

INTERVIEW WITH RICHARD WORZNIAK

- Lindsay Green: Hello and welcome to the Biztech Report's *Internet Radio*. Hi, I'm Lindsay Green and today we present the next installment in our IT Solutions Series, *Doing More With Less*, sponsored by IBM. In today's report, we once again discuss the challenges IT managers are facing and explore the latest trends and approaches being used by leading edge organizations around the world to accomplish organizational objectives. Here to bring us another discussion on how organizations in today's economy are doing more with less is Biztech Report's editorial director, Laine Cooper.
- Laine Cooper: We're very lucky today to be chatting with Richard Worzniak, the Program Director of data server marketing at IBM. Richard, thank you so much for joining us today.
- Richard Worzniak: Oh, thank you, Laine.
- Laine Cooper: So, the issue of data management of course I think especially in the context of the current economy is looming particularly large today. Perhaps you can tell me how the current economic situation from your standpoint is affecting the way organizations and enterprises in particular are approaching the enterprise data management challenge.
- Richard Worzniak: Well, it's really challenging times for enterprise data management in most organizations. I think they're caught in a pincer right now. On the one hand, they have the volumes of data growing at a really rapid rate due to everything from RFID devices in retail to explosions in numbers of users in a lot of organizations. And on the other hand, budgets are flat, and so they're asked to do more with less and that is always a huge challenge for any organization.
- Laine Cooper: How are the financial justifications being done? Are you seeing new data management initiatives being undertaken even in the context of lower budgets or people developing new ways of either funding or approaching data management to do it in a more cost effective fashion?
- Richard Worzniak: Yes, absolutely, Laine. I think the way people are looking at it now is that data management has become so central and mainstream in business operations as well as the business intelligence aspects of running those organizations that the data management to some extent is almost a commodity or utility for them. And the question is, how can I manage all of the data I need to? How can I manage the amount of data even when it's growing

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at a lower cost? And so a lot of the requests or proposals we get and the conversations that we're having with clients are around how they can maintain that utility, if you will, maintain that large amount of data that they need to have under management and do it for lower costs than they have been paying over the last four to five years. And that really is about smart technology that makes that possible to achieve.

Laine Cooper: Can you describe what some of those new technological capabilities are that enable you to do, in essence, more with less?

Richard Worzniak: Yeah, sure. One of the technologies we've spent a lot of time on in the last couple years is our data compression technology, and that pays a huge benefit to clients. Of course, data compression is sort of old news, it's existed everywhere. Everyone uses zip files, has some experience of it firsthand, but for a database, there's a number of key technical problems that really had to be solved to make compression effective. One of them is, it's pretty unacceptable on most database systems to increase response time, so while it's not that big a deal to you to zip up a file full of pictures and take three minutes to have it unzipped when your grandma gets it or something, you don't want to go to an ATM machine and wait 30 seconds between prompts because data is being decompressed.

So when we put our technology together, we worked with the IBM research groups to come up with data compression that actually in most cases speeds response time versus slowing it down, and that is a huge savings. The reason it's a such a huge savings in a large database, imagine a 10 terabyte online database, if you can compress that data down to half of that size, you have 5 terabytes of disc you can take offline. So that saves not only disc server licensing costs but it saves cooling costs, energy costs, costs to spin tape to back up those discs, costs to ship the tapes offsite. It costs to store them offsite. It's a multiplier effect.

So that's one example of how we're able to go in and help clients maintain all of the services that their organizations demand that are based on these large databases but really drive their costs way down.

Laine Cooper: That's very interesting. The other thing that we've seen in a lot of the research that we've been involved with, and I think I've even seen some numbers out of IBM, point to the issue of managing the complexity associated with today's data management environment.

You know, you have a lot of different types of structured and unstructured data and a lot of different types of media that didn't used to be part of the equation. Are there any automation tools or any technologies that IBM is putting out there that allows them to manage that complexity?

Richard Worzniak: Sure, we're hitting that really with two key ideas. One of them is our desire to really optimize the roles of the database practitioner. So whether they're database architects or application developers focused on databased applications, or DBAs who have the responsibility to keep the systems up and running well, across that whole life cycle we're providing tools that are integrated that we believe can really help those people be highly efficient and effective in delivering the services that they need to deliver. So helping IT professionals and particularly the database oriented professionals really be the most productive they can is one way that we're trying to help with that.

The other way is through a very specific product which we got through acquisition about a year ago, which is called Optimum Data Growth Solution. And Optimum Data Growth Solution is a wonderful way that you can really attack this complexity head on. What it does is it provides a layer for smart archiving that exists and has the ability to archive business objects that span multiple domains. So no longer are you just backing up say the DB2 database that's running a PeopleSoft application, but you're actually backing up the application server, the PeopleSoft specific data, the DB2 instance that's supporting it and maybe also an Oracle database that is linked to a [inaudible – CBEL?] system that has customer data that's important to that business transaction.

And so by doing that archiving at the business object level, you're greatly simplifying the overall view of that large complex of information that you need to service the client in that particular instance.

Laine Cooper: Excellent. Very interesting. So as the environment changes and some of the imperatives that you've described, the idea that you have to put large amounts of data into small spaces by using more advanced compression technologies, and I guess actually even more important, decompression technologies, as you described it. And so with some of these tools, how does it affect – from an IT manager's perspective – how does it affect the required skill sets that they must have to effectively support a modern data management operation?

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Richard Worzniak: Well, certainly they need to have highly skilled professionals. I think you touched on this really well, Laine, when you mentioned the expansion of information management from structured data to include content management and information integration and meta-data management and master data. So the realm of expertise of the professionals in the organization really needs to really manage information effectively has exploded. So it means that there's more time required for people working in this field to continuously reeducate themselves and stay up to date, and it also means that in some instances, organizations need to really find vendors and service organizations that they can rely on to provide expertise about new technologies that they still may be coming up to speed on.

Laine Cooper: That's one of the things that of course we've also seen is the desire to simplify things by consolidating the supplier base. Are you still seeing that as well from your perspective that people want to do more business with more trusted advisors to help manage the increased complexity of the situation?

Richard Worzniak: Yes. Very much so. I think that's a key strategy, again, to help organizations do more with less is consolidation, and it takes two forms. There's both the one you mentioned, which is vendor consolidation. Let's not have 23 different suppliers in here providing us with information management technology or IT infrastructure or applications. Let's get down to a core set that we really are working with.

And the other is instance consolidation, which is many organizations in the past have really put up a lot of instances of key applications. Maybe it's a SAP instance in every regional office, maybe it's a store site point of sale computer, and a lot of organizations are looking at ways that they can go to fewer, larger systems, sometimes using partitioning technology. The capability is certainly there in the data management software at this point to service multiple instances out of a single data server, so we're ready to help with that. And that can provide some real significant cost savings to organizations, both in terms of license, hardware costs and of course, DBA time to maintain those disparate, spread out networks in multiple instances.

Laine Cooper: Excellent. So we've already talked about several key technologies that are helping IT managers today deal with the volume and the complexity. Looking forward, what either new technologies or

new applications of existing technologies do you think IT managers should be looking out for to enhance their ability to probably deal with even more complexity down the line with even fewer resources if this economic downturn continues its trajectory?

Richard Worzniak: Well, I think moving to more centralized services, for instance, our Infosphere information server, is a great way to have a central server in your organization that can help move information from one application to another in real time and by doing that, I think, eliminating silos and duplicative data. And really at the core of all that I think is embracing the concept of data governance, and starting to treat all of the data in the enterprise as an enterprise asset in the same way that corporations treat all of the accounts receivable as an asset that needs to be managed consistently, we see more and more organizations stepping up to manage their data that way. And once organizations really get in that mindset, they find that they have a lot less duplicative data, they have better ownership of data, the data quality goes up. And therefore, the decision making that's based on the data gets better, which of course is a key goal in all of this to help drive increased profitability.

Laine Cooper: Richard, thank you so much. This was a very insightful. I appreciate your taking the time to sit down with us today. We'll be exploring these issues in more detail on other podcasts, but Richard I hope we get a chance to get you back in here to talk about some of the other strategic operational and financial implications of data management in today's environment.

Richard Worzniak: Thanks, Laine. I'd look forward to doing that, and thank you very much for the opportunity to talk with you here today.

Laine Cooper: Lindsay, back to you.

Lindsay Green: Thanks Laine. Today's Biztech Report podcast is sponsored by IBM, where the big blue team is working with clients to develop new business designs and technical architectures that enable the flexibility required to compete in today's economy and global landscape. For Biztech Reports, this is Lindsay Green.