



Balance yourself with InfoSphere Warehouse

Stacy Brown, Senior IT Architect and Delivery Project Manager

Meet Stacy

From an Application Developer and a Technical Lead to a Delivery Project Manager for IBM Software Services, Stacy Brown strikes a balance between technical and business requirements. She has both the technical know-how and the broad project management perspective required to get your organization running a preconfigured data warehousing solution quickly and easily. Stacy explains how your business can benefit from an InfoSphere Balanced Warehouse from IBM Software Services.

*“ Provide top industry
knowledge
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...to the customer ”*

How Stacy facilitated a paradigm shift with IBM InfoSphere Balanced Warehouse

When implementing an InfoSphere Balanced Warehouse at a leading financial management organization, Stacy strategically introduced the bundled warehouse concept to a client who was used to the traditional approach to data warehousing. To ease the client into this new way to manage data, Stacy provided a complete vision of the future solution. Stacy helped them understand that an InfoSphere Balanced Warehouse is a mix of migration services and preconfigured, pre-tested hardware components that fully addresses business needs based on



database size. By taking photos of the servers as they were configured at the build site and sending them to the client, Stacy provided the client the opportunity to see the benefits of the InfoSphere Balanced Warehouse in action. Today, with the warehouse installed and fully functioning, the client is interested further integrating InfoSphere into their business strategy.

Stacy's Approach to Balanced Warehousing

Find equilibrium

- Stacy strikes a balance between project goals and expectations to ensure that the client and IBM share the same vision for the warehouse. Stacy actively involves the client in all elements of the decision making process to ensure that the team works as a single unit toward common goals.



Act as a 'technical translator'

- Stacy is able to effectively balance her roles as Senior IT Architect and Project Manager to comfortably act as a 'technical translator'. She provides top industry knowledge and guidance and links the onsite IBM experts and the customer team.

“ Provide clients with the knowledge needed to embrace and get the most out of technological change. ”

Anticipate future needs

- To ensure the long-term success and optimization of the new environment, Stacy guides her clients through additional Services, such as upgrade and maintenance support, as well as regular HealthCheck services.

Stacy's Philosophy

Meet or exceed deadlines

- From a project management perspective, Stacy challenges her team to meet and even exceed project deadlines. Accomplishing the project as efficiently as possible means the customer benefits from the new database system more quickly.

Provide steady support

- From presentations to training classes to documentation, Stacy makes sure she provides her clients with the knowledge they need to embrace and get the most from the technology change.

Software Services and the Strategic Advantage

Software Services has the optimal InfoSphere Balanced Warehouse product knowledge and an innovative delivery model designed to link customers to our IBM Software Lab engineers. Additionally, the Software Services team has an exclusive partnership with the InfoSphere Balanced Warehouse group, and invests in training and education to ensure the Services team is fully equipped to assist clients with every element of the transition to a balanced warehouse environment.

Stacy's Background

Prior to joining IBM, Stacy was an application development consultant for over ten years. She has experience with client/server development and relational databases. At IBM, Stacy has worked as an IT specialist, and application developer, a senior IT architect, and a project manager.



Hobbies

Stacy balances a wide variety of hobbies that range from going to the movies to attending sporting events and experiencing the theatre. Stacy thoroughly enjoyed The Phantom of the Opera, which she lists as her favorite musical. When she wants to get outside, Stacy enjoys swimming and boating.