Ancestry Adopts IBM Cloud, Advanced Analytics to Discover Business Insights

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ARMONK, N.Y., Nov. 8, 2018 /PRNewswire/ -- IBM (NYSE: IBM) announced today that Ancestry LLC, the world's largest consumer DNA network, has selected IBM Planning Analytics as-a-Service on the IBM Cloud for its business planning and forecasting processes, to take advantage of the combined solution's fast analytics, scalability and efficiency.

Ancestry has helped customers unlock hidden insights from historical records and genomic data since 1983. Today the company boasts more than 10 million AncestryDNA customers and more than three million subscribers globally.

IBM, along with Data41, a software developer and integrator of financial planning and reporting systems, worked with Ancestry to create a high-speed analytics and forecasting solution on the IBM Cloud. With the new solution, Ancestry can analyze all financial data, from budgeting to labor costs, to the forecasting of subscriptions and revenue to help make more informed and strategic business decisions based on the latest insights.

"We have expanded rapidly around the world, so we required a system that supports our pace of growth," said Curtis Tripoli, Vice President, Financial Planning & Analysis, at Ancestry. "The analytics is a comprehensive solution, and because it's on the IBM Cloud we get the reliability as well as the efficiency and scale we were looking for."

"Great companies like Ancestry understand the value that comes from leveraging advanced technologies like analytics through the cloud to improve things like performance, scale and efficiency," said Greg Adams, Vice President, IBM Business Analytics. "As these companies grow and scale, Planning Analytics on the IBM Cloud can help them continue to not only manage but extract valuable insights from their growing business."

For more on this story, visit: IBM THINK Blog

About IBM Cloud
For more information visit IBM Cloud.

For more information visit IBM Analytics.

**About Ancestry**

Bringing together science, technology and self-discovery, Ancestry's market-leading products and services leverage data and distinct content across family history and consumer genomics to provide consumers with valuable insights into their lives. In 2017, Ancestry generated more than $1 billion in revenue, an annual increase of more than 30 percent. The company has sold more than 10 million AncestryDNA kits to date, reflecting a 115% year-over-year increase in sales in 2017.

**About Data41**

Data41 develops business analytics solutions spanning data source to visualization – helping companies effectively organize disparate data to make impactful, informed decisions. As an IBM Gold Partner, Data41's technical and business savvy associates help address unique business objectives in corporate performance management so growth decisions can be based on accurate projections and information while enhancing performance across the enterprise.

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