DB2 in Motion

Larry Pay, Technical Lead, InfoSphere Balanced Warehouse Solution
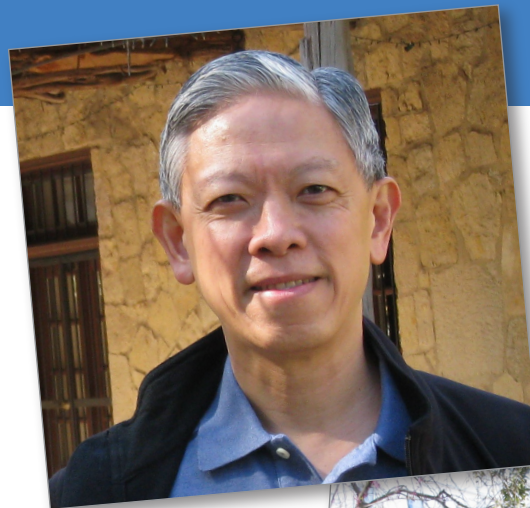

Meet Larry

With over twenty-five years of IT experience, Larry has established unique specialties in IBM DB2 Database and DB2 Balance Warehouse technologies. A true DB2 guru who never stops learning, Larry has assisted hundreds of clients with migration and balanced warehouse projects.

Larry shares his experience working with the DB2 Balanced Warehouse and explains how IBM Information Management Software Services can provide expert assistance during your next project.

> " *Offer the client a* **complete** *and specialized* **solution.** "

How Larry positioned a telecommunications company for growth

Working onsite in Miami, Larry was challenged to provide an accurate method of tracking phone card balances for over five million of the company's customers using a Data Warehouse. In addition to providing the new solution, Larry also had to prove to the client's CEO that this solution would be more effective than Oracle.

Project accomplishments included:

- Outlining each step of the project, including specific timelines and go/no-go points of action to complete implementation within one week
- Successfully implementing a no-fail Data Warehouse
- Providing a faster and more cost effective solution than Oracle
- Greatly improving system speed and business efficiency, reducing request response times from days to minutes
- Following the migration, the client was able to successfully grow its customer base by adding one million new subscribers

![IBM logo]

Larry's Approach to Balanced Warehousing
Map out the client's goals

- Larry believes that the key to a successful Balanced Warehouse project is first listening to the client express the challenges they experience with their current database and their goals for the new solution. Through this understanding, Larry is able to craft a solution plan expertly tailored for the individual client.

> **"** *The job is not* **complete** *until the client is fully* **satisfied** *by the new solution.* **"**

Offer the client a complete solution

- When speaking with clients, Larry does not strictly focus on DB2 Balanced Warehouse. Instead, he provides his customer with a view of how the complete solution will address their business needs.

Provide the client's solution as quickly as possible

- Today's competitive client simply cannot afford to spend more time than necessary on a technology upgrade or migration. Larry strives to provide services as efficiently as possible to minimize or eliminate client down-time.

Conduct a Balanced Configuration
Unit Installation Service

- Working with Software Services saves the client a considerable amount of time and money. Software Services works closely with key IBM teams to deliver complete, integrated, fully-functional and configured hardware and software solutions for multi-terabyte databases customers can use immediately upon delivery.

Larry's Philosophy
Satisfy the client's business needs

- Larry believes that his job is not complete until the client is fully satisfied by the new DB2 solution, particularly how the technology meets or exceeds the needs of the business.

Software Services and the Strategic Advantage

By engaging the Software Services team, the client gains knowledgeable advice from experienced professionals who can educate them about how to best use their database software in their unique environment. By examining the client's overall IT infrastructure, Software Services Consultants can help harness the power of a Service-Oriented architecture with DB2.

Larry's Background

With a vast amount of experience in industries including utilities, IT, and entertainment as a Disney "cast member", Larry has explored the variety of uses of DB2 across the map. Larry is fully prepared to expertly handle any new DB2 Balanced Warehouse engagement.

Hobbies

Larry enjoys hiking and many different types of photography. He also enjoys sampling the various types of cuisine found in the Toronto area.