

# IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



## The Business Case for data quality

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# The Business case for Data Quality

Organizations around the world understand the importance and value of their information assets.

At the same time, executives are not fully leveraging this information, due to the lack of accuracy, consistency, relevance, and timeliness.

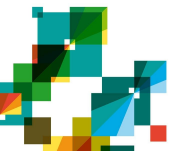
As a result, Information Governance has moved to the forefront, as companies struggle with how to effectively design and implement an Information Governance program.

... there is much to be said in favor of a platform-based approach to data quality

Philip Howard

Research Director information Management, Bloor Research

This session describes a proven, comprehensive, and practical approach to enterprise Information Governance and highlights the ~~cost of not~~ **benefits** of having quality of information.

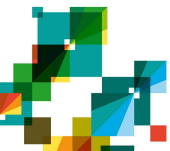




## KEYWORD: DATA QUALITY

It is all about creating the ***Information Supply Chain***, so that information consumers are sure to have the right information presented to them every time, everywhere in their business context.

- The starting point is “Information Governance”
  - A combination of process, people and technology
  - Meant to deliver incremental value and limit risk for our Clients
- Conversations on Information Governance start with Business Owners and involve IT afterwards.



Information Governance is the orchestration of people, process and technology to enable an organization to Optimize, Protect and Leverage both Structured and Unstructured data as an enterprise asset



*People*



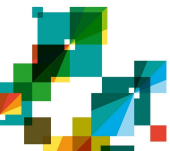
*Process*

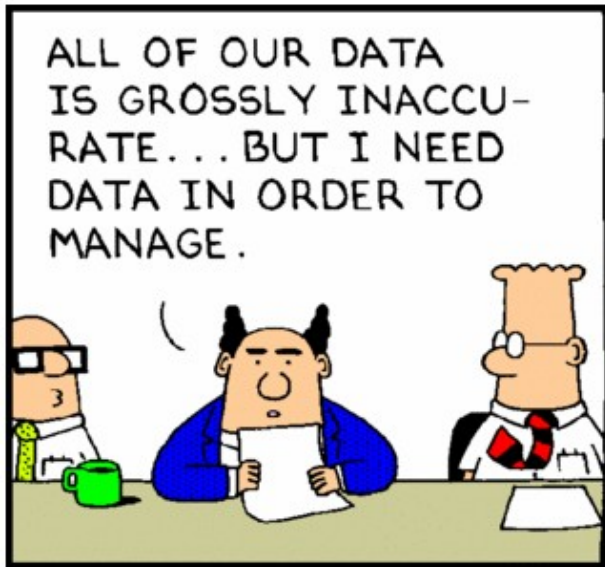


*Technology*

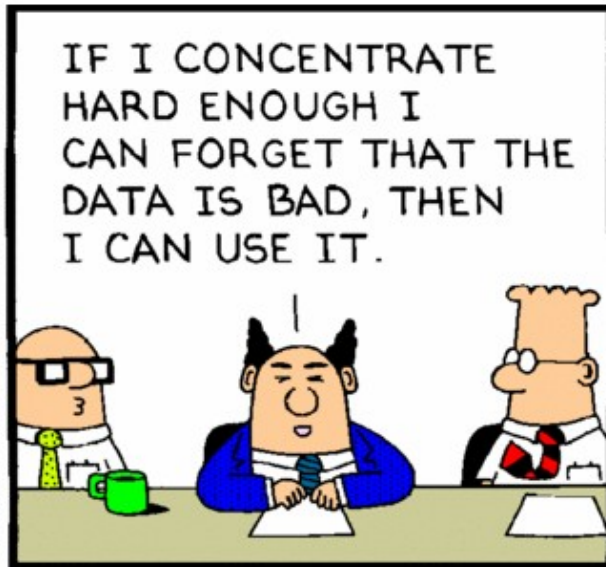
**The core objectives of a governance program are:**

- Guide information management decision-making
- Ensure information is consistently defined and well understood
- Increase the use and trust of data as an enterprise asset
- Protect data and comply with regulatory requirements

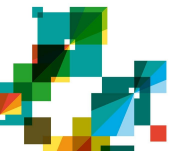




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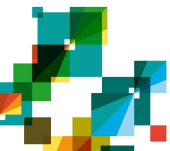
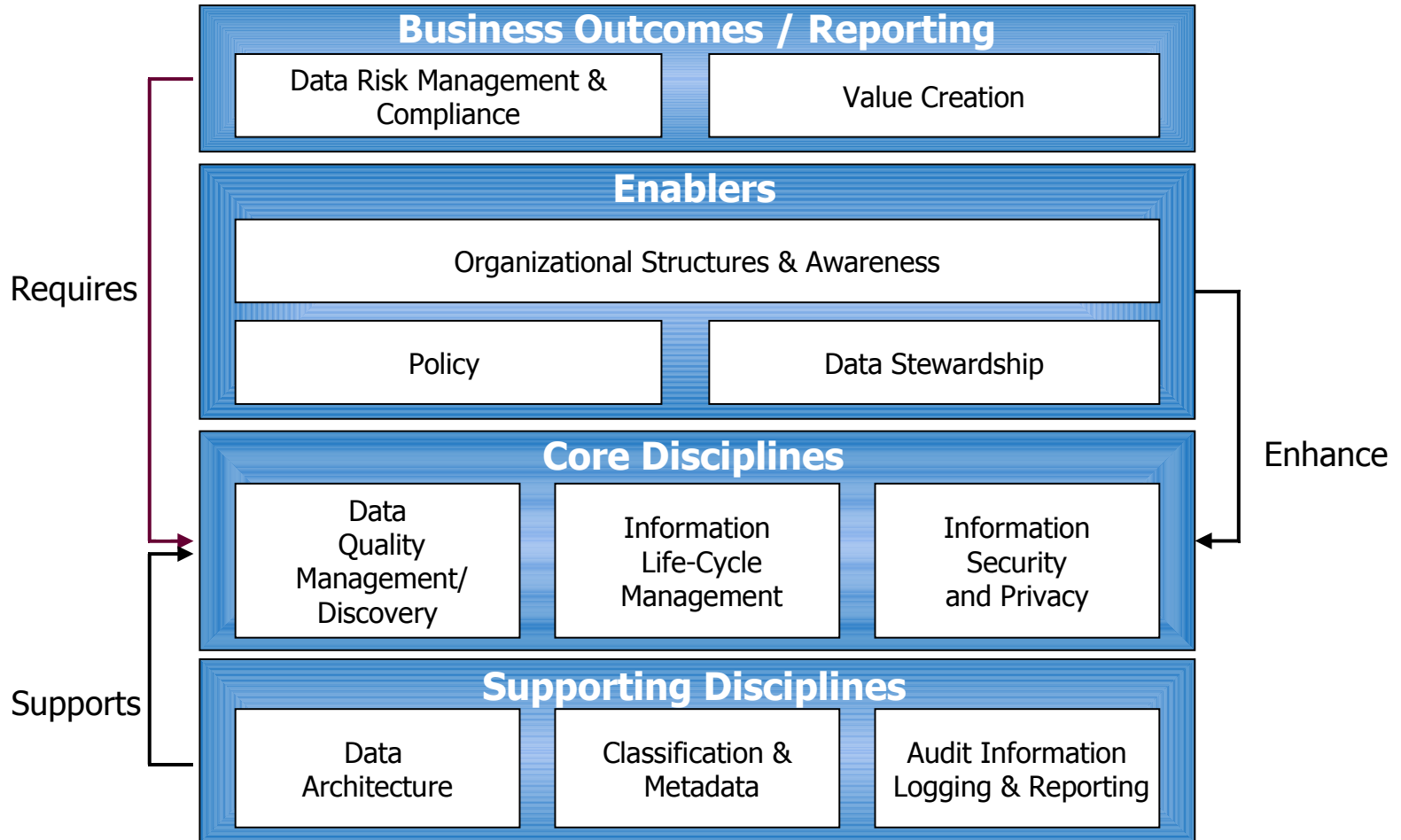


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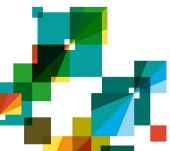
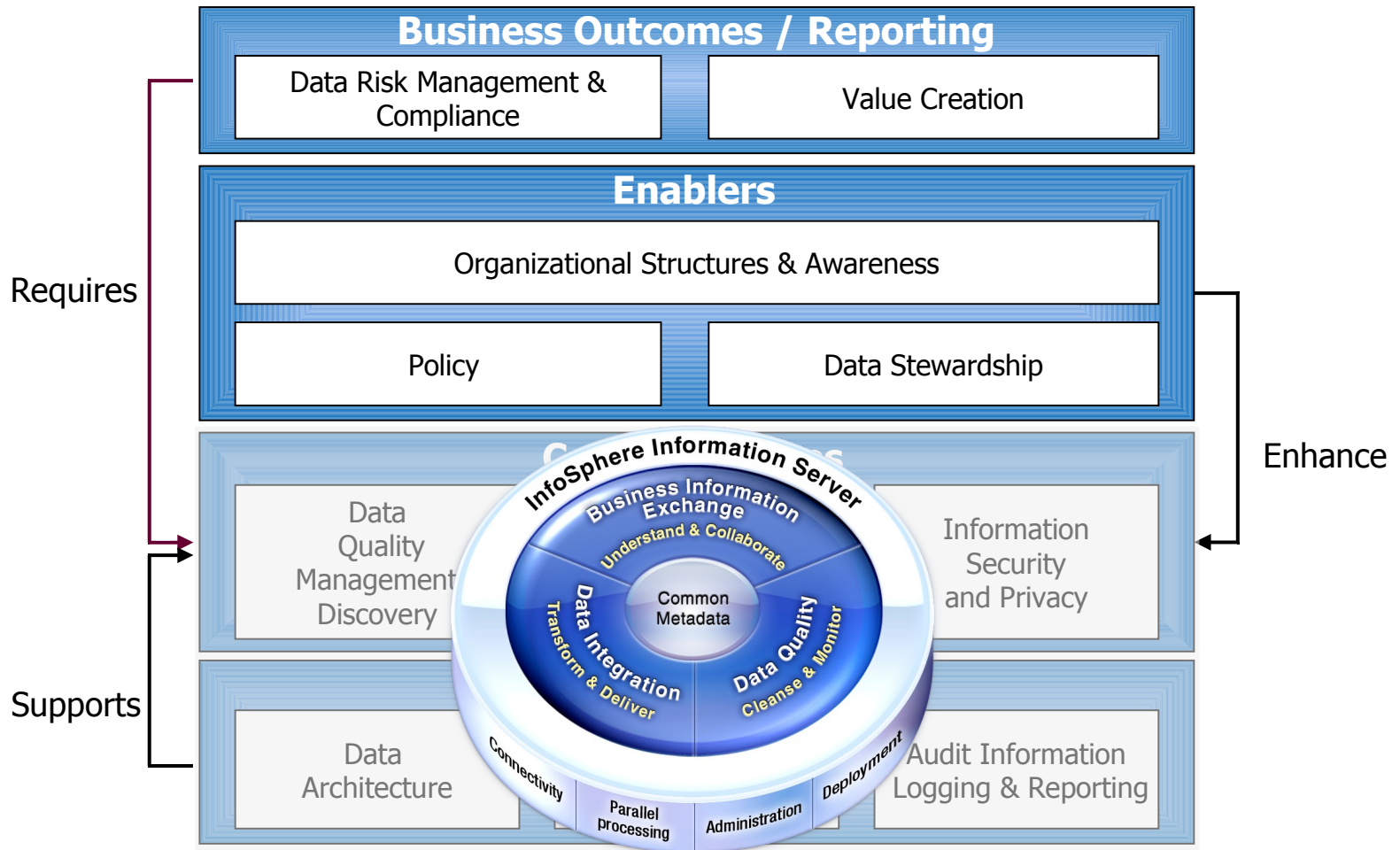


The Information Governance Council ([www.infogovcommunity.com](http://www.infogovcommunity.com)) identified and grouped Eleven domains of Information Governance Capability based upon their primary relationships





# IBM InfoSphere Information Server covers the entire “technology” discussion of Information Governance

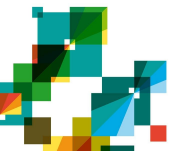
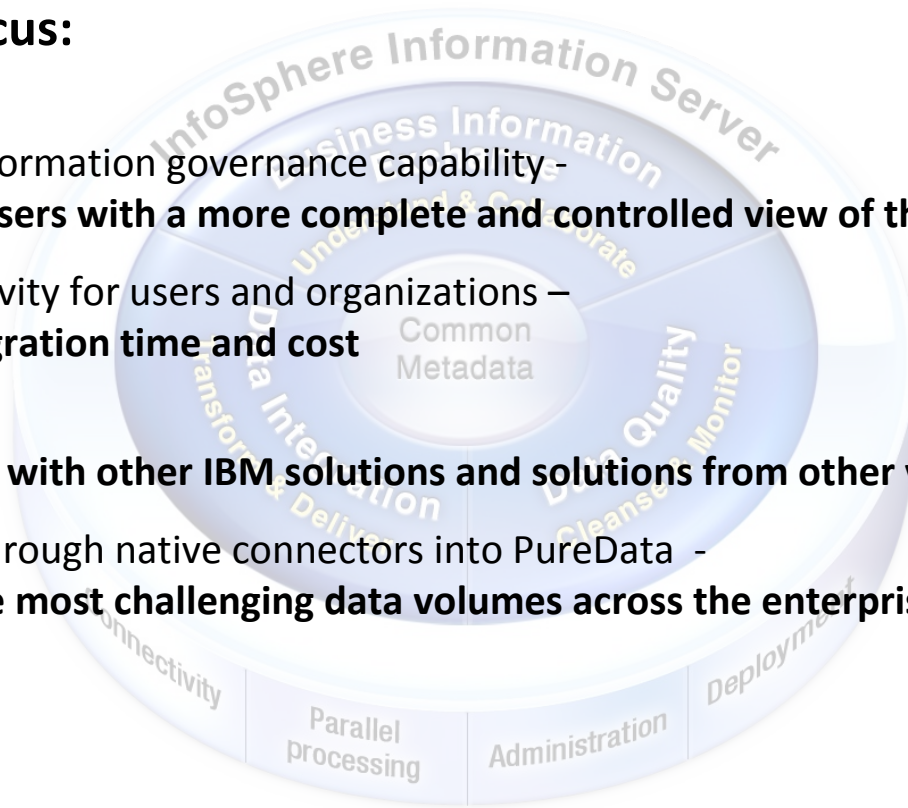




# What is the Information Server?

## Four areas of focus:







- Comprehensive information governance capability -
  - **Empowering users with a more complete and controlled view of their information**
- Enhanced productivity for users and organizations –
  - **Reducing integration time and cost**
- Tight integration –
  - **Linking closely with other IBM solutions and solutions from other vendors**
- Big data support through native connectors into PureData -
  - **Addressing the most challenging data volumes across the enterprise**







# Developing trust requires information to be...

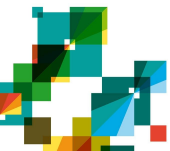
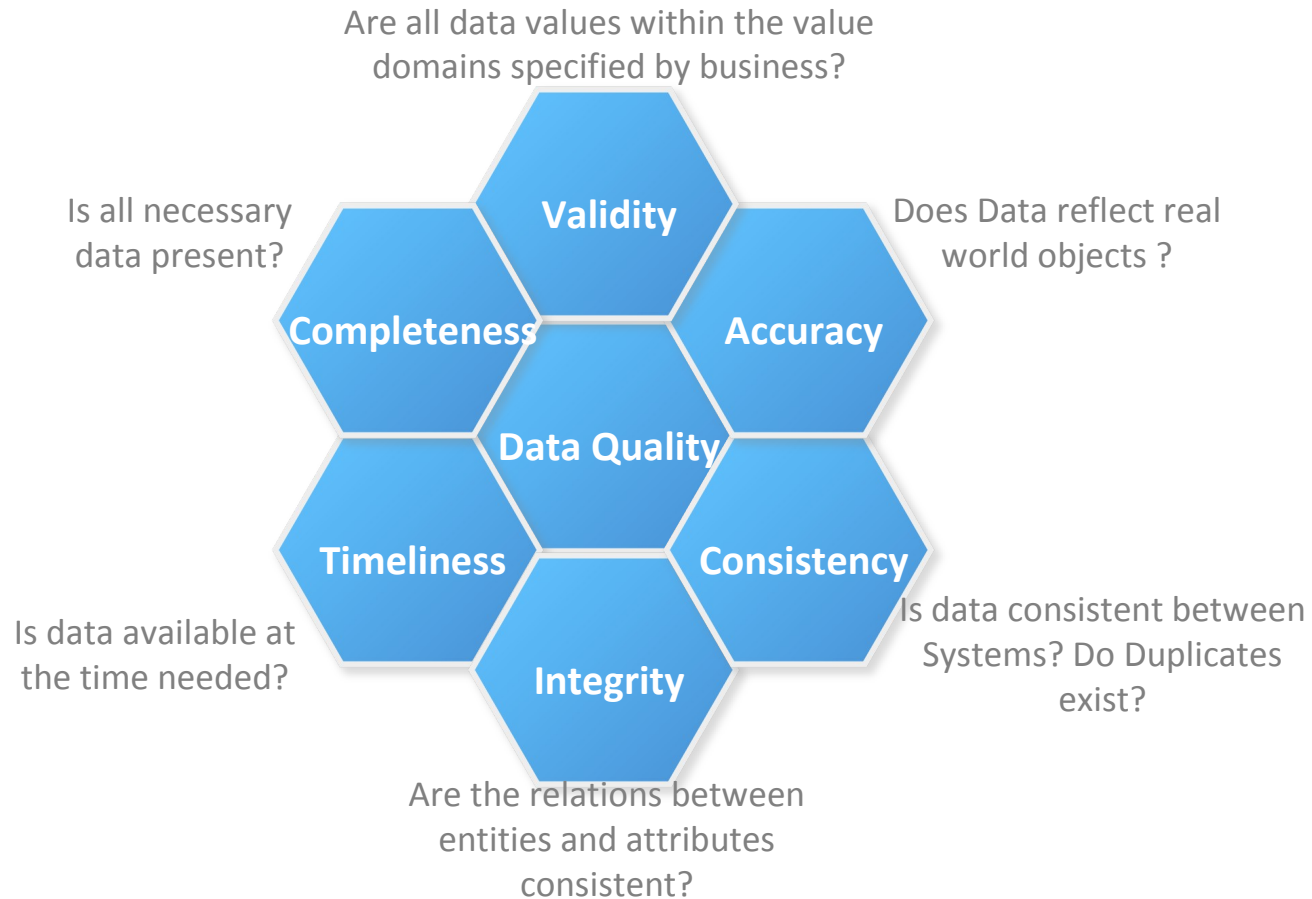
 <p>Understood</p>	Discover, profile and share metadata	Share definitions and policies across projects		
 <p>Correct</p>	Standardize, cleanse and match	Agree upon standards and uses of data		
 <p>Holistic</p>	Technology	People & Process		
 <p>Current</p>			Master records for a single version of the truth	Establish ownership of data and policies
 <p>Secure</p>			Manage the lifecycle and retire data	Enforce retention and disposal policies
 <p>Documented</p>			Protect and monitor	Define data access policies and actions
			Maintain lineage of data	Surface data history to business users



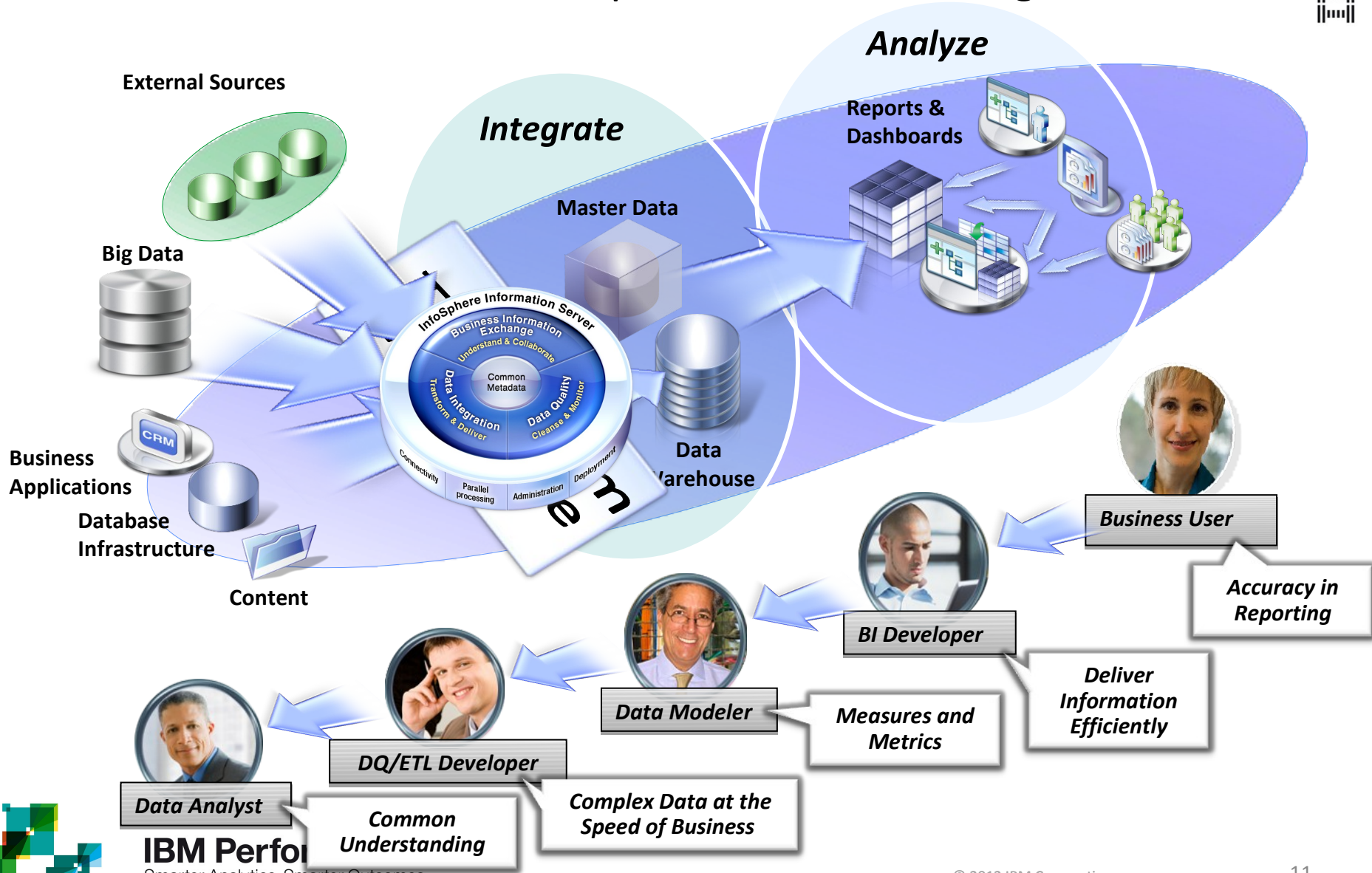


# Measuring Data Quality as an indicator for successful deployment of Governance, leading to Value Creation for the Enterprise

(adapted from Information Management Magazine)



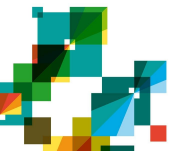
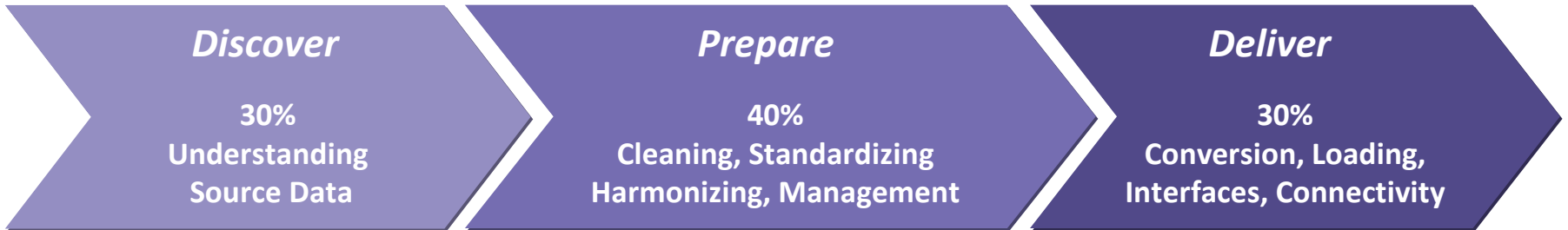
# Need for Trusted Information spans all across the organization





In Information consolidation projects data transformation and integration efforts consume typically 15% – 30% of the total budget .

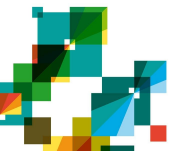
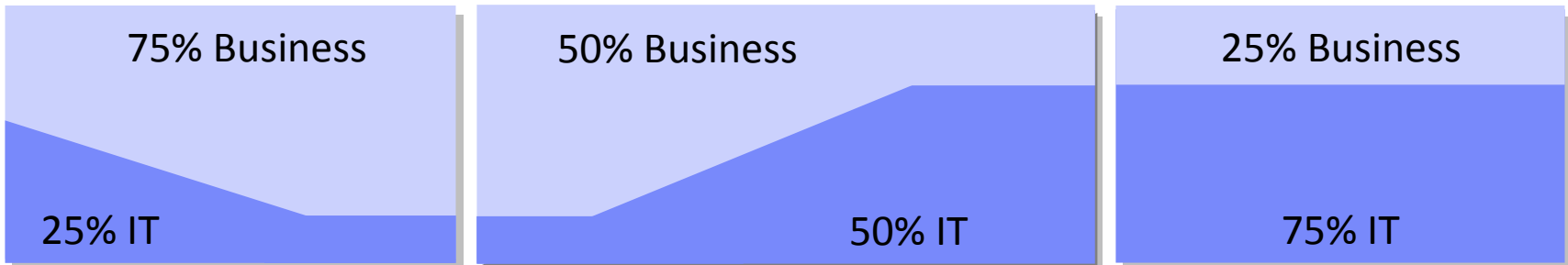
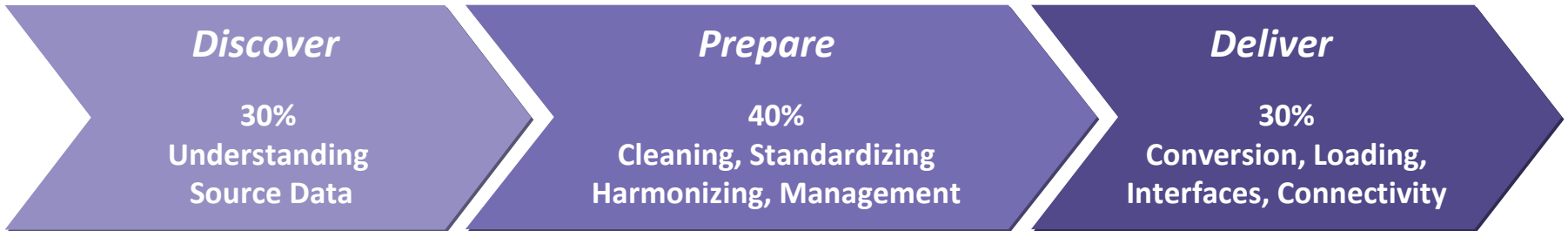
Data Integration/Migration Activities



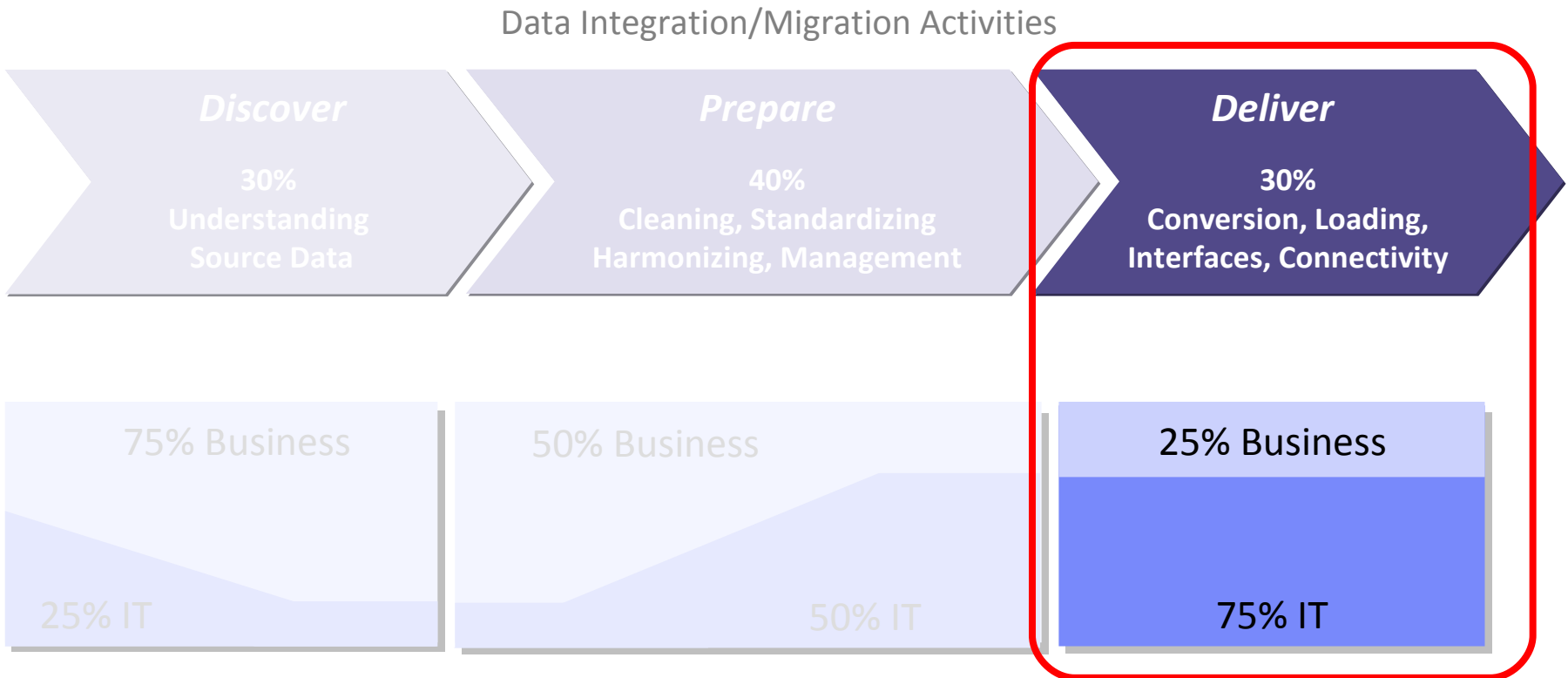


Especially in the early phases prior to the actual data transfer business Involvement is key – any doubts on roles and responsibilities put the success of the consolidation at risk

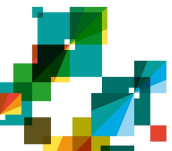
Data Integration/Migration Activities



But traditionally, too many consolidation projects focus mainly on the technical data transfer ...



**... thus the implementations suffer from data quality issues and miss their business objectives.**



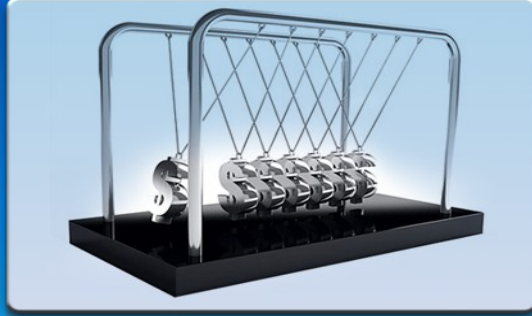


To support achieving the business objectives an integration approach needs to be comprehensive, incremental, and transferable



## Comprehensive

Creating comprehensive capabilities, e.g. glossaries, metadata, integration processes while reducing complexity of the information infrastructure with positive impact on delivery and costs



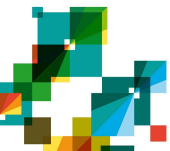
## Incremental

Current integration projects scale to meet growing business requirements



## Transferable

Support of information governance helps to leverage integration efforts across multiple projects and diverse environments





# The Challenge: Independent Integration



Secure Enterprise Data &  
Ensure Compliance



Deliver Trust  
Information for  
Warehousing  
Business Ana



Consolidate  
& Retire Applications



Transform Enterprise  
Business Processes &  
Applications with Trusted  
Information



**Information Integration & Governance**

- Understanding
- Defining
- Cleansing
- Transforming
- Testing
- Delivering
- Securing
- Archiving
- Mastering



Integrate & Govern  
Big Data



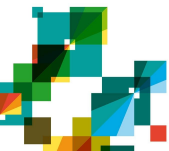
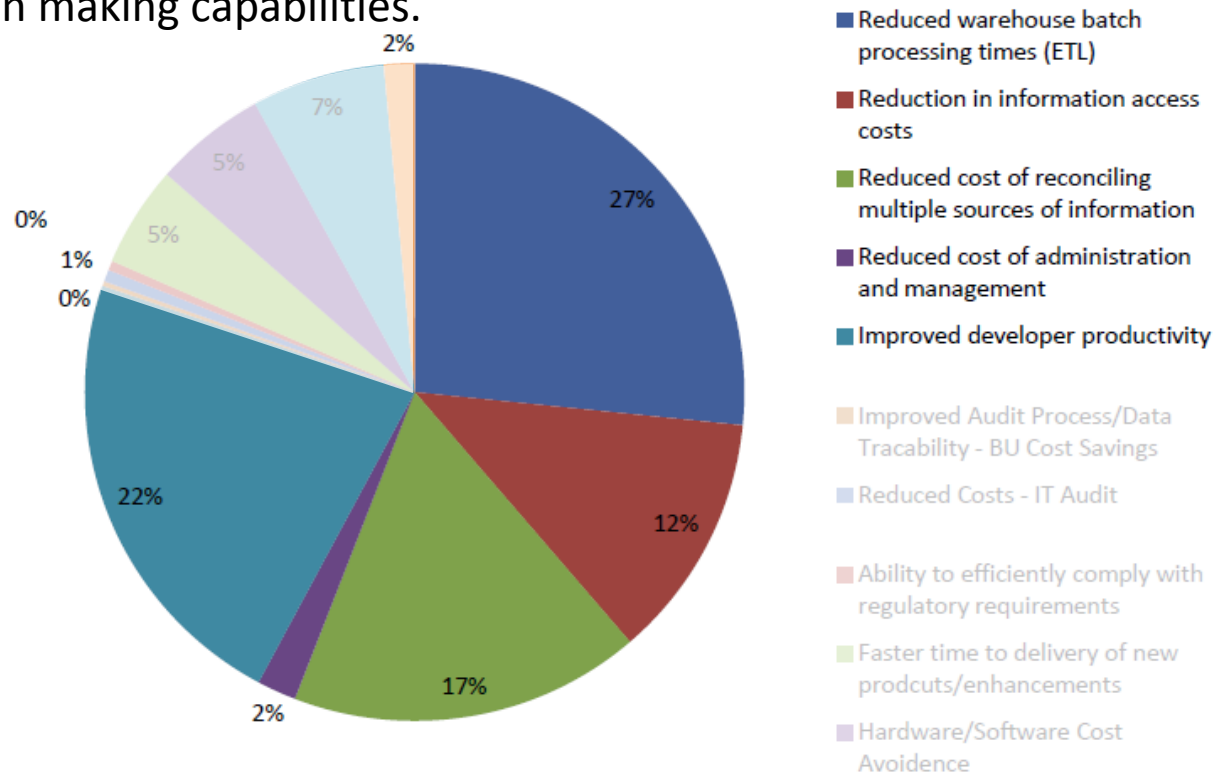


# Forrester Study on Total Economic Impact of Information Server

Interviewed Companies experienced the following summarized benefits:

- ✓ Faster delivery of trusted actionable information.
- ✓ Reduced risk to existing business processes.
- ✓ Reduced risk of exposure from data privacy and data masking
- ✓ Improved efficiency of IT data integration processes through higher data quality.

These benefits helped contribute to increased agility and confidence in the organization's decision making capabilities.

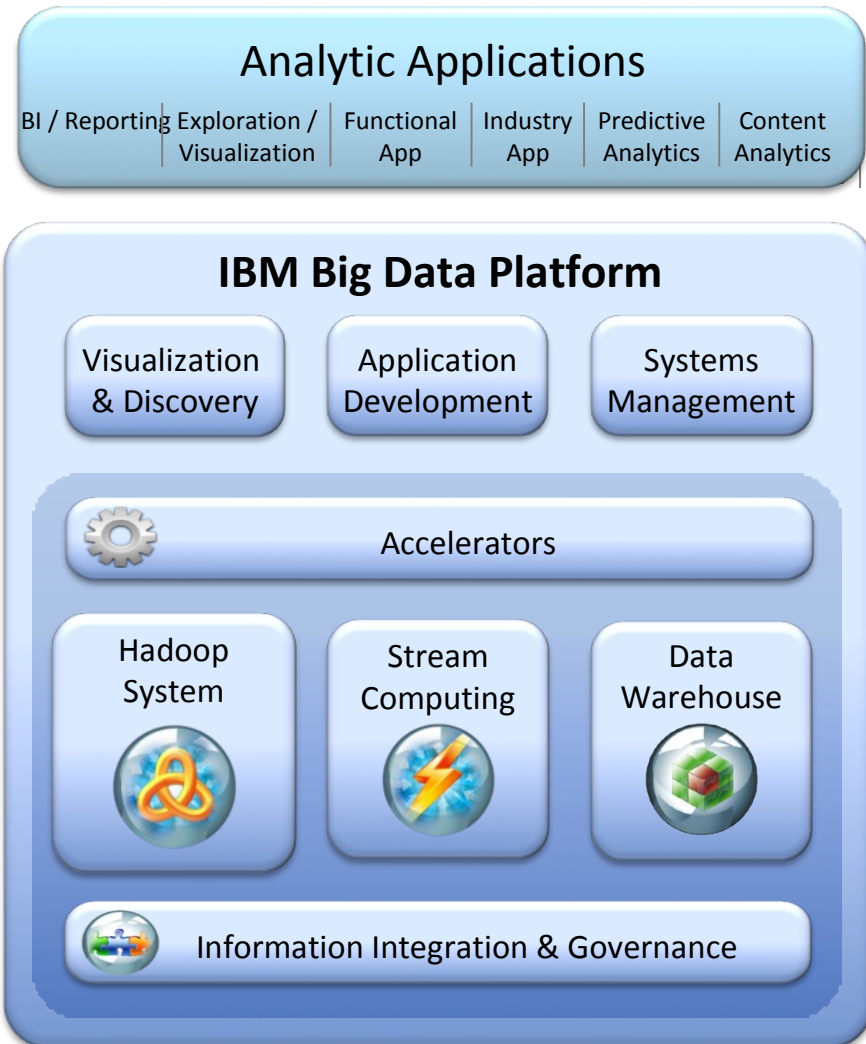




Q: Why is Governance important for our Analytics Clients ?

A: Because Integration and Governance is the foundation layer of IBM's Overall Big Data Solution

- Integrate and manage the full variety, velocity, volume and **veracity** of data
- Visualize all available data for ad-hoc analysis
- Development environment for building new analytic applications
- Workload optimization and scheduling
- Security and Governance



## Contact Details



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