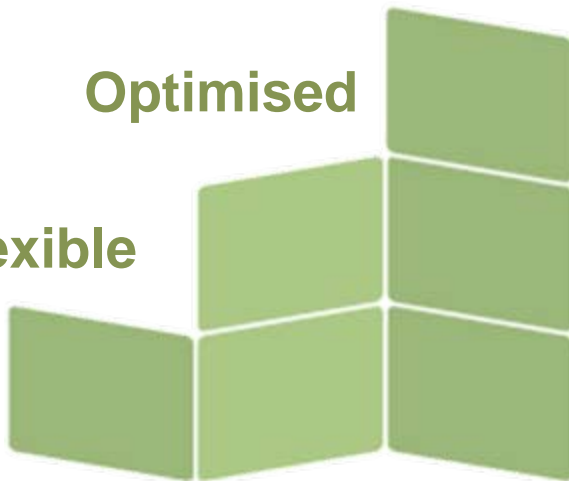




Optimised

Flexible

Simple



## InfoSphere Warehousing 9.5

Phil Downey

InfoSphere Warehouse Technical Marketing



### DATA MANAGEMENT

*DATA SERVERS, DATA WAREHOUSE  
AND DATA ARCHIVING (PRINCETON)*



### ENTERPRISE CONTENT MANAGEMENT

*INCLUDING FILENET PRODUCT PORTFOLIO*



### INFORMATION INTEGRATION & MASTER DATA MANAGEMENT

*PREVIOUSLY KNOWN AS ASCENTIAL,  
DWL, SRD & TRIGO.*



### BUSINESS INTELLIGENCE & PERFORMANCE MANAGEMENT

*COGNOS*

# Information On Demand

## End-to-End Capabilities



### IBM Offerings

Industry Models, Blueprints & Frameworks

IBM Cognos TM1  
IBM Cognos 8 Planning  
IBM Cognos 8 BI

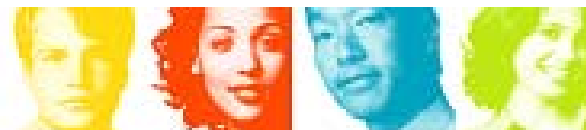
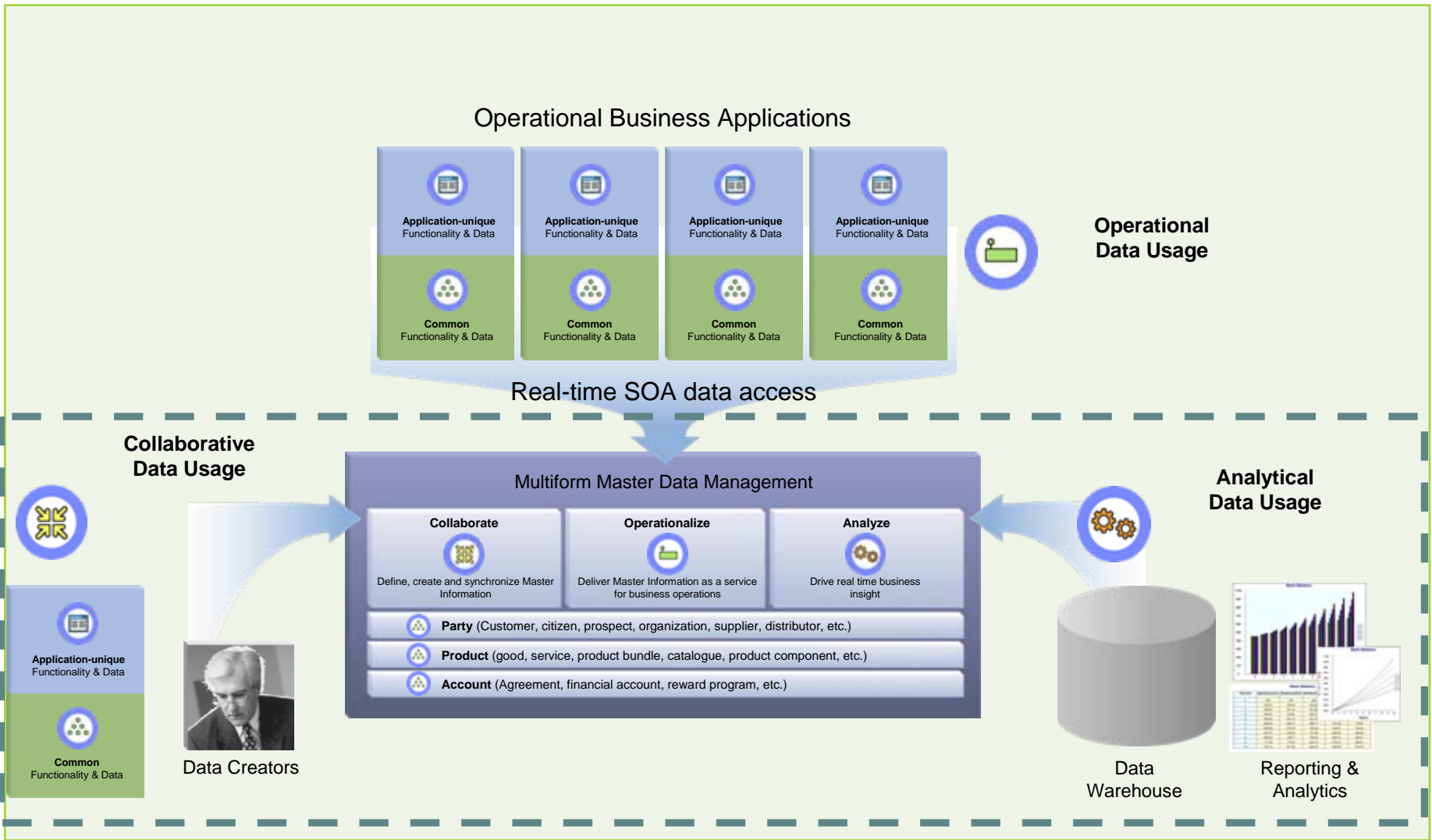
IBM InfoSphere Warehouse  
IBM InfoSphere MDM Server  
IBM Information Server

DB2, IMS, Informix  
IBM Content Manager,  
IBM FileNet



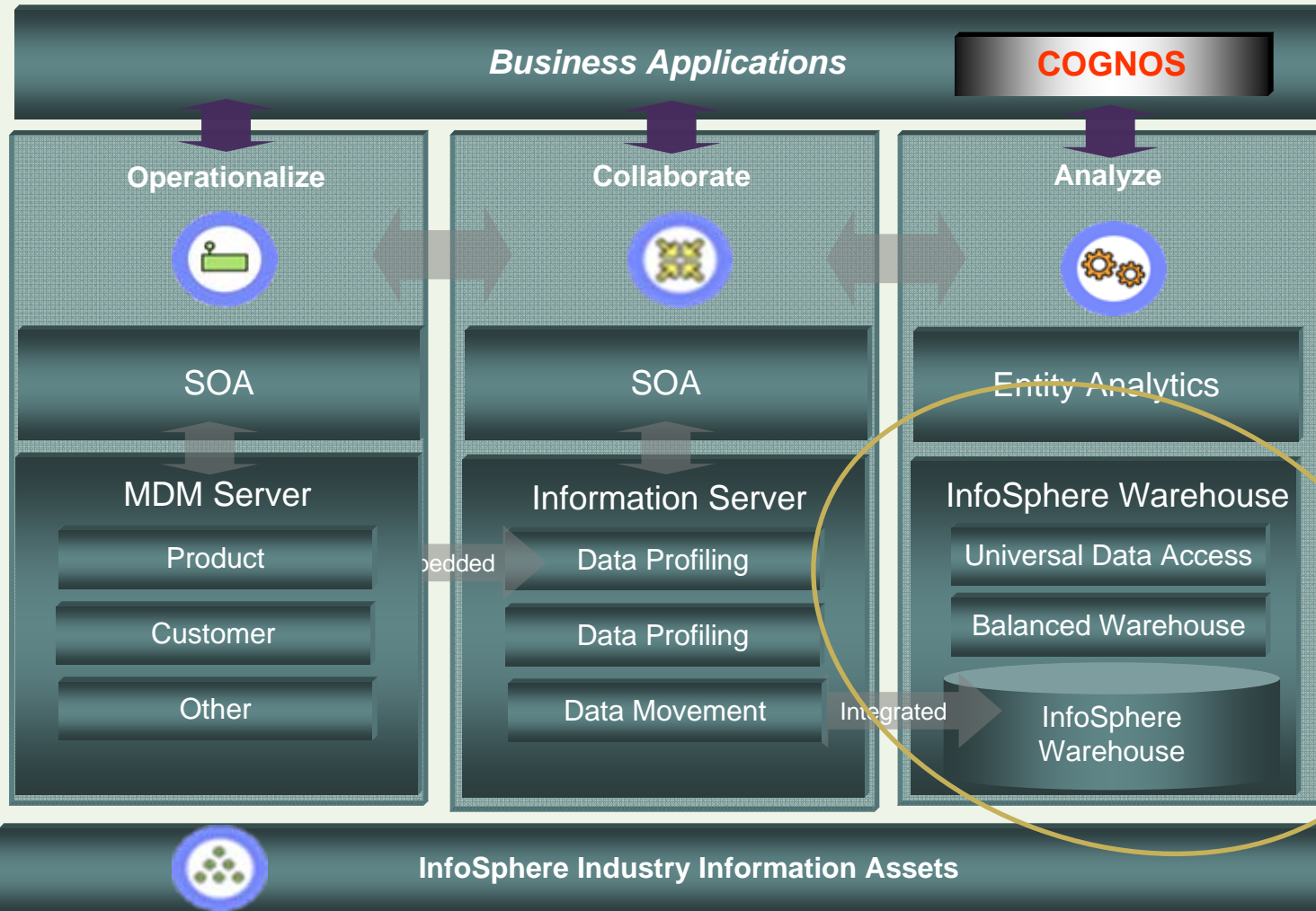
# Understanding the Role of InfoSphere in an Organisation

*Unlocking the potential for integrating business information*



# InfoSphere : Complete Information Integration & Analysis Solution

*Helping you integrate information Smarter and Faster*



# No Copy Analytics Bridging the Operational Insight Divide

The No Copy approach to delivering business analytics has many benefits

- *Enabling real-time Analytics*
- *Increasing Flexibility*
- *Reducing the Development and Management Effort*
- *Flexibility to add and change Analytical Applications cost effectively*

This Approach has had Outstanding Business Results

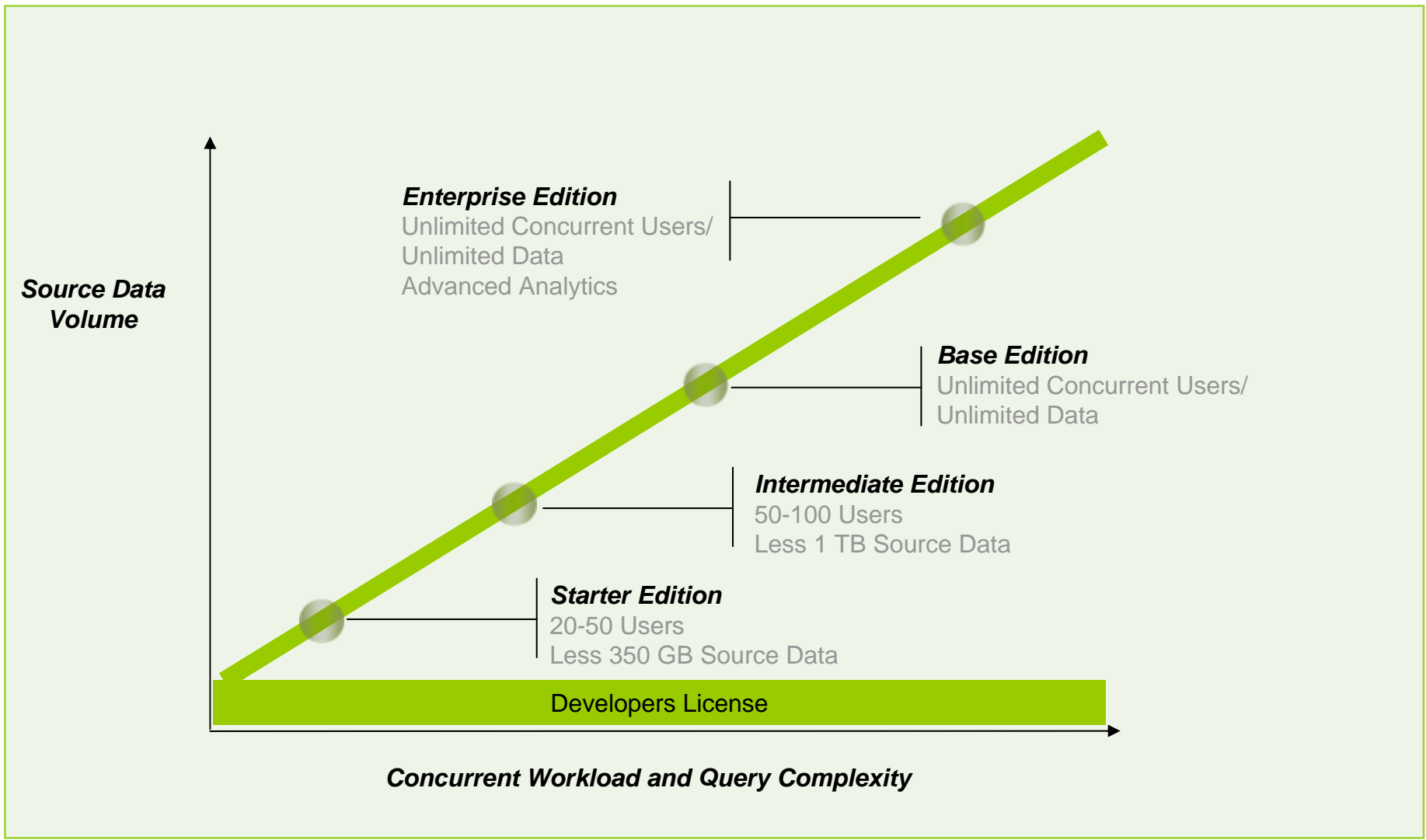
- *Improved Customer Service*
- *Fraud Detection*
- *Customer Churn Prediction*
- *Event Based Decision Support*

**Overall Greater Return On Investment  
and Lower Cost of Ownership !**



# InfoSphere Warehouse

Growing with your business Needs



# Shortening the Time to Value

*Lowering the cost of implementation and management*

- The InfoSphere Balanced Warehouse is a pre-built, pre-packaged Warehouse Offering

- **Reduces Risk**

- Standard Pre-tested Configuration
- Ongoing Supported Package
- Predictable performance

- **Reduces your Time to Value**

- Create Table Ready
- Faster to Deploy
- Built for Performance
- Easy to Integrate into any environment

- **Reduces Warehouse Cost of Ownership**

- Automated Management
- Single Product Support
- System Built for Performance

- **Configured for your Business Requirements**

- Can be ordered in a configuration to meet Business requirements
- Modularly expandable
- Available in different sizes

## InfoSphere Balanced Warehouse



*The difference between receiving a ready to go system versus one that needs to be fully or partially built on arrival can be dramatic in terms of time to value and project risk. That is why the InfoSphere Balanced Warehouse offering is the best choice for your business.*



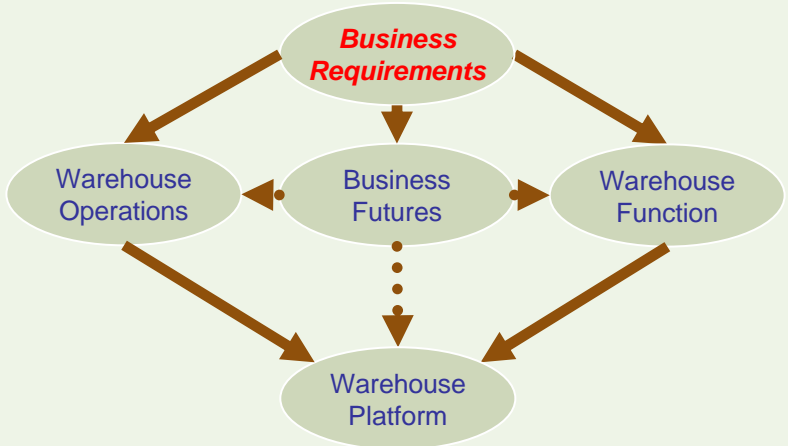


# InfoSphere Balanced Warehouse

*A fast track to warehousing*

## IBM modules

Preconfigured, pretested allocation of software, storage and hardware to support a specified combination of function and scale



Simple



Flexible

Optimized



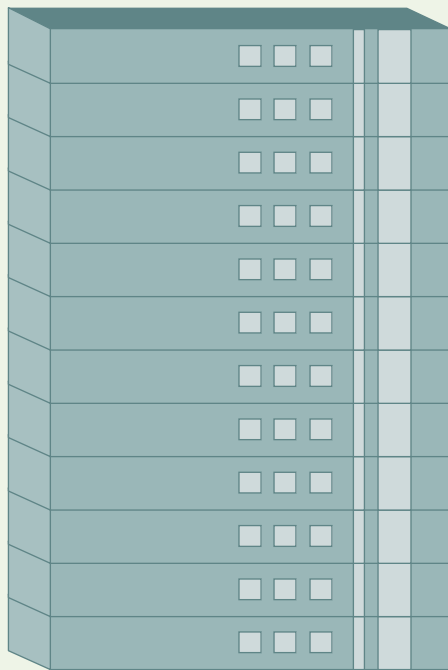


# InfoSphere Balanced Warehouse

*Better than an appliance*



## Balanced Warehouse



### Simplicity

- Predefined configurations for reduced complexity
- One number to contact for complete solution support

### Flexibility for growth

- Add modules to address increasing demands
- Multiple on-ramps for different needs
- Reliable, nonproprietary hardware for reusability

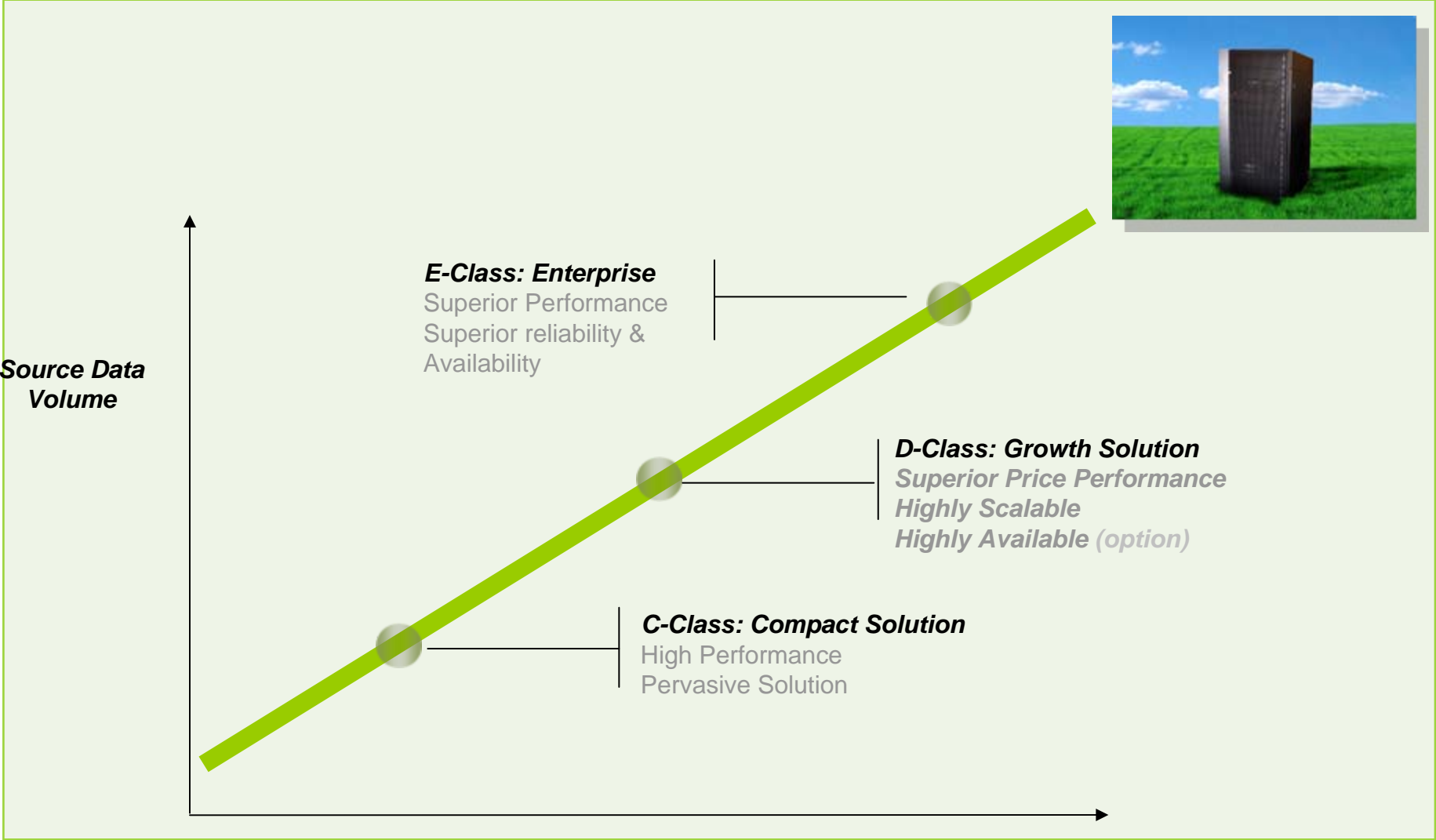
### Optimized performance

- Preconfigured and certified for guaranteed performance
- Based on best practices for reduced risk

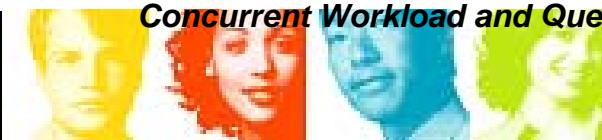


# InfoSphere Balanced Warehouse

Shortening the Time to Value

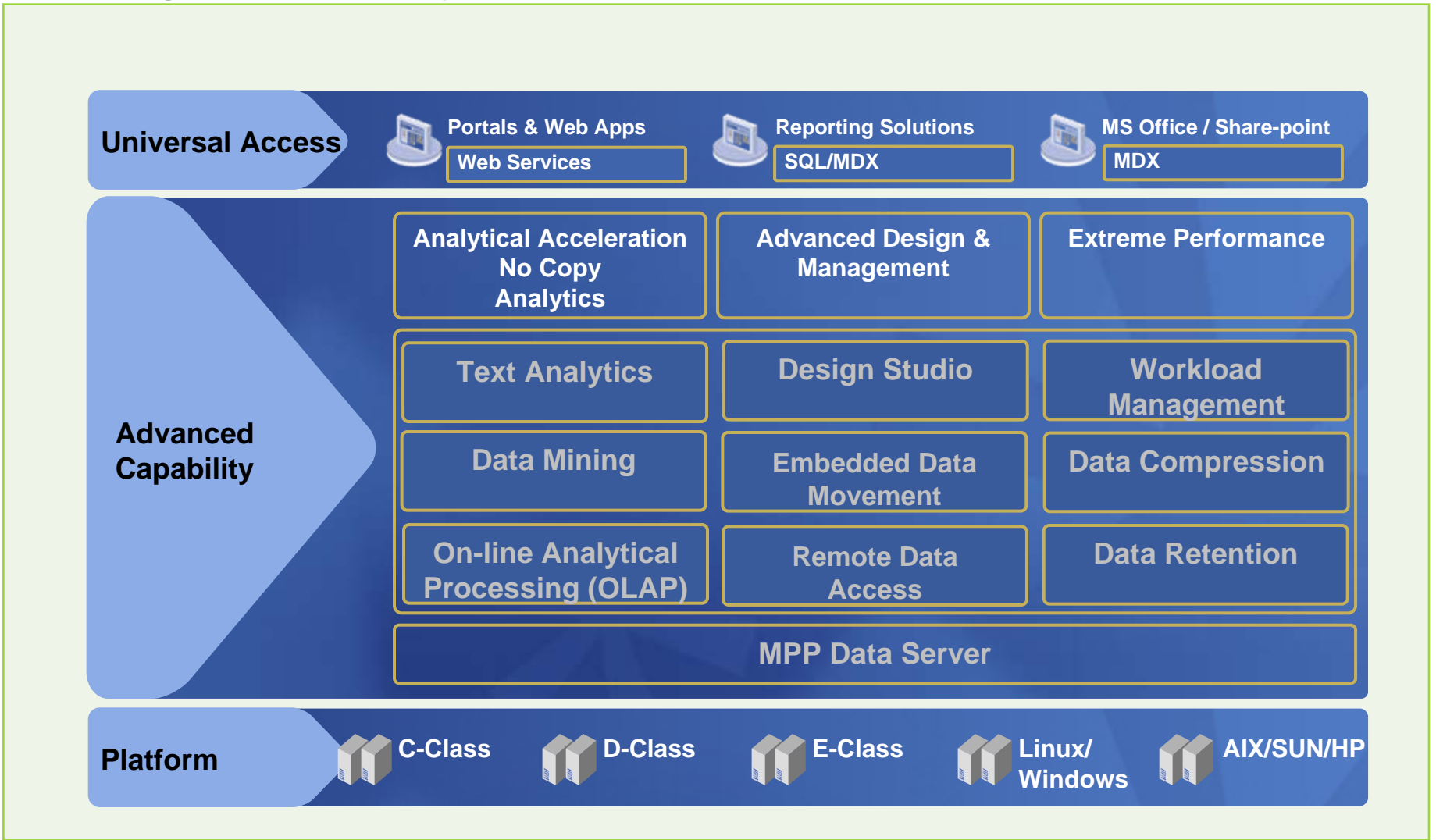


Concurrent Workload and Query Complexity



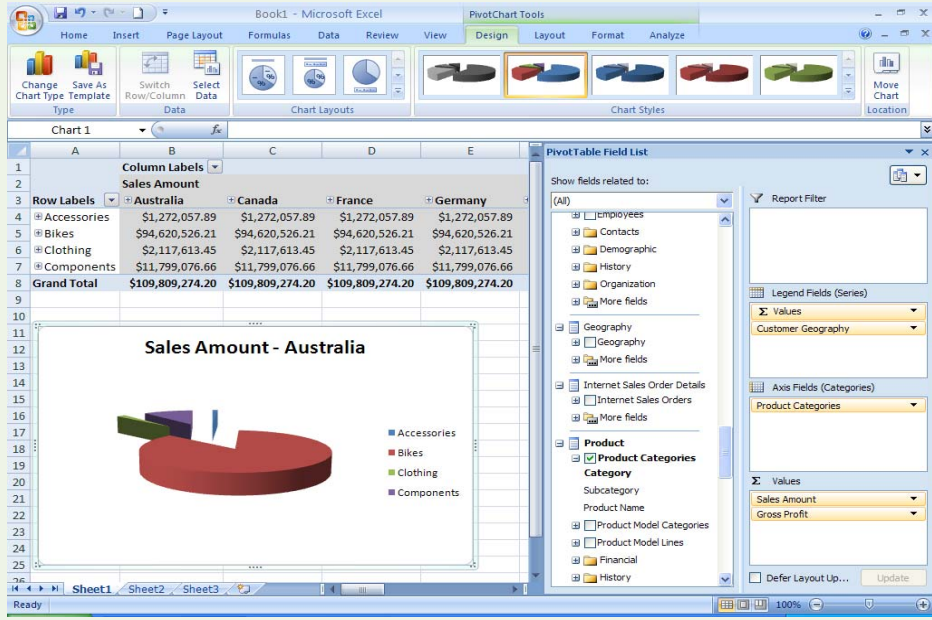
# InfoSphere Warehouse

Supporting Advanced Analytics



# The Power of No Copy Analytics & Universal Access to Data

The power of No copy analytics enables you to build No Copy of your information and use it for many different purposes through many different tools while not compromising on performance.



InfoSphere Warehouses Universal Data Access capability enables your organisation to deliver information to users how they want it when they want it, with support for products from MS Excel, Cognos, Business Object through to Web Services.



# InfoSphere Text Analytics

*Increasing the Insight into your Applications Information*

Many Applications today capture vital Product, Customer, Contract Claims information in their applications but are unable to harness it to drive insight.

InfoSphere Warehouse Text Analytics can make this happen enabling you to derive new attributes and Dimensionality from your information for further OLAP and Data Mining Analysis

## Benefits

- *Enables your Application to target specific information hidden within text*
- *Provides you with a competitive edge by driving further business insight*
- *Drives a greater ROI for your Application*

## **Business Value examples**

- *Better Product categorization*
- *Early warning on Customer attrition*
- *Fraud Detection*
- *Product Defect Analysis*
- *Better customer profiling*



# InfoSphere Warehouse Data Mining

*Unlocking Associations and Behaviors trapped in your application*

InfoSphere Data Mining embed real time data mining into your warehouse, accessible from any application supporting SQL or ODBO.

▪ **Benefits**

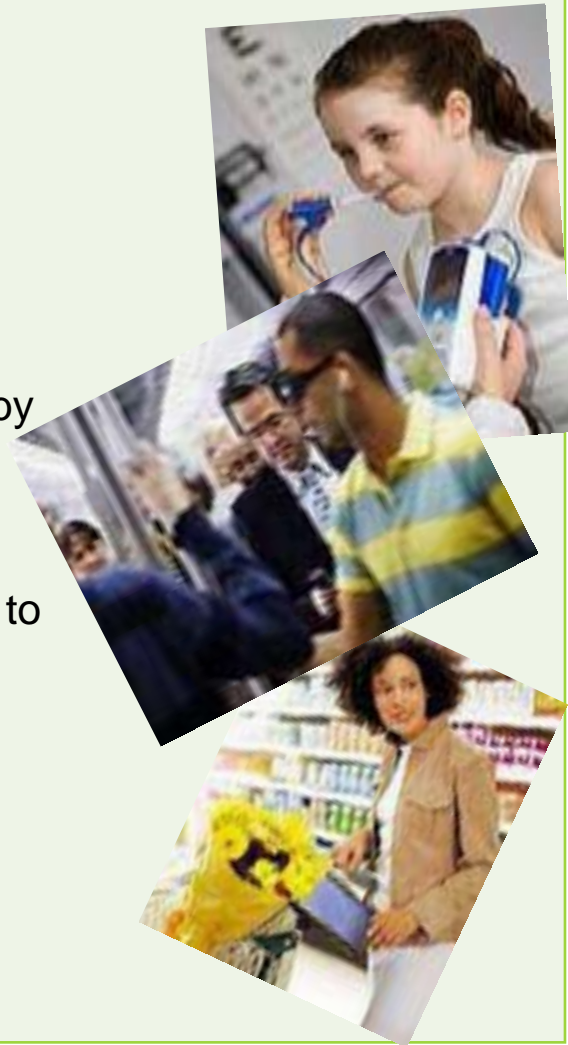
– InfoSphere Warehouse can help you unlock information on customer and product associations and behaviors captured by your application

▪ **Business Value**

– Combined with Text Analytics it provides you with the power to build deep insight that could be critical to to your customers business

– Examples

- *Market Basket Analysis*
- *Customer Behavior*
- *Click Stream Analysis*
- *Disease and treatment analysis*
- *Customer / Claim profiles*



# InfoSphere Design Studio and Admin Console

*Building, Packaging and Supporting your Analytics solution*

**A Complete End to End Solution  
For Warehouse Application Life Cycle Management**



**Application Developer**

**Database Developer**

- Develop**
- Coding
  - Debugging
  - Teaming
  - Testing
  - Integrating

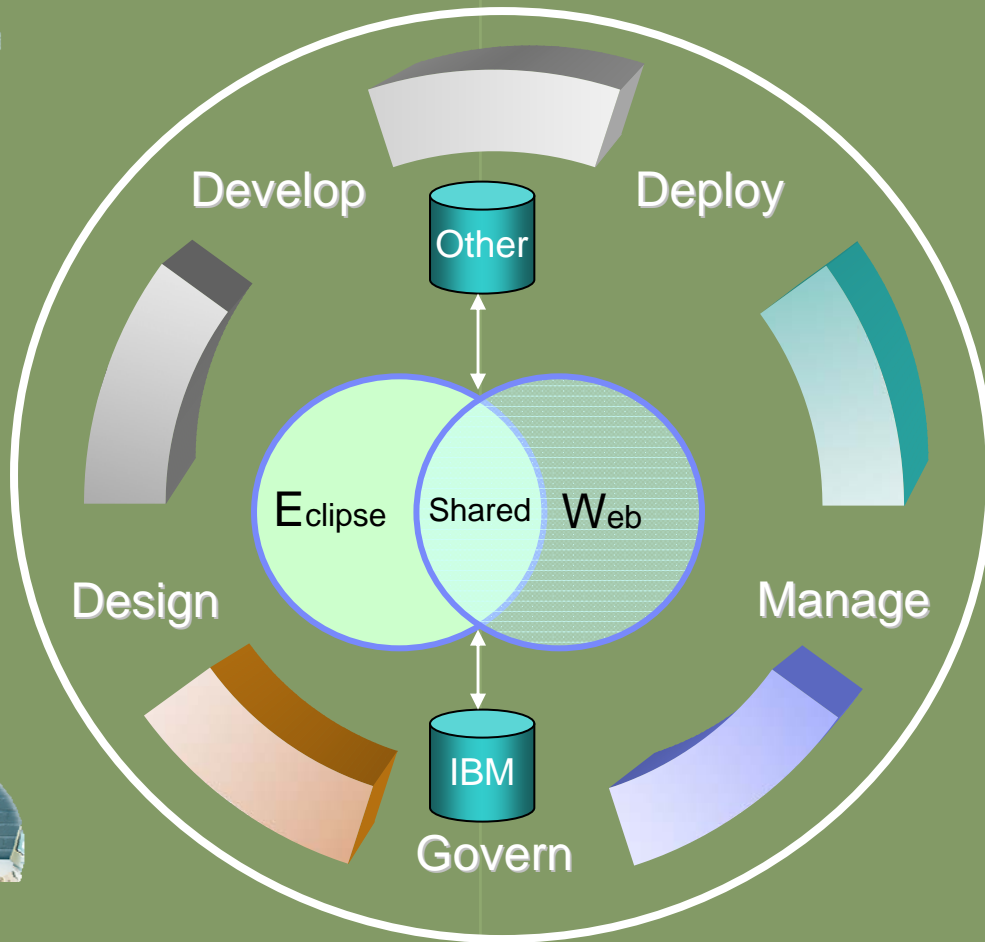
- Design**
- Data Modeling
  - OLAP
  - ELT Modeling
  - Data Mining



**Business Analyst**



**BI Architect**



**Database Administrator**

- Manage**
- Packaging/versioning
  - Application Merging
  - Change Management
  -

- Govern**
- Compliance
  - Standard enforcement
  - Auditing
  - logging



**Application Administrator**

# Embedded Data Movement and Transformation

*Enhanced SQL Warehousing Tool (SQW)*

InfoSphere provides ELT Data Movement and Transformation capabilities based on the DB2 9.5 engine. Transformations and Data Movement jobs are developed in a fully integrated graphical interface within the InfoSphere Design studio.

## Benefits

### Easy to Use & Package

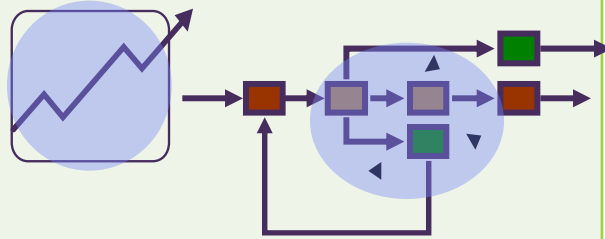
- *Graphically build complex transformations within DB2*
- *Advanced Workflow Control and Scheduling*
- *Build your Warehouse Source to Target as one Application*

### Integration

- *Automate Text Analytics & Data Mining workloads*
- *Ability to Natively source data from Non DB2 RDBMS*
- *Scale up and integrate with Information Server /DataStage*

### Compliance

- Ability to add version management
- Job Monitoring



# IBM InfoSphere™ Warehouse Storage Optimization

*Completing the Information Lifecycle Puzzle*

- **Storage Optimization**
  - Increase warehouse capacity
- **Workload Management**
  - Optimizes workloads and priorities
- **Performance Management**
  - Identifies usage patterns and trends
- **Data Retention-**
  - Implements data retention policies based on usage patterns and data governance



# Example: SunTrust Bank optimizes DB2 investment and saves millions

## Challenge

- Extract new value from existing database and storage investments
- Increase productivity of database administrators
- Simplify risk and compliance management

## Key to success

- IBM DB2 9 automation features such as deep compression
- Label-based access control

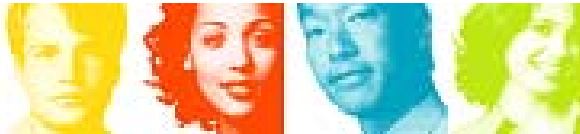


## Results

- Reduced storage requirements by increasing compression rate to 83 percent
- Improved performance, yielding faster query responses
- Better protected data and improved security

“Our projected cost savings are more than US\$2 million initially with ongoing savings of US\$500,000 per year.”

—Michael Henson, DB2 Unix Team Lead,  
Database Delivery Services, SunTrust Bank, Inc.



# IBM Data Server: Powering InfoSphere Warehouse

*Powering the Warehouse*



## InfoSphere Warehouse 9.5

- Autonomic /Self Managing
  - Low cost of management
- Linear Scalability
  - 2gb to 100's TB's
- Multi-Platform Support
  - Linux/Windows/AIX/SUN/HP
- High Performance
  - Less time tuning more time analyzing



## InfoSphere Warehouse Performance Optimization

- Data Partitioning
  - Partitioning for scaling and performance
- Deep Data Compression
  - Save up to 80% on storage and reducing processing requirements
- Workload Management
  - Dynamic workload management for mixed workloads and User prioritization
- Data Retention
  - Enables you to manage growth without breaking the bank



# New Software Offering with InfoSphere Warehouse



## Data Warehousing

- Business Intelligence pre-integrated with the data warehouse for easier deployment, reduced TCO and faster query times
- Cognos 8 BI Starter Kit included with Warehouse
  - 5 user licenses for reporting & dashboarding
- InfoSphere Warehouse included with Cognos 8 BI
  - Non-production license



*End-to-end Capabilities  
Easier Deployment  
Lower TCO*



# InfoSphere Warehousing: the Platform For your Business

- InfoSphere Warehousing provides a complete Package for addressing your Warehousing requirements
  - Whether you require and small reporting solution of a Enterprise Warehouse
  - Solutions that can growth with your business needs
- InfoSphere Warehouse delivers outstanding Return on Investment
  - Fast Time to Value with the Balanced warehouse
  - Low Cost of Management
  - Ease of Deployment
- InfoSphere Warehouse No Copy Analytics
  - Sophisticated Business Analytics
  - Speed of thought access to Information
  - Right-time Business Information

