IBM's Information Management

On Linux for System z

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Agenda

- Information Management An end-to-end view
- Going into details:
 - IBM DB2 LUW
 - IBM Optim
 - IBM InfoSphere Warehouse
 - IBM InfoSphere Information Server
 - IBM InfoSphere Master Data Management
 - IBM Cognos
 - IBM SPSS

Data Management, (E)DM

Information Management, (E)IM

Business Optimization, BO



Information On Demand – Information Management End-to-End Unlocking the Business Value of Information for Competitive Advantage



Information On Demand – Information Management End-to-End Unlocking the Business Value of Information for Competitive Advantage







Processes and technology for managing mission critical application data throughout its lifecycle.







The 3 Tenets of DB2 LUW



Lowest TCO Unparalleled Automation Deep Compression Lightning Fast

Simple to Run

Flexible Deployment Industry leading XML support Self Managing

Most Reliable

World class audit and security Easy High Availability Workload Management

http://www.ibm.com/software/data/db2/linux-unix-windows/



The following DB2 9.7 Enterprise Server Edition Utilities are Available for Linux on System z

Standard options:

 Backup compression, Connection Concentrator, *DB2 Governor*, HADR, Homogeneous Federation, Homogeneous SQL Replication, MQT, MDC, Net Search Extender, Online reorganization, pureXML storage, Query parallelism, Spatial Extender, TSAMP, support for alternate vendor SQL

Licensed options:

- DB2 Geodetic Data Management feature
- IBM Homogeneous Replication Feature for DB2 Enterprise Server Edition (Q rep.)
- DB2 Advanced Access Control feature (LBAC)
- DB2 Storage Optimization feature (Deep Compression) (on rows, values, XML, indexes, temporary tables and backup level)
- IBM DB2 Performance Optimization Feature for Enterprise Server Edition
 - Optim Performance Manager (Performance Expert)
 - Query Patroller
 - Workload Management
- Other:
 - Data Partitioning Feature (DPF) is provided with InfoSphere Warehouse editions
 - DB2 Connect for Linux on System z editions are available
- 8 http://www.ibm.com/software/data/db2/linux-unix-windows/features.html?S_CMP=rnav © 2010 IBM Corporation

DB2's Built-In Autonomics Reduce DBA Effort

• These key autonomic features reduce DBA effort.

- Self-Tuning Memory Manager (STMM)
- Policy-based maintenance
- Utility and application throttling
- Log archiving
- Automatic storage
- Automated statistics collection and sampling

Let DB2 automatically react to changes in the workload.

- DB2 adapts to changing workloads.





DB2 STMM Monitors And Tunes A Broad Range Of Key Memory Objects For The DBA



DB2 Provides Leading Transactional Performance For XML

Easy development and integration

- No complex mapping to relational schemas
- No parsing upon retrieval

Efficient storage

 Only 440GB of storage for 1TB XML benchmark

Untouchable performance

 – 6,763 transactions per second for 1TB XML benchmark

Part of the DB2 Engine

– No extra cost









DB2 Row Compression Is Quite Powerful



Dictionary contains repeated strings

- Strings can be across columns or within columns

RCLNT	GL_SIRID	RLDNR	RRCTY	RVERS	RYEAR	RTCUR	RUNIT	DRCRK	POPER	DOCCT	DOCNR	DOCLN	RBUKRS	RPR(BWART	BLART
800	4751	8A	0	0	1995	DEM		S	1	А	21	1	1000	1402	
800	4752	8A	0	0	1995	DEM		S	1	А	21	2	1000	1402	
800	4753	8A	0	0	1995	DEM		S	1	А	21	3	1000	1402	
800	4754	8A	0	0	1995	DEM		S	1	A	22	1	1000	1402	
800	4755	8A	0	0	1995	DEM		S	1	A	22	2	1000	1402	





Real SAP table with 102 columns



Indexes And Temporary Tables Can Be Compressed In DB2 9.7

Multiple algorithms for automatic index compression



Automatic compression for temporary tables



DB2 Storage Optimization Feature (Deep Compression) now for rows, values, XML, indexes, temporary tables and backup http://www.ibm.com/software/data/db2/linux-unix-windows/editions_features_storage.html



Data Compression Provides Performance Benefits







DB2 Delivers Fast Failover

- Turn your disaster recovery hardware from seldom used servers to a reporting server giving you more insight
- During failover, DB2 seamlessly turns the read only standby into a read/write server



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- Give appropriate level of resources to different users and applications to meet their SLAs
- Ensure different users/apps do not monopolize resources
- Limit resources available to specific applications
- Increase priority of users/apps at set times and/or dates
- Very flexible



Workload Management – End To End



DB2 Supports alternate vendor SQL



- Before:
- Map schema and data types
- Move data
- Translate (semi-automated)
 - Triggers
 - Procedures
 - Functions
 - Anonymous blocks
- Translate SQL (manual)
- Debugging
- Tuning
- Parallel production
- Cut over

■ After:

- Import schema and data types
- Move data
- Runs natively

Now takes days instead of months!

- Handle exceptions
- Debugging
- DB2 auto tunes
- Parallel production
- Cut over

DB2 Offers A Standards Based Development Environment

- Easy application development and deployment
 - Support for the latest languages and versions
 - Support for the latest environments, including Visual Studio 2008, Eclipse, and pureQuery
 - Support for multiple SQL dialects and procedural languages
 - Accelerate development of custom and built-in packages

Easy Web services

Choice of query languages and APIs

 SQL, XQuery, XPath, CLPPlus, JDBC, SQLJ, ODBC, ADO, .NET, CLI, OLE-DB, and more







Data Management Challenges Today

- Mitigate Risk
 - Effectively and securely manage archived data
 - Protect data privacy
 - Accurate, prompt responses to auditing requests
- Maintain Performance in face of Data Growth
 - Improve application performance by moving historical transaction records to a safe, secure archive
 - Achieve Service Level Agreements (SLAs) consistently

Control Costs

- Reduce infrastructure costs; utilize cost effective tiered storage
- Minimize cost and time for compliance
- Improve productivity



IBM Optim – Integrated Data Management

IBM Optim Integrated Data Management solutions manage data from requirements to retirement. Boost performance, empower collaboration, and improve governance across applications, databases and platforms.



- Create via the application and Optim
- Assess applications and data
- Classify data on its business value and access requirements
- Subset from production to non-production environments
- Intelligent masking to protect privacy
- Separate seldom used historical transactions from current data
- Store Anywhere
- Access data any way!
 - Native Application Access
 - Application Independent Access
- Migrate data between environments, applications and databases
- Enforce disposal policies
 - Prevent information assets from becoming information liabilities

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Optim Workstation - Optim installed on a Windows PC capable of performing all Optim functions directly against a data source or by connecting to an Optim Server.

Optim Server - runs on a Unix or Windows server that handles requests from Optim WS or the cmd-line.

Open Data Manager (ODM) - Allows access to archive files as an ODBC data source (or archived tables).



IBM Optim – Integrated Data Management

Single, scalable, interoperable EDM solution provides a central point to deploy policies to extract, store, port, and protect application data records from creation to deletion.



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Trusted Information Management

Create, manage, govern and deliver trusted information



Consolidate your application infrastructure IBM InfoSphere Information Server

http://www.ibm.com/software/data/infosphere

IBM InfoSphere Warehouse

- Adds core data warehouse and analytics capability to DB2
 - Advanced physical database modeling and design
 - in-database data movement and manipulation capabilities of SQL Warehouse Tool (SQW)
 - Optimize multidimensional reporting and analysis of data with Cubing Service
- Additional capabilities available
 as part of a broad System z Solution
 - Cognos 8 Bl
 - InfoSphere Data Architect
 - Information Server
 - MDM Server
 - Industry Data Models





IBM InfoSphere Warehouse



InfoSphere Warehouse is the most comprehensive data warehouse solution in the industry; providing you with all of the capabilities necessary to glean maximum return from your most important investment - your information!

InfoSphere Warehouse

Provides a unified, powerful data warehouse delivering access to structured and unstructured information in real time.

Included components:

Cognos 8 BI Starter Edition: Best of breed, industry leading BI enables viewing of warehouse data immediately

Add-on component(s):

- Advanced Access Control: Minimizes risk of unauthorized access
- Geodetic Data Management: Geographical location analysis
- Performance Optimization: Proactive management of system performance
- Storage Optimization: Reduce cost of storing data & improve system efficiency
- DB2 Database Partitioning Feature users on Linux on System z must install it from:
 - IBM InfoSphere Warehouse Base Edition
 - IBM Base Warehouse Feature for DB2



DB2 Features for Data Warehousing Solutions





Potopoulos	510	10000	Whitby	ONT	L4N5R4	Katsopoulos	500	20000	Whitby	ONT	L4N5R4
/	/					_					
/				/							Dictionary
/			/				<u> </u>		0	1 0	poulos
D-1-1-1	1000	00 (02)	Kats (01) 50	0 2000	0 (02)			0	2 V	WhitbyONTL4N5
Pot(01) 500	_		_								

- Distribute data across nodes (DPF)
- Range partition the rows in table partitions per node (**Range Partitioning**)
- Cluster the data by multidimensional column values (MDC)

- Precalculate summary / aggregate data by group by's into **MQTs**.
- Reduce storage and increase performance with advanced Compression.

IBM InfoSphere[®] software

IBM InfoSphere Information Server

Data integration software platform that helps organizations derive more value from the complex, heterogeneous information spread across their systems.



IBM InfoSphere Federation Server

Creates a consolidated view of your data to support key business processes and decisions.

- Provides access to diverse & distributed information as if it were in one system
 - Single SQL query access to diverse sources
 - Provides visual tools for defining federated queries
- Includes industry-leading query optimization with single sign-on, unified views, and function compensation
- Supports transactional write capabilities across heterogeneous sources
- Enables bi-directional data access services to be published in a SOA



Deliver





InfoSphere Master Data Management Server, MDM

IBM InfoSphere MDM Server offers organizations the ability to easily and flexibly centralize and manage multiple data domains across a wide set of business requirements where trusted data is required.

- Master data management across party, account & location data
- Leverage master data for frequent, real-time access
- Enabled as an SOA Library with 800 pre-packaged business services
- High performance, high scalability foundation

What is Master Data?

- High value information that a company uses across their business
 - customers, suppliers, partners, products, materials, bill of materials, chart of accounts, location and employees





IBM InfoSphere Master Data Management Server

InfoSphere MDM Server is designed to serve different users of master data whether these are operational applications, middleware, warehousing and business intelligence, as well as direct MDM application users such as data stewards.



InfoSphere

software

Information On Demand – Information Management End-to-End

Unlocking the Business Value of Information for Competitive Advantage





Cognos BI



software

IBM Cognos 8 Business Intelligence delivers the complete range of BI capabilities: Reporting, Analysis, Dashboarding and Scorecards on a single, service-oriented architecture (SOA). Author, share and use reports that draw on data across all enterprise sources for better business decisions.

- IBM Cognos BI Reporting enables you to make smarter business decisions by providing a comprehensive set of reporting capabilities and access to the information you need. Reporting with IBM Cognos 8 BI delivers a single, Web-based, solution for all components of the reporting lifecycle.
- IBM Cognos BI Analysis enables the interactive exploration of information regardless of where the data is stored (OLAP and dimensionally modeled relational sources). It is particularly useful for managers and analysts who need to analyze and report trends in organizational performance. IBM Cognos 8 BI Analysis enables you to.
- IBM Cognos Business Intelligence Dashboarding solutions help you monitor, measure and manage corporate performance. Dashboards provide an at-a-glance, factual and timely view of business performance. You can identify anomalies that could turn into significant business issues, and you can dig deeper into root causes. IBM Cognos 8 BI Dashboard solutions.
- IBM Cognos BI Scorecarding software helps you align your teams and tactics with strategy, communicate goals consistently and monitor performance against targets. You can use IBM Cognos 8 BI Scorecarding to manage the full scope of your business processes.

Cognos Bl

Scorecarding



Cognos.

software

Cognos Bl

Reporting





Cognos.

software



Business Optimization

Analytics Sophistication





Descriptive Analytics

Reporting – with Cognos





Predictive Analytics

Predictive - with SPSS





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Prescriptive Analytics

Optimizing - with ILOG



Based on what we know and have predicted – how to optimize day to day operations – or strategic planning – exploring alternatives – and understanding trade-offs

Also based on what we know is variable – Stochastic optimization



Content Analytics

Extracting, meaning & relationships



Content Analytics

Interactive Assessment and Discovery of Business Insight





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The road ahead for Linux on System z is brighter than ever!

Unbeatable:

- Virtualization Options
- Reliability
- Scalability
- Security
- Efficiency
- Flexibility



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Thank you – Any questions ?

Obrigado

French

Merci



Gracias

Spanish

Danke

German

Linux and IBM: In-demand skills for an on demand world.

IBM

ibm.com/linux

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Some fun at the end ...



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