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swg.igs-alliance   1

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Spang, Bernard M. (Bernie)

IBM employee, Regular
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▶ **Contact Information**

▶ **Background**

▼ **The Board**

Write a message on this profile board.

Hall, Matthew J. wrote Sep 24 2010

Hi Bernie - looking forward to 10/7: http://w3.ibm.com/news/w3news/top_stories/2010/09/stgswg_storage_launch.html

Report to chain ▼≡

⚲ Krishna, Arvind
└ ⚲ Laverty, David (DAVID)
  └ ⚲ Sall, Eric S.
    └ ■ Spang, Bernard M. (Bernie)

Full report-to chain

Same manager

People managed

Network ▼≡

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IBM Smarter Business and Technology Series

Lotusphere and
InformationOnDemand
Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

Information Governance: Trusted Information for Smarter Decisions

Bernard Spang

Director, Strategy and Marketing

Database Software and Systems

IBM Software Group, Worldwide

IBM

What is Information Integration and Governance?

Better information integration & governance improves business results

Understanding Data

A major bank located 300,000 previously lost customers, gaining ability to up sell and accelerate revenue generation

Improve Data Quality

Best practices in data quality can boost revenue by 66%

Manage Data Lifecycle

Computer systems company reclaims $350,000 of disk and improves performance by more than 40% through archiving

Protect Data and Comply

Monitoring database activity protects data, enables compliance and successful audits while providing 239% ROI
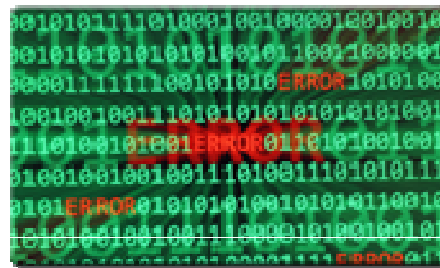
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… But most organizations continue to struggle

Increasing Complexity	Declining Quality	Protecting Privacy	Ensuring Compliance

1 trillion
Connected devices in the world

$8.2 million
Annual loss by average organization due to poor data quality

$204
Cost per compromised record

$29.8 billion
U.S spending on governance, risk and compliance

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…Making information integration and governance no longer an option

"By 2013, 25% of the companies in highly regulated industries will create and staff positions in accounting, human resources, compliance and audit and law that deal explicitly with the management of information via technology."

– Gartner, Inc.
"Organizing for Information Governance"
Debra Logan, November 2009

"[A]n [information management] strategy should incorporate life-cycle information governance practices [to ensure] consistent execution of ... business optimization, agility, and transformation [initiatives]."

– Forrester Research, Inc.
"Refresh Your Information Management Strategy to Deliver Business Results"
Rob Karel & James G. Kobielus, August 2009

"If you are going to protect your company's most valuable asset—your data—you will begin to view data security as a component of a more comprehensive information governance strategy."

– Hurwitz & Associates
"Why you need an information governance strategy for 2010"
Marcia Kaufman, December 2009

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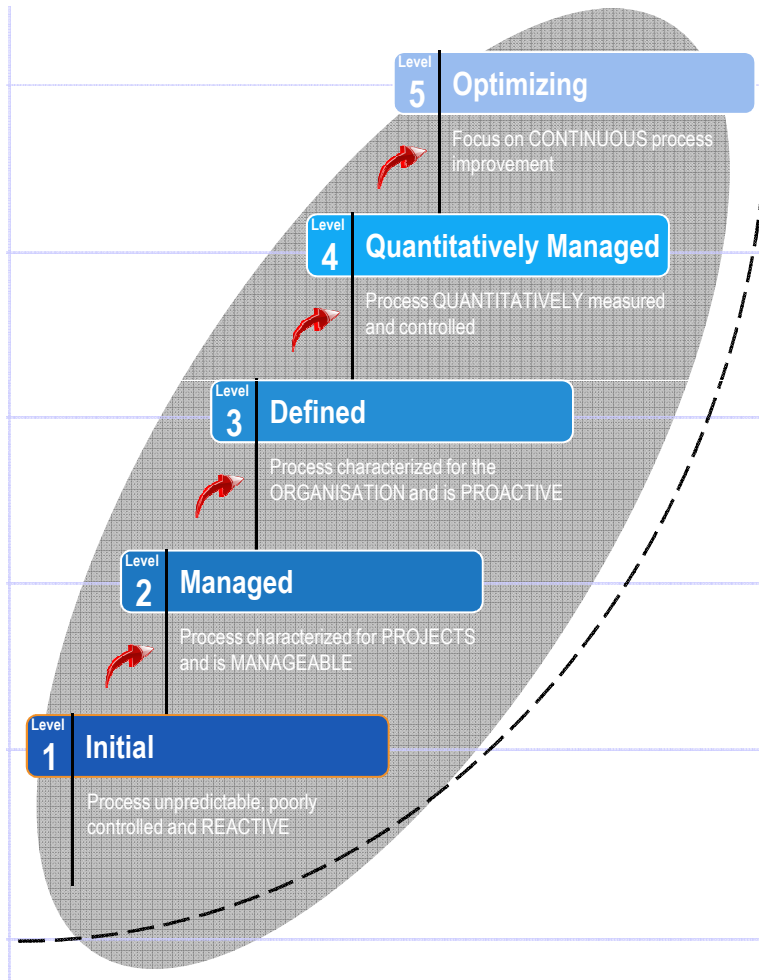
Proactively leverage information to unlock value and manage risk
Creating the need for better Information Integration and Governance

People

Process

Technology
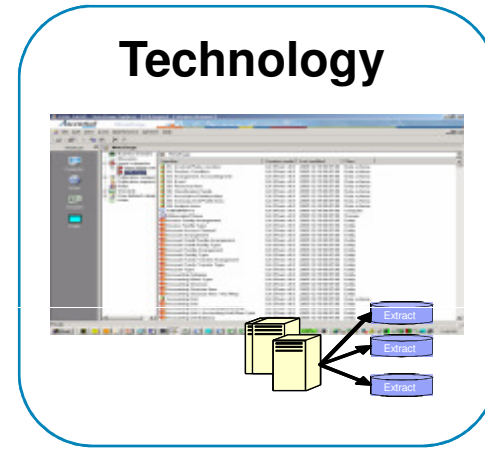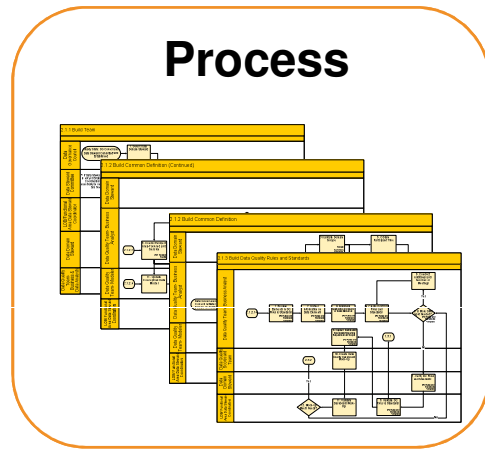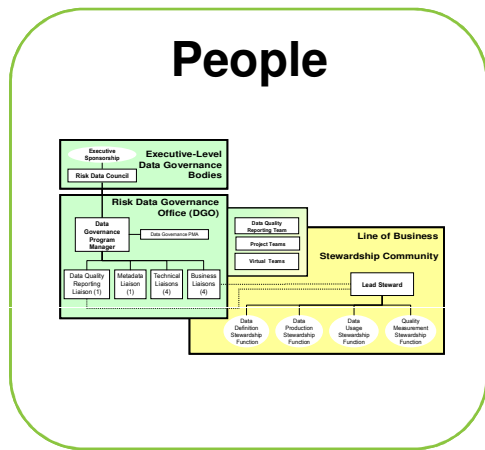
Ensure information is understood and consistently defined.

Increase the use and trust of information as an enterprise asset.

Protect information, reduce risk and comply.

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IBM's history of thought leadership in Information Governance

Level 5 Optimizing
Focus on CONTINUOUS process improvement

Level 4 Quantitatively Managed
Process QUANTITATIVELY measured and controlled

Level 3 Defined
Process characterized for the ORGANISATION and is PROACTIVE

Level 2 Managed
Process characterized for PROJECTS and is MANAGEABLE

Level 1 Initial
Process unpredictable, poorly controlled and REACTIVE

- Established Information Governance Council over five years ago

- Developed Maturity Model for Information Governance leveraged by over 250 customers

- Community now exceeds 750 members

- www.infogovcommunity.com

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Information Governance Council Maturity Model

Outcomes

| Data Risk Management & Compliance | Value Creation |

Requires

Enablers

Organizational Structures & Awareness

| Stewardship | Policy |

Enhances

Core Disciplines

| Data Quality Management | Information Life-cycle Management | Information Security & Privacy |

Supports

Supporting Disciplines

| Data Architecture | Classification & Metadata | Audit Information Logging & Reporting |

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Proactively unlock value while managing risk in your next project

1   **Do you fully understand your information landscape?**

2   **Do your users trust your information?**

3   **Do you have a strategy to contain cost as data volumes grow?**

4   **How prepared are you to address legal and regulatory obligations?**

5   **Do you have a 360º view of protecting information?**

1

We want semantic consistency

Created on Many Eyes © IBM

... To align business and IT

2

We want information we can trust

$8.2M
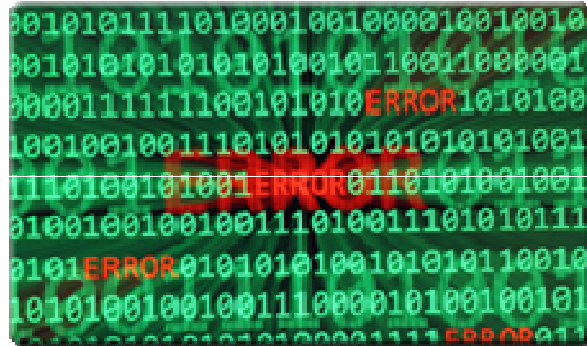
Average annual losses[1]

$250K

Mail order fraud

1,300
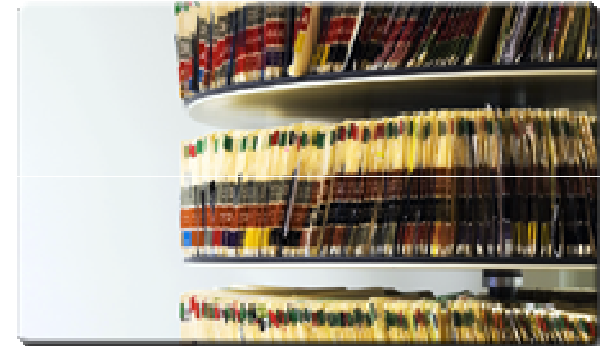
NPSA data quality incidents[2]

1. http://searchdatamanagement.techtarget.com/news/1365965/Poor-data-quality-costing-companies-millions-of-dollars-annually
2. http://www.ic.nhs.uk/webfiles/Services/in%20development/dataquality/The%20Impacts%20of%20Poor%20Data%20Quality.pdf

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Requirements to manage the quality of data

Information Governance Core Disciplines Quality Management		
Understand & Define	**Develop & Test**	**Cleanse & Manage Continuously**
InfoSphere Discovery	InfoSphere Data Architect	InfoSphere QualityStage
InfoSphere Business Glossary	InfoSphere Optim Test Data Management Solution	InfoSphere Information Analyzer
InfoSphere MDM	InfoSphere MDM	InfoSphere MDM
InfoSphere Data Architect	InfoSphere Optim Test Data Management Solution	InfoSphere QualityStage

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3

We want to manage information more efficiently

- Optimize efficiency of data management systems

- Remove unnecessary data from production environments

- Quickly and more cost effectively provide the right information for development and testing

- Continuously monitor, manage and improve performance

Industry Average Fully Burdened IT Infrastructure Cost Percentages to support data growth

Storage Capex, 20%

Storage Operational Costs, 80%
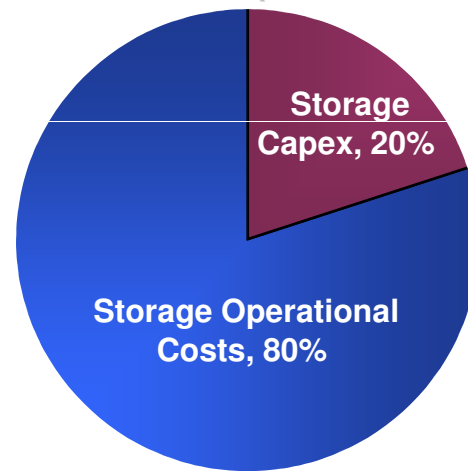
- Operational
- Storage

Industry Averages	
Type	**Industry Average**
Disk Storage + Tape	20%
Hardware: Networking (cables, routers, etc)	15%
Software (for storage)	17%
Infrastructure: Telcom	10%
Infrastructure: Power	5%
Infrastructure: Floor Space	3%
Staffing (for storage)	30%
Total	**100%**

... To reduce cost and risk

4   We want to comply with regulatory and legal obligations

	Legal *Matters*	**IT** *Systems*	**Records** *Laws or Regulations*
Key Stakeholder Alignment	**Enable Rigorous eDiscovery to Mitigate Legal Risk and Reduce Litigation Costs**	**Help CIO Preserve IT Budget by Managing Information Based on Value**	**Enable Global Initiatives with Retention for All Information**
Key Stakeholder Value	Reduce costs and risks	Reduce storage costs	Manage records and non-records
	Improve legal hold process	Govern information assets	Improve and enforce retention
	Enable rigorous eDiscovery	Optimize archiving, classification	Enable defensible disposition

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Requirements to manage information throughout its lifecycle

Information Governance Core Disciplines Lifecycle Management			
Understand & Define	**Develop & Test**	**Optimize, Archive & Access**	**Consolidate & Retire**
InfoSphere Discovery	InfoSphere Data Architect	InfoSphere Optim Performance Manager	InfoSphere Information Server
InfoSphere Discovery	InfoSphere Optim Test Data Management Solution	InfoSphere Optim Data Growth Solution	InfoSphere Optim Solution for Application Retirement
InfoSphere Data Architect	InfoSphere Optim Test Data Management Solution	InfoSphere Data Growth Solution	IBM Smart Archive Solution

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5

We want information that is secure and protected

... To reduce risk and improve compliance

Protecting information security and privacy is not an option

42%

of all cases involved third-party
mistakes and flubs … magnitude of
breach events ranged from about
**5,000 to 101,000 lost or stolen
customer records**

Fifth Annual U.S. Cost of Data Breach Study", Ponemon Institute, Jan 2010

73%

of security professionals
anticipate the volume of
database security attacks will
continue to increase

Enterprise Strategy Group, Databases at Risk, September 2009

Over 82%

of firms surveyed have had more than one data breach in the past year
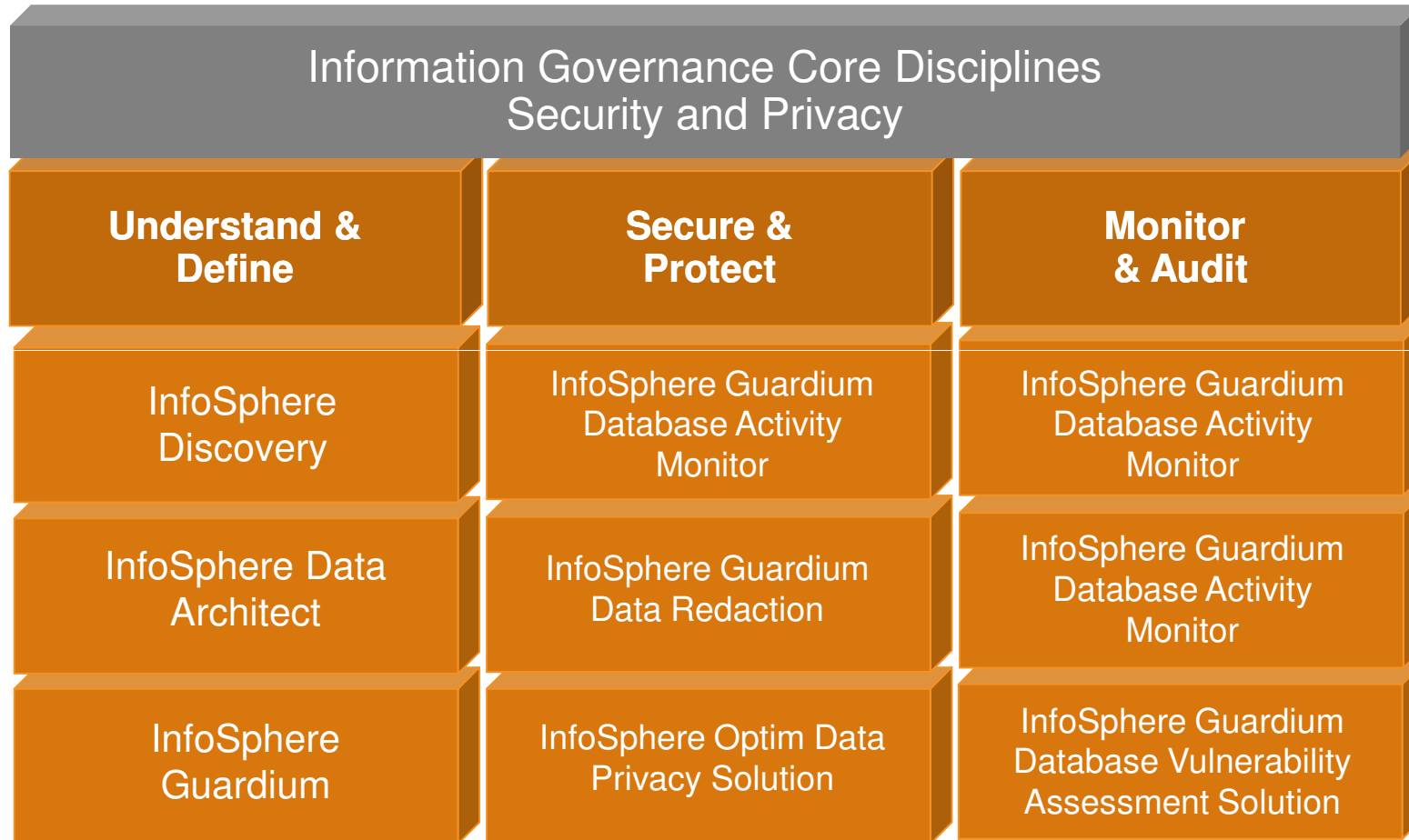involving **loss or theft of 1,000+** records with personal information; cost of
a data breach increased to **$204** per compromised customer record

2009 Annual Study: Cost of a Data Breach, Ponemon Institute LLC., January 2010

Requirements to secure and protect data privacy

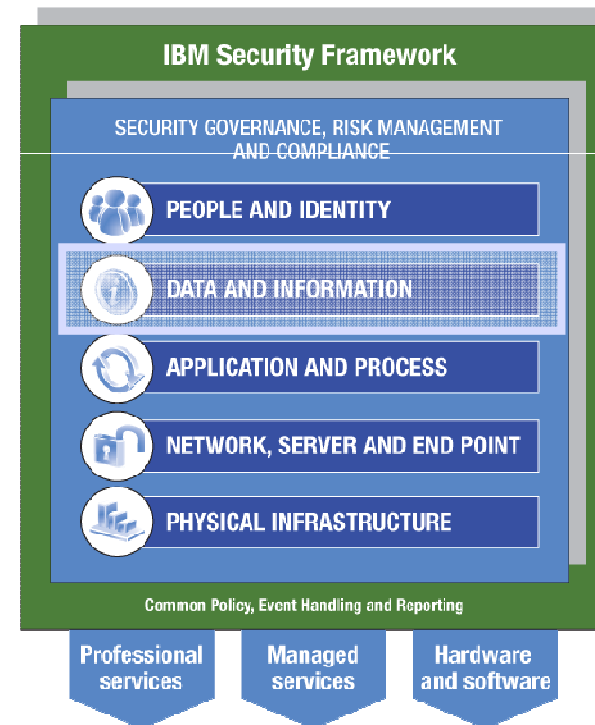| Information Governance Core Disciplines Security and Privacy		
Understand & Define	**Secure & Protect**	**Monitor & Audit**
InfoSphere Discovery	InfoSphere Guardium Database Activity Monitor	InfoSphere Guardium Database Activity Monitor
InfoSphere Data Architect	InfoSphere Guardium Data Redaction	InfoSphere Guardium Database Activity Monitor
InfoSphere Guardium	InfoSphere Optim Data Privacy Solution	InfoSphere Guardium Database Vulnerability Assessment Solution

The IBM security strategy:
Make security, *by design*, an enabler of innovative change

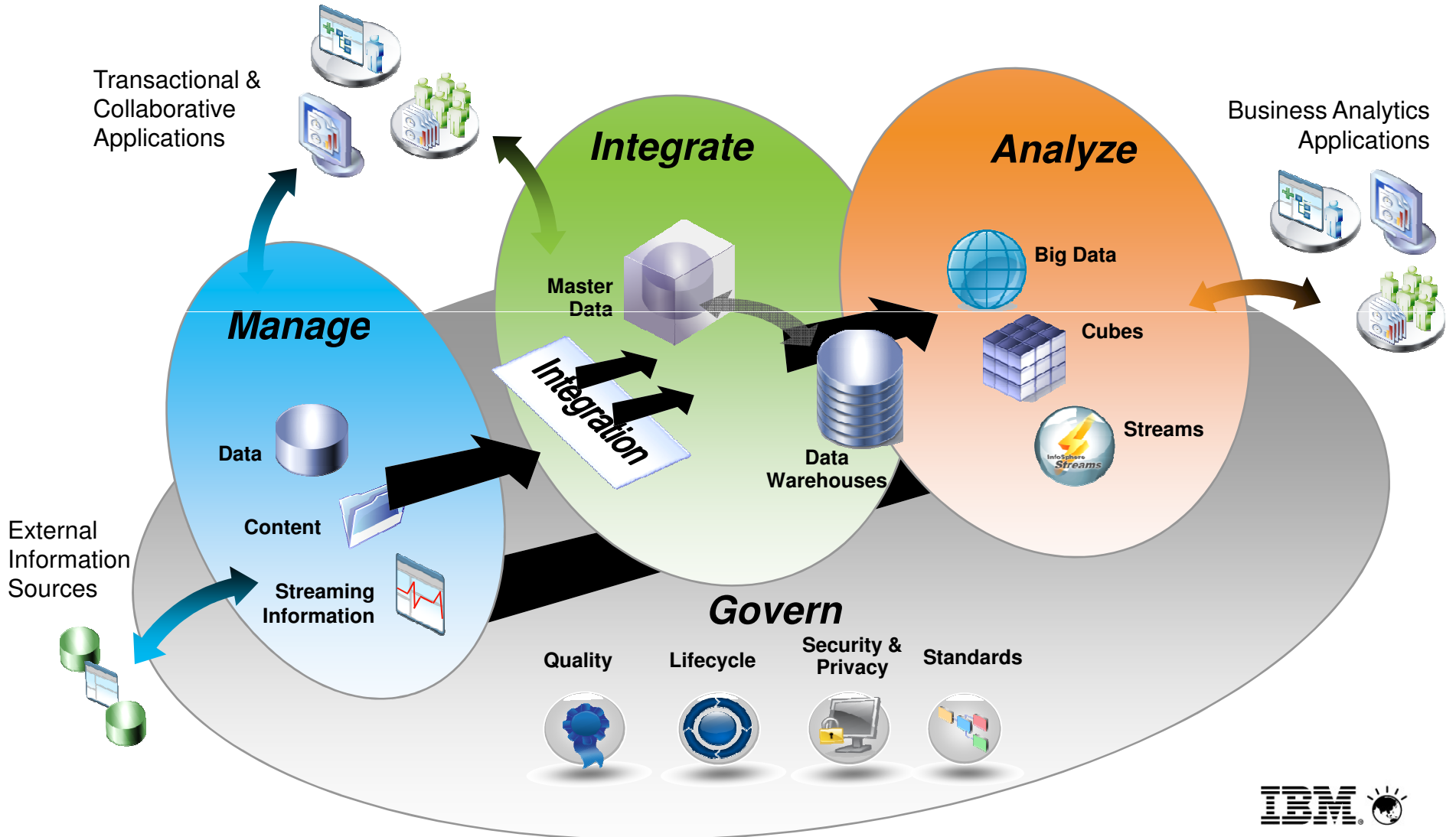**IBM as a trusted partner, delivering secure products and services**

- **15,000** researchers, developers and SMEs on security initiatives
  - Data Security Steering Committee
  - Security Architecture Board
  - Secure Engineering Framework
- **3,000+** security & risk management patents
- **200+** security customer references and **50+** published case studies
- **40+** years of proven success securing the zSeries environment
- Managing **more than 7 Billion** security events per day for clients

IBM as a trusted security vendor, providing key solutions across all security domains

IBM Security Framework

SECURITY GOVERNANCE, RISK MANAGEMENT AND COMPLIANCE

- PEOPLE AND IDENTITY
- DATA AND INFORMATION
- APPLICATION AND PROCESS
- NETWORK, SERVER AND END POINT
- PHYSICAL INFRASTRUCTURE

Common Policy, Event Handling and Reporting

Professional services | Managed services | Hardware and software

IBM.

Delivering trusted information for smarter business decisions across your entire information supply chain

IBM Smarter Business and Technology Series
Lotusphere and InformationOnDemand Come to You

Transactional & Collaborative Applications

Business Analytics Applications

Integrate

Analyze

Manage

Big Data

Master Data

Cubes

Data Warehouses

Streams

External Information Sources

Data

Content

Streaming Information

Govern

Quality   Lifecycle   Security & Privacy   Standards

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Information Governance is key to proactively driving results

1   **Understand your information and its landscape**

2   **Provide high quality information for all uses**

3   **Reduce time and cost of managing information**

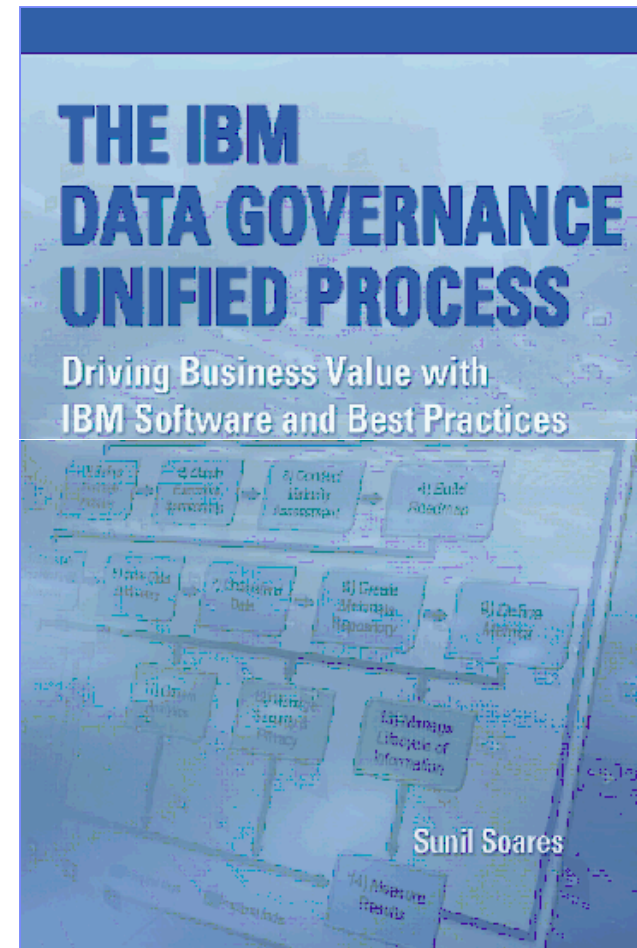**4**   **Comply with regulatory and legal obligations**

5   **Protect security and privacy while reducing risk**

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What can you do next …

- Start small with a project, don't try to do it all at once
  - – Free workshops and assessments
  - – Best of breed solutions to help you succeed

- Join a movement:
  www.infogovcommunity.com
  - – Benchmark your organization online
  - – Work with others on the Maturity Model

- Read the book

- Visit our web page:
  - – ibm.com/informationgovernance

THE IBM DATA GOVERNANCE UNIFIED PROCESS

Driving Business Value with
IBM Software and Best Practices

Sunil Soares

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Thank you

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