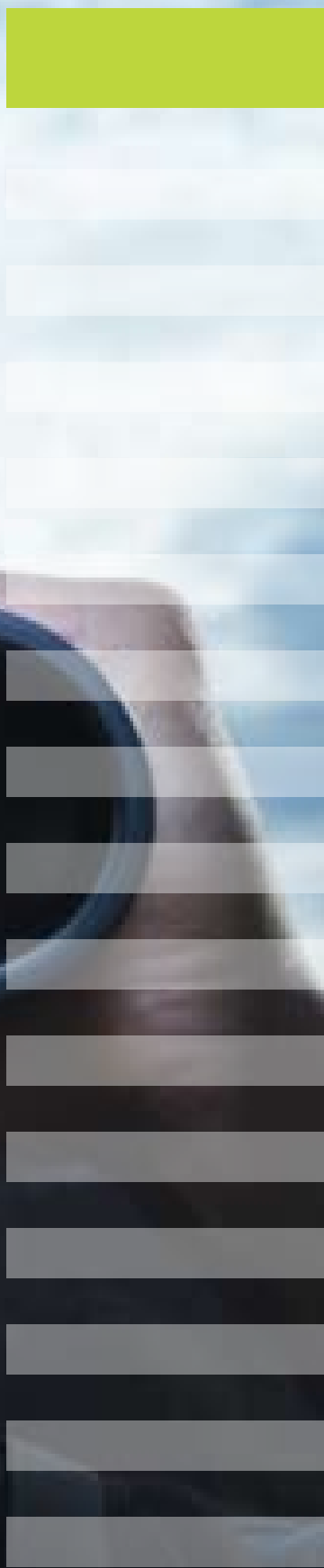


# Information On Demand

Turning Information into a Strategic Asset for Your Business



A little knowledge is a dangerous thing as the saying goes. However, gaining greater knowledge, through the more effective use of information is providing true differentiation and innovation for today's leading companies. Most business leaders know they can drive their companies to perform better, but to do so, they need to make fast, accurate and incisive decisions about their business. Furthermore, they need to get better information in the hands of everyone. The best have the answers in the palm of their hands – vital information that represents the reality of their business. They have access to data about their performance when and where they need it. Looking backward, they have a perfect view of where they've been; and looking forward they clearly see the road ahead. They turn key performance information about their operations into actionable insights that they can apply to business decisions. This is how leaders turn data into a strategic asset. *This is Information On Demand.*

Across all industries and sectors, how companies acquire, manage, analyze, and use information has evolved to new levels of need and sophistication. Successful companies must now recognize and utilize information as a strategic asset. Information, when turned into business insight, can enable decision-makers and personnel to act more quickly, more accurately, and with greater success. Information can drive new control and better performance for companies who harness its power.

**Information On Demand (IOD)** is our approach and value proposition for optimizing the use of information and insight at large, complex enterprises. IOD provides solutions and services that allow our clients to get more value from their information assets. We accomplish this goal by delivering information in context to optimize business processes, productivity, and decision-making throughout the enterprise. IOD brings together the global expertise, services, software, hardware, research, and partner network to leverage information and solve our clients' most important and complex business problems.

IBM understands the challenges and opportunities companies face in regards to gathering and using information to generate insights and better decisions. IBM also understands that transforming information capabilities requires more than software or technology. Information On Demand (IOD) brings together the best of IBM resources to deliver comprehensive solutions to complex enterprise environments. In addition to the best information technologies, IOD brings together best practices, comprehensive strategy and planning capabilities, reference architecture, proven models and methods, and experienced resources to meet the entirety of your transformation needs.

IBM offers IOD solutions across all industries, with business solutions that cover business performance management, operational intelligence, risk and compliance management, threat and fraud intelligence, workforce and customer analytics, productivity, and supply chain management. Across these areas, span four foundational elements: Master Data Management, Information Integration, Content Management, and Business Intelligence. Each of these primary IOD domains bring their own set of challenges, opportunities, best practices, and distinctive approaches for making them a reality. These are enabled by IOD strategy and planning and data governance.

### **Master Data Management (MDM)**

Most companies have disparate, uncoordinated data that often is repetitive, inaccurate and often unusable to make business decisions with. Master data management looks to solve data inconsistency issues across the enterprise in order to create new business value and strategic advantage. MDM enables companies to reconcile and use their valuable data assets to achieve new strategic benefits, including standardizing financial reporting, improving the speed and accuracy of business performance monitoring, integrating product and manufacturing data, developing a 360 degree view of their customers, and building "one version of the truth". Almost all divisions – from the back office to the front – can solve information problems via an MDM strategy. Some of the key focus areas IBM delivers on MDM include: Customer Data Management, Product Information Management, and Data Governance.

## Information Integration

All successful enterprises are the “victims” of their growth. Over time, most companies develop a massive portfolio of unconnected, redundant, and often less-than-effective data stores. Many key strategic applications within an enterprise would be more effective if they were integrated. For transactional or operational systems, the result may be daily waste and ineffective work processes. For analytics, lack of data integration can limit or slow the amount information available to decision makers, or worse, provide the wrong insights at the wrong time to drive altogether bad decisions. Information integration is the practice and process of bringing together disparate systems and their data where real-time, contextual information access improves quality and timeliness of response in the decision-making process. New technologies and approaches, such as Service Oriented Architecture, allow for more and better integration, enabling companies to realize the value from their existing and legacy systems while simultaneously building new capabilities for the future. Some of the key focus areas of information integration include: ERP Consolidation, Data Integration, Information as a Service, and Data Quality

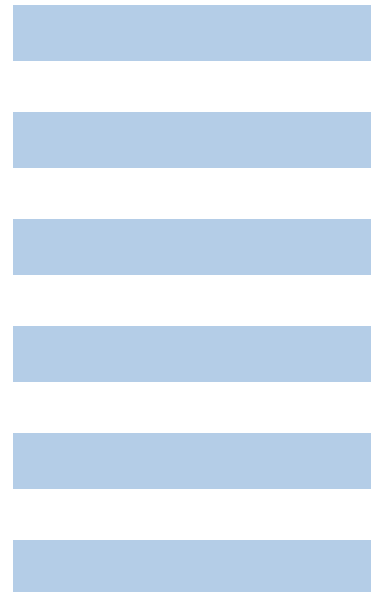
## Content Management

Savvy companies are now discovering new sources of insight from their vast stores of content and unstructured information. Content management is the strategic discipline by which companies procure, store, analyze and use this vital information to deliver insights to decision makers across the enterprise. Most companies have vast wells of content existing across the entire business, including internet/intranet content, UGC, emails, SMS correspondence, voice data, call logs, trouble tickets, work orders, knowledge bases, training/instructional documentation, images, reports, editorial content, and near-countless other content sources as varied as the industries and functions they support. These valuable stores provide new opportunities for mining and analysis to provide business insight for decision-makers. IBM delivers several solutions to improve content management including: Enterprise Content Management, Text/Unstructured Analytics, and Content-centric Business Process Management (BPM).

## Business Intelligence

The ability to optimize performance within a company typically depends on a decision-makers’ ability to measure and understand business performance, and then their ability to act upon the information at the right time. When decision-makers are not able to do this, their ability to manage performance deteriorates. This breakdown is typically characterized by not having the information they need at the time when critical business decisions are made. Today, modern enterprises understand that using data to derive insight is more than traditional reporting and financial roll-ups. Today, data is transformed into insight and delivered at the point of need. Operational intelligences delivers information on demand in right-time, in formats that enables management and front-line employees to act in ways that are beneficial to the business and optimize performance.

Business Intelligence (or BI) includes the practices of predicting, tracking, analyzing, and presenting quantitative measures as they relate to business performance for decision-making. BI is often defined by the practices and technologies that enable it, such as data analytics, business performance management, data warehousing, BPM dashboards, and key performance indicators (KPIs). More than a technology, Business Intelligence programs require new processes, resources, and competencies. Key focus areas for Business Intelligence include: Threat/Fraud Detection, Risk/Compliance, Operational Intelligence, Business Performance Management (BPM), and Workforce Productivity.



## Making IOD a Reality at Your Enterprise with IBM

IBM Global Business Services (GBS) enables enterprises to start IOD at the beginning: by understanding your information environment and building a comprehensive strategy for improvement. We understand that information cannot only be about data or systems, but also about the business processes and decisions it enables. IBM GBS helps companies define a path forward with IOD via a strategic vision and blueprint. IBM helps companies create a case for change and a compelling, ROI-driven business case.

Most importantly, IBM understands what is necessary to bring all the elements together in a way that keeps your company engaged and motivated to change, including aligning stakeholders across the organization and enabling a long-term, sustainable IOD governance model. Companies begin their IOD journey with IBM with several valuable first steps:

- **IOD Readiness Assessment:** a diagnostic appraisal and evaluation of the client's state of information management, integration and consistency vis-à-vis their business requirements.
- **Information Maturity Assessment:** an analysis of an organization's use of information against a standard baseline of best practices resulting in a prescriptive action plan to address the highest priority issues.
- **IOD Architecture Workshop:** a technical workshop to identify an enterprise's information pain points, introduce and review IBM's information architecture capabilities, and map and define specific solution architectures and project initiatives to mitigate the pain points.
- **IOD Pilot:** a short feasibility project undertaken to study and evaluate effectiveness of IOD capabilities and proposed "to-be" architecture.

IBM delivers distinct advantages to our clients in delivering IOD solutions. We are recognized across industries as leaders in Business Intelligence (BI), and our expansive portfolio of successful IOD engagements and successful client transformations is testament to our capabilities. IBM brings together the global expertise, services, software, hardware, research, and partner network to solve the most

important and complex information intensive issues for our clients. IBM has the widest breadth and depth within the BI industry, with 3,800 IOD practitioners in 25 countries. IBM can truly deliver globally with unmatched reach, expertise, and depth of resources. Some of IBM's advantages include:

- **IOD experienced practice groups:** Dedicated, experienced practitioners in Business Intelligence with deep industry and domain experience, with a robust, mature knowledge network and infrastructure representing over 20 years of combined experience.
- **IOD integrated approach:** IBM brings a holistic approach from strategy and value case definition, through implementation, ongoing management, and value realization.
- **IOD Proven methodologies:** Our consultants bring proven strategy and transformation methodologies and industry best practices to our engagements.
- **Dedicated IOD Centers of Excellence (COE) and Research:** Three dedicated IOD COEs and ongoing research and investments in developing IOD solutions.
- **Reference Architecture, Accelerators and Assets:** Our existing accelerators and assets enable us to bring best practices to bear early and quickly, speeding the "time to value" in our engagements.
- **Getting it done:** IBM has the capabilities to implement, including software and hardware, infrastructure, technical expertise, and staff. IBM brings an extensive partner network and flexible delivery models, including outsourcing and on-demand solutions.

To learn more about IBM IOD solutions and capabilities, please visit [ibm.com/informationondemand](http://ibm.com/informationondemand)