

# InfoSphere<sup>TM</sup> software

*Trusted Information*



Information Management software

## The IBM InfoSphere Suite

Norbert Eschle IBM  
Henry Cook IBM

We support activities at every stage of the life cycle, the end to end process and governance

| <i>Design Data</i>     | <i>Acquire</i> | <i>Transform</i> | <i>Quality Assure</i> | <i>Store/Process</i> | <i>Metadata / MDM</i> | <i>Publish</i> |
|------------------------|----------------|------------------|-----------------------|----------------------|-----------------------|----------------|
| <i>Data Governance</i> |                |                  |                       |                      |                       |                |

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• <b>Activities</b></li> <li>• <b>Investigation</b></li> <li>• <b>Requirements gathering</b></li> <li>• <b>Design time</b> <ul style="list-style-type: none"> <li>• Investigate best practice</li> <li>• 'Think Time' to consider alternatives</li> <li>• Collaboration and gaining agreement</li> <li>• Architect solution</li> </ul> </li> <li>• <b>Develop</b></li> <li>• <b>Test</b></li> <li>• <b>Design Data Structures</b> <ul style="list-style-type: none"> <li>• Logical / Physical</li> <li>• Agree</li> <li>• Create definition</li> <li>• Add</li> <li>• Modify</li> </ul> </li> <li>• <b>Changing and maintaining</b></li> </ul> | <ul style="list-style-type: none"> <li>• <b>Acquire</b></li> <li>• <b>Profile and understand</b> <ul style="list-style-type: none"> <li>• Agree format, content and meaning</li> </ul> </li> <li>• <b>Transform</b></li> <li>• <b>Quality Assure / cleanse</b></li> <li>• <b>Publish, Access and maintain metadata</b></li> <li>• <b>Establish and Maintain Master Data</b></li> <li>• <b>Load and Store</b></li> <li>• <b>Process</b> <ul style="list-style-type: none"> <li>• Analyse,</li> <li>• Query</li> <li>• Update</li> </ul> </li> <li>• <b>Backup and recover</b></li> <li>• <b>Capacity plan and manage performance</b></li> <li>• <b>Archive and retire</b></li> <li>• <b>Publish and Distribute results</b></li> </ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# IBM speeds the overall process to maximise business benefits. Accelerating time to results, reducing time, effort and cost

## Traditional Life Cycle Time Scales



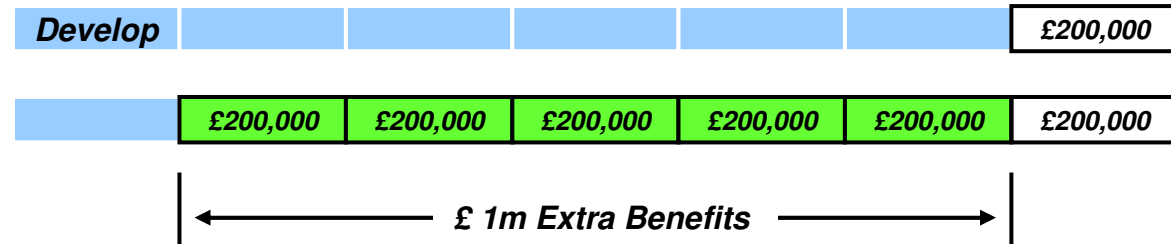
## Accelerated Life Cycle Time Scales

50% 50% 50% 50% 50% 50% 50%

| Design Data                                                                                                                                                                                                                                         | Acquire                                                                                                                                                                                                                                                                                                                                                                                                                             | Transform                                                                                                                                                                                                                                                                                                                                                                        | Quality Assure                                                                                                                                                                                                                                                                                                                                                                                                        | Store/Process                                                                                                                                                                                                                                                                                                                                                                                             | Metadata / MDM                                                                                                                                                                                                                                                                                                                                                                                      | Publish                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Design data</b> <ul style="list-style-type: none"> <li>▪ <b>Predefined data models</b></li> <li>▪ Proven in the field, less risk, less design time</li> <li>▪ Support for fast customisation</li> <li>▪ Supports changing hierarchies</li> </ul> | <b>Data Acquisition</b> <ul style="list-style-type: none"> <li>▪ Support for interfaces to all common s/w h/w</li> <li>▪ 100's of proven data acquisition connectors</li> <li>▪ SOA support</li> <li>▪ Support for common packages e.g. Peoplesoft</li> <li>▪ Support for large range of both IBM and non IBM systems</li> <li>▪ Federated access multiple systems</li> <li>▪ Change Data Capture Oracle / MicroSoft etc</li> </ul> | <b>Transformation</b> <ul style="list-style-type: none"> <li>▪ Most mature and comprehensive ETL tooling</li> <li>▪ 1000's of prebuilt transformations</li> <li>▪ 'Fast Track' process to enable collaboration</li> <li>▪ Graphic design tools for ease of use</li> <li>▪ Parallel processing to avoid processing bottlenecks</li> <li>▪ Ease of re-use of components</li> </ul> | <b>Data Quality</b> <ul style="list-style-type: none"> <li>▪ Most mature and comprehensive data quality tools</li> <li>▪ 100's of data quality tests and routines</li> <li>▪ <b>Specific support for Data Quality (not just ETL adaptation)</b></li> <li>▪ Sophisticated pattern matching</li> <li>▪ Numeric and non-numeric data</li> <li>▪ Quality reporting</li> <li>▪ Support for correction processes</li> </ul> | <b>Central Store and Marts</b> <ul style="list-style-type: none"> <li>▪ Market leading Data Warehouse capability</li> <li>▪ Full support for 'massively parallel processing' for true scalability</li> <li>▪ Highly cost efficient</li> <li>▪ Workload management for supporting many users</li> <li>▪ Comprehensive Data mining and OLAP support</li> <li>▪ <b>Appliance, ease of install</b></li> </ul> | <b>Metadata</b> <ul style="list-style-type: none"> <li>▪ Comprehensive support for business and technical data</li> <li>▪ Business Glossary mechanism for publishing metadata</li> <li>▪ Dedicated metadata server support</li> </ul> <b>Master Data</b> <ul style="list-style-type: none"> <li>▪ Predefined master data model</li> <li>▪ Support for change</li> <li>▪ Dedicated server</li> </ul> | <b>Presentation</b> <ul style="list-style-type: none"> <li>▪ Dashboarding</li> <li>▪ Scorecarding</li> <li>▪ Interfaces to all common s/w h/w</li> <li>▪ Predefined templates and frameworks (blueprints)</li> <li>▪ Mobile support</li> <li>▪ Collaboration</li> <li>▪ Easy report definition, generation</li> <li>▪ Access to multiple heterogeneous sources</li> </ul> |

## Lower 'Time to Value' means greater overall benefit

*Requirement worth  
£200,000 per month  
brought in 5 months  
earlier*



*Meeting more  
requirements in the  
same time means  
more benefits*

| Priority | Requirement | Benefit    |
|----------|-------------|------------|
| #1       | Requirement | £500,000   |
| #2       | Requirement | £1,200,000 |
| #3       | Requirement | £2,300,000 |
| #4       | Requirement | £100,000   |
| <hr/>    |             |            |
| #5       | Requirement | £1,500,000 |
| #6       | Requirement | £3,000,000 |
| #7       | Requirement | £400,000   |
| #8       | Requirement | £1,000,000 |
| #9       | Requirement | £1,000,000 |
| #10      | Requirement | £2,000,000 |

↑  
**£ 8.9m Extra  
benefits by being  
able to tackle more  
requirements**  
 ↓

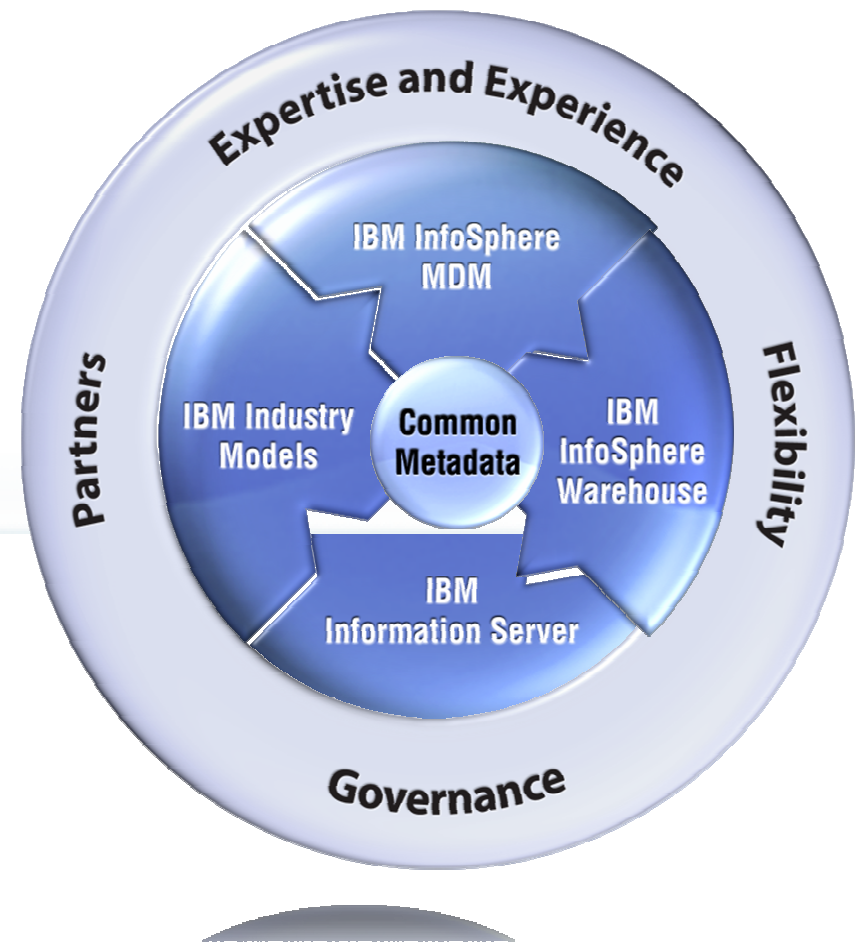
*Note:  
Requirements are  
prioritised by value and  
ease of implementation.  
If we can do requirement  
more easily then we may  
be able re-prioritise it.*

## Typical savings through use of Information Server

- **Industry and experience reflects that business as usual IT Projects:**
  - Can take up to 10x as long with individual tooling
- **Unified Information Server Platform Benefits:**

|                               |     |
|-------------------------------|-----|
| • Decreased risk by           | 53% |
| • Improved business alignment | 83% |
| • Improve time to value by    | 75% |
| • Reduce project staffing by  | 90% |

*Source: Customer Case Studies, Industry Analyst Reports*

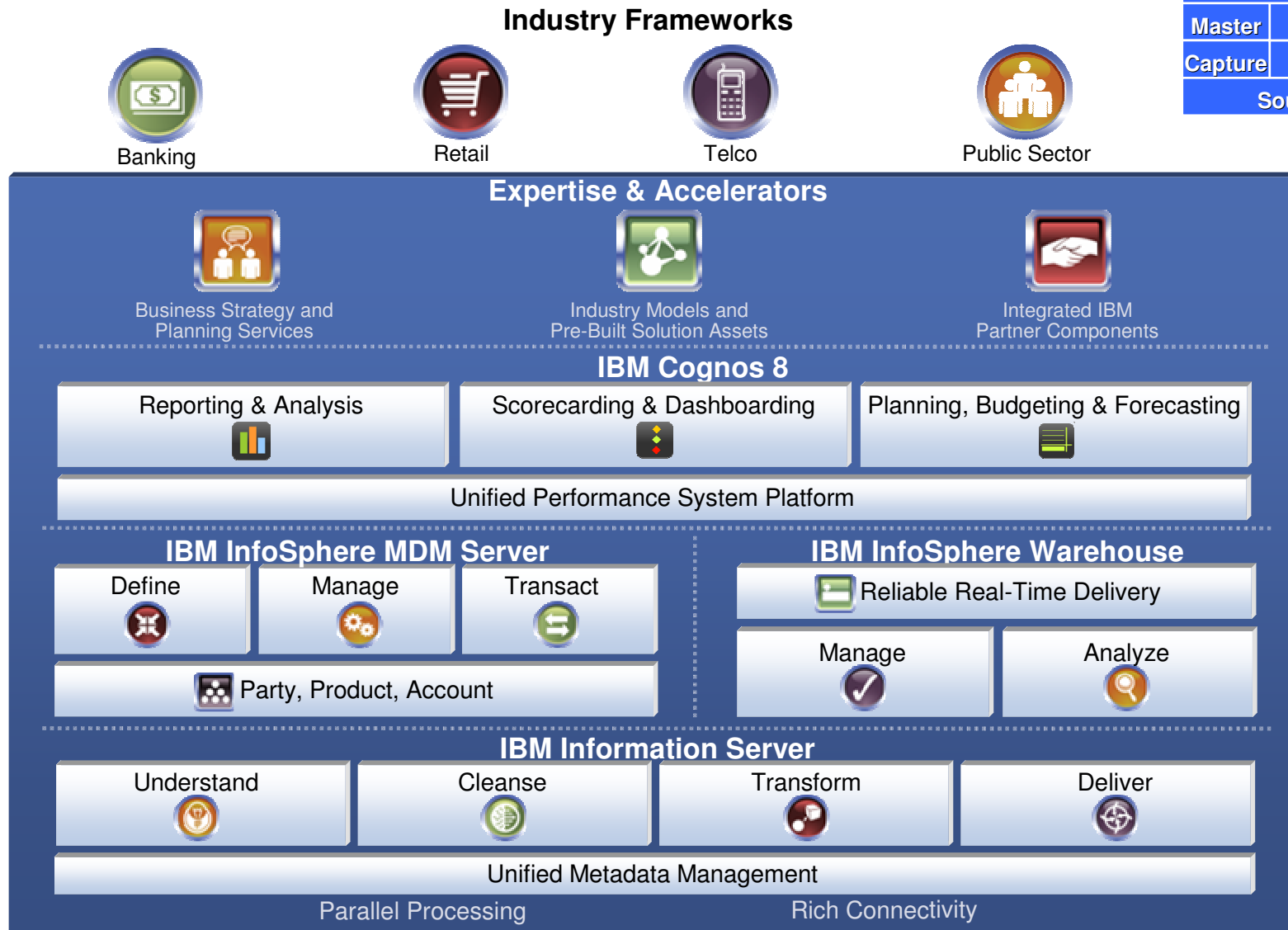


## Time and effort savings using InfoSphere Balanced Warehouse

| <b>• Before Balanced Warehouse</b> |           | <b>• With Balanced Warehouse</b> |              |
|------------------------------------|-----------|----------------------------------|--------------|
| • Design                           | 4         | • <u>Install</u>                 | <u>1 day</u> |
| • Build                            | 6         |                                  |              |
| • Functional Test                  | 3         |                                  |              |
| • Performance Test                 | 3         |                                  |              |
| • Tune                             | 3         |                                  |              |
| • UAT                              | 1         |                                  |              |
| • <u>Total Weeks</u>               | <u>20</u> |                                  |              |

- *Corresponding reduction in overall effort and risk*
- *Concentrate on business goals*
- *Takes machine issues 'off the critical path'*

# InfoSphere Portfolio



|         |           |          |
|---------|-----------|----------|
| Publish |           | Metadata |
| Model   |           |          |
| Master  | DW        |          |
| Capture | Integrate |          |
| Sources |           |          |

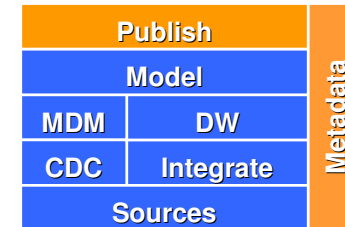
# Analysts Recognize IBM Leadership

*The Only Recognized Best Of Breed Portfolio Across Entire Information Value Chain*

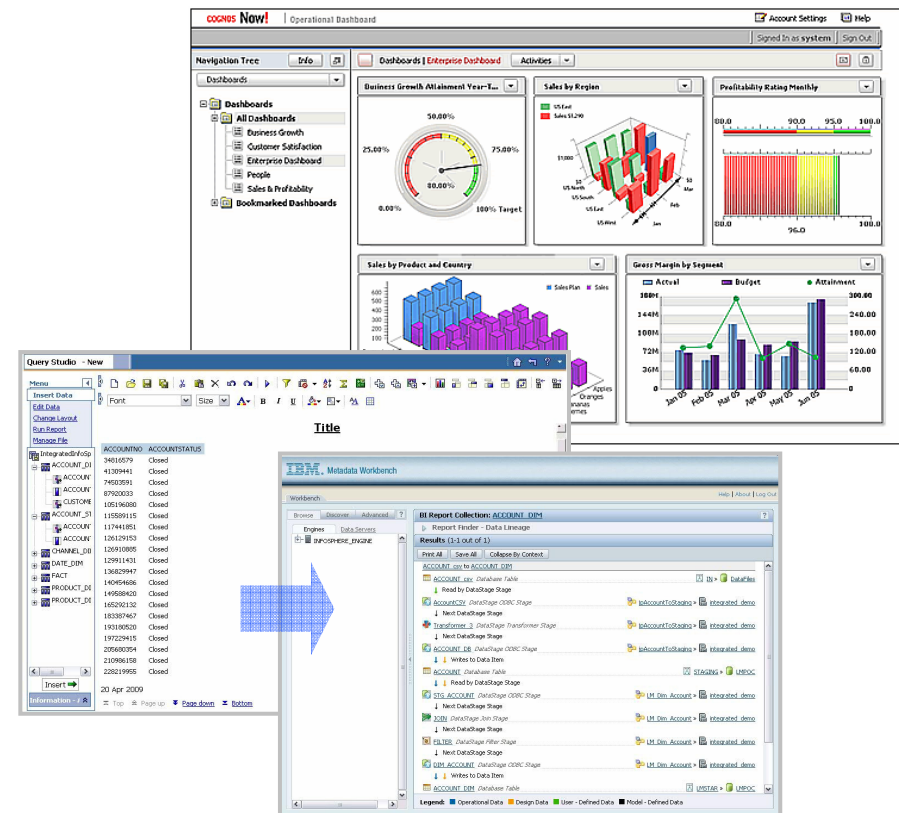


## Reporting, Analysis, Dashboards, Scorecards

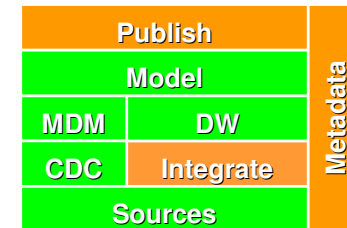
### We use Cognos 8 to illustrate a simple Fraud Reporting Scenario



- **‘Events’ are reported**
- **Fraud Investigation unit can analyse suspicious events**
- **At High or Low level**
  - Drill Down into detail as necessary
- **Data Definitions available in Metadata / Glossary**
  - E.g. for Fraud Types – see dictionary
- **We’ll track through simple example and show what kind of support is being given under the surface**

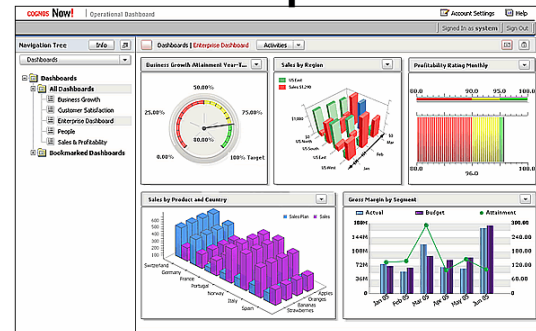


Before I can act I need to know “Can I Trust the Data?”. Here we see how we can know what is behind the data

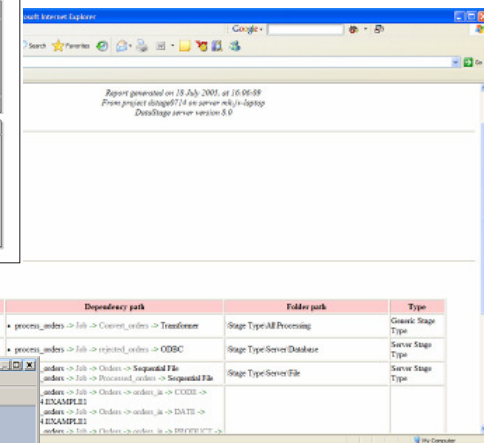


- Understand the Meaning of data – Business Glossary
- Looking at the *Lineage* of data
  - Where it came from?
  - What's been done to it?
- We find a ‘Job abort’
  - From Operational metadata
- Ops issue, or suspicious ?
- Able to make *informed* choice about trusting this data
- Can also be confident of all aspects of the Data Quality
- Primary components **supply** metadata: Publish, Metadata, Integrate
- All components **contribute** input

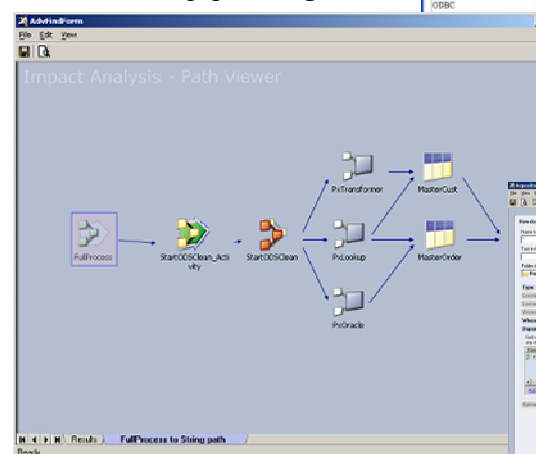
## Report



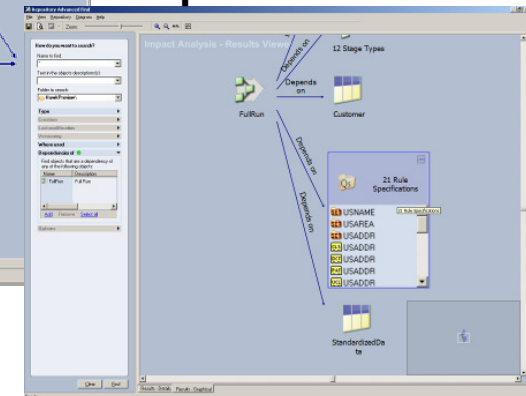
## HTML View



## Path View



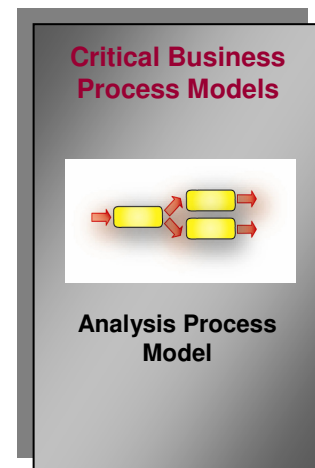
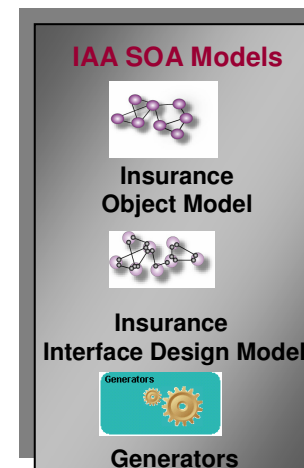
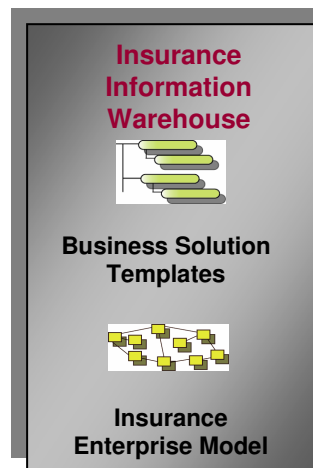
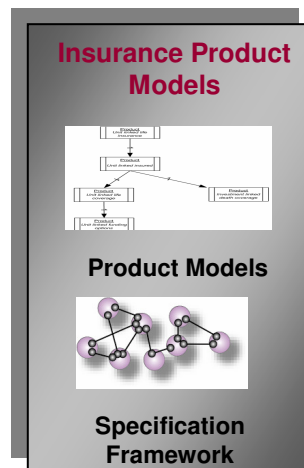
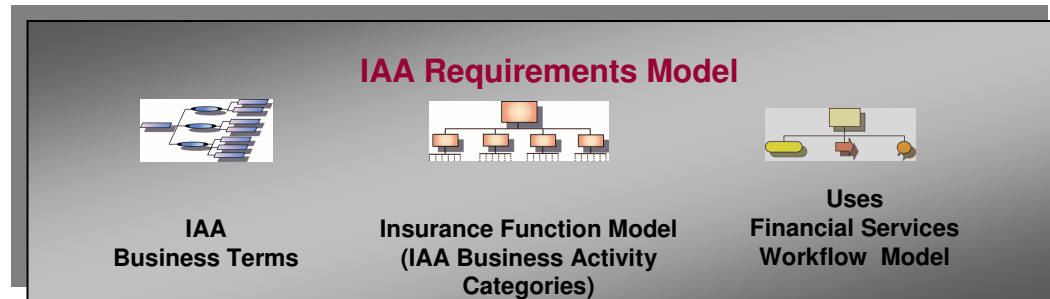
## Graphical Tree View



All analytical systems need to organise the data to be reported upon. We have multiple *Enterprise Data Models* available

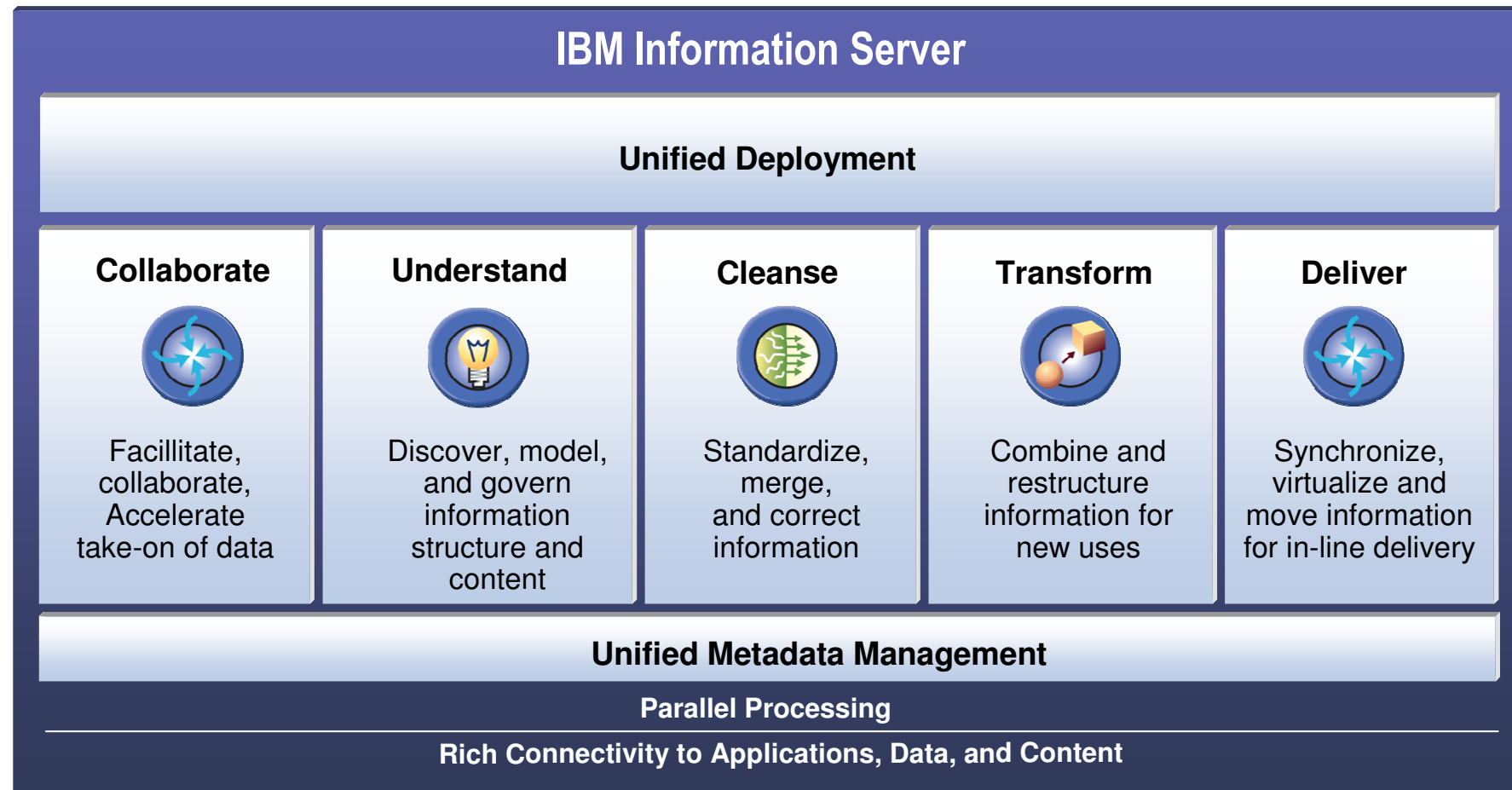
|         |           |          |
|---------|-----------|----------|
| Publish |           | Metadata |
| Model   |           |          |
| MDM     | DW        |          |
| CDC     | Integrate |          |
| Sources |           |          |

- **Pre-built Data Models**
- **Multiple Industries**
  - Insurance
  - Banking
  - Retail
  - Telco
  - Healthcare
- **Reduces**
  - Risk, Time, Effort, Cost
- **Built in support for common industry issues**
  - Solvency II
  - SOX
  - Basel II
  - IAS



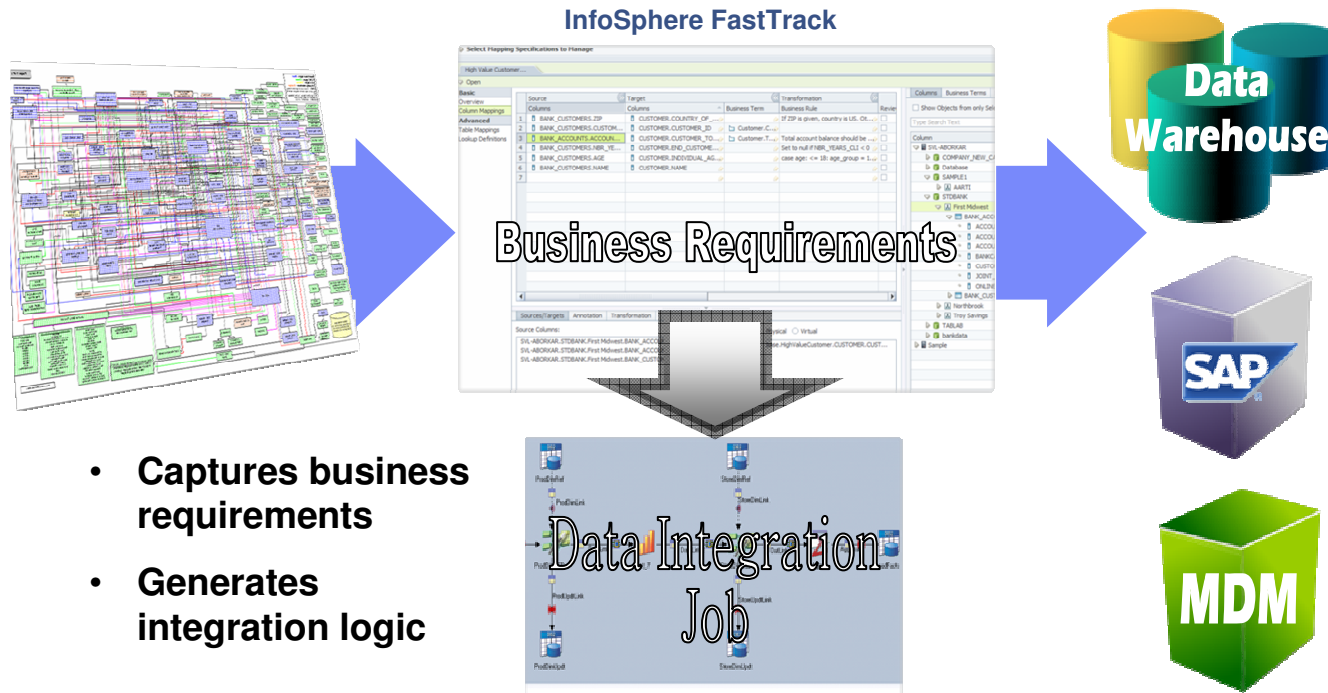
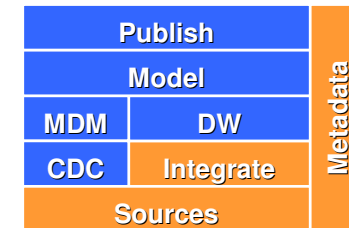
We need to obtain, understand, transform and quality assure data, and use these capabilities in concert; this is the purpose of Information Server

|         |           |          |
|---------|-----------|----------|
| Publish |           | Metadata |
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Bringing IT and Business Together.

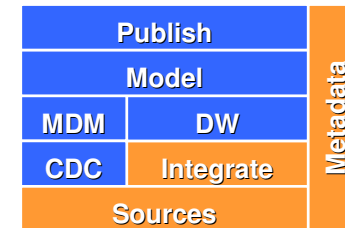
*FastTrack, part of Information Server helps IT and Business personnel collaborate and speeds the process of using new data*



- Captures business requirements
- Generates integration logic

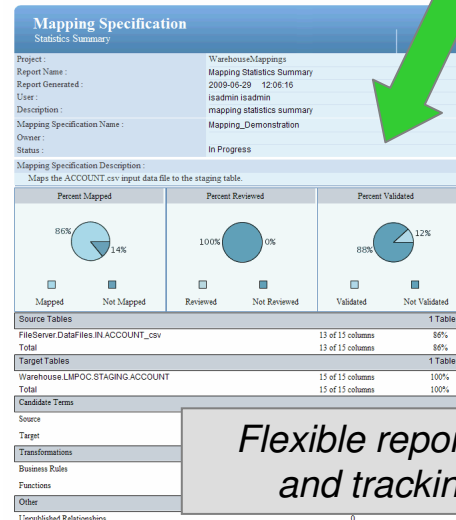
- Help with migrating new data into the system
- Uses Business Terminology and Data Model definitions
- Identify candidate source to target mappings
- Component used : Information Server FastTrack

Once FastTrack has helped IT and Business personnel collaborate in understanding and defining new data it can *automatically generate* the jobs needed to extract, transform and load it into the system

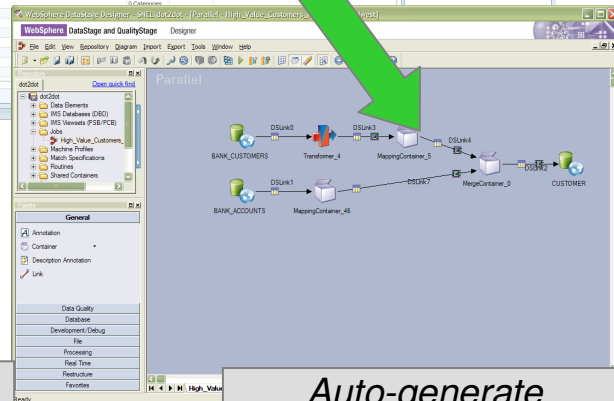
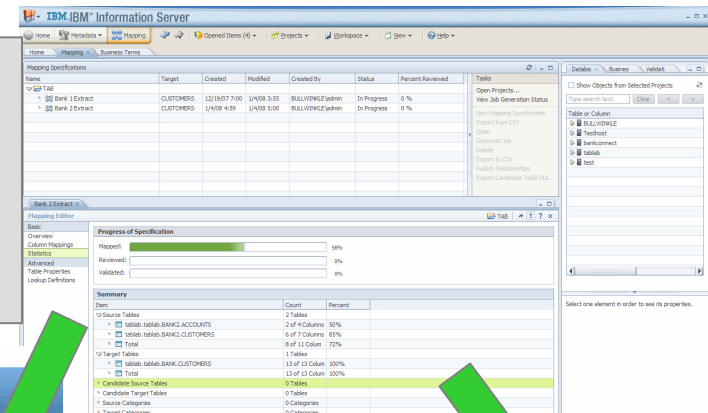


- Central Shared Repository
- 'Excel-like' interface
- Automatic generation of transformation jobs
- Direct access to metadata
- Complex transforms possible
- Ideal project progress tracking tool
- High Volumes of data can be supported
- Common package support, SAP, Oracle, Infor etc
- Benefits
  - Much quicker > 2x
  - Less effort – 50%
  - Reduced errors
  - Reduced risk

Define mapping specification with business rules and terms



Flexible reporting and tracking

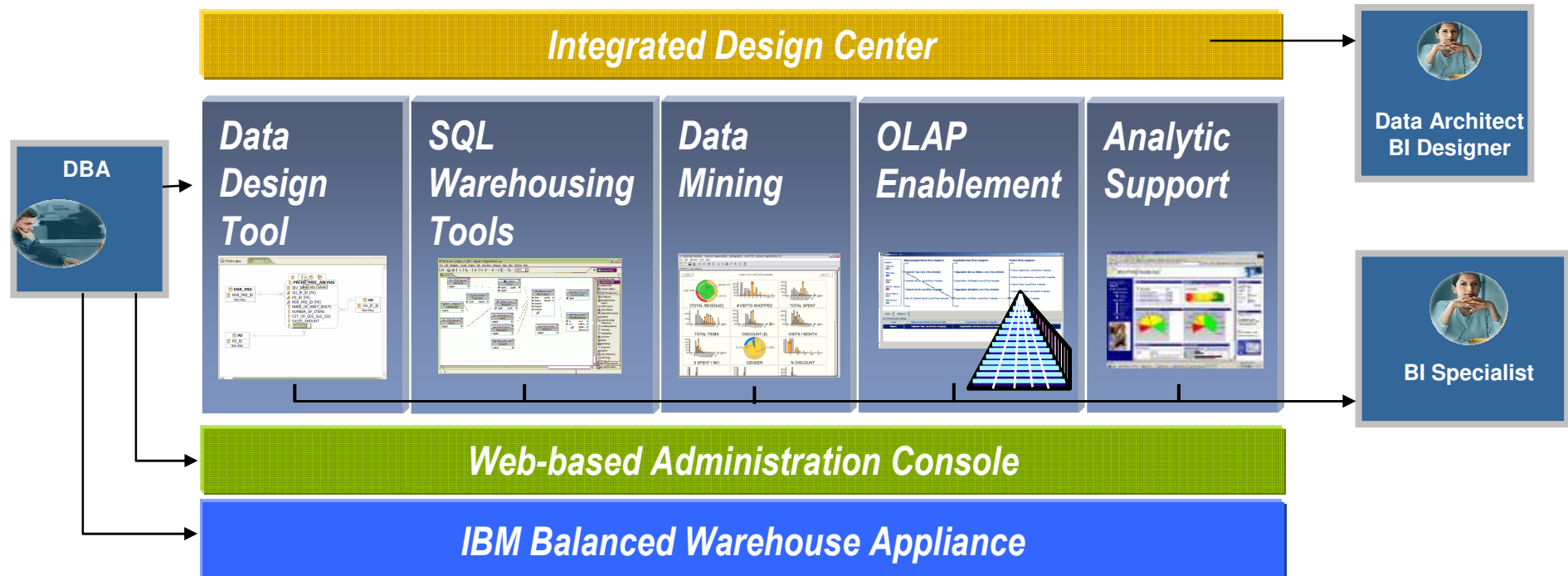


Auto-generate DataStage jobs

The IBM Balanced Warehouse Appliance. The central repository for all data within the InfoSphere Data Architecture.

*Scalable, Powerful, Integrated Tooling, Low Cost*

|         |           |          |
|---------|-----------|----------|
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- **Tools Accessible from Cognos**

- Data Design
- **Data Mining** (segmentation, market basket analysis etc)
- **Cubing Services**, MQ Integration, Federated Access\*

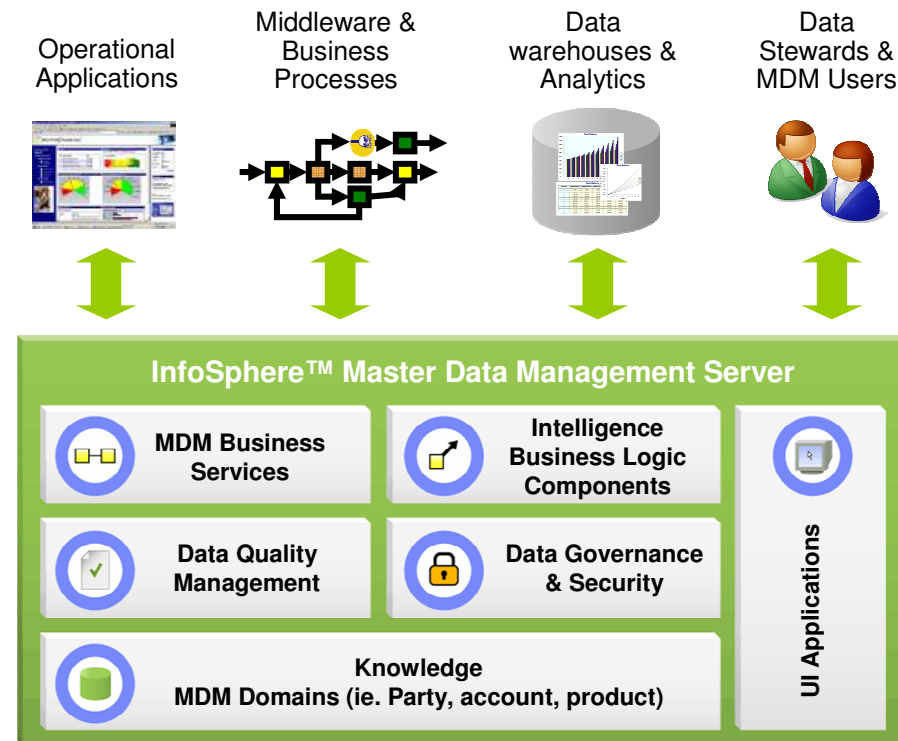
- **Data Warehouse Appliance**

- Scalable parallel processing, 250Gb to 100's of Tb
- Ease of design, install and administration
- Market leading pricing

# IBM InfoSphere Master Data Management

|         |           |          |
|---------|-----------|----------|
| Publish |           | Metadata |
| Model   |           |          |
| MDM     | DW        |          |
| CDC     | Integrate |          |
| Sources |           |          |

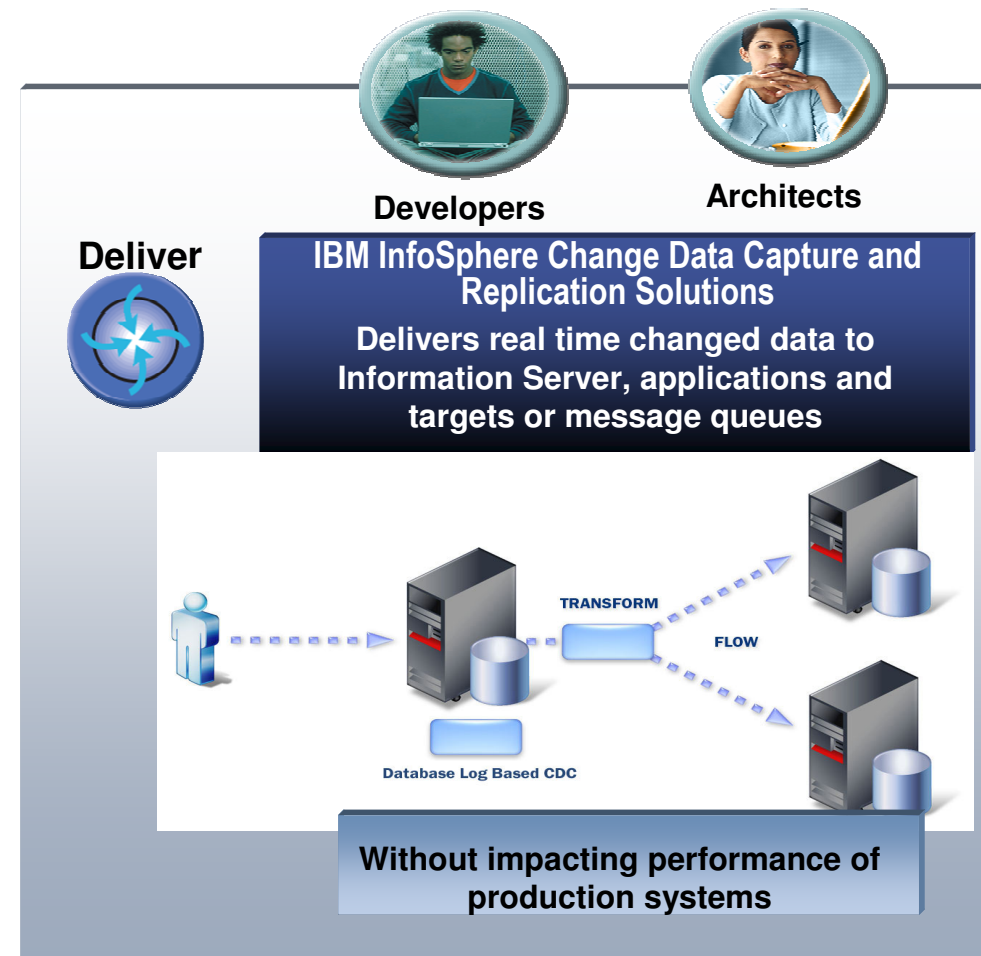
- **The first multi-domain, multi-function MDM capability in the market**
- **First Multi-Role and Responsibility Based**
  - User Interface Generator
- **Packaged to address all types of MDM implementations**
  - From small entry-level projects through to strategic transaction-hub deployments
  - Allows clients to grow as required by implementing existing functionality
  - Significantly lowers client risk and time/cost to implement
- **SOA Library - 800 pre-packaged business services**
  - Significant out of the box product functionality
  - Reduces total cost of ownership
- **Performance & scalability**



InfoSphere CDC (Change Data Capture) enables the real time capture of data with low impact on existing infrastructure from multiple Databases & Hardware platforms

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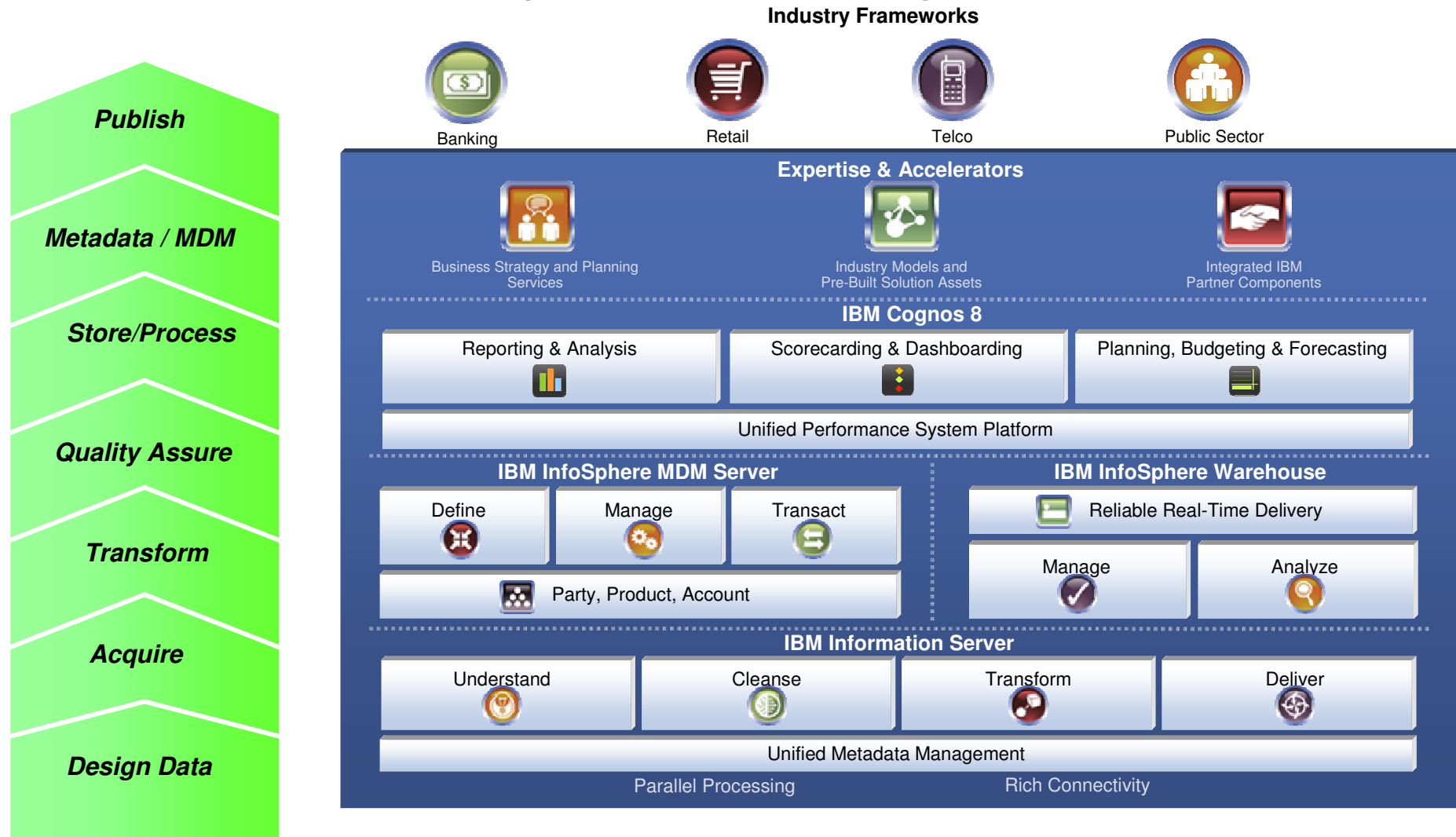
- Captures changes real-time DATA direct from the database logs
- Supports natively DB2/SQL/Oracle/Informix & Sybase
- Low resource impact on existing hardware
- NO Application impact
- REAL time mirroring or mix and match to suit the business needs
- VERY short Implementation projects achieving beneficial ROI's
- FULLY integrated into InfoSphere portfolio and metadata
- Simple way of making data available to DW, MDM, Information Server, Cognos – with full metadata
- Speed of Implementation
  - Install in an hour
  - Choose data and be receiving it within hours
  - Project 2-10 days



## Example Customer Benefits Achieved with CDC

- Cost savings of \$400,000, reduced the monthly and quarterly financial reporting cycle by 80%
- Improved on-time delivery of orders by more than 10% and the number of late orders has dropped by 80%.
- Deliver sales analysis up to 400% faster and with more confidence.
- Reduced batch window by 70%.
- By enabling a separate reporting system improved both operations and reporting, increasing their bottom line and improving customer service.
- One customer reduced its overall IT spending by nearly 20% by implementing InfoSphere CDC

In summary, InfoSphere provides Infrastructure support for all of the common information problems in an integrated stack



## Comments: Cognos + IBM

*“Cognos users would get access to a much more solid infrastructure, middleware and data service. IBM would get a well-branded BI and performance management product set”*

*“The combination of IBM Information Server, MDM Server and the DB2 Warehouse infrastructure as a foundation for Cognos and its analytical and visualization layer is a strong entry in the market”*

*“Through the acquisition, the product sets of the two vendors show only insignificant overlap and constitute a good fit”*

*“In the BI and performance management markets, IBM Software Group is now going into a head-to-head battle with SAP and Oracle, almost leapfrogging over them”*

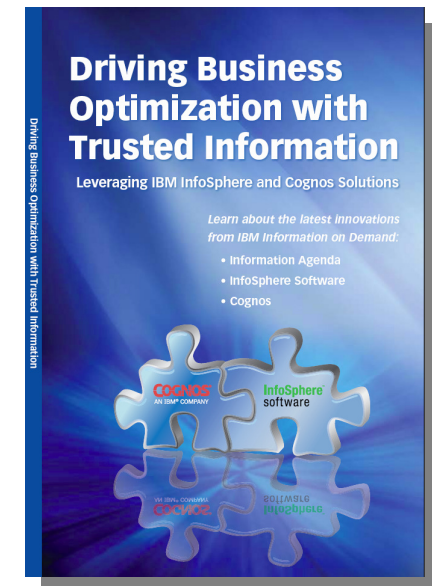
*“IBM's data management infrastructure is superior to Oracle's and SAP's offerings, and more importantly, IBM does not need to integrate Cognos with any other BI platform”*

**IBM Aims for the Business Intelligence Endgame With Cognos**  
**Andreas Bitterer, David W. Cearley**  
**Gartner Research**  
**16 November 2007 ID Number: G00153478**

## Following this session

- **We're happy to talk more about the InfoSphere stack – come and see us afterwards**
- **Re-runs of this demo**
- **Plus – the 'JK Insurance' Flash Demo**
  - JK Financial assesses credit risk exposure and seamlessly integrate various business and IT functions.
  - [http://www-01.ibm.com/software/info/television/index.jsp?cat=clients\\_software\\_info&media=video&item=xml/L135107Q57342C89.xml](http://www-01.ibm.com/software/info/television/index.jsp?cat=clients_software_info&media=video&item=xml/L135107Q57342C89.xml)
- **Also copies of the Cognos / InfoSphere Book**
  - 100 pages
  - The complete end to end story
  - Easy to read and for reference – great 'train and plane' reading

|         |           |          |
|---------|-----------|----------|
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UK Information On Demand Conference – 17<sup>th</sup> September<http://www-01.ibm.com/software/uk/itsolutions/information-management/events/>

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## Information management events



Let IBM help you make the most of your IT investments - register now for our free workshops. Come meet us and find out how we can help your organisation.

IBM hosted events

Non-IBM hosted events

Online events

Past events

[UK Information on Demand Conference](#)

**UK Information on Demand Conference**

**Date:** 17 September 2009

This conference for senior IT professionals aims to help you consolidate and gain a better understanding of the information you already have. It's packed with valuable insights, the latest case studies, breakout sessions featuring industry-specific analyses and technical demos showcasing the latest solutions. Taken together, they ensure you walk away with a deeper understanding of how to create and optimise your own unique information management strategy. This, in turn, can help enhance the overall performance of your organisation.

[See for yourself](#) (US) how our innovative principles allow companies to turn raw information into a trusted strategic asset - visit again in June when registration for this event opens.

In the meantime, see what happened at our [UK Information on Demand conference](#) last year.

**We're here to help**

 Easy ways to get the answers you need.

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01475 898688

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# InfoSphere Warehouse Introduction Proof of Technology

Dates: 16 July, 23 September, 7 October, 10 November, 9 December 2009

Time: 9:30 AM – 4:30 PM

Location: IBM Hursley, Hampshire

**Significant business benefit is obtained from providing timely and relevant data analysis.**

**Come and see how InfoSphere Warehouse enables you to achieve more benefits sooner thus increasing your return on investment.**

**Proof of Technology days are classroom based events where you can gain practical experience of IBM technology and how it can help you.**

**Why Attend?**

**Attend this event to learn how you can use InfoSphere Warehouse to:**

- **See how the tooling enables you to reduce the time to value for warehousing projects**
- **Design and deploy warehouse solutions via a single design interface**
- **Utilise the built-in physical data modelling capabilities**
- **Use the powerful data transformation capabilities to pull data from multiple sources into the warehouse**
- **Design and build OLAP reporting structures for your users providing enhanced sharing performance and scalability**
- **Understand how to use the built-in data mining and text analytics features that enable you to get more value out of your data**

- **Understand how InfoSphere Warehouse provides all the features you need from a warehousing software solution**

**Who Should Attend?**

**Business Analysts and Decision makers**

**Data Warehouse and Business Intelligence developers**

**Data Architects and Analysts**

**Database and Data Warehouse Administrators.**

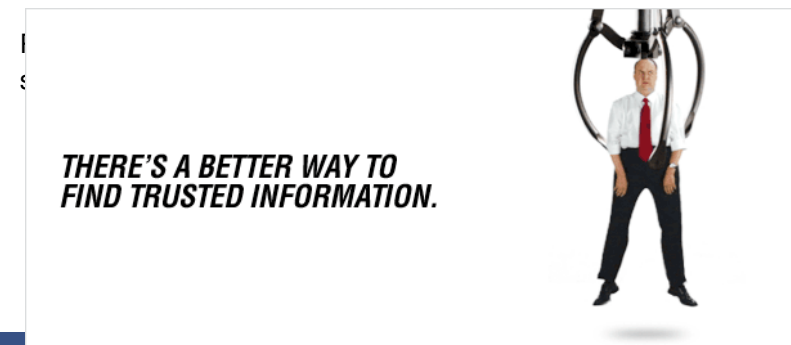
**Agenda**

**An introduction to data warehousing and overview of InfoSphere Warehouse**

**Hands on exercises**

**Demonstration showing how to discover hidden facts in your business**

**Other considerations and tools**



*Trusted Information*

|         |           |          |
|---------|-----------|----------|
| Publish |           | Metadata |
| Model   |           |          |
| MDM     | DW        |          |
| CDC     | Integrate |          |
| Sources |           |          |

***Thank You***