

Trends der Data Mining Entwicklung

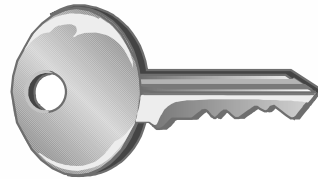
Manfred Roux
Direktor Data Management Entwicklung
BM Software Group, Böblingen
roux@de.ibm.com

IBM Boblingen

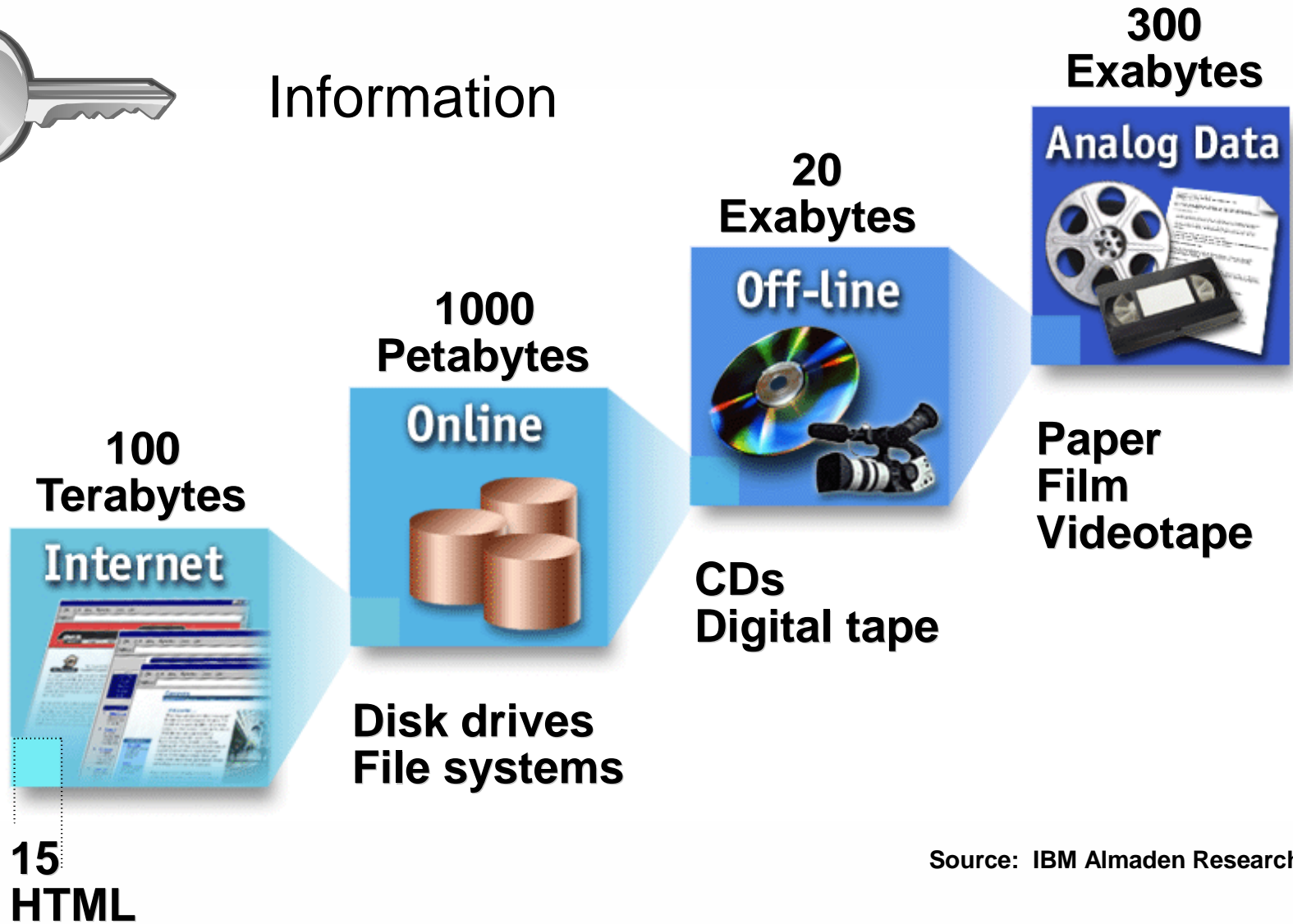
Zentrum der Data Mining Entwicklung



Die Problemstellung : Datenflut



Information



Source: IBM Almaden Research Center

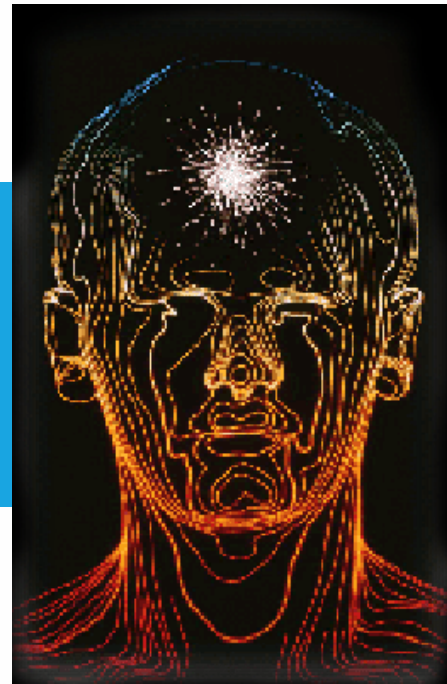
Das Umfeld ändert sich kontinuierlich

Technologien

e-business



**Business Process Integration
Web Services**



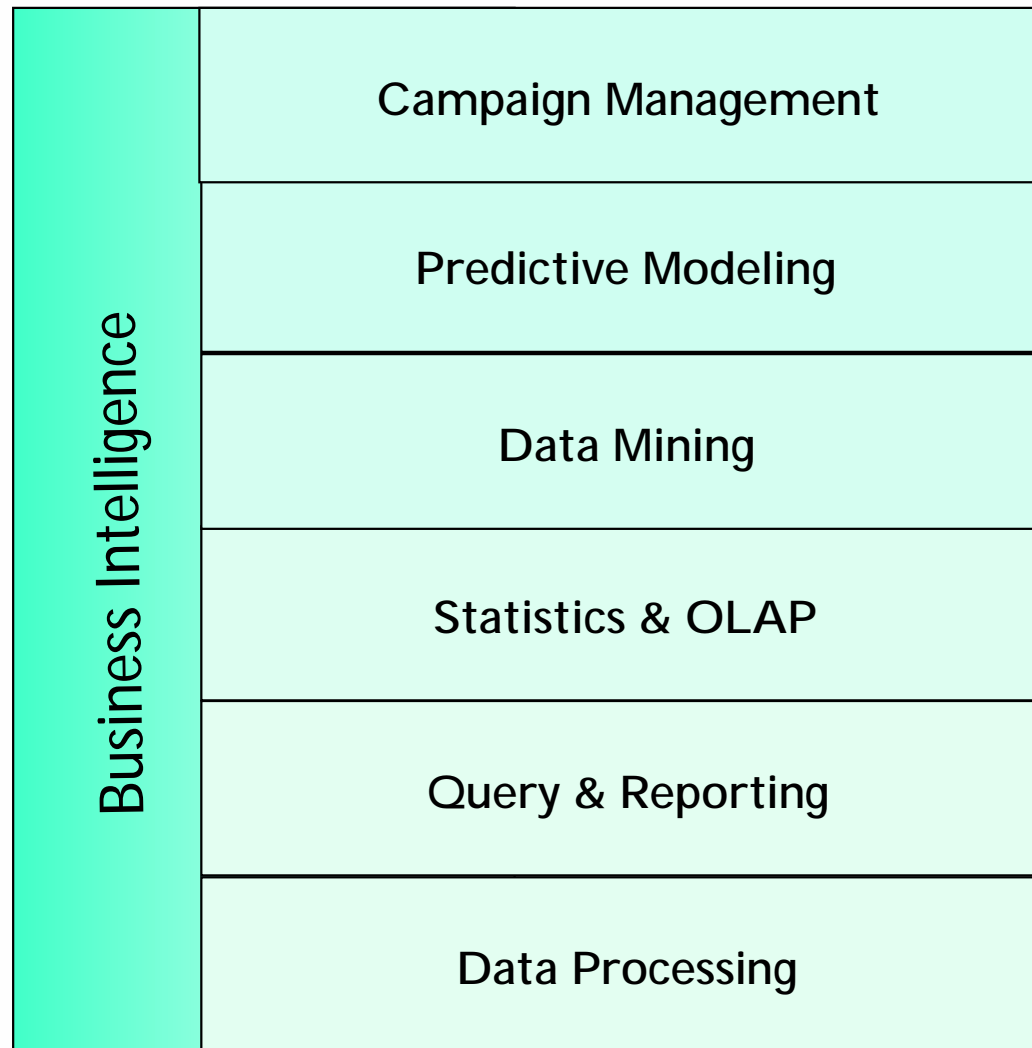
**Linux
Life Sciences**

Infrastruktur



**Autonomic Computing
Pervasive Computing**

Evolution/Positionierung der Analyseverfahren



Die geeigneten Werkzeuge für jede Frage



Data Mining - in der Wirtschaft



Branchen

- ▶ Banken
- ▶ Versicherungen
- ▶ Telekommunikation
- ▶ Handel
- ▶ Gesundheitswesen
- ▶ öffentl. Dienst
- ▶ Produktion



Mining Trends

- **Eigenständige Technologie**

- ▶ Data Mining Workbenches

Statistical Analyst:
Data Analyst



- **Anwendungsintegration (business integration)**

- ▶ CRM, SCM, ERP, eCommerce

Business Analysts



- **Mining & strategische Middleware**

- ▶ Databases, OLAP, WebServices
- ▶ Content Mining: Strukturiert und unstrukturiert
- ▶ Informations Integration

Echtzeit

Sales
Force



Call Center
Reps

- **Technologie-Integration**

- ▶ Neue Algorithmen, Autom. Preprocessing, Automatisierung



Customers,
Suppliers....

Mining Trends

■ Standardisierung

- ▶ Standard Entwicklung
- ▶ Standard Akzeptanz
- ▶ Offenes Internet



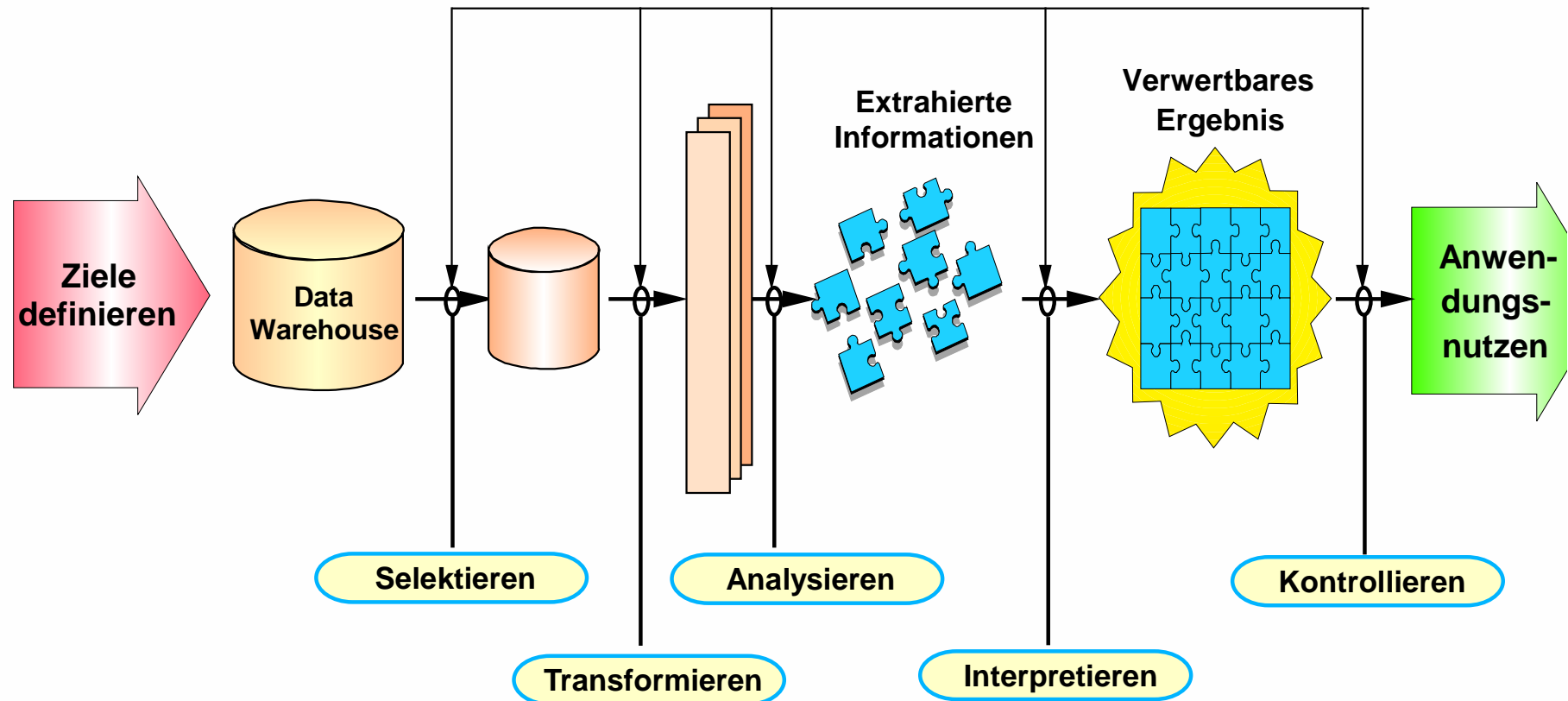
PMML

■ Offene Standards ermöglichen Integration

- ▶ Offenes Programmiermodell
- ▶ Offene Plattformen
- ▶ Webservices
- ▶ Pervasive



Der Data Mining Prozess



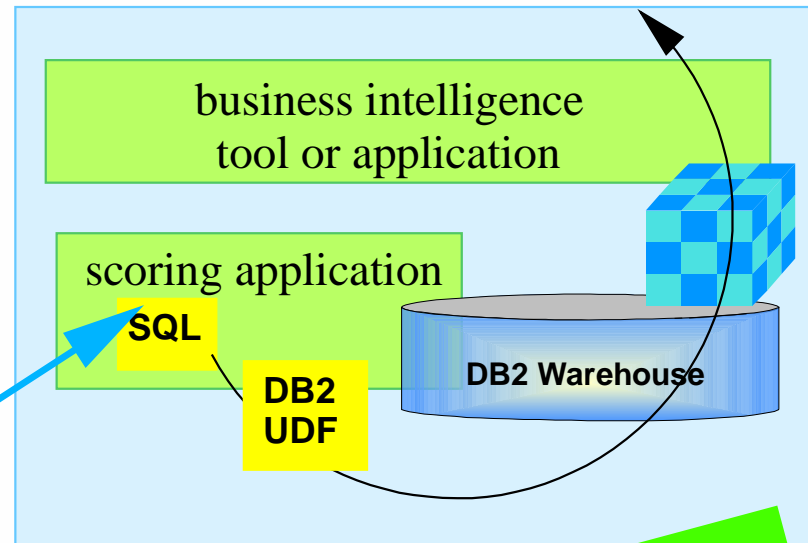
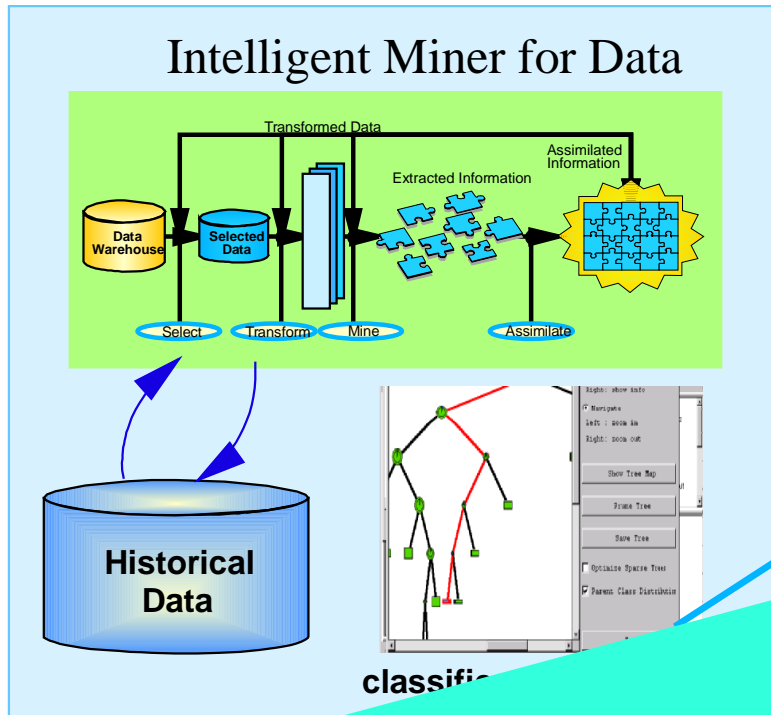
Der Mining Prozess und Scoring



Daten Analyst



Business Analysts



Data Mining

- Ein iterativer Prozess
- Erstellen der Modelle durch erfahrene Analysten

→ **DB2 Intelligent Miner for Data**

Deployment

- Ein wiederholbarer Prozess
- Echtzeit Vorhersage

→ **DB2 Intelligent Miner Scoring**

Einsatz von Scoring in CRM Anwendungen



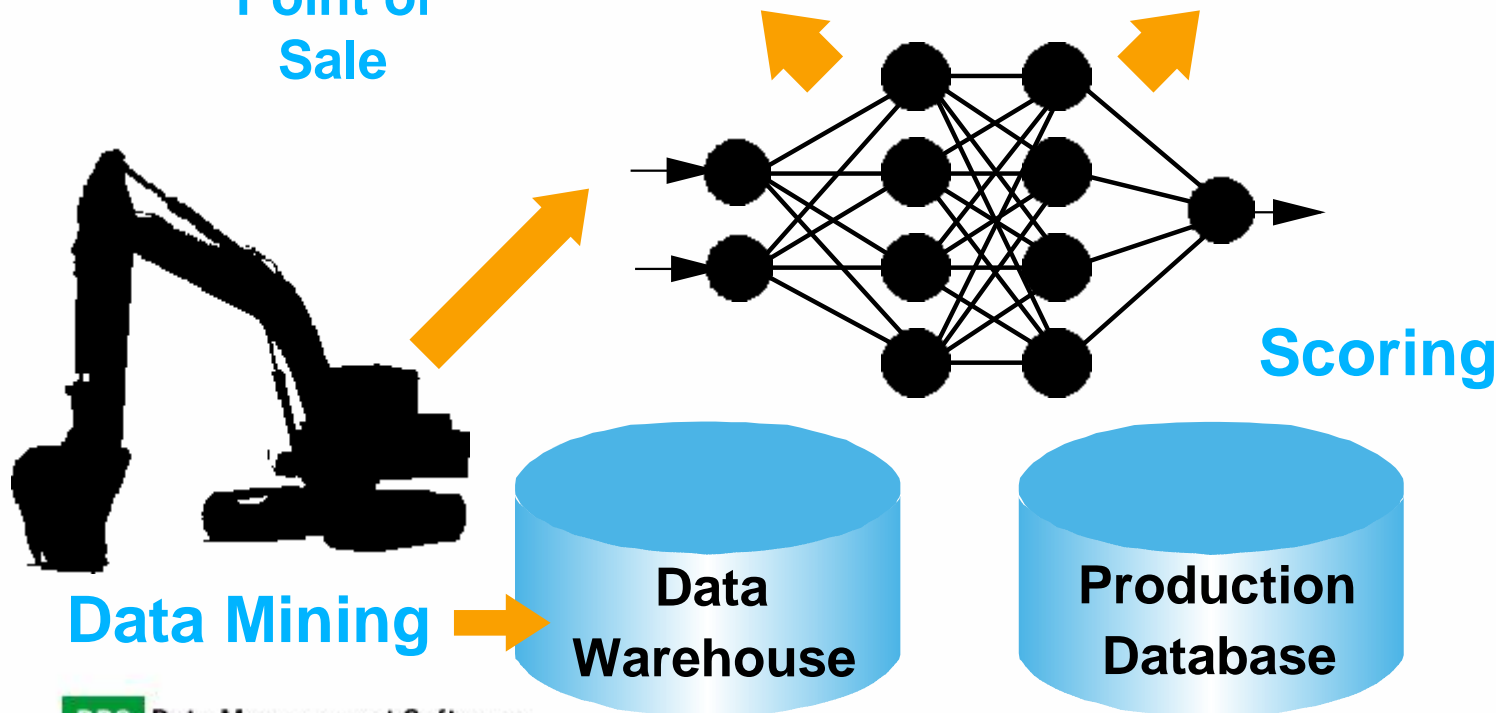
Point of
Sale



Spezielle
Angebote

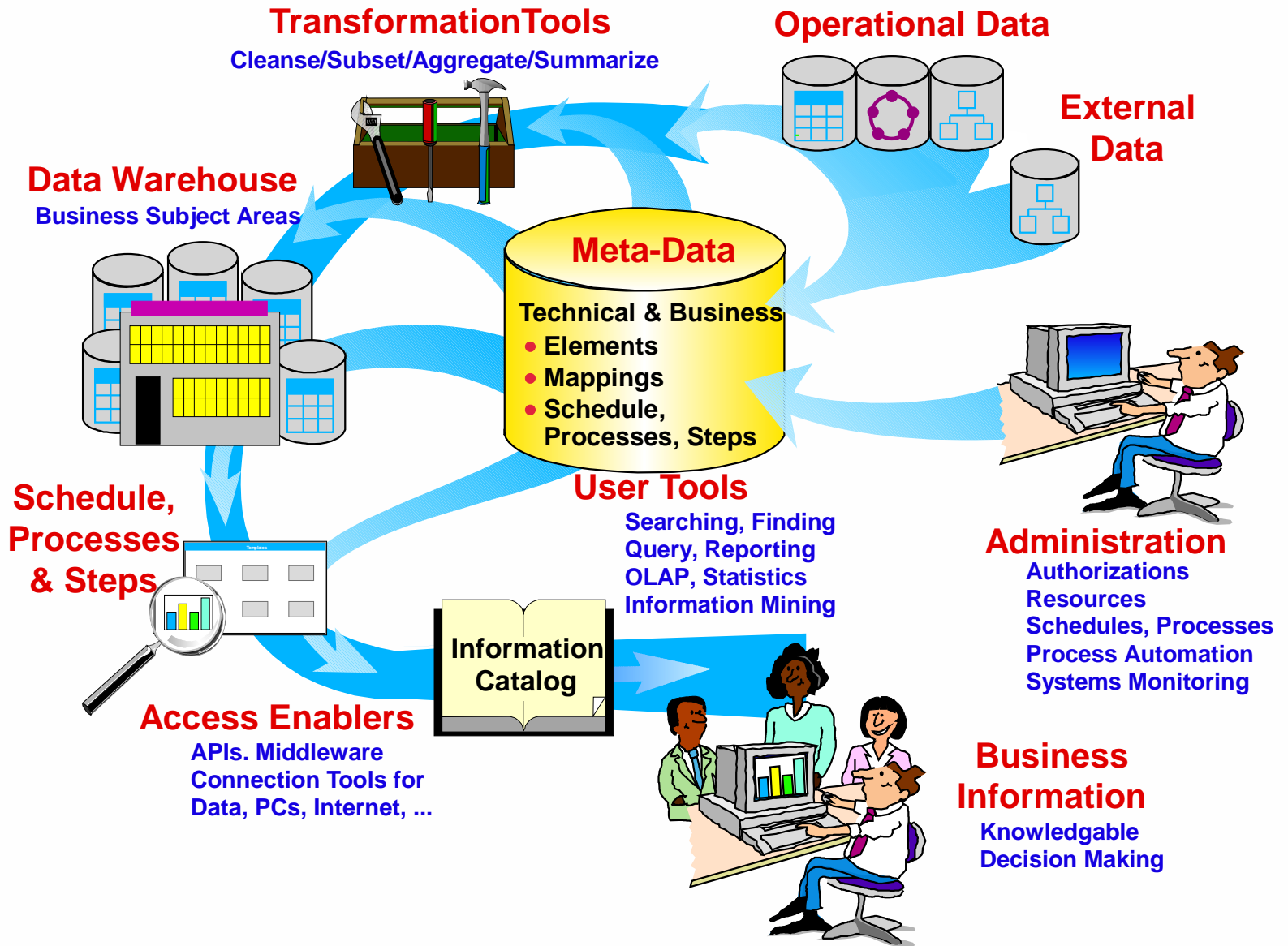


Call Center/
Web Site



DB2 Data Management Software

Data To Information To Business Knowledge





Lifeanalyse im Fussball

Ausgewählte Ergebnisse

Relevanz

0.614

0.511

0.511

0.307

0.307

0.307

0.204

0.204

0.818

0.511

0.307

0.307

0.307

0.307

0.921

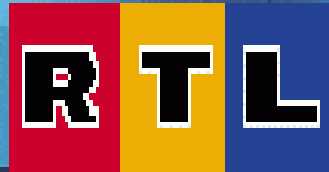
0.716

0.614

0.614

0.511

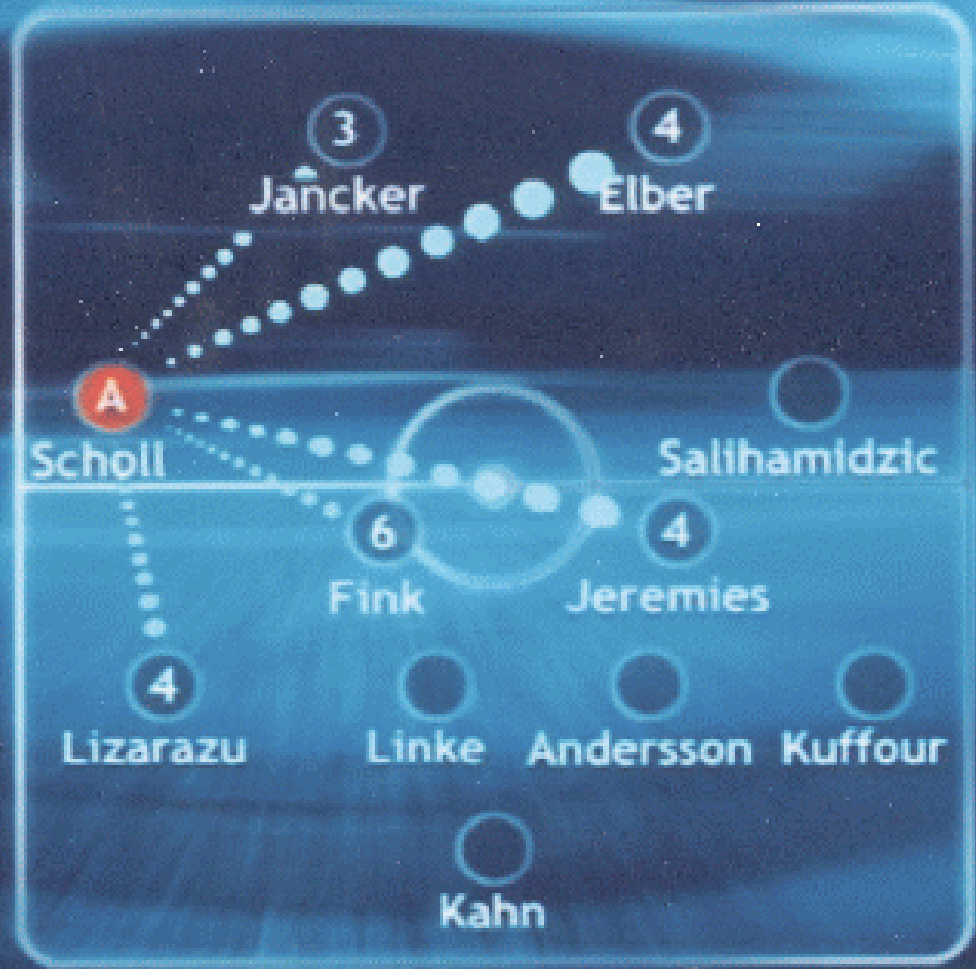
0.511



Bayern München

A aktiv

Scholl



ManU]

[PX18 Tarnat]

[PX16 Jeremies]

[PX09 Elber]

Danke für Ihre Aufmerksamkeit!

roux@de.ibm.com



Backup

DB2 Intelligent Miner Scoring - Nutzen

- Einfache Anwendung bestehender Modelle durch Endbenutzer
- Echtzeit-Scoring: Anwendung von Data Mining Modellen auf einzelne Datensätze
- Leichte Einbindung von Data Mining Funktionalität in vorhandene Anwendungen (SQL Interface)

e-business Innovation: Web Services

"Web services are a powerful integration technology that enables business applications to dynamically interact across networks, through the use open Internet technologies."

- **Within a business**
 - Accelerate and reduce the cost of integration
 - Save on infrastructure deployment and management costs
 - Leverage existing skills and assets
 - Improve reuse

- **Between businesses**
 - Providing service to your customers
 - Accessing services from your partners and suppliers
 - Standards and common infrastructure reduce the barriers
 - Simplicity accelerates deployment
 - Dynamism opens new business opportunities

- **Between a business and end-users**
 - Deliver a better user experience
 - Integrate diverse content
 - Reduce the cost of content delivery



IBM Software Value Proposition

Integration



- Leverage existing customer technology investments
- Business and technology integration capabilities
- Extensive business partner enablement

Infrastructure



- Leadership products
- Reliable, scalable, high-performance
- Open standards based
- Platform independence

Innovation



- Swift adoption of emerging technologies and standards
- Leaders in research, discoveries and patents
- Visionary in e-business evolution