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La Información como Servicio

Samuel Benarroch

Director

IBM Information Management Software

SPGIT

Clients Face Increasing Information Management Challenges

60%+ of CEOs: Need to do a better job capturing and understanding information rapidly in order to make swift business decisions

Only **1/3** of CFOs believe that the information is easy to use, tailored, cost effective or integrated

79% of companies: have 2 + repositories...
25%: have 15 +

48 disparate financial sys. and 2.7 ERP sys. in the average \$1B company

85% of information is unstructured



30-50% of design time is copy management

17% of IT Budgets Spent on Storage HW, SW, People

30% of people's time is spent searching for relevant information

37% CGR Disk Storage Growth '96-'07

40% of IT budgets may be spent on integration

122 Terabytes Disk Storage in 2005

Information Services & Accelerators

...The Heart of Information On Demand



Data Management Services

*Secure access and efficient management of a wide range of information
- supporting transactional, analytical and content-rich applications.*

Data Management Services

Storage

Archive

Query

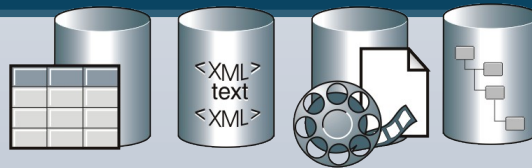
Library

Security

Availability

Scalability

Performance



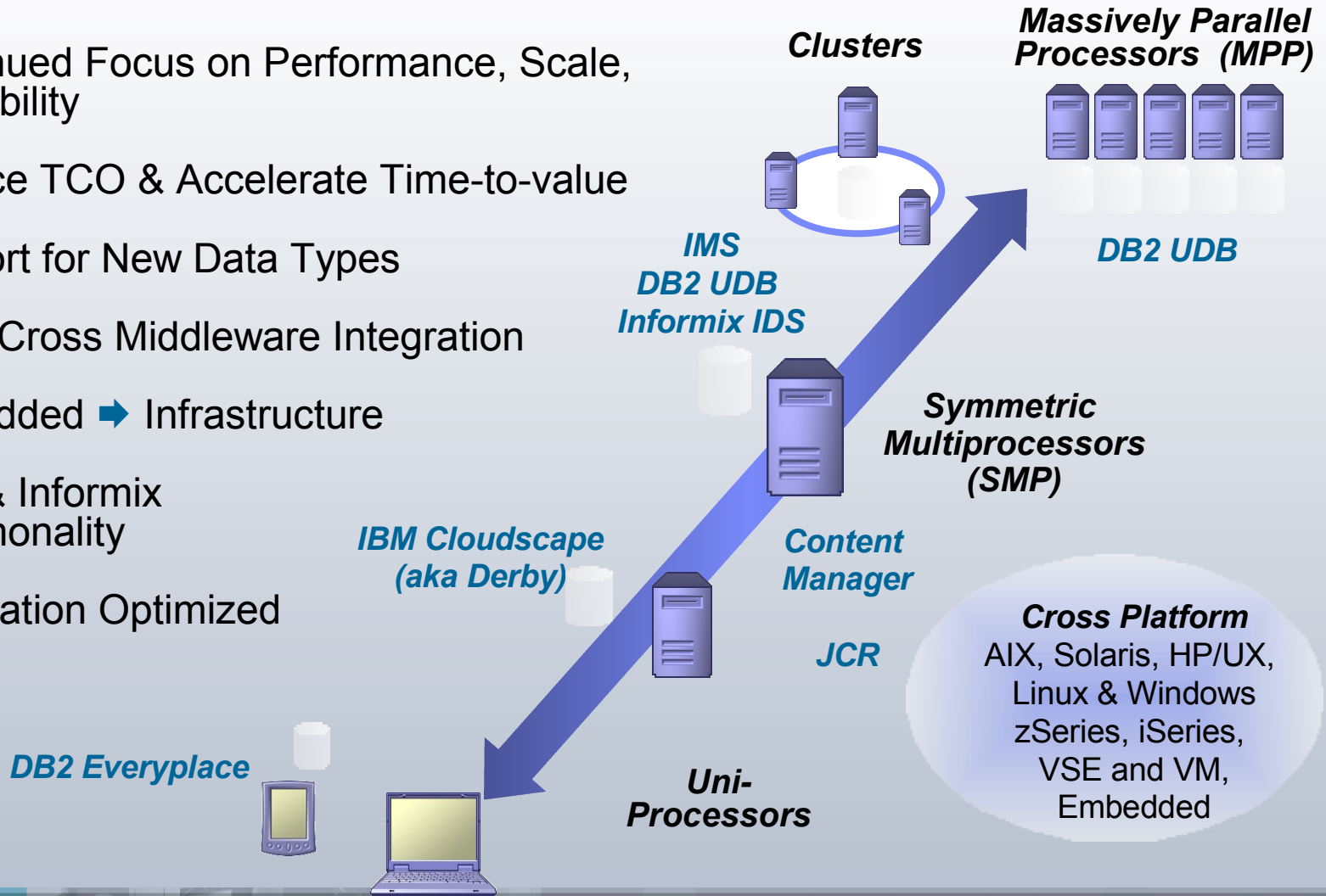
Databases, Data Warehouses & Content Repositories

- **DB2 Family**
- **Informix (IDS)**
- **IMS**
- **UniVerse / UniData**
- **Content Manager**
- **Tivoli Storage Manager**
- **IMS & DB2 Tools**

Data Management

The Foundation

- Continued Focus on Performance, Scale, Availability
- Reduce TCO & Accelerate Time-to-value
- Support for New Data Types
- Deep Cross Middleware Integration
- Embedded ➔ Infrastructure
- DB2 & Informix Commonality
- Application Optimized



Evolving from Databases to Information Servers

XML is Changing the Game

▪ XML is of Pervasive Importance

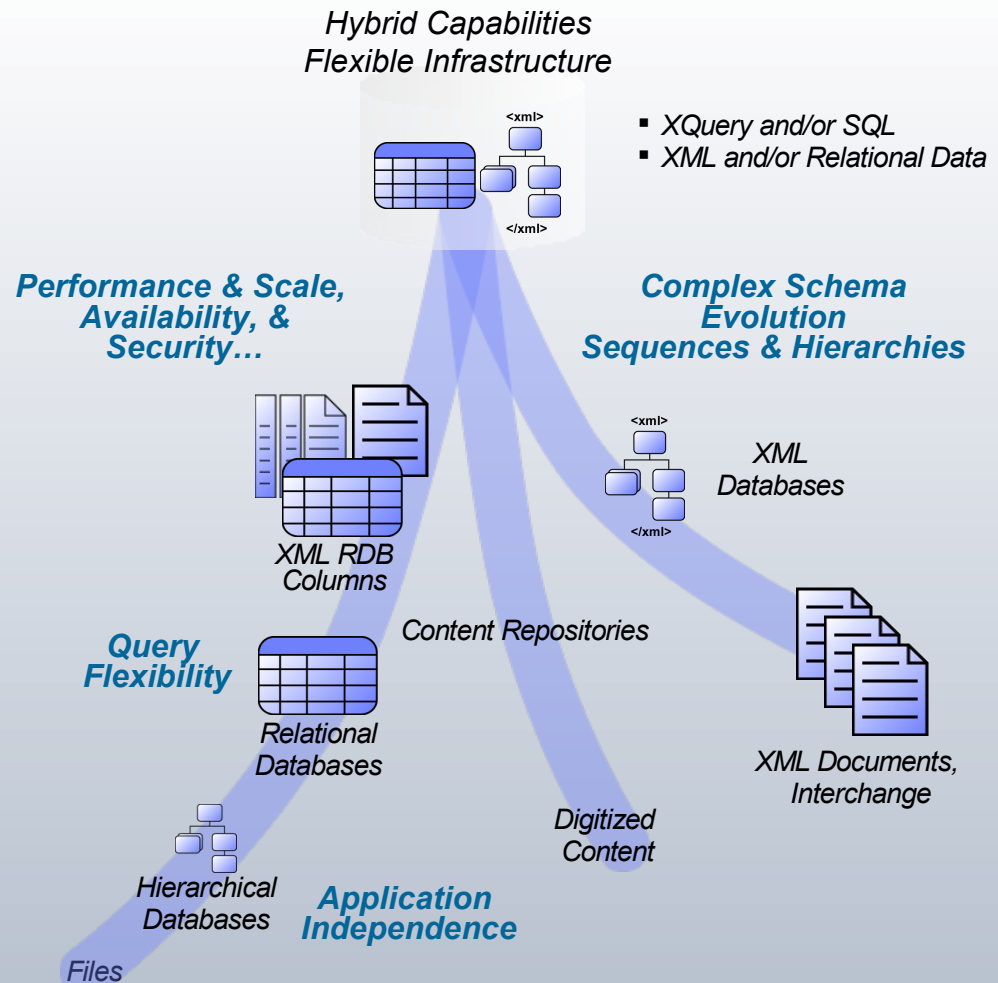
- ▶ Document Interchange Format
- ▶ Web Services
- ▶ Metadata Interchange
- ▶ Programming Model...

▪ Deep XML Integration Simplifies & Unifies the Infrastructure

- ▶ Unifies Data and Content
- ▶ Extends Asset Utilization
- ▶ Leverages Existing Skills

▪ Native XML Document Storage

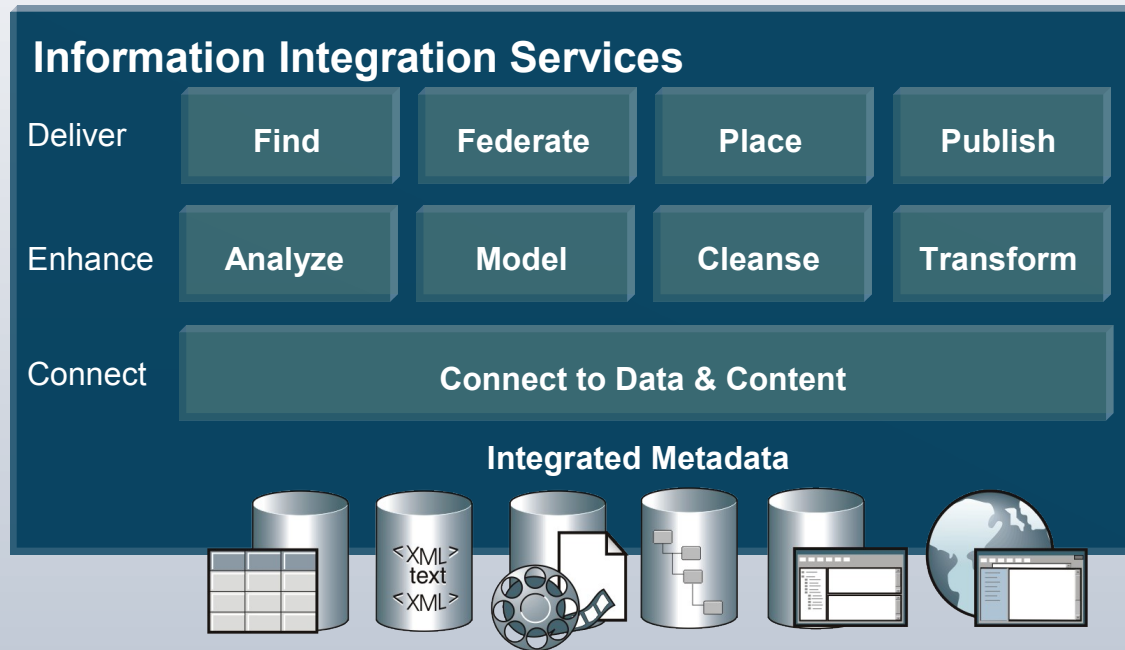
- ▶ Ensures XML Document Fidelity
- ▶ Optimizes Performance
- ▶ Provides Flexibility
- ▶ Leverages Mature Database Services



Viper will drive a new class of applications and associated business value that were not before possible.

Information Integration Services

Delivering accurate, consistent, timely, and complete business information to people and processes



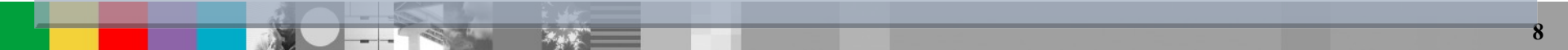
- **Business Integration**
- **OmniFind**
- **Federation**
- **Content Integration**
- **Replication**
- **Event Publisher**
- **Information Analyzer**
- **Data Architect**
- **Business Glossary**
- **QualityStage**
- **DataStage**
- **DataStage TX**

Business Intelligence Services

Store, access and analyze information, in real time, to achieve greater business insight from your enterprise information

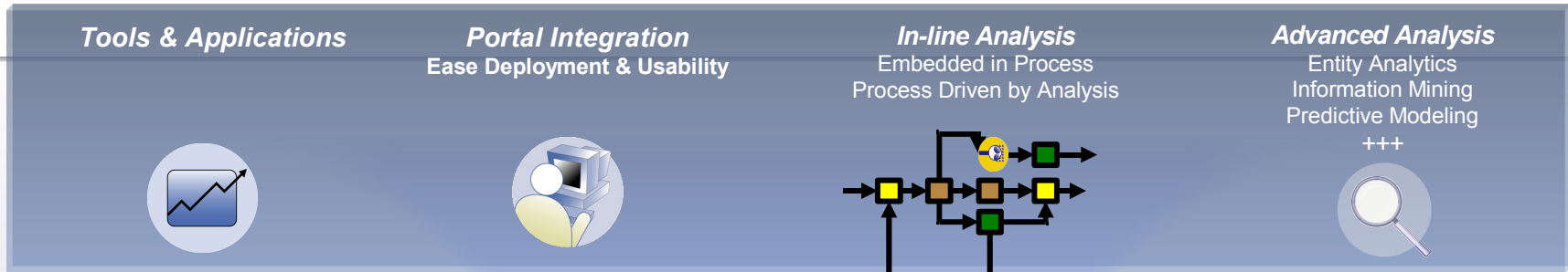


- **Alphablox**
- **Office Connect**
- **Intelligent Miner**
- **Cube Views**
- **Data Warehouse Edition**
- **Query Patroller**



Business Intelligence Services

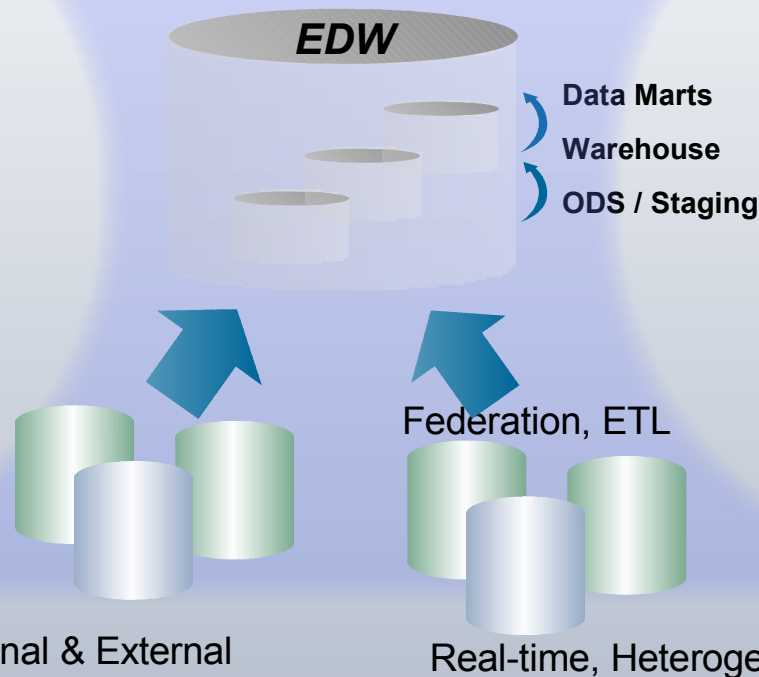
Turning Information into Insight



▪ **Warehouse Database**
More Critical Than

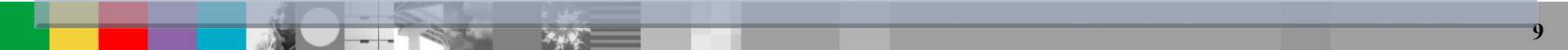
Ever

- ▶ Enterprise Warehouses Emerge
 - Models become Critical
- ▶ Scalability Reduces Complexity
- ▶ Mixed Workload Support



▪ **Real-time Insight is Key**

- ▶ Federation Reaches Real-time & Heterogeneous Sources
- ▶ Message Queues Stream Data
- ▶ ETL for Batch & Real-time Workloads

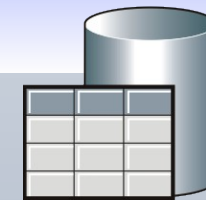
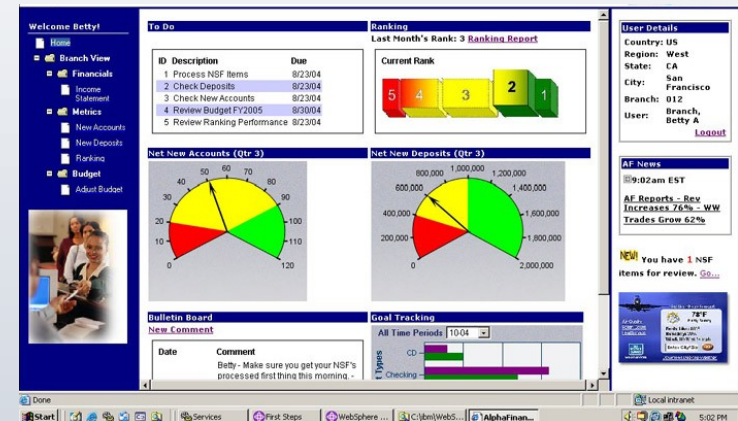


Extending Warehouse Value

Alphablox: In-line Analysis

A BI Development Toolkit for Embedding Analysis Capabilities Into Business Processes...

- **Java-based Business Intelligence Components**
 - Web page and Portal integration providing analytics for applications and business processes
 - Focused on in-line, Java-based analytics
- **Rich Analytic Capabilities**
 - **Client Components**
 - Grid, Chart, Report. Spreadsheet, Toolbar, Present, Forms
 - **Server Side Infrastructure**
 - OLAP Data Access, Relational Data Access, Metadata, data manipulation and presentation
 - Repository, Administration, Security



DB2, IDS... and more

Content Management Services

Provide a comprehensive infrastructure to support the broader range of business processes that use unstructured data

Content Management Services

Document Management

Report Management

Records Management

Capture

Web Content

Image Management

Digital Asset Management

e-Mail & Message Archiving

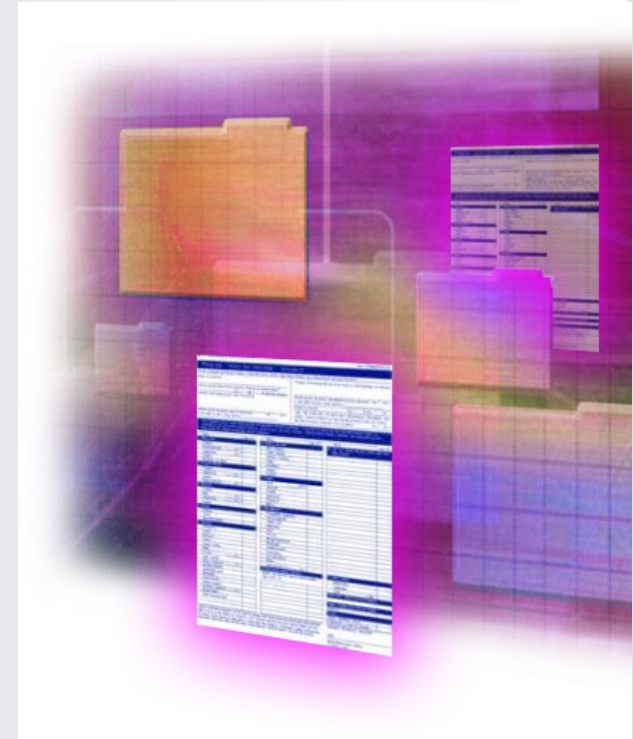
Rights Mgmt.

- *Content Manager On Demand*
- *Content Manager*
- *Document Manager*
- *Records Manager*
- *Workplace Web Content Manager*
- *CommonStore*

Content Management Update

Improve Productivity, Streamline Compliance, Extend Information Assets

- **Content Manager 8.3 Generally Available**
 - ▶ Workflow Enhancements; Web Services Support
 - ▶ IBM Workplace Web Content Mgmt. Integration
 - ▶ IFederated Records Management Fully Integrated
 - ▶ Additional Open Standards Support (JCR v1.0, XML)
- **PureEdge Acquisition**
 - ▶ Extensive Support for eForms
- **New Industry Solutions**
 - ▶ Integrated Case Management for Social Services
 - ▶ Insure.Sphere: Insurance Processing Automation
 - Automated Workflow
 - Silicon Plains Technology Partnership



Master Data Management Services

*Gain Control over Comprehensive Master Data
and Business Processes*

Master Data Management

Master Data Solutions and Accelerators

Retail /
CPG

Banking,
Insurance

Automotive,
Electronics,
Aerospace

Healthcare,
Life Sciences

Master Data Services & Systems

Product

Customer

Supplier

Location +++

Scalable
Repository

Business
Services

Workflow &
Business
Process

Modeling and
User Tools

Master Data Integration

ETL

EII

EAI

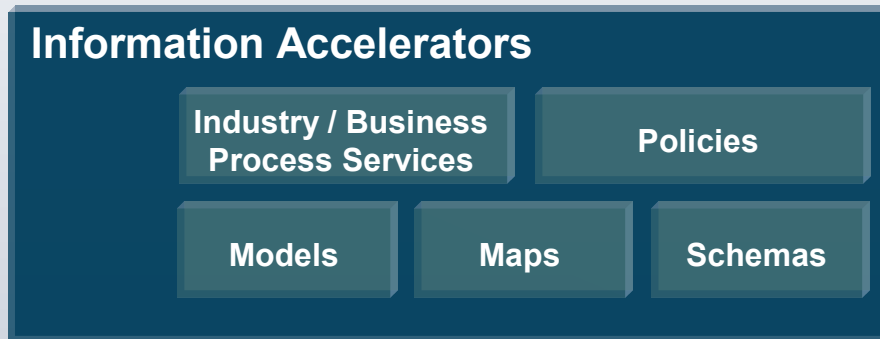
- **Master Data Solutions and Accelerators**
 - ▶ New Product Introduction
 - ▶ New Customer Introduction
 - ▶ Global Data Synchronization
 - ▶ Industry Data Warehouses
 - ▶ RFID / EPC Information Services
 - ▶ More than 50 more...

- **Master Data Management Systems**
 - ▶ Product Center
 - ▶ Customer Center
 - ▶ Entity Analytics

- **Master Data Integration**

Information Accelerators

Industry and process specific best practice leverage Information Services to support innovative applications and processes developed by IBM or our partner network to decrease customer time to value and risk



- *Industry Data & Process Models*
 - *Banking*
 - *Insurance*
 - *Retail*
 - *Telecommunications*
 - *+++*
- *Master Data Accelerators*
- *+++*



and more...

Delivering Value... Industry by Industry

Leveraging the Strength of IBM & IBM Business Partners for Products and Expertise

- **Finance / Banking / Insurance**
 - *Banking & Insurance Data Warehouses*
 - *Basel II Risk & Compliance*
 - *New Business Processing*
 - *Customer Privacy Mgmt.*
 - *Marketing Insights*
 - *Consolidated Risk Mgmt.*
- **Insurance**
 - *Insurance Information Warehouse*
 - *New Business Processing*
 - *Customer Privacy Mgmt.*
 - *Marketing Insight*
 - *Consolidated Risk Mgmt.*
- **Healthcare**
 - *New Business Processing*
 - *Customer Privacy Mgmt.*
 - *Marketing Insight*
 - *Information Based Medicine*
- **Government / Public Sector**
 - *Compliance for Government*
 - *Social Services/Case Mgmt.*
 - *Crime Information Warehouse*
- **Automotive**
 - *Product Information Mgmt. (After Mkt.)*
 - *Automotive Dealer Collaboration*
 - *Advanced Early Warning*
- **Telecommunications**
 - *Telco Data Warehouse*
 - *New Business Processing*
 - *Customer Privacy Management*
 - *Marketing Insight*
- **Retail, CPG**
 - *New Product Introduction*
 - *New Customer Introduction*
 - *Global Data Synchronization*
 - *Retail Business Intelligence*
 - *New Business Processing*
 - *Customer Privacy Mgmt.*
 - *Marketing Insight*
 - *Consolidated Risk Mgmt.*
- **Cross Industry**
 - *RFID / EPC Information Services*
 - *Archiving & eDiscovery*
 - *eStatements & Report Management*
 - *eForms Automation*
 - *Federated Records Management*
 - *Regulated Document Management*

and many more...