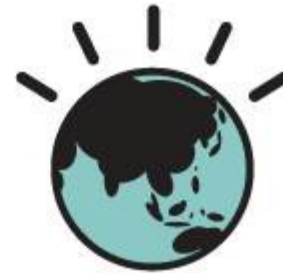




**IBM ASEAN
Leadership Exchange**



Becoming an Information based Enterprise with the Information Agenda

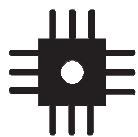
Joyer Mascarenhas
Business Unit Executive, Information Agenda
IBM Software Group

The World Is Becoming Smarter

FLATTER



SMALLER



INSTRUMENTED



INTERCONNECTED



INTELLIGENT

Data Explosion In A Smarter World!

Volume of Digital Data

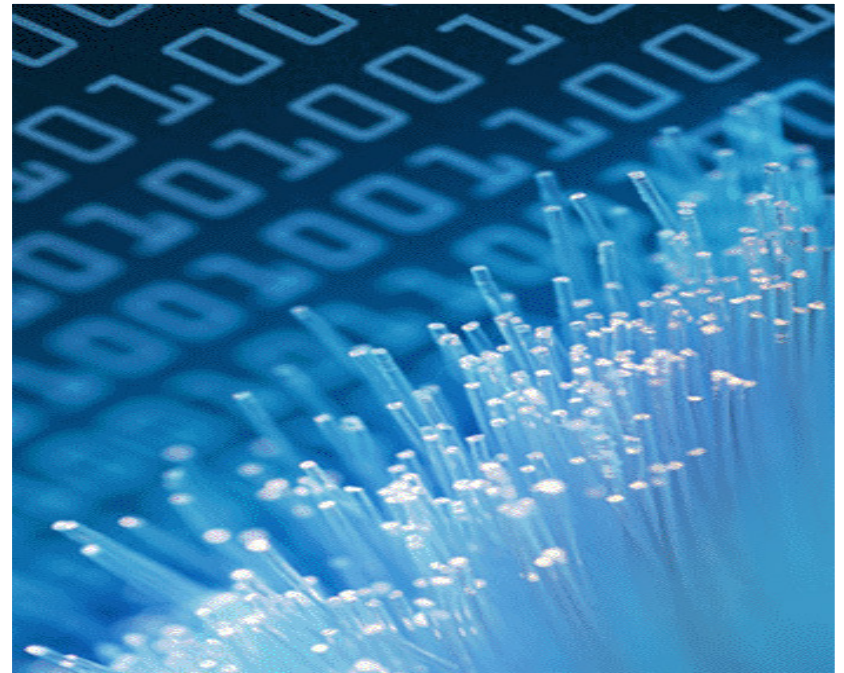
- 57% CAGR for enterprise data through 2010
- Machine generated data : Sensors, RFID, GPS..

Variety of Information

- 80% of new data growth is unstructured content
- Emails, images, audio, video..

Velocity of Decision Making

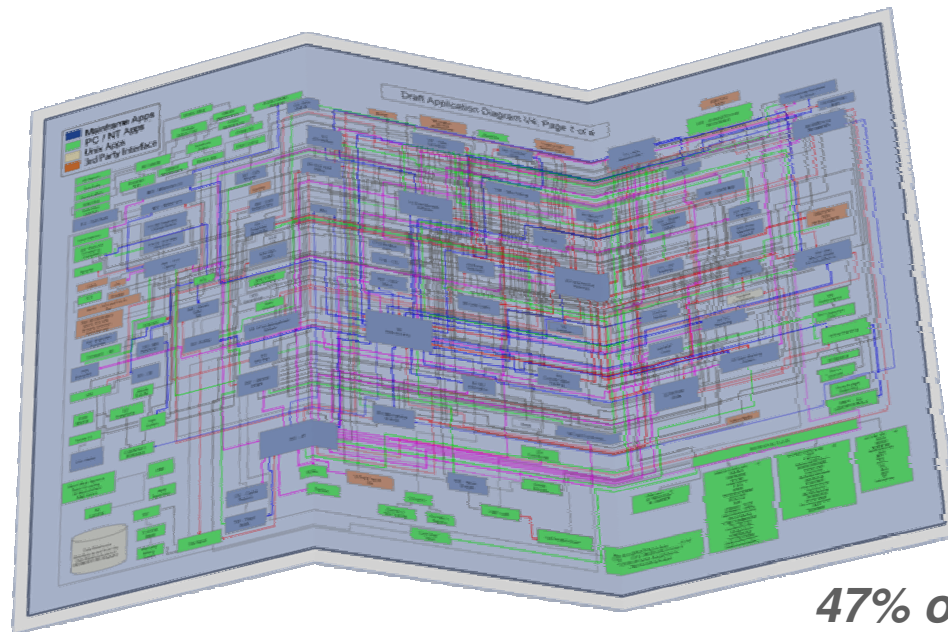
- Rapidly changing business climate
- Need to get ahead of the curve : predict issues and fix them



New Data ➡ New Information!

But, How Do We Leverage Information For Smarter Business Outcomes?

42% of managers use wrong information at least once a week



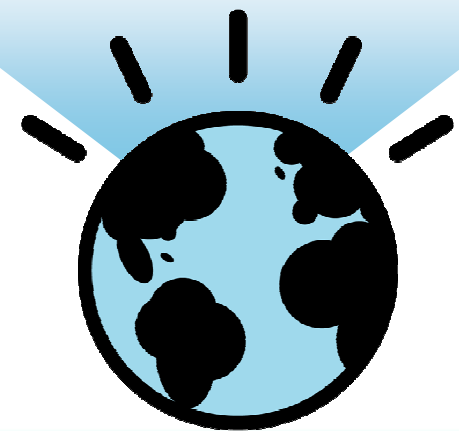
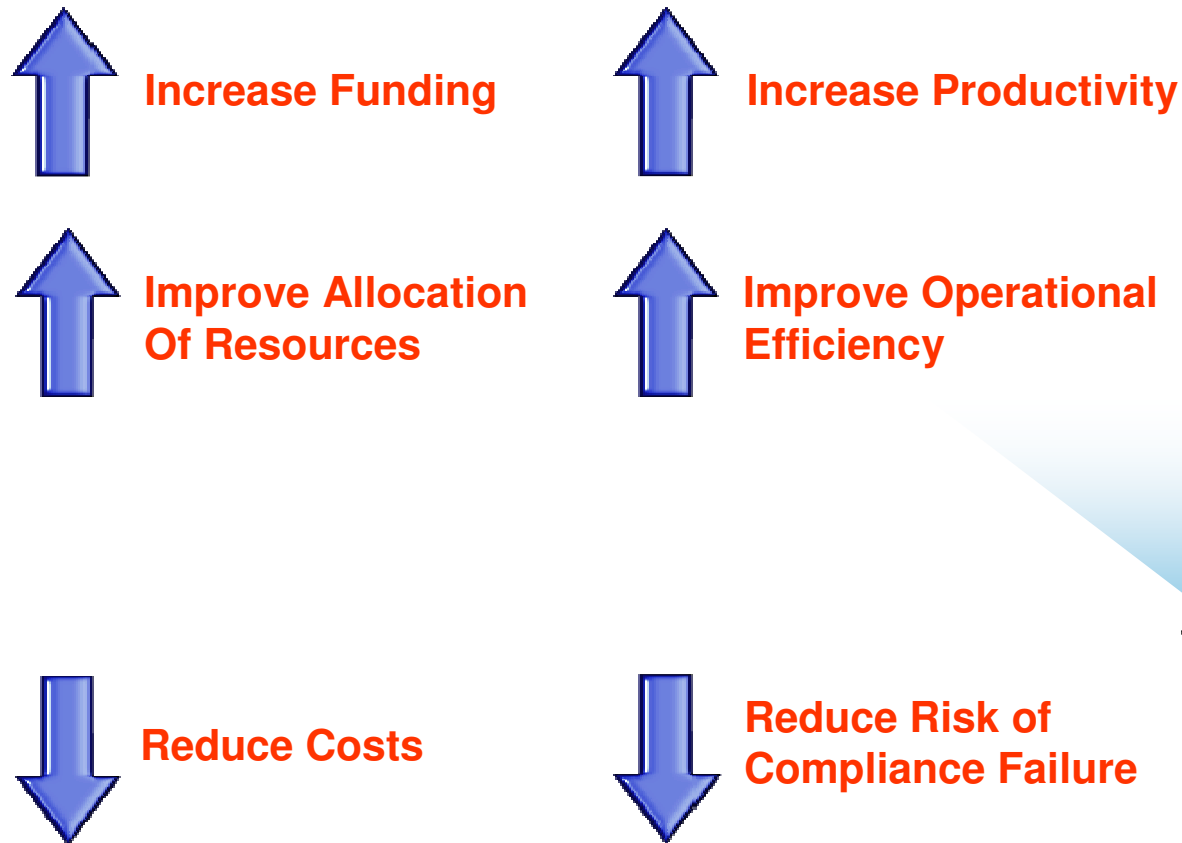
59% of managers miss information valuable to their jobs because they can't find it

47% of users don't have confidence in their information

Think Differently To Drive Smarter Business Outcomes



Smarter Businesses Are Able To Leverage Information To Drive Smarter Business Outcomes



Government Global Challenges

Impose New Information Implications for Governments

Challenges

Improve operational efficiency

Transform citizen services

Recognize and mitigate risks

New Operational Requirements

Increase the depth and scope of collaboration
(with citizens & constituents and between business & IT)

Offer innovative and informative citizen services

Improve sense and response to economic, social, technological changes or crisis

IT Implications

Must establish a foundation of trusted information across agencies

Need for greater insight and actionable intelligence from trusted information

Increase the use of performance management and analytical technologies

IT must provide trusted information and greater transparency – and therefore more accountability ...which leads to better Government.

A Capability Gap Exists

Between Today's Capabilities and Those Needed in the Future

Current State

Information, business process and logic are captive to applications and aligned to organization silos

Business Consequence

- No single, reliable, consolidated view of the enterprise
- Inconsistent information

IT Consequence

- Redundant data, applications and infrastructure.
- Hand coded integration spaghetti

Current Result...

- ✓ Consumes 40%+ of IT budget
- ✓ Inhibits flexibility and competitiveness
- ✓ Proliferation of point solutions or departmental silos

Complex Business & Technology Initiatives

Big Gap

Single View

Risk and Compliance

Enterprise Government Framework

Intelligence Fusion for Public Safety, Security, Threat

Big Gap

Desired State

Information governed by an infrastructure that makes data available across the enterprise – when and where it's needed

Business Consequence

- Run the business with a single, reliable view of information
- Reduce costs, improve responsiveness

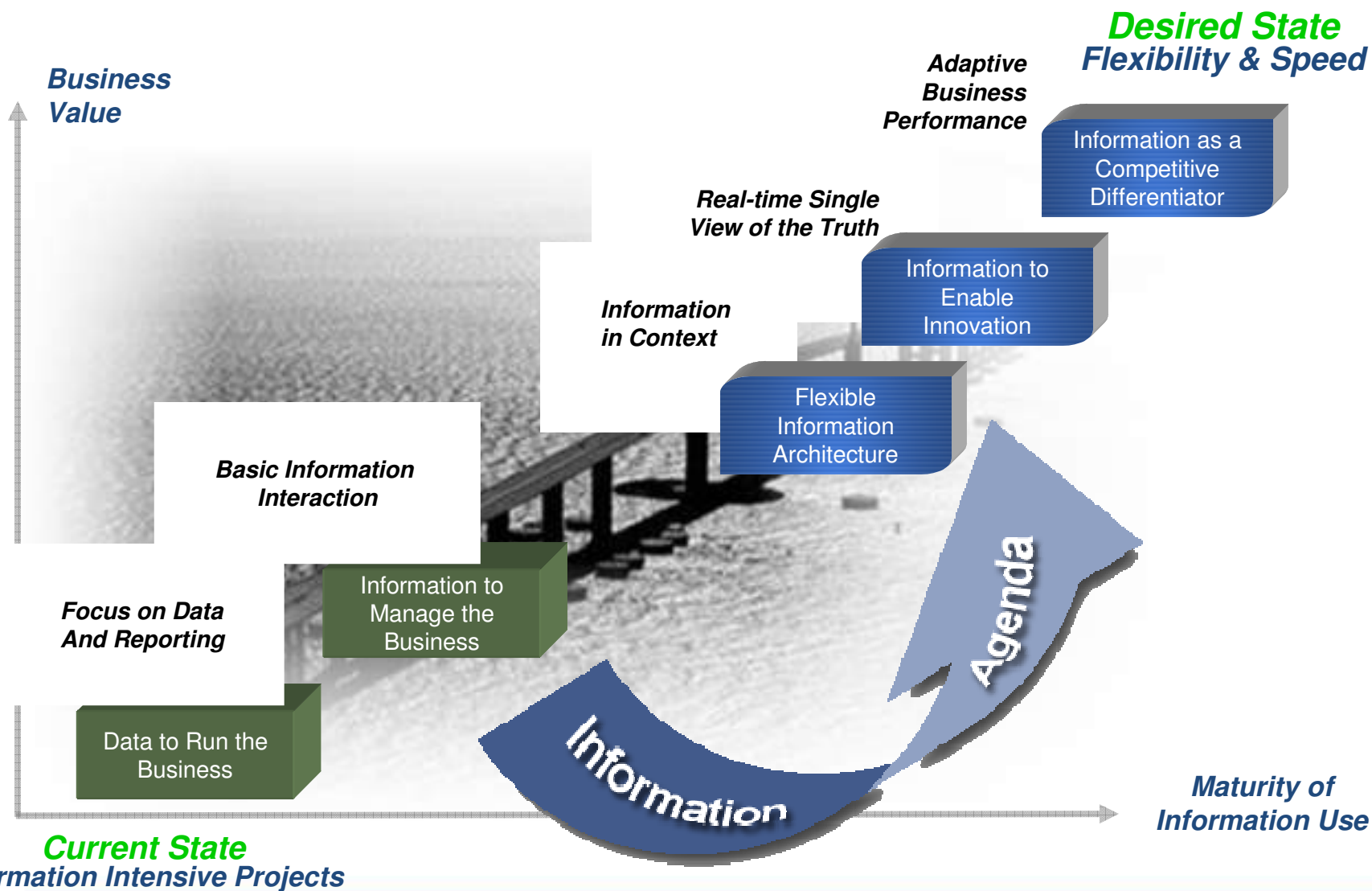
IT Consequence

- Consolidation of data, applications and infrastructure
- Eliminate hand coded integration spaghetti

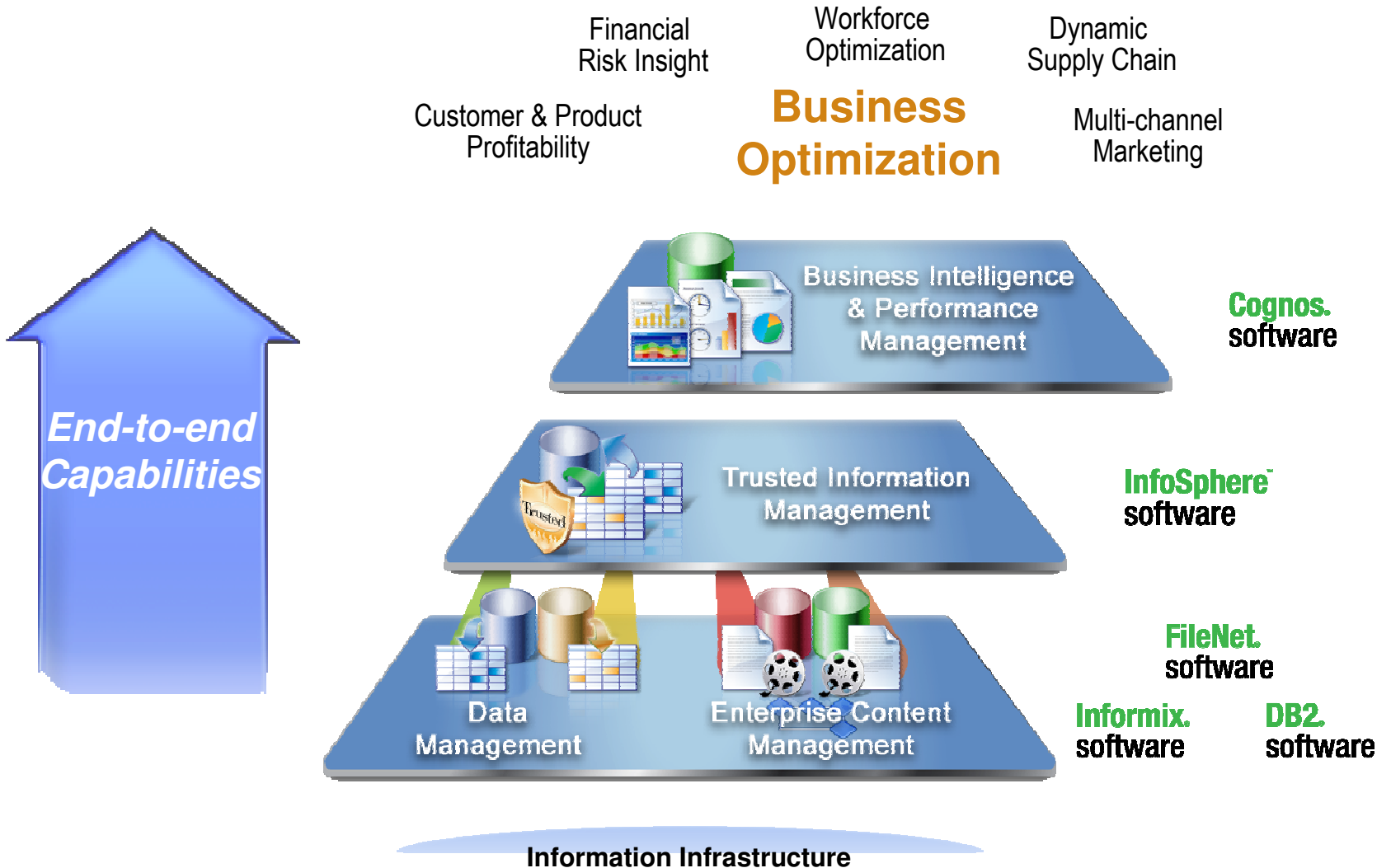
Desired Result...

- ✓ Information management platform & strategy reused across business and IT initiatives
- ✓ Data as a service which feeds a flexible Services Oriented Architecture and separates information from process

Bridging the Gap is a Necessity to Unlocking the Business Value of Information

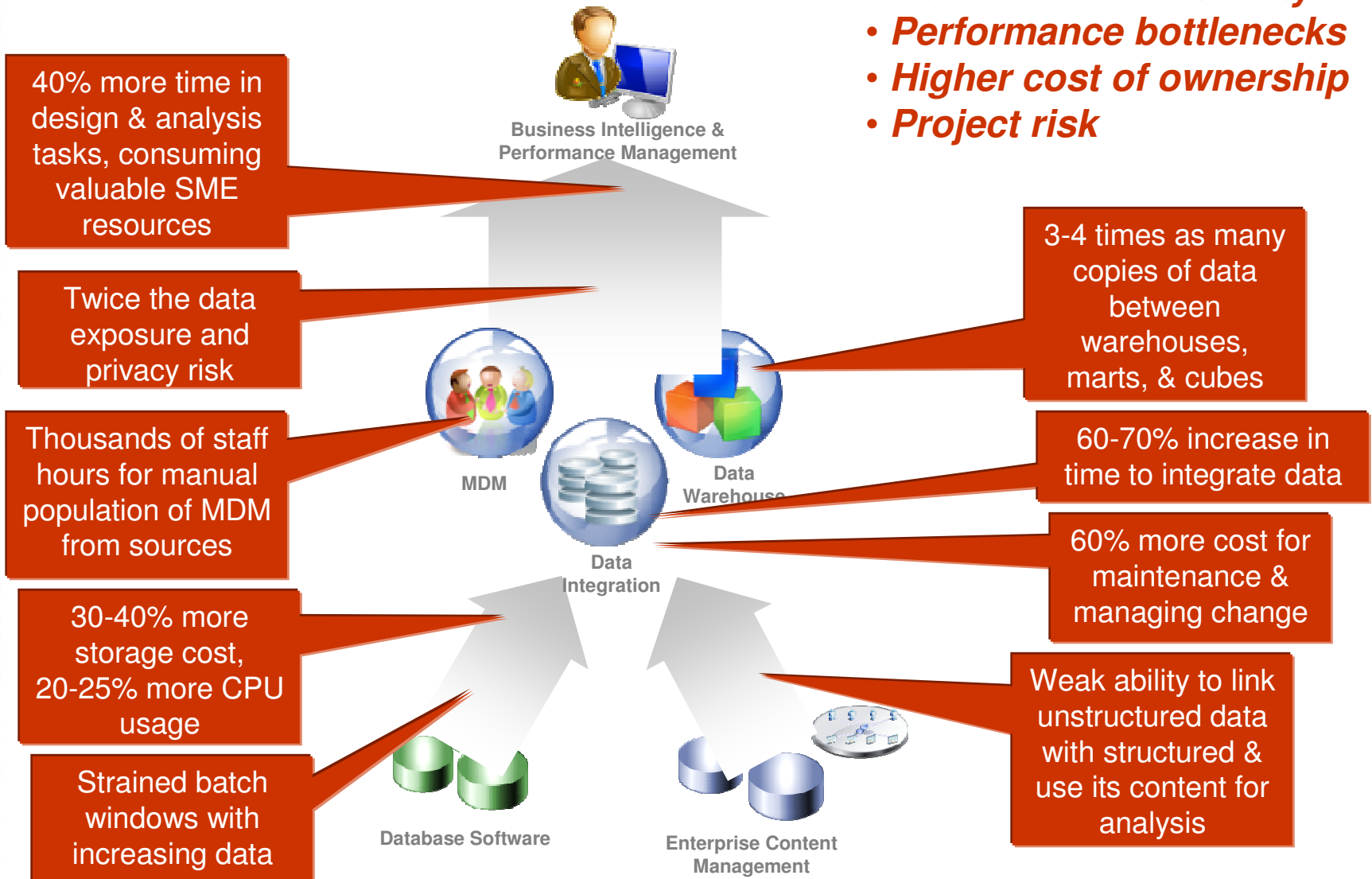


The Software Portfolio to Leverage Information For Smarter Business Outcomes



The Alternative...

- *Manual integration*
- *No end-to-end visibility*
- *Performance bottlenecks*
- *Higher cost of ownership*
- *Project risk*



***Source: IBM Project Studies**

Market Leaders Driving Smarter Business Outcomes

Create complete 360 degree view of over one million customer relationships



Increase Revenue by effective cross-selling of new services to the customer base

Manage Geographic Information System (GIS) data for critical decisions



City of Los Angeles

Reduce costs by over \$150,000 annually
Reduce risks by coordinating emergency services & homeland security

Streamline annual planning and budgeting for restaurants



Reduce labor costs by over \$2 Million annually

Provide real-time updates & statistics from live sporting events to customers



Increase revenue by 15% annually
10-40% market share growth

Gather and update clinical information to drive pediatric research



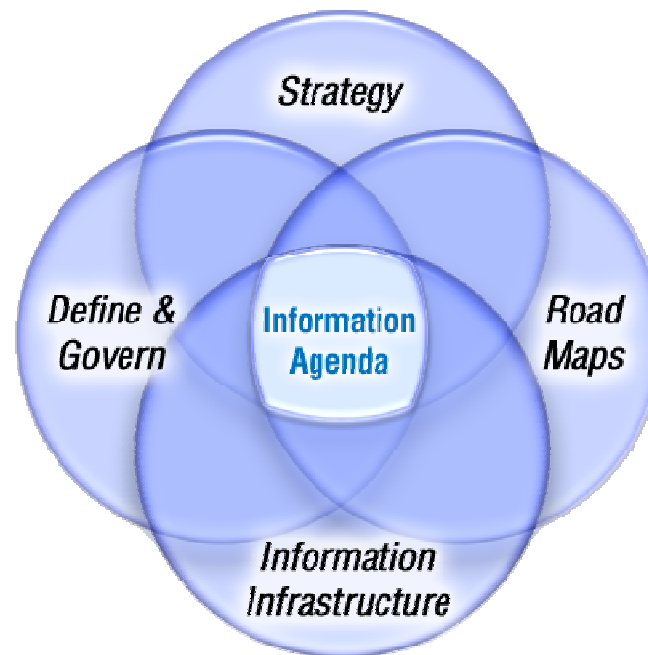
CHU Sainte-Justine

Reduce administrative costs by 75%
Ten Fold Increase in productivity for gathering research cohorts

Smarter Business Outcomes With Information Agenda

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

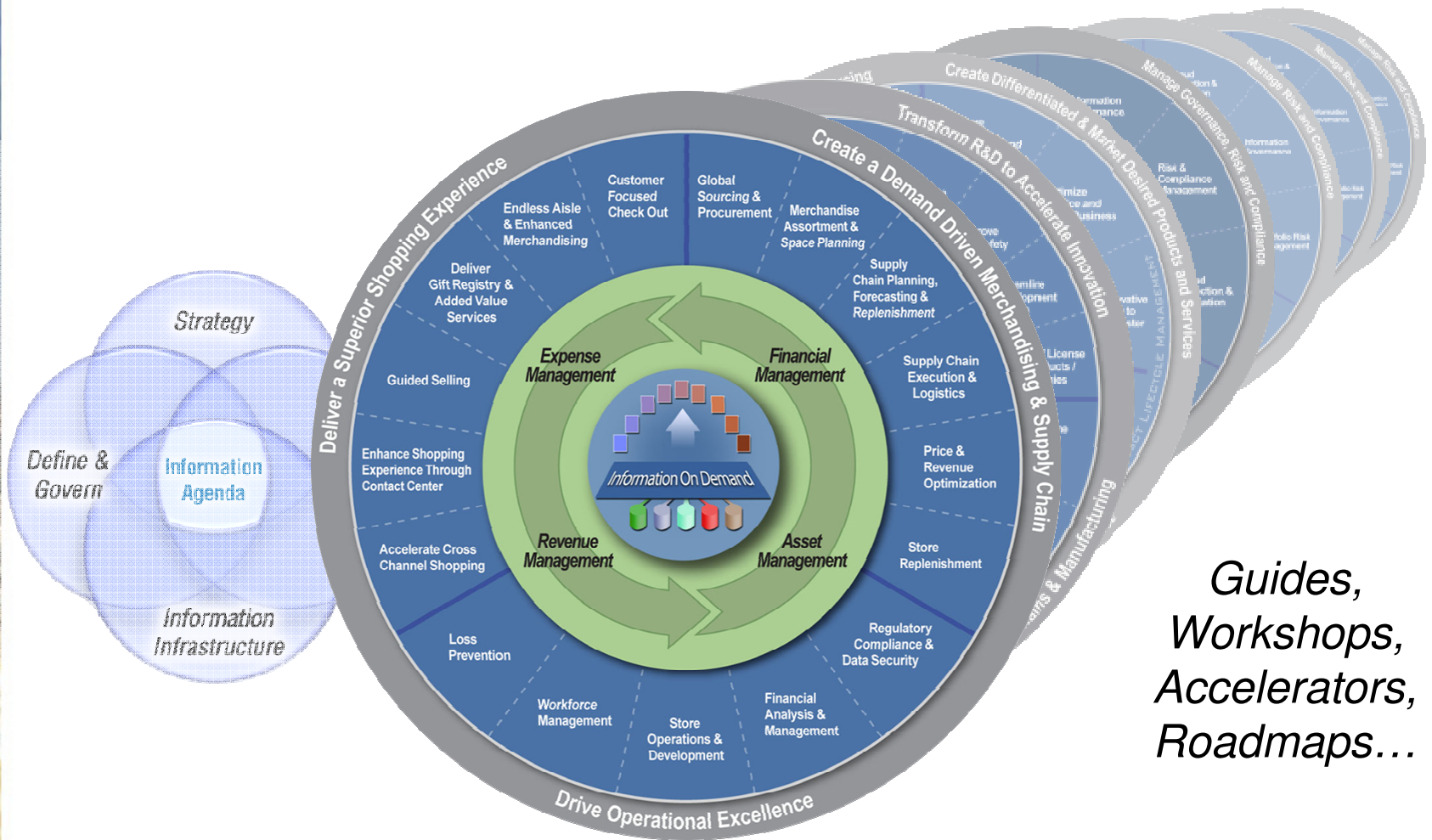
Align people,
process, &
information



Accelerate
projects for short
& long-term ROI

Architect an extensible
information infrastructure

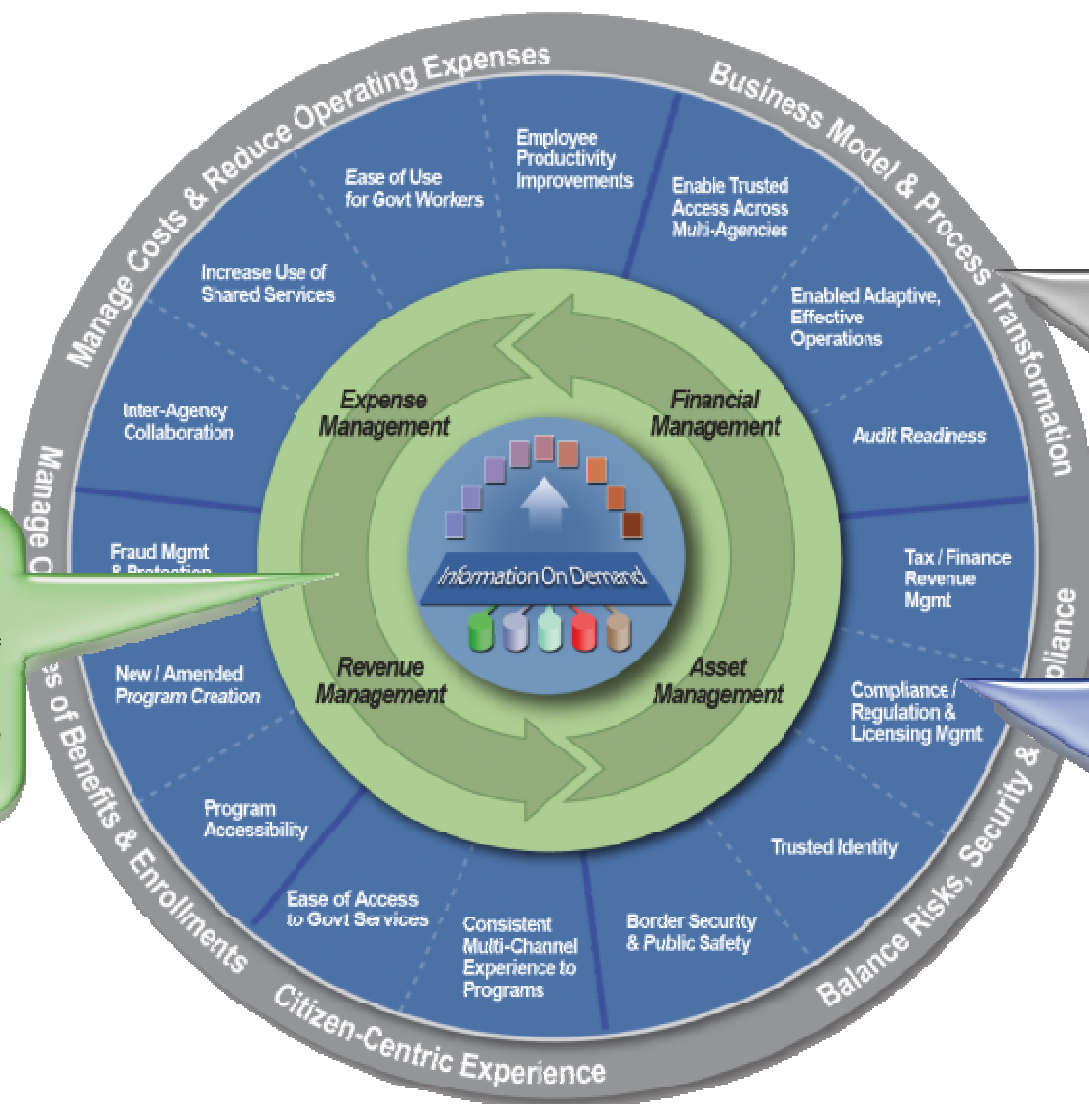
Smarter Business Outcomes With Information Agenda Strategy, Roadmaps: Information Agenda Guides



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

Smarter Business Outcomes With Information Agenda

Example of the Business Optimization Map



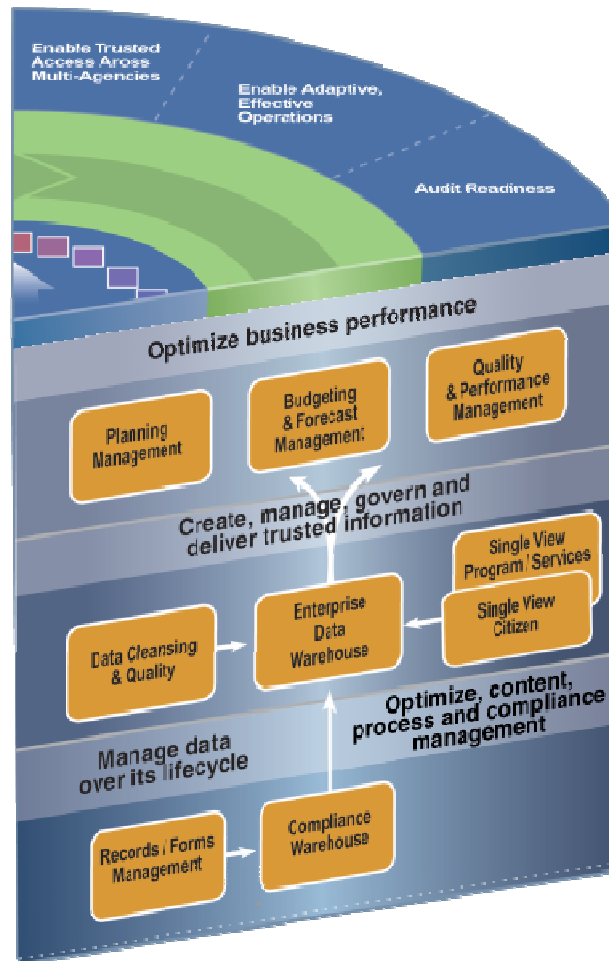
Core Management Processes
 The underlying processes that are prevalent across all areas of the company in every industry and must be managed for improved business performance

Strategic Imperatives
 The key focus areas for a specific industry that are critical to improving overall business performance

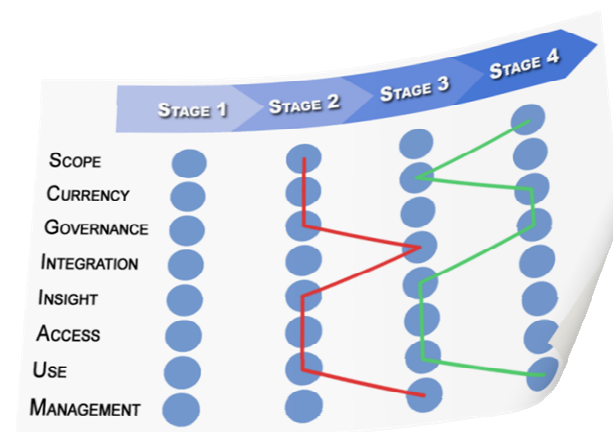
Business Objectives
 The processes and activities that can be optimized through more effective use of information in support of the strategic imperatives

Smarter Business Outcomes With Information Agenda

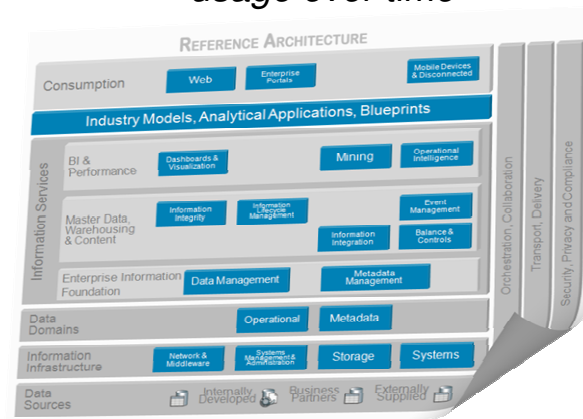
Adopting the Information Agenda



Develop an adoption roadmap for the organization



Raise maturity of information usage over time



Connect the roadmap to a reference architecture

Smarter Business Outcomes With Information Agenda

Industry Accelerators



Financial Services

- Risk Adjusted Profitability
- Branch Performance
- Retail Banking Customer Segment Performance
- Corporate Banking Customer Segment Performance...



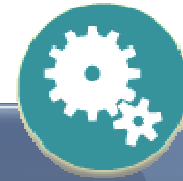
Insurance

- Product Profitability
- Claims Submission Optimization
- Insurance Self Service
- Insurance Scorecard...



Retail

- Store Development
- Strategic Promotions
- Financial Merchandising
- Financial Workbench & Scorecard...



Industrial

- Sales & Operation Planning
- Allocations Optimization
- Risk Analysis
- Trade Promotion Management
- Asset Management...



Telco

- Customer Service
- Customer Billing
- Compliance
- Simple Order...



Energy & Utilities

- Intelligent Utility Network
- Asset Plant Lifecycle Mgmt.
- Central Engineering
- Rate Case
- Aging Workforce
- Violations...



Government

- Crime Information Warehouse
- Case Management
- Municipal Performance Management
- Court Management
- Fraud Investigation ...



Healthcare

- Enterprise Health Analytics
- Health Plan Industry Models
- Customer Care & Insight for Health Plans
- Risk, Fraud, & Compliance for Health Plans...


Getting Started

Engagement Scenarios to Accelerate your Roadmap

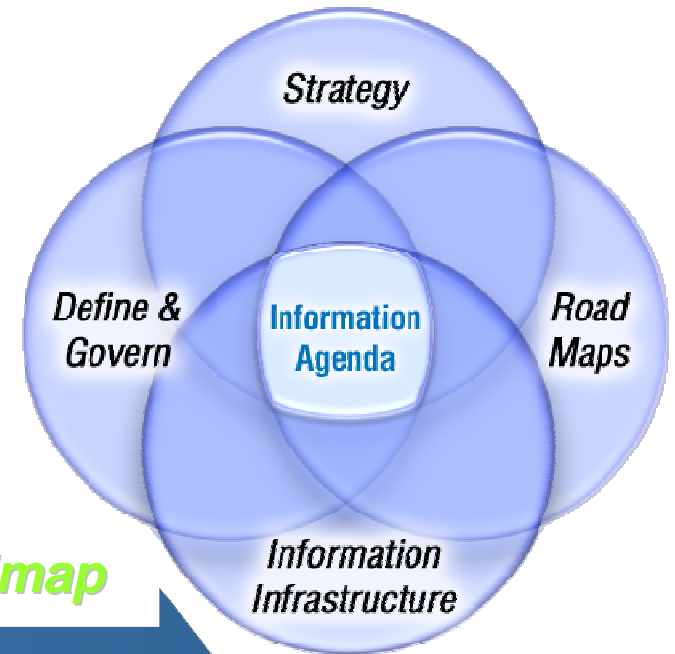
1 *Introduction Briefing*



2 *Near-term, Quick Value Roadmap Workshop*



3 *Comprehensive, Sustainable Roadmap Solution Workshop*



Enlisting an Executive Sponsor can significantly enhance your ability to obtain the critical participation of Line of Business representatives.

Information Agenda Roadmap Workshop

Building your agenda

Roadmap Workshop

2-5 Day workshop to help build an Information Agenda Roadmap using a proven five-step approach.

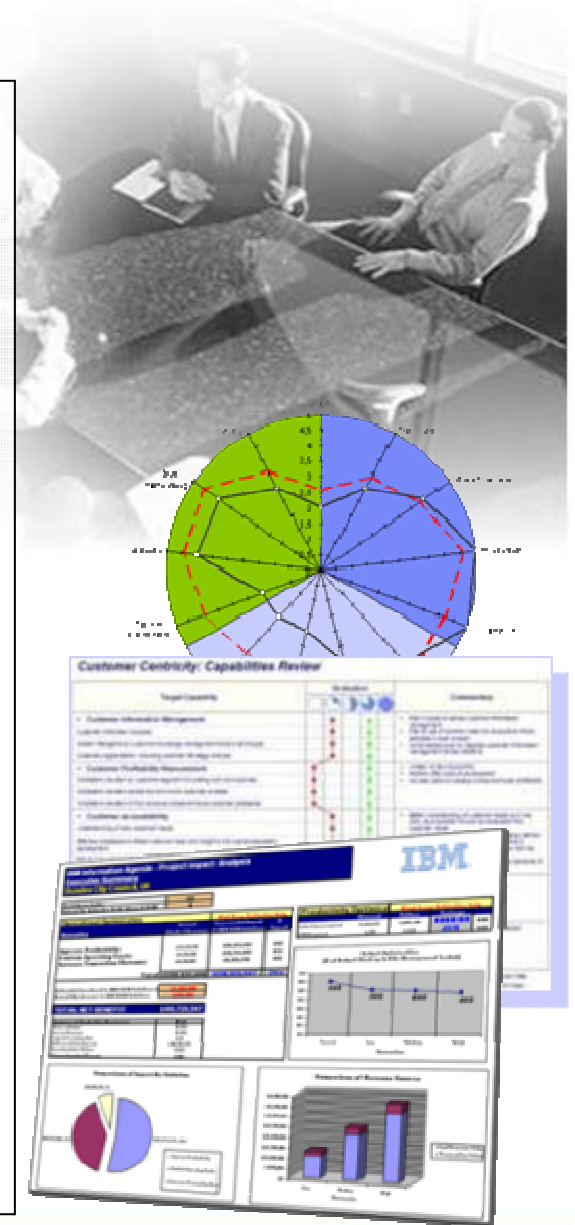
The final report contains an overview of IA for the customer's industry, prioritized business objectives, information management architecture review and readiness, business to information architecture alignment, phased information agenda roadmap

5-Step Approach

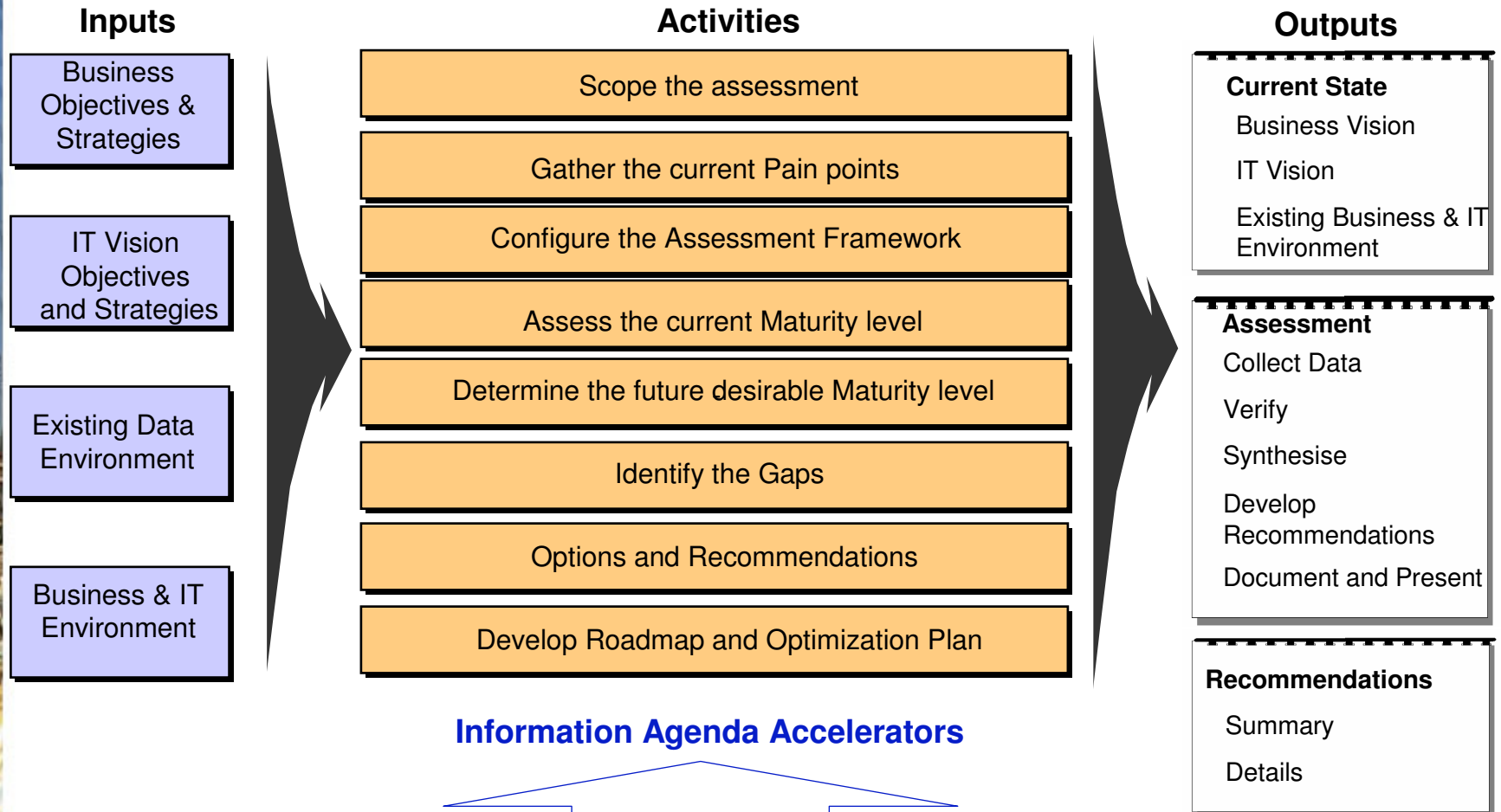
1. Conduct Information Maturity Assessment
2. Document the Business Problem / Challenge
3. Identify Challenges and Opportunities for Improvement
4. Provide A Business Vision & Define Technology Requirements
5. Define the Business Value

Benefits

- ✓ Helps prioritize tactical projects based upon business value
- ✓ Helps client identify best approach to solve tactical projects with industry leading capabilities – resulting in more successful implementation, tangible business results, and minimized risk
- ✓ Ties current IT initiatives to business value – with long term vision and strategy for leveraging information as a strategic asset

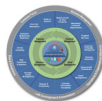


Assessment Method



Information Agenda Accelerators

IA for Education

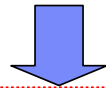


IM Maturity Scores

IOD Reference Architecture

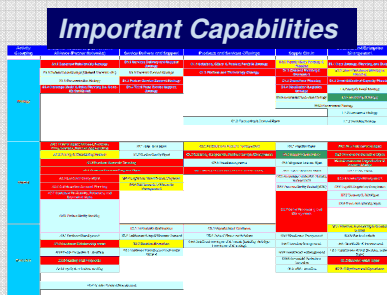
IA Roadmap Workshop Agenda

IA Roadmap Workshop Day 1



Assess alignment of requirements with operating needs

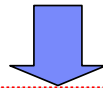
Discover Areas of Strength, Weakness, Inefficiency



Identify Opportunity Areas (develop heat map)

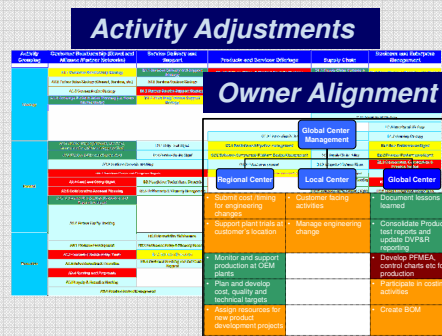
Business Track
Technology Track

IA Roadmap Workshop Day 2-5



Identify gap in current capabilities to meet business objectives

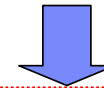
Highlight Potential for Capability Improvements



Identify Key Areas of Investment— and resulting business value

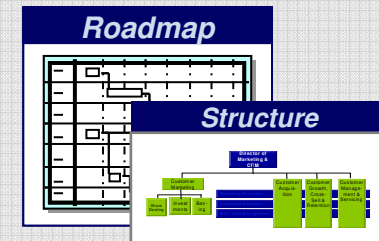
Business Track
Technology Track

Post Workshop Activity 2-3 Weeks



Link Gap with Process and Operating Model Recommendations

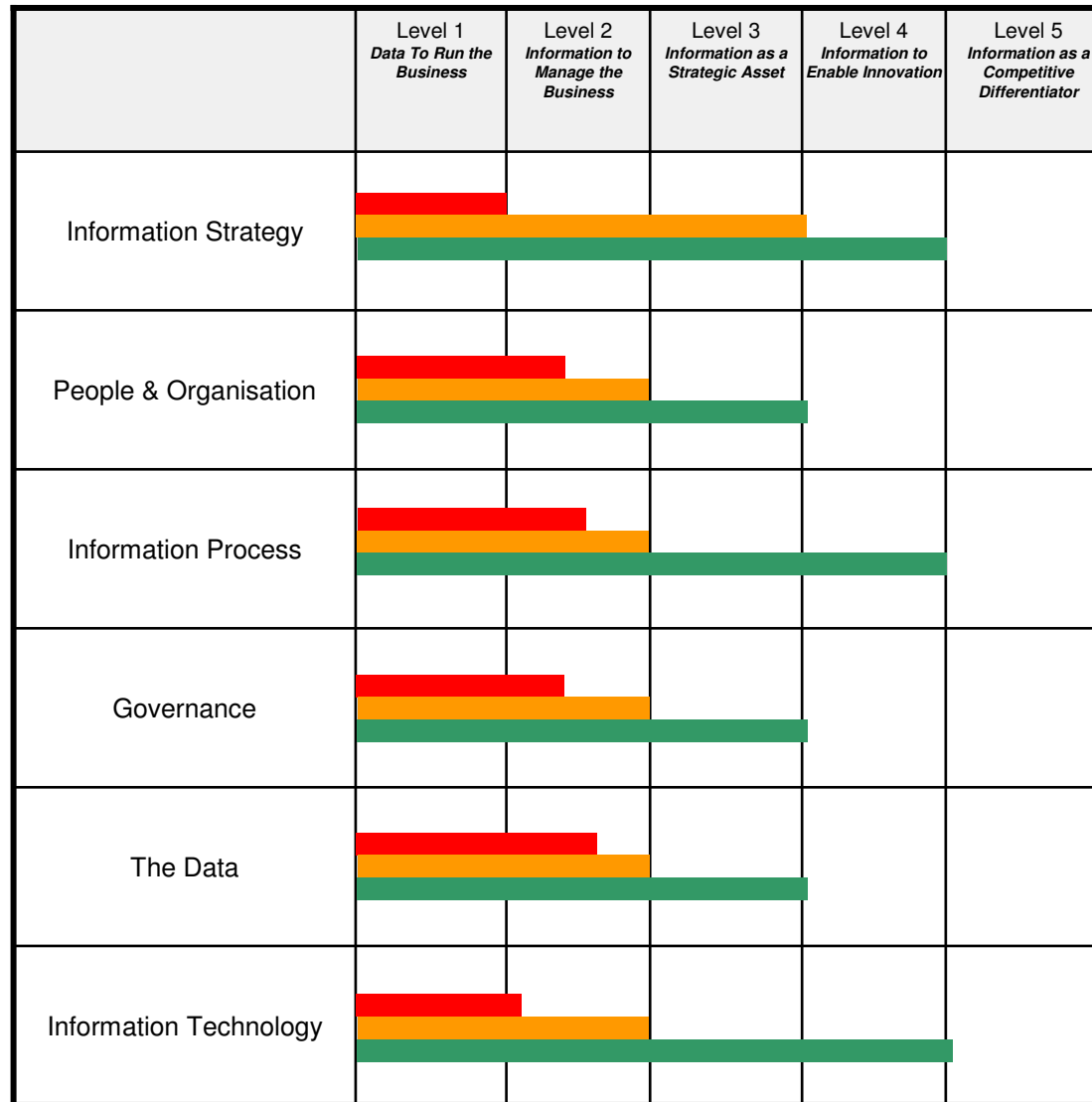
Define go forward agenda



Define assets, skills, and operational requirements

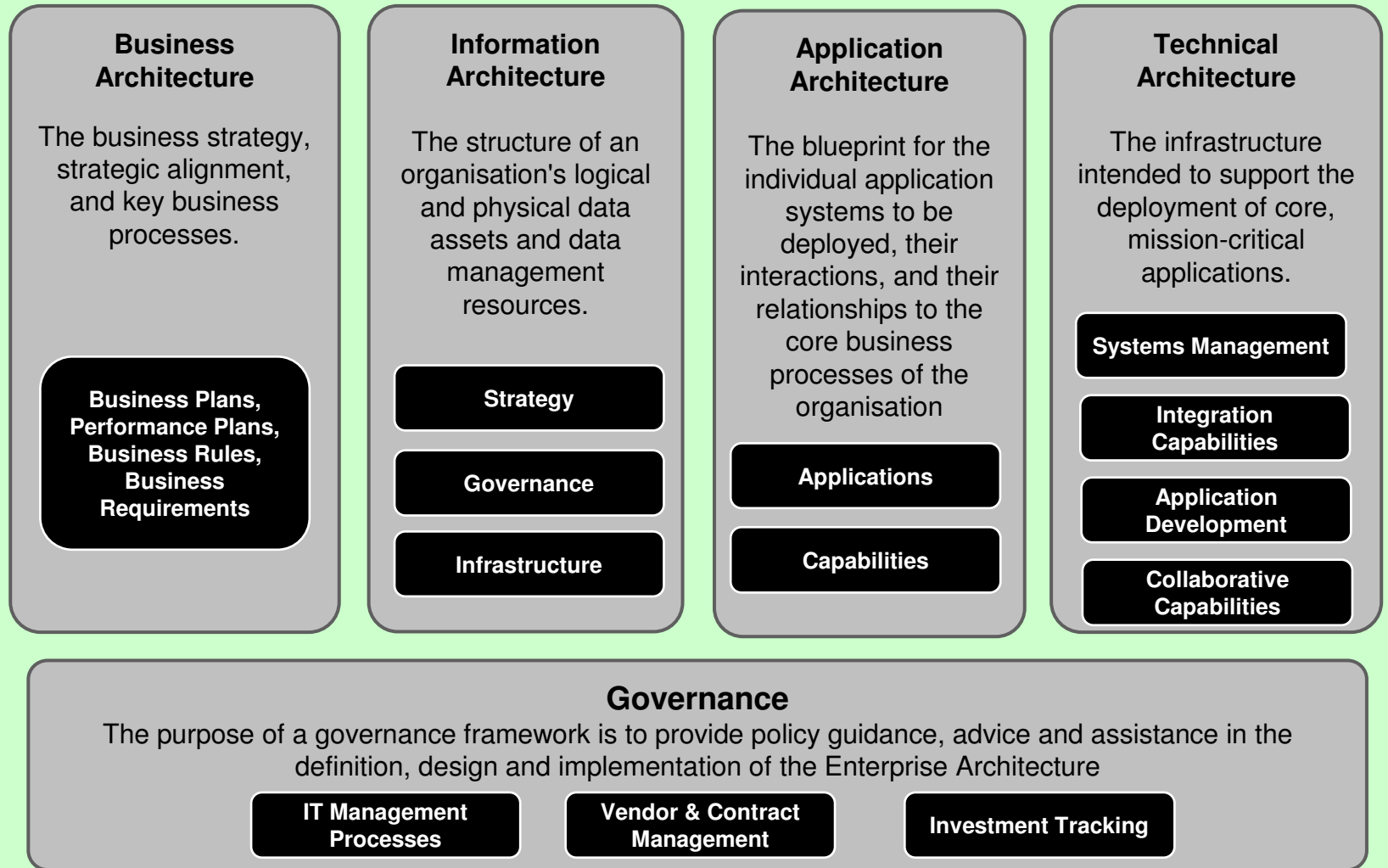
Business View

Comparing Co. XYZ against “Best in Class”

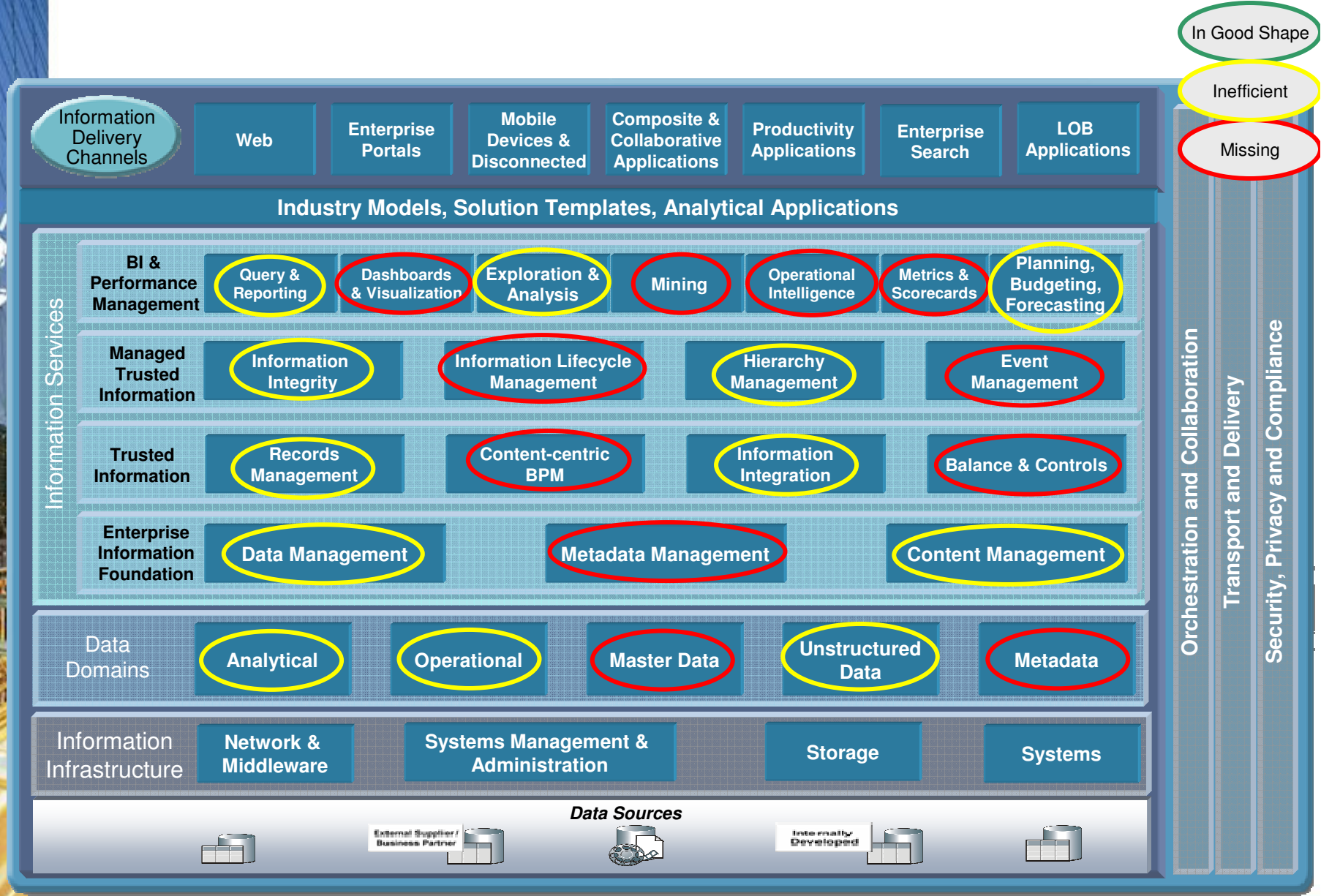


Reviewing the Information Architecture

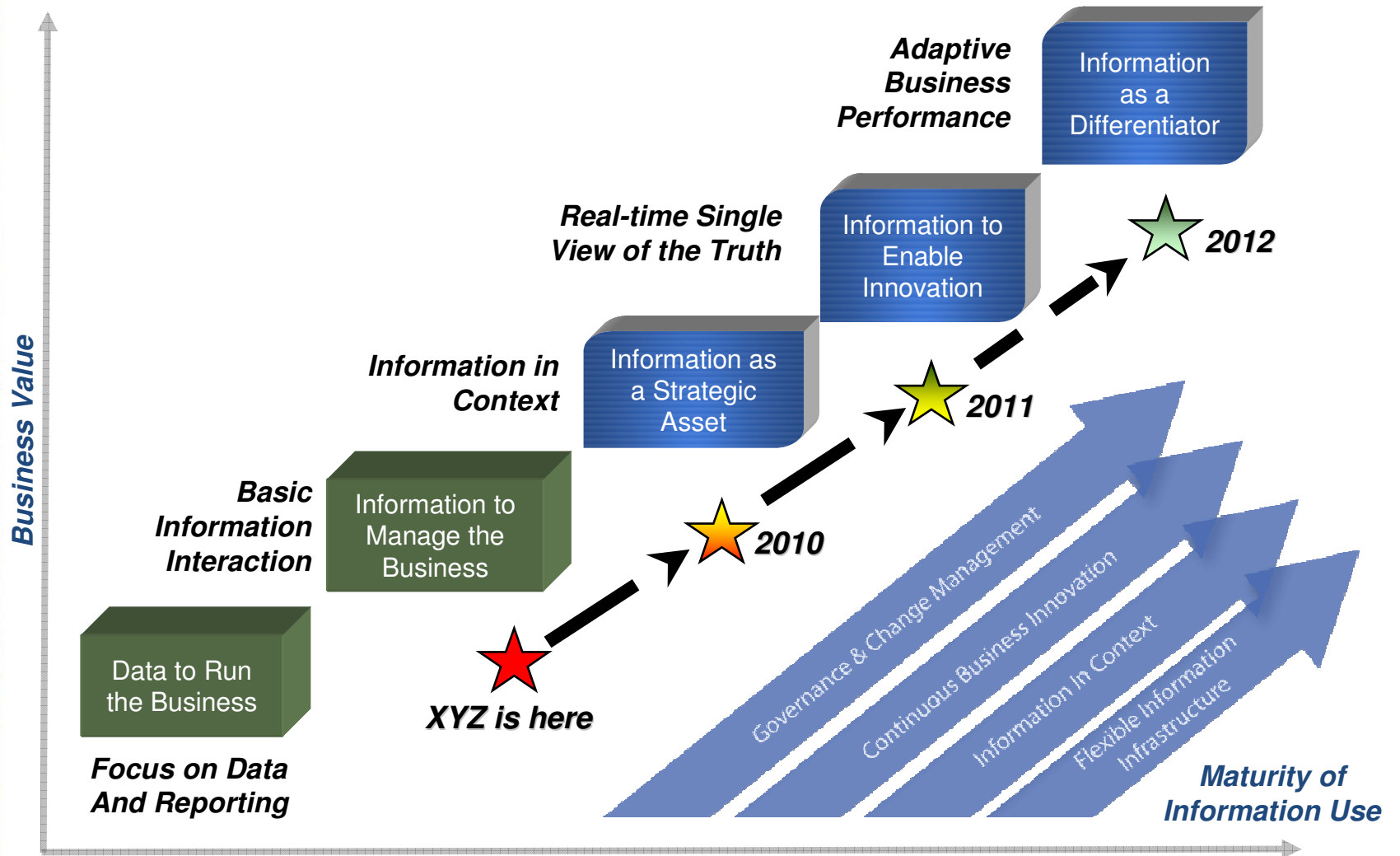
High level description of the Enterprise Architecture components



Assessing Co. XYZ's use of IM Technology

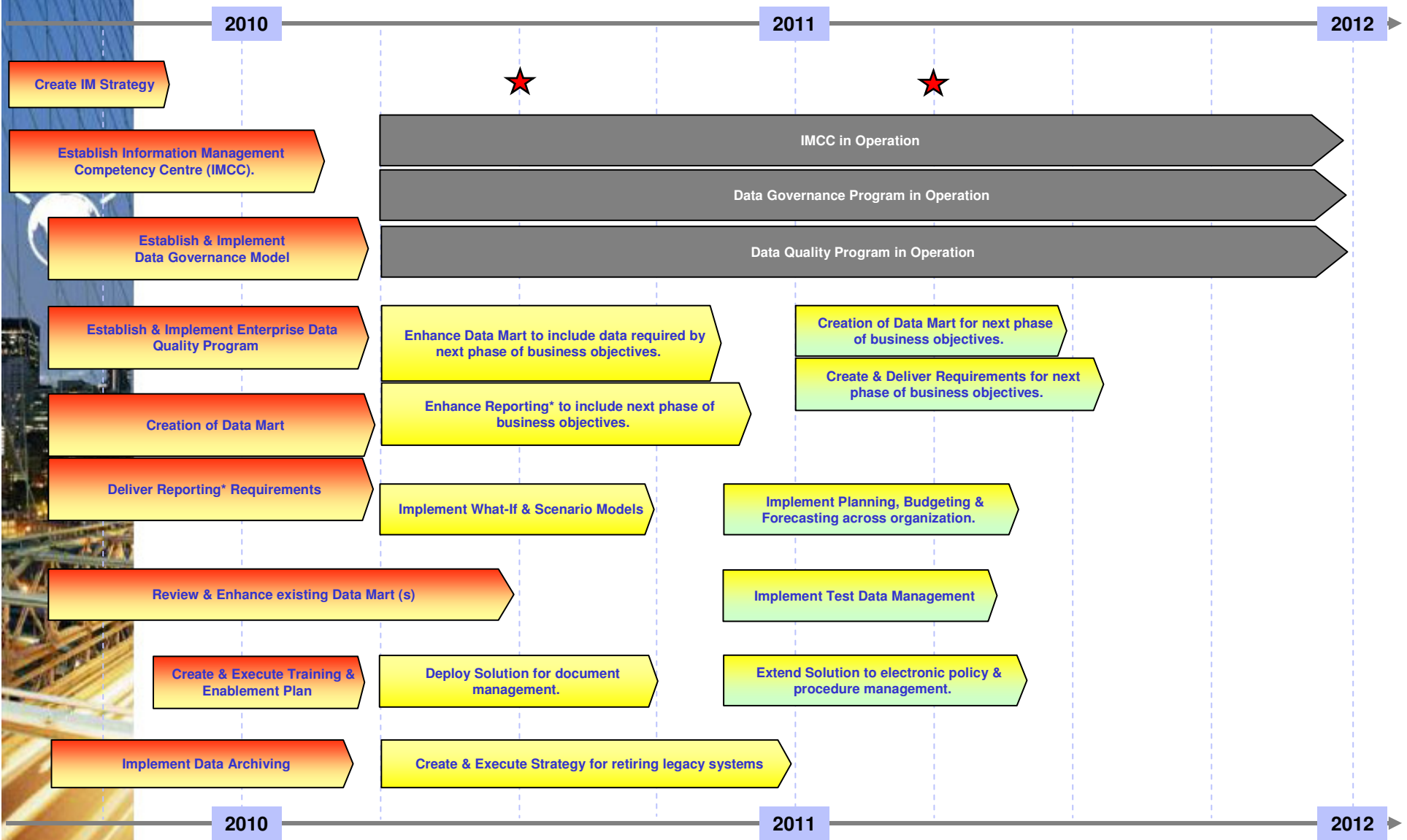


Mapping Co. XYZ's Current Information Maturity Against Desired Capability

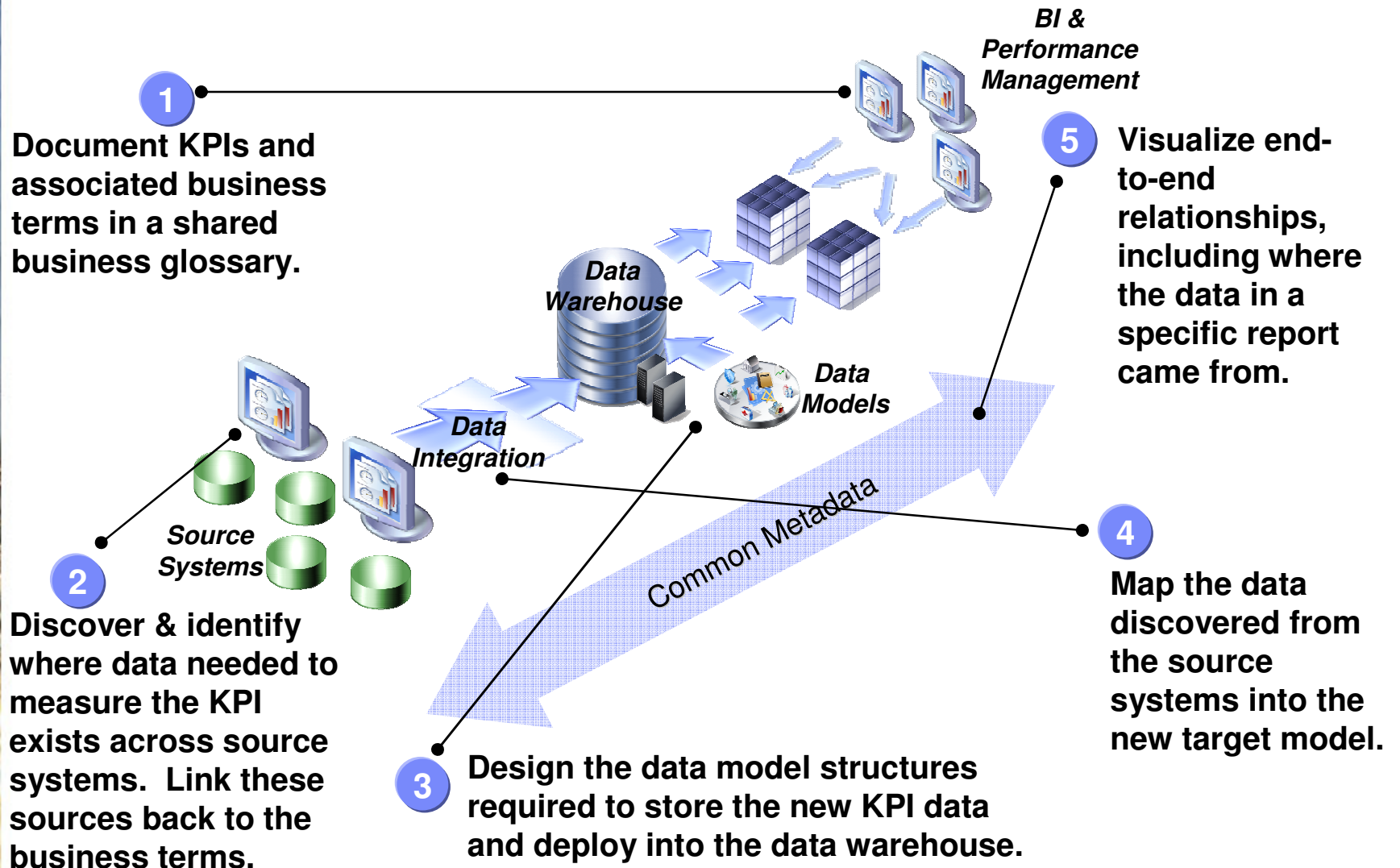


Sample Roadmap to Achieving Level 3/4 Maturity

To Level 2 Maturity
 To Level 3 Maturity
 To Level 4 Maturity



Getting Started with the Foundation



Why IBM? ...IBM Leads Overall And In All Categories



Gartner

"...the only vendor in the leadership quadrant: Business Intelligence Services, Data Quality, Data Integration, Customer Data Integration, Info Access..."



OVUM

"...Since 2006, IBM has deliberately & doggedly constructed an unparalleled portfolio of software ...it's difficult to see how any competitors will be able to compete anytime soon..."

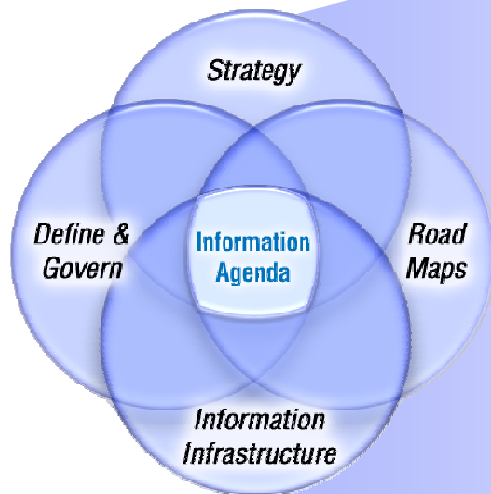


intelligent
enterprise

IBM has stayed maniacally focused on helping companies to build a "trusted information" layer. It adds technologies when they emerge as important differentiators.

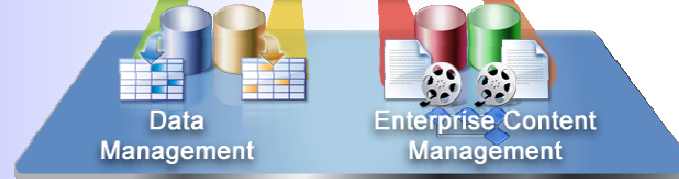
In Summary.....

Proven Approach



Software

Business Optimization



Information Infrastructure



Thank you!