

IBS IT COMPASS

REAL - TIME ANALYTICS

The foundation for digital transformation

Agenda

- Why Real-Time Analytics?
- Real-Time Data Warehouse
- Real-Time Predictive Analytics

Why Real – Time Analytics ?

- The foundation for digital transformation
- Data-driven decision making is key - > Act Immediately
- Real-time data can lead to better efficiency
- Taking data to decisions, can make customers happy
- To be better than your competitors

?

675

675

675 is a Number = Data

Data

675

675 is a Number = Data

675 is the price of a TV = Information



Data

Information

675

675 is a Number = Data

675 is the price of a TV = Information

Black Friday is the beginning of the country's Christmas shopping season since 1952 = Knowledge

Data



Information



Knowledge

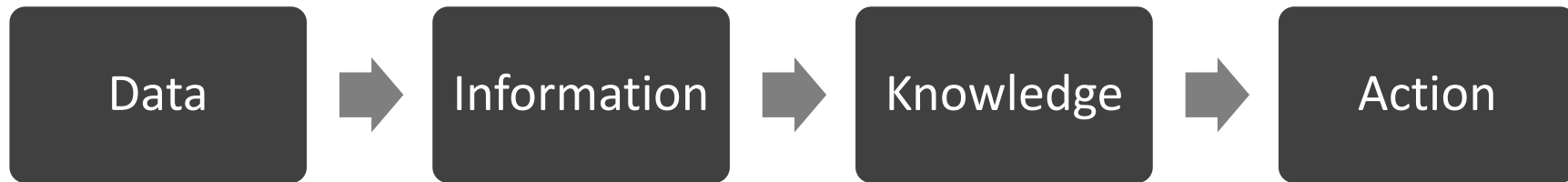
675

675 is a Number = Data

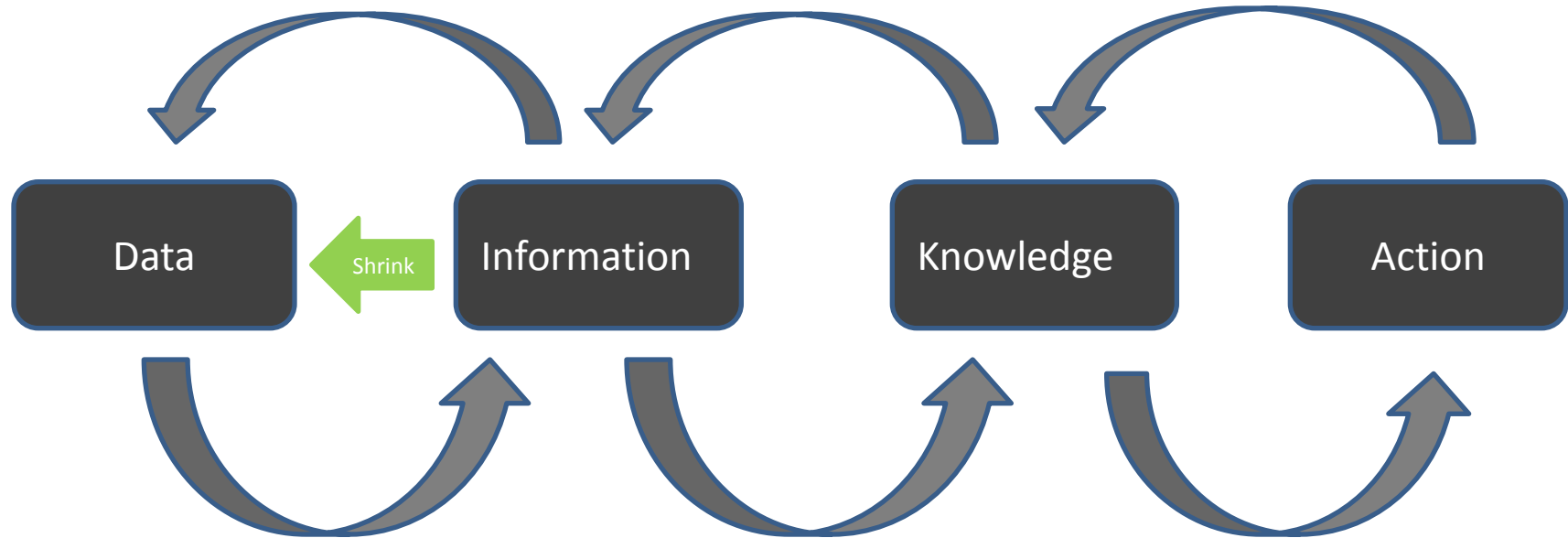
675 is the price of a TV = Information

Black Friday is the beginning of the country's Christmas shopping season since 1952 = Knowledge

I will buy TV on the Black Friday Sales, because the price will be reduced



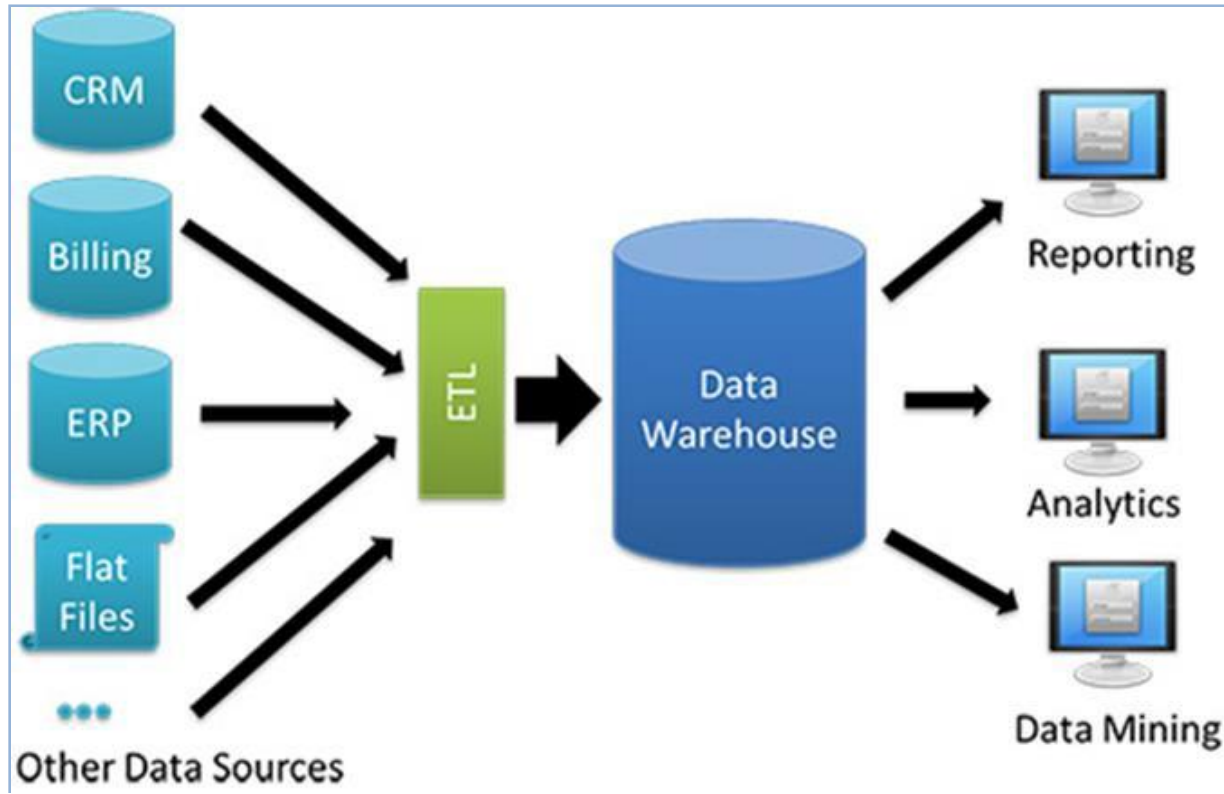
Data Gravity



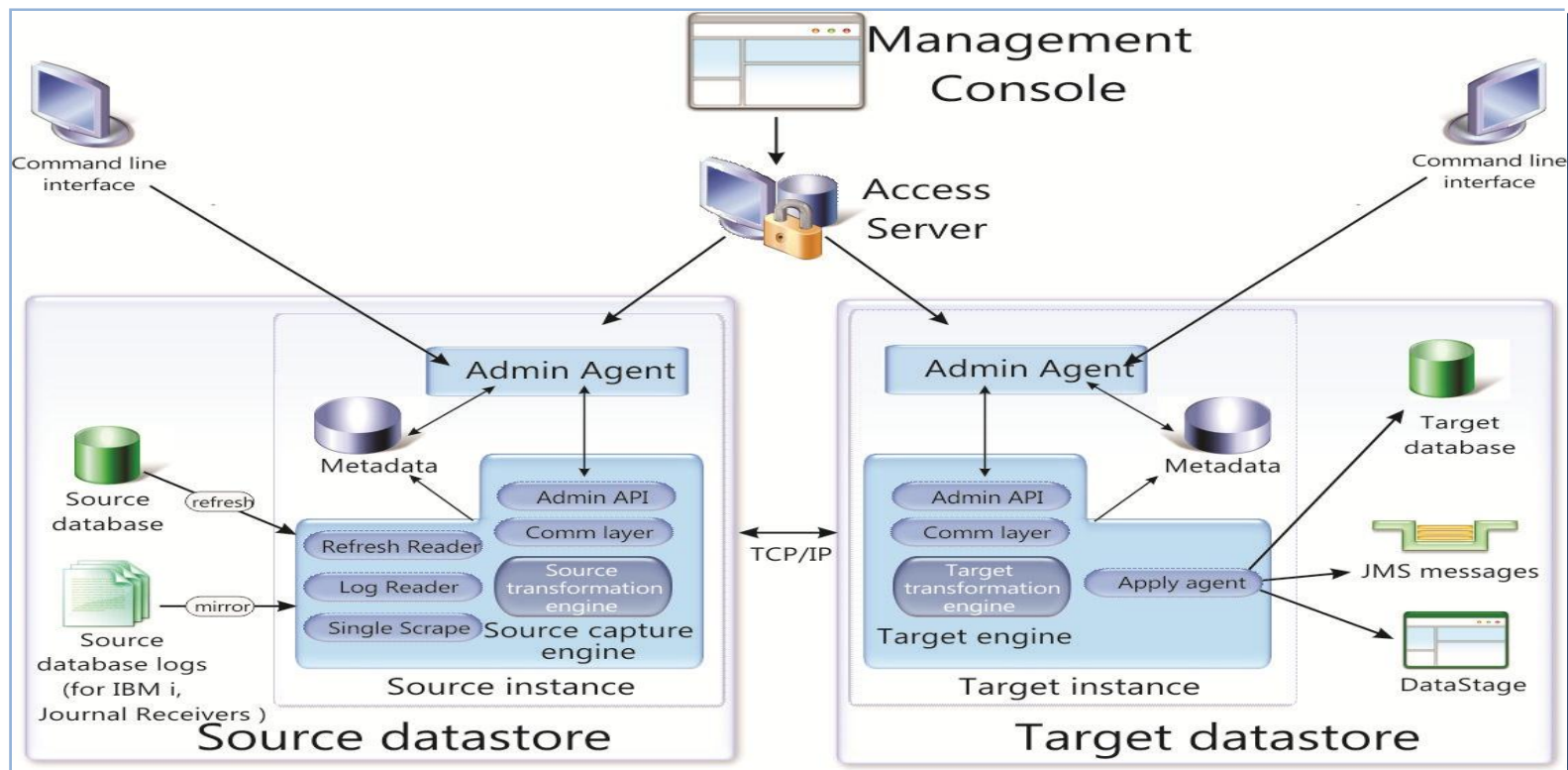
Real – Time Data Warehouse

- Why we need Data Integration tools and DWH?
- Data Integration tools in real-time how it works?

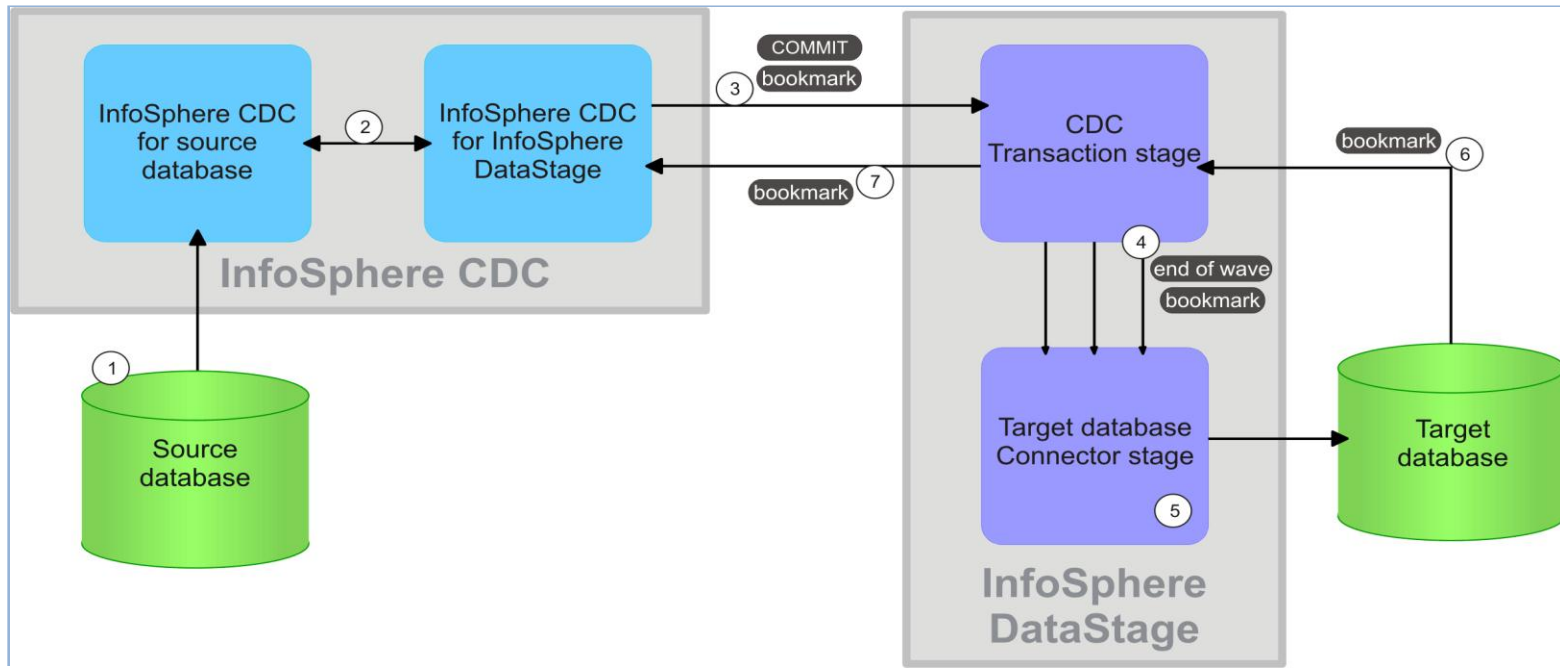
Why we need DIT and DWH?



IBM InfoSphere Change Data Capture



CDC and InfoSphere DataStage



Benefits of Real-Time DWH

Data quality and
consistency

Recording
changes to build
history

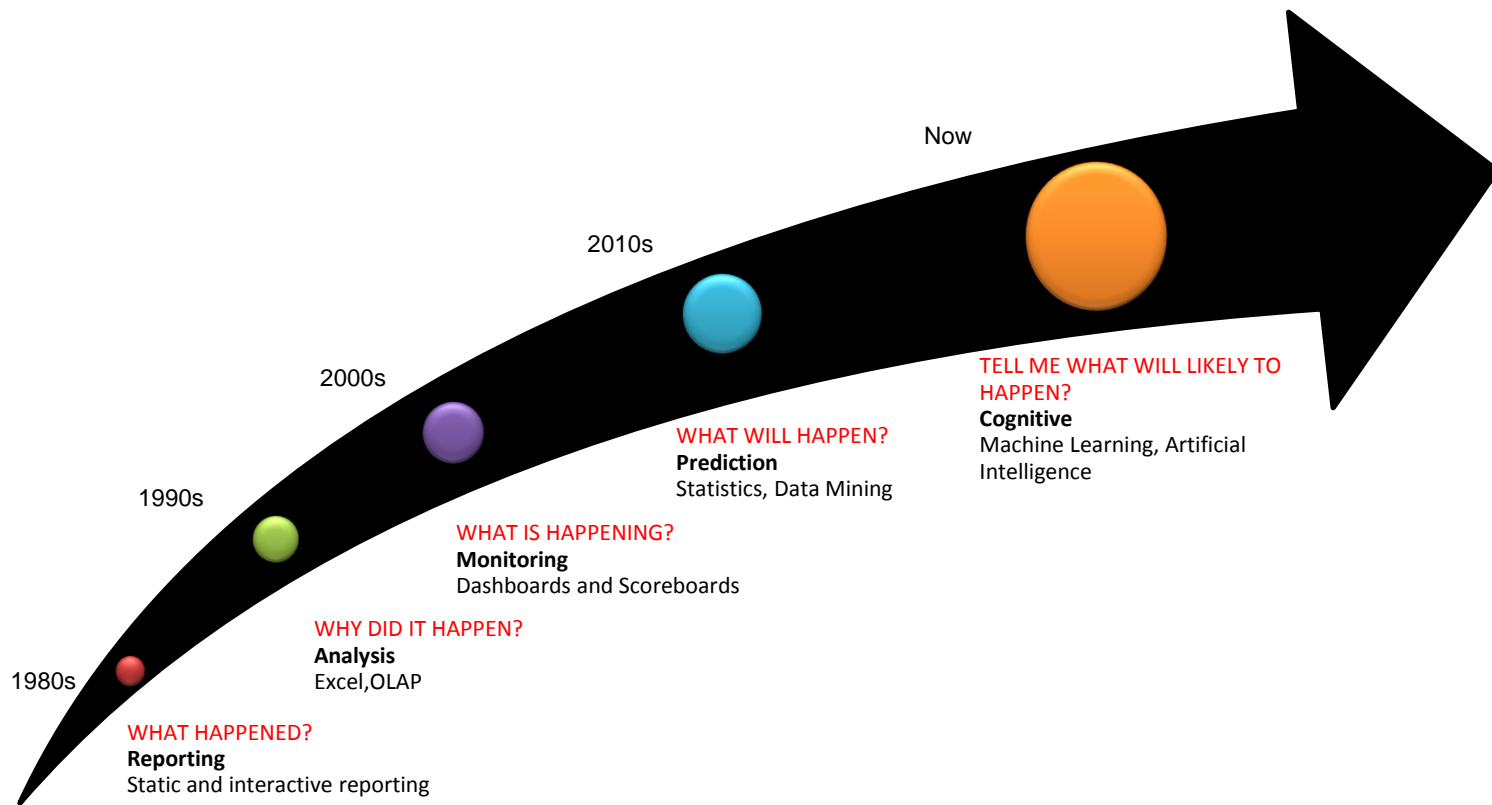
Faster report
generation

Quick and easy
access to data

Will stop running
reports directly
against operational
systems

Having one
version of the
truth

Evolution of Analytics



Predictive Analytics areas

Marketing

How are our best customers?
Can we get more like that?
What/Why do they buy?
Why do they leave?

Finance

Money laundering
Tax audits & collections
Fraud Detection

Public Safety

Crime analysis
Predictive policing

Human Resource

Who are our best employees?
How do we keep our best
employees from leaving?
Which prospects to recruit/.

Education

Which students are likely to drop
out and why?
Who are the best students and how
to recruit more of them?
Which alumni are likely to make
larger donations?

Operations

Warranty Claim
Product quality assurance
Predictive maintenance to predict
equipment failure.

Risk Management

Network Intrusion

...and many more

IBM SPSS Family

IBM SPSS Statistics

- Data preparation/transformation
- Statistical analysis
- Result Visualization

IBM SPSS Modeler

- Data mining tools
- Develop predictive models
- Improve decision making

IBM SPSS Decision Management

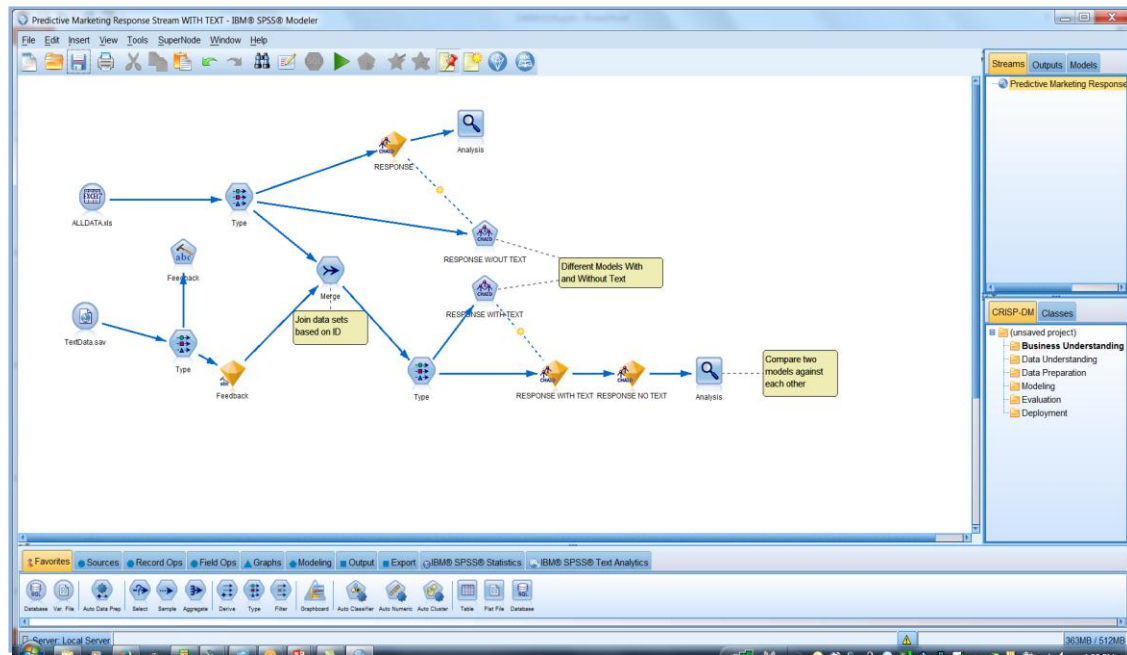
- Automate the decision making process
- “What if” scenarios

IBM SPSS Collaboration and Deployment Service

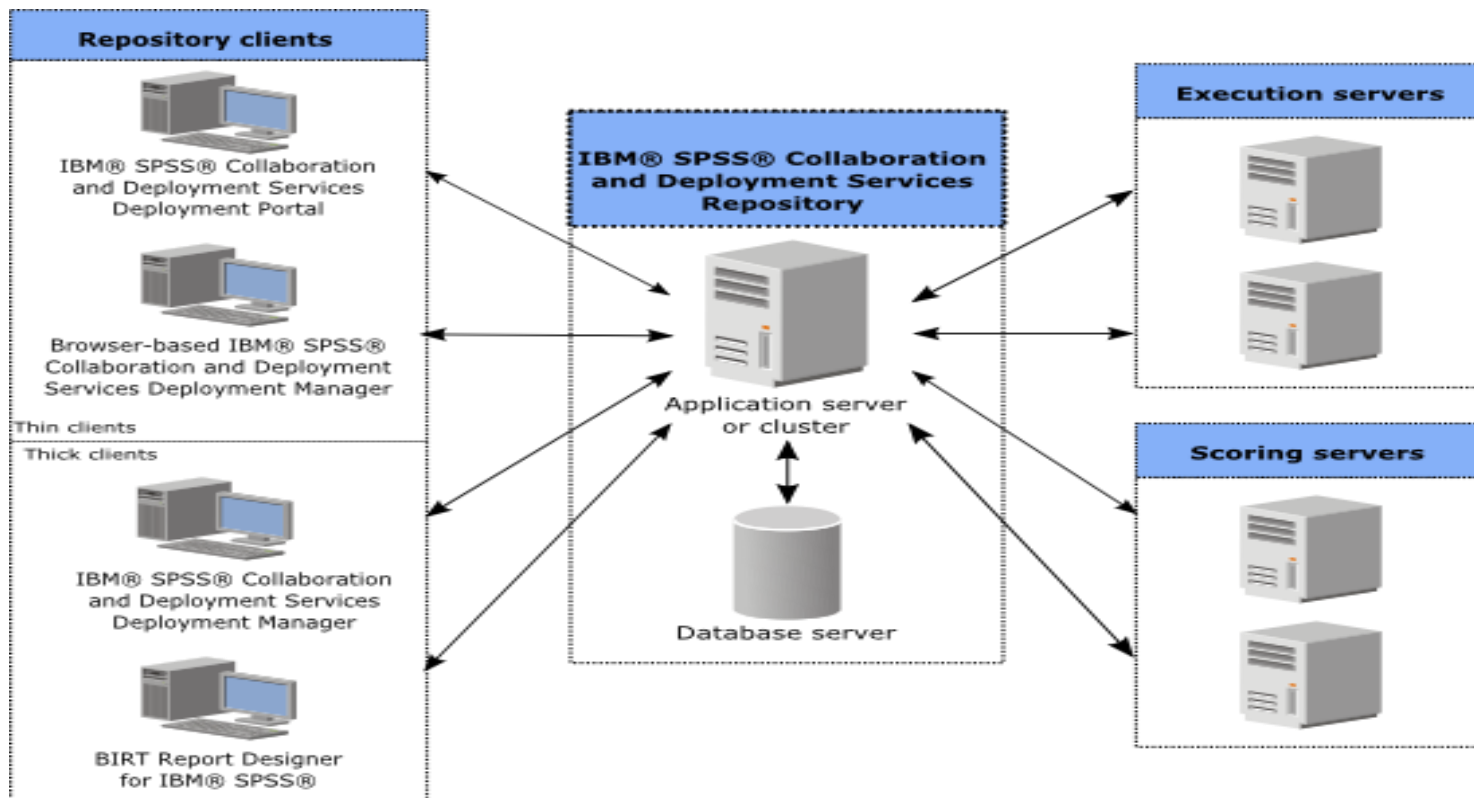
- Enterprise platform for integrating IBM SPSS Products

IBM Predictive Analytics with IBM SPSS Modeler

- Modeler Desktop: a rich desktop application for developing models.
- Modeler Server: server component used for building models and for executing models in batch mode.



IBM SPSS CADS



Benefits of IBM SPSS Modeler

Easy to use, visual interface

- Short timeframe to be productive with actionable results.
- Does not require knowledge of programming language

Business results focused

- Leverages the investments already made in technology
- Full range of algorithms for your business problems
- Big Data enabled (Hadoop, SQL Pushback)

End-to-end solution

- Data preparation through real time interactions
- Use structured, unstructured and semi-structured data
- Integrated portfolio for business analytics
- Scales from a single desktop to an enterprise deployments

CONCLUSION

- Start business transformation by imagining the value of real-time action.
- Time is money: “By spotting and responding to an event faster you can make money.”
- Real-time analytics is helpful only if you are ready for real-time actions.

Time's up



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Thank you!