

IBM **Information Management** software



**Unlock the potential of data with the  
right data warehouse solution**

Regardless of size or industry, every organization needs fast access to accurate, up-to-the-minute data. After all, an organization's data holds the key to business insights, innovations and new revenue opportunities. It's a way to increase employee productivity and transform customer service—and the first defense against competitive threats.

Yet many organizations are unable to turn their data into actionable business insight. Why? While most have data marts or data warehouses to consolidate data into a central repository, in reality these systems often contain only structured data from isolated information silos. In the absence of a unified, enterprise-wide view of data, there is no single version of the truth. And that means inaccuracies, errors and missed opportunities, not to mention the potential for compliance violations.

An effective data warehouse solution offers value beyond simple query and reporting capabilities. It offers a significant competitive advantage through dynamic and balanced warehousing capabilities that enable you to continuously manage data, from current details to aged summaries, and transform it into information-led business initiatives. This approach enables you to deliver immediate business insight to all of your business users, rather than limiting you to providing after-the-fact reports and analysis from data warehouses.

The right warehouse solution can help you:

- *Support business requirements for a single version of the truth and actionable, real-time information.*
- *Enable users to perform ad-hoc, exploratory analysis to uncover hidden insights.*
- *Serve the increasing number of mixed applications that leverage all types of information, including both structured and unstructured content.*
- *Meet the challenges of rising data volumes and ever-increasing data requests through the ability to scale easily and affordably.*
- *Provide optimal warehousing performance out-of-the-box.*
- *Comply with regulations and risk management requirements.*



### Choosing the right data warehouse

Once you've made the decision to implement a new data warehouse, you want to make sure you choose the one that's right for your organization. One that can grow easily and affordably to meet future requirements. One that can speed time to value while continuing to produce ROI as your business evolves.

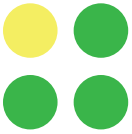
So where do you get started? By identifying your criteria and the features individual data warehouses should offer. This buyer's guide provides checklists for starting points that you can use when evaluating vendors and their products. As you look for the solution that best addresses the challenges you've prioritized, keep in mind the importance of a provider who will be able to support the full breadth of your data warehouse solution.

### Speed ROI through fast deployment

Your IT staff have enough on their plates without having to spend months trying to make a data warehouse solution work with your environment. Rather than waste valuable time and resources, you should take advantage of one that's preconfigured and pretested. A truly cost-effective data warehouse solution lets you get up and running quickly—with predefined starting points and integration kits. And once it's installed, you should be able to maintain it easily through user-friendly administration features like wizards and graphical user interfaces.

As you evaluate data warehouse solutions, look for one that offers:	IBM	Other vendor
Reduced complexity and risk through preconfigured, ready-to-go components based on best practices and extensive certification.	✓	
Common design tools and interfaces that make it easier for your IT staff to use and deploy warehouse capabilities.	✓	
Easy integration with leading applications and portals to help optimize deployment speed and keep costs down.	✓	
Automated wizards and reusable templates to foster speedy report production.	✓	
Prebuilt portal integration kits for quick deployment.	✓	
Around-the-clock support from a single phone number.	✓	



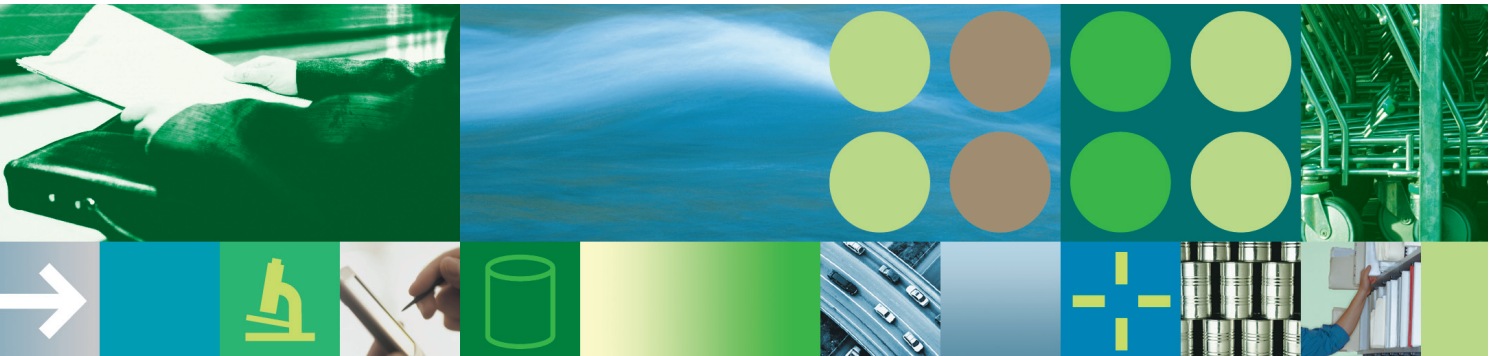


**Gain flexibility through industry-standard components**

Many traditional data warehouses are constructed and maintained using proprietary tools and components that create big integration and enterprise standardization challenges. Not only do they not integrate with current investments, they have limited capability to grow to meet future needs. All too often this means high development and maintenance costs, and an inability to access information efficiently.

The ideal data warehouse integrates with your existing infrastructure and tools and offers a clear growth path. Proven hardware and software based on industry standards is best, so you're not locked in to a single platform and can more easily accommodate new tools and capabilities. It's also important to keep in mind the ultimate goal: the ability to free information from the silos in which it resides and deliver it as a service, in the right context and format, to any business process or user on demand. Open standards like XML and flexible architectures, like a Service Oriented Architecture (SOA) are critical to achieving this goal.

The data warehouse solution you choose should:	IBM	Other vendor
Leverage an open Service Oriented Architecture (SOA) that works throughout heterogeneous environments and across operating platforms.	✓	
Allow you to scale easily as your business grows, helping to reduce hidden training and maintenance costs.	✓	
Offer modular solutions that enable you to plan for prescribed growth ahead of time.	✓	
Rely on industry open standards and nonproprietary hardware, so they'll work with your existing systems and support easy redeployment as needed.	✓	
Provide a robust portfolio of out-of-the-box solutions designed to meet varying warehousing demands for organizations of all sizes.	✓	



**Promote true insight through advanced analytics**

As the landscape gets more competitive each day, organizations need to be able to analyze information on demand to optimize each transaction. Answering “what if” questions and finding significant patterns in data can be critical to developing strong strategies for this changing business environment. But to do that, you have to be able to consolidate all types of information assets and apply real-time analytics to turn information into actionable business insight. You want to quickly pinpoint who your most profitable customers are—and then find new ways to target those segments. Calculate your revenue leakage—then take steps to minimize it. And strengthen your competitive advantage by identifying trends faster.

As you're evaluating solutions, make sure the data warehouse solution you choose:	IBM	Other vendor
Incorporates knowledge from structured and unstructured information.	✓	
Facilitates real-time access to aggregated, cleansed information.	✓	
Provides inline analytics that can be leveraged as part of a business process.	✓	
Offers key data mining functions such as modeling, scoring and visualization.	✓	



### Optimize performance to support increasing data volumes

As the demand for resources increases, organizations require more balanced and optimized performance from warehouses (balanced storage, hardware and software performance) to keep costs in check and meet varying service level requirements. Ideally, the data warehouse you select should be designed with workload and compression features that guard against performance degradation and availability problems, while helping reduce costs.

To find a superior data warehouse solution, look for one that:	IBM	Other vendor
Enables you to scale multiple workloads up and out without affecting performance.	✓	
Offers row compression tools to help you store more data in less space.	✓	
Provides SQL query performance management and monitoring tools to more effectively control the workload of the warehouse.	✓	
Includes hardware component redundancy and a fault-tolerant design for robust availability.	✓	

### The answer is clear: IBM

When you begin to evaluate data warehouse solution vendors, you'll find that IBM offers not only best-of-breed solutions, but also unsurpassed breadth and integration across its information management solutions. When you're ready to expand into other areas of information management, IBM can support your long-term goals.

IBM offers competitively priced data warehouse solutions designed to help companies of all sizes analyze and use information to make better decisions. Flexible and agile, you can implement a solution that supports your current business needs and scale it all the way up to hundreds of terabytes of data. Unlike most data warehousing and business intelligence solutions that are pieced together with components from multiple vendors, the IBM Balanced Warehouse™ is a data warehousing solution comprised of pretested, scalable





and fully integrated system components of DB2® Warehouse, Server and Storage. By combining essential components into a preintegrated IBM Balanced Warehouse solution, IBM provides you with a fast way to cost-effectively implement a powerful and scalable data warehouse solution that can help you drive improved business performance.

IBM DB2 Warehouse software, which is at the heart of the IBM Balanced Warehouse solution, provides a complete, integrated and highly flexible and scalable data warehousing stack that works together from day one. It offers the tooling and infrastructure to simplify the design, deployment and maintenance of an enterprise data warehouse. And built-in industry-optimized mining tools and inline analytics extend powerful warehousing capabilities to all frontline users.

The IBM Balanced Warehouse offerings deliver three main classes of solutions:

- *The IBM Balanced Warehouse C-Class solutions provide midsized businesses and organizations with a simple, affordable solution to jump-start integrating and maintaining multiple, scattered resources into data marts and smaller data warehouses under 1TB of raw data.*
- *The IBM Balanced Warehouse D-Class solutions are designed for mid- and large-size organizations that need to prepare for growth. They provide well defined levels of modular scalability and are aimed at (but not limited to) managing from 1TB to 5TB of raw data.*
- *The IBM Balanced Warehouse E-Class solutions are enterprise-class warehouses designed to support high-availability requirements and provide advanced mining and analytics functionality. They are capable of managing larger amounts of raw data scaling out in modular units of 1 and 2TB, providing prescriptive scalability on high performance hardware.*

#### **For more information**

To learn more about the IBM Balanced Warehouse and IBM DB2 Warehouse software, contact your IBM sales representative, or visit: [ibm.com/software/bi](https://ibm.com/software/bi).





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**TAKE BACK CONTROL WITH** **Information Management**