Information On Demand

Create an Information Agenda Approach for your Organization

Open Standards
Flexible Architecture

Information On Demand
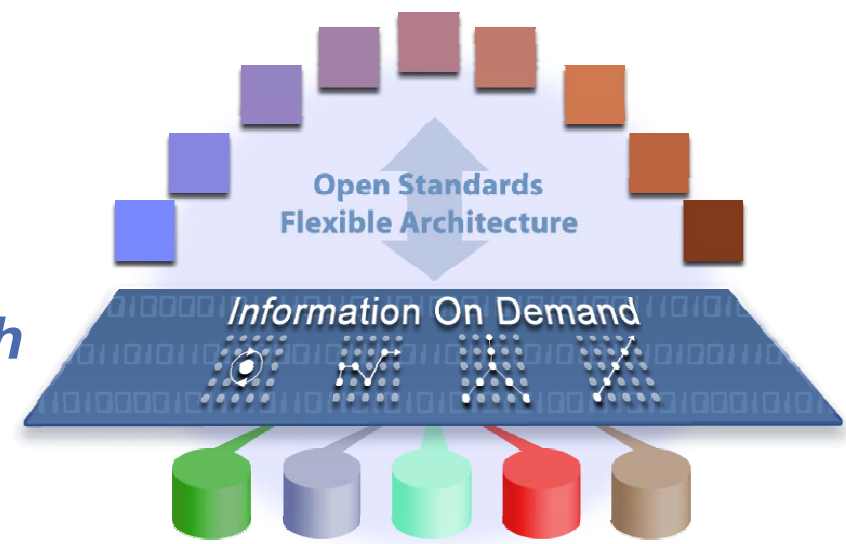
Our Environment is Changing Dramatically
Organizations Must Take a Different Approach

The World is Flat

Accelerating Change

Breadth of Risk

Globally Integrated Enterprises
75% of CEOs plan to actively enter new markets[1]

Adaptive Enterprises
Eight out of ten CEOs see significant change ahead[1]

Risk Adjusted Enterprises
87% of risk goes beyond financial – strategic, operational, geopolitical, environmental and legal[2]

"Every human being, company, organization, city, nation, natural system, and man-made system is becoming instrumented, interconnected and intelligent.
This is leading to new savings and efficiency—but perhaps as important, new possibilities for progress.

What must now be made smarter, for us to create new intelligence, business value, and optimization?

Do we treat information as a strategic asset with the same level focus as cash or human resources?

Do we know what kind of insight is critical to our future growth?

Do we have our people, processes, and information technology aligned to fully exploit information and gain new levels of intelligence across the organization?

Do we have a clear and decisive plan to instrument, connect and invest in the things we must to gather that insight?

What must I change about my leadership, organization, and governance approach to drive the maximum result from this new kind of intelligence?

Have you made information a strategic asset?
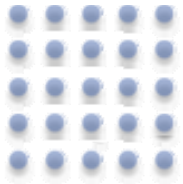
"…How do I build a plan that aligns with my business needs and provides a roadmap that delivers returns along the way, while ensuring the protection and accuracy of information?"

- *Establish a business based information strategy*
- *Develop a plan and provide tools that enable you to get started quickly, minimize risk and ensure long term success*
- *Leverage and extend existing IT investments*
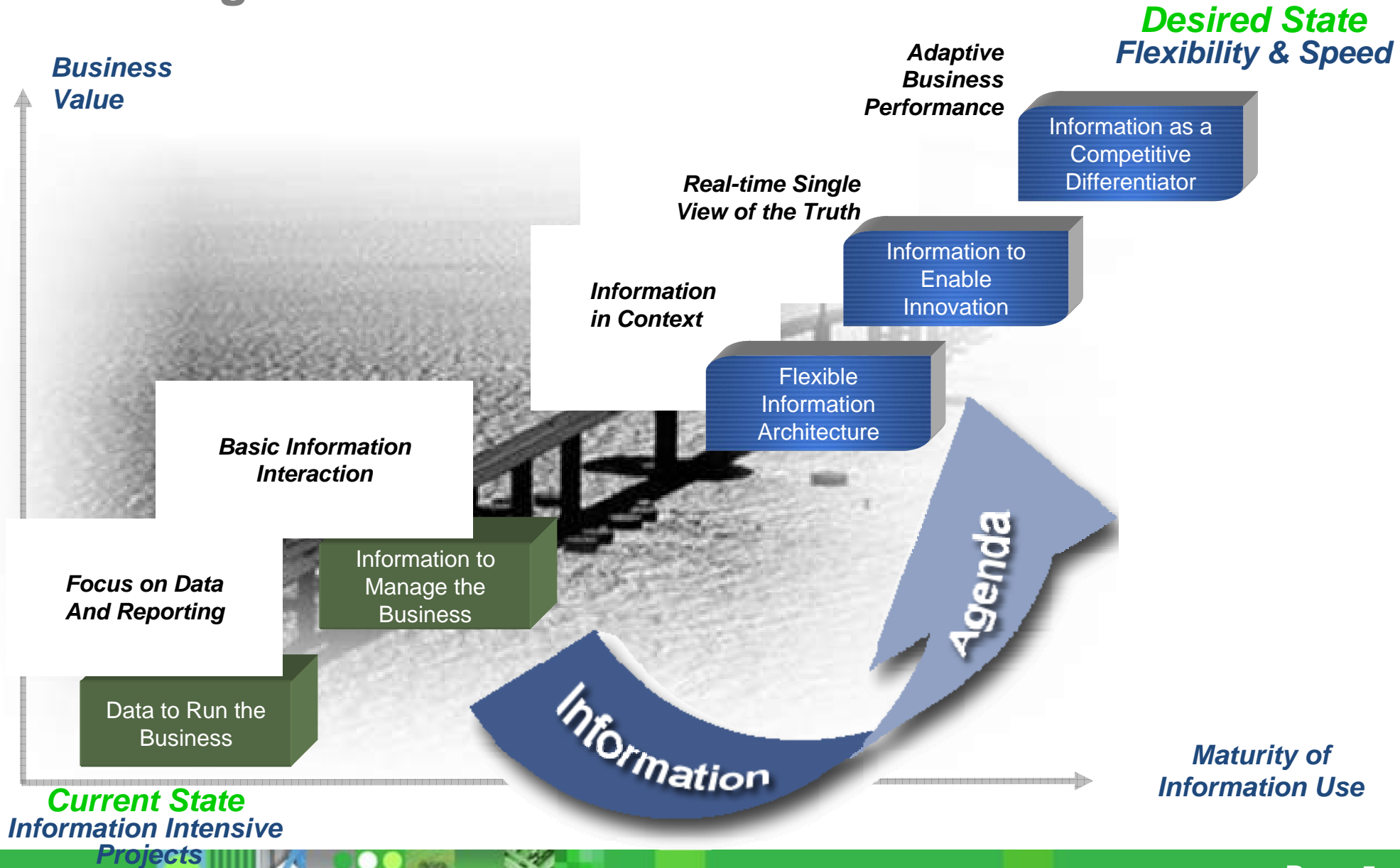
Information Management Capabilities Needed

- Collaborative Data Design and Development
- Process Modeling
- Enterprise Vocabulary Management
- Metadata Analysis and Management
- Business View Design and Management

Supporting Capabilities Needed

- Information Agenda
  - ⑩ *Strategy*
  - ⑩ *Information Infrastructure*
  - ⑩ *Roadmap*
  - ⑩ *Information Governance*

Bridging the Gap is a Necessity
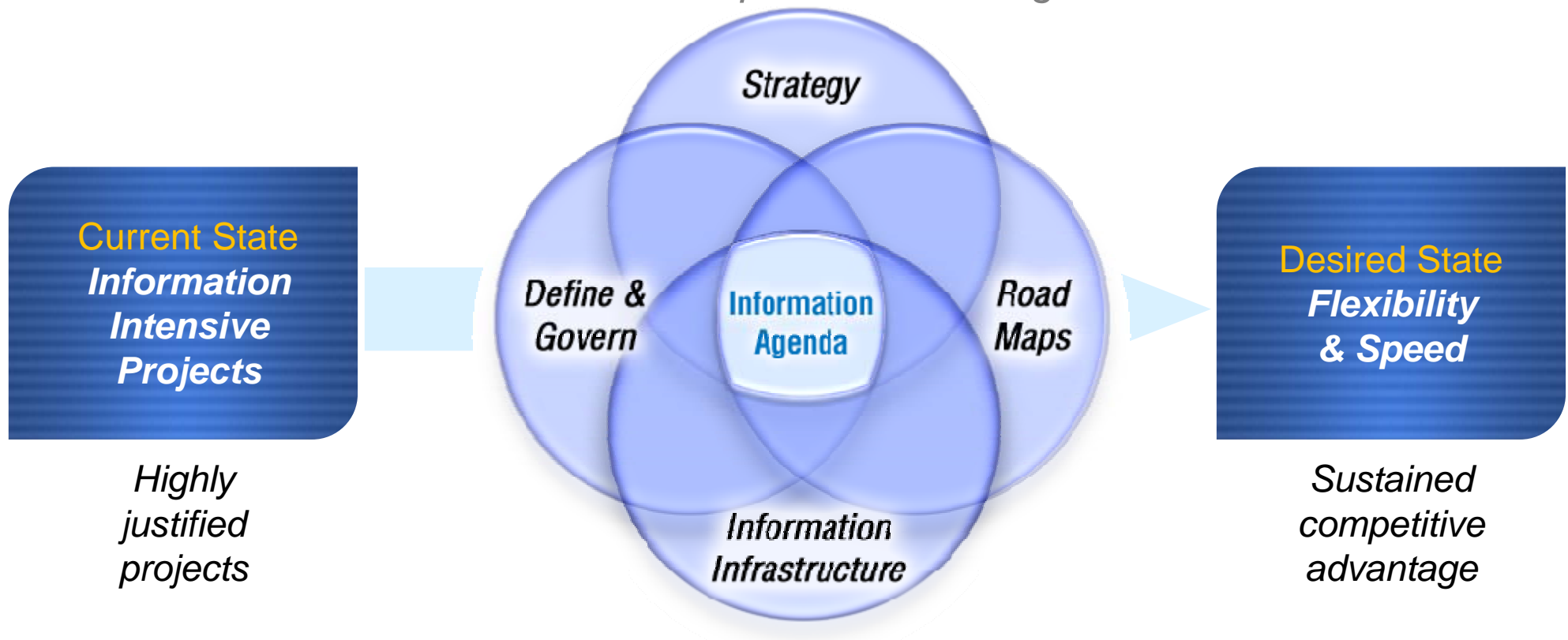## to Unlocking the Business Value of Information

Desired State
Flexibility & Speed

Business Value

Adaptive Business Performance

Information as a Competitive Differentiator

Real-time Single View of the Truth

Information to Enable Innovation

Information in Context

Flexible Information Architecture

Basic Information Interaction

Information to Manage the Business

Focus on Data And Reporting

Data to Run the Business

Agenda

Information

Maturity of Information Use

Current State
Information Intensive Projects

Think Differently To Drive Smarter Business Outcomes

Optimization

Information Agenda

Workforce Optimization

Customer Profitability

Financial Risk Insight

Dynamic Supply Chains

Automation

Application Agenda

Call Center Operations

Human Resource Management

ERP & Financials

How Do We Create Business Agility?
Creating an Information Agenda

An information agenda helps transform information into a trusted strategic asset that can be rapidly leveraged across applications, processes and decisions for sustained competitive advantage.

Current State
Information Intensive Projects

Highly justified projects

Strategy

Define & Govern

Information Agenda

Road Maps

Information Infrastructure

Desired State
Flexibility & Speed

Sustained competitive advantage

An Information Agenda Guides the Journey
Of Our Clients' Information-Led Transformation

Establish an information-driven strategy & objectives to enable business priorities…

Discover & design trusted information with unified tools and expertise to sustain competitive advantage over time…

Accelerate information-intensive projects aligned with the strategy to speed both short-term & long-term return on investments…

Strategy

Define & Govern

Information Agenda

Road Maps

Information Infrastructure

Deploy open and agile technology and leverage existing information assets for speed and flexibility…

Strategy: The Vision and Link to Business Strategy
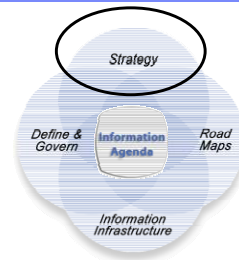
Strategy

- *Establishes guiding principles*

- *Provides an end-to-end vision for all components*

- *Aligns information needs with business strategy and operating framework*

- *Is created by stakeholders from across the organization*
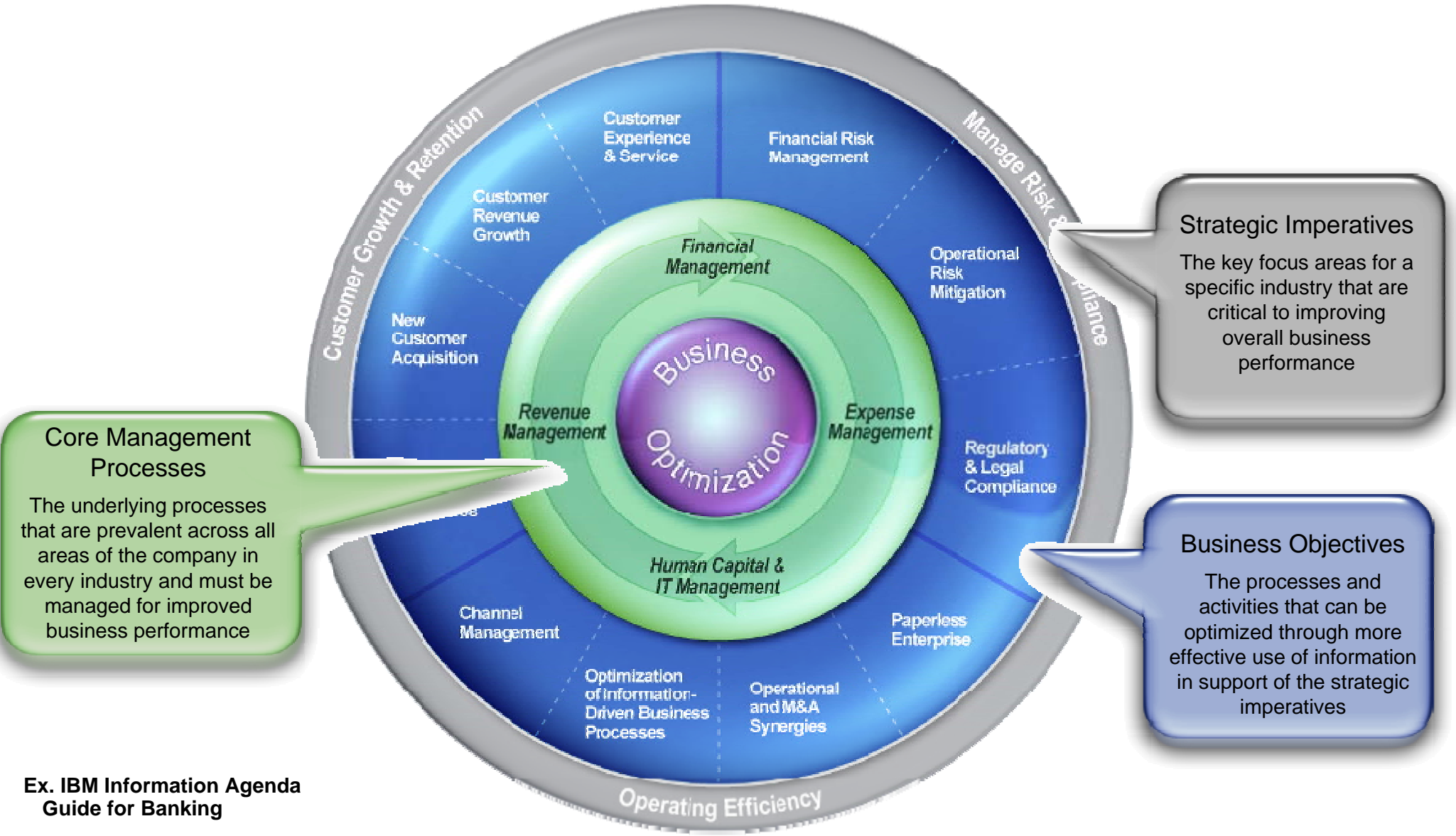
- *Determines where to focus*
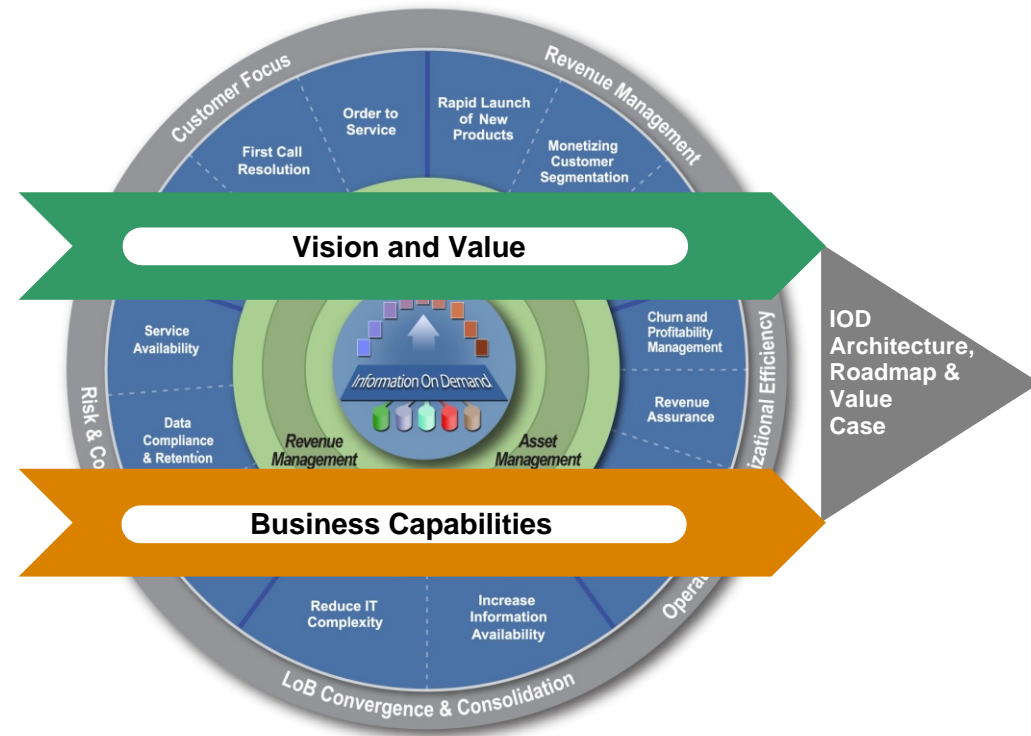
Collaboration between the CIO and line-of-business managers is a critical success factor for any organization's information agenda.

Smarter Business Outcomes With Information Agenda
Strategy, Roadmaps: Information Agenda Guides
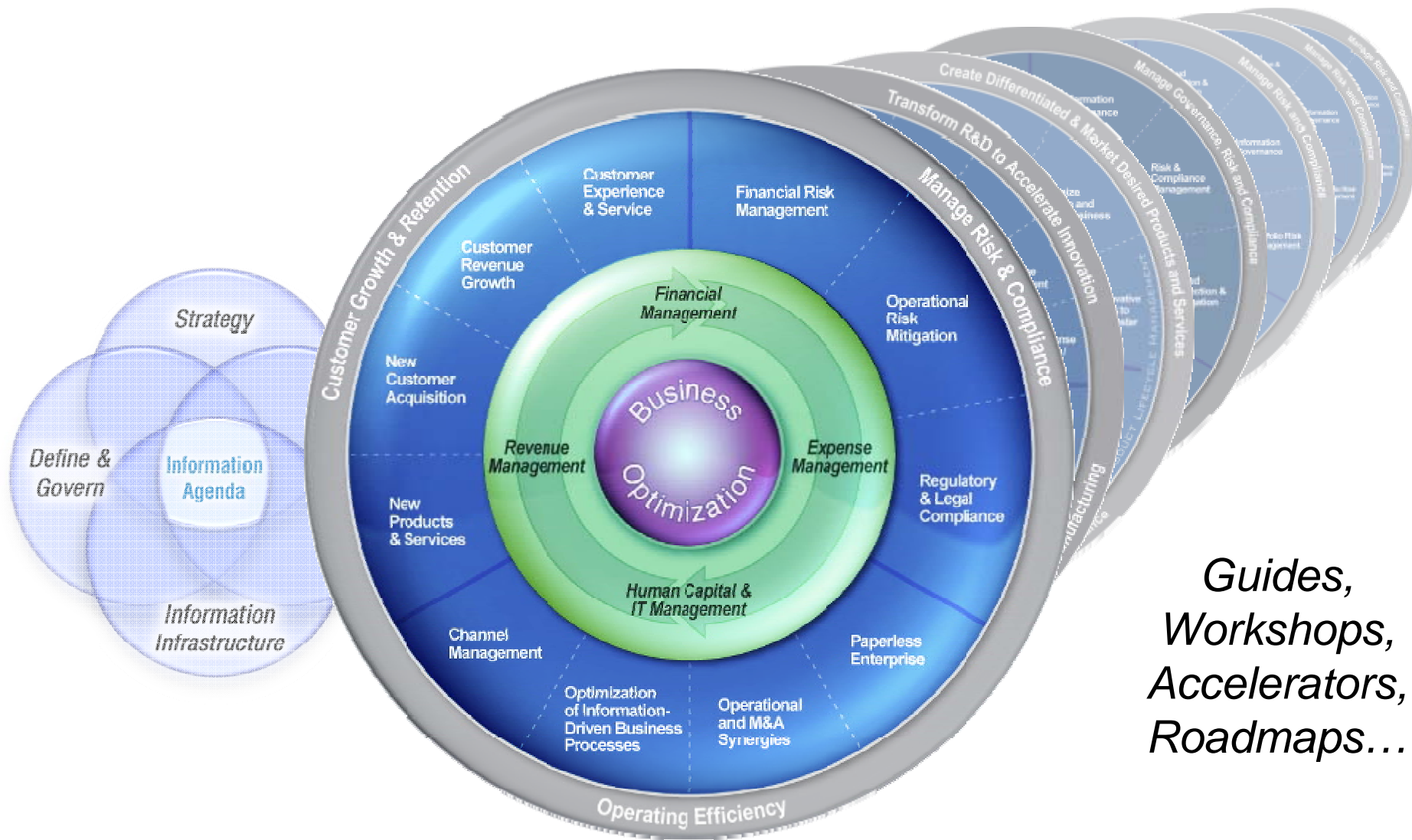
Guides, Workshops, Accelerators, Roadmaps…

Smarter Business Outcomes With Information Agenda
Strategy, Roadmaps – Across eighteen Industries

Strategic Imperatives

The key focus areas for a specific industry that are critical to improving overall business performance

**Core Management Processes**

The underlying processes that are prevalent across all areas of the company in every industry and must be managed for improved business performance

Business Objectives

The processes and activities that can be optimized through more effective use of information in support of the strategic imperatives

Ex. IBM Information Agenda Guide for Banking

Smarter Business Outcomes With Information Agenda
Strategy, Roadmaps - Information Intensive Projects
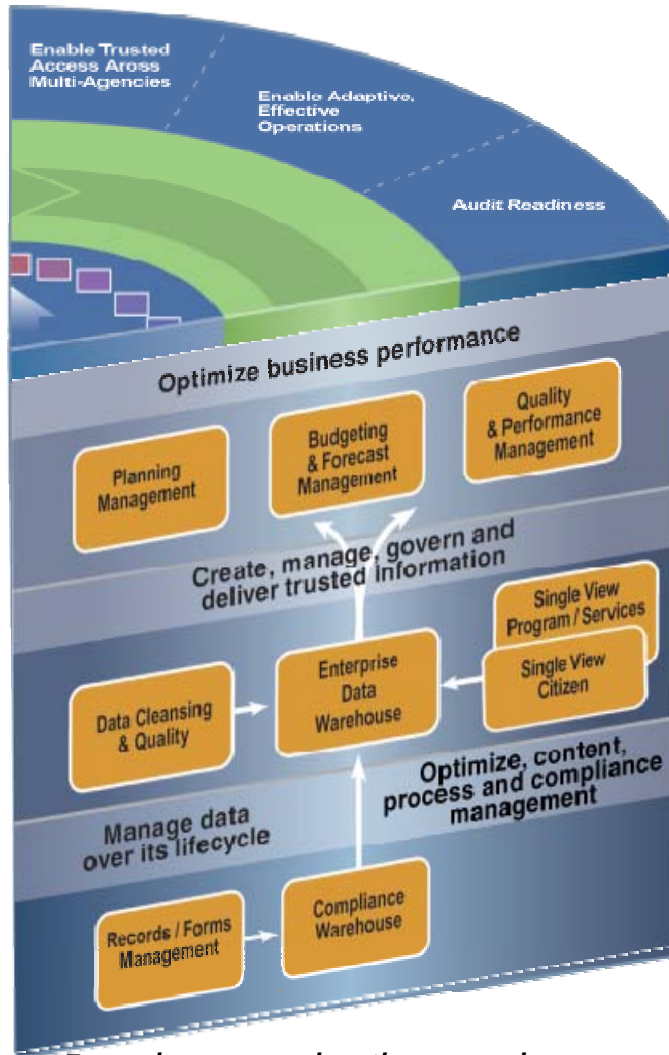
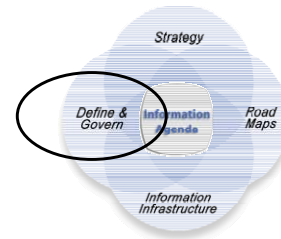*Develop an adoption roadmap for the organization*
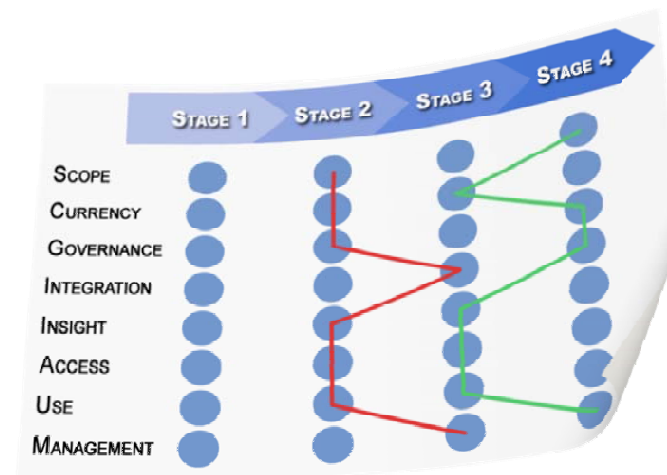
*Raise maturity of information usage over time*
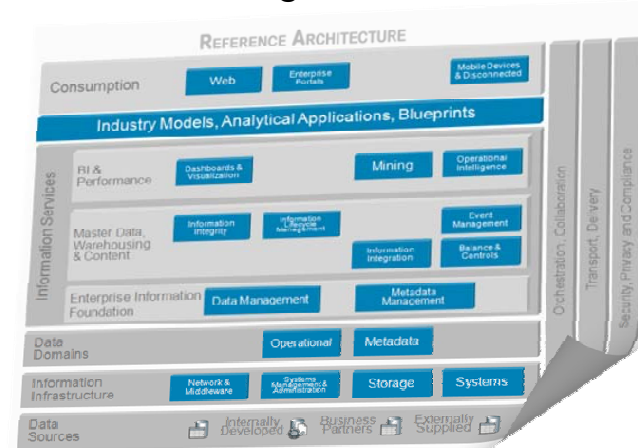
Connect the roadmap to a reference architecture

Governance: Ensure Information Agenda Success

Information Governance

- *Requires a mission-specific, cross-enterprise corporate organization for collaborative policymaking*

- *Defines policies and practices for managing critical information assets*

- *Develops architecture practices and standards*

- *Monitors data quality*

- *Ensures training and enabling of all affected staff*

- *Establishes Competency Centers*

Information Analyzer & Workbench

Business Glossary

Data Architect

Metadata Workbench

FastTrack
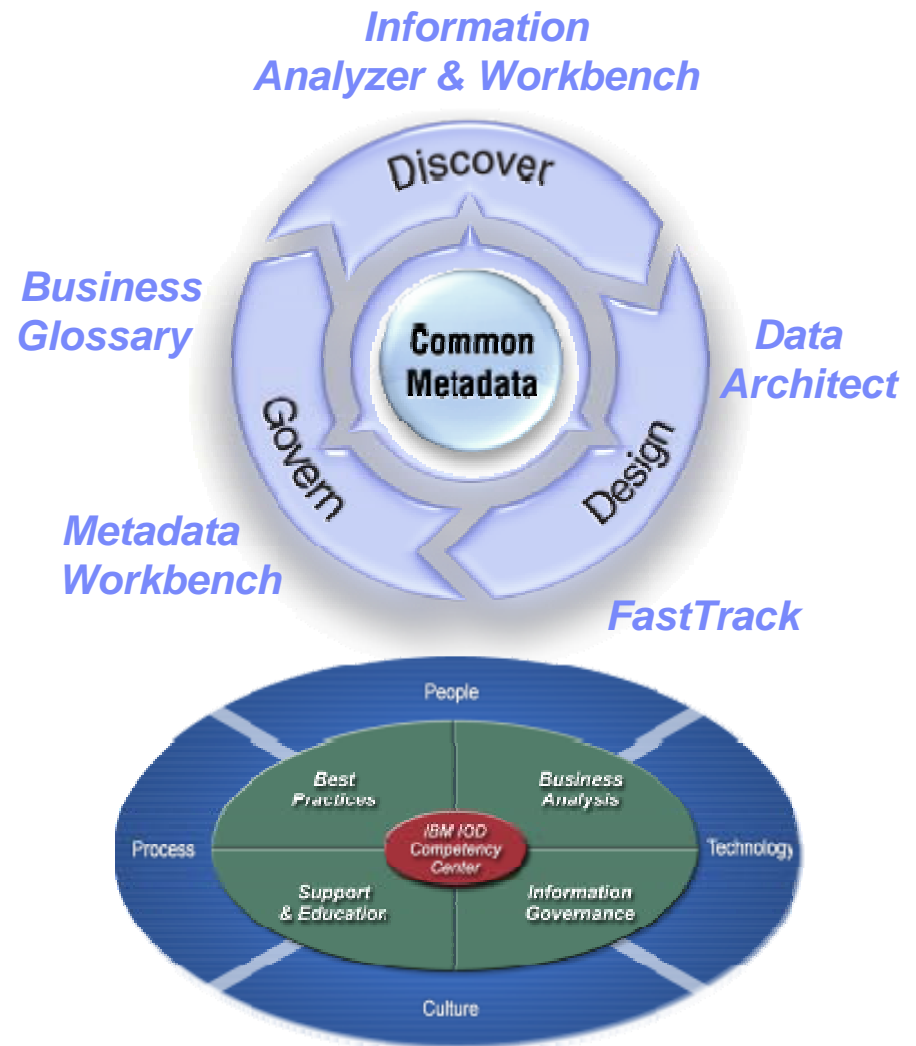
Information Infrastructure: Crucial Success Factor
## For Managing Information as a Strategic Asset
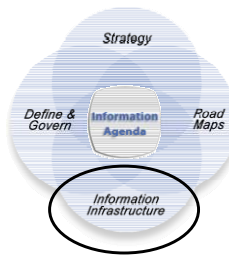
Information Infrastructure

An enterprise-level information infrastructure can help you:

- *Manage information over its lifetime*

- *Use information as part of business processes*

- *Establish and maintain an accurate, trusted view of information*

- *Plan, understand and optimize business performance*

Solution View & Architecture
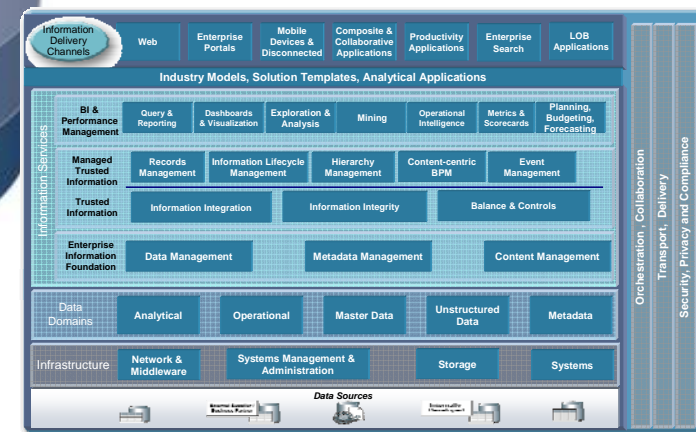
The roadmap is the concrete, step-by-step execution plan for a client to realize their specific strategy
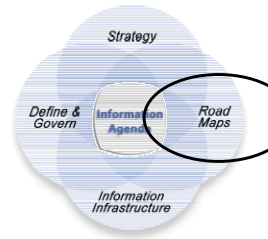
Roadmap

- *Identifies and prioritizes IT projects required to realize the business initiatives outlined in the strategy*

- *Determines what capabilities are required to support and access relevant information*

- *Describes how the Information Agenda approach is deployed across successive IT projects*

Roadmap: Initiative Themes by Wave

Roadmap: Program Office Project Summaries
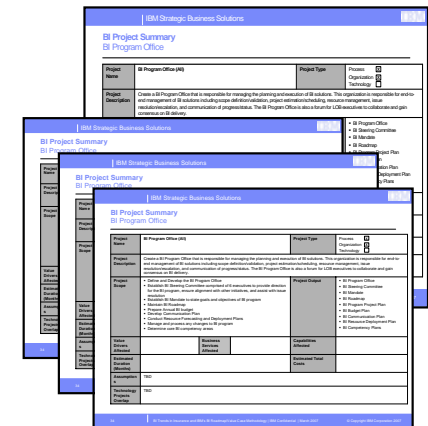
Industry Solutions and Accelerators:
Accelerate Time to Value

Financial Services
- Risk Adjusted Profitability
- Branch Performance
- Retail Banking Customer Segment Performance
- Corporate Banking Customer Segment Performance…

Insurance
- Product Profitability
- Claims Submission Optimization
- Insurance Self Service
- Insurance Scorecard…

Retail
- Store Development
- Strategic Promotions
- Financial Merchandising
- Financial Workbench & Scorecard…

Industrial
- Sales & Operation Planning
- Allocations Optimization
- Risk Analysis
- Trade Promotion Management
- Asset Management…

Telco
- Customer Service
- Customer Billing
- Compliance
- Simple Order…

Energy & Utilities
- Intelligent Utility Network
- Asset Plant Lifecycle Mgmt.
- Central Engineering
- Rate Case
- Aging Workforce
- Violations…

Government
- Crime Information Warehouse
- Case Management
- Municipal Performance Management
- Court Management
- Fraud Investigation …

Healthcare
- Enterprise Health Analytics
- Health Plan Industry Models
- Customer Care & Insight for Health Plans
- Risk, Fraud, & Compliance for Health Plans…

Information Agenda workshops help identify and prioritize the initiatives that will have the biggest impact on business objectives
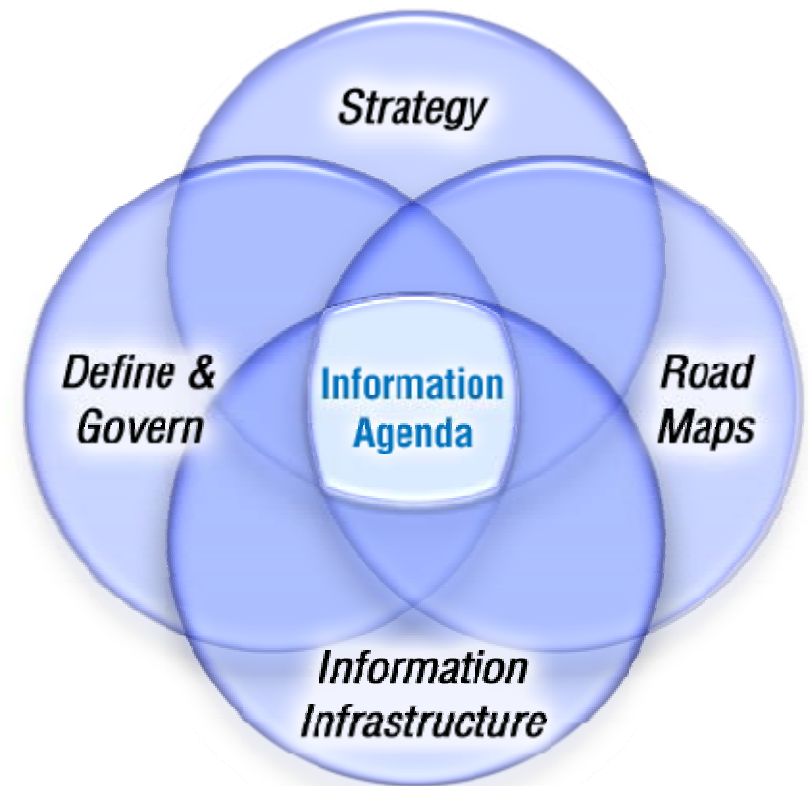
IA Briefing

Health Check

Roadmap Workshop

Quick Value, Near-term

Solution Pilot Workshop

Comprehensive, Long-term

IBM

Business Performance Optimization via the Information Agenda Roadmap
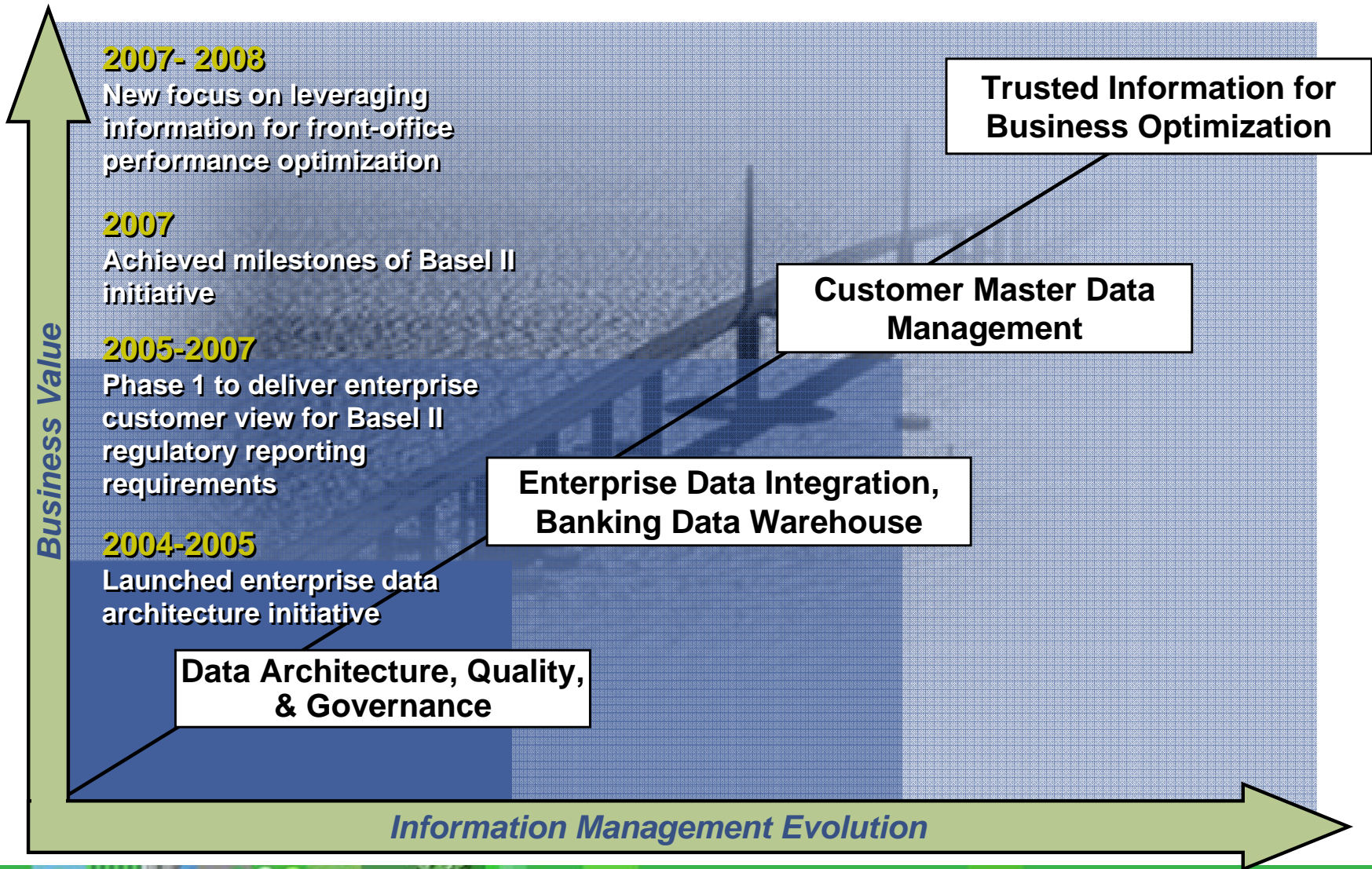
Top 10 US Bank

Bank Objectives
- Meet BASEL II reporting requirements
- Empower customer facing personnel
- Improve back office effectiveness
- Enable accurate analytical data for BASEL II compliance

Goals and Initiatives
- **Customer Data Integration:** Deliver 360 degree view of customer relationship
- **Integration**: Consolidation of 30+ information sources on a variety of platforms
- **Analysis**: Modeling and reporting for Risk Management
- **Requirements**: Mapping of key source systems required for Basel II credit risk compliance
- **Integration**: Initially establishing feeds from six major source systems to reporting data repository
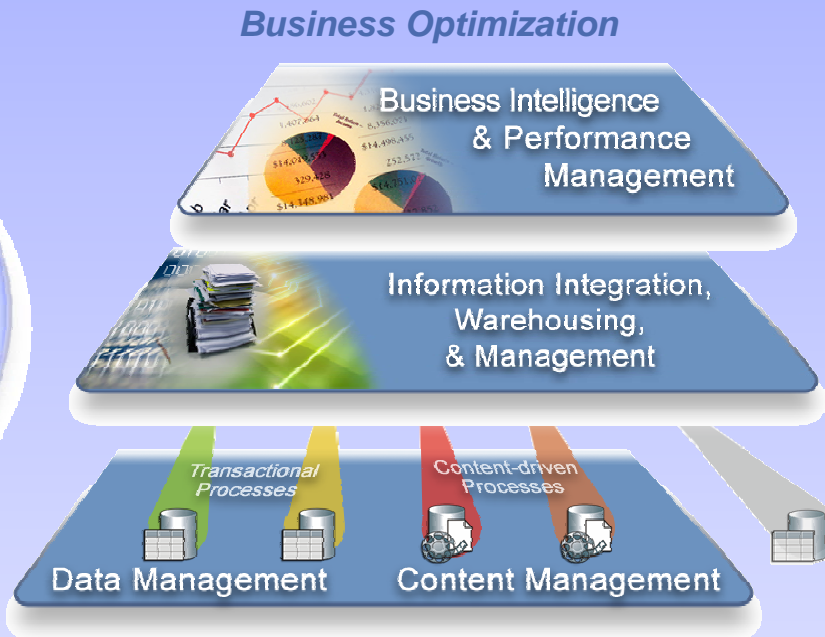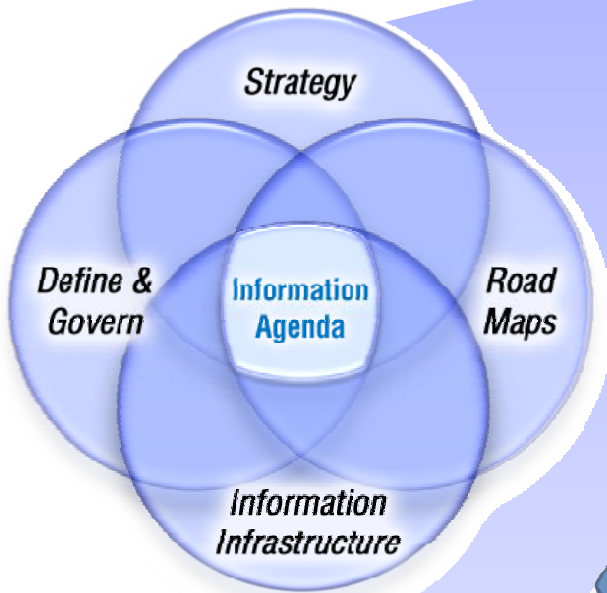- **Data Governance**: establishing Data Quality Program

Business Value

2007- 2008
New focus on leveraging information for front-office performance optimization

2007
Achieved milestones of Basel II initiative

2005-2007
Phase 1 to deliver enterprise customer view for Basel II regulatory reporting requirements

2004-2005
Launched enterprise data architecture initiative

Trusted Information for Business Optimization

Customer Master Data Management

Enterprise Data Integration, Banking Data Warehouse

Data Architecture, Quality, & Governance

Information Management Evolution

IBM

Information On Demand
Unlocking the Business Value of Information for Competitive Advantage

Create an Information Agenda

Better Business Outcomes

Business Optimization

Business Intelligence & Performance Management

Information Integration, Warehousing, & Management

Transactional Processes

Content-driven Processes

Data Management

Content Management

Strategy

Define & Govern

Information Agenda

Road Maps

Information Infrastructure

Optimize Business Performance

Establish, Govern & Deliver Trusted Information

Optimize Content-based Operational & Compliance Processes

Manage Data Over its Lifetime

- **Foundational Tools**
- **Information Accelerators**
- **Guides & Workshops**
- **IOD Competency Centers**

DB2 software

Informix software

FileNet software

InfoSphere software

Cognos software

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Sample Information Maturity Health Check

Thank you!