IBM Information On Demand solutions for IBM System z deliver a competitive edge to today's business

Memorial Sloan Kettering Cancer Center recently won the 2007 Data Warehouse Institute's Best Practices award for their data warehouse solution on IBM System z.

To stay competitive in today's marketplace, companies need to be able to access critical business information at a moment's notice. Organizations are experiencing a paradigm shift from implementing enterprise business applications to implementing information management solutions. This movement from an application agenda—focusing on automating different business processes—to an information agenda is intended to enable better business decisions, more dynamic demand planning, and insights that can improve service quality. Now more than ever, the IBM System z™ platform, which manages much of an organization's critical operational information, is also the platform to deliver competitive information management advantages.

A clear Information On Demand strategy

To achieve this shift to an information agenda, companies need to be able to effectively leverage their information "on demand"—using it as a strategic asset and working to ensure that the right information is available to the right person at the right time. An Information On Demand infrastructure enables organizations to:

- Manage data and content over its lifecycle to reduce costs associated with information management, provide controlled accessibility, and address retention and compliance issues.
- Use data and content as part of individual business processes and applications, optimizing the performance of applications and improving decision making.
- Establish an accurate, trusted view of information across different processes and applications to drive more consistent data and content for analytics and other requirements.

IBM provides industry-leading integrated solutions for Information On Demand to help you meet these goals.

Business intelligence on the mainframe

As organizations look to business optimization, unlocking information and harnessing its value is key. To help ensure that key decision makers across the organization can quickly identify and respond to critical business trends, IBM has augmented its business intelligence capabilities with the acquisition of Cognos, the world leader in business intelligence solutions. IBM Cognos 8 Business Intelligence (BI) for System z enables customers to easily report on and analyze the hundreds of millions of transactions running directly on the mainframe—to leverage trusted information for planning, to better understand how the business is performing, and to focus on optimizing performance across the enterprise. These solutions take advantage of the unparalleled qualities of the mainframe to enable real-time business insights and to leverage your information for key new applications, workloads and initiatives.

UPS runs IBM DB2 for z/OS to support the world's largest known peak database workload—1.1 billion SQL statements per hour!

"By moving to a service-oriented architecture on System z, we have gained the ability to think more about business problems and work through business solutions."

—Duane Wesenberg,
VP Enterprise Applications,
Aurora Health Care

Dynamic warehousing

For Information On Demand to function successfully, data must be stored, or warehoused, properly. As data warehouses continue to grow, mixed workload performance can become a priority issue unless the platform is specifically designed to optimize performance for mixed workloads—such as System z. As companies find new ways to leverage their data, they need to know it is an accurate single version of the truth. IBM DB2® for z/OS® offers a wide range of advantages for data warehousing, including advanced line of business (LOB) performance and scalability, optimization for database languages, and specialty engine processing capabilities. The last two releases of DB2 for z/OS have delivered more than 100 key features for advancements in data warehousing, further enabling the deployment of new enterprise application workloads.

In addition, IBM Information Server for System z allows users to profile, cleanse and transform information from mainframe and distributed data sources without added z/OS operational costs, enabling efficiencies in performance by providing close proximity to core System z data.

System z: A trusted platform for SOA and information on demand

Service oriented architecture (SOA) provides a foundation for delivering flexibility and reuse, and much of what you have to reuse is on System z. Opening up existing critical mainframe assets through Web services can provide new business and revenue opportunities without compromising data security. The latest advancements to IBM Information Management System (IMS™) and DB2 for z/OS allow organizations to exploit the full benefits of SOA, enabling new application development and helping to protect your infrastructure investments.

IBM Master Data Management on System z

Master data—the high-value information on customers, suppliers, partners, products, materials and employees—is critical for running a business, but it is often an overlooked asset and is typically scattered across the enterprise. Multiform Master Data Management (MDM) for System z is designed to address and solve the root cause of master data complexity—how data is created, accessed, managed and analyzed. Multiform MDM centralizes both the master data and the functionality that manages the master data, supporting the various ways that systems and applications use master data.

For more information

IBM Information On Demand solutions include a broad range of technologies and software that help companies harness the value of today's information agenda for competitive advantage. To learn more about IBM solutions for information on demand, contact your IBM representative or IBM Business Partner, or visit **ibm.com**/software/data/info/new-systemz-software.

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