



IBM SolutionsConnect 2014

A New Era of Smart

February 19th, 2014 | Bangkok, Thailand



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Client-centre enterprise: Use Big Data and Analytics to acquire, grow, and retain customers

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IBM Software





Today's customer puts businesses to the test

75%

do not believe companies tell the truth in ads

58%

are more price-conscious today than they were a year ago

78%

of consumers trust peer recommendations

86%

use multiple channels

4 in 10

Smart phone users search for an item in a store

4-5x

more than average is spent by multi-channel buyers



80%

of CEOs think they deliver a superior customer experience

8%

of their customers agree

Source: Sources of statistics [from "Smarter Commerce Stats and Facts Feb 3 2012.ppt"]



Despite changes, imperatives remain constant

360 Degree View of the Customer

Understanding, responding and maximizing each unique customer relationship

Deliver value across all touch points

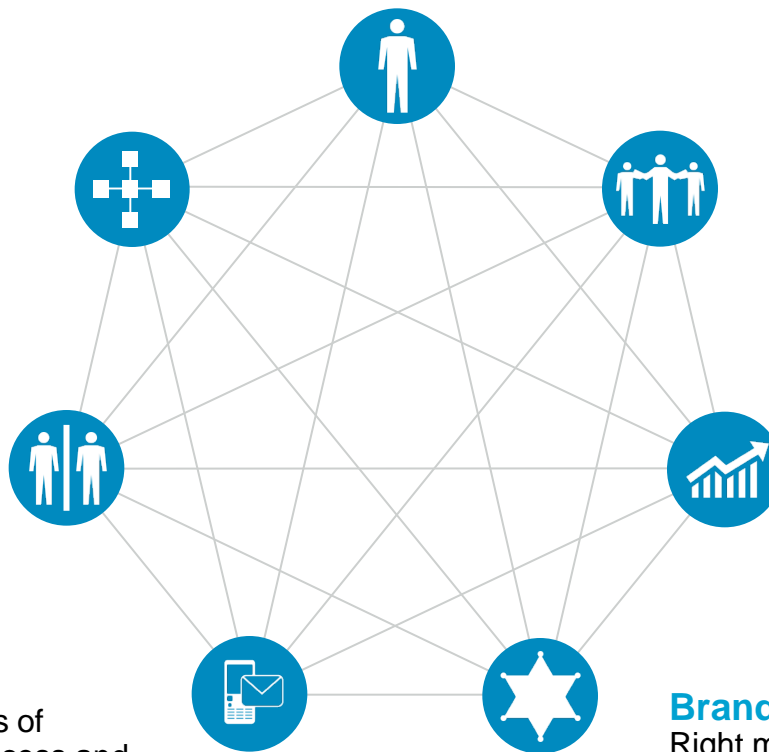
Build opportunity for revenue growth throughout marketing value chain

Maximize 1:1 consumer relationships

Deliver personalized offers aligned to unique behaviors, needs and desires

Optimize marketing mix

Model and plan balancing needs of channels, probability of ROI success and resource constraints



Customer growth and retention

Demanding customers, commoditized products and crowded competitive marketplace

Marketing productivity

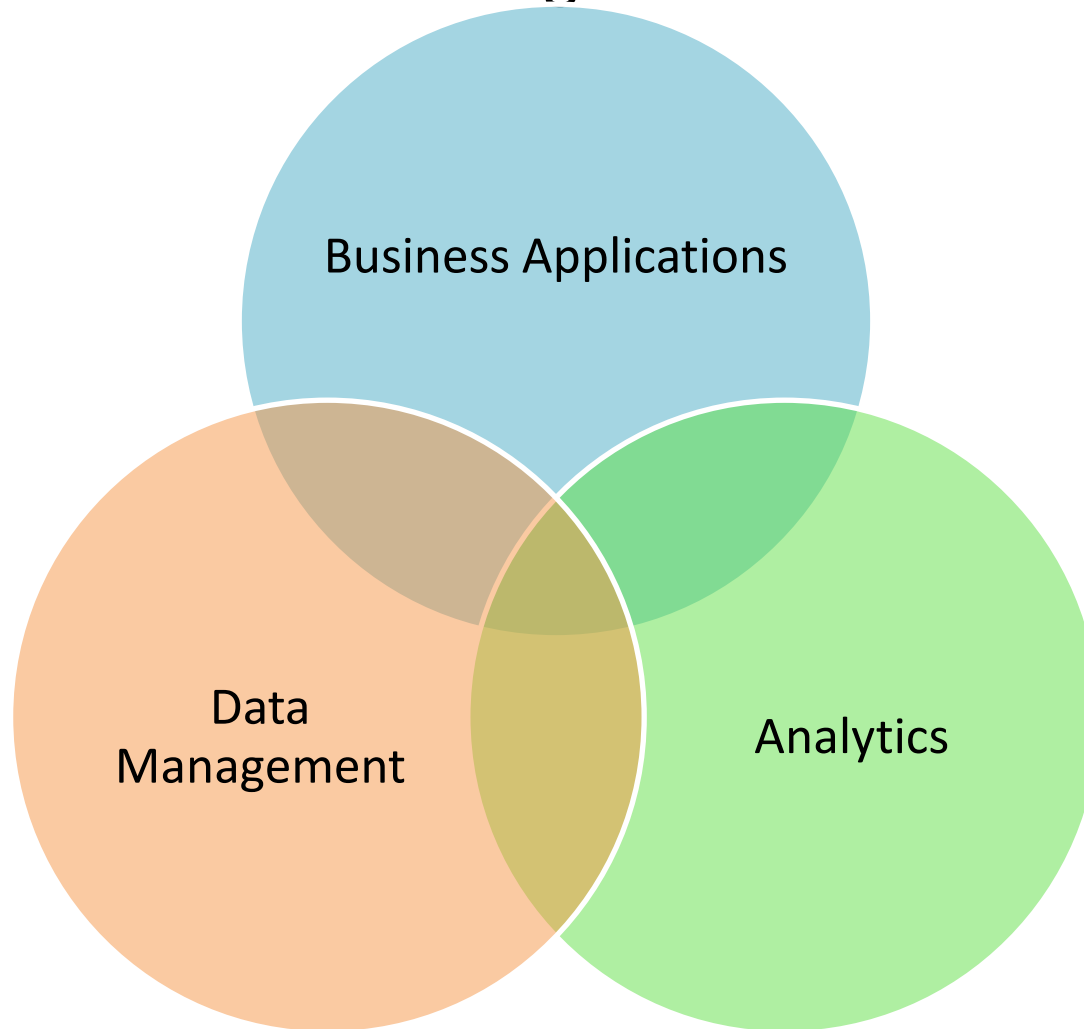
Increased breadth of digital channels, emphasis on cross-sell / up-sell opportunities, understanding and embracing ROMI

Brand reputation

Right message every time in market



But as a company – what do I need and how can I make it work together?





IBM Big Data & Analytics brings it together

CONSULTING AND IMPLEMENTATION SERVICES

SOLUTIONS

Sales | Marketing | Finance | Risk | Operations | Fraud | IT | HR
Watson and Industry Solutions

BIG DATA & ANALYTICS PLATFORM

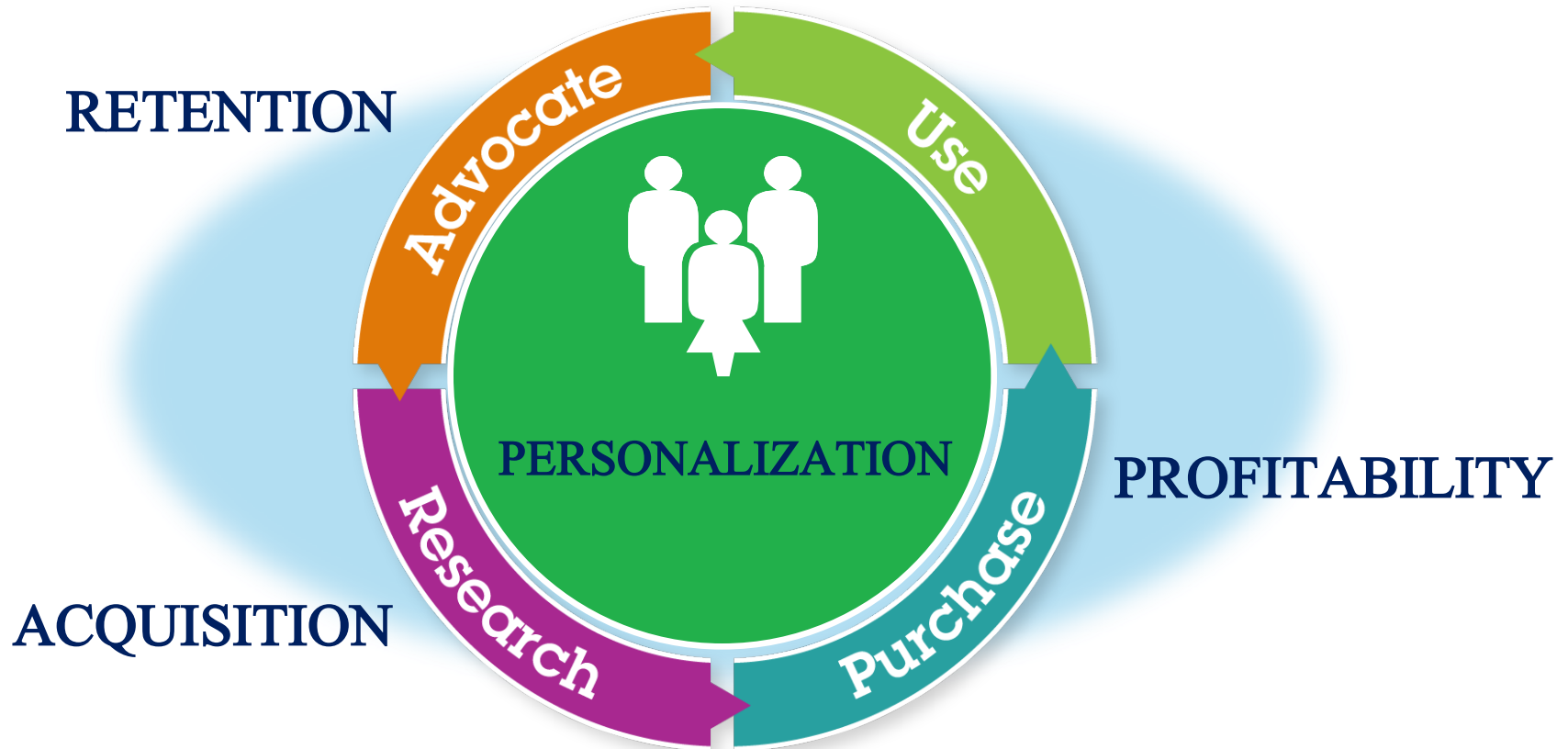
Decision Management | Content Analytics | Planning & Forecasting | Cognitive Systems | Discovery & Exploration
Business Intelligence & Predictive Analytics

Data Management | Content Management | Hadoop System | Stream Computing | Data Warehouse
Information Integration & Governance

BIG DATA & ANALYTICS INFRASTRUCTURE



With the intent to deliver deeper relationships

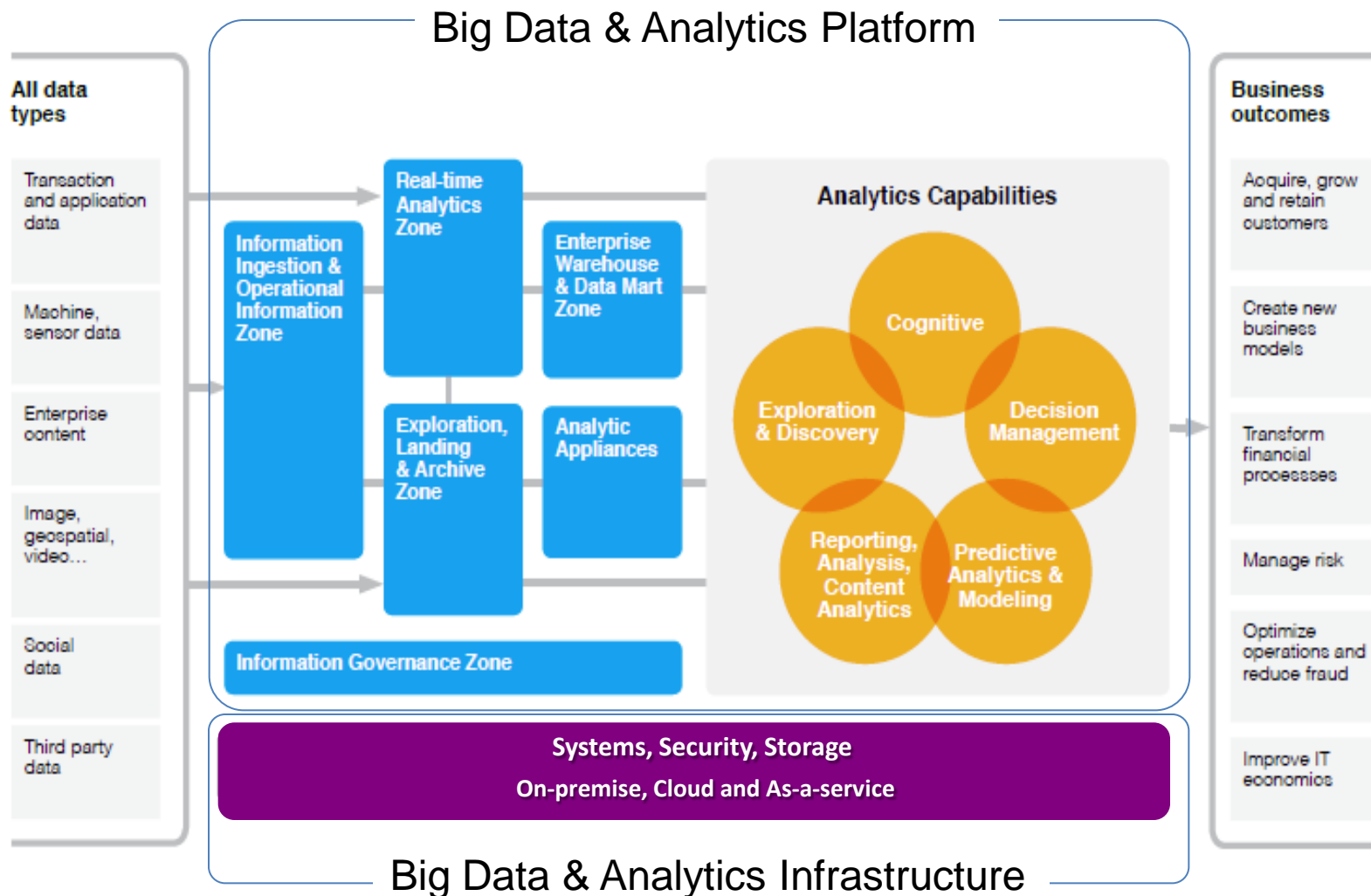




HOW CAN THIS BE DONE?



The proper foundation can optimize these new capabilities





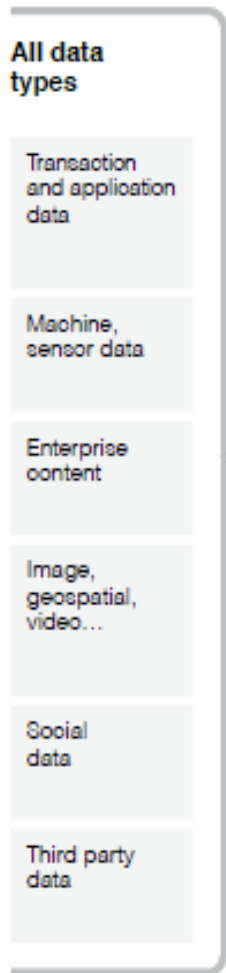
THE FUTURE OF SHOPPING



VIDEO



The future of shopping...behind the scene...



When do I promote, alter inventory or sourcing?

Real-time event correlation

Low Latency Workload Management

Low Latency

Is the "buzz" relevant to my business?

Quickly sift thru all relevant data

Parallel Processing Data Optimization

Parallel Processing

Data Optimization

How do I optimize all customer interactions on a consistent basis?

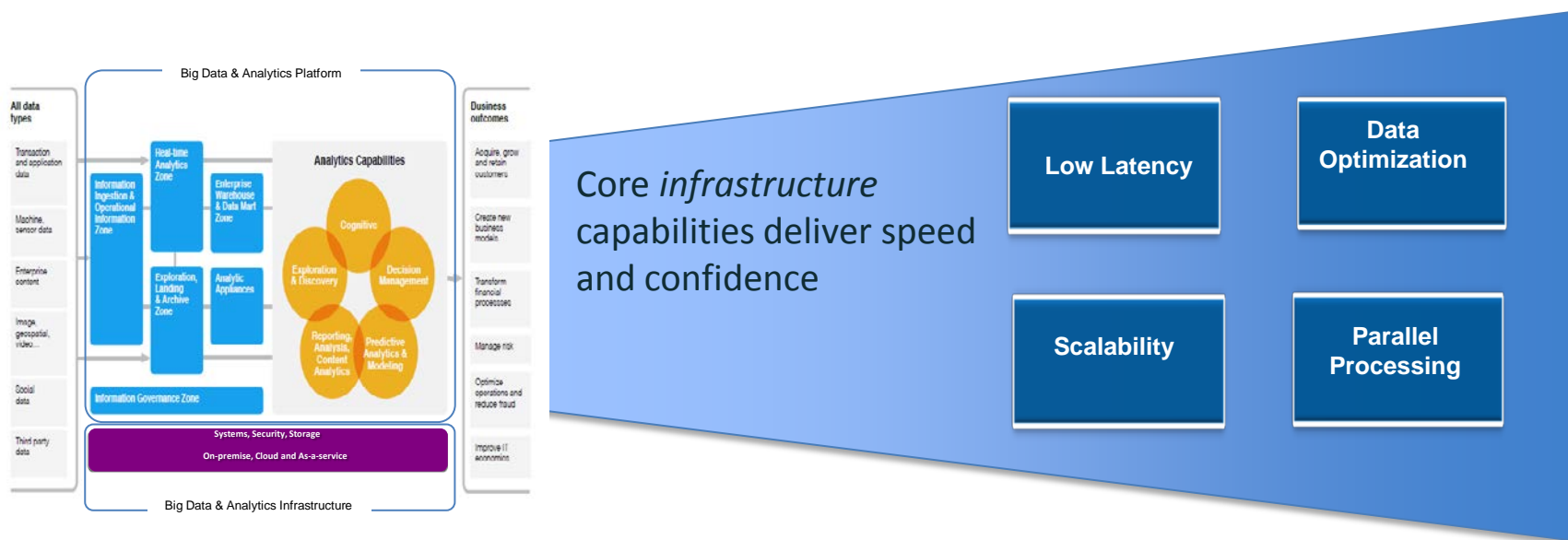
Assured delivery of insights to all channels

Scale & Performance High Availability

Scalability

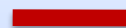


Infrastructure Matters to Support a New Big Data & Analytics Architecture

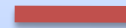


An efficient and agile infrastructure balances the needs of different analytics workloads

Predictive Analytics
Data Warehouse



Text Analytics
Hadoop Workloads



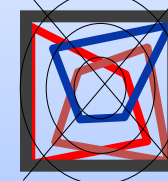
Optimization
Sensitivity Analysis



Optimal Infrastructure

Cores

SCM*




Network


Storage




As a customer, Lily is a puzzle made up of many pieces



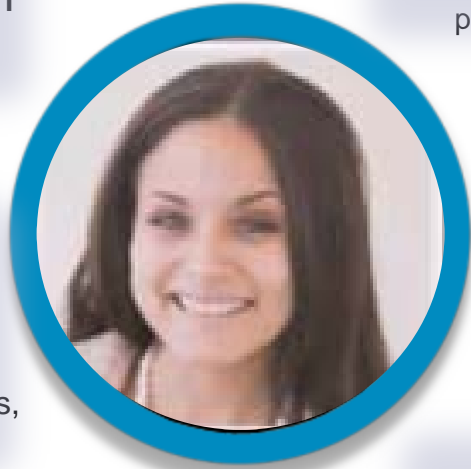
Contact Information
Name, address, employer,
marital...



Business Context
Account number, customer type,
purchase history, ...



Social Media
Social network, affiliations,
network ...



Legal/Financial Life
Property, credit rating,
vehicles, ...



Leisure
Hobbies, interests ...



Professional Life
Employers, professional
groups, certifications ...



To truly know Lily, a complete view is needed

Content Management

- Find & navigate customer information
- Any format or location
- Present a unified view

Data Management

- Understand data & relationships
- Ensure consistency & accuracy
- Quickly adapt to changes



- Enterprise-grade Hadoop
- Low-cost storage
- Processing power for the most challenging analysis

- Process & analyze streaming data
- Deliver immediate insights quick reaction

Hadoop System

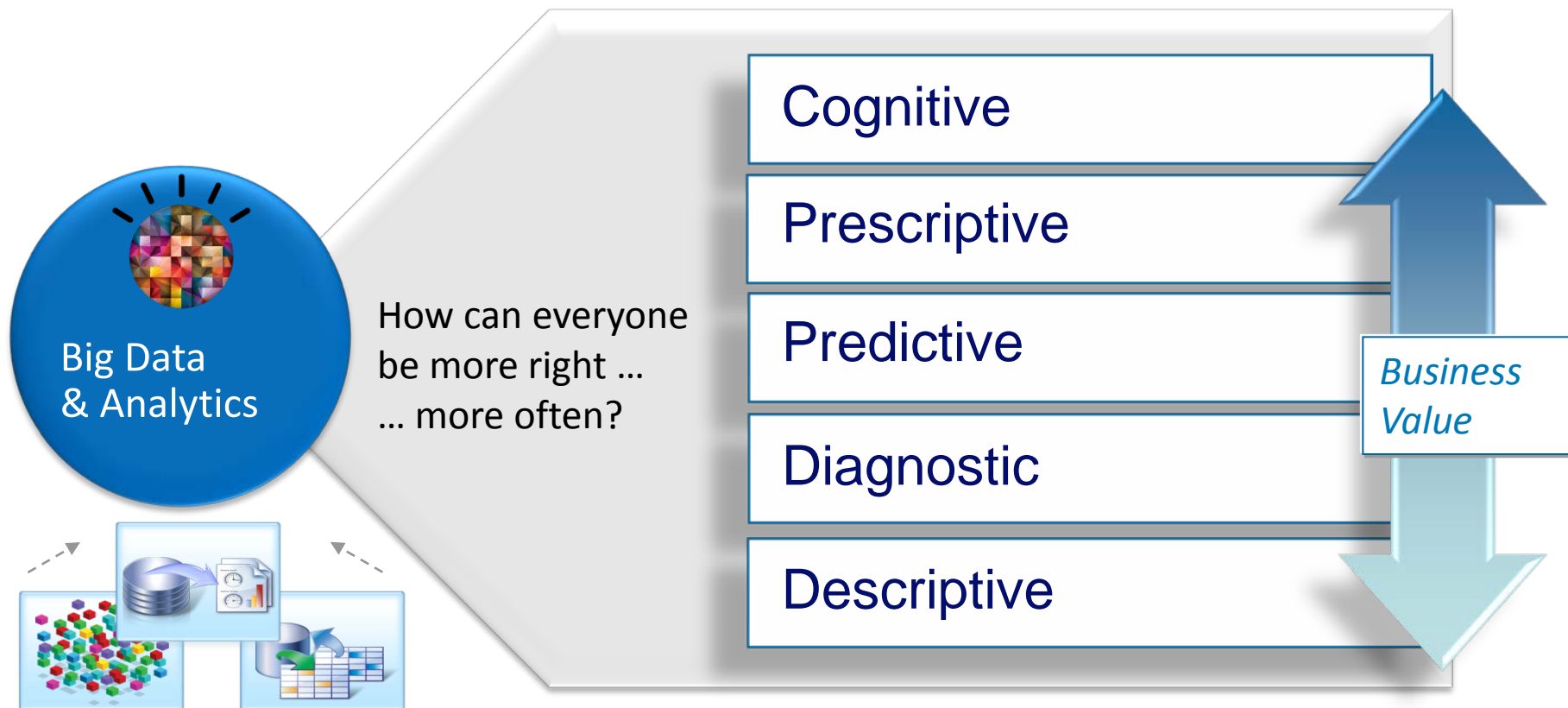
Data Warehouse

Stream Computing



Analytic capabilities form a journey roadmap

IBM's breadth of analytics enables better decisions





Acquire & grow the ideal customers



Target those likely to respond with the correct offer, channel, & time

Understand customer behavior and trends with advanced analytics (e.g. average spend)

Predictive Analytics

Personalize up-sell & cross-sell offers with social media data

Content Analytics

Optimize marketing budgets aligned with goals through what-if analysis

Planning & Forecasting

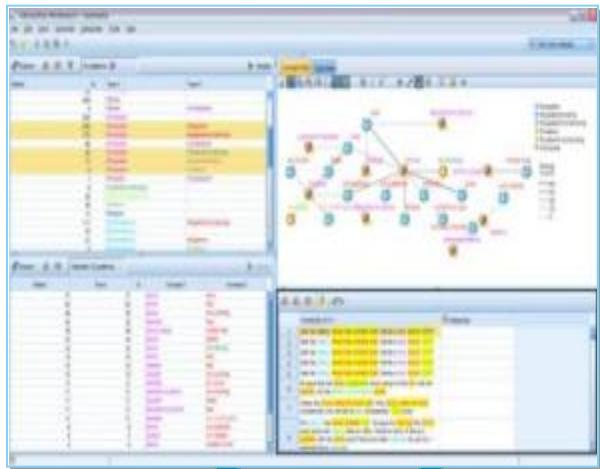
Analyze results of sales performance & marketing campaigns, understanding which valuable segments to target

Discovery & Exploration





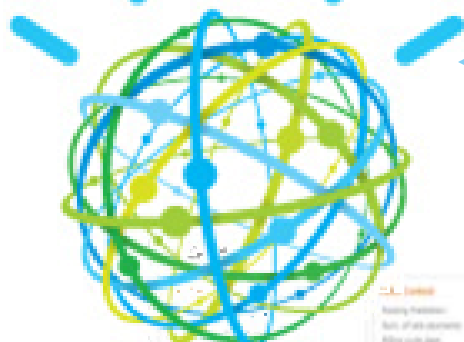
Retain loyal & profitable customers



Analyze sentiment to determine the tone and causal factors for product / service satisfaction / dissatisfaction

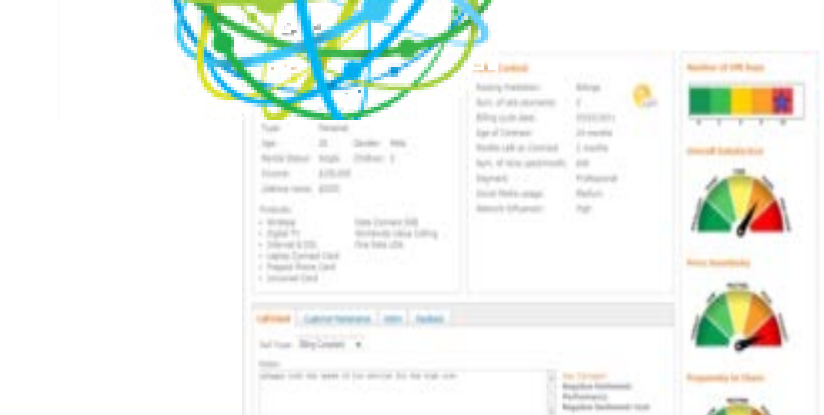
Identify those with strong social influence to increase advocacy through social network analysis

Content Analytics



Interact with Watson in Q&A format to deliver fast, evidence-based answers to customers and employees alike

Cognitive Systems

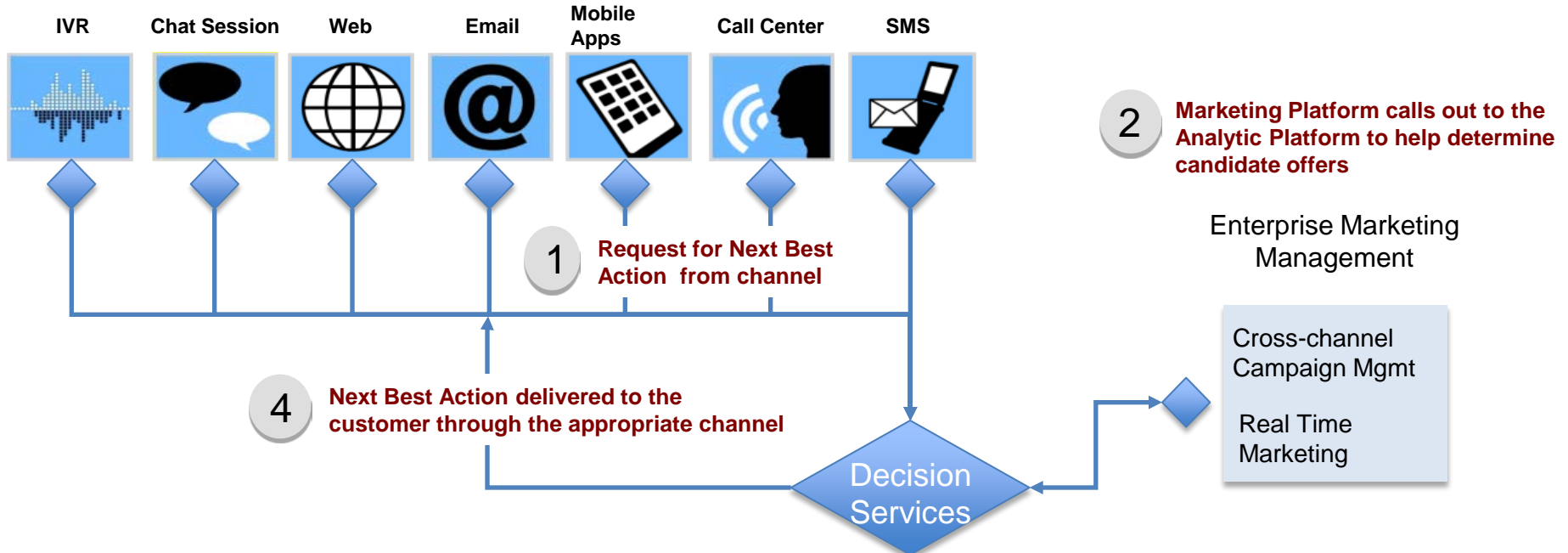


Deliver targeted retention offers in real time

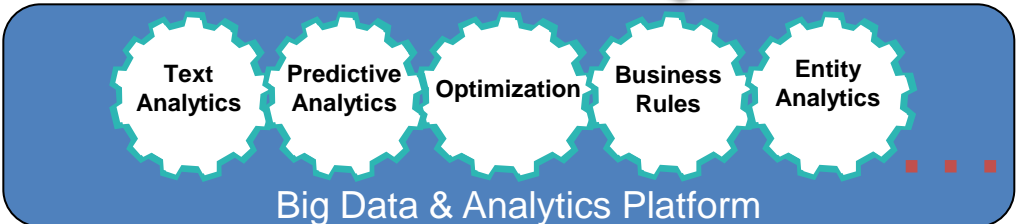
Decision Management



Leverage the full stack to personalize offers

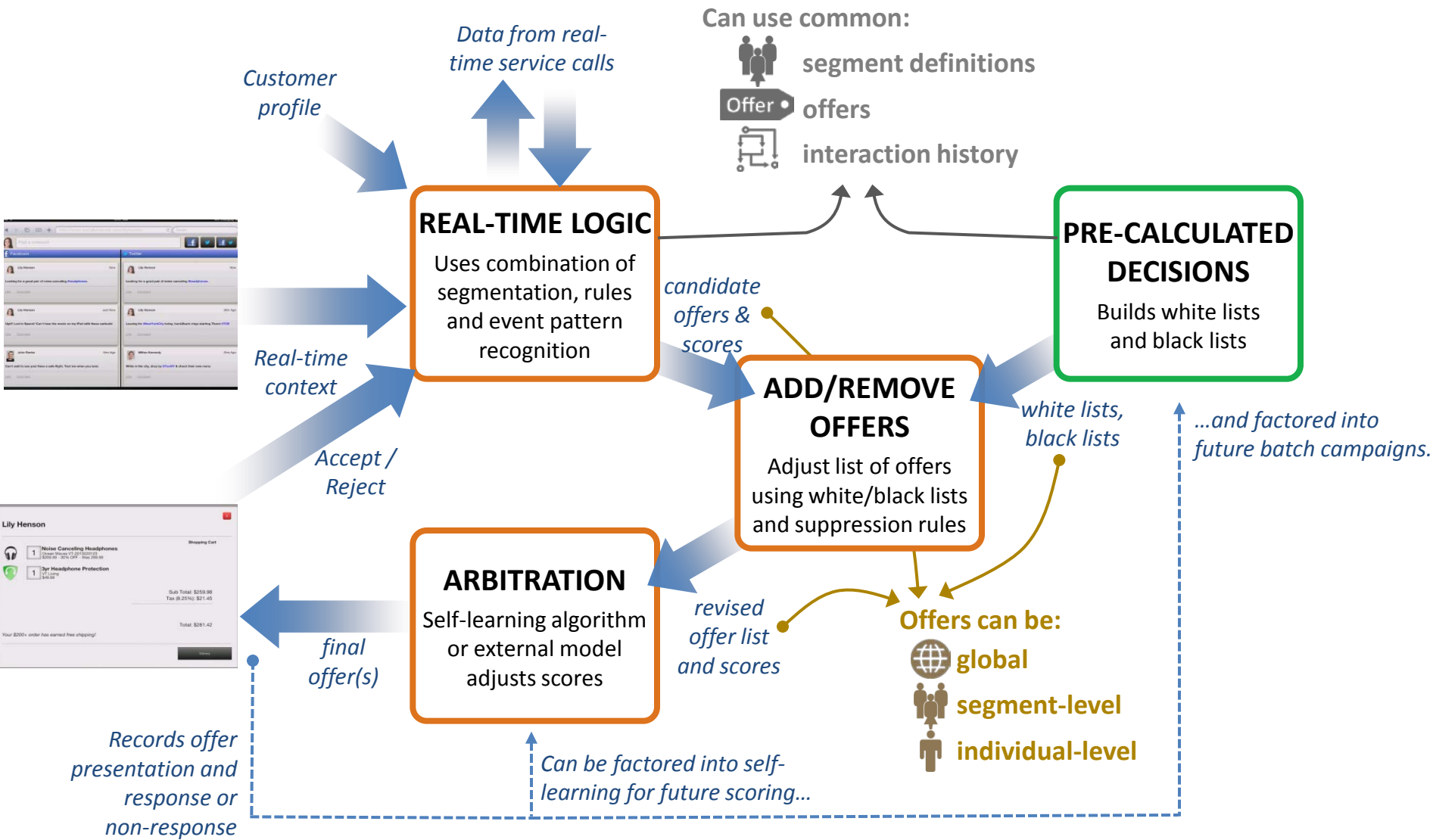


- 3 Analytics help determine Next Best Action from:**
- Marketing offers
 - Service Problems
 - Billing Information
 - Location
 - Service Issue
 - Issue Resolution
 - Dispute
 - Satisfaction
 - Account Management
 - Self Service
 - Channel Match
 - Agent Match etc.



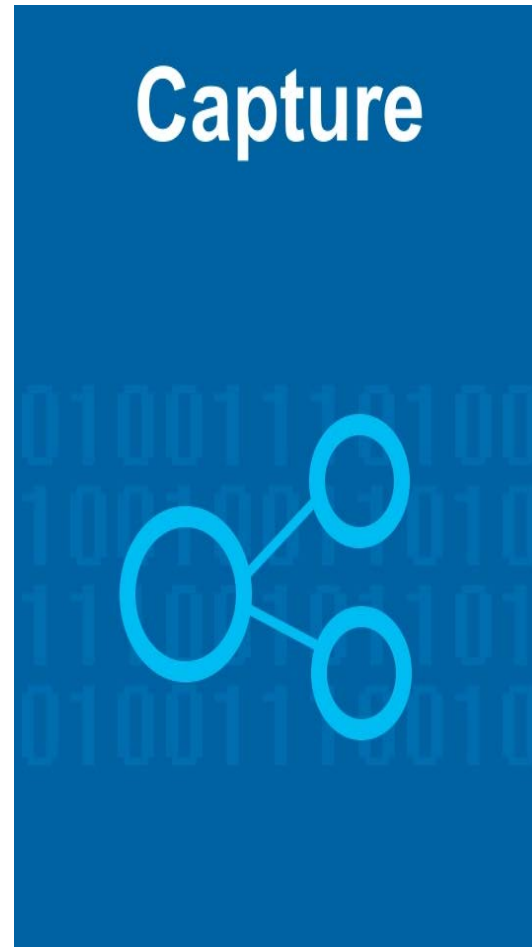


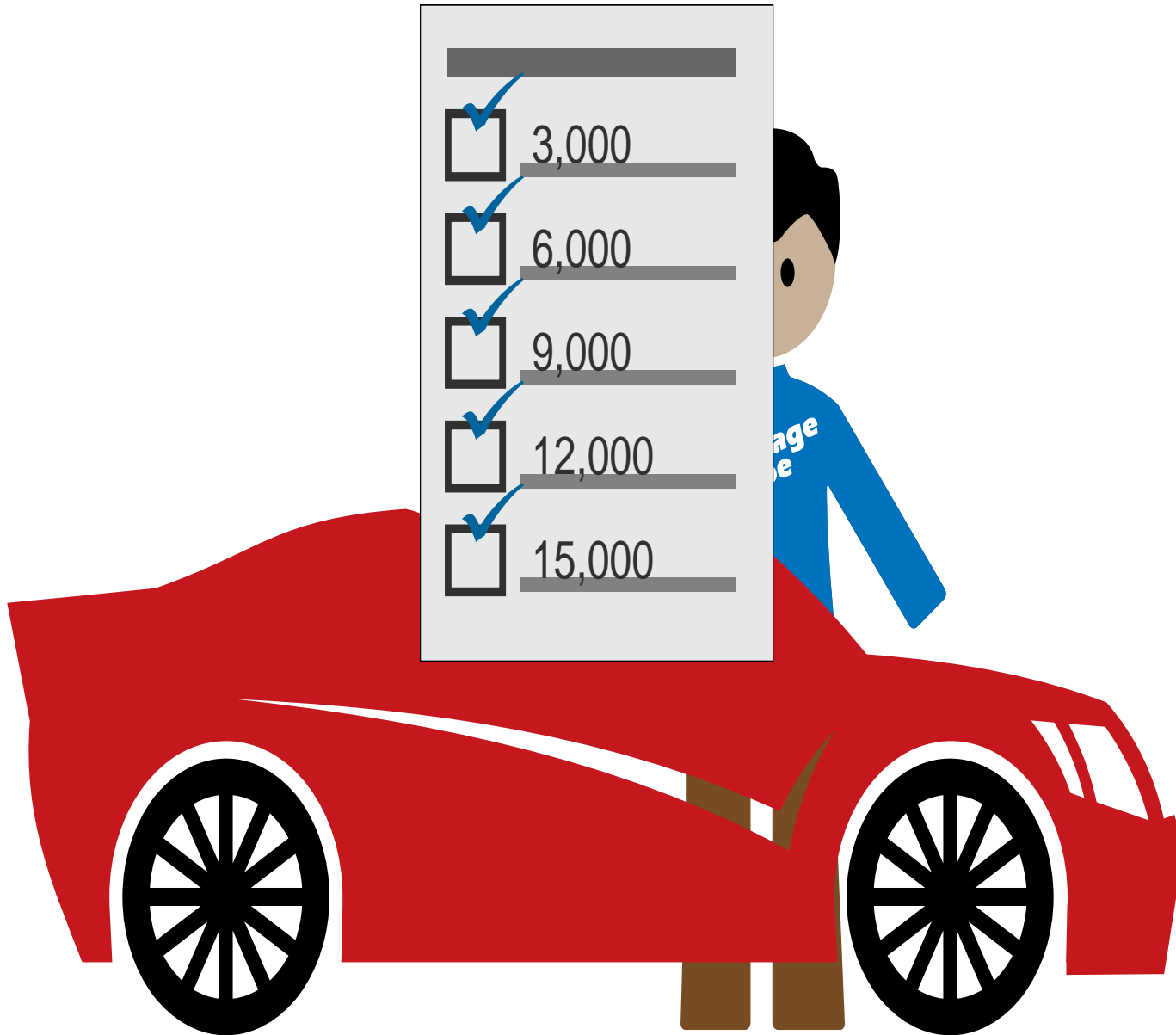
A closer look at the offer / decision process

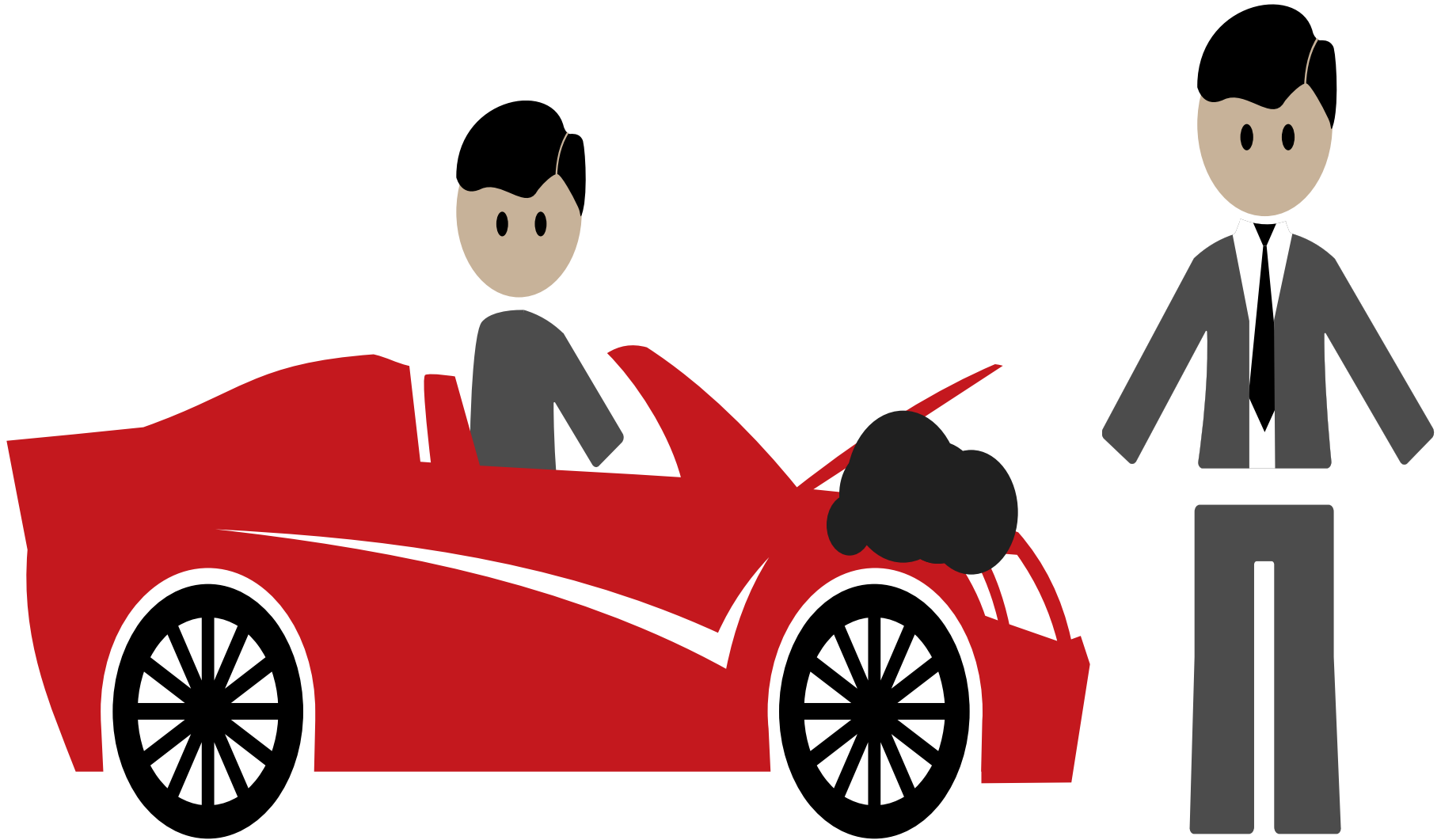


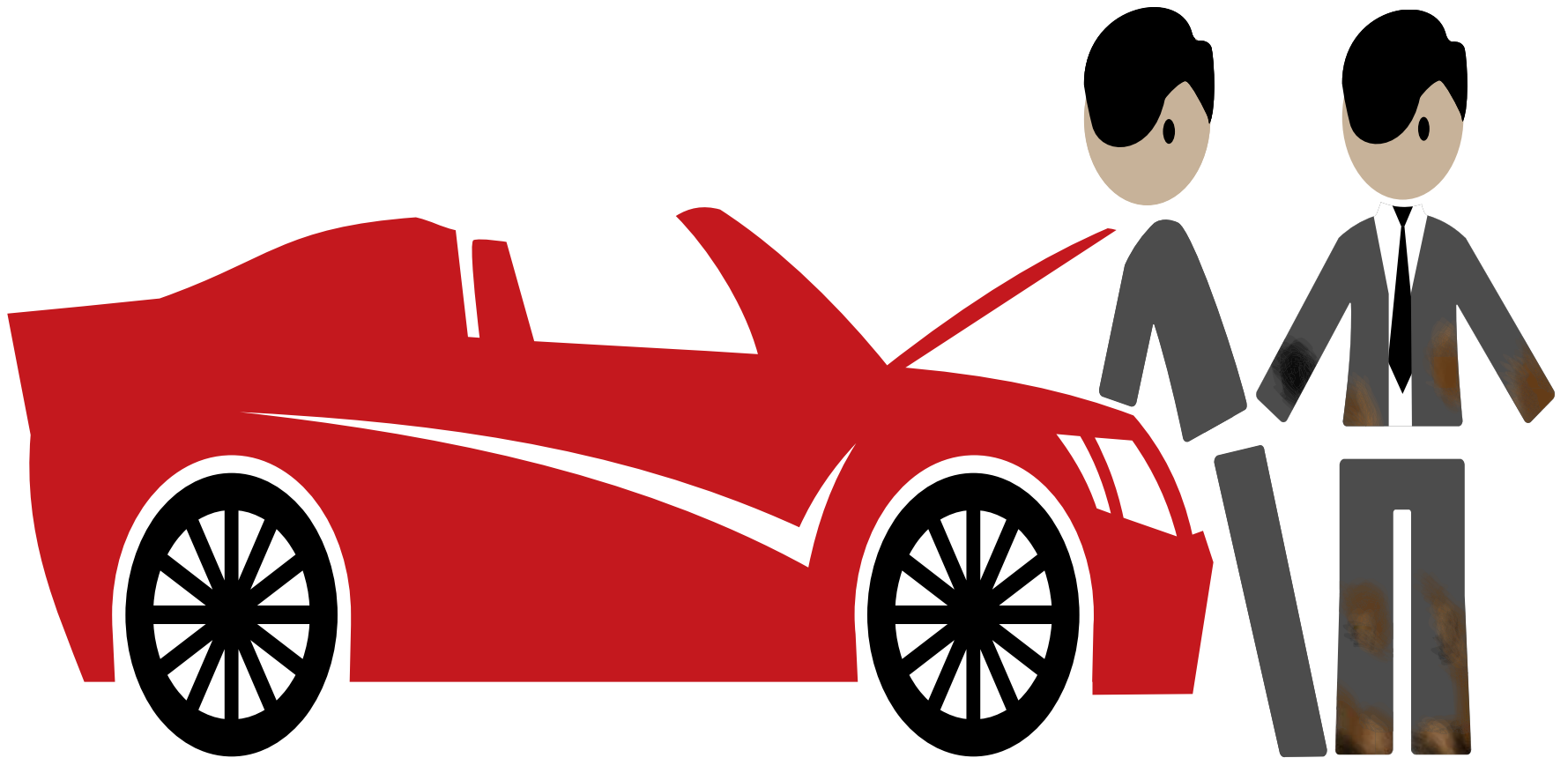


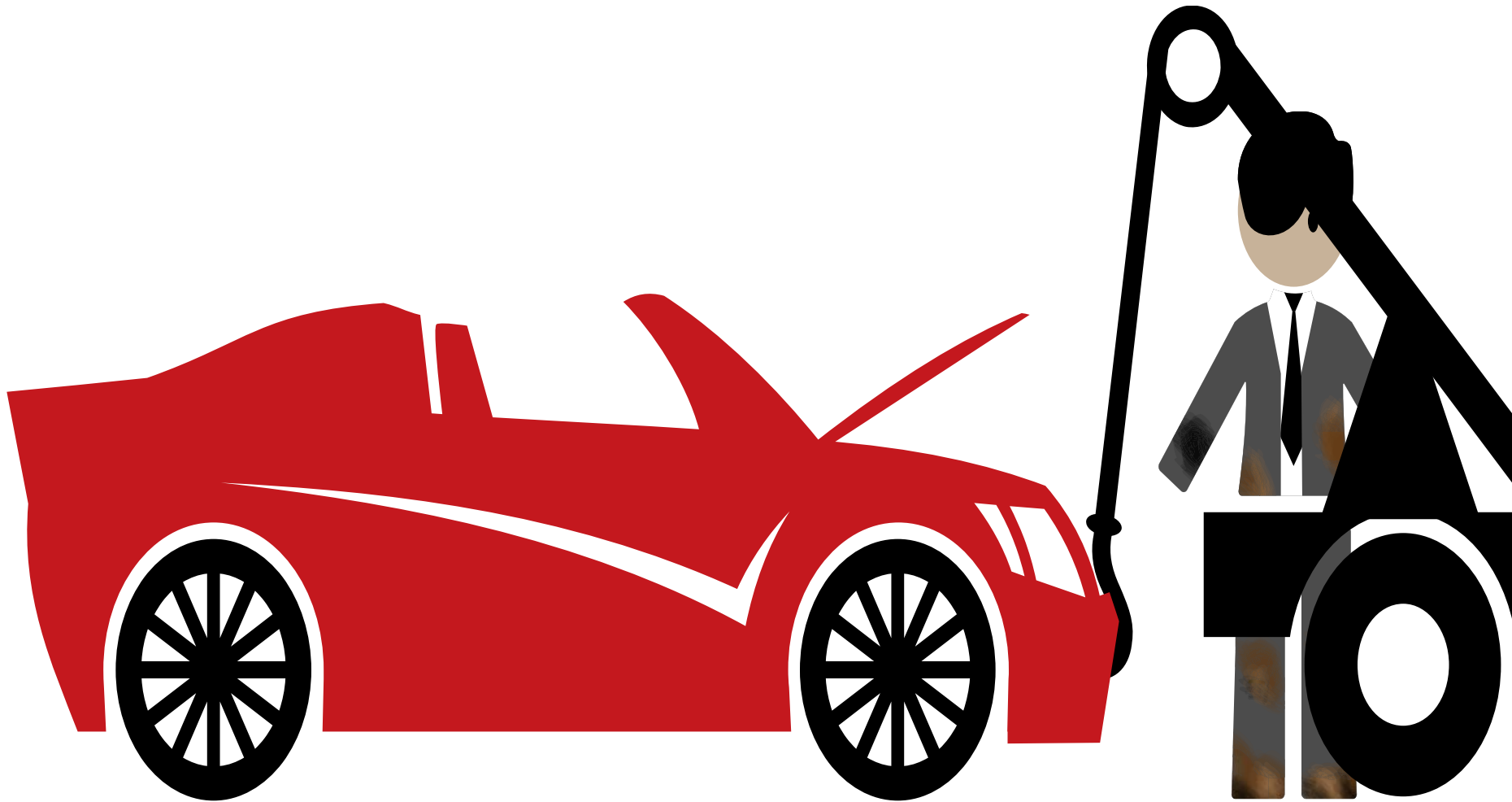
An IBM Big Data & Analytics solution – IBM Predictive Maintenance and Quality

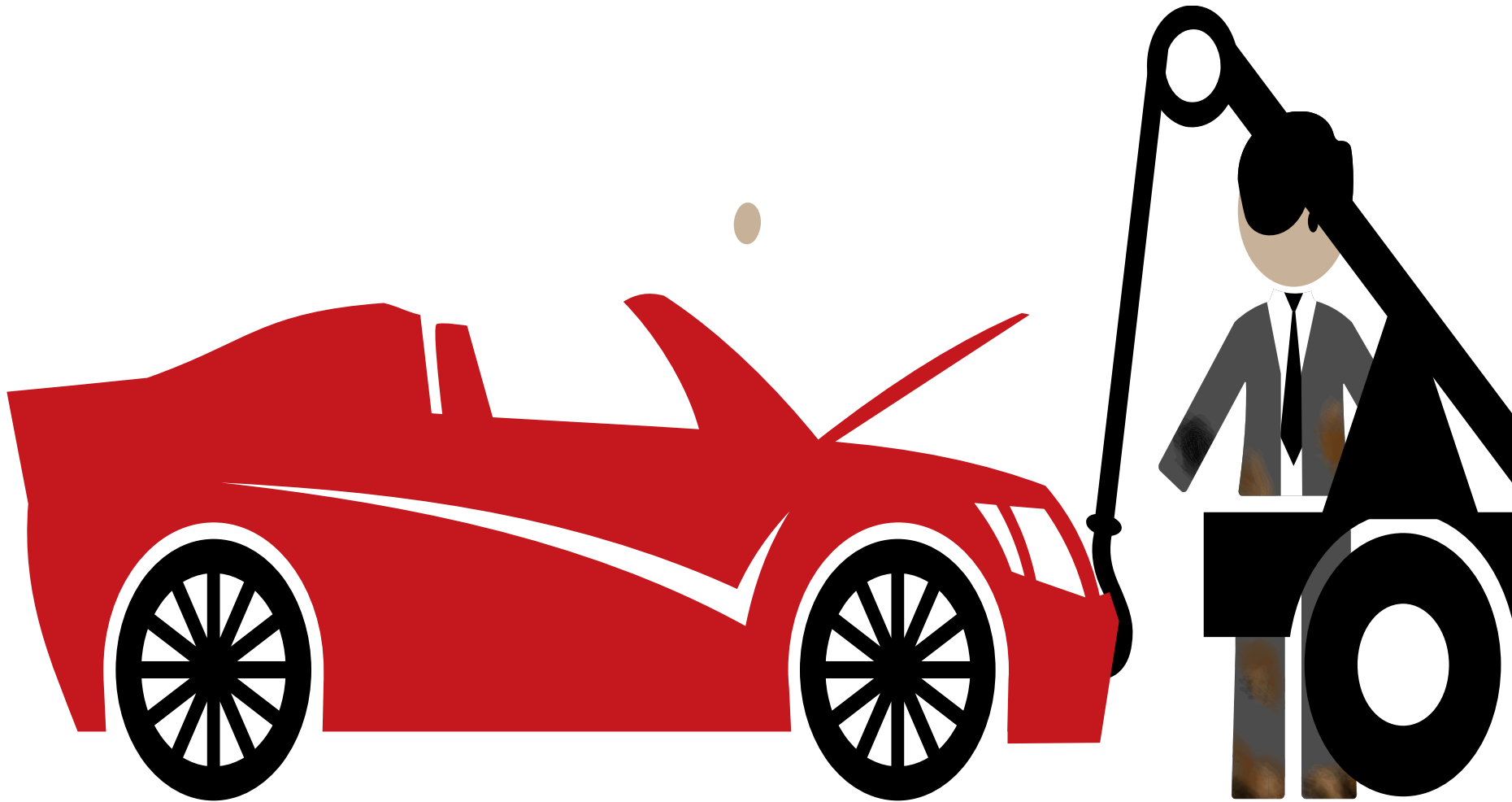






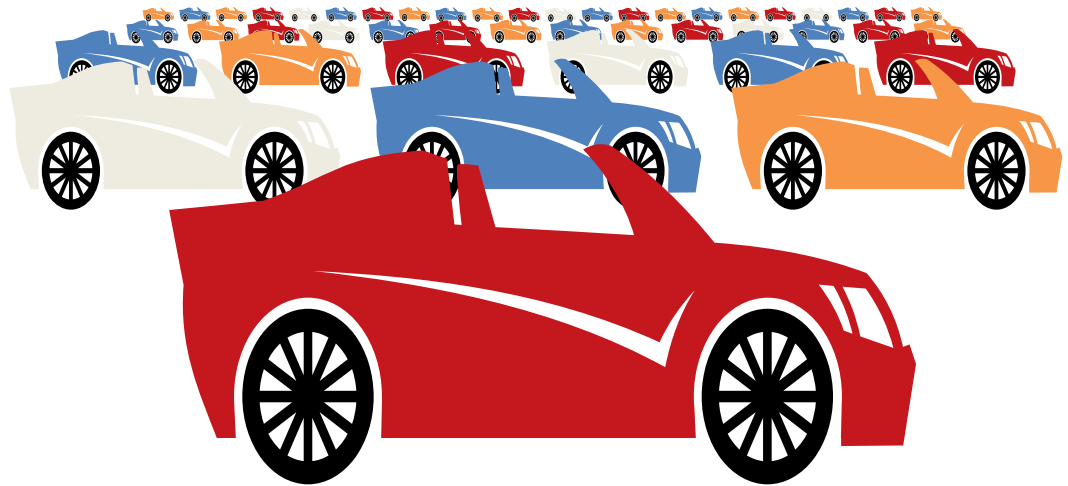








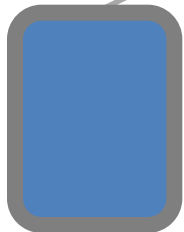
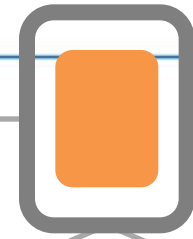
Capture



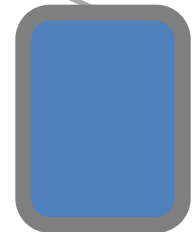
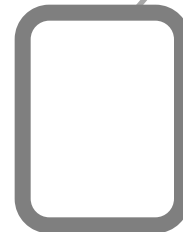
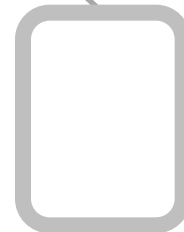


Predict

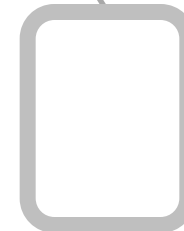
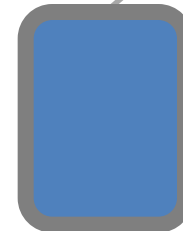




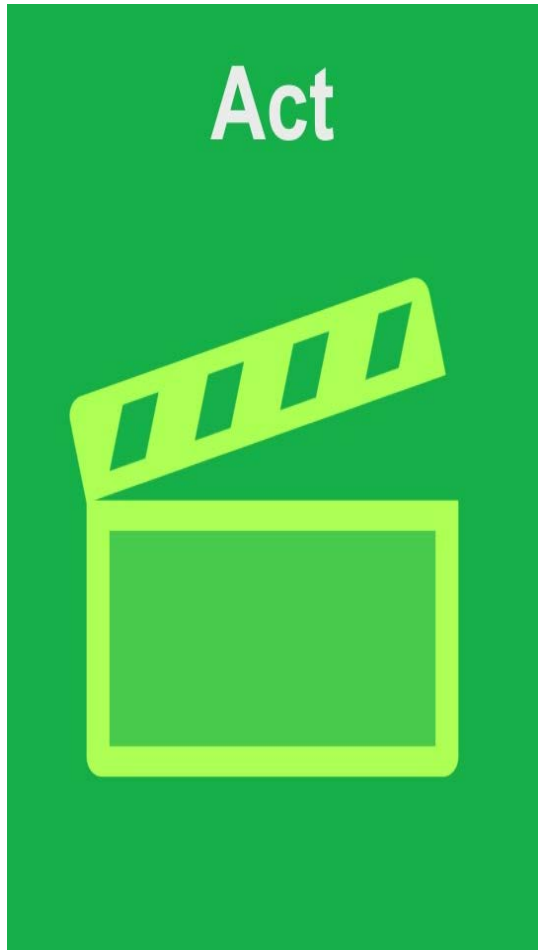
Minimize Warranty Claims

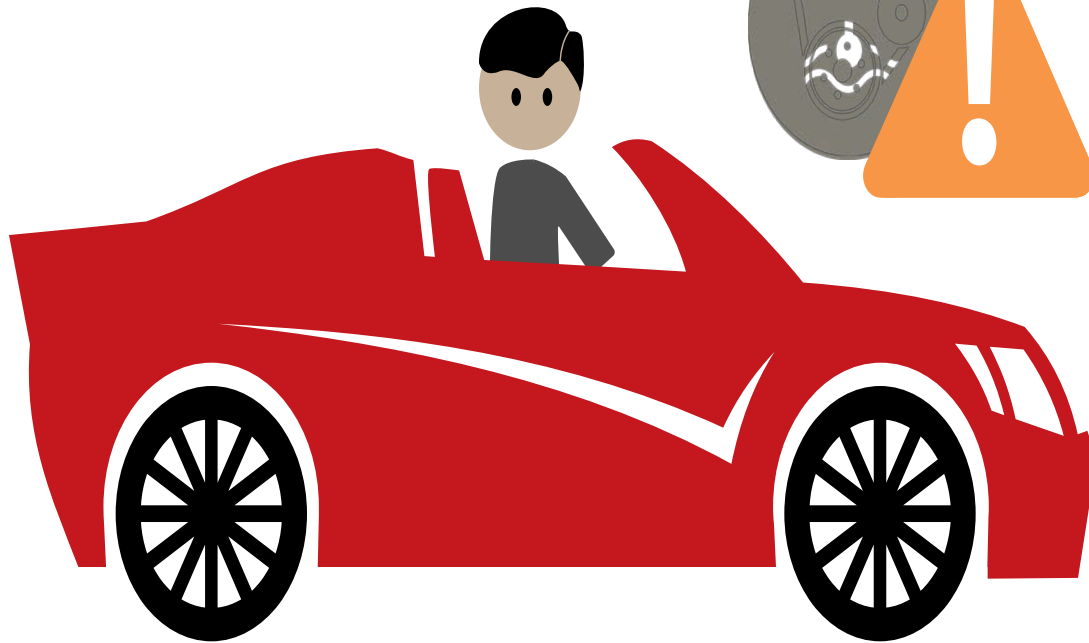


Reduce Repeat Repairs

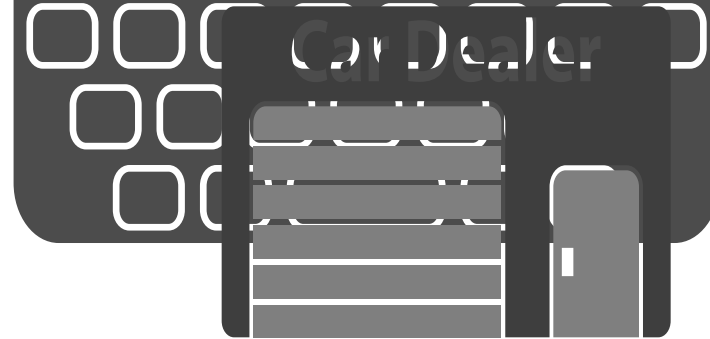


Inventory Planning






Your car's water pump is likely to fail soon. [Click here](#) to make an appointment with your dealer.






Capture

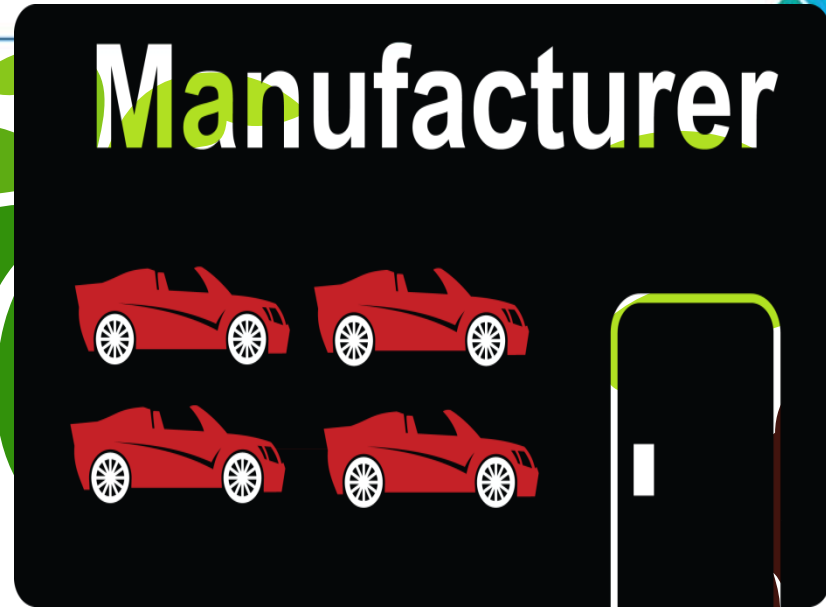


Predict



Act

Manufacturer



Minimize Warranty Claims

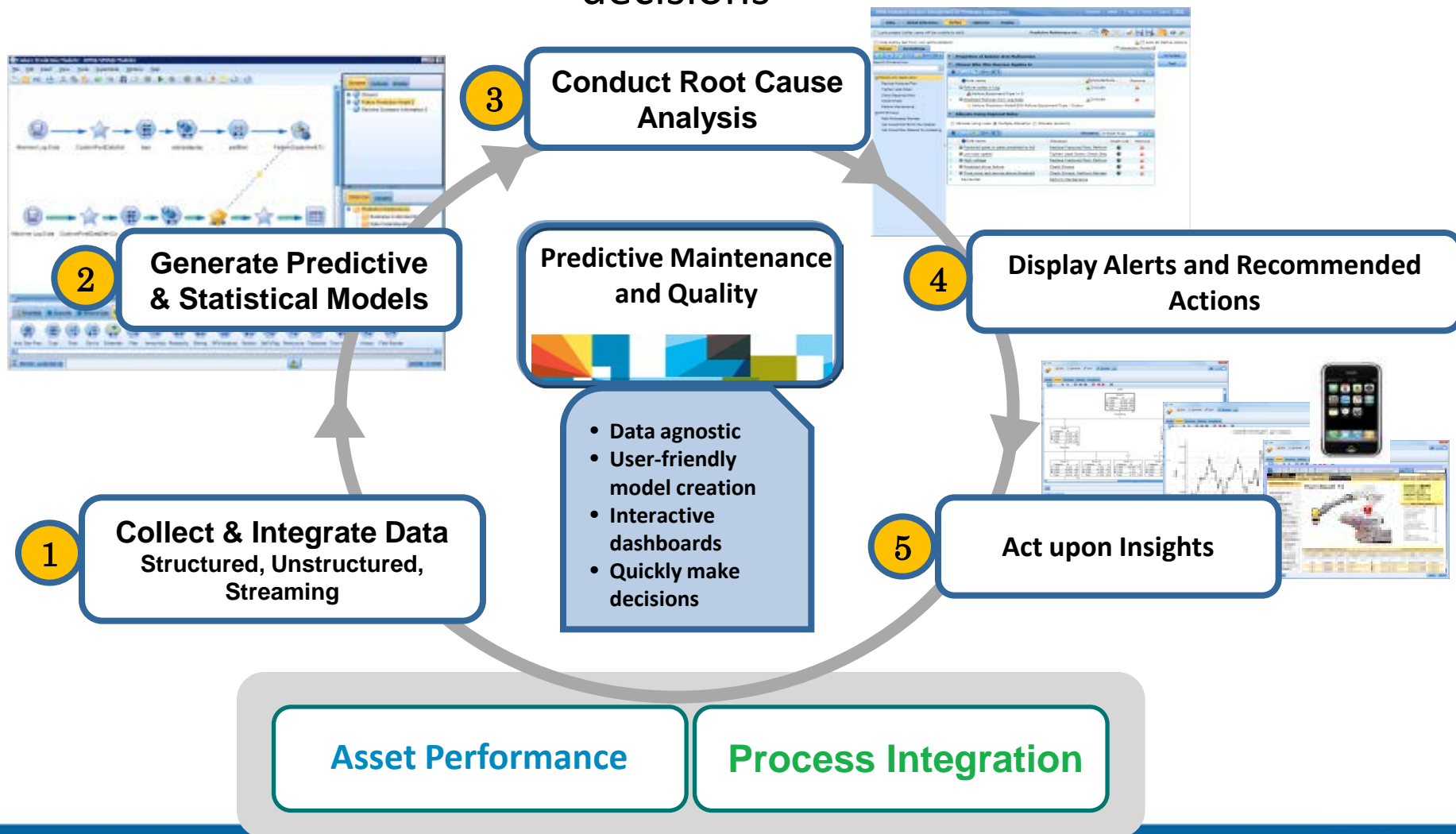
Joe, CEO

Reduce Repeat Repairs

Inventory Planning



Predictive Maintenance and Quality analyzes data from multiple sources and provides recommended actions, enabling informed decisions



In Service Vehicles: Analytics are used to monitor Honda EVs globally to predict issues and maintain high customer satisfaction.



<http://www.youtube.com/watch?v=qTjY76bQCQo>

いまを洞察するだけのアナリティクスから、

スマートなアナリティクスなしに、企業の成長はありません。

スマートなアナリティクスなしに、企業の成長はありません。IBMのスマートなアナリティクスは、世界のビジネスリーダーの成長を支えています。IBMが構築したIBM Global CEO Study 2015によると、日本の経営者の実に77%がスマートなアナリティクスを積極的に活用する必要があると考えている。これは、よりスマートなアナリティクスです。2015年まで迅速な意思決定につながる、企業に重要な新たなアナリティクスは、意思決定プロセスの効率化ももたらす。新たなビジネスモデルの構築を可能にし、それは、ほとんどの企業にとって大きなビジネス機会であり、ビジネスのトップリーダーにのみ限られるのです。



未来の価値を創出するアナリティクスへ。

よりスマートな価値創出。IBMがサポートしています。

IBMは、業界各所で構築された知見と最新のテクノロジーを統合したスマートアナリティクスで、企業の経営戦略と事業成長のスピードを加速させます。幅広く構造的なアナリティクスのためのプラットフォームを構築するだけでなく、サービスも提供

ます。また、高度化された設備とデータの利用を、データ分析も可能にします。これは、従来のアナリティクスよりも、IBMが提供する一連のソリューションが、この高度化されたデータ分析と、2015年まで構造的なデータ分析を可能にする。また、スマートなアナリティクスから得られる価値も、

構造的なアナリティクスは、今後ますます重要になるでしょう。IBMは、この構造的なアナリティクスを、6年連続で最も信頼性の高いプラットフォームとして提供しています。

価値を、より多く、よりスマートに。



アナリティクスで価値創出




EV(電気自動車)という電動車の心臓部を駆動しているバッテリーシステムを、IBMのスマートアナリティクスで監視する。このシステムは、バッテリーの劣化を予測し、修理の必要性を通知する。また、このシステムは、バッテリーの劣化を予測し、修理の必要性を通知する。また、このシステムは、バッテリーの劣化を予測し、修理の必要性を通知する。

IBMは、EVの新しい価値創出を支援しています。IBMのスマートアナリティクスは、バッテリーの劣化を予測し、修理の必要性を通知する。また、このシステムは、バッテリーの劣化を予測し、修理の必要性を通知する。

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www.ibm.com/jp/ibm/ev

A close-up photograph of a person's hands holding a smartphone. The person is wearing a blue button-down shirt. The background is slightly blurred, showing more of the shirt and the person's torso.

Verizon transforms call centers with real-time access to product data

Need

- Call center agents must use multiple applications to look up relevant information to address the customer issue
- Expensive (\$1.1m per annum) manual process to prepare content for use by call center representatives

Benefits

- Ingest large device manuals from multiple vendors and create digestible chunks of information by customer service topic
- Index multiple information sources including Oracle UCM, Drupal, external web pages and SQL server instances for topic-wise search
- Deploying federated search to Blackberry World & Apple App Store for additional content
- Reduction in average handling time (AHT) driving significant cost savings for call center
- Cost savings by eliminating manual content preparation by Six FTEs



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Imagine It. Every Industry can Leverage Big Data and Analytics

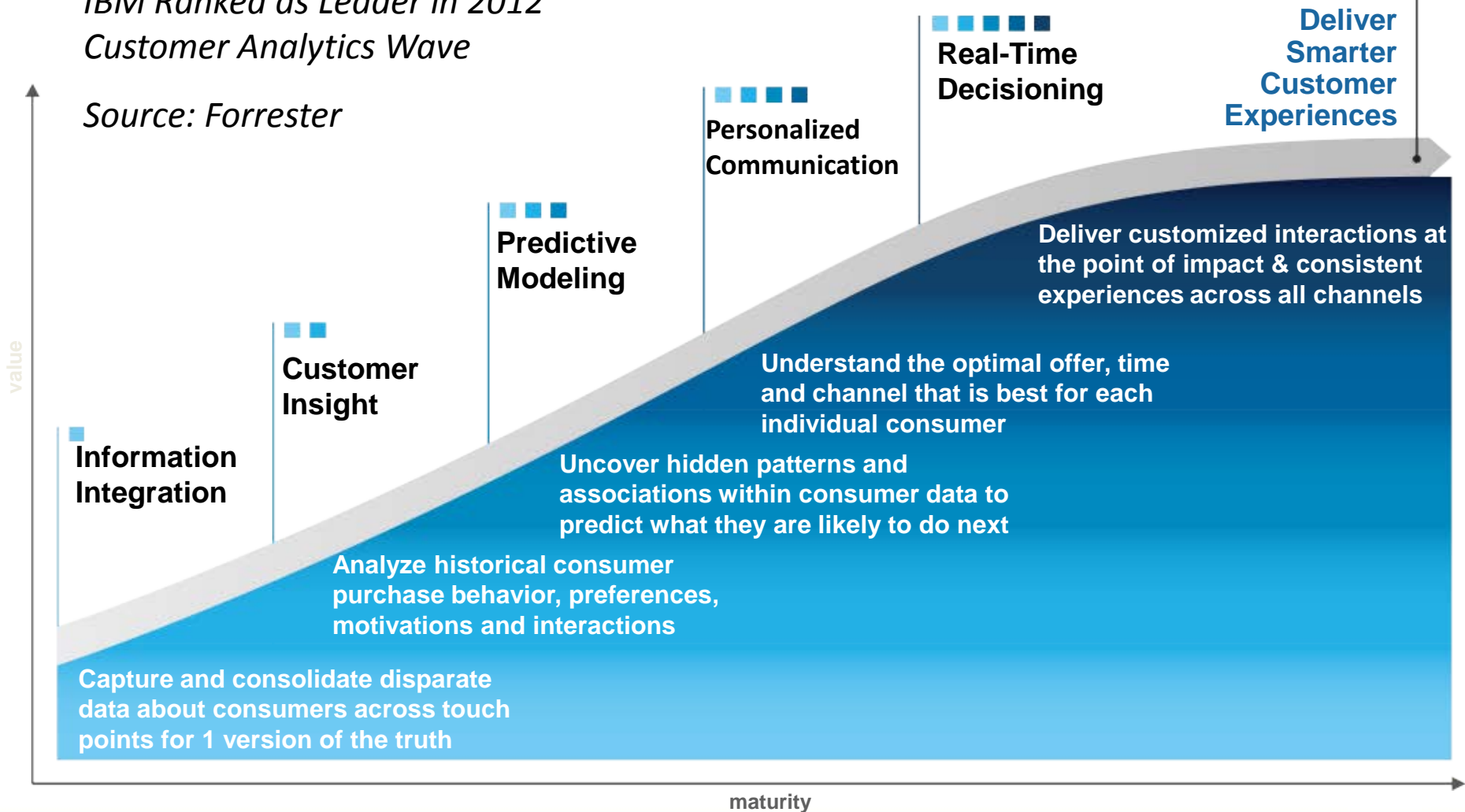
 <p>Banking</p> <ul style="list-style-type: none"> • Optimizing Offers and Cross-sell • Customer Service and Call Center Efficiency 	 <p>Insurance</p> <ul style="list-style-type: none"> • 360° View of Domain or Subject • Catastrophe Modeling • Fraud & Abuse 	 <p>Telco</p> <ul style="list-style-type: none"> • 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



Where do you stand in your customer journey?

IBM Ranked as Leader in 2012
Customer Analytics Wave

Source: Forrester





Why choose IBM to improve customer experience?



Customer Insights (Big Data Solved)

Big data is abundant everywhere, especially in social media. Embrace the influx of data, rich with customer knowledge, to improve the experience.



Insight Driven Decisions

Use science to drive decisions, replacing gut feel and instinct. But do so with tools that allow current experience to tap into an analytics led world.



Leading Solutions Built Across IBM

Leverage knowledge and expertise across IBM, where software, hardware, and services come together to deliver an end to end solution.



IBM SolutionsConnect 2014

A New Era of Smart



Thank You