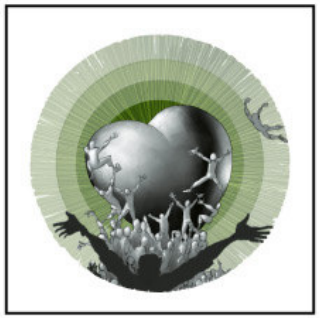
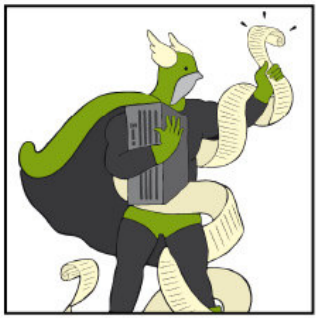
IBM SOFTWARELAND 2009.
SOLUZIONI INTELLIGENTI PER PROSPETTIVE CHE CAMBIANO.




Nicola Nodari

Qualita' e consistenza delle informazioni a supporto delle applicazoni strategiche aziendali

Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

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

Business Optimization

Better Business Outcomes

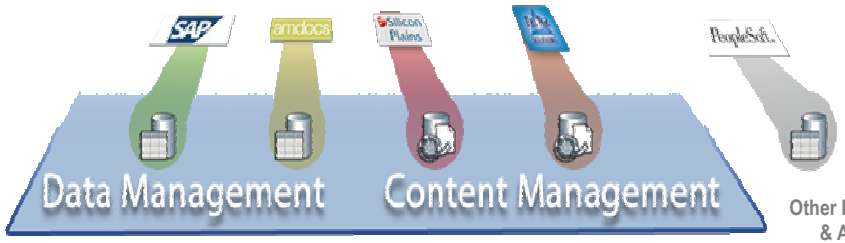
Optimization

End-to-end Capabilities

Leverage information to better understand and optimize business performance

Establish accurate, trusted information for a single version of the truth, managed over time

Flexible Architecture for Leveraging Existing Investments



An efficient and solid foundation for managing data and content over its lifecycle

Automation

Other Information & Application Sources

Master Data Management

The Application Process and Function Problem

	CRM	Billing	ERP
Data and Functionality unique to each application	**Application-unique** Functionality & Data	**Application-unique** Functionality & Data	**Application-unique** Functionality & Data
Data and data functionality common to applications: Customer, Account, Product	**Common** Functionality & Data	**Common** Functionality & Data	**Common** Functionality & Data

Symptom
Data is inaccurate, incomplete and conflicts with other systems

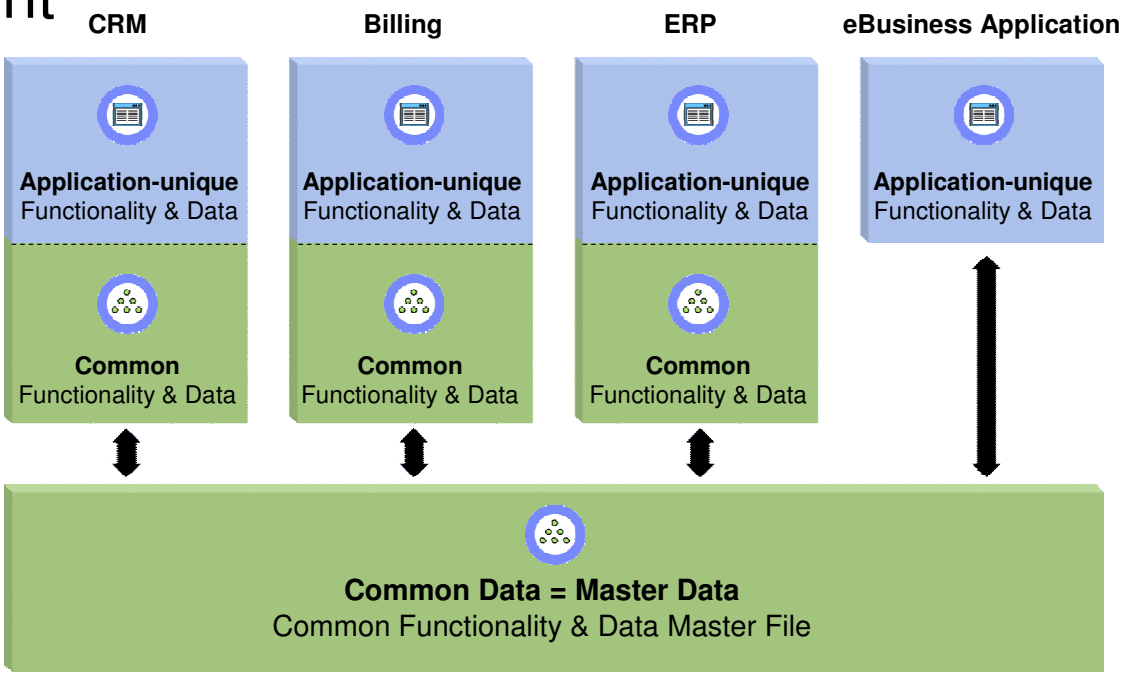
Root Cause
Common data and data function is siloed

Master Data Management

Definition

Definition of Master Data

- Key facts describing core business entities
- High value information impacting most important business processes
- Siloed in multiple processes, applications, and LOBs



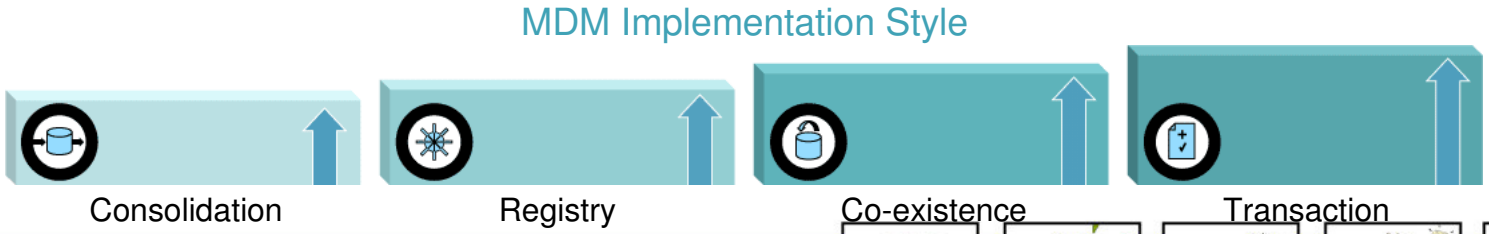
Definition of Master Data Management Application

- Support all applications that create and consume master data
- Contain configurable functionality to maintain and be the system of truth for master data
- Maintain and leverages relationships among master data entities
- Manage the complete data lifecycle
- Support all implementation approaches

The IBM Strategy: Multiform MDM

Master Data Management has 3 requirements:

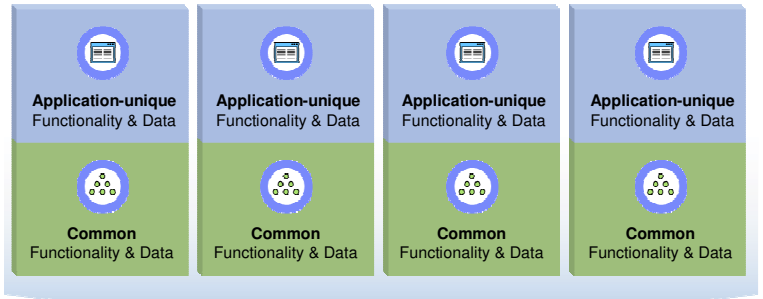
1. **Data Domains** – Manage master data on party, product, account and location – and maintain relationships among them
2. **MDM Function** –Business processes associated with the Master Data
3. **Implementation Approaches** – Consolidation, Registry, Coexistence, Transaction



Multiform master Data Management

Characterized By Multiple Users, Multiple Usages

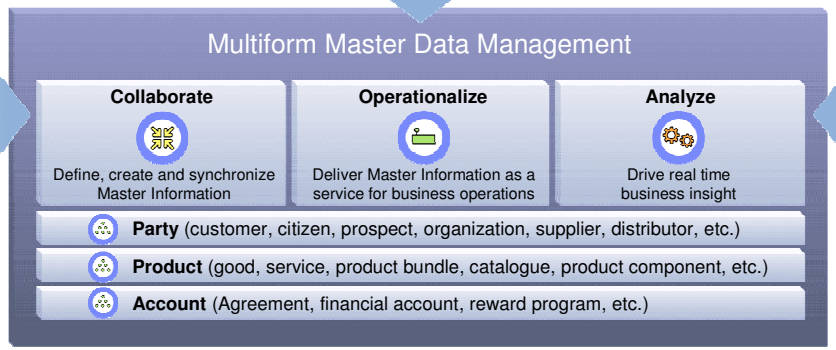
Operational Business Applications



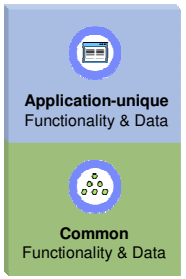
Operational Data Usage

Real-time SOA data access

Collaborative Data Usage



Analytical Data Usage

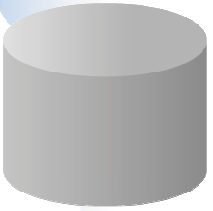


Business Applications

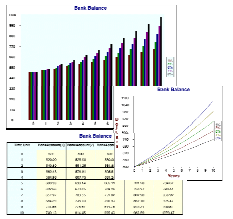
Data Creators e.g., Administrators, trading partners, etc.

Define and create master data

Analyze master data



Data Warehouses



Reporting & Analytics

Multiform Master Data Management

Addressing Our Clients Most Critical Business Issues

Focused on critical information intensive business problems

Multiform MDM manages data domains critical to business processes

Multiform MDM leverages merged, cleansed and standardized data via the Information Server

Customer Care

Product and Service Optimization

Risk and Compliance

Threat and Fraud

Multiform Master Data Management

MDM Function

Collaborate Create and Define

Operationalize Real-time business services

Analyze Insight and Analysis

MDM Data Domain

Party, Product, Account, Location

IBM Information Server

Unified Deployment

Understand | **Cleanse** | **Transform** | **Deliver**

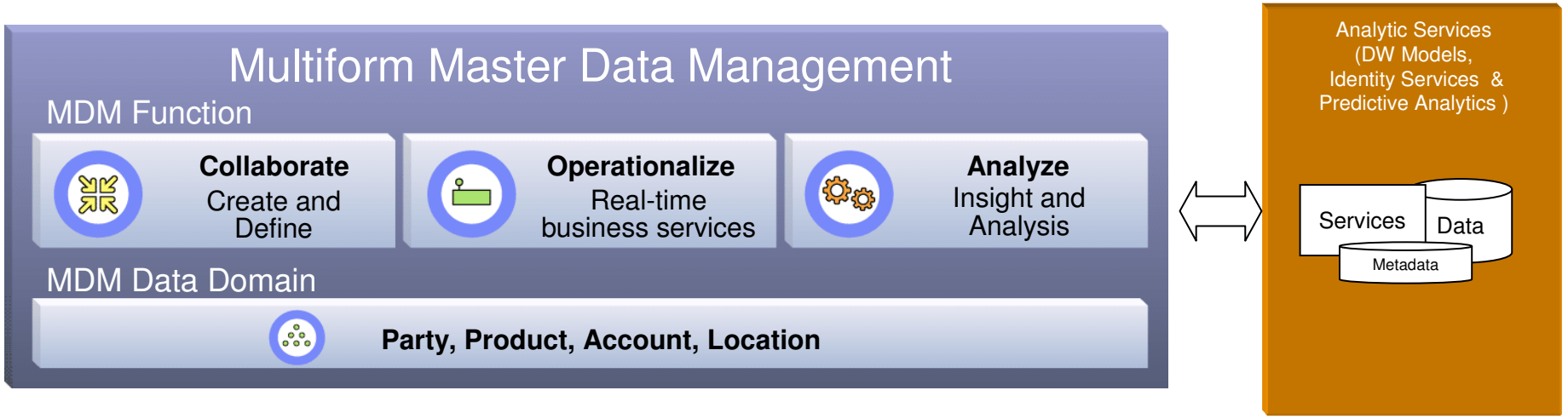
Unified Metadata Management

Parallel Processing

Rich Connectivity to Applications, Data, and Content

Industry Models & Assets

Master Data Management and Data Warehousing

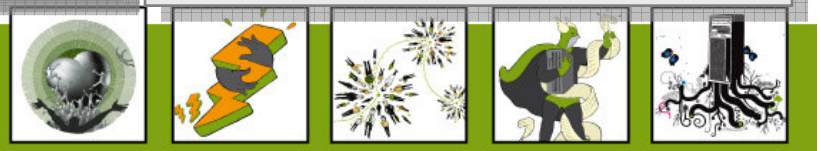


- MDM and the Data Warehouse Complement each other
- MDM differs in 2 ways – latency and feedback
- MDM and DW have different use cases
  - MDM provides a “golden” source of truth that is used collaboratively for authoring, operationally in the transactional / operational environment and supports the delivery of "quality" Master Data to a DW system
  - DW systems are a multidimensional collection of historical transactional data that may leverage Master Data to determine trends and create forecasts
  - Introducing MDM enhances the value of existing DWs by improving data integrity and closing the loop with transaction systems

What We Provide for Our Customers

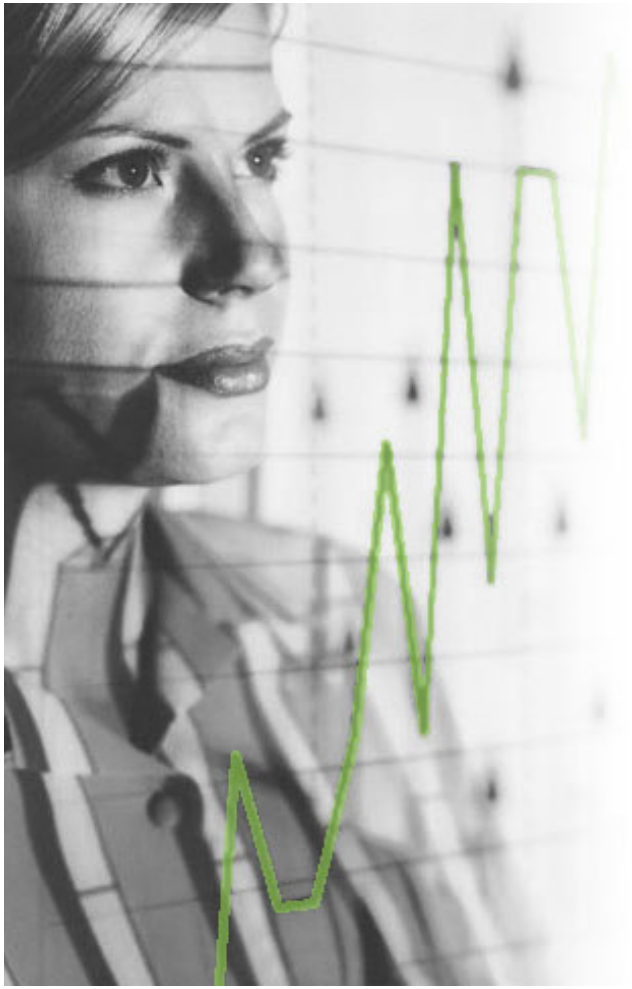
Initial MDM Deployments

Function	Domain	Implementation Approaches	Customer Success	Business Value
Operational	Customer Party Account	Co-existence Transactional	MetLife	Streamline new business process to increase revenue and retention
Operational Collaborative	Customer Party	Registry Transactional	SunTrust	Capture preferences to increase customer retention and revenue
Operational	Guest Location Party	Registry Co-existence	Carlson Companies	Enhance customer identification and service across all hotels and brands
Operational Collaborative	Customer Supplier	Consolidation Co-existence	Honeywell	Enhanced sales and executive planning via complete relationship understanding of customers and suppliers
Operational Collaborative	Customer Account Party	Registry Transaction	Nationwide	Increased ability to cross-sell/up-sell, while reducing IT related costs
Collaborative	Product Location Supplier	Co-existence Consolidation	Panasonic	Automated and streamlined New Product Introduction processes



Multiform Master Data Management

Business value of MDM



Multiform MDM delivers the functionality to manage key business facts that have a significant impact on the most important business processes, allowing the organization to:

Increase Revenue and Customer Retention
- Leverage cross-sell and Up-Sell opportunities
- Identify the most valuable customers to provide differentiated service

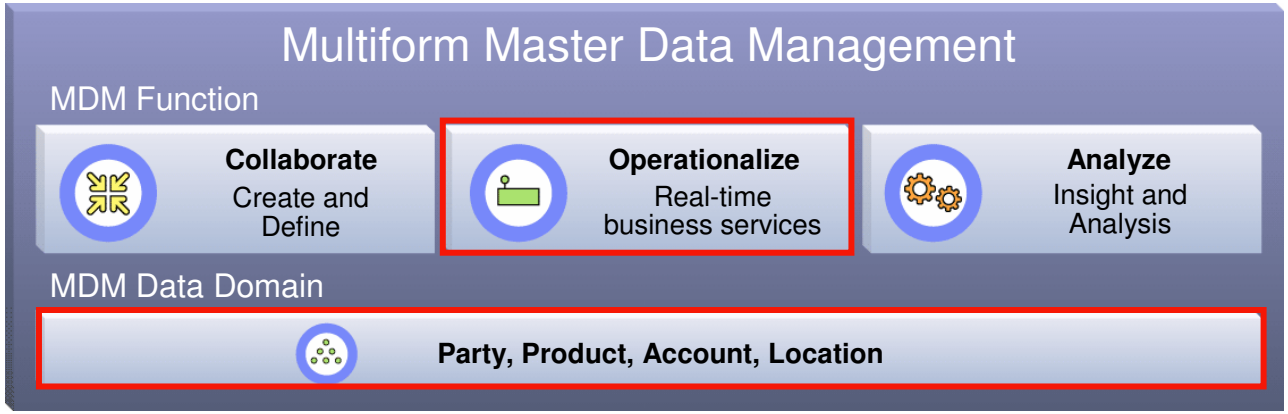
Cost Reduction and Avoidance
- Introduce New Products and reduce time to market
- Streamline and automate business processes for greater efficiency

Increase Flexibility to Support Existing and new Business Strategy
- Meet the dynamic requirements of the business with an SOA architecture
- Support New Strategic initiatives such as M&A with an integrated framework

Meet Compliance Requirements and Reduce Risk Exposure
- Capture and manage net new elements such as Privacy Preferences
- Proactively uncover and action fraud risk

IBM Master Data Management solutions for Customer/Citizen/Supplier Data Integration

- Customer Data Integration (CDI) manages the complete master record for operational customer data to all systems & channels
- Capable of being the system of record – with full transaction processing and business logic capabilities
- Provides accurate and complete customer data to all operational business processes that require customer data
  - Improved and differentiated customer service
  - Increased revenue via improved cross-selling and event management
  - Ability to persist 'new' customer data such as privacy preferences, events, and multi-channel interactions
  - Regulatory compliance

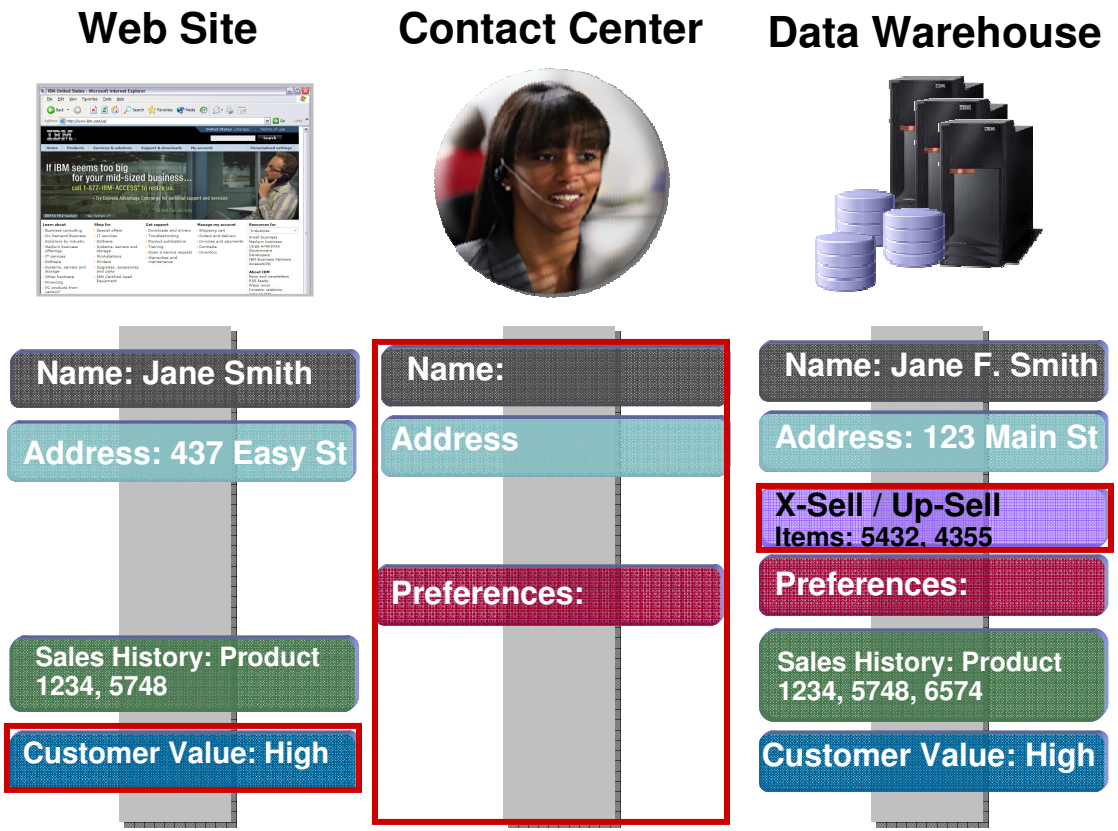


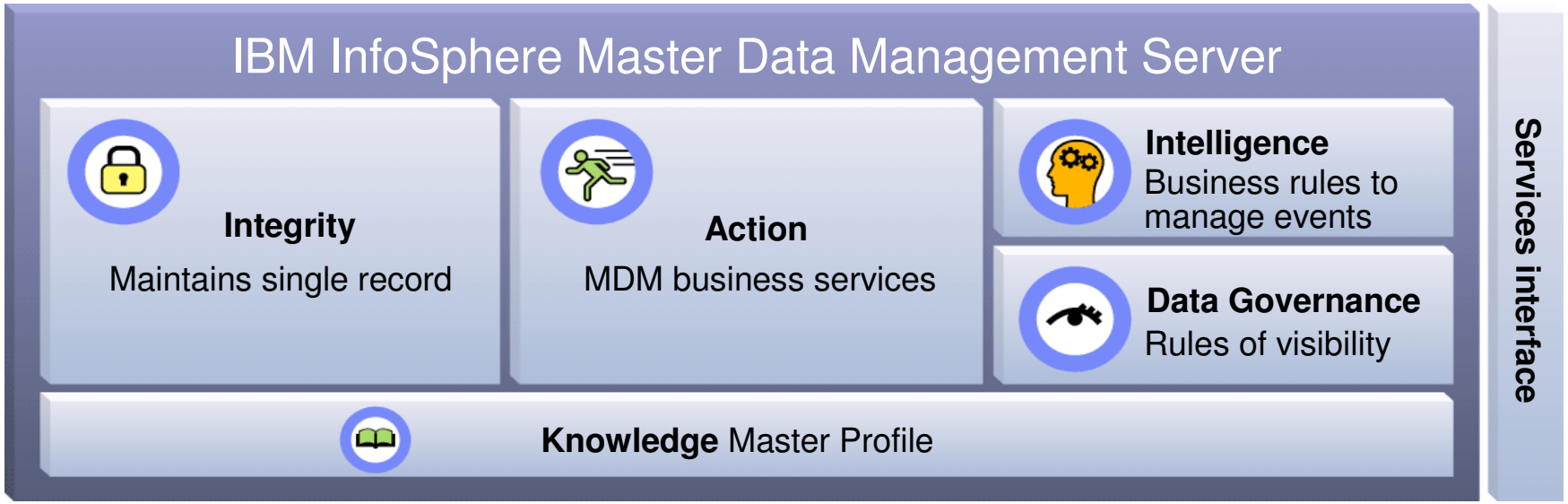
IBM InfoSphere MDM Server

No more Islands of Customer Information

Jane Smith…

- **Is a high value web customer**
- **Yet… to the call center she is completely unknown**
  - Poor customer service
  - High cost of service due to "multi call resolution"
- **Inability to act on customer insight leads to missed sales opportunities**





MDM Server is a service-oriented business application

- Action
  - 100% service oriented – every function is a business service to maintain the master customer profile
  - More than 700 large and fine grain business services
- Integrity
  - Data quality components are integrated with MDM business services
  - Detection of duplicate parties, data validation rules
  - Data stewardship UI – managing data and data quality within MDM Server customer master profile
- Intelligence
  - Business rules – event detection and notification & Critical data change management
- Data Governance
  - Privacy, data security & governance – manage user/role access to data at a granular level
- Knowledge
  - Party-centric model with complex hierarchies
  - Contains operational database and history/audit trail database to maintain master data audit trail

CASE STUDY : Facilitating cross-sell opportunities across business units

Challenge

- Consolidate, enable and share enterprise customer data from their four Strategic Business Groups: Automation and Control Solutions, Aerospace, Specialty Materials, and Transportation.
- Facilitate cross-Honeywell activity resulting in new revenue growth.

Solution

- IBM MDM Server provides the foundation for a business-wide common customer database.
- Identification of master data and summary sales information for all Strategic Business Groups.
- IBM software provides data stewardship, governance and integration.

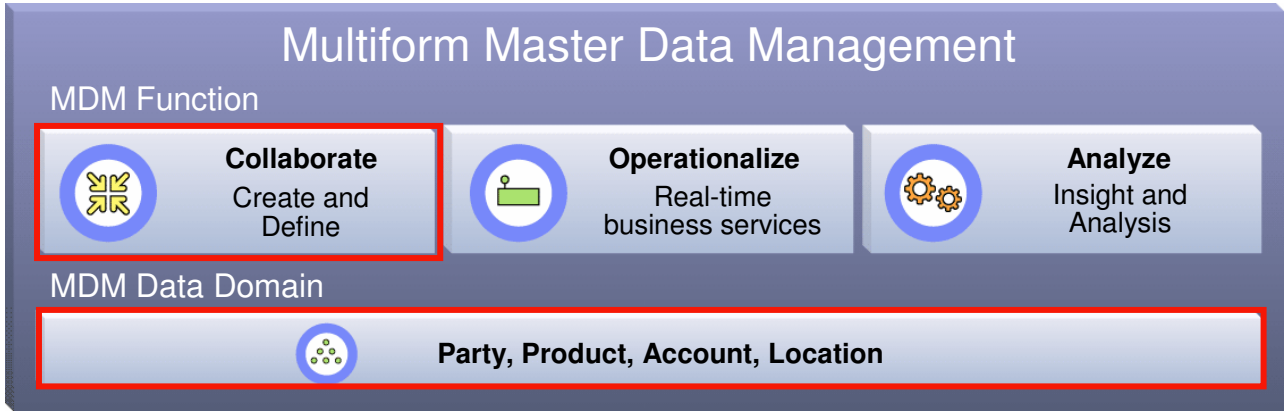
Honeywell

Business Benefits

- Business case shows $50M + revenue growth opportunity by consolidating cross Honeywell SBGs' customer data and creating a mechanism to share customer information

IBM Master Data Management Solutions for Product Information Management

- **Strategic business initiatives rely on accurate product information**
  - Introduce products effectively and faster
  - Manage B2B and B2C eCommerce sites
  - Execute multi-channel strategies
  - Maximize operational efficiency
  - Deliver superior customer care
  - Work effectively with partners, suppliers
  - Communicate effectively with employees
  - Publish timely, up-to-date materials

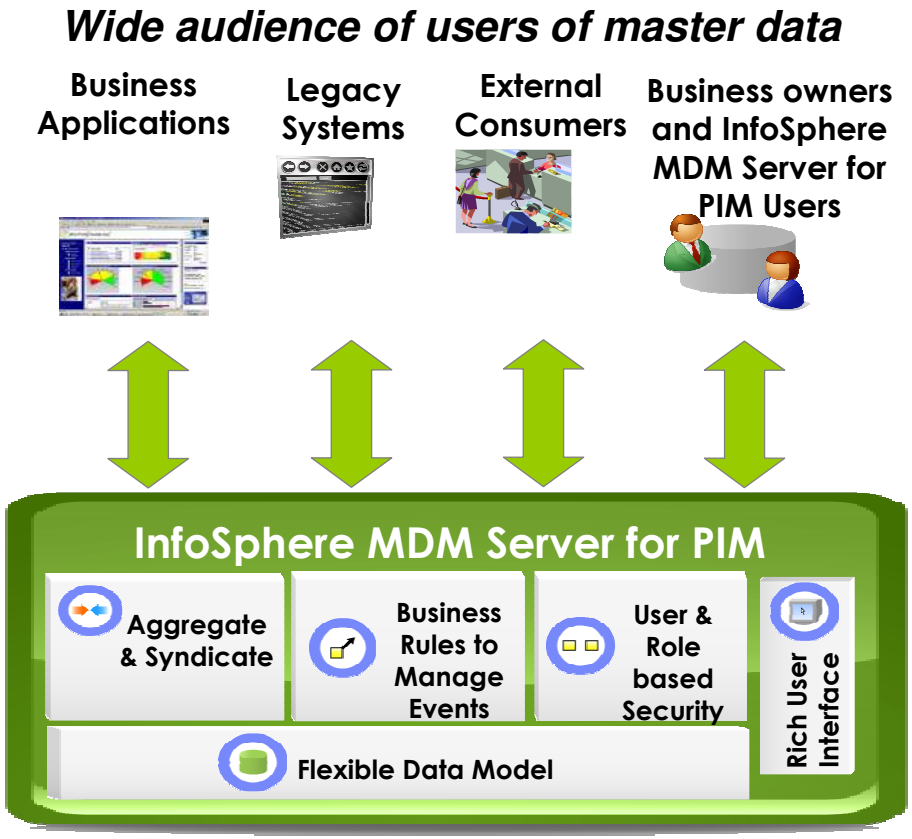


- **Challenge: lack of single repository of product information**
- **Solution: create single source of record using robust Product Information Management (PIM)**

What is InfoSphere MDM Server for PIM?

InfoSphere MDM Server for PIM allows you to:

- Capture your business data requirements
- Accelerate your product introduction
- Choreograph across the business
- Create the single source of product data with 360 degree view
- Manage your data by target market, sales channel and market segment
- Keep your target systems up to date



IBM InfoSphere MDM Server for PIM

Introducing a New Product

- **Business processes** ensure each relevant department and system reviews, enriches, approves information about the new product
- New product information is **aggregated** from external sources (e.g. suppliers) as well as internal sources (e.g. pricing systems) then **syndicated** to appropriate downstream systems (e.g. vendor systems and web sites)
- Business owners view and add data about the new product as their **access privileges** allow
- New product has all required product attributes required for effective introduction based on **flexible data model**

Case Study Panasonic Europe

The result: Tangible Business Benefits

Process Optimisation

- Allows us to gather data from multiple divisions and manufacturing plants into a centralised masterdatabase from a variety of different sources (ERP systems, databases, spreadsheets)
- Unique business rules can be applied to cleanse and validate data, assuring that only clear, standardized information is offered to customers, partners, and employees.
- Improved information quality with fewer errors

Sales Support

- Increased revenue from information accuracy and greater customer satisfaction
- One product database with the all content needed to effectively merchandise products
- Consistent product information across all markets and all media for the product lifecycle

Return on Investment

- Time taken to gather product data is dramatically reduced
- Reduced costs from streamlined processes, automation, and effective resource usage
- Scalable, secure software technology that integrates seamlessly into our environment

Speed to market: 2 weeks extra sales on new items

Time handling item data: 5-10% reduction

Reduce cost of external partners by 25%

Reducing data entry errors from 5% to 0.1%

Product Traceability

InfoSphere Traceability Server is a track and trace platform that enables companies to obtain and verify the history, location and use of any item

Do I have enough containers to meet my production plan?

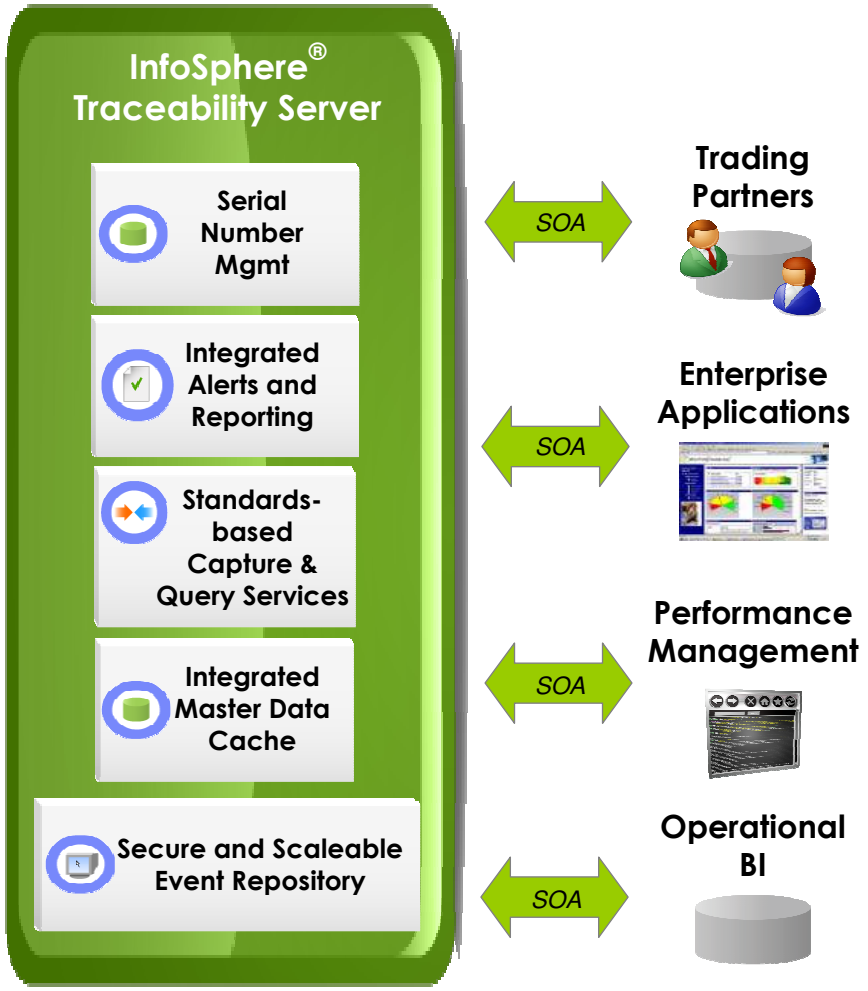
In what other planes may we have a faulty part?

Is my food really organic?

Am I dispensing an authentic drug?

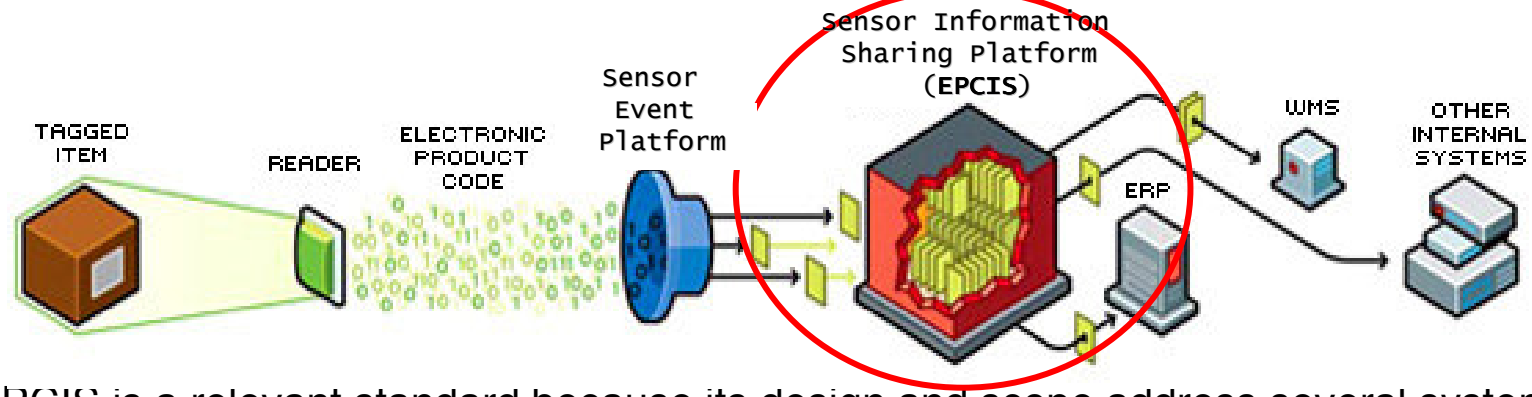
What is InfoSphere Traceability Center?

- ***Enables a company, its suppliers and customers to capture, manage and share sensor events in real-time***
- ***Exploits sensor events to optimize business processes through information sharing, reporting, analytics and alerts and notifications***
- ***Helps companies detect thefts, shipment delays, and out-of-stocks through real-time event processing***
- ***Architected, designed and built through real-world pilots in the pharmaceutical, consumer product, transport and logistics, and retail industries***



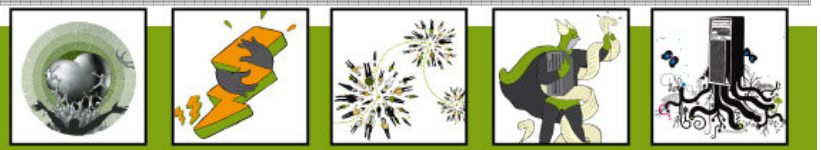
What is EPCIS and how is it relevant?

EPC Information Services (EPCIS) **is a standard for information sharing platforms that allow internal and trading partner applications to capture and consume visibility information about real world objects in real-time**



- EPCIS is a relevant standard because its design and scope address several system requirements related to information sharing:
  - How do I **STORE** granular information about objects?
  - How do I **SEARCH** for granular information about the past and present of objects?
  - How do I **SHARE** this data with applications within and external to our companies?

IBM's InfoSphere Traceability Server is a standards based information sharing platform that is based on and certified against the EPCIS standard



Where can InfoSphere Traceability Server be used?

Aerospace/Automotive Consumer Electronics

- Multi-trading Partner Work-In-Progress
  - Improve on-time delivery performance
  - Solve supply chain problems before they become customer service issues
  - Provide order status information to supply chain partners
  - Reduce lead time and lead time variability
  - Minimize inventory costs
- Manufacturing Process Improvements
  - Automated parts identification
- *Boeing, Endwave, Sony*

CPG/Retail, T&L

- Promotion Management
  - Increase effectiveness of promotions and ensure accurate inventory levels
- Out of Stock
  - Generate alerts for inventory target levels to reduce OOS and lost sales
- Shipment Information Sharing Services (SISS)
  - Enable data exchange between businesses and governmental agencies
  - Shippers, Importers
  - Logistics Providers, Carriers
- *Unilever, Heineken*

Pharmaceutical

- Electronic Pedigree
  - Comply with state and federal regulations to track product
  - CA requires unique identification at item level
  - Interoperable system to share product movement data starting with the Manufacturer
- Shipment Verification
  - Reduce short claims and shipping discrepancies with advanced, real-time visibility to product movement
- Product Authentication
  - Reduce counterfeits by automatic detection of uniquely identified product
- *GlaxoSmithKline, Amerisouce Bergen, Baxter Healthcare*

THANK YOU