Managing Business Analytics for Success

IBM Business Analytics & Optimization Application Management Services (BAO AMS)

Overview

Challenge
- How can I successfully manage and evolve one of the most complex and dynamic information technology applications that my enterprise is increasingly dependent on for survival?
- How can we constantly get more from our analytics efforts while not constantly increasing our expenditure? How can we decrease our analytics spend?
- How do we acquire the right resources, competencies and approaches in a discipline as new, changing, and complex as analytics?
- How do we develop a scalable support approach for analytics that will succeed in the short- and long-term?

Solution
IBM provides a comprehensive portfolio of support services to enable these analytics functions, including:
- Help desk
- Preventive maintenance
- Corrective maintenance
- Enhancements
- Monitoring
- Business analytics testing
- General support services
- Upgrade / migrations

For leading organizations today, sophisticated business analytics has transcended into a critical "must have" in today's customer-driven and data-intensive world, and the art of managing analytics applications is becoming simultaneously more critical and more challenging. Businesses are becoming more reliant on consistent, timely, and reliable data, but unlike other business-critical information practices, analytics generates a dynamic environment where needs change rapidly, new techniques are constantly being introduced, and the need for innovation is driven by customer demands and technology breakthroughs – all leading to more complexity and more expense.

As organizations look to address these challenges, they should strongly consider a managed analytics solution by a capable business partner. IBM's AMS offering can provide significant cost savings (as much as 40% in some cases) for reinvestment in new BAO capabilities, while improving measurable quality and business value. Our approach and capabilities improve support model scalability and infuse an engineering-based approach that is necessary to manage growth and complexity for BAO.
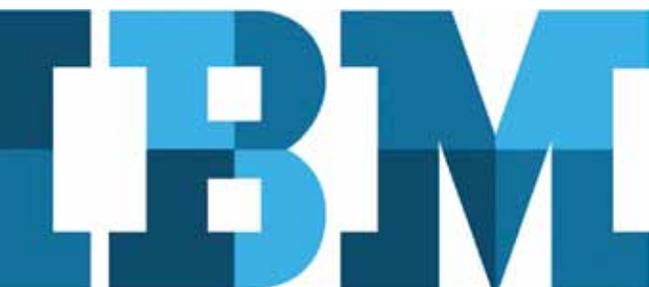
IBM BAO AMS
BAO AMS is the long-term, end-to-end management of your BAO application portfolio that leverages IBM expert staff, global locations, IBM software and hardware, and a comprehensive support model that ensures exceptional, reliable, and secure access of BAO applications to your employees. IBM supports all industries and enables analytics across functional areas including marketing, CRM, finance, supply chain, HR, executive management, and other groups who rely on critical insight to drive their business decisions. The major areas of analytics IBM BAO AMS supports include:
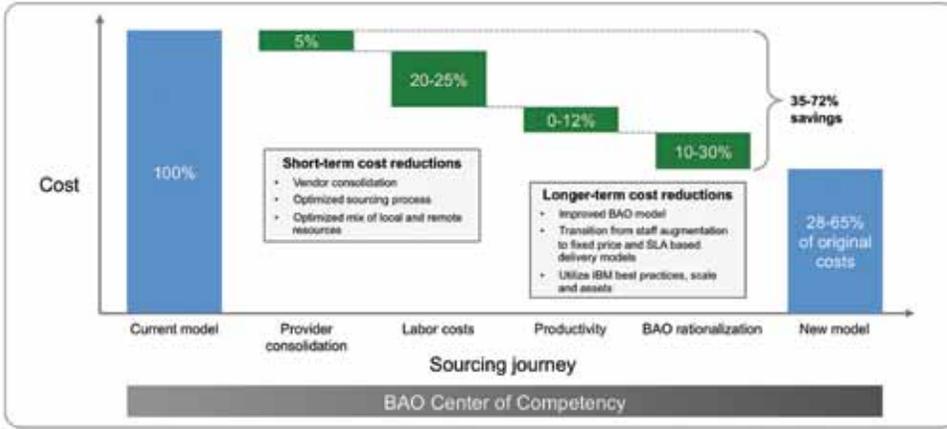
Business Intelligence and Performance Management: Enables organizations to translate business information into forecasts / plans to monitor key customer, financial and operational metrics and improve insight, decision-making and performance across the enterprise.

Enterprise Information Management: Applies the methods, techniques, and technologies that provide the underlying technical and data foundation for successful analytics, including data architecture, extraction, transformation, movement, storage, integration and governance of enterprise information and master data.

Our approach goes beyond routine management of systems in order to improve the performance, quality, reliability, capability, and costs of the analytics environment. We believe in process transformation to standardized processes, executing processes with consistency, and promoting delivery of

BAO AMS provides short- and long-term cost reductions

Cost

100% — Current model

5% — Provider consolidation

20-25% — Labor costs

0-12% — Productivity

10-30% — BAO rationalization

35-72% savings

28-65% of original costs — New model

Short-term cost reductions
- Vendor consolidation
- Optimized sourcing process
- Optimized mix of local and remote resources

Longer-term cost reductions
- Improved BAO model
- Transition from staff augmentation to fixed price and SLA based delivery models
- Utilizes IBM best practices, scale and assets

Sourcing journey

BAO Center of Competency

standard measurements and service levels across the entire portfolio. Using a global delivery model, IBM deploys solutions that match your global community, ensuring that operations meet your geography and local language requirements, and leveraging cost effective models.

Why IBM BAO AMS Services?

As a leader in business analytics and technology management, IBM has distinctive attributes that make it a superior provider of BAO AMS services. These attributes include:

IBM is a global BAO leader: IBM is a key pioneer in business analytics, drawing on our preeminent advanced research group, our BAO consulting organization, and our continued investment in BAO software and hardware, including our leading software brands such as Cognos, SPSS, and many others.

IBM brings a process focus and an agile approach to our engagements: We move beyond traditional system management to design the ideal environment for our clients. We focus on 'work elimination' to identify root causes of issues and then define and execute remediation plans.

We improve process and governance: We take a formal approach to workload and demand management to shift focus to problem elimination over time in order to better align capacity with demand.

Industry and functional business domain knowledge: We operate across all lines of business and functional areas, such as marketing, management, finance, HR, or supply chain. We align the degree of domain knowledge based on complexity of solutions and roles within your specific industry and organization.

Product knowledge in analytics: Our consultants bring exceptional knowledge of analytic software, hardware, and appliances. Beyond our brands such as Cognos and SPSS, we partner with leading analytics technologies across the entire analytics spectrum and vendor marketplace.

A view to the future: Looking forward, we envision a state of "information as a service," where information and insight will be delivered on-demand in a flexible, scalable, and dynamic environment that continues to let business leaders focus their energies on critical decision-making in more powerful and useful ways.

About us

As one of the globe's leading BAO AMS organizations, IBM brings hundreds of experienced BAO and technology practitioners from our global centers of excellence and global delivery centers to create and manage complex business analytics environments. Our practice is supported by a portfolio of proven tools, assets, and methodologies, and benefits from the global strength and breadth of IBM, including our advanced research group, Global Business Services, our software group, IBM hardware, and IBM Global Technology Services.

Getting started

Let us start an energetic and detailed conversation about your business analytics objectives, the current state of your management operations, and your desire for future success in BAO application management. For more information, please contact your IBM representative or visit **ibm.com/**bao.

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