

IBM SOA*
Summit



Unleash the Potential of Your Information

Mark Register
VP of Marketing
Information Management



The Information Challenge



**5X more value creation
by organizations using
information effectively**

Business Challenges

Globalization
M&As
Supply Chain
Risk & Compliance
Customer Loyalty
Operational Costs...

Information is in Silos

Multiple Versions
Inaccurate
Incomplete
Inaccessible
Untimely
Out of Context...

**INFORMATION
MUST BECOME A
STRATEGIC ASSET**

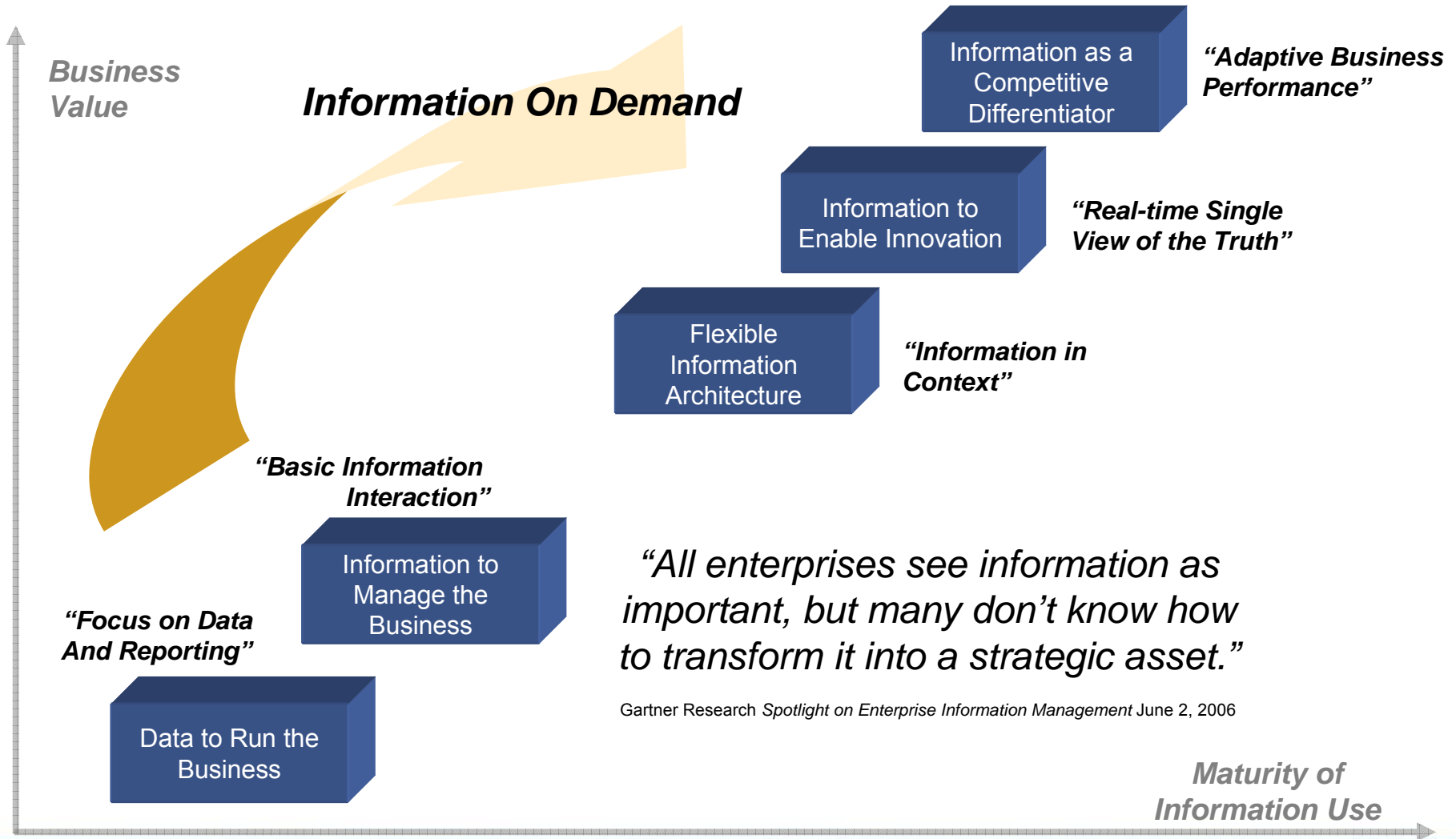
**60%+ of CEOs: Need to
do a better job
leveraging information**

**People can spend up to
70% of their time looking
for information**

Making Information a Strategic Asset



Expanding Value Beyond Traditional Repositories



Innovators are Establishing a Competitive Advantage



Information Challenge

Delivering real-time crime statistics & reports



Information as a Strategic Asset

Identifying related incidents and potential suspects prior to arriving at the crime scene

Transforms crime fighting



Providing innovative insurance solutions



Dramatically reducing time required to write individual and corporate policies

Transforms customer service



Detecting fraud



Gaining better insight into clients before processing loans or payments

Transforms fraud management



Reducing process cycle times



Reducing the time to retrieve bank clients' stored documents from five days to five seconds

Transforms bank service offerings



Knowing the customer for improving sales & service



Identifying cross-sell opportunities and improve negotiating position at the point of sale

Transforms sales effectiveness



Delivering real-time information across the enterprise



Reducing application processing from weeks to 2 days

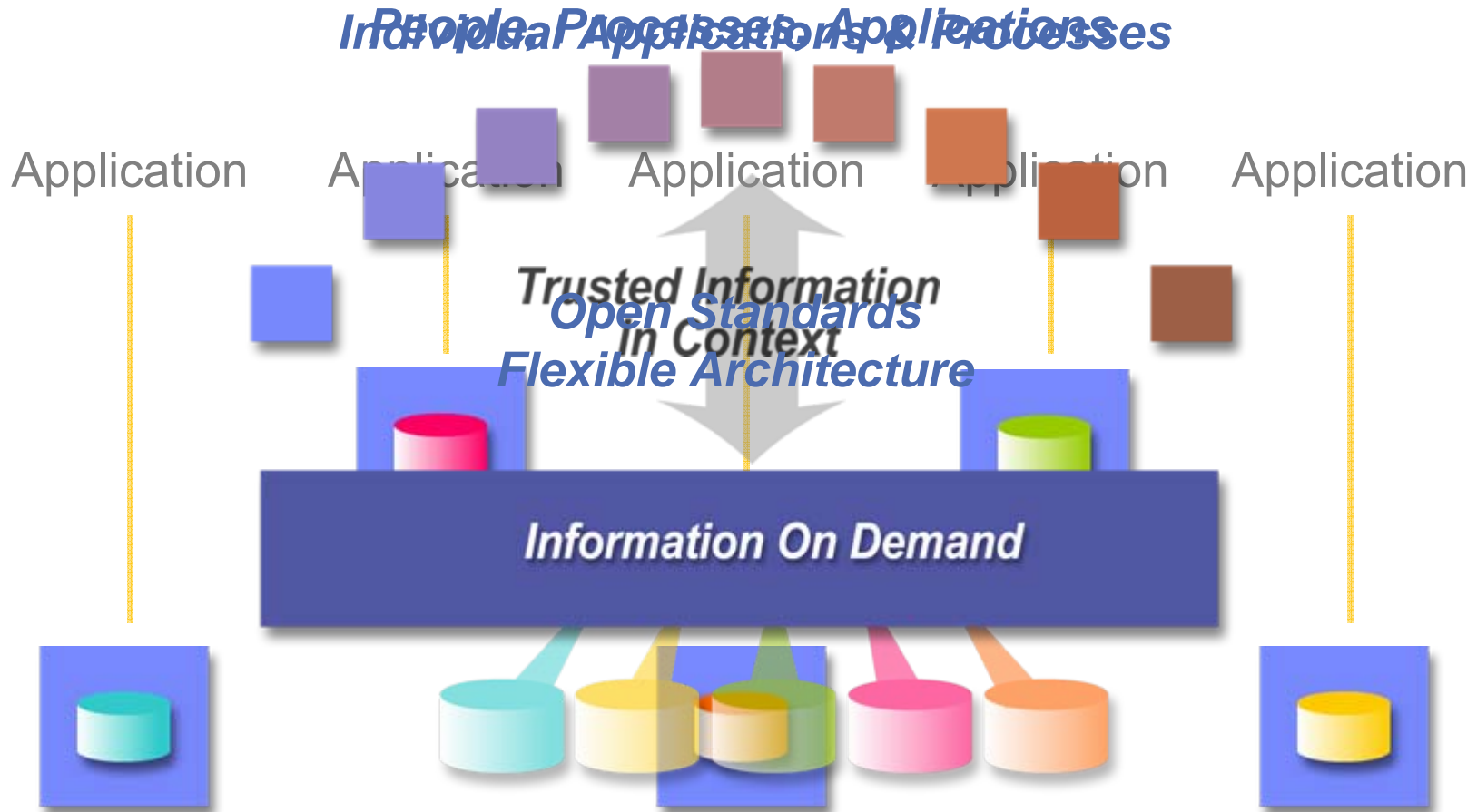
Transforms information sharing



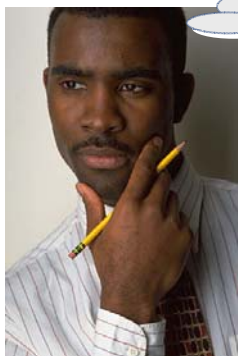
Leveraging Information Demands a New Approach



Information On Demand: Delivering information in context to optimize business processes, applications and productivity...



Information about clients and products is fragmented across dozens of applications. We don't have a complete 'view of the truth,' so it's difficult to deliver on strategic initiatives.



Business Triggers

- Poor customer satisfaction
- New products and business models
- Ever increasing business and compliance risk
- High sales and marketing costs

Information Issues

- Data silos with no consolidated view
- Poor access to relevant data in context
- Leakage of sensitive information
- Decisions made on questionable data

Is your information infrastructure keeping up with your needs?



We need to improve responsiveness and control rising costs of managing data and content.



Business Triggers

- Increasing business dependency on data availability
- Changing business priorities
- Mergers and acquisitions
- Escalating infrastructure and people costs

Information Issues

- Explosion of unstructured content
- Introduction or upgrade of enterprise applications
- Proliferation of tools for managing information
- Inability to meet service levels and growth requirements



Are you effectively managing your information over time?



Our default policy of maintaining all information forever has become increasingly costly and complex.



Business Triggers

- Rising business and compliance risks
- Growing costs of accessing and managing data over its lifecycle
- Increasing costs and inefficiencies of legal discovery
- Escalating costs of internal audits

Information Issues

- Information as an asset...or a potential liability
- Daunting volumes and new varieties of information
- Unclear accountability for different information types
- Cost and complexity of storage management

Information is Key to Service Oriented Architectures



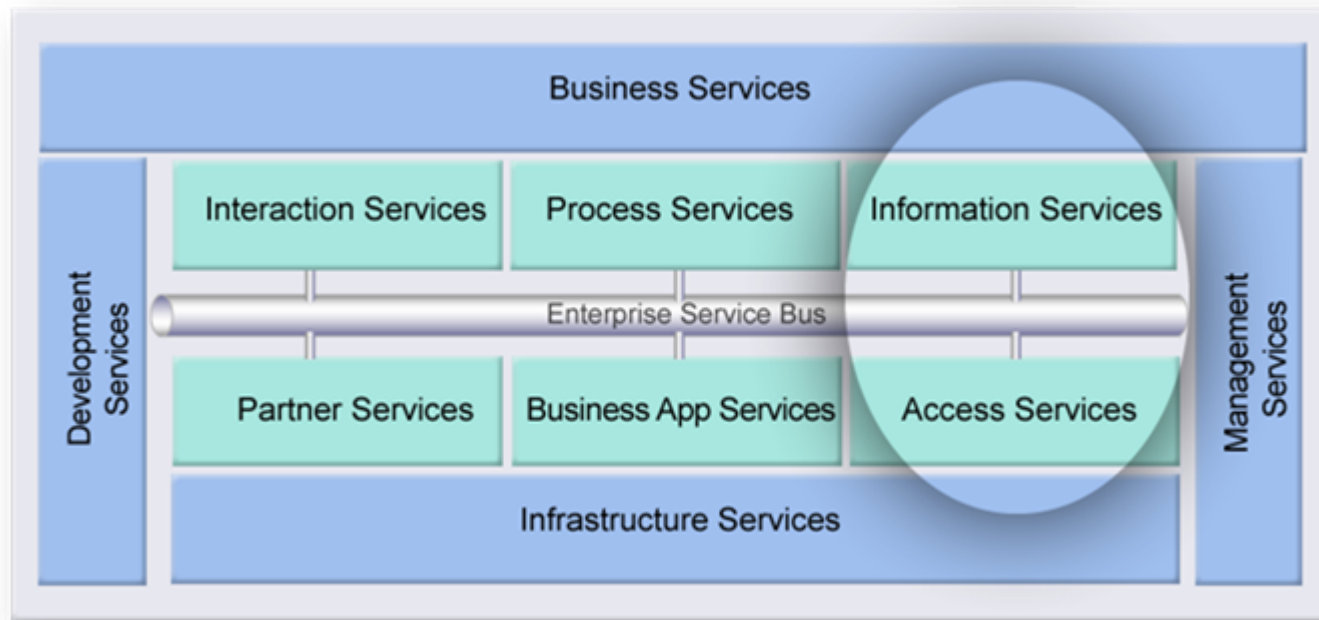
A Service Oriented Architecture provides the core services required for managing and accessing all forms of information in an SOA approach

Information is Key to Service Oriented Architectures



An enterprise-wide information management strategy increases the chance of success for service oriented architecture efforts by at least 70%...

- Gartner, February 2006



You will waste your investment in SOA unless you have enterprise information that SOA can exploit.

- Gartner, March 2005





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organizatio
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Trusted Information Delivered as a Service

adding a
high
”

intervention,
vestment...”

customer-facing
locations and
sell activity.

“...Time-to-market has been significantly improved, and the time to create and maintain product information has been reduced by 50 percent...”



Information Solutions

Create new business value and innovation from information

Master Data & Information

Deliver information as a service

INFORMATION AS A SERVICE



METADATA DRIVEN

Data and Content Servers

Robust information infrastructure to drive value



Open Standards... Flexible Architecture... Metadata Driven...



DB2 9: The first Hybrid relational and pure XML data server

Best of Both Worlds

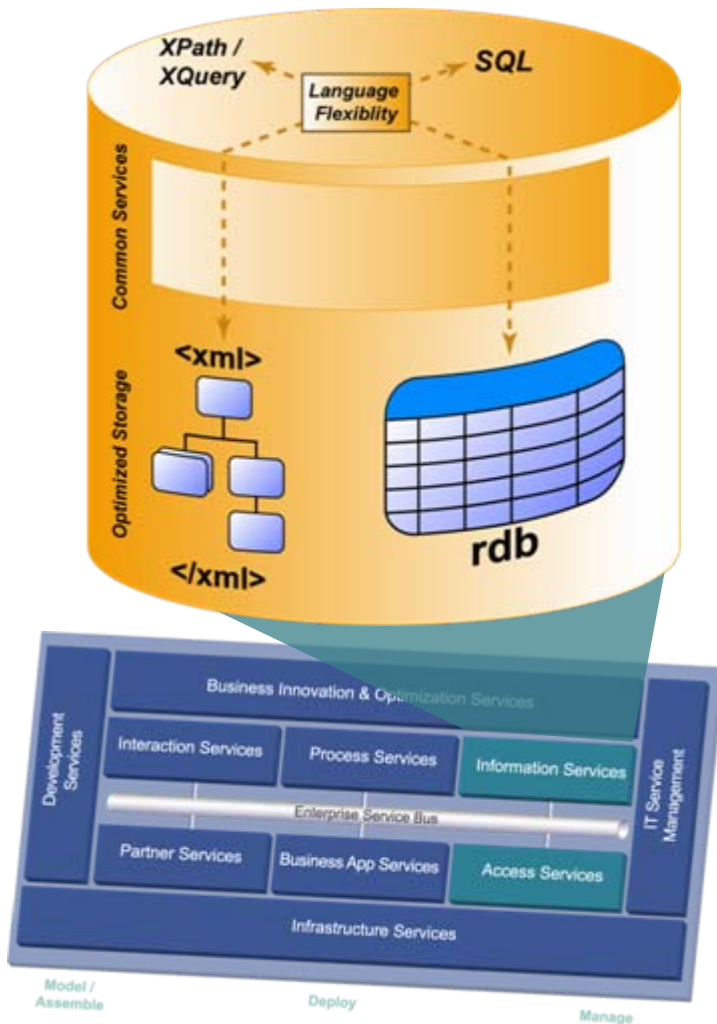
- Performance, integrity, protection, and scale from the proven DB2 infrastructure
- Flexibility of XML/XQuery and relational/SQL
- Overcomes complexity & limitations of prior models (shred, CLOB, or XML only)

■ Early Adopter Experiences

- Up to 16x reduction in development time
- 65% reduction in lines of code
- 100x performance improvement

■ Learn More & Download

- ibm.com/db2/viper



Information On Demand

Dynamic Warehousing

- Optimize Each Transaction
- Call Centers, Field Ops



**Help Solve Crimes
by Delivering
Suspect List to
Detectives Arriving
at the Crime Scene**

OLAP, Data Mining

- Merchandising, Inventory,
Operations



**Optimizing Police
Force Deployments**

Query & Reporting

- Financials, Sales



**Crime Rate
Reports**



Enterprise Content Management – *Combining the power of FileNet and IBM*

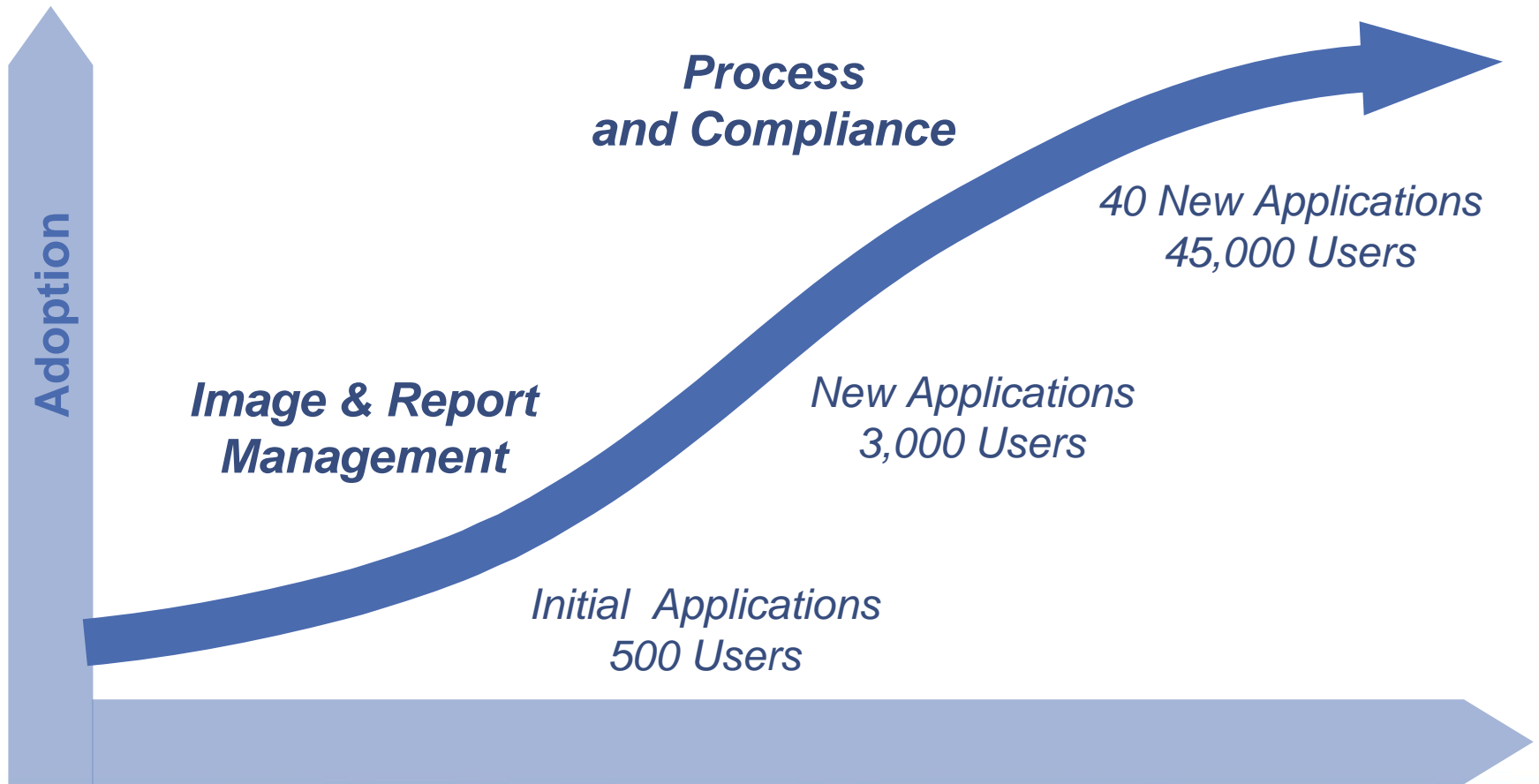


Over 80 of the Fortune 100

1,000+ governments

1,200+ manufacturers

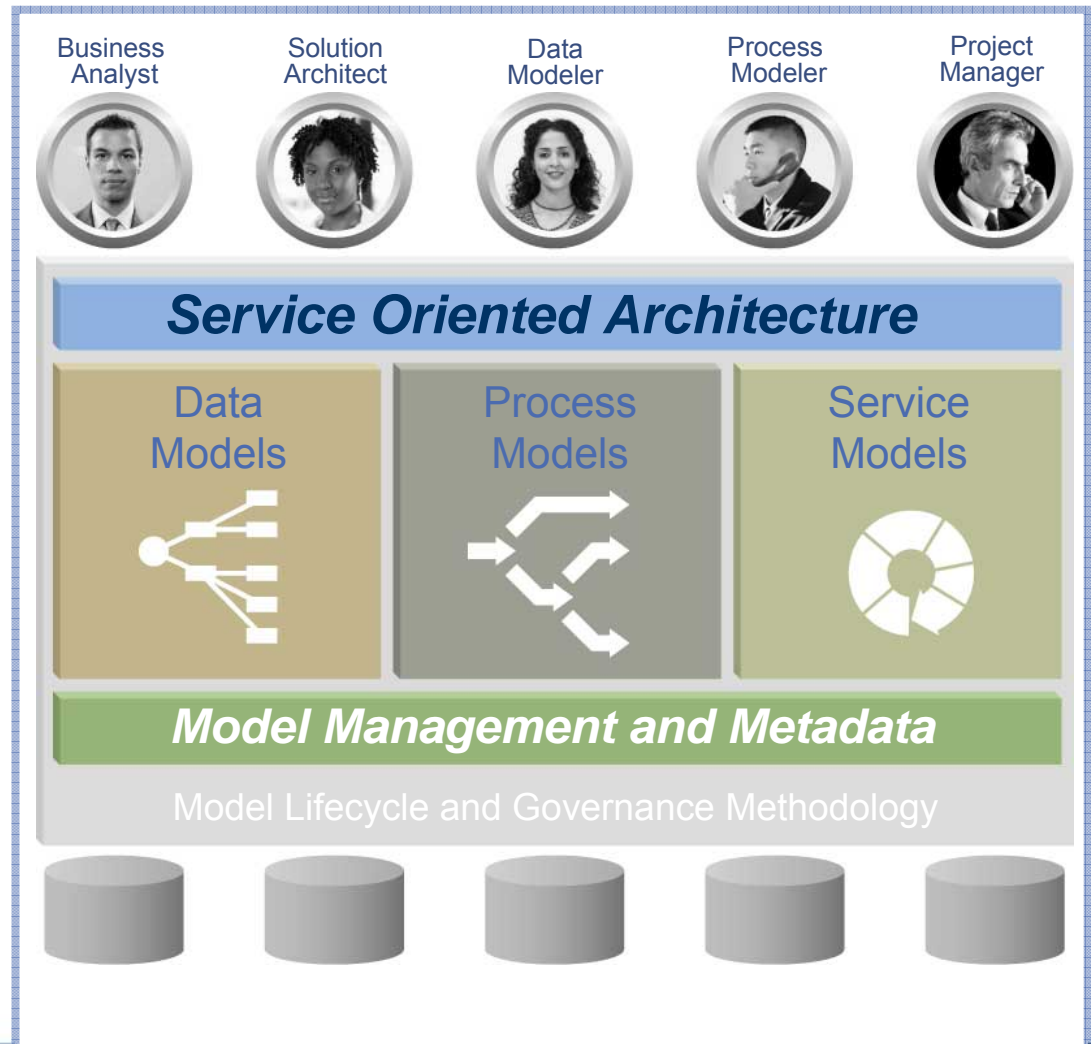
Delivering Content as a Service Optimizes Processes & Streamlines Compliance



IBM Industry Specific Models Connect Information, Processes and People



- *Creates open technology platform for any application or integration solution*
- *Manages definitions and standards in complex IT environments*
- *Delivers regularly updated business, technical and regulatory content*

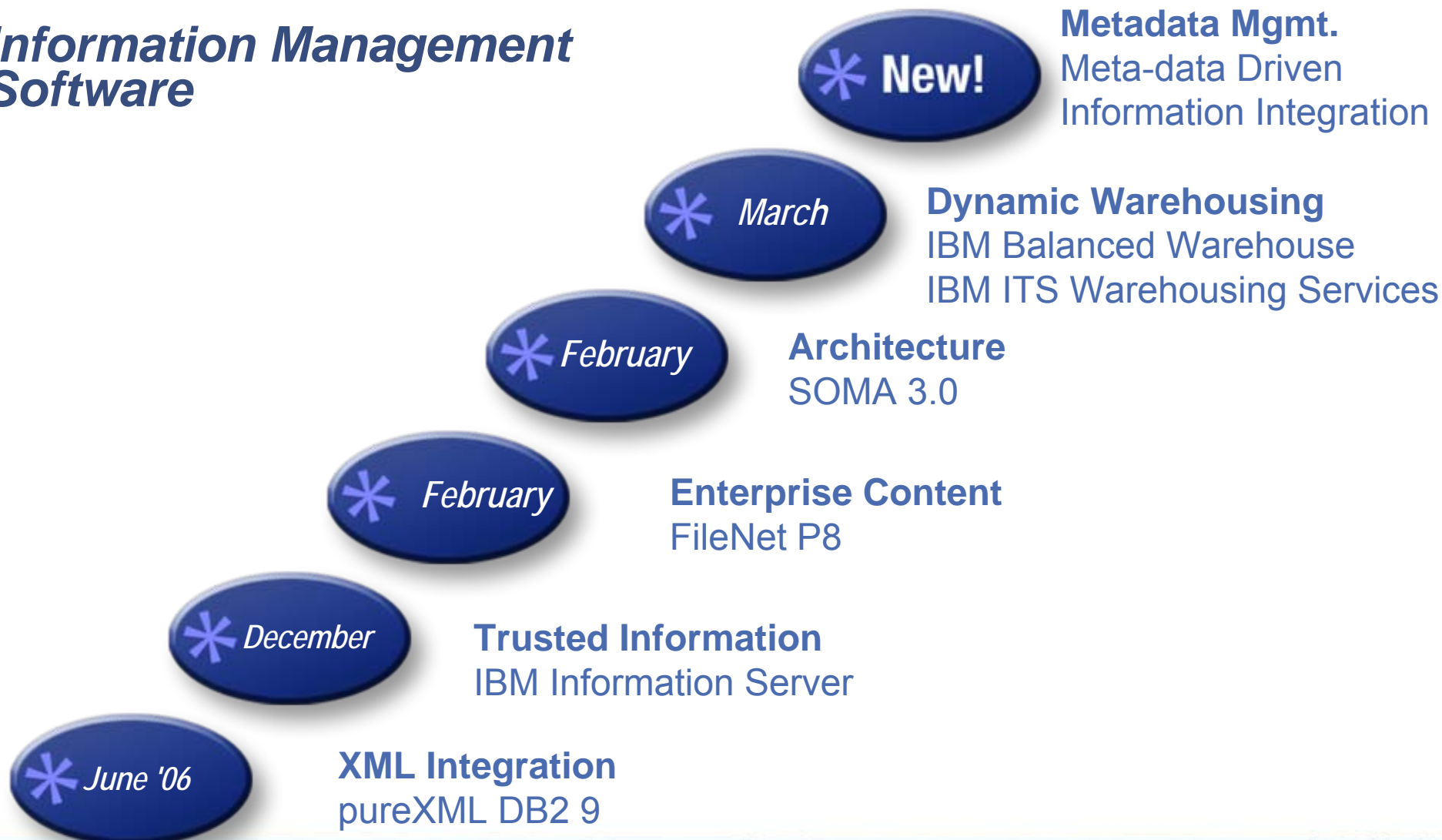


- ***Trusted***
 - Unified
 - Structured and Unstructured
 - Complete
 - Accurate
- ***Timely, In-Context***
- ***Governed Over Time***



Open Standards... Flexible Architecture... Metadata Driven...

Information Management Software



How to get started



It takes know-how, proven technology & industry expertise...

Delivering information in context

- Data Management
- Enterprise Content Management
- Information Integration
- Master Data Management
- Search, Discovery & Business Intelligence
- Content-centric Business Process Management

Creating new business value & innovation

- Customer Centricity
- Operational Intelligence
- Product and Service Optimization
- Risk and Compliance
- Threat and Fraud Intelligence
- Industry Models



Guiding plans and execution

- Information Strategy
- IT Strategy and Architecture
- Governance
- Design, Planning and Implementation
- Managed Operations
- Financing

Providing a resilient foundation

- Scalable System Platforms and Operating Environments
- Storage Systems and Management Software
- System Optimization and Virtualization
- Network, System and Application-level Security
- IT Service Management
- Development Services and Tools



Visit the IBM Information On Demand website for materials, news, and best practices
<http://www.ibm.com/software/data/ondemandbusiness>



Assess Your Organization

Contact your IBM representative to help decide what Information On Demand solutions are right for your organization



Thank
YOU

