

The background features a light gray grid pattern. Scattered across the grid are various 3D-rendered spheres and rings in colors including red, blue, green, yellow, and purple. Some are solid, while others are hollow rings. The overall aesthetic is clean and modern, suggesting data and technology.

IBM Software

Information On Demand **2010** Comes To You

Unlock the True Value of Your Information

IBM Software

Information OnDemand **2010**
Comes To You

New Intelligence for a Smarter Planet

Building a Smarter Planet

Business Optimization Through Information & Analytics

Greg Adams

Director, Business Analytics, IBM

Unlock the True Value of Your Information

Today's Topics

Our Smarter Planet and the Information Challenge

Achieving Business Optimization

Creating an Information Agenda For Your Organization

Getting Started

The reality of living in a globally integrated world is upon us.

- Economic integration and future uncertainty
- Increasingly complex supply chains and empowered consumers
- New competitors and fast-changing industry dynamics
- Slowing superpowers and emerging economies
- Energy shortfalls and erratic commodity prices

Unprecedented amounts of new information are being generated—presenting both a challenge and an opportunity for organizations seeking insight.

The world is changing and becoming more...



Instrumented



Interconnected



Intelligent

**The resulting explosion of information
creates a need for a new kind of
intelligence**

... to help build a Smarter Planet



We are Producing an Explosion of Information...



Volume

988 exabytes: The amount of digital information that will exist in 2010, equal to a stack of books from the sun to Pluto and back...



Variety

80% of new data growth is generated largely by email, with increasing contribution by documents, images, and video and audio.



Velocity

77% of executives say they do not have real-time information to make key business decisions.

Many Organizations are Operating with Blind Spots; Those Applying Information & Analytics are Breaking Away

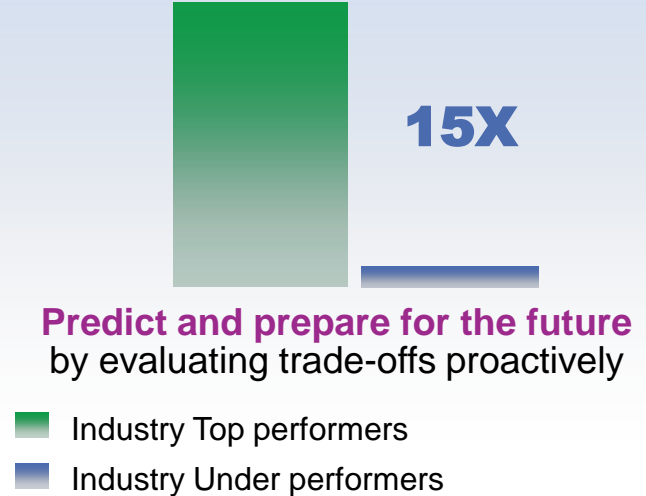
1 in 3

Business leaders frequently make decisions based on information they don't trust, or don't have

1 in 2

Business leaders say they don't have access to the information they need to do their jobs

Top Performers Demonstrate Expertise



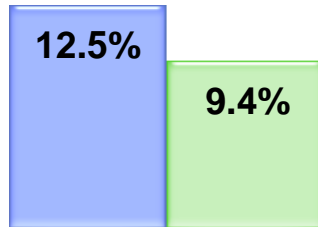
Source: IBM: Break Away with Business Analytics and Optimization Study

Information and Analytics is at the Center

Companies That Invest in Business Insight Consistently Outperform

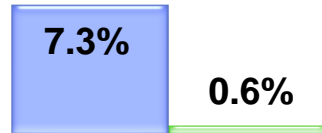
Revenue Growth

33% more



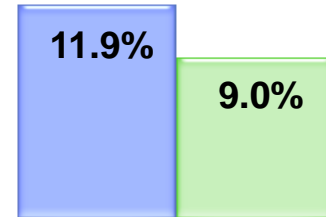
Profit Growth

> 12x more



Return on Invested Capital

32% more



 Finance organizations with business insight

 All other enterprises

Source: IBM Global Business Services, The Global CFO Study 2010
Revenue, EBITDA Growth: 5 yr CAGR ('04-08); ROIC: 5 yr Avg (04-08)

Forward-Thinking Organizations are Distancing Themselves From Their Competitors

Winning Characteristics

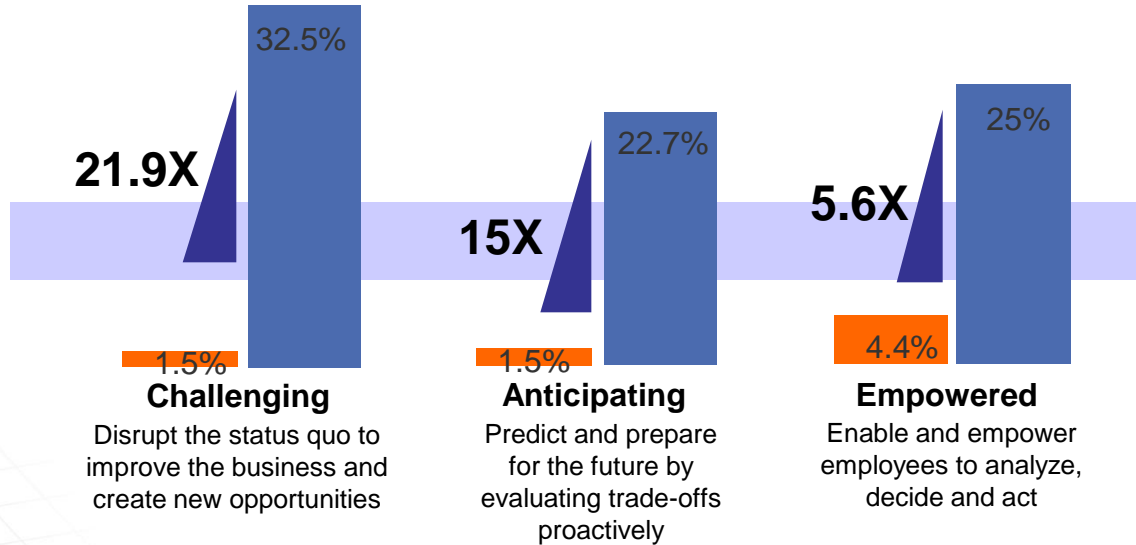


Chart shows differences at the highest achievement levels

Key: Top performers (i.e., 1st quintile relative to industry peers)

Lower performers (i.e., 4th and 5th quintile relative to industry peers)

Relative difference of top performers to lower performers

Key Advantages

High quality information

Strong decision support

Keen focus on driving business change

Source: *Breaking Away with Business Analytics and Optimization: New intelligence meets enterprise operations* at www.ibm.com/gbs/intelligent-enterprise.

The Key is Leveraging Information and Analytics

Informed, Real-time Decisions at the Point of Impact...

Breakaway Approach

**Lack of
Insight**

Velocity

**Inefficient
Access**

Volume

Variety

**Inability
to Predict**

Sense and respond

Instinct and intuition

Skilled analytics experts

Back office

Automated

Predict and act

Real-time, fact-driven

Everyone

Point of impact

Optimized

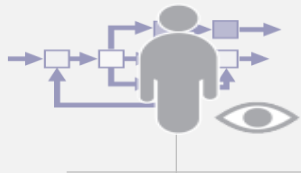
Imagine if you could...

...predict infection in premature newborns 24 hours earlier?

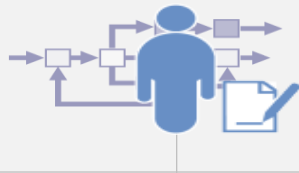
...apply social relationships of customers to prevent churn?

...adjust credit lines as transactions are occurring to account for risk fluctuations?

...determine who to offer discounts at time of sale instead of offering to all?



Physician



Telco Call Center Rep



Loan Officer



Retail Sales Associate

Transforming Business Through Information and Analytics

As Significant as ERP & CRM...

Value

2X

Client Investment in
Business Analytics & Optimization
Projects is Growing over Twice as
Fast as Business Automation

**Business
Optimization**

- Creating Value
- Lowering Costs

**Information
& Analytics**

Automation

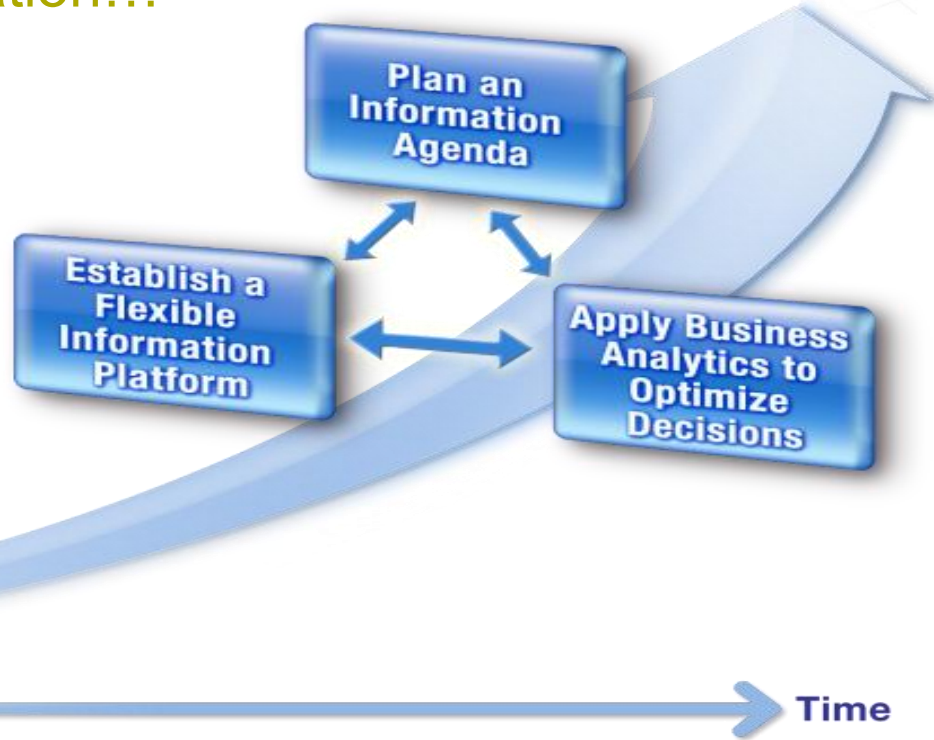
Time

Accelerating Business Optimization...

Value



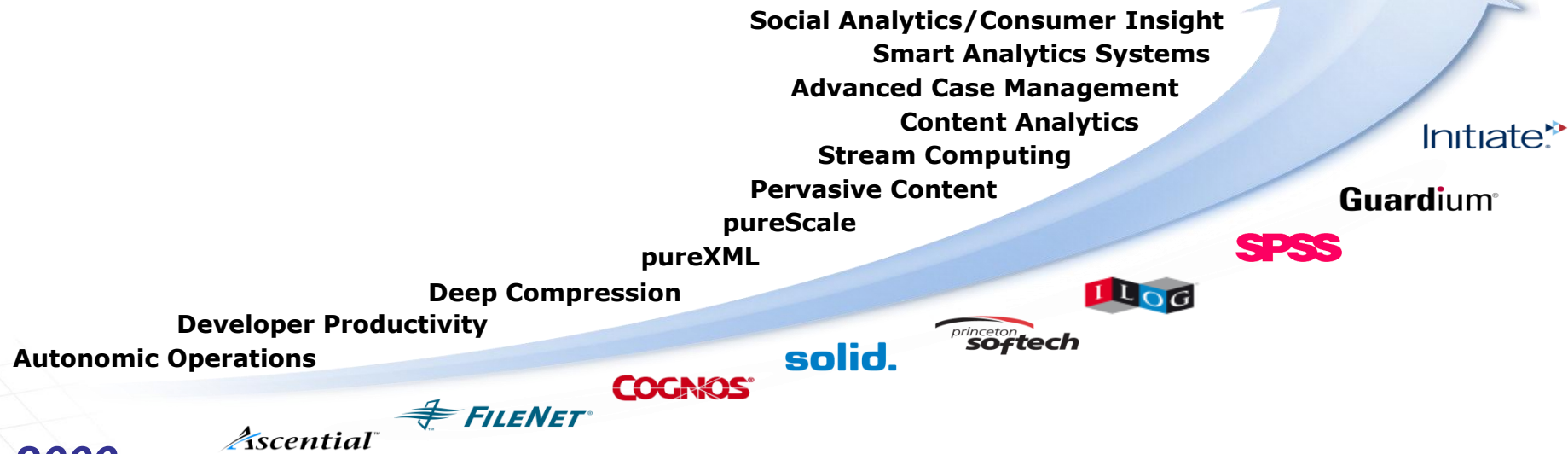
***An Industry Context &
Technology Innovation to
Accelerate the Journey***



Time

Innovation That Matters

\$11B USD in Acquisitions
Over 10,000 Technical Professionals



Building Business Analytics Capability

Optimized Business Performance



BI & Performance Management
2008



Business Rules & Optimisation
2008

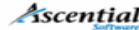


Predictive Analytic
2009

Trusted Information



Identity Resolution
2005



Enterprise Data Integration
2005



Customer Data Integration
2005



Name Recognition
2006



Metadata Management
2006



Dynamic Data Integration
2007

Integrated Data & Content Management



Search & Content Management
2005



Business Process & Content Management
2006



Enterprise Data Management
2007

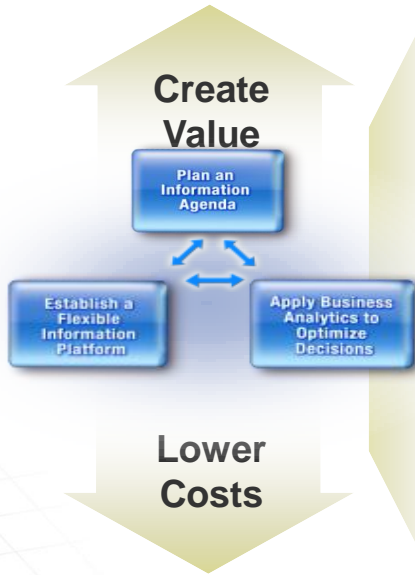


Real-time, In-Memory Data Management
2008



Solutions
2009

Accelerating Business Optimization



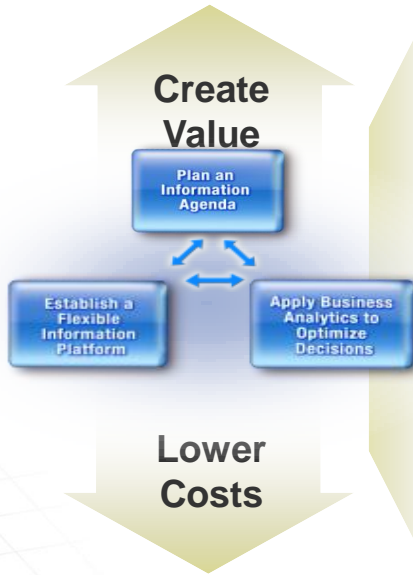
Analyze and use information at the point of industry-specific business impact

Optimize processes, manage business performance, and anticipate opportunities and threats

Create a single, trusted view of information across the organization managed over a strategic period

Meet new throughput, scalability, reliability and data protection requirements while controlling costs.

Accelerating Business Optimization



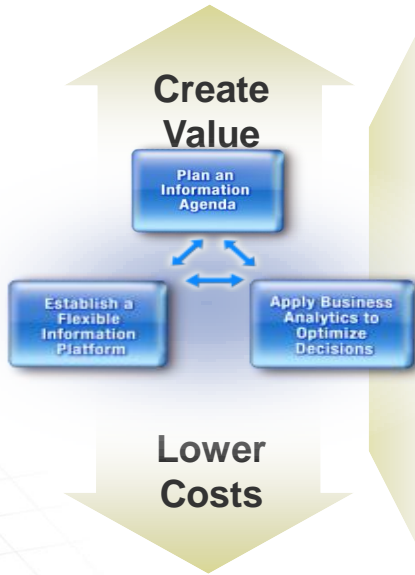
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Workload Optimized Systems & Services

Accelerating Business Optimization



Analyze and use information at the point of industry-specific business impact

Optimize processes, manage business performance, and anticipate opportunities and threats

Trusted Information Platform

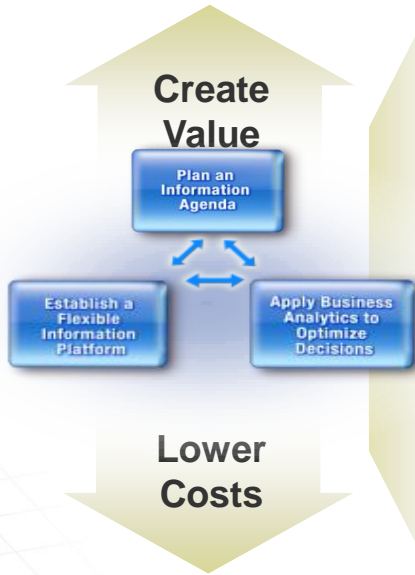
Information Integration & Master Data Management
Data Warehousing

Enterprise Content Management

Data Management

Workload Optimized Systems & Services

Accelerating Business Optimization



Analyze and use information at the point of industry-specific business impact

Business Analytics

Business Intelligence

Advanced Analytics

Financial Performance & Strategy Management

Analytic Applications

Trusted Information Platform

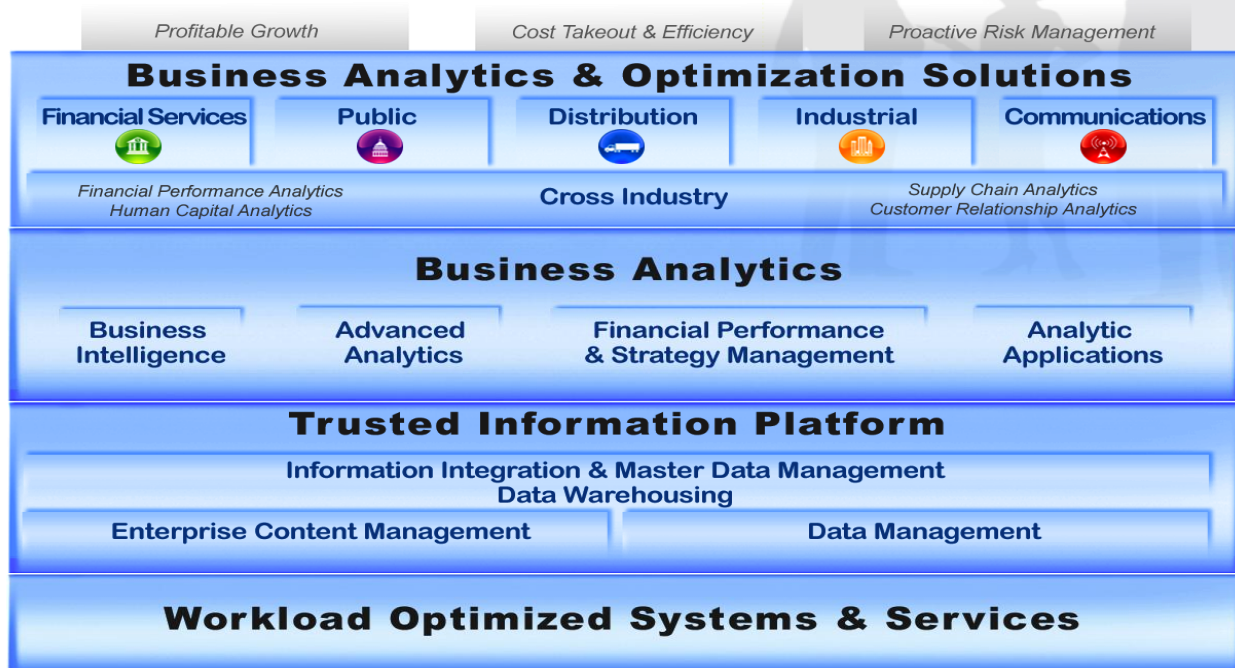
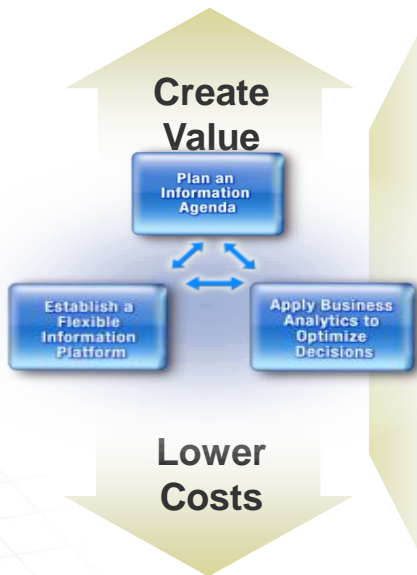
Information Integration & Master Data Management
Data Warehousing

Enterprise Content Management

Data Management

Workload Optimized Systems & Services

Accelerating Business Optimization



IBM Data Management

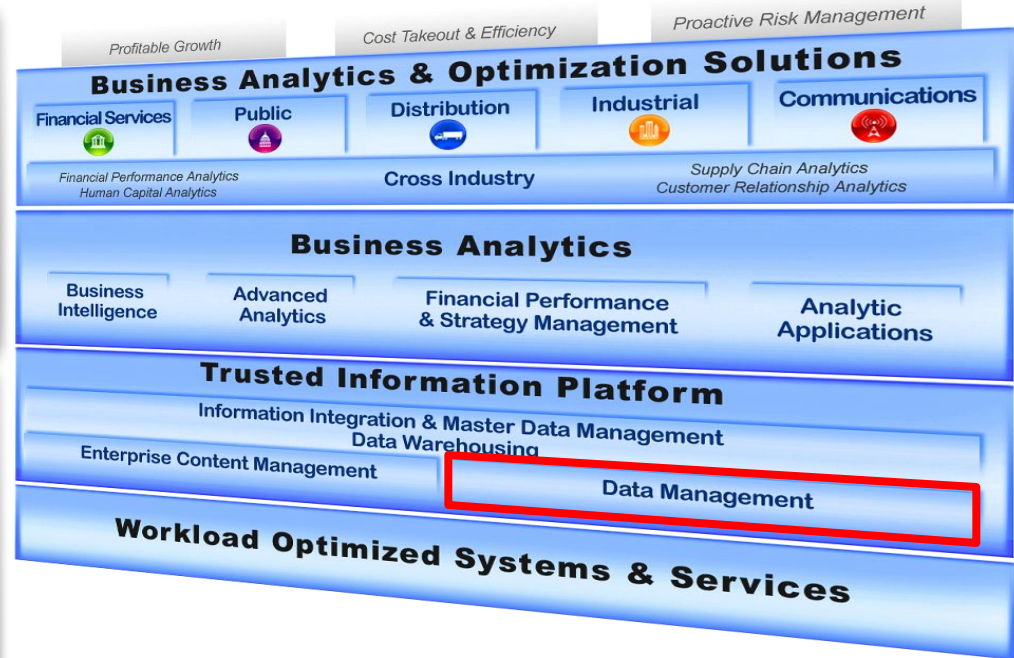
Manage data over its lifecycle

Capabilities

- Provides a solid foundation for managing all your data
- An integrated, modular environment to manage enterprise application data and optimize data-driven applications, from requirements to retirement across heterogeneous environments

Business Value

- ✓ **Grow the business** by accelerating solution delivery and maximizing data availability.
- ✓ **Manage Costs** by managing data growth, optimizing performance, streamlining upgrades and retirements and facilitating cross role collaboration.
- ✓ **Govern Information** with data privacy and security solutions to assure compliance.



**DB2, Informix, SolidDB,
Optim, Guardium**

IBM Enterprise Content Management

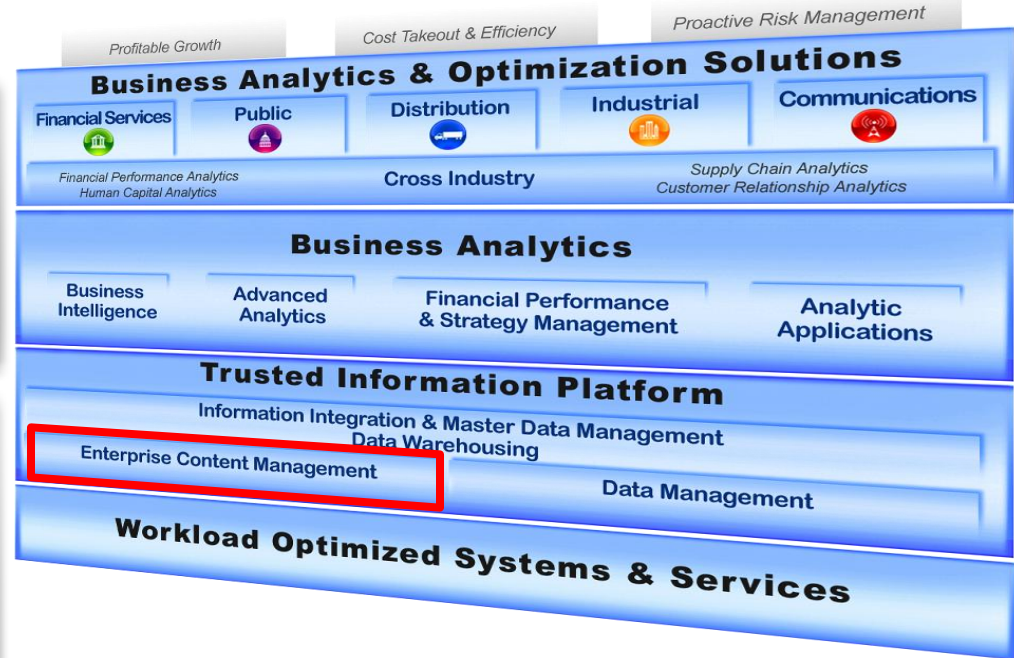
Optimize content, process and compliance management

Capabilities

- Provides the foundation for managing production volume images, enterprise reports, office documents and consolidating multiple content repositories for the enterprise

Business Value

- ✓ **Capture, manage and leverage** enterprise content
- ✓ **Optimize** business processes
- ✓ **Create insight** from unstructured information
- ✓ **Manage** regulatory compliance



FileNet P8 Platform, IBM Content Manager/CMOD, IBM Content Collector, eDiscovery, OmniFind

IBM InfoSphere

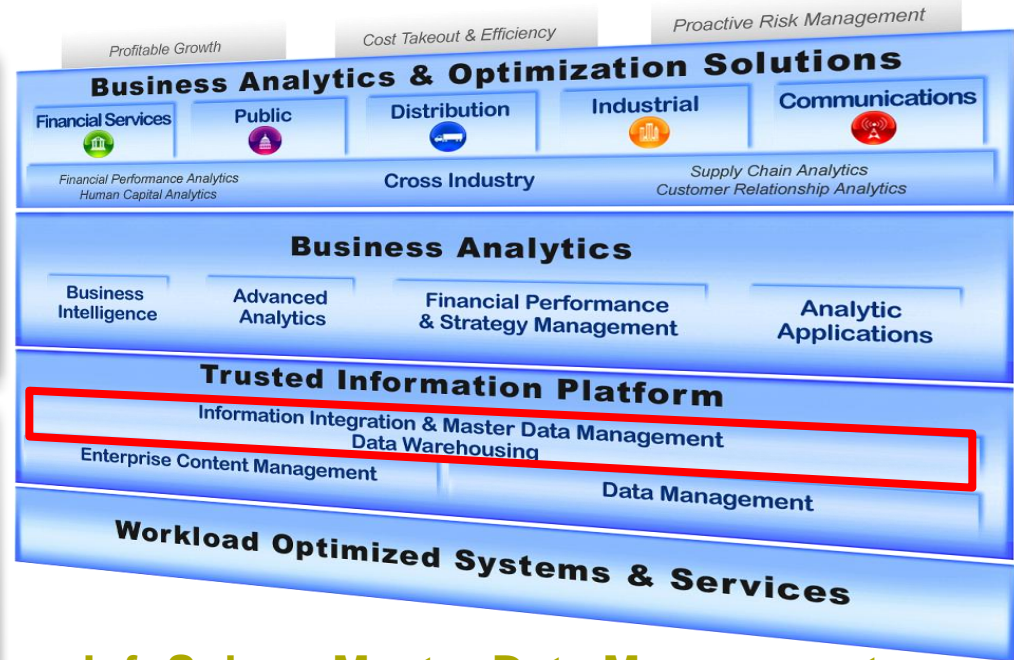
Create, manage, govern and deliver trusted information

Capabilities

- Master Data Management, Information Integration and Data Warehousing can provide a single, trusted view of information across the enterprise.
- Information Governance can help

Business Value

- ✓ **Create a single view** of your business
- ✓ **Deliver** better business intelligence faster
- ✓ **Consolidate** your application infrastructure
- ✓ **Get your arms around** your data



**InfoSphere Master Data Management,
InfoSphere Data Warehouse,
Smart Analytics System**

Business Analytics

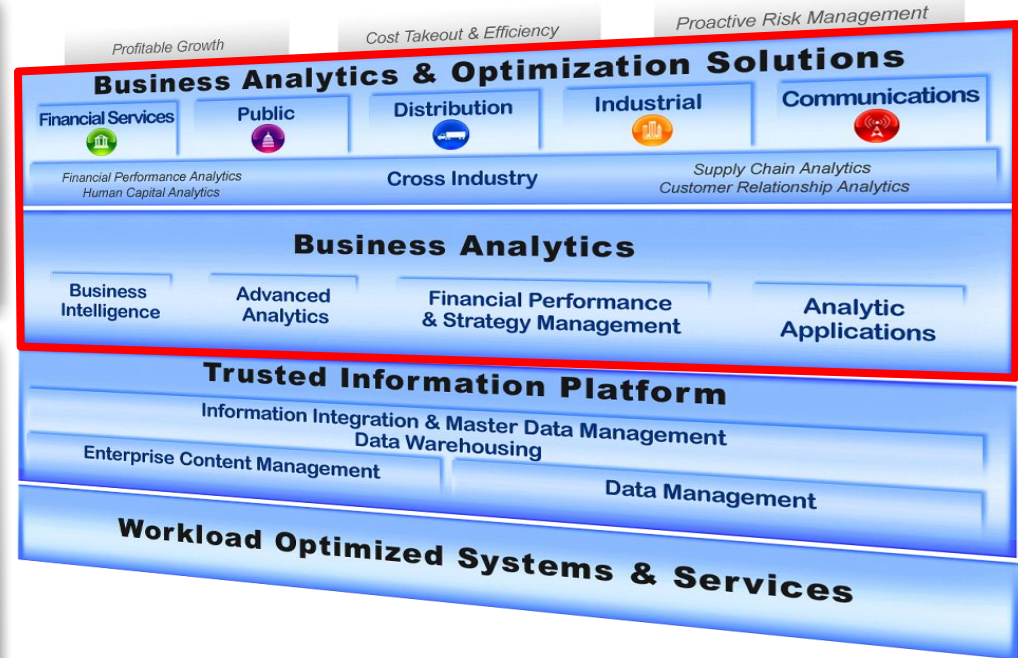
Integrated SOA-Based Open Platform for BI, Planning, and Analytics

Capabilities

- Improve your analytical and decision support capabilities by replacing manual decision-making and eliminating spreadsheet proliferation.
- Seamless integrated capabilities to improve analytical support capabilities
- Deploy industry-specific and cross-industry solutions tailored to your needs.

Business Value

- ✓ **Make better, faster decisions** by understanding, analyzing and sharing info
- ✓ **Drive dynamic, reliable financial performance** management practices
- ✓ **Realize fast time to value** with packaged applications and solution accelerators
- ✓ **Dialogue with customers in real time**, optimizing the outcome of each interaction
- ✓ **Bridge the gap** between lab-coat prediction and real time interactions
- ✓ **Lower cost of ownership** with unified SOA-based business analytics system



**Cognos 8 BI, Cognos TM1,
SPSS, Analytic Applications**

Putting it All Together...

IBM Smart Analytics System



*Pre-optimized
Business Intelligence Software
triples out of the box performance**

Analytics Software Options

- ✓ Business Intelligence Capabilities
- ✓ Cubing Services
- ✓ Text and Data Analytics

Powerful Data Warehouse

- ✓ Warehousing Platform
- ✓ Advanced Workload Management
- ✓ System Automation

Hardware & Services

- ✓ Server Platform
- ✓ Storage Capacity
- ✓ Build, Deploy, Health Check & Premium Support Services

* Based on IBM Laboratory Tests. Actual results may vary depending on specific environment and configuration.

Workload Optimized Systems and Services

Designed, integrated systems provide a foundation

Smart Business Systems

Integrated hardware and software solutions, optimized for specific workloads

CloudBurst

Scale Out NAS

Information Archive

Smart Analytics Systems

System Optimizers

System technology enhancements that hone capabilities for specific workloads

IBM Smart Analytics Optimizer for DB2 for z/OS

Power7 Accelerators

General Purpose Platforms

A choice of architectures – servers and storage – each fit for purpose

System z

DS8000 XIV

Storage Virtualization

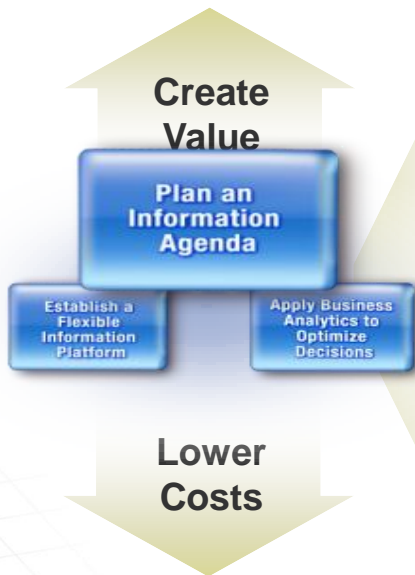
Power7

System x

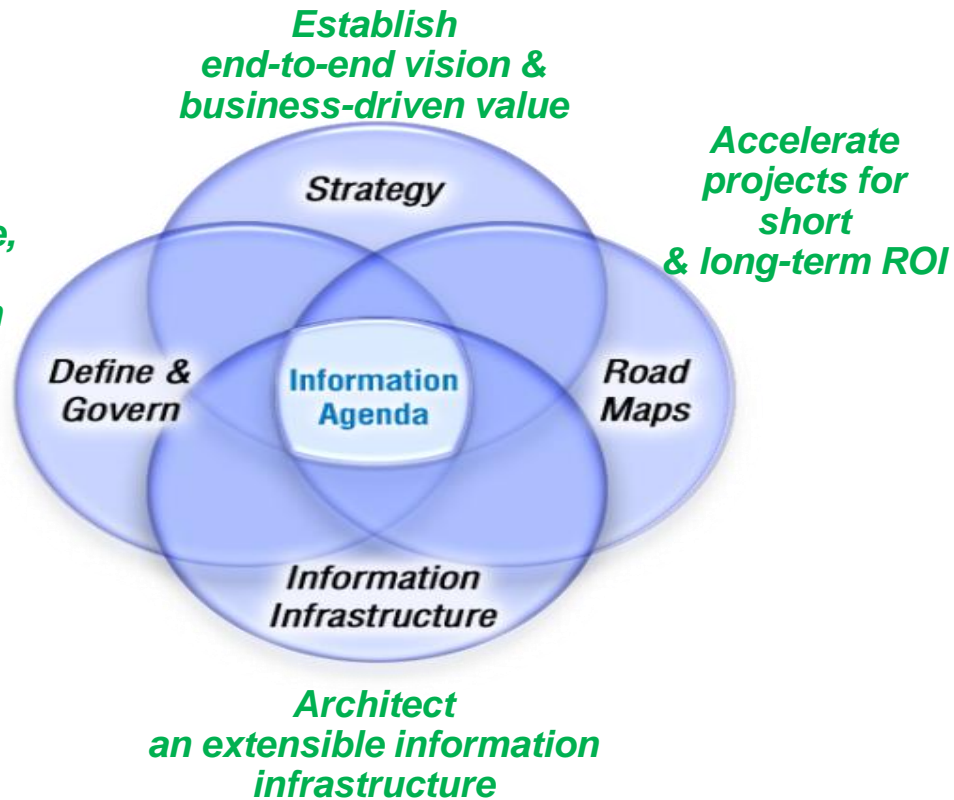


Information Agenda

A proven, industry-specific approach for aligning information with business objectives

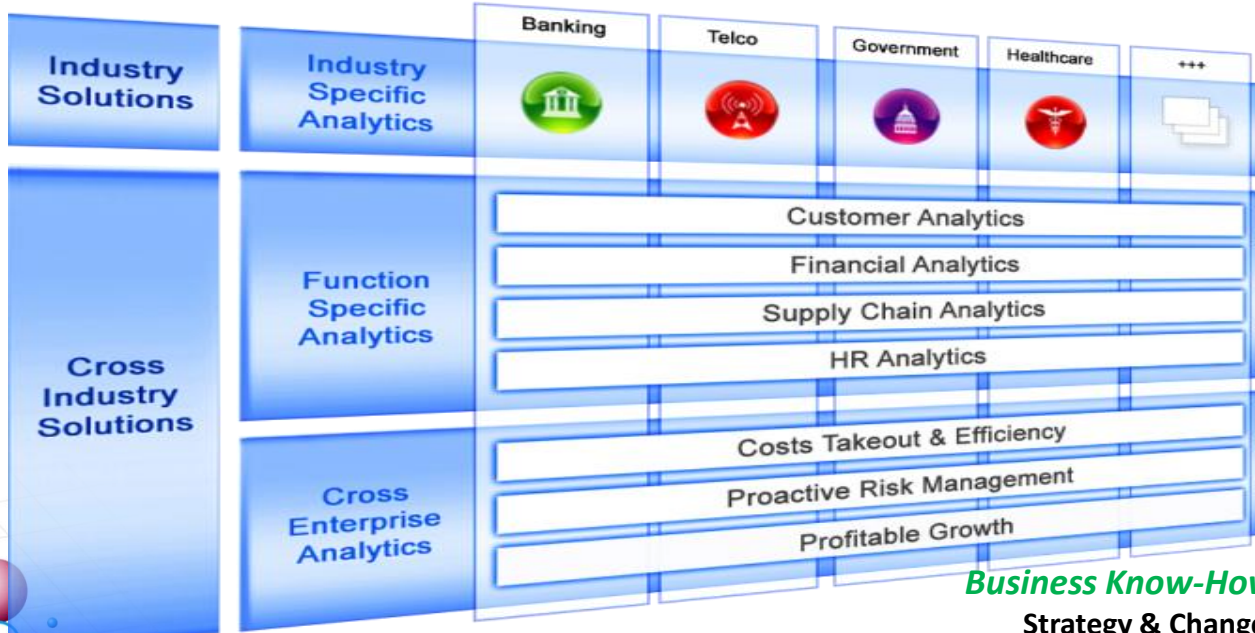


*Align people,
process &
information*



Taking it to the Next Level:

Industry by Industry and With Experts from IBM...



Business Know-How

Strategy & Change,
 5,000 Dedicated
 Consultants



BAO
 Strategy



BI & Performance
 Management



Advanced
 Analytics &
 Optimization



Enterprise
 Information
 Management



Enterprise
 Content
 Management

Start the Transformation Today, Ask Yourself:

- ✓ *Is your information aligned with your business strategy?*
- ✓ *Is your information managed as a trusted, strategic asset?*
- ✓ *Do you have the insight needed to make informed decisions and act?*

IBM can help.



Learn more: ibm.com/new-intelligence

We've only just begun to uncover what is possible on a smarter planet



The world will continue to become smaller, flatter and smarter. We are moving into the age of the globally integrated and intelligent economy, society and planet.

New intelligence isn't simply a greater level of detail. It's a new way of looking at the way the world works, in which data is no longer the enemy, but rather fuel for engines of innovation and growth. New intelligence is the ability to solve problems and create value in new ways.

Let's work together to make smarter decisions for our world.

Building a Smarter Planet

Business Optimization Through Information & Analytics



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