



Information Management: State of the Industry & IBM Strategy

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The Information Management Market

\$179 Billion in 2008*
8% CAGR



***Vendor Consolidation, Consumability Issues and
Business Users Expectations Accelerate***

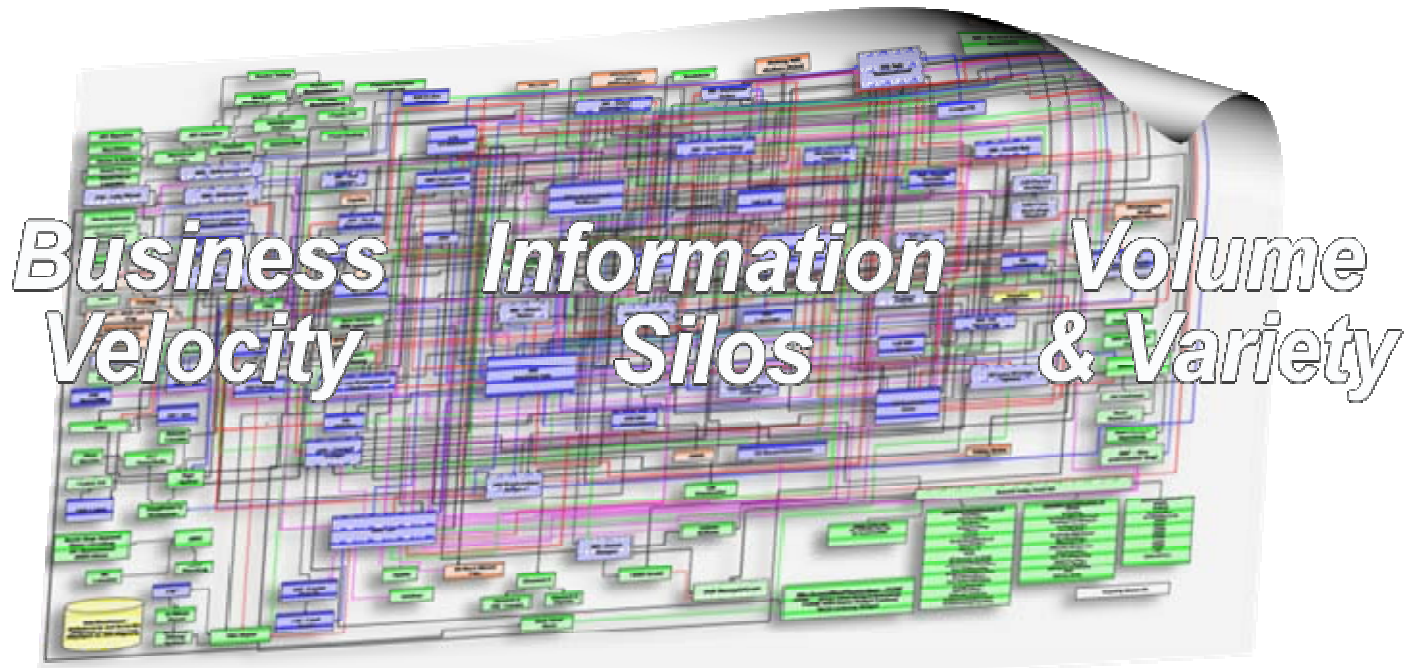


Strategic Information Management Trends 2007-2010

- ❑ Information management becomes a board level concern
- ❑ Some major company failing due to an information integrity issues
- ❑ SOA and IM are recognized as inextricably linked and information as a service a major technique
- ❑ BI & BPM converge with historic query and reporting giving way to near real-time guided decisioning for people and processes
- ❑ Standard-based specialty appliances and software as a service help stem technology consumability
- ❑ Search becomes the business user's consumable front end to BI
- ❑ Business demands for trusted in-context real-time information access becomes a major CIO architectural challenge
- ❑ Organizational data governance practices are recognized as a major differentiator for innovation



But How Do You Deal With What We All Have Built?



*By the year 2010, the codified information base of the world is expected to double every 11 hours.***

Lost Time

Reduced Service

**IBM Global Innovation Outlook, 2006

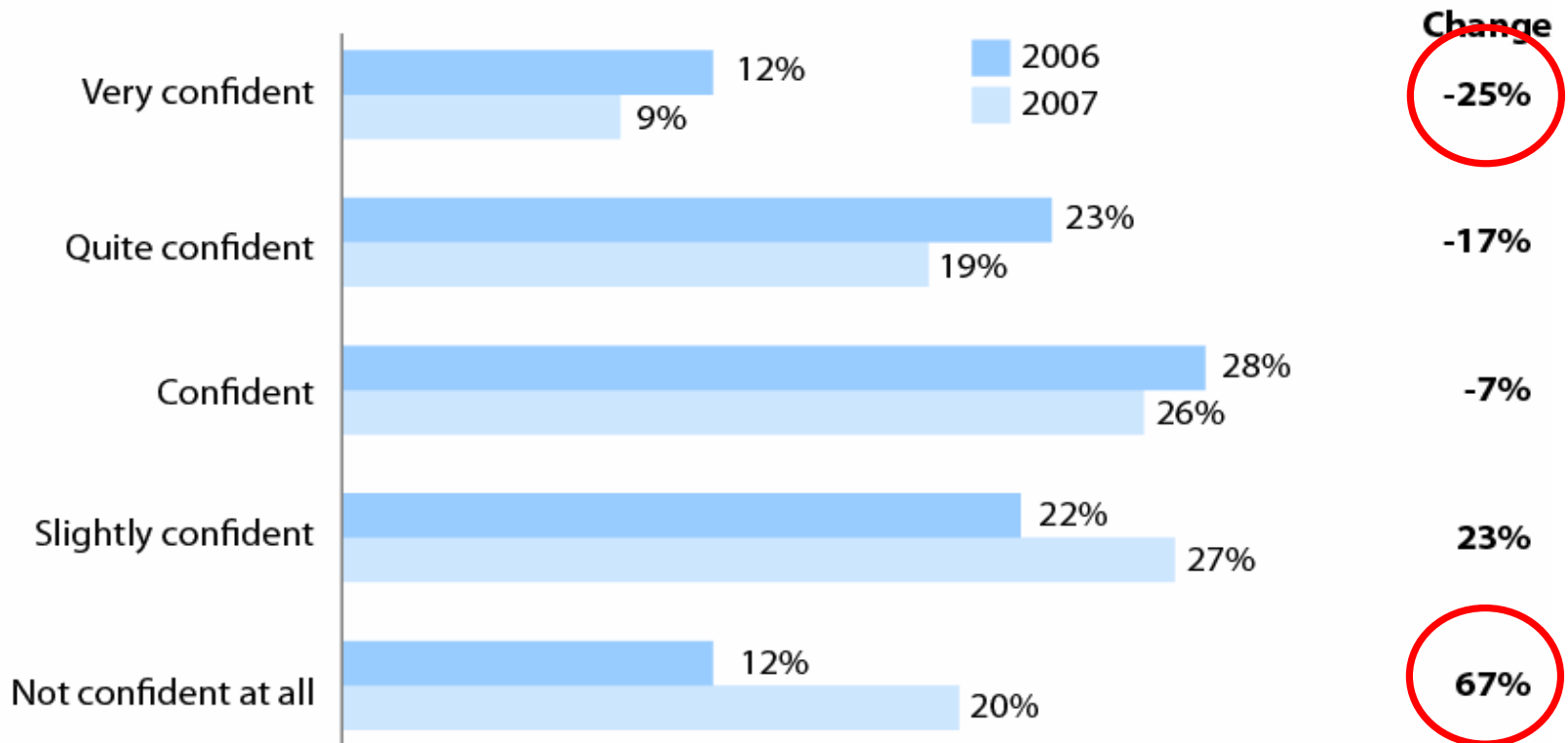
Increased Costs

Lost Revenue



But Can You Trust Your Information?

“How confident are you that, if challenged, your organization could demonstrate that your electronic information is accurate, accessible, and trustworthy?”

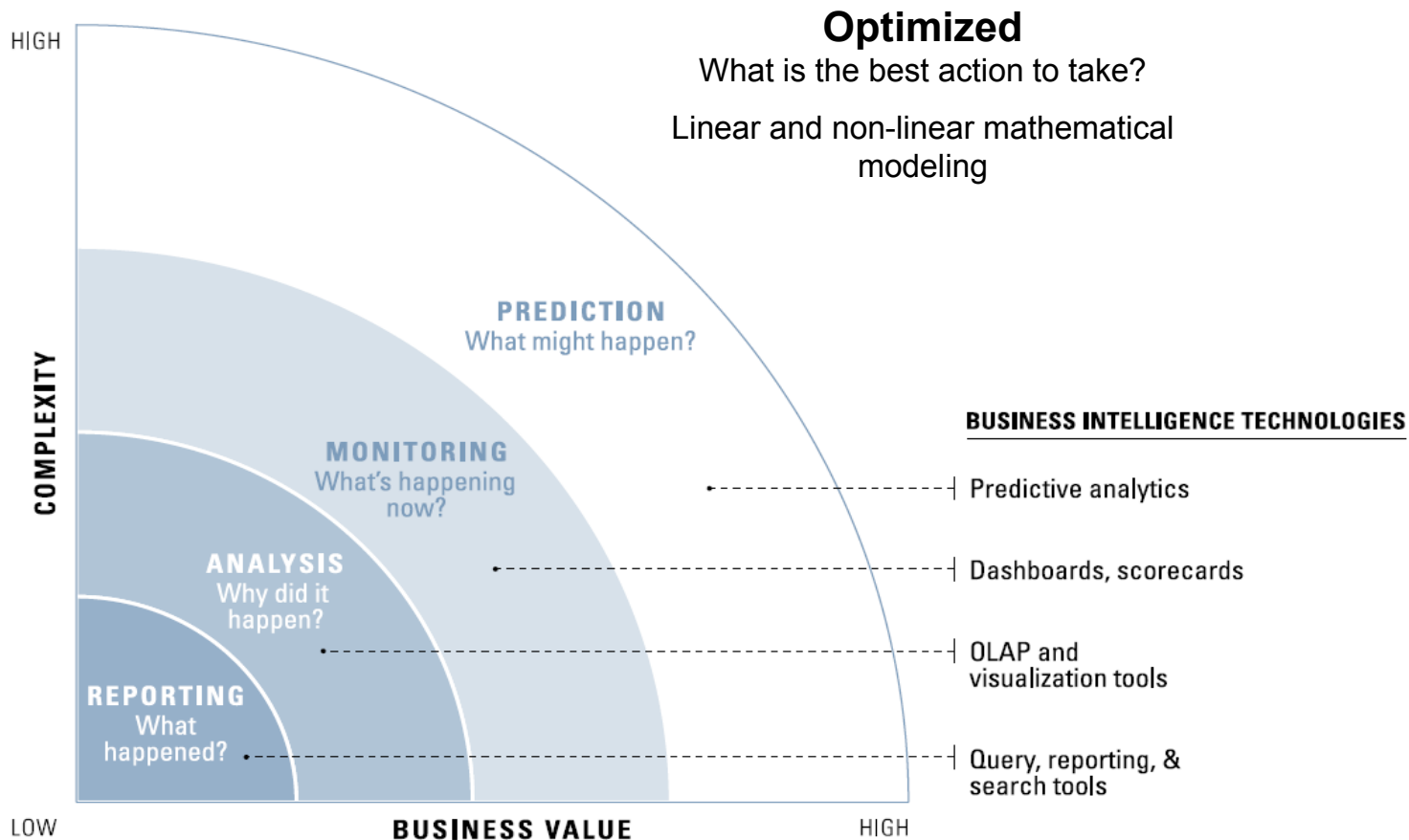


Base: 1,214 respondents from small, medium-size, and large businesses worldwide (percentages may not total 100 due to rounding)

Source: AIIM, "2007 State Of The ECM Industry" survey, April 17, 2007



What's Next: TDWI



TDWI: Predictive Analytics, Wayne W. Eckerson, 1Q 2007

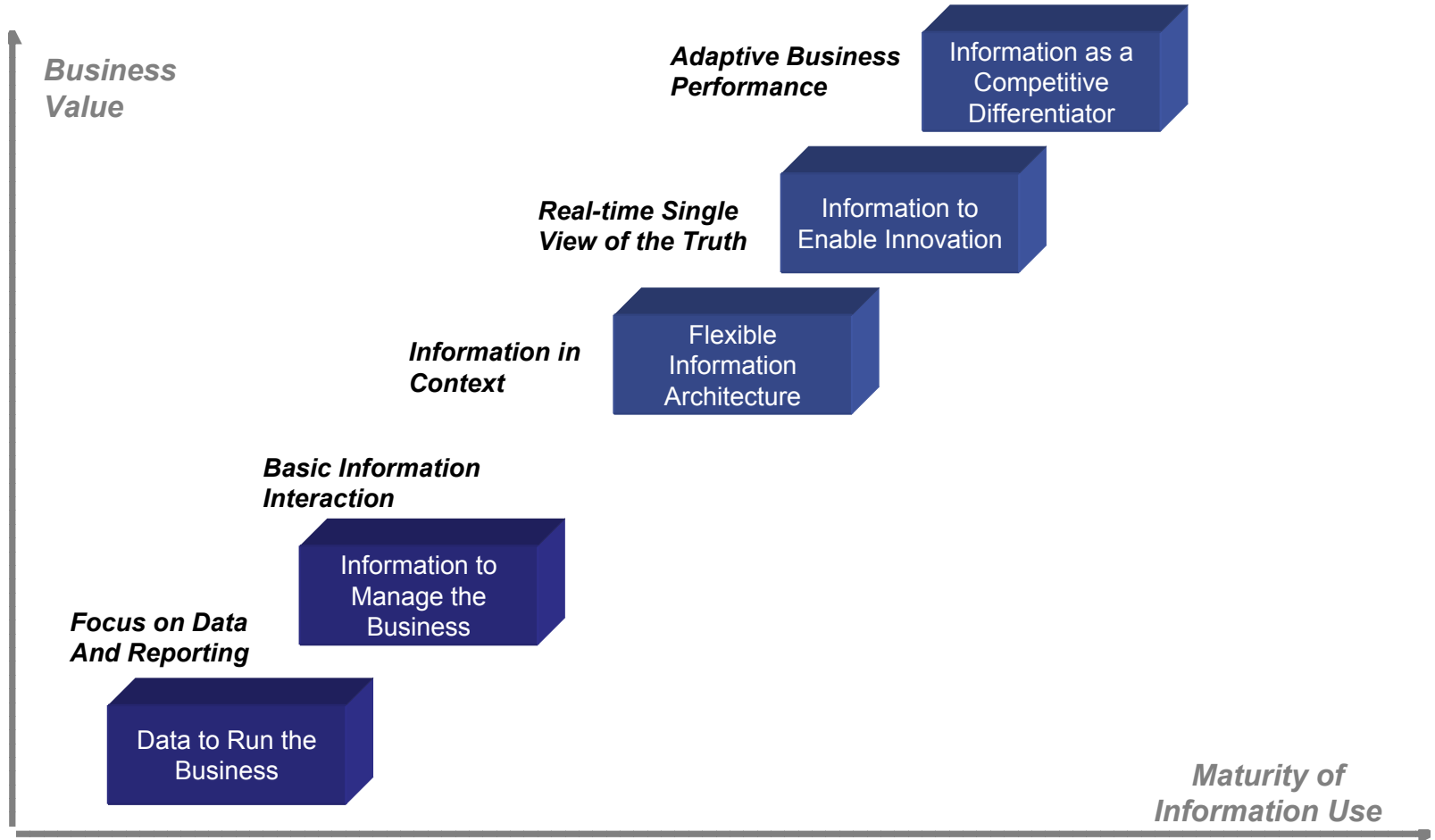


Information Management: The Five Year Outlook

- ❑ There will be a lot more information to deal with and organizations not preparing for that now will find it increasingly difficult to compete
- ❑ IM vendors will continue to converge
- ❑ Content and the Web will become a first class citizen in data integration efforts
- ❑ Advanced analytics, rules/optimization engines, BPM, and information infrastructure will increasingly converge and help drive the next generation of organizational efficiency gains
- ❑ Vendors will attempt to respond with complete platforms



Information On Demand helps companies to leverage information as a strategic asset



IBM Information On Demand

People, Processes, Applications



Information On Demand



IBM Information Management Software

A comprehensive portfolio to leverage your information

Data servers, data warehousing and data management tools on a wide variety of platforms for the most demanding applications

Information integration platform, master data management and industry models that deliver trusted information as a service

Content management, discovery and business process management solutions to support content-based business transformation



Organizations failing to invest in an information-centric infrastructure by 2015 will experience a 30% increase in overhead costs to manage their IT operations

Gartner: Gartner Defines the Information-Centric Infrastructure 25 May 2007



Data Servers and Tools

Lowering the cost and accelerating the use of enterprise data

People, Processes, Applications



Information On Demand

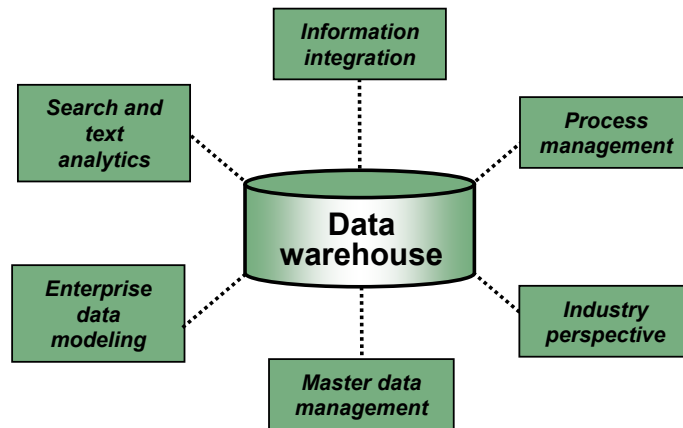


- Relational Database**
Highly scalable, multi-purpose relational and XML data server with data compression and self-optimization for mixed OLTP and warehousing applications
- Transactional Database**
Powerful and reliable relational OLTP data server with leading self-management and intra-application administration
- Hyerarchical Database**
Hierarchical database management for highest performance online transactional applications
- Mashup**
Enable user-driven situational applications leveraging Web and enterprise data
- Data Lifecycle**
A single environment to manage the lifecycle of data from modeling and design through change management and sunsetting
- Testing**
Application-aware database archiving, test data management and data privacy protection solutions to maximize performance and improve efficiency



Data Warehousing

Real-time insight for business agility



SOA Infrastructure

Warehousing Platform
Integrated software package delivering all of the capabilities needed to cost effectively consolidate, manage, deliver and analyze your business information

Warehousing "Appliance"
A complete data warehousing solution comprising pre-configured, scalable and fully integrated hardware and software components

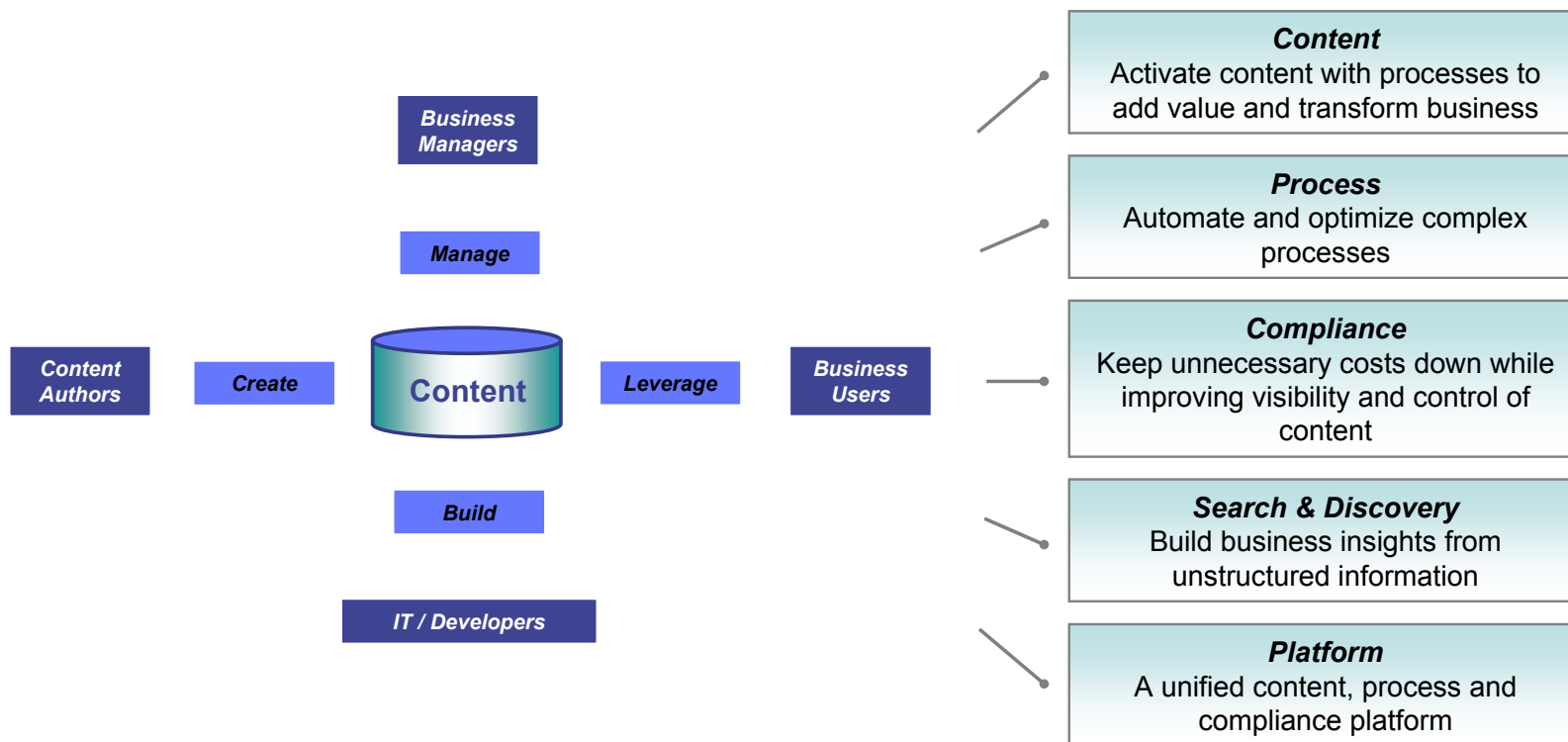
Dynamic Warehousing

A new approach to warehousing incorporating real-time access, analytics, structured and unstructured information, and integration with business processes



Enterprise Content Management

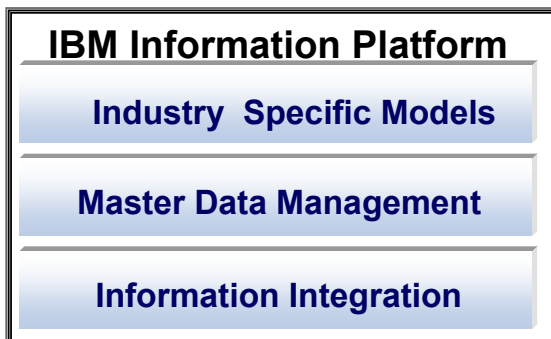
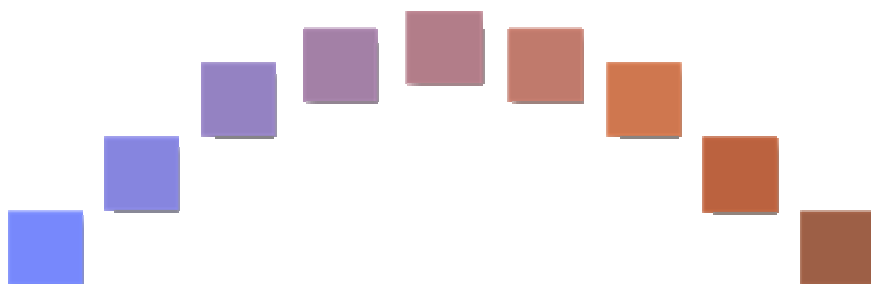
Helping companies make better decisions, faster



Information Platform

Accelerating the delivery of trusted information

People, Processes, Applications



Industry Models & Accelerators

Create new business value and innovation from information

Master Data Server

Define and synchronize critical information for operations and business insight

Information Server

Enhanced with Integration of IBM DataMirror for change data capture



Discussion Points

If you only remember three things

1

Intensifying business pressures are pushing clients to a tipping point – the Information Management market landscape is evolving to respond

2

Industry leading clients have embraced this, are defining the new requirements, and are demonstrating success

3

IBM has assembled the broadest and deepest set of capabilities – technology, know how, industry expertise & partner network – to help our clients realize value

