



**Making information work  
for your business:  
the information imperative**

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### **Information availability: unlocking the value**

After people, information is perhaps the most valuable asset within an enterprise and one that requires thoughtful management to truly realize its worth.

Organizations recognize that information in all forms, and from all sources, is essential to running their businesses. The most widely anticipated benefit from information technology (IT) investments is information availability. However, the many applications, processes and technologies designed to handle corporate data in most companies have spawned separate silos of accumulated, frequently redundant, information. As a result, valuable data, both structured and unstructured, may not always be accessible to all the users and processes that need it.

But what if you could connect those silos to form a larger whole? Or query them from one place? What if that information, regardless of where it was produced, was available when you needed it—on demand?

Industry research shows that the average large enterprise often implements three different enterprise resource planning (ERP) applications and may operate more than 48 different financial systems. Buying individual packaged applications in hopes of getting a more comprehensive picture of the entire enterprise has caused additional challenges. Each new application tends to create its own set of information, rendering it impossible to make decisions based on a unified view of all facts.

Gaining visibility into all the information produced within an organization, putting it in context and driving effective action based on a complete picture of the latest information are great challenges in business today. The most valuable insights are transformative—they enable you to uncover the hidden strengths of your product lines, implement better ways of running your business, discover new ways of approaching the market and learn how to better drive competitive advantage.

What is needed today is Information On Demand, a bold new approach that treats information as a service and makes it available to all those who need it, while leveraging existing investments and returning control of information to the organization rather than the individual application or operating system. With Information On Demand, businesses can unlock the value of their information assets and enable better decision making throughout the organization.

### **What is Information On Demand?**

How well an organization performs is directly related to how quickly it can act on windows of opportunity. Information On Demand is about getting the right information to the right people or processes at the right time to take advantage of these opportunities. It is about creating business value and reducing risk by integrating, analyzing and optimizing all types and sources of information throughout their lifecycle.

Information On Demand can make a tremendous difference to your business by:

- Providing methods for your organization to better understand and manage risk.
- Helping you make the transition from a business run on estimation to a business run by measurement.
- Enabling you to transform your business practices from reactive tactics to real-time operations.
- Providing your employees with the confidence to know they are making decisions based on up-to-date, accurate and complete information.
- Providing a means to work efficiently and securely with suppliers, partners and customers.
- Helping to reduce overall IT costs by simplifying data management administrative tasks.

How does an organization make such a transition? Let IBM show you how.

*“The solution we built with IBM provides us with a flexible and efficient means to break down silos across DaimlerChrysler, and in so doing has established the foundation for us to become a nimbler, more responsive company.”*

*– Dr. Seshu Bhagavathula, Director for Technology Strategy, DaimlerChrysler*

#### **Information as a service**

Ensuring that information is available on demand calls for a new information strategy. The traditional approach of tightly binding applications to specialized repositories isolates data, limiting its value and usefulness. Now, with service oriented architecture (SOA) technologies and open industry standards such as XML, JSR 170 and xQuery, enterprises can choose to deploy information as a service on the network, with information that’s available to any person, process or application in an open and timely manner. Information On Demand transforms captive data into openly available information as a new service layer throughout the enterprise.

At the heart of Information On Demand are:

- Information services – Coarse-grained services (i.e., data management, information integration, content management, analysis and discovery and master data management) that allow you to effectively manage and take timely and proper action on your information.
- Information accelerators – Prepackaged combinations of information services with best practices and know-how (i.e., data models, process maps, schemas and policies) of an industry-specific, information-intensive business problem.

Since 2002, IBM has invested over \$3 billion to build and acquire the necessary technology to make Information On Demand possible. Together, IBM information services and IBM information accelerators provide a service oriented approach that “unlocks” information contained in individual applications and repositories from a variety of vendors, making it readily available to the people and processes that need it. With the right information services and information accelerators in place, decision makers at all levels across organizations can access authoritative, personalized and trusted information delivered in a timely, security-enriched manner. The end result is improvements in the speed and accuracy of decision-making and the ability to streamline business processes quickly.

*“More and more, we must handle business growth with our existing resources. IBM technology helps us achieve greater levels of efficiency at a lower cost.”*

*– Erwin Schaefer, Systems Engineer,  
Swiss Reinsurance*

Industry research and IBM’s extensive experience working with clients in over 100 countries point to the same conclusion: Organizations are implementing more and more information-intensive applications – and expecting an increasing volume of real-time information from them. At the same time, the overall volume of information is growing at exponential rates. IT staffs are struggling to reconcile the growing appetite for real-time information among separate lines of business with the increasing complexity of the information management infrastructure. The following sections describe the key areas in which this struggle is manifesting itself.

#### **Lower cost through an optimized infrastructure**

Just as a house requires a solid foundation, so too does Information On Demand. While there is no single, mandated approach to information management, the infrastructure that supports it must be flexible enough to meet varying demands. Given that information cost and IT complexity are directly related to this flexibility, optimizing an organization’s information infrastructure merits consideration. IBM provides solutions that help clients optimize their IT infrastructure through the use of:

- Automation capabilities and advanced tools that streamline database administration and development, so critical resources can be redeployed to higher priority projects.
- Virtualization capabilities that allow customers to lower storage costs through data compression and tiered archiving.
- Database optimization capabilities to enhance performance and improve server and middleware utilization for applications such as SAP.
- Federated capabilities that enable users to access and use information, regardless of where it resides.

By incorporating this diverse set of capabilities, organizations can not only reduce costs, they can create new value from their existing investments, regardless of vendor.

*“With Content Access Services, business executives are making their decisions based on what they need to do, not based on whether or not we can hook up a new system.”*

*–Kay Harris, Senior VP Information Technology, Manager of Workflow and Imaging Technologies, Wachovia Corporation*

In the last three years, IBM has completed several acquisitions to augment the world’s most complete infrastructure optimization and consolidation portfolio, and create an end-to-end product tool set. Through the acquisition of Ascential® Software Corporation (Ascential), for example, IBM can now offer clients best-of-breed technologies for data transformation, data migration, data cleansing, and metadata management. Rational data modeling tools provide the capability to model business information and data flows.

IBM as an information management vendor is uniquely committed to providing enterprises with choice in application platform and development language. IBM database offerings provide application development freedom and the ability to use existing skills by tightly integrating with key development platforms such as Java™ 2 Platform, Enterprise Edition (J2EE), .NET and PHP: Hypertext Preprocessor (PHP), and by supporting popular integrated development environments such as Eclipse and Visual Studio.

In recognition of the coherence of its portfolio-based approach, IBM recently won first prize in the Intelligent Enterprise Dozen 2005 Editors Choice Awards for Information Strategy.

#### **Gain insight through information analysis and discovery**

Information analysis is being reinvented for the Information On Demand era. With new IBM tools, companies can more easily integrate and analyze information from a wide range of systems and gain insight through analytic capabilities. Information On Demand supports making more informed business decisions and the ability to better anticipate and act on competitive threats and market opportunities.

IBM provides comprehensive support for advanced information analysis capabilities that enable organizations to quickly access, analyze and discover what they should do in order to take advantage of the opportunities that present themselves daily. These applications combine information from a wide variety of sources and provide for real-time decision making and efficient information warehousing and mining operations. IBM’s information analysis capabilities are expanded with advanced analytic solutions—including identity, relationship and anonymous resolution technology—with entity analytics used for the analysis of identities and relationships.

*“We believe our new Customer Prospecting and Portfolio Services will help us create a fundamental shift in the marketplace. Our clients say they believe the new capabilities are going to change the way they do business today, allowing them to access and interrogate data as they’ve never been able to do before.”*

*– Laura DeSoto, Senior Vice President of Product Management and Development, Experian*

The challenge is to evolve analysis and discovery beyond simple reporting and traditional data warehousing. By integrating information from different sources seamlessly in real time, rather than just focusing on query capabilities within a particular domain, IBM has established a differentiated and powerful strategy. IBM understands that ad hoc querying across distributed system boundaries is not just an option in today’s business climate, it’s a requirement. With Information On Demand, clients are not required to pull all their information into one place before extracting patterns and insights from it. The ability to query across the entire enterprise must be available on demand and not after long batch cycles.

Whether by extending the functionality of existing data warehouses, or integrating previously disparate information stores, IBM has a flexible solution. For example, consider the benefits that a retail outlet would gain by observing in real time the interactions between its inventory, supply chain and financial systems. The results might include better business decisions and more effective merchandising, leading to higher profits.

IBM can help clients make better decisions by providing secure, single-query access to diverse sources of information and information-intensive applications, including database records, e-mail archives, document repositories, Web content, video, audio and print streams. As a result, decision makers and processes at all levels across an organization can rely on this information to improve the speed and accuracy of their decisions.

Beyond simply accessing data, however, businesses need to know the context of that data. Information On Demand enables you to know, for example, that the same customer who has called support three times in the same day is in the top one percent of spenders within your customer base.

Another important dimension of analysis and discovery is optimizing information management through information accelerators designed for specific industries. The Information On Demand strategy is predicated on the notion that each industry has specialized business requirements. Consider new product introductions in the retail industry or deploying a crime information warehouse in government. IBM information accelerators offer best practices and data models which can decrease deployment risks and increase time to value.

*“We’ve been able to streamline all of our processes for greater efficiency while lowering our IT management costs. Backed by IBM systems and support, we’re free to put all of our energy into responding to the rapid growth and huge demand of the market here in China.”*

*– Bin Tang, Chief Executive Officer, YeePay*

Among the first industries benefiting from these efforts are financial services and retail, as both are undergoing major changes. In the retail industry, technology trends such as radio frequency identification (RFID) tagging for supply chain optimization are causing data volumes to explode and greatly increasing the number of links between retailers and their suppliers. In the financial services industry, the consolidation of disparate systems is accelerating, in part because of the implications of regulatory requirements. Financial services institutions need to see all their data as a whole in order to ensure that they are retaining records as mandated.

Another area of innovation for analysis and discovery solutions is the development of a new query language. IBM invented the SQL language—the basis of the relational database industry—and began development of technology based on that standard in 1973. Today, just over thirty years later, the business intelligence industry is set for another overhaul driven by yet another IBM invention, xQuery, which makes it possible to ask questions across multiple systems. The xQuery functionality will leverage the state-of-the-art native XML capabilities that IBM is introducing with its next-generation hybrid relational database (code named “Viper”). IBM is the only major systems vendor to focus on delivering federated data management, offering the ability to establish and query a virtual database, built using a range of information services.

IBM provides tools designed to work with other databases, not just its own database server software. IBM clients are not forced to rip and replace their infrastructures in order to gain greater insight through information analysis.

#### **Manage risk and streamline compliance**

Compliance and risk management are increasingly becoming business functions in their own right, with new associated job titles, such as chief compliance officer. This function manages risk and is responsible for compliance mandated by industry, government and corporate regulations.



*“IBM knows about building open infrastructures and about the way global organizations like DaimlerChrysler work. There are not many companies that can make that claim.”*

*– Wilfried Reimann, Senior Manager for Technology Integration, DaimlerChrysler*

All industries have regulations to which businesses must adhere such as the International Accounting Standards Board (IASB), Basel II and the Gramm-Leach-Bliley Act (GLBA) in financial services, Sarbanes-Oxley for U.S. publicly traded companies, the Health Insurance Portability and Accountability Act (HIPAA) in healthcare, the Transportation Recall Enhancement, Accountability, and Documentation (TREAD) Act in the automotive industry, and many other regulations in other sectors.

More than ever before, it is vital for enterprises to establish a comprehensive strategy for minimizing risk, and for proactively addressing compliance, performance and governance, while reducing litigation and improving controls. With compliance risk growing, it is imperative that IT staffs not only meet existing requirements, but evolve to meet emerging compliance standards. What many enterprises have discovered is that applying point solutions to specific compliance projects can create more problems than it solves. But what if these organizations could treat information and information compliance as a service, and make compliance solutions and information easily and securely available to everyone in the organization who needs them?

While regulatory compliance takes myriad forms, a closer examination of the IT requirements reveals that, although compliance initiatives differ dramatically, they share certain core functions. The business requirements of data retention, for example, vary by regulation, but the technical needs usually do not. IBM has focused on distilling these functions into services and mapping them to the regulations in a variety of industries using information accelerators.

IBM also provides a comprehensive solution that combines content management, records management, information integration and storage technologies to manage information throughout its lifecycle. IBM helps you: minimize the risk of fraud and threats (internal and external) through improved information analysis; provide the ability to harmonize and warehouse risk data for analysis; find, access and act on risk-bearing data and content; and, manage ongoing information quality. The client receives streamlined information retention and destruction management, and integrated search and analysis capabilities. As a result, an organization can reduce the risk of litigation, minimize exposure to fraud and improve business controls.

*“One of the prime reasons Axford decided on [IBM WebSphere®] DataStage was its ability to manage metadata, an important capability not provided adequately by Oracle, Microsoft and Teradata.”*

*– Rolf Norén, Data Architect, Axford*

While other providers focus on specialized information lifecycle management (ILM) technologies solely as a means for cost cutting, the IBM portfolio goes beyond simple standalone solutions and allows organizations to streamline and optimize their infrastructure to achieve tangible business benefits as well as lower the total cost of ownership. A few examples of the leadership IBM delivers in risk management and compliance are:

- IBM Entity Analytic Solutions (EAS) offers the only technology designed to provide a real-time, total view of information to resolve individual identity and relationships. EAS clients leverage these solutions to recognize internal and external threats, and to share this information anonymously.
- IBM won three Association for Information and Image Management (AIIM) awards in 2005 for best practices in banking and financial services, and for best records management technology and storage technology.
- IBM is the only vendor to have tightly integrated IT service management technology as part of its risk management offerings.

Two of the most important services of any compliance effort are records retention and management (including disposition), and data management for analysis. IBM offers a federated records management solution that spans its entire content management portfolio. IBM also provides an engine that applies record-keeping control to documents within an application’s repository, leaving business processes intact and preserving vital security while unburdening the user from records management overhead. Other content management vendors only offer piecemeal records management capabilities across their portfolios.

IBM content management delivers advanced document management, integrated workflow, e-mail and information archive management, federated records management, transaction content management, Web content management, digital asset management, report management, rights management, digital imaging and SAP archiving.

*“We’re working closely with IBM on a number of new technologies that impact our SOA build out. That includes adding IBM WebSphere Portal to our middleware mix, and that means additional support for SOA. SOA is phenomenally important to enable us to continue making our systems more user friendly.”*

*– Mike Clifton, Chief Technology Officer,  
Citizens and Hanover*

Managing risk and adhering to compliance standards is ultimately dependent on the tools that people use. IBM offers comprehensive solutions for messaging, workflow and document management which provide the document signing, audit and attestation functions critical to a variety of compliance efforts. Here, the Information On Demand strategy effectively supports the role-based access and process control mandated by several key compliance regulations.

#### **Leverage information for business transformation initiatives**

From competition to compliance, today’s business world is faced with a constant onslaught of change.

The need to change arises from many sources – new business opportunities, regulatory pressures, new business partner practices or even simply the need to optimize. These types of requirements force businesses to transform the way they operate to accommodate new requirements and processes. In order to deal with this state of change, business processes and IT systems need to be flexible. Unfortunately, because of the way that companies have evolved, flexibility is typically not an inherent characteristic of most systems environments. IBM is focused on helping companies make their information infrastructures more flexible to change, to support this ongoing business transformation requirement.

One of the most prominent barriers to flexibility in information infrastructures is a lack of information quality and consistency. In most companies, important information is spread across many systems, often in a redundant fashion. This leads to the potential for errors as data in different systems change at different rates, with different processing rules applied to each. Ultimately, companies struggle to determine which system has the right information. In addition, getting a complete view of information from across systems becomes a challenge. When change is introduced into this scenario, many systems need to be changed at once in order to accommodate new requirements, and the information inconsistencies become even more pronounced.

*“IBM adds an army of experts in integration and years of experience in providing the best-of-breed middleware and software expertise.”*

*– Pat Geary, Chief Marketing Officer,  
Searchspace*

As with any complex problem, the solution lies in flexibility and breaking down the challenge into manageable components. Rather than attempting to revamp an entire IT infrastructure overnight, for example, many on demand enterprises begin by creating easily accessible information services that can be implemented as needed.

By treating information as a service, companies can increase information availability, information quality, information context and business flexibility. IBM technology provides the ability to easily define coarsely-grained services for information integration, analysis and discovery, content management and master data management that allow companies to connect, enhance and deliver information across disparate applications, systems and databases. The centralization of the processing logic removes opportunities for dis-aggregation, and ensures a consistent, complete view of information across all systems.

For example, a retailer can dramatically reduce the product introduction cycle by having a single service that provides unified access to all information about a product from disparate operational systems across the supply chain. Category managers can link to a single, authoritative source of information about a product, fed by suppliers and augmented and improved by planners, and publish the availability of the product across multiple channels. This translates to fewer errors, less time searching for missing information, and less conflicting information, leading to faster time-to-market for new products – by orders of magnitude.

Another common barrier to flexibility is a lack of automation. Most companies still have many processes that are managed through paper-based forms and documents. In addition to being very expensive, these processes are often very difficult to change.

IBM delivers solutions that allow organizations to transform expensive, paper-based transactions into Web-based, electronic processes. Once these processes are automated, employees are able to speed transactions with electronic forms for improved overall productivity. In addition, information becomes more accessible, and can be used to help managers run and optimize the business.

*“With Information On Demand, customers will have a unified view of their information in a timely and cost-effective manner which will be a direct cost-saving compared to expensive and robust data integration/application integration tools.”*

*– Prasad V. Lokam, CEO and Chief Architect, Miracle Software Systems, Inc.*

Of course, IT flexibility is just part of the story. Better information can also be a catalyst for business transformation. Businesses are better equipped to optimize business performance and uncover new business opportunities when they have a complete and accurate understanding of information across their business. This level of understanding is only possible by effectively leveraging all forms of information across the business. This includes not only the structured information residing in application databases, but also the unstructured information in e-mails, documents, specifications and other sources.

IBM provides the ability to connect to any information across the business, whether structured or unstructured, regardless of platform, technology, or format. This information can then be understood, cleansed and transformed to ensure that information is in context across all of its disparate sources. In addition, access to this information can be provided across all of its native locations and formats through a simple SQL query or Web service. All of the complexity of accessing and integrating information is shielded from the applications, processes and users who need to use it.

Decision makers are able to make more timely, informed decisions with secure, single-query access to diverse sources of structured and unstructured information and content-rich applications – including database records, e-mail archives, document repositories, geospatial data, print stream inputs, workflow documents, process flags, and audio and video streams.

For example, with access to integrated information, a policy holder can receive more responsive service, building loyalty and a foundation for additional sales. By infusing a call center process with better and more complete information, call center representatives know they are talking to preferred client. In addition, they can have access to a complete view of clients – not only name and address information in one system, but also their policy history and balances and transaction systems from a finance system, alongside recent e-mails requesting loan information, and images of past statements and claims forms from a policy system. This is complete information, in real-time, in the context of a preferred client. This translates to better customer service, better customer satisfaction and ultimately better revenue per customer.

*“I believe that IBM’s approach will make it easy for SMB customers to understand and to start taking advantage of the great benefits that Information On Demand can offer their businesses.”*

*– Ron Flannery, President,  
One Point Solutions*

Information On Demand offers enterprises a strategic framework for a digestible, consistent, incremental approach that breaks down the barriers limiting the value of information. With Information On Demand, enterprises can better use their existing investments by embracing and extending them; repositories will find new audiences, applications will have better, more real-time data and businesses will have the answers to questions that have never been asked.

#### **Gain control over master data**

Large-scale ERP and packaged application projects have left enterprises with many information integration challenges to resolve. Organizations need to be able to create and maintain a unified view of consistent, complete and accurate information so that all stakeholders including employees, customers and partners have the ability to understand, trust and act on this information in a timely and proper manner.

IBM solutions allow for the consolidation of a master file of any type of information from anywhere in the enterprise – empowering individuals with the tools and information to make better, informed business decisions. IBM delivers:

- The most complete platform for master data management, with the broadest set of capabilities to integrate the most types of information, acquired from the widest range of places.
- A single view of all product information – increasing supply chain efficiency, interoperability between trading partners, speeding new product introduction and lowering inventory costs.
- One view of all customer information – allowing organizations to identify their best customers, and to analyze those customers for better targeting, improved customer service, lower cost of customer service and maximized market share.
- Master data that is merged, cleansed and reconciled from multiple sources, so that all users can work with one version. IBM can uniquely deliver a single reference view of core business entities (for example, customer, vendor, product, location, chart of accounts, employees, bill of materials), bringing consistency in managing all aspects of business.
- Identity recognition capabilities across multiple databases for a real-time, accurate view of your customers, vendors, employees, and the relationships between them.

IBM's experience includes more than 500 successful implementations of master data management solutions across a broad range of industries. To help you ensure that your information is complete and up to date, IBM also provides you with the ability to cleanse, and reconcile information from multiple sources. This includes the ability to integrate and manage all types of information to allow users across the organization to better understand and use reference information and more effectively target and serve customers' unique needs as well as improve the efficiency of the supply chain.

Master data management has emerged as an important new discipline in supply chain-intensive industries. In addition to the Ascential acquisition discussed in the previous section, IBM's recent acquisition of DWL Inc. has added unrivaled capabilities to help customers create a single, unified view of all information related to products, customers, employees and suppliers. In addition, IBM's acquisition of SRD Inc. gives IBM the ability to revolutionize fraud and identity management with its entity analytics services or the ability to identify that a piece of information is appropriate in context. IBM's entity analytics capabilities originated from an application designed to stamp out fraud in the gaming industry. Relationships between different data sets are examined to ensure, for example, that a big winner doesn't have a sibling who works at a particular casino. IBM offers a broad set of capabilities to integrate the most types of information, acquired from the widest range of sources – and the ability to integrate this information into one view, on demand.

**Manage information complexity**

Today's enterprise IT infrastructures are characterized by their application diversity. It is rare to find an organization that purchases everything from a single vendor. This diversity in purchasing has obvious benefits: It gives the customer greater leverage in pricing negotiations, and – at least theoretically – allows for an environment comprised solely of best-of-breed products.

*“WebSphere Information Integrator makes it look like our data is all in one database, so our employees can now easily pull business-critical information from many different parts of the company. This helps us react and adapt quickly to changes in the fast-evolving business climate while reducing our overall IT costs. We’ve also greatly enhanced our employees’ ability to work together as a team, even if they’re in different departments, because they can now view and share customer information in real time. Now, our employees can do a better job serving customers, because they have a 360-degree view of customer behavior and preferences.”*

*– Wang Daonan, Chief Information Officer,  
Taikang Life Insurance*

But these benefits come with a price: complexity. As the variety of products within an enterprise increases, so too does the difficulty of managing them. Even enterprises that buy from a single vendor can find themselves facing increasing complexity by way of mergers and acquisitions. Therefore, complexity is the rule rather than the exception, a condition not likely to change.

IBM can help address the complexity problem by embracing and extending the value of what already exists and providing secure single-query access to diverse sources of information and information-intense applications, including database records, e-mail archives, document repositories, Web content, video, audio and print streams. As a result, decision makers and processes at all levels across an organization can rely on this data to improve the speed and accuracy of their decisions. IBM offers a comprehensive open portfolio of information integration, content management and security technologies providing standardized and security-enhanced access to diverse sources of information and information-intense applications.

Several important technologies, including service oriented architecture (SOA), enterprise service bus (ESB) and enterprise information integration (EII), help to make the flow of information and transactions within an enterprise seamless, reducing the barriers that inhibit the free flow of information. IBM has made significant investments in each of these three areas, and is investing over \$1 billion per year in SOA alone.

By focusing on simplifying information infrastructures, companies can reduce costs and create new information availability possibilities. An investment in its information infrastructure allows an organization to establish a foundation for information services. Businesses are increasingly able to share information with new internal and external customer sets. Another advantage of simplification is that backup, recovery and auditing operations are streamlined, aiding compliance and corporate governance initiatives.



*“We have heard nothing but praise from our executive staff concerning the value of the new daily business snapshot – something that just would not have been possible without WebSphere Information Integrator at the foundation.”*

*– Wang Daonan, Chief Information Officer,  
Taikang Life Insurance*

To leverage the robust, flexible infrastructure that IBM can provide, however, developers need to be able to segment complex applications into sets of services and components. Rational® software products from IBM have long provided business analysts, developers and enterprise architects alike the tools they need to manage large-scale projects efficiently. Today, the Rational modeling and development tools are designed to promote the construction of flexible, agile infrastructures composed of lightweight, reusable services that decrease complexity and promote adaptability.

#### **IBM leads the Information On Demand era**

In considering the growing business needs for information, it's clear that Information On Demand is an evolutionary approach that drives competitive advantage, and will soon be a requirement for business success. Indeed, enterprises must gain control over their growing information or risk being left behind by competitors who have access to better market intelligence. To avoid this fate, enterprises should choose a trusted vendor who is able to make information available from any source on demand, any time, any place, in a reliable and secure fashion – a vendor like IBM. Of all of the enterprise information solution providers, IBM alone has the enterprise class reliability and the information management portfolio that can deliver Information On Demand while embracing and extending the value of existing investments. From massive multiterabyte data warehouses to the federation of small-scale repositories, IBM can provide you with the best solution designed to meet your needs.

Not only is the IBM software portfolio the broadest on the market, the company also offers the most comprehensive support for open, industry standards. Whatever the nature of the repository, IBM will unlock it and make the information available on demand. Perhaps more importantly, the commitment to standards ensures that information will not be cut off from the world and isolated in a silo. Instead, your valuable business information will be made available as a service to any application that should require it. IBM is helping clients make the transition into an on demand world, while ensuring that they are not locked in to any particular vendor or solution.

Besides the breadth and openness of its technology, IBM's experience and expertise is unparalleled. IBM's experience working with clients in the Global 2000 is unmatched by any other vendor in the industry and enables IBM to speak with authority. Add the deep vertical expertise offered by IBM Business Consulting Services (BCS) and our Business Partners and you have access to consulting services ranging from complex, industry-specific analysis to the most specialized service oriented implementations. In short, IBM has the experience to bring you Information On Demand.

Information On Demand has the potential to revolutionize the way that you do business by giving you back control of your information. For years, vendors have offered solutions aimed at solving a specific pain point, thus ensuring that the vendors, not the clients, were in control of the data. Information On Demand returns information control to the client, and ensures that applications within the enterprise have the ability to access information regardless of where it was created. IBM is strongly committed to working with partners and clients to make this vision a reality within enterprises of all sizes and in all industries, and has the customer references and case studies to show it. Let us show what Information On Demand can do for your business.

**For more information**

To find out more about IBM Information on Demand solutions, contact your IBM representative or IBM Business Partner or visit [ibm.com/software/data/ondemandbusiness/](http://ibm.com/software/data/ondemandbusiness/)

**Glossary**

- **Enterprise Service Bus**  
Middleware solution that transports data between applications without the need for application-to-application integration.
- **Federated data**  
Data assembled into a virtual repository from multiple, disparate databases by a single query engine.
- **Federated Records Management**  
A multi-repository solution to help organizations centrally manage records distributed across multiple, disparate content management repositories and business applications.
- **Information On Demand**  
Creating business value by integrating, analyzing and optimizing multiple types and sources of information throughout their lifecycle to manage risk and create new business insight.
- **IBM Information Services**  
The enabling software that allows timely and proper action to be taken on information (e.g., connect, cleanse, reconcile, publish).
- **IBM Information Accelerators**  
Prepackaging of relevant information services and best practices to solve information intensive, industry- and process-specific business problems (such as consulting services, models, maps, schemas and policies). IBM information accelerators help to decrease time to value and reduce deployment risk.
- **Information as a service**  
Methodology for making information open and readily accessible to people, applications and business processes.
- **Service Oriented Architecture (SOA)**  
An architecture that deploys information as a service on the network, open to any person, process or application in an open and timely manner. An SOA provides a flexible, robust infrastructure to model, assemble, deploy and manage business processes for today's on demand business environments.



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