



Information On Demand

Delivering Information On Demand with DB2 9

Andy Warzecha

Director, Information Management Strategy

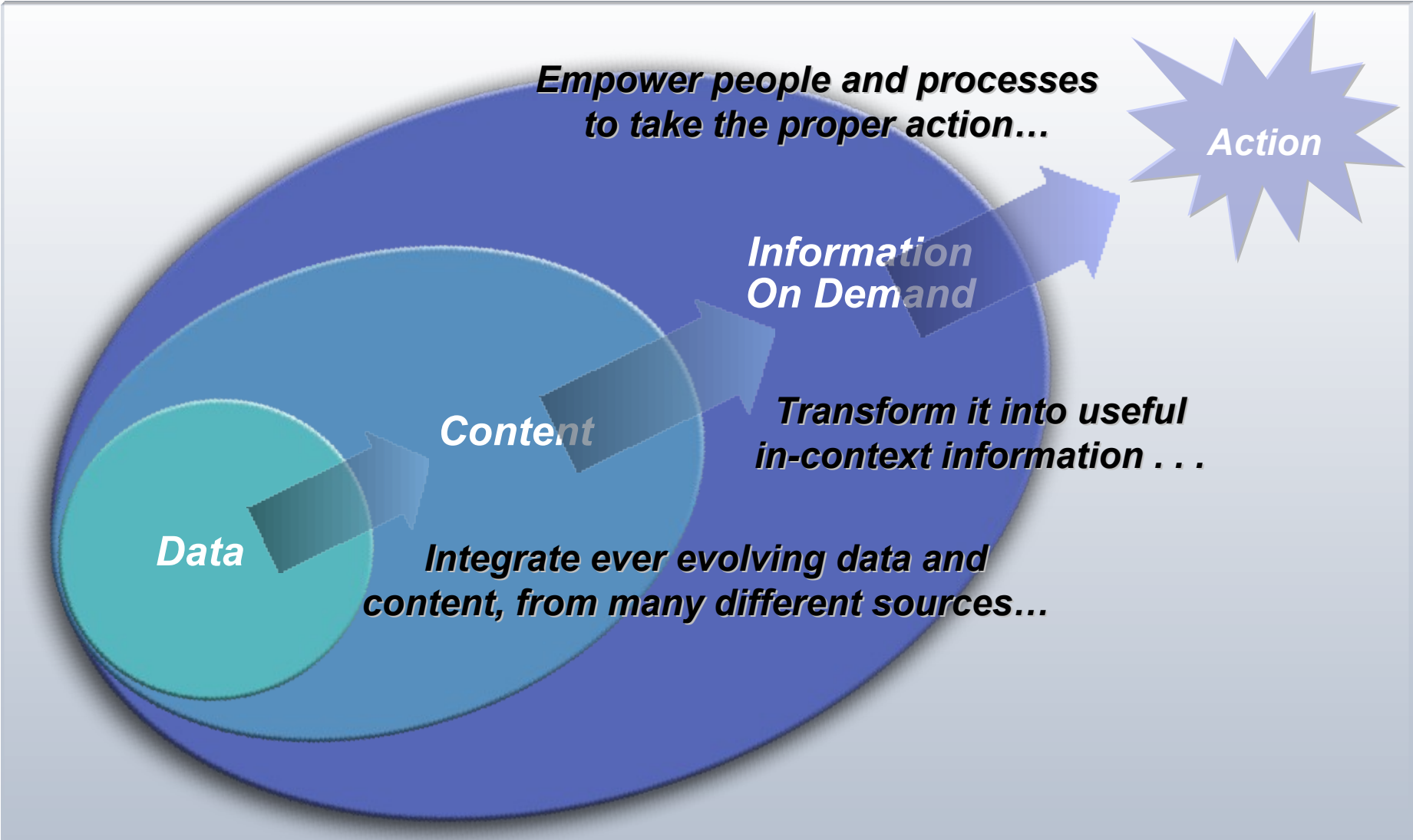
IBM Information Management Software



ON DEMAND BUSINESS™

Information on Demand

Increasing the Business Value of Information



The Information Challenge

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

Today's business challenges mandate a fresh approach to managing information.

Managing information in silos has become obsolete.

Globalization, M&As
 Risk & Compliance,
 Eroding Customer Loyalty,
 Supply Chain Complexity,
 Industry Transformations,
 Cost Cutting...

Multiple Versions of the Truth
 Inaccurate,
 Inconsistent
 Incomplete,
 Inaccessible,
 Untimely
 Out of Context...

Information Must Become a Strategic Asset

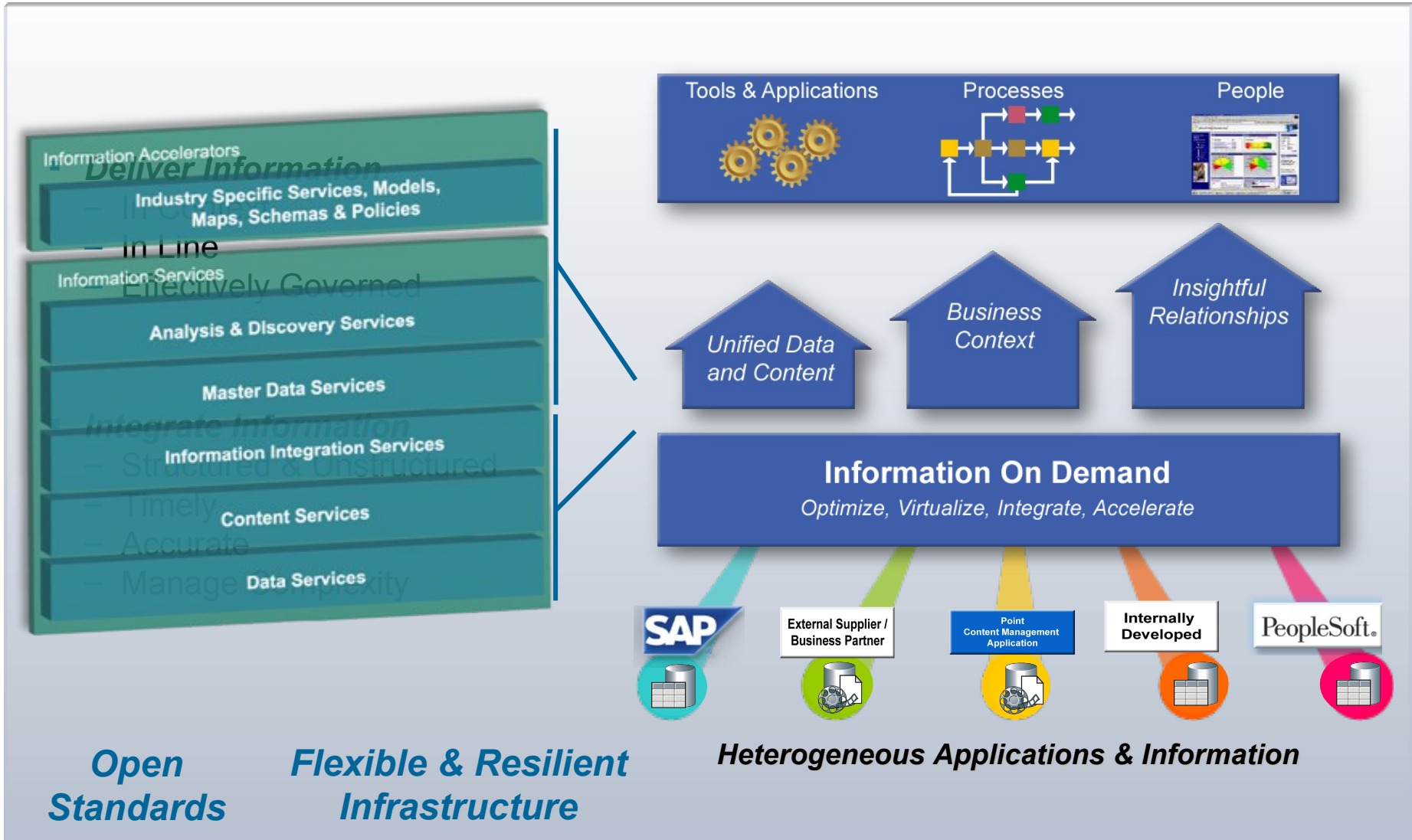
5X More Value creation by organizations effective at using Information as an Asset

60%+ of CEOs: Need to do a better job leveraging information

70% of people's time can be spent searching for relevant information

IBM's Information On Demand Platform

Delivering a Comprehensive Set of Information Services



IBM Information Services & Information Accelerators

The Heart of Information On Demand

Complete Set of Product Offerings

Industry Models
Solution Templates

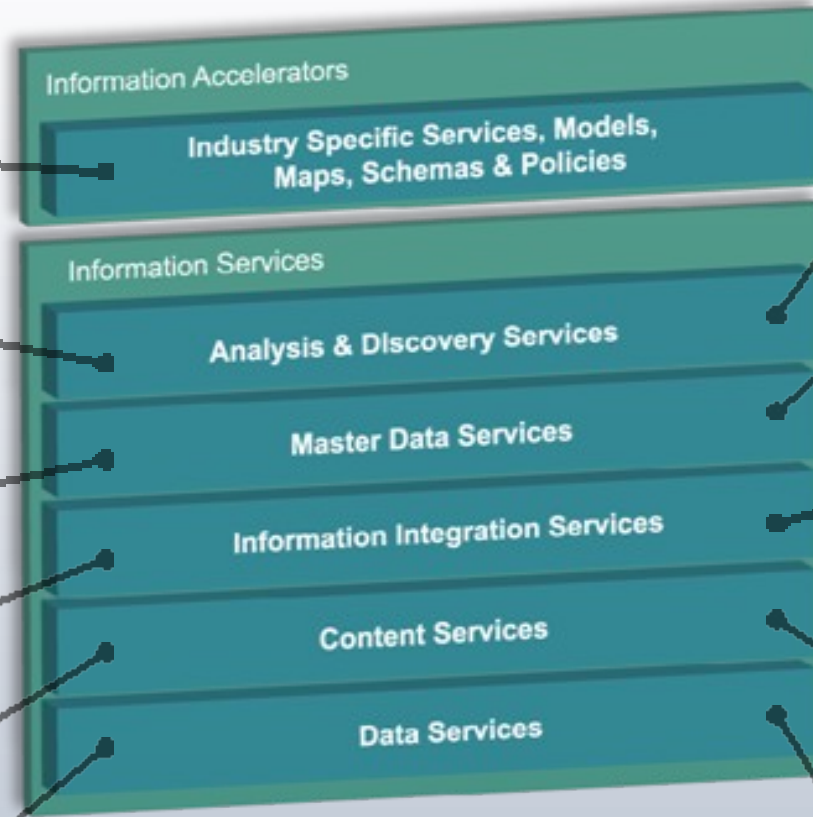
Alphablox
Entity Analytics
OmniFind

Customer Center
Product Center

Information
Server

Content
Manager

DB2, IMS, IDS, U2,
Cloudscape



15 Acquisitions

Alphablox
SRD, LAS
iPhrase

Trigo
DWL

Cross Access
Venetica
Ascential
Unicorn

Apatrix
Tarian
Green Pasture
PureEdge
FileNet

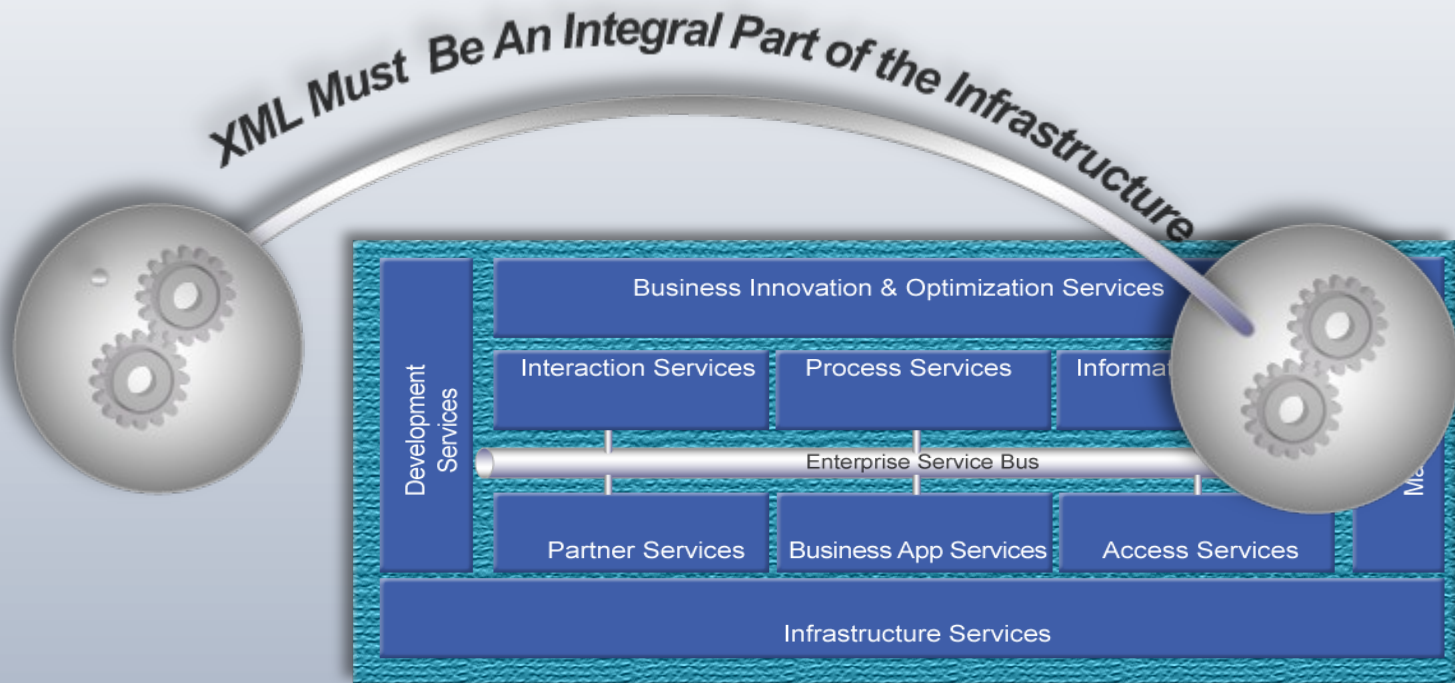
Informix

No Other Vendor Delivers the Breadth and the Depth of Capabilities

XML - the Fabric of Services Oriented Architectures

Your business process platform needs an enterprise information management strategy.

Gartner, April 2006



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

Gartner, March 2005

***“DB2 9 ...
the most significant
database technology
enhancements in over
two decades.”***