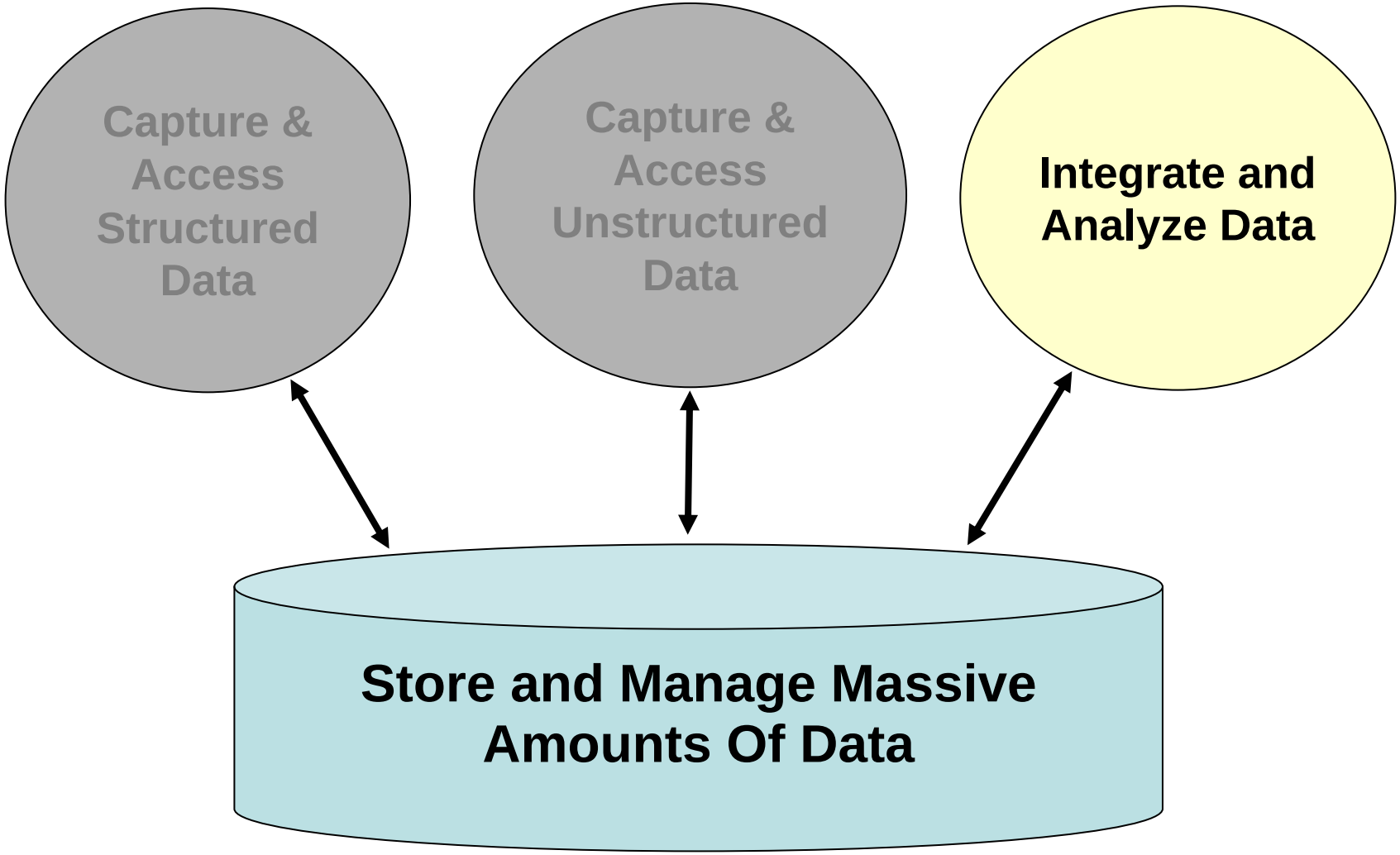
System z Enables Solutions For A Smarter Planet

Utilizing IBM Information Management Software And System z To Make Smarter Business Decisions

New Intelligence Can Deliver Even More Business Value



Without New Intelligence Business Decisions Can Be Suspect…

The mortgage line of business is doing well. Our late payment rates are very low.

Mortgage Line of Business VP

Then why are other areas of our business seeing problems…

Service Oriented Finance CEO

Isolated Customer Information Leads To An Incomplete View Of The Business

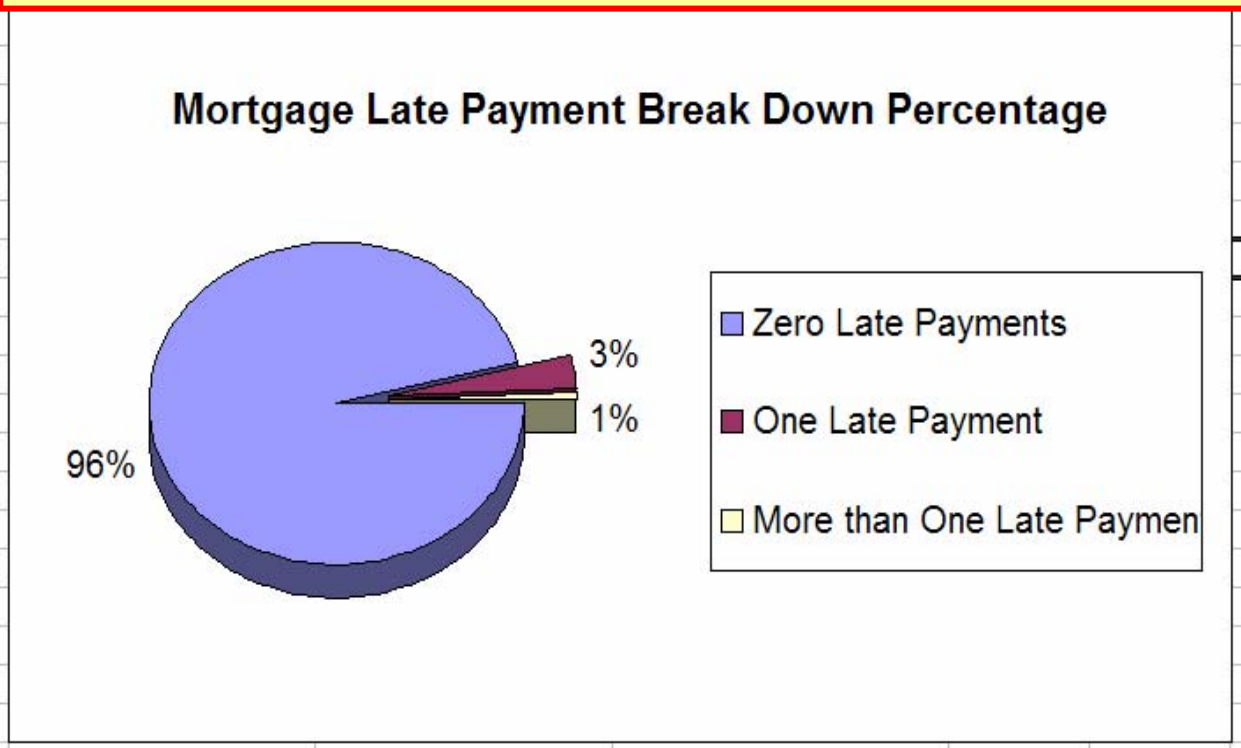
Microsoft Excel - SOF_MORTGAGE_013009.xls

File Edit View Insert Format Tools Data Window Help Lotus Quickr

Type a question for help

G8

Viewing Data In Isolation Can Lead To Bad Decisions!

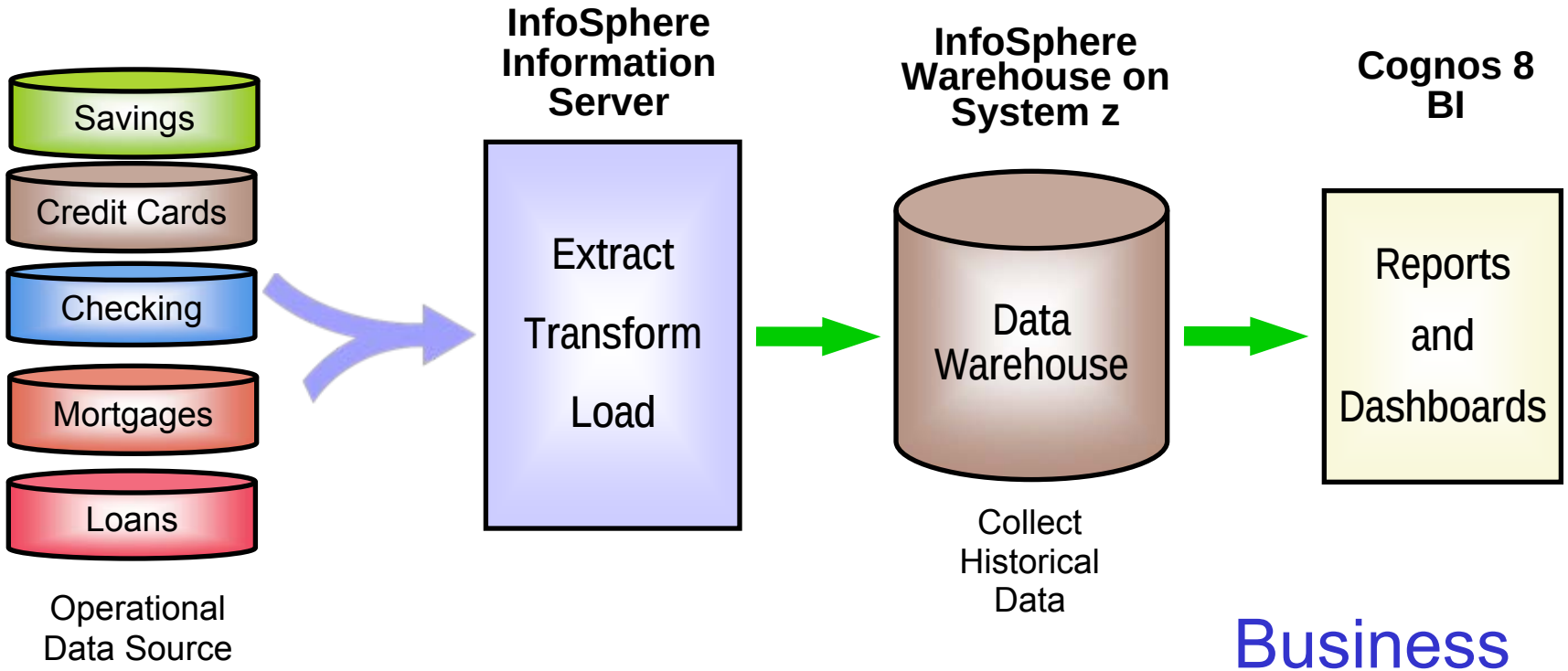


	A						G	H
1	LF00000322						93750	0
2	LF00000323						73309	0
3	LF00000326						62818	0
4	LF00000327						73333	0
5	LF00000328						55552	0
6	LF00000331						35715	0
7	LF00000332						55552	0
8	LF00000333						46593	0
9	LF00000336						71042	0
10	LF00000337						54955	0
11	LF00000341						69101	0
12	LF00000343						72826	0
13	LF00000346						55552	0
14	LF00000347						54544	0
15	LF00000351						89251	0
16	LF00000352						22018	0
17	LF00000202						75291	0
18	LF00000203						69101	0
19	LF00000206						55552	0
20	LF00000207						73333	0
21	LF00000208	790087754	Ruth K Rogan	720 N Lake St	FORT LAU	FL	87754	0
22	LF00000211	790373309	Joel U Metcalfe	2205 Wilson Ave	FORT WO	TX	73309	0
23	LF00000213	790581959	Viviana B Terrien	RR 1	SEQUATC	TX	81959	0

Service Oriented Finance Needs A Complete View Of Their Customers

- **Problem**: Segmented lines of business store their data in isolated silos
  - Banking, Credit Cards, Mortgage, Consumer Loans
- **Requirement**: Identify customer trends faster by viewing data from across all areas of business
- **Solution**: Create new intelligence by building an enterprise data warehouse containing a complete view of customer information

Create New Intelligence With IBM Information Management Software



Industry Data Models Help You Get Started

Where do we start?

Service Oriented Finance
CIO

IBM industry data models can help you get started quickly.

IBM

IBM Industry Data Models Accelerate Your Data Warehouse Solution

- Industry Data Models are:
  - Best practices from over 400 IBM clients
  - Built on InfoSphere Information Server and InfoSphere Data Architect
- Industry Data Models include:
  - Enterprise Data Warehouse (EDW) Model
  - Business Terminology Data Model
  - Business Solution Templates (BST)
- Industry Data Model Business Benefits
  - 83% report their Data Warehouse is better aligned with business needs
  - Over 50% report that businesses are now getting the information they want
- Industry Data Model Development Benefits
  - 15-20% cost savings to build the warehouse
  - 20-25% decrease in the time spent in design phase
  - 30-40% decrease in time spent in the modeling phase

Source: Hurwitz

InfoSphere Warehouse on System z Is An Excellent Base For Your Data Warehouse

- Based on DB2 for z/OS
- Superior scalability due to System z sysplex exploitation
- Parallel queries, Materialized Query Table, Star Join Enhancements optimize performance
- Near continuous on-line availability
- System z I/O bandwidth benefits warehouse performance
- Data compression beats Oracle
- Proven security
- zIIP exploitation achieves lowest cost
- Benefits from built-in storage virtualization

Rapid Data Integration With InfoSphere Information Server

Data integration has many complexities; Metadata, ETL, connectivity, performance, etc. How can we simplify our approach?

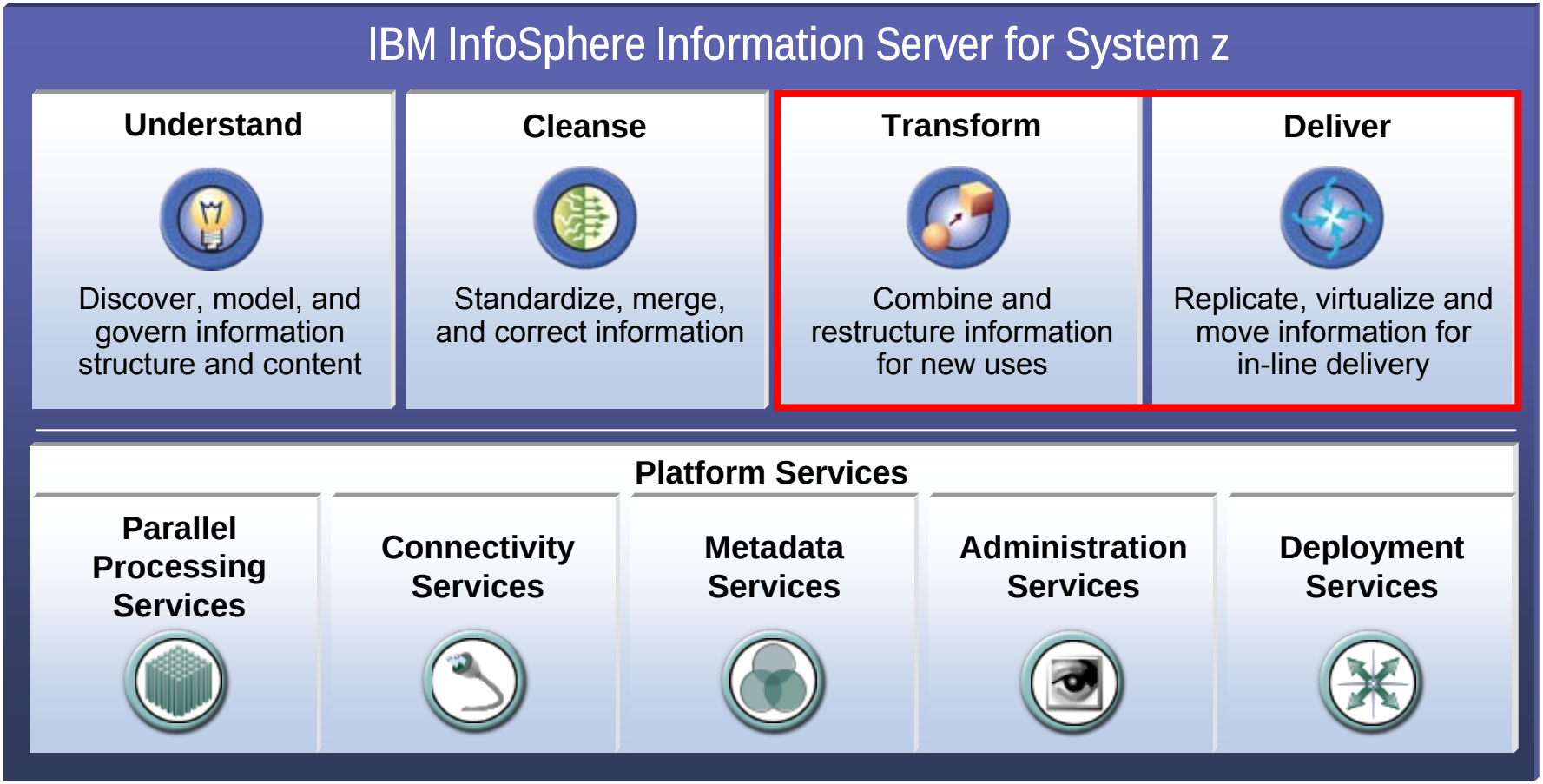
Service Oriented Finance CIO

IBM has a consolidated platform that overcomes the difficulties of data integration. Let me tell you about InfoSphere Information Server

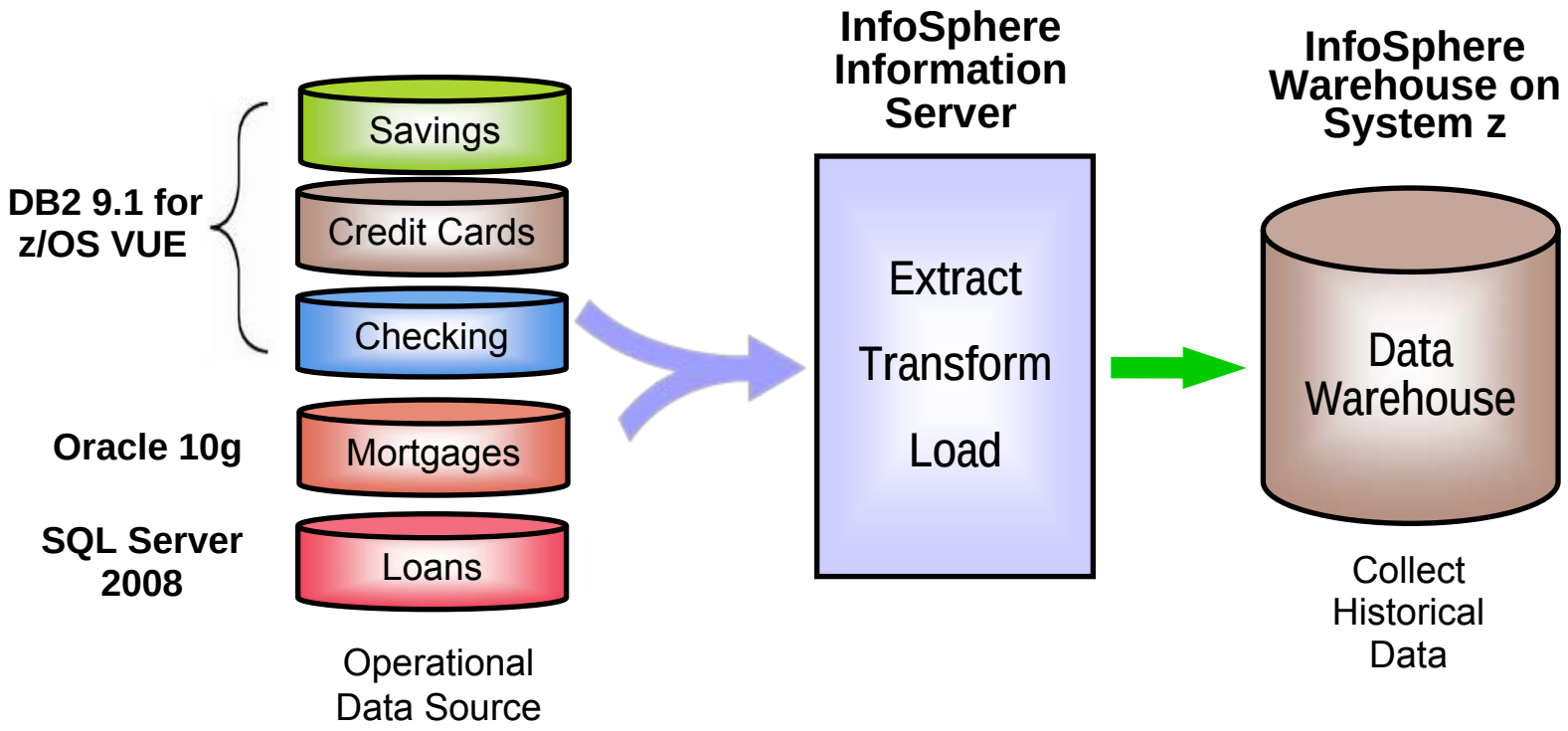
IBM

IBM InfoSphere Information Server

A consolidated platform for information integration



InfoSphere Information Server Can Load Your Data Warehouse



Extract, Transform, And Load (ETL) Jobs Map Data From Sources To Targets

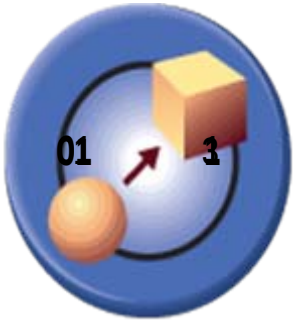
A few simple examples:

- Mapping source columns to targets
- Different column names and order
- Generating new column values
- Converting data types and formats

PROD ID	CUST ID	SOURCE ID	QTY	BAL	SALEDATE
000 101	100	01	1	$10,000.00	2007-02-28
000 121	100	01	3	$500.50	2007-02-28
000 102	101	01	1	$ 20,000.00	2007-03-01

Target: **Data Warehouse**

000 101 100 01 1 $10,000.00 2007-02-28



Transform

PRODUCT	QTY	CUSTNO	BALANCE	DATE
101	01	100	10000	02-28-2007
121	03	100	500.50	02-28-2007
102	01	100	20000	03-01-2007

Source: Operational Data

A successful data integration project requires a detailed specification for the business goals and technical requirements!

InfoSphere FastTrack Creates Data Maps And Specifications For Your Data Integration Projects

- Create simplified data maps and transformations using drag and drop
  - Automatically discover source and target columns
    - Uses database introspection and Web 2.0-style tagging
    - Use business terms to accurately match source to target
- Data analysts and developers share project specifications
  - Collaboration and reuse improve productivity
  - Use metadata common to all Information Server tools
  - Standard formats and centralized management for governance
    - Synchronize work across global teams
- Generate ETL code directly from job specifications
  - Reduces costs and errors in ETL job development

Oracle doesn't offer any of these capabilities

InfoSphere FastTrack Automatically Discovers Data Mappings Using Business Term Tags

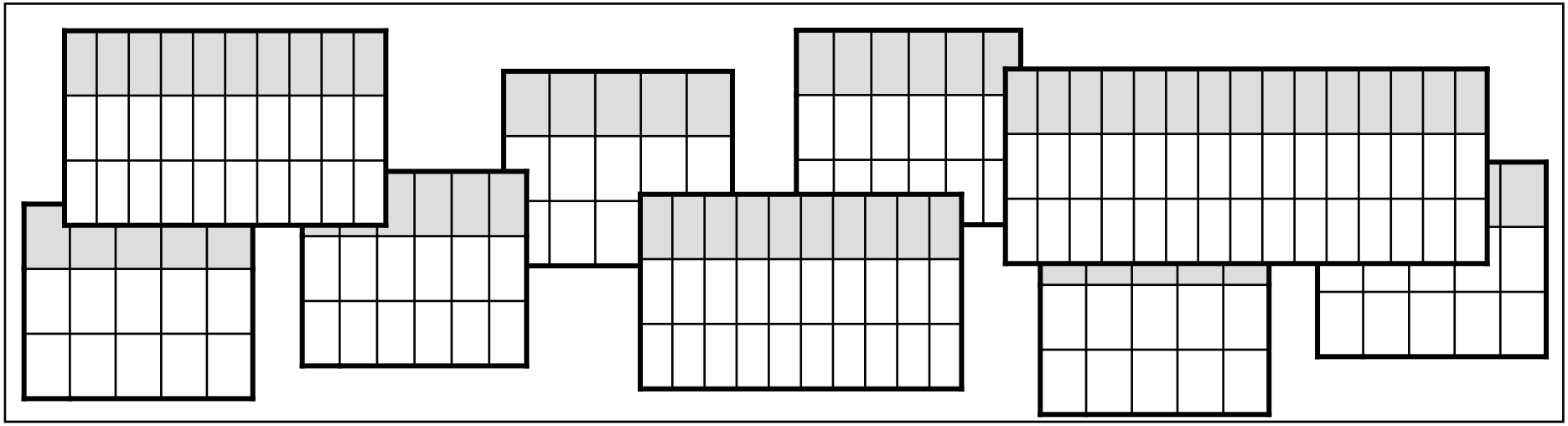
Source Discovery
Mortgage.Times_Past_Due
Checking.NSFCount
Loans.MissedPayments

Metadata From Information Server

Mortgage To Warehouse Mapping Specification

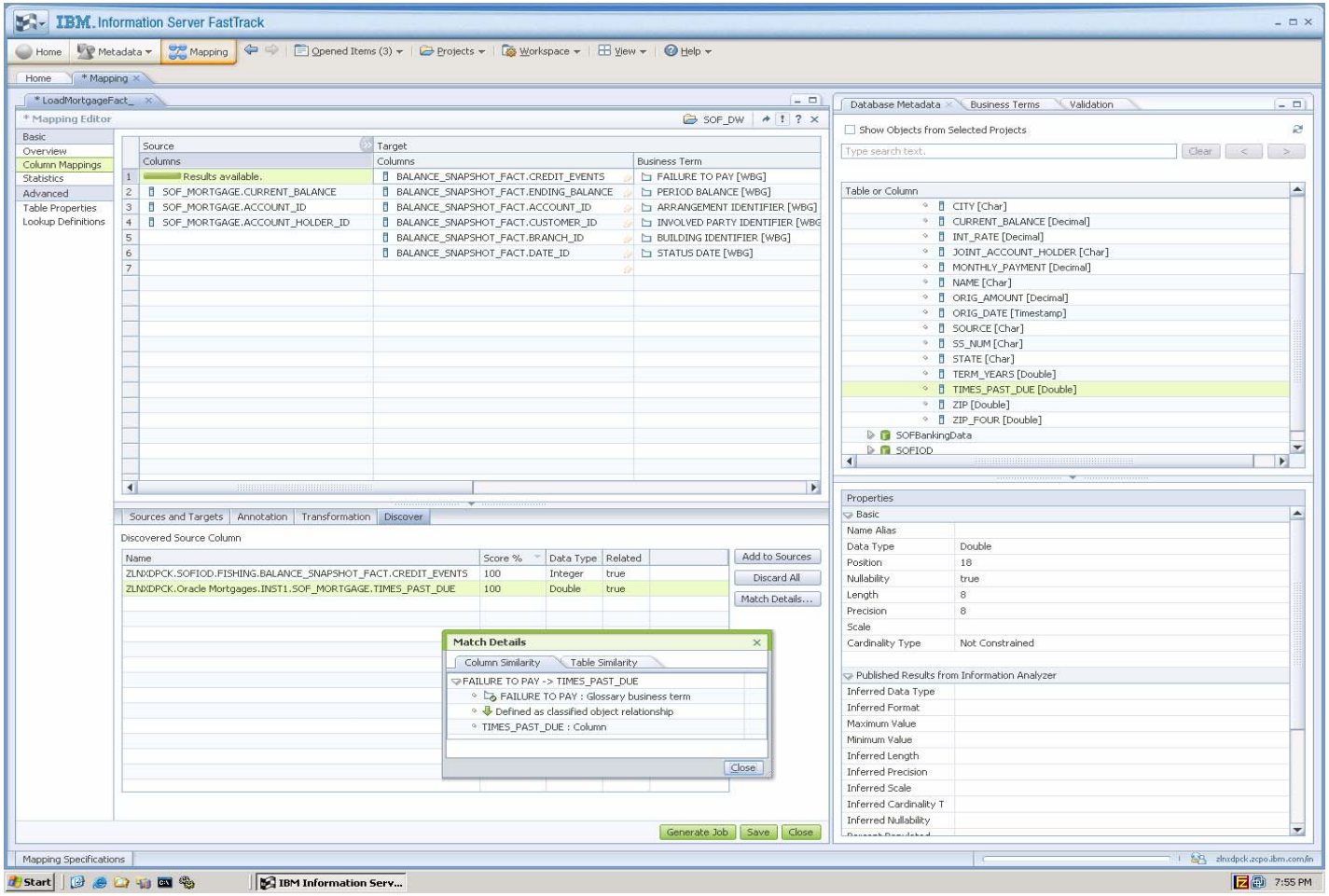
Source	Target	Tag
Times_Past_Due	Credit_Events	Failure_To_Pay
Current_Balance	Ending_Balance	Period_Balance
Account_Num	Account_ID	Arrangement
Account_Holder	Customer_ID	Party_ID

Tags come from:
- Industry data models
- Your corporate standards



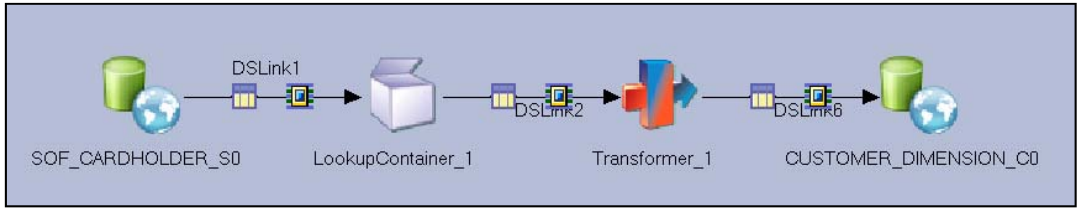
DEMO: Use InfoSphere FastTrack To Create ETL Specification For Warehouse

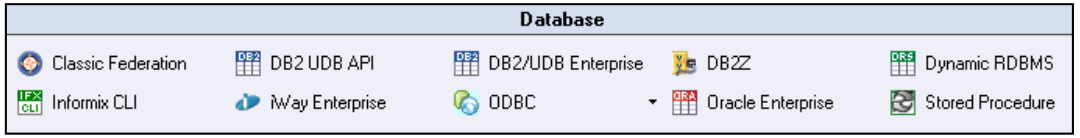
- Use discovery feature to find source columns matching business term tags
- Generate ETL job for InfoSphere DataStage

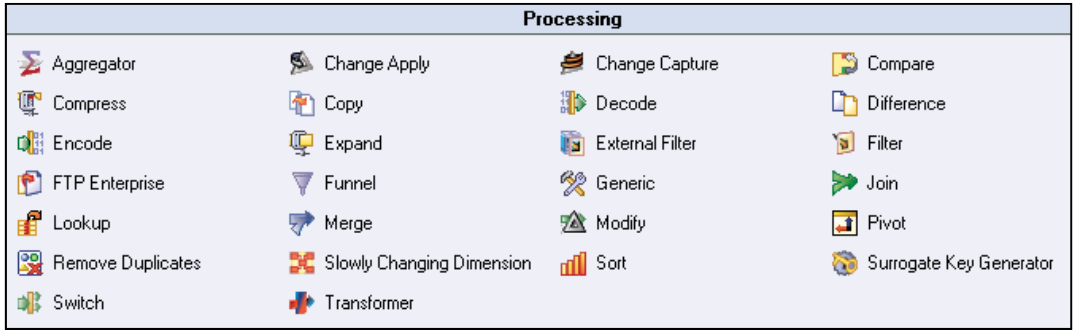


InfoSphere DataStage Creates The Technical Implementation Of Data Integration Jobs

- Creates graphical data integration jobs using hundreds of pre-built transformation and data quality functions
  - Batch & real-time operations
- Stores and retrieves metadata from Information Server
  - Allows easy reuse of integration work between projects
- Advanced parallel processing capabilities
  - Dynamic partitioning and pipelining
  - Scale jobs across additional hardware without modification
- Easily deploy data integration jobs as services for SOA







IBM InfoSphere Information Server Connects To Almost All Sources Of Data

RDBMS
DB2 (on z, I, P or X series)
Oracle
Informix (IDS and XPS)
Ingres
MySQL
Netezza
Progress
RDB
RedBrick
SQL/DS
SQL Server
Sybase (ASE and IQ)
Teradata
Universe
UniData
NonStopSQL
And more…..

Offering more connectivity than Oracle

General Access
Sequential File
Complex Flat File
File / Data Sets
Named Pipe
FTP
Compressed / Encoded Data
External Command Call
Parallel/wrapped 3rd party apps
EMC InfoMover
Web logs
Unstructured: e-mail, docs, etc.
Content Management Systems
Life Sciences

Enterprise Applications
JDE/PeopleSoft EnterpriseOne
Oracle Applications
PeopleSoft Enterprise
SAS
SAP R/3 and BI
SAP XI
Siebel
JDA
Ariba
Manugistics
I2
And more…

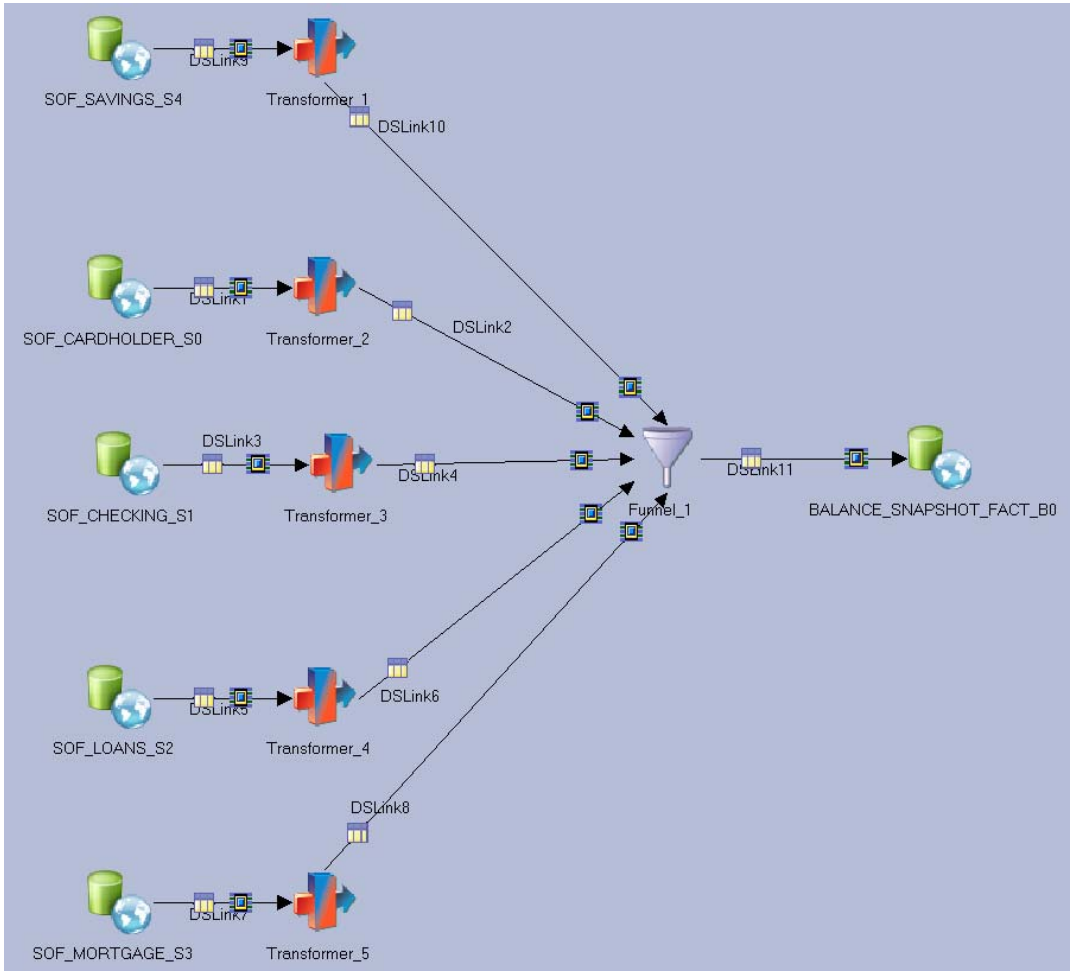
Standards and Real Time
WebSphere MQ
Java Messaging Services (JMS)
Java
XML and XSL-T
EBXML
Web Services (SOAP)
Enterprise Java Beans (EJB)
EDI
FIX
SWIFT
HIPAA

CDC / Replication
DB2 (on z, I, P, X series)
Oracle
SQL Server
Sybase
Informix
IMS
VSAM
ADABAS
IDMS
NonStopSQL
Enscribe

Legacy
Allbase/SQL
C-ISAM
D-ISAM
Datacom/DB
DS Mumps
Enscribe
Essbase
FOCUS
IDMS/SQL
ImageSQL
Infoman
KSAM
M204
MS Analysis
Nomad
Nucleus
RMS S2000
Supra
TOTAL
TurboImage
Unify
And many more….

DEMO: Use InfoSphere DataStage To Load The Data Warehouse

1. **Show the DataStage ETL job generated by FastTrack**
2. **Run the DataStage Job to populate the data warehouse fact table**



IBM Leads In Data Integration

- Only InfoSphere Information Server delivers unified metadata across all tools for collaboration and reuse
  - Oracle has no integration of metadata across products
  - Manual import/export required
- Model-driven design with FastTrack and DataStage speeds development
  - Oracle has no tools to help manage source to target mappings
- InfoSphere Information Server works in heterogeneous environments
  - InfoSphere gathers, processes, and cleanses more data from more sources than Oracle

"FastTrack enables our analysts to capture more complete business requirements. The ability to translate this information directly into DataStage jobs with up to 70 percent of the code completed will significantly shorten our development lifecycle."

- Roderich Hofmann, project manager, WAVE, IT-Solutions provider of Bank Austria and member of UniCredit Group

Using New Intelligence Creates New Business Opportunities

If we can identify our risky mortgage assets, we can work to remove them from our books

Service Oriented Finance
CEO

We can identify risky mortgage customers by watching their activities in other business areas

- Bounced Checks
- Missed Credit Card Payments
- Missed loan payments

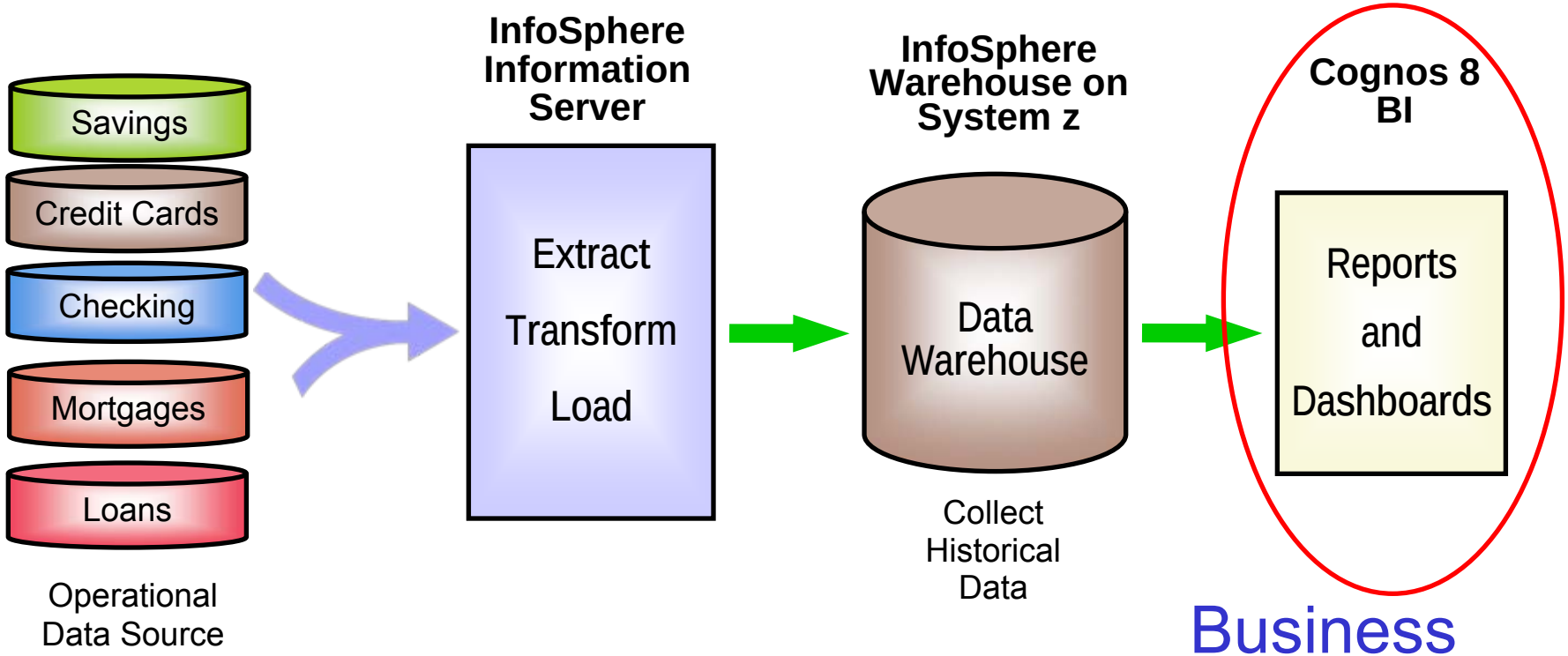
Mortgage Line of Business
VP

Create New Intelligence With IBM Cognos

Now that you have a data warehouse, you can create this new intelligence using IBM Cognos 8 BI

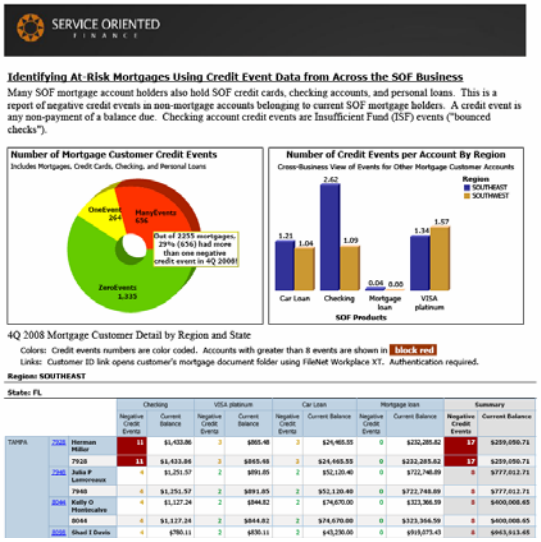
IBM

Use IBM Cognos 8 BI To Optimize Business Decisions



DEMO: Identify Risky Mortgage Accounts Using Cognos 8 BI

1. Show report generated in Cognos Report Studio in PDF format
2. Report identifies high-risk mortgages by looking at negative credit events in customers other SOF accounts (CC, Checking, etc…)
3. Report uses both structured and unstructured data (link to mortgage data stored in FileNet)


SERVICE ORIENTED FINANCE

Identifying At-Risk Mortgages Using Credit Event Data from Across the SOF Business

Many SOF mortgage account holders also hold SOF credit cards, checking accounts, and personal loans. This is a report of negative credit events in non-mortgage accounts belonging to current SOF mortgage holders. A credit event is any non-payment of a balance due. Checking account credit events are Insufficient Fund (ISF) events ("bounced checks").

Number of Mortgage Customer Credit Events

Includes Mortgages, Credit Cards, Checking, and Personal Loans

OneEvent 264 · ManyEvents 656 · ZeroEvents 1,335

Out of 2255 mortgages, 29% (656) had more than one negative credit event in 4Q 2008!

Number of Credit Events per Account By Region

Cross-Business View of Events for Other Mortgage Customer Accounts

Region: SOUTHEAST, SOUTHWEST

2.62 · 1.21 · 1.04 · 1.09 · 0.04 · 0.00 · 1.34 · 1.57

Car Loan · Checking · Mortgage loan · VISA platinum

SOF Products

4Q 2008 Mortgage Customer Detail by Region and State

Colors: Credit events numbers are color coded. Accounts with greater than 8 events are shown in block red

Links: Customer ID link opens customer's mortgage document folder using FileNet Workplace XT. Authentication required.

Region: SOUTHEAST

State: FL

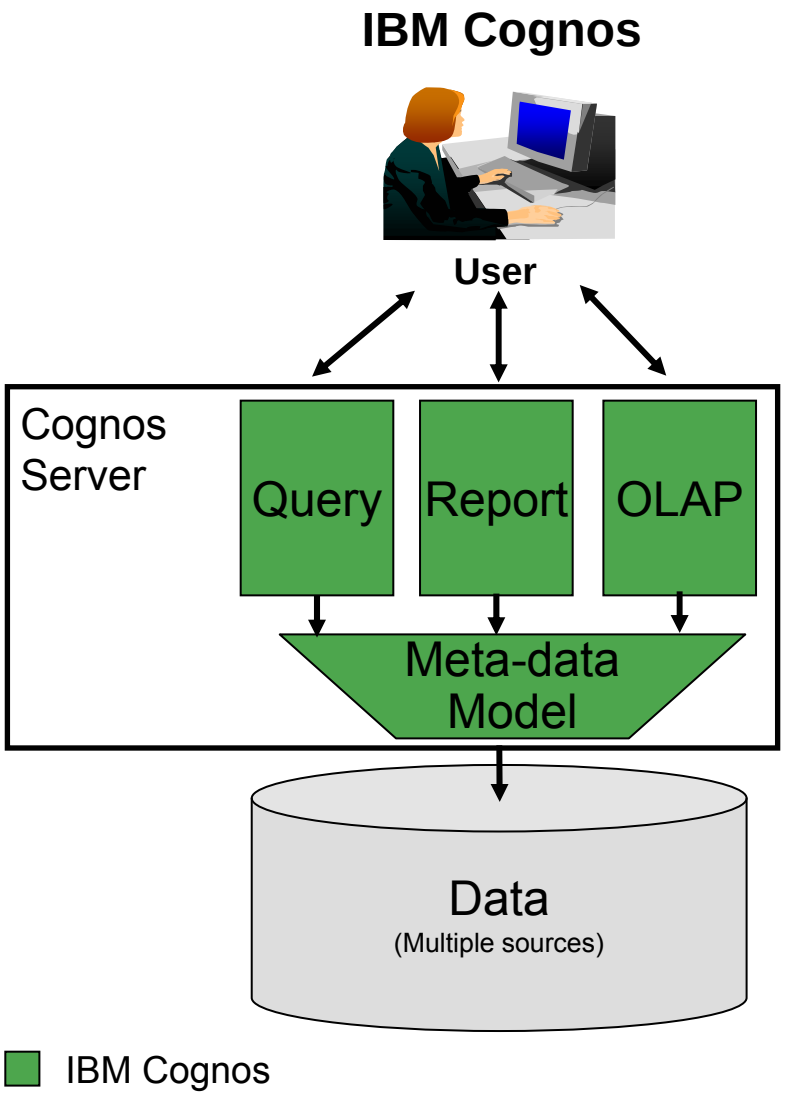
			Checking		VISA platinum		Car Loan		Mortgage loan		Summary	
			Negative Credit Events	Current Balance	Negative Credit Events	Current Balance	Negative Credit Events	Current Balance	Negative Credit Events	Current Balance	Negative Credit Events	Current Balance
TAMPA	7928	Herman Miller	11	$1,433.86	3	$865.48	3	$24,465.55	0	$232,285.82	17	$259,050.71
		7928	11	$1,433.86	3	$865.48	3	$24,465.55	0	$232,285.82	17	$259,050.71
	7940	Julia P Lamrenoux	4	$1,251.57	2	$891.85	2	$52,120.40	0	$722,748.89	8	$777,012.71
		7940	4	$1,251.57	2	$891.85	2	$52,120.40	0	$722,748.89	8	$777,012.71
	8044	Kelly O Montesalvo	4	$1,127.24	2	$844.82	2	$74,670.00	0	$323,366.59	8	$400,008.65
		8044	4	$1,127.24	2	$844.82	2	$74,670.00	0	$323,366.59	8	$400,008.65
	8046	Shael I Davis	4	$780.11	2	$830.11	2	$43,250.00	0	$919,073.43	8	$963,913.65

Mortgage Line of Business VP

- At risk customers are identified and contacted to refinance
- Risky mortgages can be sold

IBM Cognos Is An Integrated Platform Built On SOA

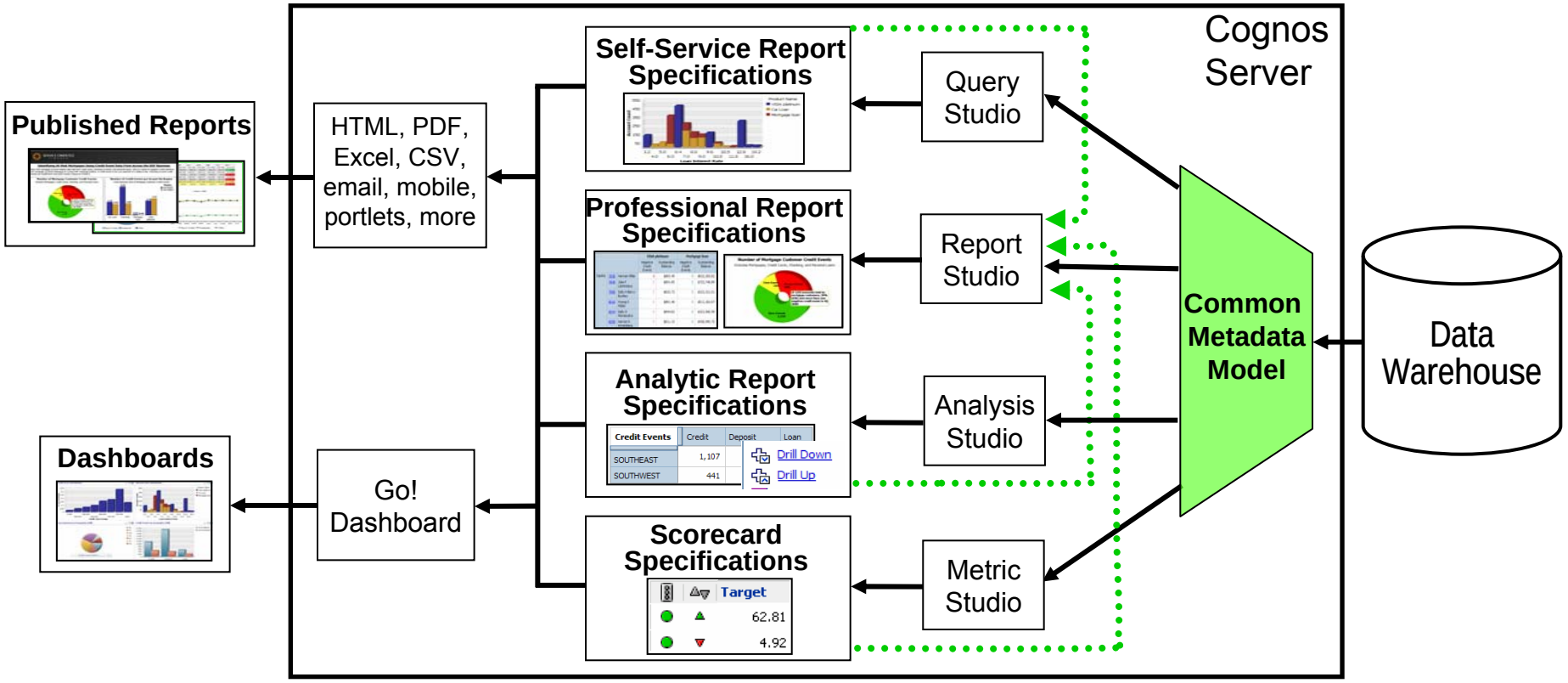
- Implemented in Java, runs on WebSphere
- 100% browser based access
  - Server side business intelligence
  - Users can access new intelligence from anywhere
- Easiest for IT to deploy and manage
  - Scales up and out across heterogeneous hardware and operating systems
  - Unified security
  - Unified administration
- Consistent user interface across tooling
  - Greater user satisfaction and increased business agility with lower IT costs
- Common meta data model
  - Author new intelligence assets once, consume anywhere
  - Common view enables open data strategy
  - Supports Unicode and multilingual features without recreating reports



Users Can Create The Reports They Need Using Cognos 8 BI

- Query Studio is an easy to learn self-service reporting tool requiring minimal reporting knowledge
  - Helps alleviate report authoring backlog
  - Use existing self-service reports to create a new report
  - Modify the style and layout of self-service reports
- Report Studio is a professional reporting tool to create any style of report
  - Invoices, financial statements, inventory, payroll, etc
  - Provides “pixel-perfect” formatting with absolute control over visual layout
  - Library of lists, crosstabs, charts, maps, operators, constants, functions, filters, more

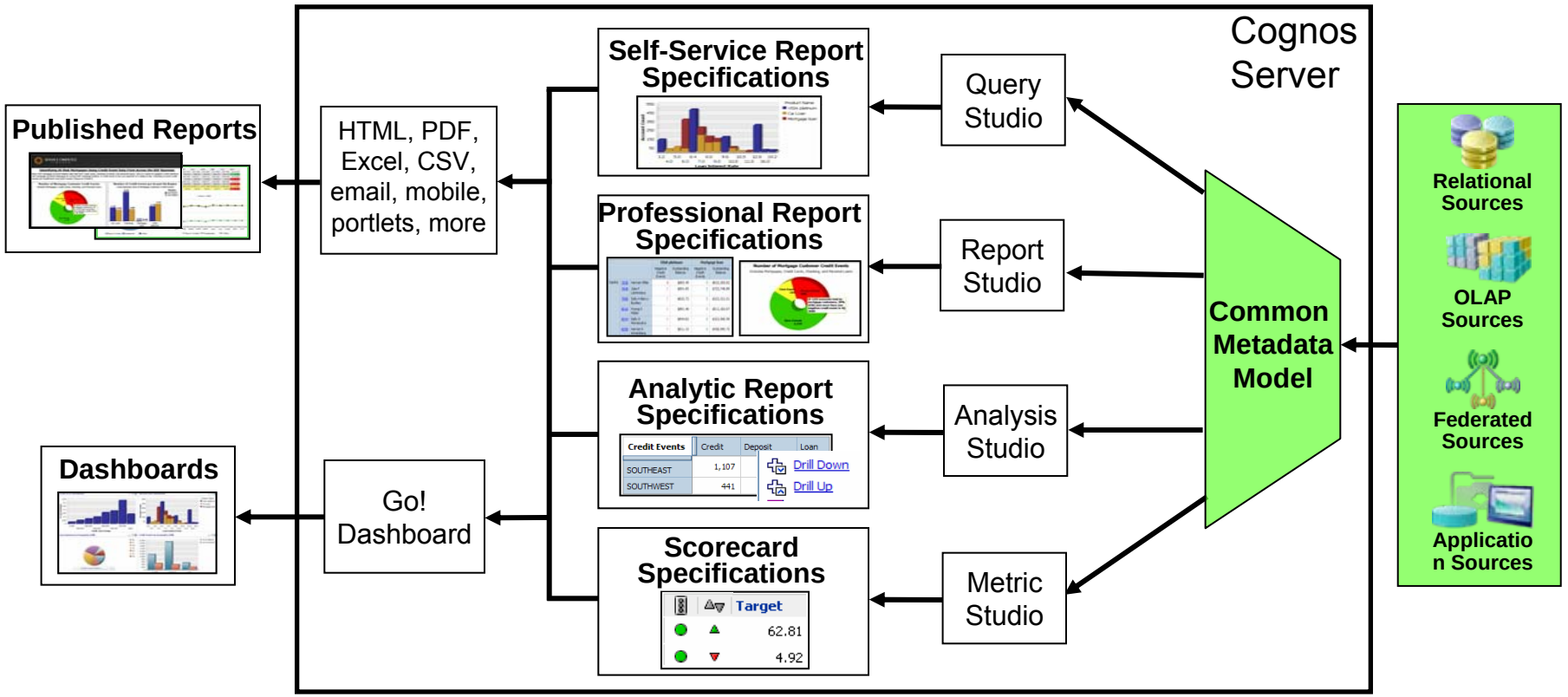
Reuse Trusted New Intelligence Assets Across the Cognos 8 Platform



- All new intelligence assets share a common metadata model and common report specification
- Author Once – Consume Anywhere
- Ensures consistent information and enables reuse across platform functions

- Oracle has multiple metadata models depending on source type
- Oracle has multiple different report formats
- Oracle cannot reuse assets between tools

Include Any Data Source In Your New Intelligence With the Cognos 8 Platform

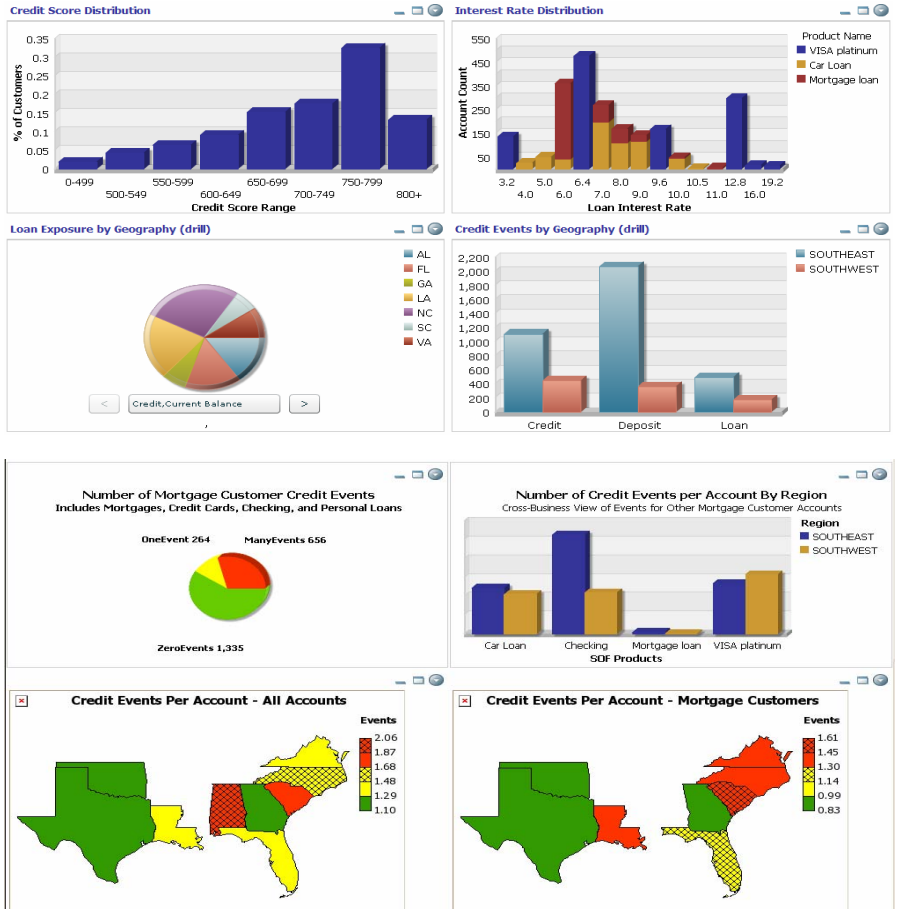


- Open data strategy enables a common view across a variety of data sources
- Support for application data sources such as SAP ERP
- Combine relational, OLAP, federated, and other data sources in any tool

- All capabilities access a trusted set of information defined in the common metadata model
- As sources change, metadata model can control and identify impacts to report specifications

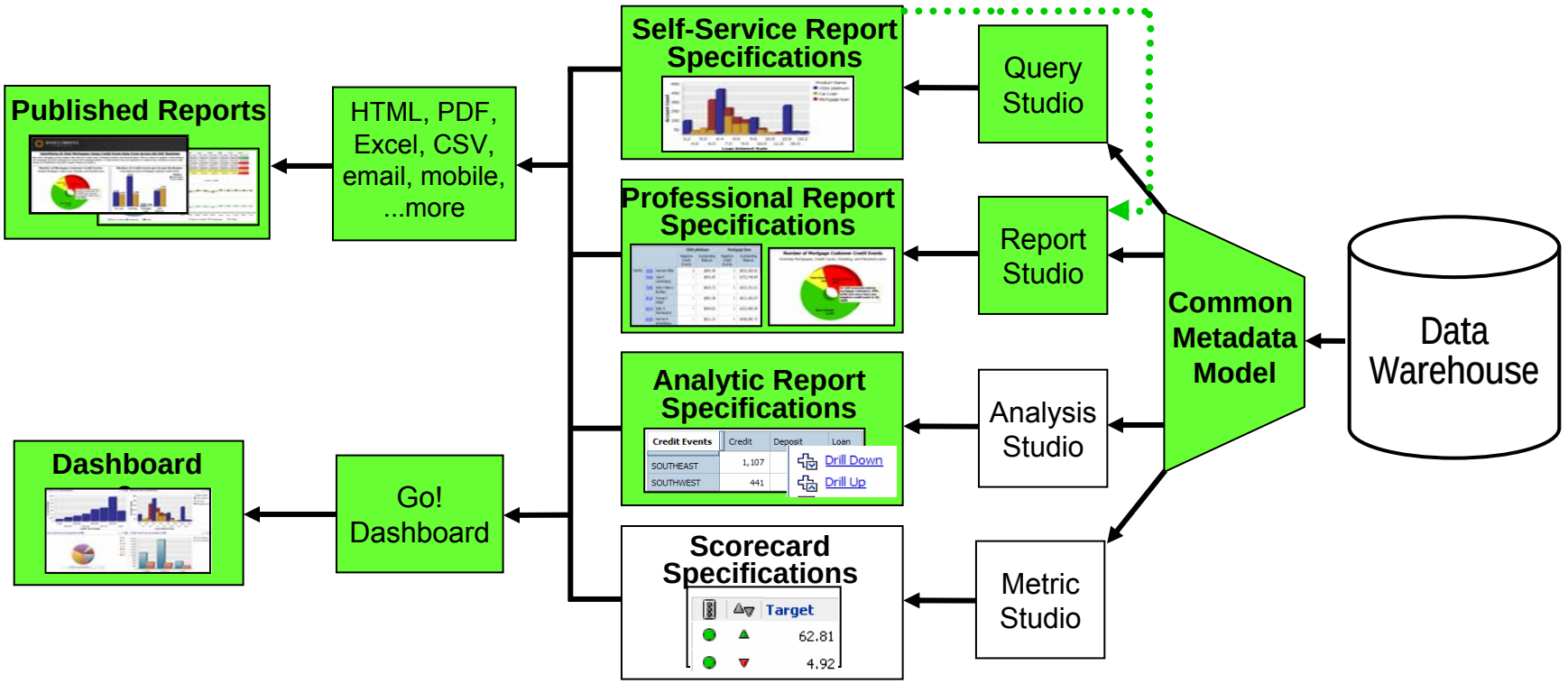
Cognos Go! Dashboard Enables You To Monitor Business Operations

- Cognos report specifications can be incorporated into dashboards using Cognos 8 Go! Dashboards
- What goes into a dashboard?
  - Self service reports
  - Professional reports
  - Analytical reports
  - Scorecards
  - RSS feeds, HTML, search, more
- Users can create their own dashboards from existing Cognos report assets
- Everything you need to monitor a particular aspect of the business
- Information from several different subjects areas presented at the same time
- Provides dynamic and visually appealing capabilities by using Adobe Flash
  - Everything runs in a browser – only Adobe Flash is required
  - Easily change chart types and color palettes



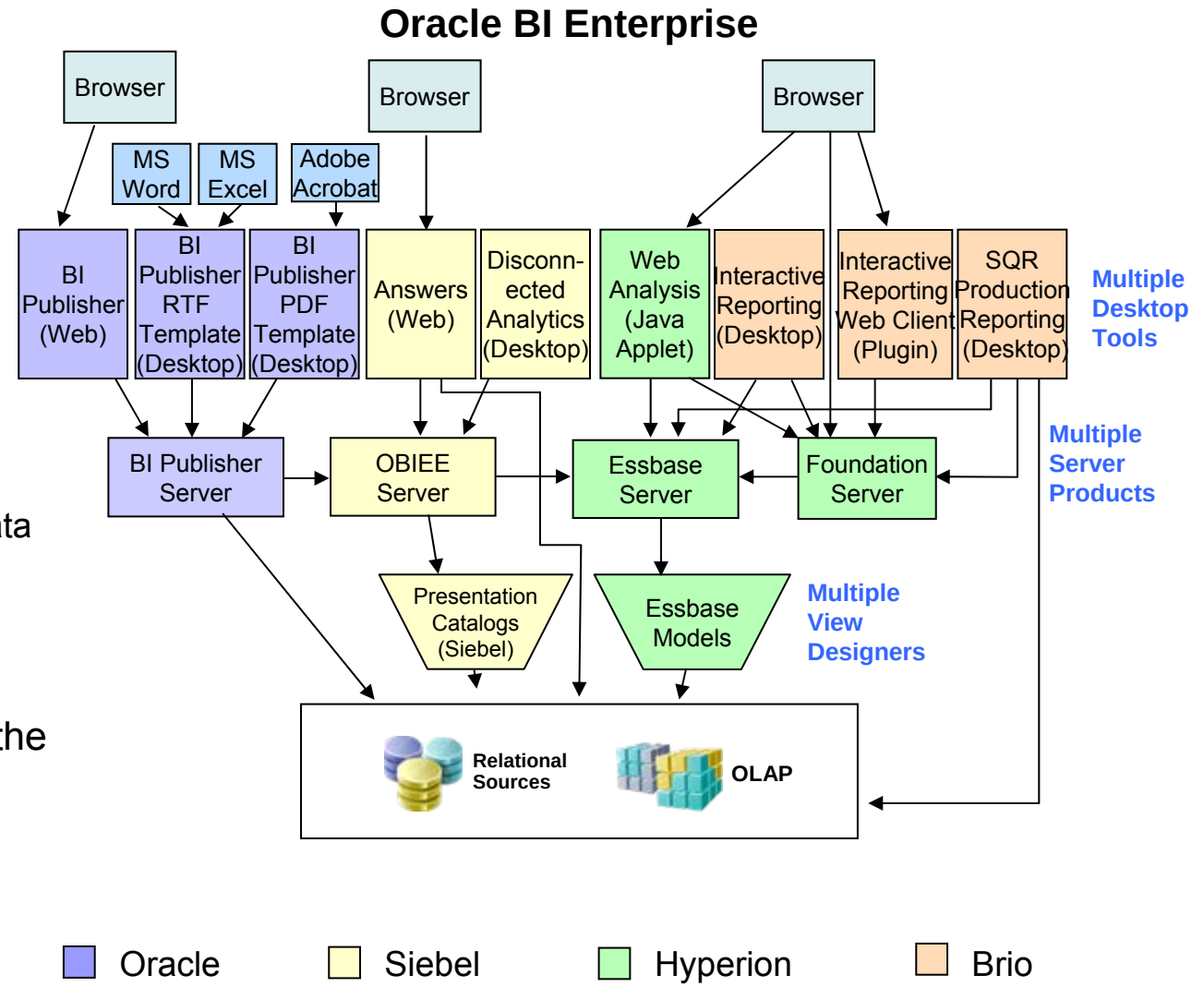
DEMO: Gain Business Insight Through IBM Cognos 8 BI

- Use Go! Dashboard to quickly monitor the business operations
- Use Cognos Query Studio to customize an existing report
- Open Cognos Report Studio and add a chart to the report



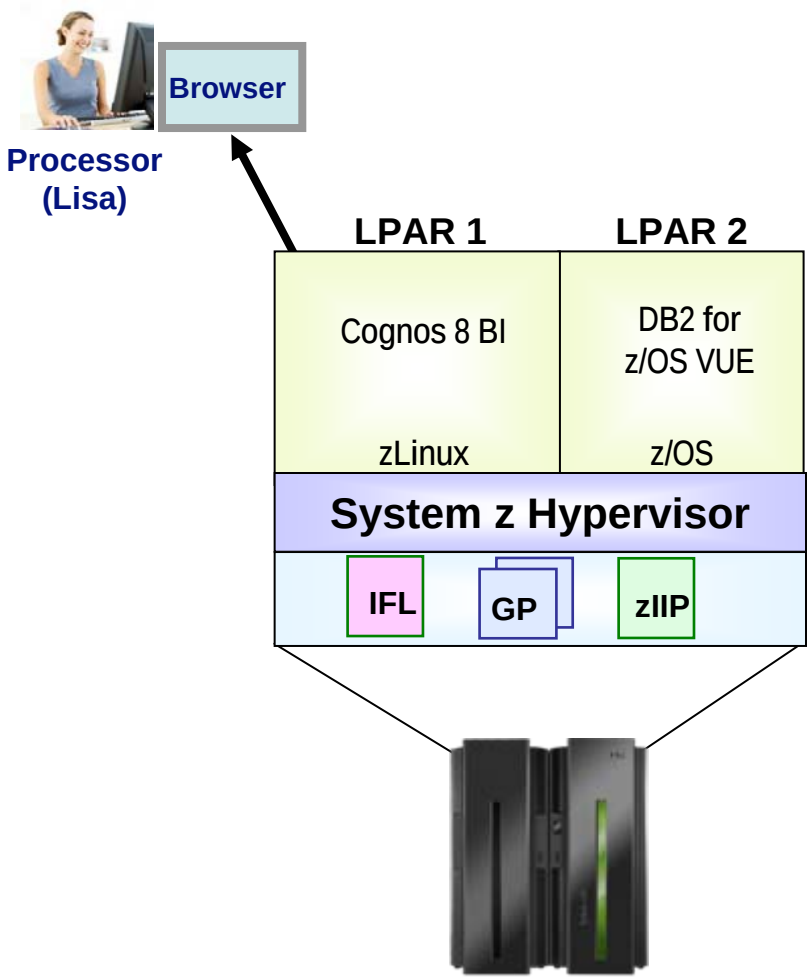
Oracle Business Intelligence Enterprise Edition Is A Complicated Bundle

- **Too Many Products!**
- **Multiple Desktop Client Tools**
  - Multiple report formats
  - Multiple metadata models
  - Creates More work
  - Report specifications cannot be shared or reused easily
    - No common meta data model
- **Creates IT Burden**
  - Install, Patch, User Support all happen at the desktop



IBM Proof Of Concept To Demonstrate Data Warehouse Scalability

- Enterprise Data Warehouse
  - 50 TB Raw Data
  - 300 BILLION row table
- Hardware-assisted compression for data and indexes
  - Up to 63% savings on data
  - Up to 61% savings on indexes
- System z TCO exploits
  - zIIPs
  - IFLs
  - ICFs
- Best of Breed virtualization
- Best of Breed QoS



Case Study: Deploy New 10TB Data Warehouse On z/OS With Disaster Recovery (Cognos Base Function)

Existing Mainframe

Existing z10:
2 GP 1,720 MIPS
DB2 and utilities
With 20Tb storage

Existing Disaster Recovery Site

Existing:
1 GP processor for hot disaster switch-over
1 "dark" DR processor
With 20Tb storage

Add 1 LPAR for New Data Warehouse w 3.8 TB Storage

Prod

2,184 MIPS additional workload on z/OS and 1,840 MIPS on zLinux

Incremental:
2 GP 1,310 MIPS (60%) DB2 & Utilities
1 zIIP 874 MIPS (40%) DB2
1 IFL 920 MIPS DataStage
1 IFL 920 MIPS Cognos
Add 10 GB memory

And add Disaster Recovery w 3.8 TB Storage

Prod

Capacity Backup:
2 GP
1 zIIP
2 IFLs

3 year cost of acquisition $5.71M

Or add HP Integrity Superdome sx2k 9150N Server w 7.3 TB storage

Prod

350,299 Performance Units*

And add Disaster Recovery W 7.3 TB storage

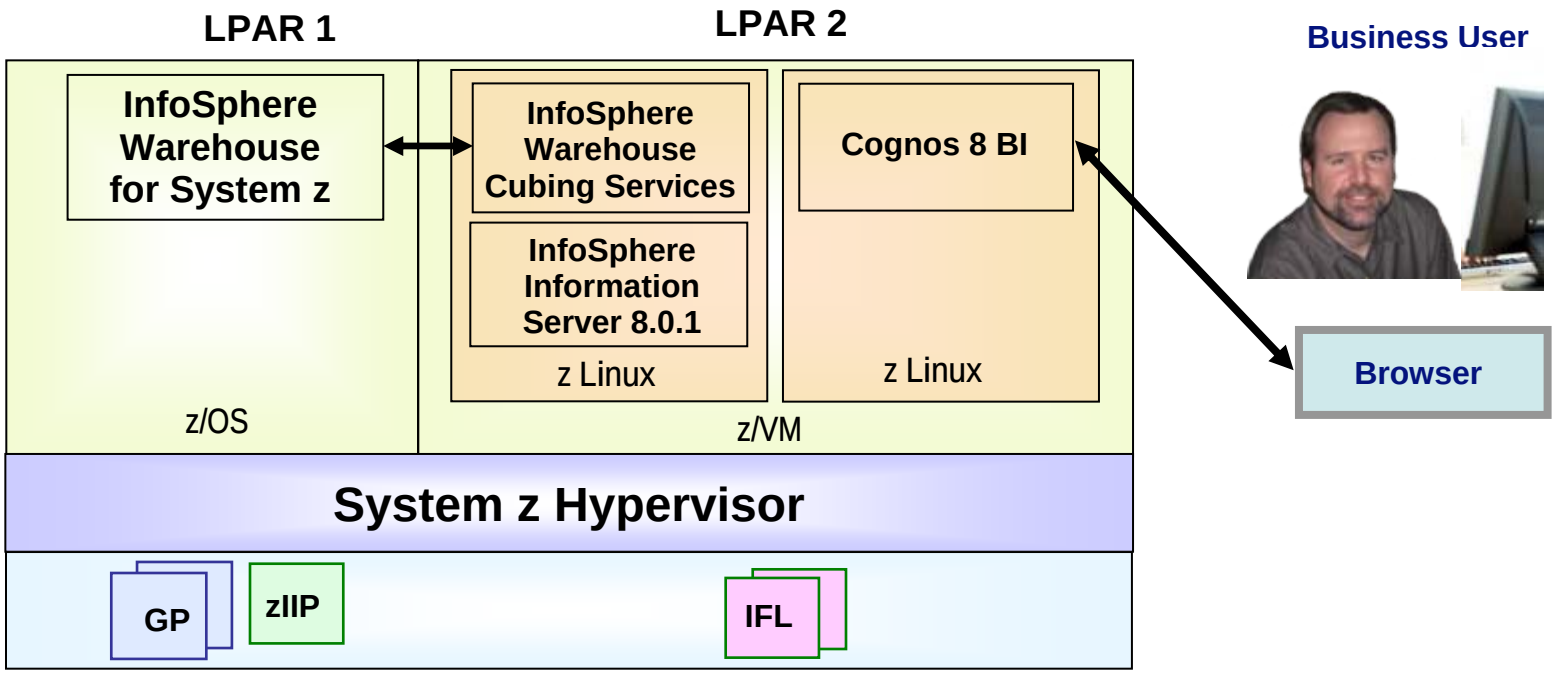
Prod

350,299 Performance Units*

3 year cost of acquisition $24.98M

**Production Performance Units required = (2,184+1840) MIPS x 87 = 350,088*

System z Provides A Comprehensive BI Solution



System z Offerings for Enterprise Data Warehouse and BI:

- InfoSphere Warehouse for System z
- InfoSphere Information Server for System z
- IBM Cognos 8 BI for System z
- Only IBM can provide an end to end Platform DW and BI Solution

IBM vs. Oracle Business Optimization

	IBM	Oracle
Extensive Enterprise Connectivity	**InfoSphere Information Server**	**Oracle-focused**
Enterprise Scalability	**InfoSphere Information Server**	**Waiting for Fusion**
Integrated, Comprehensive Performance Management Platform	**IBM Cognos**	**NO** Multiple products (Oracle, Hyperion, Siebel) with different metadata models
Common metadata model	**IBM Cognos**	**NO** Multiple separate metadata strategies
100% web-based zero footprint BI	**IBM Cognos**	**NO** BI Publisher uses MS Word, Many BI functions require desktop apps and plug-ins