InfoSphere ™
software

Trusted Information

Get Smart –
Delivering Better Business Insight and New Intelligence
through Data Governance

Get Smart?

- As a general rule the most successful man in life is the man who has the best information.
  - Benjamin Disraeli

Who wants to be governed?

The Concept of Governance and Government?

- Let's strive to create a "More Perfect" organization…

- Is your organization's information governed?

What is Data Governance?

- Data governance is the process by which an organization formalizes the responsibility for the management of the data assets critical to its success
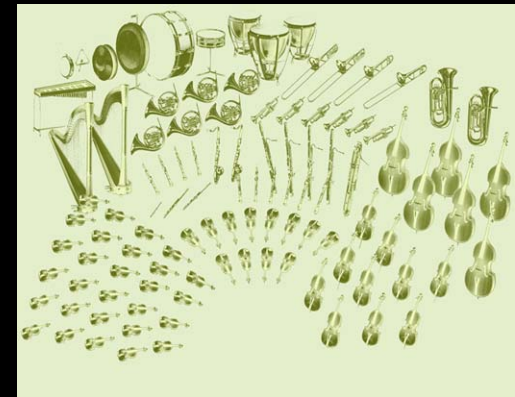
  Rob Karel, Forrester Research

- Data governance is the formal orchestration of people, process and technology to enable an organization to leverage information as an enterprise asset
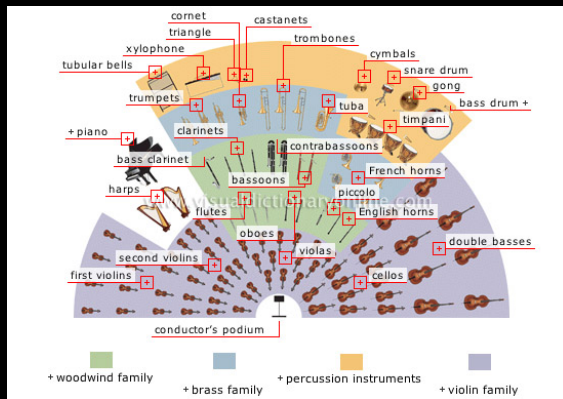
The core objectives of a governance program are:
- **Guide information management decision-making**
- **Ensure information is consistently defined and well understood**
- **Increase the use and trust of data as an enterprise asset**
- **Improve consistency of projects across an enterprise**

Orchestration taken a step further…

Organization, Leadership, and Collaboration

The world is changing and becoming more…

Instrumented

Interconnected

Intelligent

The resulting explosion of information creates a need for a new kind of intelligence

… to help build a Smarter Planet

With this change comes an explosion in information …

… Yet organizations are operating with blind spots

Volume of Digital Data

Variety of Information

Velocity of Decision Making

Lack of Insight
1 in 3 managers frequently make critical decisions without the information they need

Inefficient Access
1 in 2 don't have access to the information across their organization needed to do their jobs

Inability to Predict
3 in 4 business leaders say more predictive information would drive better decisions

Source: IBM Institute for Business Value

New ways of working to optimize decisions and actions

New Approach

Traditional Approach

Lack of
Insight

Velocity

Traditional Approach	New Approach
Sense and respond	**Predict and act**
Instinct and intuition	**Real-time, fact-driven**
Skilled analytics experts	**Everyone**
Back office	**Point of impact**
Automated	**Optimized**

Inefficient Access

Volume

Variety

Inability to Predict

Why is Having Trusted Information Important?

Data Explosion In A Smarter World
New Data For New Information For a Smarter Planet

Volume of Digital Data

- 57% CAGR for enterprise data through 2010[1]
- Machine generated data : Sensors, RFID, GPS..

Variety of Information

- 80% of new data growth is unstructured content[1]
- Emails, images, audio, video..

Velocity of Decision Making

- Rapidly changing business climate
- Need to get ahead of the curve : predict issues and fix them
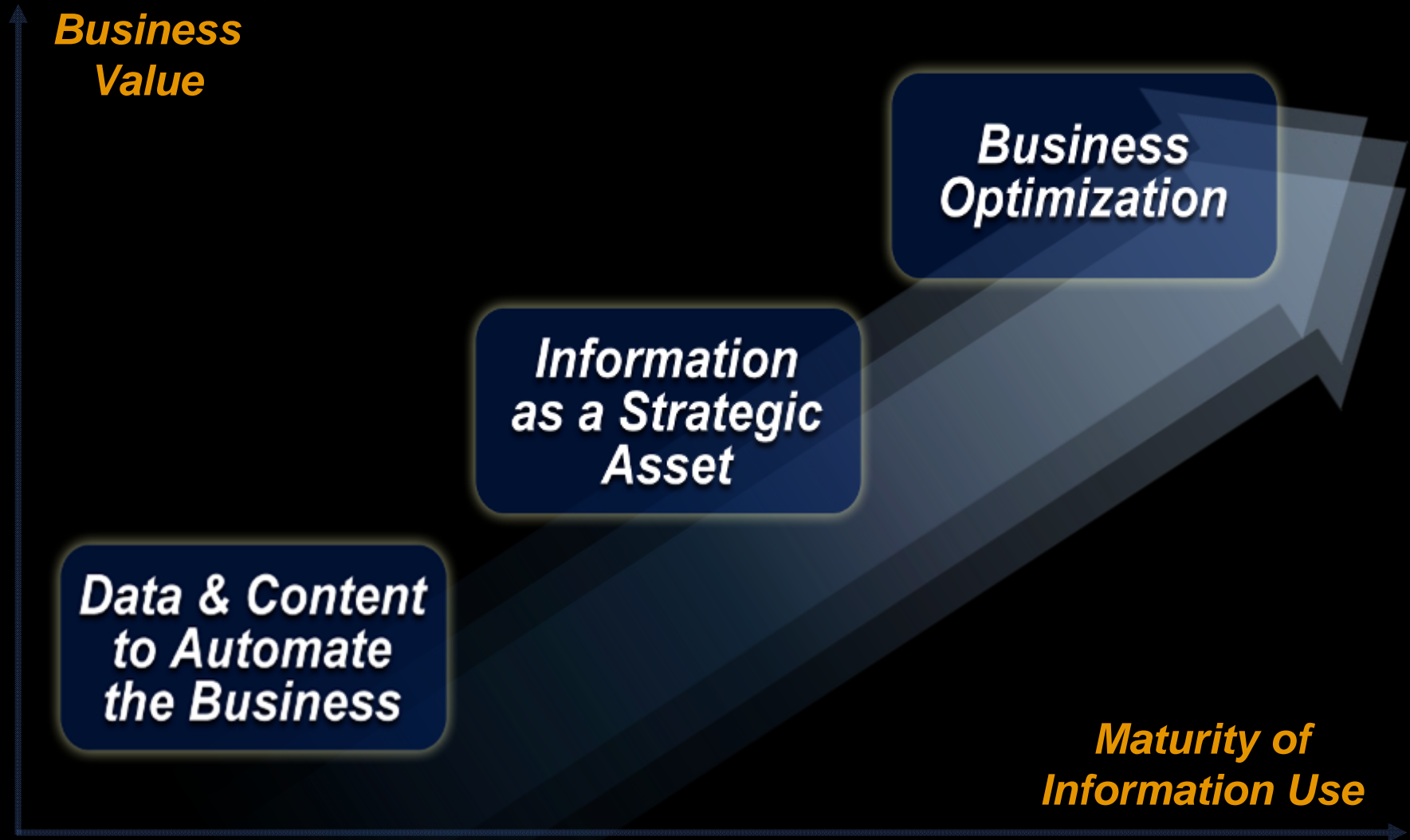
INSTRUMENTED

INTERCONNECTED

INTELLIGENT

[1] Source: IDC, The Expanding Digital Universe, March 2007

Trusted Business Information Is At The Core Of Business Optimization

Business Value

Business Optimization

Information as a Strategic Asset

Data & Content to Automate the Business

Maturity of Information Use

Key Challenge is Unlocking the Value of Information

36% of CIOs believe management is using the right information to run the business.

> 50% of CIOs through 2012 will claim that their organizations have the right information and analysis to make decisions

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

59% of users say that they miss information that might be of value to their jobs because they can not find it

27% of managers' time is spent searching for information

50% of the information they obtain has no value to them

*Sources: IBM & Industry Studies, Customer Interviews
IBM CIO Survey 2007, Accenture survey 2007,
Gartner BI Summit 2008*

Management Meetings

Everyone has the numbers for revenue and margin; problem is they are all different.

Real-World Information Challenges

"I still can't sleep at night; I don't have a real time and accurate view into my risk exposure!"

"Why can't I see one complete version of customer information across all their business interactions with us so we can serve them better?"

"I don't have visibility into our product development chain. It's slowing our time to market and we're losing ground to our competitors!"

"We are so inefficient because we aren't combining and sharing the same information across our departments!"

"Our analytics system should tell us what's happening right now, and profitably drive the business on facts rather than intuition!"

IBM

Information Challenges Facing Enterprises

How can **I** ensure that everyone in the business
is using trusted information to drive
better business outcomes?

Business Challenge

**Address the diverse needs in
the business with** relevant
information **how, when, and
where they need it.**

System Challenge

Deliver trusted information
**from fragmented, disparate
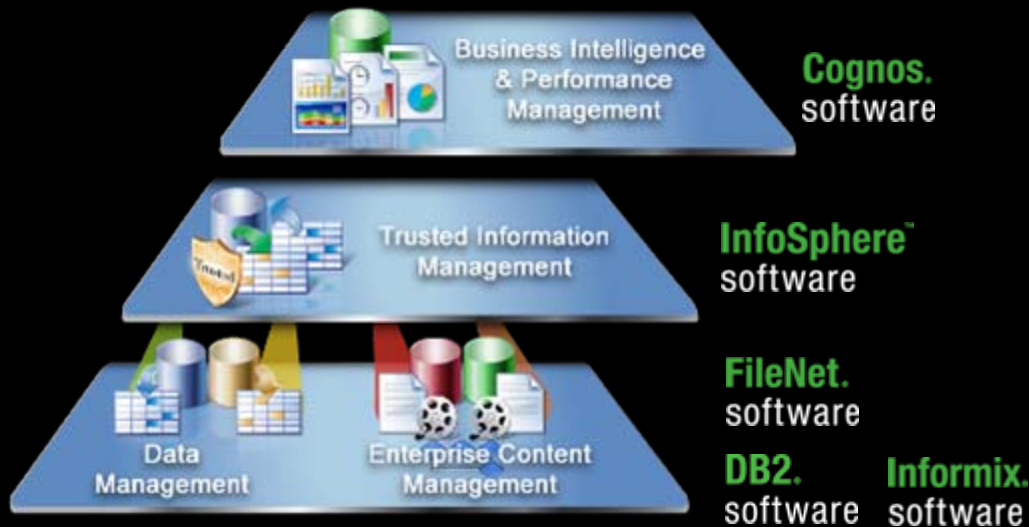systems at volume and
velocity required.**

- One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors.
  - Plato

The Value of InfoSphere

System z9:
The value of the mainframe

Leverage Information For Smarter Business Outcomes: How To Get Started!

Software

Proven Approach

Trusted Information Across The Enterprise
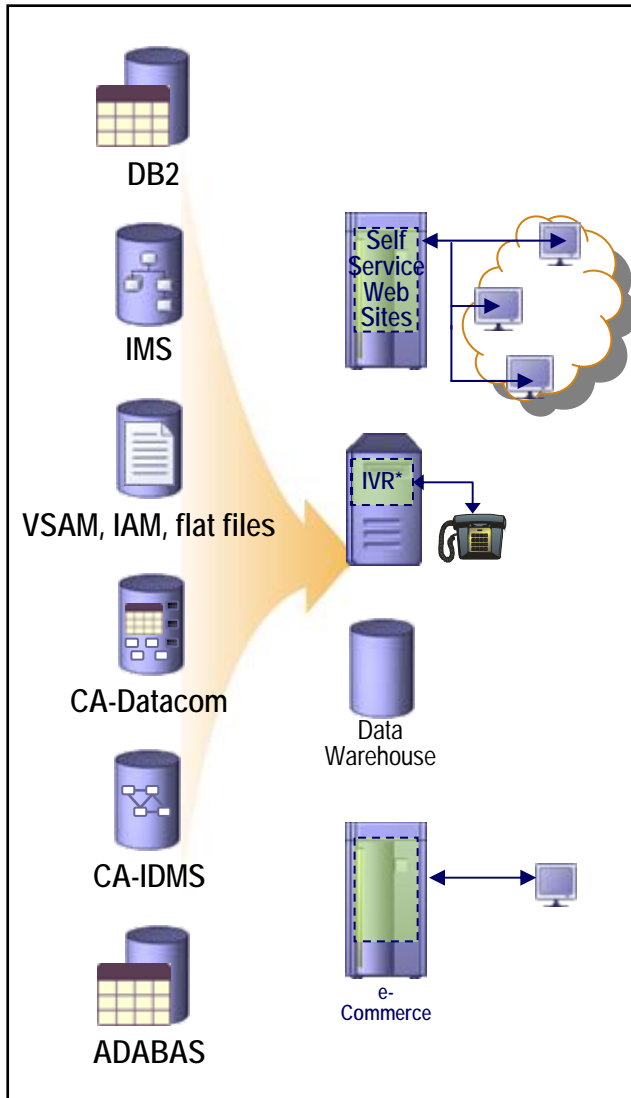A Range Of Capabilities Are Needed

Get a single view of your business …

Discover, design and govern your data …

Deliver better business intelligence faster …

Master Data Management

Design & Governance

Trusted Information Management

Data Warehousing

Information Integration

Simplify the complexity of information integration …

Data Residing on the Mainframe is Mission Critical

DB2

IMS

VSAM, IAM, flat files

CA-Datacom

CA-IDMS

ADABAS

Self Service Web Sites

IVR*

Data Warehouse

e-Commerce

Applications of System z data?

– **Self-service applications**

– **Data Warehousing, MDM, BI applications etc**

– **Web-based portals for e-commerce**

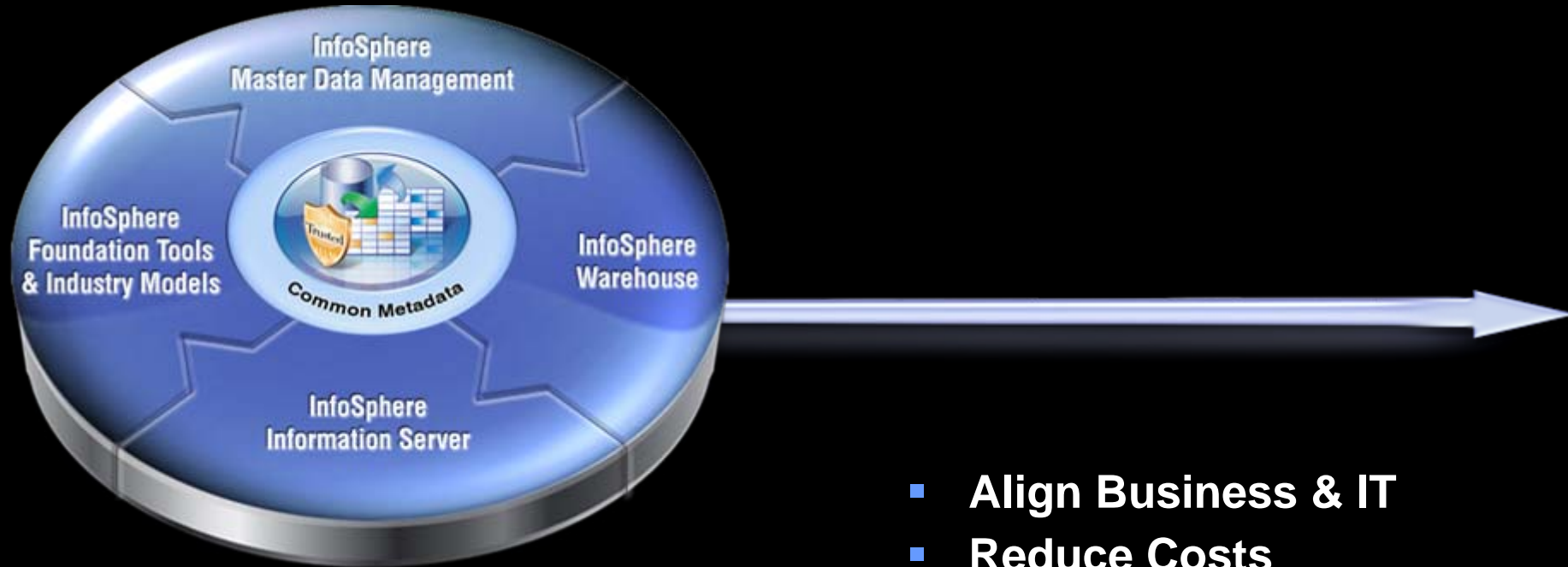## Why is management of System z data critical?

– **60% of enterprise data is sourced from the mainframe**
  - *Could be used directly or replicated to a distributed platform*
– **Increasing application consolidation activity on the mainframe**

Why is management of System z data challenging?

– **Proprietary databases – multiple, complex APIs**
– **Dearth of skills – scarce and becoming more costly**
– **Integration with modern initiatives not native to this data**

Trusted data on the mainframe is necessary to ensure the success of various business and IT initiatives and hence be competitive in the market

The InfoSphere Synergy

- **Align Business & IT**
- **Reduce Costs**
- **Accelerate Value**

IBM

InfoSphere Foundation Tools

Discover, design and govern your data … for Trusted Information

- Enhance business & IT collaboration

- Create, manage, and share an enterprise vocabulary

- Gain a true understanding of your data sources

- Ensure information stays trusted, across the enterprise

Data/Business Analysts

Discover

Subject Matter Experts

Common Metadata

Govern

Design

Architects

Governance Stewards

The complete capabilities to establish your Information Agenda

InfoSphere Foundation Tools

The Facts:

- Increased statistical accuracy of research through a **four-fold increase in sample sizes**

Bottom line:

- Won 17 million AUD in project grants
- Won 2.2 million AUD in research grants

MELBOURNE HEALTH

InfoSphere Industry Models

InfoSphere
Foundation
Tools

Design your industry data structure and processes … for Trusted Information

- Business & IT Collaboration

  - Complete business templates provide industry content & KPIs

  - Key accelerators for business optimization & integration projects

- Integrated with information infrastructure

  - Accelerates Information Server & Cognos 8 BI deployments

Healthcare Providers

IBM Industry Models

Banking (Banking data warehouse)	**Financial markets** (Financial markets data warehouse)	**Health plan** (Health plan data warehouse)
• Profitability • Relationship marketing • Risk management • Asset and liability management • Compliance	• Risk management • Asset and liability management • Compliance	• Claims • Medical management • Provider and network • Sales, marketing and membership • Financials
Insurance (Insurance information warehouse)	**Retail** (Retail data warehouse)	**Telco** (Telecommunications data warehouse)
• Customer centricity • Claims • Intermediary performance • Compliance • Risk management	• Customer centricity • Merchandising management • Store operations and product management • Supply chain management • Compliance	• Churn management • Relationship management and segmentation • Sales and marketing • Service quality and product lifecycle • Usage profile

Industry expertise & best practices

InfoSphere Industry Models

InfoSphere
Foundation
Tools

The Facts:

- Leveraged reusable information and business processes to shorten development time and minimize errors

Bottom line:

- Reduced administrative and development costs
- Accelerated decisions to be more competitive in 12 countries

ING

"IBM IAA makes business users—such as underwriters and analysts—more efficient. It only takes a day to train the average business worker to navigate through IBM IAA to understand their own data and process requirements. This is a superb development, because it means that our lines of business can communicate more effectively with IT—which in turn can create and provision business solutions far faster than before."

— Shannon Murphy, Chief Technology Officer,
ING Insurance Asia Pacific

InfoSphere Information Server for System z

InfoSphere
Foundation
Tools

InfoSphere
Industry Models

Simplify the complexity of information integration … with Trusted Information

- Accelerate data integration projects
  - Metadata-driven design
  - Business - IT alignment
- Leverage Existing Resources
  - Broad native connectivity
- Architected for Growth
  - Massive scalability
  - Parallel processing

IBM InfoSphere Information Server

Understand	Cleanse	Transform	Deliver
Discover, model, and govern information structure and content	Standardize, merge, and correct information	Combine and restructure information for new uses	Capture, synchronize, virtualize and move information for in-line delivery

Platform Services

Parallel Processing Services	Connectivity Services	Metadata Services	Administration Services	Deployment Services

Full range of capabilities to make information Trusted across heterogeneous systems

InfoSphere Information Server

InfoSphere
Foundation
Tools

InfoSphere
Industry Models

The Facts:

- **45% increase** in workforce productivity
- **18 month ROI**

Bottom line:

- Project live in only **9 months**
- Information modeling reduced from **2 ½ months to 2 weeks**

InfoSphere Warehouse on System z

InfoSphere
Foundation
Tools

InfoSphere
Industry Models

InfoSphere
Information
Server

Deliver better business intelligence faster … with Trusted Information

- Unified, powerful data warehouse foundation

  - Advanced partitioning, data mining, retention & cubing features

- Flexible environment

  - Optimized performance for operational & transactional use

  - As big or as small as your business needs

IBM InfoSphere Warehouse on Sysem z

Reliable Real-Time Delivery

| Manage | Analyze |

Powerful, real time analytics for both structured and unstructured information

InfoSphere MDM

InfoSphere Foundation Tools

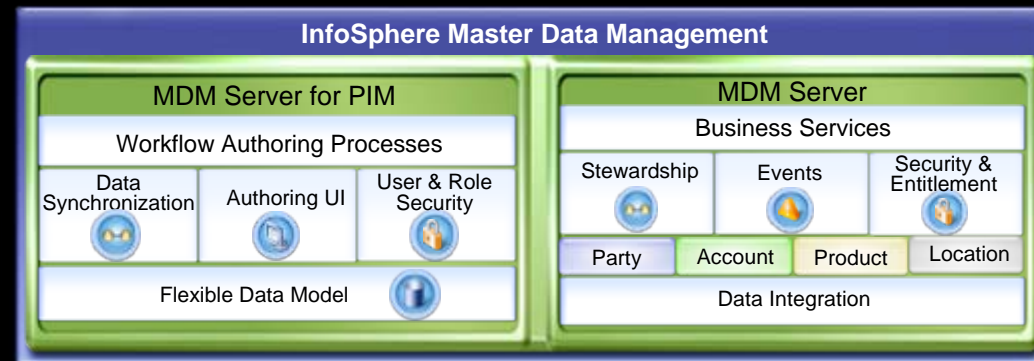InfoSphere Industry Models

InfoSphere Information Server

InfoSphere Warehouse

Get a single view of your business … with Trusted Information

- Meets Business Needs
  - Addresses multiple data domains – customer, product, location
  - Functionality across the full spectrum of use cases

- Flexible Deployment
  - MDM functionality supported with User Interfaces, Workflow, Business Services
  - Scales as MDM needs evolve

InfoSphere Master Data Management

MDM Server for PIM		
Workflow Authoring Processes		
Data Synchronization	Authoring UI	User & Role Security
Flexible Data Model		

MDM Server		
Business Services		
Stewardship	Events	Security & Entitlement
Party	Account	Product	Location
Data Integration		

Providing end-to-end master data management

Driving Growth With Our Business Partners

Growing Community

Over 2,000 New Business Partners Since IOD Inception

Certified for
IBM. | Information Management
software

Growing Recognition

Innovation, Support, Partnership

CRN 2008 CHANNEL CHAMPIONS

var Business 2008
ARC
ANNUAL REPORT CARD
WINNER

Growing Business

with our Business Partners…

Double Digit Growth

Leading The Market In Innovation

InfoSphere
Foundation
Tools

InfoSphere
Industry Models

InfoSphere
Information
Server

InfoSphere
Warehouse

InfoSphere MDM

- The InfoSphere portfolio addresses the majority of requirements companies face in managing their information

- The most integrated portfolio in the marketplace

- IBM has the only portfolio which also leads in each and every category

- IBM invests $1B each year on this portfolio and its integration

- By choosing a more complete InfoSphere solution, organizations can reduce their risk & improve time to value and ROI

Align and Simplify

Accelerate Value

Total Flexibility

James Madison put it well…

- "The essence of Government is power; and power, lodged as it must be in human hands, will ever be liable to abuse."

InfoSphere™
software

Thank You!

www.ibm.com/software/data/infosphere

Trusted Information