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E-GUIDE

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# GET SET & GET SMART

5 powerful tools you need for business

Cloud • Analytics • Mobile • Social • Security

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IN ASSOCIATION WITH



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# HOW CAN BRITISH BUSINESSES BECOME MORE EFFECTIVE?

By Shruti Tripathi Chopra,  
Editor, LondonLovesBusiness.com

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**E**very entrepreneur, employee, and working professional wants to be the Richard Branson of his/her industry.

We all want to be spearheading or be a part of a business that is exemplary and world-class.

But often the lethal daily routine of doing basic job functions gives us less time to think about innovation and business efficiency.

In fact, innovation often doesn't make it to our daily to-do list at all. Also, not knowing

the right tools to make your business more effective doesn't help either.

And there are studies to back this claim. A recent study by recruitment consultancy Hays Group found that 46% of UK workers say their "organisation is not innovating the way work is done". The study also found that 41% of UK workers say "they do not feel encouraged to try new ideas and ways of working themselves".

The study, which included responses from 500,000 UK employees from 100 organisations, highlighted five killer challenges facing businesses over the next 15 years.

They were – collaboration, innovation,

productivity, transparency and agility.

The gist of the study was that unless businesses prepare themselves for these challenges, they will not be able to run their businesses efficiently.

Indeed this study by Hay Group isn't the only research that highlights the trials that businesses are facing. There are vast amounts of studies highlighting the challenges businesses encounter but less so about tools they need to help them overcome them.

## WHY THIS E-GUIDE?

This is why IBM and LondonLovesBusiness.com have together produced the e-guide – "Get set and get smart: 5 powerful tools you need for business".

The aim of this e-guide is to empower businesses with tools they need to make their business and workflow smoother and more effective. Through dedicated chapters and case studies on Cloud, Analytics, Mobile, Social and Security, this e-guide focuses on key measures businesses need to put in place to make their business better, stronger and smarter.

**Have any great ideas on ways British businesses can become more efficient and productive? Tweet me [@Shrutitripathi6](#) or [@Londonlovesbiz](#)**

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# HOW BUSINESSES CAN BECOME SMARTER

By Jon Mell,  
IBM Digital Leader, UK and Ireland

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**T**imes are changing, and they are changing faster than ever before. From Airbnb to Uber, new organisations are pushing the boundaries of traditional industries and customer demand is rising as a consequence. Interestingly, focus group Walker Research believes that customer experience, not lower prices or better products, will become the key brand differentiator by 2020. Every industry will face disruption in these changing times, and every business will need velocity and agility to move at the 'speed of expectation'.

With Cloud, Analytics, Mobile, Social and Security solutions, IBM is providing businesses with the tools they need to deal with disruption.

Businesses using IBM will find a significant advantage in using data as an essential tool. IBM Analytics technology can not only make predictions based on past data trends, but is constantly adapting in real time to prescribe the next best action for your business. The New York Police Department, for instance, used IBM Analytics to find crime hotspots and reduced crime rates by 35%.

Real-time solutions are key to getting ahead in today's fast-paced market. IBM helps customers reimagine business models as they move to 'as-a-service' offerings with IBM Cloud. To give a practical example, retail insight provider, eyeQ, needed a development environment in which they could quickly design and support new responsive services to

help retailers customise their in-store offers. IBM BlueMix enabled rapid app development across a hybrid cloud environment, reducing development from hours to just minutes.

Yet none of this can really help unless organisations are able to meet the social and mobile expectations of their customers and engage with them in new ways. Solutions such as IBM MobileFirst, Connections and Marketing Cloud address these needs, providing users with the capability to connect and communicate with customers.

Crucially, all of this is underpinned by real time security solutions that rapidly detect and respond to threats. It's the security of our systems that has allowed us to work with high profile finance providers to produce effective and safe mobile banking apps.

Yet it's not just customer facing functionality that can be revolutionised with digital solutions. IBM is helping organisations engage staff across the employee lifecycle, from predicting performance during the hiring process to reimagining email experiences and internal social networks.

Digital is disrupting our lives as a consumer and as an employee – and the winners will be those who take advantage of these fast changing times, rather than trying to maintain the status quo.

# GET SET & GET SMART



This year, Lexus created the world's first functioning, dry-surface hoverboard. Nike is launching self-lacing trainers by Christmas. You are probably reading this from a mobile or a tablet – technology that 30 years ago was commonplace only in cinematic Deep Space. In short, we are living in the future – a future where life, and business, is fast, frenetic and sometimes difficult to navigate. So how do you keep your business up to speed and on track?

## BY MAKING IT SMARTER

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**T**hrough Cloud, Analytics, Mobile, Social and Security technologies, IBM is changing the way we work to address this need. By streamlining day-to-day business operations – from data management to client communication – digital solutions are making businesses more efficient, cost effective, innovative, integrated and engaged. Smarter. Freeing up your time and resources to allow you to get on with growing your business.

So what are digital solutions and what can they do for you? This guide provides a map outlining each component of IBM's digital offering and what it can bring to your business, showing how IBM's Cloud, Analytics, Mobile, Social and Security solutions together can deliver a smarter, more efficient way to work. It's the future.

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# CLOUD

If there's one thing that can almost instantly make your business faster, better and smarter, it is Cloud technology. You probably use cloud computing of some kind already, whether you've made the switch at work or access cloud-based services at home. Yet some of you still might be wondering what 'the Cloud' actually is. Don't worry, you are not alone.



In a nutshell, Cloud is software as a service, on demand. It's a more efficient and much more flexible way to work, with services available as and when you need them, from data centres to communication platforms. For faster turnaround, better results, lower costs and smarter business practices, join the hundreds of businesses who have already jumped into the Cloud.

## **SUITS YOU**

There is a Cloud to suit any business, no matter what size or what objective. IBM is able to deliver secure private, public or hybrid cloud solutions. That means that you can combine 'virtual' servers (housed at IBM data centres) and 'physical' servers (kept at your own premises) to create a Cloud solution tailored to you. Providing the flexibility, control and security that's right for your business.

## **IT'S ELASTIC**

Flexibility is possibly the greatest advantage of Cloud solutions. Cloud can stretch and shrink according to your business needs, at any time. Seasonal lull? You won't be paying for services you don't need. Explosion in activity? Cloud can meet the demand, providing any additional functionality or data storage required on a pay-as-you-go basis. In today's

changing times, speed and agility are key to keeping up with customer demand.

## INNOVATE

As customer expectations soar, the ability to innovate constantly is vital. Bringing a whole host of cloud services to the palm of your hand, IBM's Bluemix cloud platform lets you innovate at speed. It helps developers to build, run, deploy and manage apps on the cloud easily and quickly. The apps you need can be transformed from idea to actuality in a matter of hours. It's built on open technology, too, so you won't be locked in.

## GET ENGAGED

There are more ways than ever before to engage with your client base. Yet as more marketing avenues open, managing the way your business connects to customers can get tricky. With communication outlets spread across web, email, social and mobile, consistency is key to keeping your marketing master plan on track in the digital age.

That's where IBM Marketing Cloud comes in, corralling everything into one accessible space and allowing you to manage myriad touch points from one easy-to-use platform. It'll save you time and help you to delve deeper into your data (thanks to embedded

## COMIC RELIEF: STREAMLINING ITS BUSINESS PROCESSES

Comic Relief, with help from software consultancy firm Armakuni Ltd, managed to refocus its energy on fundraising rather than IT issues by upgrading their outdated donations platform thanks to IBM Bluemix.

Comic Relief streamlined expenses and overhauled their complicated donation platform with a service-oriented architecture. Donations from Comic Relief's hugely successful fundraisers, such as Red

Nose Day, represent a significant amount of Comic Relief's annual income, but the aging platform had been built for the technical landscape of the previous decade.

Armakuni decided to implement a Cloud based service-oriented architecture (SOA) for the charity, using IBM Bluemix to fully automate the build and deployment of approximately 20 micro-SOAs. These mini cloud platforms brought the

scalability and flexibility that Comic Relief's donation platform needed to move forward and adapt to its current needs, allowing Comic Relief to get on with what it does best; delivering world-class fundraising events and ultimately changing and saving lives. Having driven immense waves of donors to its platform, Comic Relief now knows that its fundraising efforts will no longer be limited by its technology.

analytics), increasing engagement and raising conversion rates.

## SAFE AS HOUSES

So far, so fantastic. Yet all that innovation, functionality and flexibility is nothing without a security system to match. Thanks to IBM's

integrated approach to security, you can have confidence in your Cloud, with systems designed to prevent, detect and respond to threats in real time. IBM Security can help you detect security breaches, remedy incidents, and harden defences, even against cyber threats that are advancing and evolving constantly.

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# ANALYTICS

Data is the next natural resource. We are surrounded by it from a variety of devices, sensors and sources – in fact, 90% of the data in the world was created in the last two years and continues to grow at an astonishing rate. For businesses, it's key to uncovering trends and gathering new insights to deliver, for example, better new services to customers, protect against cyber attack, and create new products.



All industries are able to benefit, so much so that IBM has invested \$24 billion in building next-generation solutions, services and analytical capability to help organisations of all sizes make sense of data in the context of their business.

1

## DISCOVER

Your organisation is now able to rapidly uncover new insights from all types of data – even Big Data – on multiple platforms and devices. In addition, increasing levels of user-friendly, intuitive, self-service data accessibility means that you have the freedom and confidence to make smarter decisions, to better address your fundamental and transformational business needs.

Our customers are able to harness Big Data from a wide range of sources and analyse it in many different ways, to uncover insights that can have a profound effect on their business. In the UK and Ireland, IBM has helped organisations in every industry realise the value of big data and analytics.

2

## INNOVATE

If you are unsure where to start, consider the perspective of UK IBM customer, Mears



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# 90%

**of the data in the world was created in the last two years**

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Group PLC, who are gaining significant benefit from using IBM Watson Analytics. Mears Group, who employ 20,000 people, perform social housing repairs and maintenance throughout the UK. Mears has grown from a company without an IT department to one with 75 people. The nature of their business means that they are highly focused on performance. Naturally, Key Performance Indicators (KPI's), service level agreements, appointments made and kept, and jobs done on time, generate an incredible amount of transactional and event data; more than 600 million records.

With Watson Analytics, a smart data discovery service in the cloud, Mears Group is able to explore data, automate predictive analytics, and easily create dashboards. The new insights uncovered have resulted in new

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## DFS: USING ANALYTICS TO IMPROVE SALES REPORTING

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Despite turbulent times for the retail sector in recent years, DFS has maintained its position as the UK's leading sofa retailer. A key part of its strategy is to gain a better understanding of its sales, finances and operations, identify areas where it can make improvements or seize new opportunities, and encourage faster, more evidence-driven decision-making. To achieve these goals, DFS realised that

it needed a better way to manage and analyse its data. DFS realised that the insights it provides to its sales, operations and finance teams need to be of the same high quality as the sofas it sells to customers. Working with IBM Business Partner, Assimil8, DFS built an enterprise analytics platform based on IBM® Cognos® Business Intelligence, deployed in

the cloud with SoftLayer®. The solution unlocked the value of vast quantities of transactional data from DFS's legacy core retail systems. Cloud-based analytics accelerated DFS' reporting from hours to minutes; store-level comparisons and historical trends can now be analysed in seconds.

levels of innovation within the company and as John Brett, IT Business Systems Director for Mears, says, "Anybody can use it. It's not an IT solution, it's a business solution".



### ACCESSIBILITY

Finally, IBM makes it easier for you, whatever your role and function. IBM are actively supporting open source technology, such as

Apache Hadoop, which helps to dramatically lower IT costs as it's designed to be able to scale up from one single server to thousands of machines, providing a flexible, cost-effective and accessible approach to Big Data analytics.

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# MOBILE

We are a society on the go. Everything we want is now at our fingertips, at the tap of a smartphone.

Hungry? Yelp will help you pick a place to eat. Lost? Google maps can get you there. Lonely at your table for one? Just swipe right on Tinder. Mobile has also transformed the way we do business – be it making clever connections, working on the go, or improving customer service.



**M**obile networks are radically changing the way we interact with the world but, just as with the Internet before them, many businesses are profoundly underestimating the full and lasting impact of this still nascent revolution. It's no longer enough for businesses to be mobile-ready, they need to be mobile first.

Internally, too, Mobile is creating new business processes that put the power at the fingertips of the employee. It is about more than just communication and is fast becoming a tool to help employees make better business related decisions.

## REACH OUT

IBM MobileFirst can help you accelerate mobile adoption and connect your business to mobile users. The platform enables efficient building and deployment of mobile apps that run smoothly on a wide variety of devices, for better client engagement and wider market reach. Users can also unlock back-office capabilities to create a better front-office engagement.

Like all Cloud services, it's on demand, giving you the flexibility to test new ideas without the pressure of investing in expensive new in-house systems.

## CLEVER CONNECTIONS

These new systems of engagement mean that it's now possible for us to connect with customers in context to create deeper engagement. With fresh data insights from IBM, you'll have a better understanding of who your customers are and what they want from your business' mobile offering. This will allow you to discover new opportunities and deliver contextually relevant experiences based on new insights from analytics.

## BETTER INTERNAL COMMUNICATIONS

It's not just about connecting businesses to customers. Mobile technology allows employees to work anytime and anywhere, improving internal communications to create a more efficient network within your organisation.

Say you have an urgent query from a client that you can't answer. Imagine if, with a tap of your mobile, you could identify and contact the correct colleague for answers. Not only that but, if they're not available when you need them, IBM Connections can quickly find their content – from presentations and blog posts to status updates – to help you to access the information you need.

## UK RAIL FRANCHISE: USING MOBILE TO IMPROVE SERVICE

To stay ahead of competition and help anticipate travellers' needs, one UK rail franchise is using the latest mobile technology to provide real-time travel planning.

With increased use of mobile devices, customers now expect accurate, real-time information and updates on the move.

To satisfy customer expectations, IBM and the company devised customer experience innovations built on the IBM Cloud by IBM Interactive Experience.

These innovations include:

■ A new style of real-time mobile app for customers to easily plan their trip door to door by postcode. Customers can track

specific trains, be notified of disruptions, and even check if there is a coffee shop at the station.

■ Up-to-date information made available to on-platform staff equipped with mobile devices, to provide real time information to customers on train schedules.

■ An 'automatic delay repay' application, that will calculate delays up to the minute and automatically repay compensation owed to smart card holders each month.

■ Dashboards that enable staff to drill down into key performance indicator data including travel revenue, cancellations and delays, complaints, employee data, and safety data – to derive valuable insights and situational awareness, often in real time.

IBM MOBILEFIRST CAN HELP YOU  
ACCELERATE MOBILE ADOPTION AND CONNECT  
YOUR BUSINESS TO MOBILE USERS

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# SOCIAL

As the not-so-old adage goes, we're better connected. Considering that the average internet user has an average of 5.54 active social media accounts, it seems that we're better connected than ever. But we don't just need social solutions in our personal lives, we need them in our professional lives too. Businesses must providing users with an internal social media platform so that colleagues can collaborate in real time.



**S**ocial media has transformed the way we communicate, not just with our families and friends, but our clients and colleagues. Thanks to IBM's Social solutions, our businesses can now be as connected as our personal lives. Providing users with an internal social media platform, IBM social solutions make collaboration and cooperation a piece of cake – no matter how large, small or geographically stretched a business is.

**1 KEEPING IT REAL**  
Keep up with colleagues; collaborate in real time. IBM's social business tools help you to work smarter and faster, no matter how big or small your business may be. With real-time collaborative systems, you can avoid drawn out delays on projects and streamline shared work processes.

**2 COMPANY CULTURE**  
At the heart of any successful small business is its character. A company culture that sets it apart from the rest, a core set of values that make it unique. Yet company culture is often one of the first things to go as a business grows, internal structures change, and values become diluted as more team members are

brought on board.

With IBM Enterprise social solutions, you can keep sight of what's at the heart of your business, bringing everyone together as your business grows by easily sharing information.

**3**

### FRANCHISE

One of the biggest challenges to building a successful franchise is maintaining the same quality and character across the chain. Thanks to social solutions from IBM, franchisers can keep franchisees in the loop, instantly sharing best practices, management solutions and promotions.

**4**

### LONG DISTANCE

They say long distance relationships never work, but with social solutions, you can stay close to your overseas partners; in business, at least. One building supplies firm with semi-independent offices across the globe used IBM Connections to collaborate on a new product that appealed to all markets, using the social platform to share information and ideas at every step of the process.

## BOSTON CHILDREN'S HOSPITAL: USING SOCIAL TO SOLVE PROBLEMS

Gaming, the internet and Facebook are not necessarily things you'd expect to see in a medical lexicon. Yet that's exactly how Dr Jeffrey Burns, of Boston Children's Hospital, came to realise that there was something in his son and his friends' gaming experience that made him wonder how he could work better with other hospitals and doctors across the world. He realised that the same techniques gamers use could be applied to share expertise, solve problems and effectively

save lives. Dr Burns set up a social group that allowed sharing of the teaching hospital's knowledge and an application was designed that staff could easily use.

Training videos cover a range of advanced medical procedures taught in the hospital, but not elsewhere. A simulator lets physicians practice their skills on a virtual ventilator without endangering patients. Social networking tools such as profiles, tagging and communities create a milieu of active knowledge

sharing rather than passive learning. One interactive feature lets users comment on lectures and tag their comments anywhere in the video. Other users can see the comments, add to the discussion, respond over time and search the tagged content.

Medicine as a social business. Who would have thought?

**“ IBM SOCIAL SOLUTIONS MAKE  
COLLABORATION A PIECE OF CAKE ”**

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# SECURITY

A morality tale for the digital age, the Ashley Madison hack this summer taught businesses a valuable lesson in data protection. Possibly the first high profile hack to have dire personal and emotional – rather than the usual financial – consequences, it highlighted just how important data protection is, and how vital it is to stay ahead of the constantly evolving and advancing threats to cyber security.



**T**hankfully, IBM's integrated security systems can help your organisation stay safe. A unique system that covers prevention, detection and response to online security threats, IBM security features an integrated system powered continuously by 10 global research and development labs, so you can be confident that your cloud data is secure.

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# 225

**Number of days the average security breach goes undetected for**

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## REAL TIME DETECTION

The average security threat currently goes undetected for 225 days, with most security breaches going unnoticed until the damage is done. IBM's integrated security systems can help you to avoid costly delays and target threats in real time, using a combination of unique behavioural analytics and advanced security intelligence.

## RAPID PROTECTION

To target incoming malware, the technology uses a trident attack to break the life cycle of the virus; shutting down malware on entry, blocking the installation process and identifying existing viruses on the network to shut down communication with the malware source.

## INTELLIGENT RESPONSE

Unlike other Cloud security systems, IBM Security includes access to real-time threat intelligence experts, who analyse attack behaviour across over 270 million endpoints and 25 billion web pages to provide you with up-to-date security advice.

In the event of a security alert, IBM Emergency Response Services are there to provide immediate guidance and support using IBM Security QRadar Incident Forensics to investigate breaches and learn from the attack.

## MAJOR INSURER: MINIMISING THREATS TO CUSTOMERS

A major UK insurer faced a high volume of anomalous network activity. While only a tiny fraction warranted further investigation, determining which events to pursue threatened to overwhelm the company's security experts. To protect its valuable data and comply with government regulations, the company needed to detect genuine security threats buried within a massive amount of network traffic.

The client turned to IBM for a cloud-enabled solution that winnows billions of security events down to a few urgent candidates for investigation. Now the client receives contextual, actionable surveillance of its entire global IT infrastructure, enabling its IT security team to monitor data across routers, switches, firewalls, VPNs, IDS/IPS, anti-virus, hosts and servers, databases, mail and web applications, custom devices, and proprietary applications.

IBM's solution reduced complexity and cost through global integration of security intelligence systems, as well as improving efficiency by identifying high-priority incidents. These measures not only protect intellectual property but also customer loyalty.

**IBM'S INTEGRATED SECURITY SYSTEMS  
CAN HELP YOU TO AVOID COSTLY DELAYS  
AND TARGET THREATS IN REAL TIME**

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## CONCLUSION

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# EFFICIENCY, INTEGRATION, ENGAGEMENT

...the results of digital solutions are quickly becoming “business as usual”. As more businesses adopt these solutions, it is becoming essential to embrace technological resources or face being left behind.



In an overcrowded market that is evolving at an astonishing rate, making sure that your business is not only offering the best product but the best experience is vital. With a combination of cloud flexibility, analytical insight, mobile accessibility and direct social engagement, underpinned by strong security systems, IBM digital solutions provide an integrated space to support your business as it adapts to respond to new expectations.

We are working in the future. It's fast, frenetic and sometimes frightening, but it needn't be. With the right tools to hand, now is the time to embrace new ways of working, to access the enormous amount of data at our disposal, to connect on a multitude of touchpoints and offer a customer experience like no other.

**MOVE AT THE SPEED  
OF EXPECTATION.  
INCREASE EFFICIENCY.  
MAKE YOUR BUSINESS  
FASTER, BETTER,  
STRONGER. SMARTER.**



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# WHAT NOW



Ready to find out more about Cloud, Analytics, Mobile, Social and Security? These IBM resources will help you in discovering and implementing the five powerful tools you need for your business.

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**MORE  
INFORMATION  
ON IBM  
NEW WAY  
TO WORK**

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