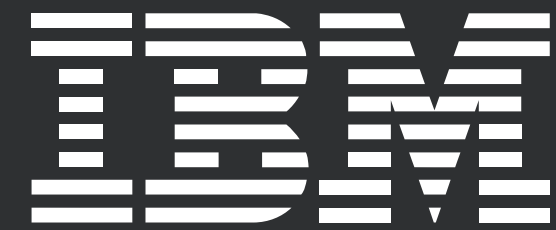


IBM  
Analytics platform tool  
11.16.15





# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

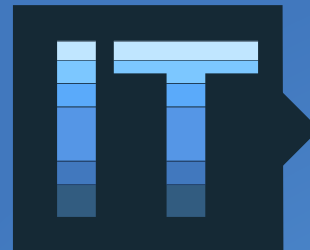
CEO

CFO

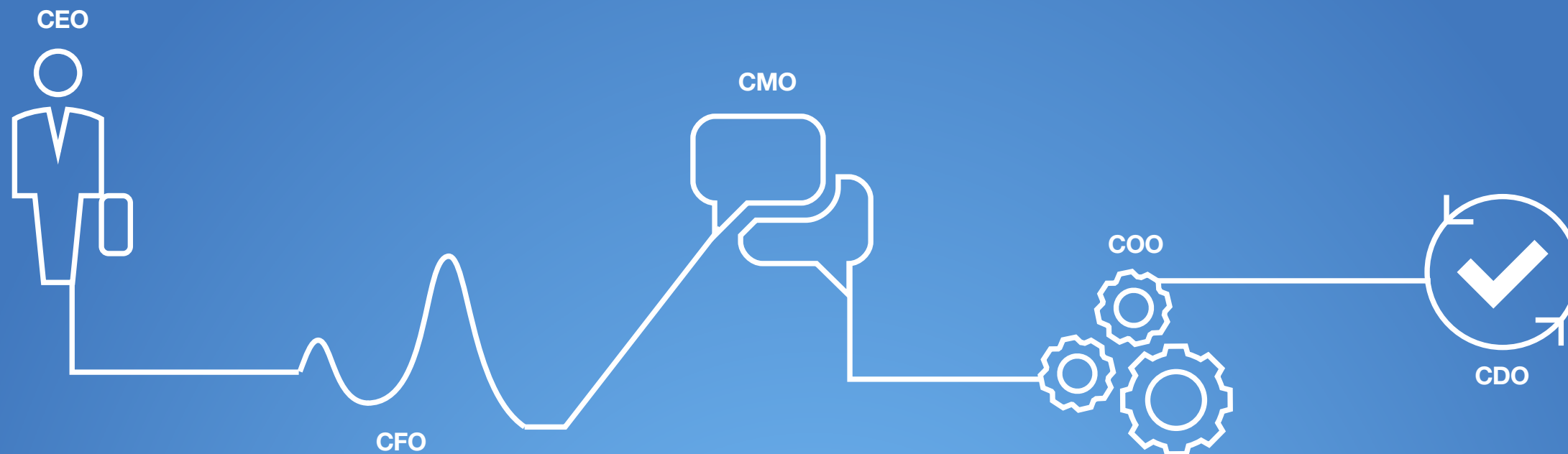
CMO

COO

CDO



**AS A SENIOR IT PROFESSIONAL, YOU WORK HARD TO KEEP YOUR COMPANY'S TECHNOLOGY RUNNING EFFICIENTLY AND YOUR DATA SECURE.** Meanwhile, your line-of-business counterparts want to quickly adopt solutions they can use to leverage big data for a competitive advantage. In their quest for faster analytics results, they may circumvent IT altogether and, as a result, struggle to get useable insight.



IT is the group that can help ensure the data used is clean, well governed and ready to mine, and feeding bad data into even the best analytics solution is a recipe for failure. You can help make the process more collaborative. A focus on business benefits is a great way to get the solutions conversation started with those colleagues most likely to have an impact on your IT strategies.



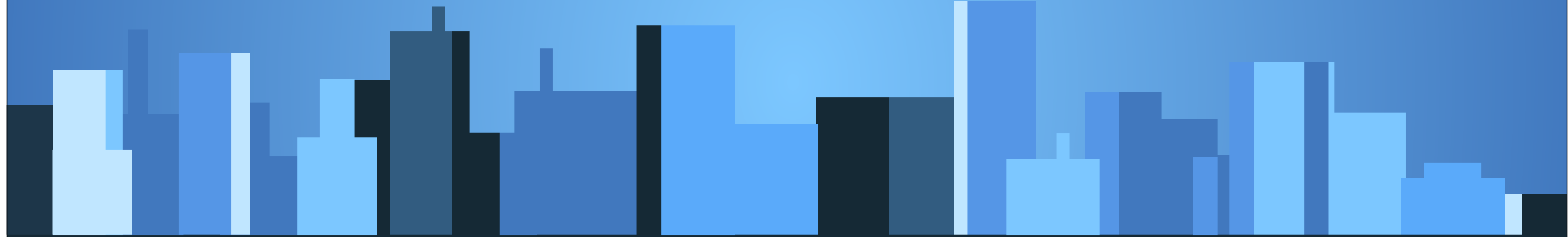
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collaborative. A focus on business benefits is a great way to get the solutions conversation started with those colleagues most likely to have an impact on your IT strategies.



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## THE REWARDS OF BEING A LEADER IN APPLYING DATA AND ANALYTICS

As your organization's technology leader, you need to find ways to foster a mindset where business unit leaders and IT collaborate to find the most effective analytics solutions that deliver results at the speed the business requires.

### BUSINESS OUTCOMES

69%

of leading businesses improved their business outcomes using data and analytics

[MORE DETAILS](#)

### COMPETITIVE ADVANTAGE

53%

of leading businesses gained a significant competitive advantage using data and analytics

[MORE DETAILS](#)

### REVENUE

60%

of leading businesses generated significant revenue increases using data and analytics

[MORE DETAILS](#)

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collaborative. A focus on business benefits is a great way to get the solutions conversation started with those colleagues most likely to have an impact on your IT strategies.



## THE REWARDS OF BEING A LEADER IN APPLYING DATA AND ANALYTICS

As your organization's technology leader, you need to find ways to foster a mindset where business unit leaders and IT collaborate to find the most effective analytics solutions that deliver results at the speed the business requires.

### BUSINESS OUTCOMES



Top data-driven companies are significantly increasing revenue, growth and profitability by applying more-sophisticated analytics across more parts of their organizations.

### COMPETITIVE ADVANTAGE



Top data-driven companies are setting themselves apart from their competitors by leveraging analytics from many different data sources both inside and outside their enterprises.

### REVENUE



Top data-driven companies are increasing revenues by utilizing analytics to stimulate innovative thinking and create a larger, more loyal customer base.



# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

CEO

CFO

CMO

COO

CDO



FOCUSES ON REVENUE, GROWTH AND PROFITABILITY AND ON COMPANY CULTURE

DETAILS

## WHAT KEEPS THEM AWAKE AT NIGHT?

Empowering employees through corporate culture



Engaging customers as individuals

Keeping pace with rapid changes in technology



Maintaining operational control



Increasing innovation with partnerships





# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

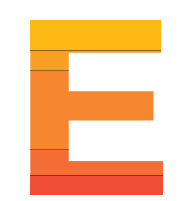
CEO

CFO

CMO

COO

CDO



**FOCUSES ON REVENUE, GROWTH AND PROFITABILITY AND ON COMPANY CULTURE**



## **CEOs HAVE TO STAY AT BIG-PICTURE ALTITUDE.**

Their success depends upon meeting the needs of employees, as well as customers and investors, but they are being bombarded by change. With technology disrupting the ways companies do business, CEOs often find they're in uncharted territory.

How do they facilitate innovation, collaboration and creativity through organizational openness and still retain the operational control to help ensure compliance, avoid waste and enforce standards? How do they adopt new technologies and ways of working that employees just starting their careers may understand better? Connectedness is the key, but even those CEOs who realize this may be unsure where to start.

Empowering employees through corporate culture



Engaging customers as individuals

Increasing innovation with partnerships

Maintaining operational control





Engaging customers as individuals



Increasing innovation with partnerships

## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

In this era of connected customers and employees, the pace of change can be challenging. CEOs welcome someone who can help them make sense of the chaos and derive increased business value from the ever-growing volumes of data available to the organization.

**DEMONSTRATE** the power of analytics to distill what is valuable—from risk assessment to predictive and prescriptive modeling, enterprise performance management, and business intelligence

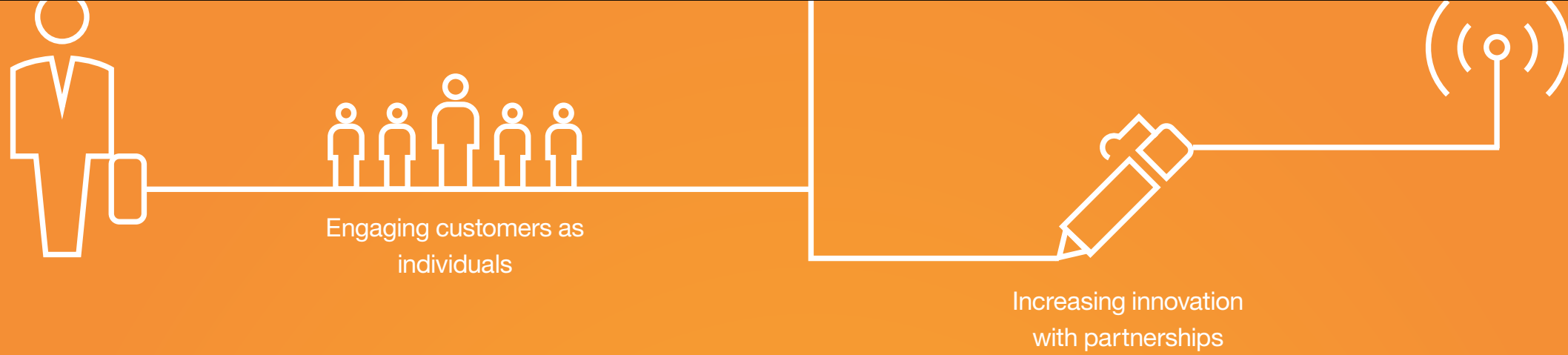
**DELIVER** new ways to enable everyday decision making and to build instant, automated responses into operations by turning a wide range of data types into actionable insight

**BLEND** internal and external views to discover unexpected insights that can be applied to customers, employees or external partnerships

**PROVIDE** more ways to freely explore data, detect patterns and reveal factors never before considered



IBM ANALYTICS PLATFORM



## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

Our analytics platform delivers fact-based insight CEOs can leverage, so they can adapt and evolve with confidence.

## ACCELERATE EXECUTIVE SUCCESS WITH THESE KEY PLATFORM CAPABILITIES

### BROAD, DEEP ANALYTICS:

- Enable data-based decision making with clear insights across the enterprise
- Utilize next-best-action recommendations built on comprehensive data analysis and predictive insights
- Uncover opportunities in all types of data for well-informed enterprise strategy

### BUILT-IN DATA INTEGRATION AND GOVERNANCE:

- Enable collaboration and innovation based on shared understanding of data
- Minimize disruption caused by data breaches

### FLUID, HYBRID ARCHITECTURE:

- Adopt high-performance solutions at a cost-effective scale
- Realize greater system flexibility and efficiency that delivers cost savings

### SYSTEM OPENNESS:

- Tap into new opportunities quickly, with a solution built to adapt and evolve





## HOW IS THIS A WIN FOR BOTH CEOs AND IT?

CEOs

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IT

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CASE STUDY



CEOs win with insights that let them show leadership in the face of constant change. When they have deep, data-based insight, they can identify new marketplace opportunities; build a larger, more loyal customer base; and formulate smarter marketplace strategies that keep the organization one step ahead of its competitors. They can also fuel employee creativity and innovation and can more strongly engage customers on a personal level.



## HOW IS THIS A WIN FOR BOTH CEOs AND IT?

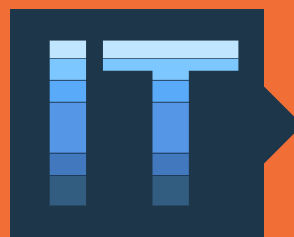
CEOs

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IT

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CASE STUDY



IT wins by earning the trust and the support of the CEO. This allows you to gain or keep a seat at the table for discussions on new strategies and related technology choices. It helps you introduce new ways to fuel growth by leveraging data and analytics. You can help control costs by implementing new systems that integrate easily with existing infrastructure. You are also able to help protect the security and integrity of your enterprise data and safeguard it from breaches, as well as reduce the risk of inadvertent exposure.





## HOW IS THIS A WIN FOR BOTH CEOS AND IT?

EXECUTIVES

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IT

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CASE STUDY



The company was able to transform from just a car manufacturer into a developer of innovative connected services. It has also created new third-party revenue streams from cities, insurance agencies, weather companies and more.

An automobile manufacturer in Europe develops an Internet of vehicles platform that expands insights, improves decision making, boosts customer satisfaction, reduces warranty claims and creates new revenue streams. The company gathers real-time information and then applies predictive analytics to the vehicle data, driving behaviors and environmental factors to anticipate potential issues, such as parts failures. It can then send information back to alert drivers before problems arise. Insight is used to customize services for each specific driver and passenger based on individual preferences and local driving conditions.





# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

CEO

CFO

CMO

COO

CDO



FOCUSES ON BALANCE SHEET, PLANNING AND FORECASTING, PROFIT AND LOSS, AND CASH FLOW

DETAILS

## WHAT KEEPS THEM AWAKE AT NIGHT?





# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

CEO

CFO

CMO

COO

CDO

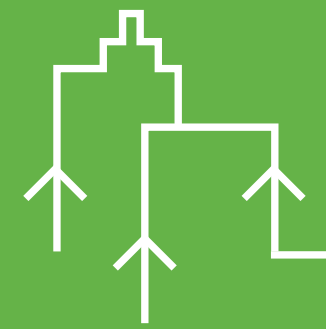


FOCUSES ON BALANCE SHEET, PLANNING AND FORECASTING, PROFIT AND LOSS, AND CASH FLOW

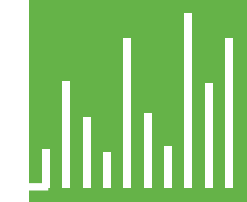


## THE ROLE OF CFOs HAS CHANGED.

Their most critical task is still to monitor and measure company performance, but they are now also being asked to provide input on enterprise-wide business strategy. CFOs need to expand their understanding of new technologies and data-driven analysis, so they can become more effective in monitoring business performance, managing risk and generating predictive insights. They also need to understand other areas of the business, as well as combine internal and external data to produce enterprise strategy insights that create profitable growth. Currently, 82 percent of CFOs see the value of integrating enterprise-wide information, but only 24 percent think their own team is up to the task. There is a big opportunity for IT to help guide the way.

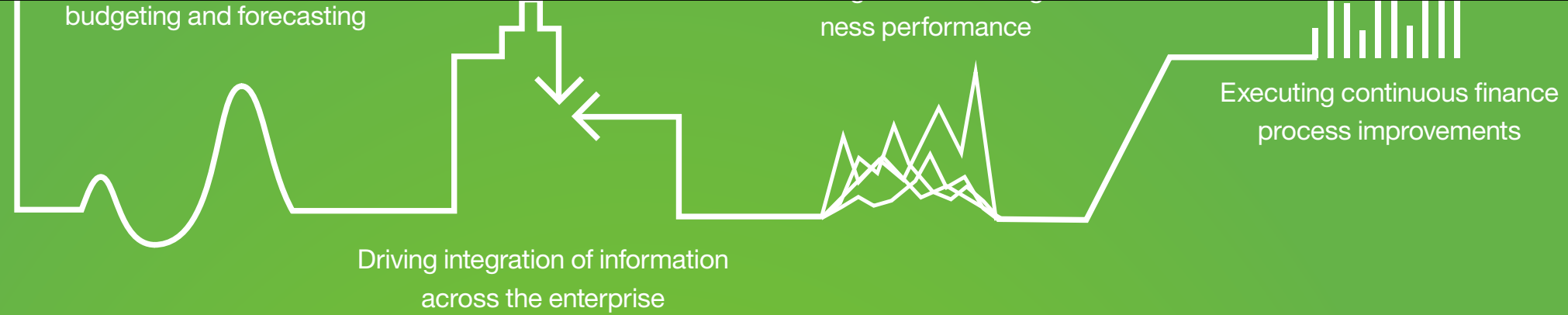


Providing inputs into enterprise strategy



Driving continuous finance process improvements

Driving integration of information across the enterprise



## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

According to the findings of our 2014 C-suite research, CFOs typically use enterprise resource planning systems and analytical tools for only about a third of their work. The rest of the time, they still rely on spreadsheets or old-fashioned intuition. They know that they should be exploiting the power of existing technologies to a much greater degree—and they’re looking for people who can help them do it.

**INTEGRATE** financial and operational data for a deeper understanding of complex questions, such as the real costs of serving individual customers

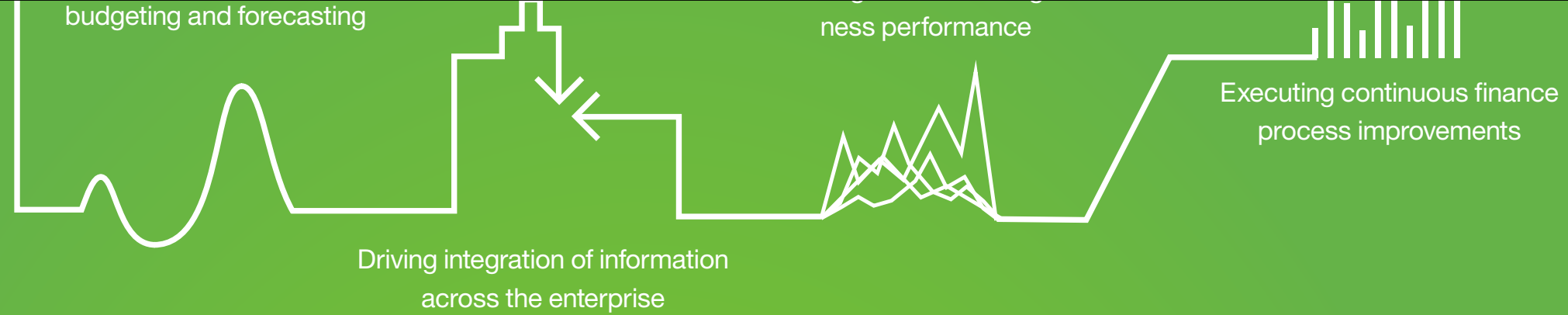
**FOSTER** the skills required to analyze integrated, cross-functional financial and nonfinancial data

**APPLY** advanced analytical techniques to predict future trends and prescribe the best courses of action

**FORGE** seamless links among the different parts of the business, including customer-facing functions such as marketing and sales, as well as back-office functions such as manufacturing and distribution

**DEVELOP** common financial data definitions, processes and reporting procedures to deliver a single version of the “truth”





## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

The IBM analytics platform delivers fact-based insight CFOs can leverage to establish strong operational plans and forecasts. Through our key platform capabilities, which include top-quality analytics, comprehensive integration and governance, flexible architecture and an open system, we can help generate the deep insights CFOs needed to create profitable growth.

### SUPPORT FINANCE WITH THESE KEY PLATFORM CAPABILITIES

#### BROAD, DEEP ANALYTICS:

- Gain data-based insight that informs strategy decisions
- Provide clear visualization of both internal and external data
- Deliver clear insight into what's happening across the entire organization

#### BUILT-IN DATA INTEGRATION AND GOVERNANCE:

- Enable collaboration and innovation across the organization

#### FLUID, HYBRID ARCHITECTURE:

- Establish high-performance data management that controls costs as volumes grow
- Transition from on-premises to cloud solutions and manage hybrid environments in a cost-effective manner

#### SYSTEM OPENNESS:

- Enable easy adoption of open-source technology to complement other analytics functionality at low cost



know that they should be exploiting the power of existing technologies to a much greater degree — and they're looking for people who can help them do it.

**DEVELOP** common financial data definitions, processes and reporting procedures to deliver a single version of the “truth”



## HOW IS THIS A WIN FOR BOTH FINANCE AND IT?

FINANCE

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IT

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CASE STUDY



CFOs win with analytics that let them improve internal processes, enterprise strategy and company performance. With better insights, CFOs are better prepared for business forecasts and industry analysis. Acquisition and divestiture decisions are based on clearer views of what could happen. The expansion of data-driven insight opens up whole new avenues for managing risk and identifying opportunities for revenue growth.



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## HOW IS THIS A WIN FOR BOTH FINANCE AND IT?

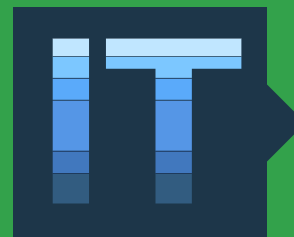
FINANCE

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IT

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CASE STUDY



IT wins by becoming the CFO's go-to technology expert and a resource for developing an enterprise-wide understanding of the organization's data and analytics. This allows you to introduce new ways of fueling growth by leveraging data and analytics. It can help you establish a strong emphasis on data management standards across the enterprise. It can also help you control costs by implementing new systems that integrate easily with existing infrastructure and help ensure greater security and integrity for all your enterprise information.



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**DEVELOP** common financial data definitions, processes and reporting procedures to deliver a single version of the “truth”



## HOW IS THIS A WIN FOR BOTH FINANCE AND IT?

FINANCE

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IT

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CASE STUDY



With greater access to relevant, real-time information, call center agents deliver higher-quality service in a more efficient manner. Every second shaved off the average handling time results in millions of dollars in annual cost savings.

A tier 1 mobile service provider automates content preparation for call center representatives, reducing costs and increasing customer satisfaction by shortening the average handling time (AHT) for calls. Call centers now have real-time access to customer and product data through a centralized product knowledge hub. The solution helps over 40,000 call center agents resolve customer issues faster and more reliably, resulting in a lower AHT and greater customer satisfaction. The service provider also has saved hundreds of thousands of dollars that had been previously spent on segmenting and processing information manually.

Source. “Pushing the frontiers: CFO insights from the Global C-suite Study,” IBM Institute for Business Value, February 2014.



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# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

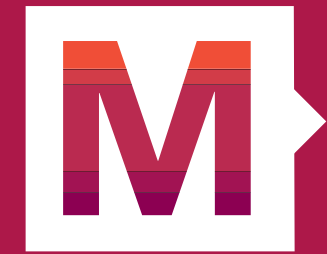
CEO

CFO

**CMO**

COO

CDO



**FOCUSES ON ATTRACTING, GROWING AND RETAINING CUSTOMERS**

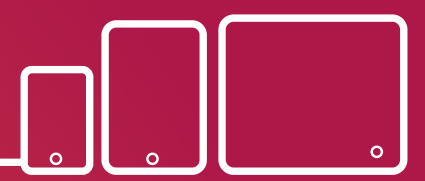
**DETAILS**

## WHAT KEEPS THEM AWAKE AT NIGHT?

Embracing social media



Planning for the data explosion



Planning for the growth of



HOME

CEO

CFO

**CMO**

COO

CDO



## FOCUSES ON ATTRACTING, GROWING AND RETAINING CUSTOMERS



### **CMOs ARE FOCUSED ON THE COMPANY'S CUSTOMER BASE.**

The decisions of chief marketing officers (CMOs) are highly calculated either to gain new customers or to deepen existing relationships. Their two biggest barriers to adopting new technology are initial cost and lack of certainty about return on investment (ROI). Big data also has wide-ranging policy implications CMOs should consider, such as protection of customer privacy and organization-wide sharing of data.

Digital is challenging mass-marketing assumptions, skill sets and approaches, and two-thirds of CMOs don't feel prepared. Most use data analysis to manage customer transactions, but they would also benefit from using it to build one-on-one relationships with customers.

Embracing social me



Planning for the growth of





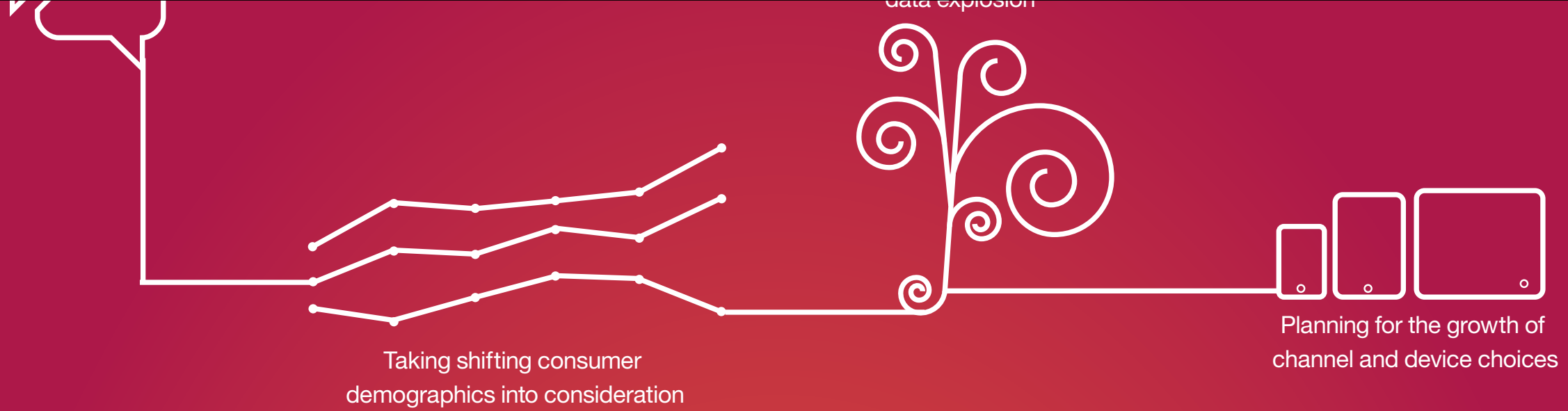
### HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

As an IT leader, you can be the CMO's greatest ally if you help him or her understand which analytics capabilities can help meet key business requirements.

- **ELEVATE** the understanding of customers by integrating new digital information sources, including documents, messages and social media content
- **ENABLE** analysis of potential marketing approaches and their anticipated results
- **GENERATE** insights that can be leveraged to build strong, lasting customer connections by tracking what customers say and do online and offline
- **SIMPLIFY** analytics into actionable insights that don't require knowledge of complex analytics or data science to understand





## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

The IBM analytics platform enables smarter marketing based on data-driven insights—from broad marketplace trends down to consumer preferences and behaviors at an individual customer level. It captures actionable insights from a range of sources. It also simplifies analysis of marketing results so that the most effective tactics can be extended.

### IMPROVE MARKETING RESULTS WITH THESE KEY PLATFORM CAPABILITIES

#### BROAD, DEEP ANALYTICS:

- Uncover opportunities in all types of data for better marketing campaigns
- Predict results from different approaches to pre-test campaigns
- Develop clear insights without learning complex analytics or data science

#### BUILT-IN DATA INTEGRATION AND GOVERNANCE:

- Quickly find relevant data to shape marketing campaigns
- Protect private customer information even when it's used for targeted marketing

#### FLUID, HYBRID ARCHITECTURE:

- Future-proof solutions with an infrastructure that supports changing technology
- Work in any configuration including on-premises, cloud and hybrid environments

#### SYSTEM OPENNESS:

- Embrace new technologies just as fast as they arise with a solution built to adapt and evolve





## HOW IS THIS A WIN FOR BOTH MARKETING AND IT?

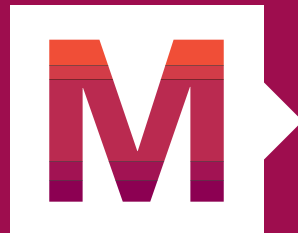
MARKETING

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IT

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CASE STUDY



CMOs win with analytics that helps them understand individual customers, not just marketplaces. When they can recognize preferences, trends and patterns across every customer touchpoint, they can deliver a multichannel customer experience that empowers customers and fosters lasting connections. Internally, the right analytics solution increases the digital IQ of the marketing team, improves decision making, and captures measurable results they can use to demonstrate accountability and a real marketing ROI.



## HOW IS THIS A WIN FOR BOTH MARKETING AND IT?

MARKETING

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IT

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CASE STUDY



IT wins by participating in the decision-making process for new technology purchases and overseeing well-governed implementation. You can help guide marketing toward the solution that is most effective and integrates well with your current systems. You can help make it easier for marketing to share data with other teams, while safeguarding private customer data and helping protect the integrity of your enterprise data, even from unintentional, inappropriate use.



## HOW IS THIS A WIN FOR BOTH MARKETING AND IT?

MARKETING

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IT

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CASE STUDY



The beverage company can now see exactly what programs, messages and tactics are generating what responses, so it can repeat those approaches that work and eliminate those that don't.

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An international beverage company in the United States institutes a sophisticated consumer database solution that helps optimize marketing reach and drives the effectiveness of marketing programs. Its solution helps track, monitor, manage, maintain and analyze nearly every interaction of their 25 million loyalty program members. The intelligence provides insight into how consumers feel toward the company's brands and how best to build and inspire brand devotion and social advocacy.



# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

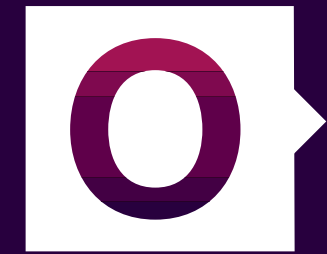
CEO

CFO

CMO

**COO**

CDO

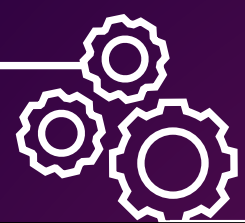


**FOCUSES ON OPERATIONS MANAGEMENT, STRATEGY EXECUTION AND BUSINESS PERFORMANCE**

**DETAILS**

## WHAT KEEPS THEM AWAKE AT NIGHT?

Managing the strategic assets of the company



Translating strategy into operations



Fostering a culture that drives business success



# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

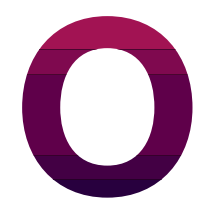
CEO

CFO

CMO

**COO**

CDO



## FOCUSES ON OPERATIONS MANAGEMENT, STRATEGY EXECUTION AND BUSINESS PERFORMANCE

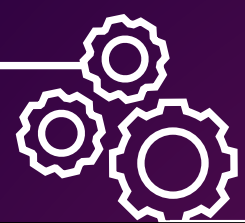


### COOs ARE OFTEN SEEN AS THE SECOND IN COMMAND.

Typically, a COO augments the work of the CEO, but exactly what that augmentation includes varies from organization to organization. It may involve making the CEO's vision a reality, or it may mean focusing on day-to-day operations to allow the CEO to focus on the company's future.

The COO is focused more on executional aspects. How do we increase operational efficiency while building a culture of innovation? How do we adopt the new technologies without affecting operational performance or our bottom line? How do we quickly and efficiently make change happen? COOs are the go-to executives for a wide range of questions, so they need to be equipped with answers, and new technology is integral to their success.

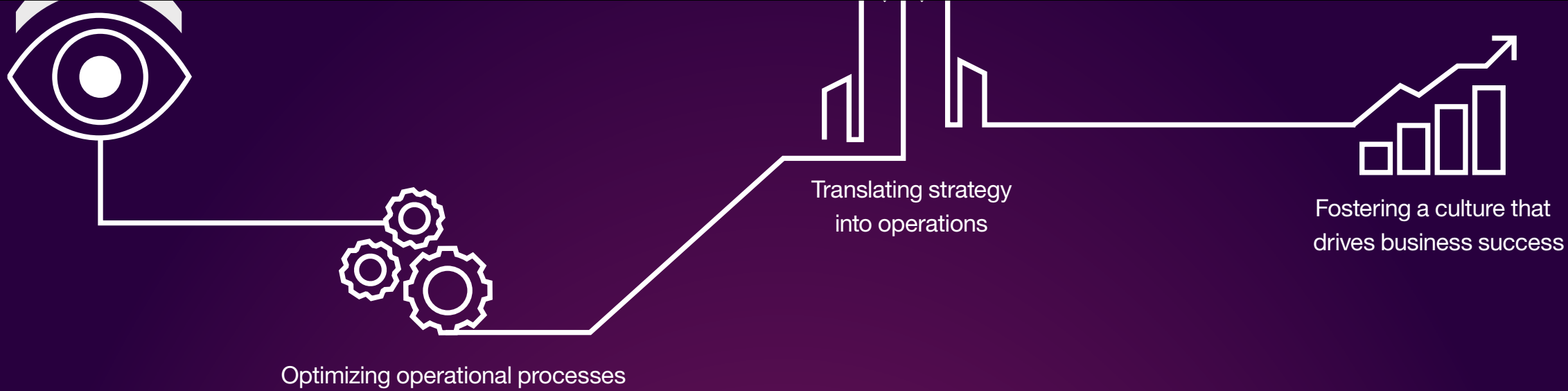
Managing the strategic assets of the company



Translating strategy into operations



Fostering a culture that drives business success



## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

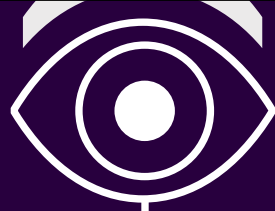
Companies are inundated with messages about the potential of data and analytics to drive the future of business. COOs don't need talk; they need solutions that will work right now to derive business value from the ever-growing volumes of data available to their organizations.

**DEMONSTRATE** the power of analytics to deliver immediate insights from high-volume data to support nearly instantaneous decisions and operations

**DELIVER** new ways to enable everyday decision making and to build instant, automated responses into operations by gleaming actionable insight from a wide range of data and content

**OFFER** prescriptive analytics that can drive change through next-best-action recommendations based on analysis of available data





Translating strategy into operations



Fostering a culture that drives business success

Optimizing operational processes

## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

The IBM analytics platform drives operational change and business performance by delivering a 360-degree view of an organization and actionable insight that can inform decisions and actions.

### ACCELERATE OPERATIONAL SUCCESS WITH THESE KEY PLATFORM CAPABILITIES

#### BROAD, DEEP ANALYTICS:

- Practice data-based, enterprise-wide decision making with clear insight into all aspects of the organization
- Utilize next-best-action recommendations built on comprehensive data analysis

#### BUILT-IN DATA INTEGRATION AND GOVERNANCE:

- Enable collaboration and innovation based on a shared understanding of enterprise data
- Protect personally identifiable information from intentional or accidental exposure

#### FLUID, HYBRID ARCHITECTURE:

- Adopt high-performance solutions at a cost-effective scale
- Reduce costs with management of data that is more flexible and efficient

#### SYSTEM OPENNESS:

- Keep ahead of the marketplace and incorporate new capabilities quickly with a solution built to adapt and evolve



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## HOW IS THIS A WIN FOR BOTH OPERATIONS AND IT?

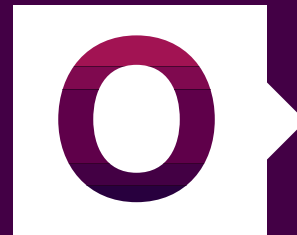
OPERATIONS

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IT

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CASE STUDY



COOs win with analytics that turn strategy into bottom-line success. With deep insight into the right data, they can create greater efficiencies, maximize returns from strategic assets and execute smarter marketplace strategies. The platform can even provide answers to questions they might not think to ask, opening up even more opportunities. In addition, by increasing internal and external connectedness, the organization can also build a culture in which every employee can contribute to innovation and in which customer engagement drives loyalty and sales.



## HOW IS THIS A WIN FOR BOTH OPERATIONS AND IT?

### OPERATIONS

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### IT

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### CASE STUDY



IT wins by being a strategic partner to the COO in achieving operational success. You can help guide discussions around the technology needed for implementing strategic mandates and introduce new ways of fueling growth by leveraging data and analytics. You can also help control costs by implementing new systems that integrate easily with existing infrastructure and that protect the integrity of your enterprise data.



## HOW IS THIS A WIN FOR BOTH OPERATIONS AND IT?

### OPERATIONS

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### IT

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### CASE STUDY



A new integrated payments service system reduced enrollment times for midsize banking customers from 12 weeks to only two. Online report volumes also increased 350 percent with no performance lag, saving potentially millions in printing and mailing costs.

A Canadian financial institution implements an integrated payments service system that enables corporate customers to send multiple payment types in a single transmission and that accelerates the enrollment of new customers. The system integrates diverse customer information into a single, accurate view and captures payment, balance and transaction data as it's processed from multiple lines of business, delivering real-time online dashboards. Overall revenue has increased, as has the satisfaction of more than 21 million customers in 55 countries around the world.



# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

CEO

CFO

CMO

COO

CDO

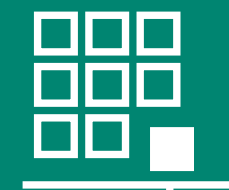


**FOCUSES ON DATA USE AND GOVERNANCE, PREDICTIVE ANALYTICS, AND MARKETPLACE INNOVATION**

DETAILS

## WHAT KEEPS THEM AWAKE AT NIGHT?

Creating ways to leverage existing data assets and explore new uses of data



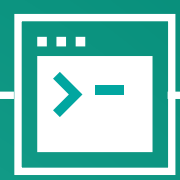
Enriching insights by combining internal and external data



Monetizing data through identification of new revenue opportunities



Managing the health of data





# FUELING THE ANALYTICS CONVERSATION WITH BUSINESS LEADERS

HOME

CEO

CFO

CMO

COO

CDO

# D

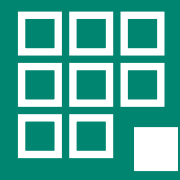
**FOCUSES ON DATA USE AND GOVERNANCE, PREDICTIVE ANALYTICS, AND MARKETPLACE INNOVATION**



## THE CDO IS A NEW ROLE IN MANY ORGANIZATIONS.

Chief data officers (CDOs) are not the managers of data projects, and those who focus too much on data integration don't stay in their positions long. Successful CDOs are change agents with one overarching priority: leverage enterprise data to drive marketplace innovation and business value. But their reality isn't always as clear. CDOs must address myriad complex issues with no simple answers. How can we do more with the data we have? How can we derive viable insights faster? How can we take advantage of data-driven insights in our existing business model and open new opportunities? For CDOs, every day data is left adrift is a day of missed opportunities to increase operational efficiencies, engage customers more effectively, drive revenue growth and lead with marketplace innovation.

Creating ways to leverage assets and explore new



through identification of new opportunities



Managing the health of data





## HOW CAN YOU HELP THEM?

### HOW CAN IBM HELP YOU?

CDOs understand the industries and marketplaces in which their organizations compete and have a technical knowledge of data, its structures and its potential as an asset. They aren't, however, solution experts. Most useful to them is a partner that can take the lead on data integration and let them focus on innovation.

- **OUTLINE** the possibilities hiding within your current platform and capabilities
- **DRIVE** innovation across the entire organization with a flexible platform that allows data conversations to focus around access rather than tools
- **CAPTURE** the time value of data by developing “speed of insight” and “speed of action” as core differentiators
- **CHANGE** the game across the board by infusing analytics into every aspect of the business
- **CREATE** a common framework that business and data professionals can share, as well as help them accelerate the whole process



IBM ANALYTICS  
PLATFORM



HOW CAN YOU HELP THEM?

HOW CAN IBM HELP YOU?

The IBM analytics platform helps CDOs accelerate enterprise-wide growth and innovation through data and insight.

**CHAMPION A VISION FOR DATA WITH THESE KEY PLATFORM CAPABILITIES**

**BROAD, DEEP ANALYTICS:**

- Develop a 360-degree view of organizational data to support enterprise-wide strategies
- Provide visualization for both internal and external data for well-informed decisions

**BUILT-IN DATA INTEGRATION AND GOVERNANCE:**

- Enable collaboration and innovation with a common understanding of business data
- Share data to strengthen insights and decisions across the whole organization

**FLUID, HYBRID ARCHITECTURE:**

- Future-proof solutions with analytics capabilities that adapt easily to changing technology
- Empower data use across on-premises, cloud and hybrid environments
- Create a central data utility that is a protected zone for keeping information safe and tapping into its value

**SYSTEM OPENNESS:**

- Incorporate new technologies and solutions with ease, without compromising data management effectiveness

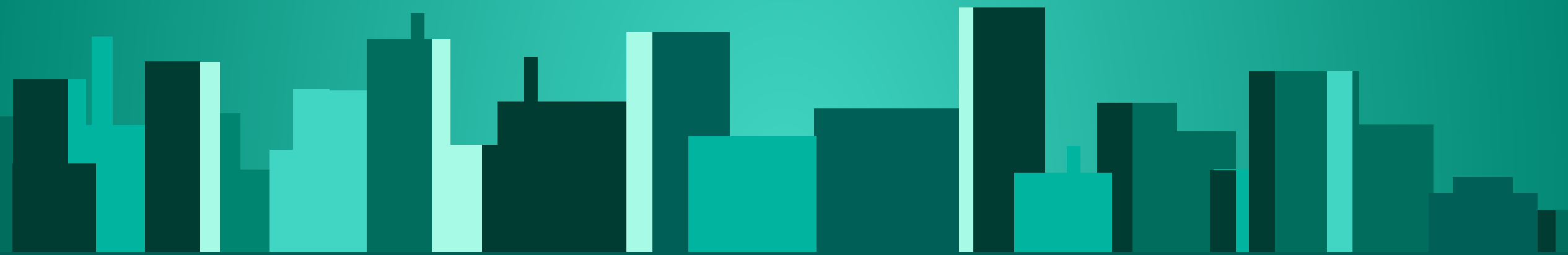


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tapping into its value

**SYSTEM OPENNESS:**

- Incorporate new technologies and solutions with ease, without compromising data management effectiveness



# HOW IS THIS A WIN FOR BOTH DATA LEADERSHIP AND IT?

DATA LEADERSHIP

IT

CASE STUDY



CDOs win with solutions and best practices that drive innovation across the entire organization. By moving toward a central data utility and shared governance models, the CDO helps stakeholders across all departments build a culture that drives business growth by embracing new ideas. He or she helps nurture trust in the sharing of data and increases the level of organization-wide buy-in to centralized data, a common language, aligned processes and a data policy that drives business value through innovation.



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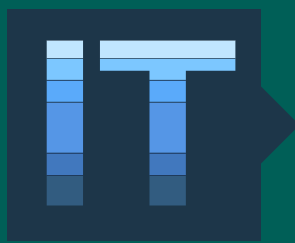
DATA LEADERSHIP

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IT

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CASE STUDY



IT wins by becoming an ally of the CDO. You can help lead the process of data integration and become an additional voice communicating the potential and value of shared data. You can assist him or her in developing best practices for data sharing that protect the security and integrity of your enterprise information. You can also influence the selection of expert services that will help speed the transition from data integration to marketplace innovation.



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DATA LEADERSHIP

IT

CASE STUDY



An auto manufacturer now has data available across all business lines, so it can isolate and address the source of recurring vehicle issues down to an individual parts supplier, a particular assembly plant, even a specific shift.

An automobile manufacturer in Detroit brings its IT in house and creates a single enterprise data warehouse. This shift enables the systematic capture and analysis of massive amounts of data, improves system efficiency, streamlines data analysis and accelerates decision making. The new data capabilities allow the company to improve manufacturing lines, change parts suppliers or even redesign vehicles to make them more reliable. The manufacturer has doubled the number of models receiving J.D. Power Initial Quality Study awards in one year and has lowered warranty costs by easily finding and fixing the source of many warranty claim issues.



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