# April 11th DM Partner Call

## IBM DB2 and Business Intelligence Business

Moderator:   Rick Fraser

DM Partner Sales

rfraser@us.ibm.com

813-290-9719

# DM Partner Sales Organization

# DM Partner Sales Organization

- Cathy Billingsley    - Mgr, DM Channel Sales America's
  - ► Phone:            636-519-8030
  - ► Email:            cbillin@us.ibm.com

- George Andreadis  DM National Partner Sales, Top Partner Recruitment
  - ► Phone:            408-463-4605
  - ► Email:            andreas@us.ibm.com

- Rick Fraser   DM Partner Sales Execution Leader
  - ► Phone:            813-290-9719
  - ► Email:            rfraser@us.ibm.com

- Donald Bedgood  CM National Partner Sales,  Top Partner Recruitment
  - ► Phone:            972-745-4781
  - ► Email:            dbedgood@us.ibm.com

- Dean Larsen CM Partner Sales Execution Leader
  - ► Phone:            734-459-0550
  - ► Email:            dlarsen@us.ibm.com

# DM Partner Sales Organization
## Team Roles

- George Andreadis
  - ► Responsible for recruiting strategic Data Management partners whose sales are national in scope.  These Business Partners must drive large volumes of sales in the aligned and territory space, and as sizable resellers, they will be capable of closing single large-dollar sales with limited support from IBM.
- Rick Fraser
  - ► Responsible for working with Data Management business partners and direct reps in Territory accounts.   Provide assistance with any partner-related issues in the sales cycle and will work with our partners to ensure fast sales execution.
- Don Bedgood
  - ► Responsible for recruiting business partners who have 'national' sales and implementation strategies.  That focus is on business partners currently with competitive Content Management vendors, such as FileNET and Documenteum.  Many of these partners have profiles of generating multiple millions of dollars of revenue, multiple offices and generally focus on an application or have a vertical industry focus and expertise.
- Dean Larsen
  - ► Responsible for working with Content Management business partners and direct reps in Territory accounts.   Provide assistance with any partner-related issues in the sales cycle and will work with our partners to ensure fast sales execution.

# CM/DM Recruit and Enablement

- Wendy Otelsberg - Mgr, DM/CM Partner Recruitment and Enablement Americas
  - ► Phone: 818-715-1650
  - ► Email: wotelsbe@us.ibm.com

- Robert Felder - CM Enablement Team Lead Americas
  - ► Phone: 919-367-9480
  - ► email: rfelder@us.ibm.com

- Tina Cleveland - CM/DM Recruit/Enablement
  - ► phone: 714-438-5861
  - ► email: jcleve@us.ibm.com
  - ► Geo: California, Washington,Oregon,Idaho,Hawaii, Arizona,Utah, Nevada, Idaho,Montana, Texas, Oklahoma,New Mexico, Louisiana,Kansas, Colorado, Akansas,Missouri,Wyoming

- Indre Gaska - CM/DM Recruit/Enablement
  - ► phone: 312-245-6286
  - ► email: iigaska@us.ibm.com
  - ► Geo: Illinois,Wisconsin,Minnesota,Iowa,Nebraska, North/South Dakota,St. Louis, Ohio, Michigan, Indiana, Western PA/Pittsburgh, Kentucky,West Virginia

# CM/DM Recruit and Enablement

- Lloyd Wint - CM/DM Recruit/Enablement
  - ▶ phone:       205-972-7513
  - ▶ email:       jlwint@us.ibm.com
  - ▶ Geo:         Georgia,Florida, Maryland, DC, Virginia, North/South Carolina, Alabama,Mississippi, Tennessee, Latin America

- Nisharna Jackson - CM/DM Recruit/Enablement
  - ▶ phone:       781-522-1942
  - ▶ email:       nisharna@us.ibm.com
  - ▶ Geo:         Eastern PA/Philadelphia,New Jersey,New York, Delaware, Connecticut,Massachusetts,Rhode Island, Vermont, New Hampshire, Maine, Canada

# CM/DM Recruit and Enablement - Team Roles

- **Geo Recruit/Enablement Managers** (Tina Cleveland, Indre Gaska, Lloyd Wint, Nisharna Jackson)
  - ► Responsible for recruiting and enabling strategic Data Management and Content Management partners whose sales are primarily regional in scope. These Business Partners can operate on either a Reseller or an Influencer model. Our focus is to increase the participation of these partners in the marketplace, PARTICULARLY in the SMB Territory accounts and to increase the sales and technical skills of those partners so they are capable of closing sales with limited support from IBM.

- **Content Management Team Lead** (Robert Felder)
  - ► Provides leadership to the Geo team and acts as a focal point across the Americas Geos for programs, initiatives, education requirements and product announcements specific to Content Management products and partners.

- **Data Management Team Lead** (Position open)
  - ► Provides leadership to the Geo team and acts as a focal point across the Americas Geos for programs, initiatives, education requirements and product announcements specific to Data Management products and partners.

# Extend Your Customer Reach and Make More Money in 2001

## 2001 IBM Partnership Co-Marketing Program

# What's New in 2001 ?

- Tie Software Marketing Support to Partner Contribution
- Co-funded activities based on partner business & marketing plan and revenue commitments - Resellers and Influencers
- CoMarketing Programs aid the Business Partner in marketing and closing sales to end user customers and must target partnership (GMB) customers
- Business Partners who have IBM contractual relationships that provide marketing funds as a component of the agreement are not eligible to receive funds under this  co-marketing program.  (Examples may include ISV's,  IBM Alliance partners, Corporate Resellers, Distribution,etc).
- Opportunity Lead Management System

# Opportunity Lead Management

- *NEW 2001* - Participation required to receive Co - Funds
- WHY
  - ► Provides an infrastructure to measure the success of the offerings and tactics
  - ► Justifies co-funding continued investment from IBM brands
- Partner Benefit
  - ► Provides partners a lead management system and process at no charge
  - ► Assists in CRM process for partner
  - ► Lead reports allow partners to analyze effectiveness of marketing activities
- Lead Process
  - ► Managed by Harte Hanks
  - ► Web based system
    - ID's and passwords by Business Partner
    - Business Partners enters data per tactic
      - customer responses from tactics - attendees, opportunities etc..
    - BP routinely updates opportunities in system
      - close on no sales with reason
      - track opportunities thru to revenue closed

# Opportunity Lead Management (continued)

- Lead Management Reporting
  - Business Partners receive scorecards on lead management and opportunities
    - Number of leads by tactic
    - Leads closed, revenue reported
  - IBM receives overall summary reports
    - Number of Business Partners engaged
    - Number of opportunities per tactic
    - Number of closes per tactics
    - Revenue
- Target Rollout Timeline
  - Phase 1 - DOU & Website - Early May

# 2001 CoMarketing Programs

- Seminar Solutions
- Test Drives
- Joint Advertising
- Telemarketing
- Partner's Own Proposal
- Technical Mentoring

# Review the Detailed Information

- Toll Free 800-289-0579 or 719-457-2550
- Passcode: 704661
- Replay available until May 4, 2001

- Charts for the call are available at:

  http://pull.xmr3.com/p/55-A7EA/6192091/co

# Extend Your Customer Reach and Make More Money in 2001

# IBM DB2 Intelligent Miner
## Unleash the Power of Data Mining

# from **Information** to **Insight**

**Data**   **Information**   **Decisions**

- ▸ *Discover unknown Patterns, Rules*
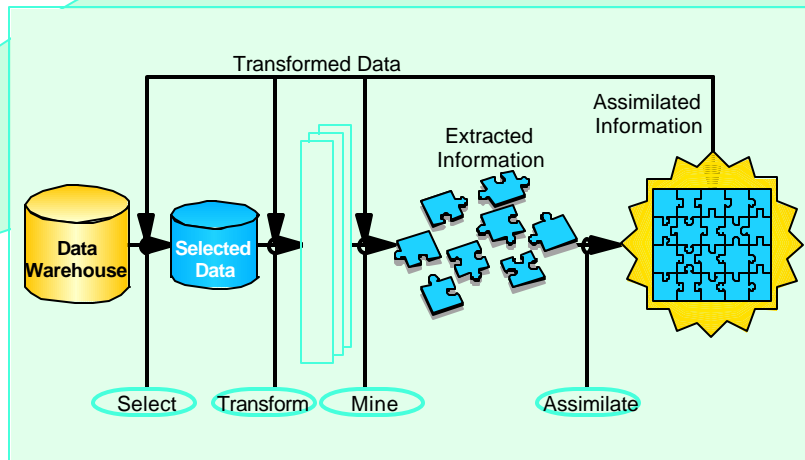- ▸ *Predict future behaviour based on past performance*

# DB2 Intelligent Miner

- *Harvest valuable business intelligence from your enterprise data*
- *Deploy mining in BI, eCommerce and OLTP applications quickly and easily*
- *Influence real-time processing based on your latest business intelligence*
- *Personalize customer and supplier treatment at initial point of contact*
- *Support continuous improvement as trends change or additional information becomes available*

# DB2 Intelligent Miner
## An End-to-End Solution

- **Define the Problem**
- **Scope the Project**
- **Identify Data Sources**
- **Form the Team**

Transformed Data

Extracted Information

Assimilated Information

Data Warehouse

Selected Data

Select — Transform — Mine — Assimilate

- **Take Action**
- **Measure Results**
- **Assess Permanent Adoption**

**Data Mining**
- *An exploratory process*
- *An experienced analyst*
- *DB2 Intelligent Miner for Data*

**Deployment**
- *A repeatable process*
- *Real-time prediction*
- *DB2 Intelligent Miner Scoring*
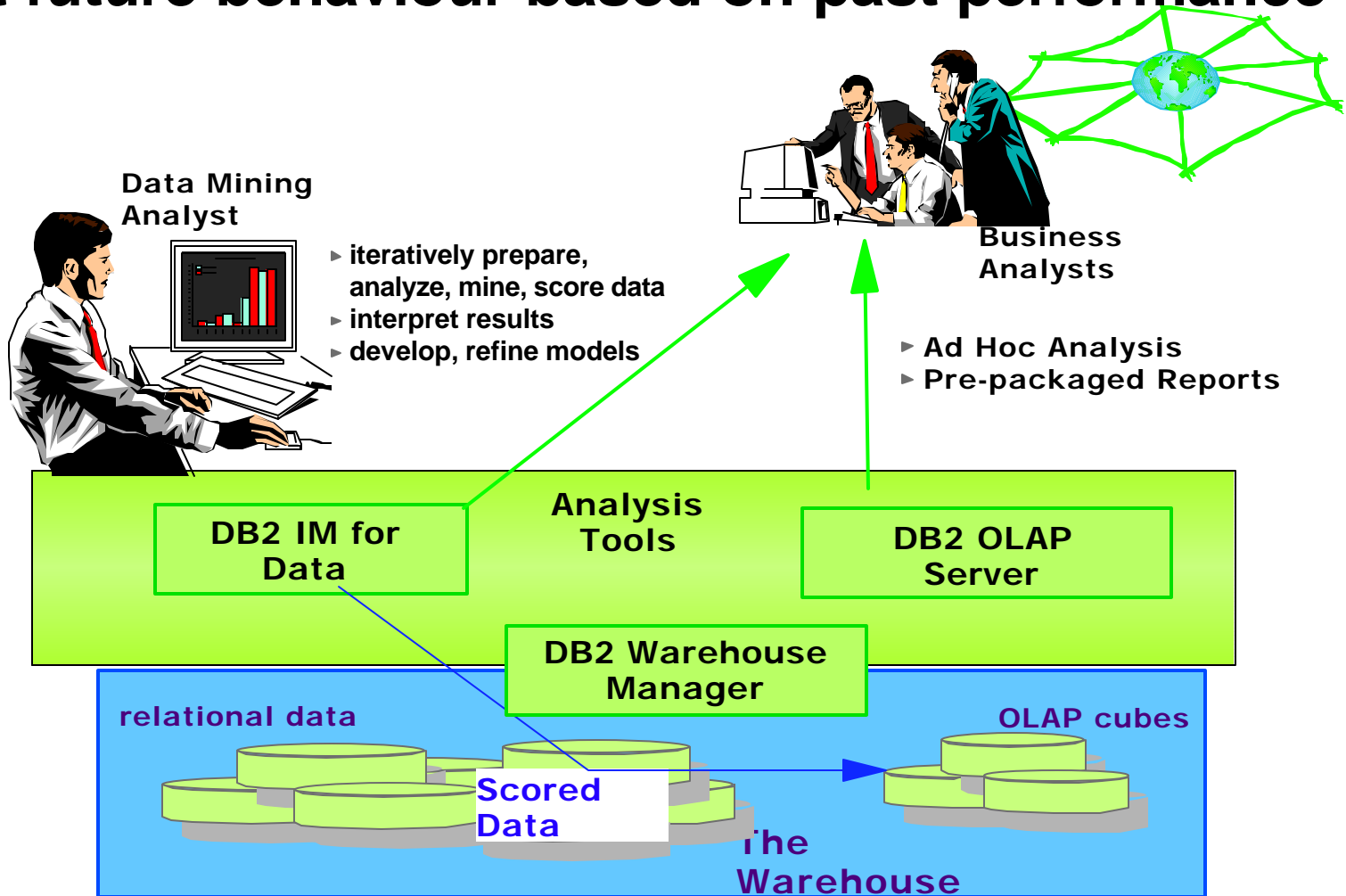
# IBM DB2 Intelligent Miner

DB2 Intelligent Miner for Data
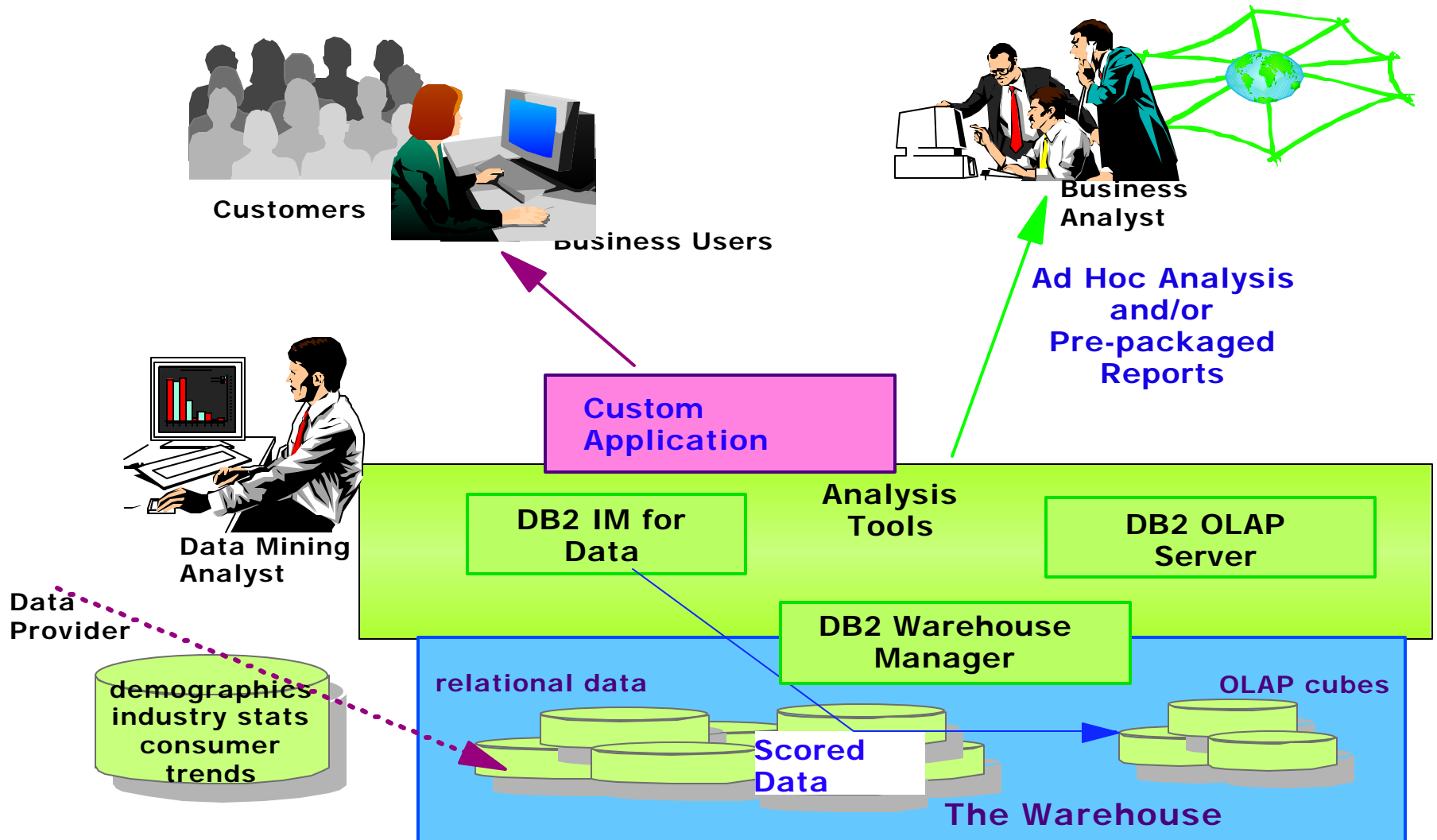DB2 Intelligent Miner Scoring
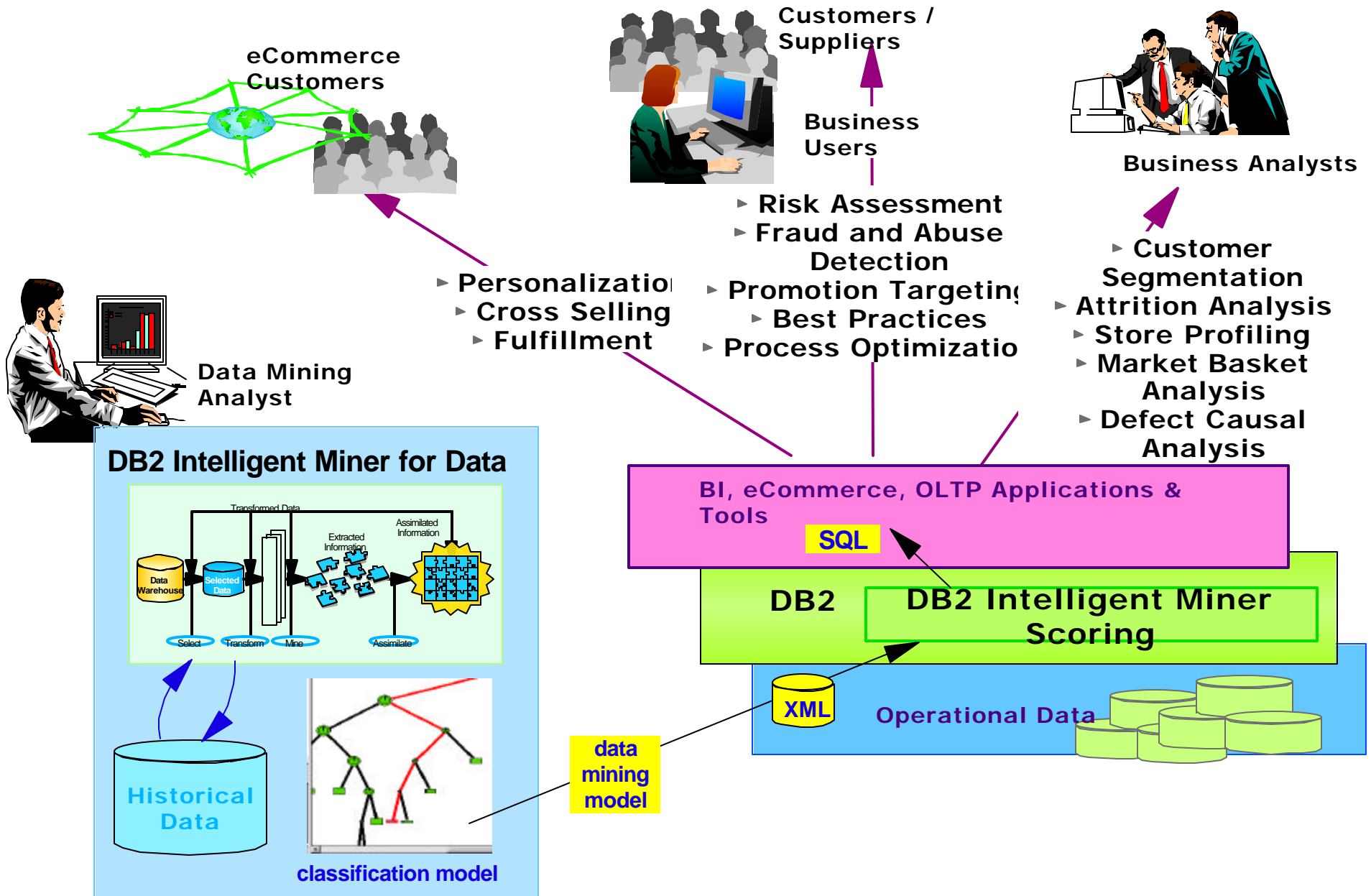
# Data Mining

## Discover unknown Patterns, Rules
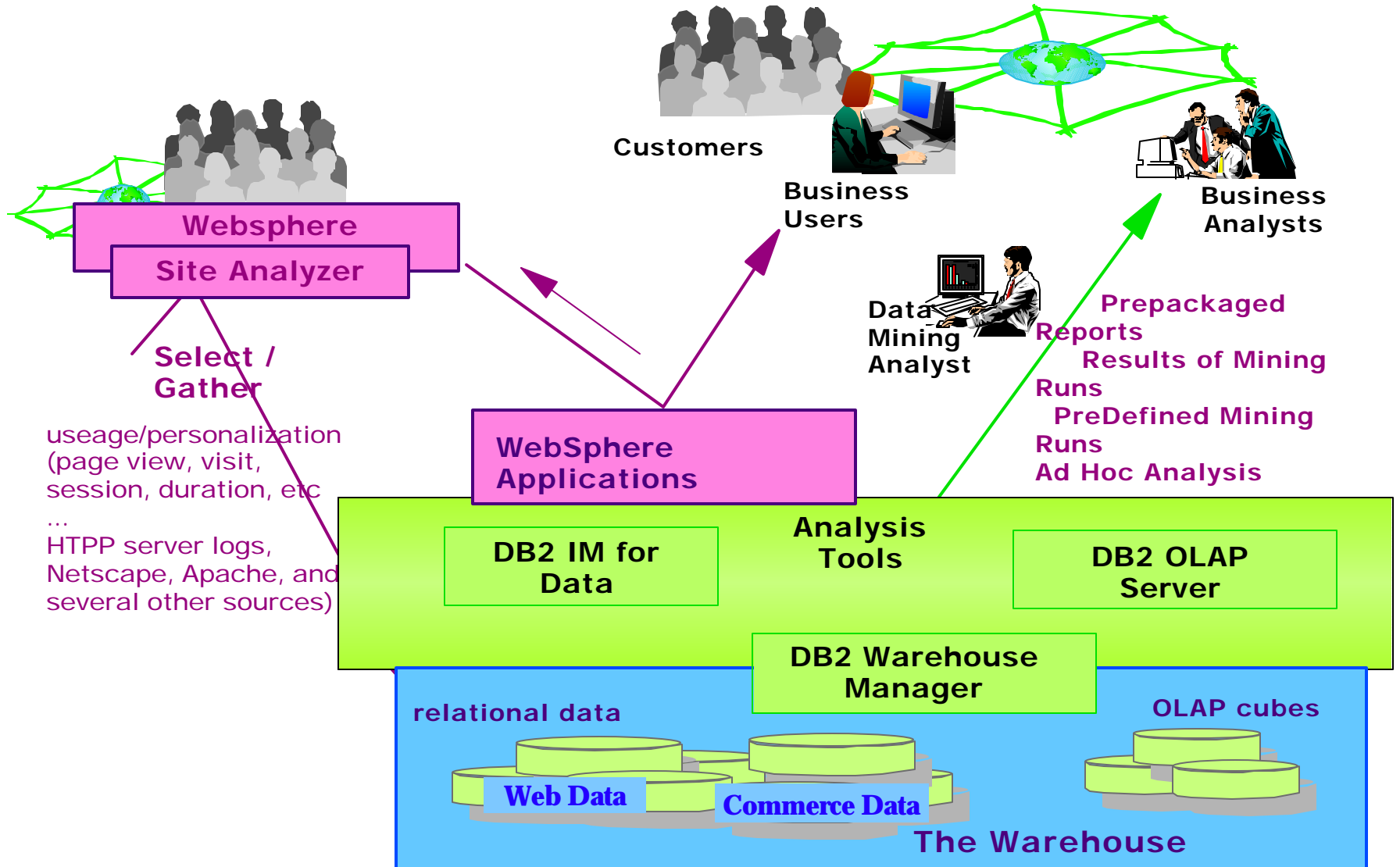## Predict future behaviour based on past performance

**Data Mining Analyst**

- ▸ iteratively prepare, analyze, mine, score data
- ▸ interpret results
- ▸ develop, refine models

**Business Analysts**

- ▸ Ad Hoc Analysis
- ▸ Pre-packaged Reports

**Analysis Tools**

**DB2 IM for Data**

**DB2 OLAP Server**

**DB2 Warehouse Manager**

relational data

OLAP cubes

Scored Data

The Warehouse

# Custom Data Mining Solution

Customers

Business Users

Business Analyst

Ad Hoc Analysis and/or Pre-packaged Reports

Custom Application

Data Mining Analyst

Analysis Tools

DB2 IM for Data

DB2 OLAP Server

DB2 Warehouse Manager

Data Provider

demographics industry stats consumer trends

relational data

Scored Data

OLAP cubes

The Warehouse

# Deployment to Operational Systems



eCommerce Customers

Customers / Suppliers

Business Users

Business Analysts

▸ **Personalization**
▸ **Cross Selling**
▸ **Fulfillment**

▸ **Risk Assessment**
▸ **Fraud and Abuse Detection**
▸ **Promotion Targeting**
▸ **Best Practices**
▸ **Process Optimization**

▸ **Customer Segmentation**
▸ **Attrition Analysis**
▸ **Store Profiling**
▸ **Market Basket Analysis**
▸ **Defect Causal Analysis**

Data Mining Analyst

**DB2 Intelligent Miner for Data**

Transformed Data

Data Warehouse

Selected Data

Extracted Information

Assimilated Information

Select   Transform   Mine   Assimilate

**Historical Data**

**classification model**

**data mining model**

**BI, eCommerce, OLTP Applications & Tools**

**SQL**

**DB2**   **DB2 Intelligent Miner Scoring**

**XML**   **Operational Data**

# WebSphere Commerce Analyzer

Customers

**Websphere**

**Site Analyzer**

Business
Users

Business
Analysts

**Select /
Gather**

Data
Mining
Analyst

**Prepackaged
Reports**
**Results of Mining
Runs**
**PreDefined Mining
Runs**
**Ad Hoc Analysis**

useage/personalization
(page view, visit,
session, duration, etc
...
HTPP server logs,
Netscape, Apache, and
several other sources)

**WebSphere
Applications**

**Analysis
Tools**

**DB2 IM for
Data**

**DB2 OLAP
Server**

**DB2 Warehouse
Manager**

**relational data**

**OLAP cubes**

**Web Data**

**Commerce Data**

**The Warehouse**

# DB2 Intelligent Miner for Data V6
## Refresh, April, 2001

# DB2 Intelligent Miner for Data V6

## *Differentiators:*

✓ **A Single Framework for Data Mining**
- iteratively prepare, analyze, mine and score data, interpret results, develop models

✓ **Proven Data Mining Technology**
- industry leader in mining technology
- addressing a wide-range of business problems

✓ **Scaleable, Client/Server Architecture**
- proven implementation for large-scale mining and scoring
- multi-platform, multi-database support

✓ **Core Technology for Data Mining Solutions**
- open interfaces for customer and 3rd party exploitation
- leader in implementing new data mining industry standards
- powered by DB2

# Proven Data Mining Technology
## *Discover unknown Patterns, Rules*

- **Clustering**

  **eg, market segmentation, store profiling, buying behaviour**
  - **Demographic & Neural (Kohonen Feature Map) Techniques**

- **Association Discovery**

  **eg, of the shoppers who purchased milk, 55% also purchased some other type of dairy product, and 42% also purchased bread**

- **Sequential Pattern Discovery**

  **eg, "42% of new checking account customers who apply for an ATM card in the same transaction, will also apply for our charge account within 90 days"**
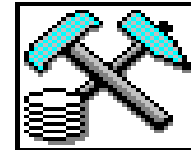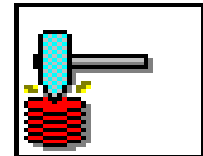
# Proven Data Mining Technology

*Predict future behaviour*

*based on past performance*

- **Classification**

  EG, "Buyers of expensive sport cars are typically young suburban professionals whereas luxury sedans are bought by elderly wealthy persons."
  - Tree Induction & Neural (Back Propagation Network)

- **Value Prediction**
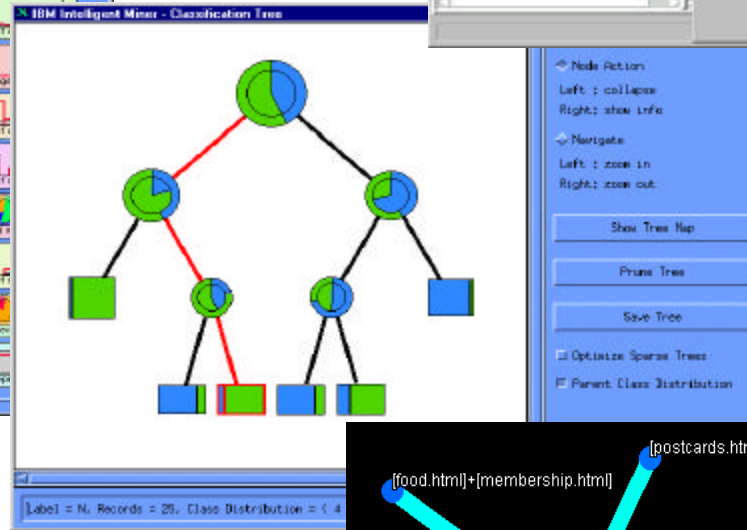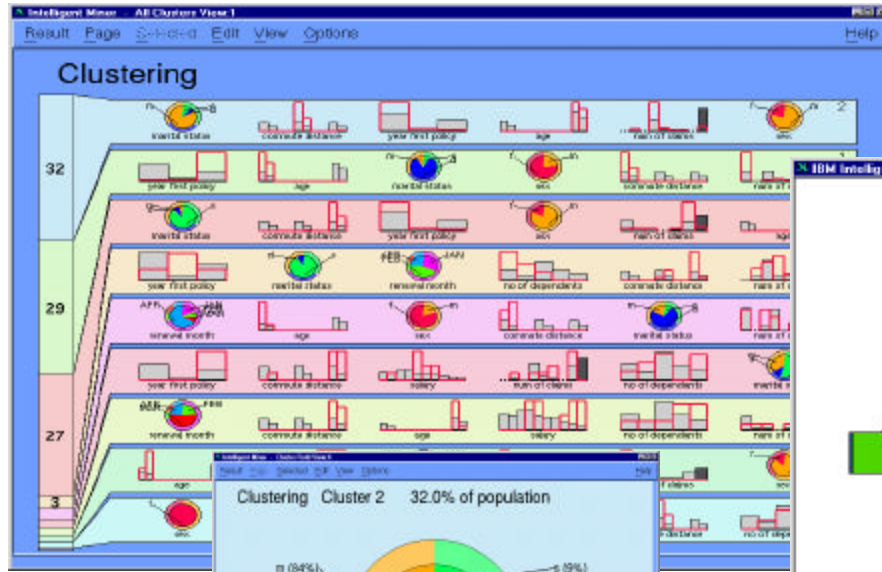
  eg, predict likelihood of fraud, propensity to buy, risk
  - Radial Basis Function & Neural (Limited Recurrent Backpropagation)

- **Similar Time Sequence Discovery**

  eg, given NorthSouth Airlines daily closing price for 1995, find all other stocks with similar behavior
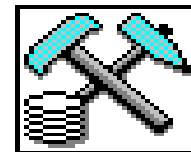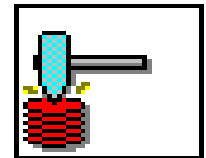
# Visualization of Results
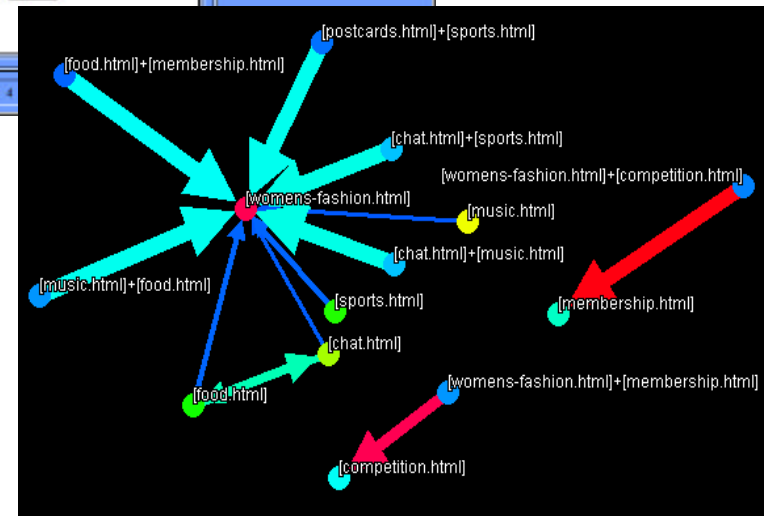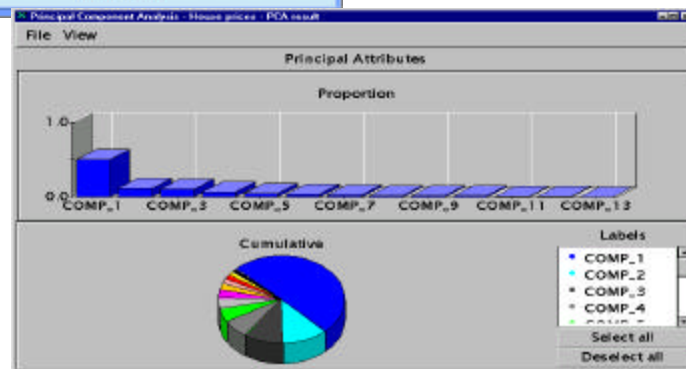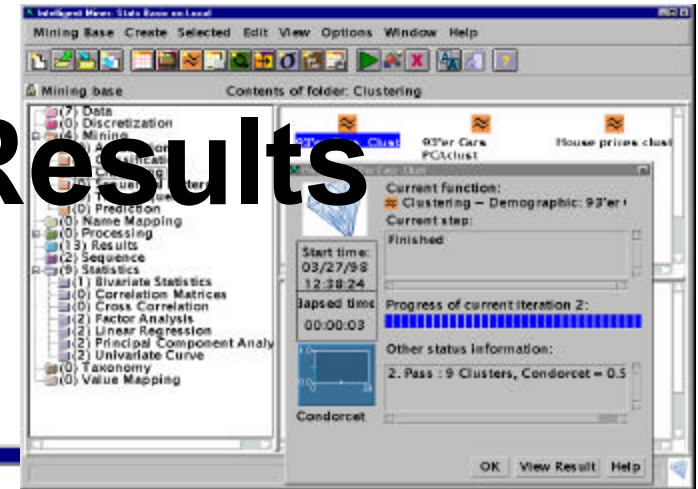
# Extended Data Exploration

■ Visualization of data samples

■ Browse / Explore

**IM data object**

- **sample of 1000 records**
- **default - HTML browser**

**browse**

**explore**

- **sample of 5000 records**
- **univariate statistics**
- **default - IM visualizer**

MS Excel

Lotus 1-2-3

Visual Attribute Explorer
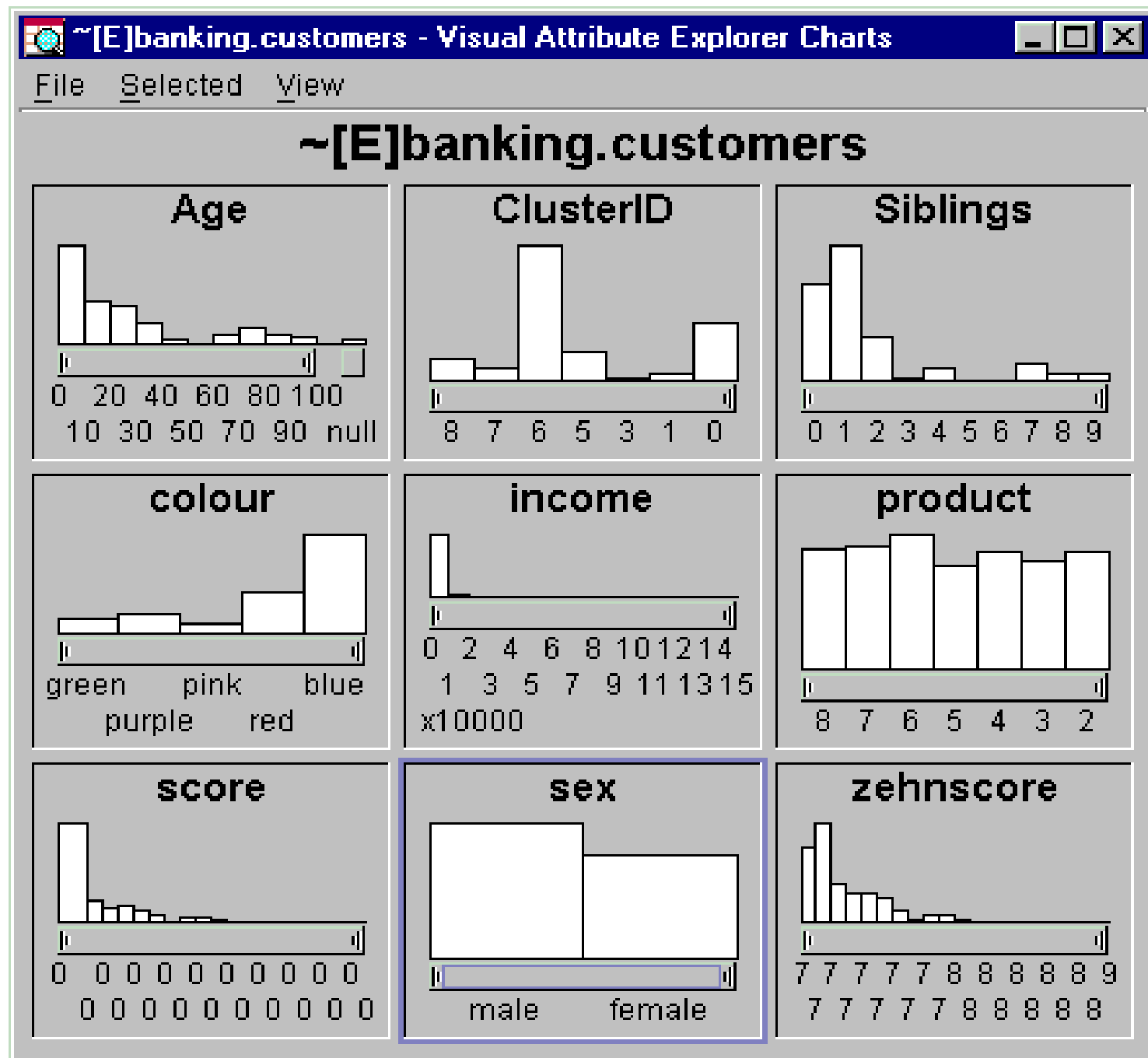available via IBM AlphaWorks

SPSS statistics

SPlus

Graph
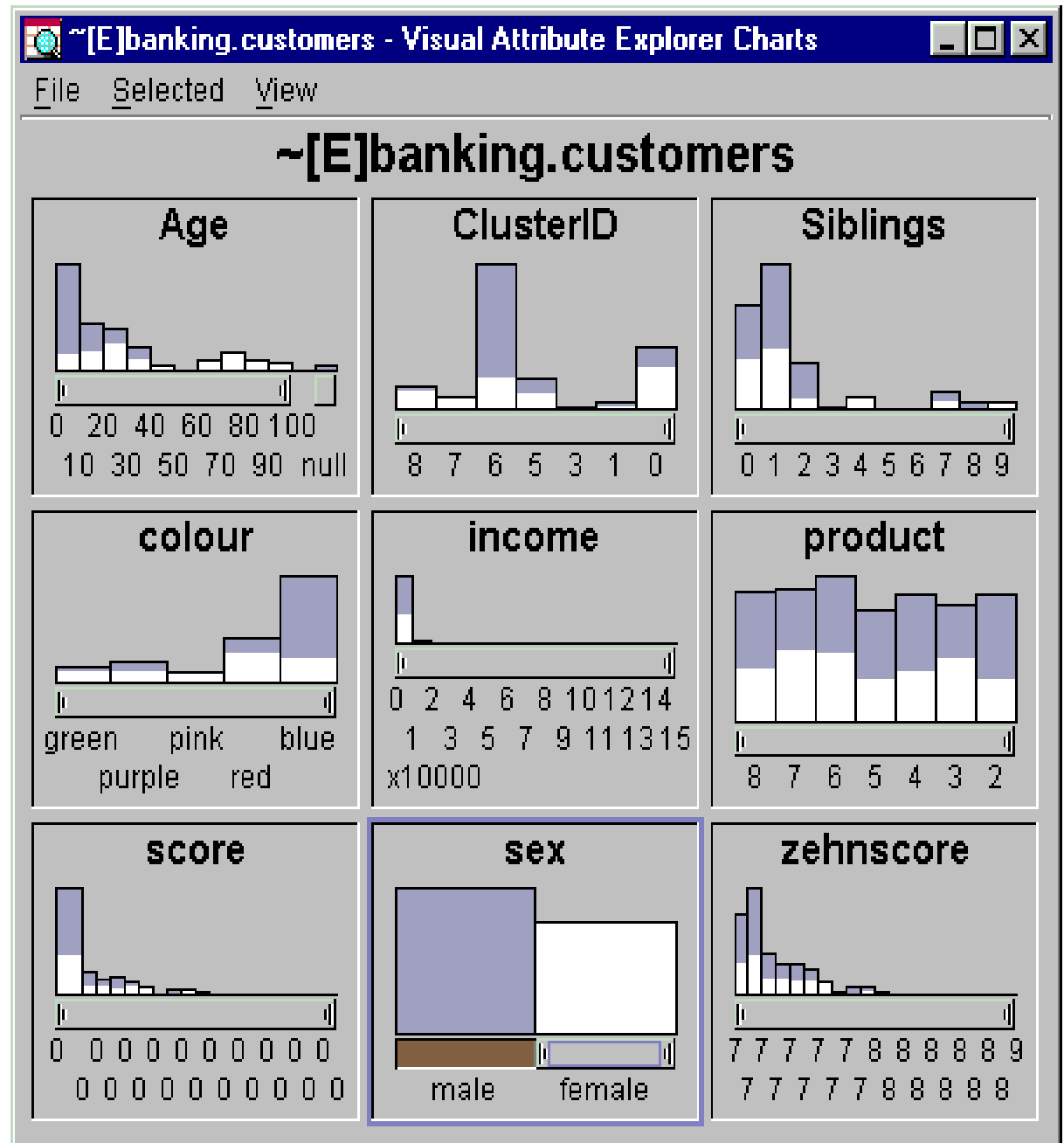
Other Data Exploration Tools
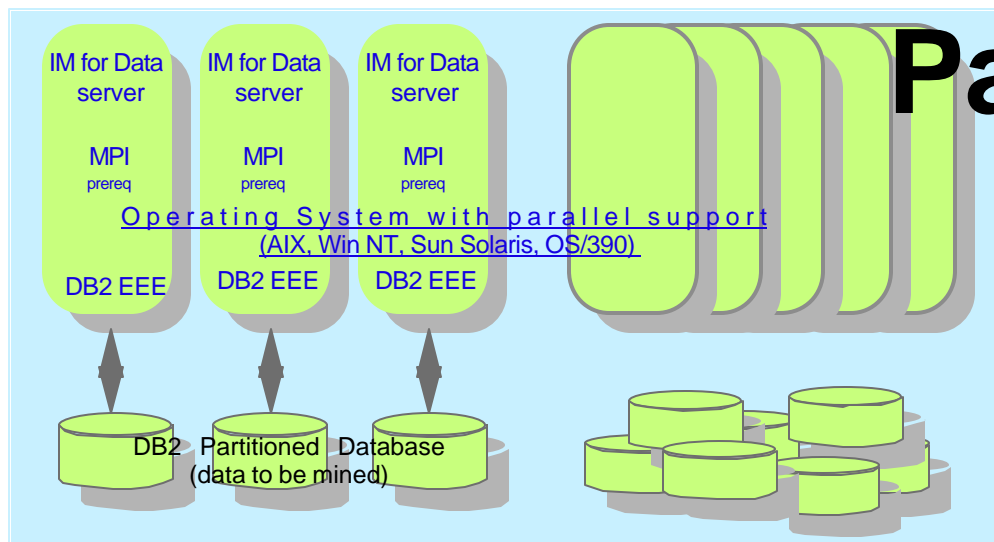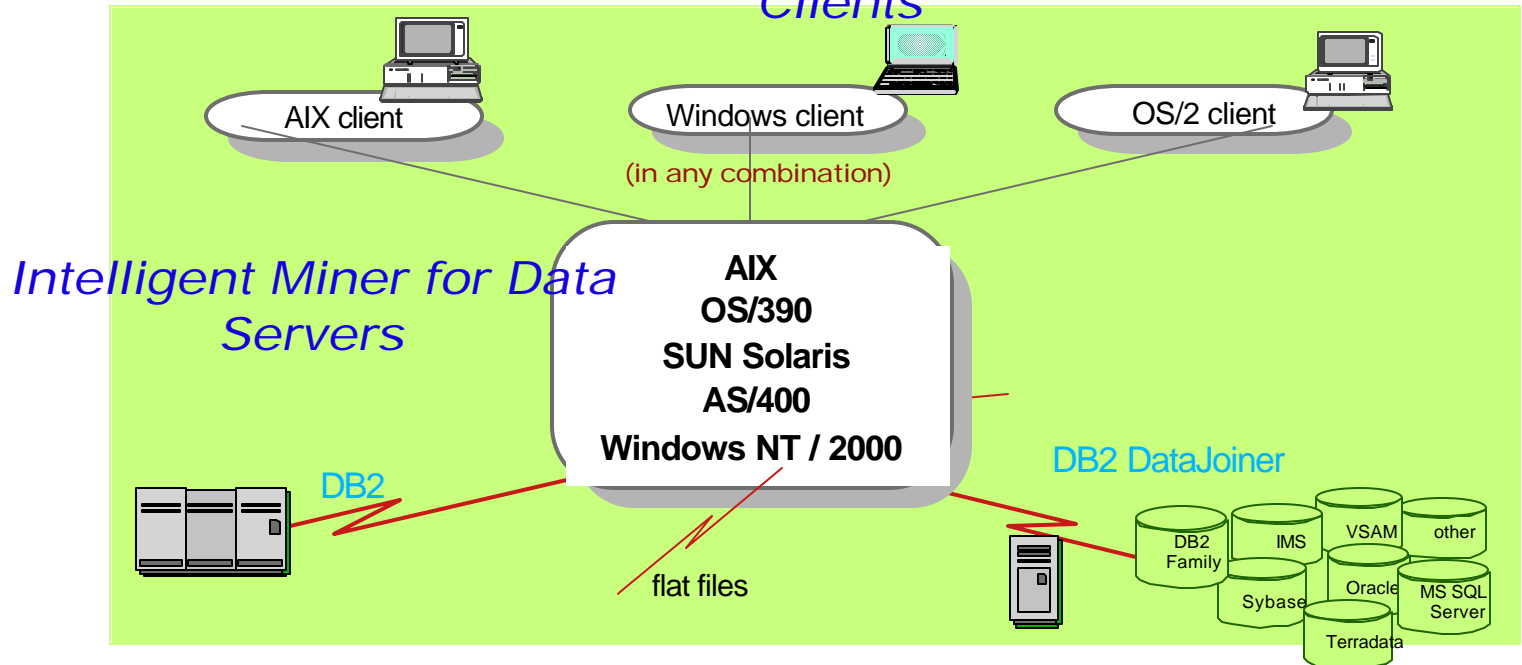
Custom Visualizer

# Visual Attribute Exploration

# Visual Attribute Exploration

- move slider to select sex = M
- males reflected for each variable
- eg., no male > Age 40
- multiple constraints can be specified

# Scalability!

**Intelligent Miner for Data Clients**

AIX client

Windows client

OS/2 client

(in any combination)

**Intelligent Miner for Data Servers**

**AIX
OS/390
SUN Solaris
AS/400
Windows NT / 2000**

DB2

DB2 DataJoiner

flat files

DB2 Family | IMS | VSAM | other | Sybase | Oracle | MS SQL Server | Terradata

# Parallel Data Mining

IM for Data server

MPI
prereq

DB2 EEE

IM for Data server

MPI
prereq

DB2 EEE

IM for Data server

MPI
prereq

DB2 EEE

Operating System with parallel support
(AIX, Win NT, Sun Solaris, OS/390)

DB2  Partitioned  Database
(data to be mined)

► SMP and/or MPP processors
► an example:   parallel mining on 3 of 8 processors

# DB2 Intelligent Miner for Data
### Evolution

## Version 1 - June, 1996

*Capability/Usability*
- 8 Algorithms
- Associations
- Sequential Patterns
- Clustering (2)
- Classification (2)
- Value Prediction
- Similar Time Sequences
- Processing Library
- Visualization
- API

*Platforms*
- DB2
- AIX/SP2
- OS/390
- AS/400
- AIX,WIN Clients

*Scalability*
- SP Parallel

## Version 2 - March, 1998

*Capability/Usability*
- NN Value Prediction
- Improved Model Interpretation
- Statistics
- Algorithm Enhancements
  - Optimization
- State of the Art GUI
  - Task Guides
  - Expert Use Mode
- Repeatable Sequences
- Portable Mining Base

*Platforms*
- Solaris
- Win NT
- OS/2 Client

*Scalability*
- Parallel Mining of DB2 EEE
- S/390 Parallel

## Version 6 - Sept, 1999

*Capability/Usability*
- Model Deployment
- Business Productivity
  - Graphical Associations Visualizer
  - Statistics/Exploration /Spreadsheet Interoperability
  - End User Reporting

*Platforms*
- VLDB - DB2 V6 and V7
- Windows 2000
- Integration - Warehouse & Operational Systems

*Scalability*
- SMP/Cluster Parallel
  - AIX, Win NT, Win 2000, Solaris
- Parallel Processing for RBF Value Prediction

*Applications*
- partner enablement
- UDB Miner
- IM Scoring beta

*Evolution ... Experience, Research, New Technology . . .*

# DB2 Intelligent Miner Scoring V7
## General Availability:  March 30, 2001

# DB2 Intelligent Miner Scoring

- ► DB2 Intelligent Miner Scoring is an economical and easy-to-use mining deployment capability.

- ► It enables users to incorporate mining analytics into BI, eCommerce and OLTP applications.

- ► Applications score records (segment, classify or rank the subject of those records) based on a set of predetermined criteria expressed in a data mining model.

- ► These applications can better serve business and consumer users alike -- to provide more informed recommendations, to alter a process based on past behavior, to build more efficiencies into the online experience; to, in general, be more responsive to the specific situation at hand.

- ► All scoring functions offered by the DB2 Intelligent Miner for Data V6 are supported.

# IBM Data Mining Standards Efforts

▶ *DMG, Data Mining Group*

- **http://www.dmg.org/**
- **XML-based standard for data mining models**
  - **PMML**, Predictive Model Markup Language
- **IBM joined September 1 , 1999**
  - submissions, contributions toward PMML 1.1
  - members inc:  Angoss, IBM, Magnify, MS, NCR, Oracle, SPSS, Xchange, SAS, . .
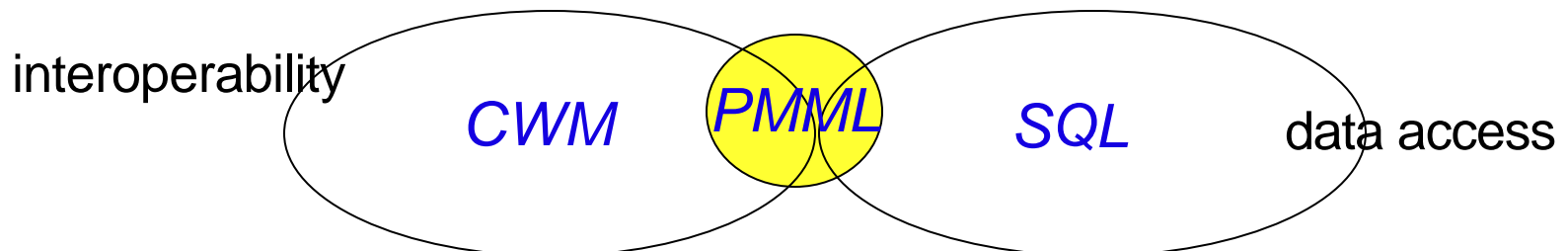
▶ *ISO SQL*

- **SQL standard , extensions for data mining**
  - proposed: PMML for data mining models
- **January 2000 proposal accepted**
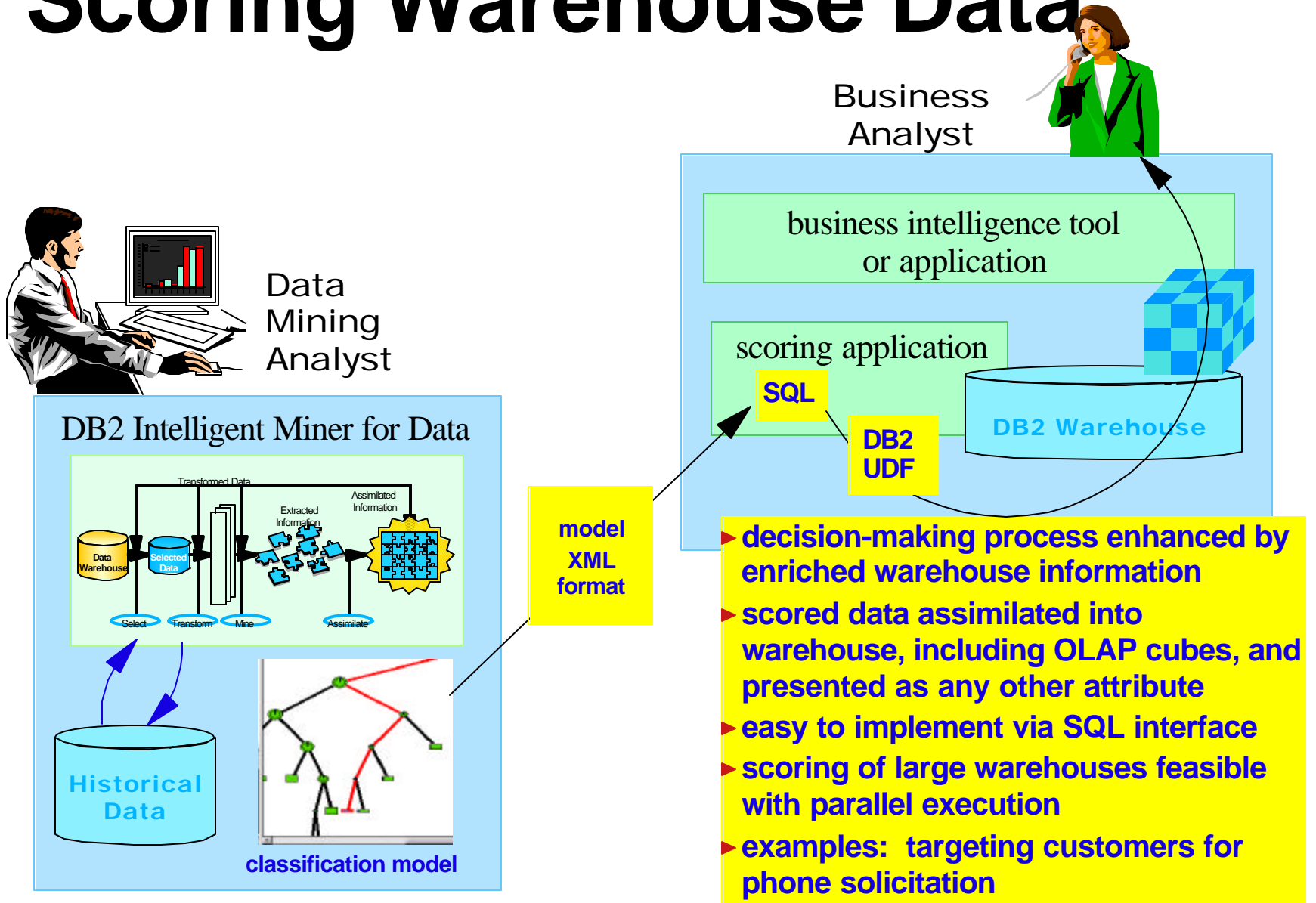  - subproject of "SQL Multimedia and Applications" formed

▶ *OMG, Object Management Group*

- **MetaData Interchange Standards for data mining**
  - Common Warehouse MetaData Interchange (CWMI)

▶ *Strategy:  Conformance with PMML, SQL, CWMI*

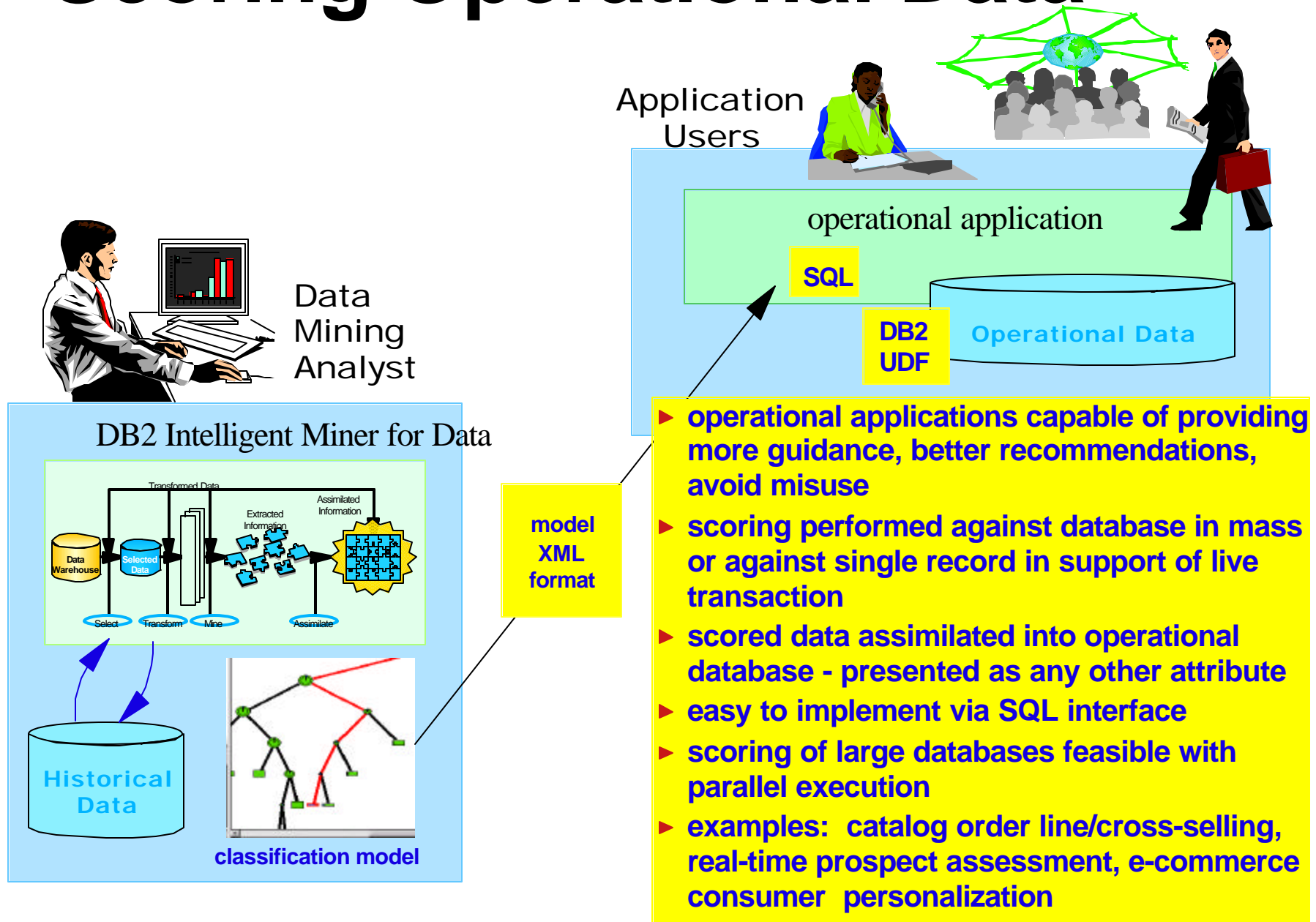interoperability  *CWM*  *PMML*  *SQL*  data access

# Scoring Warehouse Data

**Data Mining Analyst**

## DB2 Intelligent Miner for Data

Transformed Data

Extracted Information

Assimilated Information

Data Warehouse → Selected Data

Select  Transform  Mine  Assimilate

**Historical Data**

**classification model**

**model XML format**

**Business Analyst**

business intelligence tool or application

scoring application

**SQL**

**DB2 UDF**

**DB2 Warehouse**

- ▶ **decision-making process enhanced by enriched warehouse information**
- ▶ **scored data assimilated into warehouse, including OLAP cubes, and presented as any other attribute**
- ▶ **easy to implement via SQL interface**
- ▶ **scoring of large warehouses feasible with parallel execution**
- ▶ **examples:  targeting customers for phone solicitation**

# Scoring models / Interoperability



Data Mining Analyst

DB2 Intelligent Miner for Data

Transformed Data

Extracted Information

Assimilated Information

Data Warehouse

Selected Data

Select  Transform  Mine  Assimilate

Historical Data

classification model

model XML format

scoring application

SQL

DB2 UDF

scored data

- ► models could be supplied by a consultant, solution provider, or central support group within an enterprise
- ► models can be exchanged between data mining tools from compliant vendors
- ► added value: consultant might merge purchased data, such as demographic or industry-specific data, with data mined
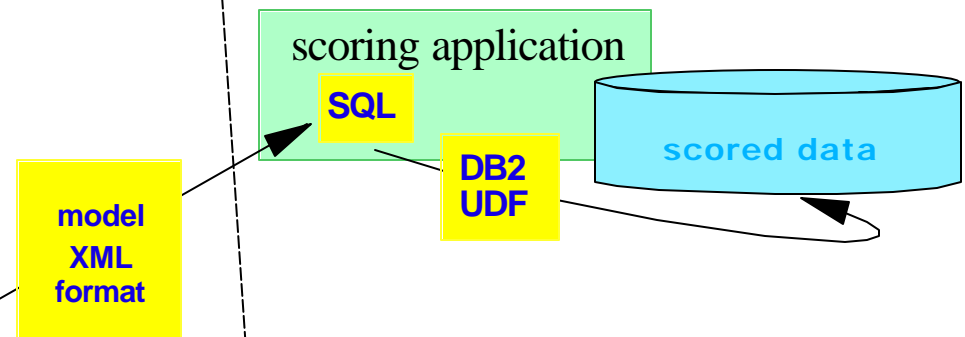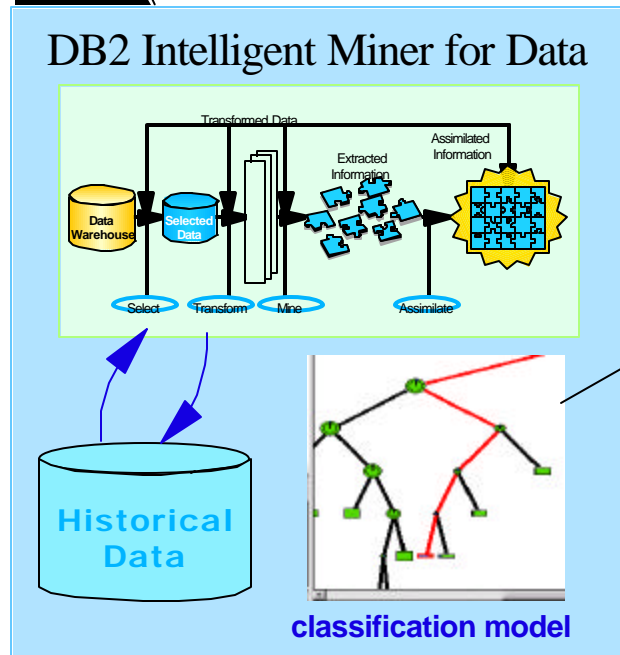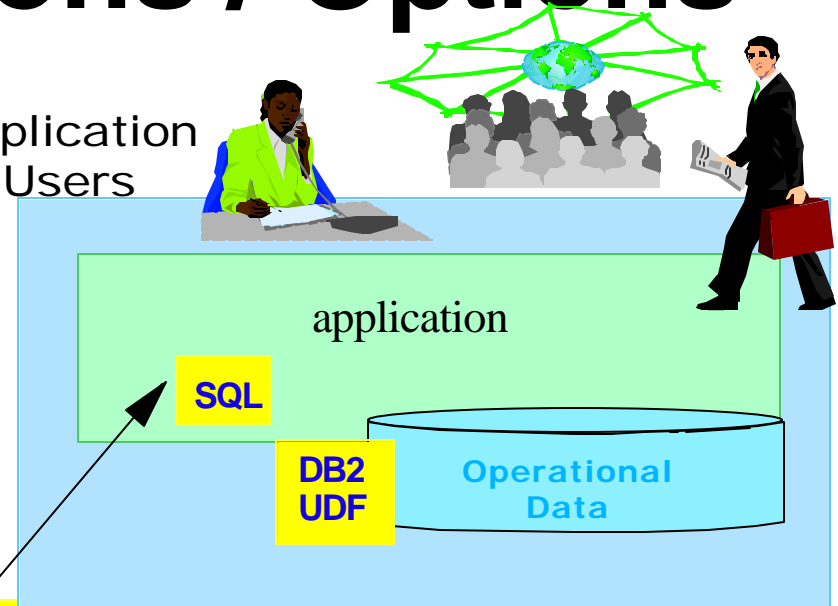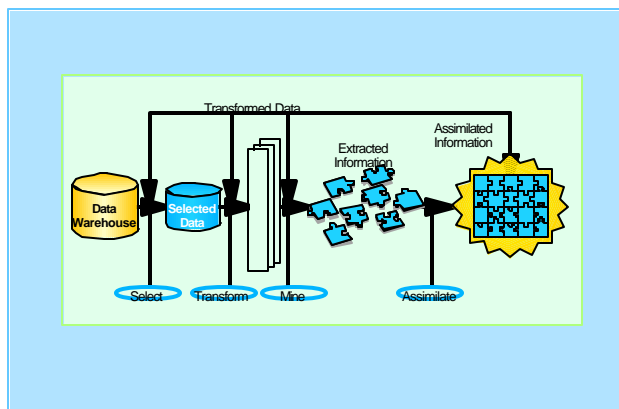
# Scoring Operational Data

Application Users

operational application

SQL

DB2 UDF

Operational Data

Data Mining Analyst

DB2 Intelligent Miner for Data



**classification model**

model XML format

► **operational applications capable of providing more guidance, better recommendations, avoid misuse**

► **scoring performed against database in mass or against single record in support of live transaction**

► **scored data assimilated into operational database - presented as any other attribute**

► **easy to implement via SQL interface**

► **scoring of large databases feasible with parallel execution**

► **examples: catalog order line/cross-selling, real-time prospect assessment, e-commerce consumer personalization**

# Scoring Applications / Options

- ▶ **vendor applications easily enabled to IM Scoring function**
- ▶ **both model and application delivered by the vendor**

Application Users

application

SQL

DB2 UDF

Operational Data

model XML format

Transformed Data

Extracted Information

Assimilated Information

Data Warehouse

Selected Data

Select    Transform    Mine    Assimilate

# DB2 Intelligent Miner Scoring V7
## first viable solution for mainstreaming data mining

✓ Reuse of DB2 Intelligent Miner for Data mining technology delivers proven, industry-leading mining technology to operational applications

✓ Use of DB2 ensures scalability, reliability, federated data access

✓ DB2 extender implementation isolates the application from model interpretation and soring logic

✓ SQL API simplifies implementation, lowers skill requires to deploy mining across the enterprise

✓ Managing models in the database ensures model integrity, ease of maintenance, timely model updates

✓ SQL WHERE clause makes it just as easy to score 1 case in real time, or all rows in mass

✓ Implementation to PMML standards offers an integration point for the use of a variety of modeling and CRM offerings

✓ Oracle cartridge implementation is also available

# DB2 Intelligent Miner Scoring V7
## Delivery

✓ **General Availability:  March 30, 2001**

✓ **Support for Multiple databases, multiple platforms**
- **DB2 extenders, Oracle cartridges**
- **AIX, Windows NT, Windows 2000, Sun Solaris, Linux, Linux/390**

✓ **Attractive pricing & packaging**
- **$15,000 US per processor**
- **DB2 extenders, Oracle cartridges, multiple platforms,  all 'in the box'**

✓ **Flexible solution options**
- **Model development can be performed on another system, even off-site**
- **Models can be built using IBM's DB2 IM for Data or other vendor offerings which deliver PMML V1.1 compliant models**
- **Solution providers can implement custom or pre-packaged solutions enabled to DB2 IM Scoring**

✓ **Trial code - web**

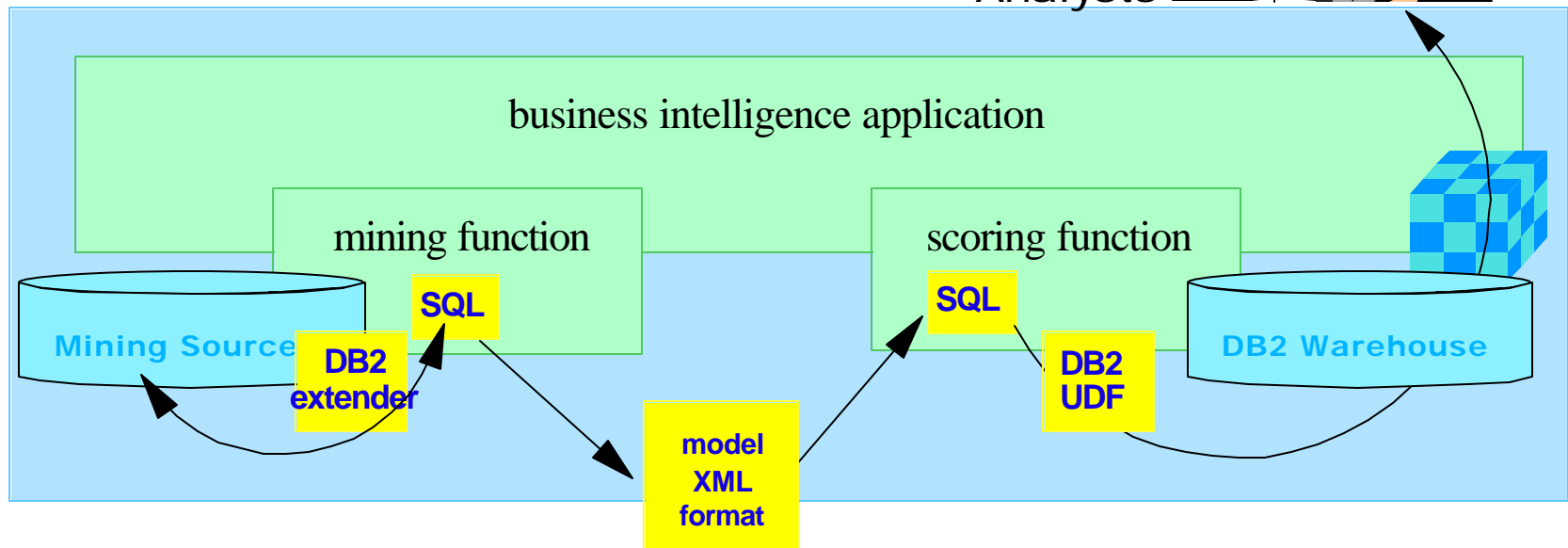✓ **Not For Sale copies - DB2 Scholar program**

✓ **Partner enablement programs**

# DB2 Intelligent Miner
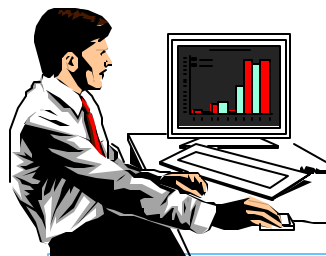# R & D
# Continued Investment

# Beyond DB2 Scoring . . .
# DB2 Mining Extenders

Business Analysts

business intelligence application

mining function

scoring function

**SQL**

**SQL**

Mining Source

**DB2 extender**
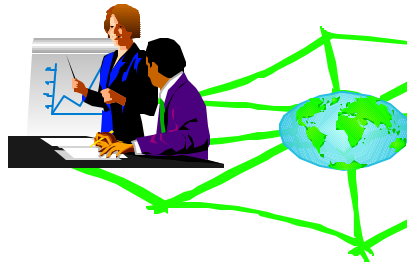
**DB2 UDF**

DB2 Warehouse

**model XML format**

► **decision-making process and/or internal application processing enhanced by mining results and enriched warehouse content**

► **SQL call to initiate training run**

► **same (or separate) application could perform scoring operation**

► **scored data assimilated into warehouse, including OLAP cubes, and presented as any other attribute**

► **scoring of large warehouses feasible with parallel execution**

► **application examples: campaign management, cross selling analysis, fraud detection**

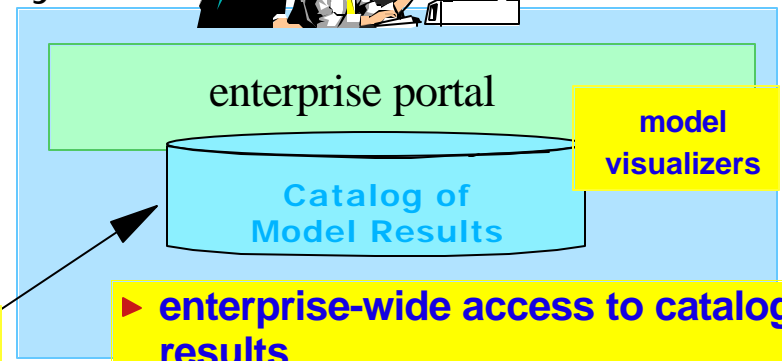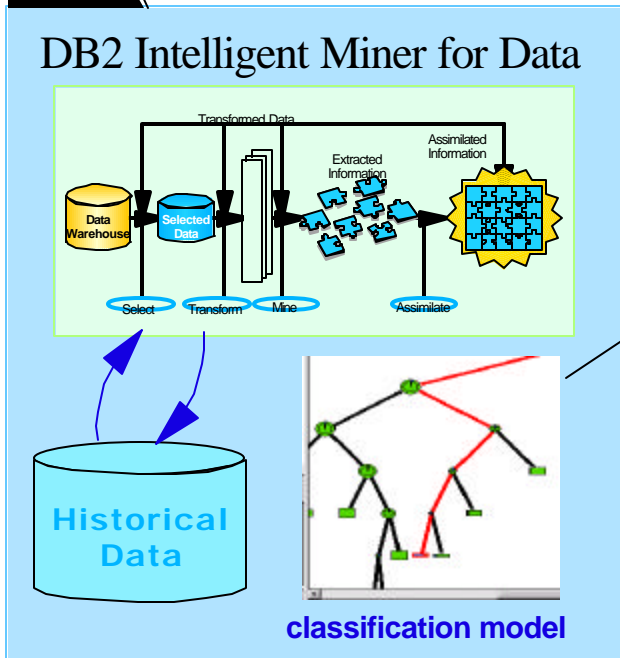# Beyond DB2 Scoring . . .
# Results Delivery

**Decision Path**

Leaf Node:

If (CurrentValue < 123602.000000)
and (InterestRate >= 6.775450)
and (BuyingPower not in [ 07 06 W
and (GeoRegion < 620.500000)
and (GeoRegion < 446.000000)
and (CurrentValue < 113866.000000
and (IntRateTrend < 0.578400)
and (Demographi
and (BuyingPowe
and (CurrentVal
and (DebttoInco
then Class = 1

Data Mining Analyst

Business Analysts

DB2 Intelligent Miner for Data

Transformed Data

Extracted Information

Assimilated Information

Data Warehouse

Selected Data

Select  Transform  Mine        Assimilate

Historical Data

**classification model**

**model XML format**

enterprise portal

**Catalog of Model Results**

**model visualizers**

- ► **enterprise-wide access to cataloged results**
- ► **standard XML format enables vendors, solution providers, customers to provide visualization**
- ► **feasible to provide views customized to an application, an industry or a class of users**
- ► **examples: monthly clustering results available for comparative analysis**

# DB2 Intelligent Miner Requirements . . .

## IM for Data V1 - June, 1996

**Capability/Usability**
- 8 Algorithms
  - Associations
  - Sequential Patterns
  - Clustering (2)
  - Classification (2)
  - Value Prediction
  - Similar Time Sequences
- Processing Library
- Visualization
- API

**Platforms**
- DB2
- AIX/SP2
- OS/390
- AS/400
- AIX,WIN Clients

**Scalability**
- SP Parallel

## IM for Data V2 - March, 1998

**Capability/Usability**
- NN Value Prediction
- Improved Model Interpretation
- Statistics
- Algorithm Enhancements
  - Optimization
- State of the Art GUI
  - Task Guides
  - Expert Use Mode
- Repeatable Sequences
- Portable Mining Base

**Platforms**
- Solaris
- WinNT
- OS/2 Client

**Scalability**
- Parallel Mining of DB2 EEE
- S/390 Parallel

## IM for Data V6 - Sept, 1999

**Capability/Usability**
- Model Deployment
- Business Productivity
  - Graphical Visualizer Associations
  - Statistics/Exploration /Spreadsheet Interoperability
  - End User Reporting

**Platforms**
- VLDB - DB2 V6 and V7
- Windows 2000
- Integration - Warehouse & Operational Systems

**Scalability**
- SMP/Cluster Parallel
  - AIX, Win NT, Win 2000, Solaris
- Parallel Processing for RBF Value Prediction

**Applications**
- partner enablement
- UDB Miner
- IM Scoring beta

## IM Scoring V7 - March, 2001

**Capability/Usability**
- clustering, classification, regression scoring functions
- SQL API
- db extenders
- XML model mgmt in db
- support for all IM for Data V6 scoring fcns

**Platforms**
- DB2 Extenders
  - DB2 V7
  - Parallel Scoring
  - Federated Data Access
- Oracle Cartridges
- AIX, Win NT, Win 2000, Solaris, Linux, Linux/390

**Scalability**
- DB2 performance

**Applications**
- open: ISO/SQL and DMG/PMML standards
- partner enablement

## (Requirements)

**Capability/Usability**
- Simplification, Embedded Intelligence
- Mining in OLAP
- Visualization for Business Users
- Info Dissemination - EIP
- Interoperability - XML, CWM

**Platforms**
- Linux
- Integration - Warehouse, Application Suites
- Additional data mining sources

**Scalability**
- Warehouse Growth ..Terrabytes .. click stream data
- Administration & Management

**Applications**
- Separately Priced Components
  - Scoring extenders
  - Mining Services
  - Visualizers
- Solutions
  - CRM / SCM
  - e-Commerce
  - e-Business Enablement
  - Partner Offerings

*Evolution ... Experience, Research, New Technology . . .*

# DB2 Intelligent Miner Directions

- ***Mining Solutions***
  - application enablers
  - consulting
  - partner development
  - powered by Intelligent Miner
- ***BI Infrastructure***
  - shared data, metadata, components
    - standards -- SQL, CWMI, XML, ...
    - componentry targeted to business users
    - interoperability - exchange mining objects
  - db/warehouse construction, management, deployment
    - extensive data processing and exploration
  - scalability - small to large systems
  - performance - parallel mining, parallel db access
- ***IM Technology*** - some examples
  - simplification
  - scoring services
  - OLAP mining
  - web-enabled visualization components
  - dissemination via EIP
  - easy to use application and tool enablers
  - standards / interoperability
- ***Research***
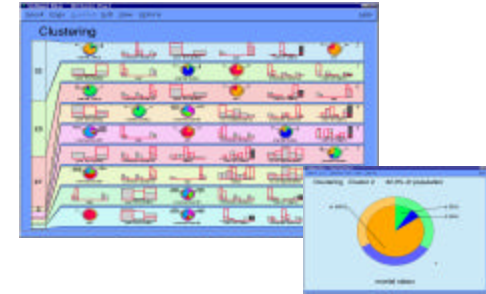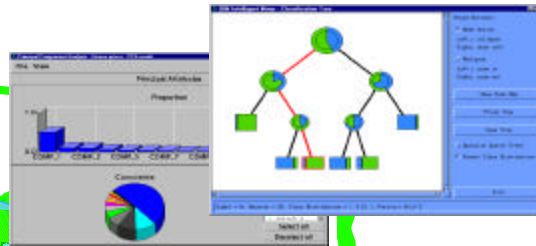  - embedded intelligence
  - end user comprehension

# from **Information** to **Insight**
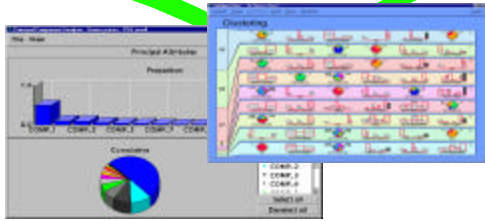
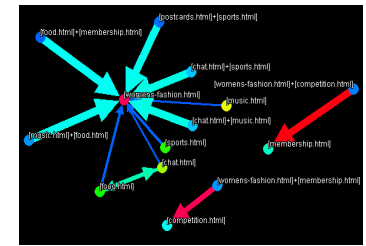*marketing manager developing targeted campaign*

*CRM application for attrition analysis*

*e commerce customers receive personalized treatment*

*retail product manager assesses cross selling opportunities*

*mining results available on demand via EIP*

**Lotus 1-2-3**

1 2 3 4 5 6

**SPSS**
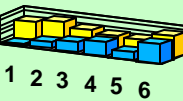
*a variety of business analysts & preferred analytic tools*

**warehouse content enriched by data mining**

**DB2 OLAP**

**DB2**
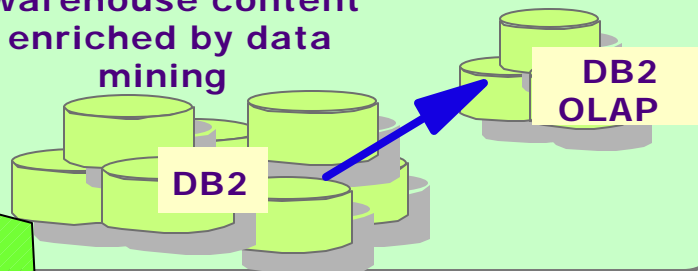
| A | 1 |
|---|---|
| B | 2 |
| C | 1 |
| D | 3 |

*loan advisor application provides guidance based on applicant's characteristics*

Powered by

**Intelligent Miner for data**

*insurance scoring application assesses potential prospects*

NO    Yes!    Yes!    NO    NO
Yes!    NO    ?    Yes!    Yes!
NO    ?    NO
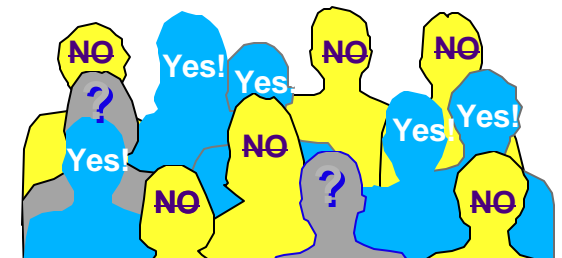
# For More Information . . .

# Intelligent Miner for Data Internet

**www.ibm.com/software/iminer/fordata/**

- information
  - ► case studies
  - ► news, press, announcements
    - ★ **regular Data Mining column in DB2 Magazine**
  - ► brochures, white papers, analyst reports
- support
  - ► FAQs
    - – HW/SW

# Related Internet Sites

- DB2 Scholar Program
  - ► www.software.ibm.com/data/highered/
- Road to Business Intelligence 2000 series
  - ► www.ibm.com/software/data/busn-intel/road2bi/
- DB2 Magazine - regular data mining column
  - ► www.db2mag.com
- IBM Data Mining Research
  - ► www.almaden.ibm.com/cs/quest/
- IBM Data Management Offerings
  - ► www.ibm.com/software/data
- IBM Business Intelligence Offerings
  - ► www.ibm.com/software/data/busn-intel/
- IBM Business Intelligence Solutions
  - ► ww.ibm.com/bi/
- RS/6000 Business Intelligence Solutions
  - ► www.ibm.com/servers/solutionseries/

# *Thank You for your interest,*
## *Claudia Gardner*

*claudiag@us.ibm.com*

**www.ibm.com/software/iminer/fordata**

# DB2 Brand Programs

**Marisa De Peralta**

★ DB2 V5 to V7 Revenue Opportunities

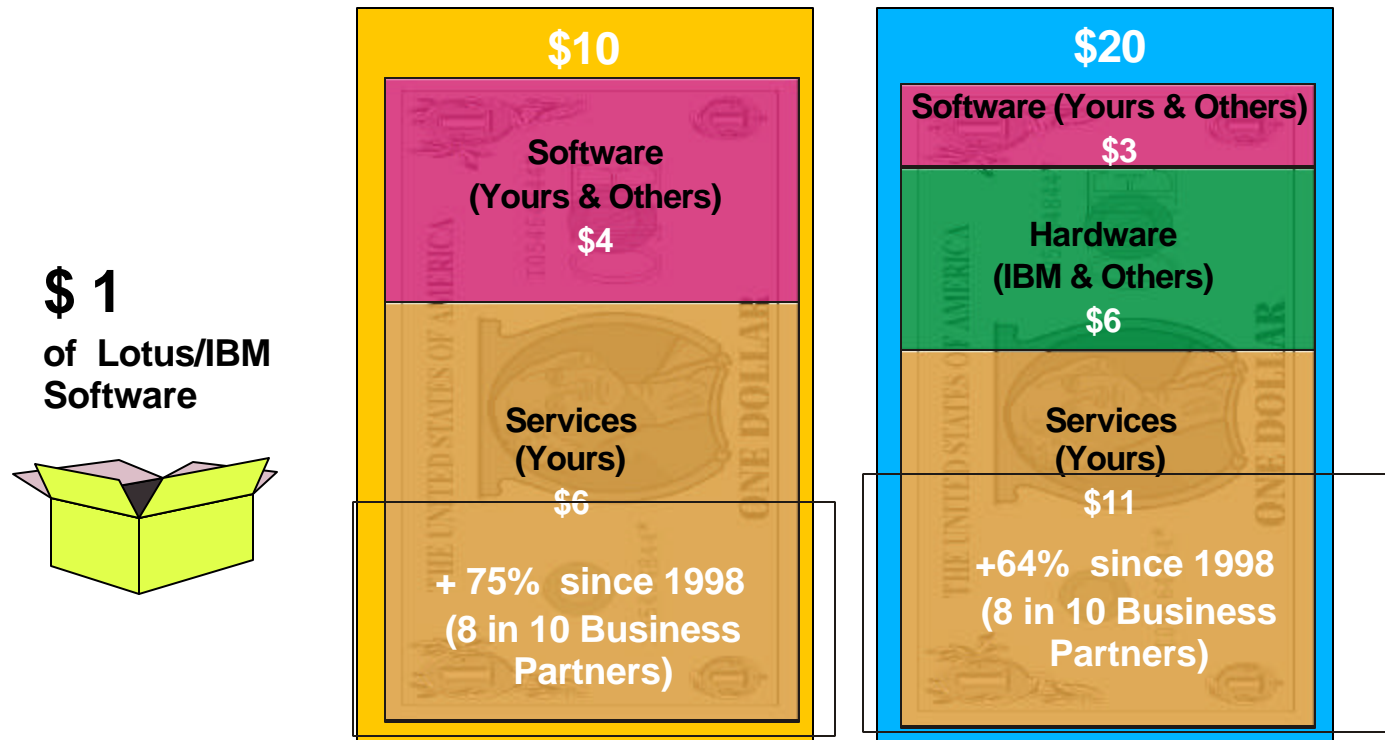★ International DB2 Users Group Conference

# DB2 V5 to V7 Upgrade

- Support for DB2 V5 will be withdrawn by end of June 2001

- Short Life-Span of DB2 V6
  - ✓ Support for DB2 V6 will be withdrawn December 2001

- Several thousand customer-installed DB2 V5 licences

# DB2 V5 to V7 Upgrade

- Version Upgrage Inhibitors
  - ✓ lack of skilled resource
  - ✓ time to migrate
  - ✓ application does not support V7

- IBM plans to launch program to support version-to-version upgrade
  - ✓ intended to drive demand

# e-business Opportunities

★ For every dollar that a customer spends on Lotus and IBM software, the customer spends the following on additional software, hardware and services

**$ 1**
**of Lotus/IBM Software**

**$10**

Software (Yours & Others)
$4

Services (Yours)
$6

+ 75% since 1998
(8 in 10 Business Partners)

**$20**

Software (Yours & Others)
$3

Hardware (IBM & Others)
$6

Services (Yours)
$11

+64% since 1998
(8 in 10 Business Partners)

Source: Meridian Technology Marketing, 4Q99

# DB2 V5 to V7 Upgrade

- Visit www.ibm.com/software/data/channels to get the latest data management programs for business partner

  - ➤ www.ibm.com/software/data/channels

# International DB2 Users Group (IDUG) Conference

- May 13 - 17, 2001
  - ✓ Marriott Orlando World Center (Florida)

- Registration going on now
  - ➡ www.idug.com

- 25% discount available
  - ✓ employee of an IBM Business Partner who has not previously attended an IDUG Conference
  - ✓ registration must be received by May 4, 2001
  - ✓ www.ibm.com/software/data/channels

# International DB2 Users Group (IDUG) Conference

- Access to 140+ technical sessions

- Free DB2 certification testing

- Meet with more than 2000 DB2 professionals
  - ✓ IBM developers & leading vendors
  - ✓ special-interest group discussion
  - ✓ informal networking