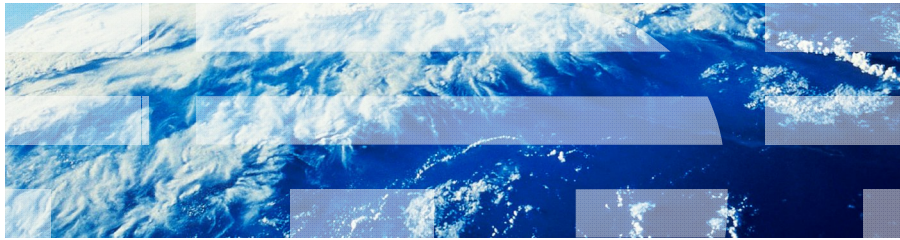




IBM Business Analytics: Meeting the Needs of the Business – Head On



Business Analytics

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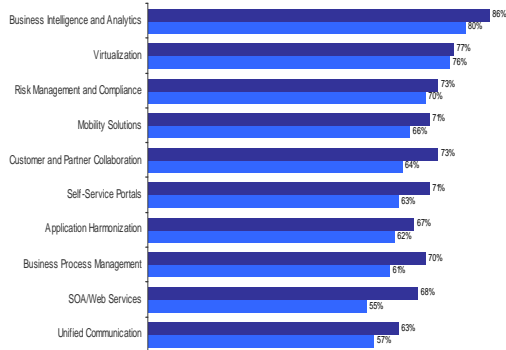
Business Analytics



Competitive Advantage Priorities and Enterprise-Focused Activities for the CIO and CFO

CIOs Ten Most Important Visionary Plan Elements

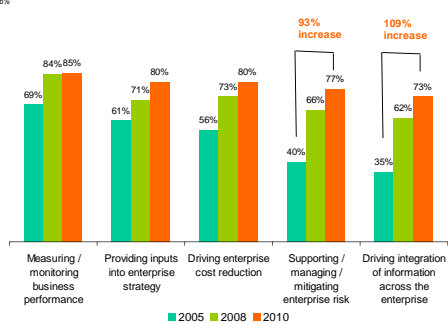
Interviewed CIOs could select as many as they wanted



Source: IBM Global CIO Study 2009

■ Low growth
■ High growth

Importance of Enterprise-Focused CFO Activities Over Time



Source: IBM Institute for Business Value, The Global CFO Study 2005, 2008, 2010



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The Majority Of Enterprises Are Not Able To Effectively Deliver Business Insights

Business Insight Challenges

Nearly 50% lack a common planning platform

55% not satisfied with their operational planning and forecasting analytical capability

Over 50% manually producing operational metrics

44% are poor to average at anticipating external forces



Source: 2010 IBM Global CFO study



Spectrum of Enterprise Information Required to Make Smarter Decisions



Executive



Business Manager



Line Manager



Casual Business User



Business Analyst



Financial Analyst



Real-time or historical; operational or strategic



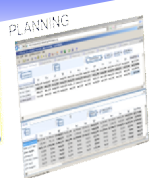
Guided or self-service access and exploration...



Foresight using Statistical, Content, 'What-if' and Predictive Analytics...



Enterprise Planning throughout the business



What is happening?

Why are we on/off track ?

What is likely to happen?

What should we do next ?



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Satisfying the Broad Spectrum of Analysis Demands


Broad Usage
(Consumers)

↔


Focused Usage
(Specialist)

Analytical Reporting <i>Drill</i>	Trending <i>Slice and Dice</i>	Scenario Modeling <i>What-if</i>	Advanced Analytics <i>What might be</i>
<ul style="list-style-type: none"> • Top down view • Drillable reports • Sort top & bottom • Review then query <ul style="list-style-type: none"> • Market shifts • Product ranking 	<ul style="list-style-type: none"> • Personal exploration • Compare & contrast • Rotate and nest • Work disconnected <ul style="list-style-type: none"> • Sales trend analysis • Market analysis 	<ul style="list-style-type: none"> • Model scenarios • Reorganize, reshape • Compare scenarios • Save versions <ul style="list-style-type: none"> • Financial analysis • Profitability analysis 	<ul style="list-style-type: none"> • Uncover patterns • Apply algorithms • Mine data and text • Predict outcomes <ul style="list-style-type: none"> • Fraud prevention • Churn analysis


IBM Business Analytics




SPSS
IBM COMPANY
Casual Users




Executive



BUSINESS MANAGER



FINANCIAL &
BUSINESS ANALYST



Statistical
Analyst


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IBM Cognos 10 Delivers Unique Performance Management Advantage for Your Investment in Oracle solutions

- **IBM Cognos 10 expands traditional BI with:**
 - Planning
 - Scenario Modeling
 - Real-time Monitoring
 - Predictive Analytics
- **Industry's Single, Complete Platform for Performance Management**
 - Lower TCO for development and maintenance
 - One solution to learn, one place to go for any Performance Management capability
- **Consistent Solution Roadmap Focused on Innovation**
 - Develop today without fear of future redevelopment and upgrade requirements
- **Business User Self-Service**
 - Increases business agility
 - Increase user enablement
 - Reduces time to decision
- **Data Source Agnostic**
 - Broad heterogeneous application and data support
 - Flexibility to adapt to evolving infrastructure landscape





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