

Transform your existing ODS into a strategic corporate asset

Highlights

- ***Capture and act on critical information in real time***
- ***Eliminate production system batch windows for continuous operations***
- ***Consolidate data from heterogeneous environments for a single version of the truth***
- ***Create real-time dashboards for immediate business awareness***

An organization's success is directly related to the decisions its employees make on a daily basis, and those decisions depend on the quality and timeliness of the corporate information that's at their fingertips. Yet with growing data volumes, corporate consolidation, compliance regulations and global business now the norm, accessing accurate and up-to-date information isn't always so simple.

Many organizations choose to incorporate their mission-critical data into an operational data store (ODS), a database that's used as a staging area for traditional batch-oriented ETL (extract, transformation and load) tools and then updated throughout the course of a day for small queries. But using traditional ETL technology to load the ODS can result in all sorts of problems. Conventional data integration solutions can grind your mission-critical systems to a halt during the extract process, putting your business operations at risk. And if the data integration solution can't handle the speed and timing of data needs, employees won't be able to get the information they need quickly enough.

IBM® InfoSphere™ Change Data Capture Dynamic ODS solution transforms an existing corporate ODS into a strategic corporate asset by empowering real-time dashboards, operational business intelligence, and as a source for ETL, EII (enterprise information integration) or enterprise application integration (EAI) technologies. With the Dynamic ODS solution, organizations can:

- *Report and analyze corporate data quickly and easily, regardless of what applications created the data, what platform they're running on, or what database they're stored in*
- *Synchronize inventory, financial and customer information between existing systems and Web applications*
- *Consolidate and distribute data between applications across different regions, business units and departments*
- *Access real-time data from source applications throughout the day without impacting the performance of mission-critical operational systems*

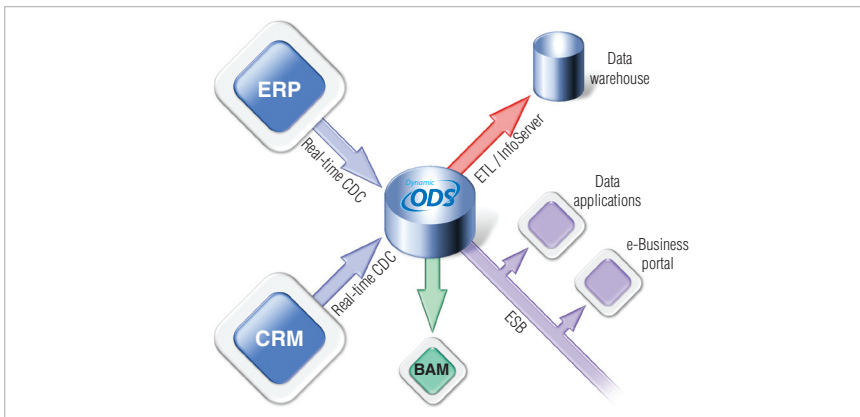


Figure 1: Architectural overview of Dynamic ODS

The Technology Behind IBM InfoSphere Change Data Capture Dynamic ODS

- *Flexible* – Dynamic ODS requires no changes to existing IT infrastructure, business applications or associated databases. It can be deployed quickly using an easy-to-use GUI interface in a variety of architectures, on many different platforms, and between all major databases including DB2®, UDB™, Microsoft SQL Server™, Oracle, Sybase, Teradata or XML message formats.
- *Risk free* – Dynamic ODS enables zero-risk data integration from mission-critical systems by not requiring any changes to applications and databases.

- *Low impact* – Unique Change Data Capture (CDC) technology captures changed data from database logs, ensuring that performance of even the most demanding mission-critical applications running on the source system aren't adversely affected.
- *Real time* – Replicate transactions as they occur for guaranteed up-to-the-second data consistency.
- *Scalable* – By using Dynamic ODS to efficiently load an ODS and using complementary data integration tools to feed a data warehouse for reporting, you can leverage your existing IT investment and complement any existing data integration technology.

Business Advantages

Real-time Operational Business Intelligence

Real-time technology lets you unleash the power of your company's data assets, giving sales, marketing and management accurate and consistent data to solve important business issues. Changes are captured in source systems as they happen and flow immediately to the target systems. All information is up-to-date and in sync for accurate operational reporting. The result: better visibility into daily operations and higher return on investment. Oracle-based online application, enabling them to provide reliable service to customers, suppliers and employees while avoiding costly and unnecessary downtime.

Dashboarding

Dynamic ODS helps you create real-time dashboards of critical business data such as inventory levels and retail sales metrics with zero impact on your existing infrastructure. By understanding minute-by-minute operations, you're better able to react to trends, solve potential bottlenecks before they happen, and ensure the highest quality of customer service possible.

Real-Time Data Integration

Some traditional ETL technologies don't provide the real-time data necessary to make timely business decisions. Others rely on EII technologies that can dramatically slow mission-critical applications. Trigger-based solutions can impact the performance and stability of applications, while some database vendors use APIs that require heavy investment in internal development. But IBM InfoSphere Change Data Capture Dynamic ODS delivers dynamic real-time information to operational data stores. It can also feed data to other data integration tools such as IBM Information Server to deliver real-time data feeds to ETL tools where complex transformations can be performed and loaded into any data store or data warehouse directly. In short, it empowers organizations to do more with the data they already have, without impacting their mission-critical business applications.

Low Impact on Operational Systems

IBM InfoSphere Change Data Capture (CDC) native log-based technology captures changed data directly from database logs so performance of mission-critical applications running on the source system isn't adversely affected. The data is then loaded into the ODS in real-time, with the ETL tool feeding the data warehouses or other applications.

Eliminate Batch Windows

Dynamic ODS can operate in real-time CDC mode, batch refresh or net-change CDC mode. With CDC, data is processed throughout the day, as the changes occur, rather than during a nightly batch window. This means organizations can eliminate redundant data transfer, free up their batch window for other tasks, and save network bandwidth.

Case studies

An oil and gas company wants to improve relations and offer new services to its franchisees. By feeding data about individual stores into a Dynamic ODS and then distributing the data in real-time to mission-critical financial, inventory, shipping and manufacturing applications, and the company is able to make more informed business decisions and better service its franchisees.

A retailer with stores around the world wants to populate its data warehouse with up-to-the-minute corporate and customer information in order to create more compelling marketing campaigns, make better pricing and merchandising decisions and, ultimately, sell more products. A Dynamic ODS consolidates data in real-time to the retailer's operational data store so employees accelerate day-to-day business processes and access accurate reports quickly and easily. They're able to improve relationships with customers and increase their competitive advantage.

A global manufacturer has made a significant investment in an enterprise ETL solution that extracts data from operational systems and loads an ODS, and then transforms and loads a data warehouse and various data marts. Unfortunately, the queries necessary to extract the data are slowing down the manufacturing line, which must be up and running 24/7. By loading the ODS in real-time using low-impact technology, there's no strain on critical operational systems and the manufacturing process isn't disrupted.

Delivering information you can trust



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