

L'offre décisionnel IBM

Patrick COOLS

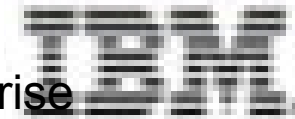
Spécialiste Business Intelligence

L'enjeux actuel des entreprises : devenir plus « agiles »

- ✓ Elargir les marchés tout en maintenant les avantages compétitifs
- ✓ Adaptation aux changements des comportements clients
- ✓ Offrir le bon produit/service au bon moment
- ✓ Politique de prix adaptée
- ✓ Fidélisation des clients et partenaires

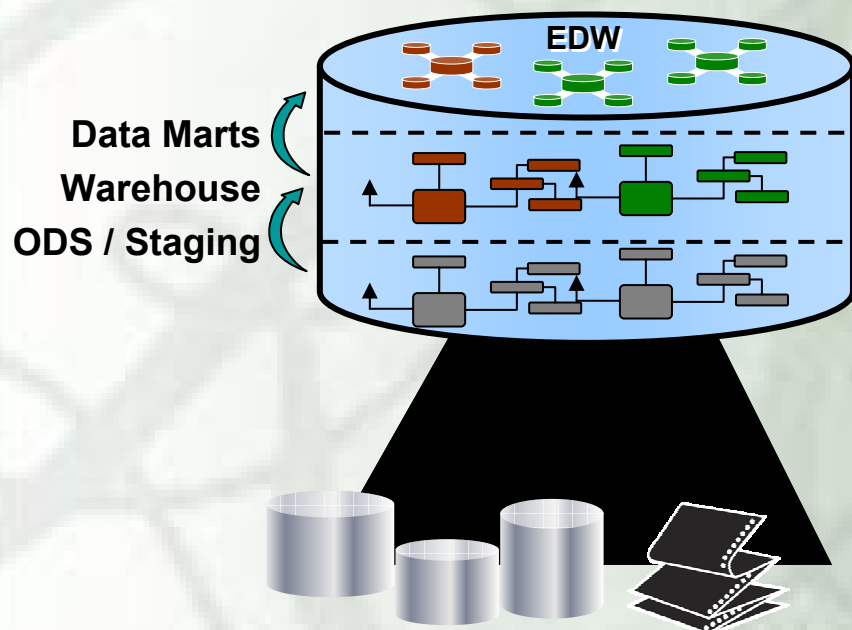
Accélération des rythmes de décision

Les enjeux actuels du BI



Information en temps réel et intégration dans les processus de l'entreprise

DB2 Alphablox



WebSphere Information Integrator

- **Déploiement accru du BI dans l'entreprise**

- Portals ease use & deployment
- In-line Analysis integrates analysis and business process management

- **Enjeux du DataWarehouse d'Entreprise, global et centralisé**

- Enterprise Warehouses Emerge
- Scalability Reduces Application Complexity
- Mixed Workload Support

DB2 Universal Database

- **Analyses "temps réel" permettant le business "On Demand"**

- Federation extends warehouses
- Message Queues stream data in
- ETL for Batch & real-time workloads

Architecture du système d'information décisionnel

Operational systems

Extract, transform, load

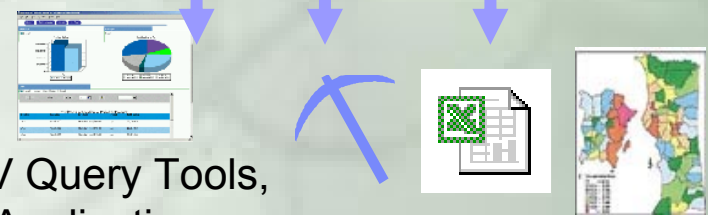
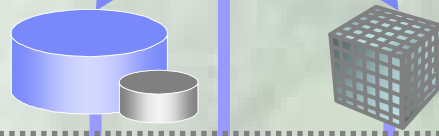
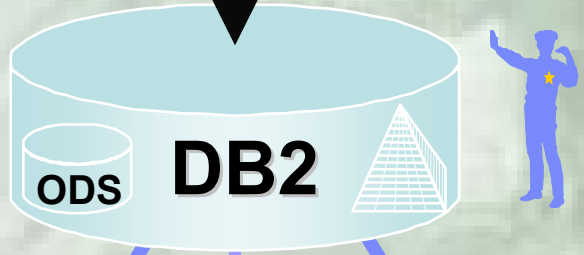
Enterprise Data Warehouse

Line of Business Data Marts

End User Analytic Tools



metadata



DB2 Warehouse Manager
Ascential DataStage

DB2 ESE / DPF
[DB2 Cube Views](#)
[Query Patroller](#)

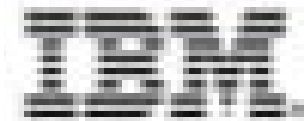
DB2 Work Group
[DB2 OLAP Server](#)

[Intelligent Miner](#)
Office Connect
[Spatial Extender](#)
[Alphablox](#)

ISV Query Tools, Applications

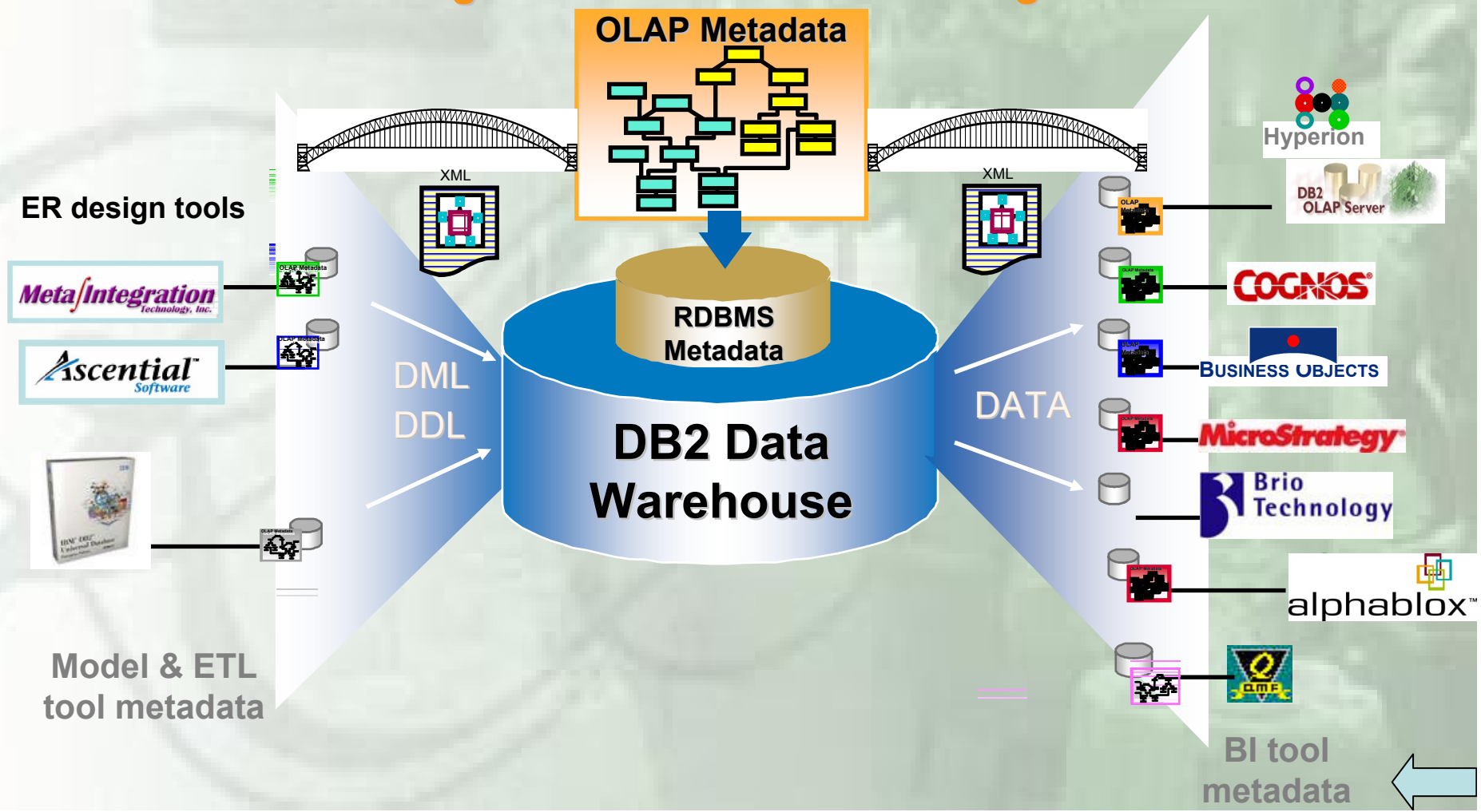
DB2 Cube Views

Métadonnées OLAP



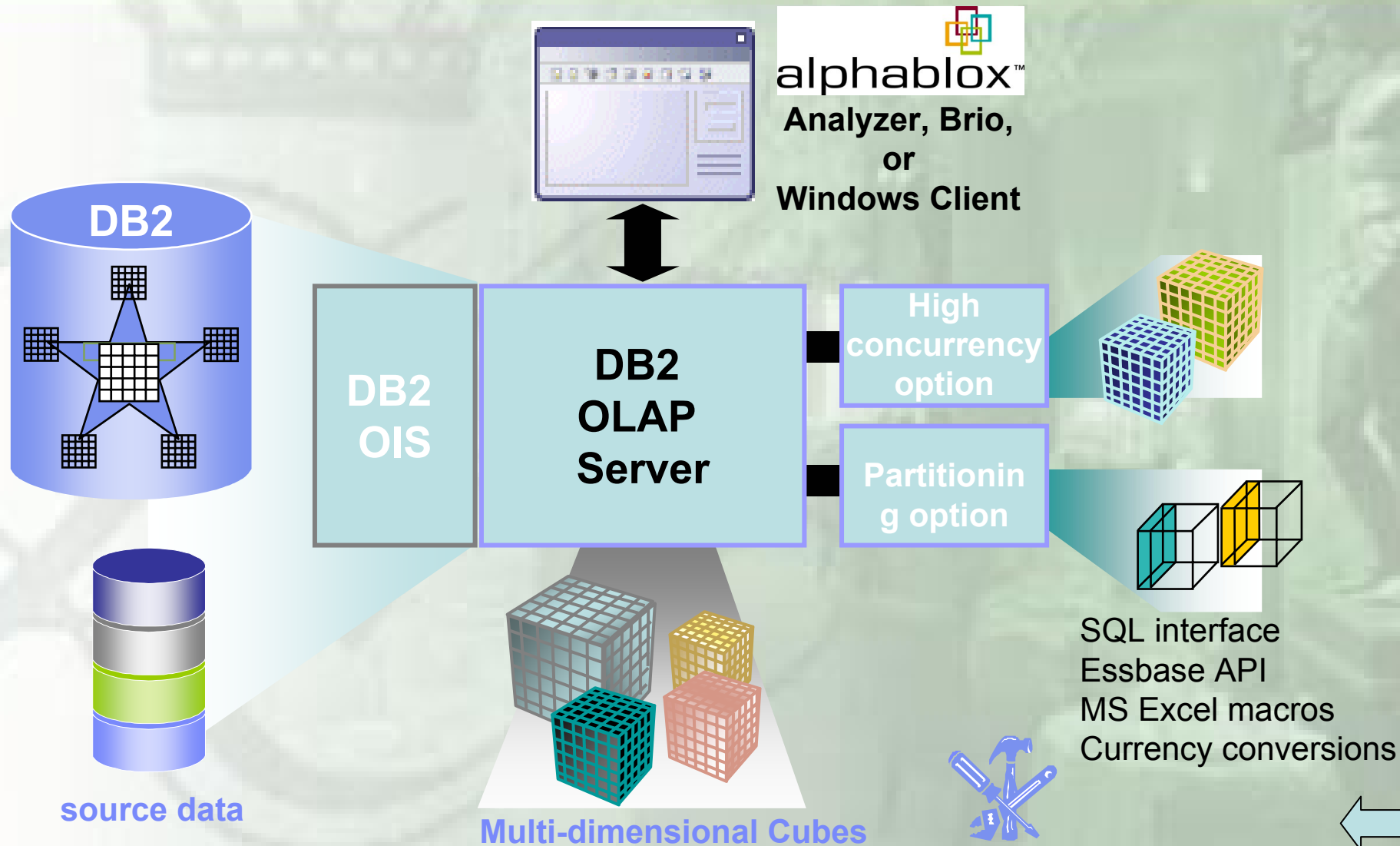
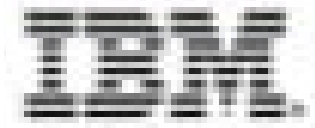
meta data bridge

meta data bridge



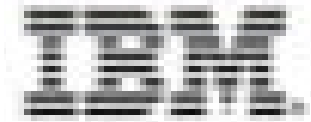
DB2 OLAP Server

Analyses multidimensionnelles

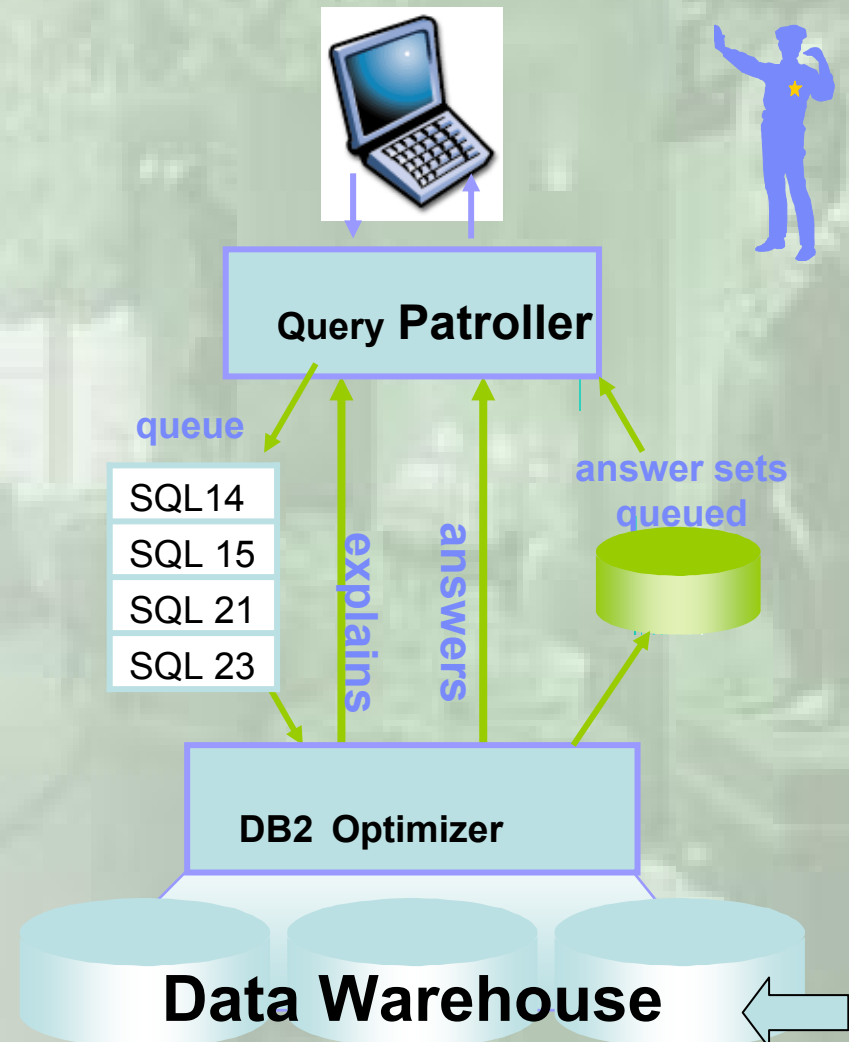


DB2 Query Patroller

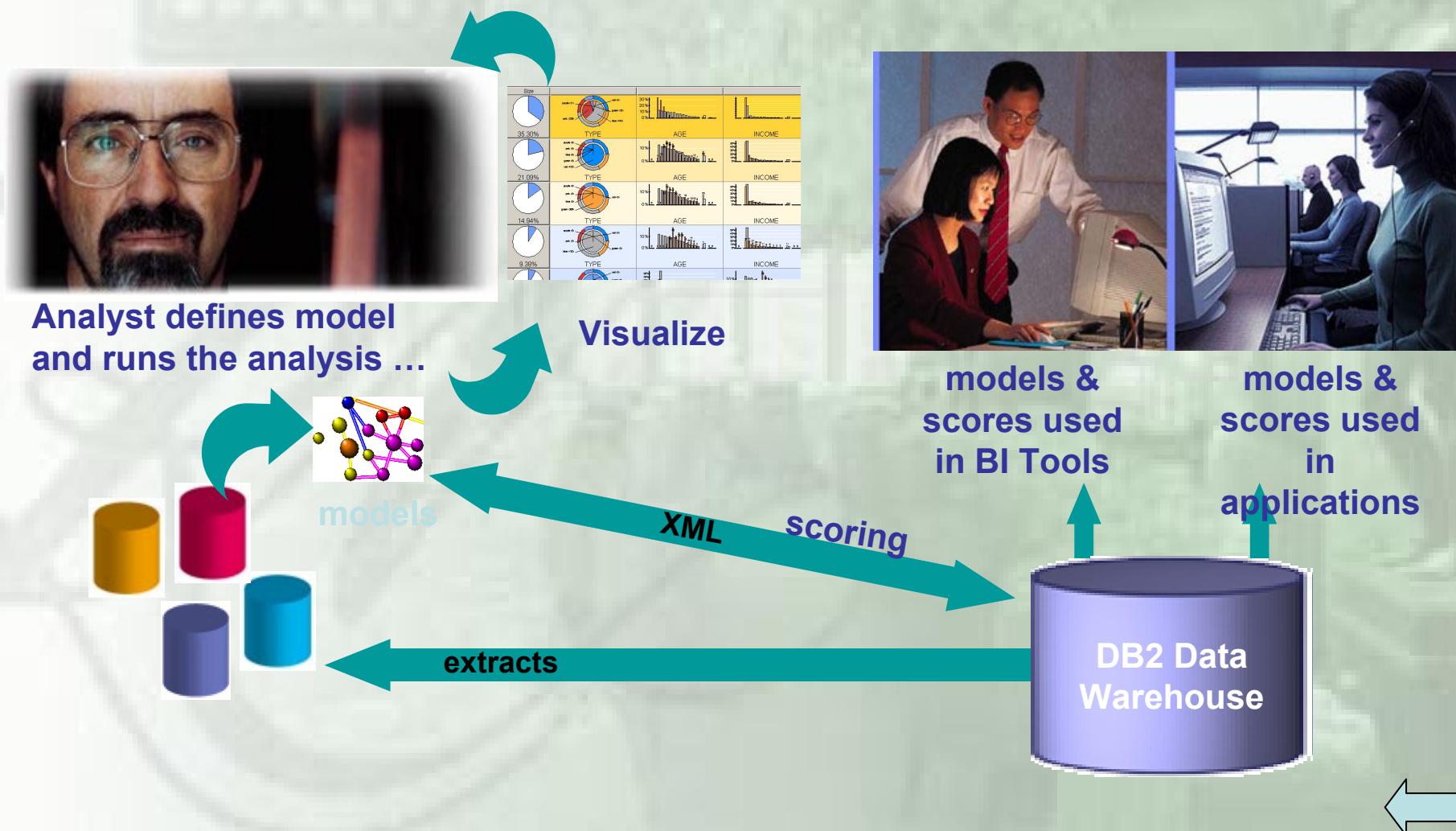
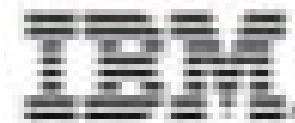
Gestion et surveillance des requêtes



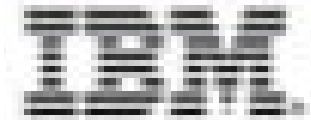
- **Intercept query from the client**
- **Queues for user requests**
 - Ensure short queries get through fast
 - Control high resource burning queries
- **Flexible result set options**
 - Queue handling of reports returned
- **Improved interoperability with end user tools**
- **Client benefits**
 - End user satisfaction with performance
 - Postpone hardware purchases



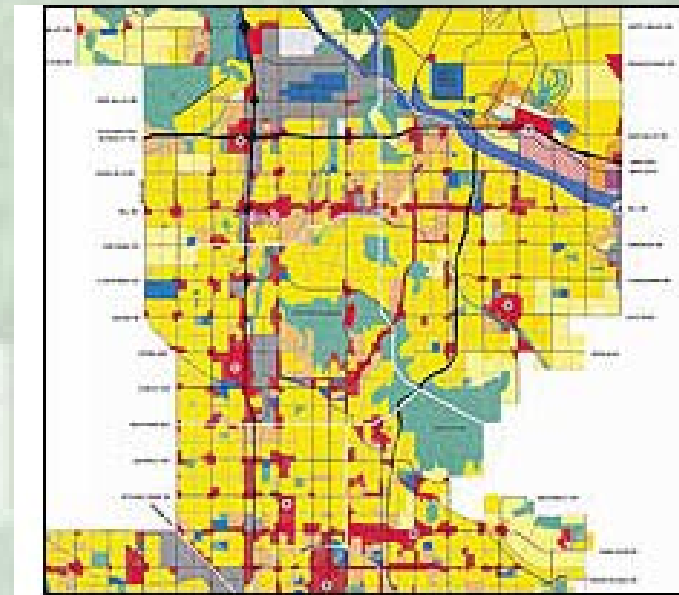
DB2 Intelligent Miner



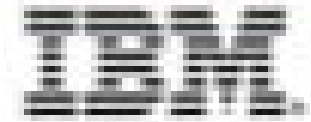
DB2 Spatial Extender



- Longitude & Latitude coordinates
 - Load Spatial "maps" into tables
 - Create Spatial indexes
 - Add spatial data to customer records
 - Just 1 more column of data
 - Run queries with spatial functions
 - Extender invoked by SQL
 - Touch, intersect, nearest, etc. functions
 - ESRI visualization tools
 - ArcPlan, ArcInfo, ArcWeb
- Uses
 - City planning, emergency routes, cell phone coverage, branch/store location selection, risk analysis, transportation logistics, marketing

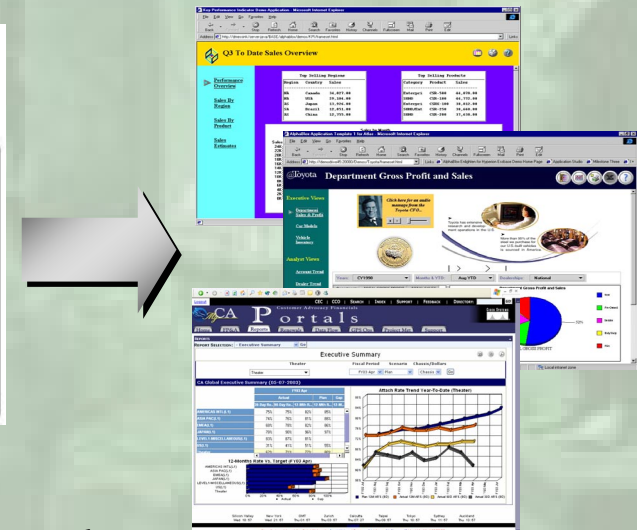
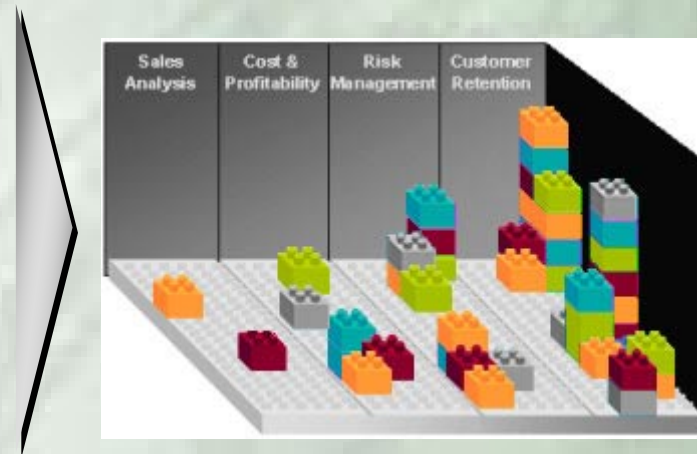
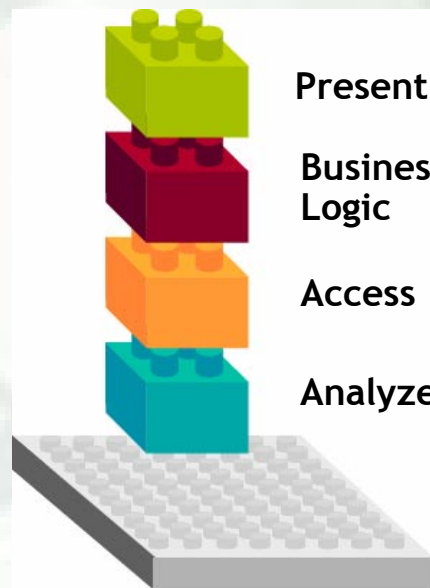


DB2 AlphaBlox



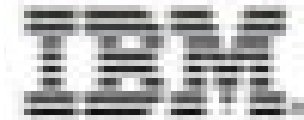
L'analyse intégrée dans les processus de l'entreprise

- Alphablox= pour le **développement d'applications analytiques**
- Basé sur des **composants ré-utilisables**
- Ces composants peuvent être **intégrés dans les applications web et les processus de l'entreprise**



→ J2EE Framework ...ties it all together

- Alphablox **complémentaire de** Business Objects, Hyperion, MicroStrategy, Cognos, etc.



AlphaFinancial - DEMO - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Address: http://localhost:9080/AlphaFinancial2/start.jsp?savedstate=autosave&render=dhtml

Links: DB2 Alphablox 5.6 WebSphere Admin Console

alphafinancial

Welcome Betty!

- Home
- Branch View
 - Financials
 - Income Statement
 - Metrics
 - New Accounts
 - New Deposits
 - Ranking
 - Budget
 - Adjust Budget




To Do

ID	Description	Due
1	Process NSF Items	8/23/04
2	Check Deposits	8/23/04
3	Check New Accounts	8/23/04
4	Review Budget FY2005	8/30/04
5	Review Ranking Performance	8/23/04

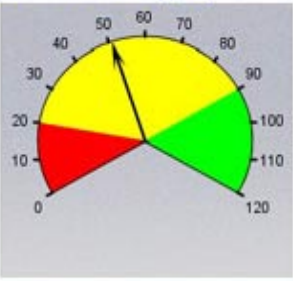
Ranking

Last Month's Rank: 3 [Ranking Report](#)

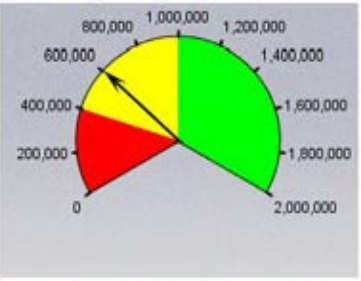
Current Rank



Net New Accounts (Qtr 3)



Net New Deposits (Qtr 3)



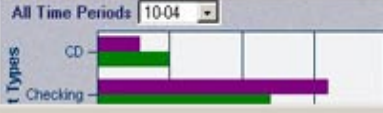
Bulletin Board

[New Comment](#)

Date	Comment
	Betty - Make sure you get your NSF's processed first thing this morning. -

Goal Tracking

All Time Periods: 10-04



User Details


Country: US
 Region: West
 State: CA
 City: San Francisco
 Branch: 012
 User: Branch, Betty A
[Logout](#)

AF News

9:02am EST

AF Reports - Rev Increases 76% - WW
Trades Grow 62%

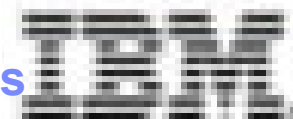
NEW! You have 1 NSF items for review. [Go...](#)



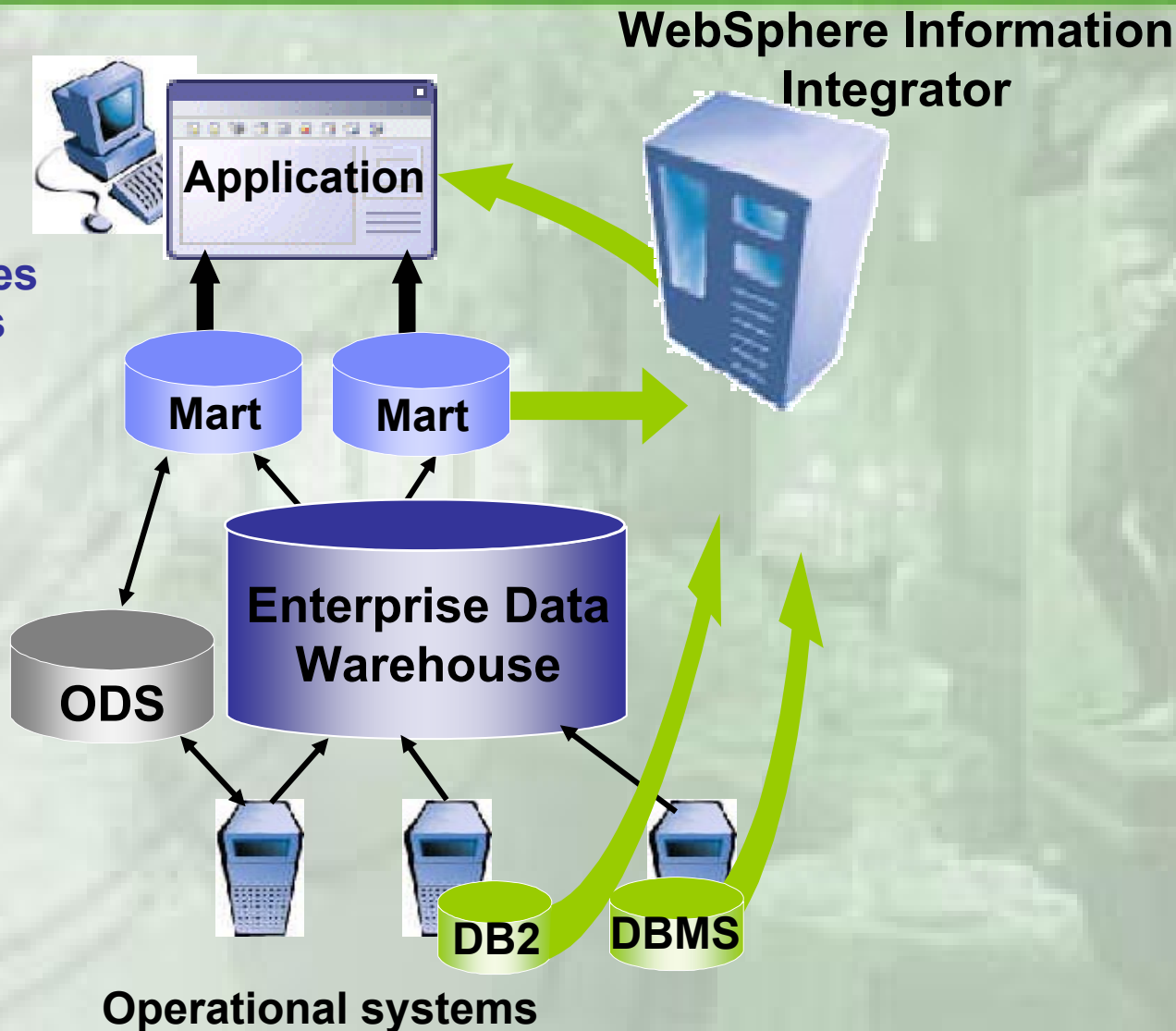
Done
Local intranet


WebSphere Information Integrator

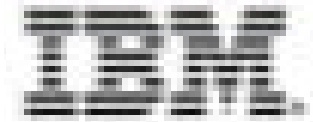
Complète le DW avec des informations temps réels



Accès en temps réel à des informations ponctuelles (CRM, SCM,...)



Une offre BI intégrée



DB2 DataWarehouse Edition

