

Data warehousing
To support your customer-focused initiatives



Information Management software

Transform enterprise data into consolidated, actionable customer insight.

How retailers can benefit from IBM DB2 Warehouse



What's clouding your customer and business insight?

When it comes to information, most retailers share a common goal: they want to turn their data into useful business insight for delivering a superior shopping experience, creating a demand-driven supply chain and driving operational excellence. So what's stopping you? Warehouses and datamarts have popped up 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 customers and your business.



To better support innovation and differentiation, you need the ability to bring together a “customer view” with a traditional “product view” and you need to give more users and processes 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 technologist 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 optimize warehousing performance with best practices to enable you to:

- Coordinate marketing plans across channels to position your company for growth.

- Manage inventory across channels and plan assortment based on marketplace needs.
- Tailor promotions to each customer segment.
- Enable staff with right-time views into inventory availability.

Watch ideas take flight with a 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 database, analytic 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.** 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.





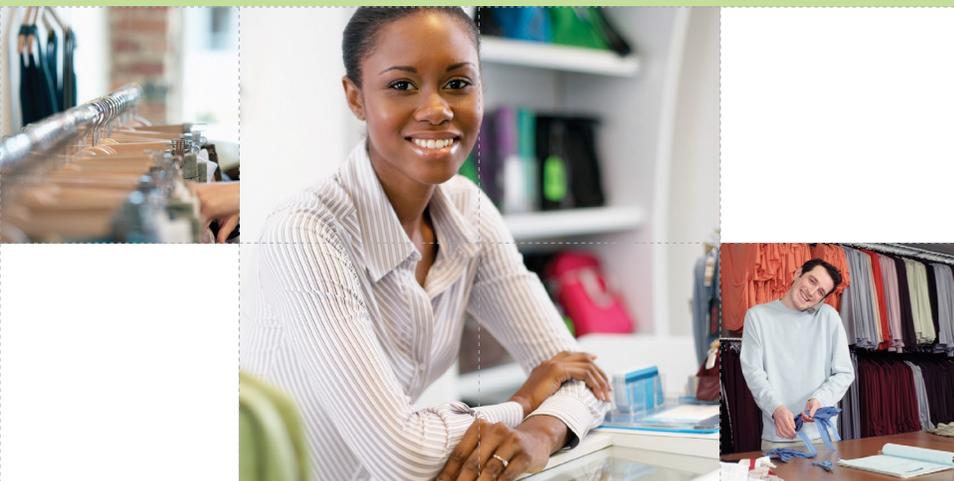
Given their advanced, integrated capabilities and performance attributes, IBM Balanced Warehouse solutions are an ideal foundation to support dynamic warehousing. This approach enables you to leverage immediate business insight across merchandising, supply chain, store and channel operations, rather than limiting you to providing only after-the-fact reports and analysis from data warehouses. So more people and processes have the information they need to create differentiated customer experiences that help improve customer satisfaction and loyalty.

The heart of dynamic warehousing: IBM DB2 Warehouse

Derive more value from information more quickly without adding 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 retail data models (for example, models for customer centricity, merchandising management, store operations and product management, and supply chain management) and other industry-optimized mining tools and in-line analytics extend powerful warehousing capabilities to all frontline users. Imagine what the IT department, decision makers and even store 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 with visibility into operational and transactional data** within the context of the applications they use every day, to support greater responsiveness to business needs.
- **Exchange data in two directions** 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 analytic building blocks that help you extend analytics into applications.



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

- **Four of the top six general merchandisers**
- **Four of the top five specialty retailers**
- **Three of the top four food and drug stores**

Start seeing the advantage of a balanced warehouse

Based on IBM's experience providing data warehousing to leading companies around the world, IBM has identified three strategic pillars for warehouse solutions that guide its solution design: Simplicity. Reliability and performance. And extended insight. As your data volumes and need for dynamic information grow, you can be confident that IBM solutions designed using these principles will help you optimize the value of your information.

Choose a solution that's right for you

IBM understands what it takes to run a data warehouse in a retail enterprise. To meet your company's unique needs, IBM offers DB2 Warehouse in standalone solutions or as part of preconfigured, preintegrated, pretested and highly scalable IBM Balanced Warehouse solutions.

Access to accurate information across merchandising, supply chain, store and channel operations is the key to delivering a superior shopping experience, creating a demand-driven supply chain and driving operational excellence. DB2 Warehouse solutions offer targeted analysis for merchandising, supply chain, multichannel and store applications. And with prebuilt retail data models, a proven implementation methodology and embedded mining capabilities, you can potentially achieve a faster time to value from data warehousing efforts when you employ DB2 Warehouse. 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, differentiation and customer loyalty.

For more information

To learn more about IBM Balanced Warehouse solutions and IBM DB2 Warehouse, and for help choosing the solution that's right for you, contact your IBM sales representative or visit:

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Software Group
Route 100
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U.S.A.

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08-07
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