

**BusinessConnect 2015**



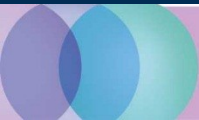
# A New Way To Work

## IBM Analytics

*Tom Hutchinson*

*BUE Analytics Division Asia Pacific*





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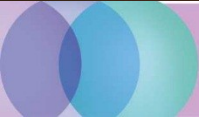


**Data is the foundation of competitive advantage**  
*Front runners will:*

**Drive Business Outcomes**  
*Apply Analytics Enterprise-wide*

**Time Value of Data**  
*Speed of Insight and Speed of Action*

**Changing the Game**  
*Cognitive computing*



# Announcement

Source and analyze global conversations about products, issues and trends that matter to a business and integrate it with enterprise data to gain fresh insights:



**Product Research & Innovation**  
*Identify unmet needs*

**Real Time Operations**  
*Sense demand shifts*

**Voice of Customer**  
*Understand individuals*



Build Brand Advocacy



Drive Innovation



Generate Sales



# Announcement



Anticipate disruptive weather events and allow businesses to take action to mitigate impact and return to normal operations quickly. Make more confident decisions even if timing and severity is still uncertain.

**Forecasting Precision & Accuracy**  
*Identify disruptive weather events.*

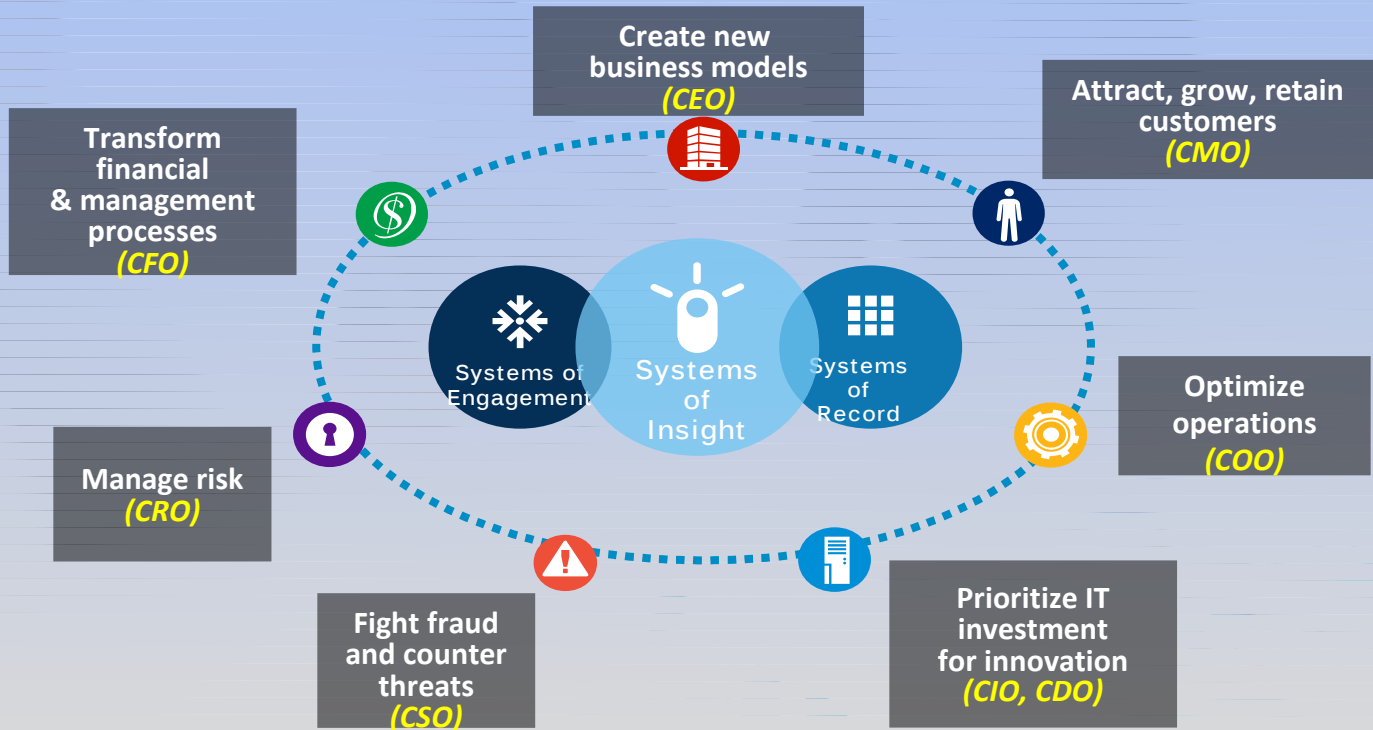
**Make Weather Events Actionable**  
*Action weather events across enterprise*

**Real-time collection and analysis**  
*Link IoT and analytics from millions of sources*

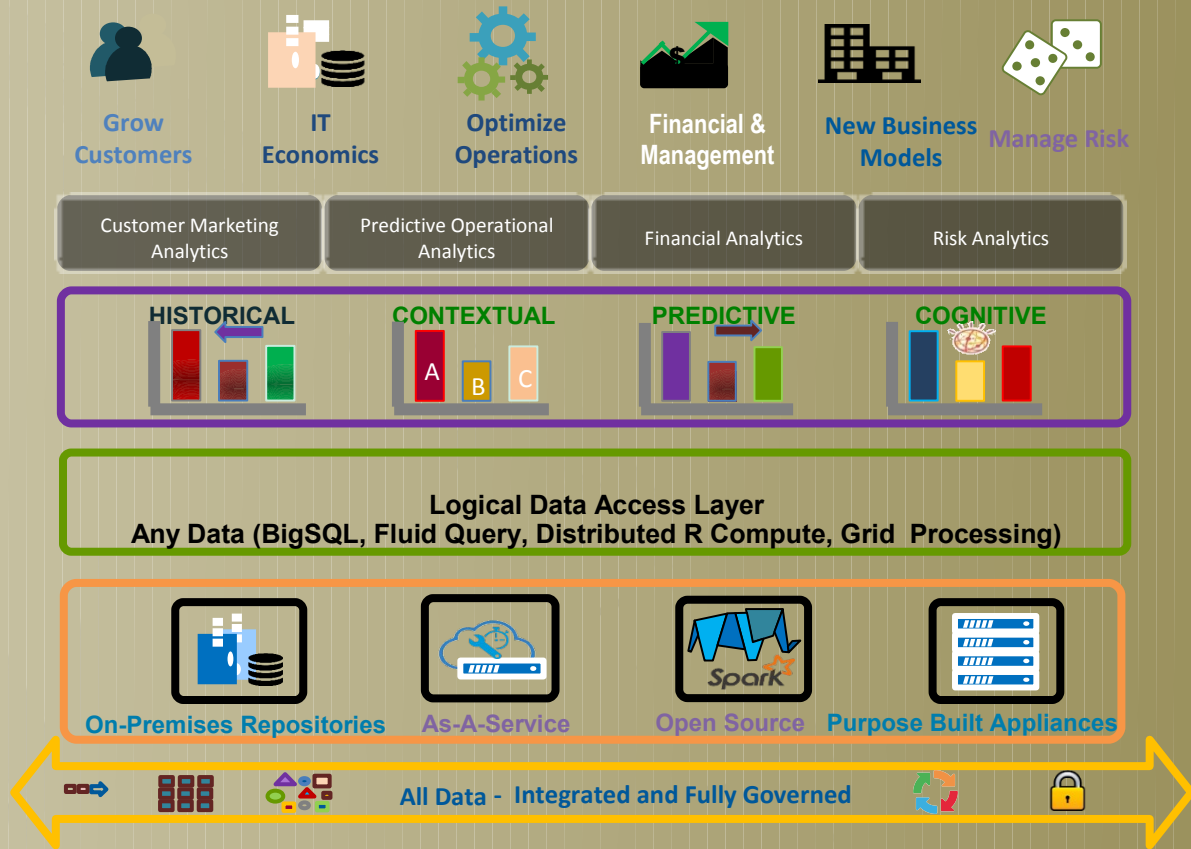
#WeatherMeansBiz



# In the new insight economy, winners infuse analytics everywhere – driving insight to outcome



# Analytics Vision



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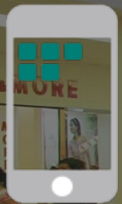
# IBM Predictive Customer Intelligence

*#NewWaytoKnowYourCustomer*





# Age of the Empowered Customer



90%

Of mobile users keep their device within arm's reach 100% of the time

5 minutes



The response time users expect from a company once they have contacted it via social media

By 2015,



2/3

Of the workforce will own a smartphone, and

40%

Of the workforce will be mobile

The average mobile phone user checks their phone



150 times a day

70%



Have stopped doing business with a brand following a poor customer experience



12 to 5

In the last 10 years the average attention span has dropped

minutes

5

Of data are generated everyday by mobile phone subscribers around the world

80%

Of CEOs believe they deliver a superior customer experience

But only



8% of their customers agree

# IBM Predictive Customer Intelligence

**Customer Data**



## Actionable Insights

...better understanding of policy holders demands allows Birla Sun Life to develop products, messages and personalised communications to prevent customer churn.

## Operating Efficiency

...real time sales force alerts improves customer service levels and reduce number of employees required to process applications.

## Improve Customer Service

...through informed sales an policy decisions by gleaning insights stored in their data

## Decision Making

...near real-time reporting supports improved decision making on reissuance and under writing

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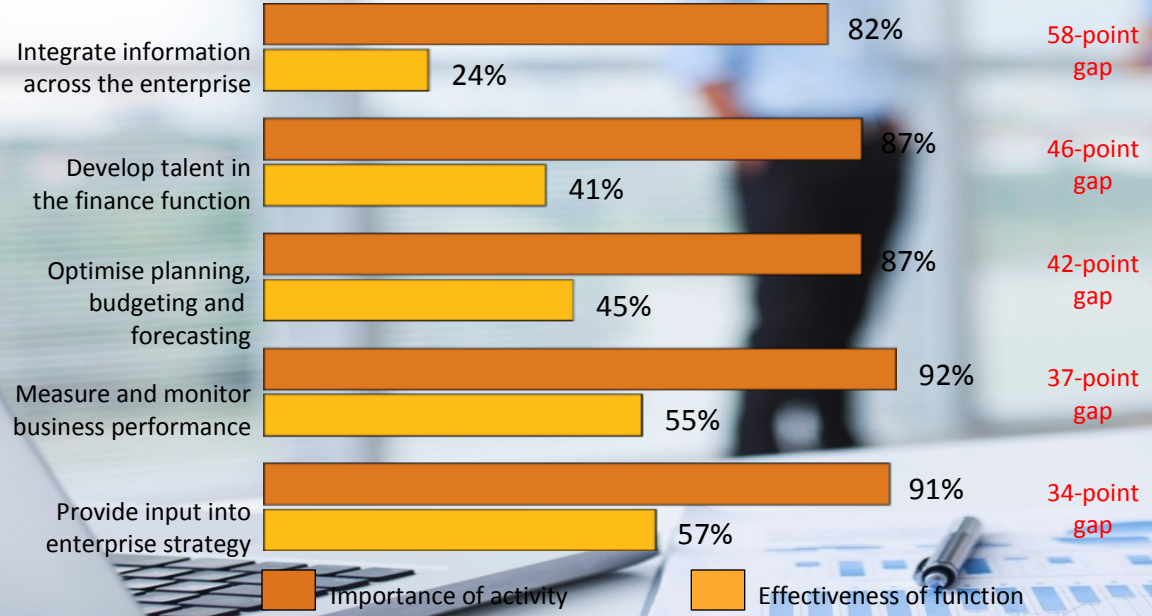
# IBM Financial Performance Management

*#NewWaytoSmartDecisions*



# Enterprises surveyed want to do better in five key areas

The latest IBM study aims to identify drivers of outperformance



# 4,183

interviews in

# 70

countries

# 6

CEO, CFO, chief HR officer, CIO, chief marketing officer, chief supply chain officer

SOURCE: IBM, *The Customer Activated Enterprise: Insights from the Global C-Suite Study*, October 2013.

# IBM Financial Performance Management

Secure Enterprise Scalable  
Reporting & Process  
Automation Solutions

Automate

Standardize

Enhance

Eliminate

One single  
reporting  
solution

Create and  
enforce  
intelligent  
processes  
across the  
enterprise

Marry data  
with the  
narrative  
analysis





## Finance is a Value Creator

...improved accuracy and streamlining of 'last mile' for financial reporting has freed up the team to engage in value added activities to help grow the business

## Time to Value

...six weeks to implement delivered immediate results by cutting 12 days of manual work from each quarterly reporting cycle

## Transform Finance Function

...reduce effort, improve accuracy, eliminate errors

## Eliminate Error

...automated manual entry and removed labour intensive tasks reduced most source of errors

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# IBM Counter Fraud Management

*#NewWaytoCounterFraud*





# Fighting Fraud requires a new way of thinking

**5%**

Revenues the typical organization loses to fraud annually

**\$145,000**

The median loss caused by a single case of operational fraud

When collusion is involved, median losses due to fraud increase substantially

**\$80,000**

**\$300,000**

One perpetrator

Two or more

**22%**

of occupational fraud cases cause losses of more than

**\$1 million**

■ Median Loss with Controls (\$K)    ■ Median Loss without Controls (\$K)

Proactive Data Monitoring / Analysis

73

181

Management Review

100

208

Formal Fraud Risk Assessments

94

168

External Audit

125

186

Organizations that had anti-fraud controls in place experienced **LOWER FRAUD LOSSES** than organizations without these controls.

Source: ACFE's 2014 Global Fraud Study, Report to the Nations on Occupational Fraud and Abuse.

# IBM has a rich history in helping clients reduce fraud

## Banking



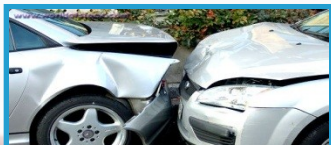
### Anti-Money Enterprise Fraud

IBM has implemented  
the Global Tier 1  
systems

## Business C

- Reduced fraud by improving on AML Requirements
- 40% improvement Transaction Report
- 80% productivity s

## Insurance



ent on legitimate

ths

tion referral

days

## Government



recoupment in the first 12 months  
of use

- One provider charged >800 days worth of billings in a single year
- Stopped more than USD16 billion in fraud in 2012

## Healthcare



### Health Insurance Claims fraud

IBM has more than 30 client  
implementations for **Healthcare  
payers**

## Business Outcomes

- Identified 200 facilities with questionable outlier behaviors
- Identified >\$20M in potential recoveries
- Potential incremental recoveries of \$20M+ per year



भारतीय प्रतिभूति और विनियम बोर्ड  
Securities and Exchange Board of India

## Automation and Consolidation

...better management of large volumes of data by automating the upload of data from internal and external sources and consolidating multiple tools and data sources

## Enhanced Investigations

...increasing number of investigations by improving quality and depth of analysis and reducing investigation timelines

## Increase in Cases and Data

...increased volume and inconsistency of data and complex business processes

## Solution

...IBM i2 Analyst Notebook

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**Thank You !**

*#NewPossibilities #NewThinking*



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# A New Way To Work



# The transformation of the customer relationship

## Find me

Using visualisation and analytics to discover new customer segments

## Ask me

Consulting customers on products, services, and social issues

## Advise me

Bringing expertise to every client interaction

## Know me

Offer new products and services based on understanding my wants, needs

## Grow with me

Data and insight connecting the lives of customers, households

## Excite me

Unexpected services at unexpected moments

## Compare me

Offer peer analytics in virtual channels

## Trade with me

Sharing data, location, and new ideas in return for better products and value

## Educate me

Digital online education and tips "in the moment"

## Alert me

real-time predictive analytics and personalised customer communication

## Let me choose

Options vs. prerequisites, roadmaps vs. checkboxes

## Protect me

Multifactor security that doesn't punish the innocent

# IBM clients have gained enterprise wide value

