

IBM Software Group

IBM Information on Demand

Unlocking the Value of Your Information

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Information – Your Best Friend & Worst Enemy



■ Are you drowning in information ?

- ▶ Struggling to establish what's relevant and useful, and what's not
- ▶ Unable to make effective use of scanned docs, forms, images, etc



■ Do you have multiple versions of the truth ?

- ▶ Customer data, product data and it's inter-relationships are all mixed up
- ▶ Being compliant with regulation is an extreme challenge



■ Do you trust what your systems tell you ?

- ▶ Much of the data is incomplete, out-of-date, inaccurate, or misinterpreted
- ▶ No complete picture of what they've got or how it's used



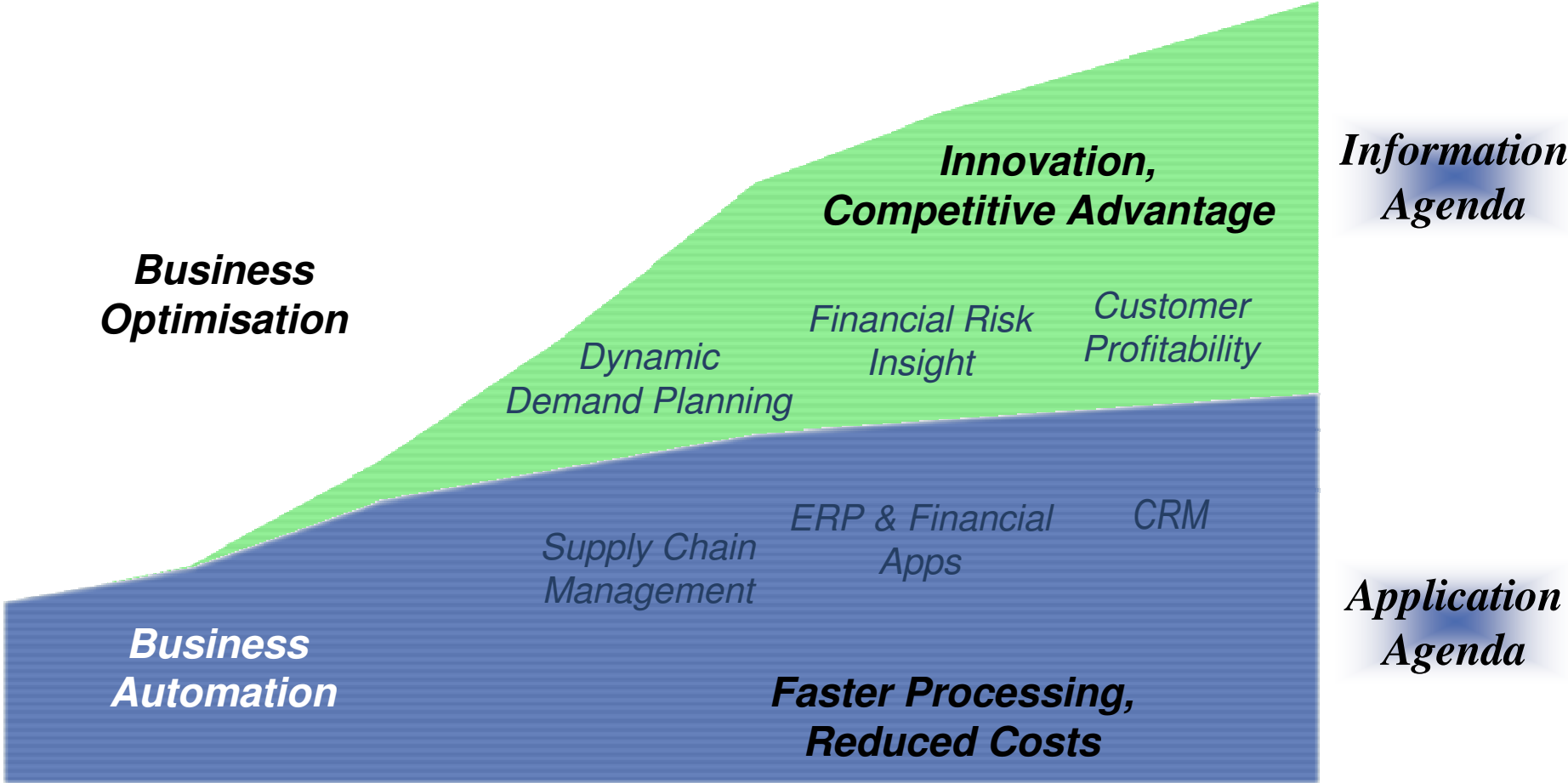
■ Are you able to focus on productive business tasks ?

- ▶ Entrenched in the battle to keep the lights on
- ▶ The cost of 'managing' the problem increases every day, every week



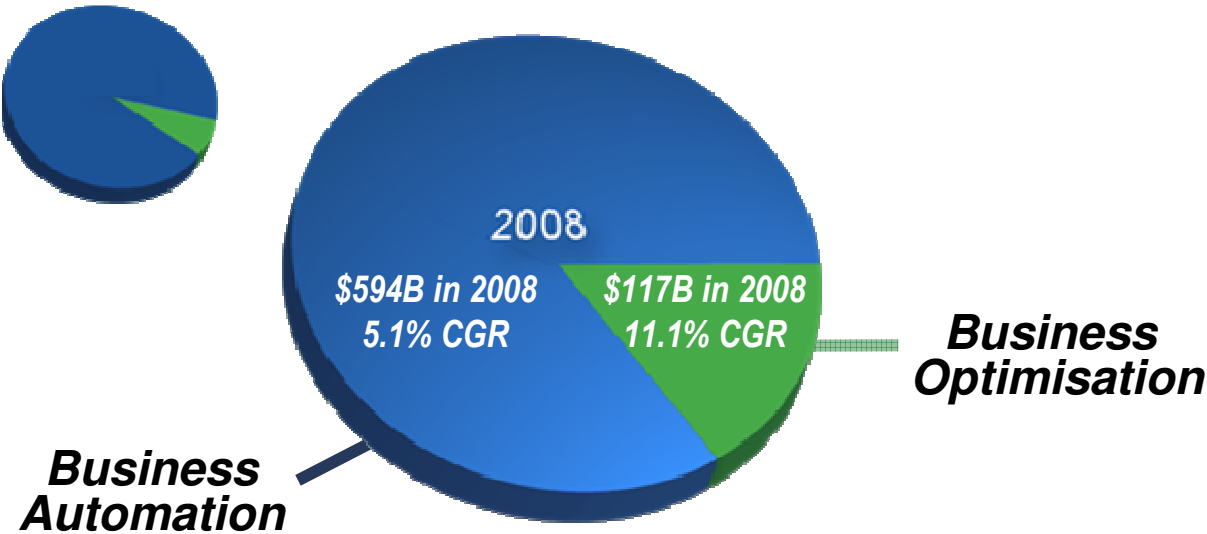
New Initiatives Increasingly Focused on Optimisation

Organisations Striving for Competitive Advantage



New Initiatives Increasingly Focused on Optimisation

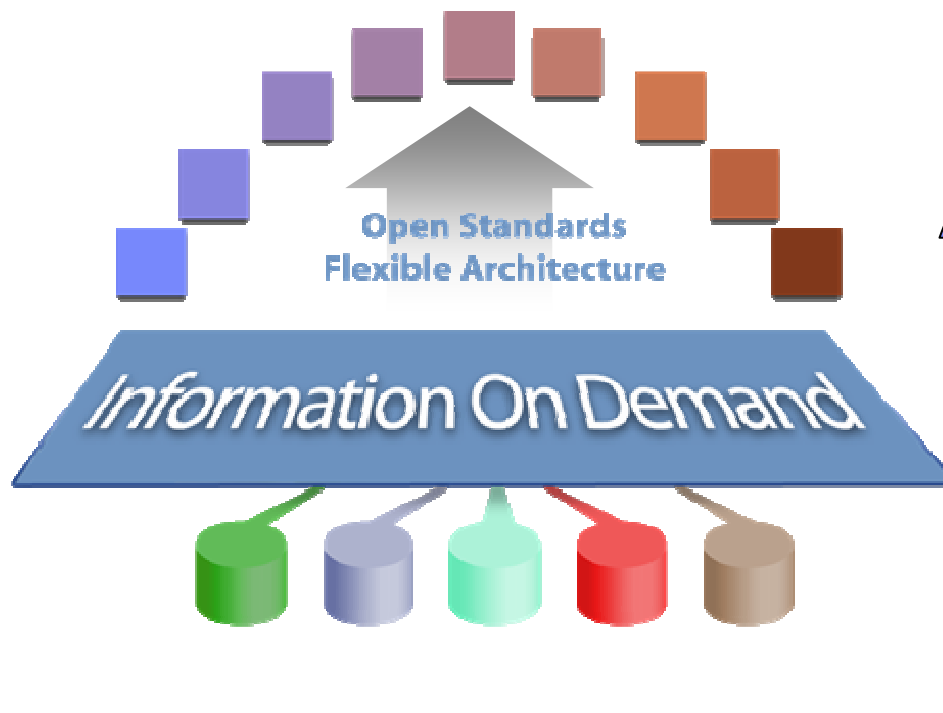
Market analyses indicate a huge interest in this area



The Information On Demand Platform

A Layered Approach

Optimisation of People, Processes, Applications



Leverage information to better understand and optimize business performance

Establish accurate, trusted information for a single version of the truth, managed over time

Provide an efficient and solid foundation for managing data and content over its lifecycle



Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability *Financial Risk Insight* *Workforce Optimization* *Dynamic Supply Chain* *Multi-Channel Marketing*

Business Optimization



Leverage information to better understand and optimize business performance



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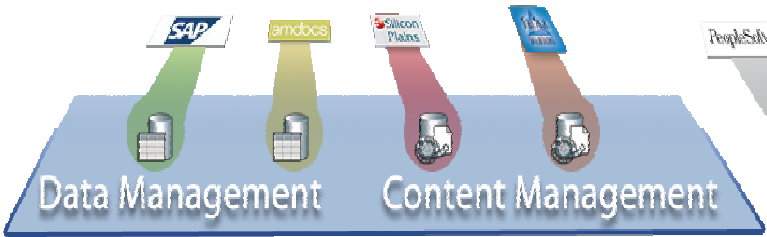
Customer & Product Profitability *Financial Risk Insight* *Workforce Optimization* *Dynamic Supply Chain* *Multi-Channel Marketing*

Business Optimization



Cognos TM1
Cognos 8 BI & Planning
IBM Entity Analytics

IBM Master Data Management
IBM Information Server
IBM Dynamic Warehouse

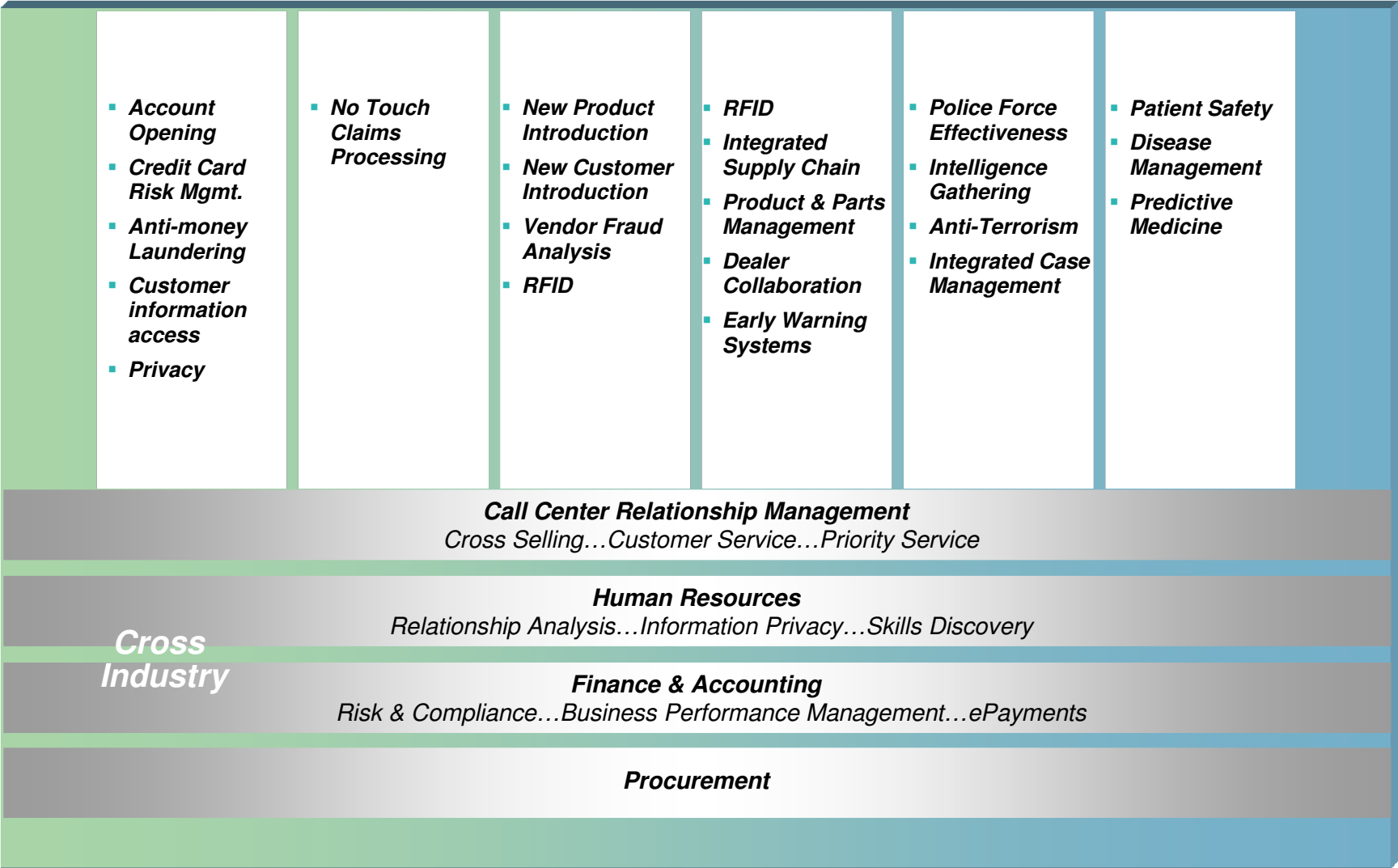


DB2, IMS, Informix
IBM Content Manager, FileNet



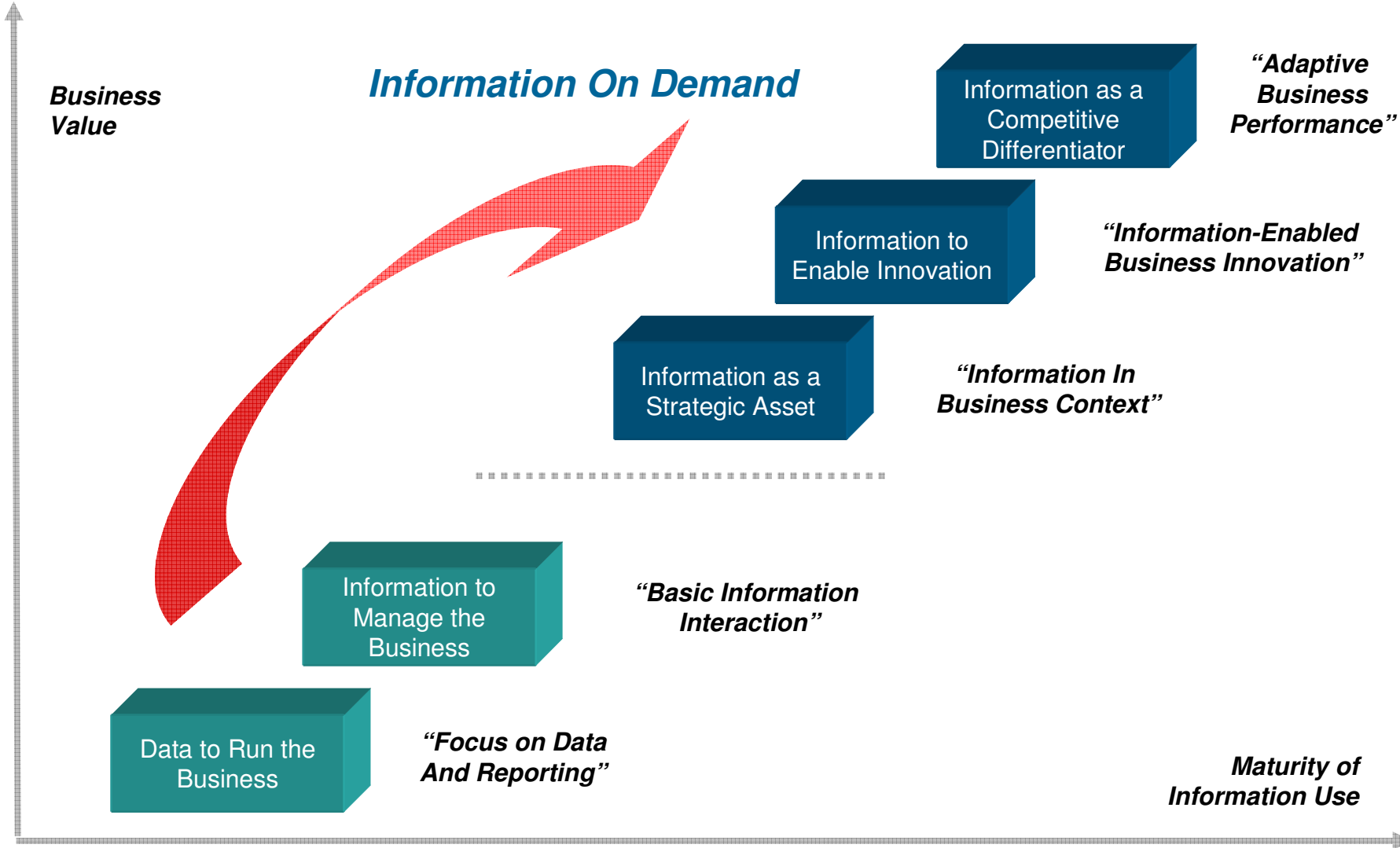


Information on Demand Solutions



The Information On Demand Journey

Analysis, Evaluation, Planning, Delivery, Optimisation



Today is Only the Start of the Journey.....



**June 3-6, 2008
World Forum Convention
Center
The Hague, The Netherlands**

Summary Overview

- Over **2000** conference attendees, LOB & IT decision makers. Customers, Prospects, BPs, Analysts, Gold Consultants, Press.
- Nearly **400** elective sessions presented by customers, business partners and IBMers.
- IMTech integrated
- Data Management, ECM, IP&S and Cognos
- Executive One to One Meetings
- Meet the Experts
- Education, hands-on labs & Certification
- Customer Reference Lounge
- EXPO Solution Centre: >60 kiosks

