

**InfoSphere™**  
software

*Trusted Information*

## Trusted Information For Smarter Business Outcomes

Paul Ranson – Cognos / InfoSphere  
March 2010

**Why is Having Trusted  
Information Important?**

**InfoSphere Portfolio?**

**Cognos / InfoSphere synergy**

# Data Explosion In A Smarter World

New Data For New Information For a Smarter Planet

## Volume of Digital Data

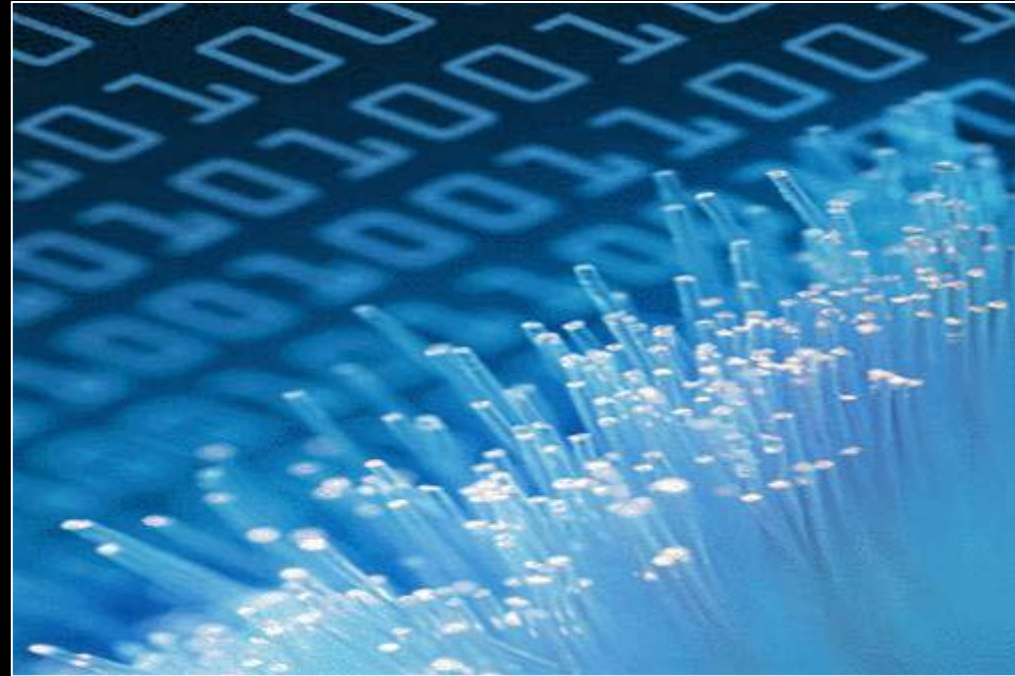
- 57% CAGR for enterprise data through 2010<sup>1</sup>
- Machine generated data : Sensors, RFID, GPS..

## Variety of Information

- 80% of new data growth is unstructured content<sup>1</sup>
- Emails, images, audio, video..

## Velocity of Decision Making

- Rapidly changing business climate
- Need to get ahead of the curve : predict issues and fix them



**INSTRUMENTED**



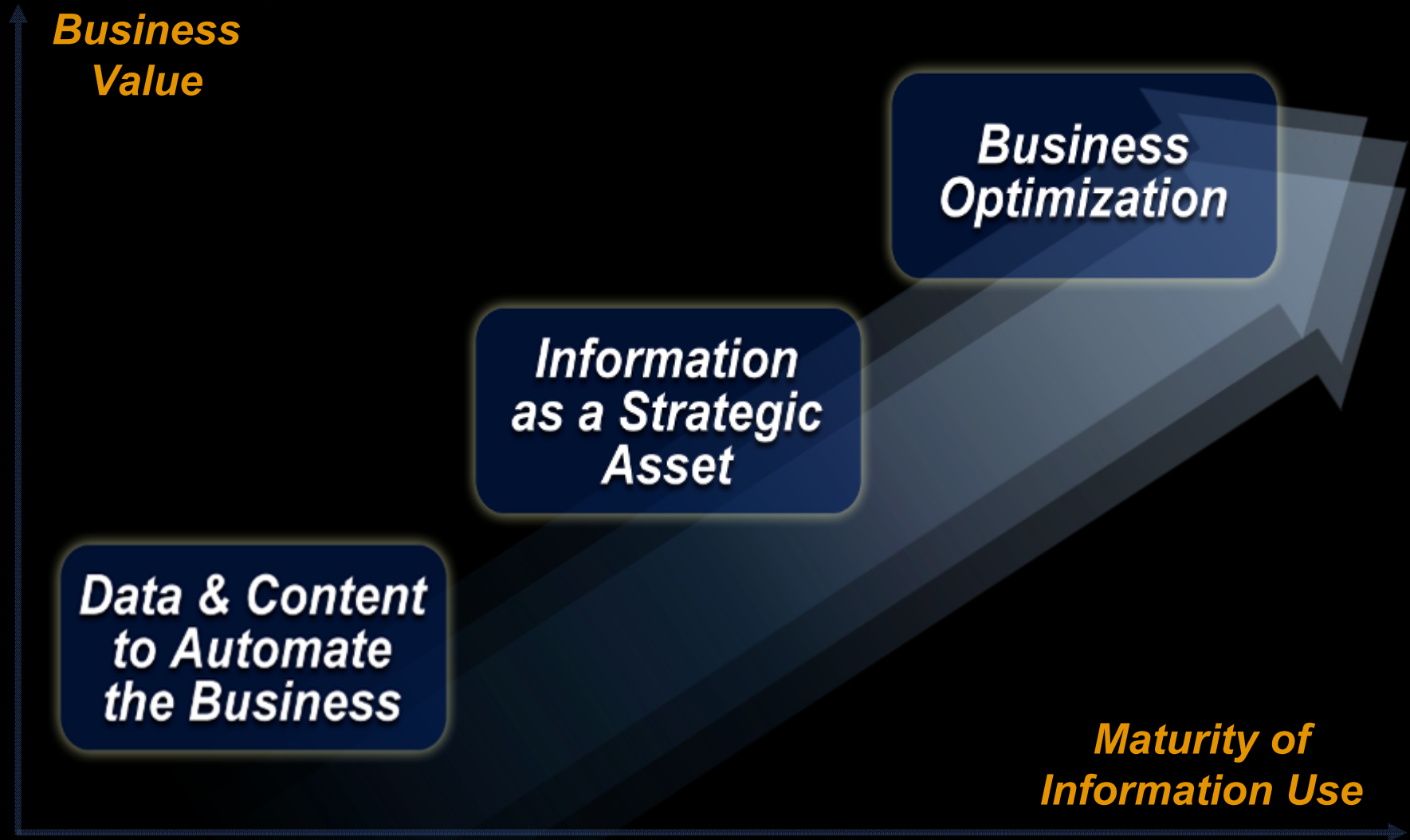
**INTERCONNECTED**



**INTELLIGENT**

<sup>1</sup> Source: IDC, The Expanding Digital Universe, March 2007

# Trusted Business Information Is At The Core Of Business Optimization



## Key Challenge is Unlocking the Value of Information

**36%** of CIOs believe management is using the right information to run the business.

**> 50%** of CIOs through 2012 will claim that their organizations have the right information and analysis to make decisions

**47%** of users don't have confidence in their information

**59%** of users say that they miss information that might be of value to their jobs because they can not find it

**27%** of managers' time is spent searching for information

**50%** of the information they obtain has no value to them

*Sources: IBM & Industry Studies, Customer Interviews  
IBM CIO Survey 2007, Accenture survey 2007,  
Gartner BI Summit 2008*



### *Management Meetings*

Everyone has the numbers for revenue and margin; problem is they are all different.

# Information Challenges Facing Enterprises

How can I ensure that everyone in the business is using trusted information to drive better business outcomes?

## Business Challenge



**Address the diverse needs in the business with relevant information how, when, and where they need it.**

## System Challenge

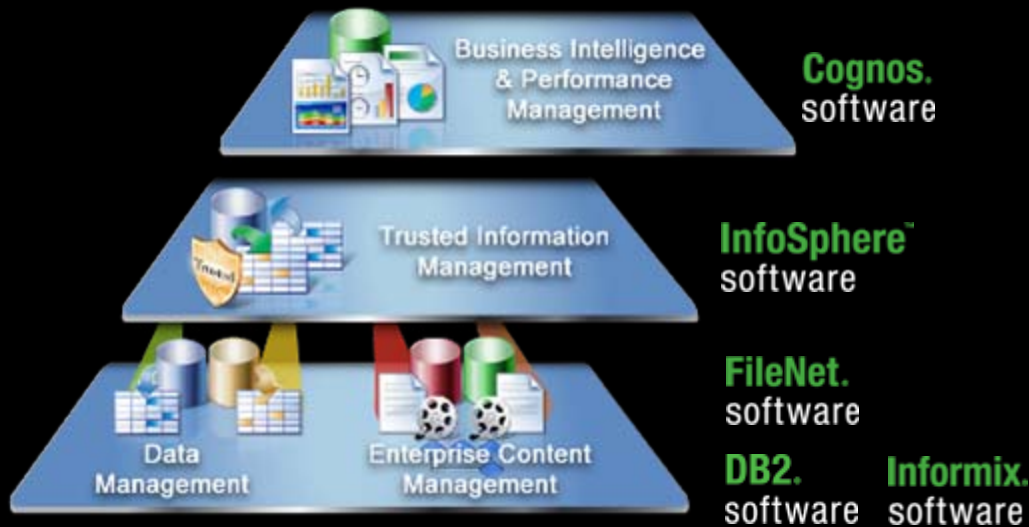


**Deliver trusted information from fragmented, disparate systems at volume and velocity required.**

# The Value of InfoSphere

# Leverage Information For Smarter Business Outcomes: How To Get Started!

## Software



## Proven Approach





# Trusted Information Across The Enterprise

A Range Of Capabilities Are Needed

Get a single view of your business ...

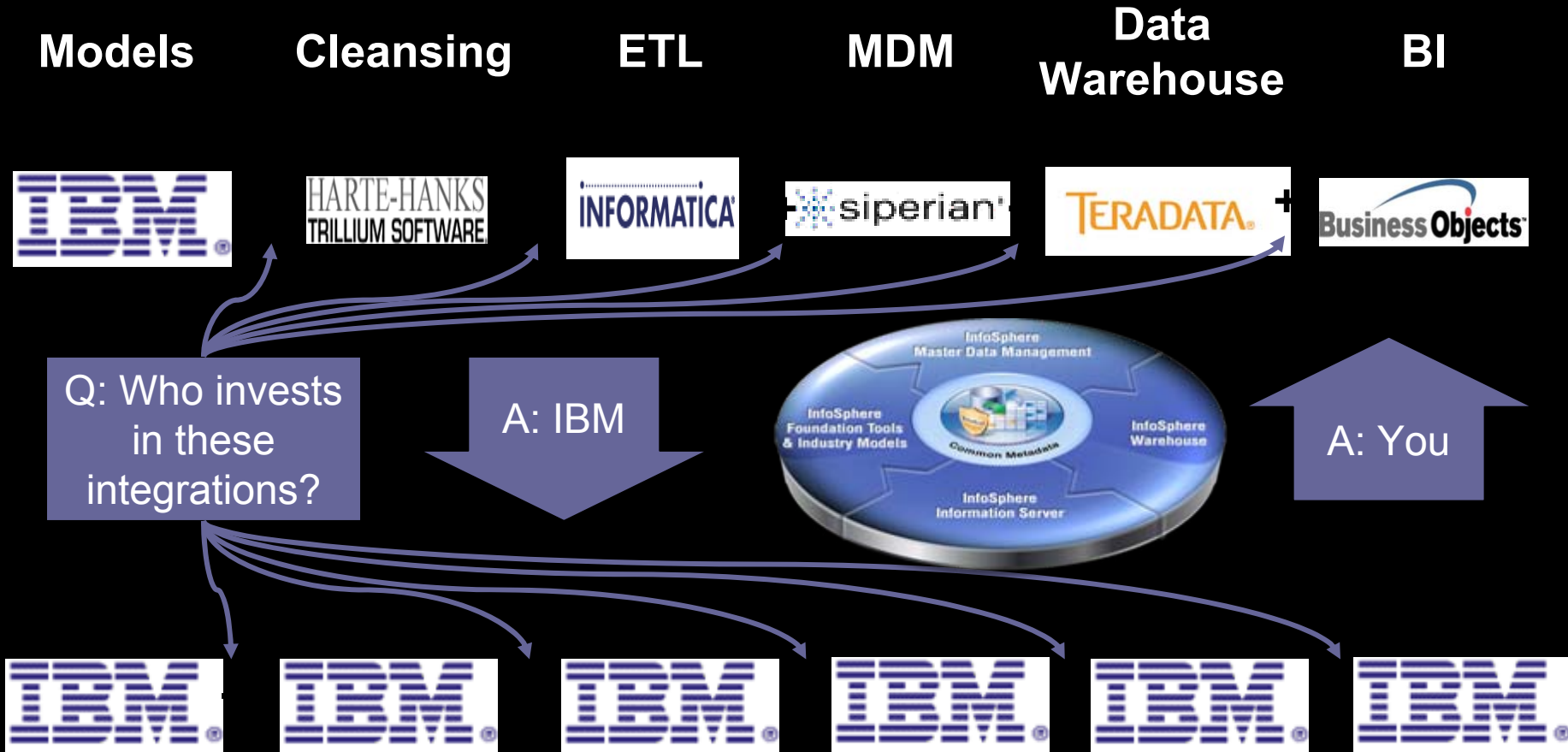
Discover, design and govern your data ...



Deliver better business intelligence faster ...

Simplify the complexity of information integration ...

# The Synergy Story

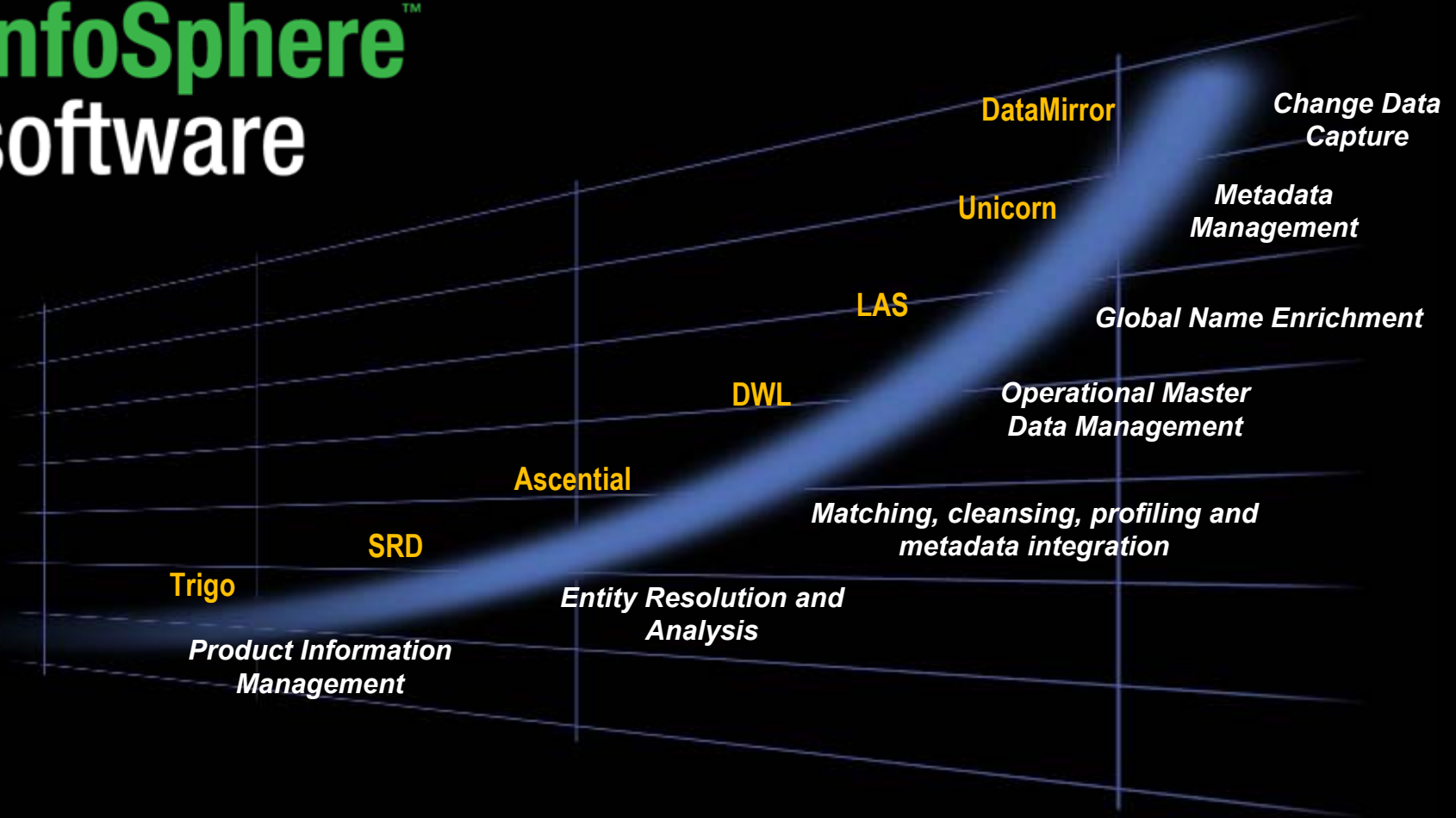


## The Synergy Facts

- IBM is the only vendor in the leadership quadrants in data integration, master data management, data warehousing, and business intelligence
- IBM invests \$1B per year in this portfolio and the synergy points
- IBM has best practices & methodologies that extend across these domains
- IBM leads has the most advanced integration across these components available in the market today
- Customers who implement multiple pieces from the InfoSphere portfolio reduce their risk and time to market

# The InfoSphere Software Evolution

# InfoSphere<sup>™</sup> software



## The InfoSphere Vision

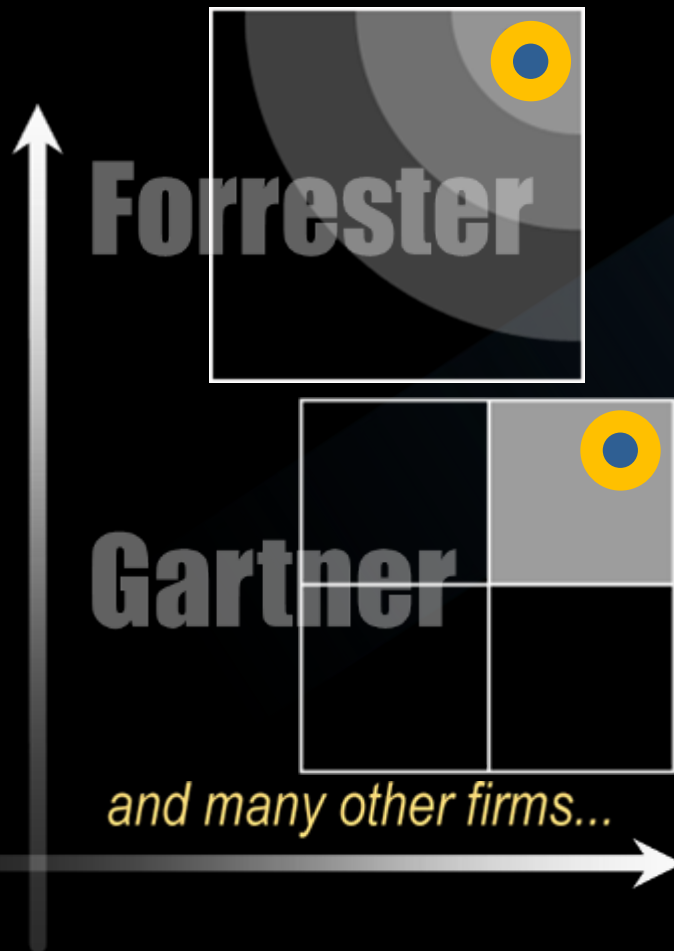
### *An Industry Unique Information Platform*

- Simplify the delivery of Trusted Information
- Accelerate client value
- Promote collaboration
- Mitigate risk
- Reduce costs



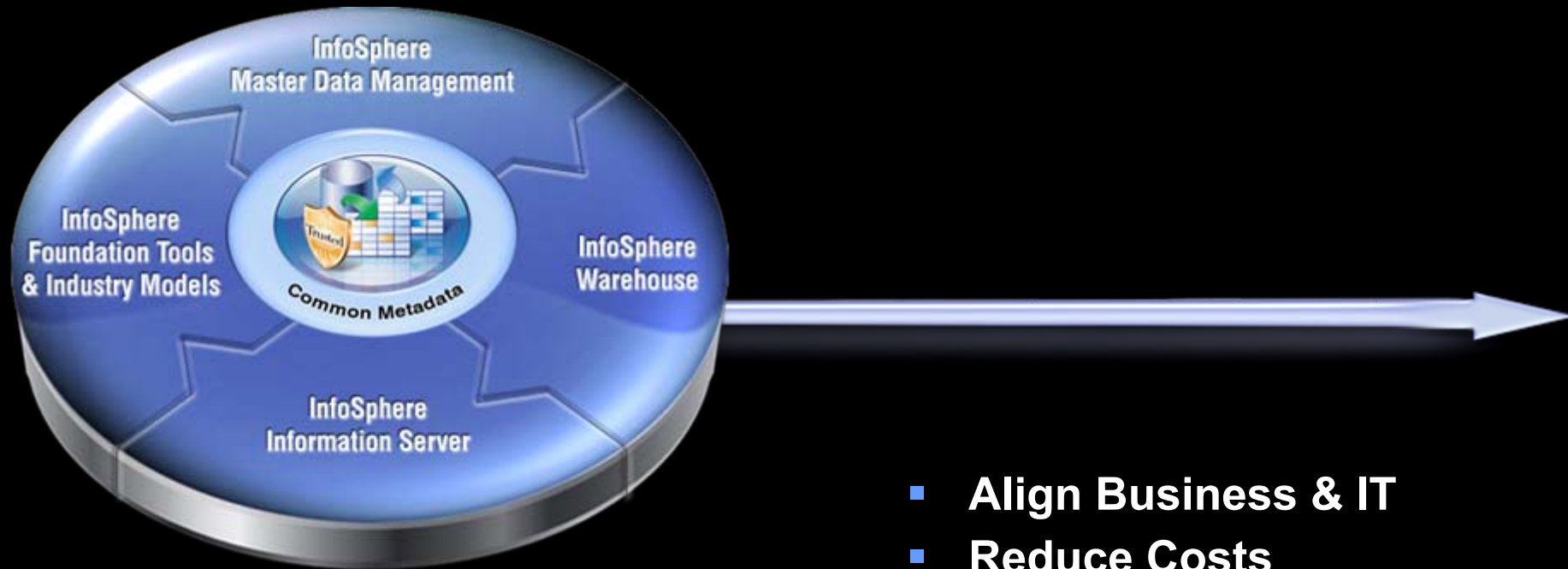
## No Compromises

*Industry Analysts Rank IBM as Leaders...*



- ETL Tools
- Business Intelligence Platforms
- Data Warehousing
- Data Quality Tools
- Data Integration Tools
- Customer Data Integration
- Product Information Management

# The InfoSphere Synergy



- **Align Business & IT**
- **Reduce Costs**
- **Accelerate Value**

## InfoSphere Foundation Tools



### *Discover, design and govern your data ... for Trusted Information*

- Enhance business & IT collaboration
- Create, manage, and share an enterprise vocabulary
- Gain a true understanding of your data sources
- Ensure information stays trusted, across the enterprise



*The complete capabilities to establish your Information Agenda*



## InfoSphere Foundation Tools



### The Facts:

- Increased statistical accuracy of research through a **four-fold increase in sample sizes**

### Bottom line:

- Won 17 million AUD in project grants
- Won 2.2 million AUD in research grants



MELBOURNE HEALTH



## InfoSphere Industry Models







InfoSphere  
Foundation  
Tools



**Design your industry data structure and processes ... for Trusted Information**



- Business & IT Collaboration
  - Complete business templates provide industry content & KPIs
  - Key accelerators for business optimization & integration projects
- Integrated with information infrastructure
  - Accelerates Information Server & Cognos 8 BI deployments

IBM Industry Models		
 <p><b>Banking</b> (Banking data warehouse)</p> <ul style="list-style-type: none"> <li>• Profitability</li> <li>• Relationship marketing</li> <li>• Risk management</li> <li>• Asset and liability management</li> <li>• Compliance</li> </ul>	 <p><b>Financial markets</b> (Financial markets data warehouse)</p> <ul style="list-style-type: none"> <li>• Risk management</li> <li>• Asset and liability management</li> <li>• Compliance</li> </ul>	 <p><b>Health plan</b> (Health plan data warehouse)</p> <ul style="list-style-type: none"> <li>• Claims</li> <li>• Medical management</li> <li>• Provider and network</li> <li>• Sales, marketing and membership</li> <li>• Financials</li> </ul>
 <p><b>Insurance</b> (Insurance information warehouse)</p> <ul style="list-style-type: none"> <li>• Customer centricity</li> <li>• Claims</li> <li>• Intermediary performance</li> <li>• Compliance</li> <li>• Risk management</li> </ul>	 <p><b>Retail</b> (Retail data warehouse)</p> <ul style="list-style-type: none"> <li>• Customer centricity</li> <li>• Merchandising management</li> <li>• Store operations and product management</li> <li>• Supply chain management</li> <li>• Compliance</li> </ul>	 <p><b>Telco</b> (Telecommunications data warehouse)</p> <ul style="list-style-type: none"> <li>• Churn management</li> <li>• Relationship management and segmentation</li> <li>• Sales and marketing</li> <li>• Service quality and product lifecycle</li> <li>• Usage profile</li> </ul>

*Industry expertise & best practices*

## IBM Industry Models

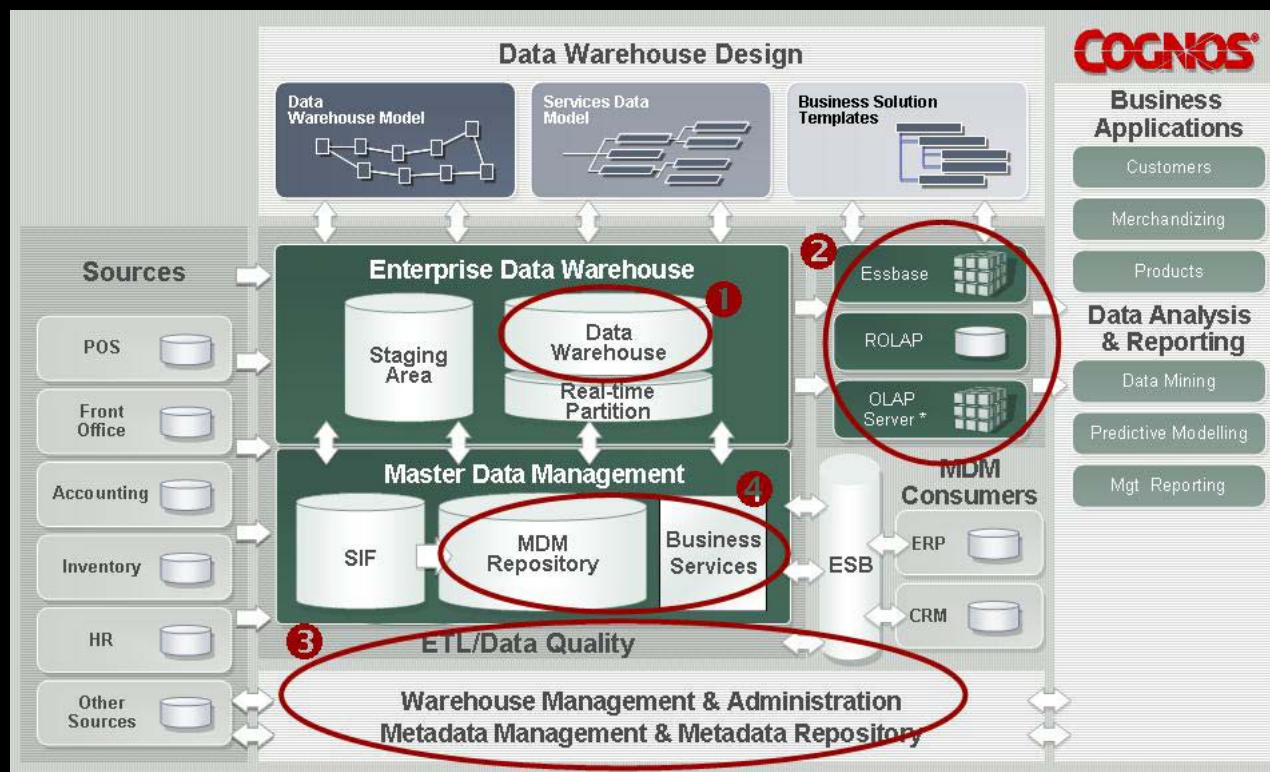
InfoSphere  
Information  
Server

InfoSphere  
MDM

InfoSphere  
Warehouse



- 1 Generate warehouse structures through RDA
- 2 BSTs provide design foundation for reports and cubes
- 3 Pre-load Information Server with a business glossary & physical model for mapping
- 4 Data and process models mapped to MDM model & business services



## InfoSphere Industry Models

InfoSphere  
Foundation  
Tools



### The Facts:

- Leveraged reusable information and business processes to shorten development time and minimize errors

### Bottom line:

- Reduced administrative and development costs
- Accelerated decisions to be more competitive in 12 countries



*"IBM IAA makes business users—such as underwriters and analysts—more efficient. It only takes a day to train the average business worker to navigate through IBM IAA to understand their own data and process requirements. This is a superb development, because it means that our lines of business can communicate more effectively with IT—which in turn can create and provision business solutions far faster than before."*

— Shannon Murphy, Chief Technology Officer,  
ING Insurance Asia Pacific

## InfoSphere Information Server

InfoSphere  
Foundation  
Tools

InfoSphere  
Industry Models



### *Simplify the complexity of information integration ... with Trusted Information*

- Accelerate data integration projects
  - Metadata-driven design
  - Business - IT alignment
- Leverage Existing Resources
  - Broad native connectivity
- Architected for Growth
  - Massive scalability
  - Parallel processing

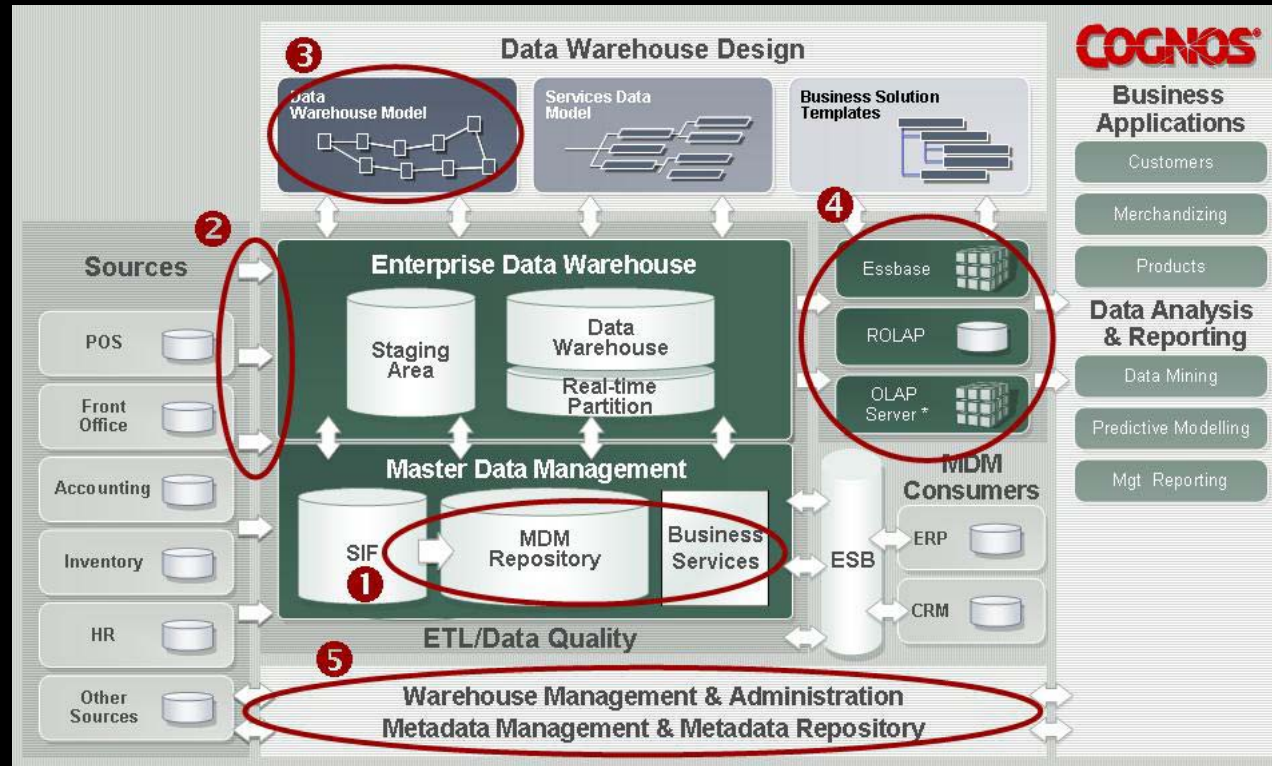


*Full range of capabilities to make information Trusted across heterogeneous systems*

## InfoSphere Information Server



- 1 Pre-built MDM load routines & embedded cleansing & matching
- 2 High-speed parallel warehouse connectors
- 3 Direct import of terms into business glossary & physical models into DataStage & FastTrack
- 4 Metadata lineage into Cognos
- 5 End-to-end lineage traceability and impact analysis





department for  
**children, schools and families**

eCAF

Every Child Matters  
Change For Children

## Challenge

- **COMPETITIVE reporting account**
- **Solution that could 'capture data' from a source system with full Audit capabilities and provide transformation of the data for the end users**
- **Solution that needed to be secure given the sensitivity of data**
- **Solution was to be hosted by third party so several bodies to agree to the solution**

## Solution

- **Chose IBM InfoSphere Change Data Capture to;**
  - **Capture the specific data the end users required**
  - **Transform the data REAL time**
  - **Single product to capture and load the data mart**
- **Chose Cognos Report and Analytic solution**

## Benefits

- **Single vendor solution.**
- **Fully integrated solution with underlying single meta-data layer.**
- **Simple and robust 'Transformation of DATA' with platform to grow and expand**
- **Ability to leverage technology they already owned (DB/Hardware) to build reporting Operational Data Store (ODS) infrastructure.**
- **NO conflict with other solutions or applications**
- **Secure solution (Tivoli/Cognos/InfoSphere)**
- **IBM – Trusted advisors with Cognos/InfoSphere**

## InfoSphere Warehouse

InfoSphere  
Foundation  
Tools

InfoSphere  
Industry Models

InfoSphere  
Information  
Server



### ***Deliver better business intelligence faster ... with Trusted Information***

- Unified, powerful data warehouse foundation
  - Advanced partitioning, data mining, retention & cubing features
- Flexible environment
  - Optimized performance for operational & transactional use
  - As big or as small as your business needs



*Powerful, real time analytics for both structured and unstructured information*



## InfoSphere Warehouse

InfoSphere  
Foundation  
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InfoSphere  
Industry Models

InfoSphere  
Information  
Server



## **NEW! IBM Smart Analytics System**

- Combining software, hardware and services, IBM expands warehousing offerings
- An integrated, high-performance analytics solution for accelerating delivery of insights for faster, smarter action
- Able to adjust and grow based on your company's ever changing business needs
- Delivering results in days instead of months



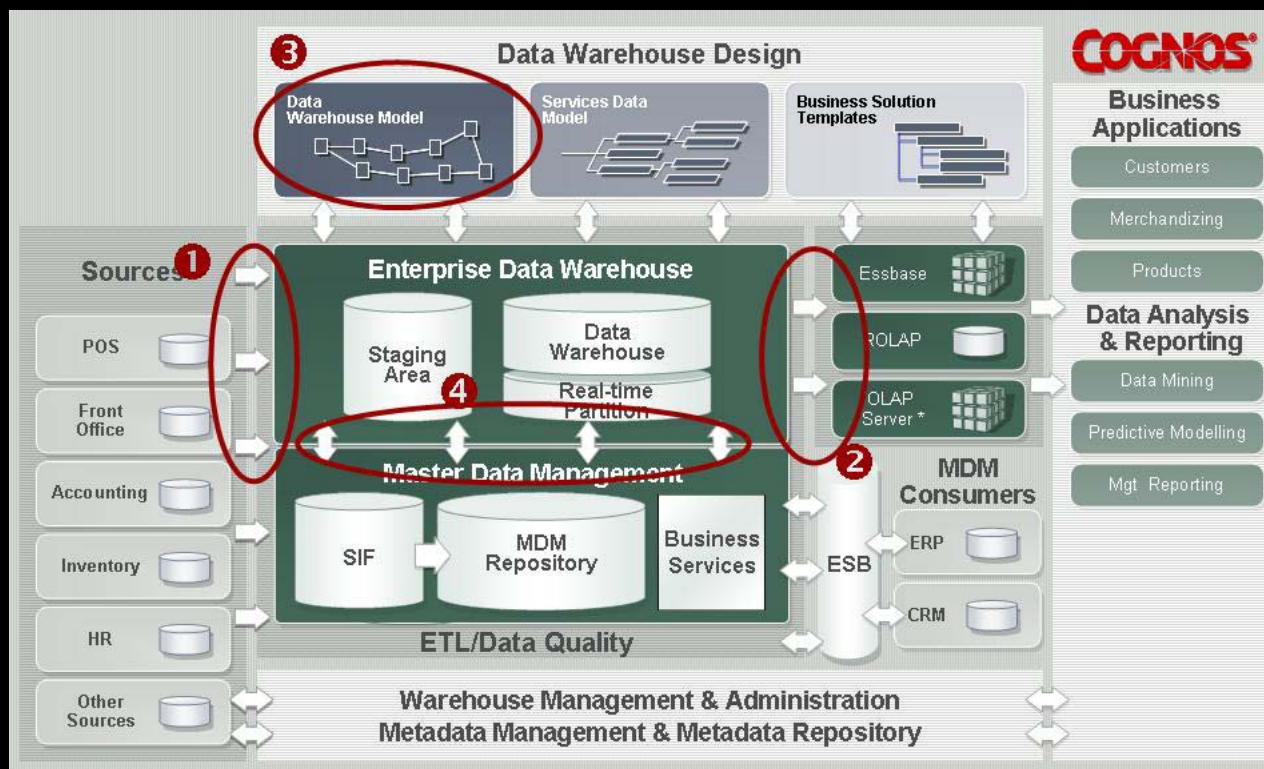
## InfoSphere Warehouse

InfoSphere  
Information  
Server

InfoSphere  
MDM



- 1 High speed parallel connectors from Information Server
- 2 Integration with Cognos through cubing services
- 3 Generation of warehouse structures from models using RDA
- 4 Pre-built integration with MDM Server



## InfoSphere Warehouse

InfoSphere  
Foundation  
Tools

InfoSphere  
Industry Models

InfoSphere  
Information  
Server



### The Facts:

- **10,000 to 15,000 queries** per day
- **15 trillion rows** read from warehouse each week

### Bottom line:

- Query times reduced from days and weeks to **less than 3 minutes**
- Warehouse has grown **from 2.5 TB to 24 TB** with zero impact on performance

# INGENIX



## InfoSphere MDM



InfoSphere  
Foundation  
Tools

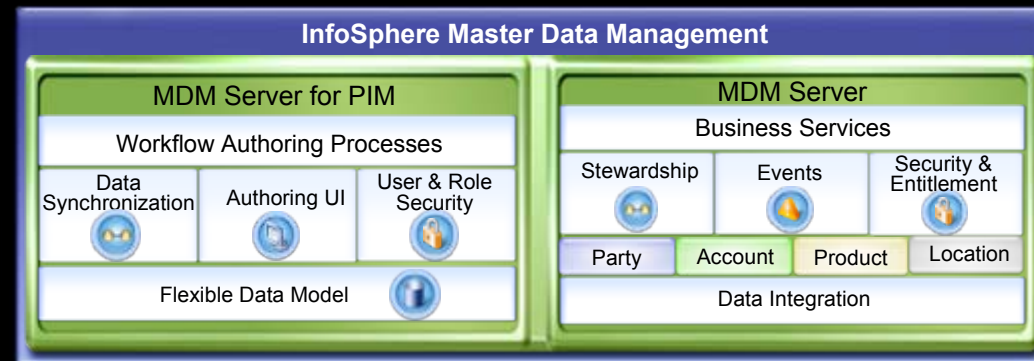
InfoSphere  
Industry Models

InfoSphere  
Information  
Server

InfoSphere  
Warehouse

## Get a single view of your business ... with Trusted Information

- Meets Business Needs
  - Addresses multiple data domains – customer, product, location
  - Functionality across the full spectrum of use cases
- Flexible Deployment
  - MDM functionality supported with User Interfaces, Workflow, Business Services
  - Scales as MDM needs evolve



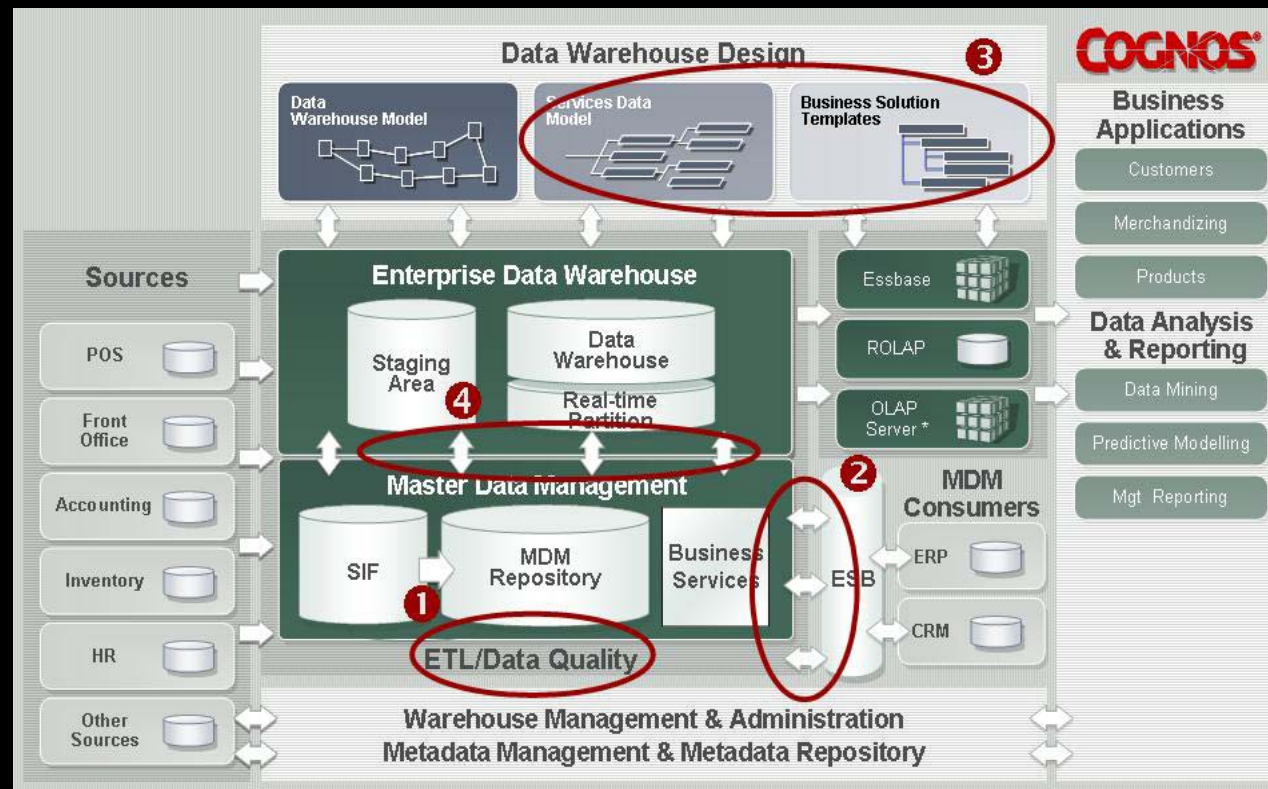
*Providing end-to-end  
master data management*

## InfoSphere MDM

InfoSphere  
Information  
Server



- 1 Pre-built MDM load routines & embedded cleansing & matching
- 2 Service integration with ESB
- 3 Direct mapping of MDM data model to the Industry Data & Process models
- 4 Pre-built integration to load InfoSphere Warehouse





## The Facts:

- **Multiple customer information systems** from acquisitions
- **Inability to identify value of customer** across mortgage, bank account, sales, and life administration systems

## Bottom line:

- **Removed 400,000 duplicate records** to date
- Greater ability for cross-sell and upsell
- Led to **increased revenue** and **improved customer loyalty**

**Irish** Life & Permanent plc

*"Now that we manage our customer information as an asset, the opportunities for innovation and optimization are endless. We can respond to the dynamics of our business twice as fast."*

-- Noel Garry, Executive Manager, Irish Life

## InfoSphere MDM

InfoSphere  
Foundation  
Tools

InfoSphere  
Industry Models

InfoSphere  
Information  
Server

InfoSphere  
Warehouse



### The Facts:

- Create and maintain product information **10% faster**
- Data entry errors reduced **from 5% to 0.1%**

### Bottom line:

- Anticipated operational **savings of €5 million** annually
- Partners **reduce costs by 25%**
- Two additional weeks of sales for new products leading to **3.5% increase** in revenue

# Panasonic



# The Value of Synergy



# Leading the Way: InfoSphere

## Business Leaders Embracing The Vision

**MDM**

**Mastered Customer Data  
across the enterprise**

**Greatly enhanced customer service, and improved targeted marketing**

**Warehouse**

**Derived insight from vast amounts of patient information**

**Improved access to key patient and provider insight; achieved ROI within 90 days**

**Data Discovery**

**Rationalized multiple order fulfillment systems**

**Increased daily deliveries by 100% and improved order tracking**

**Application Consolidation**

**Consolidated revenue enrichment and regulatory compliance reporting**

**Boosted revenue and added new customers - 11% response on direct mail campaigns**

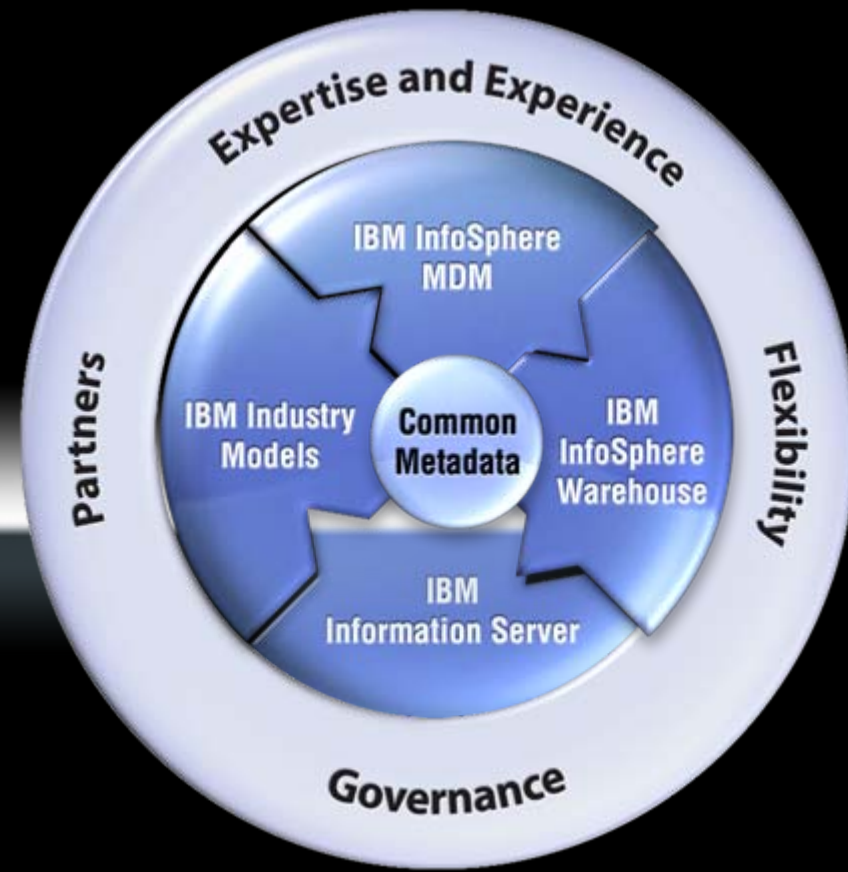
**MDM PIM**

**Synchronized and mastered core product information**

**€1 million savings per year and increased sales by 3.5%**

# Typical savings through use of Information Server

- Industry and experience reflects that business as usual IT Projects:
  - Can take up to 10x as long with individual tooling
  - Unified Information Server Platform Benefits:
    - Decreased risk by 53%
    - Improved business alignment 83%
    - Improve time to value by 75%
    - Reduce project staffing by 90%



# **Low cost quick 'return on investment' gains of Synergy within the Cognos community;**

- Data Quality and Data Discovery**
- Business Glossary**
- Change Data Capture**

## Leading The Market In Innovation

InfoSphere  
Foundation  
Tools

InfoSphere  
Industry Models

InfoSphere  
Information  
Server

InfoSphere  
Warehouse

InfoSphere MDM



- The InfoSphere portfolio addresses the majority of requirements companies face in managing their information
- The most integrated portfolio in the marketplace
- IBM has the only portfolio which also leads in each and every category
- IBM invests \$1B each year on this portfolio and its integration
- By choosing a more complete InfoSphere solution, organizations can reduce their risk & improve time to value and ROI

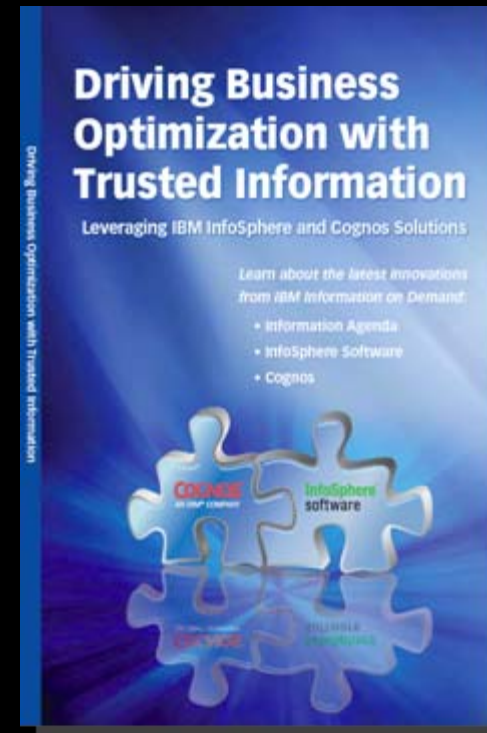
***Align and Simplify***

***Accelerate Value***

***Total Flexibility***

## Following this session

- We're happy to talk more about the InfoSphere stack
  - come and see us afterwards
- FULL detailed 'end to end' demo with live data, or
- Plus – the 'JK Insurance' Flash Demo
  - JK Financial assesses credit risk exposure and seamlessly integrate various business and IT functions.
  - [http://www-01.ibm.com/software/info/television/index.jsp?cat=clients\\_software\\_info&media=video&item=xml/L135107Q57342C89.xml](http://www-01.ibm.com/software/info/television/index.jsp?cat=clients_software_info&media=video&item=xml/L135107Q57342C89.xml)
- Also copies of the Cognos / InfoSphere Book
  - 100 pages
  - The complete end to end story
  - Easy to read and for reference – great 'train and plane' reading



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- An integrated, high-performance analytics solution for accelerating delivery of insights for faster, smarter action
- Able to adjust and grow based on your company's ever changing business needs
- Delivering results in days instead of months
- Includes Cognos Modules and can utilise the existing assets



**FIND out more and gain an overview and insight - 16<sup>th</sup> March IBM Southbank;  
Includes; Customer Segmentation, Store Clustering, Intra day Liquidity and  
Solvency II**

**Contact; Gemma Curtis or Paul Ranson/Henry Cook**

**InfoSphere**<sup>™</sup>  
software

# Thank You!

[www.ibm.com/software/data/infosphere](http://www.ibm.com/software/data/infosphere)

*Trusted Information*