

STORYBOARD

Client: IBM
Project: InfoSphere Flash
Script: InfoSphere_Compression_Grow_01.doc
Audience:
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Navigation: Play, Pause, Skip, Back
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With the ever-increasing volume and variety of data available within your business, you want to get the most value from it that you possibly can. IBM InfoSphere Warehouse maximizes the value of your data, by enabling you to gain more relevant insights into it, and to keep it safe and accessible – no matter how *much* data you have, or where, or in what form. It's a complete end-to-end solution that enables you to: easily design an information management system that's tailored to your business. ...optimize the warehouse environment for your needs using a variety of powerful tools. ...apply sophisticated data mining and text analytics to quickly spot business opportunities. ...and scale up as your business information demands grow. It's your data: Get the most out of it, with IBM InfoSphere Warehouse.

IBM InfoSphere Warehouse is part of the new IBM InfoSphere family of software for harnessing the power of information assets.

The IBM InfoSphere software offers complete, end-to-end information management solutions, including data warehousing, master data management, and information integration.

And it's backed by the power, stability, and expertise of one of the industry's largest technology company.

IBM InfoSphere Warehouse and IBM InfoSphere Balanced Warehouse deliver everything to meet an organization's unique warehousing requirements – from complete, pre-configured, customizable warehouse appliances, to enterprise solutions that address the needs of any size or type of organization.

As your requirements evolve, InfoSphere Warehouse evolves to meet them, with analytics, integration, hardware, software, and data services that meet changing organizational demands.

For the best vantage point from which to recognize emerging opportunities in your data and information, look to IBM InfoSphere Warehouse.

The more ways people can access and use information in the data warehouse, the more insights they gain – and the more value you realize for your business.

That's why IBM InfoSphere Warehouse provides open, universal access – to deliver more ways for more people to benefit from the information and insights the warehouse offers.

IBM InfoSphere Warehouse is built on open standards that support a multitude of tools for discovery and analysis.

So people can work with warehouse data using whatever methods they're comfortable with – from everyday tools like Microsoft Excel, to sophisticated business intelligence solutions.

The result is better information, delivered faster, to more people, for superior decision-making.

If you're ready to take your business to the next level, count on IBM InfoSphere Warehouse with universal access to make sure your people have the information they need to get you there.

There's a reason they call it data *mining*.

It's because deep within all the data you collect are gleaming insights about customers that can help you understand and serve them better. You don't have to be an expert to unlock the value.

IBM Software Demos

IBM InfoSphere Warehouse Value Matrix

IBM InfoSphere Warehouse helps create revenue opportunities by discovering new markets and new product combinations. Furthermore, you can increase customer loyalty, prevent churn, decrease fraud, and plan for the future. Best of all. IBM InfoSphere Warehouse makes it efficient and secure, by doing it directly in the database – instead of having to move it to some external system. Your data's trying to tell you something. IBM InfoSphere Warehouse makes it easier to listen.

With most OLAP solutions, you have to copy data out of the warehouse before you can analyze it. IBM InfoSphere Warehouse takes a more direct approach. The solution's Cubing Services support OLAP capabilities *within* the data warehouse. That gives you a multidimensional view of data and leads to easier discovery and understanding of the relationships in your data ... plus direct access to current, accurate information for better business decisions. It also provides a way to deliver up to date information any way you want it including portals, web applications, dashboards, PDAs, and more. With Cubing Services OLAP in IBM InfoSphere Warehouse, discover the answers you need quickly, easily and with confidence.

There's a tremendous amount of valuable business information in the data your company collects every day. The problem is that a lot of it is unstructured data – from sources like call center logs, emails, and notes. That's why IBM InfoSphere Warehouse includes text analytics, which can take unstructured information and make it accessible and useful to your business. Text analytics capabilities organize data and put it into structure that lends itself to analysis and insight. With IBM InfoSphere Warehouse, you have a powerful combination of analytical capabilities giving you access to every bit of valuable information for business decision-making. Because with all the data that's available to your business today, it's a shame to let any of it go to waste. Thanks to IBM InfoSphere Warehouse, It doesn't have to,

The idea of an integrated development environment is nothing new – unless you're trying to design a data warehouse project. It can be a maddening process that involves pulling together a multitude of different design solutions and technologies to take you from concept through and data mining, data modeling, data movement, analytics, and application development. The Design Studio within InfoSphere Warehouse brings an integrated approach to the process. It's a unified design environment that supports all the aspects of a warehouse project – making for a speedier, more efficient process. It also provides a unified, dynamic team environment – where developers can work in **together or in parallel** to move the process along even faster. Data warehouse projects are challenging enough. You don't need design tools that make them tougher. InfoSphere Warehouse rises to the challenge.

As if you don't have enough to worry about when you're designing a data warehouse... Wait – actually, you don't have that much to worry about when you design with IBM InfoSphere Warehouse.

IBM InfoSphere Warehouse Value Matrix

IBM Software Demos

IBM InfoSphere Warehouse Value Matrix

Built in Autonomic features make it simpler, by automatically tuning your warehouse parameters for optimal performance right from the start, with storage management that automatically increases the size of your database across disk and file systems so you don't have to worry about adding containers or managing their growth, and integrated, proactive operations that can tell you when to reorganize your data or take a backup – and even do that for you automatically!

Data warehouse design can complicate your operations and cost you money – *unless you have IBM InfoSphere Warehouse automics to do it for you.*

One of the biggest challenges in building a data warehouse is how to get the data in and format it in a way that is ready for use.

There just hasn't been a simple way to extract, load and transform data so that it can be used for data mining and analytics – at least not until now.

IBM InfoSphere Warehouse comes with a powerful, easy-to-use toolset that drastically simplifies the process of constructing a data warehouse, moving data into it, and optimizing the data for use by other applications.

It works by making it possible to perform data transformation within the data warehouse, using simple drag-and-drop tools.

So you can graphically build complex transformations within the warehouse, easily source data from other sources, and more efficiently prepare the data for mining and analytics.

When it comes to preparing data to benefit your business, there's the hard way – and there's IBM InfoSphere Warehouse.

Building a data warehouse can be a puzzling process.

Picking the pieces...

Putting together the parts...

It takes time, trouble, and tremendous resources.

That's why IBM InfoSphere puts it all together *for you.*

The IBM InfoSphere Balanced Warehouse: It's a completely realized resource – optimized to perform, and ready to run your business intelligence solutions, right out of the box.

IBM preconfigures, pretests, and certifies it. So you don't have to do a thing.

After all, why should you worry about the process, when you can just focus on the possibilities for your business? With the IBM InfoSphere Balanced Warehouse.

When it comes to adding more business capabilities to your data warehouse, the question is “how do you manage?”

How do you manage diverse sets of data for every business area from marketing to human resources?

How do you manage to keep service levels high as the amount of data grows? Or as the number of business areas that need the data grows?

The answer is IBM InfoSphere Warehouse. Its performance optimization capabilities enable you to keep application performance high no matter how many applications you have or how many business areas they serve.

IBM InfoSphere Warehouse creates an environment in which different applications and business areas can easily and efficiently share, exchange, and manage information based on their needs.

Because when it's a question of adding capabilities and applications without lowering service levels, IBM InfoSphere Warehouse is the right answer.

You can take a copy of the data out of the warehouse – but is that the most efficient way to analyze it?

IBM InfoSphere Warehouse Value Matrix

IBM Software Demos

IBM InfoSphere Warehouse Value Matrix

IBM InfoSphere Warehouse includes Cubing Services that support OLAP analysis *within* the data warehouse.

IBM InfoSphere Warehouse Cubing Services is a highly scalable, high performance engine for right-time analytics.

By keeping your data inside your data warehouse, not only can you optimize your application, you can take advantage of **all** InfoSphere Warehouse optimization features that will improve OLAP query performance.

Integrated design and maintenance features enable you to create or import cube models – and to use optimized development and administration resources to improve your time to value.

With IBM InfoSphere Warehouse, optimized OLAP means faster access to the most current information for the answers you need.

Staying on top of what's going on in your data warehouse isn't easy – not with all the different systems, objects, and applications that are involved.

What you need is a single, simple interface for controlling your data warehouse – and some handy tools to help you manage.

That's what IBM InfoSphere Warehouse offers.

First, there's an administration console that enables you to monitor all data warehouse objects and applications from one place.

Then there are tools including autonomies to make sure everything's running properly, and workload management to help keep up service levels.

Finally, because this is a Balanced Warehouse solution it keeps the data warehouse from needing much in the way of administration in the first place.

With IBM InfoSphere Warehouse, your data warehouse administration burden isn't such a burden after all.

There's a lot you could be doing to optimize your data warehouse.

But wouldn't it be simpler if it would just optimize itself?

IBM InfoSphere Warehouse does – with autonomies that take care of a multitude of tasks that you'd otherwise have to do yourself.

It automatically performs dynamic memory allocation – so that, for example, if one operation needs more memory and another doesn't, the latter can be freed up and allocated to the former.

It also provides automated database management: Once you define windows of low activity, it performs maintenance only during those windows.

And it includes Workload Management to impose order when you have different queries of different sizes running in different locations.

Let IBM InfoSphere Warehouse autonomies take care of all these tasks for you, and stop worrying about them from now on.

The information in your data warehouse is the lifeblood of your organization. The bigger your business grows, the more vital it becomes. And that's why information availability is so important.

That's because if there's ever a problem with warehouse availability, it's going to take longer to get the system back up and running – and you're going to be without critical data all that time. Even if it's just a few hours, that can cost millions in lost opportunities, angry customers, and unproductive workers.

IBM InfoSphere Warehouse is optimized with features to ensure that your warehouse and the valuable information it holds is available to your business at all times.

For example, you can make changes on the fly without shutting down the warehouse. You can automate the failure recovery process to limit outages. And you can automatically allocate resources to handle workload priorities.

With IBM InfoSphere Warehouse, you can be sure the warehouse that holds the lifeblood of your business is available 24/7 to save you time and money – and help your business grow.

IBM Software Demos

IBM InfoSphere Warehouse Value Matrix

Today's data storage demands can have a painful effect on application performance.

With more and more data coming down the pipeline every day, it's inevitable.

But there's something you can do about it – with the Deep Compression capabilities of IBM InfoSphere Warehouse.

Deep Compression makes it possible to manage your data assets and storage more intelligently.

As a result, you can do more with less. You can store more data on disk, more data in memory, and use I/O bandwidth more efficiently – which means improved performance from your applications.

It also means having more cost control in your IT infrastructure, through reduced disk space requirements and lower infrastructure costs.

Remember, it's not how much data you have – it's how intelligently you manage it. Optimize your investment now with the Deep Compression capabilities of IBM InfoSphere Warehouse.

No matter how much data in your data warehouse, you always need to be able to find what you're looking for fast.

You need data warehouse technology that's been optimized to significantly improve your query times.

And that's exactly what you get with IBM InfoSphere Warehouse's data partitioning capabilities.

IBM InfoSphere Warehouse uses multidimensional clustering to logically store clusters of data together, enabling faster access to them.

Its materialized query tables allow it to recognize frequently used queries and boost their performance automatically

And it can perform table partitioning to segment your data so that your query only has to deal with data that is relevant which gets you your answers faster.

That's how IBM InfoSphere Warehouse uses data partitioning to boost query performance – and meet your need for speed.

It's a paradox: Regulatory compliance demands that data be retained for longer and longer periods; but the older the data, the less likely it is to be used.

So you end up investing more to store data that you have to have – but that doesn't add anything to your bottom line.

What you need is a way to manage growing data volumes while still keeping tight control of the cost of your data storage infrastructure.

IBM InfoSphere Warehouse addresses the problem with a policy-driven data retention capability.

It enables you to place data where it makes the most sense ... technically and financially. For example, older rarely used data could be moved to an offline tape archive instead of keeping it on more expensive disk with your most recent and heavily accessed data.

Hot, warm or cold. This multi-temperature approach allows you to keep the data you need to keep, the way you need to keep it – while still keeping your costs under control.

As your data warehouse needs keep growing, will your data warehouse be able to scale to meet them?

Make sure, with the data partitioning capabilities in IBM InfoSphere Warehouse.

It's the warehouse solution that lets you scale as far as you need to, wherever and whenever you need to.

Data partitioning is built into the core of the Balanced Warehouse component of IBM InfoSphere Warehouse – which uses scalable modules to allow you to add capacity as needed.

Data partitioning makes it possible to put more computing resources into play, by dividing query processing among data partitions that work in parallel.

It's as if the growing database is constantly breaking off into new partitions to add the processing and storage capabilities you need to handle growth.

Don't let your data warehouse limit how much you can grow – remember, the sky's the limit with IBM InfoSphere Warehouse.

IBM Software Demos

IBM InfoSphere Warehouse Value Matrix

Today's data storage demands can leave your business with no place to grow.

Because while the cost per gigabyte of storage may be going down, storage infrastructure expenses are skyrocketing – leaving few resources for growth. What you need is a way to reduce the amount of space your database storage requires to perform optimally – so you can free up critical resources for more productive use.

That's one of the key things IBM InfoSphere Warehouse provides, with a Deep Compression capability that dramatically reduces storage demands.

Compression results in smaller tables, a smaller database, and shorter backup/recovery time – all without compromising performance.

With storage representing nearly 48% of the IT infrastructure these days, savings like those can dramatically affect total cost.

So if growing storage demands are tying up the resources you need to grow, let IBM InfoSphere Warehouse set them free.

Where do you see yourself growing in the next year? Or two? Or more?

Wherever it is, the IBM InfoSphere Balanced Warehouse can take you there.

Because when the problem with growing is *outgrowing* the technology you need...

The IBM InfoSphere Balanced Warehouse makes it easy to keep up.

With simple, snap-in modules that allow you to grow when and where you want to.

So as your business grows, you just choose from a portfolio of modules to add as you need them. More data? No problem. Add a data module. And another. And another. In whatever increments you need to keep pace with growth.

It's that simple. They're already tuned and balanced and ready to expand your horizons. All you have to do... is grow.

The IBM InfoSphere Balanced Warehouse. Ready to grow, whenever you are.