

# IM Circle

Golf Hotel Punta Ala (GR), 9 -10 ottobre 2008

## Information Agenda: The roadmap to Information On Demand

Marcelo Cabane

IOD Executive Worldwide Sales, IBM



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## *Bridging the Gap*

Becoming an Information Based Enterprise

*Transform information into a trusted strategic asset ...*

**Desired State**  
*Flexibility  
& Speed*

*Business  
Optimization*

**Information Based  
Enterprise**

*...an enterprise with an  
Information agenda*

*Information  
as a Strategic  
Asset*

*Data  
to Automate  
the Business*

**Current State**  
*Information  
Intensive  
Projects*

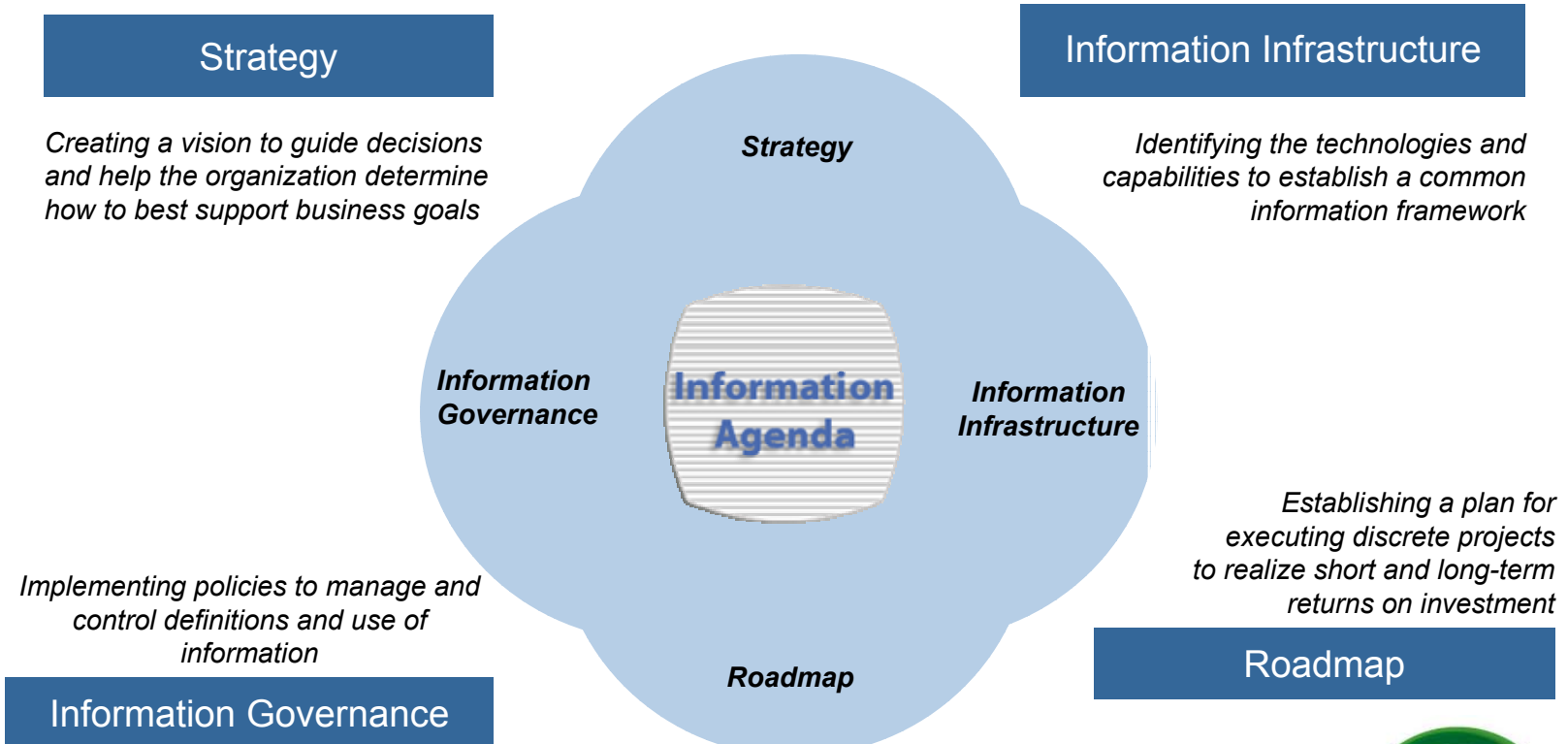
*Agenda*

*Information*



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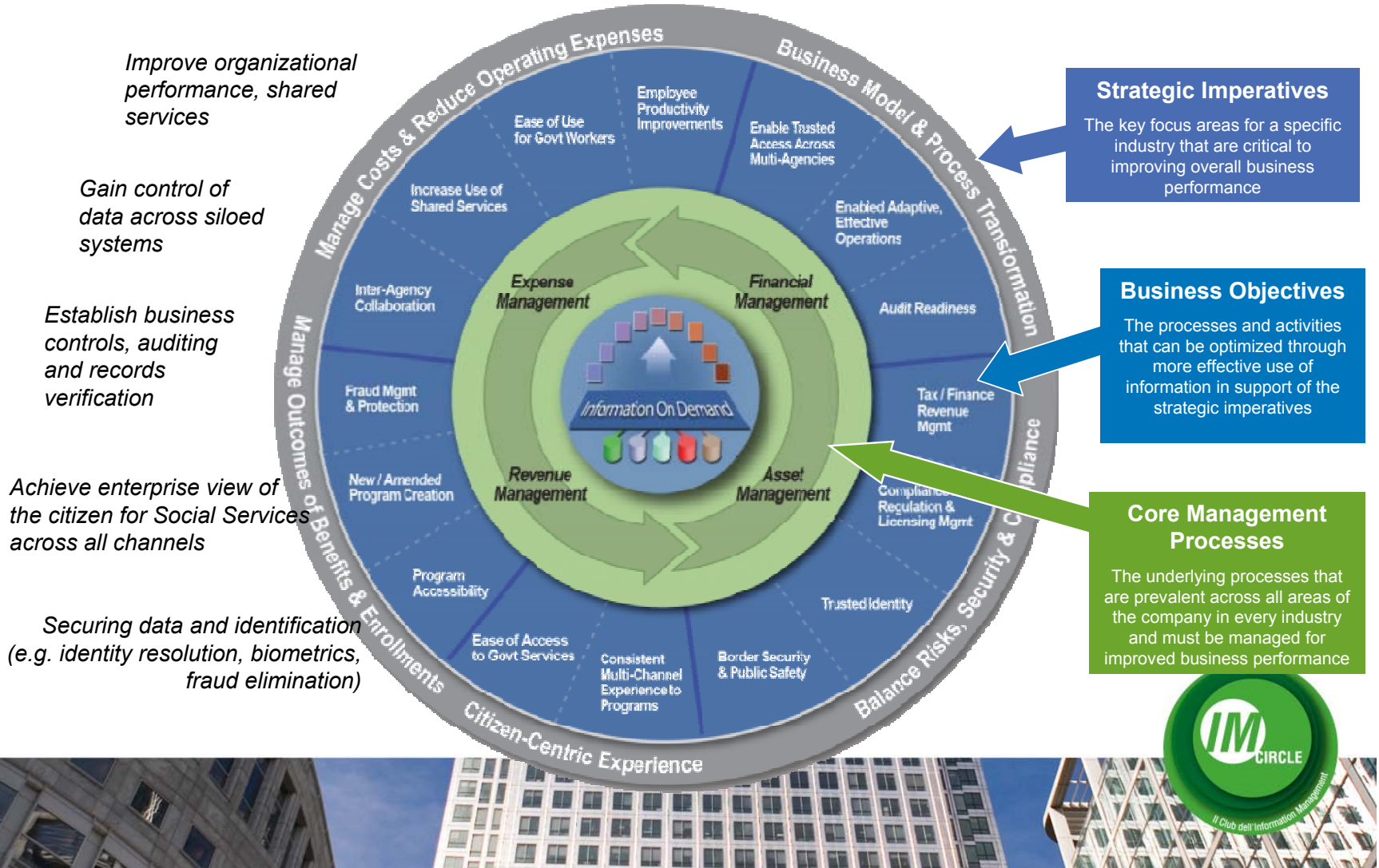
An information agenda offers organizations a proven approach for unlocking the business value of information.





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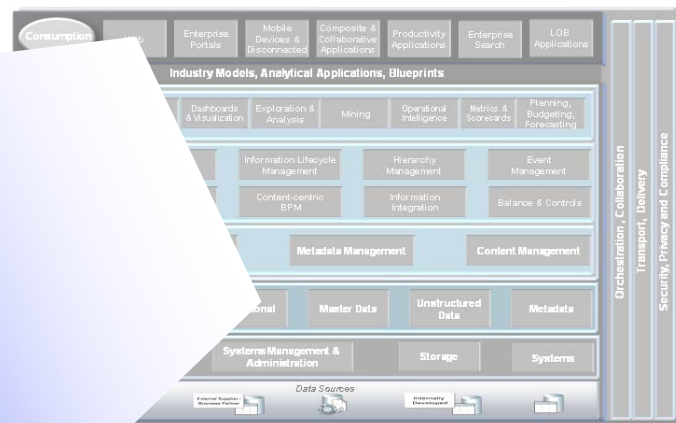
## Information Agenda Guides



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## Information Agenda Guides

Common infrastructure for enterprise-wide business optimization



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## Information Agenda Guides

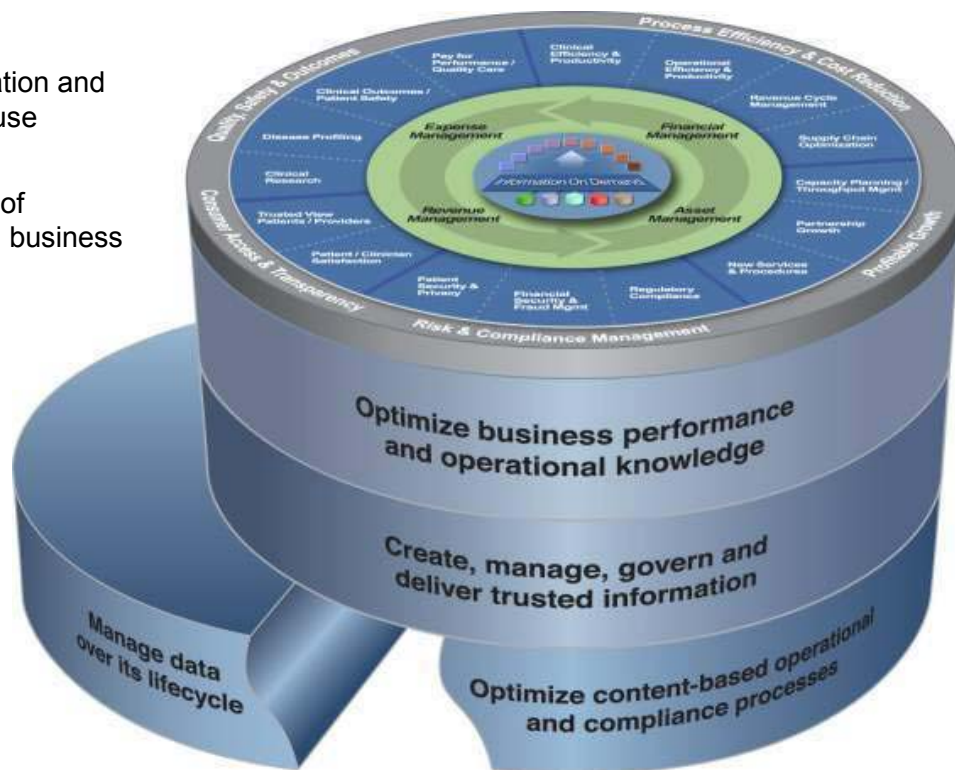
### Data Management

#### Features:

- Common platform for enabling open communication and exchange of information between systems that use different data formats
- Provide the essential foundation for the storage of operational and re-shaped information that adds business value

#### Business Value:

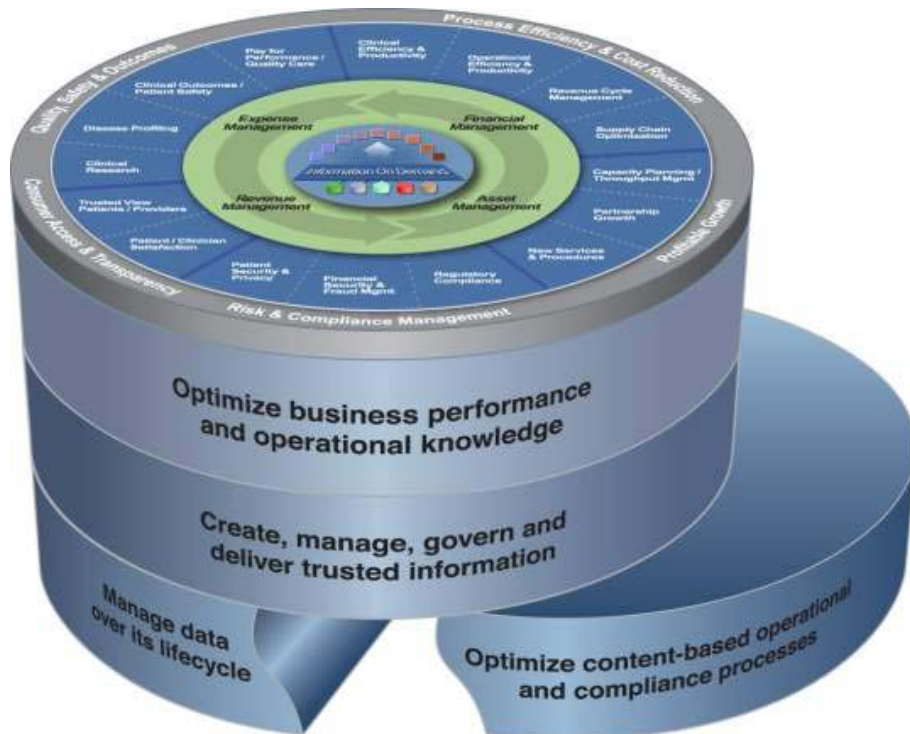
- ✓ **Connect** – integrate systems across the enterprise boundary
- ✓ **Share** – high value data among communities
- ✓ **Improve efficiency** – re-use existing assets and infrastructure
- ✓ **Accelerate innovation** – rapid deployment of new services
- ✓ **Address business problems** – transparently allow business requirements to be captured and realized in the IT System





## Information Agenda Guides

### FileNet – Enterprise Content Management



#### Features:

- **Leverage enterprise content**
  - Integrate content with processes to add value and transform their business
- **Manage content for compliance**
  - Enable compliance through an integrated information infrastructure
- **Integrated service delivery**
  - Eliminate paper-based, manual processes
- **Automate content-centric processes**
  - Streamlining and optimizing complex processes to improve the flow of work throughout the global enterprise

#### Business Value:

- Make better decisions faster by managing content
- Deliver an integrated, open platform that can be deployed globally
- Provide interoperability with the widest selection of IT systems, thereby reducing costs and improving efficiency



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## Information Agenda Guides

### InfoSphere – Trusted Information

Foundation for mastering information to optimize citizen-centered services delivery



#### Features:

- Uniform way of representing, accessing, maintaining, managing, analyzing and integrating data across heterogeneous information sources
- Provides a unified, powerful data warehouse delivering access to structured and unstructured information
- Integration of operational and transactional data in real time

#### Business Value:

- Establish foundation for shifting towards a Citizen-centered business model to improve service experience, outcomes and lower costs
- Foundation for transforming from a siloed environment to
- Master information - 'one version of the truth' across all customer touch points, business applications
- More effective service delivery, coordination across government and partners







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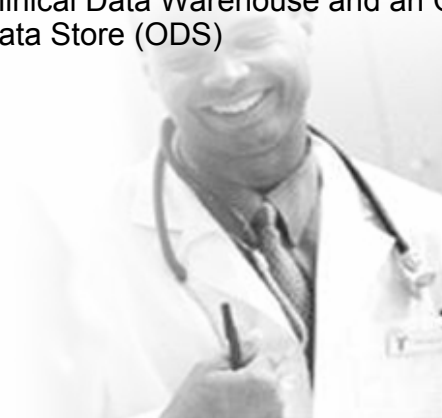
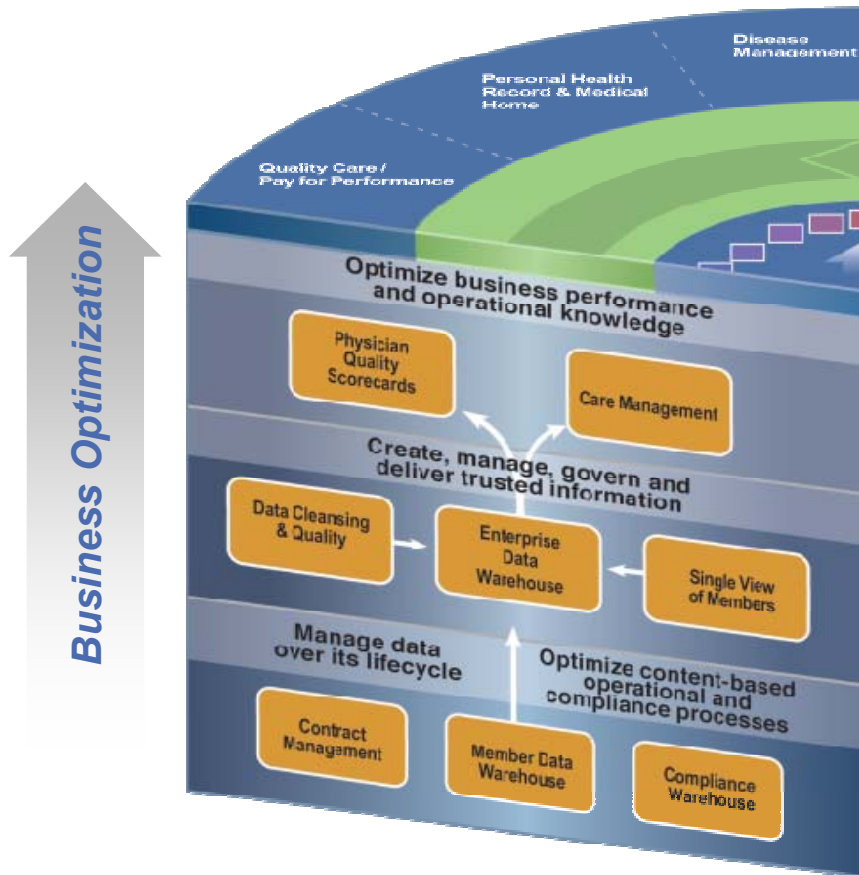
## Information Agenda Guide for Health Plans

### Member Health



### Large National Health Plan

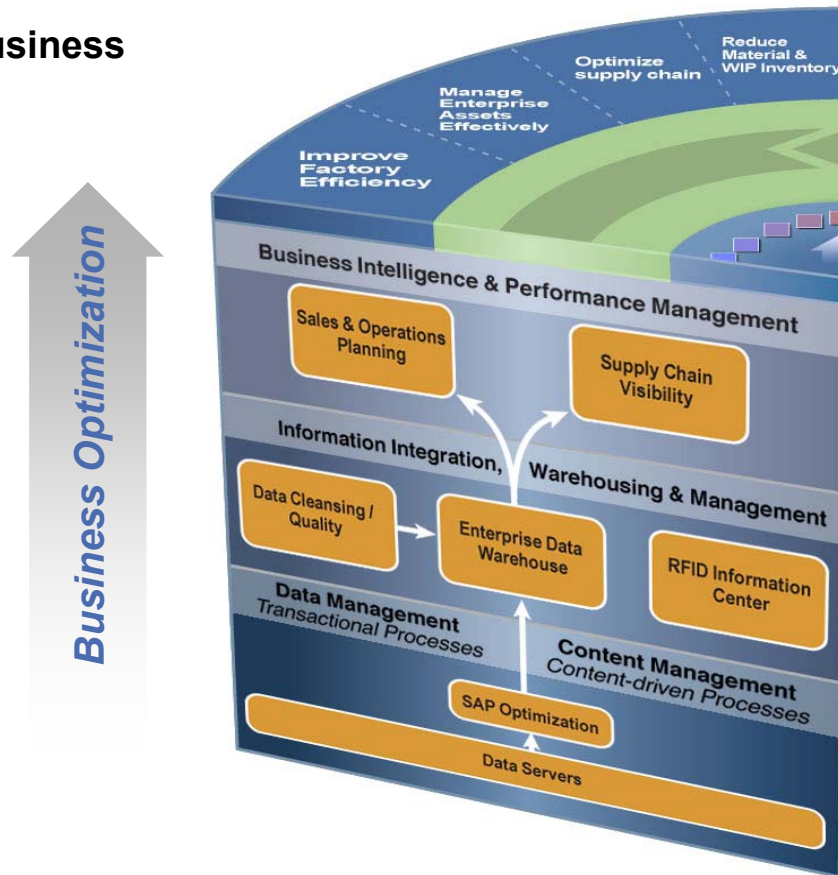
- ✓ Analyzes claims data to predict costs and target interventions at members
- ✓ Uses predictive analytics with imbedded data mining tooling for disease management
- ✓ Using health plan industry models to build a Clinical Data Warehouse and an Operational Data Store (ODS)



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## The Road to Business Optimization

**Automotive Business  
Imperative:  
Manufacturing**





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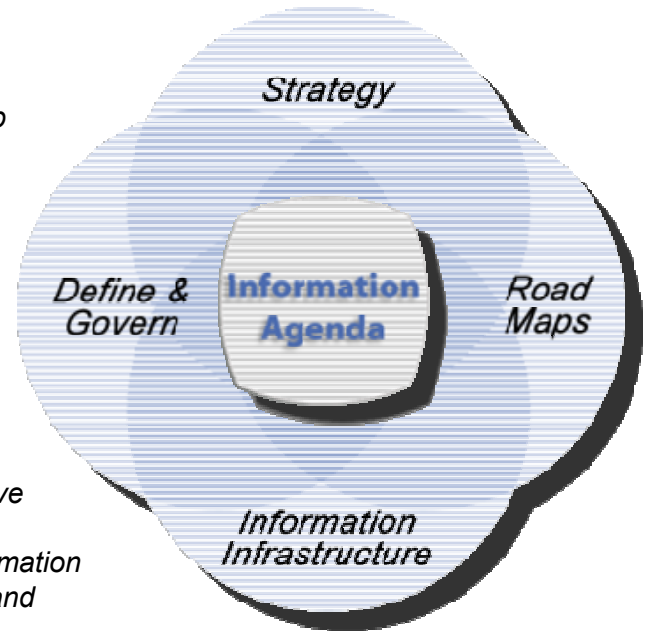
## IBM Information on Demand Assessments & Workshops Accelerate the Development of Your Information Agenda Roadmap

### 1 Roadmap Workshop / Pilot Near-term, Quick Value

Short term roadmap with distinct set of actionable projects that move you towards enterprise information infrastructure

### 2 Enterprise Information Strategy Comprehensive, Long-term

Comprehensive roadmap that includes Information Governance and strategies



**Enlisting an executive sponsor, such as the CEO or CFO, can significantly enhance your ability to obtain the critical participation of line-of-business colleagues.**





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## Business Solution Workshop Comprehensive Business Value Approach

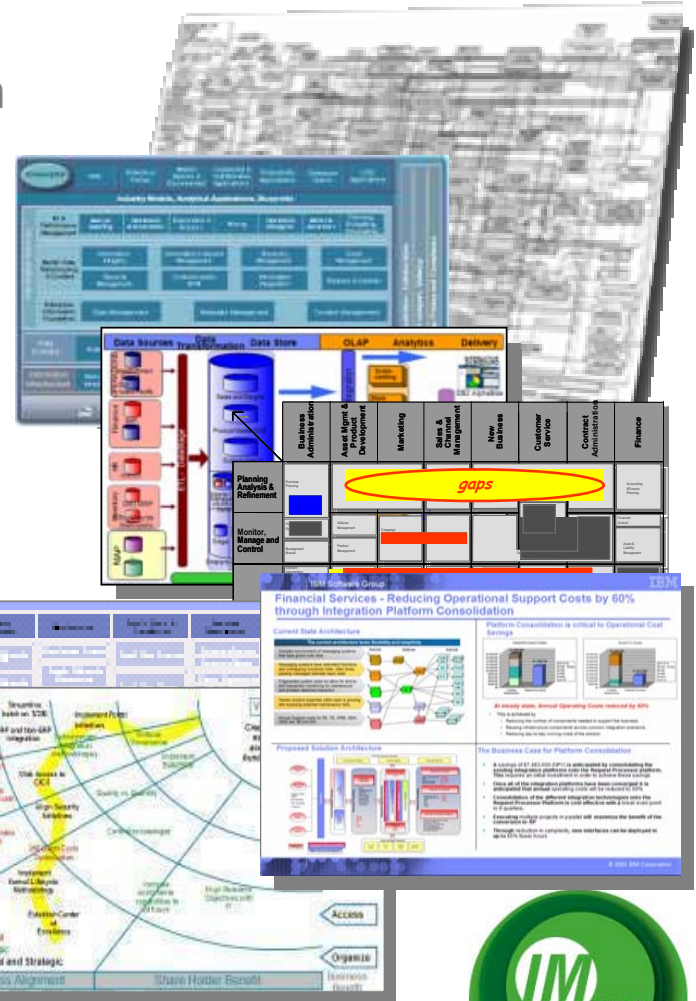
### Architect an Initial IOD Project

- ✓ Create business case and high level plan for the first IOD project to deliver business value in the near term

### Scope

3-6 Week project focused on developing a technical solution architecture and business value case. Typical activities include:

- ✓ Define Project
- ✓ Model Future State Solution Architecture
- ✓ Evaluate And Select Software
- ✓ Size And Scope Project
- ✓ Business Value Assessment





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## *Information On Demand Center of Excellence*

... What's going on in Italy ?

