

UNIVERSITÉ DU MAINFRAME

Information on Demand

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3 Mai 2007





The Information Challenge

Information is in Silos... Trusted Information is Not Available

85% des informations d'une entreprise sont non structurées

(source: Enquête Merrill Lynch, 2004)

42% des transactions sont réalisées sous format papier

(source : Gartner, 07/2003)

Une entreprise type d'un milliard d'euros gère en moyenne 48 systèmes d'information différents

(source : Road to Compliance, eWeek, 02/2004)

Seulement 1/3 des DAF pensent que leurs informations sont pertinentes, qu'elles sont utilisées de manière appropriée, intégrée et au meilleur coût.

(source : Enquête IBM US, 07/2003)

30% du temps d'un collaborateur est utilisé à rechercher l'information pertinente

(source : IDC, 2004)

Chaque année, les volumes augmentent de 800 Mo par individu

(source : Université de Berkeley)



Information as a Strategic Asset

Early Adopters are Establishing a Competitive Advantage

Point Projects

Information as a Strategic Asset

Crime Statistics
& Reporting



*Information at the Scene
Transforms Crime Fighting*

Customer Treated
as Multiple Accounts



*A 360° View of the Client
Transforms Customer Care*

Financial Information in
Spreadsheets and e-Mails



*A Single Version of the Truth
Transforms Compliance*

Claim Complexity, Volumes,
Fraudulent Practices



*Information Analysis Speeds and
Transforms Health Care*

Excess Inventory, Lost Sales
Out of Stock Warehouses, Added Cost



*Free Flowing Supply Chain Information
Transforms Retail & Manufacturing*

The capability now exists.

**Integrated Software Platform
Business Know How**



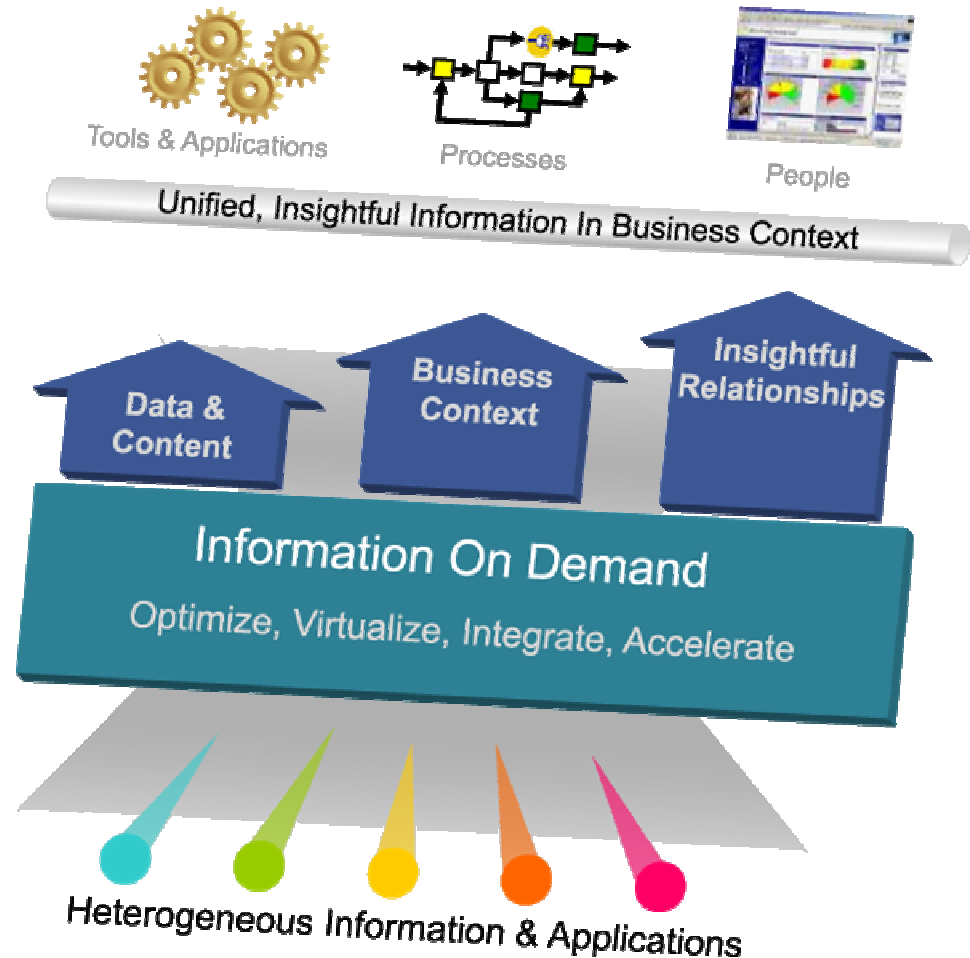
Integrated Software Platform

Moving From a Project-Based to a Flexible Architecture

- **Deliver Information in Business Context**
 - In-context
 - In Line
 - Effectively Governed
- **Integrate Information**
 - Structured / Unstructured
 - Timely
 - Accurate
 - Manage Complexity

Open Standards

**Flexible & Resilient
Infrastructure**



Data - Information – Insight ...

Mr Henri MARTIN est un client potentiel pour l'acquisition d'un nouveau modèle

Intelligence

Action

Mr Henri MARTIN, possède une Peugeot 504

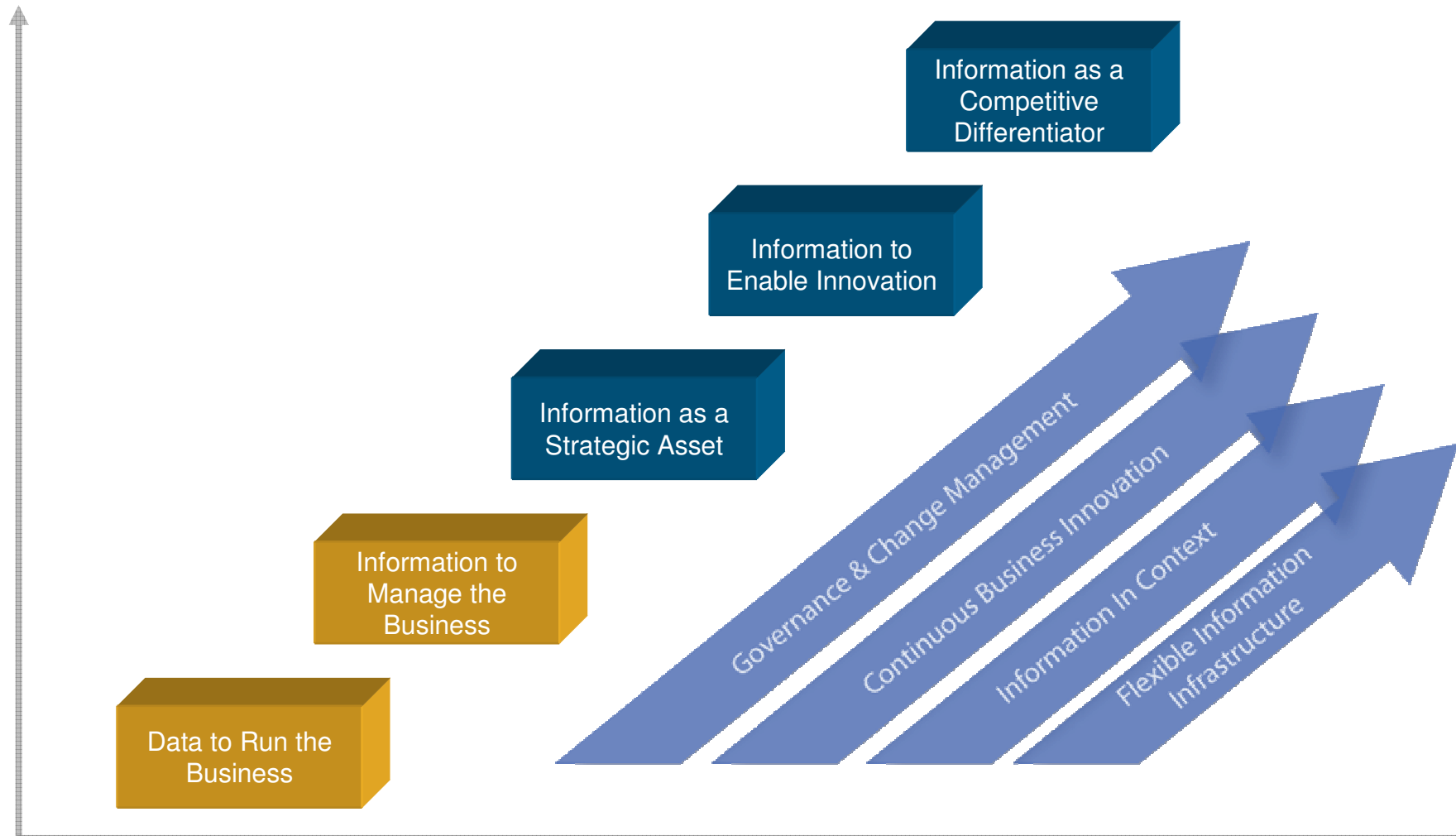
Données

Nom	Prénom	Adresse	Téléphone
Martin	Henri	18 rue des Tournesols 75009 Paris	01 49 49 49 49

Client	Marque	Modèle
Martin H	Peugeot	504

Changing the Game with Information

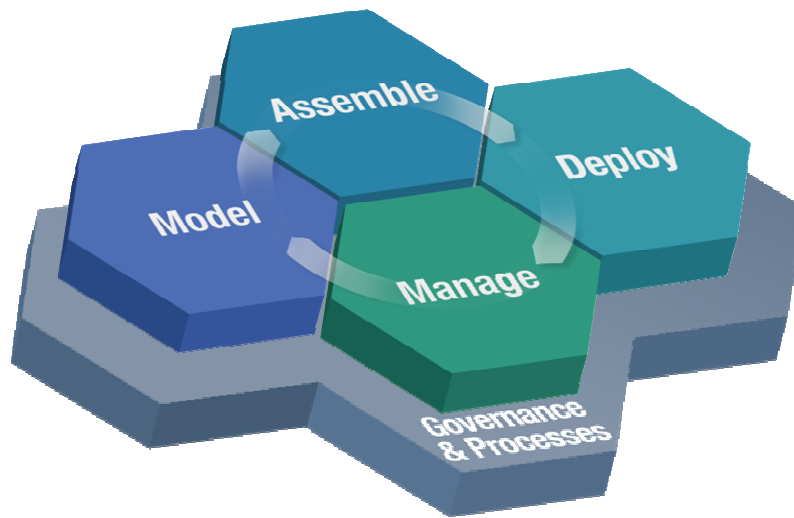
Maturity Model Provides a Roadmap for Defining New Value





IBM Information Management Software

Delivering Value Beyond Traditional Repositories



*No Other Vendor Delivers The
Breadth and The Depth of
Capabilities*

- **Data Services**
 - DB2, Informatica, Cloudscape, U2
 - Tools...
- **Content & Discovery Services**
 - Content Management, Information Services
 - Discovery...
- **Information Integration Services**
 - Quality Services
 - Transformation
 - Federated
 - Metadata Services...
- **Business Information Services**
 - Master Data
 - Entity
 - Information Warehousing
 - Customizable Dashboards
 - Industry Data Models...

#1, #2 in Share
450,000+ Clients

#1 in Share
13,000+ Clients

#1 in Share
5,000+ Clients

Leading The Space
1,000+ Clients

Information Intense Problem Domains

Information Availability is the Top Priority

Manage Risk and Streamline Compliance

Gain Insight Through Information Analysis & Discovery

Leverage Information for Business Transformation

Gain Control of Master Data

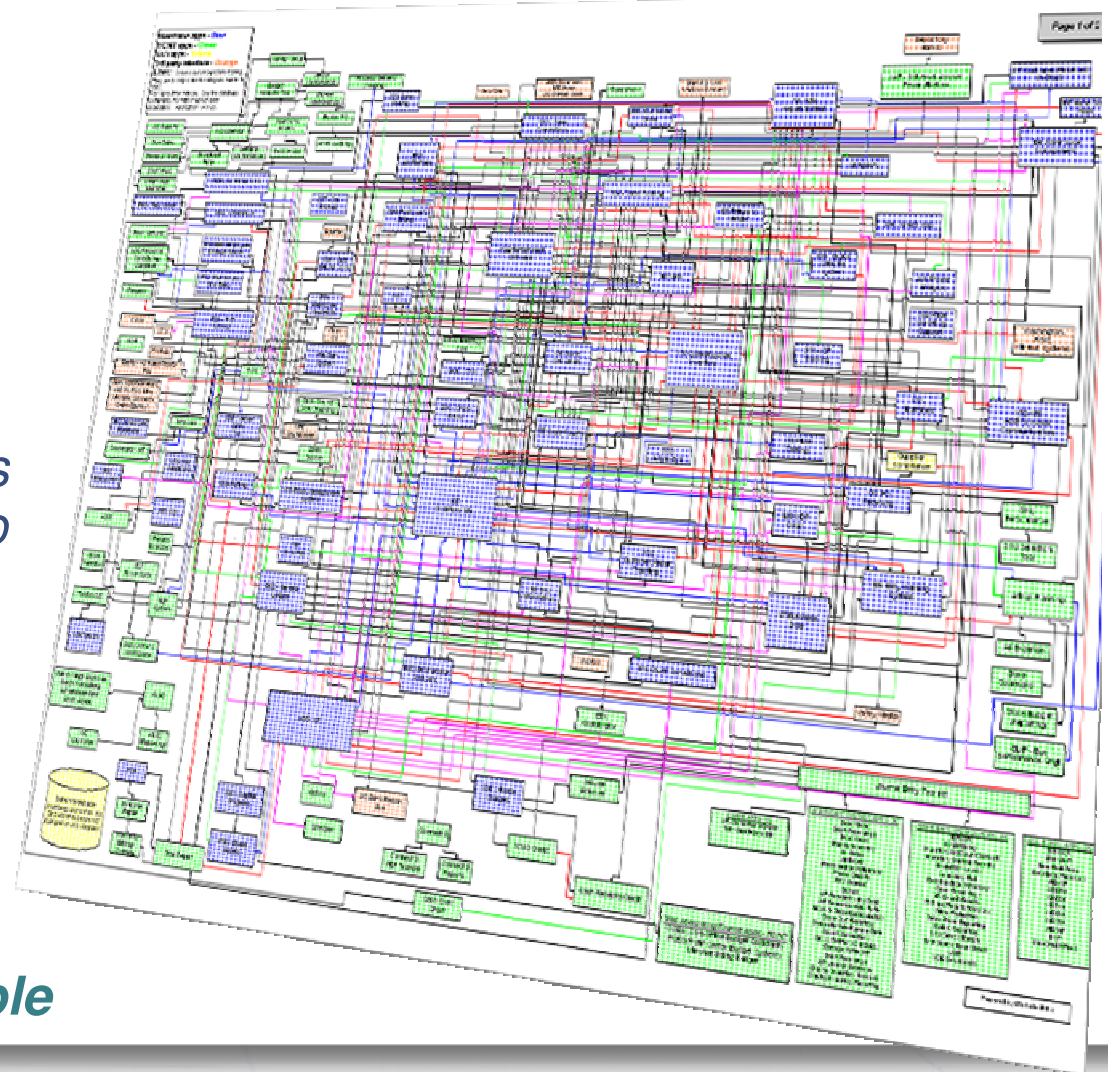
Manage Information Complexity

Lower Cost through an Optimized Infrastructure

What are the Biggest Technical Barriers?

Successful IT Projects Lead to Complex IT Infrastructure

- *Few business process standards*
- *Point application buys*
- *Limited architectural policies lead to infrastructure with no roadmap*
- *Mergers & acquisitions become more common*

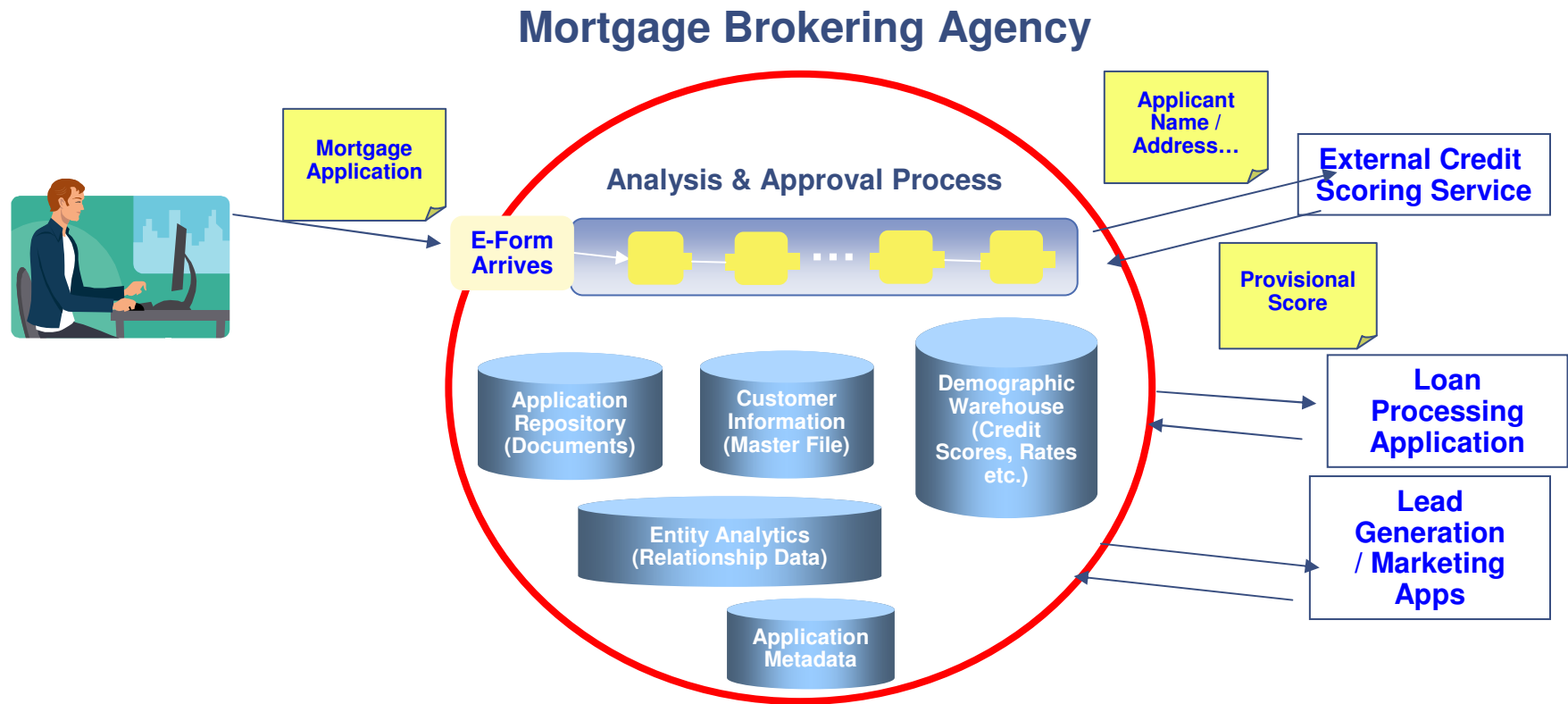


Information is not Available

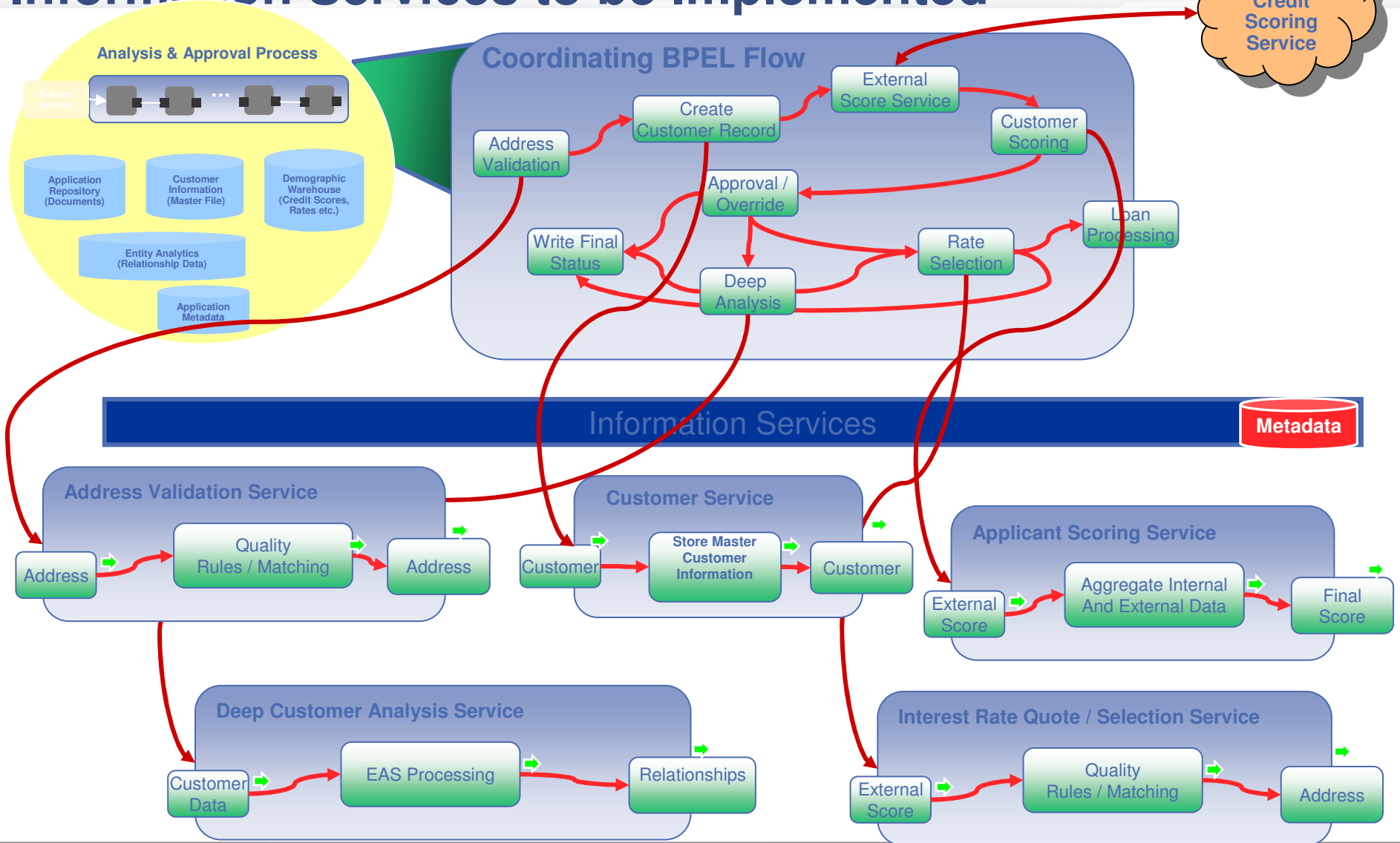
Can Information Become a Service?

*How do I deliver
business
flexibility ?*

Example: Mortgage Application



Information Services to be Implemented



Four Opportunity Patterns for Information as a Service

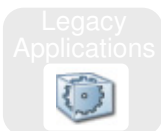
1

*Service-Enabling
Mainframe Data*



*Operational
Data Services*

Operational



2

*Service-Oriented
Data Warehousing*



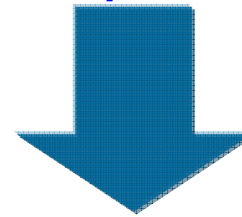
*Analytical
Data Services*

Analytical



3

*Unstructured Data
Services for Risk &
Compliance*



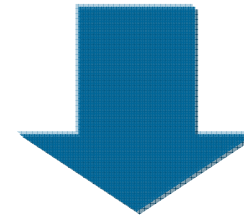
*Unstructured
Data Services*

Unstructured



4

*Master Data Services
for Customer &
Product Information*



*Master Data
Services*

Master

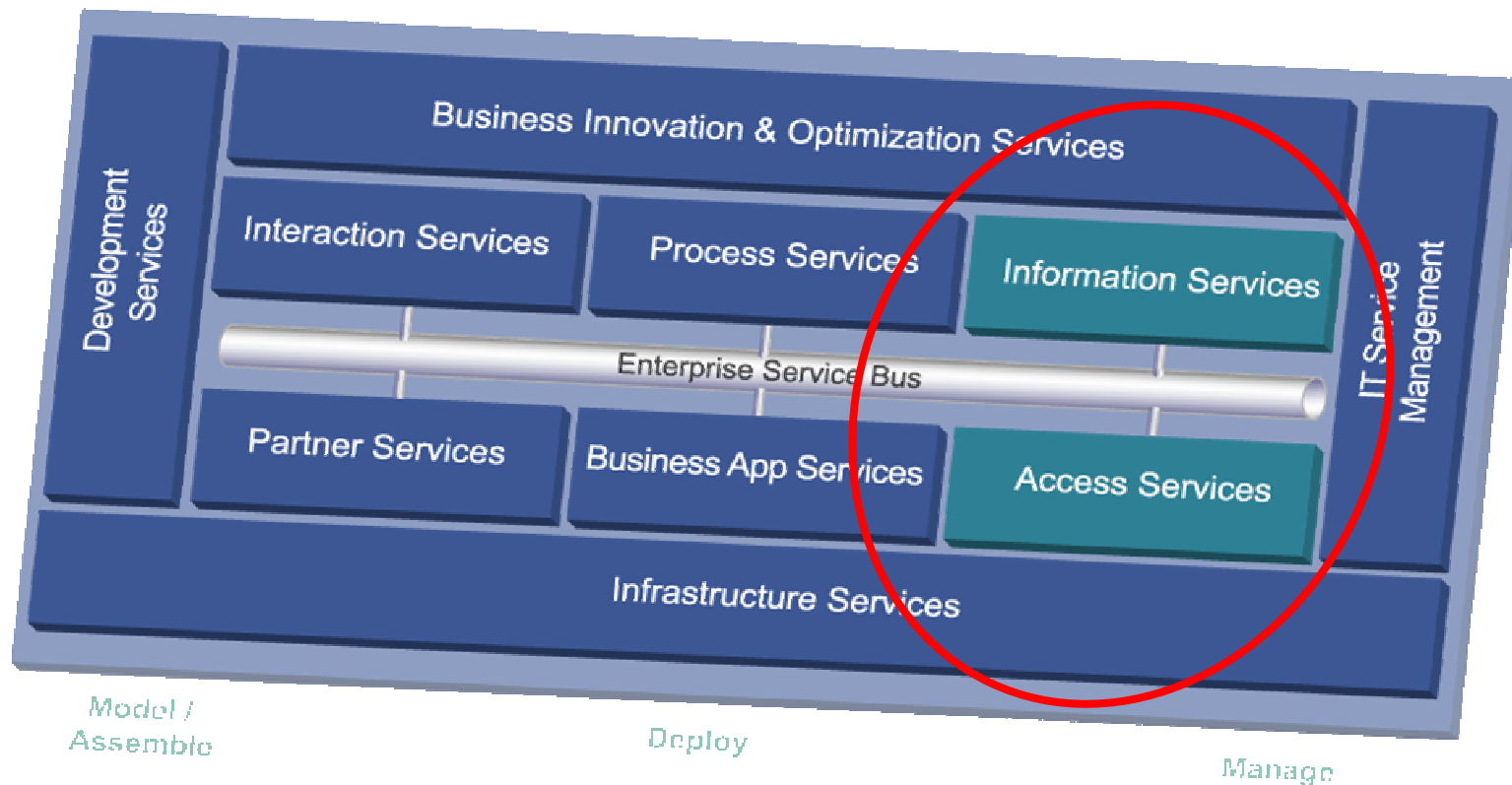




IBM Services Oriented Reference Architecture

Information is Key to SOA

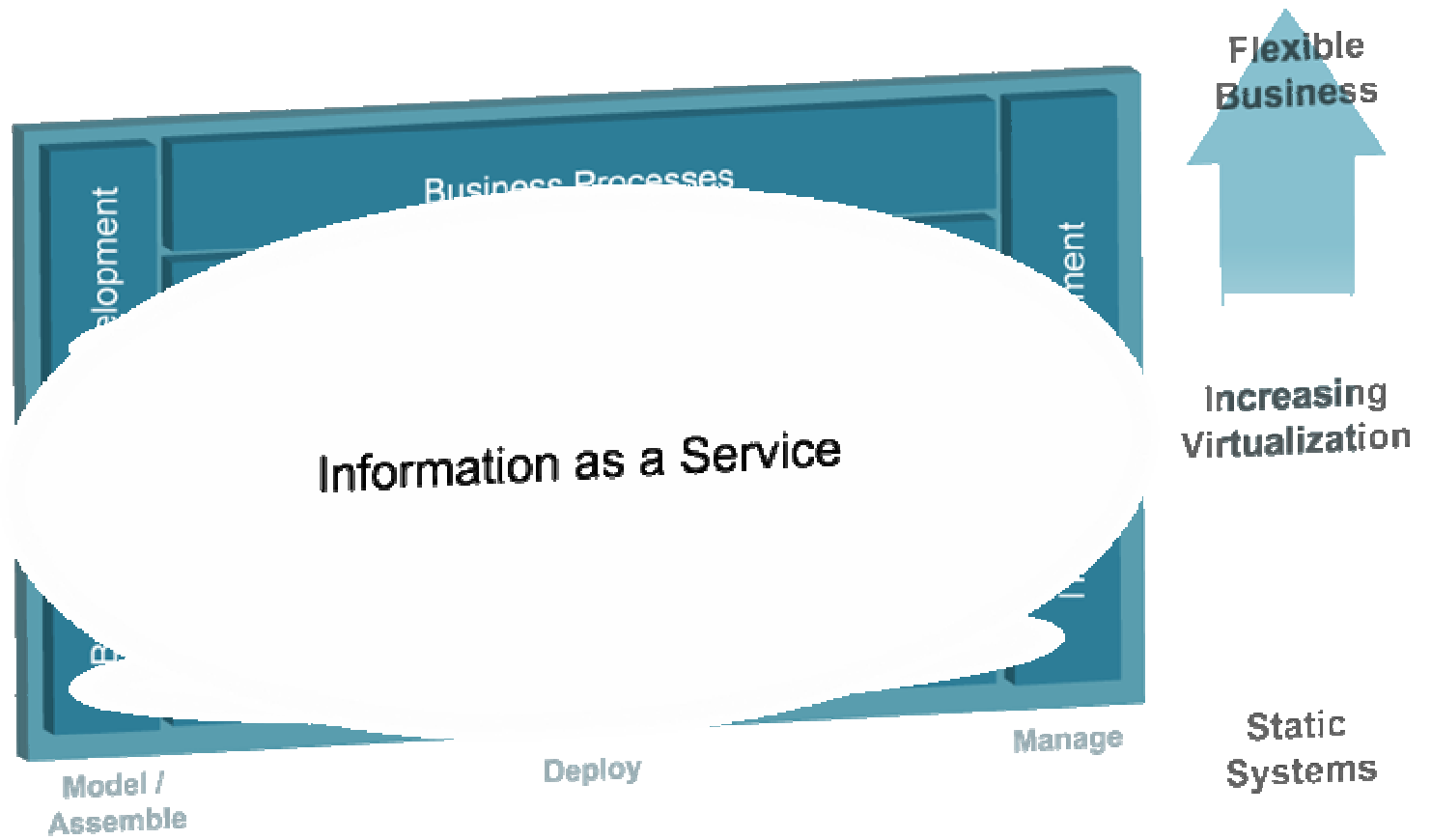
“You will waste your investment in SOA unless you have enterprise information that SOA can exploit.”



Source: Gartner Research, "Service-Oriented Business Applications Require EIM Strategy," Andrew White, Charles Abrams 30 March 2006, ID Number: G00121020

Information On Demand

Virtualization of Information Drives More Flexible Business



IBM Information Management

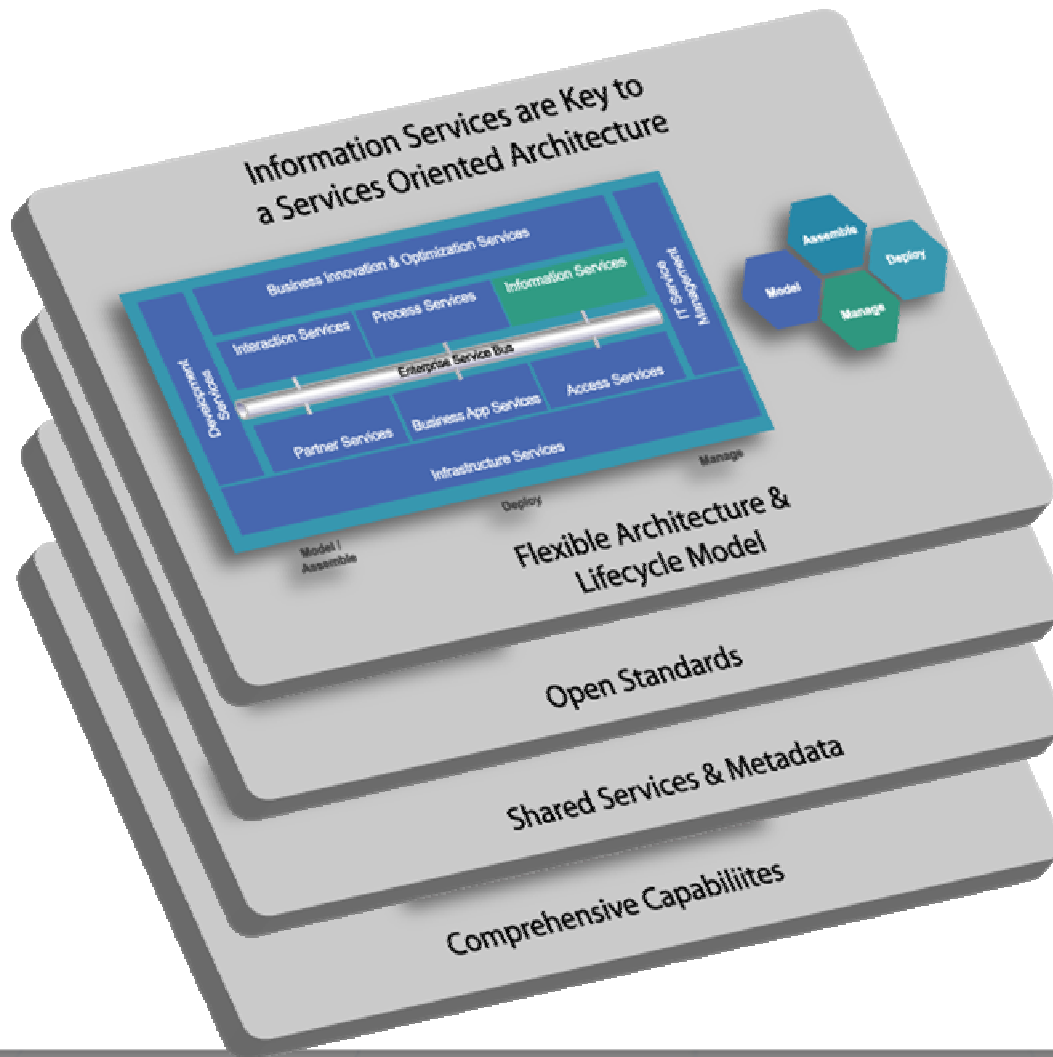
Information Services & Information Accelerators

- **Standards-based**
 - SQL, XQuery, JCR, XML, Web Services, JMS, JDBC, UIMA...
- **Metadata Management**



Providing Information as a Service

Key Technology Objectives

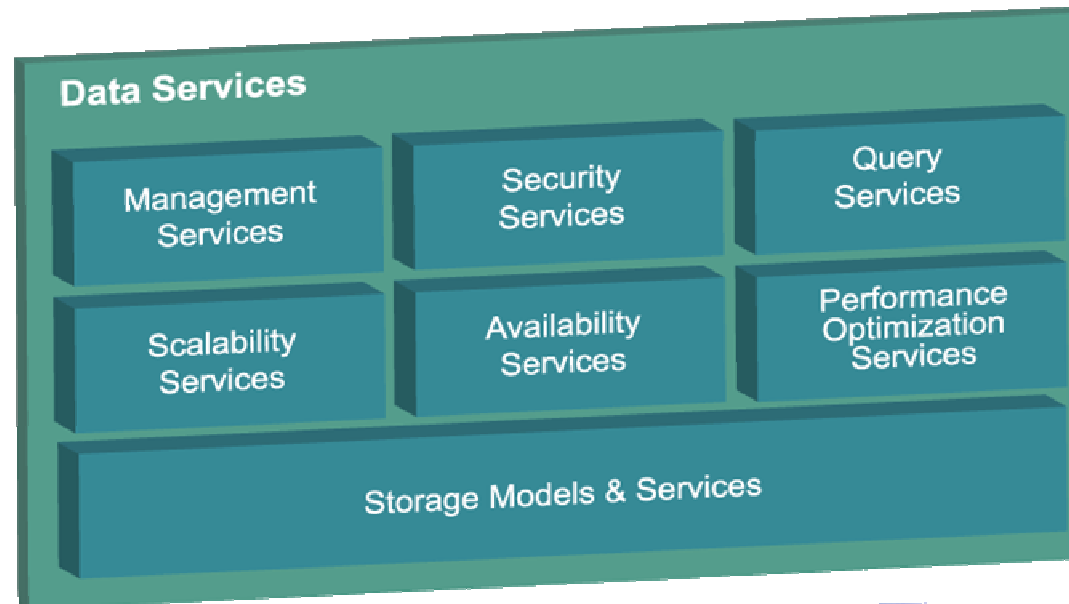


- **Flexible Architecture**
 - Service orientation provides base for responsive, flexible business and improved asset utilization
 - **SOA: Web Services, JMS...Component Applications**
- **Open Standards**
 - Use, Contribute, Lead
 - **SQL, XQuery, JSR170, XML, Web Services, JMS, JDBC, UIMA...**
- **Shared Services & Metadata**
 - Simplify Infrastructure
 - Provide Consistency & Control
 - Speed Development and Deployment
 - **RDA, "xMeta", Hawk, Info. Server...**
- **Comprehensive Capabilities**
 - Add Value to Information
 - Ease Integration
 - Enhance Manageability
 - Reduce Cost
 - **IBM Information Mgmt. Portfolio...**



Data Services

*Secure and efficient management of structured information
powering a wide range of innovative business solutions.*



Superior Capabilites Across a Spectrum of Needs

Optimized for SAP

• Ease-of-Use



- Silent install as part of SAP installation
- SAP 'Tuner' - make DB2 SAP workload aware
- 'On Demand' storage
- SQL access to DBA functions



• High Performance and Availability



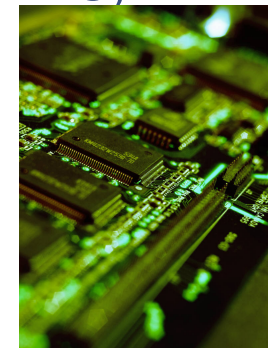
- SAP SD 3-Tier Benchmark*
- SAP BW performance gains thru data & index clustering (MDC)
- 24x7 Availability with HADR option
- Extend support for 64-bit



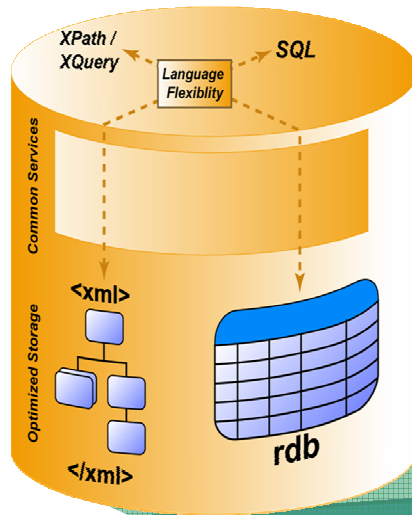
• Enriched Diagnostics for Troubleshooting



- Single click diagnostic data collection
- Consistent access paths regardless of workload or DB2 version

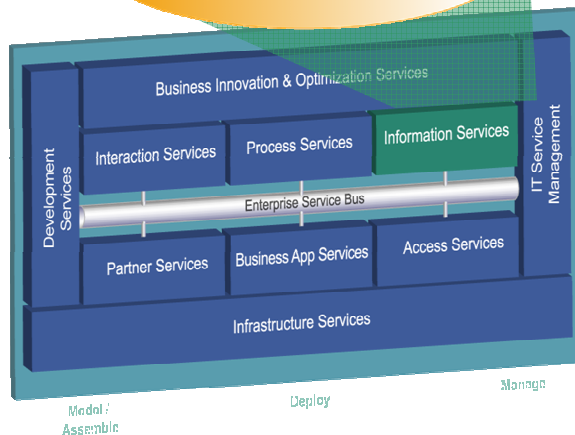


DB2 Viper: Early adopter feedback



Financial services business results with XML-base SOA

- Mortgage application process that took 4 weeks now takes 1 minute
- In 2006 will process over 10x the amount of client requests as in 2005



Development and app. performance re: XML data

Development of search & retrieval business processes

Add field to schema

Relative lines of I/O code (65% reduction)

Queries

Query non-shredded XML element

with relational data server

CLOB: 8 hrs
Shred: 2 hrs

1 week

100

24 - 36 hrs

1 week

with DB2 Viper hybrid data server

30 min.

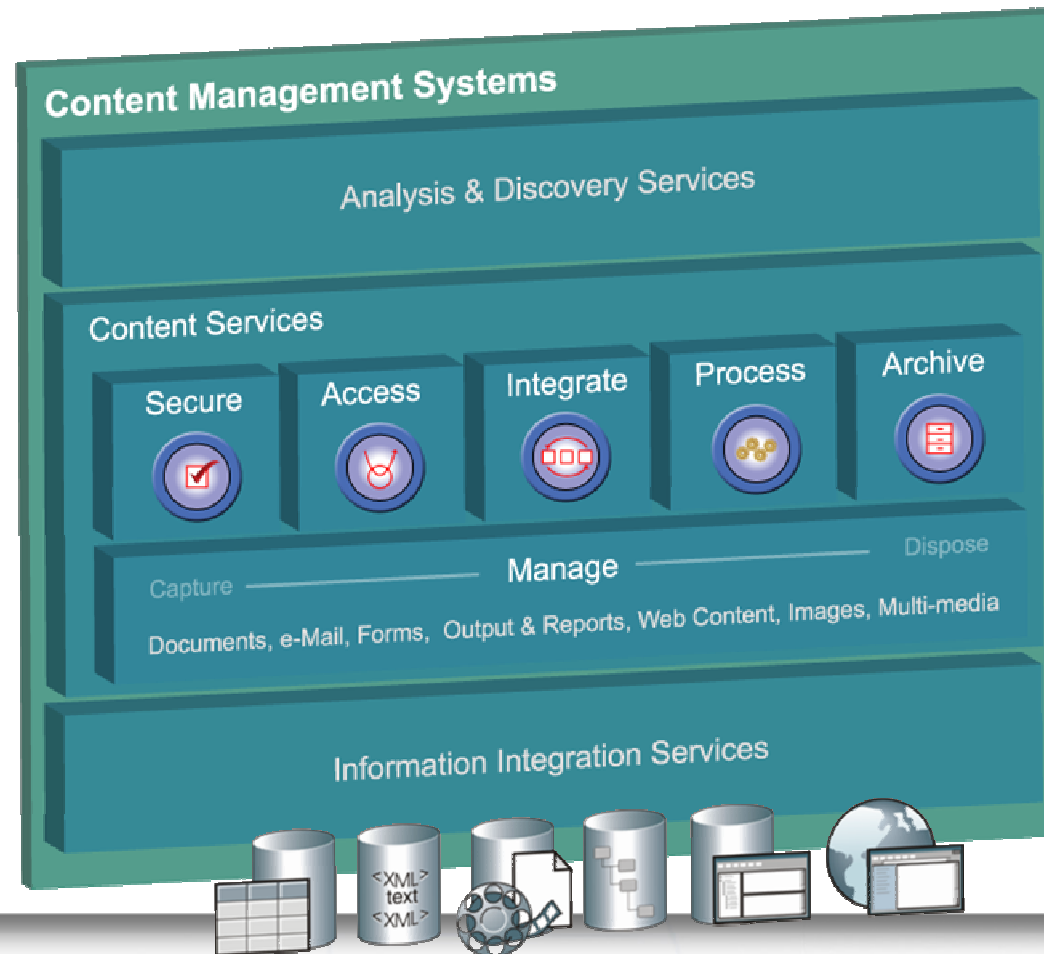
5 min.

35

20 sec - 10 min

½ day

Manage unstructured information through a flexible and integrated infrastructure to transform business & streamline compliance

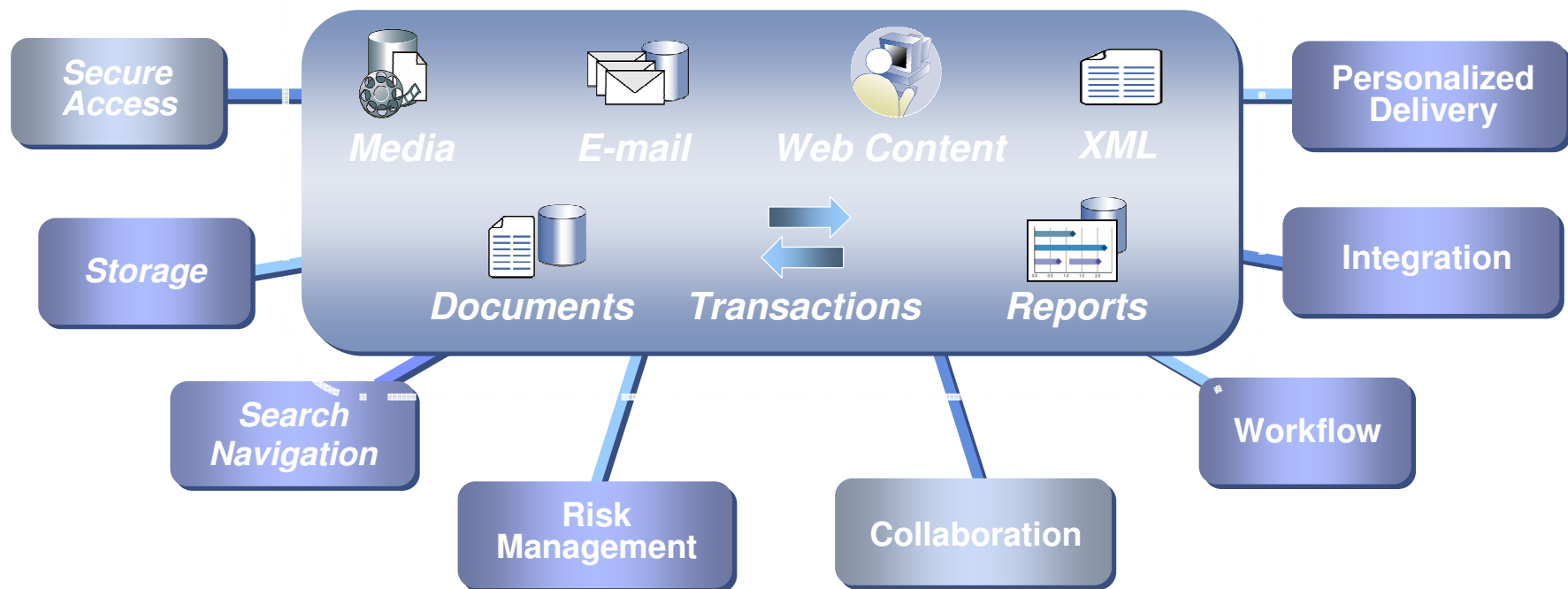


Content Management & Discovery Services

Manage Risk &
Streamline Compliance

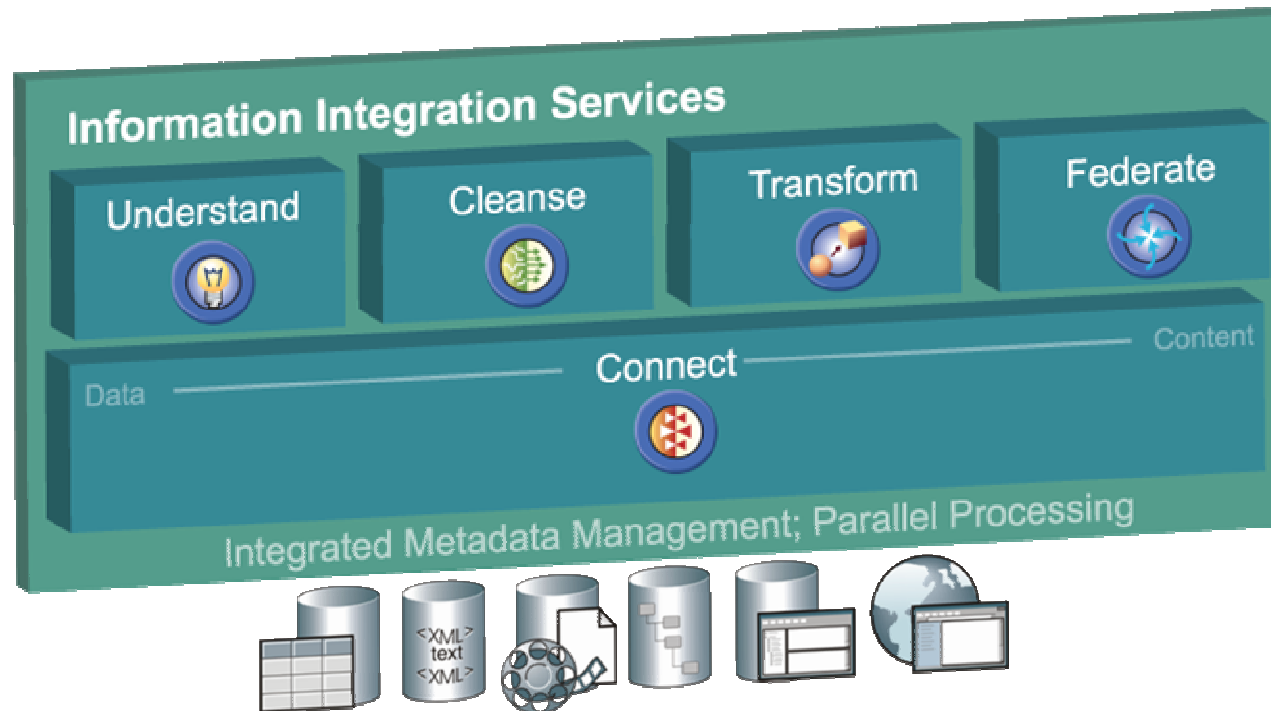
Leverage Information For
Business Transformation

Gain Insight Through
Discovery & Analysis



Information Integration Services

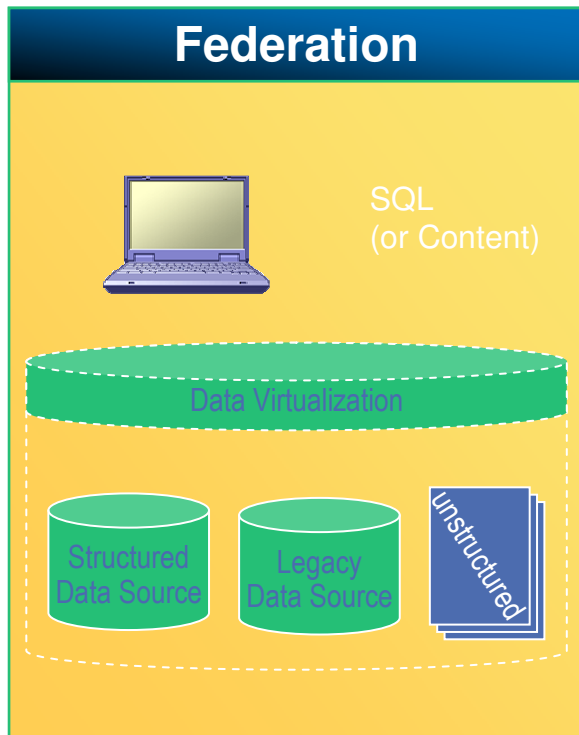
Deliver accurate, consistent, timely, and complete business information to people and processes



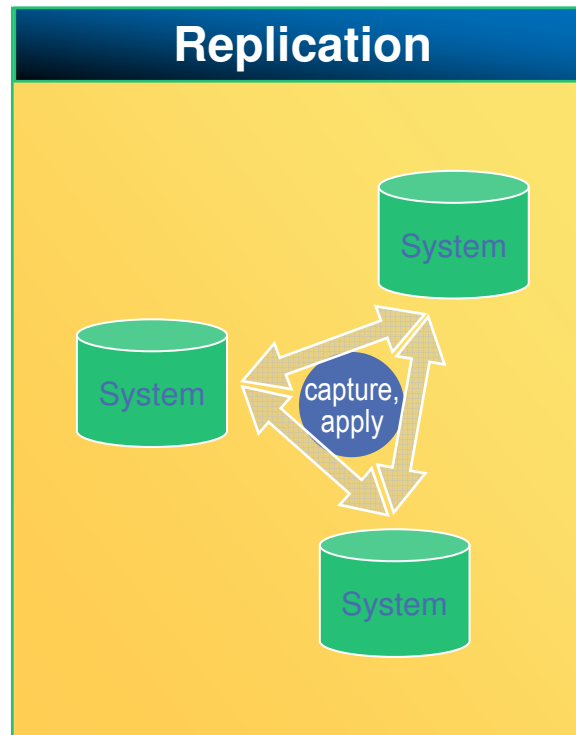
Information Integration Patterns

Information Integration

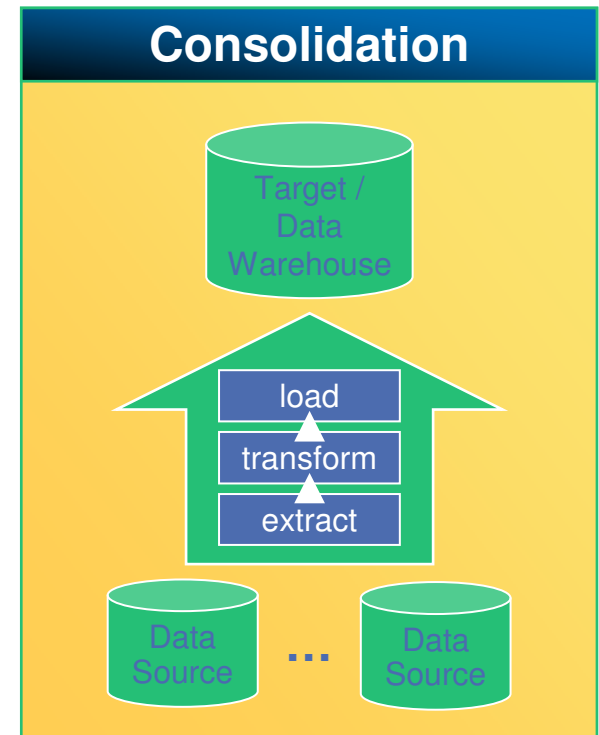
Federation



Replication



Consolidation



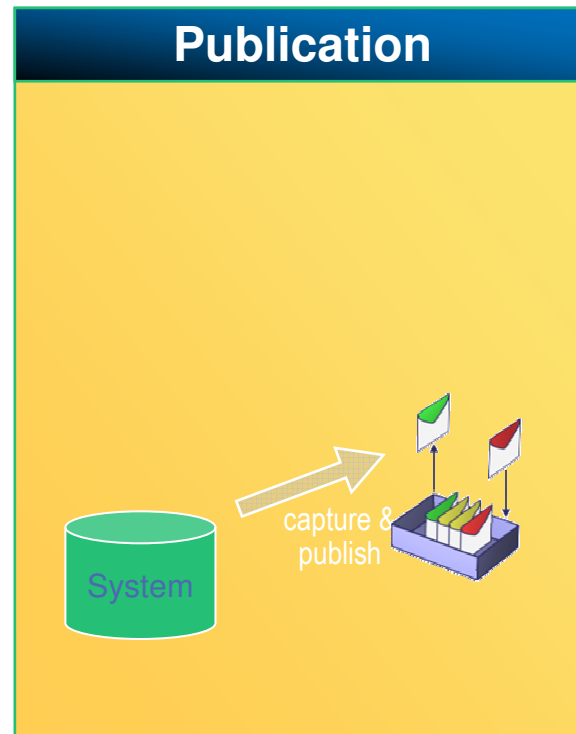
Information Integration Patterns

Information Integration

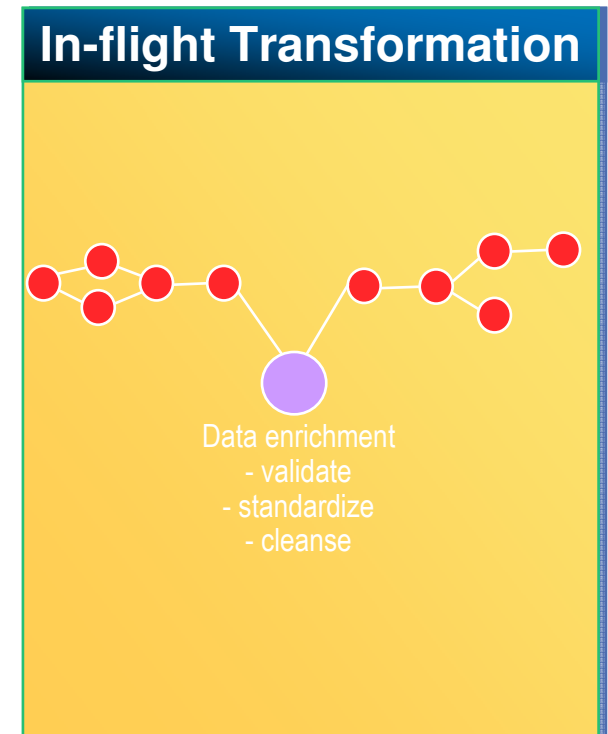
Search



Publication



In-flight Transformation



Master Data Management : Qui est qui ?

Une mauvaise maîtrise des données clients affecte la

Les Entreprises évaluent l'impact d'une mauvaise information client:

- 66% indiquent que leur rentabilité a été négativement affectée par la mauvaise qualité de cette information.
- 75% indiquent qu'elle nuit à la qualité du service au client et a des conséquences sur sa fidélisation
- 52% considèrent la multiplicité des systèmes d'information comme la cause majeure de la non-qualité
- Leviers:** Protection de la vie privée, Basel II, Respect des demandes de non sollicitation, Patriot Act, Sarbanes Oxley, HIPAA ...

Commande en ligne

Michael Johnson
User id :mjohnson
JP Morgan
Contract:: JP987

Formulaires

Michael Johnson
Mortgage.tif

Réponse à un mail

Michael Johnson
! Opt-Out flag
! No Promotion flag

Online Registration

Michael Johnson
User ID: Mjohnso
! Personalized access
! Gold Customer
! Sub: Newsletter
1

JP Morgan, USA
Cust ID : JP003

Mike Johnson
JP Morgan Chase
Last Interaction:
4/11/03 (product not received)

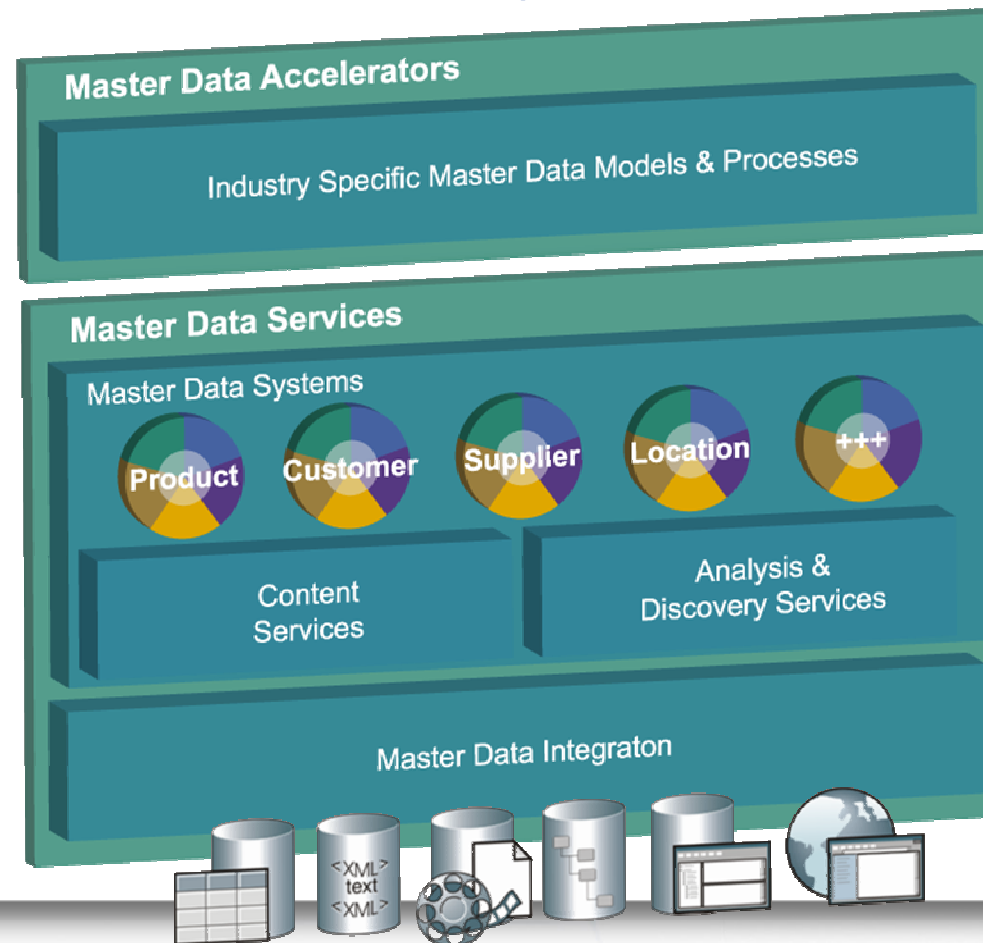
Michael P Johnson
1400 54rd Avenue
NY NY
212 995-3345

VENTO
JP Morgan & Chase
Contact : Michael A Johnson, CIO
270 West St, NY



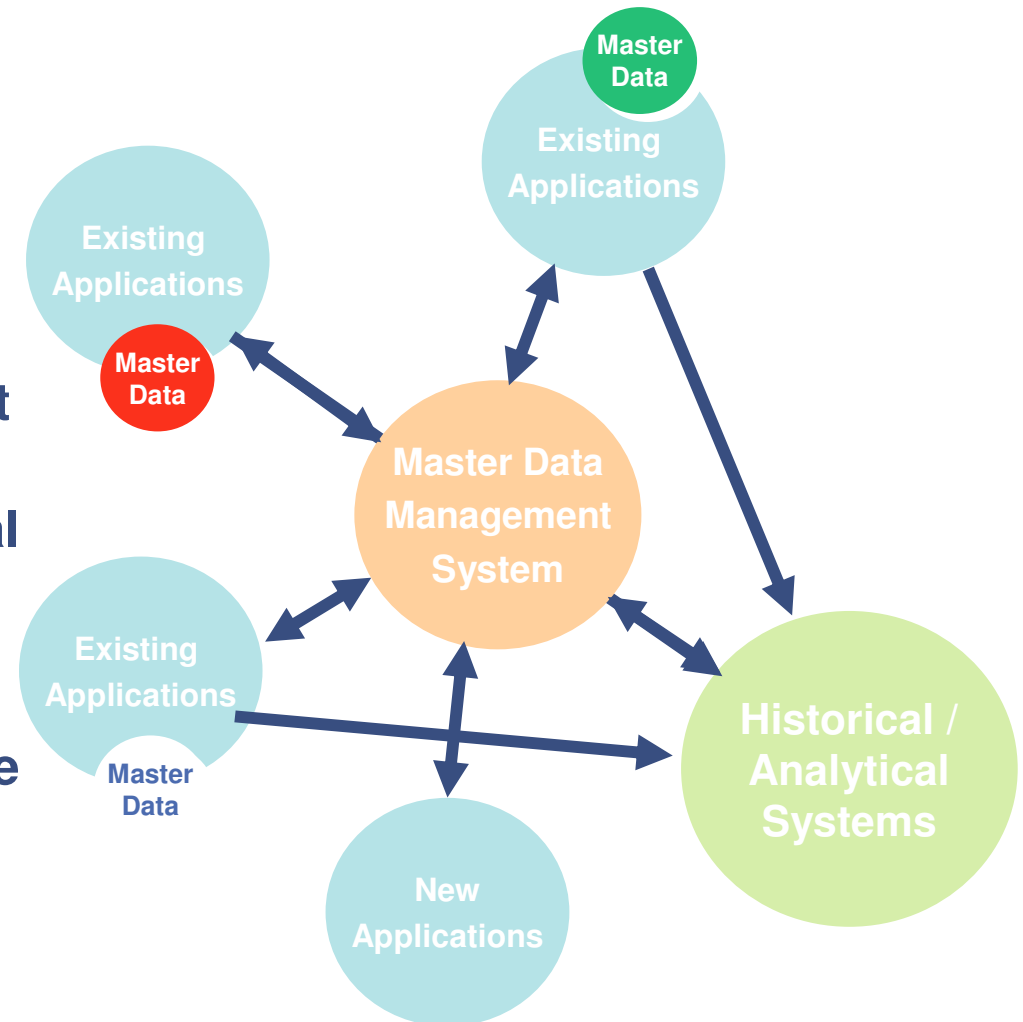
Master Data Management

*Gain control over comprehensive master data
and business processes.*



What is Master Data Management?

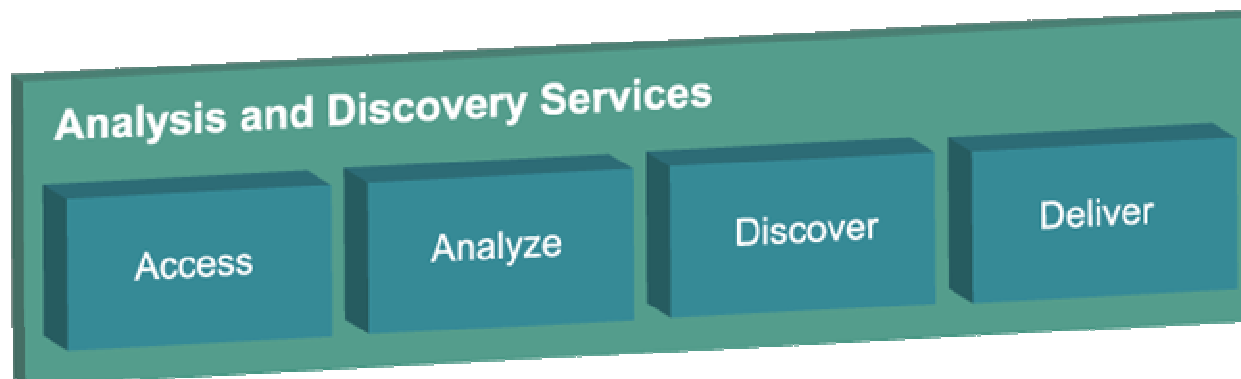
- Decouples master information from individual applications
- Becomes a central, application independent resource
- Simplifies ongoing integration tasks and new app development
- Ensure consistent master information across transactional and analytical systems
- Addresses key issues such as data quality and consistency proactively rather than “after the fact” in the data warehouse





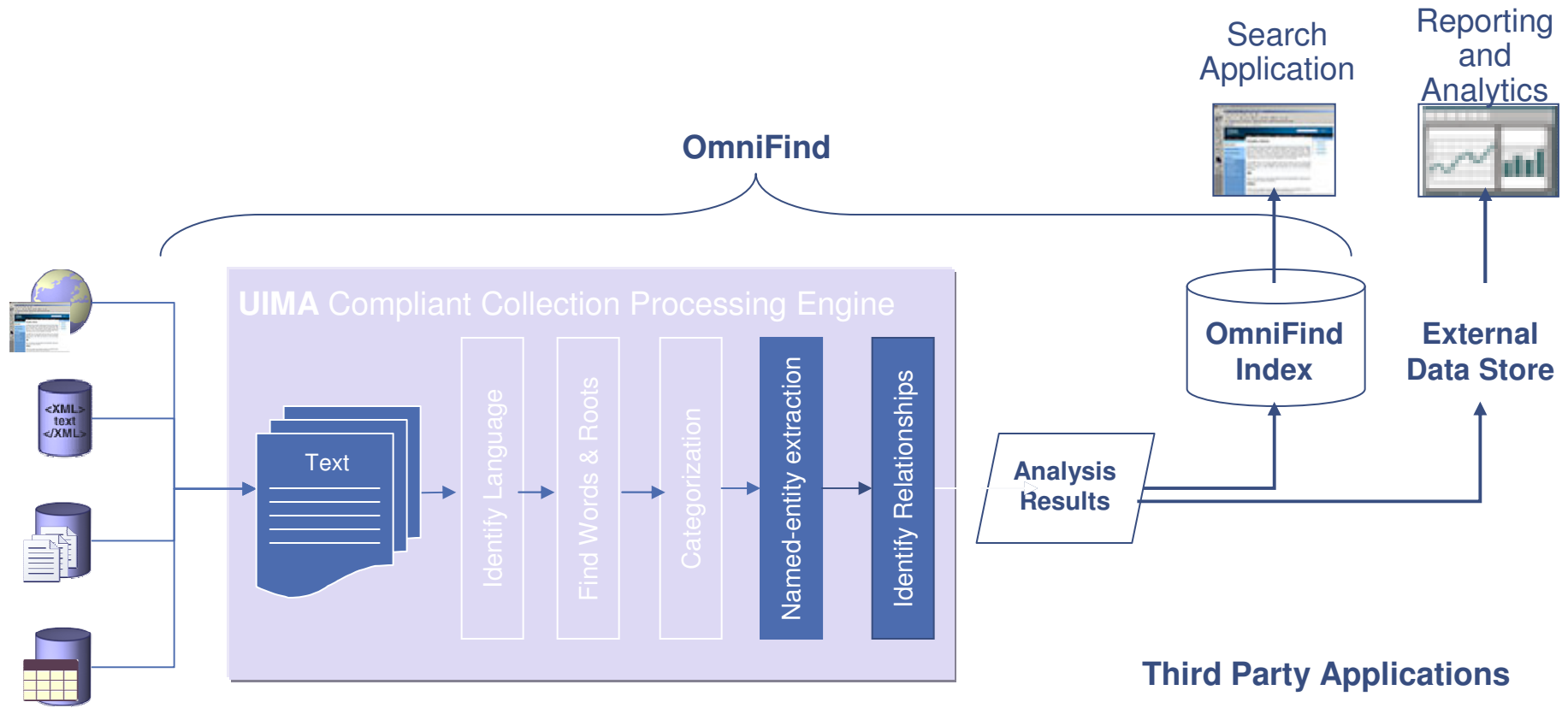
Analysis & Discovery Services

Proactively decide and take action based the insight gained by searching and analyzing both structured and unstructured information.



Actionable Information Delivery

Enhancing search, knowledge discovery and business intelligence



**WebSphere Content Discovery Server
& Third Party Annotators**



Entity Analytics

Knowing Who's Who" Has Never Been So Important



IBM Entity Analytics Technology

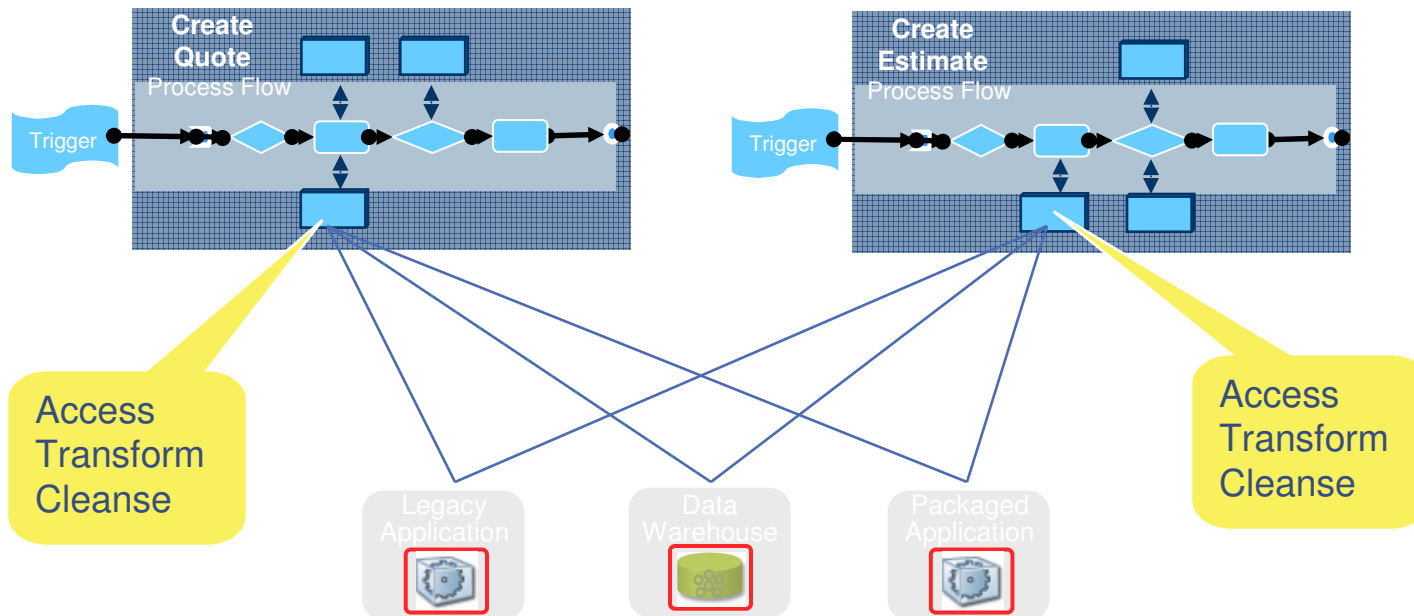


Entity #14465



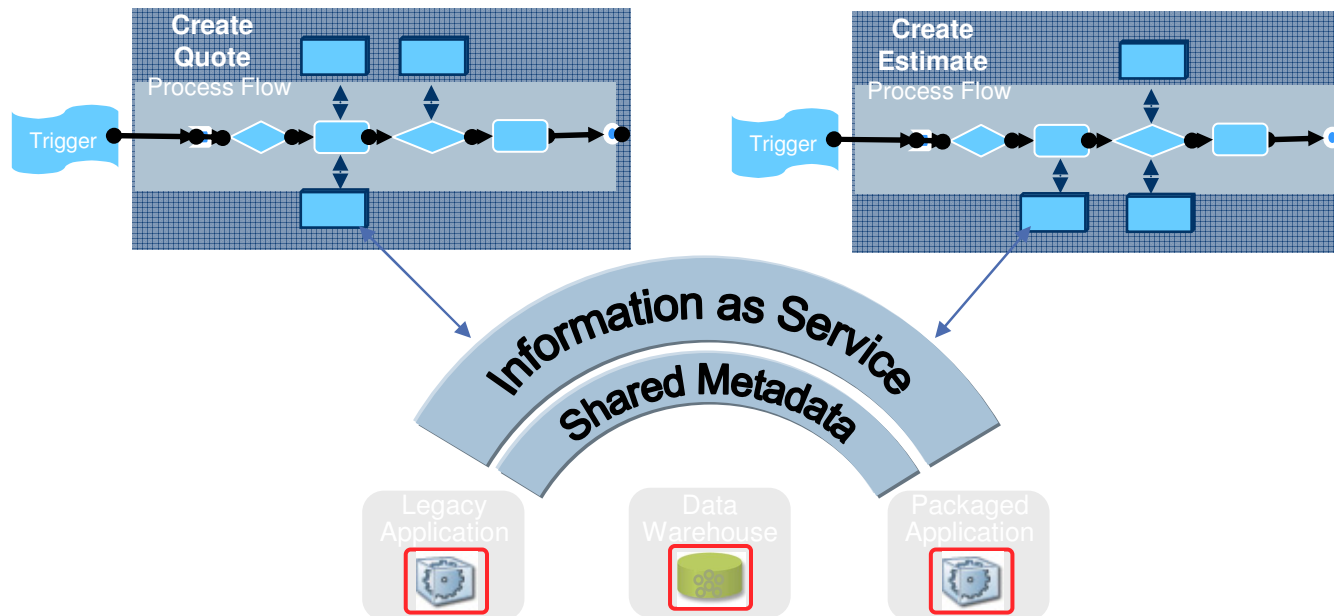
ADDRESSES	NAMES	ADDITIONAL
4737 Cimarron Dr. Easton, MA 02334	Katherine D. Green Kate Mills-Green	DOB: 12/13/71 Phone: (508)278-6019
1 Bourne St. Bolton, MA 01512	Katie Green Kate Mills	(978)365-6631 (501)661-8044
P.O. Box 12743 Clinton, MA 01510	Kate Green Kate M. Green	Work: Zycast Int. Silverback Kinear

Tight Coupling of Information Locks You In



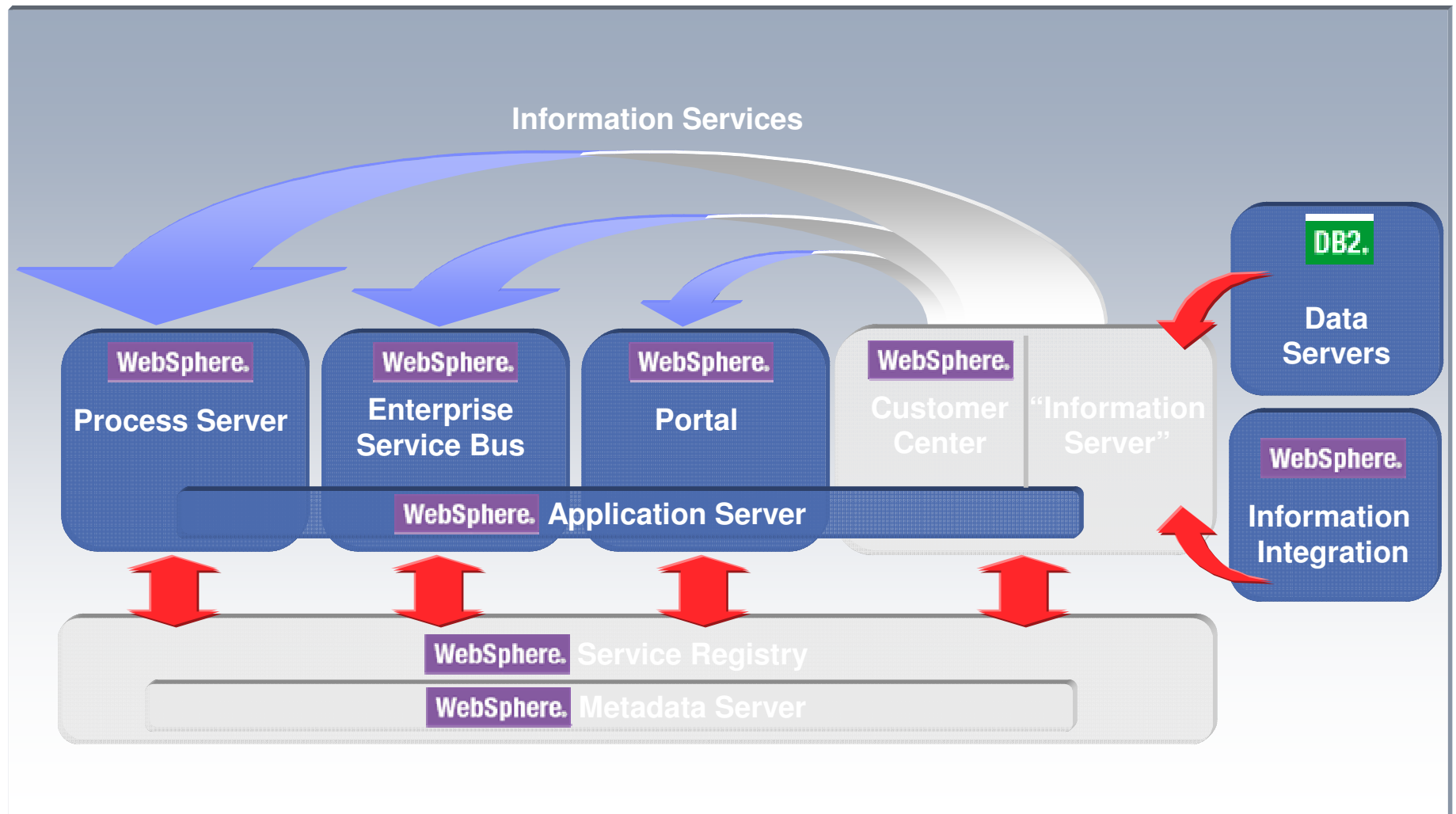
- Inconsistency in the “view” of the data
- Inconsistency in sources and how data is derived
- Inconsistency in rules applied to data
- Multiple points of maintenance
- No flexibility to change information sources and formats

Information Server Platform

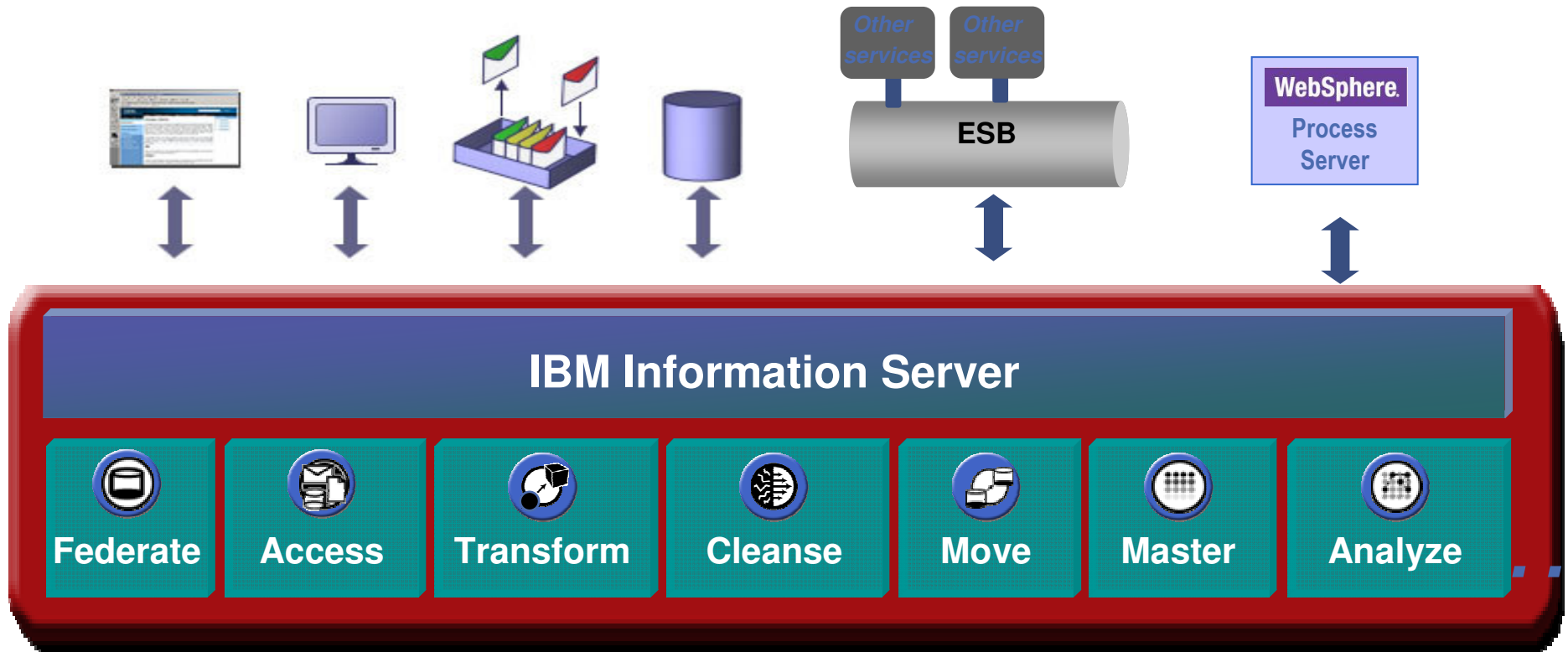


- Consistent packaging of data
- Leverages understanding of metadata relationships
- Applies consistent rules to data
- Centralized control and maintenance
- Flexibility to change information sources and formats

Future Information Service Options

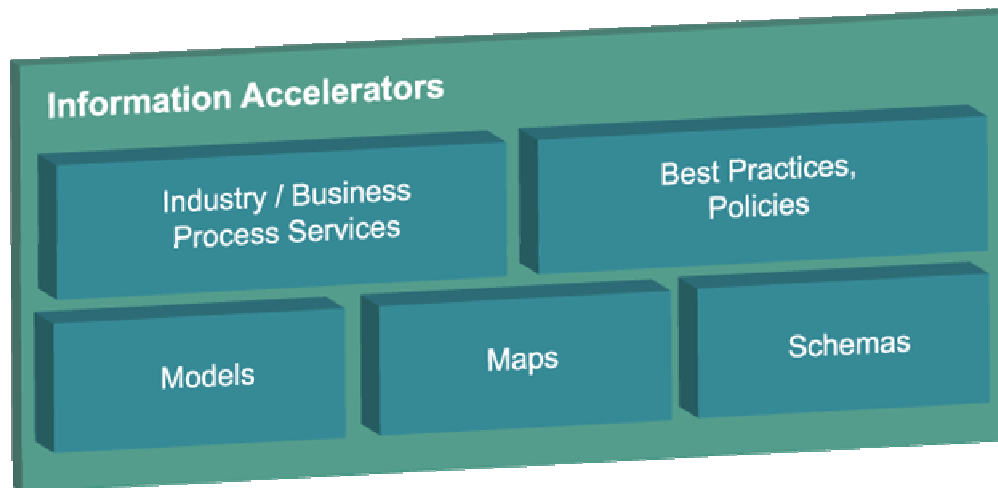


Information Server: Services & Bindings



Information Accelerators

Industry-tailored capabilities, models & best practices to accelerate the use & governance of information



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



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

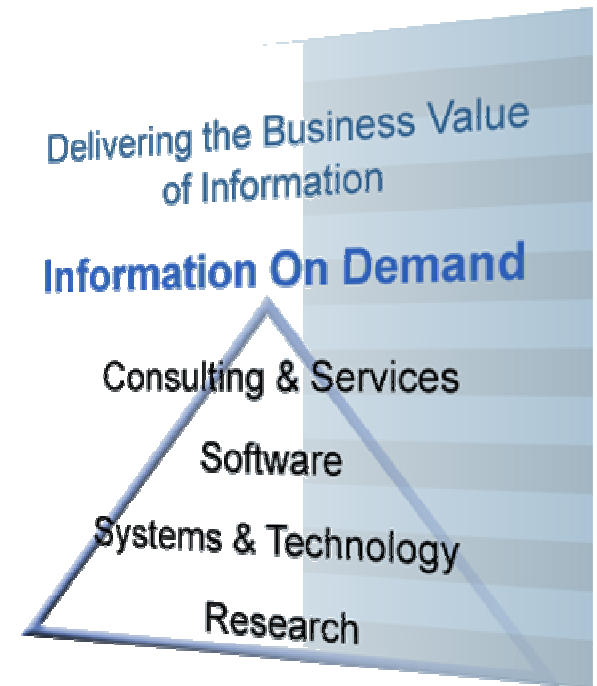
and many more...

Recent News

IBM Intensifies Information Management Investments

Information is the competitive differentiator in the global economy

- *IBM announces **incremental investments** to help clients deliver more business value from innovative uses of information*
 - ***\$1 billion incremental software investment*** over the next 3 years
 - ***65% more practitioners*** with relevant skills over the next 3 years, adding to a ***base of 15,000 practitioners***
- *IBM announces a **framework for success***
 - ***IBM Information On Demand Center of Excellence***
 - ***New and expanded products & offerings***



Thank
you