



Data Growing Out of Control? Optimize Your Archival Strategy with InfoSphere Optim

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InformationOnDemand**India2011**

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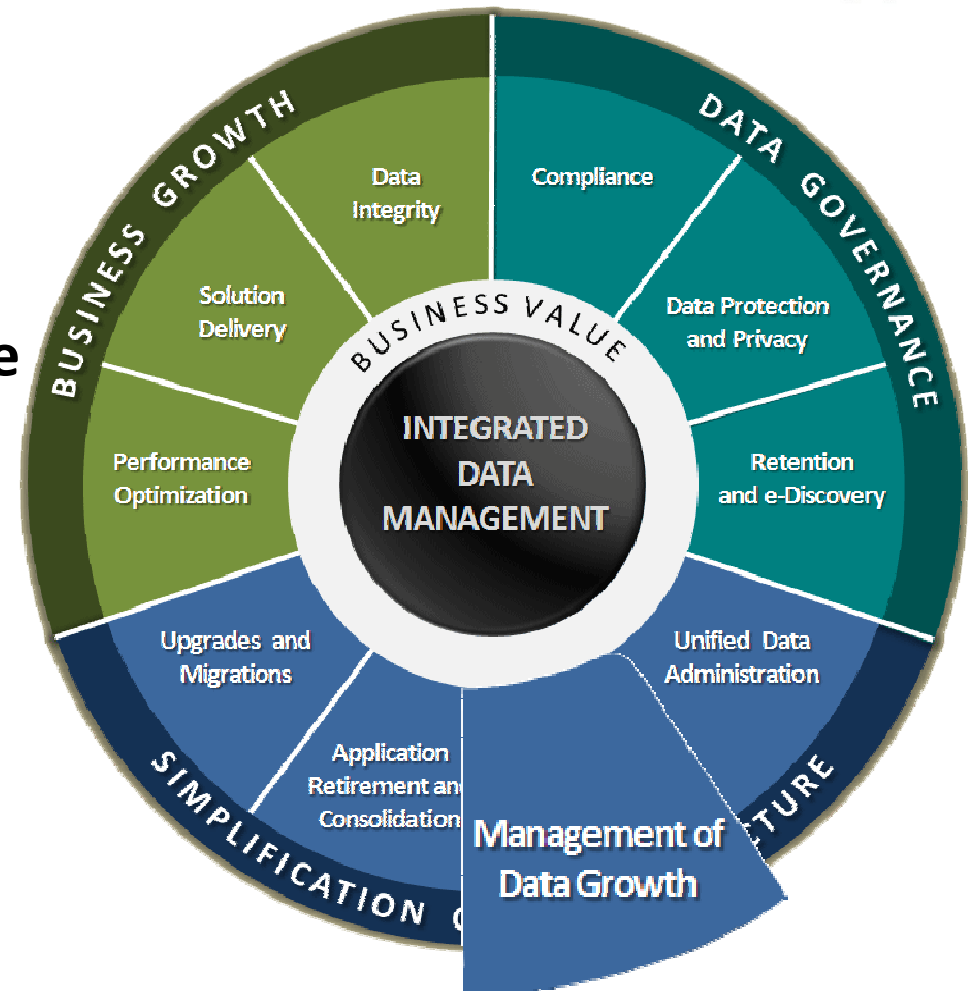
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Hyatt Regency | Mumbai, India

The Pressures on Business Today



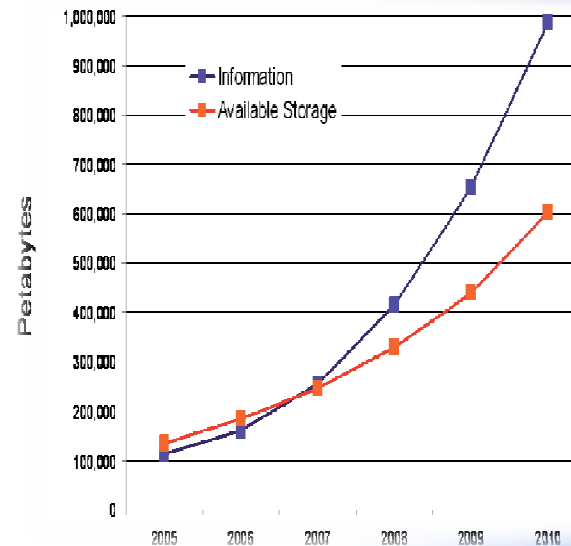
- **Business Growth**
 - Increase revenue
 - Retain customers
 - Enter New markets
- **Simplification of Infrastructure**
 - Reduce cost
 - Reduce of overhead
 - Centralize shared services
- **Data Governance**
 - Adhere to regulations
 - Risk Mitigation





The Problem: Information Exceeds Storage Capacity!

- Mergers & acquisitions
- Organic business growth
 - eCommerce
 - ERP/CRM
- The digital revolution
- Records retention
 - Basel II
 - SOX
 - Euro-SOX
- Data multiplier effect
- ***Forrester estimates that 85% of data stored in databases is inactive***
- ***Forrester estimates that, on average, data repositories for large applications grow by 50% annually (structured data)***



* Sources: Noel Yuhanna, Forrester Research, Database Archiving Remains An Important Part Of Enterprise DBMS Strategy, 8/13/07 and Noel Yuhanna, Forrester Research, Database Archiving Remains An Important Part Of Enterprise DBMS Strategy, 8/13/07





How Does Archiving Impact Cost?

Moving inactive data to another instance or archive system not only makes production databases more efficient, but it also lowers **cost**. Large databases also drive up hardware **cost**, database license cost, and general administration effort.

Noel Yuhanna, Forrester Research

“Database Archiving Remains An Important Part Of Enterprise DBMS Strategy”, 8/13/07




Improved database and application performance, as well as reduce infrastructure **cost**, can be achieved through database archiving.

Carolyn Dicenso and April Adams, Gartner

“Archiving Technology Overview”, 2/6/07




Challenges associated with Data Growth



Business

- Performance degradation
 - ▶ Key business processes - payroll, shipping, financial period close, information reporting - not being completed on time
 - ▶ Applications not available when customers want to do business with you
- Regulatory compliance
 - ▶ Data retention (Sox, Euro-Sox, J-Sox)
- Budget Pressures
 - ▶ Increased hardware storage costs due to growing data



IT

- Storage cost spiral
- Deteriorating service levels
 - ▶ Customer & employee complaints
 - ▶ Increased fire fighting
- Increased maintenance burdens
 - ▶ More time spent on tuning and partitioning
 - ▶ Longer backup windows
- Batch window creep



Solution Requirements



- Complete business object archiving
- Federated Environment
- Archive to selected target format
 - Compressed, indexed file
 - XML file
- Implement tiered storage strategies to minimize costs
- Native Application access (Siebel, PeopleSoft, JD Edwards, E-Business Suite)
- Application Independent access (Original app/version is not needed)





How Does Archiving Improve Performance?

- **Improved Availability**
 - No downtime caused by batch process overruns
 - Uptime during crunch time
 - Meet SLAs
- **Speeding Backup and Recovery**
 - Bring up important/recent data first
 - Bring up older/reference data as conditions permit
- **Improved Application Performance**
 - One of the most understated benefits to archiving
 - Longest and most lasting benefit





How can I save money by Archiving Data?

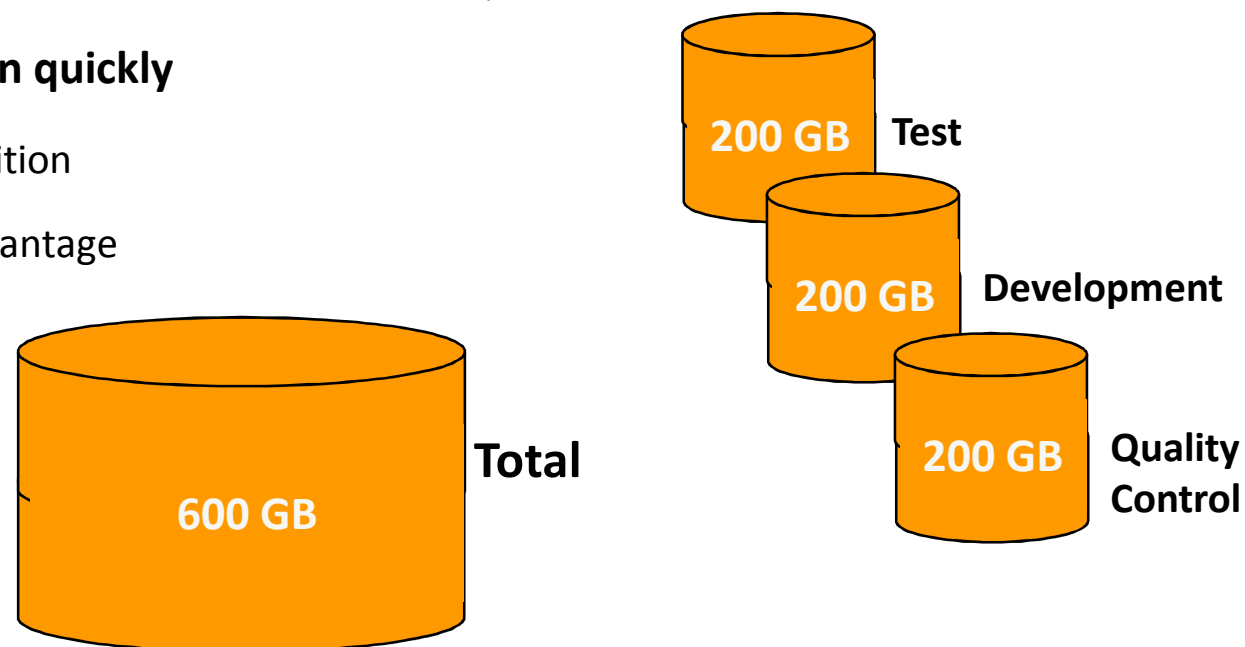
- **Storage**
 - Through Information Life Cycle Management (ILM)
- **Administrative costs of data management**
 - Software license fees
 - Labor to manage data growth
 - DBA
 - System/Storage Admin
- **Reduction in processor upgrades**
 - More MIPS/processors required to process large data repositories





Reducing Data Size Improves Upgrades & Migrations

- **Important for packaged applications space** (Siebel, Peoplesoft Enterprise, Oracle E-Business, JD Edwards EnterpriseOne, Amdocs, etc.)
- **Reduce time allocated for database conversion**
- **Reduce downtime during transition**
 - One recent client stated 1 hour downtime = \$5M
- **Deploy new version quickly**
 - Revenue recognition
 - Competitive Advantage



Benefits of Optim Data Growth Solution



Business

- Improve application performance by archiving historical data from the production database(s)
- Ensure consistent performance to Service Level Agreements, thereby maintaining customer & employee satisfaction
- Reduce operating expenses associated with storage costs

IT

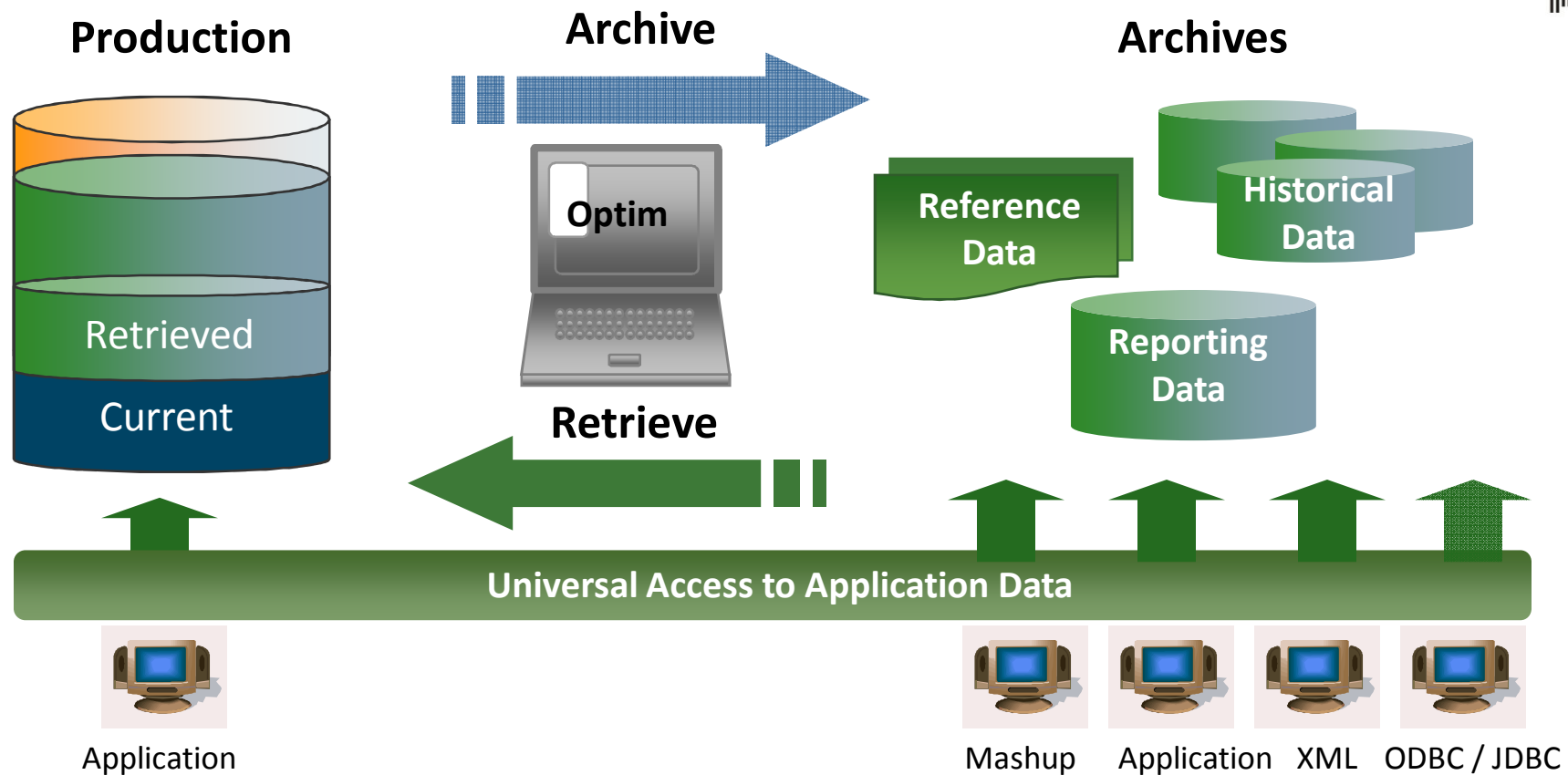


- Maintain production database size at desired level to streamline routine maintenance, mitigate need for continual performance tuning
- Complete batch processes on time, reduce risk of unplanned downtime
- Reallocate existing storage hardware to reduce costs





Optim™ Data Growth Solution: Archiving



- Complete Business Object provides historical reference snapshot of business activity
- Storage device independence reduces storage costs
- Immutable file format enables data retention compliance



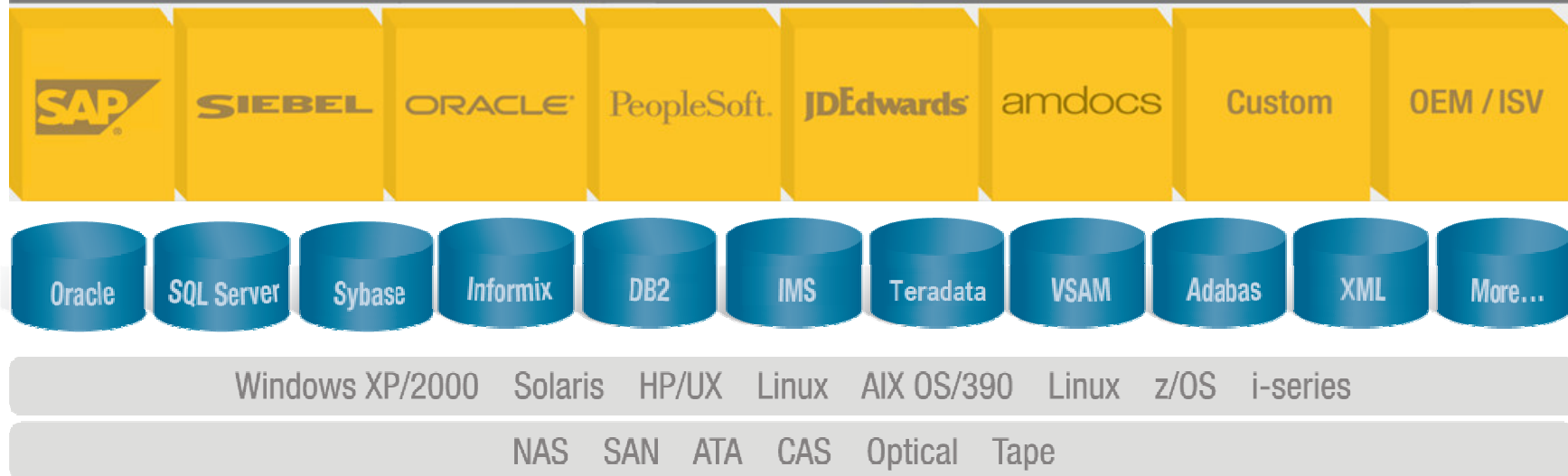


Enterprise Environments

IBM Integrated Data Management

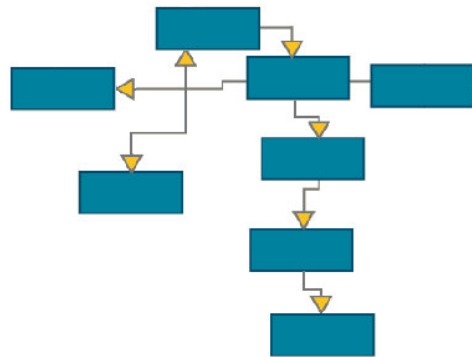
Database Design, Development & Administration, Data Growth, Data Privacy, Test Data Management, Application Upgrades & Retirements, Data Retention & E-Discovery

Enterprise Environments

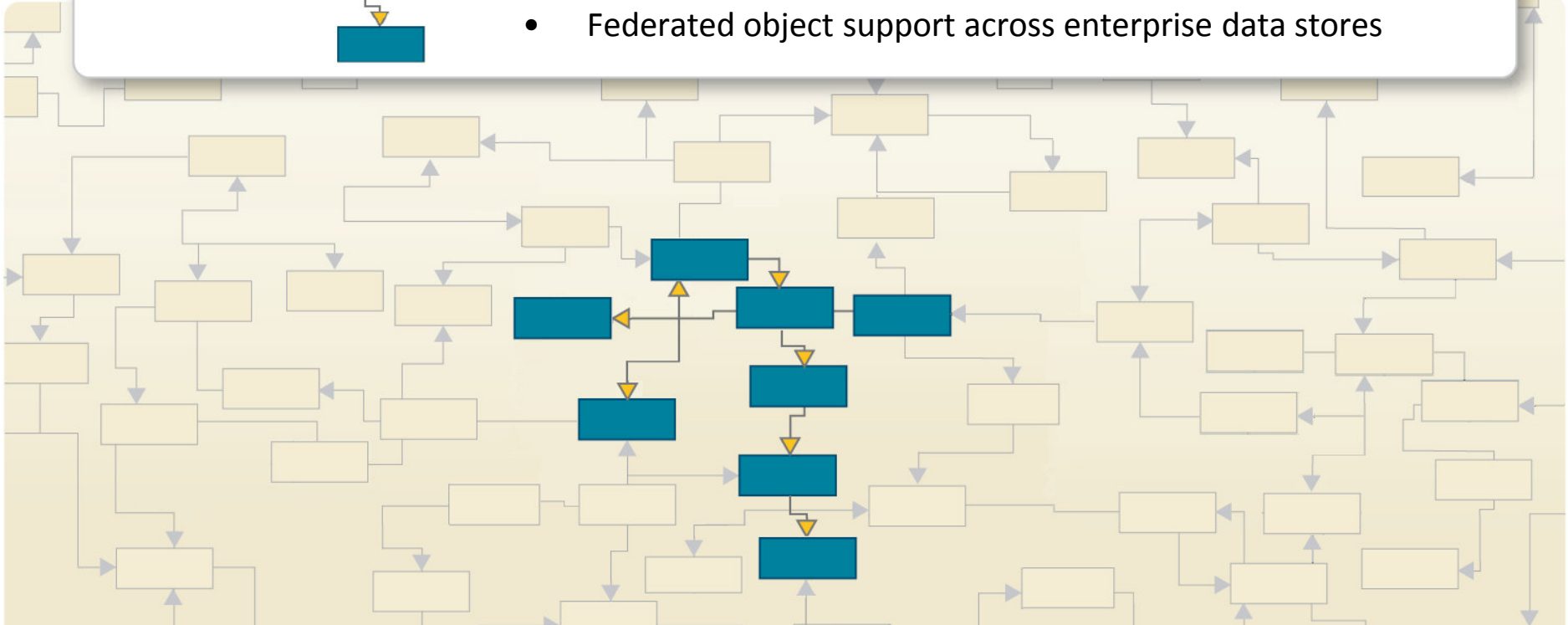


Archive the Right Set of Data

Referential Integrity – the Complete Business Object



- Represents application data record – payment, invoice, customer
 - Referentially-intact subset of data across related tables and applications; includes metadata
- Provides “historical reference snapshot” of business activity
- Federated object support across enterprise data stores





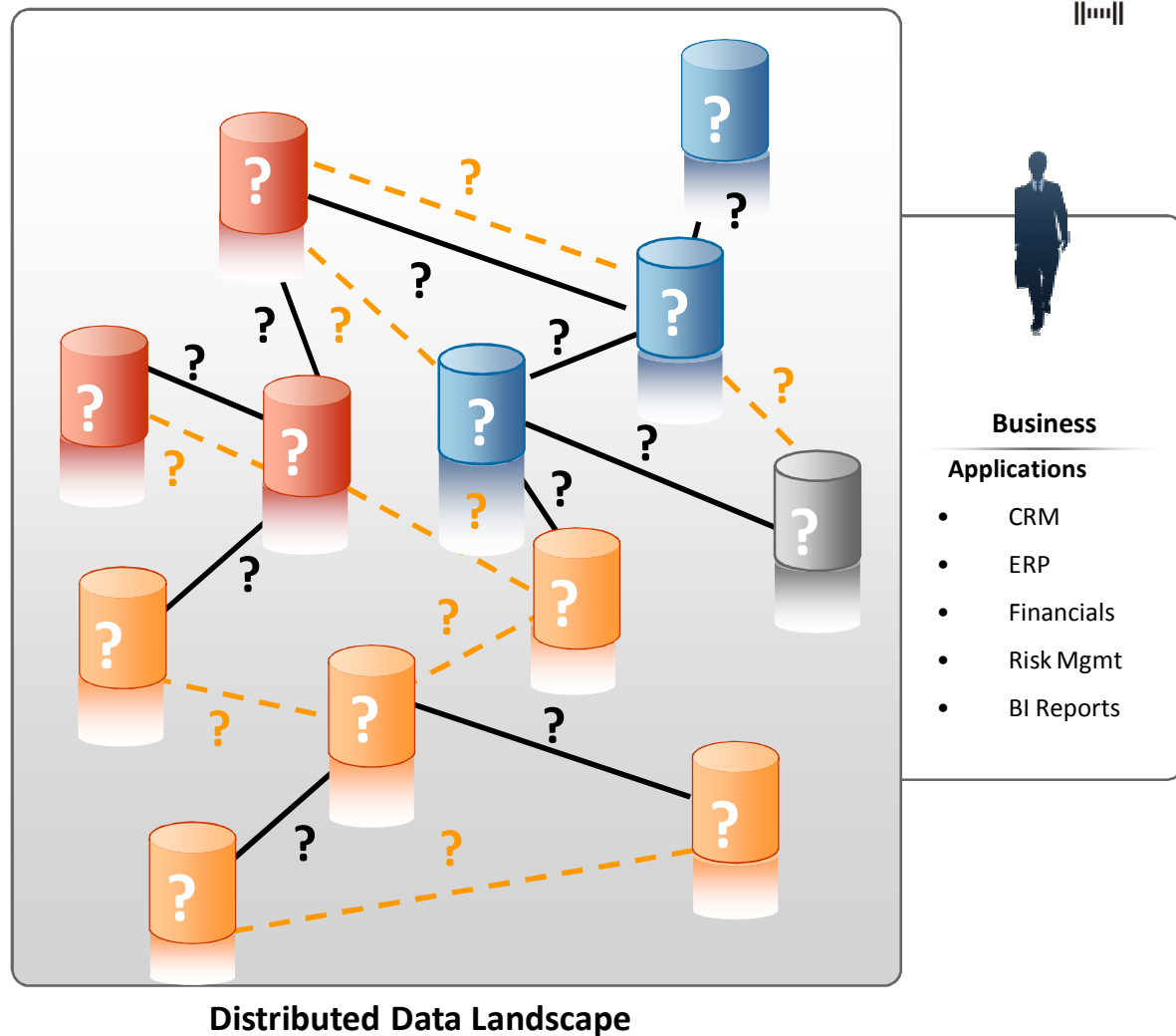
But, You Can't Manage What You Don't Understand

- **Distributed Data :**

- Grows exponentially
- Increasingly distributed
- Poorly understood

- **Problems:**

- Poor understanding = Poor IT Agility
- Poor understanding = Poor data governance
- Poor understanding = Bad data = Bad business decisions

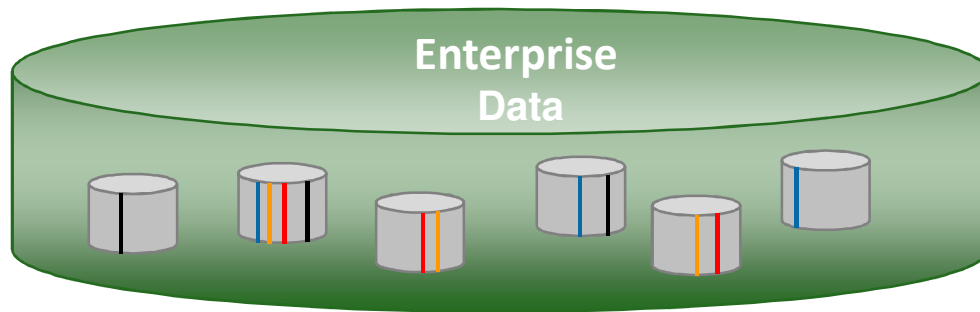


IBM InfoSphere Discovery

Automatically Discover Business Objects



- Full range of data analysis capabilities to capture these hidden correlations and bring them clearly into view
- Data discovery and cross-system overlap analysis of up to 20 systems simultaneously
- Automated Primary/Foreign Key and Business Object discovery through data analysis

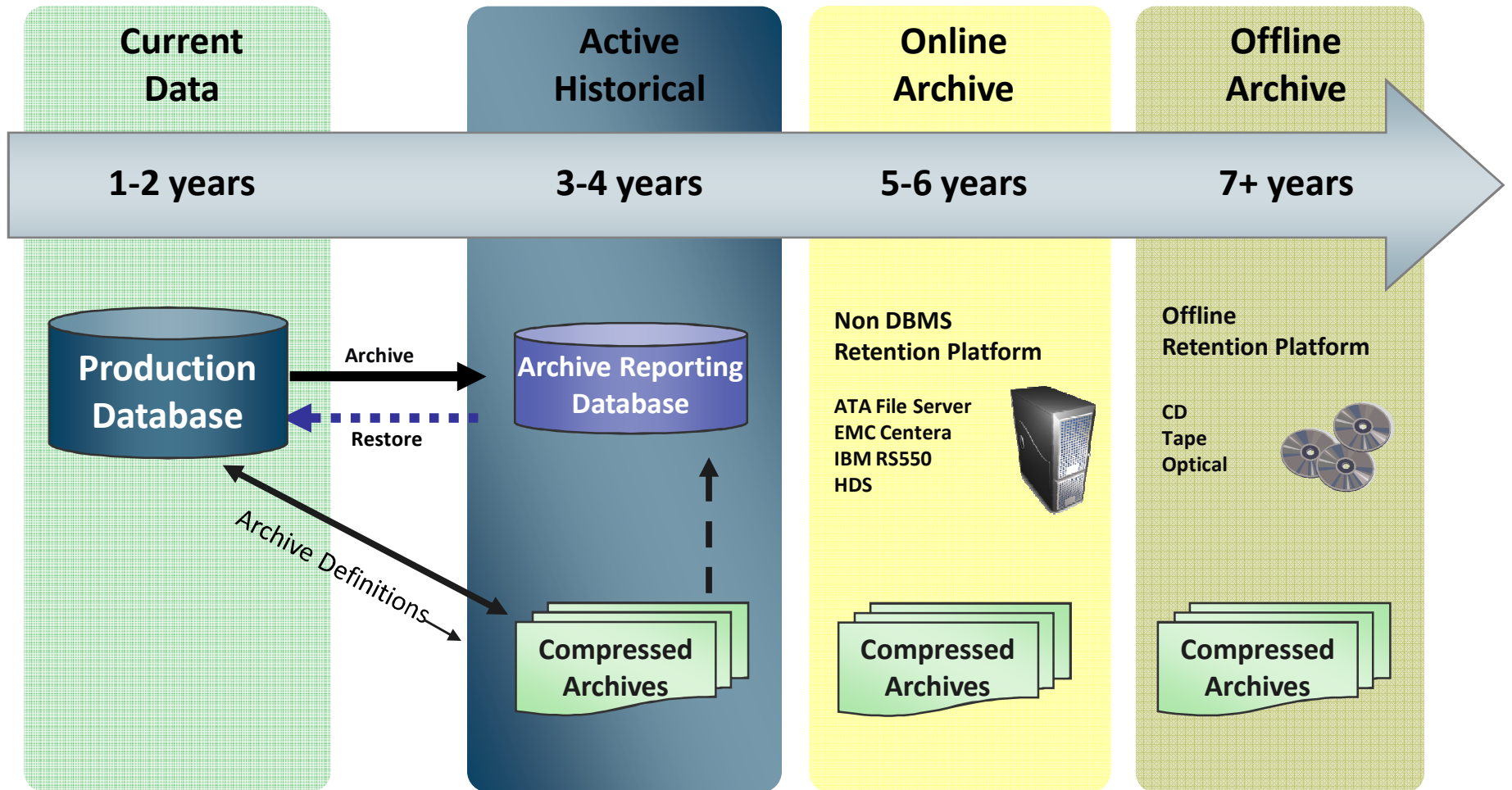


What is unique?

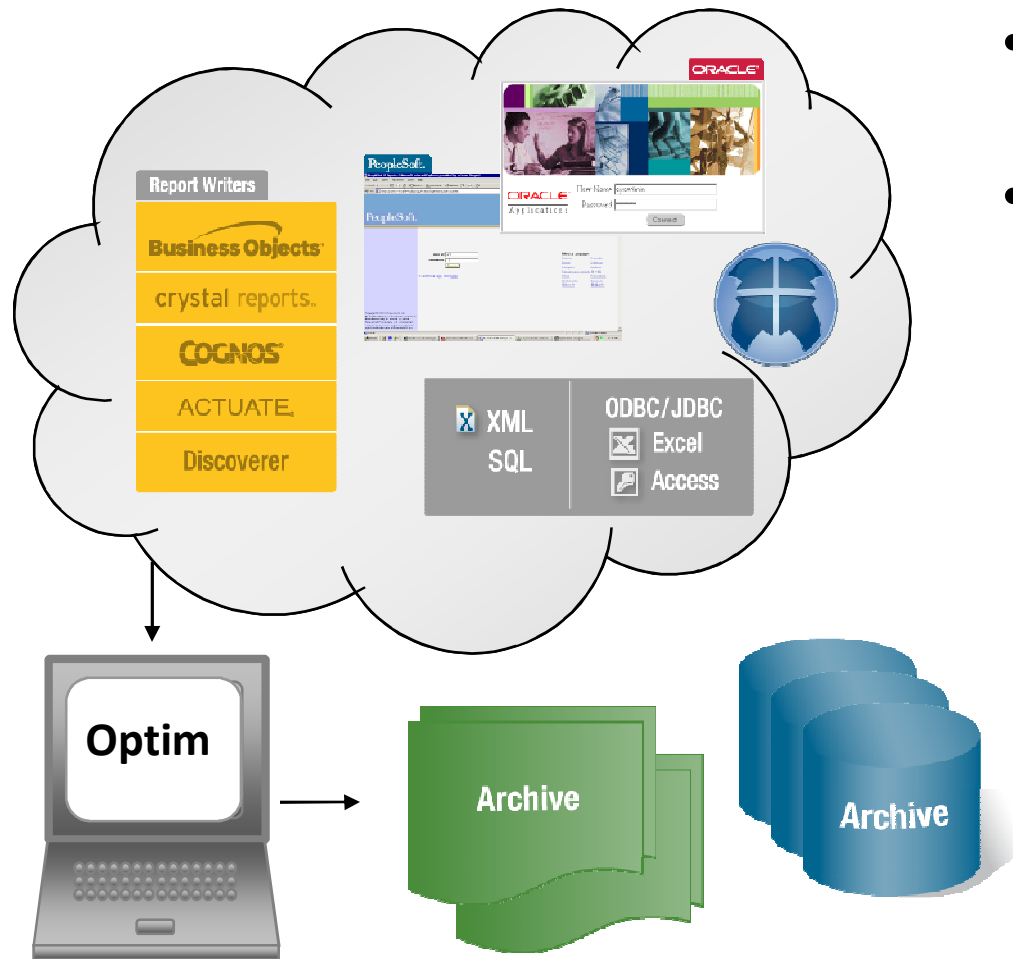
Only solution on the market that automatically discovers primary foreign keys, business entities, and performs cross-source analysis



Have a Storage Plan for the Entire Lifecycle of Data Store in Any Environment



Universal Access



- Native application access
 - Familiar screens and processes
- Application independent access
 - Industry standard methods: SQL, ODBC/JDBC, XML
 - IBM Mashups
 - Portals
 - Report writers: Crystal Reports, Cognos, Business Objects, Discoverer, Actuate
 - Desktop formats: Excel, CSV, MS Access
 - Database formats

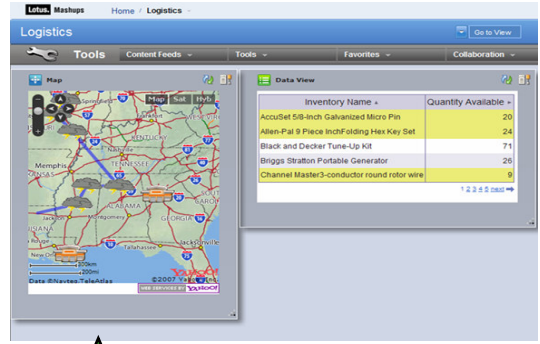
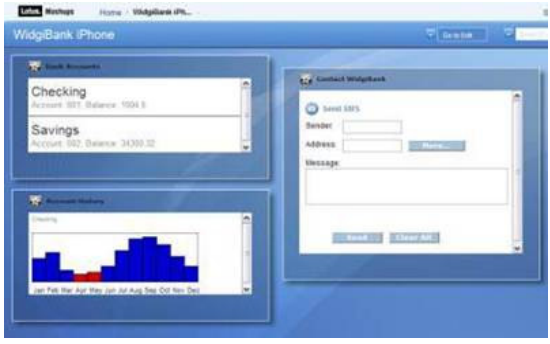
Access Any Record, Anytime, Anywhere!





Mashup Optim archives for more than just reporting

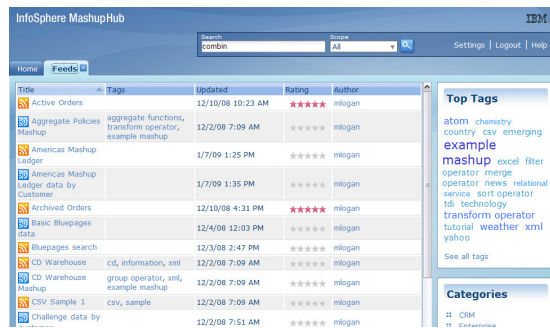
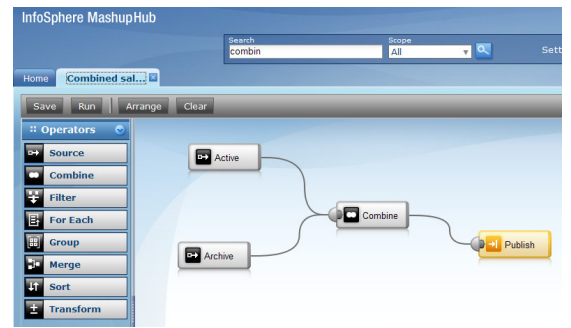
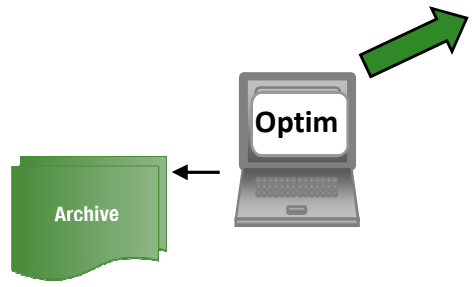
- A “mashup” is a lightweight web application created by combining information or capabilities from more than one existing source to deliver new functions & insights.
- Optim archive data can easily be used in mashups



Combine, transform, filter, etc. to tailor it to a specific use

‘Mash’ it together with other internal/external data to provide a full business application

Create feeds from archive data



Catalog in a common repository so it can easily be found and used when needed



Client Success: Data Growth



About the Client

Largest Operator of
Department Store Jewelry
Departments in the United
States

Industry

Retail & Manufacturing

Annual Revenue

\$900 Million

Application

Custom Application

Solution

Optim™ Data Growth Solution

- **Challenges:**

- Improving application performance and service levels to customers, merchants, sales associates and internal business users
- Reducing costs for increased processing and storage capacity required to accommodate significant database growth
- Eliminating application downtime and outages during daily operations and especially during peak buying seasons

- **Client Value:**

- Improved response time for targeted processes by as much as 60 percent or more
- Reclaimed over 100 GB of high-priced storage capacity during initial archiving, resulting in savings estimated at \$1.8 million dollars in projected 5-year IT capacity expansion costs
- Increased system availability resulting from shorter batch processing windows and reduced downtime
- Achieved predictable scheduling to increase “open-for-business” hours for expanded revenue generating opportunities and customer service





Client Success: Data Growth

About the Client

Health Insurance

Industry
Insurance

Annual Revenue
\$522 Million Annually

Application
Custom Insurance Applications

Solution
Optim™ Data Growth Solution

- **Challenges:**

- Managing capacity planning and controlling increasing storage costs resulting from exponential business growth and increased data volumes across critical business applications
- Meeting SLAs to support enterprise business activities by improving service levels for customer inquiries, reporting and transaction processing degraded by storing 14 years of historical data online
- Ensuring compliance with data retention and privacy regulations by implementing data management and storage strategies that embrace data lifecycle best practices

- **Client Value:**

- Achieved full ROI based upon storage savings of 600,000 to 720,000 USD per year and looking to further improve storage management planning by reducing data growth by 50 percent
- Derived noticeable benefits from improved response time, shorter batch windows and faster processing times by implementing database archiving to manage historical transactions
- Implemented an information lifecycle management approach and tiered storage strategies for managing enterprise data, by adopting international best practices that support data retention and privacy compliance initiatives





Summary

- Databases are growing at an unprecedented rate
- Cost of storing data increases as the data grows
- The larger the database, the slower the performance
- Archive historical data to reclaim capacity, improve performance
- **Prevent data growth from impairing business results**
- Automate Business Object Discovery to gain new Data Insights, Ensure Accuracy and Speed Implementation
- Control database size at desired level
- **Minimize storage footprint, cut costs**
- **Streamline routine maintenance**





Thank You

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