ANALYTICS: FROM BUSINESS INITIATIVE TO IMPERATIVE.



Make smarter decisions faster with better analytics.

Implementing analytics makes you

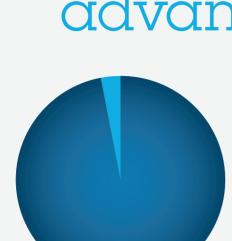
more likely to outperform industry peers.1



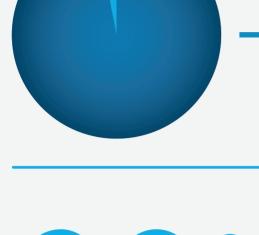
through analytics by leveraging insights from new sources of information

Learn how implementing analytics provides 2.2x competitive advantage \gg

through analytics.²



The competition is taking advantage of analytics. Are you?



of CIOs say their visionary plans include analytics.3



Trust your information?

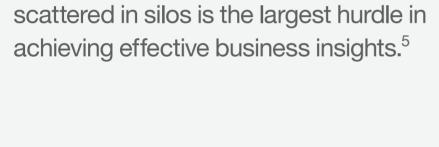
A full 95% of CIOs are driving better real-time decisions

Only 1 in 3 decision makers say they do.4

Learn more about the analytics imperative \gg

Get better analytics in real time with zEnterprise.

of survey respondents say data





Available

- Delivered in real time
- Secure Accessible across your entire enterprise

is better? Based on the

Which

experience of IBM Blue Insights:









with development, test and production environments. With our System z private cloud architecture, we can generally deploy solutions in a couple of days, and at about 10 percent of that cost." - Larry Yarter, Chief Architect, Blue Insight Business Analytics Competency Center, IBM7

On average it takes about six months and \$250,000

to get a new analytics environment up and running

Innovative insights drive growth.

Learn more about cost savings, faster deployment \gg

in action.



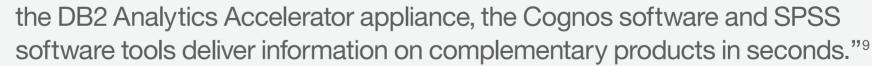
Banking - Banca Carige "We wanted to be sure that our chosen solution could deliver in three fundamental areas: function, cost and time. By having the tools we

zEnterprise Analytics

and driving growth."8 - IT Governance Director, Banca Carige Learn more ≫ Petroleum – Petrol Group "The store employee enters what the customer is purchasing, and with

modify our strategy and adapt our offering—attracting more business

need to understand our customers' needs, we are better able to



Learn more ≫



Insurance - Swiss Re

"Our business users also needed a way to run their reports in minutes or hours, instead of days, to speed high-level decision making that affects the bottom line."10 - Reto Estermann, Director, Information Technology, Swiss Re

- Pavel Batista, Chief Information Officer, Petrol d.d.

Learn more ≫



Discover how Analytics on zEnterprise can help you make

Learn more ≫





Footnote 2: Sponsored by IBM: http://www.ibm.com/common/ssicgi-bin/ssialias?subtype=XB&infotype= PM&appname=GBSE_CI_CIUSEN&htmlfid=CIE03083USEN&attachment=CIE03083USEN.PDF Footnote 3: http://www.ibm.com/common/ssi/cgi-bin/ssialias?subtype=XB&infotype=PM&appname=GBSE_CI

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Let's build a smarter planet.

