



IBM SOA Executive Summit

Information as a Service *Delivering the Business Value of Information*

*Ambuj Goyal
General Manager
IBM Information Management Software*

SOA on your terms and our expertise

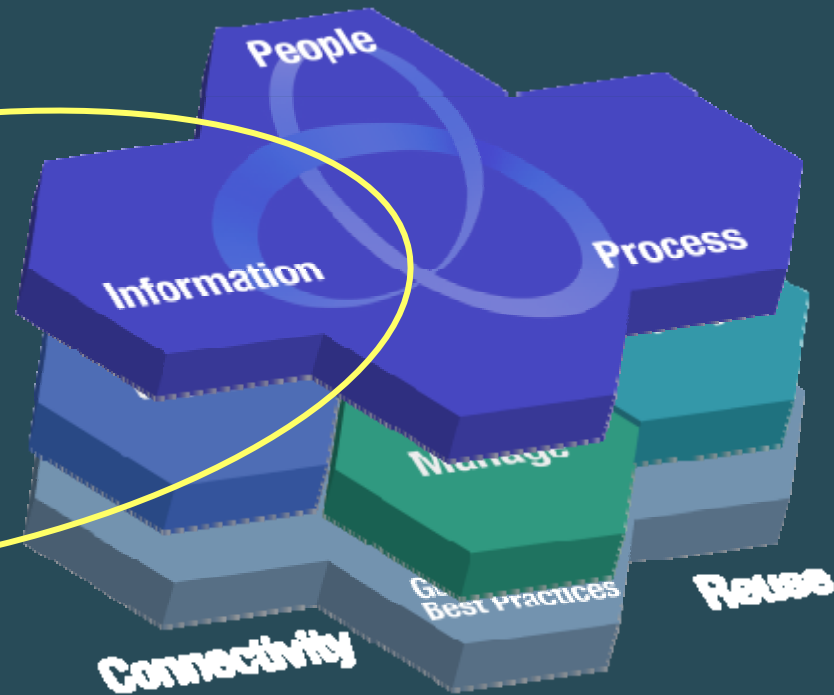
ON DEMAND BUSINESS™

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SOA Entry Points Help Customers Get Started

Both Business Centric and IT Focused

*Deliver Trusted
Information in
Business Context*



Volkswagen



“Today, 70% of the time of our people is spent in searching for information and only 30% in making intelligent decisions.

We want to flip the ratio, providing 70% of time for intelligent, analytical decision making and only 30% administrative work.”

Dr. Martin Hofmann
Exec. Director, Group Supply Strategy
Volkswagen AG

Result: 20% increase in procurement productivity

Information Becomes a Strategic Asset

Separating Information & Process Enables Enterprise-wide Re-use



- ▶ ***Business required an integrated view of customer information across multiple business units within the bank after merger***
- ▶ ***Customer information stored across disparate environments - IBM ImagePlus, FileNet Image Services, Mobius....***

Key to Success

- Separation of Information & Process, Federation of Unstructured Information

Result

- 50X increase in requests for content shows customers are being served better
- \$2.3 million savings in 2 years; 64% ROI
- \$1M savings for each new business unit needing a common view of the client

Change And Improvement Have Been Daunting



Can Information Become a Service?

The Information Challenge

Information is in Silos... Trusted Information is Not Available

Today's business challenges mandate a fresh approach to managing information.

Managing information in silos has become obsolete.

Globalization, M&As

Risk & Compliance,

Eroding Customer Loyalty,

Supply Chain Complexity,

Industry Transformations,

Cost Cutting...

Multiple Versions of the Truth

Inaccurate, Untimely

Inconsistent

Incomplete, Inaccessible

Out of Context...



60%+ of CEOs: Need to do a better job leveraging information

5X More Value creation by organizations effective at using Information as an Asset

70% of people's time can be spent searching for relevant information

Sources: IBM Attributes & Capabilities Study, 2005; Client Interviews 2004; IBM CFO Study, 2006

Information Becomes a Strategic Asset

“...Accurate Information Wherever and Whenever It’s Needed...”



- ▶ *Needed accurate and accessible information across channel for category & item planning, and to streamline new product introductions*
- ▶ *Multiple information sources from 50 disparate applications on multiple platforms supporting over 1,100 retail outlets*

Key to Success

- Unified Product Information, Separation of Information & Process using SOA

Result

- Accelerated time-to-market for new services
- Real-time visibility to information enables more informed decisions
- Integration related development time reduced by up to 85%
- Streamlines compliance and reporting processes

Information as a Service

Moving From a Project-Based to a Flexible Architecture

- **Deliver Information in Business Context**

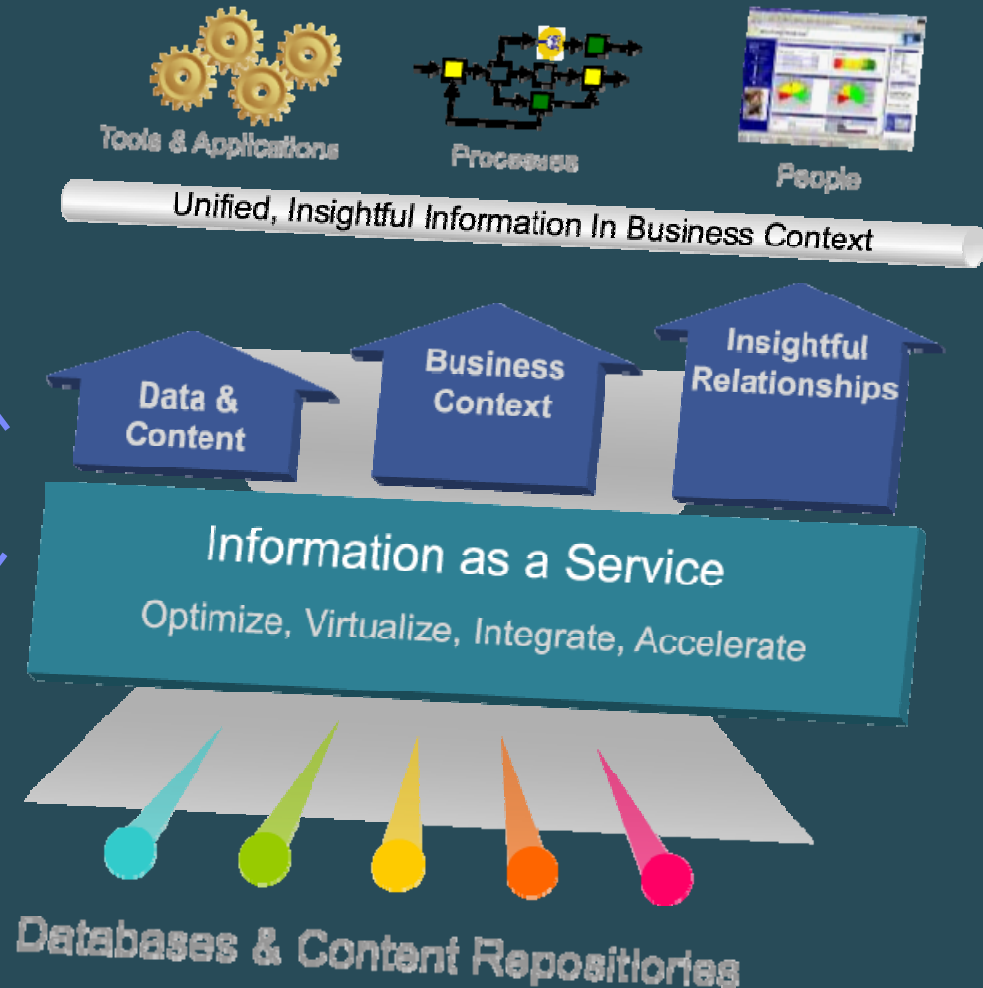
In-context, In Line
Effectively Governed

- **Integrate Information**

Structured / Unstructured
Timely & Accurate
Manage Complexity

Open Standards

Flexible Infrastructure

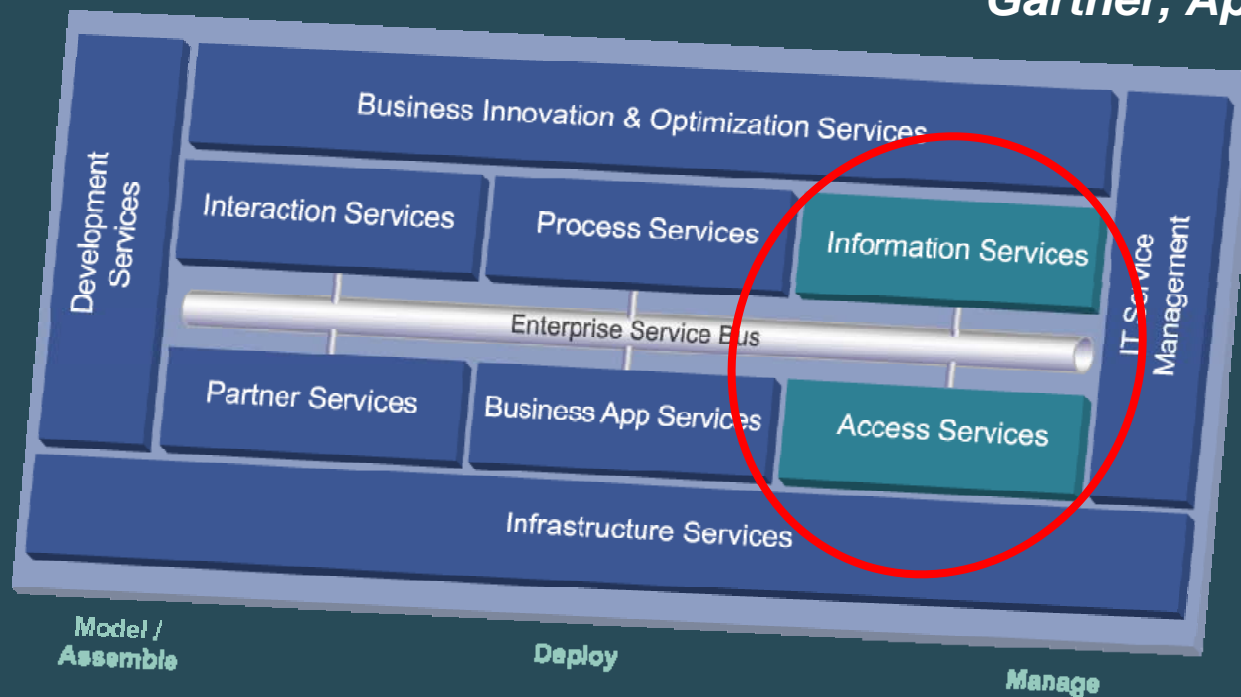


Service Oriented Architecture

Information as a Service is Key

Your business process platform needs an enterprise information management strategy.

Gartner, April 2006



You will waste your investment in SOA unless you have enterprise information that SOA can exploit.

Gartner, March 2005

IBM Information On Demand Software

Unparalleled Breadth and Depth

Business Information Services

- Master Data Management
- Entity Analytics
- Information Warehousing
- Industry Models...

1,000+ Clients

Information Integration

- Quality Services
- Transformation Services
- Federation Services
- Metadata Services...

5,000+ Clients

Content & Discovery

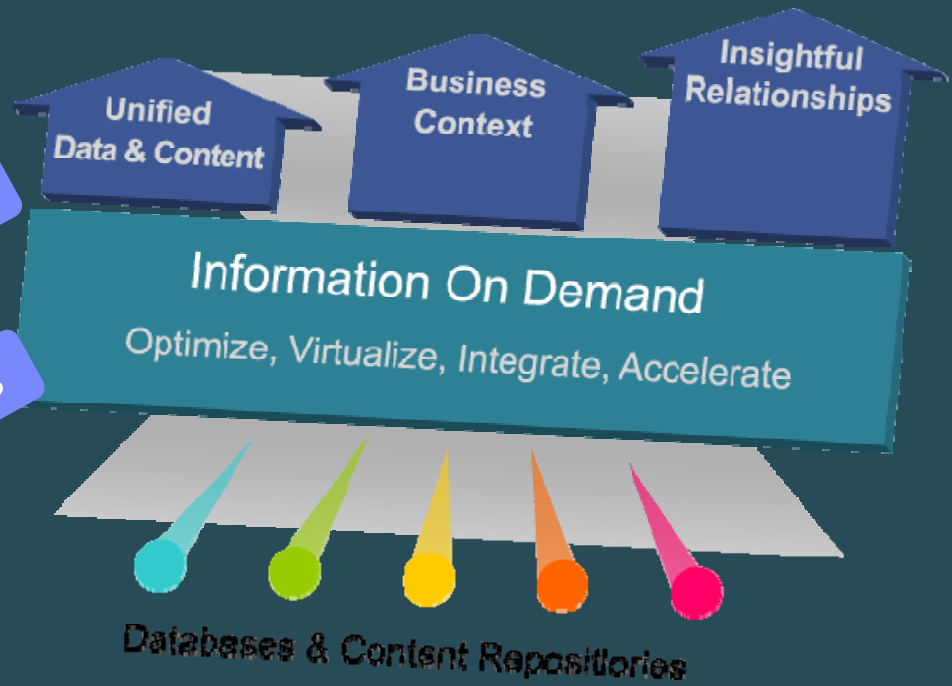
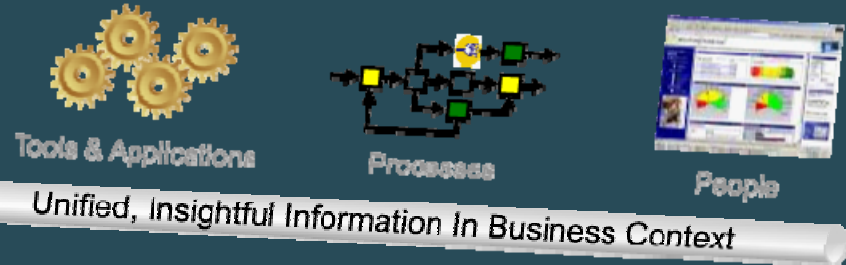
- Content Mgmt. & Integration
- Discovery Services...

13,000+ Clients

Data

- Databases, Warehouses, Tools...

450,000+ Clients



Source: Industry Publications & IBM Estimates

IBM Information On Demand Software

Unparalleled Breadth and Depth

- **Business Information Services**

- Master Data Management
- Entity Analytics
- Information Warehousing
- Industry Models...

- **Information Integration**

- Quality Services
- Transformation Services
- Federation Services
- Metadata Services...

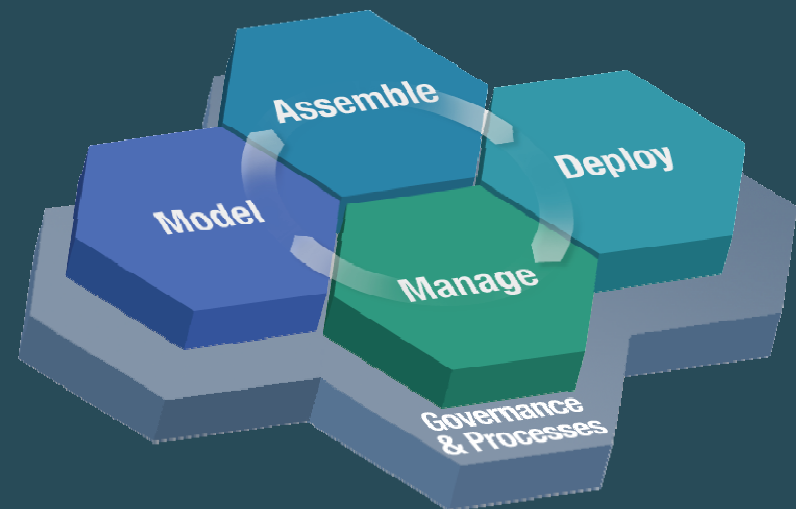
- **Content & Discovery**

- Content Mgmt. & Integration
- Discovery Services...

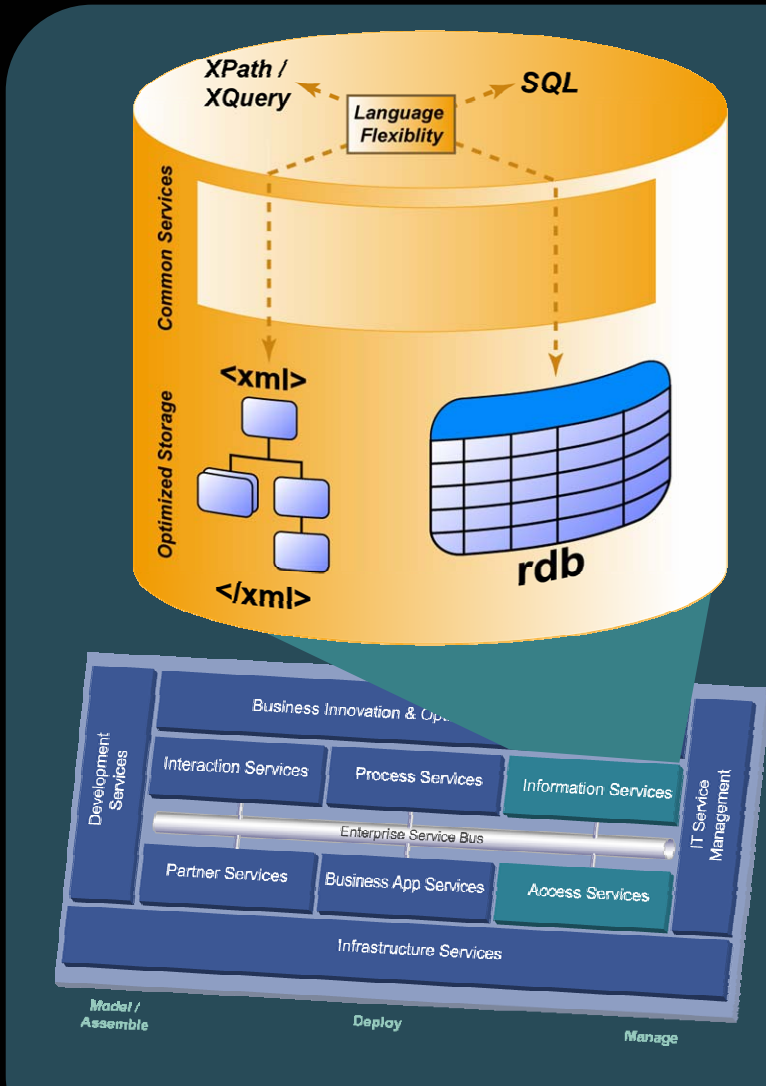
- **Data**

- Databases, Warehouses, Tools...

*Information On Demand
Based on Services Oriented Architecture*



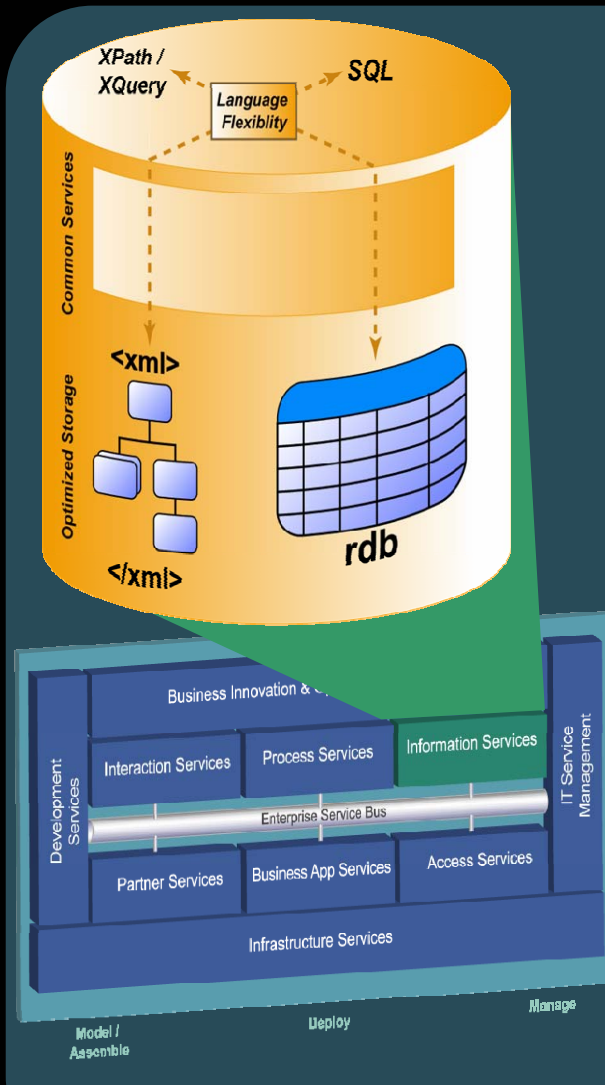
Integrating XML Key to SOA



	Shred	CLOB	Stand-alone	Hybrid
<i>Information Fidelity</i>	✗	✓	✓	✓
<i>Integration</i>	✓	✗	✗	✓
<i>Schema Flexibility</i>	✗	=	✓	✓
<i>Performance/Scale</i>	=	✗	✗	✓
<i>Programming Models</i>	✗	✗	=	✓
<i>Manageability</i>	✓	✗	✗	✓

IBM Takes the Lead with Viper

Innovative Technology: Key to SOA, Strong Client & Partner Feedback



■ **Best of Both Worlds**

- Performance, integrity, protection, and scale from the proven DB2 infrastructure
- Flexibility of XML/XQuery and relational/SQL
- Overcomes complexity & limitations of prior models
 - Shred, CLOB, or XML only

■ **Strong Early Adopter Experiences**

- Up to 16x reduction in development time
- 65% reduction in lines of code
- 100x performance improvement

■ **Momentum Building**

- 150 in Closed Beta
- 2,500+ Downloads Since “Test Drive” Program 4/06
- Storebrand, Research Libraries Group, IDB Consulting
- Nextance, Justsystems, Skytide, Exegenix, Kbrix, Jeeves Information Systems, Strada Software +++

Critical Business Initiatives Depend on Information

Information Intense Business Problems

- **Master Data Management**
 - Single view of the customer and product
 - Gain control of disparate silos
- **Risk & Compliance**
 - Loss and Fraud prevention
 - Government regulations and taxes
- **Worker Productivity**
 - Information accessible to every user when and where they need it... both structured and unstructured



Information Led Business Innovation

Unified View of Customer Information Builds Customer Service



- ▶ *Rapid growth into new markets emphasizes need for seamless customer service across business and households*
- ▶ *27 million business and residential connections for local telephone, long distance, wireless, Internet, data, satellite TV & other services*

Key to Success

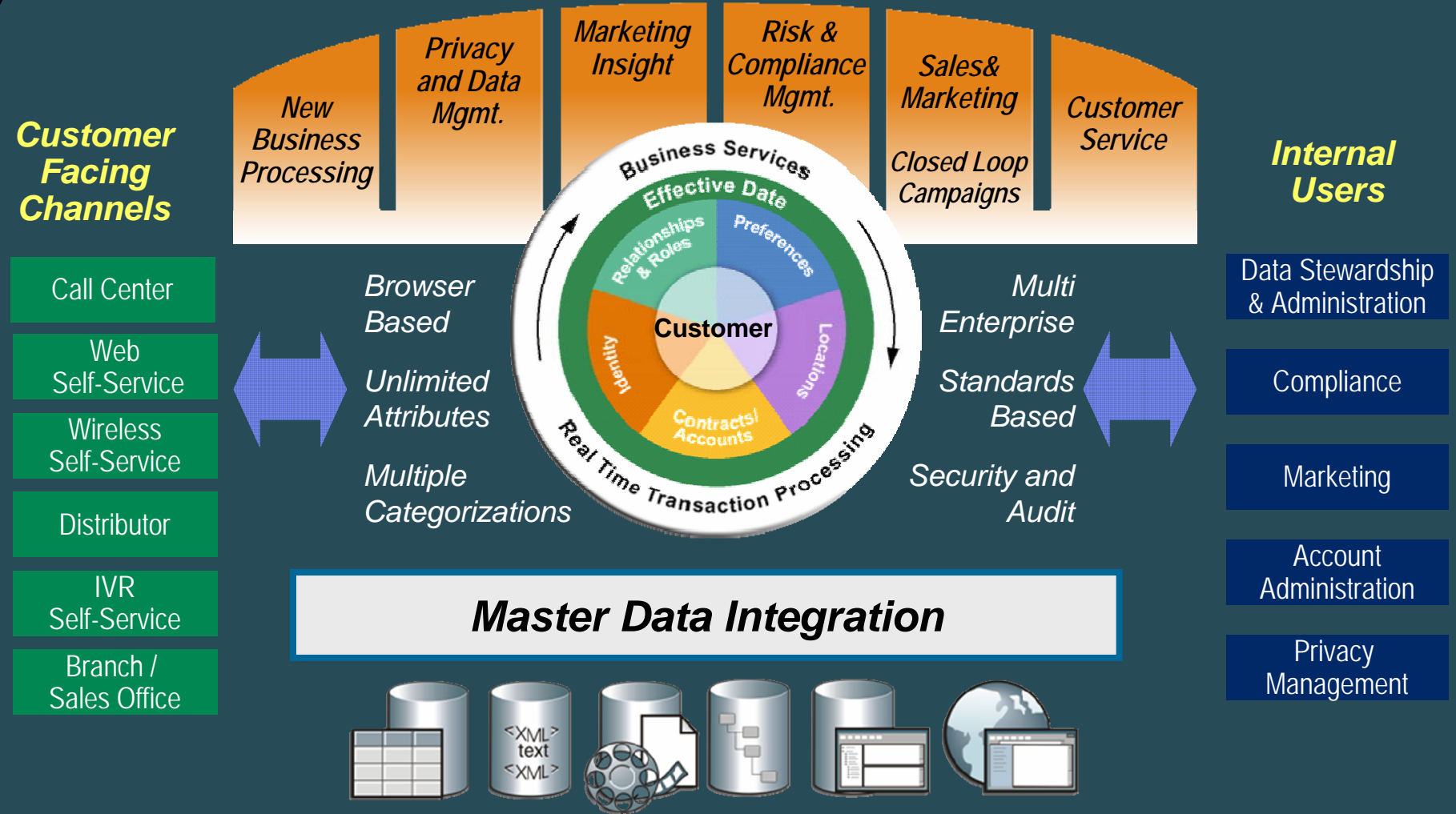
- Integrated customer information provides single service point across 4 separate billing systems and multiple customer systems

Result

- Unified view of customers improves call center service and productivity
- Streamlined marketing campaigns based on offering bundles
- Phased implementation strategy enables rapid focus business community
- Services Orientation allows reuse of composite information updates

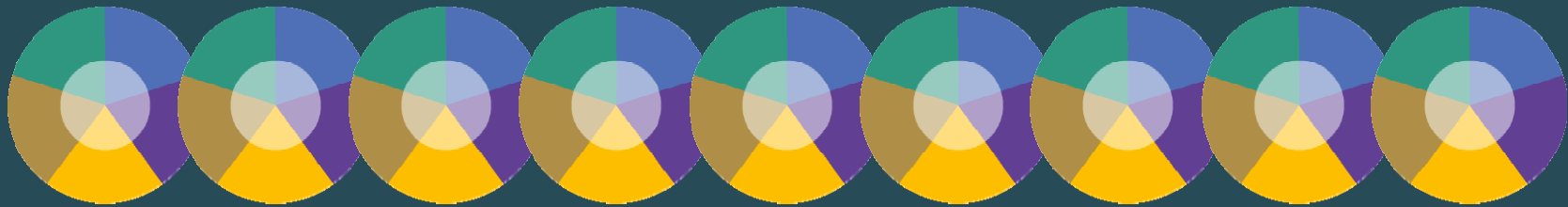
Information Led Business Innovation

Master Data Management is at the Core of SOA



Information Led Business Innovation

Master Data Management is at the Core of SOA



Product...Customer...Supplier...Location...Employee...Consumer...Asset...Applicant...

Master Data Solutions



Information Led Business Innovation

Information Integration and Reconciliation Key to Success



- ▶ *Needed to stock inventory and customize leasing program based on unified view of customer profiles*
- ▶ *Optimize supply chain through dynamic sourcing*
- ▶ *Increase effectiveness & efficiency of core functional areas: service, warranties, monitoring, promotions...*

Key to Success

- Information Flows Directly into Dealer Inventory Systems

Result

- Automated Inventory and Data Quality Procedures Saves IT \$400K Annually
- 5,000 Staff days of Reuse in Integration Services Assets
- Optimized Leasing Programs, Tailored to Customer

Information Led Innovation

Timely & Accurate Information Fights Crime



- ▶ *Need for on-scene insight from billions of records across multiple police databases*
- ▶ *Correlate arrests, complaints, summonses, homicides, shootings, locations, 911 calls...*

Key to Success

- Timely Delivery of Structured and Unstructured Information

Result

- Timeliness means the difference between life & death
 - Information reaches detectives within minutes, instead of days or weeks
- Rapid trend analysis improves resource deployment
- Rapid repeat offender identification

Information Led Business Innovation

Providing Value to Many Industries

Financial Services & Banking	Insurance	Industrial / Electronics	Consumer Goods	Retail

Delivering Value... Industry by Industry

Leveraging the Strength of IBM & Business Partners for Products and Expertise

Finance / Banking / Insurance

- Banking & Insurance Data Warehouses
- Basel II Risk & Compliance
- New Business Processing
- Customer Privacy Mgmt.
- Marketing Insights
- Consolidated Risk Mgmt.

Insurance

- Insurance Information Warehouse
- New Business Processing
- Customer Privacy Mgmt.
- Marketing Insight
- Consolidated Risk Mgmt.

Healthcare

- New Business Processing
- Customer Privacy Mgmt.
- Marketing Insight
- Information Based Medicine

Government / Public Sector

- Compliance for Government
- Social Services/Case Mgmt.
- Crime Information Warehouse

Automotive

- Product Information Mgmt. (After Mkt.)
- Automotive Dealer Collaboration
- Advanced Early Warning

Telecommunications

- Telco Data Warehouse
- New Business Processing
- Customer Privacy Management
- Marketing Insight

Retail, CPG

- New Product Introduction
- New Customer Introduction
- Global Data Synchronization
- Retail Business Intelligence
- New Business Processing
- Customer Privacy Mgmt.
- Marketing Insight
- Consolidated Risk Mgmt.

Cross Industry

- RFID / EPC Information Services
- Archiving & eDiscovery
- eStatements & Report Management
- eForms Automation
- Federated Records Management
- Regulated Document Management

and many more...

Information as a Strategic Asset

Innovative Early Adopters are Establishing a Competitive Advantage

Point Projects

Crime Statistics
& Reporting



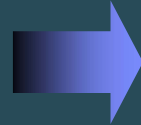
Information at the Scene
Transforms Crime Fighting

Customer Treated
as Multiple Accounts



A 360° View of the Client
Transforms Customer Care

Financial Information in
Spreadsheets and e-Mails



A Single Version of the Truth
Transforms Compliance

Claim Complexity, Volumes,
Fraudulent Practices



Information Analysis Speeds and
Transforms Health Care

Excess Inventory, Lost Sales
Out of Stock Warehouses, Added Cost



Free Flowing Supply Chain Information
Transforms Retail & Manufacturing

The capability now exists.
Integrated Software Platform
Business Know How

Experience
with over 500
Clients

Recent News

IBM Intensifies Information Management Investments

Information is the competitive differentiator in the global economy

- **IBM announces new investments to help clients deliver more business value from innovative uses of information**
 - \$1B in new software investments over the next 3 years
 - 65% more practitioners with relevant skills over the next 3 years, adding to a base of 15,000 practitioners
- **IBM announces a framework for success**
 - IBM Information On Demand Center of Excellence
 - New and expanded products & offerings



Information as a Service

Delivering the Business Value of Information

Information On Demand

Always available. Always complete. Always right.

Learn how to create business value through Information On Demand.

Overview | **Downloads** | **Events** | **Viewpoints** | **Industry**

Product Offerings | Solutions Portfolio | Center of Excellence

- **Visit our Web page**
www.ibm.com/informationondemand
- **Take our online self-assessment**
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Information On Demand 2006

Register Now: www.ibm.com/events/informationondemand



IBM Information On Demand 2006 October 15-20, 2006 Anaheim, California

- The premier information management event
 - Business and IT executives, managers, professionals, DBA's and developers.
- Select from over 800 sessions
- Latest strategy and product announcements
- Large Expo Center, Hands on labs
- One on ones with executives and specialists
- Birds of a Feather roundtables

Why attend:

- Participate in the PREMIER discussion on ***the future of Information Management***
- Learn how the transformation to ***Information as a Service*** will help you unlock business value and drive competitive advantage
- Hear how your peers are realizing ***ROI***
- Understand the roadmap to ***long term strategic advantage***
- Learn ***best practices*** in your industry
- Receive the best in ***technical education*** and free certification
- Extensive opportunities for ***networking*** with both your ***peers and industry experts***

TAKE BACK CONTROL

Information Centric Approach – Greater Value through SOA

Delivering Information as a Service to People and Processes

Value

Improve business operations and reduce risk with trusted information services delivered in-line and in-context

Why SOA?

Trusted information packaged as services are embedded inline within processes or delivered to people



Start with

Discover and understand information sources, relationships & business context– Choose reusable high value data for first services



Next steps

Expand number and scope of services across internal and external processes

Thank
YOU

