



what makes you \*  
**special?**

IBM Softwaredag 2006

Hurtigere og lettere adgang til den rigtige information  
med Information Management løsninger

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## Dagens agenda

**11.20** IBM introduktion-  
**Jørgen Riis Andersen, Manager/  
Mads Kjærsgaard, Salgschef**  
**1. KMD v/ Ann Bendixen, Produktliniechef**

**12.30** Frokost

**13.45** **2. Falck v/ Jacob Kruse, Projektleder**  
**3. Grundfos v/ Henrik Thykier, BI chef**

**15.00** Pause

**15.30** What Makes You Special v/Morten Olsen

**16.15** Afslutning og drinks

## Quiz i udstillingsområdet

Husk din chance for at vinde en  
Lenovo Thinkpad 3000 N10  
- og andre spændende præmier



Konkurrence blandt alle der har  
mindst 15 svar rigtige.



## Information Management: Vision and Innovation



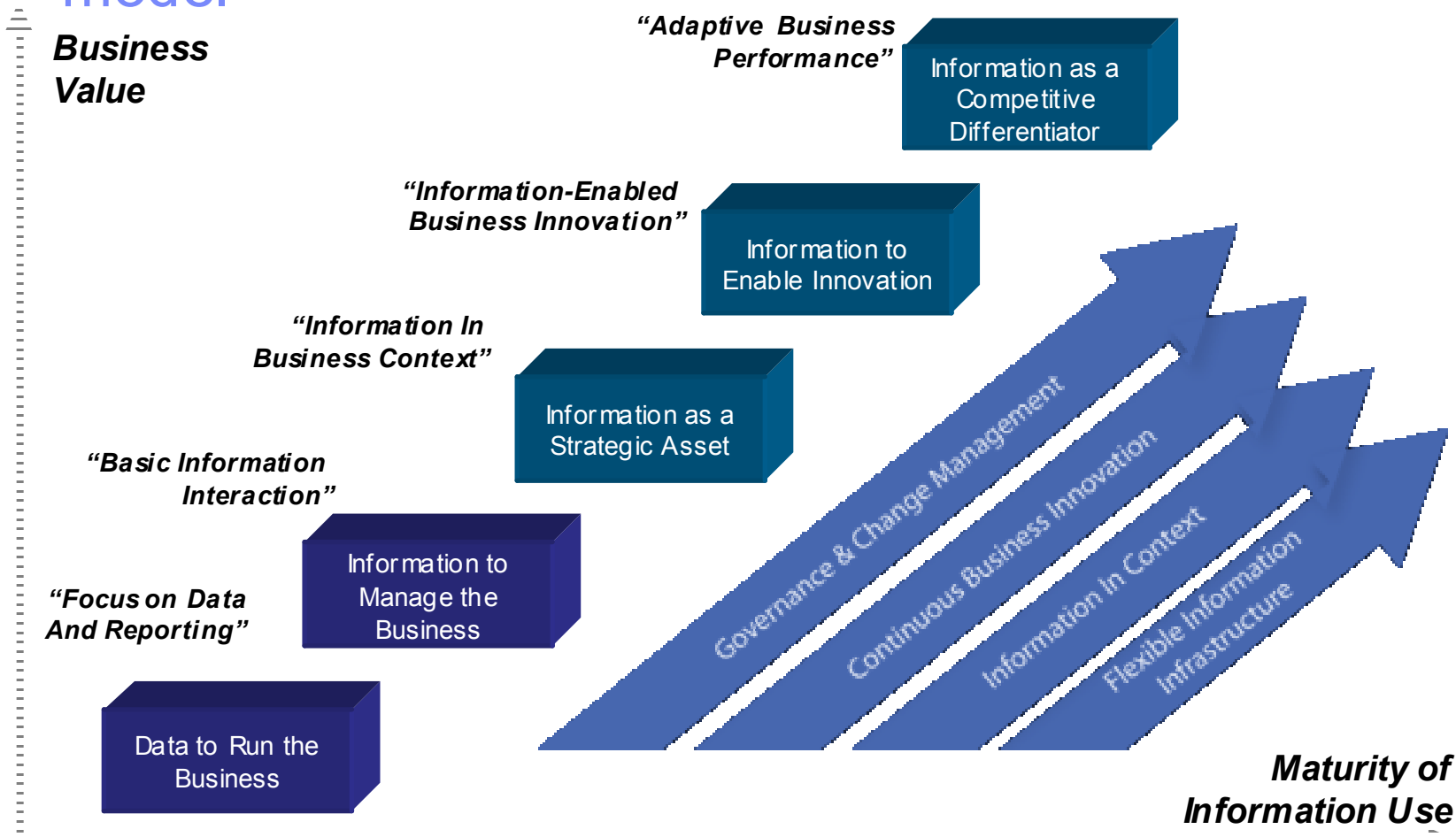
## Information On Demand definition

Information On Demand betyder at få de rigtige informationer til de rigtige personer eller processer på præcis det rigtige tidspunkt for at kunne handle når mulighederne opstår i forretningen

Dette understøtter et forretningsbehov for horisontalt integreret informationer og giver organisationen et mere præcist og opdaterede billede af virksomhedens informationer



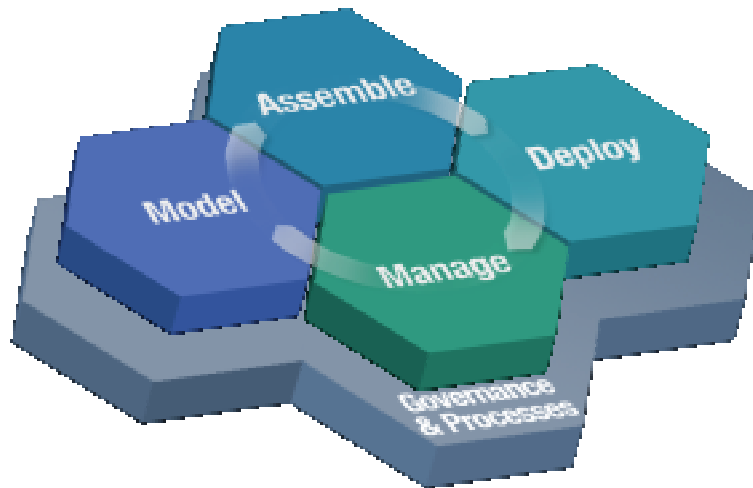
# Information on Demand – maturity/innovation model



# IBM Information Management Software

*Delivering Value Beyond Traditional Repositories*

*Information Delivered On Demand  
Based on Services Oriented Architecture*



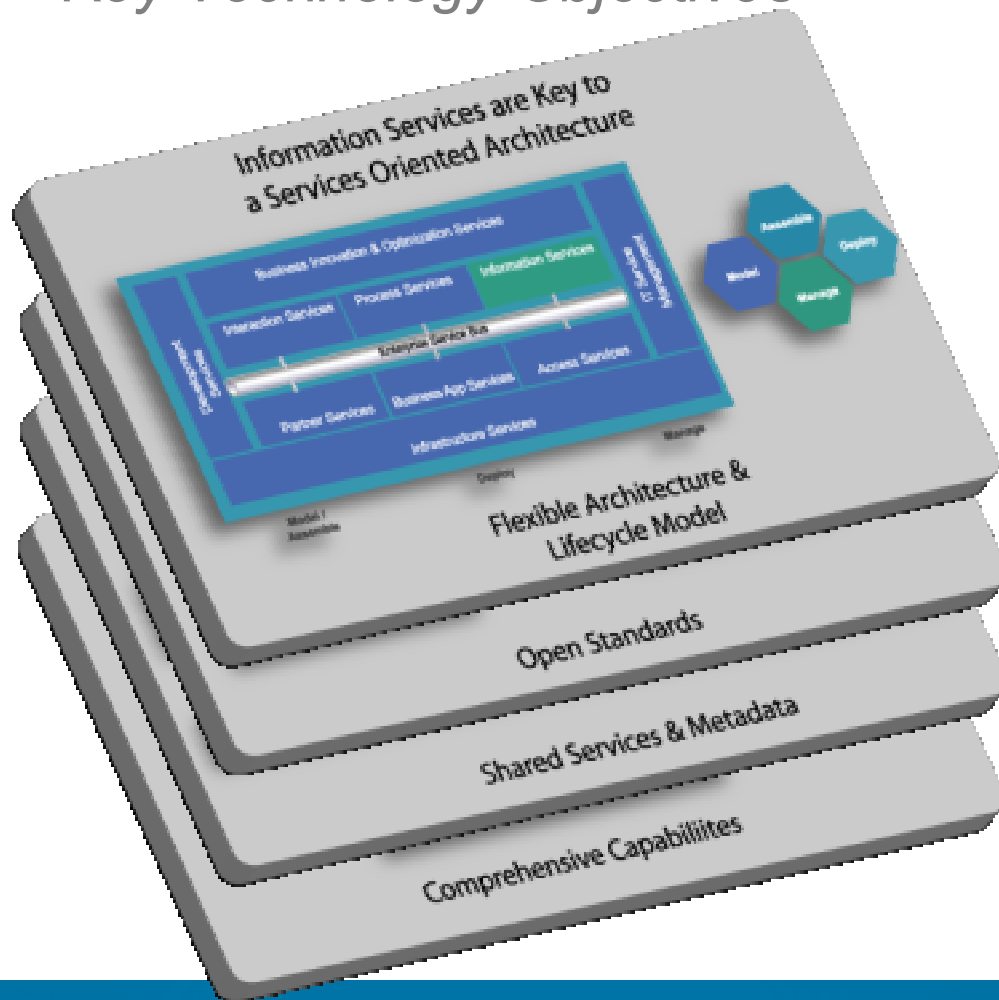
*No Other Vendor Delivers The  
Breadth and The Depth of  
Capabilities*

- **Data Services**
  - DB2, Informix, IMS, Cloudscape, U2
  - Tools...
- **Content & Discovery Services**
  - Content Mgmt. & Integration Services
  - Discovery Services...
- **Information Integration Services**
  - Quality Services
  - Transformation Services
  - Federation Services
  - Metadata Services...
- **Business Information Services**
  - Master Data Management
  - Entity Analytics
  - Information Warehousing
  - Customizable Dashboards
  - Industry Data Models...



# Providing Information as a Service

## Key Technology Objectives



### ■ **Flexible Architecture**

- Service orientation provides base for responsive, flexible business and improved asset utilization
- **SOA: Web Services, JMS...Component Applications**

### ■ **Open Standards**

- Use, Contribute, Lead
- **SQL, XQuery, JSR170, XML, Web Services, JMS, JDBC, UIMA...**

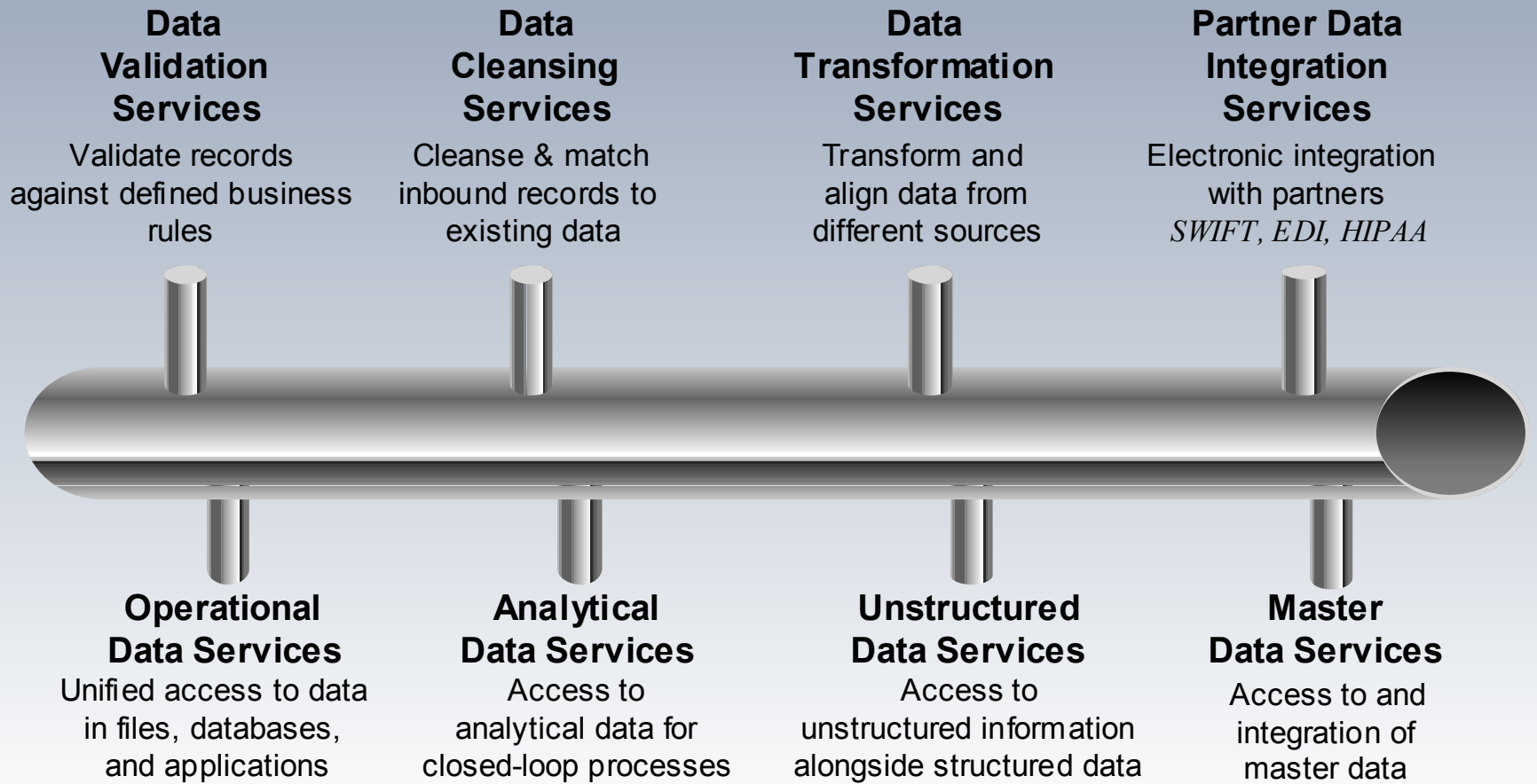
### ■ **Shared Services & Metadata**

- Simplify Infrastructure
- Provide Consistency & Control
- Speed Development and Deployment
- **RDA, "xMeta", Hawk, Info. Server...**

### ■ **Comprehensive Capabilities**

- Add Value to Information
- Ease Integration
- Enhance Manageability
- Reduce Cost
- **IBM Information Mgmt. Portfolio...**

## Examples of Information Services



## Since we last spoke, IBM has Continued its Large, Focused Investments in Information Management

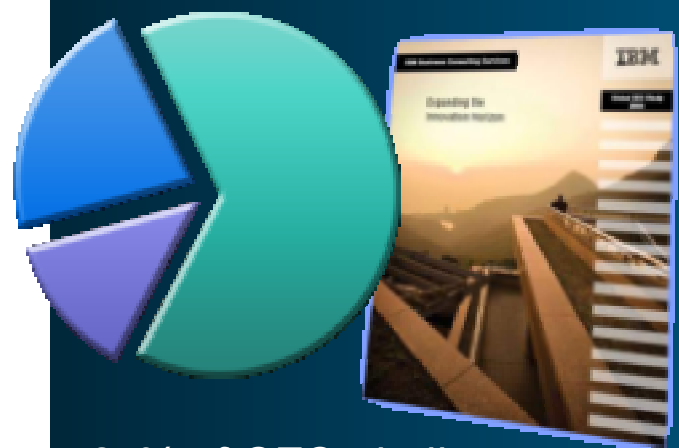
- New Capabilities/Solutions (since September 2005)
  - DB2 Data Warehouse Edition v. 9.1 Fully integrated and open BI platform
  - DB2 Viper Faster, Simpler Access to your XML data & optimized for SAP
  - Websphere Customer Center Customer Master Data solution
  - Websphere Product Center Product Master Data solution
  - Websphere Information Server Integrated platform for delivering information you can trust
  - And more...
  
- Methods
  - Expanded Industry Data Models Speed and certainty of solving business problems
  - Comprehensive Methods Ability to reuse and apply best practice
  - Information Management Capability Model Fast diagnosis of 'information gaps'
  
- Strategy
  - Information on Demand Ease and speed for information provision
  - Service Oriented Architecture Flexibility and responsiveness
  
- Information Management Acquisitions (since 2001)
  - **Green Pasture** (DB2 Document Manager) and **Tarian** (DB2 Records Manager) provide robust document and records management
  - **Venetica** (WebSphere Information Integrator Content Edition) provides federated access to a multitude of content
  - **iPhrase** (WebSphere Content Discovery Server) provides discovery and delivery of enterprise content in-context
  - **Unicorn** provides technology to accelerate delivery of IBM software products that incorporate meta data management
  - **Ascential** (WebSphere Information Integrator) provides ETL capabilities, data profiling and data cleansing
  - **CrossAccess** provides access to a broad range of information sources
  - **Language Analysis Systems** provides multi-cultural name recognition and analytics
  - **Trigo** (WebSphere Product Center) and **DWL** (WebSphere Customer Center), provide a unified view of product and customer information
  - **SRD** (Entity Analytic Solutions) provides identity analytic capabilities
  - **Alphablox** provides leading analytic technology for business intelligence solutions



*IBM invest more than 6 mia. DKK in Analytical Software and dedicate 25.000 people to this area*

## Corporate View of Information Architecture Is Changing

- Information is the key to Business Innovation
  - Organizations highly effective at driving information integration are 5 times more likely to drive value creation
  - Information architecture can't exist in a vacuum – it needs to be tied to enterprise architecture



*87% of CEOs believe fundamental **change** is required in next two years to drive innovation*

*Over 60% of CEOs believe their organizations need to do a better job leveraging information*

*Source: 2006 IBM Global CEO Survey*

# What is Driving the Change? – Gartner Perspective

## Efficiency

### Process Simplification

- Eliminate redundancy
- Drive to standardization
- Promote reuse and data quality

### Compliance

- Reduce risks with conflicting sources
- Make information transparent

### "Infoglut"

- Manage expanding volume and velocity
- Control unstructured content

### Vendor Consolidation

- Spend less on same functionality/technology

### M&A

- Reduce integration burdens

## Across the Enterprise



## Differentiation

### Enterprise Agility

- Sense and respond
- Provide consistency, accuracy
- Support continuous information flows
- Rapid orchestrate processes

### Real Time

- Enable closed-loop analytics
- Immediately integrate with partners, suppliers

### Single View

- Create consistent and holistic view across all channels
- Manage relationships

### Revenue Optimization

- Support top-line growth on cross-sell/upsell
- Leverage global purchasing power

## Customer Business Issues



- **Too much information and not knowing what's important**

- Not using demand signals to drive supply chain
- Not using customer analysis to tailor marketing and sales
- Not leveraging valuable unstructured information



- **Multiple versions of the truth**

- Problems managing customer, product and partner interactions
- Regulatory compliance inhibited by poor transparency



- **Lack of trusted information**

- Incomplete, out-of-date, inaccurate, misinterpreted data
- Difficult to understand or control how information is used



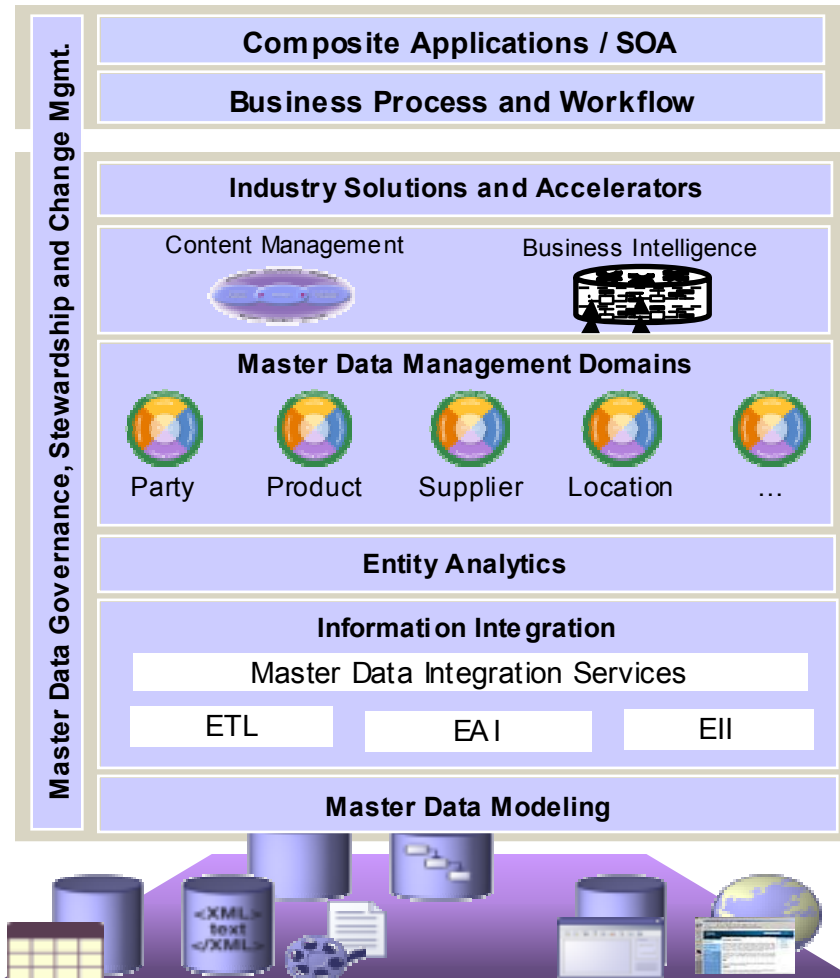
- **Lack of agility**

- Inability to take advantage of opportunities for innovation
- Escalating costs due to inflexible systems and changing needs

# IBM Information Management Solutions

A Framework Addressing a Broad Array of Business Needs

- Make existing applications adapt to change more readily and integrate more tightly
- Enable a new class of information intensive applications
- Foundation for continual insight and change







# Islands of Customer Information



Web Site

Contact Center

Data Warehouse

## Companies quantify impact of bad customer data:

- 66% indicate profitability of company as a whole was negatively affected by poor information quality
- 75% indicate bad customer data quality is harming customer service, quality and loyalty
- 52% identified integration of diverse systems as a major source of inaccurate information
- **Industry Drivers:** Privacy Management, Robinson List (not thanks to commercials, Industry specific regulations)



Name: Jane F. Smith

Address: 123 Main St

**Up-Sell / Cross-Sell**

Items: 5432, 4355

Preferences:

Sales History: Product  
1234, 5748, 6574

Customer Value: High

- Is a high value customer
- Yet... to the company this information is incomplete
  - Poor customer service
  - High cost of acquisition
  - “multi channel” customer
- Inability to get a complete view of customer insight leads to missed sales opportunities



“77% of 144 CIOs surveyed identified single view of customer as the single most important benefit of MDM”

# Lacking Data Quality Management — Leads to duplicate and inaccurate customer records



Jane Smith

- Over time Jane has interacted with all of our channels
- Each interaction resulted in the creation of a different customer record
- Each record has a different name, address and privacy preference for Jane
- This leads to duplicate and inaccurate customer information

## Web Site



**Name: Jane Smith**

**Address: 437 Easy St**

**High Value Customers 10% off**

**Solicitation: No**

**Sales History: Product 1234, 5748**

**Customer Value: High**

## Contact Center



**Name: Jane F. Smith**

**Address: 123 Main St**

**Solicitation: E-mail**

## Store



**Name: J Smith**

**Address: 123 Main St**

**Solicitation: Phone**

**Sales History: Product 6574**

# Data Quality Management — delivers a single clean and accurate view



Jane Smith

Web Site



Contact Center



Store



Customer-Centric Business Services

Update Party Service

Name: Jane F. Smith

Address:  
Home - 123 Main St  
Billing - 437 Easy St

X-Sell Up-Sell:  
Items 5432, 4355

Privacy Preferences:  
Solicitation - No

Sales History: Product  
1234, 5748, 5748

Interaction History:  
Store Order 1/5/06  
Service Issue 4/23/06  
Web Order 5/3/06

Relationships  
Household  
Husband - Jørgen  
Age - 73

Customer Value: High

Identifier IDs

Demographics:  
Income - \$45,000  
Interests - Running  
Age - 19

Life Events:  
Wedding Anniversary

Agreements & Contracts:  
Service Contract  
Warranty

Privacy & Security Management



Data Quality Management



Life & Event Management



- When a new customer is added
- An add Party service initiates the Data Quality Management system and checks for duplicate customer records
- Jane Smith is found as an existing customer
- An Update Party service updates the existing customer record with the new information:
  - Interaction History
  - Sales History

## IBM provides market leading solutions for Information Management

### Master Data Integration



May 2005

Information Server

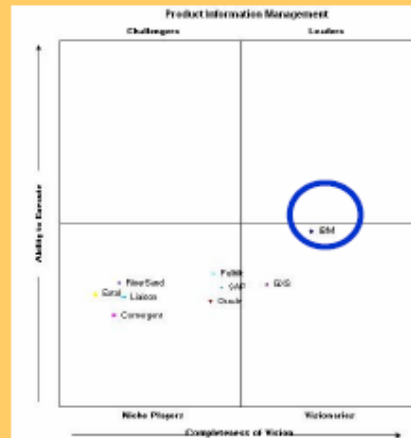
### Customer Data Integration



- June 2006

Customer Center

### Product Information Management



December 2005

Product Center

### Document Archive And Retrieval



June 2006

Content Manager

# The Revolution in Enterprise Data Integration

Simplify The Complexity Of Data Integration

Address The Data Integration Requirements Of The Most Demanding Enterprises

- *“Frictionless” Connectivity*
- *Services Backbone*
- *Enterprise Metadata Infrastructure*
- *Superior User Experience*
- *Best in Class*
  - Suite
  - Applications



Hawk is Circling...



# The IBM WebSphere Information Server – delivering trusted information on demand

## WebSphere Information Server

### Unified SOA Deployment

#### Understand



Discover, model, and govern information quality and structure

#### Cleanse



Standardize, merge, and correct information

#### Transform



Transform and deliver information in line and in context

#### Federate



Virtualize access to disparate information

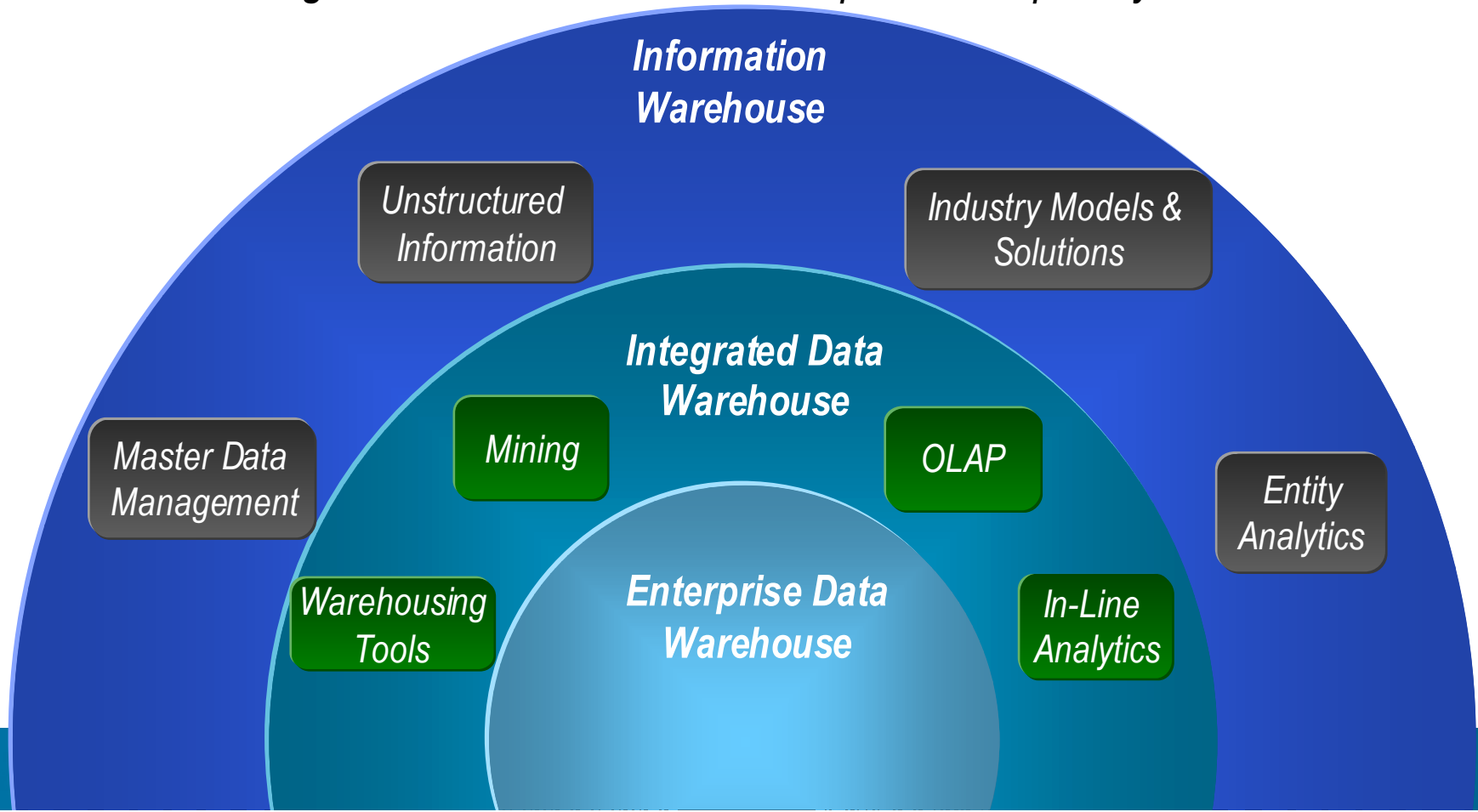
### Unified Metadata Management

Parallel Processing

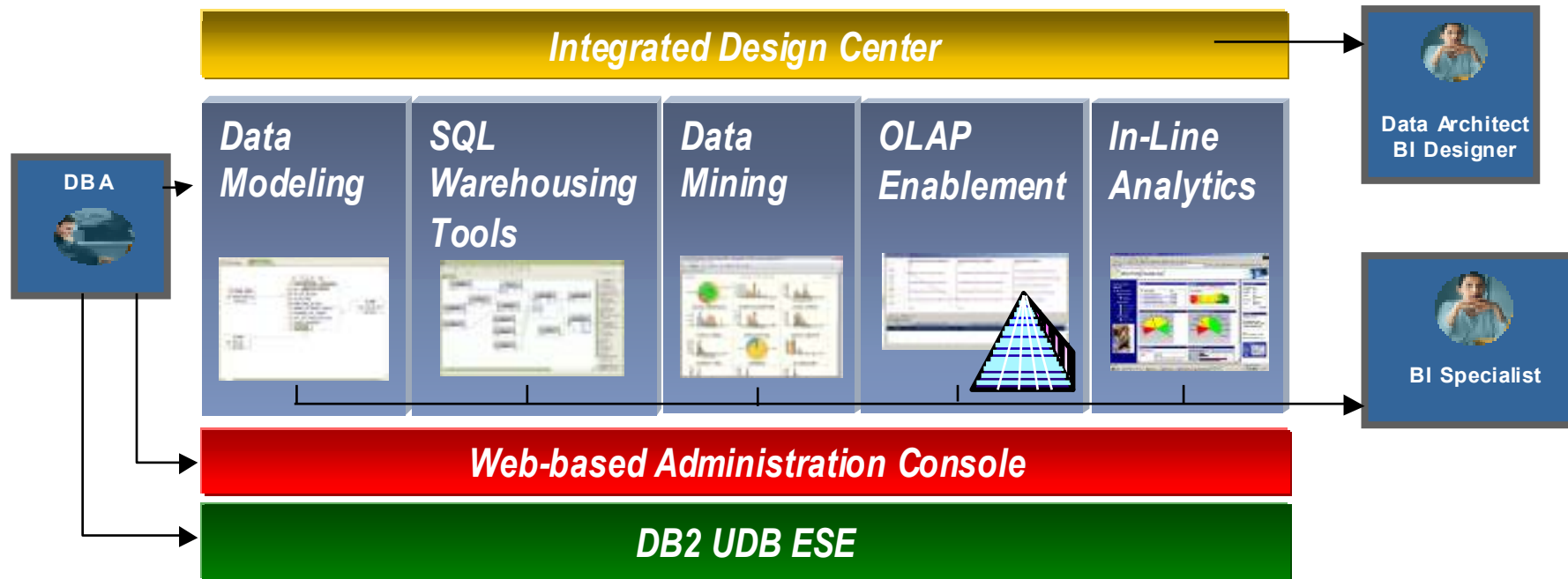
Rich Connectivity to Applications, Data, and Content

# From Data Warehousing to Information Warehousing

*We enhance the value warehouse by directly embedding capability once relegated to independent BI infrastructure, and by providing world-class tools enabling the warehouse architect to exploit this capability.*



# An Integrated BI Platform is a key part of this approach; DB2 Data Warehouse Edition 9.1



“Just 7% of BI customers want to build their own warehouse platforms, Gartner, 2006” - Hence, **93% are seeking integrated platforms for BI**

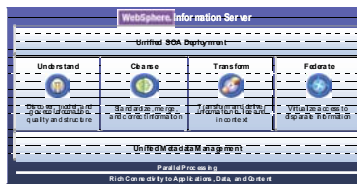


## Data Integration and Business Intelligence Customer Cases

- **DB2 Data Warehouse Edition v. 9.1**
  - Falck's solution



- **WebSphere Data Integration**
  - Grundfos' solution



# Meeting Today's Business Challenges

60% + of CEOs: Need to do a better job capturing and understanding information rapidly in order to make business decisions.

Only 1/3rd of CFOs believe that the information is easy to use, tailored, cost effective or integrated.

85% of information is unstructured.

30-50% of design time is copy management.

42% of transactions are still paper-based.

79% of companies: have 2 + repositories...  
25%: have 15 +

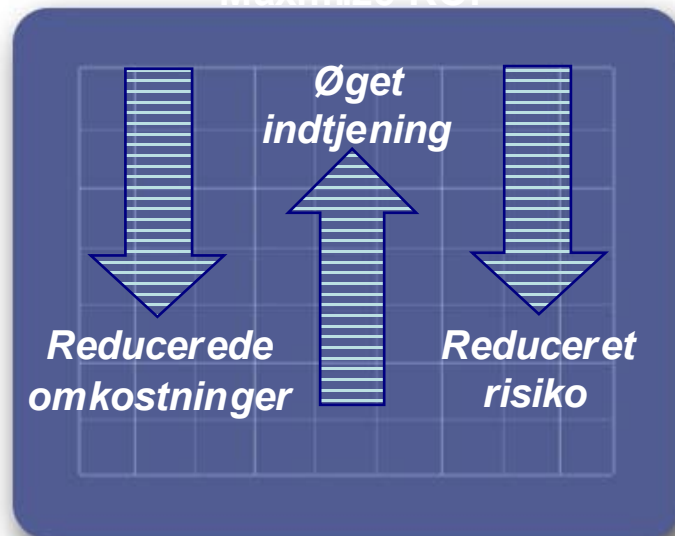
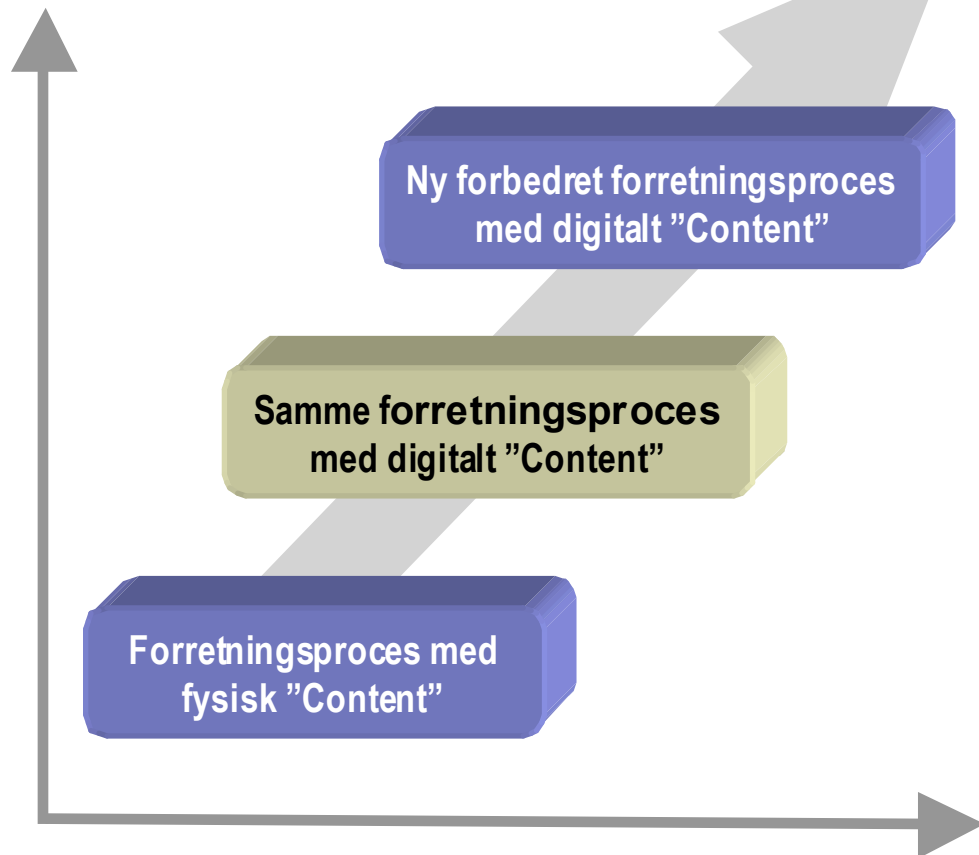
30% of people's time: searching for relevant information.

40% of IT budgets may be spent on integration



## Return on Information: overblik

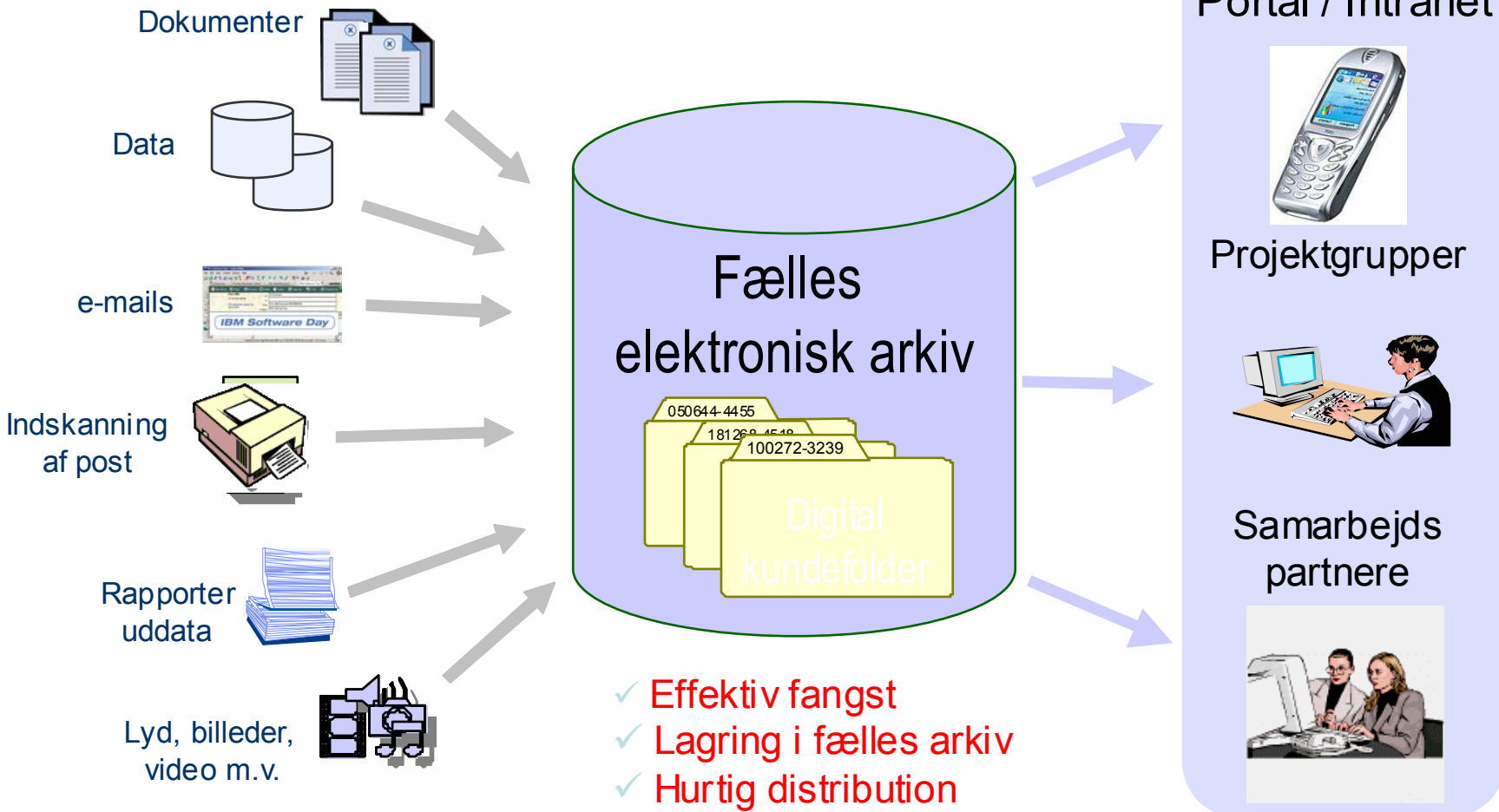
Værdi



En medarbejder bruger op imod 30 % af arbejdstiden på at håndtere papirbaseret information og søge på tværs af informationskilder

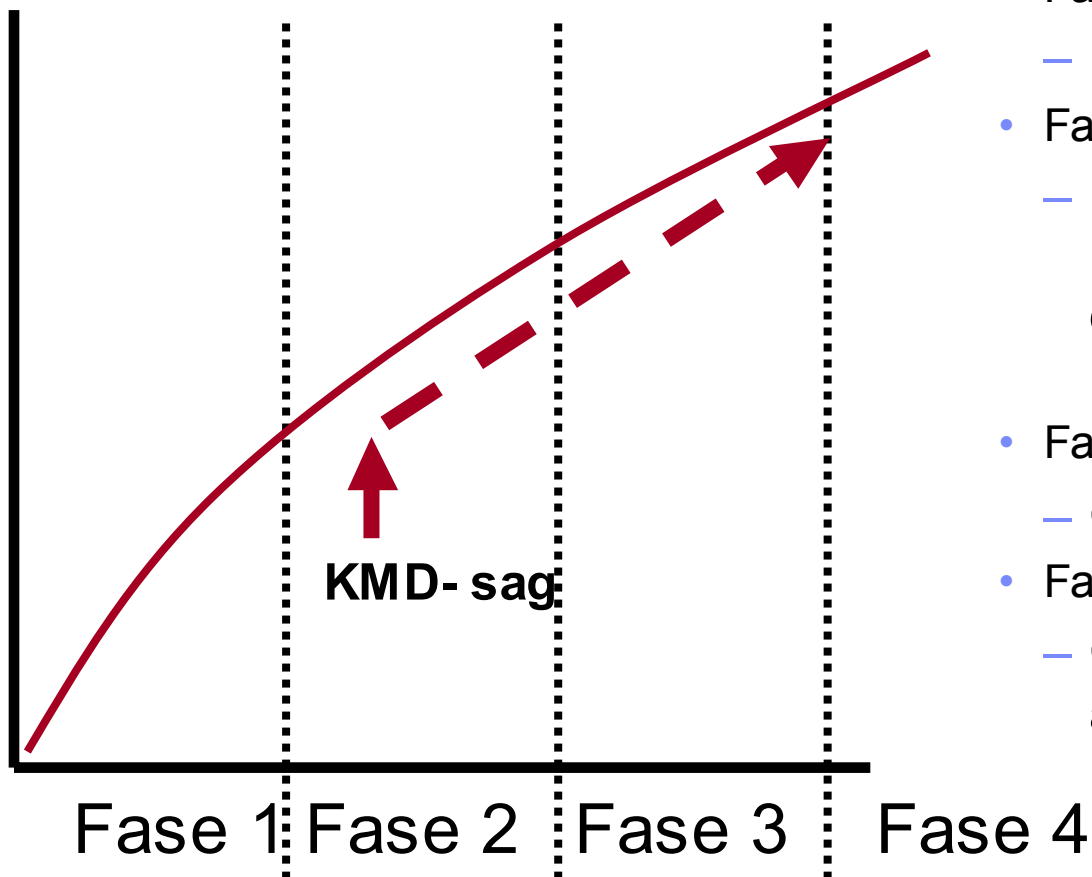
Kilde: IBM

# Visionen: "Content On Demand"



# Roadmap til "Content On Demand"

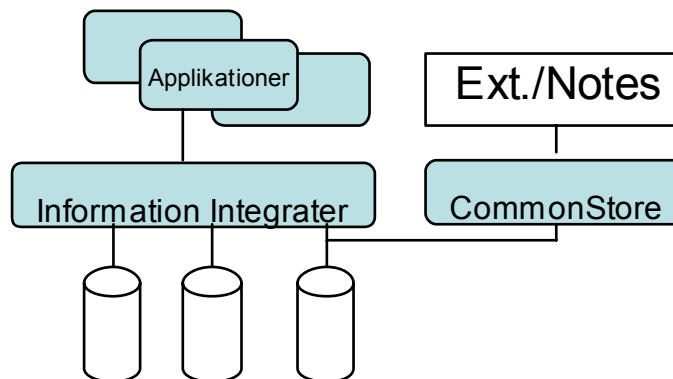
DOKUMENTER Mængde



- Fase 1
  - Print arkivering
- Fase 2
  - Et enterprise arkiv til understøtning af al dokumentbehandling og projekt styring
- Fase 3
  - Central mail arkivering
- Fase 4
  - Central søgning i alle arkiver

## Content Management

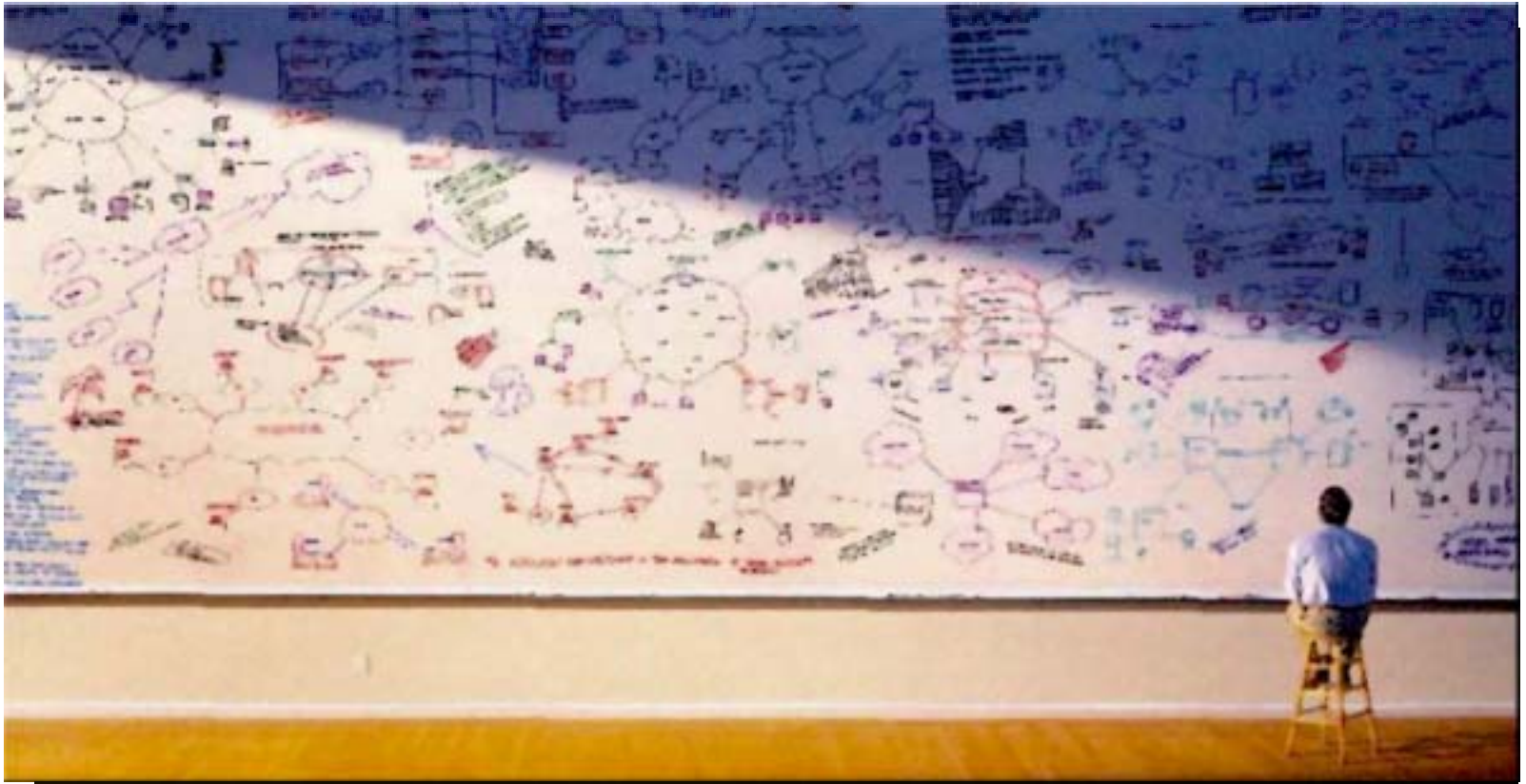
- **Content Manager** arkiv som omdrejningspunkt
  - KMD's løsning
- **CommonStore** arkivere alle mails centralt i virksomheden
- **Information Integrator Omnifind** skaber søgning på tværs af alle virksomhedens rapporter, dokumenter, mail's, video, billeder og lydoptagelser



## Lessons Learned

- Successful IM projects have been done incrementally – **don't try to boil the ocean with initially**
- Identify low hanging fruit - **find a compelling business reason and start with a point solution**
- Plan to promote successes internally - **build interest, support and momentum**
- Risk for building from scratch **is proven to be extremely high**
- **It is** extremely important **that you** consider existing infrastructure **when you start - surround - leverage existing investments - not a full replacement out of the gate**

## Questions?







Vil du være med til at gøre en forskel.....

For hvert afleveret evalueringsskema giver vi 50 kr. til SOS Børnebyerne

... og vi bliver bedre til at afholde IBM Softwaredag næste år...

