



For many companies, business intelligence (BI) is the key to strategic, tactical and operational success. BI provides organizations with a competitive advantage by delivering insight into their markets, customers and products, helping employees make smarter and faster business decisions. By taking BI out of the back office and integrating it into everyday business functions, organizations are effectively leveraging years of investment in their information infrastructures to drive their business to new heights.

Taking maximum advantage of business information requires a strong, flexible data warehouse and BI solution built on a powerful, highly scalable platform. The expanding scope and mission of BI, along with the increased corporate emphasis on cost savings, data security and green initiatives,

is driving organizations to re-examine IBM® System z® as their strategic platform for data warehousing and BI. This powerful, highly scalable platform is ideal for hosting the transactional systems that house raw data and the data warehousing and BI solutions that leverage that information to help enable smart business decisions.

Customers can take advantage of the proven strengths of System z and its unique integration with IBM DB2® for z/OS® for data warehousing and BI applications:

- **Scalability:** Use unique System z features to quickly, easily and economically scale up with more users and scale out with ever-increasing data volumes and BI functionality requirements.
- **Performance:** Leverage System z to help ensure there is no degradation in application response time as the organization scales.
- **Availability:** Run your DB2 for z/OS data warehouse and IBM Cognos® BI solutions within the same physical infrastructure as the data—providing nearly instantaneous access to transactional data as soon as it is captured, while helping to ensure continuous BI availability.
- **Security:** Combine the strengths of the System z platform (including cryptography, encryption, user identification and authentication) with the stringent security capabilities of Cognos BI. IBM System z secures the data while Cognos secures who accesses the data, providing a BI solution with the comprehensive security required to protect your most important asset—your business information.

### ***Make better business decisions faster***

*The BI systems that drive tomorrow's business require a platform that is powerful enough to act as the foundation for the entire organization.*

*The System z platform can quickly scale to meet growing demand, facilitate the availability of BI when it is needed and help enable faster access to key business information. It can provide greater value by delivering the information that users need most at precisely the right time and place.*



### Support enterprise-class BI on IBM System z

The true value of BI is derived when users have immediate, 24x7 access to the enterprise data required to facilitate smart business decisions. DB2 for z/OS and System z provide unparalleled, proven reliability and performance for the most demanding customers. Combining them with Cognos 8 BI and Cognos Now! for Linux® on System z delivers high-quality BI solutions with a simpler BI infrastructure to manage and maintain.

BI from IBM Cognos features:

- **Cognos 8 BI for Linux on System z** which delivers a full range of BI capabilities, including reporting, analysis and dashboards, to provide all user communities with relevant information how, when and where it is needed.
- **Cognos Now! for Linux on System z** which helps enable actionable BI through real-time condition-based monitoring, processing of operational key performance indicators (KPIs) and process workflows and alerting for rapid corrective business action.

To help you deliver BI to more users more efficiently and effectively, IBM is pleased to introduce the Smart Analytics Cloud, which combines industry-leading IBM hardware, software and services, all designed to help enable organizations to quickly, easily and efficiently leverage the value of private cloud computing within their organization for BI.

The Smart Analytics Cloud delivers the power of BI with IBM Cognos 8 BI, System z as an ideal platform for standardization and with specific services and middleware to help enable a complete private cloud deployment model. This solution delivers greater value to your organization by helping you to:

- Reduce the cost and complexity of delivering BI to the enterprise
- Increase business user satisfaction and return on investment (ROI) of BI
- Expand BI deployment to more decision makers across the organization
- Simplify enforcement of corporate regulations and standards

### ***A single, cost-effective platform for BI***

*Leveraging System z to standardize on a single BI tool helps ensure that all users are using the same system and, therefore, the same information—leading to quicker time to value and a simplified user experience. Having only a single tool to manage makes better use of your resources and also helps cut administration time!*





### Minimize data movement and reduce latency

Behind almost every BI system is a data warehouse that provides the raw material for information-based innovation—and the System z platform has helped businesses capture and house critical business information for more than 45 years. System z is designed to scale cost-effectively to meet growing user demands and support expanding data stores. The platform can deliver lower costs through server consolidation capabilities and hardware-based compression while providing advanced features like world-class workload management and high availability through data sharing and comprehensive security features. The latest IBM data warehousing offerings for System z provide a robust platform to help minimize data movement, reduce latency, help enhance control and availability for critical business information and increase reliability. IBM DB2 for z/OS is designed to help reduce costs and complexity, simplify compliance and be continuously available to support a global data warehousing and BI infrastructure.

IBM InfoSphere™ Warehouse on System z complements IBM DB2 for z/OS with a highly scalable, low-cost way to design, populate and optimize a DB2 for z/OS data warehouse, datamart or operational data store for BI applications like IBM Cognos 8 BI. It provides physical data modeling; extract, transform and load (ELT); and multidimensional server functions on top of an existing IBM DB2 for z/OS implementation and forms the core of the data warehousing environment. InfoSphere Warehouse on System z can also facilitate improved query performance through the use of Cubing Services caching for Multidimensional Expressions (MDX) query support, helping organizations save time and CPU costs.

### Build a larger data warehouse, faster—and use less space

Save on storage by using DB2 for z/OS and System z hardware-based data compression, with average compression rates of 50 percent. Plus, you can save up to 50 percent on labor costs, up to 80 percent on energy costs and up to 85 percent on floor space using System z and DB2 for z/OS.<sup>1</sup>



*IBM Smart Analytics  
Optimizer combines hardware  
and software technology to  
improve query response time  
by an order of magnitude.*

**Save CPU costs and reduce response time**

*Cubing Services in InfoSphere Warehouse on System z can help dramatically reduce response time and minimize CPU usage. In IBM internal tests, total elapsed time for a distribution customer's warehouse workload was reduced from 11,000 seconds to less than 1 second.<sup>2</sup>*

*IBM InfoSphere Warehouse on System z complements IBM DB2 for z/OS with a highly scalable, low-cost way to design, populate and optimize a DB2 for z/OS data warehouse, datamart or operational data store for BI applications.*

To help organizations further enhance their System z data warehouse solutions, IBM introduces IBM Smart Analytics Optimizer, a combination of IBM hardware and software expertise that significantly improves query-intensive workloads on IBM data systems. By accelerating queries, Smart Analytics Optimizer gives organizations the ability to integrate business insights into the fabric of their operational processes. Organizations can provide executive users with the information to make well-founded, strategic decisions and knowledge workers with insight into the daily operational aspects of the business.

IBM Smart Analytics Optimizer:

- Improves query response time by an order of magnitude
- Requires no change to existing BI applications
- Helps lower administration costs
- Extends and strengthens the IBM data warehouse and BI solution on System z

**BI + data warehousing + IBM System z = Competitive advantage**

As data warehousing and BI requirements continue to expand in scope and complexity, System z provides an outstanding platform to help enterprises stay competitive and innovate on a global scale.





IBM System z offers a highly scalable, highly resilient, cost-effective platform to help optimize data warehouses and BI. By reducing complexity through the deployment of transactional and warehouse data on a single platform, and by simplifying the maintenance and management of enterprise BI infrastructure, organizations can use the System z platform to provide actionable business insight to all levels within the organization. System z also can help save money by reducing the costs associated with data movement and by providing more efficient access to enterprise data, including DB2 for z/OS data. The result: a unified platform designed to meet today's key data warehousing and BI requirements and deliver strategic insight for smarter business decisions.

### For more information

To learn more about data warehousing and BI on IBM System z, please contact your IBM representative, or visit [ibm.com/software/data/businessintelligence/systemz](http://ibm.com/software/data/businessintelligence/systemz)

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<sup>1</sup> Based on calculations of savings realized in internal IBM System z consolidation projects.

<sup>2</sup> Based on internal IBM testing using an actual distribution customer warehouse workload.

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