A new kind of intelligence for turbulent times

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Something meaningful is happening… .

The world is Flatter
The world is Smaller
The world is about to get Smarter

Because it can
Because it must
Because we want it to
A new kind of intelligence can get us there

NEW INTELLIGENCE

INSTRUMENTED
We now have the ability to measure, sense and see the exact condition of everything.

INTERCONNECTED
People, systems and objects can communicate and interact with each other in entirely new ways.

INTELLIGENT
We can respond to changes quickly and accurately, and get better results by predicting and optimizing for future events.
Global market forces are impacting us all

- Information explosion
- Slowing superpowers
- Emerging economies
- Increasingly complex supply chains
- Empowered consumers
- Economic downturn
- Frozen credit markets
- Energy shortfalls
- Erratic commodity prices

The reality of living in a globally integrated world is upon us.
Smarter Businesses want Smarter Business Outcomes

NEW INTELLIGENCE

- Increase revenue and competitive advantage
- Improve Profitability
- Lower and manage business risk
Smarter businesses need to…

**Manage their Information**
- 85% of CIO’s do not believe that their information is currently well managed

**Predict Opportunities and Threats**
- 70% do not get predictions on future opportunities and problems

**Engage the Value Chain**
- 59% do not have access to information across the value chain that would be most useful to them

**Plan future outcomes**
- 83% of firms are unable to plan an accurate earnings forecast within 5% variance, 2 quarters out

So they can optimize their business
What businesses need to achieve a new kind of intelligence

NEW INTELLIGENCE

Platform for decision making
Industry-specific Accelerators and solutions
Proven Approach
Solutions, Accelerators and Industry Assets: Providing unique knowledge and accelerating time to value

NEW INTELLIGENCE

Blueprints
Analytic Applications
Industry Data Models

Foundational Technologies
Proven Approach
Foundational Technologies: Establishing a platform to support intelligent decision making

Platform for decision making

Business Accelerators, Performance Management, Service & Collaboration
Data & Content Management
Hardware & Systems Management

NEW INTELLIGENCE

Accelarators and Industry Assets
Proven Approach
Foundational Technologies: Establishing a platform to support intelligent decision making

Optimize financial and operational performance

IBM Cognos Performance Management
Plan, understand and manage financial and operational performance

IBM Cognos Business Intelligence
A complete range of BI capabilities: on a single, service-oriented architecture (SOA)

Lotus Mashup Center
Provides lightweight mashup environment for assembling content into applications
BI & Performance Management

Planning, Budgeting and Forecasting
Set and Share a Reliable Future View

Measuring and Monitoring Scorecards and Dashboards
Track Key Metrics

Reporting and Analysis
Understand Trends, Spot Anomalies

Optimized Business Performance

Plan, understand and manage financial and operational performance
Proven Approach:
Know-how and expertise to ensure success and reduce risk
Something meaningful is happening…

Our planet is becoming smarter
and discovering a new kind of intelligence

Join us