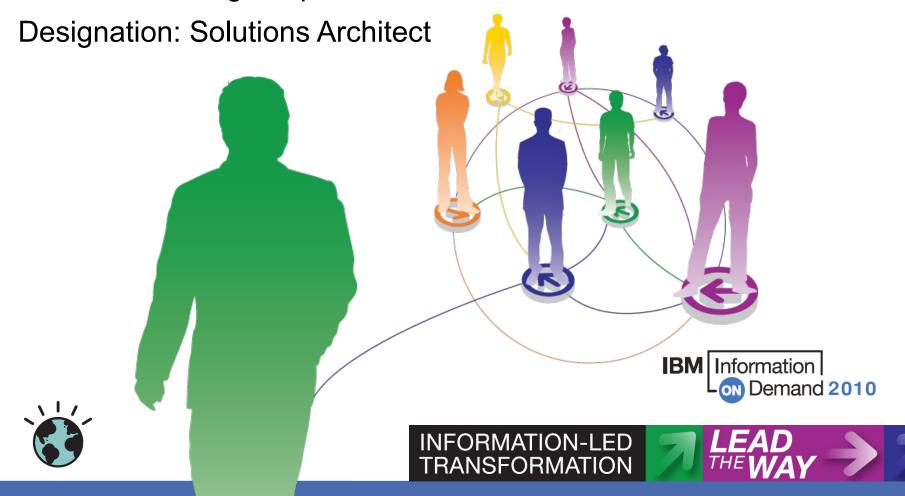
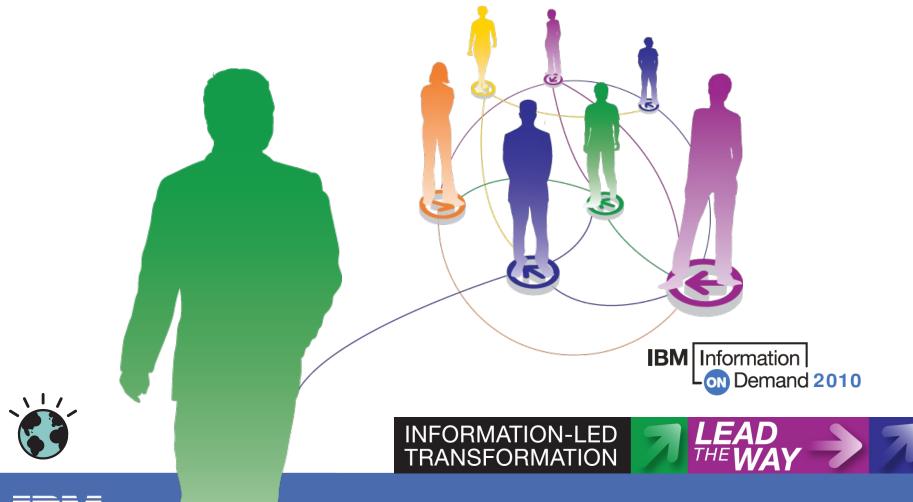
ASEAN INFORMATION ON DEMAND CONFERENCE 2010

Presenter: George Lapis



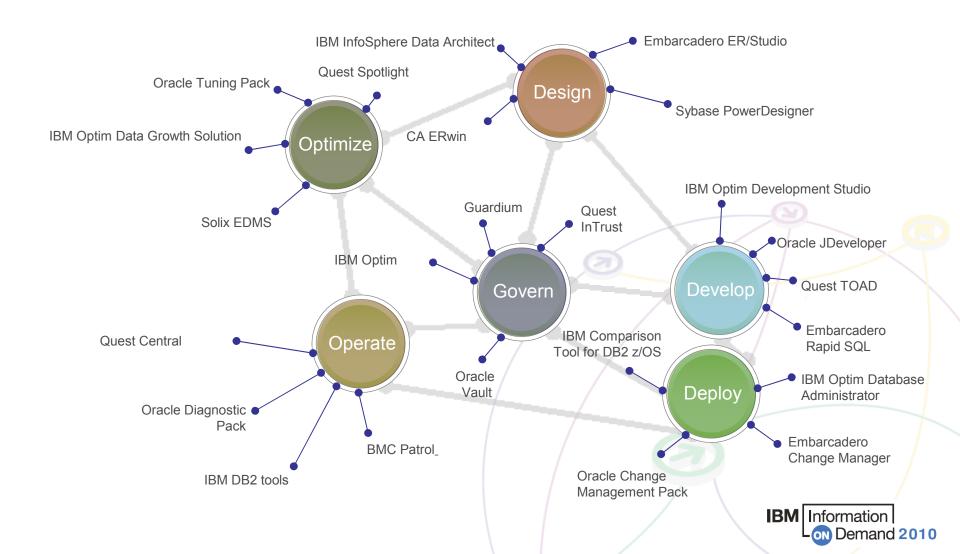
IBM Optim Solutions

Introduction to Integrated Data Management

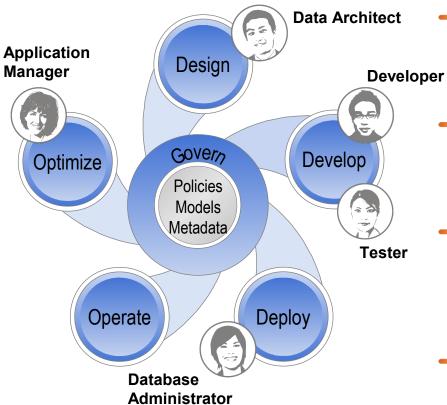


What do Businesses Have?

A Collection of Disparate, Single-Purpose Products



Integrated Data Management – What's Different?



Produce enterprise-ready applications faster

- Improve data access, speed iterative testing
- Empower collaboration between architects, developers & DBAs

Consistently achieve service level targets

- Automate and simplify operations
- Provide contextual intelligence across the solution stack

Support business growth

- Accommodate new initiatives without expanding infrastructure
- Simplify application upgrades, consolidation & retirement

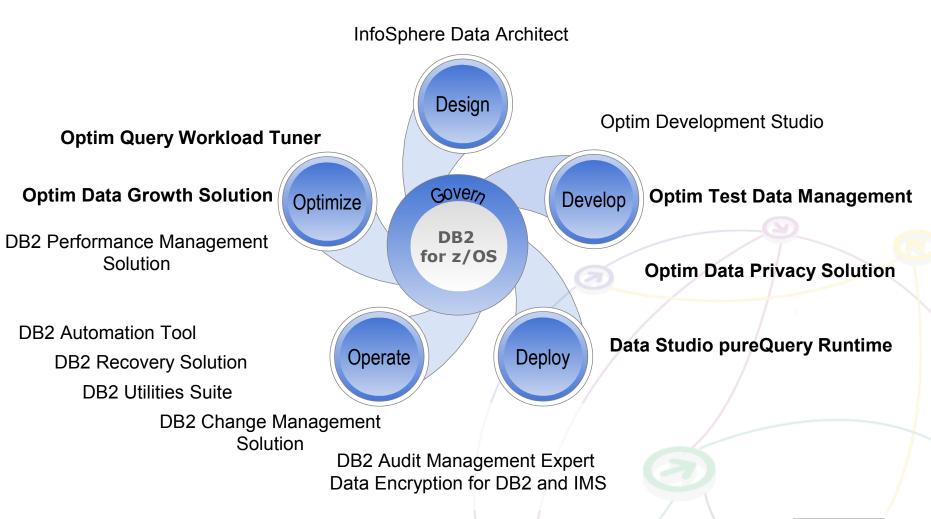
Facilitate alignment, consistency & governance

 Define business policies and standards up front; share, extend, and apply throughout the lifecycle





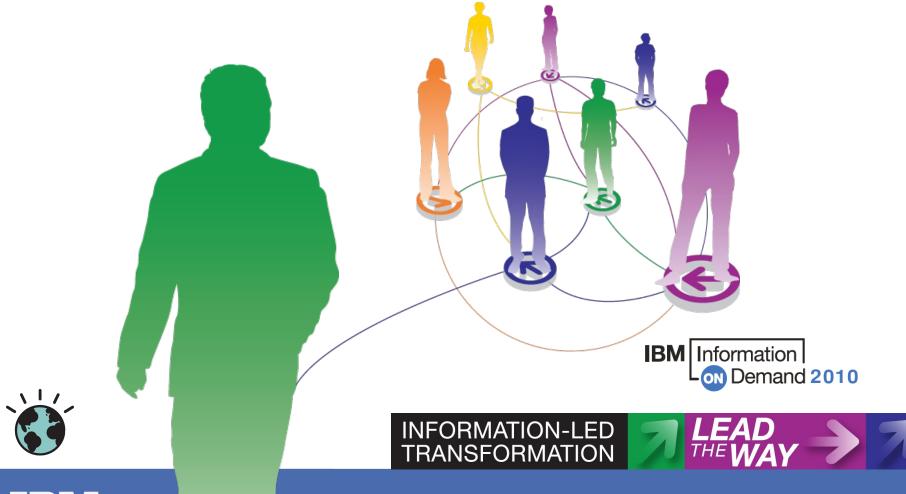
The broadest range of capabilities for managing the value of your data throughout its lifetime





IBM Optim Solutions

Challenges around data governance





Challenges Facing Customers Today

→ Mitigate Risk

- Effectively and securely manage archived data
- Protect data privacy
- Accurate, prompt responses to auditing requests

Maintain Performance in face of Data Growth

- Improve application performance by moving historical transaction records to a safe, secure archive
- Achieve Service Level Agreements (SLAs) consistently

Control Costs

- Reduce infrastructure costs; utilize cost effective tiered storage
- Minimize cost and time for compliance
- Improve productivity of development team



Challenges : Reduce Risk

- →Insiders and hackers are targeting data for profit
- →Data in and of itself has monetary value:
 - Credit Card Number With PIN \$500
 - Drivers License \$150
 - Birth Certificate \$150
 Source: USA TODAY research 10/06
- → Average cost of a data breach in 2007 was \$197 USD per customer record leaked *Source: Ponemon Institute*
- This has been a driving factor for creating data protection and privacy regulations
- → How to protect Personal Identifiable Information (PII)?



Challenges: Dealing with Data Growth

- → Data is growing at a very rapid rate
 - Annual growth rates for databases exceed 125%
 - Mergers & acquisitions
 - Data Warehousing
- → The Data Multiplier effect
 - OLAP cubes, data marts, and so on
 - Copies of data for test, development, quality assurance, disaster recovery, etc.
- → Retention of data for compliance purposes
- → Web 2.0 applications are verbose
- → How to manage data growth and aging effectively?

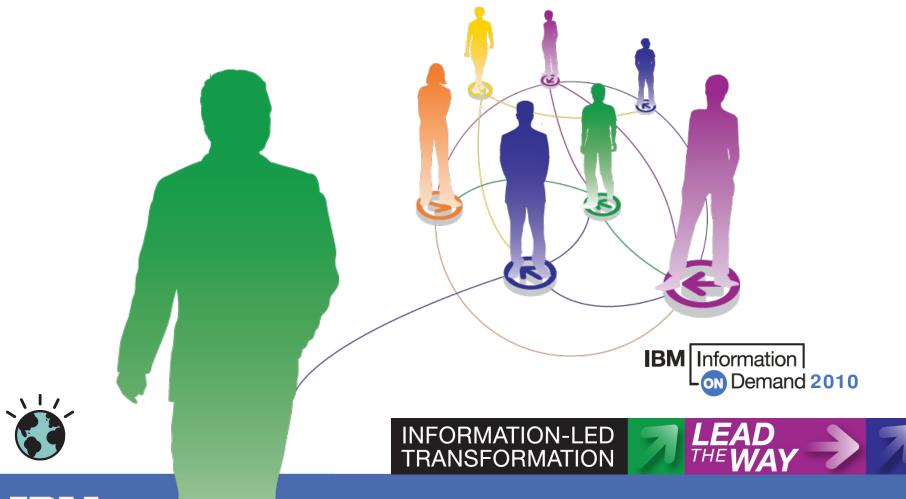


Challenges: Control Costs

- Growing storage costs due to rapid data growth
- Cost of storing and managing the many copies of your production data
- Cost of implementing data privacy measures for compliance across different databases and applications
- Cost of archive retrievals for compliance requests and ediscovery
- Growing development time costs
- → How to control storage and data management costs? Information Dema

IBM Optim Solutions

How IBM Optim Can Help





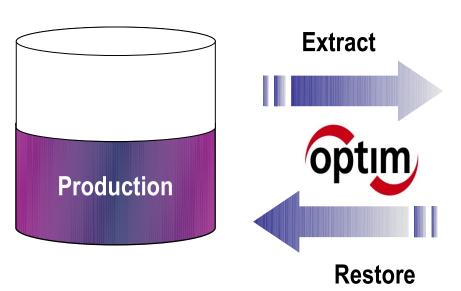
How IBM Optim Helps

- → Archive, Retention, and e-Discovery
- → Test Data Management
- Application Decommissioning
- → Data Privacy
- →Information Lifecycle Management (ILM)

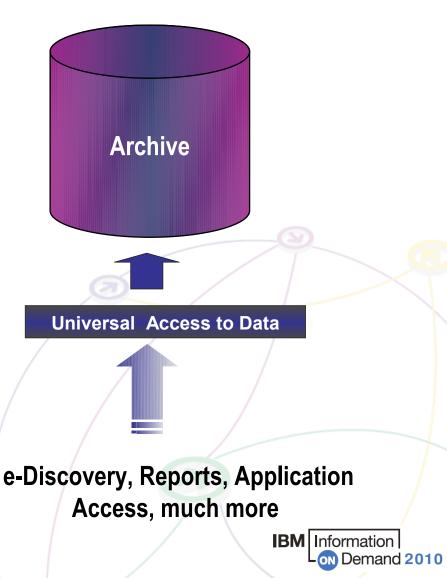




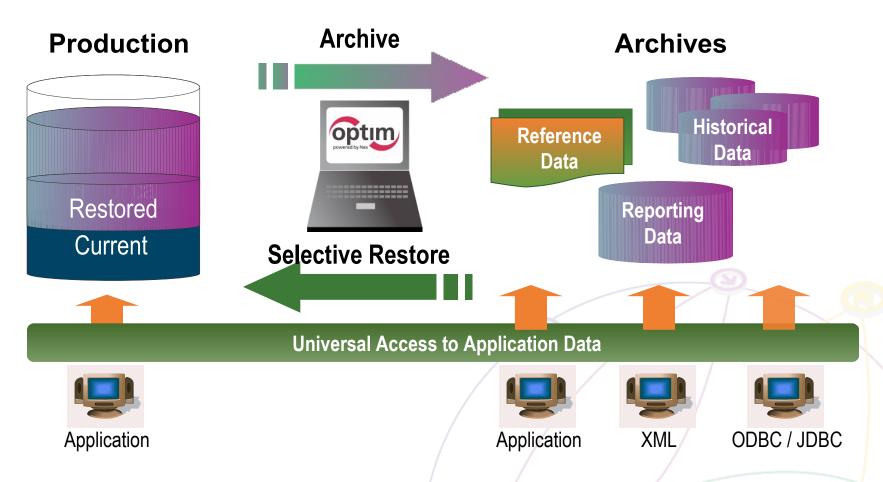
Archive, Retention, and e-Discovery



- Optim safely moves inactive or historical data to an archive
- Archive can be accessed in many ways



Optim Data Growth Solution: Archiving

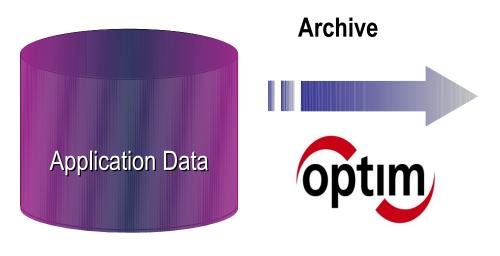


- Complete Business Object is historical snapshot of activity
- Storage device independence enables ILM
- Immutable file format enables data retention compliance

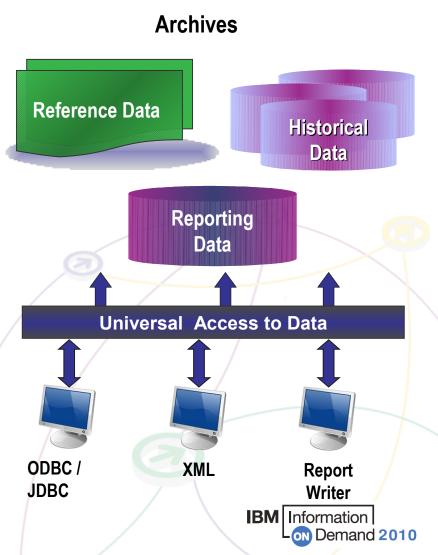
IBM Information Demand 2010

Application Decommissioning

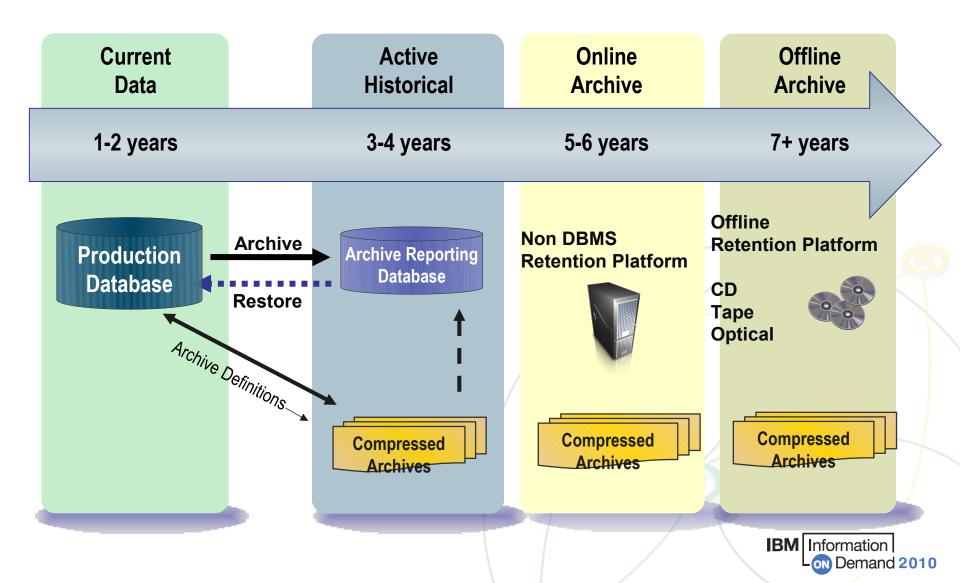
Obsolete Application



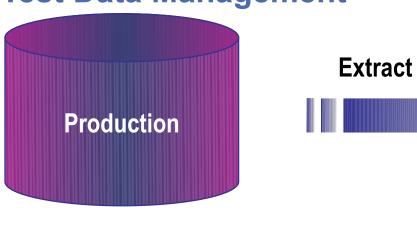
- Archive your application data before decommissioning
- Access this data without the application, or restore at any time



Optim Enables Information Lifecycle Management

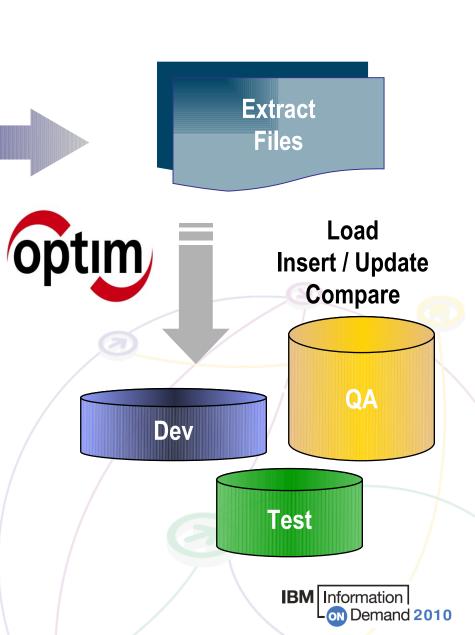


Test Data Management

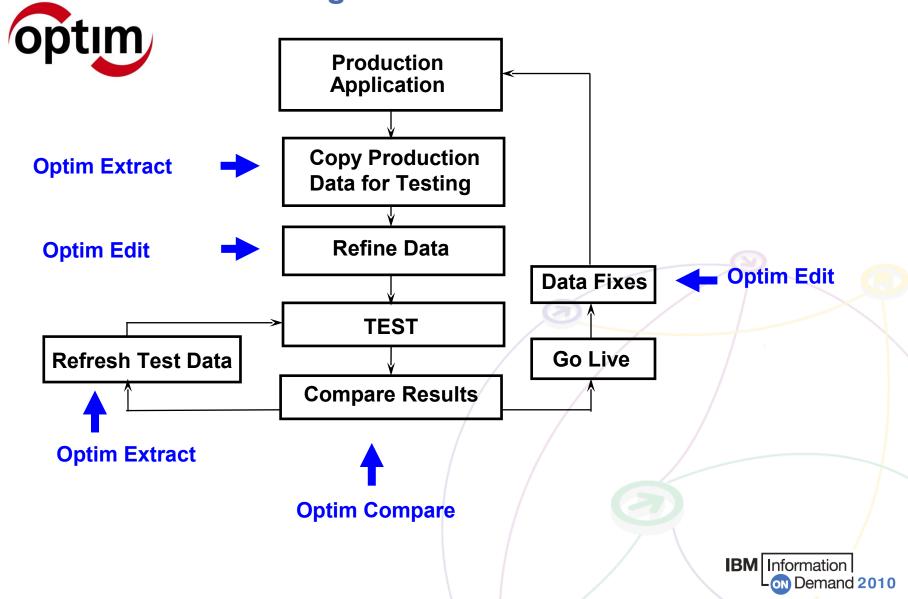


→ Easily maintain test environments

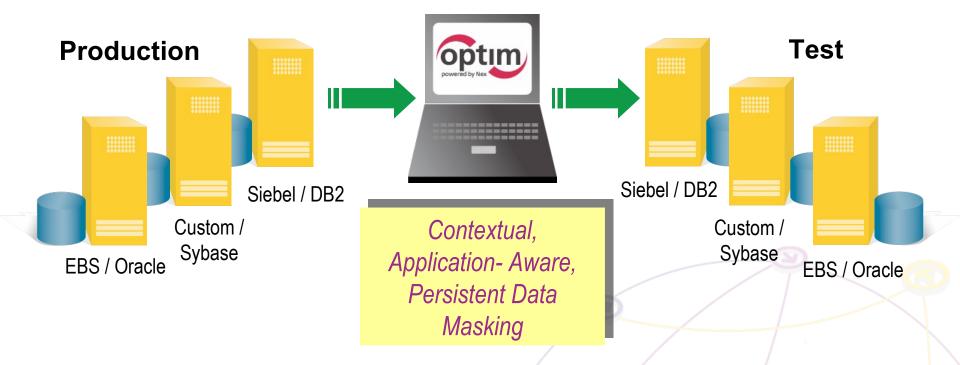
Create targeted "right-sized" subsets faster and more efficiently than cloning



Optim Test Data Management



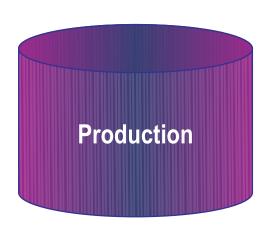
Optim Data Privacy



- → Substitute confidential information with fictionalized data
- → Deploy multiple masking algorithms
- Provide consistency across environments and iterations
- → Enable off-shore testing
- → Protect private data in non-production environments

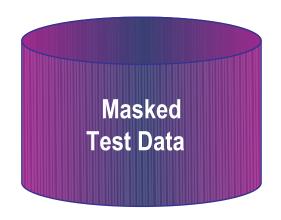


Data Privacy









- → A comprehensive set of data masking techniques to de-identify data
- → Replaces (masks) confidential data with contextually accurate but fictionalized data

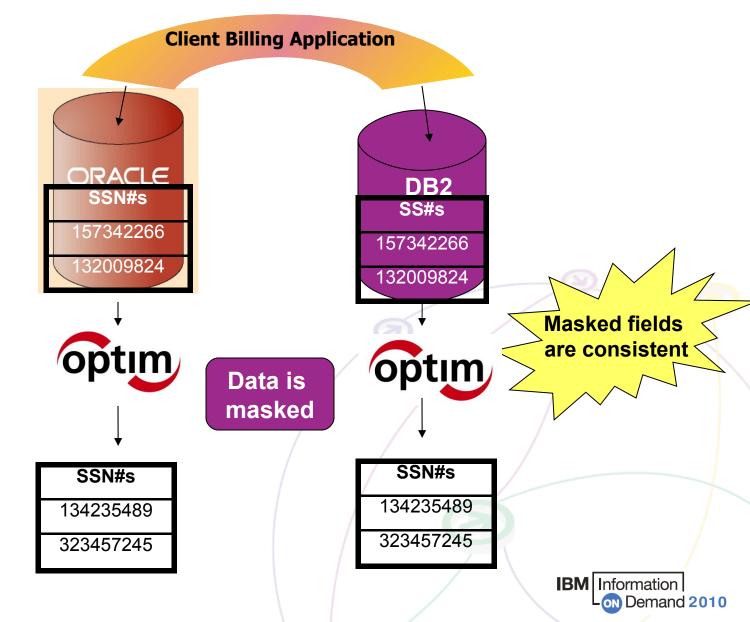


De-Identify test data

- Can Be Performed
 - During Extract Process from DB
 - During Insert/Load Process to DB
 - Or as a Standalone Convert Process
- Transform or mask sensitive data using:
 - Standard rules: Literals, Special Registers,
 Expressions, Default Values, Look-up tables
 - Intelligent transformation rules: PCI, Addresses etc.
 - Custom mapping rules: user exits
- Converted extract file is safe to share sanitized data



Consistent mapping Across the enterprise



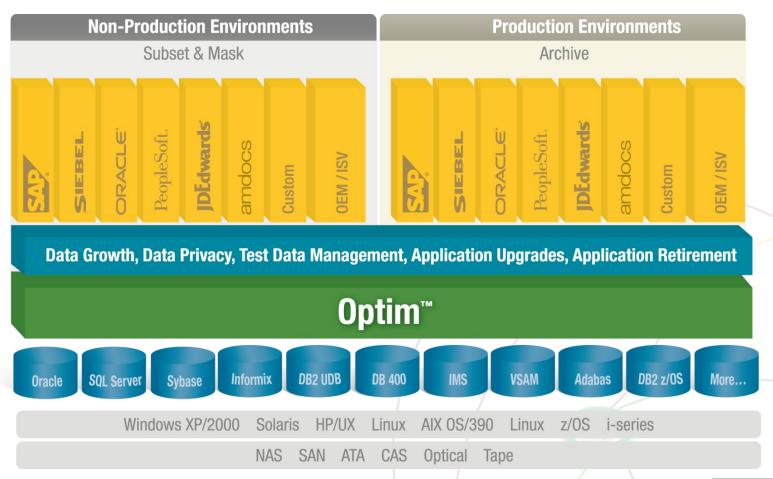
Optim is Designed for the Enterprise

- Built on Enterprise Architecture
 - Support for all popular platforms and data sources
 - Built-in support for many popular applications
 - Scalable
- Complete Business Object
 - A referentially intact subset of data
 - Maintains relationships across your tables, databases, and applications throughout its operations
- Extract, Store, and Restore
 - Clone, subset, move, and restore your data throughout your enterprise
- Universal Access



Optim's Enterprise Architecture

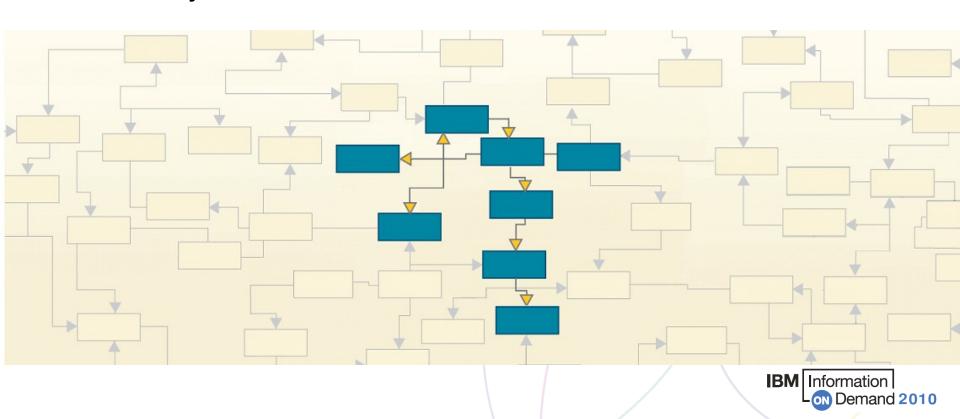
Single scalable architecture provides central point to extract, store, restore, and protect (mask) application data records





Complete Business Object

- → Referentially-intact subset of data across related tables and applications; includes metadata
- Provides "historical reference snapshot" of business activity



Demand **2010**

Extract, Store, and Restore

→ Extract

 Identify and extract business objects across multiple related applications, databases, and platforms

→ Store

 Store immutable business objects independent of infrastructure – any hardware device or platform

→ Restore

- Restore complete business objects from any database, application or version to any other database, application, or version
- Choose exactly what items to restore a single transaction record, a year's worth of data, or any other range

Universal Access

- → Access any record, any time, anywhere!
- → Native application access
- Application independent access
 - Industry standard methods (e.g. SQL, ODBC/JDBC, XML)
 - Portals
 - Report writers (e.g. Cognos)
 - Desktop formats (e.g. Excel, CSV, MS Access)
 - Database formats







Optim Products

- →IBM Optim Test Data Management
- →IBM Optim Data Growth
- →IBM Optim Data Privacy
- → For Custom Applications or Packaged Application Solutions
 - Amdocs CRM
 - JD Edwards Enterprise One
 - Oracle E-Business Suite
 - PeopleSoft Enterprise
 - Siebel Applications



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Optim Terminology

→ Referentially-Complete

Optim extracts data based on primary/foreign key relationships ("parent/child") between tables.

Handling data this way reduces errors and allows data to be moved without breaking application software

→Subsetting

Using Optim to create a reduced size but referentially complete copy of a database for development or test.

→ Masking

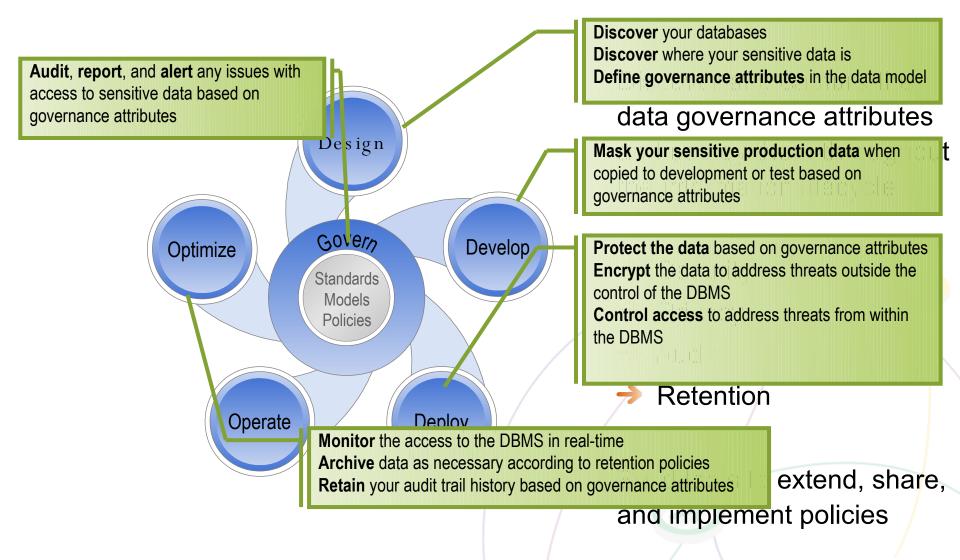
Changing sensitive data before testing by replacing it with false but equally valid data.

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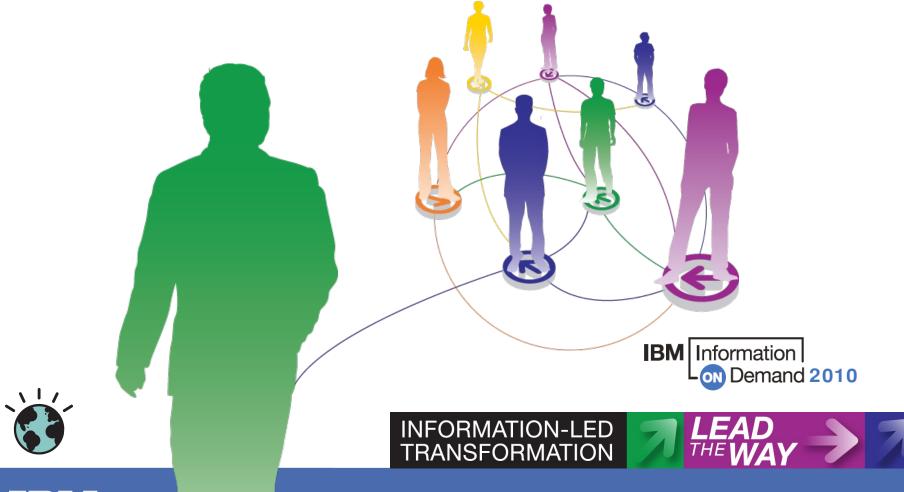
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Integrated Data Management Data Governance Direction



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Optim Development Studio and PureQuery

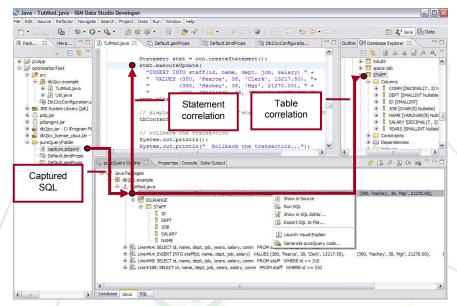




Optim Development Studio and pureQuery Runtime

Development Studio is an integrated database development environment that speeds application design, development, and deployment while increasing data access performance and manageability.

- → Ease JAVA coding
 - pureQuery code assistance
- Improve predictability and manageability with static SQL
 - Switch dynamic to static SQL without changing code
 - Eliminate SQL Injection Risk by approving which statements can be executed
 - Replace existing SQL with more efficient SQL without changing the source code
- Visualization of JAVA request to SQL code
 - SQL Outline correlates SQL to JAVA code and the associated objects
 - Provide developers with: No. of executions, elapsed time, min./max executions
- → Impact Analysis
 - Display lines of code associated to a DB2 object to understand the impact of an object change.
- → PureQuery for JAVA, Open JPA and .NET





Problem Statement

High cost of database application development

- No support for SQL development within Java IDE
- No way to generate and customize optimized SQL code and test cases

Improve developer productivity by bridging the gap between data and Java

Unexpected and uncontrolled application behavior

- Unpredictable performance due to runaway, ad-hoc and unexpected queries
- No link between application and executed SQL makes troubleshooting time consuming
- Difficulty meeting Service Level Agreements (SLA) and availability targets

Improved Quality of Service using static SQL



Introducing pureQuery

A high-performance, data access platform to simplify developing, managing, securing, and optimizing data access.

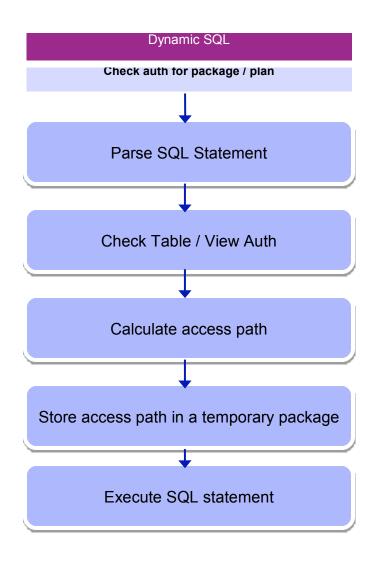
pureQuery Components:

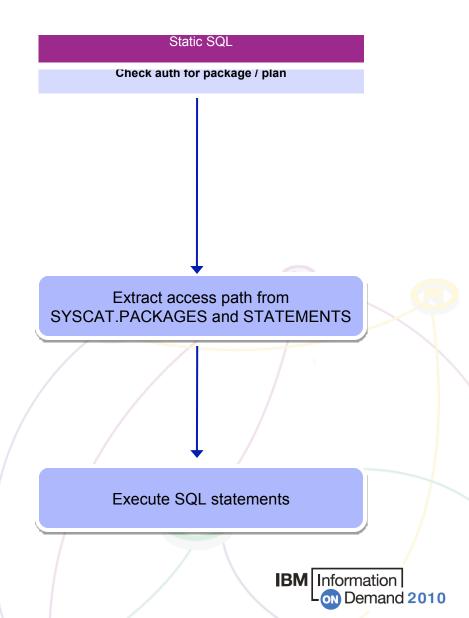
- Simple and intuitive API
 - Enables SQL access to databases or in-memory Java objects
 - Facilitates best practices
- Optim Development Studio
 - Integrated development environment with Java and SQL support
 - Improve problem isolation and impact analysis
- Optim pureQuery Runtime
 - Flexible static SQL deployment for DB2



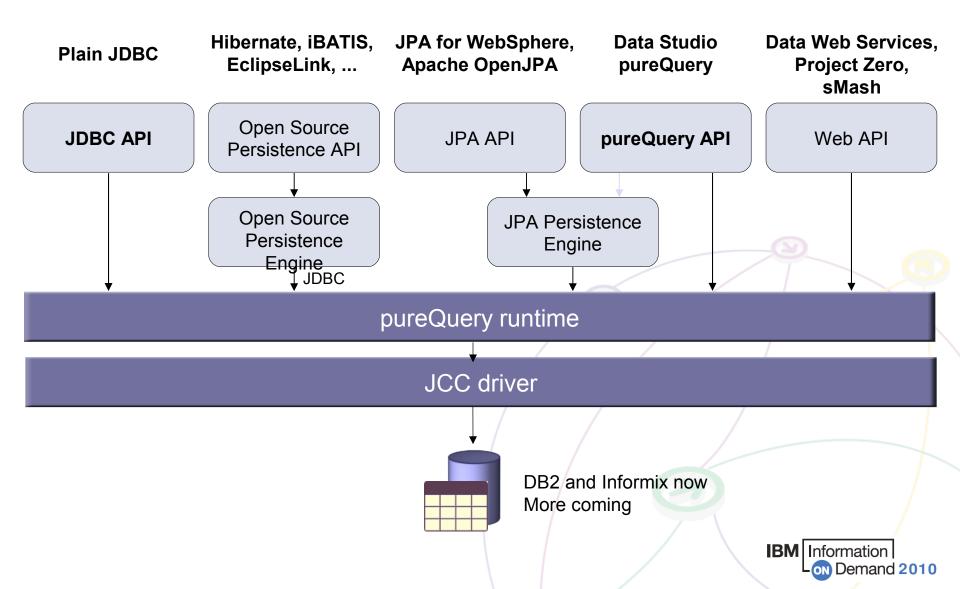


SQL Execution – Dynamic vs. Static

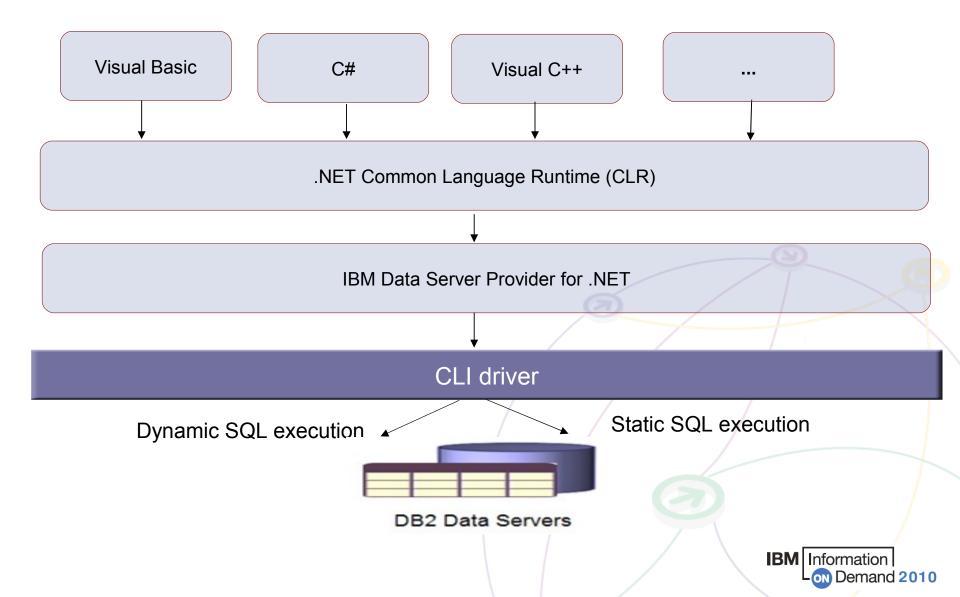




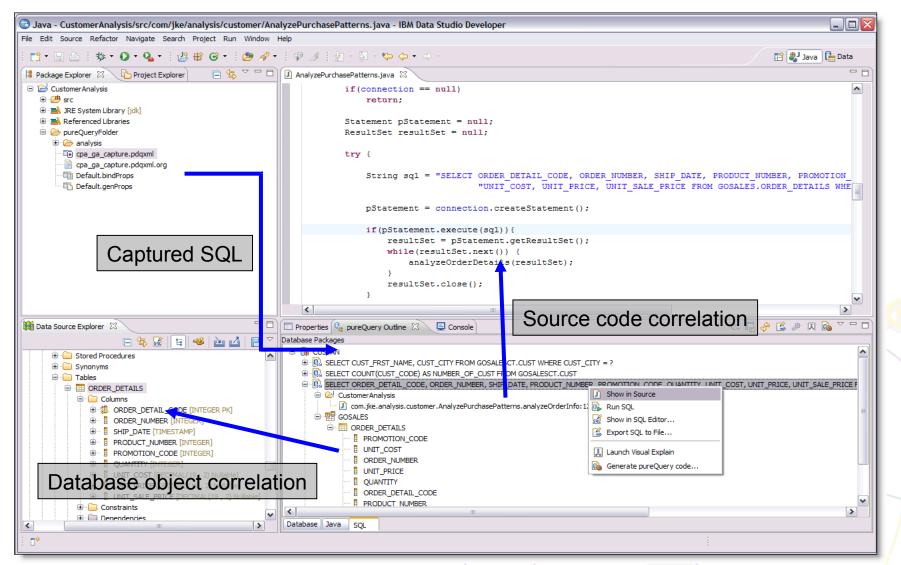
Java Database Access and pureQuery



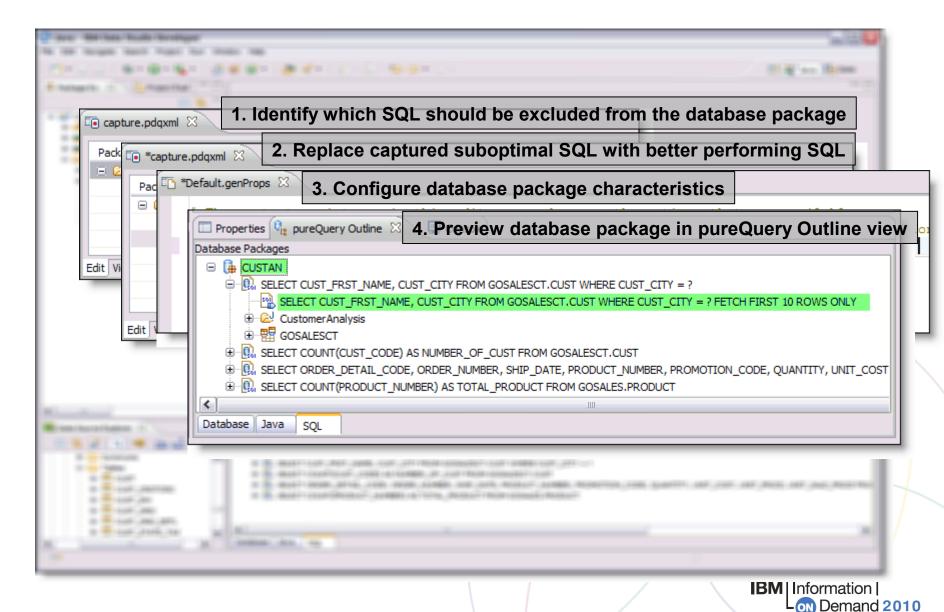
Optimizing .NET Database access using pureQuery



Step 1: Browse the captured metadata

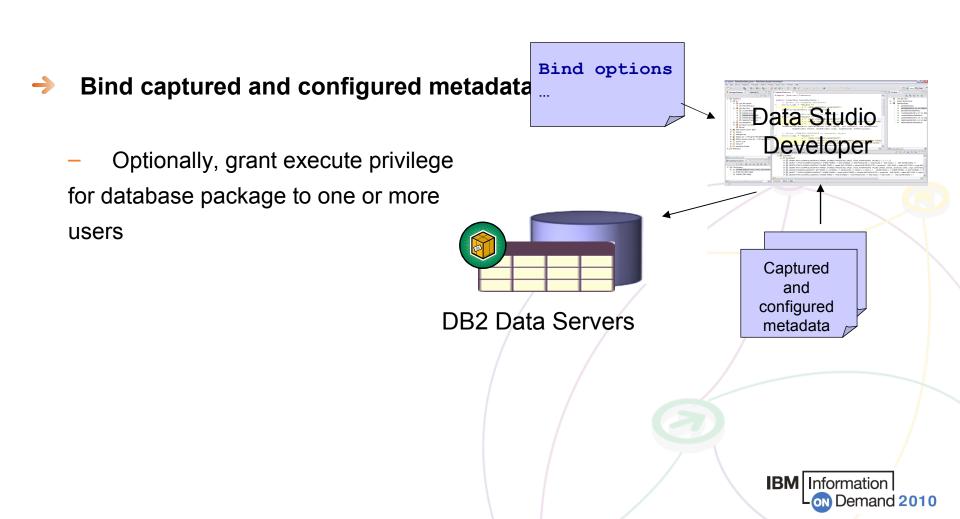


Step 2: Configure database package



Optimize an existing application in four easy steps

Step 3: Bind database package to target database

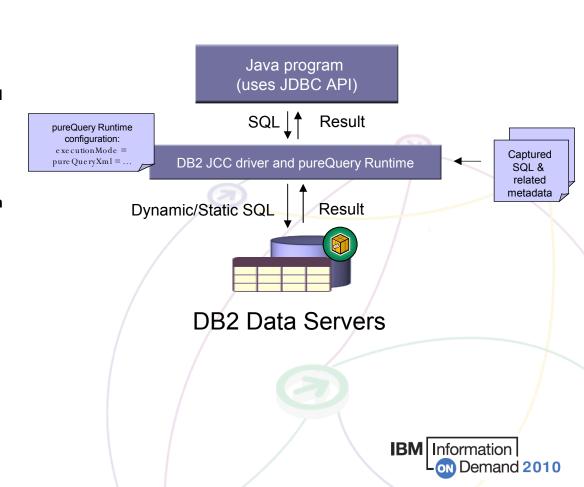




Optimize an existing application in four easy steps

Step 4: Execute application

- Application runtime environment configuration determines SQL execution behavior
- Configured metadata file can be loaded via class loader to simplify application deployment
- Run SQL statically, dynamically or in mixed mode
 - Choose execution mode based on lifecycle phase
- Prevent execution of SQL that has not been approved
 - Improve security by preventing SQL injection
- Run applications original SQL or (equivalent) optimized SQL
- Improve performance of problem queries without source code changes



SQL Concentrator

- → SELECT employee FROM hr WHERE serial = 123456
- → SELECT employee FROM hr WHERE serial = 563293
- → SELECT employee FROM hr WHERE serial = 432345
- → SELECT employee FROM hr WHERE serial = 243223

- → SELECT employee FROM hr WHERE serial = ?
- → Lock SQL and protect against SQL Injection
- Convert to static and save CPU cycles
- → Save space in dynamic statement cache





pureQuery Improves Performance, Security, and Manageability for DB2 ... Without Changing a Line of Code

Three steps

- 1. Capture the SQL
 - Use pureQuery API, generate from WebSphere JPA, or capture while executing
 - Use with custom-developed, framework-based, or packaged applications
- 1. Bind SQL to DB2
 - Use tooling in Data Studio
 Developer, WAS console, or command line
- Choose execution mode
 - Dynamic or static
 - Choose at deployment time instead of development time

Static SQL value

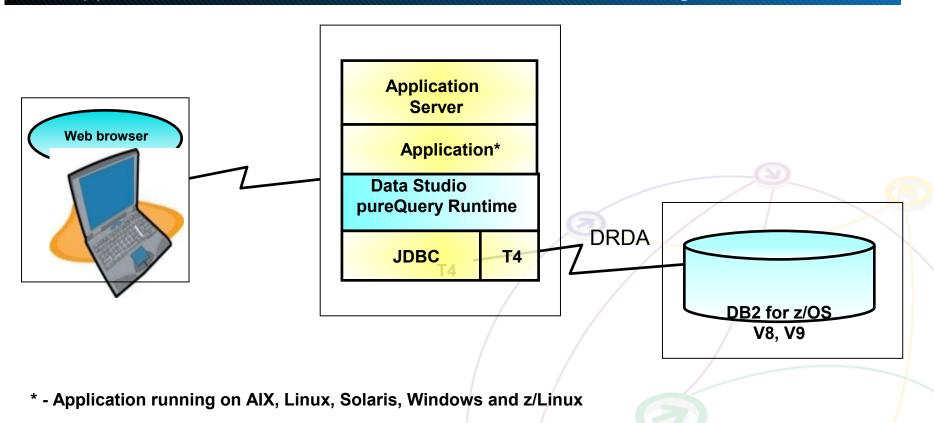
- → Make response time predictable and stable
 - By locking in the SQL access path pre-execution, rather than recomputing at access time
- Limit user access and reduce SQL injection
 - By granting execute privileges on the query packages rather than access privileges on the table
- → Accelerate problem resolution
 - By tracing SQL execution to a specific package and the originating source
- Increase system capacity
 - By driving down DB cycles

Demand 2010

80-90% of pure Query - Reference Architecture

Configurations Supported:

Application on Linux, UNIX, Windows, or z/Linux accessing DB2 for z/OS

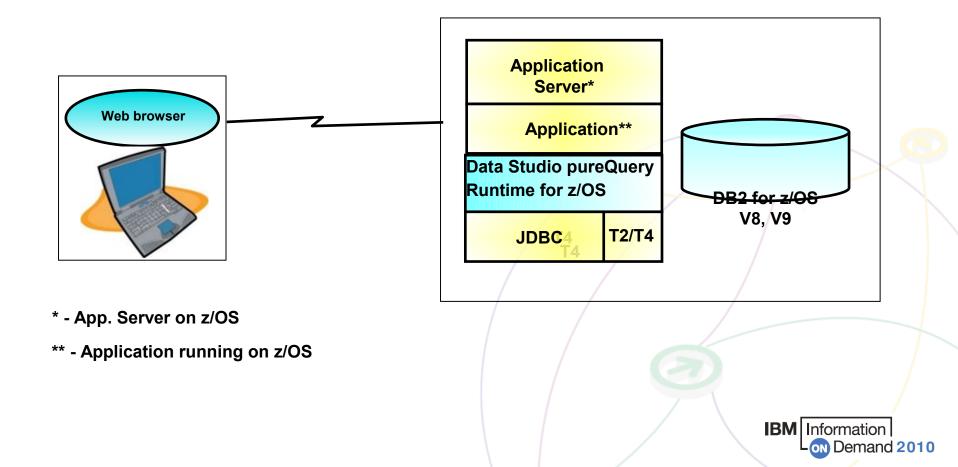


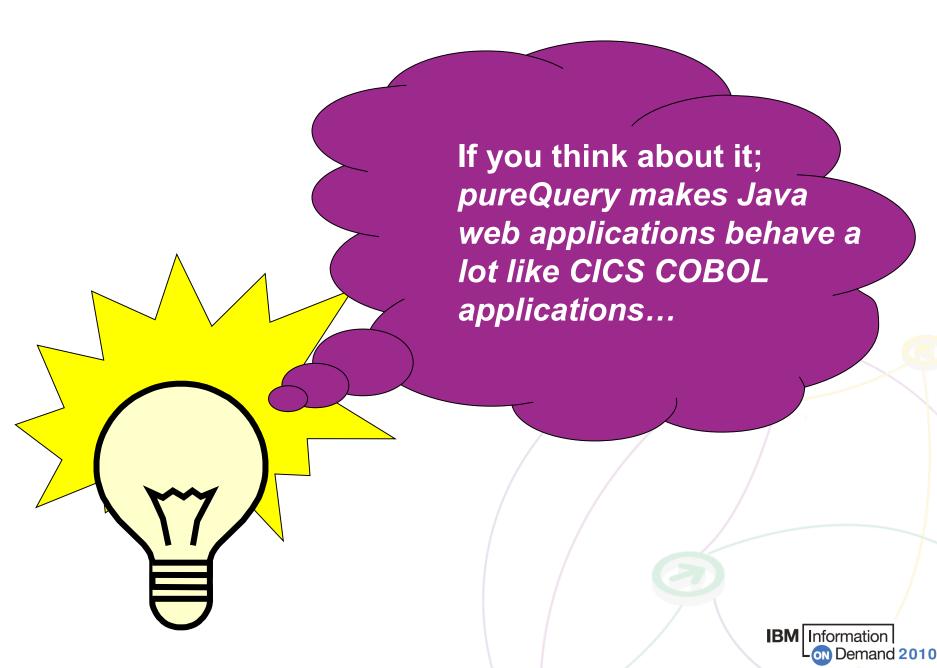


5-10% of pureQuery - Reference Architecture

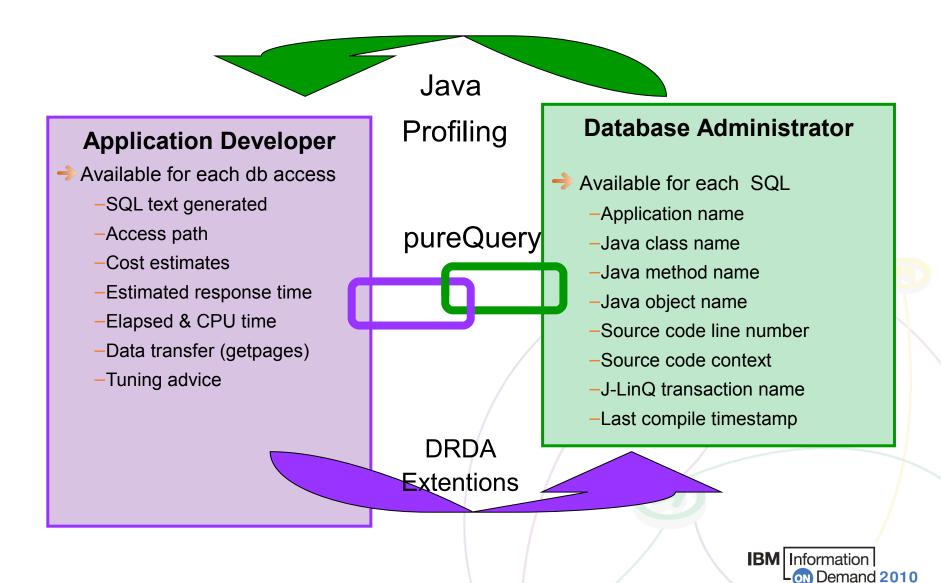
Configurations Supported:

Application running natively on z/OS accessing DB2 for z/OS

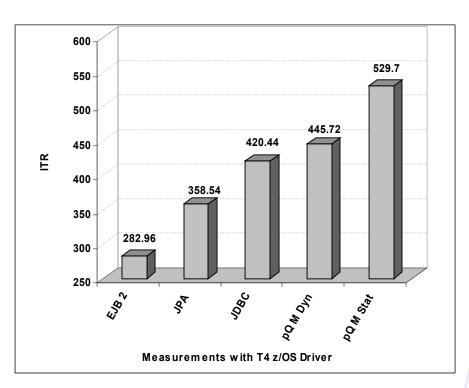


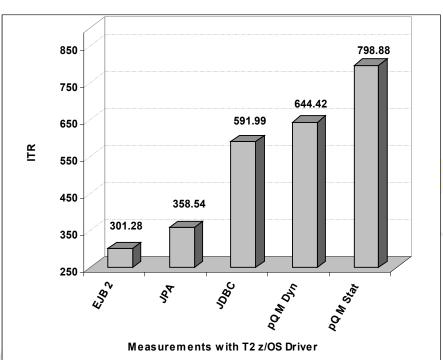


Simplifying Problem Determination Scenario



pureQuery improves throughput (pre-release numbers for v1.2 on IRWW benchmark, ~75% Dynamic cache hit)





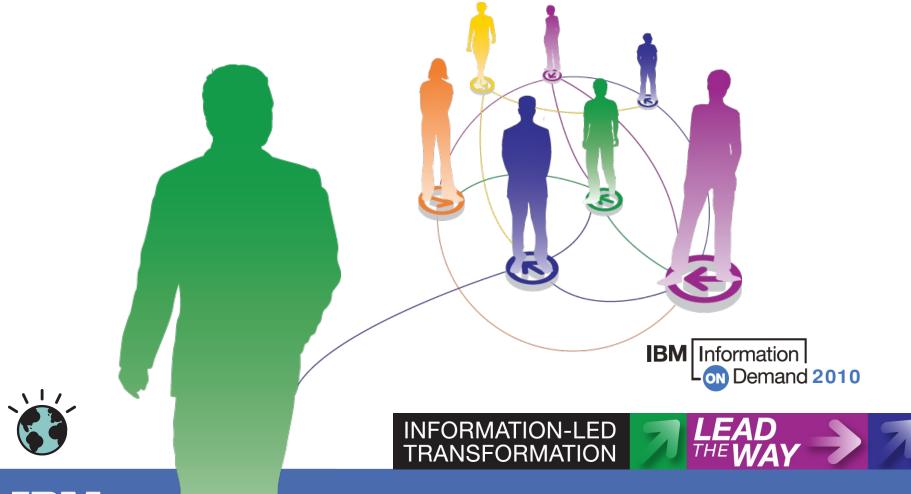
pQ M Static 26% faster than JDBC

pQ M Static 35% faster than JDBC



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Optim Query Tuner





Why is Query Tuning Such a Pain?

→ Development

- Lack of query tuning skills
- Use of frameworks that generate SQL
- Inadequate testing environments to drive the workload and data scale
- Disconnect between application and data groups

→ Production

- Performance problems appear without warning
- Aggregate information from multiple places
- Complexity of analysis requires specialized skills
- Need to consider entire workloads, not just single queries



IBM Optim Query Tuner Offerings

Optimize performance and reduce costs

- Optimize performance
 - Improve customer satisfaction
 - Improve organizational productivity
 - Satisfy service level objectives
 - Fit workloads into maintenance windows

- → Reduce costs
 - Increase overall system capacity
 - Reduce chargebacks
 - Simplify analysis for DBAs, developers, designers, and others
 - Improve statistics collection efficiency
 - Reduce time to respond





Expert-Enabled Query Tuning Out of the Box

Identify query candidates

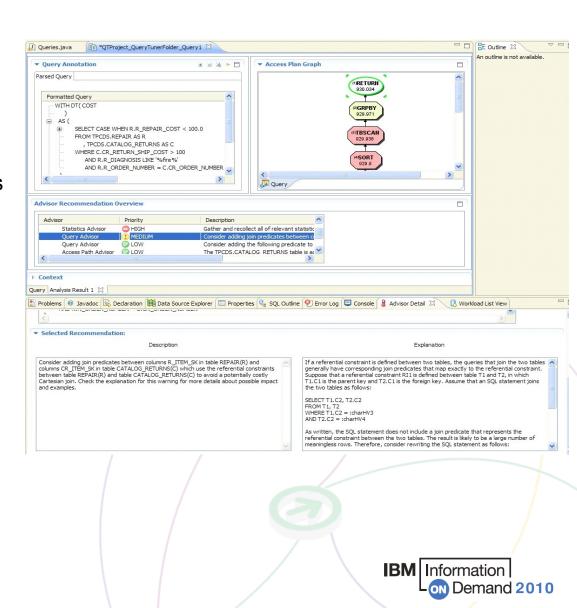
- DB2 catalog
- Dynamic statement cache
- Development Studio hot spots
- Query or performance monitors

Facilitate analysis

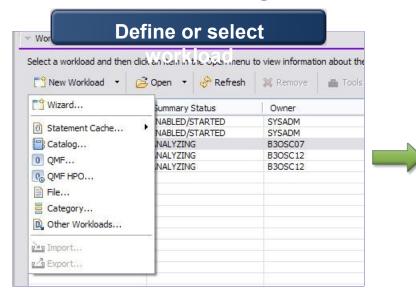
- Query formatting
- Query annotation
- Access path visualization and annotation

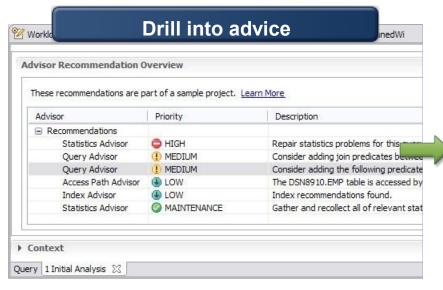
Get expert tuning advice

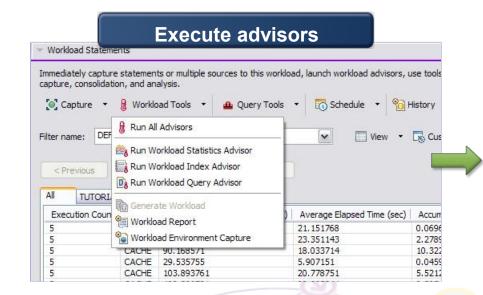
- Improve query design
- Improve statistics quality
- Improve database design

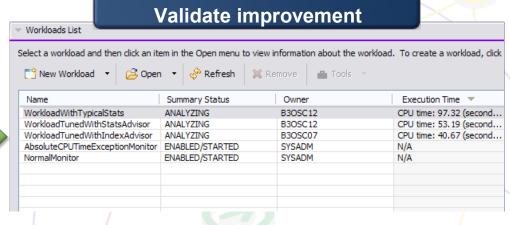


Streamlined Analysis







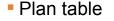


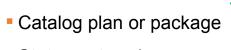
IBM Information

ON Demand 2010

Gather High Cost Queries and Workloads

DB₂





Statement cache

Statement table

Profile monitor

Optim Development Studio

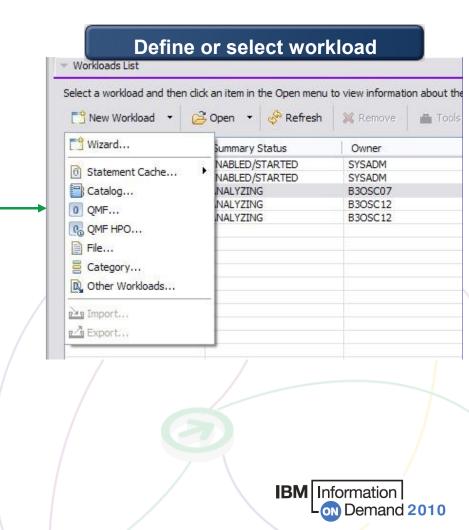
QMF and QMF HPO

DB2 Query Monitor

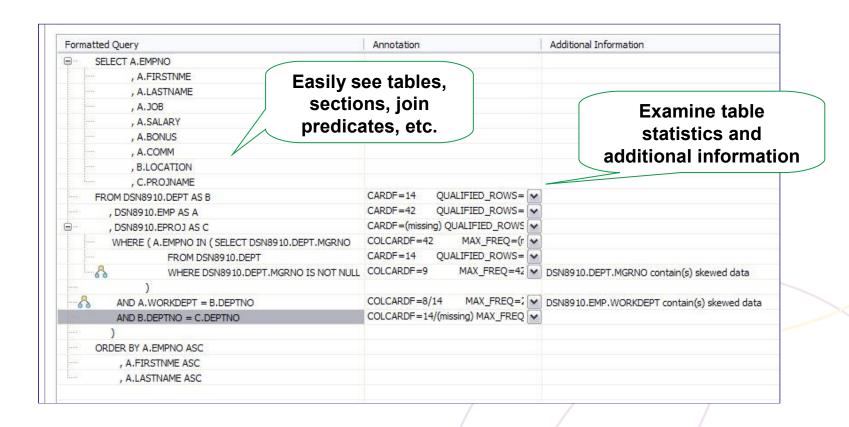
OMEGAMON XE for DB2

File, text, or exported workload

User defined category



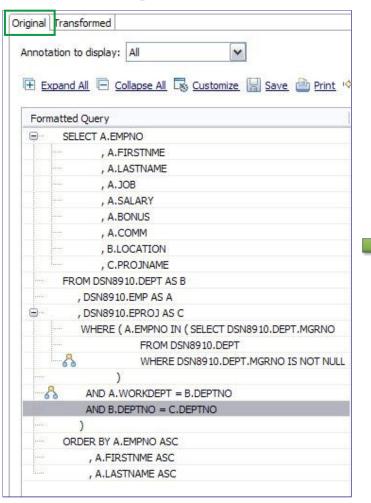
Visualize Queries and Costs to Speed Analysis

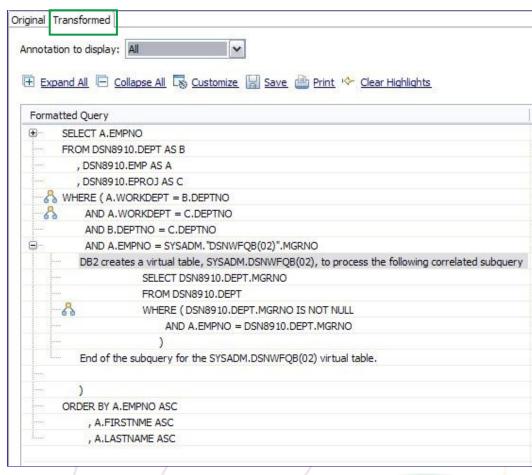


- → Accelerate analysis, reduce downtime
 - Spot human errors
 - Identify where filtering should occur



View Optimizer Transformations

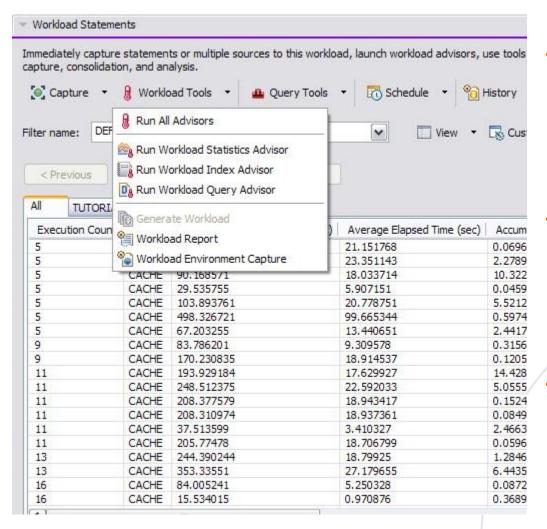




- → Accelerate analysis, reduce downtime
 - Spot transformations which will occur



Execute Advisors



Statistics

 Get recommendations on the best statistics to capture to influence access path selection

Query

 Get recommendations regarding how to rewrite the query for better efficiency

Index

 Get recommendations on additional indexes that can reduce database scans



Node Type: Nested loop join[3]

Cardinality Total Cost I/O Cost

CPU Cost

NLJOIN

: 158.6043

(18)SORT

19)TBSCAN

1249.9995

(20)**EPROJ** 10000(default)

: 1.5853055E7

6584.5586

OUERY

BNLJOIN

6584.5586

(12)FETCH

(15)DEPT

(13)XSCAN

(14)XDEPT1

(4)NLJOIN

5.2677

®QB2

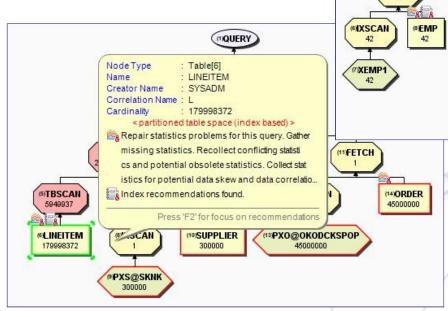
10/IXSCAN

0.3333

XDEPT2

Analyze Access Plans

- → Visualize access path
 - See flow of query processing
 - See indexes and operations
 - See optimizer rationale



- → Assess access path stability to reduce risk of performance regression
 - Is the optimizer able to apply the filtering early?
 - Are there indexes that support an efficient path?
 - Do statistics allow distinction between the choices?



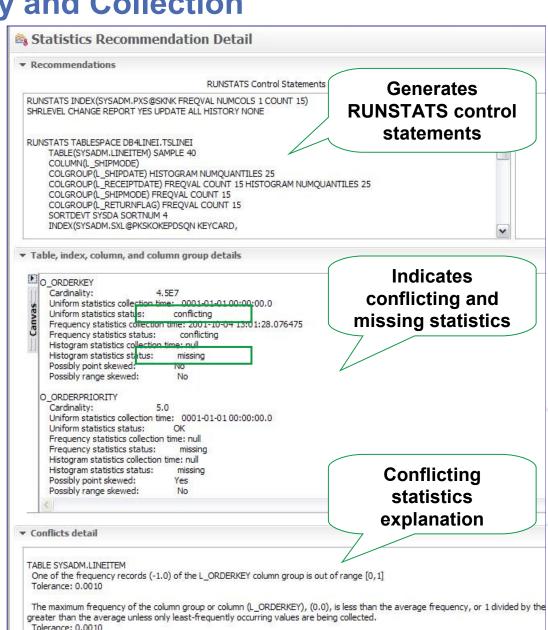
Improve Statistics Quality and Collection

- Provides advice on
 - Missing statistics
 - Conflicting statistics
 - Out-of-date statistics

→ Results

- Accurate estimated costs
- Better query performance
- Less CPU consumption
- Improved maintenance window throughput

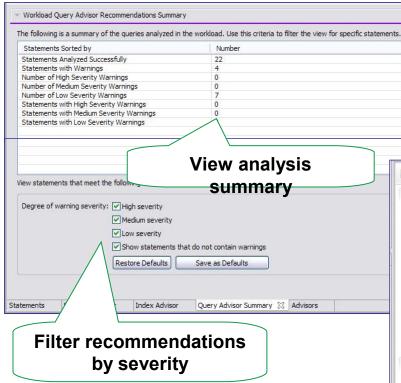
"Half of access path PMRs could be resolved by statistics advisor before calling IBM support." — IBM Support



IBM Information

ON Demand 2010

Improve Query Design

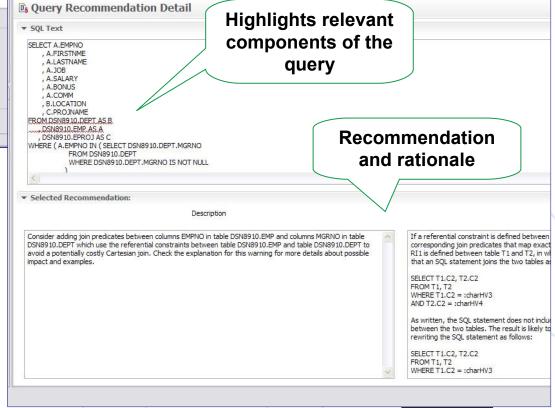


Guard against errors and oversights:

Further constrain query, increase index utilization, and reduce data reads

Query Advisor checks for

- Missing join predicate for referential constraint
- Predicates that can be rewritten as indexable
- Stage 2 predicates that can be rewritten as stage 1 predicates





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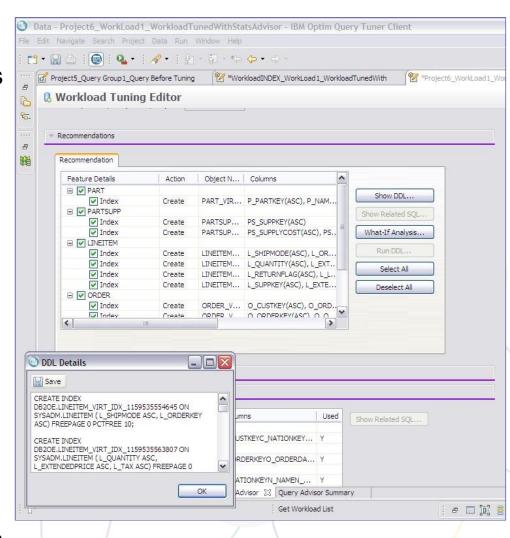
Indexing Advice to Improve Query Efficiency

→ Improve query efficiency

- Indexing foreign keys in queries that do not have indexes defined
- Identifying index filtering and screening
- Support for index only access
- Indexing to avoid sorts

→ Simplify use

- Consolidate indexes and provide a single recommendation
- Enables what-if analysis
- Provides DDL to create indexes
- Run immediately or save



Workload Tuning vs. Query Tuning

- Optimization decisions are based on tradeoffs
 - Statistics CPU costs vs. query savings
 - Indexing query speed vs resource and transaction
- → Workload tuning speeds up analysis
 - Analyzes multiple queries at once
- Workload tuning consolidates and optimizes recommendation for overall workload
 - Statistics recommendations
 - Index recommendations

Speed up analysis, optimize design, and balance resource usage



Schedule the task to be

Scheduling

- → Easy task scheduling
 - Capture of workloads
 - Profile monitor activity
 - Explain of workloads
 - Advisors for workloads

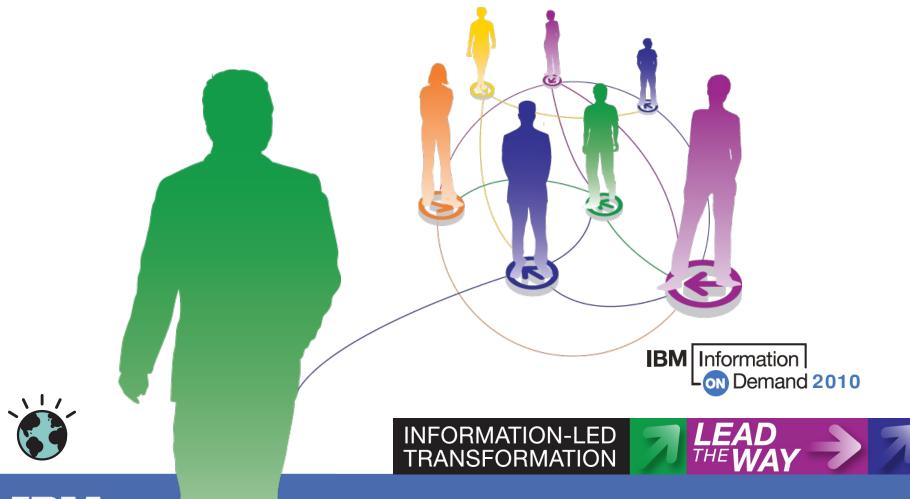
executed once, multiple times, or continuously Workload Wizard Capture Type Specify any related options. To customize the capture profile, sele choose from more options. Capture profile Steps Immediately Time Period: Statements are captured from the specified sources into the workload repeatedly, One Time 1. Workload with a specified interval between samples, during the time between a start and end time that Time Period 2. Source Periodic Sampling 3. Filter Customize ▶ 4. Capture The option overrides the current defined schedule setting for all defined monitor profiles. On the client using client-side scheduling On the server using the administrative scheduler Authorization Information User ID: SYSADM The profile monitor will be started on all data sharing members. Select All Schedule the task with Clear All the admin scheduler or Configure Group from the client side Profile Details Start time: 2009-06-16 10:00:00.956 Change. End time: 2009-06-16 18:00:00.956 Change. ✓ Receive notification ien the scheduled task is finished (?) < Back Next > Einish Cancel

Specify the start time, end time, and interval



IBM Optim Solutions

What Customer are Saying





"Optim has already yielded the returns we were looking for, and we have just touched the tip of the iceberg..."



"We can easily comply with data privacy regulations without incurring additional costs..."



"The bottom line is that Optim's archiving capabilities will help us exceed our SLA..."







...And Many Other Happy Optim Customers

CORNING TOSHIBA































ART IN MOTION















...And More





















DIRECTV'









CANAL+



















































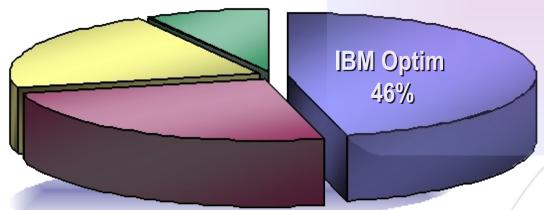






Customers Have Made Optim The Market Leader

"[Optim] customers spoke highly of the reliability and high performance of its archiving solution, which sets it apart from other vendors in this space."



-- Forrester Research

Gartner Research

Sources:

Gartner, "Archiving Software Market to Experience Strong Growth Through 2010" 2006; Forrester Research, "Database Archiving Remains An Important Part Of Enterprise DBMS Strategy," 2007





The broadest range of capabilities for managing the value of your data throughout its lifetime

