

Information Management



IBM Information On Demand Conference 2009

Single Vendor - Single
Support – the Trend of IT
Infrastructure Model

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Agenda

- IT Vendors Trend
- Better Integration
- Better Performance
- Better Support
- Better Pricing



IBM recent software acquisition

Expanding Our Platform through Acquisitions

Empowering People

Lotus

Lotus	ONEstone	WebDialogs
Aprix	PureEdge	Ubique
Databeam	BowStreet	Pathware
	Net Integration Tech	

Information on Demand

Information Management

Informix	Green Pasture	SRD
Ascential	Princeton Softech	Trigo
Alphablox	iPhrase	FileNet
Venetica	Unicorn	DataMirror
CrossAccess	DWL	Cognos
Tarian		
Language Analysis Systems (LAS)		
Solid Information Tech		

Service Management

Tivoli

Cyanea	Metamerge
TrelliSoft	Think Dynamics
Collation	Micromuse
DBMX	Rembo
CIMs Labs	MRO
Unison	DORANA
	Vallent
	Encentuate

Business Process Flexibility

WebSphere

Object Tech. Inter.	DataPower
OpenOrders	Webify
CrossWorlds	Aptsoft
Holosofx	InfoDyne
Gluecode	

Software Lifecycle Management

Rational

Rational	Watchfire
Information Lab	BuildForge
Systemcorp	Telelogic



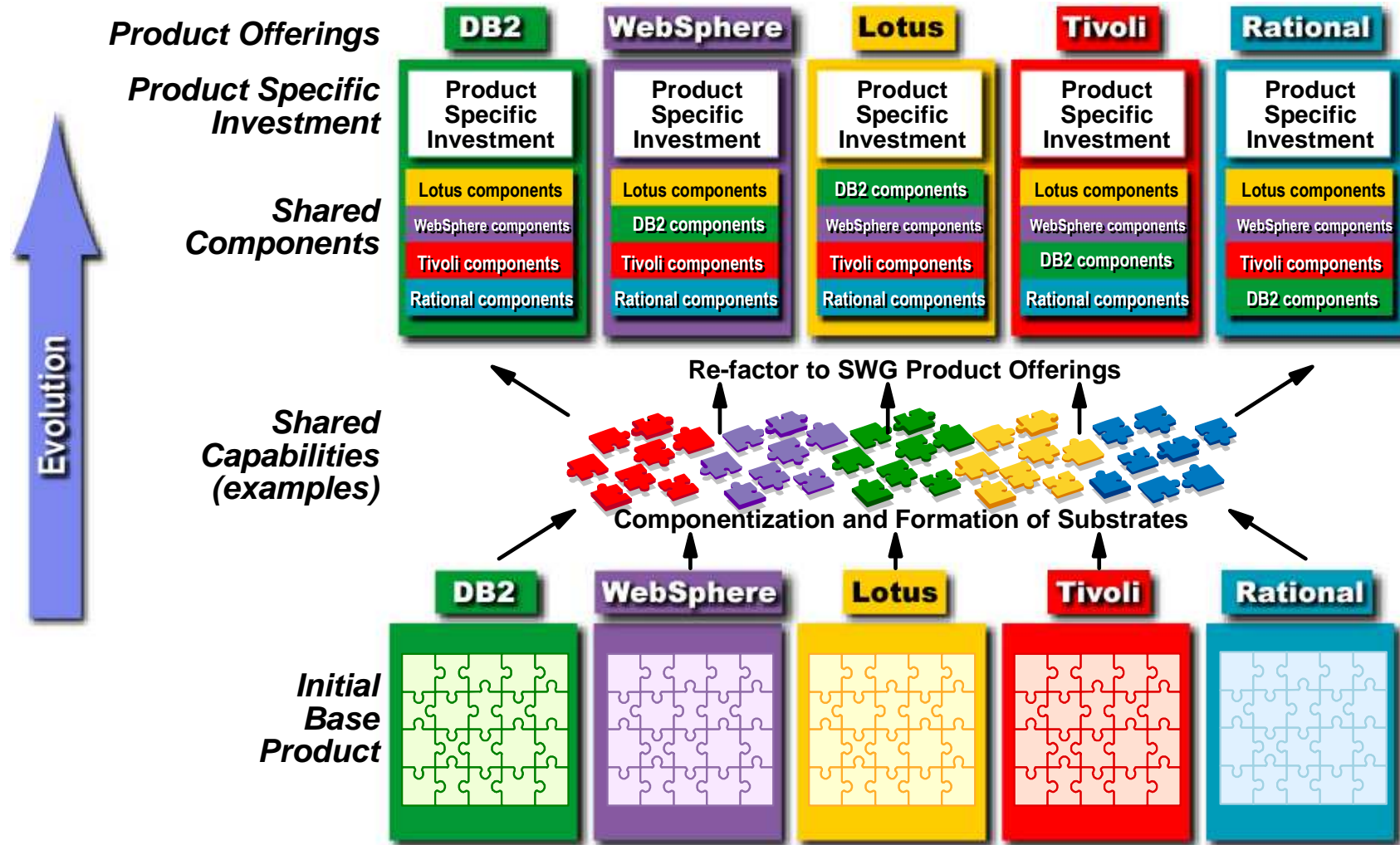
Biggest IT merger in 2009

Oracle acquire Sun



IBM Software Strategy

- Componentize to optimize



Better Integration



DB2 & Websphere

- Extended DB2 data source support
 - Heterogeneous pooling increase performance
 - Reduction in memory consumption on WebSphere Application Server side
 - Reduction in number of open connections to database which leads to memory reduction on database side
- SQLj deployment in WebSphere Application Server
- DB2 trusted context support Extended DB2 data source support
- PureQuery support in WebSphere Application Server
- DB2 client reroute enhancements in WebSphere Application Server
- Etc...



DB2 & Websphere

- SQLj deployment in WebSphere Application Server
 - Installation of SQLj applications from WebSphere Application Server administrative console.
 - Customization and binding of DB2 SQLj profiles from administrative console without the need to uninstall and reinstall applications

The screenshot displays the 'SQLj profiles' configuration page in the WebSphere Integrated Solutions Console. The page title is 'SQLj profiles' and it includes a sub-header 'Specify customization and binding settings for the DB2 SQLj profiles that are included in this application. SQLj profiles for other database types may be viewed but not changed.'

Under the 'Tasks (DB2 only)' section, there are two radio buttons: 'Customize and bind profiles' (which is selected) and 'Bind packages'.

Below this, the 'SQLj profiles' section has a radio button for 'Select and order profiles to customize/bind' (which is selected). Underneath, there is a list of 'Available profiles' in a scrollable box:

- AccessDeptEjb.jar\..\AccessDeptEjb\..\FS_DEPT_SJProfile3.ser
- AccessDeptEjb.jar\..\AccessDeptEjb\..\FS_DEPT_SJProfile4.ser
- AccessDeptEjb.jar\..\AccessDeptEjb\..\FS_DEPT_SJProfile5.ser
- AccessEmpEjb.jar\..\AccessEmpEjb\..\FS_SAMPLE_SJProfile0.ser
- AccessEmpEjb.jar\..\AccessEmpEjb\..\FS_SAMPLE_SJProfile1.ser

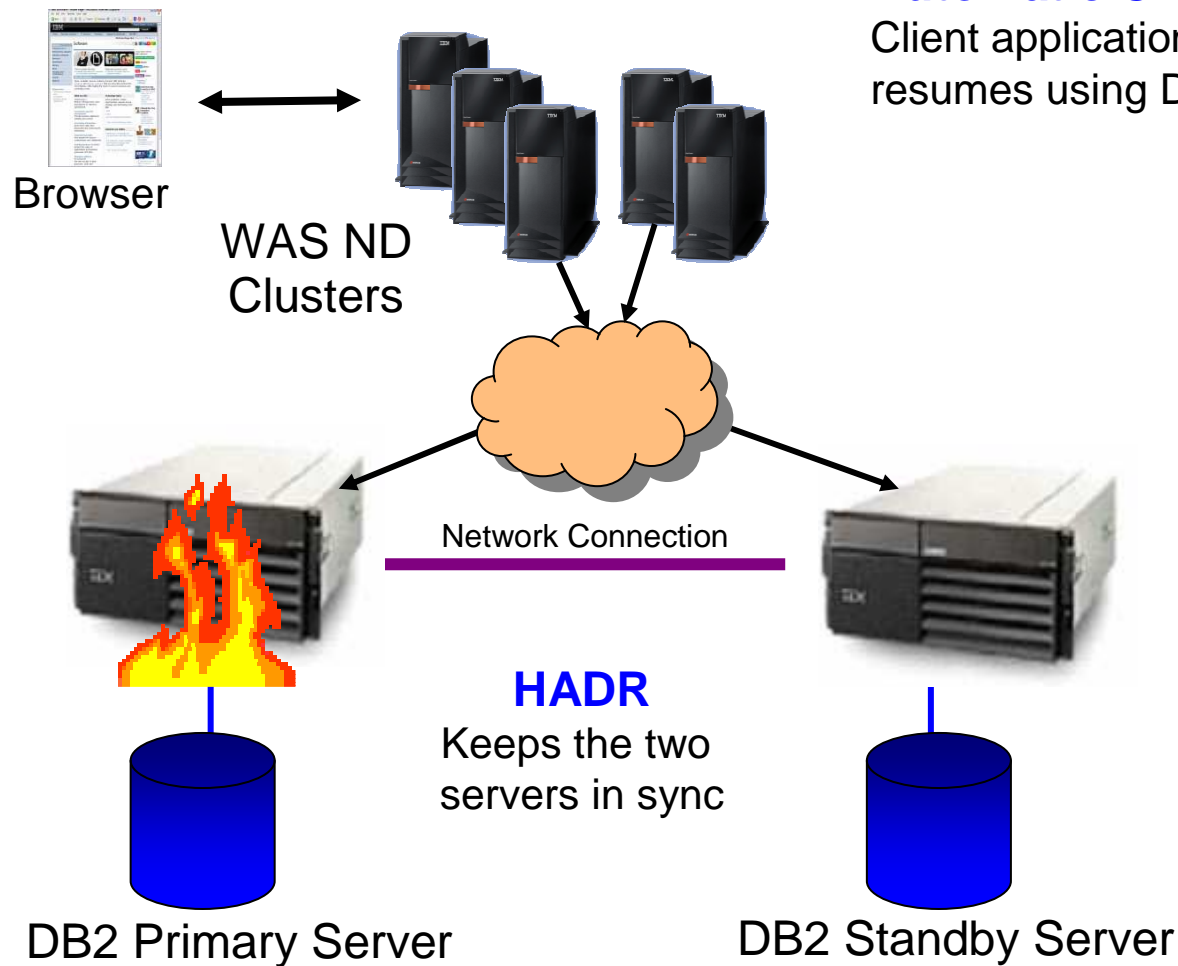
At the bottom of the list are 'Add' and 'Remove' buttons.

On the right side of the console, there is a 'Help' panel with three sections: 'Field help' (explaining the .grp file creation), 'Page help' (with a link to 'More information about this page'), and 'Command Assistance' (with a link to 'View administrative scripting command for last action').

Easy to Implement High Availability

Automatic Client Reroute

Client application automatically resumes using DB2 Standby

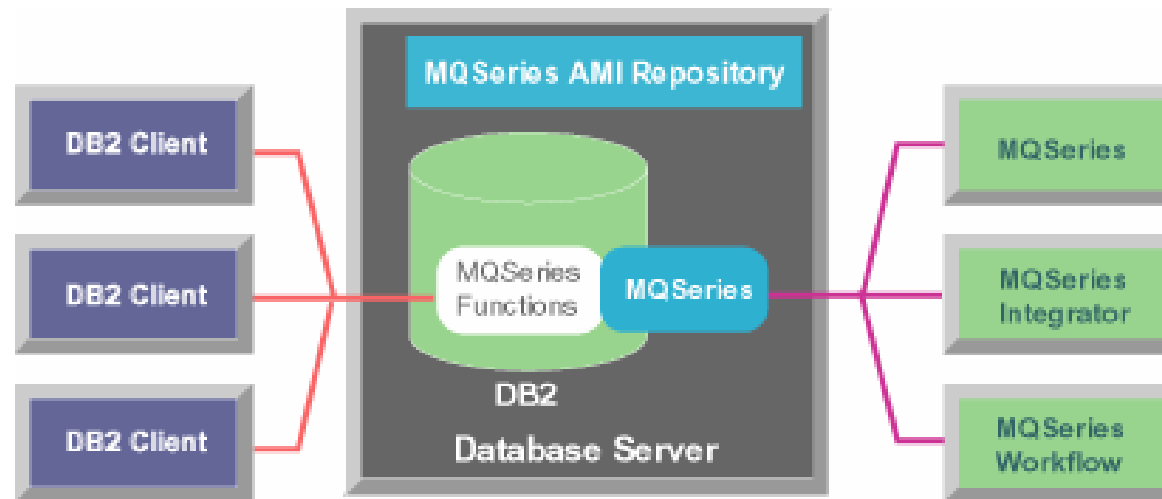


- WAS Network Deploy (ND) clusters enable highly available applications
- DB2 High Availability Disaster Recovery (HADR) enables highly available data
- Together, they boost availability still higher



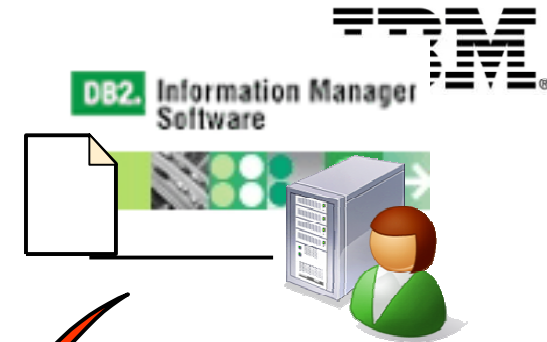
DB2 & IBM MQ

- Built in default function in DB2 and MQ for integration and calling each other
- Leverage for MQ for data replication across region
 - DB2 Q-Replication



Basic DB2/MQ Configuration

DB2 Online Backup with Tivoli Storage Manager



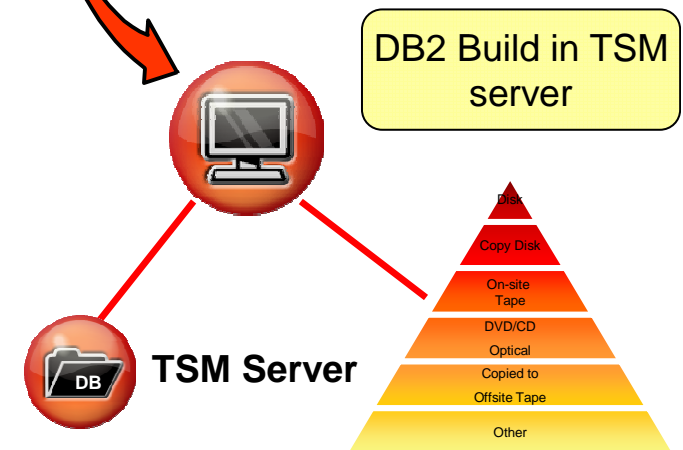
TSM Client

DB2 and Informix Online Backup

- Online backups for
 - IBM DB2,
 - IBM Informix 10 or later

Benefits

- ✓ On-line protection of DB2 and Informix
- ✓ Built-in support for IBM DB2
- ✓ No additional charge



Cognos awareness of DB2

IBM DB2 and IBM Cognos integration framework

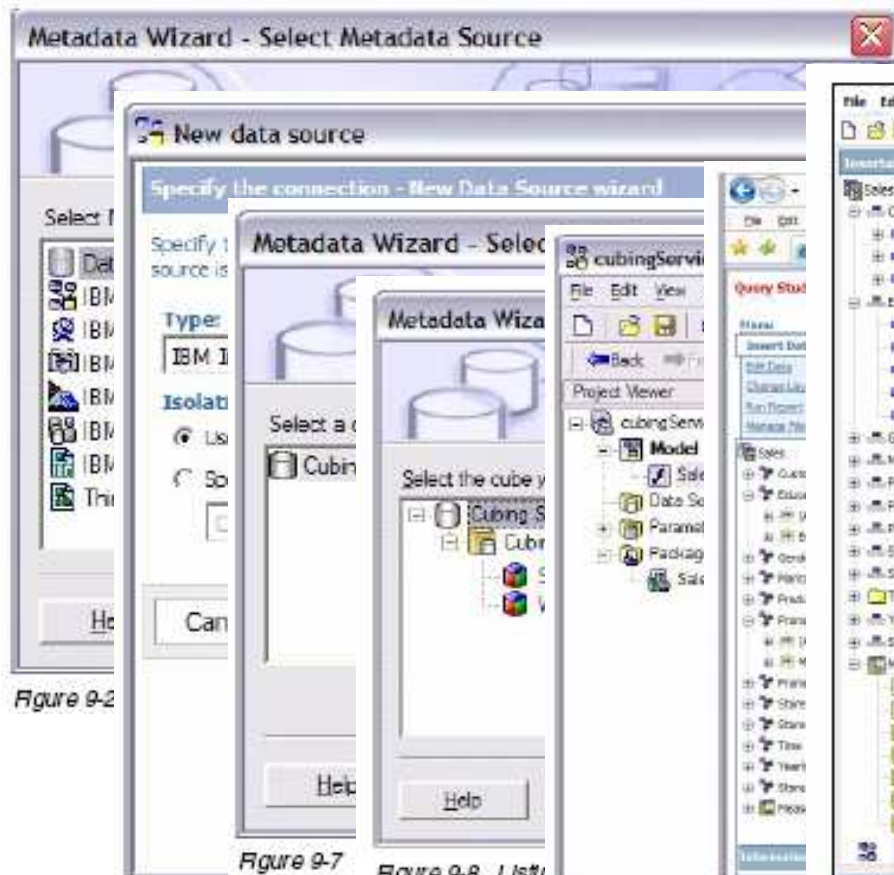


Figure 9-2

Figure 9-4 Choosing the Data Source Type

Figure 9-7

Figure 9-8 Listing

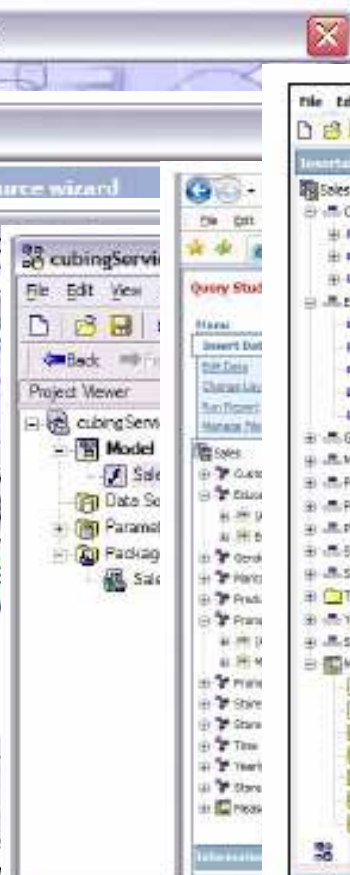


Figure 9-9 Framework

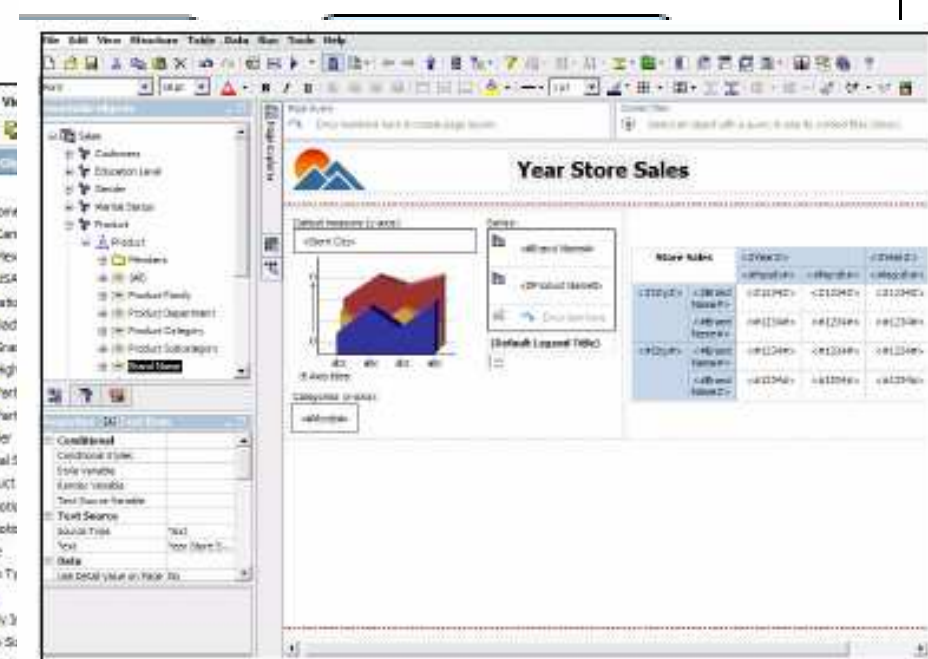


Figure 9-18 IBM Cognos Report Studio

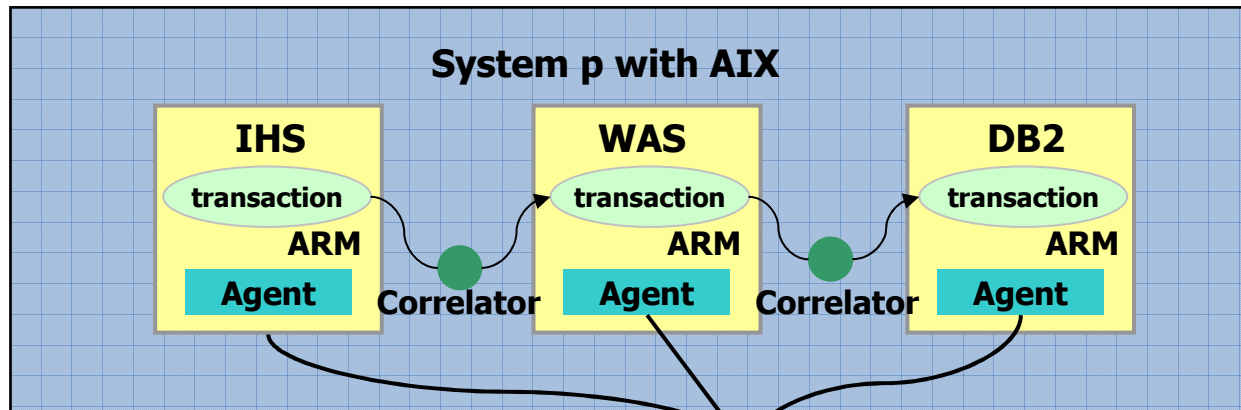
Figure 9-17 IBM Cognos Analysis Studio

Graduate Degree	4,174	4,329	7,057	15,570
High School Degree	21,131	20,702	30,831	78,664
Partial College	6,785	6,370	11,430	24,545
Partial High School	22,642	20,491	35,822	79,155
All Education Level	74,748	67,659	124,366	266,773

er

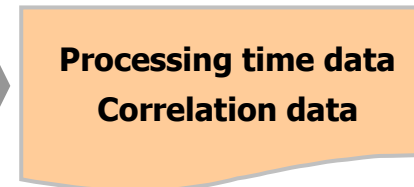
Optimize performance - Automatically

- DB2, WAS and AIX Enterprise Workload Manager (EWLM) synergy
 - [Up to four times improvement in response time](#)
- Virtualization automatically allocates work
- Application Response Measurement (ARM) [standard](#) provides the capability to measure the application response time



*Dynamic
Logical
Partitioning*

Exclusive for DB2 & WAS on System p



DB2 is already deeply integrated with AIX and Power Systems servers:

- **Predictable Performance:** There is deep integration between AIX workload management and the DB2 Workload Manager. DB2 and AIX share detailed monitoring information about the processes, resources and workloads executing in DB2 so that AIX may better assign resources and work priorities to key DB2 processes and I/O in order to maintain optimum system performance, meet service level agreements and maintain predictable performance.
- **Dynamically Adapt:** DB2 allows for the dynamic reconfiguration possible in Power Systems Logical Partitions so that DB2 can immediately and seamlessly take advantage of new processors, memory or I/O capability added to the LPAR. This allows system and database administrators to change the resources available to DB2 without disturbing the continuous operation of the database.
- **Optimize Resources:** DB2 uses the large (64K, 16MB and 16GB) page size support in AIX to efficiently use memory and disk resources and speed performance. DB2 also aligns key resource objects on byte boundaries that provide the fastest, most efficient access times.

- **Security:** DB2 takes advantage of AIX storage protection keys for security.
- **Automated Recovery:** DB2's recovery processes are integrated with Power Systems autonomic computing technologies.
- **Problem Determination:** DB2 integrates with the First Failure Data Capture facilities of Power Systems and AIX. DB2 updates the FFDC system with information about its ongoing operations so that, in case of a failure within the system, engineers and administrators have information about the state of the database and system at the time of the failure and do not have to recreate a problem in order to diagnose it.



Better Performance



DB2 on both AIX & IBM xSeries (intel server)

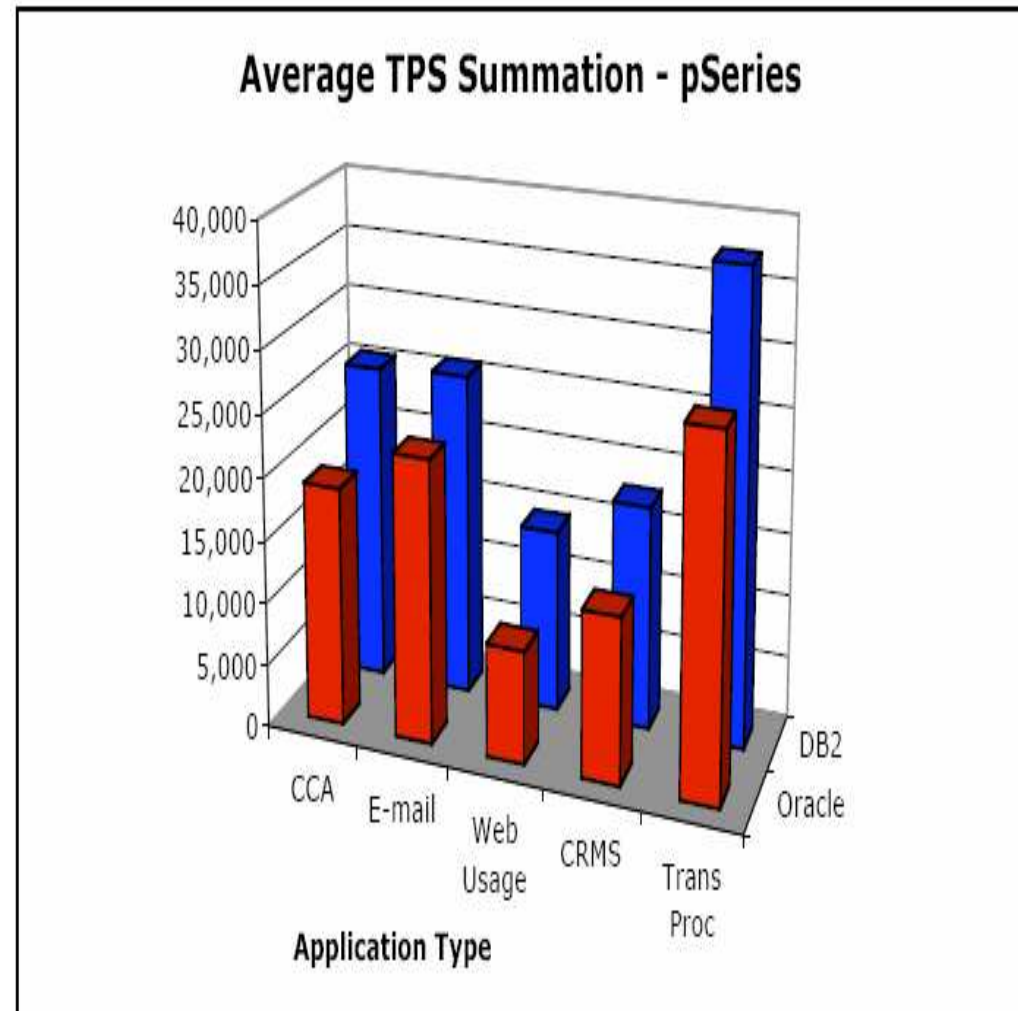
- Solitaire Interglobal (SLI) research – 2008 :
 - In this study, **250** benchmark evaluation efforts were tracked against the number of unique combinations of system activities that occurred within **18** calendar months.
 - For the purposes of this investigation, over **650 AIX®** and **3,450 Intel** based production systems were observed, recorded and analyzed to substantiate the findings.



DB2 on IBM AIX

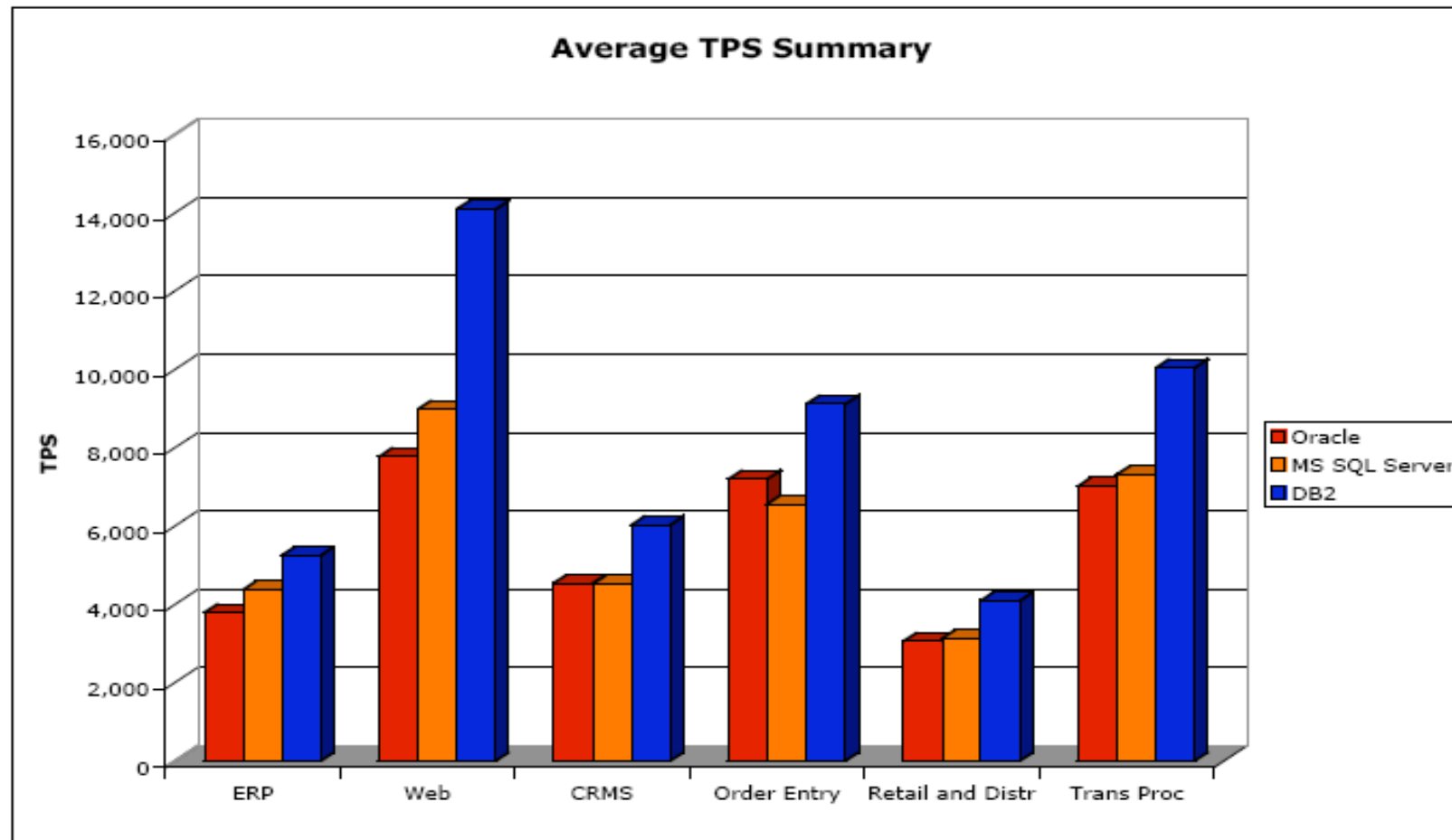


- The most critical factor in the transaction efficiency appears to depend on two factors : **memory handling** and **buffering**
- DB2 on IBM System P improved performance with a synergistic alignment of memory handling optimizations in both DBMS and hardware.
- The improved efficiency of the DB2 product on the System p is higher than the other , ranging from 15.1% through 37.0% on the transaction-based metrics and averaging 58.6% better on the query based metric.

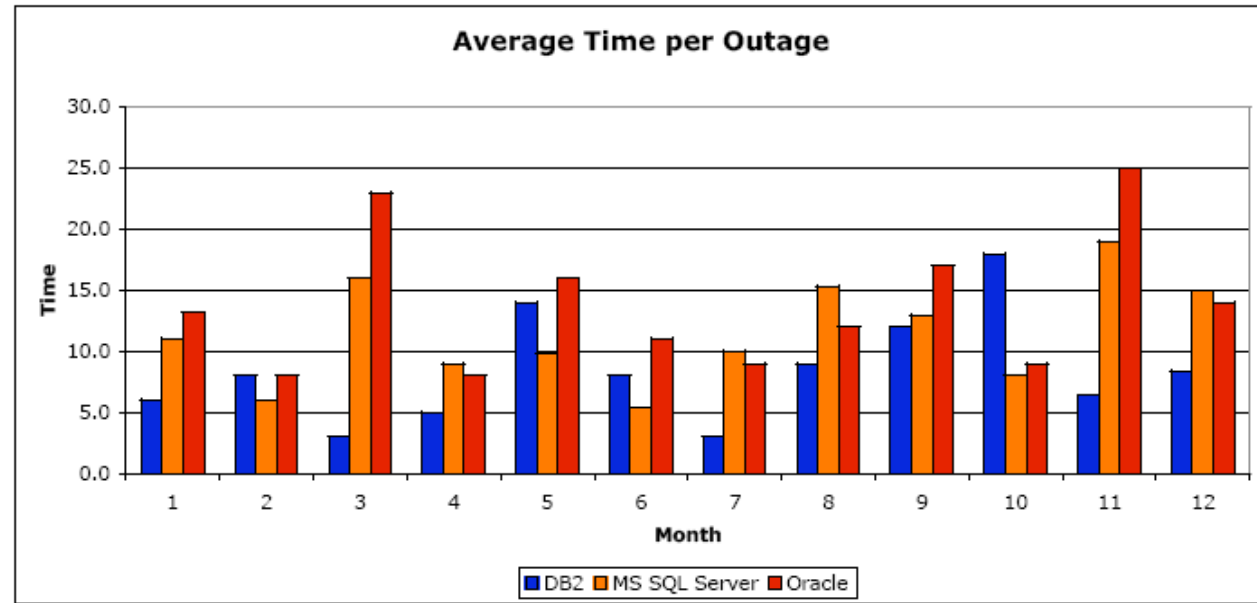


DB2 on IBM xServer (Intel)

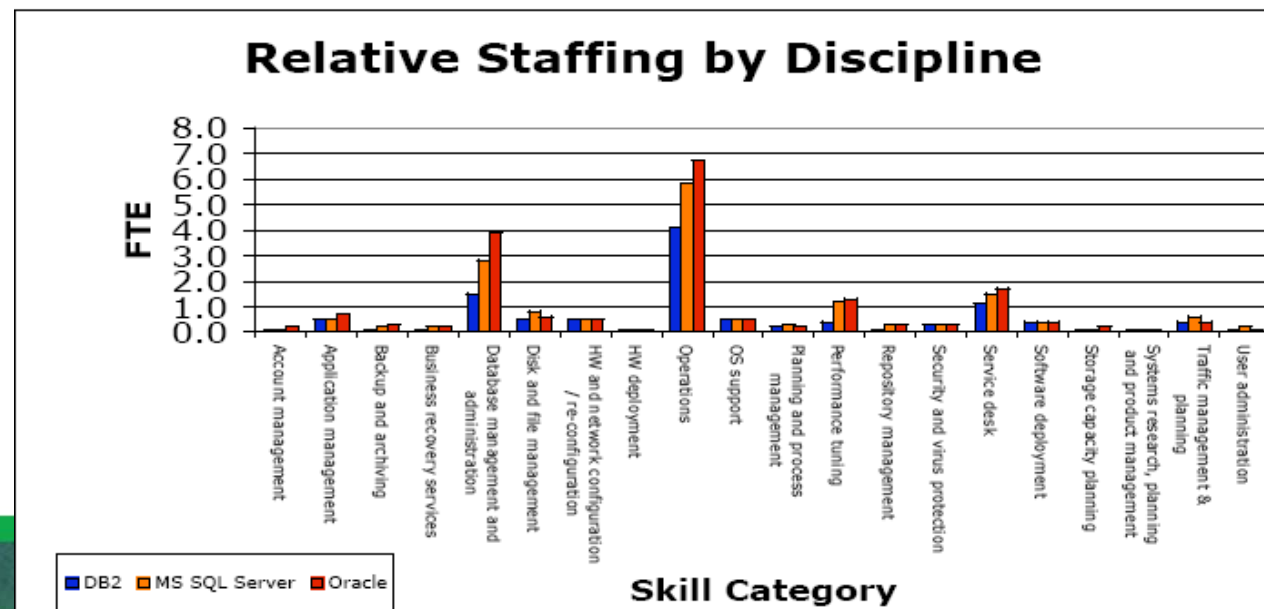
- Performance



- Reliability



- Staffing



Conclusion



- **IBM System x** (Intel server) shows a smaller, but still definitive, advantage with the DB2 product over Oracle and MS SQL Server, contributing hardware characteristics are the breadth of the **I/O channel** on the System x and the efficiency of the **memory algorithms**.
- This is most achievable when a good fit between the DBMS and hardware platform is employed. **Allowing the strengths of the System x and System p platforms to mingle with the strengths of the DB2 product is one of the best ways to support the customer in their continuing quest for lower costs and improved user satisfaction**



Better Support



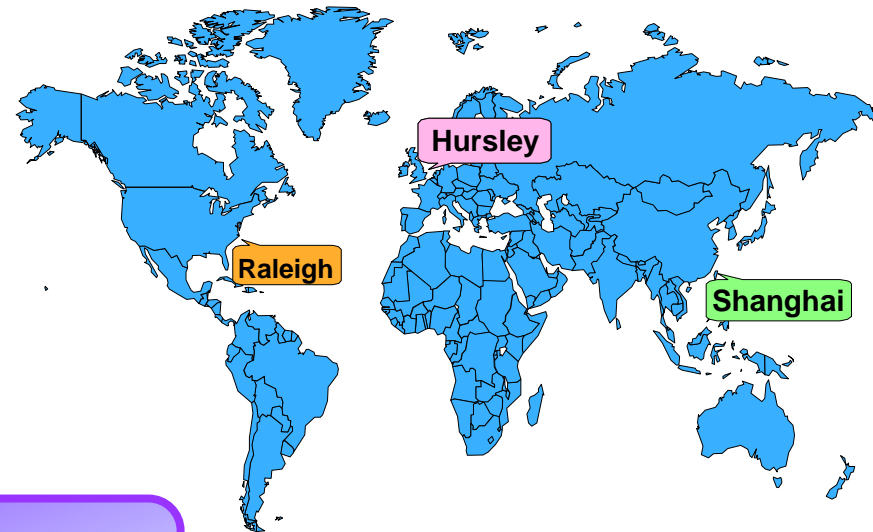
SWG Federated Integration Test

Enhance the consumability of SWG products to improve customer satisfaction and confidence in IBM Solutions by performing selected Customer-based scenario definition, architecture, development and testing.

Identify and drive pervasive cross-SWG themes and recommendations

Report and drive Major Customer pain points and defects/PMRs

Deliver value-add collateral based on solution test experiences

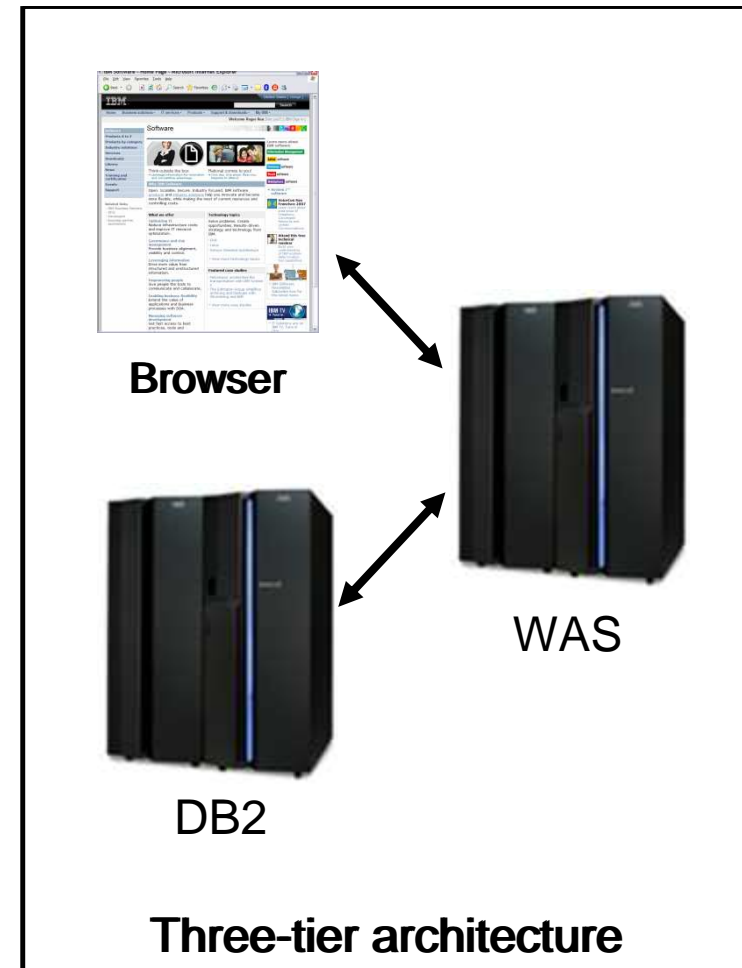


Integrated Problem Determination and Monitoring

- IBM Support Assistant (ISA)
 - No charge serviceability workbench
 - Supports over 150 IBM offerings
 - Troubleshooting/diagnostic tools
 - Search for an answer to your question or problem
 - Access critical product information
 - Shortens time to resolve problems with automated data gathering and submission
- End-to-end tracing, connection identification, workload correlation and monitoring

DB2 & WAS & HW

exclusive all in one local support



Better Pricing



IBM Passport Advantage

- IBM Software discounts based on total software orders to IBM
 - Including maintenance renewals
- Discounts apply to new licenses and maintenance renewals
- Product pricing :
 - Oracle Standard Edition per socket (inc. MA) US 21,350
 - MSSQL Enterprise Edition per socket US 24,999
 - DB2 Workgroup Edition per socket (inc. MA) US 15,000



Summary

- DB2 with IBM Software and Hardware can provide:
- Better Integration
- Better Performance
- Better Support
- Better Pricing





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Thank You!