Driving Growth & Innovation in Times of Change

Creating an Information Agenda for Smarter Business Outcomes

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IBM

Creating an Information Agenda for Smarter Business Outcomes

The World is Becoming Smarter

- Organizations are increasingly focused on optimizing their businesses using information in new ways

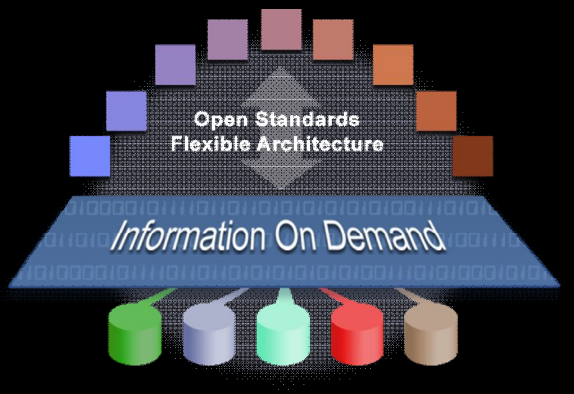
IBM is Accelerating Information Agenda for Clients

- IBM software acknowledged as the leader by analysts
- Extensive industry experience accelerates client success

IBM Commitment & Market Acceptance is Strong

- ***Over 35,000*** *People, Cross-company*
- ***Over 10,000*** *New Clients*
- ***Over 2,000*** *New Business Partners*

Leveraging Information for Smarter Business Outcomes



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Leaders are Leveraging Information in New Ways

10%

REDUCTION IN ENERGY COSTS

Smarter Grids

Pacific Northwest National Lab

20%

LESS TRAFFIC

Smarter Traffic System

Stockholm, Sweden

90%

LOWER COST OF THERAPY

Smart Healthcare

ActiveCare Network

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Accelerated Pace of Decision Making

Smarter Businesses Use Information to Make More Intelligent Choices

Decrease Costs

Better Manage Risks

Increase Revenue

Increase Productivity

Organizations are Data Rich, ...Information Poor

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Optimizing Everything a Business Does…

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The Information Challenge…

Leveraging Information for Smarter Business Outcomes

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The Information Challenge…

52% of users **don't have confidence** in their information

42% of managers **use wrong information** at least once a week

Leveraging Information for Smarter Business Outcomes

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Information Innovation Story from LGE

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L G

Overseas Subsidiaries 84

Workforce 83,000

Business Areas: DA, MC, DD, DM

* DA: Digital Appliance MC: Mobile Communications DD: Digital Display DM : Digital Media

But.. Information was not Globally Integrated

Business Challenges

Globally integrated supply chain

Global visibility of management infor

Global Standard business Processes

Global inventory Control

Cost Innovation

Information Challenges

No global standard for data

No integrated process for data

Data duplication

No global standard for data hierarchy

Too much information

Single source of Trusted information is needed for across the enterprise

Efforts for Global Information Integration

2005 Initiate Global Single Instance Strategy

2006 – 2010 Global ERP implementation and Roll-in

2005 - 2007 Master Data Management

IBM Information On Demand

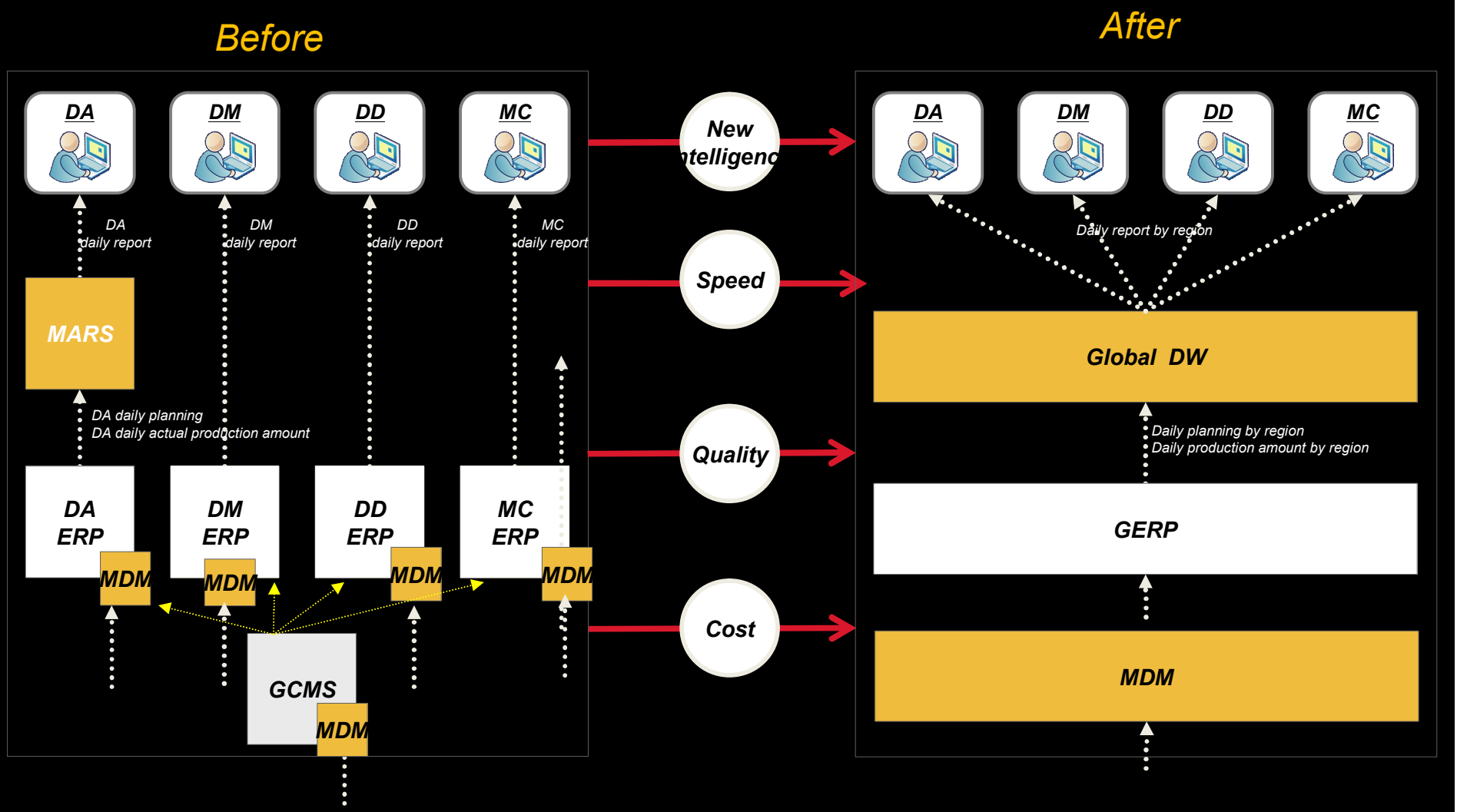
- 2005 – Part master management
- 2006 – Model, Supplier, Customer master management
- 2007 – Complete Enterprise MDM

2007 - 2010 GSI Enterprise Data warehouse

IBM Information On Demand

- 2008.1 – 1st Pilot (Korea, Australia)
- 2008.8 – 2nd Pilot (UK, Germany, Indonesia, Jordan)
- 2009.1 – 1st Roll-in (EU(4), CIS(4), Canada)
- ~2010 – Complete GSI Enterprise Data warehouse

Now.. LGE is true Global Enterprise



.. With New Intelligence

Effective Marketing/Sales Strategy

- Consistent reporting from any system based on product hierarchy standard
- Global Performance analysis based on common criteria

Customer Relationship Management

- One single global supplier/customer analysis
- Different treatment based on global trading amount

Inventory Control

- Efficient Inventory control with one single global model/Parts/ master concept
- Manage supplier as family concept

Cost Innovation

- Manage optimum number of parts
- Minimize duplication

Employee Productivity

- Effective communication between manufacturing and sales offices by Managing One global sales model master

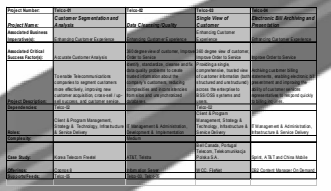
Future..
Information Quality for Smarter Enterprise

Key to Success

Helps to understand the benefits of information as strategic asset for EDW users

Smarter LGE

Information Quality



EDW

MDM

Next step for the future

MDM is not one time project but on-going process and it needs continuous data cleansing for the information Quality

Long Journey for Information Innovation

Thank you

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Leveraging Information…

KT

Improving Customer Service

Industry Models, Analytics & Trusted Information improve employee insight

Information from 50+ Systems…

Tong Yang Investment Bank

Capital Market Integration Act

Streamlining compliance; Integrating & analyzing customer data

quickly & reliably…

WOORI BANK

Optimizing Processes with Content

Automated Loan Processes help Optimize Workforce Productivity

Loan processing time cut in half…

Dongbu

Customer Profitability Analysis

Company-wide Information Sharing BI & Reporting Workflow from

10 days to 2 hours…

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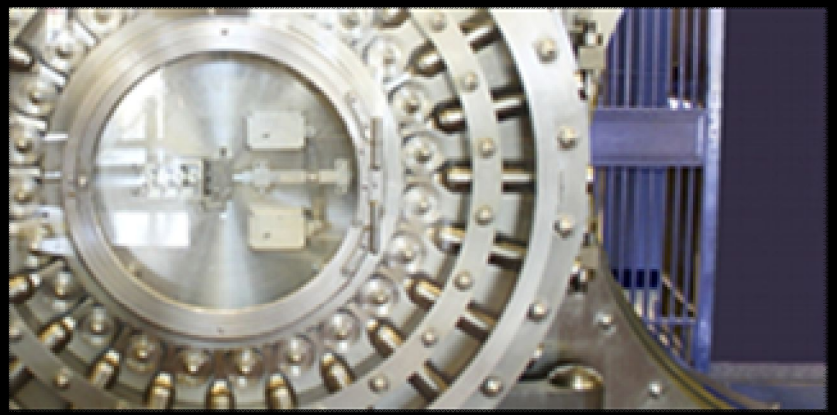
A

Each successful in its own right; but limited speed and flexibility…

A Global Bank

- *5 data warehouse projects in 5 years*
- *Large customer call center deployment*
- *Reengineered CIF System*
- *Millions invested*



"I still can't sleep at night…

I don't have a real-time & accurate view of my risk posture…"

Chief Risk Officer

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A Global Financial Services Firm…

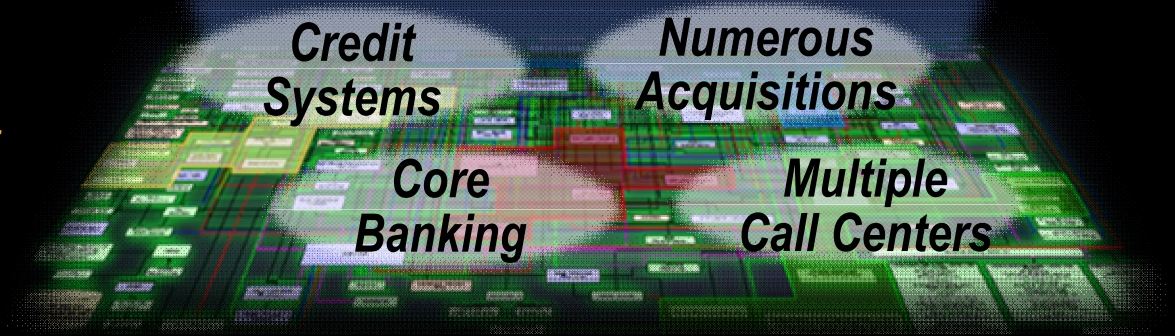
Leveraging Information for Smarter Business Outcomes

Trusted Business Information

Platform Expansion; Unstructured Data

Analytic & Information Services

Information in Thousands of Systems



>300 Systems of Record… 30X Duplication Factor…

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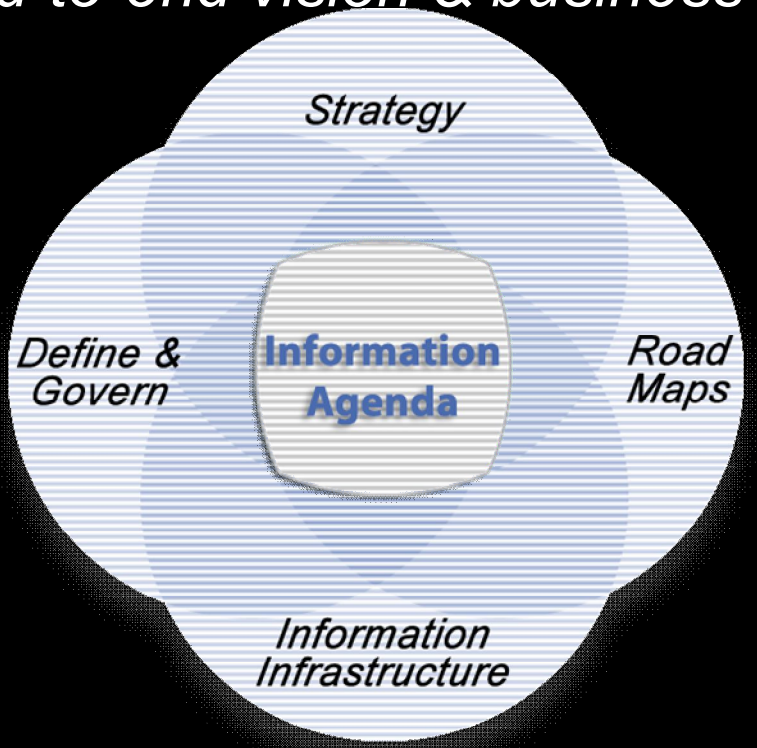
Accelerating an Information Agenda

A Proven Approach

Establish end-to-end vision & business-driven value

Align people, process, & information



Accelerate projects for short & long-term ROI

Architect an extensible information infrastructure

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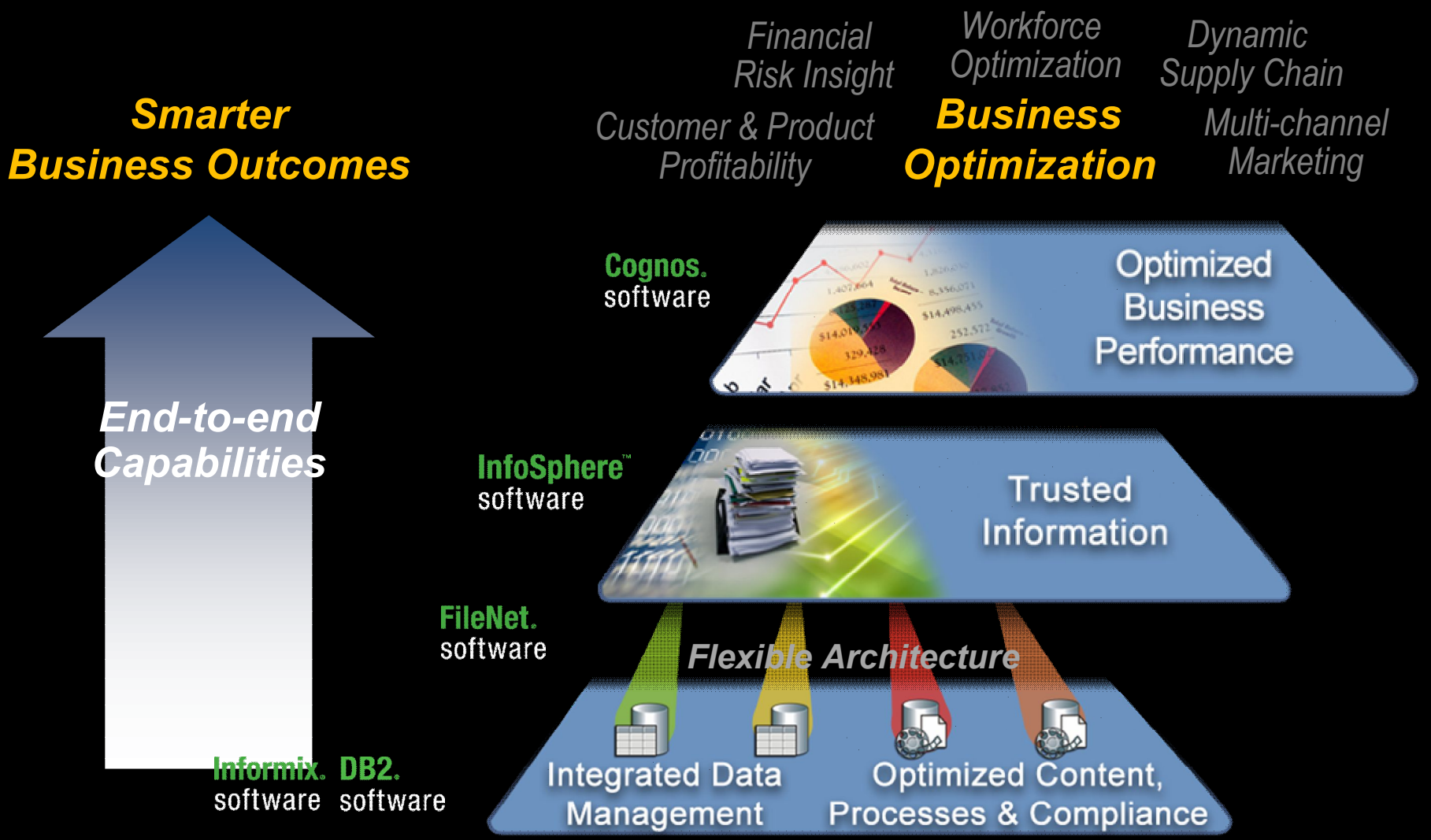
IBM Information Software Portfolio



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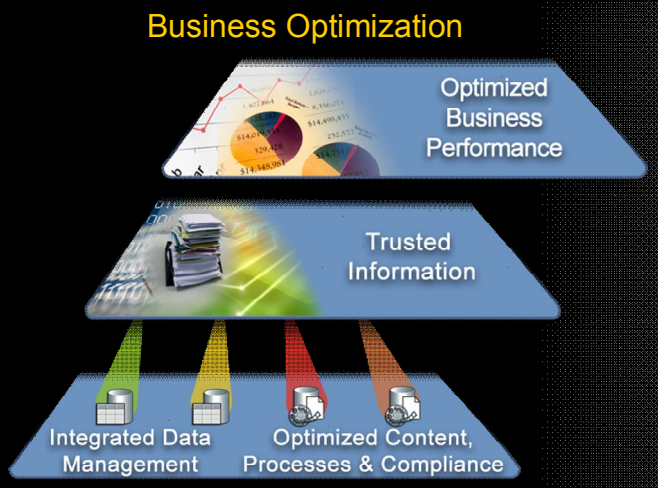
Information Agenda Industry by Industry

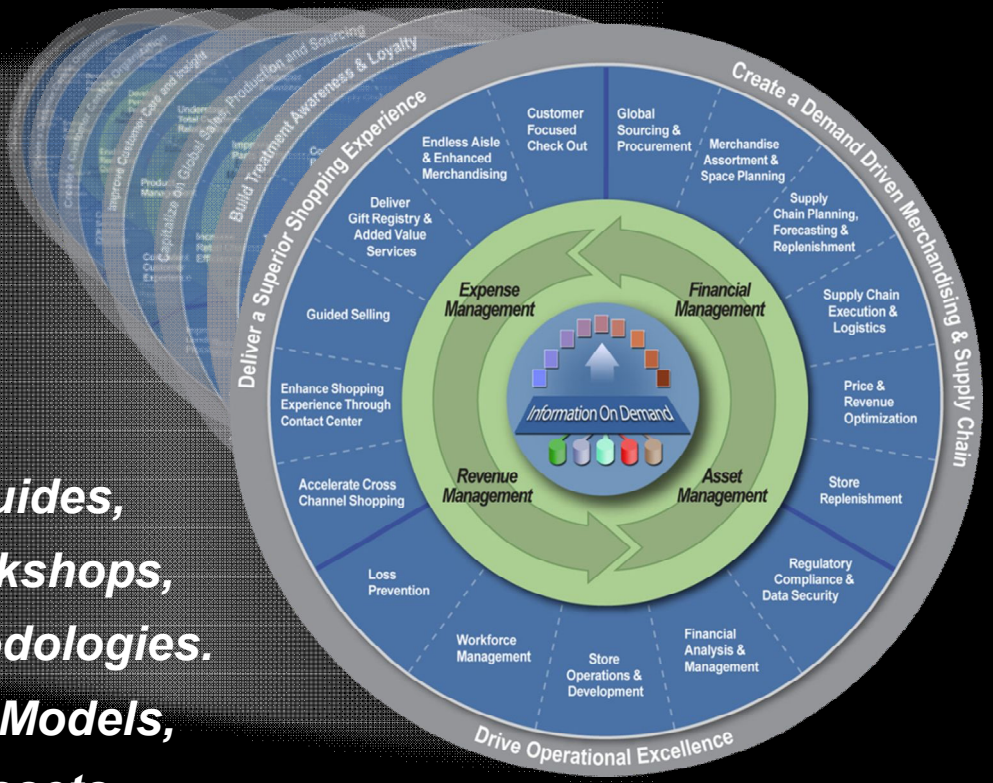
Accelerating Smarter Business Outcomes

End-to-end Capabilities



Guides, Workshops, Methodologies. ROI Models, Assets, Tools…

Consistent Client Success



17 Industries

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Acknowledged By Industry Analysts

IBM Leads Overall and in All Categories

Gartner

"…the only vendor in the leadership quadrant: Business Intelligence Services, Data Quality, Data Integration, Customer Data Integration, Info Access…"

ovum

"…Since 2006, IBM has deliberately & doggedly constructed an unparalleled portfolio of software …it's difficult to see how any competitors will be able to compete anytime soon…"

VENTANA RESEARCH

"…You are definitely ahead of the competition. The question is by how much? Is it 2 years?"

intelligent enterprise

"IBM has stayed maniacally focused on helping companies to build a trusted information layer. It adds technologies when they emerge as important differentiators."

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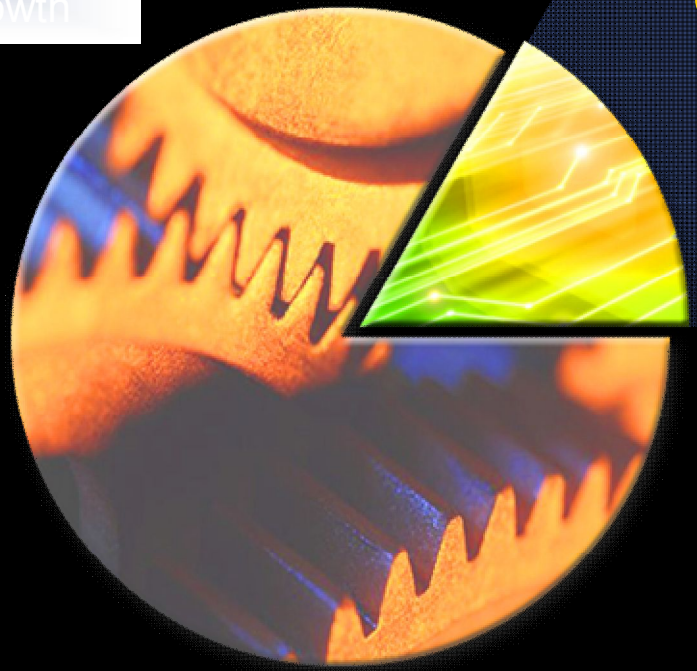
Organizations are Increasingly Focused on Optimizing their Business…

2X

Business Optimization Growth is over 2 Times Faster than Business Automation Growth

Business Optimization

7.8% CGR



Business Automation

3.3% CGR

IT Spending Estimates, 2009*

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* Includes Hardware, Software and Services. Does not include Networking, Printer, or Standalone Printer or PC Markets. CGRs 2009– 2012.
Opportunity estimates based on analysis done by the IBM Market Intelligence Department. IBM Market Intelligence data is provided for illustrative purposes and is not intended to be a guarantee of market opportunity.

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