



IBM PERFORMANCE EVENTS

Smarter Decisions. Better Results.

The background of the slide is a light gray gradient. On the left side, there is a complex, abstract geometric pattern of overlapping translucent blue and dark blue squares and hexagons. Two prominent red 3D cubes are positioned within this pattern, one near the top left and one near the center. The overall aesthetic is modern and technological.

Information Agenda Roadmap towards Better Insights

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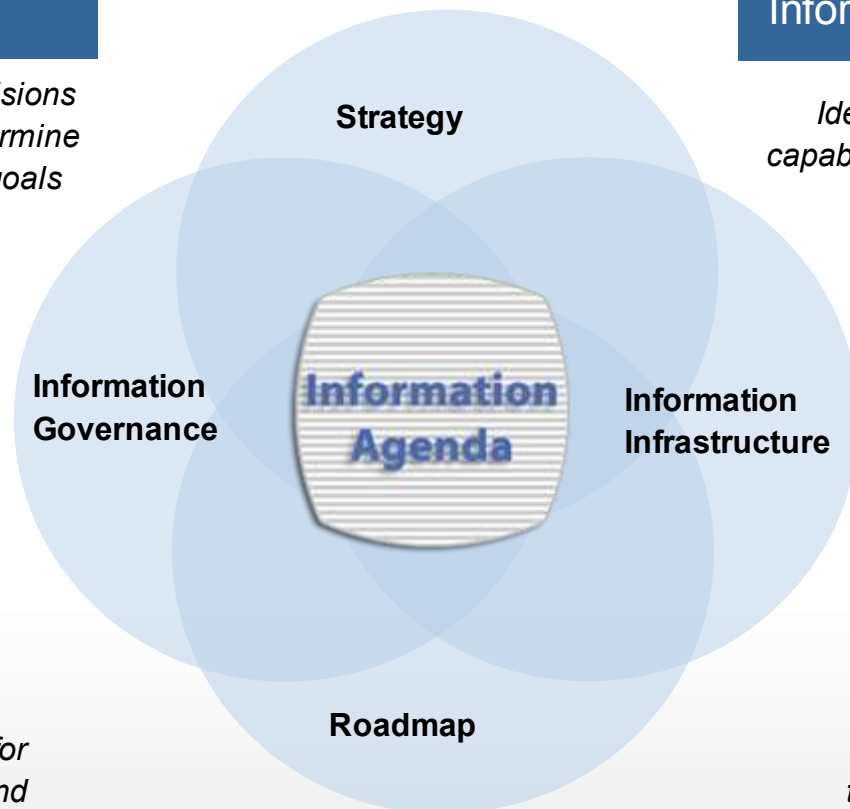
An information agenda offers organizations a proven approach for unlocking the business value of information.

Strategy

Creating a vision to guide decisions and help the organization determine how to best support business goals

Information Infrastructure

Identifying the technologies and capabilities to establish a common information framework



Implementing cross line of business policies & practices for managing, using, improving and protecting information

Information Governance

Establishing a plan for executing discrete projects to realize short and long-term returns on investment

Roadmap





Simple test: Can you answer YES to all ?

Does your organization qualify as “smarter”,
Is your organization able to create new intelligence, business value, and optimization?



Do we treat information as a strategic asset with the same level focus as cash or human resources?

Lack of organizational AWARENESS – too many owners of data....

Do we know what kind of insight is critical to our future growth?

Too many KPI's & Predictive Parameters missing

Do we have our people, processes, and information technology aligned to fully exploit information and gain new levels of intelligence across the organization?

Inflexible infrastructure, application oriented, data in silo's

Do we have a clear and decisive plan to instrument, connect and invest in the things we must to gather that insight?

Inflexible application oriented infrastructure, high cost project approach – no re-use

What must I change about my leadership, organization, and governance approach to drive the maximum result from this new kind of intelligence?

Lack of Business-IT alignment, conflicting priorities – conflicting funding





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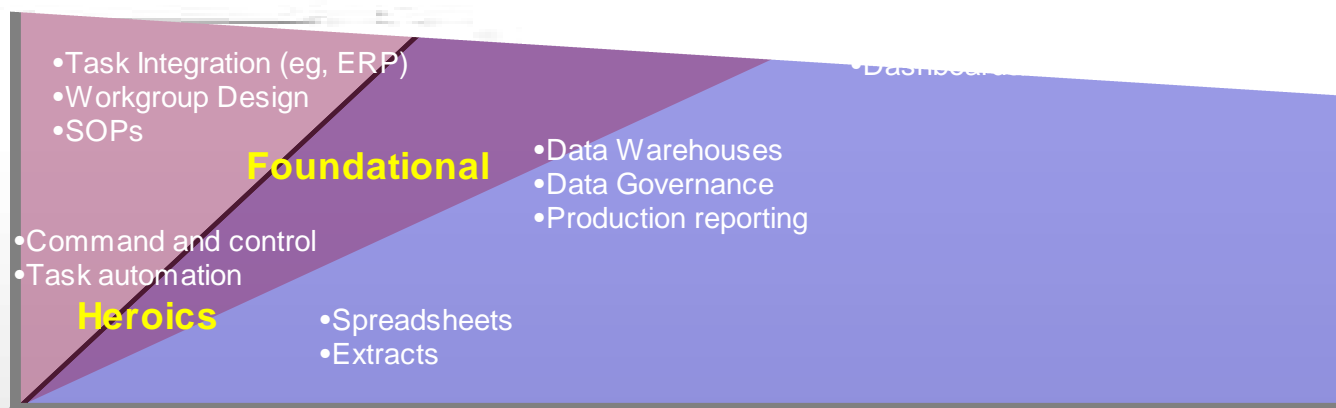
Information Led Transformation

Information Capabilities and Maturity Evolution Leads to Increased Value

Business Operations

How the business applies information to achieve its goals

- Policies
- Biz Processes
- Organization



Information and Analytics

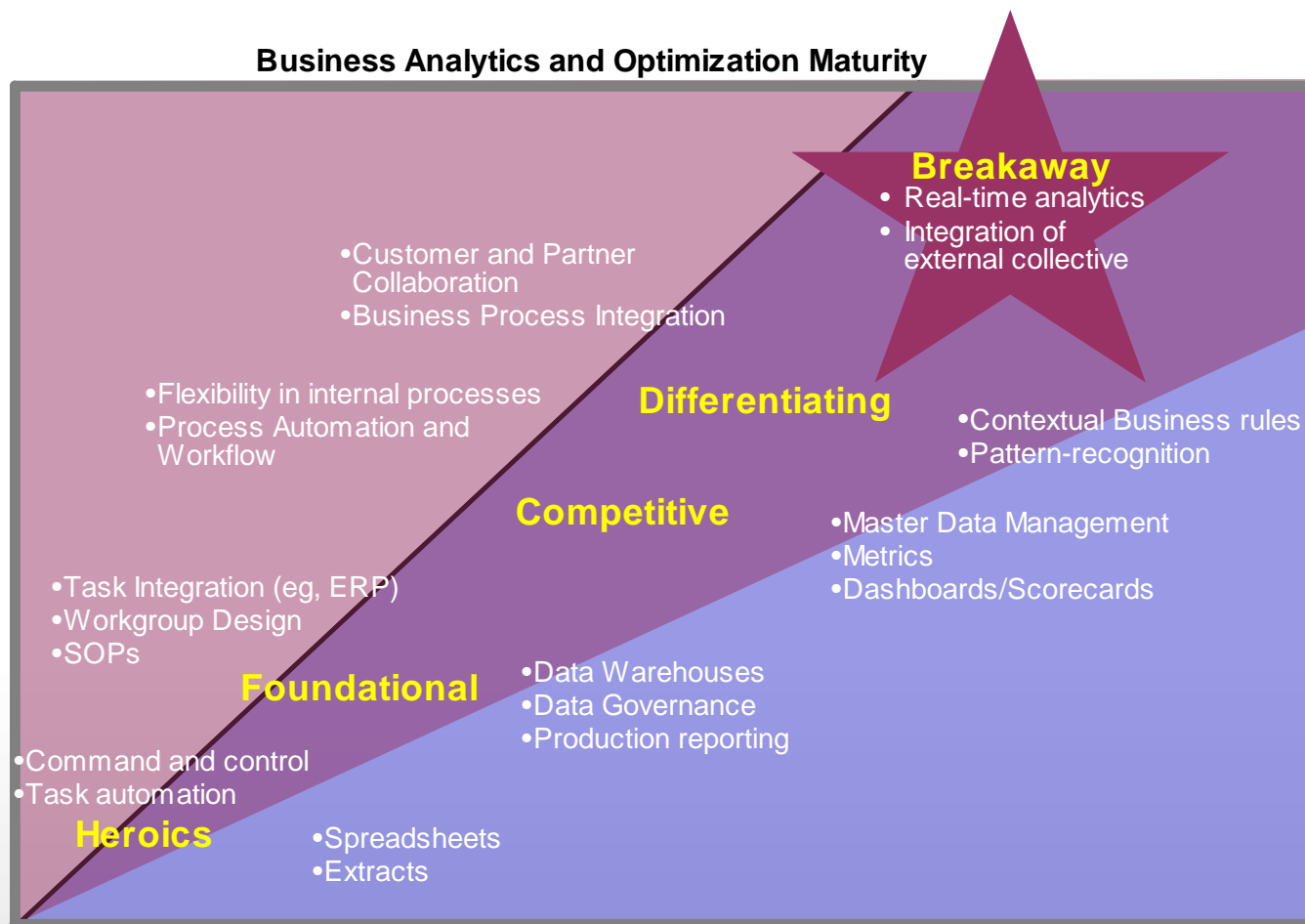
Tools and capabilities the business uses to manage information and learn from it





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Information Led Transformation

As clients shift to becoming Information Driven, they ask two fundamental questions

To Create Value...

Can I get just the right insight & information to the right people in the context of what they are doing?
Executives? Business Analysts? Customers? Call Centers? Web?



To Lower Costs...

I have thousands of databases and content repositories.
I don't know where what is?
Can I get it all organized?
Can I decommission data?





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Desired State

Business Aware of Value of Information - Information treated as *the* company asset

Understanding information in Context

Business Optimization, Trusted information Platform

Agility ↑, cost ↓

Information Governance in place – funding drives execution



Information Agenda

Unlocking the Value of Information For Smarter Business Outcomes

Proven Approach



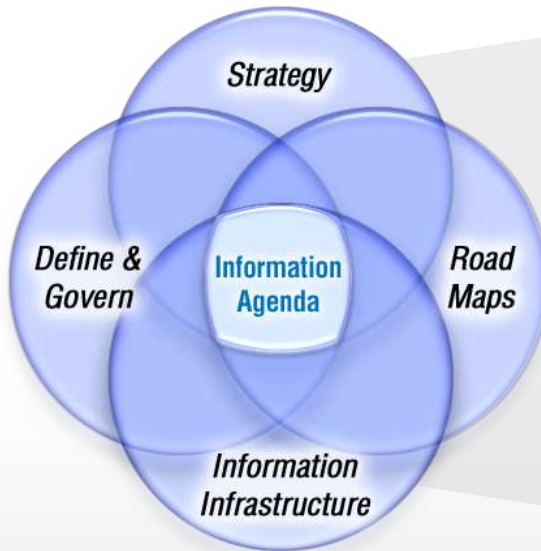
Proven Software



Business Optimization

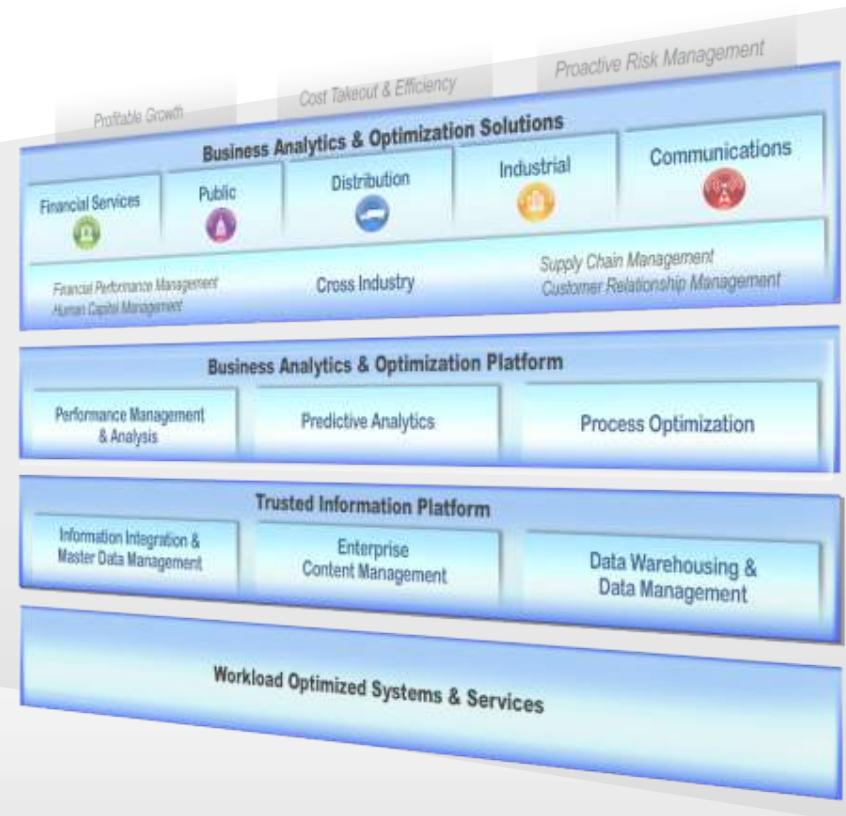
Establish end-to-end vision
& business-driven value

Align people,
process, &
information

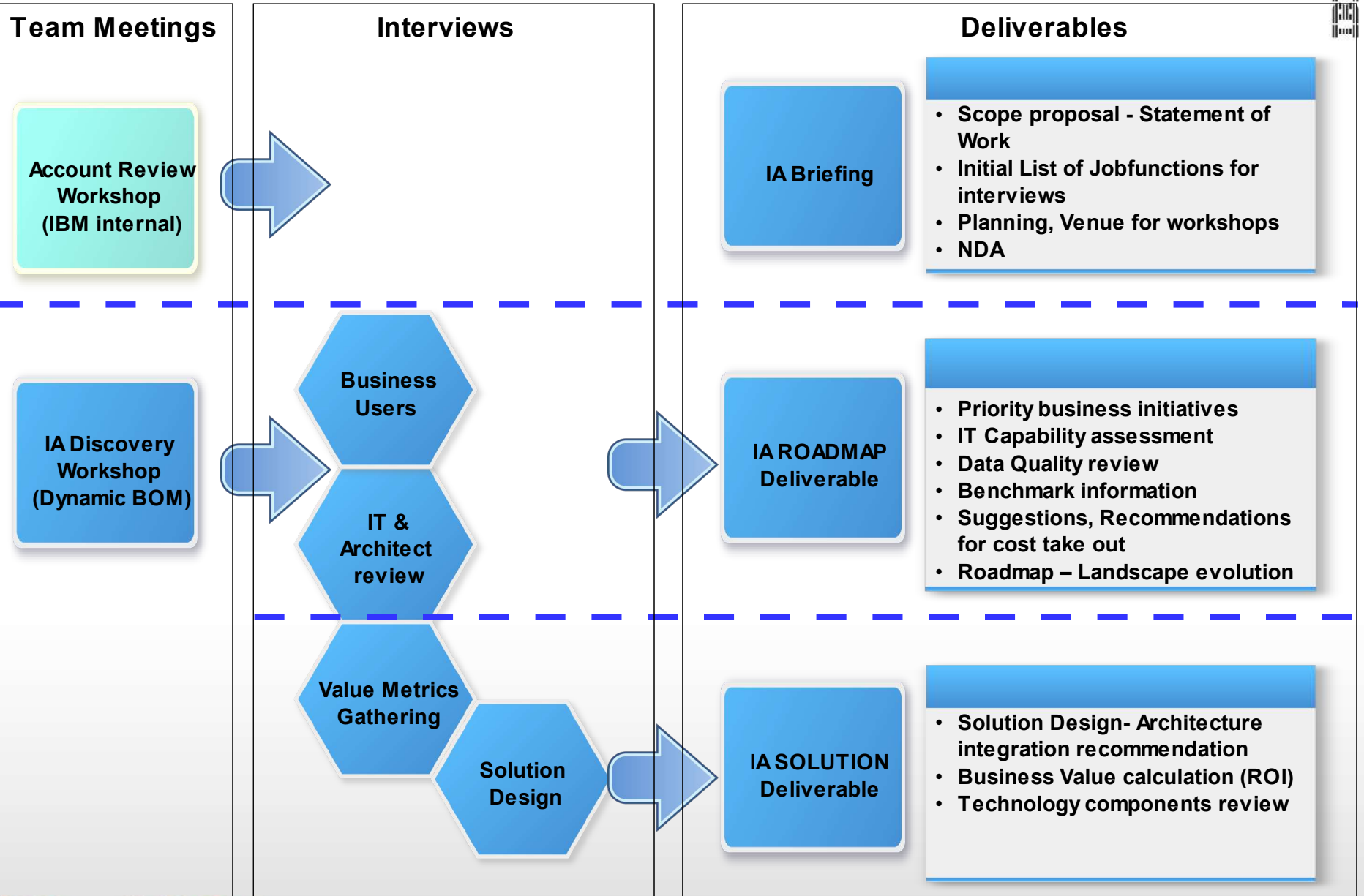


Accelerate
projects for short
& long-term ROI

Architect an extensible
information infrastructure



Information Agenda Process Map





Breaking down the walls.....

... starts with getting *Your* Information Agenda... and treat information as a strategic asset

- ...identifies and prioritizes IT projects based on business value
- ...helps clients develop a short term roadmap with a distinct set of actionable projects
- ...provides a business case and ROI on the impact of solving those problems
- ...helps clients move toward an enterprise information infrastructure aligned by business needs
- ...provides a comprehensive solution roadmap on what is required to solve the most valuable information-intensive initiatives

