

ASEAN INFORMATION ON DEMAND CONFERENCE 2010

Creating Your Information Agenda: A Strategy for Success



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IBM Information
ON Demand 2010

INFORMATION-LED
TRANSFORMATION



LEAD
THE WAY

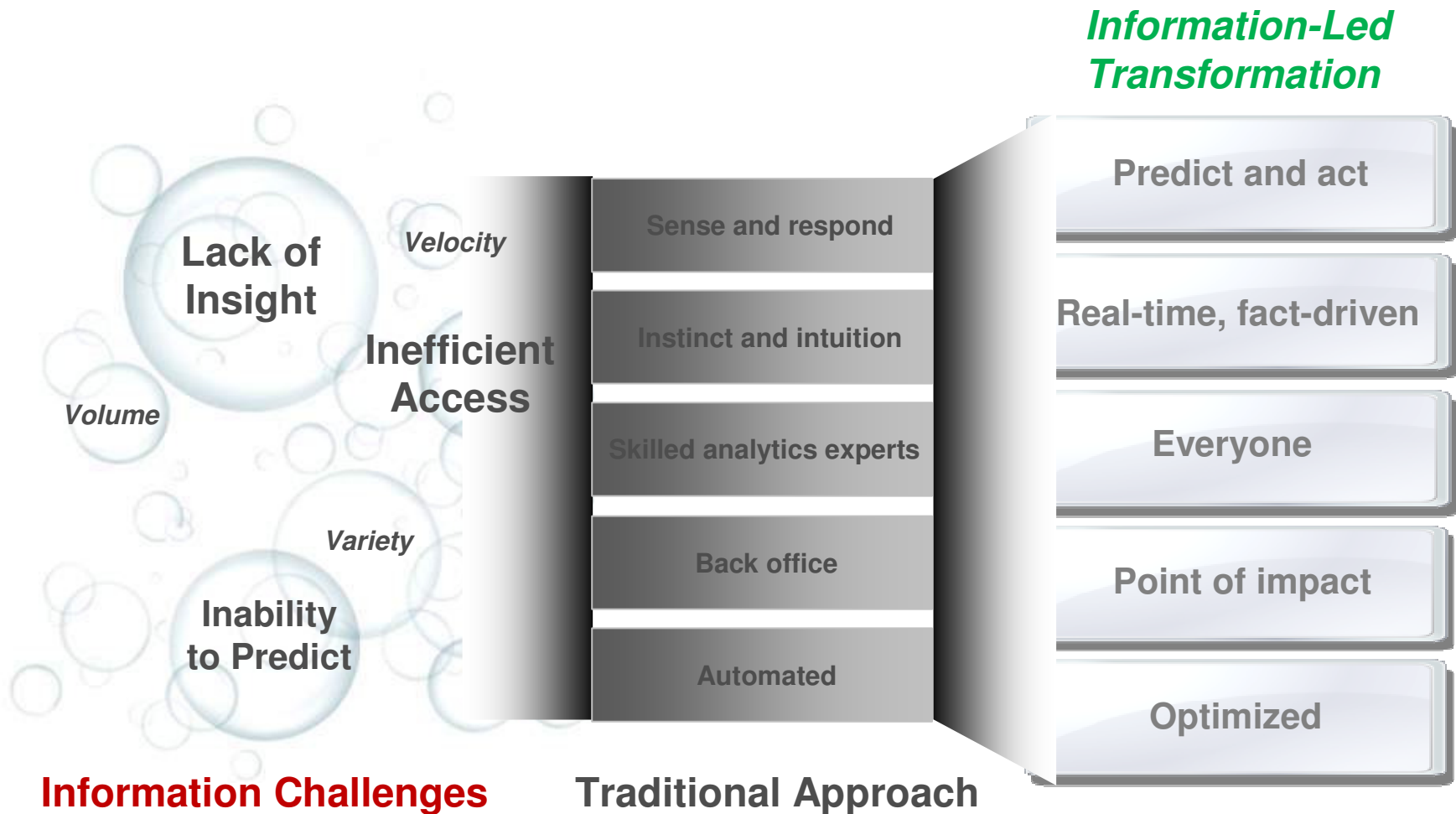


IBM

January 21 - SINGAPORE • January 26 – MALAYSIA • January 28 - THAILAND

Leveraging Information and Analytics

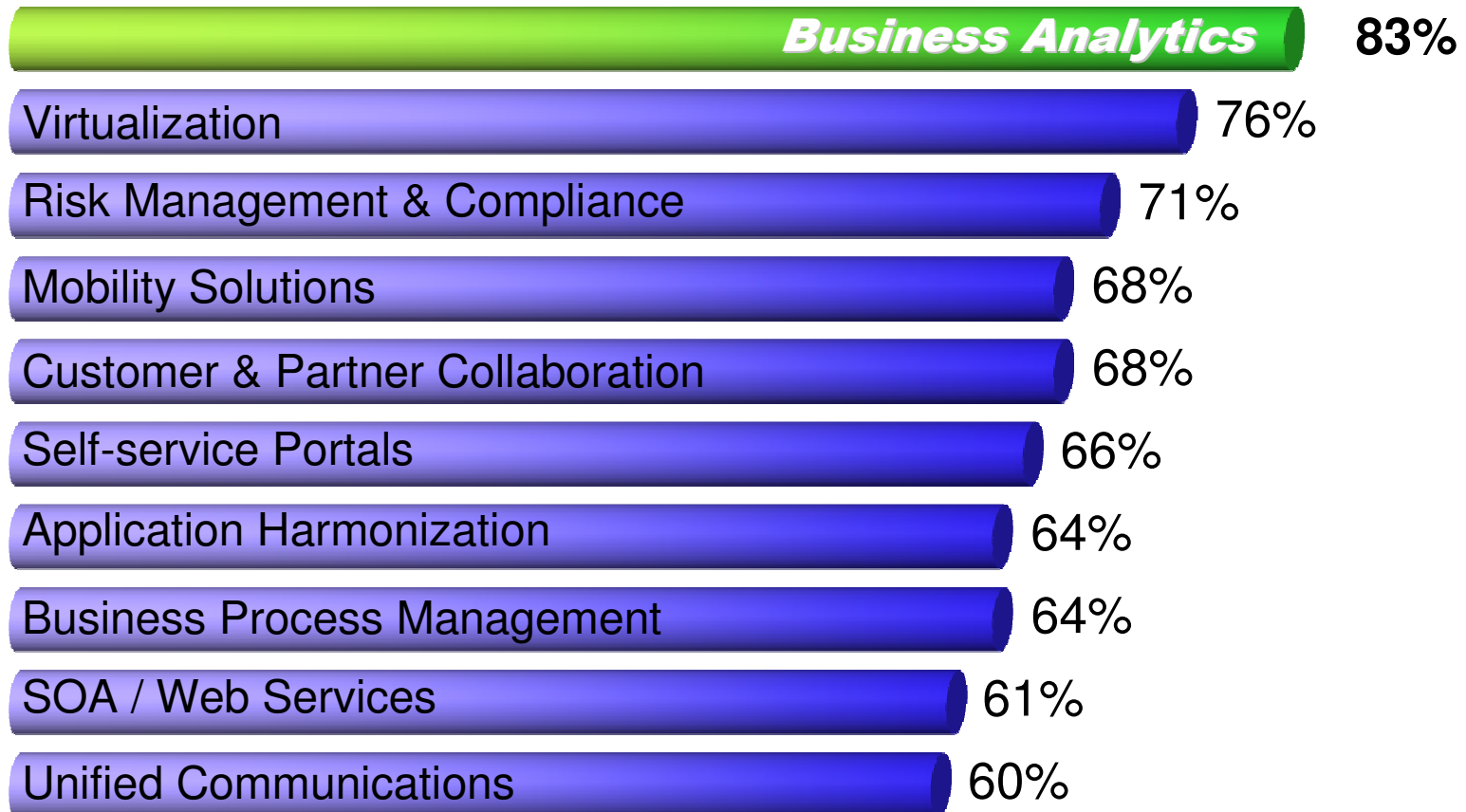
Informed, Real-time Decisions at the Point of Impact...
An Information-Led Transformation



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Information-Led Transformation

Leveraging information & analytics is now the top priority for CIOs, and organizations that do so outperform their peers...



Source: IBM Global CIO Study 2009, n = 2345,

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Show the business that trusted information is key to improving performance

Consider my home telephone service.

What does my service provider know about me?

- *Bought a house in April 2007*
- *Established three telephone lines*
- *Spend over \$200 a month on phone service*
- *Did not sign up for broadband, mobile phone or satellite TV*
- *Reduced phone service from three to two lines after ten months*

High Demand

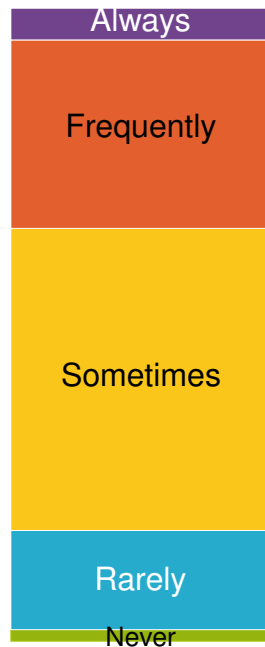
High Value

Opportunity

Dissatisfaction

Guesstimation has worked up to a point, but is prone to failure and is rarely optimal

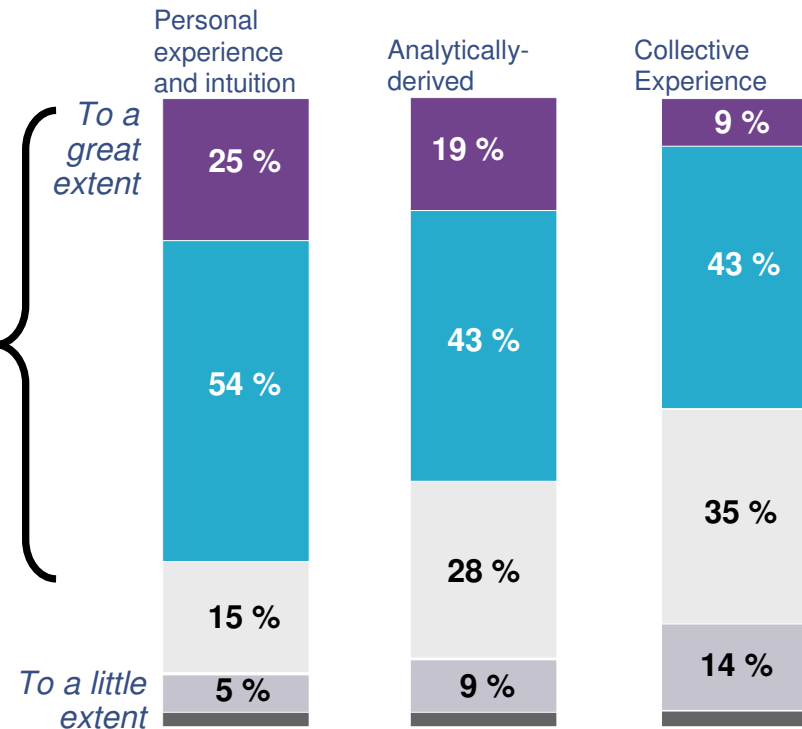
How often have you made major decisions with incomplete information or information you don't trust? ¹



1 in 3 often do

Intuition is the most important decision making factor

To what extent do you make business decisions based on the following factors? ²



Source: EIU launch survey for IBM BAO, March 2009, n=225: ¹Question 2; ²Question 6

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As clients shift to an Information Driven Enterprise, they are asking two fundamental questions.

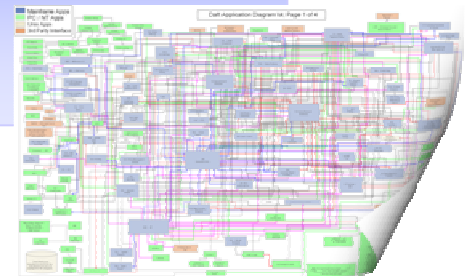
Create Value...

Can I get just the right insight & information to the right people in the context of what they are doing?
Executives? Business Analysts? Customers? Call Centers? Web?



Lower Costs...

I have thousands of databases and content repositories.
I don't know where what is?
Can I get it all organized?
Can I decommission data?

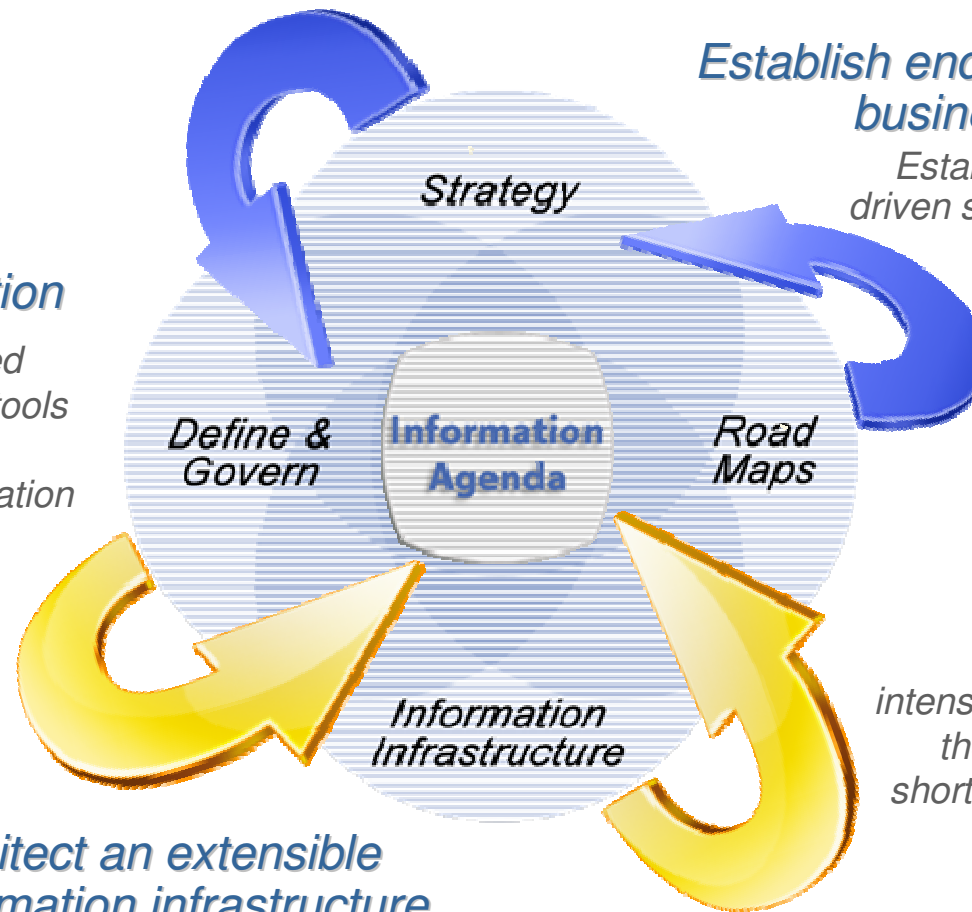


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An Information Agenda Roadmap Workshop provides a proven approach to help organizations identify the steps to become an information-based enterprise by creating an end-to-end strategy for delivering information on demand

Align people, process & information

Discover & design trusted information with unified tools and expertise to sustain strategic value of information over time...



Establish end-to-end vision & business-driven value

Establish an information-driven strategy & objectives to enable business priorities...

Accelerate projects for short & long-term ROI

Accelerate information-intensive projects aligned with the strategy to speed both short-term & long-term return on investments...

Architect an extensible information infrastructure

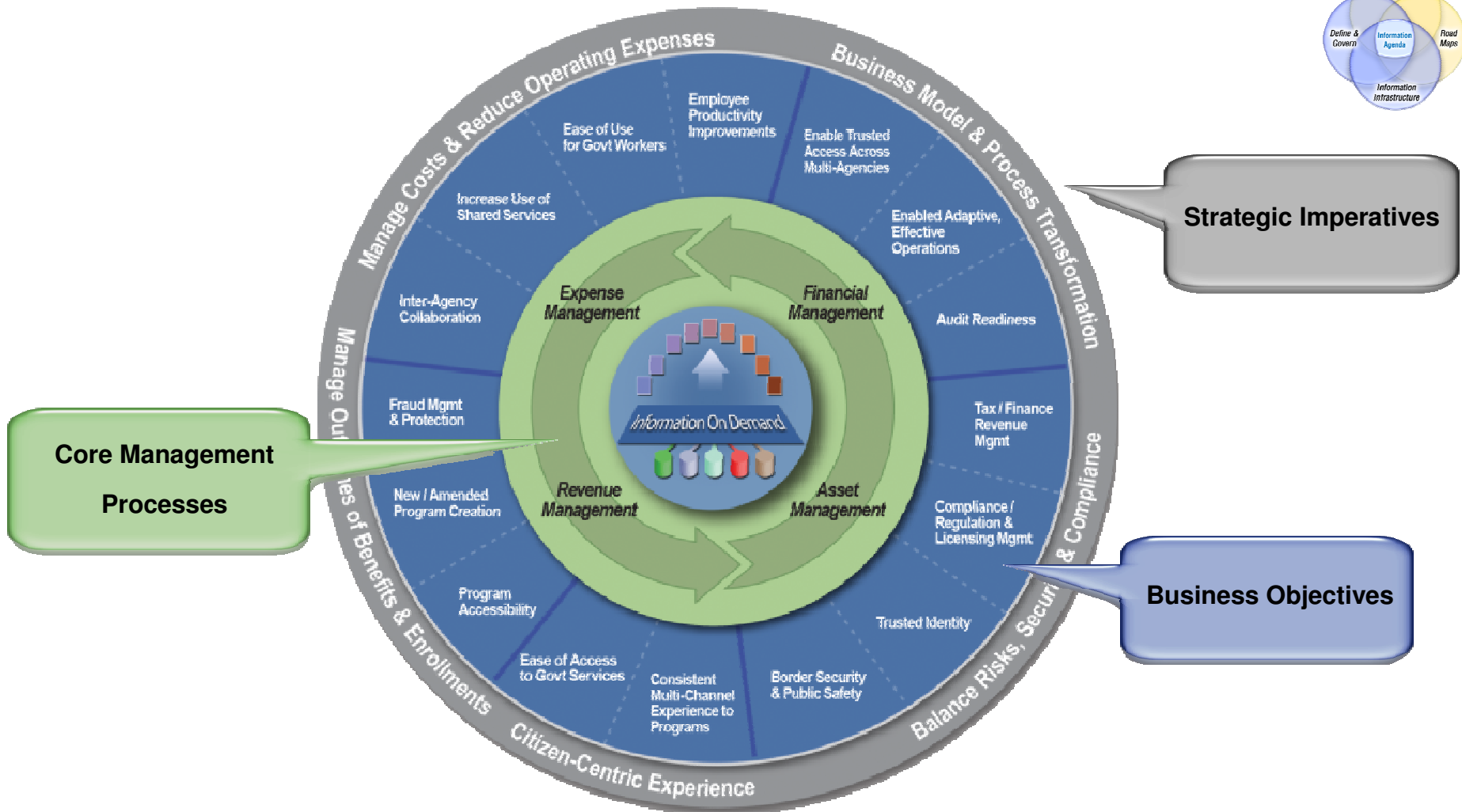
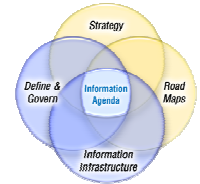
Deploy open and agile technology and leverage existing information assets for speed and flexibility...

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Business Optimisation Maps are at the Core

Using Accelerators to drive results

Proven
Approach

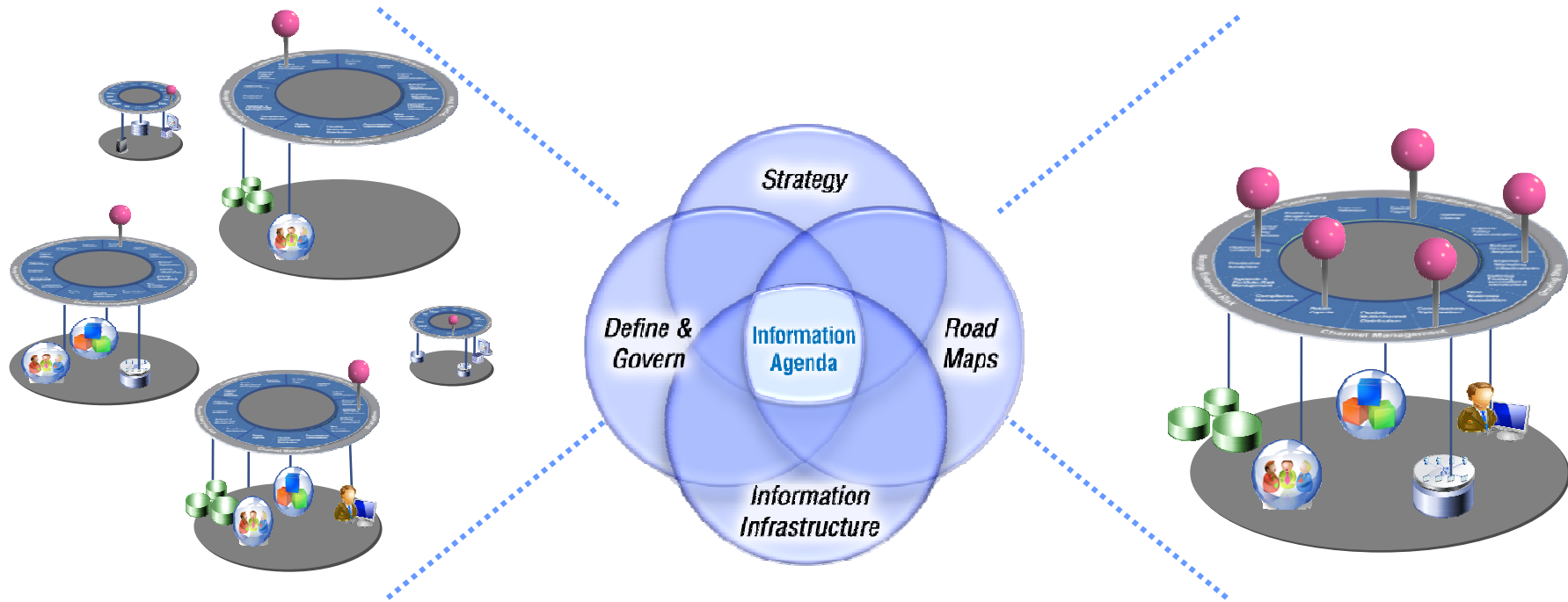


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Establishing an Information Agenda:

Bringing analytics to life in the context of an Information Agenda ensures optimized investments and faster time to value

An information agenda builds the alignment between Business and IT that is critical to fulfilling the potential of reusable, interoperable and extensible IT components and master data.



Multiple highly justified but non aligned projects

Integrated program of projects capitalizing on common enterprise information and technology

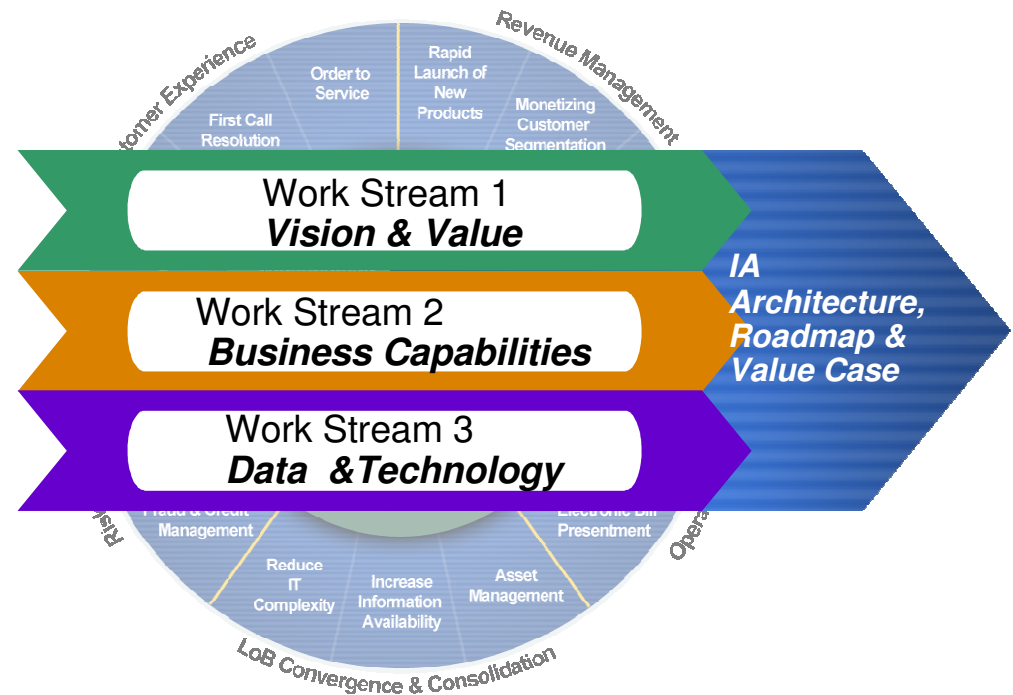
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As Part of the Information Agenda, an Information Strategy Provides the Overall Vision plus Linkage to Business Strategy...

Strategy



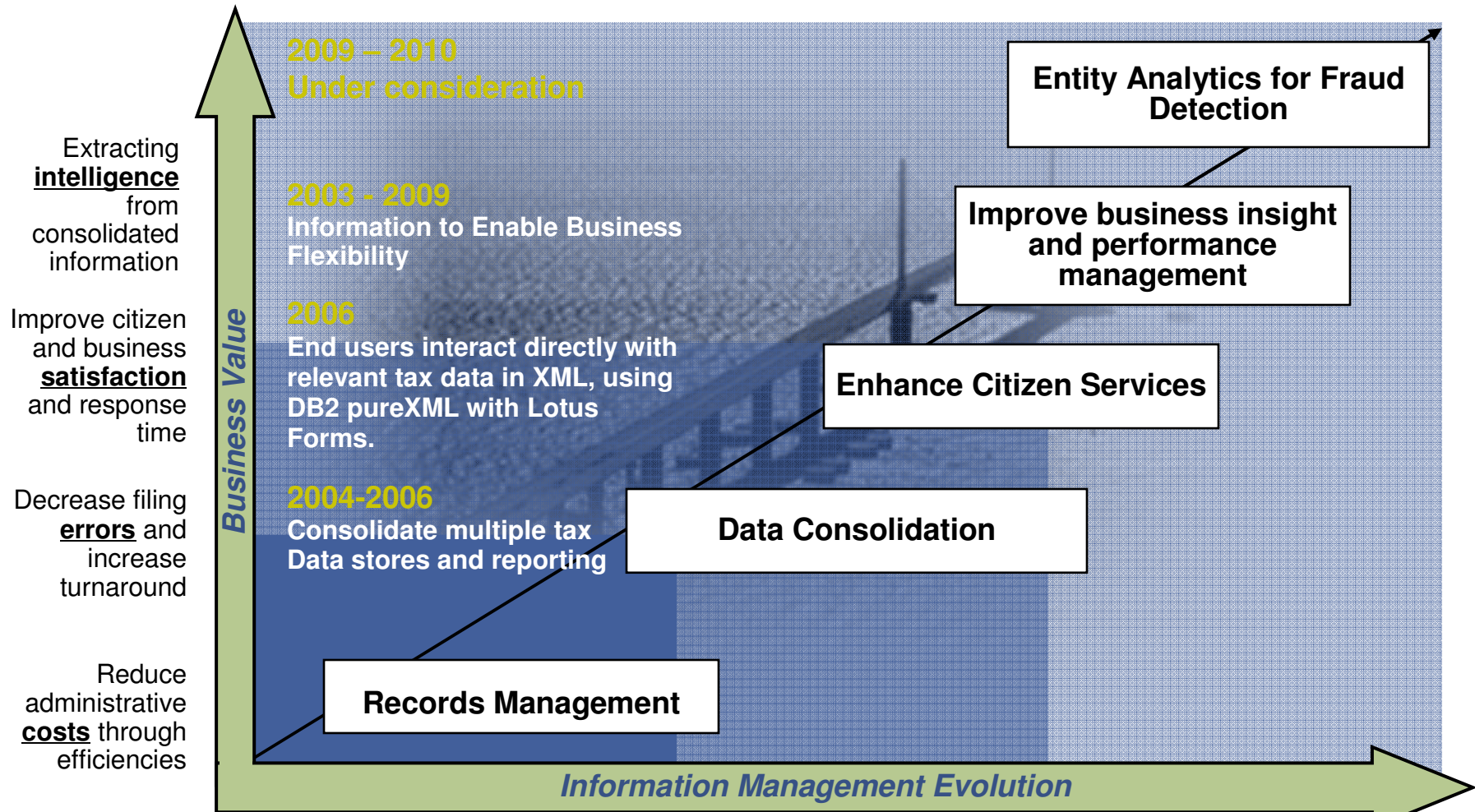
- § Establishes guiding principles
- § Provides an end-to-end vision for all components
- § Follows your business strategy & operating framework
- § Is created by stakeholders from across the organization



Collaboration between the CIO and line-of-business managers is a critical success factor for any organization's information agenda.

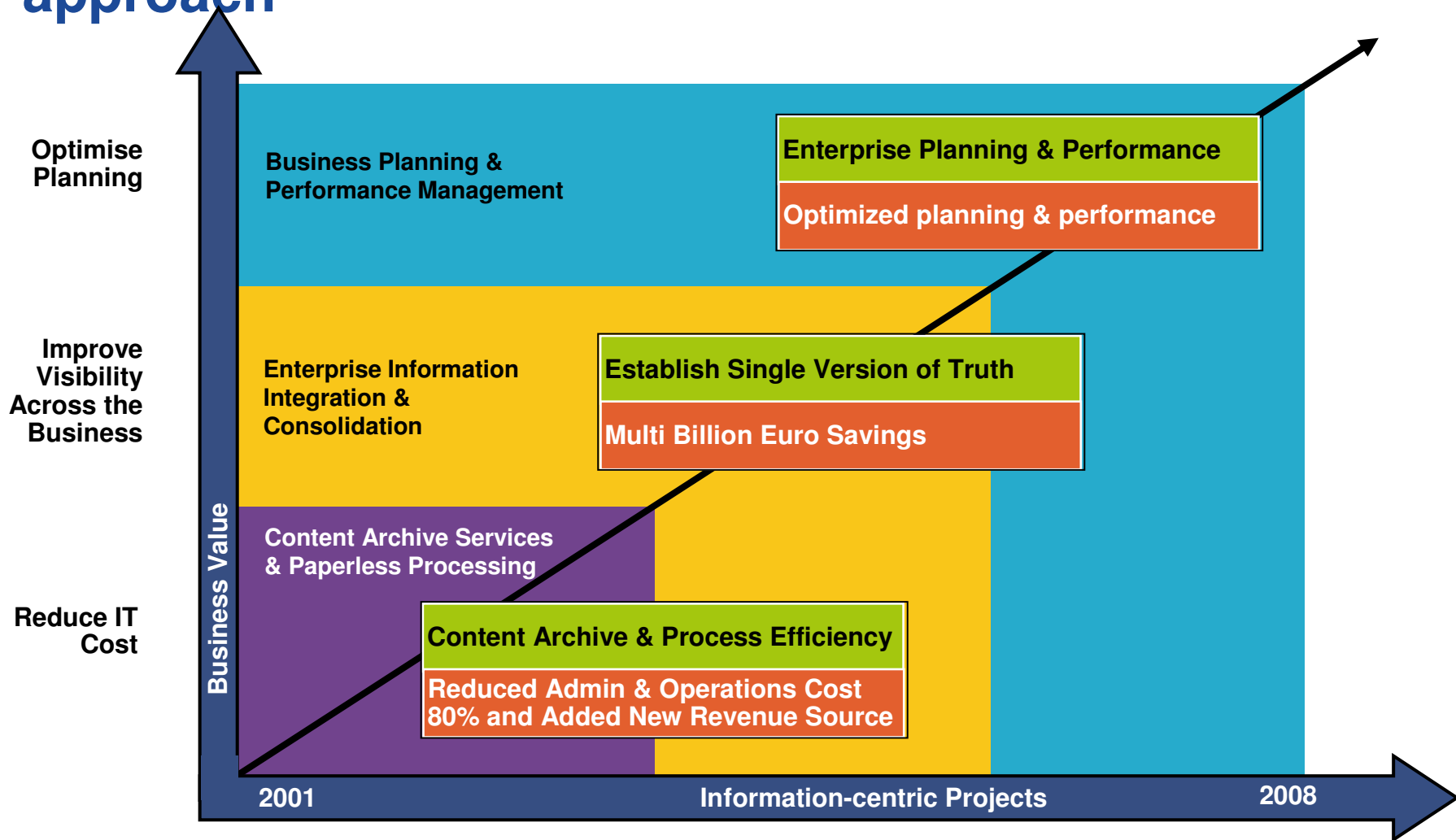
Information Maturity

New York State Department of Taxation



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One of the World's Leading Mail Courier, Logistics & Shipping Providers evolved an Information Agenda approach



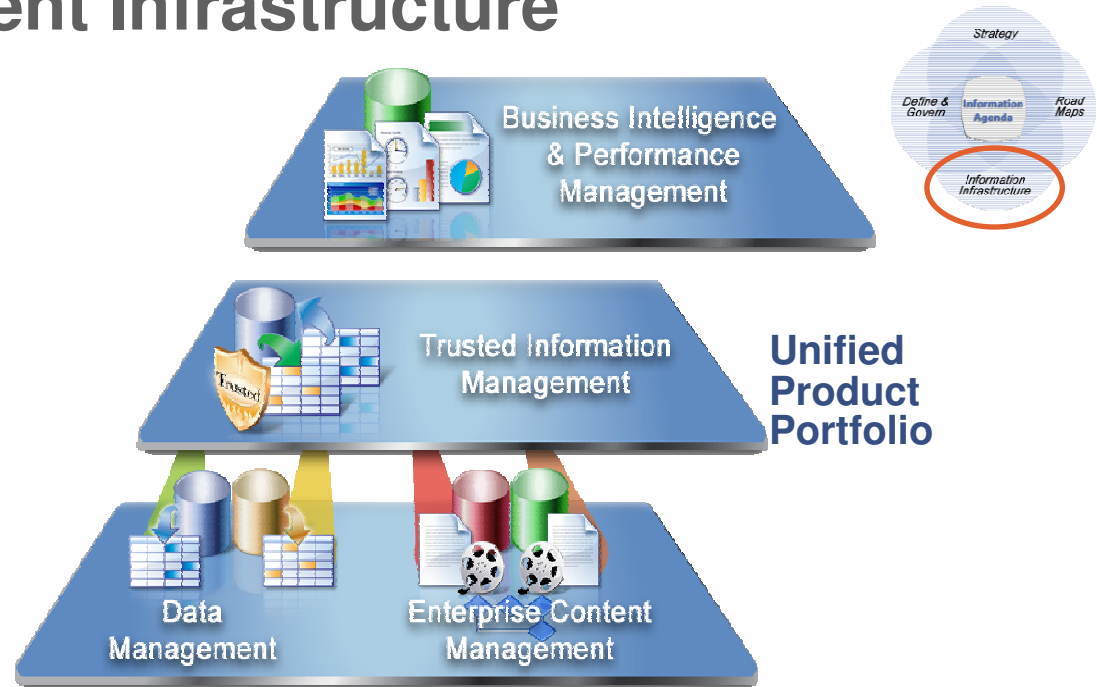
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Information Infrastructure: Build a unified Information Management Infrastructure

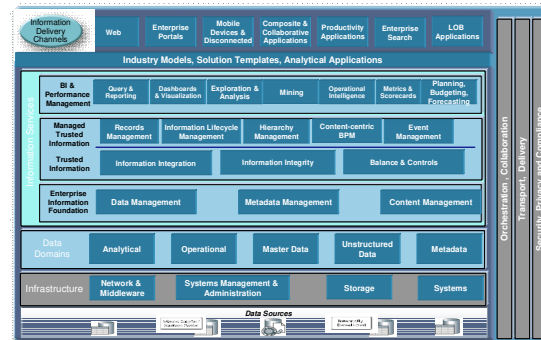
Information Infrastructure

An enterprise-level information infrastructure can help you:

- Manage information over its lifetime
- Use information as part of business processes
- Establish and maintain an accurate, trusted view of information
- Plan, understand and optimize business performance

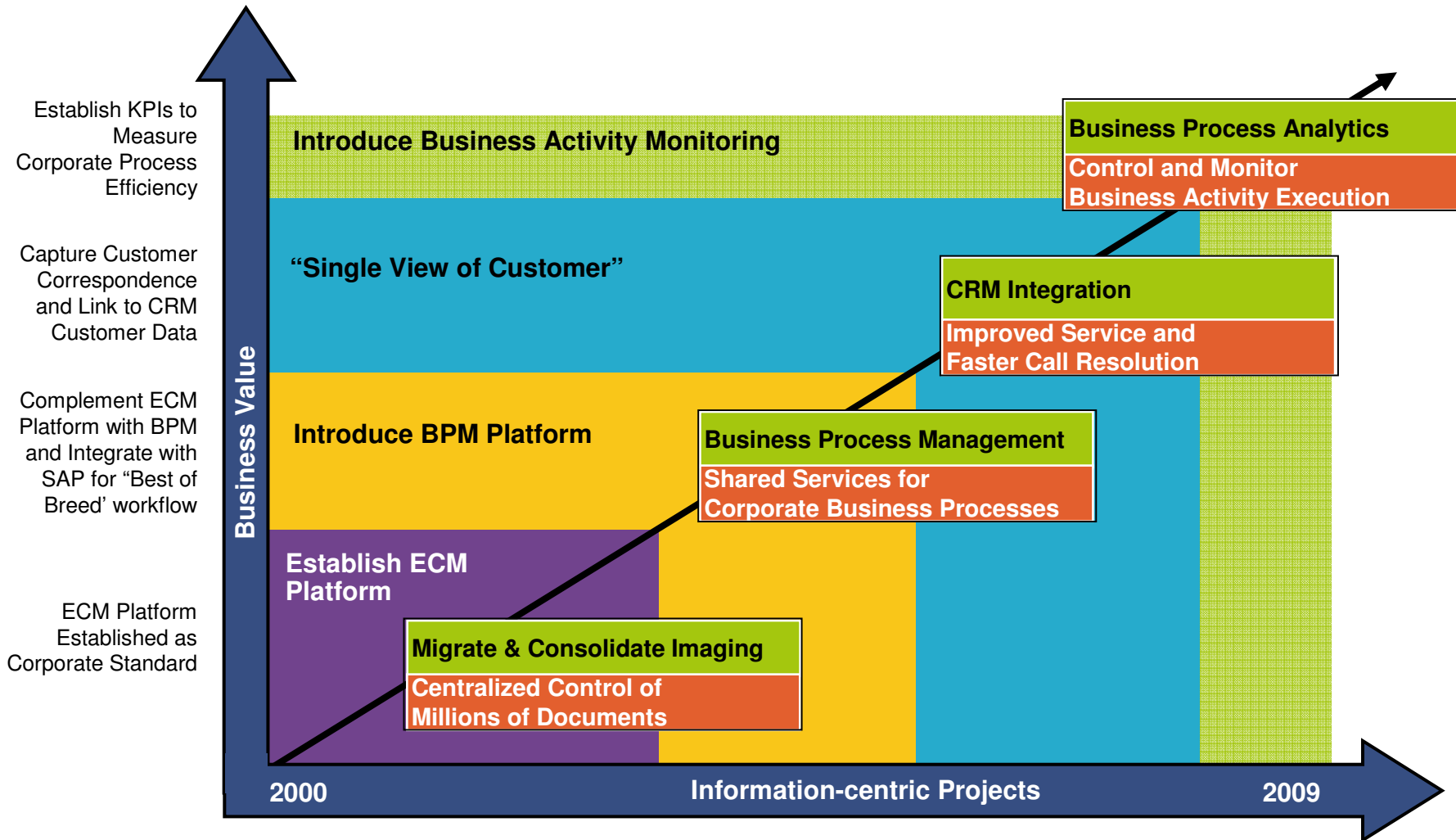


Unified
Product
Portfolio



Reference
Architecture

Communications Service Provider evolves a consistent information infrastructure



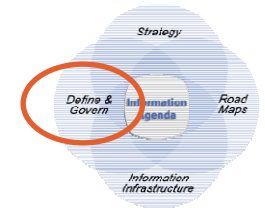
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Governance: Sustaining Information Agenda Success

Information Governance

- Requires a mission-specific, cross-enterprise corporate organization for collaborative policymaking
- Defines policies and practices for managing critical information assets
- Develops architecture practices and standards
- Monitors data quality
- Ensures training and enabling of all affected staff
- Establishes Competency Centers

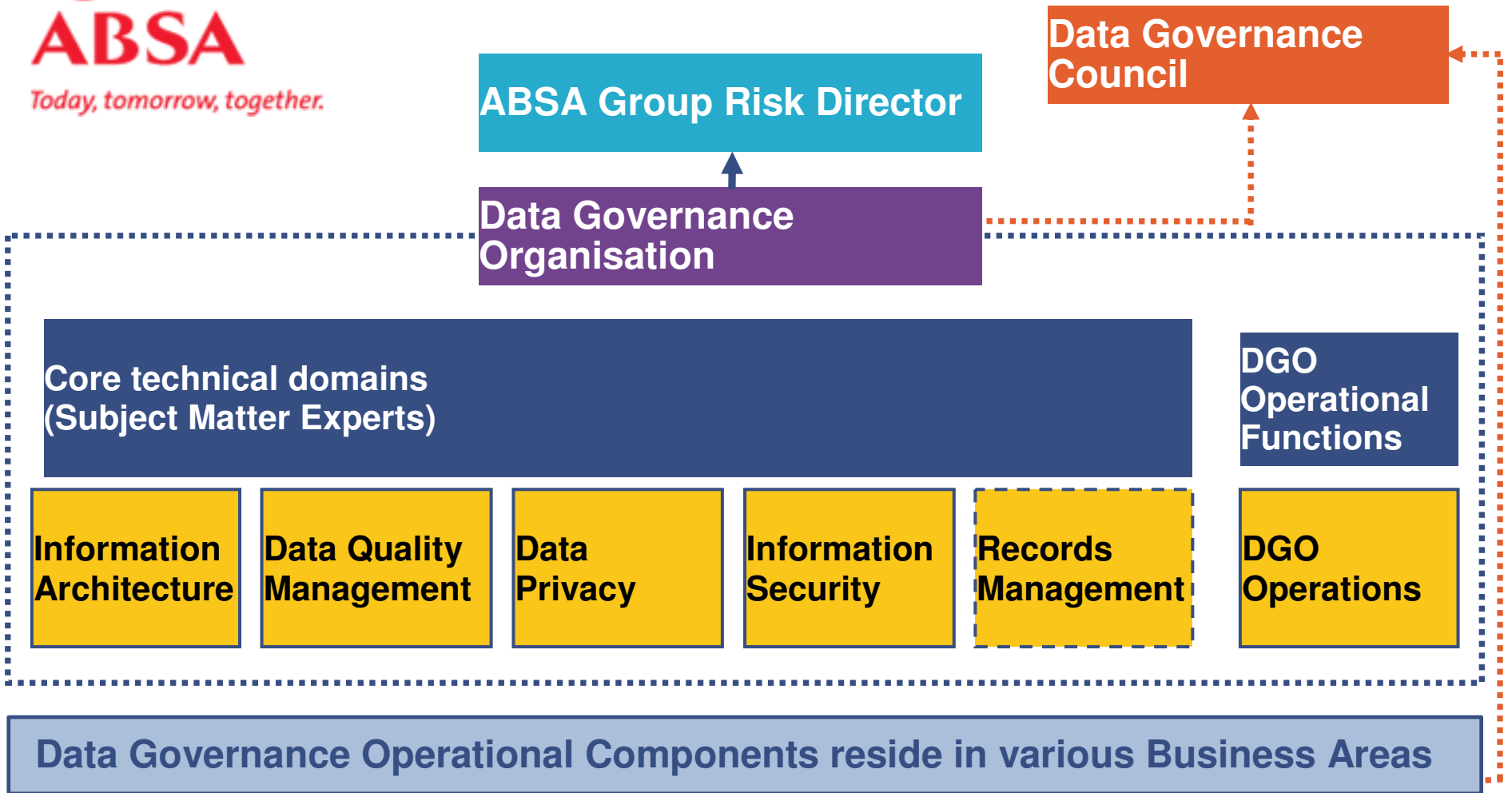
Foundation Tools



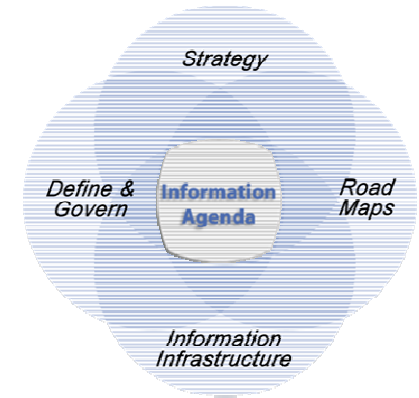
Competency Centres



Absa Data Governance Operating Model



IBM Information Agenda Workshops



- Review Information Agenda
- Understand key business initiatives, strategic priorities, challenges, etc
- 3-hour to 1 day workshop



- Build vision and high level roadmap for IOD journey
- Interviews with key stakeholders from business and IT
- 2-5 day workshop; 2-4 weeks offsite



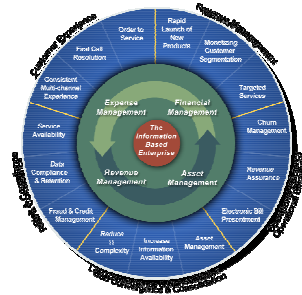
- Defines and scopes an IA project
- Interviews with key project stakeholders from business and IT
- 1-4 week workshop



Industry Specific Information Agenda Accelerators

Proven consulting and technical tools to accelerate the process

Industry Specific
Business
Optimization Maps



Establish a business driven information strategy by identifying business objectives that can be optimized with information and relevant IT projects

IOD Workshops &
Reference
Architecture



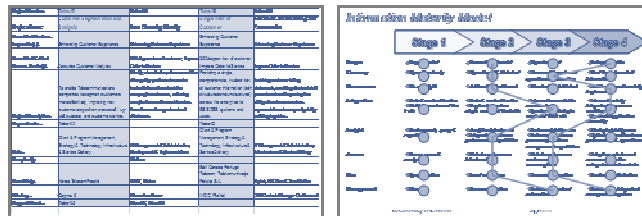
Accelerate development of future state design, identification of key information requirements and gap analysis

Data Governance
Best Practices &
Maturity Model



Establish policies and procedures to drive consistency around how information is defined and used across the enterprise

Maturity Model,
Guides & Roadmap
Templates



Assess business value, dependencies and prioritization of projects to drive successful execution

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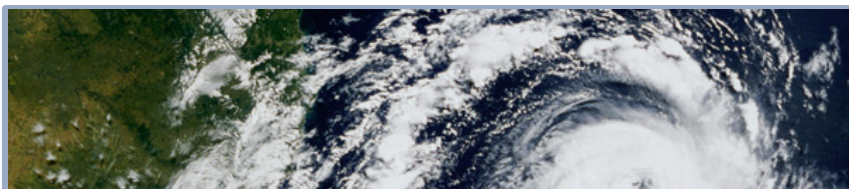
Broad adoption will create profound change



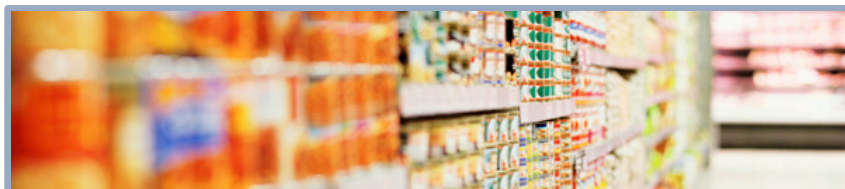
What if insurance claim data could be made to make people healthier and reduce their costs?



What if a medicine's speed to market saved a life? Or a million lives?



What if we could actually and accurately forecast the weather?

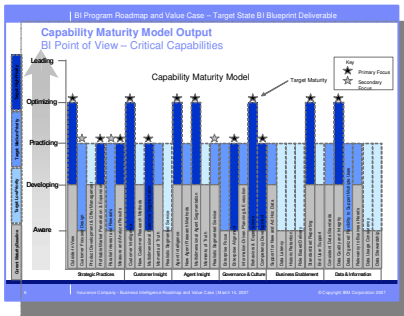


What if you could trace food straight through from the farm to your fork?

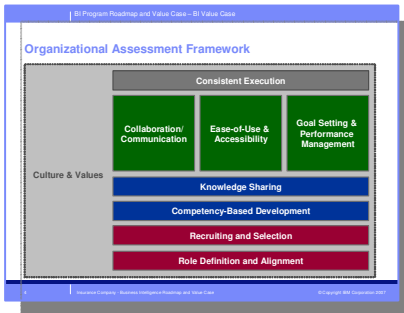
IBM Can Help You Pull All This Together

What should we be doing?

CAPABILITY MATURITY MODEL

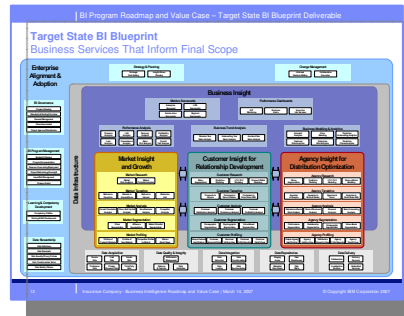


ORGANIZATIONAL READINESS ASSESSMENT

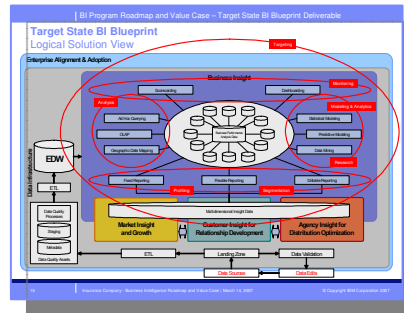


How should we be doing it?

THREE-YEAR BLUEPRINT

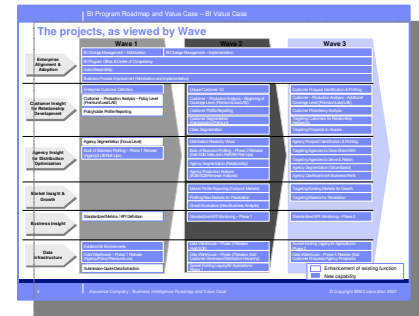


DATA & TECHNOLOGY VISION & GAP ASSESSMENT



When should we be doing it?

ROADMAP

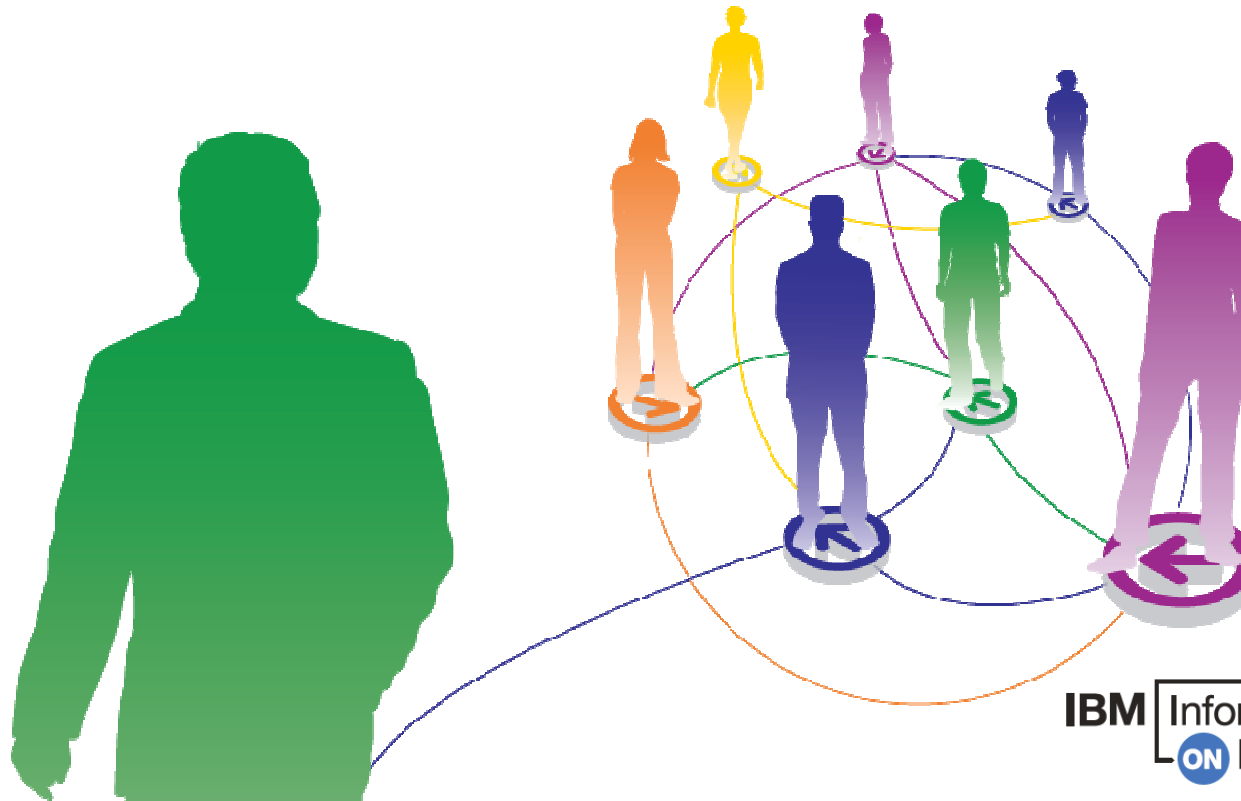


VALUE CASE

Benefits Summary Sheet. The table summarizes benefits, including a table with columns for Benefit, Start, End, and Value. The table lists various benefits and their associated start and end dates, along with their values.

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THANK YOU!



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