

IBM lance de nouveaux logiciels d'analytique et améliore l'accès au Big Data au travers des terminaux mobiles.

Paris, Europe-France - 21 juin 2012: IBM lance une nouvelle catégorie de logiciels d'analytique pour améliorer la prise de décision

IBM annonce aujourd'hui de nouveaux logiciels d'analyse prédictive qui corrélerent et analysent automatiquement d'importantes masses de données (big data) pour aider les clients à embarquer de l'hyper-intelligence dans chacune de leur décision métier. En plus de donner un aperçu des données internes en quelques secondes, le logiciel mesure l'impact des canaux que sont les réseaux sociaux et intègre ces informations dans la prise de décision organisationnelle.

IBM Launches New Class of Analytics Software To Improve Decision Making

Armonk, New York - 21 June 2012: IBM (NYSE:IBM) today announced new predictive analytics software that automatically correlates and analyzes big data to help clients embed hyper-intelligence into every business decision. In addition to generating insights on internal data in a matter of seconds, the software measures the impact of social networking channels and factors this information into organizational decision making.

The software represents a new class of Decision Management capabilities that revolutionizes the way organizations gain, share and take action based on information gathered as part of business processes such as marketing, claims processing and fraud detection. In these, and other data-rich areas – where anywhere from a thousand to five billion decisions are made daily – the software will put forward the next best action to front-line employees ensuring optimal interactions and outcomes.

Companies across all industries are increasingly under pressure to drive immediate and repeatable results with fewer resources, react more swiftly to rising customer demands, and gain faster insights on business data.

These pressures are challenging organizations to strengthen their approach to decision making, and forcing organizations to act not only corporate policy and gut instinct.

For example, according to a Columbia Business School Center Global Brand Leadership report, 90 percent of senior corporate marketers believe that successful brands use customer data to drive marketing decisions. Yet 50 percent say that a lack of sharing customer data within their own organization is a barrier to effectively measuring their marketing efforts.

Compounding these challenges is the variety, velocity and volume of big data which is growing at record rates. According to [IDC](#), the Decision Management software market is expected to exceed \$10 billion by 2014.

*"In today's marketplace, when a customer says they're not happy, companies must decide how to react – not later that day, or in an hour, but instantly," said **Deepak Advani, vice president business analytics products and solutions, IBM.** "With these new technologies, winning organizations can embed analytics into under-served areas of their business, empowering all employees to make information based decisions."*

The new Analytical Decision Management software, part of a series of IBM [Smarter Analytics](#) initiatives, helps clients apply automated, real-time analytics into any operational data no matter where it resides, and instantly analyze it to uncover trends and expose hidden paths to growth. As a result, insights can now be automated, socialized and used for predictive decision making.

In a single platform, IBM has combined the power of business rules, predictive analytics and optimization techniques through intuitive interfaces that allow users to focus on specific business problems. The resulting decision can be consumed by existing pre-packaged or custom-built applications, including many applications on the mainframe. The platform also takes advantage of IBM InfoSphere Streams technology where big data can be analyzed and shared in motion, providing real-time decision making in environments where thousands of decisions can be made every second.

IBM is also extending the powerful analytical functionality with the inclusion of its newest Entity Analytics capabilities. For the first time, businesses can take advantage of Entity Analytics as part of the Decision Management Platform. This feature, especially well suited for big data environments, is a unique analytics engine that enables identification and matching for all entities – people, places, or things – making systems smarter as more information becomes available. Unlike traditional methods, the IBM Entity Analytics capabilities are context based and accumulate knowledge, resulting in a more accurate picture, better models, and better outcomes. This ability to understand how the data is related delivers higher quality models and helps to ultimately produce smarter decisions.

A new social network analytics feature enables companies to take sentiment analysis a step further by analyzing who the influencers are around any given topic, who exactly is listening, and why people should care. This feature enables decision makers to factor in how customers behave, what they say, and how big their sphere of influence is in a social network. For example, which other customers does this person know? Does this person influence others in their social network? The ability to incorporate social network analytics into the predictive models used in Analytical Decision Management helps organizations identify social leaders who can influence behavior.

IBM client C Spire, a leading telecommunications service provider, is using IBM analytics to get closer to their customers by better predicting customer behavior and intervening before a problem ever arises, making their service and experience more personalized.

*"The benefits we are able to see from using this advanced IBM analytics technology will give us the ability to put the right message in front of the right customer at the best time and in the best channel," said **Justin Croft, manager marketing campaigns and promotions, C Spire**. "We will now be able to deliver true personalization, giving the customer exactly what they need, without having to ask for it. Not only does this improve the customer experience, it also positively impacts sales and customer retention."*

Today's announcement builds on the recent release of [IBM's Operational Decision Management software](#), and represents the first time that both Analytical and Operational Decision Management are provided to clients jointly on one platform. The news is part of IBM's larger focus on business analytics and optimization, which spans hardware, software, services, and research.

IBM projects \$16 billion in business analytics revenue by 2015. To meet that target, the company has

established the world's deepest portfolio of analytics solutions, growing its business and industry expertise to approximately 9,000 business analytics and optimization consultants and 400 researchers, and created global analytics solution centers in Berlin, Beijing, Dallas, London, New York, Tokyo, Washington and Zurich.

IBM has acquired more than 30 companies to build targeted analytics and information expertise and continues to expand its ecosystem, which today consists of more than 27,000 IBM business partners. IBM has also secured hundreds of patents a year in analytics.

These investments have enabled IBM to develop breakthrough technologies like IBM Watson, a new class of industry specific analytical capability that uses deep content analysis, evidence-based reasoning, and natural language processing to identify relationships buried in large volumes of data that can be used to improve decision making.

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For more information about Analytical Decision Management visit: <http://bit.ly/M3U8R9>

For more information about IBM and Analytics visit: <http://ibm.co/Ms42Xe>

To download an IBM infographic on Big Data: The New Natural Resource visit: <http://bit.ly/Gzp4HA>.

Follow IBM and Analytics & Information on Twitter #smarteranalytics #ibmbigdata and #decisionmgmt.

IBM YouTube Analytics Channel: <http://bit.ly/N4i2b7>

IBM améliore l'accès au Big Data au travers des terminaux mobiles et rend les contenus métier plus accessibles aux employés nomades

IBM présente aujourd'hui un nouveau logiciel qui permet aux employés d'accéder à une gamme plus large d'informations métier afin de les aider à travailler de façon plus efficiente que ce soit à partir de leur bureau, de leur téléphone portable ou de leur tablette. La nouvelle offre permet aux employés sédentaires comme à ceux mobiles d'accéder de façon sécurisée aux données structurées et non structurées (emails, documents, images, données internet et outils de collaboration) et de les gérer afin d'améliorer leur productivité.

IBM Puts Business Content in Motion for Mobile Speeds Access to Big Data through Mobile Devices

Armonk, New York - 21 June 2012 - IBM (NYSE: IBM) today introduced new software that helps employees tap into the broadest range of business information to do their jobs more effectively from their desktops, mobile phones and tablets. The new offering allows traditional and mobile workers to securely access, manage and

gain insight from structured and unstructured content such as emails, documents, images, Web data and collaboration tools to improve productivity.

Last year, smart phone shipments beat those of PCs for the first time ever, with 73 million more units being sold. With the proliferation of tablets, smart phones and social business applications, organizations are seeking an enterprise content management (ECM) solution that can help extend their employees' ability to access and share business content to speed workflow. In IBM's [2011 Global CIO Study](#) of more than 3,000 CIOs, 75 percent of respondents identified mobility solutions as one of their top priorities.

IBM is responding to these trends with IBM Content Navigator, new software that gives employees access to a broad range of documents, records, images and other relevant content to do their jobs more effectively.

Built on open standards like HTML5 and CMIS, the new software provides a consistent user experience across a variety of mobile devices, operating systems and content sources, allowing employees across all lines of businesses to access, manage, contribute and share content any time, from any location. Whether they need to conduct everyday business while on the road or in a client's office, IBM is arming them with the access to the right data, anytime, anywhere. For example, a human resources manager who is traveling to meet employees can now access a range of documents such as employee records, compensation, benefits and evaluations without the need for a PC.

Similarly, an insurance claims adjuster who spends her day inspecting damaged property or vehicles can now use her iPad to take a picture, document the incident and automatically upload it in the client's claim file. The document can be found immediately by colleagues in the main office using Content Navigator's integrated search and analytics to speed-up claims processing.

In addition to the collaboration and mobile capabilities IBM Content Navigator delivers, the underlying platform was built for easy customization; employees can set up document collaboration areas themselves with minimal help from the IT department. This self-provisioning capability allows departments such as sales, human resources, finance or legal to customize the solution for their specific business needs.

For example, a government agency could use the software to provide large numbers of employees with access to enterprise content based on an individual's job role without having to devote IT resources to setting up the interface for each user. In the State of North Dakota, 22 agencies and more than 2,000 state employees – including the Departments of Commerce, Taxation, Transportation, Human Services, and Secretary of State – already use IBM's Enterprise Content Management software to manage a wide variety of citizen records and information, ranging from unemployment applications and vehicle registrations to tax filings and flexible benefit records.

*"The self-provisioning capability IBM is offering will make it easy to set up a team space for collaboration without the help of our IT department," said **Chuck Picard, enterprise electronic document management system coordinator for the State of North Dakota**. "As additional state agencies and county governments start using the system, we will be able to instantly share critical information at both the state and local levels. This software provides significant economies of scale, which is a critical requirement for a state operating on a limited budget."*

Aon Risk Solutions – an early adopter of electronic document management technology – sees the opportunity mobile access can offer its employees who need to access enterprise content on the go. “With IBM’s help, we could reduce the need for customization and boost productivity by opening our enterprise content management system to mobile devices,” said Stuart Williams, IT global product director, Aon Services Group.

Analytics and Search for Big Data

To gather the facts needed to make the right businesses decisions, organizations must have the ability to uncover trends, patterns, and relationships from both their structured and unstructured enterprise content. With IBM Content Analytics with Enterprise Search v3.0, IBM is integrating content analytics software with enterprise search capabilities into a unified platform. In fact, content analytics and enterprise search capabilities are an integral part of the IBM Content Navigator experience, enabling users to quickly locate content across IBM and third-party repositories, with thumbnails, facets, summaries and term highlighting. Through its capabilities in natural language processing, semantic search, and sentiment analysis, this solution provides richer, more accurate, and relevant insights from content such as documents, reports, e-mails, Web content, surveys and enterprise applications.

IBM has also integrated its content analytics software with a component of IBM’s big data platform, InfoSphere BigInsights, which allows clients to derive greater insights in a cost-efficient manner from the ever-increasing volumes of unstructured information flowing both within and outside the enterprise. This helps clients overcome processing limitations and indexing constraints to analyze petabytes of information to support decisions in areas such as crime intelligence, healthcare, insurance claims and customer care.

*“IBM is continuing to lead the way in helping organizations manage the content they rely upon for everyday operations,” said **IBM Enterprise Content Management Leader Doug Hunt**. Today we are enabling clients to make content available in any context to help them deal with the information sprawl of big data. “It’s key that clients can now drive business insights from enterprise content and share collaboration content with others who need it.”*

About Aon

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