

# Smarter Analytics Live

Turning information and insight into actionable business outcomes



**Become part of  
the dialogue.**

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*“..... the problem, to be quite honest with you, is that you've never actually known what the question is.”*

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# Disruptive forces impact long standing business models



Pressure to do more  
at less expense



Shift of power to the  
consumer



Proliferation of data

**Veracity**



**Volume**

**Velocity**

**Variety**

# More Data, Less Confidence



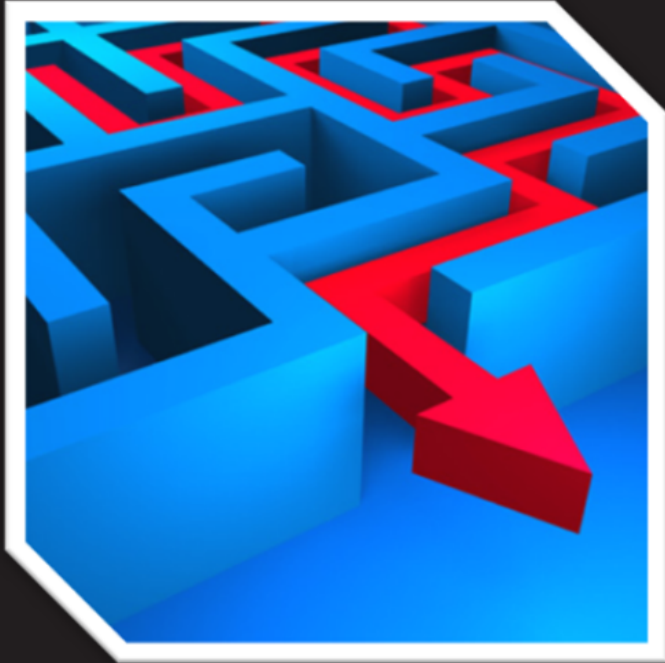
**1 in 3** Make decisions on untrusted information

**1 in 2** Don't have necessary information

**60%** Have more data than they can use

**40%** Time spent on each data project to understand information

# The Golden Opportunity



The value achieved by organisations with well governed information

**3x**

Organisations are improving at 3 times the rate of competitors.

**4 out of 5**

rated decision making as 7 or higher on a scale of 1 to 10.

**77%**

show high or very high levels of trust



## Insightful

Derive meaning from information



## In Context

Relevant information when and where it's needed



## Complete

Related information reconciled into a single and holistic view



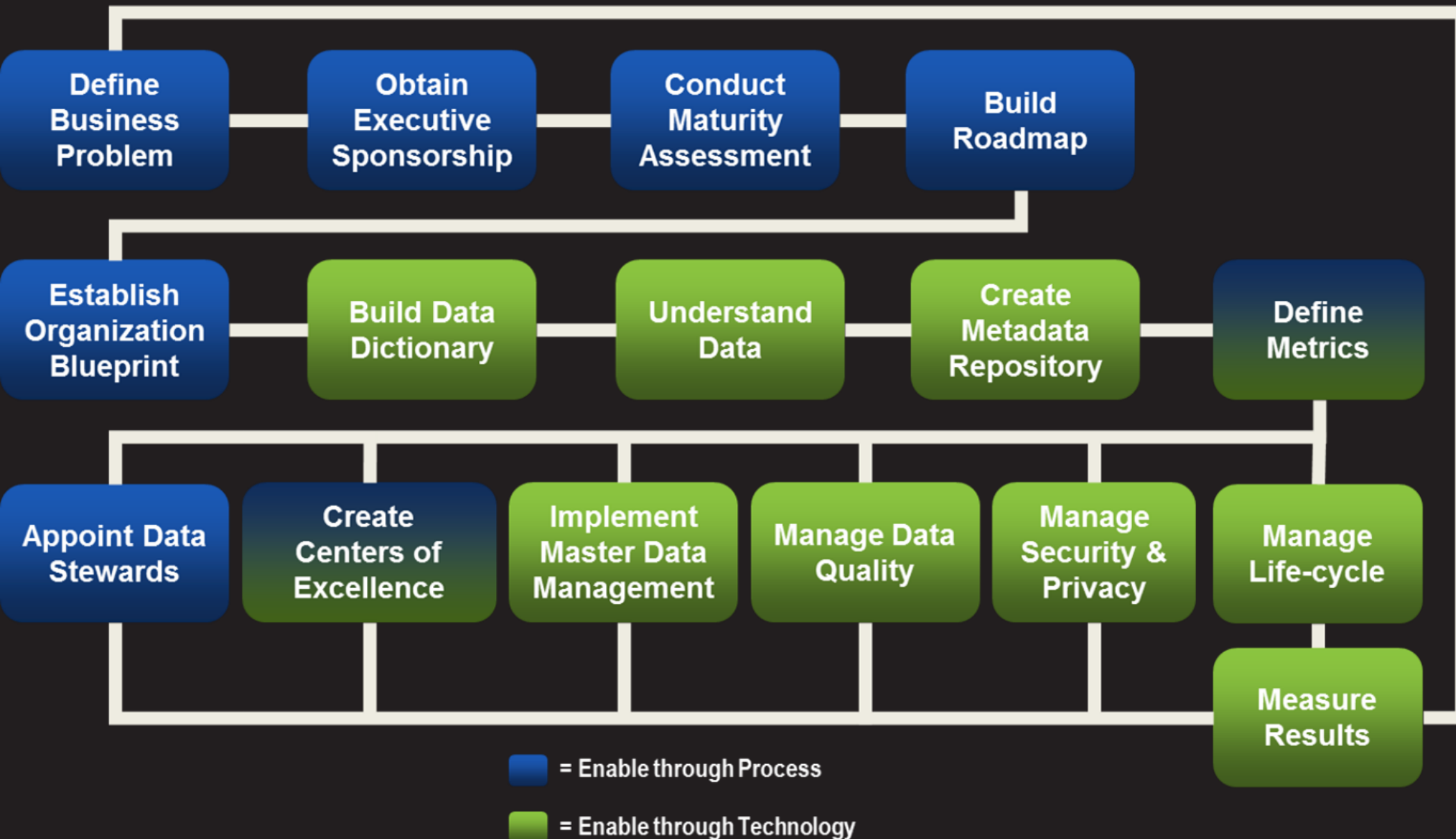
## Accurate

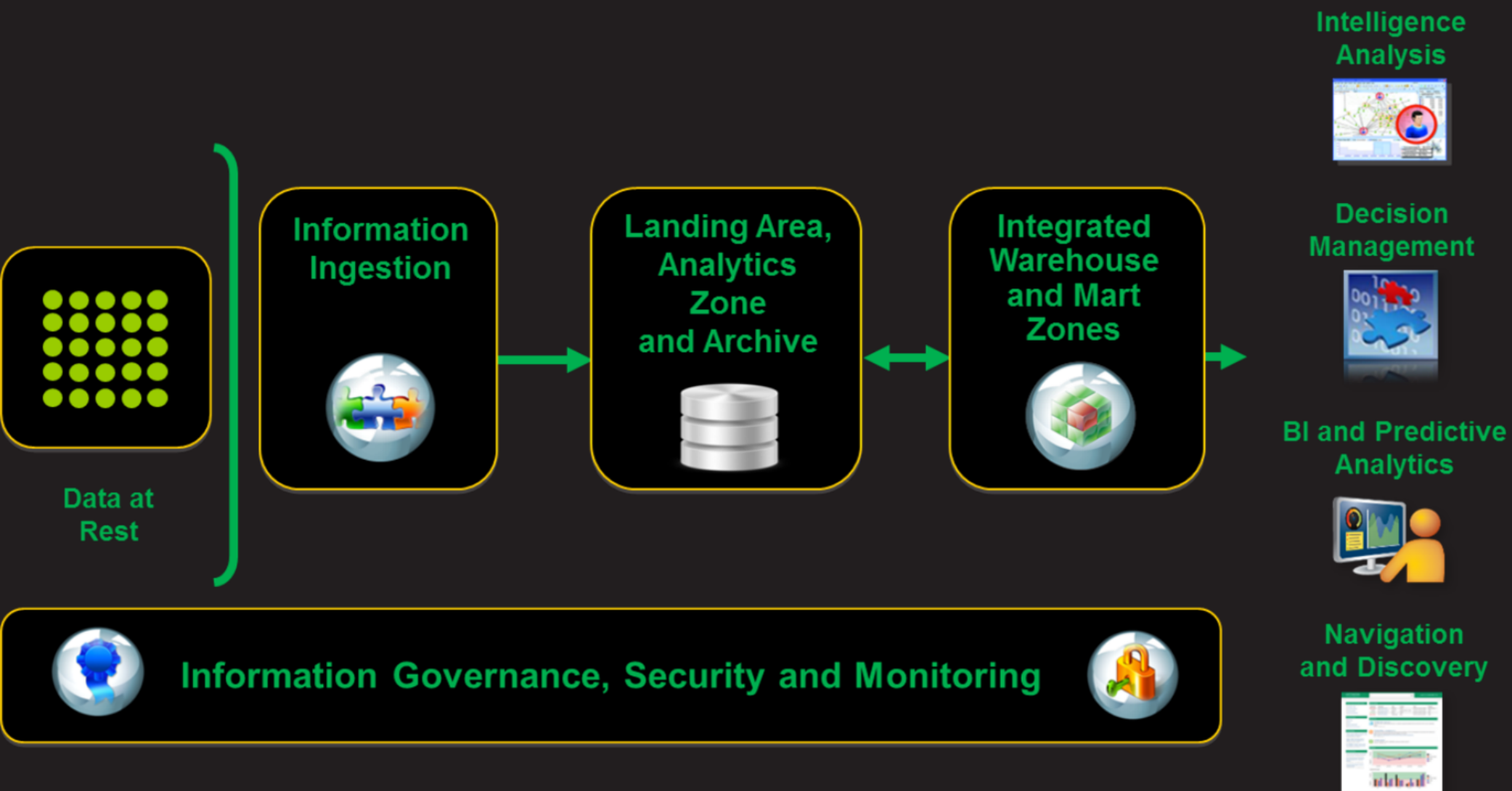
Complex and disparate data transformed, cleansed and delivered. Data Quality managed, monitored and improved

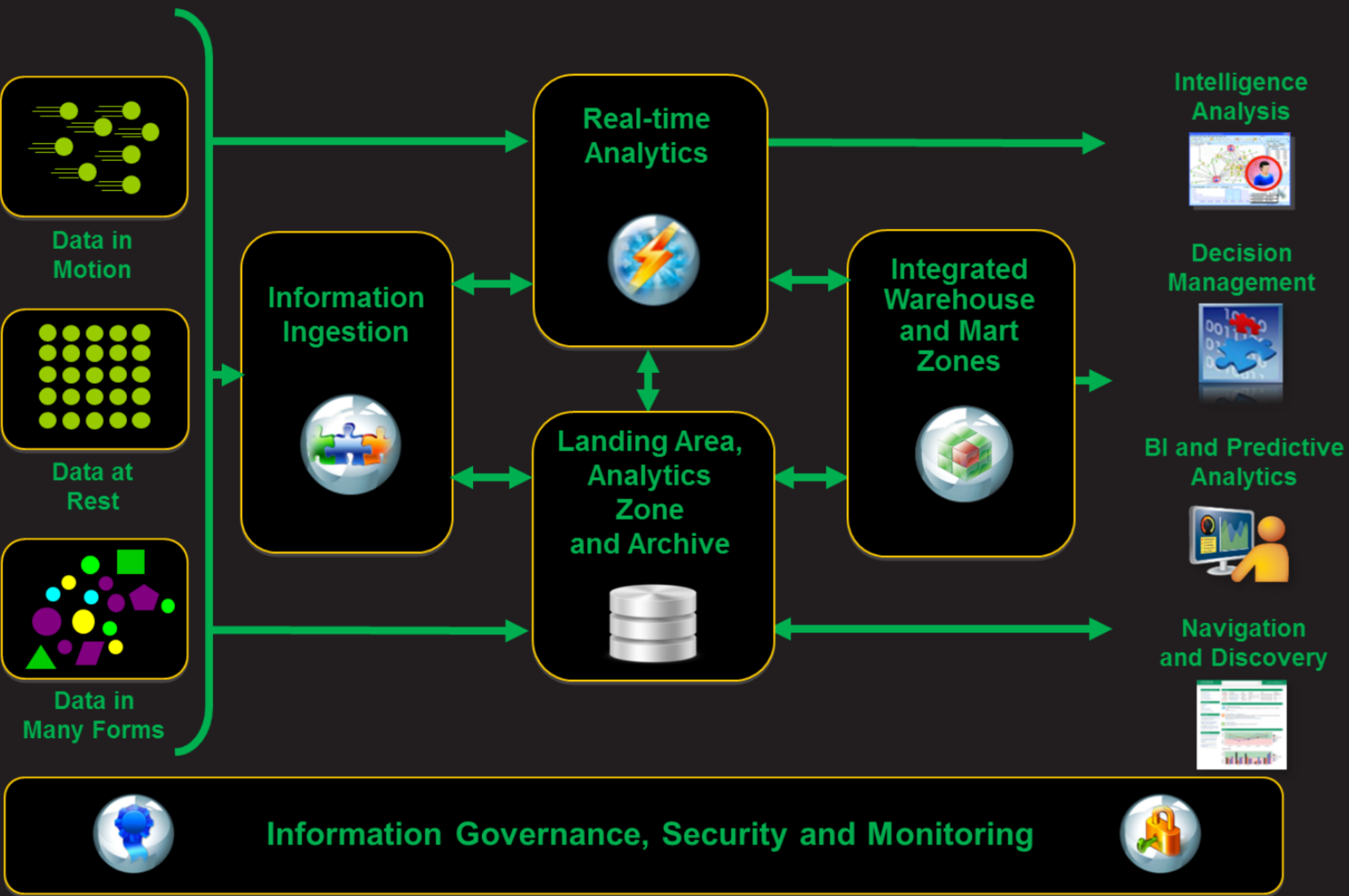


# Improving Confidence

## IBM Information Governance Unified Process







**Information Governance, Security and Monitoring**

# InfoSphere Information Integration and Governance Platform



IBM Information Governance Unified Process

Scale to Handle the Big Data Explosion

Understand Data Despite Complexity

Provide Agility for Faster Deployments



**Phil  
Finance  
Manager**

Term Details [more](#)

Customer: + Customer Identifier

### Customer Identifier

The unique identifier of the Customer, identical to that of the equivalent Involved Party as defined in the standardized database table.

More Information

Related IT Resources

Toggle List / Paragraph Display

- sub\_customer1 - QMS2001 - VTAS - QDA\_POC
- sub\_customer1\_deleted - QMS2001 - VTAS - QDA\_POC
- customer\_id - QMS2001 - VTAS - QDA\_POC - sub\_customer1
- Database\_VTAS/QDA\_POC/sub\_customer1
- Database\_VTAS/QDA\_POC/sub\_customer1\_deleted

BI Report: CustomerRotemReport

Report Finder - Impact Analysis

### Impact Analysis for: CustomerRotemReport

Database Table: LU\_CUST\_CITY

BI Report Collection: Customer City

BI Reports: Customer Rotem Report

```

    graph LR
      A[LU_CUST_CITY] --> B[BI Report Collection: Customer City]
      B --> C[BI Reports: Customer Rotem Report]
  
```

Account Numbers for High Value Customers

Hi Page:

We want to get a handle on all of our high value customers. I think we'll be doing it by sending you each customer's Account Number and Balance for District 10.

Hi Kim:

Monitoring Manager

Get news, entertainment and everything you can about it Live.com. [Check it out!](#)

Hi Holly: -> Forward

**Find definition of a term in a report**

**Drill in to detail on term including data steward and linked assets**

**View business lineage to find out where data came from**

Carrier ID Validation

View Results

Include Tests

Job Log

Type	Timestamp	Validity	Validity			Trend	Contact	Sample
			Severity	# Pass	# Fail			
Run	01/01/09	✖ 10.6%	792	208		✖	Mim Foster	
Run	12/01/08	✔	904	96		✔	Mim Foster	
Run	11/01/08	✔	926	74		✔	Mim Foster	
Run	10/01/08	✔	500	0		✔	Mim Foster	✓
Run	09/01/08	✔	500	0		✔	Mim Foster	✓

**Review data quality metrics & results**



**Becky  
Business  
Analyst**

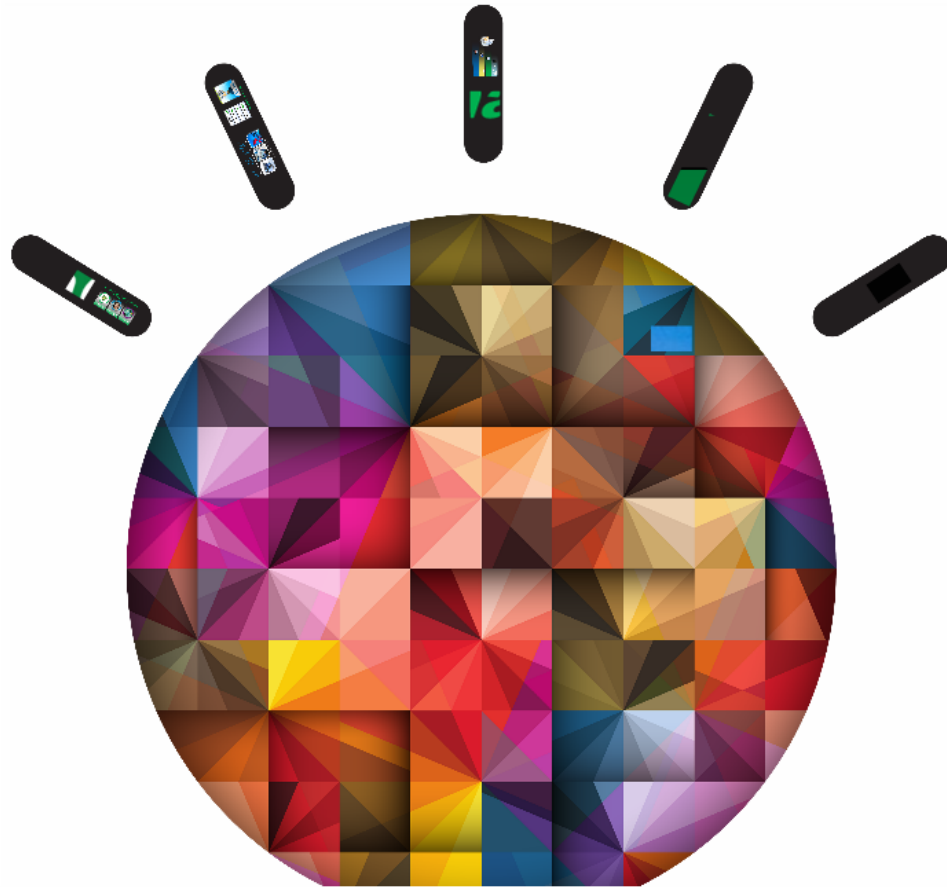


- More data less confidence
- Huge opportunity
- Follow a process
- Leverage InfoSphere platform
- Start somewhere, start now

*Harness your data to act with*  
**Confidence**







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