



DB2 solutions for business intelligence

Highlights

Deploy quickly with easy to use tools to build and manage your warehouse

Run on all major IBM and non-IBM platforms including Microsoft® Windows® and UNIX®

Grow with your business, even when you exceed your own expectations

Leverage more than 800 best-of-breed business intelligence tools and applications built on DB2®

Benefit from high quality IBM support

Gain insights easily

Successful companies understand their businesses and what drives more business to them. And this understanding—this business intelligence—starts with information.

But in today's e-business-driven markets, it is becoming harder than ever to manage the information explosion. Multiple customer touch points—such as self-service Web sites, call centers and retail outlets or exclusive employee and partner intranets or extranets—often result in distributed, inconsistent data.

It takes powerful IT tools and technology to transform all this data into actionable insights. That's why more and more companies are turning to the IBM DB2 family of products.

DB2 solutions for business intelligence provide integrated, easy-to-use data warehousing, analysis and data management software. They also offer ongoing support, education and expertise to help you make insights readily obtainable whenever and wherever they are needed.



Build, run, leverage and transform your e-business

Employ easy-to-use tools to build and manage your warehouse

With DB2 Universal Database Version 7 and DB2 Warehouse Manager, data warehouse management has become an integral part of your database management system. New graphical interfaces make it easy for your database administrators to query data sources, build and test warehouse extraction and transformation processes, analyze and tune performance and put data warehouses into production.

Run on the platform that meets your needs

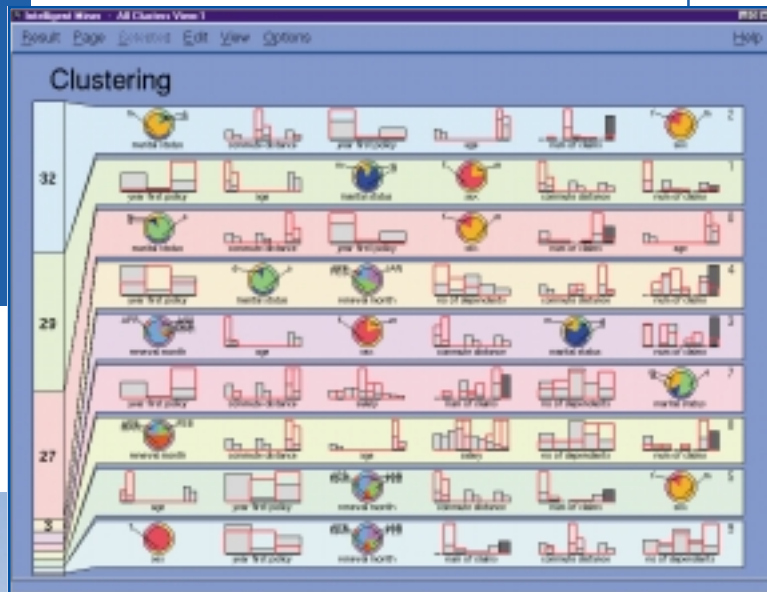
Whatever the size and whatever the reach of your business intelligence application, there's a DB2 solution for you. DB2 offers consistent functionality across host, mid-range and workgroup servers and across desktop, laptop and embedded clients. Supported platforms include Microsoft Windows NT®, Windows 98 and Windows 2000, Linux®, OS/2®, AS/400®, AIX®, Sun Solaris™ operating environment, HP-UX, SCO UnixWare 2, NUMA-Q PTX, OS/390®, VM and VSE.

With DB2 Extenders™, you can incorporate diverse forms of information, including text, audio, video, XML and even spatial and time series data accumulating within your data warehouse.

Grow with your business

DB2 Universal Database delivers the scalability and availability you need, even when you exceed your own expectations.

- The scalability of DB2 has been proven by users and industry experts alike. A recent report by the META Group¹ stated that DB2 demonstrates "brute scalability," delivering between 10 to 20 percent improvement in data warehouse performance with each release.
- Industry benchmarks validate the industry-leading performance leadership of DB2. Delivering continuing enhancements, DB2 offers superior query performance with a leading cost-based optimizer as well as patented algorithms for locking, buffer pool management, indexing, parallel query execution, use of pre-computed results managed by the optimizer, and query re-write.
- DB2 has demonstrated extraordinary support for connected users, enabling it to accommodate not only enterprisewide demands, but also access by vast numbers of customers through the Internet. During the 1998 Olympic Games in Nagano, Web-enabled systems powered by DB2 handled more than 634 million hits, with more than 55 million hits coming in on the busiest day.
- Making information available to larger populations can be a tough IT challenge. DB2 provides tools to protect critical resources, analyze and distribute costs and manage performance.
- To ensure that IBM business intelligence solutions continue to deliver groundbreaking performance, IBM has invested more than \$60 million to date in its Teraplex Integration Centers. At these centers, researchers and customers can prototype, test, integrate and demonstrate real-world business intelligence systems under highly demanding conditions.



IBM business intelligence solutions enable you to plow through millions of rows of data and uncover hidden opportunities and risks in a few hours.

“In retail, you have to be able to react to yesterday’s news today, which makes it imperative to have tools like DB2 Universal Database and DB2 Warehouse Manager to be successful.”

— Peter Denison, Information Technology Manager, Smith’s Kodak Express

“Though the MERLIN data warehouse has grown very quickly, DB2 has grown with it. And, with its Internet connectivity, MERLIN’s net benefit to the state is projected to be \$2.9 million by 2002.”

— Julie Allen, MERLIN Project Manager, State of Mississippi

Choose from best-of-breed analysis tools and applications

Business professionals want to ask intuitive questions such as, “What was my sales product mix across different regions in the third quarter?” or “What are the demographic traits of my most profitable customers?” To answer these questions, you need powerful analytical tools.

- DB2 OLAP Server™ integrates the Essbase OLAP function and Essbase API from Hyperion Solutions, with the data management capabilities of DB2. This combination gives you a broad choice of ready-made analytical tools and applications, as well as the calculation richness to build sophisticated custom-built applications.
- Delving into your DB2 data store, DB2 Intelligent Miner™ can help you discover previously unknown, actionable information from your data warehouse. You’ll realize the power of data mining in understanding customer needs, identifying emerging market trends, reducing fraud and more.

- Through its Business Intelligence Partner Initiative, IBM has joined forces with more than 550 partners, offering as many as 800 specialized applications and tools from companies like SAP, Siebel, SAS, Brio, Business Objects and Cognos. Worldwide, more than 9,500 IBM Business Partners support DB2 Universal Database, offering 16,300 applications.
- IBM's commitment to open standards ensures you will be able to integrate your business intelligence infrastructure with leading-edge technology from IBM and others. IBM is driving the adoption of common meta data standards for business intelligence. The Object Management Group Common Warehouse Metadata Interchange, led by IBM, is adopting standards proposed jointly by industry leaders, including IBM, NCR, Oracle, Hyperion and Unisys.

Take advantage of comprehensive services

IBM Global Services can help you achieve a complete, end-to-end business intelligence solution. We can help you define the solution requirements, build a strategy, perform a proof of concept or build a prototype, and implement a pre-defined or customized working solution with your data. Leveraging extensive industry knowledge, years of hands-on experience and a broad array of business intelligence products, IBM Global Services is equipped to deliver solutions that exceed your expectations.

Rely on IBM support

IBM understands the value of partnering with customers, whether by ensuring a broad industry skill base, educating customers directly or providing high quality, responsive support. The IBM Professional Certification Program for DB2 Universal Database plays a key role in developing and maintaining cutting-edge expertise. Today, there are more than 5,000 DB2 Universal Database certified experts available to serve your needs.

The DB2 Scholars program brings university and college students into the workforce—and to your business—with up-to-date DB2 skills. IBM Learning Services can educate customers new to DB2 or business intelligence with a comprehensive array of business intelligence and data management offerings. And customers continue to applaud IBM for its service and support excellence.

Insightful, profitable decision making starts with a solid data management foundation. And there's no better time to start building it than today.

For more information

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¹Richard Evans, "Data Warehousing for the Masses," *Enterprise Data Center Strategies*, September 1999.



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