IBM developerWorks Live!

Information management -- competitive briefing

Introduction to IBM Information Management
Reality Check
From 450 World’s Leading CEOs

“Now it is about growing the top line while keeping the bottom line in check.”

- Most believe their companies are not agile enough to identify and chase new market opportunities

- 80% cited the ability to respond rapidly to changing market forces as a high priority

- More than 60% feel they need to do a better job capturing and understanding information rapidly in order to make swift business decisions

Key focus area for strengthening financial performance over next three years

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Growth</td>
<td>80%</td>
</tr>
<tr>
<td>Cost Reduction</td>
<td>60%</td>
</tr>
<tr>
<td>Asset Utilization</td>
<td>50%</td>
</tr>
<tr>
<td>Risk Management</td>
<td>40%</td>
</tr>
</tbody>
</table>

Sources: IBM Business Consulting Services, The Global CEO Study 2004
Ministry of Railways (China)

- Give business managers access to summarized historical data in a DB2 based warehouse with federated access to real-time DB2 and Oracle freight transportation data and passenger data in Sybase and SQL Server.

"With its real time federation capability DB2 Information Integrator significantly enhances the power of the data warehouse supporting our intelligent transportation management systems"
- Mr. Sun Yuan-Yun, Chief Engineer, Ministry of Railways, People’s Republic of China

Spherion – Online Knowledge System

- Response to RFPs: +80%
- Response to staffing requests: +60%

“By delivering business information in realtime, we can help employees make faster and more informed decisions. That level of responsiveness frees employees to focus on their core competencies and translates into huge productivity gains.”
- Tina Eyerly, Director, Knowledge Management, Spherion
DB2 Information Management is the Market Leader

*IBM #1 In Database Market Share: Gartner*

**Market Acceptance**
- 425,000 + Customers, 60M Users
- 10,000+ Content Mgmt Customers
- 2,000+ Tools Customers
- 40,000 Applications, 16,000 Partners

**Technology Leadership**
- Invented Relational Database
- 1500 Data Management Patents
- 25+ Industry Awards in 2003

2003 Worldwide Database Revenues**

**Continuing Investment**
- $1B Annually

**YTY Growth Continues**
- DB2 Family +15% YTY 2003 vs. 2002
- +14% 1Q04 vs. 1Q03

*Source: Gartner Dataquest, May 2004 **Source: IBM estimates, 2003
Extending the Infrastructure for Solutions…

16,000 Partners - 40,000 Applications
Providing Skills, Tools & Applications
Transactions, BI, CM, Integration

and many, many more…
IBM DB2 Runs on All Major Platforms
Early and Continued Support for Linux

- **May 1999**
  - DB2 UDB V6.1 for Linux GA
  - Beta code for DB2 UDB V6.1 for Linux
  - Over 25,000 downloads in first 6 weeks

- **June 2001**
  - DB2 UDB 1st database to support Infiniband
  - DB2 Information Integrator GAs on Linux

- **July 1999**
  - DB2 UDB V6.1 for Linux GA

- **October 1999**
  - 1st SAP benchmark on Linux
  - 4 yrs before Oracle

- **December 2000**
  - DB2 UDB V7.1EEE – 1st clustered database on Linux
  - DB2 UDB for Linux on zLinux – 1st database on Linux for mainframe

- **May 2003**
  - DB2 UDB V8.1 - first database for IA-64, iSeries, pSeries

- **August 2003**
  - DB2 UDB V8.1 – 1st commercial DB for AMD Opteron 32/64 bit
  - DB2 ICE

- **September 2004**
  - Stinger: First 64-bit DB for Linux on POWER

- **October 2003**
  - DB2 Content Manager for Linux
Q: Where Do We Start?
A: Start with Your High Priority Business Problem

1. Our claim processing is time consuming and inefficient
2. We need our employees to be more productive
3. We need to do a better job of satisfying our customers
4. We want to improve our customer self service

IBM On Demand Information can help you solve your problems
Power of Integrated Information

Information Management… is more than a database

Information \rightarrow Insight \rightarrow Action

Capture \rightarrow Integrate \rightarrow Analyze \rightarrow Deliver

Better Business

You need a robust information infrastructure
--Consistent, integrated, standard based, and open
--Information asset management and information services
On Demand Information Infrastructure

High Information Services Center

Industry Specific Extensions

Search & Access
Analysis
Content Control

Information Integration

Information Assets Center

Databases & Files
Data Warehouses
Content Repositories
Start with a Solid Database Foundation

Database Servers & Tools
- Transactional and historical data management
- Security, availability, performance, and scalability
- Tools for data management application development
- Autonomic capabilities to reduce cost

High Information Services Center
- Industry Specific Extensions
  - Search & Access
  - Analysis
  - Content Control
- Information Integration

Information Assets Center
- Databases & Files
- Data Warehouses
- Content Repositories

DB2
Informix
IMS
What Database Servers Do

- Maintain consistent data despite concurrent updates
- Scale up for performance and workloads
- Continue operating correctly despite systems failures

```sql
select * from custtable
where name = 'Smith'
```

<table>
<thead>
<tr>
<th>ID</th>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>008</td>
<td>Jones</td>
<td>10 State</td>
<td>812-6582</td>
</tr>
<tr>
<td>021</td>
<td>Smith</td>
<td>87 Memorial</td>
<td>665-3329</td>
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<tr>
<td>043</td>
<td>Shah</td>
<td>6501 Oak</td>
<td>789-1107</td>
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<td>112</td>
<td>Chang</td>
<td>72 Popular</td>
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<td>Smith</td>
<td>1001 Emerson</td>
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<td>Kane</td>
<td>11 Garfield</td>
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<tr>
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<td>Xue</td>
<td>82 First</td>
<td>994-1193</td>
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<tr>
<td>371</td>
<td>Smith</td>
<td>98 Park</td>
<td>899-9061</td>
</tr>
<tr>
<td>680</td>
<td>Haan</td>
<td>1791 Fifth</td>
<td>728-8441</td>
</tr>
</tbody>
</table>
DB2 UDB V8.2 with 200+ Enhancements

“CitiStreet is thrilled…the new DB2 version will allow us to further the level of availability and scalability we make available to our clients…” CIO, CitiStreet

Low Deployment & Management Costs
- Autonomic Computing

65% Reduction in Administration

Robust Infrastructure
- Performance, Scale, Availability, Security

Leading Benchmarks:
- 8/16/32/64 Way TPC-C*
- 100GB/300GB/10TB TPC-H*
- SAP & PeopleSoft...

Programmer Productivity
- Java/J2EE/Eclipse Enhancements
- SQL Extensions
- Microsoft .NET Integration

6.5 X Faster Designs using Design Advisor

Extending the Value of Information
- Replication Enhancements
- Geodetic Extender

Autonomic Recovery
- 3X Faster than Oracle

* As of 11/18/04; tpmC, TPC-H, TPC-C are registered trademarks of the Transaction Processing Council. For details see www.tpc.org
Enabling an Information Infrastructure

Information Integration
- Open standard based integration of structured information
- A single and complete view of all federated data
- Access all information with a single SQL statement, in real time
- Search capability for quick and easy access
WebSphere Information Integrator Makes All Data Readily Available

Data sources:
- Customer Data
- Policies
- Claims Information
- Claims Payment

Information Integration services

One interface “one” source

Query

Data users
WebSphere Information Integrator

Federated view of all your information
- Heterogeneous databases
- Legacy data stores
- Message queue, applications
- Web service, XML, & email
- IBM and ISV content stores
- Other information sources

Replication

Enterprise search

Event publishing

Developer productivity
- One standard interface
- “One” information source
Enterprise Content Management

- Digitize and manage unstructured information of all formats, from all sources
- Enrich applications with rich content
- Enhance customer service and responsiveness
DB2 Content Manager Makes All Business Content Readily Available

- Portal, eClient or Windows
- DB2 Content Manager
- WebSphere Application Server
- Content Manager API
- Resource Managers
- Library Server
- DB2 / Oracle
- Stored Procedures
- Resource Managers
- DB2 / Oracle
- Picture of House
- Inspection Report
- Claim #2153
- Neha Shah's file
- WebSphere Application Server
- Resource Managers
- Resource Managers
- Resource Managers
- DB2 / Oracle
- Stored Procedures
- Content Consumer
- store and search
- retrieve
DB2 Content Manager

- Extends information management to include unstructured formats
  - One interface, “one” source

- Integrate unstructured content into core business process
  - Eliminate paper based processes
  - Also for regulatory and policy compliance

- Comprehensive content capture, control, and management
  - Storage management, records management, collaboration, and portal
Enabling an Information Infrastructure

Business Intelligence
- Analyze and share collected information
- Uncover insightful business knowledge
- Better business decision making, in real time

High Information Services Center
- Industry Specific Extensions
- Search & Access
- Analysis
- Content Control
- Information Integration

Information Assets Center
- Databases & Files
- Data Warehouses
- Content Repositories

DB2 Data Warehouse Edition
DB2 Data Warehouse Platform Makes Uncovering Business Intelligence Simple and Easy
Business Intelligence is Mission-Critical

“Yesterday”
- Point in Time Business Intelligence
- Batch Data Warehousing
- Separation of Warehouse and Transaction Systems
- Self-contained Historical Data Warehouses

IBM On Demand
- Real-time Business Intelligence
- Active Data Warehousing
- Consolidation of Warehouse and Transaction systems
- Information Integration with other data sources
## What About Our Competitors?

<table>
<thead>
<tr>
<th>Feature</th>
<th>IBM</th>
<th>Microsoft</th>
<th>Oracle</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Complete, integrated, open standard based information infrastructure</td>
<td>Yes</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>2. Secure, available, high-performing, and scalable databases</td>
<td>Yes</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>3. Incorporate and present all forms of information in a holistic view</td>
<td>Yes</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>4. Integrate, access, and manage heterogeneous content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Enterprise strength, end-to-end business intelligence infrastructure</td>
<td>Yes</td>
<td>?</td>
<td></td>
</tr>
<tr>
<td>6. Integrate with state-of-the-art middleware for on demand computing environment</td>
<td>Yes</td>
<td>?</td>
<td></td>
</tr>
</tbody>
</table>

Let us show you that only IBM provides all the capabilities to build your robust information management infrastructure.

IBM
I see the great benefit of IBM information management solutions. Now show me how it solves my business problems.
Agenda

Introduction to IBM Information Management  
9:00 - 9:30

DB2 Universal Database, the Robust Information Management Foundation  
9:30 - 10:15

DB2 Application Development and Migration Tools  
10:15 - 10:45

Break  
10:45 - 11:00

WebSphere Information Integrator  
11:00 - 11:30

DB2 Content Manager  
11:30 - 12:00

DB2 Business Intelligence  
12:00 - 12:30

How to Get Started Today  
12:30 - 12:45

Presentations can be found at:  
Other Seminars You May Want to Attend

Registration / information: ibm.com/developerworks/offers/techbriefings/

- **IBM developerWorks Live!**
  - IBM software for the on demand operating environment

- **IBM developerWorks Live!**
  - IBM software for the small and medium business

- **IBM developerWorks Live!**
  - Transforming the way people do business: IBM Workplace software

- **IBM developerWorks Live!**
  - IT Lifecycle Management - Competitive Briefing

- **IBM developerWorks Live!**
  - Building Applications with the IBM Software Development Platform

- **IBM developerWorks Live!**
  - IBM WebSphere integration and infrastructure

- **IBM developerWorks Live!**
  - Migrating and developing new applications for Linux
Are Your Customers Demanding