

Arancha Ocaña

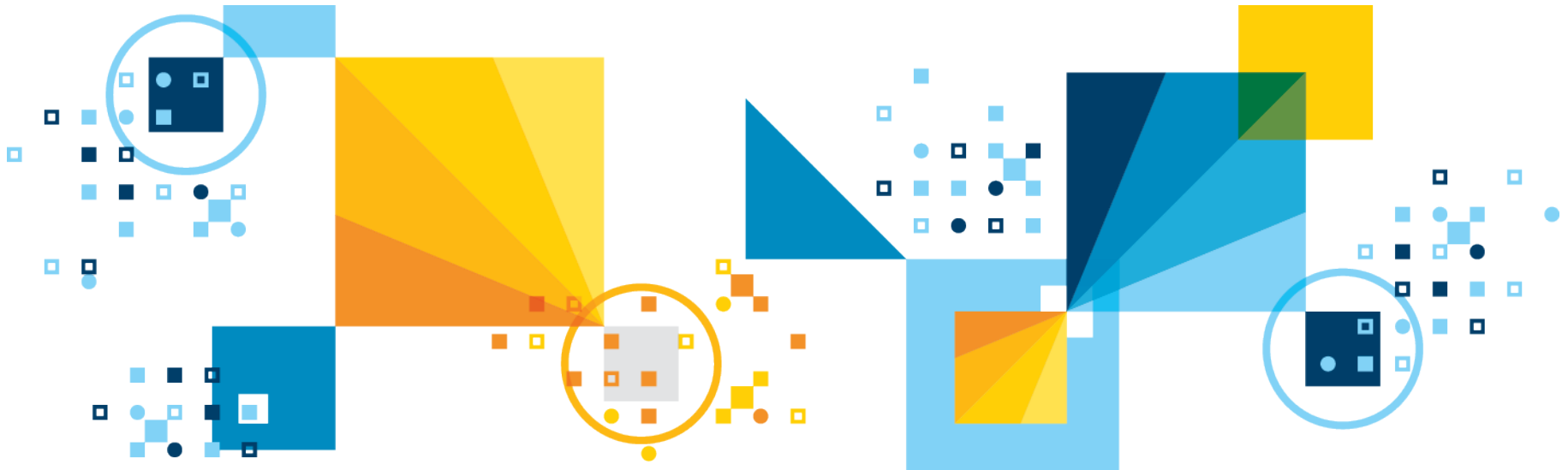
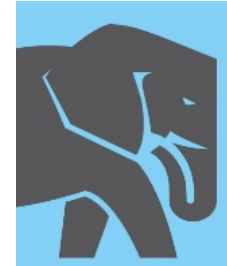
✉ arancha_ocana@es.ibm.com
🐦 @arancha_ocana

Paco Cano

✉ francisco.cano@ibm.com
🐦 @fjcano

Nov 22, 2017

IBM Big SQL.. DEMO!



Let's meet Amy who works for Outdoor Equipment Inc.



Amy
Marketing Director

Company:

Outdoor Equipment Inc. is a full-line sporting goods retailer

Business Objective:

- Optimize Real-Time Marketing (RTM)
- Improve Return On Investment (ROI)

Amy wants to promote sales campaign at targeted customers to increase organization's revenue





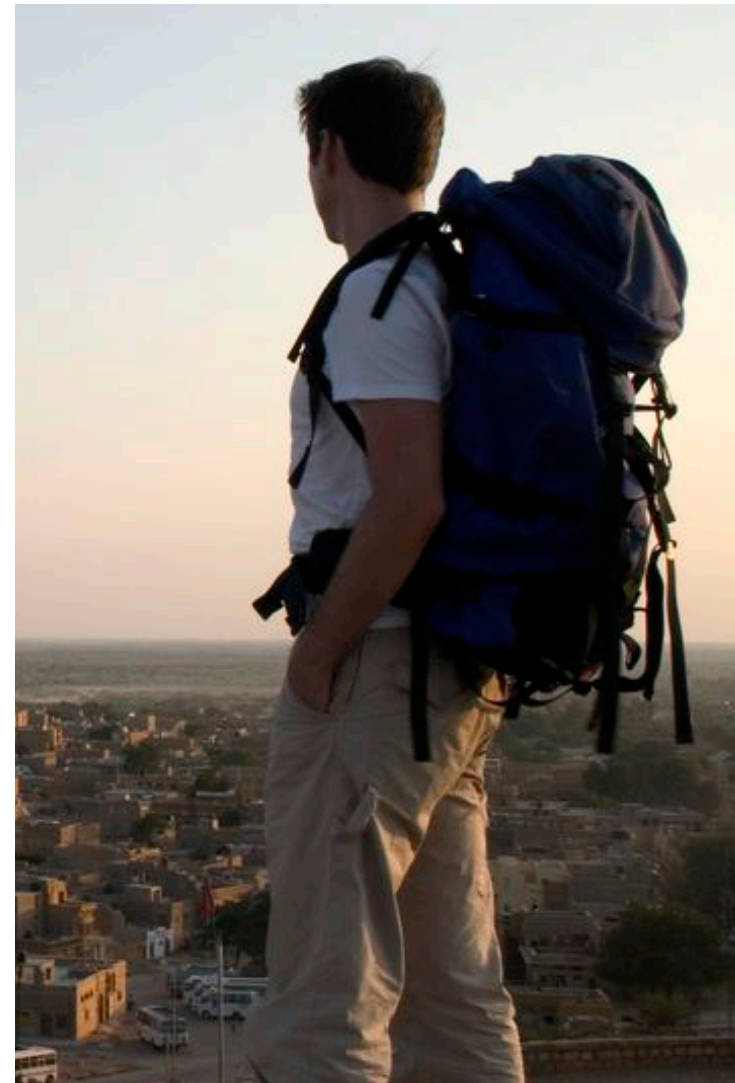
Outdoor Equipment

Coupon Valid Friday, November 24 5:30AM-2PM Only

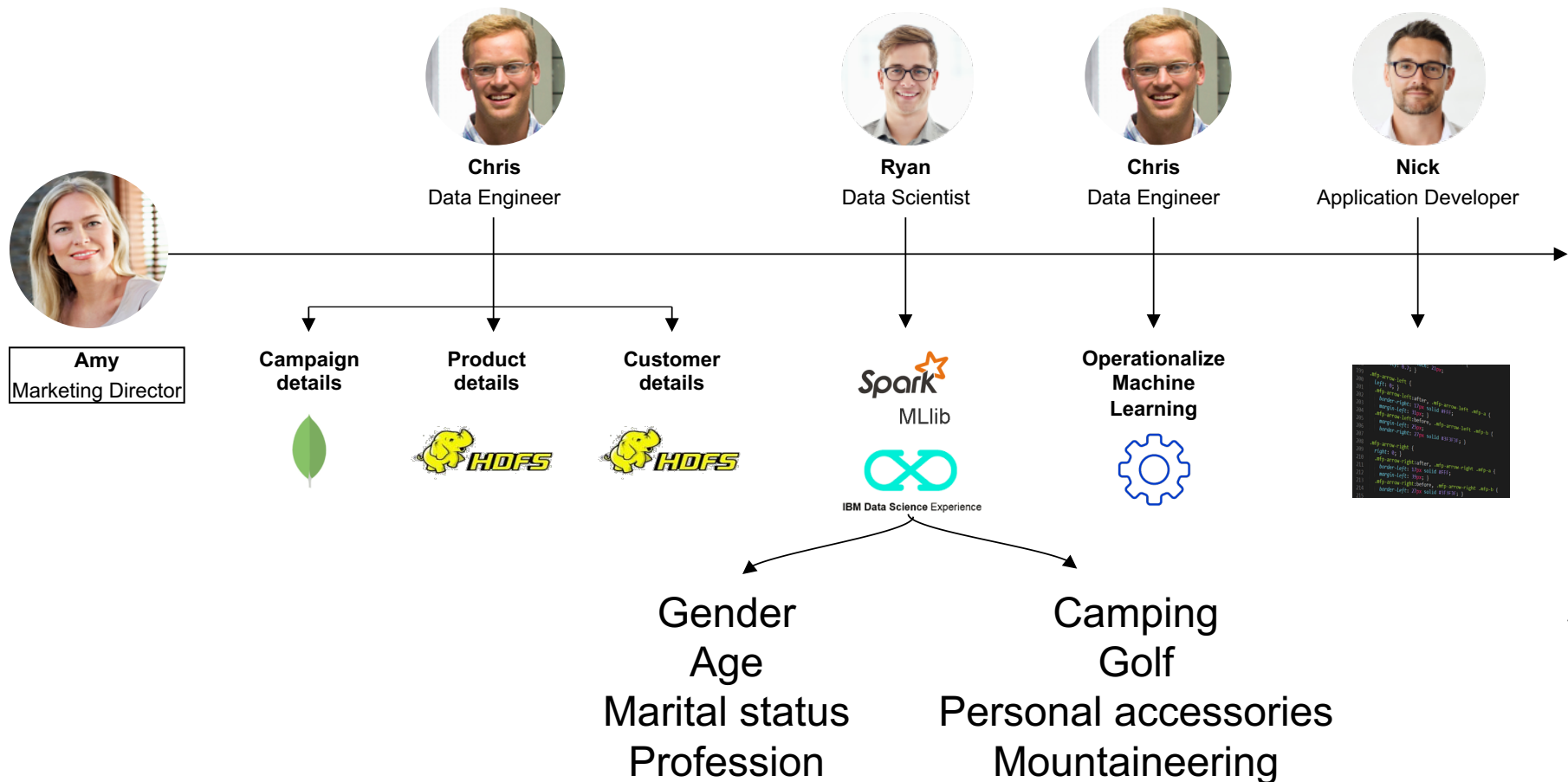
TAKE 50% OFF Orig. Price With Coupon

Sleeping Bags	12.48 with coupon	Orig. ▼ 25.00 Now 19.99
Camping Chairs and Bedding	19.98 with coupon	Orig. ▼ 39.99 Now 24.99

Limit one item per coupon, per customer. Total amount of coupon must be redeemed at one time. Cannot be combined with any other offers or coupons, or used for layaways or previously purchased merchandise. Coupon valid on in-store purchases only. No reproductions or rain checks accepted. Some exclusions may apply. See store for details. **Valid Friday, November 24 5:30AM-2PM.**



Amy needs to work with different teams who perform specific tasks to execute the campaign



With Big SQL, Amy's team can self **serve their requirement**,
save time on execution and **enhance productivity**

IBM Big SQL



Self Service

Federation



Spark Integration



Application Integration



Chris
Data Engineer



Ryan
Data Scientist



Nick
Application Developer

감사합니다 Natick
Grazie Danke Ευχαριστίες Dalu
Thank You Köszönöm
Спасибо Dank Gracias
谢谢 Merci Seé
ありがとう

Obrigado

