



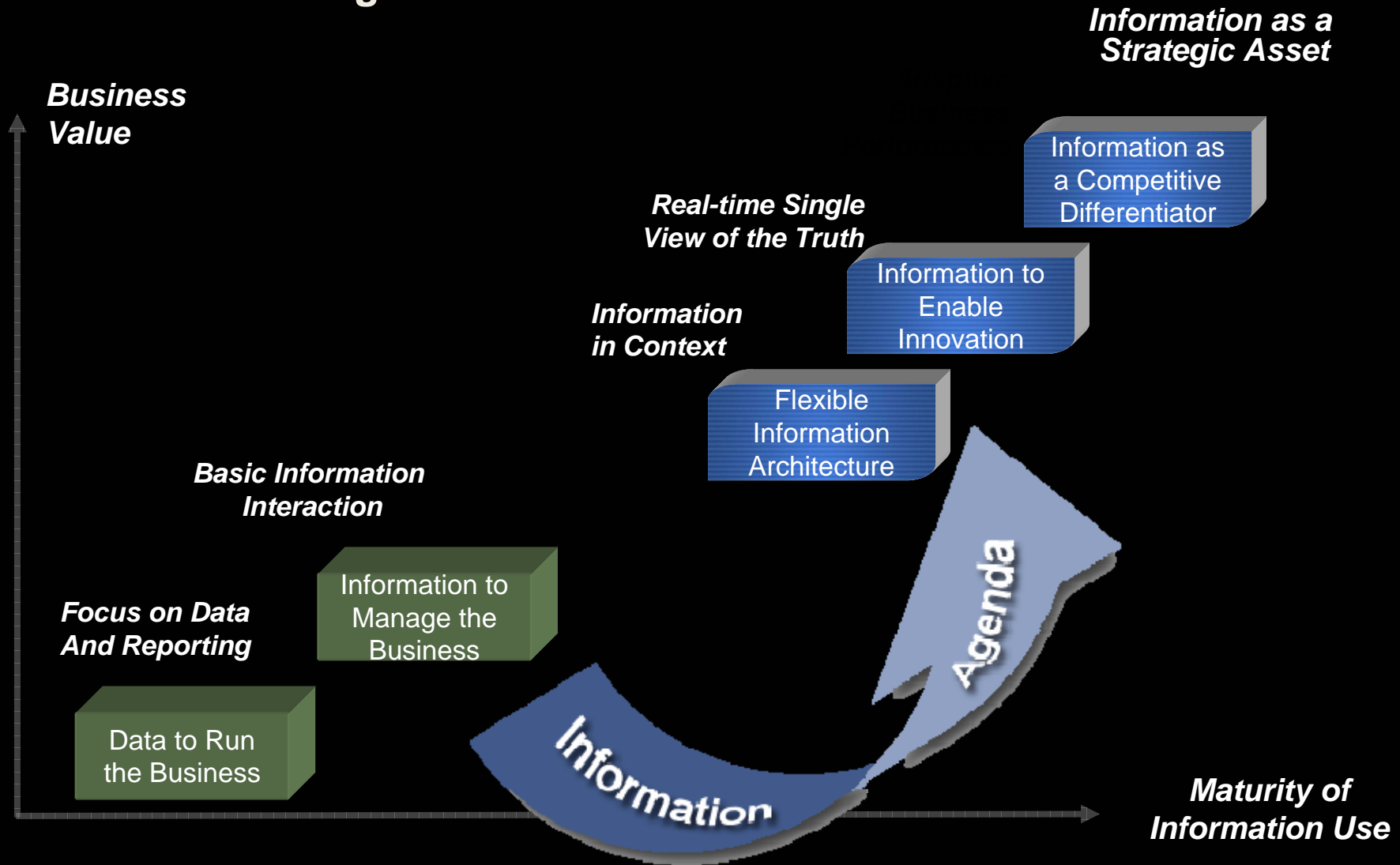
Creating an Information Agenda for Value Today

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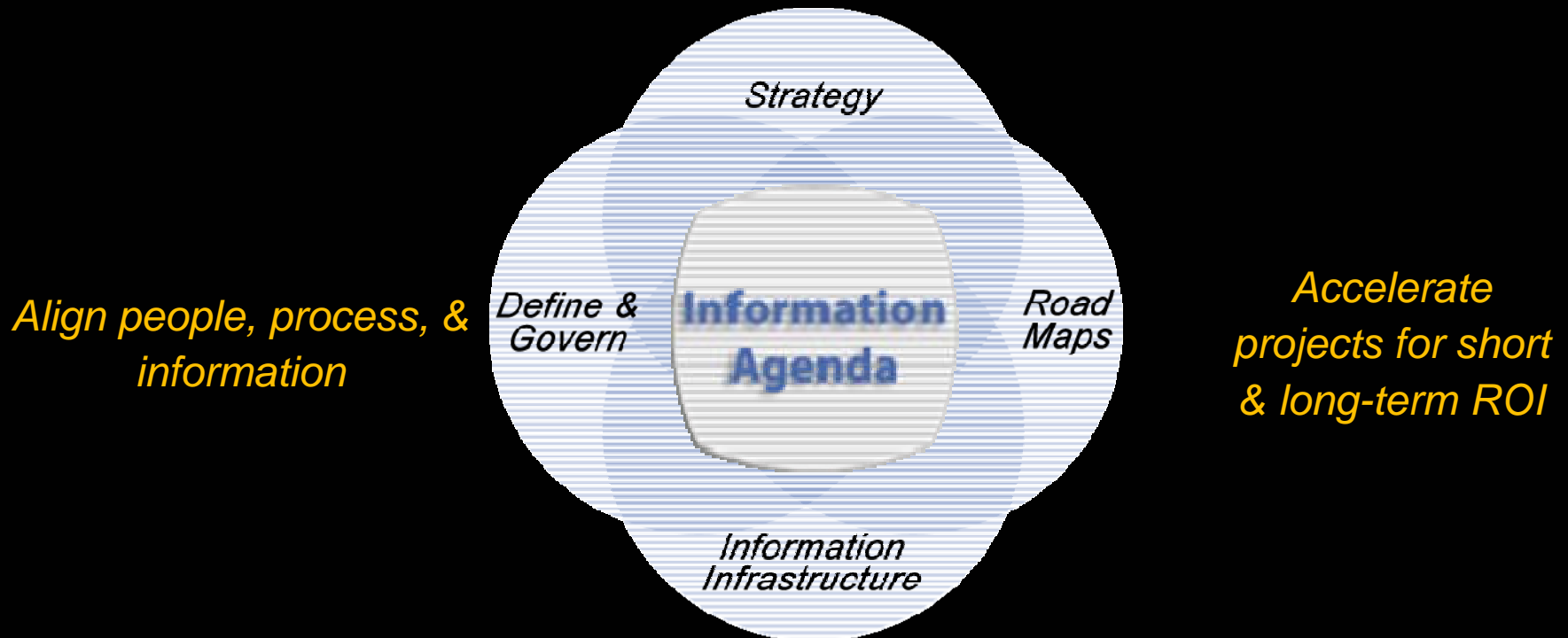
Bridging the Gap

The road to becoming a smarter business



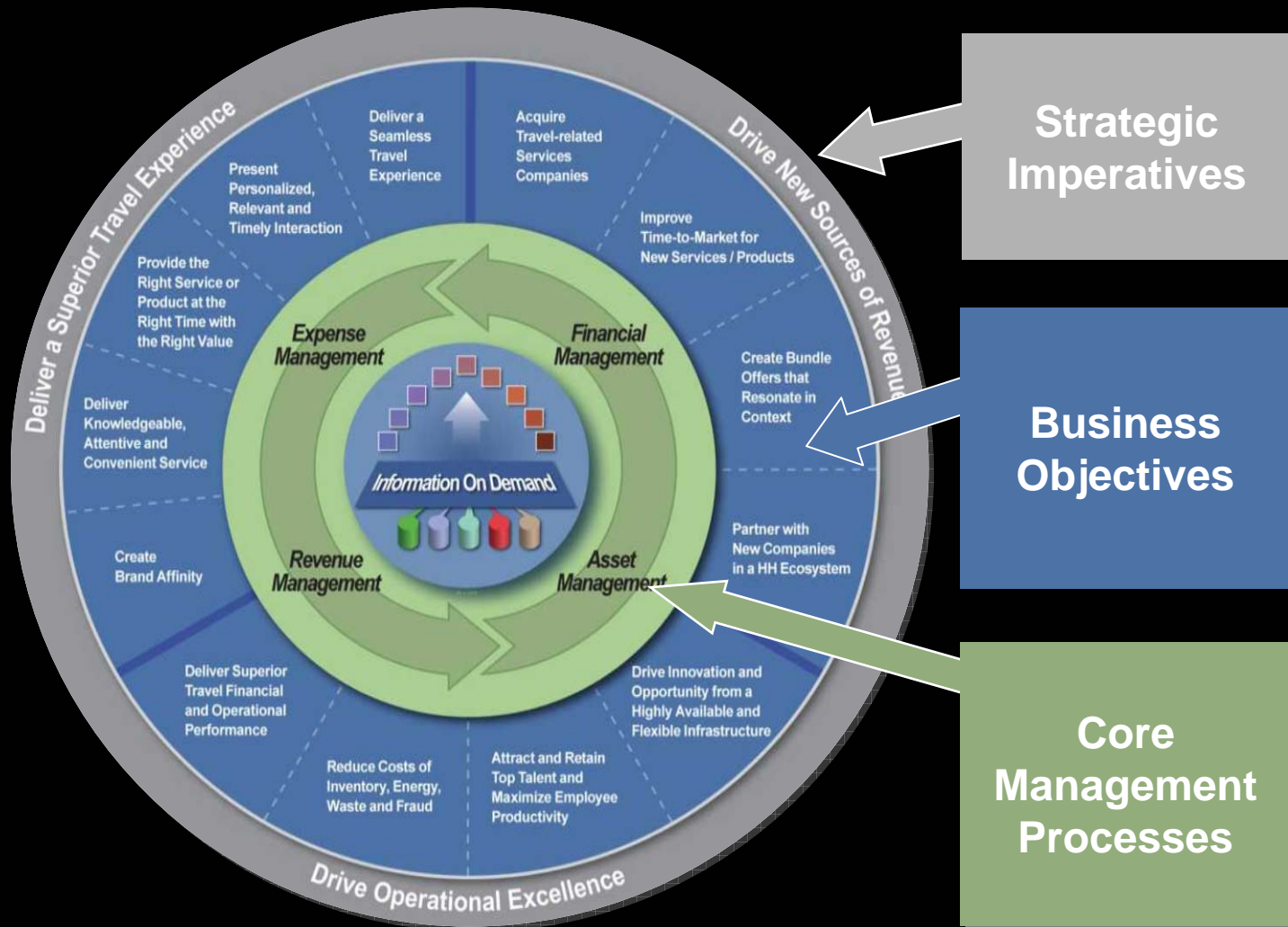
A proven approach to accelerate an information agenda

Establish end-to-end vision & business-driven value

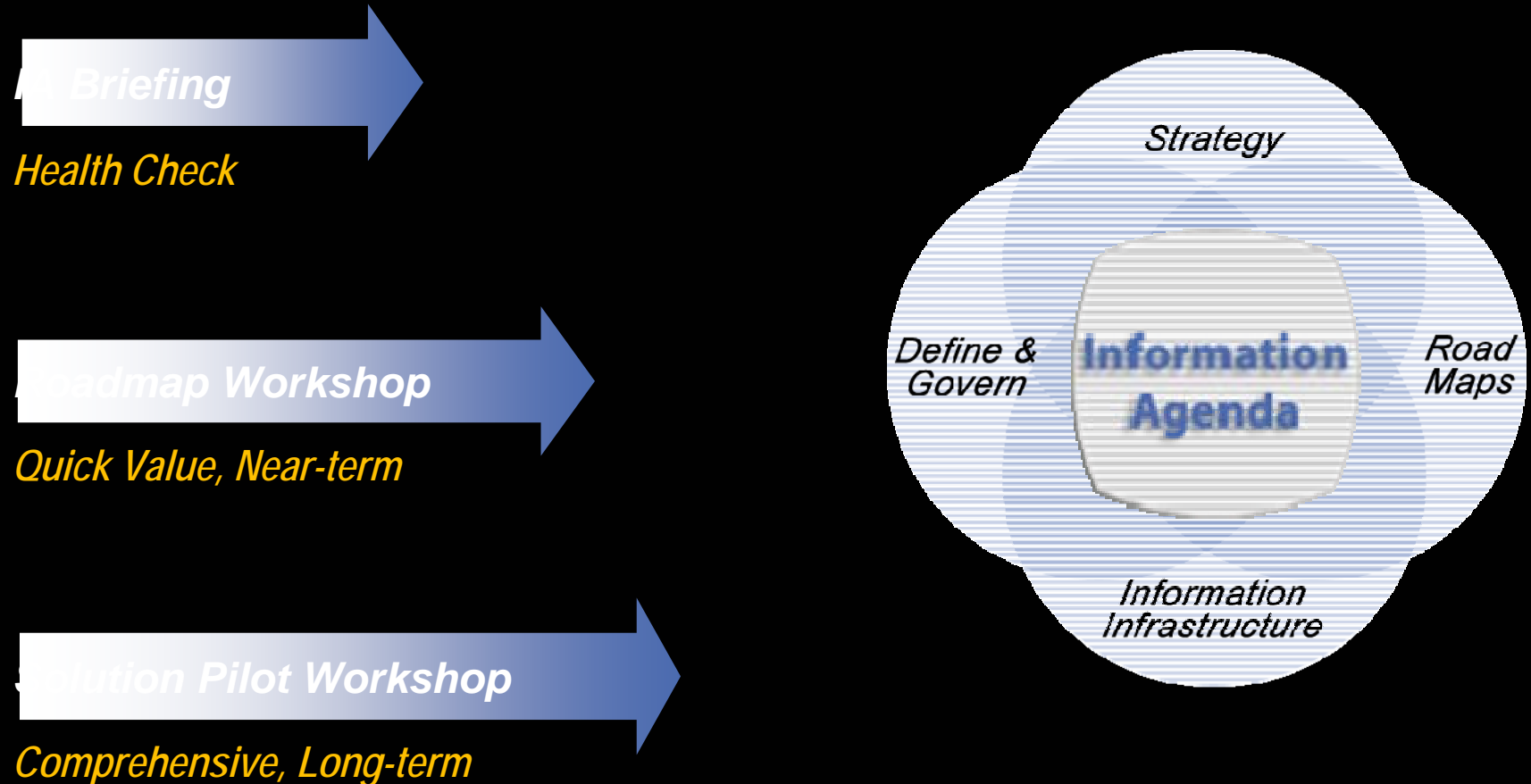


Architect an extensible information infrastructure

Industry-specific guides and workshops allow you to speed deployment and lower risk through best practices and shared expertise



Information Agenda workshops help identify and prioritize the initiatives that will have the biggest impact on business objectives



Why one of the top three global travel data services providers needed the information agenda approach

Central Challenge:

- An acquisition strategy resulted in three Enterprise Data Warehouses and no common view across the enterprise.
- The executive management team could not identify:
 - Most profitable customers
 - Most profitable travel segments
 - Customers wanting complete packaged vacations
 - Desired products and services



The travel data services provider described their challenges and gained an understanding of the IA Approach

1



Briefing

Health Check



- a. Reviewed current Data Warehouse and Business Intelligence environment
- b. Reviewed company's business and data challenges and needs
- c. Briefed on IBM Information Agenda and Travel Information Agenda Guide

OUTCOME

How IBM could help meet their business objectives...

The Roadmap Workshop identified several initiatives for the travel data services provider to investigate in more detail

2

Roadmap Workshop

Quick Value, Near-term



- a. Industry-specific models, scorecards and blueprints to accelerate deployment
- b. Applying best practices from travel industry and retail model from IBM subject matter experts
- c. The solutions that would best meet the enterprise's needs

OUTCOME

Three technical solutions identified to address business pains

The travel services provider focused on one particular technical solution to explore

3

Evolution Pilot Workshop

Comprehensive, Long-term



- a.** Consolidate all three data warehouses into a single enterprise-wide data warehouse

OUTCOME AND BENEFITS

- Provided answers to pressing business questions
- Savings on electricity, hardware/ software maintenance costs, human resources
- Improved performance by removing interference between data warehouse and operational systems

Organizations across industries and around the world are seeing the benefits of having an information agenda



Shandong Province Local Taxation Bureau (China):

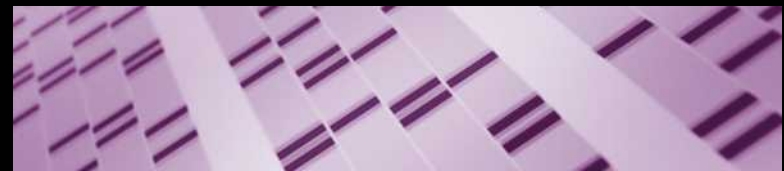
Integrated 200 databases to provide real-time access to a single view of trusted data



Taiyo Life (Japan): 50% reduction in time to develop a system to calculate insurance premiums

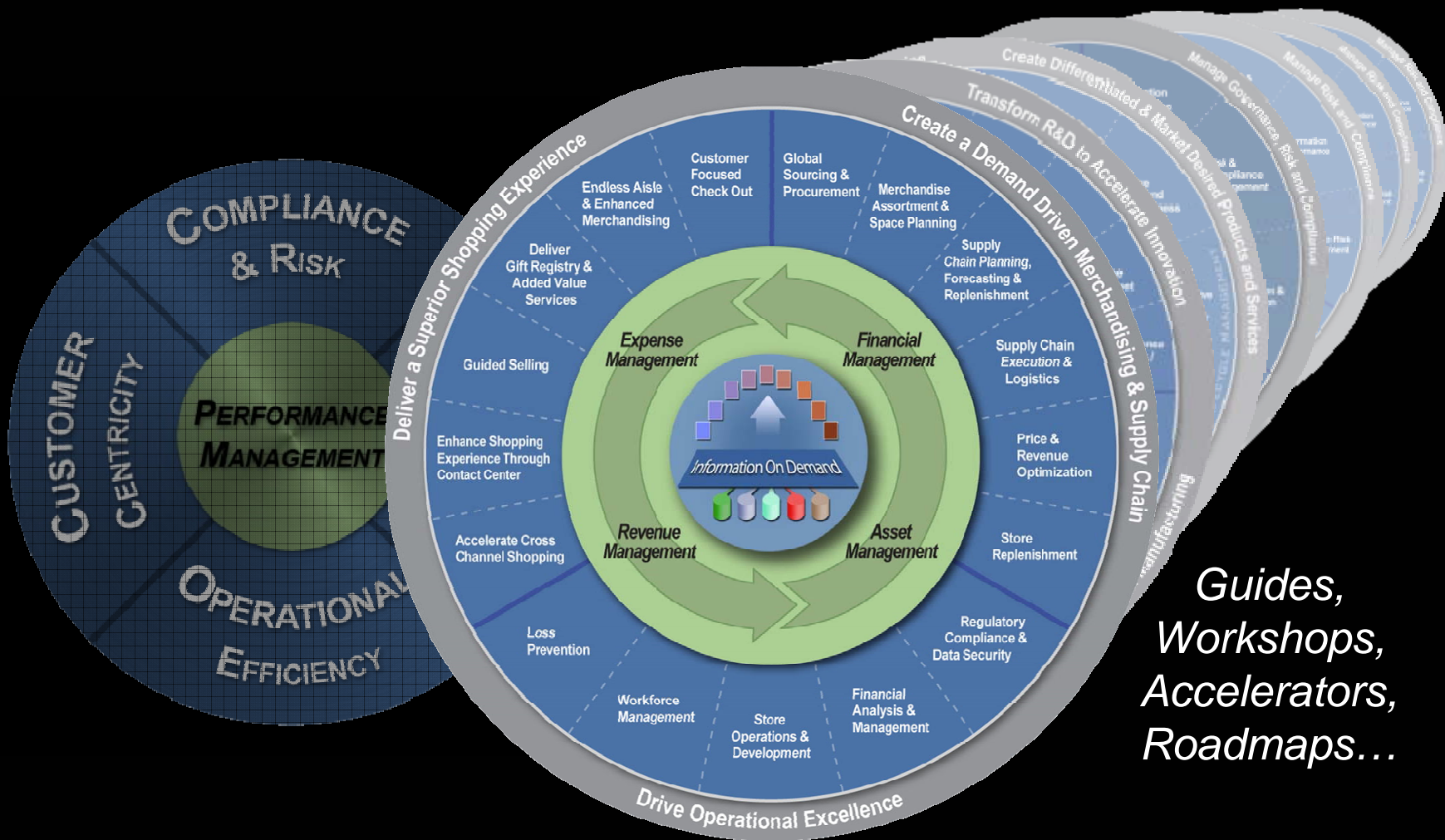


Elie Tahari (US): Boosted intelligence and competitive advantage by integrating order, sales, inventory and financial data



Melbourne Health (Australia): Improved research accuracy and treatment quality by linking databases across 16 facilities

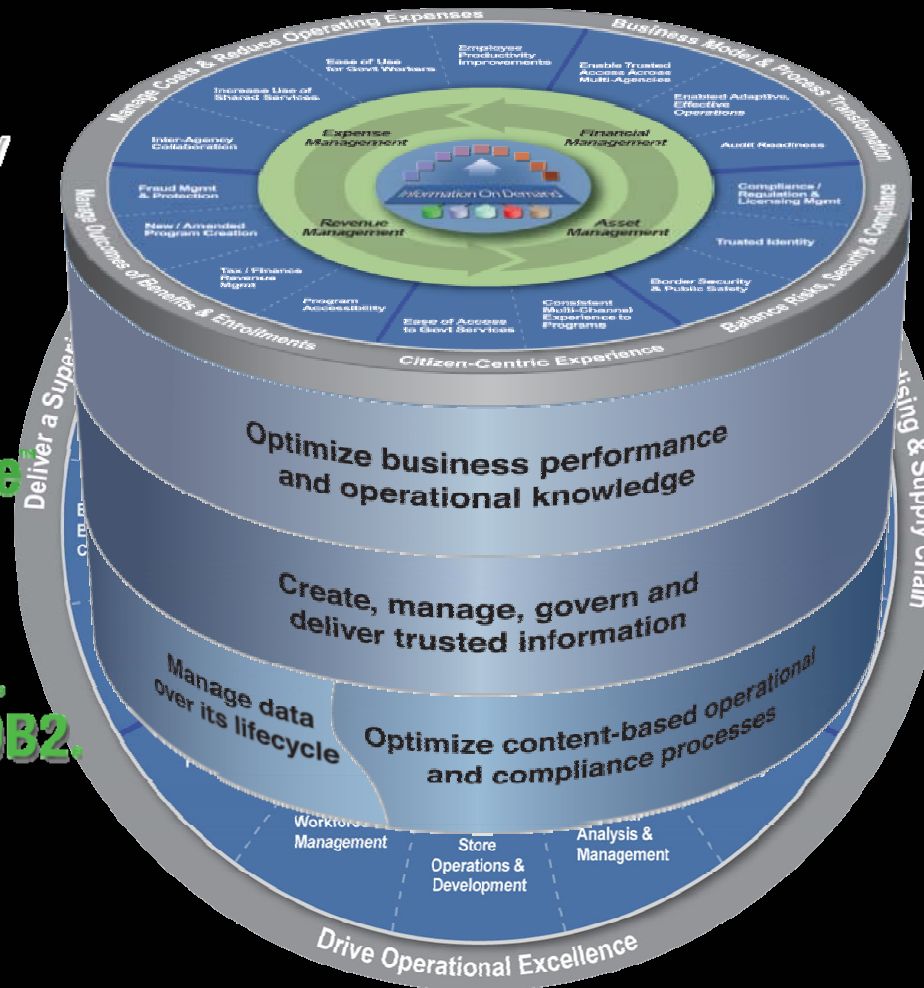
Real, Proven, Unique Solutions Across 17 Industries



*Guides,
Workshops,
Accelerators,
Roadmaps...*

Real, Proven, Unique Solutions with Leading Technology

**END-TO-END
TECHNOLOGY
& KNOW HOW**



Cognos.

InfoSphere.

FileNet.

**Informix.
DB2.**

Bridging the Gap: The Benefits of an Information Agenda

- > Leverage Information for Smarter Business Outcomes***
- > Create Your Information Agenda Now***
- > Let IBM Help Accelerate Your Journey***



감사합니다



Thank you