Grow your business with DB2
Raj Singh, Data Management Solution Architect

Meet Raj

A Data Management Solution Architect and technical author with specialties in DB2 for Linux, Unix and Windows and DB2 for z/OS, Raj brings a wealth of experience to the Software Services team. His unique background allows him to see DB2 from every angle and anticipate client requirements and goals.

Raj explains how he cultivates client relationships and how you can benefit from working with IBM Software Services on your next DB2 project.

> **" Grow**
> *the client's product*
> **knowledge. "**

How Raj reduced costs for a major financial institution

Working onsite at a major financial institution following an Oracle to DB2 migration, Raj provided expert HealthCheck and Performance Tuning. Migrating to DB2 reduced the total cost of ownership and offered a more efficient solution. Services to reduce the total cost of ownership for the client. The financial institution moved to DB2 before a peak business period without additional hardware. Raj's DB2 expertise allowed the client to get the greatest business gains from the new environment. Project accomplishments included:

- Decreasing total cost of ownership without increasing query time during a peak workload period

- Providing a more efficient and more cost effective solution than Oracle
- Meeting an aggressive timeframe to reduce client downtime
- Continuing to offer the client support over email after project completion

Raj's Approach to Data Management
Dig in to understand client requirements

- Raj deeply understands client requirements from two important angles: business and technical. By gaining this unique understanding, Raj ensures that the Data Management project satisfies all the criteria required for success.

Take advantage of targeted Services

- Raj recommends the Quick Start Services to clients who are new to DB2. This Service includes installation, configuration, mentoring, documentation, and more using IBM best practices. For clients already using DB2, Raj recommends a HealthCheck Service to make sure the environment is configured for best performance.

Exceed client expectations

- On each project, Raj strives to exceed client expectations every step of the way. From finding answers to all questions and concerns through to the ultimate project delivery, he checks in with the client frequently to make sure all expectations are satisfied.

Nourish the relationship by following up

- Raj contacts his clients one to two weeks after a Services engagement is complete to make sure they are happy with the new solution and address any questions they may have.

> " *Create solutions that mutually* **benefit** *the business* **strategy.** "

Raj's Philosophy

Grow the client's product knowledge

- Raj believes in sharing all the information that he has about DB2. He wants his clients to be fully informed and able to run their environment as effectively as possible. Since information is constantly changing, it more important than ever to frequently provide clients with up-to-date Data Management information.
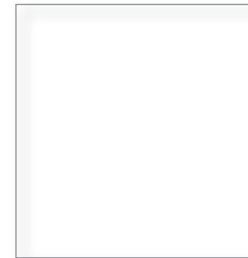
Find win-win solutions

- Many different teams are involved in a Services engagement: the IBM team, the client's business team, the client's technical team, and the employees. Raj strives to create solutions that benefit the business strategy, the technical environment, and the employees.

Software Services and the Strategic Advantage

IBM Software Services uses industry best practices and methodology to reduce downtime and prepare the customer for growth in their business. With a focus on scalability and 24/7 availability, solutions from Software Services are tailored for today's challenging and changing business world.

Raj's Background

Raj brings a unique set of experiences to the Software Services team. He has worked in development, support, and services in a variety of industries, from insurance, to financial, to retail environments. Raj is also a respected technical author. He has published articles on upgrading to DB2, Oracle to DB2 migration best practices, and others. Before joining IBM, he provided DB2 support to a large North American retail company.

Hobbies

Raj is an avid outdoor gardener who enjoys spending time outside in the garden during the summer months. He also likes practicing yoga and taking his dog Cody, a schnauzer-poodle cross, for long walks.