

Smarter Analytics Live 2013

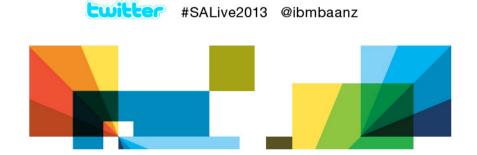
Turning information and insight into actionable business outcomes.

Delivering Trusted Information for Business Analytics

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Information Integration, Quality & Governance Solutions, IBM

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What we'll discuss

- Business Challenges facing performance management
- Addressing the challenge: Information Governance
 4 Questions of Information Governance
- Information Supply Chain: People, Process and Practice
- IBM Information Governance Solutions

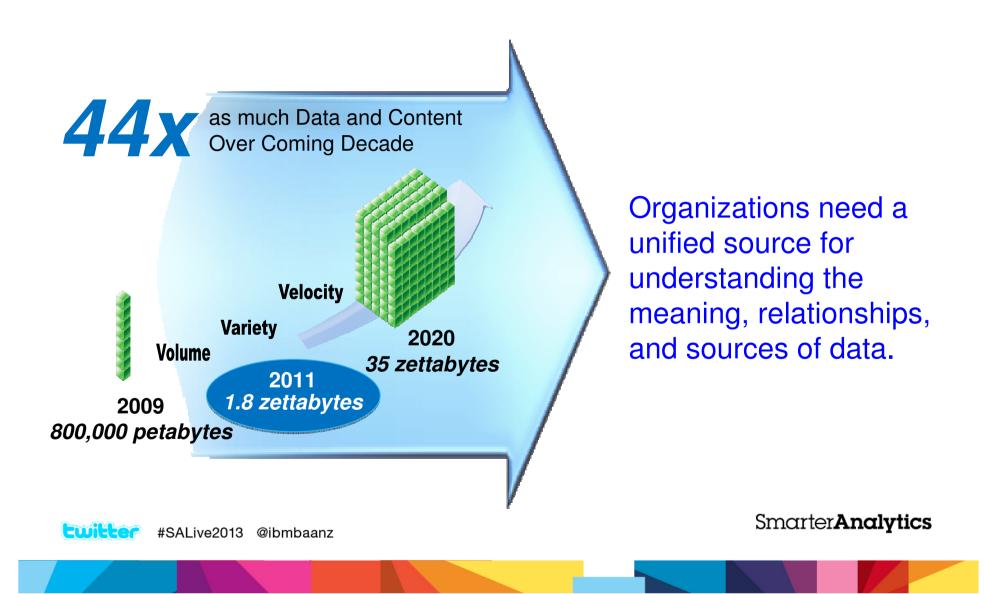






Data is Growing ... So is the Need to Take Control





Complexity – A Challenge and an Opportunity



Expected level of complexity and preparedness to handle

Expect high/very high level of complexity over 5 years

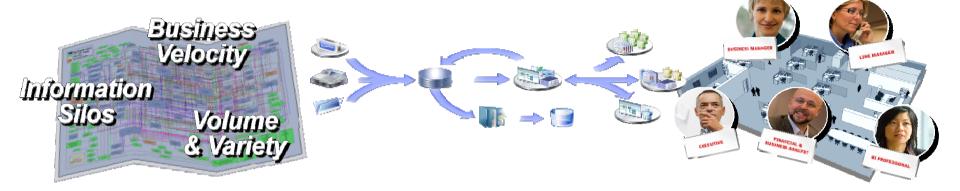
		79% —	30%
	100/		Complexity gap*
Feel prepared for expected complexity	49%		 Complexity gap = difference between expected complexity and the extent to which CEOs feel prepared to manage complexity

Source: Q10 How much complexity will your organization have to master over the next 5 years? n=1,512; respondents who selected "More/significantly more complexity"; Q12 How prepared do you feel for the expected complexity ahead? n=1,508; respondents who selected "Fully prepared"



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Information Complexity and the Role of Information Governance



Deliver trusted information from fragmented, disparate systems at volume and velocity required.

Sources of Information

Address the **diverse needs** of business users with **relevant information when and where** they need it.

Users of Information

Goal: How can we **empower the business user** to make critical decisions with **trust and confidence** in information



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The 4 Questions of Information Governance

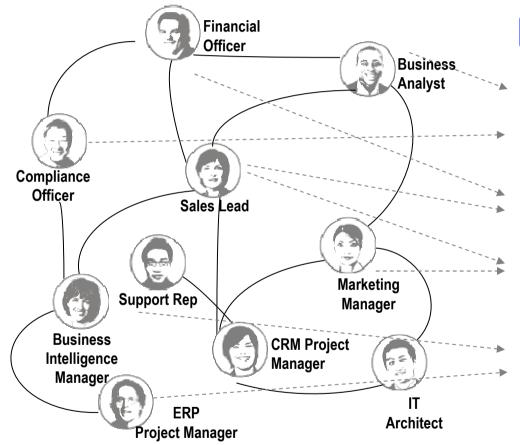
- What does this information mean?
- Who is responsible for maintaining this information?
- Where does this information come from?
- Can I trust this information?







What Does this Information Mean?



"Active Subscriber"

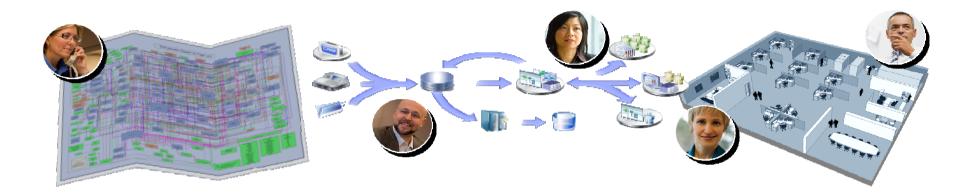
- Mobile user who has used "any" service in the mobile network
- User who paid for the service at least 1 time in the past 90 days.
- Mobile user who has a phone plan, but not SMS
- Only post-paid customers, not pre-paid customers
- User who makes at least 1 call over the period of 90 days

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Who is Responsible for this Information?



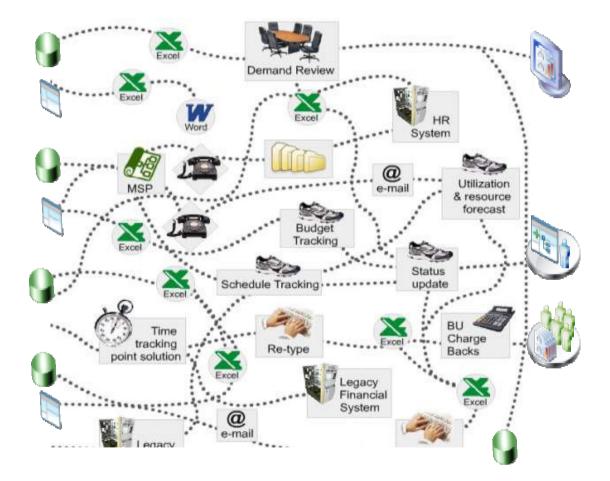
- Line of Business
- Business Intelligence Report Delivery
- Data Warehouse Management
- Database Administration
- Corporate Compliance

- Legal and Regulatory Compliance
- Information Change Management
- Information Sources
- Information Suppliers
- Information Requirements Workflow





Where Does this Information Come From?

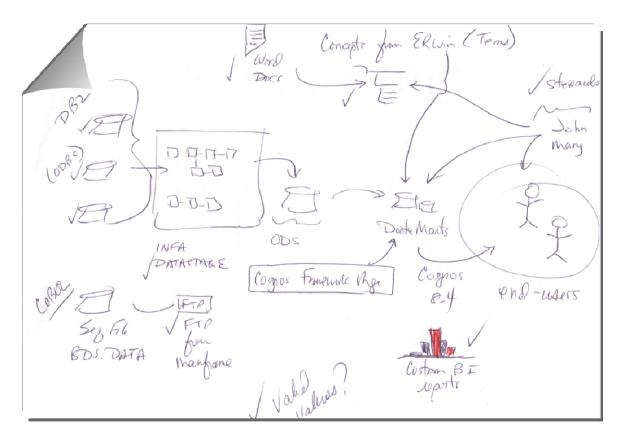


- Varied Data Sources
 - Relational Databases
 - Flat Files
 - Spreadsheets
 - Messages
 - Documents
- Data movement types
 - ETL
 - COBOL
 - SQL
 - Stored Procedures
- Changes in flows
 - Updated Mappings
 - Scalable Processes





Can I Trust this Information?

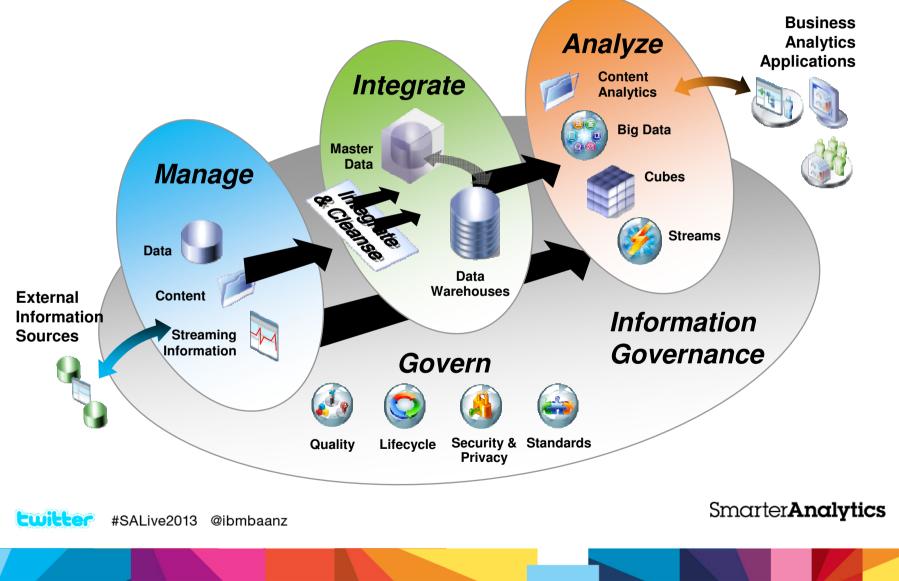


- Data Lineage
- Information Governance Rules
 - Data Quality
 - Data Archiving
 - Data Privacy
 - Data Transformations
 - Master Data
 - Data Cleansing
 - Reference Data
- Common Understanding
- Business-Driven Development
- 360° Enterprise Data Visibility

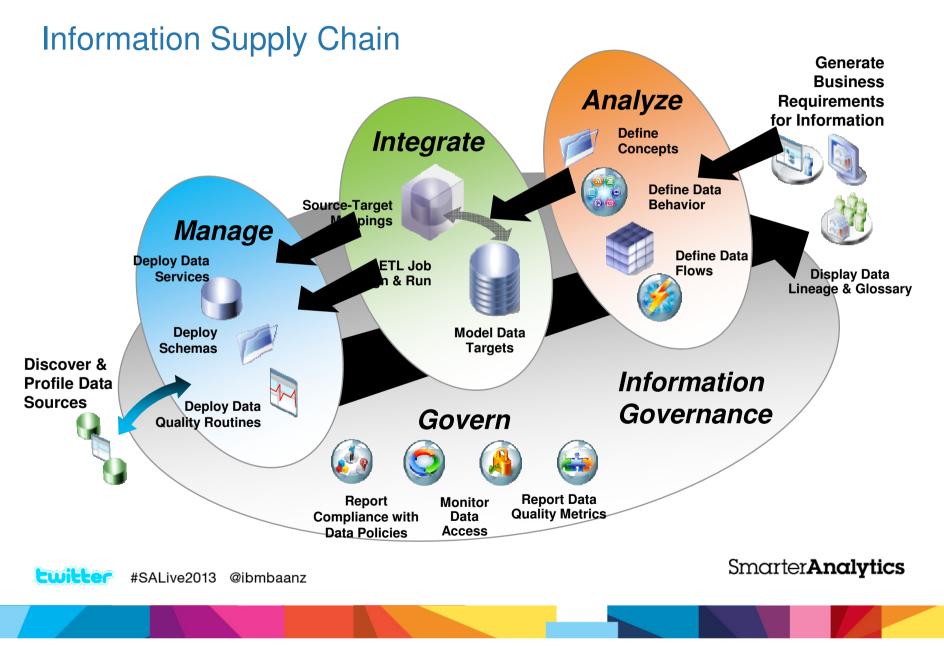
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Information Supply Chain: Disciplines



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IBM Information Governance Solutions – Business Glossary

Create & Manage a Business Vocabulary

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Availability Restriction Type

Consultation Service Two

Features

- Facilitates business & IT communications via a common business vocabulary
- Specify information **governance** policies and rules for implementation across the enterprise
- Enables the creation of **stewards & assignment of responsibilities** for information domains
- Link business terms to information assets
- Link information governance rules to information assets and operational rules

Benefits

- Aligns the efforts of IT with the goals of the business
- Provides **business context and governance** to information technology assets
- Establishes responsibility and accountability throughout the information development lifecycle





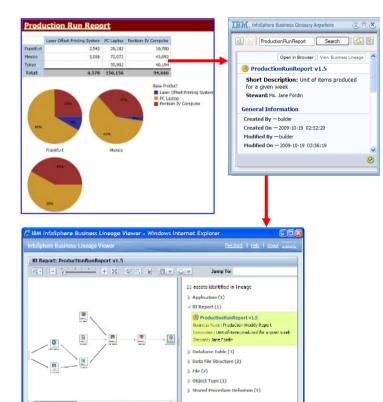
Address Example

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IBM Information Governance Solutions – Business Lineage

Where does the Information Come From? Where does it go to?



Features

Instant end-to-end business-friendly view:

- All upstream data sources where the data is coming from
- All downstream data sources where the data is going to
- Business names of data sources
- Data stewards and associated business terms
- · Leverages the Metadata Workbench data analysis
- Accessible from Anywhere

Benefits

- Builds trust in data
- Promotes effective data governance
- Instant dependency analysis to reduce risks of change
- The right information, in the right place, at the right time



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For Additional Information

- Presenter
 - Gavin Fernandes, gavin.fernandes@au1.ibm.com
- Connect Information Governance Community thought leaders
 - http://www.infogovcommunity.com/
- InfoSphere Business Information Exchange
 - http://www-01.ibm.com/software/data/infosphere/business-information-exchange/
- Deliver Trusted Information for Big Data and Warehousing
 - http://www-01.ibm.com/software/data/infosphere/solutions/data-warehousing.html

