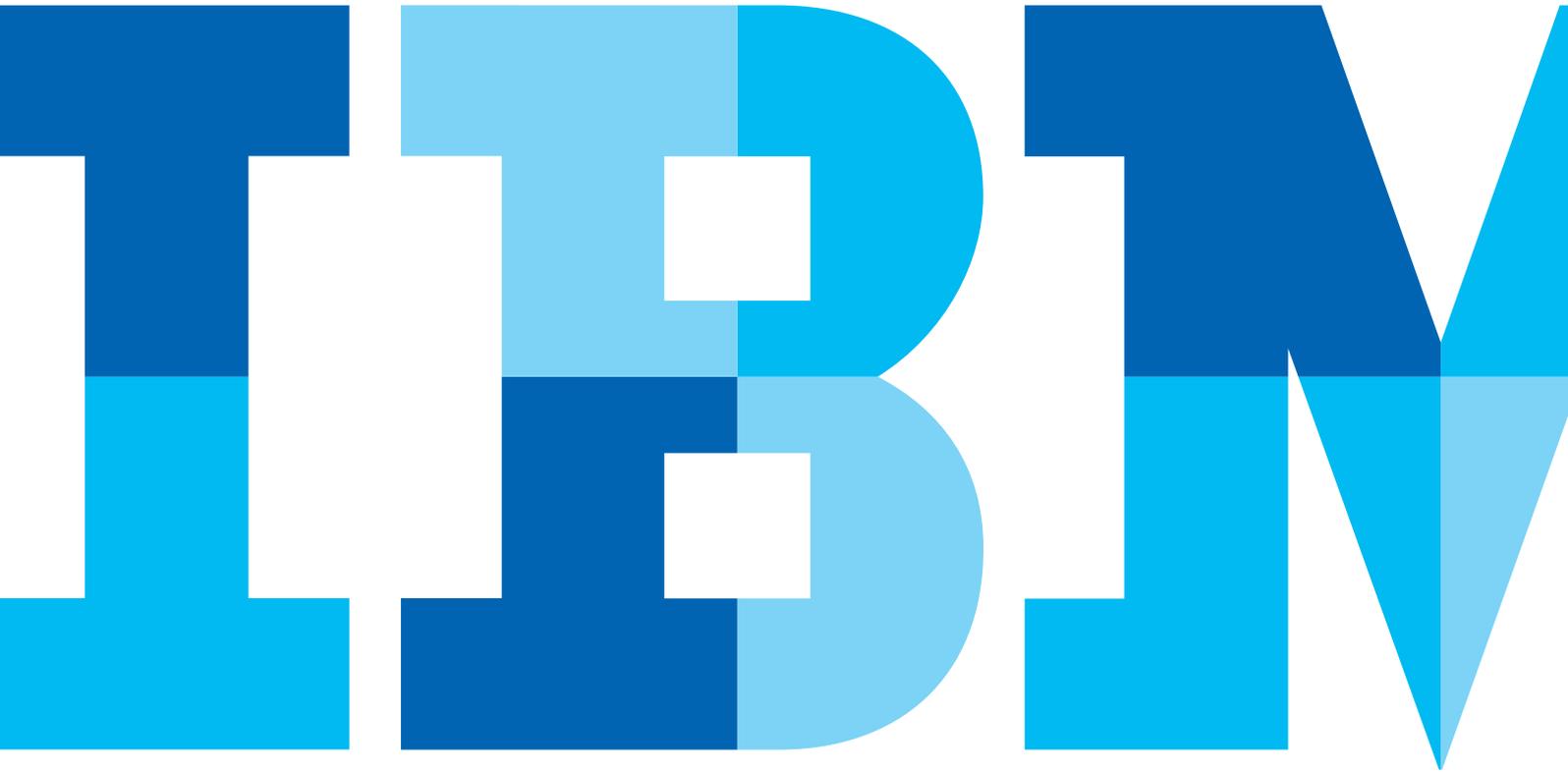


IBM Business Analytics for your industry



Overview

Data is being captured today as never before. It's revealing everything from large and systemic patterns—of global markets, workflows, national infrastructures and natural systems—to the location, temperature, security and condition of every item in a global supply chain.

And then there's the growing torrent of information from billions of individuals using social media. They are customers, citizens, students and patients. They are telling us what they think, what they like and want, and what they're witnessing. As important, all this data is far more real-time than ever before.

And here's the key point: data by itself isn't useful. In fact, it can be overwhelming—unless you can extract value from it. Currently organizations are grappling with:

- **Lack of insight**--one in three managers frequently make critical decisions without the information they need.
- **Inefficient access**-- one in two don't have access to the information across their organization needed to do their jobs.
- **Inability to predict**--three in four business leaders say more predictive information would drive better decisions.

Business analytics can hold the key to optimized performance, informed decisions, actionable insights and trusted information. By bringing together all relevant information in an organization, companies can answer fundamental questions such as *What is happening?*, *Why is it happening?* and *What is likely to happen in the future?*

Business analytics defined

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance.

The core components of business analytics include:

- **Business Intelligence:** Query, reporting, analysis, scorecards and dashboards to enable decision makers across the organization to easily find, analyze and share the information they need to improve decision making.
- **Analytic Applications:** Applications that package business analytics capabilities, data models, process workflows and reports to address a particular domain or business problem (such as customer, workforce, supply chain or financial performance management).
- **Financial Performance and Strategy Management:** Budgeting and planning, financial consolidation, scorecarding and strategy management, financial analytics and related reporting capabilities to help simplify, structure and automate dynamic and sustainable financial performance and strategy management practices.
- **Advanced Analytics:** Data mining, predictive modeling, 'what if' simulation, statistics and text analytics to identify meaningful patterns and correlations in data sets to predict future events and assess the attractiveness of various courses of action.

With IBM Business Analytics offerings, including Cognos and SPSS software, organizations can implement a complete framework or pick and choose the products that best suit their business requirements, budget or existing systems.

Why business analytics matter to your industry

The signs of a smarter planet are all around us. Smarter systems are being implemented and are creating value in every major industry, across every region in both the developed and developing worlds. This idea isn't a metaphor, or a vision or a proposal—it's a rapidly emerging reality.

Business analytics are playing a pivotal role in every industry including:

- **Banking:** Manage risk, increase customer care and insight and lower operational costs.
- **Chemicals and petroleum:** Maximize the supply chain, manage top and bottom lines and streamline and regulate financial processes.
- **Defense:** Improve visibility into and across agencies, tie program success to budget allocation and increase responsiveness and organizational effectiveness.
- **Education:** Improve student, teacher and curriculum performance, align along organizational goals, improve financial performance and enhance advancements management.
- **Government:** Demonstrate transparent processes, accountability, good governance and results throughout the agency.
- **Healthcare:** Drive operational efficiencies, reduce costs, improve the quality of care and provide cost and quality information to purchasers, consumers and regulators .
- **Hospitality and entertainment:** Rate promotional performance, understand and cultivate loyal customers and group data for a single view of revenue and market share.
- **Insurance:** Gain deep executive insight, manage risk, increase customer loyalty and streamline claims management.
- **Manufacturing and supply chain:** Improve service levels, gain visibility into revenue and profitability performance, control costs and better manage extended and complex supply chains.
- **Pharmaceuticals and life sciences:** Improve product development, increase operational performance, drive revenue and market share and comply with regulatory requirements.
- **Retail:** Understand and monitor customer buying patterns, drive efficiencies in store operations and shore up merchandising and supply chain operations to get the right products to the right place at the right time.
- **Telecommunications:** Improve asset utilization, analyze financial performance, optimize call center operations, analyze cross-platform advertising opportunities and prevent subscriber churn.

Companies are leveraging business analytics to realize substantial near-term ROI in all of these areas. But they are also discovering something deeper. They are finding the hidden treasures buried in their data.

Why IBM Business Analytics?

There are many reasons why an investment in IBM Business Analytics is a wise choice: they include unmatched software maturity, faster methods and the requisite industry experience to get the job done right.

The software

With over 40 years of experience and a proven, industry-based best practice approach, only IBM offers:

- A complete range of integrated capabilities including reporting, analysis, dashboarding, scorecarding, content analytics, ‘what-if’ scenario modeling, predictive analytics and planning, budgeting and forecasting.
- An open enterprise-class platform to cost-effectively deliver complete, consistent and timely information (can be historical, real-time and predictive) to decision-makers across the organization.
- Packaged reporting and analyses based on proven best practices, with a comprehensive portfolio that covers workforce, customer, finance and supply chain, and that can be easily adapted for specific industries.
- The ability to leverage IBM’s full technology stack – including workload-optimized systems and leading information management capabilities – for flexible implementation and delivery of trusted information.
- Solutions that scale well from the desktop to the enterprise, including the only complete, integrated solution purpose-built for midsize organizations.

IBM has proven time and again with analysts, customers and thought leaders our ability to deliver top-line value.

The speed

We know that our companies, our cities and our world are complex systems—indeed, systems of systems—that require new things of us as leaders, as workers and as citizens. New responsibilities to protect personal information and privacy, and to secure critical infrastructures. Global standards, not just technological ones, across all dimensions and at all the interfaces of these complex systems. New skills and fields of expertise. New ways of working and thinking.

IBM employs dedicated business analytics & optimization (BAO) practices staffed by consultants who understand this world. IBM invests heavily in our own solutions and industry-specific partnerships that measurably reduce the cost of acquiring, managing and extracting value from information.

IBM is also the only vendor to offer a suite of Performance Blueprints that address analytics, planning and performance management process areas that directly impact an organization’s ability to create business value. Blueprints are free quick-start models that speed implementation, reduce ROI and bring in industry best practices in planning, scorecarding, reporting and more, maximizing the effectiveness of your implementation.

As an example, current Blueprints for banking include areas such as relationship pricing, customer segmentation, risk-adjusted profitability, branch performance and client servicing. For an industry such as retail, Blueprints include areas such as assortment management, store development, merchandise and promotions planning and other key areas where fast, accurate answers are needed.

The experience

With over 23,000 business analytics customers—both large and small—IBM has a proven history of implementing business analytics around the world. Leading players in industry have chosen IBM Business Analytics software, including:

- Four of the top five banks in the world, and all of the top five banks in North America and Europe.
- Four of the top five P&C insurance companies.
- All of the top five pharmaceutical companies.
- Four of the top five chemicals companies.
- Four of the top five aerospace and defense organizations.
- Four of the top five retailers.
- Four of the top five consumer products companies.
- Thousands of government agencies, healthcare organizations and educational institutions.

Summary

Forward-thinking business leaders, policymakers and government officials around the world understand the challenges a wealth of data can bring, and they are stepping up to them. Above all, they realize that they cannot wait. They cannot let this moment pass. The time to act is now. The decade of smart is under way. For more information on how industries are leveraging IBM Business Analytics please visit:

- Banking: ibm.com/cognos/banking
- Chemicals and Petroleum: ibm.com/cognos/petroleum-chemicals
- Consumer Products: ibm.com/cognos/consumerproducts
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About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

For more information

For further information or to reach a representative:

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To request a call or to ask a question, go to ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



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