

Informationen für bessere Geschäftsentscheidungen – vertrauenswürdig und richtig

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Turning information into insight

Business Analytics

- Business Intelligence
- Predictive Analytics
- Analytic Applications
- Financial Performance and Strategy Management
- Governance, Risk & Compliance
- Web Analytics

- **Enterprise Content Management**
- Advanced Case Management
- Content Analytics
- · Document Imaging and Capture
- Information Lifecycle Governance
- **Social Content Management**







Information Integration & Federation

- Information Integration
- Master Data Management
- Big Data and Streams



Data Management

- Database Design & Development
- Database Management
- Database Administration



Information **Governance**

- Data Lifecycle Management
- Data Security and Privacy
- Data Quality Management

Data Warehousing

- · Warehousing Appliances
- Warehouse Packs
- Warehousing Software
- Industry Models

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There is an Explosion in Data and Real World Events

1.3 Billion RFID tags in 2005

tags by 2010



2 Billion Internet users by 2011

30 Billion RFID





4.6 Billon **Mobile Phones World Wide**

Capital market data volumes grew **1,750%**, 2003-06







Twitter process 7 terabytes of data every day

World Data Centre for Climate 220 Terabytes of Web data

• 9 Petabytes of additional data



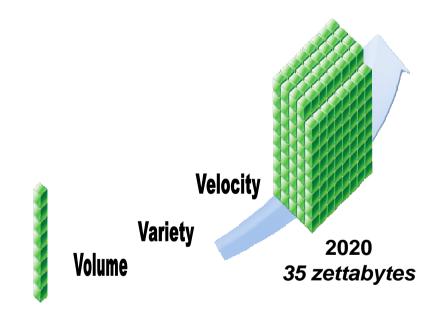


Facebook process 10 terabytes of data every day

Information is Exploding...

as much Data and Content Over Coming Decade

80% Of world's data is unstructured



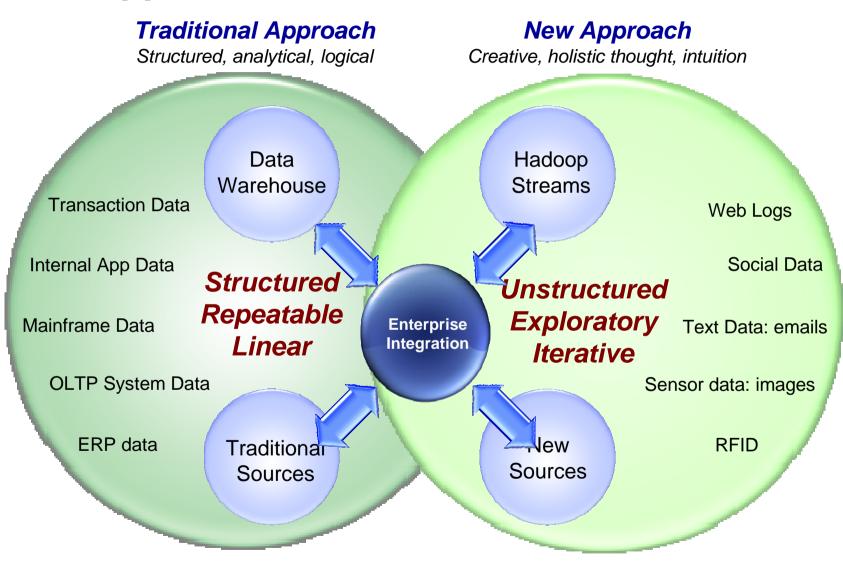


2009 *800,000 petabytes*

Source: The Guardian, May 2010

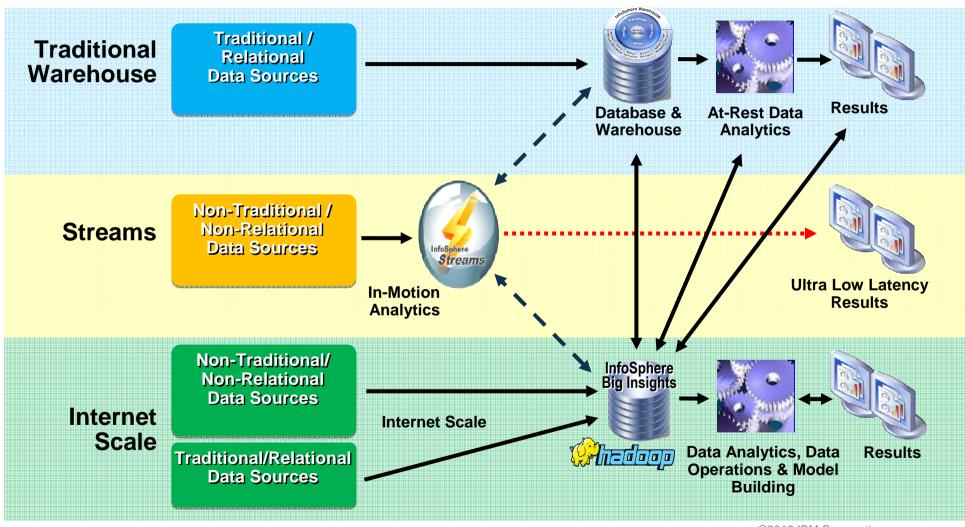
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Data approaches



IBM is Taking an Holistic Approach

Moving Beyond the Traditional Warehouse



IBM is Building the Most Comprehensive **Business Analytics and Optimization Portfolio**

- More than \$14B in Acquisitions **Since 2005**
- More than 10,000 Technical **Professionals**
- More than 7,500 Dedicated Consultants
- Largest Math Department in Private Industry
- More than 27,000 Business **Partner Certifications**

2011 NETEZZA 🍊 CLARITYSYSTEMS Social Analytics/Consumer Insight **Workload Optimized Systems Advanced Case Management** unica **OPENPAGES Content Analytics Decision Management** Datacap Stream Computing Core metrics **Pervasive Content** Sterling Commerce pureScale Initiate* pureXML **Guardi**um **M**OG

Deep Compression

Developer Productivity

Autonomic Operations



2005

IBM Big Data Platform for new challenges



InfoSphere BigInsights

Hadoop-based low latency analytics for variety and volume

Hadoop



Information Integration

InfoSphere Information
Server

High volume data integration and transformation



Stream Computing



InfoSphere Streams

Low Latency Analytics for streaming data

MPP Data Warehouse



IBM InfoSphere Warehouse

Large volume structured data analytics



IBM Netezza High
Capacity Appliance
Queryable Archive
Structured Data



IBM Netezza 1000
BI+Ad Hoc
Analytics on Structured Data



IBM Smart Analytics System

Operational Analytics on Structured Data ©



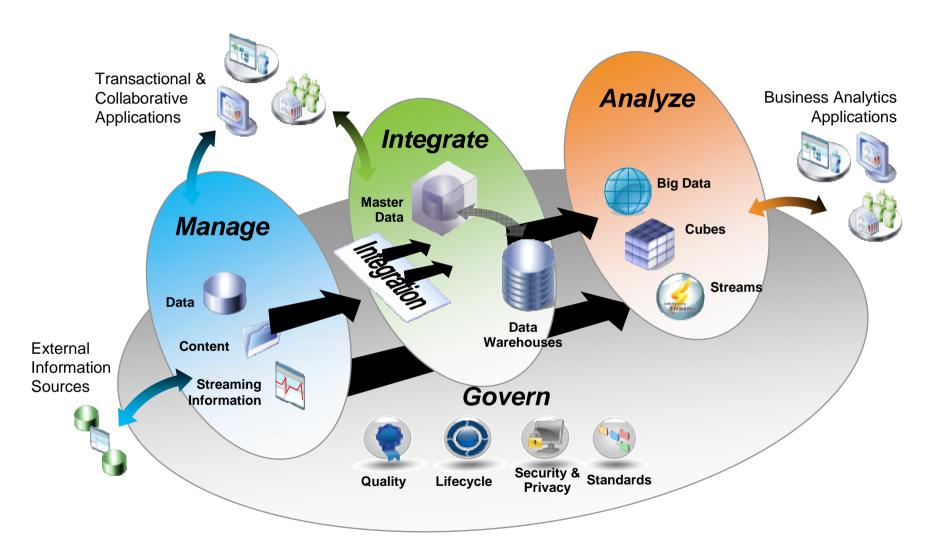
IBM Informix Timeseries

Time-structured analytics

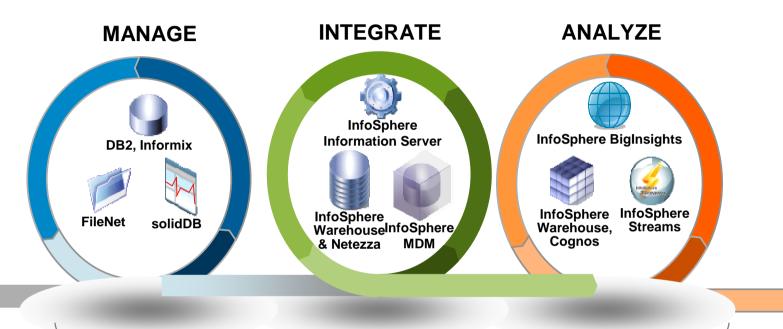
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