

Developers Works

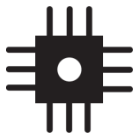
Daniel Canchola Gutierrez
Information Management Mexico y Centro America
13 Noviembre 2009

The World Is Becoming Smarter

FLATTER



SMALLER



INSTRUMENTED



INTERCONNECTED



INTELLIGENT

Data Explosion In A Smarter World!

Volume of Digital Data

- 57% CAGR for enterprise data through 2010
- Machine generated data : Sensors, RFID, GPS..

Variety of Information

- 80% of new data growth is unstructured content
- Emails, images, audio, video..

Velocity of Decision Making

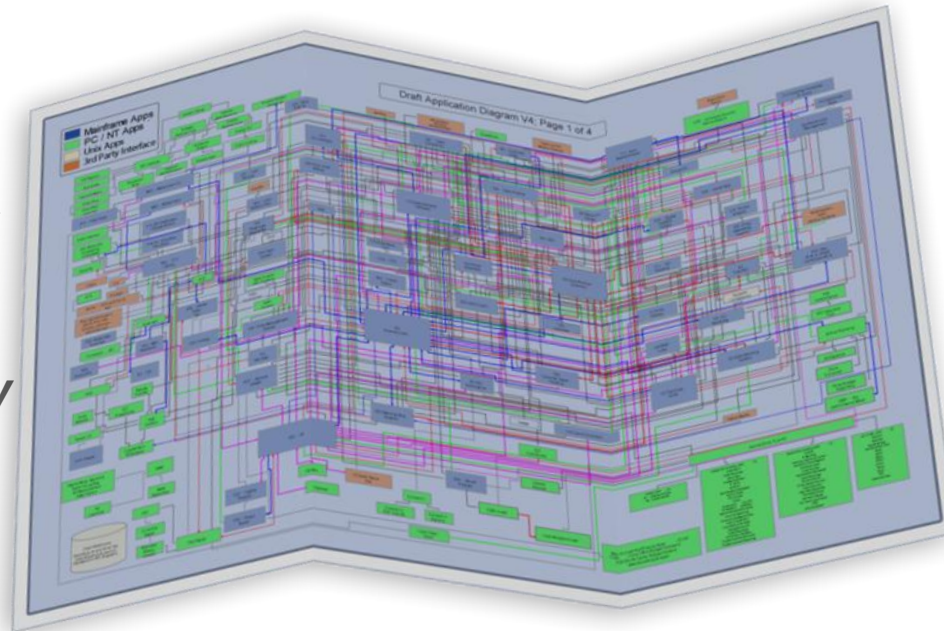
- Rapidly changing business climate
- Need to get ahead of the curve : predict issues and fix them



New Data → New Information!

But, How Do We Leverage Information For Smarter Business Outcomes?

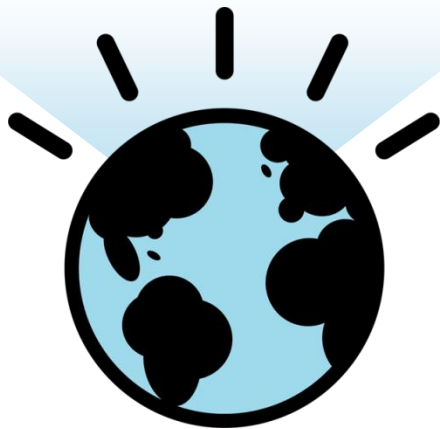
42% of managers use wrong information at least once a week



59% of managers miss information valuable to their jobs because they can't find it

47% of users don't have confidence in their information

Smarter Businesses Are Able To Leverage Information To Drive Smarter Business Outcomes



Increase Revenue



Increase Productivity



Reduce Costs



Reduce Risk

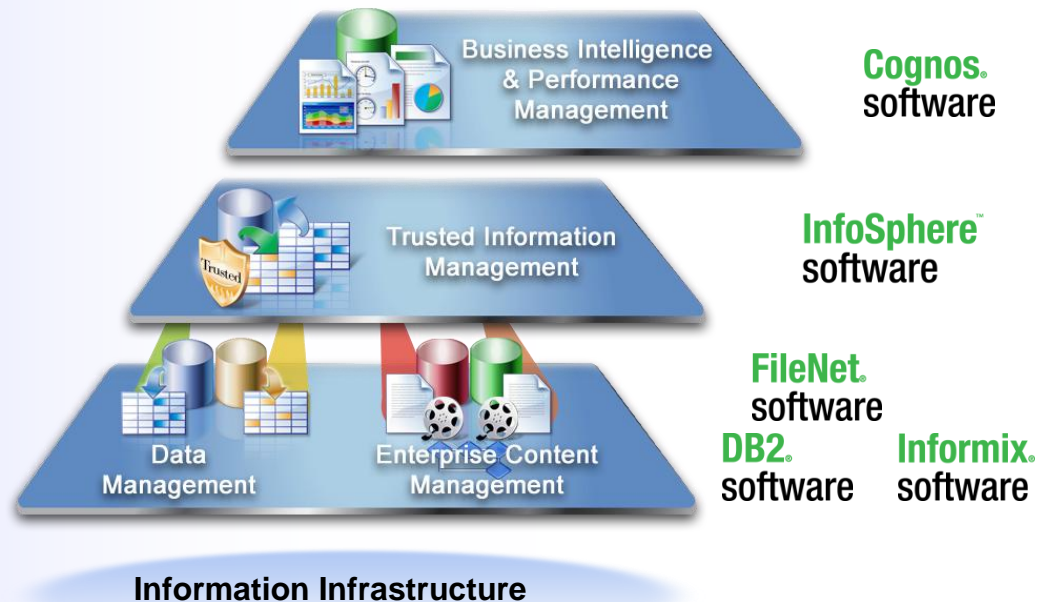
Leverage Information For Smarter Business Outcomes: How To Get Started!

Proven Approach

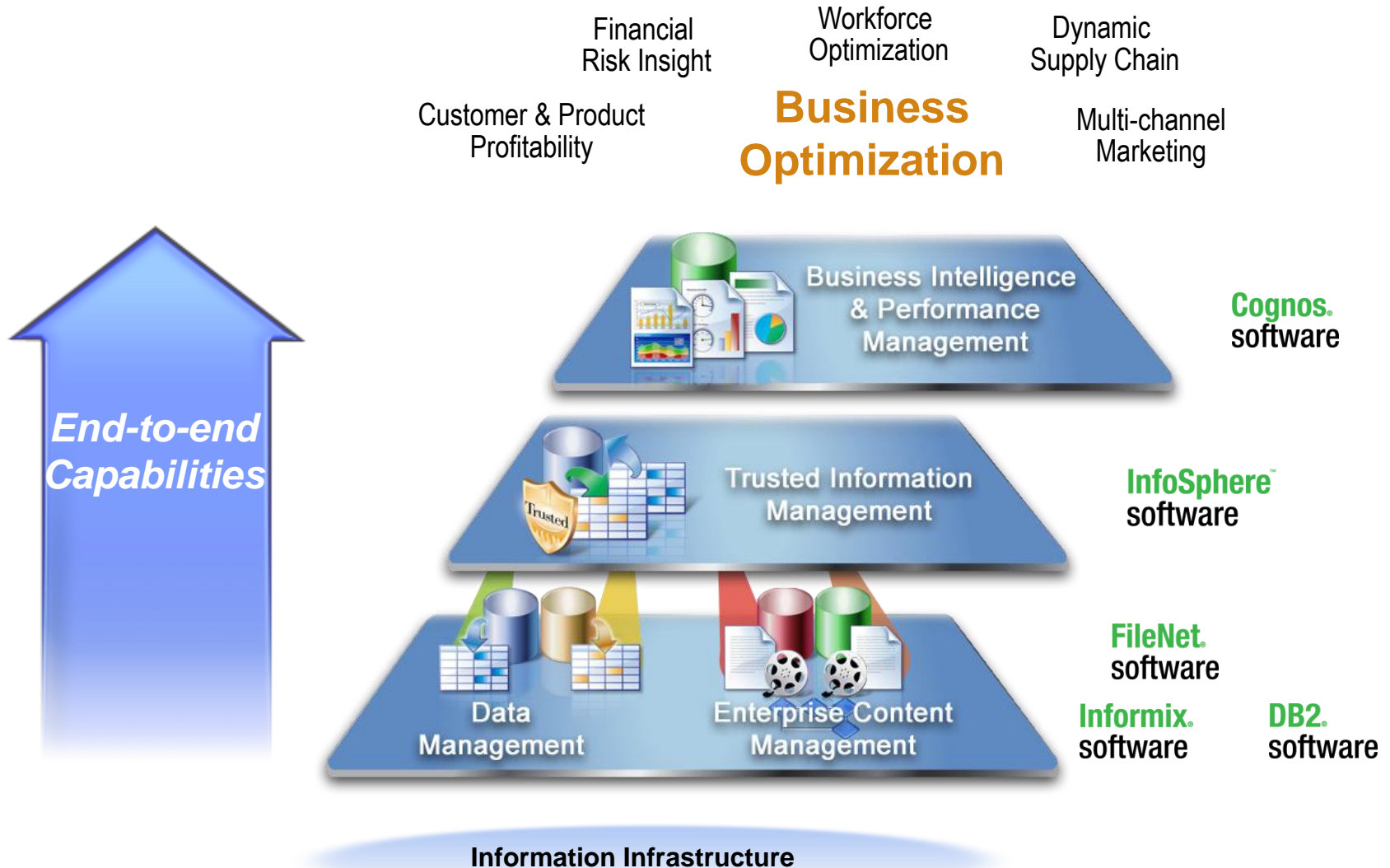


Software

Business Optimization



Leverage Information For Smarter Business Outcomes Software Portfolio



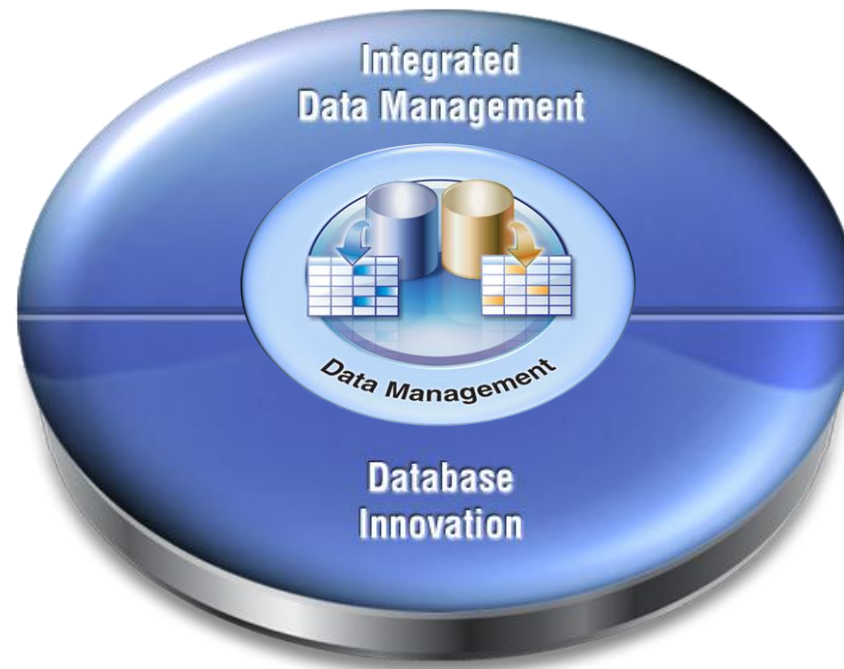
Data Management

Manage data over its lifecycle

Software

Improve performance, cut costs and reduce risks

IBM Optim, DB2/IMS tools



Lower the cost of data and improve service levels

Free information to create new business value

IBM DB2, IMS, Informix, solidDB, U2

Enterprise Content Management

Software

Optimize content, process and compliance management

Optimize content-centric business processes

IBM FileNet BPM



Capture, manage & leverage your enterprise content

IBM FileNet Content Manager, IBM Content Manager, IBM Content Manager OnDemand

Create insight from unstructured information

IBM OmniFind Search & Content Analytics

Manage regulatory compliance

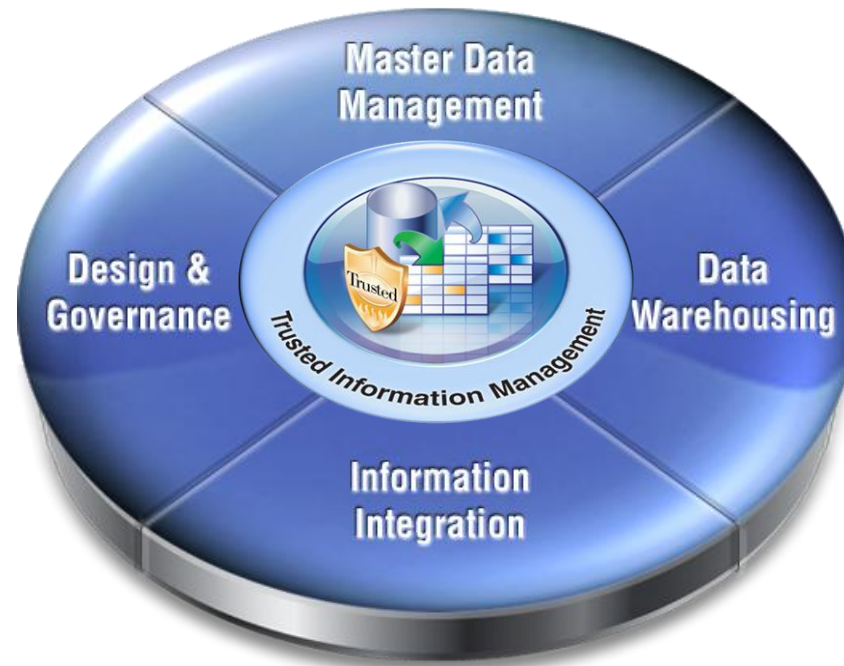
IBM Content Collection & Archiving, IBM Classification Module, IBM Records Management, IBM eDiscovery Search & Analytics

Trusted Information Management

Create, manage, govern and deliver trusted information

Get A single view of your business

IBM InfoSphere MDM Server



Get your arms around your data

IBM InfoSphere Foundation Tools

Deliver better business intelligence faster

IBM InfoSphere Warehouse

Consolidate your application infrastructure

IBM InfoSphere Information Server

Business Intelligence & Performance Management

Optimize business performance

Realize fast time to value with adaptable, packaged BI applications
IBM Cognos 8 Analytic Applications



Make better, faster decisions by sharing, understanding, analyzing and sharing information
IBM Cognos 8 BI

Drive dynamic, reliable and sustainable financial performance management practices

IBM Cognos 8 Planning, IBM Cognos 8 BI, IBM Cognos 8 Controller
IBM Cognos TM1

Driving Growth With Our Business Partners

Growing Community

*Over 2,000 New
Business Partners
Since IOD Inception...*

Growing Recognition

*Innovation,
Support,
Partnership...*

Growing Business

*with our Business
Partners...*

Certified for



software



Double
Digit
Growth



Gracias