

Introducing IBM Business Analytics Enterprise IBM Analytics Content Hub

Ricardo Míguez Del Olmo

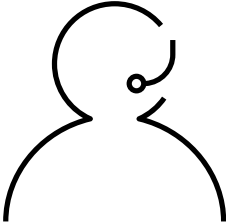
Business Analytics & AI/Customer Care Leader, IBM EMEA



Organizations are facing increased **time pressure** for decisions in a world of continuous disruption

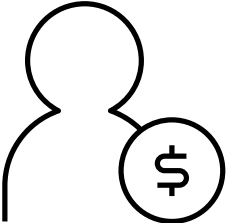


Everyone needs to be **data driven** to face this disruptive new reality



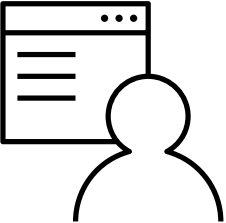
Sales

- Uncover client needs
- Retain clients
- Identify prospects



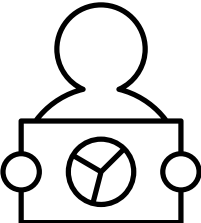
Finance

- Forecast performance
- Manage cash flow
- Invest appropriately



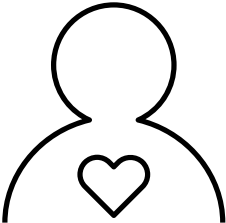
IT

- Optimize spend
- Empower collaborative decisions



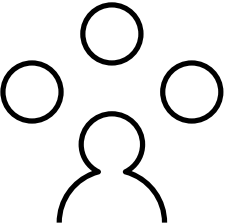
Marketing

- New segmentation
- Optimize wallet share
- Find new markets



HR

- Attract and retain talent
- Reskill/Train
- Manage hybrid workforce



Operations

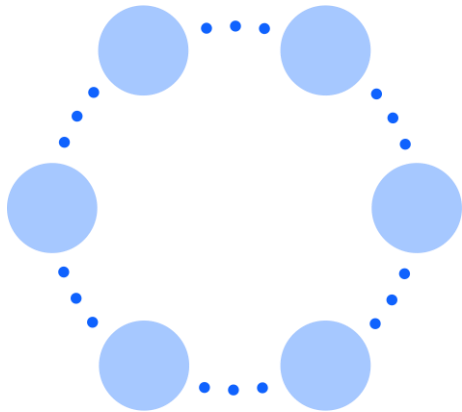
- Automate processes
- Build supply resiliency

Data and the ability to perform the needed analytics are **siloes** and **underutilized** by decision makers



Introducing IBM Business Analytics Enterprise

PLAN, BUDGET AND FORECAST



IBM Planning Analytics

Break down business unit silos and quickly create more accurate plans and forecasts all in one platform.

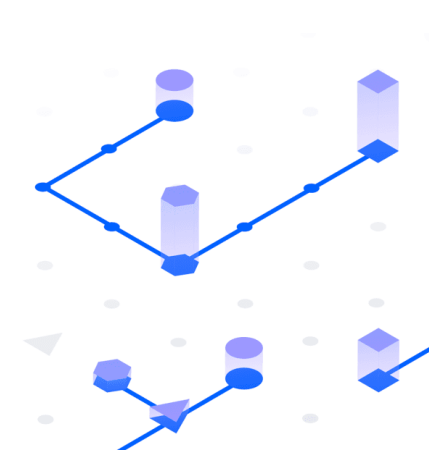
BUSINESS INTELLIGENCE



IBM Cognos Analytics

Clean and connect your data, create stunning data visualizations, and show where your business is today while helping predict what will happen tomorrow.

CONSOLIDATE AND PERSONALIZE



IBM Analytics Content Hub

All the Analytical content in one place with personalized experience for all users.

New *Analytics Content Hub*

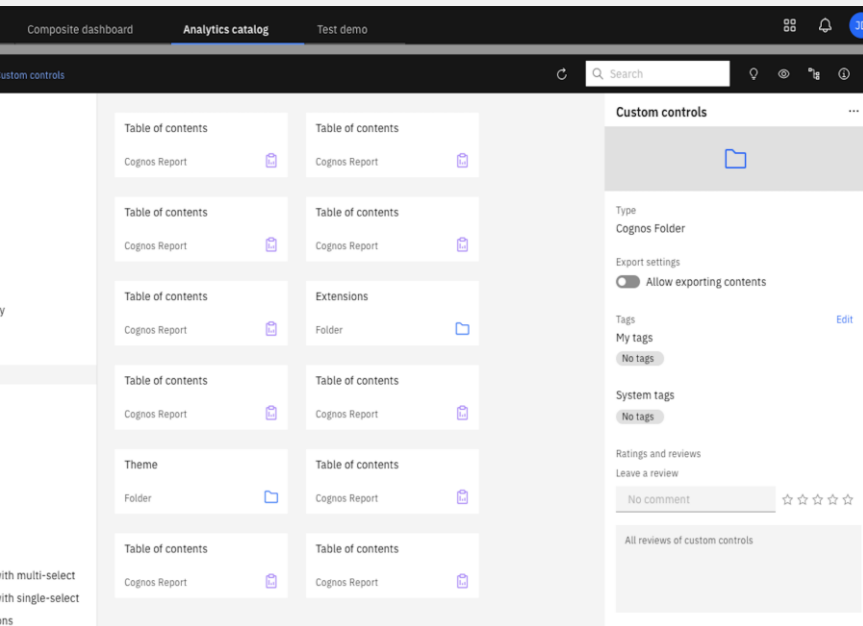
No-code method to discover and “**mash-up**” multiple vendor dashboards into a **single dashboard**
without having to recreate into one vendor’s tool

Customer Benefits

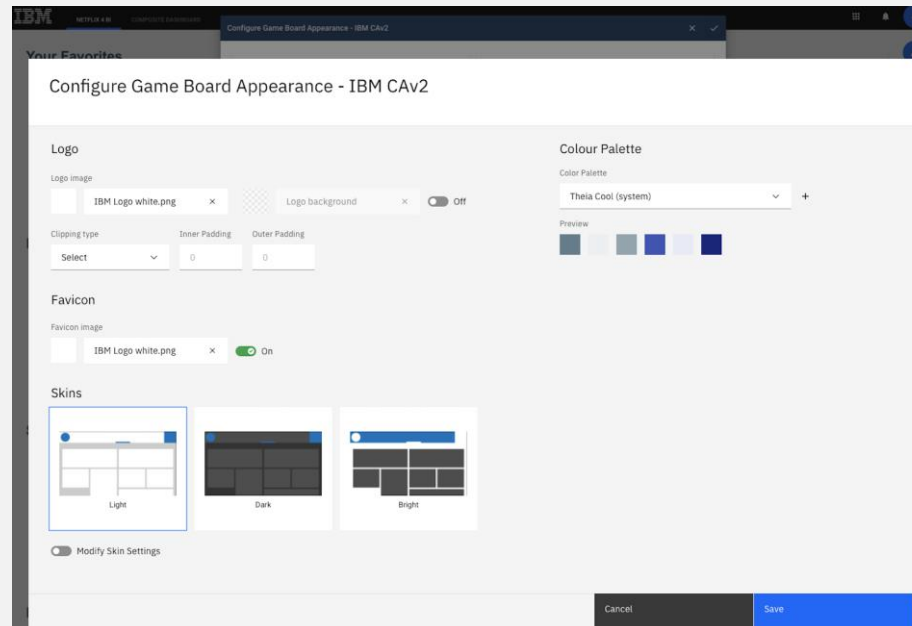
- ✓ Make accessible & uncover all analytics in an organization
- ✓ Easily discover & “mash-up” / bring together ALL content available on a topic into 1 dashboard
- ✓ Simplified administration (Intuitive select, drag and drop to create dashboards)

Feature Preview

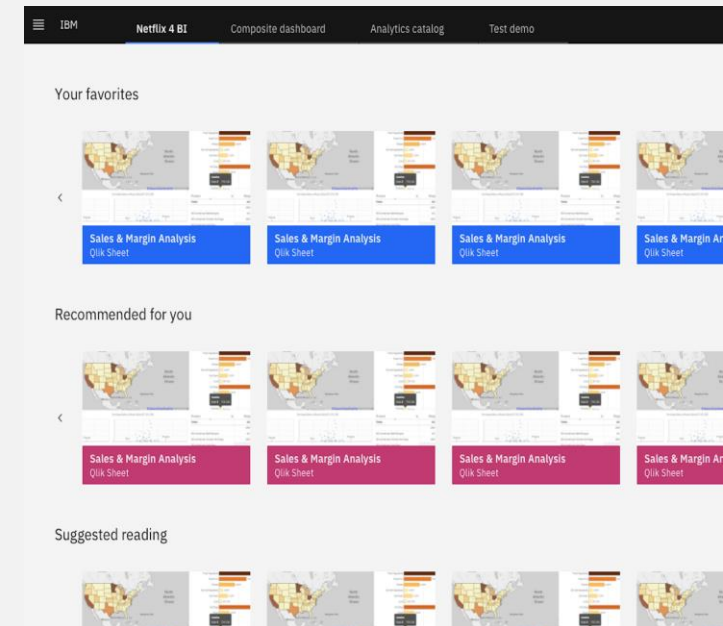
Single entry for IBM, PowerBI, Tableau, Qlik, etc



Dashboard configuration & branding




Preview using Netflix-like thumbnails



Connectors



Box Cloud



File System



Google



Qlik Sense
Qlik Sense Server




QlikView
QlikView Server



SAP Analytics Cloud



IBM Cognos Analytics




Looker



MicroStrategy



SAP BusinessObjects



Salesforce



Splunk




Microsoft OneDrive



Microsoft Power BI



Microsoft SQL Server Reporting Services



Spotfire



TM1



Tableau Server




Microsoft SharePoint On-Premises



Microsoft SharePoint Online



Oracle Business Intelligence Enterprise Edition



ThoughtSpot



Demo