

IBM Information on Demand

Unlocking the Value of Your Information

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Information – Your Best Friend & Worst Enemy



Are you drowning in information ?

- Struggling to establish what's relevant and useful, and what's not
- Unable to make effective use of scanned docs, forms, images, etc



Do you have multiple versions of the truth?

- Customer data, product data and it's inter-relationships are all mixed up
- Being compliant with regulation is an extreme challenge



Do you trust what your systems tell you ?

- Much of the data is incomplete, out-of-date, inaccurate, or misinterpreted
- No complete picture of what they've got or how it's used

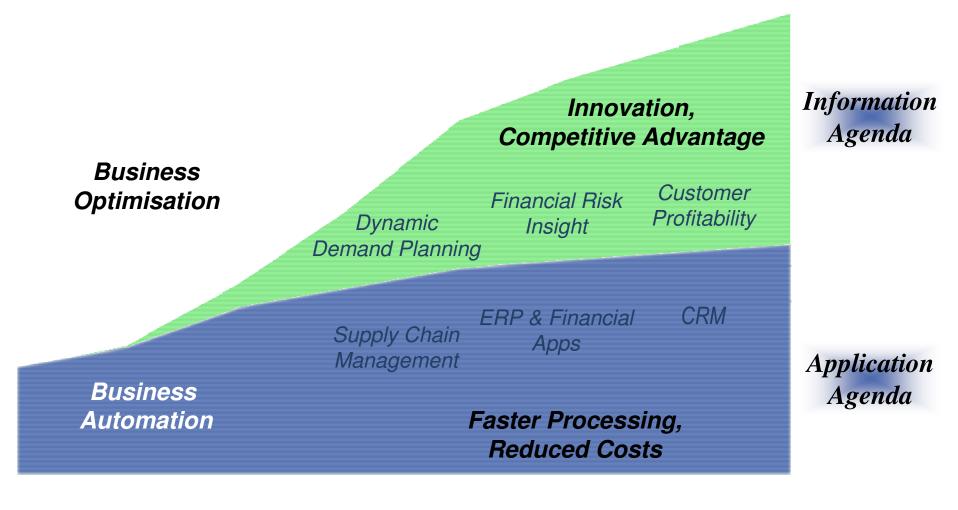


Are you able to focus on productive business tasks?

- Entrenched in the battle to keep the lights on
- ▶ The cost of 'managing' the problem increases every day, every week



New Initiatives Increasingly Focused on Optimisation Organisations Striving for Competitive Advantage

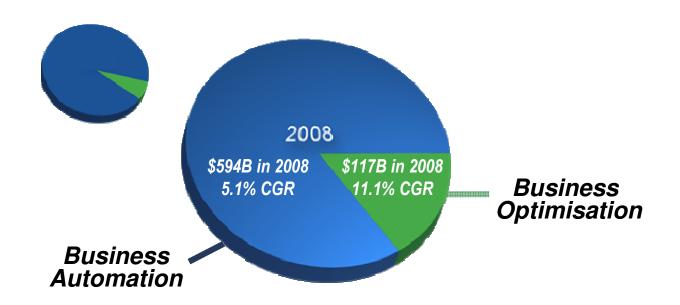






New Initiatives Increasingly Focused on Optimisation

Market analyses indicate a huge interest in this area



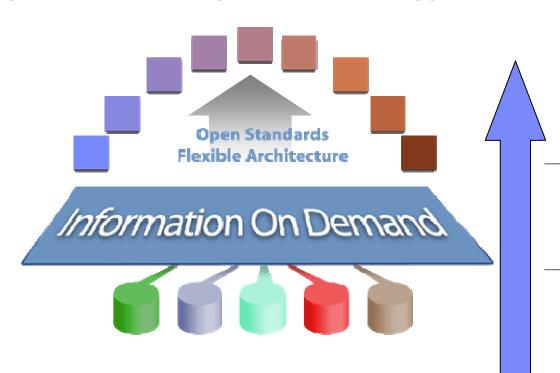




The Information On Demand Platform

A Layered Approach

Optimisation of People, Processes, Applications



Leverage information to better understand and optimize business performance

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

Provide an efficient and solid foundation for managing data and content over its lifecycle





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

Workforce **Financial** Dynamic Optimization Supply Chain Multi-Channel Risk Insight Customer & Product *Marketing* **Profitability Business Optimization**



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

Customer & Product Risk Insight Optimization Supply Chain Multi-Channel Profitability

Business Marketing

Optimization



Cognos TM1
Cognos 8 BI & Planning
IBM Entity Analytics



IBM Master Data Management
IBM Information Server
IBM Dynamic Warehouse



DB2, IMS, Informix
IBM Content Manager, FileNet



Information on Demand Solutions

- Account Opening
- Credit Card Risk Mgmt.
- Anti-money Laundering
- Customer information access
- Privacy

Cross Industry

- No Touch Claims Processing
- New Product Introduction
- New Customer Introduction
- Vendor Fraud Analysis
- RFID

- RFID
- Integrated Supply Chain
- Product & Parts Management
- Dealer Collaboration
- Early Warning Systems

- Police Force Effectiveness
- Intelligence Gathering
- Anti-Terrorism
- Integrated Case Management
- Patient Safety
- Disease Management
- Predictive Medicine

Call Center Relationship Management

Cross Selling...Customer Service...Priority Service

Human Resources

Relationship Analysis...Information Privacy...Skills Discovery

Finance & Accounting

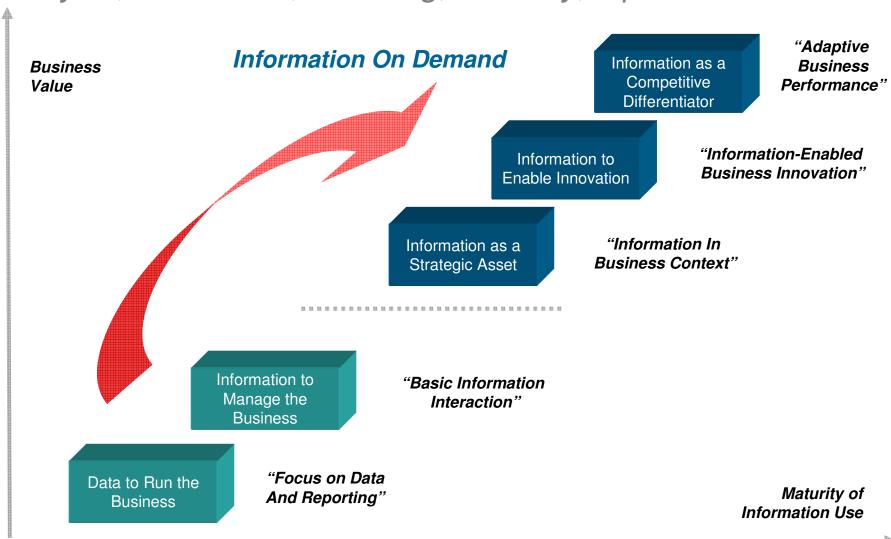
Risk & Compliance...Business Performance Management...ePayments

Procurement





The Information On Demand Journey Analysis, Evaluation, Planning, Delivery, Optimisation







Today is Only the Start of the Journey.....

IBM Information >>> On Demand June 3 - 6, 2008 The Hague, Netherlands EUROPE, MIDDLE EAST & AFRICA IOD CONFERENCE



June 3-6, 2008
World Forum Convention
Center
The Hague, The Netherlands

Summary Overview

- Over 2000 conference attendees, LOB & IT decision makers. Customers, Prospects, BPs, Analysts, Gold Consultants, Press.
- Nearly 400 elective sessions presented by customers, business partners and IBMers.
- IMTech integrated
- Data Management, ECM, IP&S and Cognos
- Executive One to One Meetings
- Meet the Experts
- Education, hands-on labs & Certification
- Customer Reference Lounge
- EXPO Solution Centre: >60 kiosks