

De plus en plus d'entreprises utilisent Watson Analytics pour prendre des décisions stratégiques

IBM annonce par ailleurs une nouvelle édition professionnelle de Watson Analytics, intégrant de nouvelles bases de données, des solutions de Business Intelligence et des fonctionnalités collaboratives

Paris - 11 mai 2015: Depuis le lancement en décembre 2014 de Watson Analytics, solution gratuite en ligne permettant à toute personne d'une entreprise d'analyser ses données, l'outil a été adopté par de nombreux utilisateurs afin d'identifier les opportunités business clés ainsi que les principaux défis opérationnels.

IBM Watson Analytics utilise des requêtes en langage naturel, mettant ainsi à disposition des entreprises des outils analytiques puissants, prédictifs et intuitifs, et est capable de répondre à des questions comme « quels sont les facteurs déterminants pour mes ventes ? Quels avantages maximisent le taux de rétention de mes employés ? Quels sont mes contrats les plus proches d'être finalisés ? »

IBM dévoile également aujourd'hui sa prochaine édition de Watson Analytics, intégrant plusieurs nouvelles fonctionnalités. Celles-ci permettront à des entreprises de tous secteurs d'encore mieux détecter de nouvelles opportunités commerciales et opérationnelles, ainsi que d'obtenir une meilleure connaissance de leurs clients.

Watson Analytics offre notamment:

- De fonctionnalités de collaboration accrues qui vont faciliter le travail simultané de plusieurs personnes sur un seul ensemble de données
- Le traitement des données provenant de DB2, IBM dbDash, de bases de données IBM SQL pour Bluemix ainsi que des solutions de business intelligence comme Cognos 10, permettant aux clients d'analyser les nouveaux flux de données à travers une variété de disciplines
- La possibilité pour les utilisateurs de Dropbox et Box d'en extraire des données pour analyse

More Businesses are Turning to Watson Analytics for Fast Access to Strategic Insights

IBM also rolls out new Professional Edition, which adds database, business intelligence support and collaboration capabilities

ARMONK, NY - 11 May 2015: IBM (NYSE: [IBM](#)) announced today that organizations of all shapes and sizes are turning to Watson Analytics, IBM's cloud-based analytics service, for fast, accurate and actionable insights into

business operations.

From Legends, a premiere hospitality and planning services firm, to Mueller Inc., a leading manufacturer of steel buildings and metal roofs, organizations are leveraging [Watson Analytics](#) to improve business processes and customer engagement, while better understanding fluctuating business dynamics caused by sales, marketing, and even weather.

Watson Analytics is a breakthrough natural language-based cognitive service that provides business professionals across such disciplines as marketing, sales, operations, finance and human resources, fast access to powerful, predictive and visual analytic tools. Through [IBM's relationship with Twitter](#), Watson Analytics also enables customers to analyze social sentiment for insights around programs, products, trends and more.

Since its release in December, more than 40,000 people around the globe have registered and are using Watson Analytics. One such client is [Mueller](#), the leading manufacturer of metal roofing across the central and southwest U.S., an area known for extreme weather. In the State of Texas alone, residents from the Panhandle to the Rio Grande Valley can experience drought conditions one moment and golf ball-sized hail and tornados the next.

But while Mueller's products can withstand the extreme forces of Mother Nature, weather can still compound traditional business challenges like revenue forecasting.

"Before Watson Analytics we used a basic formula to gauge and forecast revenue," said Mark Lack, manager of strategy analytics and business intelligence, at Mueller. "We would take our daily invoice revenue, month-to-date, divide it by the number of business days for the daily average and then multiply that by the number of days left in the month. The formula was ok, but it was never accurate until the last week of the month."

That all changed with Watson Analytics. By inputting a variety of variables into the system, including everything from invoice data, to the number of projects ongoing, to even the number of phone calls received, Mueller was able to consistently produce highly accurate revenue forecasts, quickly and easily.

With more accurate revenue forecasts available earlier each month, Mueller was able to start identifying and confirming trends, said Lack. With such insights, the company was able to begin re-aligning staffing and sometimes entire jobs. "With more accurate forecasts, we can mitigate if not eliminate guesswork, as well as surprises," Lack said.

But most important to Lack, is Watson Analytics' ability to inspire additional queries and analysis. "The system produces search and query results so fast, and in such an easy-to-view format, that it really sparks new ideas and 'what-if' questions," he said. "That's a unique power of this system."

Legends

For its part, [Legends](#), a premiere hospitality and planning services firm for professional and college sporting events, uses Watson Analytics to gain fast insights into a variety of business areas, most specifically its hospitality operations.

"We knew we had certain stand locations that were outperforming others and wanted to know, what was driving it," said Jon De Lord, director of insights and analytics at Legends. "After uploading pertinent data around transaction times, attendance, number of stands open, and even the weather, we were able to identify numerous aspects critical to operational success."

Watson Analytics Professional Unveiled

IBM extended the capabilities of Watson Analytics today with release of Watson Analytics Professional, a new edition that gives users even more business-centric capabilities, such as a collaboration function that lets multiple people work simultaneously in a single Watson Analytics dataset.

Also, for the first time, the new edition supports [IBM dbDash](#), [IBM DB2 databases](#), Java Database Connectivity (JDBC) API connectors for SQL databases, [IBM SQL Database for Bluemix](#), and report data from [IBM Cognos 10](#) business intelligence software. This expanded support enables businesses to upload and analyze immense new streams of data from across an organization's varied disciplines. Initial editions of the service, Free and Personal, support CSV and Excel spreadsheet files. In addition to the database support, Watson Analytics Professional features new connectors that enable Dropbox and Box cloud storage users to upload spreadsheets from those accounts for analysis.

"We are excited about utilizing Watson Analytics Professional moving forward," said Legend's De Lord. "The platform will enable us to open up significant new areas of analysis and insights that will lead to more efficient operations and an enhanced experience for our guests."

Mueller's Lack agreed. "By being able to collaborate, you have more eyes to analyze the results," he said. "That means it's not just me looking at the data. Plus, with Watson Analytics, people's thought processes get sparked when they see their results appear in graphs and charts so quickly."

The widespread adoption of Watson Analytics is bringing much-needed analysis to new areas within organizations, according to Alistair Rennie, General Manager, Analytics Solutions, IBM. "Mueller and Legends are good examples of how vastly different businesses are leveraging this powerful service for fast, strategic insights," he said. "With Watson Analytics we opened up analytics to everyone within an organization, and with

Professional we're enabling them to now collaborate and connect to a wide range of important information."

Twitter

Watson Analytics Professional also provides users with access to 50,000 tweets per dataset to better understand the social sentiment surrounding a particular topic of analysis. The solution, which is \$80 per user/month, also supports up to 100GB of data storage.

Watson Analytics Professional joins two other solutions in the family, Watson Analytics Personal, which is \$30 per user/month and supports up to 2GB of data storage, and Watson Analytics, which is free to users and supports up to 500MB.
