

ASEAN INFORMATION ON DEMAND CONFERENCE 2010

Creating Your Information Agenda: A Strategy for Success

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INFORMATION-LED
TRANSFORMATION



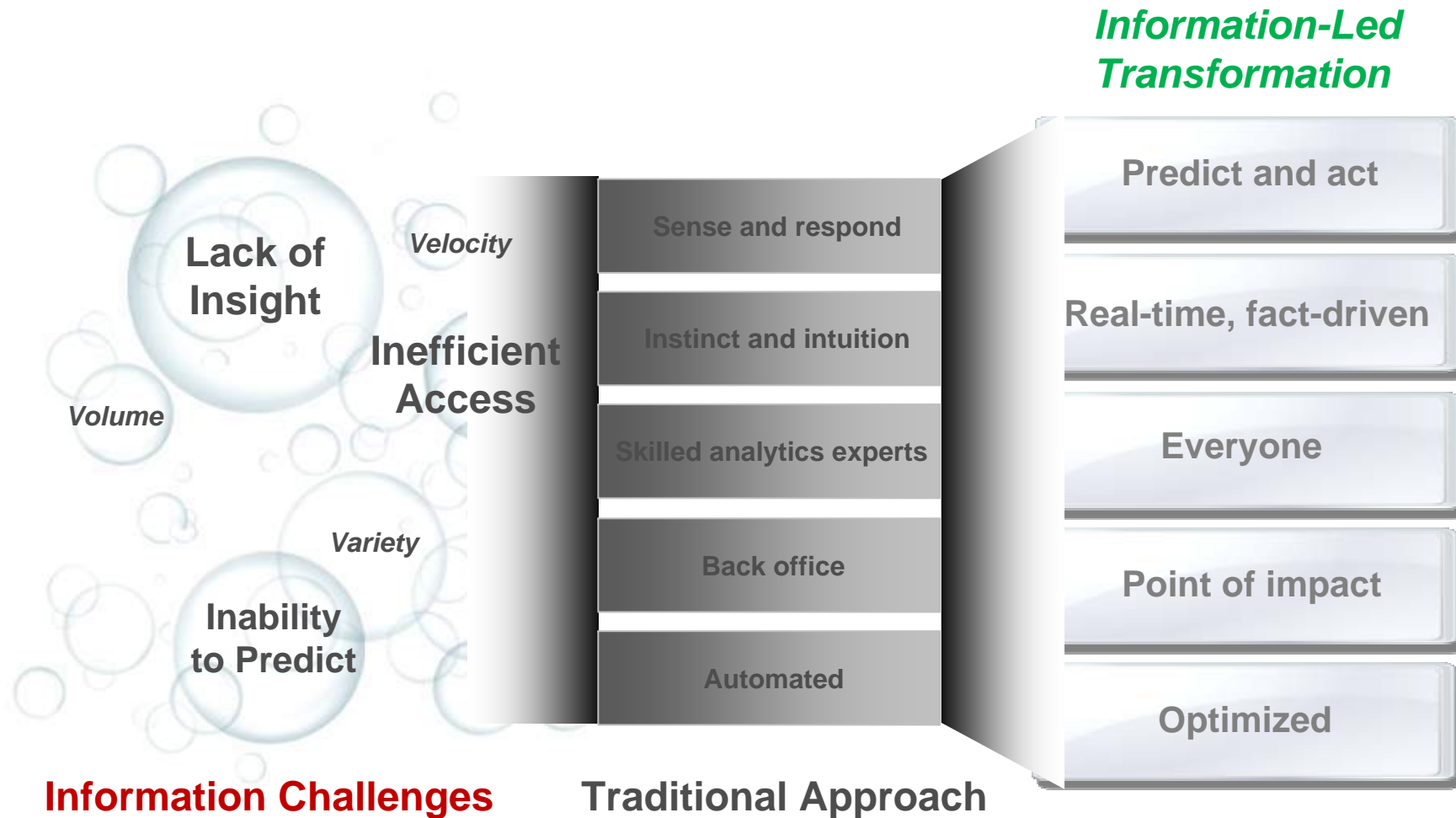
LEAD
THE WAY



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

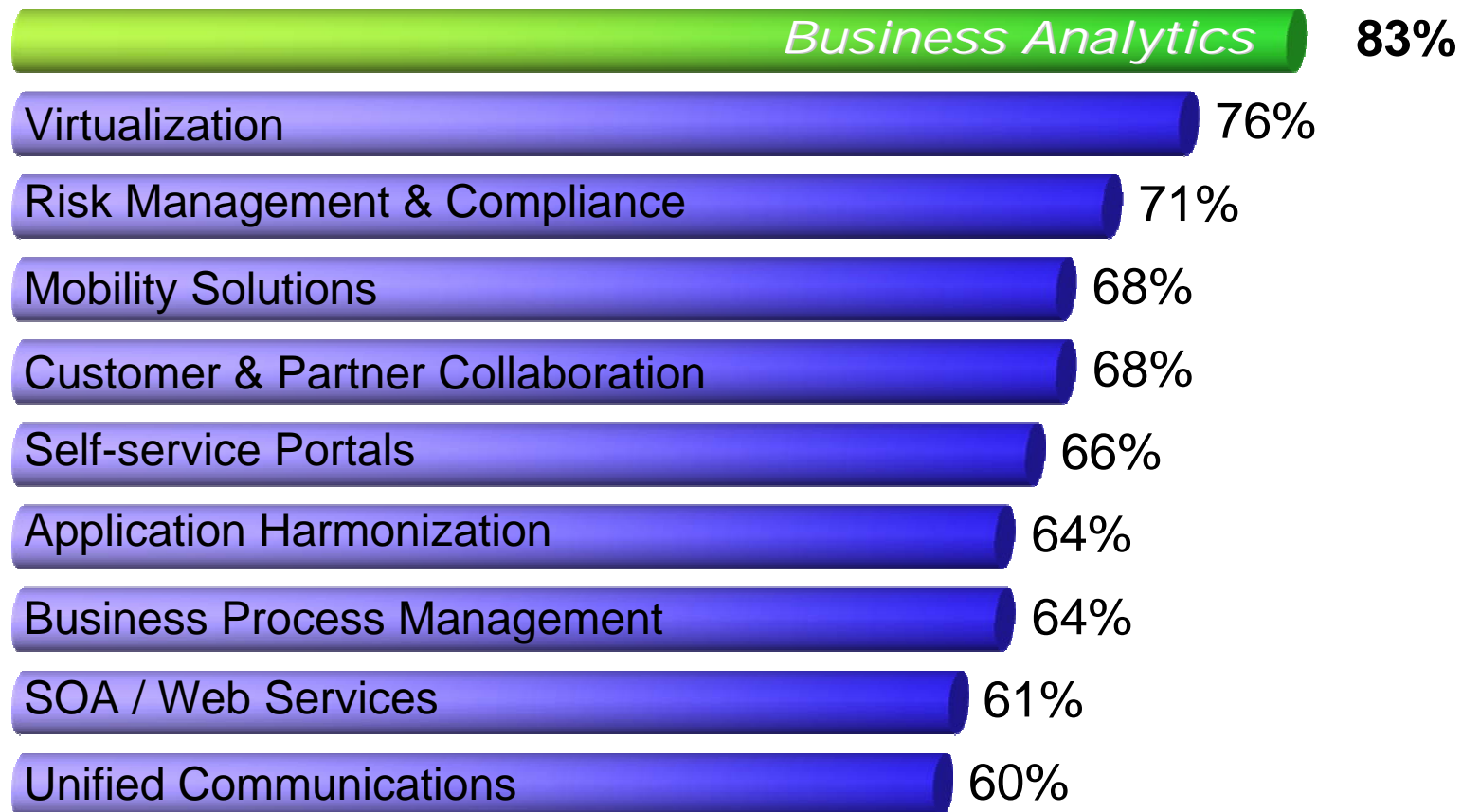
Leveraging Information and Analytics

Informed, Real-time Decisions at the Point of Impact...
An Information-Led Transformation



Information-Led Transformation

Leveraging information & analytics is now the top priority for CIOs, and organizations that do so outperform their peers...



Source: IBM Global CIO Study 2009, n = 2345,

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Show the business that trusted information is key to improving performance

Consider my home telephone service.

What does my service provider know about me?

- *Bought a house in April 2007*
- *Established three telephone lines*
- *Spend over \$200 a month on phone service*
- *Did not sign up for broadband, mobile phone or satellite TV*
- *Reduced phone service from three to two lines after ten months*

High
Demand

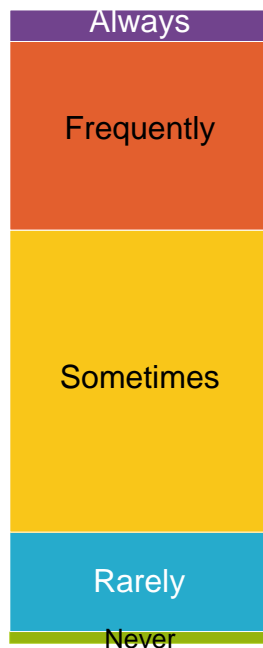
High
Value

Opportunity

Dissatisfaction

Guesstimation has worked up to a point, but is prone to failure and is rarely optimal

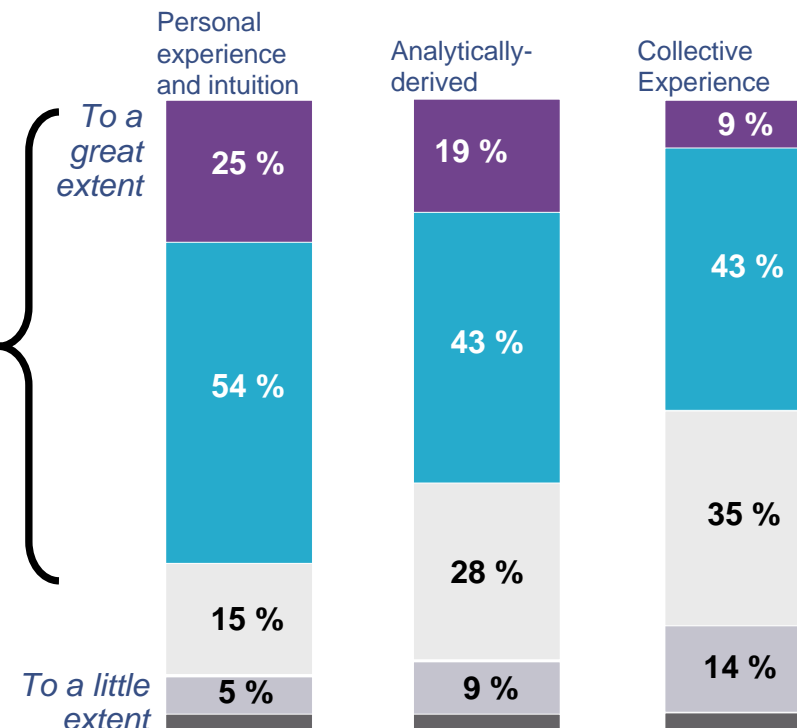
How often have you made major decisions with incomplete information or information you don't trust? ¹



1 in 3 often do

Intuition is the most important decision making factor

To what extent do you make business decisions based on the following factors? ²



Source: EIU launch survey for IBM BAO, March 2009, n=225: ¹Question 2; ²Question 6



As clients shift to an Information Driven Enterprise, they are asking two fundamental questions.

Create Value...

Can I get just the right insight & information to the right people in the context of what they are doing?
Executives? Business Analysts? Customers? Call Centers? Web?



Lower Costs...

I have thousands of databases and content repositories.
I don't know where what is?
Can I get it all organized?
Can I decommission data?



An Information Agenda Roadmap Workshop provides a proven approach to help organizations identify the steps to become an information-based enterprise by creating an end-to-end strategy for delivering information on demand

**Align people,
process & information**

Discover & design trusted information with unified tools and expertise to sustain strategic value of information over time...

**Architect an extensible
information infrastructure**

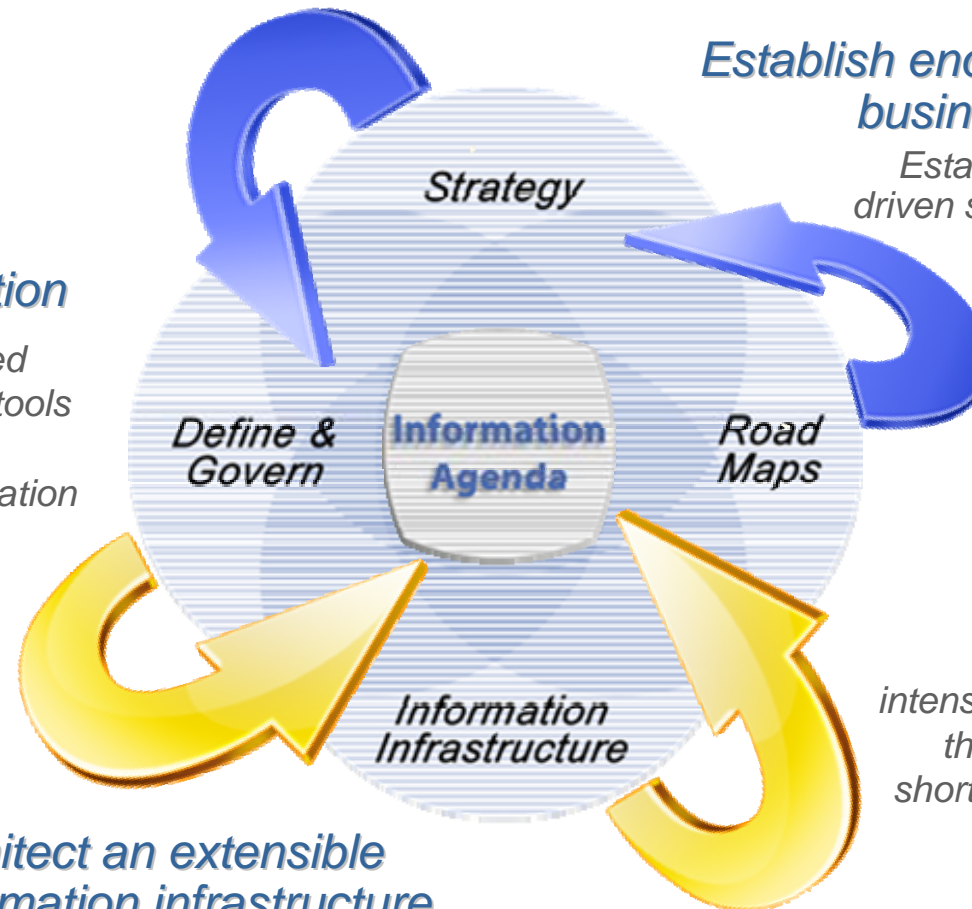
Deploy open and agile technology and leverage existing information assets for speed and flexibility...

**Establish end-to-end vision &
business-driven value**

Establish an information-driven strategy & objectives to enable business priorities...

**Accelerate
projects for short
& long-term ROI**

Accelerate information-intensive projects aligned with the strategy to speed both short-term & long-term return on investments...



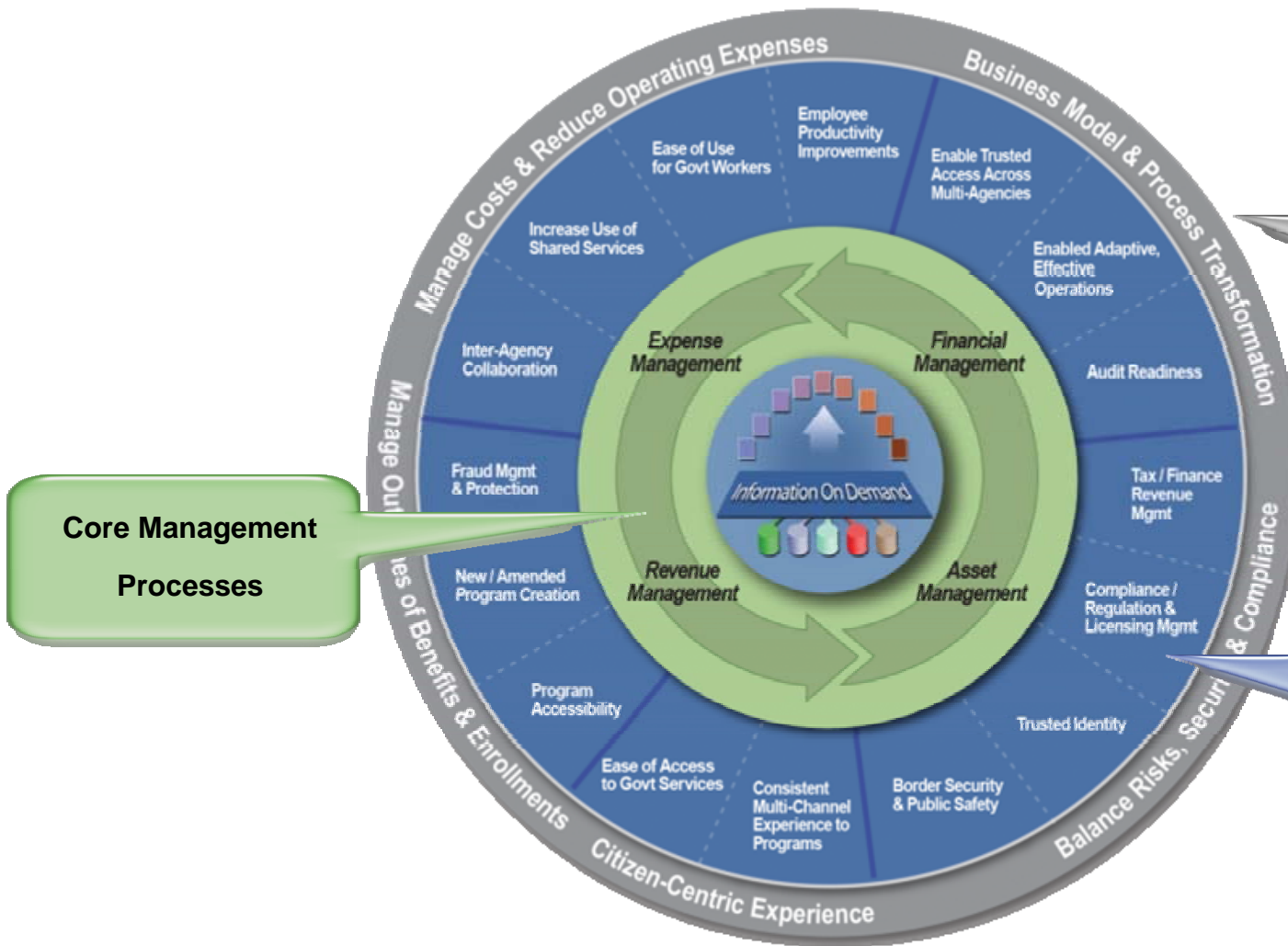
Business Optimisation Maps are at the Core

Using Accelerators to drive results

Proven
Approach



Strategic Imperatives



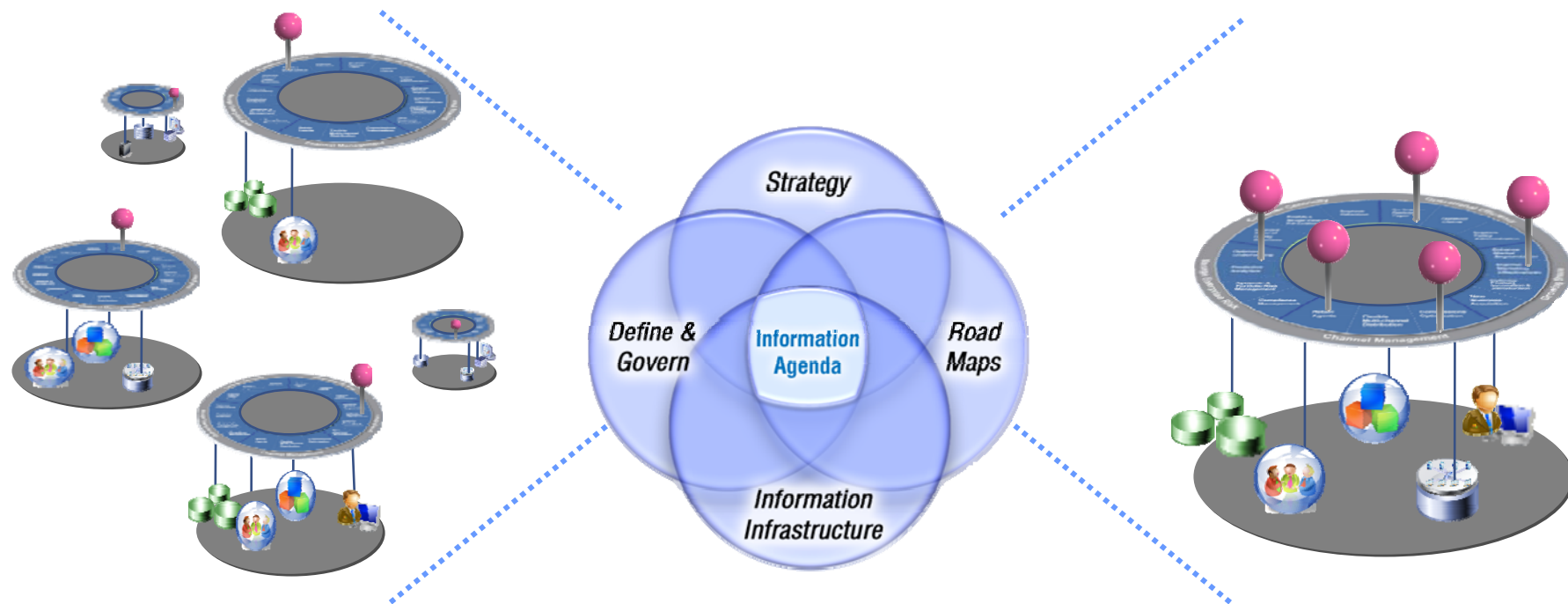
Core Management
Processes

Business Objectives

Establishing an Information Agenda:

Bringing analytics to life in the context of an Information Agenda ensures optimized investments and faster time to value

An information agenda builds the alignment between Business and IT that is critical to fulfilling the potential of reusable, interoperable and extensible IT components and master data.



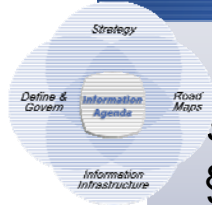
Multiple highly justified but non aligned projects

Integrated program of projects capitalizing on common enterprise information and technology

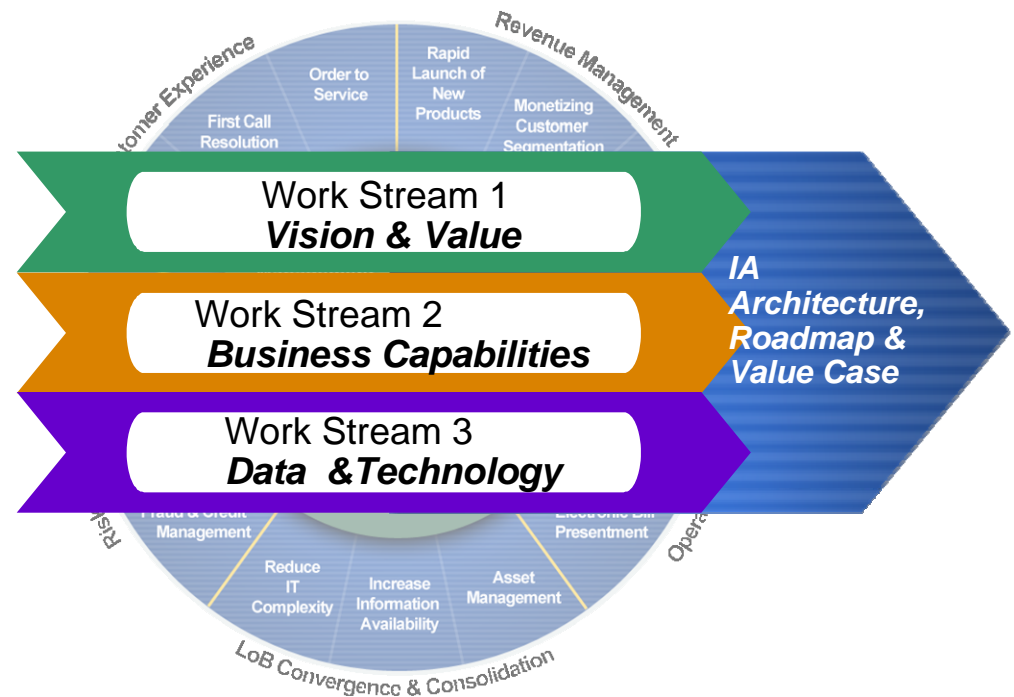
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As Part of the Information Agenda, an Information Strategy Provides the Overall Vision plus Linkage to Business Strategy...

Strategy



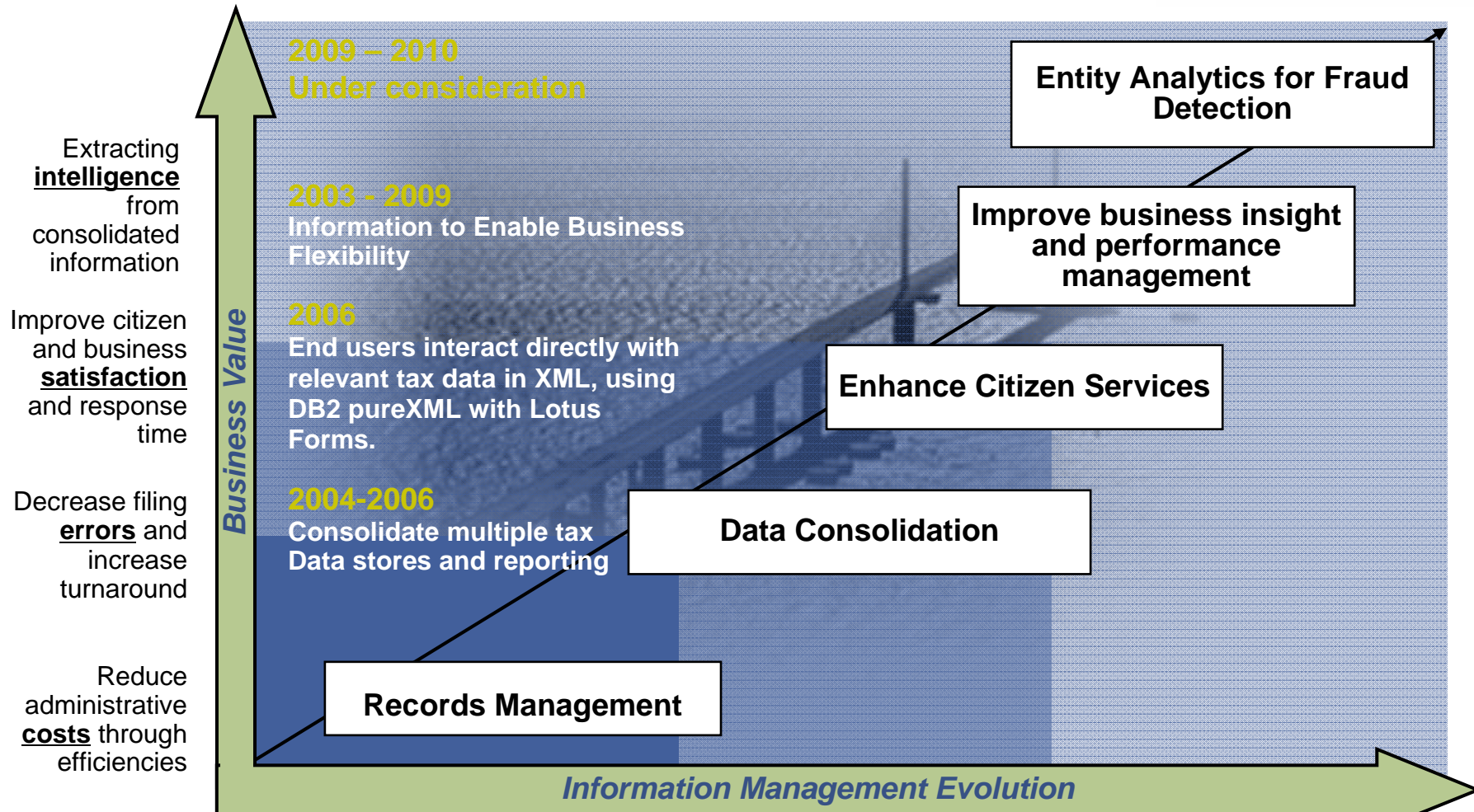
- § Establishes guiding principles
- § Provides an end-to-end vision for all components
- § Follows your business strategy & operating framework
- § Is created by stakeholders from across the organization



Collaboration between the CIO and line-of-business managers is a critical success factor for any organization's information agenda.

Information Maturity

New York State Department of Taxation



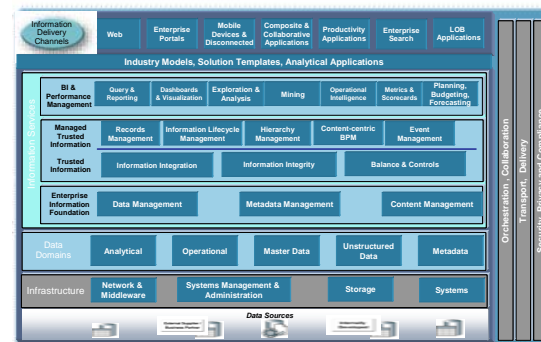
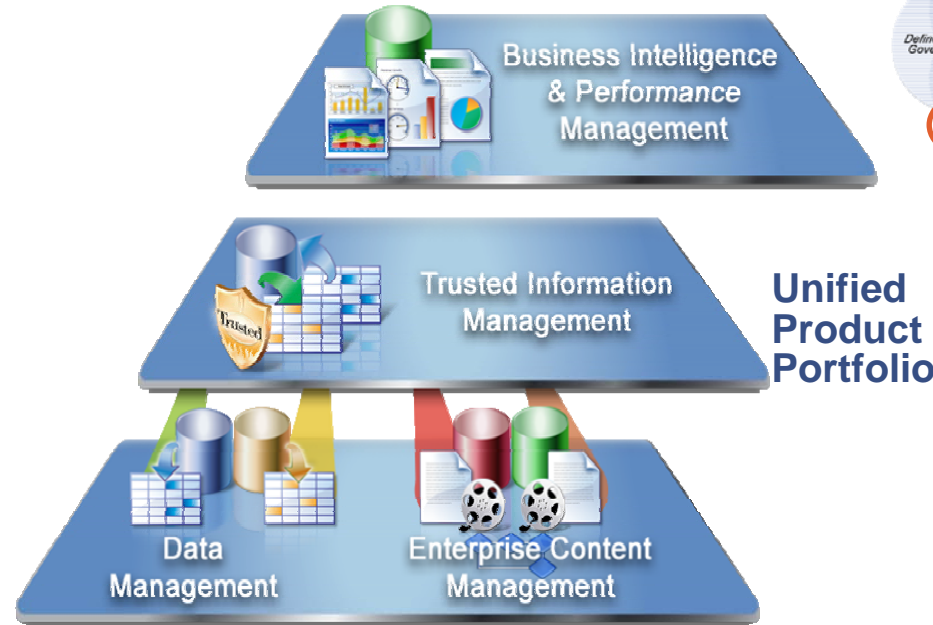
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Information Infrastructure: Build a unified Information Management Infrastructure

Information Infrastructure

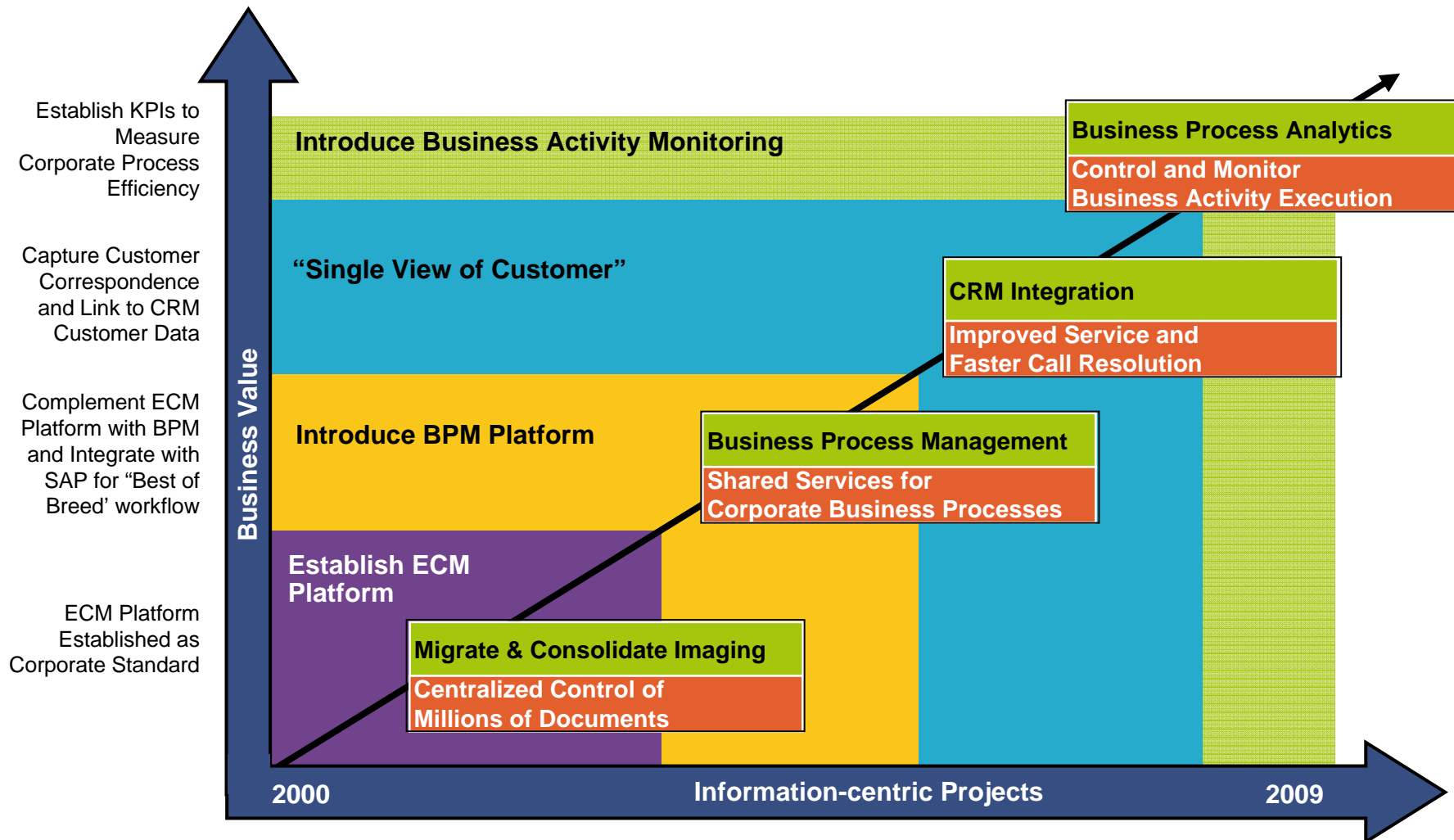
An enterprise-level information infrastructure can help you:

- Manage information over its lifetime
- Use information as part of business processes
- Establish and maintain an accurate, trusted view of information
- Plan, understand and optimize business performance



Reference Architecture

Communications Service Provider evolves a consistent information infrastructure



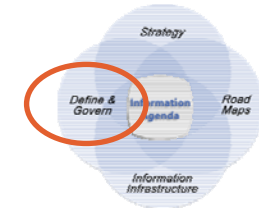
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Governance: Sustaining Information Agenda Success

Information Governance

- Requires a mission-specific, cross-enterprise corporate organization for collaborative policymaking
- Defines policies and practices for managing critical information assets
- Develops architecture practices and standards
- Monitors data quality
- Ensures training and enabling of all affected staff
- Establishes Competency Centers

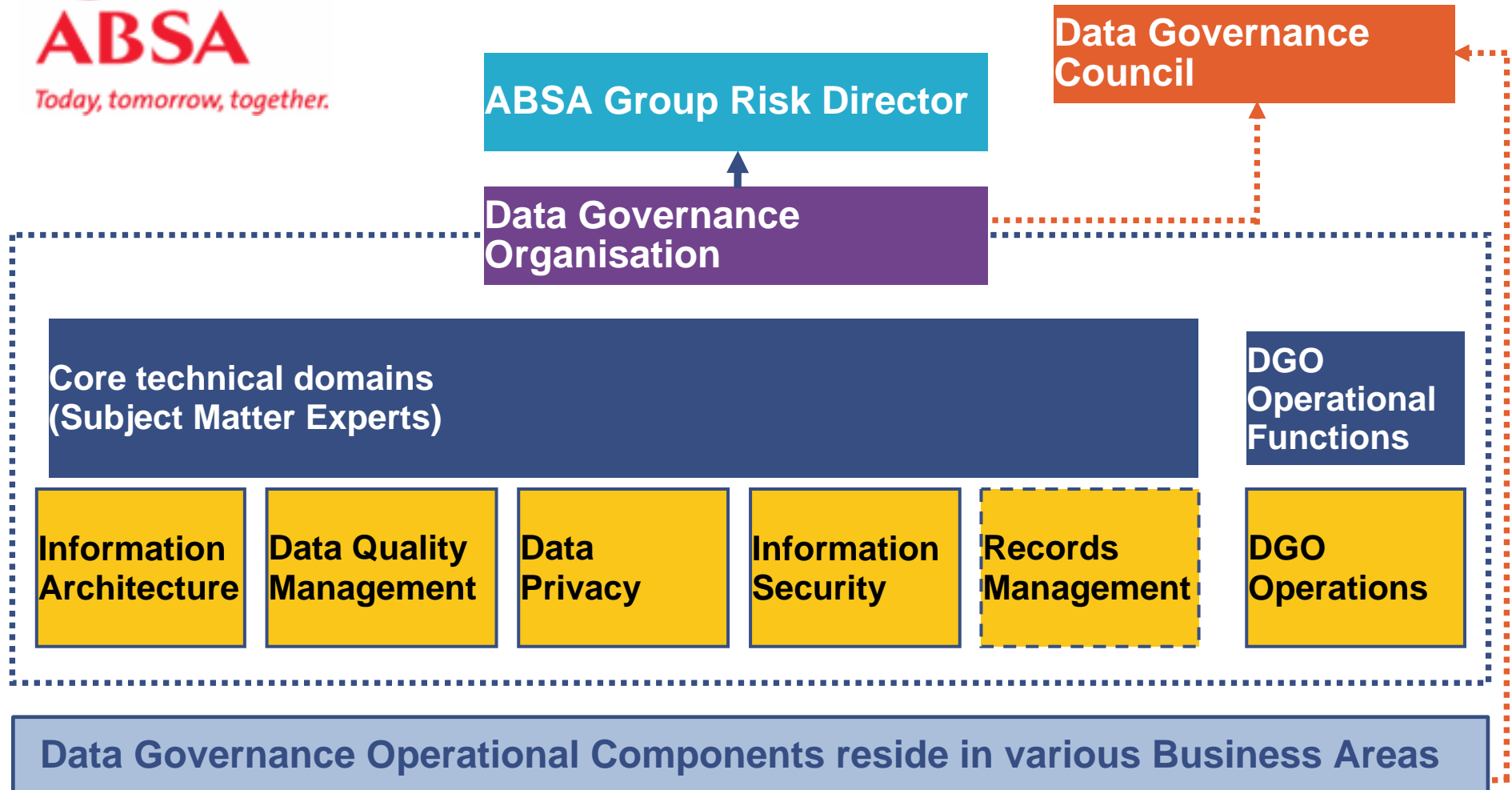
Foundation Tools



Competency Centres



Absa Data Governance Operating Model



IBM Information Agenda Workshops

- Review Information Agenda
- Understand key business initiatives, strategic priorities, challenges, etc
- 3-hour to 1 day workshop

- Build vision and high level roadmap for IOD journey
- Interviews with key stakeholders from business and IT
- 2-5 day workshop; 2-4 weeks offsite

- Defines and scopes an IA project
- Interviews with key project stakeholders from business and IT
- 1-4 week workshop



Industry Specific Information Agenda Accelerators

Proven consulting and technical tools to accelerate the process

*Industry Specific
Business
Optimization Maps*



Establish a business driven information strategy by identifying business objectives that can be optimized with information and relevant IT projects

*IOD Workshops &
Reference
Architecture*



Accelerate development of future state design, identification of key information requirements and gap analysis

*Data Governance
Best Practices &
Maturity Model*



Establish policies and procedures to drive consistency around how information is defined and used across the enterprise

*Maturity Model,
Guides & Roadmap
Templates*



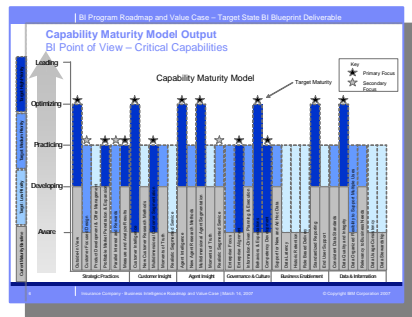
Assess business value, dependencies and prioritization of projects to drive successful execution

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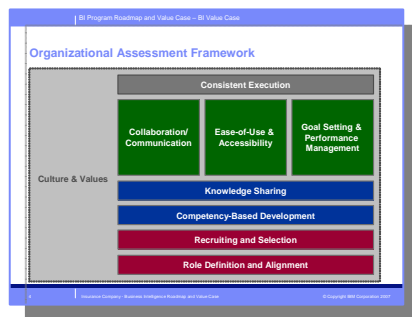
IBM Can Help You Pull All This Together

What should we be doing?

CAPABILITY MATURITY MODEL

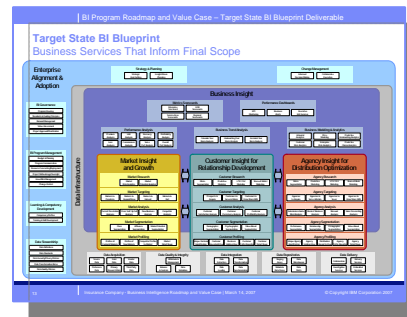


ORGANIZATIONAL READINESS ASSESSMENT

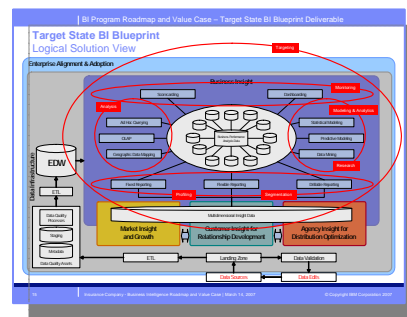


How should we be doing it?

THREE-YEAR BLUEPRINT

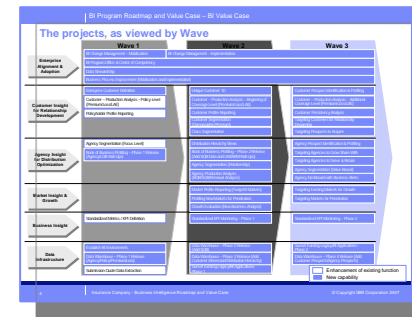


DATA & TECHNOLOGY VISION & GAP ASSESSMENT



When should we be doing it?

ROADMAP



VALUE CASE

Benefits Summary Sheet

Benefit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Benefit 1
Benefit 2
Benefit 3

Benefits Highlights:

- Benefits were achieved over 9 waves (2009-2021) utilizing 44 data point fee percentages and a 12% in-house discount rate which resulted in an after-tax IPI of \$150 and savings of 26% of CA.
- Benefit Driver 3.3, Improve Availability of Resources to Handle Work had benefits that amounted to about \$170M over 9 years. These benefits were not seen, so a driver was applied to solve an increase in revenues through increasing premium volume, increased size of available cases, and improved retention effects.
- All benefits have a 2 month ramp up period to account for training and adoption of change.

All benefits have been categorized into three major waves of initiatives:

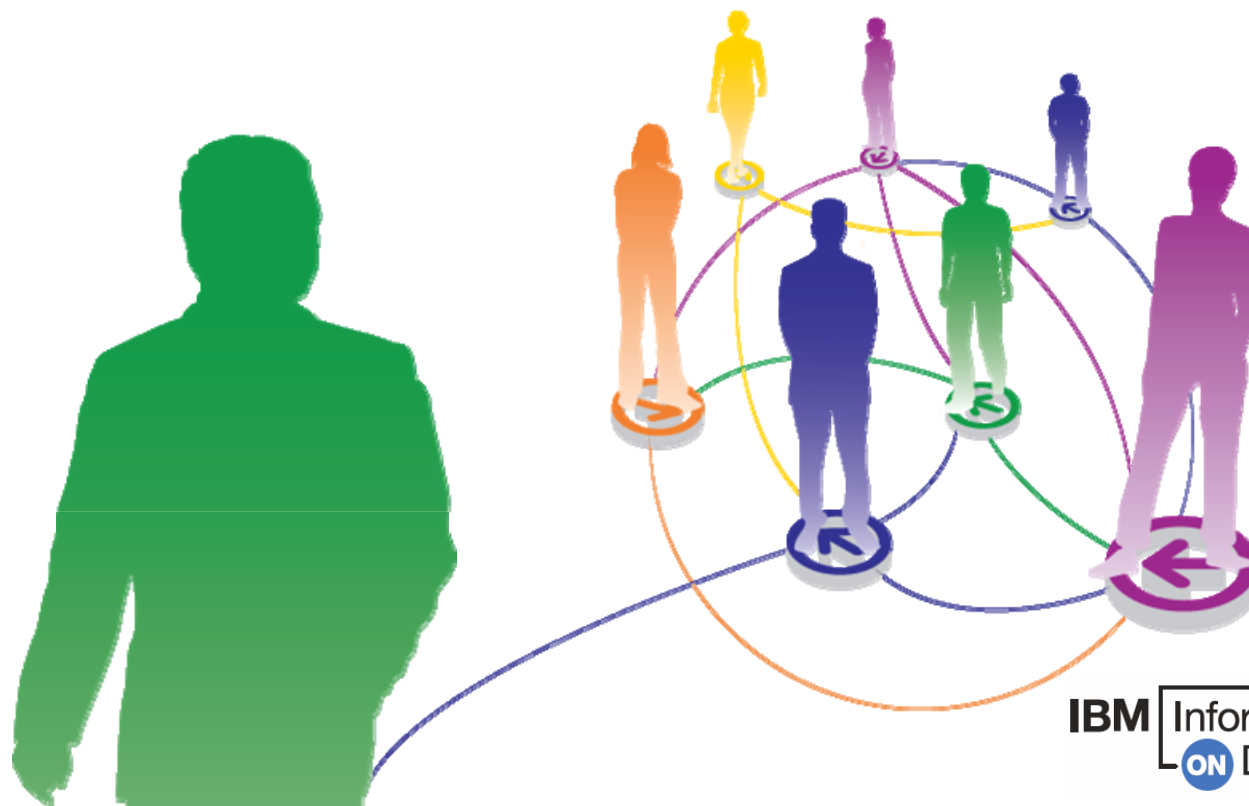
- Control and Leverage
- Integration
- Insight

Each wave includes Revenue Growth, Efficiency, Operational Efficiency, and Building Capacity to Serve.

To be conservative, benefit estimates for 2011 were held at 2010 levels. However, it is expected that normal growth and improvement targets would allow these numbers to be higher.

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THANK YOU!



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