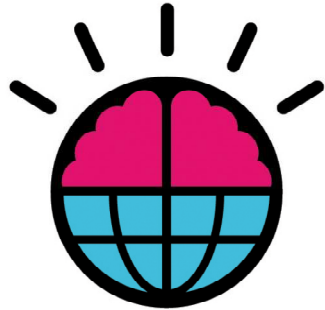# IBM Information On Demand Conference 2009

Innovate,
Optimise and Perform
for smarter
business outcomes

Information Management

IBM

IBM Information On Demand Conference 2009

Leveraging Information for Smarter Business Outcomes - New Intelligence

Linda Young
Brand Manager, Information Management
IBM China/HK Limited

For us to make sense of this new world, we must consider four critical questions

"Data is exploding and it's in silos"

"New business & process demands "

"My infrastructure is inflexible and costly"

"Our resources are limited"

I Need Insight

How can we take advantage of the wealth of information available in real time from a multitude of sources to make intelligent choices?

New Intelligence

I Need to Work Smart

How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work?

Smart Work

I need to respond quickly

How do we create an infrastructure that drives down cost, is intelligent and secure, and is dynamic in today's business climate?

Dynamic Infrastructure

I Need Efficiency

How do we drive greater efficiencies, compete more effectively, respond more quickly by taking action on the environment?

Green & Beyond

Enterprise data is projected to explode at 57% CAGR through 2010.

Managers spend 2 hours a day searching for information – 50% of what they find is useless and 42% accidentally use the wrong data weekly.

How can we take advantage of the wealth of information available real–time from a multitude of sources to make more intelligent choices?
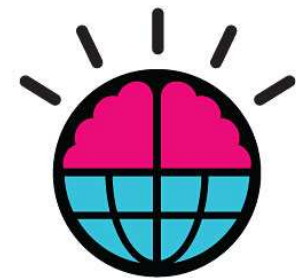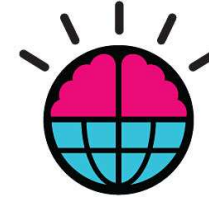
New Intelligence

What is New Intelligence?

It's about helping our clients become smarter enterprises by making better use of the data they have to make smarter business decisions.

● Effective Management of the explosive volume and variety of historical and real-time information

● Identifying and proactively addressing opportunities and threats with predictive analytics

● Pervasive information, collected from a multitude of sources across the value chain and made useful to all who need it

● Operating with speed by delivering trusted, accurate and timely information to the right decision makers in real time
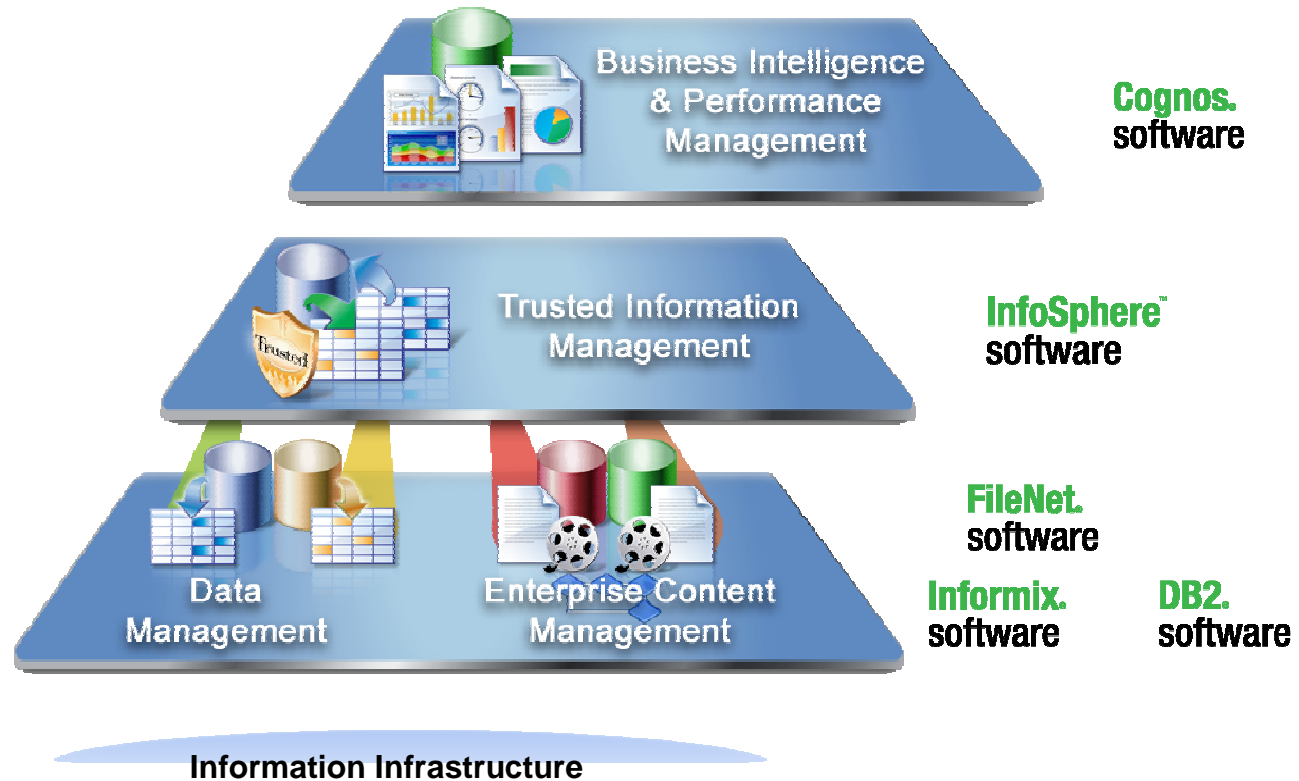
Enabling Technologies for smart decision making

- **Business Intelligence and Performance Management**

- **Trusted Information**

- **Content and Smart Collaboration**

- **Business Process Management**

- **Information Infrastructure**

- Software & services to enable you to make better decisions by providing business users with planning, budgeting, forecasting, measuring, monitoring, reporting and analysis capability

- Software to enable you to integrate, transform and deliver information with greater accuracy

- Software & services that minimize risk from paper-based and electronic tasks and empower people to connect, collaborate, and innovate

- Software to model, assemble, deploy and monitor end-to-end business workflow

- Storage virtualization, information lifecycle management, archiving, and a wide array of Hardware, Software and infrastructure services focused on managing information to drive operational efficiency

Leverage Information
For Smarter Business Outcomes
# Software Portfolio

IBM

Financial
Risk Insight

Workforce
Optimization

Dynamic
Supply Chain

Customer & Product
Profitability

**Business
Optimization**

Multi-channel
Marketing

**End-to-end
Capabilities**

Business Intelligence
& Performance
Management

**Cognos.
software**

Trusted Information
Management

**InfoSphere™
software**

Data
Management

Enterprise Content
Management

**FileNet.
software**

**Informix.
software**

**DB2.
software**

Information Infrastructure

Smarter Business Outcomes With Information Agenda

Proven Approach

Establish end-to-end vision
& business-driven value

Align people,
process, &
information
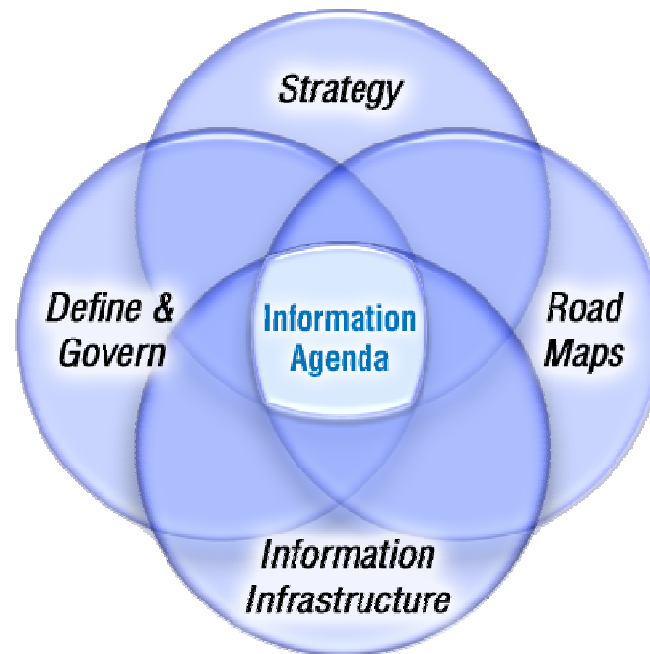
Accelerate
projects for short
& long-term ROI

Architect an extensible
information infrastructure

Smarter Business Outcomes With Information Agenda

Industry Accelerators

IBM
Proven
Approach

Financial Services
- Risk Adjusted Profitability
- Branch Performance
- Retail Banking Customer Segment Performance
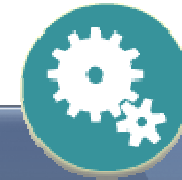- Corporate Banking Customer Segment Performance…

Insurance
- Product Profitability
- Claims Submission Optimization
- Insurance Self Service
- Insurance Scorecard…

Retail
- Store Development
- Strategic Promotions
- Financial Merchandising
- Financial Workbench & Scorecard…

Industrial
- Sales & Operation Planning
- Allocations Optimization
- Risk Analysis
- Trade Promotion Management
- Asset Management…

Telco
- Customer Service
- Customer Billing
- Compliance
- Simple Order…

Energy & Utilities
- Intelligent Utility Network
- Asset Plant Lifecycle Mgmt.
- Central Engineering
- Rate Case
- Aging Workforce
- Violations…

Government
- Crime Information Warehouse
- Case Management
- Municipal Performance Management
- Court Management
- Fraud Investigation …

Healthcare
- Enterprise Health Analytics
- Health Plan Industry Models
- Customer Care & Insight for Health Plans
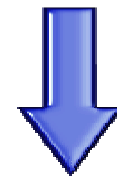- Risk, Fraud, & Compliance for Health Plans…

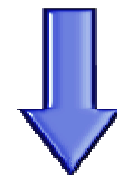# Smarter Businesses Are Able To Leverage Information To Drive Smarter Business Outcomes

Increase Revenue

Increase Productivity

Reduce Costs

Reduce Risk

Corporate Brand and Reputation Analysis

Consumers are more vocal about their opinions and trust peer opinions as much as formalized brand communications

"How are you listening to the Consumer?"

"**50** Million US Internet users visited blogs and board sites in Q1 2005. That's **30%** of all US Internet Users and **1** in **6** of the total US population." *Source: ComScore*

"Currently there are **112.8 Million** weblogs and boards and the Blogsphere continues to double about every **6 months**." *Source: Technorati*

"There about 5.3 million blog postings per day, with **seventy percent of all blog postings being spam**." *Source: Digital Fingerprint*

"Who does the Consumer listen to?"

"In a survey of the attitudes toward blogs, **77%** of the respondents thought the regularly updated journals were a useful way to get insights into the products and services they should buy." *Source: BBC Report*

"*2005 Survey*, **85%** of respondents said word-of-mouth communication is credible, compared with **70%** for PR & advertising" *Source: Harris Interactive*
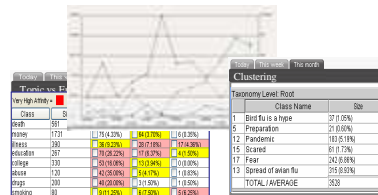
"**65%** of consumers trust their friends the most for product recommendations, while **27%** trust experts, and **8%** trust celebrities." *Source: eMarketer*

COBRA allows customer dynamically interact with content & models to discover business insights
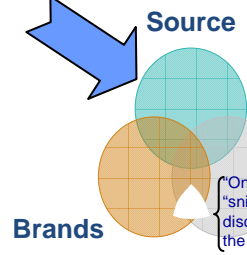
Identify Topics and Issues to monitor
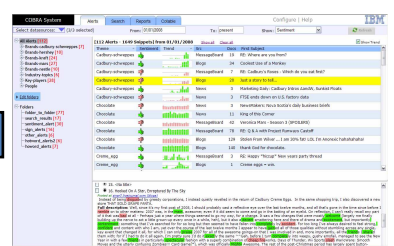
User interacts with data to discover insight

Source

User defines analytical models (Rule Editor)

new topics

Brands

Issue

"Only selected segments "snippets" of an article which discussed the intersection of the topic are selected"

Co-occurrence Analytics

Topic Classification

Extract Blogs, Boards, News sources, Forums, Complaints, NGO's, CRM, and Internal structured data
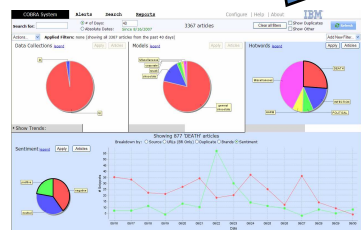
Dashboard Analysis Reporting

Strong, Weak, Emerging Signal Alerts

Trending and Sentiment Analysis

COMPUTERWORLD HORIZON AWARDS 2006

COBRA *extract Content &*
use Text Analytic Filter to monitor reputation risk
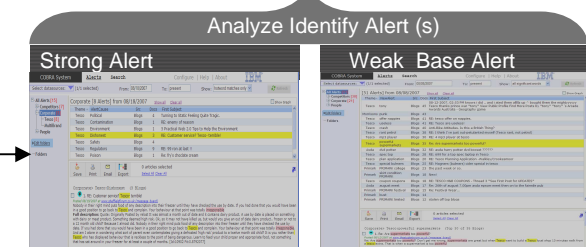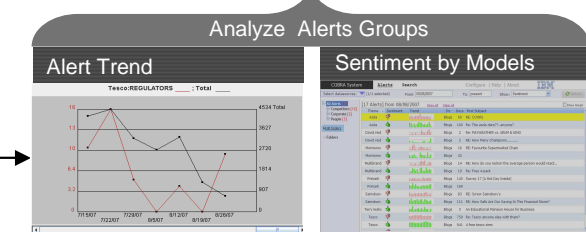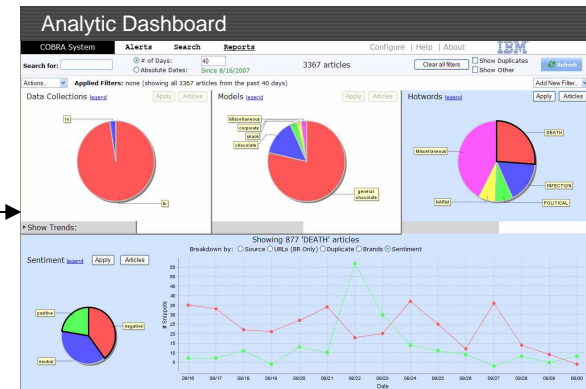
Source Acquisition   **Content Loading**   **Alert Identification and Analysis**

Cobra - Unique benefits & Business value

1. **High speed continuous near real time analysis of the internet (updated twice daily)**

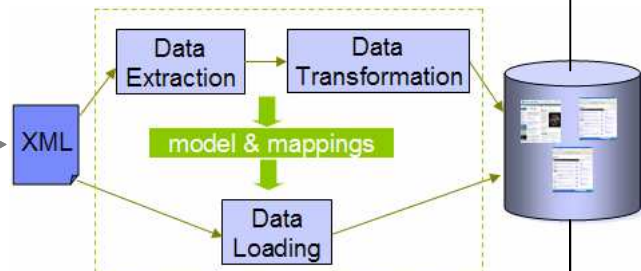2. **Orthogonal filtering to reduce alerts from tens of thousands to dozens of relevant alerts a day (Factor of ~100 to ~1000 data reduction)**

3. **COBRA generates different types of alerts ranging from strong and weak signals, to human-defined and system detected through Artificial Intelligence**

4. **Analytics capabilities specifically designed for blog and web data mining**

   – Sentiment analysis to detect opinion related alerts

   – Root cause analysis to understand why events / alerts happen and take actions early

   – Relationship analysis to identify co-relations among different reputation dimensions to enable preventive actions & systematic assessment on reputation risks

   – Trends analysis enable companies to understand and predict issues ahead

5. **Track reputation risk from multiple dimensions (brands, corporate, consumers, and industry issues, etc)**

6. **History storage for long term tracking and *"discovery"* analytics**

Case 1 - BRAND MANGEMENT

Using Voice of the Consumer to launch innovative marketing campaign

Business challenge

Kraft recognized that there was a whole segment of consumer feedback that was going un-monitored. That segment was user generated content on the web (often referred to as Web 2.0), in Blogs, message boards and other social networking sites. Seeking a better understanding of consumer sentiment ahead of a potential product update, Kraft decided to go on a work with IBM research discovery solutions to identify what was on "The Top fo the minds" of its Vegemite customers worldwide.

Solution

IBM Global Business Services in conjunction with IBM's Corporate Brand and Reputation Analysis (COBRA) analyze unstructured data across Social Media domain to provide insight and root cause analysis as well as statistical tracking and advanced alerts to events. This was the first COBRA engagement in Australia and was a huge success for IBM and Kraft. The analysis COBRA performed has led to a change in Kraft's marketing strategy for Vegemite.

Benefits

- The COBRA analysis helped Kraft Australia identify the strong personal identification that its customers had for Vegemite

- The marketing campaign resulted in a significant increase in sales within the first two months, which was the most successful campaign in 85 years.

"The work we did with IBM fundamentally changed our business strategy and how we looked at our own brand".

"..been the most successful campaign for Vegemite to date, and that's saying something over 85 years of history.

- Simon Talbot Kraft Australia

KRAFT

VEGEMITE

Case 2 - REPUTATION MANGEMENT

Monitoring the Social Media Swarm to Protect Companies Reputations

Business challenge

A consumer products good company made change of ingredients to a number of there consumer products. The change had significant impact to one of their largest consumer segments. The response to these ingredient changes was as social media swarm discussion how the community should react to the apparent unilateral decision by the company to make these changes. The consequence could significantly impact the companies reputation and market share.

Solution

IBM Global Business Services in conjunction with IBM's Corporate Brand and Reputation Analysis (COBRA) had been monitoring alerts on a daily basis for a number of months before the event. The system identified a significant increase in the buzz about the ingredient change along with discussions by the community of topics including Outrage, Boycott and Stop Buying. In a period of eight days COBRA identify emerging trends, issues and key influences, which allow the company to negotiate a solution agreeable to both the company and the social media community.

Benefits

- The COBRA analysis helped help the company identify emerging buzz before it became a major traditional event

- COBRA correctly identify the seriousness of the event by monitoring the topics of discussion and identify who were the social media influencers

- Within six months the company had taken 10% of the market share from their biggest competitor who ignored the social media community

Case 3 - MARKET INTELLIGENCE

Telco service provider want to improve relationship with customer

Business challenge

A Telco service provider has had a reputation of poor customer service. They want to know what issues are most important to their customer base and how can they monitor the change to there customer service changes to insure that the changes are effective.

Solution

IBM Global Business Services in conjunction with IBM's Corporate Brand and Reputation Analysis (COBRA) built models for the a leading wireless Telco based on customer touch points (call center, chat, store, online and email). COBRA they analyze what people were saying about these touch point, then using the COBRA analytical tools identify positive and negative sentiment trends. As the Telco started to implement changes to their customer service program COBRA will be monitoring the social media postings and analyzing the effectiveness of these changes.

Benefits

- The COBRA analysis helped help the company identify current customer servicer issue by looking at customer discussion on social media sites

- COBRA analytics to identify some of the root causes for customer service dissatisfaction and customer touch points which could use improvement

- As new programs are introduced to improve customer service, COBRA Alerts will be monitoring the discussion daily

Drive Smarter Business Outcomes With IBM Information Management

Call To Action

➡️ *Leverage Information for Smarter Business Outcomes*

➡️ **Let IBM Help Accelerate Your Journey**

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Thank You!