



# Business Optimization Powered by IBM Data Warehousing and Business Intelligence

March 11, 2010

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*The future runs on System z*



# AGENDA

**What makes a Warehouse Project successful?**

**Vision and Strategy**

**InfoSphere Warehouse with DB2 for z/OS**

**Summary**

## It's True, it's a Big Decision and Big Projects, Not a Great History of Success

-Gartner estimates 1/3 of all data warehouse projects need to be re-architected

-Gartner also estimates 50% will totally fail

-Hackett Group: Thirty percent of all application projects lasting more than a year "failed to meet business requirements," a Hackett Group survey found. "This failure rate would be untenable in virtually any other corporate function." *Source: The Hackett Group, 2003 Profile of World-Class IT.*"

-AMR Research: A 2002 study by AMR Research of 80 premier reference accounts of the top 12 CRM vendors found that 12% of their CRM projects failed to be implemented, 47% had significant end-user adoption problems, and 25% provided no definable advantage over the systems they replaced. *Source: AMR Research, 6/03.*



## So What Causes Failure in DW Projects?

- **News Flash- It's not the hardware, it's not the database....**
- **From “The Data Highway” TM Villa on *Why Data Warehouse Projects Fail (Feb, 2008)***
  - Biting off too big a bite.
  - Lack of corporate vision. .
  - Dirty data
  - Insufficient technical design.
- ***“Data warehousing projects are frequently side-tracked or derailed completely by non-technical factors, in particular the political treaty lines within the firm, and the politicized nature of data itself.”***
- ***“ the biggest being blind trust that more technology is somehow going to solve the problem”***. Fred Brooks wrote in his short essay **“No Silver Bullet”** to explain why new technology won't change the failure rate.

Technology is only one piece of the puzzle. Look for the benefit of expertise and best practices, along with business expertise and innovation.



# The Recipe for Success

- **Choose the Right Partner who can bring all the resources you need, don't just focus on the technology! (including help on the below list)**
  - Organizational Alignment and Executive Sponsorship
  - Data integration of all types
  - Managing the Politics of the Project
  - Data Governance and Stewardship
  - Focus on Design, not just for performance but for agility
  
- **Focus on top down design- what do you want to enable?**
  - Build a business value roadmap
  
- **These are the very ingredients that drive our strategy**





## The Bottom line...

*This is not just a technology/platform decision, this is a **PARTNER** decision.*

*A partner who brings all the resources to the table to make your Data Warehouse project beat the odds.*

*More importantly the partner must be invested to tackle both today and tomorrow's challenges*



## What Makes IBM the Best Partner Choice?

- **Our Vision and strategy**
- **Our Broad Portfolio and investments that focus on ALL aspects key to data warehousing**
- **Our Focus on Innovation**
- **Resources we bring for Success**





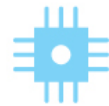
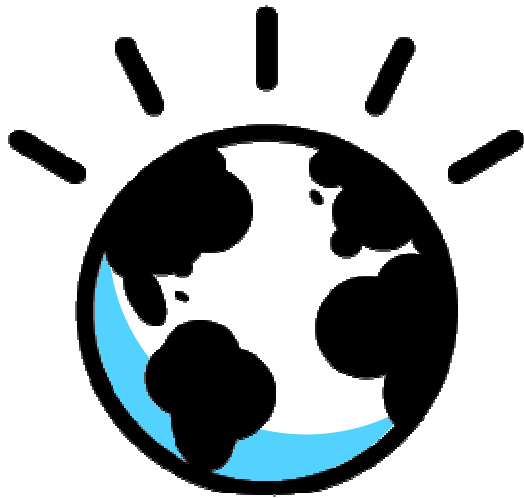
# Vision and Strategy

*The future runs on System z*





# The World is Changing and Becoming More...



**Instrumented**



**Interconnected**



**Intelligent**

*...With this Change Comes an Explosion in  
Information*

# We Need Answers And We Need Them Now

“...What is our risk this morning?”



“...Are we using our stimulus funding effectively?”



“...Which treatments are ineffective and should be eliminated to lower costs?”



“...Do we have product issues or fraudulent claims from service?”



“Our prices are lower than others. Is this sustainable given our costs, or a future threat?”

**Fast  
Flexible  
Affordable**



“...How & when should we adjust plans to reduce churn & expand share?”

# Even during an Economic Downturn, our Customers are still investing heavily in Business Intelligence !

- 85% of CIOs see Business Intelligence and Analytics as one of their most important visionary plan elements. This was ranked highest in IBM's 2009 CIO study.
- According to TDWI, The Next Generation Warehouse Platforms, 2009
  - 38% of organizations surveyed are practicing advanced analytics today
  - 85% say they'll be practicing it within three years.
- So why the strong focus on Analytics as a key driver of a Business Intelligence
  - ROI: Analytics projects have high returns
  - The ability to Optimize: Campaign, customer segmentation
  - Competitive edge: Ability to act on a trend before your competition





A Data Warehouse is a strategic asset comprised of organized information specifically for retrieval

Analytics and BI are the levers that release the value of that information



People synthesize information into knowledge

***Without Analytics and Business Intelligence, your data warehouse is just a data repository – think about it?***

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