IBM | **Information Management** | **software**

IBM Software Lab Services for IBM Optim Enterprise Data Management Solutions

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Highlights

■ *Leverage the knowledge and experience of IBM's Software Lab Services professionals*

■ *Gain comprehensive project planning and execution, product education and on-site support*

■ *Achieve rapid deployment of new IBM® Optim™ releases to focus on critical business issues*

IBM Optim Software Lab Services help companies increase business value

Companies worldwide depend on a variety of ERP, CRM and custom software applications to drive business initiatives. At the same time, they are striving to improve application data management and simplify their IT infrastructures to remain competitive. With IBM® Optim™ companies have been able to align the management of enterprise application data with their business objectives to help improve performance, mitigate risk and control costs. Start by leveraging the knowledge and experience of IBM's Software Lab Services professionals for rapid implementation and reliable support.

IBM Software Lab Services can help you gain the most business value from your Optim implementation. Our consultants offer a proven implementation methodology and experience gained in working with thousands of clients across industries to implement enterprise data management projects. Many of these projects address critical IT issues like data growth management, application retirement, test data management, data privacy protection, as well as application upgrades and migrations. Our services offer comprehensive project planning and execution, product education and on-site support for implementing Optim, and your autonomy is our greatest accomplishment. So whether you need targeted Optim services or end-to-end project consulting, our experts are ready to put their experience to work for you.

Data growth management

Fueled by mergers and acquisitions, retention regulations and market growth, today's application databases are increasing in size at an unprecedented rate. Managing current

data and years of rarely accessed historical data in the same environment can quickly strain capacity, degrade application performance and jeopardize customer satisfaction. Adding storage and servers provides relief, but the benefits are short-lived. To improve data management, Optim allows you to archive historical application data, safely and accurately, based on your business policies and criteria.

With Optim, you can classify application data into distinct tiers, such as active data, reporting data and reference data. To reduce costs, you can select appropriate storage media for each class of data, based on its business value and access requirements. Ongoing, scheduled archiving lets you maintain production databases at an optimal size to ensure rapid transaction processing and streamline database administration. Our consultants provide project planning, training and onsite support, enabling clients to use Optim's proven enterprise data management capabilities to control application data growth and deliver measurable business value.

Application retirement

Periodic reviews of your application portfolio can identify underperforming or redundant systems where maintenance costs outweigh business value. By decommissioning these applications, companies can optimize application portfolios to reduce costs and risk. Decommissioning is the practice of removing a system (application, database, or platform) from service, while retaining access to business-critical data to comply with a variety of data retention regulations.

Our consultants can help guide your decommissioning project. Optim makes decommissioning easier and safer by providing the capability to archive application data in its original business context, preserving each archived business object as an audit-ready "snapshot in time." Because Optim provides application-independent access to archived data, you can satisfy an audit or e-discovery request by using industry standard methods to query and report on archived data, even after the originating application has been taken out of service.

Test data management and data privacy protection

Your mission-critical ERP and CRM applications drive revenue and satisfy sophisticated marketplace initiatives. As a result, there is increasing focus on application accuracy, reliability and performance to minimize downtime and engender customer loyalty. You also need to deliver reliable application updates and enhancements that support a competitive advantage.

Developers and testers depend on access to realistic test data, but security risks can challenge an organization's ability to successfully manage sensitive information, particularly in non-production (development, testing and training) environments. Optim provides the subsetting capabilities needed to create realistic, right-sized test databases and offers comprehensive, proven methods for de-identifying confidential data to protect privacy. Our consultants can help you implement a single test data management solution that masks confidential data and scales across applications, databases and platforms. With Optim you can create realistic but fictionalized test data that produces valid test results, while supporting data privacy compliance initiatives.

Application upgrades and migrations

Upgrading your mission-critical ERP and CRM applications is an inevitable part of the application lifecycle. You

need to deliver the advantages of new features and functionality. However, when application databases are burdened with large volumes of historical data, your upgrade projects can carry the risk of extended, costly downtime. Our consultants will help you get the most value from implementing Optim for faster, safer upgrades and application migrations. By archiving historical data prior to an upgrade, there is far less data to migrate during production cutover. Optim helps you effectively reduce the transition time and minimize the risk of business disruption. In addition, archiving can help the upgraded application databases deliver improved performance.

Team approach to successful implementation

Successful implementation requires cross-functional consensus. Representatives from both technology and business functions are encouraged to participate. Project teams should include subject matter experts on relevant topics, such as data retention rules, application business logic and storage administration. Depending on objectives, the following team members may be involved in one or more phases of the enterprise data

management project: IT Managers, database administrators, business analysts, internal auditors, application developers, quality assurance testers, information security officers and storage administrators.

During the strategy and planning phase, clients make many of the key decisions that shape their enterprise data management project. Team members are identified, and their respective roles and responsibilities are defined. IBM presents a comprehensive implementation methodology, which sets the basis for activities and timelines. Team members, from multiple disciplines, work together to define the technical and business requirements for specific enterprise data management projects. After developing success criteria and defining environmental requirements and validation scenarios, we create a detailed project plan, including milestones and dates.

Installation, configuration and training

Installing Optim is straightforward. However, certain configuration tasks can vary depending on the differences in each unique operating environment. Working together with experts from IBM Software Lab Services,

participants take advantage of onsite support to install and configure the Optim software successfully and begin using its enterprise data management capabilities.

New Optim course offerings focus on basic and advanced techniques for managing application data growth, protecting data privacy, improving test data management and more. Technical users will gain the knowledge and practical experience necessary to participate in Optim implementation projects and confidently perform ongoing Optim tasks. Optim training offers many flexible learning options. All courses are delivered by certified IBM Optim instructors and can be scheduled to take place at an IBM Training center or in a private onsite session at your location. Either way, the course curriculum combines lecture, discussion and hands-on experience in a lab environment.

Consistent IBM Optim implementation methodology

Armed with a detailed project plan, participants work with professionals from the IBM Software Lab Services to move forward. Teams benefit from mentoring guidance, expert advice

and best practices. In the execution phase, teams verify policy parameters and perform the initial enterprise data management processes. Business and technical representatives validate their business rules and parameters for managing application data. Finally, they determine any additional resources or tasks required.

The Optim implementation methodology is field-tested to help companies implement Optim enterprise data management solutions quickly so that they can begin realizing the benefits. Our consultants are experienced in implementing Optim for custom and packaged applications, as well as the leading ERP and CRM applications, including Oracle® E-Business Suite, PeopleSoft® Enterprise, JD Edwards® EnterpriseOne, Siebel® CRM and Amdocs® CRM. Our consultants will work with your team to apply the Optim implementation methodology throughout all phases of Optim solution delivery.

About IBM Optim

IBM® Optim™ enterprise data management solutions focus on critical business issues, such as data growth management, data privacy compliance, test data management, e-discovery, application upgrades, migrations and retirements. Optim aligns application data management with business objectives to help optimize performance, mitigate risk and control costs, while delivering capabilities that scale across enterprise applications, databases and platforms. Today, Optim helps companies across industries worldwide capitalize on the business value of their enterprise applications and databases, with the power to manage enterprise application data through every stage of its lifecycle.

For more information

To learn more about IBM Optim enterprise data management solutions, contact your IBM sales representative or visit: **www.optimsolution.com.**