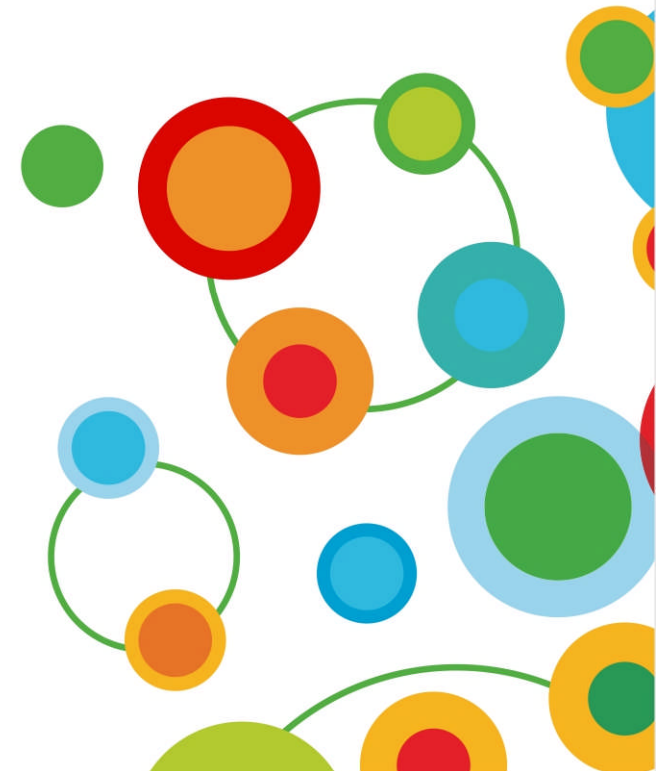IBM Software
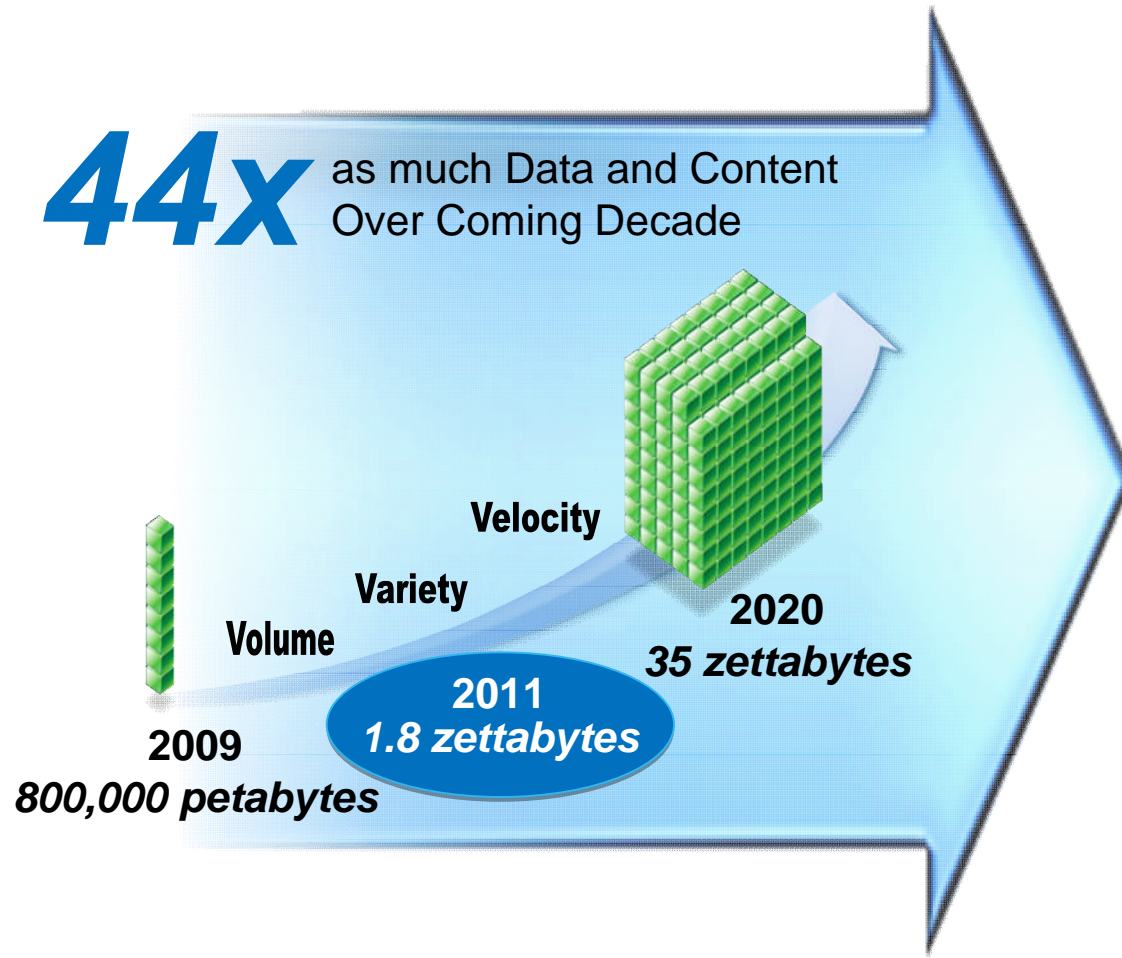
Information Management
& Analytics Forum **2013**

Return on Information: The New ROI

Information Integration

Fast Track your Information
with Information Integration

Data is growing ... So is the need to take control

44x as much Data and Content Over Coming Decade

Velocity

Variety

Volume

2009
800,000 petabytes

2011
1.8 zettabytes

2020
35 zettabytes

Organizations are integrating their information and putting it to work— for application consolidation, single view projects, and business analytics

Silos of aging information slow down the organization

Network

Divisional customer

Billing analysis

* ? !

Channels

Billing

Buyers

Executive

Support Director

Sales Manager

Customer

"We don't have a common understanding of the data in our top customer reports"

"I can't trust these cross-sell/ up-sell reports"

"I can't get up-to-the-minute status on my orders"

The pain is spread across all levels and functions of the organization

Executive

Business Manager

Line Manager

Casual Business User

Business Analyst
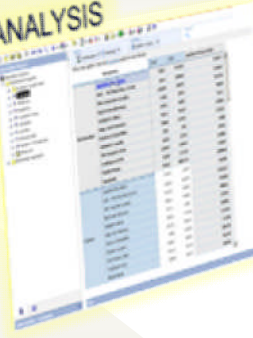
Financial Analyst

DASHBOARDING

SCORECARDING

REPORTING

QUERY

ANALYSIS

PLANNING

What is happening?

Why are we on/off track?

What is likely to happen?

What should we do next?

Those who take control of their data outperform other organizations

Without a consistent approach to Information Integration and Governance:

**10-40%** more is spent on each initiative on integration & governance

72% of projects are late and over budget

40% of projects fail to deliver the expected business value due to poor data quality

Organizations focused on information integration and governance are **top performers**

Percent of organizations investing in DQ tools

14%

42%

3X

Lower performers
(4th and 5th quintiles)

Top performers
(1st quintile)

Sources: Standish Group, IBM research, IAG consulting, Forrester, IDC, WSJ March 18, 2011 Ashwin Shirvaikar
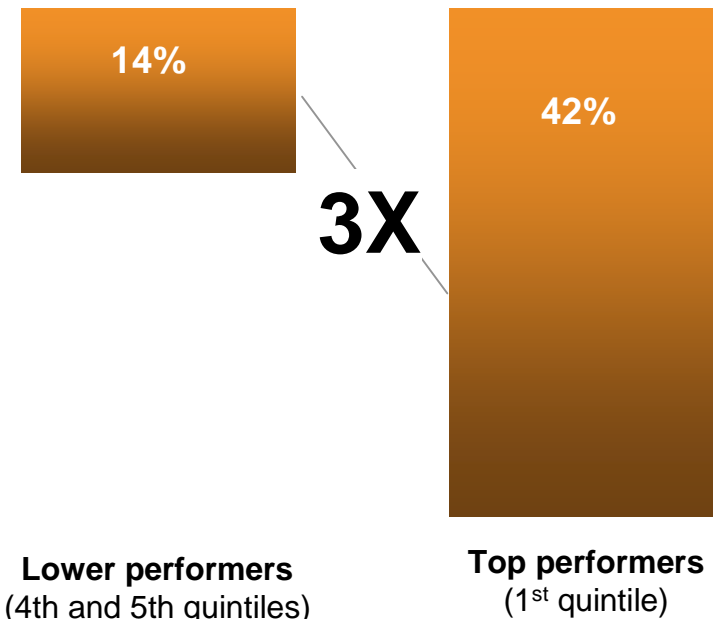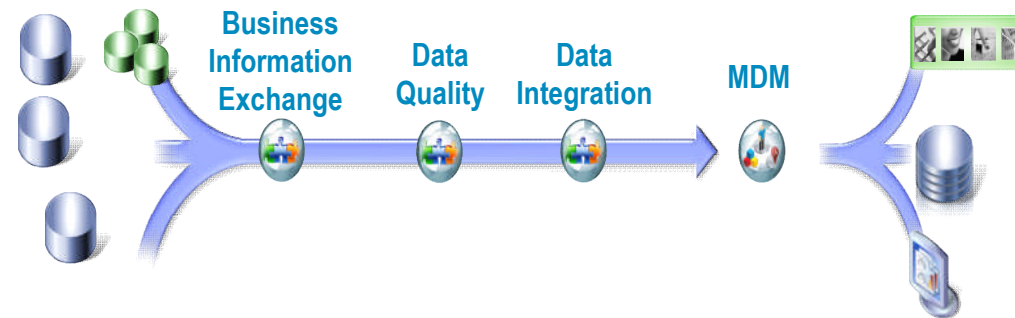
Source: *Breaking Away with Business Analytics and Optimization: New intelligence meets enterprise operations* at www.ibm.com/gbs/intelligent-enterprise.

Integration powers multiple information-intensive projects

Application consolidation & retirement

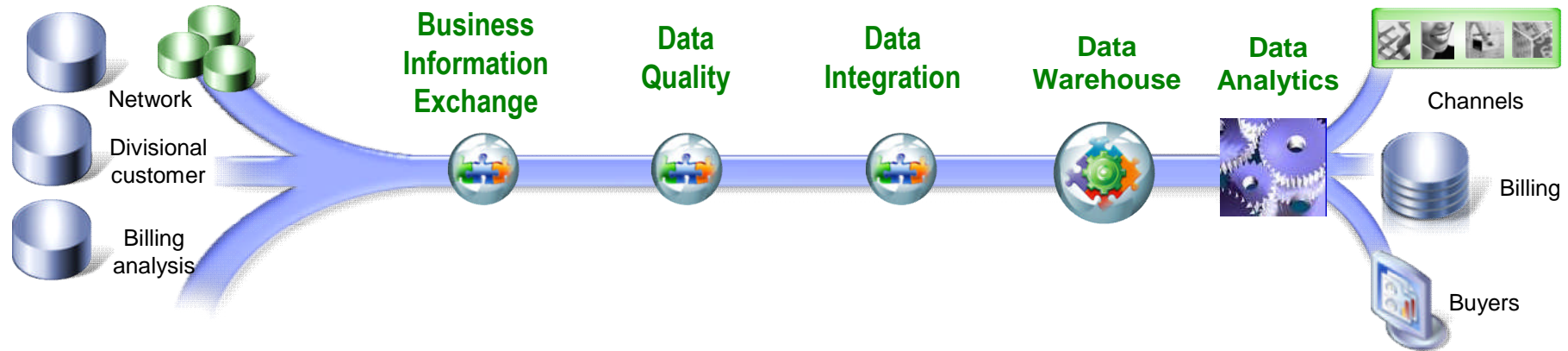Business Information Exchange • Data Quality • Data Integration • Data Archiving
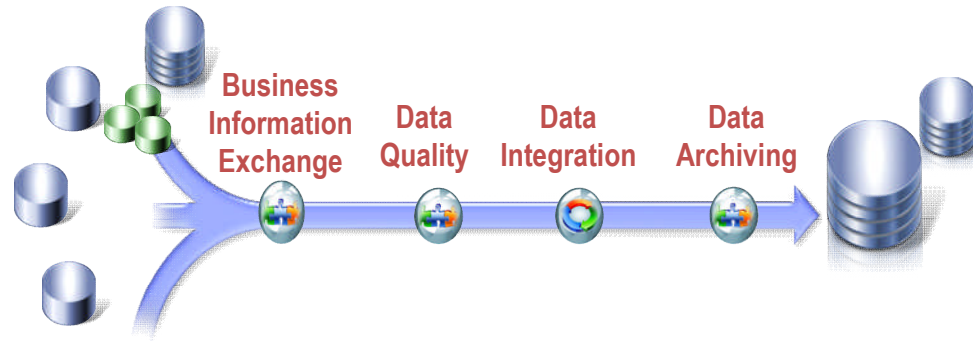
Single view initiatives

Business Information Exchange • Data Quality • Data Integration • MDM

Data warehousing & business analytics

Business Information Exchange • Data Quality • Data Integration • Data Warehousing
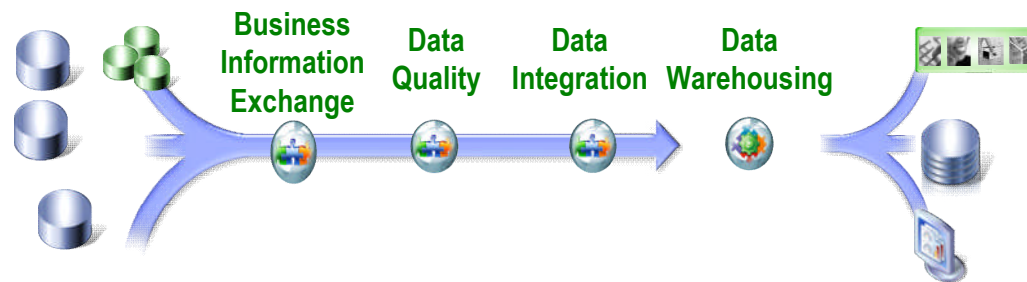
Business intelligence depends on good data

Network

Divisional customer

Billing analysis

Business Information Exchange

Data Quality

Data Integration

Data Warehouse
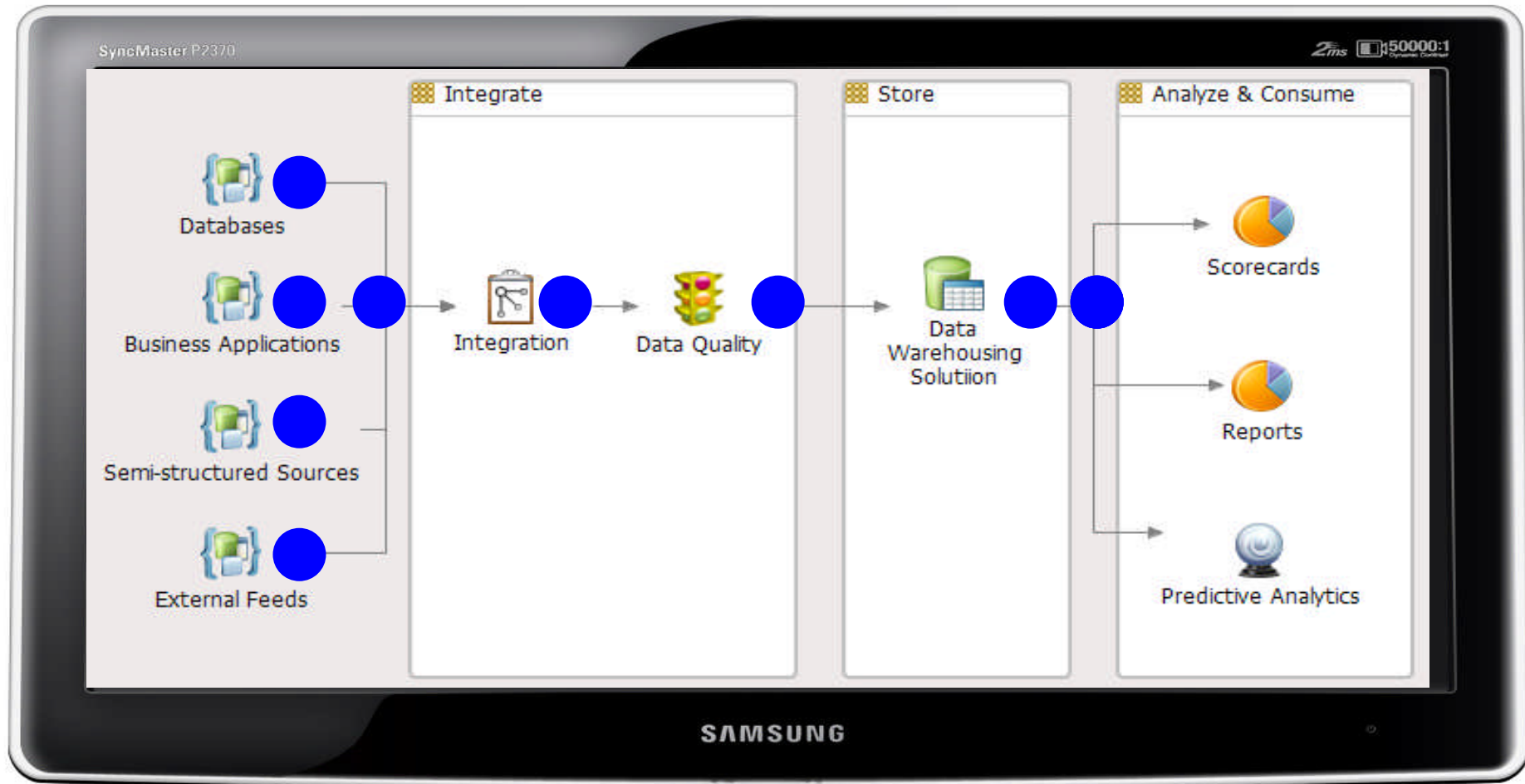
Data Analytics

Channels

Billing

Buyers

Where is the data now?

Is it …
- *clean?*
- *consistent?*
- *timely?*
- *governed?*

Blueprint: Building a data warehouse

Business information exchange: *Understand your information, transforming it into an enterprise asset*

Business Information Exchange

Three dimensions of understanding and governance:

Business
Gain & manage business perspective about information and align with IT

★ *leading technology for business-friendly access & pre-packaged terms*

★ *time-saving Industry Models for warehouses in key industries*

Process
Guide projects with best practices to achieve goals with reduced risk

★ *unique capability to architect information projects with embedded methodology that can be tracked*

Technology
Discover data structures and understand your lineage to manage compliance

★ *unique capability for discovering business objects*
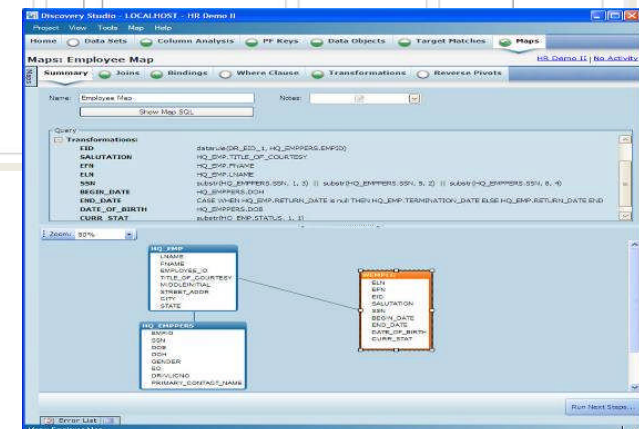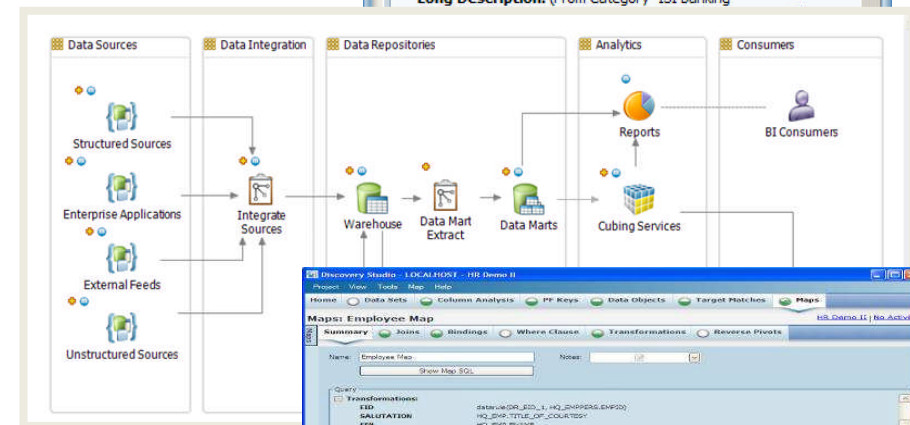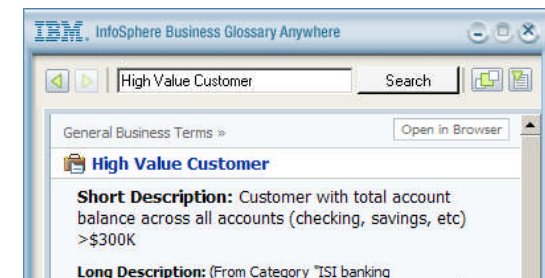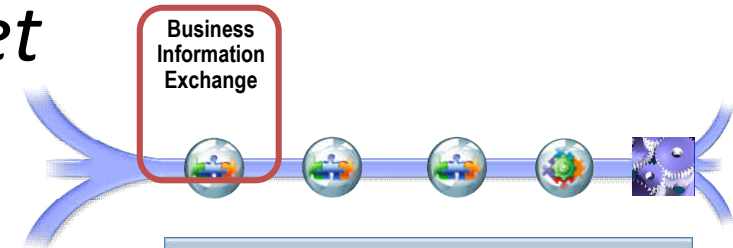
Data Quality: *Create & maintain quality data, turning data assets into trusted information*

Data Quality

Analyze data, cleanse data and control data quality

Analyze

Use source system analysis to understand your issues

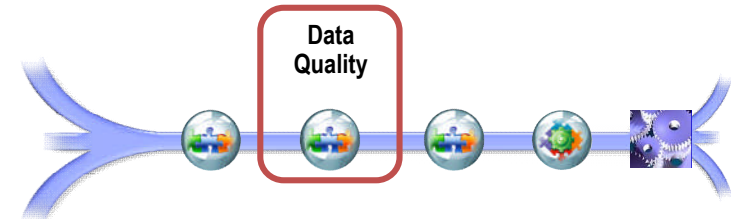★ *automated discovery of critical data and hidden data relationships*

Cleanse

Investigate, standardize, match and survive data

★ *most comprehensive & customizable solution*

Control & monitor quality

Assess and monitor the quality of your data in any place (database/or data flow) **and across systems**

★ *unique capability to align DQ metrics with business & governance objectives*
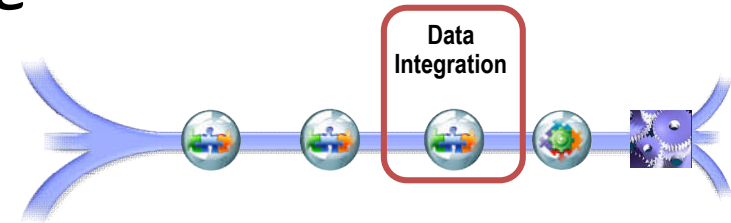
Integration: *Transform and deliver to any system, improving time to value*

Data Integration

Integrate and <u>transform data</u> on demand across multiple sources and targets …

Transform

★ *Satisfy the most complex transformation requirements with the most scalable runtime available*

→ Transform and aggregate any data volume

→ Benefit from hundreds of built-in transformation functions

→ Leverage metadata-driven productivity and enable collaboration

→ Use a simple, web-based dashboard to manage your runtime environment

→ Manage your requirements for transformation activities to align with the business
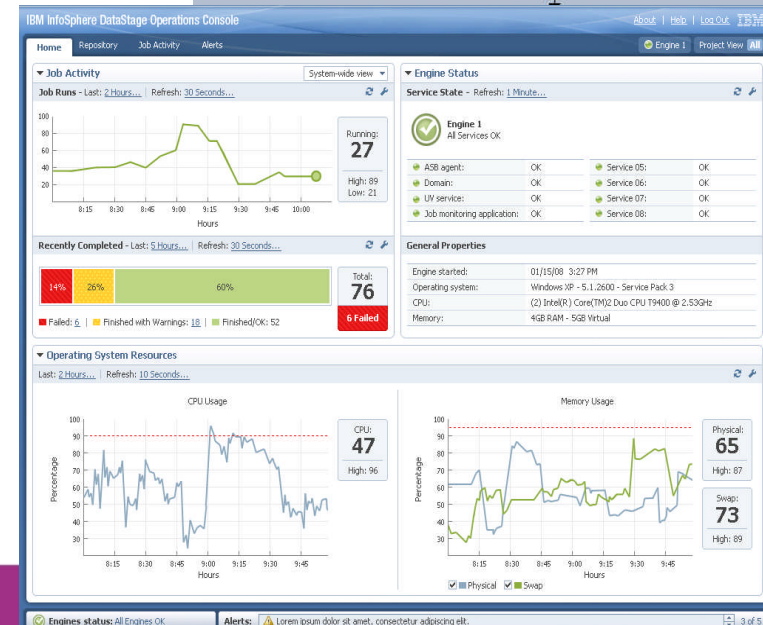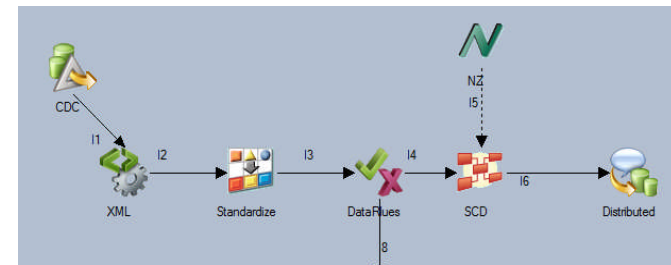
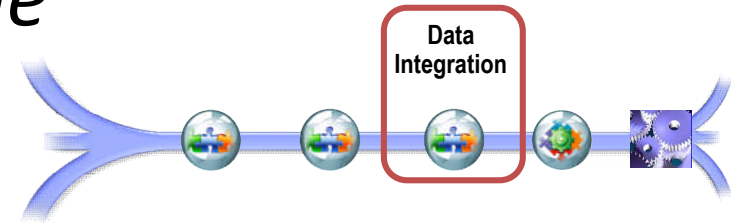# Integration: *Transform and deliver to any system, improving time to value*

Data Integration

***Deliver data* efficiently according to your business requirements**

Deliver

★ *Leverage unique capabilities to:*

→ Read from low-impact DBMS logs

→ Apply any level of complex data integration/data quality logic

→ Guarantee delivery through two-phased commit to one or more DBMS or MQ targets

→ Support the most complex & challenging real-time integration requirements

Federation

Bulk Transformation (ETL and ELT)

Incremental Replication (CDC)

| ETL | Message Queue | Business Application |
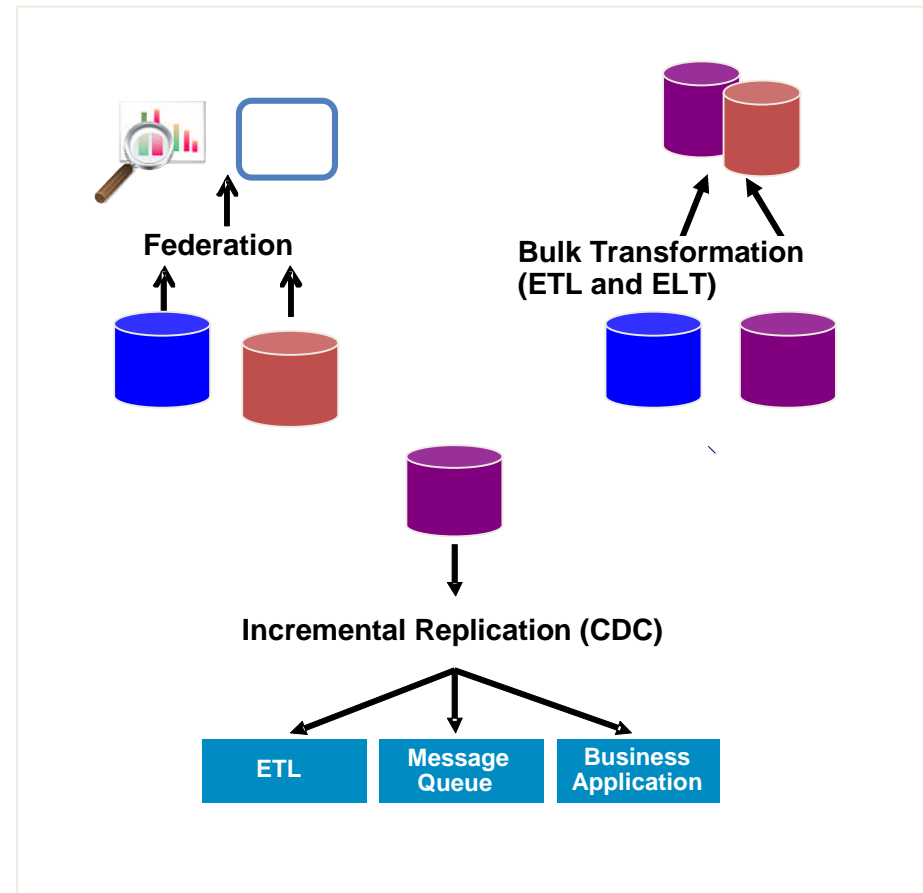
Common metadata layer: Why it's important

Different roles create and consume different metadata

Business Users

Subject Matter Experts

Architects

Data Analysts

Developers

DBAs

Unified Metadata
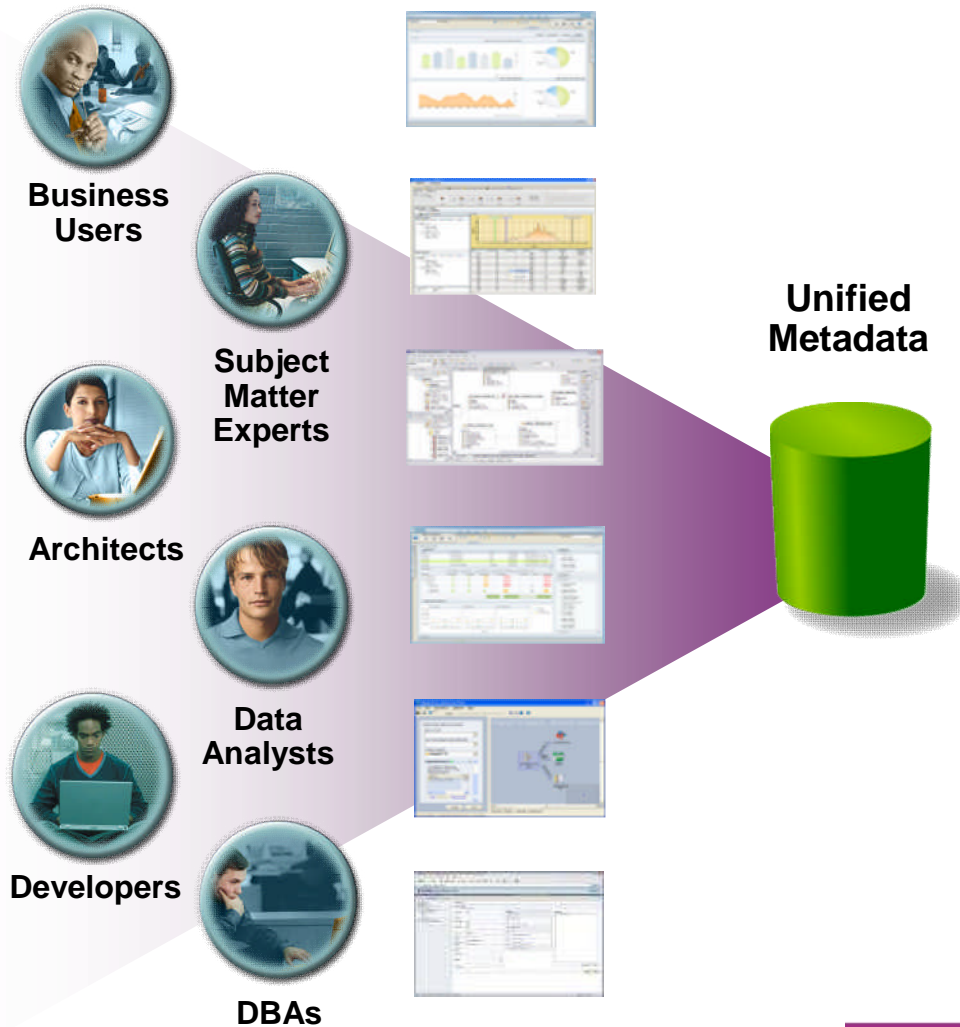
- Simplifies integration
- Facilitates change management and reuse
- Increases compliance with standards
- Increases trust and confidence in information

The IBM approach to information integration and quality

InfoSphere Information Server:

Integrating and transforming data and content to deliver accurate, consistent, timely and complete information on a single platform unified by a common metadata layer

Business Information Exchange

Understanding & Collaboration
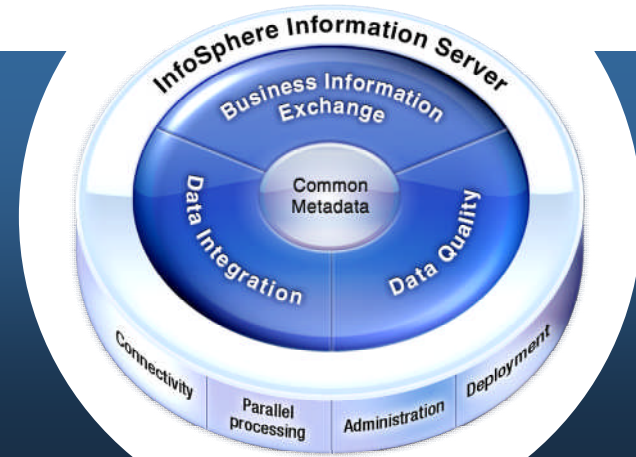
- Information blueprints
- Relationship discovery across data sources
- IT-to-business mapping

Data Quality

Cleansing & Monitoring

- Analysis & validation
- Data cleansing
- Data quality rules & management

Data Integration

Transformation

- Massive scalability
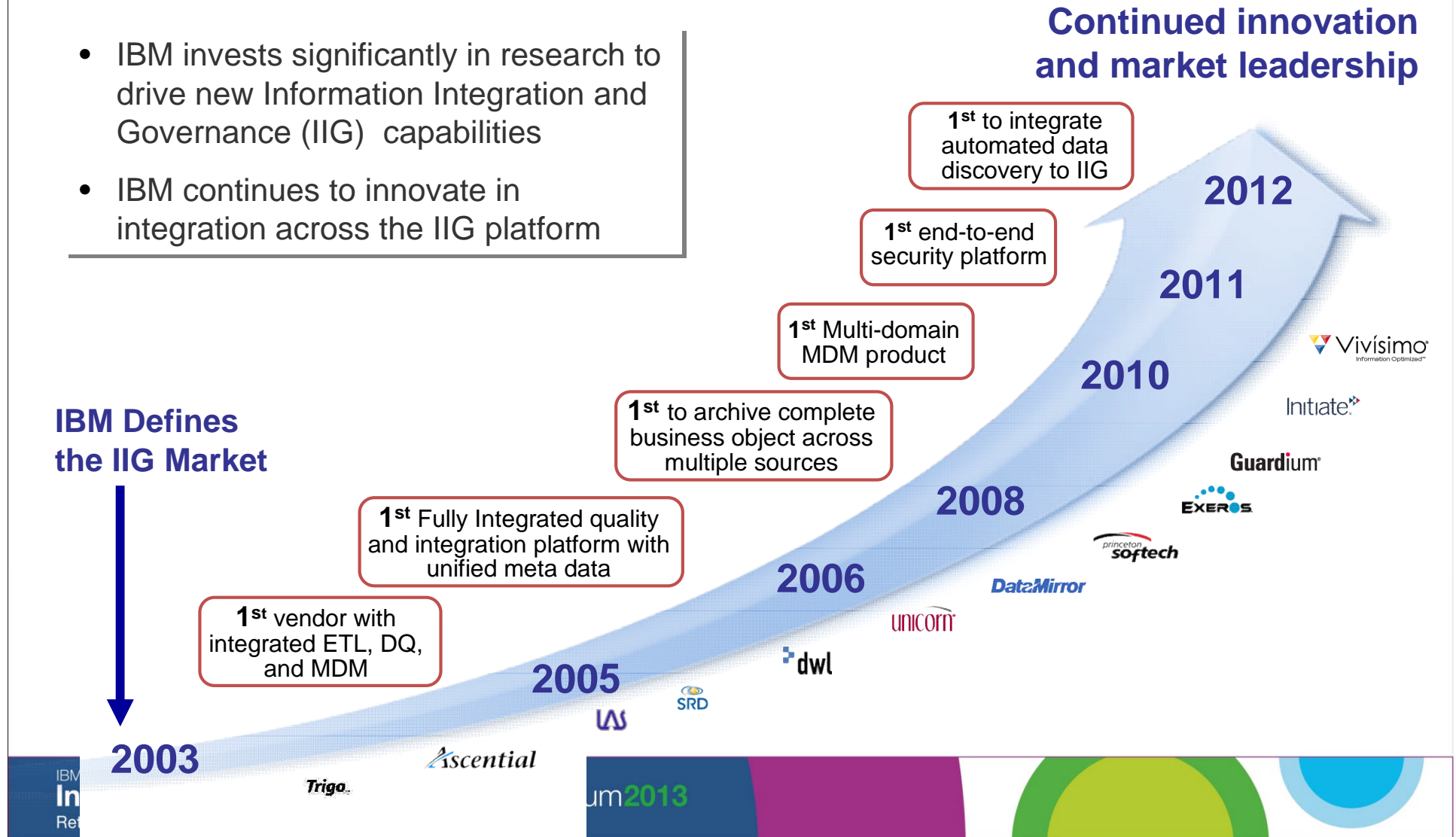- Power for any complexity
- Total traceability

Delivery

- Data capture at any time
- Delivery anywhere
- Big data readiness

IBM has been the thought leader in Information Integration and Governance and will continue to lead and innovate in this market

- IBM invests significantly in research to drive new Information Integration and Governance (IIG) capabilities

- IBM continues to innovate in integration across the IIG platform

Continued innovation and market leadership

IBM Defines the IIG Market

1st to integrate automated data discovery to IIG

1st end-to-end security platform

1st Multi-domain MDM product

1st to archive complete business object across multiple sources

1st Fully Integrated quality and integration platform with unified meta data

1st vendor with integrated ETL, DQ, and MDM

2012

2011

2010

2008

2006

2005

2003

Vivísimo
Information Optimized™

Initiate

Guardium

EXEROS

princeton softech

DataMirror

unicorn

dwl

SRD

IAS

Ascential

Trigo

um2013

IBM
In
Ref

IBM InfoSphere
The trusted platform for trusted information

1. Most Integrated Platform

- Deploy heterogeneous platform as needed
- Leverage across multiple use cases

2. Most Comprehensive Platform

- Covers every aspect of integration and governance
- Experience = lowest risk with the largest and most mature customer base

3. Most Intelligent Platform

- Prebuilt, Automated Functionality for Proactive Approach

Next Steps: #1 – Take a deeper dive now

1. Attend the remaining sessions in this forum:

- Business and IT: Narrow the communication gap
- Data Quality: Good data in → good information out
- Data Integration: Have it your way
- Real-time integration with data replication and federation

Next Steps: #2 – Watch a demo

1. Attend the remaining sessions in this forum

2. Go here to see a demo of IBM InfoSphere Information Server:
   http://www-01.ibm.com/software/data/info/information-governance/ii.html

Next Steps: #3 – Discuss your requirements

1. Attend the remaining sessions in this forum

2. Go here to see a demo of IBM InfoSphere Information Server

3. **Contact your IBM representative to discuss your specific requirements for information integration, whether you need to:**
- Deliver trusted information to a data warehouse
- Consolidate or retire some of your applications
- Provide trusted information for a single view project
- Integrate big data into your business
- Address any other information integration need