

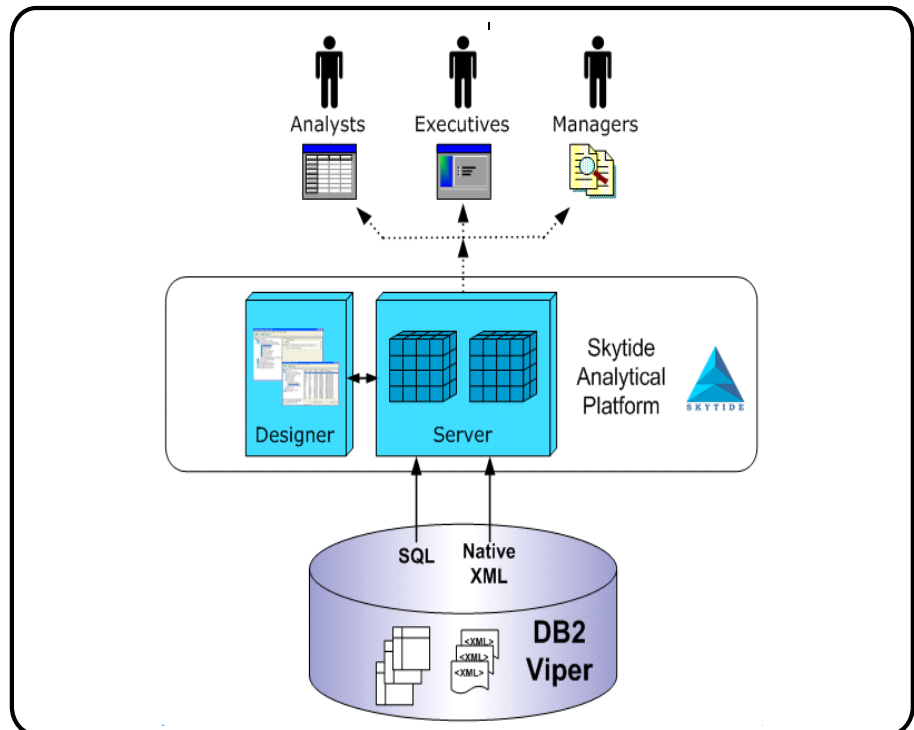
## Skytide Enables XML Business Analytics on DB2® Viper

### HIGHLIGHTS

- **Business Need**  
*Rapid, flexible analysis of structured and unstructured data to improve business performance and respond quickly to ever-changing markets and customer needs.*
- **Why IBM?**  
*Only native XML support in DB2 Viper and Skytide allows businesses to analyze XML and non-XML information in its original format without requiring custom development efforts.*
- **Solution**  
*The Skytide Analytical Platform, combined with IBM DB2 Viper, enables analysis of all data – complex, dynamic, structured, or unstructured. Together, Skytide and DB2 Viper create a fast, flexible, and comprehensive resource for business intelligence.*
- **Benefits**  
*Greater insight through unified multidimensional analysis of XML data and other complex data formats.*

*Easily updated models and rapid time-to-analysis accommodate dynamic business needs.*

*An open, standards-based platform leverages existing investments and delivers reports in familiar desktop tools.*



Entirely new sources of information are changing how businesses are managed. The majority of this information is locked in unstructured data sources such as XML that cannot be understood by conventional business intelligence systems. The ability to analyze a combination of XML and relational data is critical to rapidly extracting insight from this new business data. Skytide and DB2 Viper provide the unique data analysis capabilities required to analyze all available information and keep up with the rapid pace at which markets and customer needs are changing.

*“The powerful combination of IBM’s industrial-strength DB2 Viper for native XML and Skytide’s ability to transform XML data into actionable business intelligence paves the way for widespread adoption of XML.”*

*- Joseph Rozenfeld, VP of Products, Skytide*

## A Leap Forward for Business Analytics

Skytide is revolutionizing business analytics in three critical ways:

- By delivering analysis across all enterprise data regardless of its format and complexity
- By delivering faster, more flexible analytics for business users
- By enabling new types of analysis in dynamic and complex environments

### Analyze All Enterprise Data

Skytide uses XML to understand disparate, complex data sources as a single multidimensional model. Skytide adds previously hidden gold mines of unstructured data sources – such as website traffic logs, email, and call center records – to traditional structured information sources such as transaction systems.

Skytide supports the Native XML features in DB2 Viper to take advantage of analytical source data in its repository. The Skytide multidimensional modeling and querying engine extends the XQuery- and SQL-based standard query capabilities of DB2 Viper.

### Deliver Faster, More Flexible, Analytics

Unlike traditional business intelligence (BI) solutions, Skytide allows business users and decision makers to develop and revise analysis and reports quickly and easily across multiple, diverse data sources and complex data formats with very little IT support. Traditional shredding of XML data into relational tables is time-consuming and error-prone and requires manually structuring the data and then worrying about its

completeness, fidelity, and usefulness for analysis.

Skytide instead uses a patented XML analysis technology that enables users to create analytical models in a simple one-step process directly from data sources, which lets users focus on harvesting critical insight from the data quickly and with unprecedented flexibility.

### Perform New Types of Analysis

The XML, XPath, and dimensional modeling technology underpinnings allow Skytide to apply unique analytical techniques, such as “Path Analysis” and “Entity Matching,” to common business analysis. For example, Path Analysis tracks a series of related user actions across contact channels such as email, phone, and websites, to provide understanding of underlying customer behavior and to explain why customers bought a particular product, instead of just what they bought.

The combination of Skytide and DB2 Viper unite best-of-breed XML analytics with a powerful native XML and relational storage system to enable a new breed of business analysis applications. Skytide with DB2 Viper provides insight into customer behavior that improve loyalty and lifetime value, and visibility into business operations that reduce operating costs and business risk.

*For further information visit:*

[ibm.com/db2/xml](http://ibm.com/db2/xml)  
and,  
[www.skytide.com/db2](http://www.skytide.com/db2)



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