

**Business Intelligence:
Turn business data into business information
for better decision making**



Know your customers better in order to make more focused business decisions

Every day, businesses have an ever-increasing amount of data about customers, product sales, product costs, and inventory, to name just a few sources. However, this data is locked away on multiple computers in many applications where it cannot be easily accessed for analyses. And often, when data is being analyzed, the wrong tools are used, making it difficult to deliver the answers you need when you need them. Even worse, the analyses might be providing incorrect or inconsistent information and you don't even know it.

There is a way, however, to unlock this information so that you will know your customers better, outpace your competition and win the market. It's called Business Intelligence.

IBM Start Now Business Intelligence Solutions help you to analyze the business data you collect in order to gain an unprecedented level of knowledge about your market and your customers' behavior. Business Intelligence allows you to build a complete profile of your customers with valuable demographic information – who your customers are and what they're buying as well as where, when and why they're buying. You'll get feedback on marketing campaigns in time to make changes that improve success. You'll know what can be cross-sold and to which customers. You'll even learn how to improve your Website to optimize your customers' experience.

With all this information generated from customer data, you can make more focused, appropriate and timely marketing decisions. This means a more satisfying experience for your customers, improved loyalty, and a better return on investment.

There's simply no better way to know your customers and no better time than now to invest in IBM Start Now Business Intelligence Solutions.

Implement now and get into e-business

IBM Start Now Business Intelligence Solutions are part of an integrated family of solutions for e-business. Each of the solutions is specially designed to assist growing businesses get into e-business quickly and affordably or to broaden a company's involvement in e-business.

The Start Now family consists of three groupings: (1) core solutions that get you going in e-business (infrastructure, e-commerce, and customer relationship management); (2) solutions that extend your e-business capabilities (business intelligence, collaboration, and host integration); and (3) solutions that more efficiently manage your Web presence (Website management and content management).

All IBM Start Now Solutions for e-business are *flexible and modular*. They work together. One set of solutions can be added to previously installed solutions, and they can be customized to the special needs of your e-business. You're not locked into anything.

All Start Now Solutions are designed for *quick and easy installation and configuration* by a qualified IBM Business Partner. This means you're engaged in e-business faster. In fact, there are cases where companies have implemented Start Now Solutions in a matter of weeks. Getting up and running fast also means a *quicker return on your investment*. Start Now Solutions have enabled companies to build up Web traffic quickly and increase sales significantly.

IBM Start Now Solutions for e-business are built on *open standards*. They'll work with what you have now, and they can grow as your needs grow, integrating with future technologies.

Finally, Start Now Solutions are designed for *high availability*, 24-7-365 operation, and for *security*. You can trust IBM's record of dependability in these areas.

Because IBM Start Now Solutions are available from your IBM Business Partner, you're dealing with someone who knows your business and what you need in order to compete on the Web in the way you want. Your Business Partner will assist you with consultation, implementation, customization and training. IBM Business Partners come with credentials few others can match – they're well qualified and highly trained by IBM. Those are advantages you can count on.

IBM and its Business Partners have years of experience in e-business. We've helped numerous companies as unique as yours get into e-business or integrate new e-business solutions into their existing systems. We welcome the opportunity to do the same for you.

Solutions that let you start now

IBM Start Now Business Intelligence Solutions provide a single, safe and secure repository for business data, a datamart. Data is taken from your business applications moved to the datamart and transformed to a format specifically designed for analysis.

With one location, everyone in your company knows where and how to get the data. Access to the data can be controlled so only those with the proper authority can see it. Procedures are put in place so the transfer takes place consistently every time, and backups are done to protect the data in case of disaster.

You get the right tools to perform analyses quickly and accurately, either simple reporting tools anyone can use or sophisticated tools that provide answers to more complex questions.

Components of IBM Start Now Business Intelligence include:

- IBM DB2® Universal Database™ V7, an award-winning database that gives you a reliable and secure place for your datamart

- IBM DB2 Warehouse Manager V7 for managing and automating all processes from selecting source data, to transforming and cleansing it, to populating the datamart
- The IBM Query Management Facility (QMF™), a family of integrated tools that bring easy-to-use features, function, and flexibility while providing powerful reporting capabilities
- DB2 OLAP Starter Kit for a technique called online analytical processing (OLAP) that gives you fast, intuitive, multidimensional analyses. OLAP allows you to ask questions intuitively because the data is presented in business dimensions. For example, OLAP can perform analyses such as: "Display the profit of my highest and lowest performing products last quarter in my domestic sales regions."

Finally, because IBM Start Now Solutions are built according to open standards, they'll work on your existing server or you can choose an IBM **@server** designed especially for e-business.

How you can start now

The proven benefits of engaging in e-business are significant: increased sales, lower costs, greater market share, new markets, closer and more responsive relationships with customers, suppliers and partners. IBM Start Now Solutions for e-business can get you there quickly.

Contact your IBM Business Partner.

Or better, visit and register at our Website:

ibm.com/software/smb

If you don't have an IBM Business Partner, we'll help you find one.



© Copyright IBM Corporation 2001

IBM Corporation
11400 Burnet Road
Austin, TX 78758
USA

Printed in the United States of America,
6-01
All rights reserved

DB2, DB2 Universal Database, the e-business logo, IBM and QMF are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.



G325-5347-00