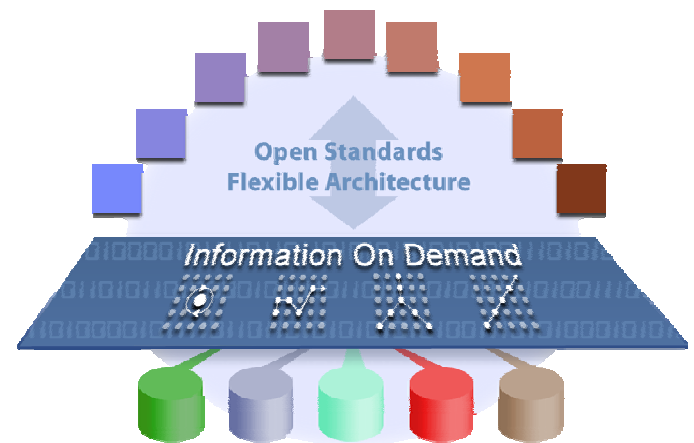




Information On Demand

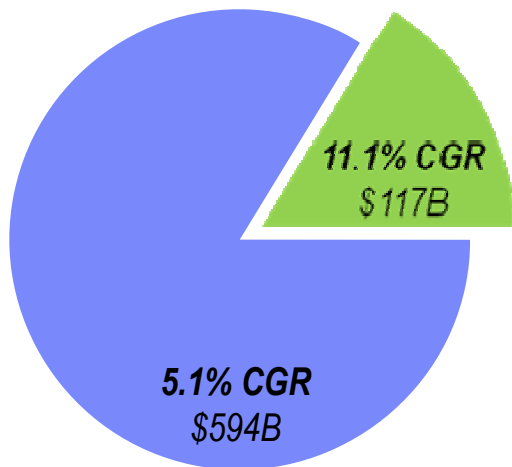
Unlocking the Business Value of Information for Competitive Advantage



New Initiatives Increasingly Focus on Optimization

Organizations Striving for Competitive Advantage

Business Optimization Growth is 2 Times Faster than Business Automation



IT Spending Estimate*
2008

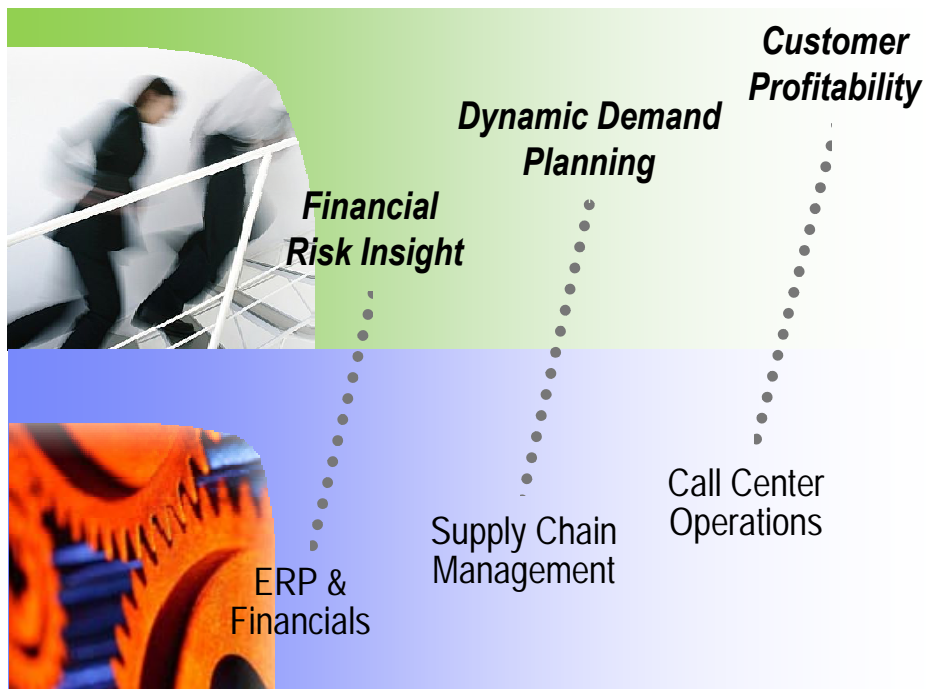
Business Optimization

Information Agenda

Business Automation

Application Agenda

Competitive Advantage



Faster Processing, Reduced Costs

Focusing on Optimization at Irish Life



Leveraging information to shift from policy based to customer centricity

Significant Merger

*Customer information stored across different systems
Virtually impossible to gain complete view of all client interactions*

Shift needed to maintain market share

*No ability to track customers problems
Could not identify cross-sell opportunities
Customers could not get online access to all holdings
Everything policy based, not customer centric*

Improved Customer Satisfaction

Improved Cross-Selling

Enabled Delivery of New Services

Competitive Advantage

Business Optimization
Information Agenda



Business Automation
Application Agenda



Customer Retention

Easier Customer Interactions

Cross Sell Identification

Customer Service Application

Online Customer Applications

Sales and Marketing Applications

Faster Processing, Reduced Costs

Key Challenge is Unlocking the Value of Information



**Information
Silos**

**Volume
& Variety**

**Business
Velocity**

47% of users
**don't have
confidence**
in their information

59% of managers
**miss
information**
they should have used

42% of managers
**use wrong
information**
at least once a week

How Do You Unlock the Business Value of Information for Competitive Advantage?

Business Optimization



Automation

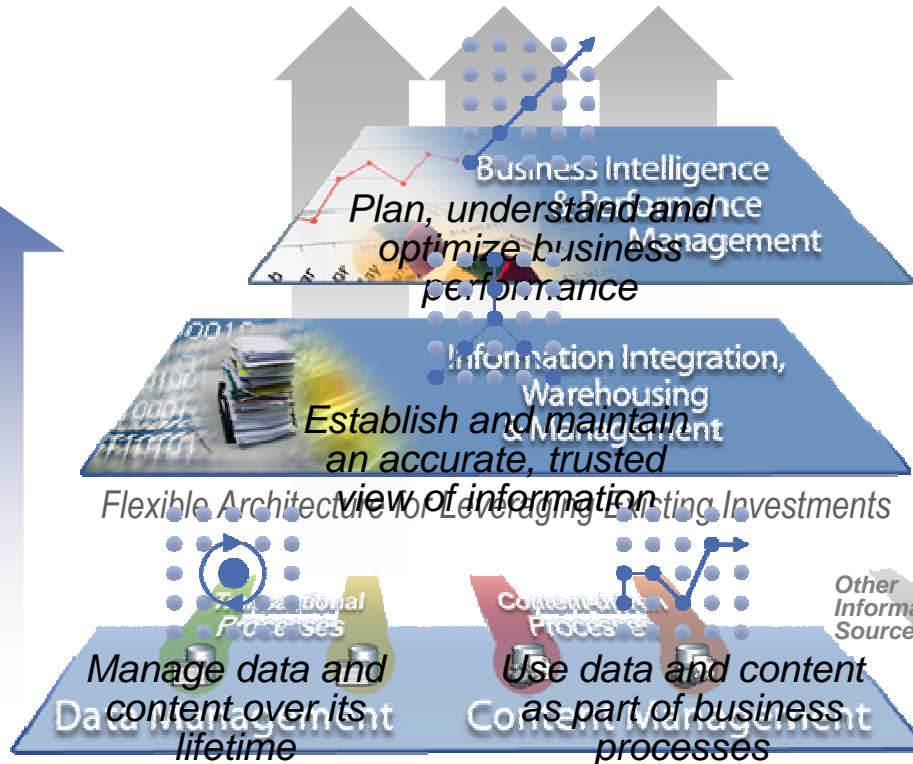
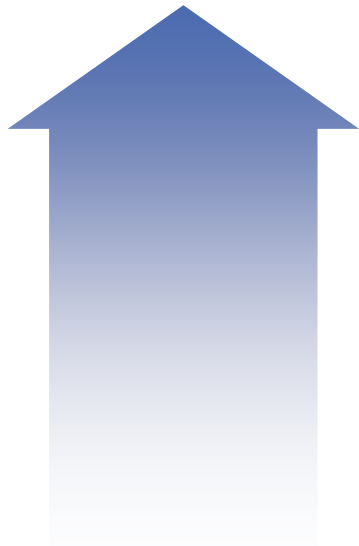


Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability Financial Risk Insight **Business Optimization** Workforce Optimization Dynamic Supply Chain Multi-Channel Marketing

Better Business Outcomes



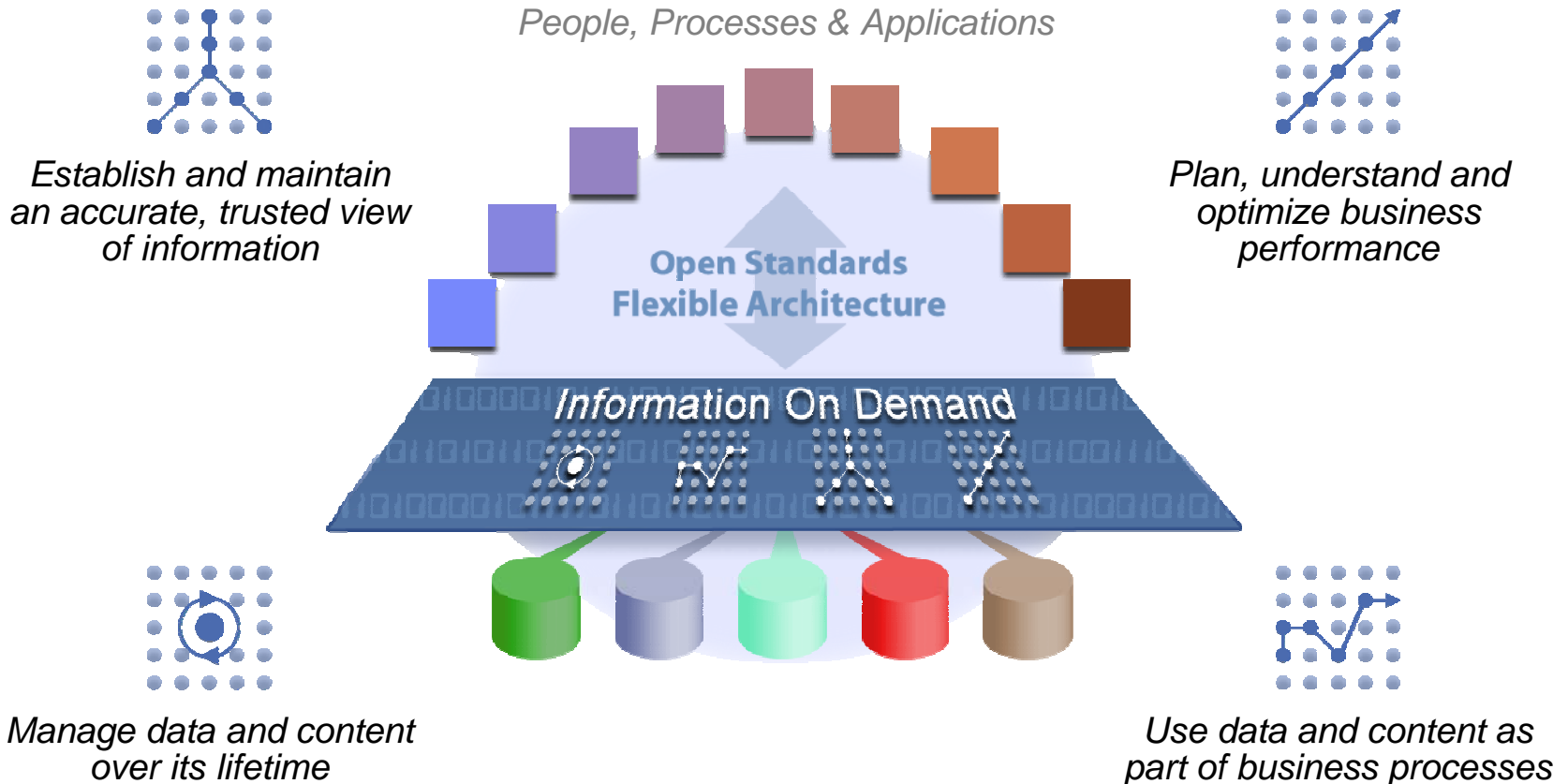
Plan, understand and optimize business performance

Establish and maintain an accurate, trusted view of information

Manage data and content over its lifetime and as part of processes

Information On Demand

Unlocking the Business Value of Information for Competitive Advantage



Organizations Need an Information Agenda

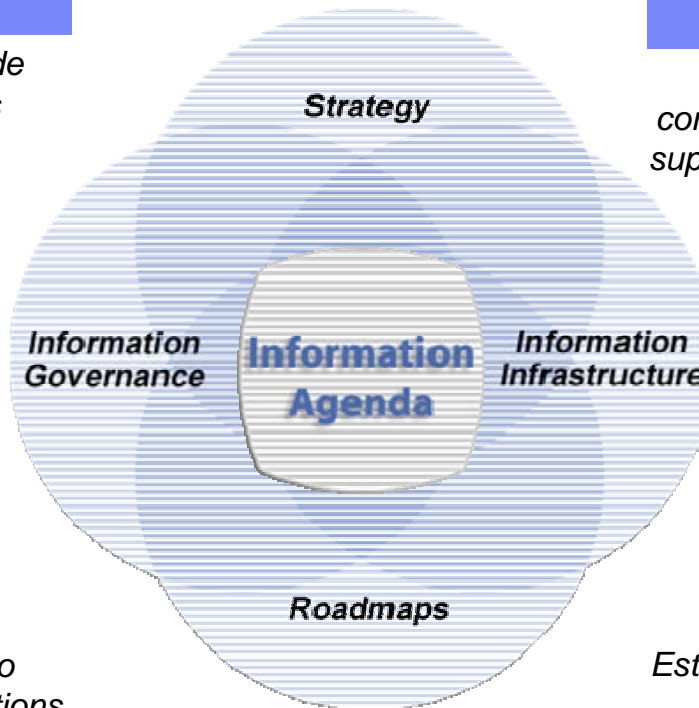
An approach for unlocking the business value of information

Strategy

Creating a vision to guide decisions and address business objectives

Information Infrastructure

Identifying technology components and capabilities to support enterprise requirements



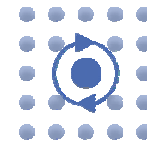
Implementing policies to manage and control definitions and use of information

Information Governance

Establishing a plan that delivers both short and long-term returns on investment

Roadmap

Are you effectively managing data and content over its lifetime?



“...Information is growing like crazy, we need to get control of it...”



- **Reduce cost of deployment and management**
- **Ensure information accessibility, retention and compliance**

IBM Offerings

Enterprise Content Management

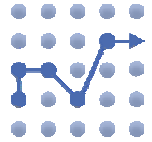
- ECM Platform (IBM FileNet & CM)
- Records Mgmt and Compliance
- Search and Discovery (OmniFind)

Data Management

- Optim
- Data Studio



Can you effectively use data and content as part of business processes and applications?



“...We need a better way to incorporate information into our business processes...”



- **Provide application optimization**
- **Transform paper based processes**

IBM Offerings

Data Management

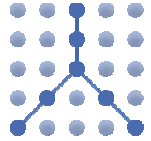
- DB2
- IDS
- IMS

Enterprise Content Management

- IBM FileNet P8 BPM
(content-centric BPM)



Can you establish and maintain an accurate, trusted view of information?



“...Information about our clients and products is fragmented and inconsistent across dozens of applications...”



- **Transform information into a trusted strategic asset**
- **Deliver trusted information in context**

IBM Offerings

Information Integration

- Information Server
- Info 2.0

Data Warehousing

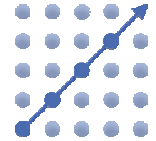
- InfoSphere Warehouse

Master Data Management

- InfoSphere MDM Server



Can you plan, understand and optimize business performance?



"...How am I supposed to get ahead of the competition? I don't have a good understanding of where I am, or what I should do differently."

How are we doing?



Why?

What should we do?



178.8	182.1	185.1	187.1
54.5	58.8	62.5	65.8
75.5	80.3	84.8	89.8
44,825	44,888	44,888	44,888
1.2	1.2	1.2	1.2
74.3	75.1	75.8	76.5
13.9	13.9	13.9	13.9
2.1	2.4	2.4	2.4
2.8	2.7	2.8	2.8
2.1	2.8	2.8	2.8
2.1	2.8	2.8	2.8
7.4	7.9	7.9	7.9
17.8	17.9	17.9	17.9
2.8	2.8	2.8	2.8
96.2	96.5	96.5	96.5
8.3	8.3	8.3	8.3
147.5	147.7	147.7	147.7
25.1	25.1	25.1	25.1
12,432	14,252	14,252	14,252
91.4	91.4	91.4	91.4

Plan is updated to adjust for rising profits, which has an impact on other expenses and profit

New Offerings and Solutions Announced



4 New Pre-Integrated Software Offerings

Data Warehousing
Data Integration & Quality
Actionable Dashboards
Process Management



2 New Pre-Integrated Systems Offerings



3 New Implementation Services Offerings



10 New & Enhanced Industry Solutions



Industry Solutions Accelerate Time to Value

Industry Models, Blueprints, Frameworks & Solutions

FINANCIAL SERVICES

- Financial Risk Insight for Banking
- Risk-adjusted Profitability for Banking
- Branch Performance
- Retail Banking Customer Segment Performance
- Corporate Banking Customer Segment Performance
- No-touch Claims Processing and more...

RETAIL

- Retail Store Integration
- Retail Market Basket Analysis
- Store Operations Planning
- Store Development
- Promotion Planning
- Retail Financial Workbench
- Merchandising Performance Planning
- Multi-channel Marketing
- Merchandising Management and more...

INDUSTRIAL

- Sales & Operations Planning
- Trade Promotion Management
- Integrated Supply Chain
- Supply Chain Management
- Inventory Management
- Marketing, Sales & Service
- Product & Parts Management
- Dealer Collaboration and more...

- **6 Industry Models**
- **70+ Solutions**

HEALTH & LIFE SCIENCES

- Life Sciences Promotional Spend & Compliance
- Clinical Trials
- Sample Optimization
- Sales Quota Allocation
- Patient Safety
- Predictive Medicine
- Drug Discovery and more...

TELECOMMUNICATIONS

- Churn Management
- Revenue Assurance
- Sales & Marketing
- Customer Management for Service Providers
- Service Quality & Product Lifecycle
- Relationship Management & Segmentation
- Usage Profiling and more...

GOVERNMENT

- Municipal Scorecard
- Crime Information Warehouse
- Federal Civilian Budget Planning
- Defense Budget Planning
- Program Objective Memorandum
- Anti-Terrorism
- Intelligence Fusion
- Higher Ed Enrollment & Tuition Planning
- Education Performance Management and more...

FUNCTIONAL AREAS

- Strategic Financial Planning
- Risk Analysis
- Sales Planning & Forecasting
- Sales Compensation Planning
- Expense Planning & Control
- Allocation Planning
- Workforce Planning
- Capital Expenditure Planning
- Initiative Planning and more...

Companies Buy Technology in Multiple Ways IBM Addresses them All

Business Transformation

Software

Systems

● ● ● ● *Software & Expertise*

● ● ● ● *Individual Products*

● ● ● ● *Complete Systems*



BI & Performance Management Software



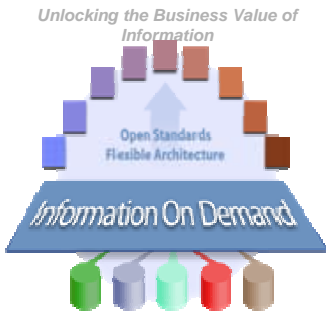
Information Integration & Warehousing Software



Content Management Software



Data Management Software



European Companies are Taking Advantage of IOD



Monitors profitability & links to key indicators (sales, shelf-space, etc.) for sales optimization



Converts Paper-based System to Streamline Nuclear Regulatory Compliance Processes



Flexible architecture based on SOA & XML handles 5X the number of customer orders



Enterprise Warehouse bridges information silos boosting campaign responses by 11%

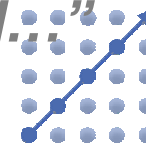
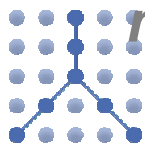


Single view of customer & products across SAP & other sources drives incremental business transactions; 20% savings on integration costs

Information On Demand from IBM

Unlocking the Business Value of Information for Competitive Advantage

“...there's no more extensive information management portfolio available, period...”



intelligent
enterprise

2008 Editor's Choice Awards
Intelligent Enterprise Magazine

Establish and maintain an accurate, trusted view of end capabilities

Plan, understand and optimize business

- **End-to-end capabilities**

- **Deep industry expertise**

- **Open standards, SOA**

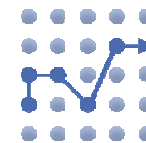
Open Standards
Flexible Architecture

- **Industry solutions**

- **Flexible architecture for heterogeneous environments**

Information On Demand

- **Extensive partner network**



Manage data and content over its lifetime

Use data and content as part of business processes

