

Smart Work for a Smarter Planet:

Business Aligned IT Discovery Series 2009.

Get Instrumented, Intelligent, and Interconnected.
And Ready for a Smarter Planet.



Deploying a Dynamic Infrastructure

Information Infrastructure Priorities, Capabilities
and Experiences

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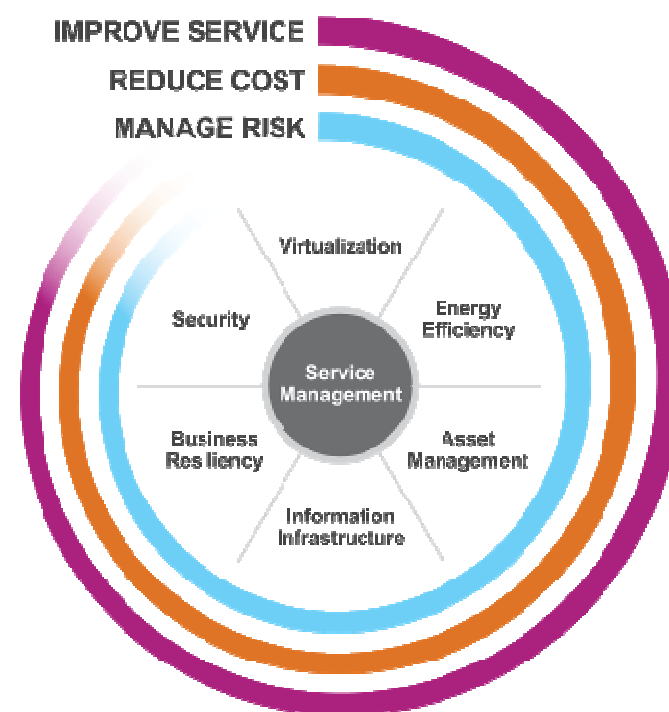
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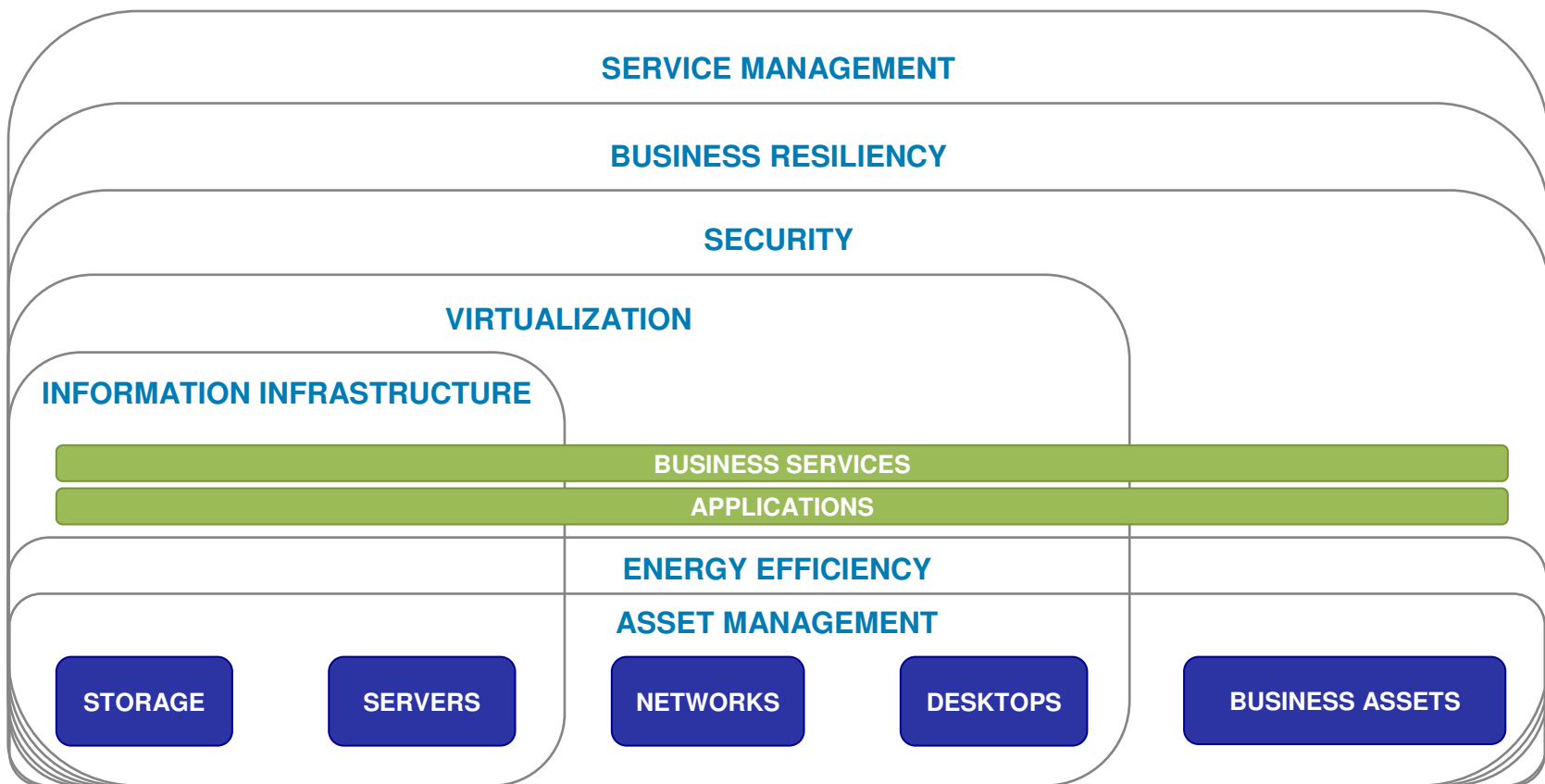


Agenda

- **An overview of Information Infrastructure**
- **How Information Infrastructure is being exploited in the market**
- **How ISM Group applies Information Infrastructure**
- **Business and IT priorities for Information Infrastructure**
- **How IBM is enabling Information Infrastructure with our clients**
- **Current Information Infrastructure capabilities**
- **Customer successes deploying Information Infrastructure**



Information Infrastructure delivers capability for a portion of infrastructure, applications and business services



The Information Challenge



Enterprise data is exploding (57%CGR), businesses are under pressure to cost efficiently store, protect and manage it

*Cost Efficiencies
Globalization
Risk & Compliance
Mergers & Acquisitions*

- Many industries require data to be retained more than 50 years
- 80% of this data is now unstructured email, images, videos, documents
- Disruptions from downtime can cost up to 16% of a firm's total revenue

*Volume Explosion
Unstructured Data
Multiple Versions
Inaccessible, Untimely*

Data Volume

By 2010, the codified information base of the world is expected to double every 11 hours. Data is exploding, & its nature is changing to machine-generated – from sensors, RFID, meters, GPS systems & more

Data Variety

With the expansion of information comes large variances in the complexion of the available data – 80% of data is now unstructured, contributed largely by email, documents, images and video



Data Risk

With more than 30 new compliance regulations worldwide, the amount of data that is subject to regulation is growing at 64% per year. More than 60% of IT executives now rate compliance with regulations a top challenge

Data Retention

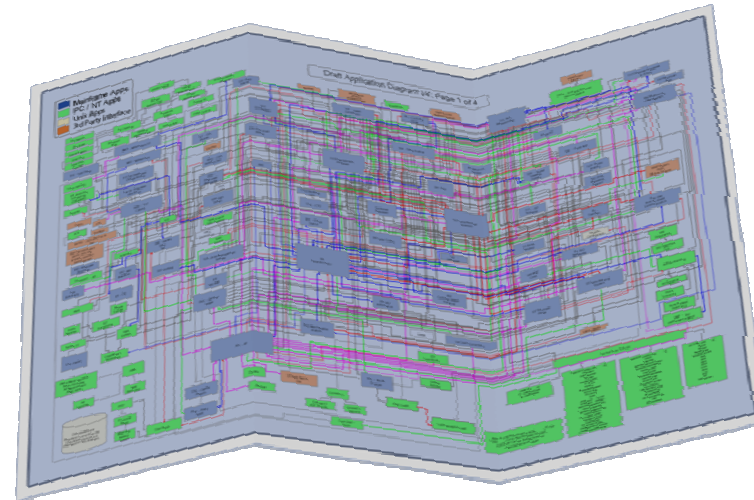
Many industries require certain data to be stored for more than 50 years. But on average 37% of a firm's data is inactive or expired. Storing and archiving this data unnecessarily increases business risk, energy consumption and IT costs

How Do We Leverage Information For Smarter Business Outcomes?



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

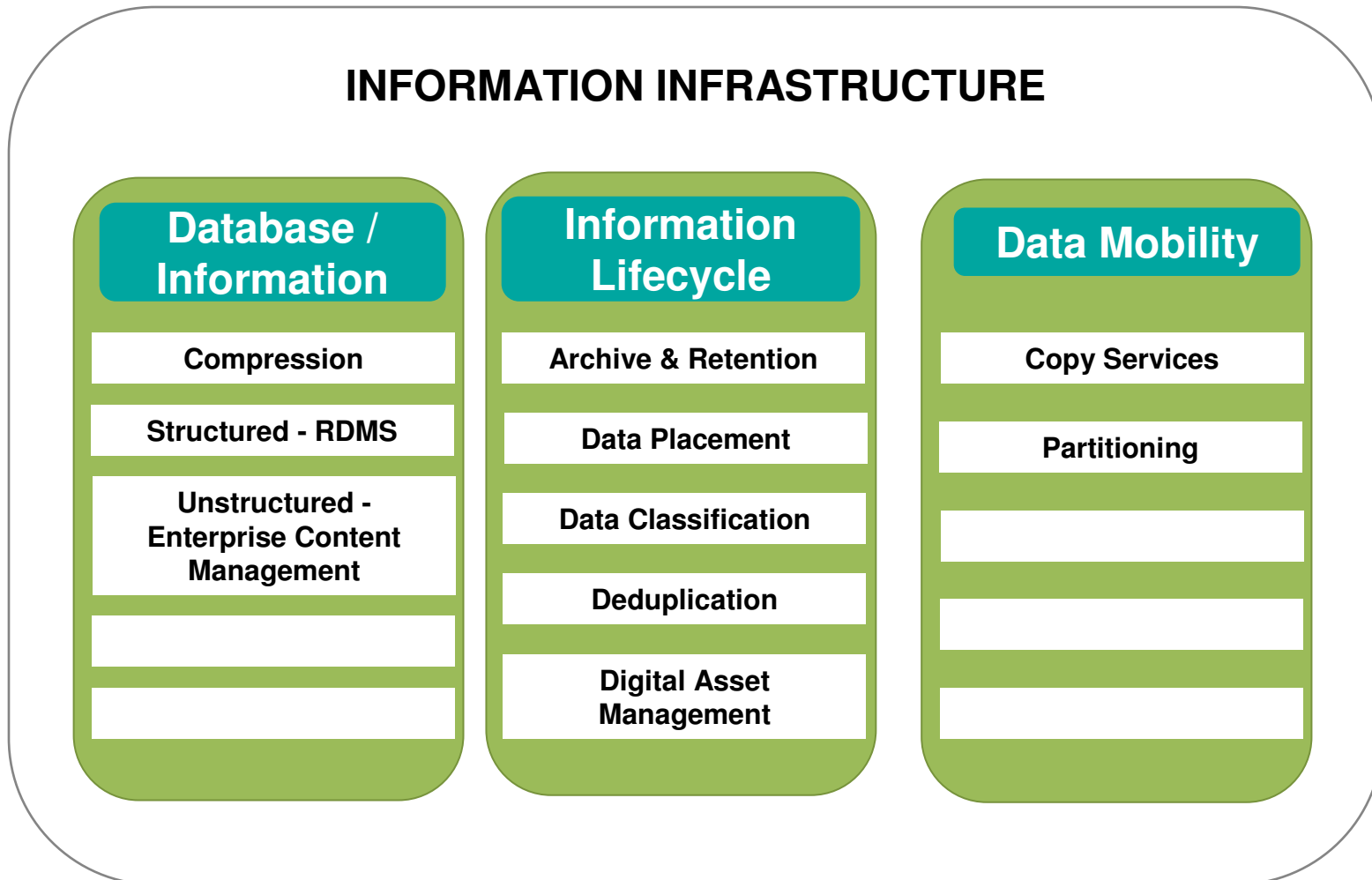
59% of managers miss information valuable to their jobs because they can't find it



47% of users don't have confidence in their information

Sources: [Accenture Survey, January 2007](#) [AIIM Survey, July/August 2007](#)

Information Infrastructure Functional Groups



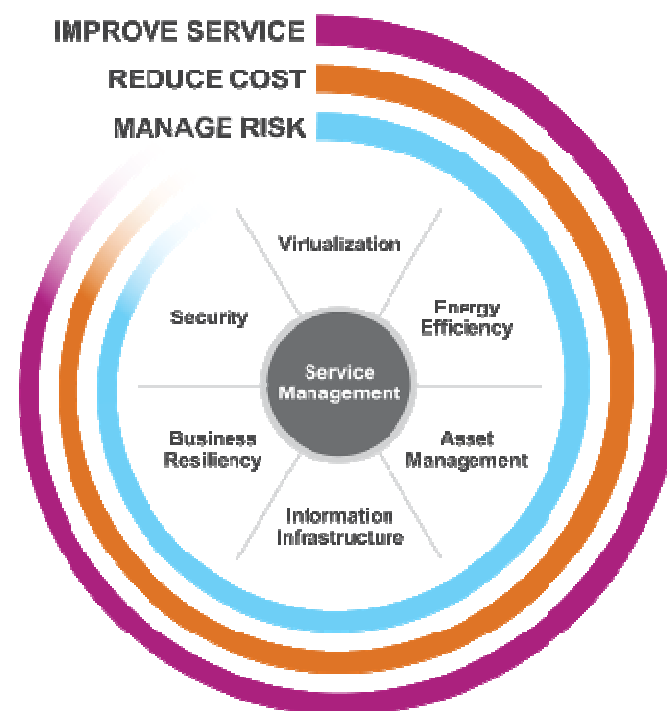
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Why Information Infrastructure?

As firms look to create insight from the explosion of new information available to their business, it is essential for that information to be:

- Cost-efficiently and securely stored or archived
- Made accessible and available to the business where and when its needed
- Supporting compliance and retention policies

IBM brings together a breadth of Information Infrastructure solutions to address these needs, providing the foundation for clients to efficiently and effectively store and manage information and mitigate risks so they can unlock the business value of that information, create new insights and confidently take action.



Deploy a resilient, secure Information Infrastructure to protect, manage and gain insight from information



Information Availability

How to deliver continuous and reliable access to information?

59% of managers miss data they should have used



Information Security

How to protect and enable secure sharing of information?

84% of security breaches come from internal sources.



Information Retention

How to support our information retention policies?

Some information may need to be kept for up to 100 years



Information Compliance

How to reduce our reputation risks and audit deficiencies?

37% of data is expired or inactive

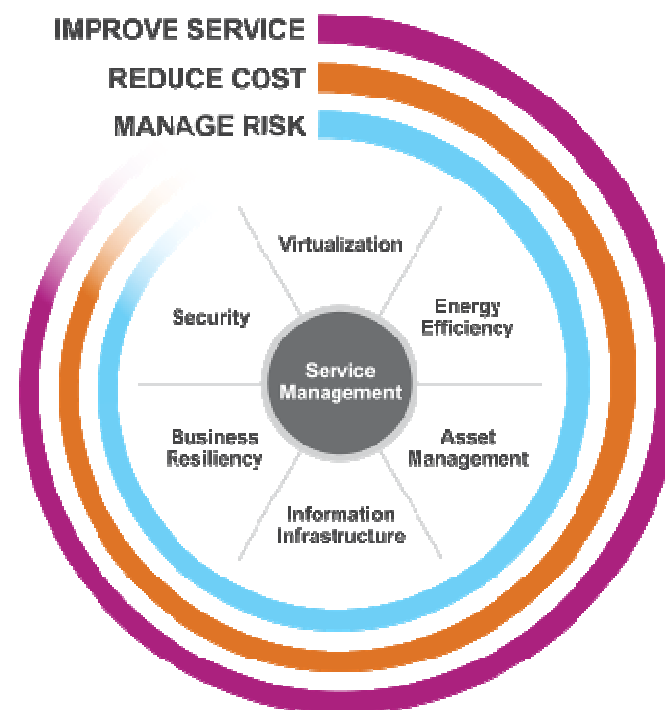
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ISM Group: Information Infrastructure



Meet all Compliance & Governance Requirements for Information Retention

Reduce costs associated with downtime to restore information

Better Management of Customer Information & Logistics Information

Better Decisions Based on Improved Reporting & Business Intelligence

Improve Information Availability

Improve Information Security & reduce legal liability exposure

Dashboard Data:

 	Round 1 Availability 100% Impact 0% Shipments 0 / 96 Max Rev \$850,000 Actual Rev \$0 Lost Rev \$0	International 14:02 IJP824 1 Queued 14:02 ICN935 2 Queued 14:02 IJP295 3 Queued 14:02 ICN092 4 Queued 14:04 IGB609 1 Queued 14:04 IBR711 2 Queued 14:04 IGB894 3 Queued 14:04 IBR269 4 Queued	Domestic 14:01 DAK681 1 Queued 14:01 DME700 2 Queued 14:01 DAK458 3 Queued 14:01 DME976 4 Queued 14:03 DKY461 1 Queued 14:03 DMT362 2 Queued 14:03 DKY247 3 Queued 14:03 DMT289 4 Queued	
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Where does Information Infrastructure rank in your current business priorities?



Select the most appropriate answer:

1. Information Infrastructure is not a focus area for our business
2. Our business views Information Infrastructure as an IT responsibility and allocates basic resources for improvements
3. Our business has an initiative in place to better manage our Information Infrastructure
4. Information Infrastructure is part of our corporate strategy

Where does Information Infrastructure rank in your IT priorities?



Select the most appropriate answer:

1. Information Infrastructure is confusing. We just try to handle things as they happen.
2. We need to be more strategic with Information Infrastructure. We are “fire fighting” implementation in one of the areas out of necessity. None of the others have started planning for solutions.
3. We have a strategy for Information Infrastructure. We have started defining plans across each areas and are in the process of implementing a few of our plans.
4. Information Infrastructure is critical to our IT success. We have implemented our plans and are seeing the results.

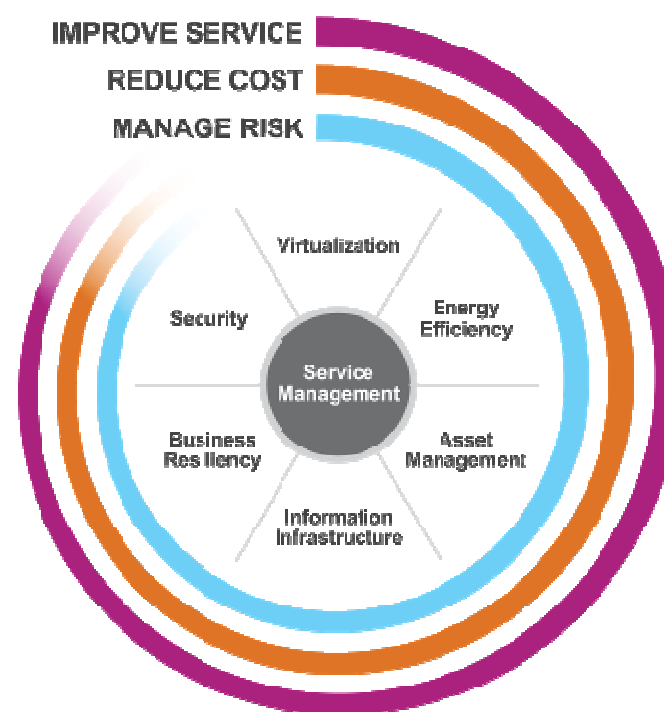
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IBM Information Infrastructure Solutions

Innovative, Integrated, Available Today



IBM and its business partners bring an innovative approach to enable clients to ***manage information more effectively and mitigate information risks with a dynamic infrastructure*** that efficiently and securely stores, protects and optimizes access to information

Our clients can protect, manage and gain insight from their information with our leading-edge storage and data management products, services and integrated solutions supported by world-class expertise and proven experience

Information Compliance



Mitigate information risks

Information Availability



Deliver continuous access to information

Information Retention



Support information retention policies

Information Security



Securely share information

Information infrastructure offerings and capabilities from IBM



INFORMATION INFRASTRUCTURE OFFERINGS FROM IBM

- Manage storage utilization and complexity, with Tivoli Storage Productivity Center (TPC) and SAN Volume Controller (SVC).
- Preserve information assets and help meet compliance requirements with Content Management solutions from IBM Information Management , Tivoli Storage Manager, DR-550 and soon to be announced archival appliances.
- Improve information security with self encrypting disk storage & tape drives used in our IBM storage systems with keys managed by Tivoli Key Lifecycle Manager
- Leverage information stores more effectively for reporting that includes all the right information from any number of disparate information stores using DB2, Informix, FileNet & Cognos
- Support massively scalable file or cloud-based services, with IBM Storage Optimization and Integration Services – scale out file services

THE IBM DIFFERENCE

- Reducing power, space and cooling costs up to 80 percent with next-generation disk storage and migrate information to the new systems without taking production systems offline.
- Increasing storage utilization by more than 30 percent and save up to 50 percent in administration and management costs with virtualized storage across multivendor systems
- Reducing 25TB of data into 1TB of storage capacity with in-line data deduplication
- Enabling near-instant recovery of Microsoft® Windows servers
- Simplifying data security with the pioneering encrypted disk storage that now includes solid-state drives and more than one petabyte of capacity per disk system

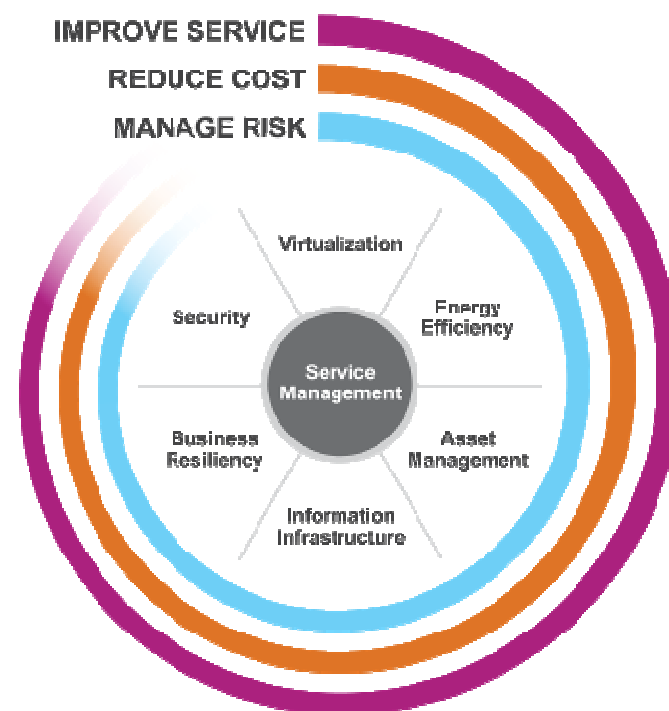
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Which best describes your current Information Infrastructure?

Select the most appropriate answer:

1. Multiple information managers and tool sets are used, making integration across repositories difficult and expensive.
2. Some integration of structured and unstructured data has been done.
3. Structured and unstructured enterprise information is integrated and supported by rich metadata. Collaboration tools used.
4. The organization has the ability to "discover" internal or external information on specific subject areas without having to know where to search. Extension of knowledge management into collaboration enablement tooling.



Which best describes your current backup data reduction plans?

Select the most appropriate answer:

1. We are too busy trying to get everything backed up to worry about reduction.
2. We have started reducing some of the data at our branches and our data center
3. We implemented some server deduplication software but still seem to have a lot of duplicate data.
4. We are using a number of tools to help reduce our back up stores including HSM, TPC, Incremental Forever backup, client side, server side & in-line appliance deduplication.

Which best describes your current use of data retention capability?



Select the most appropriate answer:

1. Minimal recovery tools and processes.
2. Some archiving tools are used. Processes are mostly manual. A lot of man hours are needed to process the information
3. Well-defined policies for different data categories. Some automation is used. Storage continues to grow as expiration and removal of data is difficult.
4. Well-defined policies for different data categories. Automated systems in place to classify information for compliance and retention. Policies for expiration and deletion are handled automatically by our systems.

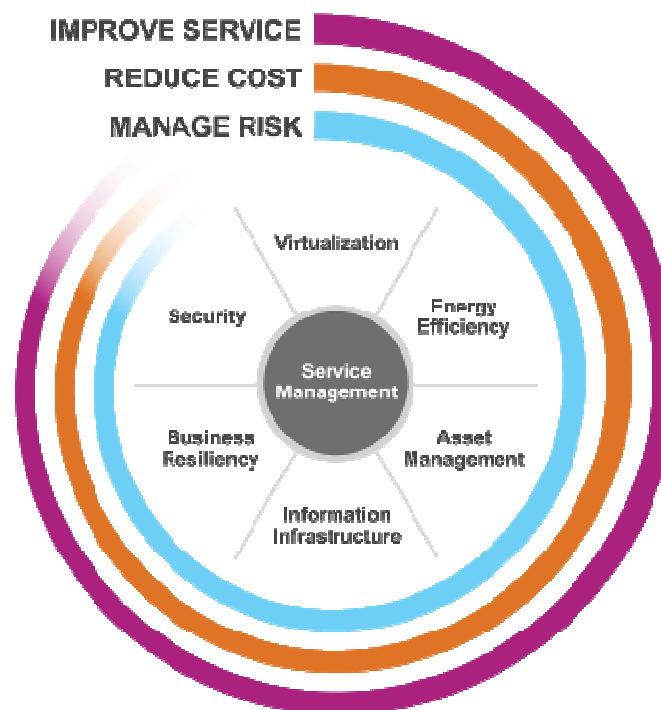
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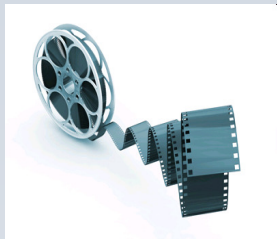
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Hollywood Film Studio

IBM XIV and ProtecTIER Cast in Leading Roles to Improve Information Availability and Information Retention



- ▶ Unreliable tape backups. Backup failures.
- ▶ Running out of data center floor space and power
- ▶ Information growing at 50%/year
- ▶ Must support one of the world's most intensive SAP data warehouses

Solution

- Virtual tape library + deduplication solution; Virtualized disk storage; Virtualized servers.
- Services - IBM Premier Business Partner Direct Systems Support (DSS)
- Storage - Two clustered, dual-node IBM System Storage ProtecTIER TS7650G Data Deduplication Gateways; nine IBM XIV Storage Systems
- Servers - Two IBM Power 595 and four Power 570 servers
- Software - Tivoli Storage Manager

Result

- Common information infrastructure to support SAP, WebSphere and other applications critical to the production, financing, and distribution of theatrical content.
- Deduplication uses familiar VTL technology and interfaces
- Recovery data is readily available and easily accessed
- Reduces floor space and power



Large US Financial Services Company *IBM Information Infrastructure Improves Information Compliance*



- ▶ *Lacked ability to respond rapidly to legal discovery demands for email*
- ▶ *30,000 mailboxes, 1.2M daily volume, 750M archived*
- ▶ *3.5B emails in back up storage – no easy way to search/retrieve*

Solution

- Email archiving, retention and retrieval solution for Enterprise message servers
- Total Solution components:
 - Application Software: CommonStore, eMail Search for CommonStore, SSAM
 - Storage Software: Global Mirror, Flash Copy, SnapLock, TotalStorage Productivity Center
 - Hardware: P570/550 servers; DS8300, DS8100, N series storage systems
 - Services: IBM Global Services

Result

- Ensures compliance with Discovery Orders, avoiding penalties and judgments from inability to produce emails in timely fashion
- Able to search across mailboxes and apply multiple holds to prevent critical email deletion, ensuring email retention for the required duration
- Single instance store to reduce volume of email and attachments in storage



Zappos.com, Inc. *IBM Information Infrastructure Improves Information Availability*



- ▶ *IT infrastructure was not keeping pace with the company's 100%+ annual revenue growth*
- ▶ *Web server deployment took hours*
- ▶ *Manual configuration changes took hours*



Solution

- Updated data center
- Technology refresh, servers and storage
- Storage: SVC, DS8300, N series Gateway with Snapshot
- Servers: BladeCenter, POWER6
- Services: Sycomp, an IBM Premier Business Partner

Result

- Now processing approximately 30,000 orders per day, up over 50% in 2008
- Able to deploy new Web servers in 5 minutes, using Snapshot over iSCSI
- Improved systems performance
- Simpler maintenance
- Positioned the company to accommodate continued rapid growth