

# The Essential CIO

Insights from the  
Global Chief Information  
Officer Study

## IBM

### *Capitalizing on cloud computing to deliver smart analytics*

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more than  
**295,000**

IBMers worldwide are using Blue Insight  
to make smarter decisions and serve clients

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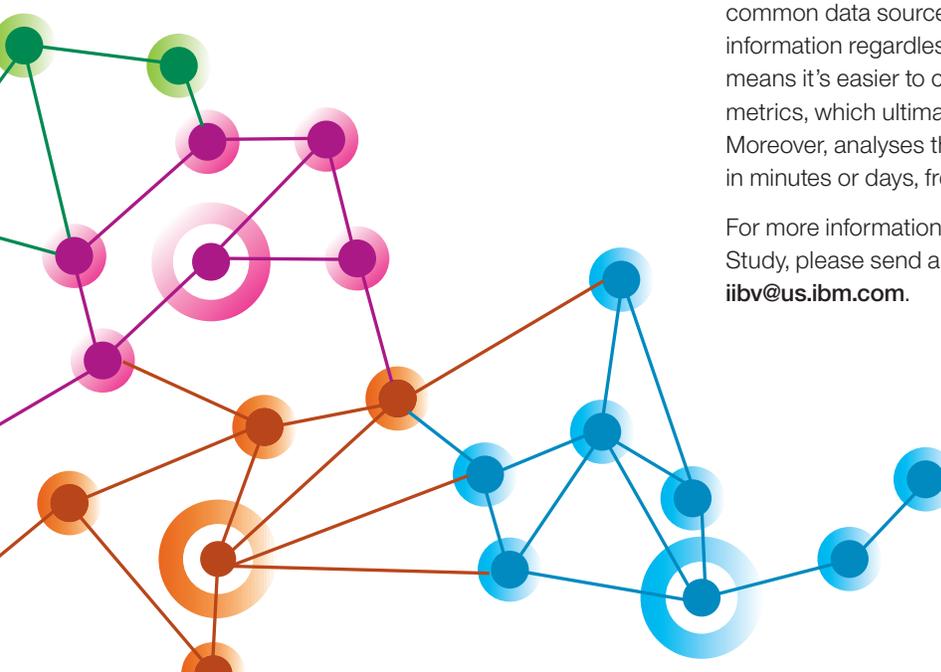
Many large companies, like IBM, collect vast amounts of data and have numerous tools for analyzing that data. But using multiple business analytics applications is both inefficient and expensive. Some of these applications overlap, since they are essentially performing the same function for different internal users, and such applications may cost millions of dollars. That's why IBM developed Blue Insight – the world's largest private cloud for delivering smart analytics solutions.

Blue Insight logically connects data from nearly 100 separate data sources (containing more than a petabyte of data) into a single, centralized analytics environment. It provides the company's sales teams, analysts and developers with the analytics they need to make sense of that data and transform it into information they need. Currently, Blue Insight services more than 295,000 IBM employees who are making smarter business decisions to serve clients around the world more effectively.

In 2010, Blue Insight delivered savings of more than US\$5 million by reducing the need for custom analytics applications. It is projected to realize another US\$20 million over the next four years.

However, hard savings aren't the only benefits. With easy access to common data sources and analytics tools, people are more likely to share information regardless of where they sit within the enterprise. That, in turn, means it's easier to create a single version of the truth and common metrics, which ultimately yield more meaningful business insights. Moreover, analyses that used to take weeks or months can now be done in minutes or days, freeing users to focus on managing their businesses.

For more information about this case study or the IBM Global CIO Study, please send an email to the IBM Institute for Business Value at [iibv@us.ibm.com](mailto:iibv@us.ibm.com).





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Route 100  
Somers, NY 10589  
U.S.A.

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