



IBM Software Group

Enabling Information as a Service

Unleashing the Power of your Data

Peurto Rico March 7, 2006

Tom Inman

*VP, Strategy and Marketing
Information Management Solutions*



ON DEMAND BUSINESS™ = *Make it happen now*

The Information Challenge

Information is in Silos... Trusted Information is Not Available

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

Managing information in silos has become obsolete.

Globalization, M&As
 Risk & Compliance,
 Eroding Customer Loyalty,
 Supply Chain Complexity,
 Industry Transformations,
 Cost Cutting...

Information Must Become a Strategic Asset

Multiple Versions of the Truth
 Inaccurate, Untimely
 Inconsistent
 Incomplete, Inaccessible
 Out of Context...

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

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

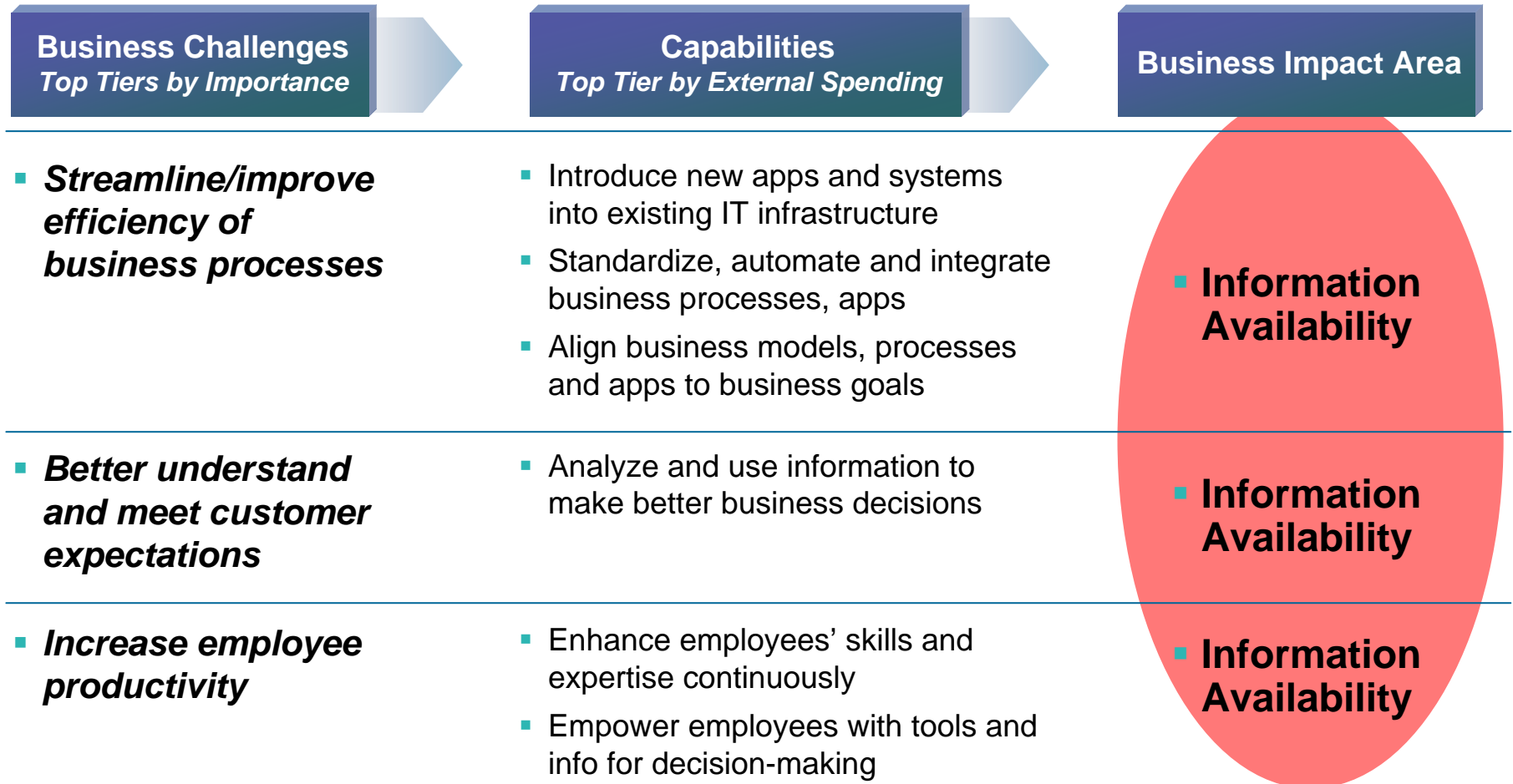
70% of people's time can be spent searching for relevant information

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

Today's Business Challenges

Information Availability is the Top Priority

The most anticipated impact of business investing in IT has become information availability



Source: IBM Attributes & Capabilities Study, 2005

Information as a Strategic Asset

Early Adopters are Establishing a Competitive Advantage

Point Projects

Crime Statistics
& Reporting

Customer Treated
as Multiple Accounts

Financial Information in
Spreadsheets and e-Mails

Claim Complexity, Volumes,
Fraudulent Practices

Excess Inventory, Lost Sales
Out of Stock Warehouses, Added Cost

Information as a Strategic Asset

*Information at the Scene
Transforms Crime Fighting*

*A 360° View of the Client
Transforms Customer Care*

*A Single Version of the Truth
Transforms Compliance*

*Information Analysis Speeds and
Transforms Health Care*

*Free Flowing Supply Chain Information
Transforms Retail & Manufacturing*

***The capability now exists.
Integrated Software Platform
Business Know How***

***Experience
with over 500
Clients***

The Information Challenge

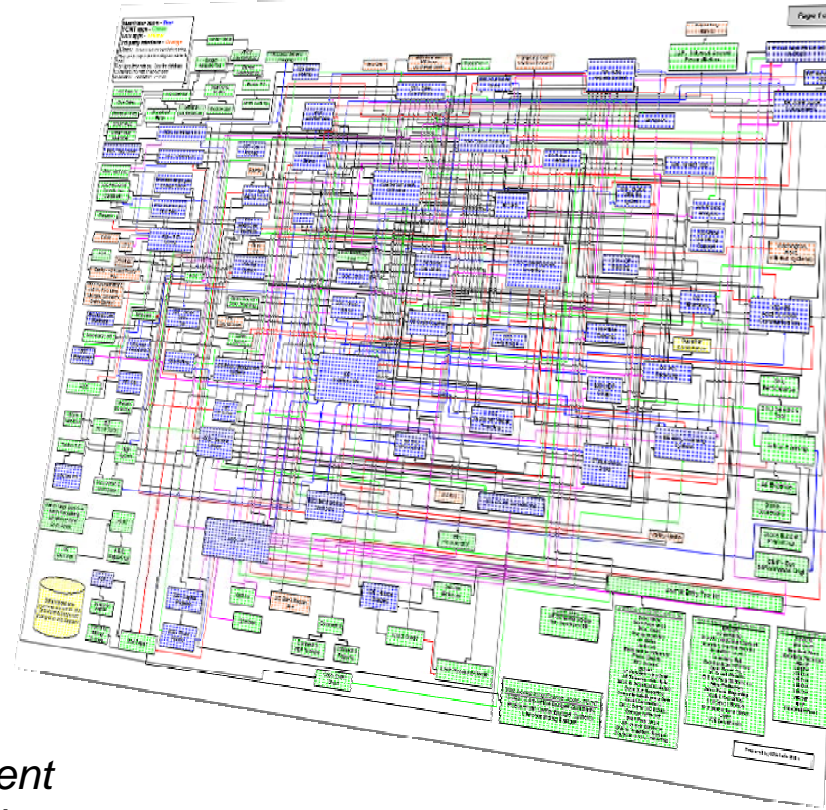
Information is in Silos... Trusted Information is Not Available

- A Lack of Trusted Information Remains a Bottleneck to:
 - **Optimized Business Processes**
 - **Improved Customer Care**
 - **Increased Employee Productivity**

60%+ of CEOs: Need to do a better job capturing and understanding information in order to make swift business decisions

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

48 disparate financial systems and nearly 3 ERP systems in the average large company...



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 70/30, by providing 70% of intelligent and analytical time decision making and only 30% of administrative work.”

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

Result: Procurement productivity increased by 20%

Information is the Critical Business Issue

Globalization Integration Innovation

*Organizations highly effective at using information as an asset across the enterprise were **5 times** more likely to drive value creation than those who were poor at it...*

IBM Global CFO Survey, 2006

Structural complexity and a lack of integrated information are critical drivers of key business performance gaps...

IBM Global CFO survey, 2006

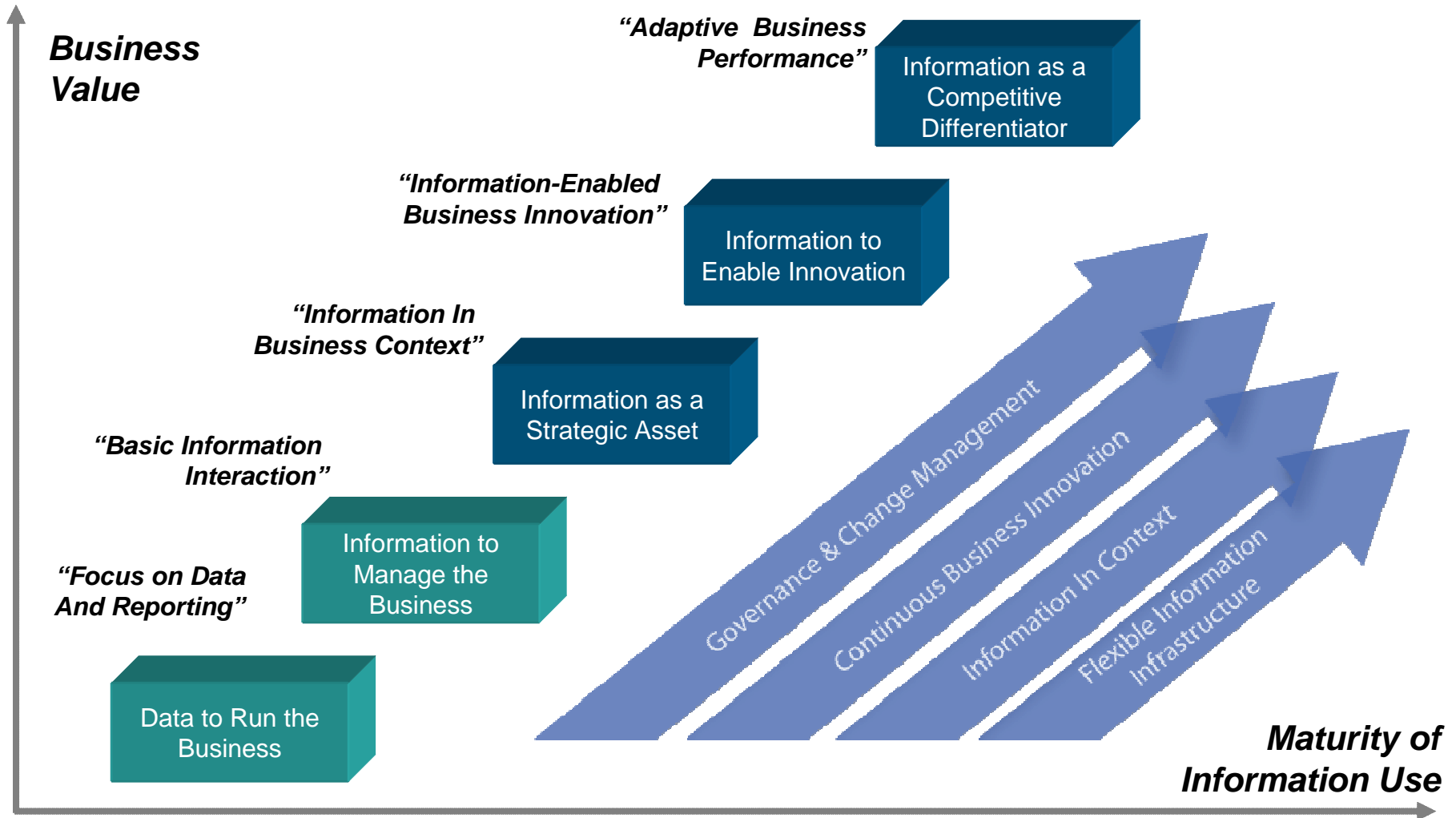
“We need data, not anecdotes – process data that reflects the contribution of a process to the business results rather than just how well run the process is.”

**Telecommunications Company, North America
IBM Chief Human Resources Officers Study, 2005**



Changing the Game with Information

Maturity Model Provides a Roadmap for Defining New Value



Achieving Business Flexibility and Agility

Separating Information & Process Enables Enterprise-wide Re-use



- ▶ *Business required an integrated view of customer information across multiple business units within the bank after merger*
- ▶ *Customer information stored across disparate environments - IBM ImagePlus, FileNet Image Services, Mobius....*

Key to Success

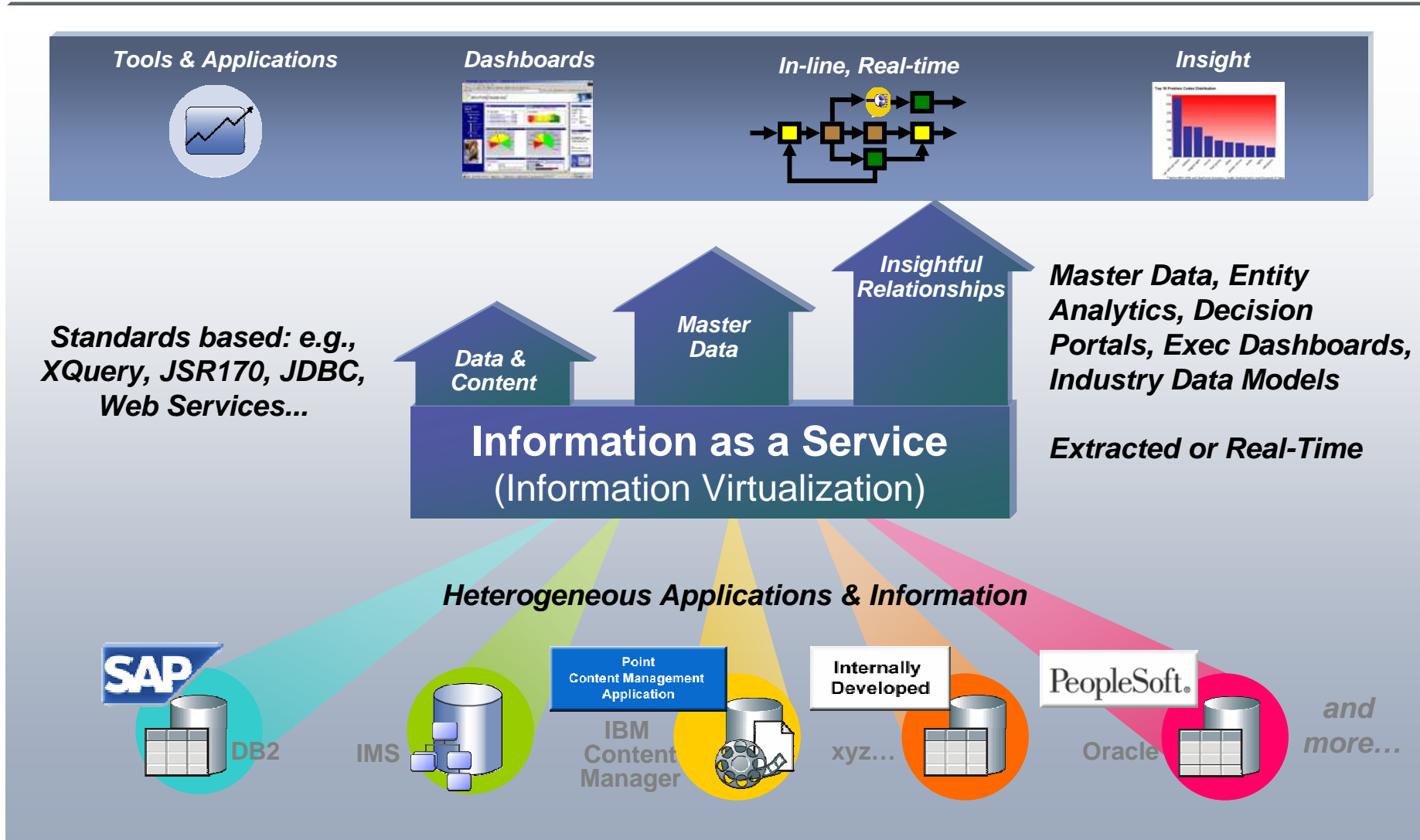
- Good Business Design - Separation of Information & Process

Result

- 50X increase in requests for content shows customers are being served better
- \$2.3 million savings in 2 years; 64% ROI
- \$1M savings for each new business unit needing a common view of the client

Information as a Service

Moving From a Project-Based to a Flexible Architecture (SOA)



Information Intense Problem Domains

Information Availability is the Top Priority

Manage Risk & Streamline Compliance

Gain Insight through Information Analysis

Drive Business Transformation Through Optimized Processes

Gain Control over Master Data

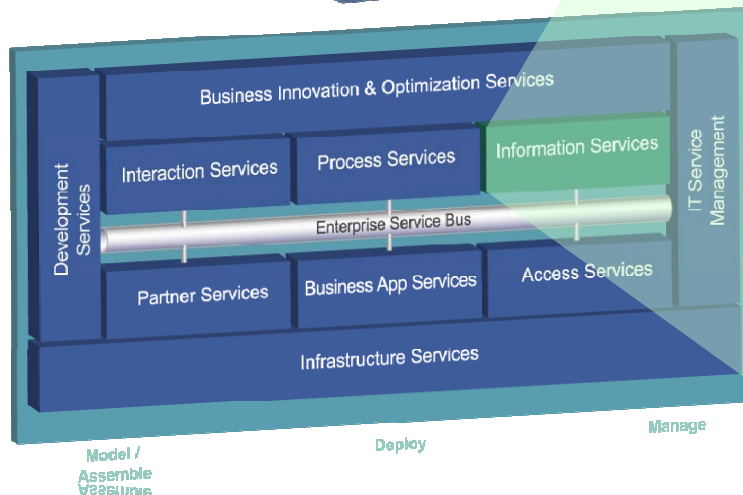
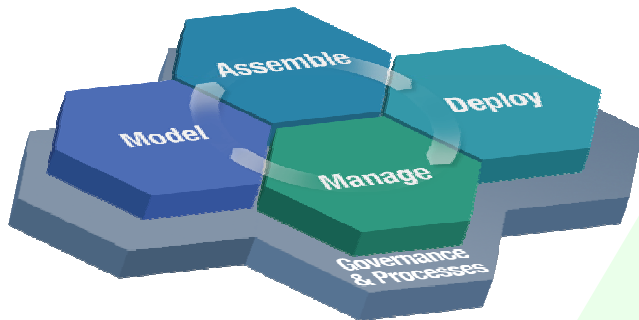
Manage Information Complexity

Lower cost through Optimized Infrastructure

IBM Information Management software

Unmatched breadth and depth of capabilities

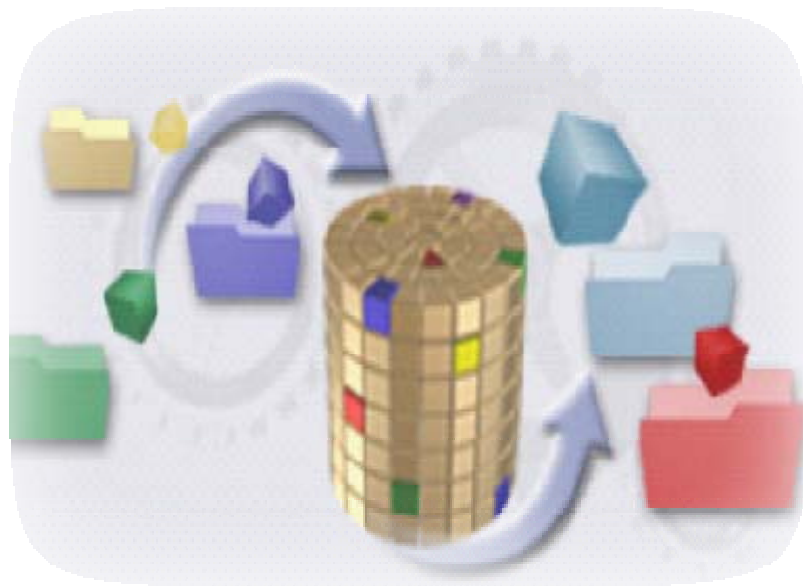
Information Delivered On Demand Based on Services Oriented Architecture



- **Data Services**
 - Data Servers, Warehouses, Tools...
- **Content & Discovery Services**
 - Content Mgmt Svcs
 - Discovery Services
- **Information Integration Services**
 - Quality Services
 - Transformation Services
 - Federation Services
 - Metadata Services
- **Business Information Accelerators**
 - Master Data Management
 - Entity Analytics
 - Information Warehousing
 - Industry Models

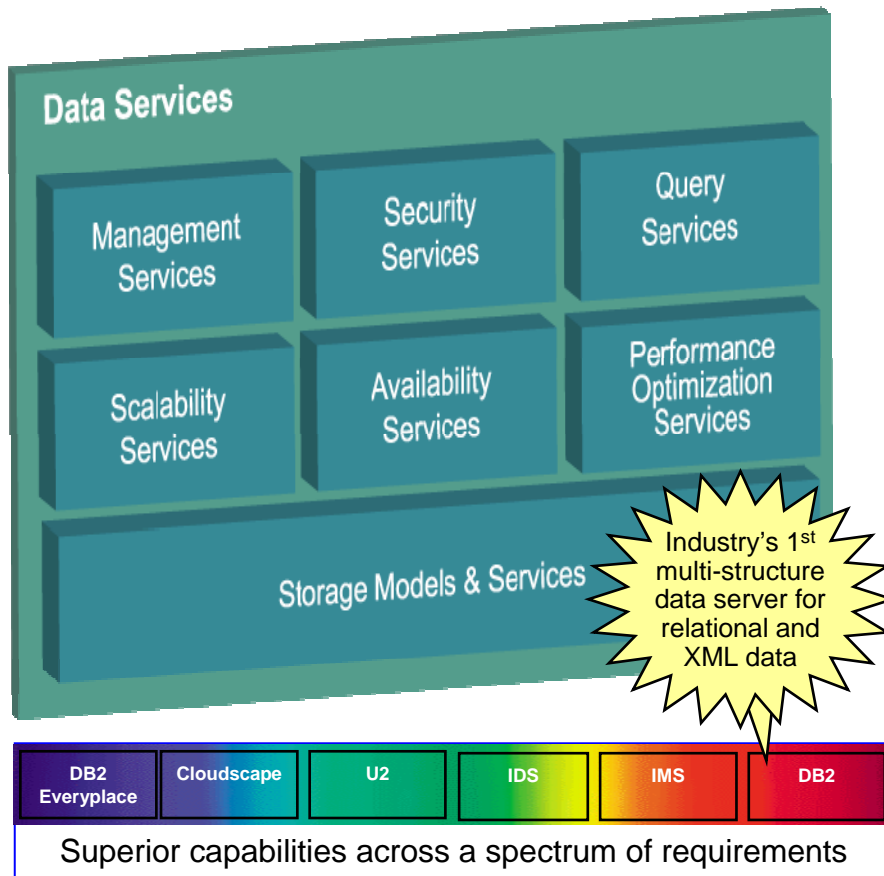
Information Services

Data Services



Data Services

Secure and efficient management of structured information powering a wide range of innovative business solutions.



Required by every business application

- No business solution works without data
- Essential elements of an application platform
- Data service requirements span a broad spectrum

Protect most valuable business assets

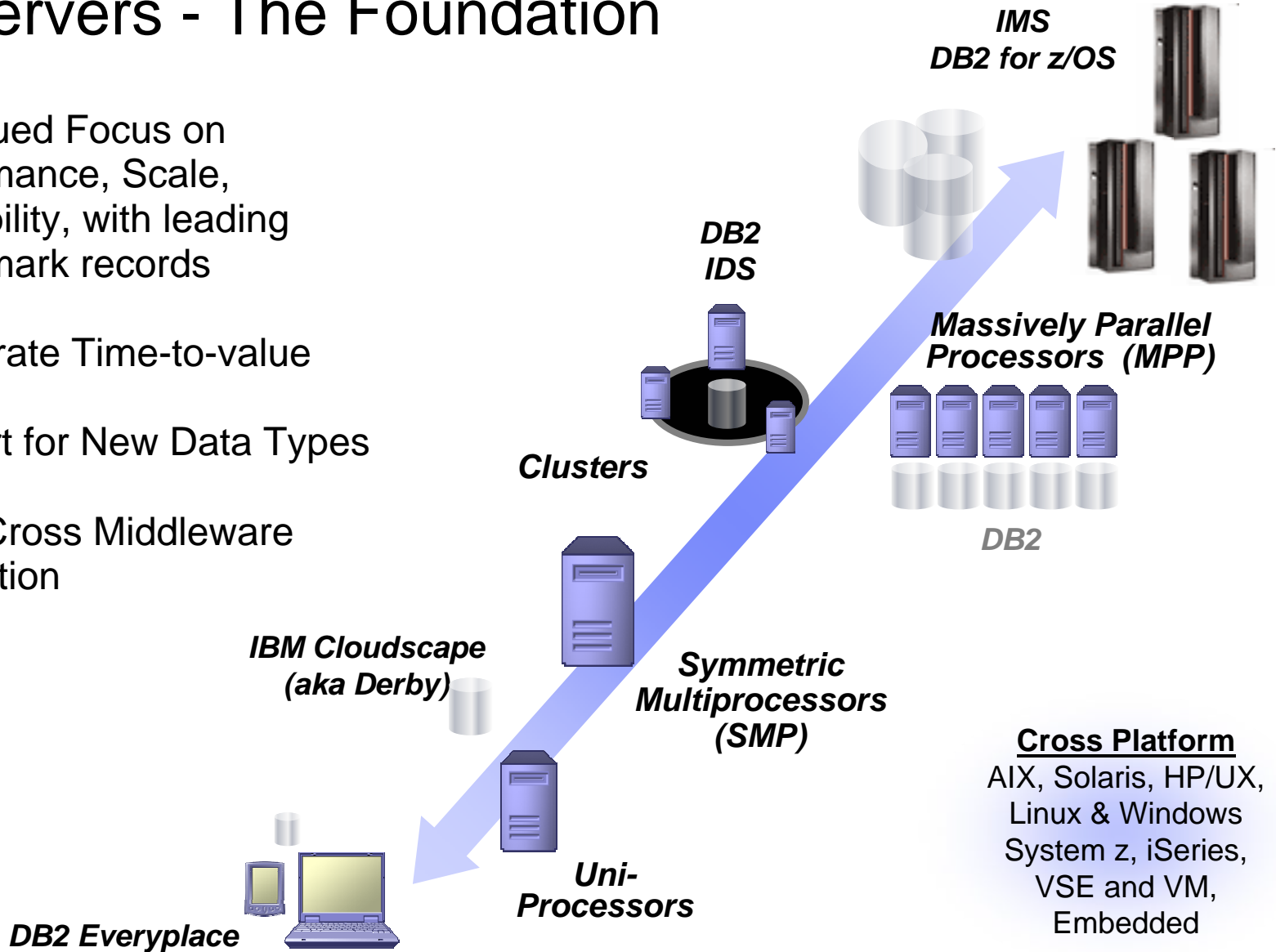
- e.g., Client, employee, product and financial data
- Data availability and performance impacts results
- Secure and private access affects brand value

A fundamental control point

- Not a commodity in most use cases
- Unique advantages for solution developers
- Cross platform integration = competitive advantage

Data Servers - The Foundation

- Continued Focus on Performance, Scale, Availability, with leading benchmark records
- Accelerate Time-to-value
- Support for New Data Types
- Deep Cross Middleware Integration



Addressing the spectrum of data serving needs

DB2 Everyplace	Cloudscape	U2	IDS	IMS	DB2
OLTP	OLTP	OLTP	OLTP	OLTP	OLTP & BI
Relational structure	Relational structure	Multi-value structure	Relational structure	Hierarchical structure	Relational & XML structure
Mobile Embedded	Intra-App / Single-App	Intra-App / Single-App	Intra-App / Single-App	Single / Multi-App	Single / Multi-App
Linux PalmOS Symbian	Java	AIX, etc. Linux Windows	AIX, etc. Linux Windows	z/OS	z/OS i5/OS AIX, etc. Linux Windows

Superior capabilities across a spectrum of requirements



DB2 and IMS Tools

Reducing TCO is our first focus

- ✓ Provide autonomic features to add capability and simplify operations
- ✓ Avoid tedious tasks and reduce errors
- ✓ Preserve your investment in z/OS applications and databases

2005: Reduce your TCO

2004 Autonomic Computing
and End to End Monitoring

2003: Integration of
products, new capabilities,
better performance

2001-2002 Product
replacements

2000: Reduce your TCO



Alitalia SERVIZI

improves IT services while reducing costs



Challenge

- Alitalia SERVIZI relies on an IBM IMS database to store enormous amounts of critical data, and to serve as a transaction manager. More than 2,500MB of data are defined by the database, and a high number of IMS transactions access the IMS data each day.
- When Alitalia SERVIZI increased its computing power by adding more central processing units (CPUs), existing tool vendor required that the company pay more for the database management tools. They wanted a new database management solution that would offer similar functionality but at a lower cost.

Solution

- By replacing its current database management tools with IMS tools from IBM, Alitalia will save money through cost reduction.

Business Benefits

- The solution from IBM aligns with customer's goal to improve IT services while reducing costs.

Technology Benefits:

- Improved data availability, guaranteed data coherency and facilitated data management. IMS tools speed IMS database reorganization through faster database unload, load and image-copy processes.

Just a few of our partners supporting System z as the enterprise data server



Optimized for SAP

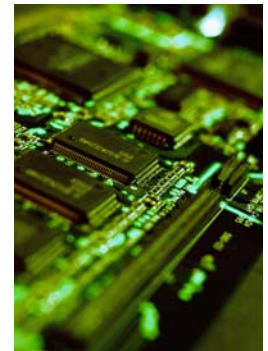
System z provides

- Continuous availability with data sharing
- True scalability with performance
- Storage cost savings with hardware compression
- Central server for SAP (MCOB)
- Customized infrastructure with zIIP

DB2 for z/OS delivers for SAP

- Largest SAP implementation runs on DB2
- 50+ SAP requested features delivered in DB2 V8
 - ▶ SAP NetWeaver BI improvements
- 30+ more coming in DB2 V9
- Ease of use and manageability
 - ▶ Self healing, self optimization
 - ▶ Utilities - DBA productivity
 - ▶ SAP toolkits for DB2

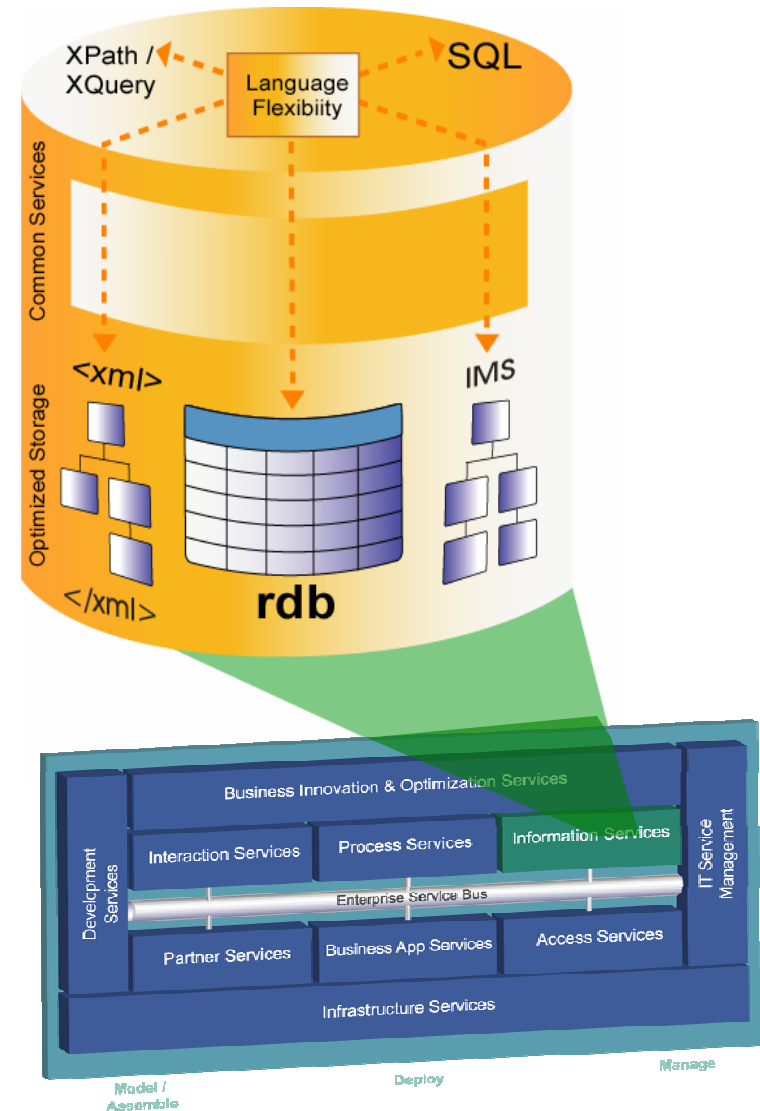
*DB2 and
System z
Unique*



Ready for a new class of applications requiring XML

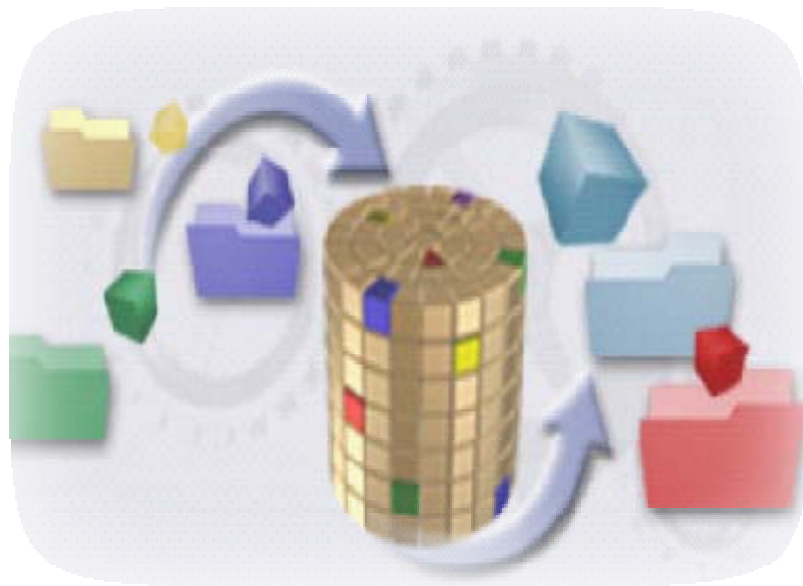
- **Deep XML Integration Simplifies & Unifies the Infrastructure**
 - ▶ Unifies Data and Content
 - ▶ Extends Asset Utilization
 - ▶ Leverages Existing Skills

- **Native XML Document Storage in DB2**
 - ▶ Ensures fidelity of XML document
 - ▶ Optimizes Performance
 - ▶ Provides Flexibility
 - ▶ Leverages Mature DB2 Services



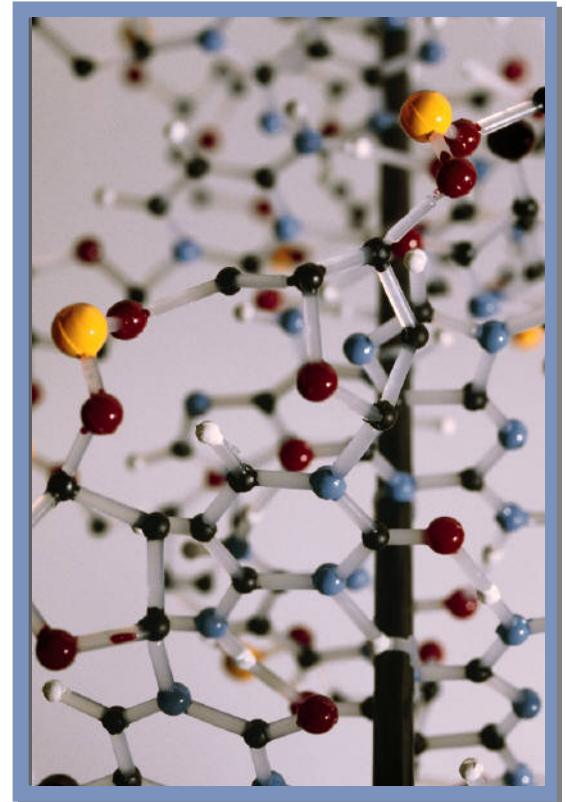
Information Services

Content Services



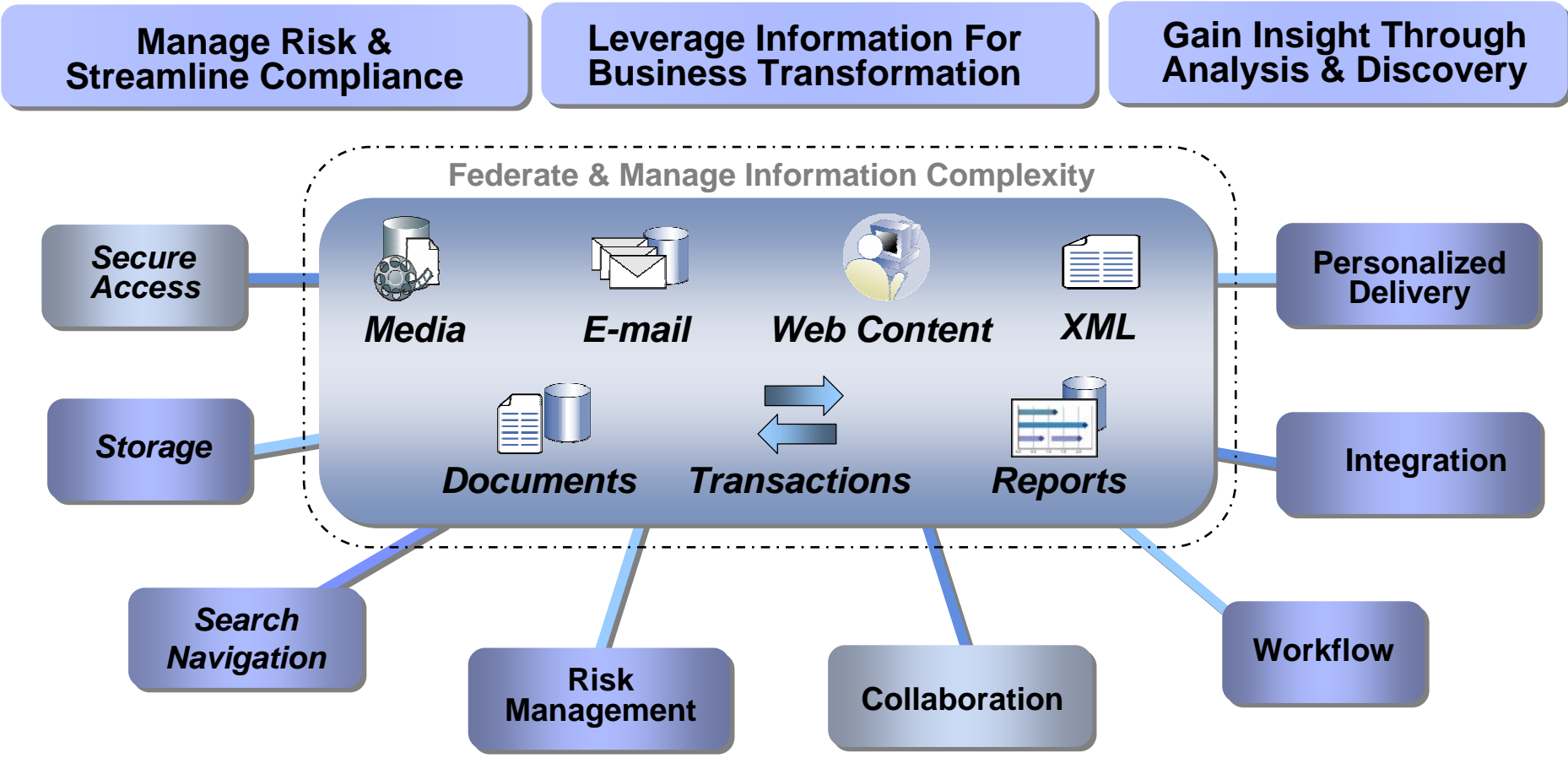
IBM Content Management & Discovery Services

- The ability to capture, integrate, manage, deliver **all forms of digital content in-context based on specific user needs** across an entire company to create real business value.
 - **Leverage Data for Business Transformation**
 - Manage information across repositories
 - Declare, classify records across business solutions
 - Open standards/Java Content Repository support
 - **Manage Risk & Streamline Compliance**
 - Automate records management
 - industry-specific CM compliance solutions
 - **Gain Insight through Analysis and Discovery**
 - Scalable search capabilities
 - Extract knowledge and meaning for greater relevance and insight



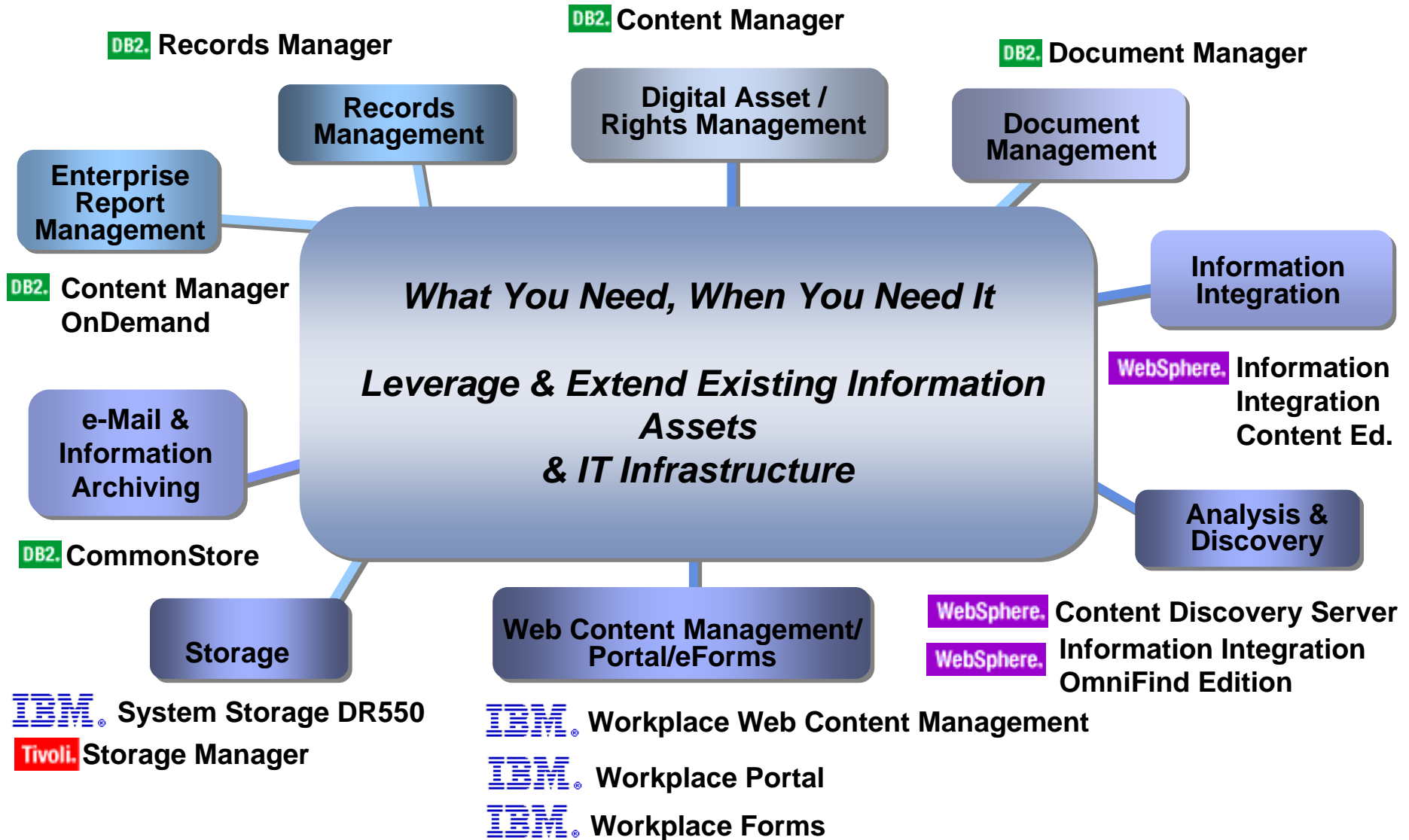
IBM Content Management & Discovery Essentials

With Key Offerings To Address Specific Customer Needs



Open, Integrated Infrastructure Access To Multiple Repositories Manage All Content Types

IBM Content Management & Discovery Portfolio

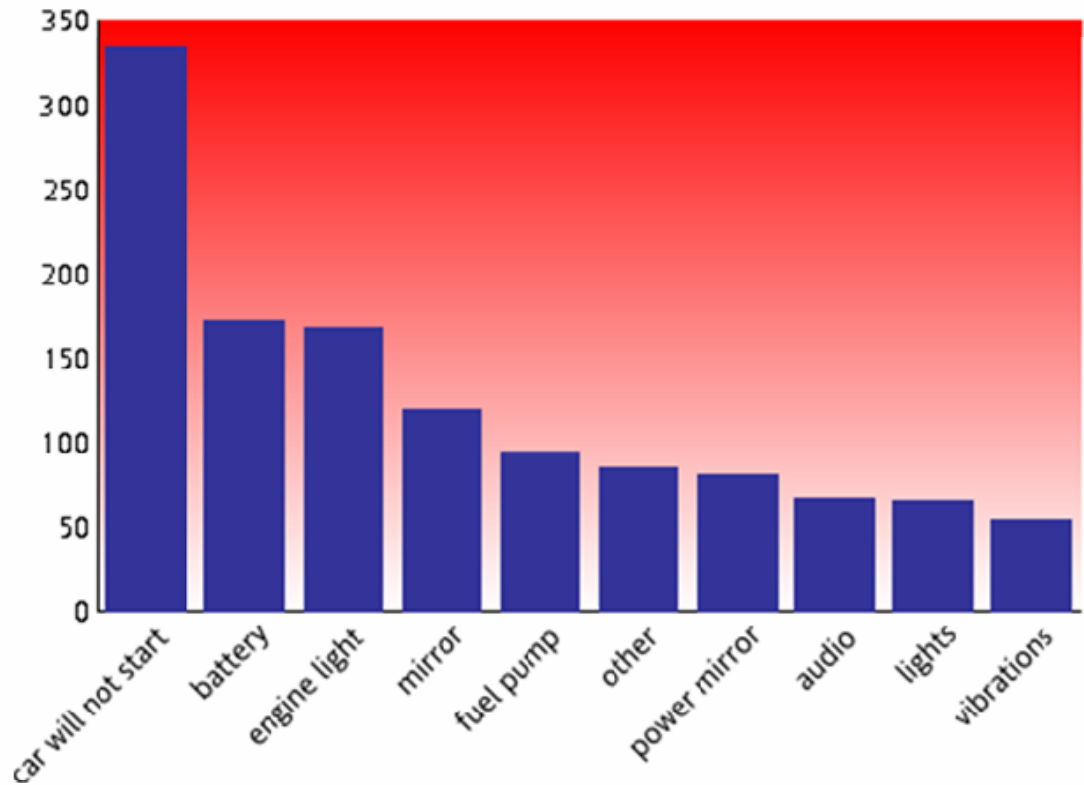


Content and Discovery Services

Improving the Automotive Quality Process

- 1 Report on actual problem codes

Top 10 Problem Codes Distribution



Content and Discovery Services

Improving the Automotive Quality Process

- 2 Add insight from mechanics reports and analysis of written comments

Repair Date	Customer complaint	Technician Comment
7/28/04	CUST SMELLED BURNING UNDER THE HOOD	RUSTY CONNECTION TO FUEL PUMP RELAY. WIRING HARNESS CORRODED
7/27/04	CUSTOMER STATES GET GAS ODOR INSIDE VEHICLE AFTER EVERY FILL UP:	VERIFIED CONCERN PERFORM FUEL SYSTEM LEAK TEST FOUND FUEL TANK LEAKING REPLACE FUEL TANK ASSEMBLY:
7/22/04	CAR JUST STALLED AND WOULD NOT START	FOUND SHORT IN HEADLIGHT W
7/19/04	CAR WILL NOT STARTAFTER DRIVING IN THE SNOW. CUST. BRINGING IN CAR FOR SECOND TIME	NEED TO CHANGE HARNESS RO
7/19/04	CUST REPORTS HEADLIGHTS FAIL	REPLACED FUEL PUMP AND FU WIRING HARNESS FOUND WHE HARNESS COVER. RECOMMEN HARNESS BUT WE DO NOT HAY SHOULD RESCHEDULE
7/17/04	C S THAT THE VEHICLE WOULD NOT START AFTER FUELING:	REPAIRED FAULTY HARNESS

OmniFind Warranty Claims Search

Search : **(Part:fuel pump) & wiring harness**

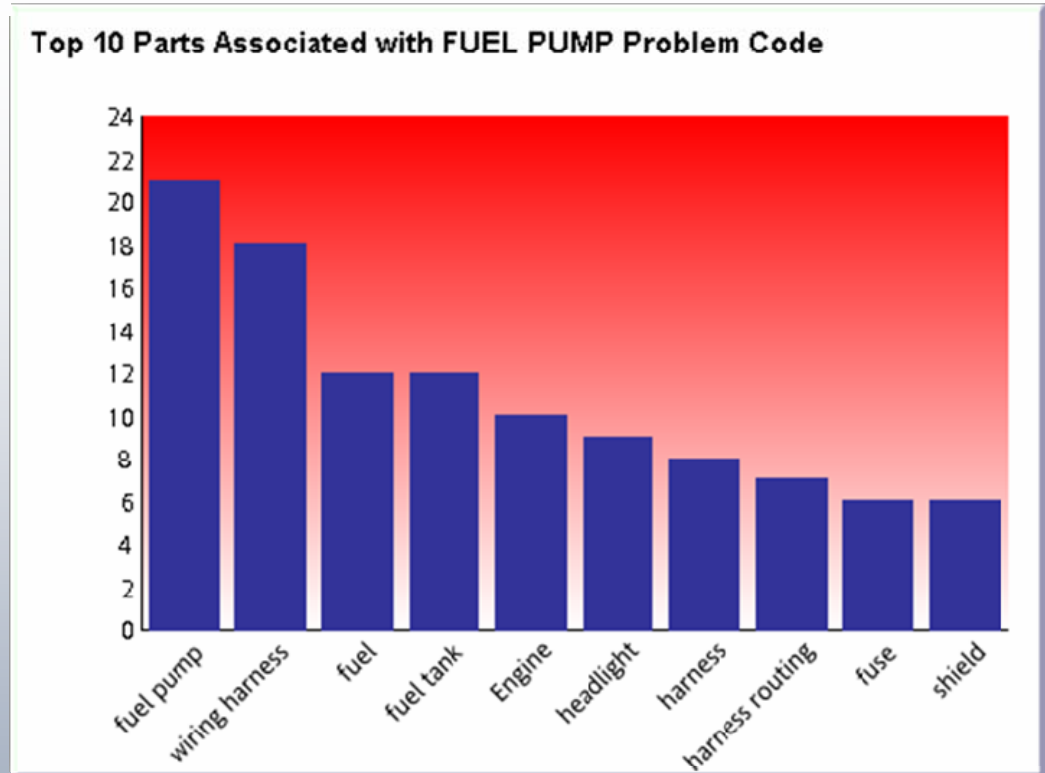
Total Results : 7
Query Time : 47 ms

Score	Results
98.74%	1. All-01098.txt file:///C:/QEWClaims/All-01098.txt All-01098.txt. REPLACED FUEL PUMP AND WIRING HARNESS
85.15%	2. All-01139.txt file:///C:/QEWClaims/All-01139.txt All-01139.txt. REPLACED FUEL PUMP AND FUEL FILTER FROM WIRING HARNESS FOUND WHEN I REMOVED THE HARNESS COVER. RECOMMEND REPLACING WIRING HARNESS DO NOT HAVE ACCESS TO PART. SHOULD RESCHEDULE
85.15%	3. All-01102.txt file:///C:/QEWClaims/All-01102.txt All-01102.txt. REPLACED FUEL PUMP AND FUEL FILTER

Content and Discovery Services

Improving the Automotive Quality Process

- 3 Relate problems to actual parts



Information Services

Information Integration Services

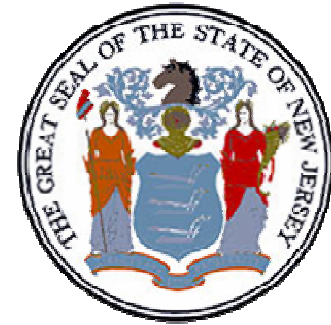


The Information Integration Opportunity

Companies who effectively use information consistently outperform competitors, create innovation, and build shareholder value.



“...earnings improvements of \$1B over two years...”



“...savings of \$8 million...”



“...saved over \$15 million within the first 12 months...”

Information Integration Business Drivers

Where Business and IT Initiatives Meet

Initiative

Example Projects

Proof Points

Client Value

Insight from Information Analysis

Demand-driven Supply



Enterprise warehouse around SAP BW **reduced inventory by 30%**. Order fill rate improving to 98%.

Master Data Integration

Product Information Management



Consolidated inventory across branches in 9 months..2.5% inventory reduction...**£18 million savings**.

Infrastructure Rationalization

M&As, Consolidations



Consolidated disparate systems from merger...**£1M per week savings**. Reduced time to deliver by 45%.

Risk and Compliance

Basel II Compliance



Basel II compliance without disruption across 23 systems, 2,500 branches.

Business Transformation

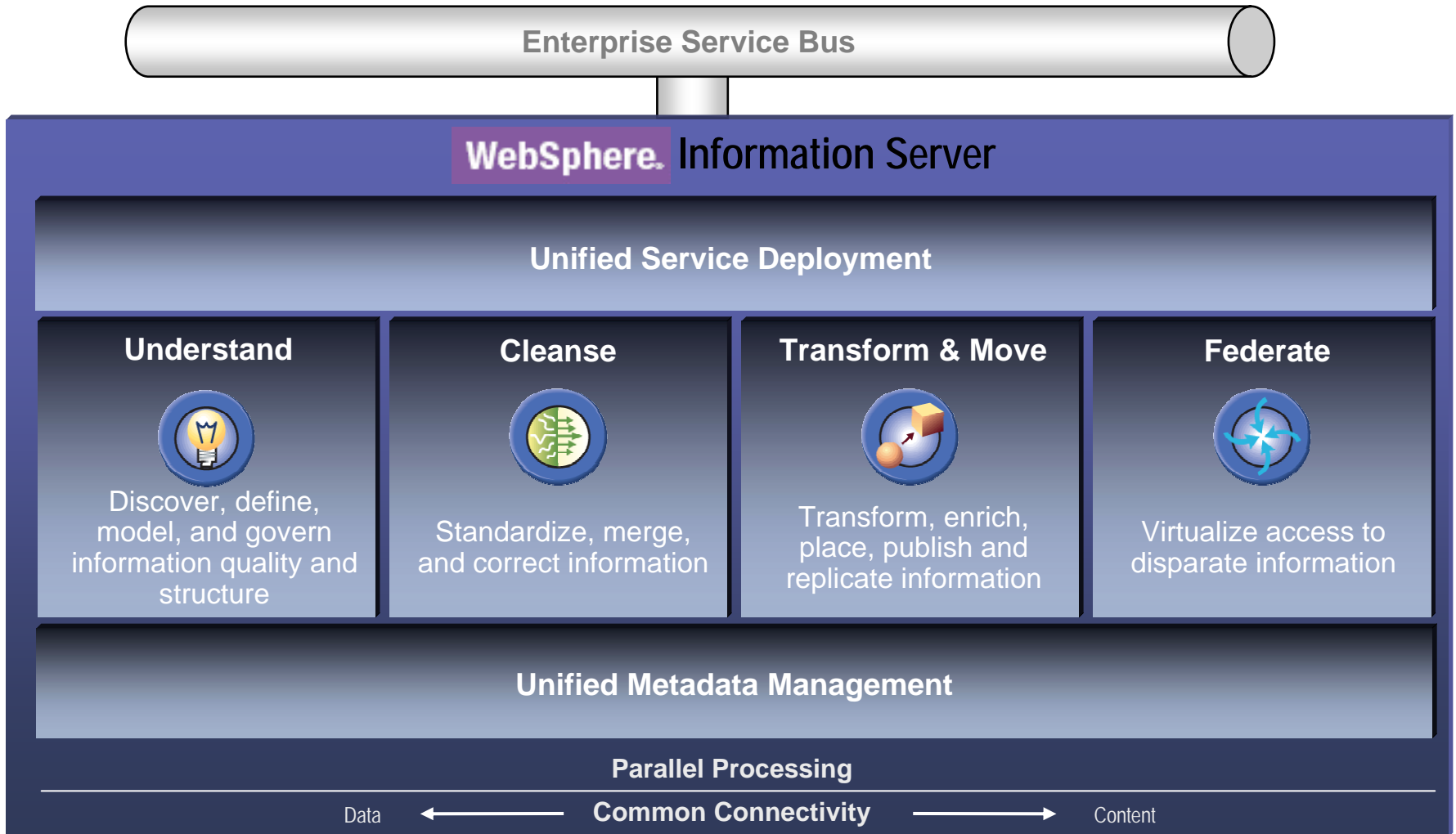
Customer Service Innovation



Consistent global metrics of 30,000+ stores **enables one-on-one CRM to 47M daily customers**.

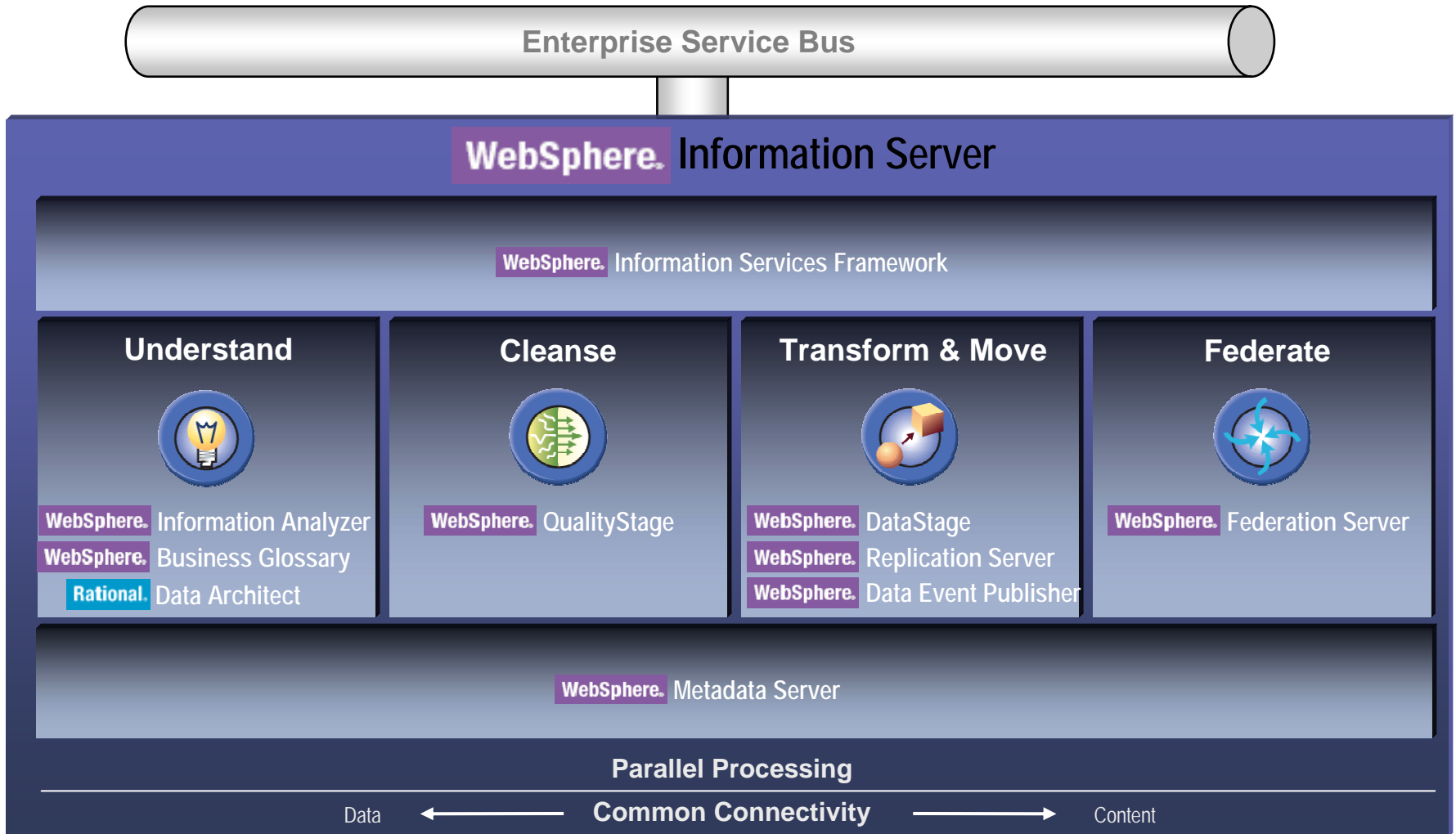
IBM WebSphere Information Server

Delivering information you can trust



IBM WebSphere Information Server

Delivering information you can trust



Business Flexibility and Agility

Rapid Integration of content



Kawasaki
Let the good times roll.™

Consolidate mission critical information from the host ecommerce site with distributed data to provide a daily update of sales.

Provide a view of sales from over 8000 dealers. This includes outdoor power products (generators, lawn mower engines) and power sports products (motorcycles, ATV's, etc.).

Solution

WebSphere Information Integrator Classic Federation for z/OS (formerly CrossAccess XDI) provides the ability to join IMS and other mainframe data sources with their central database.

Result

Cost effective, flexible and high performance solution
Reduced requirements for ETL resources
High level of operational reliability

Business Flexibility and Agility

Rapid Integration of content

Kawasaki
Let the good times roll.™

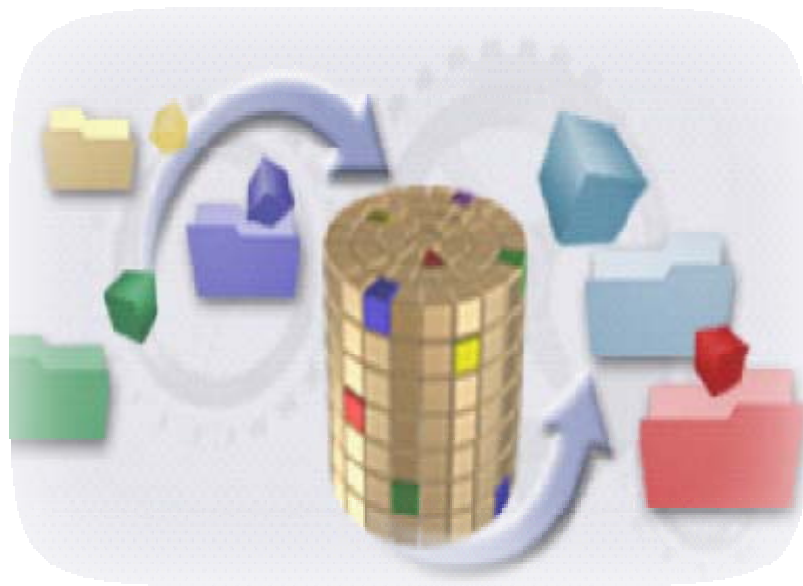


“We have saved one full year of development time using WebSphere Information Integrator Classic Federation for z/OS to provide up-to-the-minute information into our supply chain warehouse.”

Victor Martinez, manager of data administration and information access services, Kawasaki Motors Corporation

Information Services

Business Information Accelerators



Information Intense Problem Domains

Information Availability is the Top Priority

Manage Risk & Streamline Compliance

Gain Insight through Information Analysis

Drive Business Transformation Through Optimized Processes

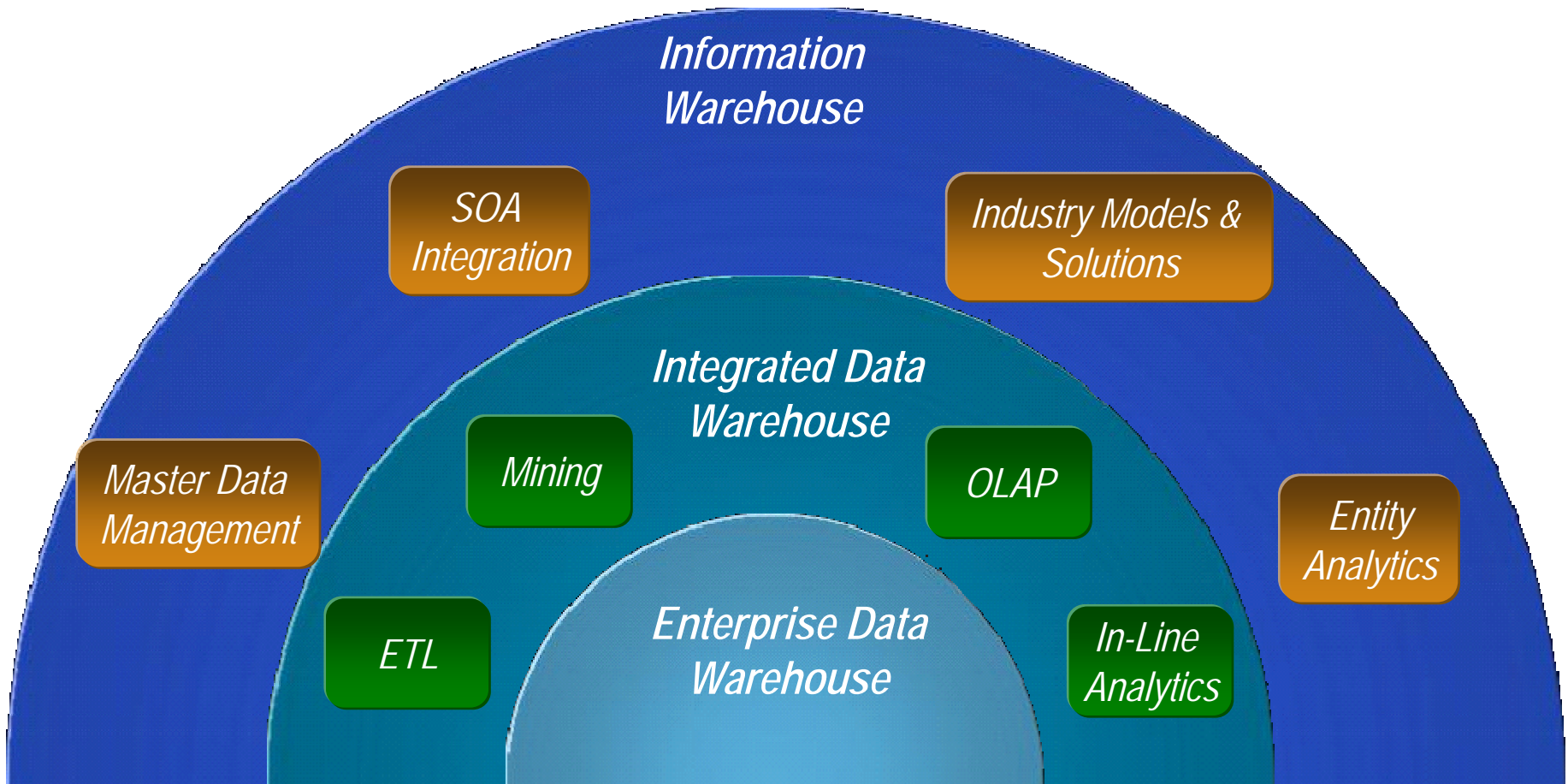
Gain Control over Master Data

Manage Information Complexity

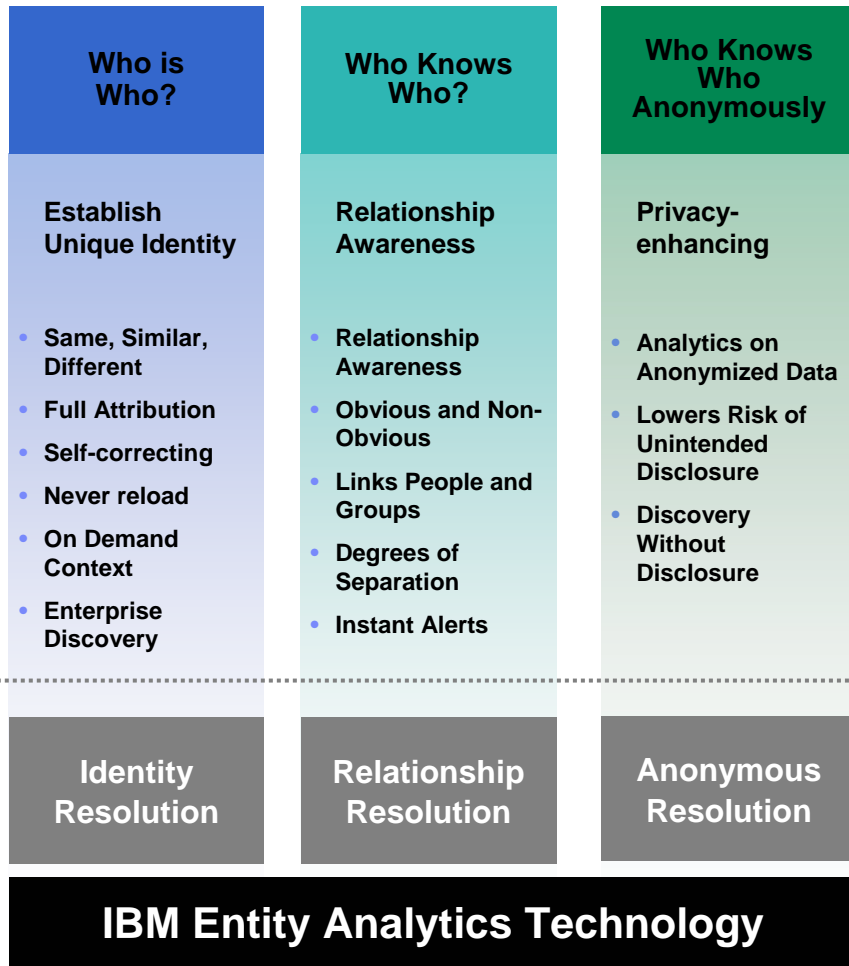
Lower cost through Optimized Infrastructure

From Data Warehousing to Information Warehousing

The core of the information warehouse is an enterprise data warehouse providing a single version of the truth, implemented as a single scalable database.



Entity Analytics Solutions



Entity #14465



ADDRESSES	NAMES	ADDITIONAL
4737 Cimarron Dr. Easton, MA 02334	Katherine D. Green Kate Mills-Green	DOB: 12/13/71 Phone: (508)278-6019
1 Bourne St. Bolton, MA 01512	Katie Green Kate Mills	(978)365-6631 (501)661-8044
P.O. Box 12743 Clinton, MA 01510	Kate Green Kate M. Green	Work: Zycast Int. Silverback Kinear

Requirement is Holistic Reference Information Structured and Unstructured – From many sources

Web Hierarchy and Categories

Images

Marketing Benefits

Buyer Behavior Model

Cross-Sell & Up-sell

Marketing Database

- 1969 Denim Collection
- 1969 Collection for Men
 - [1969 original fit](#)
 - [1969 selvage jean jacket](#)
 - [1969 boot fit \(dusted\)](#)
 - [1969 range fit \(infused\)](#)
 - [1969 boot fit \(indigo arctic\)](#)
 - [1969 boot fit \(black crunch\)](#)
 - [1969 explorer shirt \(tinted black\)](#)
 - [1969 western shirt jacket](#)
 - [1969 boot fit \(panhandle\)](#)
 - [1969 western shirt \(dark indigo\) sale](#)



1969 original fit

1969 original fit

- The Limited Edition
- 1969 Collection:
- Premiere, Authentic GC
- Made from a premium denim fabric in a dark shade of indigo with very subtle whiskering and grinding.
- Sits just below waist. Low rise. Slim, straight leg.
- Five-pocket styling, button fly.
- 100% cotton. Machine wash. Made in USA.

SIZE: 30w x 32l - 36w x 32l

price: ~~\$98.00~~
now \$39.99

item: #191458

color: select one

size: select one
30w x 32l
32w x 32l
33w x 32l
34w x 32l

You'll also like:



[hand-knit zip sweater](#)
~~\$98.00~~
\$59.99



[hand-knit half zip sweater](#)
~~\$98.00~~
\$59.99

Shown in: rusted
[view larger image](#)

Finance System

Available colors:



Colors

Supplier Content Repository

Supplier Database

Promo. Price

[size charts](#)

Sizes

Supplier Database

Mfg. System

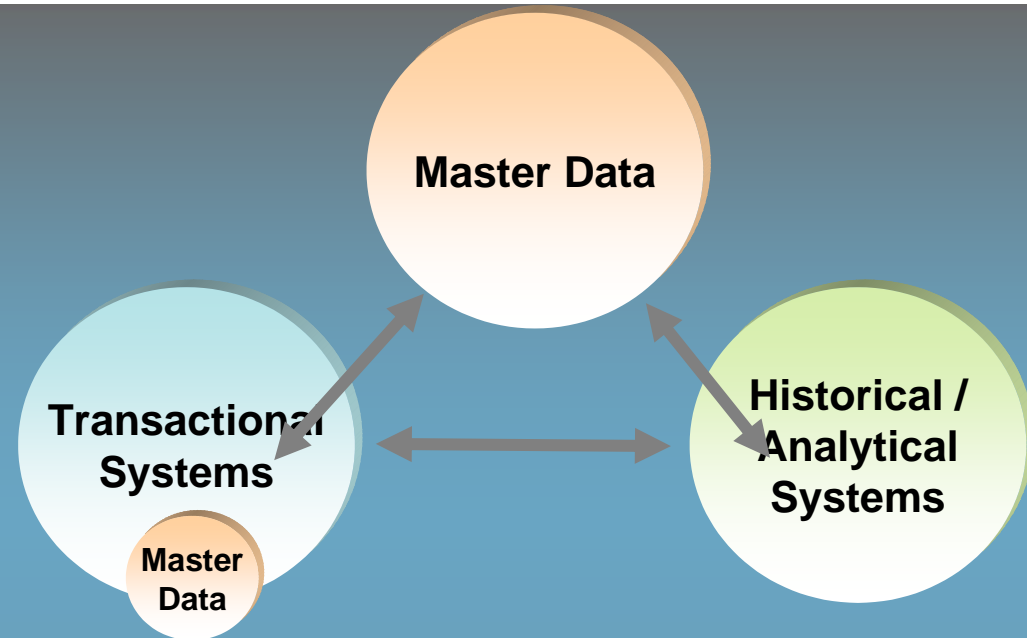
Master Data Management

Solving the Problem: The Closed-Loop Nature of the Information Lifecycle

Decouple master information from individual transactions

Master Data Management is a set of disciplines, technologies, and solutions used to create and maintain consistent, complete, contextual and accurate business data for all stakeholders (users, and applications) across and beyond the enterprise

warehouse



For All Types of Master Data

...products, organizations, locations, trading partners, employees, customers, consumers, citizens, assets, accounts, policies...

Business need

- Implement Global Data Synchronization and Trading Partner Portal for Carrefour's 30,000 suppliers
- Integrate between Carrefour's legacy systems for a single source of product information management
- Focus on implementation roll-outs in France, Spain and Belgium

Master Data Management System: IBM WebSphere Product Center

- Global product information management system
- Improve product information consistency through a central repository
- Improve the organizational handling of product information through workflow



Financial Services Giant Achieves Extreme Scalability and Performance Using WebSphere Customer Center & DB2 for z/OS

Challenge

- High performance, highly scalable solution to drive improvements to customer relationship management

Solution

- WebSphere Customer Center
- WebSphere Application Server & Messaging
- DB2 Universal Database

Benefits

- Near-linear scalability of solution
- Increased performance & throughput

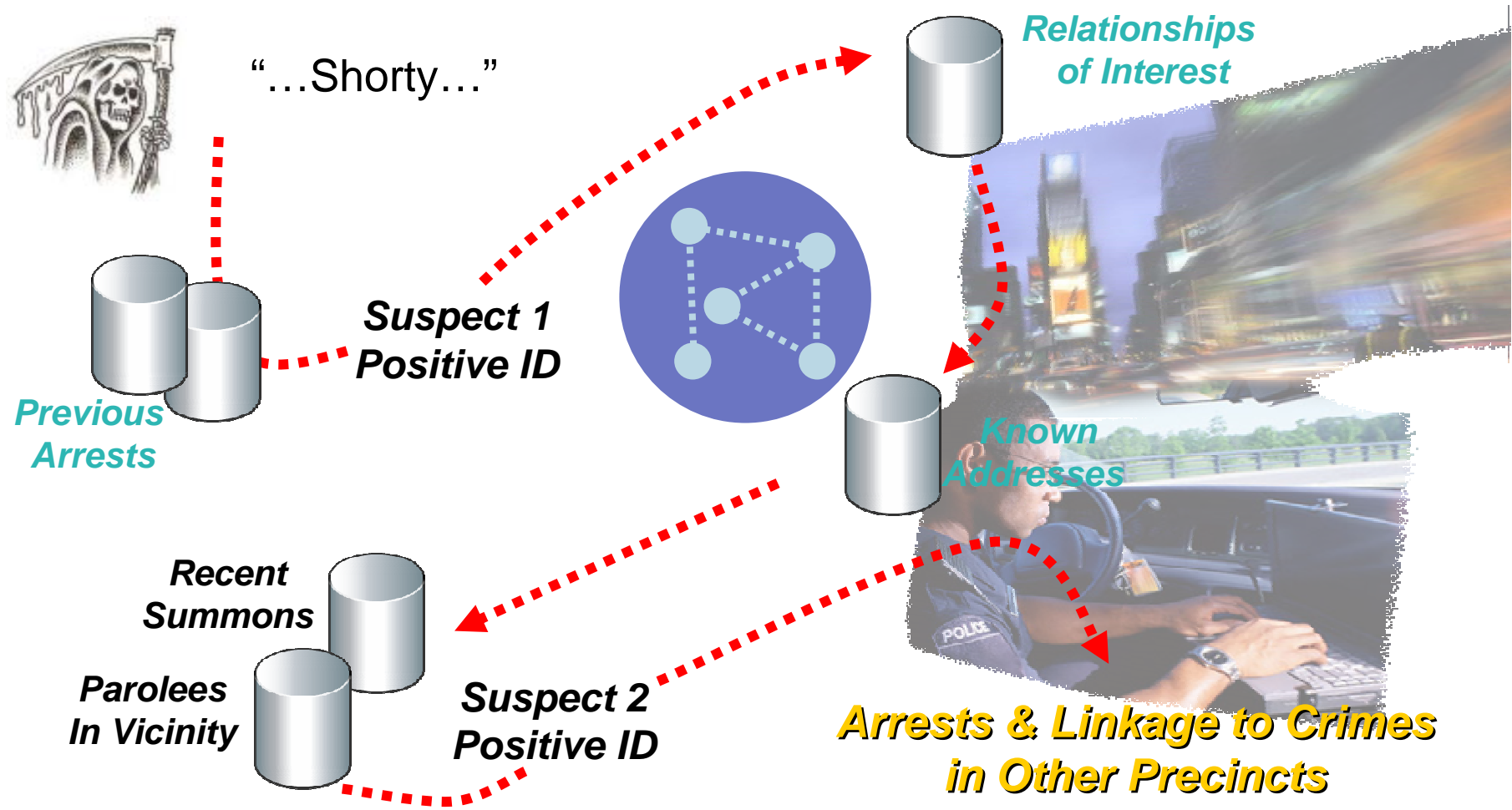


Implications

- Compelling Master Data Management solution for demanding, high performance environments
- Service Oriented Architecture key to scalable applications for customer data integration

“...Comprehensive, highly relevant, instantaneous information... transforming the way we solve crimes...”

In context, in the hands of detectives, at the scene...



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

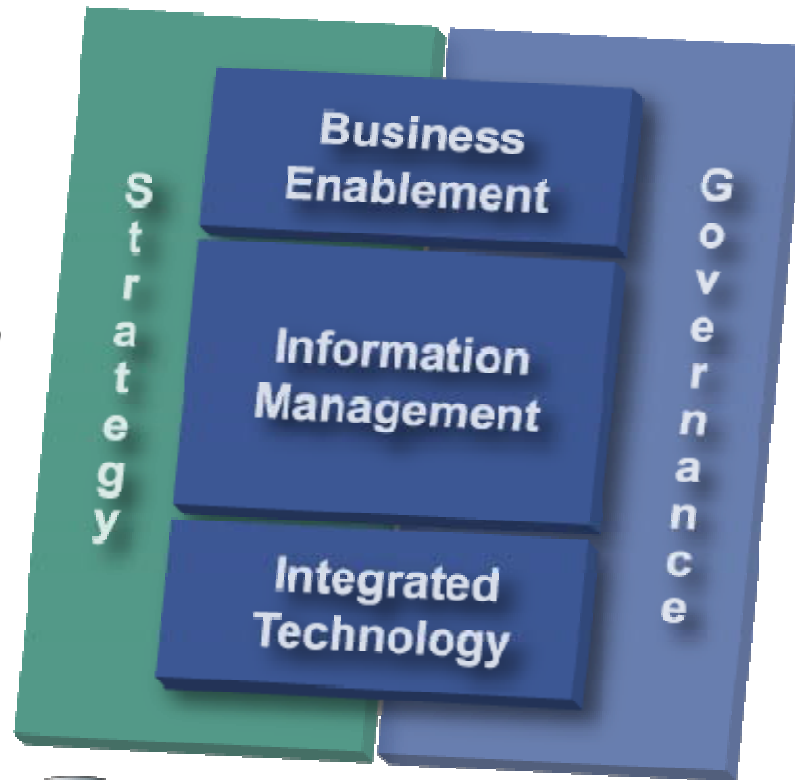
Delivering the Business Value of Information

A Holistic Offering Framework for Cross IBM Solutions

Globalization Integration Innovation

Integrated Approach

- Skills
- Methodology
- Information
- Technology



Experience-based

- Clients
- IBM Research
- IBM Internal



IBM Provides a Complete Portfolio of Offerings

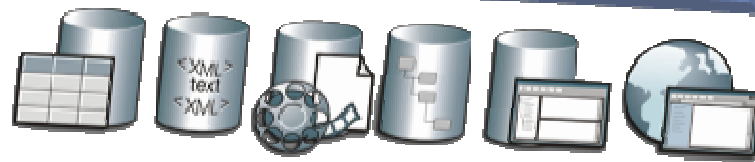
Based on Client & Internal Experiences

New Investment

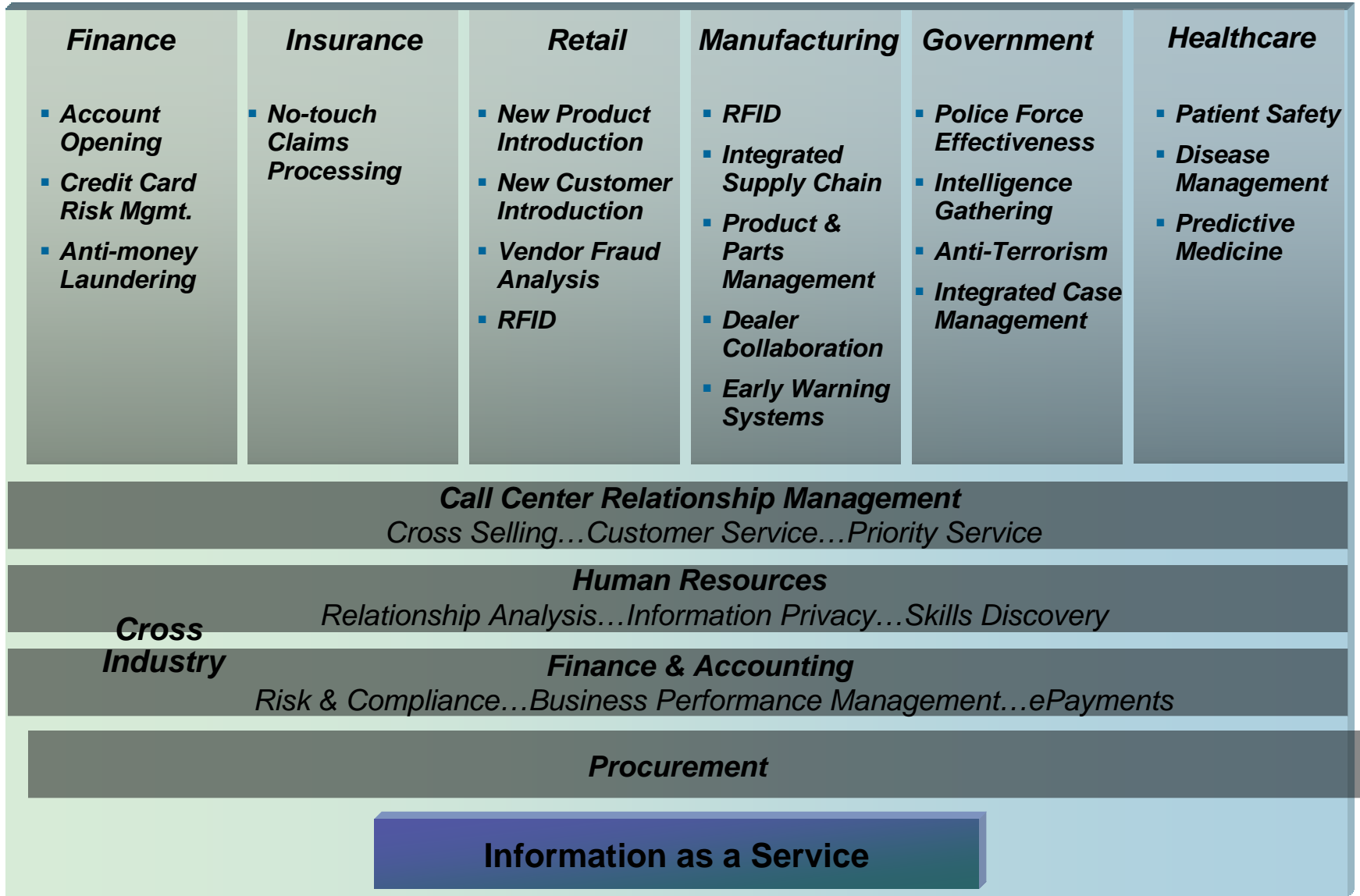
65% more practitioners... adding to a **base of 15,000 practitioners** with relevant skills



New & Expanded Solution Portfolios



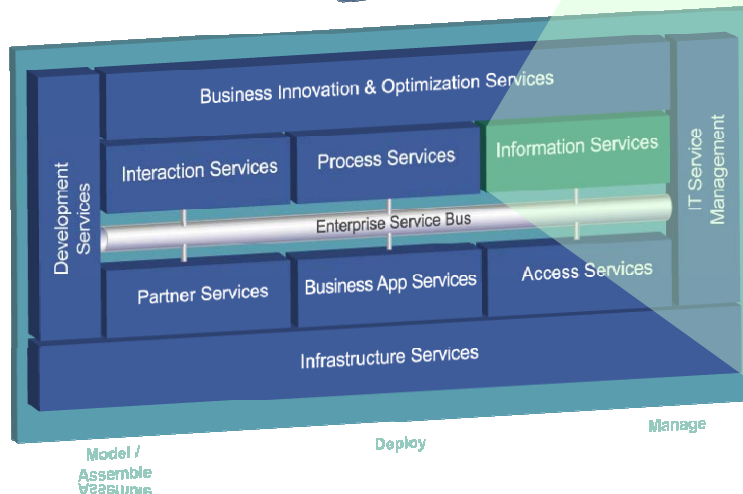
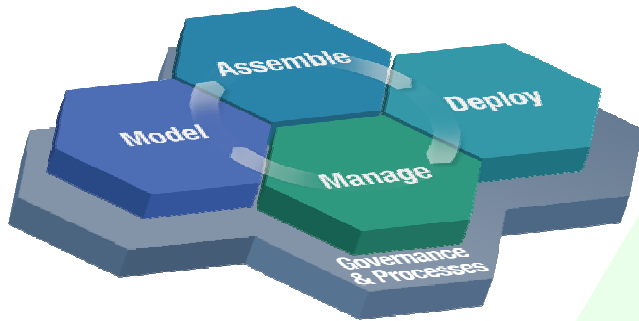
Industry Information Accelerators



IBM Information Management software

Unmatched breadth and depth of capabilities

Information Delivered On Demand Based on Services Oriented Architecture



**#1, #2 in Share
450,000+ Clients**

- **Data Services**

- Data Servers, Warehouses, Tools...

- **Content & Discovery Services**

- Content Mgmt Svcs
- Discovery Services

**#1 in Share
13,000+ Clients**

- **Information Integration Services**

- Quality Services
- Transformation Services
- Federation Services
- Metadata Services

**#1 in Share
5,000+ Clients**

- **Business Information Accelerators**

- Master Data Management
- Entity Analytics
- Information Warehousing
- Industry Models

**Leading Space
1,000+ Clients**

Call to Action

- Understand the vision
- Assess where you are on the journey to Information On Demand
- Select a high profile, high reward project to focus
- Engage with IBM in a System z Infrastructure Architecture Workshop (zIAW)

Thank

you

