IBM nommé leader pour ses services de Business Analytics par IDC MarketScape

Les activités de conseils "Strategy & Analytics" d'IBM transforment les organisations grâce au Big Data et à l'Analytique

Paris, France - 12 mai 2014:

IBM annonce que ses services de consulting "Strategy & Analytics" pour les entreprises ont été nommés leader par IDC MarketScape dans son dernier rapport intitulé *Worldwide Business Analytics Consulting and Systems Integration Services 2014 Vendor Assessment report.*

Selon cette étude, qui analyse les principales entreprises de conseil à travers le monde, IBM est reconnu leader pour son offre stratégique et complète ainsi que pour sa capacité à conserver la plus grande part de marché par rapport aux autres sociétés évaluées. Les clients contactés par IDC ont salué la capacité d'IBM à fournir des solutions innovantes, à respecter les délais et à communiquer clairement la valeur de ses services et ses modes de livraison.

IBM Named A Leader In IDC MarketScape For Business Analytics Services

IBM Strategy and Analytics Consulting Practice Transforms Businesses with Big Data and Analytics; Report Recognizes Practice as Most Strategic

ARMONK, N.Y. - 12 May 2014: IBM (NYSE: [IBM](#)) announced today its Strategy and Analytics Business Consulting practice has been named a leader in the new IDC MarketScape: Worldwide Business Analytics Consulting and Systems Integration Services 2014 Vendor Assessment report.

According to the report based on an analysis of the top consulting firms worldwide, IBM was the leading provider for strategy and maintained the highest market share compared to other organizations. Client firms contacted by IDC praised the practice for delivering innovative solutions, meeting project timelines and clearly communicating the value of its services and delivery methodology.

The IBM practice is the first among major consultancies to fully integrate strategy consulting, organization change and business analytics, reflecting IBM's belief that data is the basis of a competitive advantage. IBM's leadership in business analytics is based on more than 40,000 client engagements, more than $17 billion in Big Data and Analytic acquisitions, 500 patents and the deep mathematical prowess of IBM Research. By using an end-to-end approach featuring strategy consulting supported by 70 industry-specific analytics use cases, IBM helps its clients use unprecedented volumes of information to their benefit.

"*The agenda of business is being defined by data and the technologies to exploit it, starting with analytics for*

new insight or addressing strategic priorities like fraud detection, or personalized experiences and next best action' decisions in marketing programs," **said Sarah Diamond, general manager for global consulting services at IBM**. "*The IDC MarketScape report spotlights the distinct ability of our blended strategy and analytics practice to help clients navigate this world of big data to drive continuous innovation and forge the deep, trusted relationships needed to sustain their business.*"

The IDC MarketScape study evaluated the top business analytics providers across a variety of key success factors, including talent management, life cycle of business analytics services, portfolio strength and vendor strategies.

In addition to the leadership ranking in this latest IDC evaluation, IBM Global Business Services' Interactive Experience practice was recently rated the world's leading digital agency by Adverting Age magazine.

For more information on IBM Business Analytics Services, visit http://www.ibm.com/services/gbs

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

Sources: IDC "MarketScape: Worldwide Business Analytics Consulting and Systems Integration Services 2014 Vendor Assessment" Doc #248172 May 2014