



**TAKE BACK CONTROL**

## *Experiences with IBM Information Server*



Michael Curry

*Program Director, Information Integration Solutions*



# Direct from IOD 2006



**IBM Information**  
>>> On Demand

2006

- **Over 5,000 attendees**
- **Truly Global event - attendees from 18 industries and all 7 continents**
- **More than 70 sessions and 20 customer case studies dedicated to information integration**
- **Over 4,000 press hits, over 50 feature articles**

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 **BANK OF SCOTLAND**  
CORPORATE

**“We are very positive about the current software, and the potential of the next release.”**  
- Stephen Haslam, IT Specialist

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# Who is HBOS ?



*HBOS plc* - formed by merger of Halifax and Bank of Scotland in 2001.

*22 Million Customers*

*£440 Billion Assets*

*5th Largest UK Company*

*9th Largest Bank in the World*

*32nd Largest Company*

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# How HBOS uses IBM IIS Software



**Create a Warehouse** – Original reason for purchasing Ascential Software.

**Regulatory Reporting Systems** – Consequence of initial successes with the Warehouse.

**Major System Migration** – Platform chosen to Migrate data from Historical Systems to new integrated Accounting Suite.

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# What were their expectations



**Run existing DataStage jobs** – Want minimal impact when migrating from 7.51

**DataStage Improvements** – Data Lineage, Impact Analysis, Identify Changes, Better code management and Performance.

**QualityStage Improvements** – Simpler Interface and better integration with DataStage.

**MetaData** – Need to be able to capture and report Metadata through job streams.

**Profiling** – See improvements in new integrated product and also common connectivity.

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# HBOS Beta Experiences

## *Improved Productivity*

- **“Big improvement”** from active metadata, search, and integrated analysis
- **“QualityStage interface is amazing!”**

## *Improved Function*

- **Data quality can now be measured more effectively on an ongoing basis using Information Analyzer’s baseline & trending**

## *Improved Performance*

- **Have seen a 9x performance improvement in moving to the new parallel engine**



***“IBM Information Server is very important to us to provide a seamless interaction for our customer’s access to structured, unstructured, historical, and real-time data”***

***- Frank Brooks, Chief Data Architect***



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Where BCBS is going...

***Unstructured Information Management***

***Master Data Management***

***Blue Health Intelligence***

“The benefits of this healthcare data warehouse is to provide more information about healthcare across the nation... about how other areas of the country are handling disease management, how they are controlling cost.”

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# BCBS Beta Experiences

## *Improved Productivity*

- **Estimated 20-25% improvement**

## *Increased Leverage*

- **Data quality can be embedded anywhere and measured consistently**

## *Improved Performance*

- **Parallel engine reduced batch cycles from 15 days to under 24 hours**





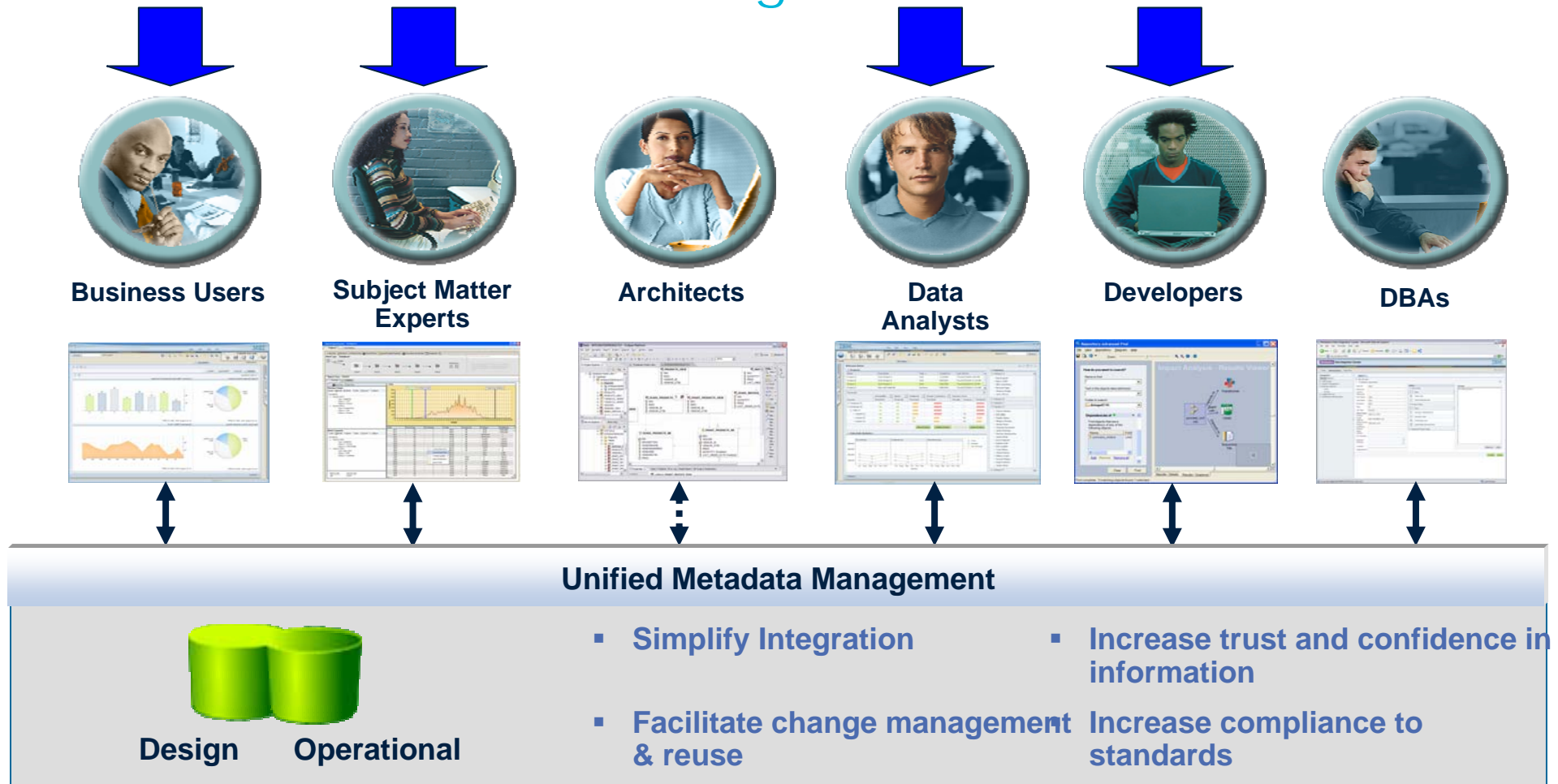
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Meet Larry Jenkins



# Demonstration Scenario

## Role-Based Tools with Integrated Metadata



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# Introductions...



**Larry Jenkins - VP**  
*VP Marketing*

Responsible for Reporting Marketing Results



**Business Analyst – Marketing**  
*(Jackie)*

Understands the Business  
Familiar with customer systems  
Acts as data steward for customer data



**Data Analyst – Marketing Systems**  
*(Richard)*

Responsible for analyzing & understanding the source systems



**Integration Specialist**  
*(Keith)*

Responsible for populating & maintaining the integration processes



**SOA Architect**  
*Ernie*

Responsible for promoting reusability through a Service Oriented Architecture

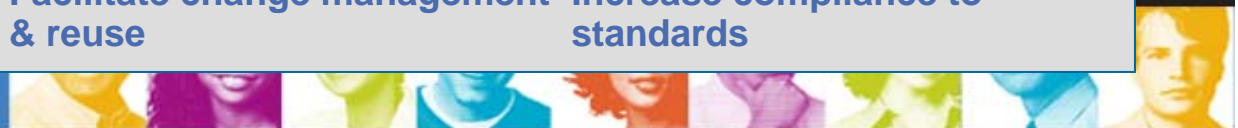


## Unified Metadata Management



Design    Operational

- Simplify Integration
- Increase trust and confidence in information
- Facilitate change management & reuse
- Increase compliance to standards



# Introductions...

Defines High Value Customer



**Business Analyst – Marketing (Jackie)**

Understands the Business  
Familiar with customer systems  
Acts as data steward for customer data

Analyzes Sources to Find Data to Create HVC



**Data Analyst – Marketing Systems (Richard)**

Responsible for analyzing & understanding the source systems

Creates the logic to build HVC information



**Integration Specialist (Keith)**

Responsible for populating & maintaining the integration processes

Deploys new Web services that can be easily reused



**SOA Architect Ernie**

Responsible for promoting reusability through a Service Oriented Architecture

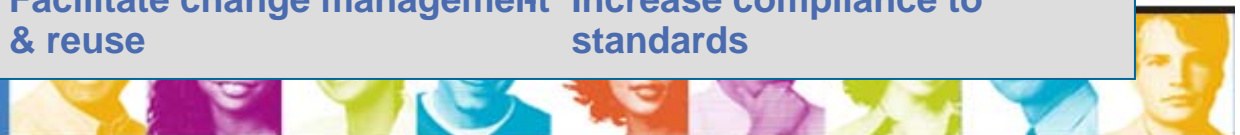


## Unified Metadata Management



Design Operational

- Simplify Integration
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- Increase compliance to standards



# Part 1 Business Analyst - Jackie



**Business Analyst – Marketing  
(Jackie)**

Understands the Business  
Familiar with customer systems  
Acts as data steward for customer data



**Data Analyst – Marketing  
Systems (Richard)**

Responsible for analyzing  
& understanding the source  
systems



**Integration Specialist (Keith)**

Responsible for populating &  
maintaining the integration  
processes



**SOA Architect  
Ernie**

Responsible for promoting  
reusability through a Service  
Oriented Architecture



# Part 2 Data Analyst - Richard



**Business Analyst – Marketing  
(Jackie)**

Understands the Business  
Familiar with customer systems  
Acts as data steward for customer data



**Data Analyst – Marketing  
Systems (Richard)**

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**Integration Specialist (Keith)**

Responsible for populating &  
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# Part 3 Integration Specialist - Keith



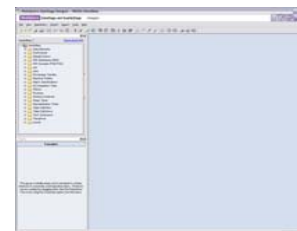
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# Part 4 SOA Architect - Ernie



**Business Analyst – Marketing  
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**Integration Specialist (Keith)**

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Ernie**

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# Part 5 Business Analyst - Jackie



**Business Analyst – Marketing  
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