



Leveraging Information For Smarter Business Outcomes With IBM Information Management Software

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WW Information Management Sales
IBM Software Group

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Agenda

Our Smarter Planet and the Information Challenge

The Growing IBM Information Management Portfolio

How to Get Started...the IBM Information Agenda

Business Partner Value

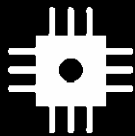


The World Is Becoming Smarter

FLATTER



SMALLER



INSTRUMENTED



INTERCONNECTED



INTELLIGENT

Data Explosion In A Smarter World!

Volume of Digital Data

- 57% CAGR for enterprise data through 2010
- Machine generated data : Sensors, RFID, GPS..

Variety of Information

- 80% of new data growth is unstructured content
- Emails, images, audio, video..

Velocity of Decision Making

- Rapidly changing business climate
- Need to get ahead of the curve : predict issues and fix them

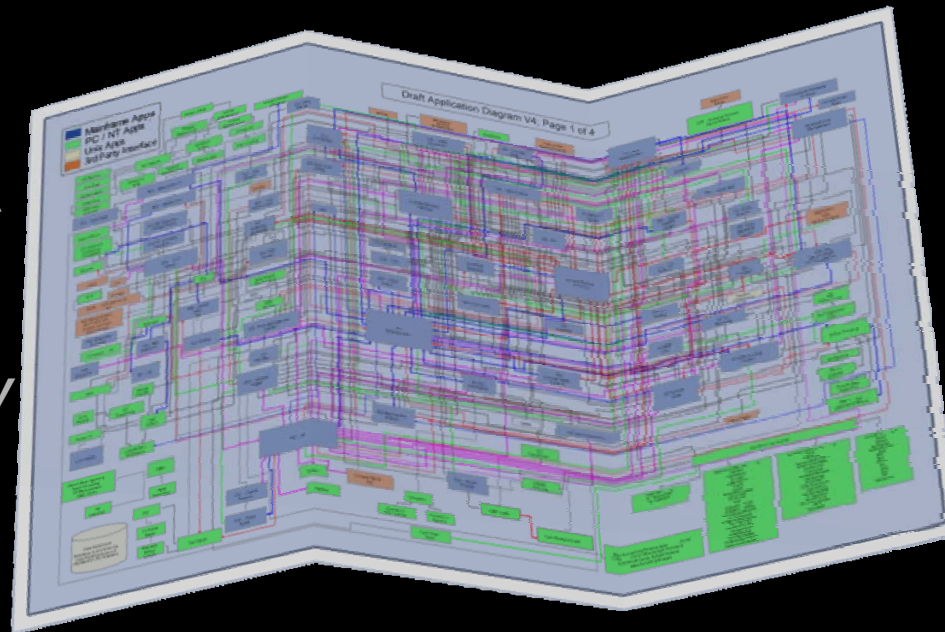


New Data → New Information!

But, How Do We Leverage Information For Smarter Business Outcomes?

42% of managers use wrong information at least once a week

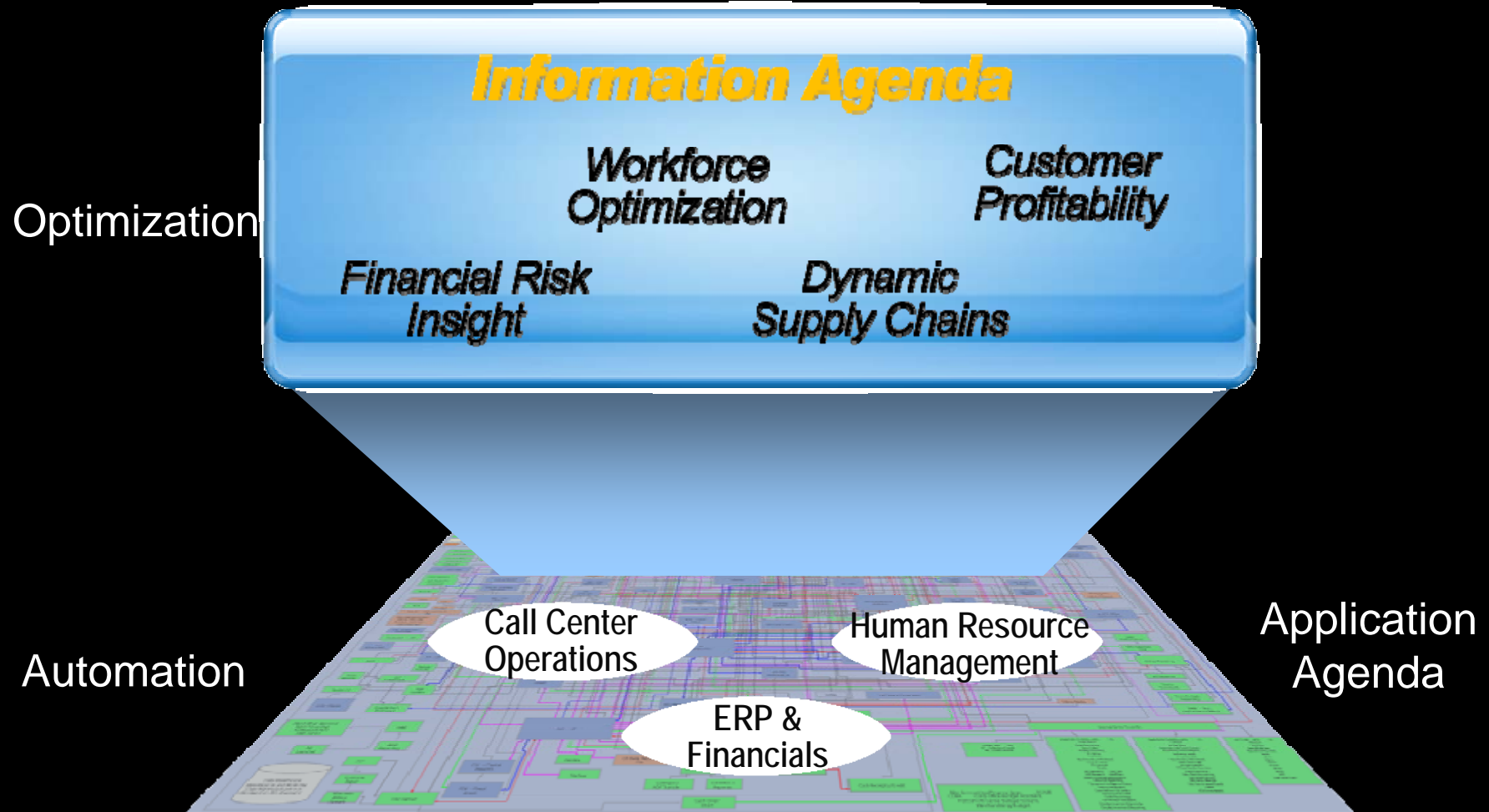
59% of managers miss information valuable to their jobs because they can't find it



47% of users don't have confidence in their information

Sources: Accenture Survey, January 2007, AIIM Survey, July/August 2007

Think Differently To Drive Smarter Business Outcomes



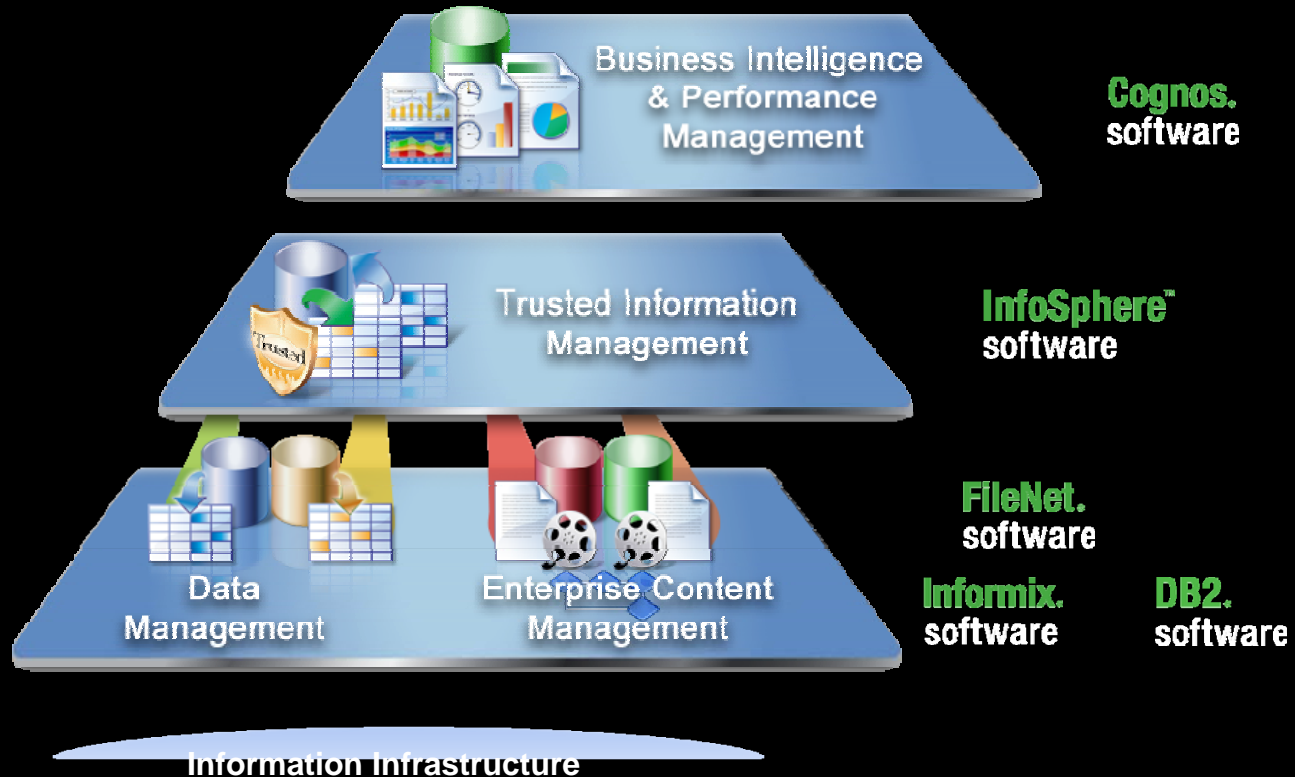
Leverage Information For Smarter Business Outcomes Software Portfolio

Financial Risk Insight Workforce Optimization Dynamic Supply Chain

Customer & Product Profitability **Business Optimization** Multi-channel Marketing



End-to-end Capabilities



Why IBM? ...IBM Leads Overall and in all Categories



"...the only vendor in the leadership quadrant: Business Intelligence Services, Data Quality, Data Integration, Customer Data Integration, Info Access..."



"...Since 2006, IBM has deliberately & doggedly constructed an unparalleled portfolio of software ...it's difficult to see how any competitors will be able to compete anytime soon..."



IBM has stayed maniacally focused on helping companies to build a "trusted information" layer. It adds technologies when they emerge as important differentiators.

Corning Reduces Cost by Millions Of Dollars

CORNING

Business Challenge

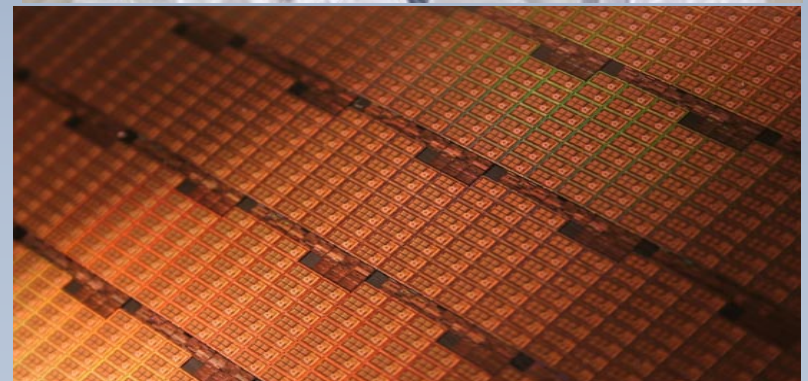
- Consistent data growth of 25% to 30% annually had caused significant performance issues throughout the PeopleSoft ERP

What's Smart?

- Archive data from PeopleSoft production environment to improve performance & save on storage costs using IBM Optim Data Growth Solution

Smarter Business Outcome

- Achieved full ROI of \$10 million over a 3 year period and a payback in 9 months
- Improve payroll, HR and finance processing times by 60%



The Co-operators **Increases Revenue**



Business Challenge

- Create a source for complete and accurate customer information to drive sales across lines of business

What's Smart?

- Core customer information hub built on service oriented architecture for maximum flexibility, with cross-references to policy, claims and billing systems

Smarter Business Outcome

- Insurance agents and customer service representatives can up-sell and cross-sell more effectively, growing revenues and enhancing customer loyalty



“ MDM Server provides services that are both reactive and proactive. The product proactively identifies customer events and responds in real time, alerting other applications of the detected events.”

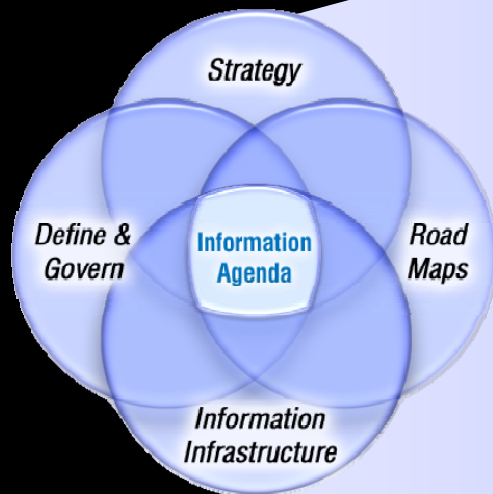
Jay Woo, Vice President, Information Technology

New Information Management Offerings

IBM Offering	IM Segment	Reduce costs and risks	Increase revenues	Increase productivity	Accelerate integration of mergers & acquisitions
No paper weight	ECM	✓		✓	
eDiscovery	ECM	✓		✓	✓
Accelerate implementation of enterprise applications	InfoSphere	✓	✓	✓	✓
Drive real-time business insight with lower operational costs	InfoSphere	✓	✓	✓	
Data Growth	Data Mgmt	✓		✓	✓
Lower the Cost of Data: Ask Me How	Data Mgmt	✓		✓	✓
Cognos Reporting	Cognos	✓	✓	✓	✓
Cognos Financial Performance Management	Cognos	✓	✓	✓	✓

Leverage Information For Smarter Business Outcomes: How To Get Started!

Proven Approach



Software

Business
Intelligence

Business Intelligence
Performance
Management

Cognos.
software

Information
Management

InfoSphere™
software

Content
Management

FileNet.
software

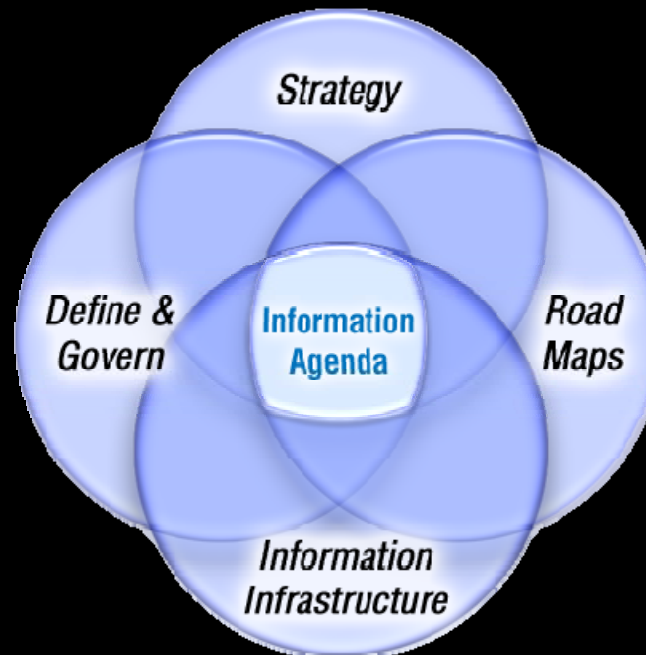
DB2.
software

Informix.
software

Smarter Business Outcomes With Information Agenda

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

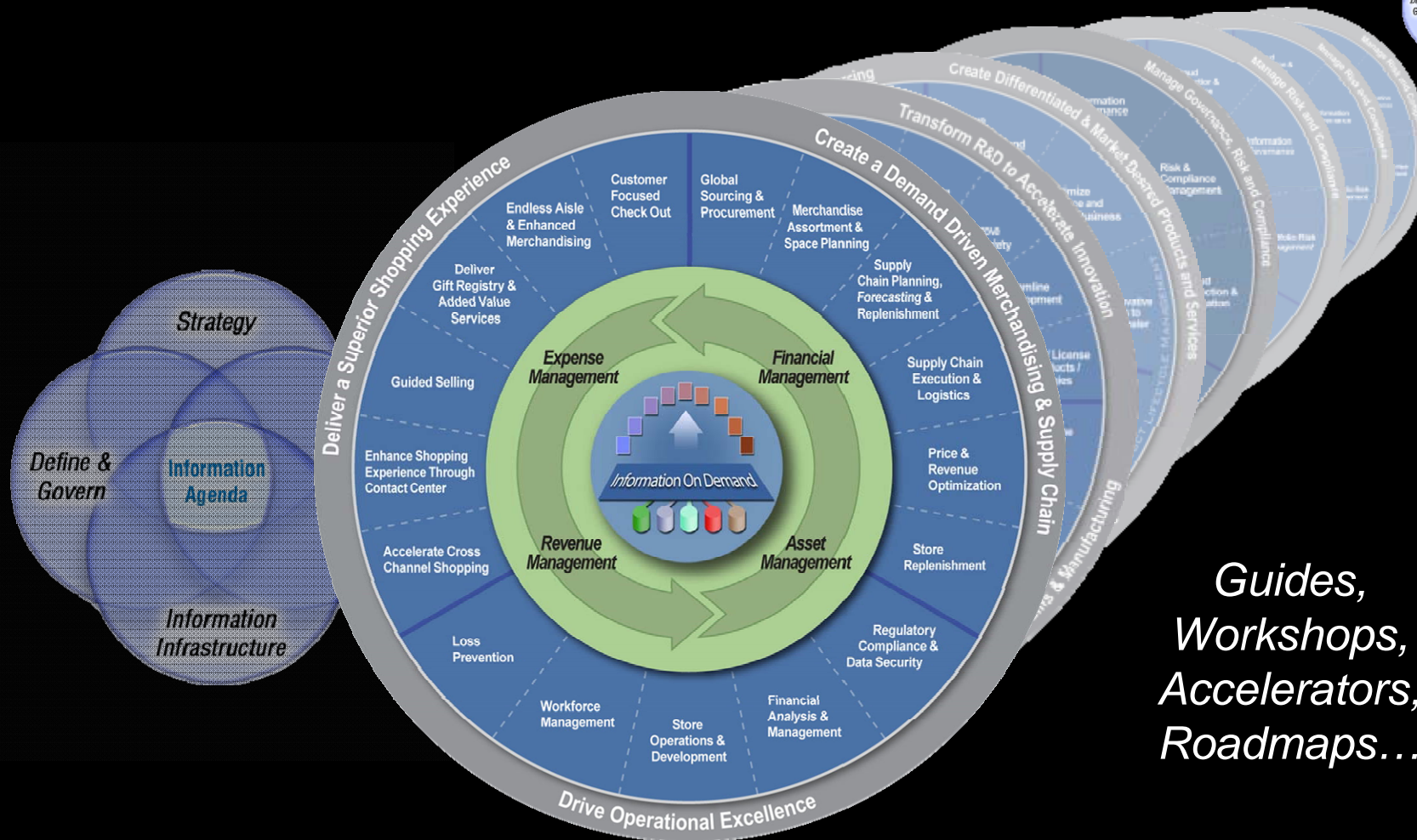
Align people,
process, &
information



Accelerate
projects for short
& long-term ROI

Architect an extensible
information infrastructure

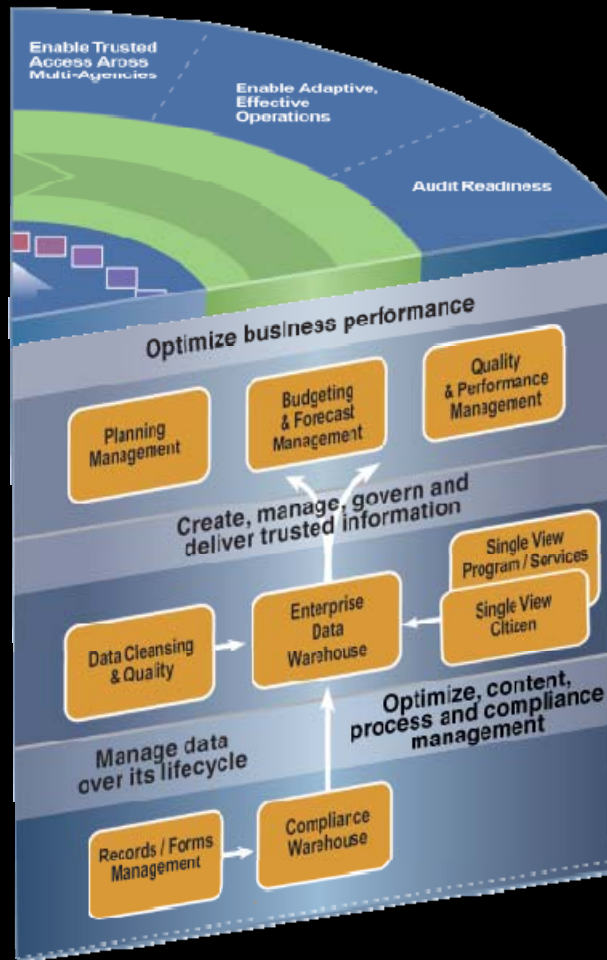
Smarter Business Outcomes With Information Agenda Strategy, Roadmaps: Information Agenda Guides



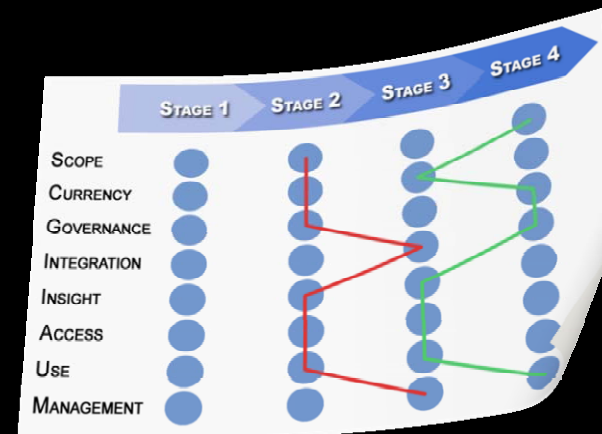
*Guides,
Workshops,
Accelerators,
Roadmaps...*

Smarter Business Outcomes With Information Agenda Strategy, Roadmaps - Information Intensive Projects

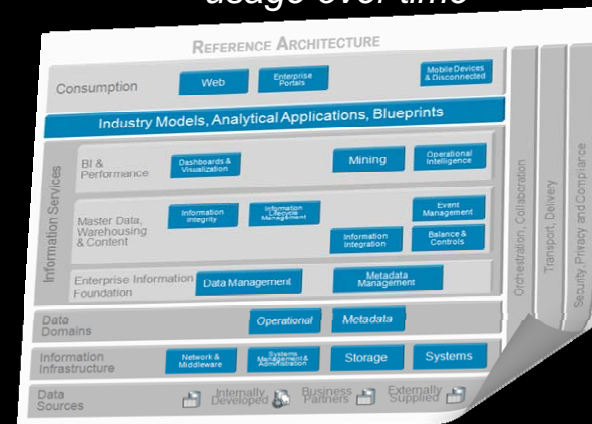
Proven Approach



Develop an adoption roadmap for the organization



Raise maturity of information usage over time



Connect the roadmap to a reference architecture

LVMH Increases Productivity Of Sales Force

Business Challenge

- Difficult to measure productivity and assess business performance across 50 prestigious brands worldwide
- Limited access to information across regions (esp. Asian growth countries)

What's Smart?

- Created a robust information analysis and reporting system for sales and marketing to understand customer buying patterns and adjust product mix

Smarter Business Outcome

- Better product mix increased daily deliveries by 100%
- Improved sales force productivity and customer



"Our business is driven by customers and our ability to understand what drives them adds value."

Driving Growth with our Business Partners

Growing Community

*Over 2,000 New
Business Partners
Since IOD Inception...*

Growing Recognition

*Innovation,
Support,
Partnership...*

Growing Business

*with our Business
Partners...*

Certified for



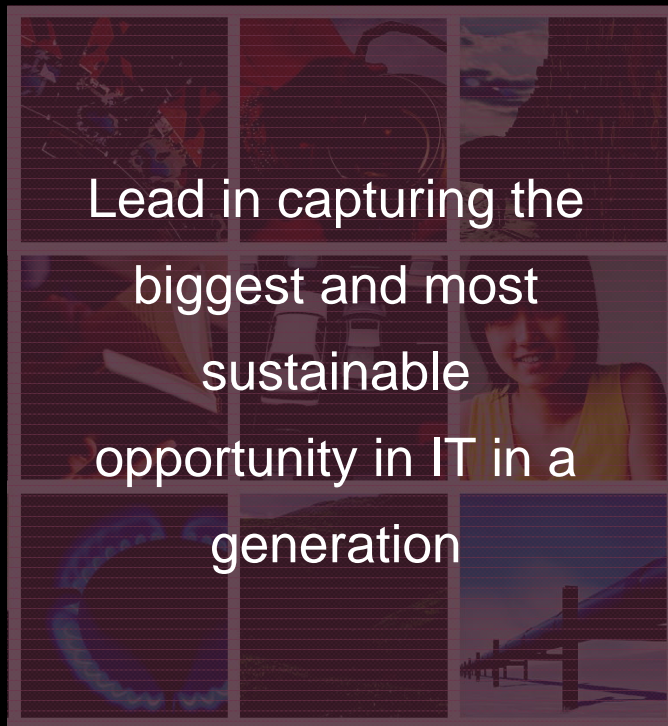
**Information
Management**

software



**Double
Digit
Growth**

Together, We are Well Positioned in 2009 and Beyond



IBM + partners provide
concrete, differentiating value
to the businesses and institutions of a
growing world

IBM has major differentiating capabilities:

Global reach and scale

Stronger in high-growth segments

Able to deliver complete solutions

Mature, experienced and disciplined

Financial strength and flexibility

Together, we must:

**Invest in the skills and capabilities
required to seize it**

**Provide clients with a differentiating
level of solution value and success**

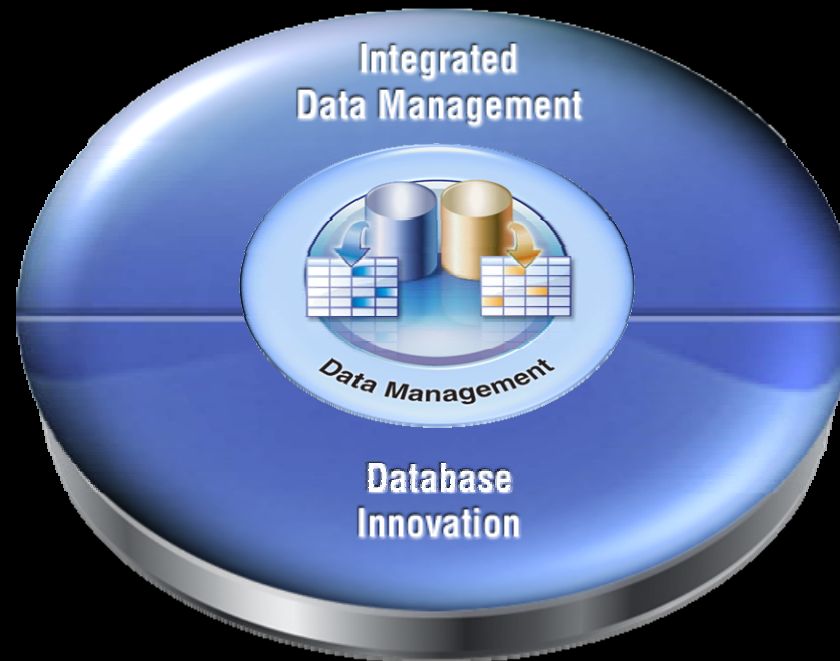
Thank you!

Data Management

Manage data over its lifecycle

Software

Improve performance, cut costs and reduce risks
IBM Optim, DB2/IMS tools



Lower the cost of data and
improve service levels

Free information to create
new business value

IBM DB2, IMS, Informix, solidDB, U2

Enterprise Content Management

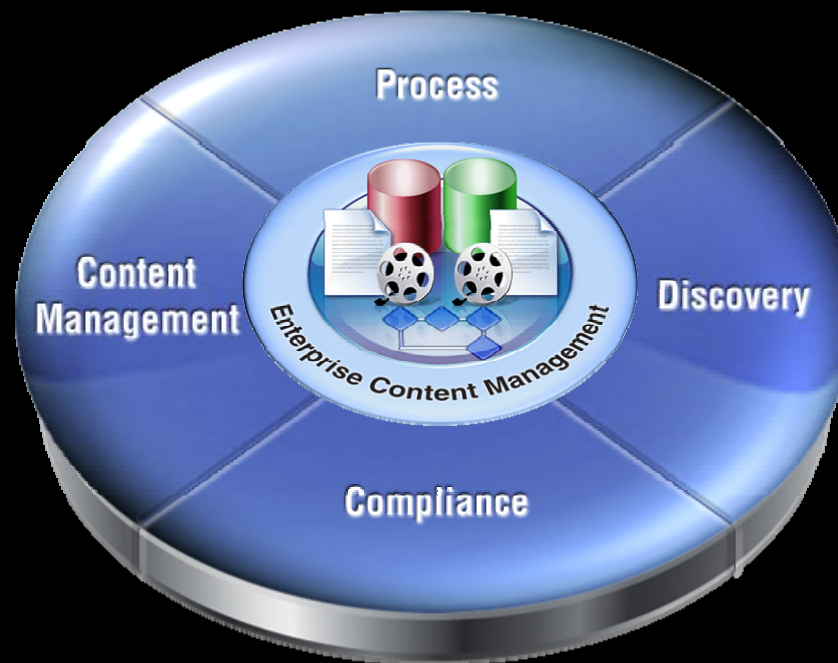
Optimize content, process and compliance management

Software

Optimize content-centric business processes

IBM FileNet BPM

Capture, manage & leverage your enterprise content
IBM FileNet Content Manager,
IBM Content Manager



Create insight from unstructured information
IBM OmniFind

Manage regulatory compliance

IBM Compliance Warehouse

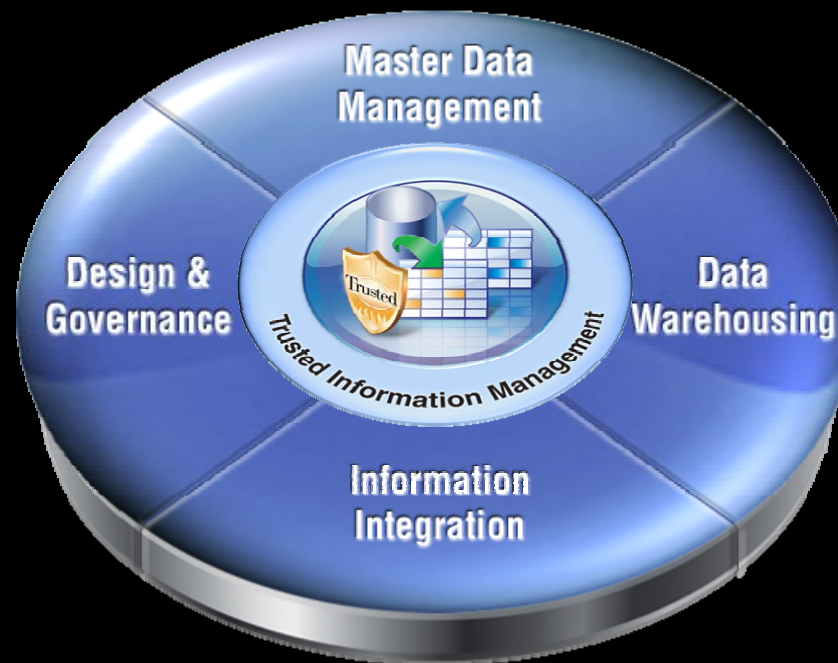
Trusted Information Management

Software

Create, manage, govern and deliver trusted information

Get A single view of your business
IBM InfoSphere MDM Server

Get your arms around
your data
IBM InfoSphere
Foundation Tools



Deliver better business
intelligence faster
IBM InfoSphere
Warehouse

Consolidate your application infrastructure
IBM InfoSphere Information Server

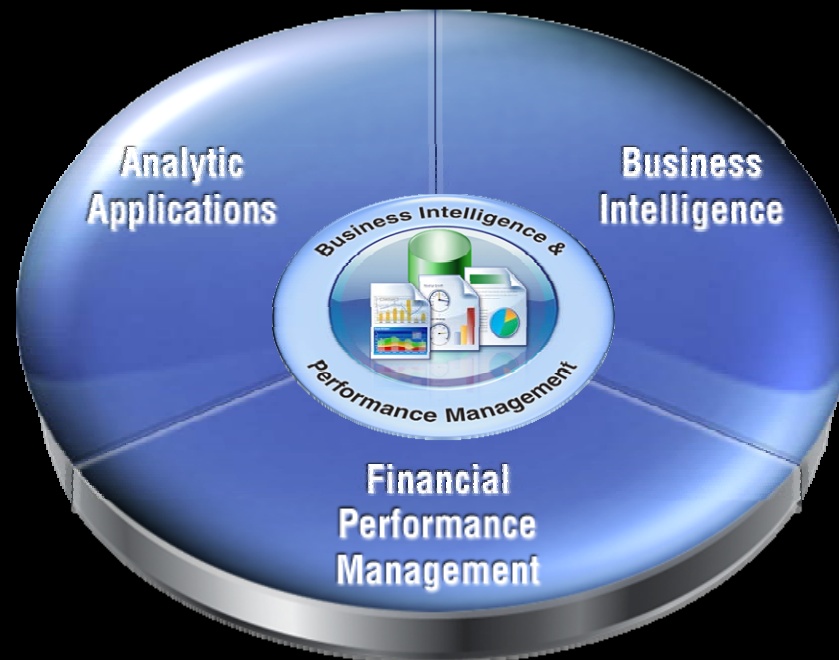
Business Intelligence & Performance Management

Optimize business performance

Software

Realize fast time to value with adaptable, packaged BI applications

IBM Cognos 8 Analytic Applications



Make better, faster decisions by sharing, understanding, analyzing and sharing information

IBM Cognos 8 BI

Drive dynamic, reliable and sustainable financial performance management practices

IBM Cognos 8 Planning, IBM Cognos 8 BI, IBM Cognos 8 Controller
IBM Cognos TM1

JB Hunt Increases Revenue



Business Challenge

- Manual billing & deliveries made before customers could accept

What's Smart?

- Complete billing process visibility
- Automated carrier assignment & billing – drivers know when customers can take deliveries and charge automatically if the customer delays delivery

Smarter Business Outcome

- Accurately track and bill charges to the customer adding \$870K in revenues annually
- 6 times improvement in billing staff productivity



"The success of the HAWK Power Detention System has demonstrated the value and potential of IBM FileNet P8 for J.B. Hunt. As a result, other divisions within the company are exploring business process management as a way to remove non value-added work and add dollars to the bottom line. "

Tarek Taha Engineering Manager JB Hunt

Why Become an IBM Software Business Partner?

Why Team with IBM

Highly-rated **compensation package** for maximum cash flow and ROI (with additional rewards for Mid-Market focus and value-add)

Comprehensive technical resources, education & enablement to build expertise and minimize your cost

Leverage IBM Software cost-effective and expert **marketing resources** quickly and easily

Become part of "Team IBM" to optimize effectiveness and exploit economies of scale with the aid of IBM resources to help optimize your participation in IBM offerings, share resources, skills, support, opportunities, and jointly develop go-to-market plans and tactics using the IBM award-winning PartnerWorld portal

Why Invest and Grow with IBM

Exploit the **market pull** of the industry's largest and well recognized IT solution vendor

Improve **customer responsiveness** with comprehensive, cost-effective accessible **technical support** and enjoy rewards through the IBM's certification program

Grow your IBM business with **revenue multipliers** judged highest in the industry by Business Partners - enjoy significant up-sell/cross-sell and annuity revenue opportunity

Business Analytics & Optimization

IBM Global Business Services Consulting Organization



Dedicated to advanced business analytics & business optimization...

*Over 4,000
Dedicated
Consultants
Worldwide*

*Pervasive Skill
Across All
Practices*

*Leveraging IBM
Software, and
Research...*

	BAO Strategy	BI& Performance Management	Advanced Analytics & Optimization	Enterprise Information Management	Enterprise Content Management
	<ul style="list-style-type: none"> • BAO Strategy and Roadmap • BAO Process Improvement • BAO Governance 	<ul style="list-style-type: none"> • Dashboards & Scorecards • Planning, Budgeting, & Forecasting • Business Analytics & Reporting 	<ul style="list-style-type: none"> • Advanced Analytics • Analytic Applications • Predictive Modeling • Business Optimization • Visualization 	<ul style="list-style-type: none"> • Data Integration • Data Quality • Data Architecture • Master Data Management 	<ul style="list-style-type: none"> • Document & Records Management • Web 2.0 / Web Content Management • Digital Asset & Rights Management • Archiving & Record Management

Creating More Value for You
In Order to Become Your Partner of Choice

**IBM Software ValueNet
Growth Through Skills**

Solution Leadership
Flexible Teaming Models
Positioned for Profitability
Aligned for Channel Focus
Invested in Enablement

Information Infrastructure

Securely manage information and mitigate business risks

Keep information secure & protected

Information protection services, Internet Security Services, Tivoli Key Lifecycle Manager, System Storage DS8000 drive-level encryption, IBM Power Systems, System x and System z

Keep information available & accessible

Storage optimization & integration services, Business continuity & resiliency services, System Storage SAN Volume Controller, IBM Power Systems, System x and System z



Retain & manage information more efficiently

Data mobility services, Scale out file services, System Storage ProtecTIER deduplication, Tivoli Storage Manager

Reduce reputation risks and audit deficiencies

Enterprise Archive Services, System Storage N Series with SnapLock, System Storage Archive Manager (SSAM)

Major U. S. Insurance Services Company Reduces Risk Of Legal Non-compliance

Major U. S. Insurance
Services Corporation

Business Challenge

- Lacked ability to respond rapidly to legal discovery demands for email
- 3.5B emails in back up storage – no easy way to search/retrieve

What's Smart?

- Email archiving, retention and retrieval solution for Enterprise message servers
- 30,000 mailboxes, 1.2M daily volume, 750M archived

Smarter Business Outcome

- Ensure compliance with Discovery Orders, avoiding penalties and judgments from inability to produce emails in timely fashion
- Search across mailboxes and apply multiple holds, preventing critical email deletion and ensuring email retention for the required duration
- Deduplication stores email and attachments more

