IBM Information Management Technology Showcase, April 2011:

A New Era for Business Analytics and Data Warehousing

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V7.2

Agenda

- Introduction: Challenges that organizations are facing

- Business Analytics - driving better business outcomes

- Data Warehousing – the foundation for business analytics

- Accelerating Business Insight & Analytics

- Demonstration

- Questions

IBM Business Analytics

Driving better business outcomes

IBM Data Warehouse Solutions

The optimized foundation for business analytics

IBM

All Organizations are Facing an Information Challenge

Trust
1 in 3

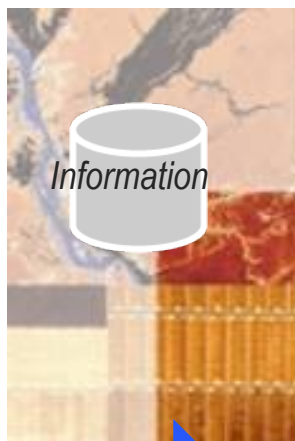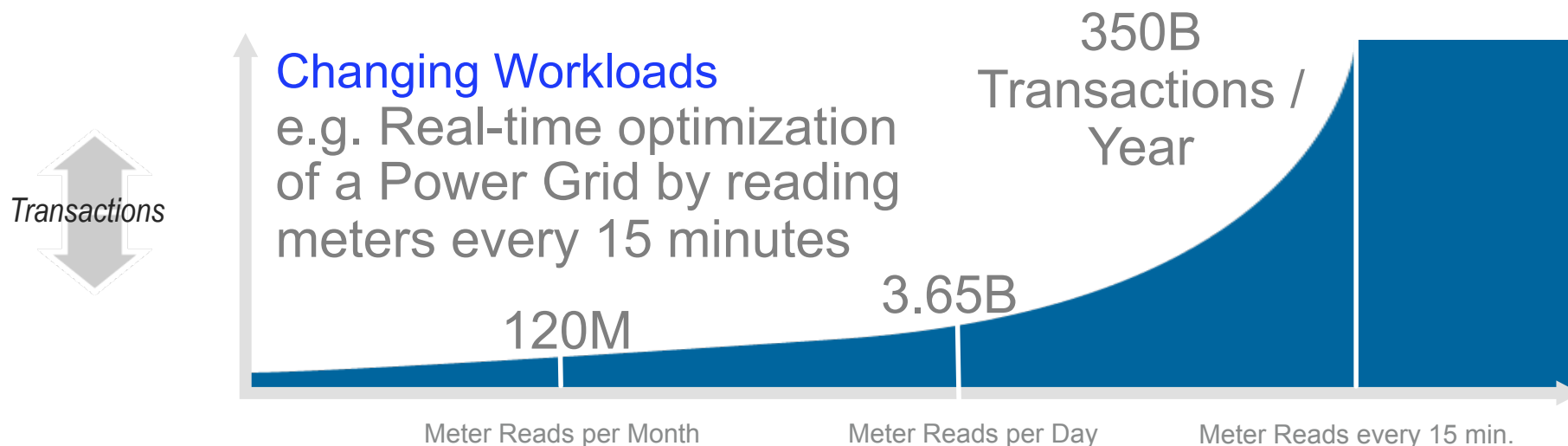Business leaders frequently make decisions based on information they don't trust, or don't have.

Vision
83%

Of CIOs cited "Business intelligence and analytics" as part of their visionary plans to enhance competitiveness.

Access
1 in 2

Business leaders say they don't have access to the information they need to do their jobs.

Pre-integrated
35%

Of businesses will look to replace their current warehouse with a pre-integrated warehouse solution in the next 3 years.

Source; TDWI: Next Generation Data Warehouse Platforms, 2009

Data Warehousing Requirements are Changing

Transactions

Changing Workloads
e.g. Real-time optimization of a Power Grid by reading meters every 15 minutes

350B Transactions / Year

3.65B

120M

Meter Reads per Month   Meter Reads per Day   Meter Reads every 15 min.

Information

10x growth in data
Digital data is projected to grow tenfold from 2007 to 2011.

80% data unstructured
from all these devices that requiring effort to understand and analyze.

1 trillion devices
connected to the Internet by 2011.

6 terabytes of information
is exchanged over the internet every second.

...wipe out the competition!

70% of companies in the global 1,000 will have to change their data centers to meet requirements.

Information Demands Across the Organization are Increasing
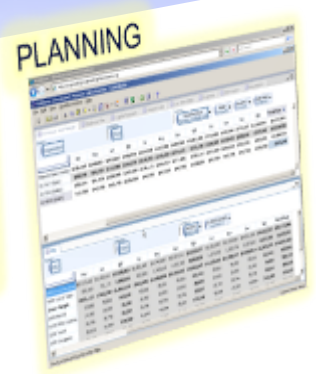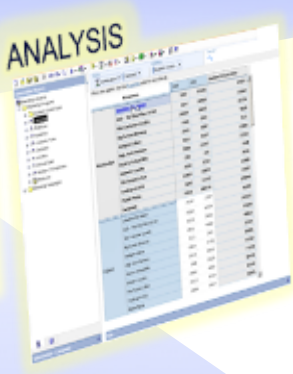
Executive

Business Manager

Line Manager

Casual Business User

Business Analyst

Financial Analyst

DASHBOARDING
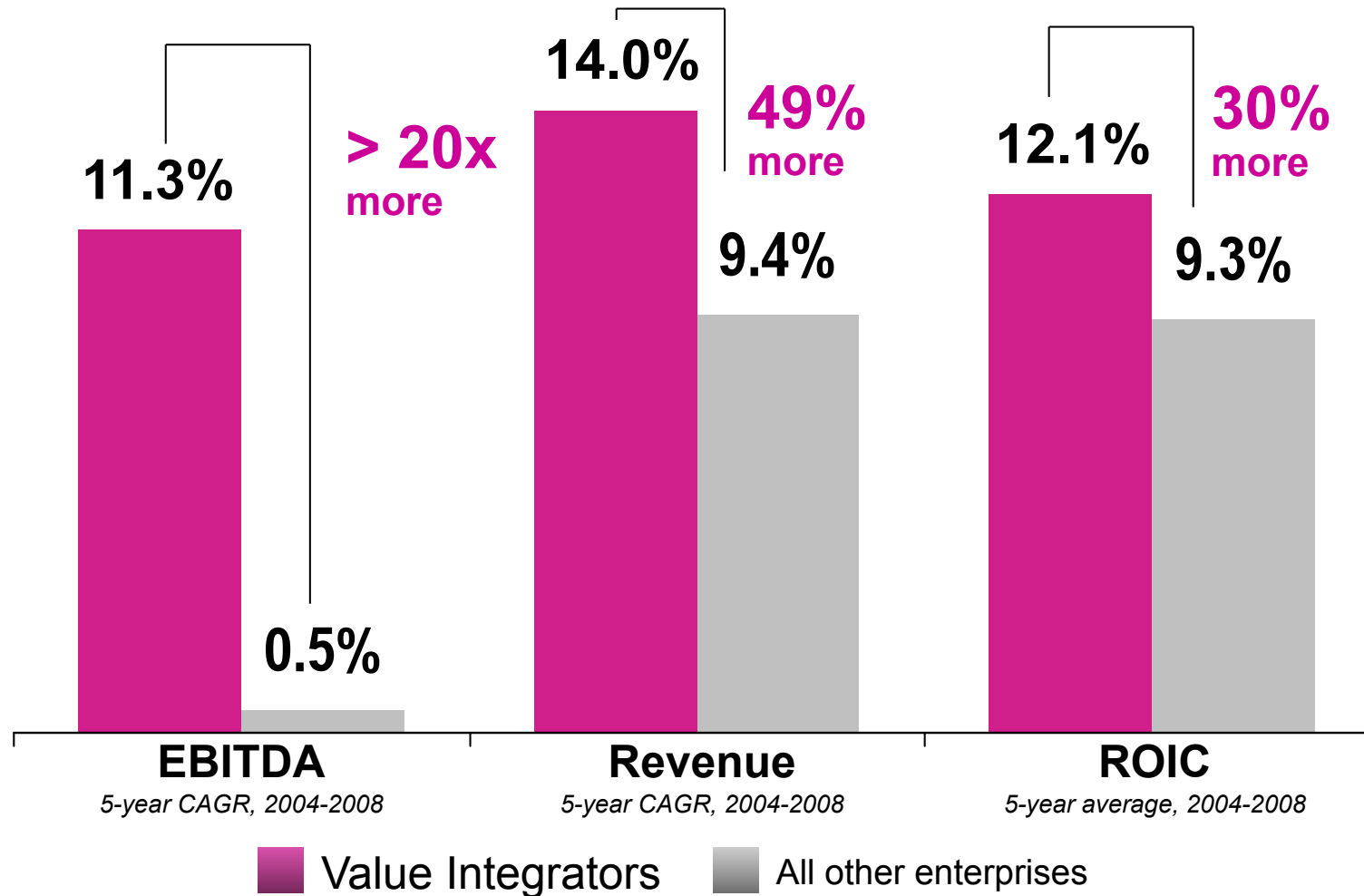
SCORECARDING

REPORTING

QUERY

ANALYSIS

PLANNING

What is happening?

Why are we on/off track ?

What is likely to happen?

What should we do next ?

Analytics-Driven Organizations Outperform

Driving Better Financial Performance

EBITDA
5-year CAGR, 2004-2008
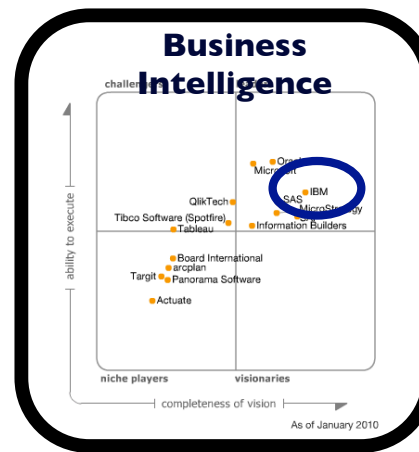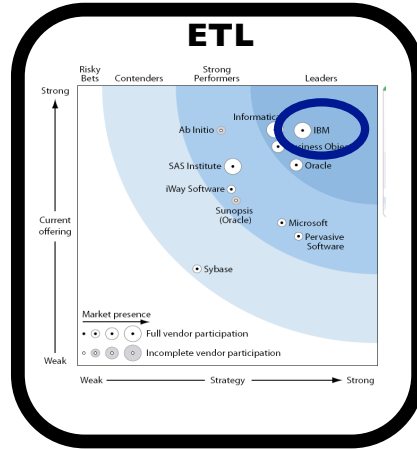
Revenue
5-year CAGR, 2004-2008

ROIC
5-year average, 2004-2008

11.3% — 0.5% — > 20x more

14.0% — 9.4% — 49% more

12.1% — 9.3% — 30% more

Value Integrators | All other enterprises

Revenue Growth: N = 580; EBITDA: N = 531; ROIC: N = 501;   © 2011 IBM Corporation
Source: IBM Institute for Business Value, The Global CFO Study 2010

Only Recognized Best Of Breed Portfolio Across Entire Information Management Warehouse Value Chain

2009 Forrester Wave

Data Quality

ETL

Data Integration

Warehousing

Business Intelligence

Customer Hubs

CDI
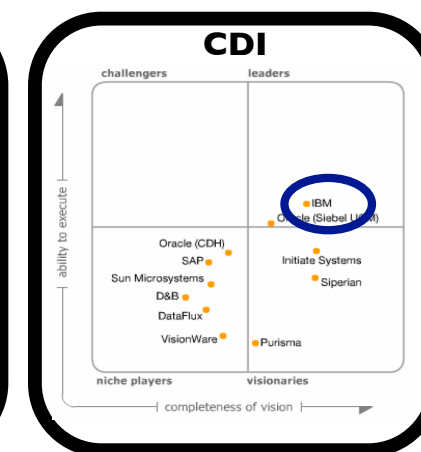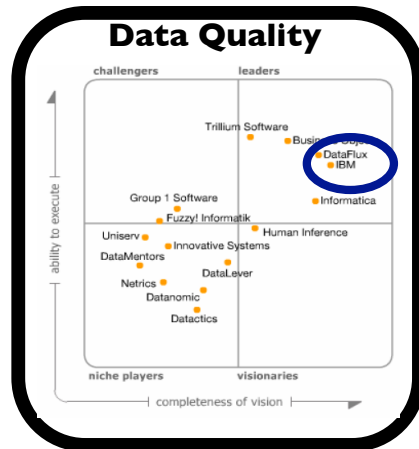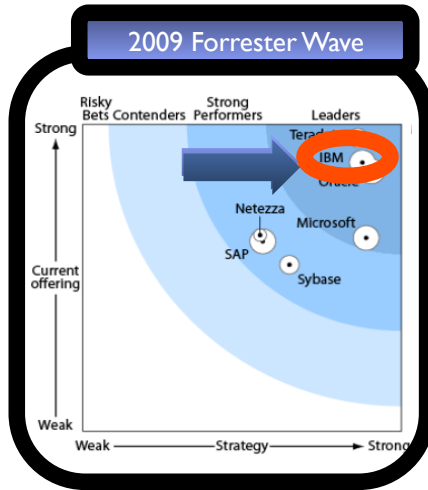
Simplicity, Flexibility, Choice
IBM Data Warehouse & Analytics Solutions

IBM Netezza

IBM Smart Analytics System

IBM Warehouse Software

Custom Solutions

Warehouse Accelerators

Information Management Portfolio

(Information Server, MDM, Streams, etc)

Simplicity ← *The right mix of simplicity and flexibility* → **Flexibility**

Are you overpaying for Oracle Database? Hint: you're overpaying for Oracle Database.

The first thing to consider when thinking about DB2® for your business: It's as low as 1/3 the cost of Oracle Database. Then consider DB2 on Power Systems™ with 3x the performance per core of Oracle Database on SPARC, in TPC-C and SAP SD benchmarks. Overall, an ironclad case for IBM. There's more where that came from, too.

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COST based on publicly avail U.S. info on 2/10/2011 for IBM DB2 Advanced Enterprise Edition + Oracle software w/comparable capabilities. IBM: 100 Processor Value Units. Oracle: assumes 1.0 processor multiplier. Both incl. Y1 maint/support. PERFORMANCE: www.tpc.org (http://www.tpc.org) as of 01/26/11 [IBM Power 780 (3 x 64 C)(24 Ch/192 C/768 Th); 10,366,254 tpmC; $1.38/tpmC; avail 10/13/10 v. Oracle SPARC SuperCluster w/T3-4 Servers (27 x 64 C)(108 Ch/1728 C/13824 Th); 30,249,688 tpmC; $1.01/tpmC; avail 6/1/11]. TPC-C is a trademark of Transaction Performance Processing Council. www.sap.com/solutions/benchmark/ (http://www.sap.com/solutions/benchmark/) as of 01/26/11 [IBM Power 795 (32 P/256 C/1024 Th); 126063 users/2-tier SAP ERP 6.0 pack4/AIX 7.1 + DB2 9.7; cert 2010046 v. Oracle SPARC Enterprise Server M9000 (64 P/256 C/512 Th); 39100 users/2-tier SAP ERP 6.0/Solaris 10, Oracle 10g; cert 2008042]. SAP is registered trademark of SAP AG in Germany and in several other countries.

Netezza. Up and running in 24 hours, not 24 days.

Get set up in hours instead of days and start counting returns in minutes instead of hours. All with IBM's Netezza data warehouse appliance for high performance analytics. It gives you analytics reports at supersonic speeds. At a fraction of the cost of Oracle Exadata. Get real, actionable business results fast.

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COST comparison based on publicly available information as of 2/10/2011 for an Oracle Exadata X2-2 HP Full Rack and a full rack of Netezza TwinFin. The cost to acquire Netezza can be as low as 1/6 of Exadata if a client is acquiring new Oracle database licenses and as low as 1/2 if using existing Oracle database licenses.

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IBM offers the widest and deepest portfolio of data warehouse solutions

Simplicity *The right mix of simplicity and flexibility* **Flexibility**

For times when ultimate flexibility is required:

IBM offers warehousing and analytics software individually for build-your-own solutions

- Choice of platform
- Choice of operating system
- Dynamic growth
- Complex workloads
- Variety of applications
- Mixed and hybrid usage
- Variety of IT and DBA skills

KARSTADT
Warenhaus · Aktiengesellschaft

About 2,500 users and 200,000 reports per month:
We would not have been able to achieve our ambitious goals
in business intelligence without InfoSphere Warehouse

- Ralf Bruhnke, Controlling and Project Manager for Karstadt

Smart Analytics System
The modular system for business analytics

- Integrated Cognos Business Intelligence

- Integrated InfoSphere Warehouse

- In-database cubing and mining

- Choice of platform and OS

- **Scale 'On Demand'**

- **Modular application interfaces**

- **Built for complex and mixed workloads**

- **Autonomic tuning**

IBM Netezza
The true data warehousing appliance

- Purpose-built analytics engine

- Integrated database, server and storage

- Standard interfaces

- Low total cost of ownership

- **Speed: 10-100x faster than traditional system**

- **Simplicity: Minimal administration and tuning**

- **Scalability: Peta-scale user data capacity**

- **Smart: High-performance advanced analytics**

IBM

And the Smart Analytics System & InfoSphere Warehouse
Support leading organizations across the globe

● Healthcare		● Manufacturing/Industrial Products	
● Retail		● Computer Services	
● Financial Markets		● Telecommunications	
● Travel & Transportation		● Media & Entertainment	
● Government		● Utilities & Energy	

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The IBM Netezza appliance empowers all types of industries:

Digital Media — ACXIOM · AOL · bluekai · CBS Interactive · epsilon · Kelley Blue Book THE TRUSTED RESOURCE kbb.com · MediaMath · nielsen

Financial Services — FICO · HBOSplc · ice · KCB · LOANPERFORMANCE A Subsidiary of First American Real Estate Solutions · M&I · NYSE Euronext

Government — Lawrence Livermore National Laboratory · NEX · NSF · Office of Naval Intelligence · Pacific Northwest NATIONAL LABORATORY · Sandia National Laboratories · US Army Corps of Engineers

Health & Life Sciences — MASSACHUSETTS · INGENIX · Marshfield Clinic · PREMIER · Shire · Wolters Kluwer Health

Retail / Consumer Products — Ahold · Burlington coat factory · CATALINA MARKETING · Guitar Center · Neiman Marcus · PACSUN · ROSS DRESS FOR LESS · SAPPORO · Yum!

Telecom — The Carphone Warehouse · iBasis a KPN affiliate · NTT docomo · orange · Virgin media · WIND · XO Communications

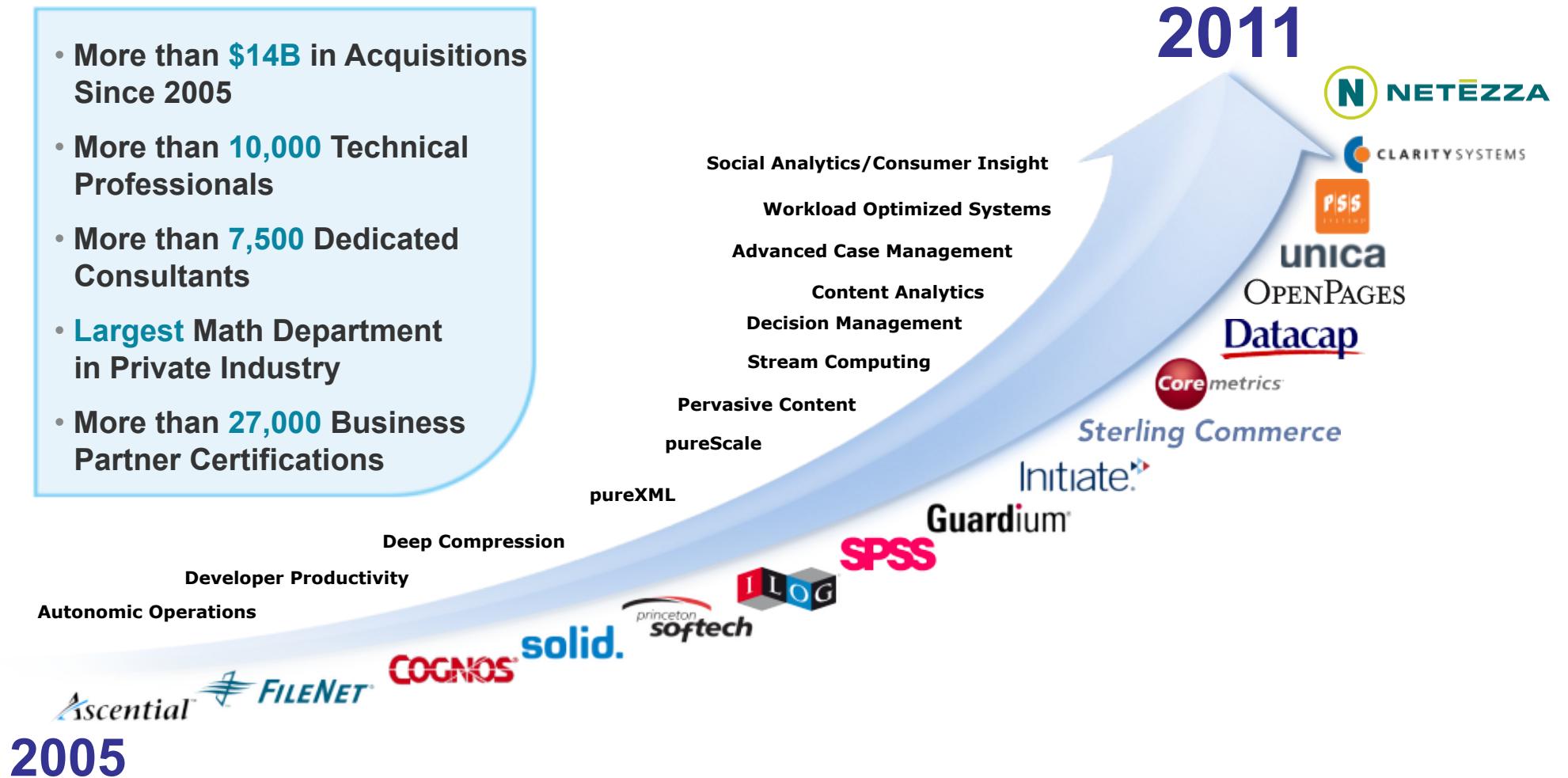**Other** — Con-way FREIGHT · Marriott · MidwestISO Energizing the Heartland · OLYMPUS · Ryder

IBM

In Summary, IBM Continues To Invest: *Your* Partner in Business Analytics and Data Warehousing Solutions

- More than **$14B** in Acquisitions Since 2005
- More than **10,000** Technical Professionals
- More than **7,500** Dedicated Consultants
- **Largest** Math Department in Private Industry
- More than **27,000** Business Partner Certifications

2011

NETEZZA

CLARITY SYSTEMS

PSS

unica

OPENPAGES

Datacap

Social Analytics/Consumer Insight

Workload Optimized Systems

Coremetrics

Advanced Case Management

Content Analytics

Decision Management

Sterling Commerce

Stream Computing

Pervasive Content

pureScale

Initiate

pureXML

Guardium

Deep Compression

SPSS

Developer Productivity

ILOG

Autonomic Operations

princeton softech

solid.

COGNOS

Ascential   FileNet

2005

Thank You

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