Extending Your Mainframe For More Business Value

Deliver Business Insight With A Data Warehouse On System Z

Get More Business Results Out of Your Data

Our branch offices have separate databases.

Each branch is analyzing customers and sales on their own.

Looking at data in isolation can miss larger trends and opportunities
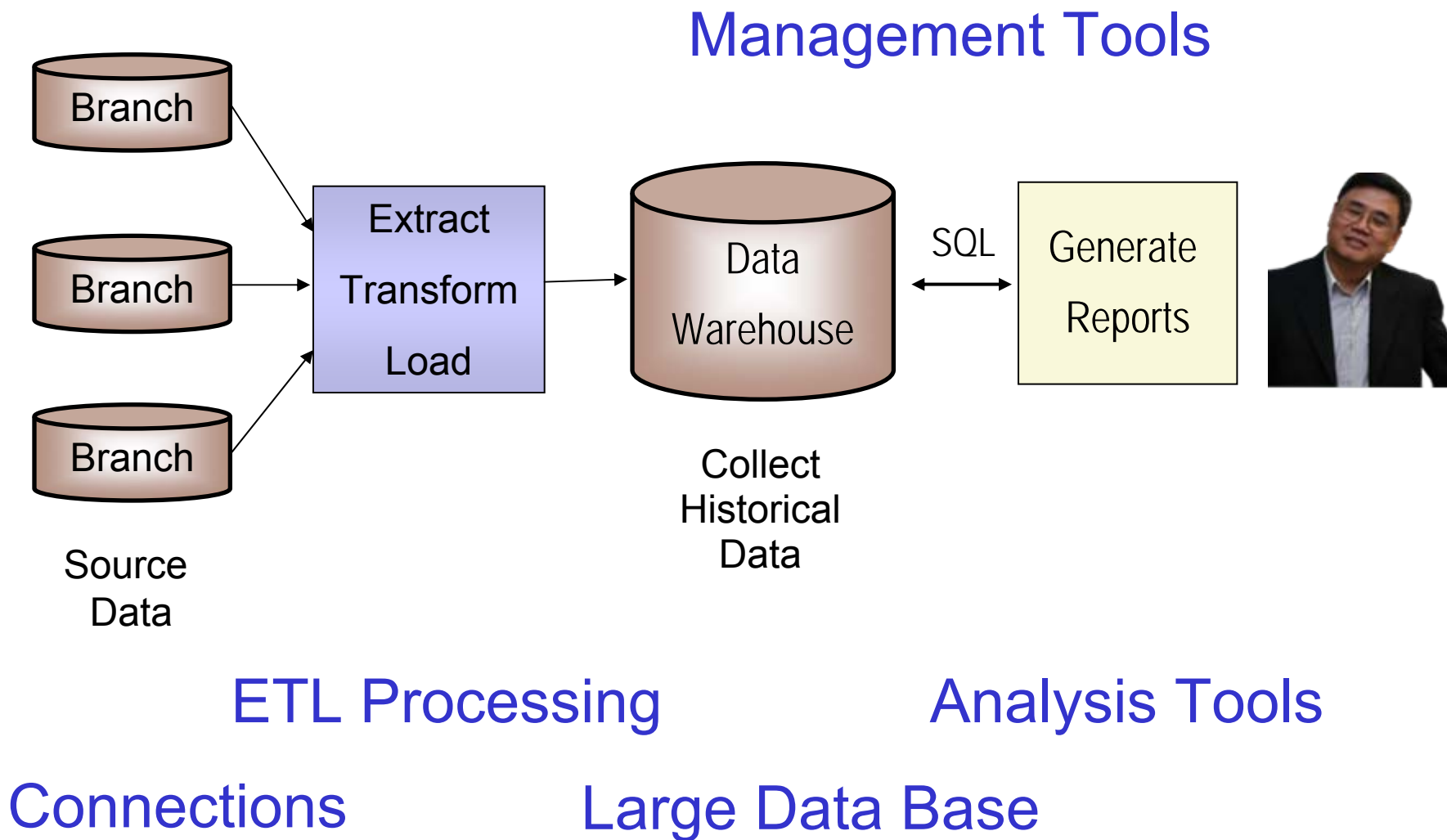
Service Oriented Finance Marketing

IBM

Service Oriented Finance Needs A Data Warehouse To Make Optimal Business Decisions

- Each branch is responsible for its own marketing campaign

- Corporate marketing gets reports from each of the branches based on local results

- Corporate marketing needs to spot trends to know what campaigns are most effective region-wide

- A corporate data warehouse would give marketing the data to easily do comparisons between the branches and promote best practices

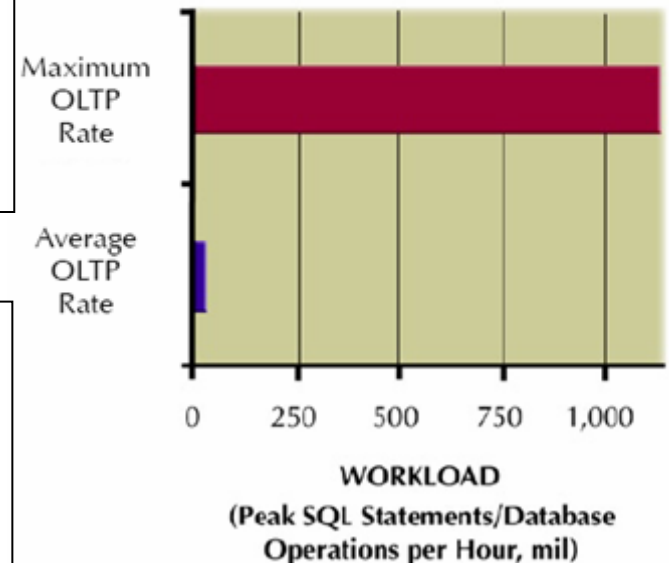# Mainframe Extension Solution – Deliver Business Insight With A Data Warehouse

Management Tools

Branch

Branch

Branch

Extract

Transform

Load

Data Warehouse

SQL

Generate Reports

Source Data

Collect Historical Data

ETL Processing

Analysis Tools

Connections

Large Data Base

Data Warehouse Capabilities On System z

- Large Capacity Data Base
  - **DB2 for z/OS Value Unit Edition**
  - Parallel queries, Materialized Query Table, Star Join Enhancements

- Connect, Extract, Transform and Load
  - **IBM® InfoSphere™ Information Server For System z**
  - Runs on zLinux (DataStage also runs on z/OS)

- Analysis Tools
  - **DataQuant and Cognos**
    - Solution for reporting, analysis dashboards and scorecards
    - Other tools (QMF, Alphablox, Hyperion, Business Objects, SAS, IBI)
  - **InfoSphere Master Data Management Server for Linux on System z**
    - More effectively manage high-value operational data

- Performance Monitoring
  - **IBM Tivoli Omegamon XE for DB2 Performance Expert on z/OS**

- Security and Compliance
  - **DB2 Data Archive Expert, DB2 Test Database Generator, DB2 Audit Manager Expert,** IBM Encryption for DB2 and IMS Databases

- Dedicated Query Hardware
  - zIIPs for parallel queries & remote access
  - Superior I/O bandwidth, multiple I/O paths

Compare Scalability Achievements:
Winter Corporation's "2005 Top Ten" Awards

- **"**The highest performing transaction processing system in the 2005 program, a [DB2] z/OS implementation, executed over one billion SQL statements in an hour. The average for operational systems was 35 million SQL statements or database operations per hour**"**

- The study lists the largest known peak workload on **Oracle RAC** to be 8.6 million SQL statements per hour

- **"**The largest transaction processing [database] in the program, 23 TB, was hosted on [DB2] z/OS, as in the last program**"**

- The study lists the largest transaction processing database on **Oracle RAC** to be 9.6 TB

Leading OLTP System, DB2 for z/OS, Processed Over One *Billion* SQL Statements per Hour

Maximum OLTP Rate

Average OLTP Rate

0   250   500   750   1,000

WORKLOAD
(Peak SQL Statements/Database Operations per Hour, mil)

http://www.wintercorp.com/VLDB/2005_TopTen_Survey/TopTenWinners_2005.asp
http://www.wintercorp.com/WhitePapers/WC_TopTenWP.pdf

IBM InfoSphere Information Server For System z Can Load Your Data Warehouse

IBM InfoSphere Information Server for System z

Understand
Information Analyzer on Linux for System z

Business Glossary on Linux for System z

Rational Data Architect

Cleanse
QualityStage on Linux for System z

Transform
DataStage on Linux on for System z

DataStage for z/OS

DataStage MVS

Deliver
Classic Fed. Server

Classic Replication

Replication Server

Change Data Capture

Platform Services

Parallel Processing Services
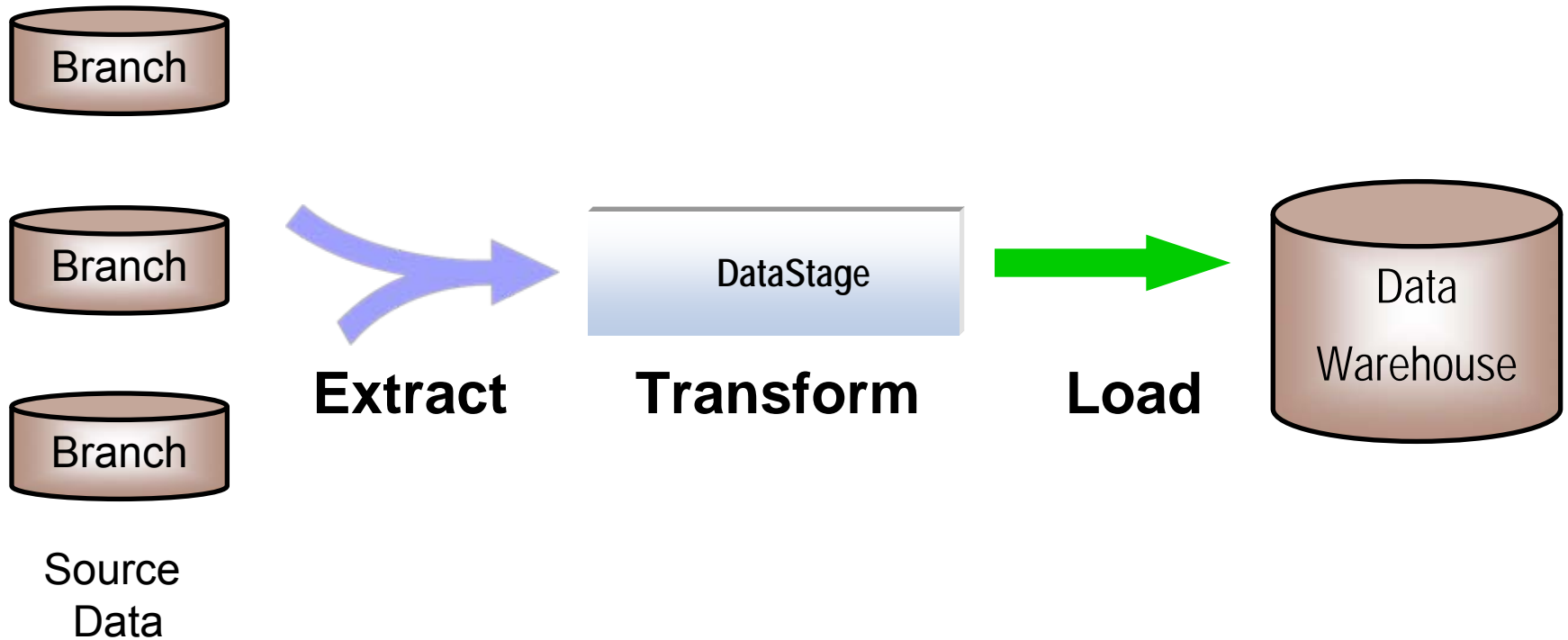
Connectivity Services

Metadata Services
Metadata Server

Administration Services

Deployment Services
Information Services Director

Load Your Data Warehouse With DataStage

Branch

Branch

Branch

Source
Data

Extract

DataStage

Transform

Load

Data
Warehouse

Data Stage Transforms Data On The Fly

Different field names

Different field order

Add Branch Identifier

Different currency format

PROD ID	CUST ID	BRANCH ID	QTY	AMT	SALEDATE
000 101	100	01	01	10,000.00	2007-02-28
000 121	100	01	03	500.50	2007-02-28
000 101	101	01	01	20,000.00	2007-03-01

Data Warehouse

Transform

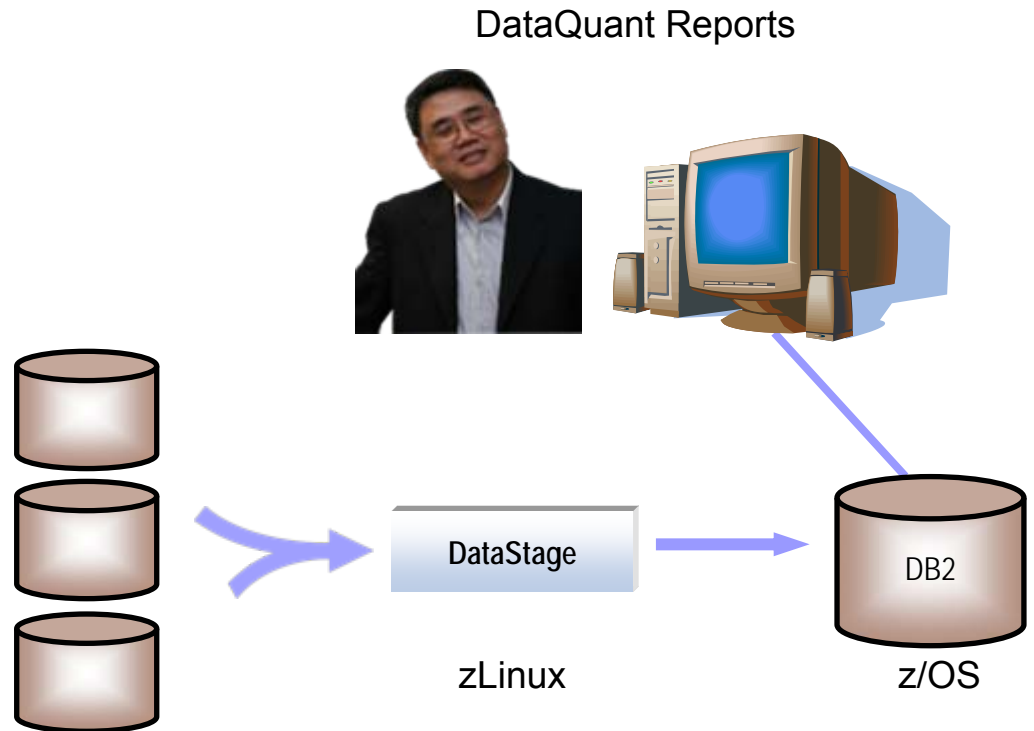| PRODUCT	QTY	CUSTNO	AMOUNT	DATE

Branch Data

DEMO: Extract, Transform, Load

Use DataStage to load sales and customer data from a branch into your data warehouse

▶ ODBC (Input) – Branch Sales info from SQL Server

▶ DB2 (Update) – Corporate Sales Warehouse

Show how built-in stages make it easy to handle transformation and aggregations

DataQuant Reports

DataStage

DB2

zLinux

z/OS

BlueCross BlueShield Of Tennessee

Challenge

- In order to compete effectively for new business in the complex healthcare market, BCBST needed to differentiate itself from competitors with targeted offerings

- They needed a single view of information across their multiple LOBs with business intelligence capabilities

Solution

- BCBST is using **IBM InfoSphere Information Server** with **IBM DB2** to profile, transform, and load data to their enterprise data warehouse

- The solution also provides intelligent search capabilities for unstructured data using IBM OmniFind and IBM DB2 Content Manager

of Tennessee
plans for better health. plans for a better life.™

Business Benefits

- Improved customer and provider satisfaction by enabling them to run their own analytics and better manage their healthcare costs.

IBM InfoSphere Information Server For System Z Has Connectivity And Scalability Suitable For The Large Enterprise

IBM InfoSphere Information Server for System z

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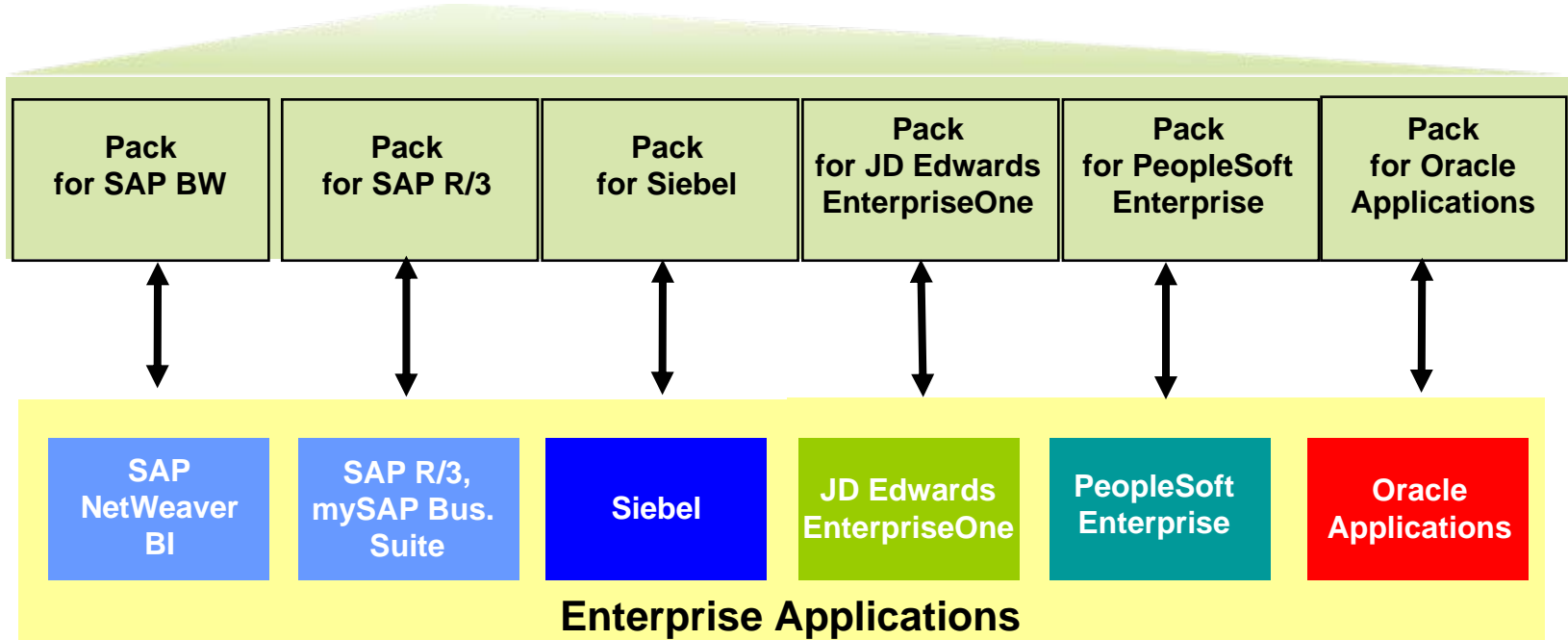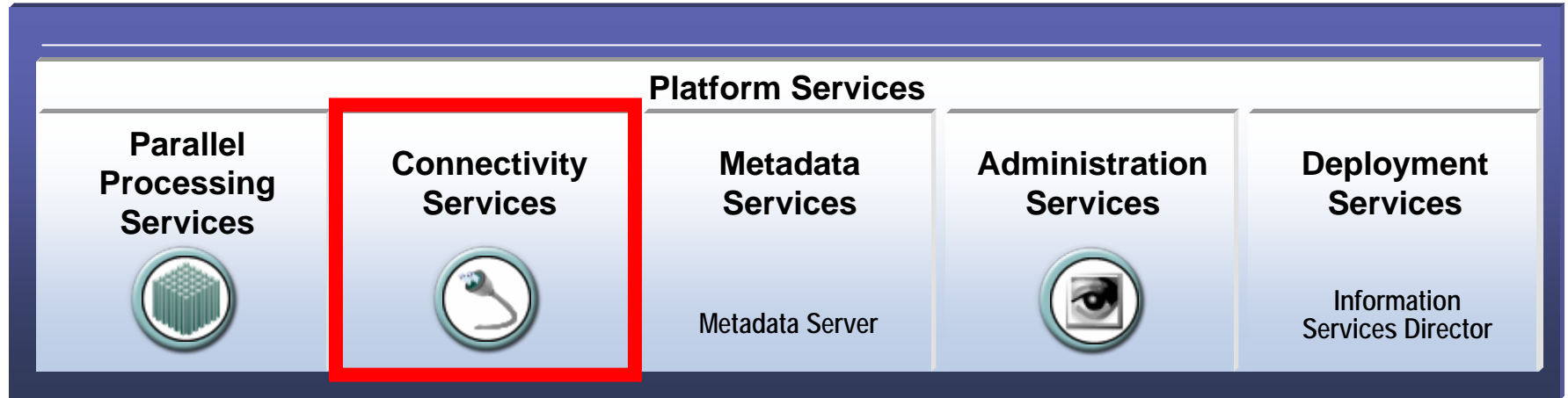
Metadata Services

Metadata Server

Administration Services

Deployment Services

Information Services Director

Data From 3rd Party Systems Can Be Integrated Using Connectivity Services

Platform Services

Parallel Processing Services	Connectivity Services	Metadata Services	Administration Services	Deployment Services
		Metadata Server		Information Services Director

Pack for SAP BW	Pack for SAP R/3	Pack for Siebel	Pack for JD Edwards EnterpriseOne	Pack for PeopleSoft Enterprise	Pack for Oracle Applications

SAP NetWeaver BI	SAP R/3, mySAP Bus. Suite	Siebel	JD Edwards EnterpriseOne	PeopleSoft Enterprise	Oracle Applications

Enterprise Applications

IBM InfoSphere Information Server Connects To Almost All Sources Of Data

RDBMS
DB2 (on Z, I, P or X series)
Oracle
Informix (IDS and XPS)
Ingres
MySQL
Netezza
Progress
RDB
RedBrick
SQL/DS
SQL Server
Sybase (ASE and IQ)
Teradata
Universe
UniData
NonStopSQL
And more…..

General Access
Sequential File
Complex Flat File
File / Data Sets
Named Pipe
FTP
Compressed / Encoded Data
External Command Call
Parallel/wrapped 3rd party apps
EMC InfoMover
Web logs
Unstructured: e-mail, docs, etc.
Content Management Systems
Life Sciences

Enterprise Applications
JDE/PeopleSoft EnterpriseOne
Oracle Applications
PeopleSoft Enterprise
SAS
SAP R/3 and BI
SAP XI
Siebel
JDA
Ariba
Manugistics
I2
And more…

Standards and Real Time
WebSphere MQ
Java Messaging Services (JMS)
Java
XML and XSL-T
EBXML
Web Services (SOAP)
Enterprise Java Beans (EJB)
EDI
FIX
SWIFT
HIPAA

CDC / Replication
DB2 (on Z, I, P, X series)
Oracle
SQL Server
Sybase
Informix
IMS
VSAM
ADABAS
IDMS
NonStopSQL
Enscribe

Legacy
Allbase/SQL
C-ISAM
D-ISAM
Datacom/DB
DS Mumps
Enscribe
Essbase
FOCUS
IDMS/SQL
ImageSQL
Infoman
KSAM
M204
MS Analysis
Nomad
Nucleus
RMS S2000
Supra
TOTAL
TurboImage
Unify
And many more….

Remove Erroneous Data Before It Gets Into the Warehouse

DataStage can Extract, Transform, and Load data into your data warehouse.

But we need to make sure the data is clean.

IBM

IBM InfoSphere Information Server for System z Can Load Your Data Warehouse

IBM InfoSphere Information Server for System z

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Replication Server

Change Data Capture

Platform Services

Parallel Processing Services	Connectivity Services	Metadata Services	Administration Services	Deployment Services
		Metadata Server		Information Services Director

Why Should I Care About Cleansing Information?

- **Lack of data standards**
  - ▶ Different formats and structures across different systems

Kate A. Roberts	416 Columbus Ave #2, Boston, Mass 02116
Catherine Roberts	Four sixteen Columbus APT2, Boston, MA 02116
Mrs. K. Roberts	416 Columbus Suite #2, Suffolk County 02116

- **Data surprises in individual fields**
  - ▶ Data misplaced in the data base

Name	Tax ID	Telephone
J Smith DBA Lime Cons.	228-02-1975	6173380300
Williams & Co. C/O Bill	025-37-1888	415-392-2000
1st Natl Provident	34-2671434	3380321
HP 15 State St.	508-466-1200	Orlando

- **Information buried in free-form fields**

```
WING ASSY DRILL 4 HOLE USE 5J868A HEXBOLT 1/4 INCH

WING ASSEMBY, USE 5J868-A HEX BOLT .25" - DRILL FOUR HOLES

USE 4 5J868A BOLTS (HEX .25) - DRILL HOLES FOR EA ON WING ASSEM

RUDER, TAP 6 WHOLES, SECURE W/KL2301 RIVETS (10 CM)
```

- **Data myopia**
  - ▶ Lack of consistent identifiers inhibit a single view

19-84-103	RS232 Cable 6' M-F CandS
CS-89641	6 ft. Cable Male-F, RS232 #87951
C&SUCH6	Male/Female 25 PIN 6 Foot Cable

- **The redundancy nightmare**
  - ▶ Duplicate records with a lack of standards

90328574	IBM	187 N.Pk. Str. Salem NH 01456
90328575	I.B.M. Inc.	187 N.Pk. St. Salem NH 01456
90238495	Int. Bus. Machines	187 No. Park St Salem NH 04156
90233479	International Bus. M.	187 Park Ave Salem NH 04156
90233489	Inter-Nation Consults	15 Main Street Andover MA 02341
90345672	I.B. Manufacturing	Park Blvd. Bostno MA 04106

QualityStage Fixes Data Quality and Consistency

- **Ensures clean, standardized information**
  - ▶ Eliminates duplications
  - ▶ Matches against reference data

- **Supports global postal address verification**

- **Provides visual tools for designing quality rules and matching logic**

- **Integrated with DataStage (one platform, one user interface)**

- **Data quality processes can be deployed within extract, transform, and load (ETL) jobs logic or separately as shared data quality services (SOA)**

Cleanse

QualityStage

Two MethodsTo Decide A Match

Are these two records a match?

```
WILLIAM J      HOLDEN  128 MAIN   ST   02111 12/8/62
WILLAIM JOHN   HOLDEN  128 MAINE  AVE  02110 12/8/62

   B       B       A       A    B    D    B       A    = BBAABDBA

  +5      +2     +20      +3   +4   -1   +7      +9    =   +49
```
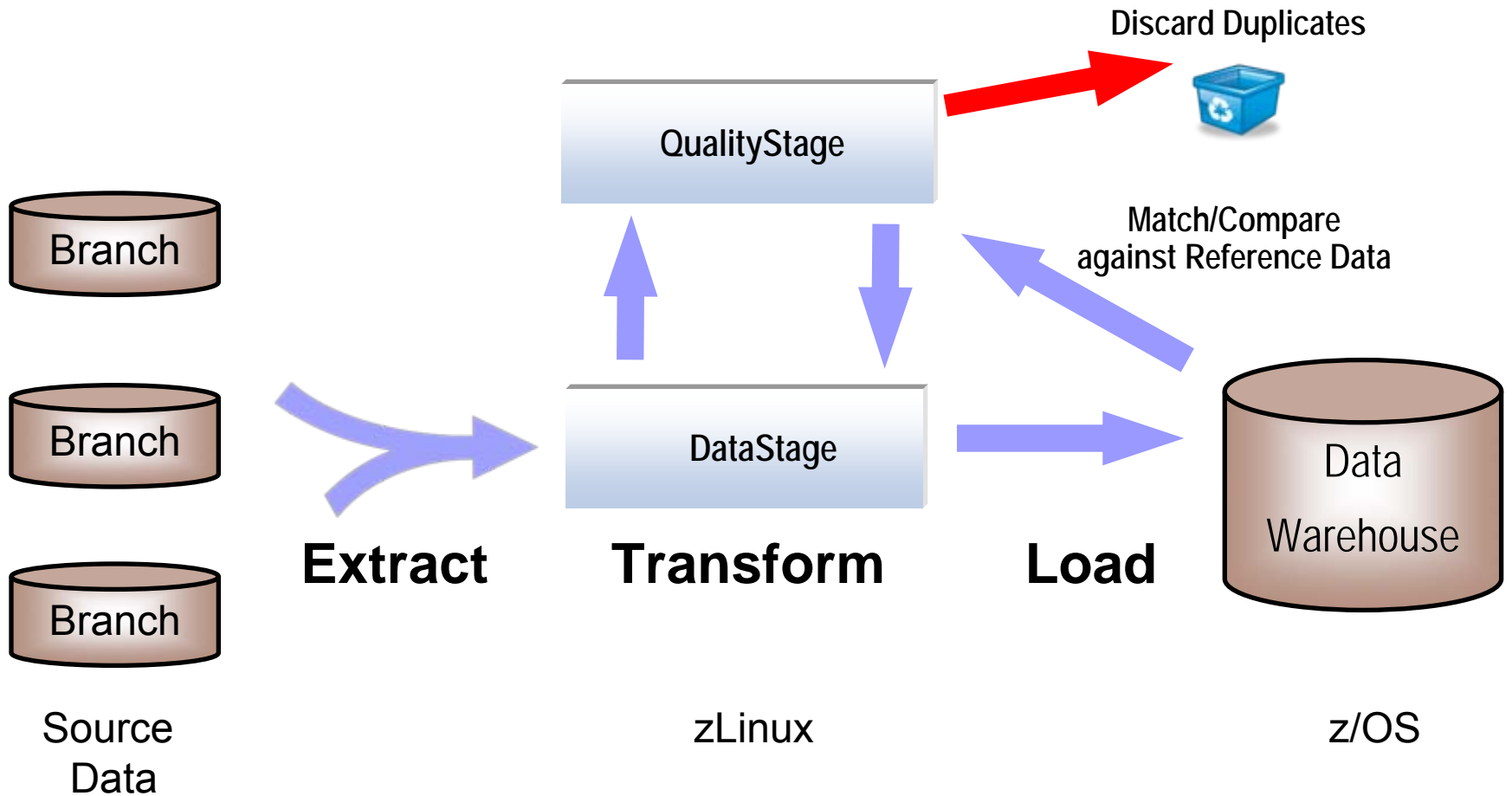
Deterministic Decisions Tables:
- ▶ Fields are compared
- ▶ Letter grade assigned
- ▶ Combined letter grades are compared to a vendor delivered file
- ▶ Result: Match; Fail; Suspect
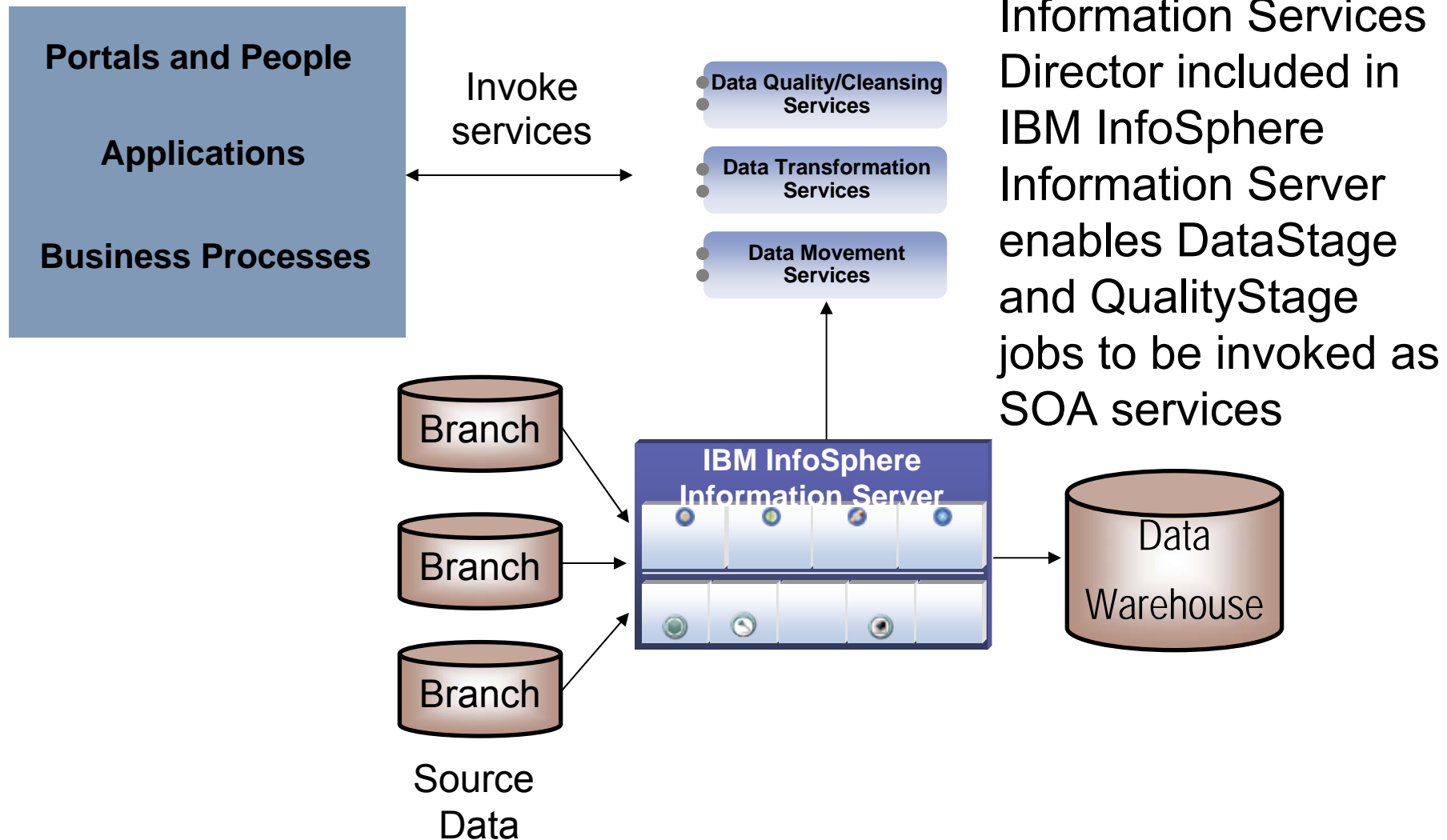
Probabilistic Record Linkage:
- ▶ Fields are evaluated for degree-of-match
- ▶ Weight assigned: represents the **"information content"** by value
- ▶ Weights are summed to derived a total score
- ▶ Result: Statistical probability of a match

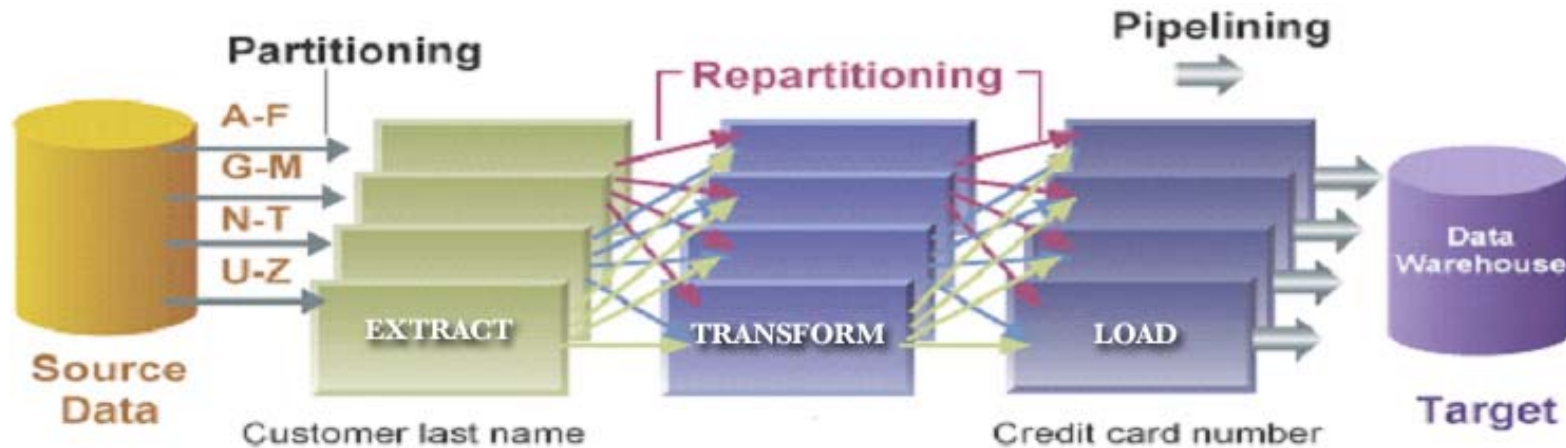# Add QualityStage To Cleanse The Data

Discard Duplicates

QualityStage

Match/Compare
against Reference Data

Branch

Branch

Branch

Extract   DataStage   **Transform**   **Load**

Data
Warehouse

Source
Data

zLinux

z/OS

IBM InfoSphere Information Server Exposes Jobs As SOA Services

Portals and People

Applications

Business Processes

Invoke services

Data Quality/Cleansing Services

Data Transformation Services

Data Movement Services

Information Services Director included in IBM InfoSphere Information Server enables DataStage and QualityStage jobs to be invoked as SOA services

Branch

Branch

Branch

Source Data

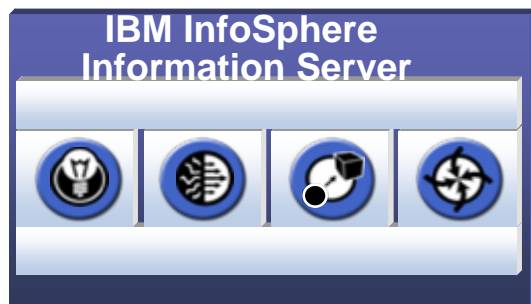**IBM InfoSphere Information Server**

Data Warehouse

DataStage And QualityStage Utilize Parallel Processing Services For Extreme Scalability

- Provides automatic dynamic data partitioning, repartitioning, and pipelining for optimal parallel performance

- Design integration processes without concern about underlying hardware architecture or number of processors
  - Resources defined in a separate configuration file
  - Allows easy expansion to new hardware

- Benefits from processing capacity, I/O capacity, and Hipersockets on System z

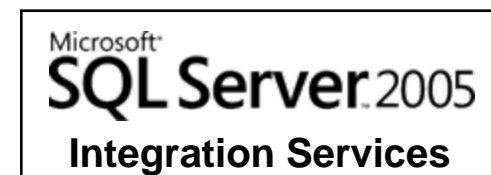# IBM Beats The Competition In Data Warehouse Solutions

IBM

IBM InfoSphere Information Server

- Integrated data services platform
- Extensive connectivity
- Enterprise scalability
- Easily expose jobs as services

Oracle

ORACLE DATABASE 10^g
Warehouse Builder

ORACLE DATA INTEGRATOR

- Two separate un-integrated products
- Warehouse Builder can only load Oracle databases
- Oracle Data Integrator (used to be Sunopsis) has no data quality capabilities
- Coding required to expose jobs as services

Microsoft

Microsoft SQL Server 2005
Integration Services

- Data quality limited to "Fuzzy Search" and MS SQL only
- Limited connectivity and limited support for non-Microsoft
- Lacks enterprise scalability
- Coding required to expose jobs as services

Service Oriented Finance Wants A *Dynamic* Data Warehouse

Our data is
updated frequently,

We need the data in our data warehouse to be more current

Change Data Capture
together with Information Server can "trickle feed" data into your data warehouse as it changes

IBM

IBM InfoSphere Information Server For System z Can Provide Near Real-Time Data Movement

IBM InfoSphere Information Server for System z

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on Linux for System z

Business Glossary
on Linux for System z

Rational Data Architect

Cleanse
QualityStage on
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DataStage on Linux
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DataStage for z/OS

DataStage MVS

Deliver
Classic Fed. Server
Classic Replication
Replication Server
**Change Data Capture
for System z**

Platform Services

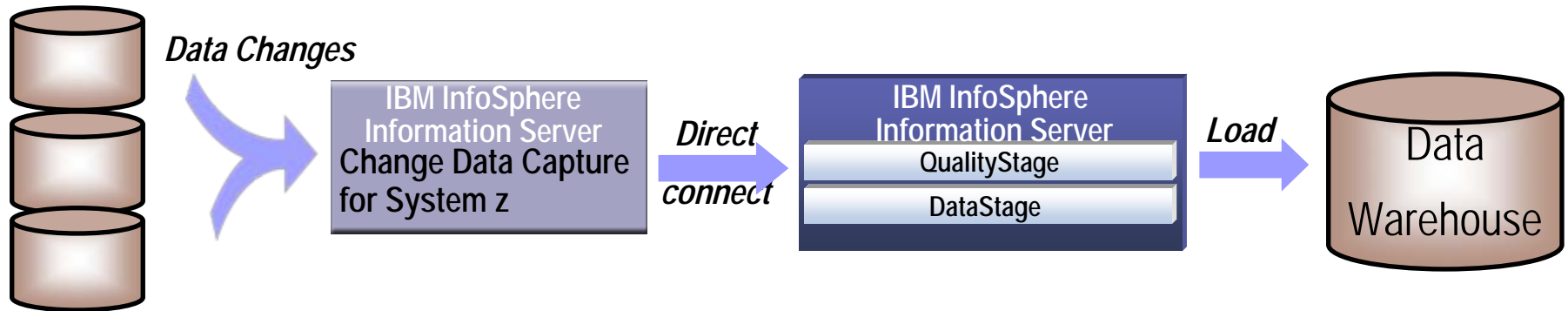| Parallel Processing Services	Connectivity Services	Metadata Services	Administration Services	Deployment Services
		Metadata Server		Information Services Director

Change Data Capture For System z

- Event is triggered automatically by a change in the data
  - ▶ Monitors DB2 log file for data changes
  - ▶ Sends message with data changes

- Message can initiate a business process
  - ▶ Example: After $10,000 in sales, a service request is sent to WebSphere Information Services Director, invoking a DataStage job to load sales data for analysis

- Automates the process of loading the data warehouse
  - ▶ Improves the currency of data in the data warehouse
  - ▶ Alternative to statically scheduled updates - which can lead to stale data and lost opportunities

Log-Based Change Data Capture

- **Using existing native database recovery logs to capture table and row level activity in a relational database**
  - **Most databases have a native log format that can be accessed**
    - DB2 and DB2 z/OS = DB2 Log, DB2(i5)=OS/400 Journal
    - Oracle = Re-do Log, SQL Server = Transaction Log

- **Many advantages to log–based Change Data Capture**
  - No changes to existing applications or schemas required
  - Little performance impact to source application and system
    - 0.05% system resources required to process over 300 GB of data
    - Sends only the changes – efficient use of bandwidth
    - Scalable
  - Alternatives have many drawbacks
    - SQL Select, File Comparison, Database Triggers, Modifying Source Application

- Wide range support
  - Information Server CDC for - DB2 (all platforms), Oracle, SQL Server, Sybase, and more
  - Data Event Publisher for non relational sources

Business Optimization

We'd like to make it easy for managers to closely monitor how our bank branches are performing

This is an example of Performance Management and you can do this with IBM Cognos BI

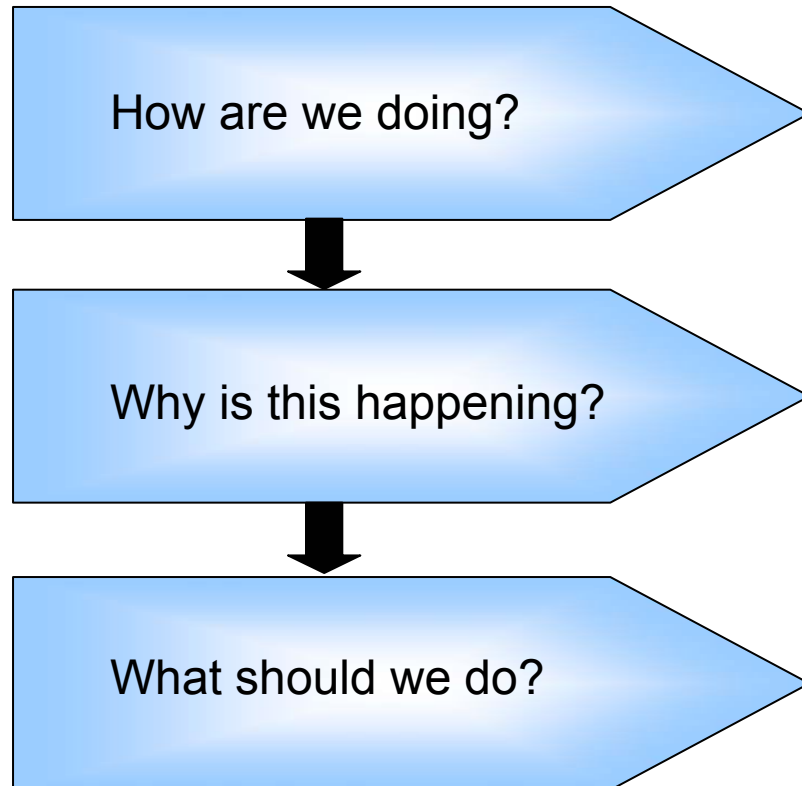**Service Oriented Finance CIO**

IBM

Achieve Business Optimization Using Performance Management

- **Make effective use of information to improve decision making**

- **Enhance processes to improve business results**
  - ▶ Define strategic goals, then measure and manage performance to ensure the goals are achieved
  - ▶ Link employee objectives with organizational objectives

- **Examples of Performance Management**
  - ▶ Monitoring and managing key performance indicators
  - ▶ Reporting and analyzing strategic information
  - ▶ Creating, monitoring, and managing financial plans

IBM Cognos Provides an Integrated Platform for Performance Management

How are we doing?

↓

Why is this happening?

↓

What should we do?

Measure and monitor the business using **scorecards** and **dashboards**

Uncover trends and investigate root cause using **analysis tools** and **reports**

Take action by collaborating and planning with Financial Performance Management tools

Use IBM Cognos BI Scorecards And Dashboards To Answer The Question "How are we doing?"
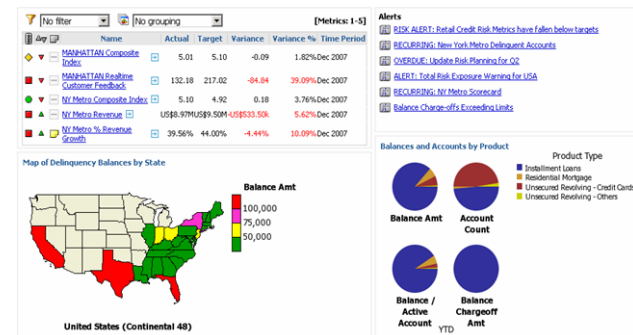
- **Scorecards track progress towards objectives**
  - ▶ Metrics display results relative to targets
    - – Defined on any indicator of business performance
    - – Actual results imported on a scheduled basis
  - ▶ Scorecards organize metrics logically
  - ▶ Diagrams organize metrics visually
  - ▶ Take action using action items, projects, comments, and watch lists

			Name	Actual	Target
●	▲	...	NY Metro Profitability Index	65.82	62.81
●	▼	...	NY Metro Composite Index	5.10	4.92
●	▼	...	NY Metro Customer Retention/Attrition	2,085.87%	2,077.21%
◆	▼	...	NY Metro Realtime Customer Feedback	198.00	200.00
■	▲	...	NY Metro Revenue	US$8.97M	US$9.50M
■	▲		NY Metro % Revenue Growth	39.56%	44.00%

- **Dashboards give quick access to information**
  - ▶ Present at-a-glance, high impact views of relevant information
  - ▶ Use visual indicators such as gauges and dials
    - – Drill-down into details
  - ▶ No additional licensing requirements to create dashboards with Cognos 8 BI

Use IBM Cognos BI Analysis And Reporting To Answer The Question "Why is this happening"?

- **Use Online Analytical Processing (OLAP) analysis to gain insight**
  - ▶ **Cognos Analysis Studio** provides simple and accessible multidimensional analysis
  - ▶ Powerful comparative analysis features such as automatic time trending and mixed-grain detail
  - ▶ Works with many OLAP and "dimensional relational" data sources

- **Create, distribute, and manage any style of report**
  - ▶ **Cognos Query Studio** provides "self service" reports created as needed by novice users
  - ▶ **Cognos Report Studio** provides "pixel perfect" production reports for payroll, invoices, financials
  - ▶ Supports many report formats including HTML, PDF, Excel, CSV, XML
  - ▶ Creates reports from both relational and OLAP data
  - ▶ Supports Unicode for working with reports in multiple languages

- **Easily manage the full reporting lifecycle**
  - ▶ Schedule analysis and reports and "burst" to many users
  - ▶ Users configure alerts and watch rules to automatically receive updated content via E-Mail or portal "News Items"

IBM Cognos Allows an Open Data Strategy

- All capabilities access a consistent set of information defined in the Cognos metadata model
  - ▶ As backend data sources change, the Cognos metadata model can be updated to control these changes and can identify impacts to deployed reports
- Open Data Access allows *any combination* of data sourcing strategies (e.g. combining ETL with Federation)
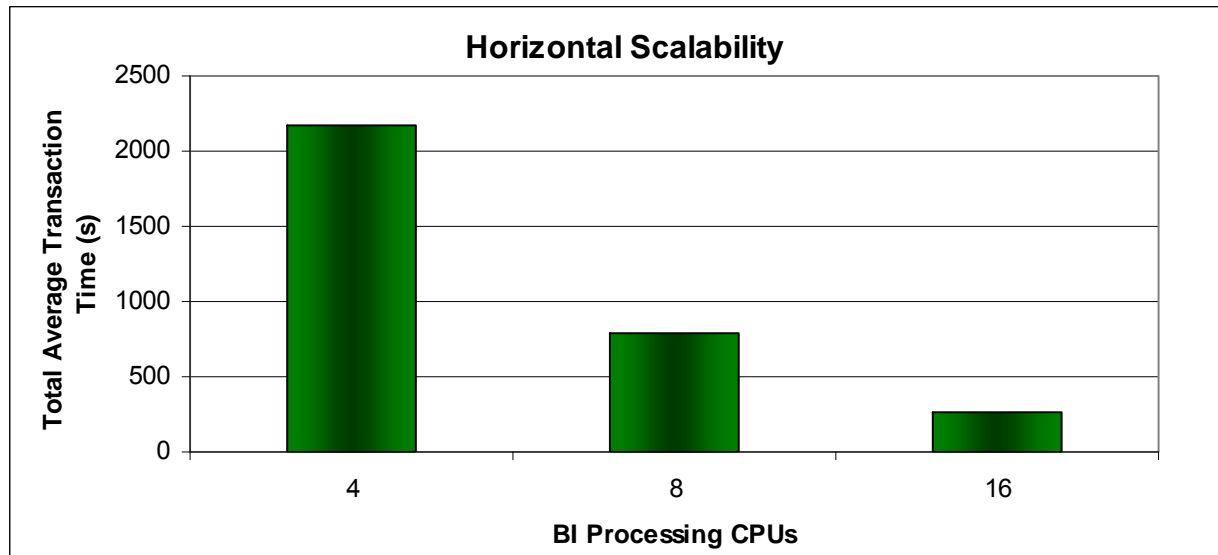

REPORTS   ANALYSIS   SCORECARDS

OPEN DATA STRATEGY

Direct Access   ETL   Federation

Relational · Multidimensional · Enterprise Application · Flat, Legacy, Modern

IBM Lab Tests Show that Cognos 8 BI Delivers Exceptional Scalability

Testing demonstrated that Cognos 8 BI delivers faster response time when hardware capacity is increased

Horizontal Scalability

Total Average Transaction Time (s) vs BI Processing CPUs

BI Processing CPUs	Total Average Transaction Time (s)
4	~2175
8	~800
16	~275

When hardware was doubled, response times were reduced by an average of **65%**

ERICO International
International manufacturer builds enterprise data warehouse with IBM

Challenge

- Information systems weren't keeping pace with growing volume of information generated throughout company.

- Isolated databases did not provide the global views needed to analyze market position and make critical business decisions.

- Launched corporate initiative to build global data warehouse to centralize information and better analyze data.

Solution

- Selected InfoSphere Information Server to access, understand and cleanse data from its worldwide operations.

- Information is delivered into an enterprise data warehouse leveraged by Cognos business intelligence and performance management software for reporting.

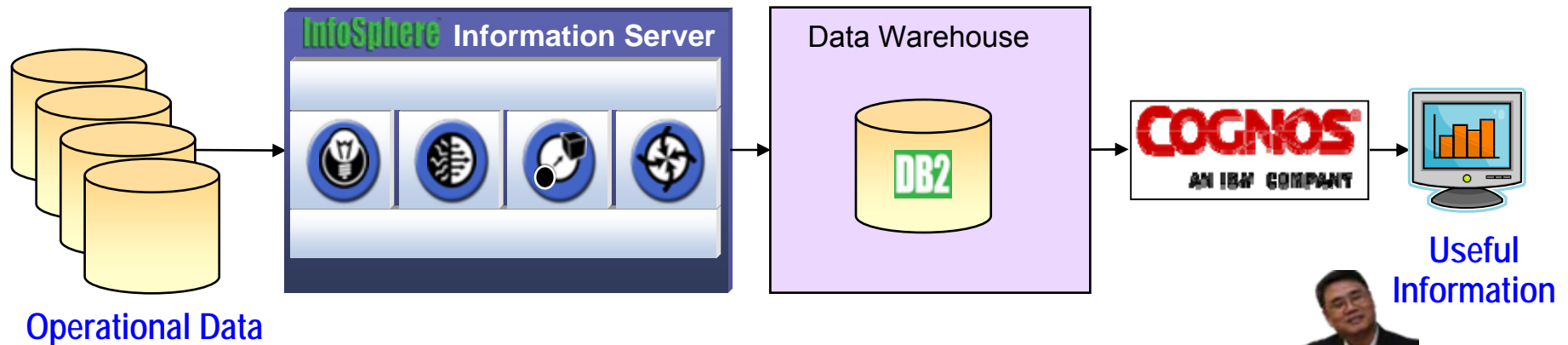- Replaced Microsoft SQL Server with DB2 Data Warehouse Edition.

ERICO®

Business Benefits

- **Simplify** company's e-commerce and electronic publishing initiatives by **reconciling, cleansing and updating** product information, part numbers, pricing data, renderings and drawings.

- **Deliver updated information** to different processes and systems that can use it to **improve sales, marketing and product development**.

IBM Delivers The Best Support For Business Optimization

- **Consolidated information integration platform**

- **Unified metadata management**

- **Extensive connectivity**

- **Enterprise scalability**

- **Highly scalable enterprise data warehousing platform**

- **Cognos 8 Performance Management**

- **Supports many hardware platforms and operating systems**

InfoSphere Information Server

Data Warehouse

DB2

COGNOS
AN IBM COMPANY

Operational Data

Useful Information

Service Oriented Finance Is Making Effective Use of Their Data

IBM provided a solution that helped us quickly improve our customer satisfaction.

Now we can use our information much more effectively to make optimized business decisions.

Service Oriented Finance CEO

Service Oriented Finance CIO

IBM vs. Oracle and Microsoft – Effective Use of Data (Business Optimization)

	IBM	Microsoft	Oracle
Extensive Enterprise Connectivity	**InfoSphere Information Server**	Requires 3rd party	Oracle-focused
Enterprise Scalability	**InfoSphere Information Server**	Windows only	Waiting for Fusion
Integrated Data Quality	**InfoSphere Information Server**	**NO**	**YES**
Support for SOA	**InfoSphere Information Server**	Write code using ADO.Net	Write code to call PL/SQL as web service
Integrated, Comprehensive Performance Management Platform	**IBM Cognos**	**NO** Multiple products with different metadata models	**NO** Multiple products (Oracle, Hyperion, Siebel) with different metadata models
100% web-based zero footprint BI	**IBM Cognos**	**NO** Requires MS Office, BI Dev Studio, Report Builder (plug-in)	**NO** BI Publisher uses MS Word, Many BI functions require desktop apps and plug-ins

Where Should We Deploy This Solution?

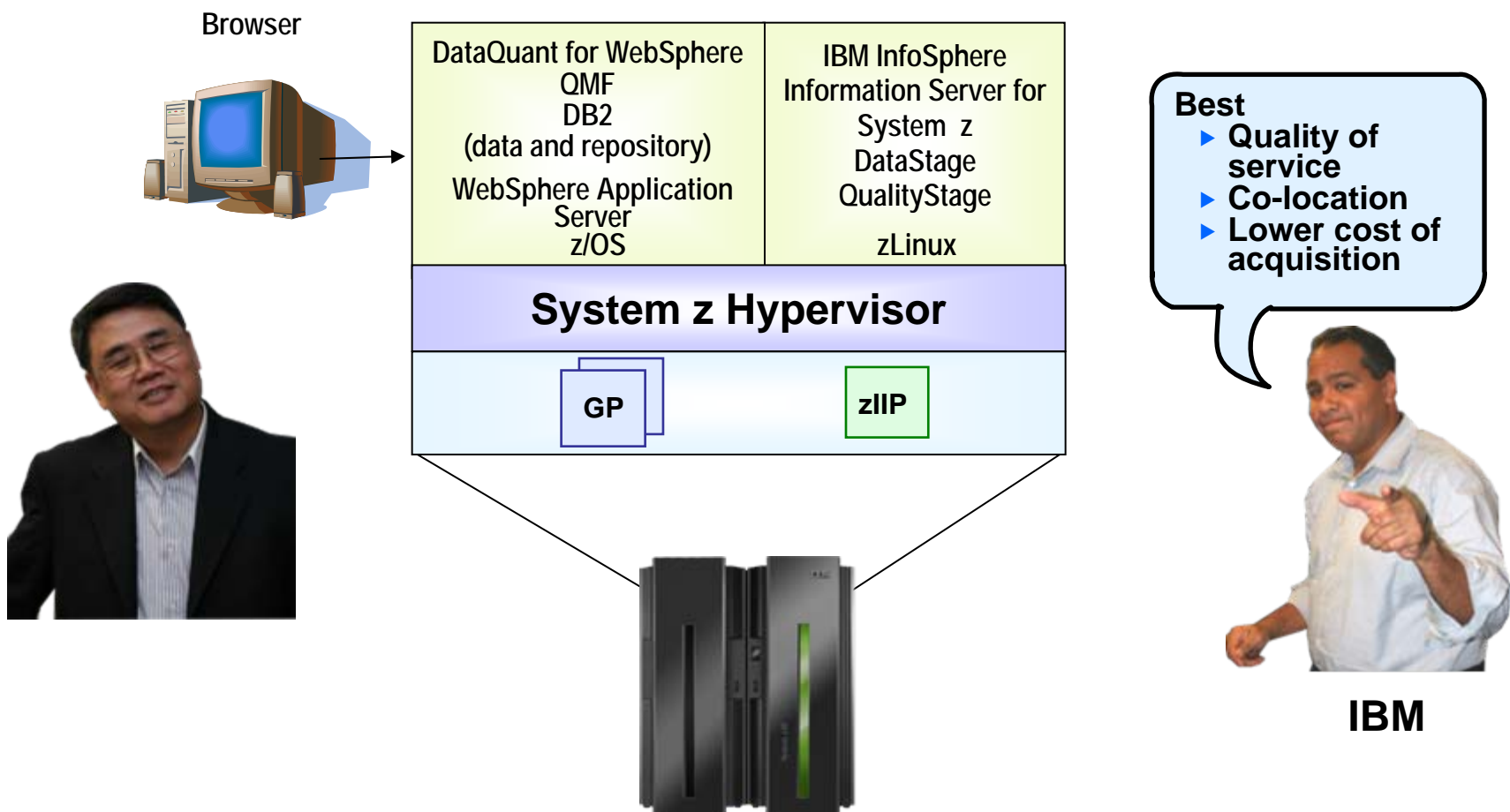**Capability is important, but cost is a big concern for us**

Deploying this solution on your System z will cost less than Oracle on distributed

CIO

IBM

Mainframe Extension Solution – Deliver Business Insight With A Data Warehouse

Browser

DataQuant for WebSphere QMF DB2 (data and repository) WebSphere Application Server z/OS	IBM InfoSphere Information Server for System z DataStage QualityStage zLinux

System z Hypervisor

GP   zIIP

Best
- ▶ **Quality of service**
- ▶ **Co-location**
- ▶ **Lower cost of acquisition**

IBM

Storage Costs:
DB2 Provides More Storage Savings Than Oracle

- **DB2 for z/OS lowers TCO by reducing storage needed**
  - ▶ TPC-H Benchmark: DB2 compression of 59% vs 29% for Oracle RAC

- **Storage savings with DB2 vs. Oracle for a 10 TB data base**

	Oracle	DB2 for z/OS*
Storage System	HP Enterprise Virtual Array 8100 Storage	IBM System Storage DS6800
Overall database compression ratio (using TPC-H benchmark results)	29%	59%
For 10 TB uncompressed data storage needed	7.5 TB of HP Storage	4.2 TB of IBM Storage
Cost of storage (3 year TCA)	$319,270 + $15,113 x 3 = **$364,609**	$234,101 + $13,164 x 2** = **$260,429**
With compression, storage for DB2 costs <u>29% less</u> than for Oracle		

*DB2 for z/OS achieves similar compression ratios to those of DB2 for LUW
**IBM storage maintenance fee for the first year is included in the warranty

US Retailer Improves Response Time By Co-locating Data Warehouse And Operational Data

- A major US retailer moved their 5.5TB data warehouse from distributed servers to System z
  - ▶ Operational data bases were already located on System z

- On average they reduced query processing times by 80% due to better query parallelism in DB2 for z/OS
  - ▶ (17 minutes to 3 minutes)

- They saved CPU cycles to load the data warehouse
  - ▶ Avoided network processing

The Value Of Business Insight

We learned the best promotion to maximize our business profits

And I saved money by deploying our data warehouse solution on System z

Marketing VP

CIO

Accelerate Development With Pre-built Data Models For Industry Data Warehouses

- Quick start your data warehouse design with pre-built **IBM Industry Data Models**

- Use **Enterprise Model Extender** to customize the data model
  - ▶ Eclipse plug-in for Rational Data Architect

- Models capture the best practices of over 400 IBM customers
  - ▶ Banking, finance, health, insurance, retail and Telco