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Business Analytics Overview



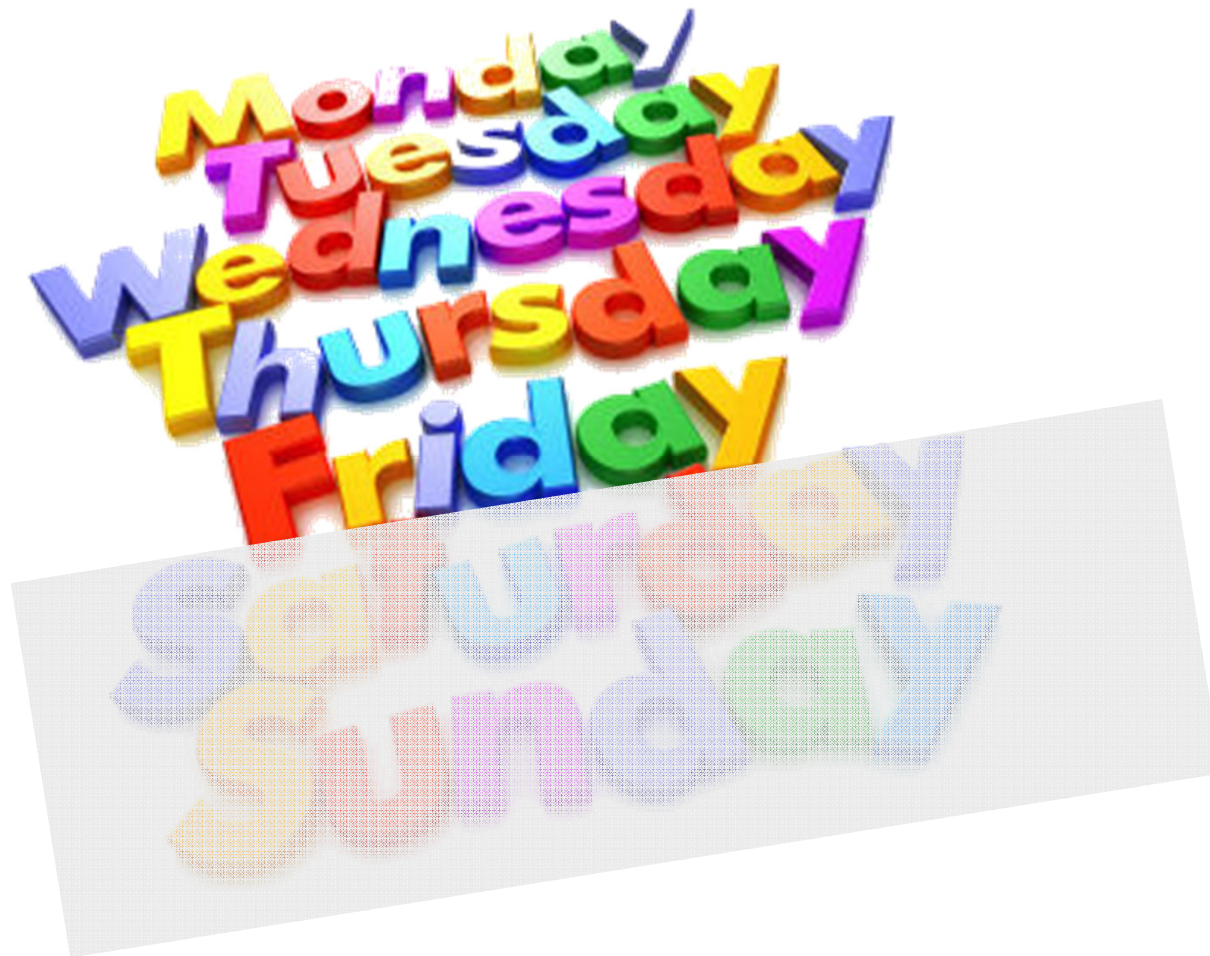
Everyone talks about

information overload

But in fact there is only

non-information overload





Existing solutions often fall short for many roles in many departments

Multiple solutions and disconnected tools

Reliant on IT for work others can do

Fragmented decision making

Siloed information

Data not available in time

Costly to maintain



Today's organizations are facing many **DISRUPTIVE FORCES** fueling the need for analytics

1 The emergence of big data

Creating new opportunities to capture meaningful information from new varieties of data and content coming at organizations in huge volumes and at accelerated velocity



2 The shift of power to the consumer

Creating the need for organizations to understand and anticipate customer behavior and needs based on customer insights across all channels



3 Accelerating pressure to do more with less

Creating the need for all parts of the organization to optimize all of their processes to create new opportunities, to mitigate risk, and to increase efficiency





Business Analytics

**Better
Outcomes**



**Smarter
Decisions**

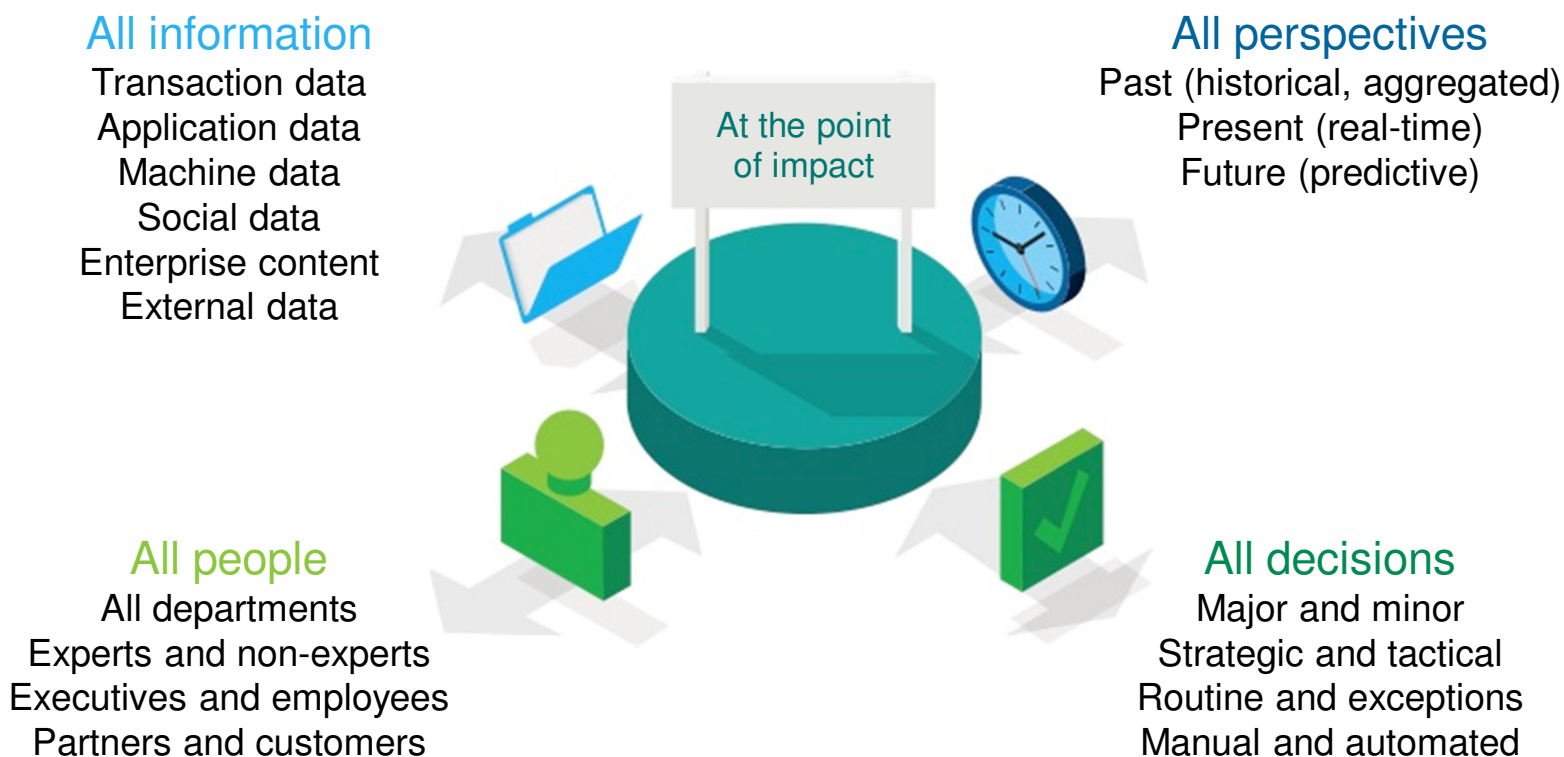


**Actionable
Insights**



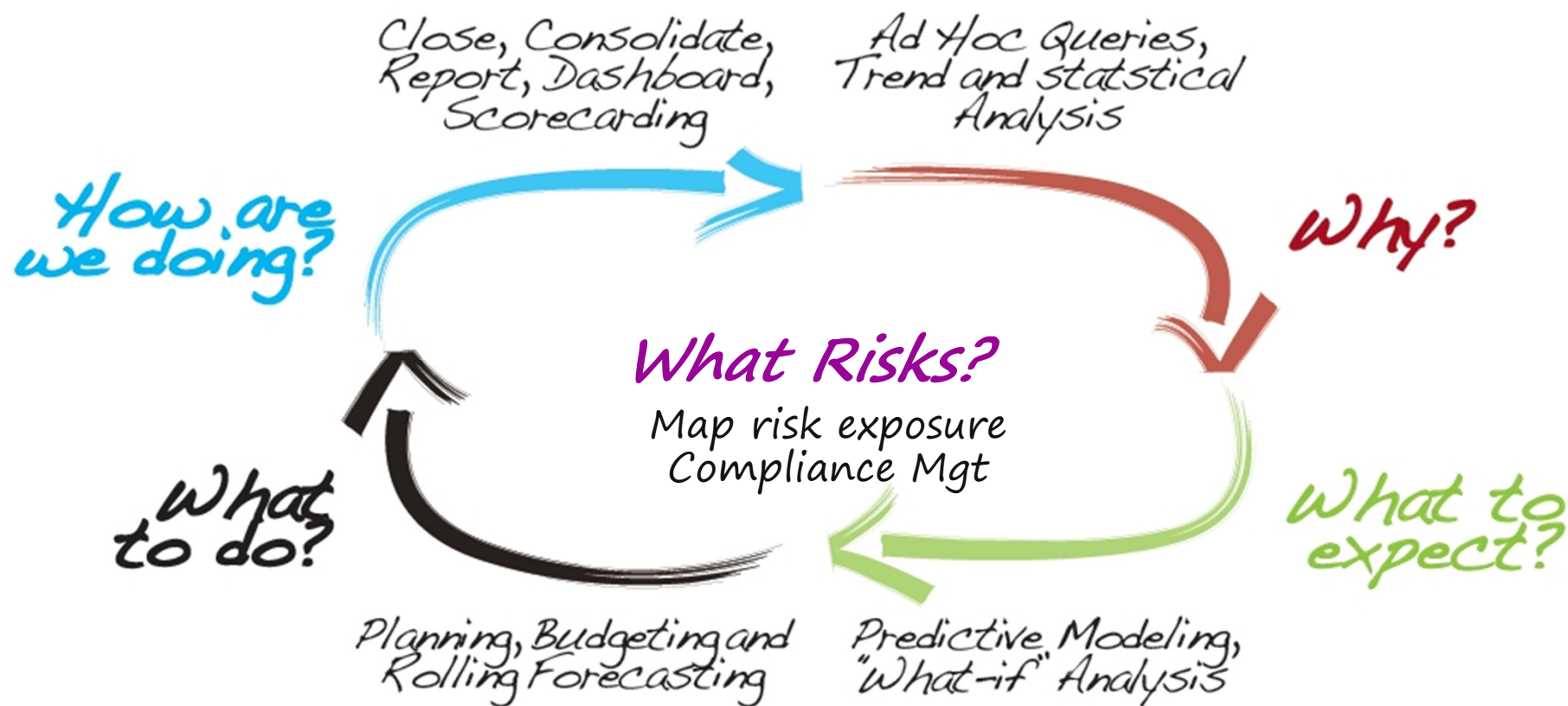
**Relevant
Information**

ANALYTIC-DRIVEN ORGANIZATIONS are distinguished by their ability to leverage ...



Business Analytics

5 Key Questions...



IBM Business Analytics main capabilities..

Business analytics capabilities

Business outcomes/benefits



Business intelligence

- Understand your current state and your potential state
- Monitor results and fine-tune your business
- Inform strategy with a view into the future



Predictive analytics

- Predict customer segment and category affinity
- Market Basket Analysis to identify the next best offer for the customer
- Overlay browsing history onto purchase history to profile customers



Analytical decision management

- Combine predictive intelligence with business know-how
- Prioritize offers based on profitability and propensity to respond
- Deliver recommendations to a website or point of sale



Performance management

- Reporting, analysis, operational & financial planning and consolidation.
- Product profitability solutions across customers, business lines and channels
- Sales Performance Management to improve pay-for-performance programs and efficiency in incentive compensation processes



Risk management

- Optimise solvency capital, and improve management of assets and liabilities
- Improve risk governance and control
- Automate complex reporting requirements

Organizations Drive Business Transformation *through High Value Initiatives*

- 1** Grow, retain and satisfy customers 
 - Examples:
 - Churn management
 - Social media sentiment analysis
 - Propensity to buy/Next best action
- 2** Increase operational efficiency 
 - Predictive maintenance
 - Supply chain optimization
 - Claims optimization
- 3** Transform financial processes 
 - Rolling plan, forecast and budget
 - Financial close process automation
 - Real-time dashboards
- 4** Manage risk, fraud & regulatory compliance 
 - Operational and financial risk visibility
 - Policy and compliance simplification
 - Real-time Fraud identification

What's Your
AQ?

STEP 1:**Novice**

- Inflexible
- Spreadsheets
 - Extracts
- Manual Intervention
 - Static Reports
- No governance

STEP 2:**Builder**

- Departmental
- Task automation
- Silo KPIs, metrics
- Some standards
- Some self-service
- Emerging CoEs
- Minimal governance

STEP 3:**Leader**

- Cross-functional
- Applied analytics
- Aligned KPIs, metrics
- Trusted information
- Common standards
 - Full self-service
 - Aligned CoEs
- Formal governance

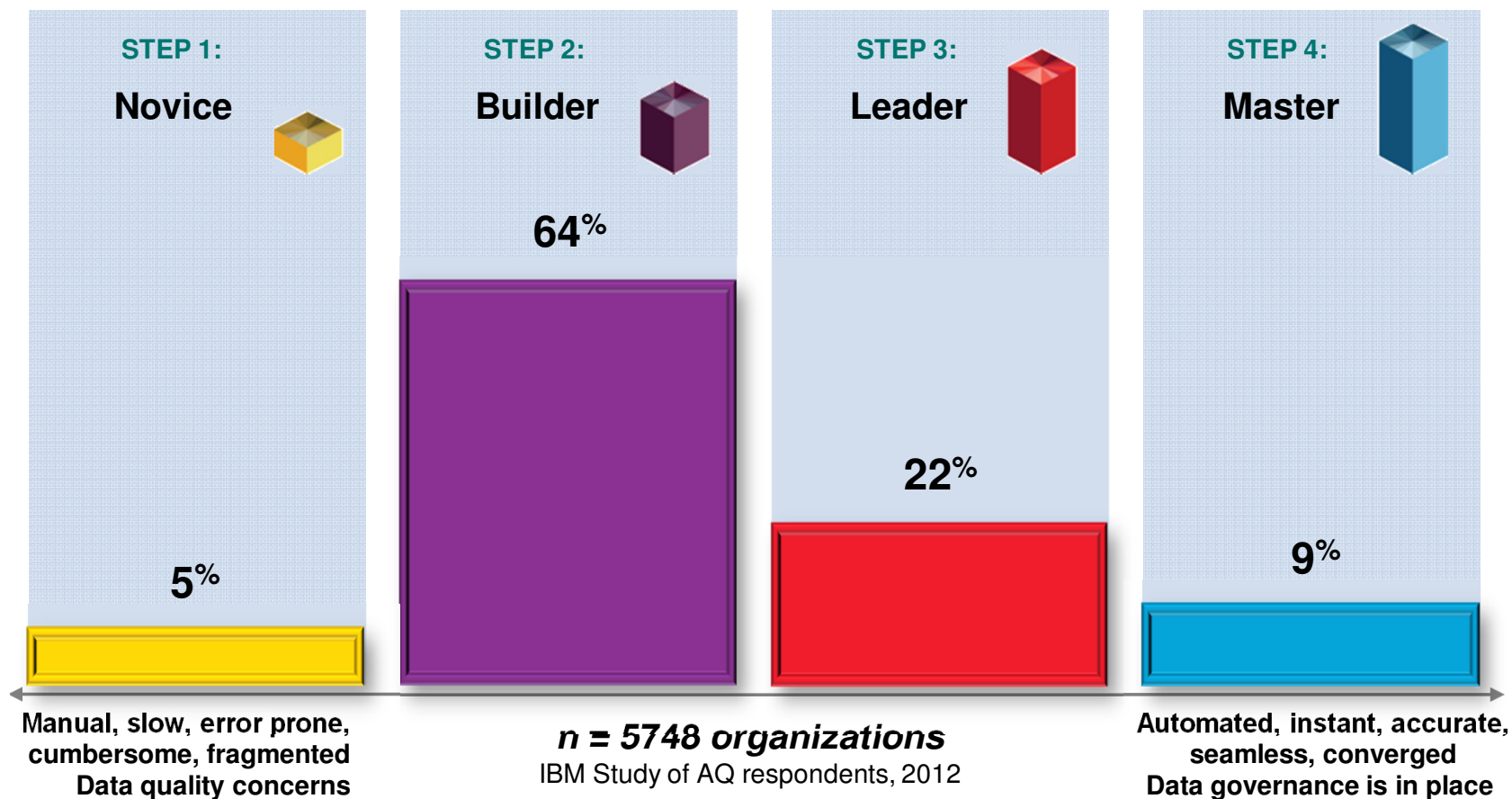
STEP 4:**Master**

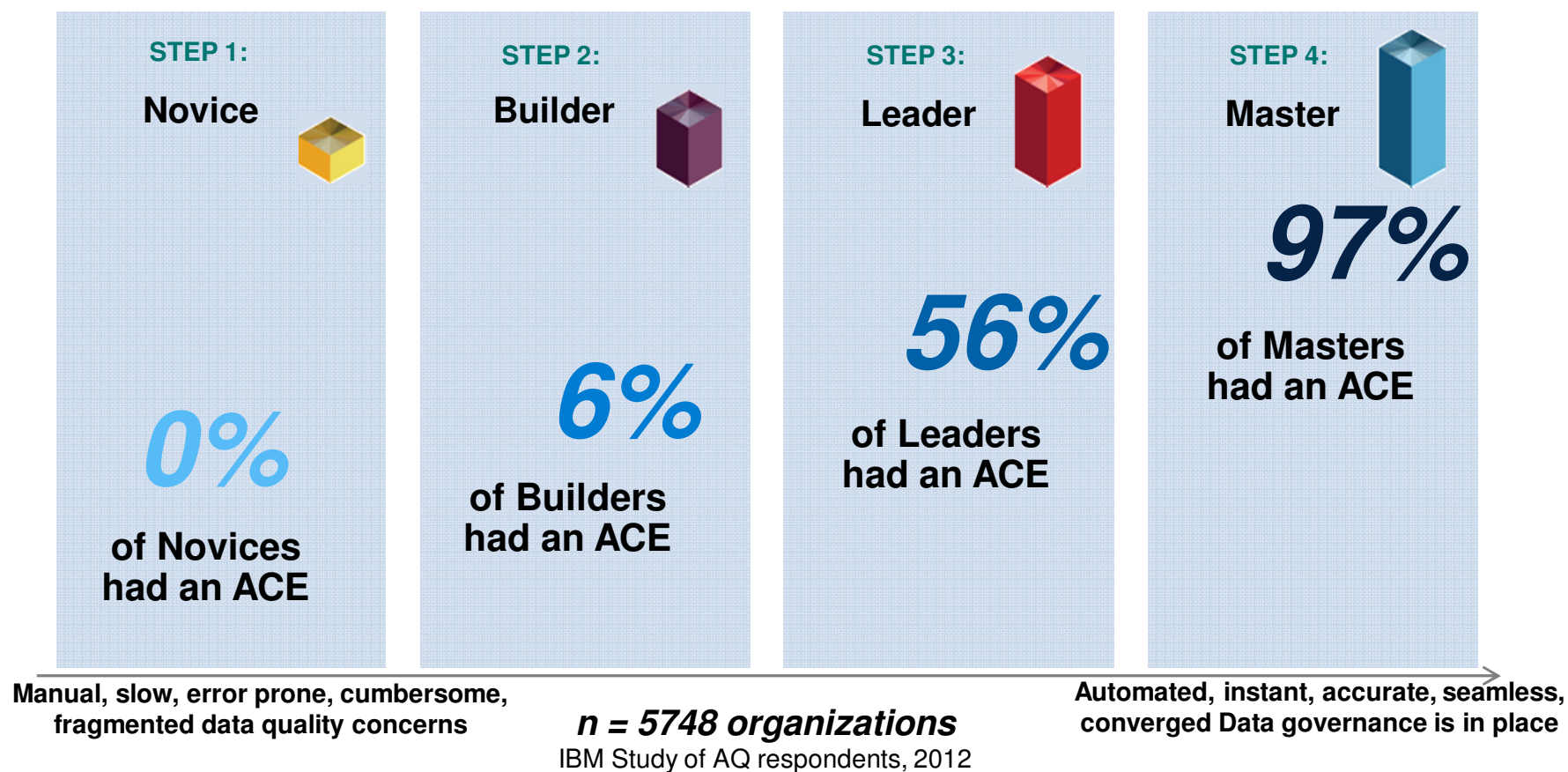
- Enterprise aligned
- Enabling strategy through execution
- Highly collaborative
- 360 degree insights
- Analytics-driven culture
- Strong analytics program & governance

Manual, slow, error prone, cumbersome,
fragmented data quality concerns

Automated, instant, accurate, seamless,
converged Data governance is in place

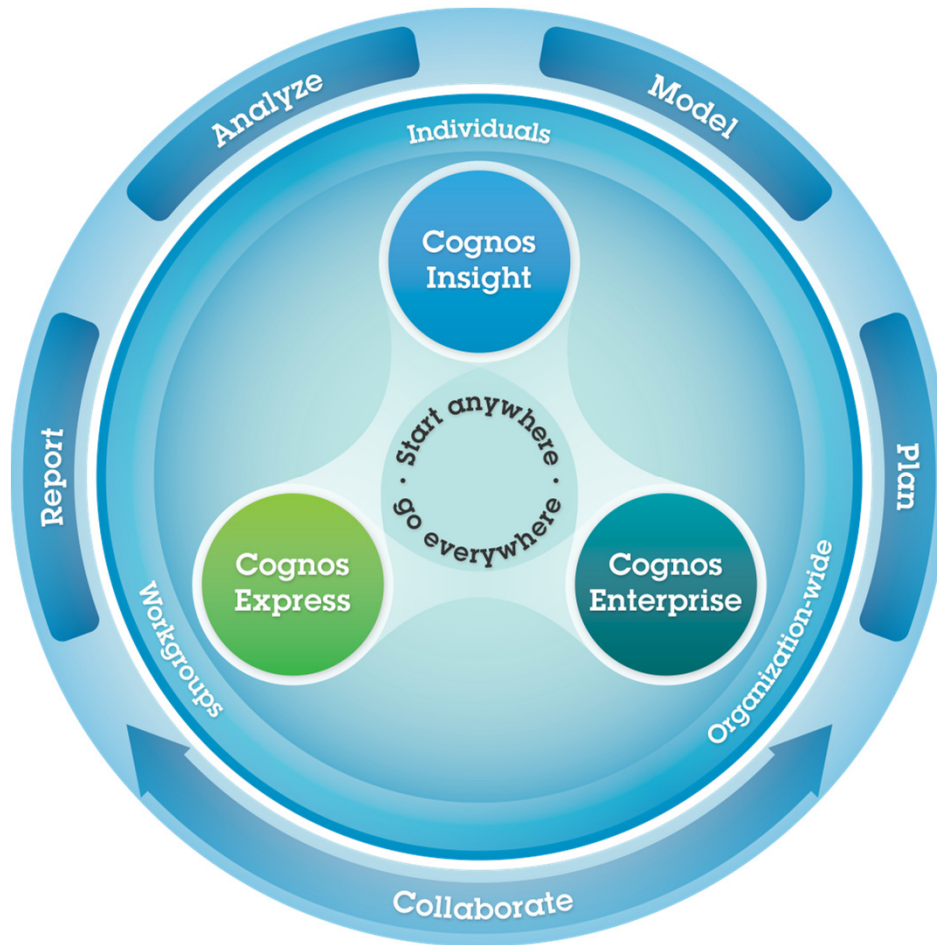
Where are organizations on the AQ Journey?



Strong linkage between analytics maturity and Analytics Centers of Excellence (ACE)

IBM Cognos family

Analytics in the hands of everyone



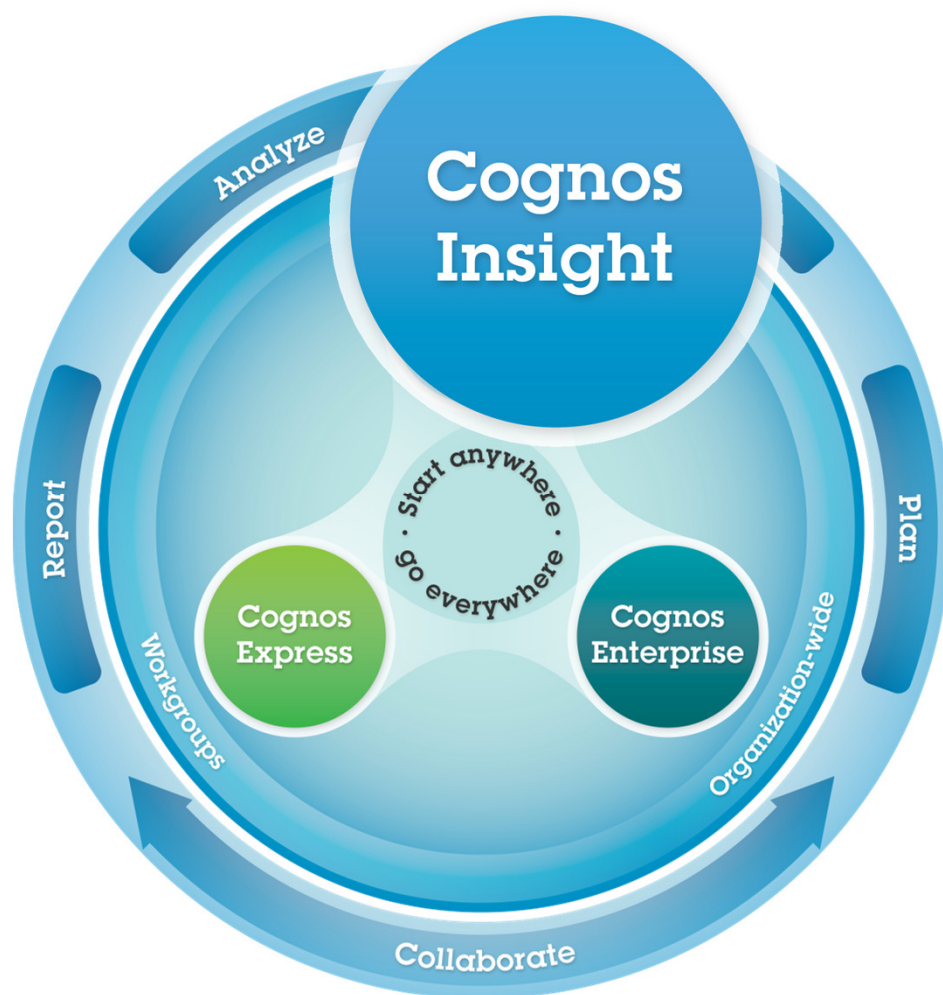
Insight to action with
every product

Right-sized for your
organization

Built to future-proof your
investment

IBM Cognos Insight

Personal analytics without compromise



- Visualize, explore and share insight
- Independently take insight to action
- Wired for the enterprise

IBM Cognos Express

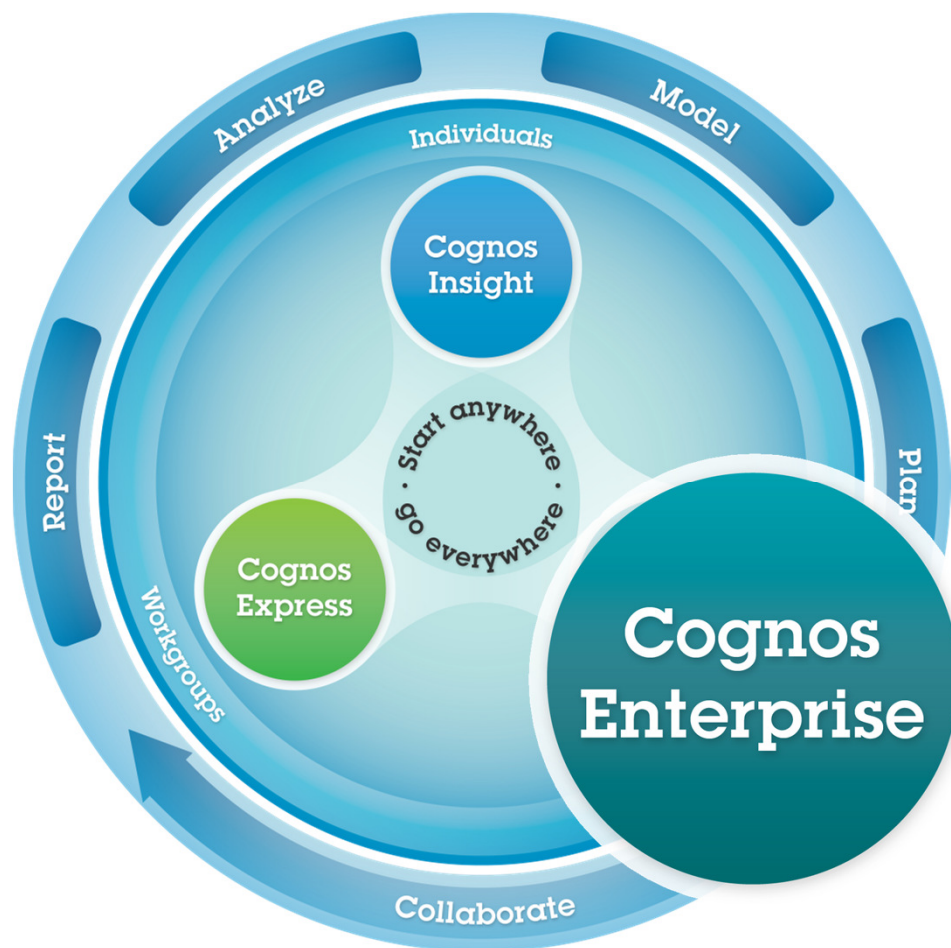
Think big. Smart small.



- **Easy to install**
pre-configured solution
- **Easy to use**
self-service empowers business users
- **Easy to buy**
packaged and priced right

IBM Cognos Enterprise

Incredibly powerful. Incredibly simple to use.



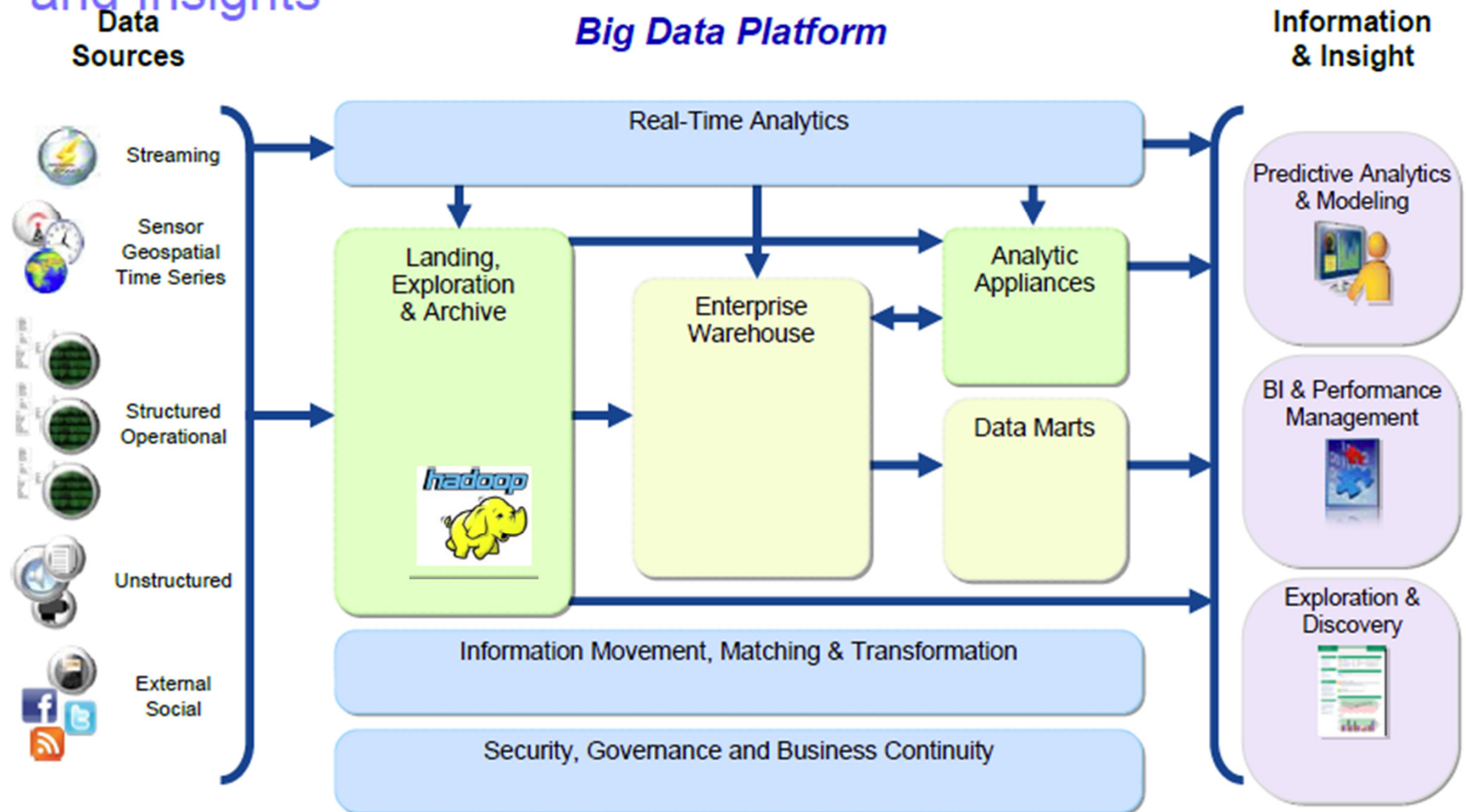
- Arm every business user with the analytics they need
- Support the way business users choose to work
- Meet the entire organization's needs with cost-effective scale

IBM Cognos family

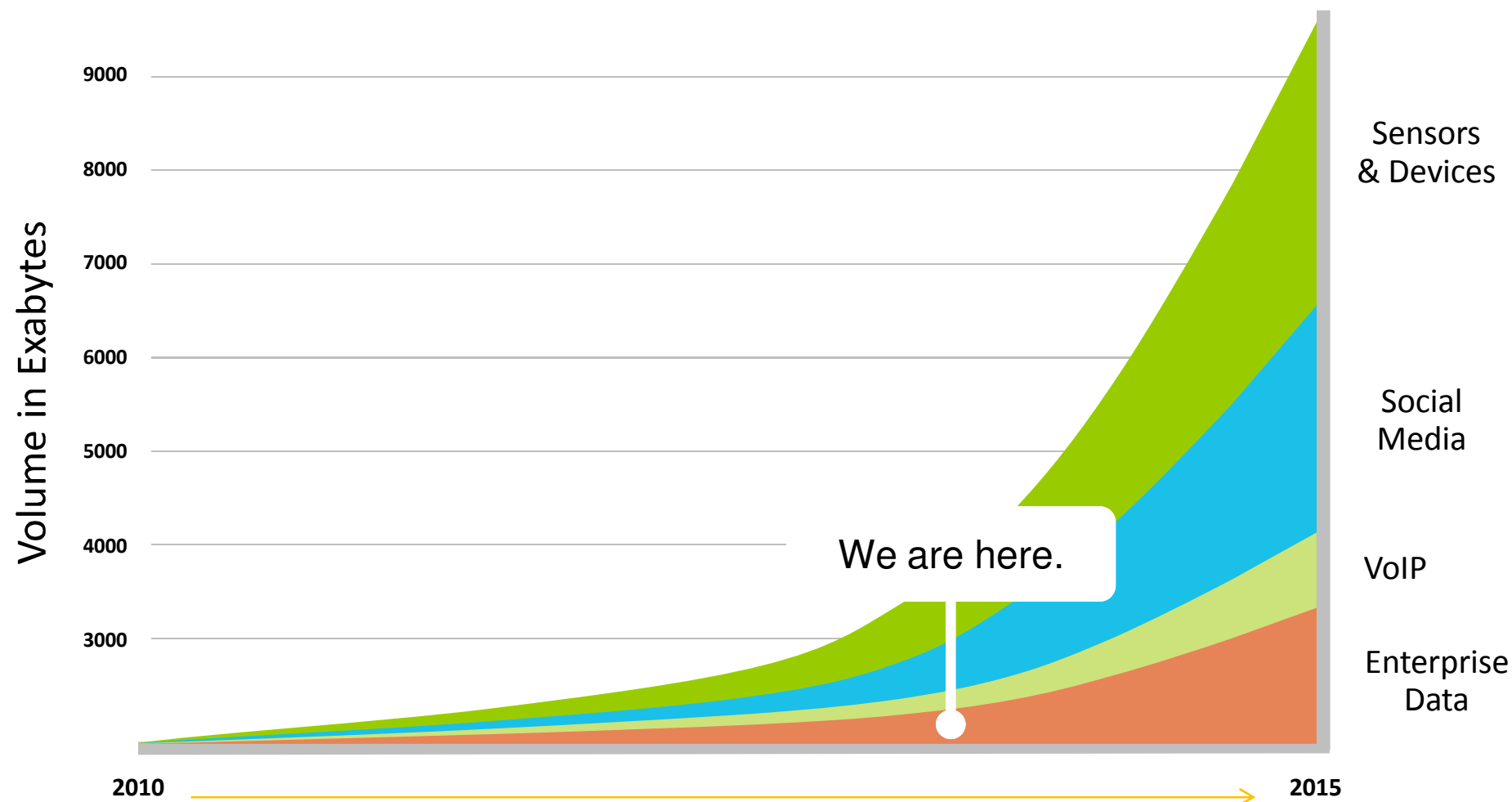
Right-sized set of capabilities to fit the business need

	Cognos Insight	Cognos Express	Cognos Enterprise
Dashboards	✓	✓	✓
Analysis	✓	✓	✓
What-if Scenario Modeling	✓	✓	✓
Planning and Budgeting	✓	✓	✓
Production Reports		✓	✓
Microsoft Office Integration		✓	✓
Support for iPad		✓	✓
Other Mobile Devices			✓
Enterprise-wide Collaboration			✓
Scorecarding			✓

Next Generation Architecture for Delivering Information and Insights



The Dawn of Big Data: the uncertainty of new information is growing alongside its complexity



Source: IBM Global Technology Outlook 2012

IBM source data is based on analysis done by the IBM Market Intelligence Department. IBM Market Intelligence data is provided for illustrative purposes and is not intended to be a guarantee of future growth rates or market opportunity

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What is BIG DATA
FOR YOU?

What is Big Data – FOR YOU?

How do you define & what are your Big Data plans?

What projects are best suited to take advantage of big data?

Are you looking to take advantage of real-time, location specific-data

What are your customer analytics plans to incorporate social data?

How are you integrating data from sensors and other feeds

Can you augment existing processes with untraditional or streamed data (i.e. Call Center)

What unstructured data needs do you need to incorporate with your traditional data sources?

Are you leveraging all the data you are collecting or forced to throw data away

Have you measured the cost of storing / archiving your data

Businesses Are Requiring More Data, Beyond Traditional Sources

Volume of Data

SOCIAL & INSTRUMENT

Social Sentiment

Wiki/Blogs

Sensors / Devices

Click Streams

RFID

WEB 2.0

Collaboration

Mobile

Advertising

Search Engine
Optimizations

eCommerce

Audio / Video

Spatial / GPS

ERP / CRM

Web Logs

Syndicated

Payables

Deal Tracking

Payroll

Search /
Digital
Marketing

Weather

Inventory

Retail

Sciences

Sales
Pipeline

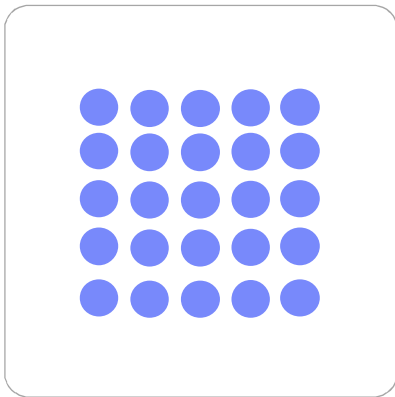
Performance
Management

Networks

Variety of Data

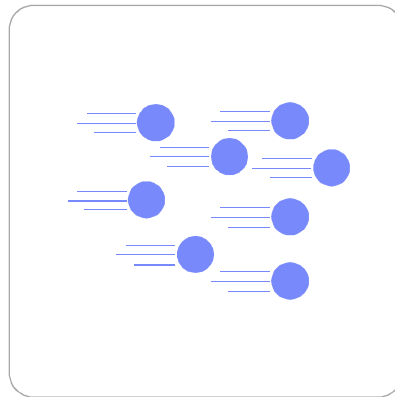
Big Data is more than just volume

Volume



Terabytes to
exabytes of
existing data
to process

Velocity



Streaming data,
milliseconds to
seconds to
respond

Variety



Structured,
unstructured,
text and
multimedia

Veracity



Uncertainty from
inconsistency,
ambiguities, etc.

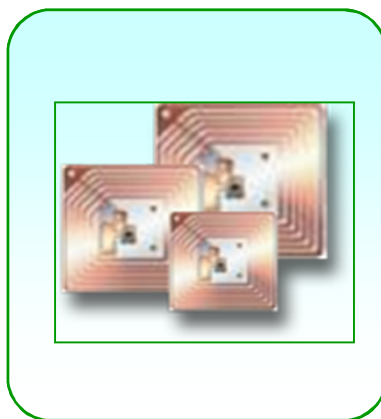
We need to change the game beyond traditional sources...

Transactional & Application Data



- **Volume**
- Structured
- Throughput

Machine Data



- **Velocity**
- Semi-structured
- Ingestion

Enterprise Content



- **Variety**
- Highly unstructured
- Volume

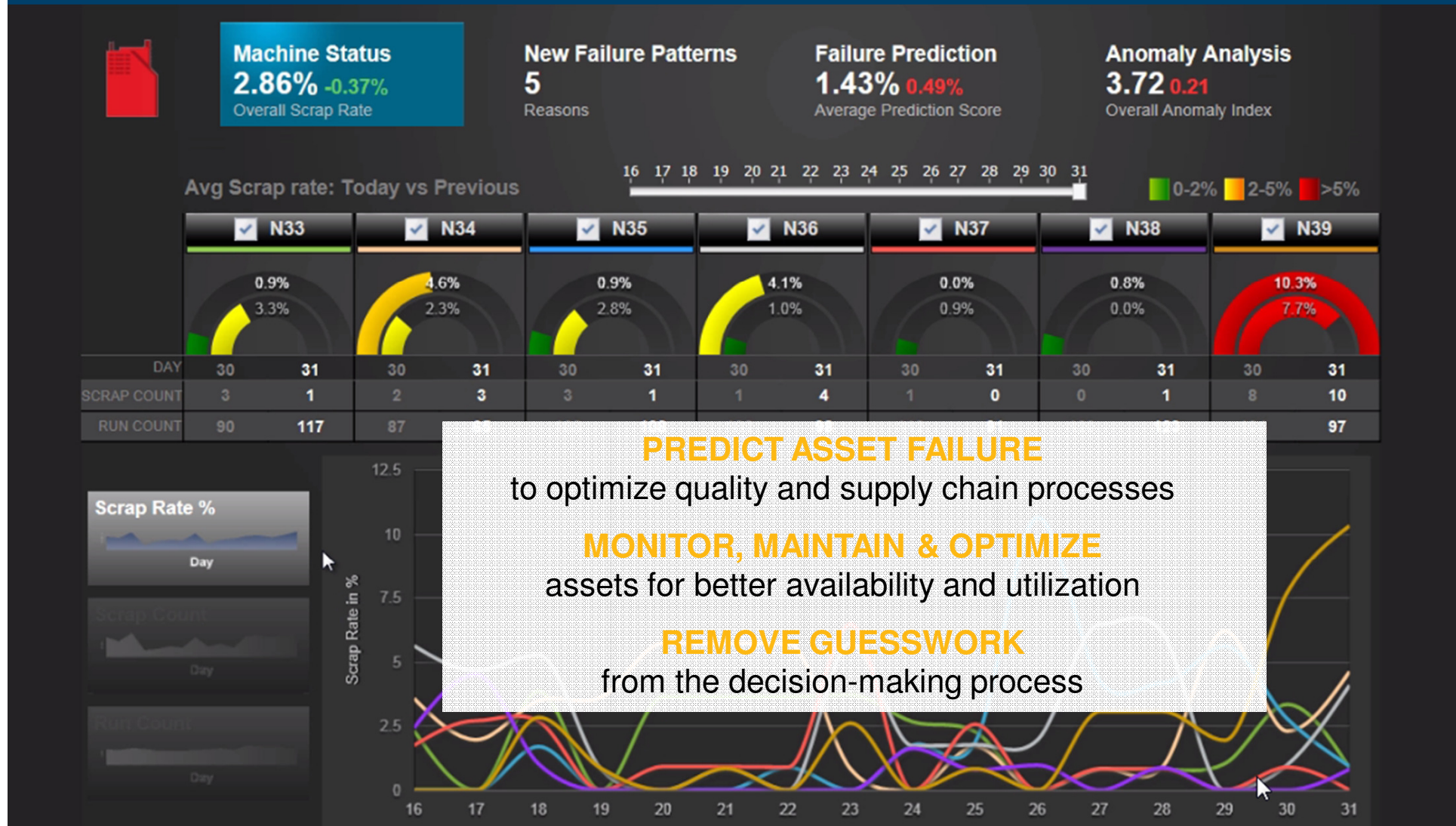
Social Data



- Variety
- Highly unstructured
- **Veracity**

Takeaway: Big data is driving a **new mix of information** into analytics

Imagine if you could predict a failure before it happened...
YOU CAN WITH Predictive Maintenance & Quality



Imagine if you could delight end users...
YOU CAN WITH OUR RICH VISUALIZATIONS

The IBM Rapidly Adaptive Visualization Engine (RAVE)



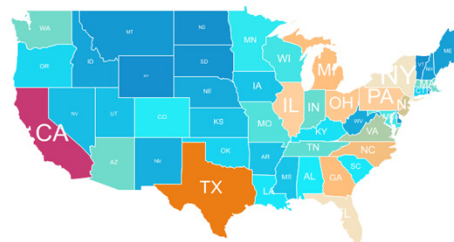
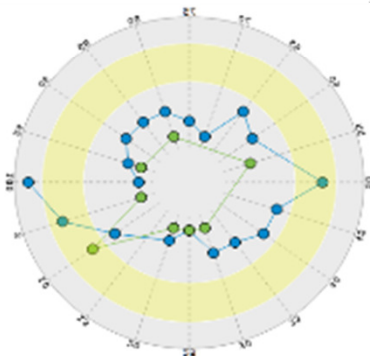
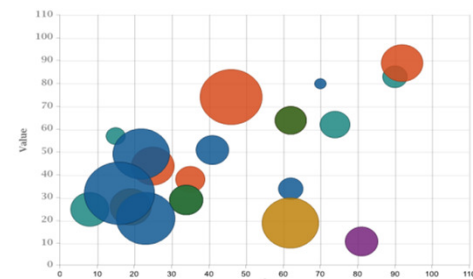
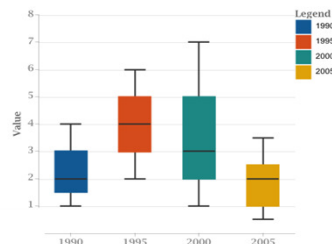
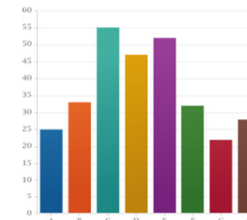
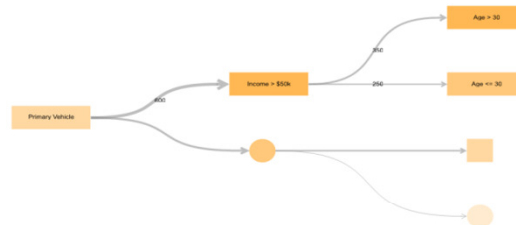
GUIDED creation with recommendation on best visualization for your data

ENGAGING with a focus on end user interactivity and LOB consumption appeal

EVERYWHERE with ability to interact with your visualization anytime anywhere

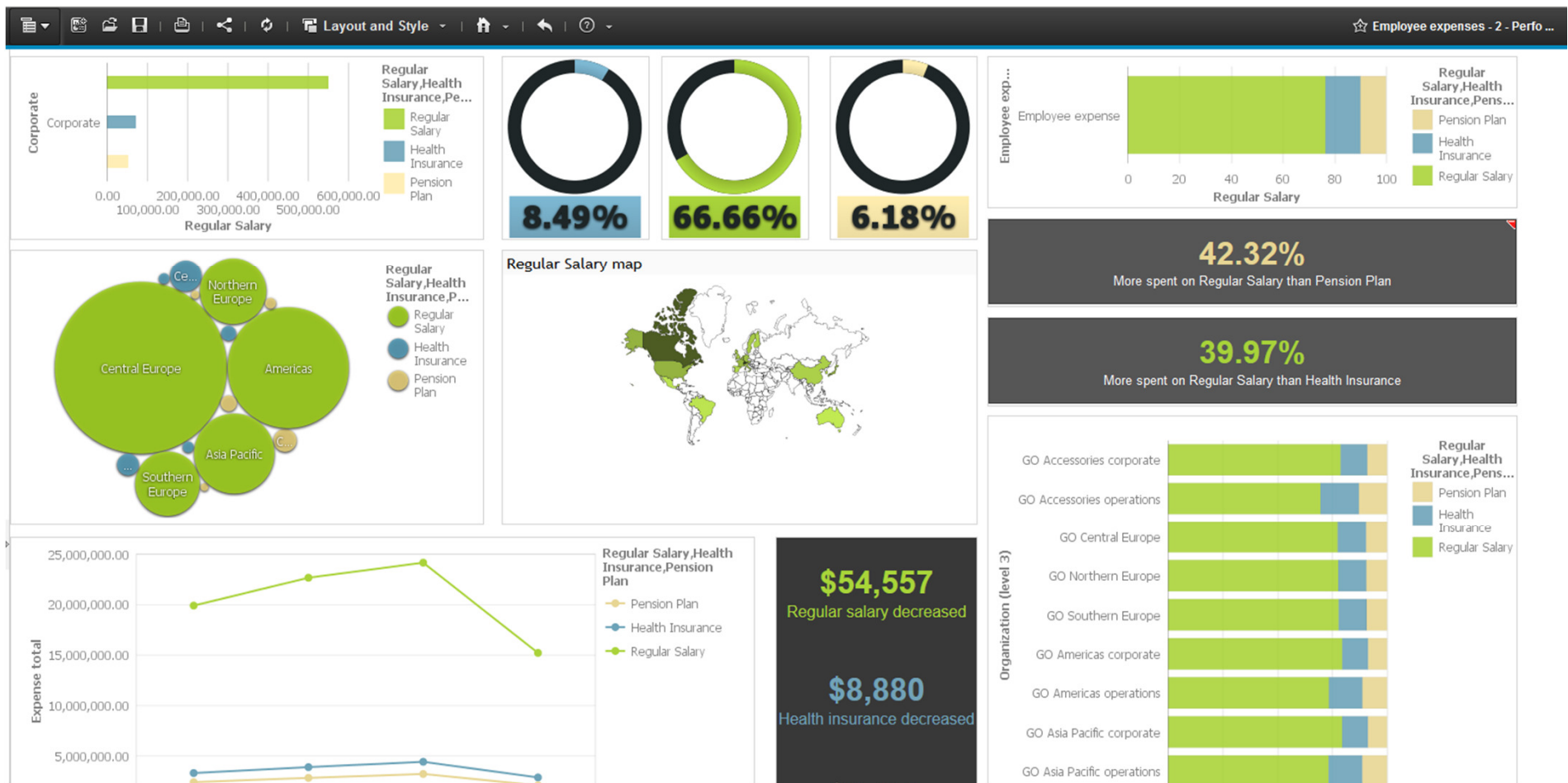
FLEXIBLE with ability to incorporate new and compelling visualizations as needed

IBM RAVE helps you understand large and complex data sets



LINK TO VISUALIZATION MARKETPLACE ON ANALYTICSZONE.COM

Powering an interactive visualization experience





What we consider important– Technical arguments

From an IT perspective you need a solution that :

- is build around a strong Services Oriented Architecture (SOA based integration):
- is reliable, secure and auditable
- provides easy access to end users with the right toolset
- Requires minimal maintenance for administrators
- Guarantees maximum performance and scalability
- provides easy access to all the data (current and to be) – completely, quickly, and accurately – e.g. HADOOP
- Is extensible
- Can provide insights at business proces level
- Offers single metadata layer (all sources, SQL, MDX) and security
- Provides a clear roadmap of the solution and future investment areas

What we consider important – Business arguments

From a business perspective you need a solution that

- provides easy access to all the data – completely, quickly, and accurately.
- Provides the right toolset for the right person, also personal discovery
- Provides a uniform and single user experience
- supports actionable insights
- Allows truly self-service leading to self-reliance
- Offers advanced collaboration capabilities

