

**IBM Information**  
On Demand

2009

>>> Comes To You



# Conference Navigation >>

*For Effective Enjoy of Afternoon Tracks*



**INNOVATE.OPTIMIZE.**  
**PERFORM.**

Unlock the business value of your information.

김은생 파트너  
한국IBM 글로벌비즈니스서비스  
([kimes@kr.ibm.com](mailto:kimes@kr.ibm.com))

# Alphabets

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CDI

RM/IFRS

MDM

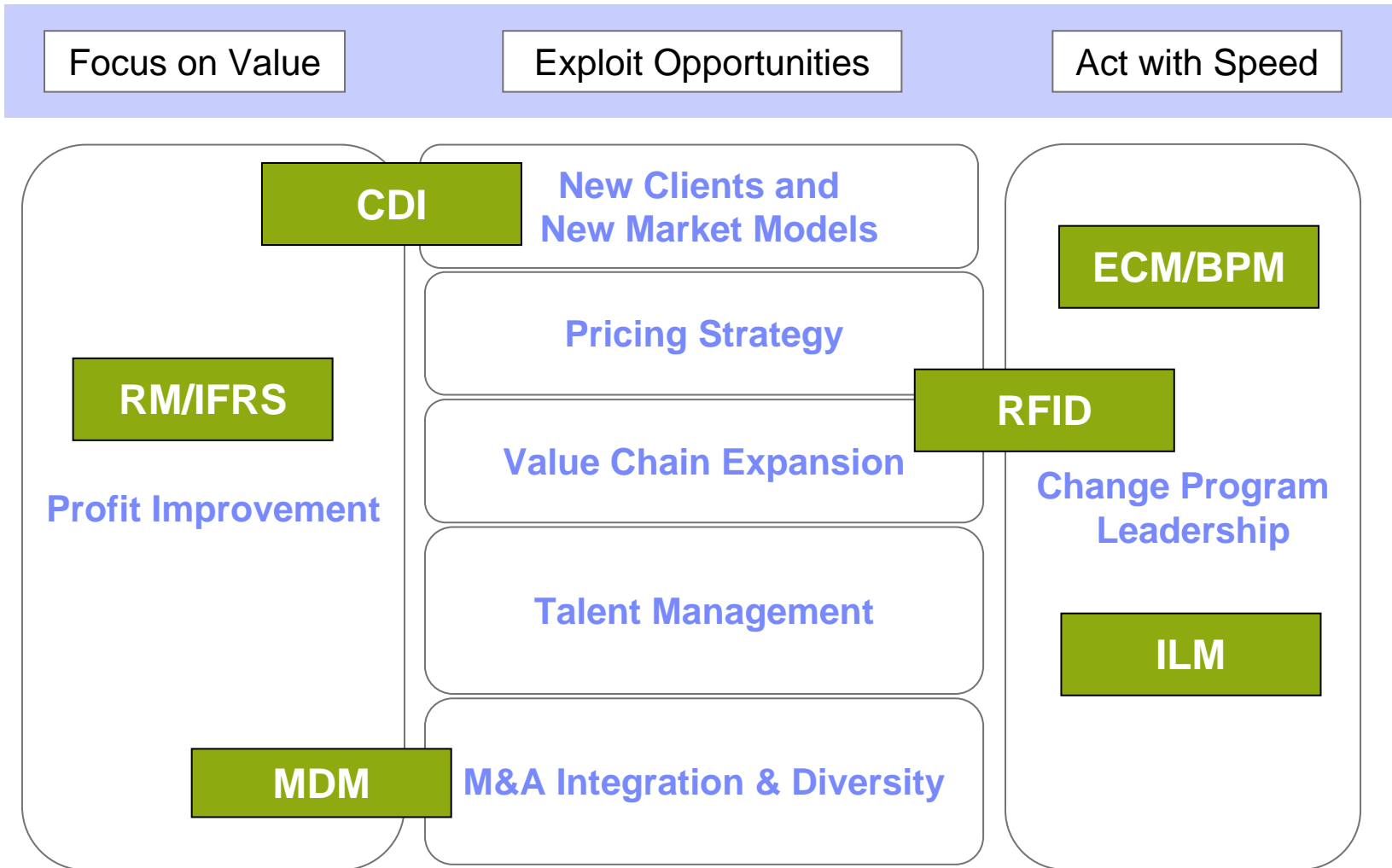
ECM/BPM

ILM

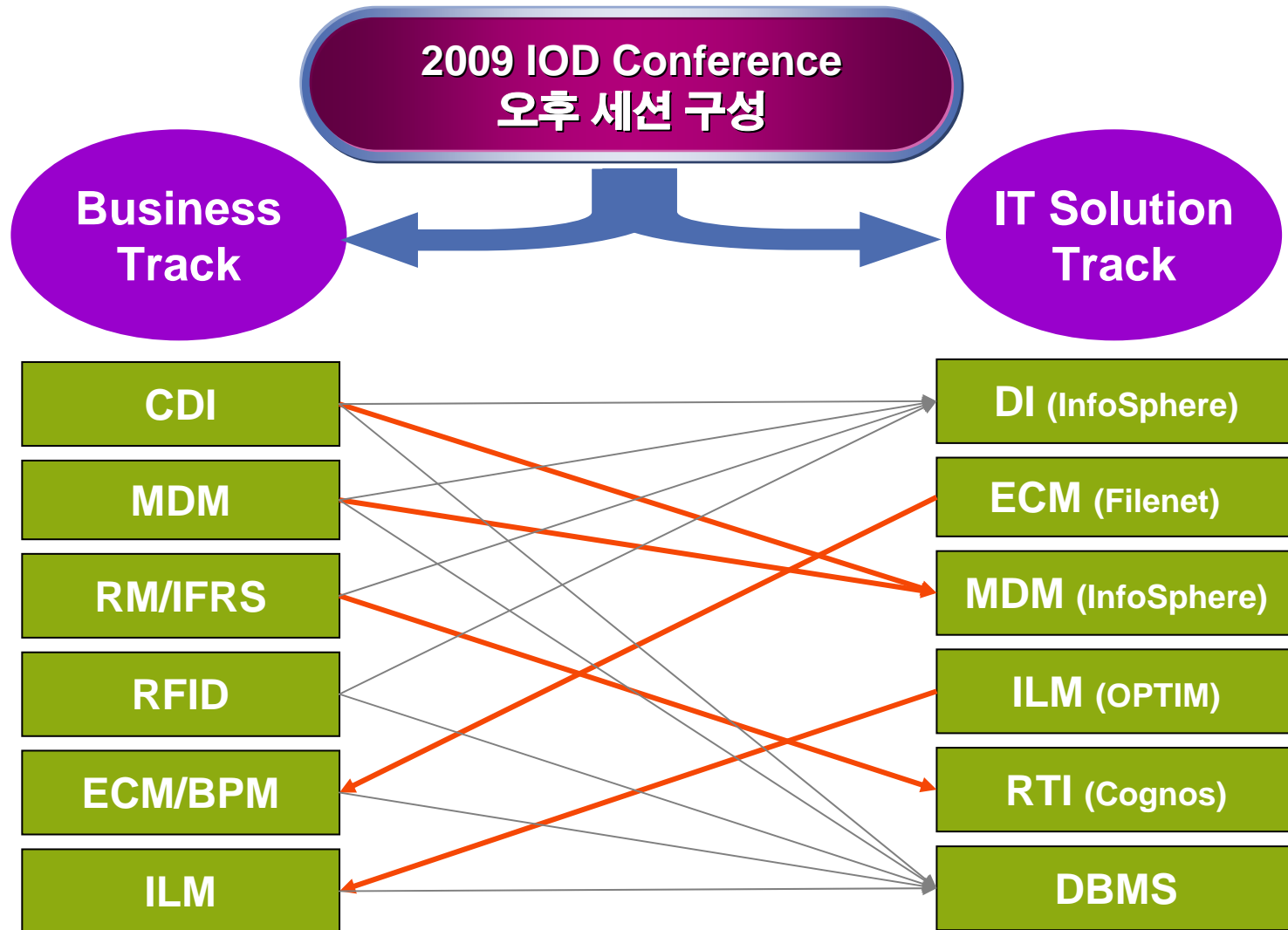
RFID



# New Intelligence for Smarter Planet



# New Intelligence – Business/IT Alignment







# 즐거워 점심 식사 시간 !

Let's look at business challenges in new ways.  
Let's build a smarter planet together.

# New Intelligence for Smarter Planet

## Focus on Value

### Profit Improvement

- Intelligent Customer Care, Service, and Insight
- Improve Finance/ Risk mgmt with real time information: planning, budgeting, forecasting; cost modeling; capital planning; asset allocation
- Fraud & Abuse Mgmt
- Dynamic Inventory Optimization

## Exploit Opportunities

### New Clients and New Market Models

- Intelligent Customer Care, Service, and Insight

### Pricing Strategy

- Defend / Gain share with analytics pricing, customer buying behavior, marketing ROI

### Value Chain Expansion

- Intelligent Supply Chain Management

### Talent Management

- Collaboration tools for Global Sourcing
- Analytics to improve employee performance motivation & recruitment

### M&A Integration & Diversity

- Decision-tree analysis, real options, planning and forecasting, sensitivity analysis, sales and operations planning

## Act with Speed

### Change Program Leadership

- Act on information with Real-time Decision making, Collaboration and Situational Awareness

