

IBM Information Server Demo Transcript

Chapter 1: Introduction

Most organizations are data rich, information poor.

Their vast accumulations of data are so unwieldy and scattered that extracting relevant information in a timely and useful manner is nearly impossible.

Key information is lost in a sea of data. Without it, innovation remains elusive.

And organizations can't make connections that would give them insight and inform new initiatives.

Time and resources are wasted managing the redundant data in separate systems. Determining which version is the more truthful becomes a crippling distraction, and makes regulatory compliance very difficult.

The end result is information drag. If you can't extract the information you need quickly, you can't respond to change with agility, or exploit new opportunities...but there is a way out.

IBM Information Server is a revolutionary new software solution that helps you get more value from complex and widespread data. Its all-in-one information platform delivers everything you need to integrate, enrich and deliver information with breakthrough productivity and flexibility.

Let's take a closer look at this amazing solution from IBM...

Chapter 2: Why It's Important

Its unique architecture provides breakthrough productivity and flexibility for information specialists and application developers. It combines rich information functions with point-and-click information integration, connecting more diverse sources than any other solution. And you can easily deploy plug-and-play information services to leverage again and again throughout your enterprise.

Use it to understand your data – to discover, model and govern its structure and content.

To cleanse your data – to standardize, merge, and correct your information

To transform it, so that you can combine and restructure it for new uses

And to deliver it, in-line, when and where it's needed, and in any volume or format.

Using these services you can build a unified view of your enterprise data and position yourself for the initiatives that can transform your business.

IBM Information Server helps you deal with all your information integration issues. Use its services to help you integrate data from any source in your organization. And deliver trusted information wherever and whenever it's needed.

CHAPTER 3: Understanding your data

To leverage the full value of information, it's important to understand your data sources and their contents.

IBM Information Server has wide-ranging information profiling and multi-dimensional analysis capabilities. They give you clear insight into the structure, quality, and relationships of data. Start with deep profiling of individual fields, for insight into the contents, structure and quality of each. Analysis includes frequency distribution, format patterns, and completeness.

Move on to analyzing relationships between fields, so you can understand hidden relationships. And then across different sources, to understand how they can be combined into a complete view.

At each stage, flag potential problems for review by business users ... and add resolution notes to help developers downstream.

IBM Information Server also captures the definitions and rules that establish the business meaning of information. And with collaboration through Web-based tools, team members from IT and business can map business terms to the physical view of sources discovered during profiling and analysis.

This shared understanding can dramatically boost project team productivity. Reduce delivery times and enhance your insight and confidence in information. And make better use of your existing IT investments.

Chapter 4: Cleansing your data

To complete understanding of your data, use cleansing services to correct the problems discovered during analysis. This ensures an accurate view of information across systems.

Design cleansing processes by simply dragging and dropping cleansing services onto data flows. You can investigate free-form text to recognize and extract important information. Standardize similar fields, making multiple versions uniform. Correct, verify and enrich address data. Recognize and reconcile matching records across systems. Use baseline comparisons and statistics on matching to calibrate the rules and fine-tune them from instant graphical feedback. And merge the best data from across different systems into a consolidated record.

With indisputable data quality, you can make more effective business decisions. Because you have confidence in your data. And with a single, accurate view of customers, products and suppliers, you'll reduce costs and improve customer service.

Chapter 5: Transforming your data

The value of information increases significantly when you can reuse it in new business opportunities. IBM Information Server offers hundreds of pre-built transformation services to perform the heavy lifting of integrating, restructuring and aggregating information into entirely new contexts.

These functions make it easy to design complex logic, without additional hand-coding. Even for complex transformation tasks, like slowly-changing dimensions. The point-and-click information integration makes initial development and ongoing maintenance much simpler and more productive.

Metadata is active and visible throughout the design process, so you can perform impact analysis, for example, on any object at any time. You'll understand how changes in one data source may affect systems and processes downstream.

Plug and play information services underlie IBM Information Server. You can discover and reuse everything from transformation rules, to data connections, to parameters. You can even reuse entire sections of data flows, or reuse existing code within your flows.

Chapter 6: Delivering your data

Your information can be delivered on demand, wherever, whenever and however it's needed. IBM Information Server can provide virtualized access to information, publish information in response to data events and transactions, or even move bulk volumes from location to location - all reusing the same processing logic.

And it synchronizes access and updates of data across sources - even of different types or from different vendors - while maintaining data integrity across distributed systems.

It optimizes performance of queries by pushing execution closer to the data, including calling remote stored procedures, and by using locally cached copies of data whenever possible.

And it ensures highly available, tightly synchronized information by recognizing changed data in source systems and publishing to downstream processes, or replicating across databases. Without the need for redundant hardware.

Chapter 7: Platform Services

Information volumes are increasing dramatically as new and untapped sources of data become available. IBM Information Server leverages powerful parallel processing technology to ensure that enormous volumes of information can be processed very quickly on a single server, across multiple servers, or even in a grid. Without the need to customize data flows. And, for unlimited scalability, simply snap-in pre-configured IBM Information Server blades.

It has the broadest and deepest connectivity to information sources. You can use pre-built connectors for hundreds of packaged applications and data sources, including structured, unstructured, mainframe, and application data.

IBM Information Server uses a unified metadata infrastructure to help discover and reuse significant data. Including rapid and flexible access to third-party products through more than 20 metabrokers. It shares information dynamically across business and technical roles, for breakthrough productivity and flexibility. That's because common metadata is immediately available to everyone and tailored to their role, while data lineage shows precisely where information comes from and what happens to it along the way

Deployment services provide a unified way to manage the publishing and reuse of functions you develop in IBM Information Server. They can be deployed as batch routines, triggered from data change events or queues, or published as shared services within an SOA. Reusable services for data access, cleansing, or transformation make information more accessible and consistent, and help IT to react more rapidly to change.

With no need for special programming skills. You can deploy services in minutes in a scalable, fault-tolerant, standards-based SOA infrastructure.

IBM Information Server is built on a set of shared services that include administrative tasks like security, user administration, logging, and reporting. These tasks are managed from one place, regardless of which function you're using.

Chapter 8: Summary & Next Steps

Information Server is also available pre-packaged with proven IBM Industry solutions. These use industry-specific rules and models to dramatically shorten development time and improve project success for banking, telecommunications, retail, and insurance.

For a single view of key business information like customers, suppliers, or products, you need to merge different and often conflicting records into a single, reliable and trusted record.

For assured data governance in risk and compliance projects, you need information transparency across applications, while maintaining proof of lineage and quality.

For an all-in-one information foundation you need IBM Information Server...providing point-and-click information integration for broadest and deepest connectivity.

Plug-and-play information services for unmatched reuse.

And indisputable data quality for information you can trust.

To learn how you can gain competitive advantage with IBM Information Server, click [here](#).