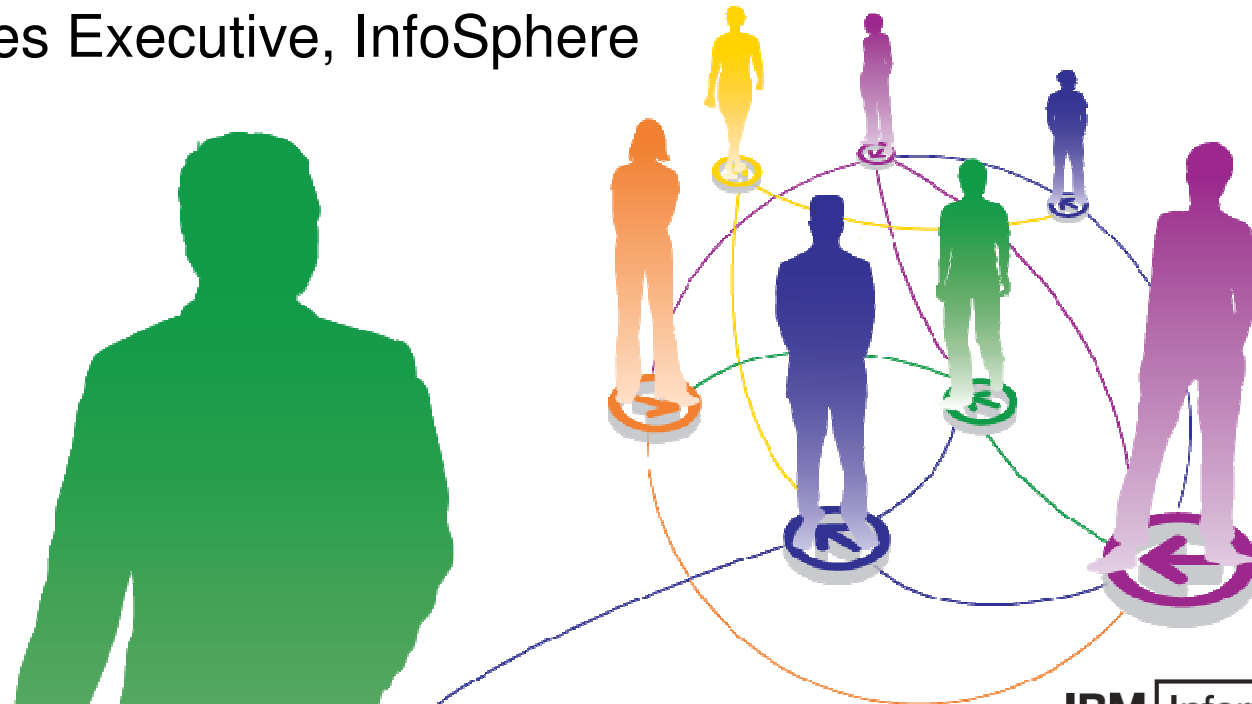


Create, Manage and Govern Trusted Information

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WW Sales Executive, InfoSphere



IBM Information
ON Demand 2010



INFORMATION-LED
TRANSFORMATION



LEAD
THE WAY



IBM

January 21 - SINGAPORE • January 26 - MALAYSIA • January 28 - THAILAND

Session Outline

There are intensifying business pressures (M&A, competitive pressures, regulatory compliance, globalization, etc.) driving the need to get more business value from your information. At the same time, various technical challenges (departmental data silos, rapidly increasing volumes of information, complex IT architectures, etc.) are making it difficult for companies to effectively leverage their information. You must establish an accurate, trusted view of information across the organization to create greater insight and drive more business value. Learn how to best take advantage of all the different technologies in the market to Fast Track your most strategic initiatives.



Agenda

- What is our 'Trusted Data Strategy'
 - The Information layer
 - Data Governance
- Start with an effective Design
 - InfoSphere Foundation Tools
 - Integrated Metadata Environment
 - Benefits
- Accelerate & Optimize with Integration
 - Cleansing
 - Transformation
- Questions

Unlocking the Business Value of Information

Customer & Product Profitability Financial Risk Insight Workforce Optimization Dynamic Supply Chain Multi-channel Marketing

Business Optimization

**BETTER
BUSINESS
OUTCOMES**

COGNOS®

Business Intelligence
& Performance Management

BUSINESS
VALUE

InfoSphere™
software

Information Integration,
Warehousing, & Management

UNLOCK

Data Management Content Management

INFORMATION
ASSETS

The Trusted Information Story

Single, trusted view of information across the organization, managed over a strategic period



Collective intelligence
& agreement on what

Shared Definitions



Appropriate sources of data and
content to create trusted

*Appropriate
Information Sources*



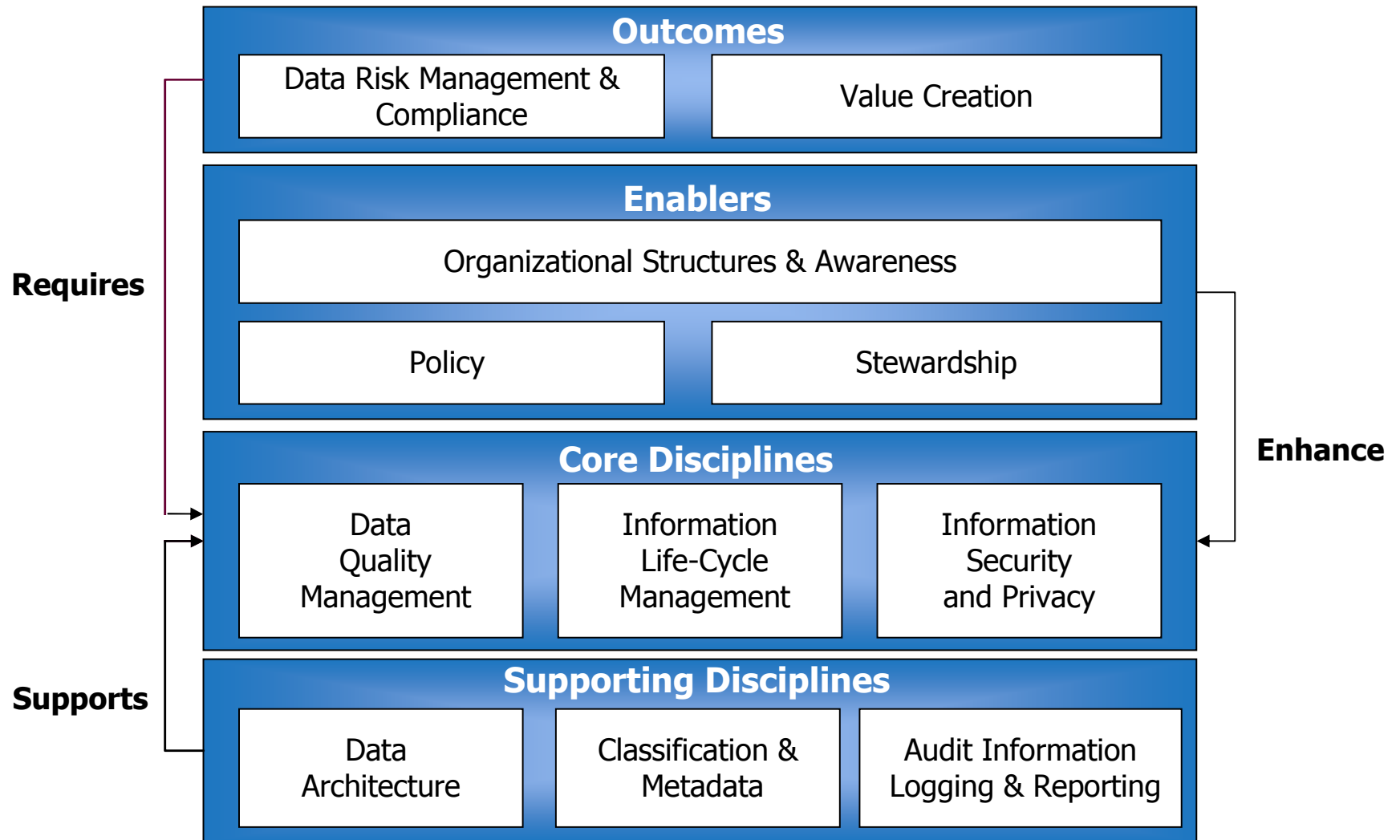
Processes for managing
trusted information over
a strategic period

*Information
Management Processes*

*Information
Governance*

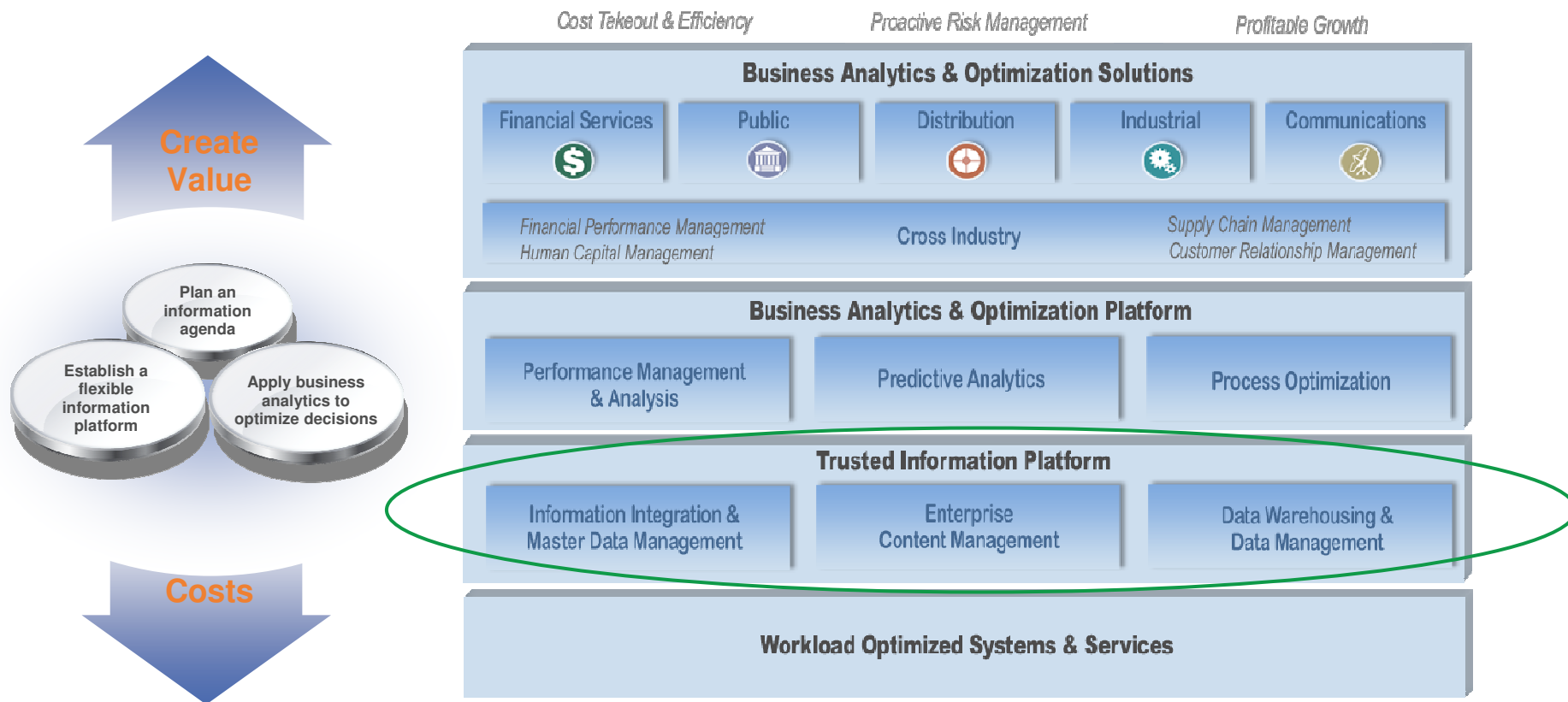
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Information Governance Maturity Model



Getting started with Trusted Information

Information-Led Transformation

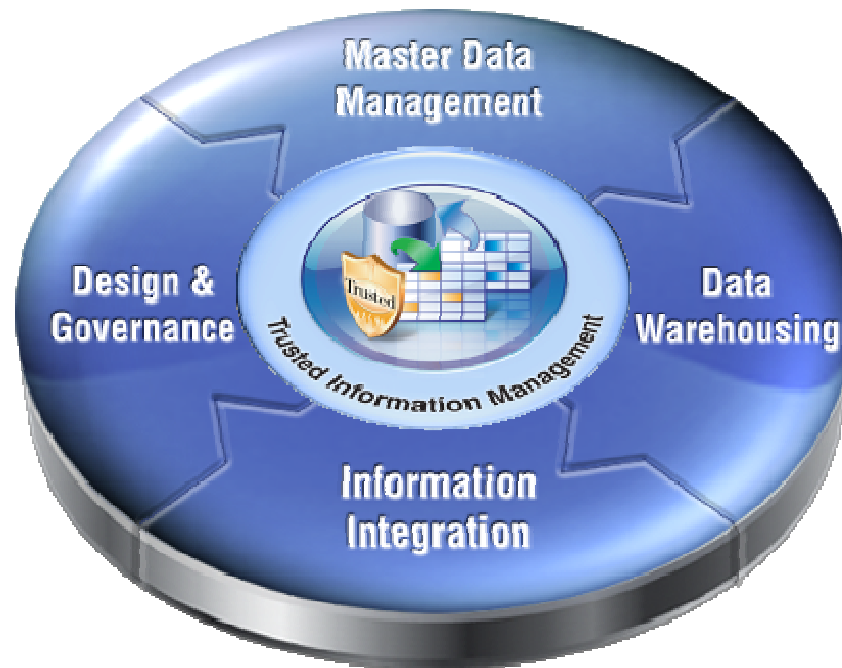


Trusted Information Across The Enterprise

A Range Of Capabilities Are Needed

Get a single view of your business ...

Discover, design
and govern your
data ...



Deliver better
business
intelligence faster
...

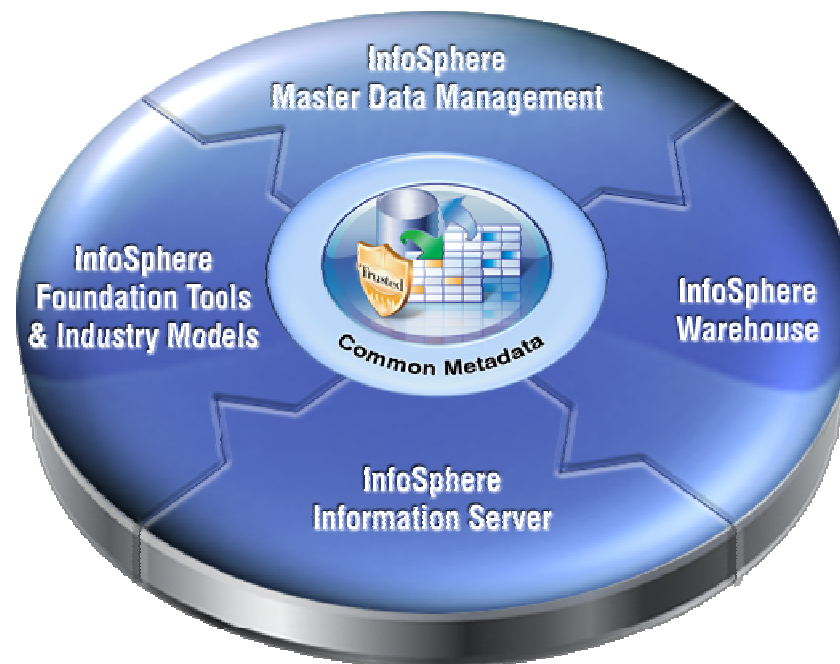
Simplify the complexity of
information integration ...

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The InfoSphere Vision

An Industry Unique Information Platform

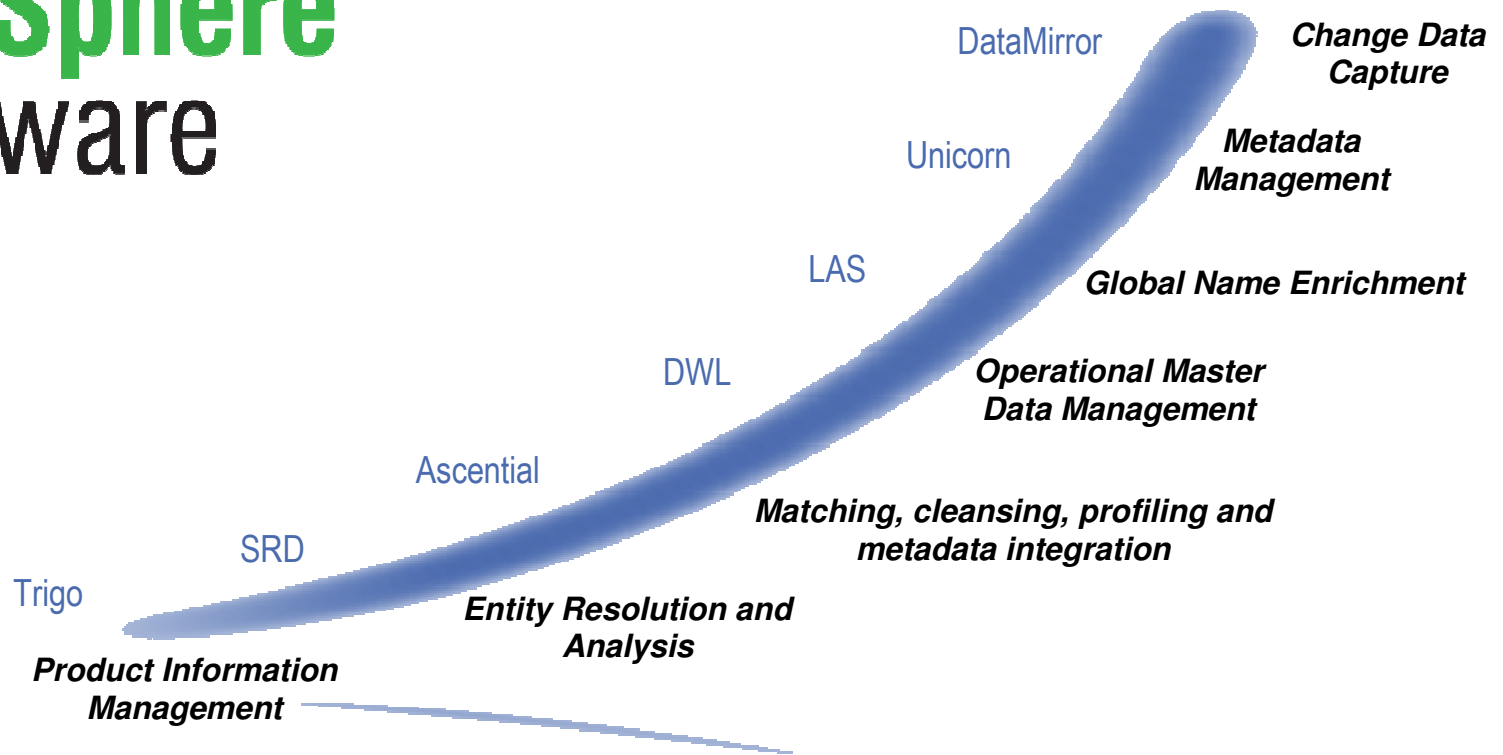
- Simplify the delivery of Trusted Information
- Accelerate client value
- Promote collaboration
- Mitigate risk
- Reduce costs





The InfoSphere Software Evolution

InfoSphere™ software



Incorrect Information impacts the business

83% of data integration projects either overrun or fail



Inaccurate or incomplete data is a leading cause of failure in business-intelligence and CRM projects



25% of time is spent clarifying bad data



Scrap and rework
Increased costs

Lack of consumer confidence

Lost opportunities

Low data quality costs companies \$611 billion annually

Undetected defects will cost 10 to 100 times as much to fix upstream

IBM Information Services in the Context of defined User Roles

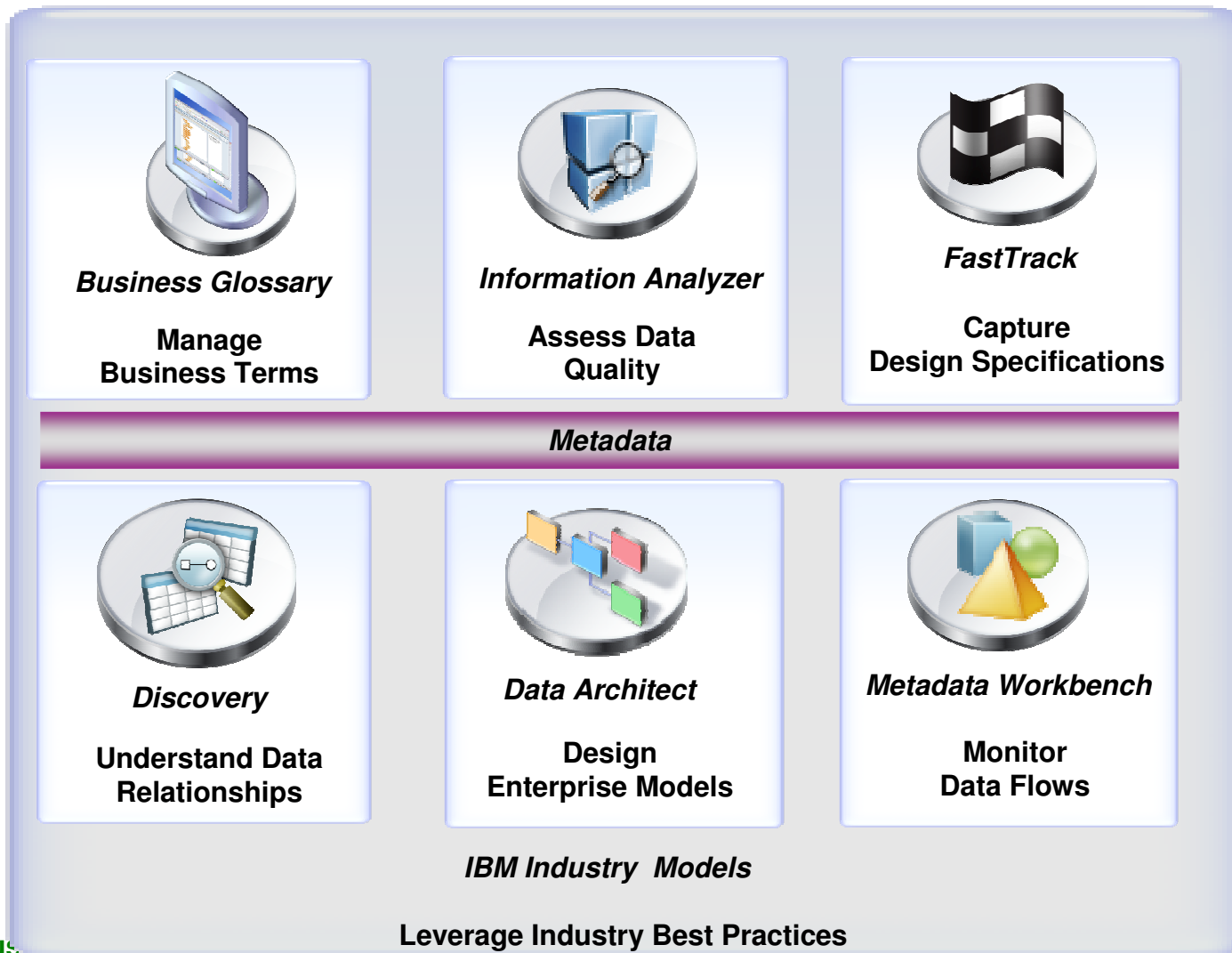
Integration brings Information together

- Integration & transformation are key to enabling information to be used in new business contexts
- Needs to be metadata- and data-driven
- Multiple information experts and project managers rely on and use the information imparted by the metadata and the data

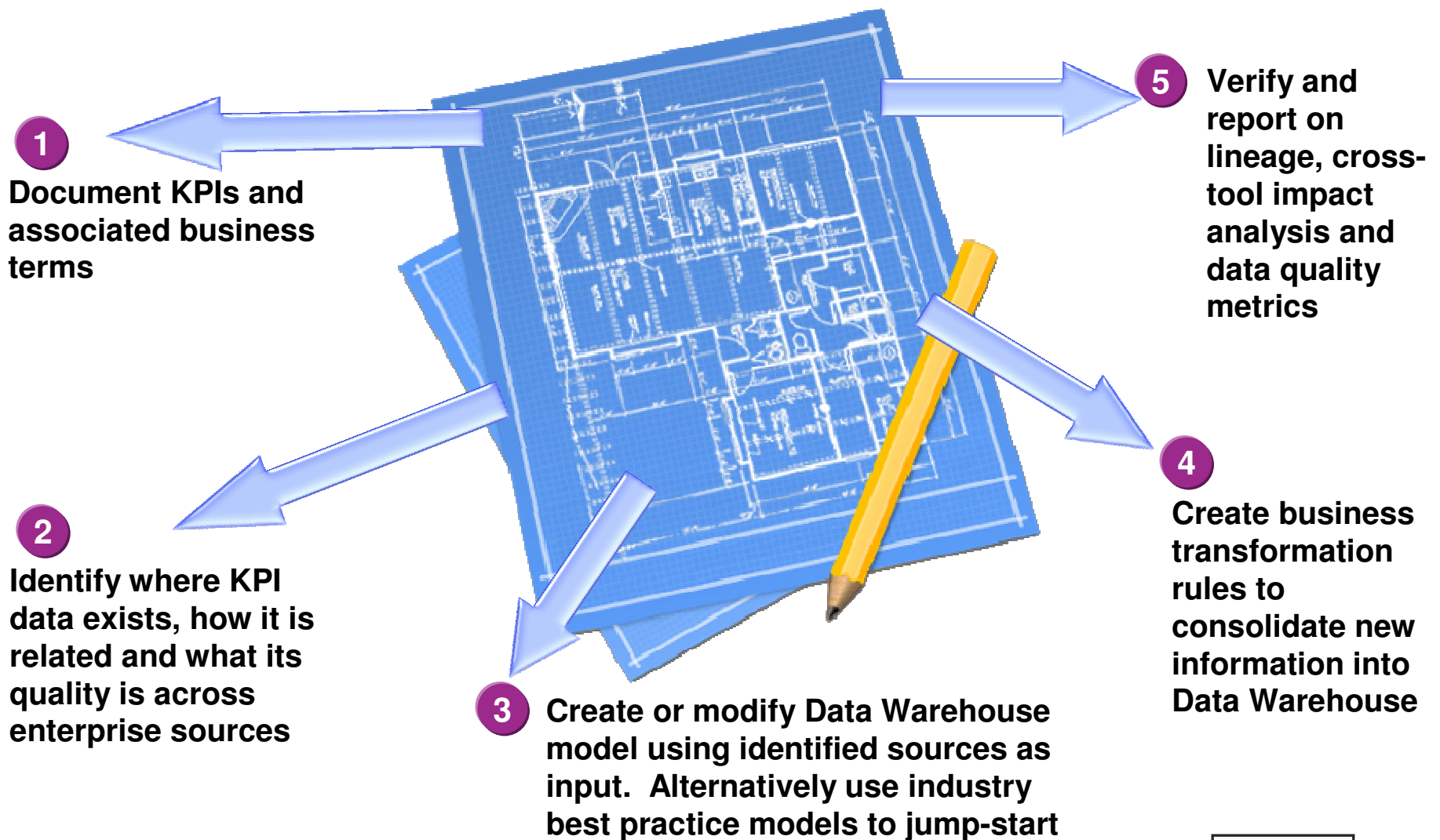


InfoSphere Foundation Tools

Govern your information assets – while leveraging the metadata



InfoSphere Foundation Tools Use Case Scenario



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InfoSphere Business Glossary



Business Glossary

Create and manage business vocabulary and relationships and related to physical sources

Requirements

- Capture business terms and classifications
- Link business terms and classifications to IT assets
- Identify data stewards and make glossary accessible

Benefits

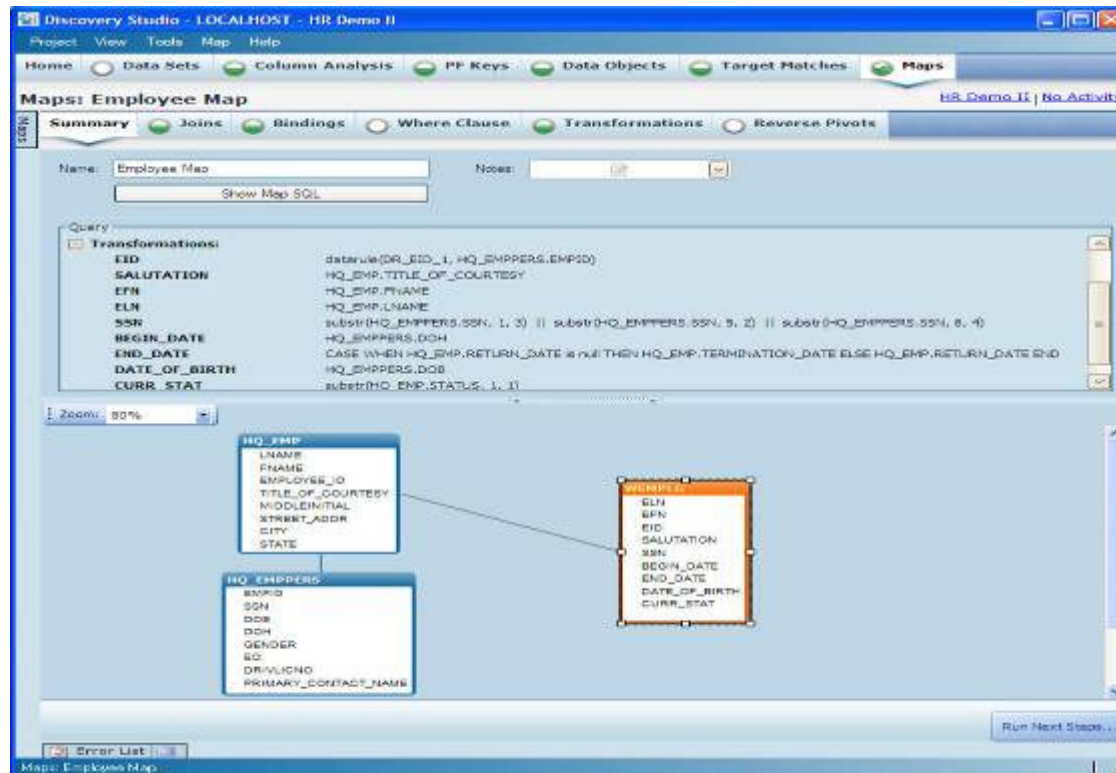
- Context for information is available to everyone, immediately
- IT projects are aligned with data governance
- Collaboration increases across business and IT

InfoSphere Discovery



Discovery

Accelerate project deployment by
automating discovery of your
distributed data landscape



Requirements

- Define business objects for archival and test data applications
- Discover data transformation rules and heterogeneous relationships
- Identify hidden sensitive data for privacy

Benefits

- Automation of manual activities accelerates time to value
- Business insight into data relationships reduces project risk
- Provides consistency across information agenda projects

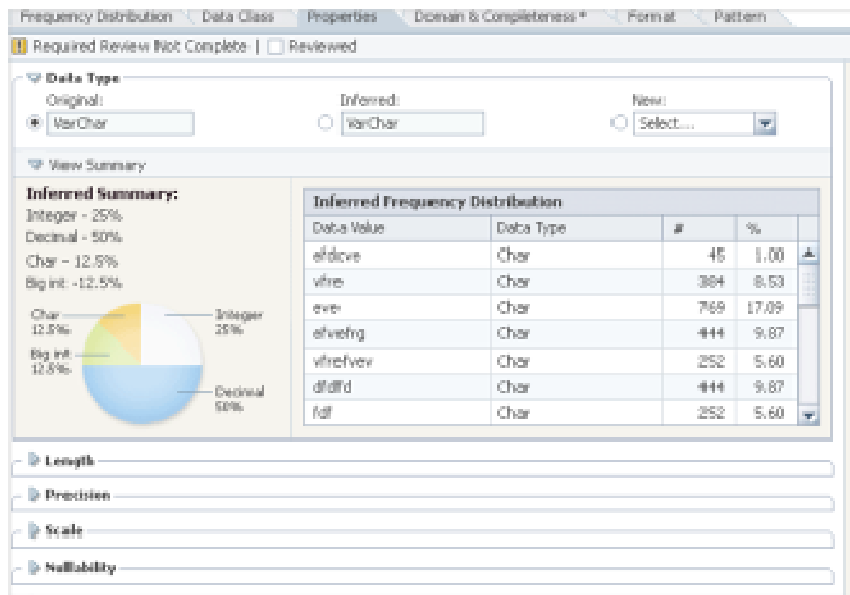
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InfoSphere Information Analyzer



Information Analyzer

Analyze source data quality and monitor adherence to integration and quality rules



Requirements

- Perform data quality assessment
- Define business rules to monitor data quality
- Establish stewards for governance of data quality

Benefits

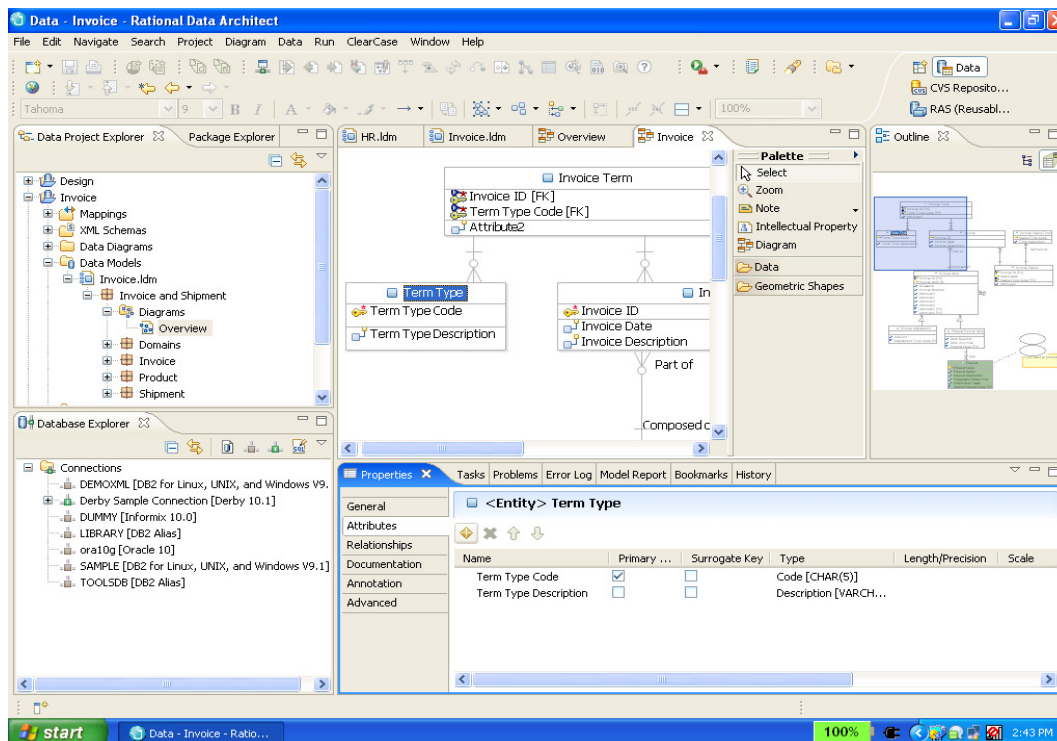
- Identify data quality issues early to reduce project risks
- Monitor quality metrics over time for compliance
- Create business confidence with trusted information

InfoSphere Data Architect



Data Architect

Model, visualize, and relate diverse
and distributed data assets



Requirements

- Design and manage enterprise models
- Enforce model conformance to enterprise standards
- Leverage industry data models for best practices

Benefits

- Speed design activities
- Populate Business Glossary from model terms
- Validate models for enterprise conformance

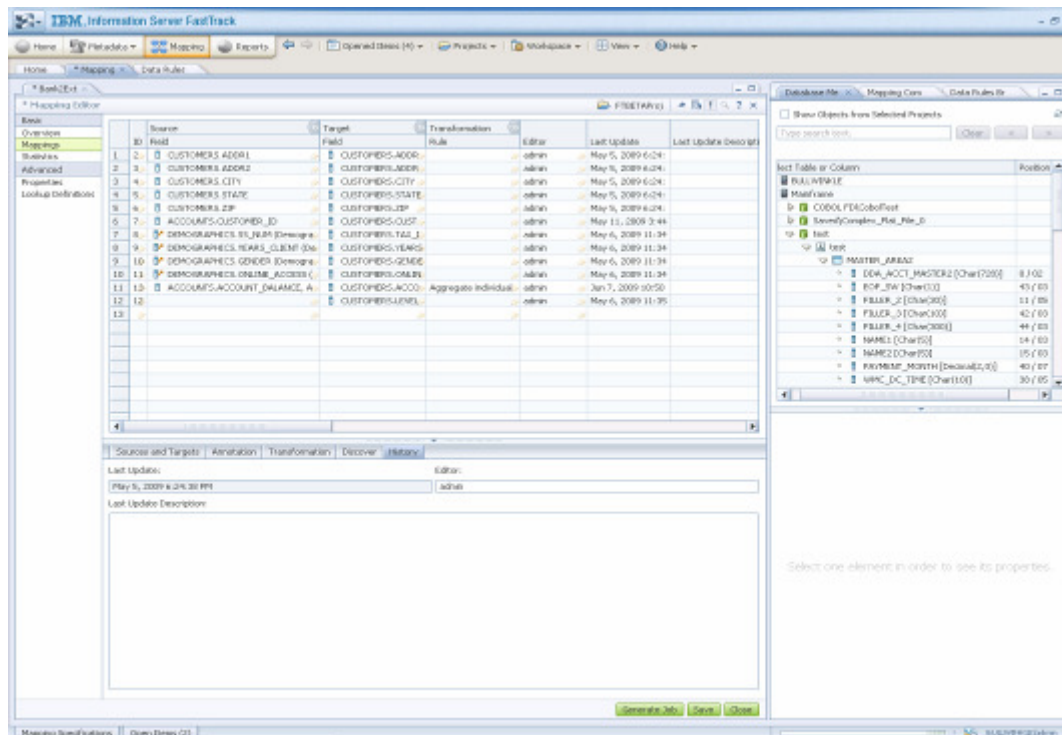
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InfoSphere FastTrack



FastTrack

Capture Design Specifications and
accelerate translation into data
integration projects



Requirements

- Capture business requirements for source to target mappings
- Leverage source analysis and business vocabulary
- Generate candidate ETL jobs

Benefits

- Accelerate development of integration processes
- Centralized management of specifications
- Audit design decisions over time

InfoSphere Metadata Workbench



Metadata Workbench

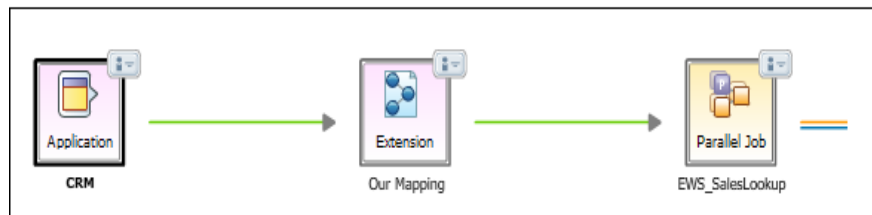
Support information governance with traceability on data movement, modeling & BI applications

Requirements

- Understand the impact of making changes to information environment
- Visualize and trace information flows across enterprise landscape
- Access and report on operational metadata

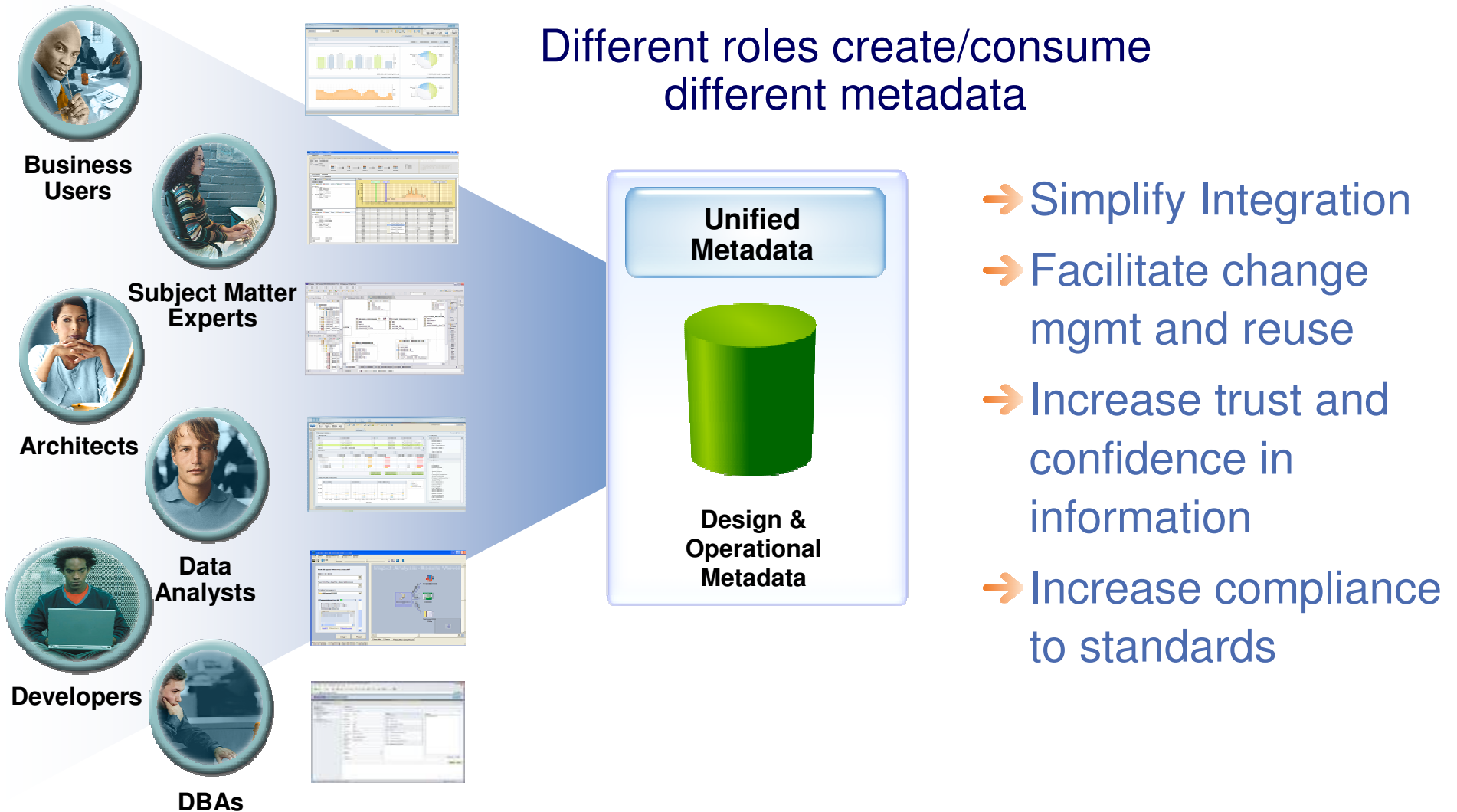
Benefits

- Avoid system disruptions
- Provide audit information for data governance
- Build trust with LOB users

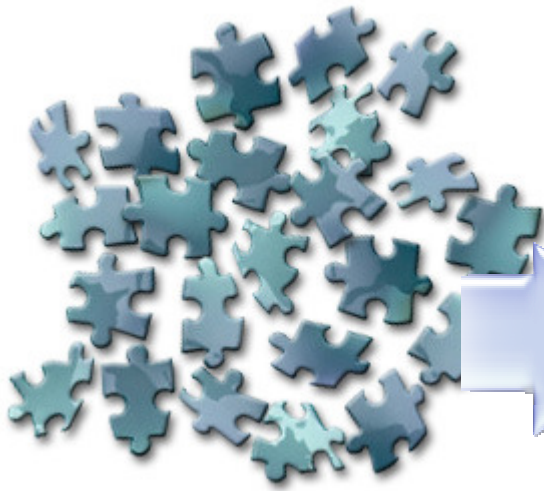


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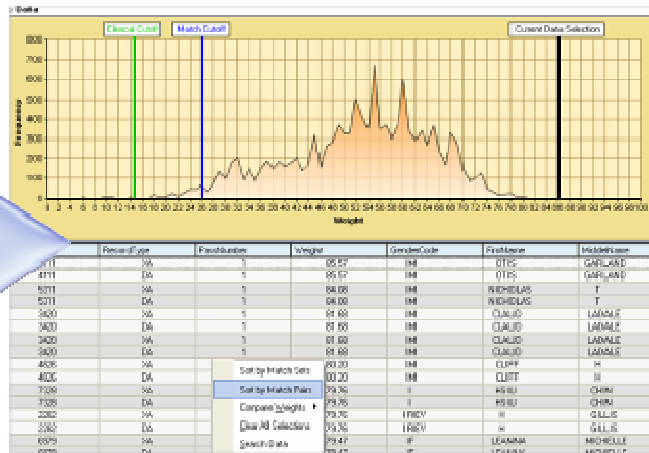
Why you should care about integrated metadata...



Cleansing Your Data



InfoSphere QualityStage



**Complete &
accurate view**

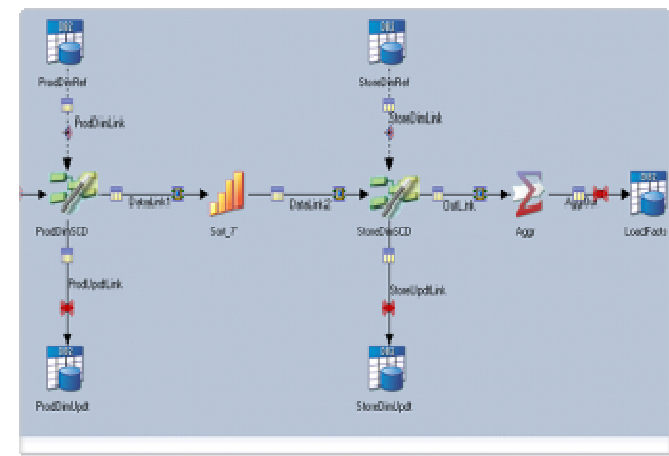
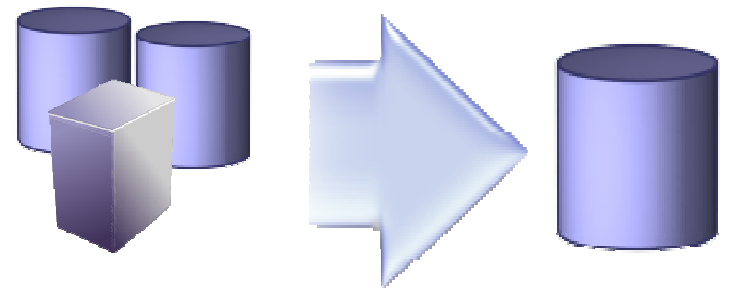
- Redundancies
- Lack of standards
- Unlinked records
- Incorrect data

- Standardizes and matches data
 - Removes duplicates
 - Cross-references matching records
 - Survives a single complete record
 - Cleanses & enriches data

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Data Transformation & Movement: InfoSphere DataStage

- Codeless visual design
- Hundreds of built-in transformation functions
- Optimized for reuse
- Supports balanced optimization to leverage database processing power
- Batch and real-time support

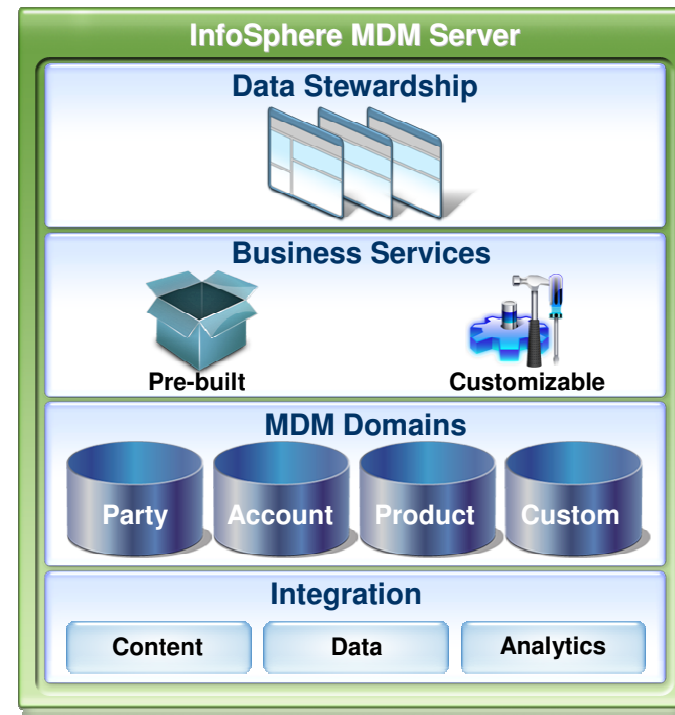


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InfoSphere MDM Server

Single source of truth for master data for all applications

- Business Services
 - Enables business process to easily leverage master data
 - Speed time-to-value, reduce subsequent phase investment
- Functionality
 - Stewardship: Data Quality, Stewardship, & User Interfaces
 - Events: Event Management & Business Rules
 - Security & Entitlement: ROV
- Multi-domain
 - Extensible data model supporting domains including Party, Product, Account & Location
 - Relationships between domains
- MDM Workbench
 - Tooling for easy extensions to data and UI generation
- Robust Data Integration
 - Pre-built Data Integration & Quality



Benefits of IBM InfoSphere MDM Portfolio

Advanced Functionality and Usability

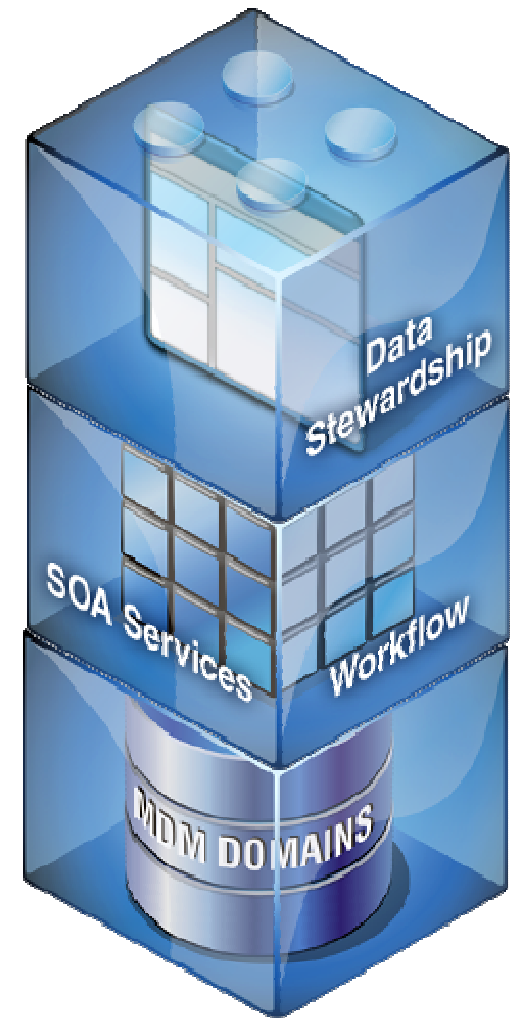
- Delivering trusted information via workflow, business processes, UIs
- Providing flexibility, Accelerating time-to-value
- Easily adapts to your environment

Technology Leadership

- Managing Complexity and Volumes in data sources
- High Performance, scalability, large scale references
- Integrating to front and a back end applications

Strategic MDM Vision

- Roadmap addresses customers needs for growing scope
- Additional Domains, New Functionality
- Innovation



IBM Smart Analytics System

The Solution



- ✓ **The IBM Smart Analytics System is a complete, pre-integrated & optimized analytics solution designed to accelerate your businesses ability to quickly deliver insight where and when it's needed, and to adjust and grow based on your company's ever changing business needs.**

- broad analytic capabilities*
- powerful warehouse capabilities*
- scalable and fully-integrated IBM hardware*
- set-up services and single point of support*

- ✓ **Deliver results in days instead of months.**

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Thank You & Questions

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