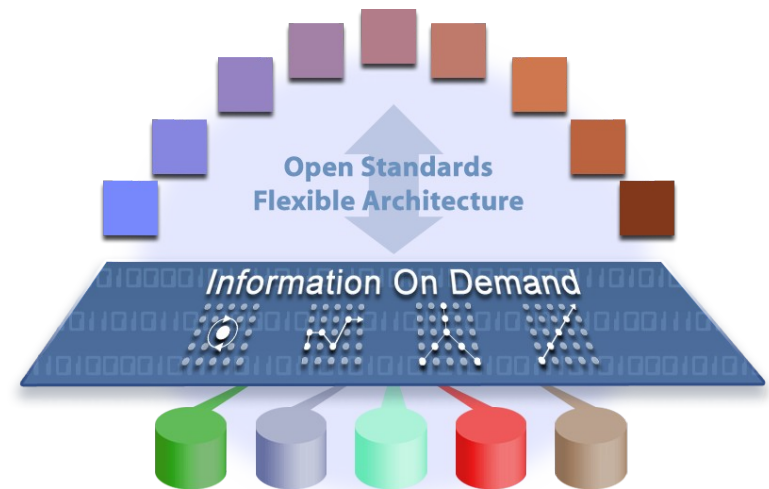


Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

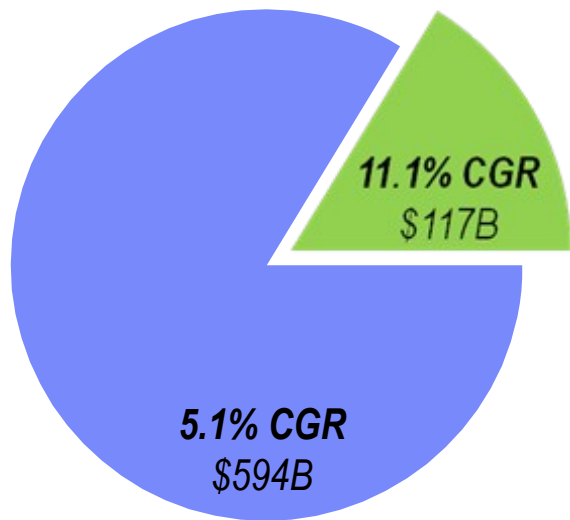


New Initiatives Increasingly Focus on Optimization

Organizations Striving for Competitive Advantage



Business Optimization Growth is 2 Times Faster than Business Automation



IT Spending Estimate*
2008

Business Optimization
Information Agenda

Business Automation
Application Agenda

Competitive Advantage



Faster Processing, Reduced Costs

Focusing on Optimization at BCBS TN



**BlueCross BlueShield
of Tennessee**

**Nearly 3 Million
Members**

*...insufficient understanding
of customer issues*

**630,000 Healthcare
Providers**

*...multiple healthcare
programs
...no single view of all
provider claims and activity*

**Business
Optimization**

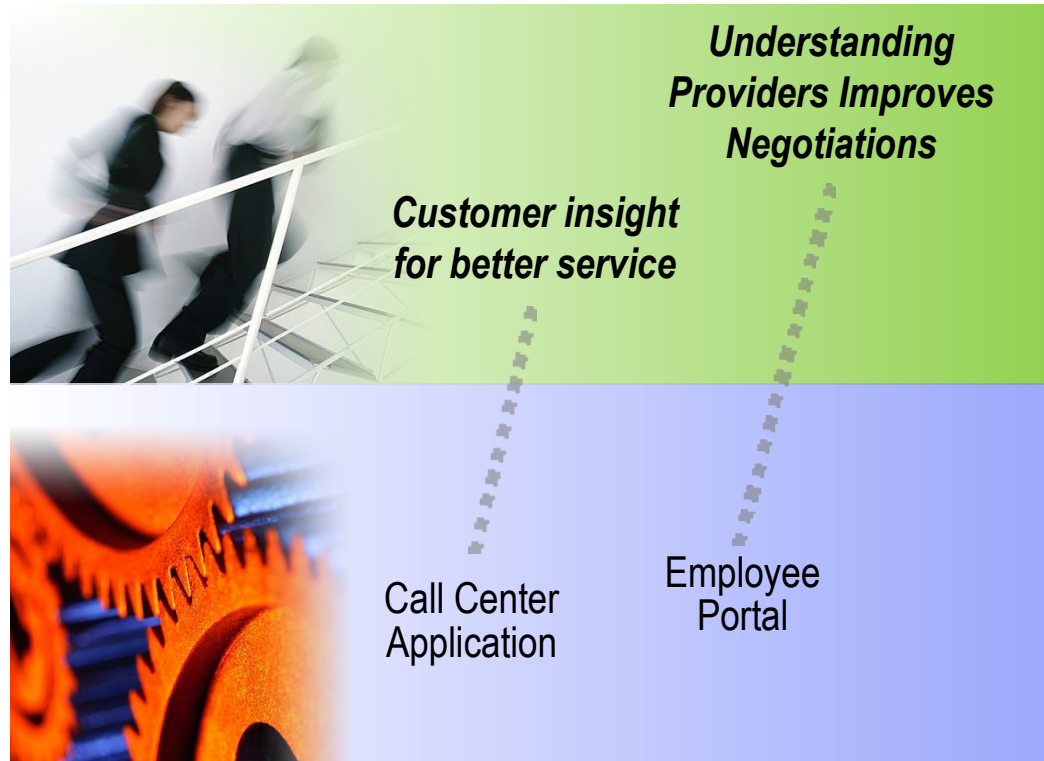
*Information
Agenda*

**Business
Automation**

*Application
Agenda*

*Provider Satisfaction
Improves to Over* **90%**

Competitive Advantage



Faster Processing, Reduced Costs



Key Challenge is Unlocking the Value of Information



**Information
Silos**

**Volume
& Variety**

**Business
Velocity**

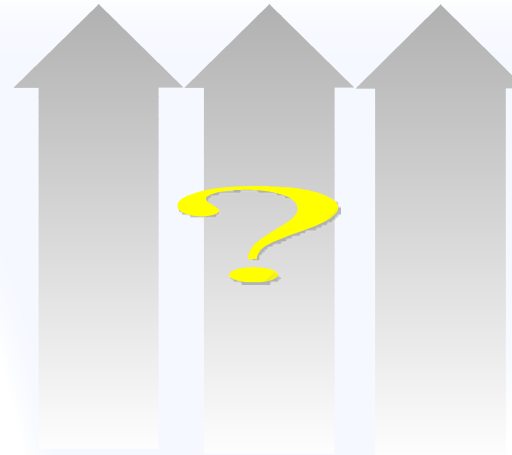
47% of users
**don't have
confidence**
in their information

59% of managers
**miss
information**
they should have used

42% of managers
**use wrong
information**
at least once a week

How Do You Unlock the Business Value of Information for Competitive Advantage?

Business Optimization



Automation



Information On Demand

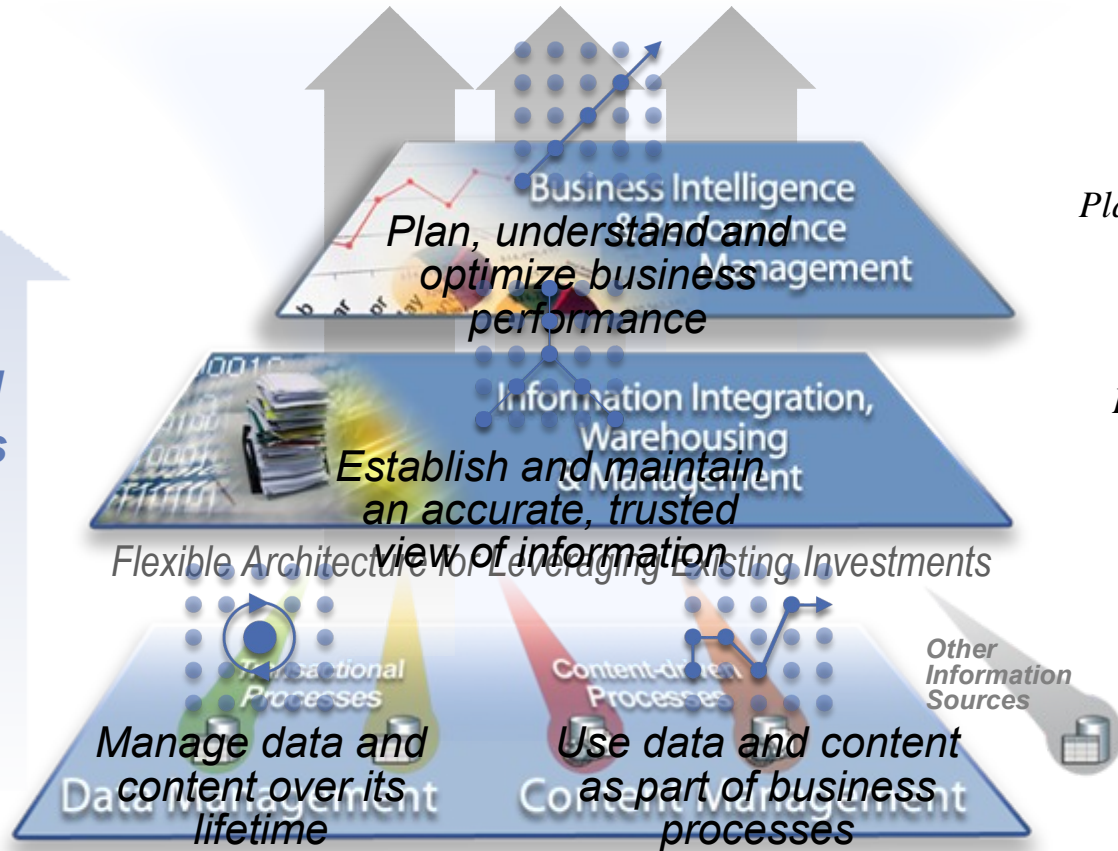
Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability *Financial Risk Insight* *Workforce Optimization* *Dynamic Supply Chain* *Multi-Channel Marketing*

Business Optimization

Better Business Outcomes

End-to-End Capabilities



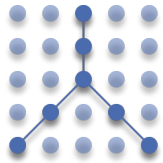
Plan, understand and optimize business performance

Establish and maintain an accurate, trusted view of information

Manage data and content over its lifetime and as part of processes

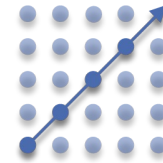
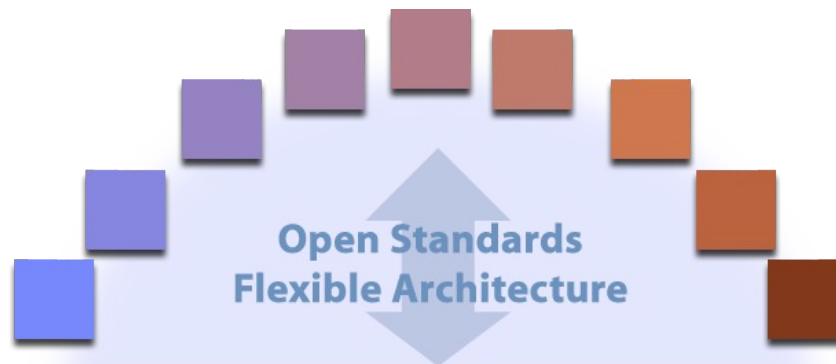
Information On Demand

Unlocking the Business Value of Information for Competitive Advantage



Establish and maintain an accurate, trusted view of information

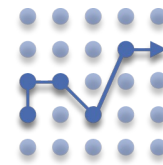
People, Processes & Applications



Plan, understand and optimize business performance



Manage data and content over its lifetime



Use data and content as part of business processes



Information On Demand

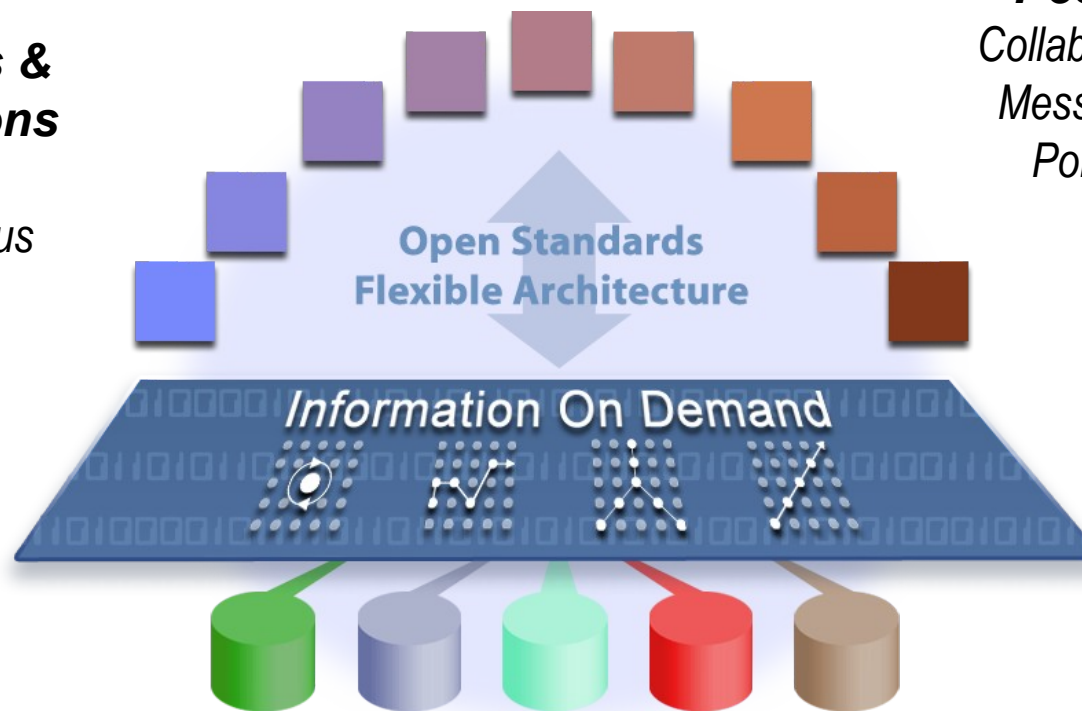
Part of a Broader Technology Ecosystem

Processes & Applications

SOA
Message Bus
BPM

People

Collaboration
Messaging
Portals



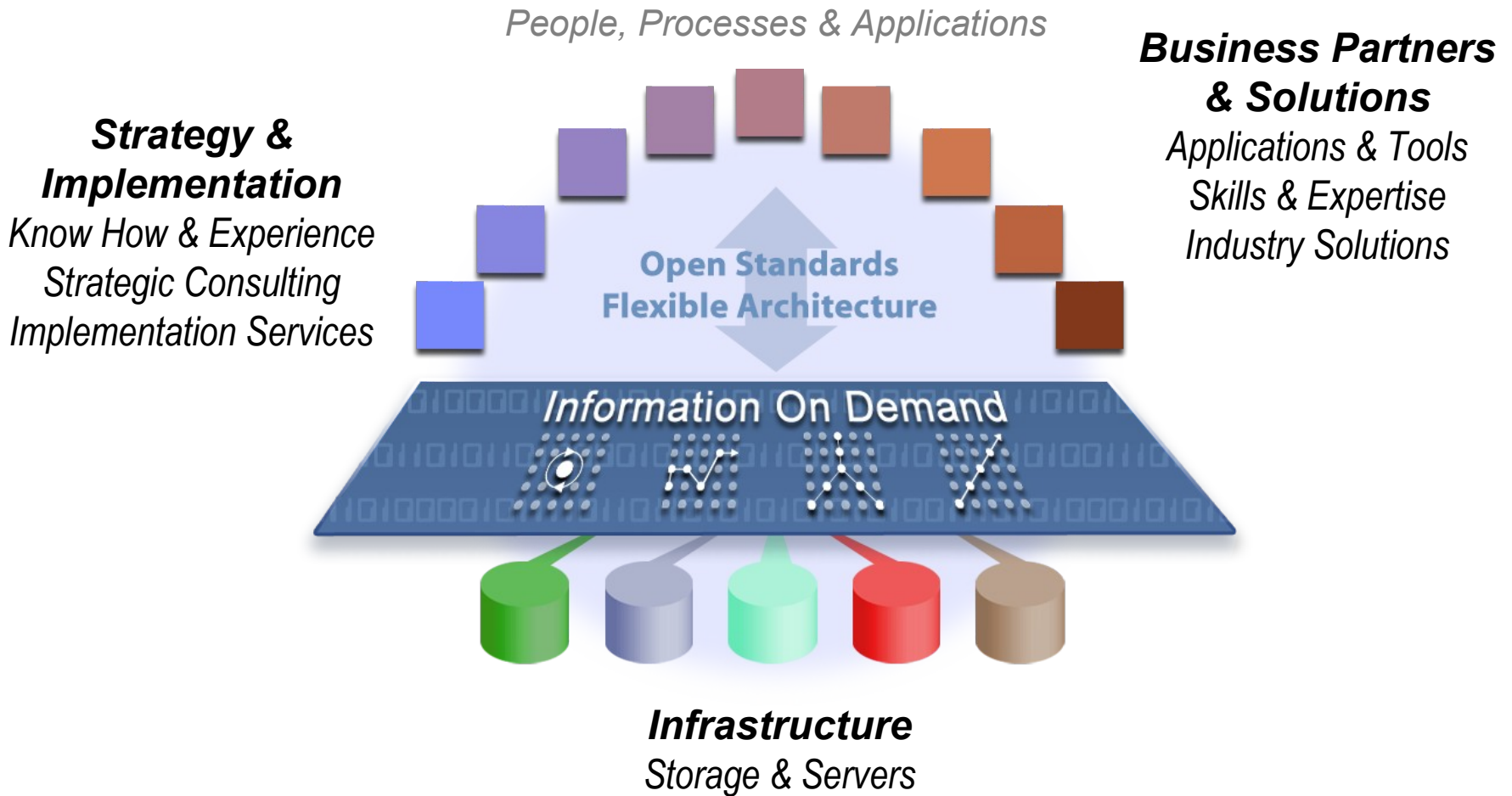
Systems & Development

Systems Management & Development Tools



Information On Demand

A Comprehensive Approach



Organizations Need an Information Agenda

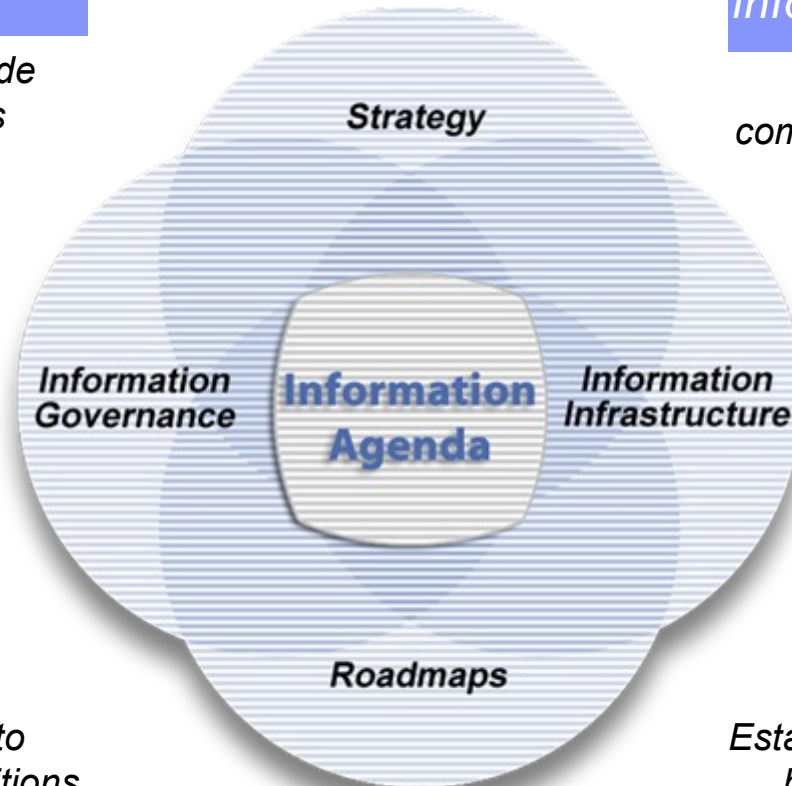
An approach for unlocking the business value of information

Strategy

Creating a vision to guide decisions and address business objectives

Information Infrastructure

Identifying technology components and capabilities to support enterprise requirements



Implementing policies to manage and control definitions and use of information

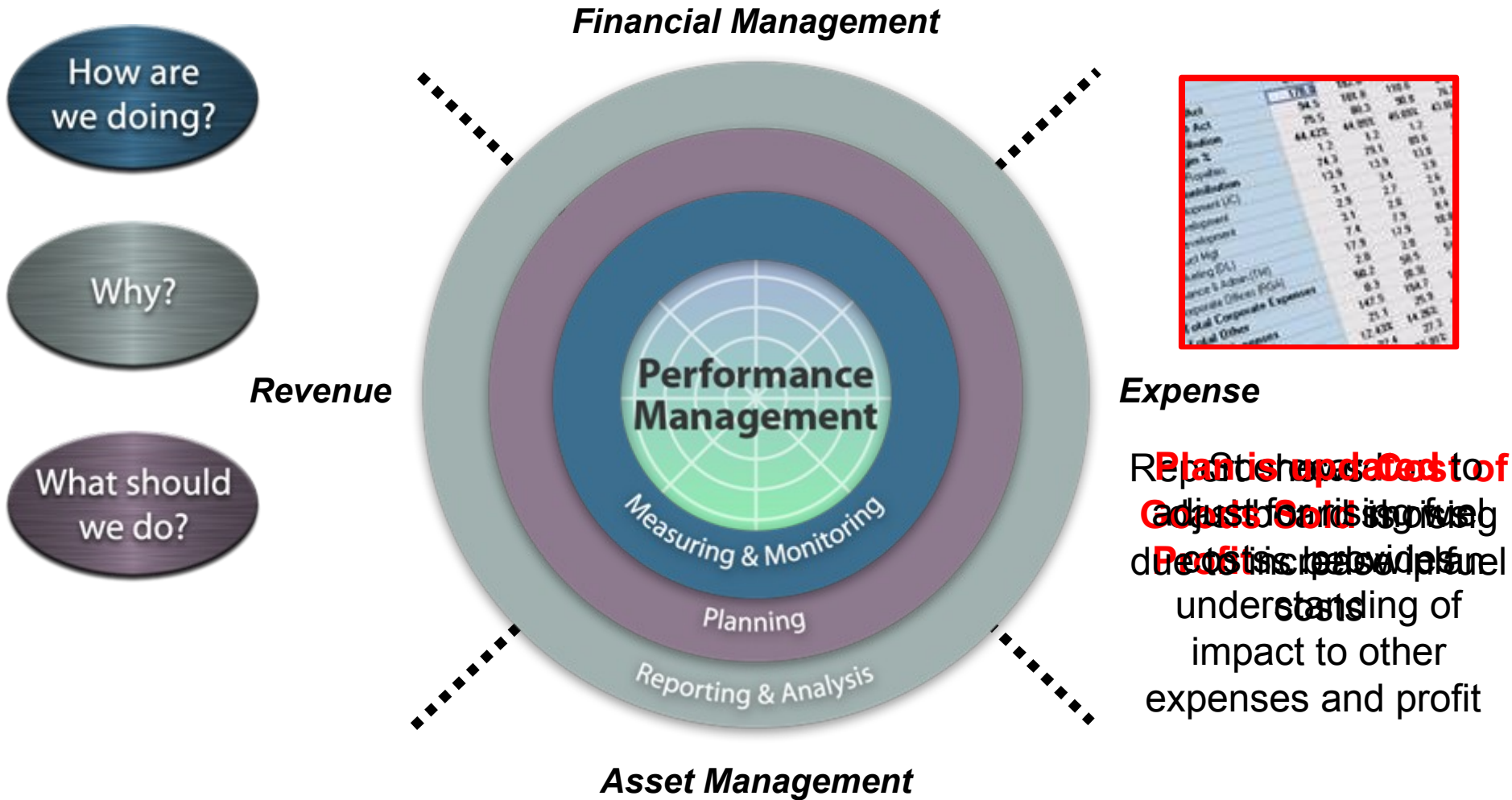
Establishing a plan that delivers both short and long-term returns on investment

Information Governance

Roadmap

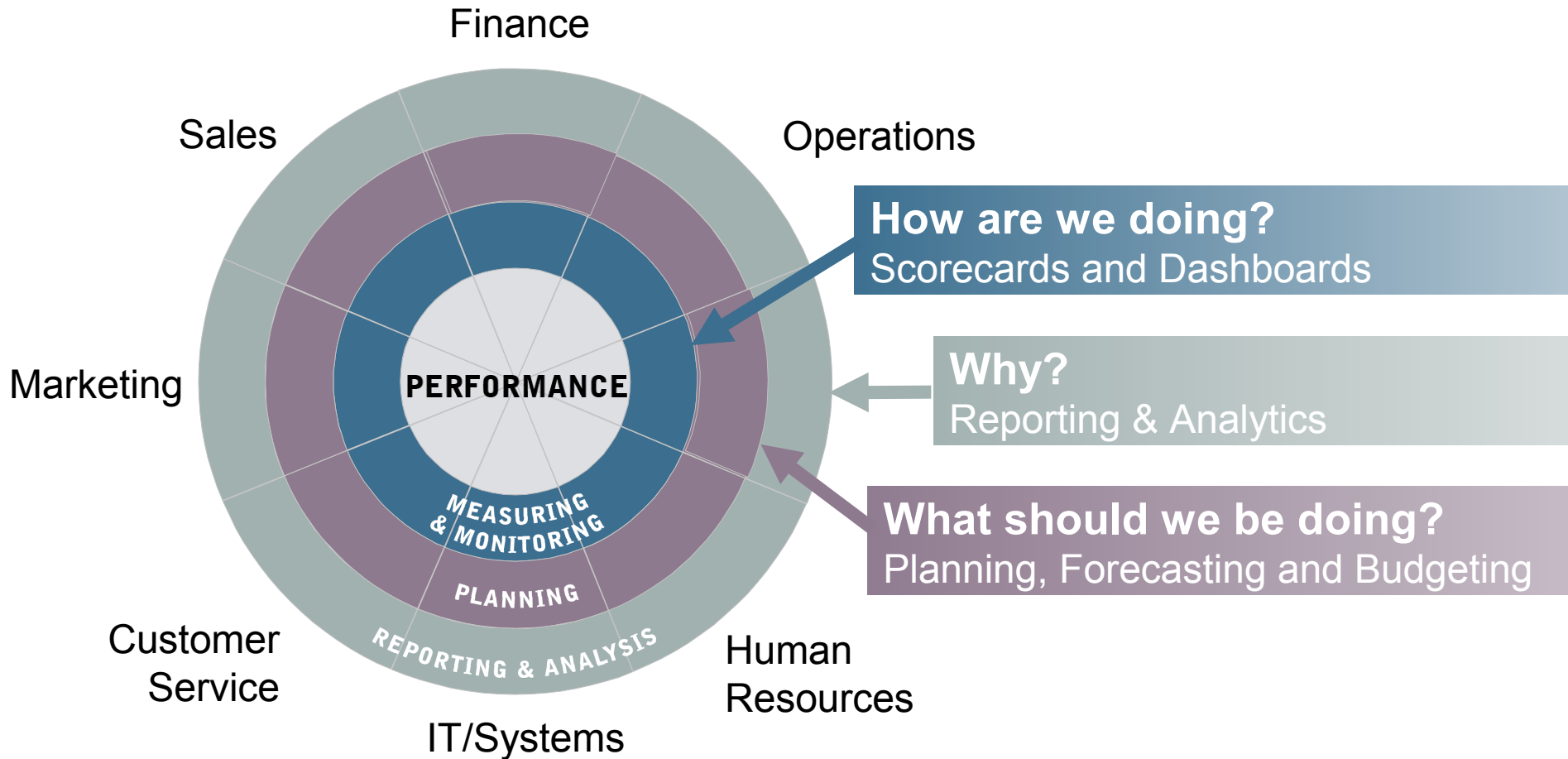
Business Intelligence & Performance Management

Resolve Issues and Plan for the Future



Plan is updated to
 Adjust for its impact
 Profit is provided
 understanding of
 impact to other
 expenses and profit

Performance Management is Relevant Across the Enterprise



The Performance Management Journey

Customer Phases

Departmental BI Applications

Enterprise BI Capabilities Independent Planning

Coordinated Decision Making



What Do Companies Need To Support their Performance Management Journey?



Customers need accurate, trusted information For better decisions, faster



New Offerings and Solutions Announced



4 New Pre-Integrated Software Offerings

Data Warehousing
Data Integration & Quality
Actionable Dashboards
Process Management



2 New Pre-Integrated Systems Offerings



3 New Implementation Services Offerings



10 New & Enhanced Industry Solutions



New Pre-Integrated Software Offerings



■ Data Warehousing

- ▶ BI pre-integrated with the data warehouse for easier deployment, reduced TCO and faster query times
- ▶ Cognos 8 BI Starter Kit included with Warehouse
 - 5 user licenses for reporting & dashboarding
- ▶ InfoSphere Warehouse included with Cognos 8 BI
 - Non-production license

■ Data Integration & Quality

- ▶ Improved BI through more accurate, integrated information and data lineage to track basis for business decisions
- ▶ Information Server pre-integrated with Cognos 8 BI
 - Data quality, ETL & Metadata Management



*End-to-end Capabilities
Easier Deployment
Lower TCO*



New Pre-Integrated Software Offerings



- Actionable Dashboards
 - ▶ Enable users to seamlessly take action while reviewing key business metrics
 - ▶ Cognos 8 BI Starter Kit & Cognos “Builder” included with IBM Dashboard Accelerator
 - 5 user licenses for reporting & dashboarding
 - ▶ Dashboard Accelerator Starter Kit included with Cognos 8 BI
 - 20 user licenses

- Process Management
 - ▶ Leverage BI for better decision making and optimized processes
 - ▶ Pre-built integration templates for IBM FileNet BPM
 - Include BI content as part of a process
 - ▶ Events engine to initiate processes in IBM FileNet P8 BPM or WPS based on IBM Cognos 8 scorecard thresholds, including predicted violations



*End-to-end Capabilities
Easier Deployment
Lower TCO*



New Pre-Integrated Systems Offerings



- **Balanced Warehouse**

- ▶ New C4000 Balanced Warehouse provides “appliance like” offering for the mid-market
 - Includes Cognos 8 BI

- **IBM Compliance Warehouse**

- ▶ Automatically identify, classify and aggregate content and process information that must be retained for compliance
- ▶ Leverages IBM Cognos for reporting, analytics and monitoring compliance related content and processes



*End-to-end Capabilities
Easier Deployment
Lower TCO*



New Implementation Services Offerings



- **IOD Infrastructure Acceleration**
 - ▶ Quicker, more effective deployment of warehousing environments for faster return on BI investments
- **Storage Optimization**
 - ▶ Design, deployment and operation of more efficient storage infrastructure to improve utilization and reduce overall costs
- **Data Mobility**
 - ▶ Establish a simple and unified approach to managing and moving data on-line without impacting performance



3 New Implementation Services Offerings

IOD Infrastructure Acceleration

Storage Optimization

Data Mobility

*End-to-end Capabilities
Easier Deployment
Lower TCO*



New & Enhanced Industry Solutions

- Financial Services
 - ▶ Financial Risk Insight for Banking
 - ▶ Risk Adjusted Profitability for Banking
- Retail
 - ▶ Store Operations & Planning for Retail Integration Framework
- Public/Government
 - ▶ Municipal Scorecard
 - ▶ Crime Management and Insight
- Healthcare & Life Sciences
 - ▶ Health Analytics
 - ▶ Life Sciences Promotional Spending and Compliance
- Industrial
 - ▶ Manufacturing Sales and Operations Planning
- Horizontal
 - ▶ Financial Planning
 - ▶ Workforce Analytics



10 New & Enhanced Industry Solutions

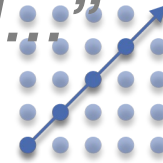
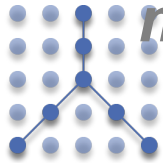


*End-to-end Capabilities
Easier Deployment
Lower TCO*

Information On Demand from IBM

Unlocking the Business Value of Information for Competitive Advantage

“...there's no more extensive information management portfolio available, period...”



intelligent
enterprise

2008 Editor's Choice Awards
Intelligent Enterprise Magazine

Establish and maintain an accurate, trusted view of information

Plan, understand and optimize business performance

- End-to-end capabilities

- Deep industry expertise

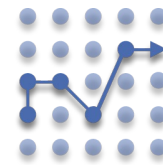
- Open standards, SOA

Open Standards
Flexible Architecture

- Industry solutions

- Flexible architecture for heterogeneous environments

- Extensive partner network



Manage data and content over its lifetime

Use data and content as part of business processes

