

**Data warehousing**  
To support your business objectives



**Information Management** software

## **Dive deeper into more kinds of information for greater business insight.**

*Embedded analytics solutions included in IBM  
InfoSphere Warehouse software*



Most companies these days invest a significant amount of time and money in maintaining ever-growing databases of information. And although that information may hold the key to a competitive advantage—valuable insight that can help retain customers or drive product improvements—much of that data has remained untapped. Most business intelligence tools are unable to search it; therefore, extracting business value from it has been practically impossible.



**Delivers insight to a broad set of users, potentially improving decision making across the enterprise**

**Extracts value from information that was previously untapped**

**Helps reduce the cost of business reporting and analysis**

Further, most business intelligence and analytics tools are separate from the data warehouse, which creates two significant issues. First, most tools require you to copy your data out of the warehouse, which introduces a number of risks and limitations. You are often left wondering whether you've captured all of the data and whether you're dealing with the most current data. And each time you need to use the tools, you have to copy out your data again, which means you spend a lot of time performing analysis on data that continues to change. Second, tools that are separate from the warehouse require constant maintenance. If you upgrade your data warehouse, you have to update your business intelligence and analytics software, and vice versa. Or you have to invest valuable development time integrating business intelligence tools into your database—and then maintain that integration as your infrastructure evolves.

Companies that can give everyone from decision makers and managers to frontline employees access to focused, role-specific information have the potential to operate more efficiently, innovate more often and consequently jump ahead

of their competitors. But to do this, you've got to move beyond status quo approaches that separate analytics tools from the database. Part of IBM InfoSphere™ Warehouse software, IBM embedded analytics capabilities are designed to deliver a sophisticated, yet easy-to-use set of tools embedded within the data warehouse that you and your staff can use to gain valuable insight into your business. With InfoSphere Warehouse, IBM has done the integration work for you, helping to simplify implementation and maintenance, and helping to improve both user adoption and return on investment.

### Providing valuable business intelligence to a broad range of users

Advanced cubing/online analytical processing (OLAP), unstructured analytics, in-line analytics, and data mining and visualization capabilities can enable you to take advantage of previously untapped sources of information about your business. And these capabilities work together to help you make valuable business intelligence more readily available to a wider pool of users.





includes rich presentation components to enable visual analysis of data mining results, which can then be embedded into Web-based applications, customized and distributed to a broad range of users.

## Helping you develop more meaningful reports

In the past, when you wanted to perform data mining on a set of data, you had to extract the data from your warehouse and move it to a datamart. Only then could you begin to work with it. This approach was time consuming and created a potential discrepancy between the extracted data and the actual data within your warehouse, which would naturally continue to be updated by your users and applications.

InfoSphere Warehouse provides embedded data mining capabilities that allow you to perform segmentation and marketplace basket analyses as well as predictive analysis—directly within the database. This means you're working with current data, delivering analytics in realtime. And because the data mining capabilities are no longer limited to structured data, you can mine a more comprehensive set of data and therefore develop more meaningful reports. InfoSphere Warehouse software supports standard data mining model algorithms such as clustering, associations, classification and prediction.

## Why IBM?

IBM has the vision and the extensive industry experience to help you leverage the robust analytics features built into InfoSphere Warehouse software. Committed to delivering a superior product along with quality services, IBM can help you significantly reduce the risks associated with transforming how your business captures, manages, uses and delivers information across your operations. In addition, a vast network of IBM Business Partners can deliver the support you need, as well as solutions that are designed to integrate easily with IBM technology and help you get the most value from your investments.

## For more information

To find out more about how the embedded analytics capabilities included in IBM InfoSphere Warehouse software can help you gain the most value from your data, contact your IBM representative or IBM Business Partner, or visit:

[ibm.com/software/bi](http://ibm.com/software/bi)

© Copyright IBM Corporation 2008

IBM Corporation  
Software Group  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America  
04-08  
All Rights Reserved

AlphaBlox, Blox, DB2, IBM, the IBM logo, ibm.com and InfoSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both.

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

The IBM home page on the Internet can be found at [ibm.com](http://ibm.com).