

Delivering information you can trust

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IBM **Information Management** software

A leading solution for a leading technology:

*IBM Information Server and
DataMirror Transformation Server
for trusted real-time information*

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Industry overview:

Information is power.

Only if delivered to the right people, at the right time, from the right sources, in the right format. Putting it differently, information has value only if it is accessible by whoever wants it, whenever he wants it, wherever he wants it and however he wants it.

With customer – centric approach being the norm for most businesses nowadays, information delivery has taken on a more crucial role than ever before. Branded experience or customer-centricity, whatever the customer strategy, access to timely and accurate data has become a critical element of success.

Power lies in “Now”, “As-it-happens”, “Real-time”.

To utilize and apply critical, decision-making information for success, it is necessary to receive or deliver it as soon as it happens. Having the most current information is becoming a key survival factor. Having real-time information enables quicker responses and wiser business decisions. It enables proactive decision-making as opposed to reactive fire-fighting or impact minimization. It enables prevention as opposed to cure.

Internal demands, external demands. Demands all-around.

With internal goals and benchmarks, customer expectations and government regulations, there are excessive demands on businesses in the form of processes, strategies, technology, availability, response times, performance and regulations.

Internally, companies no longer have long and leisurely time-frames in which to strategize, plan, design, and manage business processes. Time-frames are being condensed; yearly goals and measurements are quickly becoming quarterly goals and measurements.

Externally, customer, investors and share-holders are more meticulous and demanding. They are more critical and less merciful of failure and missed performance goals.

Industry-wide, these demands and expectations have risen at a time when the volume of data is escalating, business mergers and acquisitions are increasing, and strategic outsourcing is growing. All these have led to an increasing requirement for faster and faster turnaround on information requests.

Management needs instant access to information for reporting and analysis so they can make better business decisions. Customers need 24/7 access to eCommerce sites so they can order products and services at their convenience. Organizations are moving more data from more sources into a variety of distributed applications quicker than ever before. These factors have added an enormous burden on information technology, with focus on business intelligence, which is responsible for providing information for management decision-making.

The merging of the leaders: DataMirror and IBM

On September 4, 2007, IBM acquired DataMirror to strengthen its Information on Demand initiatives. Through the acquisition, IBM extended its industry-leading information integration platform - IBM Information Server. IBM solutions will now address a broader set of integration requirements, enabling the delivery of trusted information at the speed of business.

The ability to sense and respond to data changes in real-time is fundamental to IBM's Information on Demand initiatives including Dynamic Warehousing, Master Data Management, SOA, Migration/Consolidations and eBusiness.

DataMirror's real-time change data capture (CDC) and replication technologies provide scalable, high performance and heterogeneous data integration with minimal impact to source systems. These technologies are an ideal extension to IBM Information Server, providing the enterprise-class data integration capabilities that customers expect.

IBM Information Server: capabilities

IBM Information Server is a revolutionary data integration software platform that helps organizations derive more value from complex, heterogeneous information spread across their systems. Since 2002, IBM has been assembling this platform to help companies deal with their business challenges. The platform helps companies to integrate information, enabling them to drive their business initiatives with higher results.

The IBM Information Server platform consists of many technologies including data profiling and cleansing, transformation, federation, replication and event publishing; all built on a common platform.

IBM Information Server delivers four integration functions on a unified platform. These functions are:

Understand

This function enables users to gain a deep understanding of their data by discovering the content, quality and structure of their source systems. Truly understanding the meaning, relationships and lineage of data upfront, helps speed downstream development tasks, reduces the risk of proliferating bad data and eliminates the cost of scrap and rework due to lack of understanding of data sources.

Cleanse

This function involves cleaning problems that users find in information by standardizing and matching records across different systems to get a clean, accurate and consistent view of data.

Transform

This function takes information out of its original context within individual source systems and allows information to be used in a new context to solve new business problems. This often involves combining information from many systems to get a more aggregated, enriched and complete view.

Deliver

This function enables the delivery of information across the enterprise based on the requirements of the business. Delivery mechanisms include federation, replication/synchronization and changed data capture.

Datamirror Transformation Server: capabilities

Log-based Change Data Capture

Whether data is integrated in real-time or periodically, only changed data is captured and transferred from publisher to subscriber systems. Changed data is captured directly from database logs instead of performing queries directly against the database.

Zero programming/multi-platform support

Out-of-the-box, programming-free data integration between DB2® UDB, Microsoft SQL Server, Oracle, Sybase, Teradata, XML, and PointBase across UNIX, Linux, Microsoft Windows NT/2000/XP/2003, IBM OS/400®, OS/390 and z/OS®.

High-performance communications

Architecture is fine-tuned for optimizing communications between source and target systems. Supports efficient transmission of data, including large object binaries (LOBs) such as multi-media audio and video data.

Built-in transformation and filtering

Translates values, derives new calculated fields, joins tables at the source or target, and more. Creates, stores, and retrieves custom data transformations as macros. Row/column selection allows users to limit access to sensitive information or flow user-specific data to particular sites.

Direct peer-to-peer integration

Peer-to-peer architecture and native support for TCP/IP ensures direct database connectivity. No requirement for data staging or gateway technologies.

Enterprise administrator monitor

Offers a graphical tool for viewing and monitoring the integration network through user-defined views. The Monitor actively pulls and displays replication metrics such as status and latency; providing an up-to-date health check of the system.

Extended update options

Summarization allows users to summarize numerical data from multiple rows in one or more source tables into a single row in a target table. Row consolidation allows users to merge data from multiple source tables into one or more rows in a target table. Adaptive apply gives users the option to specify that the same operation that occurred on the source table will be applied to the target table, regardless of the absence or presence of the source row in the target table.

Role-based security

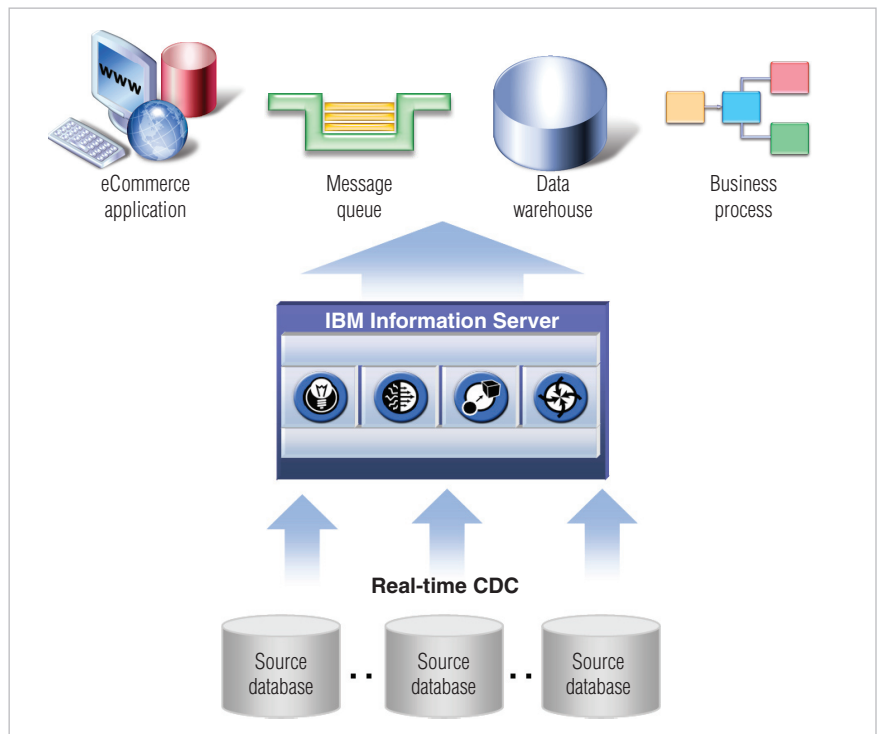
Assigns each Enterprise Administrator user to one of four roles, which differ according to the range of operations that can be performed.

Integrated capabilities:

DataMirror Transformation Server's capabilities are an ideal complement to IBM Information Server. By leveraging and integrating DataMirror solutions, IBM will be able to provide the solutions to better discover, share, and leverage valuable information assets.

Together, DataMirror and IBM will enable organizations to increase productivity, by allowing scaling to large volumes and processing requirements and providing the broadest and deepest connectivity to information across diverse sources, including structured and unstructured information, mainframe, and applications.

Figure 1: Delivering trusted information in real-time



Benefits:

The DataMirror/IBM combination will provide customers with a single suite of solutions that is able to meet integration challenges across all platforms. The integrated capabilities will allow companies to:

- *Flow accurate, timely and trusted information across the enterprise*
- *Move high volumes of data directly into IBM Information Server or between relational databases, message queues and other data stores quickly, easily and cost-effectively*
- *Support real-time reporting and business intelligence, e-business, disaster recovery, and real-time business event detection*
- *Access and integrate changed data in existing systems with low impact to the performance of production applications*
- *Assist consistent, synchronized delivery of trusted information*

By taking advantage of this combined platform, customers will be able to gain an edge in:

- *Dynamic data warehousing*
- *Real-time analytics*
- *Disaster recovery*
- *Production and e-business integration*
- *Real-time event detection*

Utilizing information effectively can help outperform competitors, create innovation, and build shareholder value. Effective information integration can help accelerate success in key business initiatives. Whether the focus is a single integration project or a broad infrastructure initiative, DataMirror and IBM's integrated solution will provide proven, scalable and reliable technology that is needed for risk reduction and accelerated success.

IBM's acquisition of DataMirror enhances the value of customer solutions by incorporating real-time change data capture capabilities into IBM Information Server. Businesses will now have a full range of end-to-end information integration solutions, all from a single vendor.

For more information

For more information about IBM Information Server, contact your IBM marketing representative or visit ibm.com/software/data/integration



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TAKE BACK CONTROL WITH **Information Management**