experience** to **predict the future** so that it can **anticipate** the changes needed to **proactively optimize** the business



# Examples of Predictive Enterprises



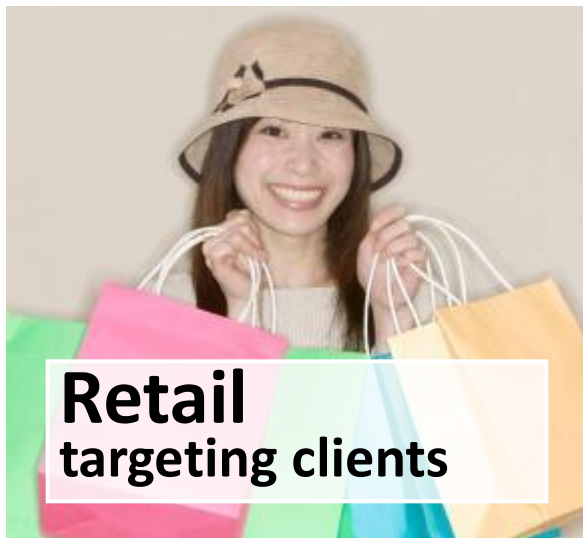
**Telco**  
customer churn



**Banking**  
account fraud



**Insurance**  
managing risk



**Retail**  
targeting clients



**Healthcare**  
resource utilization



**Public sector**  
traffic congestion

# 4 Reasons to become a Predictive Enterprise

## 1 Stay Competitive

- Exceed reactive competitors
- Superior customer service
- Pro-active supply chain

## 2 Manage Risk

- Avoid non-compliance and fraud
- Adapt in time to reduce risks
- Reduce unnecessary costs

## 3 Grow Revenue

- Discover emerging opportunities
- Pre-empt trends in demand
- Better targeting of offers

## 4 Better Decisions

- Improve on intuition with real data
- Empower decision makers
- Gain fresh insights

# Predictive Enterprise is a game changer

- Not just about fast reactions – but leverages unique insights based on your treasure trove of data

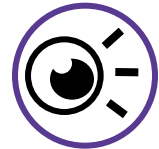
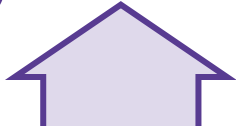
	Sense and Respond	Predictive Enterprise
<i>Outcome for business</i>	Reactive	Proactive
<i>Business value based on</i>	Reaction speed	Your unique insights
<i>Competitive advantage</i>	Responding faster than competitors	Being able to optimize the business beforehand
<i>Bases action on</i>	Reacting to pre-defined events	Insights based on real-time events + historic data
<i>Response time</i>	2 seconds after	Before it happens

# What's needed to be a Predictive Enterprise

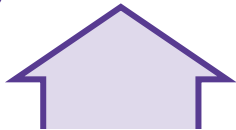
*Applying the capabilities of a smarter planet*



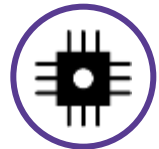
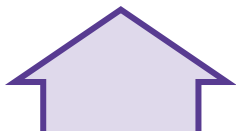
**Enable** business to proactively optimize



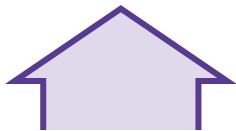
**Anticipate** most likely outcome



**Access** all relevant information



**Sense** what is happening right now

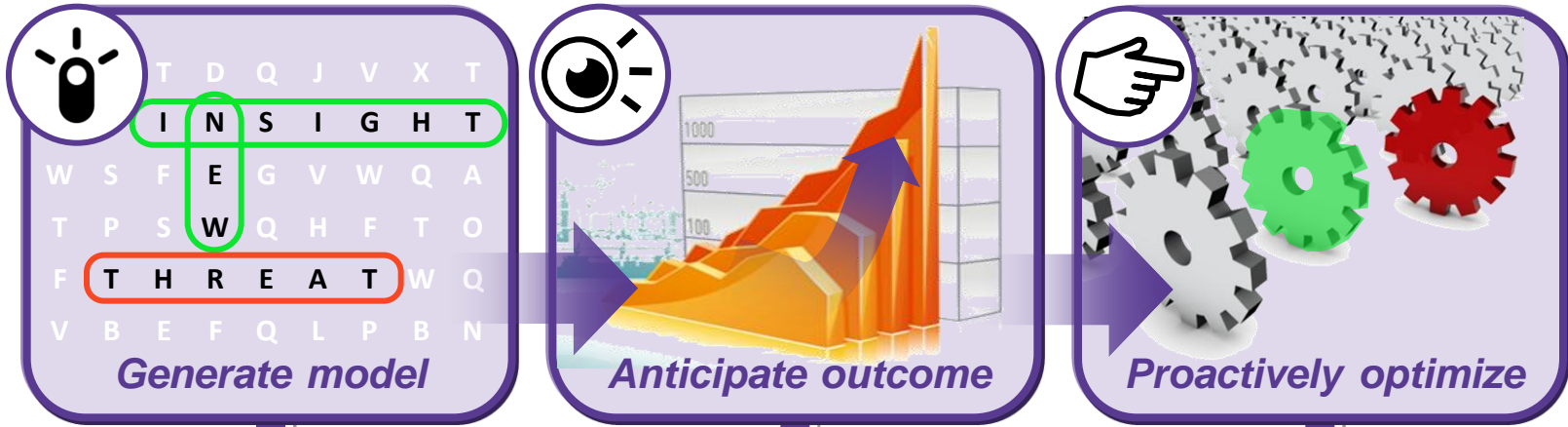


**Generate** a model of future



# Enabling the Predictive Enterprise

*Five key capabilities*



*Access relevant real-time and historic information*



Apps



Processes



Mobile



Mainframe



Sensors



Cloud



Data



Services



Events



Files

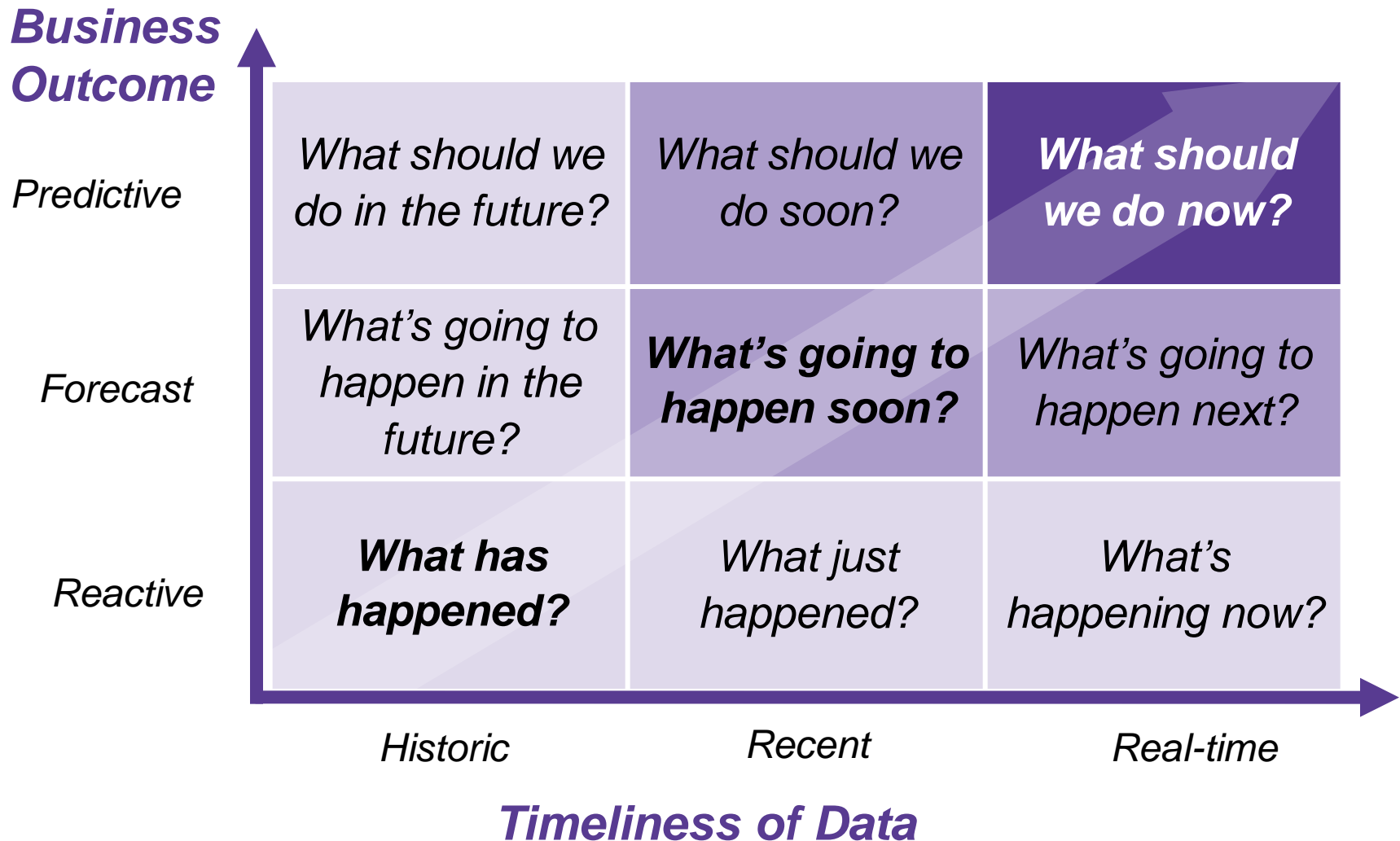


Partners

*Sense what's happening across business*

# Progressively becoming more predictive

*Phased approach to increasing predictive capabilities*



# Predictive Enterprise – Healthcare Example

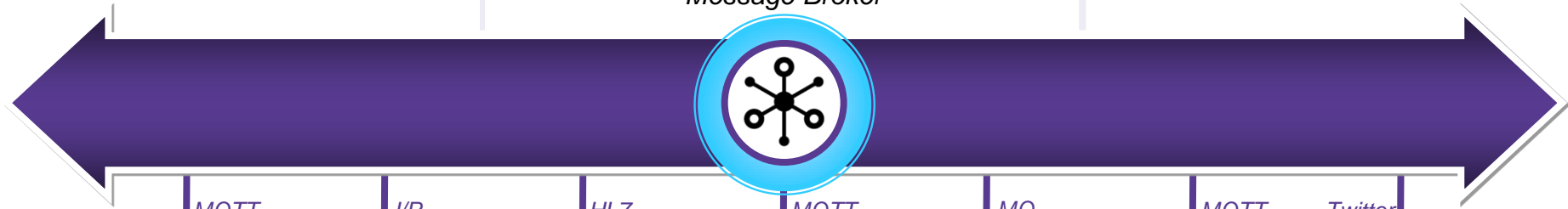
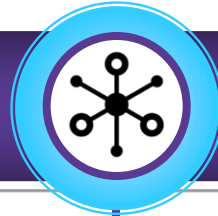
*Predicting*  
SPSS



*Deciding*  
WODM Rules



**Integrating**  
Message Broker



MQTT

I/P

HL7

MQTT

MQ

MQTT

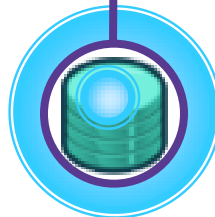
Twitter



**Medical device**



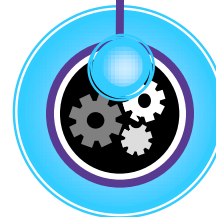
**Medical device**



**EMR patient records**



**Ward monitor**



**Bed Mgmt**

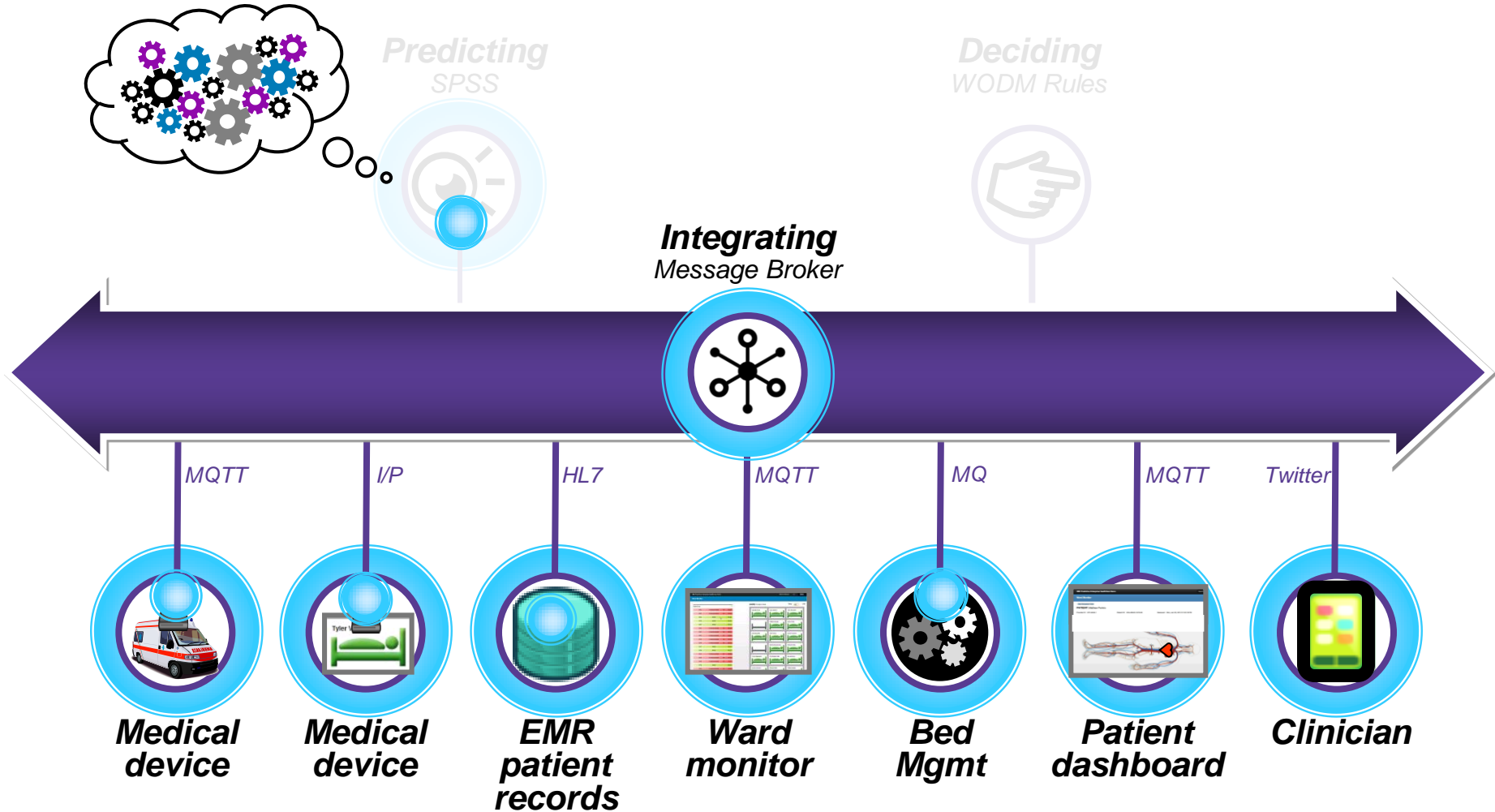


**Patient dashboard**

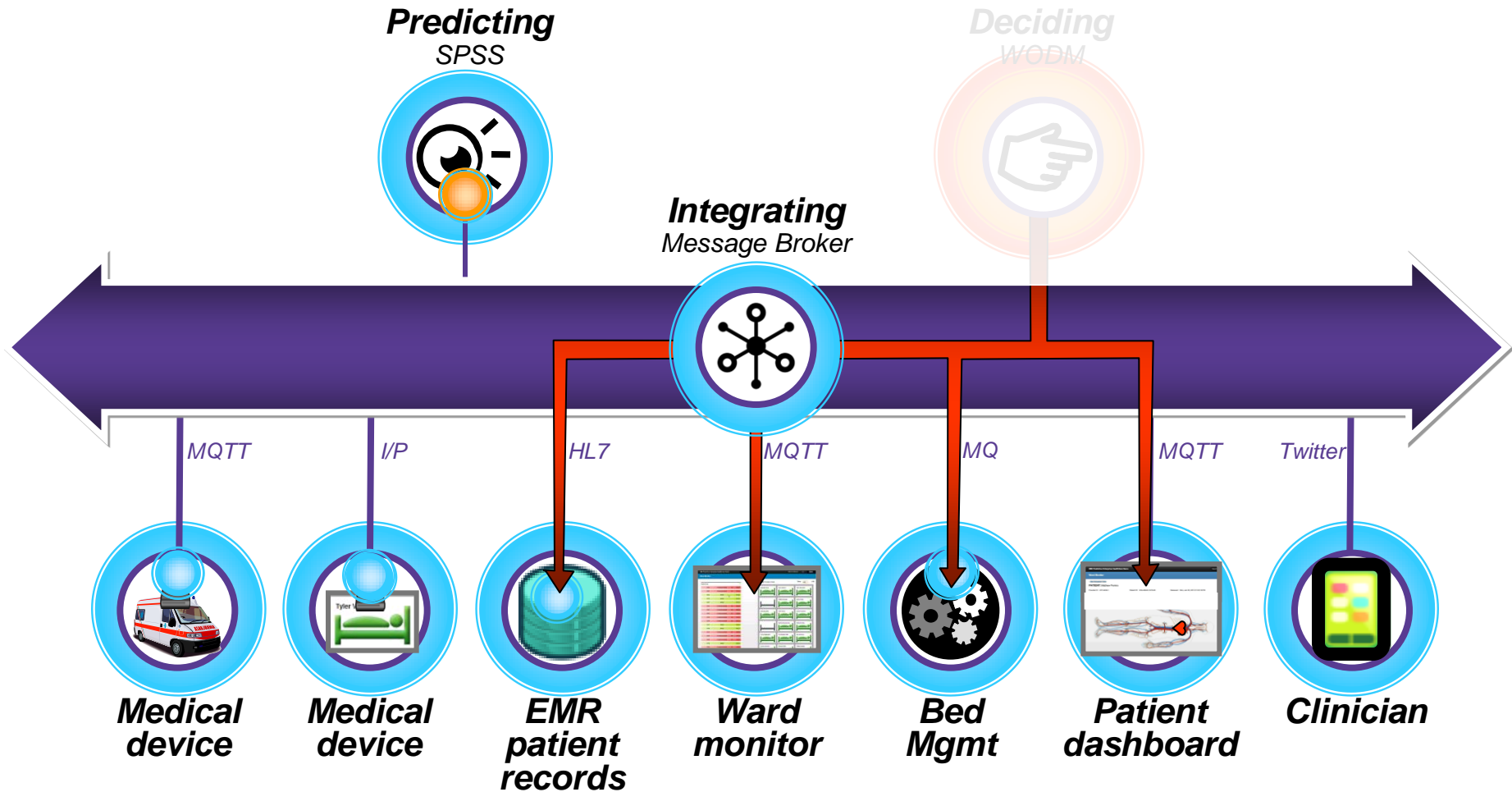


**Clinician**

# Predictive Enterprise – Healthcare Example



# Predictive Enterprise – Healthcare Example



# Predictive Enterprise

## Healthcare Demo

# Healthcare resource management

## ■ Ward management real challenge

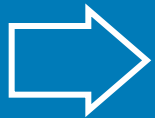
- Many factors affect utilization of beds

## ■ Delays in assigning beds affects care

- Patient satisfaction, recovery time, costs

## ■ Long process to free up beds

- Bed blocking affects ongoing care
- Organizing transport or pick up
- Check out and final assessment
- Drugs, equipment, prepping bed



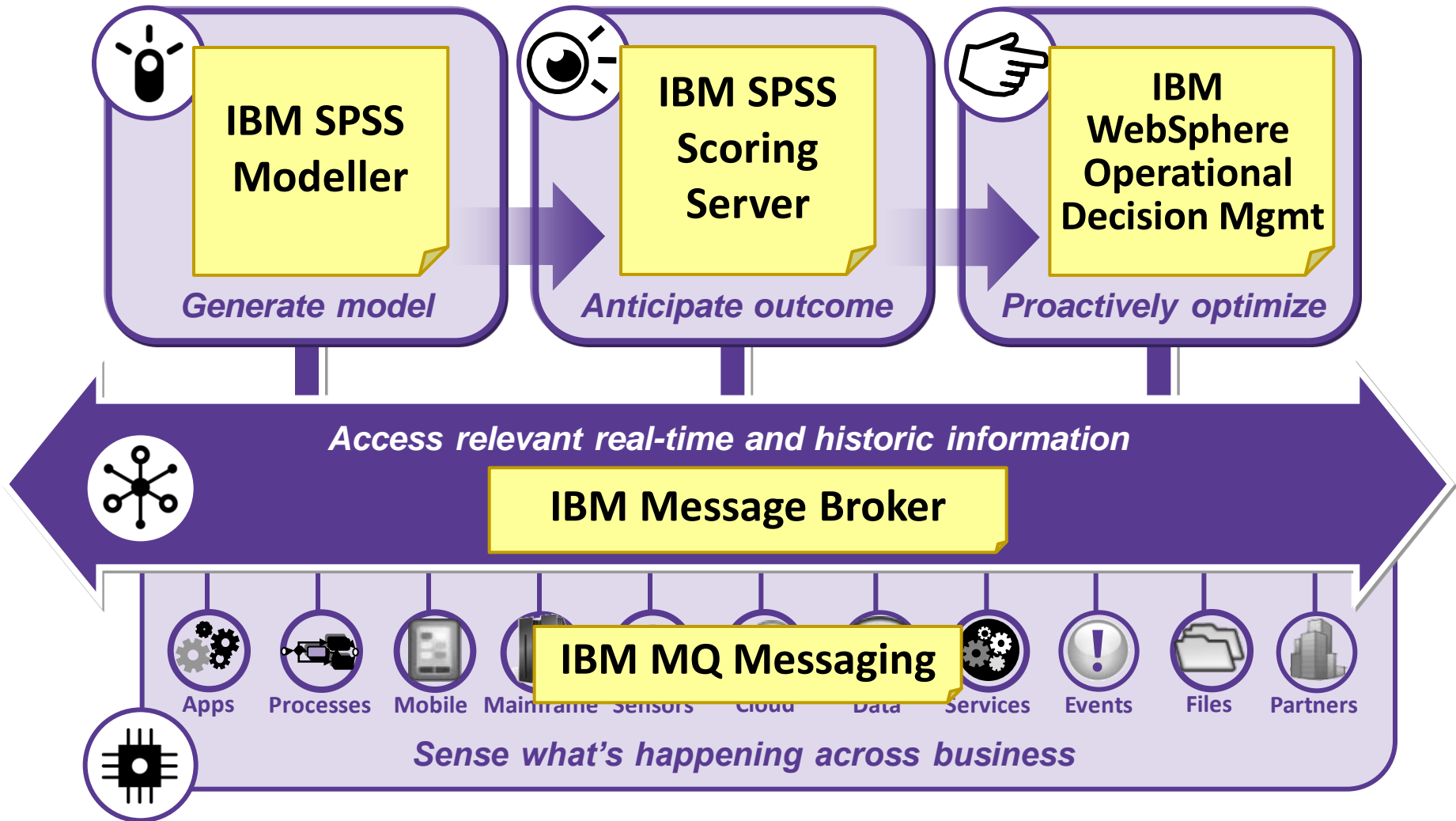
**Need to anticipate resource requirements in advance**

Predict future utilization requirements to improve management

Opportunity to take proactive steps to free critical resources

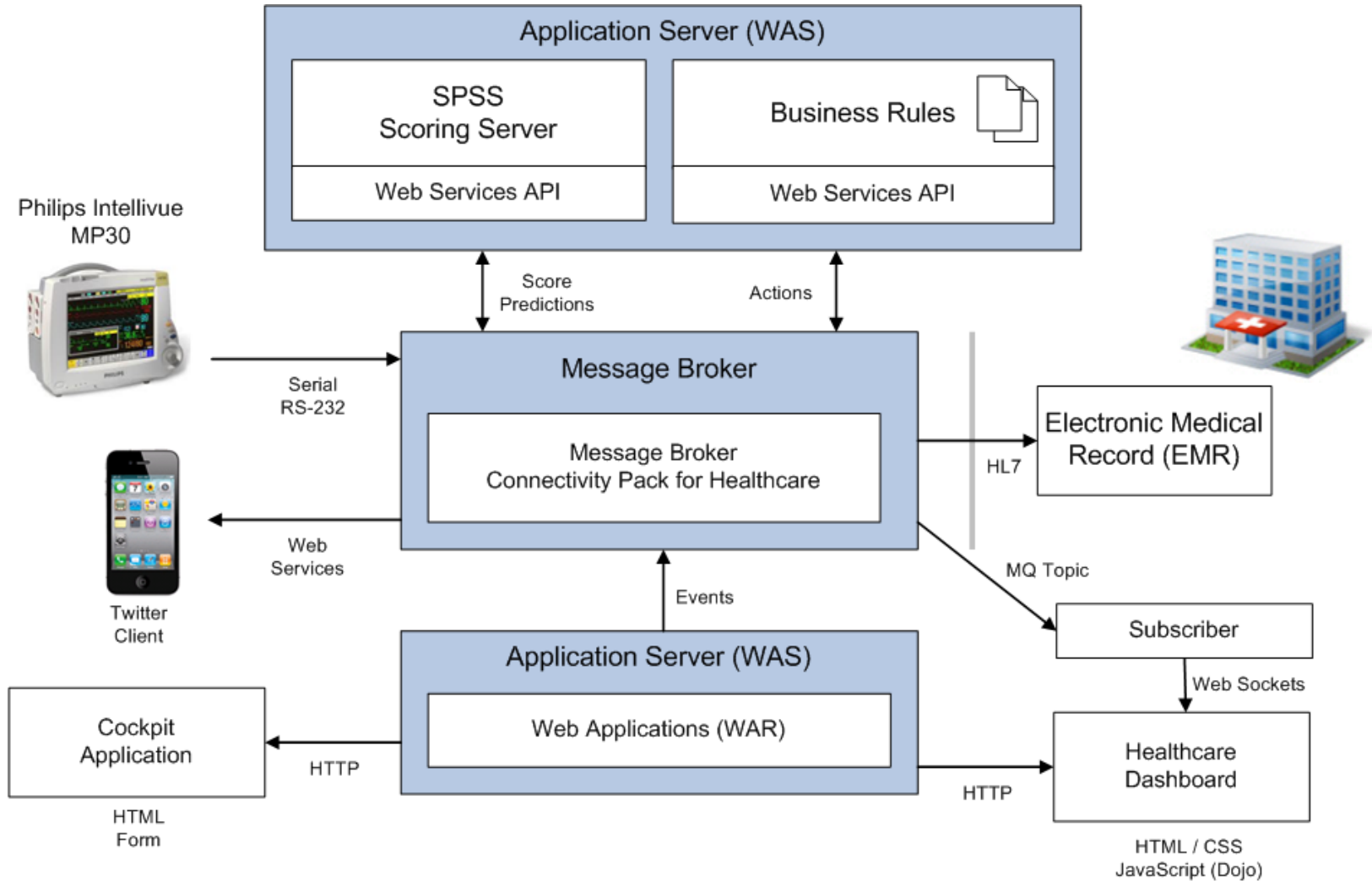
# IBM capabilities enable Predictive Enterprise

*Can be realized now with today's technology*





# Predictive Enterprise – Architecture

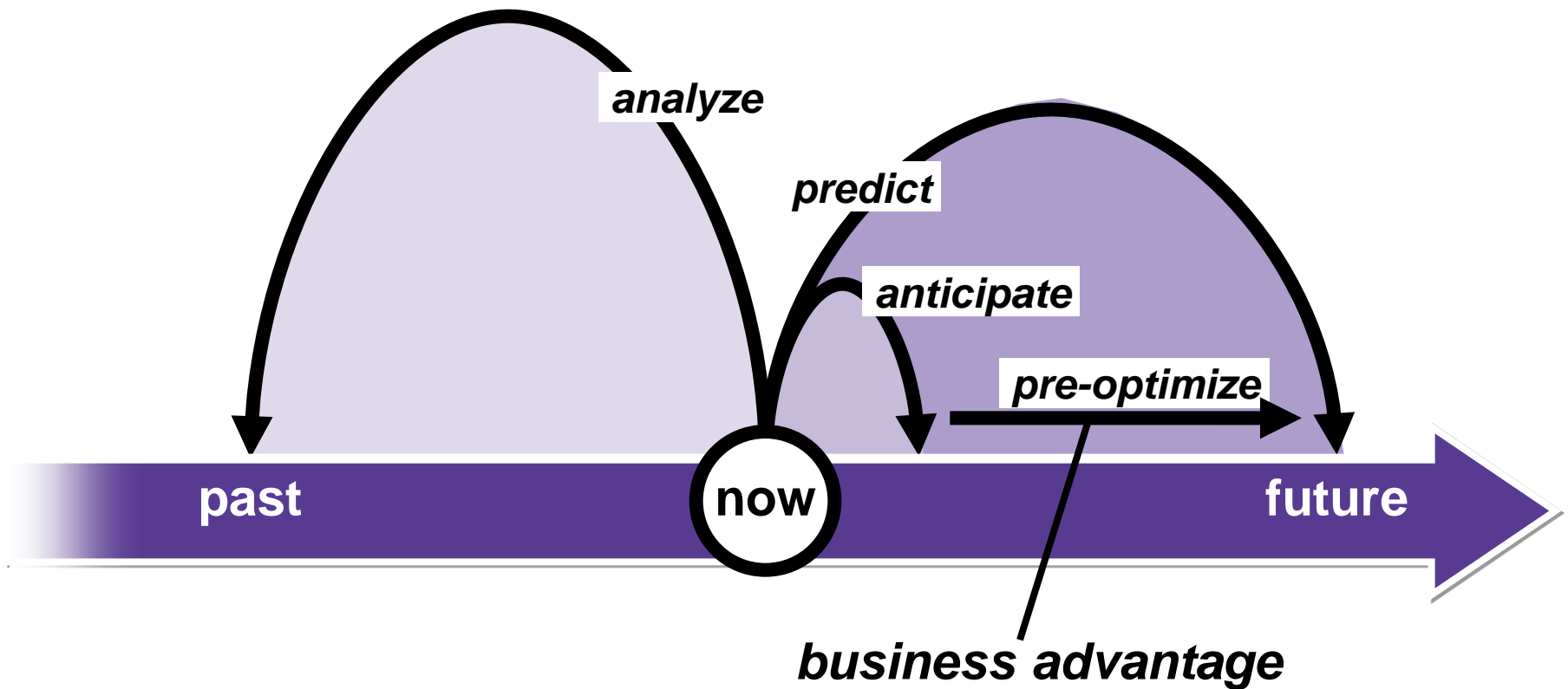


**(Play)**

# Summary

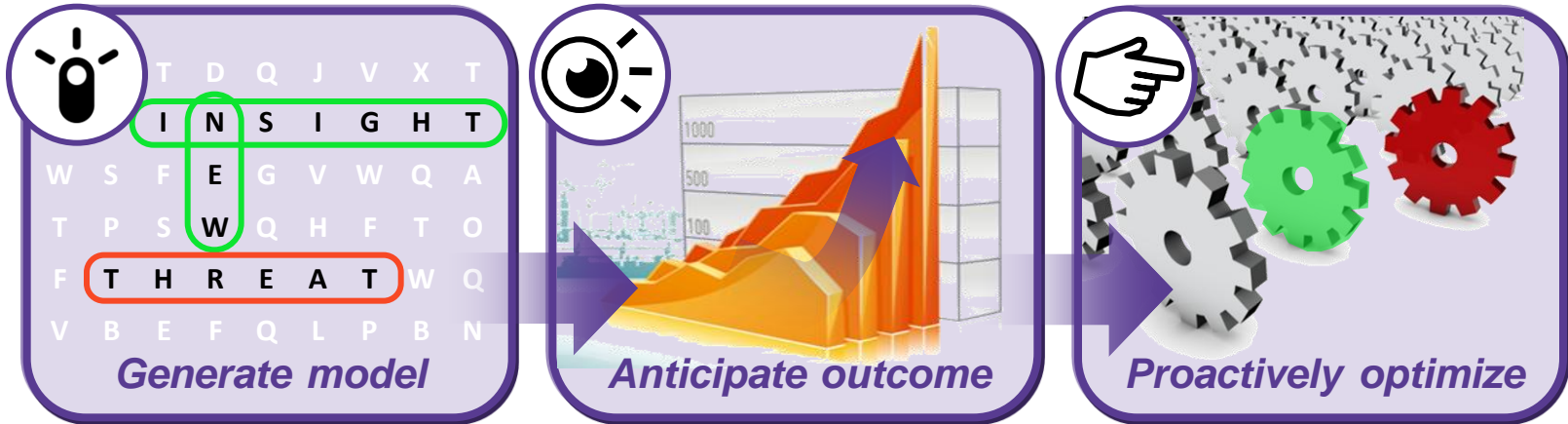
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THANK  
YOU