



A smarter planet is built on smarter analytics

Smarter Analytics is the IBM approach to business analytics. It's a holistic approach that turns information into insight and insight into business outcomes.

- Transform through analytics for breakaway results.
- Align your organization around information.
- Anticipate: See, predict and shape business outcomes.
- Act with confidence at the point of impact to optimize outcomes.
- Learn from solutions that get smarter with every outcome.

Why analytics matter

- CIOs rank analytics as the #1 factor contributing to an organization's competitiveness.¹
- Financial outperformers are 64% more likely to use analytics to evaluate talent supply and demand on an ongoing basis.³
- Enterprises that apply advanced analytics have 33% more revenue growth and 12x more profit growth.⁴
- Organizations that embrace analytics are more than 2x as likely to outperform their peers.⁵
- 8 out of 10 CEOs expect complexity to increase significantly in the next five years.²
- Top-performing enterprises use business analytics 5x more than lower performers.⁶

Analytics can transform your industry

- At a leading global financial services company, one rogue trader created \$2 billion worth of losses.
- The healthcare industry spends \$250 to \$300 billion on healthcare fraud per year. In the U.S., this problem costs \$650 million every day.⁸
- In telco, five billion global subscribers demand personalized offerings that match their lifestyles.⁷
- Retailers miss out on \$93 billion in sales every year because they don't have enough stock to meet customer demand.

Where to start your analytics journey

Organizations begin their analytical transformations with one of these four high-value initiatives:

1. Grow, retain and satisfy customers.
2. Increase operational efficiency.
3. Transform financial processes.
4. Manage risk, fraud & regulatory compliance.



IBM is the Analytics Leader

- IBM has invested \$16 billion in analytics acquisitions since 2005.
- IBM has the world's largest math dept. in private industry.
- IBM has more than:
 - 10,000 technical professionals
 - 9,000 consultants delivering solutions
 - 20,000 analytics engagements since 2008
 - 500 analytics-related patents every year for the last two years

Learn more at www.ibm.com/analytics

¹ IBM CIO Study 2009

² IBM CEO Study 2010

³ IBM CHRO Study 2010

⁴ IBM CFO Study 2010

⁵ Analytics: The widening divide. IBM/MIT Sloan Management Review, 2011

⁶ Joint IBM/MIT study 2010

⁷ IBM Institute for Business Value, Global CFO Study 2010

⁸ Harvard Business Review, April 2010

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