Applying Watson-like analytic capabilities to transform insights into action

BAO Deep Insight Business Value Accelerator

Highlights:

- Gain insight on IBM Watson capabilities and key areas of interest to your business

- Explore analytics use cases and collaborate with IBM subject matter experts on immediate and strategic business needs

- Understand Information Management Foundation capabilities required to harness the growing volume and variety of information and optimize business decisions

- Address the grand challenges in your business through an actionable Business Analytics and Optimization strategy and plan that identifies immediate projects and recommends longer-term strategic initiatives

IBM's Watson and the future of data!

Watson, named after IBM founder Thomas J. Watson, is a breakthrough analytical computing system that specializes in analyzing natural human language[1] and provides specific answers to complex questions with speed, accuracy and confidence. Watson demonstrates the power of analytics and the ability to gain meaningful and actionable insights from massive amounts of structured and unstructured data to help make precise decisions.

Watson was the first non-human contestant on the quiz show "Jeopardy!" But Watson's breakthrough is not in natural language processing alone. Its ability to ingest massive amounts of data, apply hundreds of analytical queries to come up with an answer, and then put confidence behind that answer -- holds enormous potential for businesses. It is what IBM means by "Business Analytics and Optimization (BAO)". Applying analytics to information and gaining insight to optimize business results is how leading companies are creating competitive advantage. Watson represents a paradigm shift in analytics – the future of data, the future of systems design and how technology and analytics applied to business & industries is changing the game.

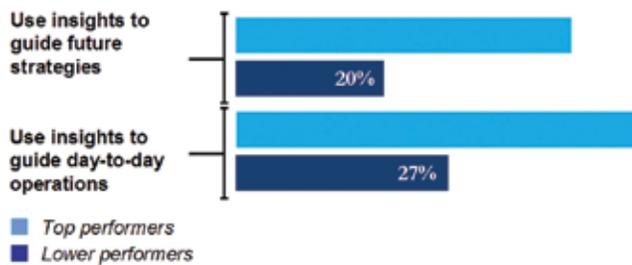## Analytics-driven organizations outperform their peers

According to the recent Analytics: The new path to value, a joint MIT Sloan Management Review and IBM Institute of Business Value, study 2010, organizations that use analytics in the most mature ways are three times more likely to outperform their competitors than those who are just beginning to adopt analytics. The study also shows that the top performers are over five times more likely to use an analytic approach within their business processes than to rely on intuition.

Top performers approach business operations differently from their peers. Specifically, they put analytics to use in the widest possible range of decisions, large and small. They make decisions based on rigorous analysis at more than double the rate of lower performers. The correlation between performance and analytics-driven management has important implications to organizations whether they are seeking growth, efficiency or competitive differentiation.

Challenges you face to embed analytics across your organization?

Today's organizations are finding it difficult and complex to effectively manage the ever expanding amounts of data that is available to their organization. They need to improve customer relationships, identify new markets and develop new products, and services, but feel challenged to drive innovative methods for competitive differentiation. Their desire to predict and identify risk events and build resiliency and agility to respond and act quickly requires that organizations anticipate challenges and opportunities, shape business outcomes, and outperform the competition.

Today's executives want to understand optimal solutions based on complex business parameters or new information, and they want to take action quickly. They need to leverage analytics to help them make informed decision regarding what markets to pursue, how to configure offerings, optimize allocation and deployment of resources and capital to create efficiency and effectively improve performance and manage costs.

The promise of Watson

As a result of the increasing availability of information from interconnected and instrumented systems, data is becoming an organization's most important asset. Watson demonstrates how organizations can apply analytics to gain meaningful insights from data, anticipate and shape better business outcomes, and improve their business operations and services to their customers

IBM's Watson is, not only, a key milestone in technological innovation, but is one example of the new kind of workloads and analytic-driven approach that businesses will apply to achieve their business goals. The real pioneers will be the people and organizations that embrace Watson innovation and turn the potential into results.

How can Watson capabilities address your company's grand business challenges?

IBM's Business Analytics and Optimization (BAO) Deep Insight is a rapid workshop based diagnostic that explores Watson capabilities and helps you evaluate possibilities in the context of today's business challenges. It includes an assessment and visioning workshop and results in a tailored BAO action plan with immediate project recommendations and a list of strategic initiatives to address technology, data, and resource capabilities required to meet the grand challenges within your business.

BAO Deep Insight is a 3-4 week engagement that helps your organization to:
• Confirm your Watson focus areas and identifies 2-3 subjects to be explored
• Provide insight on Watson capabilities and analytics use cases that align with your area of interest and strategic business goals
• Create a BAO action plan with next steps and a list of strategic analytics initiatives

About IBM's Business Analytics and Optimization Services

IBM has decades of experience in successful business transformation initiatives around the world, across all industries. IBM has over 7,500 dedicated BAO consultants who can draw on extensive industry expertise and best practice methodologies to guide and help execute your adoption of BAO. There is also a highly developed services portfolio to address everything from maturity assessments and strategy to solution design and implementation.

IBM's Business Analytics and Optimization services bring together a unique combination of expertise and capabilities to help your organization realize your analytics potential. Our capabilities include:

• An unmatched combination of skills and experience, including unrivaled breadth of deep foundational business intelligence, performance management and advanced analytics capabilities, including world-class software solutions and IBM Research.
• Strong industry and business process expertise enabling us to apply proven industry models
• Cross-industry and industry-specific best practices for how to manage information and for next generation value creation through Business Analytics and Optimization
• Proven opportunity and stakeholder assessment techniques
• Patented Value Case approach

Why IBM?

IBM can provide the same kind of system, information management and business analytics capabilities that power Watson for your organization. The experts who built Watson are on hand to help you chart a path to get more business value. IBM Business Analytics and Optimization is helping clients overcome the key business barriers to become "analytics-driven".

When seeking to become a true analytics-driven organization, it pays to team with a partner who has the demonstrated ability to help you complete the journey by addressing its every aspect. IBM is an established leader in all of the relevant disciplines and solutions, from strategic planning services to information management and analytics solutions.

In addition to industry expertise and services, IBM offers the key components that comprise a powerful BAO capability. The portfolio includes best-of-breed solutions for all aspects of BAO, including information management, enterprise content management, and business analytics.

The key differentiator, however, is IBM's unparalleled combination of expertise, methodology and product offerings. IBM is ideally positioned to help enable your organization to leverage comprehensive business analytics and optimization for long-term advantage.

For more information

To learn more about Watson and how you can partner with IBM to apply Watson-like analytic capabilities in your organization, visit one of our IBM Analytic Solution Centers or ask about coordinating an IBM briefing at a location of your choice. Contact your IBM sales representative for more information, or visit:

ibm.com/Watson

ibm.com/BAO

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[1] Natural human language is how humans actually use language. It contains puns, slang, jargon, acronyms and even words used in the wrong context. It is the language that is not specially designed and encoded just for computers, but language humans use to naturally capture and communicate knowledge.

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