

The background features a light gray grid pattern. Scattered across the grid are various 3D-rendered spheres and rings in colors including red, blue, green, yellow, and purple. Some are solid, while others are hollow rings. The overall aesthetic is clean and modern, suggesting data and technology.

IBM Software

# Information On Demand **2010** Comes To You

Unlock the True Value of Your Information

IBM Software

**Information** OnDemand **2010**  
Comes To You

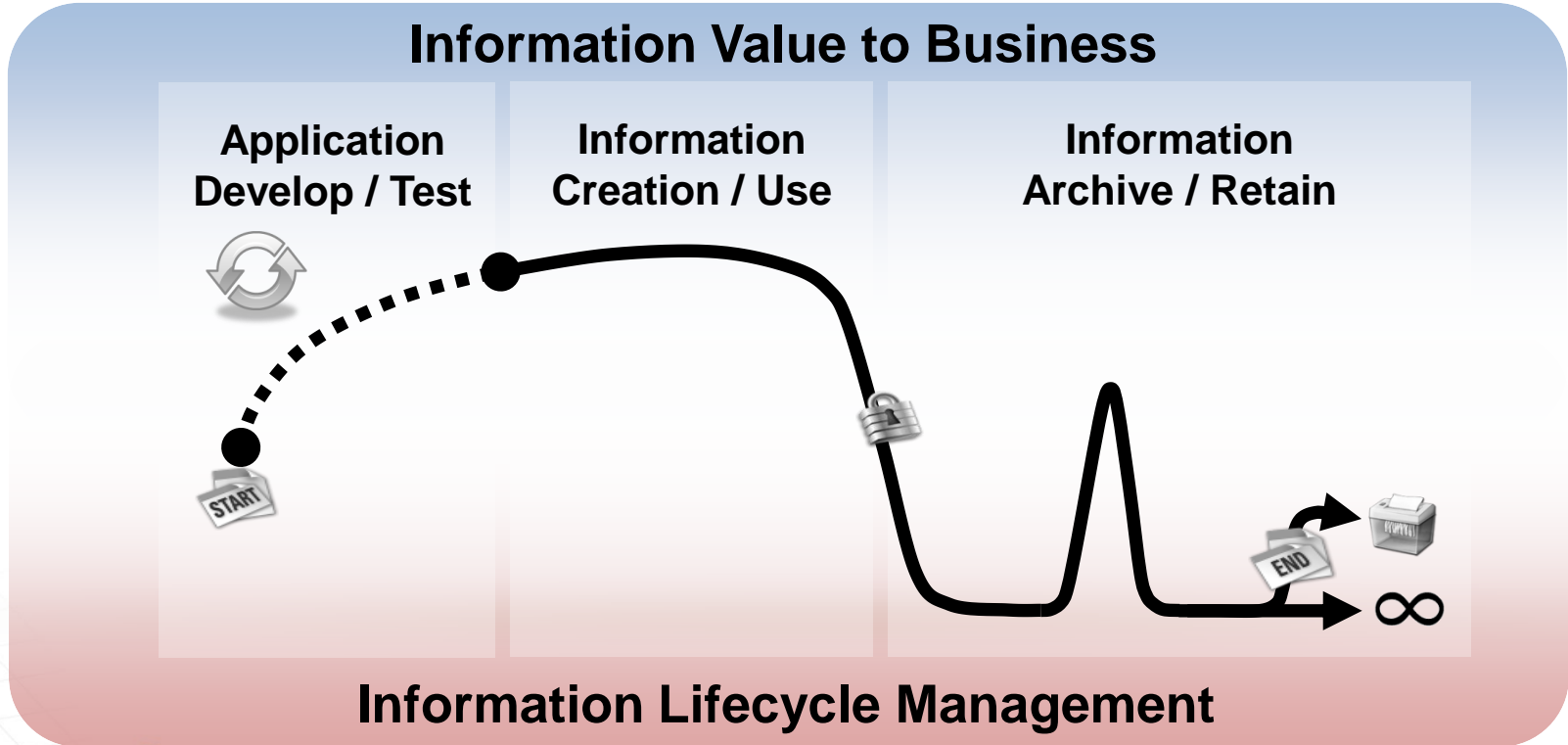
# Information Lifecycle Management

Paul Garstang

*Data Governance Sales leader UKI*

**Unlock the True Value of Your Information**

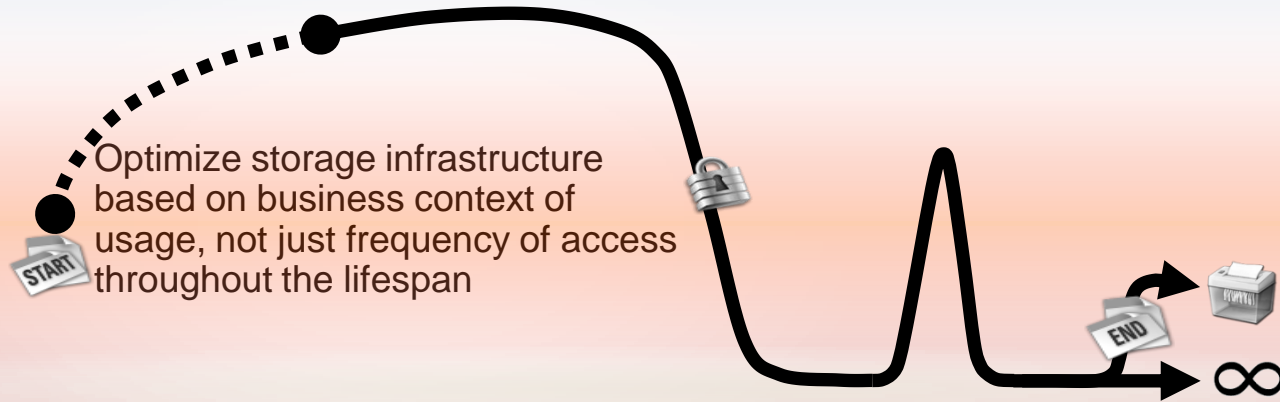
# Start to End ... The Business Value of Information Changes Over Time



# Business and IT Must Work Together To Optimize Infrastructure

## Information Value and Obligations

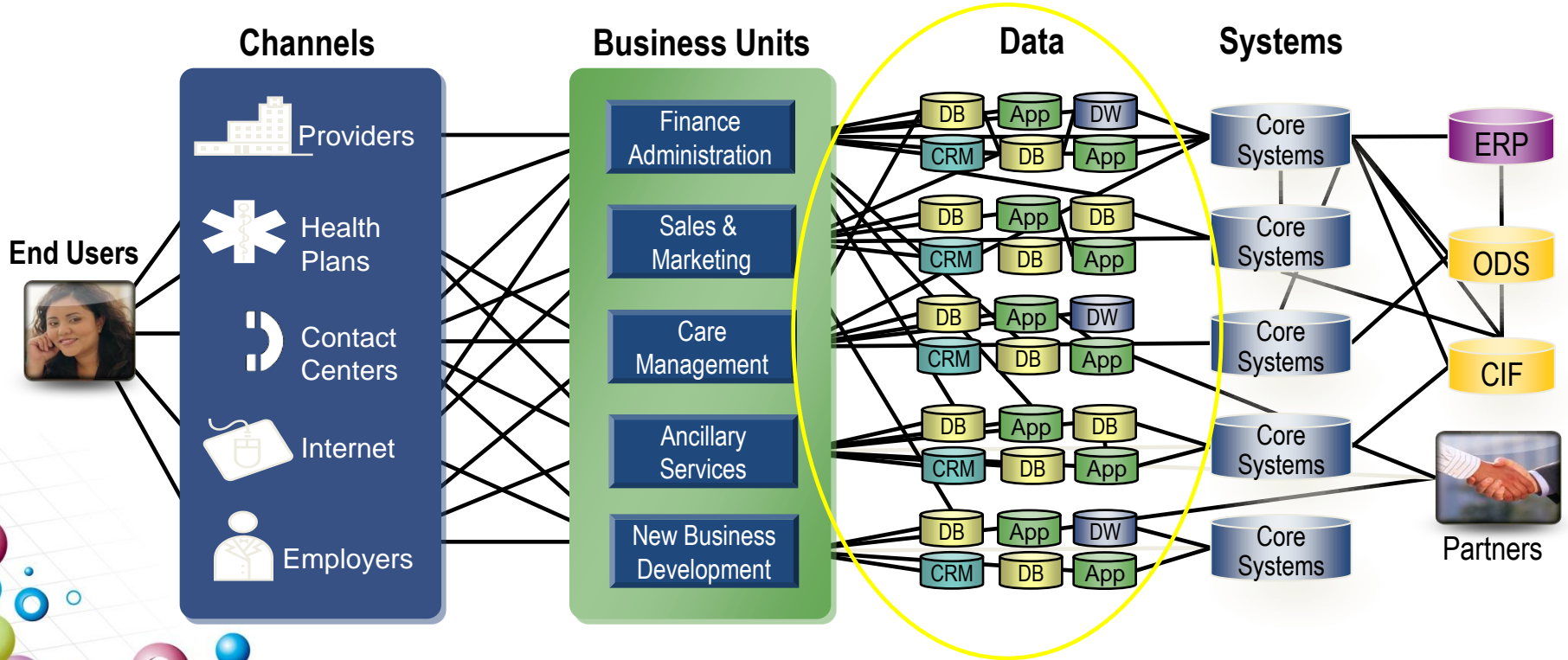
Business need, relevance and usage combined with compliance and legal obligations determine how long information must be retained and governed



## Information Lifecycle Management

# Data is Related Across the Enterprise

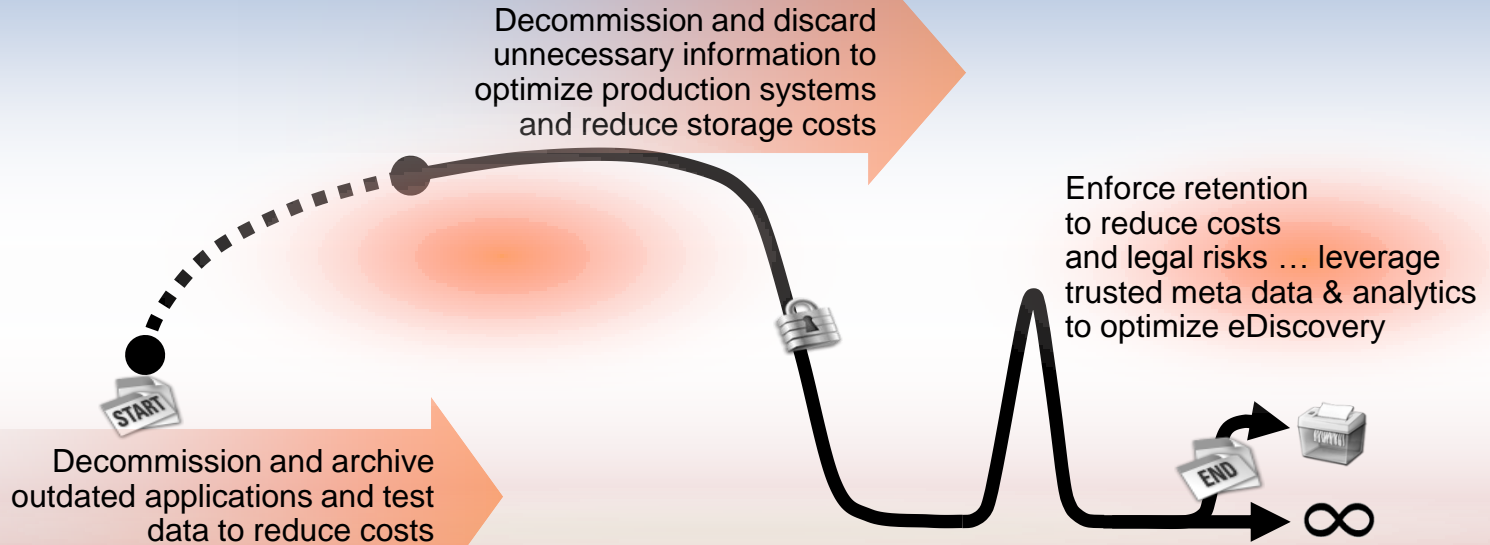
*Applications no longer stand alone – They are Systems and Systems of Systems*



# Beyond Frequency of Access

*Key Concepts To Optimize Information and Infrastructure Layers*

## Information Value and Obligations



## Information Lifecycle Management

# InfoSphere Collaborative Information Governance

*Integrated capabilities for defining, governing, and enforcing policies*



## Reusability and consistency

- Shared metadata and policies

## Breadth of portfolio

- Three core information governance disciplines

## Modular deployment entry points

- Supports business and IT priorities

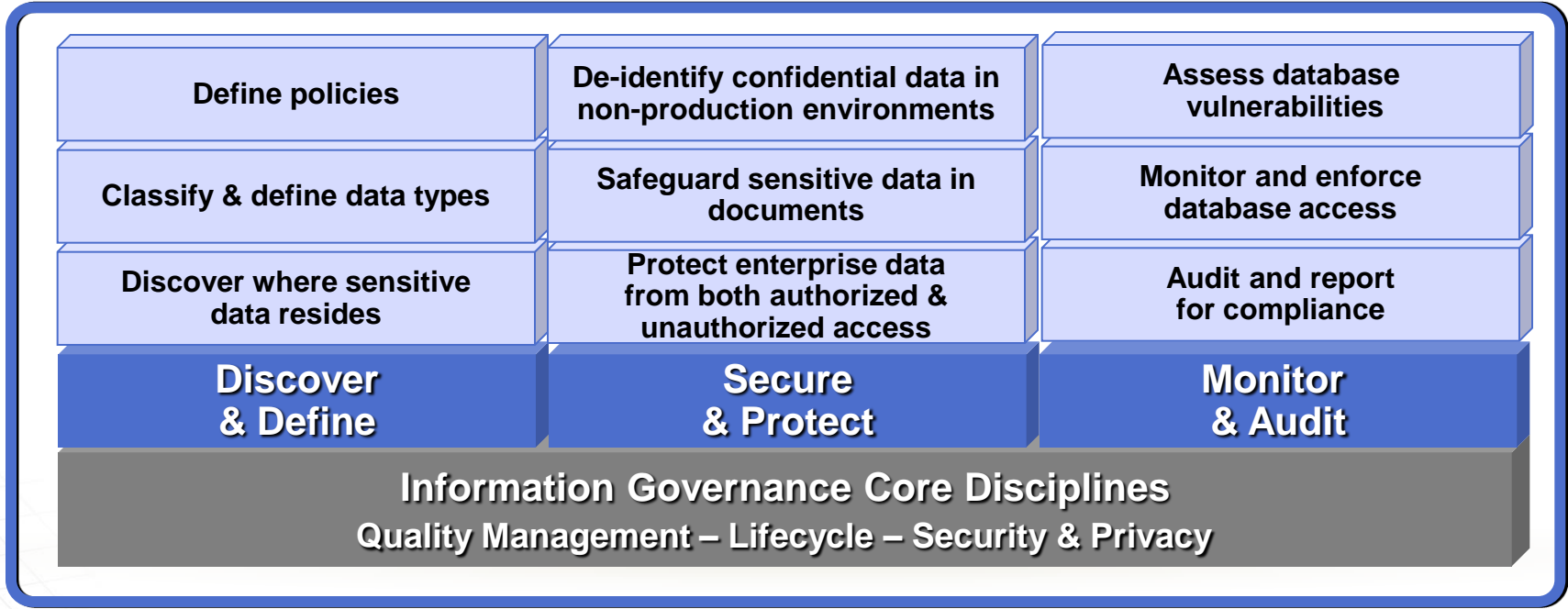
## Flexible support for enterprise environments

- Open technology for heterogeneous support

***Single solution provider to master the complete lifecycle of information and establish sustainable management of its quality and security across the enterprise***

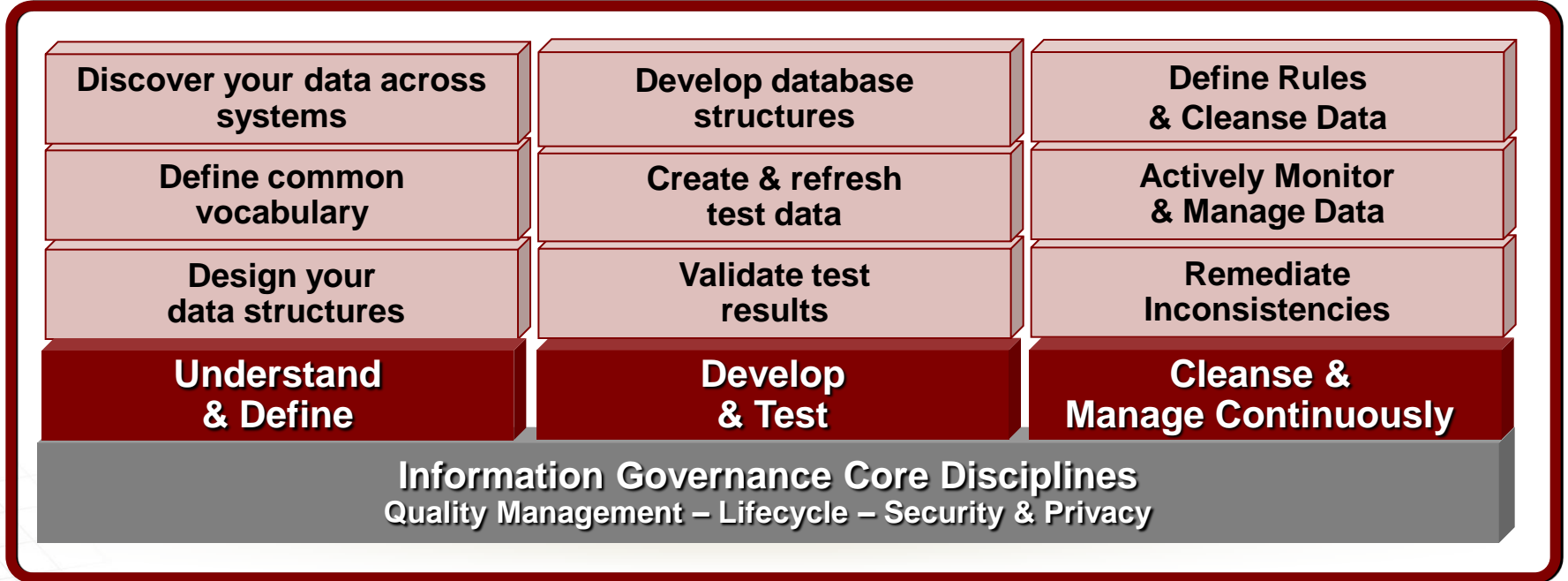


## Requirements to Manage the Security and Protection of Data

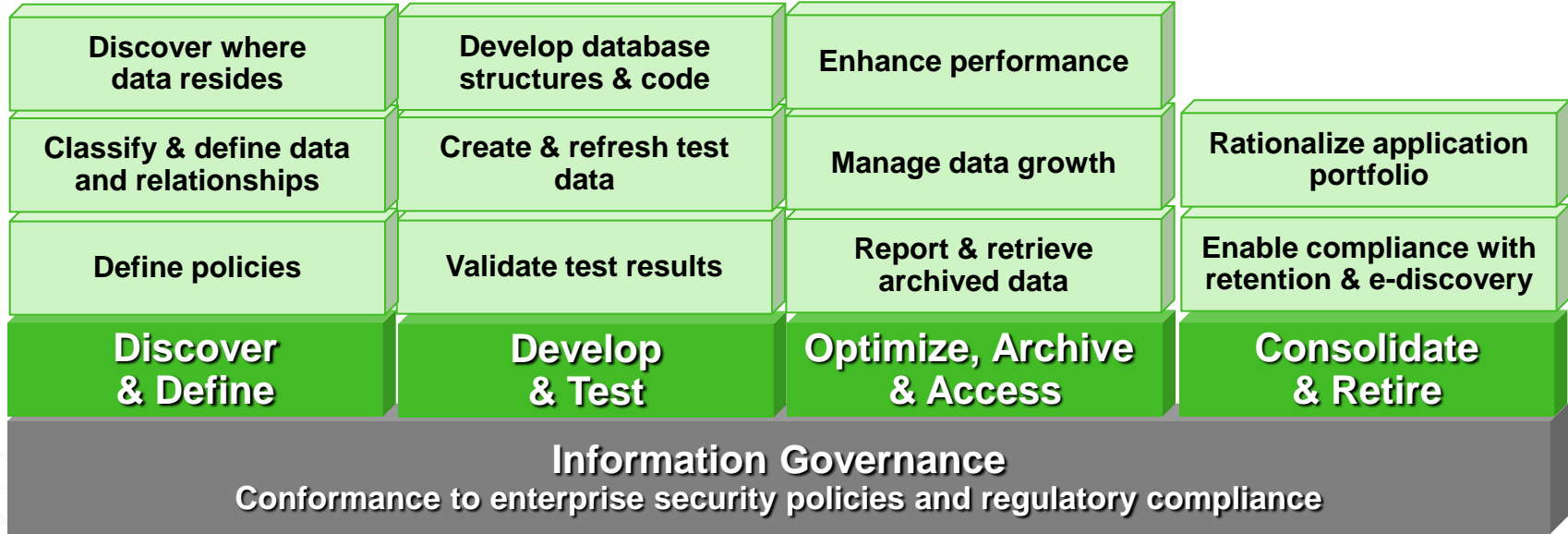




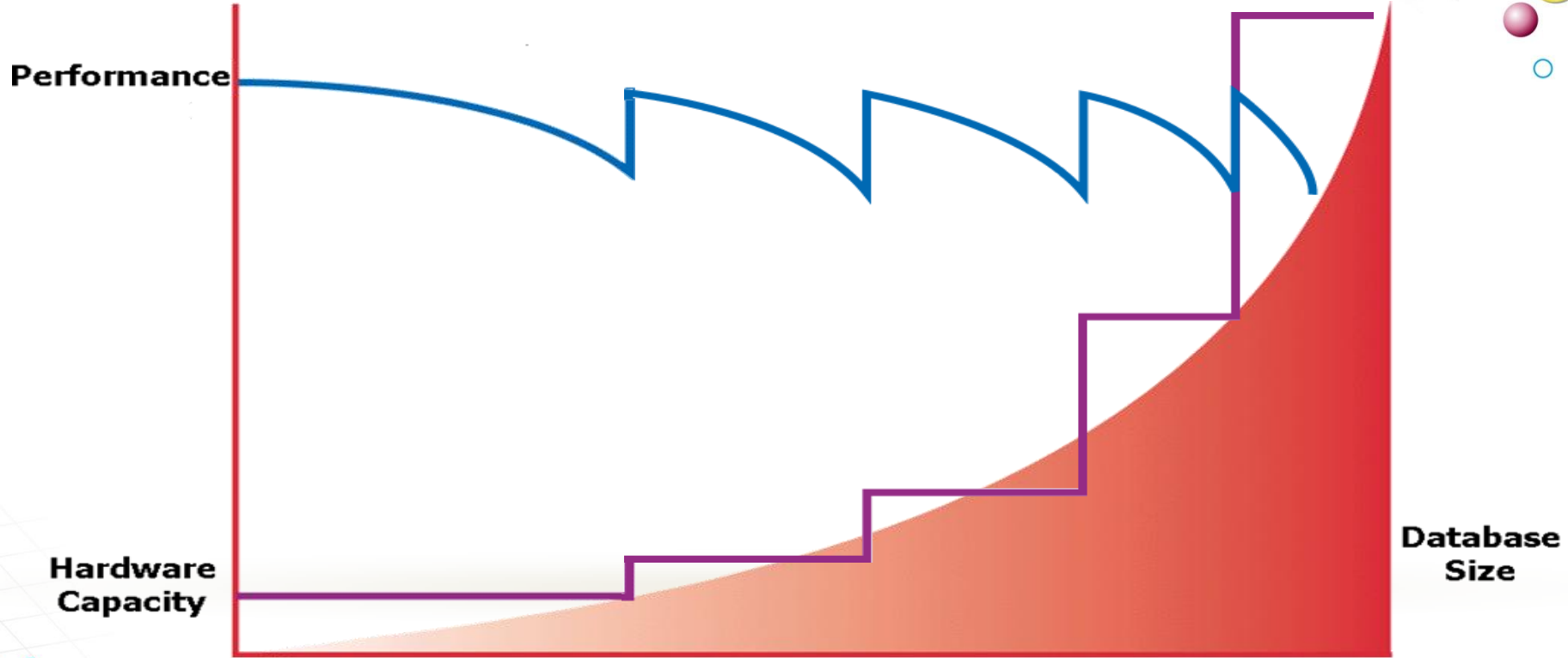
## Requirements to Manage the Quality of Data



## Requirements to Manage Data Across its Lifecycle

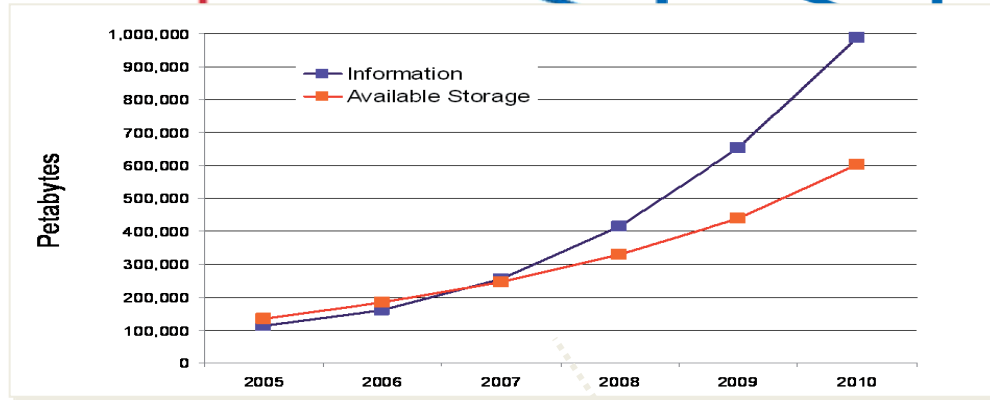


## More Data Growth? Just Add Hardware



# More Data Growth? Just Add Hardware

Performance



Hardware Capacity

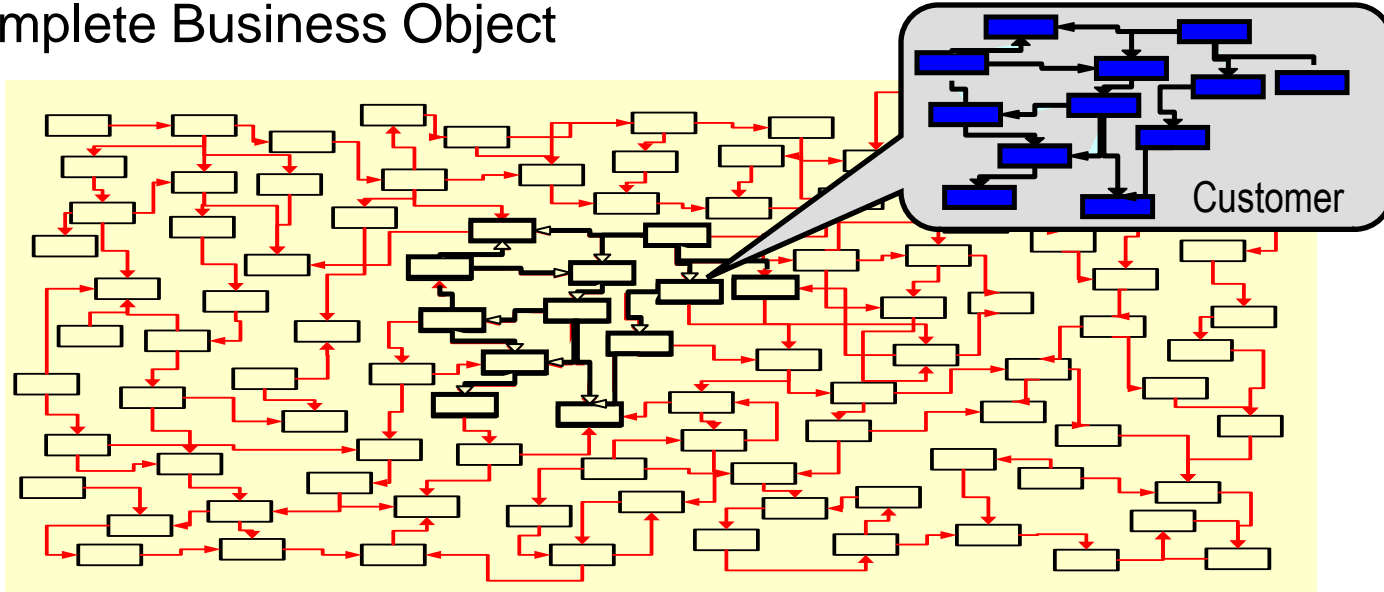
Database Size

50-70% of records typically kept past retention requirements

Forrester (\*) estimates that, on average, data repositories for large applications grow by 50% annually (structured data) ... and 85% of data stored in databases is inactive

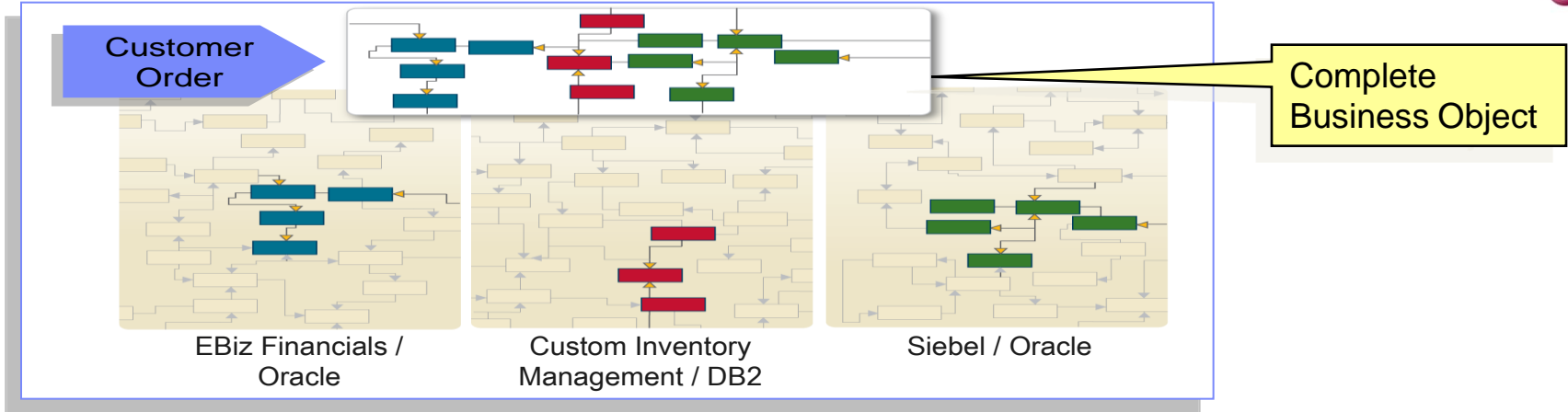
\* Source: Noel Yuhanna, Forrester Research, Database Archiving Remains An Important Part Of Enterprise DBMS Strategy

## Complete Business Object



- Represents application data record – Customer, portfolio, trade Referentially-intact subset of data across related tables and applications; includes metadata
- Provides “historical reference snapshot” of business activity
- Federated object support across enterprise data stores

## Across Multiple Systems if Appropriate



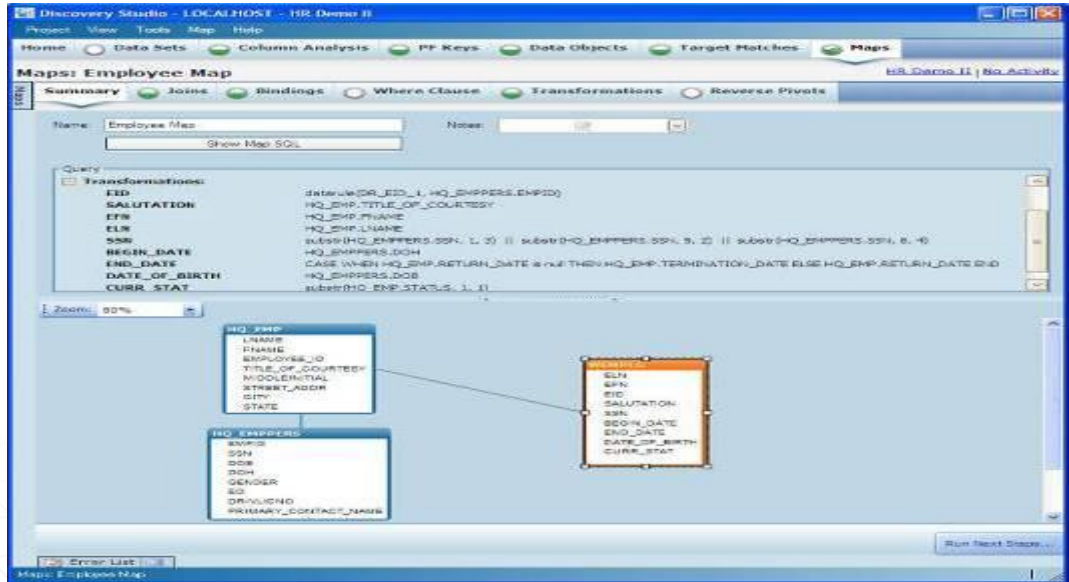
- Represents application data record – payment, invoice, customer
  - Referentially-intact subset of data across related tables and applications; includes metadata
- Provides “historical reference snapshot” of business activity
  - Responds to: why did we make that decision?
- Federated extract support across enterprise data stores

# IBM InfoSphere Discovery



Discovery

Accelerate project deployment by automating discovery of your distributed data landscape



## Requirements

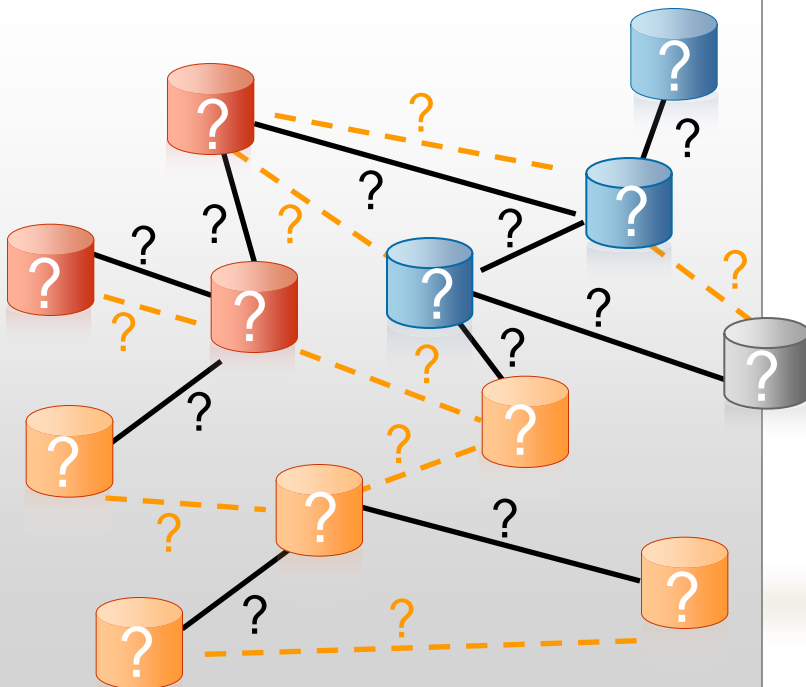
- Define business objects for archival and test data applications
- Discover data transformation rules and heterogeneous relationships
- Identify hidden sensitive data for privacy

## Benefits

- Automation of manual activities accelerates time to value
- Business insight into data relationships reduces project risk
- Provides consistency across information agenda projects



## IBM InfoSphere Discovery

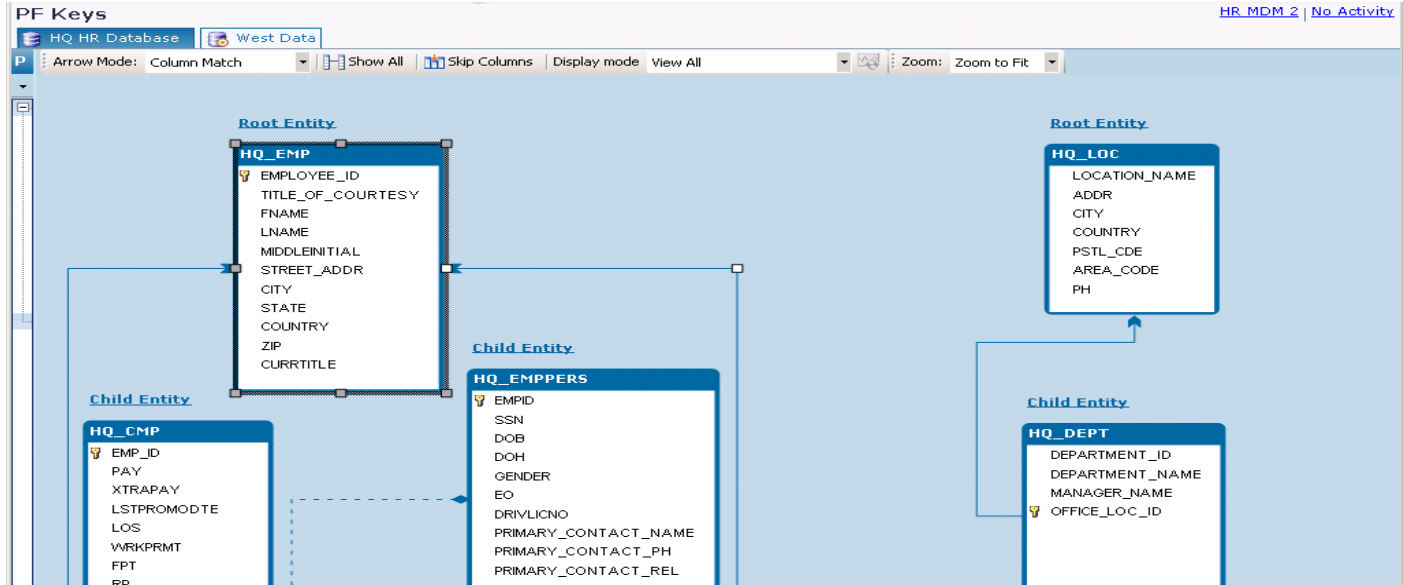


**Distributed Data Landscape**

**You can't manage  
what you don't understand**

- Relationships not understood because:
  - Corporate memory is poor
  - Documentation is poor or nonexistent
  - Logical relationships (enforced through application logic or business rules) are hidden
- Highly distributed over multiple applications, databases and platforms

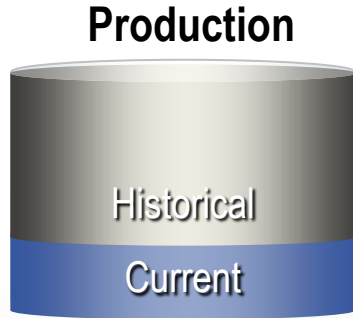
# Example: Primary Foreign Key Discovery



- Automated Primary-foreign key discovery
- Full statistics on discovered keys
- Data preview
- Missed records, orphan foreign keys

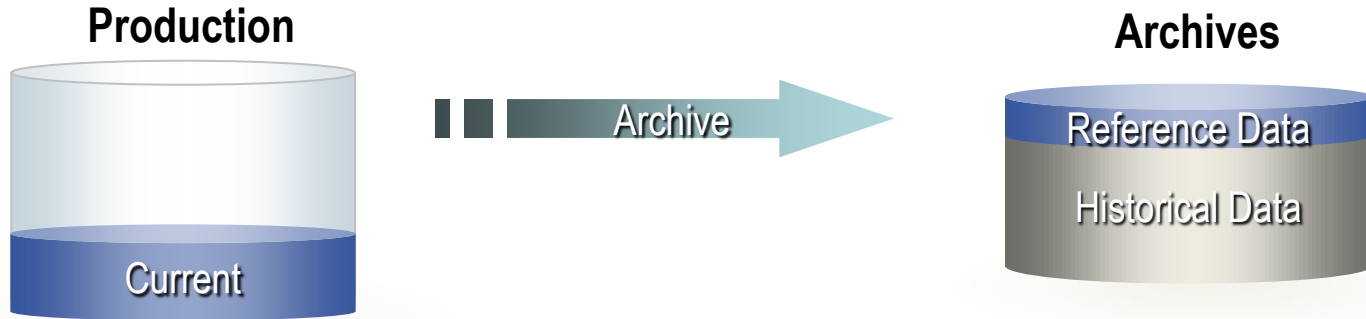
| HQ_EMPPERS->HQ_EMP                    |               | Row Hit Rate  |               | Value Hit Rate |                | Selectivity   |  | Notes |
|---------------------------------------|---------------|---------------|---------------|----------------|----------------|---------------|--|-------|
| Expression                            | HQ_EMP        | HQ_EMPPERS    | HQ_EMP        | HQ_EMPPERS     | HQ_EMP         | HQ_EMPPERS    |  |       |
| HQ_EMP.EMPLOYEE_ID = HQ_EMPPERS.EMPID | 89% (223/250) | 97% (223/230) | 89% (223/250) | 100% (223/223) | 100% (250/250) | 97% (223/230) |  |       |

## Archiving for Data Growth Management



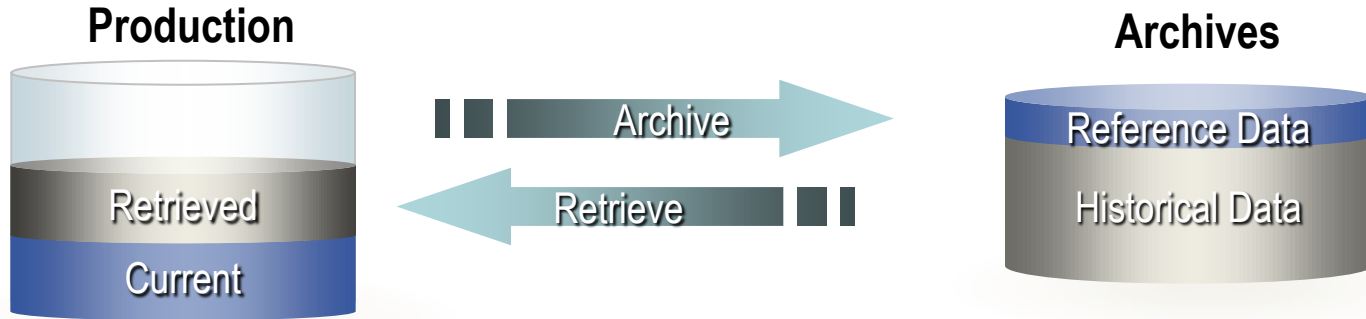
Archiving is an intelligent process for **moving** inactive or infrequently accessed data that still has **value**, while providing the ability to **search and retrieve** the data

## Archiving for Data Growth Management



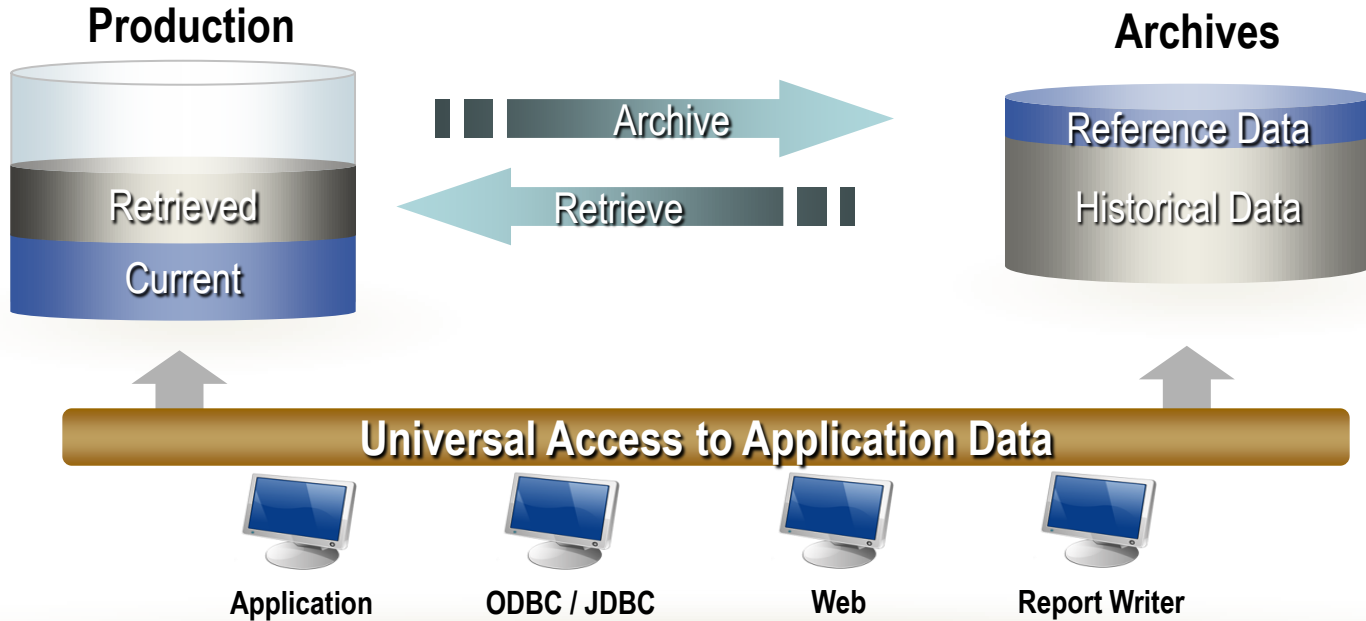
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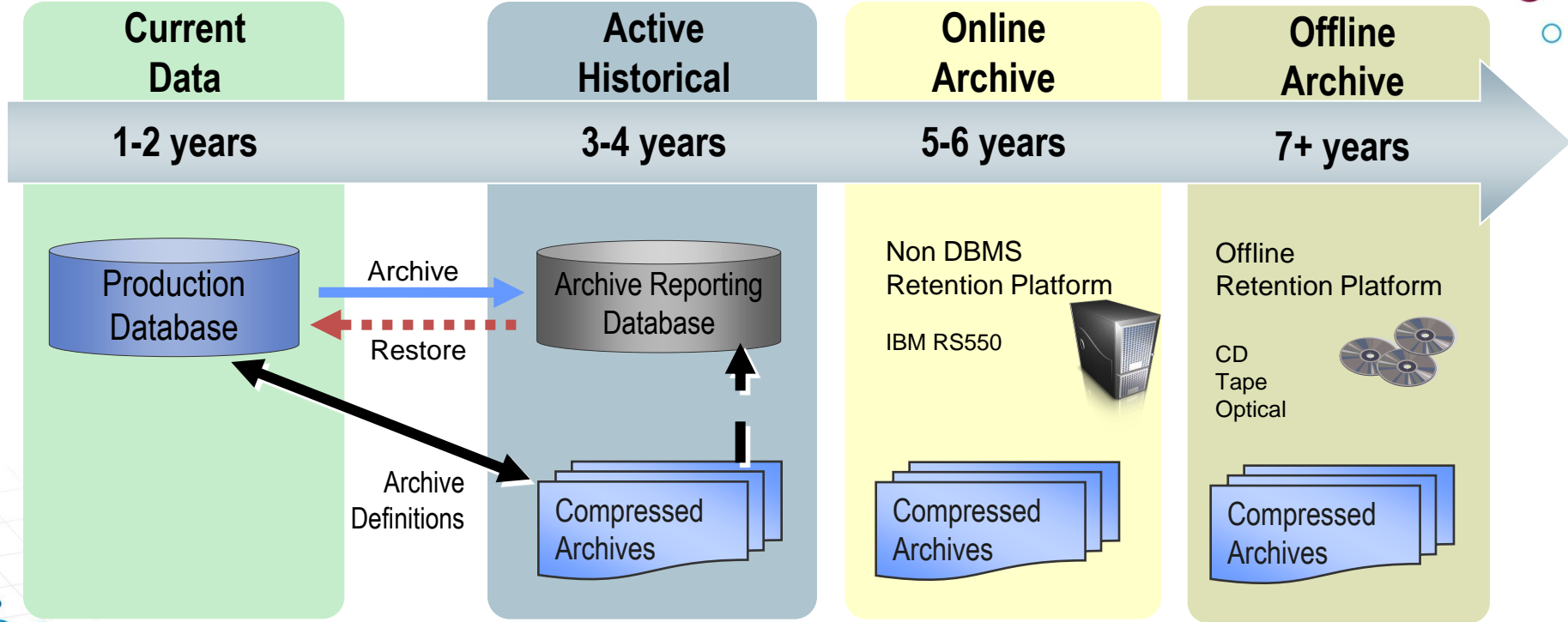
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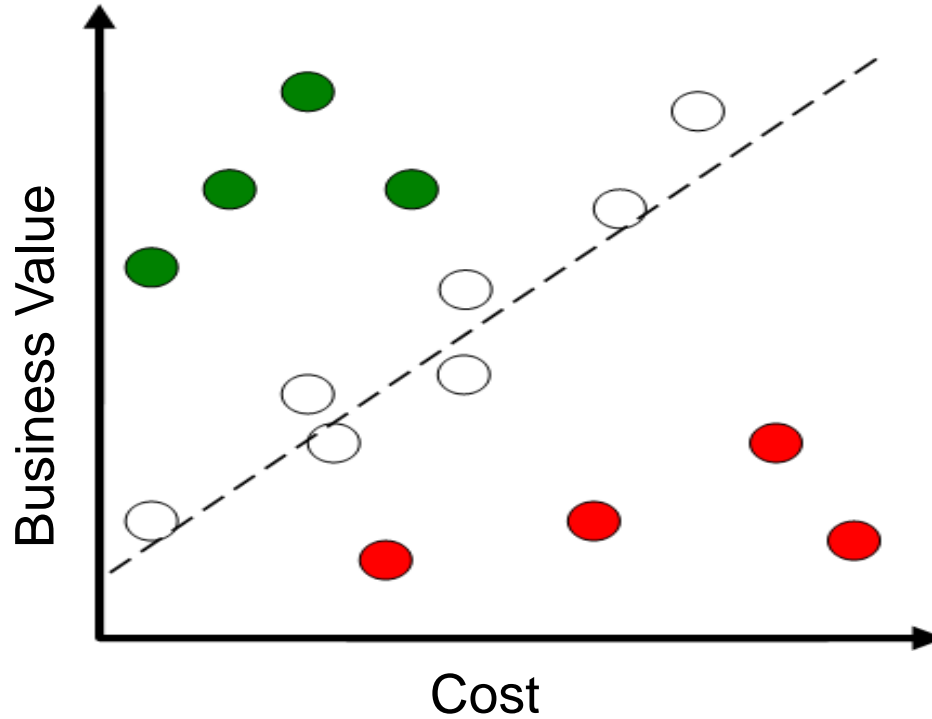
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# Leverage Cost-Effective Storage Alternatives

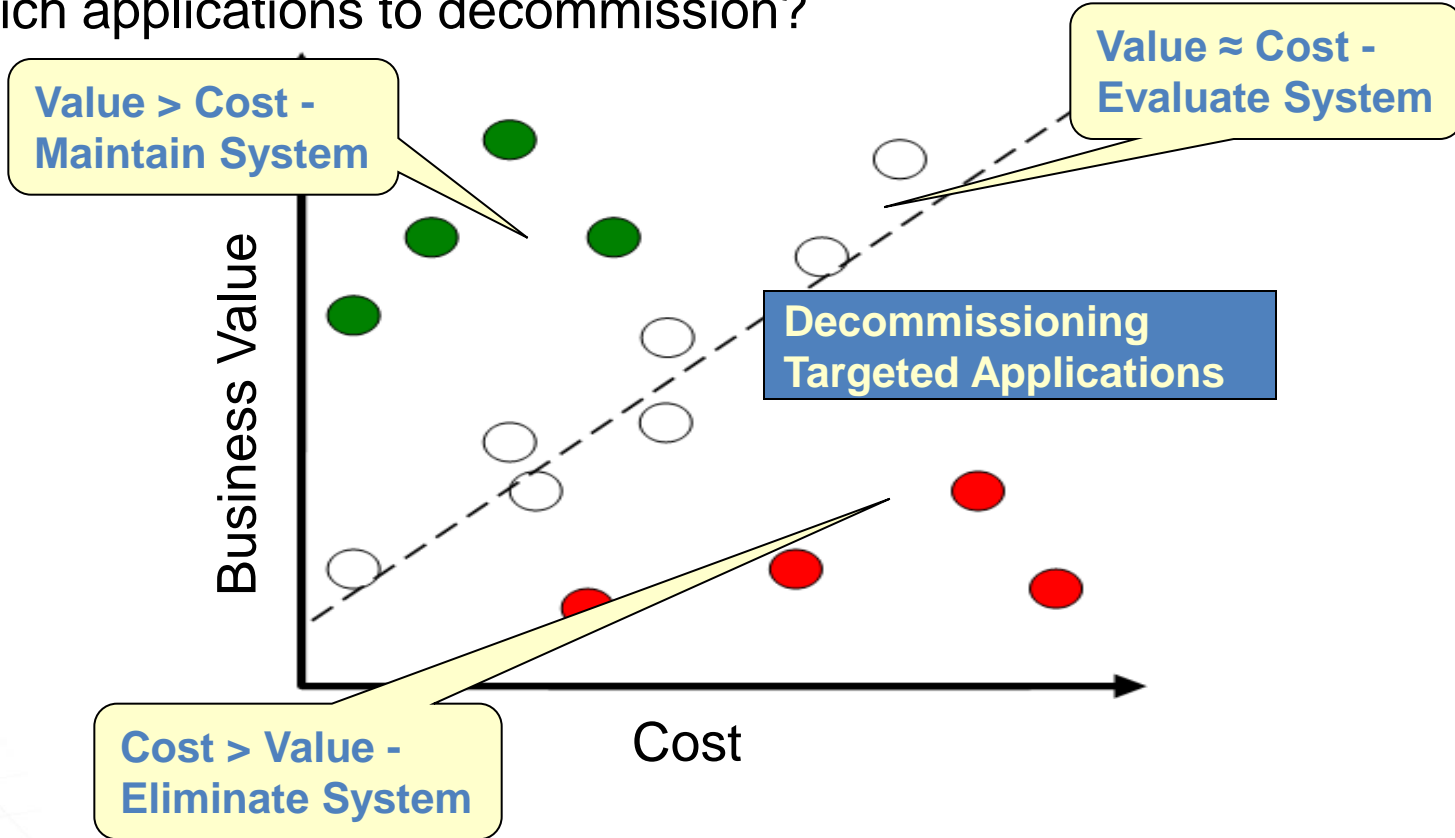




## Which applications to decommission?



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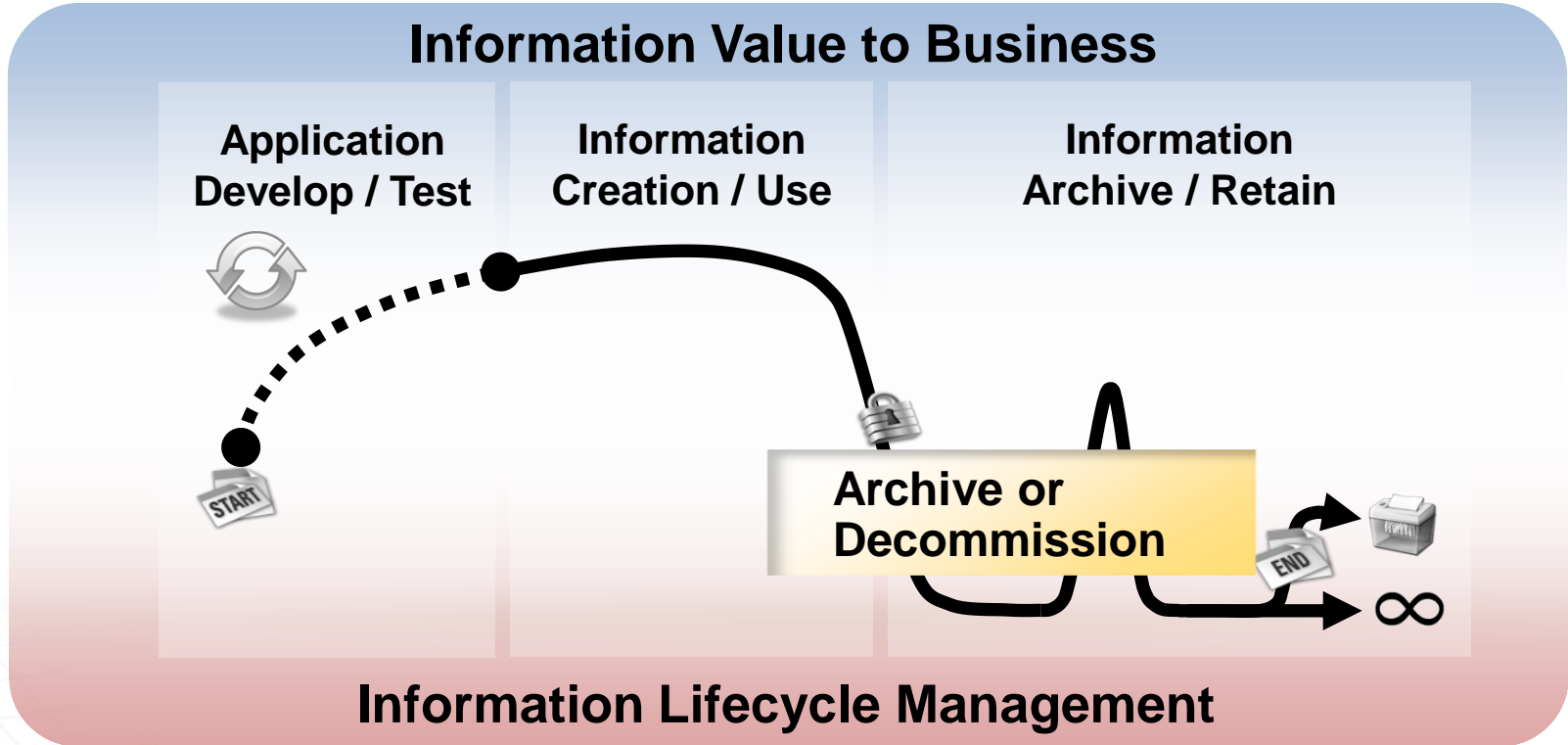


## Retire the Application, Not the Data

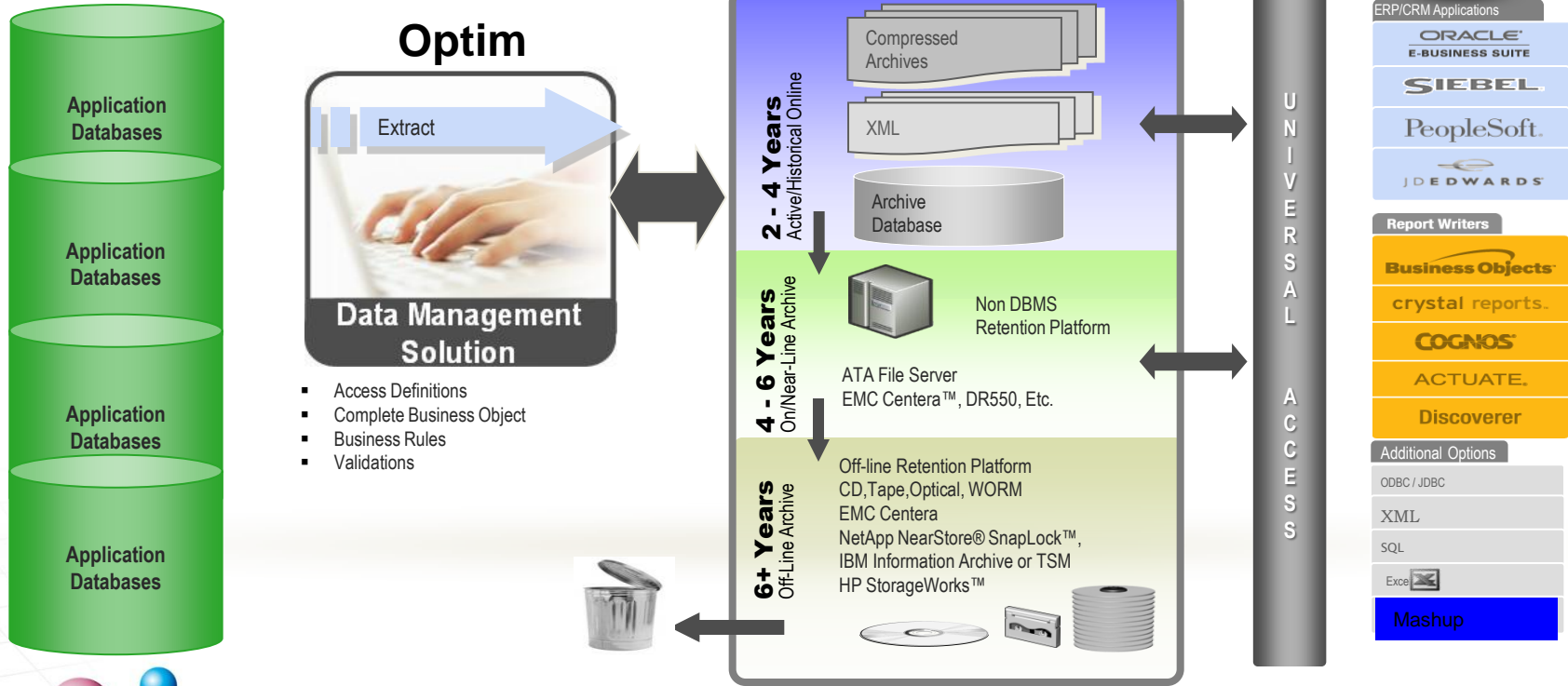
- Consolidate multiple applications into a single instance and retire unused applications
  - Move from home grown to packaged system
  - Consolidate similar systems due to mergers and acquisitions
- Consolidate an independent business process with others
  - Move automation capabilities into a single system and retire independent application
- Move application from an old to new architecture
  - Not all data is relevant for the move, but it must be retained
- Shut down legacy system without a replacement

***In almost ALL cases, access to legacy data MUST be retained while the application and database are eliminated***

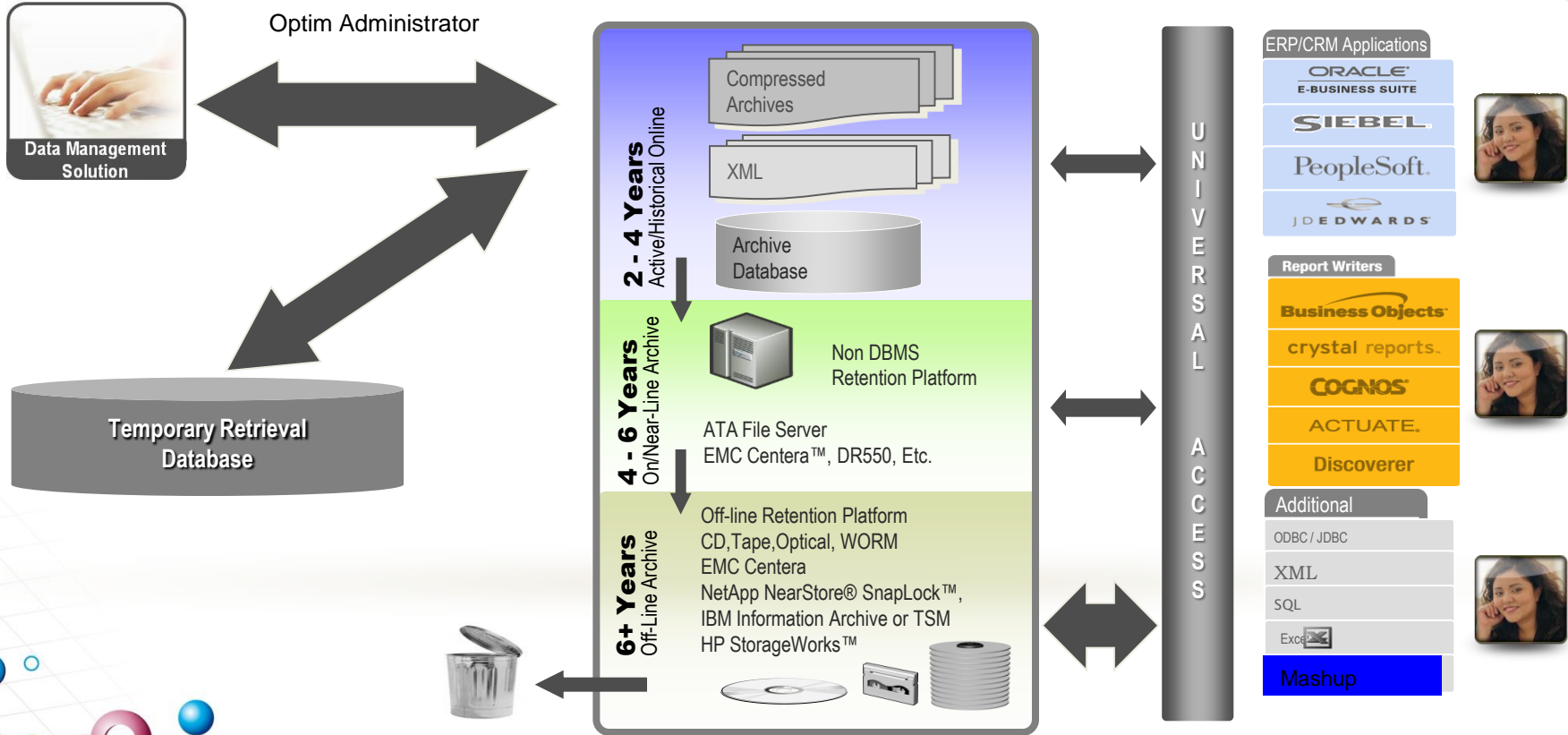
## It's All About the Metadata



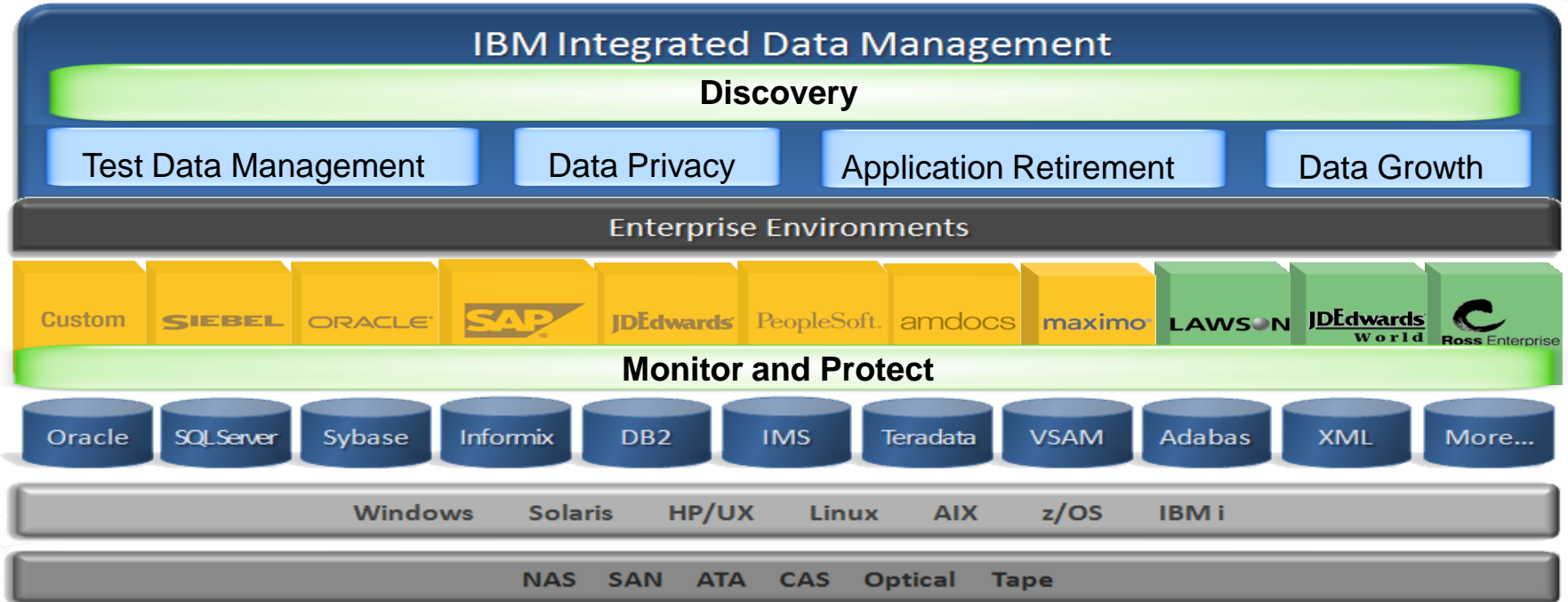
# IBM InfoSphere Optim Application Retirement Solution



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# Enterprise Solutions: Application Support from IBM & Partners

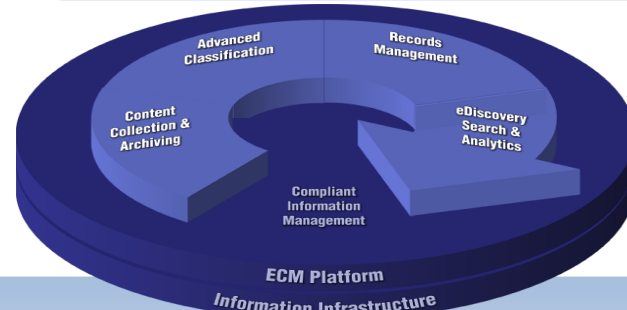
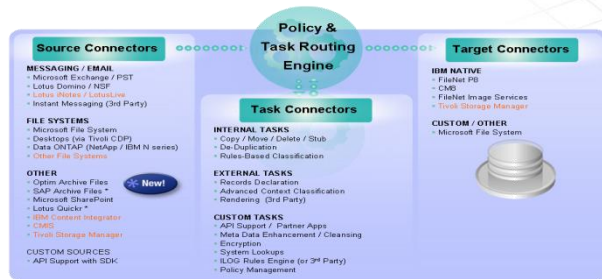
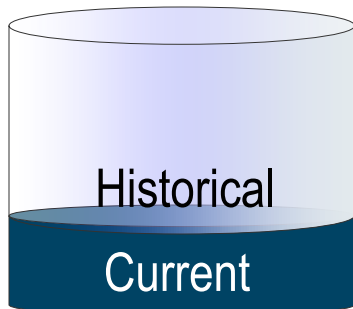


Organization environments are diverse, yet interrelated therefore what you use to manage the data **MUST** support across your environment



# Smart Archive Optim Data Growth Solution, Content Collector and ECM

## Production



### Optim Data Growth Solution

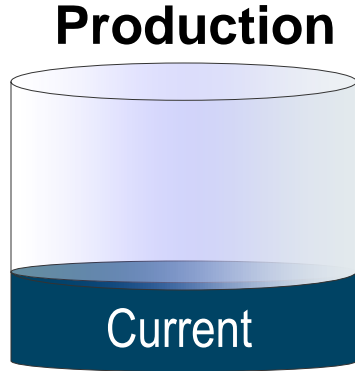
- Complete Business Object provides historical reference snapshot of business activity
- Immutable file format helps enable data retention compliance

### Content Collector and Compliant Information Management

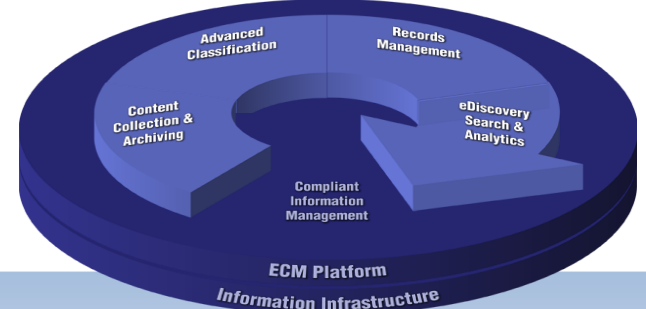
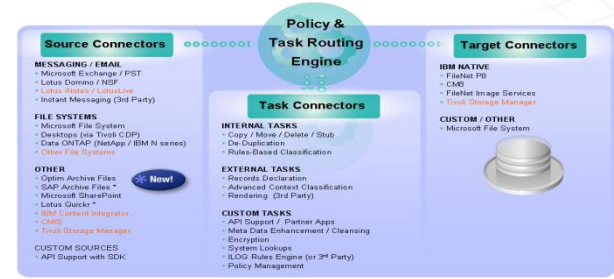
- Content Collector automatically collects, classifies Optim Complete Business Objects into ECM repository
- Enables Compliant Information Management (including Records Management and eDiscovery) for complete lifespan of data

# Smart Archive

## Optim Data Growth Solution, Content Collector and ECM



Archive



**New!**

### Optim Data Growth Solution

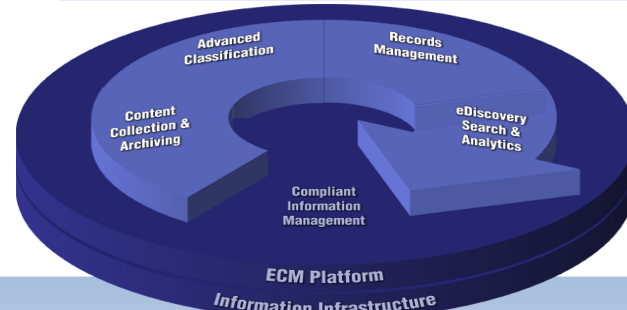
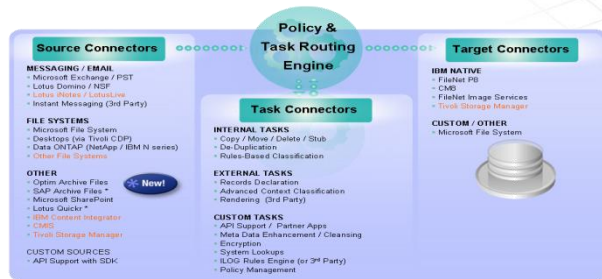
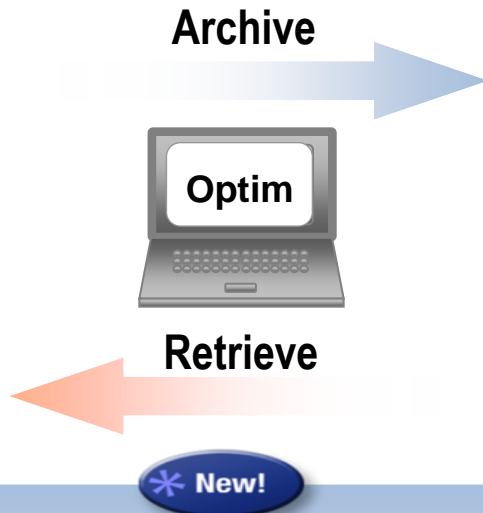
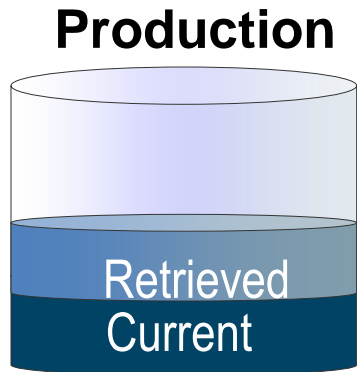
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