

# Agenda

Zeit	Thema	Inhalt	Sprecher
10:00 - 10:15	<b>Eintreffen / Kaffee</b>		
10:15 - 10:25	<b>Begrüssung</b>	<ul style="list-style-type: none"> <li>• IBM Kurzübersicht</li> <li>• Zusammenarbeit Swisscom und IBM SWG</li> </ul>	Andreas Herger, Leiter Grosskundengeschäft SWG Michael Rieder, Software Account Manager
10:25 - 11:15	<b>IBM Software Portfolio</b>	<p>Übersicht der fünf Software-Brands:</p> <ul style="list-style-type: none"> <li>• Software &amp; System Development</li> <li>• Integration &amp; Application Infrastructure</li> <li>• Data &amp; Content</li> <li>• IT Service Management</li> <li>• Collaboration &amp; Access</li> </ul>	Daniel Ehrle, Software IT Architect
11:15 - 12:00	<b>Neue Technologien</b>	<p>Neue Technologien und Trends in der Telekommunikation:</p> <ul style="list-style-type: none"> <li>• Web 2.0 Technologie</li> <li>• Mash-Up's</li> </ul>	Daniel Ehrle, Software IT Architect Benjamin Schlup, Business Solution Consultant
12:00 - 12:30	<b>Mittagessen</b>	Gemeinsamer Stehlunch im Eventbereich	
12:30 - 12:55	<b>InfoSphere</b>	<p>Nutzung vorhandener Kundeninformationen zur Generierung von Neugeschäft:</p> <ul style="list-style-type: none"> <li>• IBM Information Server</li> <li>• Cognos, die jüngste IBM SW Akquisition im Bereich Business Intelligence</li> </ul>	<b>Reto Cavegn, Technical IT Specialist</b> reto.cavegn@ch.ibm.com / 079 201 56 50
12:55 - 13:20	<b>Security</b>	<p>End-to-End Security Lösungen von IBM:</p> <ul style="list-style-type: none"> <li>• Governance and Compliancy</li> <li>• Identity Management</li> <li>• Intrusion Detection and Prevention</li> <li>• Application Security</li> </ul>	Dieter Bartl, Software Sales Specialist
13:20 - 13:45	<b>Business Integration &amp; Process Management</b>	<p>Middleware Technologien:</p> <ul style="list-style-type: none"> <li>• Process Management und ESB Lösungen</li> <li>• IBM ESB und Security Solution "in a Box"</li> </ul>	Bernd Geiger, Senior Software Sales Specialist
13:45 - 14:00	<b>Closing</b>	<ul style="list-style-type: none"> <li>• Fragerunde</li> </ul>	Michael Rieder, Software Account Manager

<b>Software and System Development</b> <b>Rational software</b>	<b>Integration and Application Infrastructure</b> <b>WebSphere software</b>	<b>Integrating Data and Content</b> <b>Information Management software</b>	<b>Collaboration and Access</b> <b>Lotus software</b>	<b>IT Service Management</b> <b>Tivoli software</b>			
<p><b>Architecture Management</b></p> <ul style="list-style-type: none"> <li>Rational Software Architect</li> <li>Rational Application Developer</li> <li>Rational Business Developer Extension</li> <li>Rational Systems Developer</li> <li>Rational Data Architect</li> <li>Rational Rose Family</li> <li>Rational Software Modeler</li> <li>Rational Asset Manager</li> <li>Telelogic System Architect</li> <li>Telelogic Rhapsody</li> </ul> <p><b>Quality Management</b></p> <ul style="list-style-type: none"> <li>Rational ClearQuest</li> <li>Rational Tester for SOA Quality</li> <li>Rational Functional Tester</li> <li>Rational Performance Tester</li> <li>Rational Manual Tester</li> <li>Rational PurifyPlus</li> <li>Rational Test RealTime</li> <li>Rational AppScan Family</li> <li>Rational Policy Tester Family</li> <li>Telelogic Logiscope</li> <li>Telelogic Tester</li> </ul> <p><b>Process and Portfolio Mgmt.</b></p> <ul style="list-style-type: none"> <li>Rational Portfolio Manager</li> <li>Rational Method Composer (includes Rational Unified Process)</li> <li>Rational Team Unifying Platform</li> <li>Telelogic Focal Point</li> <li>Telelogic Harmony</li> </ul> <p><b>Change and Release Mgmt.</b></p> <ul style="list-style-type: none"> <li>Rational RequisitePro</li> <li>Rational ClearCase</li> <li>Rational ClearCase Multisite</li> <li>Rational ClearCase Change Mgmt Solution Enterprise Edition</li> <li>Rational ClearQuest</li> <li>Rational ClearQuest Multisite</li> <li>Rational Build Forge</li> <li>IBM SCLM Advanced Editor for z/OS</li> </ul> <p><b>Host Tools/Integration, Languages and Compilers</b></p> <ul style="list-style-type: none"> <li>WebSphere Host Integration Solution Family</li> <li>WebSphere Host Access Transformation Services</li> <li>WebSphere Host On Demand</li> <li>IBM Host Access Client Package</li> </ul>	<p><b>Application and Transaction Infrastructure</b></p> <ul style="list-style-type: none"> <li>WebSphere Application Server (WAS) Family including WAS Community Edition</li> <li>WebSphere Extended Deployment</li> <li>WebSphere Process Server</li> <li>CICS Transaction Server</li> </ul> <p><b>Application Intregation</b></p> <ul style="list-style-type: none"> <li>WebSphere Services Registry &amp; Repositor</li> <li>WebSphere Transformation Extender</li> <li>WebSphere MQ Family</li> <li>WebSphere DataPower Appliances</li> <li>WebSphere Adapters</li> </ul> <p><b>Business Process Management</b></p> <ul style="list-style-type: none"> <li>WebSphere Business Services Fabric</li> <li>WebSphere Process Server</li> <li>WebSphere Business Modeler</li> <li>WebSphere Business Monitor</li> <li>WebSphere Integration Developer</li> <li>WebSphere Enterprise Service Bus</li> <li>WebSphere Partner Gateway</li> <li>WebSphere Message Broker</li> <li>WebSphere TelcoWebServicesServer</li> </ul> <p><b>Commerce</b></p> <ul style="list-style-type: none"> <li>WebSphere Commerce Family</li> </ul> <p><b>Mobile and Speech</b></p> <ul style="list-style-type: none"> <li>WebSphere Everyplace Family</li> <li>WebSphere Voice Response</li> <li>WebSphere Voice Server Family</li> <li>WebSphere Translation Server for Multiplatforms</li> <li>IBM embedded Via Voice</li> <li>Unified Messaging for WebSphere Voice Response</li> </ul> <p><b>Portals</b></p> <ul style="list-style-type: none"> <li>WebSphere Portal Server</li> <li>WebSphere Portal Enable</li> <li>WebSphere Portal Enable for z/OS</li> <li>WebSphere Portal Extend</li> <li>WebSphere Portal Express</li> <li>WebSphere Portlet Factory</li> <li>Accelerators for WebSphere Portal</li> <li>WebSphere Dashboard Framework</li> <li>WebSphere Everyplace Mobile Portal Enable</li> </ul>	<p><b>Database Servers</b></p> <ul style="list-style-type: none"> <li>DB2 Family</li> <li>IMS</li> <li>Informix Family</li> <li>U2 Family</li> </ul> <p><b>Data Management Tools</b></p> <ul style="list-style-type: none"> <li>DB2 Tools for Multiple Platforms</li> <li>DB2 Tools Family for System z</li> <li>DB2 Extenders Family</li> <li>DB2 Connect Family</li> <li>IMS Tools Family</li> <li>WebSphere Replication Server</li> <li>WebSphere DataStage</li> <li>WebSphere QualityStage</li> <li>WebSphere ProfileStage</li> <li>WebSphere Federation Server</li> <li>WebSphere Information Analyzer</li> </ul> <p><b>Enterprise Content Management</b></p> <ul style="list-style-type: none"> <li>IBM FileNet Content Manager Family</li> <li>IBM FileNet Image Family</li> <li>IBM FileNet Capture Family</li> <li>IBM FileNet Content Federation Services</li> <li>IBM FileNet Connectors for SharePoint</li> <li>IBM FileNet Business Process Manager Family</li> <li>IBM FileNet Records Manager</li> <li>IBM FileNet Records Crawler</li> <li>IBM FileNet Email Manager</li> <li>IBM Content Manager Family</li> <li>IBM Content Manager OnDemand Family</li> <li>WebSphere Information Integrator Content Edition</li> <li>IBM Document Manager</li> <li>IBM Records Manager</li> <li>IBM CommonStore Family and eMail Search</li> <li>OmniFind Family</li> <li>IBM Classification Module</li> </ul> <p><b>Enterprise Data Management</b></p> <ul style="list-style-type: none"> <li>IBM Optim Solutions</li> <li>IBM Data Studio</li> </ul> <p><b>Dynamic Data Warehousing and Business Intelligence</b></p> <ul style="list-style-type: none"> <li>Cognos</li> <li>IBM Data Warehouse Editions (DWE)</li> <li>Business Intelligence on Systems z</li> <li>OmniFind Analytics Edition</li> <li>OmniFind Discovery for Business Intelligence</li> </ul> <p><b>Information Platform and Solutions</b></p> <ul style="list-style-type: none"> <li>IBM Information Server</li> <li>IBM InfoSphere</li> <li>WebSphere Product Center</li> <li>WebSphere Customer Center</li> <li>WebSphere RFID Information Center</li> <li>IBM Industry Models</li> <li>IBM Global Name Recognition Products</li> <li>IBM Identity Resolution</li> <li>IBM Relationship Resolution</li> <li>IBM Anonymous Resolution</li> </ul>	<p><b>Appl. Design and Development</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Domino Designer</li> <li>IBM Lotus Enterprise Integrator for Domino</li> <li>IBM Lotus Connector for SAP solutions</li> <li>IBM Lotus Workflow</li> <li>IBM Lotus Expeditor</li> </ul> <p><b>Dashboard and Business Solutions</b></p> <ul style="list-style-type: none"> <li>IBM Lotus ActiveInsight</li> <li>IBM Workplace for Business Controls and Reporting</li> <li>IBM Workplace for SAP Software</li> <li>IBM Lotus Workforce Management</li> <li>IBM Workplace Solutions</li> </ul> <p><b>Email, Calendaring and Collaborative Applications</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Domino</li> <li>IBM Lotus Notes and Domino Express</li> <li>IBM Lotus Notes</li> <li>IBM Lotus Domino Web Access</li> </ul> <p><b>Instant Messaging, Web Conferencing</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Sametime Standard</li> <li>IBM Lotus Sametime Entry</li> <li>IBM Lotus Sametime Unyte</li> </ul> <p><b>Social Software</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Connections</li> </ul> <p><b>Team Collaboration, Content Mgmt and e-forms</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Quickr</li> <li>IBM Workplace Web Content Management</li> <li>IBM Lotus Forms</li> <li>IBM Lotus Forms Express</li> <li>IBM Lotus Domino Document Manager</li> <li>IBM Lotus Quickr Content Integration</li> </ul> <p><b>Mobile and Wireless</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Expeditor</li> <li>IBM Lotus Mobile Connect</li> <li>IBM Lotus Domino Unified Communications</li> </ul>	<p><b>Security Management</b></p> <ul style="list-style-type: none"> <li>IBM Tivoli Identity Manager</li> <li>IBM Tivoli Federated Identity Manager</li> <li>IBM Tivoli Access Manager Family</li> <li>IBM Tivoli Security Compliance Manager</li> <li>IBM Tivoli Directory Integrator</li> <li>IBM Tivoli Directory Server</li> <li>IBM Tivoli Security Operations Manager</li> <li>IBM Tivoli zSecure Suite</li> </ul> <p><b>IT Operations</b></p> <ul style="list-style-type: none"> <li>Tivoli Monitoring Family</li> <li>Tivoli OMEGAMON XE Family</li> <li>Tivoli Netcool OMNIBus</li> <li>Tivoli Network Manager Family</li> <li>Tivoli Provisioning Manager Family</li> <li>Tivoli Intelligent Orchestrator</li> <li>Tivoli Workload Scheduler Family</li> <li>Tivoli Netcool Family</li> <li>Tivoli System Automation Family</li> <li>Tivoli Composite Application Manager Family</li> <li>Tivoli Business Service Manager</li> <li>Tivoli Service Level Advisor</li> <li>Tivoli License Manager Family</li> <li>Tivoli Financial Manager Family</li> <li>Tivoli Change/Configuration Mgmt Database</li> <li>Tivoli Unified Process Composer</li> <li>Tivoli Application Dependency Discovery Mgr</li> <li>Tivoli Process Manager family</li> <li>Tivoli Impact</li> </ul> <p><b>Service Provider Solutions</b></p> <ul style="list-style-type: none"> <li>Tivoli Netcool Service Quality Manager</li> <li>Tivoli Netcool Performance Manager for Wireless</li> <li>Tivoli Netcool Performance Manager</li> <li>Tivoli Netcool OMNIBus</li> <li>Tivoli Network Manager</li> <li>Tivoli Impact</li> </ul> <p><b>Storage Operations</b></p> <ul style="list-style-type: none"> <li>Tivoli Continuous Data Protection for Files</li> <li>Tivoli Storage Manager Family</li> <li>TotalStorage Family</li> <li>TotalStorage SAN Family</li> </ul> <p><b>Enterprise Operations</b></p> <ul style="list-style-type: none"> <li>Maximo Asset Management Family</li> <li>Tivoli License Manager Family</li> <li>Tivoli Usage and Compliance Manager</li> <li>Tivoli Asset Manager for IT</li> </ul>			
Windows	Linux	AIX	Solaris	HP-UX	OS/400	OS/390	z/OS

## Agenda

- 1. Heutige Herausforderungen der Swisscom**
2. Datenintegration mit InfoSphere Information Server
3. 360 Grad Sicht der Kundendaten mit Cognos 8
4. Zusammenfassung

## Business impact of bad data

*Reduce customer satisfaction, decrease revenue, hinder relationships*

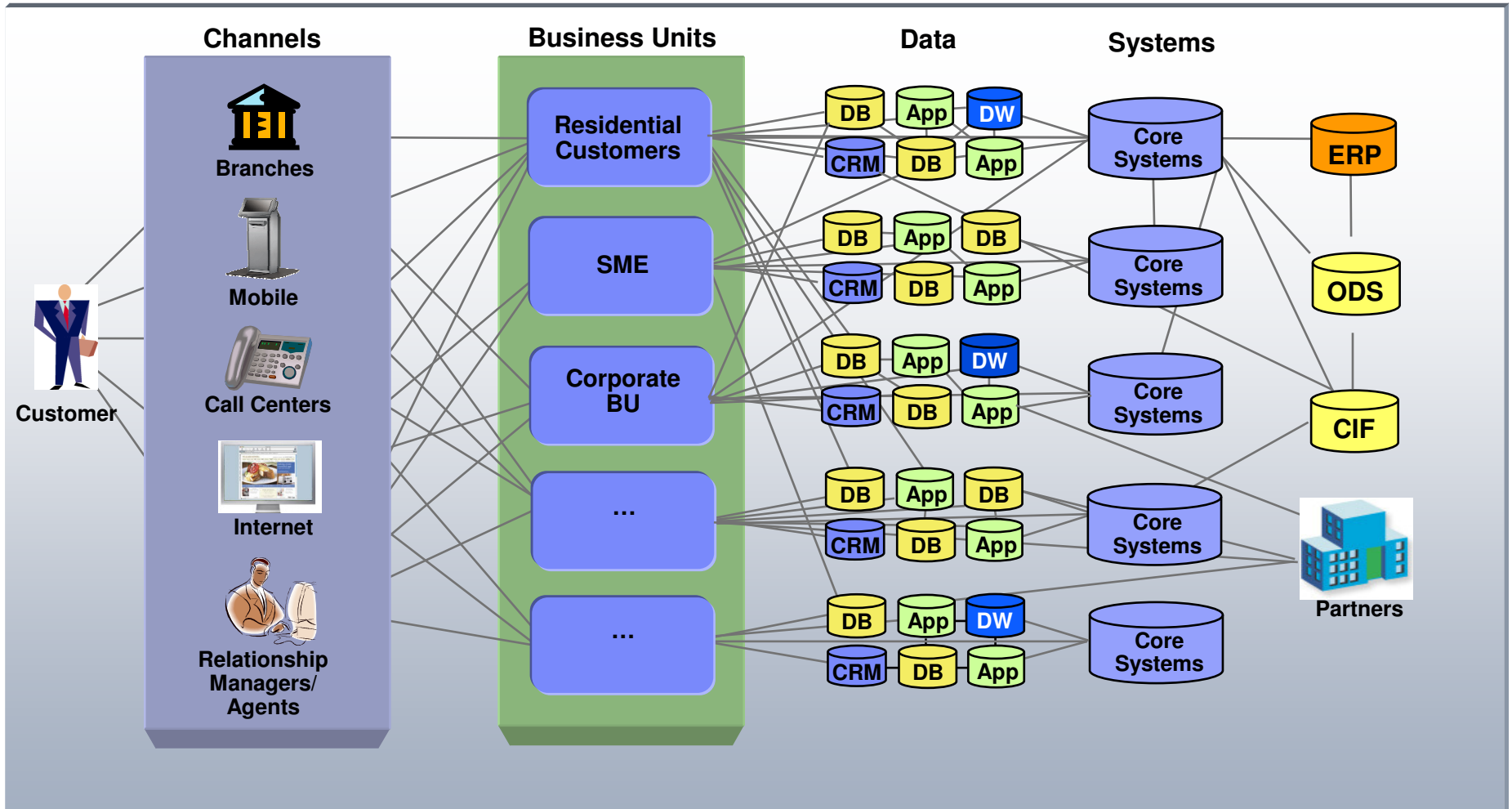
### Companies quantify impact of bad customer data:

- 66% indicate profitability of company as a whole was negatively affected by poor information quality
- 75% indicate bad customer data quality is harming customer service, quality and loyalty
- 52% identified integration of diverse systems as a major source of inaccurate information
- **Industry Drivers:** Privacy Management, Basel II, “Do not Call” compliance, Patriot Act, Sarbanes Oxley, HIPAA



“77% of 144 CIOs surveyed identified single view of customer as the single most important benefit to the company”

# Challenges of today's Landscape



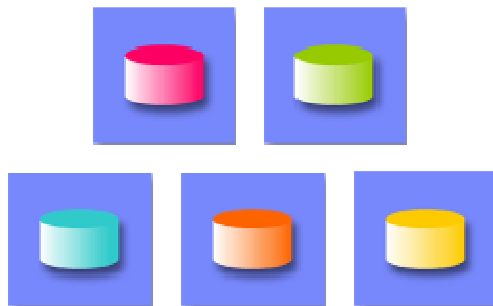
- Inconsistent View of Customer
- Information Locked in Repositories
- No Single Version of the Truth
- Silos of Information
- Inconsistent Data
- Poor Channel Communication

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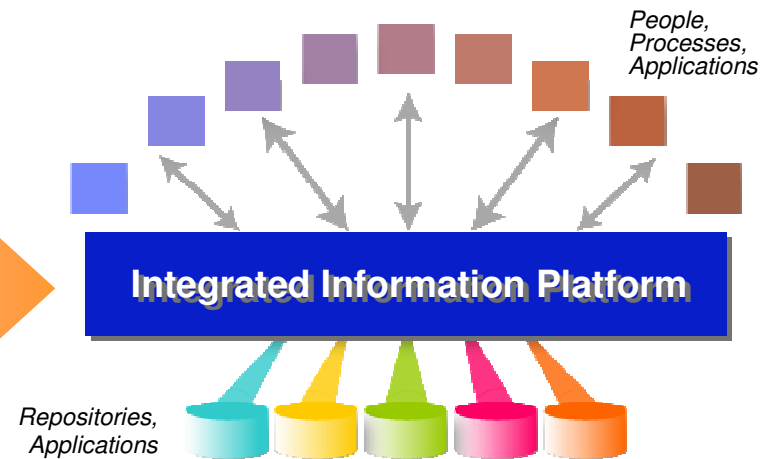
# Information architecture is evolving

## Disconnected Silos of Information



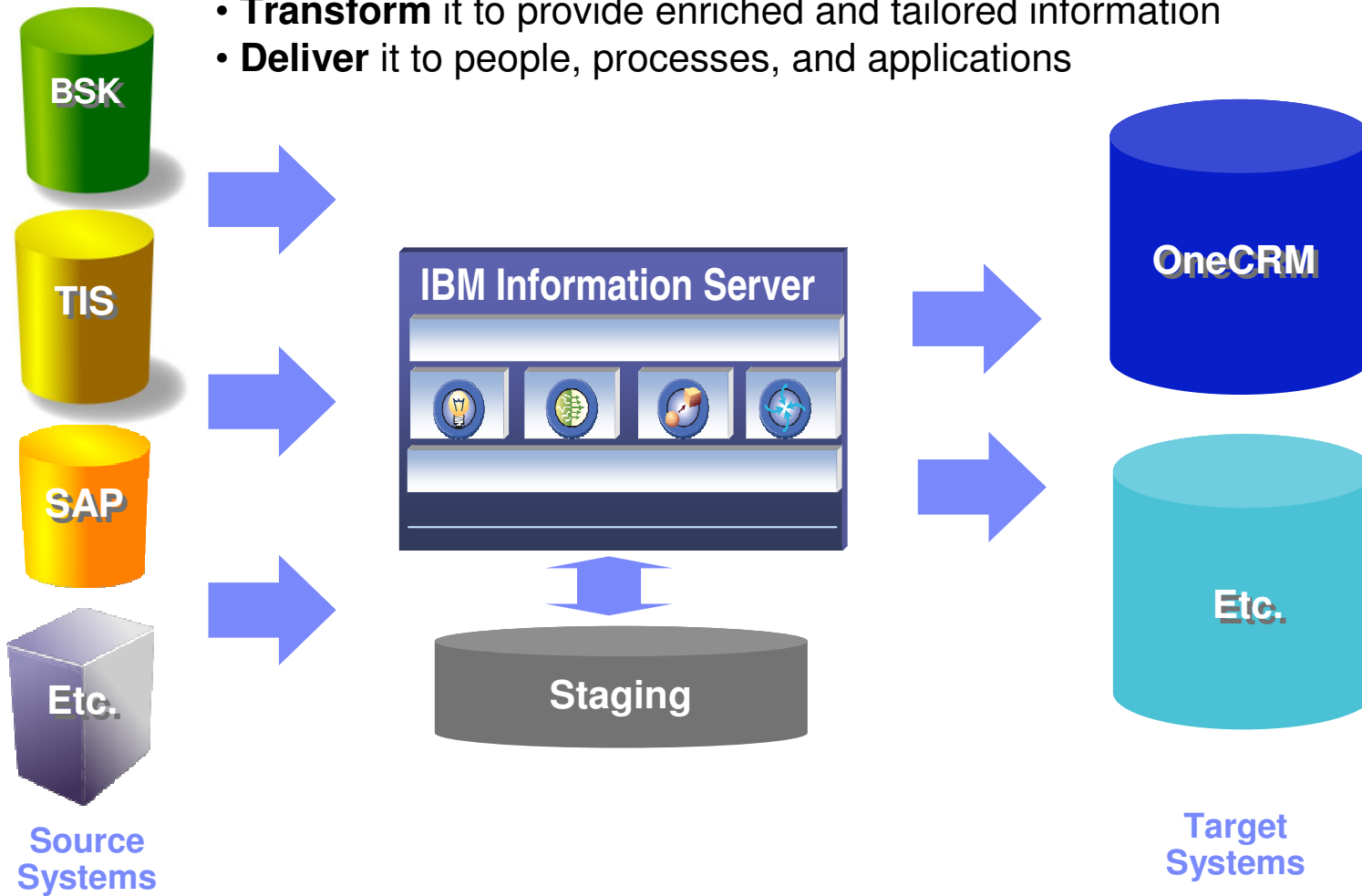
**Rich Standards,  
Flexible Architecture**

## Dynamically Deliver Master Information



## Dataintegration OneCRM with IBM Information Server

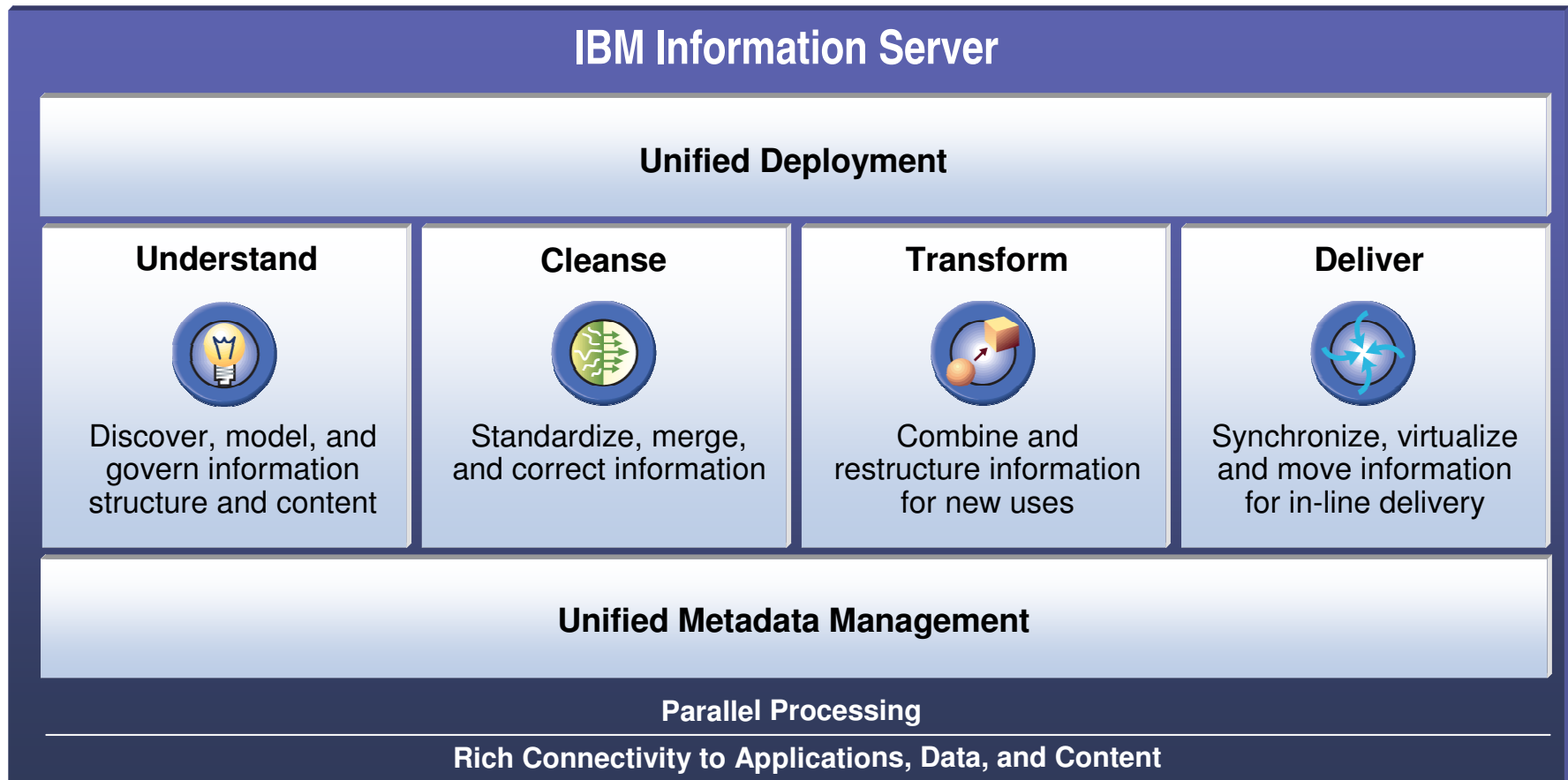
- **Understand** the business, analyzing its usage, quality, and relationships
- **Cleanse** data to assure its quality and consistency
- **Transform** it to provide enriched and tailored information
- **Deliver** it to people, processes, and applications





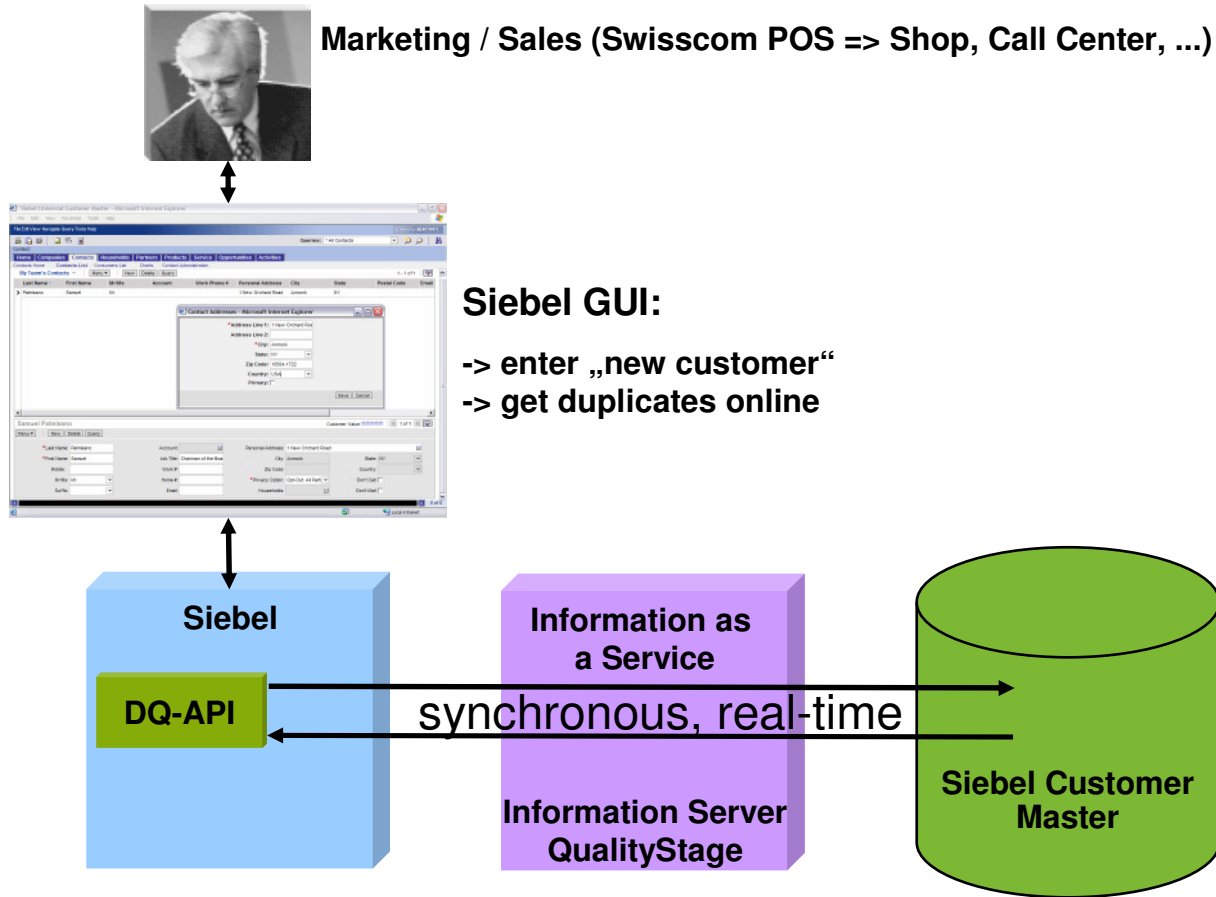
# IBM Information Server

*Delivering information you can trust*

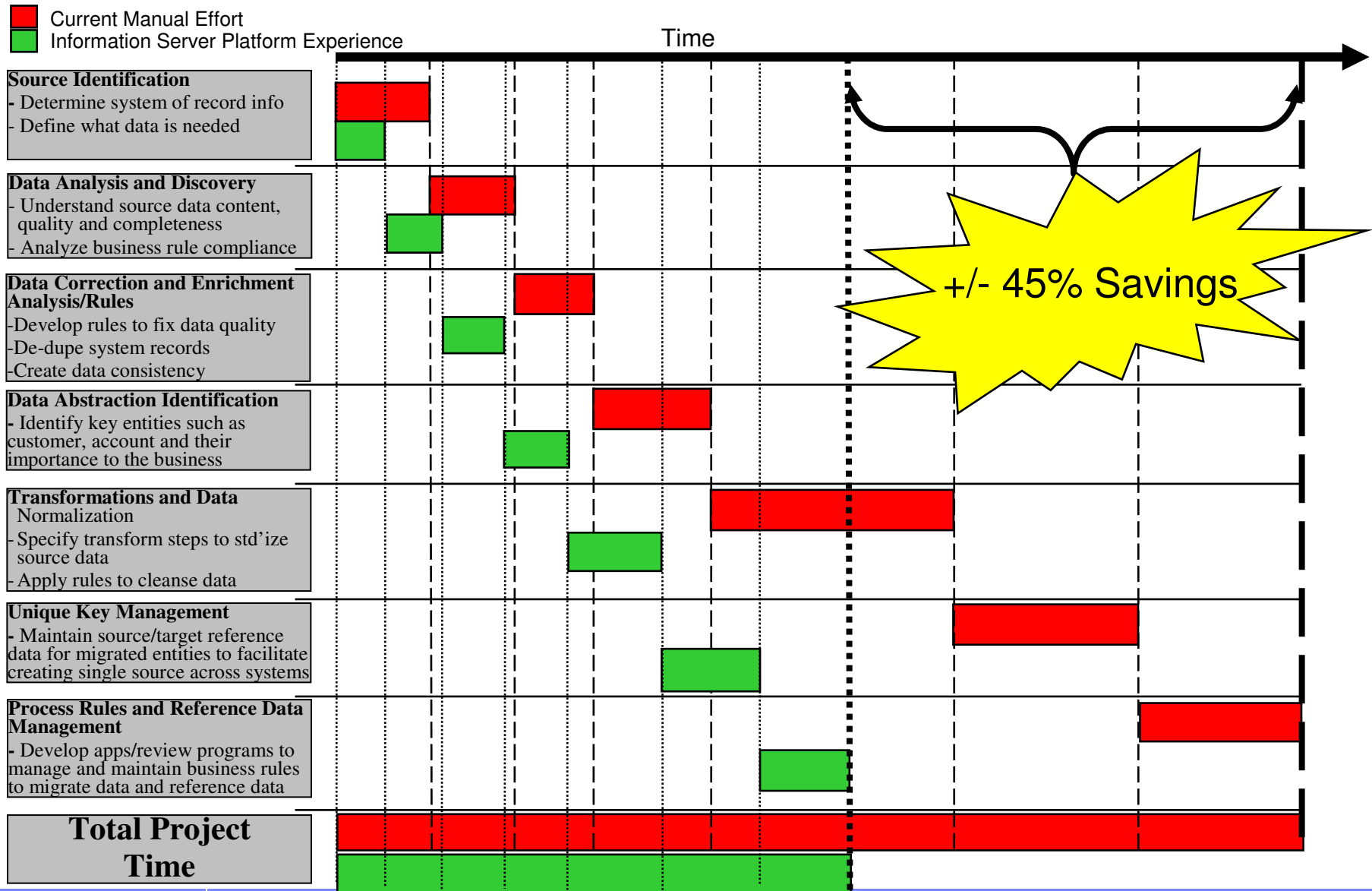


# Real-Time Quality for OneCRM with IBM Solution

- Works the same for Siebel as with SAP



# Conventional vs. IBM Solution Comparison

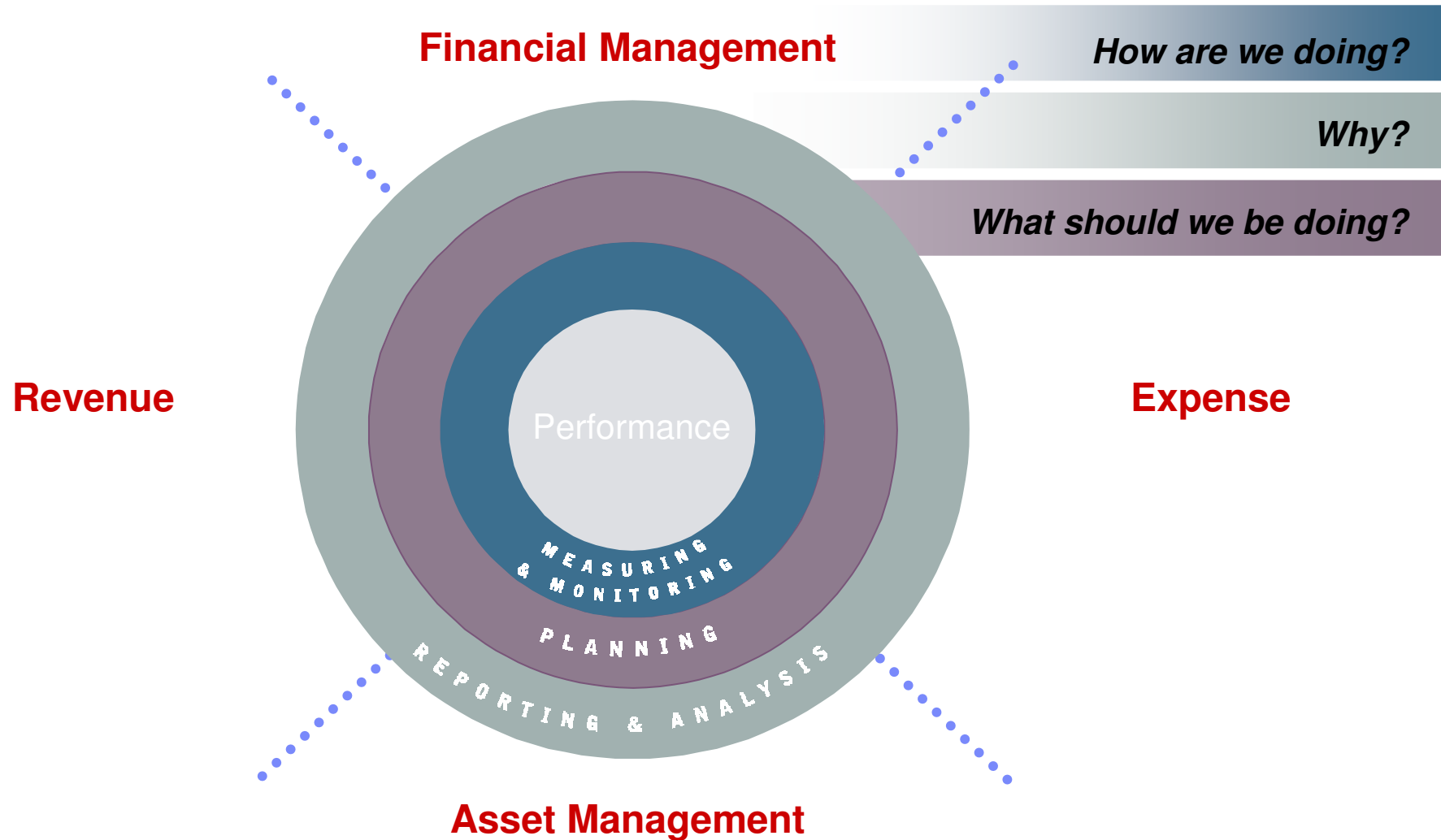


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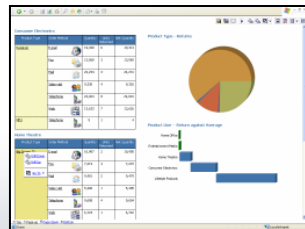
# Performance Management

*Answers three important questions that drive better performance*

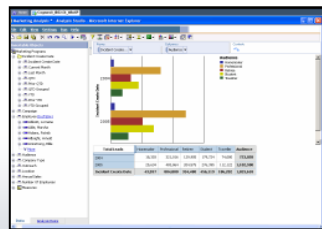


# IBM Cognos 8 Business Intelligence

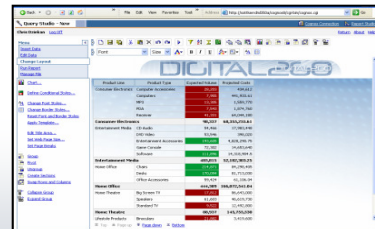
- All capabilities against any *combination* of data sources (OLAP or relational)
- Hides complexity from users and ensures complete view of information



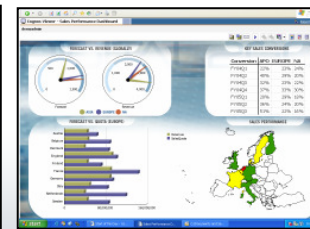
**REPORTING**



**ANALYSIS**



**AD HOC QUERY**



**DASHBOARDS**



**SCORECARDS**

**Transaction Systems**

**Warehouses (Relational & OLAP)**

**Flat, Legacy or Modern**

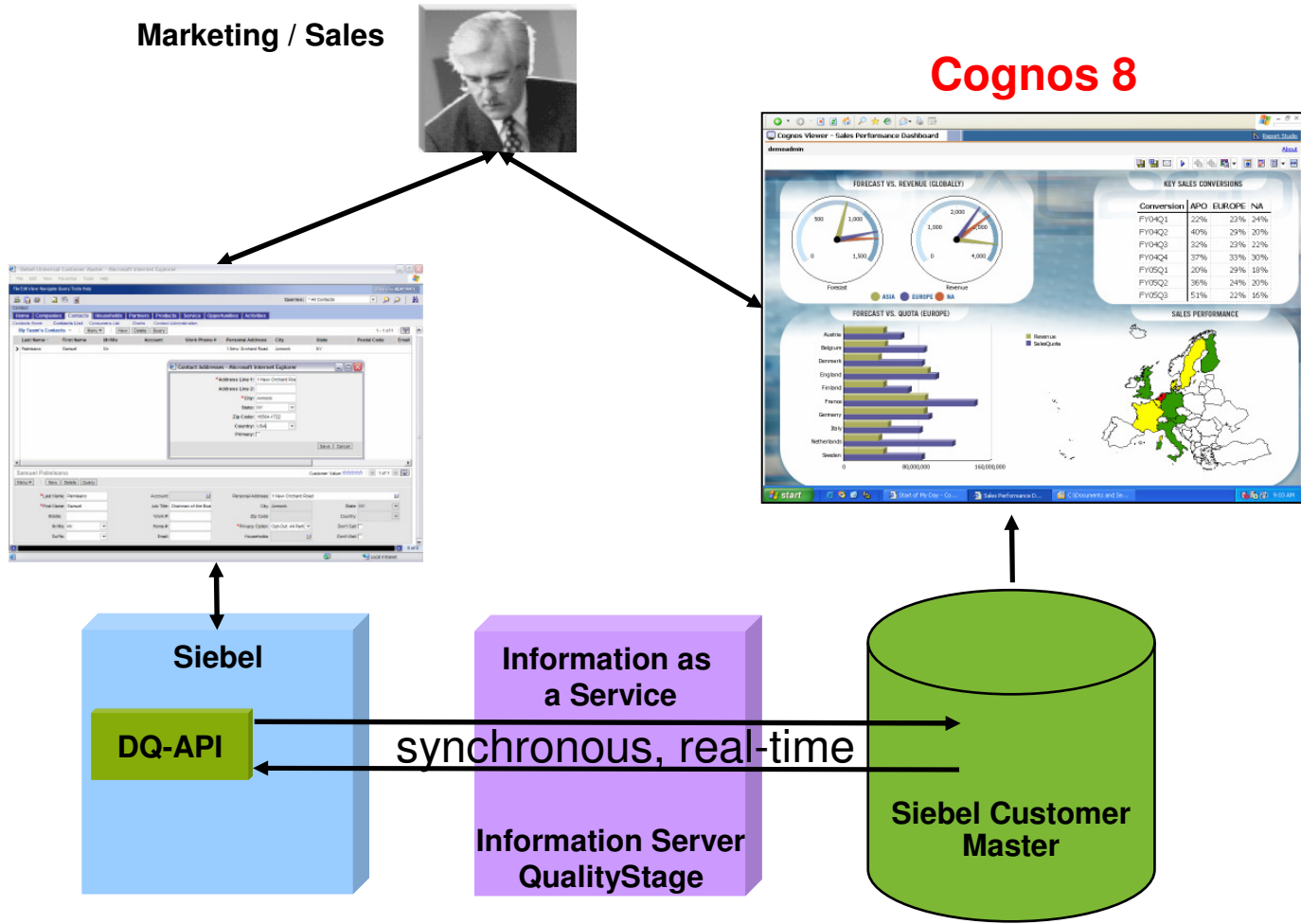
**Trusted Data for a single Version of Truth with IBM Information Server**

SAP R/3, Oracle Siebel, eBusiness Suite...

DB2, Oracle, Teradata, SQL Server, SAP BW

JDBC, Excel, CSV, XML, IMS\*,

# 360° Customer View mit Cognos 8



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# Information On Demand

## End-to-End Capabilities



### IBM Offerings

*Industry Models, Blueprints & Frameworks*

*IBM Cognos 8 BI  
 IBM Cognos 8 Planning  
 IBM Cognos TM1*

*IBM InfoSphere Warehouse  
 IBM InfoSphere MDM Server  
 IBM Information Server*

*DB2, IMS, Informix  
 IBM Content Manager,  
 IBM FileNet*