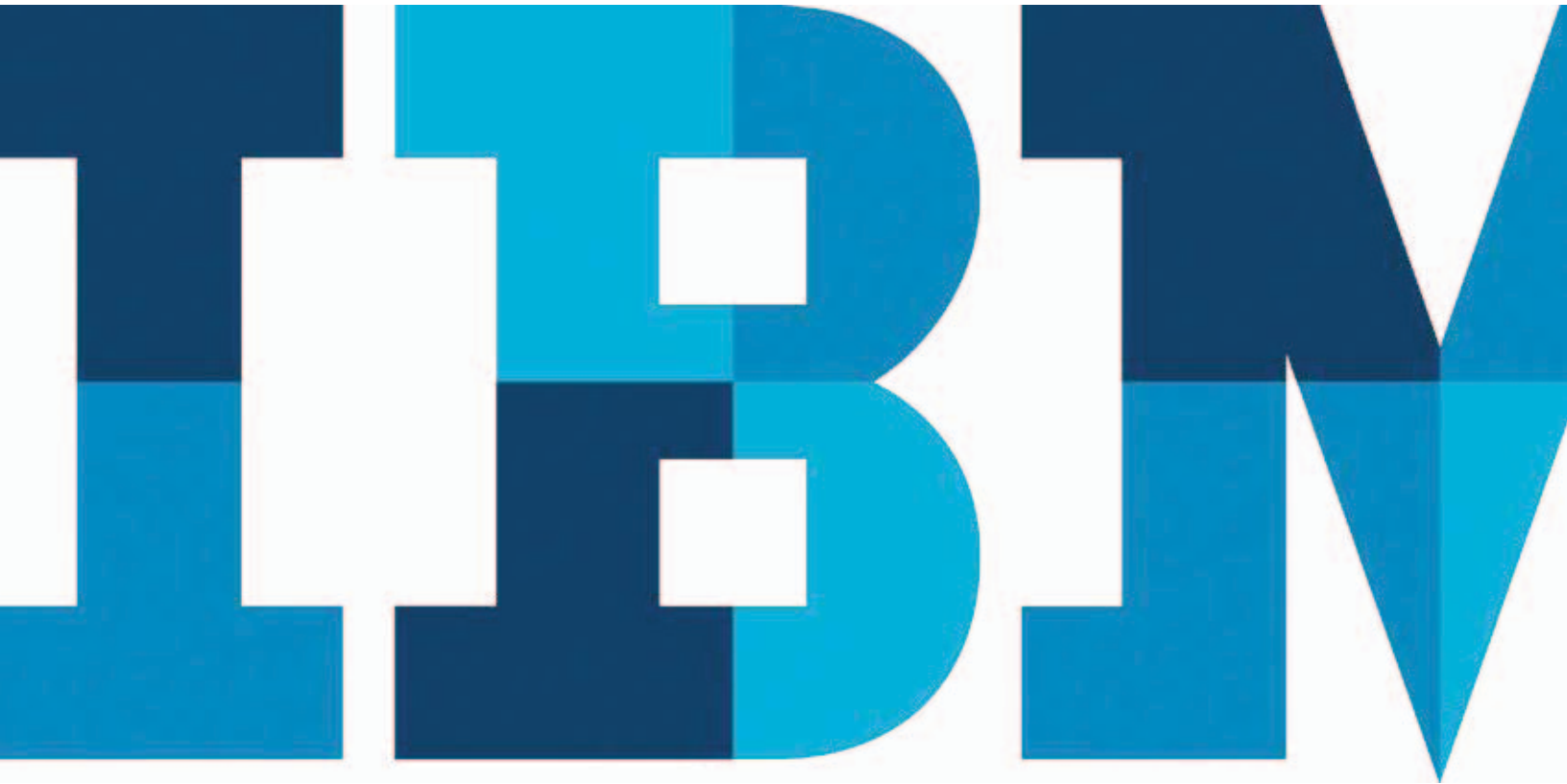


IBM InfoSphere Warehouse Packs

Prebuilt warehouses for advanced analytics



Empowering organizations to answer critical business questions

When business users think about market analysis, they're not thinking about database structures or data models. They're asking basic business-oriented questions that can make the difference between success and failure:

- Which customers are most profitable for us?
- Where are our leads being generated?
- What is my market share?
- Can our supply match demand?

But as simple as those questions may seem, coming up with the answers requires powerful analytic capabilities. Few small-to-midsize organizations have the time, budget and specialized IT staff to build those capabilities from scratch, and many departments or branch offices within larger enterprises also lack the resources to implement business analytics from scratch. These organizations need a way to simplify and speed deployment of critical business analytics while minimizing risk and cost.

Accelerating time-to-value with business-ready modules

IBM® InfoSphere™ Warehouse Packs are designed to speed time-to-value by allowing organizations to focus on business issues and innovation rather than database plumbing. The packs are accelerator add-ons for InfoSphere Warehouse and IBM Smart Analytics System installations, complete with physical data models and sample reports based on specific business issues that organizations face every day. Designed to drastically reduce data warehousing project time, business risk and deployment cost, InfoSphere Warehouse Packs are derived from proven IBM industry models, providing structured and deployable business content for a growing number of categories.

Providing a comprehensive package for analytics deployment

Three InfoSphere Warehouse Packs are currently available:

- IBM InfoSphere Warehouse Pack for Customer Insight
- IBM InfoSphere Warehouse Pack for Market and Campaign Insight
- IBM InfoSphere Warehouse Pack for Supply Chain Insight

The InfoSphere Warehouse data model infrastructure also supports the deployment of multiple packs. InfoSphere Warehouse Packs are designed to be fully integrated with each other and share many basic data elements so users can build an organization-wide data warehouse covering many analytical subject areas.

Each InfoSphere Warehouse Pack contains a physical data model, a set of sample physical database structures and a set of sample IBM Cognos® reports with underlying data mart structures (see Figure 1). Each one also includes documentation providing guidance on deploying the technical assets and customizing the solution. Consulting services are available to support every aspect of the development cycle.

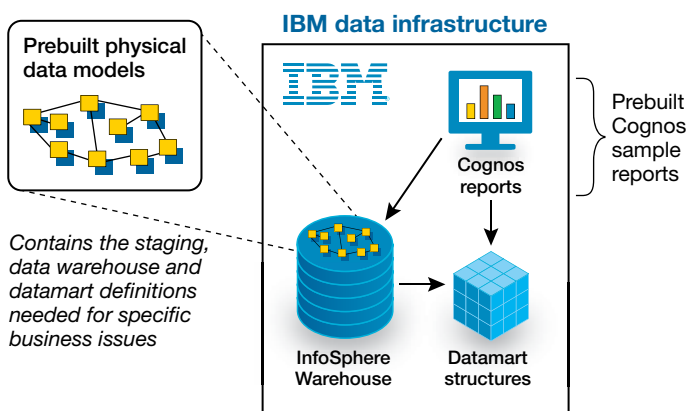


Figure 1: InfoSphere Warehouse Pack components include a physical data model, a set of sample physical database structures and a set of sample Cognos reports.

Fast-track delivery of valuable business benefits

With InfoSphere Warehouse Packs, most of the work of setting up a data warehouse is already done, which helps significantly reduce total project time and risk when compared to custom, in-house data warehouse projects. The InfoSphere Warehouse Packs enable speedy delivery of analytical warehouse solutions, allowing organizations to focus more on solving issues to enhance competitiveness and less on technical implementation.

Eliminate labor-intensive coding with ready-made data models and reports

Each InfoSphere Warehouse Pack contains the staging, data warehouse and datamart definitions needed for specific business issues. Instead of hard-coding custom data models, organizations can leverage the industrial-strength data models of the packs. Prebuilt physical data models promote data integrity from the loading stage through the reporting stage, and prebuilt reports illustrate immediate representation of an organization's information. The physical data model and reports can be used as-is or customized to suit the organization.

Reduce risk by using trusted information building blocks

InfoSphere Warehouse Packs are designed to help organizations grow their existing business intelligence deployments. They are complementary to any investment in IBM Cognos Blueprints, Cognos and SPSS® applications. The packs are packaged and optimized for IBM InfoSphere Warehouse 9.7, come complete with dashboards formatted for IBM Cognos 8 and are compatible with IBM InfoSphere Information Server for rapid access to consolidated analysis.

Empower a wide variety of users

Guided and self-service tools enable business users throughout the organization to benefit from increased operational and strategic insight. Sales and marketing teams can maximize performance by thoroughly understanding customers, while “what-if” scenarios and predictive analytics bring new power to enterprise planning.

Adding packs to the IBM Smart Analytics System

For a prebuilt analytical warehouse right out of the gate, add InfoSphere Warehouse Packs to the IBM Smart Analytics System business analysis environment.

The Smart Analytics System enables a single shared infrastructure spanning multiple business issues. It includes the following components:

Analytics software

- Business intelligence
- Cubing Services
- Text analytics and data mining

Powerful data warehouse

- Warehousing platform
- Advanced workload management
- System automation

Hardware and services

- Flexible server options
 - Suitable for modular and non-modular platforms
 - Build, deploy, health check and premium support services available
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InfoSphere Warehouse Pack for Customer Insight

The InfoSphere Warehouse Pack for Customer Insight addresses a range of business issues common to organizations that are trying to better understand the profitability and profiles of their typical customers. It contains an extensive set of Cognos reports in four categories: communications analysis, transaction analysis, periodic analysis and profitability analysis.

Customer profiling—communications analysis

These reports help organizations understand how their customers communicate with them and why. Communications analysis reports can tell organizations which types of customers communicate with the greatest frequency—positively and negatively. Organizations can analyze reasons for complaints or positive comments, products responsible and associated costs. Specific reports include activity and complaints by individual or by organization, survey responses by age group and survey responses by socioeconomic category.

Customer profiling—transaction analysis

Organizations can use this series of reports to analyze customer transaction activity across socioeconomic groups, age groups and channels. Specific report titles include product sales analysis, profit by socioeconomic category and product type, top performers by income, top performers by volume, volume sales by channel and volume sales by customer age group.

Customer profitability—periodic analysis

Reports in this category help organizations examine customer profitability over time. Designed to measure both income and profit, the reports incorporate the following comparisons for individuals and organizations: current quarter this year versus same quarter last year, this year to date versus last year to date and year-on-year profitability comparison, as well as user-defined flexible-period comparisons.

Customer profitability—profitability analysis

Using this series of reports, an organization can explore customer profitability in a number of commonly used dimensions. The reports cover both income and profitability and introduce the use of budgets as well as actual values. Reports

included in this category are average income and profit, customer profitability for geographic regions and countries, income and profit—actual versus budget by year, renewals analysis by individual and renewals analysis by organization.

Example of customer insight reporting

Customer insight reports provide rich detail presented with easy-to-understand graphics. As shown in Figure 2, a bubble chart helps make clear the information in the accompanying tables. The top table lists sales profit figures summarized by customer socioeconomic category. The lower table lists the same information summarized by product type. The bubble chart plots performance in terms of number of transactions and number of products sold using a combination of these dimensions.

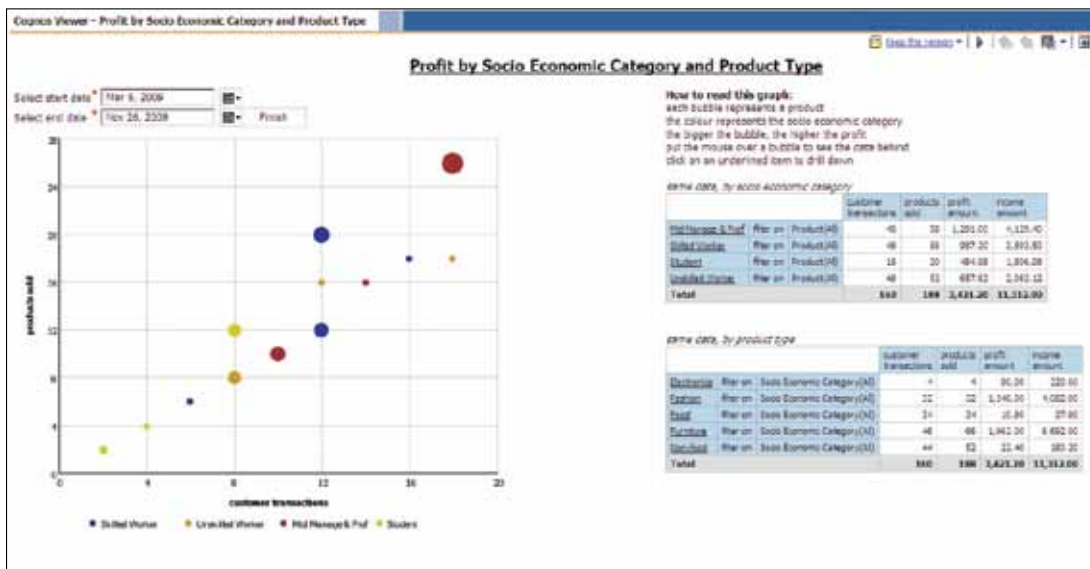


Figure 2: InfoSphere Warehouse Pack for Customer Insight reports can display profit by socioeconomic category and product type.

InfoSphere Warehouse Pack for Market and Campaign Insight

The InfoSphere Warehouse Pack for Market and Campaign Insight is designed to help organizations understand the overall details of their market and determine how to acquire new customers in a competitive environment. This pack includes sample Cognos reports in the areas of market analysis and campaign analysis.

Market analysis

To be competitive, any organization needs to understand its market and establish whether market share is rising or falling. The organization will want to further refine this analysis to understand if the trend is across market segments or particular to a group of customers, a geographic location or a product. Market analysis can also yield insights such as how performance in one market segment is impacting another. Reports in this category include market volume trend analysis, specific period and cumulative analysis and like-for-like analysis.

Campaign analysis

Organizations regularly need to answer questions such as which sales campaigns are cost-effective and whether in-store or in-branch advertising is generating leads. Measuring effectiveness means comparing actual performance in a defined time period against the targeted performance. This series includes reports on sales campaign volume performance, campaign cost analysis and lead source analysis.

Market-basket analysis

The market-basket modeling technique is used to help increase sales by determining whether customers who buy a certain group of items are likely to buy another group of associated items. To ensure effectiveness, the organization must answer questions such as which product group combinations work best and whether results are improved by including promoted products. Average market-basket analysis and target product influence are among the reports that can be generated in this category.

Example of market insight analysis and reporting

Market insight reports allow users to drill down for valuable business insights. For example, Figure 3 shows a typical geographic breakdown of an organization's markets in terms of performance against budgets. In this sample, the organization can see that income is below budget but profit is ahead of budget. The figures are presented across the various states in which the organization has an active presence.

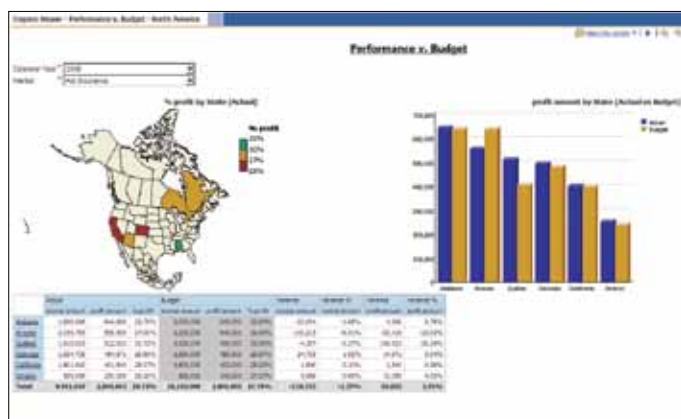


Figure 3: The InfoSphere Warehouse Pack for Market and Campaign Insight includes reports to show performance versus budget by geographic area.

InfoSphere Warehouse Pack for Supply Chain Insight

For many organizations, efficient supply chain management is fundamental to their success. The InfoSphere Warehouse Pack for Supply Chain Insight is designed to help organizations ensure they have the correct products or components in the right place at the right time—without hurting cash flow by overinvesting in inventory.

Vendor performance

This set of reports helps organizations to achieve a deeper understanding of vendor performance to maximize service while minimizing costs. Organizations can evaluate whether vendors are reliably fulfilling orders so that inventory levels can be kept to a minimum without jeopardizing selling opportunities. The reports can also be used to evaluate the ability of the vendor to deal with returned goods quickly and efficiently, which is another measure of the vendor's overall value to the organization. Reports in this category include vendor service-level analysis, vendor returns analysis and vendor agreements—investment buying.

Inventory

Organizations can use this report series to help keep inventory in line with requirements. Through careful monitoring of the location and status of products and the product demand trends, organizations can ensure that the right products are in the right place at the right time. Specific reports include inventory levels—stock cover, inventory levels—stock availability, inventory location and status, inventory location by type analysis and inventory adjustments analysis.

Distribution center analysis

Using reports in this category, an organization can evaluate the efficiency of its distribution centers (DCs). The reports offer commonly used metrics and measures to analyze everything from the performance of picking staff to the quantity, weight and volume of inventory processed at DCs. Reports available are distribution center service-level analysis, distribution center throughput and distribution center productivity.



Figure 4: The InfoSphere Warehouse Pack for Supply Chain Insight displays the distribution center productivity by DC.

Distribution and shipping

These reports are designed to analyze shipping costs and efficiency, including how well the organization is using its distribution fleet to reduce vendor delivery costs by backhauling inventory from vendors after completing distributions. Specific report titles are load-efficiency analysis and backhaul utilization analysis.

Example of supply chain insight analysis and reporting

By incorporating detailed information such as hours worked and the associated cost, supply chain analysis makes it possible to compare the productivity at multiple DCs. For example, Figure 4 shows that DC West has processed slightly more goods than DC East and it also indicates that the labor cost per unit of weight and unit of volume in DC West is higher.

The bottom line: Gaining a competitive edge

With InfoSphere Warehouse Packs, organizations now can easily extend their analytics capabilities to compete with rivals of any size and gain fresh insights on attracting and retaining customers.

The InfoSphere Warehouse Packs address key business issues relevant to organizations in many different business sectors. They are designed to be easily accessible to organizations requiring accelerated availability of business analytics and the supporting data warehouse. Each pack focuses on business requirements in a particular analytical area—organizations can implement them individually over time as business needs dictate and ultimately combine them to build a complete, enterprise data warehouse.

With InfoSphere Warehouse Packs, organizations can quickly and easily extend their analytics capabilities to answer critical business questions without long, expensive, risky development projects. Prebuilt, business-ready modules deliver a data warehouse that's practically complete—there's no need to create custom data models or reports. Organizations can focus on finding answers right away, instead of building infrastructure. And when business needs change, the modular design of InfoSphere Warehouse Packs makes it easy to plug in new models and capabilities.

Access to accurate, predictive, real-time business analytics can mean access to new opportunities, new markets and new customers. InfoSphere Warehouse Packs help organizations shorten the distance between asking the question and finding the answer.

For more information

To learn more about IBM InfoSphere Warehouse Packs, visit ibm.com/software/data/infosphere/warehouse/packs

To learn more about the IBM Smart Analytics System, visit ibm.com/software/data/infosphere/smart-analytics-system



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