

IBM Business Analytics

**Trust your**

**DATA**

with IBM Business Analytics

... or face disruption

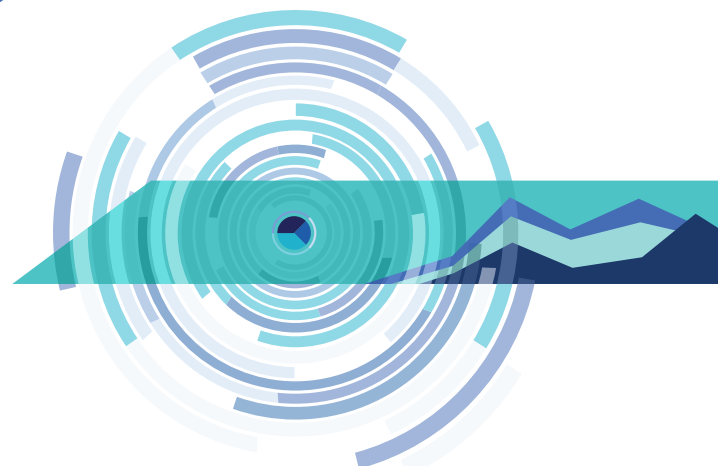
# Trust your data with IBM Business Analytics

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## Disrupt or be disrupted

You know the saying: “disrupt or be disrupted.” Never before has there been so much pressure to innovate. The potential of what can be achieved with analytics is tremendous, and it just keeps growing as data continues to become a bigger part of our everyday life. Think about it: data is everywhere. It’s in our homes, computers, televisions, cars, cellphones... even our wristwatches. As a company, you need to be able to harness the vast amount of available data by incorporating analytics into your strategic vision and using it to make better, data-driven decisions.

However, adapting to an era of data-driven decision making is not always a simple proposition. It’s why many are taking shortcuts or delegating important tasks and responsibilities to quickly hop on the analytics train. Organizations need to seize opportunities as soon as they present themselves, because competitive advantage is often short-lived. Yet, while speed is good, acting before you answer the more advanced questions introduces new risks. It enables more gut-driven decisions, puts self-service business intelligence tools in the hands of unlicensed drivers, and increases the risk of human bias rearing its ugly head.



Businesses are and always will be run by people. However, ignoring what the data is actually telling you can leave you, and your organization, exposed to getting blindsided. You need to be able to leverage advanced analytics so you can **zero in on the right information and make the right decisions.**

And that’s why companies are turning to IBM.

IBM Business Analytics solutions take advantage of the full power of the IBM Analytics portfolio to create the structure to help your unlicensed drivers perform like data scientists, so you can drive your business forward confidently.

With IBM Business Analytics, you can:

- **Root out the hidden errors and bias in your analytics**
- **Discover valuable data patterns and lines of inquiry**
- **Make decisions based on a full picture of your data**

It's true. In fact, IBM Business Analytics solutions are keeping airplanes on schedule to get passengers to their destinations on time. They're helping students on campus have a better college experience. They're helping retailers keep the most popular sizes and colors of clothing in stock on store shelves. And, they're showing patterns that can predict health outcomes so patients get better care.

Discover how your organization can achieve maximum value and growth with the full IBM Business Analytics portfolio: ©IBM Planning Analytics™, ©IBM Cognos Controller™, ©IBM Cognos Analytics™, ©IBM Watson Analytics™, and ©IBM Watson Analytics for Social Media™.

## Answering “What is our plan”?

### with IBM Planning Analytics

The IBM financial and operational performance management product suite has two solutions at its core: IBM Planning Analytics and Cognos Controller. With these solutions, companies can create detailed plans and continuously align those plans with evolving corporate objectives and market events.

Finance teams can automate critical processes so they have more time to analyze the “what is” and model the “what if” scenarios they need to compete against disruptive competitors in today's unpredictable economy.

With these IBM solutions, organizations can break the logjam of disjointed, spreadsheet-based processes. They can eliminate unproductive activities such as tracking down numbers, fixing broken links and debugging macros. And with more time available for analyzing the historical and the possible, organizations can capitalize on more participation with greater accountability throughout the enterprise. Timely, relevant plans, a wider, deeper view of the business, improved decision-making and increased predictability all combine to deliver where it counts the most—in financial results.

Here is a quick overview of each solution.

### IBM Planning Analytics

Available for on-cloud or on-premises deployment, IBM Planning Analytics is a powerful, self-service solution powered by the in-memory OLAP engine of IBM TM1. It automates manual planning, budgeting and forecasting processes to speed cycle times. And it provides the power to perform sophisticated, multidimensional scenario modeling and “what-if” financial analysis. With IBM Planning Analytics, finance teams can avoid the errors and version control problems of spreadsheet-only processes, while retaining the familiar Microsoft Excel interface. That means that adoption is faster and easier, and organizations can benefit from the expertise of their finance and business professionals.

IBM Planning Analytics enables organizations to link financial plans to operational tactics. It enables best practices such as driver-based planning and rolling forecasts. It helps finance teams model profitability by product, customer, geography, or other factors. It also enables users to uncover predictive insights automatically from financial and operational data and then incorporate those insights into reliable plans, analysis and forecasts to support strategic decision-making. In addition, it's flexible enough to be used in different departments outside of finance, for example, for sales planning, workforce and HR planning, retail inventory planning, and more.

Most important, IBM Planning Analytics helps businesses adapt to changing market conditions quickly by providing the flexibility and completeness of capabilities they need to drive efficiency, increase agility, and deliver stronger foresight.

Account	Q1 2017			Q2 2017			Q3 2017		
	Actual	Budget	Variance %	Actual	Budget	Variance %	Budget	Optimistic	Variance
<b>Capital Goods and Construction</b>	90,482	90,275	0.23%	94,473	92,275	2.50%	92,275	92,275	0.00%
Selling Costs - Goods	29,244	29,275	-0.11%	32,262	30,275	6.56%	30,275	30,275	0.00%
Operating Costs and Contract	76,179	76,000	0.23%	62,211	61,999	0.34%	61,999	61,999	0.00%
Depreciation	222,224	225,275	-1.38%	226,262	225,275	0.44%	225,275	225,275	0.00%
Marketing	692,224	691,275	0.14%	1,001,262	1,000,275	0.09%	1,000,275	1,000,275	0.00%
Usage Fees	202,224	202,225	-0.01%	1,001,262	1,001,275	-0.01%	1,001,275	1,001,275	0.00%
Maintenance and Care Lease/Lease	448,224	178,225	151.51%	1,001,262	822,275	18.11%	822,275	822,275	0.00%
Research and Development	65,224	65,225	-0.01%	65,262	65,275	-0.02%	65,275	65,275	0.00%
Total Operating Resources	1,001,249	1,001,275	-0.03%	1,001,262	1,001,275	-0.01%	1,001,275	1,001,275	0.00%
Total Income	1,001,249	1,001,275	-0.03%	1,001,262	1,001,275	-0.01%	1,001,275	1,001,275	0.00%
Total Operating Expenses	1,001,249	1,001,275	-0.03%	1,001,262	1,001,275	-0.01%	1,001,275	1,001,275	0.00%
LIFO Reserve	67,224	67,225	-0.01%	67,262	67,275	-0.02%	67,275	67,275	0.00%
Marketing	6,822	6,822	0.00%	6,822	6,822	0.00%	6,822	6,822	0.00%
Office Expenses	27,224	27,225	-0.04%	27,262	27,275	-0.05%	27,275	27,275	0.00%
Professional Services	13,224	13,225	-0.08%	13,262	13,275	-0.09%	13,275	13,275	0.00%
Other General and Administrative	42,224	42,225	-0.02%	42,262	42,275	-0.03%	42,275	42,275	0.00%
Total Operating Expenses	934,224	934,275	-0.05%	934,262	934,275	-0.01%	934,275	934,275	0.00%
Total Income	67,025	67,000	0.37%	67,000	67,000	0.00%	67,000	67,000	0.00%
Total Income	67,025	67,000	0.37%	67,000	67,000	0.00%	67,000	67,000	0.00%

**Try IBM Planning Analytics today!**

## IBM Cognos Controller

Finance organizations regularly face strict deadlines and the challenge of satisfying data quality requirements for closing the books and delivering accurate financial statements.

IBM Cognos Controller enables finance organizations to define and maintain financial consolidation rules and processes, and provides an audit trail to track data flow throughout the consolidation process, satisfying the demands of both internal and external auditors. With IBM Cognos Controller, finance users can drill down into the details to investigate and analyze financial information and identify who did what and when. Centralized control and management of the financial consolidation process in this purpose-built solution enables finance teams to automate the close process and simplify the task of providing certified financial information.

**Learn more about Cognos Controller**

**Answering “What Happened?”**  
with IBM Cognos Analytics

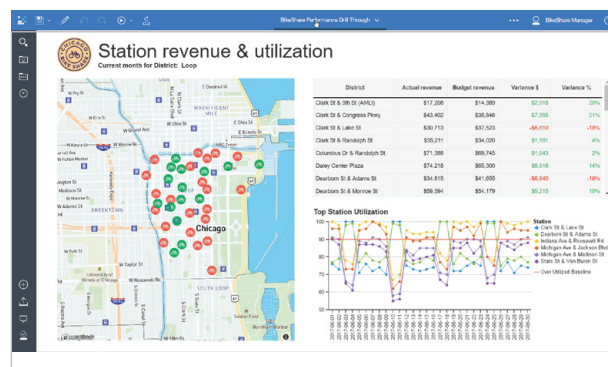
Good information is the foundation for good decisions. You can't accurately answer “what's happening” in your business without first asking: Is any data *missing* or *incorrect*?

Do the visualizations really tell the full story, or can individual assumptions make the interpretation *misleading*? And, if you're lacking a comprehensive analytics governance policy, is there a chance someone has opened up the analytics hood to *misrepresent* the facts? That's where Cognos Analytics steps into play.

With Cognos Analytics, you can offer your business users a flexible yet managed environment with the self-service they've been demanding built on a secure foundation of control you can trust. This means you can bridge the divide between assurance of an enterprise solution that delivers professional reports and the agility for business users to create ad hoc reports on their own. You'll reduce the number of tools you need to support while eliminating blind spots and uncertainty.

### Self-service dashboards you can trust

IBM Cognos Analytics offers self-service analytics that produce beautifully advanced dashboards and visualizations—all without sacrificing security, compliance, or analytics governance. Cognos Analytics provides everything in a single environment that meets the needs of all types of users, from casual to power. It provides a graduated UI that exposes advanced features as users require them. It is completely web-based, providing a consistent experience whether you are on your desktop, laptop or on your iPad. [Click here to learn more.](#)



### Tell stories with your data

Stories are a powerful mechanism for communicating with people. Visual storytelling weaves the data and visualizations into a narrative tailored to a specific audience. In turn, this narrative conveys credibility in the analytical approach and also delivers actionable insights to the audience. Cognos Analytics can help you quickly build a compelling story by combining widgets with enhanced graphic overlays, voice-overs and other dynamic elements.

### Build professional reports

Cognos Analytics offers web-based report authoring capabilities to help authors and developers build sophisticated, multiple-page query reports. Report authors can create, edit and distribute a wide range of professional reports from multiple databases. In addition, it provides customization and powerful functionality such as bursting and advanced charting. [Click here to learn more about reporting.](#)

**Get up to 617% ROI with Cognos Analytics. Learn how here**

## Built-in Intelligence

Not only can you use Cognos Analytics to build visualizations from any type of data, but you also create the structure to help your unlicensed drivers avoid getting blindsided.

That's because Cognos Analytics has the built-in intelligence that guides users to the data they need, recommending the best visualization based on the data selected, and creating stories that reinforce understanding.

**Try IBM Cognos Analytics Today!**

**Answering “Why did it happen”?**

**with IBM Watson Analytics**

You've found the problem. Maybe sales are down or employee attrition is up. What do you do about it? It's hard to know without understanding the cause. At the same time, you don't have the hours or days it might take to wade through your data to uncover the reasons.

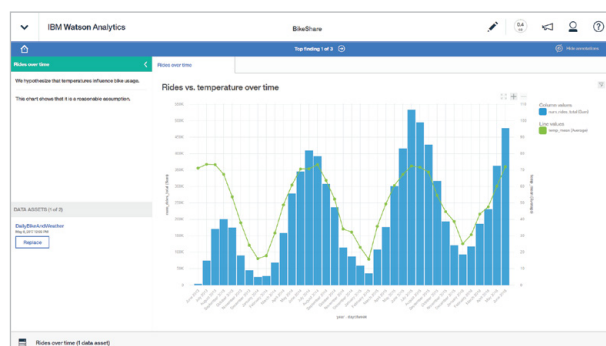
Or, maybe you want to explore relationships in your data and need a way to quickly drill down to the meaning. Not only that, but you want the patterns and relationships to be automatically surfaced for you without having to sift through overwhelming volumes of data.

You also want your discoveries to be quickly and accurately summarized without bias or misrepresentation and with easy-to-understand and easy-to-share visualizations. You may not even know beforehand what you are looking for. What you need is a tool to help you get to the answer, and therefore the action, faster.

That's where smart data discovery with IBM Watson Analytics comes in—to help you pinpoint the why and identify the key drivers behind what happened.

## Smart data discovery, automated analysis, and visualization

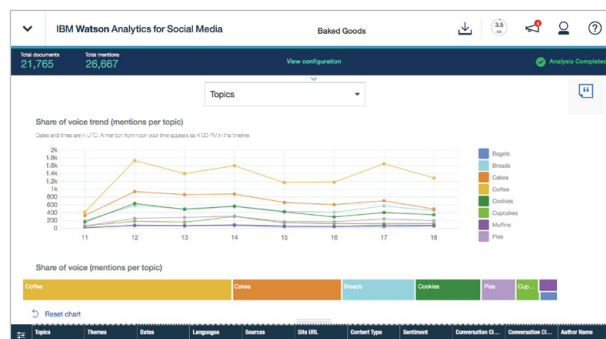
Watson Analytics can guide you to the discovery of patterns and meaning in your data—without help from IT, and without tying up your coveted data scientists' time. Load your data, either from your own documents or connected sources, and instantly see suggested questions Watson Analytics can help you answer. Choose a suggestion or ask something in your own words. Instantly get



## Finding the true business drivers

Diagnostic analytics is used to determine the drivers of past outcomes, help you understand what variables are influencing outcomes, and identify patterns and relationships in the data that contributed to those outcomes. [Click here to find out what's driving your business.](#)

Diagnostic analytics is no longer confined to data science or analytics-specific roles. The diagnostic analytics capabilities built into Watson Analytics enable almost anyone to figure out what is influencing an outcome. Marketing can identify factors that most likely influence a campaign response or product selection in a test market. Sales can close more deals by unlocking insights in revenue and win/loss data. Finance can get the insights that help increase profits and cash flow. IT can pinpoint trouble spots and resolve them for better revenue outcomes. Analytics and data leaders can report back to the business without tying up a data scientist.



To get beyond just simply social listening, Watson Analytics for Social Media is a powerful social media analysis solution that gets you inside the mind of your audience with context. With conversation clusters or groupings of relevant conversation keywords, guided topic creation and configuration, advanced text analysis, sentiment analysis, and influencer analysis, you can explore this trove of knowledge without resorting to expensive focus groups or time-consuming surveys. You can bring everything together in Watson Analytics as a single exploratory platform to enhance your existing view of your business. [Click to learn more about IBM Watson Analytics for Social Media.](#)

Try IBM Watson Analytics Today!

Try IBM Watson Analytics for Social Media Today!

## Smart social media insights

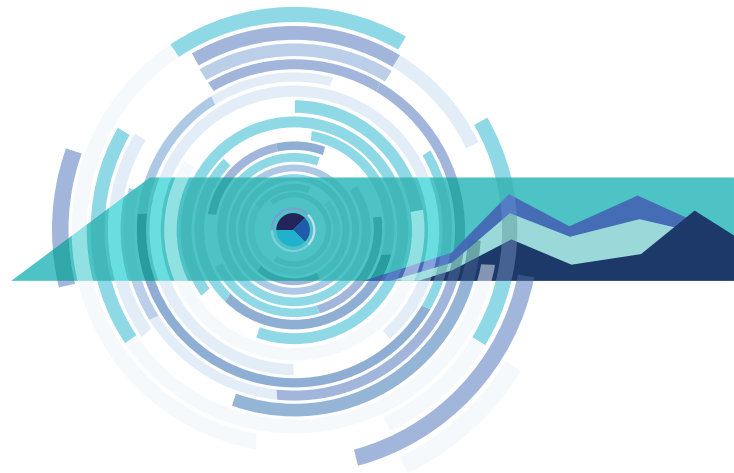
Analyzing data from within the enterprise isn't always enough. To get a more holistic picture, you should take advantage of a surfeit of publicly available data across social media channels, blog, news, and review sites on the web. These sources can help you gain in-depth insight into how your target audience is interacting, identify key topics, themes, sentiment, patterns, and relationships.

## Bringing it all together

We've covered everything from IBM Planning Analytics to IBM Cognos Analytics, and from IBM Watson Analytics to IBM Watson Analytics for Social Media, but the real beauty of these products is how seamlessly they fit together in a single dashboard.

That's right. IBM Analytics offers a single dashboard that has the capability to call any of these services. In fact, this same data-driven, forward-looking dashboard is able to call any service—any API for any kind of data source. The dashboard can effectively score the data that's coming in, organize it, and then actually make decisions based on it, or at least use it as a variable to get to the pattern of what's driving something in your business.

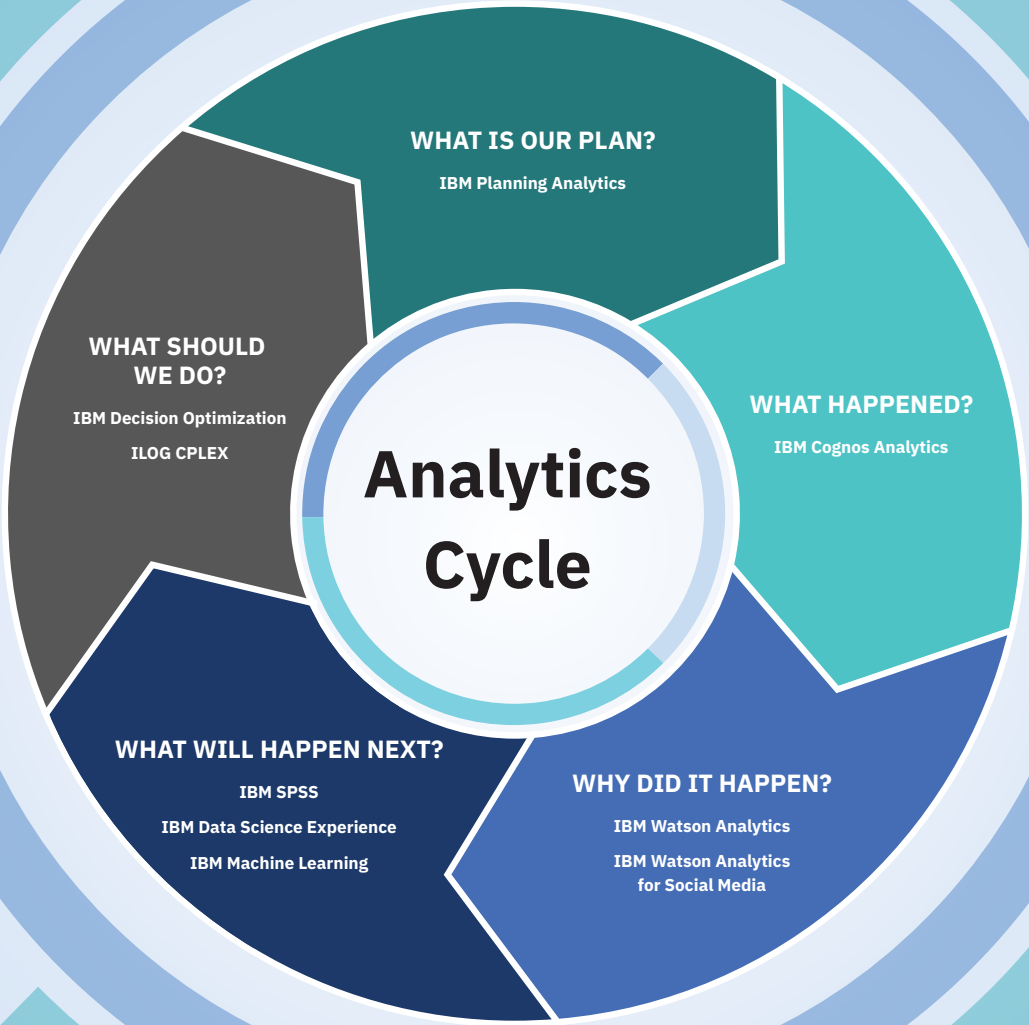
By centering our products on the analytics cycle, IBM business analytics can help you turn your data into insight, so you can confidently take the right action. It helps you understand and avoid your blind spots. It surfaces what your organization needs to hear so you don't fall prey to attractive answers and act on wrong insights. Combine the IBM business analytics suite with the rest of the IBM Analytics portfolio and you get to better answers you can trust, so you can be confident the decisions you're making are the right ones.



**Turn insight to action with IBM Analytics**

**See how** ▶





**See how IBM Analytics can help you turn data to insight to action** ▶



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