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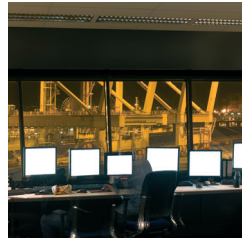
New intelligence: Using information to transform your midsize business

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New intelligence is at the heart of an information-led transformation, creating smarter organizations by helping them make better informed, real-time decisions. As they turn their information into a strategic driver to accelerate innovation, business optimization and sustained competitive differentiation, the result is immediate and cumulative value with each step and a business that is sustainably smarter. This paper explains how midsize businesses can use new intelligence to fuel an information-led transformation enabled by a strong information foundation, the establishment of a single view of data available when and where it's needed and the application of business analytics that help optimize decisions.

Information for a smarter planet: New intelligence

Smarter Planet™ is IBM's point of view on how interconnected technologies are changing the way the world works, as it becomes more instrumented, interconnected and intelligent. New intelligence is the vision for the role information plays in this changing world.

Businesses become smarter when they make more intelligent decisions. Using a new kind of intelligence—new intelligence—they cross the threshold into a new world. In this world, one of information-led transformation, they manage pervasive information and analyze it to gain insight, predict risks and opportunities with confidence and drive smarter, faster decisions and actions.

New intelligence addresses the question: How can we take advantage of the wealth of information, available in real time and from a multitude of sources, to make more intelligent decisions? New intelligence emphasizes sharing information in all corners of an organization. It's about applying analytics to manage, process and make information actionable. It also focuses on ensuring that decision makers in an organization have trusted information that is relevant to their role, so they can accelerate the decision-making process.

Why new intelligence? Why now?

Business leaders are saying that in order to meet their goals for profitability, revenue, cost reduction and risk management—especially in the current economy—they know they cannot continue to operate the way they have in the past. They cite numerous examples of the waste, inaccuracy and missed opportunities that are caused by massive volumes of data, incomplete and unavailable information, information silos and barriers to sharing information.

So, more and more information is available, but proportionally less of it—and radically less of the information being created in real-time—is being effectively made available to people who need it. At the same time, almost anything can now become digitally aware and interconnected, from our roads to our appliances to our clothing.

New intelligence shifts the focus towards using the information you have well and wisely, applying it to situational awareness and prediction. It takes advantage of the increase in and abundance of low-cost interconnectivity and derives value from it. Organizations that use new intelligence to decipher and predict emerging trends will gain competitive advantage. These organizations will have been part of an information-led transformation that allows them to be more innovative, improve and enhance their business and differentiate themselves from the competition.

This paper explains how midsize businesses can use new intelligence to fuel an information-led transformation.

For more information

To learn more about New Intelligence, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web site: **ibm.com**/software/data/new-intelligence/

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New intelligence is the vision for the role information plays in building a smarter planet.

Any size and type of company can achieve an information-led-transformation—more affordably than you might think.

What is an information-led transformation?

An information-led transformation occurs when you turn information into a strategic driver for innovation, business optimization and competitive differentiation. When built on a foundation of trusted information that can be shared, reused and applied as a strategic asset, an information-led transformation reveals the intelligence that might be hidden in an organization's information. The organization can then use information pervasively to analyze trends, make predictions and make decisions in real-time.

How to achieve an information-led transformation

You might think that an information-led transformation is only possible for corporations with big budgets. However, any size and type of company can transform their business by establishing a foundation for their information, establishing a single view of their data and applying business analytics to improve and enhance business—more affordably than you might think.

Information infrastructure: A foundation for information

Information infrastructure is focused on managing information for greater operational efficiency. It also includes security, compliance and retention policies aimed at making sure that information safely flows through your organization with precision while meeting regulatory requirements. The result is granular control over how your information is created, captured, revised, routed, approved, published, archived or retired.

"We have a certain trust in the IBM brand. I had worked with IBM in the past, and there was just a level of input and support from IBM that we weren't getting from other vendors."

— Scott Kerr, Head of IT, Scotmid

Building a foundation for information

Smart is: Building a more flexible retail IT environment with more capacity for data

Customer: Leading Scottish retailer Scottish Midland Co-operative Society

Challenge: This growing company needed a complete infrastructure upgrade because of end-of-life and scalability issues, and they turned to IBM and IBM Premier Business Partner b2net Ltd. to design a virtual environment that would support future growth and new business initiatives.

Solution: An IBM information infrastructure that includes IBM System x® and System p® servers and a storage area network featuring IBM System Storage™ solutions to create a consolidated and virtualized environment that can support its future growth

Benefit: With its new information infrastructure, Scotmid enjoys improved systems performance and expanded capacity for data, can meet changing business needs with new levels of IT flexibility and can exploit enhanced business intelligence capabilities to maximize sales.

Trusted information: A single view of data

With trusted information you turn silos of information into a strategic asset that is shared throughout your company. It begins by providing access to structured and unstructured information, and operational and transactional data in real time. You gain control and monitoring along with information sharing.

"With IBM's assistance, we have vastly increased our ability to exploit the knowledge of the human genome in the way we understand and treat pediatric illnesses."

Dr. Daniel Sinnett, head of the Oncogenetic Research, Sainte—Justine Hospital Research Centre

Establishing a single view of data for pediatric genetic research

Smart is: An easy-to-use interface for analyzing and querying data in an electronic health records system

Customer: Leading Canadian research hospital St. Justine Hospital Research Centre

Problem: To realize the potential benefit of genomics in pediatric research, Sainte-Justine Hospital Research Centre needed to streamline the way it gathered, managed and updated its clinical information. Data fragmentation combined with manual processes led to wasted resources and a longer research cycle.

Solution: Using the hospital's electronic health records solution as a starting point, IBM created a framework that updates, validates, secures and authorizes patient information and incorporates genotypic data drawn from patient tissue samples with medical data drawn from hospital records. Lastly, IBM created a flexible and easy-to-use interface that researchers use to analyze or query the data.

Benefit: With the IBM framework, the hospital anticipates a 90 percent reduction in time required to gather research cohorts and 75 percent reduction in administrative costs associated with data gathering and validation—along with other cost-saving and health care benefits.

Business analytics and performance management: Applying business analytics

Business analytics and performance management provide the planning, budgeting, forecasting, measuring, monitoring, reporting and analysis capabilities you need to make informed and fact-based decisions. The foundation is a business intelligence solution developed specifically for midsize businesses, tools that provide intuitive access to data, supporting a spectrum of users from executives to "power users," from spreadsheet aficionados to external Internet consumers.

"With the current economic conditions, data becomes like a goldmine, and you need the best tools to mine it. With IBM Cognos 8 BI, we can create applications that are ten times more sophisticated and flexible to mine this data."

— Leading Wholesale Distributor

Business analytics provide immediate, intuitive insight into hourly and long-term business needs

Smart is: Analyzing business performance on the fly to create actionable reports

Customer: Leading wholesale distributor U.S. Lumber

Problem: Steady growth was putting a strain on U.S. Lumber's reporting systems. They could only view production metrics on a day-to-day basis and annual forecasting was becoming almost impossible because of increased sales volumes.

Solution: A highly scalable reporting system that provides U.S. Lumber with real-time insight into its management, finance, procurement, marketing and sales operations. Using this system, built with IBM Cognos® software and facilitated by IBM Business Partner Lodestar Solutions, U.S. Lumber can analyze business performance in real time and compile this information into comprehensive, easy to access and actionable reports.

Benefit: Real-time production metrics help U.S. Lumber control costs per pound and daily margins by improving decision-making processes. The granular and versatile reporting tool supports forecasting efforts and can track accounts and expenses individually, speeding the identification of successful business processes and strategies and helping to reduce billing and shipping errors.

Conclusion

Far too many midsize organizations are operating with blind spots, relying on intuition instead of insight. Although information is abundant, there are large gaps in how it is being applied and aligned with strategic goals. By contrast, forward-looking organizations are making informed decisions, achieving sizable and sustained competitive advantage. Why? Because they are using information to identify opportunities for growth and revenue generation, reducing risk and predicting future outcomes with a greater degree of confidence.

Because of advancements in technology that provide connectivity at a relatively low cost, your organization now has the opportunity to transform and optimize your entire business. With an information-led transformation, you and others in your company can make the more informed decisions that drive innovation, business optimization and competitive differentiation—resulting in a business that is sustainably smarter.

Why IBM?

IBM can facilitate your information-led transformation with a dependable and secure information infrastructure, trusted information that can be shared across your organization and business analytic solutions developed specifically for midsize companies. We offer the right combination of storage, software, servers and networks, integrated and optimized to help you use the intelligence you gain from your information for competitive advantage. Solutions from IBM Express Advantage™ can help you ensure information availability, information security, compliance and efficient retention of information throughout its life cycle.

For more information

To learn more about New Intelligence, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web site:

ibm.com/software/data/new-intelligence/

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