



**InfoSphere™**  
software

*Trusted Information*

## „Megbízható Információ” – az új vállalati stratégiák alapköve

**Költségcsökkentő és hatékonyság növelő megoldások az IBM-től**

2009. május 21., Kincses Zsolt, IBM InfoSphere Brand

## What will the „Enterprise of the Future” look like?

- **Global CEO Study 2008 (1000+ CEO, diff. size co.)**
- **New kinds of change**
  - CEO's agenda in the past: customer trends, market shifts, competitor actions
  - CEO's agenda today: expanded, people skills, environmental issues, changes from everywhere
  - Concerned 3 forces: market factors, people skills, technology
  - Changing business models rather than products and services
  - Striking findings:
    - 8/10 CEO see significant changes, but less ability to manage
    - more-demanding customer as an opportunity to differentiate
    - ~100% adapting business model, 2/3 implementing extensive innovation
    - move toward global business integration
    - Financial outperformer: anticipate more change and manage better

## What will the „Enterprise of the Future” look like?

- **Introducing The Enterprise of the Future**
  - *Hungry for change* – not responding but shapes and lead
  - *Innovative beyond customer imagination* – surpasses the expectations of the demanding market
  - *Globally integrated* – take advantage of global economy
  - *Disruptive* – competition, traditional deleivery approaches, reinvest

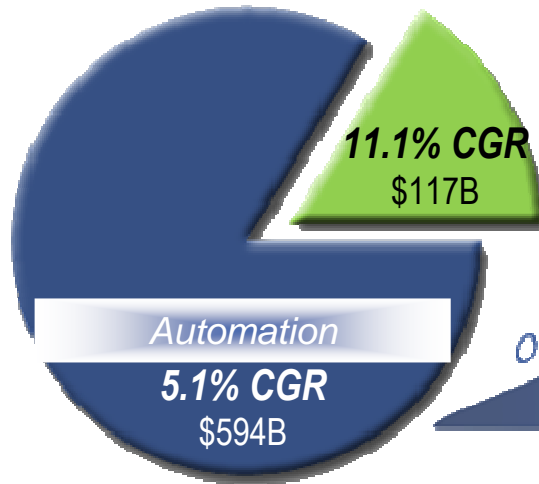
## What will the „Enterprise of the Future” look like?

- **Business Strategy Implications**
  - *Creating first-of-a-kind products and services*
  - *Finding ways to new markets (niches)*
  - *Understand timing and network effects*
  - *Connect everyone to the customer*
  - Investing to integrate its system to key customers
  - Using technology to anticipate market and industry shifts faster than the competition

# Technology Strategy Implications

Shift from Application Agenda to Information Agenda

*Spending on Business Optimization Growing 2X Faster than Automation*



## Competitive Advantage



Source: IT Spending Estimate\* 2008

*Faster Processing, Reduced Costs*

## 10 Sign of an Unstable Information Infrastructure

1. **No single view of data**
2. **Manual efforts to respond management information requests**
3. **Low return on tech. Investments and high operational cost**
4. **Multiple databases storing similar data**
5. **No ownership of data**
6. **Difficult complying with regulatory requirements**
7. **Management questioning information quality, timeliness, reliability**
8. **No clear origin of data and processes performed**
9. **Inability to keep up the volume, pace and variety of data**
10. **Manual effort needed to understand the source of information**



# Key Challenge: Unlocking the Business Value of Information

**Information Silos**

**Volume & Variety**

**Business Velocity**

**Enterprise Alignment**

**52%** of users **don't have confidence** in their information<sup>1</sup>

**59%** of managers **miss information** they should have used<sup>2</sup>

**42%** of managers **use wrong information** at least once a week<sup>2</sup>

**Should we trust this data?**

<sup>1</sup>AIIM 2008 Survey

<sup>2</sup>Accenture 2007 Managers Survey

# What is Trusted Information?



## Insightful

Derive meaning from information changes



## In Context

Real-time delivery of relevant information when and where it's needed



## Complete

Related information reconciled into a single and holistic view



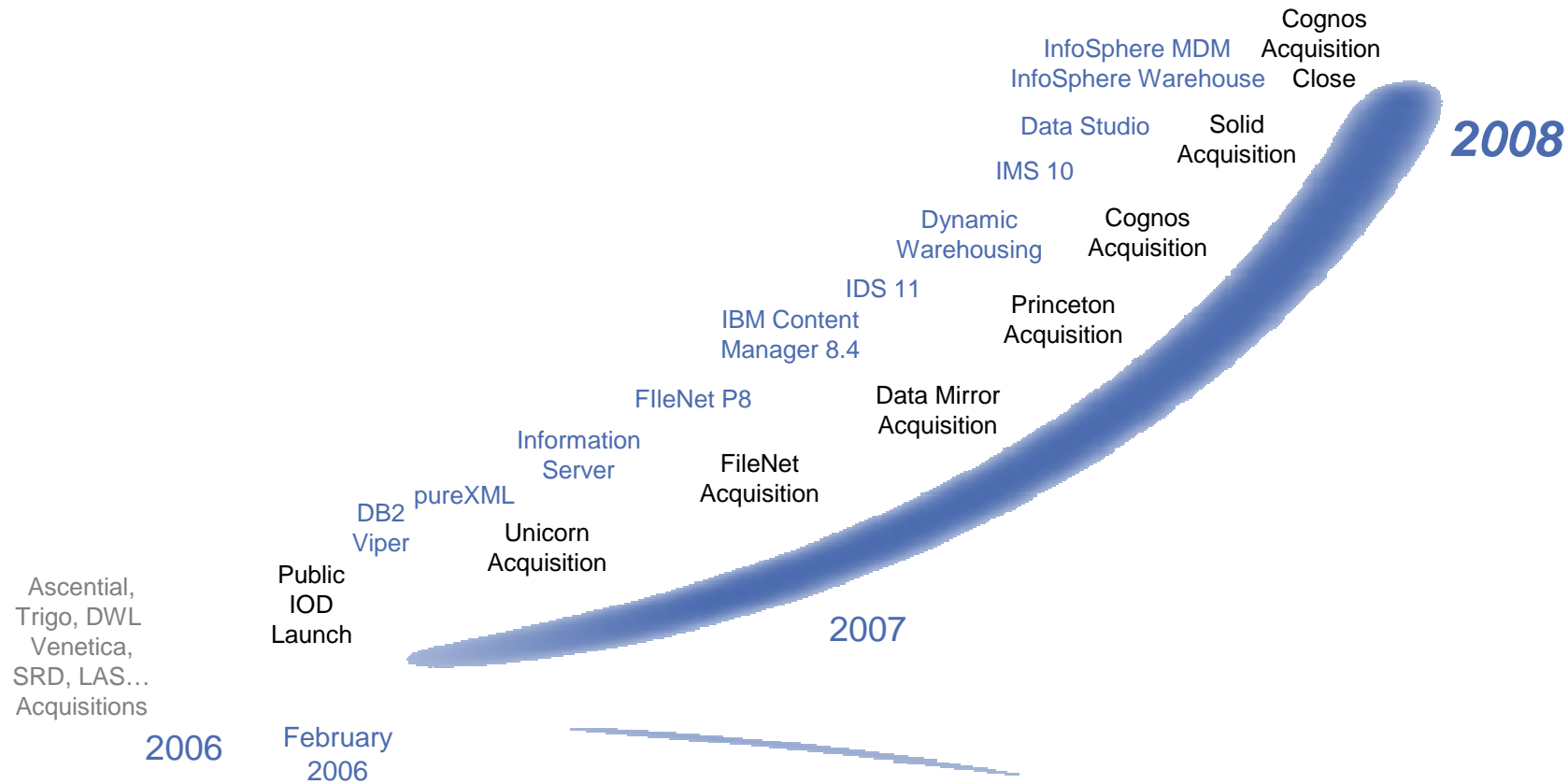
## Accurate

Complex and disparate data transformed, cleansed and delivered



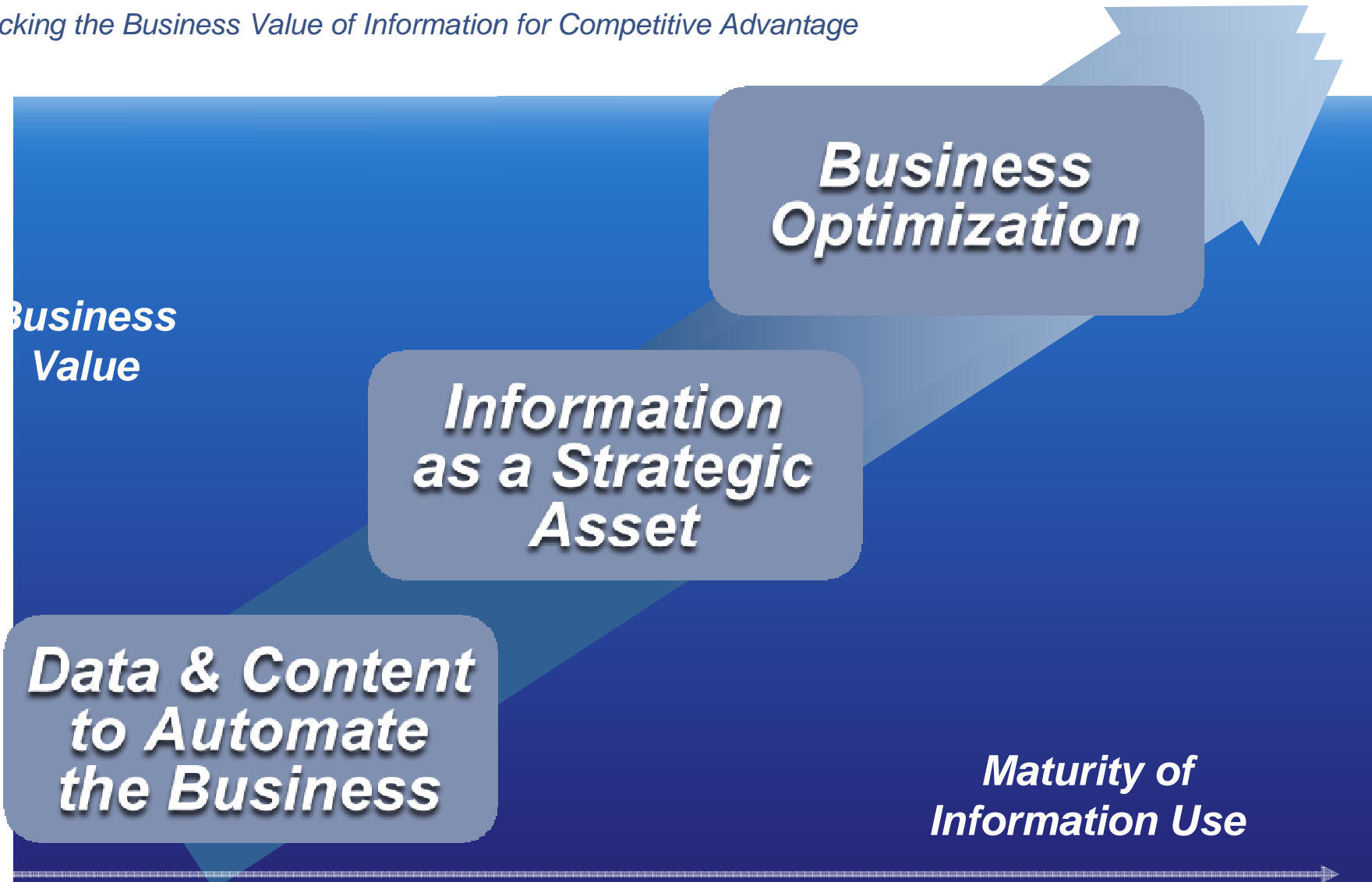
# The Information On Demand Journey

## Investment, Innovation, New Offerings, Increased Value



# Accelerate to the Next Level

*Unlocking the Business Value of Information for Competitive Advantage*



# Delivering Trusted Business Information

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

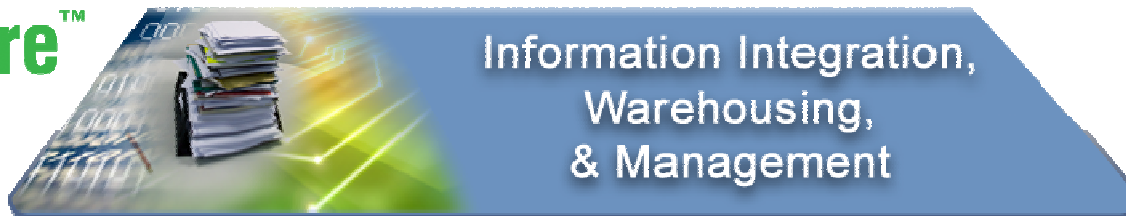
**BUSINESS OPTIMIZATION**

**BETTER BUSINESS OUTCOMES**

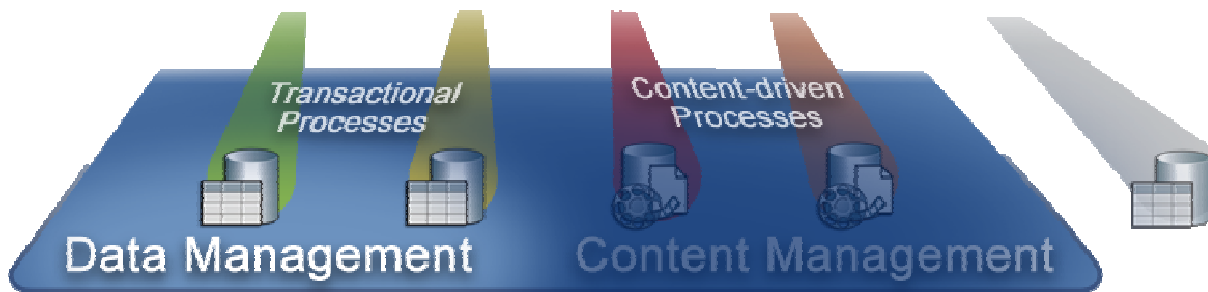


BUSINESS VALUE

**InfoSphere™ software**



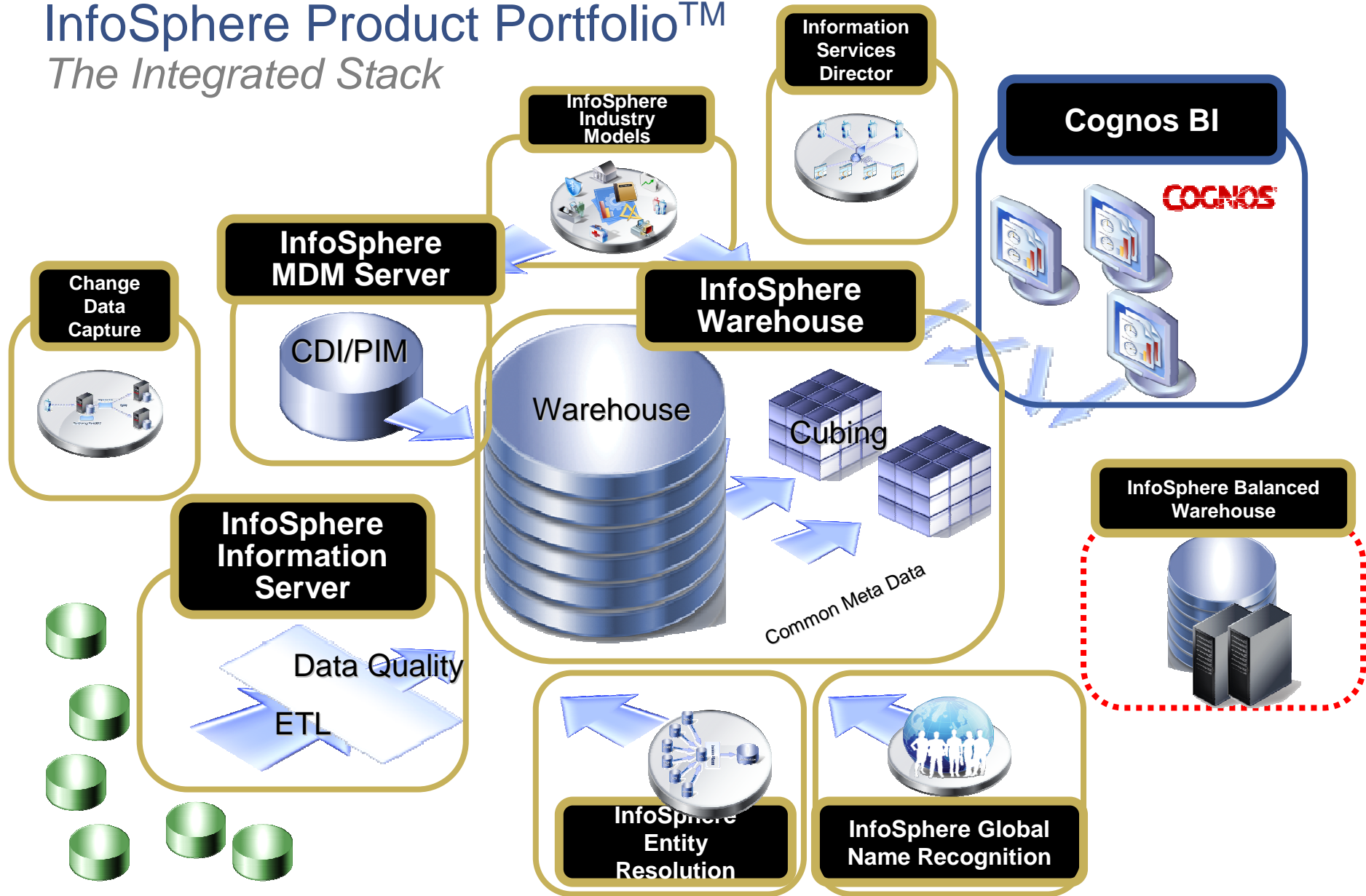
Accurate & Trusted View, Managed Over Time



INFORMATION ASSETS

# InfoSphere Product Portfolio™

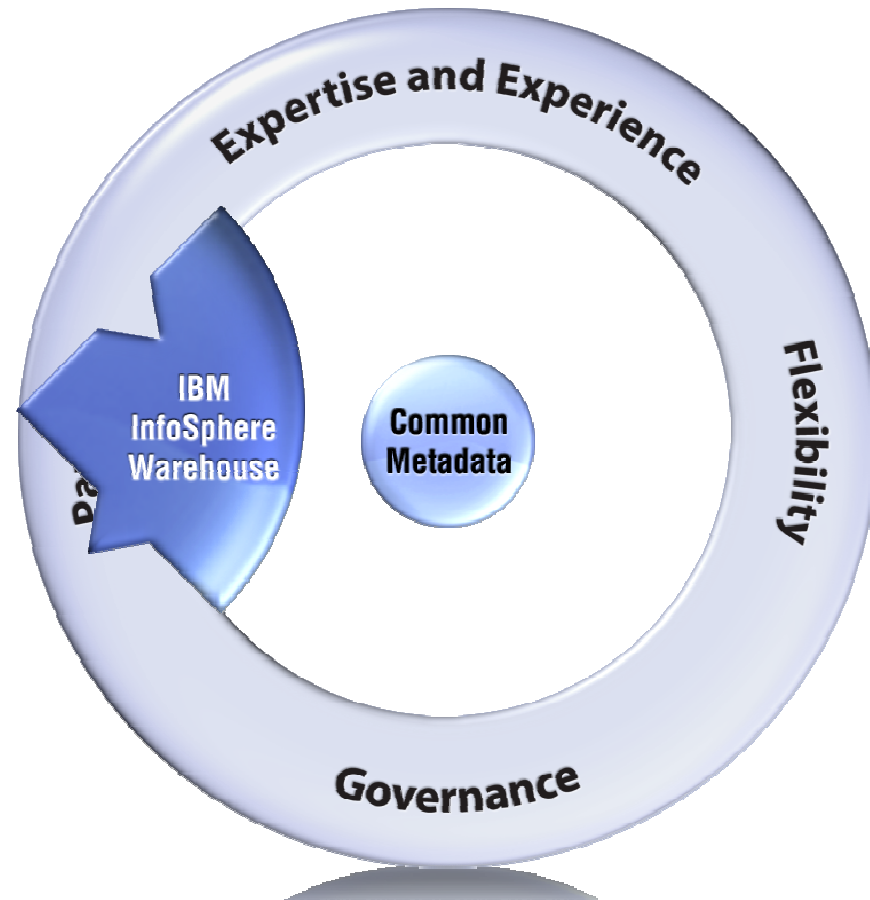
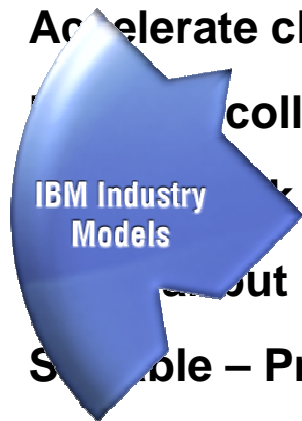
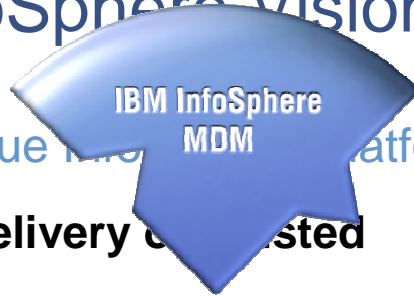
The Integrated Stack



# The IBM InfoSphere Vision

An Industry Unique Information Management Platform

- Simplify the delivery of Trusted Information
- Accelerate client value
- Enable collaboration
- IBM Industry Models
- Out of the Box Integrated
- Scalable – Project to Enterprise



# The Synergy Story

Models	Cleansing	ETL	MDM	Data Warehouse	BI
--------	-----------	-----	-----	----------------	----



OR





# The Synergy Story

Models	Cleansing	ETL	MDM	Data Warehouse	BI
--------	-----------	-----	-----	----------------	----



Q: Who invests in these integrations?

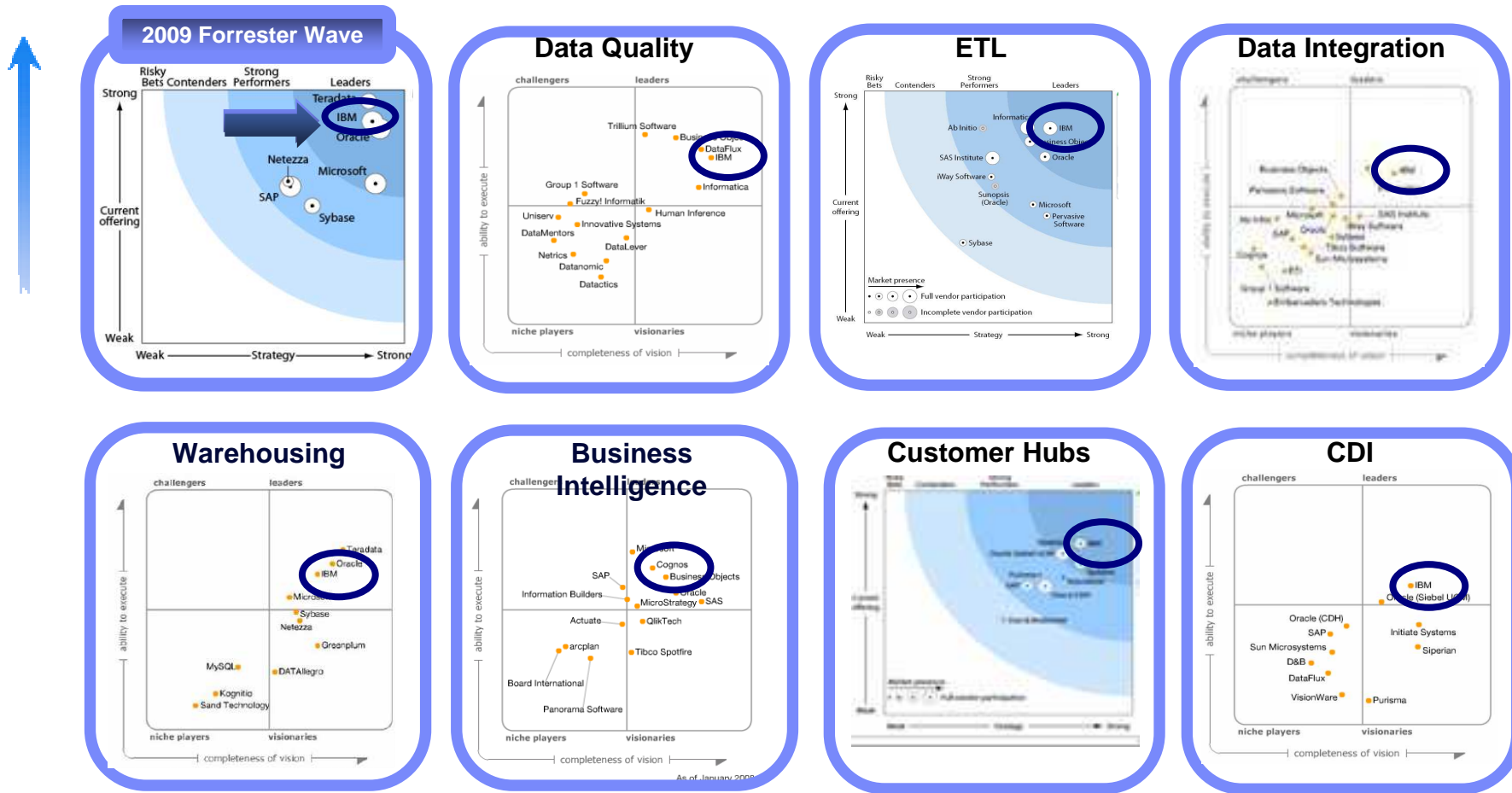
A: IBM

A: You



# Leadership Recognition Across IM Value Chain

The Only Recognized Best Of Breed Portfolio Across Entire Warehouse Value Chain

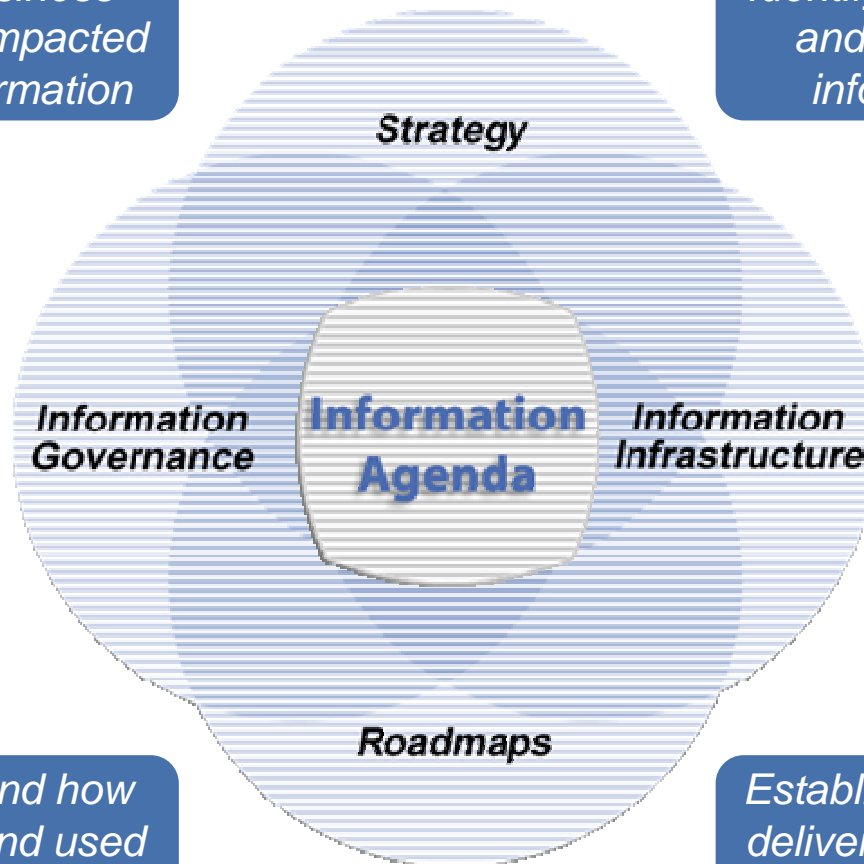


# Organizations Need an Information Agenda

*An approach for unlocking the business value of information*

*Determine primary business objectives that can be impacted through the use of information*

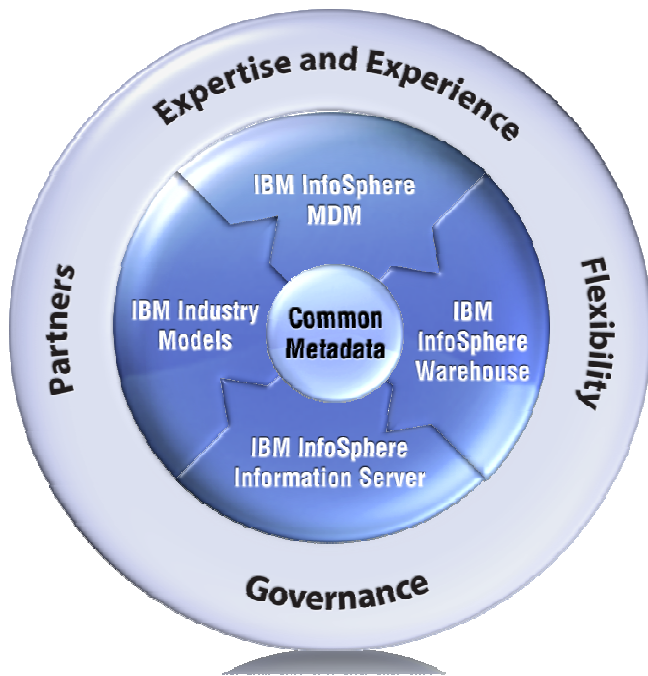
*Identify technology components and capabilities to address information requirements*



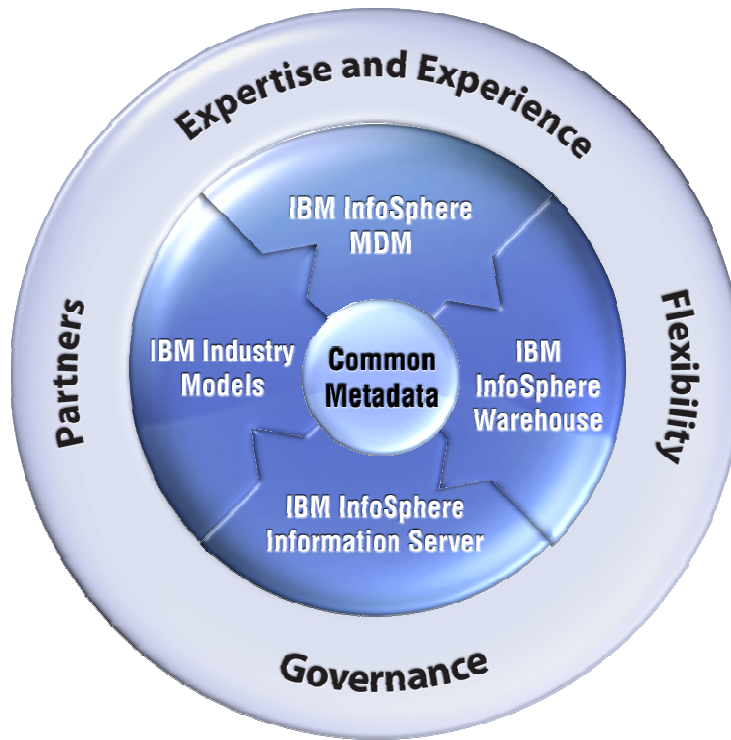
*Drive consistency around how information is defined and used across the enterprise*

*Establish a plan for projects that deliver both long and short-term returns on investment*

# InfoSphere product users in Hungary



# InfoSphere™ software



*Trusted Information*