

IBM Analytics Solution Centers

Partnering with organizations to
harness the power of analytics
for value creation





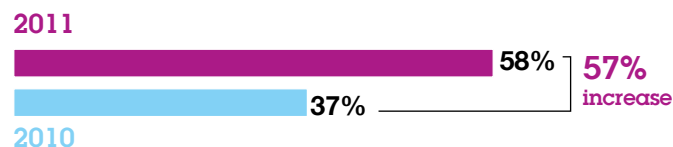
In the era of big data, analytics has emerged as the engine driving transformation. The evidence continues to mount that organizations that embrace analytics as a business imperative significantly outperform their peers. They are moving beyond intuition to a more predictive decision making capability with more certainty about business outcomes.

Today's high-performing organizations are using Smarter Analytics to harness the power of data that helps them make better decisions with speed and confidence and to turn information into insight and insight into business outcomes to achieve competitive advantage. The recent study by the *MIT Sloan Management Review* and the IBM Institute for Business Value shows that fifty-eight percent of organizations now apply analytics to create a competitive advantage within their markets or industries, up from 37 percent just one year ago (see Figure 1).¹

Yet as much as business leaders and organizations are eager to capture the benefits of analytics, many lack a clear Business Analytics and Optimization (BAO) strategy or simply do not know how to begin using analytics to improve business performance.



Creating a competitive advantage



Note: Percentage of total respondents who rated the level that information and business analytics is able to create a competitive advantage for their organization within their industry or market as either substantial or significant on a five-point scale from 1= very little extent to 5= significant extent compared with the responses to the same question in 2010. N=3236.
Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011.

Figure 1: The ability of organizations to create a competitive advantage with analytics has surged in the past 12 months.

To help clients address this rapidly growing need, IBM has developed a global network of eight Analytics Solution Centers (ASCs) (see Figure 2) in the US (New York, Washington D.C., Dallas), Europe (Berlin, London, Zurich), Japan (Tokyo) and China (Beijing) that provide venues for clients to explore the latest developments and collaborate with analytics experts from across IBM.

IBM Analytics Solution Centers provide clients with a network of global expertise in business consulting, software engineering and advanced research to address the emerging market for advanced analytics and predictive capabilities needed to drive improved organizational decision making for competitive advantage.

1. **Berlin** (Cross-industry)
2. **Tokyo** (Industrial sector)
3. **Beijing** (Transportation, energy and utilities)
4. **New York** (Financial Services)
5. **Dallas** (Cross-industry)
6. **London** (Cross-industry)
7. **Washington DC** (Federal and public sector)
8. **Zurich** (Financial and public sector)

Figure 2: IBM Analytics Solution Centers – Global Network.

This network of centers is expressly designed to help clients address their critical business issues and improve decision-making processes by providing them with quick and easy access to a range of sophisticated advanced analytics solutions, resources and IBM experts, locally and globally; turning analytics into a live experience for clients from around the world. The ASCs also help clients with our hands-on Smarter Analytics experience workshops designed specifically to get them started on leveraging analytics to improve business performance.

The ASCs are executive-level briefing centers with each center focusing on specific industries and providing a unique collaborative environment by acting as forum for thought leadership and intellectually stimulating analytics discussions that inspire actions across critical business challenges and needs such as:

- Growing, retaining and satisfying customers
- Improving financial planning, forecasting, and reporting
- Managing risk, helping reduce fraud, helping ensure regulatory compliance
- Increasing operational efficiency and dexterity

Since 2010, over 3,000 clients have visited the ASCs not only to learn about the possibilities but to tap into specialized expertise and solutions from IBM. Each of the ASCs is co-located with an IBM Client Center, which provides a rich source of researchers and subject matter experts from across the IBM Corporation, who meet with clients and business partners visiting the ASCs to share market, solution and emerging-technology insights.

IBM Analytics Solution Centers offer the following business value:

- Provides access to top IBM's researchers and thought leaders
 - Enables innovative collaboration
 - Early adoption of emerging technologies
 - Accelerates time to value
 - Cost effective and easily deployable solutions
 - Helps provide a competitive advantage
-

Analytics experts from across IBM work with clients in the ASC to show how Smarter Analytics can drive better decision-making and performance through:

- **Smarter Analytics workshops:** Organizations can engage in collaborative, customized and interactive solution workshops involving demonstrations, research, global industry experiences and thought-provoking dialogues. They can explore innovative trends, generate ideas, prioritize top opportunities, and lead a valuable exploration of the possibility of Smarter Analytics within their organization.
- **Thought leadership events:** IBM conducts myriad types of client briefings on the latest in-depth studies and research in business analytics and optimization from the IBM Institute for Business Value at the ASCs. These events enable clients to understand key trends and new points of view, learn from leading practices and help network and share perspectives and experiences with their peers.
- **Industry seminars and round-tables:** Organizations can walk into ASCs to participate in key industry seminars and innovation round-tables on analytics solutions from IBM's renowned portfolio of software, hardware and services, assisting clients to consider options, develop proofs of concept and pilot and implement analytical solutions.



As IBM Analytics Solution Centers are a global network of centers, they also leverage and share the demonstrations, skills and capabilities with other ASCs as well as with the IBM Global Industry Solution Center, IBM Industry Solution Labs and IBM Global Business Solution Centers for addressing specific client needs. The physical ASCs are also complemented with a Virtual Analytics Solution Center for helping clients who cannot visit the centers.



For more information

To arrange a briefing at an IBM Analytics Solution Centers, contact your IBM sales representative or email directly to your nearest ASC:

Berlin	asc.berlin@de.ibm.com
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About IBM Smarter Analytics

IBM Smarter Analytics is a business discipline that partners with organizations to tackle high value initiatives around customer, risk, operations and finance to realize outcomes and transformation never imagined. It is a holistic approach that enables organizations to turn information into insight and insight into business outcomes.

With Smarter Analytics, IBM brings together the software, services, systems and solutions that enable organizations and individuals to harness the vast stores of customer, market, financial and enterprise data and turn them into advanced insights using sophisticated analytical techniques and tools to help transform and achieve competitive advantage.



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Notes and Sources:

- 1 The 2011 New Intelligent Enterprise Global Executive Study and Research Project uses insights gathered from more than 4,500 managers and executives.
- 2 The global network of IBM Analytics Solution Centers has been operational since 2009.

Source: The New Intelligent Enterprise, a joint *MIT Sloan Management Review* and IBM Institute of Business Value analytics research partnership. Copyright © Massachusetts Institute of Technology 2011. <http://www-935.ibm.com/services/us/gbs/thoughtleadership/ibv-analytics-widening-divide.html>