IBM InfoSphere Software: Trusted Information

Trust. Webster's™ dictionary defines it as "reliance on the integrity, strength, ability, surety, etc., of a person or thing; confidence". Without trust, how can we know that the people we interact with or the business choices we make are the right ones? When it comes to managing information, trust is of the utmost importance. Without information that is trusted, the entire manner by which we run our business can be put into question.

As businesses change, so too does the nature of information that is central to critical business operations. Whether it's industry consolidation, global expansion or increasing regulatory pressure the traditional means by which organizations use information are no longer adequate to ensure survival and success. Gone are the days of capturing and using information in a siloed manner, focusing only on an application centric approach for managing information. To succeed, organizations must start to leverage information as a strategic asset to fully realize business optimization. The first step in using information as a strategic asset is ensuring that all the information across the enterprise is used in a trusted manner.
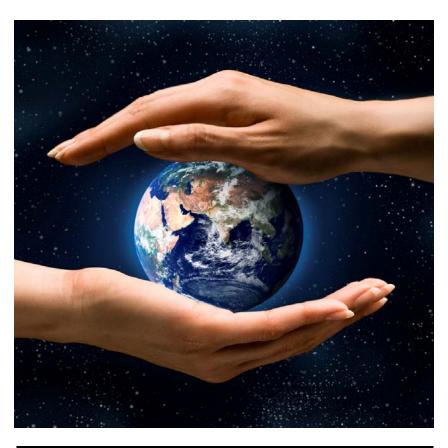
Highlights

- Integrated platform for trusted information

- Alignment of business and IT

- Flexibility to leverage existing infrastructure

- Trusted information powers business optimization

- Project acceleration for improved time to value

- Adapts to the changing needs of your business

Most organizations today have many systems and applications used to run their business. Over time, the number and complexity of these systems has grown to the point where critical data is often spread across systems, making it difficult to get complete and accurate information when and where it is needed.

At the same time, these same organizations are realizing that effective business measurement, decision-making, and process optimization require not only information that spans across systems, but also the same kind of quality control processes applied to information that are applied to their core businesses. As a result, organizations today are shifting from an application-centric view of their IT infrastructure to an information-centric view.

In order to facilitate this shift, organizations need to create a new kind of infrastructure that allows information to be managed outside of the scope of individual applications. The infrastructure must ensure the quality and completeness of the information and structure it in a way that the business can understand it holistically, where the information can be universally accessed, managed over time, and synchronized back to source systems where appropriate. In addition, this infrastructure must also have the ability to change with the requirements of the business, delivering the utmost in flexibility to address the changing needs of the business as well as deliver business insight in real time.

Finally, data privacy and life cycle management are also a concern so this infrastructure solution should offer capabilities for encrypting data as well as data retention.

This new enterprise information infrastructure consists of four essential building blocks:

- **Data Discovery & Modeling** catalogs the data in existing systems, incorporates new data models, and allows the business to understand what data they have today and how to get it into a format that is usable for their new initiatives.

- **Data Integration** merges data from across disparate systems, enforces data quality standards, and delivers trusted information where and when it is needed.

- **Master Data Management** maintains a consistent "master" record of key entities including product, customer, account, and location data. Master data management can range from a simple registry-style cross-reference of records to a full-fledged data hub for records that synchronizes key systems.

- **Data Warehousing** provides the core database infrastructure to support business intelligence and warehousing workloads. It also supports requirements for managing the warehouse, including data retention, storage optimization, performance and workload management.

IBM InfoSphere Software: Trusted Information
In order to help companies accelerate their progress toward a complete information infrastructure, IBM has assembled a core set of products designed specifically for creating, managing, delivering and analyzing trusted information. The InfoSphere Software portfolio spreads across all four building blocks and is the most comprehensive information platform for trusted information. IBM also provides pre-built industry-specific data models that act as accelerators for the InfoSphere Software portfolio, speeding implementation times and providing key industry context to help optimize value derived within specific industries.

IBM InfoSphere Foundation Tools
InfoSphere Foundation Tools, a subset of IBM InfoSphere Information Server, are specifically focused on helping organizations get their arms around their data. These tools manage a process around understanding existing data and designing new information requirements, facilitating productive collaboration across business and IT, and producing a thorough and complete analysis. InfoSphere Foundation Tools include all the capabilities necessary to analyze source data structures, design and optimize data models, capture and create a shared vocabulary, define source to target business rules, and govern and audit this over time. All of these capabilities reside atop a shared metadata repository that allows the roles involved in these tasks to collaborate seamlessly.

InfoSphere Foundation Tools allow organizations to start their projects from a basis of knowledge, reducing the churn between business and IT teams, reducing risk, and improving business results.

IBM InfoSphere Information Server
InfoSphere Information Server provides every capability needed to integrate information from across heterogeneous systems, including

understanding source data, applying data quality, complex transformation, and a variety of methods for delivering information. Its unique, metadata-driven design helps to align business goals and IT activities, providing a consistent understanding of what things mean, capturing business specifications and using them to automate development tasks, and providing deeper insight into data by tracking its lineage. InfoSphere Information Server has native connectivity to the broadest range of data sources, including databases, applications, files, and more -- on any platform. A parallel processing foundation allows InfoSphere Information Server to easily scale to meet the needs of even the most demanding environments, working consistently across batch and real-time processing.

InfoSphere Information Server improves overall project productivity by promoting collaboration during development, aligning the needs of business and IT and creating a set of reusable assets to drive ongoing value across multiple information projects.

IBM InfoSphere Master Data Management Server
Master Data Management, or MDM, helps to address the problem of fragmentation of data about key business entities such as customer, supplier, product, location, or account. by managing these key entities outside of any individual application and ensuring they are all synchronized across all systems at all times. InfoSphere MDM Server provides an operational data hub for all these types of master data. It centralizes and synchronizes this data across heterogeneous systems through a

library of over 800 pre-packaged business services.

Closely related to InfoSphere MDM Server is InfoSphere MDM Server for Product Information Management. Possessing a broad set of the same capabilities as its counterpart, InfoSphere MDM Server for PIM provides all the tools needed for mastering product information across the enterprise.

IBM InfoSphere Warehouse
InfoSphere Warehouse delivers a powerful and scalable foundation for your data warehouse that includes data mining, text analytics, data archiving and compression and performance and workload management capabilities. Online analytical processing (OLAP) capabilities enable users to build logical data marts without requiring a separate physical server and provide seamless support for Cognos and other business intelligence and reporting tools. The strength of logical data marts allows InfoSphere Warehouse to dynamically react to change as information changes, reducing overall IT cost and driving business insight.

InfoSphere Warehouse also delivers capabilities to call directly upon transformation services from InfoSphere Information Server, providing the utmost in flexibility and performance.

IBM Industry Models
To help organizations achieve results faster, IBM has packaged the knowledge from years of experience in working on information projects within specific industries into the IBM Industry Models. These models provide a complete fully attributed enterprise data model along with Business Solution Templates that outline the key performance indicators, metrics, and compliance concerns

for each industry. IBM provides these industry models for six industries – Banking, Financial Markets, Health Plan, Insurance, Retail, and Telecommunications.

IBM Industry Models deliver industry expertise and regulatory best practices in a form useable by both business and IT communities. Expressed in business terms, the models help business and IT to collaboratively scope their requirements, thereby enabling IT to implement projects faster. The result is faster time to value, fulfilled expectations and reduced project risk. The data models include interrelated business glossaries, enterprise data warehouse and reporting requirements models.

IBM Industry Models plug directly into InfoSphere Software components and Cognos, providing industry-centric context improving implementation time, reducing risk, and delivering higher quality, more business-aligned results.

In addition to best of breed technologies, InfoSphere Software also delivers unmatched integration across the portfolio. This includes end-to-end metadata visibility extending all the way to Cognos Software components as well as pre-built integration to accelerate implementation. InfoSphere MDM Server, for example, includes direct real-time calls to InfoSphere Information Server for data quality processing. In addition, the data quality and integration logic needed to initially load InfoSphere MDM Server from source systems is pre-built in InfoSphere Information Server.

At the same time, each of these components is completely interoperable with capabilities provided by other vendors, and

each represents a best-of-breed technology in its individual market. In fact, IBM is the only vendor who ranks as a leader in the technology analyst evaluations for data integration, master data management, data warehousing, and business intelligence. The IBM InfoSphere Software strategy is to continue to lead the market in innovation, further simplifying integration and management of information, and providing automated discovery of data rules and the logic needed to transform data into a useful state. IBM is investing heavily in automating development and integration tasks, and enabling the infrastructure to continuously optimize itself. IBM is also focused on providing more insight into the information integrated and managed through the InfoSphere Software portfolio, through analytics and dashboards embedded in the process – and ultimately helping organizations to more effectively govern information.

It isn't all about software. However. In order to help organizations to accelerate their progress toward their goals, IBM has also developed methodologies and best practices that span across the IBM InfoSphere Software portfolio. This includes the IBM InfoSphere Center of Excellence, which provides templates, best practices, and guidance to organizations to help them establish their own centers of excellence. The InfoSphere Center of Excellence is tied closely into the Cognos Business Intelligence Competency Center approach to provide end-to-end methodology and best practice guidance.

IBM InfoSphere Software provides a complete set of capabilities for integrating and managing a complete and accurate view of information across your systems.

The portfolio is flexible enough to allow you to start anywhere, and mix and match InfoSphere Software components with components from other vendors, but as a whole it provides a complete, integrated, and easily deployable platform that addresses all information needs. IBM is relentlessly focused on accelerating value through the InfoSphere Software portfolio, both through the technology and through industry-specific accelerators. In addition, IBM continues to provide the most scalable foundation with the broadest integration, ensuring ongoing protection for your investment.

For more information
To learn more about InfoSphere Software, please visit ibm.com/InfoSphere.