

# Client Conversation Guide

## Watson Analytics: Visualize, Pursue and Improve



### Target Customer Profile

#### Functional Overview:

- Line of Business Managers in sales, operations, marketing, finance and HR who are looking to better understand and act on the data relevant to their job roles.
- Business Analysts, whose jobs are centered around processing information for the organization, and who want to go beyond measuring and start understanding, but don't have ready access to advanced analysts such as data scientists, statisticians, data miners, or BI architects.

#### Key metrics:

- Marketing: ROI for marketing campaigns, new customer acquisition, market share
- Sales: Revenue, Pipeline, new customer acquisition, forecast accuracy
- Operations: Cost of sales, supply chain efficiency, inventory optimization
- Finance: Cost of goods sold, revenue, profits, forecast accuracy
- HR: Employee retention, employee satisfaction

#### Primary decision makers and influencers:

- Marketing, Sales, Finance, HR or Operations Managers: primary decision maker and budget holder.
- Business analysts, data scientists, and IT Directors: key influencer with primary functional accountability.



### Top of Mind Needs

- Reduce invoice processing costs.
- Improve and standardize AP systems and processes.
- Improve overall payment performance. Reduce errors, increase timeliness.
- Reduce the need for double entry of data: once in the ERP system and once in the Accounting system.
- Reduce duplicate payments, lost invoices and inaccurate payments.
- Accelerate approvals for payment of non-PO invoices.



### Conversation Starters

- 60% of business leaders use analytics daily or weekly to make decisions, but 70% of them use spreadsheets for the task
- 62% of business leaders say the complexity of analytics tools and, the need to go through other staff, get in the way of applying analytics to decision making
- 45% of business leaders lack the ability to share insights with others to drive more meaningful discussions
- 43% of users lack the ability to ask plain language questions and get visual answers
- 42% of users lack the ability to interact with others on analyses to quickly come to consensus



### Discovery Questions

- Marketing:** How do you measure the impact of your campaigns? Are you able to accurately predict which campaigns are likely to be successful?
- Sales:** How do you identify your targets and prospects? Is your targeting accurate? Can you predict which products/services they are likely to buy next? Do you know which of your existing customers are at risk of defecting to a competitor?
- Operations:** How do you identify operational inefficiencies including bottlenecks in your supply chain? Can you measure the revenue and profit impact of these inefficiencies? How easily can you implement operational changes, like optimizing inventory levels for the products you sell?
- Finance:** How confident are you in the accuracy of your forecast? Do you use a predictive/statistical model to help in creating forecasts? Do you rely on averages or "gut feel" for your forecast?
- HR:** How do you identify your most valuable employees? Do you know which employees are likely to leave, and why? Are you able to predict the impact of changes to HR policies?
- Business Analyst:** What is your current method for making a decision when it impacts multiple business leaders? Do you rely on email as your primary mode of collaboration? To what extent do you rely on spreadsheets for analysis and decision making? Do you have access to all the information you need to make decisions?

#### How IBM can help:

# Client Conversation Guide

## Watson Analytics: Visualize, Pursue and Improve



- Decrease operational dependency on spreadsheets and IT-based report writers, and reduce the time it takes for decision makers to gain access to the information they need.
- Discover and answer new questions through a guided interface using automated data refinement and advanced analytics
- Align and automate analytic tasks through a combination of exploration, discovery and storytelling
- Converse with data through natural language interaction, leveraging the power of cognitive computing
- Operationalize business-led insights through integration with an organization-wide platform

### IBM Success Stories

- [Minter Ellison](#): After deploying Watson Analytics, Minter Ellison immediately drew correlations between a slowdown in revenue for several customers with a broader slowdown in the mining sector. This correlation led the firm to redirect resources to engage new business in industries that the solution predicted to be more profitable. The Watson Analytics solution helped the client speed data analysis time from several weeks to a few hours.
- [PON Holdings](#): Pon uses Watson Analytics to improve how it prices parts for the Caterpillar vehicles it sells. In the past, the company employed a third-party consulting service to help determine pricing. Today, the solution automatically gathers external pricing information from eBay and other large online

markets so that Pon can easily visualize the gap between its prices and those of its competitors. The firm then uses this information to fine-tune its pricing strategy and optimize revenue.



### Additional Resources

- [Watson Analytics on ibm.com:](http://www.ibm.com/analytics/watson-analytics/)  
<http://www.ibm.com/analytics/watson-analytics/>
- [Watson Analytics YouTube Channel:](https://www.youtube.com/user/watsonanalytics)  
<https://www.youtube.com/user/watsonanalytics>
- [Watson Analytics on Twitter:](https://twitter.com/EasyAnalytics1)  
[@EasyAnalytics1](https://twitter.com/EasyAnalytics1)
- [Watson Analytics on LinkedIn:](https://www.linkedin.com/topic/ibm-watson-analytics)  
<https://www.linkedin.com/topic/ibm-watson-analytics>