Create, Manage and Govern Trusted Information

Brian Kordelski WW Sales Executive, InfoSphere **IBM** Information ON Demand 2010 **INFORMATION-LED** TRANSFORMATION THE M January 21 - SINGAPORE • January 26 - MALAYSIA • January 28 - THAILAND

Session Outline

There are intensifying business pressures (M&A, competitive pressures, regulatory compliance, globalization, etc.) driving the need to get more business value from your information. At the same time, various technical challenges (departmental data silos, rapidly increasing volumes of information, complex IT architectures, etc.) are making it difficult for companies to effectively leverage their information. You must establish an accurate, trusted view of information across the organization to create greater insight and drive more business value. Learn how to best take advantage of all the different technologies in the market to Fast Track your most strategic initiatives.

INFORMATION-LED TRANSEORMATION

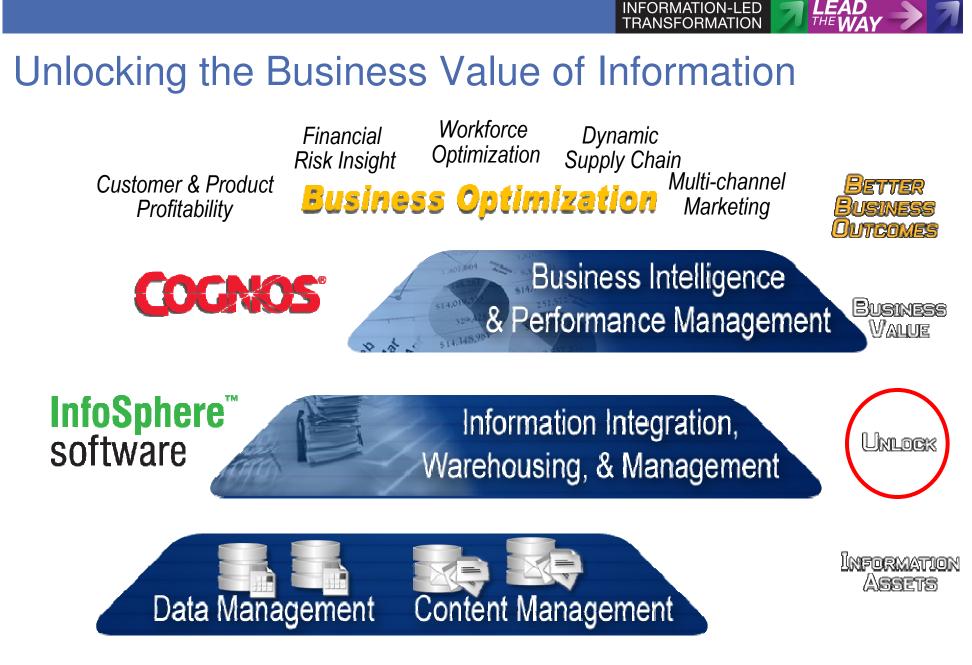


Agenda

- What is our 'Trusted Data Strategy'
 - The Information layer
 - Data Governance
- Start with an effective Design
 - InfoSphere Foundation Tools
 - Integrated Metadata Environment
 - Benefits
- Accelerate & Optimize with Integration
 - Cleansing
 - Transformation
- Questions



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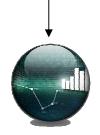




The Trusted Information Story

Single, trusted view of information across the organization, managed over a strategic period







Collective intelligence & agreement on what

Appropriate sources of data and content to create trusted

Processes for managing trusted information over a strategic period

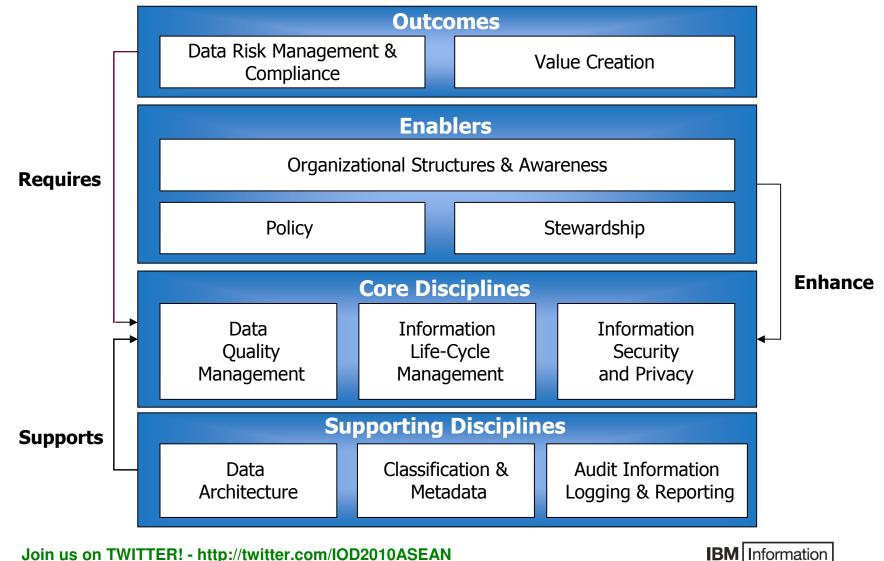
Shared Definitions

Appropriate Information Sources Information Management Processes

Information Governance



Information Governance Maturity Model



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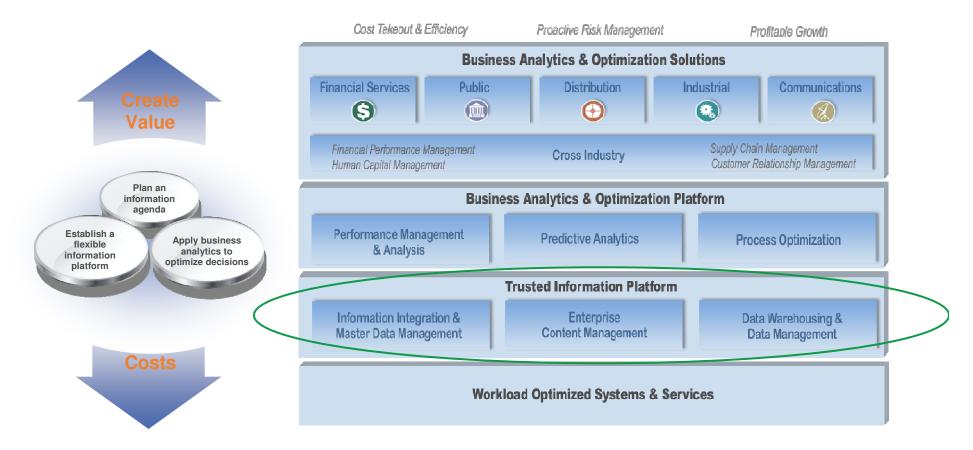
THE WAY

ON Demand 2010

Data Governance Council

Information-Led Transformation

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Trusted Information Across The Enterprise *A Range Of Capabilities Are Needed*

Get a single view of your business ...

Discover, design and govern your data ...



Deliver better business intelligence faster

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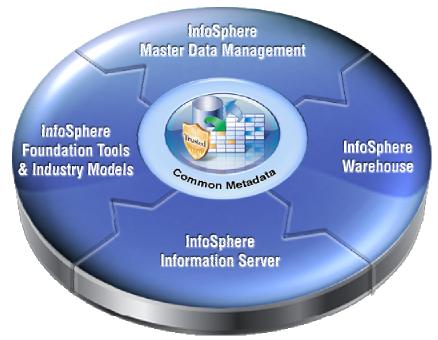
Simplify the complexity of information integration ...



The InfoSphere Vision

An Industry Unique Information Platform

- Simplify the delivery of Trusted Information
- Accelerate client value
- Promote collaboration
- Mitigate risk
- Reduce costs

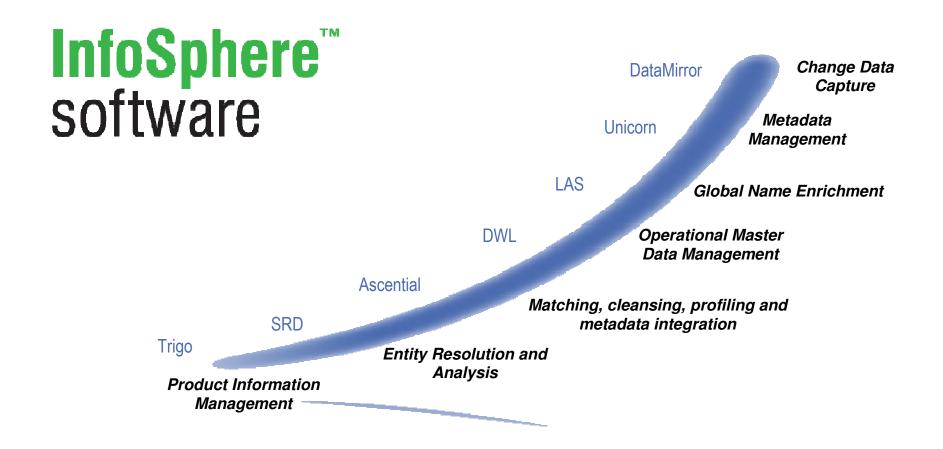


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THE WAY

The InfoSphere Software Evolution

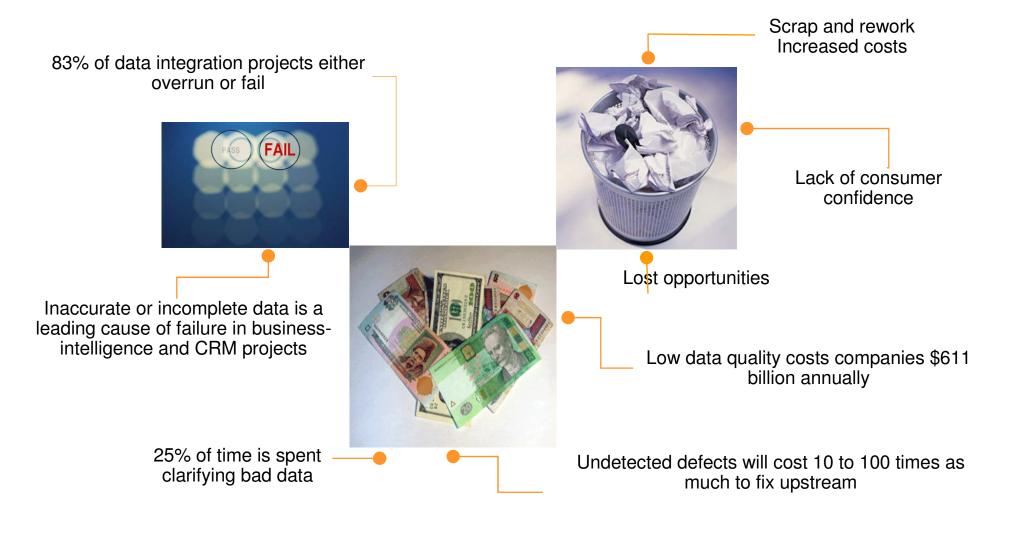






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Incorrect Information impacts the business





IBM Information Services in the Context of defined User Roles *Integration brings Information together*

- Integration & transformation are key to enabling information to be used in new business contexts
- Needs to be metadataand data-driven
- Multiple information experts and project managers rely on and use the information imparted by the metadata and the data





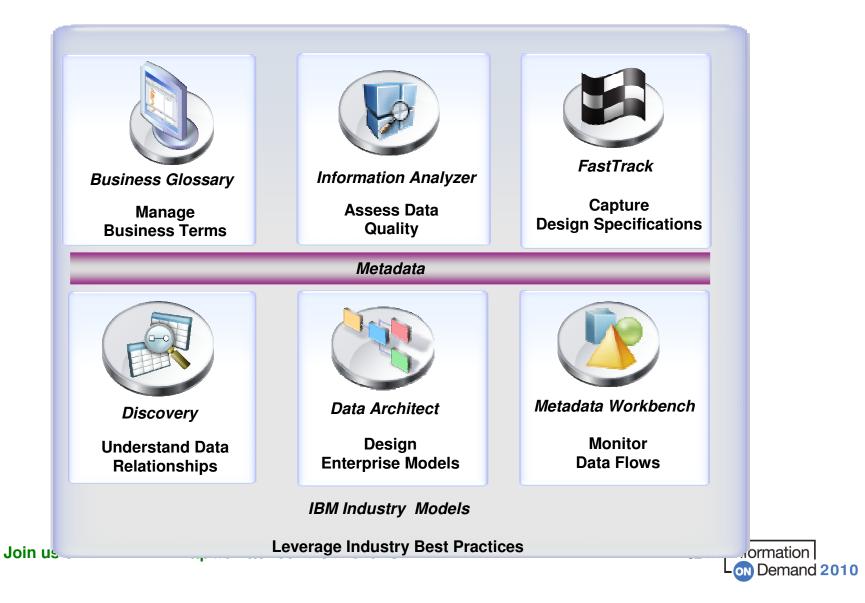
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IBM Information Demand 2010

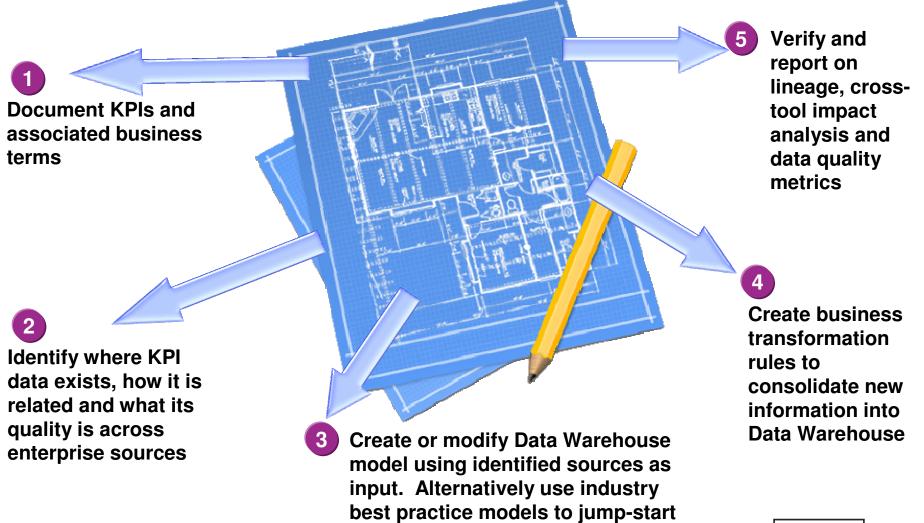
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InfoSphere Foundation Tools

Govern your information assets – while leveraging the metadata



InfoSphere Foundation Tools Use Case Scenario



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InfoSphere Business Glossary



Create and manage business vocabulary and relationships and related to physical sources

Business Glossary

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Requirements

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> Capture business terms and classifications

- Link business terms and classifications to IT assets
- Identify data stewards and make glossary accessible

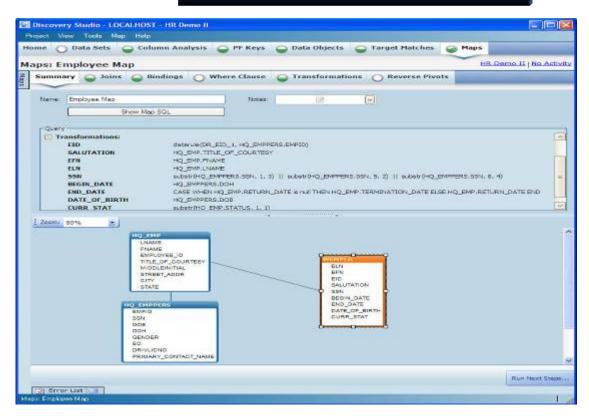
- Context for information is available to everyone, immediately
- IT projects are aligned with data governance
- Collaboration increases across business and IT



InfoSphere Discovery



Accelerate project deployment by automating discovery of your distributed data landscape



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Requirements

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 Define business objects for archival and test data applications

THE WAY

- Discover data transformation rules and heterogeneous relationships
- Identify hidden sensitive data for privacy

- Automation of manual activities accelerates time to value
- Business insight into data relationships reduces project risk
- Provides consistency across information agenda projects



InfoSphere Information Analyzer



Information Analyzer

Analyze source data quality and monitor adherence to integration and quality rules

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Requirements

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- Perform data quality assessment
- Define business rules to monitor data quality

THE WAY

 Establish stewards for governance of data quality

- Identify data quality issues early to reduce project risks
- Monitor quality metrics over time for compliance
- Create business confidence with trusted information



InfoSphere Data Architect



Model, visualize, and relate diverse and distributed data assets

Data Architect

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Requirements

- Design and manage enterprise models
- Enforce model conformance to enterprise standards
- Leverage industry data models for best practices

- Speed design activities
- Populate Business Glossary from model terms
- Validate models for enterprise conformance



InfoSphere FastTrack



Capture Design Specifications and accelerate translation into data integration projects

FastTrack

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Requirements

- Capture business requirements for source to target mappings
- Leverage source analysis and business vocabulary
- Generate candidate ETL jobs

Benefits

- Accelerate development of integration processes
- Centralized management of specifications
- Audit design decisions over time

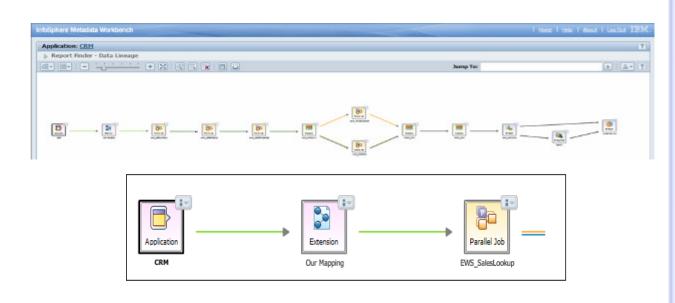


InfoSphere Metadata Workbench



Metadata Workbench

Support information governance with traceability on data movement, modeling & BI applications



Requirements

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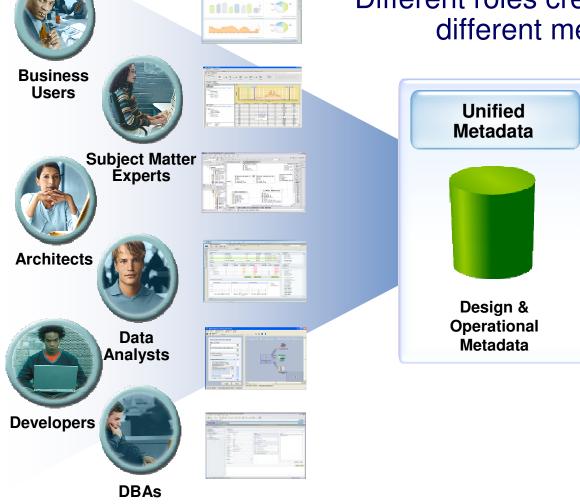
 Understand the impact of making changes to information environment

- Visualize and trace information flows across enterprise landscape
- Access and report on operational metadata

Benefits

- Avoid system disruptions
- Provide audit information for data governance
- Build trust with LOB users





Different roles create/consume different metadata

Simplify Integration

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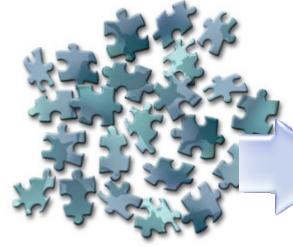
Facilitate change mgmt and reuse

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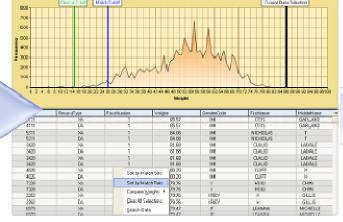
- Increase trust and confidence in information
- Increase compliance to standards



Cleansing Your Data



InfoSphere QualityStage





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Complete & accurate view

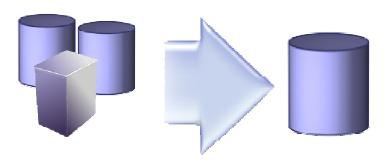
- Redundancies
- Lack of standards
- Unlinked records
- Incorrect data
- Standardizes and matches data
 - Removes duplicates
 - Cross-references matching records
 - Survives a single complete record
 - Cleanses & enriches data



- Codeless visual design
- Hundreds of built-in transformation functions
- Optimized for reuse
- Supports balanced optimization to leverage database processing power
- Batch and real-time support

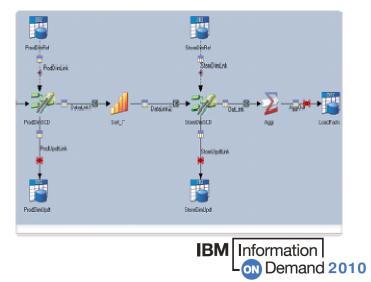


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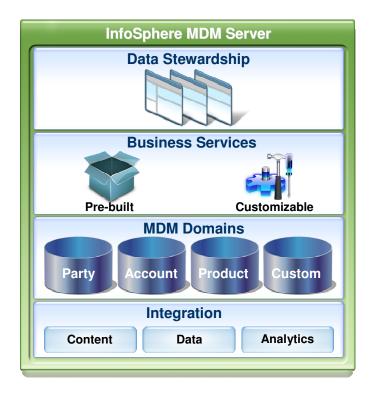
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InfoSphere MDM Server Single source of truth for master data for all applications

- Business Services
 - Enables business process to easily leverage master data
 - Speed time-to-value, reduce subsequent phase investment
- Functionality
 - Stewardship: Data Quality, Stewardship, & User Interfaces
 - Events: Event Management & Business Rules
 - Security & Entitlement: ROV
- Multi-domain
 - Extensible data model supporting domains including Party, Product, Account & Location
 - Relationships between domains
- MDM Workbench
 - Tooling for easy extensions to data and UI generation
- Robust Data Integration
 - Pre-built Data Integration & Quality



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Benefits of IBM InfoSphere MDM Portfolio

Advanced Functionality and Usability

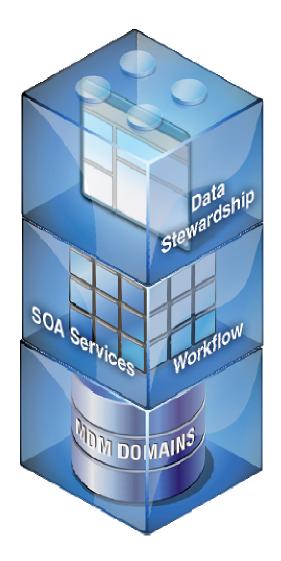
- Delivering trusted information via workflow, business processes, UIs
- Providing flexibility, Accelerating time-to-value
- Easily adapts to your environment

Technology Leadership

- Managing Complexity and Volumes in data sources
- High Performance, scalability, large scale references
- Integrating to front and a back end applications

Strategic MDM Vision

- Roadmap addresses customers needs for growing scope
- Additional Domains, New Functionality
- Innovation

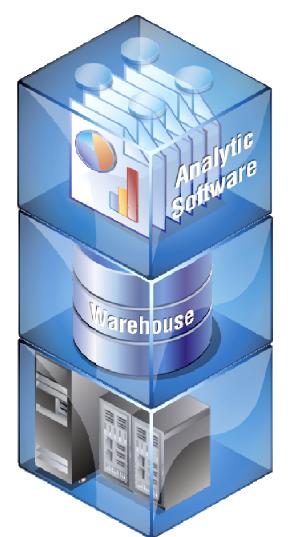


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IBM Smart Analytics System The Solution



The IBM Smart Analytics System is a complete, pre-integrated & optimized analytics solution designed to accelerate your businesses ability to quickly deliver insight where and when it's needed, and to adjust and grow based on your company's ever changing business needs.

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broad analytic capabilities

- powerful warehouse capabilities
- scalable and fully-integrated IBM hardware
 - set-up services and single point of support

Deliver results in days instead of months.

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Thank You & Questions

