Bringing AI to BA

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The AI Ladder
A prescriptive approach to accelerating the journey to AI

Data Science and AI Portfolio

**COLLECT** - Make data simple and accessible

**ORGANIZE** - Create a trusted analytics foundation

**ANALYZE** - Scale insights with AI everywhere

**INFUSE** – Operationalize AI with trust and transparency

**MODERNIZE**
Make your data ready for an AI and hybrid cloud world

One Platform, Any Cloud

Talent & Skills
Data is what fuels digital transformation

Yet, only **15%** get the value they need from their data …

And **80%** is locked in silos or not business-ready
Enterprises have declared data and AI top priorities

- 90% plan greater investments in data
- 85% view AI as a strategic priority

64% are here

COST REDUCTION | MODERNIZATION | INSIGHT-DRIVEN | TRANSFORMATION | AI

FORECASTER

MIT Sloan
AI is shaping the future of work

- Predict and shape future outcomes
- Empower people to do higher value work
- Automate decisions, processes, experiences
- Reimagine new business models

How AI pioneers see value

- Revenue Increase: 72%
- Cost Savings: 28%
Analyze & Infuse
Operationalize AI across your business

IBM Cloud Pack for Data

Integrate across the business

Dynamic planning, budgeting and forecasting

Automate analytical and data science process deployment

Al-assisted business intelligence and dashboarding

Predictive & prescriptive modeling, data mining & statistical analysis

Data science & ML, design, build, train, run

What are we going to do?

What happened?

Why did it happen?

What should we do?

What will happen next?

How do I integrate?

How do I transform?
Turning AI aspirations into outcomes

**DATA**
The lifeblood of AI, but complexity slows progress

60%
Are challenged in managing data quality

**TALENT**
AI skills are rare and in high demand

62%
Are challenged to acquire talent [and build skills]

**TRUST**
Skepticism of AI systems & processes

62%
Need an approach to AI production readiness

51%
find operationalizing, sustaining and scaling AI challenging

Stuck in Experimentation

Based on 2019 Forrester "Challenges That Hold Firms Back From Achieving AI Aspirations"
Enable the individual, department, organization or ecosystem

Collect Organize

100’s of questions ⇒ 10’s of insightful discoveries ⇒ 10’s of decisions influenced ⇒ 100’s of measurable outcomes

Results & Insights

Minimal

Business Impact: Analytic Governance

++++++
AI enables analytic maturity

Adding AI to business intelligence fundamentally changes how analytics are used.

Users can ask questions via natural language dialogue.

Systems can automatically detect patterns.

Predictive models can be automatically generated.

Systems can learn & respond to user behavior & preferences.
The population of Professionals is always changing.

- **Data Consumers**: 60%
- **Data Explorers**: 30%
- **Data Analysts**: 8%
- **Data Scientists**: 2%
IBM Planning Analytics

Plan for anything, be ready for everything.
Are your plans connected?
Good decisions are integrated

Coordinated decisions lead to coordinated execution and greater business performance
Integrated planning
Applying planning & analysis across the enterprise.

HR
- Workforce Planning
- Headcount & Staffing Planning
- Salary & Compensation Planning

Operations
- Demand Planning
- Supply Chain Planning
- Sales & Operations Planning
- Inventory Planning

Marketing
- Promotion Planning
- Revenue Planning
- Customer Profitability
- Customer Churn Analysis

Sales
- Sales Forecasting
- Sales Territory Planning
- Sales Quota Planning
- Sales Capacity Planning

Finance
- Financial Planning & Analysis
- Strategic Planning
- Capital Planning
- Expense Planning

IT
- IT Portfolio Planning
- Project Planning
- IT Budgeting

Organizational strategy alignment
Collaborative decision making
Better business results
Powerful out-of-the-box capabilities and built-in reporting

- Fast performance providing real-time decision making agility
- Easy-to-use web-based experience
- Option to use Microsoft Excel interface
- Visual analysis and reporting
- Powerful modeling that supports any business requirement
- Self-service exploratory analytics
- Flexibility to scale and adapt to any organization change
- Flexible deployment options
- Secure, governed and compliant
- Align planning process with corporate strategy
Customer testimonial: Operations

50% faster reporting, saving one day per week on weekly strategic planning.

“Since adopting IBM Planning Analytics, we have seen a 10 percent increase in forecasting accuracy, which helps us have better conversations with our manufacturing team and respond quickly as demand patterns evolve.”

Connie Walsh,
Director of Retail Inventory, Planning and Analysis,
Allen Edmonds

Case Study
IBM Planning Analytics was top-ranked in over 22 KPIs including product satisfaction, performance satisfaction, and user experience.
IBM Cognos Analytics

Move beyond dashboards
IBM Cognos: a rich history of innovation

More than 26,000 clients in 135 countries. Industries that span aerospace, defense, banking, education, healthcare and many others. A legacy of innovation.

### PowerPlay & ReportNet
- Enterprise class
- Powerful visualizations
- Easy to use and intuitive
- Supported by structured learning
- Has a reset button
- Web or desktop experience

### Cognos 8
- Fast time to value
- Functionality options similar to Microsoft Excel
- Adaptive (departmental → enterprise)
- Natural language processing (NLP), natural language generation (NLG)
- Deployment methodology

### Cognos 10
- Training available via YouTube
- Collaborative
- Portable
- Global

### Cognos 11.1
- Cloud native
- Open source compatible
- AI infused
- Easy to port away from
- Natural language dialogue
- Advanced Analytics
- Native open source compatibility (Jupyter Notebooks)

### Investments
- Hybrid/Multi-cloud
- Augmented analytics
- NLG – Industry specific ontologies
- Connected to IBM Planning Analytics
IBM Cognos Analytics

*With AI, a proven platform becomes, even smarter.*

**DATA INSIGHTS**
Guided data exploration helps you uncover the unexpected and understand what the analysis is really showing.

**SMARTS**
Predictive capabilities to identify relationships and relative strength of the factors driving an outcome.

**NATURAL LANGUAGE**
AI Assistant uses conversational language to help you uncover and explain everything being revealed in your visualizations.

Built on a proven platform, which provides:

**GOVERNANCE**

- OFFICE INTEGRATION
- MANAGED REPORTING
- BURSTING
- COLLABORATION
- ALERTING AND NOTIFICATIONS
- AUDITING
- SCHEDULING
- METADATA MODELING
- SEARCH
- CONTENT ADMINISTRATION
Today’s Cognos Analytics

Is infused with AI
Makes data simple and accessible
Offers data insights that go beyond visualizations
Operationalizes your business
Is governed and trusted

Business intelligence has never been this smart.
Visualize
More than just a pretty picture

What’s Driving Behavior?

HR
- Workforce Effectiveness
- Employee Benefit Analysis
- Salary & Compensation Planning

Operations
- Asset Allocation and Utilization
- Compliance
- Competitive Benchmarks
- Inventory Planning

Finance
- Profitability Analysis
- Pricing Strategy
- ROI Analysis
- Risk Exposure

Sales
- Pipeline Quality
- Seller Effectiveness
- Sales Forecasting
- Territory Profitability

Marketing
- Campaign ROI
- Trend Analysis
- Revenue Planning
- Customer Profitability
- Customer Lifetime Value

IT
- System Health
- Ticket Resolution
- SLA Analysis and Compliance

Personalize the experience

Accelerate business value

Tell a story not just share data

What’s Driving Behavior?
Understand the Why

Go Beyond what you know

HR
Recruitment
Attrition
Retention

Operations
Assortment Plans
Inventory Plan
Optimal Production Level
Route Optimization
Outage protection

Marketing
Cross-sell/U-Sell
Customer Churn
Campaign Response Rates
Web Traffic Optimization

Sales
Opportunity Ranking
Pipeline Health
Win/Loss Drivers
Seller Retention

Finance
Collections
Fraud
Revenue Forecasting
Missing Revenue

IT
Outage Prediction
Capacity Plan
Usage Forecast

Did You think of that?

Challenge the status quo
Explore the unknowns
Identify patterns and relationships
Customer testimonial: Financial sector

Saves time by eliminating complex data consolidation tasks

“We can extract and create intuitive dashboards and share them using Cognos Analytics with key decision makers via email. With fast access to easily digestible financial data, executives can make more informed decisions and drive global strategies designed to help Mazars grow and develop.”

Pierre-Yves Bouis,
IT Project Manager,
Mazars
Case Study