IBM and Ascential Together

Unmatched information integration

Janet Perna – General Manager, Information Management Solutions

Pete Fiore – VP, Information Integration Solutions

Nelson Mattos – Distinguished Engineer and VP, Information Integration Strategy

ON DEMAND BUSINESS

IBM Completes Ascential Acquisition

- *IBM and Ascential simplify Information Management*

- *This acquisition extends the industry's broadest and deepest information integration capabilities for On Demand Business*

- *IBM uniquely provides customers an open, flexible infrastructure for delivering accurate, consistent, timely, and coherent information.*

What's on the minds of 450 of the world's leading CEOs?

CEO needs	CIO challenges
▪ **Revenue growth** with cost containment	▪ Aligning IT and business goals to grow revenue and contain costs
▪ Key competency: **responsiveness**	▪ Building responsiveness and agility into the organization through IT
▪ Critical success factor: enable effectiveness of **people** and **processes**	▪ How can IT help enable people and teams to be more effective?
Source: CEO Study of 456 WW CEOs IBM Corporation - 2004	*Source: Operating Environment Market Drivers Study, IBM Corp. 2004*

Information On Demand…
Turning Data Into Business Insight

Business flexibility & responsiveness (vertical axis)

Business value (horizontal axis)

- Insight
- Information
- Data

prescriptive

active

passive
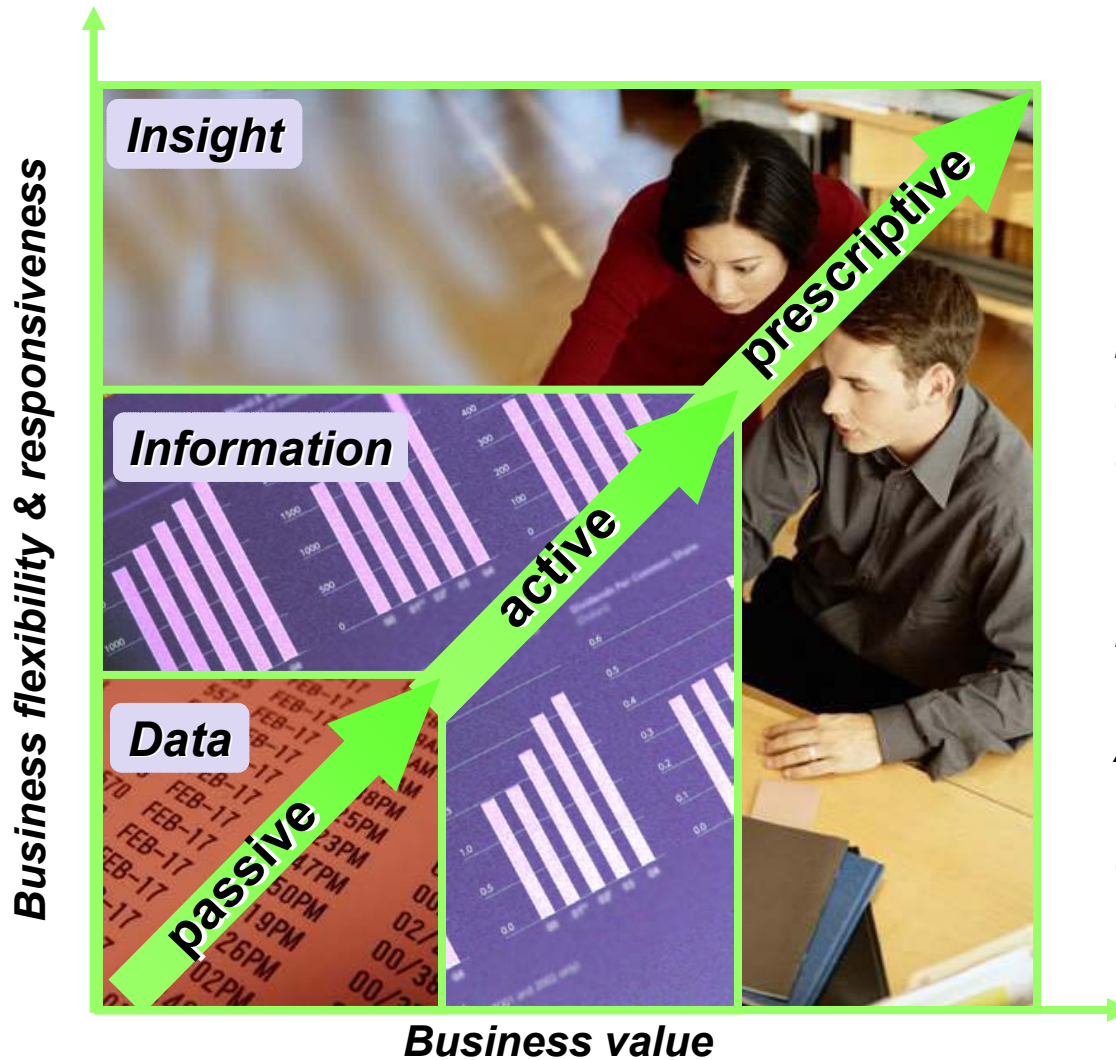
Integrate more and more data and content, from many different sources…

Transform it into useful information . . .

Analyze it in real time to make intelligent decisions quickly…

From CEOs: "Now It Is About Growing The Top Line While Keeping The Bottom Line In Check."

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

Only **1/3rd** of CFOs believe that the information is easy to use, tailored, cost effective or integrated.

85% of information is unstructured.

30-50% of design time is copy management.

42% of transactions are still paper-based.

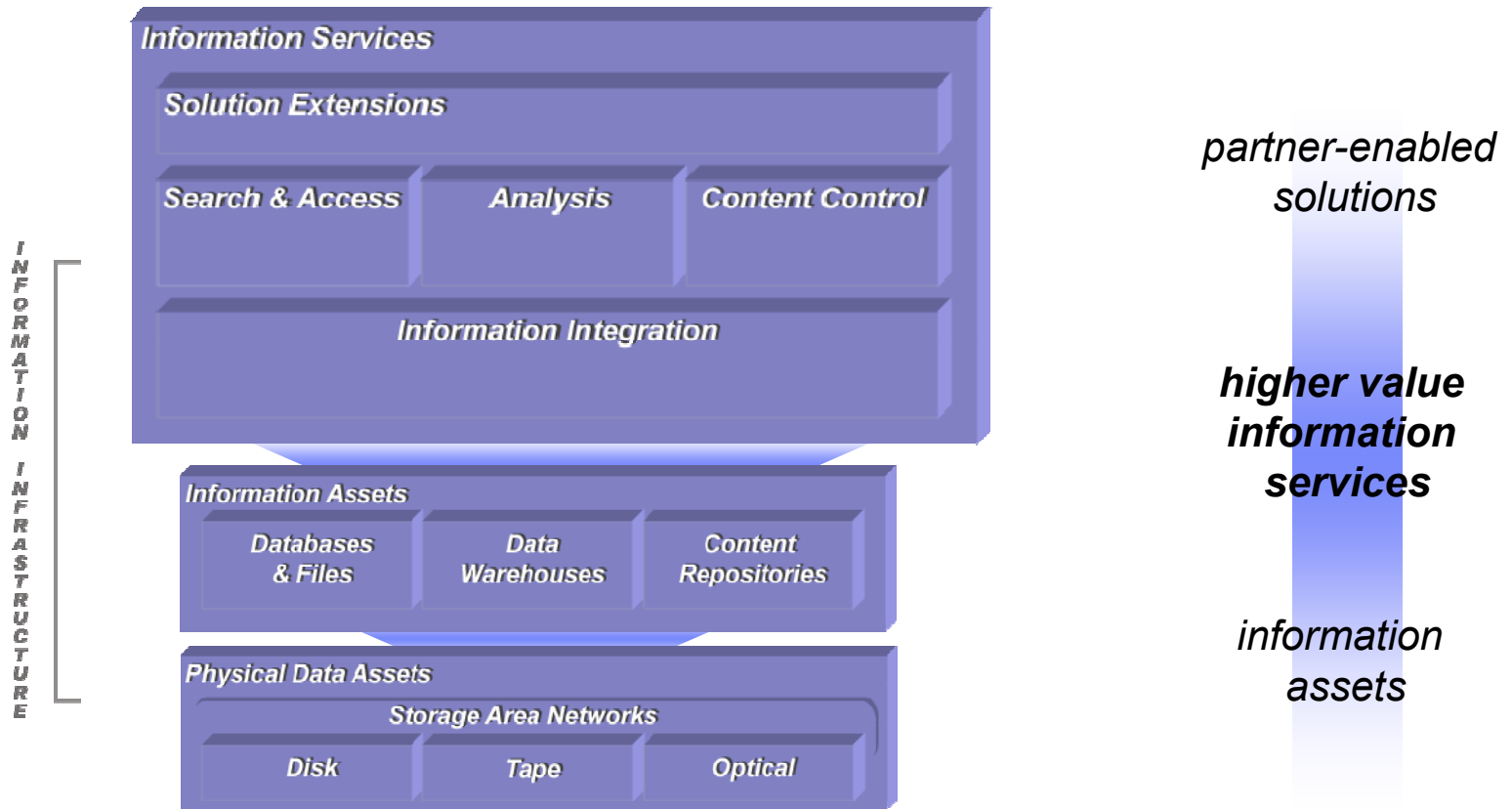**30%** of people's time: searching for relevant information.

Customers

Transactions

Employees

Partners

Products   Organizations   Financials

e-Mails   Databases   Web Content

Reports   Documents   Media

The average billion dollar company: **48** disparate financial systems **2.7** ERP systems

**40%** of IT budgets may be spent on integration.

Information On Demand

Optimize business value by integrating, analyzing and efficiently managing all information assets throughout their lifecycle

Information Services

Solution Extensions

Search & Access | **Analysis** | **Content Control**

Information Integration

INFORMATION INFRASTRUCTURE

Information Assets

Databases & Files | **Data Warehouses** | **Content Repositories**

Physical Data Assets

Storage Area Networks

Disk | **Tape** | **Optical**

partner-enabled solutions

higher value information services

information assets

Enabling Our Clients' Information Infrastructure

Enabling On Demand Flexibility

People Integration

Process Integration

Information Integration

Application Integration

Application Infrastructure

Accelerators
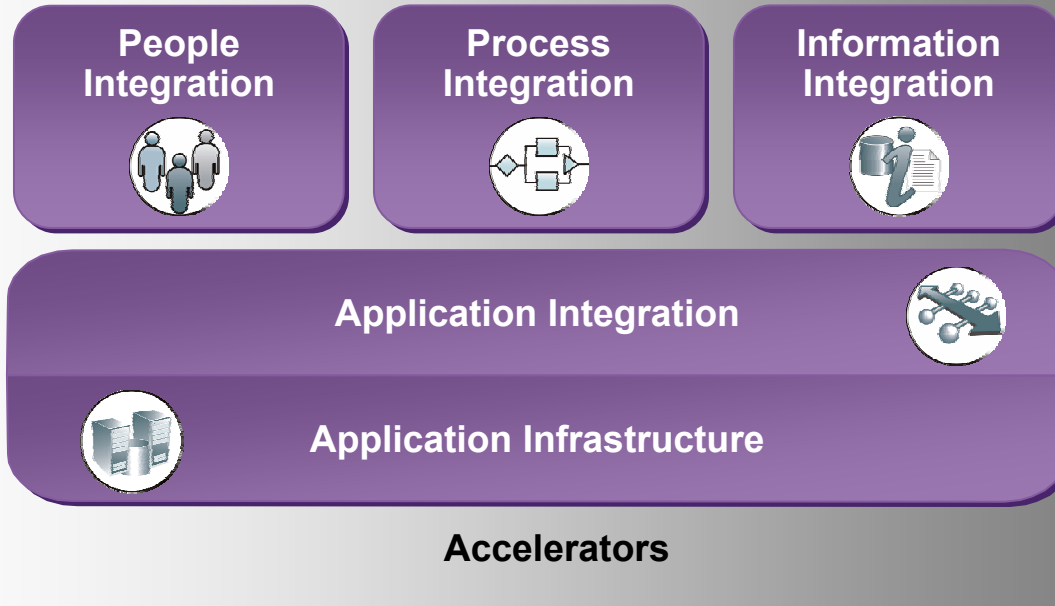
Integrate
people, processes and information

Optimize
application infrastructure

Extend
your reach

Today's World: Complex and Costly

- Heterogeneous, distributed data
- Inconsistent islands of information underlie applications
- Complications from M&A and departmental purchases

- Complex & costly copy synchronization
- Inconsistent and poor quality data
- No feedback on quality of service
- Impossible to support business transformation
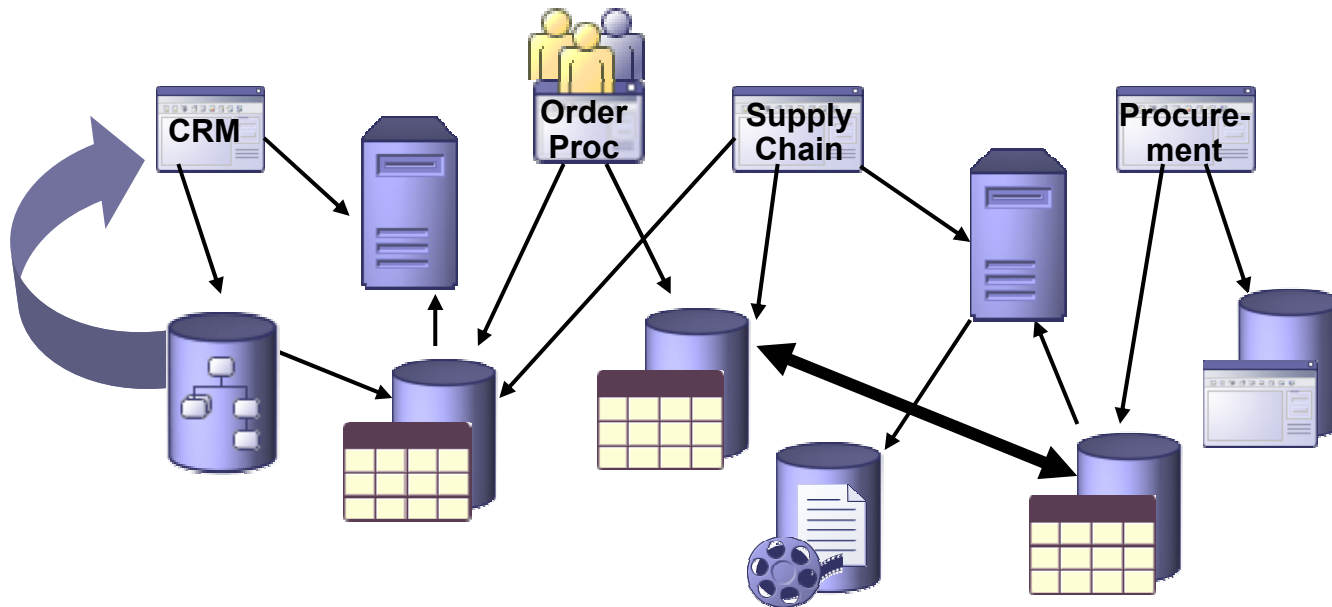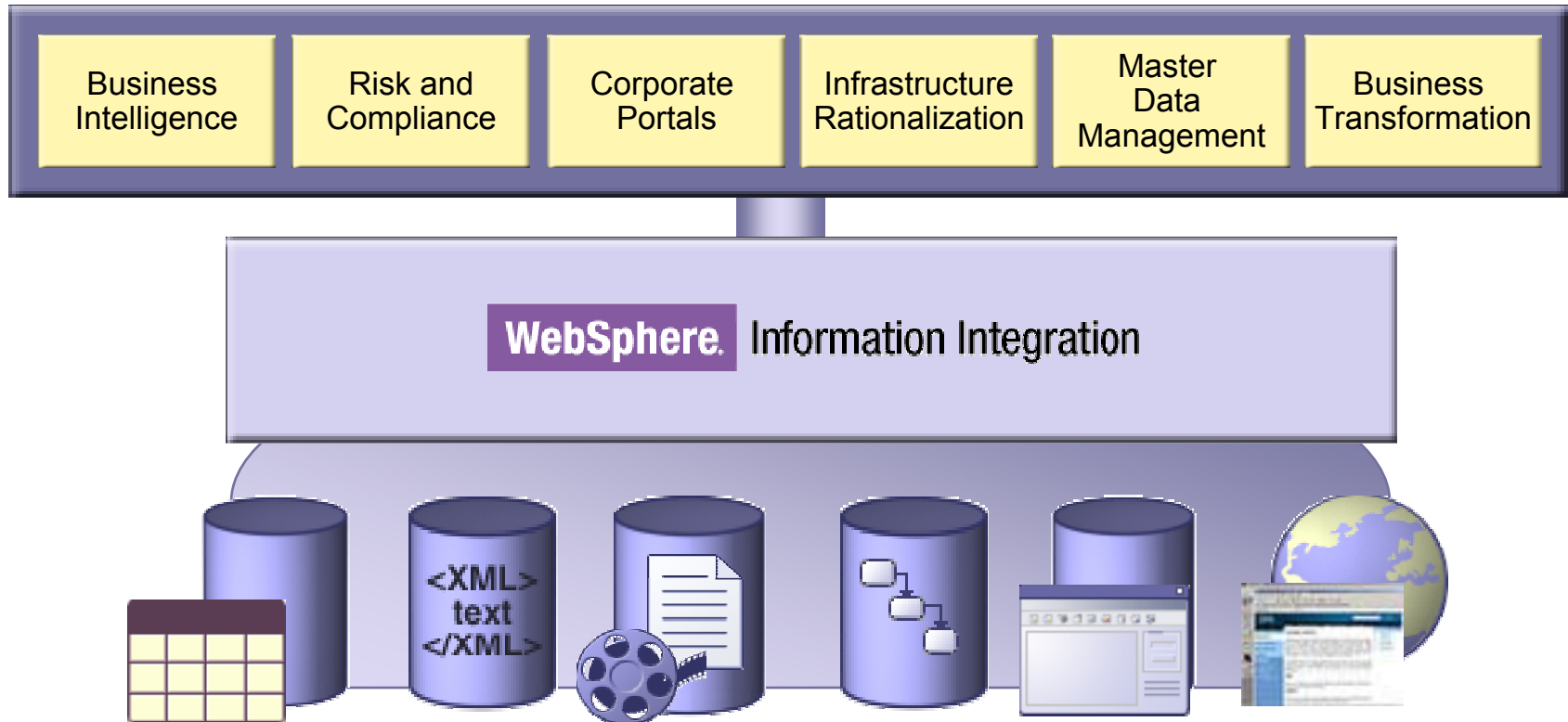
IBM Information Integration Vision

Delivering accurate, consistent, timely, and coherent business information

Business Applications
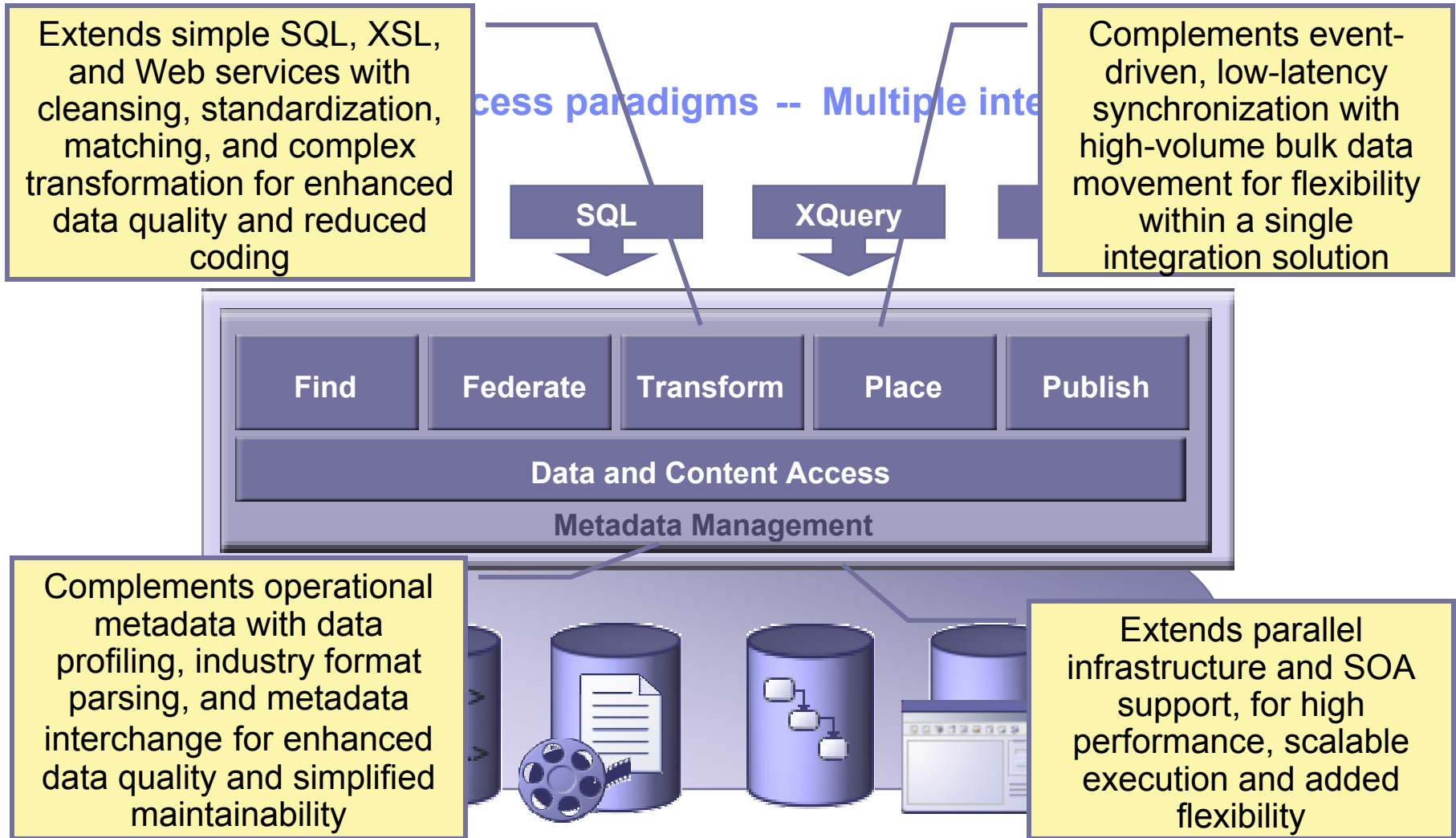
Integrated Information
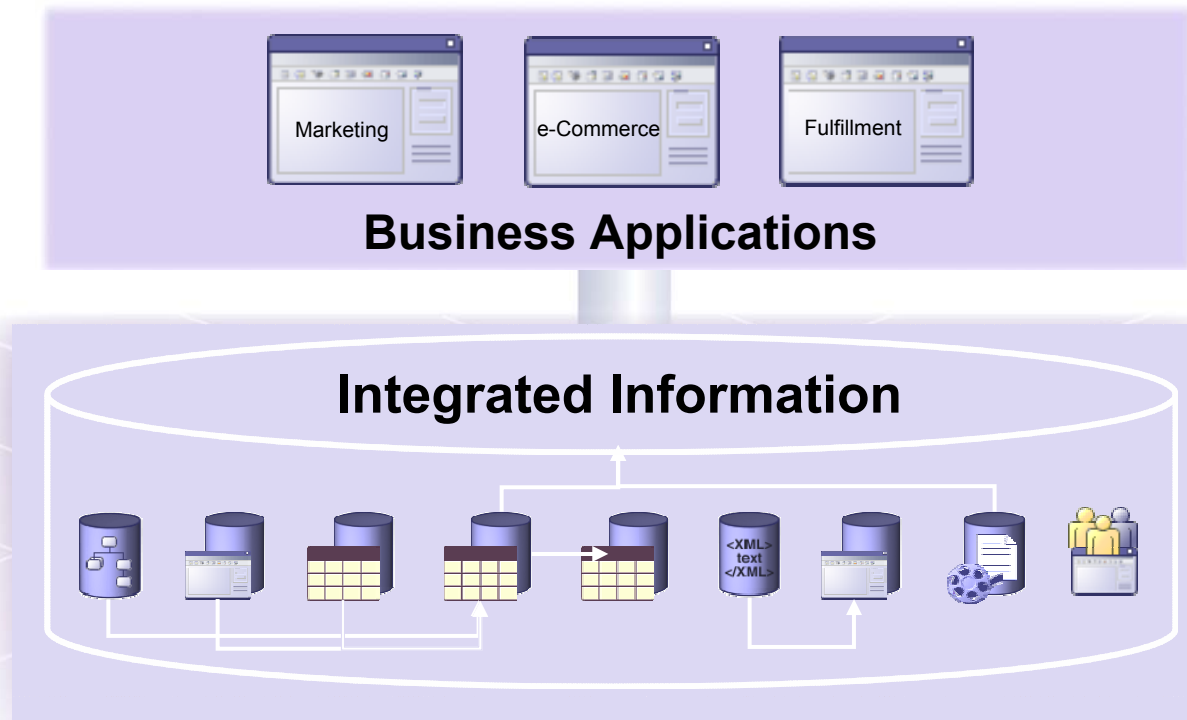
Get the right information, in the form you want, whenever you need it.
Isolate applications from information complexity.

WebSphere Information Integration

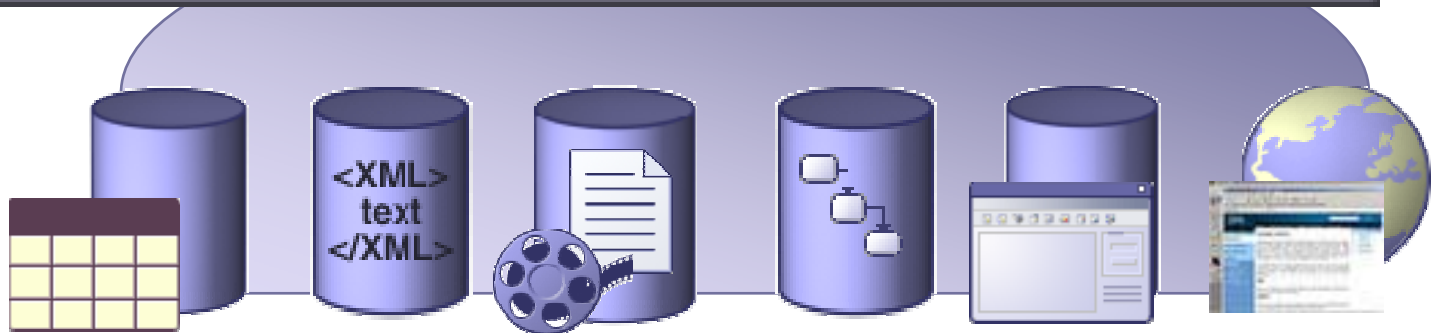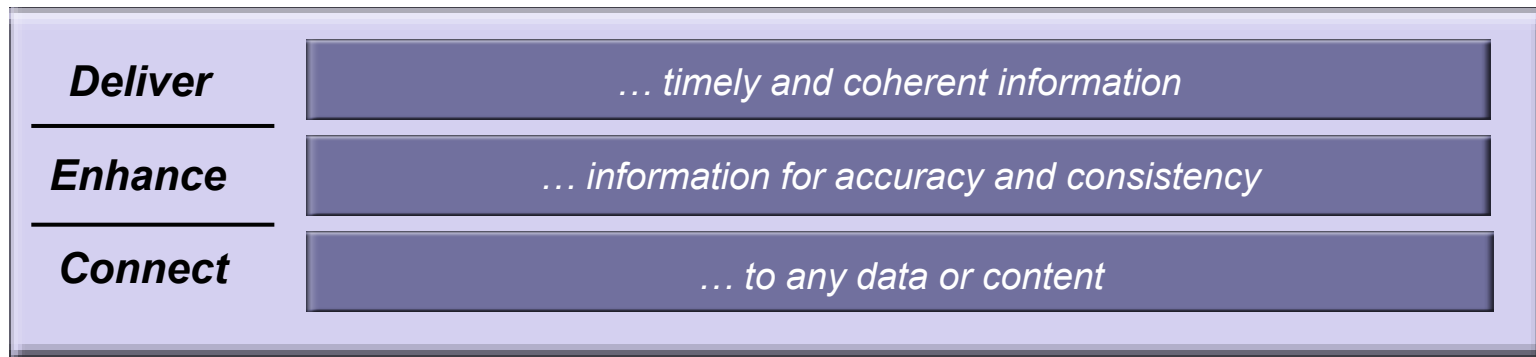*A strategic information integration platform to help enterprises become on demand businesses*

| Business Intelligence | Risk and Compliance | Corporate Portals | Infrastructure Rationalization | Master Data Management | Business Transformation |

WebSphere Information Integration

Key Technology Additions from Ascential

Extends simple SQL, XSL, and Web services with cleansing, standardization, matching, and complex transformation for enhanced data quality and reduced coding

Complements event-driven, low-latency synchronization with high-volume bulk data movement for flexibility within a single integration solution

cess paradigms -- Multiple inte

SQL	XQuery

Find	Federate	Transform	Place	Publish

Data and Content Access

Metadata Management

Complements operational metadata with data profiling, industry format parsing, and metadata interchange for enhanced data quality and simplified maintainability

Extends parallel infrastructure and SOA support, for high performance, scalable execution and added flexibility
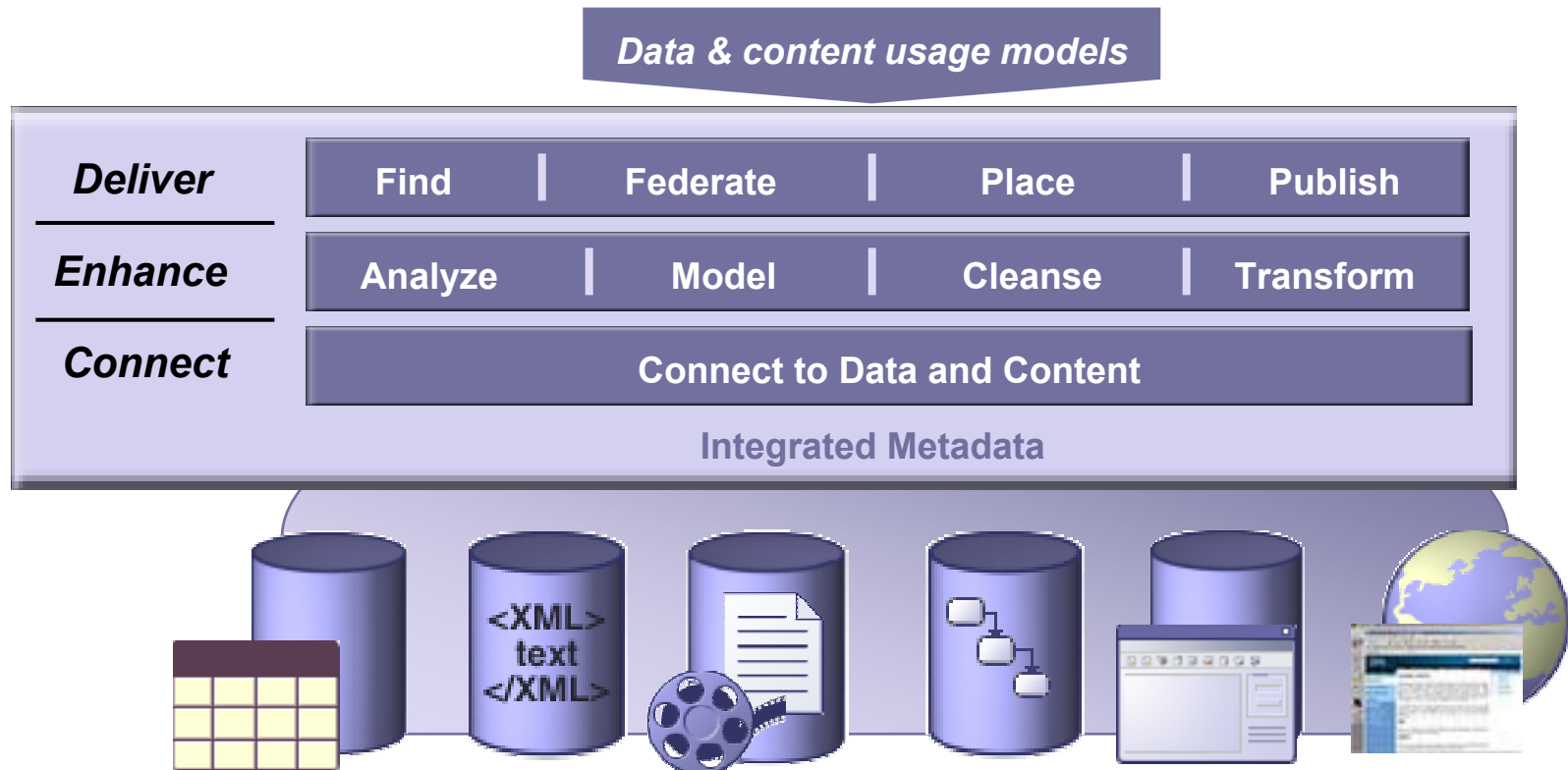
Comprehensive Information Integration Services

Delivering accurate, consistent, timely, and coherent business information

Deliver	… timely and coherent information
Enhance	… information for accuracy and consistency
Connect	… to any data or content

Comprehensive Information Integration Services

Delivering accurate, consistent, timely, and coherent business information

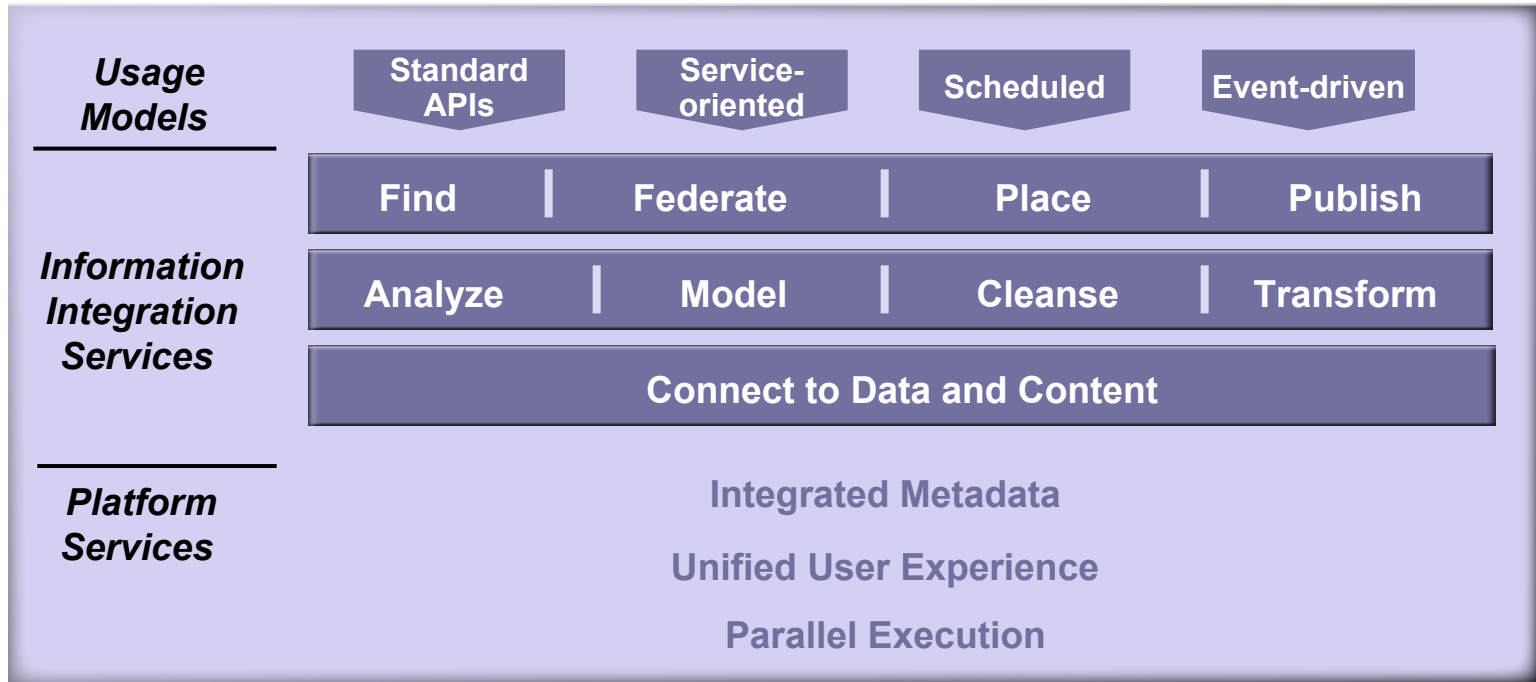**Data & content usage models**

Deliver	Find	Federate	Place	Publish
Enhance	Analyze	Model	Cleanse	Transform
Connect	Connect to Data and Content			

Integrated Metadata

Strategic Platform Elements

An open, flexible infrastructure

Usage Models			
Standard APIs	Service-oriented	Scheduled	Event-driven

Information Integration Services

Find	Federate	Place	Publish
Analyze	Model	Cleanse	Transform

Connect to Data and Content

Platform Services

Integrated Metadata

Unified User Experience

Parallel Execution

Competitive Differentiation

Any Data and Content	Structured and unstructured, mainframe and distributed, public and private, from multiple vendors
Any Usage Model	Standards-based and services-based APIs, schedule-driven and event-driven capability
Broadest Function	Federation, replication, event publishing, ETL, data profiling, data quality, content integration, enterprise search Shared transformation rules and metadata Full spectrum information lifecycle support
Leading Scalability and Performance	Parallel exploitation
Proven Success	Deployments across all industries and geographies Category leadership: EII, ETL, data profiling, data quality, ECI
World-class Partner Ecosystem	Pre-tested integration and demonstrable added value Widely available skills for deployment

Product Integration Already Exists

- Shared transformation library
  - ▸ Ascential transformation library callable from WebSphere Information Integrator and WebSphere Business Integration

- Unifying service-oriented architecture
  - ▸ Across WebSphere Information Integration, WebSphere Business Integration, and Ascential offerings

- Messaging and transformation
  - ▸ Adapter/plug-in enabling Ascential products to read from and write to WebSphere MQ
  - ▸ Adapter/plug-in enabling DataStage TX to integrate with WebSphere Business Integration Message Broker

- Metadata exchange
  - ▸ Ascential MetaBroker for DB2 Cube Views

- Shared mainframe access and event infrastructure
  - ▸ WebSphere II Classic Federation adapters and Classic Event Publishers re-sold by Ascential

Near Term Priorities – Next 12 Months

Enhance and deliver planned releases

- Deliver IBM Project Serrano and Ascential Hawk releases in 2005 with expanded integration
  - ▸ Continue Ascential packaging strategy for Hawk

- Enhance Serrano and Hawk beyond original plans
  - ▸ Expand platform synergy and speed deployment with metadata exchange enhancements and out-of-the-box connectors
  - ▸ Extend Hawk national language translation to address the broader global market
  - ▸ Enhance linkage between DataStage TX and WebSphere Business Integration Message Broker

- Leverage existing platform integration
  - ▸ Enhance business intelligence, business transformation, infrastructure rationalization, and master data management synergies

Future Integration and Simplification

- **A converged set of tools based on eclipse**
  - ▶ Unified information integration user experience based on the Mozart framework
  - ▶ Common application integration tooling framework for WebSphere Business Integration and DataStage TX

- **An integrated metadata discovery, exchange, and management capability**
  - ▶ A single repository architecture spanning existing IBM Software Group functionality in combination with elements of the Ascential and IBM metadata initiatives

- **A harmonized set of connectors**
  - ▶ For use across WebSphere Information Integrator, WebSphere Business Integration, and Ascential technologies

- **A consistent set of transformation services**
  - ▶ Available for use across integration disciplines merging Ascential and IBM capabilities
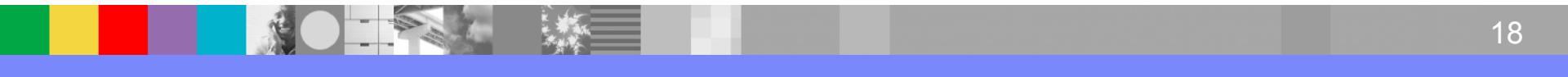
Ascential and WebSphere Business Integration: Maximizing Value for Customers

Unmatched Leadership with Industry's Broadest Integration Portfolio

- **Adding Value for Existing Ascential Customers**
  - Service Oriented Architecture (SOA) Leadership in standards and Infrastructure
  - Market leading offering in guaranteed messaging with WebSphere MQ
  - Enterprise Service Bus and Event Management Capability with WebSphere Business Integration Message Broker
  - Business Process Integration, Automation and Transformation with WebSphere Business Integration and WebSphere Business Integration Modeler
  - Providing solutions for Product Information Management and Commerce leveraging existing data sources

- **Adding Value for Existing WebSphere Customers**
  - Adding Extract, Transform and Load (ETL) capabilities for bulk data handling to WebSphere Business Integration via WebSphere DataStage
  - Data cleansing for high quality input to applications, services and business processes via WebSphere QualityStage
  - Enhanced data transformation for complex, nested and hierarchical data types via WebSphere DataStage TX plug in to WebSphere Business Integration Message Broker
  - Enhanced support for Industry specific standards such as SWIFT and HIPAA

Ascential Products now IBM WebSphere

Ascential DataStage .... **IBM WebSphere DataStage**

Ascential QualityStage .... **IBM WebSphere QualityStage**

Ascential DataStage TX .... **IBM WebSphere DataStage TX**

Ascential ProfileStage .... **IBM WebSphere ProfileStage**

Ascential MetaStage .... **IBM WebSphere MetaStage**

Ascential Enterprise Integration Suite .... **IBM WebSphere Data Integration Suite**

Improve IT Flexibility and Responsiveness

Speed time to market

- Reduce hand-coding and development time for new applications and complex integrations
- Improve IT agility to respond to business needs

Extend value of existing investments

- Improve information quality and decision-making
- Leverage enterprise information assets and infrastructure investments

Control costs and increase ROI

- Improve organizational productivity and efficiency
- Leverage information infrastructure across broad-ranging challenges

IBM and Ascential Together

Unmatched information integration

Janet Perna – General Manager, Information Management Solutions

Pete Fiore – VP, Information Integration Solutions

Nelson Mattos – Distinguished Engineer and VP, Information Integration Strategy

ON DEMAND BUSINESS™