



Strategies for Integrating Analytics

- Are you interested in implementing or improving the Big Data and/or analytics capabilities of your solutions?

 Yes No Unsure
- What is driving customer demand for analytics? (Check all that apply):

 To provide customized on-demand reporting Competitive differentiation

 Monetizing data Managing risk

 Identify/create new revenue opportunities More efficient handling of data

 Faster decision-making

 Other: _____
- What types of analytics features are your customers requesting? (Rate 1-5, 1 = Little or no demand, 5 = Overwhelming demand):

Predictive analytics	1	2	3	4	5
Self-service reporting (Customized look and feel)	1	2	3	4	5
Ad hoc reporting	1	2	3	4	5
Help exporting data to other applications	1	2	3	4	5
Visualization/dashboards	1	2	3	4	5
Big data capabilities	1	2	3	4	5
- How do you currently provide analytics for your applications? (Check all that apply):

 License commercial analytics engine Integrate with third-party solutions

 Utilize open source analytics engine Provide exporting tool

 Custom-build analytic capabilities Do not attempt to provide

 Other: _____
- What advantages would you derive from integrating new or improved analytics capabilities? (Check all that apply):

 Add or grow revenue streams Reduce support costs

 Competitive advantage Streamline product development

 Grow market share Improve look and feel of application

 Address customer requests for new functionality

 Other: _____
- Which of the following would you like to be able to incorporate analytics capabilities into your applications? (Check all that apply):

 Systems-of-record transaction data Machine-to-machine data Social media

 Hadoop-based data Mobile and location data Images

 Other: _____
- What barriers do you face in meeting customer needs for added/improved analytics? (Check all that apply):

 Outside our core competencies Cost of hiring new skills

 Not cost-effective to pursue Would slow down development of new products/features

 Staffing resources

 Other: _____
- What database environments are you developing for? (Check all that apply):

 Social media User productivity Mobility CRM/ERP Supply chain HR Collaboration

 Other: _____
- What new analytics and big data solutions are you most focused on? (Check all that apply):

 Social media Mobility CRM/ERP Collaboration

 User productivity Supply chain HR

 Other: _____
- Identify your primary industry. (Check all that apply):

 retail energy and utilities financial markets

 media and entertainment banking government

 telco insurance healthcare

 Other: _____

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Our client, IBM, has helped more than 400 partners to embed analytics into their solutions to add new revenue streams, improve customer satisfaction and achieve competitive differentiation. When would you like to speak with a senior representative?

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