



## IBR Data volume is exploding... As of December 2008, Yet businesses still struggle the global monthly Internet traffic is Lack of Insight estimated to be 5 to 8 One in three managers frequently make exabytes. Volume of Digital Data critical decisions without the information As of May 2009, the size they need of the World's total Digital content has been roughly estimated to be 500 **Inefficient Access** billion gigabytes, or 500 One in two don't have access to the exabytes. information across their organization needed to do their jobs By 2013, annual global ety of Informati IP traffic will reach twothirds of a zettabyte or **Inability to Predict** 667 exabytes. Three in four business leaders say more predictive information would drive better Internet video will . decisions generate over 18 exabytes per month in of Decis 2013 Source: Wikipedia 3/2010 Source: IBM Institute for Business Value © 2010 IBM Corporation

































	LEM
Benefits of a DB2 for z/OS Warehouse	
<ul> <li>Blurring of distinction between warehousing applications and OLTP         <ul> <li>Users demanding reliable access to reliable data from multiple sources</li> <li>Global competitiveness requires 24 x 7</li> <li>Evolving demand for real time or near real time</li> </ul> </li> </ul>	
<ul> <li>Operational and datwarehouse data together means         <ul> <li>Reduced complexity</li> <li>Reduced cost</li> <li>Shared processes, tools, procedures</li> <li>Streamlined compliance and security</li> </ul> </li> </ul>	
<ul> <li>Significant DW capabilities in V10 make DB2 competitive</li> <li>DB2 VUE</li> </ul>	
<ul> <li>zIIP specialty engine allows for IT optimization</li> </ul>	
<ul> <li>Unprecedent query performance with SAO appliance</li> </ul>	
<ul> <li>Bundled offering with ISAS 9600</li> </ul>	
<ul> <li>Better leverage System z skills and investment</li> </ul>	
<ul> <li>No other solution can match the qualities of service of z</li> </ul>	
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