ASEAN INFORMATION ON DEMAND CONFERENCE 2010

Creating Your Information Agenda:
A Strategy for Success

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Industry Lead Public Sector, Information Agenda.

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INFORMATION-LED TRANSFORMATION LEAD THE WAY

IBM

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

The challenge with selling trusted information inside your company

- The business just expects it

- Many people think they already have it

- You start talking metadata and probabilistic matching, and people stop listening

- Data is subservient to conversations about business applications and processes

How do you elevate the conversation and put in place an ongoing approach?

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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

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HAPPY ANNIVERSARY *from*
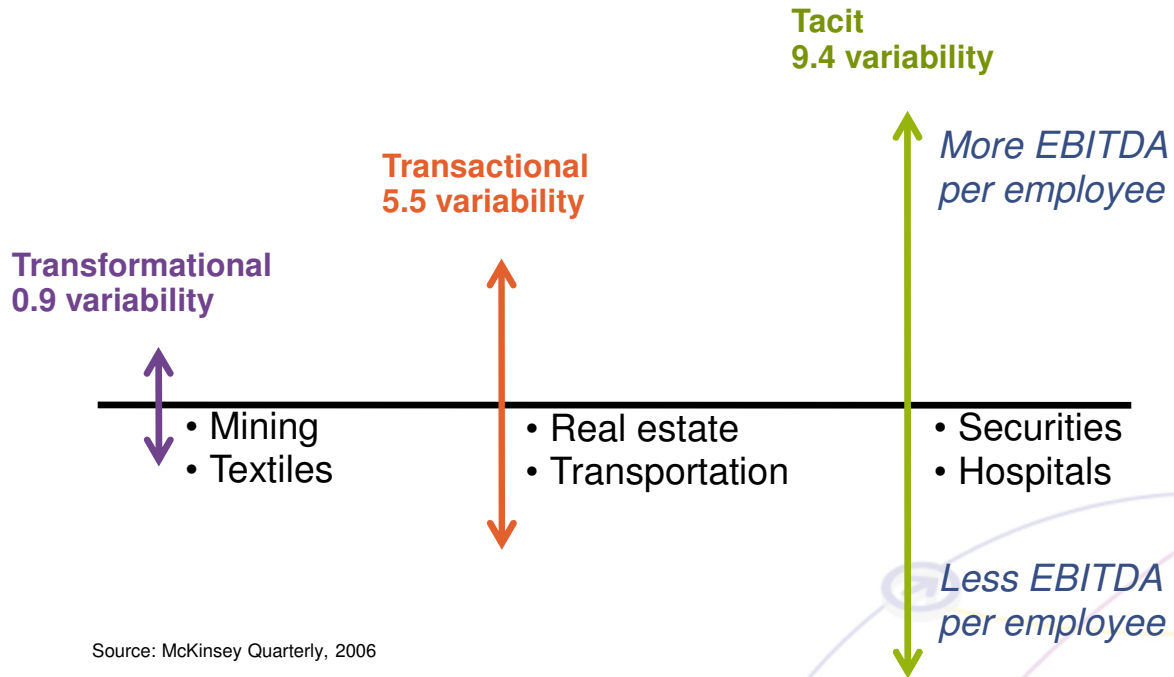
IT'S YOUR *one-year* ANNIVERSARY

Thank you for being a customer for the past year. We hope your services have exceeded your expectations, as your satisfaction is our greatest desire. We look forward to serving you in the coming years.

Sincerely,

Vice President, Marketing

P.S. If there's anything we can do to help you get more out of your service, please call one of our customer service representatives at 1 877-207-4506.

There is great variability in performance across companies that perform 'tacit' work

Tacit
9.4 variability

More EBITDA per employee

Transactional
5.5 variability

Transformational
0.9 variability

- Mining
- Textiles

- Real estate
- Transportation

- Securities
- Hospitals

Less EBITDA per employee

Source: McKinsey Quarterly, 2006

'Raising the productivity of employees whose jobs can't be automated is the next great performance challenge – and the stakes are high.'
— *McKinsey Quarterly*

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e-Government drivers

strategic thrusts

vision

To be an Integrated Government that delights customers and connects citizens through infocomm

Increasing Reach & Richness of e-Services
- Develop insights to enhance e-Services to customers
- Deliver proactive, user-friendly, responsive and integrated e-Services
- Extend the reach of e-Services

Increasing Citizens' Mindshare in e-Engagement
- Deliver clear and useful information online in a vibrant and interesting manner
- Attract participation in online public consultations and feedback

Enhancing Capacity & Synergy in Government
- Create synergy through shared data, processes & systems
- Enrich public officers' work experience through innovative use of infocomm
- Foster innovative exploitation of infocomm in public sector

Enhancing National Competitive Advantage
- Enhance economic competitiveness through sectoral transformation
- Collaborate with Infocomm industry in iGov solutions
- Showcase and promote iGov solutions

key enablers

- Infocomm Management and Governance
- Public Sector Infocomm Competency Development
- Infocomm Security and Infrastructure

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IA enables e-Government.

Focus on the Citizen

Collaborate and Partner

Citizen

Deliver One-Stop Government Service

Integrate Citizen Information

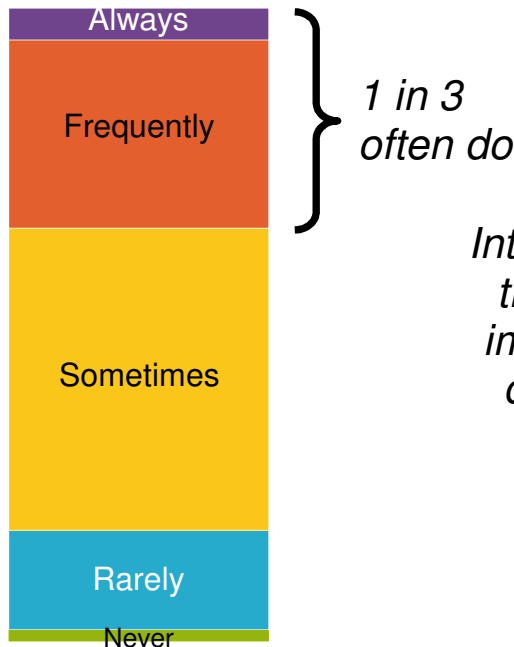Step 1: Integrate Data and make Information Available on Demand.

Step 2: Enable "real-time" Agency-Agency collaboration.

Step 3: Enable Business Intelligence for decision making.

Step 4: Enable "citizen-centric" Government.
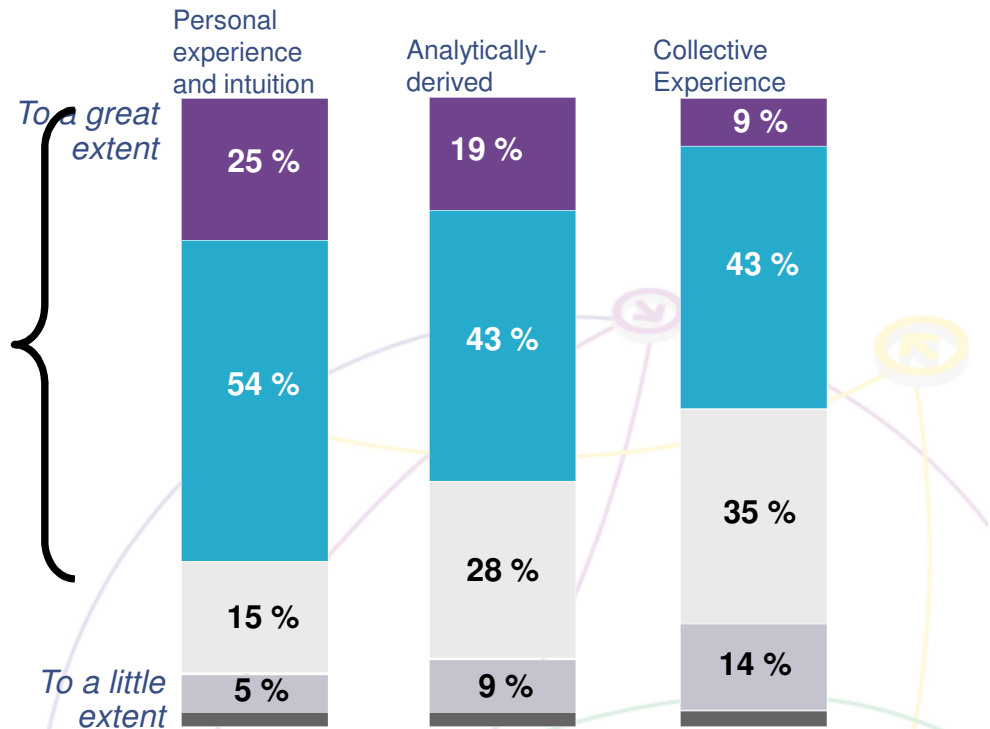
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Guesstimation has worked up to a point, but is prone to failure and is rarely optimal

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

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

Always

Frequently

1 in 3 often do

Sometimes

Rarely

Never

Personal experience and intuition | Analytically-derived | Collective Experience

To a great extent

Personal experience and intuition	Analytically-derived	Collective Experience
25 %	19 %	9 %
54 %	43 %	43 %
15 %	28 %	35 %
5 %	9 %	14 %

Intuition is the most important decision making factor

To a little extent

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

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Key challenge is unlocking the value of information

Information Silos

Volume & Variety

Business Velocity

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

59% of managers **miss information** they should have used

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

AIIM & Accenture Surveys, 2007

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Smart companies understand that Information is a capital asset

INFORMATION CAPITAL

Structured and unstructured data and information is at once the raw material, work in process, and finished goods for the Insurance industry. It puts the Smart in Smarter….

BUSINESS OPERATIONS

Customers, regulators, partners, and shareholders are driving us to changes that can only be enabled through service orientation

Risk

Regulation

Visibility

CUSTOMER

HUMAN CAPITAL

Human capital is an increasingly precious commodity that drives our business. It must be optimized as the talent pool gets shallower
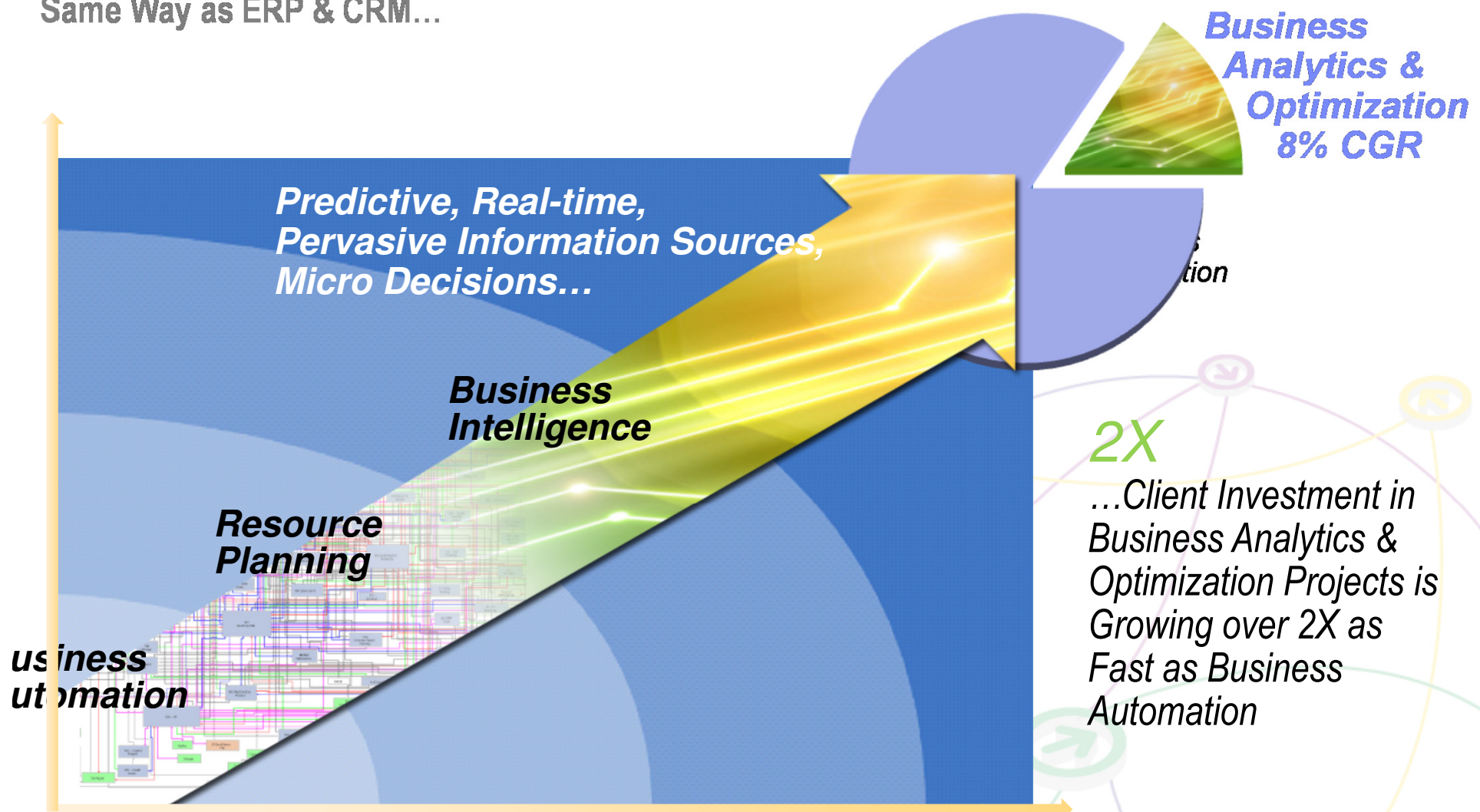
FINANCIAL CAPITAL

More than ever, managing, monitoring, and optimizing financial capital within the Enterprise becomes an increasingly complex challenge

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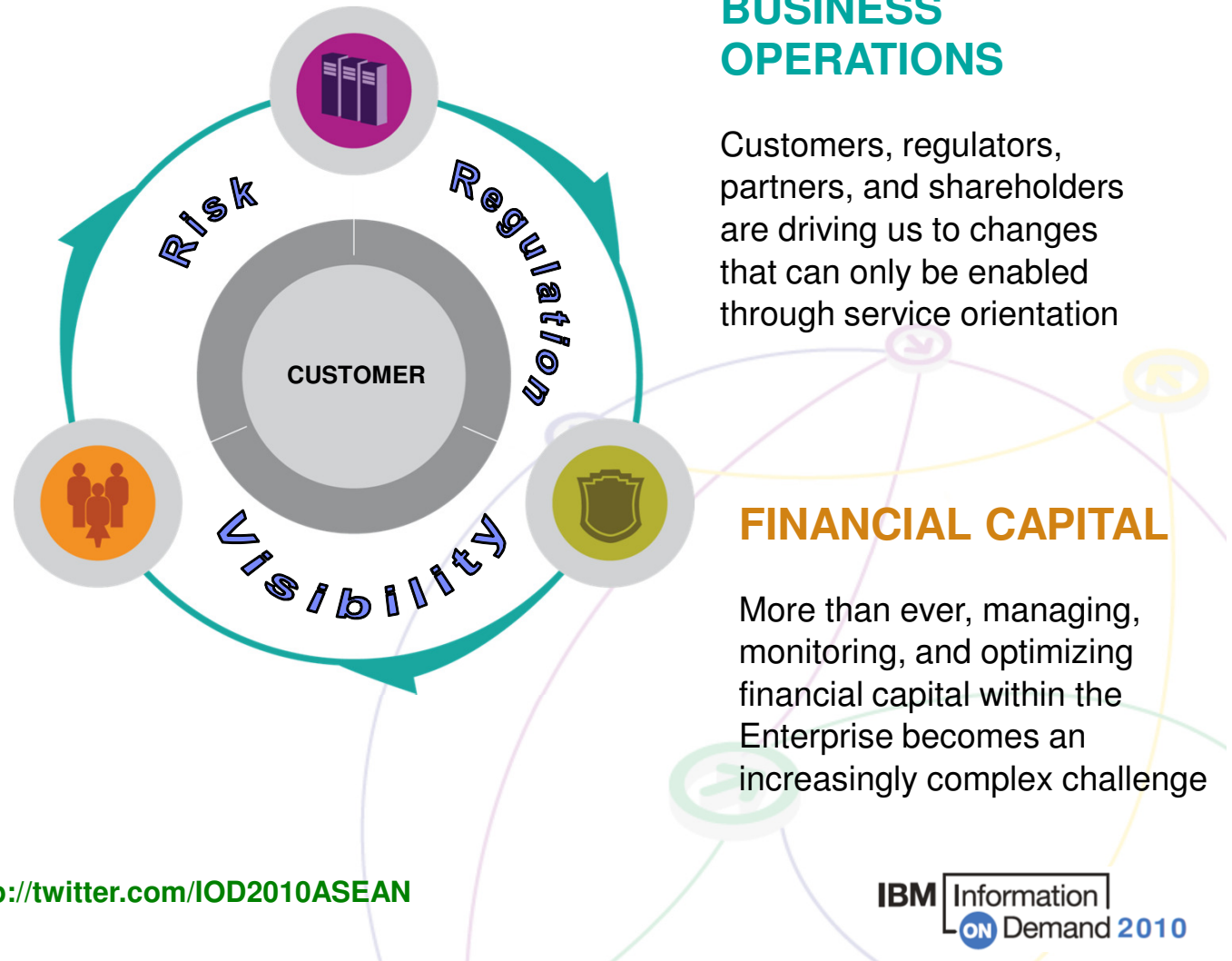
A Shift is Underway

Information-Led Transformations will Change Business the Same Way as ERP & CRM...

Business Analytics & Optimization 8% CGR

Predictive, Real-time, Pervasive Information Sources, Micro Decisions...

Business Intelligence

Resource Planning

usiness utomation

2X

...Client Investment in Business Analytics & Optimization Projects is Growing over 2X as Fast as Business Automation

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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?**
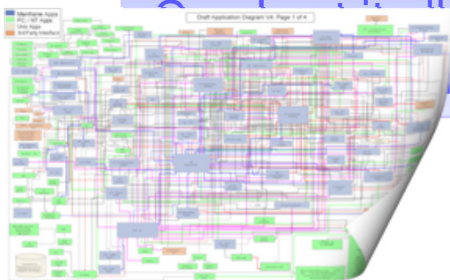Executives? Business Analysts? Customers? Call Centers? Web?

Lower Costs…

I have thousands of databases and content repositories.
I don't know where what is?
~~Sure~~ ~~but it's~~ organized?
~~....~~ mission data?

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Which is why we created the Information Agenda approach

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

Align people, process, & information
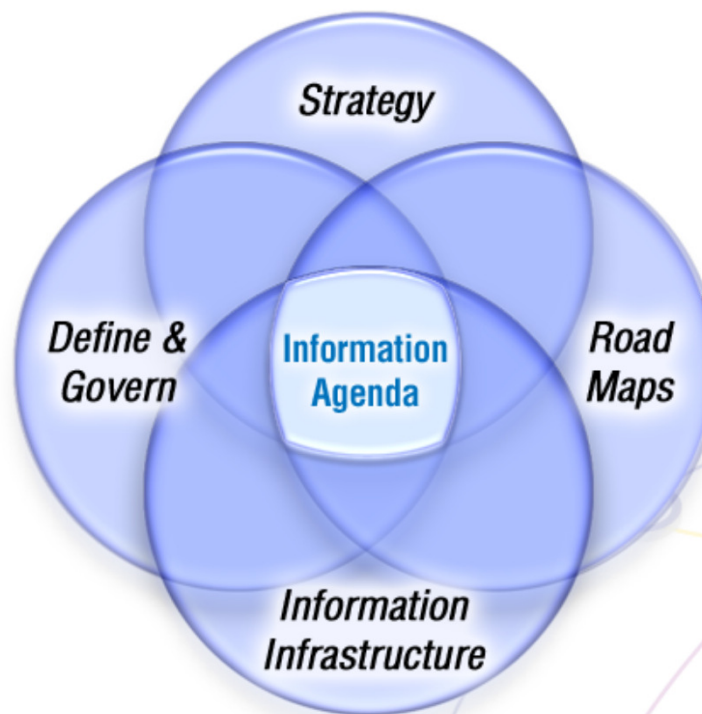
Accelerate projects for short & long-term ROI

Architect an extensible information infrastructure

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.
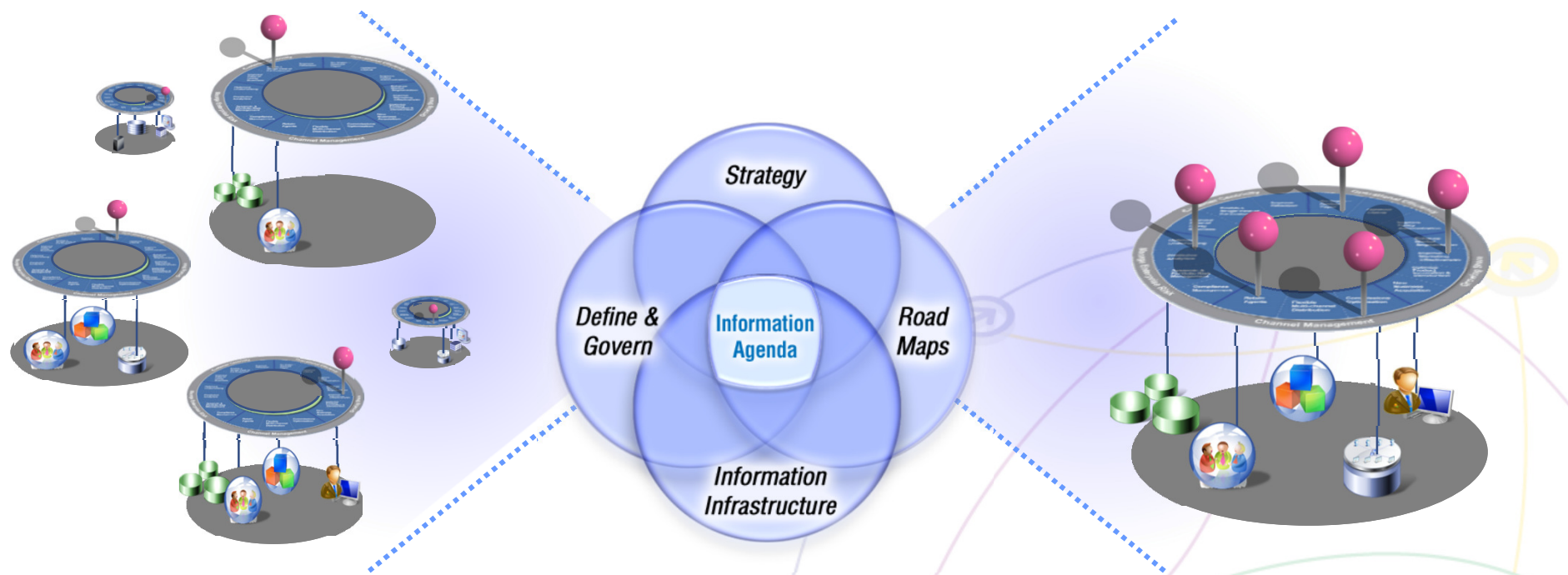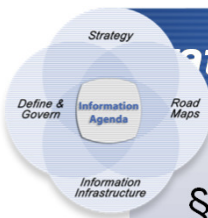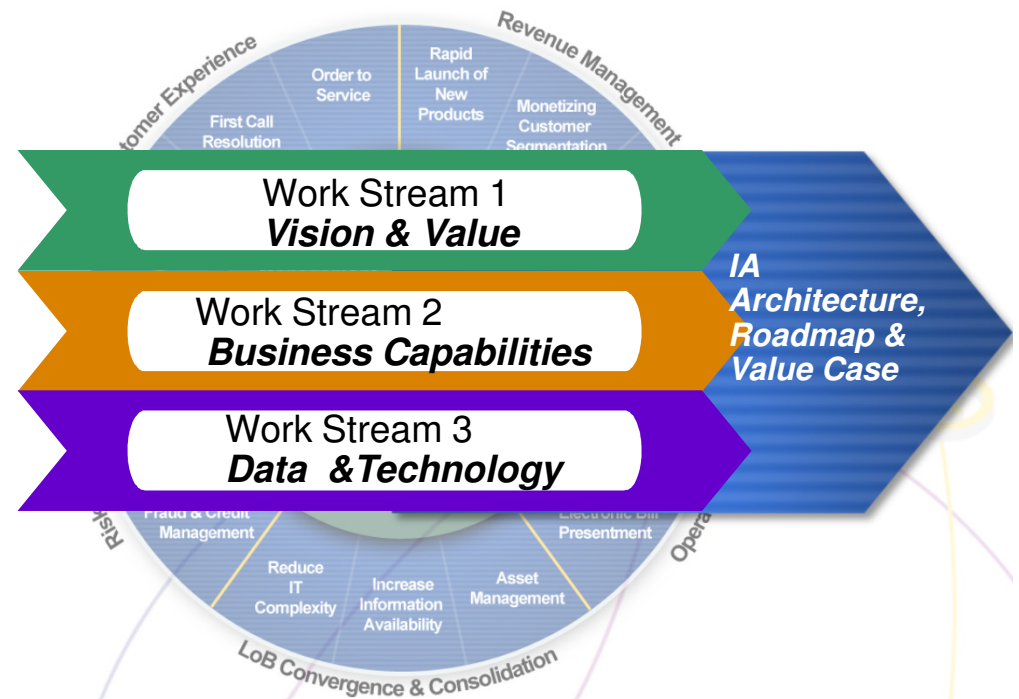

Multiple highly justified but non aligned projects

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…

...rategy

- § *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*

Work Stream 1
Vision & Value

Work Stream 2
Business Capabilities

Work Stream 3
Data &Technology

IA Architecture, Roadmap & Value Case

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

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Prove the value on the first project

Leading US soft drinks distributor

Over $5m inventory savings
and 2% decline in growth of transport miles

Optimal For **Cost**

Optimal For **Service**

Which is better?

Would you leave it to intuition?
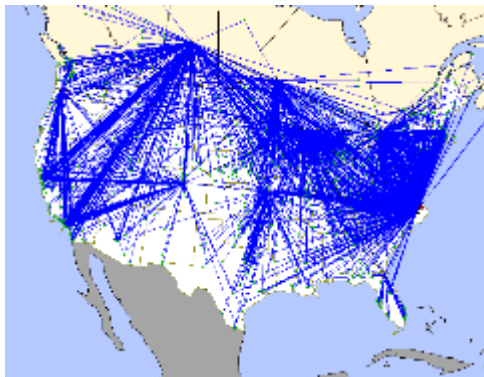
Savings: **$6 million**
Service: **40% next day**

Savings: **$3 million**
Service: **80% next day**

Proof of Concept with two business units

Annual plan with all five business units

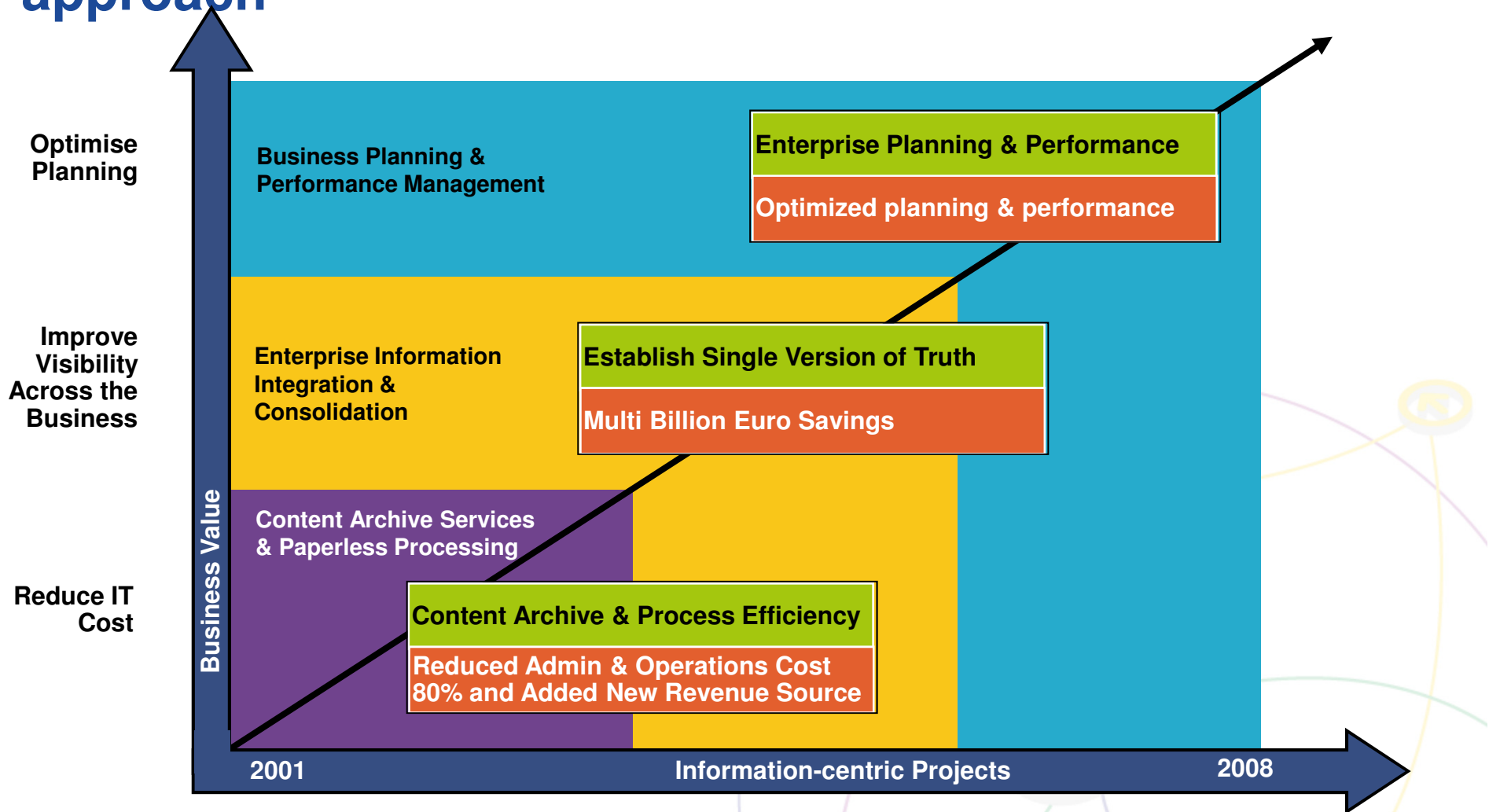*Quarterly plan with all five business units*

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Information Maturity
New York State Department of Taxation

New York State e-file
www.nystax.gov

2009 – 2010
Under consideration

Entity Analytics for Fraud Detection

Extracting **intelligence** from consolidated information

2003 - 2009
Information to Enable Business Flexibility

Improve business insight and performance management

Improve citizen and business **satisfaction** and response time

2006
End users interact directly with relevant tax data in XML, using DB2 pureXML with Lotus Forms.

Enhance Citizen Services

Decrease filing **errors** and increase turnaround

2004-2006
Consolidate multiple tax Data stores and reporting

Data Consolidation

Reduce administrative **costs** through efficiencies

Records Management

Business Value

Information Management Evolution

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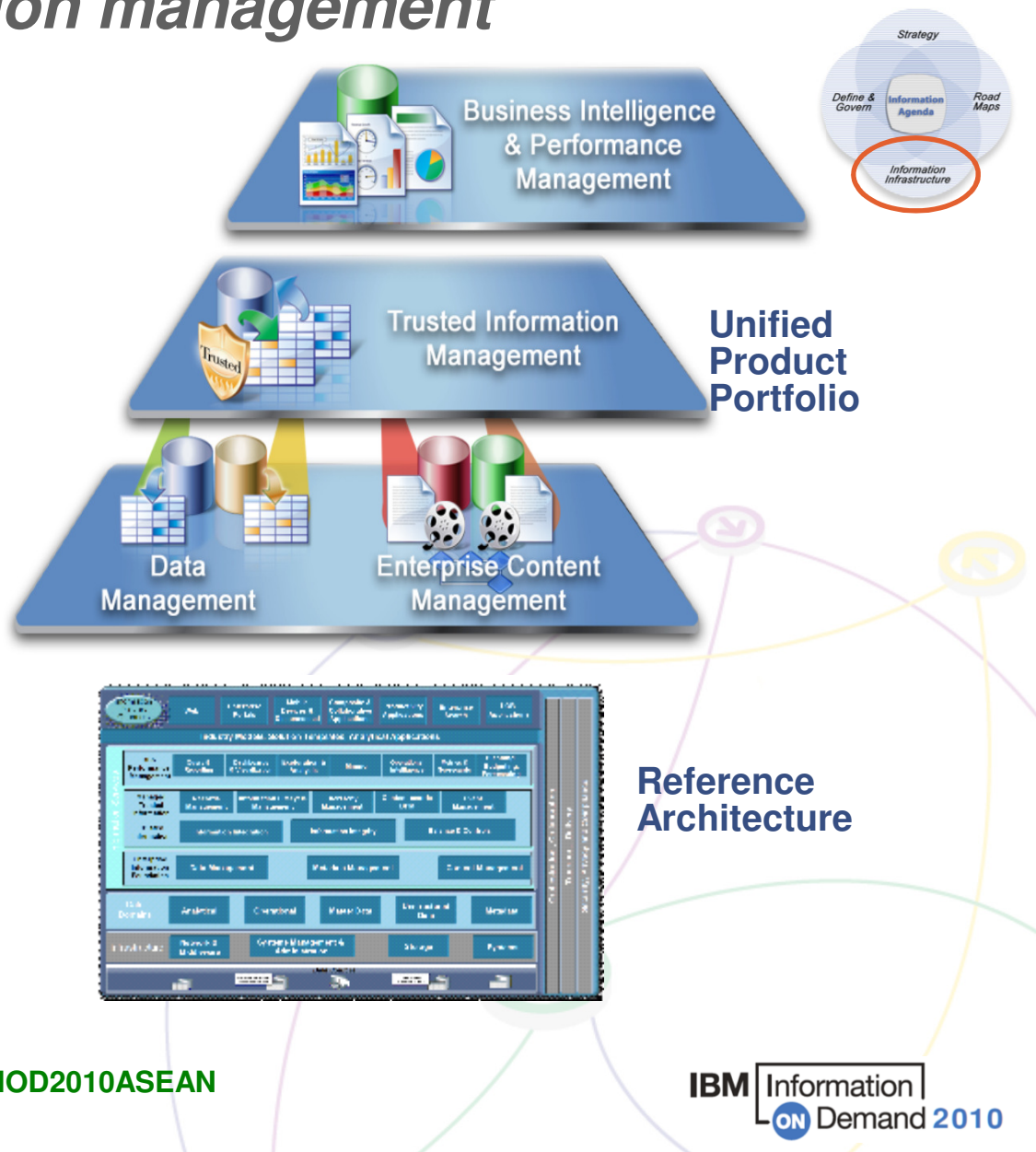# One of the World's Leading Mail Courier, Logistics & Shipping Providers evolved an Information Agenda approach

Optimise Planning

Improve Visibility Across the Business

Reduce IT Cost

Business Value

Business Planning & Performance Management

Enterprise Information Integration & Consolidation

Content Archive Services & Paperless Processing

Enterprise Planning & Performance
Optimized planning & performance

Establish Single Version of Truth
Multi Billion Euro Savings

Content Archive & Process Efficiency
Reduced Admin & Operations Cost 80% and Added New Revenue Source

2001   Information-centric Projects   2008

Information Infrastructure:
Build 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

Business Intelligence & Performance Management

Trusted Information Management

Data Management

Enterprise Content Management

Strategy

Define & Govern — Information Agenda — Road Maps

Information Infrastructure

Unified Product Portfolio

Reference Architecture

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Communications Service Provider evolves a consistent information infrastructure

Business Value (vertical axis)

Establish KPIs to Measure Corporate Process Efficiency

Capture Customer Correspondence and Link to CRM Customer Data

Complement ECM Platform with BPM and Integrate with SAP for "Best of Breed' workflow

ECM Platform Established as Corporate Standard

Introduce Business Activity Monitoring

Business Process Analytics

Control and Monitor Business Activity Execution

"Single View of Customer"

CRM Integration

Improved Service and Faster Call Resolution

Introduce BPM Platform

Business Process Management

Shared Services for Corporate Business Processes

Establish ECM Platform

Migrate & Consolidate Imaging

Centralized Control of Millions of Documents

2000 — **Information-centric Projects** — 2009

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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
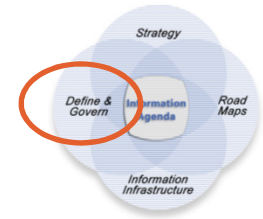
Competency Centres

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Absa Data Governance Operating Model

ABSA
Today, tomorrow, together.

Absa Group Risk Director

Data Governance Council

Data Governance Organisation

Core technical domains (Subject Matter Experts)

DGO Operational Functions

Information Architecture	Data Quality Management	Data Privacy	Information Security	Records Management	DGO Operations

Data Governance Operational Components reside in various Business Areas

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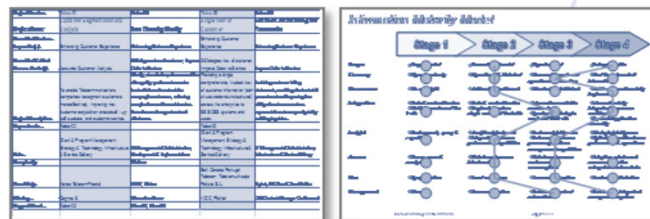
Assess business value, dependencies and prioritization of projects to drive successful execution

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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
- 1-5 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

Briefing

1 **Introduction**

Roadmap Workshop

2 **Begin Developing Your Agenda**

Solution Workshop

3 **Architect and Plan Your First Project**

Strategy

Define & Govern   Information Agenda   Road Maps

Information Infrastructure

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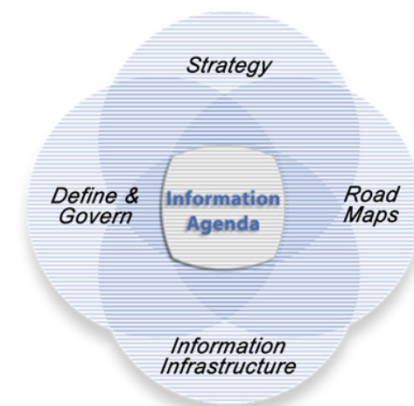
Broad adoption will create profound change

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

What if a medicine's speed to market saved a life? Or a million lives?
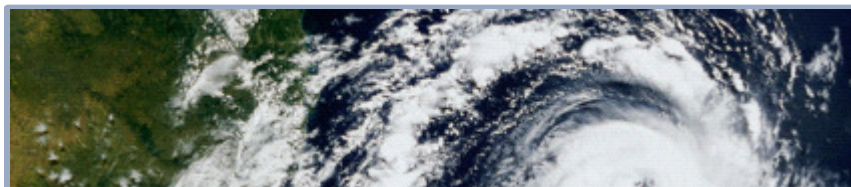
What if we could actually and accurately forecast the weather?
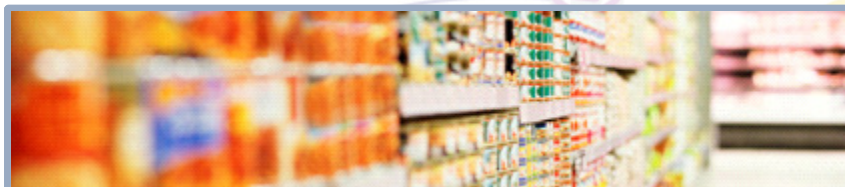
What if you could trace food straight through from the farm to your fork?

IBM Can Help You Pull All This Together

What should we be doing?

How should we be doing it?

When should we be doing it?

CAPABILITY MATURITY MODEL

THREE-YEAR BI BLUEPRINT
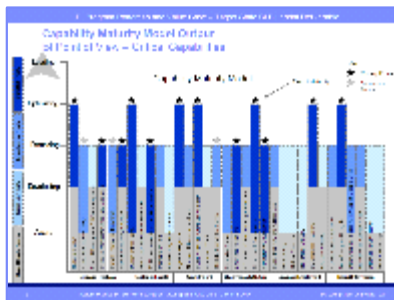
BI ROADMAP

ORGANIZATIONAL READINESS ASSESSMENT
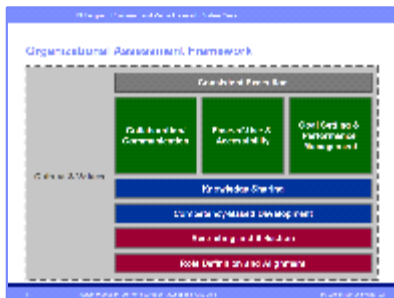
DATA & TECHNOLOGY VISION & GAP ASSESSMENT

VALUE CASE

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THANK YOU!

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