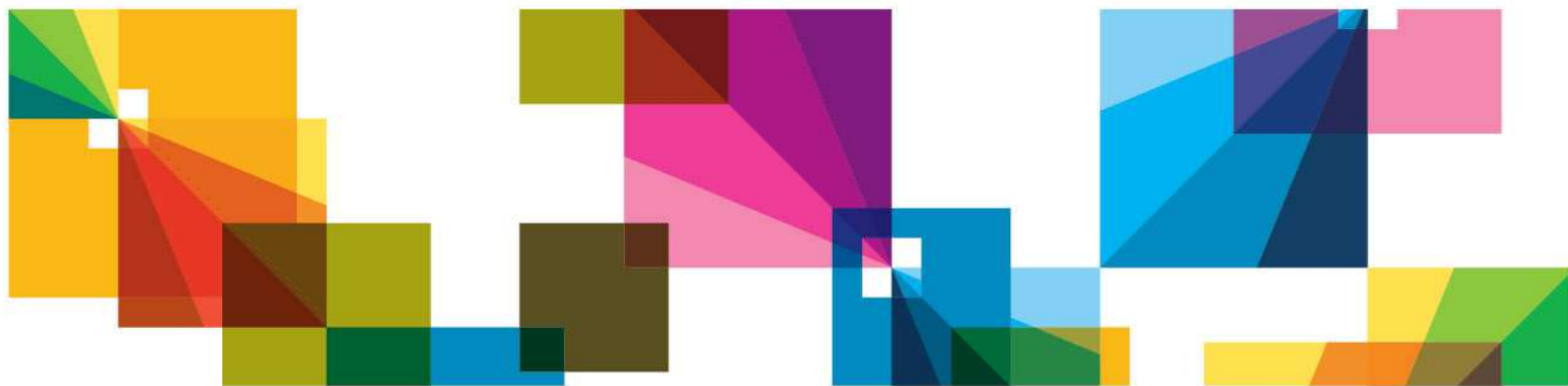# Smarter Analytics Live
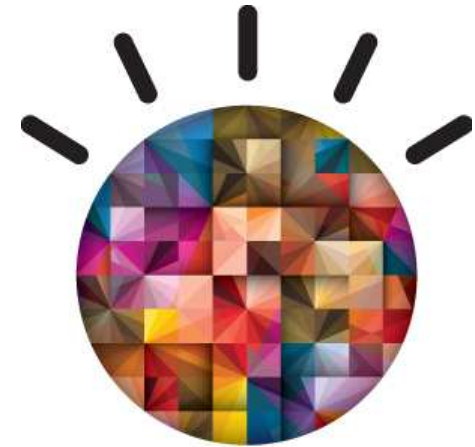
IBM

Il Sole 24 ORE

Fred Balboni

Global Leader, Business Analytics and Optimization
IBM Global Business Services

Smarter Analytics – The New Imperative

Four years ago, we started working with organizations to build a smarter planet

Through thousands of client engagements, we learned that analytics is fundamental to success.

Since then, analytics
has continued to evolve:

- From enterprise data to big data

- From business initiative to business imperative

- From advancing single organizations to transforming entire industries

Analytics have evolved from business initiative to business imperative

Analytically sophisticated companies outperform their competition

Respondents who say analytics creates a competitive advantage

2010 **37%** **57%** increase

2011 **58%**
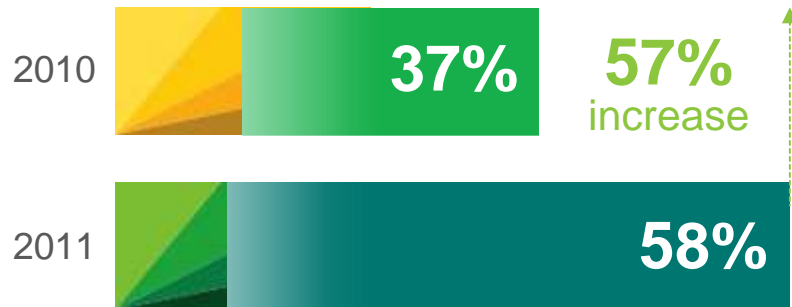
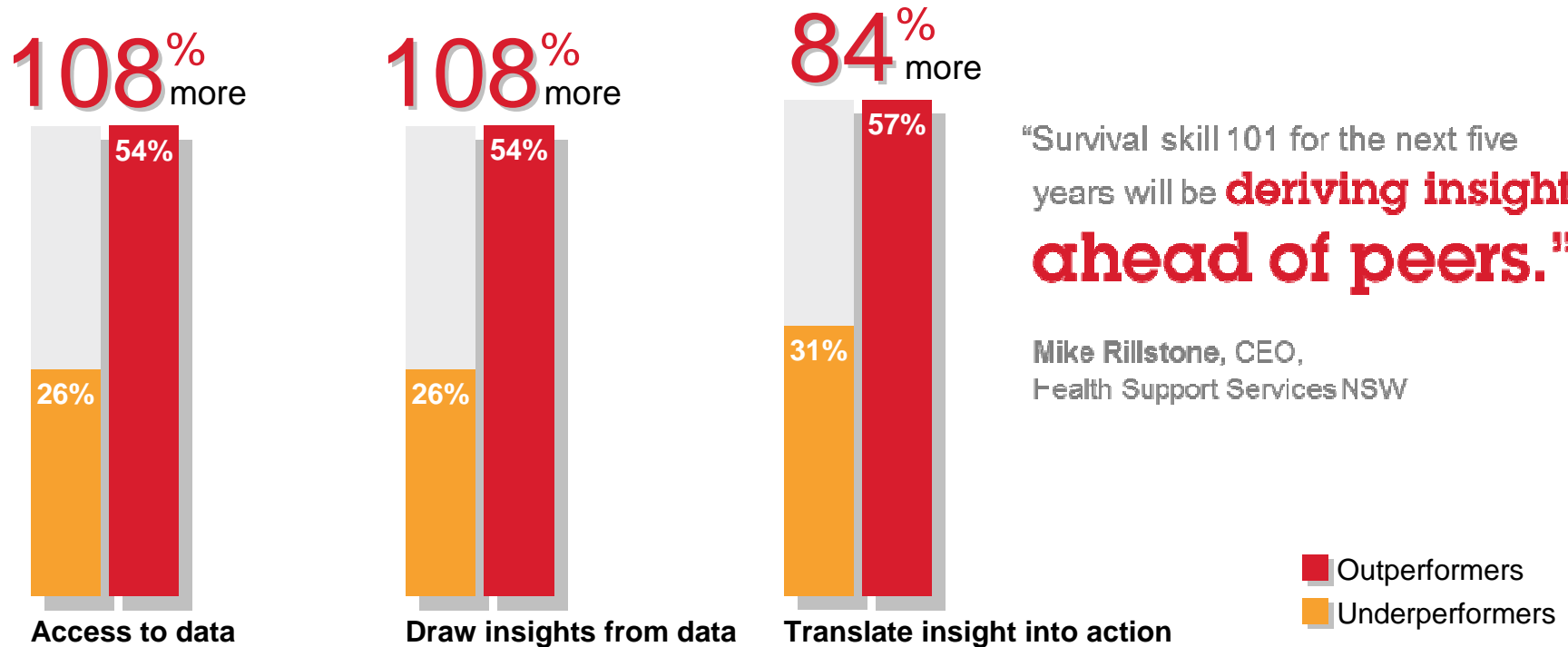**Organizations achieving a competitive advantage with analytics are**

2.2x

more likely to **substantially outperform their industry peers**

Ratio of respondents who indicated analytics creates a competitive advantage to those who indicated it did not and the likelihood they also indicated their organizations was "substantially outperforming their competitive peers." The ratio was 2.0 to 1 in 2010.
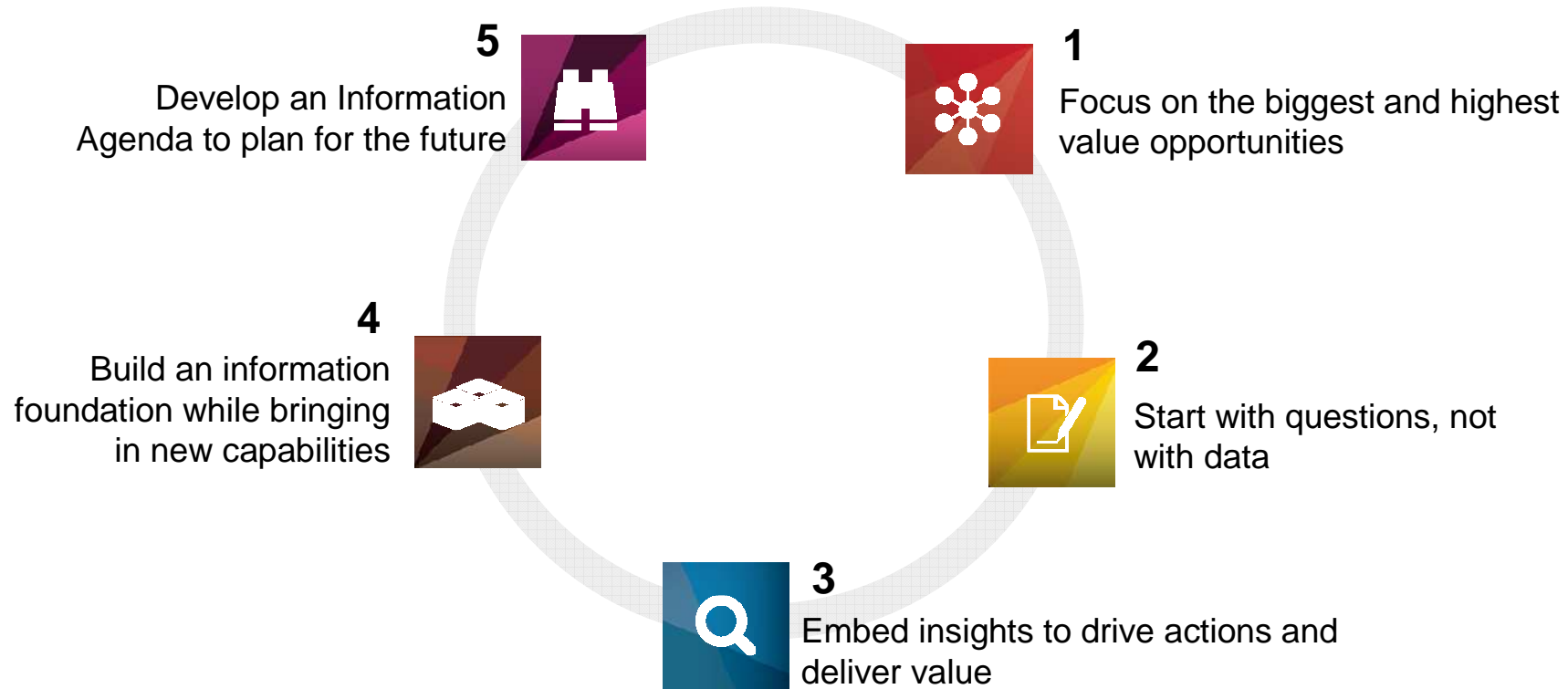
Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011

Outperformers drive value by mastering each component of the analytics process

108% more   **108%** more   **84%** more

| 54% | 54% | 57% |
| 26% | 26% | 31% |

Access to data   **Draw insights from data**   **Translate insight into action**

"Survival skill 101 for the next five years will be **deriving insight ahead of peers.**"

Mike Rillstone, CEO, Health Support Services NSW

■ Outperformers
■ Underperformers

Source: *Leading through Connections,* 2012 Global Chief Executive Officer Study, IBM Institute for Business Value, 2012. ©IBM

In over 20,000 engagements, we've identified five guiding principles that help clients get started – faster

5
Develop an Information Agenda to plan for the future

1
Focus on the biggest and highest value opportunities

4
Build an information foundation while bringing in new capabilities

2
Start with questions, not with data

3
Embed insights to drive actions and deliver value

How can you accelerate your analytics journey?

We see organizations driving transformation through analytics in four high-value areas

1 Grow, retain and satisfy customers

Examples
- Churn management
- Social media sentiment analysis
- Propensity to buy/Next best action

2 Increase operational efficiency
- Predictive maintenance
- Supply chain optimization
- Claims optimization

3 Transform financial processes
- Rolling plan, forecast and budget
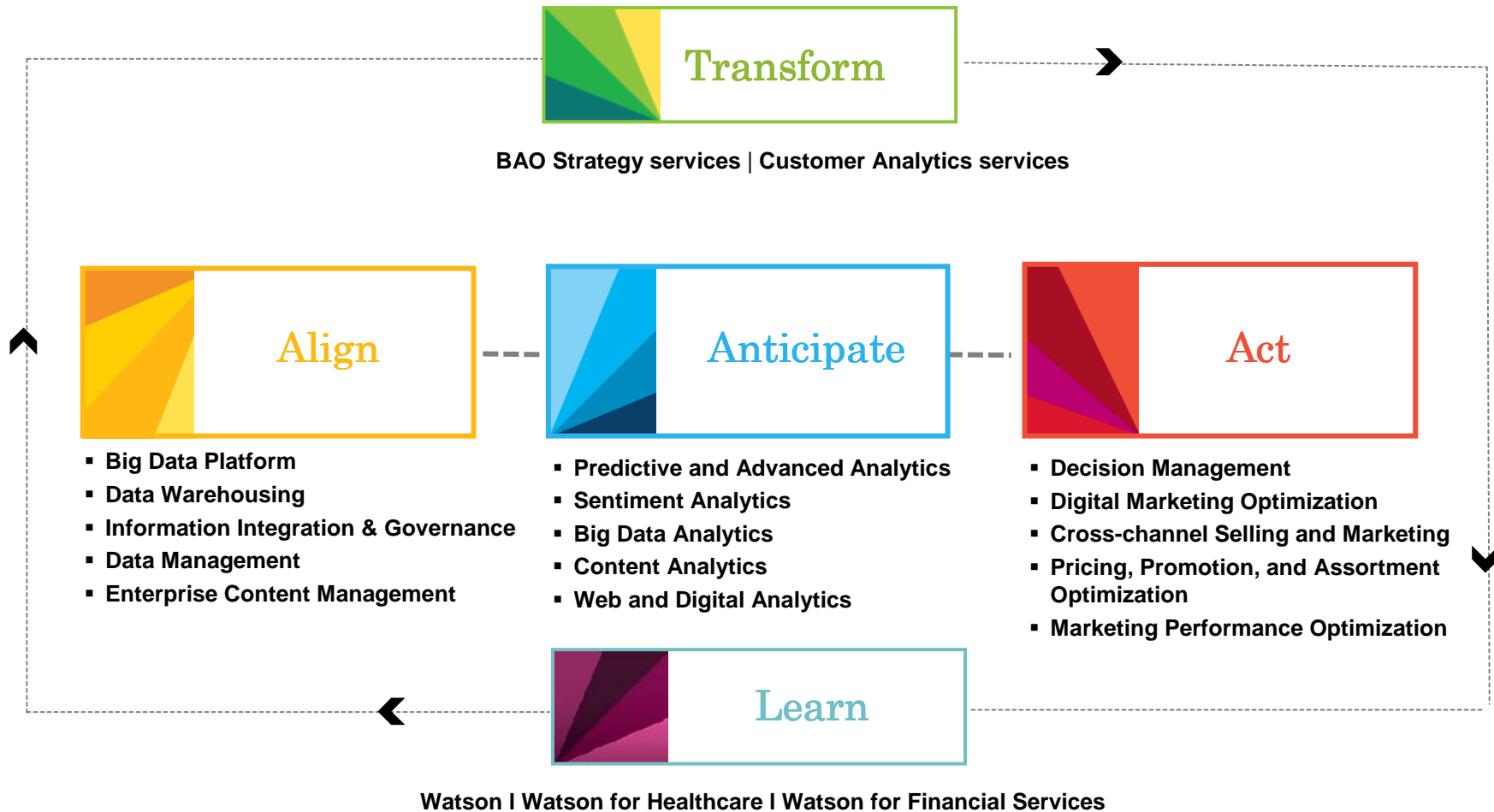- Financial close process automation
- Real-time dashboards

4 Manage risk, fraud & regulatory compliance
- Operational and financial risk visibility
- Policy and compliance simplification
- Real-time Fraud identification

# IBM provides a range of analytics capabilities that can help turn data into actionable insights

Transform

BAO Strategy services | Customer Analytics services

Align

- Big Data Platform
- Data Warehousing
- Information Integration & Governance
- Data Management
- Enterprise Content Management

Anticipate

- Predictive and Advanced Analytics
- Sentiment Analytics
- Big Data Analytics
- Content Analytics
- Web and Digital Analytics

Act

- Decision Management
- Digital Marketing Optimization
- Cross-channel Selling and Marketing
- Pricing, Promotion, and Assortment Optimization
- Marketing Performance Optimization

Learn

Watson I Watson for Healthcare I Watson for Financial Services

Organizations often take different paths on their
analytics journey

Data-driven Approach
(bottoms up)

Some organizations need to first focus on integrating and managing their customer data and need to start by developing an information agenda and strategy.
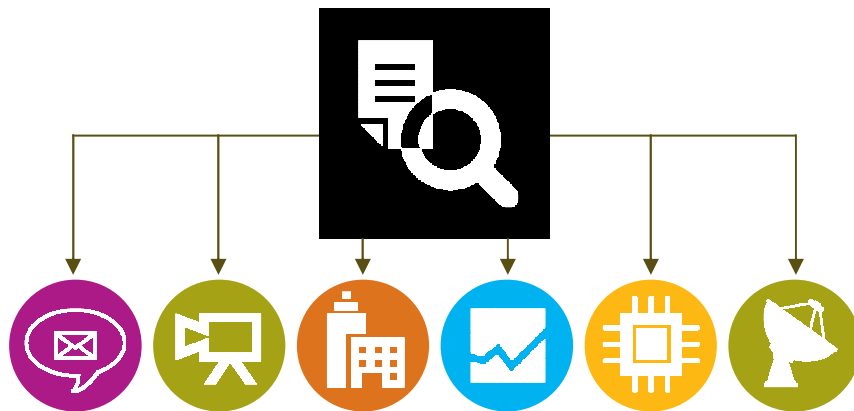
Business-driven Approach
(top down)

Other organizations want to take a more targeted, or business-driven approach, and will focus on developing detailed roadmaps and pilots for specific customer analytics initiatives.

Why organizations choose IBM Smarter Analytics

Broad and integrated portfolio of information and analytics capabilities

- Investment in analytics software and solutions with over $16B in acquisitions since 2005
- Enterprise class Big Data platform as part of a comprehensive Information management foundation
- Analytic capabilities that scale from personal to enterprise to next generation systems that reason and learn
- Decision management solutions that embed predictive analytics into business processes

Proven experience accelerating time-to-value and delivering breakaway results

- Over 9,000 experienced strategy, analytics, and technology experts and consultants around the globe
- Proven solutions & use cases across industries and functions from over 20,000 client engagements
- Thought leadership and practical insights from the IBM Institute for Business Value
- Jumpstart services and eight global IBM Analytics Solution Centers to help organizations get started

Comprehensive delivery options to compliment capabilities and lower TCO

- Broad range of implementation models, including:
- System Integration, Consultancy, Transformation
- Application Management Services
- Appliance, Hardware, Cloud, Mobile

Advanced technology and expertise applying innovation to real world problems

- First-of-its-kind breakthrough innovations, including IBM Watson
- World's largest math department in private industry since 1960
- Nearly 600 analytics patents per year and first in patent ranking

A smarter planet
is built on
Smarter Analytics