

Business Analytics and Optimization

Smarter decisions for optimized performance

Highlights

- ***Manage the ever-growing complexity, volume and variety of information***
- ***Predict and identify risk events and build resiliency and agility to respond and act quickly***
- ***Improve customer relationships, identify new markets and develop new products and services***
- ***Optimize allocation and deployment of resources and capital to create efficiency and effectively manage costs***

Is your company overly dependent on intuition, guesstimates or subjective information? Are you constantly trying to analyze and report on a deluge of data from disparate systems?

Lack of usable information, or the inability to quickly and effectively analyze unstructured data, forces organizations to be overly dependent on past experience. Huge amounts of data are ignored, mismanaged or underutilized – one in three business leaders report making critical decisions with incomplete or untrustworthy information. This is no longer acceptable. With the growing velocity, volume and variety of complex data, organizations will have to rethink and reshape the way they work.

A fundamental shift to a smarter, fact-driven enterprise is essential, and possible, with the broad application of advanced analytics to a far richer, integrated set of information, turning

data into a strategic asset. Analytics and optimization can help your organization predict the likely impact of actions to improve decision-making and see what you previously couldn't, so that you can survive and thrive in these challenging conditions.

Companies able to capitalize on predictive analytics are achieving new breakthroughs in business process improvements and cost efficiency. These companies are using insight and innovation to strategically position themselves to capture market share.

Asian Transport Agency:
The ability to predict where traffic jams will occur at any given hour minimizes congestion and reduces carbon levels.

Learn to spot key market patterns, drive cost take-out and efficiency, proactively manage risk and achieve intelligent, profitable growth through the following capabilities:

Business Analytics and Optimization strategy

Realize your business objectives faster with less risk and at a lower cost by defining and helping to implement improvements in how information is identified and acted upon. Applied enterprise-wide or deep within a business function, business analytics and optimization strategy addresses not only what should be done, but also how to do it with actions spanning policy, analytics, business process, organization, applications and data.

Business intelligence and performance management

Improve decision-making, productivity and efficiency through an environment where relevant, actionable, accurate and timely information is provided to monitor and improve performance. The ability to optimize performance within a company typically depends on a decision-makers' ability to measure and understand business performance, then act upon the information at the right time. Using data to derive insight requires more than operational reporting and financial roll-ups. Data

should be transformed into insight and rapidly delivered at the point of need, on demand in right time, in formats that your enterprise can use to act in ways that are beneficial to the business and optimize performance.

Hospital research center:
Created a continually updated reservoir of clinical and genomic information to accelerate research while cutting administrative costs by 75 percent.

Advanced analytics and optimization

Tackle and solve your most complex problems and create unique predictive capabilities for optimal decision-making. Our advanced innovative research in data analytics and optimization helps us to establish a proactive versus reactive strategy to enhance performance and improve operational efficiency. Optimization solutions for crime analytics, complex supply chain, risk management and marketing investment, for example, can mitigate risk, transform business processes and predict outcomes with greater certainty.

Enterprise information management

Achieve data integration between disparate systems to improve business processes, decision-making and total business performance. As part of information management, master data management can help increase data consistency throughout the enterprise to create new business value and strategic advantage. In addition, you will benefit from a complete, sophisticated view of the customer, which will improve customer satisfaction and place your company ahead of the competition.

Enterprise content management

Reduce processing cycle time, improve customer service and compliance and establish agility and flexibility. It is estimated that 85% of the information managed by a typical business is in the form of unstructured "content." This includes Internet/intranet content, scanned paper, e-mails, documentation, trouble tickets, call logs, work orders, knowledge bases, images, financial reports, service agreements and many other types of data specific to your industry. Effective management and processing of unstructured information will help you to collaborate and share information between your company and its customers, suppliers, employees and business partners.

Why change and why now?

Every day, 15 petabytes of new information is being generated – this is eight times more than in all U.S. libraries. By 2010, the amount of digital information will grow to 988 exabytes (equivalent to a stack of books from the sun to Pluto and back).

This ever-growing volume of data only adds to the complexity of business processes. People at all levels need better information and executives need to make accurate decisions at a faster pace. Unfortunately, information gaps are enterprise-wide from general management, marketing and sales, to customer service, human resources and information technology. This leads to decision-making that is based on instinct, subjective data, and often the wrong facts.

Using mathematical models, algorithms and expertise, IBM Research scientists help solve complex business problems in innovative ways. Our scientists have created new ways to determine the fastest route to deliver packages, detect fraud in health insurance claims, automate complex risk decisions

for international financial institutions, schedule supply chain and production to maximize efficiency, and detect patterns in medical data for new insights and breakthroughs, just to name a few.

Business Analytics and Optimization helps your organization run smarter by bringing together foundational business intelligence, performance management and advanced analytics with proven models that accelerate your time-to-value, and predictive modeling utilizing IBM's unparalleled research capability.

The combination of world-class business consulting, industry leading software and deep computing can help you make better business decisions and optimize your operations. Business Analytics and Optimization helps you predict outcomes with greater certainty, uncover opportunities you couldn't see before and realize them at a functional level and enterprise-wide.

European retailer:
Leverages a dynamic inventory optimization solution to meet demand for any of 40,000 products in more than 80 outlets with low replenishment and storage costs, boosting customer services ratings to 99 percent.

For more information

To learn more about Business Analytics and Optimization, contact your IBM sales representative or visit:

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