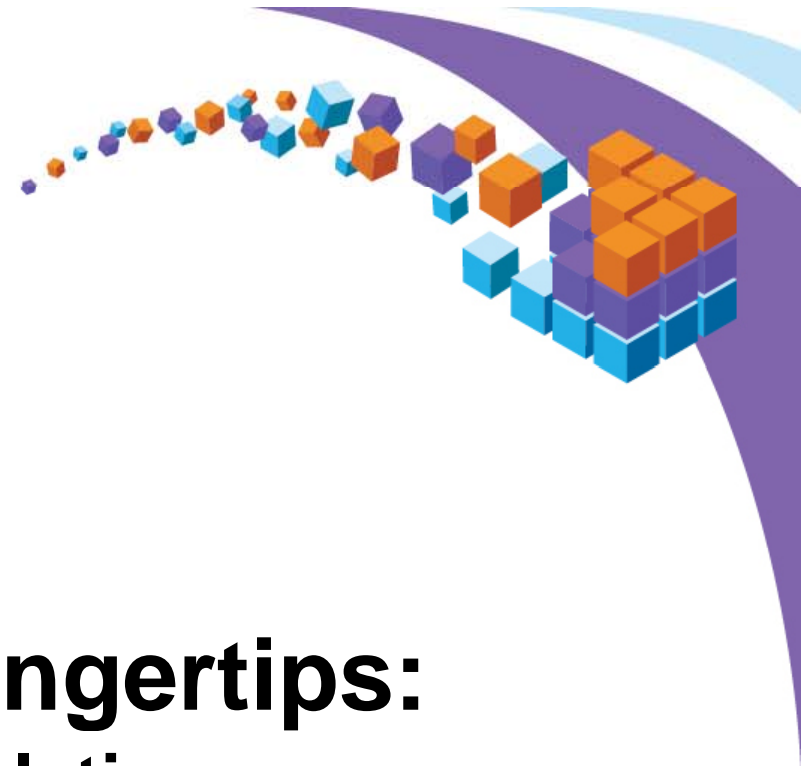# IBM INFORMATION INTEGRATION & GOVERNANCE SYMPOSIUM 2012

Delivering Trusted Information for Smarter Business Decisions

Business answers at your fingertips:
Leveraging IBM Insight Packs for analytics

Vinnie Cardoso – Data Management Specialist

01/May/2012

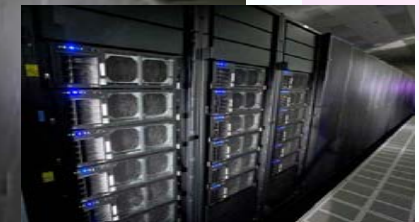# Data Storage Evolution

IBM

1956

1979

1980

2007

August 2011

5 MB

120 *Petabytes*

Organisations are asking tougher questions

- Who are my most/least profitable customers?

- What is the age profile of my customers? What do they buy?

- Where product lines are contributing to income & profit?

- Where & what are my most profitable lines of business?

- How successful are my marketing campaigns?

- When is the best time to reduce/increase price?
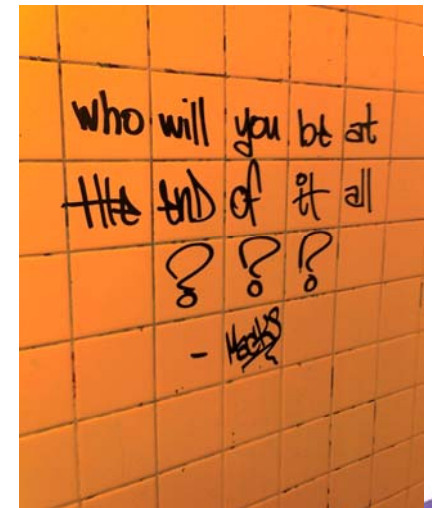
Where do the answers come from?

IBM

- **A single source of truth**
- **Accessible to all types of users**
- **Comprehensive & integrated functionality**
- *Future-proof!*

Data Warehouse

GATHER → ANALYSE → SHARE → ACT

Simplicity, Flexibility, Choice
IBM Data Warehouse & Analytics Solutions

IBM
Netezza

IBM
Smart Analytics System

IBM
InfoSphere Warehouse
Software

Appliances

Integrated Optimized Systems

Custom
Solutions

Warehouse Accelerators

Information Management Portfolio
(Information Server, MDM, Streams, etc)
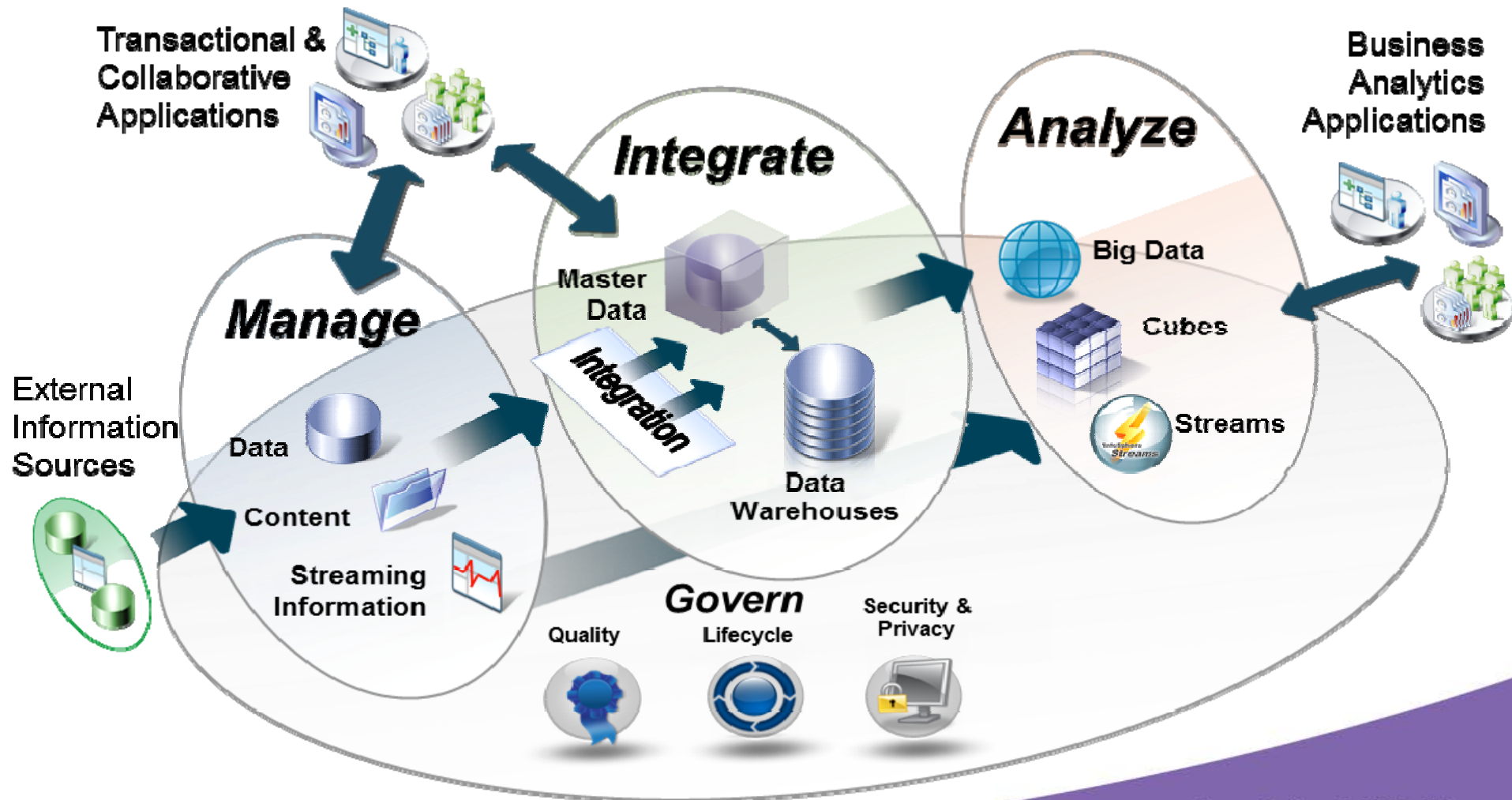
Simplicity *The right mix of simplicity and flexibility* **Flexibility**

twitter: *Follow @ANZ_IM or mention #IIGS*

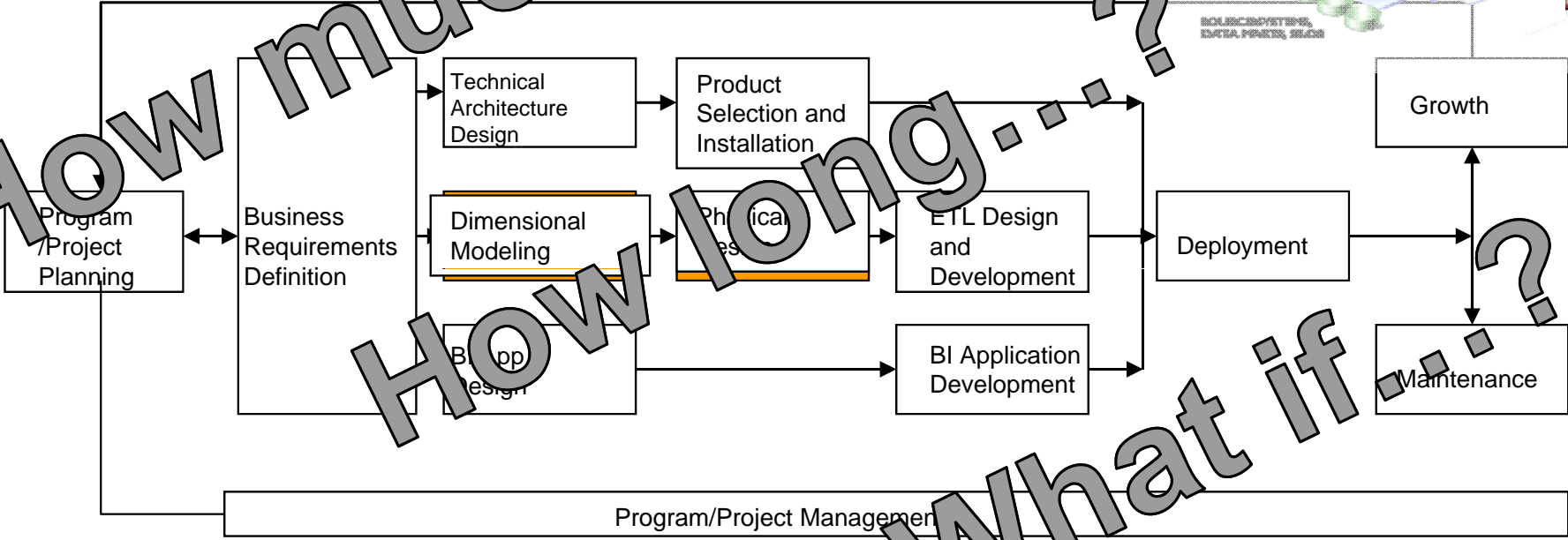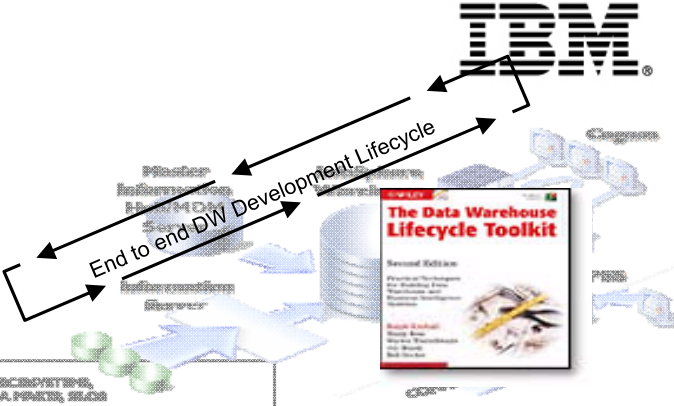# IBM - Tools for a complete Information Supply Chain

But…you don't just drop a new warehouse!

IBM

How much…?

How long…?

What if…?

Program /Project Planning	Business Requirements Definition	Technical Architecture Design	Product Selection and Installation			
		Dimensional Modeling	Physical Design	ETL Design and Development	Deployment	Growth
		BI Application Design		BI Application Development		Maintenance

Program/Project Management

End to end DW Development Lifecycle

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7

What if the warehouse came out-of-the-box ready to address important issues…

IBM

Customer Loyalty

Optimal Pricing

Market Basket Analysis

…and reduce cost, deployment time and risk?
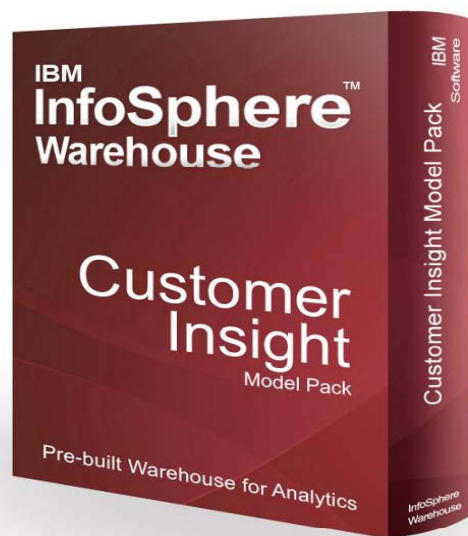
Shipping Efficiency

Customer Churn

Vendor Performance

8

IBM

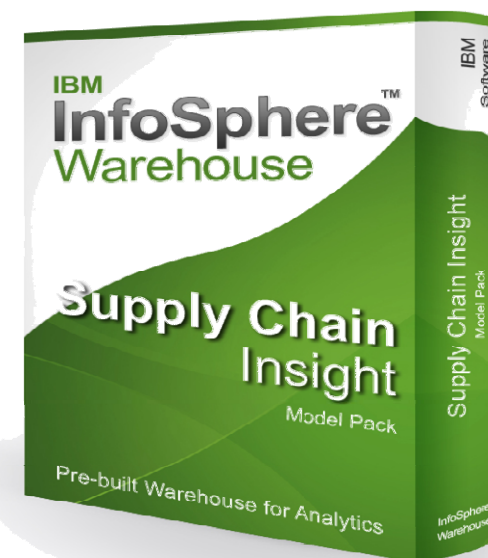# InfoSphere Warehouse Model Packs

Pre-built warehouses for advanced business analytics
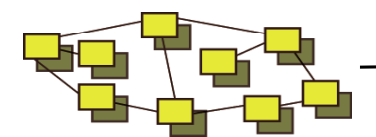

**Customer
Insight**

**Market &
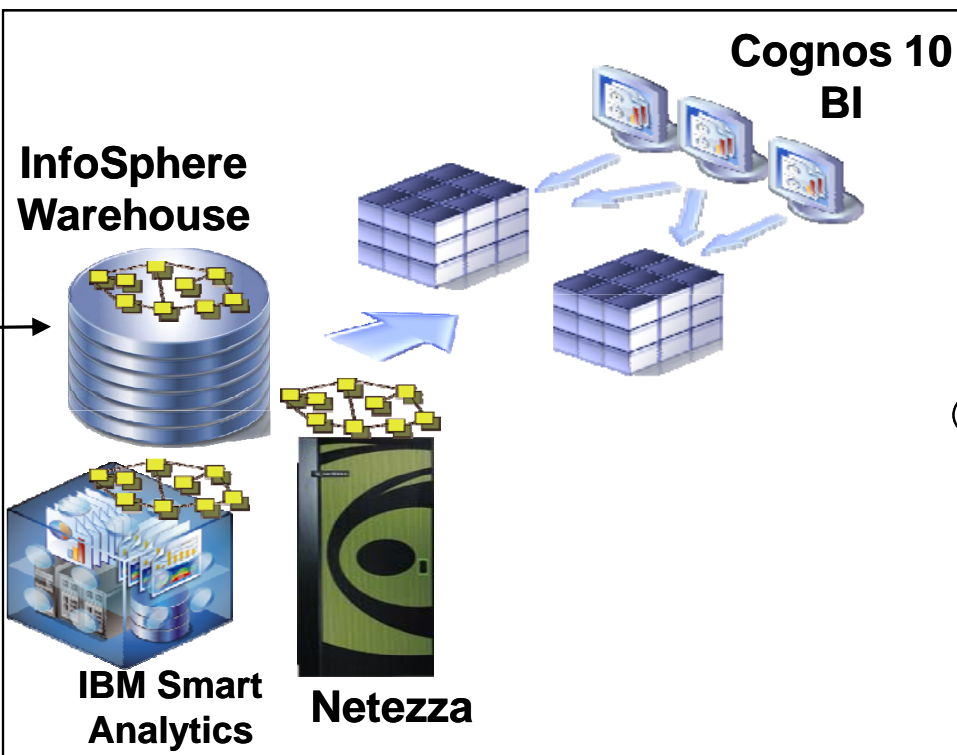Campaign Insight**

**Supply Chain
Insight**
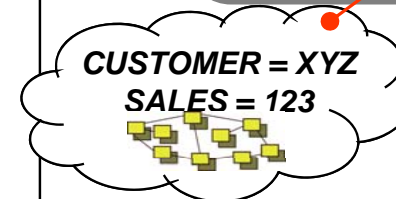
Pre-built solution from data model to reporting

Pre-built Reports

Ready to load

CUSTOMER = XYZ
SALES = 123

**Pre-built Physical
Data Models**

**InfoSphere
Warehouse**

**IBM Smart
Analytics**

Netezza

**Cognos 10
BI**

CUSTOMER = XYZ
SALES = 123

Pre-built Data Models

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What is in the box?

Documentation
- Business Issue and scope
- Method Guidelines

Physical Models
- DW Design Model
- OLAP Cube Model

Sample Runtime Artifacts

Staging Area → Data Warehouse → Data Marts   OLAP Cubes

Sample ETL

Cognos Reports

Data Mining

Business Glossary
- ISW Pack Business Glossary
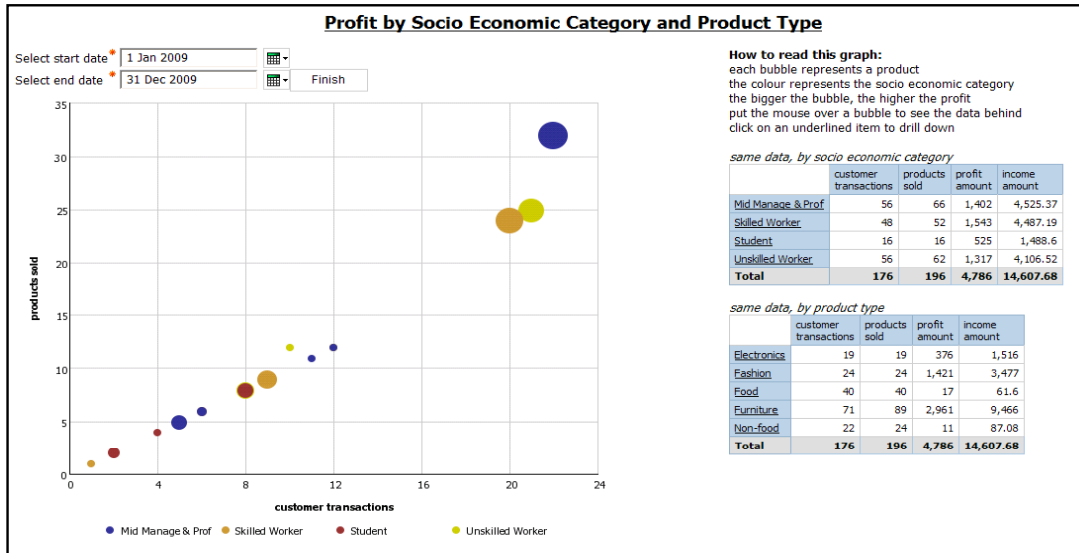 - Analytical Requirements
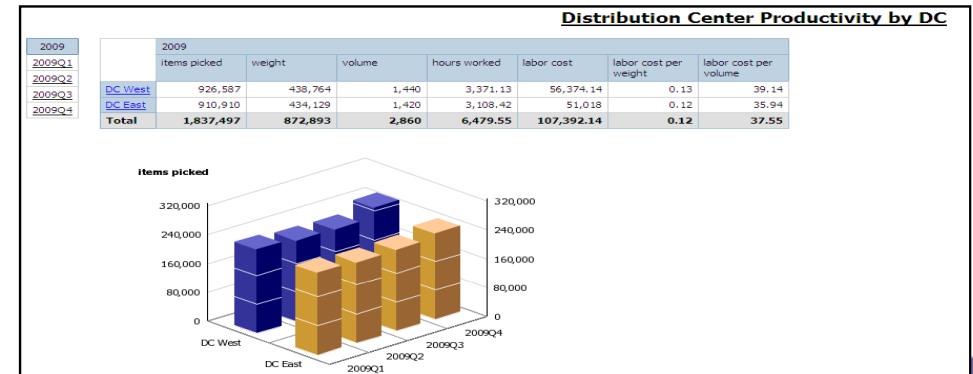 - Business Terms
  - Dimensions
  - Measures

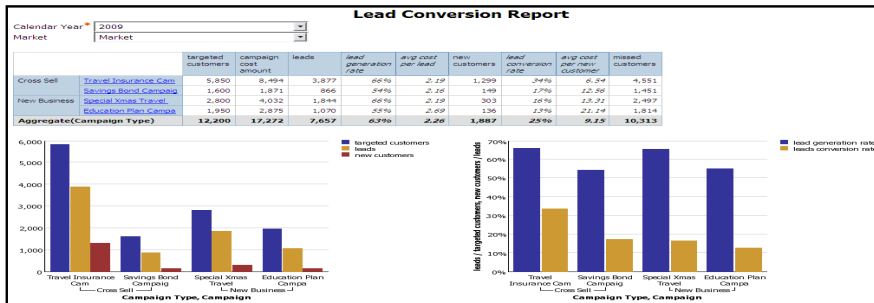# Insight Packs – predefined Cognos Reports + ad hoc

Customer Insight – 30+ predefined reports
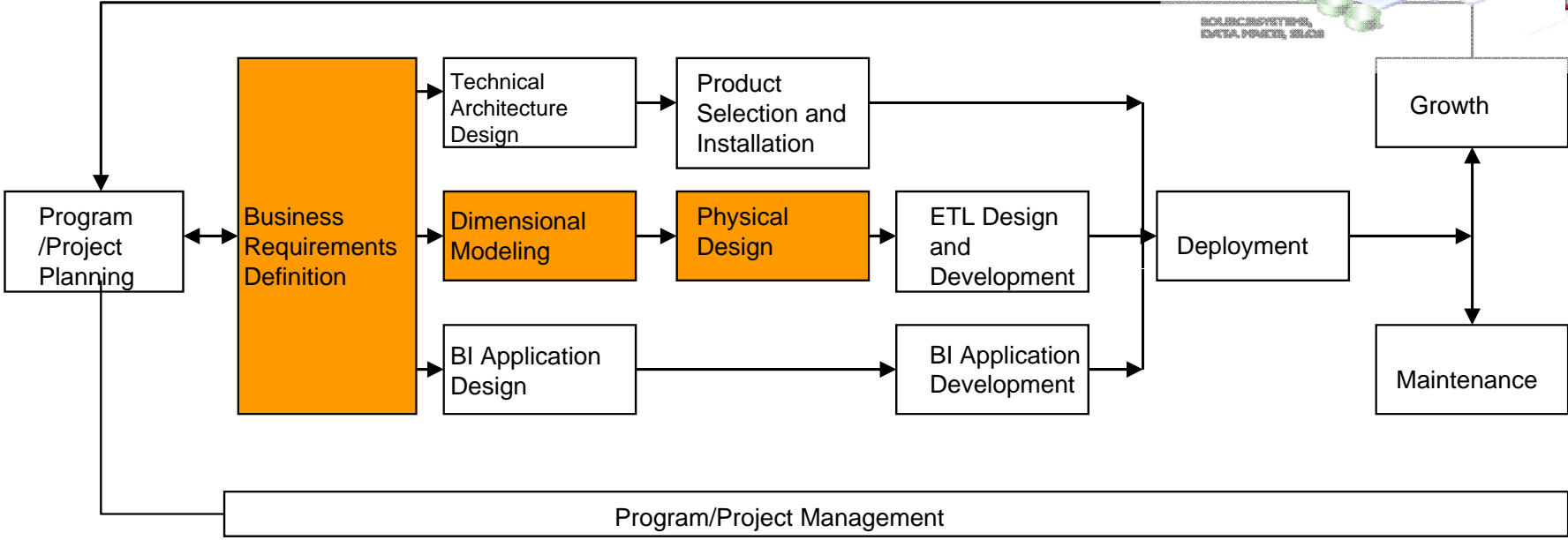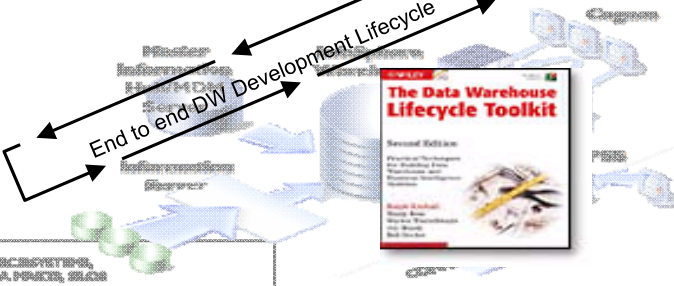

Supply Chain – 20+ predefined reports

Market & Campaign – 15+ predefined reports

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Reduce project time, deployment cost and risk

IBM

End to end DW Development Lifecycle

The Data Warehouse Lifecycle Toolkit
Second Edition

Program /Project Planning	Business Requirements Definition	Technical Architecture Design → Product Selection and Installation		Growth
		Dimensional Modeling → Physical Design → ETL Design and Development	Deployment	
		BI Application Design → BI Application Development		Maintenance

Program/Project Management

Legend

- 🟧 Activities addressed in detail by Packs-specific Method
- ⬜ Other required activities not documented by Packs-specific method

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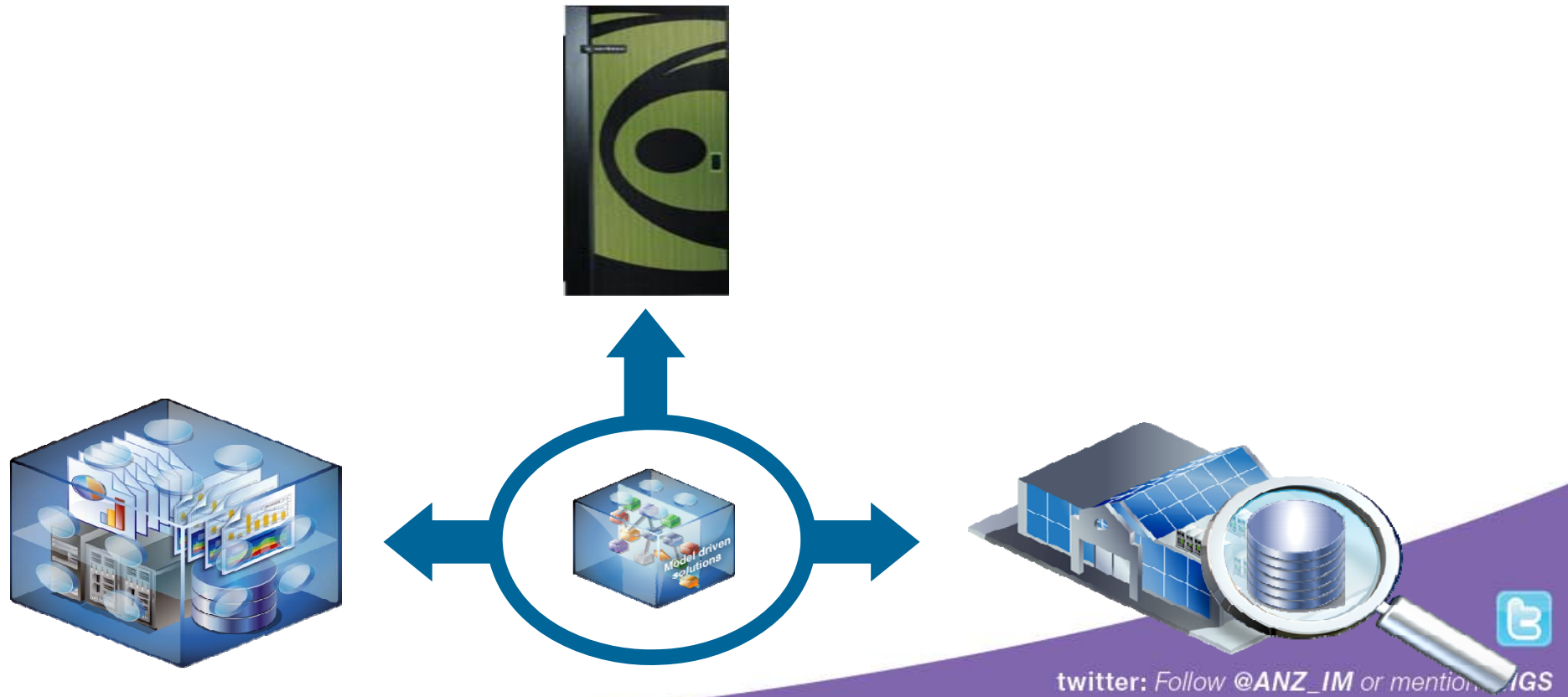
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IBM Warehouse Insight Packs

Enhancing your current capabilities

Warehouse packs "enhance" the value of your warehouse and analytic system

IBM Warehouse Insight Packs - summary

Accelerator add-ons for your Data Warehousing & Analytic needs for

- Customer Insights
- Marketing and Campaign Insights
- Supply Chain Insights

Helping you to obtain "Insights" while...

...reducing cost, deployment time and risk!

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