



Charting the course for Business Innovation

Gail West, Certified IT Specialist

Meet Gail

With a decade of Services experience, Gail West has charted the course to a unique understanding of all things DB2. From migrations to upgrades and performance tuning, Gail has directed countless successful DB2 projects.

Gail explains how customers are benefiting from the expertise of IBM Software Services consultants.

“ Combine product **expertise** with a **dynamic approach**. ”



How Gail led the way to a new data warehouse at a growing retail company

When Gail began planning a migration project at an emerging North American retail company, she knew she was in a position to make an impact. Working as a technical lead, Gail directed the migration of an old data warehouse while adding new functionality to create a new and improved data warehouse. Project accomplishments included:

- Upgraded business systems and improved processes to better handle organizational growth
- Completing the migration on schedule, when migration deadlines continuously slipped in previous years. This ensured minimal business impact and downtime

- Saving money by using IT equipment the customer had previously purchased, but never used. After involving Gail, the company successfully migrated after spending millions of dollars and years of work trying to do it themselves

Gail's Approach to Migrations

Combine product expertise with a dynamic approach

- When scoping out a new DB2 project, Gail's expertise is invaluable. She knows the best way to leverage the features and functions of DB2 for better business value, and how to avoid risks along the way. Gail pairs this knowledge with a dynamic approach to each project, investing fully in her customer's success.



Listen, listen, listen

- Gail's ability to navigate through the gaps between the initial goals and the customer's actual needs enable her to deliver results that meet the customer's expectations.

Create IT innovation by offering training

- As a Services consultant, Gail gets a unique look at the IT skills developed within an organization. By recommending training solutions during her customer engagements, Gail facilitates more IT innovation within the organization—ensuring staff are fully equipped to maintain and run the new IT systems she has implemented.

**“ Reinforce
project expectations.
Invest
in the customer. ”**

Gail's Philosophy

Start charting a course for business innovation with DB2

- Lead the customer to success by helping them realize the business value of technology. Share the customer's vision for success to help them strategically manage information for better business value for the customer's database environment

Reinforce project expectations.

- Throughout the project, customer expectations must be revisited at regular intervals to ensure that the project is meeting the customer's business and technology objectives.

Invest in the customer

- Don't just implement a short-term technology fix, build a long-term business solution. Think beyond the current engagement to invest in the customer's ongoing business plan to drive future business success

Software Services and our Strategic Advantage

When engaging with an Information Management Software Services Consultant, you benefit from their deep product expertise, wide breadth of knowledge built from working on countless customer engagements and ability to look at your business from a fresh perspective to suggest solutions that will make your business more strategically competitive. Rely on Software Services to chart your course to better business value.

Gail's Background



Gail came to IBM through Informix, where she held a very similar services-oriented role.

Hobbies

When Gail is not onsite at a customer location, she enjoys traveling the globe and enjoying symphony and theatre performances with her son. Gail also has a passion for reading a wide variety of books from historical accounts of World War II to the stories of Mount Everest.