IBM

Information on Demand
Extending the Enterprise with BI

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IBM Business Intelligence Solutions

DB2 Information Management Software

Business Intelligence

e business software

Interpretation Channels

English - 7
Japanese - 8
Italian - 9

What does it mean to be "On Demand"?

- Adaptive

- Flexible

- Responsive

- Predictive

Customer Feedback

- **Ability to leverage current IT investment is critical**
- **Industry knowledge is required by the business community**
- **Price/TCO is a compelling advantage**
- **Thought leadership and best practices are key differentiators**
- **Strategic partnerships "complete" the solution**
- **Integrated solution offerings must be easy to implement and support**
- **Services skills are critical to supplement/train customers' staffs**
- **Strong technology differentiation is expected from IBM**
- **Data Integration is a strong value proposition**
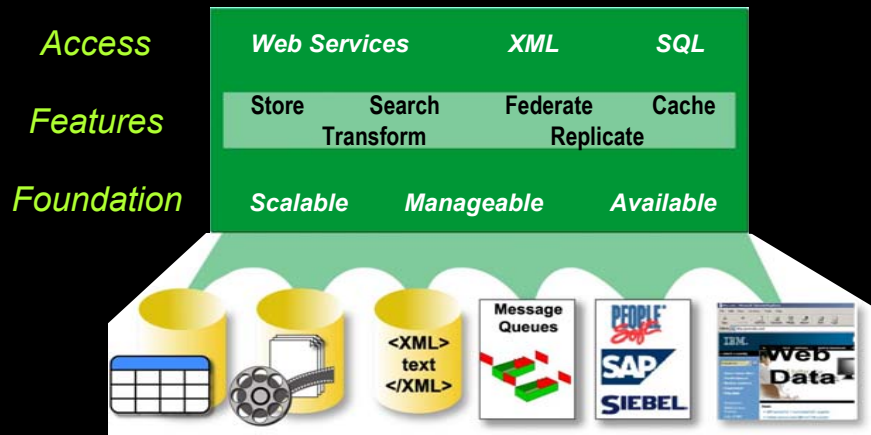
IBM's Business Intelligence Strategy

- **Extend the Value of the Data Warehouse**

- **Deliver Solutions with our Partners to Maximize Growth for our Customers**

- **Move Real-time Business Intelligence Closer to the User**
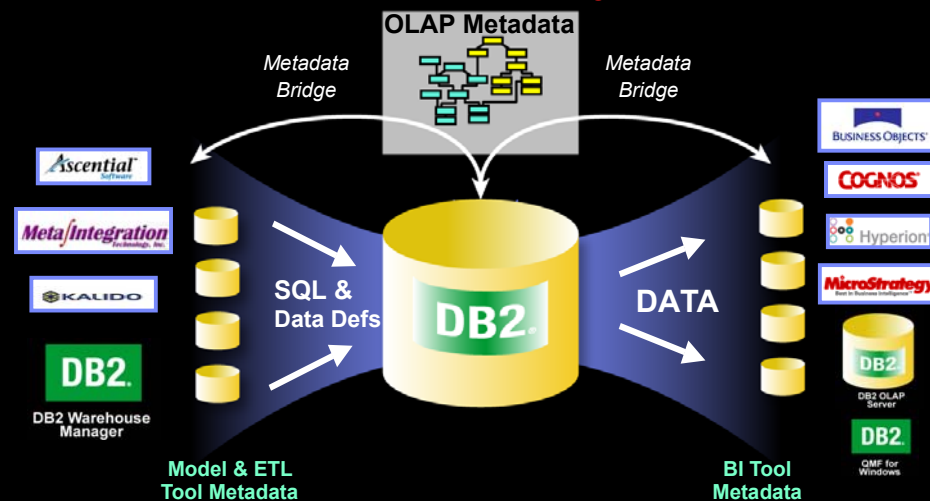
Extending the Value of the Data Warehouse

DB2 Information Integrator
Integrating diverse business information across and beyond the enterprise

Access

Features

Foundation

Web Services	**XML**	**SQL**
Store Search Transform	**Federate Replicate**	**Cache**
Scalable	**Manageable**	**Available**

Message Queues

<XML> text </XML>

PEOPLESoft

SAP SIEBEL

Web Data

DB2 Cube Views
Model Once ... Use Everywhere OLAP

OLAP Metadata

Metadata Bridge   *Metadata Bridge*

Ascential Software

Meta Integration Technology, Inc.

KALIDO

DB2.

DB2 Warehouse Manager

SQL & Data Defs

DB2.

DATA

BUSINESS OBJECTS

COGNOS

Hyperion

MicroStrategy

DB2.
DB2 OLAP Server

DB2.
QMF for Windows

Model & ETL Tool Metadata   **BI Tool Metadata**

DB2 Analytics
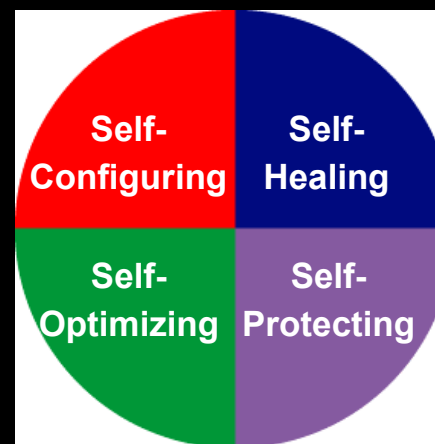*Moving Mining into the Database*

- Operationalizes Data Mining...real-time

- Exploits database's parallel processing

- Executed using SQL, even a simple query tool can become "data mining enabled"

DB2
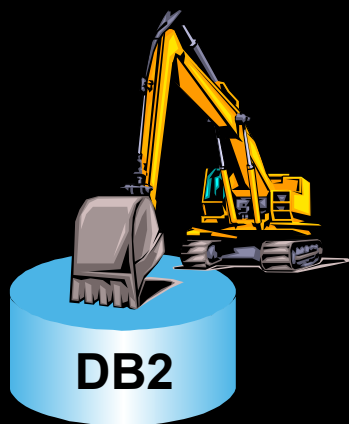
Autonomic Computing
Self Managing Systems

- Adapt
- Discover
- Diagnose
- Act
- Tune
- Anticipate

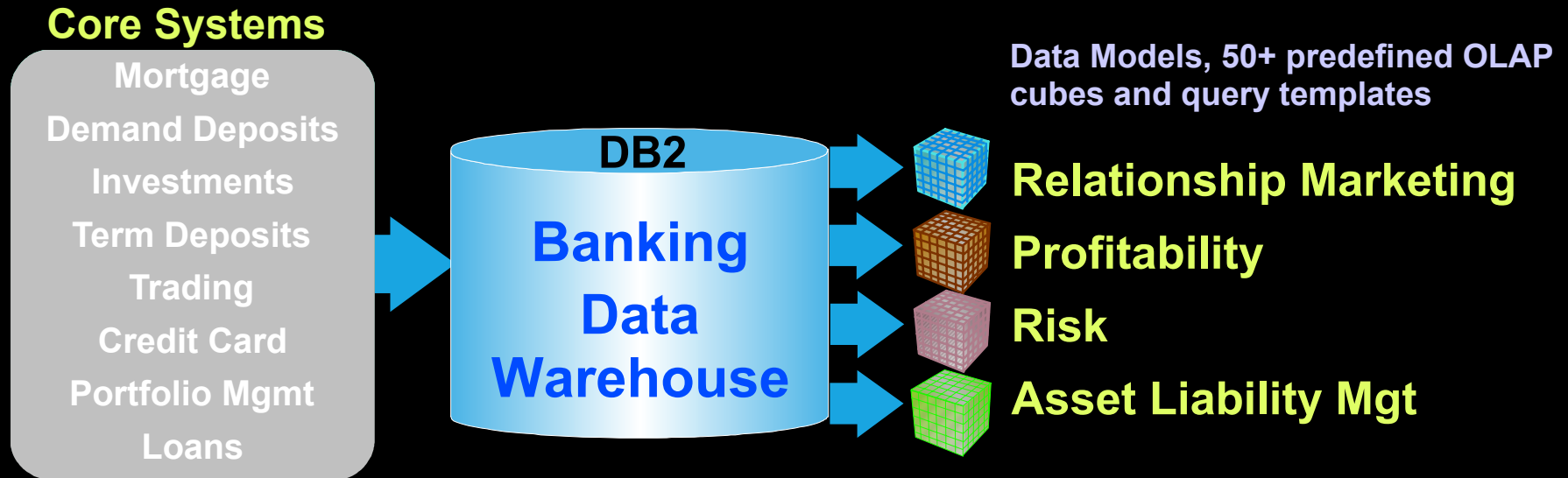|	
Self-Configuring	**Self-Healing**
Self-Optimizing	**Self-Protecting**

Delivering Role Based Solutions with our Partners

- **Financial intelligence and business performance management**

  ► *The "responsive" On Demand enterprise*

- **Marketing intelligence**

  ► *The "predictive" On Demand enterprise*

- **Operations intelligence**

  ► *The "flexible" On Demand enterprise*

- **Human resources intelligence**

  ► *The "adaptive" On Demand enterprise*

- **IT intelligence**

  ► *The enterprise that is "responsive, predictive, flexible and adaptive"*

IBM's Banking Data Warehouse Solution Framework
... accelerated data warehouse, analytics, and business value

Core Systems

Mortgage
Demand Deposits
Investments
Term Deposits
Trading
Credit Card
Portfolio Mgmt
Loans

DB2

Banking Data Warehouse

Data Models, 50+ predefined OLAP cubes and query templates

Relationship Marketing
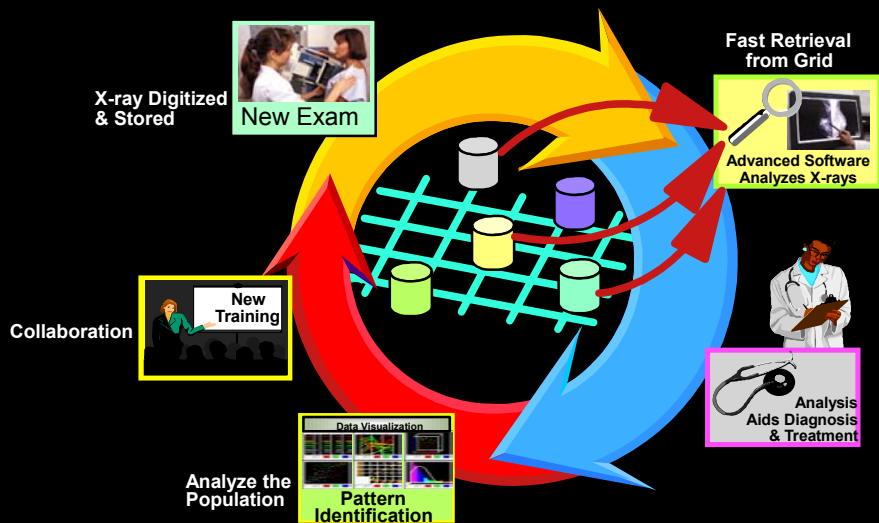
Profitability

Risk

Asset Liability Mgt

Other Business Intelligence Industry Solution Accelerators

- Telco Insight
- Pharma Insight
- Insurance Industry Transformation
- Banking Risk Management
- Utilities Balanced Scorecard
- Enterprise Customer Analytics

- CRM Enterprise Performance Suite
- Workforce Analytics
- Oil & Gas Integrated Planning, Budgeting & Performance Management
- Automotive Early Warning System

Moving Real-time BI Closer to the User

Grid Computing
for Breast Cancer Diagnosis and Screening

X-ray Digitized & Stored

New Exam

Collaboration

New Training

Analyze the Population

Data Visualization

Pattern Identification

Fast Retrieval from Grid

Advanced Software Analyzes X-rays

Analysis Aids Diagnosis & Treatment

Pervasive Business Intelligence
Key Performance Indicators & Portals

WebSphere Portal Server

analytic KPIs

Data Warehouse

WPS v1.2 - The Cutting
File Edit View Tools Help
Back Forward Stop Refresh Home Search History Mail Print
Address: http://azulbeachwear.com

Azul B   Search   03/02/2002   19:29:20
Carol Jones   Customize Home Page   Edit   x Logout

Product count by sales rep

000s	Bikinis	Sandals
Paul Rivot	12	5
Heidi Jones	15	9
Aki Shiseki	21	7
Paulo Costa	8	12
Alain Lot	3	15
Dan Graham	33	6

Returns by value

$ by Region $ by Category

Sales cost analysis

2Q01 3Q01 4Q01 1Q02

prior next Central

Past Due Service Requests

Internet

Extending the Workplace
Connecting Mobile Devices to the Warehouse

DB2 Everyplace Sync Servers

Integrated Cellular

analytic KPIs

Data Warehouse

Cable, Infrared, or Bluetooth to Cellphone

Modem to a Telephone Line
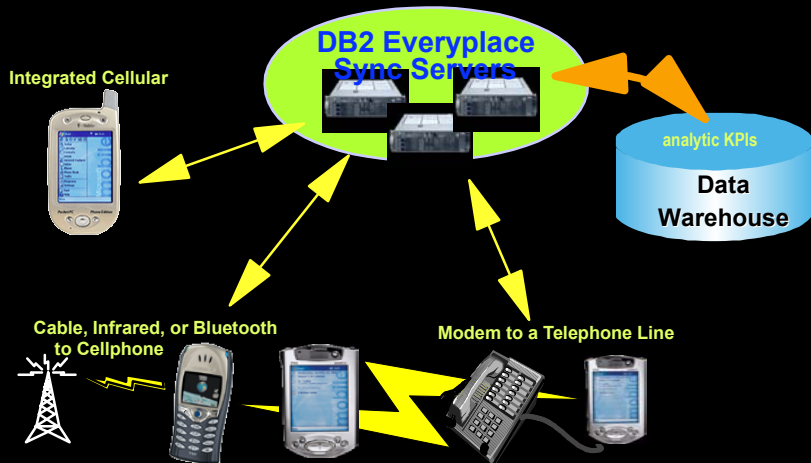
Mining the Web
WebFountain Services Offering

- **Corporate Reputation Management**

- **Buzz Tracking**

- **Market Analysis**

over 581,000 hits on "SARS"

Google Search: sars - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites
Address http://www.google.com/search?hl=en&ie=UTF-8&oe=UTF-8&q=sars&btnG=Google+Search

Google™   Advanced Search Preferences Language Tools Search T
sars   Google Search

Web Images Groups Directory News
Searched the web for sars.
Tip: In most browsers you can just hit the return key instead of clicking on the search button.

Latest CDC info on SARS - Center for Disease Control updates
http://www.cdc.gov   Google Public Service Announcement

IBM's Commitment - BI is a Core Competencyb

► **DB2 Family - 1,700 people in 3 laboratories**
  – BI Portfolio - DB2 & Tools
  – Leading Performance and Scale
  – Cross Platform, Open Standards

► **"Open" - can Partner with premier ISVs**
  – Choice of Industry Leading ISVs
  – 16,000 Partners and 26,000 Applications

► **Innovative Technology**
  – Over 400,000 Customers, 35+ Industry Awards in 2002
  – 7x more DM Patents than in the Industry Combined

► **Strong Ties to IBM Research**
  – $1B+ Invested Annually in BI-Related Research
  – Constant Innovation, Eye on the Future

► **Leading Business Intelligence Consulting Practice**
  – 2000+ BI Focused Consultants
  – Certifications, Methodologies, Intellectual Capital, Industry Data Models
  – Enhanced by Acquisition of PWC-Consulting
  – Focus on "getting value" from the data

► **Server Group - pSeries Leadership for BI**
  – BI Center of Competence

Agenda Day 1

- Information on Demand
- BI Past, Present and Future
- Bank of Montreal
- BI Reference Architecture
- OMC Card Company
- Roundtables
- Dresdner Bank
- BI Best Practices
- Scalability: Architecting for Growth
- Wrap Up
- Dinner

- Karen Parrish
- Barry Devlin
- Kevin Butcher
- Larry Gosselin
- Hiroyuki Namiki
- Marc Teerlink and Team
- Achim Wagner
- Mark Ramsey
- Glen Sheffield
- Karen Parrish
- All

Agenda Day 2

- BI Software Strategy
- Meet the Labs: Session 1
  - ► DB2 Cube Views
  - ► Information Integrator

  - ► Data Warehouse Edition

- Meet the Labs: Session 2
- Roundtables
- The Home Depot
- Migrating to DB2 V.8
- Meet the Labs: Session 3
- Closing
- Gala Dinner

- Anant Jhingran
- Eileen Doherty
  - ► Gary Robinson
  - ► Nelson Mattos
  - ► Bill O'Connell
  - ► Yannick Barel
  - ► Dan Graham
  - ► Anant Jhingran
- Labs Team (above)
- Marc Teerlink and Team
- Kevin Murphy
- Bill O'Connell
- Labs Team (above)
- Karen Parrish
- All

It's Show Time!