Four years ago, we started working with organizations to build a **smarter planet**

Through thousands of client engagements, we learned that analytics is fundamental to success.
Since then, analytics has continued to evolve:

- From business initiative to business imperative
- From enterprise data to big data
- From advancing single organizations to transforming entire industries
Analytics has evolved from business initiative to business imperative.

Percentage of respondents who cited a competitive advantage from the use of information and analytics\(^1,2\):
- 2010: 37%
- 2011: 58%
- 2012: 63%

Likelihood of organizations competing on analytics to outperform their peers\(^2\):
- 3.6x increase

Source: \(^1\) 2010 and 2011 datasets © Massachusetts Institute of Technology. \(^2\) Analytics: The real-world use of big data. 2012 Study conducted by IBM Institute for Business Value, in collaboration with Säid Business School at the University of Oxford.
Analytics is expanding from enterprise data to big data

<table>
<thead>
<tr>
<th>Volume</th>
<th>Velocity</th>
<th>Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 terabytes of Tweets create daily</td>
<td>5 million trade events per second</td>
<td>100’s video feeds from surveillance cameras</td>
</tr>
<tr>
<td>Analyze product sentiment</td>
<td>Identify potential fraud</td>
<td>Monitor events of interest</td>
</tr>
<tr>
<td>350 billion meter readings per annum</td>
<td>500 million call detail records per day</td>
<td>80% data growth are images, video, documents…</td>
</tr>
<tr>
<td>Predict power consumption</td>
<td>Prevent customer churn</td>
<td>Improve customer satisfaction</td>
</tr>
</tbody>
</table>
Analytics is moving from advancing single organizations to transforming entire industries.

For example, healthcare providers are personalizing patient care based on data and content never combined successfully until now.

The result? Optimized patient outcomes and a transformed industry.
Outperformers are capitalizing on the opportunity

% of CEO’s who believe their organization is good at driving value from data

- **Access to data**
  - Underperformers: 26%
  - Outperformers: 54%
  - 110% more

- **Draw insights from data**
  - Underperformers: 26%
  - Outperformers: 54%
  - 108% more

- **Translate insight into action**
  - Underperformers: 31%
  - Outperformers: 57%
  - 86% more

Source: IBM CEO Study, 2012. Q22 “How good is your organization at driving value from data? [Today]” (n=631 to 636)
...and focusing on high-value initiatives in core **BUSINESS AREAS**

| 1 | Customers | • Advanced client segmentation  
|   |           | • Leveraging customer sentiment analysis  
|   |           | • Reducing customer churn |
| 2 | Finance   | • Enabling rolling plan, forecasting and budgeting  
|   |           | • Automating the financial close process  
|   |           | • Delivering real-time dashboards |
| 3 | Risk      | • Making risk-aware decisions  
|   |           | • Managing financial and operational risks  
|   |           | • Reducing the cost of compliance |
| 4 | Operations| • Optimizing the supply chain  
|   |           | • Deploying predictive maintenance capabilities  
|   |           | • Transform threat & fraud identification processes |
IBM Smarter Analytics is a holistic approach that turns information into insight and insight into outcomes.

Transform through analytics for breakaway results.

Align your organization around information.

Anticipate see, predict and shape business outcomes.

Act with confidence at the point of impact to optimize outcomes.

Learn from solutions that get smarter with every outcome.

Align Anticipate Act

Transform

Learn
Align your organization around information

Deploy an information strategy that flows from your business strategy

• **Create** a trusted information foundation.

• **Integrate and govern** information to ensure business confidence.

• **Control** the capture, management, governance and sharing of enterprise content.

• **Leverage** the volume, velocity and variety of internal and external information.
Anticipate to see, predict, and shape business outcomes

Leverage business analytics to deliver actionable insights

- **Spot** trends, anomalies and opportunities.
- **Plan**, budget and forecast resources.
- **Measure** and monitor business performance.
- **Automate** and align strategic and operational decisions
Act with confidence at the point of impact

Embed analytics into processes and create a data-driven, decision-making culture

- **Embed** analytics into processes that optimize operations and future strategies.
- **Leverage** proven solutions and models designed and tuned for the task.
- **Empower** people with historic, real-time, and predictive insights.
- **Establish** an analytics-based decision making culture.

Decision Management
Advanced Case Management
Digital Marketing Optimization
Cross-channel Selling and Marketing
Pricing, Promotion and Assortment Optimization
Organization and Workforce Transformation
Marketing Performance Optimization
Supply Chain Optimization
Learn from solutions that get smarter with every outcome

Employ reasoning and return confidence-based responses to deliver answers

- **Learn** from evidence and outcomes to get smarter with each iteration.
- **Navigate** the complexities of human speech through natural language processing
- **Generate and evaluate** possible hypotheses dynamically to the most complex
- **Ingest** and analyze big data continuously and discover new patterns and insights

Learn

<table>
<thead>
<tr>
<th>Natural language</th>
<th>Hypothesis testing</th>
<th>Evidence-based learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
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</table>

Watson
Watson for Healthcare
Watson for Financial Services
Ready for Watson
Transform through analytics for breakaway results

Accelerate the time to value and deliver game-changing results

• Develop a clear analytics strategy aligned to business priorities and desired outcomes
• Challenge current thinking, explore new ideas, and follow the facts to innovate
• Enhance current approach with analytics advancements and innovation
• Use proven industry solutions, use cases, and accelerators to deliver rapid value
Innovations are the foundation of Smarter Analytics enabling you to leverage...
What’s New

Pure Data

- Workload optimized performance
- Data load ready in hours
- Integrated management
- Single point of support
- Automated maintenance in hours, not days

Data Platform

Delivering Data Services

Pure Systems
What’s New

PureData

- for Transactions
  Optimized system delivering data services for transactions

- for Analytics
  Optimized system delivering data services for analytics

- for Operational Analytics
  Optimized system delivering data services for operational analytics

Data Platform
Delivering Data Services
Analytics
Innovation is only the starting point
Partnership is required to weave analytics into the fabric of the business.
And expertise is needed to address business goals and unique industry imperatives.
IBM delivers the core capabilities for success

**Align**
- Big Data Platform
- Data Warehousing
- Information Integration and Governance
- Data Management
- Enterprise Content Management
- Defensible Disposal

**Anticipate**
- Business Intelligence
- Performance Management
- Predictive and Advanced Analytics
- Risk Analytics
- Sentiment Analytics
- Big Data Analytics
- Content Analytics
- Web and Digital Analytics
- Online Benchmark
- Spend Analytics

**Act**
- Decision Management
- Advanced Case Management
- Digital Marketing Optimization
- Cross-channel Selling and Marketing
- Pricing, Promotion, and Assortment Optimization
- Marketing Performance Optimization
- Supply Chain Optimization
- Organization and Workforce Transformation

**Learn**

**Transform**

Business Analytics and Optimization Consulting Services
- BAO Strategy | Customer Analytics | Regulatory and Risk | Fraud Analytics | Financial Performance Management
- Information Management Foundation | IBM Research First-of-a-kind Projects | Application Management

IBM Smarter Analytics Signature Solutions
- Customer | Finance | Anti-Fraud, Waste & Abuse

IBM Solution Accelerators
- Portfolio aligned to Industry Imperatives

Systems that learn and reason

Watson | Watson for Healthcare | Watson for Financial Services | Ready for
Moving clients from the possible to the proven

- Grow, retain and satisfy customers
- Increase operational efficiency
- Transform financial processes
- Manage risk, fraud and regulatory compliance

- Improved campaign response rate: 100%
- Accuracy predicting demand 4 months in advance: 97%
- Optimizing profitability for over 30K SKUs
- Suspicious Medicaid claims identified: $200M
### Moving clients from the possible to the proven

<table>
<thead>
<tr>
<th>Icon</th>
<th>Text</th>
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</thead>
<tbody>
<tr>
<td><img src="image" alt="PEOPLE" /></td>
<td><strong>Grow, retain and satisfy customers</strong></td>
</tr>
<tr>
<td><img src="image" alt="Gears" /></td>
<td><strong>Increase operational efficiency</strong></td>
</tr>
<tr>
<td><img src="image" alt="Exclamation Mark" /></td>
<td><strong>Transform financial processes</strong></td>
</tr>
<tr>
<td><img src="image" alt="Currency Symbols" /></td>
<td><strong>Manage risk, fraud and regulatory compliance</strong></td>
</tr>
</tbody>
</table>

**Solution optimizes economic and medical decisions through metrics, reports and in-depth analyses**

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**Solution enables consistent and customer-optimized pricing**

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**33% Reduction in returned goods**

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**Reduced costs & lowered litigation risk by increasing the ability 10-fold to dispose of unused data**

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**Solution**
IBM Smarter Analytics

Unparalleled in the industry

Broad and integrated portfolio of information and analytics capabilities

- Enterprise-class Big Data Platform
- Comprehensive analytic capabilities
- Decision Management solutions

Proven experience accelerating time-to-value and delivering breakaway results

- 20K+ analytics-focused client engagements
- 9,000+ consultants
- Analytic Solutions Centers

Advanced technology and expertise applying innovation to real world problems

- IBM Watson
- World’s largest math department in private industry
- 600+ analytics patents per year
A smarter planet is built on Smarter Analytics