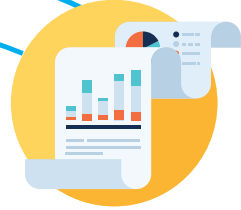


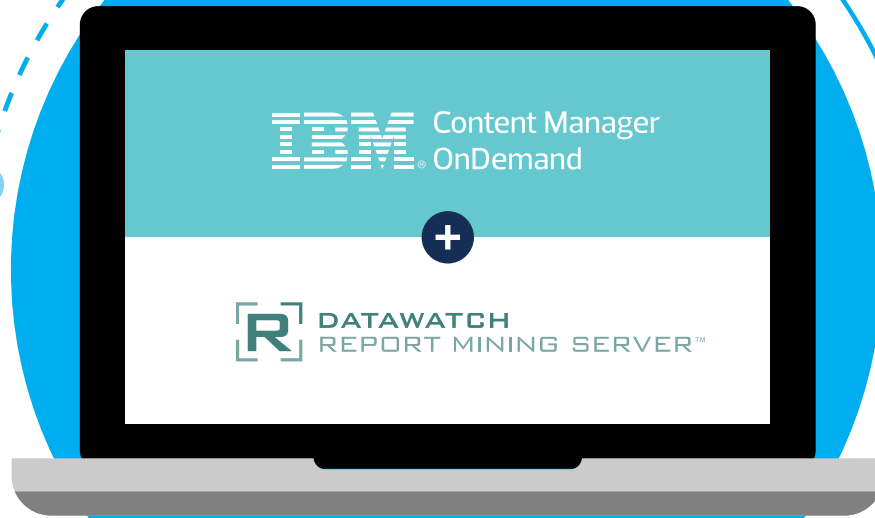
THE BIG DATA LANDSCAPE IS CHALLENGING

IN JUST 2 DAYS

we produce as much business information as we generated in total through 2003



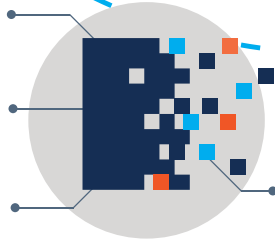
2.5 BILLION
gigabytes of data is generated every day



83%
of companies could only leverage 25% or less of their business data



70%
OF MARKETERS admit they have "suboptimal or no ability to integrate customer data between online and offline sources"



ONLY 18% of marketers say they have a single view of customers.



89%
OF PEOPLE would discontinue their business with a company after a negative customer experience

ACCESS AND ANALYZE ALL OF YOUR TRANSACTIONAL CONTENT TO GET THE WHOLE STORY

IBM Content Manager OnDemand (CMOD)



- Automatically ingest and archive high volumes of transactional content including statements, correspondence and reports
- Quick search and retrieval for e-statement presentment including mobile access
- Reveal information hidden in archived content to improve business decisions and gain new actionable insights

Datawatch Report Mining Server (RMS)



- Open up actionable customer intelligence that's locked in your system as static reports
- Access data & perform analysis without IT
- Analyze information via web or existing productivity tools
- Import and join all sources of data into existing reports
- Actionable insights in minutes

Fully integrated solution enabling you to tap into opportunities to transform your business.

IBM Content Manager OnDemand

DATAWATCH REPORT MINING SERVER™

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