



Information On Demand featuring IBM® Optim™

**Unlocking the Business
Value of Information for
Competitive Advantage**



Stephen Cottrell

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Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

Customer & Product Profitability *Financial Risk Insight* *Workforce Optimization* *Dynamic Supply Chain* Multi-Channel Marketing

Business Optimization

Better Business Outcomes

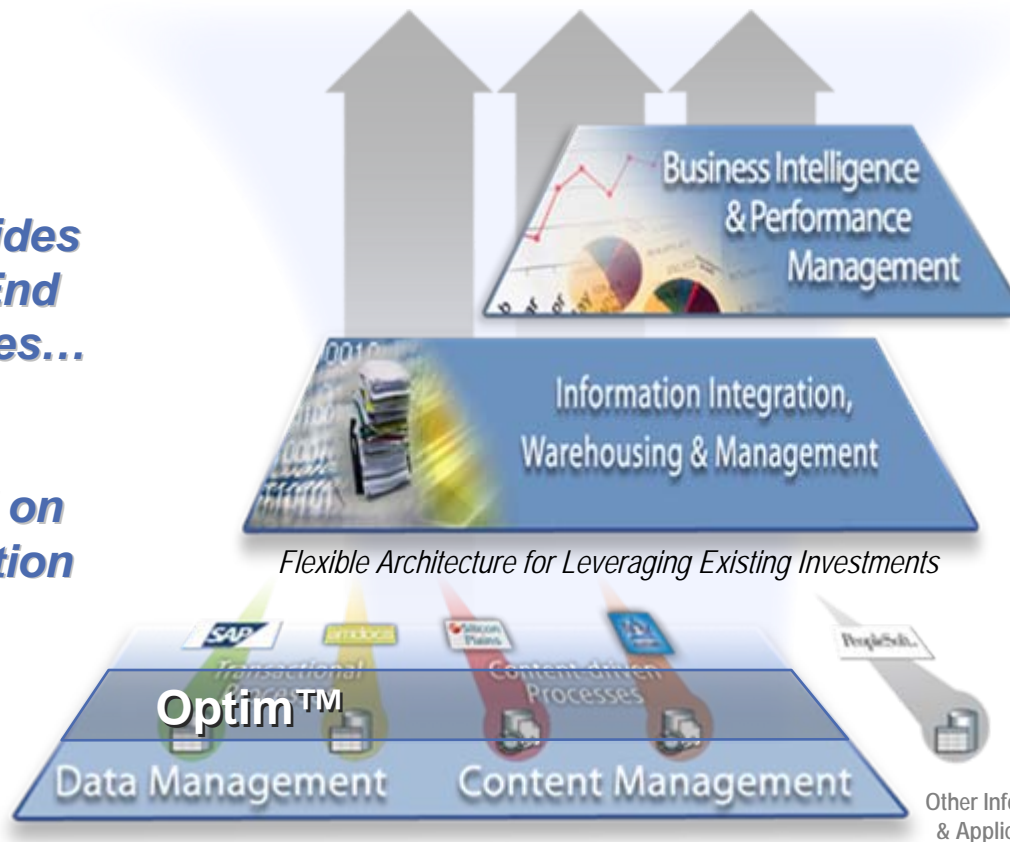
Leverage information to better understand and optimize business performance

Establish accurate, trusted information for a single version of the truth, managed over time

Manage data and content over its lifecycle and as part of processes

IBM Provides End-to-End Capabilities...

All Focused on Optimization



Data Management Yields Stronger Business Outcomes

Optimize Performance

- Improve application performance by segregating historical transaction records to a safe, secure archive
- Achieve Service Level Agreements (SLAs) consistently
- Accelerate delivery of revenue-generating applications



Mitigate Risk

- Manage and access archived data; enable prompt, accurate responses to audit or e-discovery requests
- Protect data privacy and safeguard shareholder loyalty

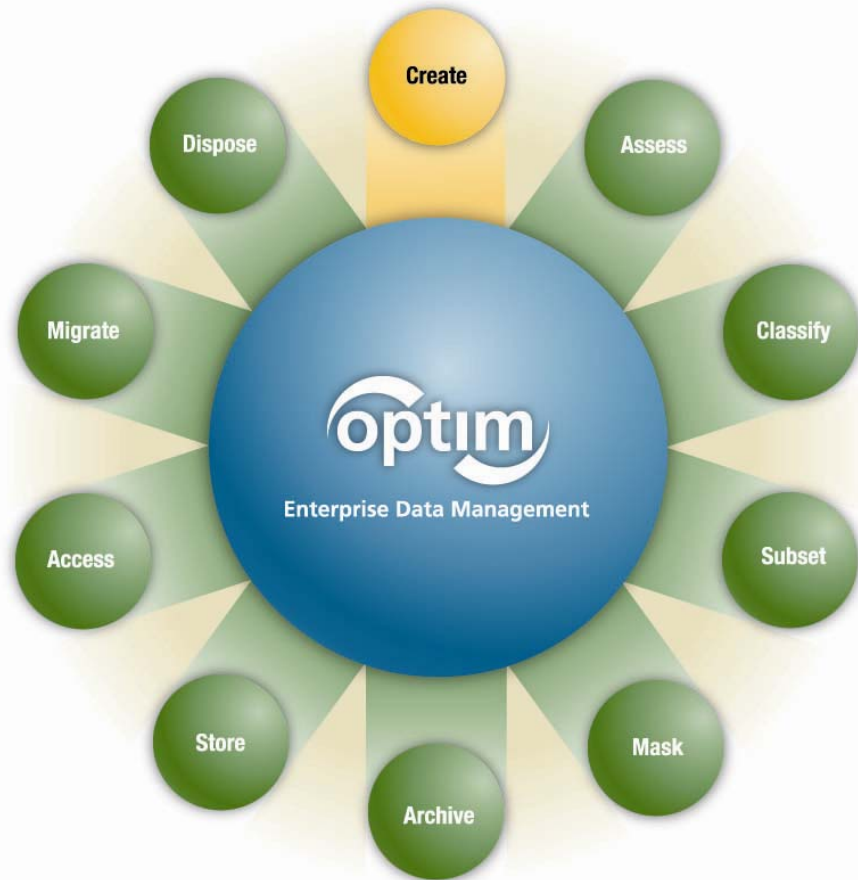


Control Costs

- Reduce infrastructure costs; enable cheaper tiered storage
- Minimize cost of compliance; reduce opportunity for fines & penalties
- Isolate application errors early in the lifecycle, where they are cheapest to fix



IBM Optim™ Solutions



- **Optim Data Growth Solution (Archiving)**
 - Improve performance
 - Control data growth, save storage
 - Support retention compliance
 - Enable application retirement
 - Streamline upgrades
- **Optim Test Data Management Solution**
 - Create targeted, right sized test environments
 - Improve application quality
 - Speed iterative testing processes
- **Optim Data Privacy Solution**
 - Mask confidential data
 - Comply with privacy policies

IBM Optim™: The Market Leader!

“[Optim] customers spoke highly of the reliability and high performance of its archiving solution, which sets it apart from other vendors in this space.”

-- Forrester Research



Gartner predicts 46% CAGR

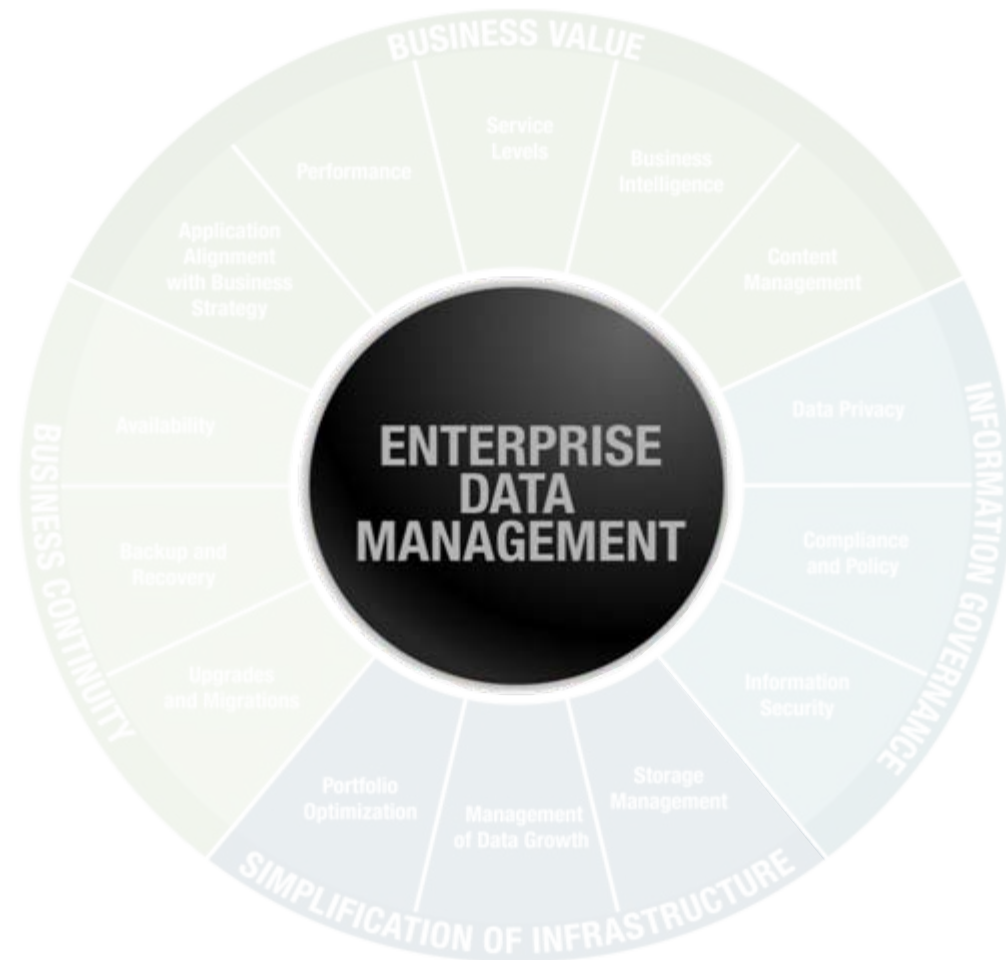
- IBM
- HP/Outer Bay
- Applimation
- Others

Sources: Gartner, "Archiving Software Market to Experience Strong Growth Through 2010," 2006; Forrester Research, "Database Archiving Remains An Important Part Of Enterprise DBMS Strategy," 2007




Enterprise Data Management (EDM)

Four Areas of Impact within Your Organization

- Business Value
- Information Governance
- Simplification of Infrastructure
- Business Continuity



EDM Solution Requirements – The Four Pillars

-  1 Enterprise Architecture
-  2 Complete Business Object
-  3 Extract, Store & Restore
-  4 Universal Access





Enterprise Architecture

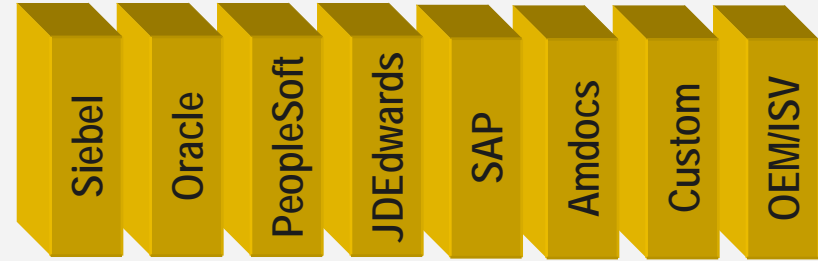
Non Production Environments

Subset & Mask



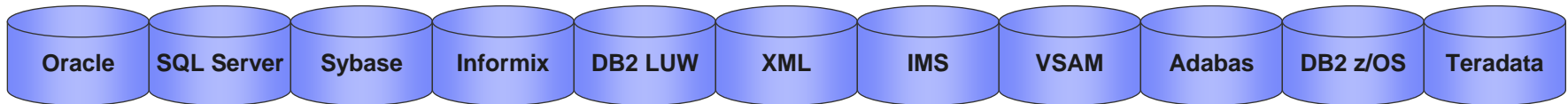
Production Environments

Archive



Data Growth, Data Privacy, Test Data Management, Application Upgrades, Application Retirement

Optim™



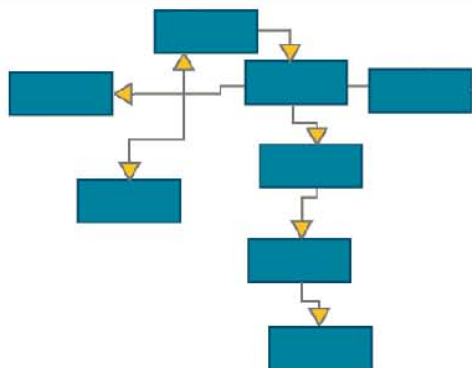
Windows XP/2000 Solaris HP/UX Linux AIX OS/390 Z/OS i-Series

NAS SAN ATA CAS Optical Tape

Single, scalable, Enterprise Data Management Solution



Complete Business Object



- **Represents application data record – payment, invoice, customer**
 - Referentially-intact subset of data across related tables and applications; includes metadata
- **Provides “historical reference snapshot” of business activity**
- **Federated extract support across enterprise data stores**

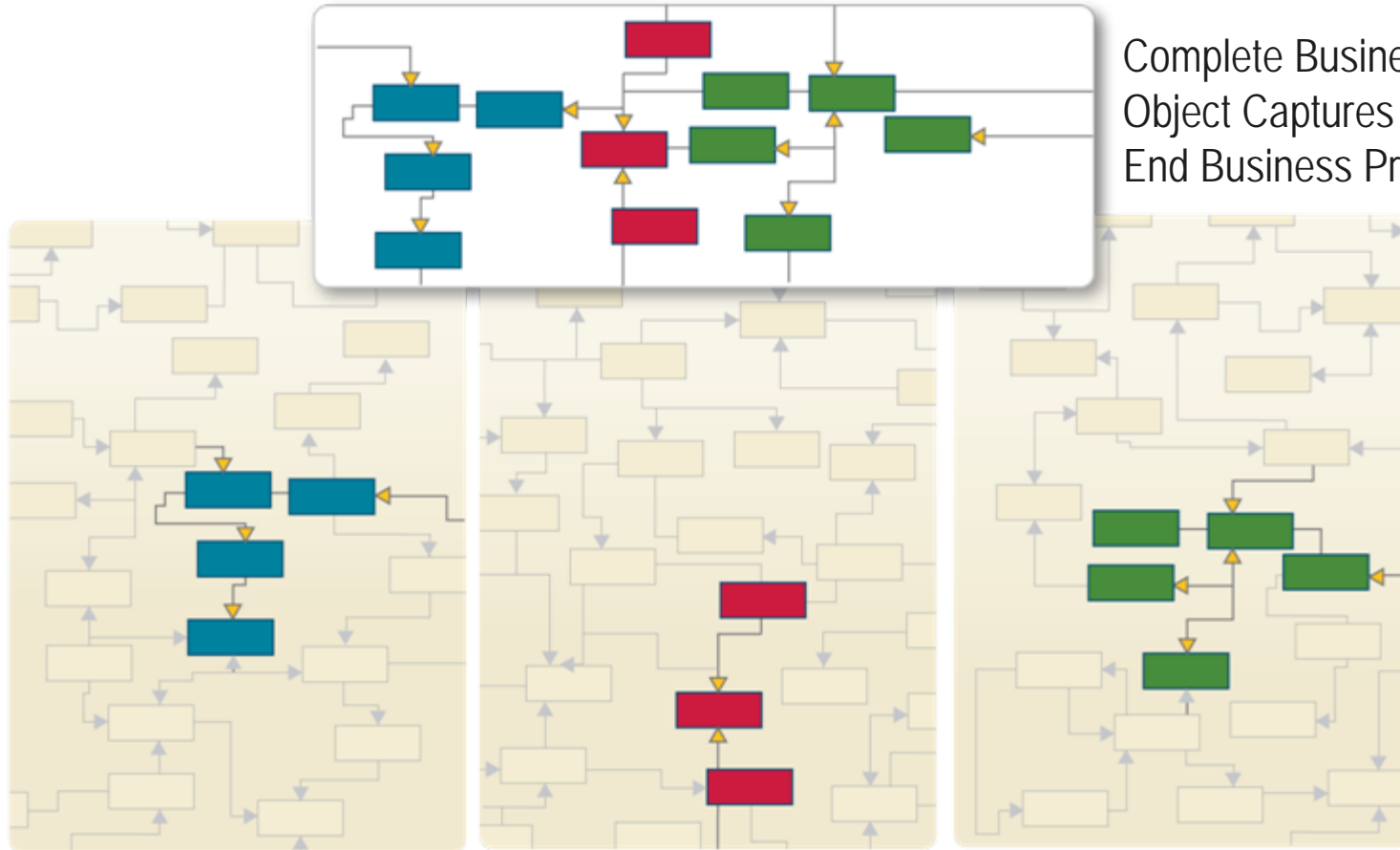


Extract, Store and Restore

- **Extract:** Identify and extract business objects across multiple related applications, databases and platforms
- **Store:** Store immutable business objects independent of infrastructure – any hardware device or platform
- **Restore:** Migrate or restore business objects seamlessly from any database, application or version to any other database, application or version. Choose precisely which items to restore – a single transaction record, a year's worth of data, or any other range or parameter you specify.



Extract, Store and Restore Federated Extract



Complete Business
Object Captures End to
End Business Process

EBiz Financials /
Oracle

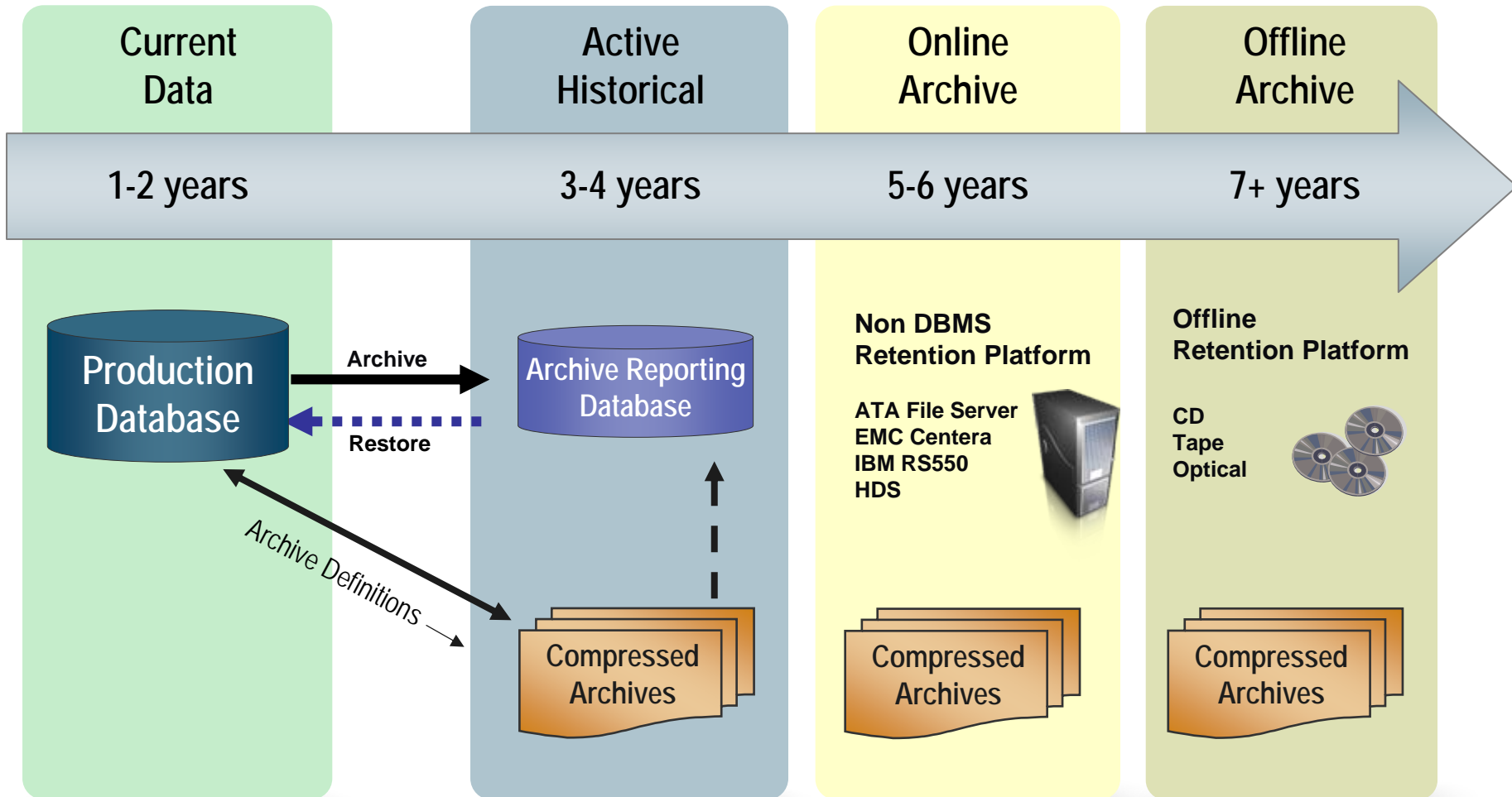
Custom Inventory
Management / DB2

Siebel / Oracle



3 Extract, Store and Restore

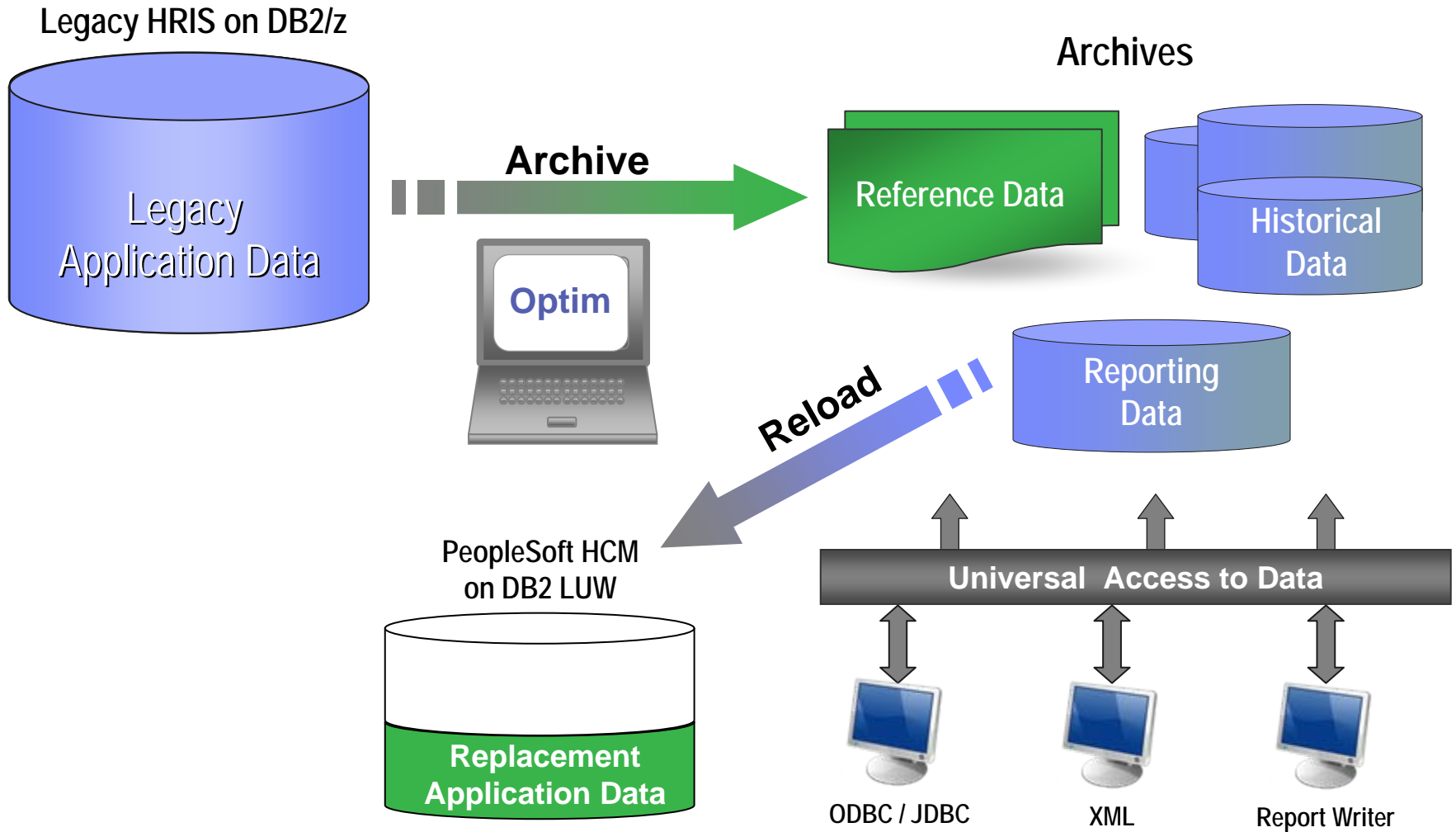
Store in Any Environment





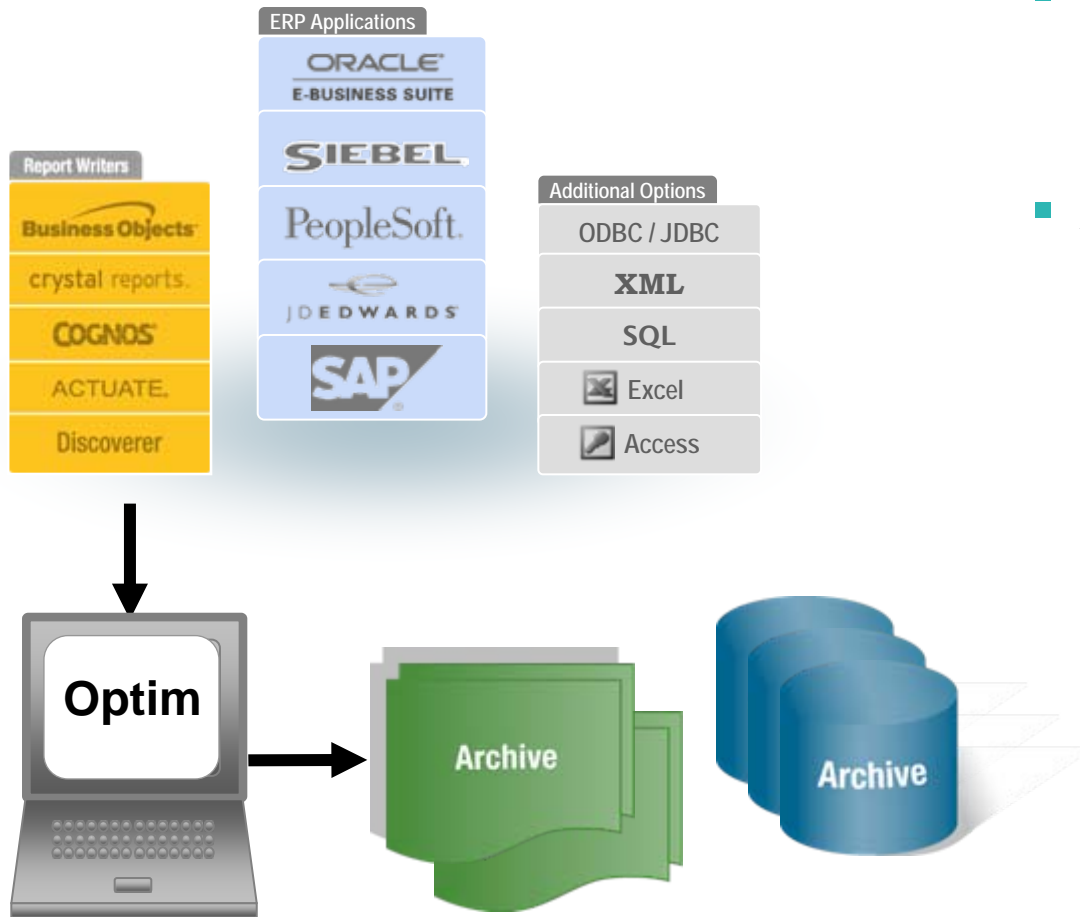
3 Extract, Store and Restore

Restore to Any Environment





4 Universal Access



- **Native application access**
 - Familiar screens and processes
- **Application independent access**
 - Industry standard methods: SQL, ODBC/JDBC, XML
 - Portals
 - Report writers: Crystal Reports, Cognos, Business Objects, Discoverer, Actuate
 - Desktop formats: Excel, CSV, MS Access
 - Database formats

Access Any Record, Anytime, Anywhere!

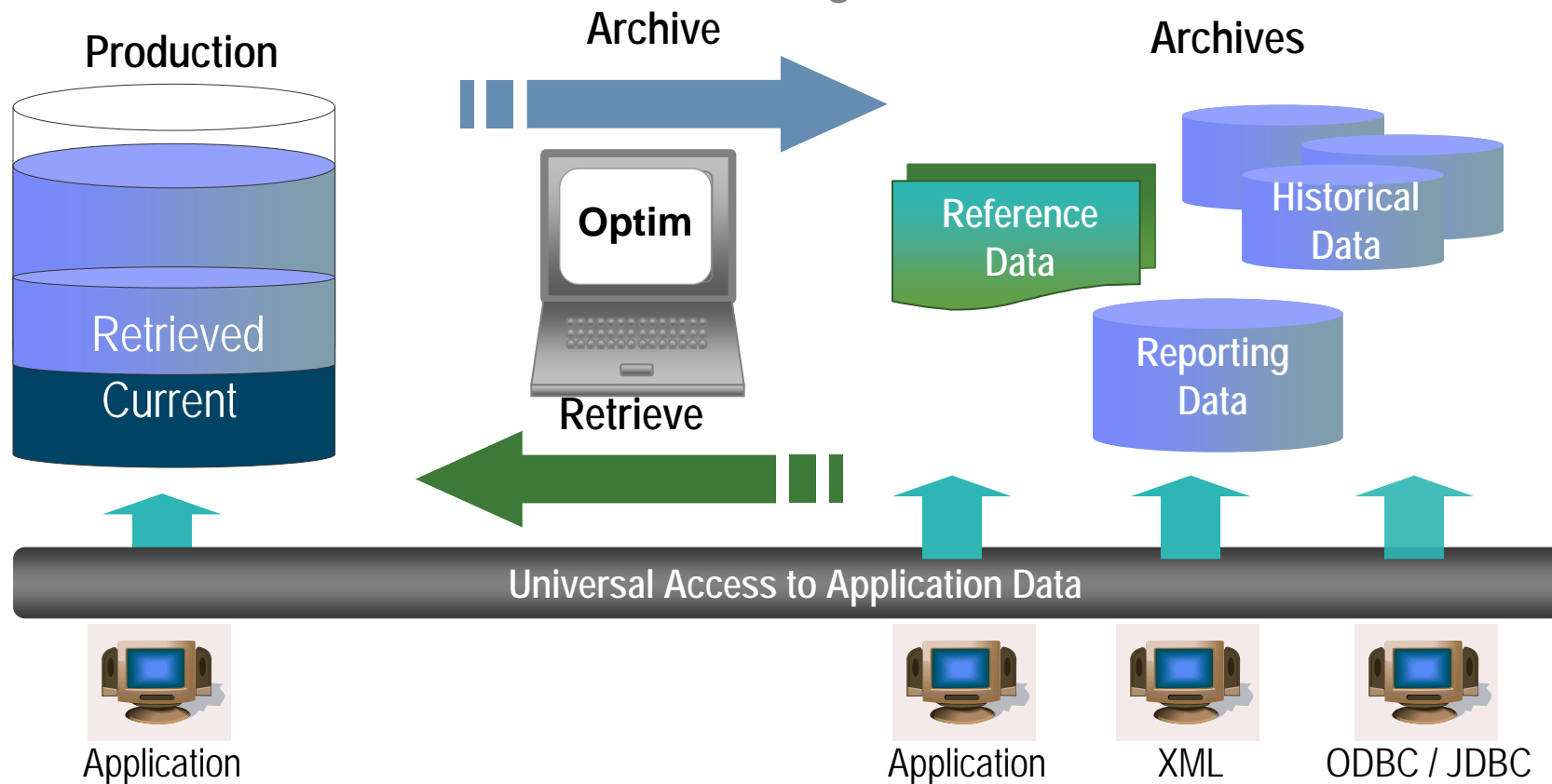
EDM Solves Enterprise Challenges

- **Data Growth**
- **Upgrades & Migrations**
- **Application Retirement**
- **Test Data Management**
- **Data Privacy**
- **Retention & Discovery**



Enterprise Challenge: Data Growth

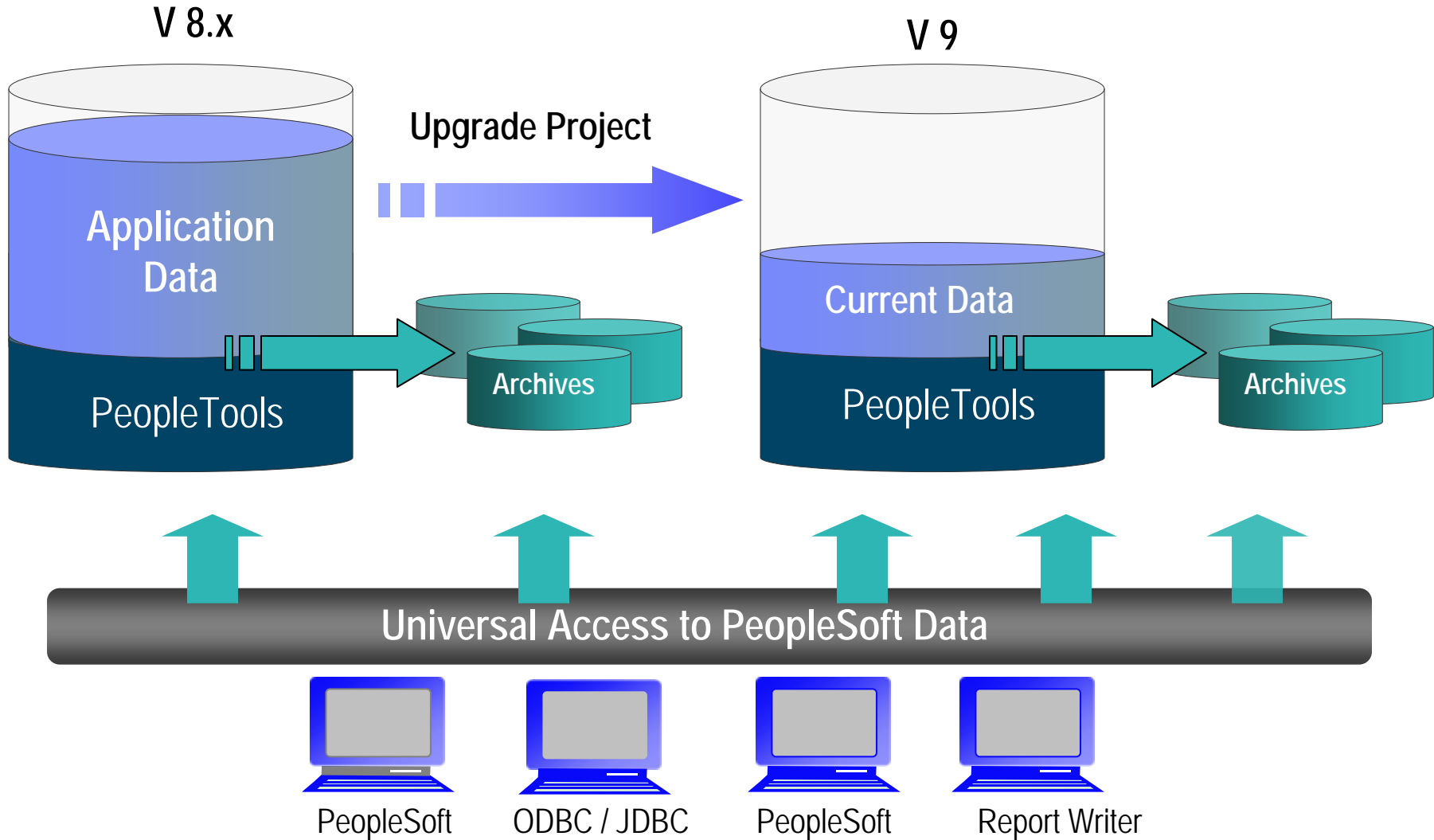
Optim™ Data Growth Solution: Archiving



- **Complete Business Object provides historical reference snapshot of business activity**
- **Storage device independence enables ILM**
- **Immutable file format enables data retention compliance**

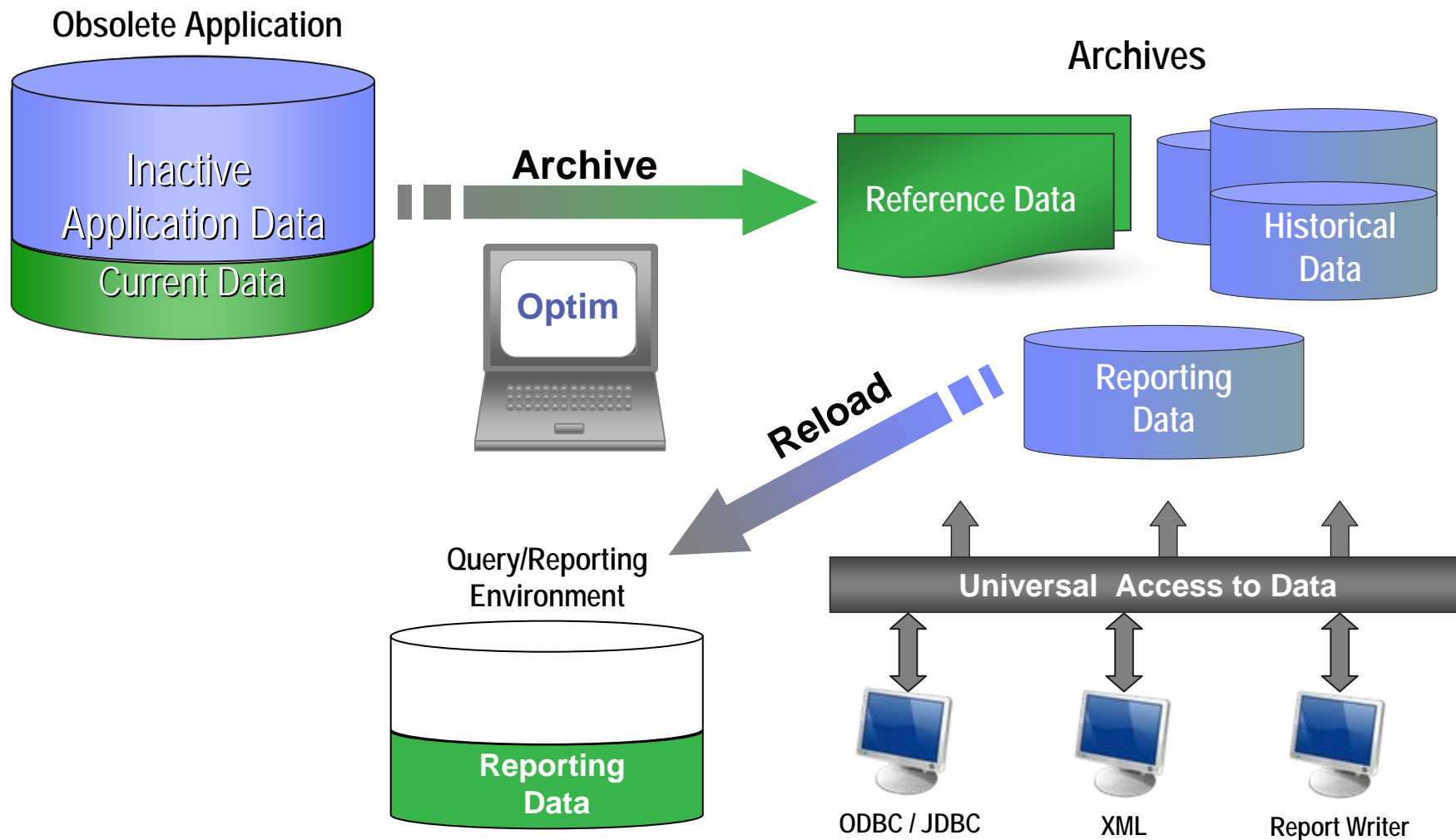
Enterprise Challenge: Application Upgrades

Optim Streamlines Application Upgrades



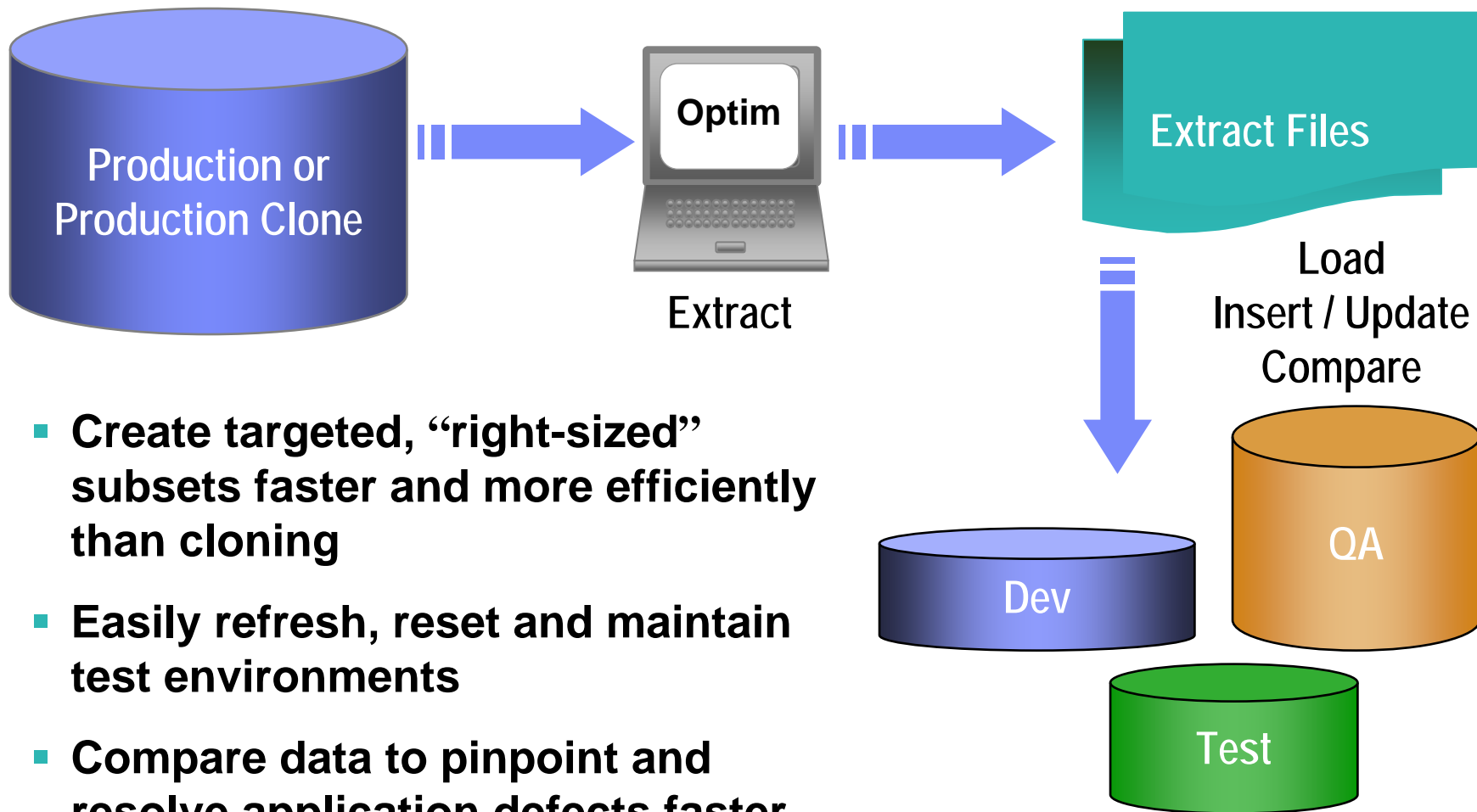
Enterprise Challenge: Application Retirement

Optim Supports Application Retirement Strategies



Enterprise Challenge: Test Data Management

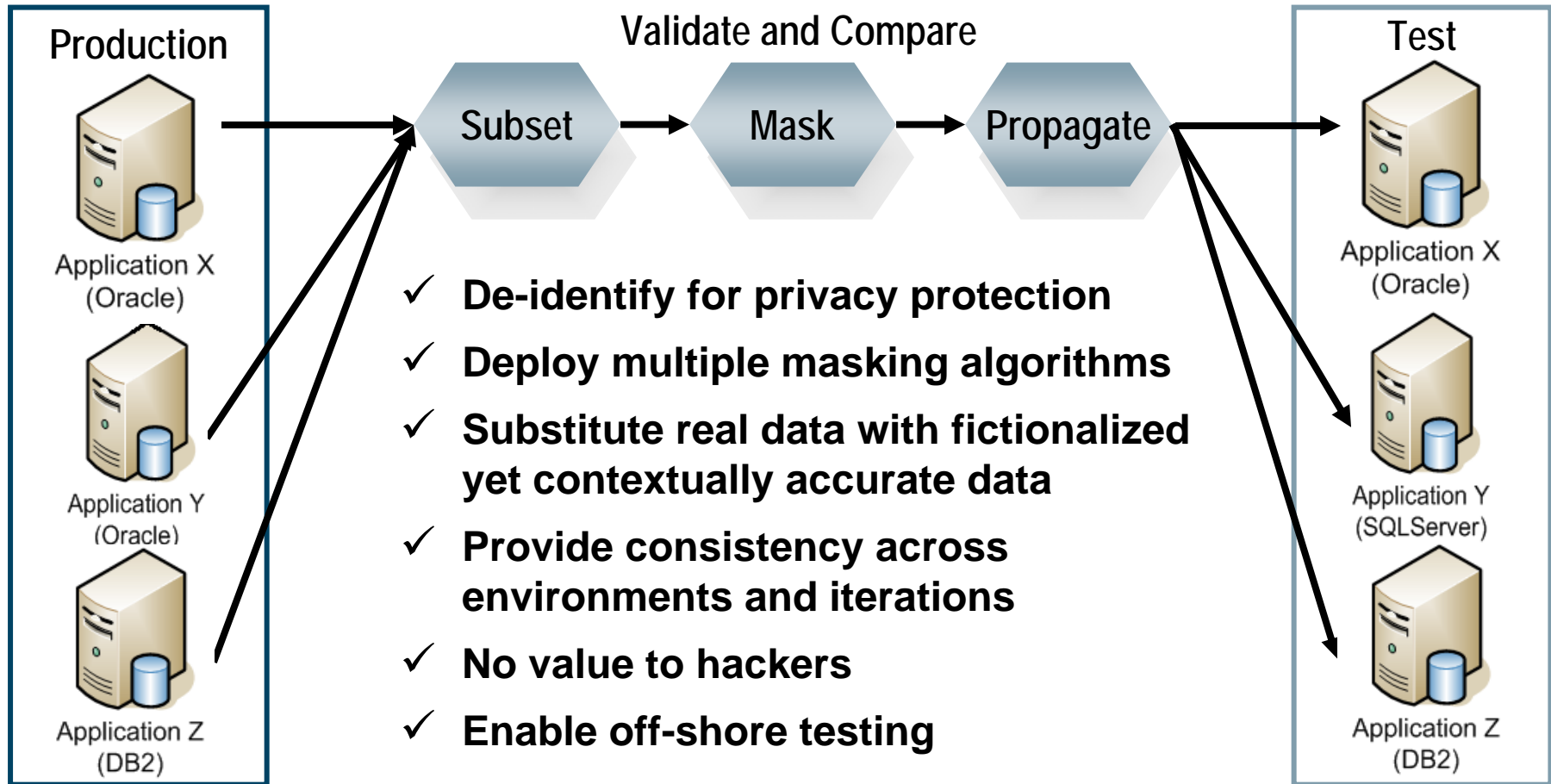
Optim Test Data Management Solution



- **Create targeted, “right-sized” subsets faster and more efficiently than cloning**
- **Easily refresh, reset and maintain test environments**
- **Compare data to pinpoint and resolve application defects faster**
- **Accelerate release schedule**

Enterprise Challenge: Data Privacy

Optim Data Privacy Solution



Contextual, Application-Aware, Persistent Data Masking

Our Enterprise Clients include...

CORNING

TOSHIBA



HONDA
The Power of Dreams



City of Boston

ART IN MOTION



VOLT

Limited brands



Chiquita!



Optim™ Delivers Business Value

“ *Our backup times are 20% faster...*
MidAmerican Energy

“ *Optim has already yielded the returns we were looking for, and we have just touched the tip of the iceberg...*
Discovery –
 Saving up to \$720k/year in storage deferrals

“ *We can easily comply with data privacy regulations without incurring additional costs...*
RCI Banque

“ *We will never again lose sleep over a major PeopleSoft upgrade, thanks to Optim...*
Volt –
 Cut upgrade window by 20%

“ *The bottom line is that Optim's archiving capabilities will help us exceed our SLAs...*
Chiquita

Advo –
 Saved \$1 million by leveraging Optim to retire legacy applications



IBM Optim Benefits Summary

- **Archiving controls data growth**
 - Improve application performance, meet SLAs
 - Control storage costs
 - Reduce maintenance burden
 - Streamline upgrades, safely retire legacy applications
 - Enable prompt, accurate response to audit & discovery requests
- **Test data management speeds delivery of mission-critical functions**
 - Speed iterative testing cycles while improving quality
 - Accelerate revenue generation
- **Data masking capabilities protect privacy**
 - De-identify confidential information
 - Create a safe sandbox for testing
 - Support compliance initiatives

