# IBM Business Intelligence Suite, Advanced Level

**IBM BI Suite, Advanced level** *is an additional step to evolve in the exploitation of your most precious asset : information, with* **IBM DB2 V7.**

## A - Customer target

## Customer size

| Nb of employees | 1-50 | 50-100 | 100-250 | 250-500 | 500-1000 | 1 000 +++ |
|---|---|---|---|---|---|---|
| | X | X | X | X | X | |

## Customer Industry

| Retail | X |
|---|---|
| Wholesale | X |
| Banking/Finance | X |
| Insurance | X |
| Telecommunications/Media | X |
| Government | X |
| Manufacturing | X |
| Travel/Transportation | X |
| Healthcare | X |

## Typical sponsor

| Sales Exec | x |
|---|---|
| Marketing Exec | X |
| CEO | |
| Finance Exec | X |
| Customer Service Exec | X |
| IT Manager | X |
| Network Manager | |

## Account Situation / Prerequisites
- Either NT or UNIX Server
- Extensive amount of data not being analysed
- Increase of volumen of data
- Scalability requirements for future needs
- Frequent data movements from several systems
- Not fluent and easily data analysis

- Lack of consistency in reports
- Need of better end user access

## Customer Pains

**Sales exec pains**
- The company is unable to use daily and historic data in benefit of its own business ; for example, understanding who are the most profitable customers and where to find them.
- Reports are not providing the right information on a timely basis
- Operational data,. e-Commerce data, should be optimized for performance and transaction sales and must be extracted, transformed and loaded into a database that is subject oriented and optimized for end user access and analysis.

**Marketing exec pains**
- Difficulty in knowing who are the most profitable customers
- Difficulty to retain customers

**Finance exec pains**
- The return of investment of computer system could be improved

**IT Manager pains**
- Not able to give the right information to the sales and marketing managers, although information is stored in the system

Customer needs a solution that
- Enable a business to gain insight into its business results and its customers and to quickly realize a return on investment.
- Support applications from business intelligence to transaction processing with a single high-value database allowing to minimize costs, leverage the skills of support personnel, and maximize the return on investment

- Easily web-enable enterprise data for intranet or the Internet allowing to go to market faster, gain competitive advantage and increase customer satisfaction
- Able to extend applications with new function, or scale them for more users or data allowing to increase productivity, and provide more useful information to the user community

## 10 Questions to create a vision

**IT Manager questions**
**1.** Different user groups are buying their own applications, each with a different underlying database?  How many applications of this type do you have?  How much resource do you have devoted to dealing with this problem?  Excessive skill requirements?  Cost of skills?  Excessive resources required on the help desk?  What is the cost of this excess resource?
**Is the Marketing Manager impacted?**
**When:** accessing heterogeneous databases
**Who:** developers or users
**What:** could use one consistent set of APIs

**2.** Each RDBMS vendor implements the "standards" in an incompatible way?  How many incompatible implementations are now in your company?  How much is it costing you to deal with this issue?
Increasing development costs? %? $?
**Is CIO impacted?** Is he unable to meet new requirement from user departments?
Cost of delays in lost revenue opportunity?
**Are Commercial VP and Marketing Manager impacted?**
**When:** building heterogeneous systems
**What:** had middleware that automatically transformed the different RDBM implementations into a standard access method
**Sales exec questions**

**3**. The customer base is eroding?  Where are the shoppers going?  Why are they not shopping in your store?  What are

the loss figures?$ ,%? Changes in borrowing rates and expenses at your financial institution?  Further increases in costs?

**Is your CFO concerned?**
**When:** customer surveys are received
**Who:** your merchandising department
**What:** had a way to find which customers left, and for what reasons, and could develop a recapture campaign to bring them back?

**Marketing exec questions**

**4**. Cannot perform on-demand analysis of buying patterns? Why not?  How do you do it today?  What would it cost you to change the current system?
- Inventory levels that are out of line?
- Excessive intercompany and interstore transfers?  How often?  What do they cost?
- Increased expediting activity?  How much?  Is there overtime?  How much?  What do they cost?
**Is the VP of Distribution  affected?  Is the CFO concerned?**
**When:** analyzing customer buying patterns
**Who:** your store buyers
**What:** could create their own reports using data no older than one day, so that their requests would reflect the latest in shopping trends and could be consolidated with other orders company-wide for economic buying without having to rewrite any programs?
**5**. The Inventory Management System is not sensitive to short cycle demand?  What is the cycle length of the analysis system?  Will this catch short term demand fluctuations? How does this affect inventory cost?
Advertising dollars that are being spent without a measure of incremental volume increase?  What is the advertising budget?  How often are advertising campaigns run?
**Is the VP of Sales/Marketing affected?**
**When:** at the end of each day
**Who:** inventory managers

**What:** had a way to project stocking levels so that short cycle items could be flagged for purchasing activity before they get too low in the distribution centers?

**6**. Data is a by product of store transactions and is not organized for analysis?  How is the data sent back to the main system?  What method do you use currently to integrate store data into the merchandising process?  Does this cause missed buying opportunities?  How often? Improper stocking levels at the stores and warehouse?  Is the mix of goods targeted to the shopping habits of various store configurations, such as upscale, middlemarket, and rural? **Is the VP of Merchandising concerned?**
**When:** responding to a request from merchandising **Who:** your information specialists
**What:** could create reports on demand to allow buyers to take into account latest trends in customer shopping behavior ?

**7**. You have rigid systems that only have fixed form reporting capability?  How many systems do you have?  How often do you get requests for new reports? Can you create on demand queries? Costs of program maintenance increasing?  What has been the level and trend of increases?
**Is the Application Development Manager affected?**
**When:** requests for reports needing manipulation of large amounts of data collected from a wide variety of data repositories
**Who:** your user support personnel
**What:** could find and assemble the data for analysis without having to know exactly where each element was stored, so that requested reports could be delivered in hours, rather than in days or weeks as now?

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## B - Typical Solution proposed

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The following proposed offering  is a standard configuration that can be completed with other components of the BI

portfolio attending to the needs of a more  customised solution.

## Business Benefits of this Solution

The main values of this proposition are:
- Quick return on investment
- Informed decision making
- Low risk
- Investment is scalable

❖ **The customer can seamlessly, safely and effortlessly get an unprecedented level of knowledge about their market and their customer's behavior**.  A clearer understanding of customer needs and preferences, enables more focused, appropriate and timely marketing decisions, improving return on investment, productivity and competitiveness, while reducing expense.

❖ **Significant return on investment**. Understanding the behavior of the customer allows more focused, relevant and higher yield marketing actions, delivering a better customer experience, significant cost reductions, improved customer loyalty and increased productivity of customer transactions

❖ **Reliability and Availability.** The IBM e-business software offers the 24x7 availability needed for mission-critical web-based solutions.

❖ **Compatibility with the Future.** e-business solutions built on the open and industry standard based  e-business application framework - on  IBM software (Soul of e-business) - ensures integration and compatibility for the future.

❖ **The investment is Scalable**.  Using IBM e-business software provides many entry points into becoming an e-business.  This offering provides an excellent starting point where the investment can scale to increased

functionality and performance levels as the business needs grow.

## Technical Benefits of this Solution

- Defines data extraction and transformation steps
- Populates data warehouses
- Automates and monitorizes warehouse management processes
- Manages and interchanging metadata
- Builds queries and reports easily via quick start interface.
- Uses Java-based query capability to launch queries from favorite browser.
- Easily integrates query results with desktop tools such as spreadsheets and personal databases.
- Rapidly builds data access and update applications .
- Better data scalability of the Data Warehouse Center with point-to-point data movement options for distributed systems.
- Faster deployment via common, pre-built warehouse and statistical ransformations.
- Better user scalability by providing governing functions to manage query workloads.
- Better manageability of the warehouse via resource and usage tracking.
- Better end-user access by providing an information catalog to help end users find, understand, and access relevant information

A key component to e-business is leveraging corporate information. It's the "I" in IT and the most valuable asset a company has. Yet few know how to use this asset to achieve competitive advantage. Herein lies the immense opportunity that is Business Intelligence and DB2 UDB V7 as the engine for this solution. As e-commerce fuels intense competition, it also generates more customer data. This paves the way for sophisticated new business intelligence software tools to offer shrewd marketers ways to use that information to gain powerful insights into their customer relationships.

The business intelligence capabilities of DB2 UDB V7 enable the analysis of customers' buying habits, complaint records or attrition causes.  This allows the identification of most profitable customers and develop loyalty programs for them. Also to pinpoint customers considering a move to the competition in time to launch proactive retention efforts. And, because the cost of acquiring a new customer greatly exceeds the cost of retaining existing ones, realize immediate and significant returns on the investment (ROI).

It is important to understand that warehouse solutions can be costly, time consuming, and complex.  Nevertheless, the reward to the company is significant in terms of competitiveness, creating new business processes, and in creating an integrated structure that is open and can be easily managed, maintained, and changed.

**IBM DB2 Universal Database V7.2**.
DB2 provides data format compatibility across many operating environments. Easy to manage and highly scalable, DB2 is designed to facilitate high-performance data access and keep pace with business growth or added applications.

DB2 UDB V7 integrates technologies providing a powerful and scalable solution for:
**e-business**
**data warehousing**
**OLAP**
While acting as a support for easier **application development** and easier **migration** from competitive databases

This new offering brings together the tools to build, manage, govern, and access DB2 data warehouses. The DB2 Warehouse Manager simplifies and speeds warehouse prototyping, development, and deployment. It gives the data center the control for governing queries, analyzing costs, managing resources, and tracking usage. It helps satisfy user requirements for finding, accessing, and understanding

information. It provides flexible tools and techniques for building, managing, and accessing the warehouse. And it meets the most common reporting needs for enterprises of any size.

**DB2 Warehouse Manager**
 - simplifies the process of designing, building and maintaining data warehouses,
- shortening the distance between mountains of operational data and insightful business decisions that deliver a competitive edge.
- Integrating tools for data extraction, transformation, load, job scheduling, warehouse management and monitoring, and end-user query and reporting, Warehouse Manager is ideal for departments looking to build a data mart, or for I/T organizations responsible for enterprise warehousing.

DB2 Warehouse Manager offers the following capabilities:
- Increase the scaleability of data warehouses
- Fast deployment of data marts
- Comprehensive manageability and resource controls for DBAs
- Easy access to data and metadata by end users

**DB2 Query Patroller**
DB2 Query Patroller greatly improves the scalability of a data warehouse by allowing hundreds of users to safely submit queries on multi-terabyte class systems.
The product is a true three-tier architecture solution. Its components span the client/server environment to better manage and control all aspects of query submission.
DB2 Query Patroller acts as an agent on behalf of the end user. It prioritizes and schedules queries so that query completion is more predictable and computer resources are efficiently utilized. After an end user submits a query, DB2 Query Patroller frees up the user's desktop so they can perform other work, or even submit additional queries, while waiting for the original query results. DB2 Query Patroller is integrated with the DB2 optimizer and performs cost analysis

on queries and then schedules and dispatches those queries so that the load is balanced across the database partitions.

**The Information Catalog** helps end users find, understand, and access available information by:
- Populating the catalog through metadata interchange with the Data Warehouse Center and
- other analytical and reporting tools.
- Allowing users to directly register shared information objects.
- Providing navigation or searching across the objects to find relevant information.
- Displaying the metadata about the object.
- Launching the tools used to render the information for the end user.

**QMF for Windows**
It provides a multipurpose query tool for business reporting, data sharing, server resource protection, robust application development, and native connectivity to all of the DB2 workstation platforms.
QMF for Windows provides native support for TCP/IP connectivity to Version 5 and later. It is architecturally coupled with DB2 using Distributed Relational Database Architecture (DRDA).
Support for a heterogeneous database environment is available through DB2 DataJoiner, which allows users to access other vendor and non-relational workstation databases.

## Content of Solution
- **DB2 UDB Enterprise Edition V7.2 which contains**
    - DB2 UDB EE with unlimited number of users
    - DB2 Warehouse Manager
    - Transformers
    - Query Patroller
    - Information Catalog
    - QMF/Windows

## Platforms

| Platform | |
|---|---|
| Windows NT | X |
| Windows 95/98 | X |
| Windows 2000 | X |
| AIX | X |
| AS/400 | |
| S/390 | |
| Linux | |
| HP/UX | X |
| Sun Solaris | X |

## Price/PN

**BI Suite, Advanced level : 47 K €**
**( SW 37,4 K € + service 10 K €)**

| Product | P/N | Qty | Points | Price € |
|---|---|---|---|---|
| VPO INSTL/SW SUB DB2 UDB ENTERPRISE ED. 1 PROCESSOR ENTITLEMENT 2 ANNIV | D37AZML | 1 | 110 | 25,105 |
| VPO INSTL/SW SUB DB2 WAREHOUSE MANAGER PROCESSOR ENTITLEMENT 2 ANNIV | D4690ML | 1 | 50 | 12,195 |
| DB2 UDB ENTERPRISE EDITION V7.2 MULTI (NON-AP) MEDIA PACK | BB7KXML | | | 71 |
| DB2 UDB ENTERPRISE EDITION V7.2 ENGLISH DOC PACK | BB7KYNA | | | 24 |
| **TOTAL** | | | | **37395** |

•Notes :
1 - Prices are based on a 2 years subscription through Passport Advantage VPO contract, Band A.
2 - Please localise documentation and media pak references when available in your country.
3 - Prices are given here only for evaluation, please refer to the official IBM price book for a contract.

## Service offering : Typical Statement of work

**1.Business discovery and planning session:**
- to validate the business questions,
- to determine the availability, size and quality of the data sources,
- to plan the hardware requirements, and
- to produce an implementation plan and costing

2.- **Installation of the business intelligence software**

3.- **Population of the datamart:**
- identification and access to the data sources,
- source to target mappings,
- data cleansing,
- transformations,
- loading of the data, and scheduling

4.- **Information delivery**: setting up the end user reports

5.- **Training to end users and IT staff to support the business intelligence solution**

6.- **Investigate upsell opportunities** such as:
- Additional processors for DB2 or DB2 Warehouse Manager
- Web delivered reports through the Web server NT-based offerings from the tools vendors (Brio On Demand Server, Business Objects Webintelligence)

## Total suggested                    10 days
Estimated at 10k euros
The price is to be checked and localise according to the countries.

# IBM Business Intelligence Suite, Advanced Level

## C-Business Partner Value Proposition

With this offering Business Partners can immediately
- enhance and extend their customers' investment,
- gain significant services and product revenue opportunities.
- leverage IBM's market share leadership in the massive BI market to extend their skill set,
- increase their market value and broaden their customer base, while increasing their opportunity for incremental revenue through the sale of add-ons, upgrades and additional services

- Quickly launch new SMB-focused e-business business intelligence offerings on IBM hardware platforms to immediately capture image and market share.
- Drive volume sales of e-business Business Intelligence solutions.
- Take advantage of IBM's marketing strength and e-business mind share to gain a critical competitive advantage in selling services. IBM has been ranked number one in Business Intelligence solutions by Standish Group International and Survey.Com.  IDC has stated that IBM will likely continue to lead the Business Intelligence marketplace,
- Significant storage cross-sell opportunity
- Pre and Post-Sales support from your Distributor and IBM
- Significant follow-on business as customer's needs grow
- All offering components are backed up by the IBM brand name delivering additional value for resellers
- Easy to get started. IBM provides the business partner with all necessary components to quickly and reliably implement customer specific solutions that support the future growth of the customers' business.

using popular front-end query tools.

## D-Other information

### Where to get more information ?

http://www.ibm.com/software/data/db2/udb

### Relevant publications or deliverables

***Brochures/Spec Sheets***
DB2 UDB for UNIX, Windows and OS/2
What's New in Version 6 (to be updated to Version 7)  -    PDF
DB2 Solutions for e-business          -  GC26-9163-04
DB2 Solutions for Customer Relationship Management Applications -  GC27-0833-00
DB2 Solutions for Business Intelligence - GC27-0844-00
DB2 Warehouse Manager - GC26-9309-02
QMF for Windows - GC26-8928-04
DB2 OLAP Server - GC26-9311-02
***White Papers (PDF only)***
IBM's eBusiness Database - DB2 Universal Database (IDC Research Report, 4/00)
DB2 Universal Database, Version 7, Features and Facilities 4/00
IBM DB2 Universal Database Enterprise - Extended Edition (EEE) on IBM NUMA-Q Hardware Platforms 3/00
DB2/Siebel Technical White Paper 3/00
IBM DB2 Universal Database: Building Extensible, Scalable Business Solutions 2/00
DB2 for Windows 2000 2/00

***Miscellaneous***
IBM Ups the Ante with DB2 Version 7 Database - consultant report Web reprint
IBM DB2 Universal Database: What's New Version 7 - product publication  SC09-2976