

# Information Integration & Governance

*How trusted information  
can deliver smarter decisions*

## INFORMATION INTEGRATION & GOVERNANCE FORUM 2011

*Delivering Trusted Information for Smarter Business Decisions*



**Start small, start with an entry point, start now!**

We have an unprecedented amount of information,  
creating unprecedented opportunities



**2 Billion** Internet users

**30 Billion** RFID tags



**5 Billion**  
Mobile Phones



**200 billion**  
emails sent daily



Twitter process  
**7 terabytes** of  
data every day

**59% CAGR**  
for enterprise data



Facebook process  
**10 terabytes** of  
data every day



Imagine putting your organization's information to work to achieve your desired outcomes



Enhance Customer Understanding



Optimize Real-Time Decisions



Foster Collaborative Decisions



Enable Enterprise Visibility

...Achieving this requires a focus on **information governance**





## Better governance can improve business results



### Understanding Data

*A major bank located 300,000 previously lost customers, gaining ability to up sell and accelerate revenue generation*



### Improve Data Quality

*Best practices in data quality can boost revenue by 66%*



### Manage Data Lifecycle

*Computer systems company reclaims \$350,000 of disk and improves performance by more than 40% through archiving*



### Protect Data and Comply

*Monitoring database activity protects data, enables compliance and successful audits while providing 239% ROI*

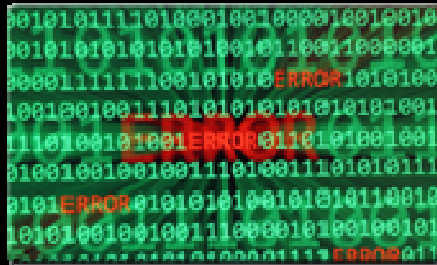
... But most organizations continue to struggle

### Increasing Complexity



**1 trillion**  
Connected  
devices in the  
world

### Declining Quality



**\$8.2 million**  
Annual loss  
by average  
organization due  
to poor data  
quality

### Issues Protecting Privacy



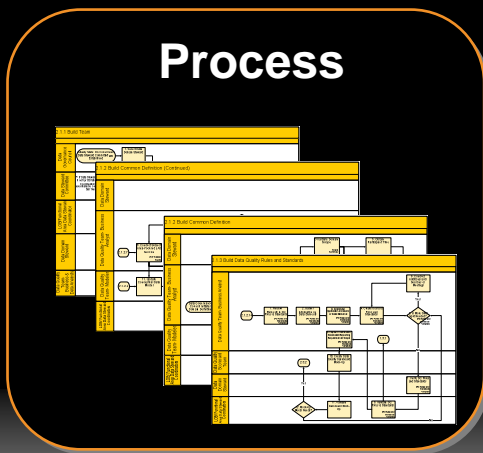
**\$204**  
Cost per  
compromised  
record

### Issues Ensuring Compliance



**\$29.8 billion**  
U.S spending on  
governance, risk  
and compliance

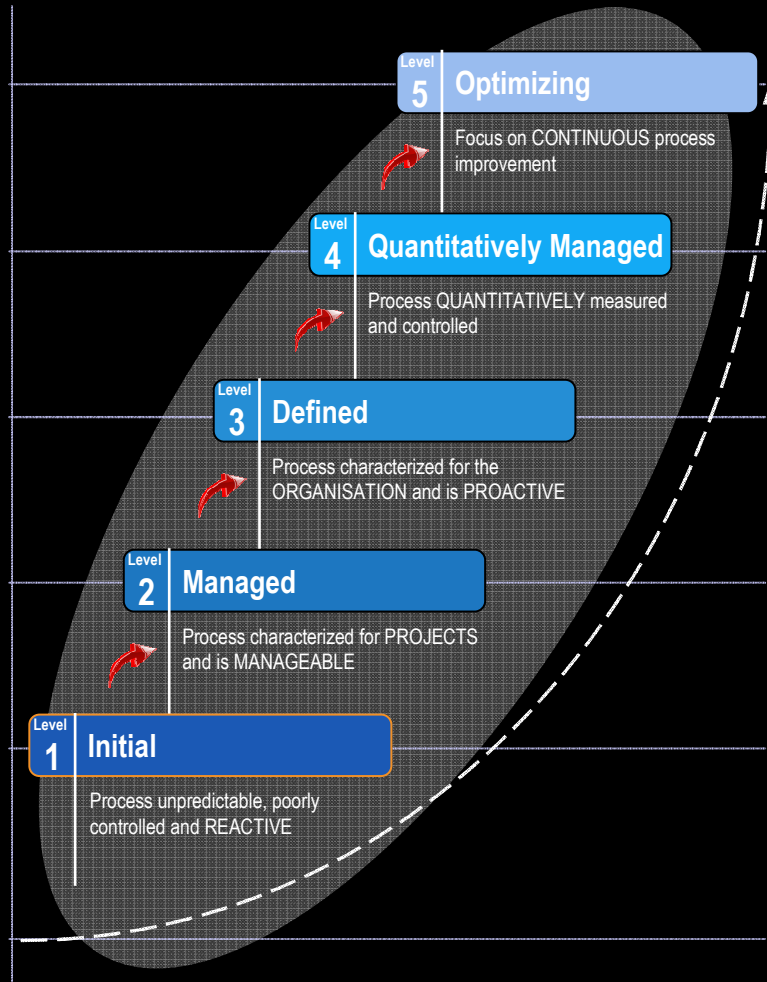
We must proactively use information to unlock value while managing risk  
*Creating the need for better Information Governance*



***Ensure information is understood and consistently defined.  
Increase the use and trust of information as an enterprise asset.  
Protect information, reduce risk and comply.***



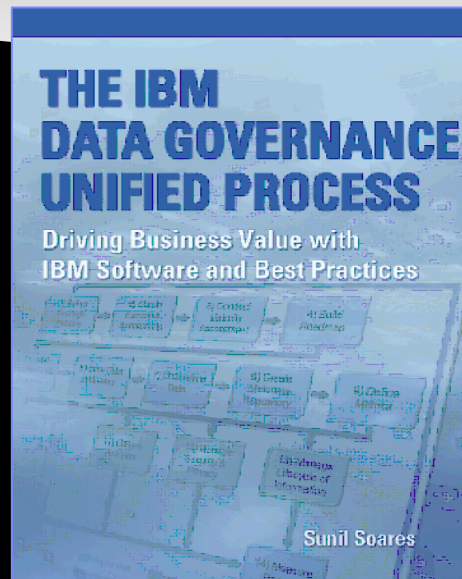
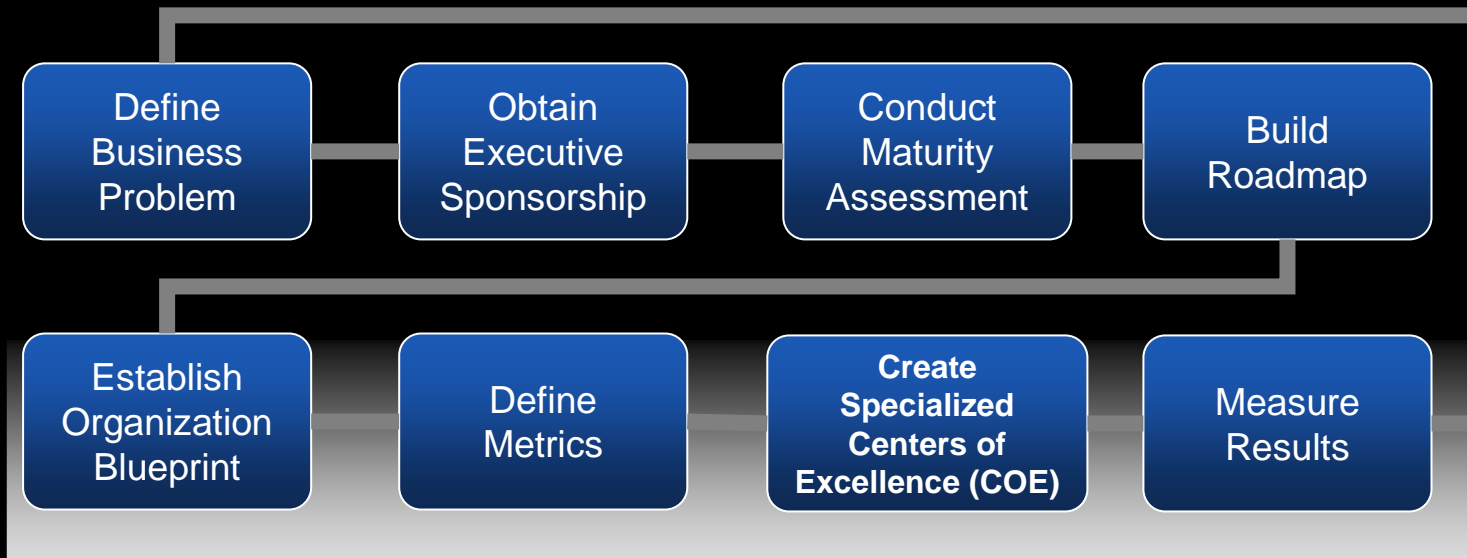
## IBM's history of thought leadership in Information Governance



- Established Information Governance Council over five years ago
- Developed Maturity Model for Information Governance used by over 250 customers
- Community now exceeds 850 members
- [www.infogovcommunity.com](http://www.infogovcommunity.com)



# Governance starts with putting a repeatable process in place



# Proactively unlock value while managing risk in your next project

1

**Do you fully understand your information landscape?**



2

**Do your users trust your information?**



3

**Do you have a strategy to contain cost as data volumes grow?**



4

**Do you have a 360° view of protecting information?**



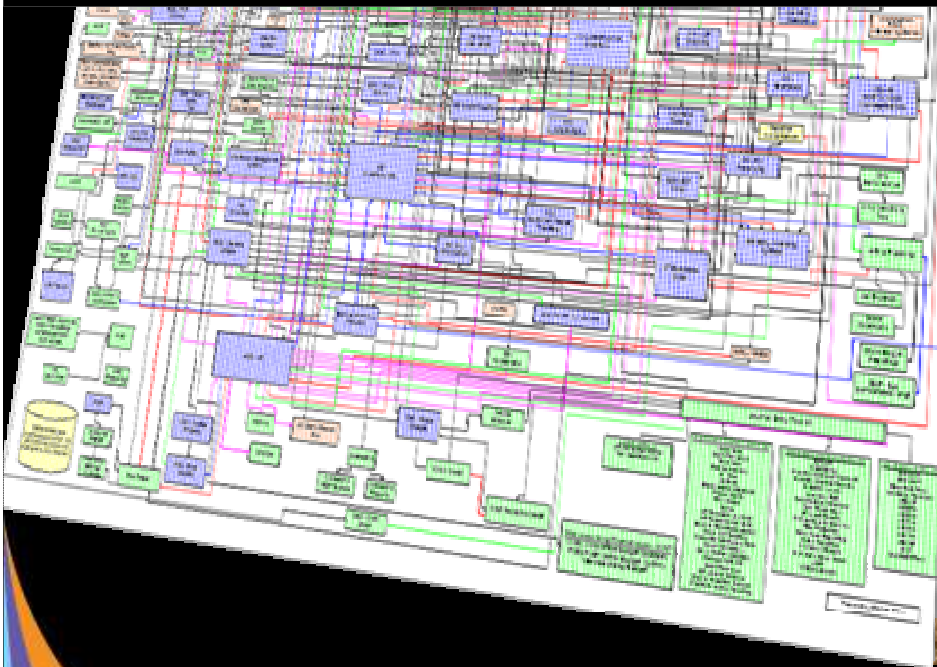
5

**How prepared are you to address legal and regulatory obligations?**



1

We need to understand what information we have



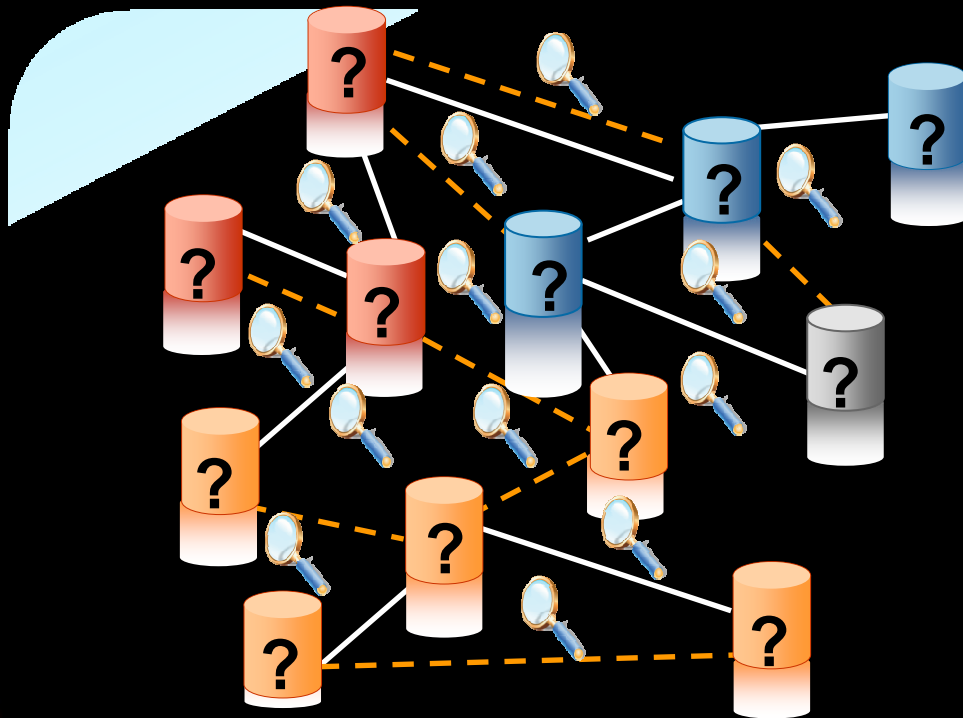


# Align the whole organization around the business definition of information

*How can I understand what data I have*

## Entry Points

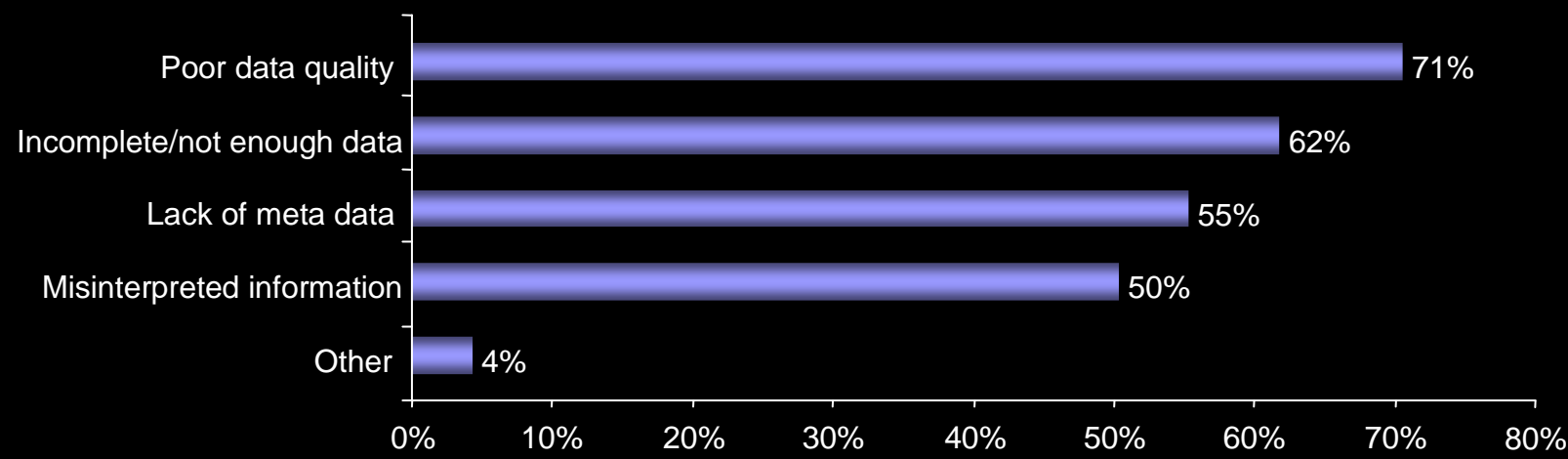
- Automated data discovery
- Business glossary
- Data modeling
- Metadata management



2

## We want information we can trust

*Types of data quality problems experienced over the past three years*



Source: BeyeNETWORK Custom Research Report Prepared for IBM Corporation

**\$8.2M**

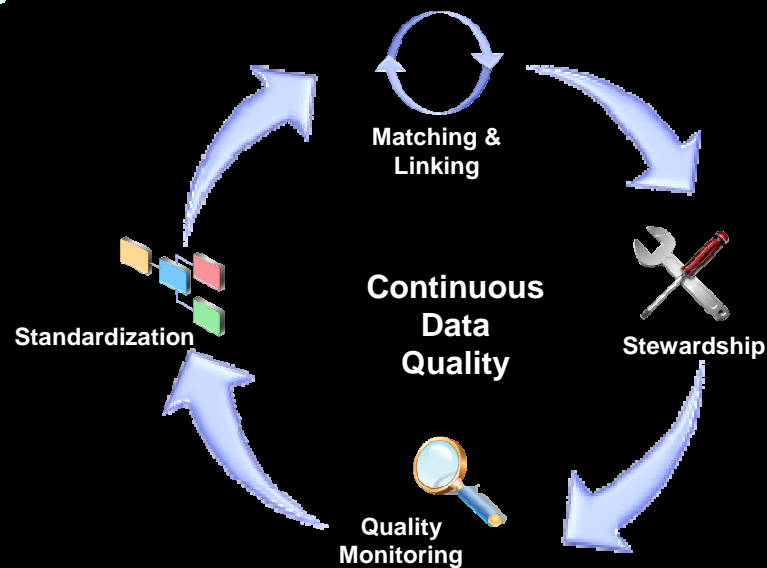


Average annual loss<sup>1</sup>

1. <http://searchdatamanagement.techtarget.com/news/1365965/Poor-data-quality-costing-companies-millions-of-dollars-annually>

## Institute a systematic approach to data quality

*How can I fix my current data quality problems and establish ongoing data quality management?*



### Entry Points

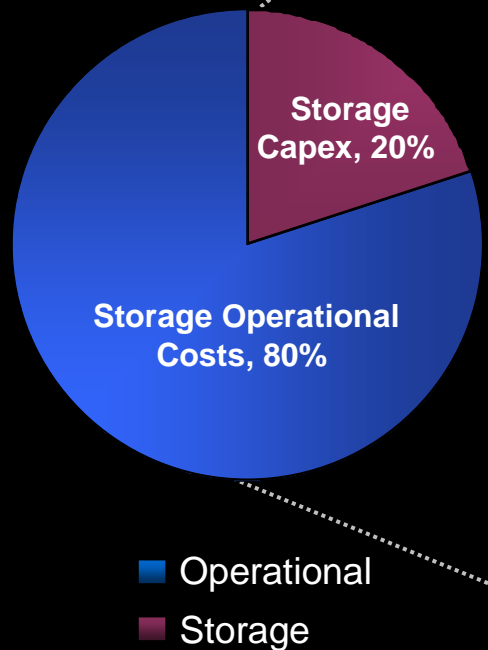
- Data profiling
- Data integration
- Data quality
- Data warehouse
- Master data management



### 3 We want to manage information more efficiently

- Optimize efficiency of data management systems
- Remove unnecessary data from production environments
- Quickly and more cost effectively provide the right information for development and testing
- Continuously monitor, manage and improve performance

Industry Average Fully Burdened IT Infrastructure Cost Percentages to support data growth



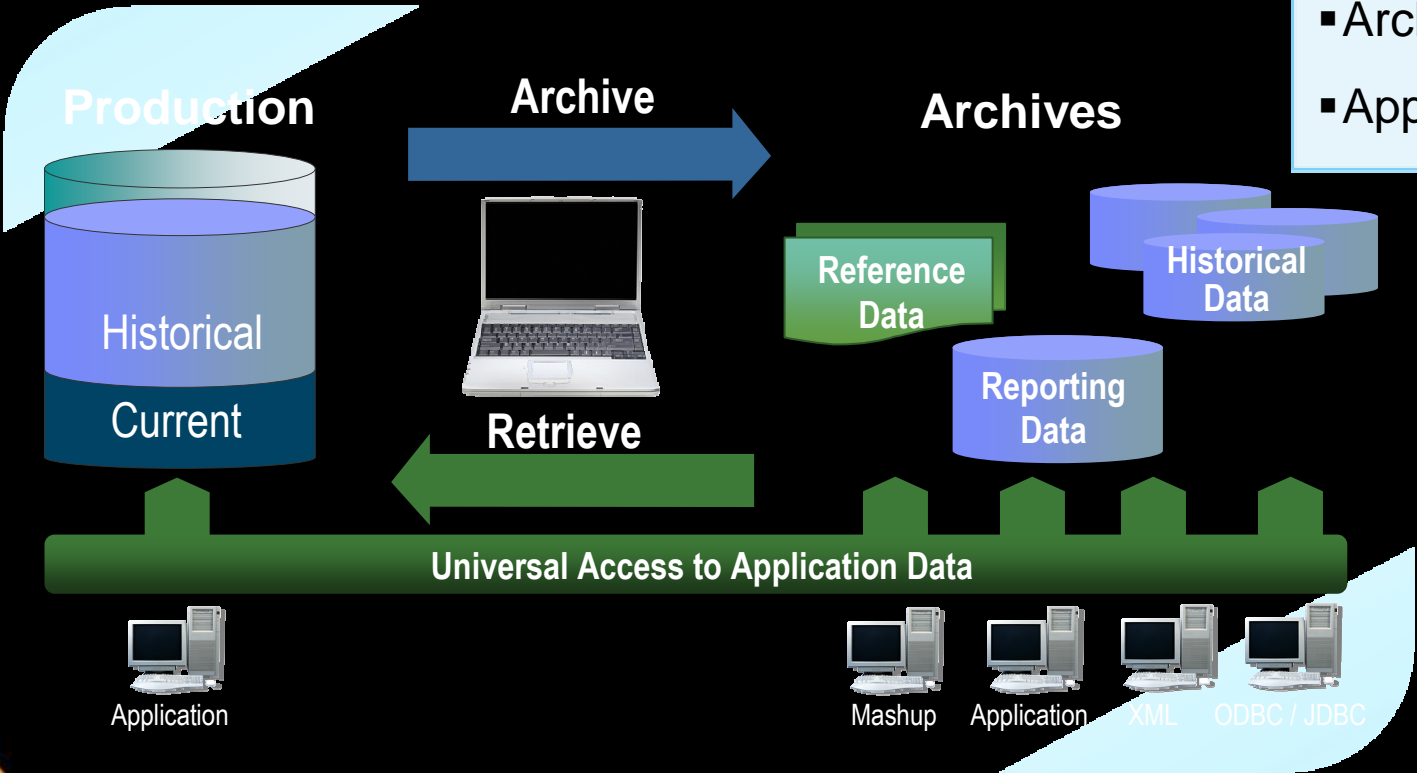
| Industry Averages                           |                  |
|---|------------------|
| Type  | Industry Average |
| Disk Storage + Tape                         | 20%              |
| Hardware: Networking (cables, routers, etc) | 15%              |
| Software (for storage)                      | 17%              |
| Infrastructure: Telcom                      | 10%              |
| Infrastructure: Power                       | 5%               |
| Infrastructure: Floor Space                 | 3%               |
| Staffing (for storage)                      | 30%              |
| <b>Total</b>                                | <b>100%</b>      |

... To reduce cost

# Reduce storage costs and increase performance

*How can I reduce time and cost with better management of information?*

- Entry Points**
- Data discovery
  - Archiving
  - App Retirement

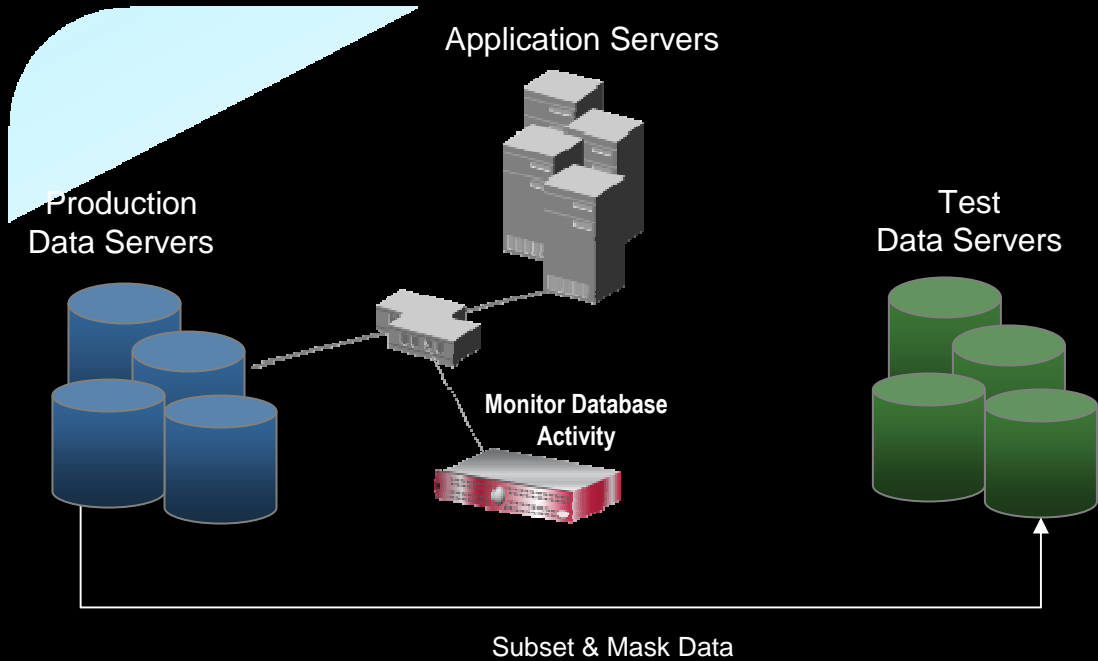






# Prevent data breaches to protect information and your organization

*How can I protect information security, privacy and manage risk?*



- ### Entry Points
- Automated sensitive data discovery
  - Encryption
  - Masking for non-production
  - Database activity monitoring
  - Database vulnerability assessment
  - Redaction in documents

**5**

We want to comply with regulatory and legal obligations

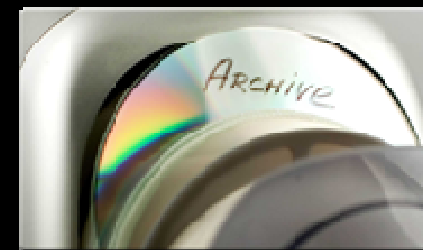
**Legal  
Matters**



**IT  
Systems**



**Records  
Laws or Regulations**



**Key  
Stakeholder  
Alignment**

**Enable Rigorous  
eDiscovery to Mitigate  
Legal Risk and Reduce  
Litigation Costs**

**Help CIO Preserve IT  
Budget by Managing  
Information Based  
on Value**

**Enable Global Initiatives  
with Retention for All  
Information**

**Key  
Stakeholder  
Value**

Reduce costs  
and risks  
  
Improve legal  
hold process  
  
Enable rigorous  
eDiscovery

Reduce storage  
costs  
  
Govern information  
assets  
  
Optimize archiving,  
classification

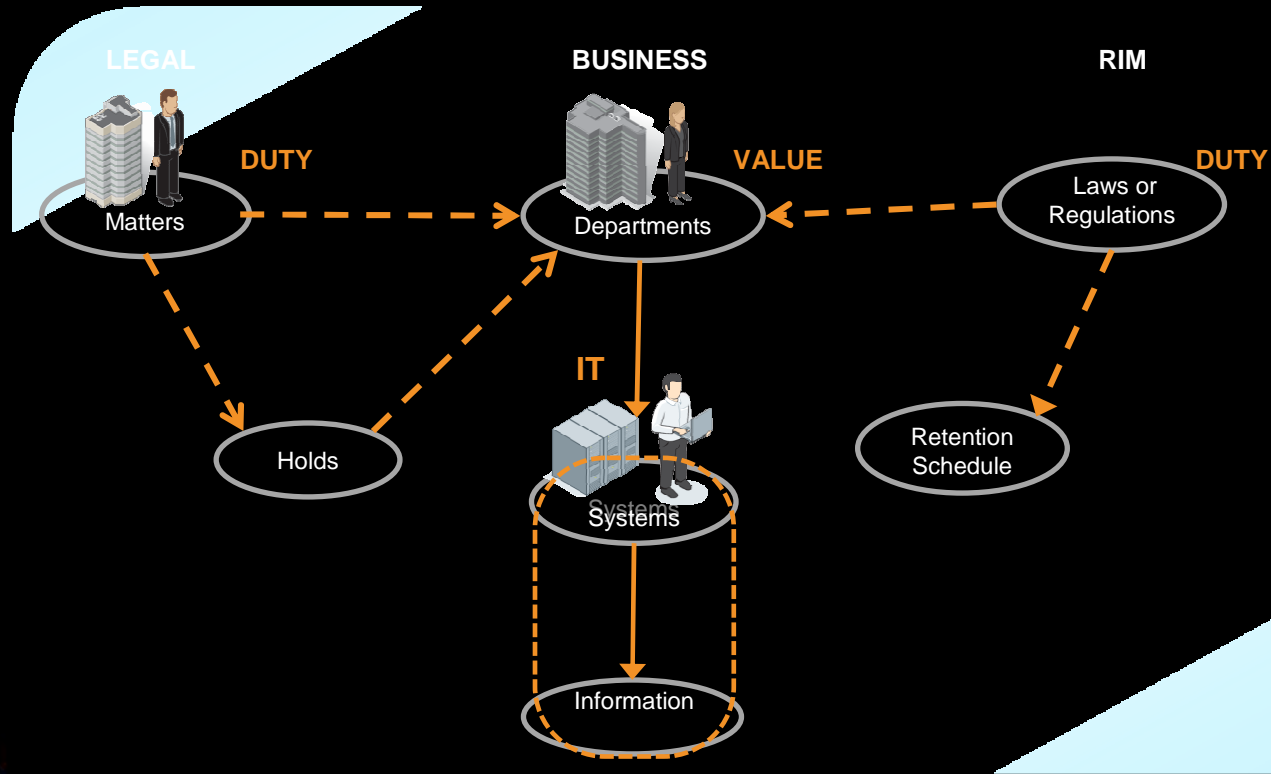
Manage records and  
non-records  
  
Improve and enforce  
retention  
  
Enable defensible  
disposition

**... To ensure compliance**

# Be prepared for legal and regulatory compliance

*How can I ensure my organization is prepared for legal & regulatory requirements?*

- ### Entry Points
- Content collection and classification
  - Archiving
  - Records management
  - eDiscovery





## Information Governance is key to proactively driving results

**1**

**Understand your information and its landscape**

**2**

**Provide high quality information for all users**

**3**

**Reduce time and cost of managing information**

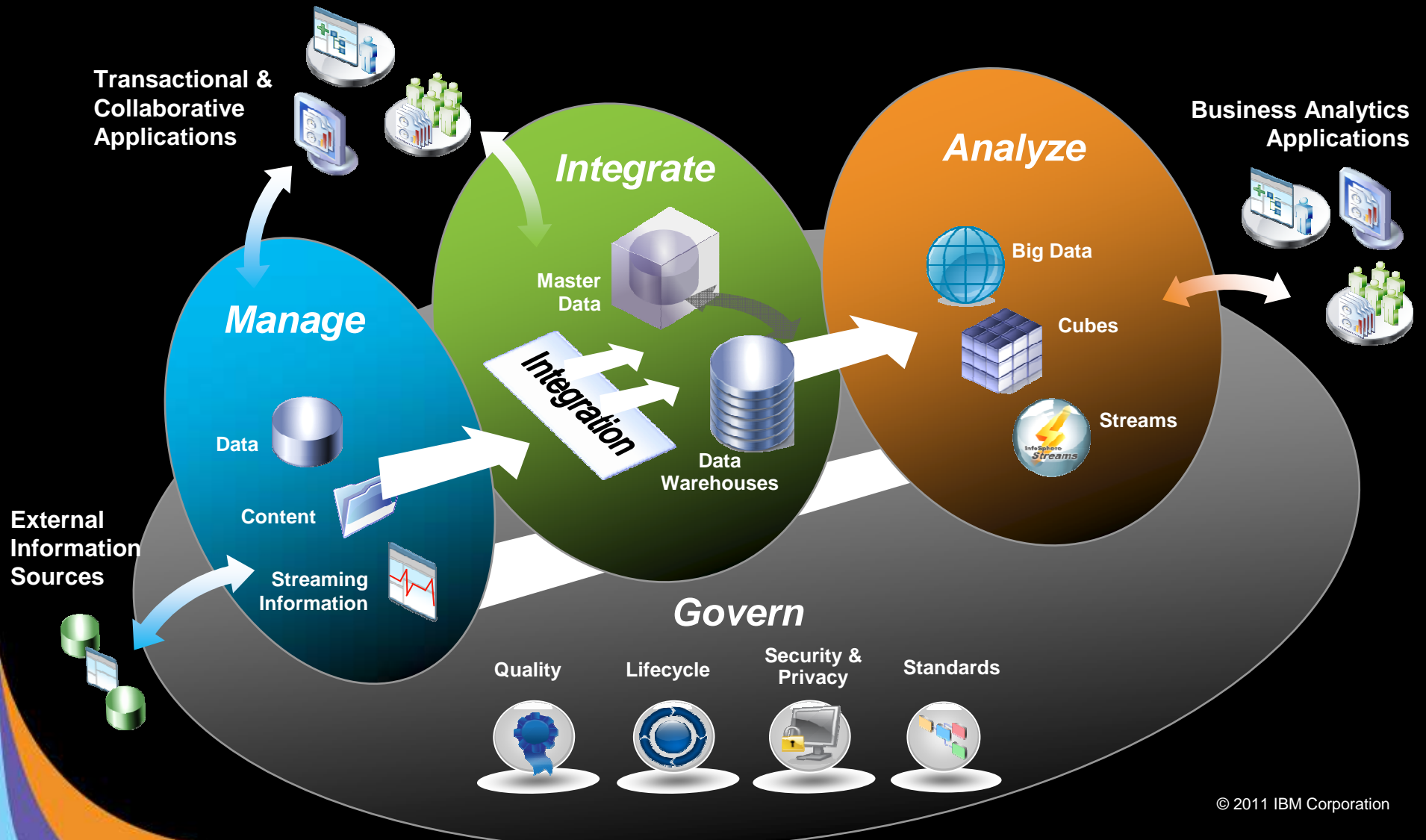
**4**

**Protect security and privacy while reducing risk**

**5**

**Comply with regulatory and legal obligations**

# Delivering trusted information for smarter business decisions across your entire information supply chain

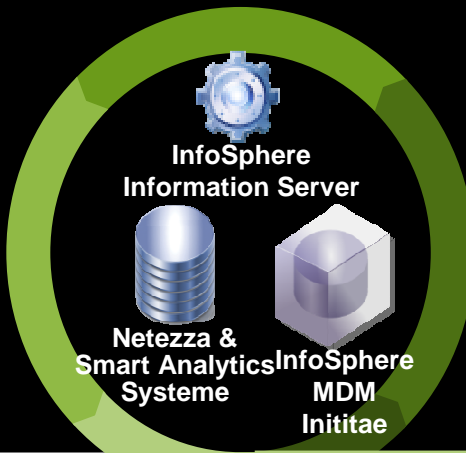


# IBM provides modular integrated solutions for governance across your information supply chain

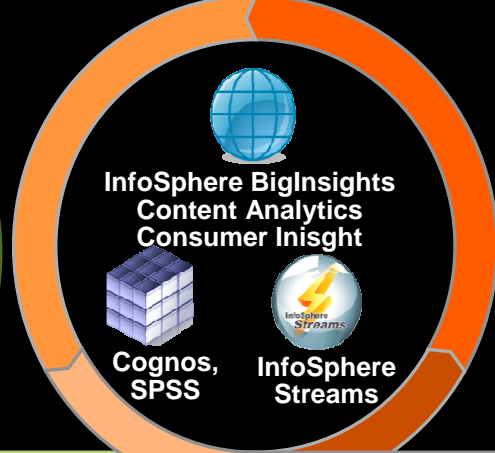
## MANAGE



## INTEGRATE



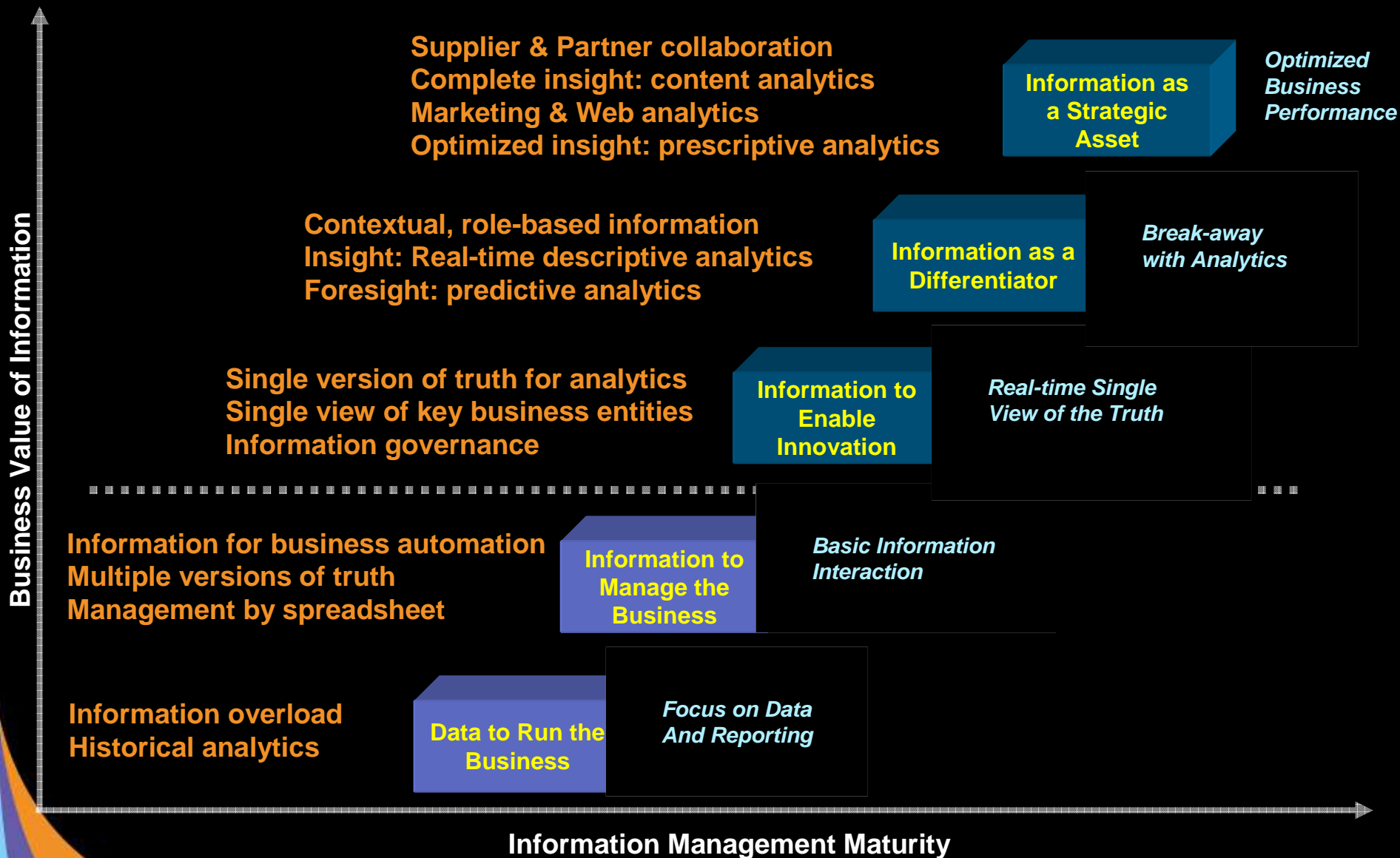
## ANALYZE



## GOVERN

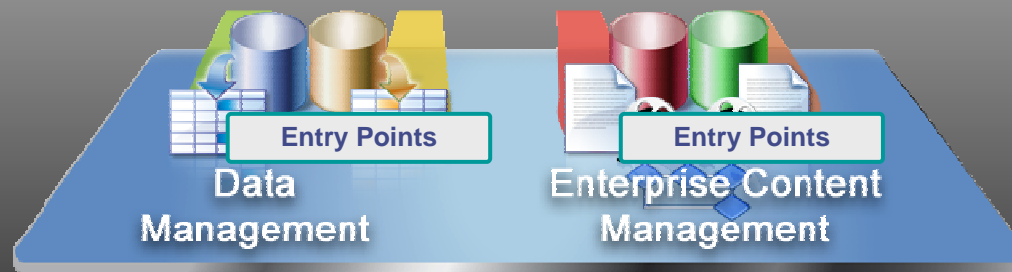
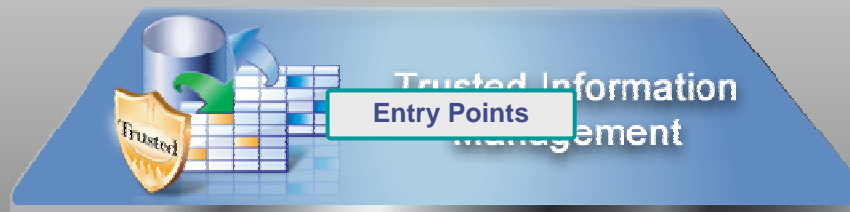
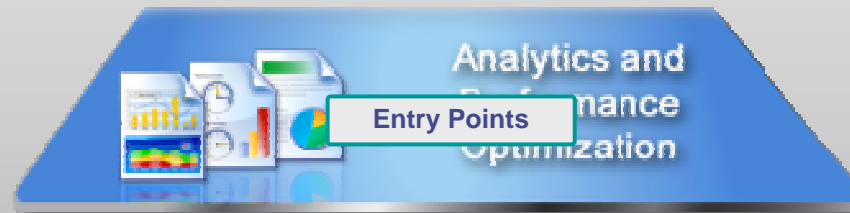


# Information Management Maturity Model





Information Management Reference Architecture





### Business Analytics & Optimization

|                       |                        |                        |                        |                       |                           |
|-----------------------|------------------------|------------------------|------------------------|-----------------------|---------------------------|
| Business Intelligence | Performance Management | Predictive Analytics   | Prescriptive Analytics | Content Analytics     | Identity Insights         |
| Marketing Analytics   | Web Analytics          | Social Media Analytics | Big Data Analytics     | Streaming Information | Blueprints & Accelerators |

### Enterprise Information Management

|                         |                     |                     |     |                |                        |
|-------------------------|---------------------|---------------------|-----|----------------|------------------------|
| Information Integration |                     |                     |     | Data Warehouse | Master Data Management |
| Federation              | Change Data Capture | Quality & Cleansing | ETL |                |                        |

### Foundation Information Tools

|                |                |                |                   |                 |                     |
|----------------|----------------|----------------|-------------------|-----------------|---------------------|
| Data Discovery | Data Profiling | Data Modelling | Business Glossary | Industry Models | Metadata Management |
|----------------|----------------|----------------|-------------------|-----------------|---------------------|

### Enterprise Data Management

|                            |
|----------------------------|
| Structured Data Management |
| Data Privacy & Security    |
| Data Lifecycle Management  |

### Enterprise Content Management

|   |
|---|
| Documents, eMail, Forms, Media, Host Output |
| Automated Collection & Classification       |
| Content/Records Lifecycle Management        |



What can you do next ...

## Executive Briefings & PoTs at the IBM Hursley Lab



Take a deeper dive into specific Information Governance solution areas:

Fully facilitated briefings with SMEs

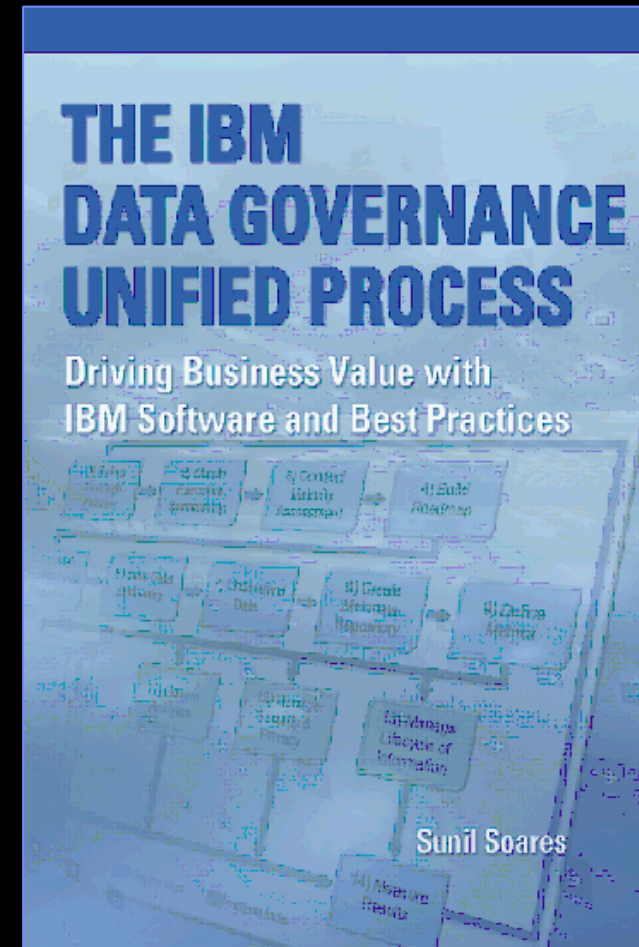
Guided hands-on Proof of Technology labs (Free)





## What can you do next ...

- **Visit our Governance site:**
  - [ibm.com/informationgovernance](http://ibm.com/informationgovernance)
- **Read the book**
  - <http://tinyurl.com/3ffurl8>
- **Start small with a project**
  - Workshops and assessments
    - Especially Data Quality
  - Entry points to help you succeed
    - e.g. InfoSphere Discovery



Thank you

Start small,  
Start with an entry point,  
Start now!

**INFORMATION INTEGRATION  
& GOVERNANCE FORUM 2011**

*Delivering Trusted Information for Smarter Business Decisions*

