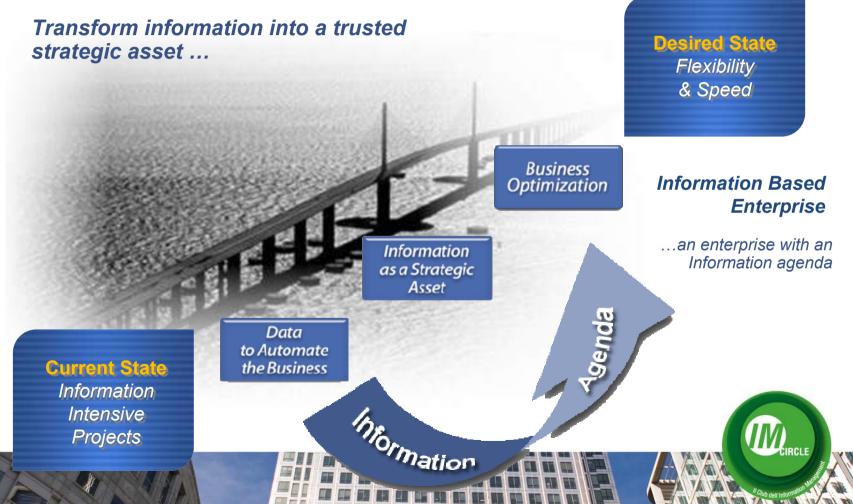
Golf Hotel Punta Ala (GR), 9 -10 ottobre 2008

Information Agenda: The roadmap to Information On Demand Marcelo Cabane IOD Executive Worldwide Sales, IBM

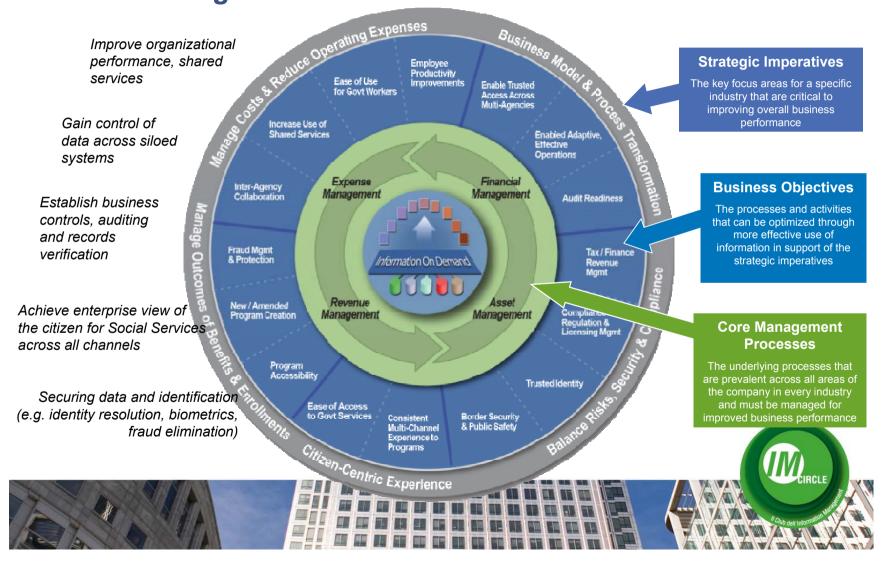
Bridging the Gap Becoming an Information Based Enterprise



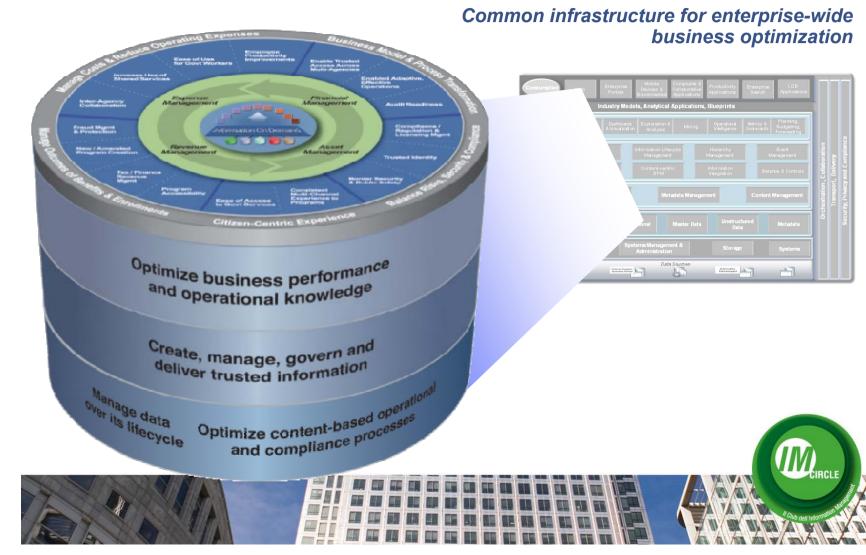
An information agenda offers organizations a proven approach for unlocking the business value of information.



Information Agenda Guides



Information Agenda Guides



Information Agenda Guides

Data Management

Features:

- Common platform for enabling open communication and exchange of information between systems that use different data formats
- Provide the essential foundation for the storage of operational and re-shaped information that adds business value

Business Value:

- Connect integrate systems across the enterprise boundary
- ✓ Share high value data among communities
- Improve efficiency re-use existing assets and infrastructure
- Accelerate innovation rapid deployment of new services
- Address business problems transparently allow business requirements to be captured and realized in the IT System



Information Agenda Guides

FileNet – Enterprise Content Management



Features:

- Leverage enterprise content
 - Integrate content with processes to add value and transform their business
- Manage content for compliance
 - Enable compliance through an integrated information infrastructure
- Integrated service delivery
 - Eliminate paper-based, manual processes
- Automate content-centric processes
 - Streamlining and optimizing complex processes to improve the flow of work throughout the global enterprise

Business Value:

- Make better decisions faster by managing content
- Deliver an integrated, open platform that can be deployed globally
- Provide interoperability with the widest selection of IT systems, thereby reducing costs and improving efficiency

Information Agenda Guides

InfoSphere – Trusted Information

Foundation for mastering information to optimize citizen-centered services delivery



Features:

- Uniform way of representing, accessing, maintaining, managing, analyzing and integrating data across heterogeneous information sources
- Provides a unified, powerful data warehouse delivering access to structured and unstructured information
- Integration of operational and transactional data in real time

Business Value:

-Establish foundation for shifting towards a Citizen-centered business model to improve service experience, outcomes and lower costs

-Foundation for transforming from a siloed environment to

–Master information - 'one version of the truth' across all customer touch points, business applications

-More effective service delivery, coordination across government and partners

Information Agenda Guides

Cognos

Business Intelligence & Performance Management

mar (21,000

Optimize business performance

and operational knowledge

Manage data over its lifecycle

Create, manage, govern and

deliver trusted information

Optimize content-based oper and compliance processi

Features:

- Reporting and deep analytics for better understand and optimize business performance
- Role-based visualization for planning and strategic metrics alignment
- Search based access and dynamic drill-through and alert & detect in-time actions

Business Value:

- "Right Time" Operational Adjustments
 - · Optimize staff, facilities, and resources

Optimize Revenue Cycle

· Manage & measure receivables, collection rates, monitor trends

Expedite data-driven quality and cost improvement

- · Identify best practices in service delivery
- · Collaborative reporting and results

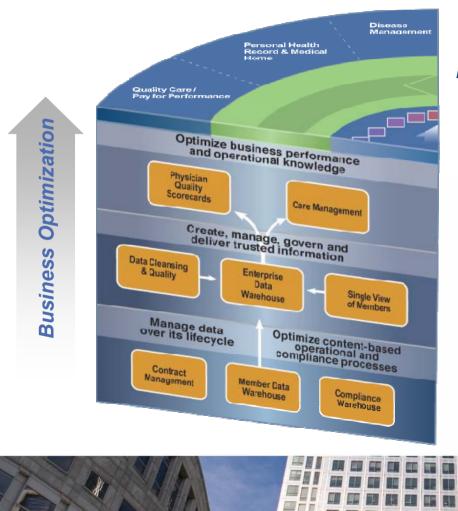
Gain greater insight into business drivers

Monitor performance to strategic targets

Consolidated planning across enterprise

Increase accuracy, condense budget cycles and closings

Information Agenda Guide for Health Plans Member Health



Large National Health Plan

- Analyzes claims data to predict costs and target interventions at members
- Uses predictive analytics with imbedded data mining tooling for disease management
- Using health plan industry models to build a Clinical Data Warehouse and an Operational Data Store (ODS)

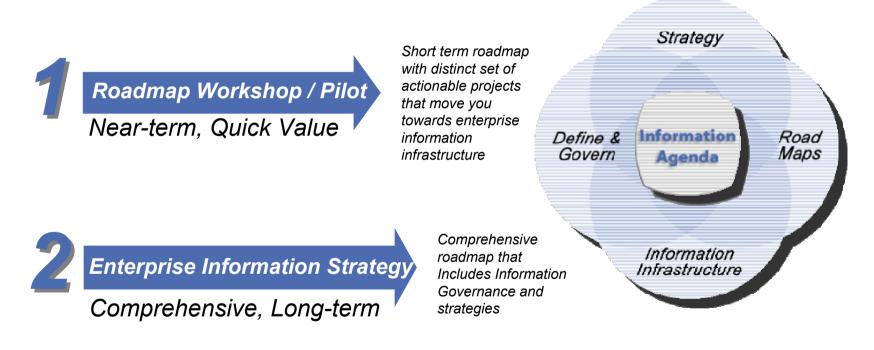
The Road to Business Optimization

Automotive Business Reduce Material & WIP Inventory Optimize supply chain Imperative: Manage Enterprise Assets Manufacturing Improve Factory Efficiency **Business Optimization** Business Intelligence & Performance Management Sales & Operations Planning Supply Chain Visibility Information Integration, Warehousing & Management Data Cleansing / Quality Enterprise Data Warehouse **RFID Information** Data Management Transactional Processes Center Content Management Content-driven Processes SAP Optimization Data Servers



IRCLE

IBM Information on Demand Assessments & Workshops Accelerate the Development of Your Information Agenda Roadmap



Enlisting an executive sponsor, such as the CEO or CFO, can significantly enhance your ability to obtain the critical participation of line-of-business colleagues.

Information Agenda Roadmap Workshop Streamlined Approach Ensures Valuable Business Results

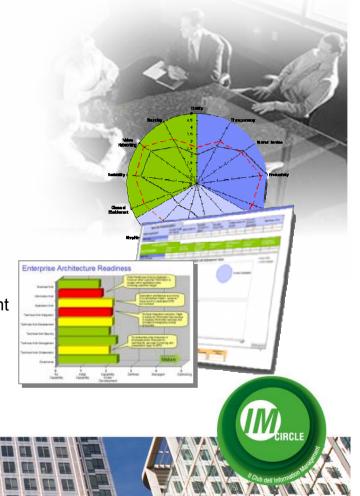
Build Vision & High Level Roadmap

- Identify near term IOD projects to address key business needs
- Create a unified strategy & high level roadmap for accomplishing business objectives

5 Step Approach

IBM can help you build an Information Agenda Roadmap using a five-step approach:

- 1. Document the Business Problem / Challenge
- 2. Identify Challenges and Opportunities for Improvement
- 3. Provide A Business Vision
- 4. Define Technology Requirements
- 5. Define the Business Value



Business Solution Workshop

Comprehensive Business Value Approach

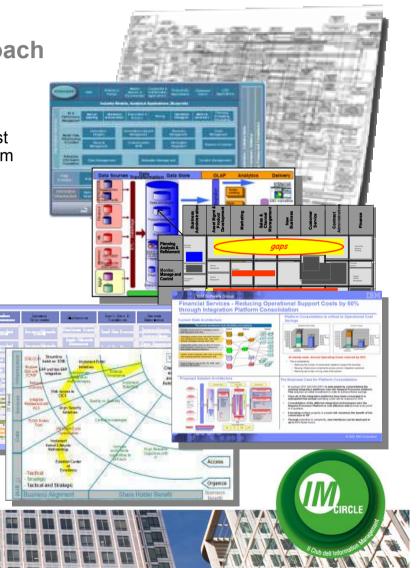
Architect an Initial IOD Project

 Create business case and high level plan for the first IOD project to deliver business value in the near term

Scope

3-6 Week project focused on developing a technical solution architecture and business value case. Typical activities include:

- Define Project
- Model Future State Solution Architecture
- Evaluate And Select Software
- Size And Scope Project
- Business Value Assessment



Information On Demand Center of Excellence

... What's going on in Italy ?

