



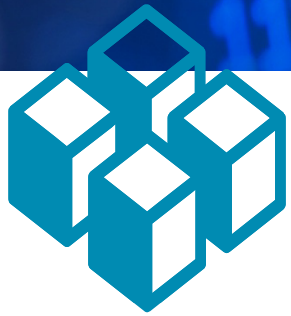
IBM

BUSINESS ANALYTICS SUMMIT

2014

Gene Villeneuve

Director & European Sales Leader
Predictive & Business Intelligence



Data is the New Basis
FOR COMPETITIVE ADVANTAGE





Cloud is Creating
NEW BUSINESS MODELS

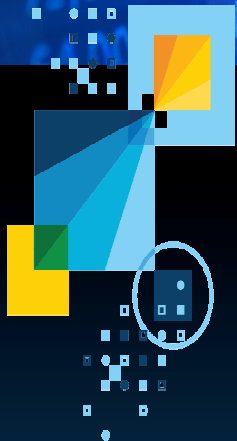




Mobile & Social

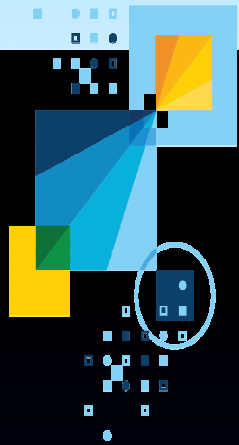
ARE CHANGING ENGAGEMENT





Embracing these shifts for
COMPETITIVE ADVANTAGE





Part One
GUIDING PRINCIPLES FOR OUR INNOVATIONS

Part Two
REDEFINING THE ANALYTICS EXPERIENCE

Part Three
CONTINUING YOUR ANALYTICS JOURNEY



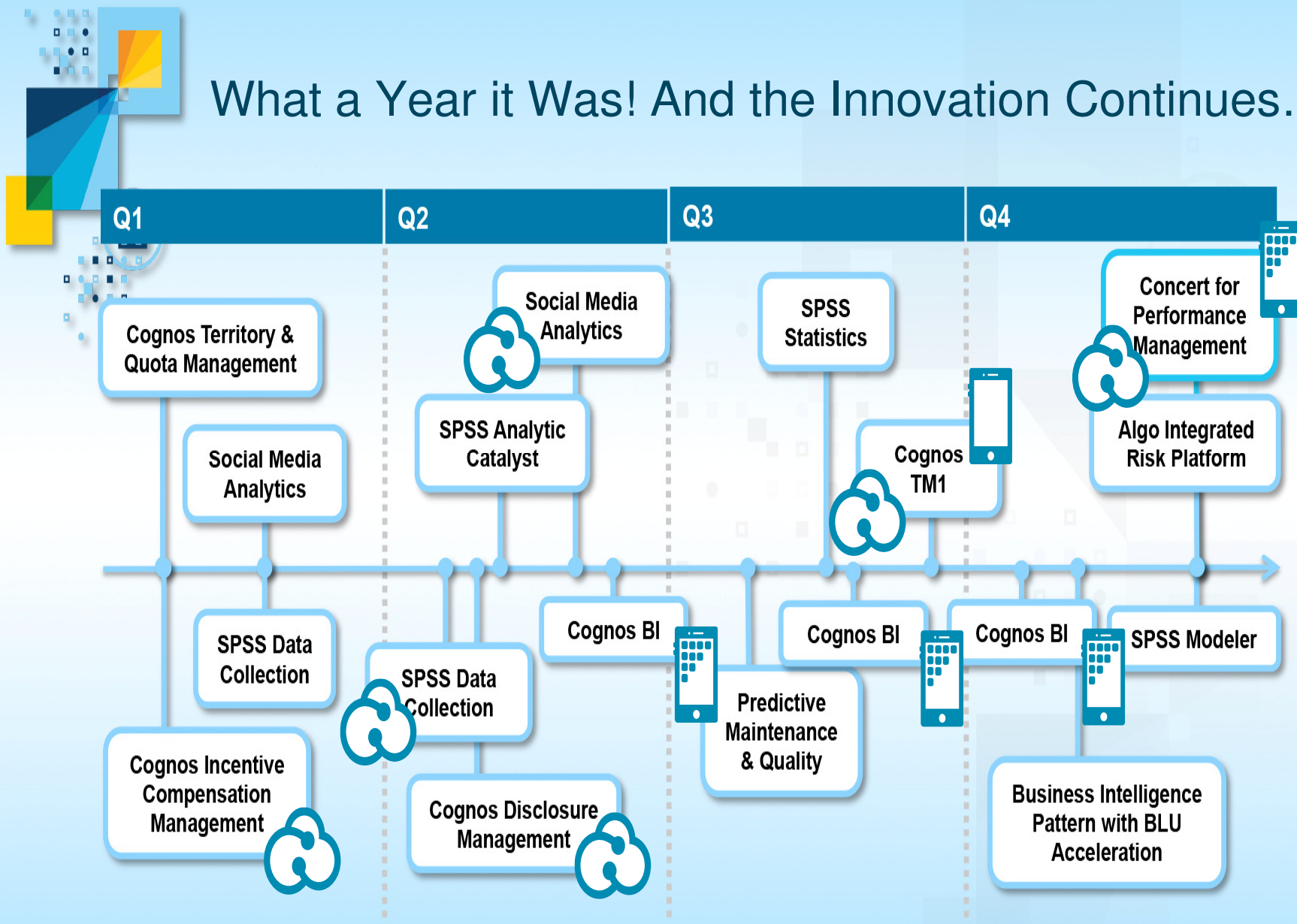
UNIQUE – Fuels journey to cognitive

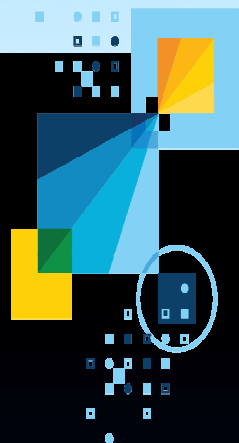
INNOVATIVE – Easy to consume

COMPLETE – Enterprise-ready

FAST – Start anywhere and grow

What a Year it Was! And the Innovation Continues...



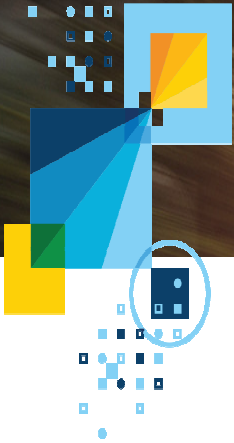


Guiding Principles FOR OUR INNOVATIONS

Faster

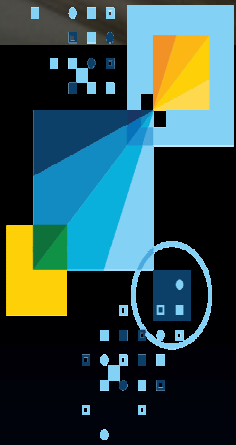
Easier

Smarter



Faster Solutions
TIMELY INSIGHTS WHEN YOU NEED THEM





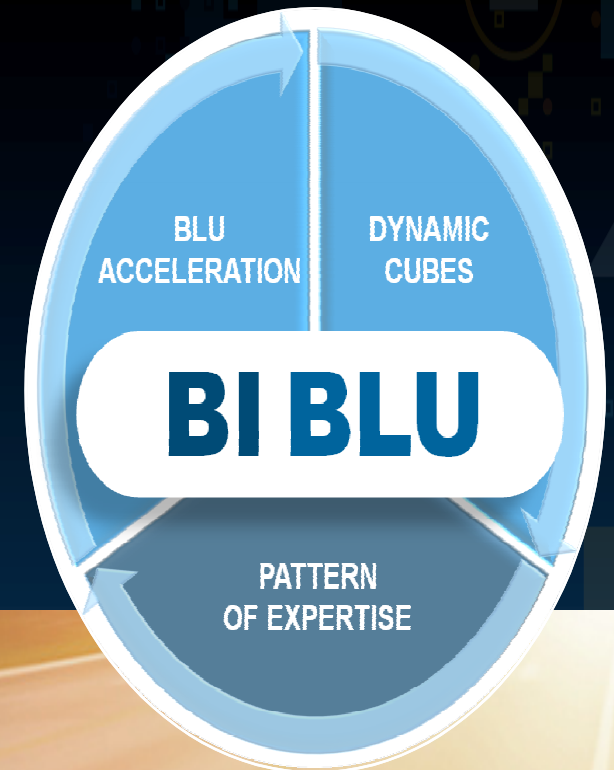
High Speed Analytics on Big Data

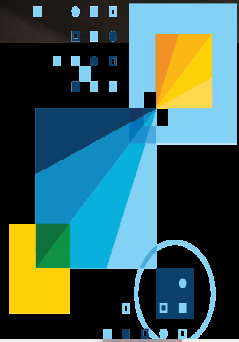
IBM BUSINESS INTELLIGENCE PATTERN WITH BLU ACCELERATION

Answers when you need them

Tailored integrated capabilities

Economics and efficiency





Start Quickly

ACCELERATE TIME TO INSIGHT



SaaS Solutions
available for a range
of business users



FINANCE

Concert
Cognos TM1
Cognos Disclosure
Management

SALES

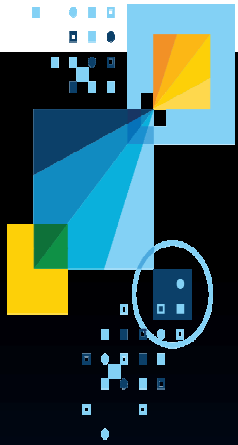
Cognos Incentive
Management
Cognos Territory & Quota
Management

MARKETING

Social Media Analytics
SPSS Data Collection

RISK

Algo Risk Service
Algo Managed Data
Services



Silverpop Empowers Sales Teams WITH ANALYTICS

Supports **70%** faster compensation calculations

Enables **REAL-TIME REVIEWS** of sales teams' compensation

Allows **24/7** access and enhanced visibility to sales teams

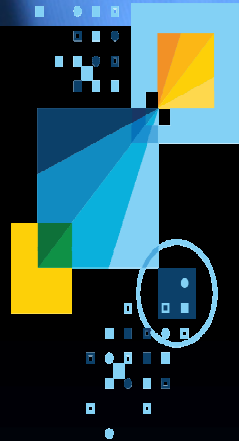


SILVERPOP



Easier to
USE, MANAGE & UNDERSTAND





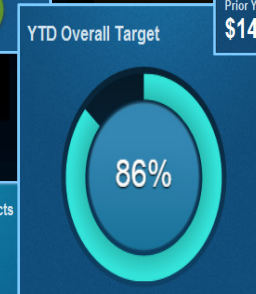
Cognos Business Intelligence

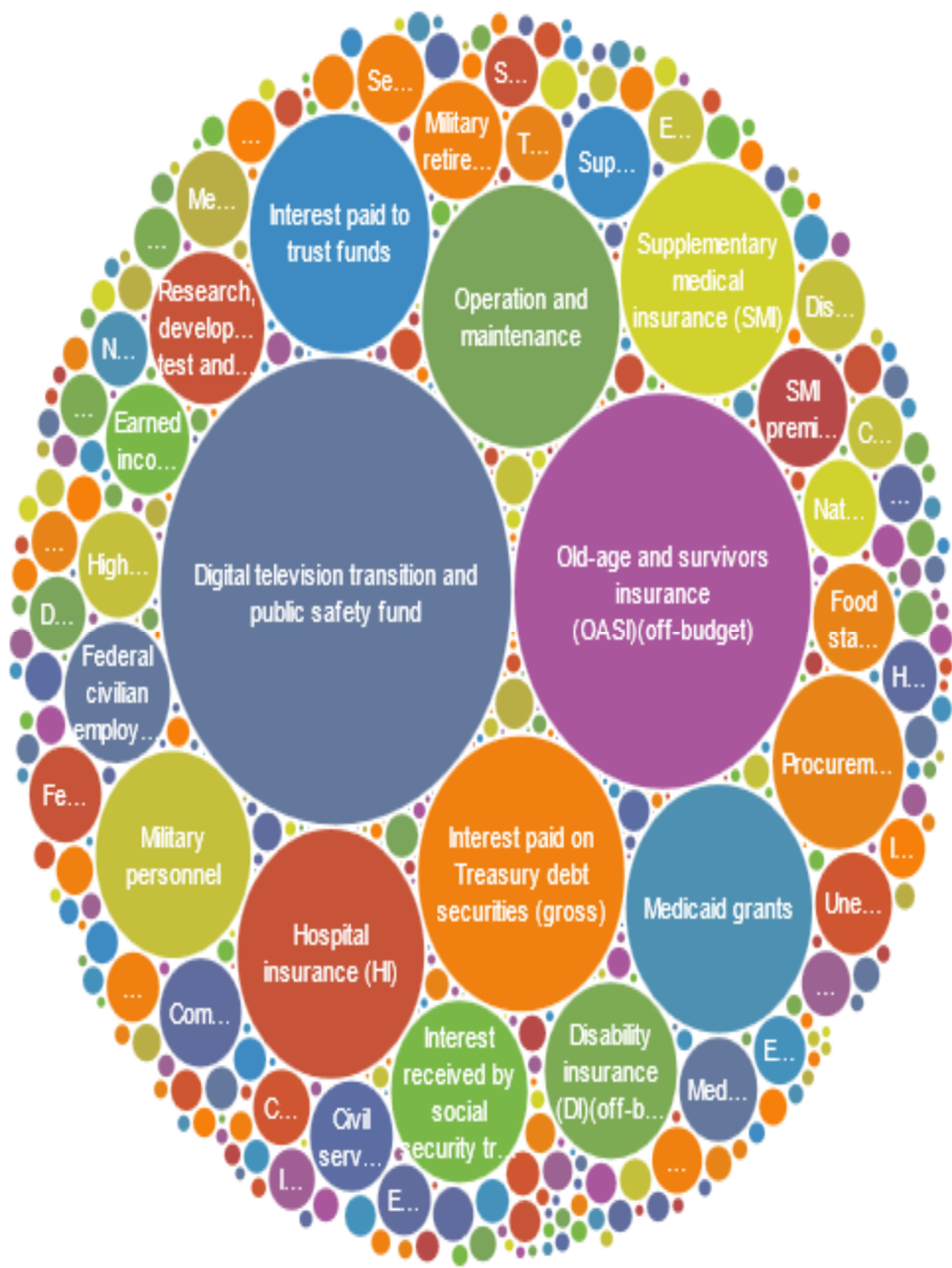
HIGH IMPACT, MOBILE READY VISUALIZATIONS

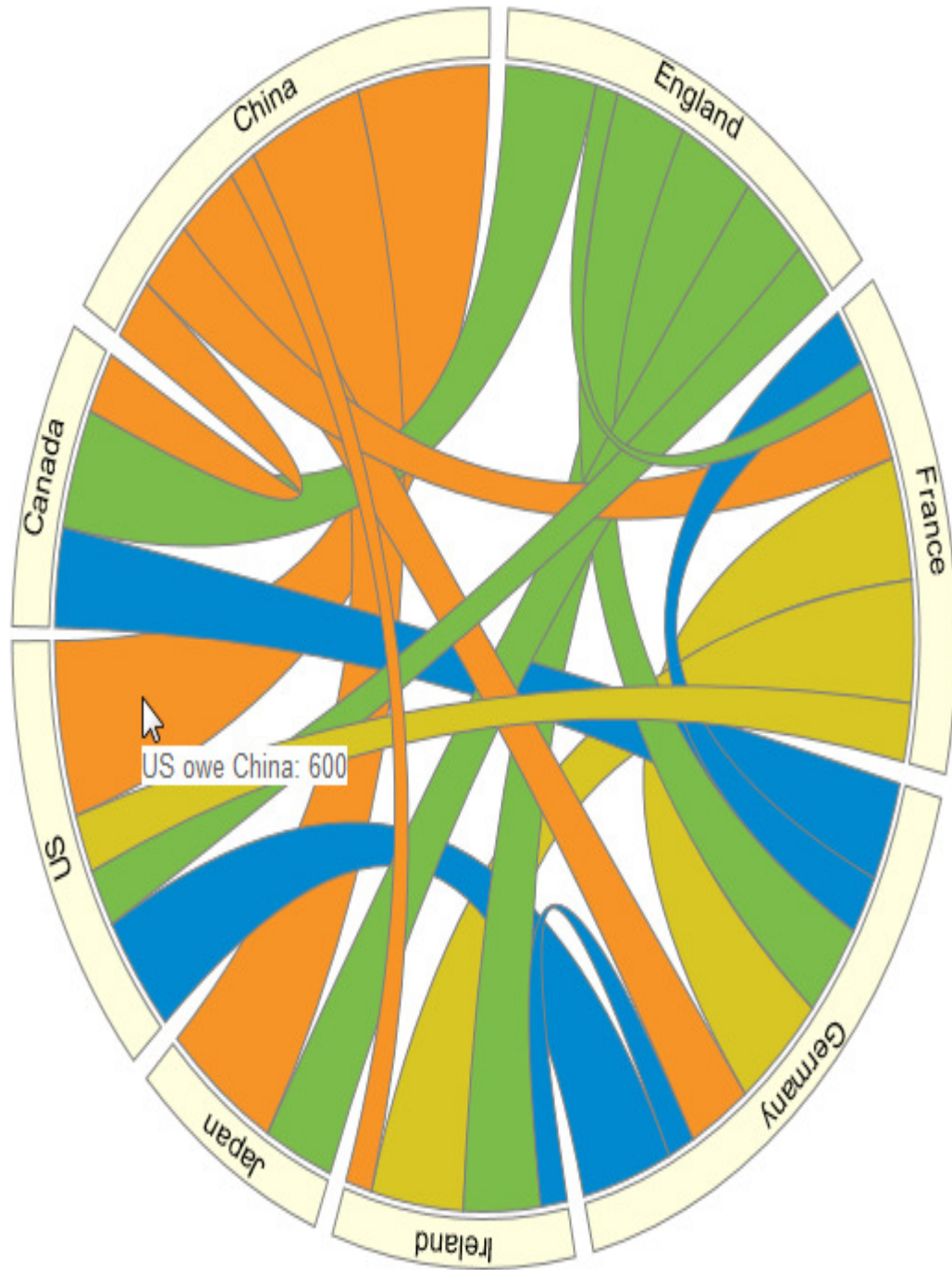
ENHANCED mobile support

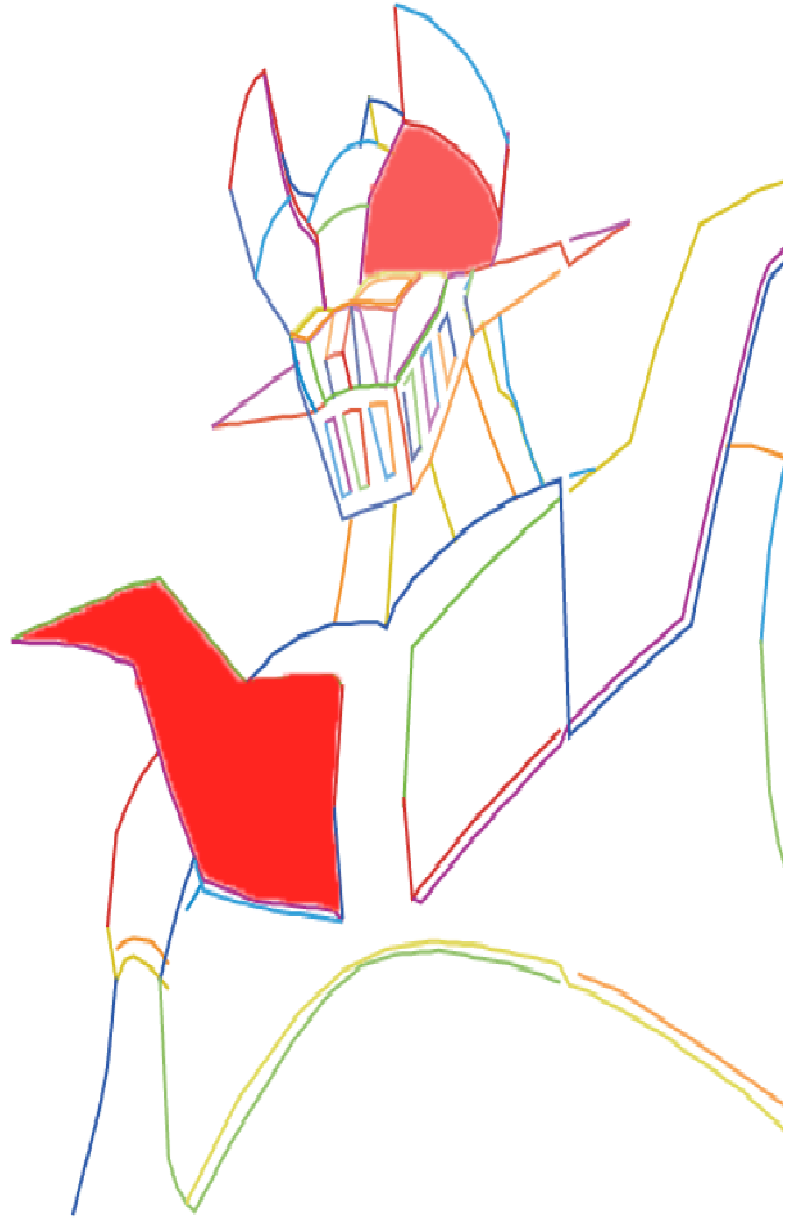
ENGAGING visualizations

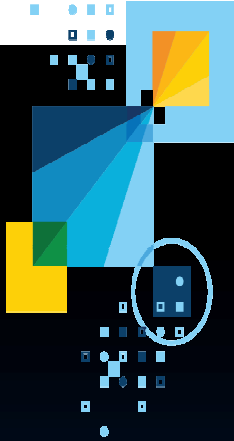
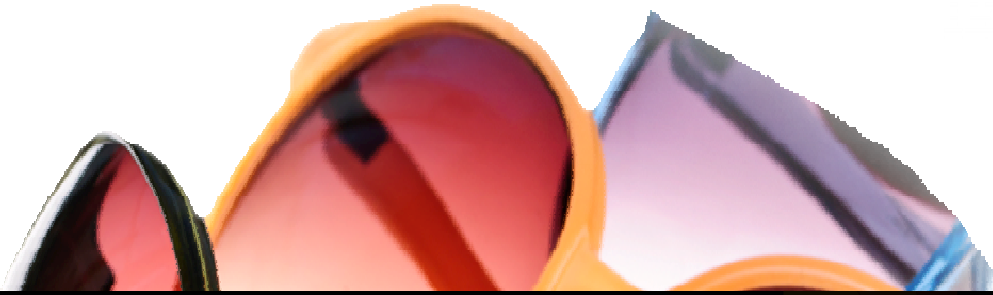
BREAKTHROUGH performance







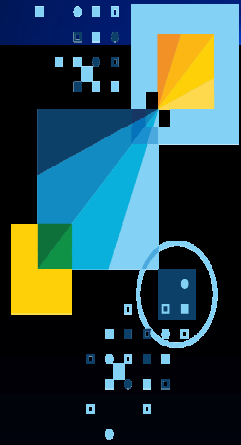




Alain Afflelou Achieves a
CLEARER VIEW OF PERFORMANCE

DELIVERING VISIBILITY to franchise owners
with key metrics on their iPads





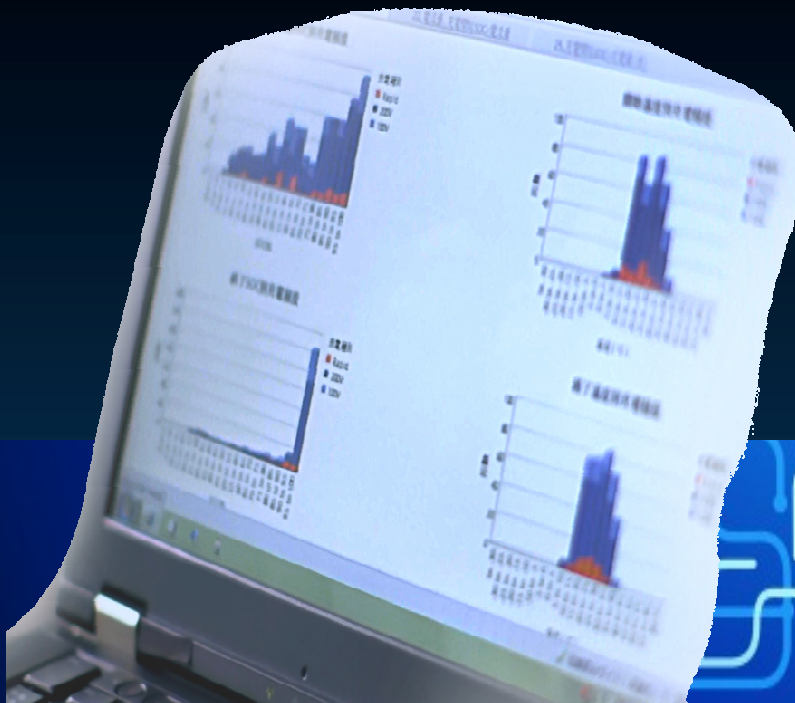
IBM Predictive Maintenance and Quality

EMBEDDED EXPERTISE TO SUPPORT OPERATIONS

REDUCE operational costs

IMPROVE asset productivity

INCREASE process efficiency





HONDA



Part Two

THE FUTURE OF ANALYTICS IS NOW

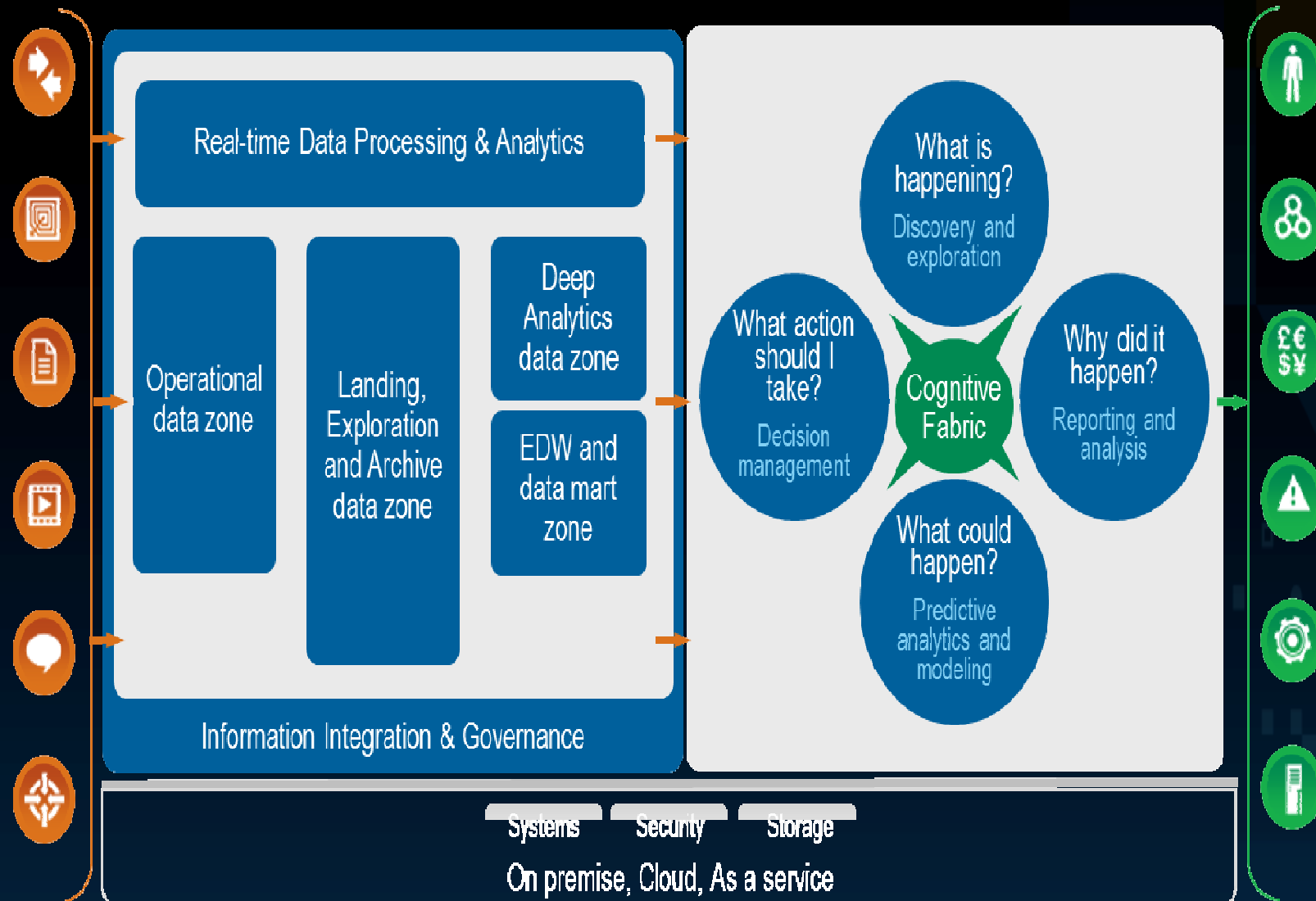




New/Enhanced Applications

IBM Watson Foundations

All Data



IBM Big Data & Analytics Infrastructure

IBM

Expectations from technology have never been higher

Our work and personal
lives have blurred

It's an
"always-on" world

A Do-It-Yourself
mentality now prevails



IBM

Leveraging analytics still faces many obstacles

38% have a limited understanding of how to use analytics



The desire to make data-driven decisions is prevalent

34% can not find time to analyze data



Making decisions rapidly is no longer a goal; it's an imperative

24% find it difficult to get data



Access to required data sources is critical while maintaining governed standards

IBM

Even a simple analytics project has multiple steps and people



IBM

And it's rarely a straightforward process



Business Analysts



Data Scientists and Statisticians



Business Users



Reporting

Collaboration

Validation

Analysis

Data Access

Data Preparation



IBM Watson Analytics



Be Brilliant



Put analytics in the hands of everyone

Make access to data easy for refinement and use

Deliver through the cloud for agility and speed

Marketing Sales Finance Operations HR IT

Think Ahead

Tell a Story

Understand Your Business

Watson Analytics



Cloud



Mobile Ready



Secure

IBM Watson Analytics

+



Self-service analytics for business users and experts alike

+



Business Users



Business Analysts



Data Scientists



IT

IBM Watson Analytics

Empowering the business for success

Marketing

Sales

Finance

IT

Operations

HR



Campaign
Planning and ROI



Customer
Retention



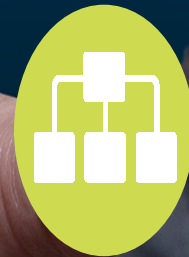
Prioritizing
Accounts
Receivable



Helpdesk
Case
Analysis



Warranty
Analysis



Identifying and
Retaining Key
Employees

Examples

IBM Watson Analytics

Quick start intuitive interface

Natural language dialogue

Data discovery

Mobile-ready

Cloud-based agility

The screenshot shows the IBM Watson Analytics dashboard. At the top, there is a navigation bar with a hamburger menu, a 'WELCOME' message, and the user's name 'Georgia Henriot'. Below this is a 'Getting Started' section with links for 'Add Data', 'Recent Workbooks', and 'Open Workbook'. A central search bar prompts the user to 'Enter a keyword to filter the list below, or to ask Watson a question about your data!'. The main content area is divided into two columns: 'Start from Data' and 'Start from a Story'. 'Start from Data' includes tools like 'EXPLORE YOUR DATA', 'PREDICT AND EXPLAIN', and 'FORECAST FUTURE VALUES'. 'Start from a Story' features a grid of tutorial cards for various business scenarios such as 'GETTING STARTED WITH WATSON ANALYTICS', 'IMPROVE CAMPAIGN EFFECTIVENESS', 'RETAIN YOUR TEAM', 'WORKING WITH DATA', 'PREVENTING EMPLOYEE ATTRITION', 'FIND PATTERNS IN WINS AND LOSSES', 'SAMPLE TEXT', 'CUSTOMER PROFITABILITY', and 'NEXT BEST OFFER FOR EXISTING CUSTOMERS'. Each card includes a small image and a brief description of the content.

IBM Watson Analytics

Data access and refinement

Integrated social business

Intelligent automation

Report and dashboard creation

Visual storytelling

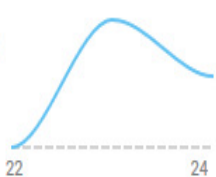
Guided analytic discovery

Unified analytics experience





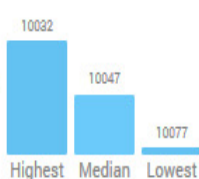
Compare Day (Date) by Sale Amount



Top Industry by Years in Role



Sale Amount by Transaction ID



Compare Geography by Sale Amount



Lowest Account Age by Industry

Healthcare **938**

What is the breakdown of **Sale Amount** by **Won or Lost** and **Industry** ?



Columns

- Hierarchy
- Industry (8 of 8 selected)
- Size by Sale Amount
- Heat by
- Rows
- Won or Lost (2 of 3 selected)

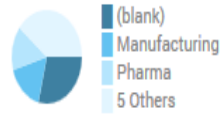
No applied filters

Month (Most R...	Customer ID	Date	Distribution	Geography	Industry	Manager	Most Recent C...	Multi-Product	Partner	Product Fam
------------------	-------------	------	--------------	-----------	----------	---------	------------------	---------------	---------	-------------

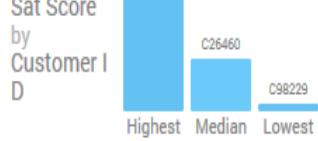
Top Transaction ID by Customer Sat

10045	10
10052	10
10055	10

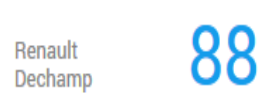
Compare Industry by Years in Role



Customer Sat Score by Customer ID



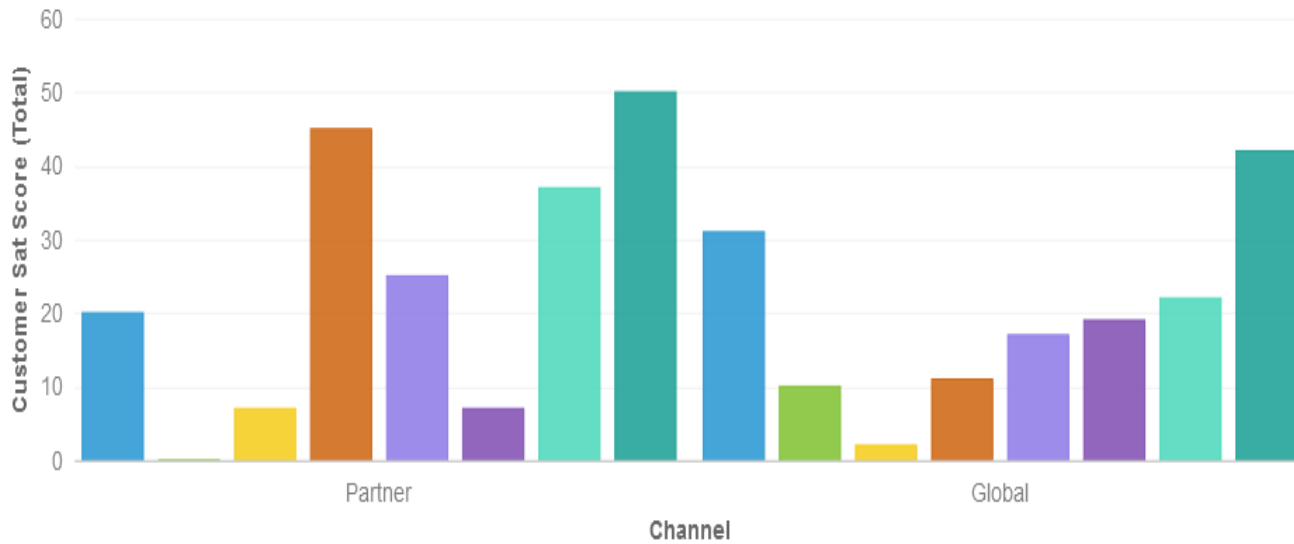
Lowest Customer Sat Score by Sale



Top Country by Customer Sat Score



How do the values of **Customer Sat Score** compare by **Channel** and **Industry** ?



Columns

Axis label
Channel
2 of 3 selected

Color by
Industry
8 of 8 selected

Value
Customer Sat ...

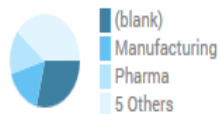
No applied filters

Month (Most R...	Customer ID	Date	Distribution	Geography	Industry	Manager	Most Recent C...	Multi-Product	Partner	Product Fam
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Top Country by Years in Role



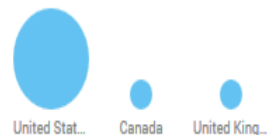
Compare Industry by Years in Role



Lowest Account Age by Geography



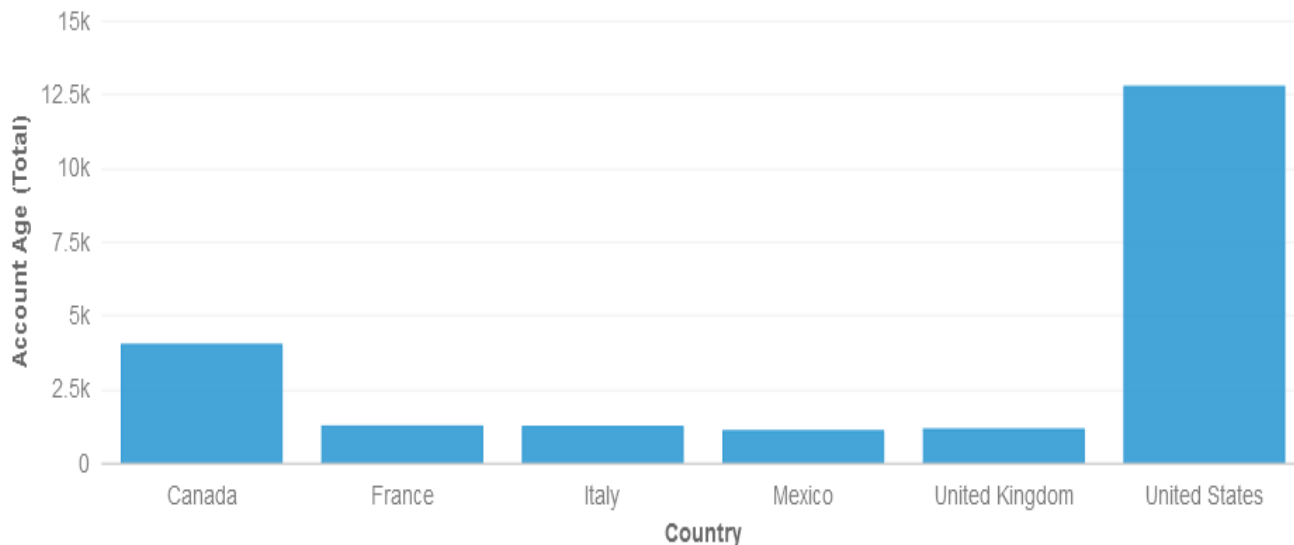
Top Country by Customer Sat Score



Top Account Age by Won or Lost



How do the values of **Account Age** compare by **Country** ?



Columns

- Axis label
- Country (6 of 7 selected)
- Color by
- Value (Account Age)

No applied filters

Month (Most R...)	Customer ID	Date	Distribution	Geography	Industry	Manager	Most Recent C...	Multi-Product	Partner	Product Fam
-------------------	-------------	------	--------------	-----------	----------	---------	------------------	---------------	---------	-------------



New Target



Filters



Details



Top



Export



Analysis Summary:

1 strong predictor and 3 moderate predictors of the target Won or Lost have been found.



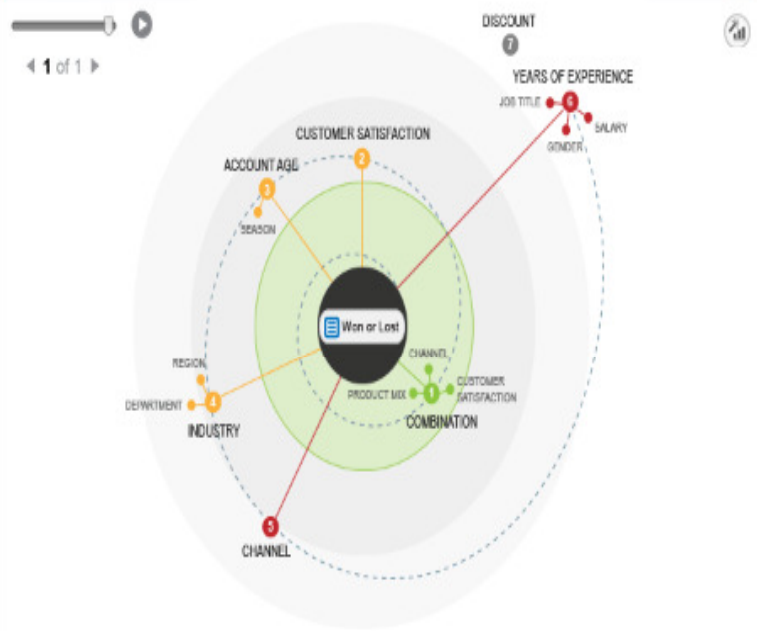
Analysis Detail:

146 Input Fields were evaluated, 60 input fields were potentially useful as predictors, and results from the top 50 are available for exploration.

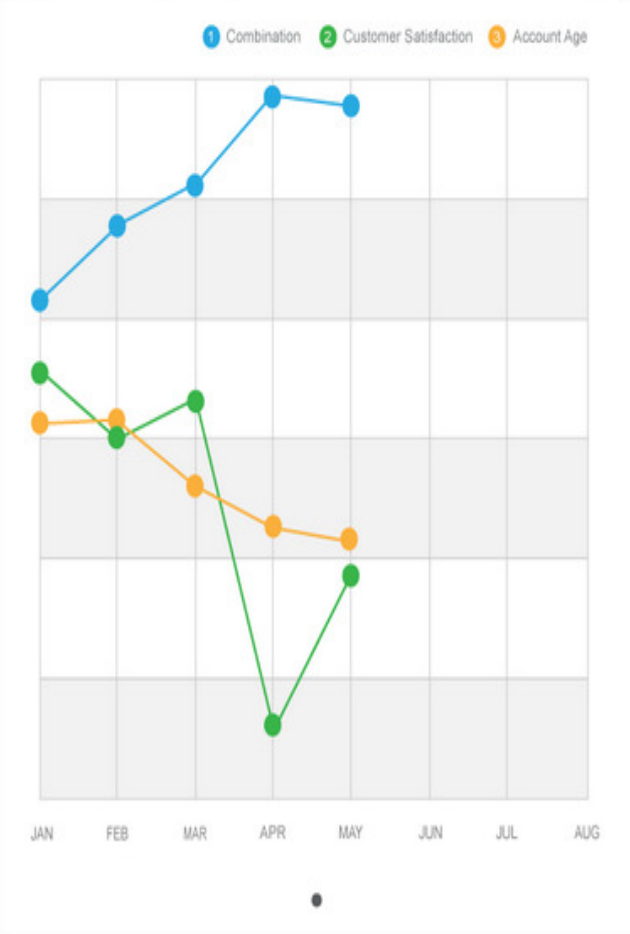
Your Data & IBM Data 35

- Transaction ID
- Date
 - Jan 1, 2014 - Jun 30, 2014
- Customer
- Product ID
- Product Family
- Salesperson
- Country
- State
- Zip
- Channel
- Won or Lost
- Prediction
- Sale Amount
- Discount Percentage
- Partner
- Collection Terms
- Service Attached
- Pharma Companies
- Manufacturers

Prediction 6



Predictive Strength Over Time Show Monthly ▾



Visualization Summary
4 recommended visualizations and 1 visualization from analysis are included in this project.

New

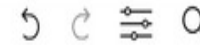


Export

Share

IBM Data 25

- Customer
- Customer Region
- Customer Country
- Customer Revenue
- Customer Employee Count
- Customer Industry
- Product SKU
- Product Category
- Product Distribution Model
- Product Average Price
- Partner
- Partner Region
- Partner Country
- Partner Revenue
- Partner Employee Count
- Colleges
- Hospitals
- Restaurants
- Grocery Stores
- Airports



Recommended: Predicted Won or Lost

Predict **Won**

Transaction ID	Date	Customer Name	Sale Amount	Prediction	Likelihood
10035	3/20/2014	Overton Intl	987,066	Won	<div style="width: 100%; height: 10px; background: linear-gradient(to right, #90EE90, #008000);"></div>
10024	3/15/2014	Newco Ltd	858,734	Won	<div style="width: 95%; height: 10px; background: linear-gradient(to right, #90EE90, #008000);"></div>
10011	3/13/2014	SDJ SDHSD	825,587	Won	<div style="width: 70%; height: 10px; background: linear-gradient(to right, #90EE90, #008000);"></div>
10085	3/10/2014	BRG TNPL	799,680	Won	<div style="width: 90%; height: 10px; background: linear-gradient(to right, #90EE90, #008000);"></div>
10013	3/22/2014	POTD	569,608	Won	<div style="width: 75%; height: 10px; background: linear-gradient(to right, #90EE90, #008000);"></div>
10056	3/20/2014	ARD Inc	520,191	Won	<div style="width: 80%; height: 10px; background: linear-gradient(to right, #90EE90, #008000);"></div>
10006	3/21/2014	AXN Investments	302,981	Won	<div style="width: 50%; height: 10px; background: linear-gradient(to right, #90EE90, #008000);"></div>

Predict **Lost**

Transaction ID	Date	Customer Name	Sale Amount	Prediction	Likelihood
10020	3/14/2014	ABC Co	412,891	Lost	<div style="width: 100%; height: 10px; background: linear-gradient(to right, #FF0000, #FF4500);"></div>
10075	3/29/2014	KLN LTD	312,684	Lost	<div style="width: 70%; height: 10px; background: linear-gradient(to right, #FF0000, #FF4500);"></div>
10016	3/31/2014	Dagata	132,639	Lost	<div style="width: 90%; height: 10px; background: linear-gradient(to right, #FF0000, #FF4500);"></div>
10013	3/4/2014	BCD Co	102,716	Lost	<div style="width: 100%; height: 10px; background: linear-gradient(to right, #FF0000, #FF4500);"></div>
10001	3/8/2014	Eastern Company	45,441	Lost	<div style="width: 80%; height: 10px; background: linear-gradient(to right, #FF0000, #FF4500);"></div>
10050	3/11/2014	Industrial Incorporated	42,967	Lost	<div style="width: 50%; height: 10px; background: linear-gradient(to right, #FF0000, #FF4500);"></div>
10014	3/28/2014	International Global	20,163	Lost	<div style="width: 20%; height: 10px; background: linear-gradient(to right, #FF0000, #FF4500);"></div>

Templates



IBM Watson Analytics

Be brilliant!

- Single Analytics Experience
- Fully Automated Intelligence
- Natural Language Dialogue
- Guided Analytic Discovery

Visit WatsonAnalytics.com
and get started for free

WatsonAnalytics

What we offer | Stories by role | Sign up

Be brilliant

Find what matters most to your business with IBM Watson Analytics.

Sign up now

What do you need to do?

- Get better data
- Understand your
- Tell a story
- Think ahead



IBM



Part Three

CONTINUING YOUR ANALYTICS JOURNEY





UNIQUE – Fuels journey to cognitive

INNOVATIVE – Easy to consume

COMPLETE – Enterprise-ready

FAST – Start anywhere and grow



Accelerate Your Analytics Journey

COLLABORATE WITH PEERS & EXPERTS

MARKETPLACE – free downloads and trials

Sign up for **WATSON ANALYTICS BETA**

New **PREDICTIVE COMMUNITY**

www.AnalyticsZone.com

www.WatsonAnalytics.com

IBM Watson Analytics
Previously Project Neo

Home Communities Blogs Marketplace

Overview Join the conversation

Watson Analytics beta program

Redefining the analytic experience

Predictive Analytics

Make smarter decisions and improve business outcome.

Home Communities Blogs Marketplace

Overview Download Join the conversation

IBM SPSS Statistics

Make the right business decisions - Get the power of statistics on your side.

Discover why IBM SPSS Statistics is the world's leading statistical software. Learn about powerful analytic techniques and time-saving features to help you quickly and easily find new insights in your data.

[Download SPSS Statistics](#)

Marketplace - In Beta

AnalyticsZone the leading community on Business Analytics.

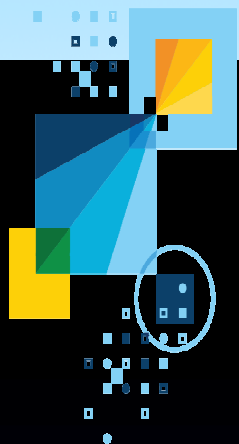
Home Communities Blogs Marketplace

All	(36)	Explore 36 of 36
Visualization	(31)	
Product	(4)	
Utility	(1)	

Filters

All Visualizations by IBM

Area (smooth) Visualization by IBM



IBM Analytics Talent Initiative

GAUGE AND ENHANCE SKILLS

IDENTIFY TOP PERFORMERS in the field of big data & analytics

HELP STUDENTS realize their analytics potential

PREPARE A TALENT POOL for participating enterprises



Corporations
Learn more and discover
how to identify top
analytics talent

ibm.com/business-analytics/talent-initiative



Guiding you on Your Journey

**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.



IBM
BUSINESS ANALYTICS SUMMIT
2014

Thank you