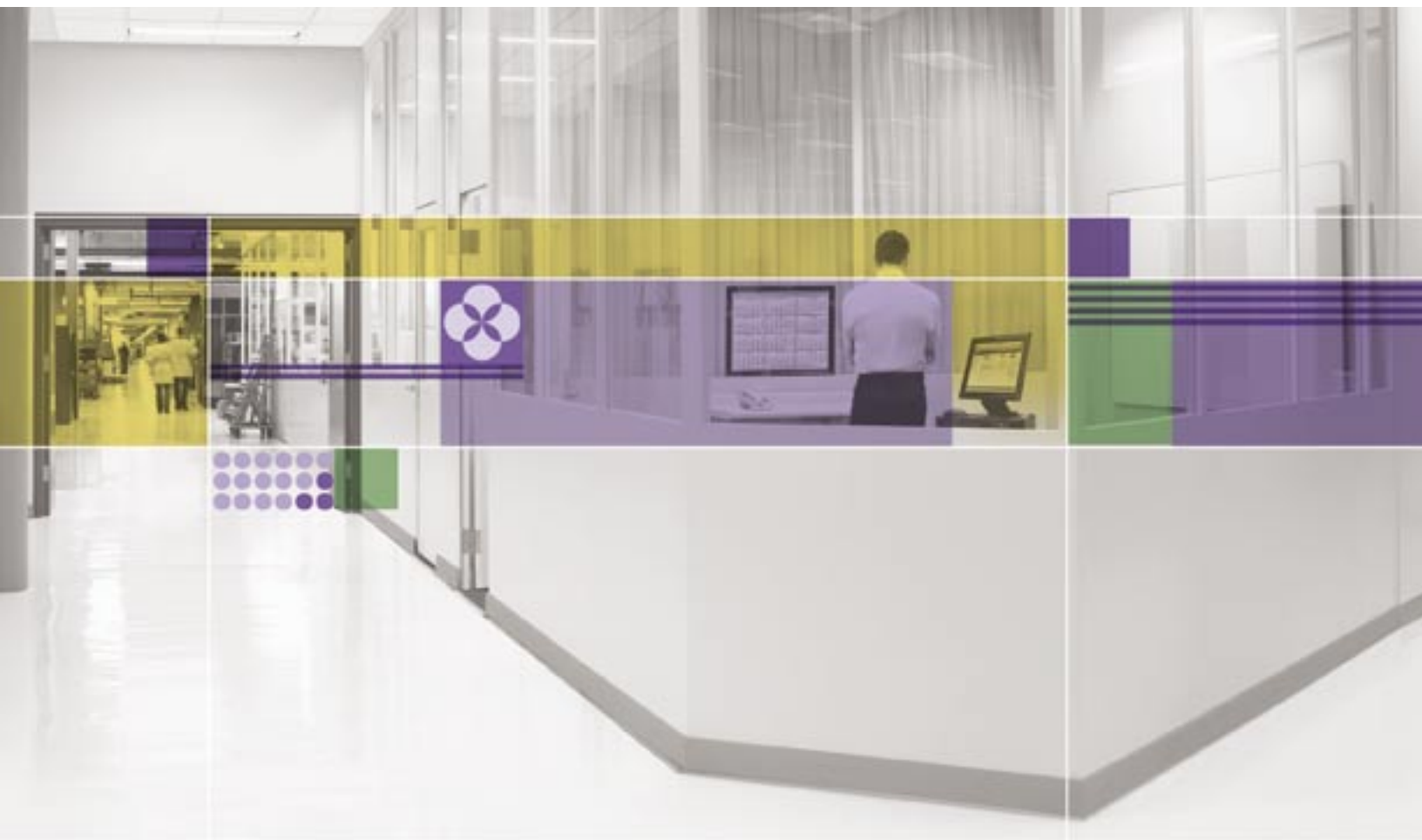


WebSphere® software



**Information Integration from IBM.
Saving businesses time and money.**

A man in a white shirt stands with his back to the camera, looking at a large calendar on a wall. The calendar is a grid with text, likely a monthly or weekly schedule.

Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Monday																															
Tuesday																															
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Manage information scattered throughout your business and value chain.

Market conditions are changing rapidly. Unpredictable mergers and acquisitions, expanding regulatory requirements and globalization can initially inhibit revenue growth. To survive and thrive, you need to improve the responsiveness and agility of your organization. Yet, based on IBM's Global CEO Survey, only 10 percent of CEOs believe their organizations have the ability to be very responsive to market conditions.¹ Streamlining business processes and integrating applications can help your organization take control in today's volatile marketplace — turning it into a more on demand business.

Information is everywhere within your business and yet most employees and customers have trouble locating exactly what they need, when they need it. According to a recent survey, nearly one-third of an employee's time at work is spent just tracking down needed information.² Part of the problem is that nearly all companies have an increasing amount of information that needs to be managed in everyday business processes. Accessing this information, spread across various departments and individuals and housed in various locations, is becoming a monumental task. For example, information may be isolated in personal computers or only available to those who know where to look in shared file directories in the company's network. Or it may be housed in specialized enterprise systems that are not widely accessible — Enterprise Resource Planning (ERP) systems, for example — making it even harder for people to find.

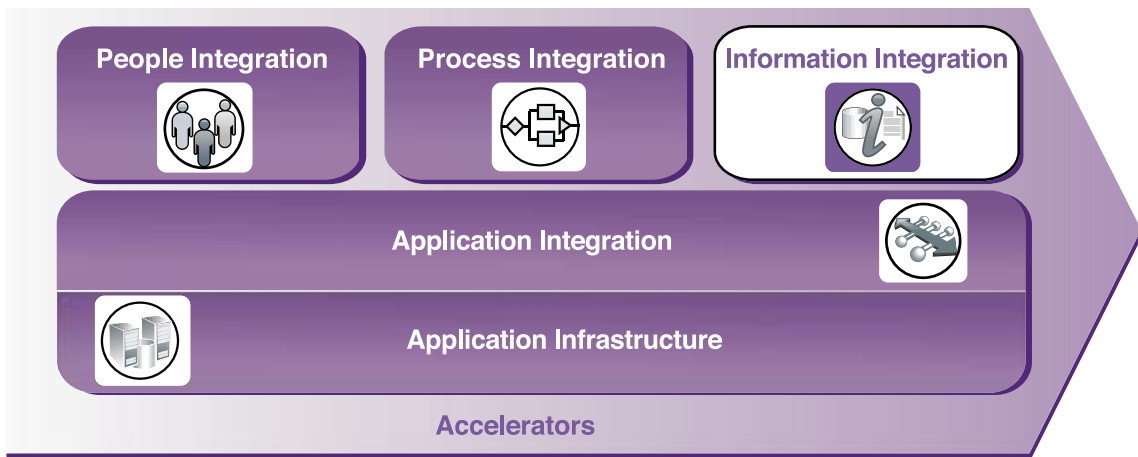
Why do businesses have so much information to keep track of? What's driving the increase of data? As companies grow, more heterogeneous systems are involved in business processes: a merger or acquisition may mean the addition of new systems that are incompatible with existing applications. The requirement to shorten cycle times on business processes and transactions means more information to track. And competitive pressures and regulatory compliance requirements from the global marketplace require businesses to compile, manage and store more data than in the past.

Companies also have increasing types of information they need to leverage. It may be structured information such as data stored in databases or packaged applications. Or it may be unstructured information, such as images, audio or video files, or documents — customer invoices, contracts, transcripts or faxes. Unstructured information presents additional challenges since its diversity makes it more difficult to manage.

Pressure to differentiate from competitors drives some information requirements, increasing the amount of data to be managed. Leveraging audio, video or multi-media information may improve a company's marketing impact. To support business processes and increase sales, companies must manage information wherever it is generated. A customer may look at a company's Web site for information, walk into a brick and mortar store, or pick up a catalog. Is all the information consistent across these channels of communication? If something changes on the Web site, how soon does the physical store also implement the change and how effectively is it communicated with customers and suppliers?

“... Companies are really spinning their wheels recreating information that has already been created or taking way too long to locate content and data that can help them in their business processes.”

– Dana Gardner, analyst, Yankee Group³



Integrate people,
processes and information

Optimize application
infrastructure

Extend
your reach

Information integration capabilities from IBM utilize WebSphere software to help you access and manage your disparate information throughout your enterprise and across your value chain. They're part of a complete set of WebSphere IT offerings designed to maximize both flexibility and responsiveness.

Manage information better with WebSphere

IBM WebSphere® software enables on demand flexibility through integration and infrastructure capabilities. These capabilities help you integrate people, processes, information and applications, create a better application infrastructure and use pre-built capabilities to reach customers and employees in new ways. Streamlining business processes through these capabilities can help your company innovate interactions, improve flexibility and achieve operational excellence.

Within these WebSphere offerings are a set of information integration capabilities. These capabilities can enable on demand flexibility by helping you access and manage information scattered throughout your enterprise and across your value chain. Organizations can extend the value of, and gain new insight from, existing information assets, enabling them to be more competitive. They can also benefit significantly from improving the productivity of people and processes that manage various types of information.

Information integration solutions from IBM are ideal for companies that want to:

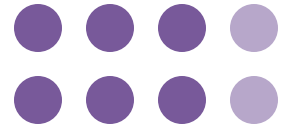
- Manage and synchronize information across the enterprise.
- Centralize structured and unstructured information from disparate sources for easy access and use.
- Create consistent, unified, enterprise-wide views of diverse data and content while maintaining source integrity for security, logistical or other purposes.
- Enable business users to be productive in managing information through coordinated and streamlined processes.

Integrating your company's information reduces complexity, which enables faster time to market. It can improve the way you leverage the information that is central to your business. Each department in your company needs to be involved in a strategy that will allow your business to profit from its enterprise information. In today's competitive marketplace, this functionality can allow you to improve customer service and reduce costs. It can also help you synchronize information across your supply chain. If a vendor in one country has a shortage of a certain product, your warehouses in another country can immediately present customers with the latest information. This integrated information across multiple customer touch points means better customer service and more profitable business.

Integrate and enhance heterogeneous information

Using IBM's information integration capabilities, your company can simplify implementation of business integration initiatives. Valuable and abundant unstructured content, such as manuals, e-mails, recorded customer service telephone calls, photos, video clips, audio files and HTML, can be accessed by and integrated into new or existing applications. Similarly, structured data, such as data stored in existing mainframe databases, can be connected into current business initiatives. By implementing a set of information integration solutions, your business can have a real-time, end-to-end view of enterprise-wide data and content.

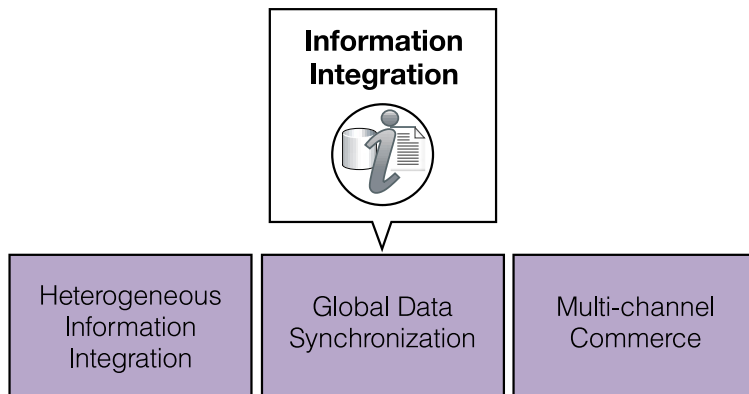
Taikang Life Insurance, founded in 1996 and headquartered in Beijing, has rapidly become a major player in the domestic Chinese insurance market. In less than a decade, it has grown to over 8,000 employees and 3.5 million customers. In order to continue its growth, Taikang needed to improve the way it handled information sharing. For instance, a client would have life insurance, brokerage and medical accounts, with data spread across different business units. The company needed to integrate this customer data into a single view so it could respond with speed, agility and purpose to changing marketplace needs.



IBM has “a significant vision around information integration... The ability to tie all this information together will be critical in the future.”

– Laurie Orlov, analyst, Forrester Research ⁴

With WebSphere Information Integrator as the cornerstone of its integration effort, Taikang Life Insurance can now access all data through a single abstraction layer, providing a single view of the customer. Data can be accessed and cached from AS400 to the integrated layer for increased performance. This simplified the movement of data across the enterprise, resulting in increased IT responsiveness to business changes with more simplicity and stability. Compiling reports used to take 10 people — now it only takes one person.



IBM's information integration capabilities help manage information scattered throughout your business and value chain.

Meet global industry standards by synchronizing information with partners

Industry mandates and emerging standards are forcing companies to exchange and synchronize product information with partners electronically. This sharing may take place directly between companies, but it is increasingly common that it takes place via external data pools, which requires conformance to standards. The good news is that additional benefits accrue to companies that comply with global data synchronization standards. For example, improved supply chain visibility provides understanding of product availability and demand, and therefore enables better control over costs and revenues.

Enable multi-channel commerce

IBM's information integration capabilities enable companies to more effectively market and sell their products across multiple channels. By centralizing product information into a productive environment designed specifically for managing product information, contributors from across your organization can create compelling representations of products to enable consumers with the information they need to make a purchasing decision.

All businesses, especially in retail, consumer products and electronics, must provide their customers with various kinds of information about their products through channels such as e-commerce storefronts, in-store kiosks and signage, printed catalogs, and telesales reps that answer calls to 800 numbers. The challenges are many. Many different kinds of information — from images, to text, to documents, to data (such as size, weight, color and price) — first must be aggregated from various sources and then prepared and published quickly. Every day that products are not available for purchase represents missed revenue. The challenges only increase when two or more channels must be coordinated to show accurate and consistent information that does not confuse buying decisions. Consider the customer who finds product pricing on the Web site is mistakenly different than in the store. Such mistakes can cause that customer to take their business to a competitor forever.

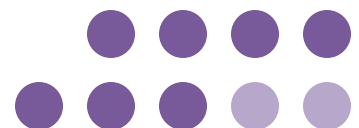
WebSphere Product Center and WebSphere Information Integrator can help meet these challenges. Using these and other IBM solutions, you can gain centralized access to product information from many sources. Enable your marketing, merchandising, finance and logistics teams to update, enhance, review and approve the elements of product information for which they are responsible. And leverage features and tools designed to quickly manage and publish large amounts, and various types, of product information. With these solutions, you can ensure consistency, accuracy and relevance of information at every customer and partner touch point.

Learn more

IBM helps your company become more flexible and responsive by having the best products in the industry with the most comprehensive range of capabilities at the lowest cost of ownership. IBM and its Business Partners have the expertise and capabilities to deliver and support your information integration solutions — bringing you closer to creating an on demand business environment.

Find out how IBM's information integration capabilities can make IT work for your business. Visit

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05-05
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- 1 IBM Global CEO Survey, February 2004.
- 2 IBM and Industry Studies, Customer Interviews. Forrester Research.
- 3 TechNews World: IBM Moves for Integrated Enterprise Search with Masala. June 7, 2004.
- 4 NewsFactor: IBM Jumps Into Search-Technology Fracas. April 23, 2004.