Decoding CAMS: Cloud, Analytics, Mobile, & Social Technologies: A Discussion of the Implications for Enterprises and their Providers

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C-Suite Executives are embracing a: Customer Activated Enterprise

**Rising profile:** The area in which CEOs expect to see customer influence grow most is business strategy development

- **Today:** 43%
- **3-5 years:** 60%

**Strong links:** CxOs plan to collaborate much more extensively with customers

- **Today:** 46%
- **3-5 years:** 90%

**Changing channels:** CxOs intend to interact digitally with customers to a much greater extent in the future

- **Digital:**
  - Today: 52%
  - 3-5 years: 88%
  - Increase: 36%

- **Face-to-face:**
  - Today: 68%
  - 3-5 years: 20%
  - Decrease: 48%

- **Call centers:**
  - Today: 45%
  - 3-5 years: 57%
  - Increase: 12%

- **Traditional media:**
  - Today: 24%
  - 3-5 years: 45%
  - Increase: 21%
Cloud...
Defining the Cloud

• Cloud computing is a model for enabling convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.”

• 5 Characteristics - on demand self-service; ubiquitous network access; resource pooling; rapid elasticity; measured service
We are at the inflection point in the industry...

**Systems of Record**
- Data & Transactions
- App Infrastructure
- Virtualized Resources

**New Modes of Engagement**
- Expanding Interface Modalities
- Big Data and Analytics
- Social Networking

**Next Generation Architectures**

**Data & Transaction Integrity**
Focus on Operational Costs

**Smarter Devices & Assets**
Focus on Speed and Agility
Cloud service models

- **Traditional On-Premises**
  - Applications
  - Data
  - Runtime
  - Middleware
  - O/S
  - Virtualization
  - Servers
  - Storage
  - Networking

- **Infrastructure as a Service**
  - Applications
  - Data
  - Runtime
  - Middleware
  - O/S
  - Virtualization
  - Servers
  - Storage
  - Networking

- **Platform as a Service**
  - Applications
  - Data
  - Runtime
  - Middleware
  - O/S
  - Virtualization
  - Servers
  - Storage
  - Networking

- **Software as a Service**
  - Applications
  - Data
  - Runtime
  - Middleware
  - O/S
  - Virtualization
  - Servers
  - Storage
  - Networking

- **Customization; higher costs; slower time to value**

- **Standardization; lower costs; faster time to value**
The Cloud is no longer an “it” for many businesses it is a given.
Question:

• How is the proliferation of Cloud computing affecting your business and your customers’ businesses?

• Does the broad availability of cloud computing strengthen or weaken the fundamental value proposition of outsourcing?
Big Data Analytics...
Big Data: Making the World go Round

Big Data is growing and moving fast from a variety of sources; are you keeping up?

Information gathered by IBM:
1. Chaarat's Social Data - US Mobile Data Model Update Q2 2012
2. 2015 Forecast
3. IBM - Managing the Big Flood of Big Data in Digital Marketing
5. Wikipedia - Twittering Big Data
6. IBM - Managing the Big Flood of Big Data in Digital Marketing
7. IBM
Big Data is all data...

**Volume**
- Data at Scale
  - Terabytes to petabytes of data

**Variety**
- Data in Many Forms
  - Structured, unstructured, text, multimedia

**Velocity**
- Data in Motion
  - Analysis of streaming data to enable decisions within fractions of a second.

**Veracity**
- Data Uncertainty
  - Managing the reliability and predictability of imprecise data types.
Three Key Imperatives for Big Data & Analytics Success

Build a culture that infuses analytics everywhere

Invest in a big data & analytics platform

Be proactive about privacy, security and governance

Imagine It.
Realize It.
Trust It.
Every industry can leverage Big Data Analytics...

- **Banking**
  - Optimizing Offers and Cross-sell
  - Customer Service and Call Center Efficiency

- **Insurance**
  - 360° View of Domain or Subject
  - Catastrophe Modeling
  - Fraud & Abuse

- **Telco**
  - Pro-active Call Center
  - Network Analytics
  - Location Based Services

- **Energy & Utilities**
  - Smart Meter Analytics
  - Distribution Load Forecasting/Scheduling
  - Condition Based Maintenance

- **Media & Entertain**
  - Business process transformation
  - Audience & Marketing Optimization

- **Retail**
  - Actionable Customer Insight
  - Merchandise Optimization
  - Dynamic Pricing

- **Travel & Transport**
  - Customer Analytics & Loyalty Marketing
  - Predictive Maintenance Analytics

- **Consumer Products**
  - Shelf Availability
  - Promotional Spend Optimization
  - Merchandising Compliance

- **Govern.**
  - Civilian Services
  - Defense & Intelligence
  - Tax & Treasury Services

- **Healthcare**
  - Measure & Act on Population Health Outcomes
  - Engage Consumers in their Healthcare

- **Automotive**
  - Advanced Condition Monitoring
  - Data Warehouse Optimization

- **Chemical & Petroleum**
  - Operational Surveillance, Analysis & Optimization
  - Data Warehouse Consolidation, Integration & Augmentation

- **Aerospace & Defense**
  - Uniform Information Access Platform
  - Data Warehouse Optimization

- **Electronics**
  - Customer/Channel Analytics
  - Advanced Condition Monitoring

- **Life Sciences**
  - Increase visibility into drug safety and effectiveness
Cognitive systems like Watson may transform how organizations think, act, and operate in the future.

Learning through interactions, they deliver evidence based responses driving better outcomes.
Question:

• How is your business using analytics today?
• What analytics capability is at the top of your wish list?
• What about your customers?