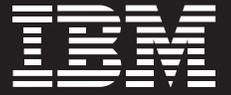


Working smarter with analytics
To support your business objectives



IBM Smart Analytics System



Working Smarter with Analytics.



Working Smarter with Analytics

“Work smarter, not harder” How many times have we heard this phrase? And yet, in this brutal economy working smarter is a matter of survival. Slow sales cycles, cutbacks, reluctant clients and intense competition, business leaders are really feeling the heat to act and act fast, but a single bad decision today could be fatal. So, what is the key to working smarter?

The key to working smarter is having the right information and insight to drive smarter business outcomes. Working smarter means your front line business leaders know where to find the new revenue opportunities and which product or service offerings are most likely to address the market requirement. It means business analysts can quickly access the right data points to evaluate key performance and revenue indicators in building successful corporate growth strategies. And, it means corporate risk and compliance units can recognize regulatory, reputational, and operational risks before they become realities.

The IBM® Smart Analytics System gives your organization the insight it needs to work smarter in this challenging environment by putting the right answers in the hands of your decision makers today while putting your business in the best position to quickly adapt and grow to answer the questions of tomorrow.

IBM Smart Analytics System accelerates “working smarter”

The IBM Smart Analytics System is a unique, deeply integrated and optimized, ready-to-use analytics solution that can quickly turn information into insight. Designed to accelerate decision making in your business, the system helps deliver the insight you need where and when you need it to ensure you can quickly respond to ever-changing business conditions and uncover and capture new revenue opportunities for your organization. By leveraging a flexible infrastructure of IBM software, servers and storage, the IBM Smart Analytics System provides your organization flexibility and simplicity in deployment to ensure you can adjust and grow the solution to fit your ever-evolving business needs.

The system features:

- *An analytics platform providing cubing services, data mining, text analytics, intuitive business intelligence reporting, analysis, dashboards, and scorecards*
- *A trusted information platform offering high performance data warehouse management and storage optimization*
- *A highly reliable system platform with scalable server and storage*
- *Installation services and single point of support*

And with the system, your organization can be sure you are utilizing the industry’s most comprehensive, strategic and flexible analytics system available in the market today.

Better business outcomes

With the IBM Smart Analytics System, businesses can work smarter by:

1) *Having the knowledge you need*

Delivers insightful information in context so decision makers like you have the right information, where, when and how you need it

2) *Making better, faster decisions*

Provides decision makers throughout the organization with the interactive, self-service environment needed for exploration and analysis

3) *Optimizing business performance*

Enables decision makers to easily measure and monitor financial and operational business performance, analyze results, predict outcomes and plan for better business results

4) *Uncover new business opportunities*

Delivers new insights that help the organization maximize customer and product profitability, minimize customer churn, detect fraud and increase campaign effectiveness

Broad analytics capabilities

Businesses need a range of analytics capabilities to address the variety of decisions that need to be made every day—and the confidence that those capabilities can be easily expanded as new demands arise. The IBM Smart Analytics System offers a wide range of analytics capabilities, enabling you to consume information in the most digestible format, gain insight, and make smarter decisions today and into the future. The IBM Smart Analytics System helps ensure your solution is quickly up and running and remains as relevant and powerful in the future as it is today. The system includes powerful analytic capabilities such as:

Business intelligence—fast answers to key business questions

The IBM Smart Analytics System business intelligence (BI) capability offers a full range of reporting, analysis and dashboarding to enable you to quickly gain new insights and take actions to drive better business outcomes. Providing a turnkey analytic solution, the system uniquely delivers leading BI software deeply optimized for its high performance server and storage hardware that is business ready in days, not months. Drive better business outcomes with:

- ✓ *A single consistent view of the business*
- ✓ *A full range of decision making capabilities*
- ✓ *Easily accessible information whenever, and whenever needed*
- ✓ *Deeply optimized solutions for unparalleled performance*
- ✓ *Rapid time to value and return on investment (ROI), including the flexibility to grow with the business*

IBM Smart Analytics System puts the power of industry leading business intelligence software into the hands of business leaders who demand an easy to use solution with fast time to value. With the system, decision-makers can access a consistent view of information throughout the business and multiple data sources; uncover and share new insights; and make better decisions to drive the business forward.

Multidimensional cubing services—Gain insight from unseen data relationships

The IBM Smart Analytics System provides high performance cubing services to give decision makers a fast, multidimensional, view of data stored in a relational database for such analysis as how to improve product profitability or customer satisfaction. Your organization can create, edit, import, export, and deploy cube models over the relational warehouse schema to perform these deeper multi-dimensional analyses across multiple business variables and large data sets.

Cubing services also provide optimization techniques to dramatically improve the performance of online analytical processing (OLAP) queries. In doing so, it simplifies the delivery of business analytics and optimization results and puts more power into more decision-makers hands to analyze data and generate business insight.

Data mining and text analytics—Predictive analytics to uncover opportunity

Powerful yet simple, the data mining capabilities available with the IBM Smart Analytics System enables integrated analytics of both structured and unstructured data. Standard data mining models (clustering, associations, classification, and prediction) are supported and can be developed easily using drag and drop in an intuitive design environment. The data mining models are executed in the production environment to provide real-time scoring of data records. Additionally, rich presentation components are provided to enable visual analysis of data mining results. With the system, decision makers can now organize and mine all valuable information to uncover new opportunities, perform customer behavioral analysis or assess potential risk.



Faster time to value

IBM Smart Analytics System gives you a powerful and flexible analytics system in a pre-integrated and deeply optimized solution designed to accelerate deployment and speed business results to meet a broad spectrum of business analytics needs while reducing the IT expertise required.

Deep optimization

- ✓ A unique team of IBM experts has engineered the IBM Smart Analytics System to take maximum advantage of innovations within and among all of its components. Going beyond simply integrating and tuning, the system combines leading software and hardware, and captures the proven IBM expertise on how to best apply them to address the range of analytics workloads. The result is a system that accelerates deployment with greater efficiency and with a more rapid ROI.

A flexible, extensible solution

- ✓ Using the extensive IBM portfolio of analytics software, servers and storage hardware and professional services eliminates the time and cost of integrating and optimizing analytics solutions for business use, while preserving the flexibility not offered by single use appliances. The system enables faster business value at lower cost by combining the simplicity and rapid deployment characteristics of an appliance with the flexibility characteristics of a custom integration approach. Additionally, with the system you can take advantage of ongoing hardware and software enhancements without full system replacement.

Quickly scales to meet changing requirements

- ✓ The system provides the ability for organizations to quickly meet increased demands for analytics capabilities, data requirements or larger business communities by simply adding additional capacity. A flexible technology foundation gives the IBM software, server and storage infrastructure the ability to properly meet initial requirements and easily address future growth of data, users and analytics capabilities.

Designed to meet the needs of business and IT leaders in any industry

The IBM Smart Analytics System offers significant value for any industry or business needing to drive smarter business outcomes faster. From IT professionals struggling to meet changing business requirements for high performance analytics capabilities to business executives who need fast, accurate, answers to critical business questions, the IBM Smart Analytics System provides the answers you need, where and when you need them.

Why IBM Smart Analytics System?

IBM has assembled the most comprehensive portfolio of information management, hardware, software, and services capabilities on the market today. The IBM Smart Analytics System provides an ideal solution for rapid deployment of these capabilities and accelerates delivery of new analytic innovations, including those from IBM Research.

For more information

To learn more about the IBM Smart Analytics System, contact your IBM representative or visit:

ibm.com/smart-analytics-system



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