



# **IBM Performance 2011**

Smarter Decisions. Better Results.

**Oliver Oursin**  
IBM Business Analytics



**Watson dominated 'Jeopardy!,'  
but what else can it do?**

USA TODAY

**Computer Wins on 'Jeopardy!':  
Trivial, It's Not**

THE NEW YORK TIMES, FEB 2011

**What's Next For Watson,  
IBM's Jeopardy Champ?**

THE HUFFINGTON POST





Improve Production Capacity  
Reduce Buffer Inventory

### Operations

Optimize Staffing Mix  
Benchmark Benefits

### Human Resources

Reduce Portfolio Gaps  
Reduce Development Risk

### Product Development

Reduce Churn  
Improve Customer Satisfaction and Loyalty

### Customer Service

Strengthen IT Capabilities  
Across Business Units

### Sales

Close Deals Faster  
Improve Customer Profitability

### Finance

Drive Growth and Profit Through  
Resource Allocation  
Comply with Confidence

Improve Competitive Positioning  
Prioritize Profitable Product Delivery  
Drive Greater Demand

### Marketing

# Driving Better Business Outcomes Across the Enterprise



**\$300 Million**  
in savings  
& fraud reduction



From

How are  
these top performers  
breaking away?



**\$24**  
in reduced  
and



**600% increase**  
in cross-sell  
campaign



**40% decline**  
in homicide  
rates



# AQ

**ANALYTICS QUOTIENT**





## ALIGNED

Collaboration across  
business objectives

## AWARE

Alert, observant,  
informed  
and perceptive



## AGILE

Highly  
responsive  
to changing  
priorities

## FOCUSED

Clear understanding of  
what's important

## PREDICTIVE

Able to anticipate, look forward  
and set expectations



# Analytics

## Correlates to Performance



Organizations that lead in analytics outperform those who are just beginning to adopt analytics

Top Performers are more likely to use an analytic approach over intuition\*



\*within business processes

Source: Analytics: The New Path to Value, a joint MIT Sloan Management Review and IBM Institute of Business Value study. Copyright © Massachusetts Institute of Technology 2010.







Operations

Human Resources

Product Development

IT

### 3 Trends we will have a closer look at:

- Unified Workspace (delivered last year)
- Mobile BI

Customer Service

### Broad and Powerful Analytics

(or what Cognos 10 provides to you..)

Sales

Finance

Marketing



# IBM Cognos BI for the Mobile Workforce

- **Experience insight wherever you are**
  - Uninterrupted productivity with quick and easy access to analytics anywhere you go
- **Interact with information offline or online**
  - Rich, visual and interactive experience whether you are offline or online
- **Confidently and easily deploy BI to any device**
  - Single authoring and administrative environment to deliver secure, relevant, and reusable content



**On the road or in the office –  
same great insight.  
Simple, reliable, and secure.**





**“I give the Cognos team huge credit for emphasizing and ensuring that migration to Cognos 10 is a seamless ‘push-button’ experience....”**

**FORRESTER**

**“I am impressed with how fast we were able to upgrade to Cognos 10”**

  
Canadian Blood Services  
Société canadienne du sang

**“The upgrade process went smoothly and the overall product looks good and is stable.”**

**CDW**





# Business Analytics for Finance

- Connect Financial and Operational Planning and Forecasting
- Identify risks & opportunities with scenario planning
- Address new governance mandates



Finance

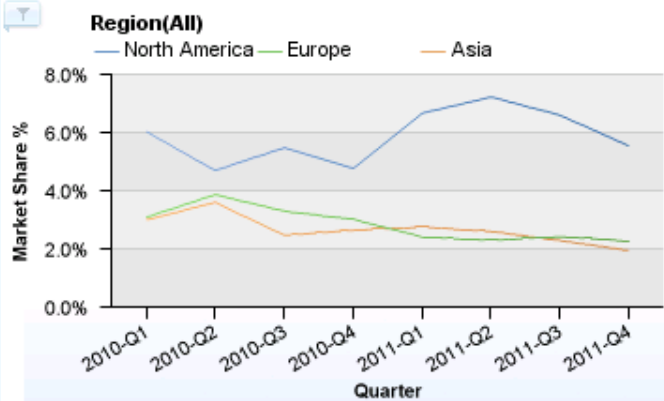
# Connect Financial & Operational Planning with Forecasting



### Regional Performance

Win/Loss Trend	Region(All)	KPP	Rep Days	Win / Loss %	Win / Loss Target
	North America		654	29.6%	
	Europe		140	34.5%	
	Asia		361	19.3%	

### Regional Market Share



### Product Performance

Customer Region	Product Line	Win / Loss %	Shipping Cost	Shipping Cost * 1.1
Asia	Alpha	7.9%	7,452,443.76	8,197,688.13600001
	Charger	21.3%	2,296,551.34	2,526,206.474
	Nova	25.3%	1,933,774.47	2,127,151.917
<b>Asia - Summary</b>				
Europe	Charger	28.3%	1,373,320.20	1,510,652.22
	Alpha	32.3%	1,174,967.38	1,292,464.118
	Nova	47.1%	529,174.20	582,091.62
<b>Europe - Summary</b>				

### Market Share Forecast

Rows: Segments [Segments] >> 1 | Columns: Market Strategy Calc [Market Strategy Calc] | Context: 2011 [Years] >> 2

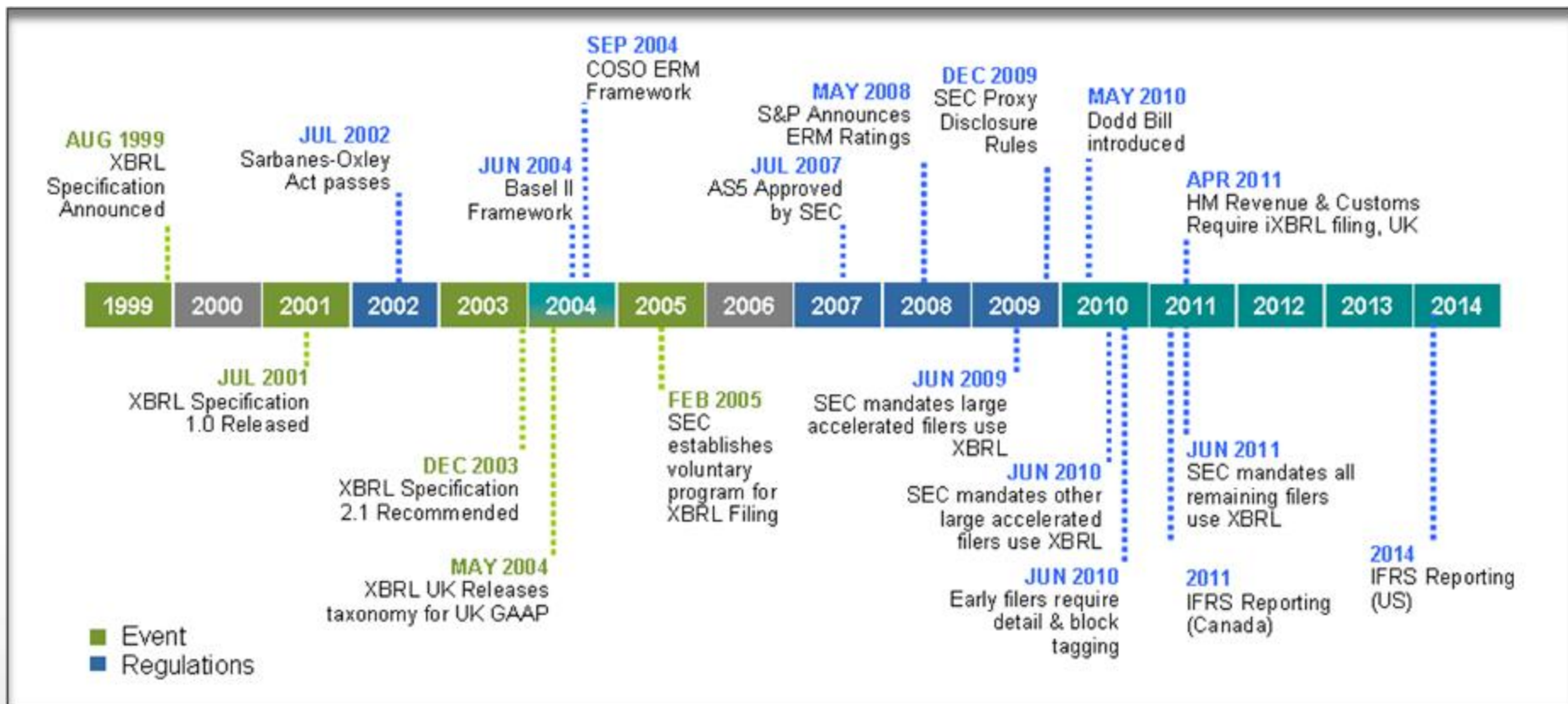
		Market Size
TOTAL PRODUCT LINES		2,664,602,181
TOTAL SEGMENTS	Alpha	1,398,852,657
	Charger	765,355,878
	Nova	500,393,646
TOTAL PRODUCT LINES		838,252,449

Hidden

### Select Quarters



# Regulatory Mandates Demand Attention





# New IBM Business Analytics Acquisitions Addressing Financial Governance



Fastest Growing  
CPM Vendor\*

- IBM Cognos Financial Statement Reporting (formerly known as Clarity FSR) is helping organizations meet an enormous new challenge:
  - Disclosure Management (External Reporting) and XBRL mandates (SEC, iXBRL, et al)
  - Internal Reporting Process Automation (e.g., Board Books)
  - Corporate Social Responsibility (CSR) Reporting
- No other solution can cite the sort of success with large enterprises with the most demanding requirements



[www.ibm.com](http://www.ibm.com) Search "FSR"

\* Source: 2010 Gartner Dataquest Market Statistics report

# New IBM Business Analytics Acquisitions

## Mastering Compliance and Risk Management



*Leading Provider  
of Enterprise GRC  
Platforms\**

- IBM OpenPages GRC software allows organizations to:
  - Identify, manage, monitor, and analyze risk across the enterprise in a single integrated solution
  - Automate risk management and compliance processes to meet the persistent challenge of regulatory change
  - Leverage GRC information to make better business decisions
- Latest release OpenPages 6 couples business intelligence with grc management system
- Customer savings are significant; Unexpected losses reduced

[www.ibm.com](http://www.ibm.com) Search "OpenPages"

\* Source: Gartner MQ

# Business Analytics Solutions



- **For customer care that...**
  - **Understands** customer behavior patterns and anticipates their needs
  - **Identifies** traditional and social customer interaction points
  - **Improves** customer satisfaction with rich insight from across all time horizons
  - **Analyzes** social media to improve retention, advocacy and loyalty

# The Empowered Consumer



**Leverage**  
social networking

**Expect**  
consistent and  
relevant information

**Demand**  
exactly what  
they want

*Get it now  
or go elsewhere!*

**95 million**  
Number of tweets sent  
via Twitter each day

**75%**  
Percentage of people who  
believe companies don't tell  
the truth in advertisements

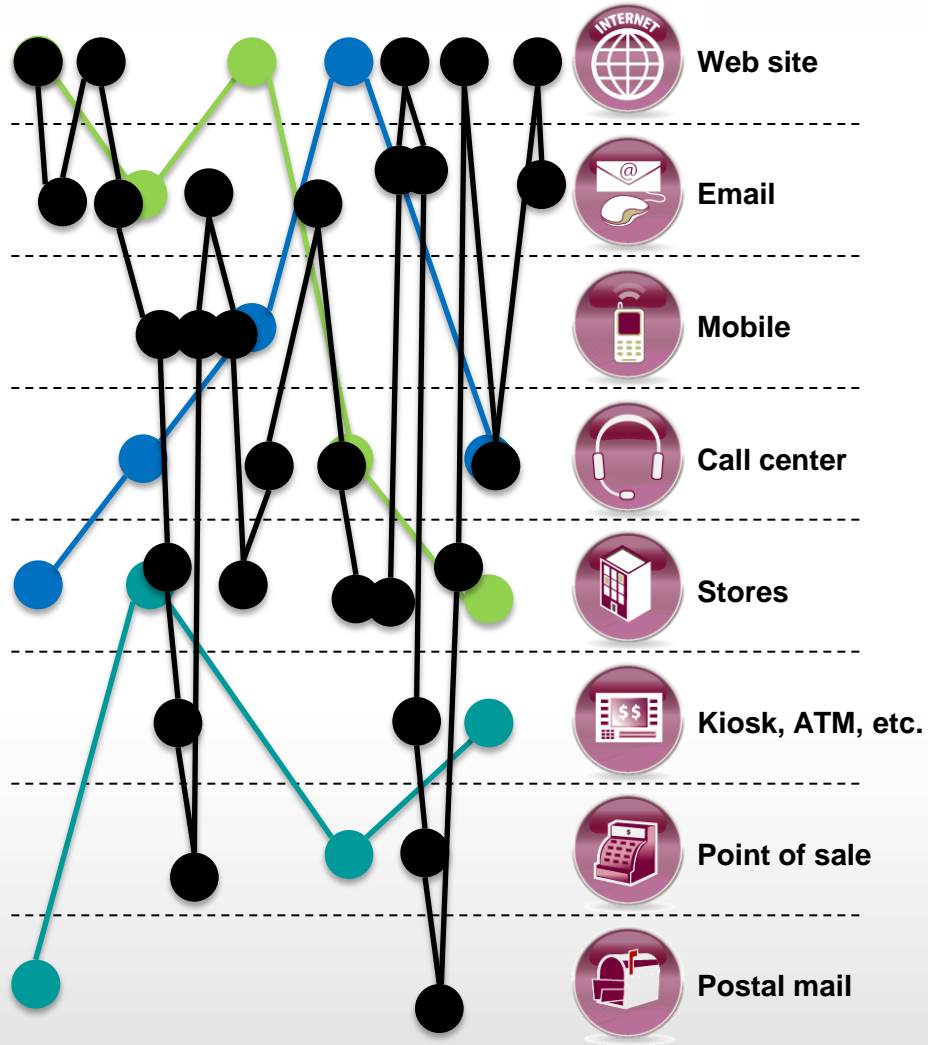
**\$93 billion**  
Amount in sales missed due  
to out of stock inventory



# How Customers Behave



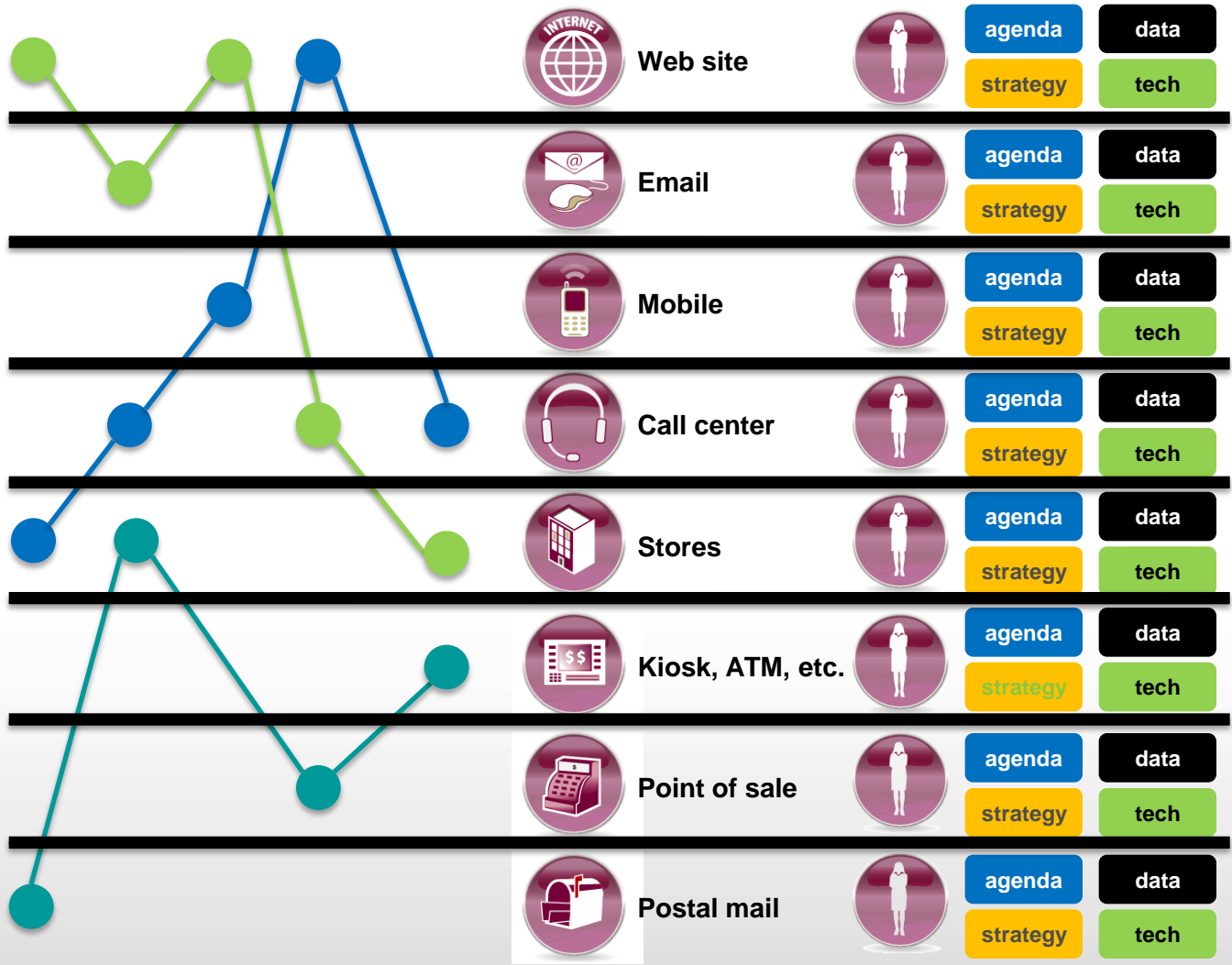
**CUSTOMERS & PROSPECTS**



# What Customers Experience



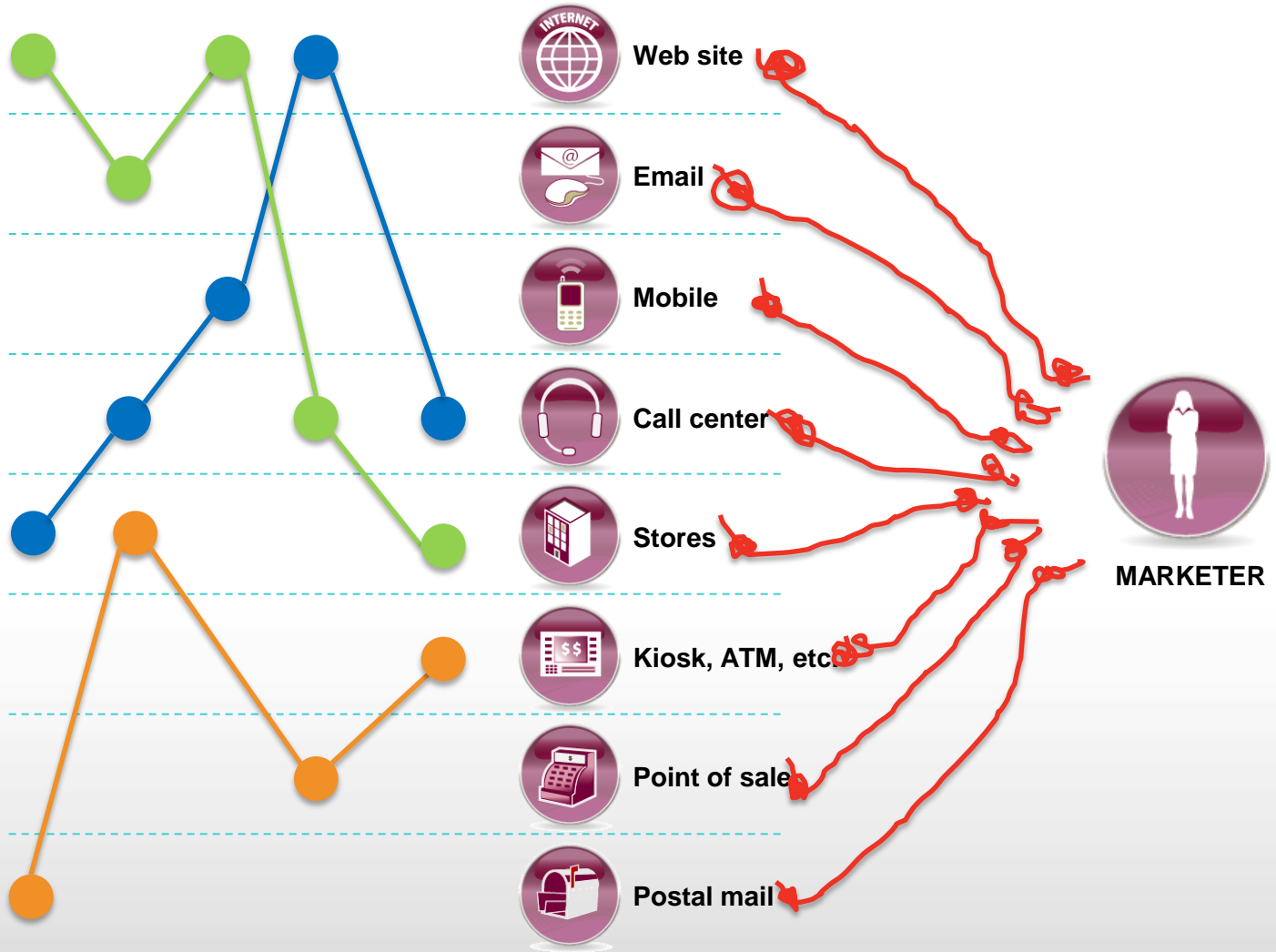
**CUSTOMERS  
& PROSPECTS**



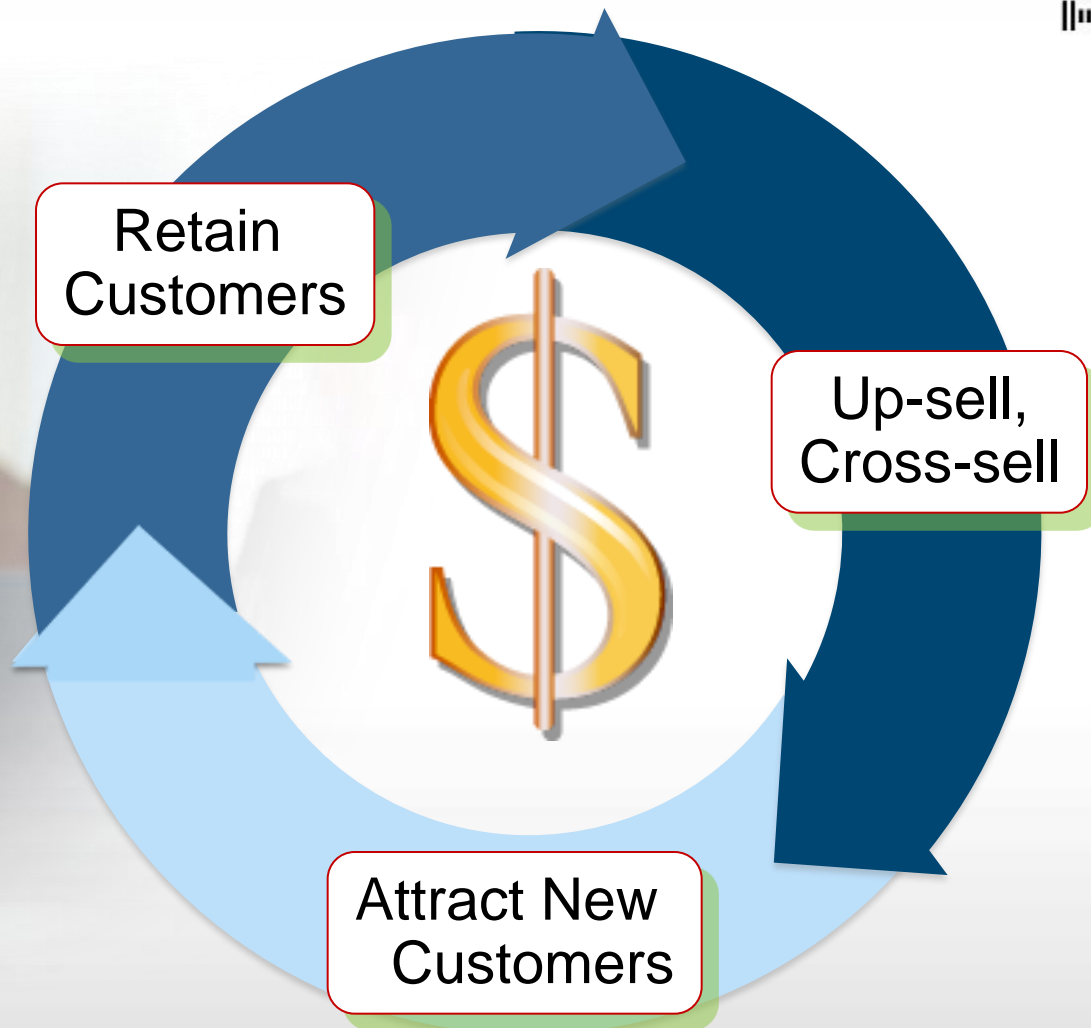
# What Customers Expect



**CUSTOMERS  
& PROSPECTS**



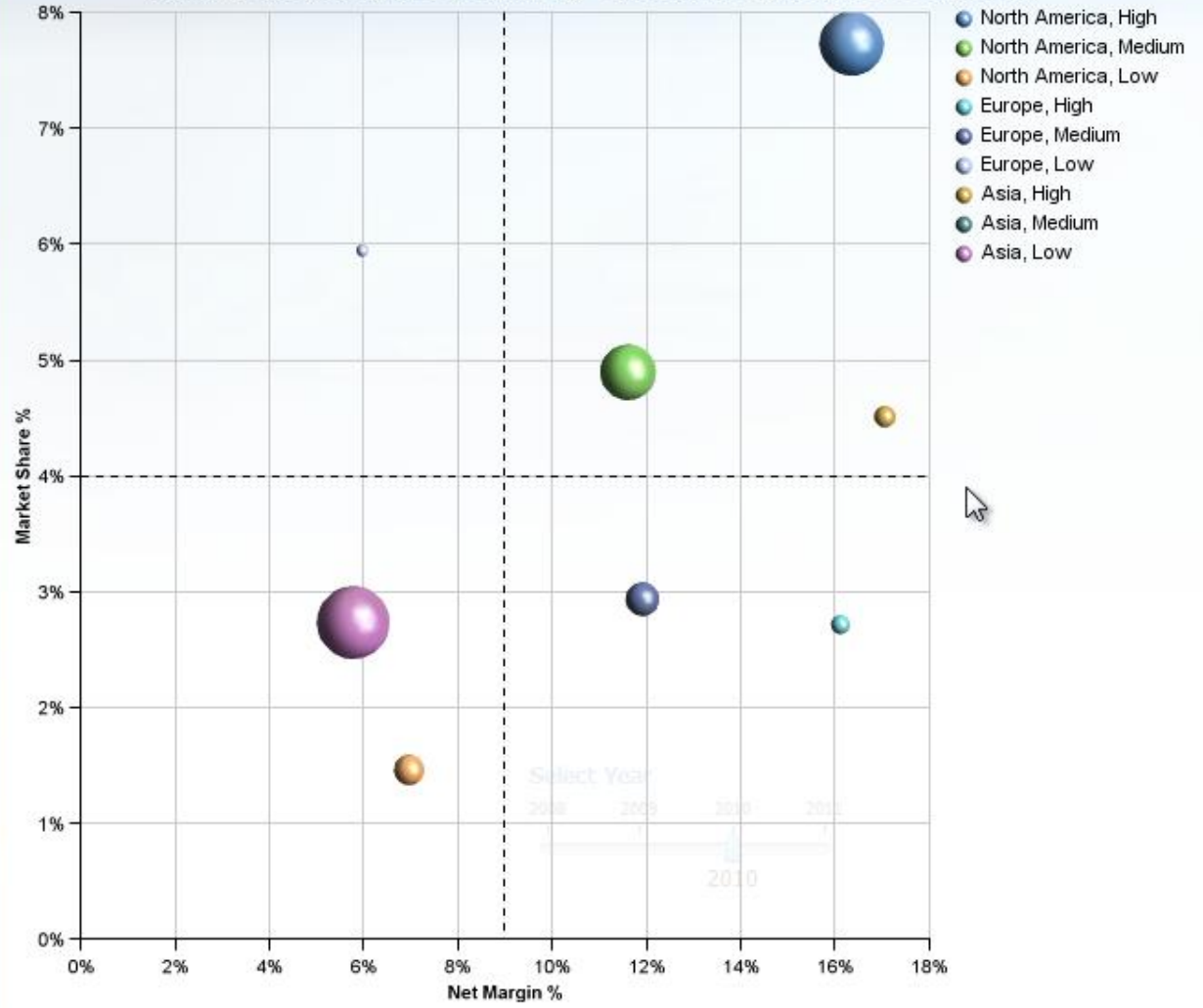
# Growing Revenue with Customer Analytics





# Market Strategy

### Market Size, Margin % & Share by Customer Segments & Geography





**Thank you for attending!**



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