Rebecca Wormleighton – Sr Product Marketing Manager

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IBM

Changing the Game with Business Analytics on System z

Smarter software for a smarter planet

Learning for Growth 2012
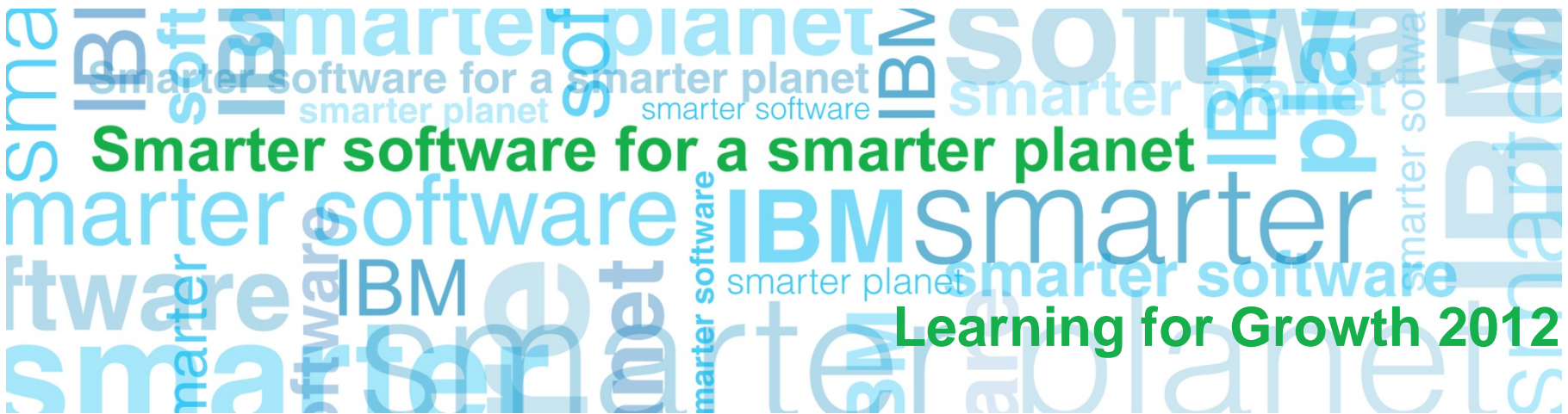
Setting the Stage….

How will this help you?

The requirements around BA are changing, not only from the perspective of the features required but also the infrastructure required to support these changing demands.

This session will enable you to:
- Understand what is changing in the market
- Leverage our distinct competitive advantage with System z
- Explain how System z does it differently
- Qualify opportunities and target the right buyer and influencer

Speaking to you today…

Rebecca Wormleighton

Sr Product Marketing Manager, Business Analytics on System z

Session Agenda…

- What's in it for YOU!

- Why is this the right time?

- What is our Solution

- How is System z different

- Identifying/Qualifying Opportunities

Learning objectives:

- After completing this Web lecture, you will be able to:

  – Articulate why the timing is right to position System z to our customers and prospects

  – Articulate what challenges our customers are faced with as they transition to an Enterprise BA strategy

  – Articulate how leveraging System z solves those challenges

  – Understand what capabilities are available

IBM

Competitive Advantage

We are better together - the sum of our parts are builds on the value of the individual components

Multiple Entry Points

Influencer/Decision Maker
- BA & DW Decision Makers
- CIO/IT Architect
- C Level: Enterprise solution

Sales/Product
- Brand: STG, Cognos, SPSS, zIM
- Partners

High Value Sales

- Large Average Deal Sizes: BI $850K, DW $750K,
- System z / ELA Opportunities
- Strategic Partnership
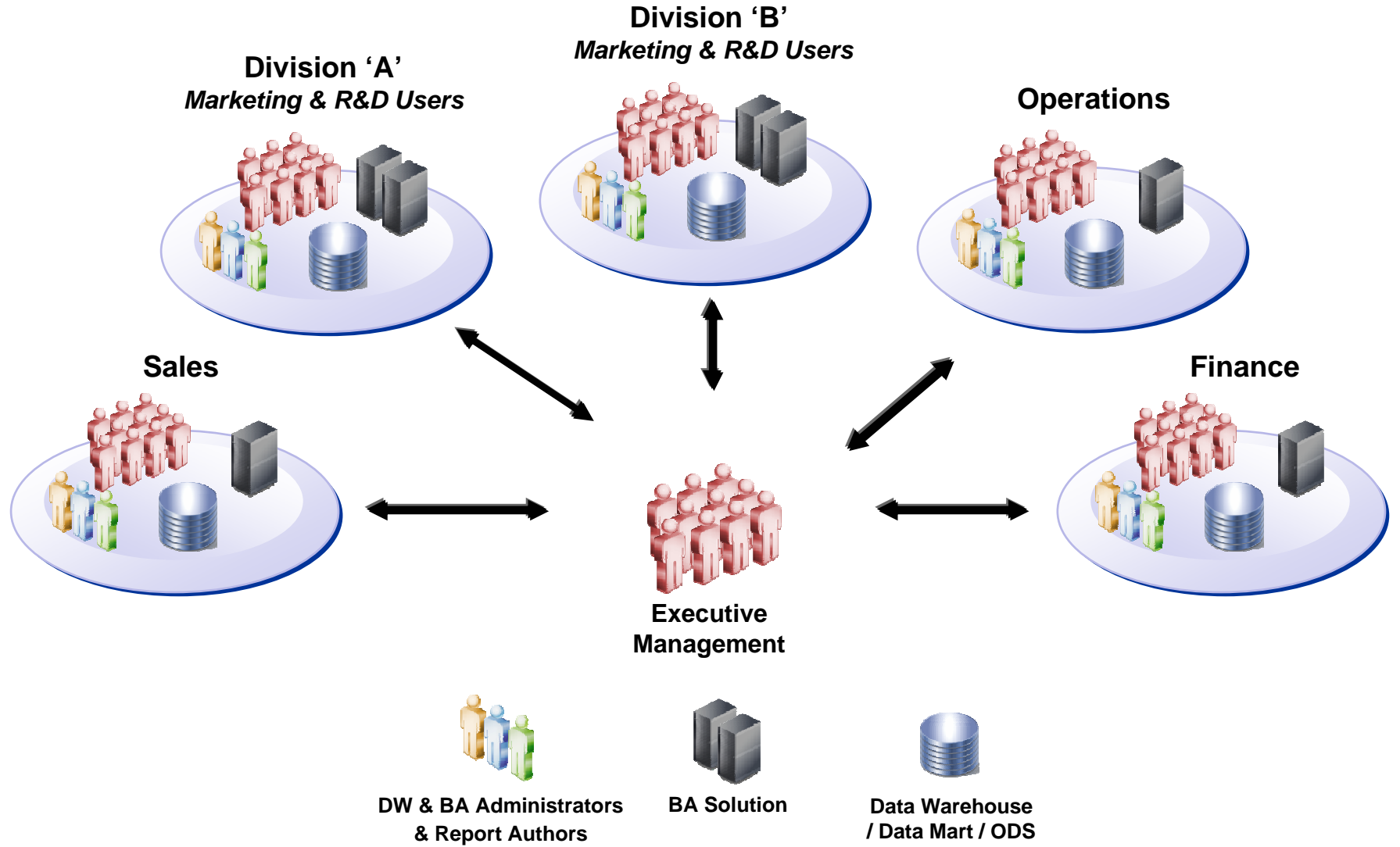- Opportunity for growth

Strategic to IBM/Customers

- zIM 2010 Revenue up 23% YtY
- BA on System z – exceeded 1H 2011 plan by 245%
- 50% of STG Revenue
- 40+% of SWG Revenue
- zIM 2010 Revenue up 23% YtY

Requirements Have Shifted

	1997	2012	Adapting Infrastructure Strategy to Ensure Success
eMail	- Telephone primary communication tool - Outages expected - Staff centrally located - No governance	- Mission critical - High Volume - Near real-time - Corporate regulatory compliance - Global	- Archiving - High Availability - Reporting - Mass storage
Instant Messaging	- Desktop application - No governance - Text based	- Server based - Video sharing - Telephony integration	- Enterprise model - Availability - Governance - Bandwidth
Business Intelligence	- Departmentally defined - Ad hoc Query - Capability based products - Desktop application - IT not involved	- More volume & types of users - Growing Data - More mission critical – real-time, mobile - Do more with less - Corporate regulatory compliance - Environmental concerns	- Enterprise BA: Standardization / Consolidation - Modernization - Data Governance - Cloud Computing - Big Data

Strategy/Execution by Department

Division 'A'
Marketing & R&D Users

Division 'B'
Marketing & R&D Users

Operations

Sales

Finance

Executive Management

DW & BA Administrators & Report Authors

BA Solution

Data Warehouse / Data Mart / ODS

Data – Where is it and Who Needs it

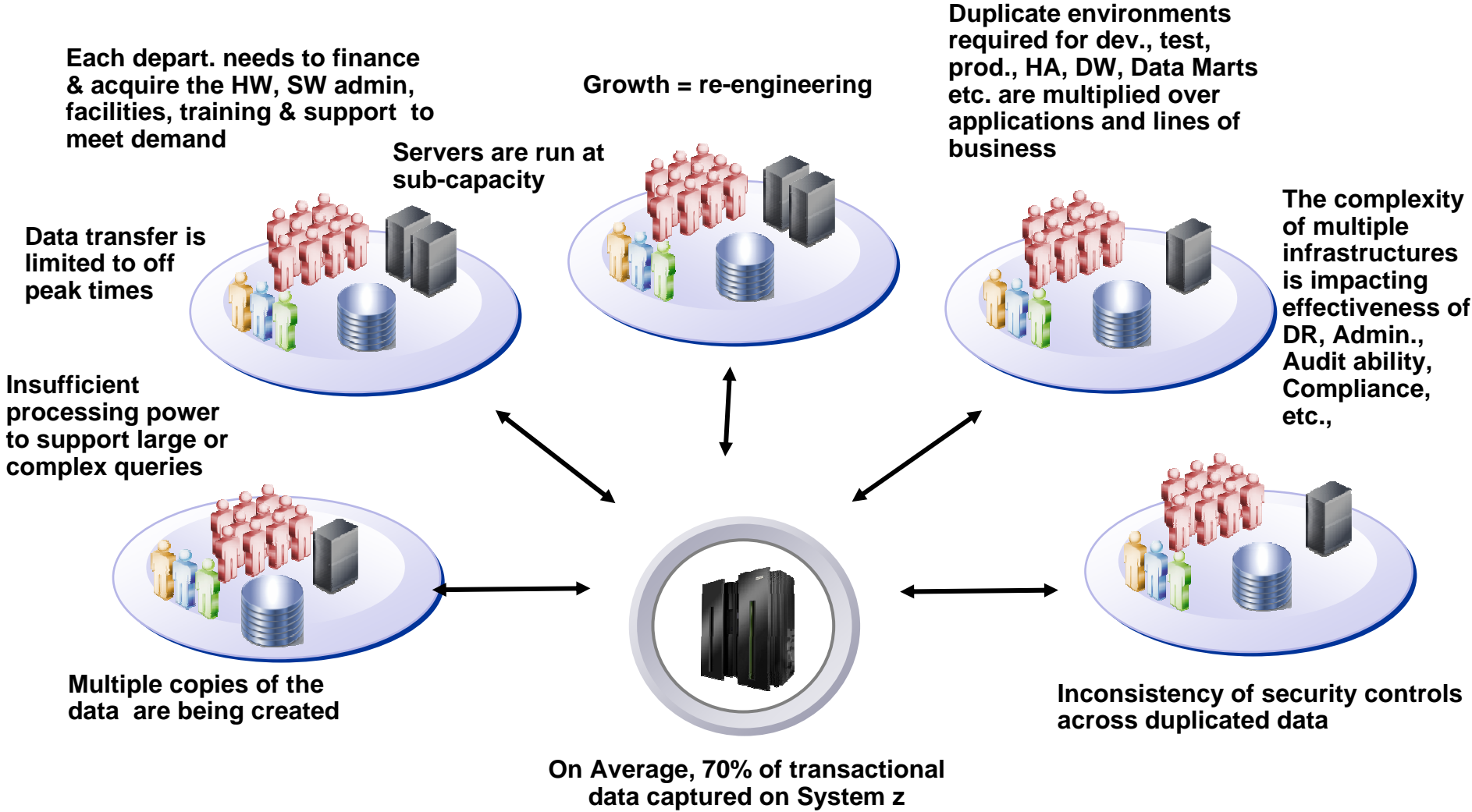- Approximately **70% of the data** that feeds data warehousing and business analytics solutions, **originates on the System z platform**:

- Data spans areas like:
  – Financial Information
  – Customer Lists
  – Personal Records
  – Manufacturing

- System z renowned for:
  – Running many of today's transactional Systems
  – Superior Scalability, Availability and Performance
  – High security

Hindering BA Success

Each depart. needs to finance & acquire the HW, SW admin, facilities, training & support to meet demand

Growth = re-engineering

Duplicate environments required for dev., test, prod., HA, DW, Data Marts etc. are multiplied over applications and lines of business

Servers are run at sub-capacity

Data transfer is limited to off peak times

The complexity of multiple infrastructures is impacting effectiveness of DR, Admin., Audit ability, Compliance, etc.,

Insufficient processing power to support large or complex queries

Multiple copies of the data are being created

Inconsistency of security controls across duplicated data

On Average, 70% of transactional data captured on System z
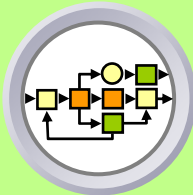
IBM System z: A premier analytic platform

- Supports strategic, tactical and operational users
- Enhances business performance
- Helps reduce uncertainty in decision making
- Helps improve competitive positioning

Delivers an end-to-end solution on a single platform

Business intelligence
Predictive analytics
Data warehousing

Solves key barriers to success

Timely, accurate and secure information
Reduced costs and complexity
Superior availability, scalability and performance
Rapid deployment and expansion

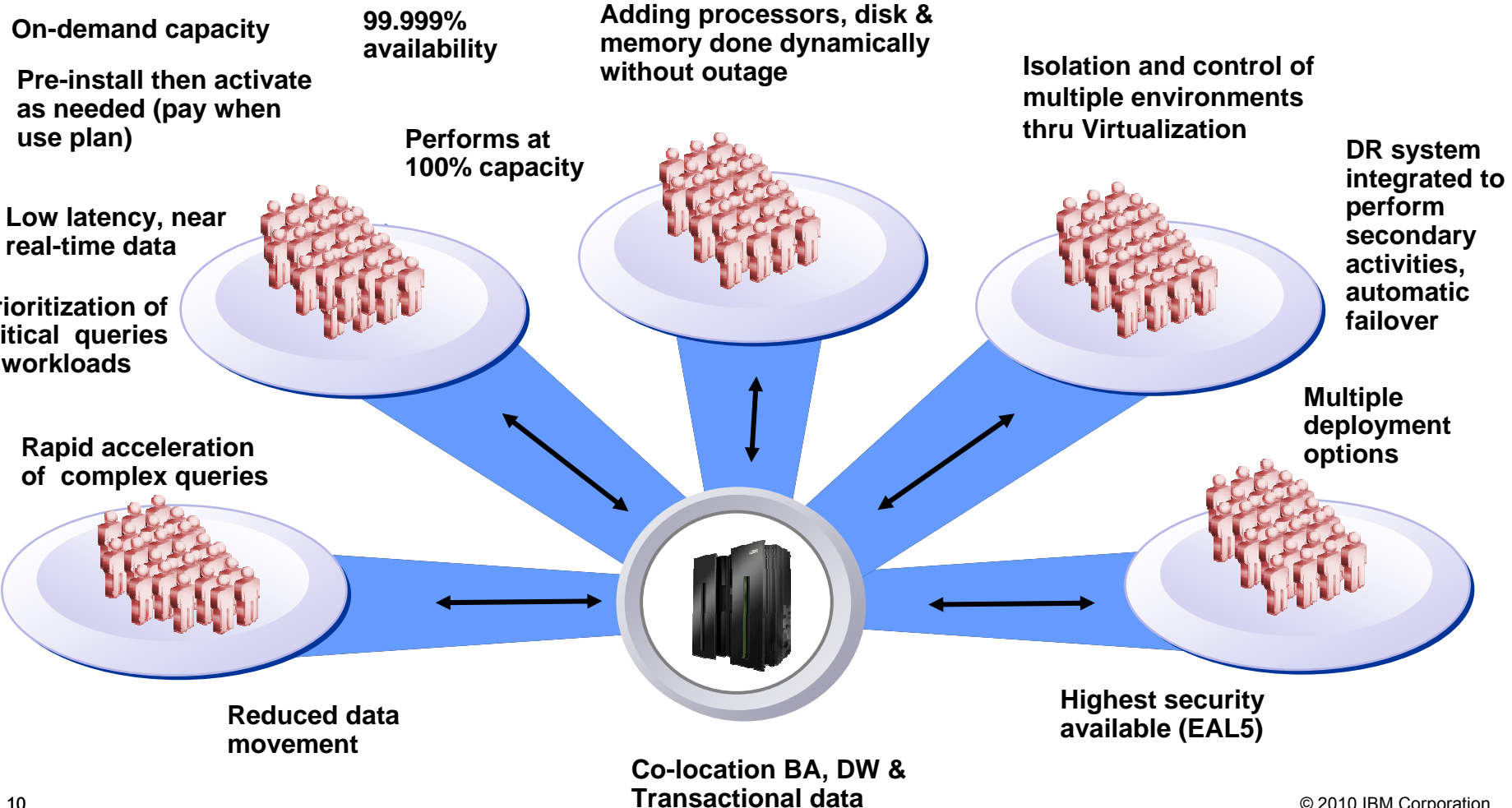**Evolves with your business**

Start with what you need
– Functionality
– Application
– Department
– Enterprise

Deploy the *way you need*
– Turnkey optimized
– Private cloud
– Services and education

How System z Does it Different

Centralized/ Scalable infrastructure

On-demand capacity

Pre-install then activate as needed (pay when use plan)

Low latency, near real-time data

Prioritization of critical queries & workloads

Rapid acceleration of complex queries

99.999% availability

Performs at 100% capacity

Adding processors, disk & memory done dynamically without outage

Isolation and control of multiple environments thru Virtualization

DR system integrated to perform secondary activities, automatic failover

Multiple deployment options

Reduced data movement

Co-location BA, DW & Transactional data

Highest security available (EAL5)

IBM Business Analytics & Data Warehousing on System z
Product Portfolio

Business Intelligence

- Cognos Business Intelligence for Linux on System z

- Cognos Business Intelligence for z/OS

Predictive Analytics

- IBM SPSS Statistics:
    - Drive confidence in your results and decisions

- IBM SPSS Modeler:
    - Bring repeatability to ongoing decision making

- Deployment
    - IBM SPSS Collaboration and Deployment Services
    - IBM SPSS Decision Management
        - Maximize the impact of analytics in your operation

Data Warehousing

- DB2 for z/OS VUE (Value Unit Edition)

- InfoSphere Warehouse for Linux on System z
    - Tooling, SQW, Cubing Services

- DB2 Analytics Accelerator

- DB2 for z/OS Tools

Infrastructure Platform

- z196

- z114

- zBX

Flexible Deployment Options

- IBM Smart Analytics System 9700

- IBM Smart Analytics System 9610

- IBM Smart Analytics Cloud

- Cognos Services

Business intelligence on System z

Cognos Business Intelligence for Linux on System z

- Version
  - Cognos BI v10.1.1

- Capabilities
  - Reporting
  - Analysis
  - Dashboarding
  - Real-time Monitoring
  - Mobile

- Database Support
  - Support for a majority of all corporate data sources

Cognos Business Intelligence for z/OS

- Version
  - Cognos BI v8.4.1

- Capabilities
  - Reporting
  - Analysis

- Database support
  - DB2 for z/OS 8.1, 9, 10
  - PowerCubes

DB2 Analytics Accelerator *(NEW!)*

Accelerating decisions to the speed of business

Blending System z and Netezza technologies to deliver unparalleled, mixed workload performance for complex analytic business needs.

Get more insight from your data

- Fast, predictable response times for "right-time" analysis

- Accelerate analytic query response times

- Improve price/performance for analytic workloads

- Minimize the need to create data marts for performance

- Highly secure environment for sensitive data analysis

- Transparent to the application

Performance Testing
- DB2 Analytics Accelerator: "we had this up and running in days with queries that ran over 1000 times faster"
- DB2 Analytics Accelerator: "we expect ROI in less than 4 months"

System z: A premier BA and DW Platform

Smart Analytics System 9700

- *Integrated solution of HW, SW and services based on zEnterprise 196 platform*
- *Enables customers to rapidly deploy cost effective game changing analytics across their business.*

Smart Analytics System 9710

- *Integrated solution of HW, SW and services based upon the new zEnterprise 114 platform*
- *Delivers the quality of service of System z at an entry level cost*

IBM Smart Analytics Cloud

- *IBM Smart Business - services with industry leading hardware & software*
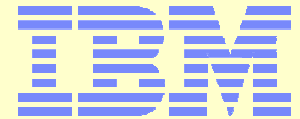- *A private cloud computing solution for business intelligence (BI) & analytics*

Private Cloud

System z – hits the mark for customers

"We are now able to expand the usage of our Business Intelligence reporting. We have users from over 42 county departments with over 1500 users creating and consuming reports with stable environments on System z."
Jaci Newmark, Project Lead,
Enterprise Business Intelligence Architecture, Miami-Dade County

"Our commitment to informed decision making led us to consider private cloud delivery of Cognos BI via System z, which is the enabling foundation that makes possible the support of 200,000 users and +$25M savings over 5 years."
IBM CIO Office

"The IBM® DB2 Analytics Accelerator delivers the speed to create the insights we need to work smarter. By putting the right answers into the hands of decision makers across our business, enables us puts us to quickly adapt and grow."
Reto Estermann, Director of Information Technology, Swiss Reinsurance Company Ltd.

""The goal is to book inventory down to the last room available to maximize yield," said Kravchenko. We can expeditiously do this from a centralized reservations system, no matter where in the world the reservation is requested."
Misha Kravchenko, Vice President, Global Enterprise Mainframe Systems for Marriott International

"Moved from data mining to full scale data warehousing on System z to deliver the high performance and 24x7 availability required for hospital processes and the consistent uptime, superior scalability and recoverability"
Bob Goodman, Senior Database Administrator, Florida Hospital

IBM Total Cost of Ownership Study

Explores the TCO of choosing an x86 based infrastructure vs. System z for a Cognos 8 BI deployment using proven IBM TCO measurement methodology

✓**36% Average savings** over 5 years of with System z

✓**50% Reduction in high availability costs** with System z

✓System **administration savings** alone pay for System z investment.

Where do we go from here?

- We challenge you to:
  - Go back and look at your customers/prospects current Business Analytics and Data Warehousing Strategy
  - Determine if it is helping or hindering your success
    - How many individual deployments?
    - Where is the data?
    - Who needs it?
    - Are users getting what the need when they need it?
    - Can they afford to accomplish their objectives?
  - Consider how leveraging System z can change the game for your organization

Which direction are you going?

Four pronged target audience

Executive Management

Target Audience
- Owners: BICC, CIO, CTO, CFO

Key Value:
- Deliver on the promise of BA & DW

Business Analytics
(Business Intelligence & Predictive Analytics)

Target Audience
- Owners & Influencers: BI Program Mgr, Report Author

Key Value:
- Simplify delivery

Keys to Success!

Target Audience
- Owners & Influencers: Data Steward, Data Professional, Database Administrator

Key Value:
- Simplify Delivery

Data Warehousing

Target Audience
- Significant influence on their firm's server purchase decisions: IT Architect, Manager

Key Value:
- BA & DW: The next new workload for System z

Infrastructure

Target market:

- Primary: System z installed base

- Secondary: Enterprise BA/DW customers

How can WE Help Each Other?

- Let us assist you with our team of experts:
  - zcognos@us.ibm.com

- Access the latest assets & tools:
  - [IBM BA & DW on System z Community Resource Center](): your one stop shop for sales success

- Help us help you!
  - Proof is key to our success, help us help you and bring your wins forward

On this team, we're all united in a common goal: to keep my job.
Lou Holtz