IBM

TAKE BACK CONTROL

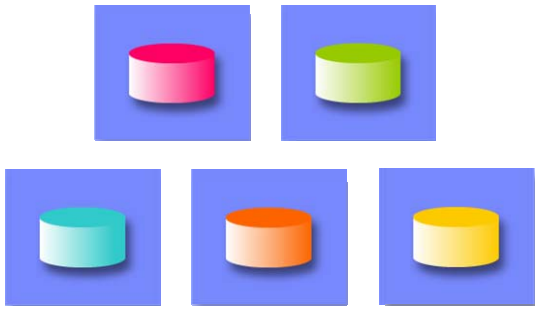
Take Back Control of Your Information Assets

Michael Curry

Program Director, Information Integration Solutions

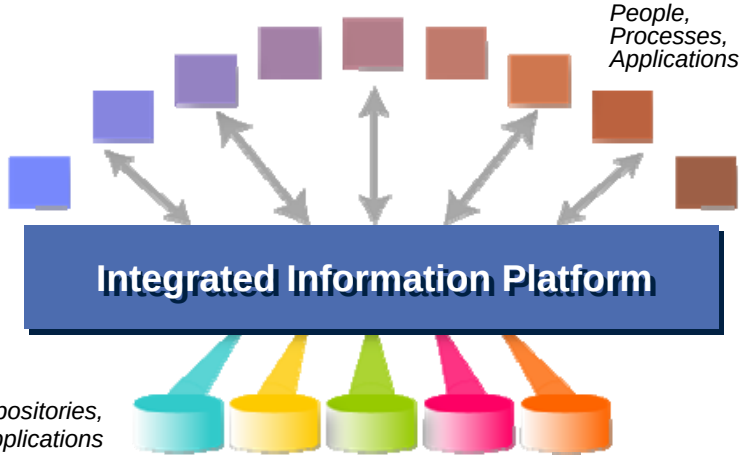
Information architecture is evolving

Disconnected Silos of Information



Rich Standards, Flexible Architecture

Dynamically Deliver Master Information



70% ***of people's time can be spent finding relevant information***

60%+ ***of CEOs say they need to do a better job leveraging information***

5X More Value ***creation by organizations effective at using information***

Sources: IBM Attributes & Capabilities Study, 2005; Client Interviews 2004; IBM CFO Study, 2006

Business initiatives are driving this

Strategic Initiative	IT Project	Customer Success	Customer Value
Business Intelligence	*Sales Analysis*	KT	Reduced reporting cycle from 30 days to under 1 day
Master Data Management	*Unified financial reporting*	Arla	40% reduction in supplier records
Infrastructure Rationalization	*SAP BW Implementation*	Reliance Communications	Processes >350M transactional records each day
Risk and Compliance	*Sarbanes-Oxley*	AIG	Saved $1M per year in support costs
Business Flexibility	*Process Optimization*	Canadian Tire	Application integration time reduce by up to 85%

Customer Business Issues

Too much information and not knowing what's important

- Not using demand signals to drive supply chain
- Not using customer analysis to tailor marketing and sales
- Not leveraging valuable unstructured information

Multiple versions of the truth

- Problems managing customer, product and partner interactions
- Regulatory compliance inhibited by poor transparency

Lack of trusted information

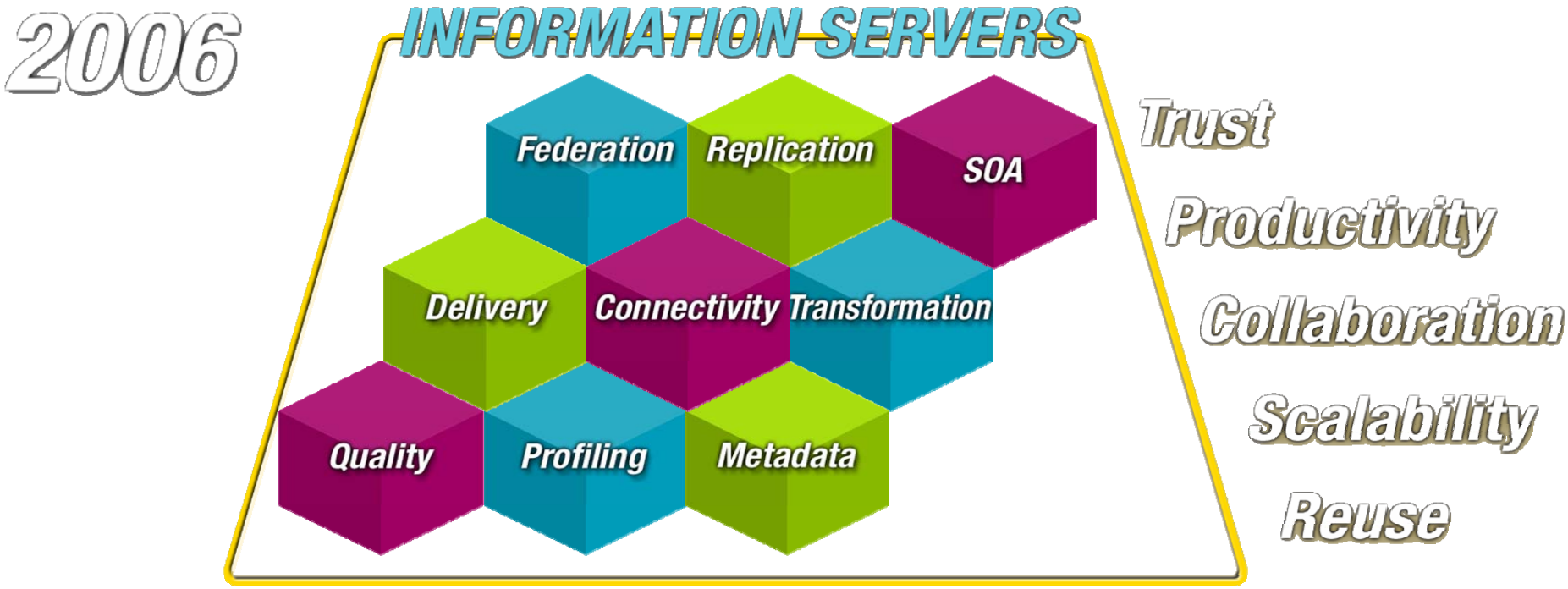
- Incomplete, out-of-date, inaccurate, misinterpreted data
- Difficult to understand or control how information is used

Lack of agility

- Inability to take advantage of opportunities for innovation
- Escalating costs due to inflexible systems and changing needs

An historic inflection point

Today's inflection point



New News:

Announcing the availability of IBM Information Server

A New Kind of Platform

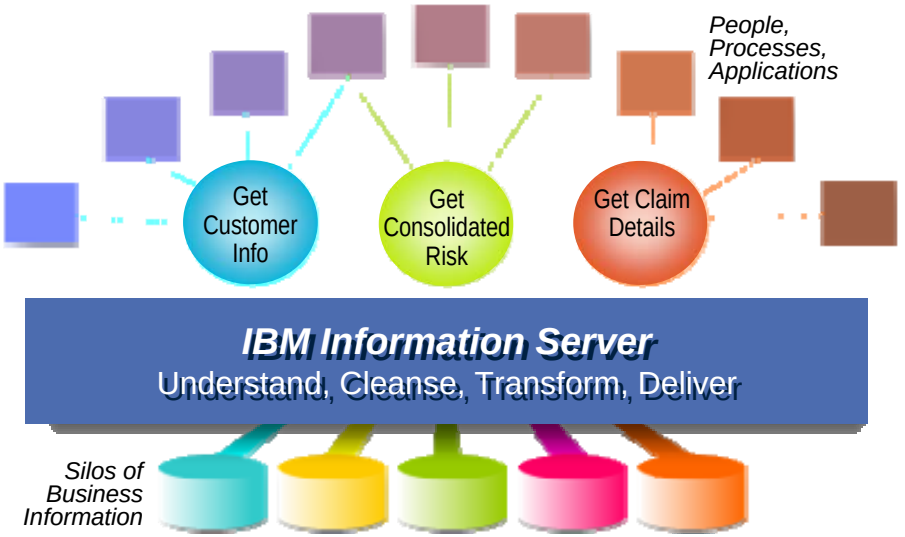
- Delivers trusted information to people, processes, and applications
- Foundation for SOA
- Built from experience with 5,000 customers

Innovative Technology

- Metadata-driven integration
- Breakthrough productivity
- Industry-leading scalability
- Rich, bi-directional connectivity

Available in November

- Over 75 clients in Beta Program

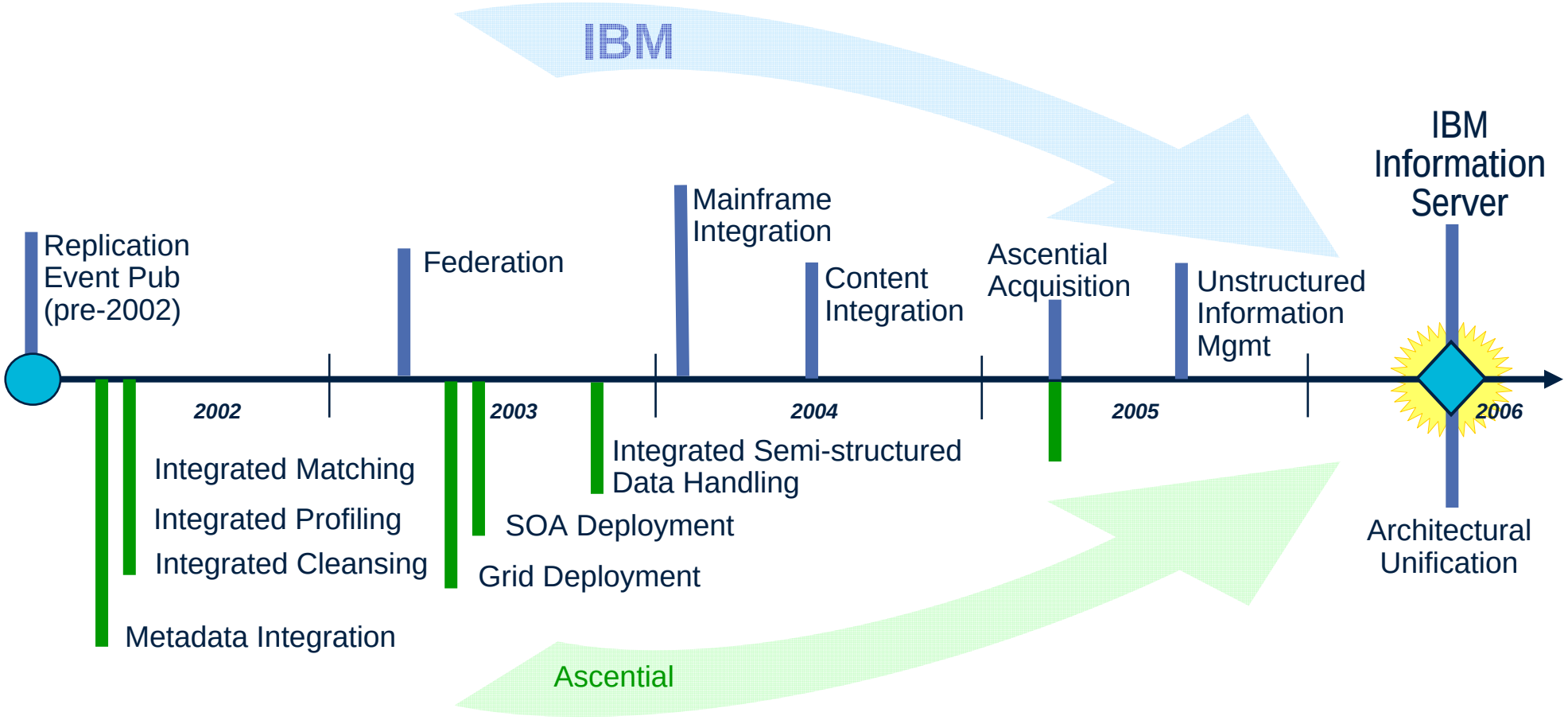


"IBM Information Server is very important to us to provide a seamless interaction for our customer's access to structured, unstructured, historical, and real-time data"

Blue Cross Blue Shield of Tennessee

Information Integration Partners –
an industry movement!

The Construction of Our Platform



How do I know that that I have an accurate view?

Business Users

Subject Matter Experts

I want the tools to work the way I do..

Developers

How can I actively collaborate with developers?

What about Governance, Security, Scalability?

Architects

Simplify administration, deployment, & maintenance

DBAs

Why aren't my tools more integrated?

Data Analysts

TAKE BACK CONTROL

Major Development Themes

Customer Inspired Innovation

Business Users

Subject Matter Experts

Architects

Data Analysts

Developers

DBAs

- Simplify the Complexity of Information Integration
- Facilitate Effective Business & IT Collaboration
- Build Tools to Support the Way I Do My Job
- Leverage My Existing IT Investments
- Promote Reuse across Projects and the Enterprise

Enhanced Collaboration & Productivity

Role-Based Tools with Integrated Metadata

Business Users

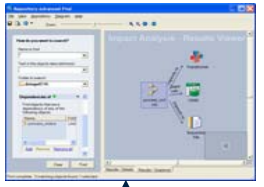
Subject Matter Experts

Architects

Data Analysts

Developers

DBAs



Unified Metadata Management

Design Operational

- Simplify Integration
- Facilitate change management & reuse
- Increase trust and confidence in information
- Increase compliance to standards

TAKE BACK CONTROL

Reuse Designed Into the Platform

Advanced Search & Impact Analysis

Business Users

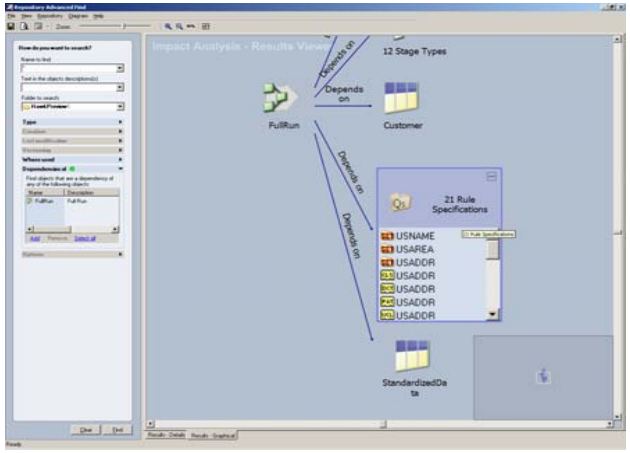
Subject Matter Experts

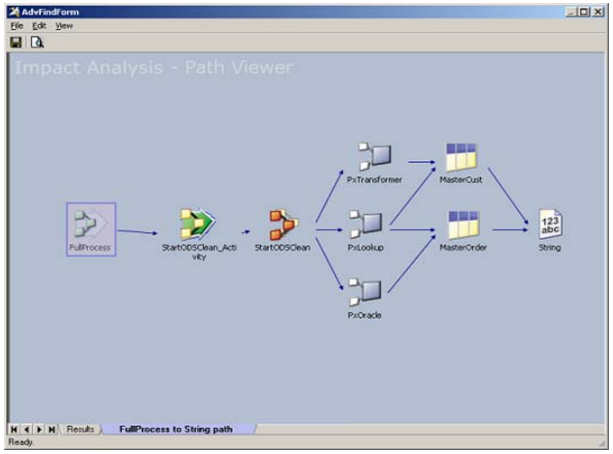
Architects

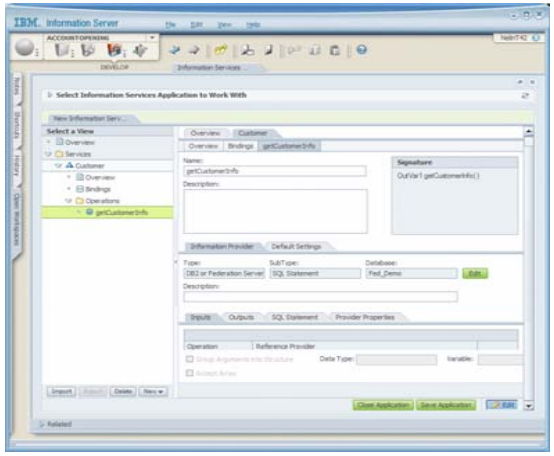
Data Analysts

Developers

DBAs

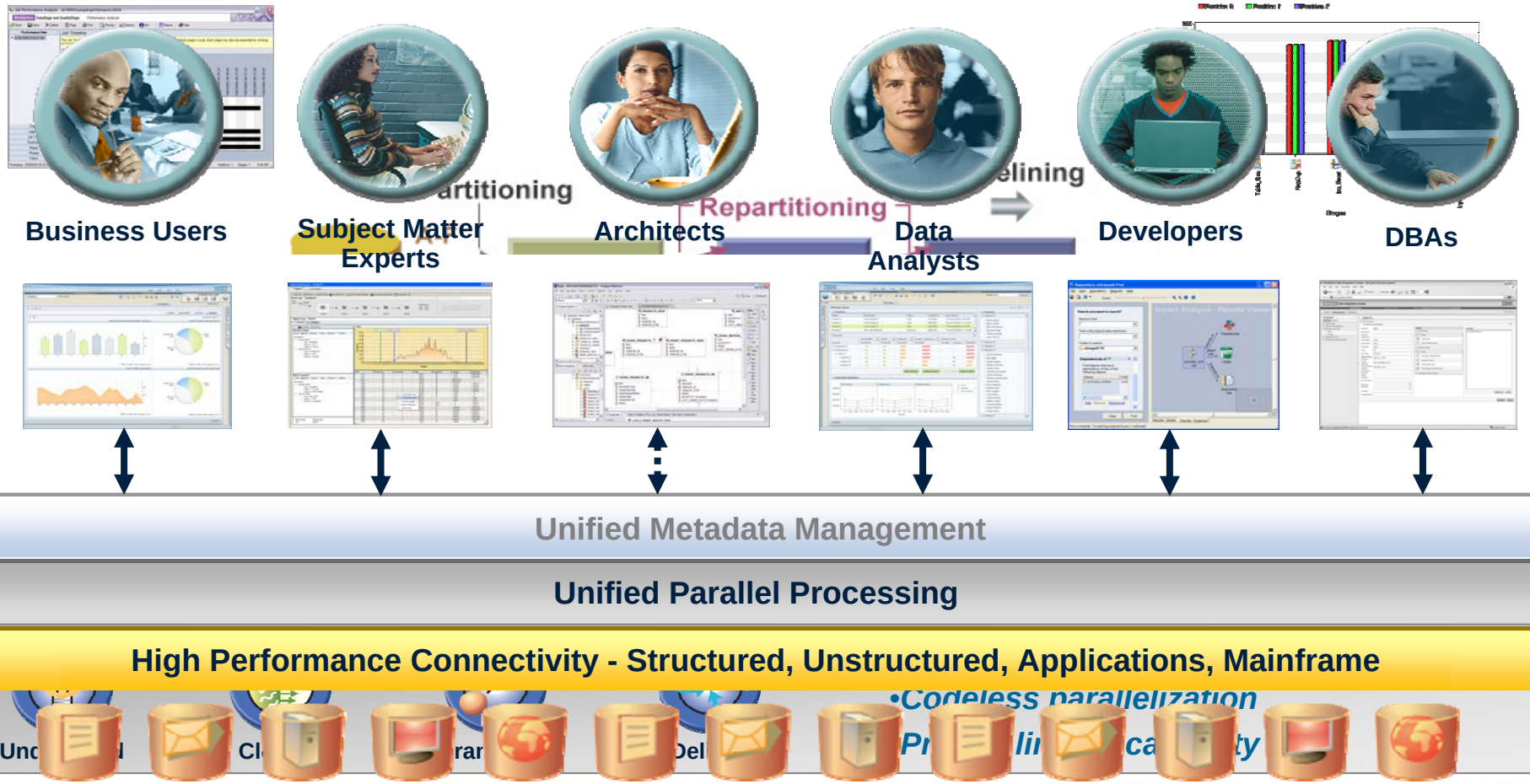






Linear Scalability To Support Growth

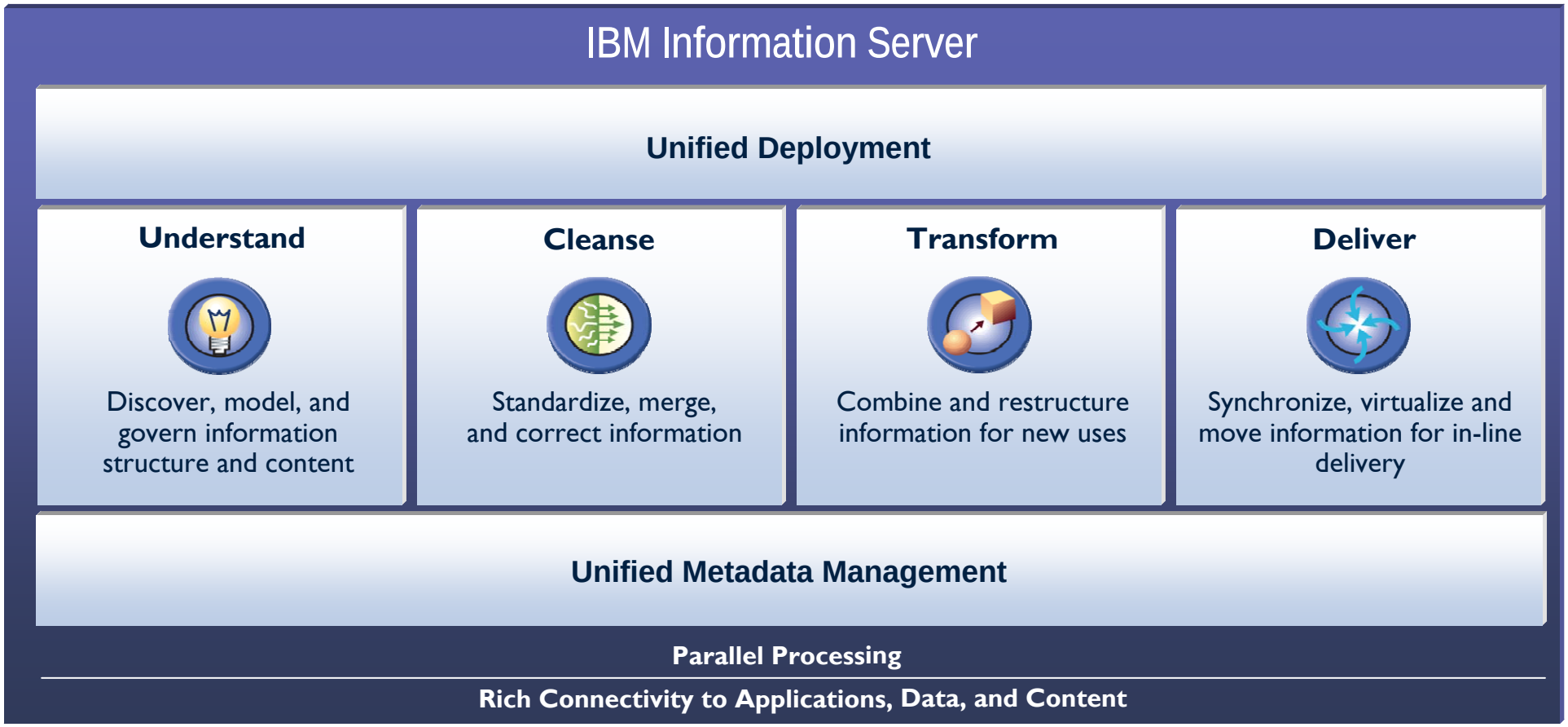
Parallel Processing & Rich Connectivity



TAKE BACK CONTROL

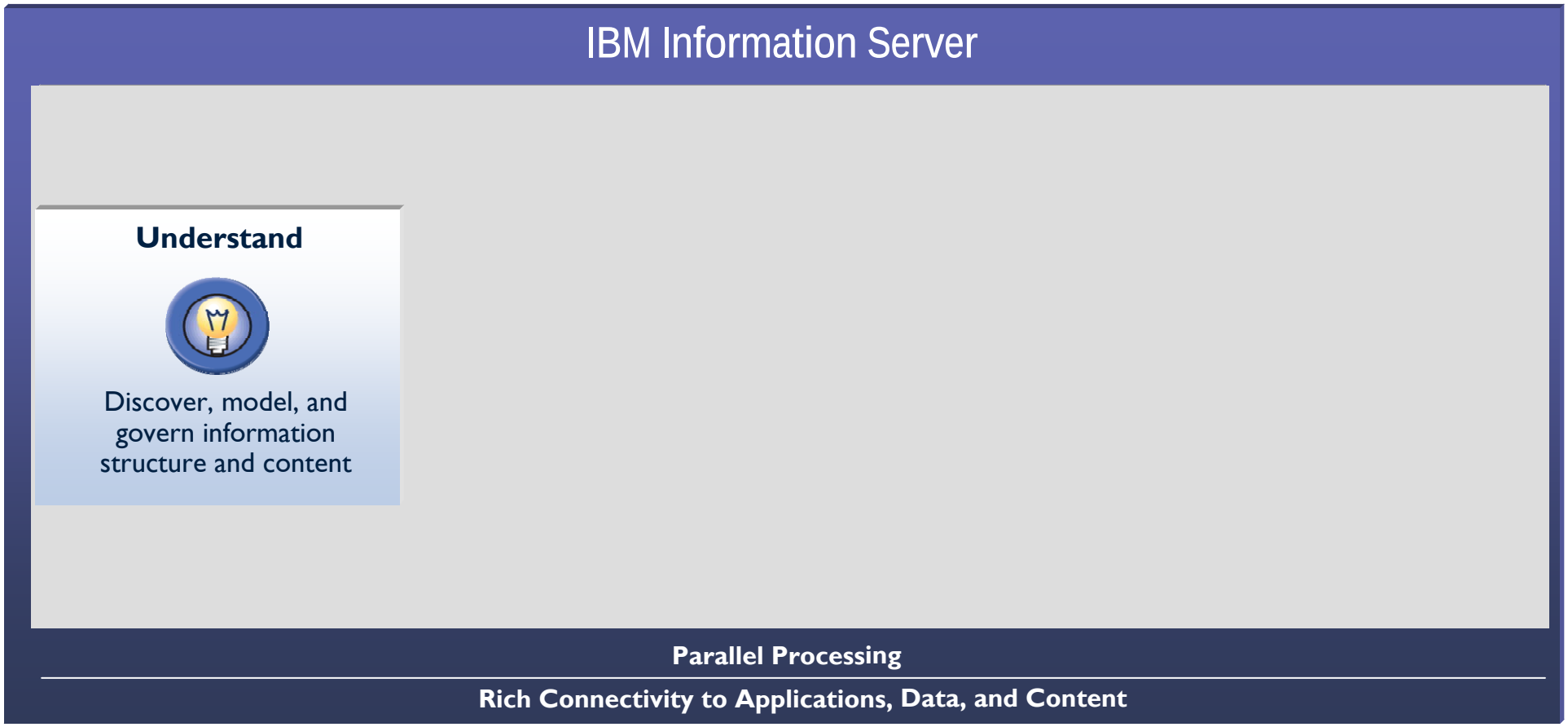
IBM Information Server

Delivering information you can trust



IBM Information Server

Delivering information you can trust



Why Is it Important to Start with Understanding?

Where is my information?

How do I get it when I need it?

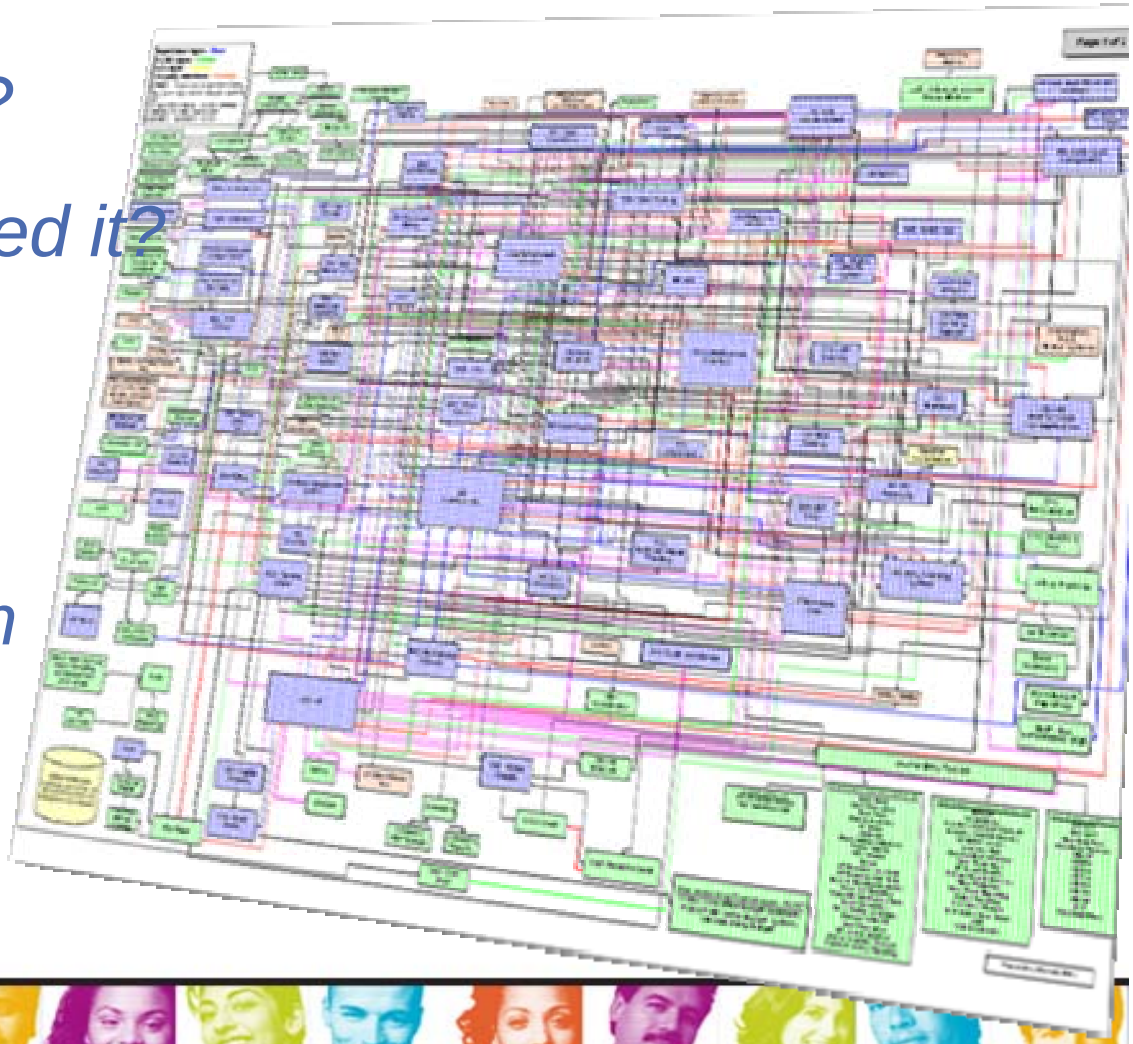
What does it mean?

Can I trust it?

How do I get it in the form I need?

How do I get it where it needs to go?

How do I control it?



Business Glossary

Business Metadata

Web-based authoring, managing & sharing of business metadata

Aligns the efforts of IT with the goals of the business

Provides business context to information technology assets

Establishes responsibility and accountability

Database = DB2

Schema = NAACCT

Table = DLYTRANS

Column = ACCT_NO

data type = char(11)

Technical

Business

GL Account Number

The ten digit account number. Sometimes referred to as the account ID. This value is of the form L-FIIIIVVVV.

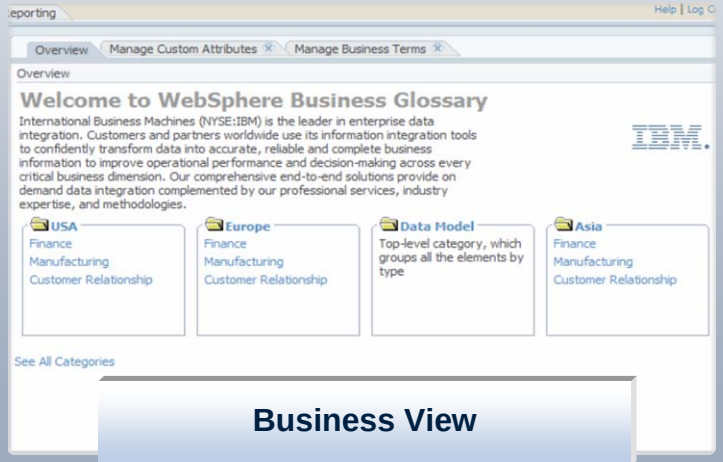
Subject Matter Experts

Business Users

Understand

Business Glossary

Create and manage business vocabulary and relationships, while linking to physical sources



Business View

IBM Information Analyzer

Physical Metadata

Data-centric analysis of application, database and file-based sources

Secure, detailed profiling of fields, across fields, and across sources

Creation of metadata from profiling results

Results instantly promotable across IBM Information Server

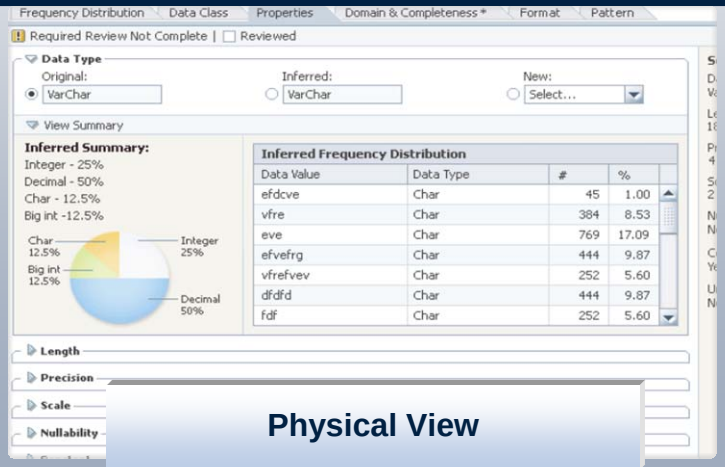
Subject Matter Experts

Data Analysts

Understand

IBM Information Analyzer

Analyze source data structures, and monitor adherence to integration and quality rules



Physical View

Rational Data Architect

Logical Metadata

Data modeling for data structures and federations

Federated data discovery

Metadata relationship discovery & mapping

Impact analysis, and synchronization across models

SQL & XML generation capabilities

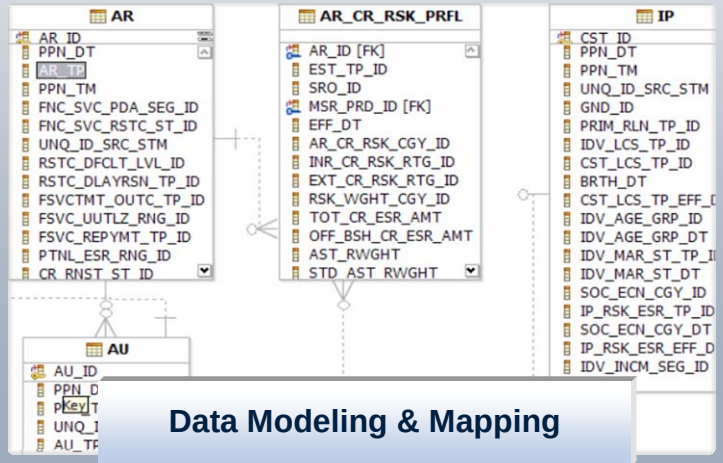
Subject Matter Experts

Architects

Understand

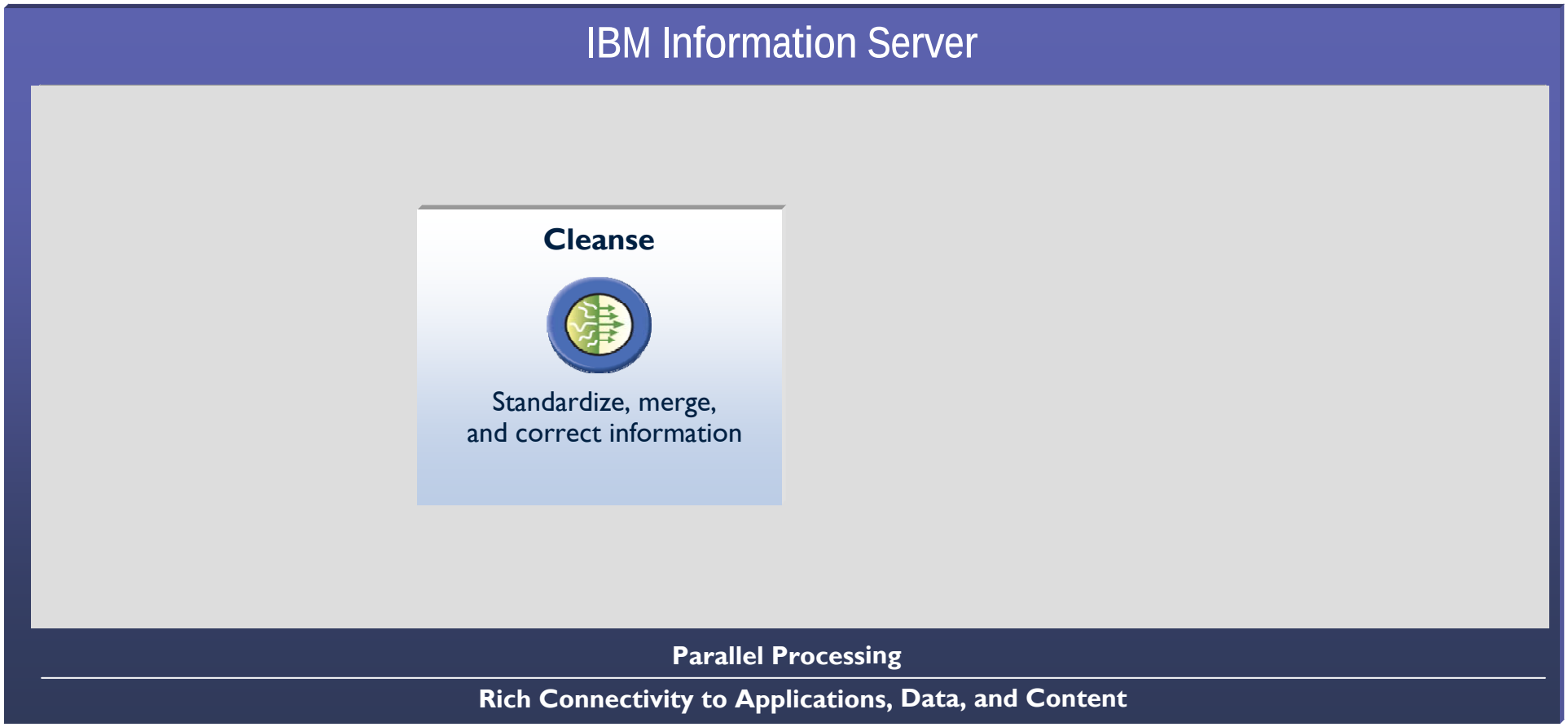
Rational Data Architect

Create and manage business vocabulary and relationships, while linking to physical sources



IBM Information Server

Delivering information you can trust



QualityStage
Data Cleansing

Specialized data quality functions seamlessly integrated with DataStage

Visual tools for defining complex matching and survivorship logic

Ensures clean, standardized, de-duplicated information

Enables a single version of the truth

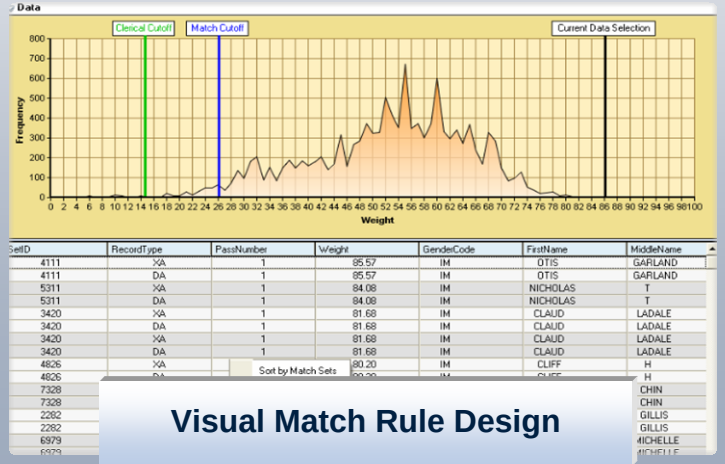
Subject Matter Experts

Data Analysts

Cleanse

QualityStage™

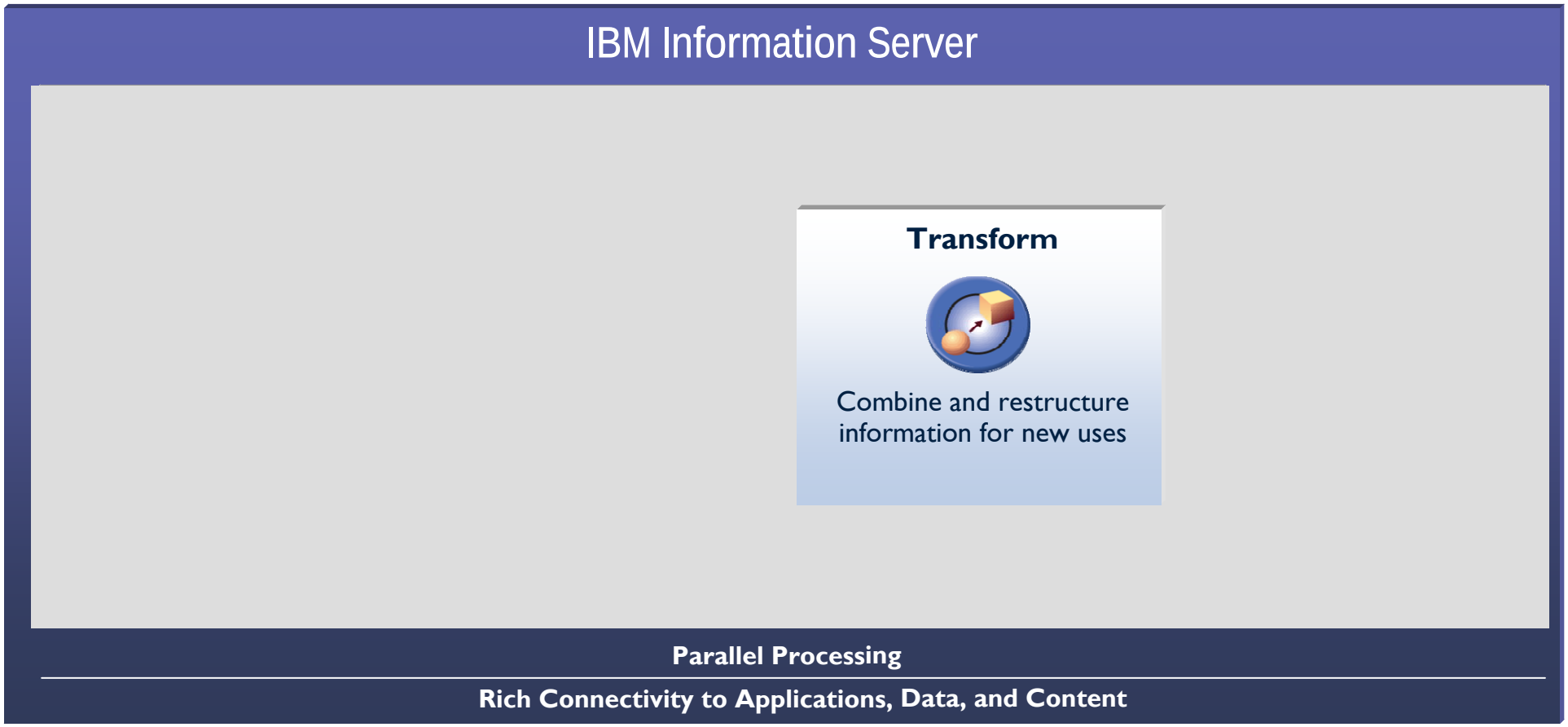
Standardize and correct source data fields, and match records together across sources to create a single view



Visual Match Rule Design

IBM Information Server

Delivering information you can trust



DataStage

Data Transformation & Movement

Codeless visual design of data flows with hundreds of built-in transformation functions

Optimized reuse of data integration objects

Leverages parallel processing without requiring design changes

Capable of supporting batch and real-time operations

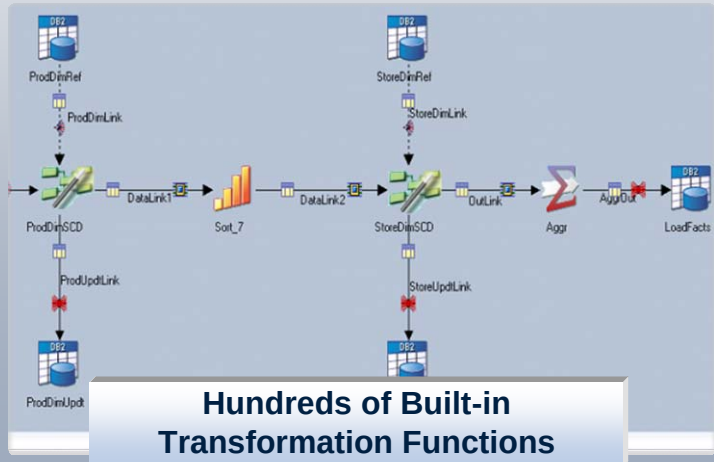
Developers

Architects

Transform

DataStage®

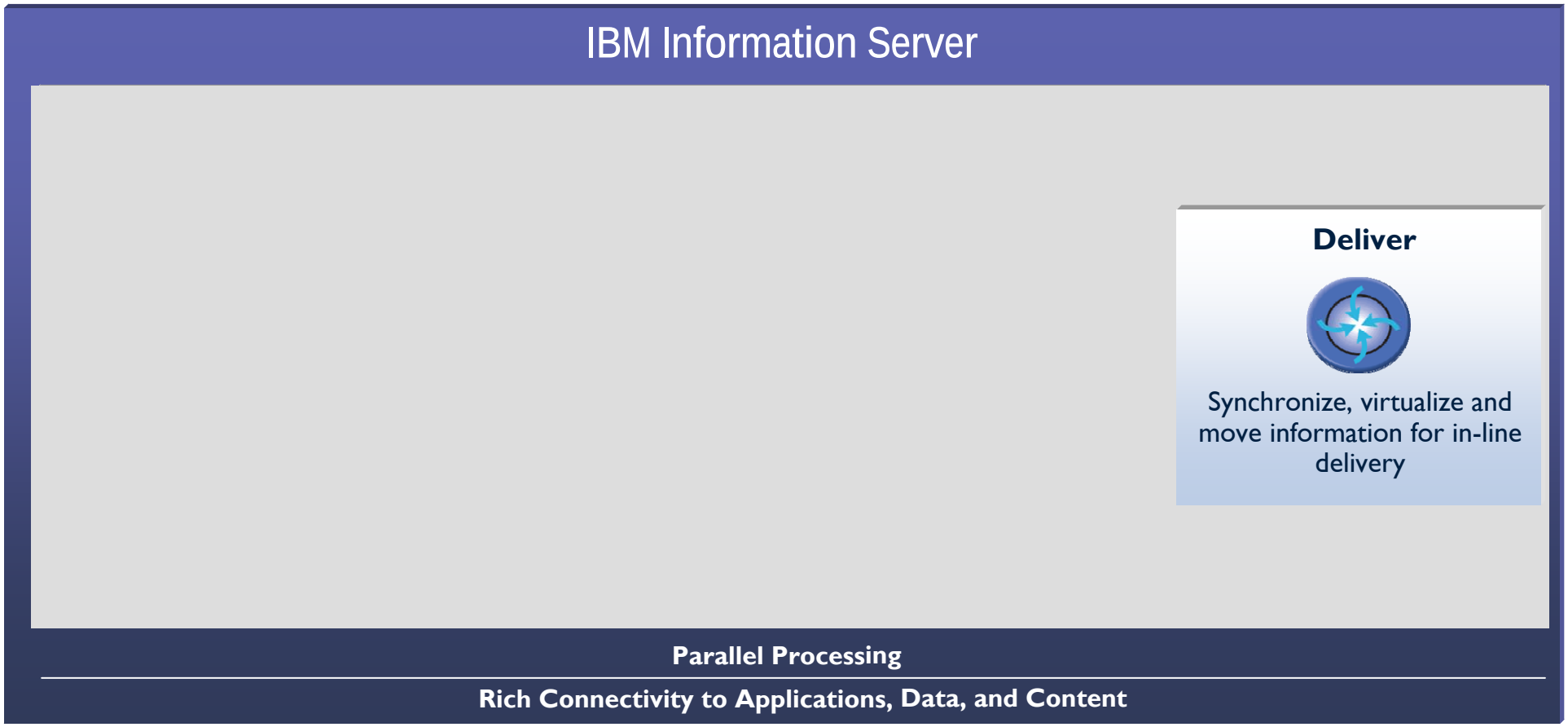
Transform and aggregate any volume of information in batch or real time through visually designed logic



Hundreds of Built-in Transformation Functions

IBM Information Server

Delivering information you can trust



Federation Server

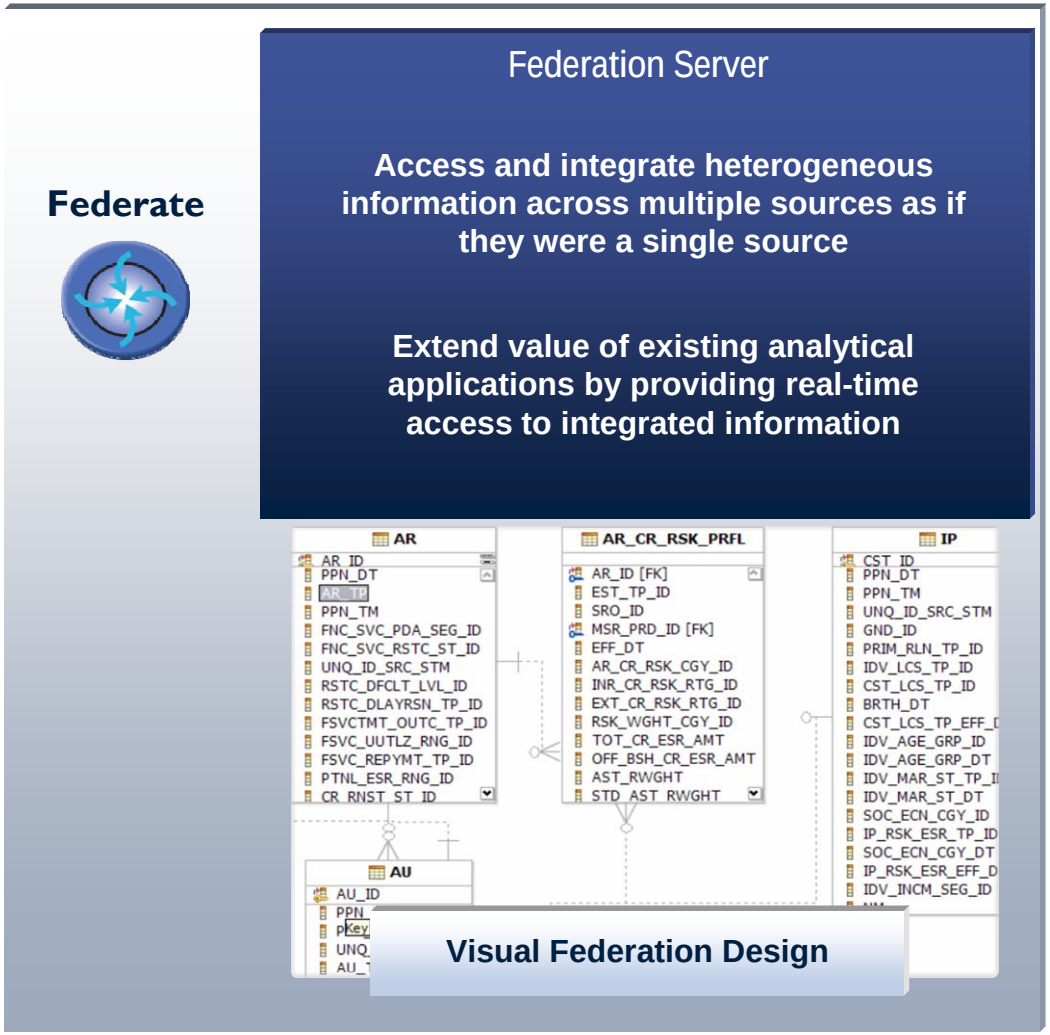
Data Federation

Access diverse & distributed information as if it were in one system

Industry leading query optimization with single sign-on, unified views, and function compensation

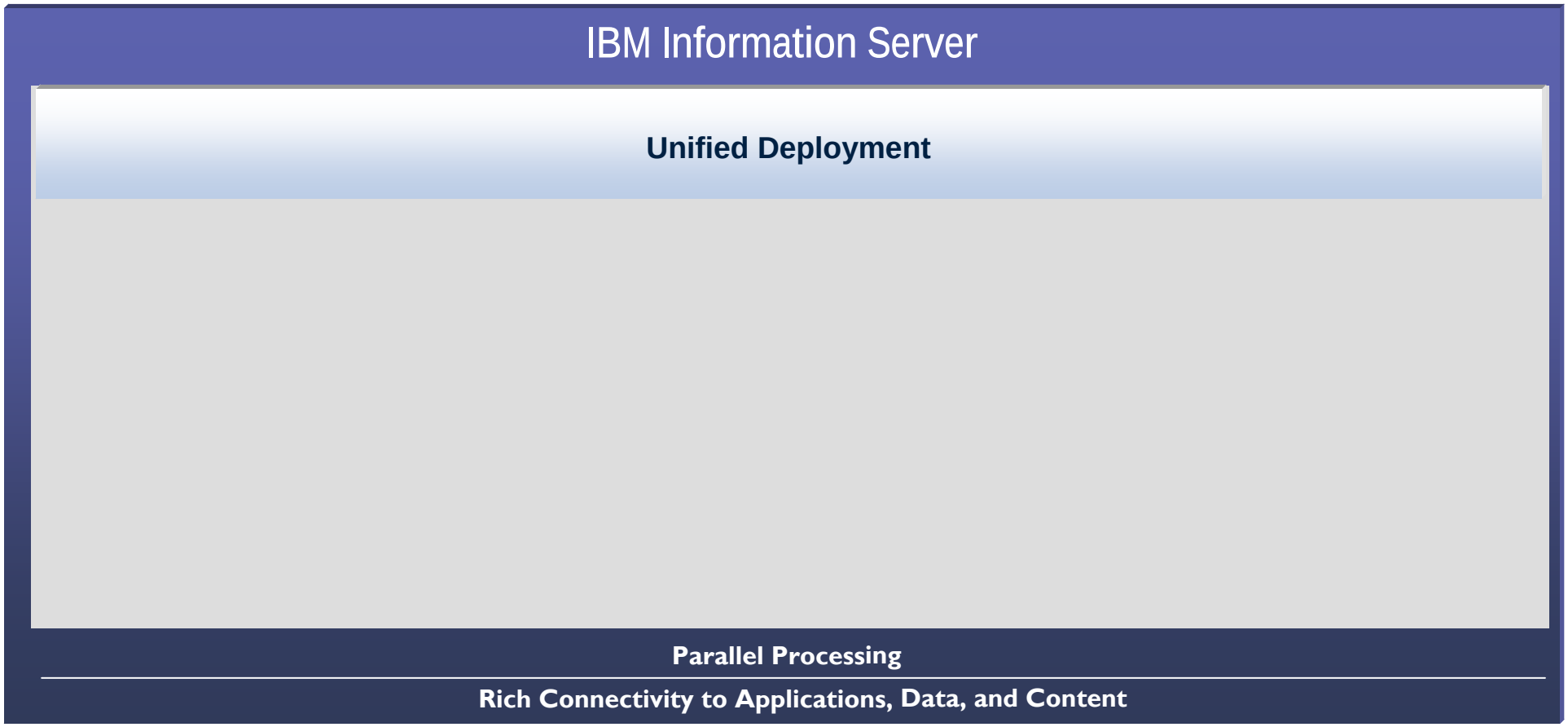
Transactional write capabilities across heterogeneous sources

Visual tools for federated data discovery & data modeling



IBM Information Server

Delivering information you can trust



Information Services Director

Rapid SOA Deployment

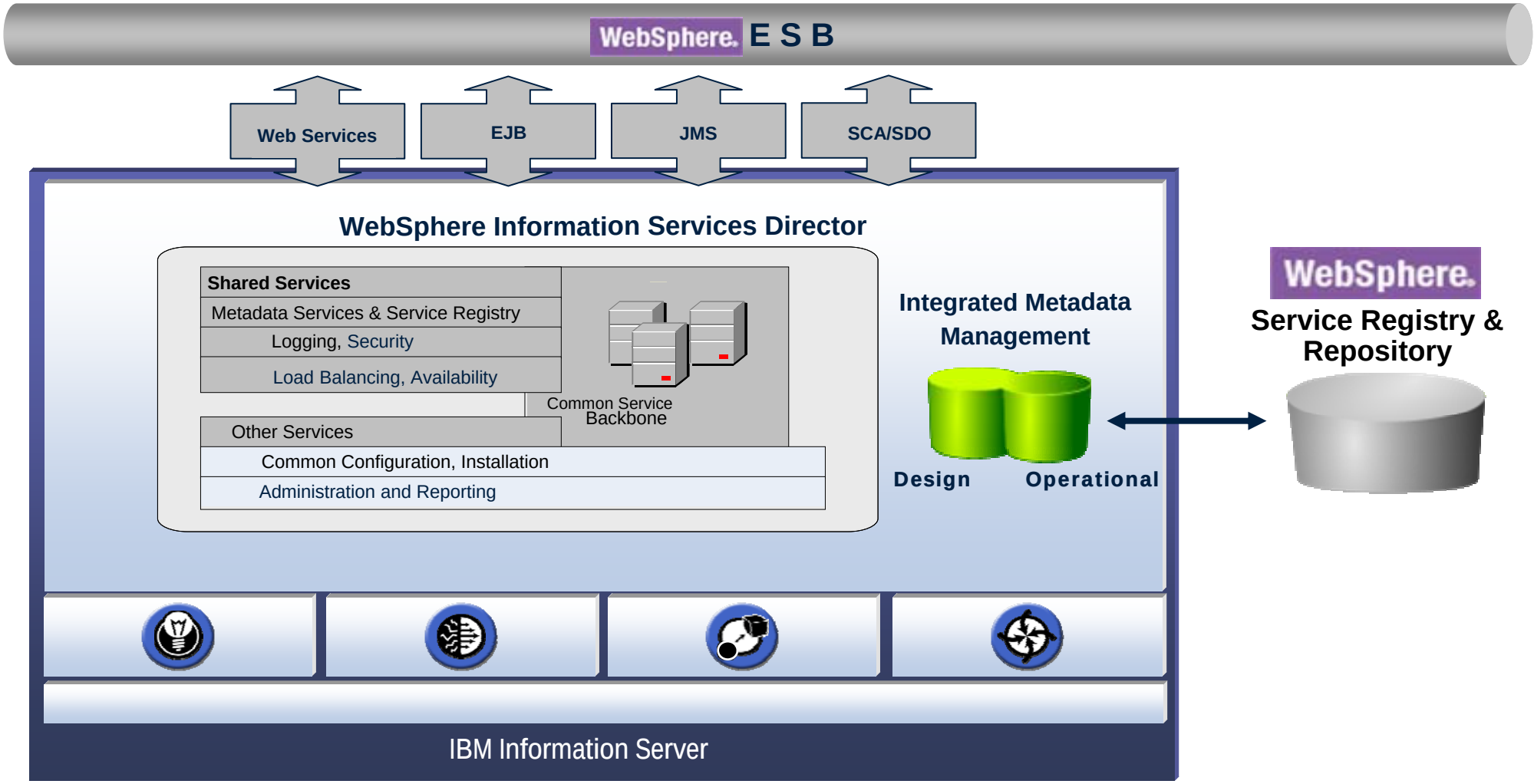
Packages information integration logic as services that insulate developers from underlying sources

Allows these services to be invoked as EJB, JMS, or Web services

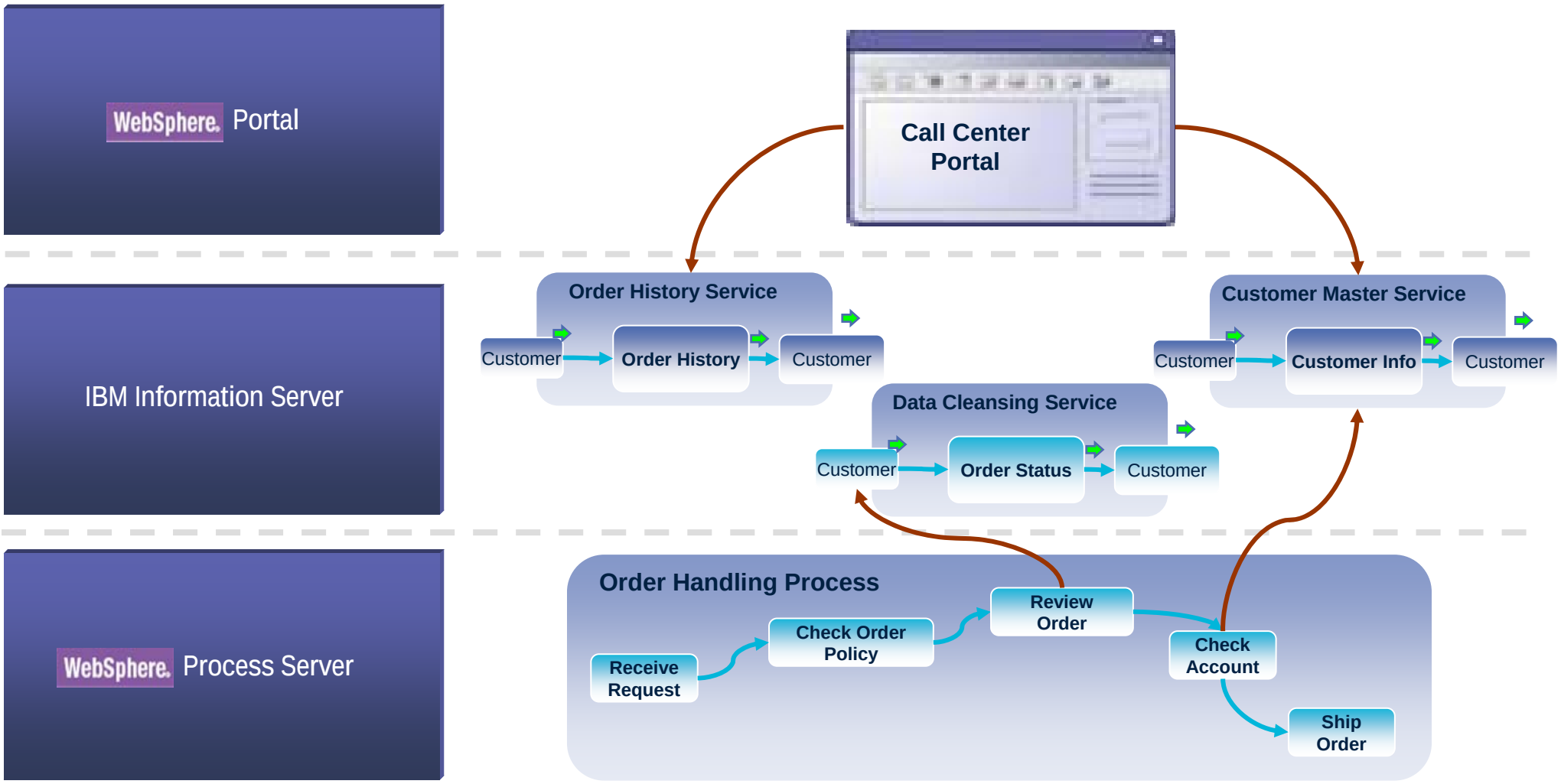
Provides load balancing & fault tolerance for requests across multiple Information Servers

Provides foundation infrastructure for Information Services

Common Programming Model



Actionable Information Services



Customers Achieve Significant Productivity Benefits[1]

Example ETL Project

Approx. Project Effort		
30%	*Source System Analysis*	***50+% gain***
20%	*Data Cleansing*	***50+% gain***
20%	*Transformation Logic Construction*	***40+% gain***
20%	*Data Management Services*	***20+% gain***
10%	*Application System Connectivity*	***30+% gain***
100%		

[1] Compared to hand coding – gathered from IBM project studies

Information Integration Services

Providing a Roadmap to Project Success

Center of Excellence for Data Integration

Iterations® Methodology

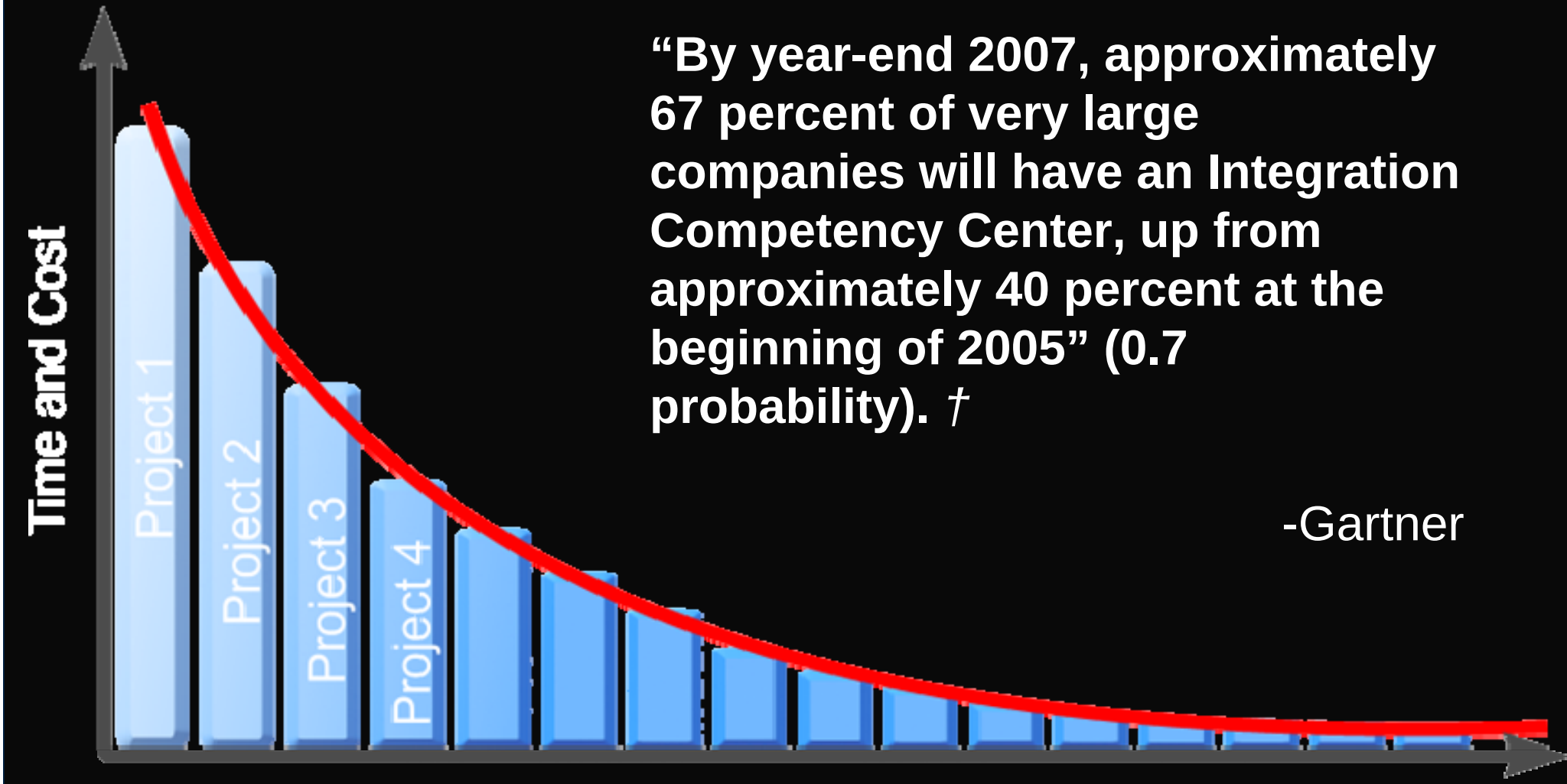
Architecture Design/Support

Education and Mentoring

Enterprise Data Models

Virtual Consulting

Certification



“By year-end 2007, approximately 67 percent of very large companies will have an Integration Competency Center, up from approximately 40 percent at the beginning of 2005” (0.7 probability). †

-Gartner

†(“Integration Competency Centers Demand a Wide Set of Skills.” Aug 22, 2005 Gartner: Paolo Malinverno).

The IBM Information Server Advantage

A Complete Information Infrastructure

A ***comprehensive, unified foundation*** for enterprise information architectures, scalable to any volume and processing requirement

Auditable data quality as a foundation for trusted information across the enterprise

Metadata-driven integration, providing breakthrough productivity and flexibility for integrating and enriching information

Consistent, reusable information services—along with application services and process services, an enterprise essential

Accelerated time to value with ***proven, industry-aligned solutions*** and expertise

Broadest and deepest connectivity to information across diverse sources: structured, unstructured, mainframe, and applications


IBM
TAKE BACK
CONTROL