

The National Geographic Society traces human history through genetic sampling.

Overview

National Geographic Society
 Washington, DC, USA
www.ibm.com/genographic
www.nationalgeographic.com/genographic

Industry

- Education, Life Sciences

Software

- IBM DB2
- IBM DB2 Personal
- IBM DB2 UDB Enterprise Edition
- IBM WebSphere Application Server Network Deployment
- IBM WebSphere on Linux
- IBM WebSphere MQ



Analyzing massive amounts of data from around the world to trace the migration of humanity across the planet required technology as daunting as the idea behind the study.

Challenge

The National Geographic Society (NGS) launched the Genographic Project, a leading-edge five-year worldwide scientific study to trace the migration of humanity across the planet over the millennia. First, NGS connected with leading geneticists from around the globe whose goal was to gather the huge sum of 100,000 genetic samples. Then they invited the public to participate by offering for purchase a kit that enabled them to anonymously provide their own DNA sample to the study and learn about their own ancient migratory history. Then they faced the daunting challenge of analyzing the massive amounts of data that resulted from the collection of all of this DNA.

Solution

National Geographic Society and IBM formed a team composed of IT experts, researchers, scientists, an advisory board, and marketing, community relations and communications personnel. Together they created and deployed multiple solutions, enabling the Genographic Project to gather, manage, secure, store and analyze hundreds of thousands of genetic samples from all over the world. The resulting public database now houses over 210,000 DNA samples—one of the largest collections of human population genetic information ever assembled and serves as an unprecedented resource for geneticists, historians and anthropologists.

Benefits

- Reveals mankind's migratory history to better understand the connections and differences that make up the human species
- Integrates information technology, biological sciences, and humanity's collective will—to understand common roots



© Copyright IBM Corporation 2007

IBM Corporation
Global Solutions, Industry Marketing
294 Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
10-07
All Rights Reserved

IBM, the IBM logo, ibm.com, DB2 and
WebSphere are trademarks of International
Business Machines Corporation in the United
States, other countries, or both.

Other company, product or service names may
be trademarks or service marks of others.

This case study illustrates how one IBM customer
uses IBM products. There is no guarantee of com-
parable results.

References in this publication to IBM products or
services do not imply that IBM intends to make them
available in all countries in which IBM operates.