Innovation with Information in an SOA Environment
Delivering the Business Value of Information

Tom Reilly
Vice President
Enterprise Master Data Solutions
IBM Information Management Software

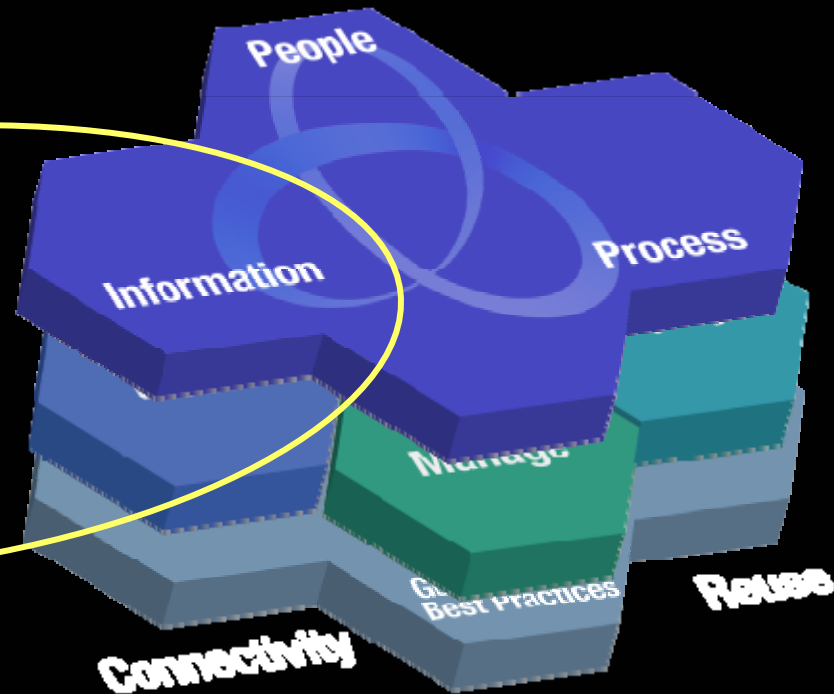*SOA on your terms and our expertise*

The Basics: What is SOA?

"SOA impacts every aspect of IT and business."

Gartner

SOA on your terms and our expertise

SOA Entry Points Help Customers Get Started
Both Business Centric and IT Focused

Deliver Trusted Information in Business Context

People

Information

Process

Manage

Connectivity

Best Practices

Reuse

Volkswagen

"Today, 70% of the time of our people is spent in searching for information and only 30% in making intelligent decisions.

We want to flip the ratio, providing 70% of time for intelligent, analytical decision making and only 30% administrative work."

Dr. Martin Hofmann
Exec. Director, Group Supply Strategy
Volkswagen AG

Result: *20% increase in procurement productivity*

The Information Challenge
Information is in Silos… Trusted Information is Not Available

Managing information in silos has become obsolete.

Multiple Versions of the Truth

Inaccurate,

Inconsistent

Incomplete,

Inaccessible,

Untimely

Out of Context…

Information Must Become a Strategic Asset

Today's business challenges mandate a fresh approach to managing information.

Globalization, M&As

Risk & Compliance,

Eroding Customer Loyalty,

Supply Chain Complexity,

Industry Transformations,

Cost Cutting…

5X More Value creation by organizations effective at using Information as an Asset

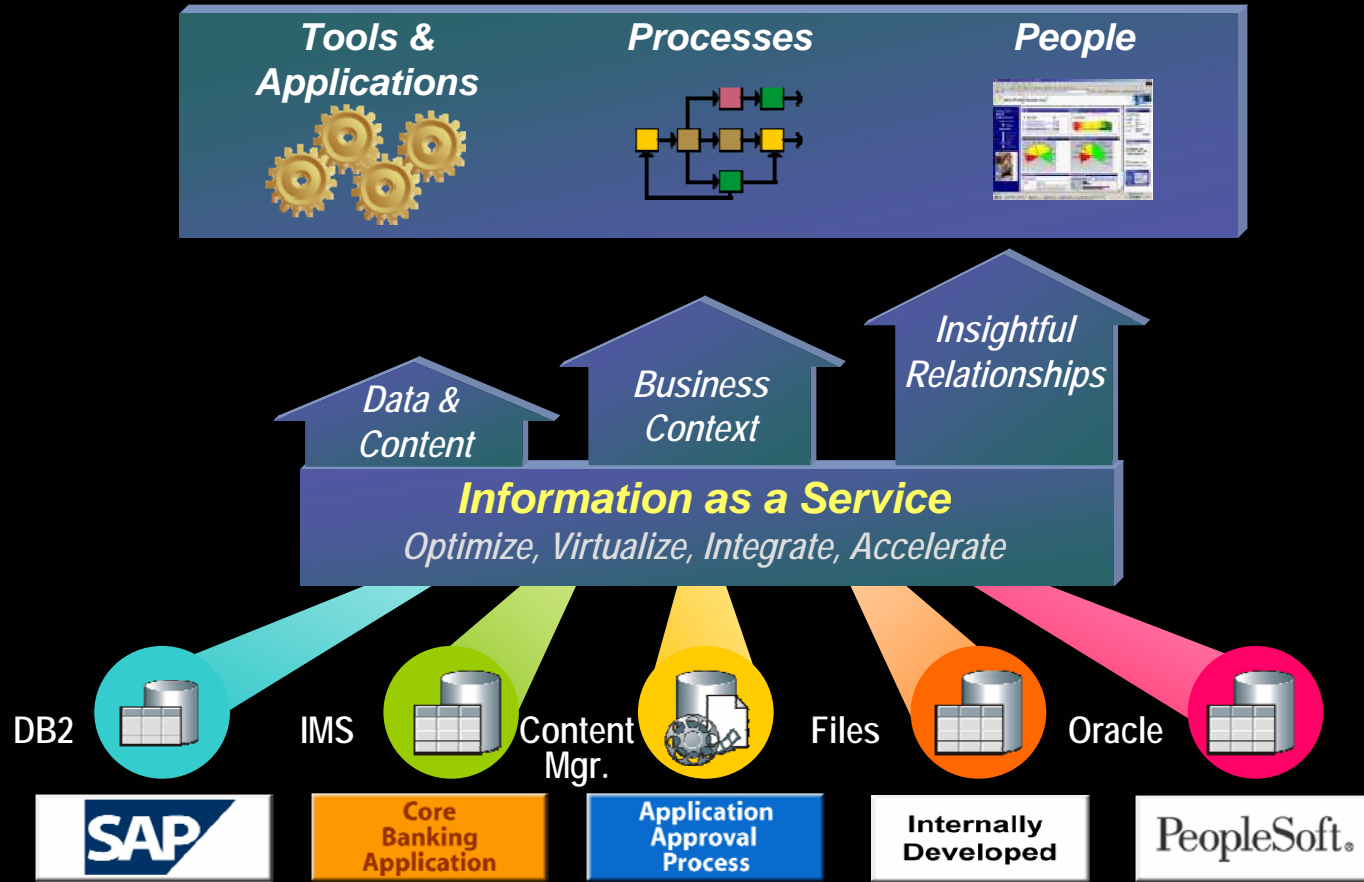**60%+** of CEOs: Need to do a better job leveraging information

70% of people's time can be spent searching for relevant information

Sources: IBM Attributes & Capabilities Study, 2005; Client Interviews 2004; IBM CFO Study, 2006

Information as a Service
Managing Enterprise Information & Processes for Business Flexibility

**3** *Enable a New Class of Information Intensive Strategic Applications*

Tools & Applications	Processes	People

Data & Content

Business Context

Insightful Relationships

Information as a Service
Optimize, Virtualize, Integrate, Accelerate

DB2   IMS   Content Mgr.   Files   Oracle

SAP

Core Banking Application

Application Approval Process

Internally Developed

PeopleSoft.

1 *Integrate Existing Applications*   **2** *Consolidate ERP / Suites*

Service Oriented Architecture
Information as a Service is Key

You will waste your investment in SOA unless you have enterprise information that SOA can exploit.

Gartner

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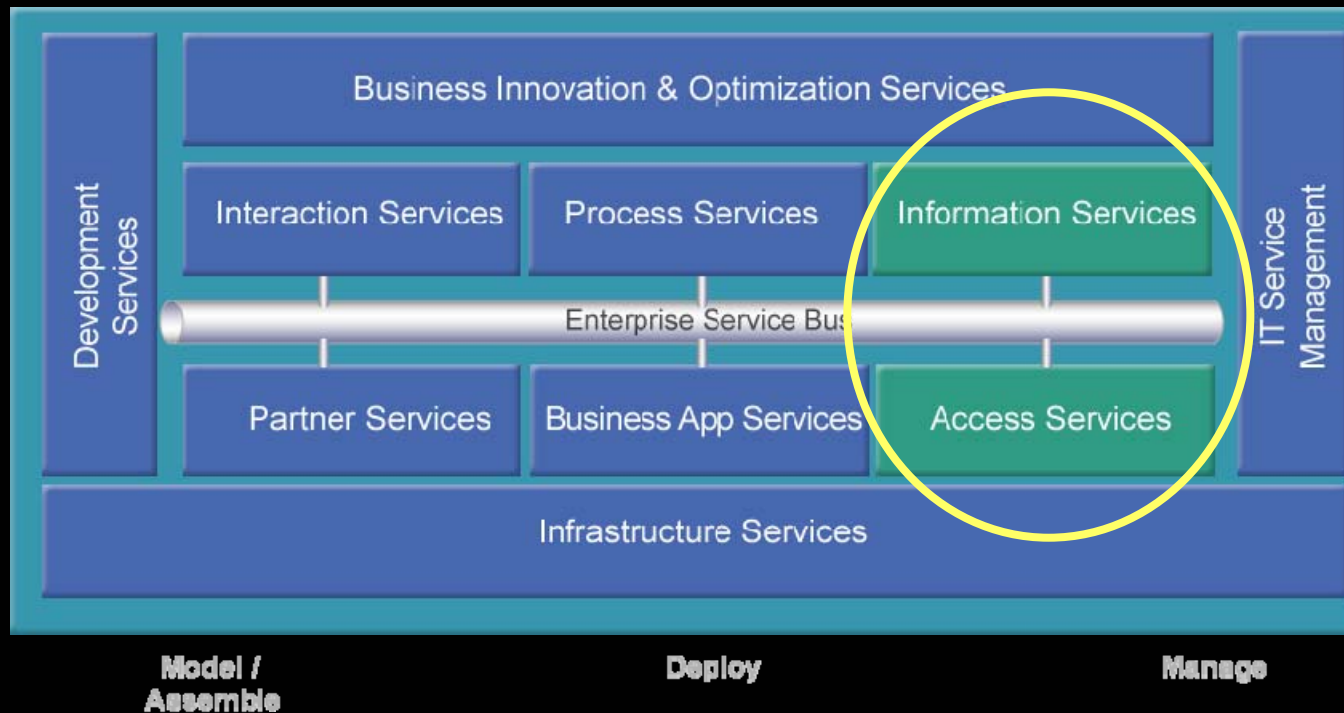
Critical Business Initiatives Depend on Information
Information Intense Business Problems

- **Master Data Management**
  - Single view of the customer, product, supplier, location……
  - Gain control of disparate silos

- **Risk & Compliance**
  - Loss and Fraud prevention
  - Government regulations and taxes

- **Worker Productivity**
  - Information accessible to every user when and where they need it… both structured and unstructured
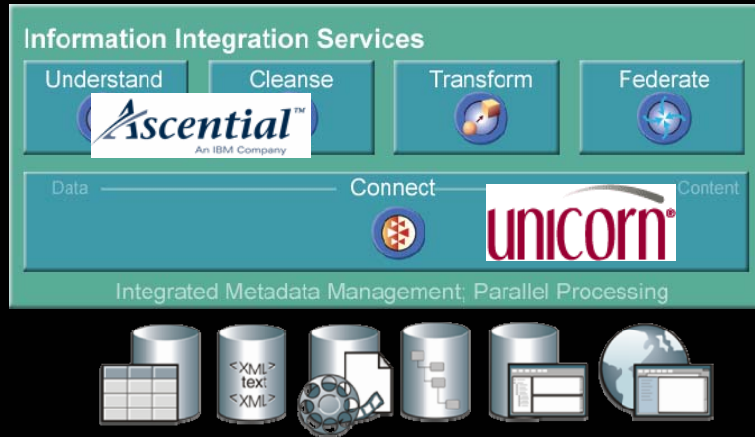
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Technology and Industry Drivers are Accelerating

- *Industry Drivers*
  - Risk and Compliance, BASEL II, Solvency II
  - Fraud and Abuse
  - RFID, Global Data Synchronization
  - TREAD Act, HIPPAA

- *SOA Requires Industry and Business Oriented Frameworks*
  - Industry data and process models
  - Master Data Management systems
  - Design and run-time solutions

- *IBM is Making Major Investments*
  - $1.5B in past 18 months
  - >$1.0B in next 36 months
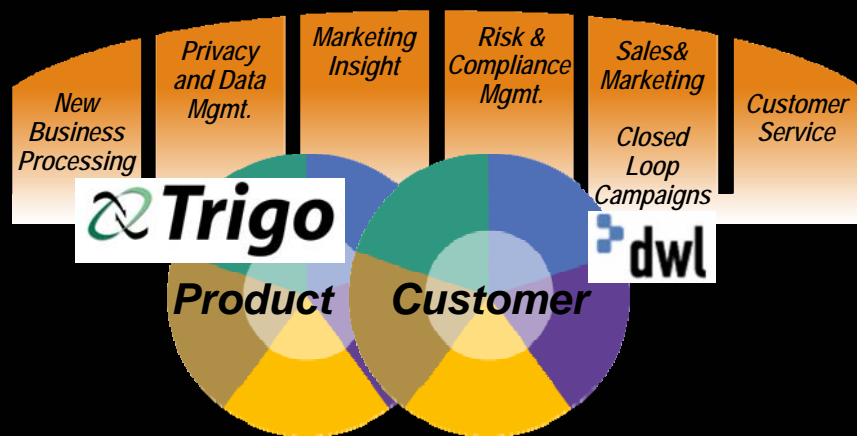
IBM Acquisitions Continue to Extend the Value

Information Integration Solutions

Entity Analytic Solutions

Who is Who?	Who Knows Who?	Who Knows Who Anonymously?
Identity Resolution	Relationship Resolution	Anonymous Resolution

Master Data Management Solutions

Industry SOA Models

SOA on your terms and our expertise

Information as a Service Portfolio

1 *Integrate Existing Applications*

- Drive integration across systems
- Integrate with partners and customers

2 *Consolidate ERP / Suites*

- Support consolidation of systems
- Lower costs, improve operations

3 *Enable a New Class of Information Intensive Applications*

- Insight into your operations, customers, and partners
- Introduce new processes, products, & services
- Create competitive differentiation

Industry SOA Models & Assets

Data Models

Process Models

Integration Models

Meta Data Modeling

SOA on your terms and our expertise

Information as a Service Portfolio
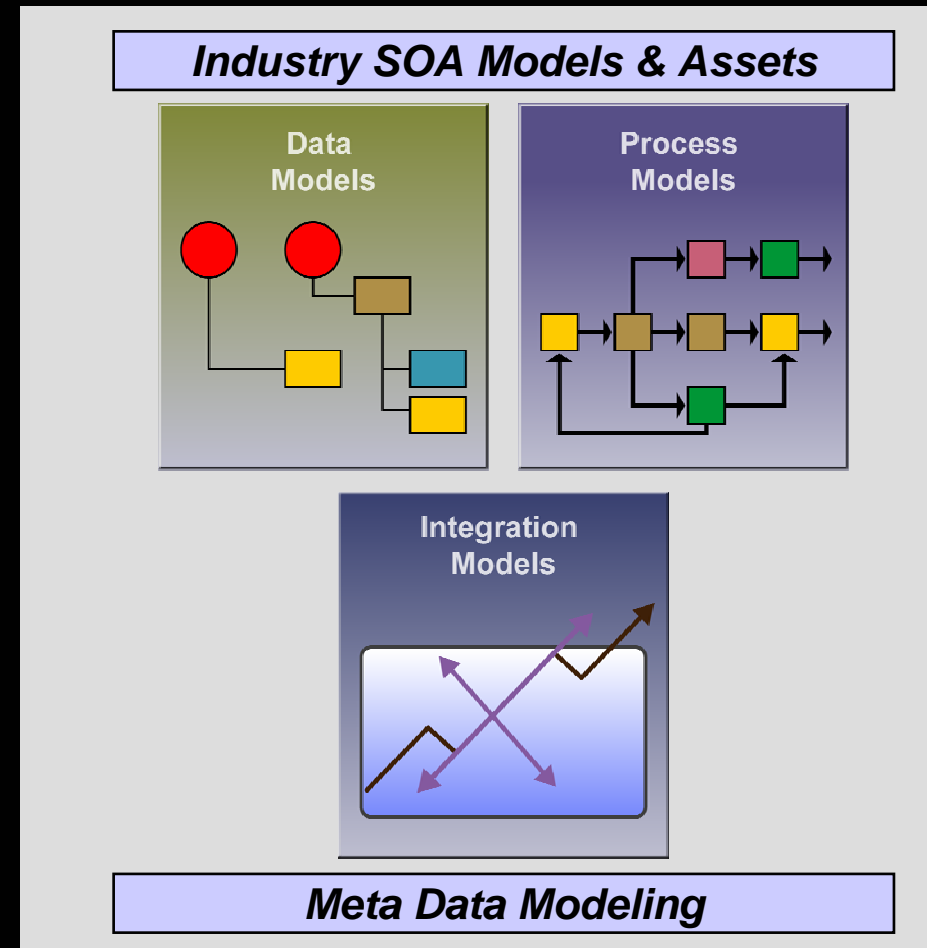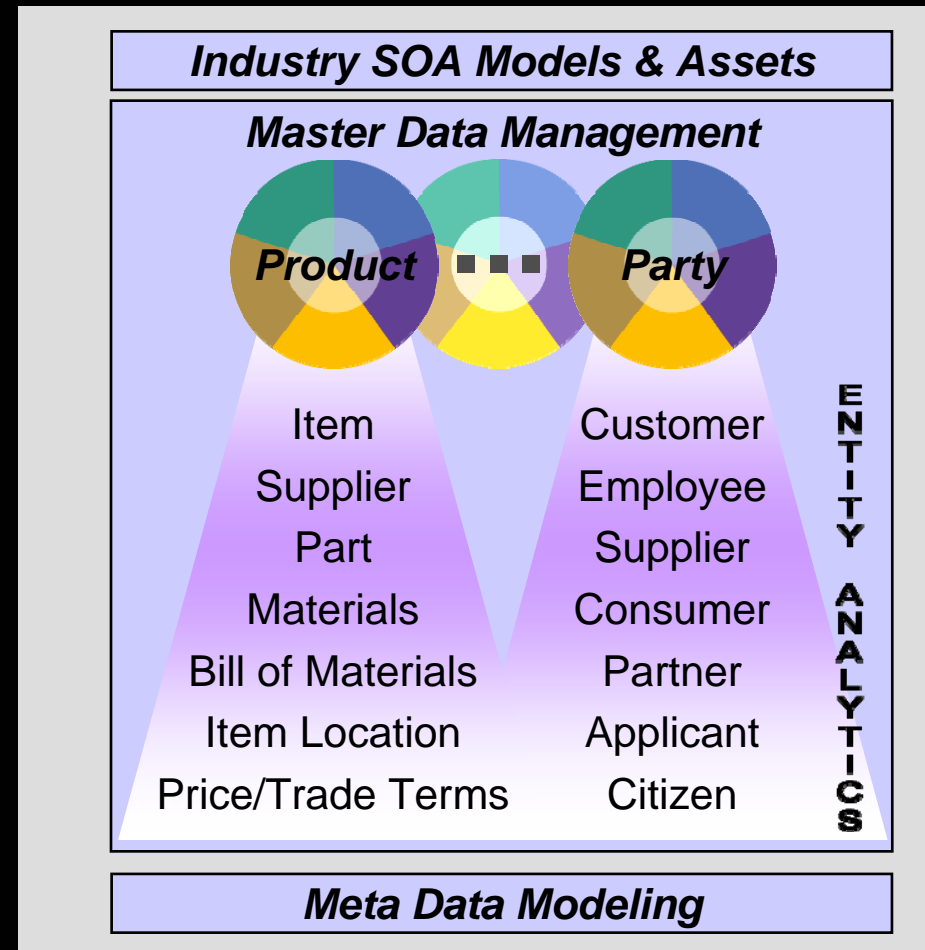
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Industry SOA Models & Assets

Master Data Management

Product ■ ■ ■ *Party*

Item	Customer
Supplier	Employee
Part	Supplier
Materials	Consumer
Bill of Materials	Partner
Item Location	Applicant
Price/Trade Terms	Citizen

ENTITY ANALYTICS

Meta Data Modeling

SOA on your terms and our expertise

Information as a Service Portfolio

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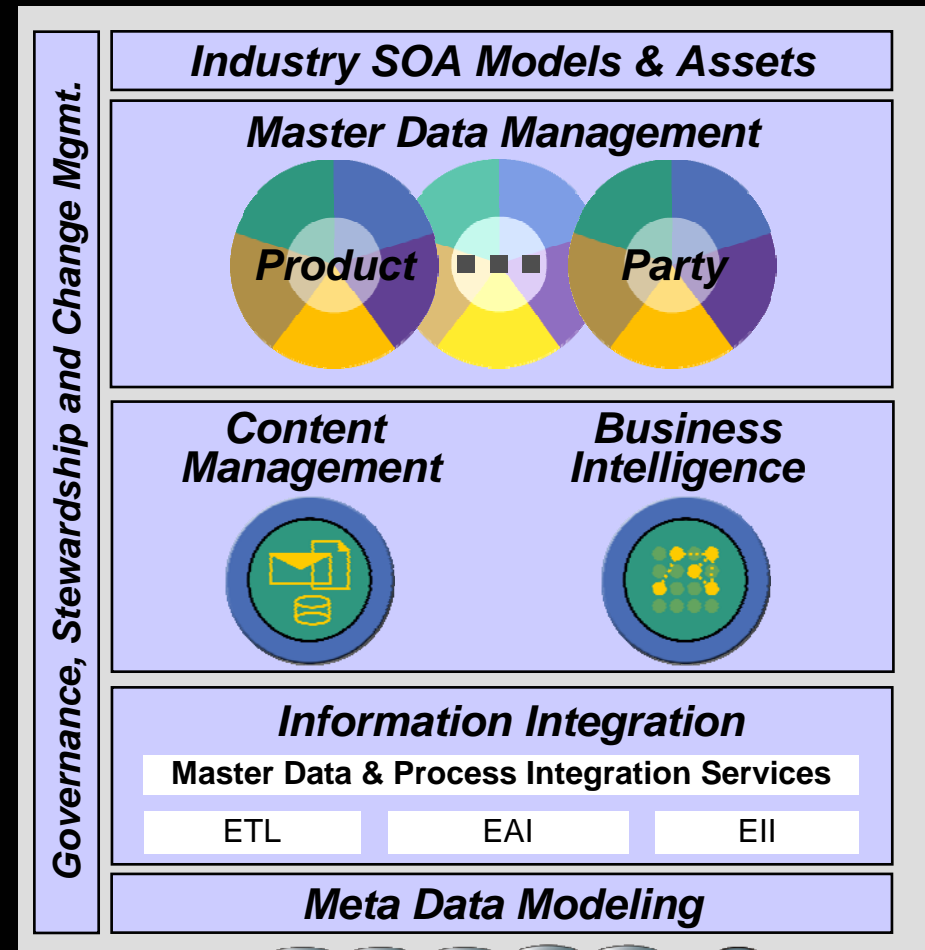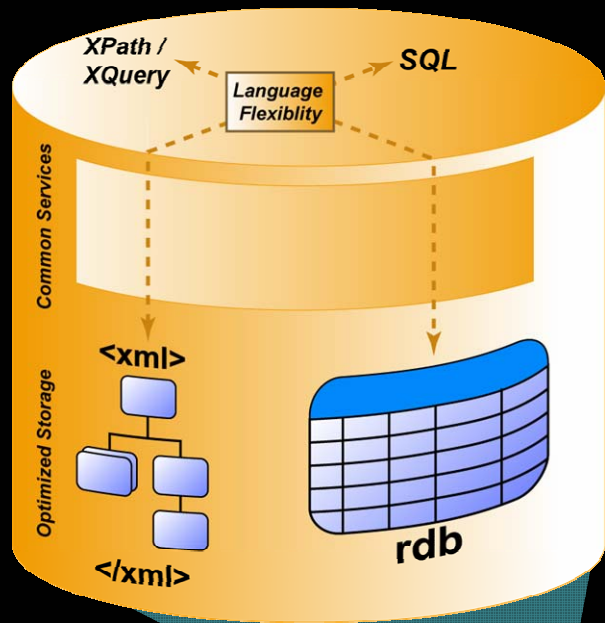
– Create competitive differentiation

Industry SOA Models & Assets

Governance, Stewardship and Change Mgmt.

Master Data Management

Product ■ ■ ■ *Party*

Content Management

Business Intelligence

Information Integration

Master Data & Process Integration Services

ETL	EAI	EII

Meta Data Modeling

Integrating XML with Innovative Technology
## *Key to SOA*

- **Best of Both Worlds**
  - Overcomes complexity & limitations of prior models
  - Flexibility of XQuery and SQL
  - Performance, integrity, protection, and scale from the proven DB2 infrastructure

- **Strong Early Adopter Experiences**
  - Up to 16x reduction in development time
  - 65% reduction in lines of code
  - 100x performance improvement

- **Momentum Building**
  - 150 in Closed Beta
  - 2,500+ Downloads Since Open Beta 4/06
  - Storebrand, Research Libraries Group, IDB Consulting, Nextance, Justsystems, Skytide, Exegenix, Kbrix, Jeeves Information Systems, Strada Software +++
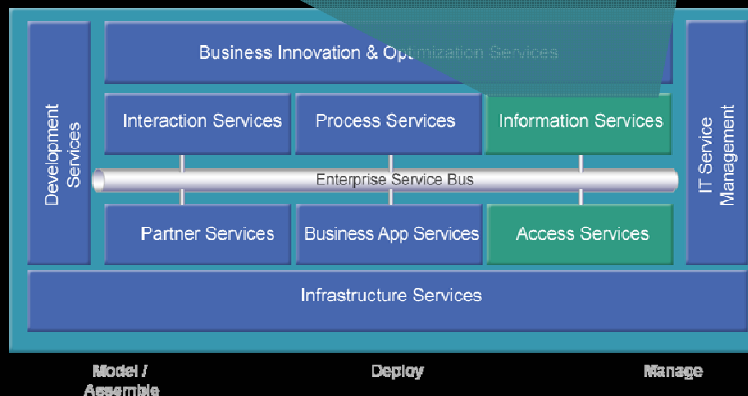
IBM Information On Demand Software
Unparalleled Breadth and Depth

1,000+ Clients

- **Business Information Services**
  - Master Data Management
  - Entity Analytics
  - Information Warehousing
  - Industry Models…

5,000+ Clients

- **Information Integration**
  - Quality Services
  - Transformation Services
  - Federation Services
  - Metadata Services…

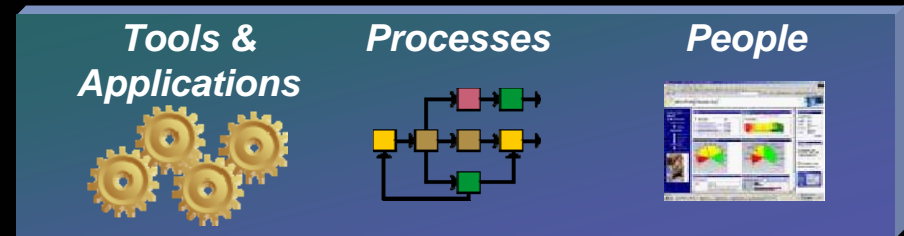**13,000+ Clients**

- **Content & Discovery Services**
  - Content Mgmt. & Integration
  - Discovery Services…

450,000+ Clients

- **Data Services**
  - Data Servers, Warehouses, Tools…

Tools & Applications   **Processes**   **People**

Insightful Relationships

Business Context

Data & Content

Information as a Service
Optimize, Virtualize, Integrate, Accelerate

No Other Vendor Delivers The Breadth and The Depth of Capabilities

Data Servers & Content Repositories

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Panasonic
Providing Trusted, Timely, Consistent & Complete Information

Different Product Managers Coordinate Different Products

Different Requirements for Different Markets

Duplicate Activity

- Time taken from sales and customer focused activities
- No clear control or maintenance procedures

Inconsistency

- Product Information stored all customer touch-points
- Mixed levels of information provided to the customer

Information Islands

- Limited integration
- Few standards

Multiple Plants Delivering Information

Products Launching in Different European Markets

SAP R/3

Internal Product Catalog

Retail & Distribution Partners

WAL★MART ALWAYS LOW PRICES. *Always*

Internal Systems

External Systems

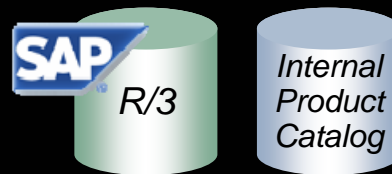*SOA on your terms and our expertise*

Panasonic
Providing Trusted, Timely, Consistent & Complete Information

- *Savings of €5 million per year anticipated*

- *30% increase in product introduction productivity*

- *20% increase in accuracy through improved information and support quality to customer and retailer*

- *Planned expansion to Customer, Supplier Information*

Master Data Services
- Integration, Synchronization
- Process Templates

SAP R/3

Internal Product Catalog

Retail & Distribution Partners

WAL★MART®
ALWAYS LOW PRICES. *Always*

Internal Systems

External Systems

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Information Becomes a Strategic Asset
Timely & Accurate Information Fights Crime

▶ *Need for on-scene insight from billions of records across multiple police databases*

▶ *Correlate arrests, complaints, summonses, homicides, shootings, locations, 911 calls…*

Key to Success

- Timely Delivery of Structured and Unstructured Information

Result

- Timeliness means the difference between life & death
  - Information reaches detectives within minutes, instead of days or weeks
- Rapid trend analysis improves resource deployment
- Rapid repeat offender identification

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Information Led Business Innovation
Information Integration and Reconciliation Key to Success

▶ *Needed to stock inventory and customize leasing program based on unified view of customer profiles*

▶ *Optimize supply chain through dynamic sourcing*

▶ *Increase effectiveness & efficiency of core functional areas: service, warrantees, monitoring, promotions…*

Key to Success

- Information Flows Directly into Dealer Inventory Systems

Result

- Automated Inventory and Data Quality Procedures Saves IT $400K Annually

- 5,000 Staff days of Reuse in Integration Services Assets

- Optimized Leasing Programs, Tailored to Customer

Information Becomes a Strategic Asset
Unified View of Customer Information Builds Customer Service

Bell Canada Enterprises

▶ *Rapid growth into new markets emphasizes need for seamless customer service across business and households*

▶ *27 million business and residential connections for local telephone, long distance, wireless, Internet, data, satellite TV & other services*

Key to Success

- Integrated customer information provides single service point across 4 separate billing systems and multiple customer systems

Result

- Unified view of customers improves call center service and productivity

- Streamlined marketing campaigns based on offering bundles

- Phased implementation strategy enables rapid focus business community

- Services Orientation allows reuse of composite information updates

SOA on your terms and our expertise

Delivering Value… Industry by Industry
Leveraging the Strength of IBM & Business Partners for Products and Expertise

Finance / Banking / Insurance
– Banking & Insurance Data Warehouses
– Basel II Risk & Compliance
– New Business Processing
– Customer Privacy Mgmt.
– Marketing Insights
– Consolidated Risk Mgmt.

Insurance
– Insurance Information Warehouse
– New Business Processing
– Customer Privacy Mgmt.
– Marketing Insight
– Consolidated Risk Mgmt.

Healthcare
– New Business Processing
– Customer Privacy Mgmt.
– Marketing Insight
– Information Based Medicine

Government / Public Sector
– Compliance for Government
– Social Services/Case Mgmt.
– Crime Information Warehouse

Automotive
– Product Information Mgmt. (After Mkt.)
– Automotive Dealer Collaboration
– Advanced Early Warning

Telecommunications
– Telco Data Warehouse
– New Business Processing
– Customer Privacy Management
– Marketing Insight

Retail, CPG
– New Product Introduction
– New Customer Introduction
– Global Data Synchronization
– Retail Business Intelligence
– New Business Processing
– Customer Privacy Mgmt.
– Marketing Insight
– Consolidated Risk Mgmt.

Cross Industry
– RFID / EPC Information Services
– Archiving & eDiscovery
– eStatements & Report Management
– eForms Automation
– Federated Records Management
– Regulated Document Management

and many more…

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- Strategy and product announcements
- One on ones with executives and specialists
- Birds of a Feather roundtables

- Participate in the PREMIER discussion on *the future of Information Management*
- Learn how *Information as a Service* will help you unlock business value and drive competitive advantage
- Hear how your peers are realizing *ROI*
- Understand the roadmap to *long term strategic advantage*
- Learn *best practices* in your industry
- Receive the best in *technical education* and free certification
- Extensive opportunities for *networking* with your *peers and industry experts*

TAKE BACK CONTROL

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