IBM Software Group

Information On Demand
"Unlocking the Business Value of Information"

Peter Keith – Technical Specialist

IBM Information Management software

Agenda

- **Information on Demand**
  - **Definitions**
  - **What is the problem?**
  - **IoD Components**
- **Information Platform Solutions**
- **Why IBM?**

Definition

Information on Demand

Delivering information in context to

optimize business processes,

applications and productivity

The right information,

to the right place,

in the right format,

when I want it

Information is in Silos… Trusted Information is Not Available

Today's business challenges mandate a fresh approach to managing information.

Managing information in silos has become obsolete.

Globalization, M&As

Risk & Compliance,

Eroding Customer Loyalty,

Supply Chain Complexity,

Industry Transformations,

Cost Cutting…

Information Must Become a Strategic Asset

Multiple Versions of the Truth

Inaccurate,

Inconsistent

Incomplete,

Inaccessible,

Untimely

Out of Context…

5X More Value realised by organizations using Information as an Asset

60%+ of CEOs: Need to do a better job leveraging information

70% of people's time can be spent searching for relevant information

Sources: IBM Attributes & Capabilities Study, 2005; Client Interviews 2004; IBM CFO Study, 2006

Key Challenge is Unlocking the Value of Information

47% of users **don't have confidence** in their information

59% of managers **miss information** they should have used

42% of managers **use wrong information** at least once a week
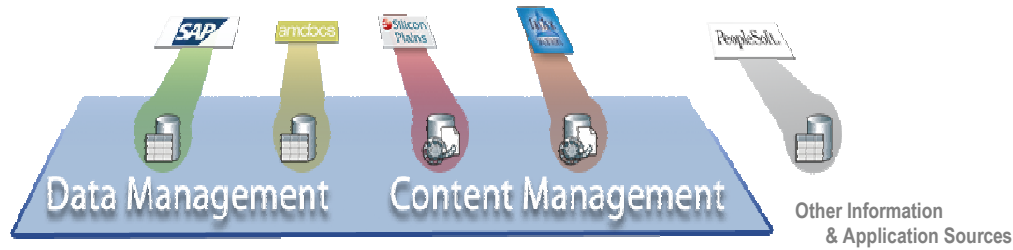
Information On Demand
Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability

Financial Risk Insight

Workforce Optimization

Dynamic Supply Chain

Multi-Channel Marketing

Business Optimization

Better Business Outcomes

Leverage information to better understand & optimize business performance

Establish accurate, trusted information for a single version of the truth, managed over time

Flexible Architecture for Leveraging Existing Investments

An efficient and solid foundation for managing data and content over its lifecycle

Information On Demand
End-to-end capabilities and offerings from IBM

Information Platform Solutions
Accelerating the delivery of trusted information

People, Processes, Applications

**Trusted Information
In Context**

IBM Information Platform

- **Industry Models & Accelerators**
- **IBM InfoSphere MDM Server**
- **IBM Information Server**

Industry Models & Accelerators
Create new business value and innovation from information

IBM InfoSphere MDM Server
Define and synchronize critical information for operations and business insight

IBM Information Server
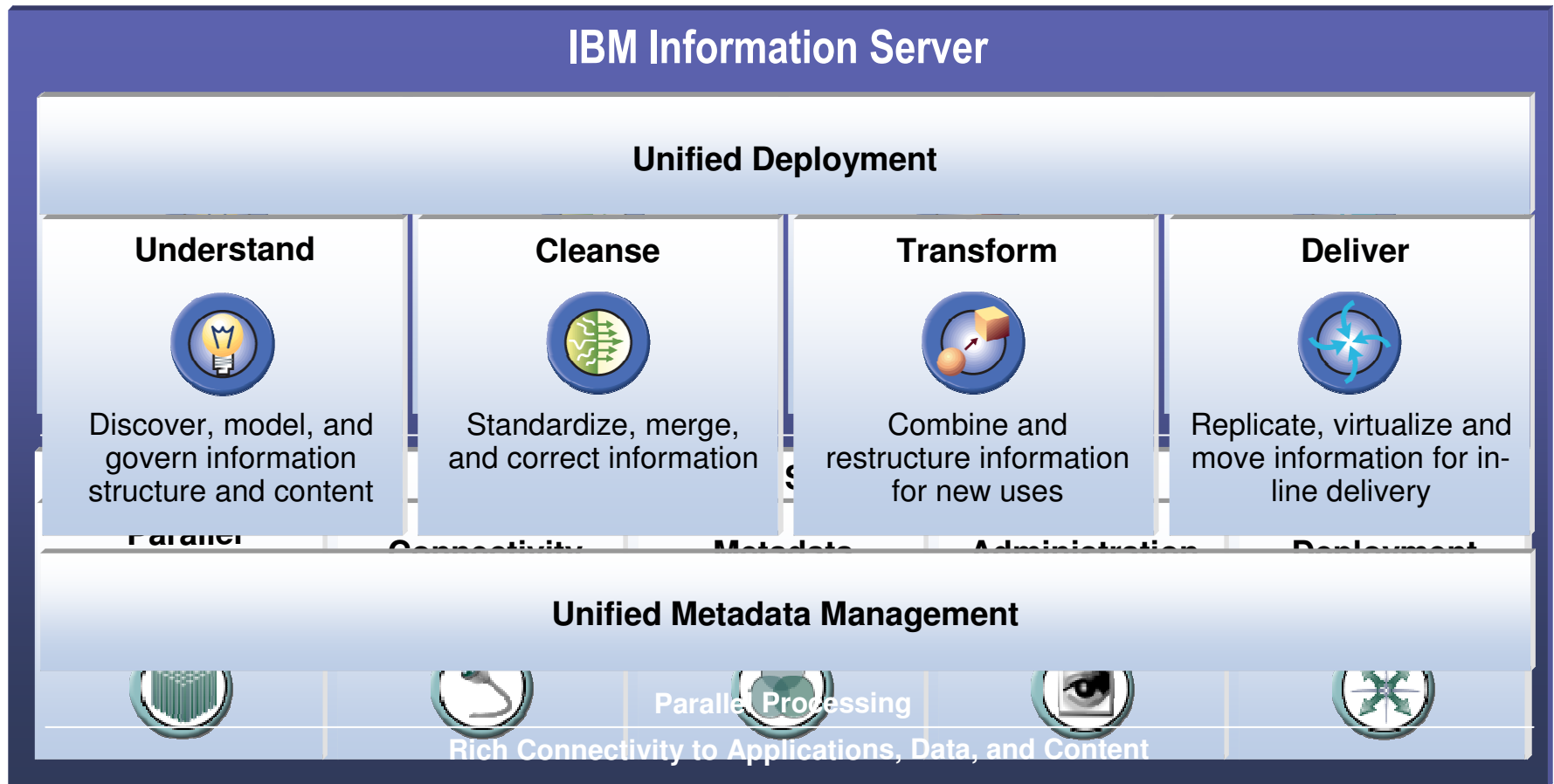Deliver trusted information as a service

The Information Challenge

- **Where is my information?**

- **How do I get it when I need it?**

- **What does it mean?**

- **Can I trust it?**

- **How do I get it in the form I need?**

- **How do I get it where it needs to go?**

- **How do I control it?**
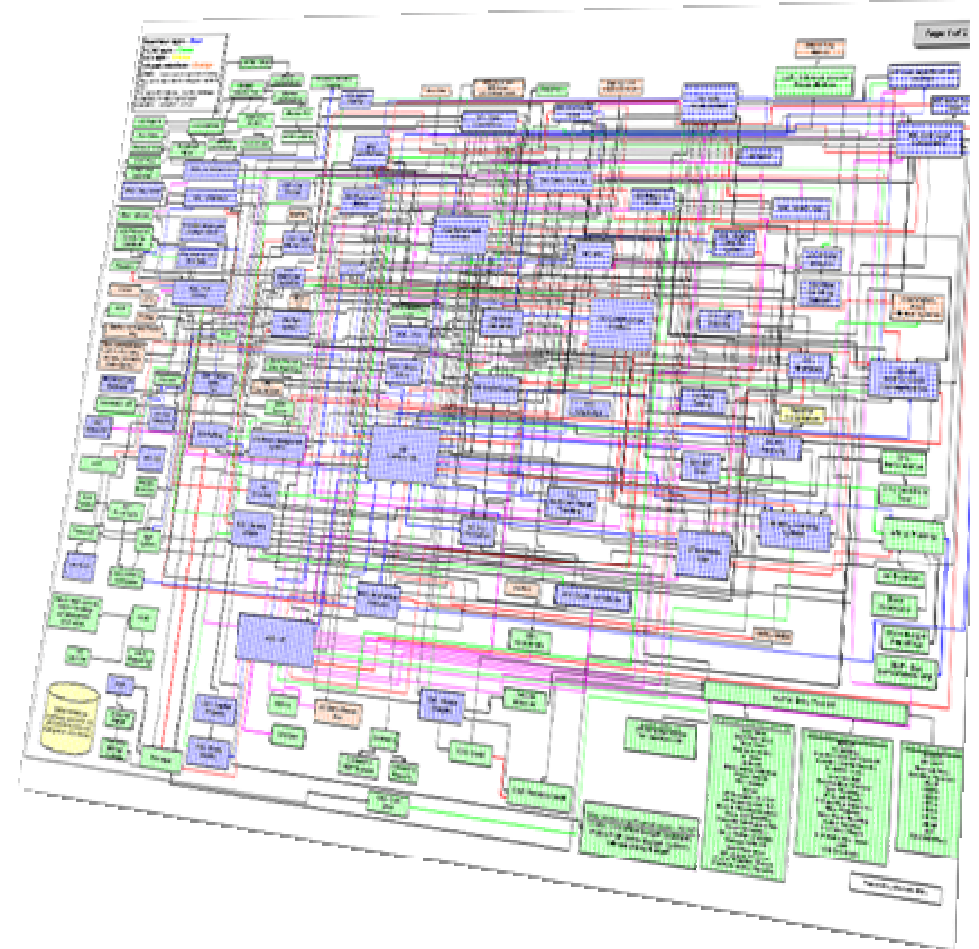
IBM Information Server

IBM Information Server

- ***A New Kind of Platform***

  ▶ Delivers trusted information to processes, and applications

  ▶ Foundation for information management
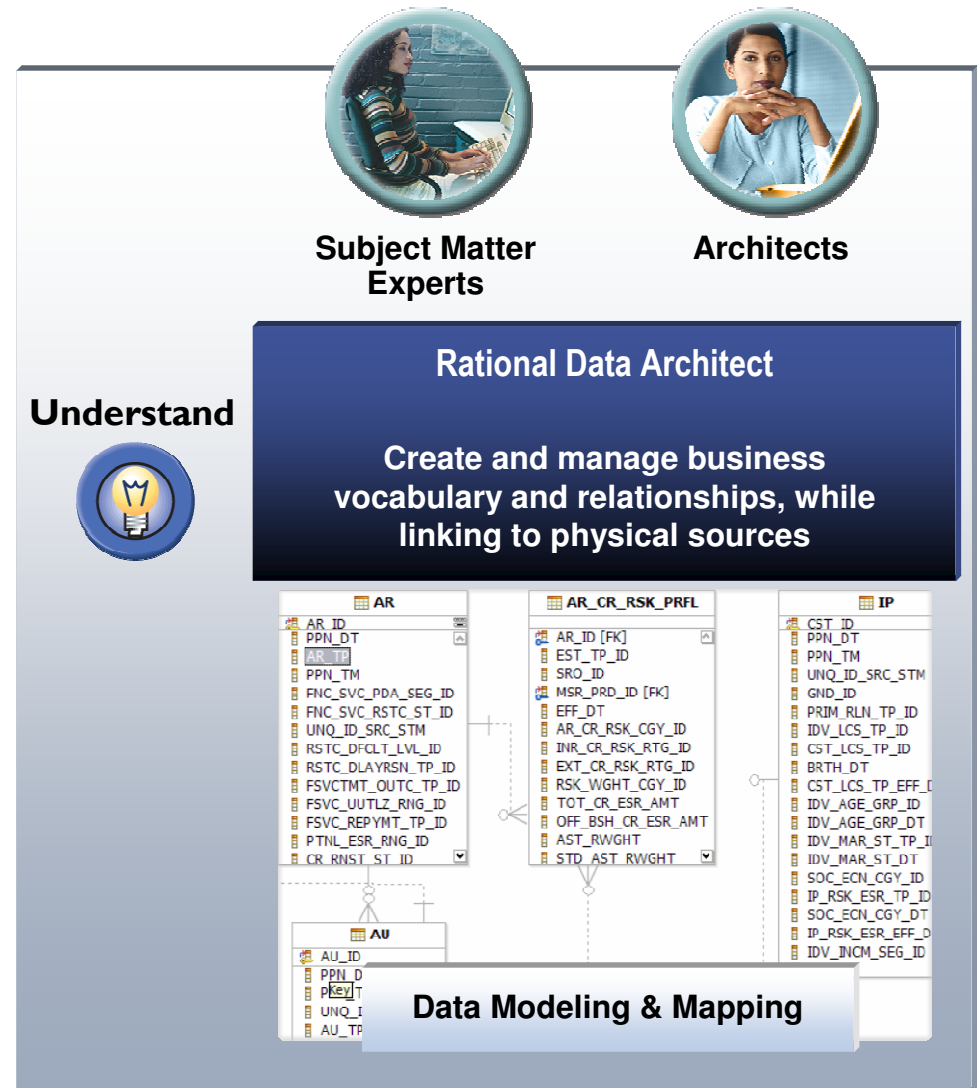
  ▶ Dramatically Simplifies Integration

- ***Innovative Technology***

  ▶ Metadata-driven integration

  ▶ Breakthrough productivity

  ▶ Industry-leading scalability

  ▶ Rich, bi-directional connectivity

- ***Based on Experience***

  ▶ 5,000+ Integration Clients

  ▶ 75 Clients in Beta Program

  ▶ 35+ Partners Enabled…

Logical Metadata: IBM Rational Data Architect

- Data modeling for data structures and federations

- Federated data discovery

- Metadata relationship discovery & mapping

- Impact analysis, and synchronization across models

- SQL & XML generation capabilities

Subject Matter Experts

Architects

Understand

Rational Data Architect

Create and manage business vocabulary and relationships, while linking to physical sources

Data Modeling & Mapping

Business Metadata: IBM Business Glossary

- **Web-based authoring, managing & sharing of business metadata**

- **Aligns the efforts of IT with the goals of the business**

- **Provides business context to information technology assets**

- **Establishes responsibility and accountability**

Database = DB2

Schema = NAACCT

Table = DLYTRANS

Column = ACCT_NO

data type = char(11)

Technical   Business

GL Account Number

The ten digit account number. Sometimes referred to as the account ID. This value is of the form L-FIIIIVVVV.

Subject Matter Experts

Business Users

Understand

Business Glossary

Create and manage business vocabulary and relationships, while linking to physical sources

eporting   Help | Log O

Overview   Manage Custom Attributes ✕   Manage Business Terms ✕

Overview

Welcome to WebSphere Business Glossary

International Business Machines (NYSE:IBM) is the leader in enterprise data integration. Customers and partners worldwide use its information integration tools to confidently transform data into accurate, reliable and complete business information to improve operational performance and decision-making across every critical business dimension. Our comprehensive end-to-end solutions provide on demand data integration complemented by our professional services, industry expertise, and methodologies.

USA	Europe	Data Model	Asia
Finance	Finance	Top-level category, which groups all the elements by type	Finance
Manufacturing	Manufacturing		Manufacturing
Customer Relationship	Customer Relationship		Customer Relationship

See All Categories

Business View

Physical Metadata: IBM Information Analyzer

- Data-centric analysis of application, database and file-based sources

- Secure, detailed profiling of fields, across fields, and across sources

- Creation of metadata from profiling results

- Results instantly promotable across IBM Information Server
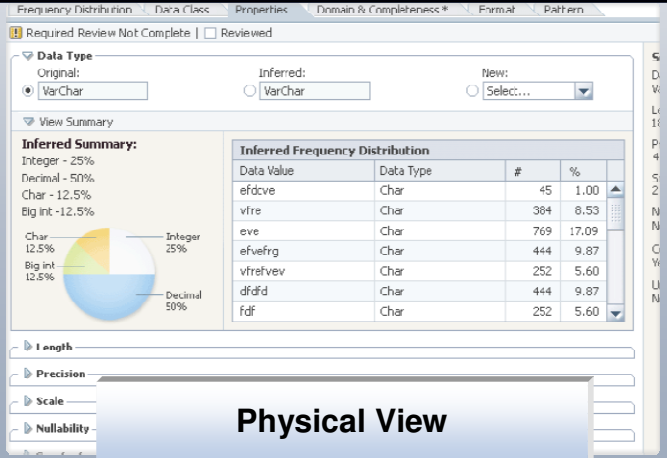

Subject Matter Experts

Data Analysts

Understand

IBM Information Analyzer

Analyze source data structures, and monitor adherence to integration and quality rules

| Frequency Distribution | Data Class | Properties | Domain & Completeness * | Format | Pattern |

Required Review Not Complete | ☐ Reviewed

Data Type
Original: VarChar   Inferred: VarChar   New: Select...

View Summary

Inferred Summary:
Integer - 25%
Decimal - 50%
Char - 12.5%
Big int -12.5%

Inferred Frequency Distribution			
Data Value	Data Type	#	%
efdcve	Char	45	1.00
vfre	Char	384	8.53
eve	Char	769	17.09
efvefrg	Char	444	9.87
vfrefvev	Char	252	5.60
dfdfd	Char	444	9.87
fdf	Char	252	5.60

Char 12.5%   Integer 25%
Big int 12.5%   Decimal 50%

Length
Precision
Scale
Nullability

Physical View

Data Cleansing: IBM QualityStage

- Specialised data quality functions seamlessly integrated with DataStage

- Visual tools for defining complex matching and survivorship logic

- Ensures clean, standardised, de-duplicated information

- Enables a single version of the truth
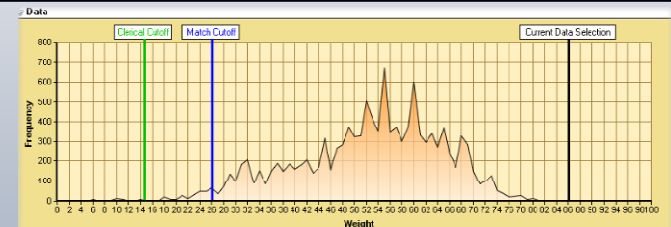

Subject Matter Experts

Data Analysts

Cleanse

IBM QualityStage™

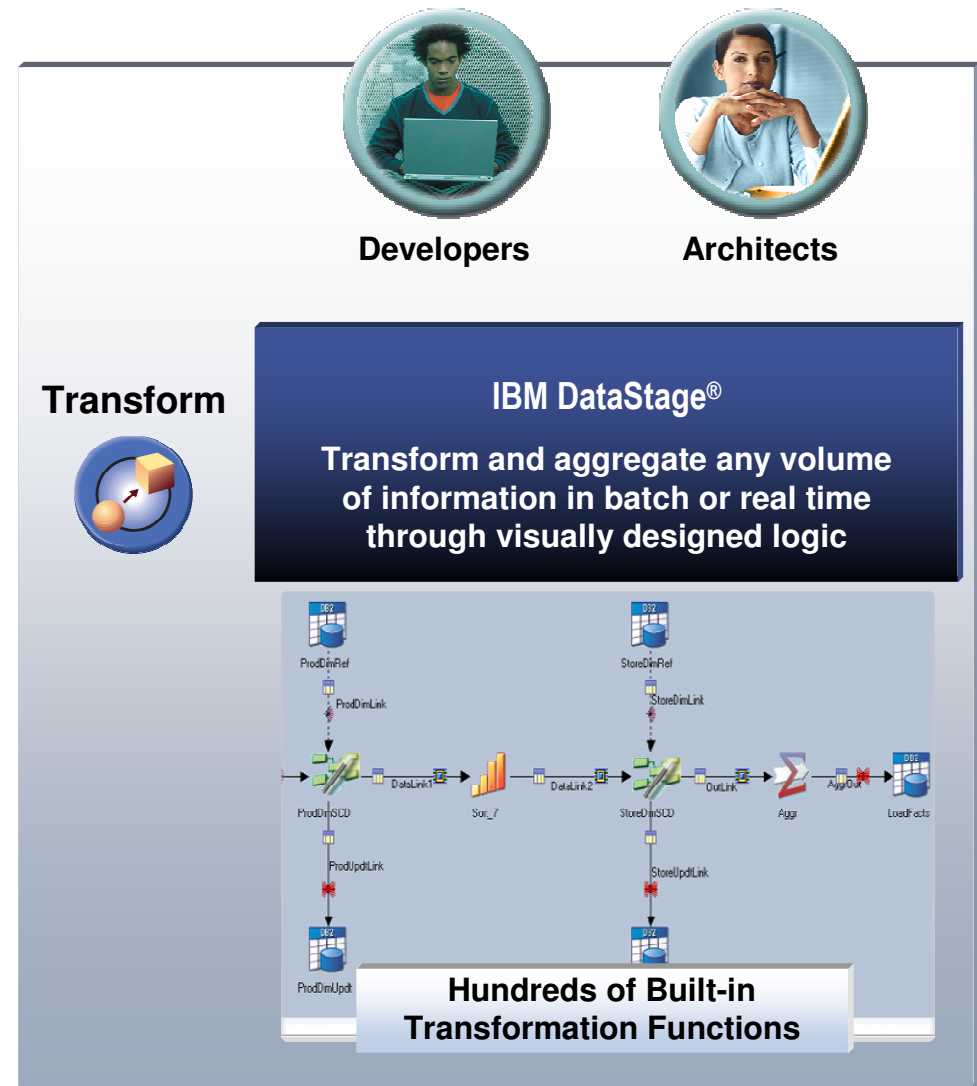**Standardise and correct source data fields, and match records together across sources to create a single view**

Visual Match Rule Design

Data Transformation & Movement: IBM DataStage

- Codeless visual design of data flows with hundreds of built-in transformation functions

- Optimised reuse of data integration objects

- Leverages parallel processing without requiring design changes

- Capable of supporting batch and real-time operations

- UNICODE support

Developers

Architects

Transform

IBM DataStage®

Transform and aggregate any volume of information in batch or real time through visually designed logic

Hundreds of Built-in Transformation Functions

Deliver : IBM Federation Server

- **Access diverse & distributed information as if it were in one system**

- **Industry leading query optimisation with single sign-on, unified views, and function compensation**

- **Transactional write capabilities across heterogeneous sources**

- **Visual tools for federated data discovery & data modeling**

Federate
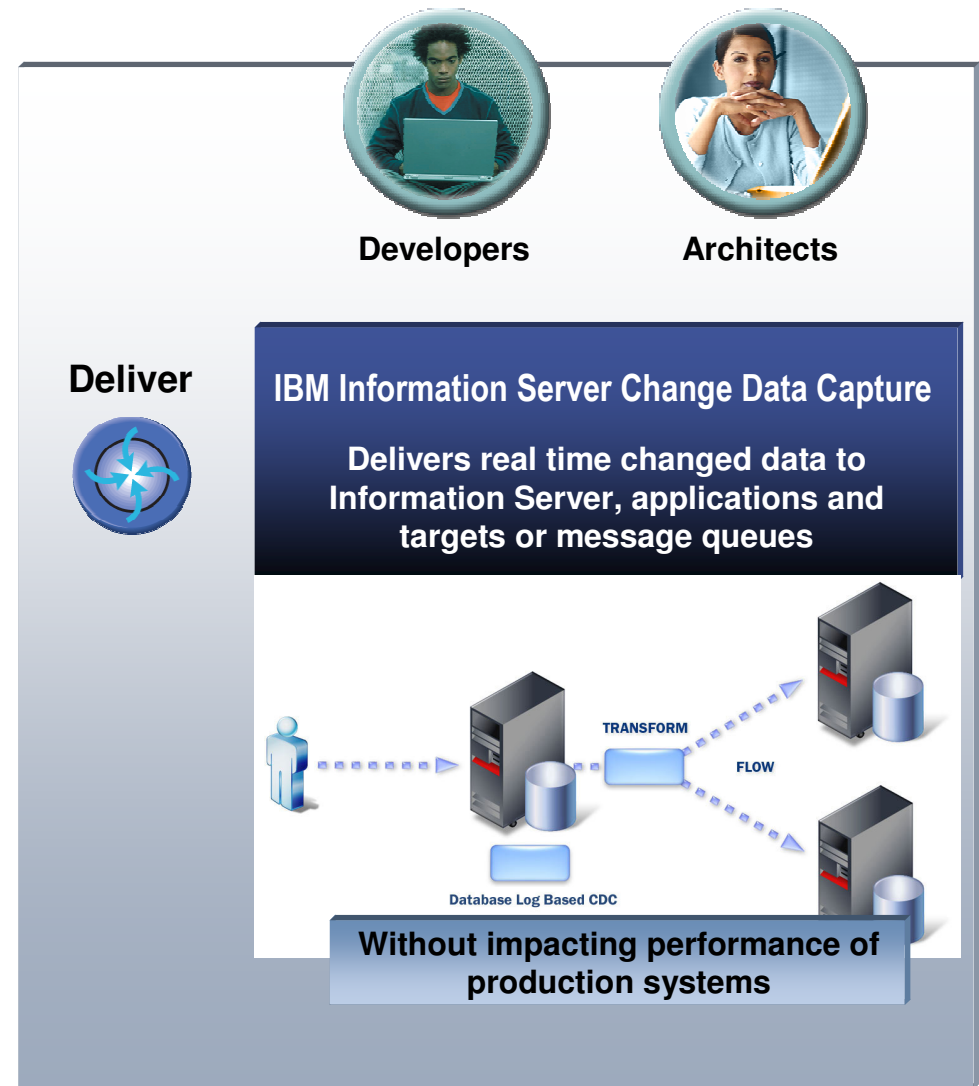
IBM Federation Server

Access and integrate heterogeneous information across multiple sources as if they were a single source

Extend value of existing analytical applications by providing real-time access to integrated information

Visual Federation Design

Deliver : Change Data Capture

- **Provides real-time change data capture and delivery for**
  - ▶ Dynamic change data integration
  - ▶ Synchronization
  - ▶ Replication
- **Minimal impact on production systems**
- **High scalability and end-to-end performance**
- **Guaranteed data integrity**

Developers   **Architects**

Deliver

IBM Information Server Change Data Capture

Delivers real time changed data to Information Server, applications and targets or message queues

TRANSFORM

FLOW

Database Log Based CDC

Without impacting performance of production systems

Information On Demand Industry Frameworks
Unlocking the Business Value of Information for Competitive Advantage

| Banking | Retail | Telco | Public Sector | Etc…. | Etc…. |

Expertise & Accelerators

Business Strategy and Planning Services

Industry Models and Pre-Built Solution Assets

Integrated IBM Partner Components

IBM Cognos 8

| Reporting & Analysis | Scorecarding & Dashboarding | Planning, Budgeting & Forecasting |

Unified Performance System Platform

IBM InfoSphere MDM Server

| Define | Manage | Transact |

Party, Product, Account

IBM InfoSphere Warehouse

Reliable Real-Time Delivery

| Manage | Analyze |

IBM Information Server

| Understand | Cleanse | Transform | Deliver |

Unified Metadata Management

Parallel Processing   Rich Connectivity

Why IBM?

- **Deep industry expertise, patented methodologies and technologies refined in thousands of projects**

- **Robust enterprise-wide operating environment, optimized for performance and efficiency**

- **Leadership in all key information management segments – data, content, information and performance management**

- **Industry solutions and frameworks that accelerate results**

- **The industry's most extensive partner network**

"In this high-stakes gamble for the information management market…IBM has officially put its competitors on notice. **IBM has a strong hand; its IOD strategy outpaces other vendors' information management strategies**."

– Forrester Research, 2006

IBM Information On Demand

Manage critical business data

providing it where its needed

when its needed

in a format you can use and Trust!