

The Core Principles of Information Integration & Governance



INFORMATION INTEGRATION & GOVERNANCE FORUM 2011

Delivering Trusted Information for Smarter Business Decisions

Better information integration & governance improves business results



Understanding Data

A major bank located 300,000 previously lost customers, gaining ability to up sell and accelerate revenue generation



Improve Data Quality

Best practices in data quality can boost revenue by 66%



Manage Data Lifecycle

Computer systems company reclaims \$350,000 of disk and improves performance by more than 40% through archiving



Protect Data and Comply

Monitoring database activity protects data, enables compliance and successful audits while providing 239% ROI

... But most organizations continue to struggle

Increasing Complexity



1 trillion
Connected devices in the world

Declining Quality



\$8.2 million
Annual loss by average organization due to poor data quality

Protecting Privacy



\$204
Cost per compromised record

Ensuring Compliance



\$29.8 billion
U.S spending on governance, risk and compliance

...Making information integration and governance no longer an option

“By 2013, 25% of the companies in highly regulated industries will create and staff positions in accounting, human resources, compliance and audit and law that deal explicitly with the management of information via technology.”

– Gartner, Inc.
“Organizing for
Information Governance”
Debra Logan, November 2009

“[A]n [information management] strategy should incorporate life-cycle information governance practices [to ensure] consistent execution of ... business optimization, agility, and transformation [initiatives].”

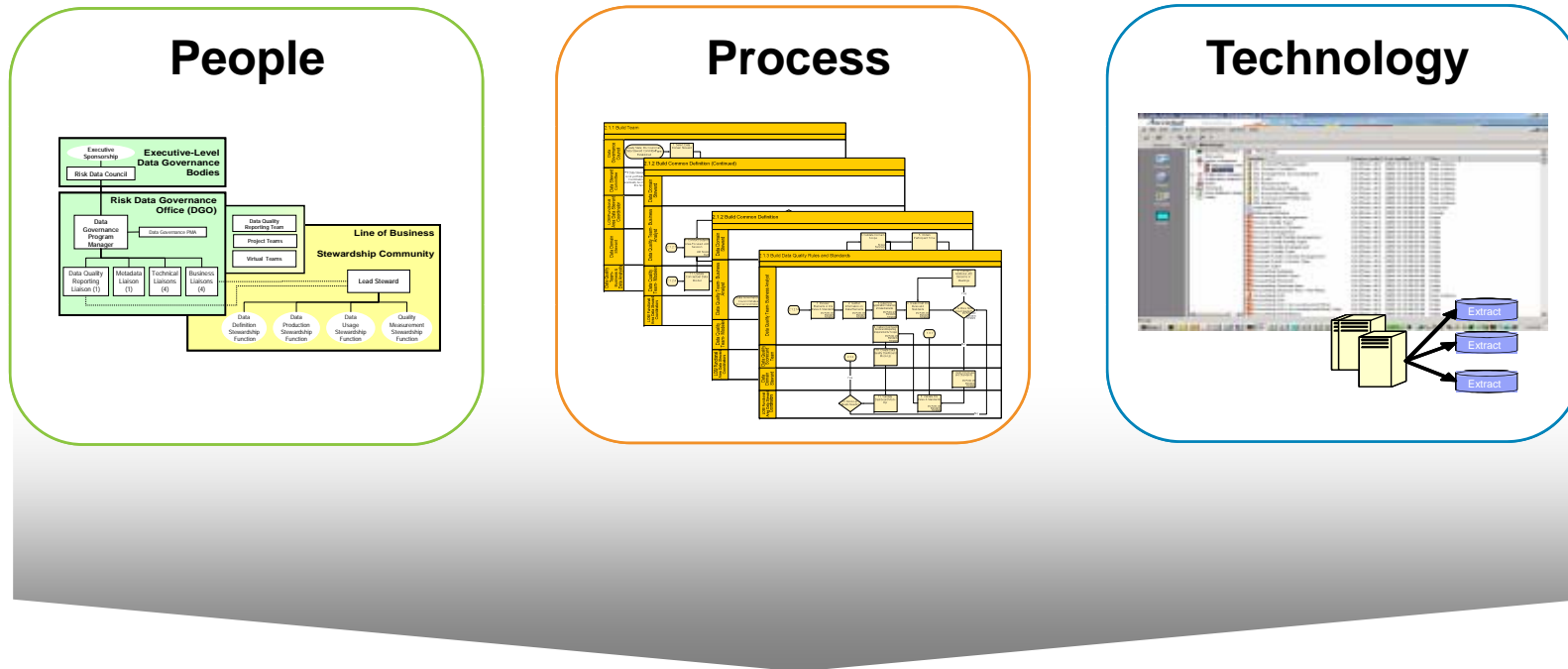
– Forrester Research, Inc.
“Refresh Your Information
Management Strategy to
Deliver Business Results”
Rob Karel &
James G. Kobielus, August 2009

“If you are going to protect your company's most valuable asset—your data—you will begin to view data security as a component of a more comprehensive information governance strategy.”

– Hurwitz & Associates
“Why you need an
information governance
strategy for 2010”
Marcia Kaufman,
December 2009

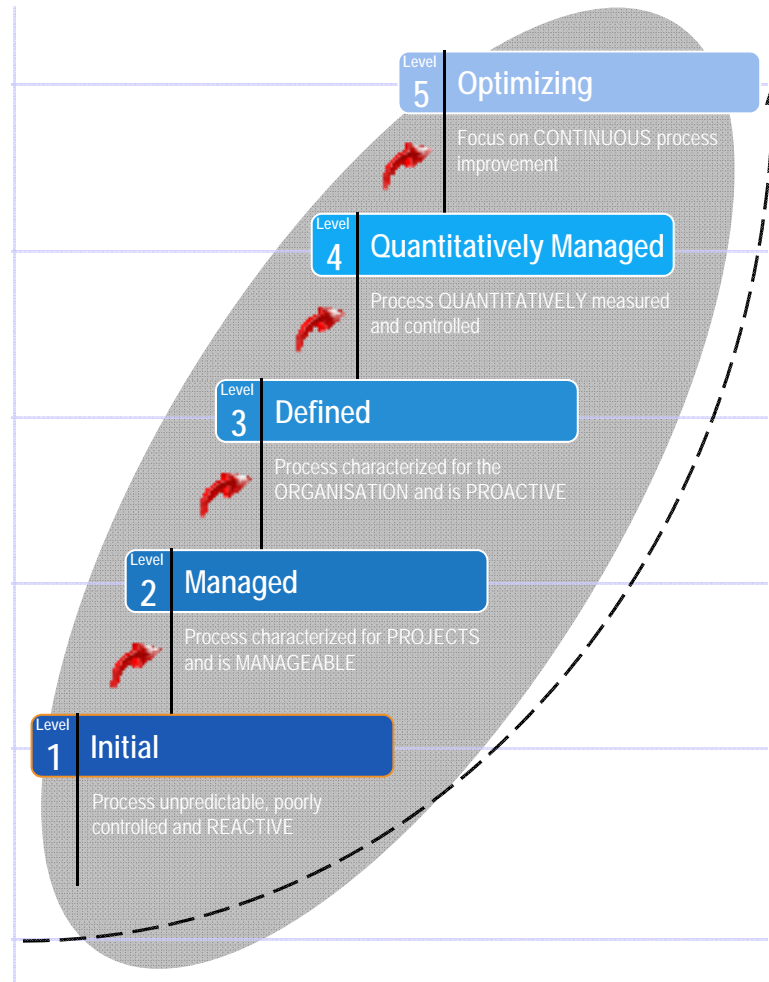
Proactively leverage information to unlock value and manage risk

Creating the need for better Information Integration and Governance



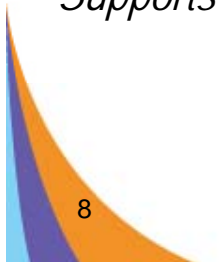
***Ensure information is understood and consistently defined.
Increase the use and trust of information as an enterprise asset.
Protect information, reduce risk and comply.***

IBM's history of thought leadership in Information Governance



- Established Information Governance Council over five years ago
- Developed Maturity Model for Information Governance leveraged by over 250 customers
- Community now exceeds 750 members
- www.infogovcommunity.com

Information Governance Council Maturity Model



Proactively unlock value while managing risk in your next project

1

Do you fully understand your information landscape?



2

Do your users trust your information?



3

Do you have a strategy to contain cost as data volumes grow?



4

How prepared are you to address legal and regulatory obligations?



5

Do you have a 360° view of protecting information?



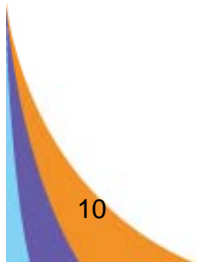
1

We want semantic consistency

#invest #stocks #mkt http #stockmarket bse #stockmarket nse #stocks #finance #stocks reuters 05 24 10-month low 100 fell 1st pivot 2.3 percent 200 day 25 bloomberg 25 reuters 2nd pivot 30 bn 334.9p crossed
 3rd pivot 4 percent 41.04 crore 50 day 52week low aban offshore abc news asia stocks asian stock asian stocks bdjop9 stocks bear market big selloff biocon tata
 bombay #stockmarket bse update byhsj8 world chemicals aban consumer tata crore versus crossed 200 crossed 50 day moving debt concerns debt fears dips 5.7%
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Created on Many Eyes © IBM

... To align business and IT



2

We want information we can trust

\$8.2M



Average annual losses¹

\$250K



Mail order fraud

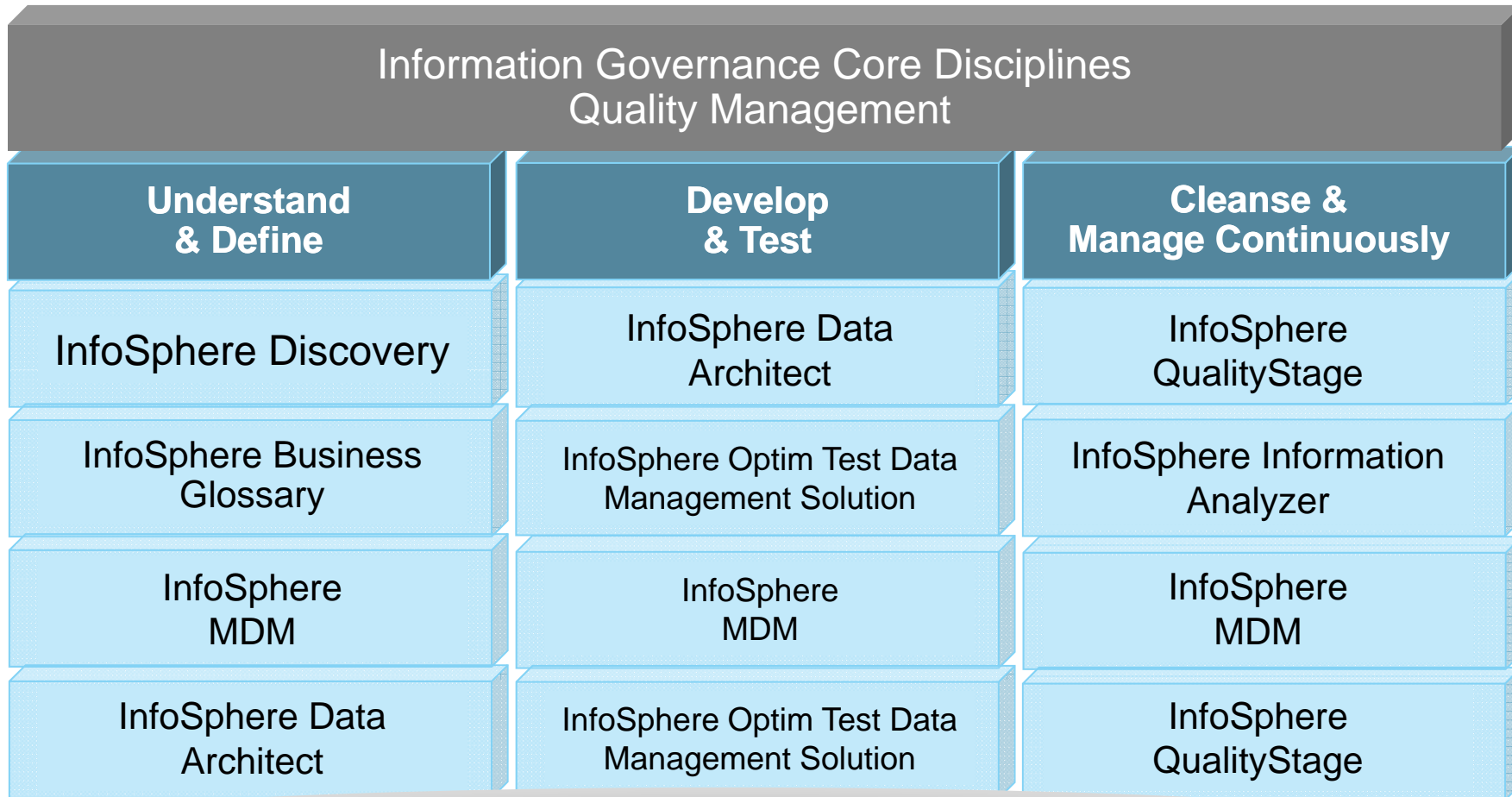
1,300



NPSA data quality incidents²

1. <http://searchdatamanagement.techtarget.com/news/1365965/Poor-data-quality-costing-companies-millions-of-dollars-annually>
2. <http://www.ic.nhs.uk/webfiles/Services/in%20development/dataquality/The%20Impacts%20of%20Poor%20Data%20Quality.pdf>

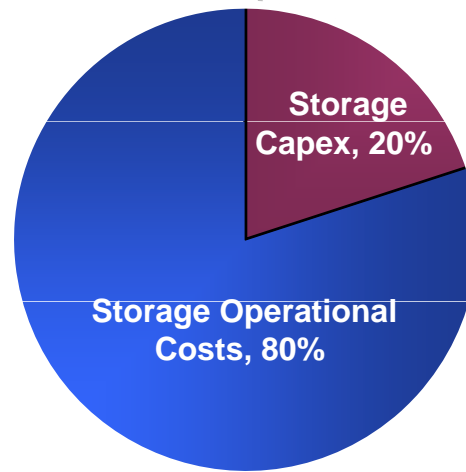
Requirements to manage the quality of data



3 We want to manage information more efficiently

- Optimize efficiency of data management systems
- Remove unnecessary data from production environments
- Quickly and more cost effectively provide the right information for development and testing
- Continuously monitor, manage and improve performance

Industry Average Fully Burdened IT Infrastructure Cost Percentages to support data growth



Operational
Storage

Industry Averages	
Type	Industry Average
Disk Storage + Tape	20%
Hardware: Networking (cables, routers, etc)	15%
Software (for storage)	17%
Infrastructure: Telecom	10%
Infrastructure: Power	5%
Infrastructure: Floor Space	3%
Staffing (for storage)	30%
Total	100%

... To reduce cost and risk

4

We want to comply with regulatory and legal obligations

Legal
Matters



Enable Rigorous eDiscovery to Mitigate Legal Risk and Reduce Litigation Costs

Key Stakeholder Alignment

IT
Systems



Help CIO Preserve IT Budget by Managing Information Based on Value

Records
Laws or Regulations



Enable Global Initiatives with Retention for All Information

Key Stakeholder Value

Reduce costs and risks

Improve legal hold process

Enable rigorous eDiscovery

Reduce storage costs

Govern information assets

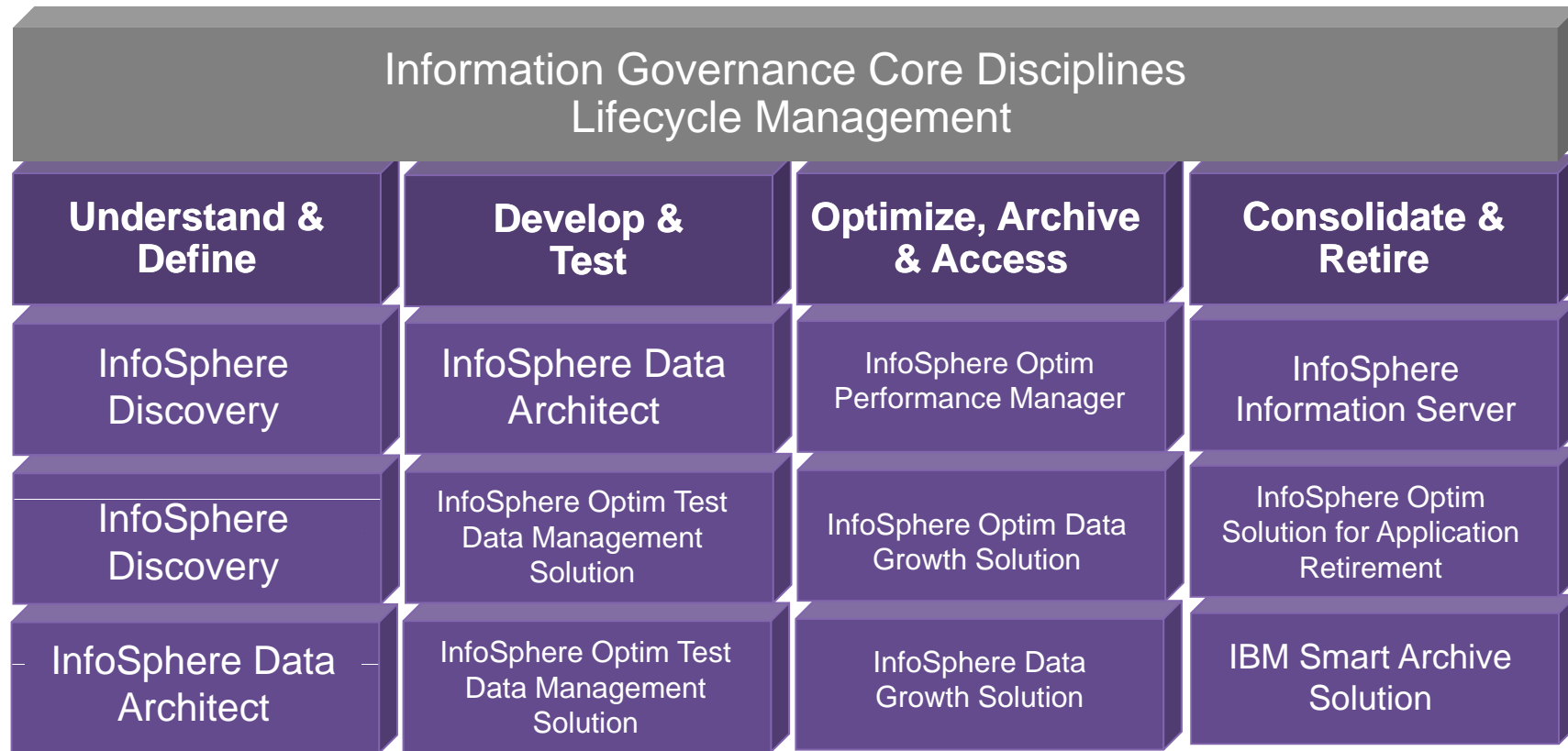
Optimize archiving, classification

Manage records and non-records

Improve and enforce retention

Enable defensible disposition

Requirements to manage information throughout its lifecycle



5

We want information that is secure and protected



... To reduce risk and improve compliance

Protecting information security and privacy is not an option

42%

of all cases involved third-party mistakes and flubs ... magnitude of breach events ranged from about **5,000 to 101,000 lost or stolen customer records**

Fifth Annual U.S. Cost of Data Breach Study[®], Ponemon Institute, Jan 2010

73%

of security professionals anticipate the volume of database security attacks will continue to increase

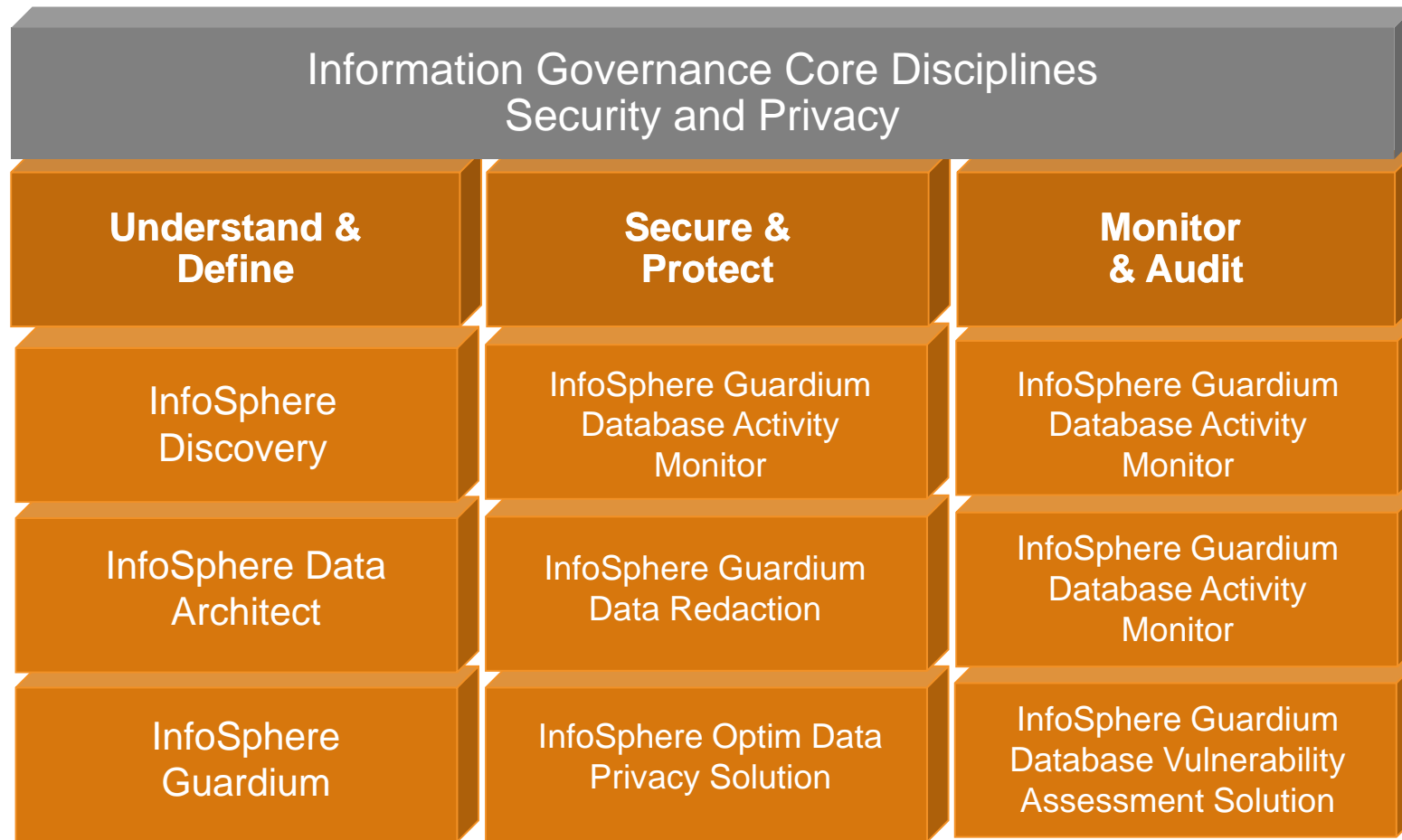
Enterprise Strategy Group, Databases at Risk, September 2009

Over 82%

of firms surveyed have had more than one data breach in the past year involving **loss or theft of 1,000+** records with personal information; cost of a data breach increased to **\$204** per compromised customer record

2009 Annual Study: Cost of a Data Breach, Ponemon Institute LLC., January 2010

Requirements to secure and protect data privacy



The IBM security strategy:

Make security, *by design*, an enabler of innovative change

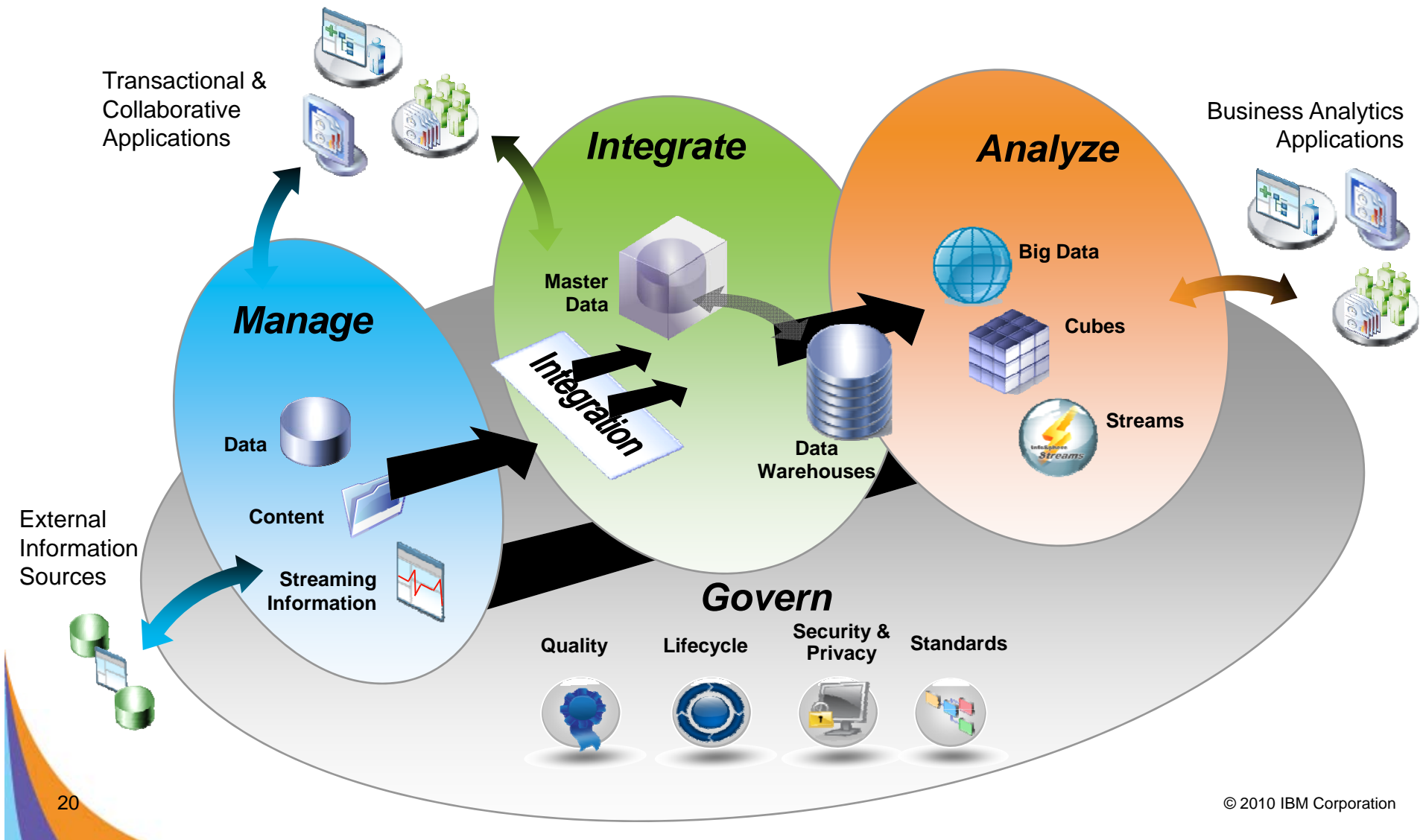
IBM as a trusted partner, delivering secure products and services

- **15,000** researchers, developers and SMEs on security initiatives
 - Data Security Steering Committee
 - Security Architecture Board
 - Secure Engineering Framework
- **3,000+** security & risk management patents
- **200+** security customer references and **50+** published case studies
- **40+** years of proven success securing the zSeries environment
- Managing **more than 7 Billion** security events per day for clients

IBM as a trusted security vendor, providing key solutions across all security domains



Delivering trusted information for smarter business decisions across your entire information supply chain



Information Governance is key to proactively driving results

1

Understand your information and its landscape

2

Provide high quality information for all uses

3

Reduce time and cost of managing information

4

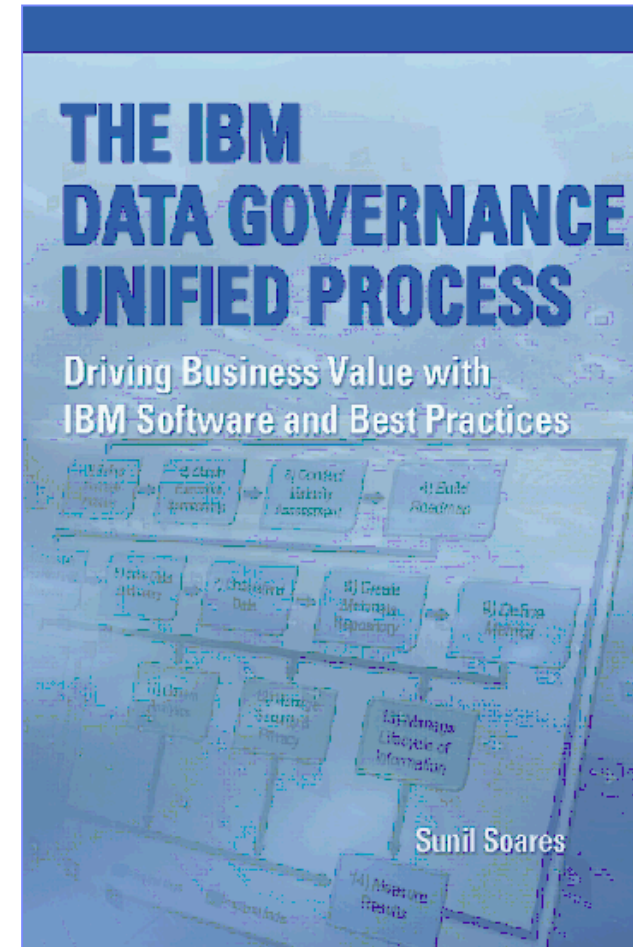
Comply with regulatory and legal obligations

5

Protect security and privacy while reducing risk

What can you do next ...

- Start small with a project, don't try to do it all at once
 - Free workshops and assessments
 - Best of breed solutions to help you succeed
- Join a movement:
www.infogovcommunity.com
 - Benchmark your organization online
 - Work with others on the Maturity Model
- Read the book
- Visit our web page:
 - ibm.com/informationgovernance



Thank you



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