



Managing Information in an Analytics-Driven Enterprise

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InformationOnDemand**India2011**

The Premier Conference for Information Management
Manage. Analyze. Govern.

February 2, 2011

Hyatt Regency | Mumbai, India

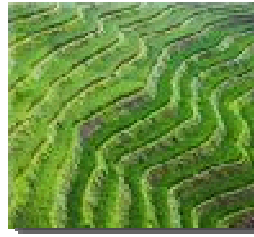
Innovative Solutions for a Smarter Planet



**Smarter
Banking**



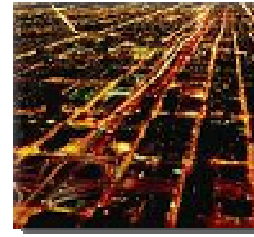
**Smarter
Insurance**



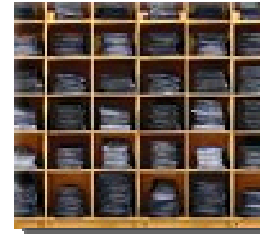
**Smarter
Trading**



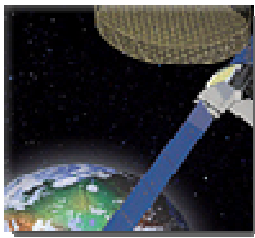
**Smarter
Healthcare**



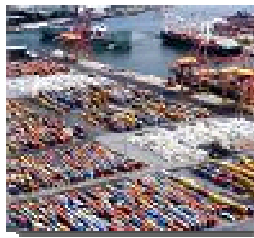
**Smarter Energy
& Utilities**



**Smarter
Retail**



**Smarter
Telco**



**Smarter
Supply Chains**



**Smarter
Public Safety**



**Smarter
Government**



**Smarter
Transportation**



**Smarter
Cities**



**Smarter
Products**



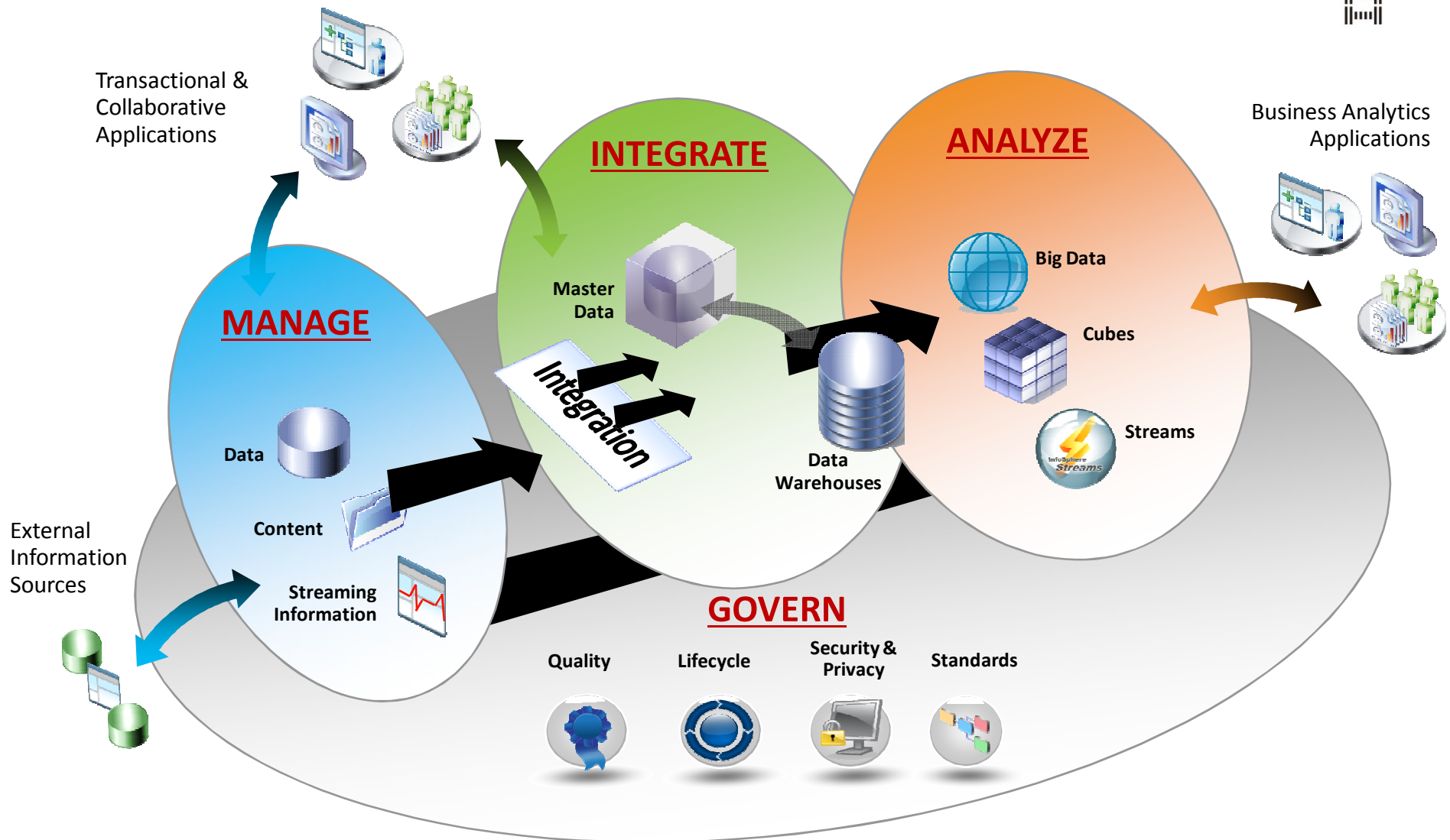
3.3 Exabytes of Digital Information will be created Every Day this Year!!



(1 exabyte = 10^{18} bytes)



Delivering trusted information for smarter business decisions across your entire information supply chain





Best Practices for Managing Information

Today's Requirements

- Manage Complex Workloads
- Harness Data Volumes
- Contain Database Costs



IBM Innovations

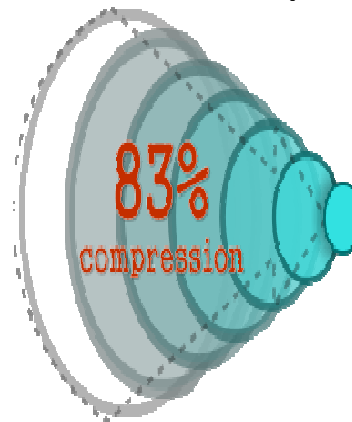
Cost Management

Power 7 & DB2

 **41%**
 **better price performance**

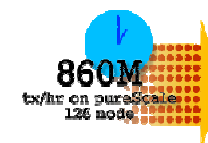
Manageability

DB2 & Informix Compression



Scalability/Performance

DB2 pureScale



Informix TimeSeries





Best Practices for Integrating Information

Today's Requirements

- Enhance Productivity
- Tighten Integration
- Enhance Scalability & Flexibility



IBM Innovations

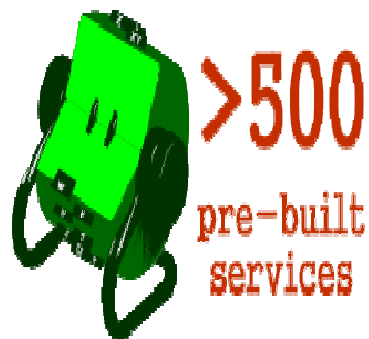
Design Automation

Information Server 8.5



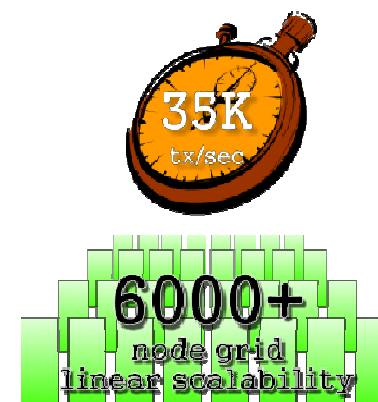
Trusted Information

InfoSphere MDM



Scalability/Performance

Parallel Framework





Best Practices for Analyzing Information

Today's Requirements

- Appliances/pre-configured Systems for warehousing
- Scalability & Speed
- Analyze Streaming Data & Data outside of Databases
- Integrate with BI/Analytics

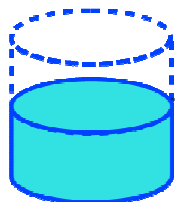


IBM Innovations

Structured Data

InfoSphere Warehouse
& IBM Industry Models

 **77%**
 **better XML
performance**

 **50%**
less storage

Streaming Data/ Data outside Databases

InfoSphere Streams &
InfoSphere Big Insights

Sub- μ S
analytics on
petabytes of
data

EB
data analytics

Workload Optimized Systems

Smart Analytics





Best Practices for Governing Information

Today's Requirements

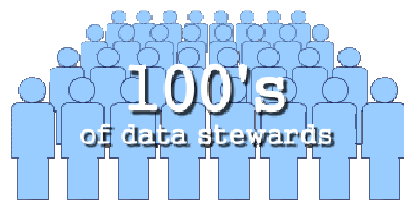
- Tools to participate in governance
- Manage information lifecycle
- Archive Data with Reduced Storage costs
- Protect information from internal/external breaches



IBM Innovations

Business-IT Alignment

Information Server



Lifecycle Management

Infosphere Optim

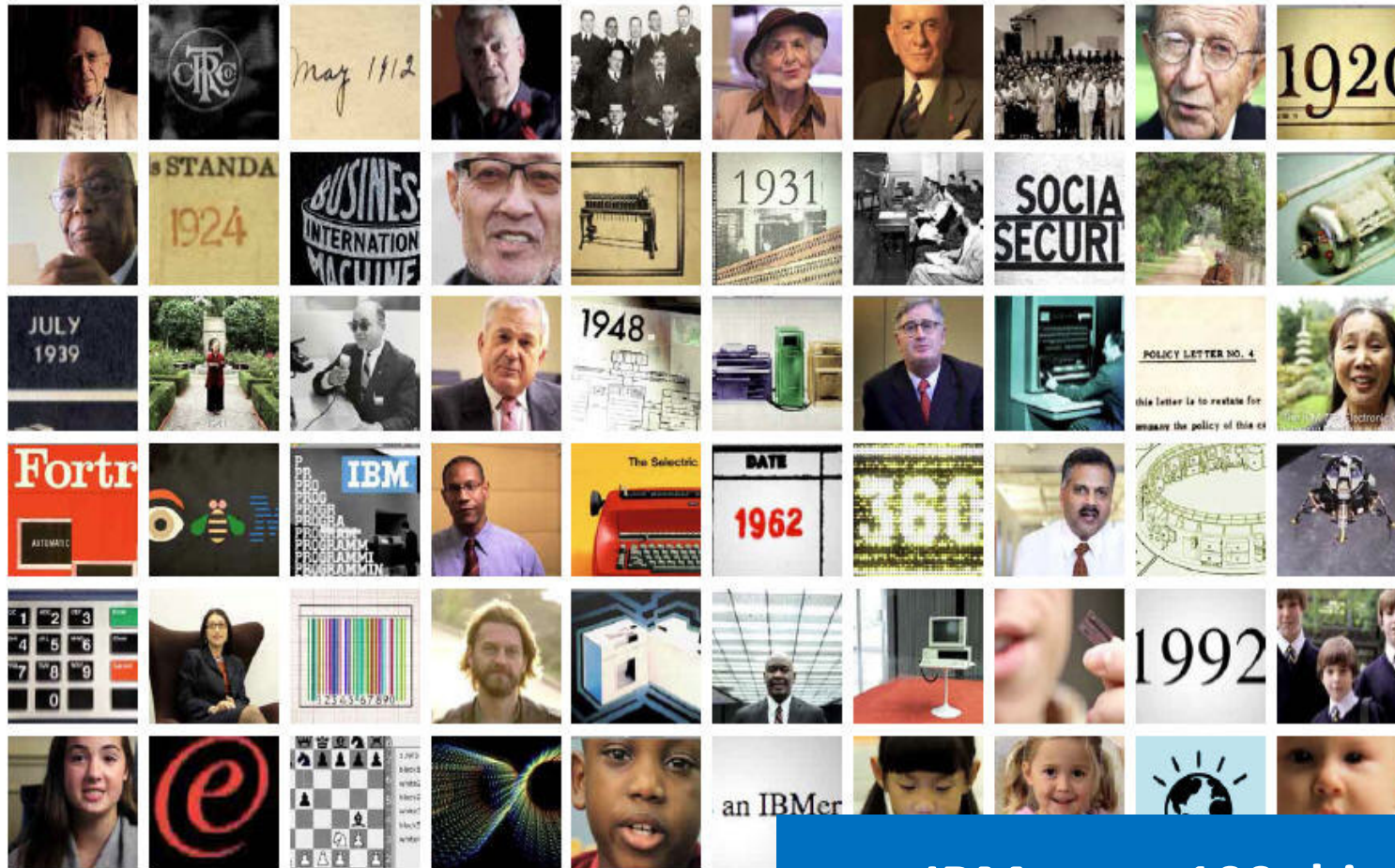


Data Security

Infosphere Guardium



100 Years of Innovation!!



IBM turns 100 this year!



.....and Beyond!



**Countdown to
Jeopardy! Challenge**

February 14th 2011

**12 Days
to go**





THANK YOU

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