Smarter**Analytics**

Highlights:

- Provides a straight forward roadmap towards state of the art marketing analytics capabilities

- Leverages IBM's analytical capability and market-leading insight to explore analytics use cases

- Provides actionable insights that prove the concept and the value of moving your organization

BAO Jumpstart for Customer Insight

Bringing science to the art of marketing

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.

Businesses are also 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. In terms of investment, CEOs are prioritizing customer insights far above other decision areas. In fact, 73 percent of CEOs are making significant investments in their organizations' ability to draw meaningful customer insights from available data.[1] Although customer insight has always been highly prized, in recent years, the pursuit has changed in two key ways. First, there's far more raw data to draw from than ever before. And second, "knowing the customer" is no longer confined to segmentation, statistical averages and historical inferences. As a result, the traditional approach to customer, marketing and sales is no longer sufficient.

BAO Jumpstart for Customer Insight helps organizations understand the opportunities that can benefit from customer analytics by analyzing current capabilities, assessing desired capability gaps, and recommending a roadmap for building a state of the art marketing function. This short duration, time boxed engagement is designed to deliver a comprehensive vision and roadmap for a data driven marketing and sales organization as well as short term, problem focused data analysis to prove fast value and help clients evaluate possibilities.

Understanding current analytic capabilities and aligning them to strategy

In order to create a roadmap to future value, you first need a comprehensive view of your current capabilities. This engagement helps you determine your current analytics environment and capabilities and aligns them with business strategy and your customer interaction and experience objectives. We work with your current data to prove rapid value from applying analytics to the data you already have in a time-boxed manner – delivering customer insights from the very beginning of our engagement.

Developing the future state vision and creating a gap analysis

Using the current state assessment, we leverage our experience with advanced analytics and expertise in business process management to develop a future state vision for your customer analytics program. Through a series of workshops and interviews, we evaluate and identify gaps, in your customer analytics strategy and capabilities. With IBM BAO Jumpstart for Customer Insight, you identify and document a desired future state that will enable you to fundamentally change the rules of the game and your approach to customer engagement.

Preparing an action plan

Based on the assessment and industry best practices in order to enhance customer centricity, we develop a prioritized list of initiatives and a customer analytics roadmap. The output is an evaluation of your current analytic capabilities, gaps in those capabilities, recommendations on how to transform into desired functionality, and documentation of a rapid data analytics proof of concept. We create a customized strategy and roadmap for applying analytics in support of improved decision making in order to redefine your customer value chain – bringing science to the art of marketing.

Why IBM?

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.

1 IBM 2012 Global CEO Study - Leading Through Connections: http://www-935.ibm.com/services/us/en/c-suite/ceostudy2012/

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