

Improve planning and outcomes with data-driven decisions

Accelerate data analysis and streamline the decision-making process

What do the business decisions made by your company's finance, operations, sales, marketing and IT teams all have in common? They rely on data. To make the best decisions, you need to know you can trust your data and locate it quickly in a growing mountain of information. And once you know the "what" of the data, you need to know the "why."

But, as that mountain of data grows, how can you prevent it from scattering across the whole ecosystem? Just because the data has been logged doesn't mean it's been logged correctly or completely or that your team will know how to glean actionable insights from clean data.

That's where IBM® Business Analytics comes in. This integrated, highly available data analytics solution provides you with complete visibility and real-time access to all data sources from all departments, lines of business and IT operations. IBM Business Analytics unifies your qualitative data for analytics and insights, business intelligence (BI), reporting, planning and data visualizations in a single environment. This consolidated, unified approach to business analytics allows you to make confident, data-driven decisions that boost both business impact and returns.

Scale and adjust business objectives quickly as you collaborate across your organization, all without having to reinvent existing processes. IBM Business Analytics can be deployed on new or existing cloud or on-premises architecture to manage the most complex workloads with the option to use convenient, built-in interfaces to speed user adoption.

IBM Business Analytics and its suite of solutions adapt as your needs and challenges change, empowering you to react in real time and proactively predict and avoid obstacles before they arise. Optimize financial targets and sales goals and



predict operational capacity requirements to reduce excess capacity with live insight into your strategic goals, operational performance and execution. Use data and scenario modeling to make informed decisions and build workforce forecasts as staffing, return-to-work policies, salary planning and other operational factors continue to fluctuate.



93% reduction in reporting time ^{1,2}



70% increase in forecasting speed ^{1,2}



80% faster data processing ^{1,2}



10% increase in staffing efficiency ^{1,2}

See how IBM Business Analytics can help you put your data to work.

[Learn more about IBM Business Analytics →](#)

1. The Total Economic Impact of IBM Planning Analytics Watson®, a Forrester study commissioned by IBM, December 2021.

2. The Total Economic Impact Of IBM® Cognos® Analytics, a Forrester study commissioned by IBM, December 2020.