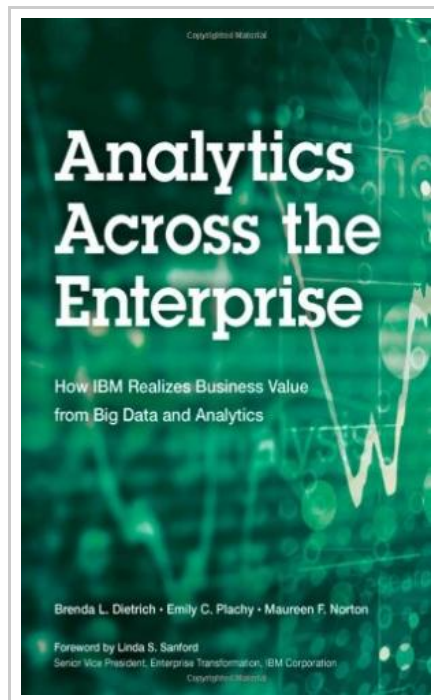




Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics

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

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics, 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...



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