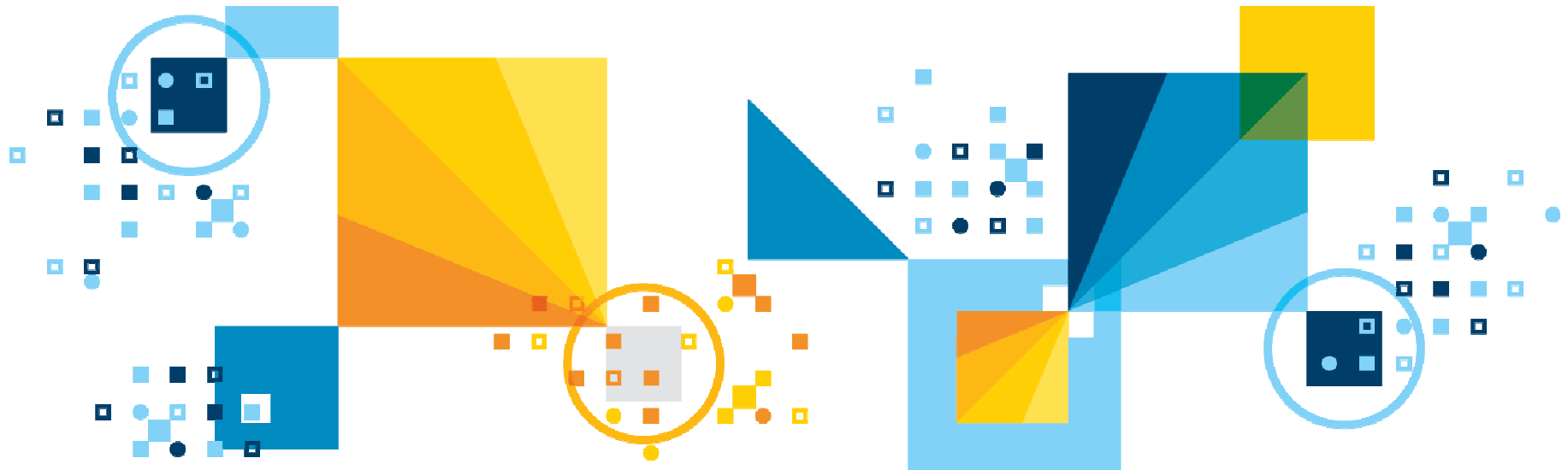


Tim Young
Marketing Executive, Big Data & Analytics, IBM Asia-Pacific
12th February 2014

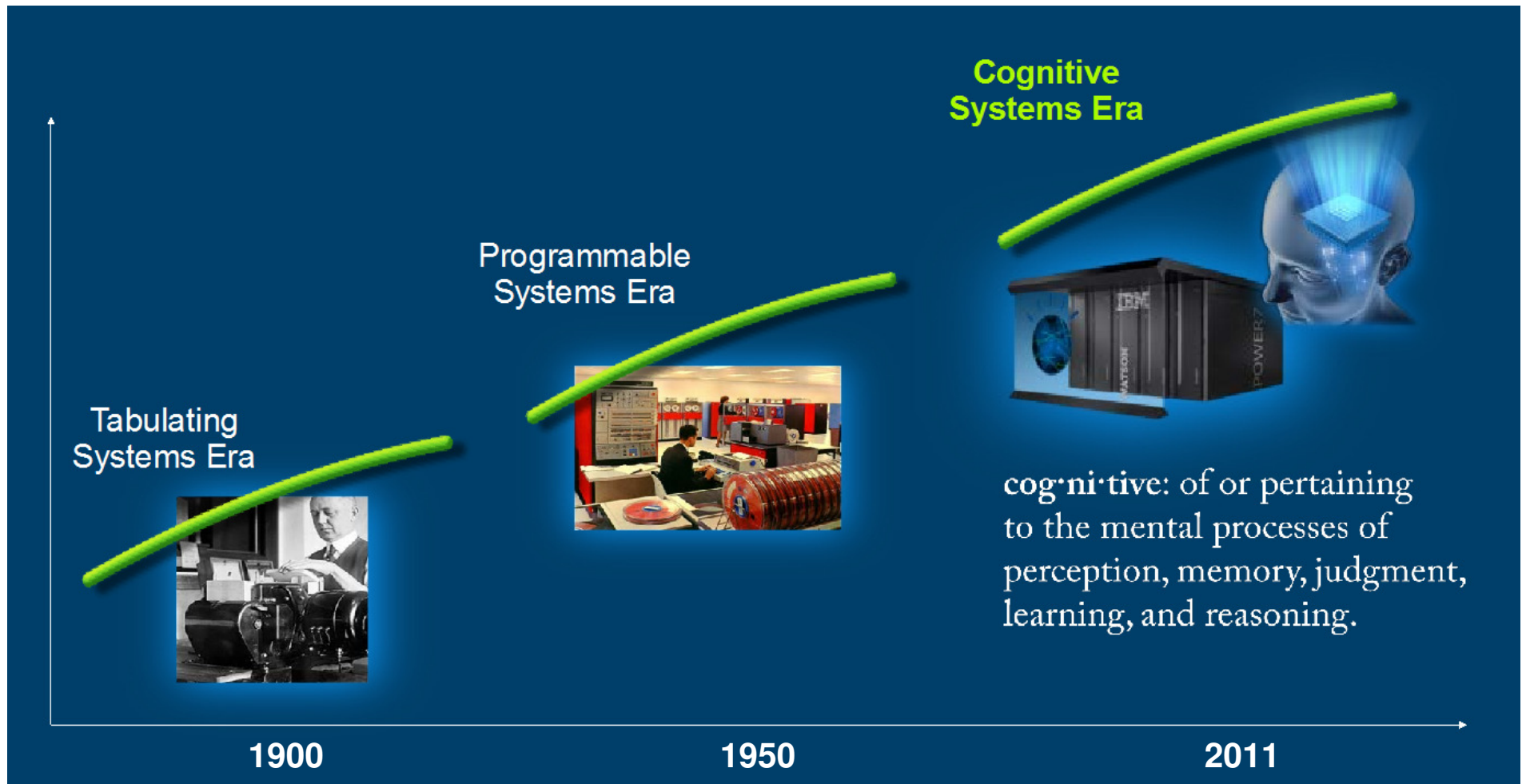
Fuelling Competitive Advantage in the New Era of Smart



The World of Big Data & Analytics Is Rapidly Expanding

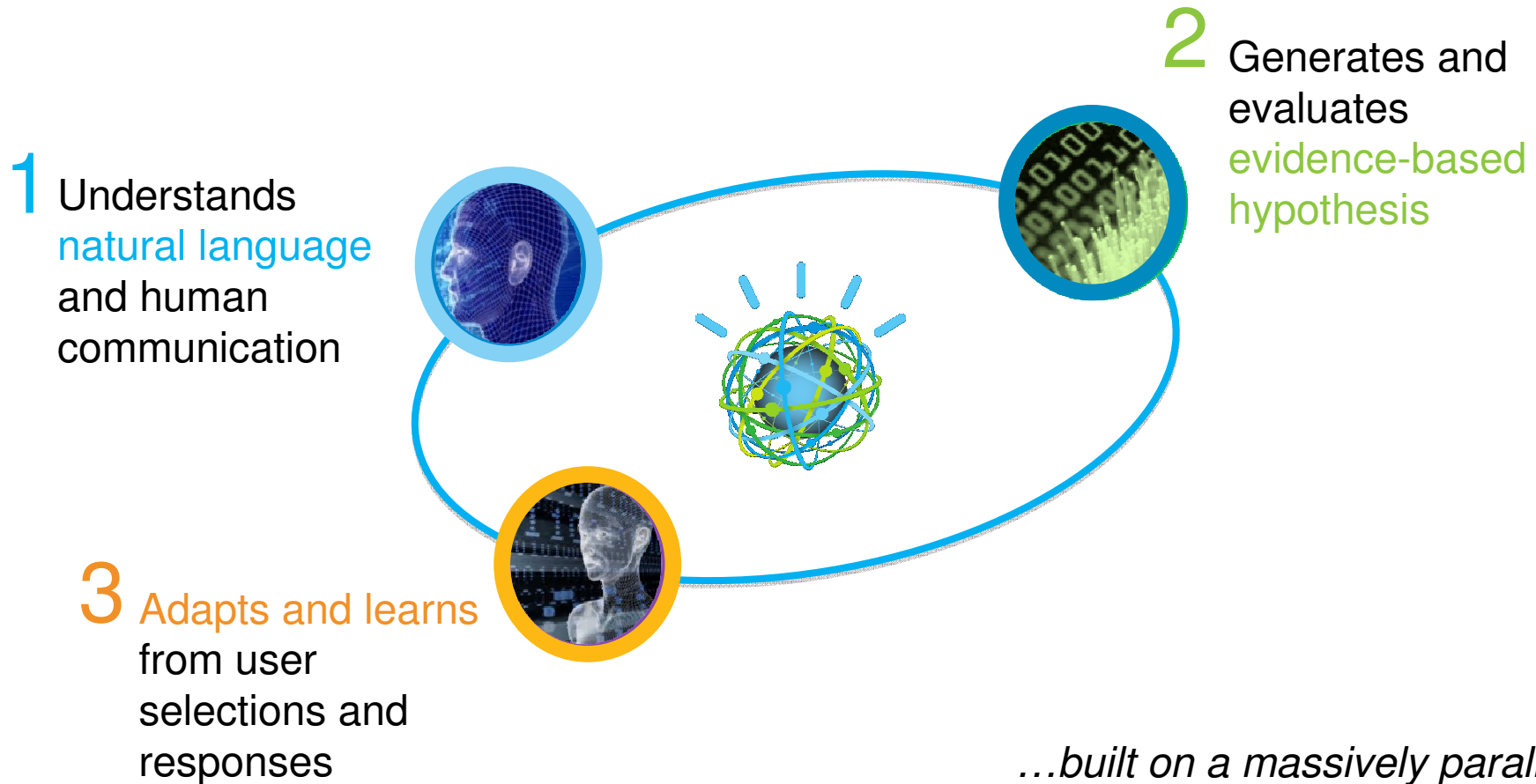


We Have Entered a New Era of Computing . . .



. . .Enabling New Opportunities and Outcomes

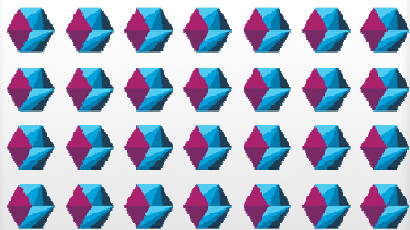
IBM Watson Combines Transformational Technologies



...built on a massively parallel architecture optimized for IBM POWER7

Big Data Is All Data

Volume




Data at Scale

Variety




Data in Many Forms

Velocity



Data in Motion

Veracity

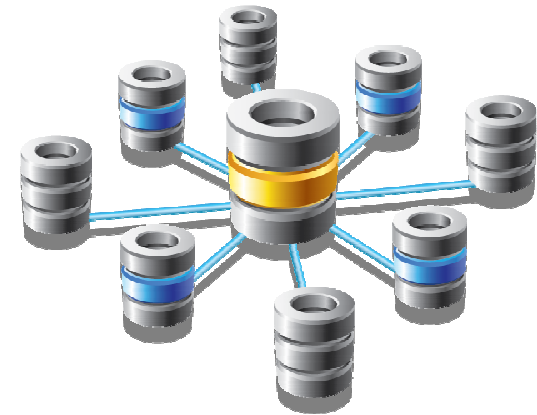


Data Uncertainty

Adding Value at Every Point of Interaction

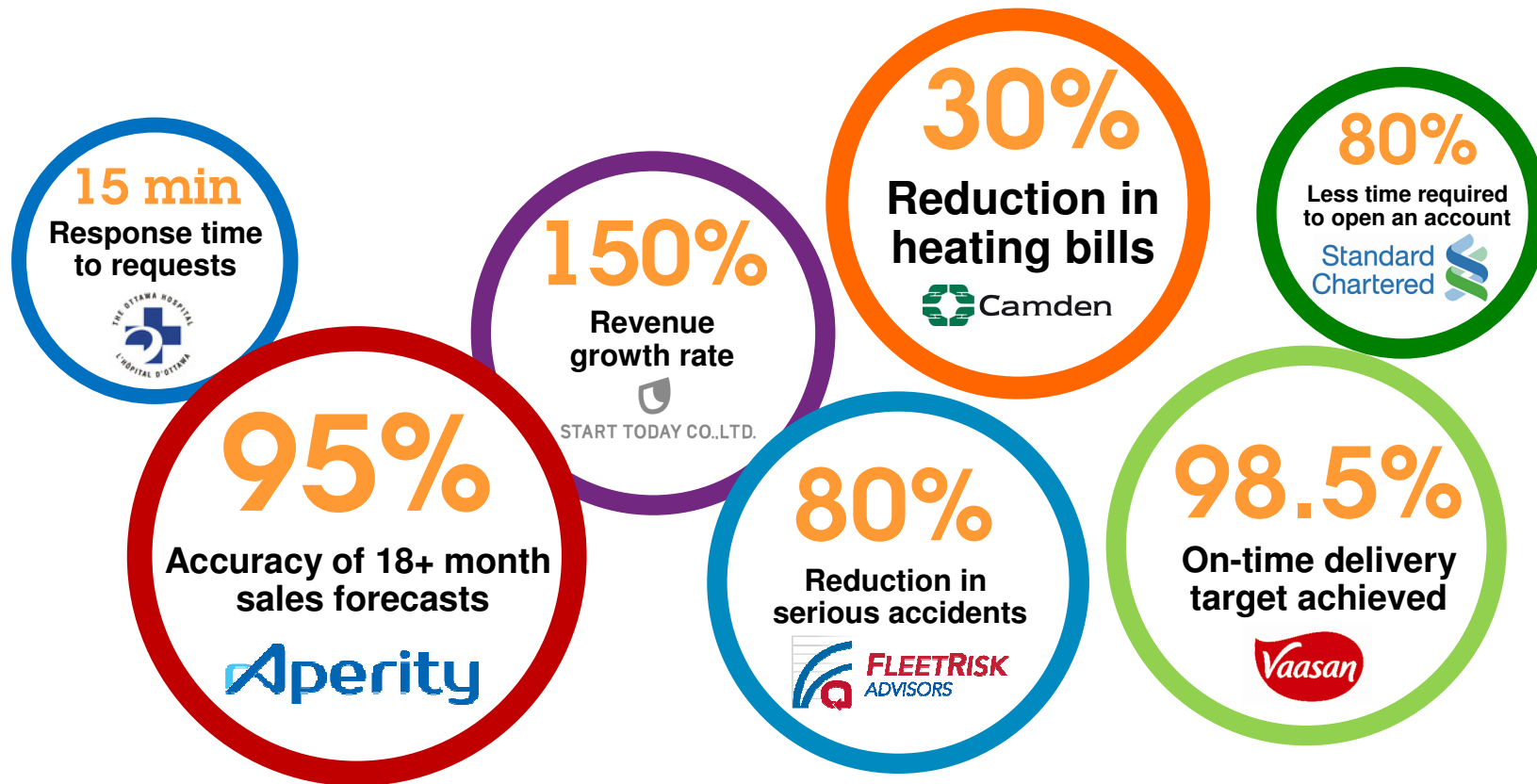


Systems of Engagement



Systems of Record

The Opportunities from Big Data & Analytics Are Infinite



Why Act Now?

Outperform



Of leaders cite growth as the key source of value from analytics

Manage Risk



Of respondents were impacted by a cyber security breach over the past 24 months

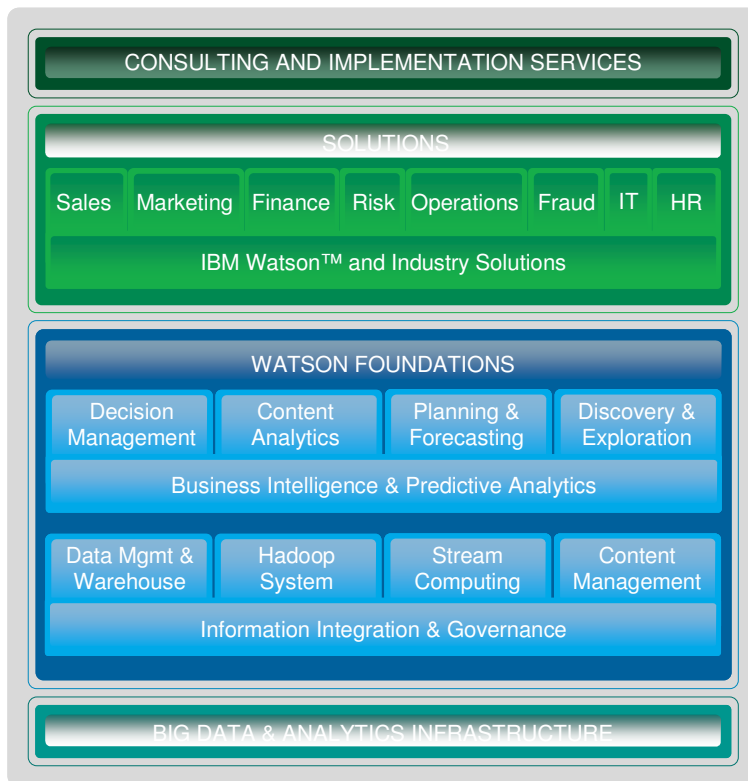
Create IT Agility



Only 1 in 5 organizations allocate more than 50% of IT budget to new projects

Source:
1 - IBM IBV Study: Analytics: A blueprint for value, October 2013
2 - IBM Global Study on the Economic Impact of IT Risk, 2013
3 - IBM Global Data Center Study, 2012

IBM Big Data & Analytics Portfolio



Unique – fuels journey to Cognitive

Innovative – easy to consume

Complete – enterprise-ready

Fast – start anywhere and grow

Watson Foundations uniquely...

Helps me discover fresh insights

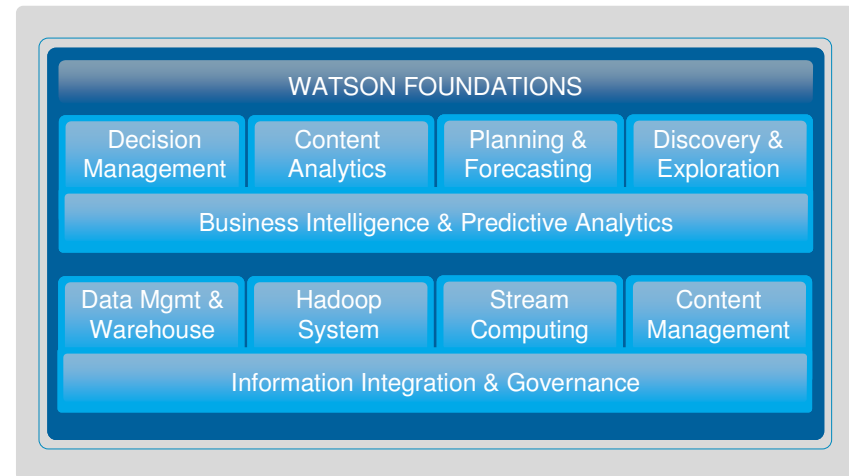
- Predictive and content analytics to uncover patterns not yet known
- Interactive exploration across all data

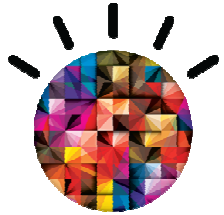
Operates in a timely fashion

- Real-time analytics as data flows through an organization
- Enterprise-class Hadoop that runs 4x faster
- In-memory computing for speed of thought analytics

Establishes trust so I can act with confidence

- Governance across complete data lifecycle including Hadoop
- Security and privacy with compliance
- Transparency and context to decision-making





Adopting Big Data & Analytics

**Build a culture
that infuses
analytics
everywhere**

Imagine It.

**Invest in a
big data &
analytics
platform**

Realize It.

**Be proactive
about privacy,
security and
governance**

Trust It.

Imagine It. Infuse analytics into key business processes.

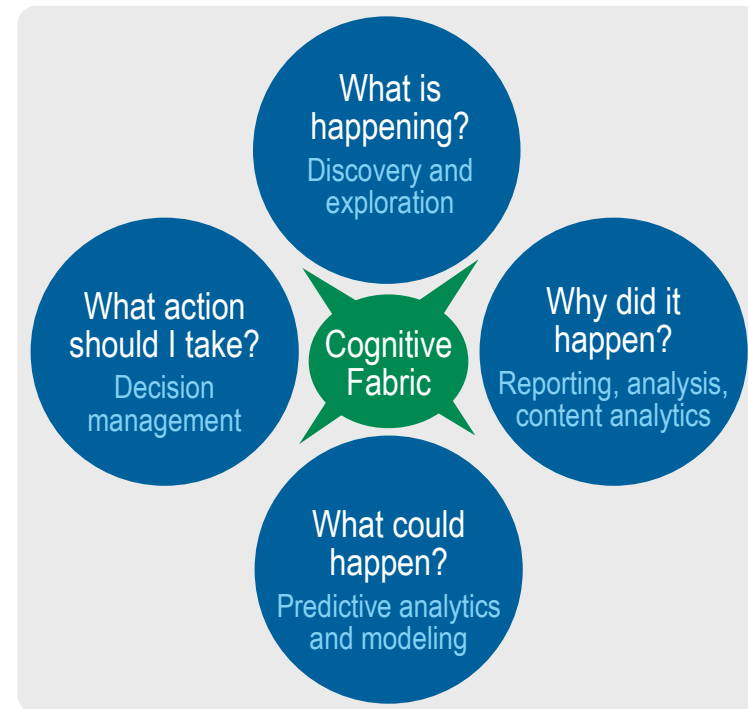


Imagine It. Every Industry can Leverage Big Data and Analytics.

 <p>Banking</p> <ul style="list-style-type: none"> • Optimizing Offers and Cross-sell • Customer Service and Call Center Efficiency 	 <p>Insurance</p> <ul style="list-style-type: none"> • 360° View of Domain or Subject • Catastrophe Modeling • Fraud & Abuse 	 <p>Telco</p> <ul style="list-style-type: none"> • Pro-active Call Center • Network Analytics • Location Based Services 	 <p>Energy & Utilities</p> <ul style="list-style-type: none"> • Smart Meter Analytics • Distribution Load Forecasting/Scheduling • Condition Based Maintenance 	 <p>Media & Entertainment</p> <ul style="list-style-type: none"> • Business process transformation • Audience & Marketing Optimization
 <p>Retail</p> <ul style="list-style-type: none"> • Actionable Customer Insight • Merchandise Optimization • Dynamic Pricing 	 <p>Travel & Transport</p> <ul style="list-style-type: none"> • Customer Analytics & Loyalty Marketing • Predictive Maintenance Analytics 	 <p>Consumer Products</p> <ul style="list-style-type: none"> • Shelf Availability • Promotional Spend Optimization • Merchandising Compliance 	 <p>Government</p> <ul style="list-style-type: none"> • Civilian Services • Defense & Intelligence • Tax & Treasury Services 	 <p>Healthcare</p> <ul style="list-style-type: none"> • Measure & Act on Population Health Outcomes • Engage Consumers in their Healthcare
 <p>Automotive</p> <ul style="list-style-type: none"> • Advanced Condition Monitoring • Data Warehouse Optimization 	 <p>Chemical & Petroleum</p> <ul style="list-style-type: none"> • Operational Surveillance, Analysis & Optimization • Data Warehouse Consolidation, Integration & Augmentation 	 <p>Aerospace & Defense</p> <ul style="list-style-type: none"> • Uniform Information Access Platform • Data Warehouse Optimization 	 <p>Electronics</p> <ul style="list-style-type: none"> • Customer/ Channel Analytics • Advanced Condition Monitoring 	 <p>Life Sciences</p> <ul style="list-style-type: none"> • Increase visibility into drug safety and effectiveness

Realize It. The spectrum of Analytics is expanding.

Be
More Right,
More Often

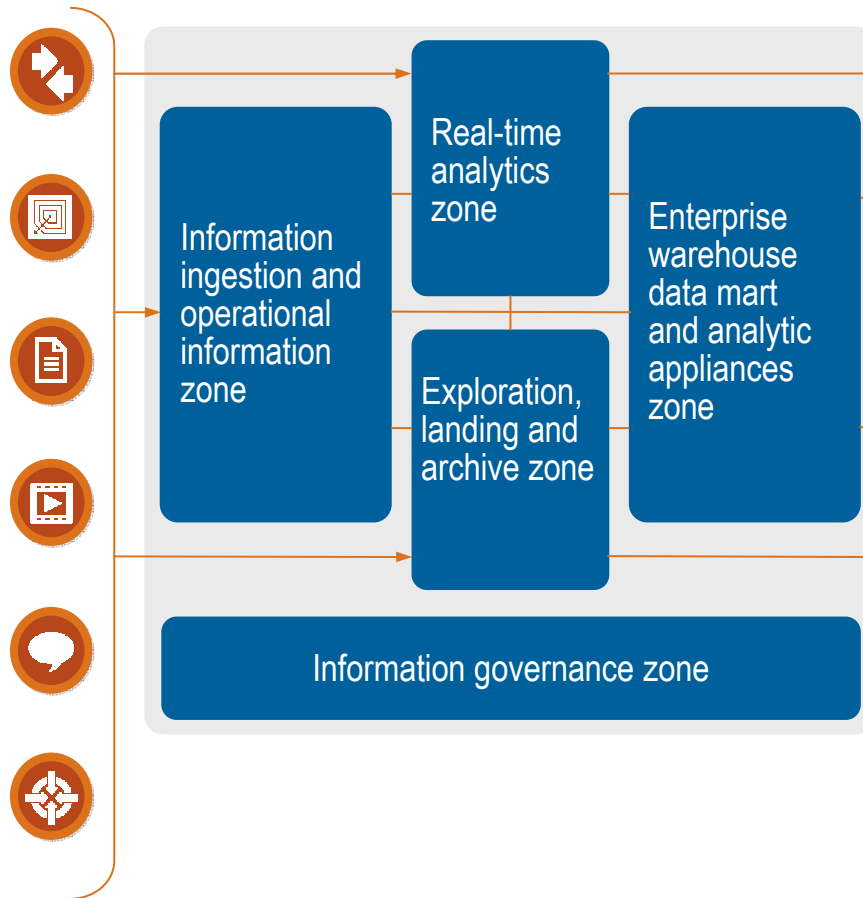


New/Enhanced Applications

-
-
-
-
-
-

Realize It. A new architecture to leverage all Data has emerged.

All Data



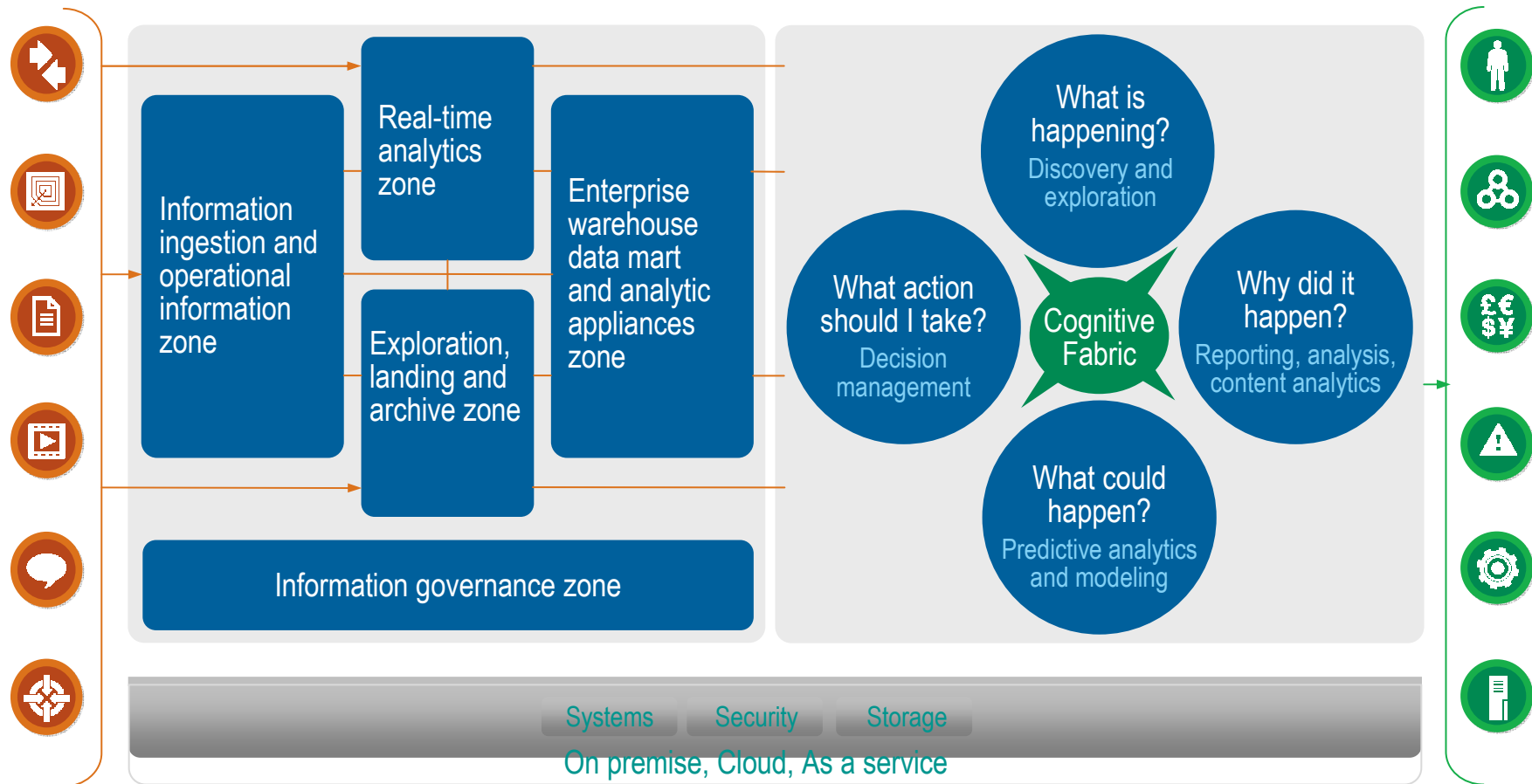
**Harness
All Data
& All
Paradigms**

Realize It. IBM Big Data & Analytics.

All Data

IBM Watson Foundations

New/Enhanced Applications



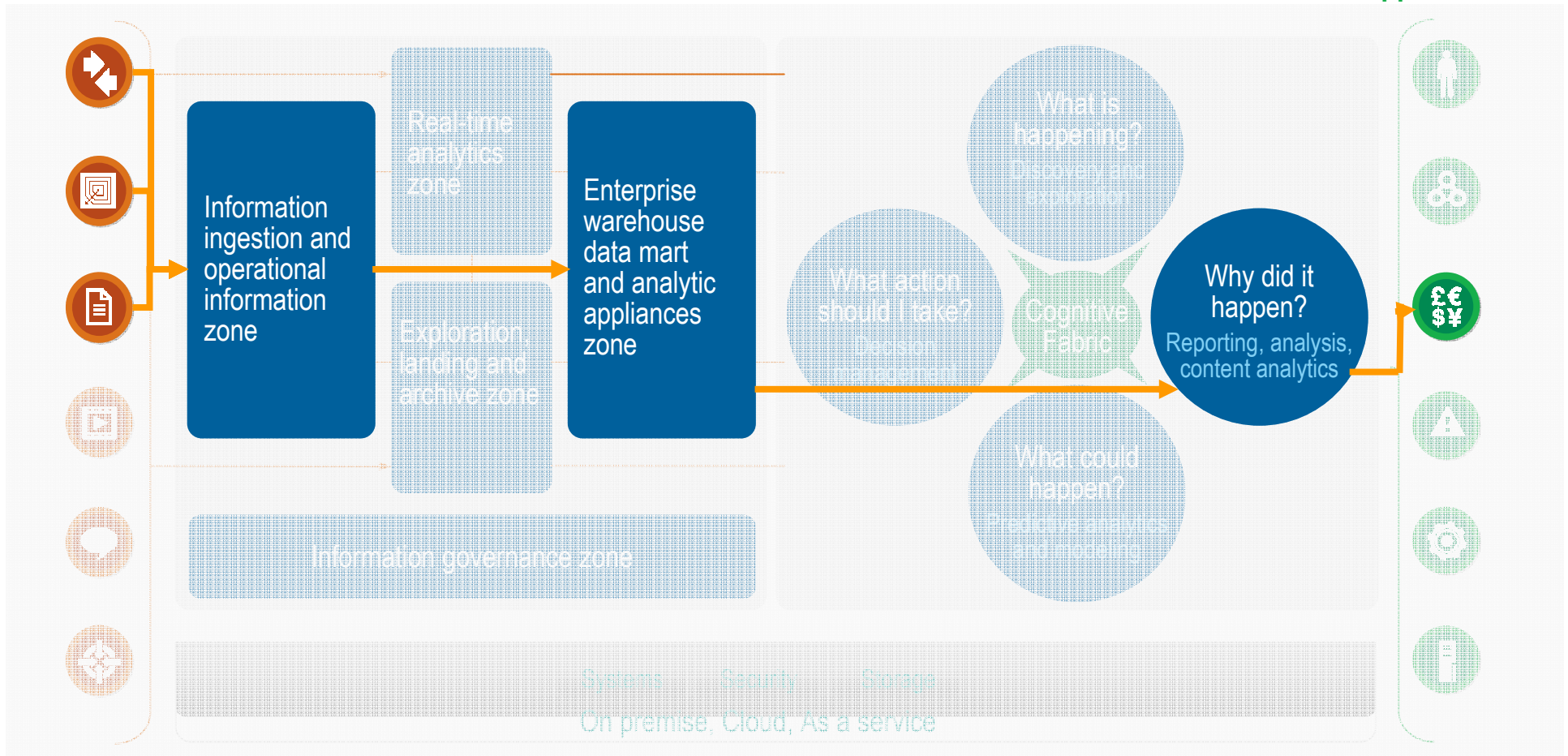
IBM Big Data & Analytics Infrastructure

Realize It. Transform Financial Processes.

All Data

IBM Watson Foundations

New/Enhanced Applications



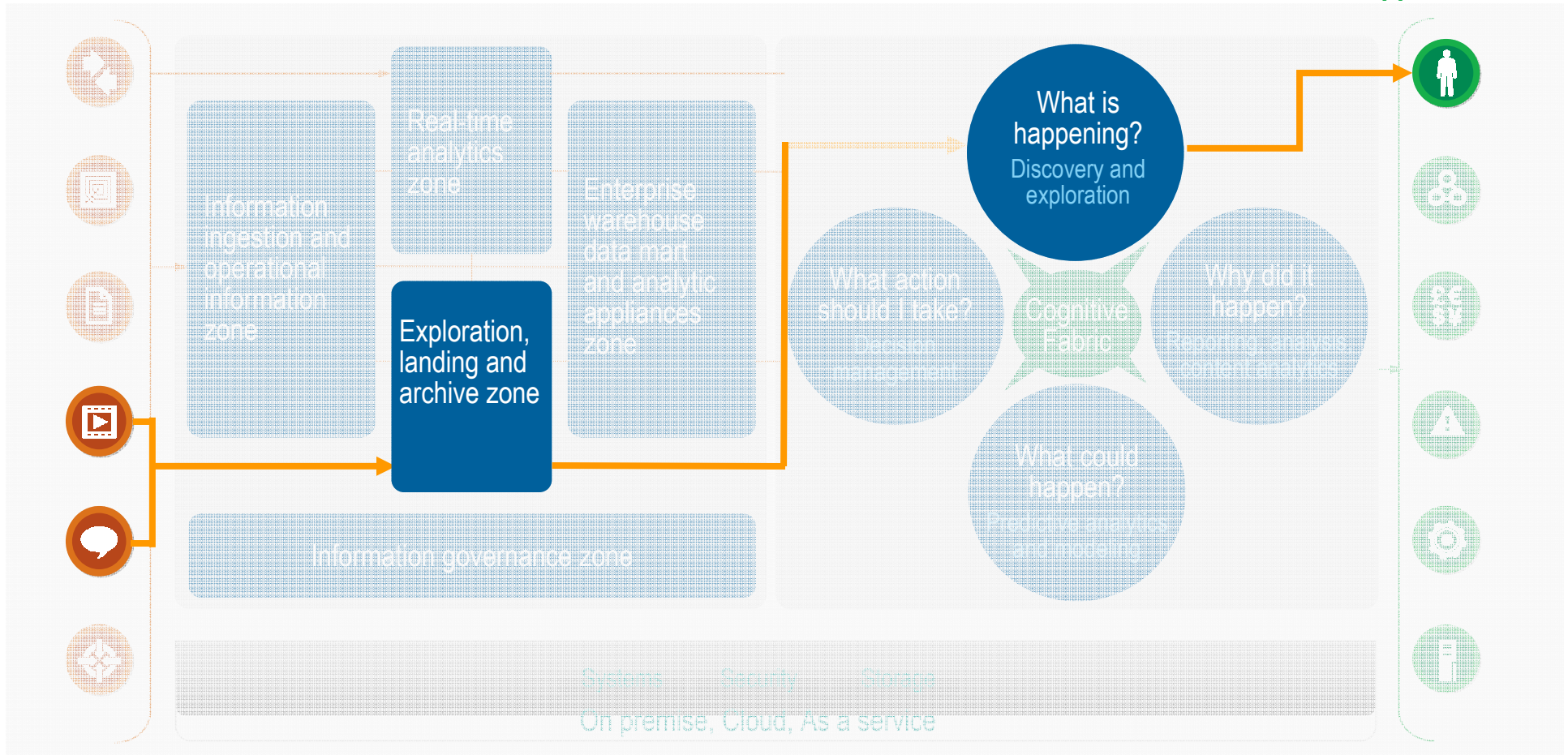
IBM Big Data & Analytics Infrastructure

Realize It. Understand Customer Behavior.

All Data

IBM Watson Foundations

New/Enhanced Applications



IBM Big Data & Analytics Infrastructure

Social Media



- Monitor, measure and analyse sentiment around political candidates and related topics
- Feeds from Twitter and Facebook
- Build social profiles about the candidate based on the on-going election coverage

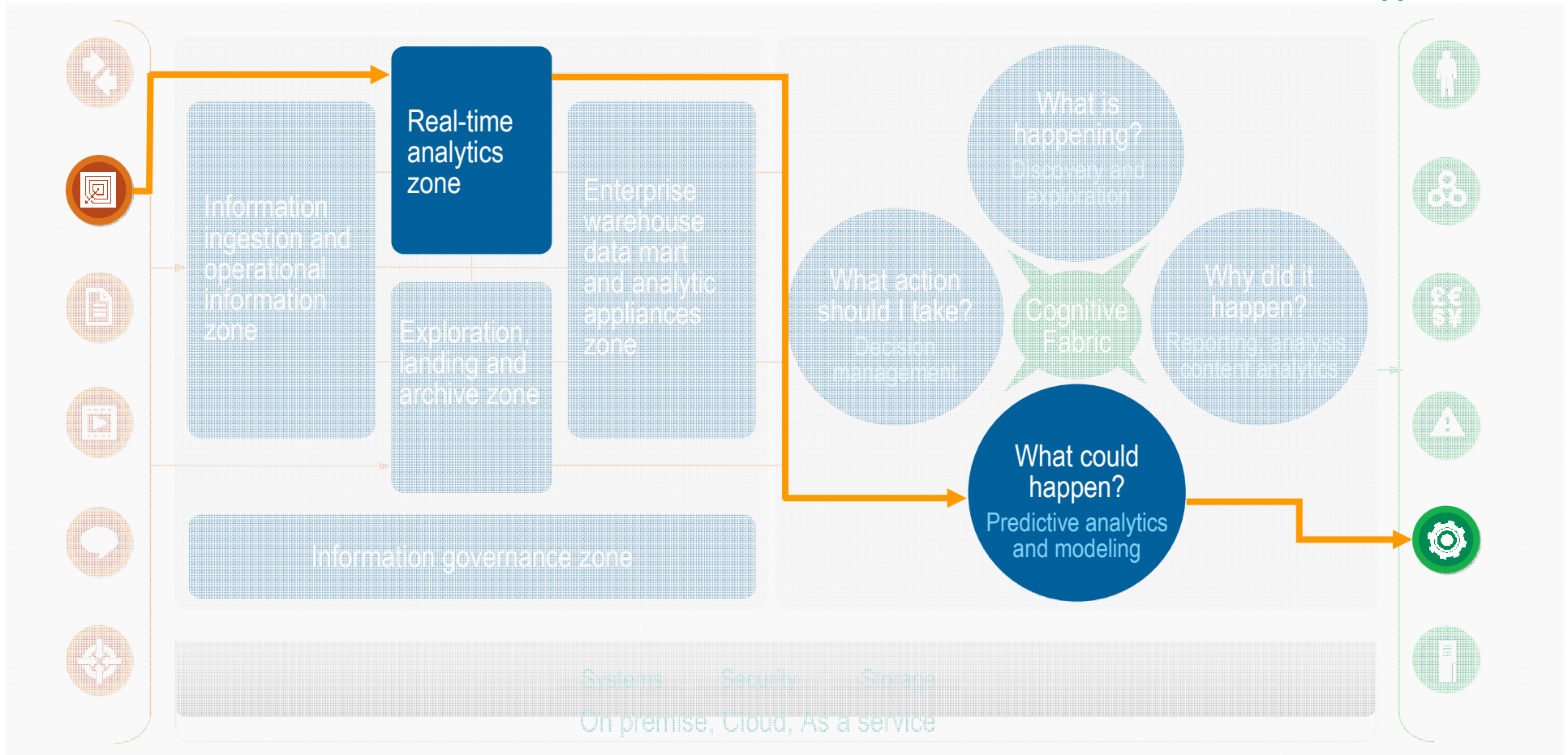


Realize It. Improve Customer Experience in Real-time.

All Data

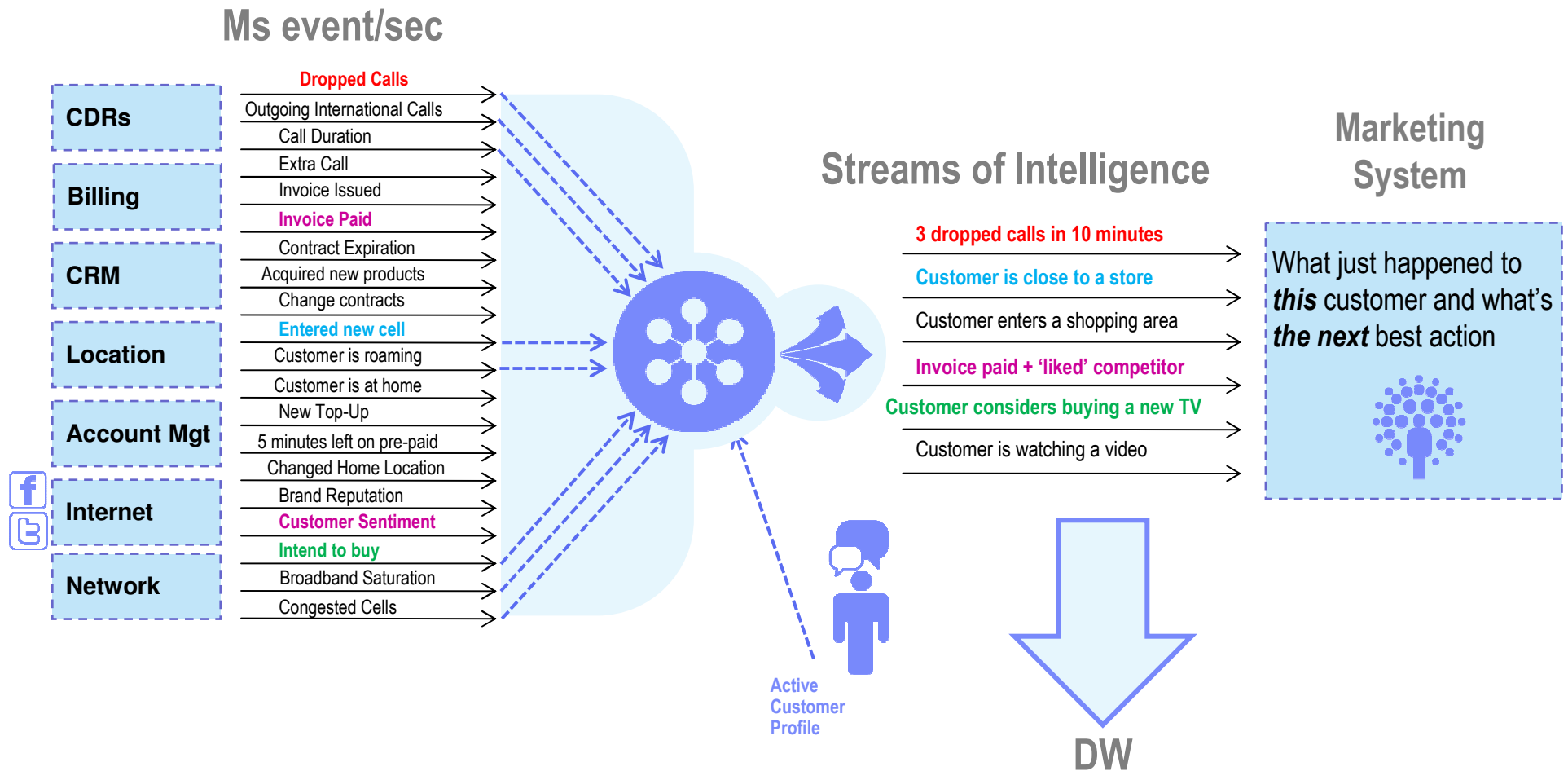
IBM Watson Foundations

New/Enhanced Applications



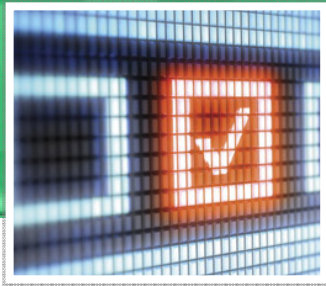
IBM Big Data & Analytics Infrastructure

Next Best Action



Trust It. Be proactive about privacy, security and governance.

Trust the facts



**Create foundation
of trusted data**

**Ensure privacy
and security**



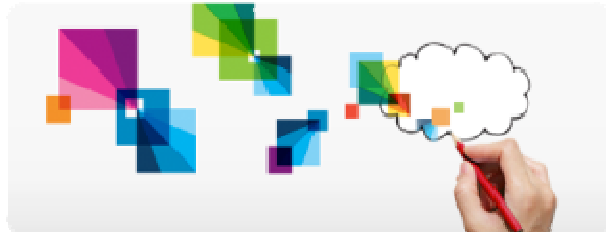
**Understand usage and
monitor compliance**

**Make risk
aware decisions**



**Model exposure and
understand variability**

IBM Cloud for Big Data & Analytics



- Achieve faster time-to-value
- Improve your project success rate
- Provide more users access to business analytics to drive your business forward
- Ease the path to business analytics implementation



Key offerings:

IBM Social Media Analytics
Uncover and transform consumer sentiment into actionable insights

IBM SPSS Data Collection
Understand attitudes, preferences and opinions with survey research

IBM Watson Engagement Advisor
Lowers the barriers to engagement between customers and companies

IBM Cognos Sales Performance Management
Drive sales performance, improve accuracy and reduce commission cycles

IBM Concert
Improve speed and quality of team-based decision-making

IBM Cognos TM1
Transform the entire planning cycle: target setting, budgeting, reporting, scorecarding, analysis and forecasting

IBM Cognos Disclosure Management
Automate financial reporting production and process

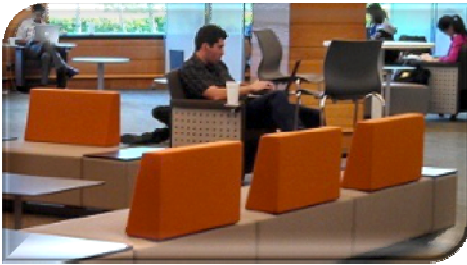
IBM Algorithmics
Enables financial institutions and corporate treasuries to make risk-aware business decisions

IBM Analytical Decision Management
Automate, optimize and deploy high-volume, high-value decisions to consistently maximize outcomes

IBM Analytic Answers

- Telco Churn
- Retail Purchase Analysis and Offer Targeting
- Insurance Renewals and more!

Go Further and Faster with IBM



Accelerated Discovery Lab



30K
Engagements
9K
Consultants

Expertise



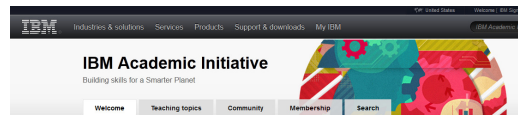
2,500
Business Partners

Ecosystem



Analytics Solution Centers

1,000
Partnerships



Academic Initiative



Resources

Thank You

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