

# Quality Driven Business Transformation: What You Don't Know Can Hurt You

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To be successful in any business environment, you must understand your customer's business, their ecosystem, and their wants and needs. In this digital era, businesses depend on connectivity, ecosystems instantaneously share insights, customers want immediate responses to their questions, and in order to survive, businesses need to leverage quality insights as part of their ongoing transformation.

2.5 quintillion ( $10^{18}$ ) bytes of structured and unstructured data are created every day. This data can provide new insights, if we know how to understand and use it. The adoption of cognitive tools and practices, unleashes new data-driven insights that are transforming businesses, especially in the area of quality. Big data needs to be quickly converted into deep insights and used to continually assess the current state of business operations, predict the most likely future states, provide alerts of anticipated problems, and recommend the best quality actions to be taken.

Our business complexity continues to grow at a rapid pace. Clients are running their systems 24x7x365 and for longer periods of time, new routes to market are being developed, supply chains are becoming more distributed, and we're delivering an expanding portfolio with increasingly complex technology. Faced with this constantly changing landscape, we can no longer completely rely on traditional means of data analysis to satisfy our clients and to shape our products, processes and quality management systems.

IBM has a strong client focused culture, founded on quality. By integrating cognitive tools across our value chain, we are identifying threats, alerting stakeholders, determining the appropriate response, and improving the quality of our knowledge by continually learning from outcomes achieved for actions taken. To further engage, excite and enable our employees in delivering a superior quality experience, we are investing in the development of analytical skills and providing employees with descriptive, predictive, prescriptive and cognitive tools. We have adopted smarter, data driven methods of doing business - across the value chain - and our cognitive journey has just begun. Doing things differently, by leveraging data and the insights it can provide, becomes a necessity as we strive to find problems before they happen.