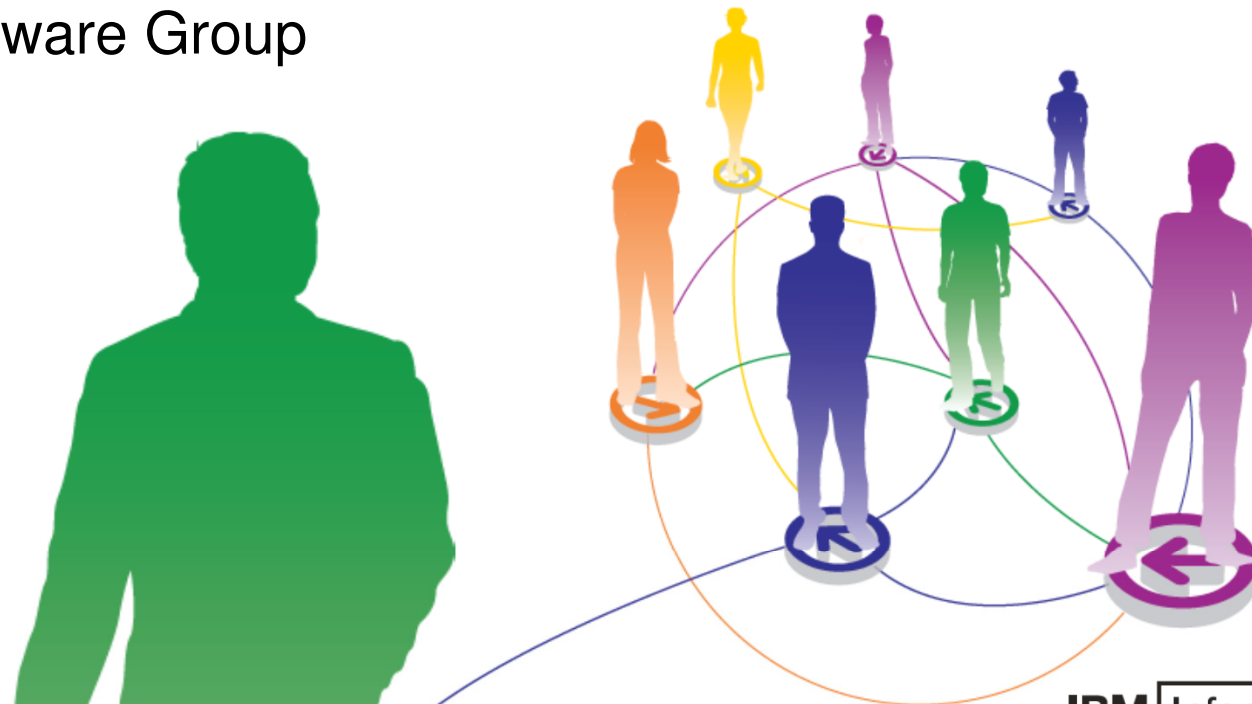


# Create, Manage and Govern Trusted Information

Presenter: Brian Kordelski / Keith Kohl

IBM Software Group



IBM Information  
ON Demand 2010



INFORMATION-LED  
TRANSFORMATION



LEAD  
THE WAY



IBM

January 21 - SINGAPORE • January 26 - MALAYSIA • January 28 - THAILAND

## Session Outline

There are intensifying business pressures (M&A, competitive pressures, regulatory compliance, globalization, etc.) driving the need to get more business value from your information. At the same time, various technical challenges (departmental data silos, rapidly increasing volumes of information, complex IT architectures, etc.) are making it difficult for companies to effectively leverage their information. You must establish an accurate, trusted view of information across the organization to create greater insight and drive more business value. Learn how to best take advantage of all the different technologies in the market to Fast Track your most strategic initiatives.

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# Agenda

## → What is our 'Trusted Data Strategy'

- The Information layer
- Data Governance

## → Start with an effective Design

- InfoSphere Foundation Tools
- Integrated Metadata Environment
- Benefits

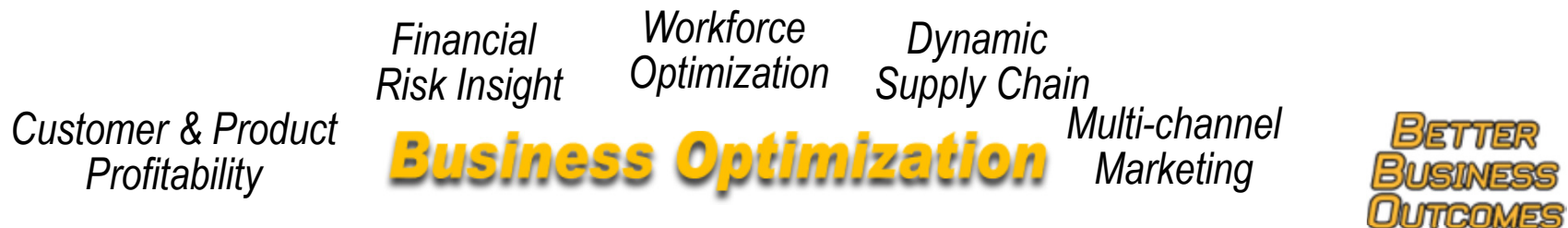
## → Accelerate & Optimize with Integration

- Cleansing
- Transformation

## → Questions

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# Unlocking the Business Value of Information



**COGNOS®**



BUSINESS VALUE

**InfoSphere™**  
software



*Flexible Architecture*



INFORMATION ASSETS

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## The Trusted information story

Single, trusted view of information across the organization, managed over a strategic period



Collective intelligence  
& agreement on what

*Shared Definitions*



Appropriate sources of data and  
content to create trusted

*Appropriate  
Information Sources*



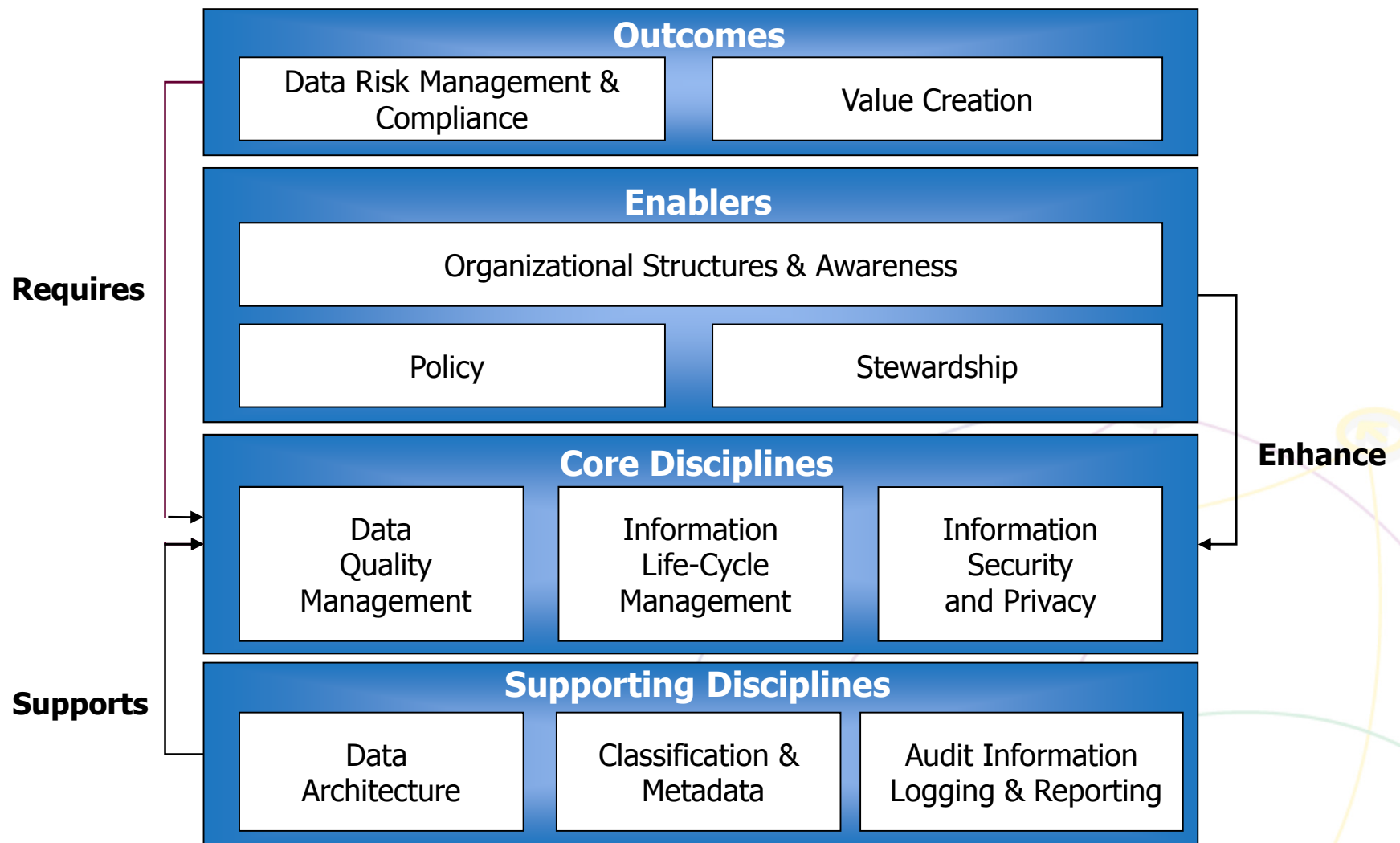
Processes for managing  
trusted information over  
a strategic period

*Information  
Management Processes*

*Information  
Governance*

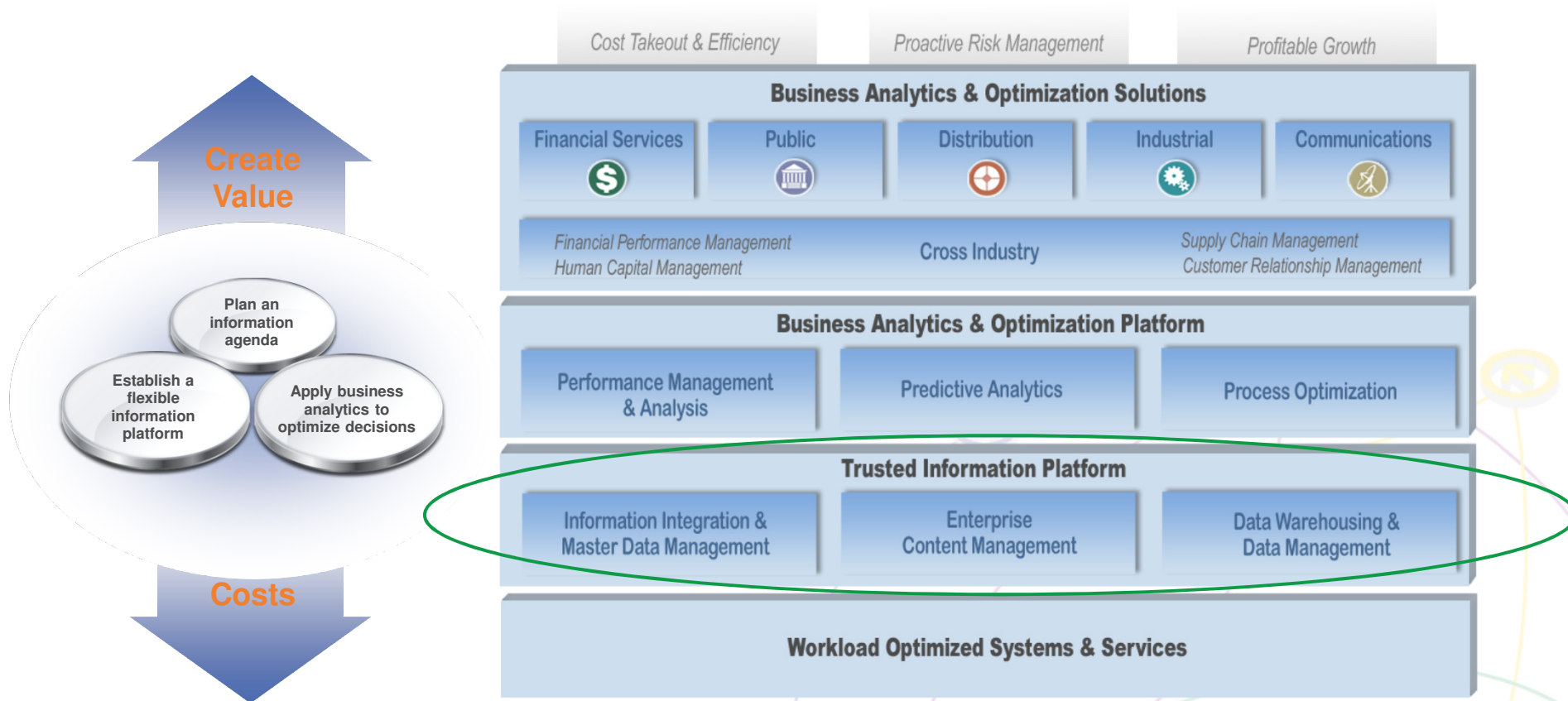
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# Information Governance Maturity Model



# Getting started with Trusted Information

## Information-Led Transformation



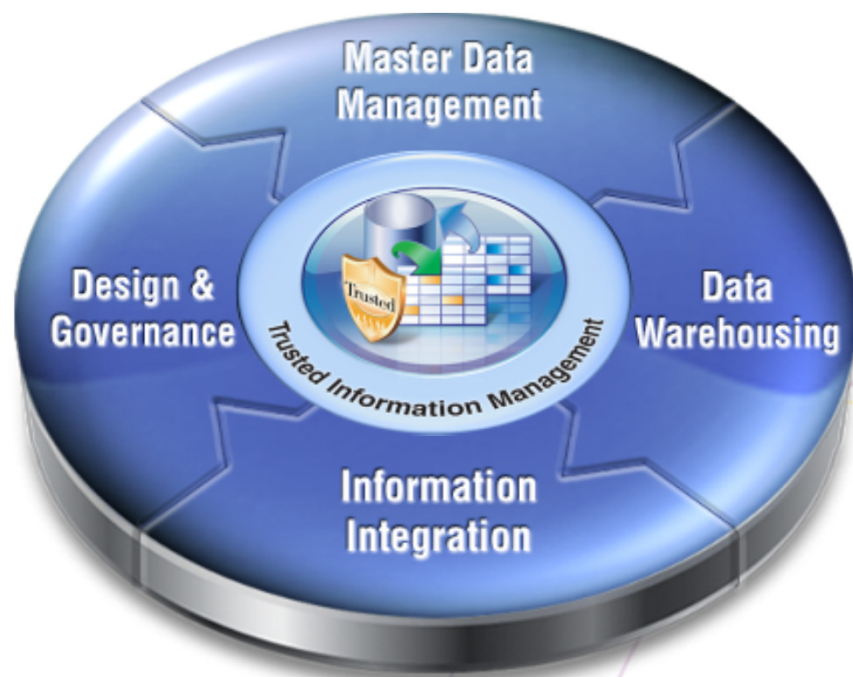
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# Trusted Information Across The Enterprise

## A Range Of Capabilities Are Needed

Get a single view of your business ...

Discover, design  
and govern your  
data ...



Deliver better  
business  
intelligence faster

Simplify the complexity of  
information integration ...

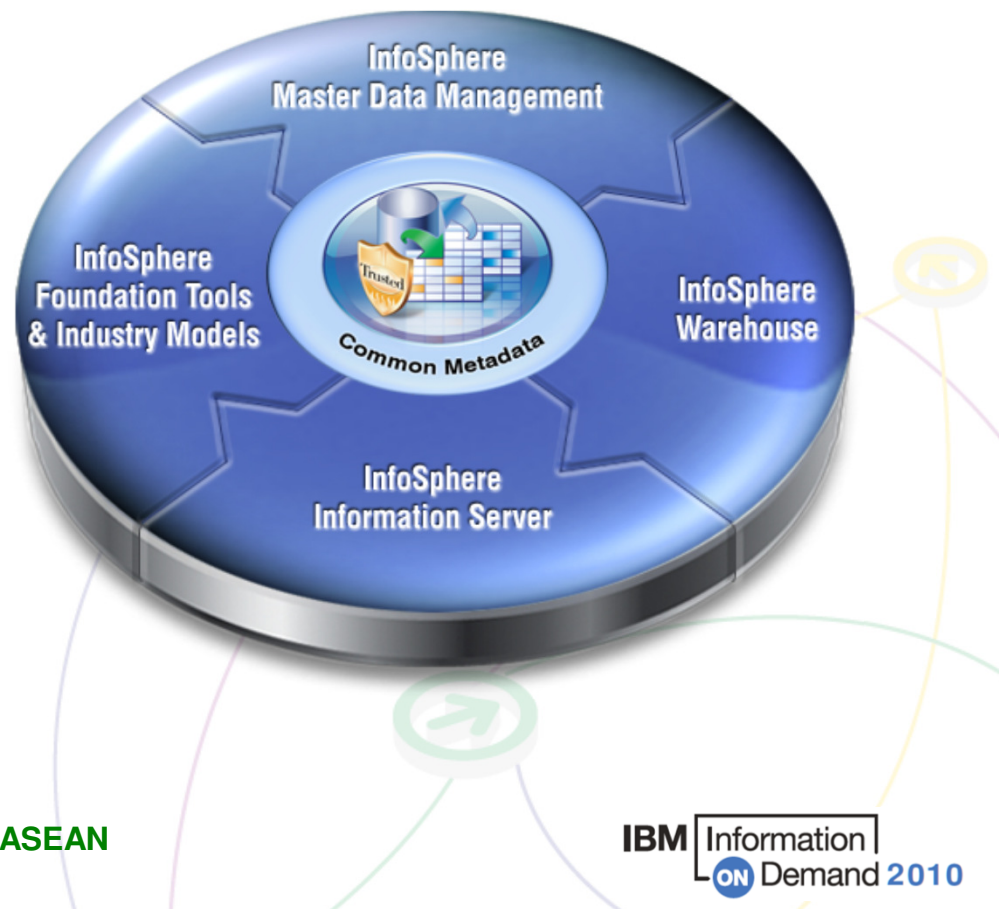
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## The InfoSphere Vision

### *An Industry Unique Information Platform*

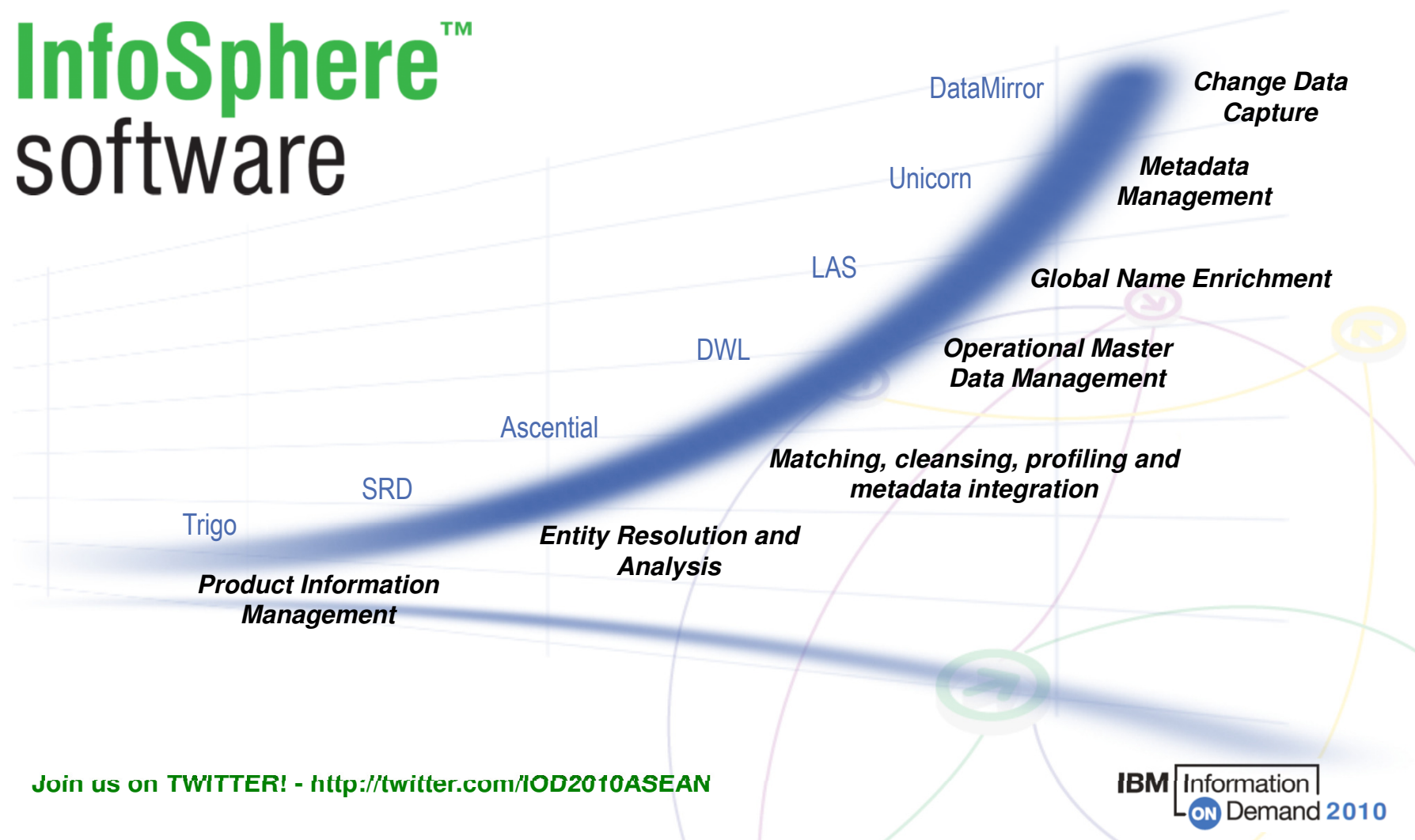
- Simplify the delivery of Trusted Information
- Accelerate client value
- Promote collaboration
- Mitigate risk
- Reduce costs



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# The InfoSphere Software Evolution

## InfoSphere™ software

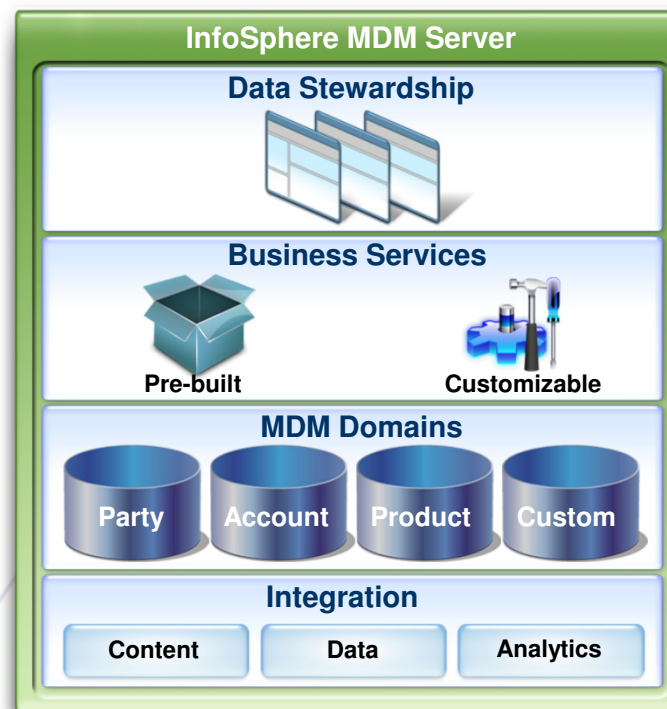


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# InfoSphere MDM Server

## *Single source of truth for master data for all applications*

- Business Services
  - Enables business process to easily leverage master data
  - Speed time-to-value, reduce subsequent phase investment
- Functionality
  - Stewardship: Data Quality, Stewardship, & User Interfaces
  - Events: Event Management & Business Rules
  - Security & Entitlement: ROV
- Multi-domain
  - Extensible data model supporting domains including Party, Product, Account & Location
  - Relationships between domains
- MDM Workbench
  - Tooling for easy extensions to data and UI generation
- Robust Data Integration
  - Pre-built Data Integration & Quality



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## Benefits of IBM InfoSphere MDM Portfolio

### Advanced Functionality and Usability

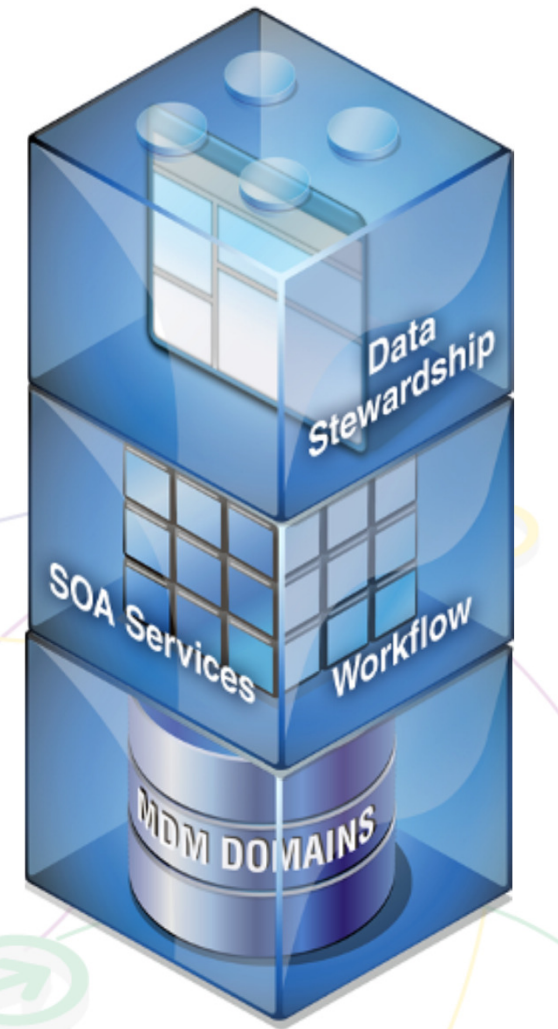
- Delivering trusted information via workflow, business processes, UIs
- Providing flexibility, Accelerating time-to-value
- Easily adapts to your environment

### Technology Leadership

- Managing Complexity and Volumes in data sources
- High Performance, scalability, large scale references
- Integrating to front and a back end applications

### Strategic MDM Vision

- Roadmap addresses customers needs for growing scope
- Additional Domains, New Functionality
- Innovation



# IBM Smart Analytics System

## The Solution



- ✓ The IBM Smart Analytics System is a complete, pre-integrated & optimized analytics solution designed to accelerate your businesses ability to quickly deliver insight where and when it's needed, and to adjust and grow based on your company's ever changing business needs.

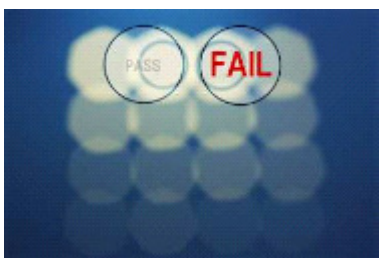
- broad analytic capabilities*
- powerful warehouse capabilities*
- scalable and fully-integrated IBM hardware*
- set-up services and single point of support*

- ✓ **Deliver results in days instead of months.**

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# Incorrect Information impacts the business

83% of data integration projects either overrun or fail



Inaccurate or incomplete data is a leading cause of failure in business-intelligence and CRM projects



25% of time is spent clarifying bad data



Scrap and rework  
Increased costs

Lack of consumer  
confidence

Lost opportunities

Low data quality costs companies \$611 billion annually

Undetected defects will cost 10 to 100 times as much to fix upstream

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# IBM Information Services in the Context of defined User Roles

## *Integration brings Information together*

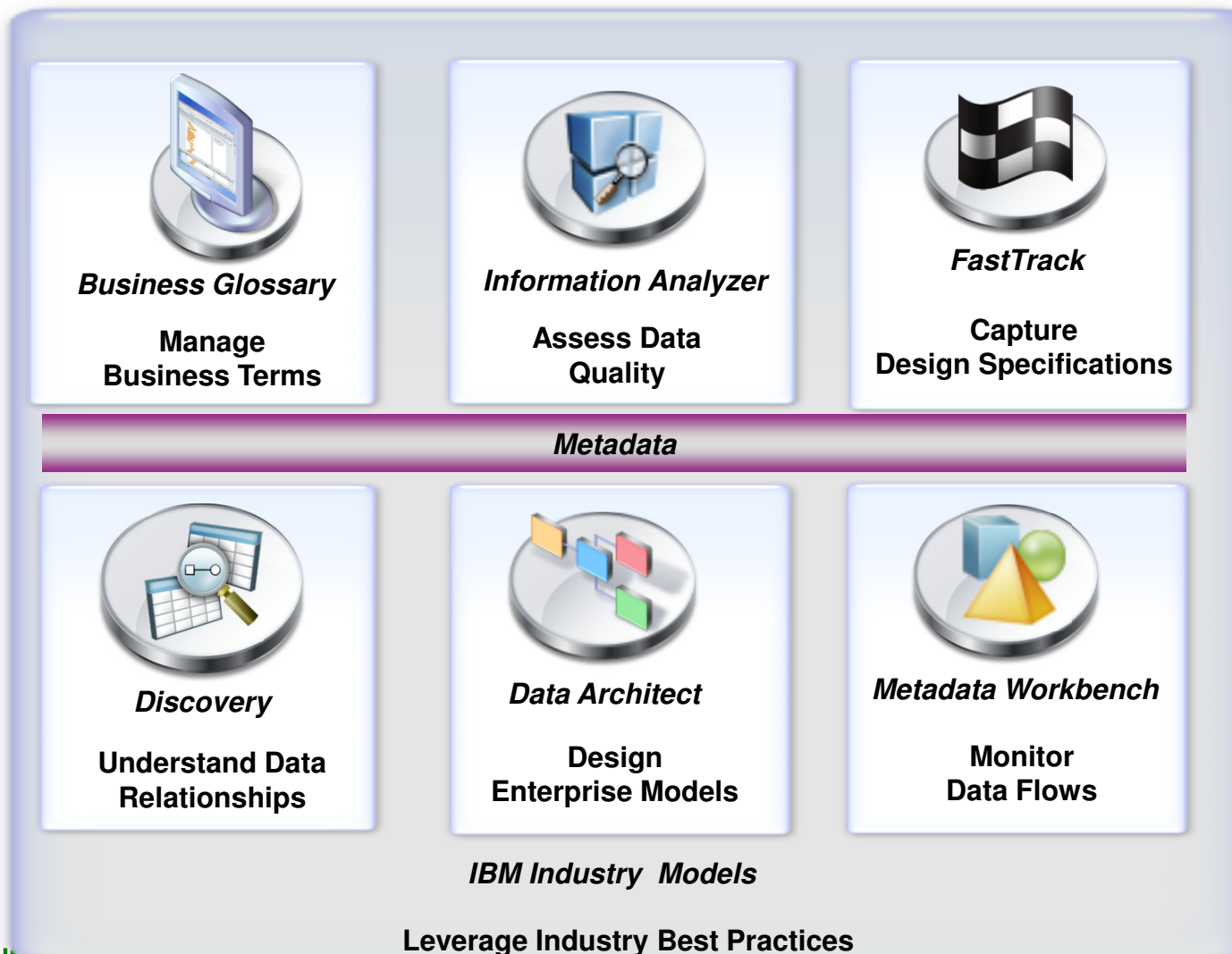
- Integration & transformation are key to enabling information to be used in new business contexts
- Needs to be metadata- and data-driven
- Multiple information experts and project managers rely on and use the information imparted by the metadata and the data



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# InfoSphere Foundation Tools

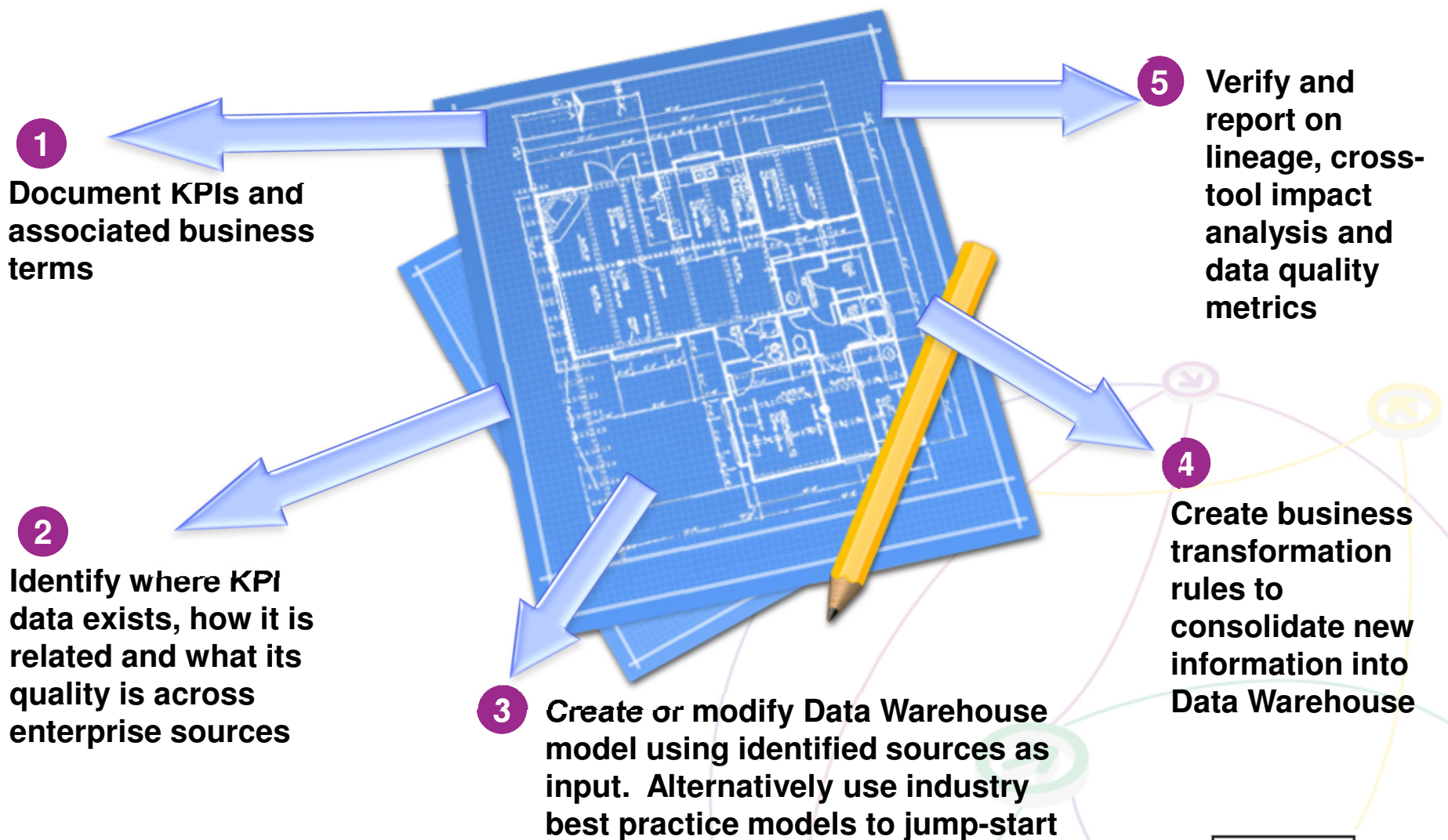
*Govern your information assets – while leveraging the metadata*



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# InfoSphere Foundation Tools Use Case Scenario



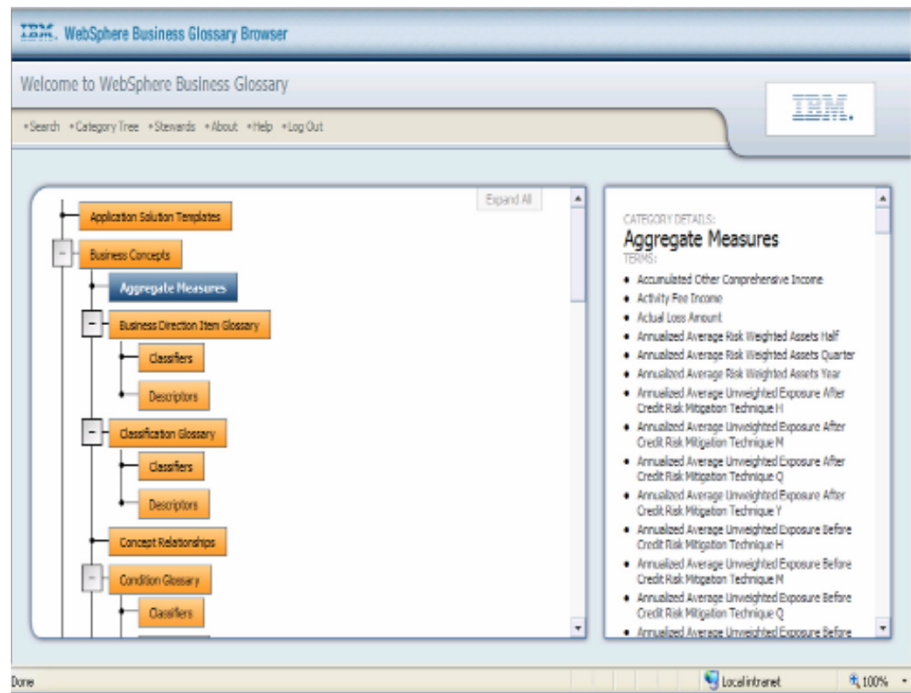
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# InfoSphere Business Glossary



Business Glossary

Create and manage business vocabulary and relationships and related to physical sources



## *Requirements*

- Capture business terms and classifications
- Link business terms and classifications to IT assets
- Identify data stewards and make glossary accessible

## *Benefits*

- Context for information is available to everyone, immediately
- IT projects are aligned with data governance
- Collaboration increases across business and IT

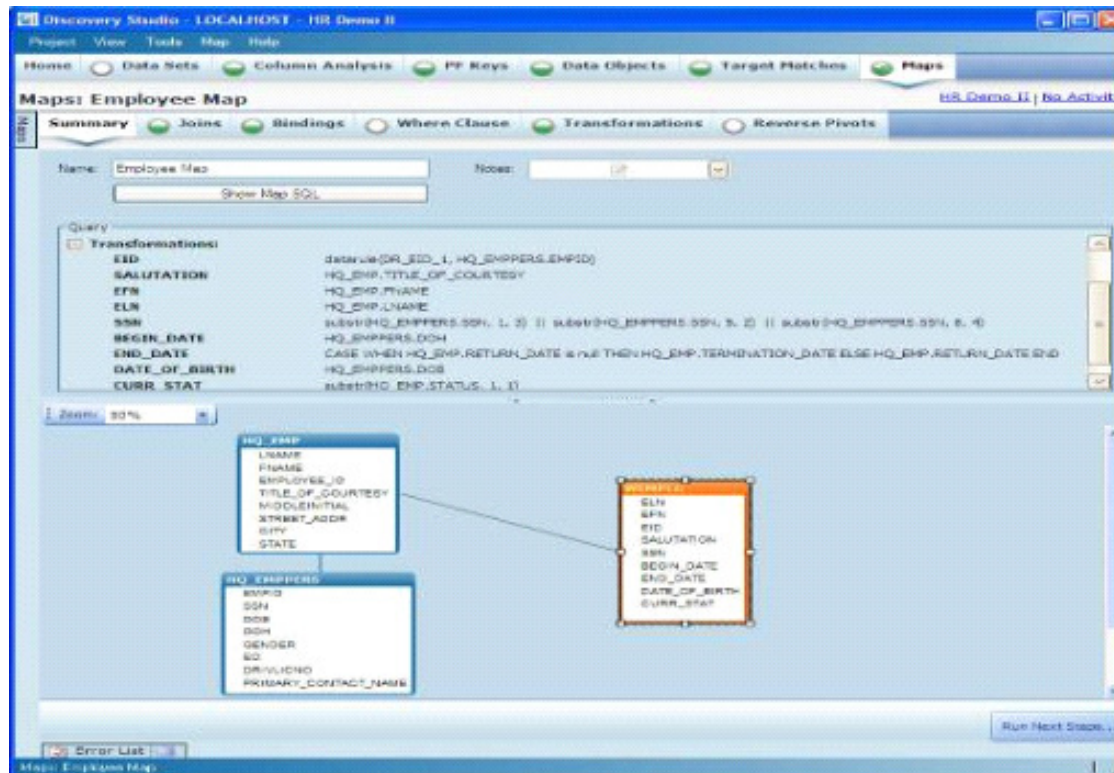
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# InfoSphere Discovery



Discovery

Accelerate project deployment by  
automating discovery of your  
distributed data landscape



## Requirements

- Define business objects for archival and test data applications
- Discover data transformation rules and heterogeneous relationships
- Identify hidden sensitive data for privacy

## Benefits

- Automation of manual activities accelerates time to value
- Business insight into data relationships reduces project risk
- Provides consistency across information agenda projects

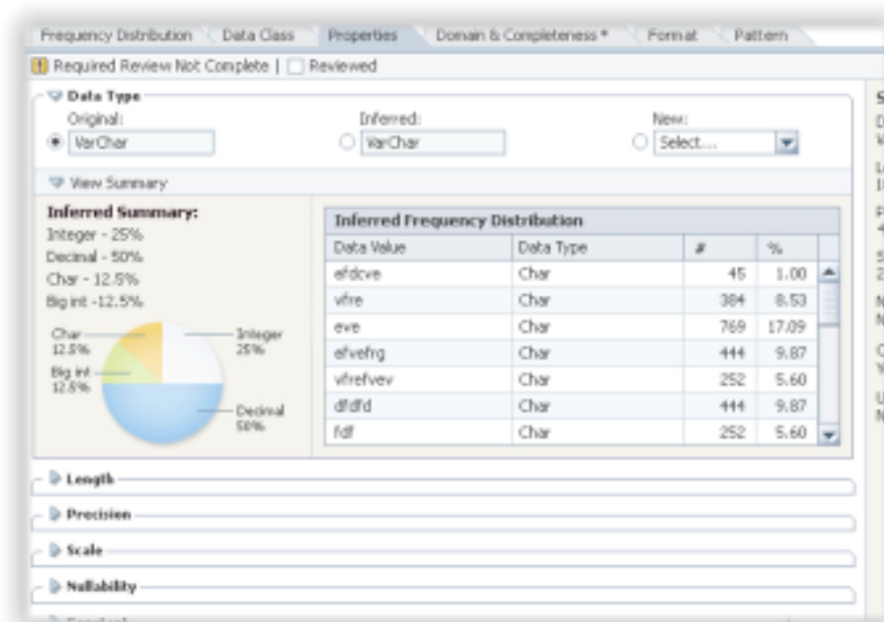
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# InfoSphere Information Analyzer



Information Analyzer

Analyze source data quality and monitor adherence to integration and quality rules



## Requirements

- Perform data quality assessment
- Define business rules to monitor data quality
- Establish stewards for governance of data quality

## Benefits

- Identify data quality issues early to reduce project risks
- Monitor quality metrics over time for compliance
- Create business confidence with trusted information

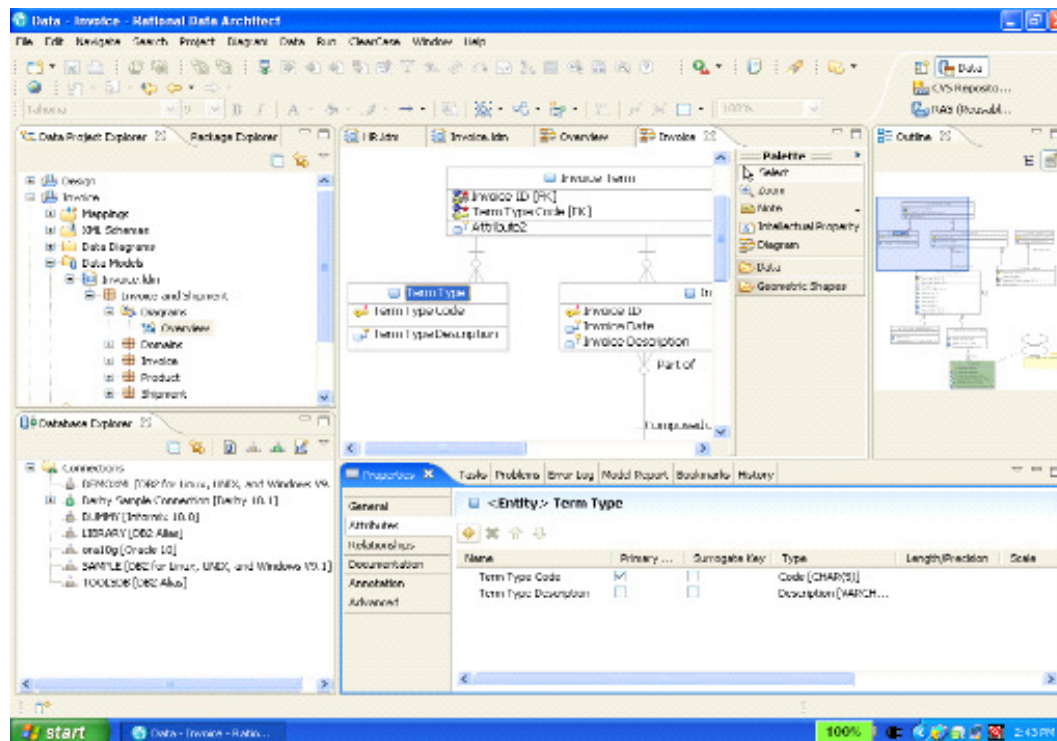
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# InfoSphere Data Architect



Data Architect

Model, visualize, and relate diverse  
and distributed data assets



## Requirements

- Design and manage enterprise models
- Enforce model conformance to enterprise standards
- Leverage industry data models for best practices

## Benefits

- Speed design activities
- Populate Business Glossary from model terms
- Validate models for enterprise conformance

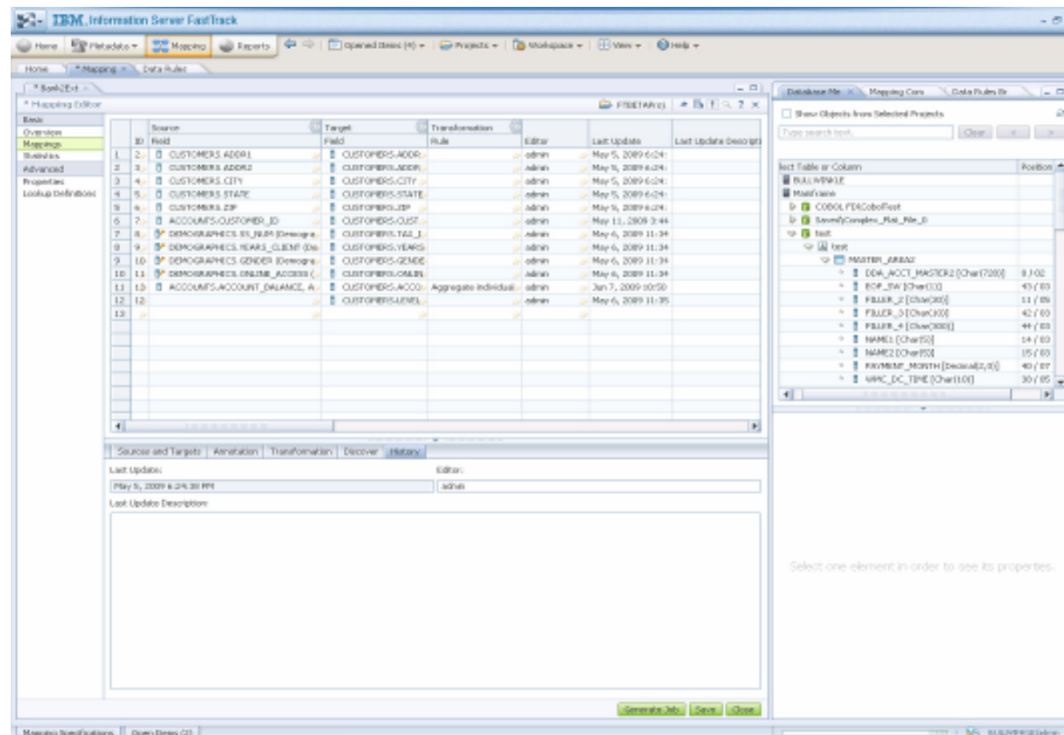
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# InfoSphere FastTrack



FastTrack

Capture Design Specifications and  
accelerate translation into data  
integration projects



## Requirements

- Capture business requirements for source to target mappings
- Leverage source analysis and business vocabulary
- Generate candidate ETL jobs

## Benefits

- Accelerate development of integration processes
- Centralized management of specifications
- Audit design decisions over time

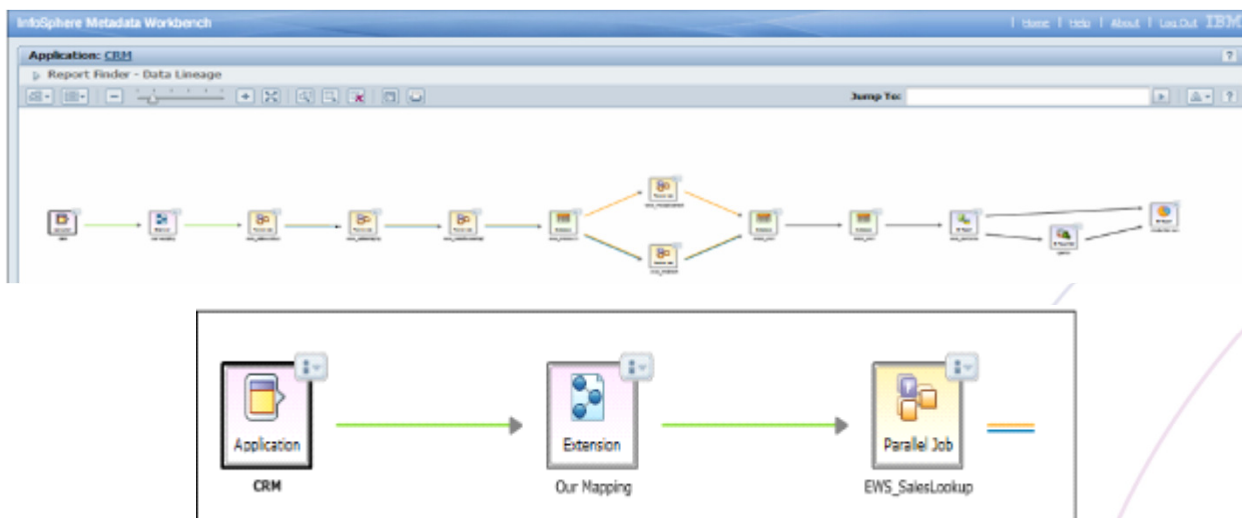
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# InfoSphere Metadata Workbench



Metadata Workbench

Support information governance with traceability on data movement, modeling & BI applications



## Requirements

- Understand the impact of making changes to information environment
- Visualize and trace information flows across enterprise landscape
- Access and report on operational metadata

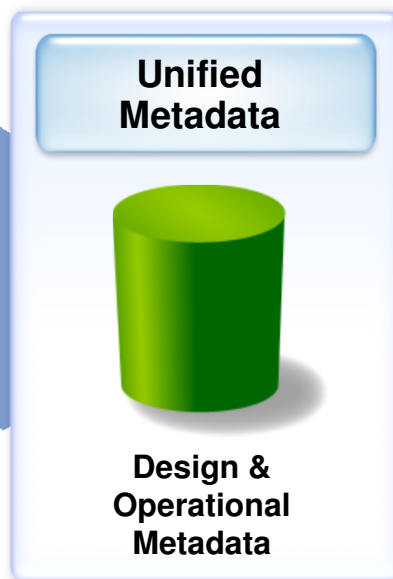
## Benefits

- Avoid system disruptions
- Provide audit information for data governance
- Build trust with LOB users

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# Why you should care about integrated metadata...

Different roles create/consume different metadata



- Simplify Integration
- Facilitate change mgmt and reuse
- Increase trust and confidence in information
- Increase compliance to standards

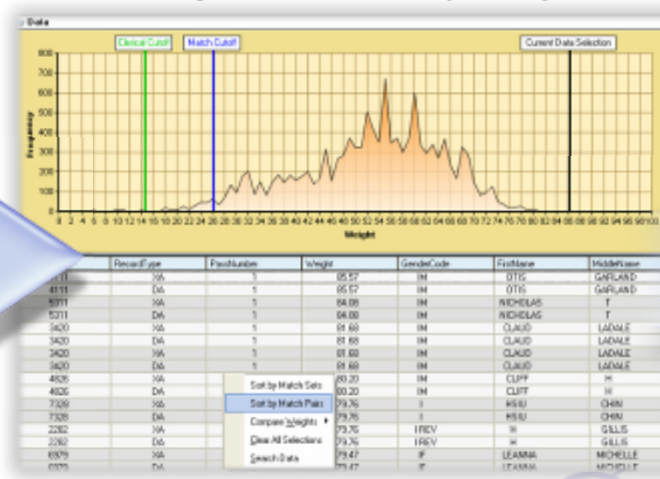
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# Cleansing Your Data



## InfoSphere QualityStage



**Complete & accurate view**

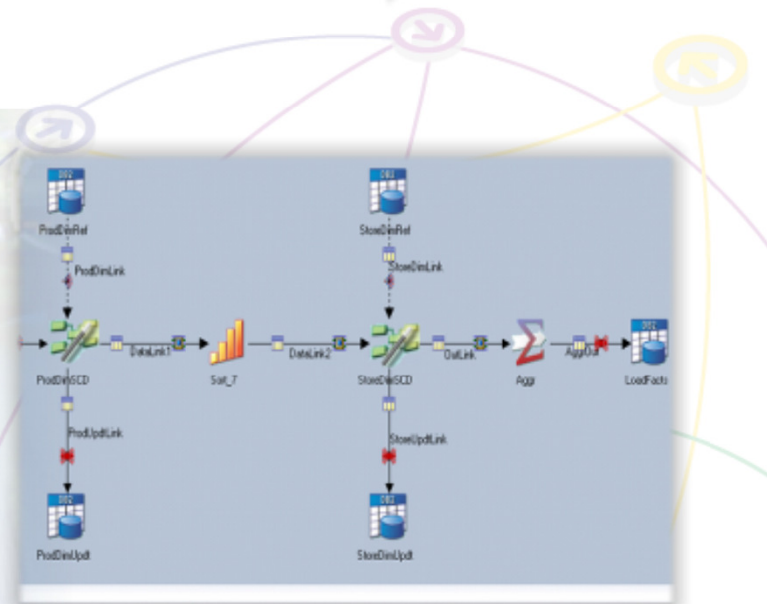
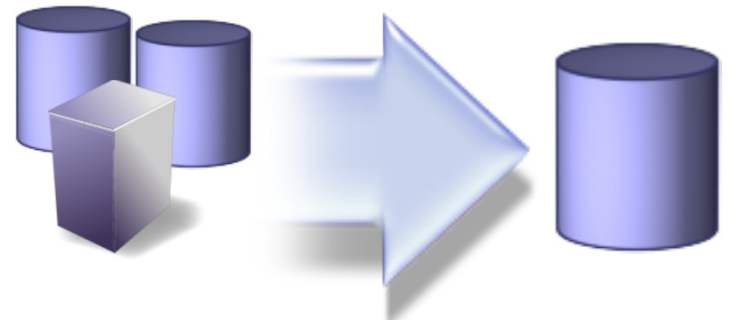
- Redundancies
- Lack of standards
- Unlinked records
- Incorrect data

- Standardizes and matches data
  - Removes duplicates
  - Cross-references matching records
  - Survives a single complete record
  - Cleanses & enriches data

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## Data Transformation & Movement: InfoSphere DataStage

- Codeless visual design
- Hundreds of built-in transformation functions
- Optimized for reuse
- Supports balanced optimization to leverage database processing power
- Batch and real-time support



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# Thank You & Questions

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