

The Power of Data & Analytics Delivering the Vision

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A Journey...

6 Hours

19 Minutes

STRAVA

4 Hours

39 Minutes



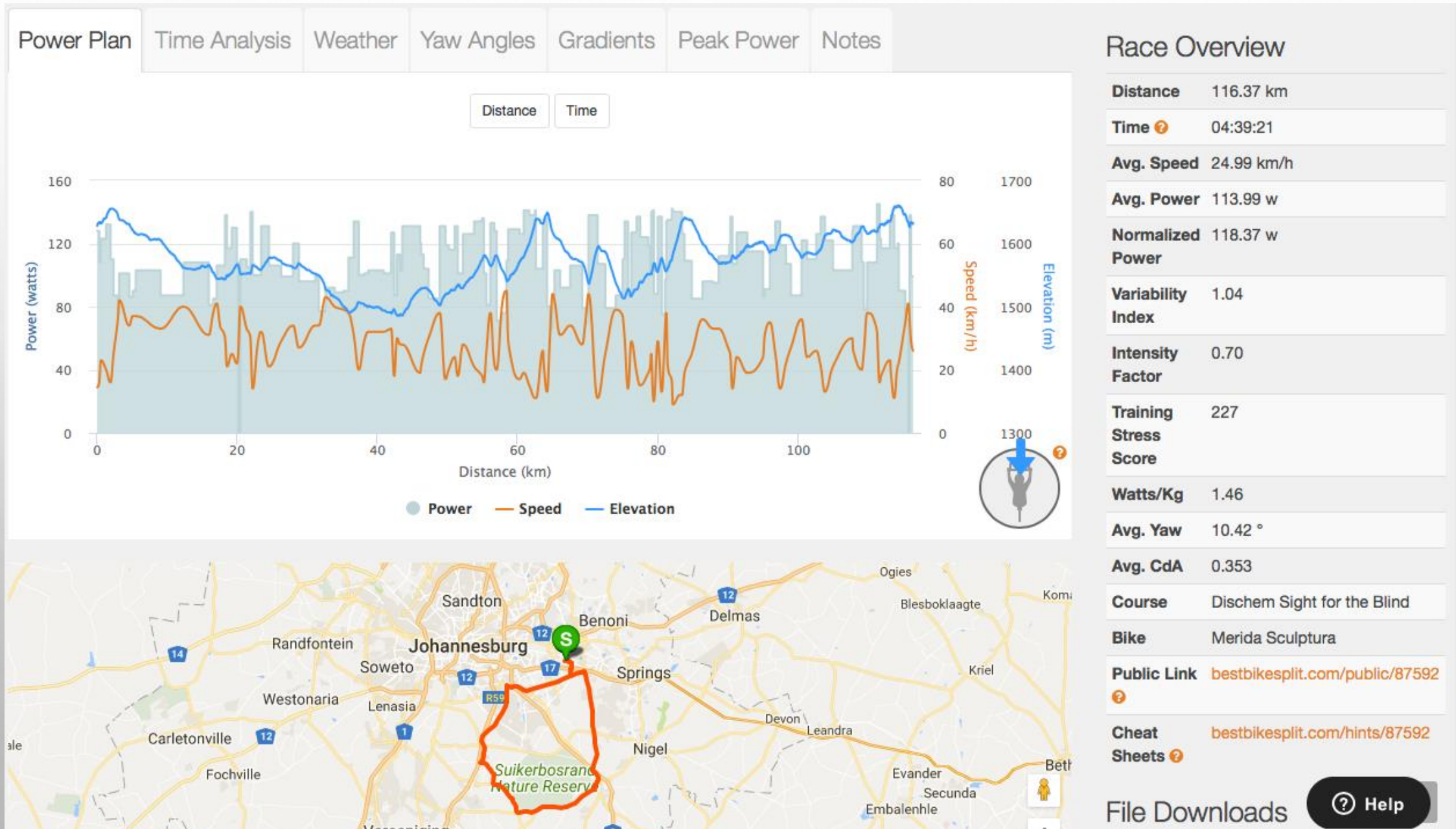
4 Hours

40 Minutes

STRAVA



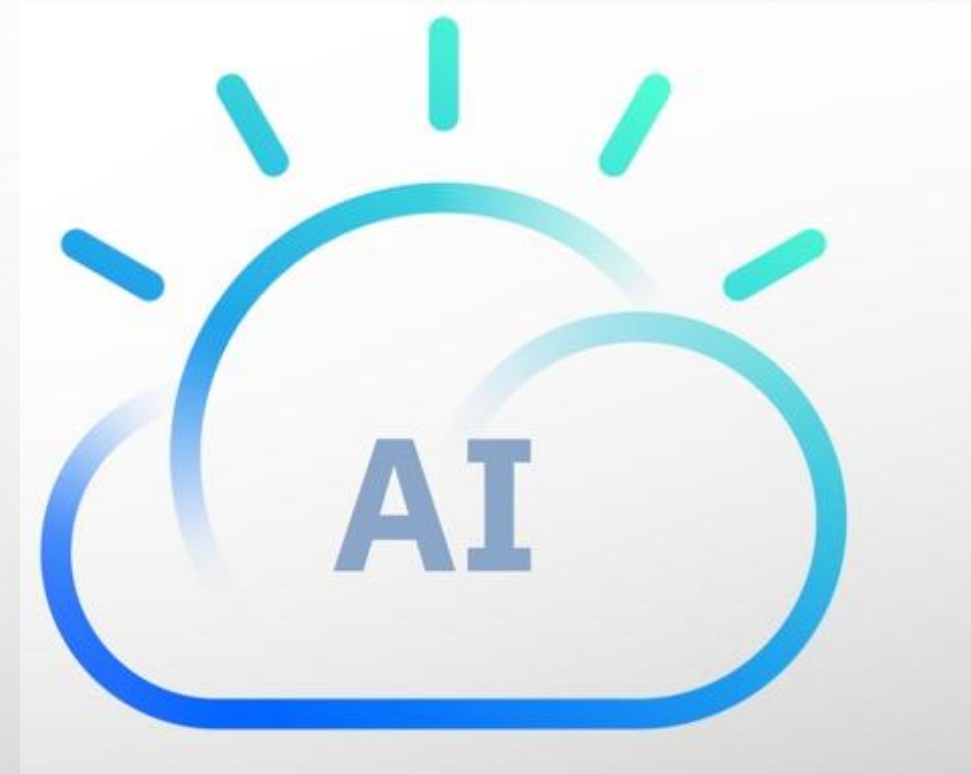
MY DATA SCIENCE PLAN



Data Science driven businesses will redefine how decisions are made

**AI is the system of the future.
People will define what is to be learned.
Systems will learn how to learn it.**

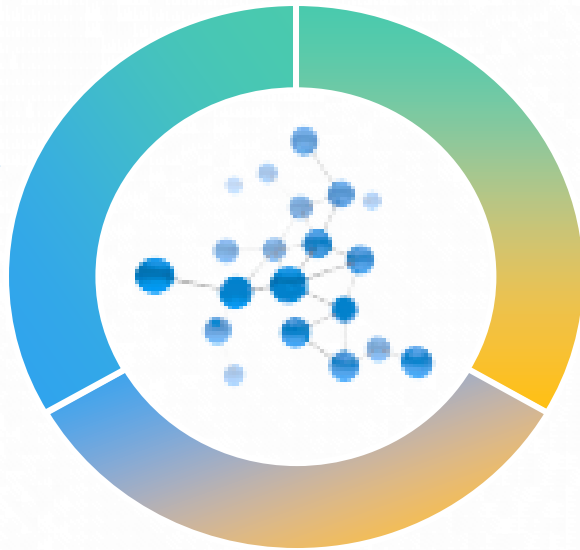
- Interactive decision making, learning and evidence-based explanations
- A range of techniques including natural language processing, knowledge and planning
- Statistical prediction analysis and pattern recognition to make highly data-driven decisions



Data Science enables the AI Ladder

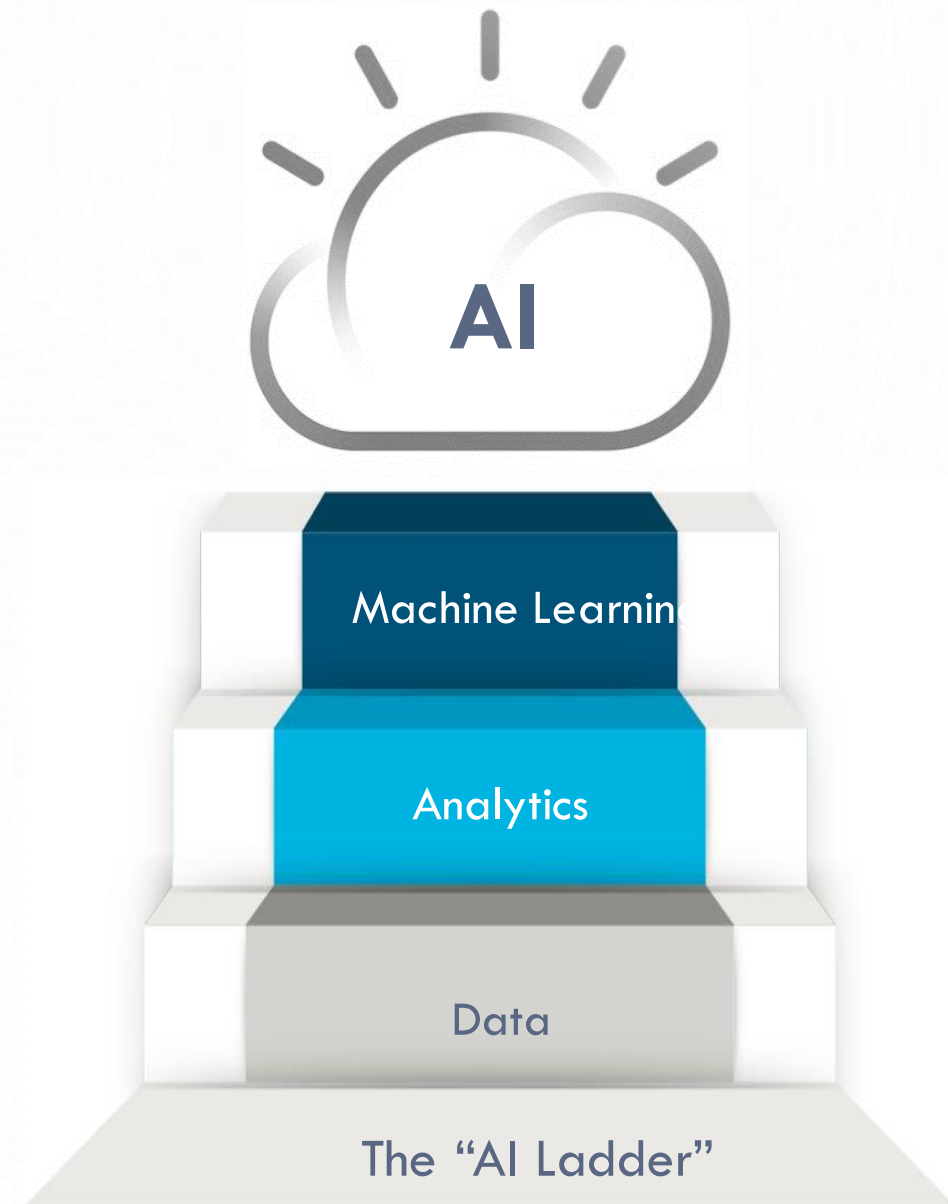
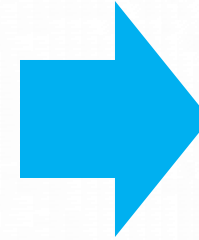
3 platforms, 1 Information architecture

Hybrid Data
Management

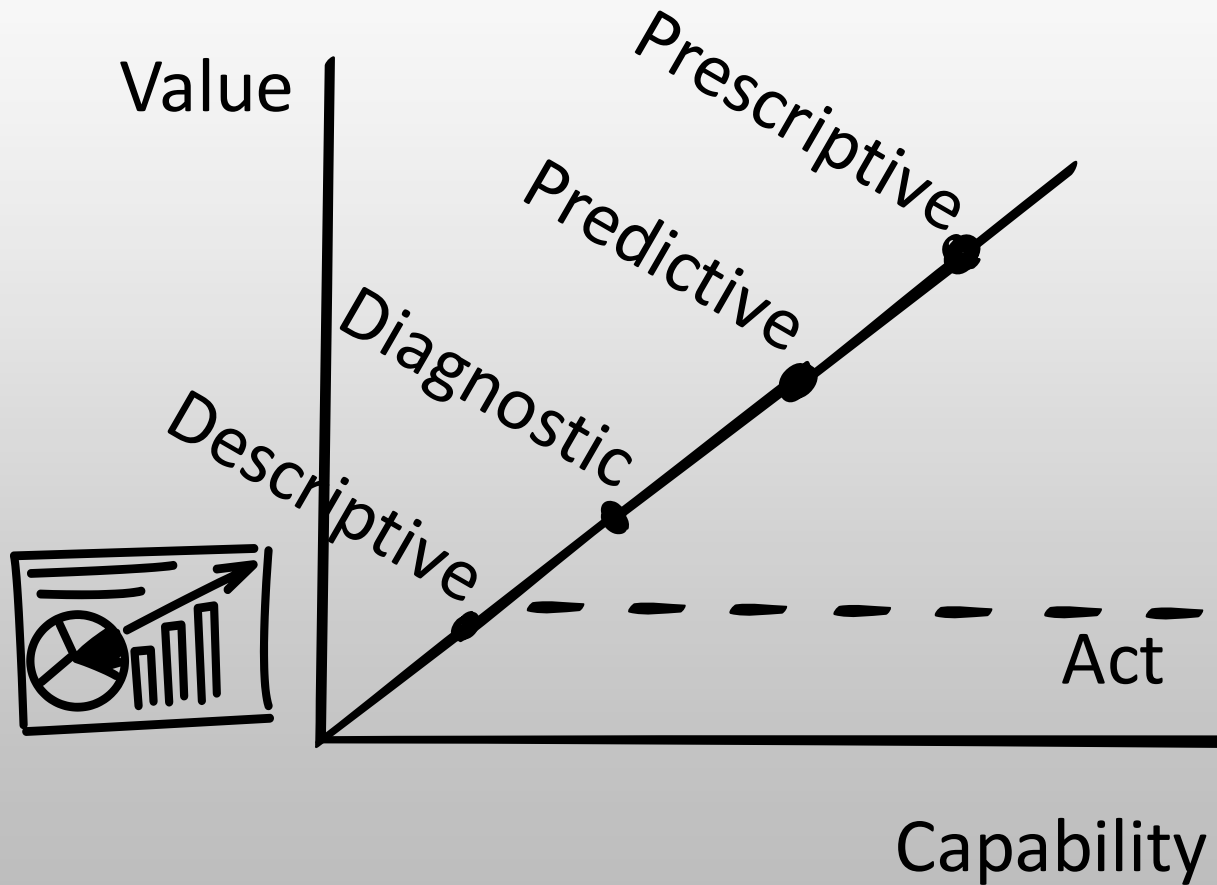


Data Science
& Business
Analytics

Unified Governance
& Integration



How to move up the four critical types of analytics?



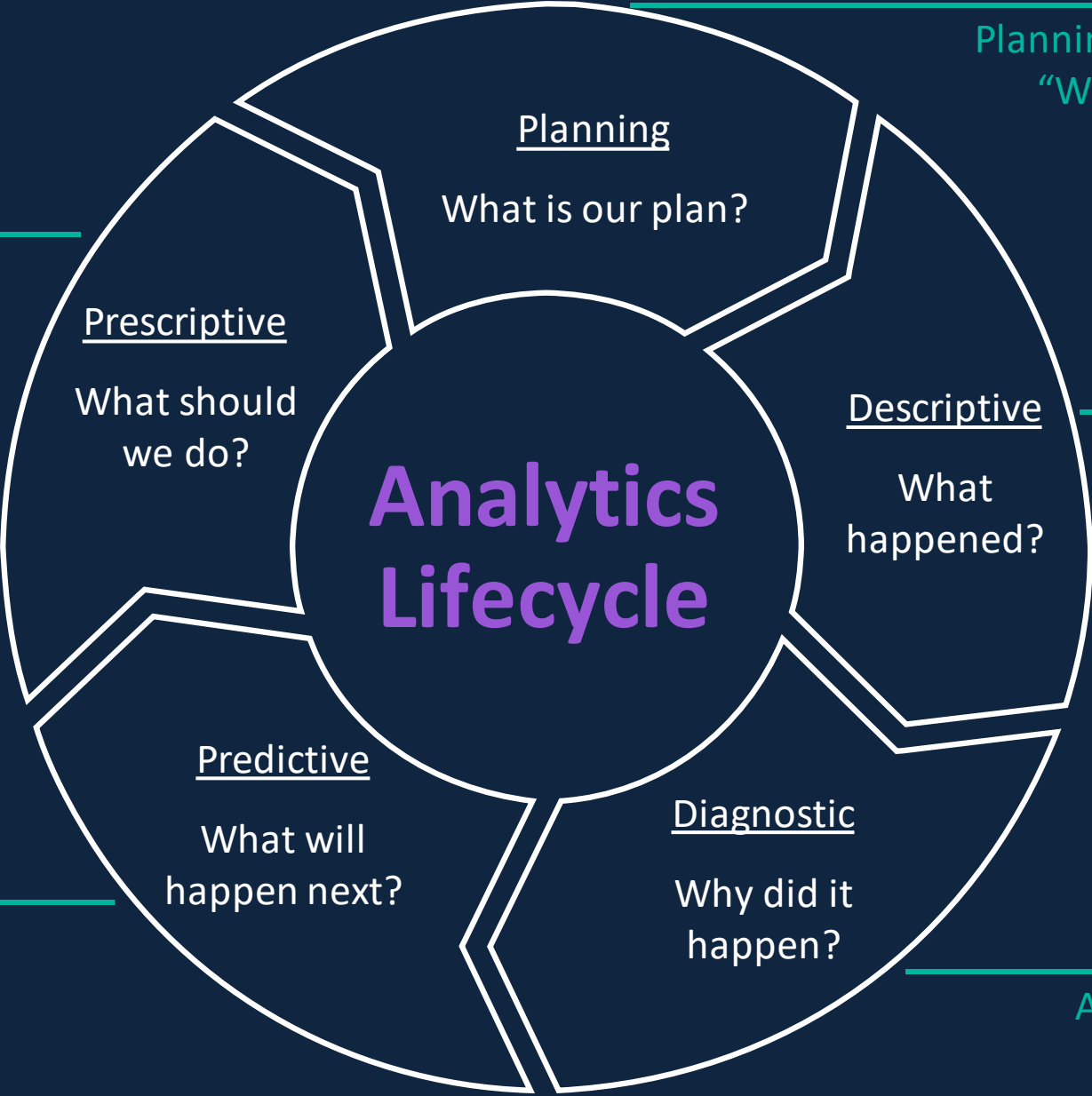
But a lot of the data is actually:

Missing
Incorrect
Misleading
Misrepresented

Data to Insight to Action...

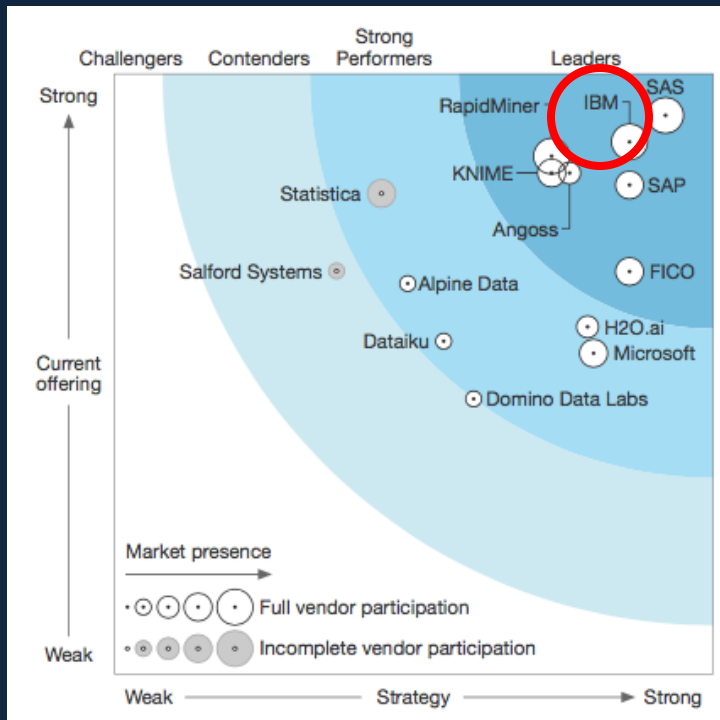
Cognitive, Optimization,
Machine Learning
IBM ILOG CPLEX

Predictive analytics
IBM SPSS
IBM Data Science Experience



Data Science Platforms: 2017 Leader with both Gartner and Forrester

IBM is positioned highest in execution and furthest in vision within the the 2017 Gartner Magic Quadrant for Data Science Platforms, based on its ability to execute and completeness of vision.



The Forrester Wave™: Predictive Analytics
And Machine Learning Solutions, Q1 2017






Source: Gartner Magic Quadrant for Data Science Platforms,

Forrester: “IBM is loving open source. SPSS is still the core of IBM’s data science platform, but ... IBM has also introduced the Data science experience for data science coders, which provides a quick cloud provisioning of open source Jupyter and/or RStudio notebooks with a spark cluster ...

SPSS is a good for data scientists who want the productivity afforded by methods encapsulated in operators.”



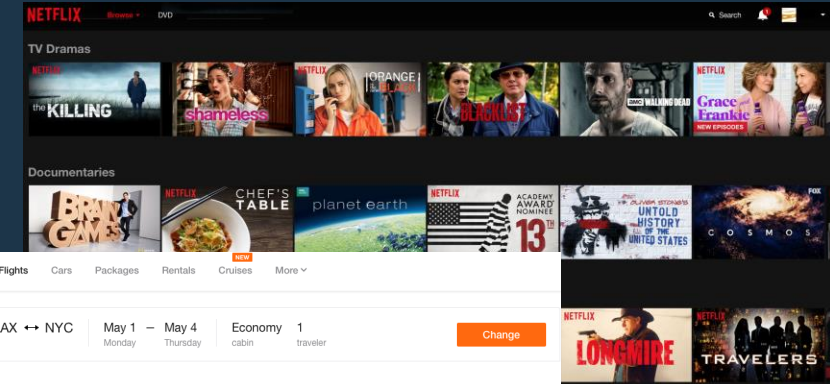
Data Science is Everywhere

Banking  Improve customer retention, reduce financial crimes, and prevent fraud	Financial Services  Gain insights to reveal trading and client behavior, and manage portfolios and regulatory compliance.	Retail  Personalize the customer experience, optimize merchandising, pricing, supply chain, and staffing.
Health Care  Improve patient care and accuracy of diagnosis, ensure regulatory compliance and auditability.	Manufacturing  Predictive maintenance, improve production throughput, and reduce in process inventory.	Telecommunications  Increase customer loyalty and advocacy by measuring and improving customer experience.

Data Science in Every Day Life

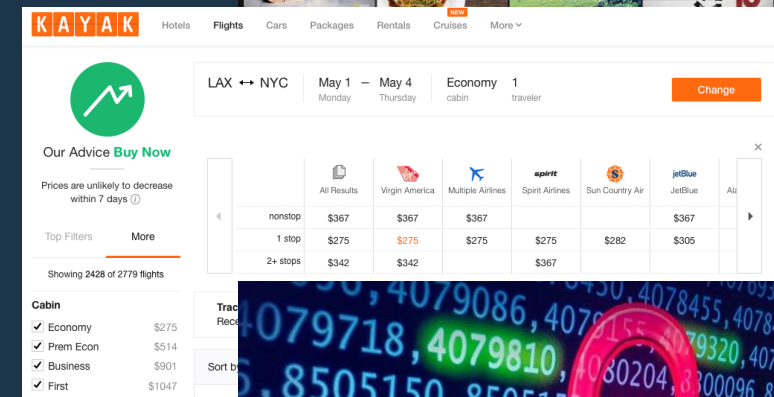
Personalization

Customize the offers based on preferences



Dynamic Pricing

Pricing changes based on market conditions



Fraud Detection

Detect credit card misuse



How can you avoid
these traps?

Data Consumers
60%



Data Explorers
30%



Casual Users
Power Users

Data Analysts
8%



Data Scientists
2%



Source - "Eckerson Group: A Reference Architecture for Self-Service Analytics", Wayne Eckerson, Barry Devlin, September 2016



By making **data**
trusted and easily
accessible and
actionable to all