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# IBM Watson Analytics

## Empower your people to uncover insights – in minutes

IBM Platinum Business Partner

# What could IBM Watson do for your business?

## You may have heard of IBM's Watson Analytics – a powerful cloud application that puts sophisticated big data analysis within the grasp of the average business user.

But what does this mean for your business, and why should you care?

These days, companies of every shape and size are looking to leverage big data in a bid to drive value, work smarter, and achieve operational efficiencies.

But for the most part, getting answers to every day line-of-business questions requires a vast amount of infrastructure resources plus a team of high powered data scientists to generate insights.

Even then, business users can find they're waiting weeks for their information requests to be actioned. In today's fast-paced world of work, that's simply not acceptable.

So, imagine if your employees could get help from the most knowledgeable expert at a moment's notice? No matter whether you're a large enterprise – or a small or medium sized company.

Say hello to Watson Analytics – a cloud-based data discovery service that delivers the benefits of advanced analytics without the complexity.

In this whitepaper we take a look at why everyone is talking about Watson Analytics and how it is set to transform your business.

For example, you'll discover how Watson makes it possible to empower your HR team with insights about what skills, competencies and human capital investments are needed to create a high-performance organisation.

You'll also discover how you can provide better data for your sales teams, enabling them to segment customers and pinpoint answers that generate better results and longer lasting customer relationships.

Or how your marketing teams can discover what drives high impact campaigns, utilising data to fine-tune their messaging and audience targeting – and even uncover new market opportunities.

With Watson Analytics, you can turn data points into practical and actionable information that anyone can use. Within a matter of minutes. And without having to invest in huge quantities of hardware to handle big data processing.

## Smarter decision making for all

Most companies approach analytics with trepidation. As a result, many leave it to skilled data scientists or focused analytics teams to tackle quantitative analysis challenges head-on.

But waiting for these teams to provide the reports and analysis your line of business managers need can slow down decision-making to a crawl.

The good news is that Watson Analytics empowers everyone with the capabilities they need to analyse and get new insights from data – there's no need to wait on analytics professionals.

Eliminating the need for special statistics or programming skills, ordinary business users can use Watson Analytics to wring deep insights out of their data. Harnessing data to answer questions like 'What deals am I most likely to win?' and 'What sector will be busiest next month?'

Suddenly, it's a doddle to build dynamic visual dashboards in minutes or, on a whim, undertake deep dive exploratory drill-downs into interesting data sets to uncover unexpected riches.

Giving users guided analytics, data models and cognitive capabilities that are focused on solving specific business problems, Watson Analytics allows your business users to focus on decision-making. There's no requirement to worry about the data analysis process itself.

### Making data simple – and available to all

Every business knows that the more it can put data to work, the better the business outcomes.

But working with today's complex array of data sources can be a big challenge. One that consumes significant time and money to generate the insights your line of business managers need.

What your organisation needs is a platform that takes all that hassle away and makes it easy for business professionals to ask questions and get insights fast. Without having to call on the help of a data scientist or analyst to get the answers they need.

That's exactly what Watson Analytics does.

In a nutshell, Watson accelerates your organisation's ability to apply analytics to a given problem.

Even better, answers are explained in plain natural language – so your people get insights they understand

# It's Elementary....

**Watson Analytics is a smart data analysis and visualisation service that makes it easy to discover patterns and meaning in your data – without having to rely on experts.**

- **Start with data** - load a spreadsheet or connect to relational data, report data or data in a cloud. Once you add or connect to data, you'll instantly get a list of interesting start points to explore.
- **Discover insights** – choose a recommended starting point provided by Watson or type a question you'd like to explore and instantly get visualisations.
- **Find business drivers** – ask what drives a business outcome to identify or create a target and quickly see its top influencers. Surface new patterns and trends and see the factors most likely to influence business outcomes.
- Display your findings – select a template you can drag and drop data into and create a dashboard to tell your story. Now you're ready to make your point with colleagues – and back it up with hard facts.

**Representing a new era of computing – a step forward to cognitive computing, where apps and systems interact and collaborate with people via natural language – Watson Analytics lets your people augment their world view using big data insights.**

## Make better business decisions

Making it easier for anybody in an organisation – not just a data scientist or someone in IT – to ask questions and get answers in real-time, Watson Analytics takes the pain out of processing complex data to make predictions, test assumptions and tell stories without hassle.

The more data points Watson Analytics has to draw upon, the more valuable the insights it can generate – and when it comes to data ingestion, Watson can take data from anywhere including Salesforce, Google Drive, Box, Oracle and of course any available IBM connectors.

Watson Analytics can even cope with unstructured data sources, like speech, images and conversation.

Let's explore how you could empower the business teams in your organisation with advanced analytics.

## Making advanced analytics easier for finance

Given the right tools, everyone from the CFO to finance management can become a source of trusted business foresight.

Imagine if your finance team was able to look across demand, customer habits, supply chain information, risk factors and economics – in an instant. With Watson Analytics it's easy to combine reports from disparate sources (internal and external) to generate these insights.

Now there's no more guess work when it comes to understanding revenue drivers. Plus, finance teams have a complete understanding of the conditions that underlie profits and cash flow.

## Better data equals better sales

You may have CRM systems and platforms for collaboration between sales, marketing, product development, pre-sales and other lines of business. But when it comes to closing deals and keeping customers coming back for more, your sales teams need an easy way to analyse the data generated from these platforms and make decisions that focus efforts on the right leads and customers.

Watson Analytics gives you a new way to look at historical data - including deals closed and deals still open, sales by territory or region and customer demographics - to fine tune deeper relationships and identify trends.

Now your sales managers can analyse the data in pipeline reports, regional figures and wins and losses to understand what drives customer tenure and churn, unlock more revenue, identify new customers for a new service launch or optimise sales processes.

## Make advanced analytics an everyday tool for marketing

Your marketing team needs to connect the dots between a huge number of data sources – ad networks, focus groups, customer feedback, campaign results – to build a complete picture of customer buying habits and sentiment.

From gaining deep insights on whether a pricing strategy is really paying off to evaluating if marketing efforts are reaching target audiences, it can often be difficult to see the wood for the trees.

But with advanced analytics, marketing managers are able to understand customers - what they want and what really drives them.

Now they can use data to improve customer retention programmes, define programmes to reactivate inactive customers, identify new sales avenues, understand which customers have high value (and need to be protected) and what drives customer loyalty.

## Empower HR teams to boost sales effectiveness

What happens when you want to see the effect of recruitment programmes and training on new sales staff?

Working alongside sales managers, your HR teams can use Watson Analytics to explore pivotal questions that are key to sales effectiveness in your organisation: Does the source of a new hire determine his/her success? Which skills correlate with high performance? Which training/enablement programmes are working well?

By analysing raw sales and training data, your teams can review and validate current recruitment practices, understand the skills needed to assure higher attainment levels and identify which training programmes deliver the best outcomes.

## Help IT teams boost uptime

Today's IT teams can struggle to synthesise data flowing in from ERP systems, hardware sensors, helpdesk applications and more and make data-driven proactive decisions that improve the overall efficiency and function of the IT infrastructure.

Watson Analytics takes spreadsheets and logs and makes it easy for IT teams to find the root causes of issues and address them. No longer locked into 'break fix' models, they'll have more time to spend on value-added projects, like gaining the insights they need to anticipate the future needs of the organisation.

## Predicting customer demand using Watson Analytics

**When you operate a bike share programme in a major US city, the process of matching supply and demand is pretty much a mission critical task.**

Which is why Capital Bikeshare – the company that operates a bicycle sharing system serving Washington DC - used Watson Analytics to explore information about external factors and understand how these impact customer demand.

Analysing patterns like the relationship between humidity and rider numbers and how temperature, time of day or holidays drive usage demand, Capital Bikeshare wanted to leverage data from the city's traffic surveys on specific bike lanes and parks – and combine this data with data sets from neighbouring bike share schemes.

Using Watson Analytics, Capital Bikeshare was able to create interactive visualisations that delivered a deep understanding of how seasonality, weather conditions and day of the year impacts customer usage to more accurately forecast demand patterns.

Using these insights, the company can determine exactly how much inventory should be on hand and where, and at what time of day. Plus, it is able to forecast the number of service personnel it needs to place – and where - to move bike inventory between rental stations.

## Want to find out what's driving your business?

If you'd like to see the whole story that lives in your data and empower your teams to use visual analytics to make better business decisions, then we should be talking.

Delivering business insights in minutes, Watson Analytics is a cloud application that does all the heavy lifting when it comes to big data processing – retrieving it, analysing it, building sophisticated visualisations and making it easy to communicate and collaborate around the data.

To discover more about this revolutionary approach to analytics that goes beyond spreadsheets and into smart data discovery, why not join us for an interactive demo of the power of Watson Analytics?

We'll let you explore the possibilities and discover how smart data discovery could enhance the way you work.

Plus, you'll get a chance to try out Watson Analytics for yourself. Our experts will be on hand to give you a guided hands-on experience.

***"Watson Analytics continues to bring new information to our attention – we can detect patterns in cost and efficiency in our data that we never recognised before."***

**John Brett**, IT Business Systems Director, Mears Group

***"We were able to help one customer improve their forecast by 18% with a four-week lead-time based on uptake in consumer sentiment."***

**Dan Eng**, Director of IT, Jabil Circuit

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