



## 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?

- Email info now     Email info later     Call me now     Call me later     I prefer you contact my scheduler:

Name \_\_\_\_\_ Title \_\_\_\_\_ Phone/Extension \_\_\_\_\_ eMail \_\_\_\_\_

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