



Smarter Analytics Live 2013

Turning information and insight into actionable business outcomes.

Delivering Trusted Information for Business Analytics

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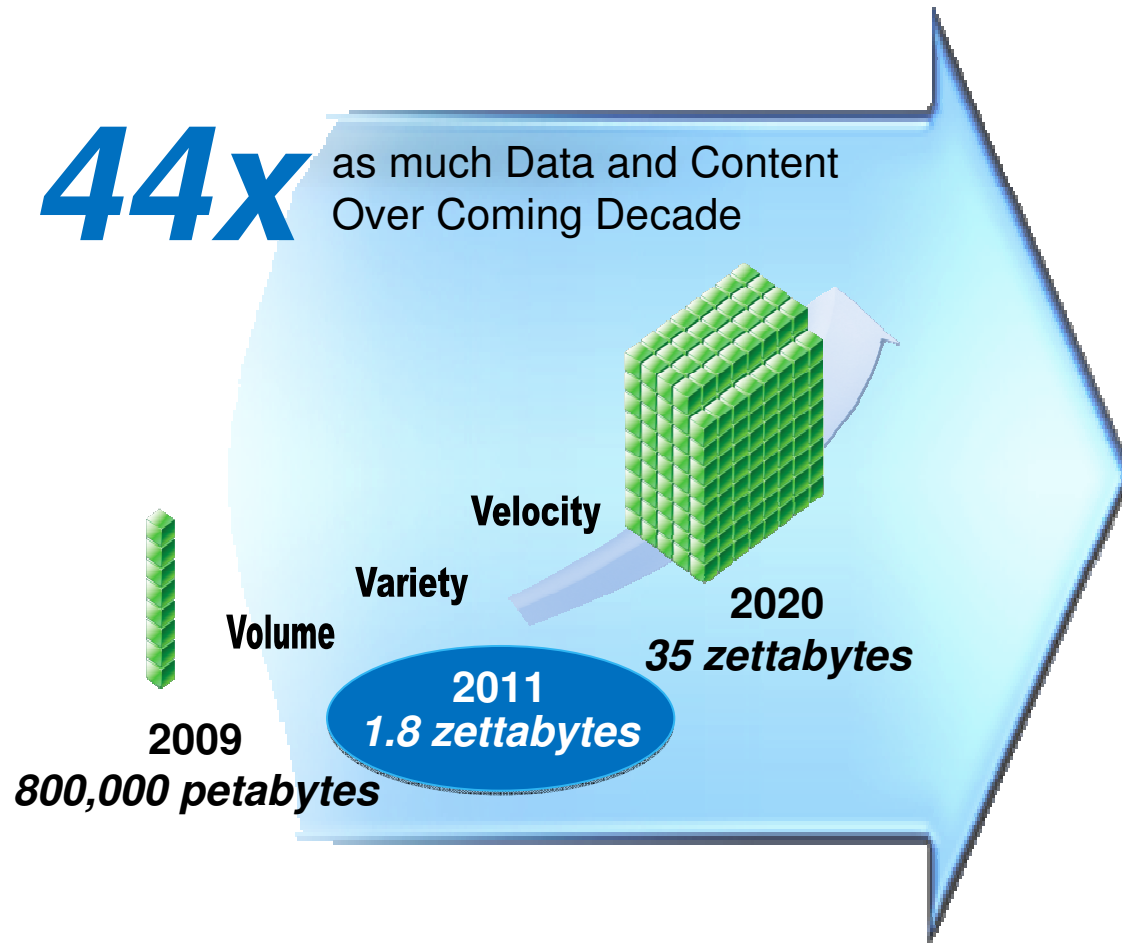


What we'll discuss

- Business Challenges facing performance management
- Addressing the challenge: Information Governance
 - 4 Questions of Information Governance
- Information Supply Chain: People, Process and Practice
- IBM Information Governance Solutions



Data is Growing ... So is the Need to Take Control



Organizations need a unified source for understanding the meaning, relationships, and sources of data.



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Complexity – A Challenge and an Opportunity



Expected level of complexity and preparedness to handle

Expect high/very high level of complexity over 5 years



Feel prepared for expected complexity

30%
Complexity gap*

* Complexity gap = difference between expected complexity and the **extent** to which CEOs feel prepared to manage complexity

Source: Q10 How much complexity will your organization have to master over the next 5 years? n=1,512; respondents who selected "More/significantly more complexity"; Q12 How prepared do you feel for the expected complexity ahead? n=1,508; respondents who selected "Fully prepared"



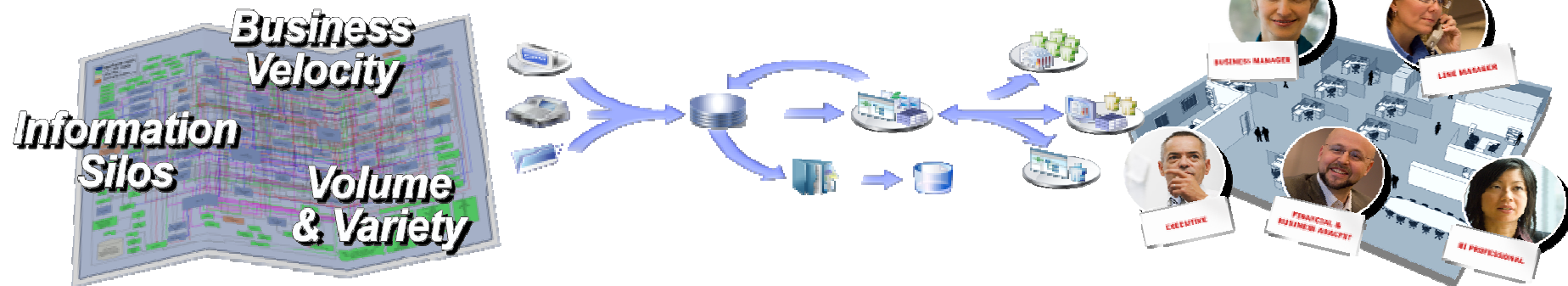
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Information Complexity and the Role of Information Governance



Deliver **trusted information from fragmented, disparate** systems at **volume and velocity** required.

Address the **diverse needs** of business users with **relevant information when and where** they need it.

Sources of Information

Users of Information

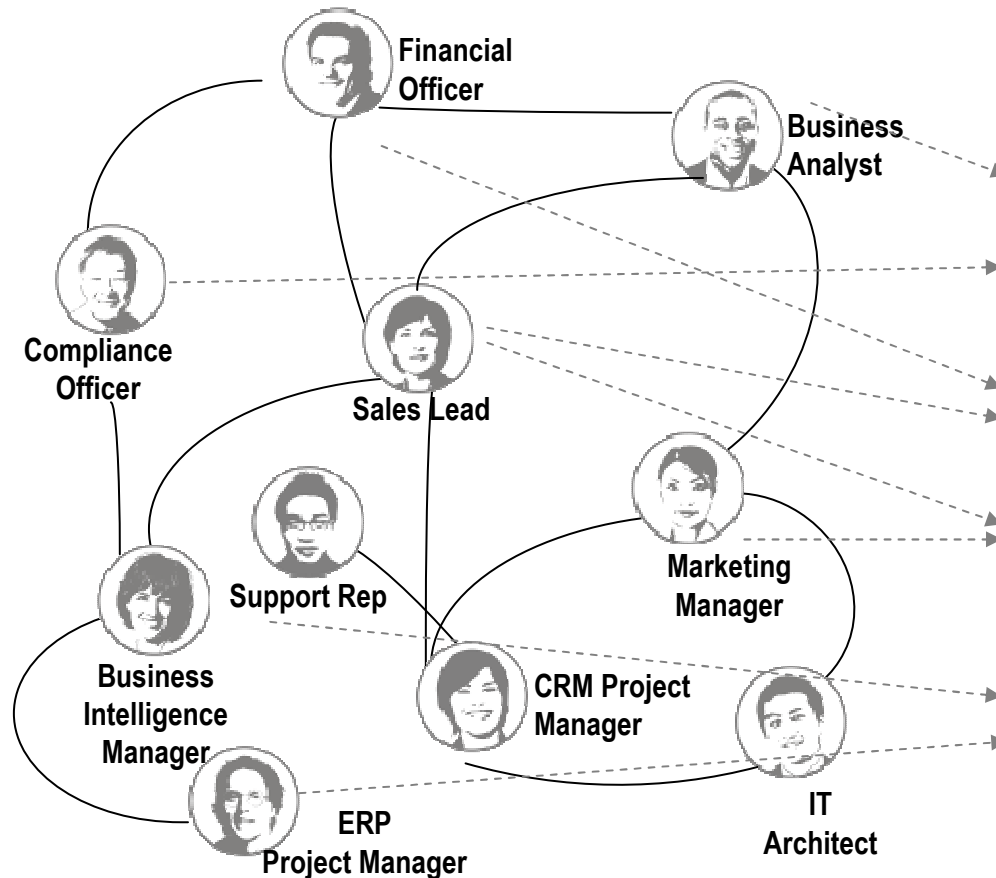
Goal: How can we **empower the business user** to make critical decisions with **trust and confidence** in information

The 4 Questions of Information Governance

- What does this information mean?
- Who is responsible for maintaining this information?
- Where does this information come from?
- Can I trust this information?



What Does this Information Mean?

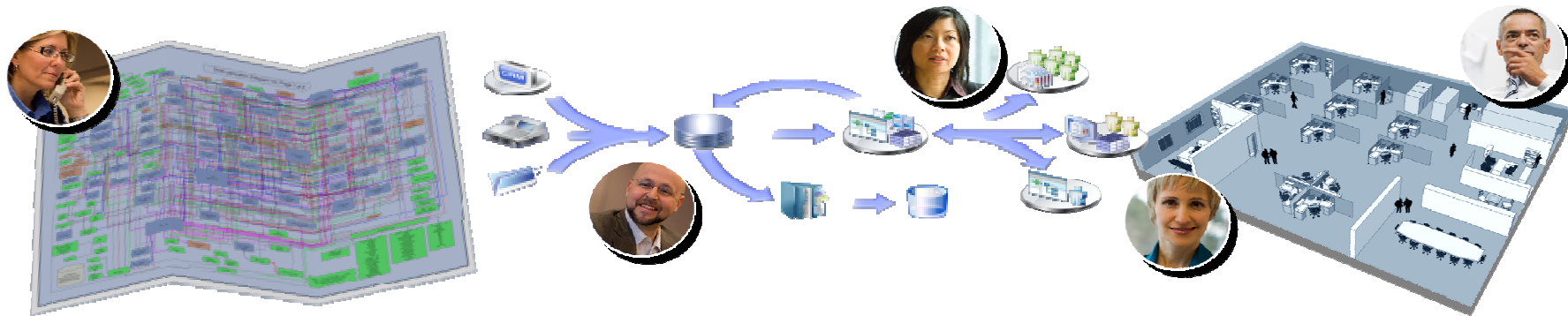


“Active Subscriber”

- Mobile user who has used “any” service in the mobile network
- User who paid for the service at least 1 time in the past 90 days.
- Mobile user who has a phone plan, but not SMS
- Only post-paid customers, not pre-paid customers
- User who makes at least 1 call over the period of 90 days



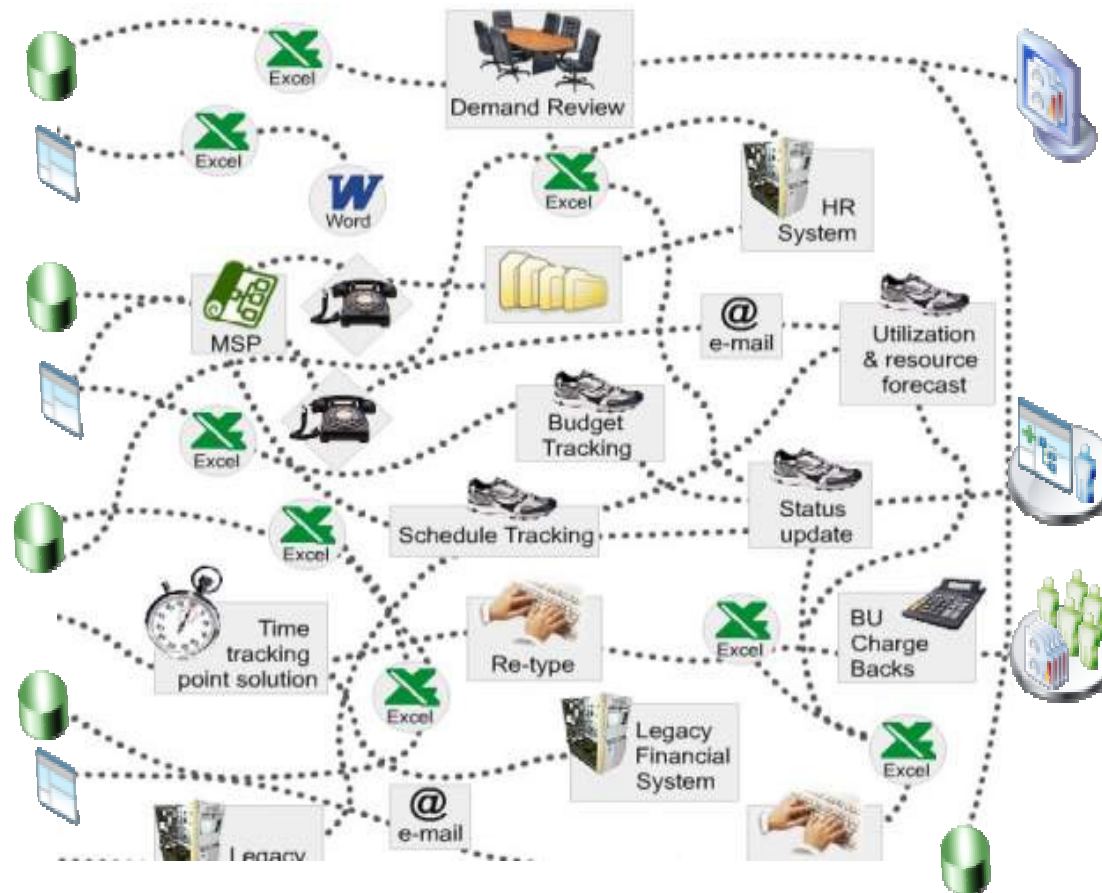
Who is Responsible for this Information?



- Line of Business
- Business Intelligence Report Delivery
- Data Warehouse Management
- Database Administration
- Corporate Compliance
- Legal and Regulatory Compliance
- Information Change Management
- Information Sources
- Information Suppliers
- Information Requirements Workflow

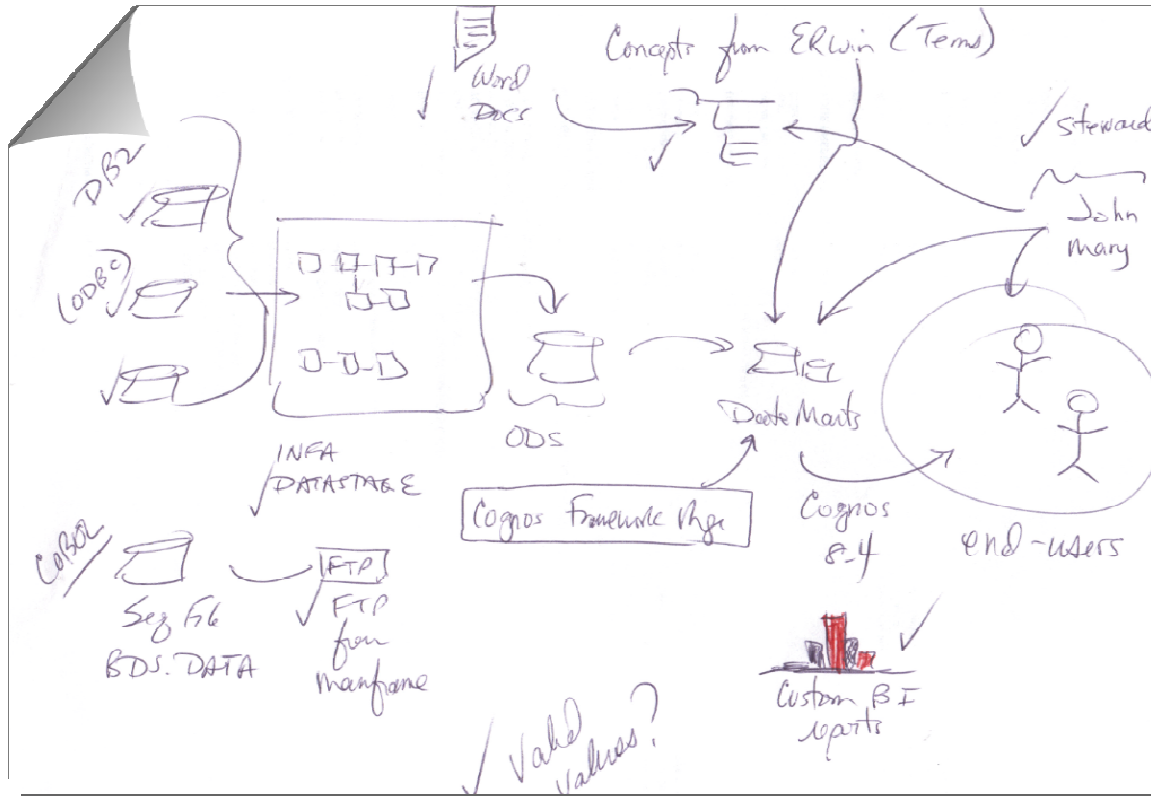


Where Does this Information Come From?



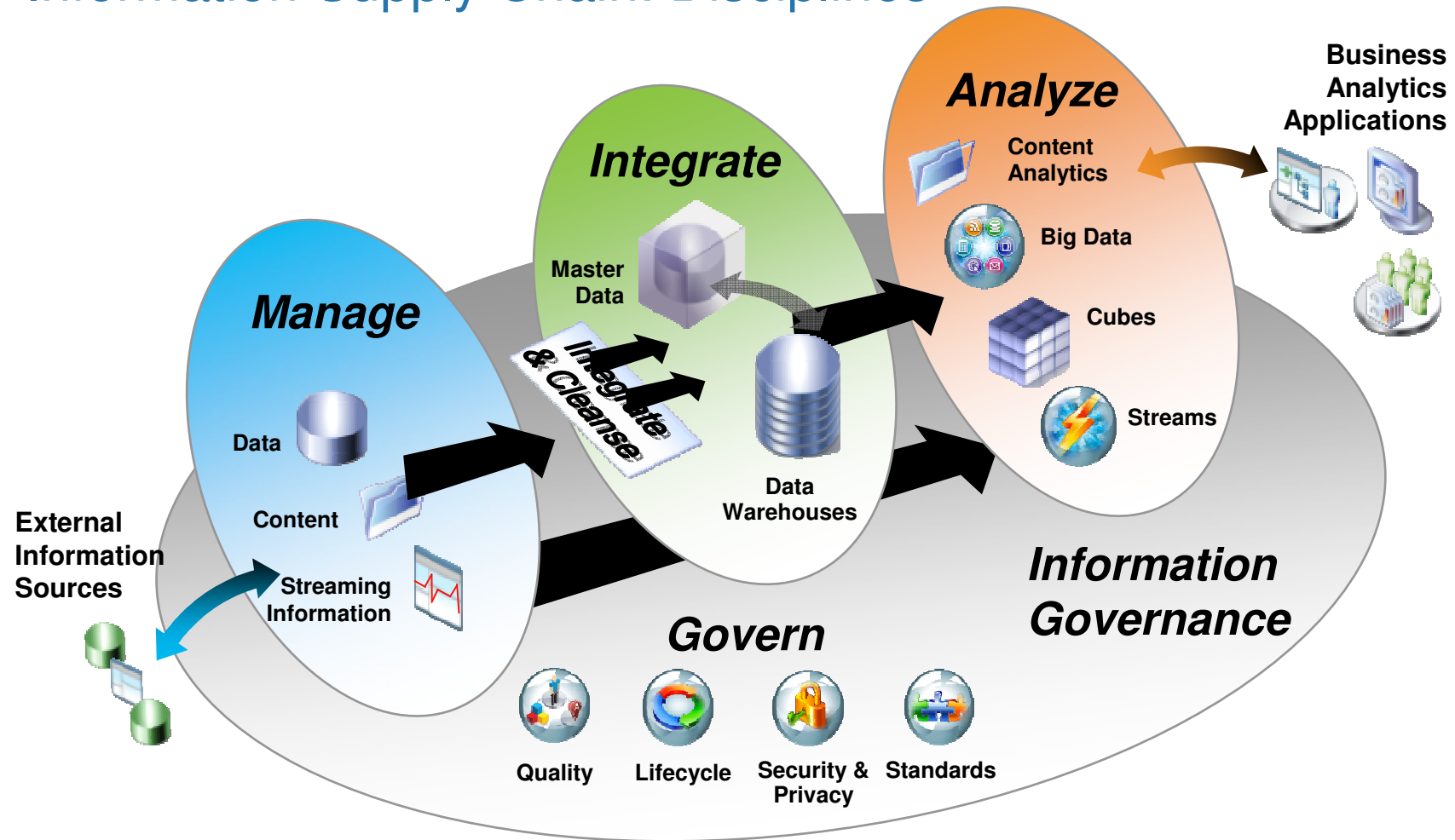
- Varied Data Sources
 - Relational Databases
 - Flat Files
 - Spreadsheets
 - Messages
 - Documents
- Data movement types
 - ETL
 - COBOL
 - SQL
 - Stored Procedures
- Changes in flows
 - Updated Mappings
 - Scalable Processes

Can I Trust this Information?

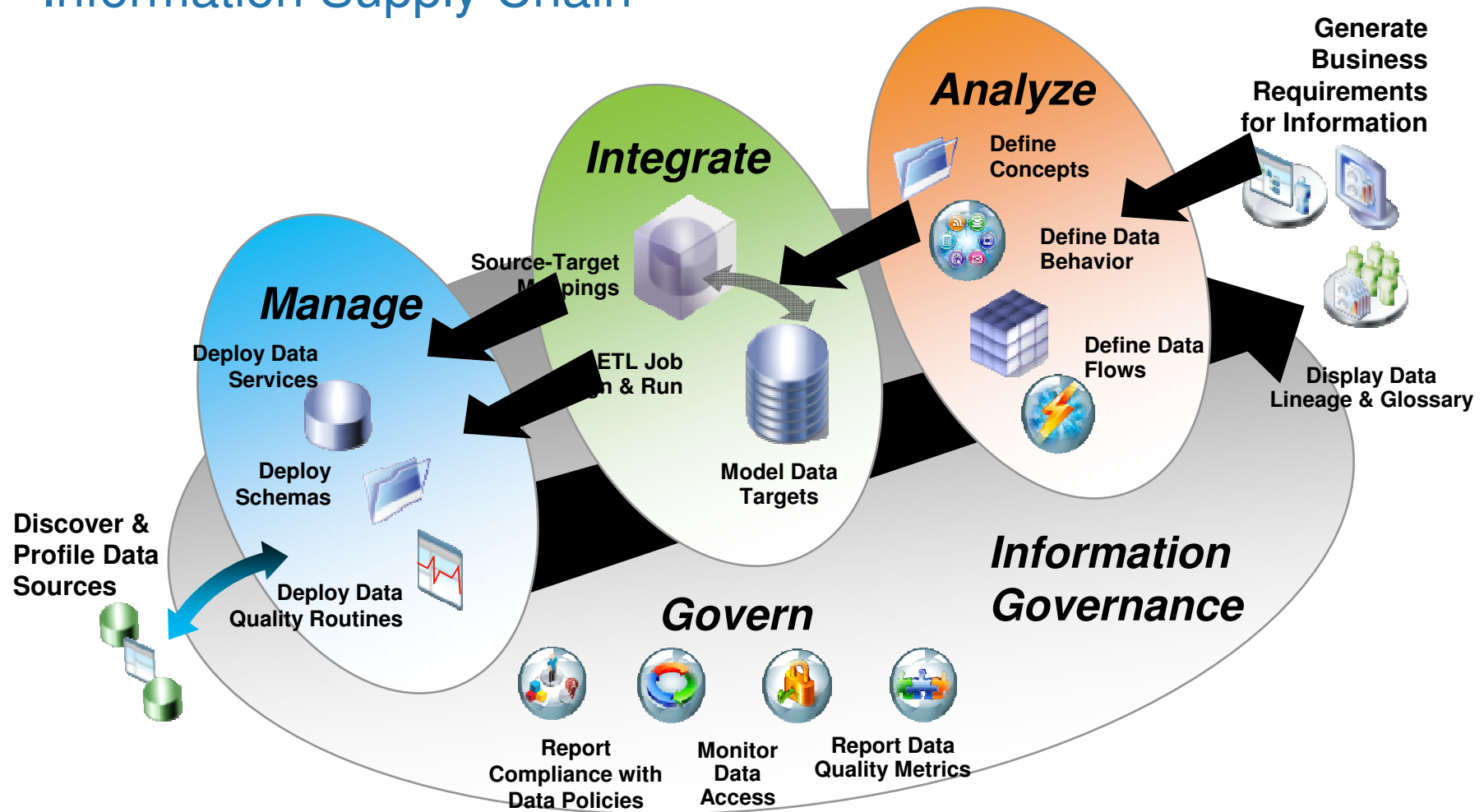


- Data Lineage
- Information Governance Rules
 - Data Quality
 - Data Archiving
 - Data Privacy
 - Data Transformations
 - Master Data
 - Data Cleansing
 - Reference Data
- Common Understanding
- Business-Driven Development
- 360° Enterprise Data Visibility

Information Supply Chain: Disciplines



Information Supply Chain



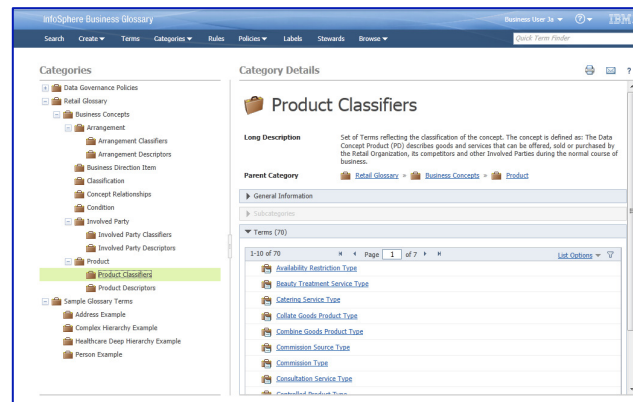


IBM Information Governance Solutions – Business Glossary

Create & Manage a Business Vocabulary



Simple search



Hierarchical view and navigation

Features

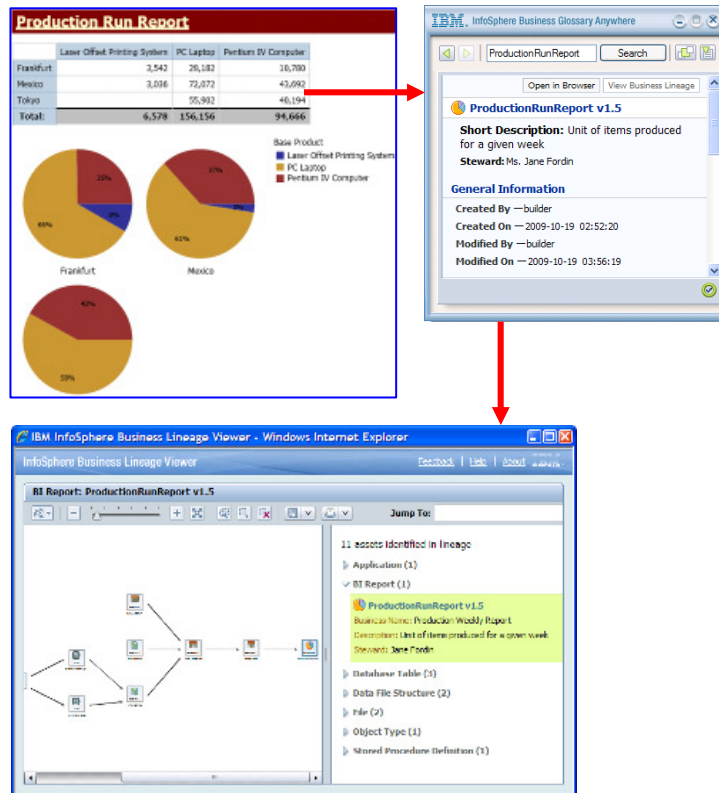
- Facilitates business & IT communications via a **common business vocabulary**
- Specify information **governance** policies and rules for implementation across the enterprise
- Enables the creation of **stewards & assignment of responsibilities** for information domains
- Link **business terms to information assets**
- Link **information governance rules to information assets and operational rules**

Benefits

- Aligns the efforts of **IT** with the goals of the **business**
- Provides **business context and governance** to information technology assets
- Establishes **responsibility and accountability** throughout the information development lifecycle

IBM Information Governance Solutions – Business Lineage

Where does the Information Come From? Where does it go to?



Features

- Instant end-to-end business-friendly view:
 - All **upstream data sources** – where the data is coming from
 - All **downstream data sources** – where the data is going to
 - Business names** of data sources
 - Data stewards** and associated **business terms**
 - Leverages the **Metadata Workbench** data analysis
 - Accessible from **Anywhere**

Benefits

- Builds **trust** in data
- Promotes effective **data governance**
- Instant **dependency analysis** to reduce risks of change
- The **right information**, in the **right place**, at the **right time**



For Additional Information

- Presenter
 - Gavin Fernandes, gavin.fernandes@au1.ibm.com
- Connect Information Governance Community thought leaders
 - <http://www.infogovcommunity.com/>
- InfoSphere Business Information Exchange
 - <http://www-01.ibm.com/software/data/infosphere/business-information-exchange/>
- Deliver Trusted Information for Big Data and Warehousing
 - <http://www-01.ibm.com/software/data/infosphere/solutions/data-warehousing.html>



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