B01   Introduction to IMS in the Business Intelligence Community
Pete Sadler

You've probably seen the ads! Business Intelligence is popular today, especially among executives. Attend this session to learn what you need to know to respond to their questions. Business Intelligence is based on techniques such as Data Mining and On-Line Analytical Processing (OLAP) of corporate data. Where is that data? Much of it is currently stored in operational IMS DB/DC and CICS/DBCTL application systems. This session introduces IBM tools to enable the advanced data exploration technologies of Intelligent Miner and OLAP to use DL/I based data. It shows how to exploit a premier source of Business Intelligence data through DL/I data replication into data warehouses and data marts, data cleansing and data joins of the DL/I data with other data sources such as RDBMSs. If you don't know what OLAP or Data Mining are about, come and hear the glossary explained.