



Information Governance Virtual Briefing

Forrester Consulting Total Economic Impact Study:

The Benefits of Implementing Data Lifecycle Management

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In this 2013 study, Forrester Consulting examines the total economic impact and potential return on investment (ROI) that organizations may realize by deploying IBM InfoSphere Optim data lifecycle management solutions for Data Growth and Test Data Management. Through in-depth interviews with existing IBM customers, Forrester uncovered common themes that guided the analysis in this study, including:

- Manage data growth to keep up with the demands of both storage and server resources within the production environment, improving system performance, upgrades, and backups.
- Improve the cost efficiency and business effectiveness of test data environments, quickly identifying defects and errors during the QA process and reducing the overall cost of development.
- Maintain effective controls around data privacy, reducing the growing threat around loss of protection of customer data, especially in test and development environments.

Forrester found that these organizations achieved tangible improvements in operational efficiencies, IT cost savings, audit and compliance controls, as well as improved application performance and time to market.

Learn more about Forrester's results, and how this study can be a framework for your organization to evaluate the potential financial impact of InfoSphere Optim solutions.

Speakers:

Jon Erickson, *Principal Consultant, Forrester Research*

Brian Vile, *Program Director of Product Marketing for Optim & Guardium, IBM*

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