



Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics (IBM Press)

Brenda L. Dietrich, Emily C. Plachy, Maureen F. Norton

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Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics (IBM Press) Brenda L. Dietrich, Emily C. Plachy, Maureen F. Norton
How to Transform Your Organization with Analytics: Insider Lessons from IBM's Pioneering Experience

Analytics is not just a technology: It is a better way to do business. Using analytics, you can systematically inform human judgment with data-driven insight. This doesn't just improve decision-making: It also enables greater innovation and creativity in support of strategy. Your transformation won't happen overnight; however, it is absolutely achievable, and the rewards are immense.

This book demystifies your analytics journey by showing you how IBM has successfully leveraged analytics across the enterprise, worldwide. Three of IBM's pioneering analytics practitioners share invaluable real-world perspectives on what does and doesn't work and how you can start or accelerate your own transformation. This book provides an essential framework for becoming a smarter enterprise and shows through 31 case studies how IBM has derived value from analytics throughout its business.

Coverage Includes

- Creating a smarter workforce through big data and analytics
- More effectively optimizing supply chain processes
- Systematically improving financial forecasting
- Managing financial risk, increasing operational efficiency, and creating business value
- Reaching more B2B or B2C customers and deepening their engagement
- Optimizing manufacturing and product management processes
- Deploying your sales organization to increase revenue and effectiveness
- Achieving new levels of excellence in services delivery and reducing risk
- Transforming IT to enable wider use of analytics
- "Measuring the immeasurable" and filling gaps in imperfect data

Whatever your industry or role, whether a current or future leader, analytics can make you smarter and more competitive. *Analytics Across the Enterprise* shows how IBM did it--and how you can, too.

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