IBM Information On Demand Solutions
Leveraging the Business Value of Information

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IBM Information On Demand Solutions

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Part 1 | The Importance of Leveraging Information for Business Value

Part 2 | Key Considerations for an Information On Demand Solution

Part 3 | Getting Started with Information On Demand

Are You Using Information to Innovate?

60%+ *of CEOs:*
Need to do a better job leveraging information

Information Complexity

Trusted? In context? In line? Complete? Accurate? Timely?

Business Pressures

Customer Service

Optimized Operations

Regulatory Compliance

Managed Risk

and many more…

Leveraging Information

5X More Value *creation by organizations effective at using information as an asset*

Why is it Challenging to Leverage Information?

Business Velocity   Information Silos   Volume & Variety

Lost Time   Reduced Service   Increased Costs   Lost Revenue

Information as a Strategic Asset
Innovators are Establishing a Competitive Advantage

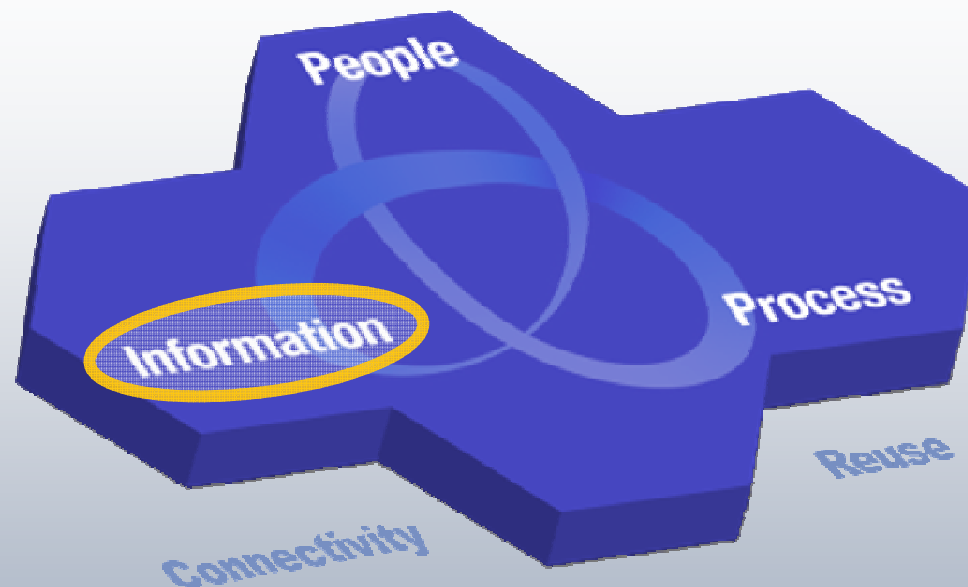| Information Challenge		Information as a Strategic Asset
Delivering real-time crime statistics & reports	▶	Identifying related incidents and potential suspects prior to arriving at the crime scene **Transforms crime fighting**
Providing innovative insurance solutions	▶	Dramatically reducing time required to write individual and corporate policies **Transforms customer service**
Detecting fraudulent claims	▶	Identifying potentially fraudulent claims prior to approval and payment **Transforms fraud management**
Reducing process cycle times	▶	Reducing the time to retrieve bank clients' stored documents from five days to five seconds **Transforms bank service offerings**
Knowing the customer for improving sales & service	▶	Identifying cross-sell opportunities and improve negotiating position at the point of sale **Transforms sales effectiveness**
Delivering real-time information across the enterprise	▶	Reducing the application processing time from weeks to two days. **Transforms information sharing**

Information On Demand: *Delivering information in context to optimize business processes, applications and productivity…*

People, Processes, Applications

Trusted Information In Context

Information On Demand

Warehouses   **Transactions**

Rich Media   **Documents**   **e-Mail**

Leverage heterogeneous applications and information sources

Protect & extend existing investments

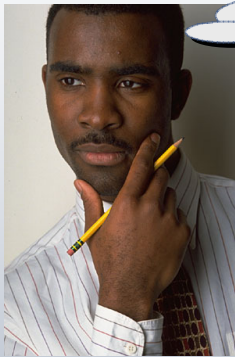# Information is Key to Service Oriented Architectures

A Service Oriented Architecture provides the infrastructure to create new business value out of the information you already have

Information On Demand supplies the core services required for managing and accessing all forms of information in an SOA approach

Can you trust your information?

> *Information about clients and products is fragmented across dozens of applications. We don't have a complete 'view of the truth,' so it's difficult to deliver on strategic initiatives.*

Business Triggers
- Poor customer satisfaction
- New products and business models
- Ever increasing business and compliance risk
- High sales and marketing costs

Information Issues
- Data silos with no consolidated view
- Poor access to relevant data in context
- Leakage of sensitive information
- Decisions made on questionable data

Is your information infrastructure keeping up with your needs?

We need to improve responsiveness and control rising costs of managing data and content.

Business Triggers
- Increasing business dependency on data availability
- Changing business priorities
- Mergers and acquisitions
- Escalating infrastructure and people costs

Information Issues
- Explosion of unstructured content
- Introduction or upgrade of enterprise applications
- Proliferation of tools for managing information
- Inability to meet service levels and growth requirements

Are you effectively managing and leveraging your information over time?

Our default policy of maintaining all information forever has become increasingly costly and complex.

Business Triggers
- Rising business and compliance risks
- Growing costs of accessing and managing data over its lifecycle
- Increasing costs and inefficiencies of legal discovery
- Escalating costs of internal audits

Information Issues
- Information as an asset…or a potential liability
- Daunting volumes and new varieties of information
- Unclear accountability for different information types
- Cost and complexity of storage management

Key business initiatives that need Information On Demand…
…and the resulting IT projects

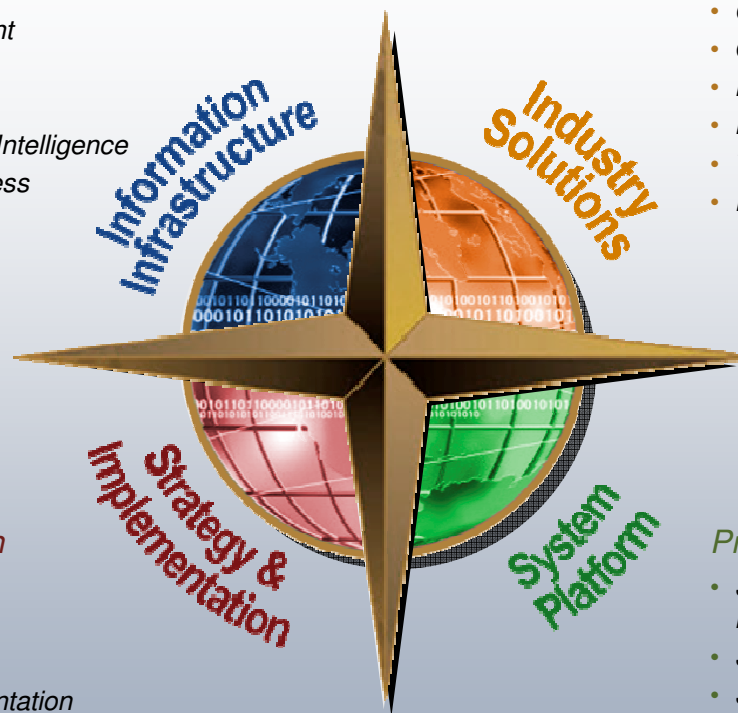| Business Initiatives	IT Projects
New Product Introduction	Enterprise Content Management
Threat & Fraud Intelligence	Business Process Management
Marketing Sales & Service	Business Intelligence
Business Intelligence	ERP
Manage Risk & Compliance	Data Governance
Enterprise Customer View	Information Integration
Customer Care	SOA
Health Analytics	Information Lifecycle Management
Single View of the Citizen	Data Warehousing
Optimize Back Office Operations	Master Data Management
Product Information Management	SCM
Workforce Automation	Archiving & Retention
Advanced Inventory Management	BPM
Intelligent Identification	CRM
Public Safety	
Common Quality Framework	
Manage Convergence & Consolidation	

How to get started
It takes know-how, proven technology & industry expertise…

Delivering information in context

- Data Management
- Enterprise Content Management
- Information Integration
- Master Data Management
- Search, Discovery & Business Intelligence
- Content-centric Business Process Management

Creating new business value & innovation

- Customer Centricity
- Operational Intelligence
- Product and Service Optimization
- Risk and Compliance
- Threat and Fraud Intelligence
- Industry Models

Guiding plans and execution

- Information Strategy
- IT Strategy and Architecture
- Governance
- Design, Planning and Implementation
- Managed Operations
- Financing

Providing a resilient foundation

- Scalable System Platforms and Operating Environments
- Storage Systems and Management Software
- System Optimization and Virtualization
- Network, System and Application-level Security
- IT Service Management
- Development Services and Tools

Information Infrastructure

Industry Solutions

Strategy & Implementation

System Platform

BlueCross BlueShield of Tennessee

Improving customer service and sales with visibility of all relevant information

Challenge

- Differentiation from competitors, with targeted offerings designed to win new business

- Response to the growing information needs of customers and providers

- Creation of a single view of information, with business intelligence capabilities, across multiple LOBs

Solution

- BCBST is using IBM Information Server with IBM DB2® to profile, transform, and load data to an enterprise data warehouse (EDW).

- For multidimensional analytics and client reporting, BCBST uses Cognos BI.

- The solution also provides intelligent search capabilities for unstructured data using IBM OmniFind and IBM Content Manager.

of Tennessee

Business Benefits

- Improved satisfaction for customers and providers by enabling them to run their own analytics and better manage their healthcare costs

- Reduced risk with improved tracking of data movement to comply with healthcare regulations.

- Reduced time to load data to EDW and improved performance for high-volume data transformations

- Provided access to structured and unstructured data, historical and real-time

SunTrust Bank
Projecting significant savings from storage requirements

Challenge

- Draw additional value from existing database and storage investments

- Increase productivity of database administrators

- Implement a platform that manages risk and compliance

Solution

- Optimized data platform by upgrading to IBM DB2 9 data server

- Took advantage of the deep compression capabilities of DB2 9, as well as features that improve performance

- Installed Label Based Access Control feature of DB2 9 to manage risk and compliance

Business Benefits

- Expects an initial cost savings of US$2 million with additional savings of US$500,000 each year

- Reduces storage requirements by increasing compression rate to 83 percent on the data warehouse tables

- Improves system performance, yielding faster query responses

- Protects data and nets additional savings with improved security

Safmarine

Compliance and cost savings

Challenge

- **Protect e-mail records to address legal requirements and regulatory compliance**

- **Boost employee and IT productivity across 65 locations world wide**

Solution

- **Centralized and automated e-mail archiving using IBM DB2® CommonStore for Lotus Domino**

- **Established e-mail storage using IBM Tivoli® Storage Manager for Mail and IBM TotalStorage Tape Library**

- **Utilized two IBM eServer® p5 570 systems running IBM AIX® 5L™ operate as archive servers**

Business Benefits

- **Addressing compliance with EU regulations through a more reliable, scaleable and cost-effective strategy**

- **Moving less critical information off the production disks and onto tape devices to reduce total cost of ownership (TCO) for the storage environment**

- **Mitigating the risks of large-scale data loss in the event of an outage or other catastrophe**

Why IBM?

- *Deep industry expertise, patented methodologies and technologies refined in thousands of projects*

- *Robust enterprise-wide operating environment, optimized for performance and efficiency*

- *Leadership in all key information management segments – data servers, enterprise content management, information integration, master data management*

- *Industry solutions and business models that accelerate results*

- *The industry's most extensive partner network*

Leverage Your Information

Visit the IBM Information On Demand website for materials, news, and best practices:
http://www.ibm.com/software/data/information-on-demand

Assess Your Organization
Contact your IBM representative to help decide what
Information On Demand solutions are right for your organization

IBM Information On Demand 2007
ibm.com/events/InformationOnDemand

Business and IT executives, managers,
professionals, DBA's and developers

Mandalay Bay
Resort and Casino
October 14-19, 2007
Las Vegas, Nevada

Over 500 sessions
2-1/2 day business leadership track with 100 sessions
5 day technical track with 400 sessions