

# IBM On-Premise Digital Analytics Roadmap and Strategy

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## Agenda

- Strategic Direction
- Digital Analytics Accelerator
- Impact to NetInsight Customers
- Roadmap

## DIRECTION

- Two web analytics solution under IBM EMM portfolio in Coremetrics and NetInsight
- Increasing trend of customers with lesser data requirements migrating to SaaS solutions (Coremetrics) and adoption of Netezza
- Re-invest in on-premise web analytics market leveraging NetInsight platform and PureData Systems for Analytics database (Netezza) focused on scalability and performance
- GOALS
  - Reduce development overhead
  - Increase import and report generation performance to handle high volumes
  - Robustify architecture for high scalability

## ■ CUSTOMER PAIN POINTS TODAY WITH NETINSIGHT

- Data is updated once a day to avoid competing with application server and database resources
- Update cycles need to be scripted by customer so updates are either serial or unknowingly contending for resources causing undesirable time delays
- Update cycles run over so users are trying to run ad-hoc reports and competing for resources
- As a result, can't leverage the pre-generated reports so rely on ad-hoc—but it is a vicious circle

## ■ STRATEGY

- PureData (Netezza) central to next generation on-premise web analytics strategy
- Re-architecture of NetInsight backend
- Release end-to-end on-premise web analytics solution that will be easier to deploy, manage and troubleshoot with high scalability and performance

# IBM Digital Analytics Accelerator: highly scalable solution for organizations that prefer to deploy web analytics on premises

- Use a one-stop-shop offering, incl.:
  - Digital analytics software
  - Clustered application servers infrastructure
  - High performance database appliance
- Single, integrated solution offering combining components from EMM, PureData and XSeries



Spend less time & resources on data management issues, more time for analytics and marketing

# IBM PureData System for Analytics:

*Optimized exclusively for analytic data workloads*

## PureData System for Analytics

*Delivering data services  
for analytics*



### Speed

- 10-100x faster than traditional custom systems\*
- Patented MPP hardware acceleration (Massively Parallel Processing)

### Simplicity

- Data load ready in hours
- No database indexes
- No tuning
- No storage administration

### Scalability

- Peta-scale data capacity

### Smart

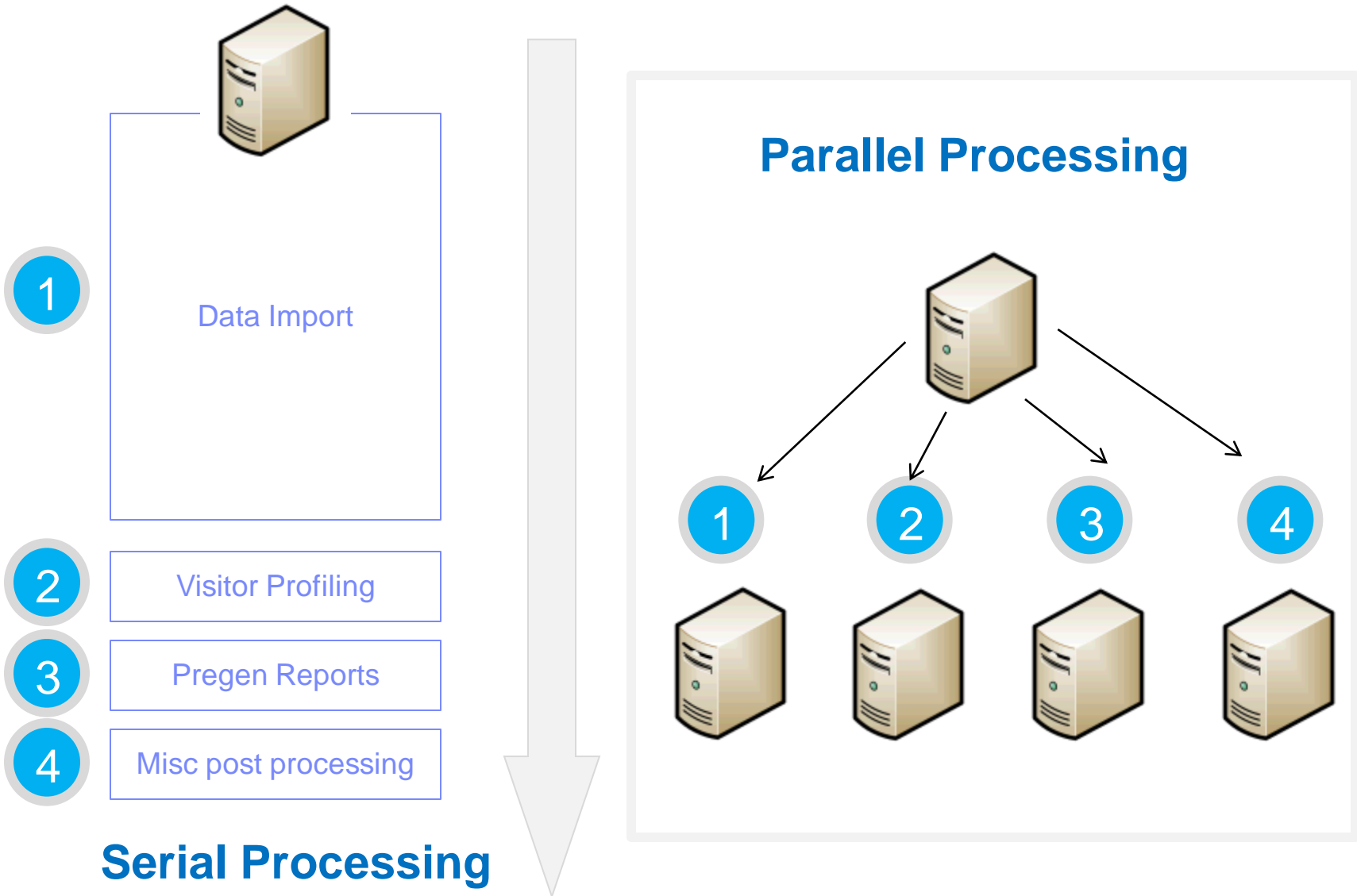
- Designed to runs complex analytics in minutes, not hours
- Richest set of in-database analytics

\* Based on IBM customers' reported results. "Traditional custom systems" refers to systems that are not professionally pre-built, pre-tested and optimized. Individual results may vary.

## Digital Analytics for On Premises (DAOP)

- “New” web analytics software (successor to Netinsight)
- DAOP leverages NetInsight reporting engine and UI with new backend architecture for high scalability and to robustify import and report generation performance
- Supplemental software: DB2 and LSF
- Open source software package (RedHat and Apache)
- Operational Dashboard

# NetInsight Rearchitecture Overview





## IBM Xseries Business Servers

*Configured and optimized for DAOP and PureData Systems for Analytics*

- IBM x3550M4
- Intel XEON E5-2680 processors (16 total cores)
- 600GB 10K SAS Drives (4 Disk RAID 1) *2 Disk for adjunct nodes*
- 64GB RAM
- 10GB Ethernet Ports



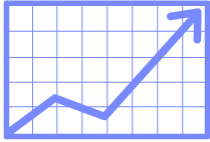
## Software stack overview

- **NetInsight → Digital Analytics for On Premises 1.0**
  - New product line “successor” to NetInsight (leverages UI and reporting engine to support new architecture for parallel processing)
- **Platform Computing LSF (stands for Load Sharing Facility)**
  - Process scheduler installed on the master controller that will farm out jobs to adjunct servers
  - Will enable real-time reporting in future releases
  - Will enable native email scheduling in future releases
- **DB2 Workgroup (Metadata)**
  - Utilized to consolidate all configuration files in NetInsight
  - Will enable easier profile management in future releases
- **Operational Dashboard**
  - Developed by EMM to help customers monitor system health and troubleshooting
- **Open Source**
  - Apache
  - RHEL6.2 OS



# Digital Analytics Accelerator solution components

## 1. Software



### Digital Analytics for On Premises



Configuration  
meta-data store

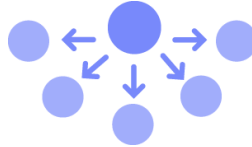


LSF  
Platform Computing

- Operational Dashboard
- Apache \*
- Redhat O/S 6.2 \*

\*open source

## 2. Hardware



### System X Server Cluster with master/adjunct nodes configuration

X3550 M4 servers

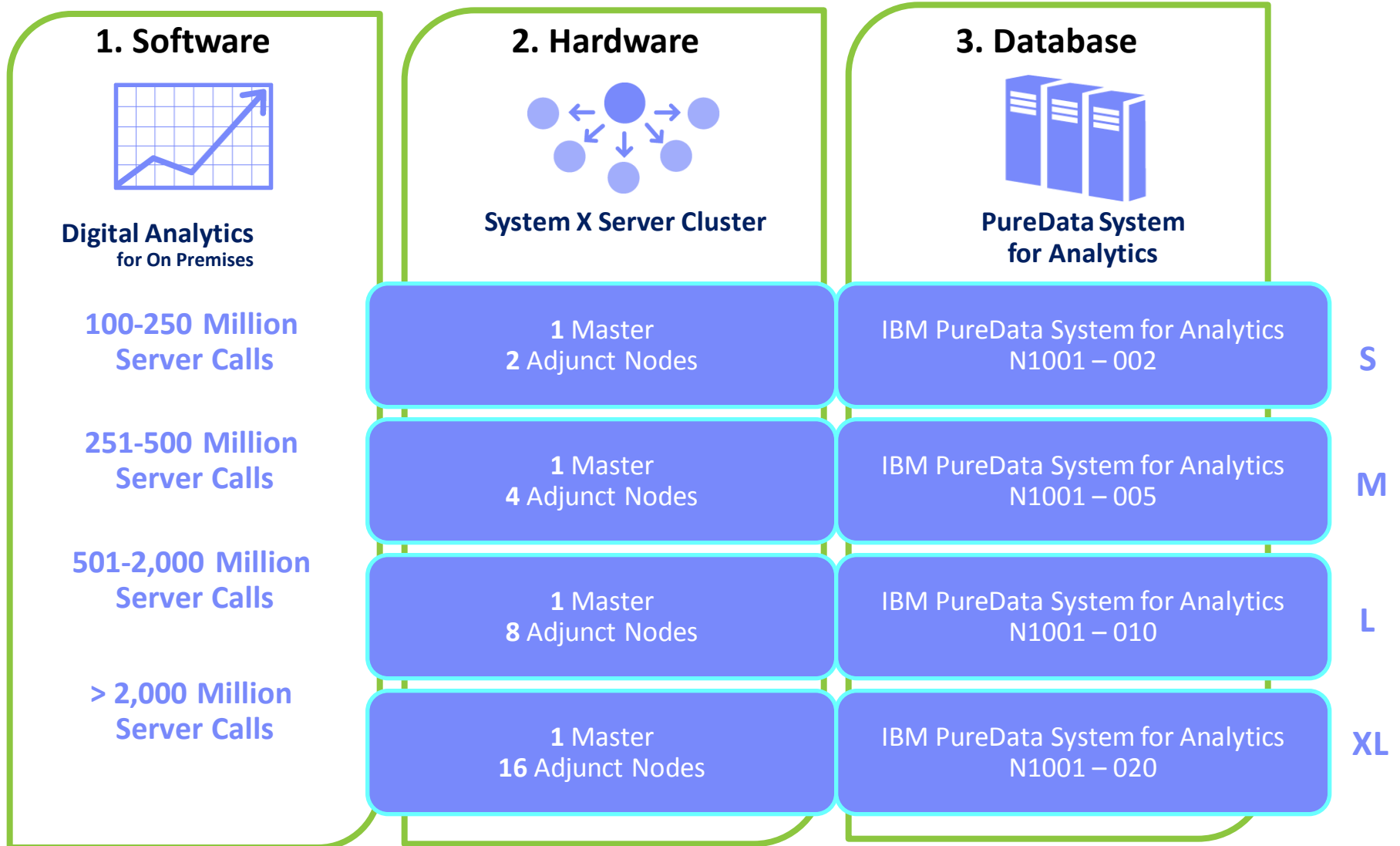
## 3. Database



### PureData System for Analytics

Customer provides page tag data collection servers  
and external SAN for log file storage

# Configure the solution to scale with your web traffic volumes



## How is Customer Support provided?

- Single Point of Entry Model
- Staffed by EMM
  - Trained (high level) in PureData and Systems X
- Triaged at entry with PureData and Systems X issues routed to appropriate Support resources

## End of market for Unica NetInsight On Premises

- End of market
  - Given the trend to using SaaS based web analytics in the lower-end of the market, the NetInsight product will be declared “end-of-market”
  - All NetInsight versions with support for Windows, Oracle, SQL Server etc. will not be sold post EOM
  
- Existing NetInsight customers
  - will continue to receive support – IBM 5+3 support model
  - Continued phone support, Severity 1 fixes via patch and maintenance releases
  - No major releases (e.g. x.0, x.x, x.x.x)
  
- Existing NetInsight and Netezza customers
  - Migration path available
  - Customer’s responsibility to procure required application servers
  - Can contract with EMM Lab Services to perform the migration

# Digital Analytics Accelerator Roadmaps

