IBM

Transform enterprise data into consolidated, actionable insight.

Establish dynamic views of enterprise data with an
IBM DB2 Warehouse solution

What's clouding your business insight?

When it comes to information, most large enterprises share a common goal: they want to turn their data into useful business insight. So what's stopping you? Warehouses and datamarts have popped up in departments across your enterprise. The problem is they exist in isolation and can only access structured data from select systems — making it nearly impossible to obtain a unified view of your business.

To better support innovation and differentiation, you need to give more users on demand access to accurate, in-context and actionable information. Of course, the idea of more timely and widespread information access is great. But the technology side of your brain is probably screaming, "Complexity!" And the business side is probably dubious, given the potential costs and risks. Both sides know that status quo data warehousing solutions and approaches will not support these seemingly conflicting needs. That's why a new approach that employs more dynamic and balanced warehousing capabilities is required.

With IBM Balanced Warehouse offerings, IBM can help your company:

- Control warehousing costs and risks.
- Position for growth and business change.
- Optimize warehousing performance with best practices.
- Tap into the hidden potential of all of your data.

Watch ideas take flight with a more flexible, manageable approach

IBM provides all of the software and hardware capabilities you need to deploy, maintain and evolve an enterprise-wide data warehouse through IBM Balanced Warehouse solutions. A robust combination of databases, analytical and warehousing software, servers, and storage components gives you the ability to analyze and act on large amounts of structured and unstructured information. Moreover, Balanced Warehouse solutions rely on industry open standards and nonproprietary hardware, so they'll work with your existing systems and support easy redeployment as needed.

IBM Balanced Warehouse solutions are preconfigured using best practices and extensive certification to support the needs of enterprise environments, including the need to:

- **Handle large data volumes.** IBM uses a modular design that enables you to easily and cost-effectively scale units to support data growth.

- **Maintain high availability.** IBM Balanced Warehouse solutions use IBM components selected for optimum price and performance, and include hardware component redundancy and a fault-tolerant design for robust availability.

- **Work with comprehensive, integrated software.** All of the software tools you need to get started — including information storage, management and delivery tools, and business analytics tools — come standard.

Given their advanced, integrated capabilities and performance attributes, IBM Balanced Warehouse solutions are an ideal foundation to support dynamic warehousing. This approach enables you to deliver immediate business insight to all of your business users, rather than limiting you to providing only after-the-fact reports and analysis from data warehouses. So more employees have the information they need at their fingertips to turn data into innovative ideas.

The heart of a dynamic warehousing approach: IBM DB2 Warehouse

Drive more value from information more quickly without added IT staff. Unlike most data warehousing and business intelligence solutions that are pieced together with components from multiple vendors, IBM DB2® Warehouse software, which is the heart of the IBM Balanced Warehouse solution, provides a complete, integrated and highly flexible and scalable data warehousing stack that works together from day one. It offers the tooling and infrastructure to simplify the design, deployment and maintenance of an enterprise data warehouse. And built-in industry-optimized mining tools and inline analytics extend powerful warehousing capabilities to all frontline users. Imagine what the IT department, decision makers and even employees could do with a data warehouse that enables you to:

- *Store more with less, and improve query performance dramatically* with the help of row compression tools, which can help reduce disk storage needs by 50 percent; and with materialized query tables and multidimensional clusters, which are designed to improve the performance of complex aggregate queries.

- *Reduce investment risks* with a modular, quality-tested solution that provides around-the-clock support from a single phone number and easy growth at a predictable cost.

- *Provide users visibility into operational and transactional data* within the context of the applications they use on a daily basis, supporting greater responsiveness to business needs.

- *Bidirectionally exchange data* to help ensure that the data warehouse is feeding accurate data to operational and transactional systems and business intelligence applications.

- *Provide high performance for mixed workload query processing* with the help of a shared-nothing architecture that can scale multiple workloads up and out without affecting performance.

- *Unify business intelligence* into a single solution with built-in analytics building blocks that help you extend analytics into applications.

IBM is the data warehousing industry leader that other industry leaders turn to:

- **11 of the top 12 banks**

- **7 of the top 8 auto manufacturers**

- **5 of the top 6 insurance companies**

- **4 of the top 6 general merchandisers**

- **4 of the top 5 specialty retailers**

- **3 of the top 4 food and drug stores**

Start seeing the advantage of a balanced warehouse

Based on its experience providing data warehousing to leading companies across the world, IBM has identified four strategic pillars for warehouse solutions that guide its solution design: Simplicity. Flexibility. Performance. And extend the value. As your data volumes and need for dynamic information grow, you can be confident that IBM solutions designed around these principles will help you optimize the value of your information.

Choose a solution that's right for you

Because IBM knows what it takes to run an enterprise and best meet your company's unique needs, it offers DB2 Warehouse software in stand-alone solutions or as part of the preconfigured, preintegrated, pretested IBM Balanced Warehouse.

IBM Balanced Warehouse D class solutions are designed for mid- and large-size organizations that need to prepare for growth. They provide high modular scalability and are capable of managing from 1TB to 5TB of data.

IBM Balanced Warehouse E class solutions are enterprise-class warehouses designed to support high-availability requirements and provide advanced mining and analytics functionality. They are capable of managing 1TB of data or more, providing unlimited scalability.

Access to accurate information is the key to business initiatives ranging from improving employee productivity and customer service to complying with regulations. By helping you give more users and applications access to dynamic information, Balanced Warehouse solutions can help you unlock the value of all of your data. So you can drive greater efficiency and differentiation.

For more information

To learn more about IBM Balanced Warehouse solutions and IBM DB2 Warehouse software, contact your IBM sales representative, or visit:

ibm.com/software/bi