

Information On Demand solutions
To support your IT objectives



**Information as a service: Achieve new levels of flexibility,
consistency and availability.**

From competition to compliance, today's business world is faced with a constant onslaught of change. Keeping pace with these requirements demands flexible business processes and IT systems that can accommodate rapid change. Information in all forms and from all sources—including structured information residing in application databases as well as unstructured information in e-mails, documents, specifications and other sources—must be complete, accurate and consistently available to those who need it, when they need it.

The advantages of a sound information management strategy are considerable. Companies that effectively use information routinely outperform their competitors by a wide margin. A proactive approach to information management enables you to uncover the hidden strengths of your product lines, implement better ways of running your business, discover new ways of approaching the market and learn how to better drive competitive advantage.

Many organizations are discovering that the best way to manage their information assets is through an open service-oriented approach that unlocks information from individual applications and repositories, making it readily available to processes, people and applications. Treating information as a service helps you create a unified view across your organization

where you can ensure every aspect of information, from verification and transformation to access and disposal, is handled consistently and appropriately. Enabling you to deliver information you can trust when and where it's needed most—on demand.

Information On Demand is about getting the right information to the right people or processes at the right time to take advantage of these opportunities. It's about creating business value and reducing risk by integrating, analyzing and optimizing all types and sources of information throughout their lifecycle. Information On Demand transforms captive data into openly available information as a new service layer throughout the enterprise, helping you increase information availability, quality, context and flexibility.

When you turn your information assets into services, you can help:

- *Lower costs through an optimized infrastructure.*
- *Gain insight through information analysis and discovery.*
- *Manage risk and streamline compliance.*
- *Leverage information for business transformation.*
- *Gain control over master data.*
- *Manage information complexity.*

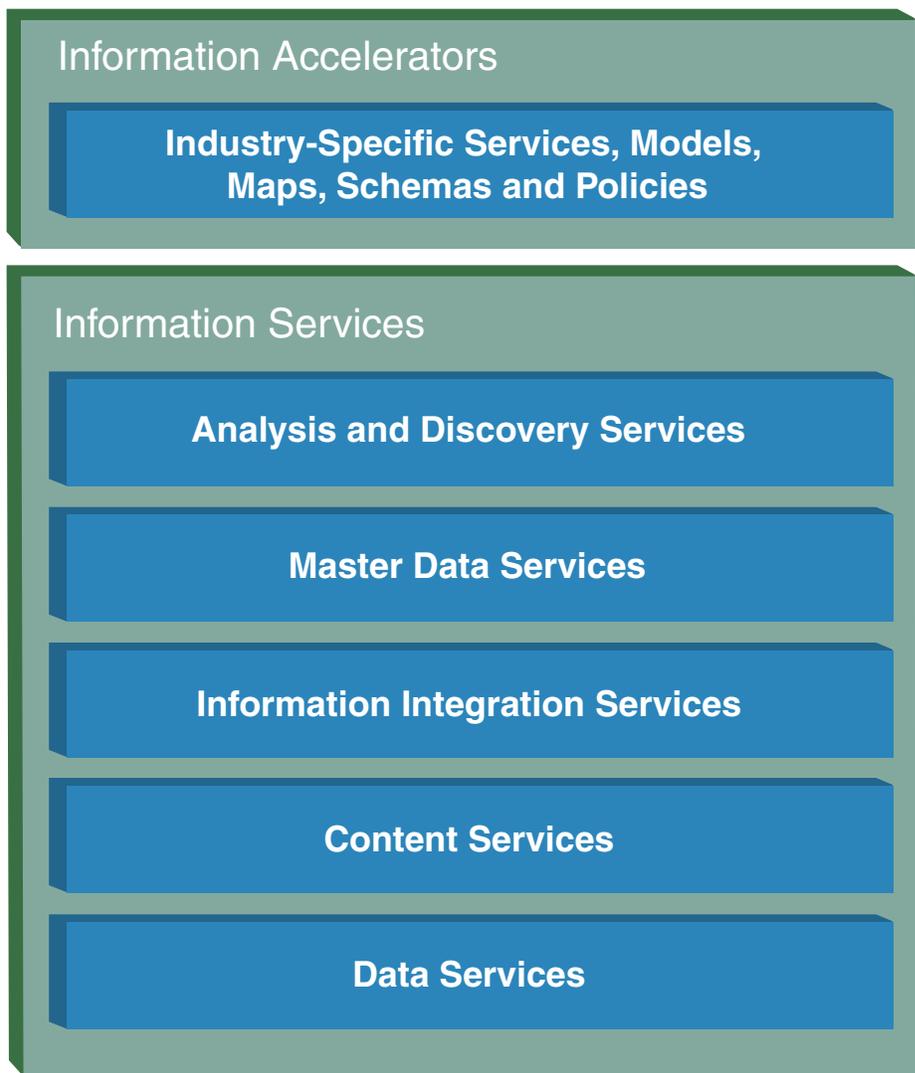


Drive value through end-to-end information management solutions

The infrastructure that supports your information management strategies must be flexible enough to meet varying demands. Because information cost and IT complexity are directly related to this flexibility, optimizing your organization's information infrastructure is critical. IBM delivers solutions that can help you optimize your IT infrastructure through:

- *Automation capabilities and advanced tools that streamline database administration and development and provide easy publishing of data as a service.*
- *Content management and access services that allow for universal content control and easy publishing of content as a service*
- *Information integration services that allow information to be understood, cleansed, transformed, and moved, easily publishing integrated information from heterogeneous sources as a service*
- *Master information management services that integrate, manage, and publish master information on products, customers, and other core business entities, and provide industry-specific accelerators to jump-start projects*
- *Analysis and discovery services that provide detailed insight into information, allowing people, processes, and applications to access this insight as a service*

By providing the necessary building blocks for an information infrastructure, IBM Information On Demand solutions can help you capture, organize, integrate, transform, analyze and use information to create insight. Each layer helps you address specific information management requirements.



The building blocks of information infrastructure.

“...current information management challenges become exposed when migrating to service-oriented architectures (SOAs). Unless Enterprise Information Management is embraced by organizations, SOA will become a veritable ‘Pandora’s box’ of information chaos within the enterprise.”

– Gartner Group, September 2005*

Data services

Just as a house requires a solid foundation, so too does Information On Demand. While there is no single, mandated approach to information management, the infrastructure that supports it must be flexible enough to meet varying demands. Given that information cost and IT complexity are directly related to this flexibility, optimizing your organization's information infrastructure is critical. IBM provides *data services* solutions that can help you optimize your IT infrastructure through automation capabilities and advanced tools that streamline database administration and development—enabling you to redeploy resources to higher priority projects. These data services securely optimize the retrieval, management and storage of information across its lifecycle while providing standard application programming interfaces (APIs) that enable applications to access a wide variety of stored information in a uniform manner. IBM data services solutions also provide database optimization capabilities to help enhance performance and improve server and middleware utilization for applications such as SAP.

Content services

Business content comes in all forms, both structured and unstructured—documents, instant messages, application data, Web content and multimedia assets. Increasingly, expanding regulations for data retention require you to retrieve this information on demand to meet audit requirements as well as manage it according to policies you've set. IBM *content management services* provide a cost-effective way to help you integrate and manage documents, integrated workflows, e-mail and information archives, federated records, transaction content, Web content, digital assets, reports, rights, digital imaging and SAP archiving.

Information integration services

Information integration is all about delivering accurate, consistent, timely and coherent business information to people and processes. When you have a consistent, unified view of your information assets, you can more easily avoid costly mistakes and respond to market opportunities ahead of the competition. IBM *information integration services* help you provide real-time, integrated access to business information—regardless of where it resides or the format it's in.

Through information integration services, you can help eliminate silos and enhance information (cleanse, profile and reconcile) while leveraging federation capabilities to centrally manage information without having to replace existing information management systems.

Master data management services

A master data management strategy takes into account that certain domains of information — such as information about products, customers, employees and partners — are relevant to most enterprise applications. With effective management of this information, you can help eliminate redundancies and inaccuracies that can result in overlapping inventories or expensive mistakes. IBM *master data management services* can help you organize enterprise-wide information to provide a common source of accurate and reconciled reference information that brings consistency across your organization. Identity management capabilities across multiple

databases provide a real-time accurate view of customers, vendors, employees and the relationships among them.

Discovery and analysis services

Information analysis can help you realize greater value from the information you already have. IBM *discovery and analysis services* give you the tools you need to more easily analyze information from a range of systems. Armed with this information, you can extract patterns and gain insight from information located in multiple stores. For example, a retail outlet could observe in real-time the interactions between inventory, supply chain and financial systems. IBM information analysis capabilities are expanded with advanced analytic solutions — including identity and entity analytics to help you understand the true identity and relationships among critical business entities, such as employees and customers. The result is more informed and faster decisions that drive efficiencies and competitive differentiation.



Information accelerators

Information accelerators enable you to decrease time to value and risk associated with providing information in an SOA by leveraging best practices to support innovative applications and processes developed by IBM or a partner network. These accelerators apply industry-specific services, models, maps, schemas and policies to give you a jump-start on your projects. Pre-defined patterns let you quickly determine the types of assets that will apply to projects, and you can leverage the accelerators across the IBM information management portfolio to institute-proven, industry-specific solutions directly within the technologies. For example, a retail bank can start with a banking data warehouse model pre-built into IBM DB2® Universal Database™, along with pre-defined extracting, transforming and loading (ETL) processes, rules and services to accelerate a business intelligence services project. IBM information accelerators can help you

speed project cycles, minimize risk and adhere to industry-specific requirements.

Get started now

IBM has the breadth and depth of experience to help solve your most critical information-intensive needs—ensuring that your employees, customers and trading partners have the information they need, regardless of where it originated. Designed to support industry standards for an open and flexible architecture, Information On Demand solutions can help you develop a framework for a standards-based IT infrastructure—the first step toward delivering information using a service-oriented approach.

IBM Information On Demand solutions integrate across the IBM software and hardware portfolio of solutions, including DB2, IBM WebSphere®, IBM Tivoli®, IBM Rational®, IBM Lotus®, and IBM System Storage™.

For more information

To find out more about IBM Information On Demand solutions, contact your IBM representative or IBM Business Partner, or visit:

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*The Essential Building Blocks for Enterprise Information Management, David Newman, 14 September 2005, ID Number G00130627.