# Realization of secure and efficient data management with the IBM Information Management Software

IBM Software Group

**Welcome to the podcast about the IBM Information Management Software. Andreas Fraenzel, Senior Sales Specialist Information Management is interviewed by Manuela Kerker.**

**Manuela Kerker:** „Andreas, could you provide us with some information about yourself and your function at IBM?“

**Andreas Fraenzel:** „My name is Andreas Fraenzel. I work at IBM in the Public Financial Services sector, where I am responsible for the Information Management (IM) section as well as the sub-section Information Platform and Solutions, which is organized into the branches Data Integration and Master Data Management.“

**Manuela Kerker:** „Information and knowledge are considered to be important competitive advantages. How would you assess the value of information?“

**Andreas Fraenzel:** „Information in the classical sense is always extremely valuable. In today's business environment, details about customers, competitors and markets are crucial for the correct positioning of solutions, and thus ensuring their success.“

**Manuela Kerker:** „In which areas does Information Management Software support business activities?“

**Andreas Fraenzel:** „That is a complex question. Information is basically available in the form of data, which must be stored. Today, this is generally done in databases or data warehouses. The information stored there must be put into this data warehouse or database by some means, and must be retrievable from there. We need to ensure that the data format allows for subsequent processing by business applications, so that the information content of this data can be exploited, as it is this that constitutes its actual value, and can be used to generate business benefits.“

**Manuela Kerker:**„What are the core functions of the Information Management Software?“

**Andreas Fraenzel:** „The core functions are designed to store and manage the data securely and efficiently as well as to ensure their availability, in order to provide for their further processing for example by applications.“

**Manuela Kerker:** „Which market trends are the determining factors for the further development of the Information Management Software?“

**Andreas Fraenzel:** „At IBM, three areas are taking shape. The first is the ECM (Enterprise Content Management), which includes playing an important role in the archiving of data such as e.g. e-mails.

The second area concerns the so-called MDM (Master Data Management), which amongst other things deals with always making the address data from the various systems in a company available in the same format. Thereby, differing abbreviations for the same name are eliminated so that the assigning of the same name to various employees can be avoided.
The third area concerns the topic of BI (Business Intelligence). The aim is to evaluate and analyse data efficiently, in order to be able to create, for example, accurate forecasts for sales performance.

**Manuela Kerker:** „Which targets is Information Management pursuing for 2009?“

**Andreas Fraenzel:** „The major buzzwords are integration and linking of systems such as ECM, MDM and BI. We thereby ensure that data is standardized throughout a corporation.“

**Manuela Kerker:** „Many thanks for your interesting remarks.“

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