

Business Analytics – Welcome!

Stephen Mills

IBM Business Analytics Strategy Lead

@StephenMills1



Setting Business Analytics into Context – why now?





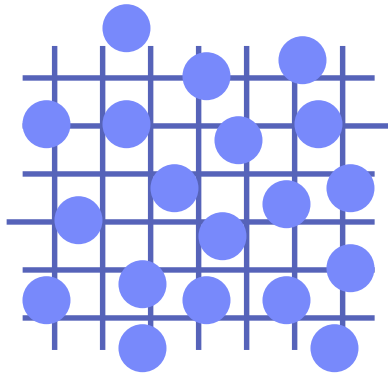
Analytics continues to evolve...



But generally, people still make decisions so its about getting:

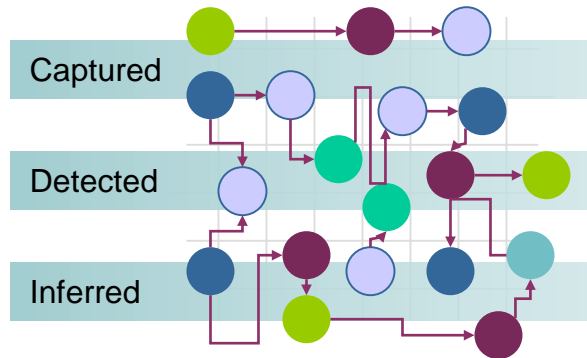
- The right information
- To the right person
- At the right time

However, defining what 'right' means is the key success and non-trivial
It can be simple reporting, advanced analytics isn't always the right tool!



Use structured and unstructured Data

- Numeric
- Text
- Image
- Audio
- Video



Made consumable and accessible to everyone, optimized for their specific purpose, at the point of impact, to deliver better decisions and actions through:

Analytics Sophistication →

What happened?	What could happen? <i>Simulation</i>	How can we achieve the best outcome? <i>Optimization</i>
How many, how often, where?	What if these trends continue? Forecasting	How can we achieve the best outcome and address variability? Stochastic Optimization
What exactly is the problem?	What will happen next if? Predictive Modelling	
What actions are needed?		
Descriptive Analytics	Predictive Analytics	Prescriptive Analytics

Data is everywhere however analytics helps businesses to compete





Today's sessions:

Smarter Analytics & Big Data

- 11.30 - 12.00** **Customer Centricity – the Competitive Differentiator**
Lauren Walker, Big Data Analytics Leader, IBM UK
- 12.10 - 12.40** **Customer Centricity – the Competitive Differentiator**
Continued Lauren Walker, Big Data Analytics Leader, IBM UK
- 12.40 - 14.00** **Lunch in the Solution Centre**
- 14.00 - 14.30** **Everything happens Some-where: Improving Business Performance**
Intelligence Mark Stileman, Senior Product Manager, Ordnance Survey
- 14.40 - 15.10** **Intelligently Protecting Profits in the Retail Industry**
Vicky Brock, CEO, Clear Returns
- 15.10 - 15.40** **Break in the Solution Centre**
- 15.40 - 16.10** **The Value of Smarter Public Safety and Security**
Keith Bentley, Chief Superintendent (Retired) Greater Manchester Police
- 16.20 - 16.50** **How to Harness the Power of Big Data Analytics**
Panel Discussion chaired by Lauren Walker, IBM UK Big Data Analytics Leader
- 17.00 - 17.30** **Afternoon Keynote (Auditorium)**
Ben Kay, Rugby World Cup Winner 2003 and IBM Ambassador
- 17.30 - 19.00** **Networking Reception and Stadium Tours in the Solution Centre**



Thank You!

