



IBM Software Group

Data and Innovation:

How IBM is transforming the data server landscape through innovation



Information Management software

Analysts line remain the same....

- **Reduce costs**
 - Deployments increased, complexity increased

- **Reduce complexity**
 - Open and simplify access to information

- **Make it easier to work with**
 - Developers, Administrators

Gartner – “Key issues for Data Management and Integration Initiatives” Mar 2008

Top of mind issues among business leaders

CEO Challenges

- Competitors offer similar products and services
- Innovations are quickly copied
- Breakthrough innovation in products or services is increasingly difficult
- The world is flat – losing geographic and regulatory advantages

What's left?



- Execute with maximum efficiency and effectiveness
- Make the smartest business decisions possible

CIO challenges

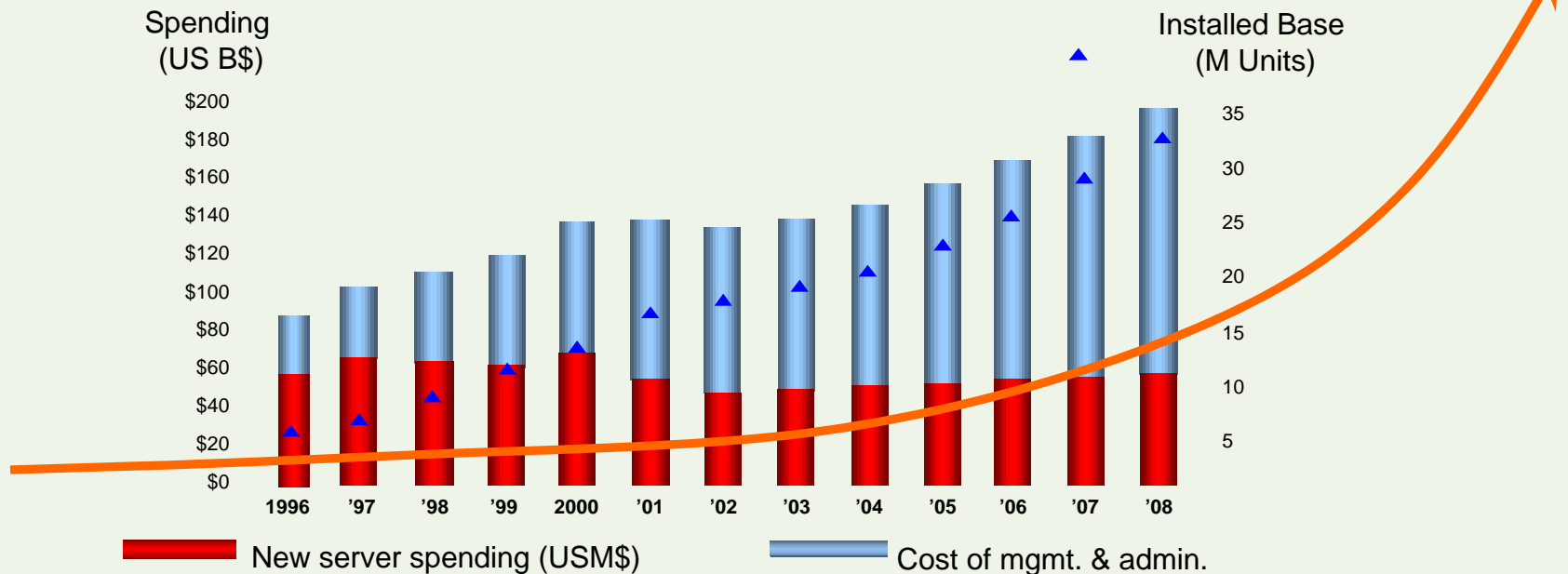
- Data growing at 40 to 50% per year
- Increasing demands for data access and analysis
- Costs and complexity of infrastructure
- Ensuring compliance is costly but required



The Hidden Costs of IT

IT infrastructure complexity is causing people costs to spiral

Cost of People vs. Spending on new systems



Source: IDC, *On-Demand Enterprises and Utility Computing: A Current Market Assessment and Outlook*, IDC #31513, July 2004.



Can your data server keep up?



Information needs for your business are changing rapidly...

- ❖ *Complexity and cost of managing data from design to sunset*
- ❖ *Growing cost of data infrastructure*
- ❖ *Pressure to deliver rapid access to data*
- ❖ *Are you getting left behind?*



DB2 9.5 data server: the innovation continues



DB2 Viper



DB2 Viper 2

- pureXML
- Deep compression
- Automation

- Reflex response
- Confident compliance
- Transactional XML
- DB2 Warehouse



IDS 11 data server: the innovation continues



IDS 11

- Resilient
- Agile
- Invisible



- Continuous Availability and Scalability
 - Legendary reliability and highly available
 - Blazing fast OLTP processing
 - Scales for rapid response to changing needs
- Confident compliance
 - Enhances data governance and security
- Enhanced development tools and platforms
 - Easily integrated into distributed applications for nearly invisible, hands free administration
 - Rapid application development with IBM Data Studio

U2 – Extended relational model databases



- *Simple extended relational model technology*
- *Perfect for Independent Software Vendors (Manufacturing, Logistics, Inventory Management)*
- *Embedded, Invisible*



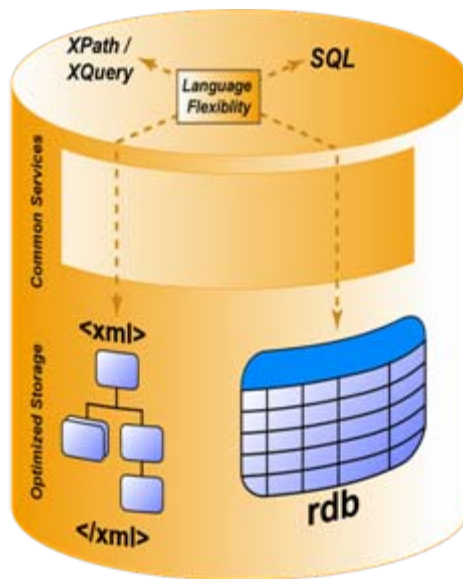


Rapid use of XML data throughout the enterprise

Powering a new breed of pureXML applications

Extract the full business value of XML data in operational processes

- Integrate XML into core processes and applications – quickly and easily
- Improve transactional performance
- Reduce storage requirements



“We've seen the potential of cutting down the process of managing patient medical records, patient diagnostic images and even handwritten doctors' notes needed to offer the highest-quality patient care from **weeks to hours.**”

--Dr. Charles Wang, Architect Manager,
UCLA Medical Center Computing Services





What does it look like? Ask Storebrand.

- Growth** Ability to handle five times as many customers.
- Service** 24x7 online access and visibility.
- Insight** Richer, simpler querying.
- Agility** Faster processing and time to market.
- Productivity** No programmer retooling or retraining.

“In the first week of June, we processed more orders than in all of 2005.”

—Thore Thomassen, senior enterprise architect,
Storebrand Group





IBM Data Servers: Informix Dynamic Server (IDS)



Reduce operational costs

- Innovation to reduce the cost of deployment and ongoing operational costs
- Innovation to manage the lifecycle of data
- Small footprint



Information when and where you need it

- Innovative high availability options – achieve 99.999%
- Replicate data across global remote servers
- Innovative cluster technology - replicate servers with single copy of data
- Scales easily as your business grows
- Safe and secure



Fast Forward the use of data throughout the enterprise

- Innovation for blazing performance
- Innovation that accelerates speed to market
- Innovation that leverages Web 2.0 and geospatial information



Who Uses IDS?

- **8** of the top 10 U.S. Retailers
- **20** of the top **25** Supermarkets in the U.S.
- **95%** of all telecommunications service delivery providers
- **All** VISA transaction authorizations in the U.S.
- U.S. Emergency **911 calls**
- IBM Badge Entry systems





Verizon saves millions with IDS

- Cost** Verizon saved millions of dollars by migrating from Sybase to IDS
- Availability** Core solution achieves 99.98% availability
- Performance** IDS handles massive loads very efficiently
- Maintenance** Manage 16 times the number of applications without adding DBAs
- Productivity** Reduced backup time from 8 hours to 10 minutes

“... maintenance requirements are minimal so that we’ve gone years in some cases without having to take the database down.”

— Geoff Poole, lead DBA, Verizon

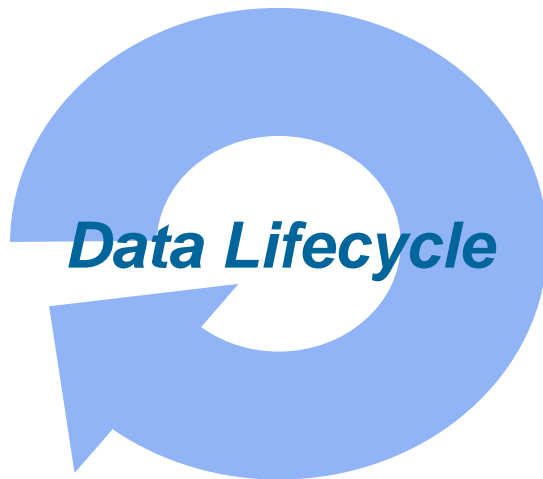




Reducing cost throughout the data lifecycle

Manage business risks by staying ahead of threats, regulations and policies...

- Enhanced audit capabilities benefiting auditors and administrators
- Continued evolution of control, security and accountability
- Expanded use of encryption throughout the data lifecycle



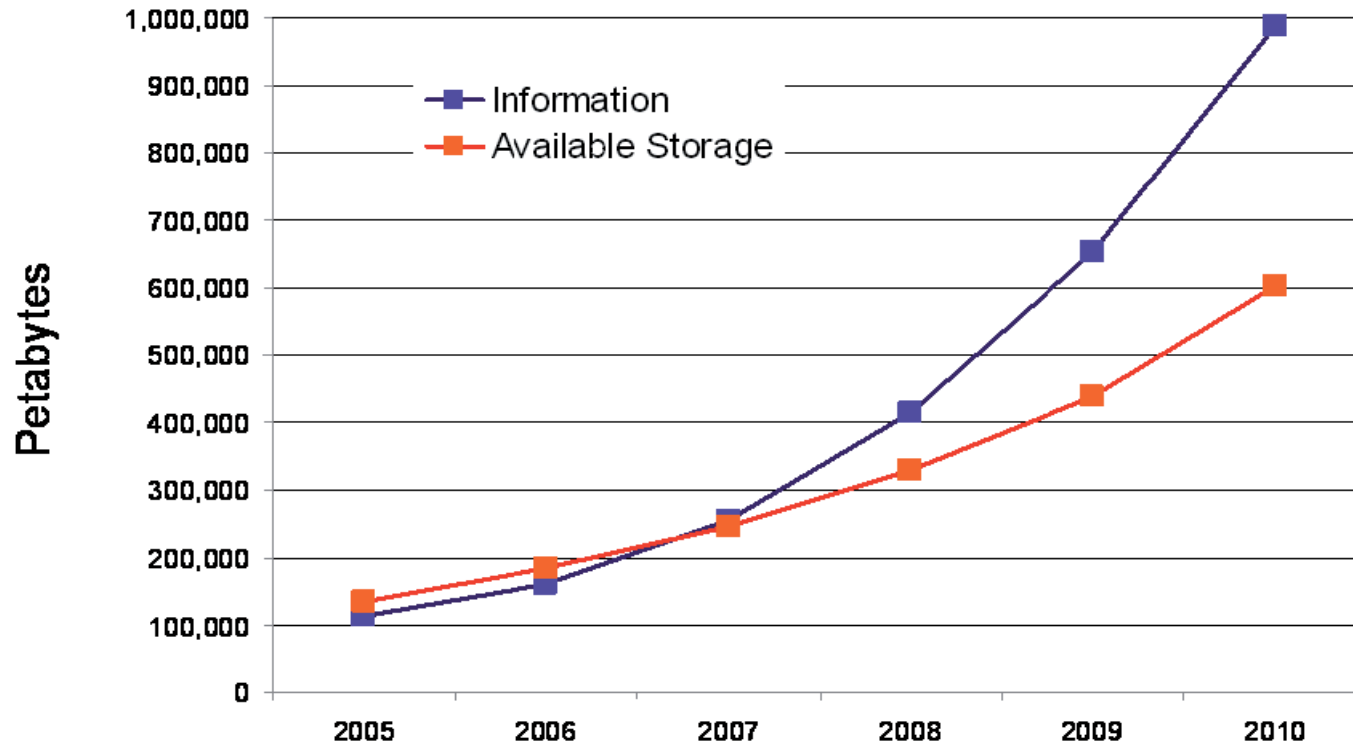
“The top challenge for 43% of CFOs is improving governance, controls and risk management.”

—CFO Survey: Current state and future direction,
IBM Business Consulting Services





IBM Optim solutions address data growth concerns



* Source: The Expanding Digital Universe , John F. Gantz, Research Director, IDC , March 2007

Forrester estimates that, on average, data repositories for large applications grow by 50% annually (structured data)

* Source: Noel Yuhanna, Forrester Research, Database Archiving Remains An Important Part Of Enterprise DBMS Strategy, 8/13/07

BCBS improves Siebel performance with IBM Optim

Customer



Industry

Insurance

Solution

**IBM Optim™ Data Growth Solution for Siebel
Customer Relationship Management**

Challenges



- Improve Siebel performance and availability
- Support an increase of 75 to 90 new Siebel users per week (without new servers or disk)

Client Value

- Improved Siebel performance for 1000 business users and 2000 claims representatives by archiving 5 years of data
- Archiving reduces costs by controlling data growth and supporting an expected increase to 4000 Siebel users.



The bottom line: Rapid use of data at lower costs

Eliminate complexity

- Simplify with automation
- Equip everyone to perform their role
- Improve ability to control & audit data use

Lower infrastructure costs

- Enjoy dramatic storage savings
- Stop copying data for analytics
- Utilize existing systems more efficiently

Accelerate business with pureXML applications

- Speed up and ease access to data
- Streamline development, management, and processing of data

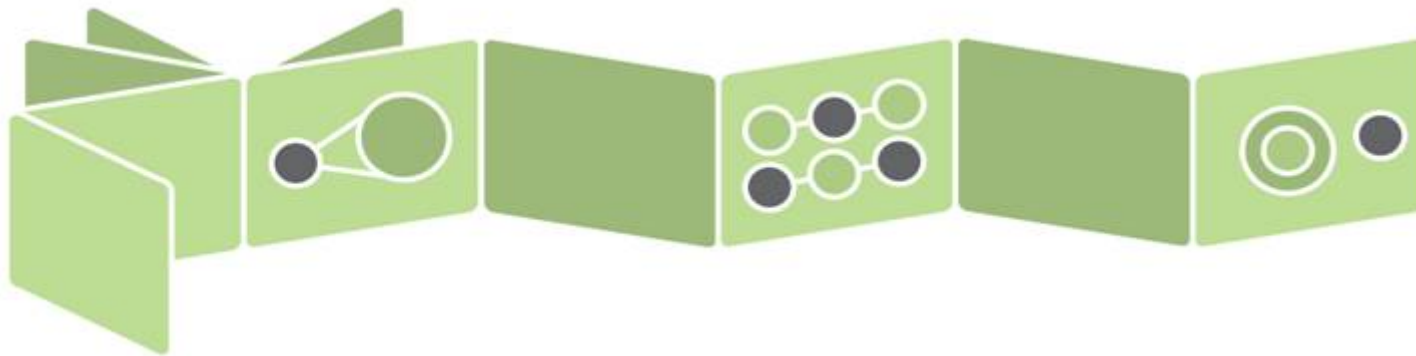




IBM InfoSphere Warehouse

Reduce management cost and accelerate use of data

Reach Farther. Look Deeper. Act Faster.



Integrated unstructured analytics

More easily leverage previously untapped information to better understand customer and product issues

Integrated OLAP cubing services

Enable deeper analysis of multiple business variables and dimensions to **generate insight, while reducing cost**

Extreme workload management

Deliver real-time insight to more users and reduce costs, without compromising performance

No Copy Analytics

Enterprise Data Management

The Data Life Cycle ... from Design to Sunset

Enterprise Data Architecture



IBM Data Studio

Innovation to manage the lifecycle of data

New!

Increase productivity for all roles throughout the data lifecycle

- Slash development time up to 50% with an integrated data management environment
- Promote collaboration across roles to optimize data server and application performance

Simplify and speed development of new skills

- Learn once, use with all supported data servers
- Extensible with Eclipse plug-ins to customize the environment for each team member

Accelerate data as a service for Service Oriented Architecture

- Develop and publish data as a Web service without programming
- Info 2.0 Ready - support for Web 2.0 protocols and format



Univar finds perfect chemistry with Data Studio

XML Application Development



“The pureXML technology of IBM Data Studio helps us rigorously and thoroughly test applications.”

Results

- Speeds the development of high-quality applications
- Improves developer productivity by 25 to 50 percent
- Reduces developments costs by 50 to 75 percent by forestalling design problems during implementation

“IBM Data Studio encourages developers to really explore how workload is being executed. Developers and DBAs can more easily collaborate to get to the bottom of an issue quickly.”

- *Kevin Campbell, Application Architect, Univar USA*



For more information:
ibm.com/software/data

