

Business Intelligence

It's been said that 54% of IT spending today occurs in mid-sized businesses with less than 1000 employees. It's no wonder! Increasingly, mid-sized businesses are finding that the information they possess about their business, suppliers, and customers can be their most competitive and important asset. Integrated and analyzed wisely, raw data can be converted into valuable business intelligence that can help differentiate a business from its competition by enhancing customer service, supplier relationships, and operational efficiencies. Research suggests that nearly 85% of the information in mid-sized companies is still untapped and ill managed, possibly increasing IT spending. In other words, the market could be readier than ever for providers who can balance the right mix of business intelligence solutions and services for mid-sized businesses.

IBM Express Middleware can help. Designed specifically for mid-sized businesses, IBM Express Middleware provides the flexibility needed for quicker time to market in helping mid-sized businesses along their journey into the on demand world. IBM Express business intelligence offerings bring the strengths of enterprise-wide business intelligence technologies and capabilities to mid-sized businesses that prefer easier installation and deployment across multiple platforms, including Linux, and easier management of information resources.

IBM Express offerings, including WebSphere Portal Express, help capitalize on business opportunities for customers by exploiting data and turning it into valuable information. Business Intelligence enables better decisions in near real-time. IBM business partners can leverage IBM's Express business intelligence offerings to provide a complete solution. With an extensive network of resources at their disposal, IBM business partners have direct access to leading-edge technology, education, training, and marketing materials, as well as partner-specific offerings such as the Solution Builders Express portfolio, to help build best-of-breed solutions for mid-sized businesses. To get started now, please take a look at the following table, which offers insights of how IBM's Express and business intelligence offerings can help address mid-sized businesses in seven, key industries today.

IBM customer insight offerings for the SMB banking industry are designed to help increase revenue and customer loyalty, improve customer service to profitable customers while shifting unprofitable customers to less costly channels, prioritize potential customers and develop compelling messaging, and more intelligently target customers with additional offerings

Benefit: gather, maintain, store, and facilitate by easily, timely and securely accessing customer information

IBM customer analytics offerings for the SMB retail industry are designed to help customers increase revenue and retention, increase use of frequent shopper cards for use in customizing offerings and conducting relationship marketing, improve customer satisfaction, and understand and increase customer profitability.

Benefit: analyze POS data to boost revenue and increase retention of profitable customer segments

IBM customer analytics/mining offerings for the SMB financial markets industry are designed to help understand and resolve customer complaints, react to changes in the marketplace, prioritize customers based on profitability, eliminate processing redundancies and non-value activities, and create economies of scale around repeatable business and technology operations.

Benefit: improve customer satisfaction, understand and increase customer profitability, reduce costs of serving customers, and improve customer support

IBM customer service offerings for the SMB automotive industry are designed to help better understand customers and equip channels with customer histories and insights, manage warrantee and service contracts, provide service documentation via a customer portal, and predict failures/services needed. **Benefit:** improve customer loyalty, revenue, and profit.

IBM customer insight offerings for the SMB insurance industry are designed to help customers improve access to information, reduce distribution and routing costs, and decrease risk of improper filings/submissions **Benefit:** translate customer needs and wants into repeatable business capabilities that drive value.

IBM customer and product profitability offerings for the SMB wholesale industry are designed to help customers improve profit margins, improve customer retention and customer attrition, assist wholesalers in weighing the product size, weight, turnover, perishability, and margin factors to maximize their overall margin. **Benefit:** analyze customer and product profitability to improve profit margins

IBM customer call-center management offerings for the SMB wholesale industry are designed to help improve customer service quality and efficiency and unify, consistent, enterprise-wide view of all interactions with customers. **Benefit:** improve customer satisfaction and retention

IBM customer management workplace offerings for the SMB consumer products industry are designed to help customers manage trade spending, automate information workflow, improve sales teams' ability to simplify administrative tasks, collaborate with mobile teams and customers to better manage customer relationships, increase customer service, and enhance customer satisfaction. **Benefit:** better understand customer needs and purchase behavior, and increase the effectiveness of the professional sales force.

For additional resources, visit the Business Partner Zone at: www.ibm.com/partnerworld/software/zone

