

Sept 2008 – IOD/Information Agenda Frequently Asked Questions

General

Q: What is IBM announcing today?

A. Today, IBM is introducing leading software and services, based on best practices, available globally to help clients leverage information as a strategic asset across their businesses. IBM is announcing new Information Agenda foundational tools, Information Agenda Guides and Workshops, Information On Demand competency center services, Information Accelerators from IBM & IBM Business Partners and two new GTS services to help clients leverage information as a strategic asset across their businesses. These are the first complete set of tools, industry-focused software and services offerings for managing information independent of applications or business processes. Customers can now:

1. Employ the foundational tools to get their arms around information across the business and to understand the scope and magnitude of the various information projects in the enterprise;
2. Use industry-specific guides and workshops to align IT investments with strategic business imperatives;
3. Leverage industry-specific expertise and accelerators to minimize risk and speed deployment times;
4. Establish competency centers to build a culture of enterprise-wide best practices and policies to bring together people, processes and technology.

Q: What is information agenda?

A: Information agenda is a method for transforming information into a trusted strategic asset that can be leveraged across applications, processes and decisions for sustained competitive advantage.

IBM provides Information Agenda foundational tools, practical industry based Information Agenda Guides and Workshops, Information Accelerators, and competency center services so that organizations can get their arms around their information independent of applications, establish overarching enterprise information plans and roadmaps, accelerate implementations, and share best practices.

Q: What is Information On Demand (IOD)?

A: Information On Demand is a comprehensive vision for unlocking the business value of information for competitive advantage by enabling organizations to establish and leverage trusted information to optimize business performance. IBM's commitment to the cross-company IOD initiative has resulted in a comprehensive portfolio of software, services, hardware and industry-specific solutions to turn the IOD vision into reality for organizations of any size.

Q: What is the history of IBM's IOD initiative?

A: Building upon decades of investment in information management technologies, IBM unveiled the IOD initiative on February 16th, 2006 and committed significant new investments to help organizations derive new business value from their information. Under the initiative, IBM software, hardware and business consulting services are enabling customers to gain a competitive advantage by freeing up information contained in databases, e-mails, Web pages, blogs, RFID chips, and storage and content management systems. IBM's investments have included innovative software offerings such as DB2 9 with pureXML, IBM Information Server, IBM InfoSphere Master Data Management Server; combining content and process with IBM FileNet BPM; systems offerings such as IBM Balanced Warehouse and IBM Compliance Warehouse; dozens of industry frameworks and solutions that accelerate time to value; and key acquisitions such as Ascential Software, FileNet, Princeton Softech and Cognos. The strategy has delivered significant results for customers across all industries and around the world, and has been an engine of growth for IBM as well, as customers look to leverage IBM's comprehensive offerings and unmatched expertise.

Q: I'm a customer. How can my organization realize the benefits of IOD?

A: Is your organization undertaking business optimization initiatives such as dynamic demand planning, financial risk insight, workforce optimization and customer profitability, aimed at building competitive advantage through innovation? These initiatives rely on establishing and leveraging trusted information to develop new insights and drive better business outcomes. Information On Demand is a comprehensive vision for establishing and leveraging trusted information to optimize business performance. There are five ways, also known as IOD entry points, to accelerate your journey to IOD:

1. Manage data over its lifetime
2. Optimize content-based operational & compliance processes
3. Establish, govern and deliver trusted information
4. Optimize business performance
5. Information agenda

You can start with any of these entry points and can pursue multiple IOD entry points at the same time.

Q: I'm a business partner. What is the role for business partners in IOD?

A: Independent software vendors and system integrators play a key role in fulfilling the IOD vision through developing and implementing customer solutions that leverage IBM's IOD portfolio. IBM business partners can leverage the IBM IOD strategy, along with their own products, expertise and client relationships, to help their clients get more value out of the information. IBM's Information on Demand Specialty program helps partners develop and market their IOD expertise. More details can be found at www.ibm.com/software/data/partners/ondemand.

Q: Where can I find more information?

A:

- Learn more about Information On Demand ibm.com/informationondemand/
- Learn more about information agenda ibm.com/software/data/information-agenda

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