



Information Management Software

*Leveraging
Information
as a Service*

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The Information Challenge



Carrefour



- ▶ *Synchronize and share information across 2.5 million products with over 80,000 suppliers to avoid out of stock conditions*
- ▶ *Reduce costs related to information inaccuracies estimated to be .2% - .4% of annual net sales*

Key to Success

- Created master information and delivered it in real-time to applications

Result

- Reduced lost sales
 - Increased customer loyalty and stickiness
- Improved inventory levels & streamlined integration with downstream systems

The Information Challenge

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

Business Challenges

Information Challenges

Globalization

Multiple Versions of the Truth

Mergers & Acquisitions

Inaccurate

Risk & Compliance,

Untimely

Eroding Customer Loyalty

Inconsistent

Supply Chain Complexity

Incomplete

Industry Transformations

Inaccessible

Cost Cutting...

Out of Context...

**Information
must become a
Strategic Asset**

**70% of people's time
can be spent locating
relevant information**

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

**5X More Value creation
by organizations effective
at using Information**

Unified View of Information Helps Enable Effective Entry into New Markets and Meet Compliance Needs



- ▶ *\$28 million customers, 800M incoming touch points, 500M outgoing touch points*
- ▶ *Marketing Campaigns (Up-sell & cross-selling)*
- ▶ *Risk Management (Basel II, AML), Financial Management (Retail ROI), Audit & Compliance*

Key to Success

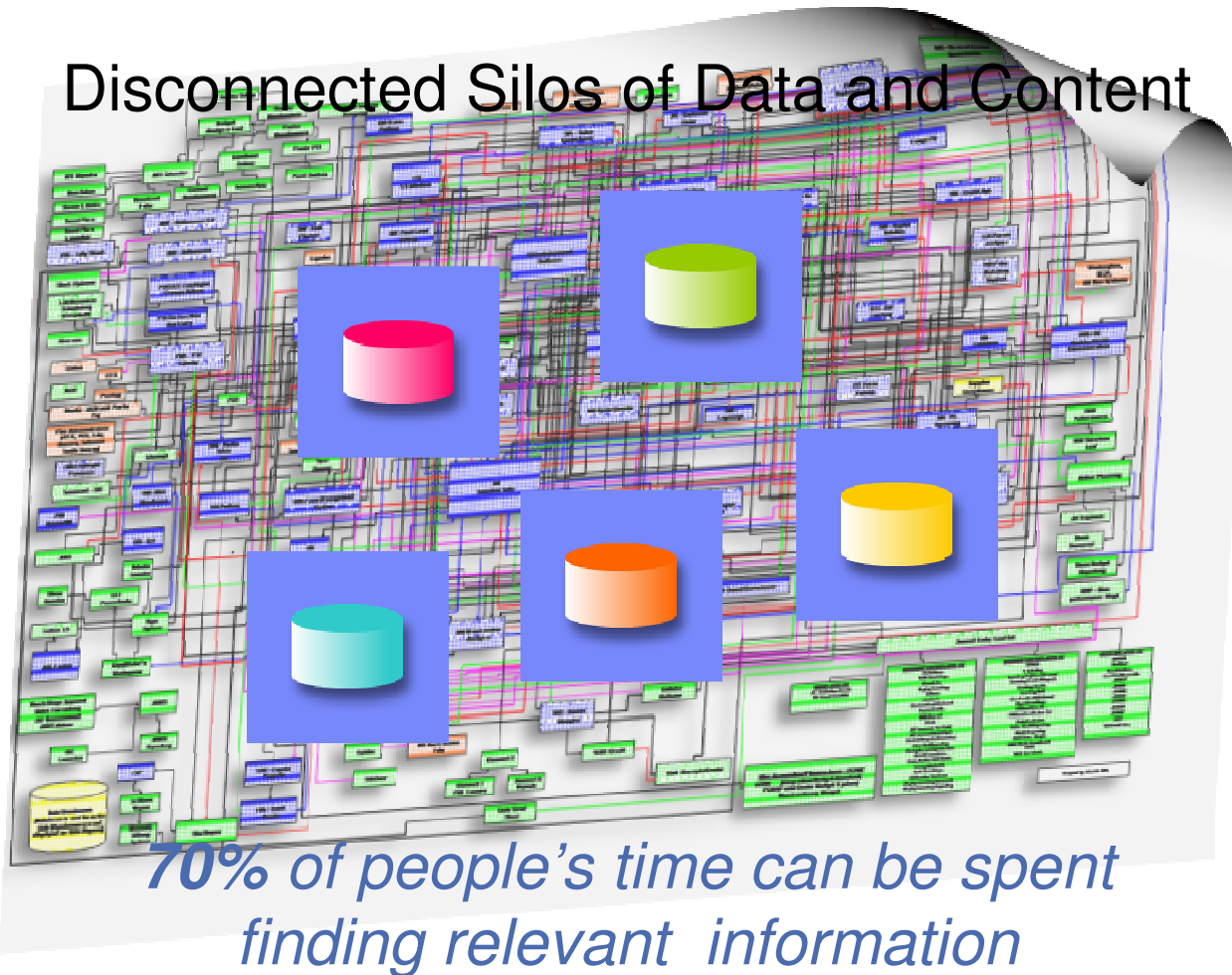
- Created master information about customers and business activities from multiple data sources and applications to feed into down stream business processes

Result

- Optimizes customers service and drive higher profits across channels
- Streamlines compliance and anti-money laundering initiatives

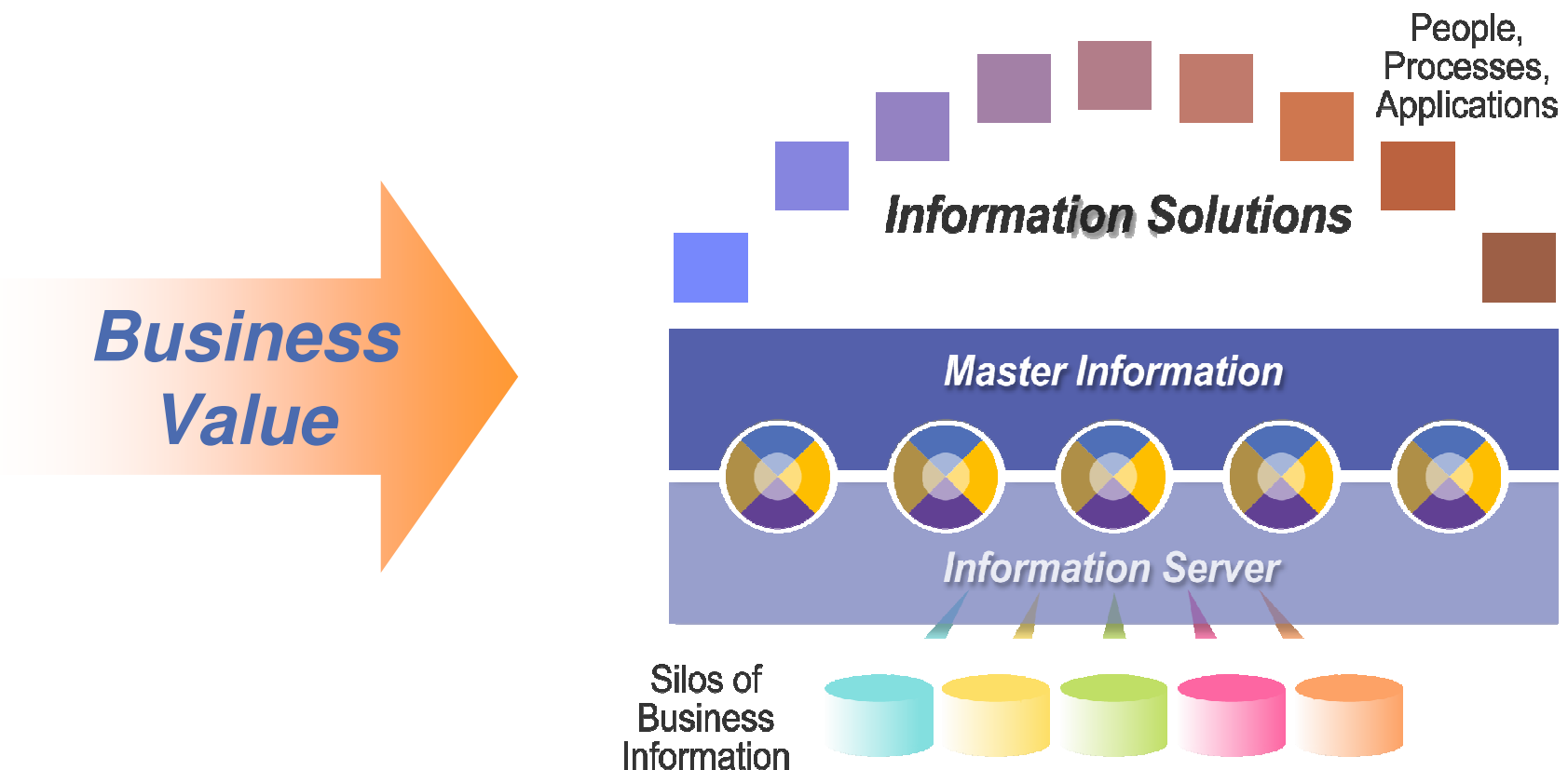
Complexity Demands an Architected Approach to Managing Information

Disconnected Silos of Data and Content

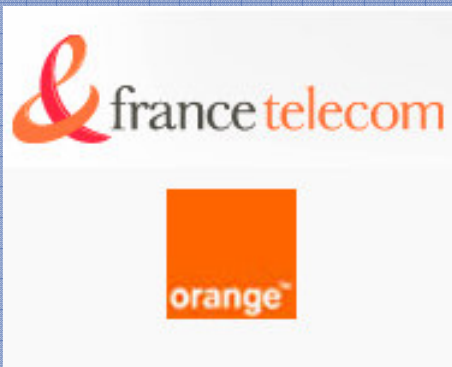


Moving from Project Based Efforts to a Flexible Information Architecture to Deliver Business Value as Needs Evolve

Dynamically Deliver Master Information



Meeting the Information Challenge



- ▶ *Acquisition doubles size & drives need to understand over 30 million customers*
- ▶ *Drive aggressive growth while consolidating redundant operations to optimize costs*

Key to Success

- Information Server helps create four master information domains (Traffic, Customers, Network, & Finance) supporting the integrated businesses.

Result

- Clear understanding about product profitability & operations enables better product direction decisions
- Payback in less than 1 year.

Separating data and content from individual business processes enables enterprise-wide re-use.



- ▶ *Integrated view of customer information across multiple business units*
- ▶ *Customer information stored in multiple environments: IBM, FileNet, Mobius....*

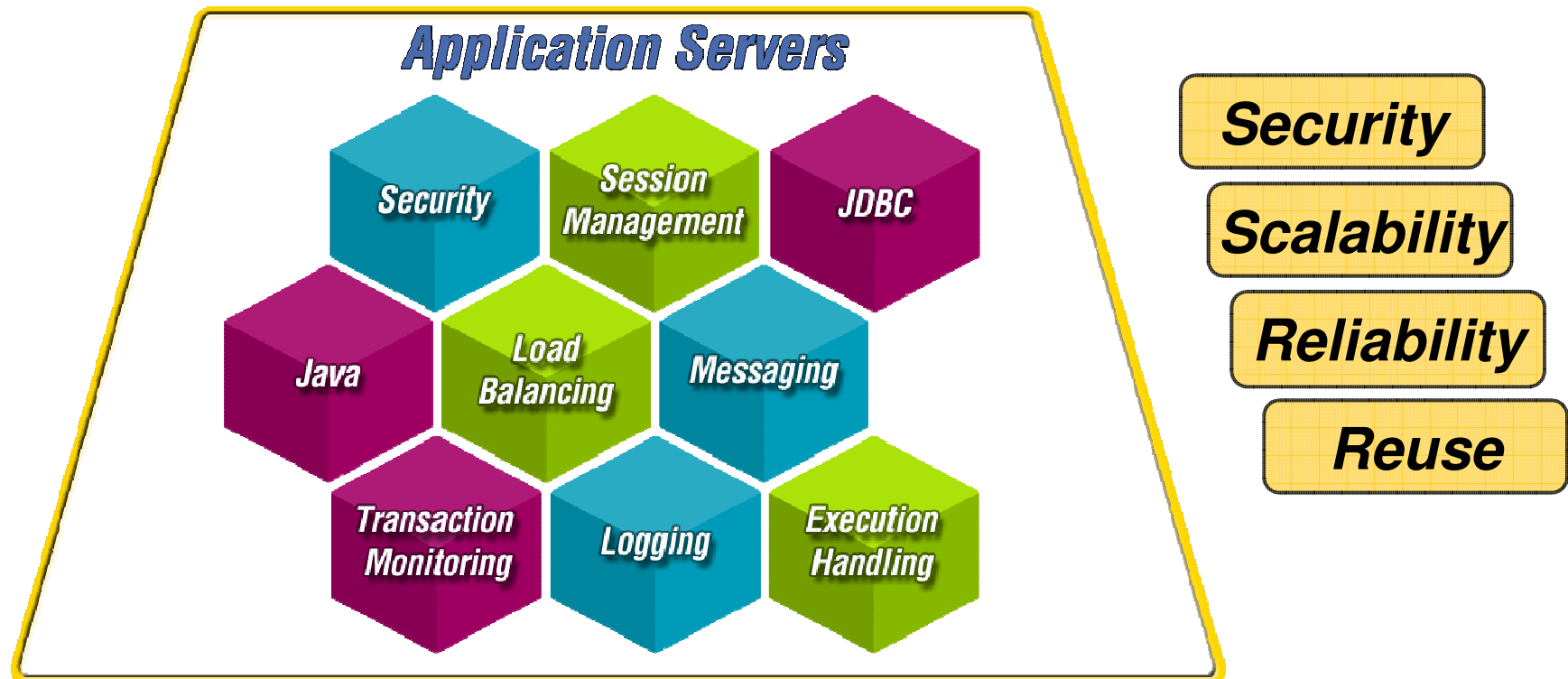
Key to Success

- Making Information a Service using the Information Server (SOA), separation of information & process

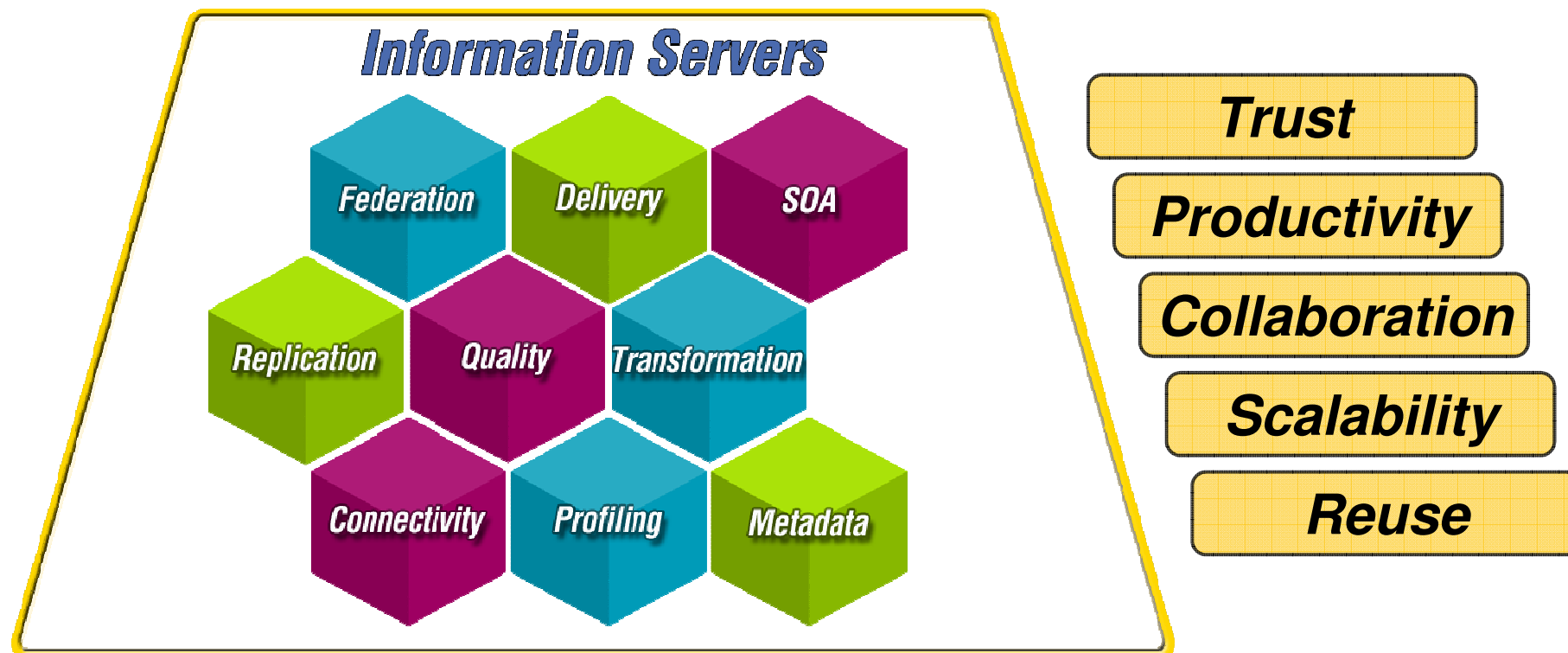
Result

- 50X increase in requests for unified customer information shows value
- \$1M savings for each new business unit needing a common view of the client

1996... A Historic Inflection Point



2006... Today's Inflection Point



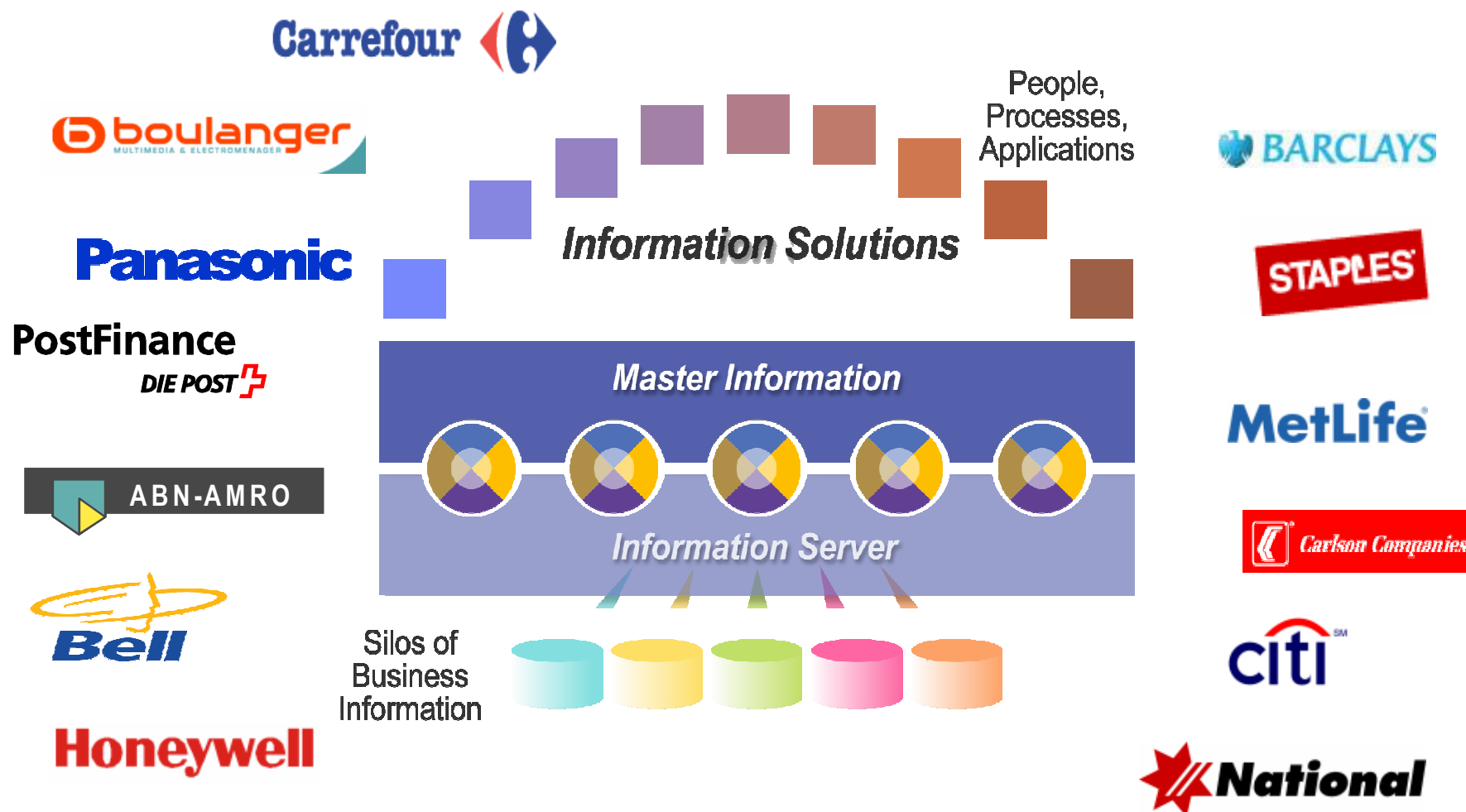
Announcing the Availability of IBM Information Server

- **A New Kind of Platform**
 - Trusted information
 - Foundation for SOA
 - Simplifies integration
- **Innovative Technology**
 - Metadata-driven
 - Productive, scalable
 - Bi-directional connectivity
- **Based on Experience**
 - 5,000+ Integration Clients
 - 75 Clients in Beta Program
 - 35+ Partners Enabled...

An Industry Movement... Growing Daily



IBM Information Server is the Foundation for Providing Master Information



Gilles for 20 Min.



DHL Worldwide Express | US \$5.8B
global provider of express delivery and
logistics services

Objectifs du Projet	Challenges	Résultats
<p>Become the leading global logistics provider by 2005.</p> <p>Consolidate and refresh business applications and IT infrastructure from multiple acquisitions to support:</p> <ul style="list-style-type: none"> - One global company running on one global, Consolidated set of enterprise applications - One global, consolidated view of enterprise data. 	<ul style="list-style-type: none"> ▪ Consolidate 22 data centers into 3 data centers. ▪ Consolidate 2600 servers into 1600 servers. ▪ Consolidate 1520 applications into 200 applications. ▪ Consolidate all data W/M into one global warehouse ▪ Consolidate all financial applications into SAP ▪ Consolidate all CRM applications into Siebel 	<p>Increase <u>annual</u> profits by €1.4 billion by 2005 based on this consolidation and restructuring</p>

Business Imperative: To Become A Single Integrated Global Company and Brand

“In order to make our service offerings more transparent to customers, we will streamline and harmonize our product portfolio under DHL. This will enable us to optimize processes and cut costs significantly.”

- Deutsche Post World Net 2002 Annual Report



- ▶ One brand
- ▶ One label
- ▶ One bill
- ▶ One DHL.com
- ▶ Harmonized product portfolio
- ▶ Optimized pickup and delivery
- ▶ Common customer service & sales processes
- ▶ Common business data
- ▶ Common business rules
- ▶ One point of visibility
- ▶ One messaging interface

Information Led Innovation Enables Industry-wide Transformations



Banking

- **One Bank**
- *Sarbanes-Oxley*
- *BASEL II*
- *Customer Insight*

Insurance

- **One Insurance**
- *Customer Insight*
- *Customer Privacy Management*
- *Consolidated Risk Management*
- *Fraud Detection*

Telco

- **One Telco**
- *Churn Analysis*
- *Cross-sell*
- *Customer Privacy Management*



Manufacturing/Auto

- *Parts Management*
- *Dealer Collaboration*
- *Advanced Early Warning*

Retail/Consumer Products

- *Real-time Demand Signaling*
- *Global Data Synchronization*
- *RFID*
- *Consumer Intelligence*

Healthcare / Life Sciences

- *Claims Processing*
- *eMPI*
- *ePedigree*

Meeting the Content-Centric Information Challenge: Content Integration Streamlines Pension Plan Budgeting and Management



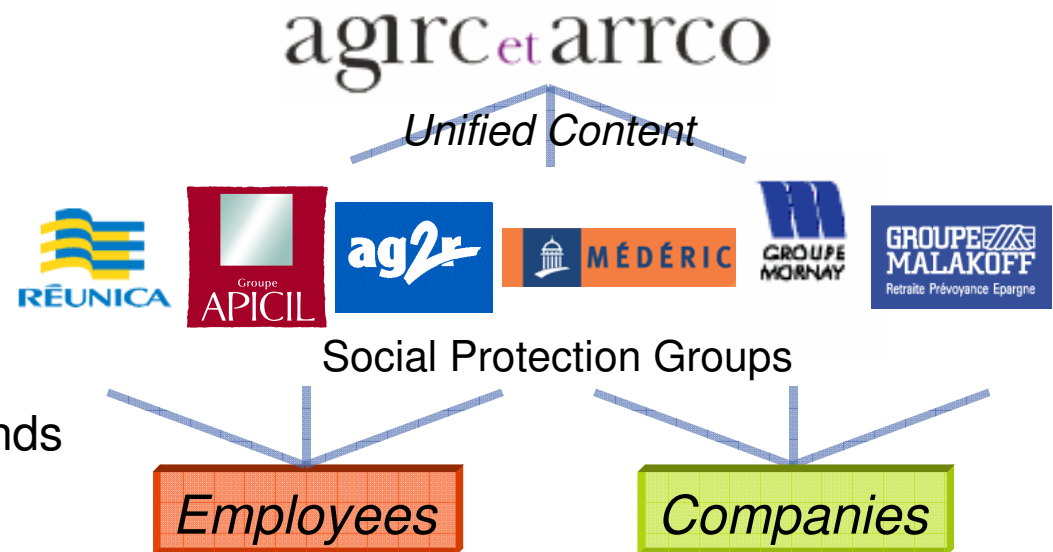
- ▶ Needed to integrate and manage pension information across Social Protection Groups as workers shift from job to job
- ▶ Pension information in SPGs spans multiple providers IBM, FileNet, Hummingbird, eiStream...

Key to Success

- Consolidated view of employee content from multiple Social Protection Groups

Result

- Efficient budgeting of pension funds
- Shared content across projects



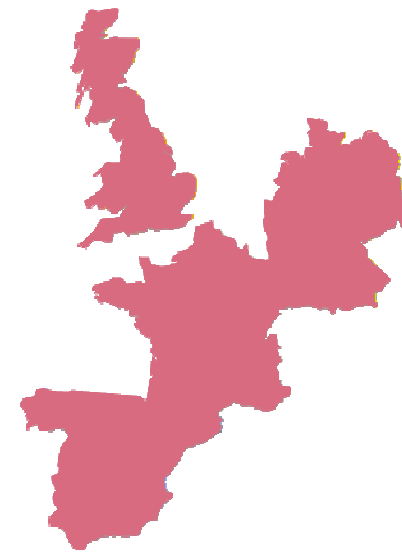
Meeting the Content-Centric Information Challenge: Integrated Content Management System Helps Unify Multi- national Operations



- ▶ *Operations across different locations*
- ▶ *Needed to ease access, improve reuse*
- ▶ *Needed information traceability for aircraft configuration process*

**4 different cultures,
A single company
practices, methods tools**

- ~~Various processes and supporting documents~~
- ~~Same document management rules~~
- ~~Rationalization of DMS tools~~
- ~~Various terminologies of terminology~~



Combining the Power of FileNet and IBM

Over 80 of the Fortune 100

1,000+ governments
1,200+ manufacturers

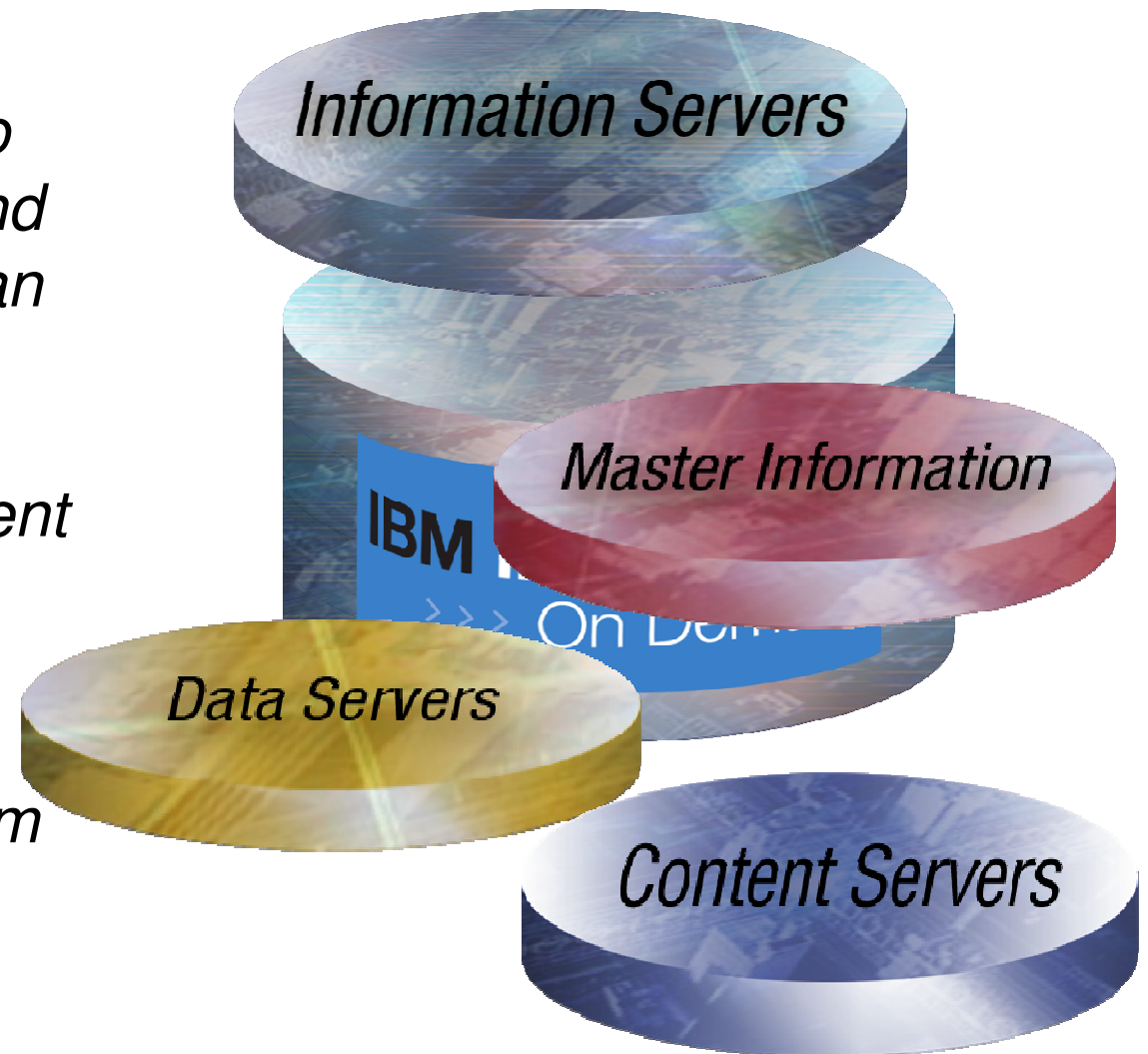
FileNet

IBM

IBM Information Management Software

Delivering Information as a Service

- *Information is critical to business innovation and must be managed as an asset.*
- *Information Management is changing.*
- *IBM delivers a comprehensive platform helping companies innovate.*

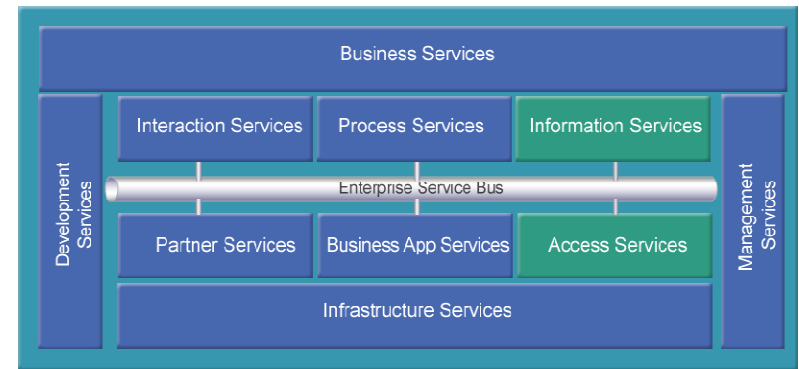
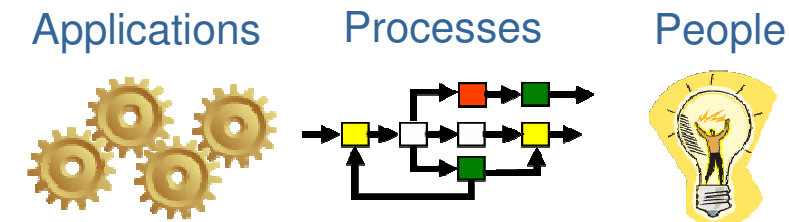


Thank
YOU

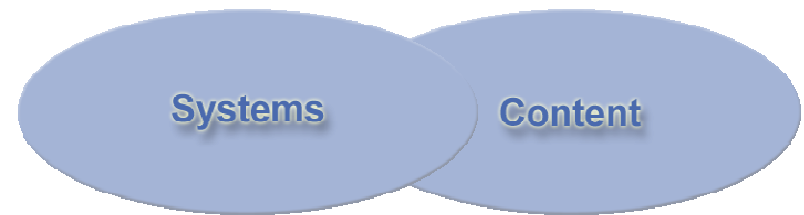
Questions

Information Servers Provide Information as a Service

... and is Key to Other Initiatives



Services Oriented Architecture



Business Process Management



IBM is Investing in Enterprise Content Management

Deliver Value by Integrating Information into Critical Business Processes

Business Process Management

- Improve productivity with process innovation
- Leverage information for fast time-to-value, increased ROI

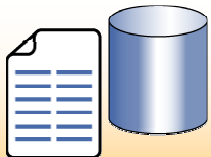
Archiving, Retention & Retrieval

- Improve efficiency in high volume transactions
- Streamline compliance
- Minimize operational costs & risks

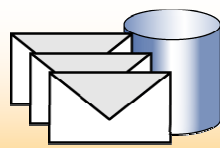
Collaboration

- Basic content services
- Improve employee productivity for the Information Worker

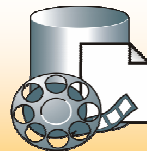
Manage Information & Reduce Complexity



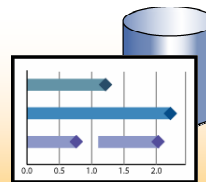
Documents



E-mail



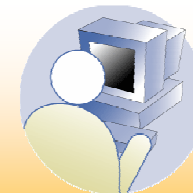
Media



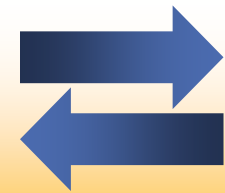
Reports



XML



Web Content



Transactions

French Pension Benefit Organisation

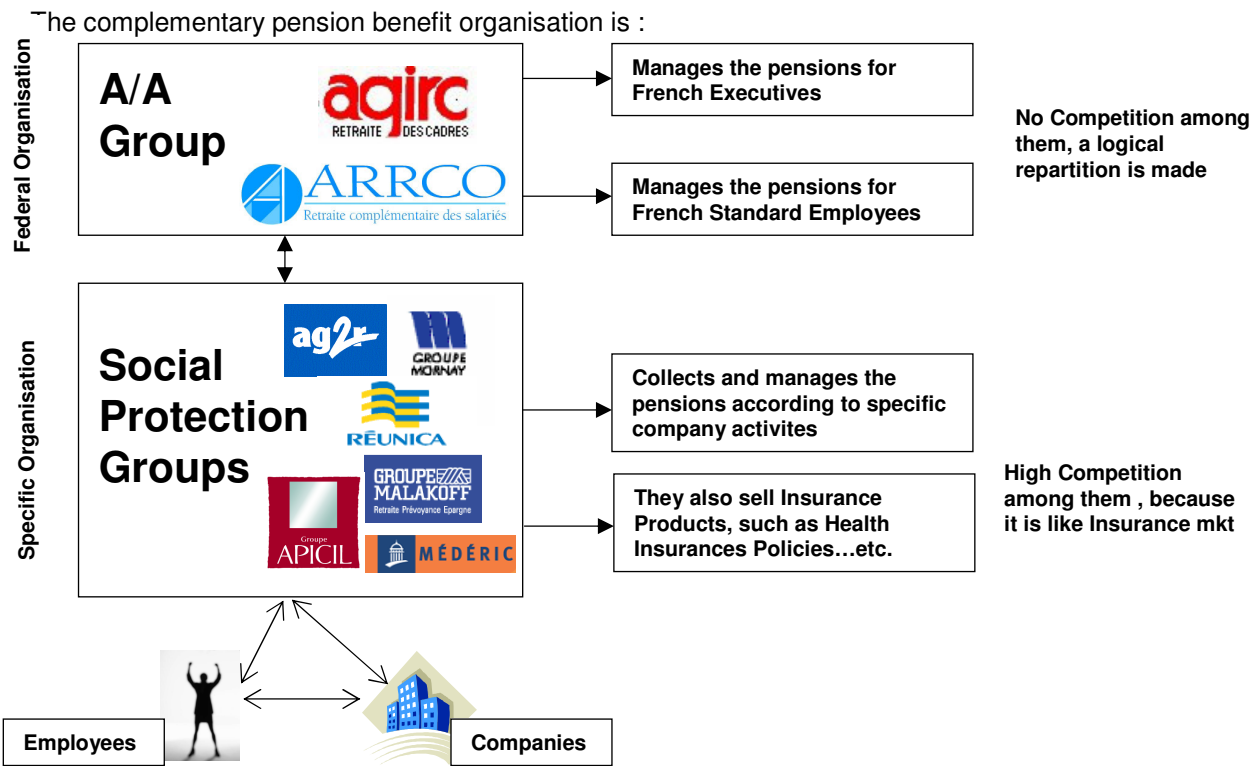
Introduction

In France, charges are piked up on every employees' wages in order to prepare a rent when they will be retired.

The future pension for French senior citizens is divided in 2 parts :

- 1) the first one is managed by the « social security » (French Government),
- 2) the second one is managed by AGIRC ARRCO (complementary pension benefit)
(every company also takes charges on French wages to prepare the rent)

My opportunity deals with AGIRC ARRCO.



On IT Point of view

A/A IT DPT :

- ✓ Set up the objectives
- ✓ Manage the budget
- ✓ Manage cross IT project

SOCIAL PROTECTION GROUPS :

Those Groups are all organized with Common IT Group (for hundreds Group, we have like ~10 Common IT Group) this consolidation is to reduce cost of course

For ex :

SI2M = Common IT Group for Mederic & Malakoff

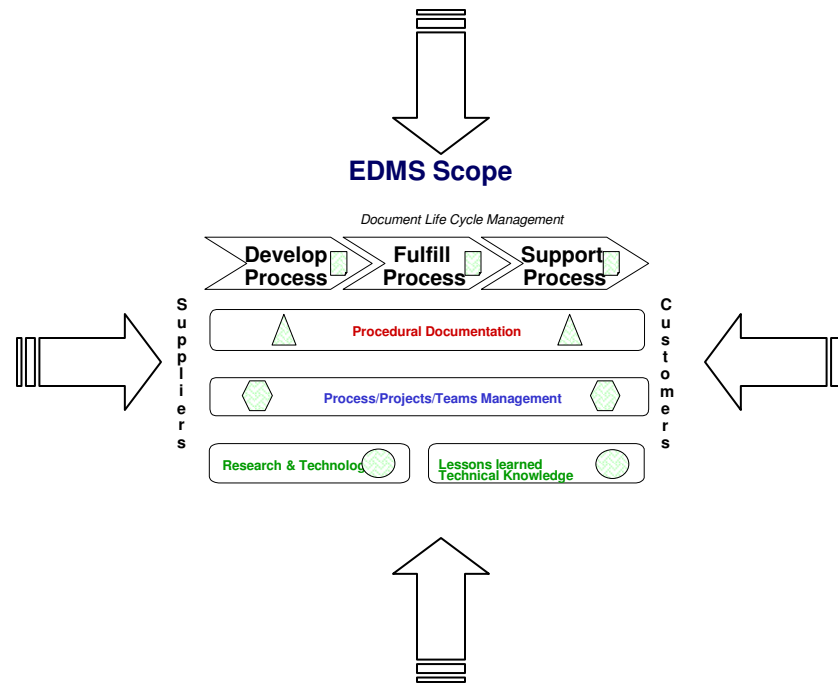
SICAP = Common IT Group for Probt, IRP Auto...

EDMS stakes and opportunities

Main business highlights

**Harmonize document content,
layout and identification**

**Promote
common
document
validation
process**



**Develop
traceability
and contribute
to Aircraft
Configuration
process**

**Ease document access, improve
knowledge sharing and reuse**