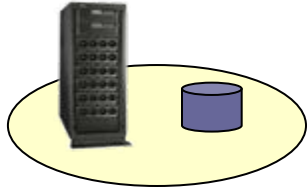




IBM Information On Demand Unlock The Business Value Of Information

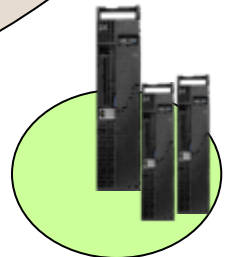
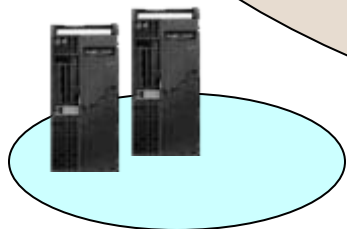
The Business Value Of New Intelligence

Smarter Solutions Need To Build On Existing Systems



Smarter Solutions

1. Start with a Strong Foundation
2. Automate Business Processes
3. Capture Business Expertise
4. Connect Everything with an Intelligent Bus
5. Make Smarter Decisions with New Intelligence
6. Use the most efficient platform to achieve New Intelligence



More Information Than Ever Before

■ Volume of Digital Data*

- ▶ 15 petabytes of new information generated every day
 - 8x more than the information in all U.S. libraries

■ Variety of Information

- ▶ Creating new types of data everyday
 - Digital TV, sensor-based applications, social network updates, ...

■ Velocity of Decision Making

- ▶ Businesses are challenged to utilize complex information everyday

Businesses Need New Intelligence

Businesses must use data in a strategic way to accomplish business goals

- ▶ Increase revenue and productivity
 - ▶ Reduce risk
 - ▶ Flexibility to adapt quickly to changing market conditions
-
- “Old” Intelligence
 - ▶ Experts make decisions based on what they know
 - Well known data
 - Experience
-
- New Intelligence is a strategic way to get more business value from your data
 - ▶ Capture information on-line
 - ▶ Integrate information specific to the task
 - ▶ Analyze your data to create new intelligence
 - ▶ Deliver new intelligence to the people who need it

First You Need To Efficiently Capture Your Data

- Traditional transactional data is changing
 - ▶ Increased scale and performance is needed to handle growth
 - ▶ Data growth also requires more efficient storage use
 - ▶ New data type standards, required by business partners for easier integration
- Growth of Digital Content (unstructured data)
 - ▶ Capture paper forms on-line for efficiency
 - ▶ Agility to easily optimize/change current content flow for new business
 - ▶ Manage content in compliance with regulatory laws to reduce risk

Then Gather And Integrate All The Data Needed For A Specific Task

- First you need to understand what data you have
 - ▶ Need to make sure the data contains what you think it does
 - ▶ And is described in your business terms
- Then you can decide which data is needed
 - ▶ Understand which data is the data of record for your task
- And integrate all the various data sources for your task
 - ▶ Either by accessing the data in its original location, or extracting it into a new system depending on your needs.

Finally You Need Tools To Analyze The Data And Deliver It To The People Who Need It

- Easy to use web tooling
 - ▶ Decreases development cost and supports easy deployment and delivery
- That creates common analysis and report artifacts
 - ▶ A common data model that works across the tools enables the greatest collaboration and reuse
- And produces output in most common standard formats
 - ▶ Makes sure the data is available to the people that need it in the format they can use it in

Service Oriented Finance Can Create New Intelligence With IBM Information Management Software

- Capture all required data online
 - ▶ Both unstructured and structured
- Gather (integrate) all relevant information for the task at hand
- Analyze relevant data for actionable insight
- Deliver it to the people who need it

