



IBM Information Management



Leveraging DB2 z/OS and System z for dynamic warehousing



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- enhancements at some future date,
- a new release of DB2, or
- a Programming Temporary Fix (PTF)

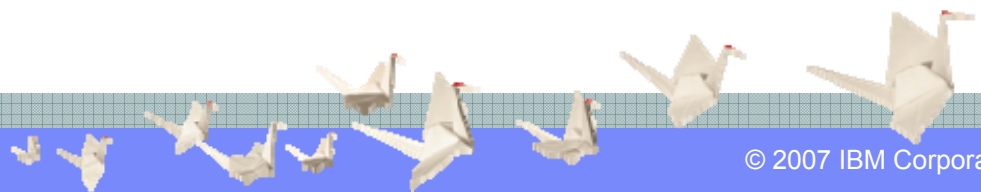
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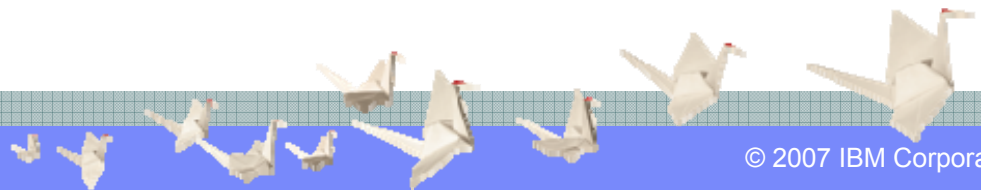
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Agenda

- IBM Dynamic Warehousing
- Layered Data Architecture for EDWH consolidation
- How does IBM support dynamic warehousing strategies for System z
- z-centric BI solution architecture
- IBM's Warehousing on System z roadmap
- Summary
- Q & A





IBM Information Management

IBM LAUNCHES NEXT GENERATION OF BUSINESS INTELLIGENCE WITH DYNAMIC WAREHOUSING

ARMONK, NY, MARCH 13, 2007 – IBM (NYSE: IBM) today unveiled a comprehensive strategy to enable dynamic warehousing, a new generation of business intelligence capabilities that enable organizations to gain real-time insight and value from their business information. Today's announcement marks an important milestone in IBM's industry-leading pursuit of the global Information on Demand growth opportunity, which is helping customers transform their businesses by using information as a strategic asset.

Leveraging Information to Create Business Value

Insightful, Relevant Information When and Where it's Needed

Information On Demand

- Optimize Each Transaction
- Call Centers, Field Ops



*Help Solve Crimes by
Delivering Suspect List
to Detectives Arriving
at the Crime Scene*

OLAP & Data Mining

- Merchandising, Inventory,
Operations



*Optimizing Police
Force Deployments*

Query & Reporting

- Financials, Sales



*Crime Rate
Reports*



Dynamic Warehousing

A New Approach to Leveraging Information

Information On Demand
to Optimize Real-Time
Processes



**Dynamic
Warehousing**

Dynamic Warehousing Requires:

1. *Real-time access – in context*
2. *Analytics – as part of a business process*
3. *Unstructured information – extracted knowledge*
4. *Extended capabilities – tightly integrated*

OLAP & Data
to Understand
Recommend Fu

Query & Reporting
to Understand
What Happened






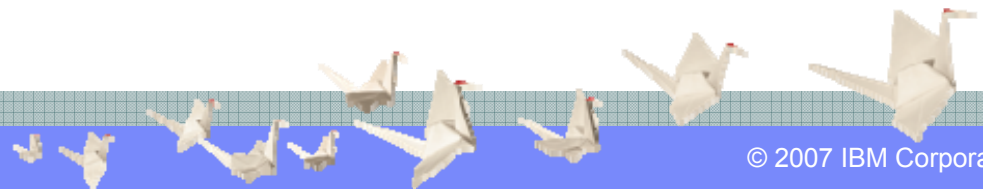
**Traditional Data
Warehousing**



More Examples of Dynamic Warehousing in Action

Enabling Information On Demand for Business Advantage

Traditional warehousing	Dynamic warehousing
Insurance fraud analysis and reporting	<p>▶ Identifying potentially fraudulent claims prior to approval and payment</p> <p><i>Transforms healthcare</i></p> 
Reporting on customer issues	<p>▶ Identifying possible related issues, churn risk and cross-sell opportunities while engaged with the customer</p> <p><i>Transforms customer service</i></p> 
Historical sales analysis and reporting	<p>▶ Discovering relevant customer information to identify cross sell opportunities and improve negotiating position at the point of sale</p> <p><i>Transforms sales effectiveness</i></p> 



Why is it a challenge for organizations to leverage information effectively?

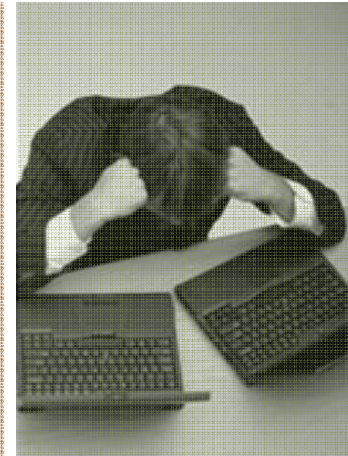
Information distributed in silos across the organization

Volume and variety of information increasing

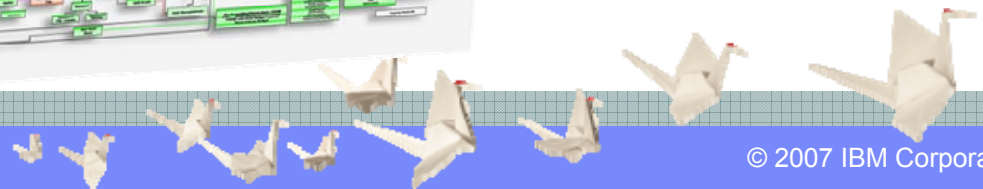
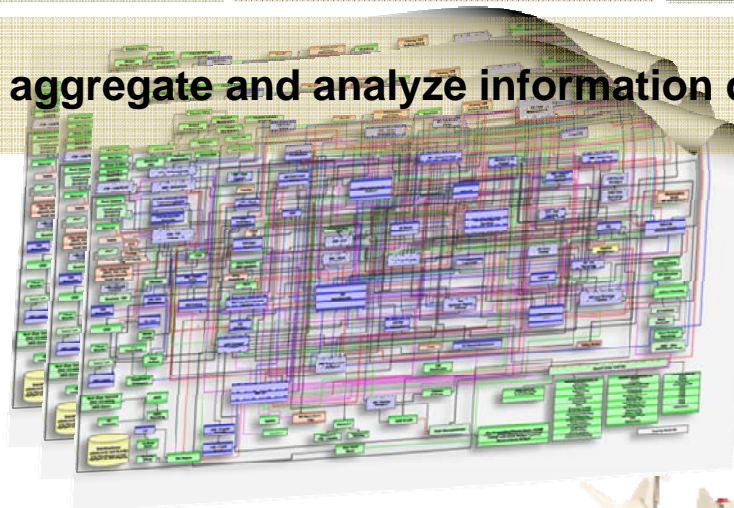
Velocity of business driving real-time requirements



Not accurate
Not complete
Not trusted
Not timely



Increased need to aggregate and analyze information dynamically



Creates challenges for traditional warehousing

Not just for traditional query and reporting purposes anymore

Warehouses must now:

- Address expanding needs for **analytics** and information on demand
- Leverage ALL types of information, including **unstructured**
- Serve **increasing numbers and types of applications** and users, with varying service level demands



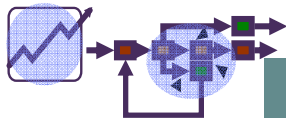
Increasingly mixed workload environments
and the constantly changing needs of different business constituents
require more dynamic warehousing capabilities

IBM provides more than just a warehouse

DB2 Warehouse provides extended capabilities and value

Embeddable analytics (Inline and as a Service)

Multidimensional analysis
Data mining and visualization

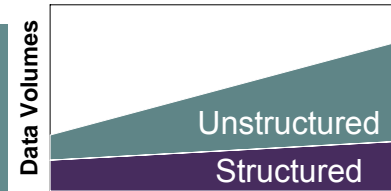


Beyond traditional structured data

Generate and leverage
knowledge from
unstructured information

“As a direct effect of the mixed workload, with continuous loading and the increase in automated transactions from the functional analytics in OLTP, the transactional DBMSs have an edge that challenges the DW DBMSs (such as Teradata)”

Gartner Data Warehouse Magic Quadrant, 2006



Benefits of a transactional data server foundation

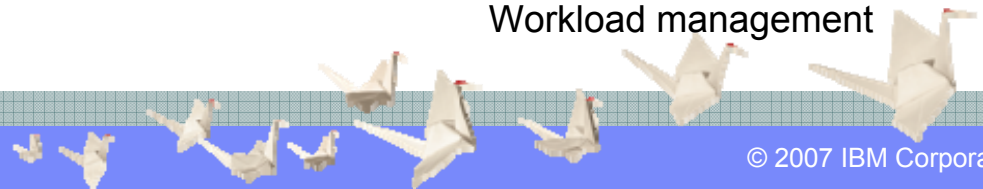
Optimized for real-time access,
High availability and reliability
Scalable, secure and auditable

Deep compression

Reduced storage costs
Better disk utilization
Query speed improvement

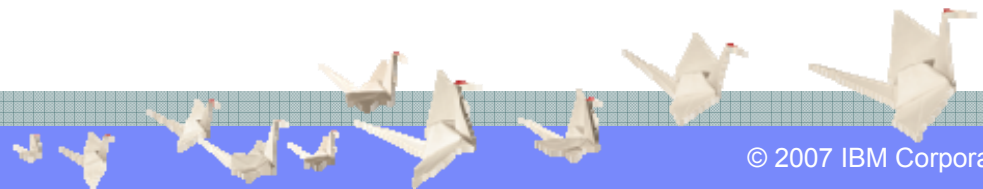
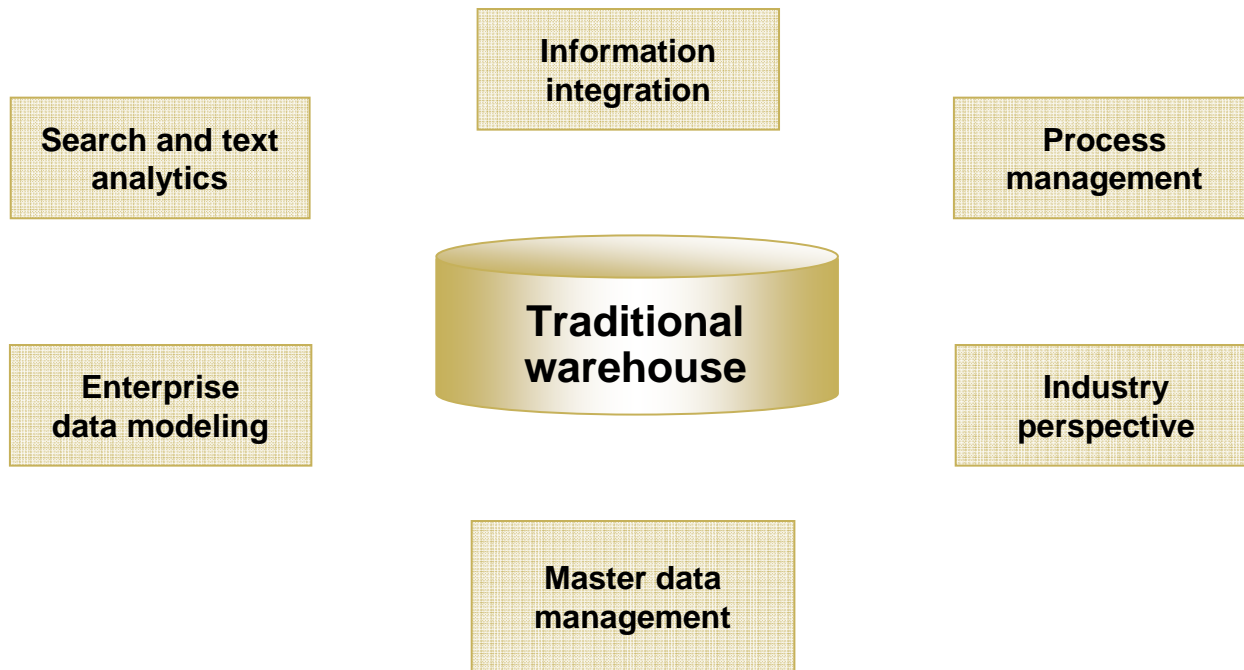
Dedicated warehousing

Horizontal growth
Advanced parallelism
Advanced data partitioning
Workload management



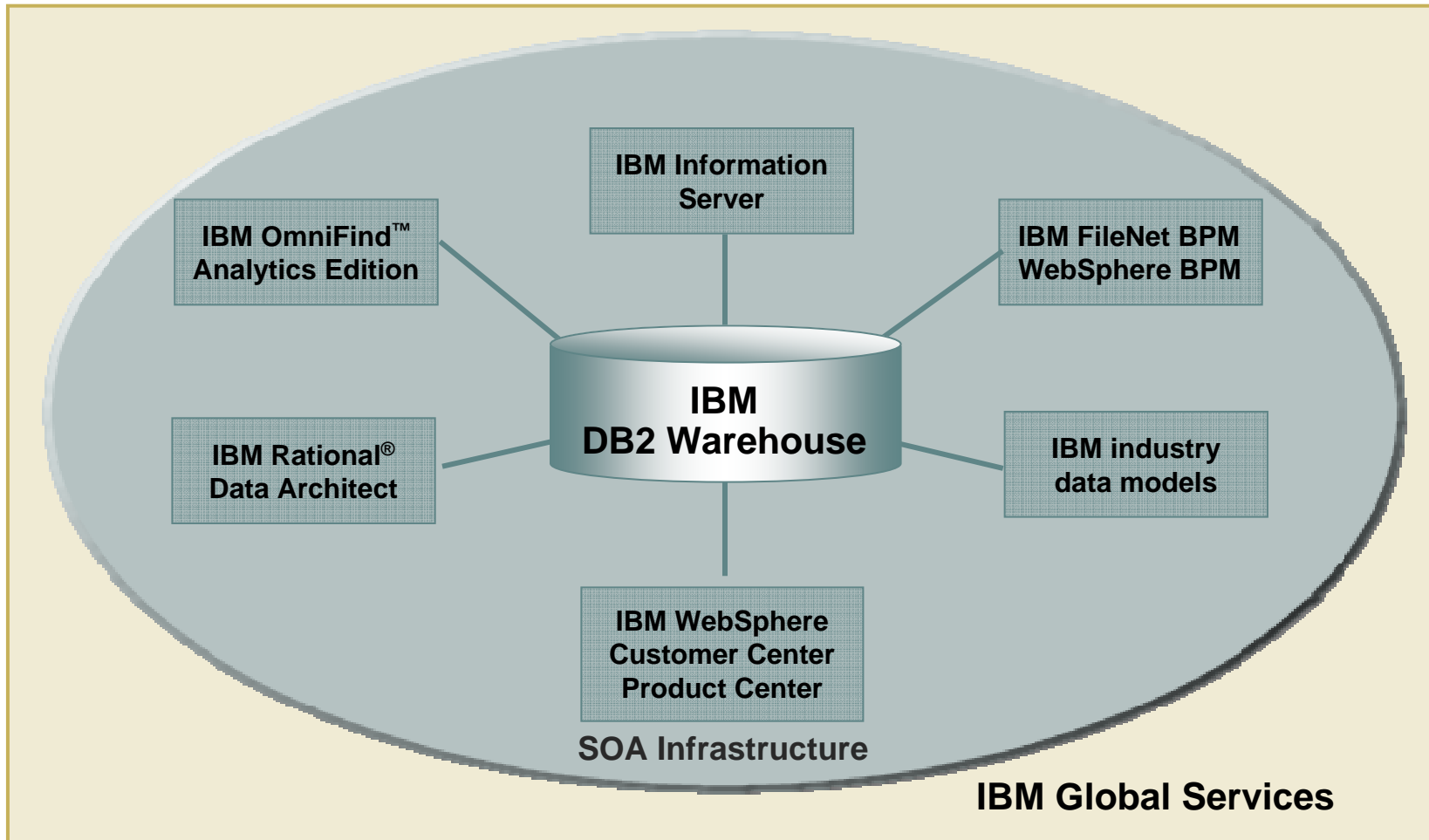
Dynamic warehousing

Extending beyond the warehouse to enable information on demand



How IBM Enables Dynamic Warehousing

Integrated offerings to enable information on demand



Warehousing strategic pillars

Guiding principles for innovation

Simplicity

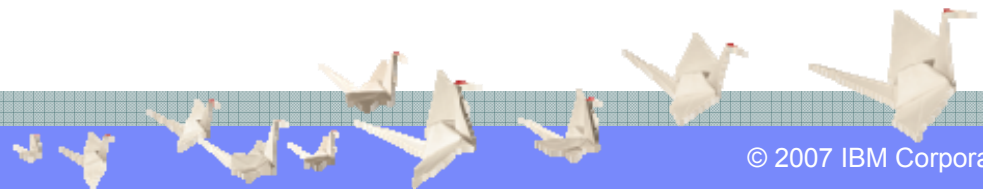
- Easy to deploy and integrate
- Easy to use
- Easy to manage
- Easy to start and grow as needed

Reliability & Performance

- Reliable access to information
- Highly available
- Real-time performance
- Maximized resource efficiency

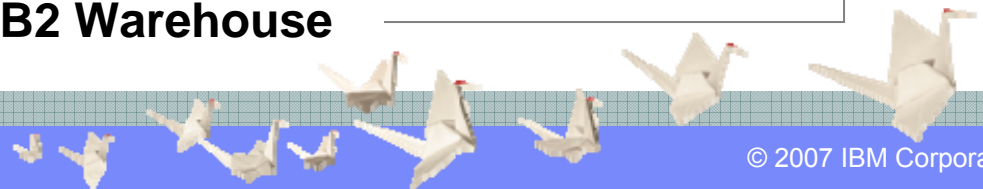
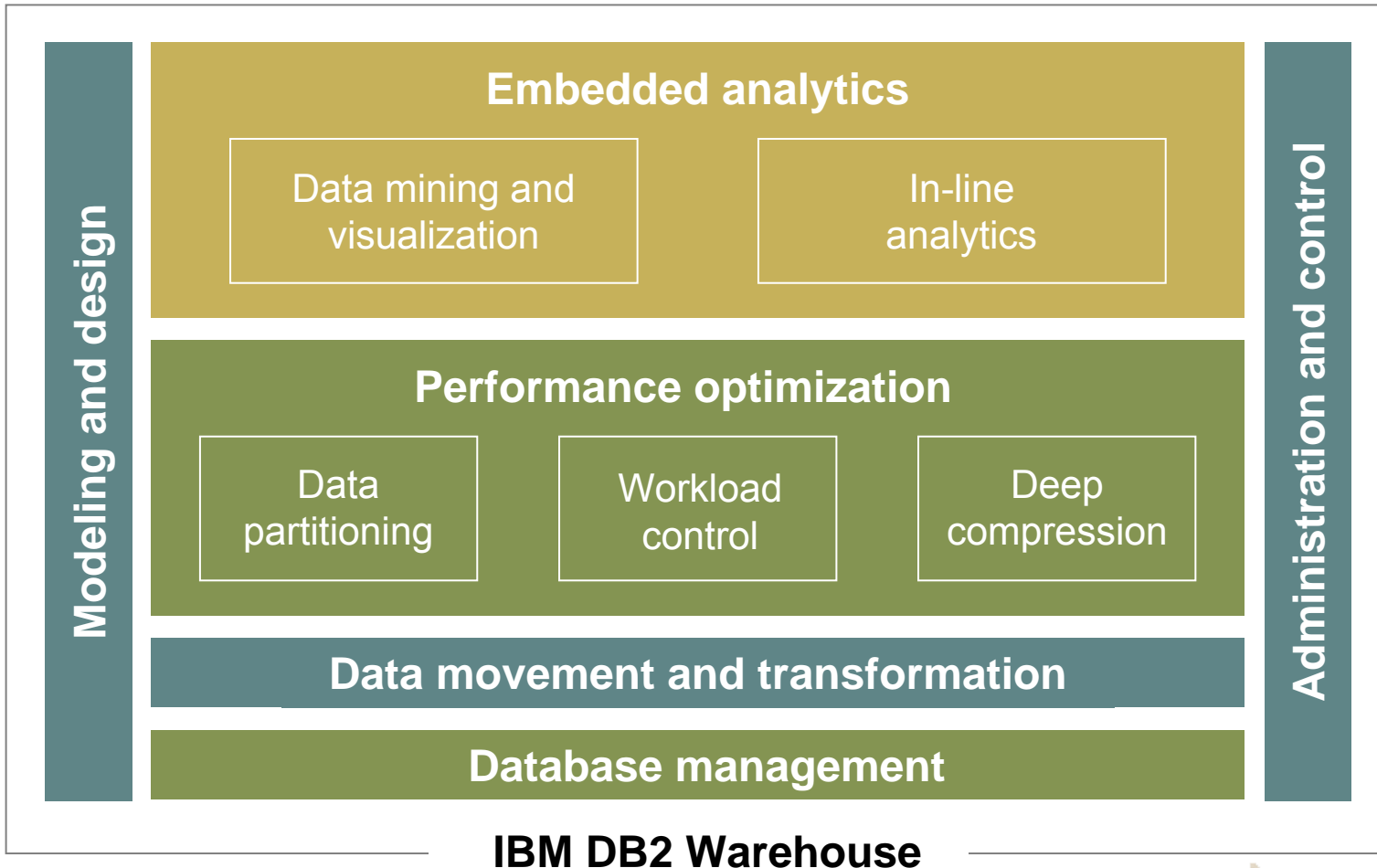
Extended Insight

- Beyond traditional capabilities
- Further leverage information
- Extended business insight
- Support broader usage



IBM DB2 Warehouse software

A complete, integrated platform



Industry data models

Leverage industry best practices for faster time to market

Over 400 Customers!

Extended Insight

Banking

(Banking Data Warehouse)

- Profitability
- Relationship marketing
- Risk management
- Asset and liability management
- Compliance

Financial Markets

(Financial Markets Data Warehouse)

- Risk management
- Asset and liability management
- Compliance

Health Plan

(Health Plan Data Warehouse)

- Claims
- Medical management
- Provider and network
- Sales, marketing and membership
- Financials

New Offering!

Insurance

(Insurance Information Warehouse)

- Customer centricity
- Claims
- Intermediary performance
- Compliance
- Risk management

Enhanced Capabilities!

Retail

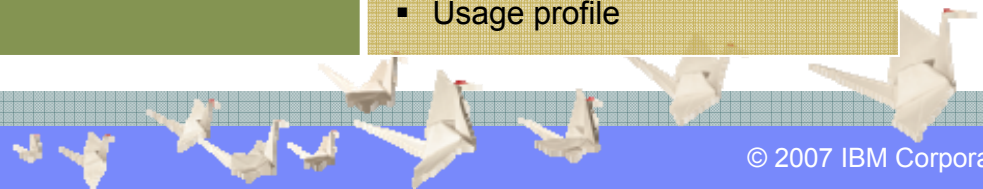
(Retail Data Warehouse)

- Customer centricity
- Merchandising management
- Store operations and product management
- Supply chain management
- Compliance

Telco

(Telecommunications Data Warehouse)

- Churn management
- Relationship management and segmentation
- Sales and marketing
- Service quality and product lifecycle
- Usage profile

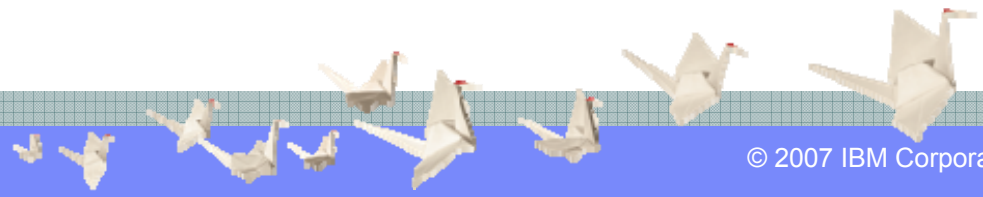


IBM is the leading provider of data warehousing

Industry leaders use DB2 for warehousing



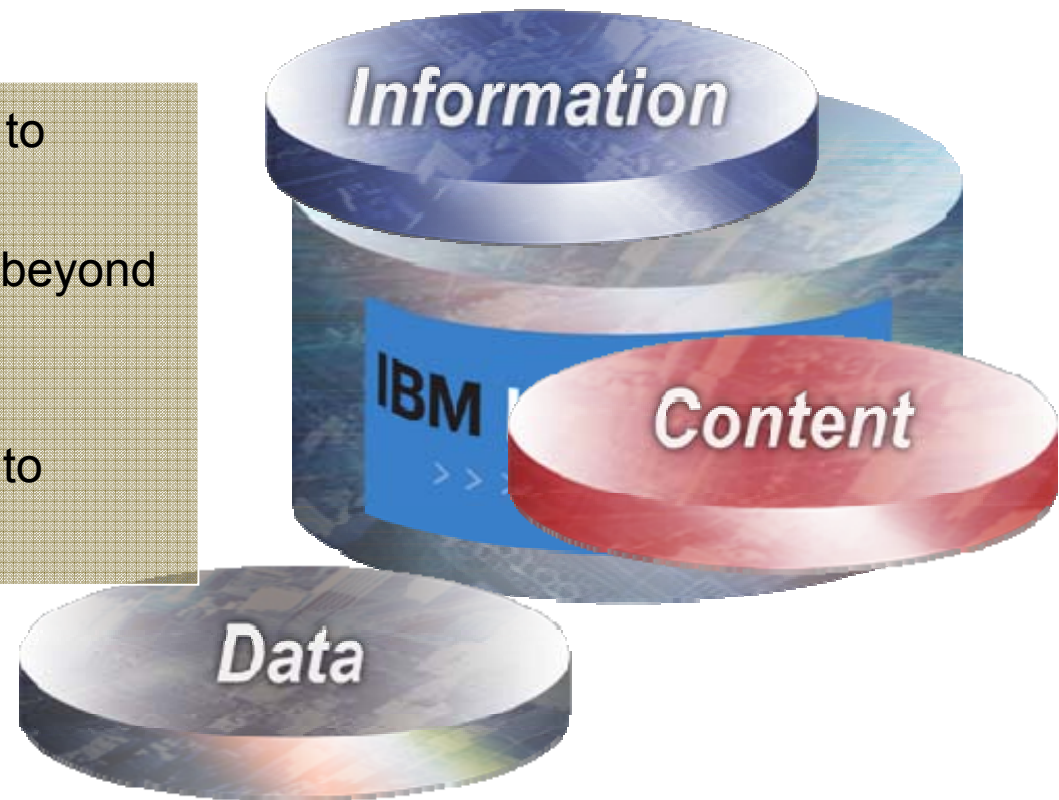
IBM is ranked as a leader in Gartner’s “Magic Quadrant for Data Warehouse Database Management Systems 2006.”



IBM enables dynamic warehousing

Delivering greater value from information

- More dynamic approach to warehousing is key
- Broad set of capabilities beyond the warehouse required
- IBM provides the most comprehensive platform to address these needs





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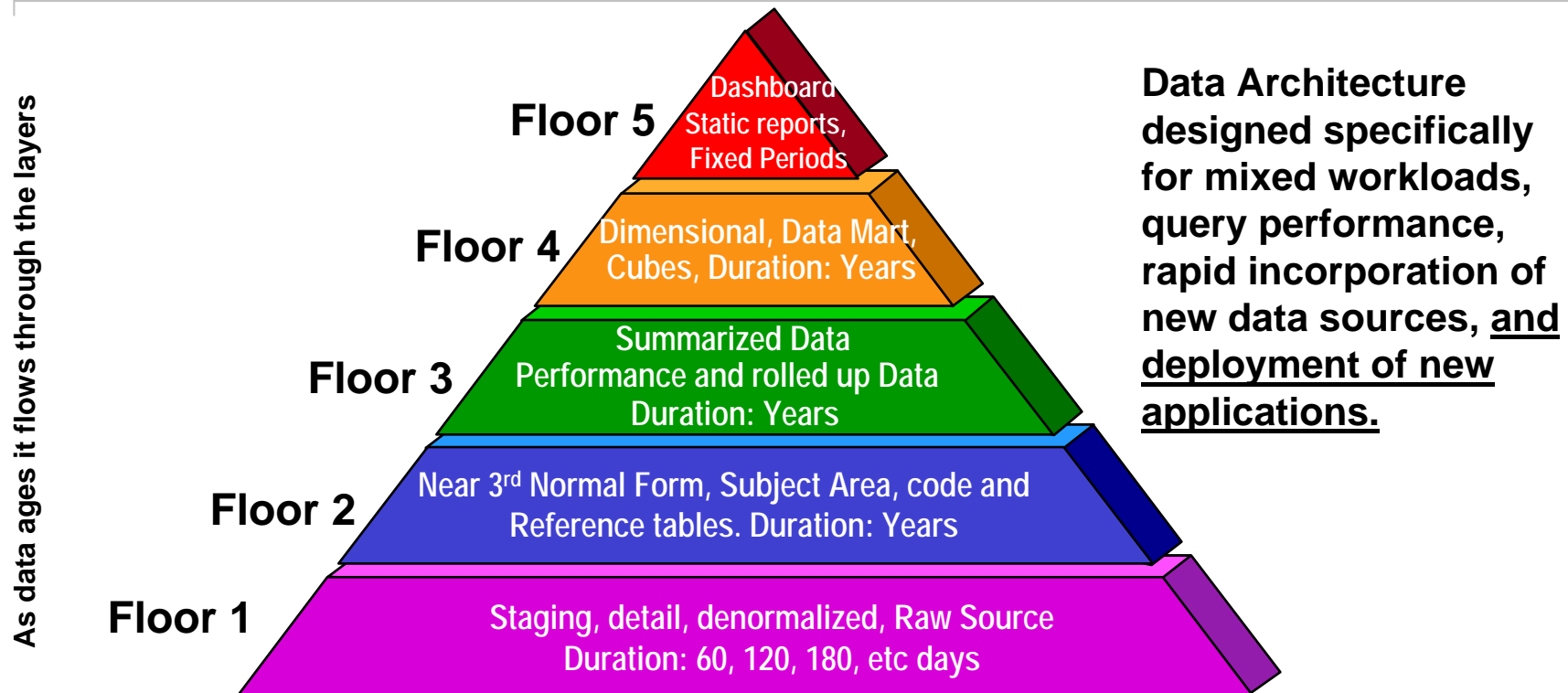
How to benefit from a consolidation and/or modernization of your Warehouses and Data Marts to achieve near real-time requirements, single enterprise wide "version of the truth", best of industry security and regulatory compliance



**DB2 z/OS Enterprise Data Warehouse
using Layered Data Warehouse for
IBM Dynamic Warehousing**



Layered “Data Architecture”

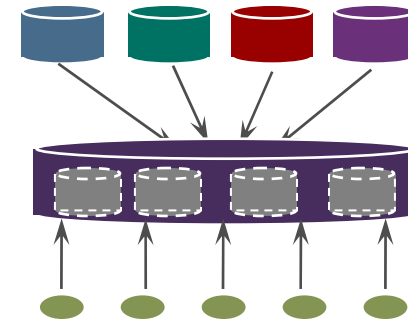


- Users access all level
- Multiple levels of granularity
- Data summarization appropriate to user need
- As data ages, it rolls up through the layers
- More tables. Less data per table

Layered Data Architecture Offers a Proven Solution

- Enables Cross-enterprise View of the business – ***single view of the truth***
- Reduces information latency
 - Enables business process management
 - Enables business performance management
- Reduce costs and complexity
 - Reduces data redundancy
 - Reduces ETL development costs and latency
 - Maximizes utilization of resources
- Enables iterative development of additional business areas

Enterprise (Consolidated)
Data Warehouse



Centralized Integrated Data With Direct
User Access

- Business Enterprise view
- Design consistency & data quality
- Data reusability



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What is available on System z to support and run your Data Warehouse



**DB2 z/OS Enterprise Data Warehouse in
IBM Dynamic Warehousing**



What DW/BI Capabilities Exist Today for System z

▪ **DB2 z/OS V8 & V9 EDW Base**

- Functional and performance enhancements
- Easier online reporting and data management capabilities
- DB2 family compatibility – including MQTs

▪ **Integration (EDW ETL)**

- WS DataStage EE, WS II Classic Federation, WS Classic Event Publishers, Distributed DBMS Event Publishers, BatchPipes for OS/390, DB2 Unload/Load Utilities
- Information Server (WS Information Analyzer, WS QualityStage)

▪ **Analyze/Report**

- Alphablox, QMF, DataQuant
- Partner offerings from Cognos, Hyperion (Oracle), Business Objects, SAS, IBI

▪ **Performance Management**

- IBM Tivoli Omegamon XE for DB2 Performance Expert on z/OS, DB2 Query Monitor, Optimization Service Center (V9)

▪ **Security and Regulatory Compliance**

- DB2 Data Archive Expert, DB2 Test Database Generator, DB2 Audit Manager Expert, IBM Encryption for DB2 and IMS Databases

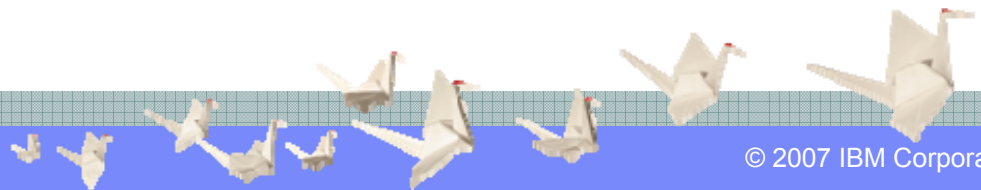
▪ **Application Management**

- DB2 Table Editor, DB2 Web Query Tool, DB2 Automation Tool, DB2 Query Monitor



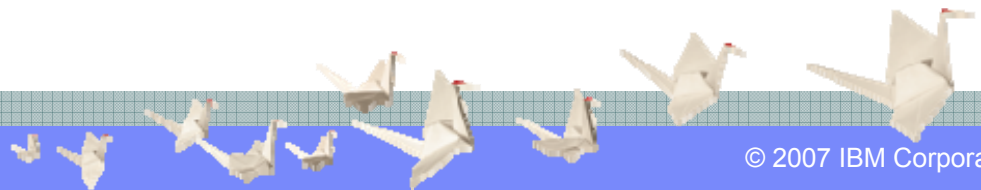
DB2 V8 enhancements benefiting DW

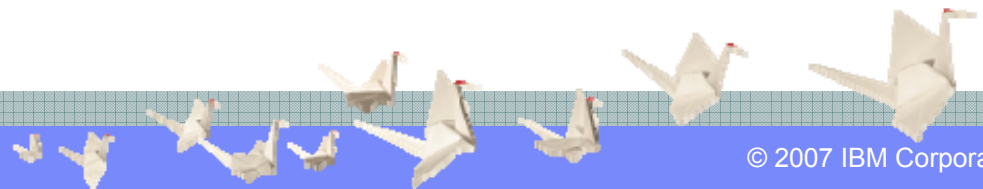
- Usability, Availability & Scalability
 - Online Partitioning Changes, More Partitions, Rotate
 - Schema Evolution:
 - VSCR with System z 64-bit Architecture
- Data Warehousing Support
 - Star Join Improvements
 - Materialized Query Tables
- Overall System & Query Performance
 - Locking Improvements
 - Multi-row INSERT & FETCH
 - More index Access for VARCHAR, data type mismatch, ...
 - DDF Performance Improvements
 - zIIP for improved cost of ownership



DB2 9 enhancements benefiting DW

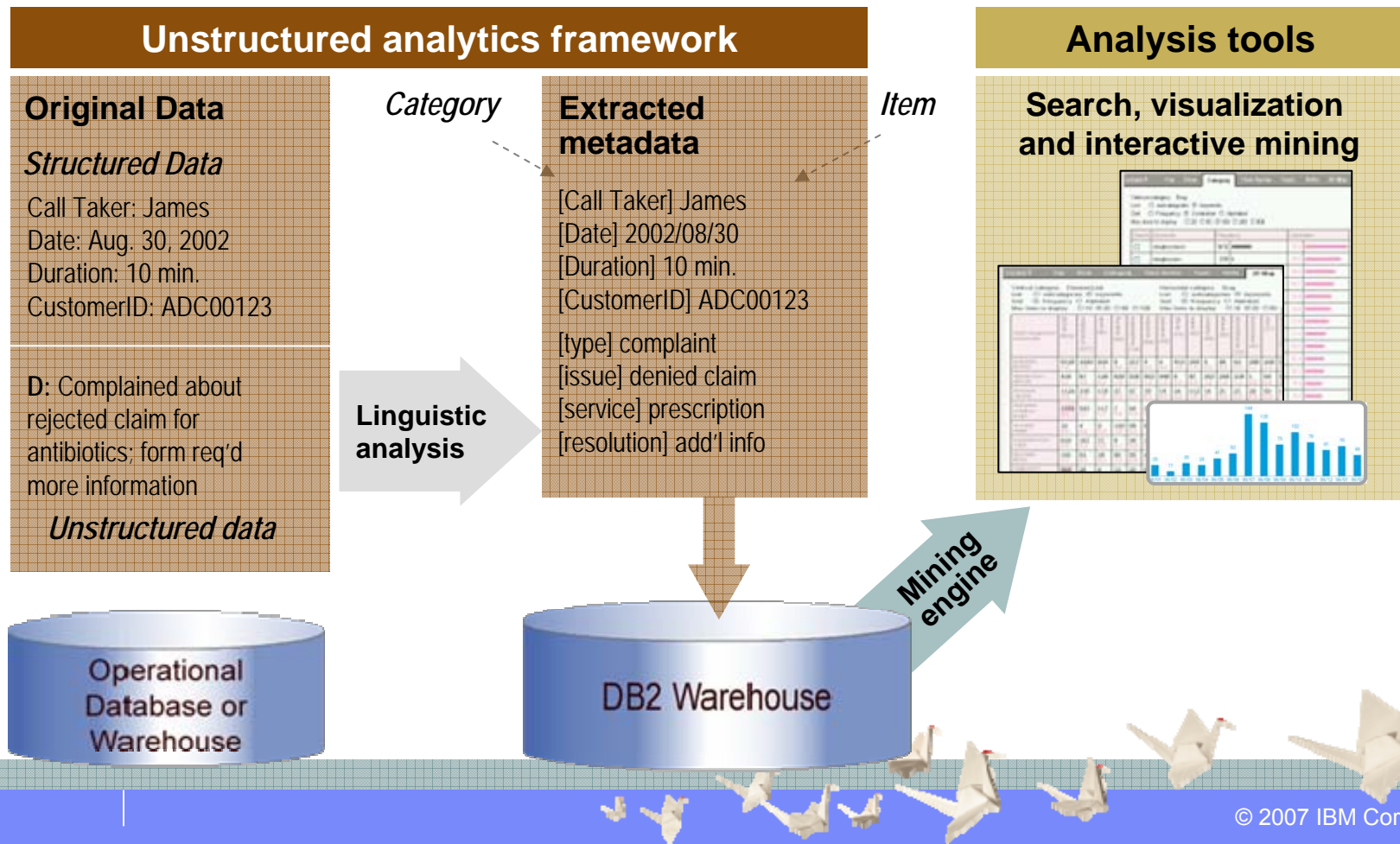
- Usability, Availability & Scalability
 - Universal & Partition by Growth Table Space
 - Clone Tables (Online Load Replace)
 - XML
- Data Warehousing Support
 - Star Join Improvements (Dynamic Index ANDing)
 - SQL Enhancements (RANK, DENSE_RANK, Text, XML, INTERSECT, ...)
- Overall System & Query Performance
 - TRUNCATE Statement for fast delete, MERGE for insert or update
 - Index Compression
 - Significant CPU Reduction for DB2 Utilities & many queries
 - Insert and update scaling





Introducing IBM OmniFind Analytics Edition

- Rich analysis interface for combining structured and unstructured data
- Combines search, text analytics and data visualization



Available since March 2007: IBM DataQuant

- provides a comprehensive query, reporting and data visualization platform for both web and workstation-based environments
- Together with over 100 built-in analytical functions, IBM DataQuant allows organizations to derive maximum value from their data and rapidly build and distribute comprehensive data visualization solutions across the enterprise.
- Visual Dashboards, Enhanced Graphical Reporting, Security and Personalization, SOA Layer, Enhanced Analytics



Simplicity

Extended Insight

Deliver inline visualization and analytics

Embedded analytics capabilities

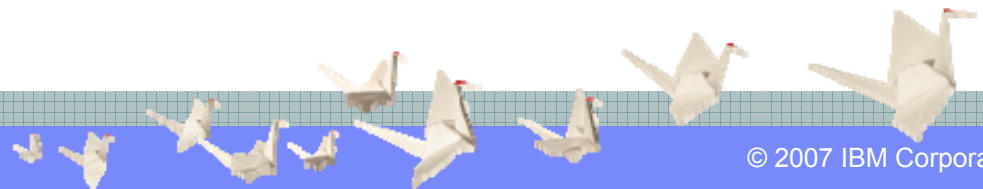
Can be embedded directly into applications and Web pages

The screenshot displays a web browser window titled 'Huntington National Bank - Microsoft Internet Explorer'. The main page features a navigation menu with 'Personal', 'Business', 'Planning & Tools', and 'Customer Service'. A 'Goal Tracking' chart shows 'All Time Periods' with a horizontal bar chart comparing 'Actual' and 'Goal' values. Below this are sections for 'How can we help you today?', 'Ring in the new year with lower bills!', 'Check into the right checking account today!', 'News & Information', 'TurboTax for the Web', and 'The Simple Truth'. A 'Locator' section includes a map of the United States. An inset window titled 'Clustering Visualizer - Customer Segmentation - demographic - Local File - customer segmentation.xls' shows a grid of charts for various metrics: [TOTAL REVENUE], # DEPTS SHOPPED, TOTAL SPENT, TOTAL ITEMS, DISCOUNT (\$), VISITS / MONTH, \$ SPENT / MO, GENDER, and % DISCOUNT. Each chart includes a legend and data points.

Out-of-the-box visualization tools

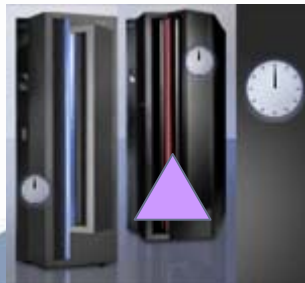


*Hardware Specialty
Engines*



Mainframe Innovation: Specialty Engines

Building on a strong track record of technology innovation with specialty engines, IBM introduces the System z9 Integrated Information Processor



Internal Coupling Facility (ICF) 1997



Integrated Facility for Linux (IFL) 2000



System z Application Assist Processor (zAAP) 2004

Eligible for zAAP:

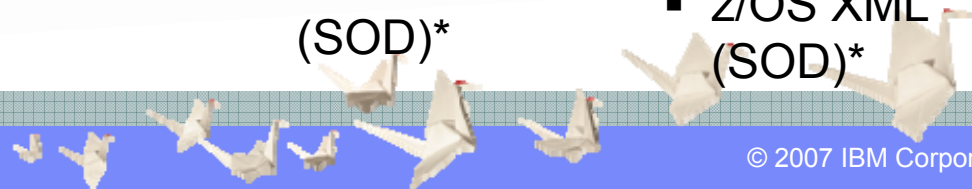
- Java™ execution environment
- z/OS XML (SOD)*



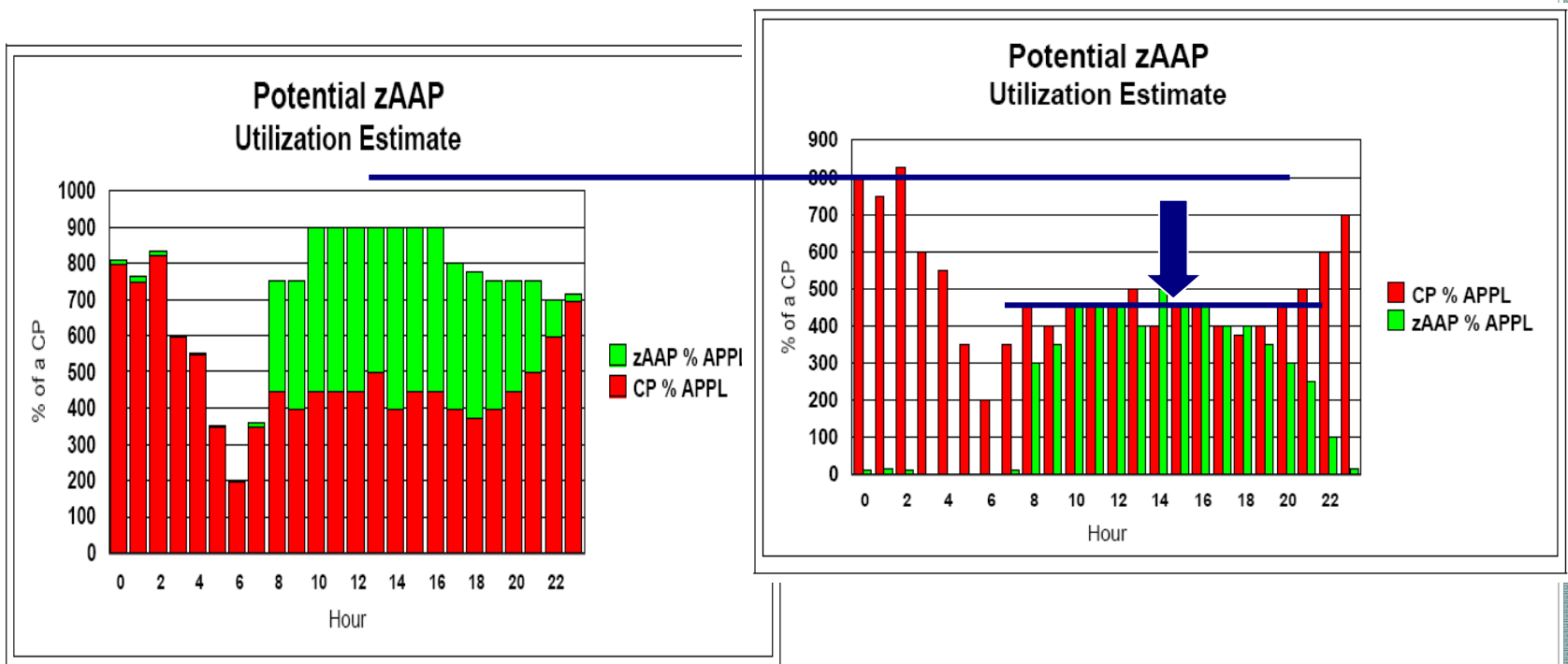
IBM System z9 Integrated Information Processor (IBM zIIP) 2006

Eligible for zIIP:

- DB2® remote access, parallel query & utilities
- ISVs
- IPsec encryption
- z/OS XML (SOD)*



Why do zIIPs, zAAPs and IFLs Reduce Cost?



1. Hardware costs: By moving workload from general purpose processors to zIIP, zAAP and IFL processors (higher cost to lower cost processors).

2. Software Costs: license/maintenance costs based on number of and usage of general purpose central processors and specialty engines can reduce # of CP's.

No z/OS software charges based on zIIP, zAAP and IFL processors or usage.

DB2 & IBM zIIP can add value to database work

Portions of the following DB2 for z/OS V8 work may benefit from zIIP*

- 1 - ERP, CRM, Business Intelligence or other enterprise applications
 - Via DRDA over a TCP/IP connection (enclave SRBs, not stored procedures or UDFs except call, commit & result set processing)



2 - Data warehousing applications*

- Requests that use parallel queries

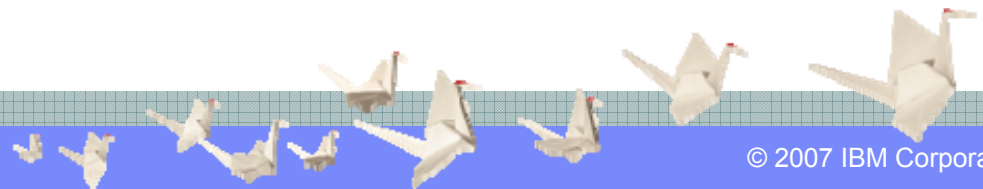
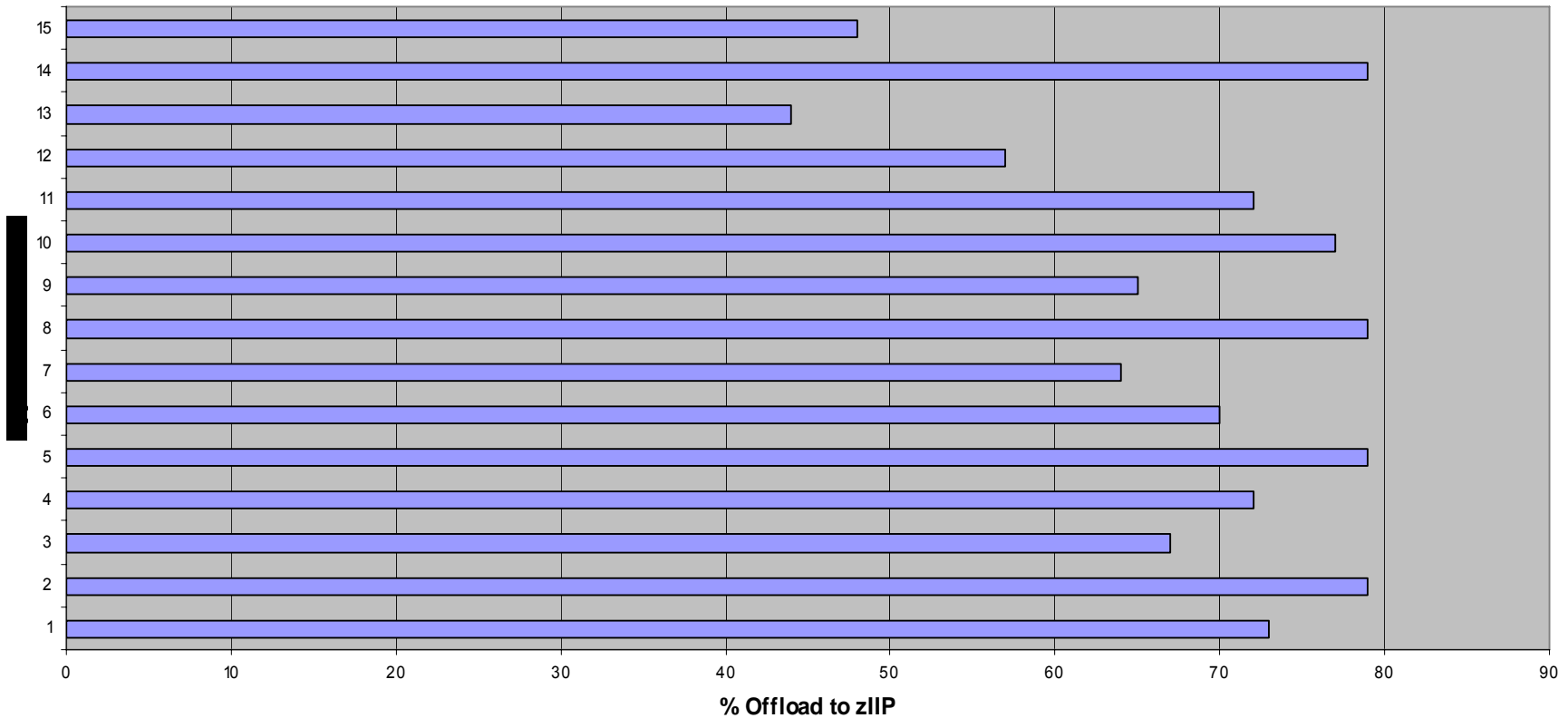
3 - DB2 Utilities LOAD, REORG & REBUILD*

- DB2 utility functions used to maintain index structures

4 - DB2 9 for z/OS remote native SQL procedures

* zIIP allows a program working with z/OS to have all or a portion of its enclave Service Request Block (SRB) work directed to zIIP. Above types of DB2 work are those running in enclave SRBs, of which portions can be sent to zIIP.

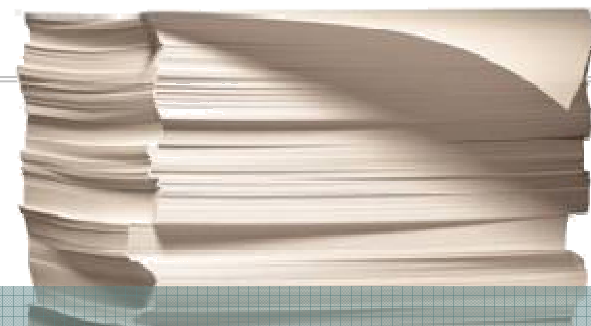
Typical zIIP offload for a DW workload



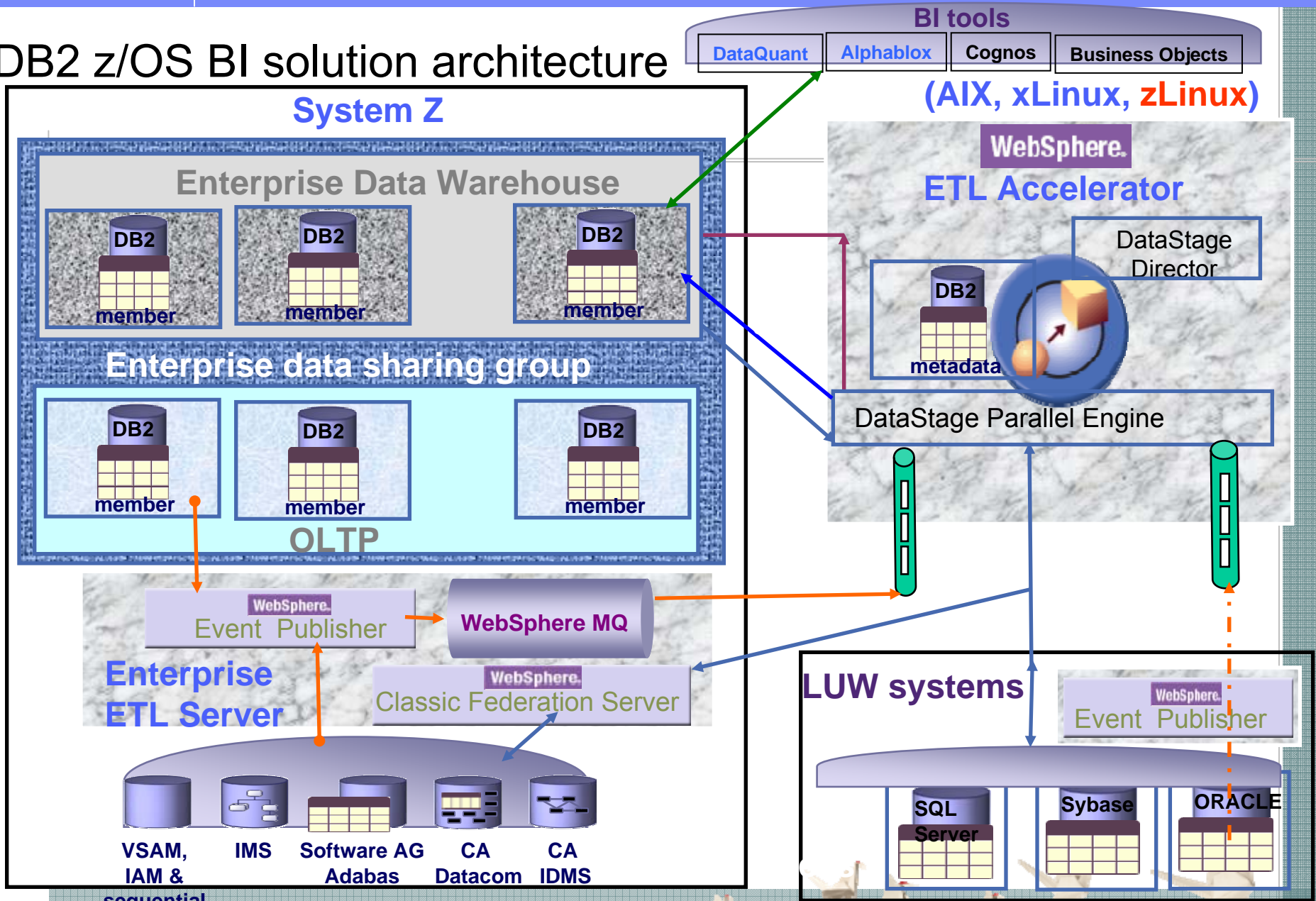


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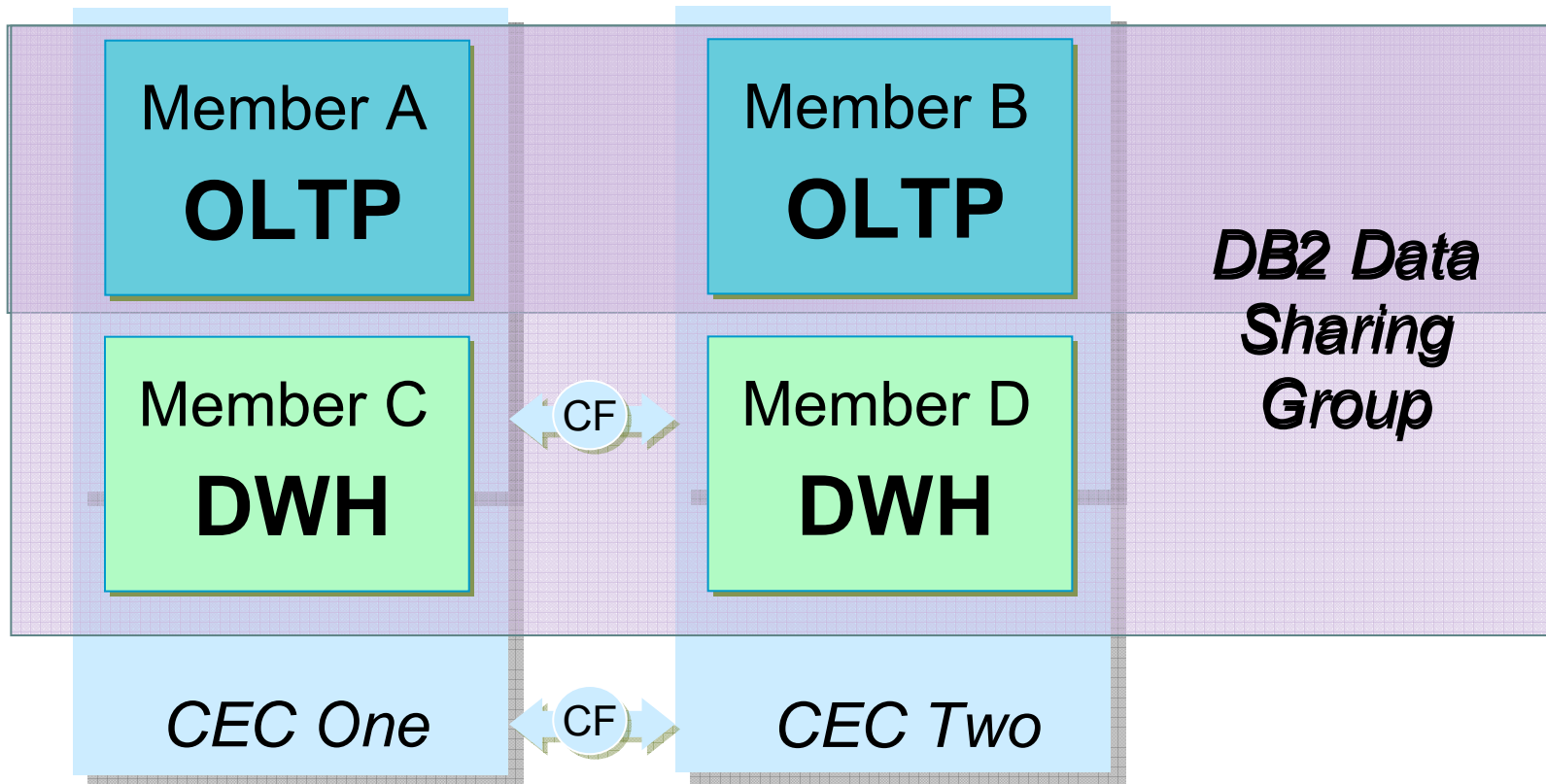
BI Solution Architecture



DB2 z/OS BI solution architecture

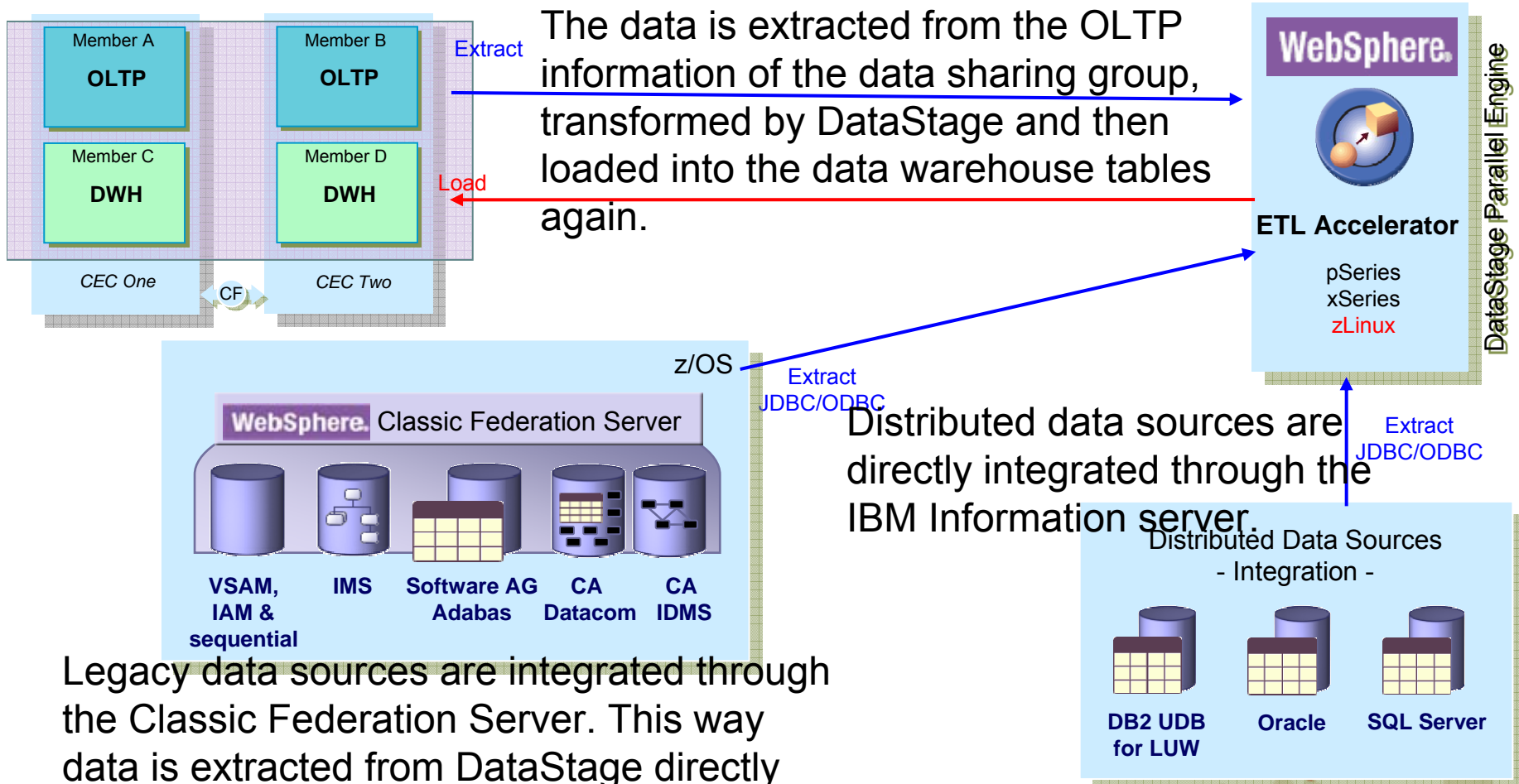


Solution Architecture - EDWH



Within a data sharing environment, the data warehouse resides in the same group as the transactional data.

Initial load of the Data Warehouse

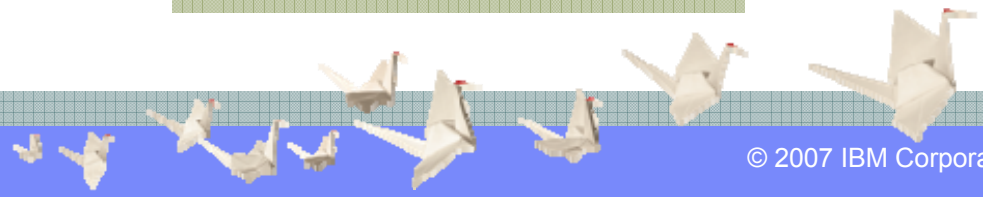
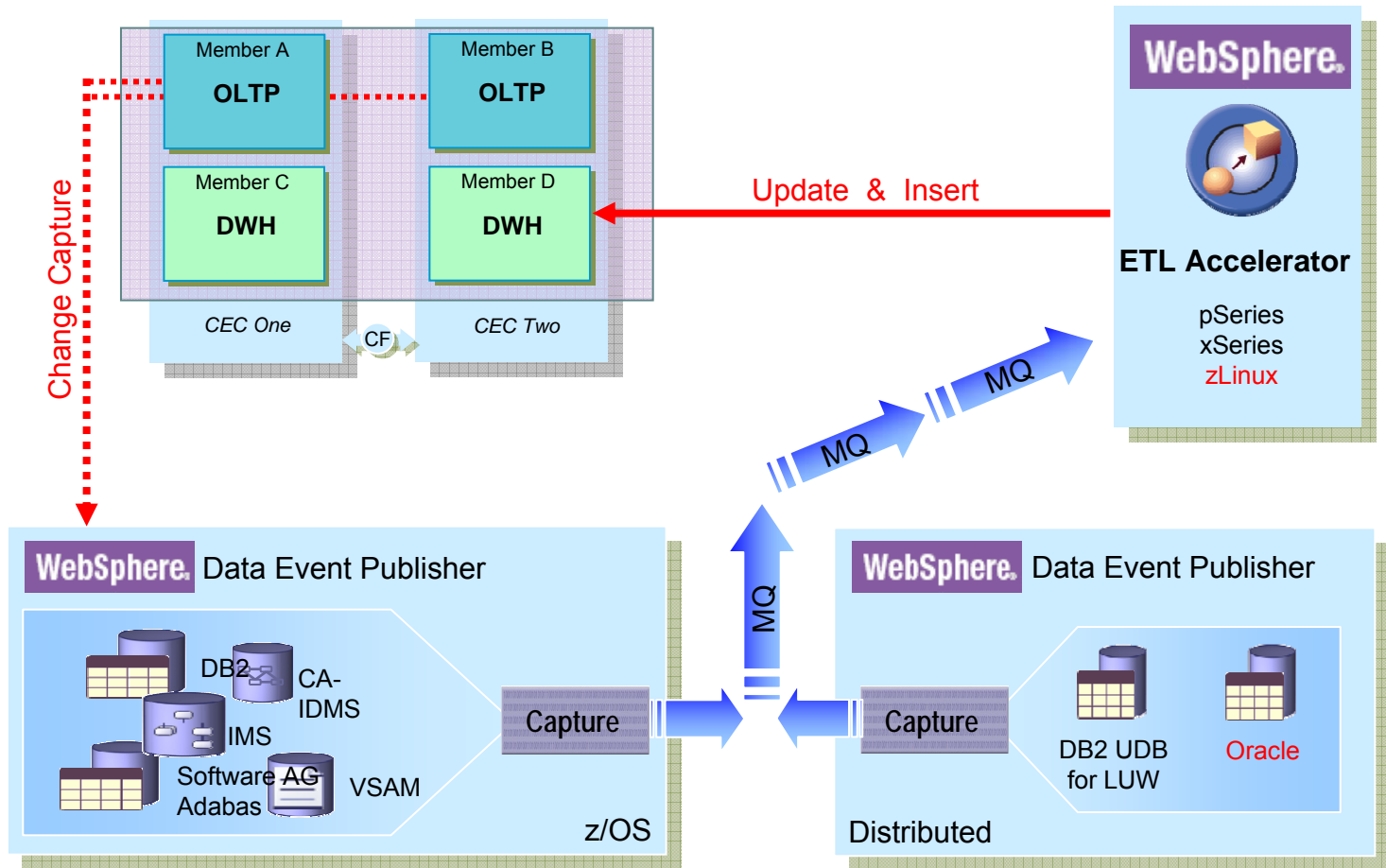


The data is extracted from the OLTP information of the data sharing group, transformed by DataStage and then loaded into the data warehouse tables again.

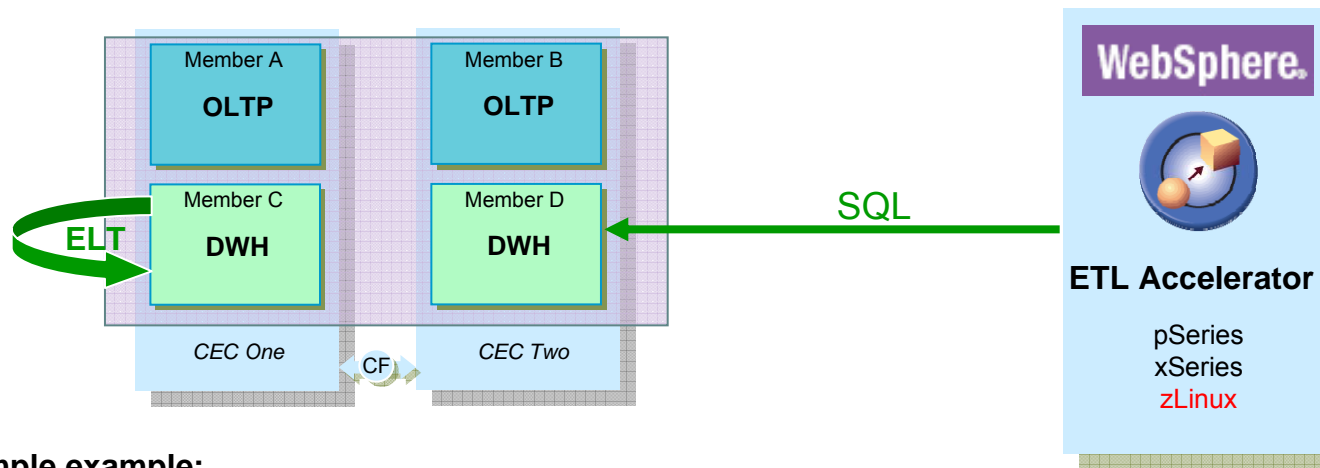
Distributed data sources are directly integrated through the IBM Information server.

Legacy data sources are integrated through the Classic Federation Server. This way data is extracted from DataStage directly out of the data sources like IMS, VSAM...

At runtime, the Data Warehouse is updated incrementally



In Database ELT is triggered by DataStage



Simple example:

```
-- Aggregate by salary by department into AGGRSALARY
```

```
INSERT INTO AGGRSALARY ( DEPTCODE, AVGBAND, AVGSALARY )
  SELECT DEPTCODE, AVG( BAND ) AS AVGBAND, AVG( SALARY ) AS AVGSALARY
  FROM STAFF GROUP BY DEPTCODE
```

Wherever possible, “In Database” transformations (ELT) are used to spare the transport of the data to the accelerator. But the used SQL is still sent from the ETL Accelerator to the database to have one place of documentation for all ETL steps.

This can also be used to shift the data up the hierarchy within the Layered Data Architecture.



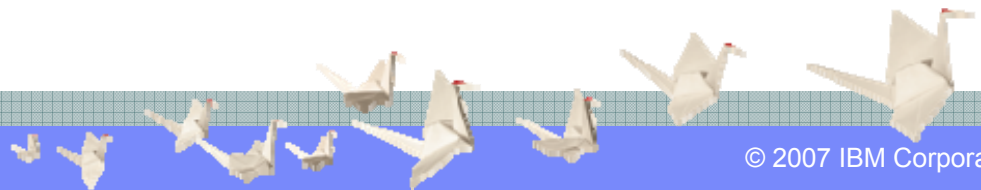
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Dynamic Warehousing in System z - Summary



Value proposition of DW on System z

- **Qualities of Service**
 - Superior Quality
 - Continuous Availability
 - Security and Regulatory Compliance
 - Scalability
 - Backup and recovery
- **Operational data and the ODS together means**
 - Reduced complexity
 - Reduced cost
 - Shared processes, tools, procedures
 - Streamlined compliance and security
- **Positioned for the future**
 - Web-based applications
 - XML support
 - Service Oriented Architecture (SOA)
- **zIIP and other specialty engines improve Total Cost of Ownership**
- **Better leverage System z skills and investment**



A vision for System z advanced data serving

System z Enterprise Hub for Mission Critical Data

- ❖ With a strong foundation for transaction processing, built on 40+ years of technology innovation, System z servers with z/OS and DB2 can provide a premier platform for data serving, today and into the future*
- ❖ IBM plans to continue to invest in new solutions to address customers' strategic information on demand goals*



Today's Capabilities

- ✓ Industry-leading data integrity and security
- ✓ Data sharing solution for centralized view of data
- ✓ Scalability and availability for enterprise class workloads
- ✓ Comprehensive systems and data management environment



Extension of capabilities*

- ✓ New specialty engine (zIIP) with DB2 exploitation - for mission critical distributed, ERP, CRM, and Data Warehousing workloads *
- ✓ DB2 9 and tools improve regulatory compliance and autonomies
- ✓ Encryption capability (TS1120 tape subsystem) with z/OS centralized key mgmt
- ✓ Data protection to achieve highest levels of security certifications



Future direction*

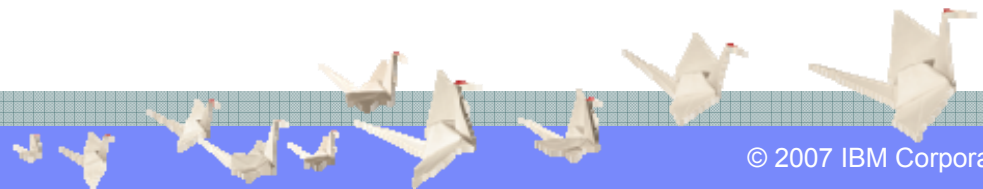
- ✓ Additional zIIP exploitation: DB2 9 adds Native SQL procedures
- ✓ DB2 enhancements to help improve usability and reduce complexity and management costs.
 - Encryption for IPsec zIIP
 - XML parsing capability zIIP or zAAP
 - DB2 table scan acceleration via DS8000
 - Encryption capability (disk subsystem) with z/OS centralized key mgmt
 - Handle larger volumes of data, with improved scalability

*All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

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Backup Charts



Slides and North America Handouts

- **DB2 presentations:**

<ftp://ftp.software.ibm.com/software/data/db2zos/>

- **1 DB2 and SOA today**
- **2 Leveraging zIIP for DB2 workloads**
- **3 DB2 for z/OS evolution in an SOA world**
- **4 XML in DB2 for z/OS**
- **5 A brave new world:**

Accessing DB2 for z/OS data in SOA

- **6 DB2 tools update: The key to optimized DB2 environments and reduced TCO**
- **Handouts for North America road show sessions:**

<http://www.ibm.com/software/os/zseries/roadshows/handouts/>



ftp://ftp.software.ibm.com/software/data/db2zos/

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Data Warehousing for DB2 on System z – more info

- **Whitepaper** : Why Data Warehousing on System z available on the web <http://www.ibm.com/software/data/db2bi/systemz.html>
- DW on system z – **Demo** available in the Technical Marketing Competence Center, Böblingen, Germany, TMCC@de.ibm.com
- DW on system z – **Customer Briefings** possible in the Technical Marketing Competence Center, Böblingen, Germany or at Silicon Valley Lab TMCC@de.ibm.com
- DW on system z – '**Best Practices**' paper planned to be available 2Q2007
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→ [Replay: 'Why BI on z9/System z makes "cents"'](#)

→ [Sept 7 Webcast on 'Data Warehousing on ...'](#)



DB2 z/OS EDWH architecture

(AIX, xLinux, zLinux)

