



IBM Smarter Industries Symposium

10-11 Nov 2010, Barcelona

Smarter Industries. Smarter Business.

Analytics: The New Path to Value

How the smartest organizations are embedding analytics to transform insights into action

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IBM Smarter Industries Symposium
Barcelona



IBM Institute for Business Value

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Key finding 1

Analytics correlates to performance



3x

Organizations that lead in analytics outperform those who are just beginning to adopt analytics



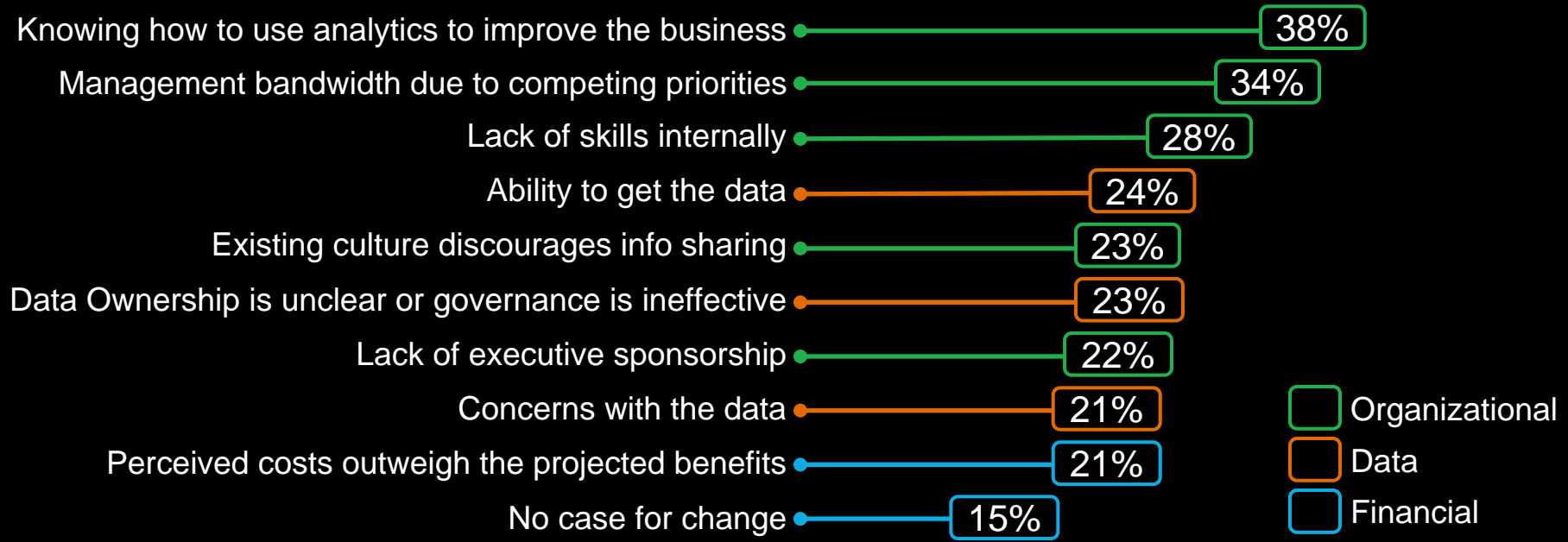
5.4x

Top Performers are more likely to use an analytic approach over intuition*

Key finding 2

Organizational, not data or financial concerns, are holding back adoption

Primary obstacles to widespread analytics adoption



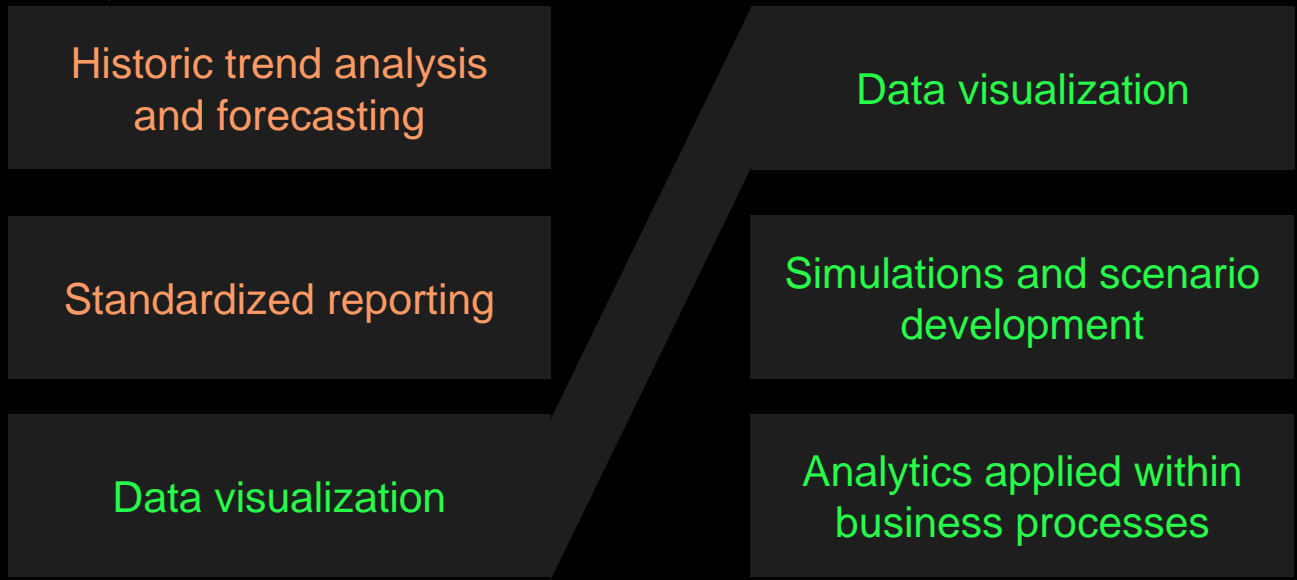
Key finding 3

Organizations want to “see” insights more clearly and act on them

Analytic techniques providing the most value

Today

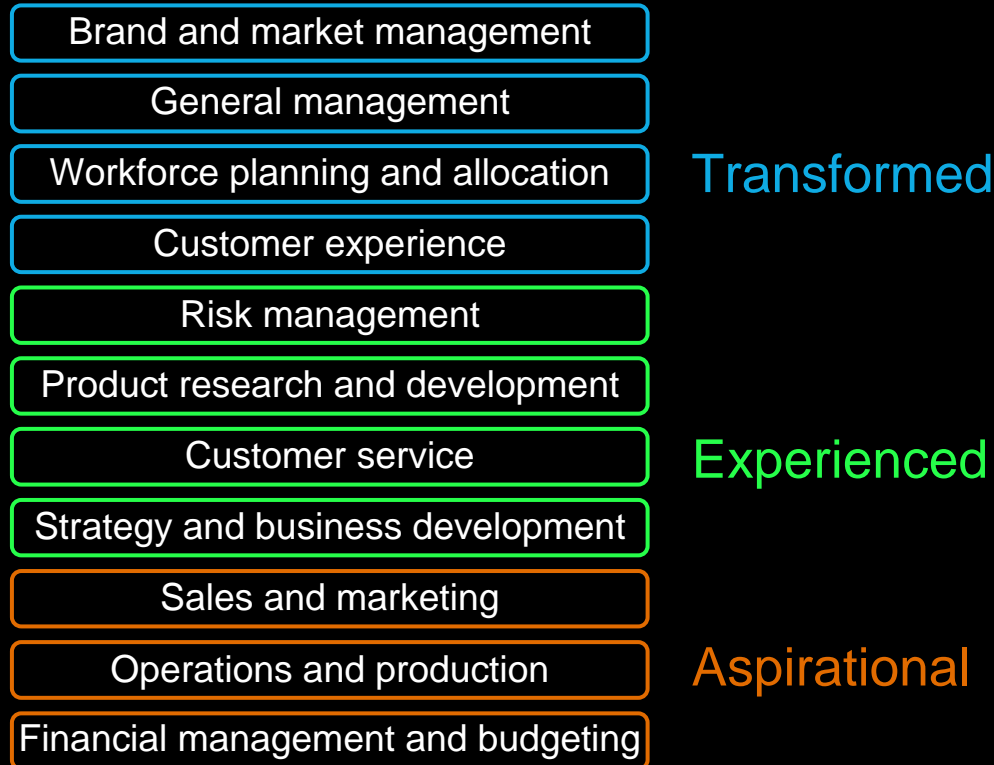
In 24 months



- Increased or sustained value
- Decreased in value

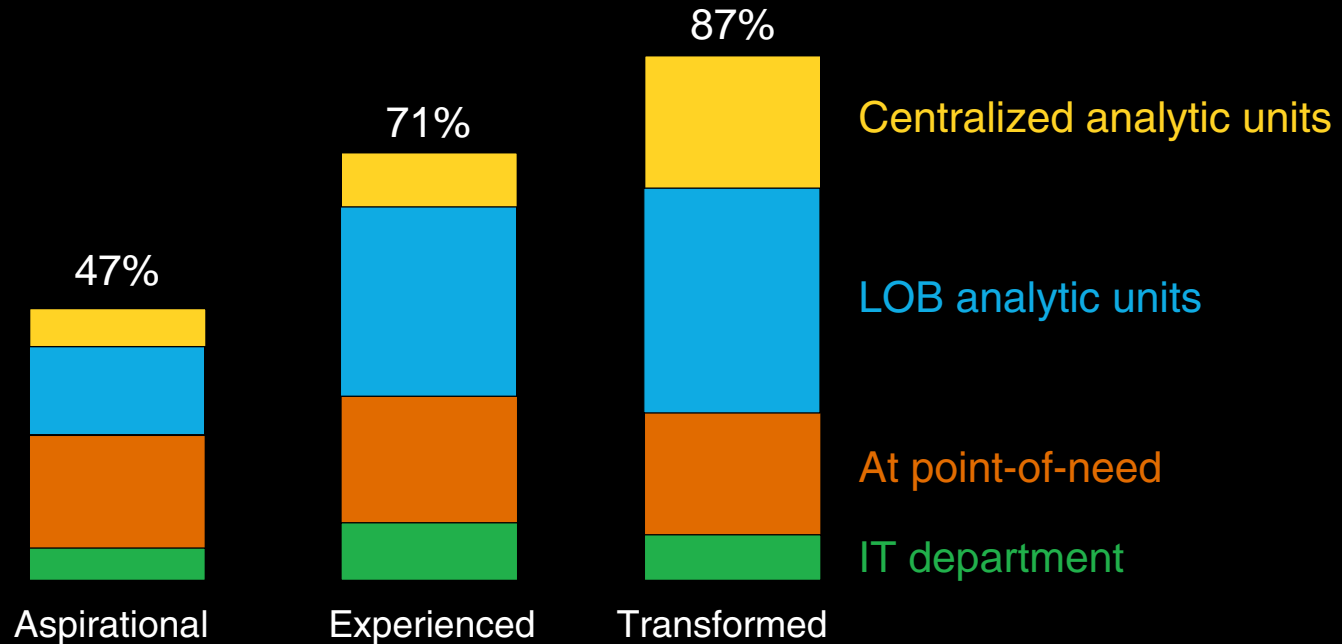
Key finding 4

Analytic use propagates across functions in a predictable pattern



Key finding 5

As adoption spreads, there is a growing demand for a greater variety of skills and deeper expertise.



Analytic programs create value for organizations in three ways:

Areas of Benefit

Analytic Solutions

Infrastructure Productivity

Take-out cost and
improve efficiency



Analytics Simplification /
BAO Foundation

Business Productivity

Improve control, bottom
line and stop losses



Finance / Risk / Fraud
Analytics

Supply Chain /
Operational Analytics

Return to Growth

Intelligent profitable
growth



Marketing and
Customer Analytics

Human Capital
Analytics

“New path to value” is a five-point approach to operationalizing analytics



How to get started

Pick your spot

1. Biggest and highest value opportunity

Prove the value

2. Start with questions

3. Embed insights

Continuous Value Delivery

4. Add capabilities

5. Information agenda



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