

Gain greater insight with an analytics infrastructure that doesn't stifle business innovation

Webcast – May 21, 2013

Highlights

Topics

- Deliver real-time, operational analytics along with strategic and tactical analytics
- Create data insight where the data originates, minimizing latency and improving data security
- Develop analytic capabilities as needed without reengineering the infrastructure
- Run complex queries up to 2,000 times faster

Speaker

- *Rebecca Wormleighton*, IBM Business Analytics on zEnterprise Worldwide Marketing Strategy, IBM Software Group

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Developed for: IT and enterprise architects; IT managers; database administrators and managers

Technical level: Basic

Most industry analysts who cover analytics agree that a successful analytics strategy will help drive innovation in how companies grow, retain and satisfy customers. Analytics increases operational efficiency, helps manage regulation, compliance and risk issues, and it transforms processes in finance. These advantages have been proven over and over again by companies that are reaping its rewards.

It is also widely acknowledged that standardizing on a single analytics strategy is critical to truly maximize the investment in analytics, and to put an end to rogue analytic initiatives. Of course, delivering on such an enterprise strategy is not always easy. It requires the buy-in of executive sponsors who understand that standardization does not mean delays. The first step is determining where to start, based on which business issue is most in need of a solution.

Webcast

Join us for this complimentary webcast as we discuss how you can minimize the technical challenges associated with delivering high impact analytics while giving the business the freedom it needs and IT the control it requires. The IBM® analytic solution on zEnterprise® enables you to start with your most critical business issue and quickly realize business value – with the flexibility to expand and grow, and without the need to redesign. We will demonstrate how you can do this using the technology best suited to deliver an answer to that pain, in the way your organization needs it. This stepping-stone approach also gives you the foundation to grow into a broader use of analytics using the same solution.

Register online right now

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Join us after the webcast for a live question-and-answer session. This webcast will also be available for replay after the event.



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