



Highlight

IBM Business Analytics and Optimization (BAO) Jumpstart services are a suite of short-term strategic and tactical engagements that help organizations identify new opportunities and chart their path to transformation by providing a rapid assessment and roadmap for achieving their analytics initiatives and objectives.

IBM BAO Jumpstart Services: Accelerating Your Analytics Journey

Business leaders today understand the future is one of heightened intelligence and awareness; one driven by harnessing the growing velocity, variety, and volume of data and converting it into actionable insights that drive faster and better decision-making, resulting in expedient outcomes, greater profits, superior flexibility, and optimal operational efficiency.

This is **Business Analytics and Optimization – or BAO** – a business discipline that enables people to harness the vast stores of customer, market, financial and enterprise data and turn it into advanced insights using sophisticated analytical techniques and tools. According to a recent IBM study, companies that invest in BAO have better business insight and hence are better able to manage business performance. They lead their peers with 33 percent higher revenue growth, 12 times more profit growth, and 32 percent higher return on invested capital¹.

Organizations achieving a competitive
advantage with analytics are

2.2x
more likely to substantially
outperform their industry peers²

Creating business value with Analytics

IBM BAO Jumpstart services help your organization begin on a new path to value and achieve competitive advantage through analytics. These short-term engagements:

- Utilize an, interview and workshop based approach to help identify and prioritize areas of opportunities to be addressed with analytics
- Assess core capabilities and competencies and an organization's readiness to operationalize analytics
- Provide a roadmap and actionable recommendations for achieving business objectives.
- Deliver accelerated time-to-value; increase likelihood of transformation that's both significant and enduring; and provide greater focus on achievable steps



IBM BAO Jumpstart services portfolio

BAO Jumpstart services can help in nearly any and all functional area of an organization, from board room to boiler room, from marketing to finance to the supply chain and beyond. Our portfolio of BAO Jumpstart services engagements include:

BAO Jumpstart for Strategic Alignment

The BAO Jumpstart for Strategic Alignment offerings are designed for organizations that are interested in accelerating their analytics initiatives and want to understand how to best get started. These short-term strategic engagements help the clients to identify areas of opportunity, evaluate current capabilities and provide a roadmap and next steps for achieving their objectives. Engagements include our flagship BAO strategy as well as more specialized engagements focused on predictive analytics and IBM Watson.

BAO Jumpstart for Customer Insight

Organizations are realizing that they must cater to the wants and needs of the empowered customer amidst a rapidly changing environment. Today, customers are able to enter, and exit, the sales and service lifecycle at multiple points and channels along the journey. As a result, the traditional approach to customer, marketing, and sales is no longer sufficient. The BAO Jumpstart for Customer Insight offerings provide prescriptive guidance to help an organization develop actionable customer insights and improve their ability to capture, retain and service their customers/patients/citizens.

BAO Jumpstart for Risk, Finance and Fraud

Today's CFO's and finance departments are expected to provide their organizations with enterprise visibility and competitive edge by helping the business make decisions with a high degree of confidence. Leading organizations are becoming sophisticated in their ability to leverage analytics to better manage performance, avoid risk and address fraud. The BAO Jumpstart for Risk, Finance, and Fraud services provide clients with a range of opportunities to deliver insight and business outcomes. Current engagements include diagnostic assessments of an organization's performance and fraud management capabilities along with tactical offerings focused on helping clients gain greater business value from their current enterprise analytics investments.

BAO Jumpstart for Information Management Foundation

Despite the wealth of data and content available today, most decision makers are starved for the right information and insight. Analytics-driven organizations are outperforming their competitors by connecting people with trusted information, enabling them to make real-time decisions and act with confidence to deliver better business outcomes. The BAO Jumpstart for Information Management Foundation offerings are often an extension of a BAO strategy and provide a framework and roadmap for building a strategic foundation

for analytics. The engagements are designed to help an organization address their biggest challenges and opportunities by integrating, aligning, and analyzing information so organizations can turn that information into actionable insight.

About IBM's Business Analytics and Optimization Services

IBM's Business Analytics and Optimization services brings together thousands of experienced strategy, analytics, and technology experts and consultants across the globe to help organizations realize their analytics potential. IBM's BAO services, along with our advanced research group and leading portfolio of top flight analytics software, deliver comprehensive, leading edge business analytics solutions across industries and functional areas for many of the world's top organizations.

For more information

To learn more about how you can partner with IBM to map to your fastest path to value visit

ibm.com/gbs/bao

- 1 2010 CFO Study, IBM Institute for Business Value, 2010
- 2 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



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

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