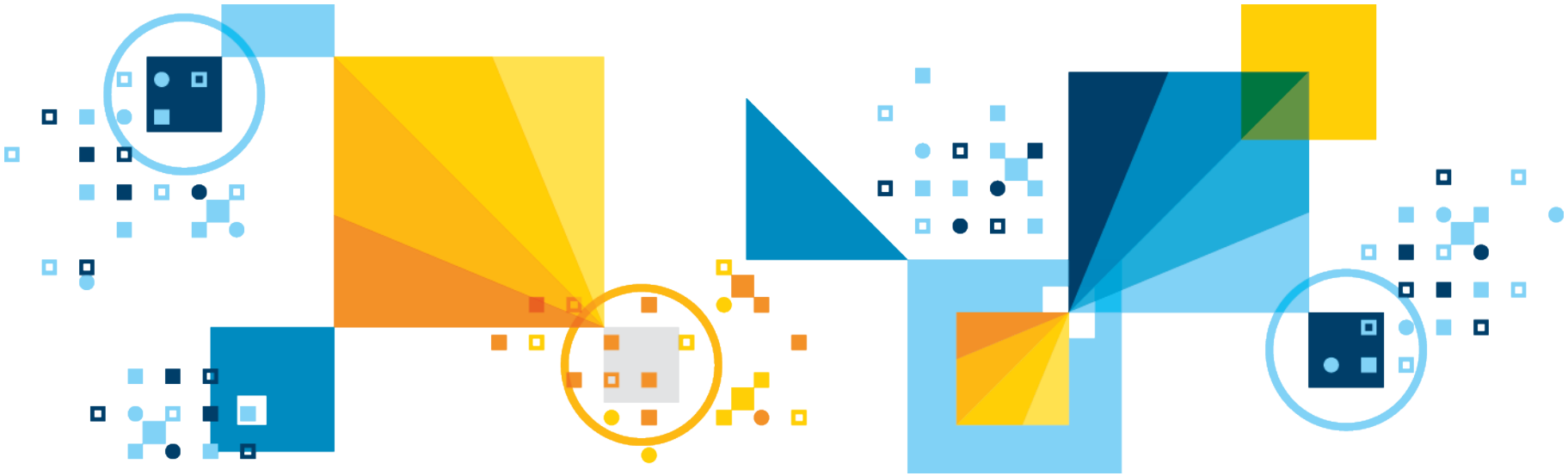
Tim Young
Marketing Executive, Big Data & Analytics, IBM Asia-Pacific
12th February 2014

Fuelling Competitive Advantage in the New Era of Smart



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The World of Big Data & Analytics Is Rapidly Expanding

Untapped Resource

Empower Everyone

Increased Value

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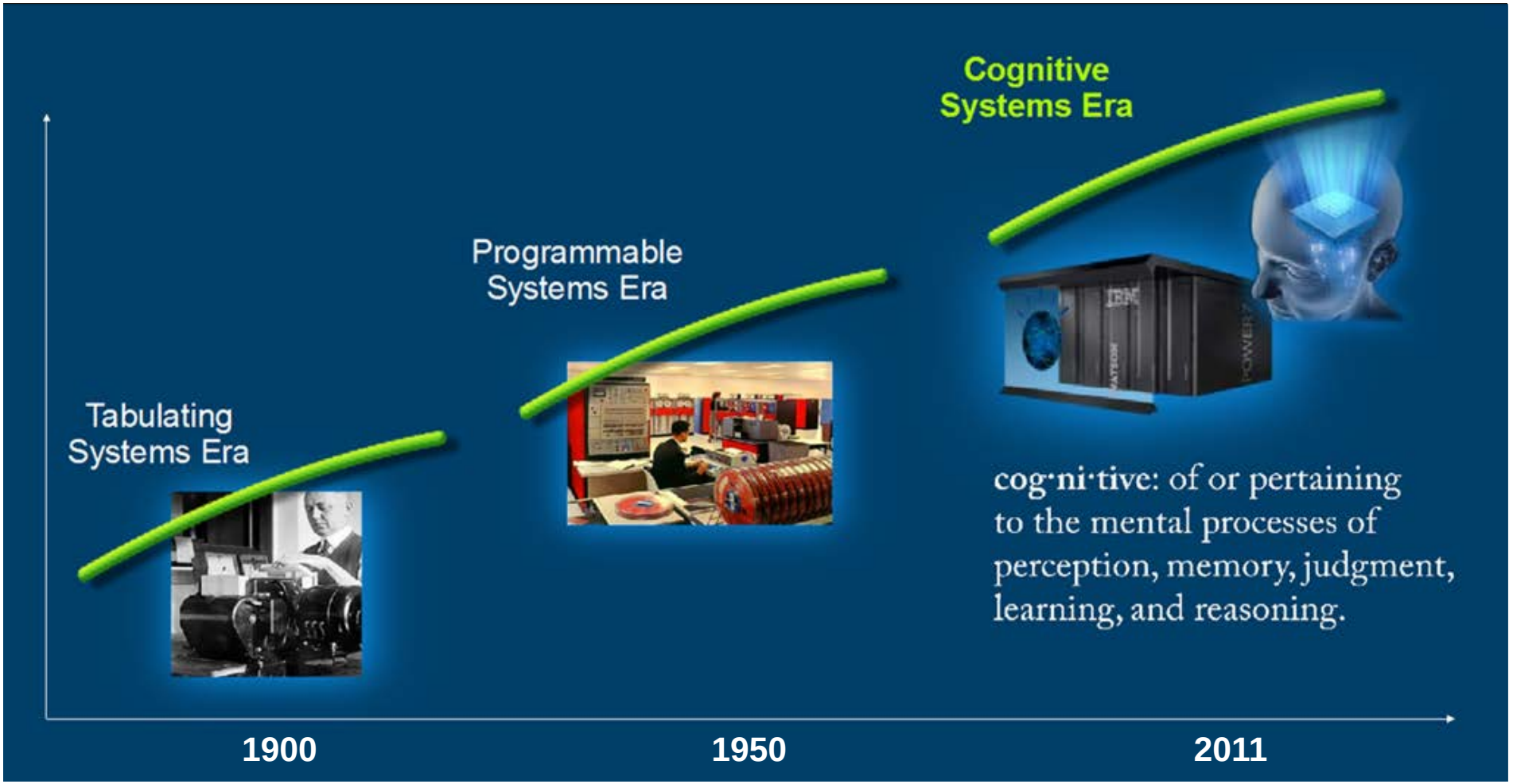
We Have Entered a New Era of Computing . . .



. . .Enabling New Opportunities and Outcomes

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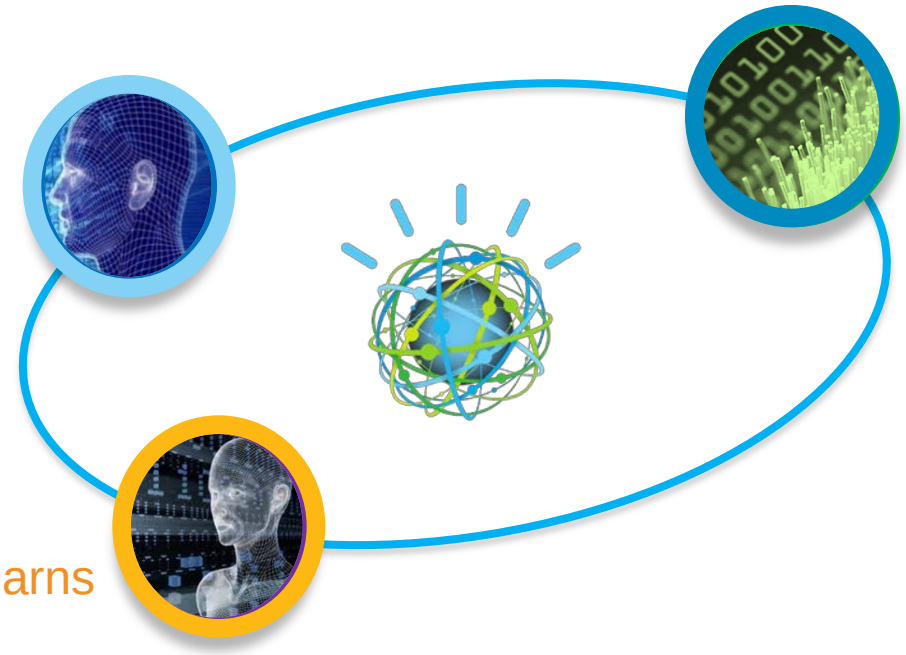
IBM Watson Combines Transformational Technologies

1 Understands natural language and human communication

2 Generates and evaluates evidence-based hypothesis



3 Adapts and learns from user selections and responses

…built on a massively parallel architecture optimized for IBM POWER7

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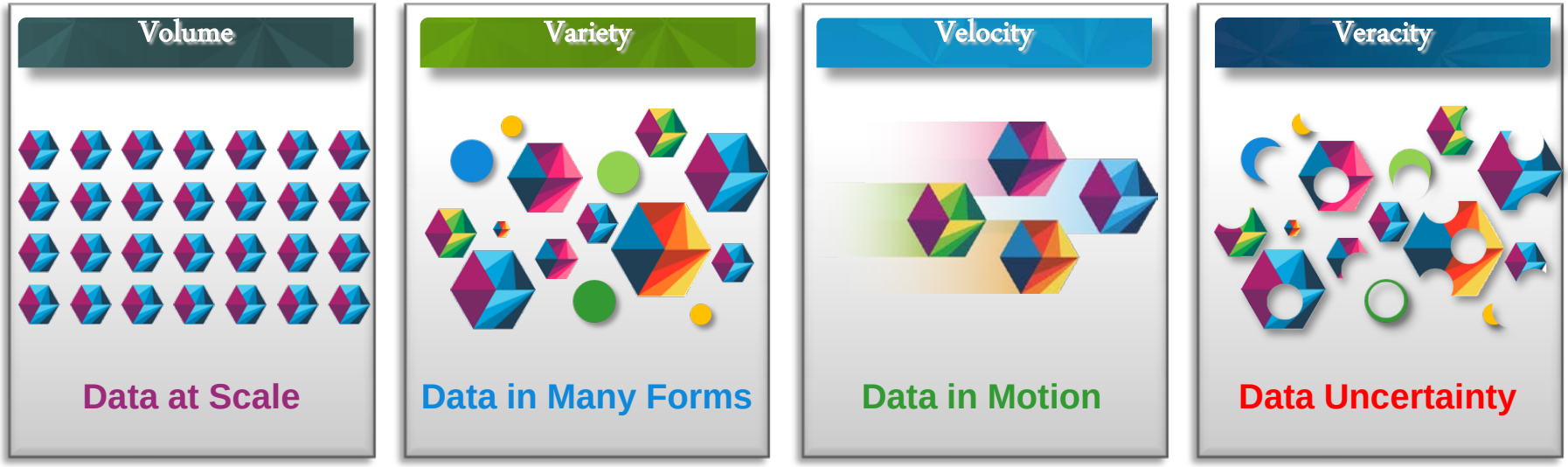
Big Data Is All Data



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Adding Value at Every Point of Interaction

Systems of Engagement

Systems of Record

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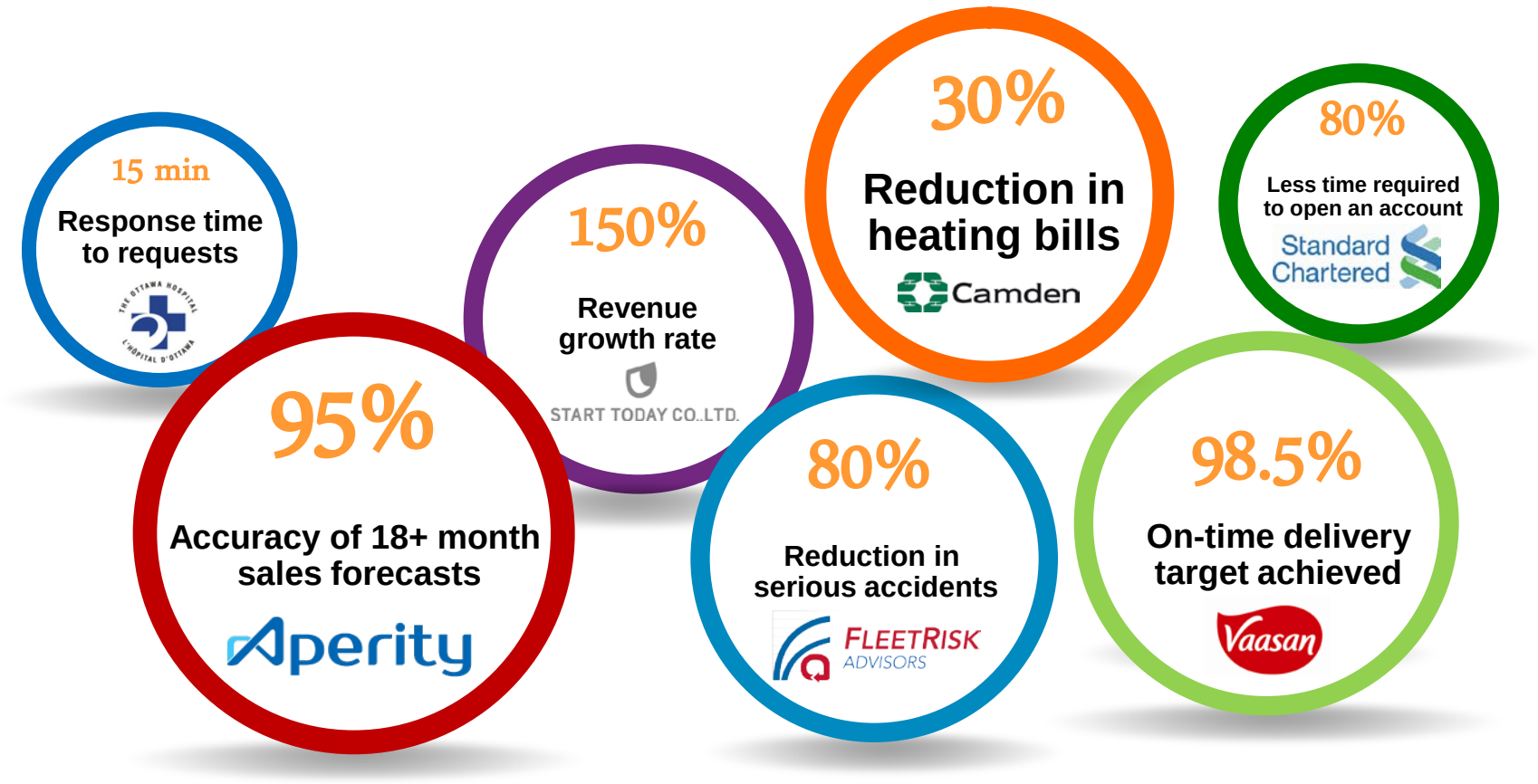
The Opportunities from Big Data & Analytics Are Infinite



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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

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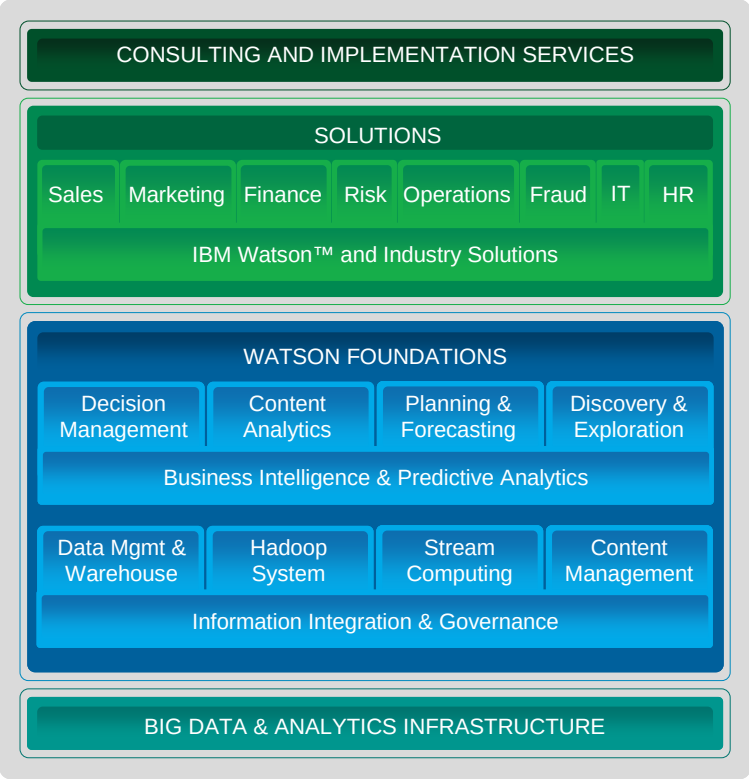
IBM Big Data & Analytics Portfolio



Unique – fuels journey to Cognitive

Innovative – easy to consume

Complete – enterprise-ready

Fast – start anywhere and grow

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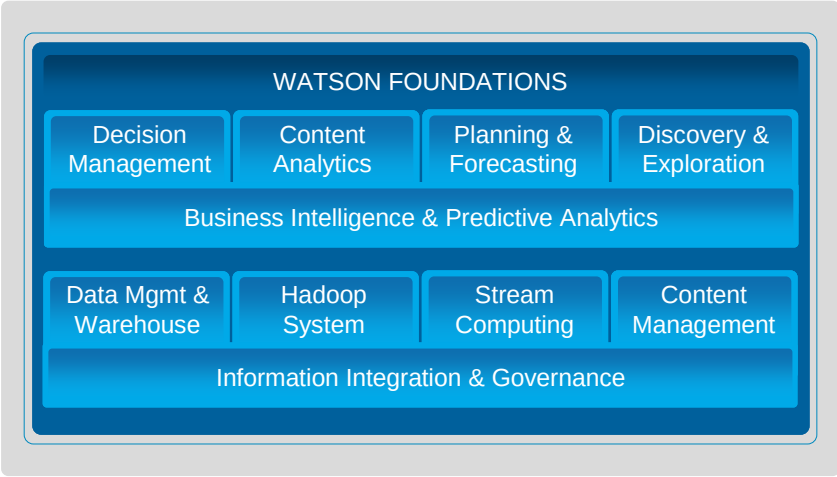
Watson Foundations uniquely…



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

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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.

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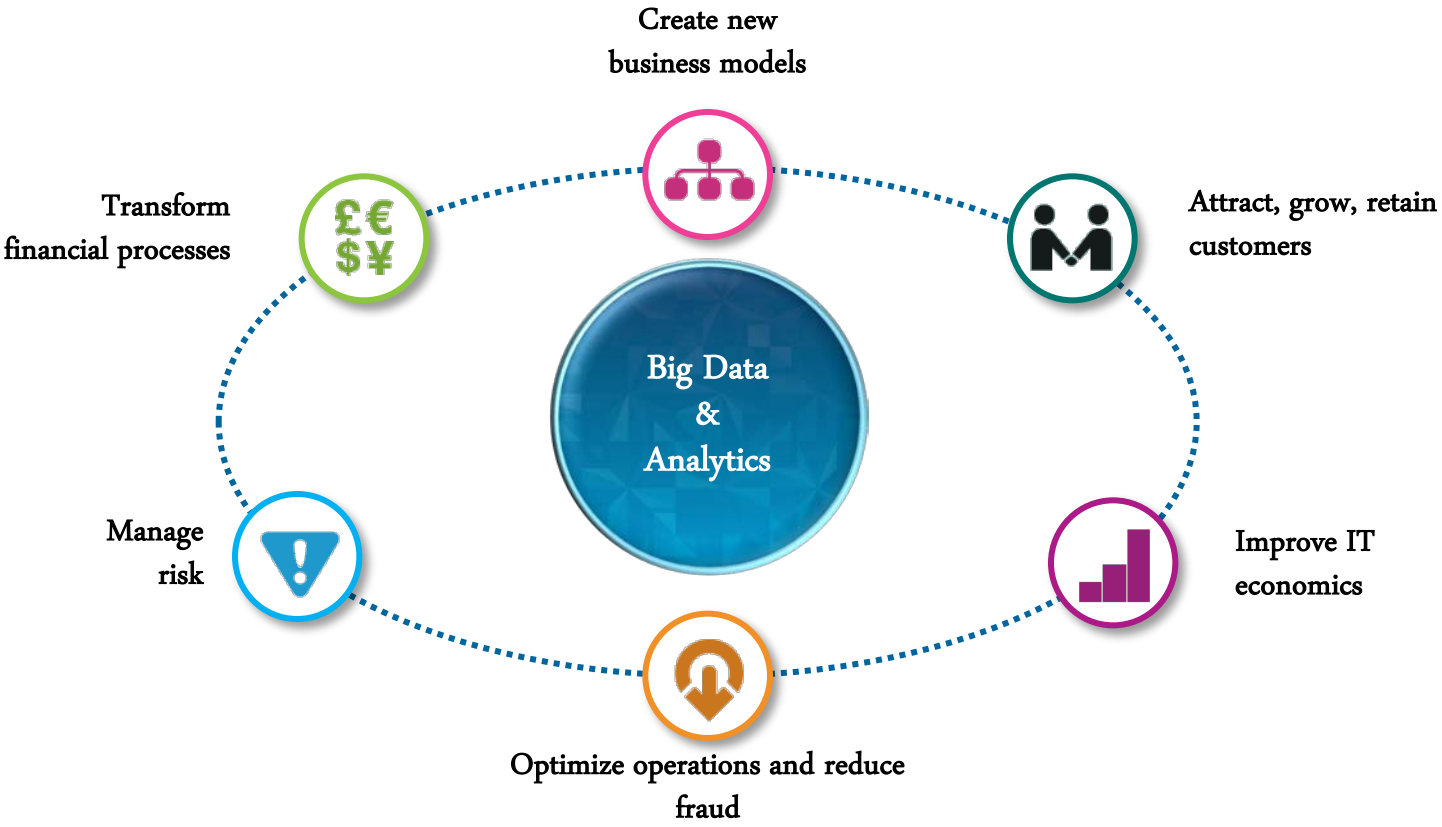
Imagine It. Infuse analytics into key business processes.



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

Banking

- Optimizing Offers and Cross-sell
- Customer Service and Call Center Efficiency

Insurance

- **360˚ View of Domain** or Subject
- Catastrophe Modeling
- Fraud & Abuse

Telco

- Pro-active Call Center
- Network Analytics
- Location Based Services

Energy & Utilities

- Smart Meter Analytics
- Distribution Load Forecasting/Scheduling
- Condition Based Maintenance

Media & Entertainment

- Business process transformation
- Audience & Marketing Optimization

Retail

- Actionable Customer Insight
- Merchandise Optimization
- Dynamic Pricing

Travel & Transport

- Customer Analytics & Loyalty Marketing
- Predictive Maintenance Analytics

Consumer Products

- Shelf Availability
- Promotional Spend Optimization
- Merchandising Compliance

Government

- Civilian Services
- Defense & Intelligence
- Tax & Treasury Services

Healthcare

- Measure & Act on Population Health Outcomes
- Engage Consumers in their Healthcare

Automotive

- Advanced Condition Monitoring
- Data Warehouse Optimization

Chemical & Petroleum

- Operational Surveillance, Analysis & Optimization
- Data Warehouse Consolidation, Integration & Augmentation

Aerospace & Defense

- Uniform Information Access Platform
- Data Warehouse Optimization

Electronics

- Customer/ Channel Analytics
- Advanced Condition Monitoring

Life Sciences

- Increase visibility into drug safety and effectiveness

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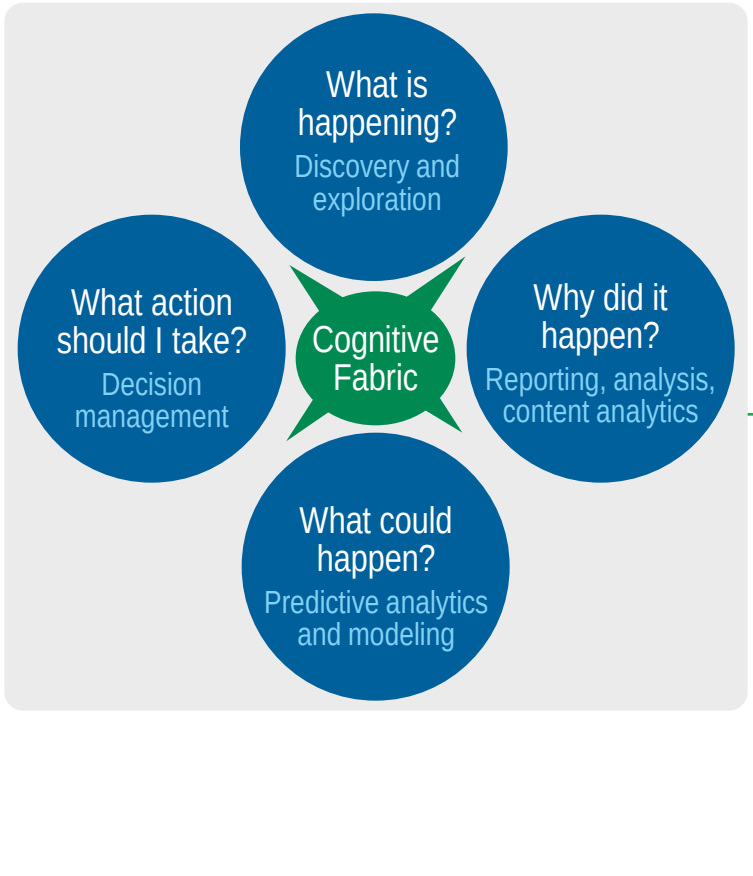
Realize It. The spectrum of Analytics is expanding.

Be
More Right, More
Often



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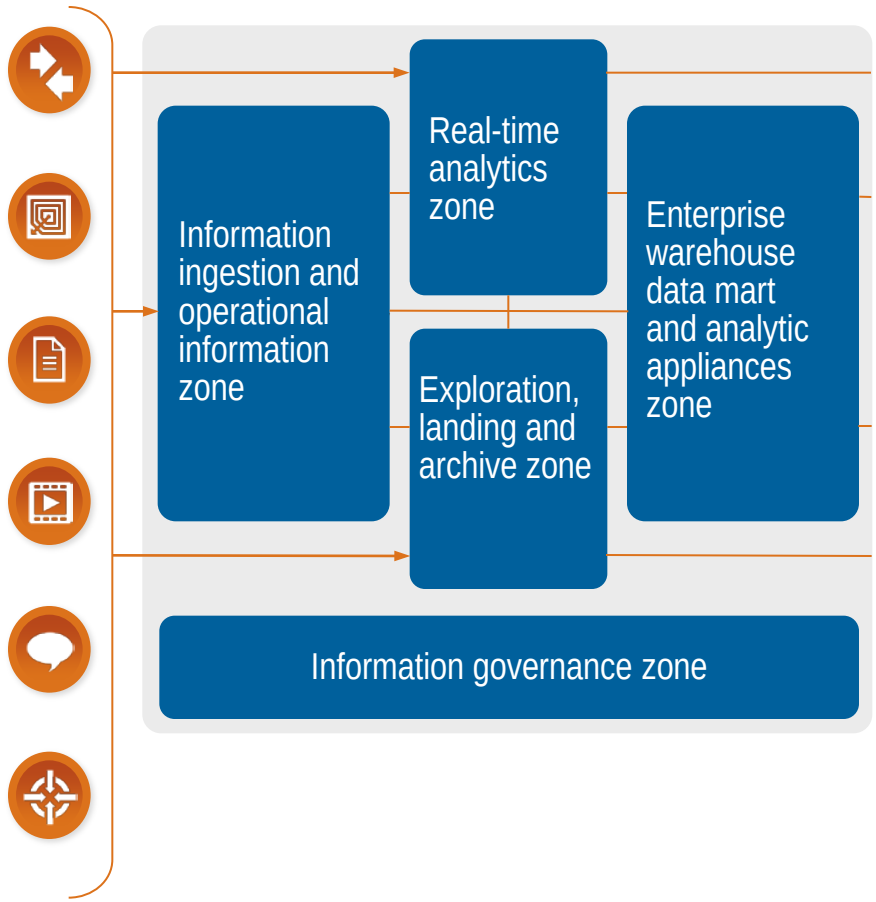
Realize It. A new architecture to leverage all Data has emerged.



Harness All Data & All Paradigms

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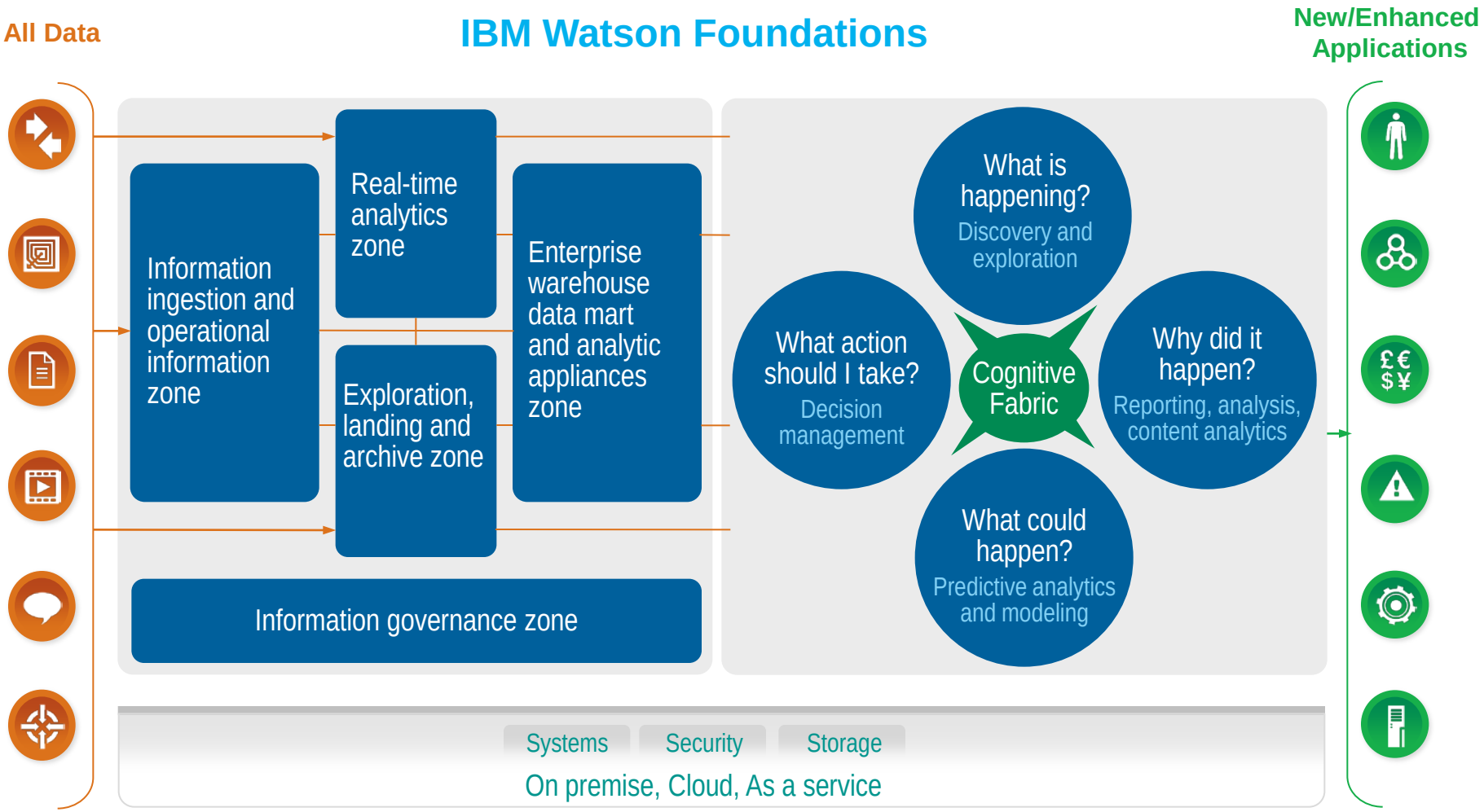
Realize It. IBM Big Data & Analytics.



IBM Big Data & Analytics Infrastructure

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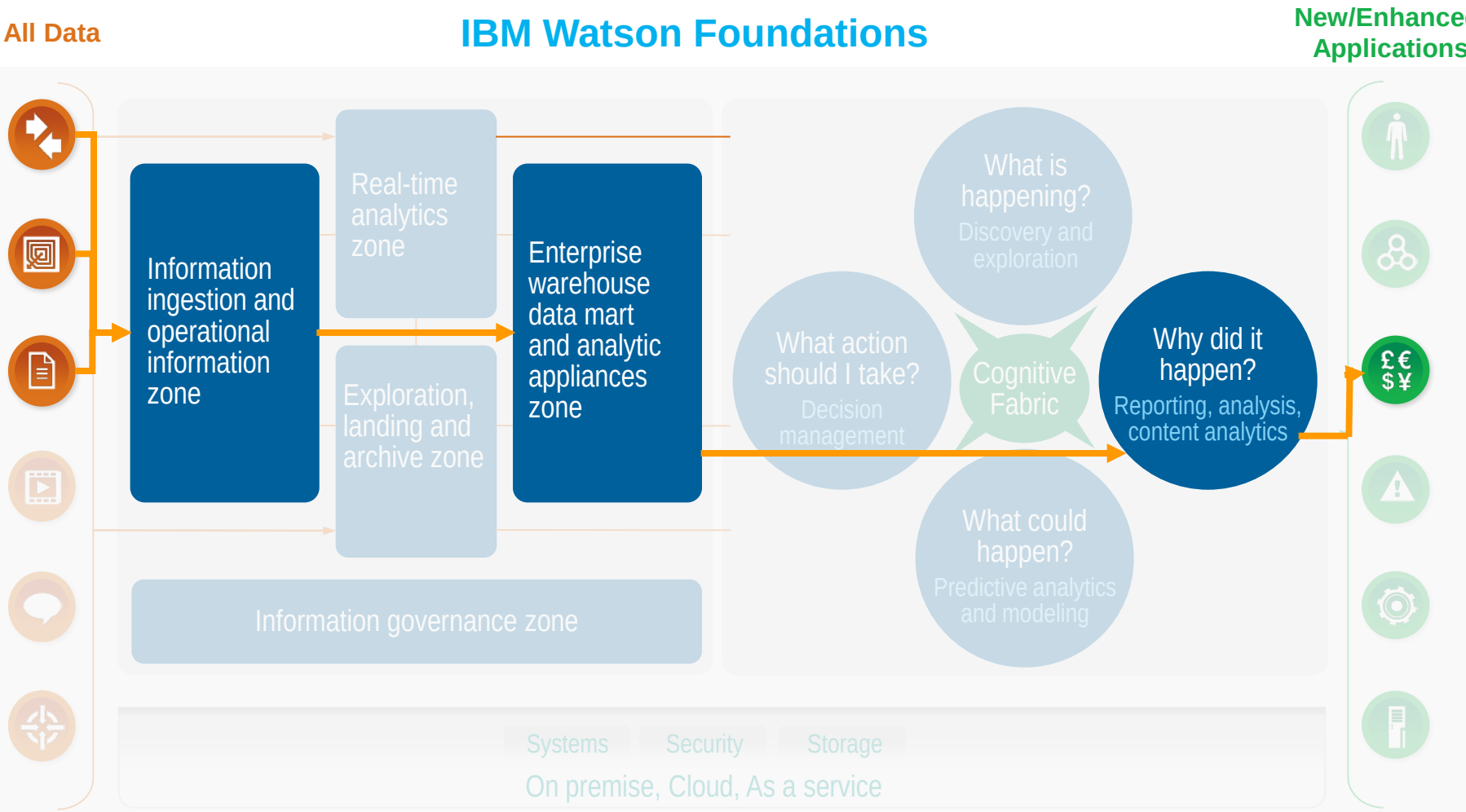
Realize It. Transform Financial Processes.



IBM Big Data & Analytics Infrastructure

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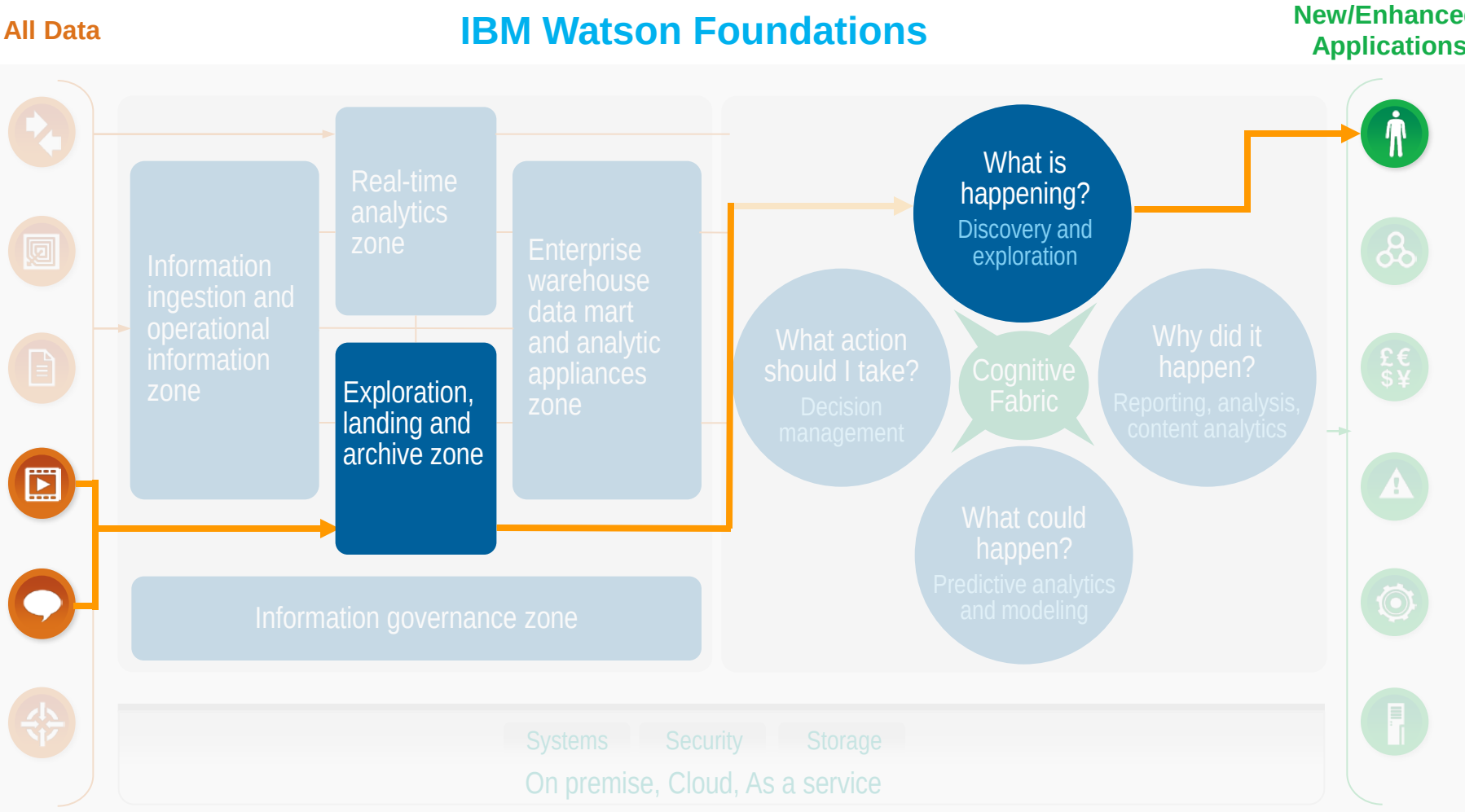
Realize It. Understand Customer Behavior.



IBM Big Data & Analytics Infrastructure

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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

Photo credit: ABS CBN, Halalan 2013

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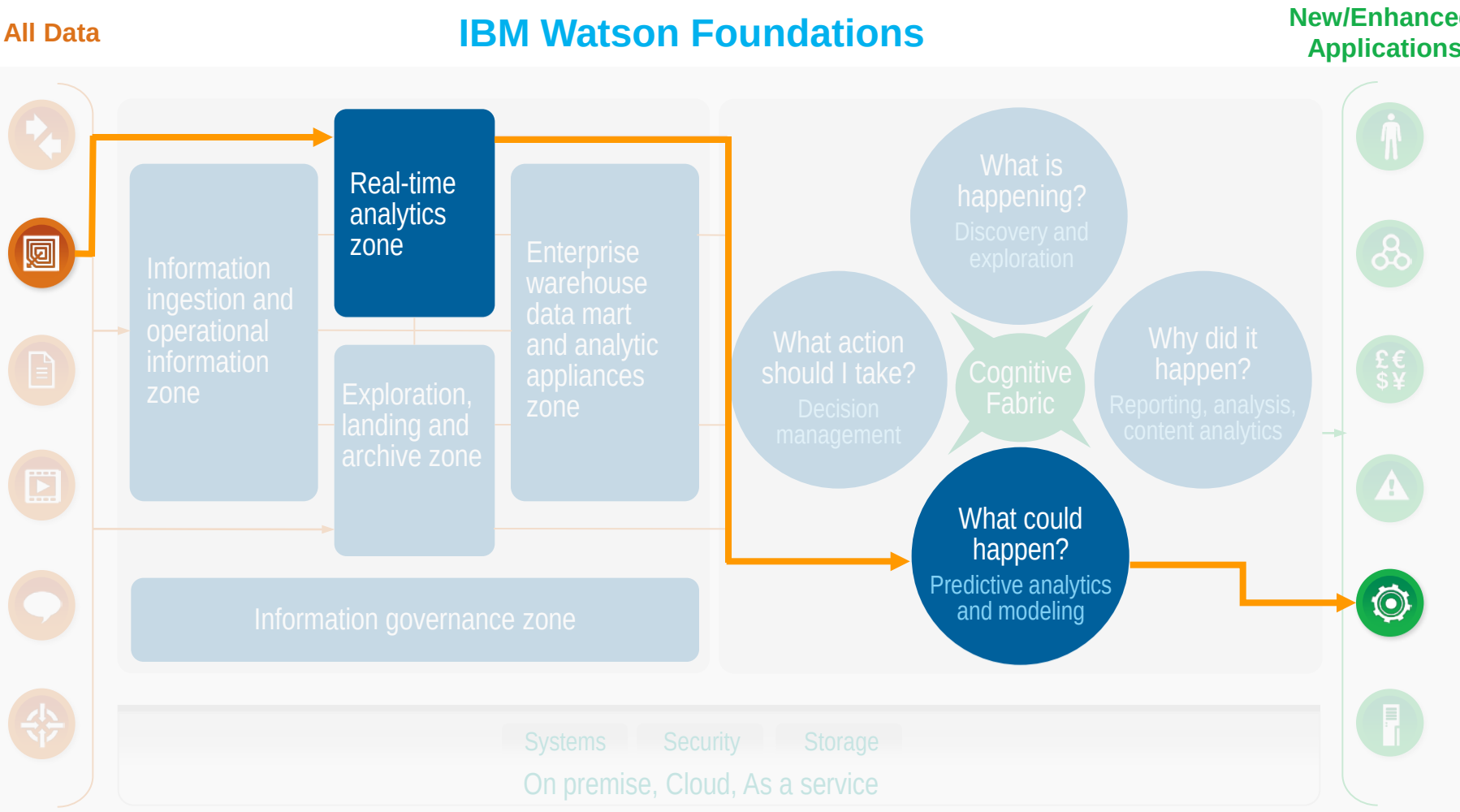
Realize It. Improve Customer Experience in Real-time.



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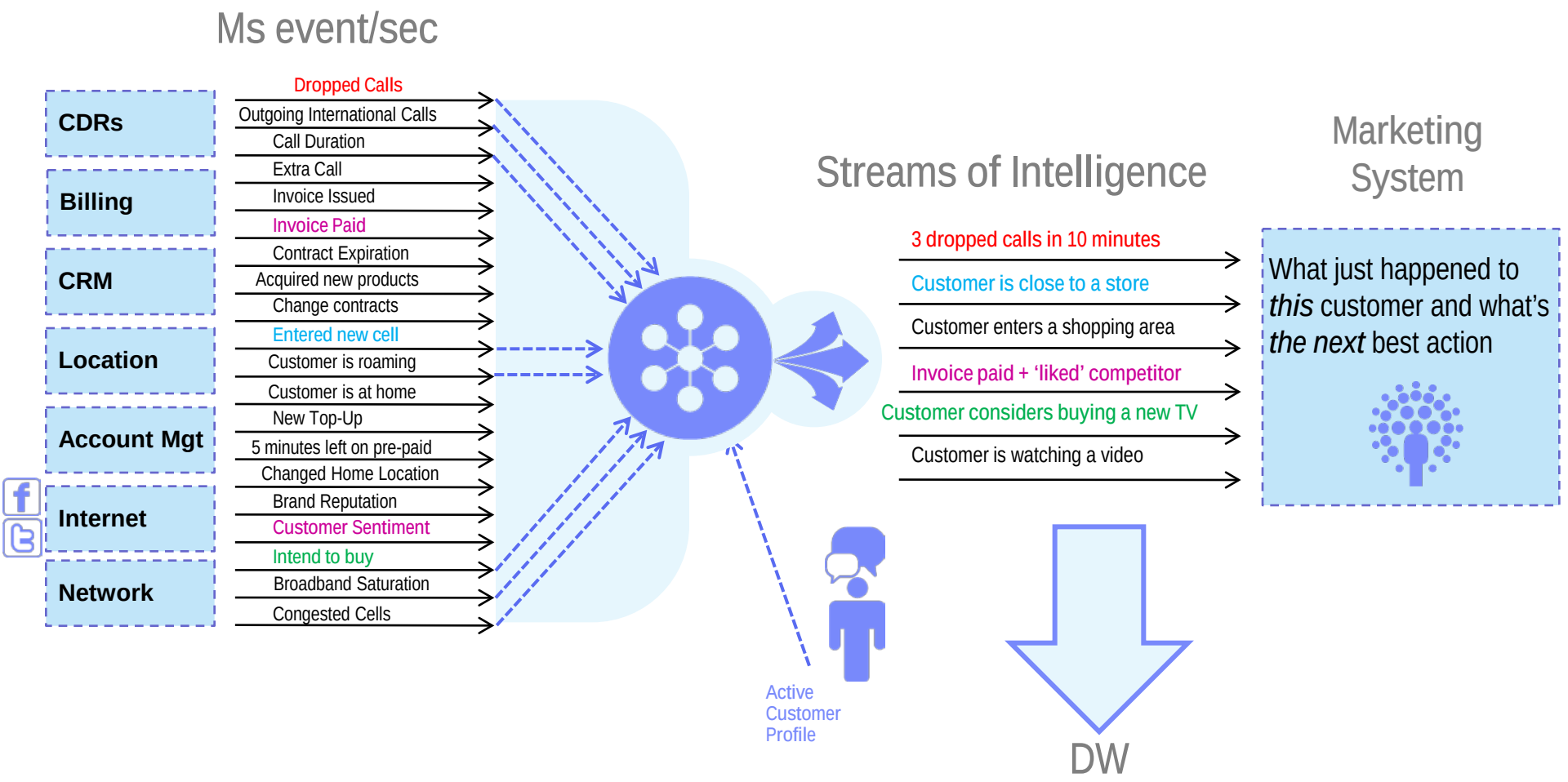
Next Best Action



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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

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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

Marketing

Sales

Finance

Risk

Operations

Industry

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!

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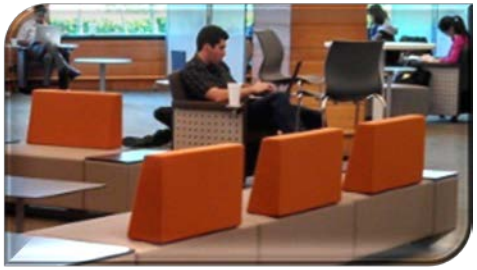
Go Further and Faster with IBM



Accelerated Discovery Lab

30K

Engagements

9K

Consultants

Expertise

2,500

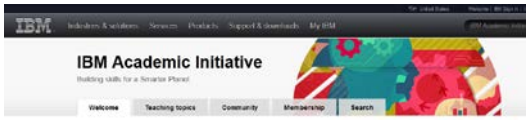
Business Partners

Ecosystem

Analytics Solution Centers

1,000

Partnerships



Academic Initiative

Resources

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