IBM Business Analytics Guardian Services

Highlights

- Choose from advisory, assessment and education services – or all three

- Take advantage of IBM experience and proven practices transferred to your team

- Accelerate success for your IBM Business Analytics solutions

- Lower the risk for your projects

- Raise the quality of your IBM Business Analytics implementations

- Build your IBM Business Analytics skills and expertise

- Lower your TCO and while increasing your ROI

Everyone in your company is a decision-maker on some level. Giving employees the right information and analytical capabilities empowers them to act on key insights, anticipate future outcomes and align with a common set of goals, while providing your organization with the agility to react to an ever changing business environment.

In order to realize the full potential from your IBM® Business Analytics software, you need to take a holistic approach to information delivery, analytics and decision making. You need a solution that provides meaningful information to the right people in the best format, while helping them see and think on an enterprise level. So, to get the most out of IBM Cognos® and SPSS® software, you need proven practices and methods for implementation, training and know-how so everyone in your organization can make a positive impact on your organization's performance.

"Organizations that take a measured, well-managed approach to their IBM Business Analytics implementations – with the right skills, guidance and practices – are more likely to succeed."

— Paul Green, IBM Software Group, Vice President Business Analytics Software Services

IBM Business Analytics Guardian Services are designed to provide the right IBM Business Analytics expertise at the right time with *guidance*, *advice*, *reviews*, *assessments*, *assistance and training*. IBM specialists pass their experience and proven practices to your team, helping you become increasingly self-sufficient while placing you on a guided path to long-term, sustainable success.

Companies who choose **IBM Business Analytics Guardian Services** find that they can:

• Accelerate success for their solutions.
• Lower the risk for their projects.
• Maximize their investment in software.
• Raise the quality of their implementations.
• Build skills and expertise.
• Drive higher user adoption and self service.

Whether you are leading your implementations with your own project management team and resources, or working with IBM Business Partners, a broad range of services can help you address the entire IBM Business Analytics software lifecycle — from planning, analyzing and designing your business analytics applications and architecture to optimizing your existing implementations.

Why the IBM Business Analytics Software Services organization is unique

The IBM Business Analytics Software Services organization provides education and expert services exclusively focused on IBM Business Analytics products, including the Cognos and SPSS families. IBM has provided training, guidance, advice, reviews, assessments, assistance and training to thousands of clients around the world so that they can take full advantage of IBM Business Analytics software.

IBM specialists have many years of experience in a wide range of IBM Business Analytics implementations. An extensive set of proven practices and specialized development methods round out the capabilities these specialists bring to each engagement, transferring IBM expertise and practices to our clients.

An extended network of IBM Business Partners enhances IBM experience to provide a comprehensive set of skills for each customer's unique needs.

Working side-by-side with your team, experienced IBM product, technical and learning specialists can effectively identify opportunities to increase your organization's ability to turn information into better business outcomes.

Business Analytics Guardian Services

Business Analytics Guardian Services are designed to provide expertise either during your business analytics implementation or for your existing implementations already in production. IBM employs a solution implementation method that can guide you from planning through analysis, design development, delivery and operation of your solution.

"The valuable Guardian Services and proven practices we received from the IBM Business Analytics Software Services team made an important contribution in helping us to reach our target."

— Uwe Weng, Software Development Project Manager, Creditreform

Business Analytics Guardian Services are structured in the following categories:

- **Advisory services.** Advice, guidance and recommendations help you analyze and design the appropriate solution with IBM Business Analytics software before you build your implementation.
- **Assessment services.** Assessments and recommendations for new or existing implementations help you optimize their architectures, designs and configurations.

- **Assist services.** Hands-on-the-product expert services, such as installation, configuration and performance tuning, help establish a sound foundation for your implementations.
- **Education services.** Training-related services help you identify the specific needs of your technical team and business users, create a strategy for educating your user community and deliver tailored training that can help them develop and use the solution successfully.

These services can be used for your installations specific to your environment or cloud implementations and software-as-a-service (SaaS) solutions where you are taking advantage of the cost-effectiveness of an IBM hosted solution.

Business Analytics Guardian Services help you:

- Accelerate the time-to-value for your solutions.
- Lower the implementation risk and cost for your projects.
- Maximize your investment in software.
- Raise the quality of your implementations.
- Increase the ease-of-use, self-service capability and performance of your solutions.
- Improve the design of your applications to better match capabilities to business need.
- Improve your architecture and technical environment for scalability and stability.
- Build expertise and fill knowledge gaps with tailored skills assessments and training plans.
- Lower total cost of ownership supporting your environment.

Advisory services
Successful implementations depend on a sound starting point. Ensuring your IBM Business Analytics application and architecture meets your business need is vital.

Working side-by-side with your team, *advisory services* specialists can provide you with guidance, design expertise and a proven set of practices to help ensure your application and architecture design will address your business needs and expectations.

These services are best when you are planning, analyzing and designing your solution before moving to your "build" phase:

- **Architecture planning and design services** guide you in defining your IBM Business Analytics architecture and environment. IBM specialists examine your business goals, information technology requirements and usage expectations to help you make confident architectural choices that balance your needs and provide a secure, stable, scalable and predictable environment. Moreover, these services can provide your infrastructure support team with IBM best practices to manage growth and respond to your changing requirements. Deliverables can include an architecture design with component and technical architecture diagrams, component level conformance details, and sizing estimates, as well as design strategies for security, high availability, backup and disaster recovery and scalability.

- **Application planning and design services** guide you in defining your application solution, helping ensure that the solution design meets your business needs. Working closely with your team, IBM specialists gather your business requirements and design an IBM Business Analytics application that utilizes the right combination of product capabilities to meet your needs, encourage user adoption and promote self service. Deliverables can include data source design, metadata and dimensional design, report and portal design, and application security design. With the deliverables of these services, you are well prepared to undertake building your application with either your own resources or additional suitable IBM services.

Assessment services

Implementation lifecycles have critical milestones where design can be validated and quality can be confirmed. And implementations already in production can benefit from further improvement and optimization.

For customers who are undertaking their own solution design and implementation activities, or are working with IBM Business Partners, *assessment services* provide you with a thorough review and assessment of your implementation and skills with comprehensive findings, recommendations and plans to help improve and optimize your IBM Business Analytics solutions.

These services can be key milestones during your project lifecycle or serve as a post-implementation "health check" for a holistic assessment across one or more implementations already in operation:

- **Design review services** provide milestone-based reviews during your project lifecycle, including model design, multi-dimensional design, reporting application design, portal design and security and component integration. Deliverables include findings, recommendations and risk assessments related to your designs.

- **Health check services** provide post-implementation assessments for a wide array of subject areas including performance, application design, security, administration, maintenance and technical infrastructure as well as skill gaps. Deliverables include comprehensive findings and recommendations, risk assessments of your applications, environment and processes, and evaluation of your training needs together with an action plan.

Assist services

Having the installation and configuration of your IBM Business Analytics solution done right is vital to a well performing environment. And testing for performance and validating the environment is equally important.

With *assist services*, IBM specialists install, configure, integrate, test and tune your IBM Business Analytics implementation. Your team also benefits from proven practices and documentation tailored for your environment.

Assist services related to installation, configuration and performance are best for establishing development, test or production environments or for initiatives to improve performance and quality of new or existing deployments. Assist services also include pilots and proofs of concept to help you explore and showcase products and capabilities before embarking on a major upgrade:

- **Installation and configuration services** provide the technical expertise needed to install and configure IBM Business Analytics products. This includes planning the installation activities, installing the server environment, configuring the appropriate components to work with third-party software, tuning the environment to IBM proven practice standards, and performing function tests. In addition to the installed software, deliverables include custom and comprehensive installation documentation and an action plan for the future.

- **Performance testing and tuning services** provide technical expertise and an extensive set of load simulations to rigorously test, tune and improve the performance of your environment. This can include capacity testing, performance testing, scalability testing, stress testing, stability testing, log analysis, advanced troubleshooting and advanced tuning. In addition to hands-on tuning, deliverables include comprehensive findings and recommendations, risk assessments of your environment and process, and an action plan.

- **Quick start services** establish a new pilot "proving ground" by combining installation of a dedicated environment with the design and development of selected business analytics content, such as reports, dashboards, and associated predictive and analytical models. The pilot is usually targeted at a specific application area of interest with existing data sources. In addition to the installed and developed software, deliverables include custom installation documentation, training recommendations and an action plan.

- **Upgrade initiate services** establish an upgrade "proving ground" by combining installation of a dedicated environment with the upgrade of selected business analytics content, such as reports, dashboards and associated models. This service focuses on understanding and validating the upgrade process before a full upgrade project and helps determine your most suitable upgrade strategy. In addition to installing the latest major release, deliverables include custom and comprehensive installation documentation, training recommendations, a tailored workshop on new features of value to your organization and an action plan.

- **Jump start services** are similar to quick start services but tailored specifically to SaaS offerings from IBM Business Analytics. They provide additional value to your on-boarding process by helping you tailor your analytical models or prepare your data for use in the SaaS environment.

Education services

The success of a business analytics solution rests on how well skills are developed during implementation projects and, most importantly, during the on-going operation of those implementations as more people in your enterprise start using the solution.

Education services help you identify the specific needs of your technical and business users, create a strategy for educating your entire community to the skill level that each requires, and develop and deliver tailored training solutions that will help business users and project teams learn how to best use your IBM Business Analytics solution.

> *"The private training in particular was incredibly helpful because our instructor was not only able to tailor the content to our needs, but also incorporate our own data into the training, which made it much more relevant."*
>
> — Anne-Marie Butler, Director of Finance and Administration, BC Egg

These services are best when you are planning training for a specific implementation or a large deployment, or when you want to augment the skills of those who use your existing implementation:

- **User adoption services** help ensure that business users, managers and executives fully support your new IBM Business Analytics system, which will enable them to become proficient and confident users. User adoption services are customized user training programs designed and executed for you in partnership with IBM education specialists. Deliverables can include a training plan, training materials and support assets.

- **Learning assessment services** use gap analysis and needs assessments to capture and communicate education objectives so that customer-tested proven practices are implemented in your education plan. IBM specialists collaborate with your organization to help you plan your education and training activities. Deliverables can include a skills and knowledge needs assessment, an internal training deployment strategy and process assessment, and a schedule and delivery recommendation.

- **Education customization services** are focused on making sure your organization's learning experience reflects your skill requirements and business goals. It eliminates the "double learning curve" that students can experience when training uses generic data. Students learn how to use the solution in a course that is more relevant to their daily jobs, which can result in a quicker path to productivity. Because individual learning preferences differ, customization includes both instructor-led and self-paced education offerings. Customization covers multiple areas of both deliverable materials and customized delivery experience; all training can be tailored to fit unique needs. Customization can include accelerated course delivery, training oriented to practical applications or specialized collaborative training jointly delivered with your subject matter experts. This service can also include materials customization of both instructor-led or self-paced education offerings that can incorporate branding, data, application and business requirements.

Engage today

Whether you are about to start a new implementation of an IBM Business Analytics solution, you are in the midst of an on-going project or you are looking to improve an existing deployment, **Business Analytics Guardian Services** can add value to your IBM Business Analytics solutions initiatives. You can engage these services based on time and materials or, in some cases, you can request a fixed scope.

IBM Business Analytics Software Services also provides specialized, full implementation services where IBM takes responsibility for project success. For information about all services, visit **ibm.com**/software/business-analytics/services.

Engage with your IBM sales representative for Business Analytics Software Services, who can guide you to the appropriate choice of services to meet your needs.

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management.

Business Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision-making to achieve business goals. For further information please visit **ibm.com**/business-analytics.

Request a call
To request a call or to ask a question, go to **ibm.com**/business-analytics/contactus. An IBM representative will respond to your inquiry within two business days.

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