



IBM Software Group

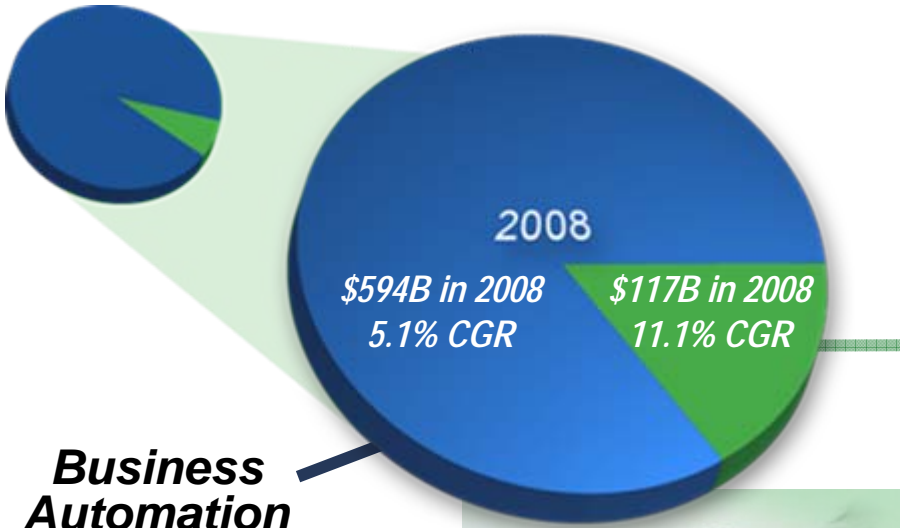


Unlocking the Business Value of Information for Competitive Advantage



New Initiatives Increasingly Focused on Optimization

Organizations Striving for Competitive Advantage



*Business Optimization Growth
2X Faster
than Business Automation*

Business Optimization

Business Automation

Competitive Advantage

Information Agenda

Application Agenda



Financial Risk Insight

Dynamic Demand Planning

Customer Profitability

ERP & Financials

Supply Chain Management

Call Center Applications



Faster Processing, Reduced Costs

Using realtime metrics to improve performance at The Port of Brisbane.



*2000 Ships per year,
25m tonnes of Cargo
Reports compiled in Excel and
distributed manually*

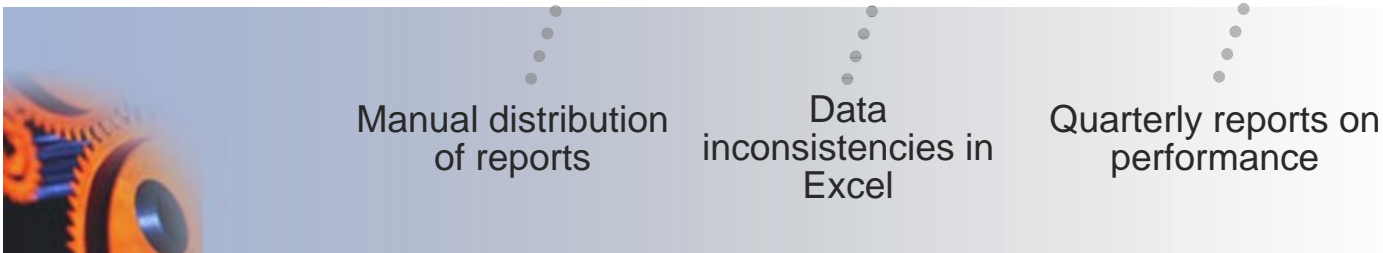
Users were surprised at *how fast* metrics are provided and *how deeply* the solution drills down into corporate data

Business Goal: facilitate trade growth through the commercial management of an efficient and customer-focused port.

Realtime Metric Delivery
Information Agenda



Business Automation
Application Agenda



Companies Focused on an Information Agenda

Integrated View of Customer Information



Accelerate delivery of new applications and get quicker value from acquisitions

Accurate People Identification for Risk Management



Significantly increased accuracy of name matching improves security

Aggregated Patient Data for Analysis



Ability to identify research subjects in minutes instead of months

Consolidated Siloed Data for Single View



Automated and streamlined new product introduction

Simplified Product Data for Business Process Innovation



Dramatically improved supplier relationships by gaining control over disparate product information



Audience Question





Key Challenge is Unlocking the Value of Information



**Information
Silos**

**Volume
& Variety**

**Business
Velocity**

47% of users
**don't have
confidence**
in their information

59% of managers
**miss
information**
they should have used

42% of managers
**use wrong
information**
at least once a week



How Do You Unlock the Business Value of Information for Competitive Advantage?

Business Optimization



Automation





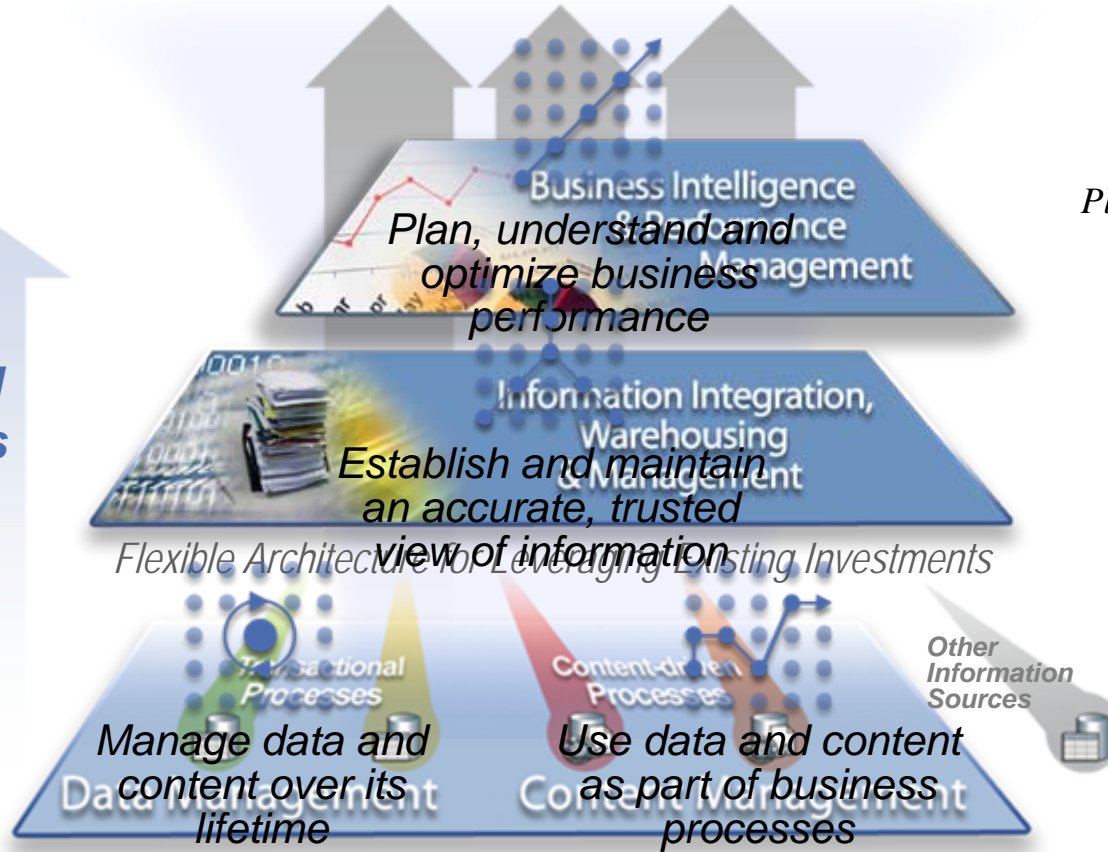
Information On Demand

Unlocking the Business Value of Information for Competitive Advantage

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

Better Business Outcomes

End-to-End Capabilities



Plan, understand and optimize business performance

Establish and maintain an accurate, trusted view of information

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



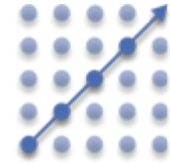
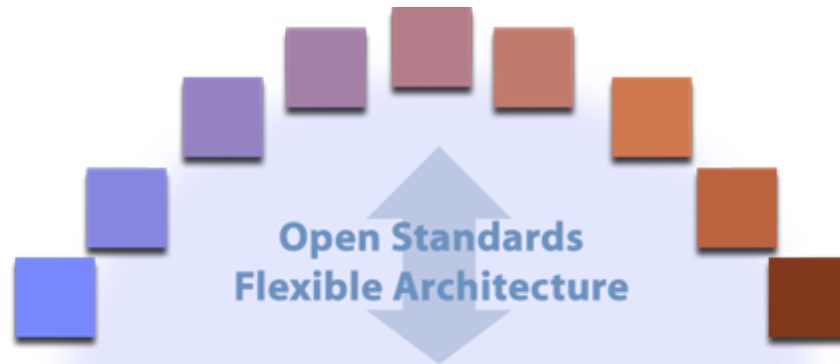
Information On Demand

Unlocking the Business Value of Information for Competitive Advantage



Establish and maintain an accurate, trusted view of information

People, Processes & Applications



Plan, understand and optimize business performance



Manage data and content over its lifetime



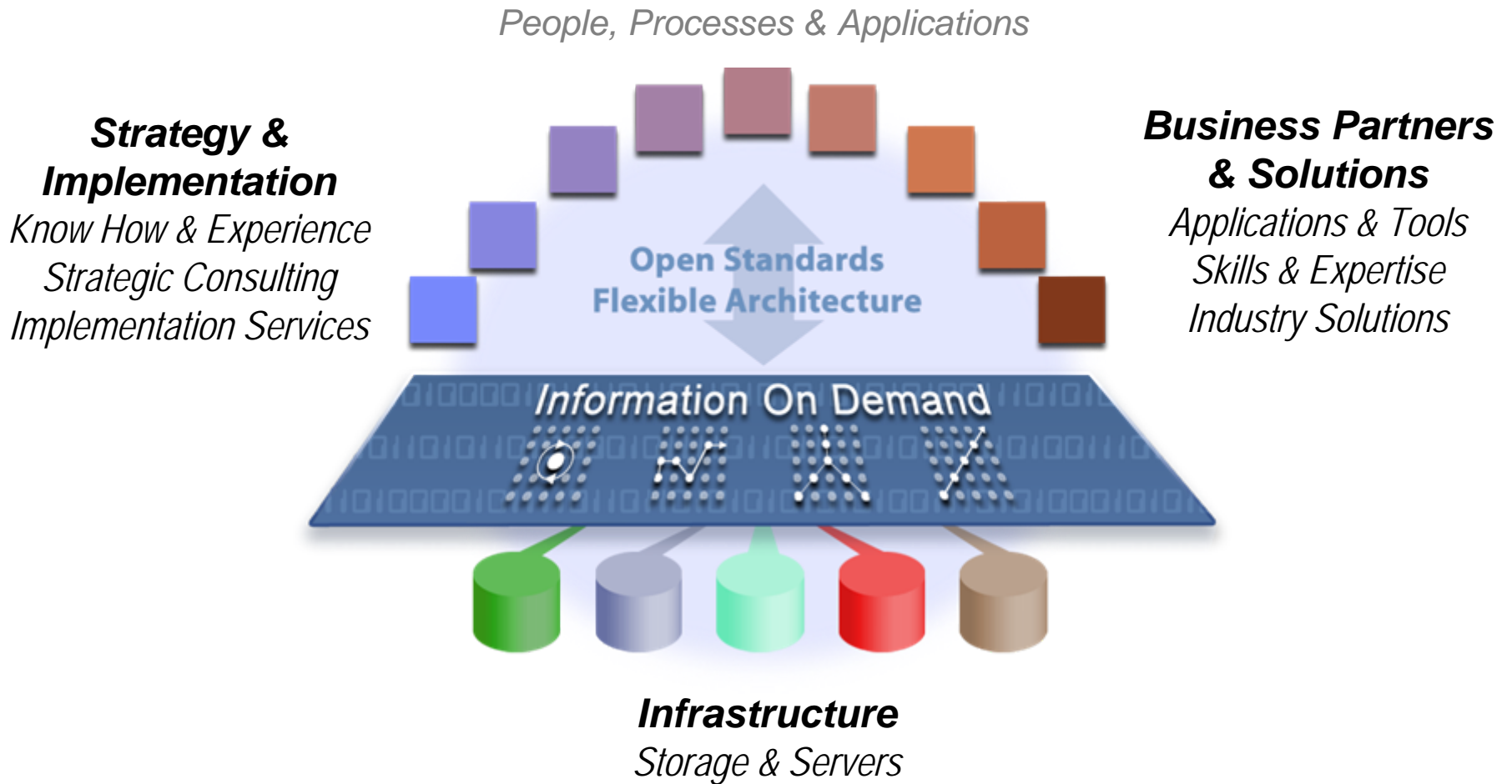
Use data and content as part of business processes





Information On Demand

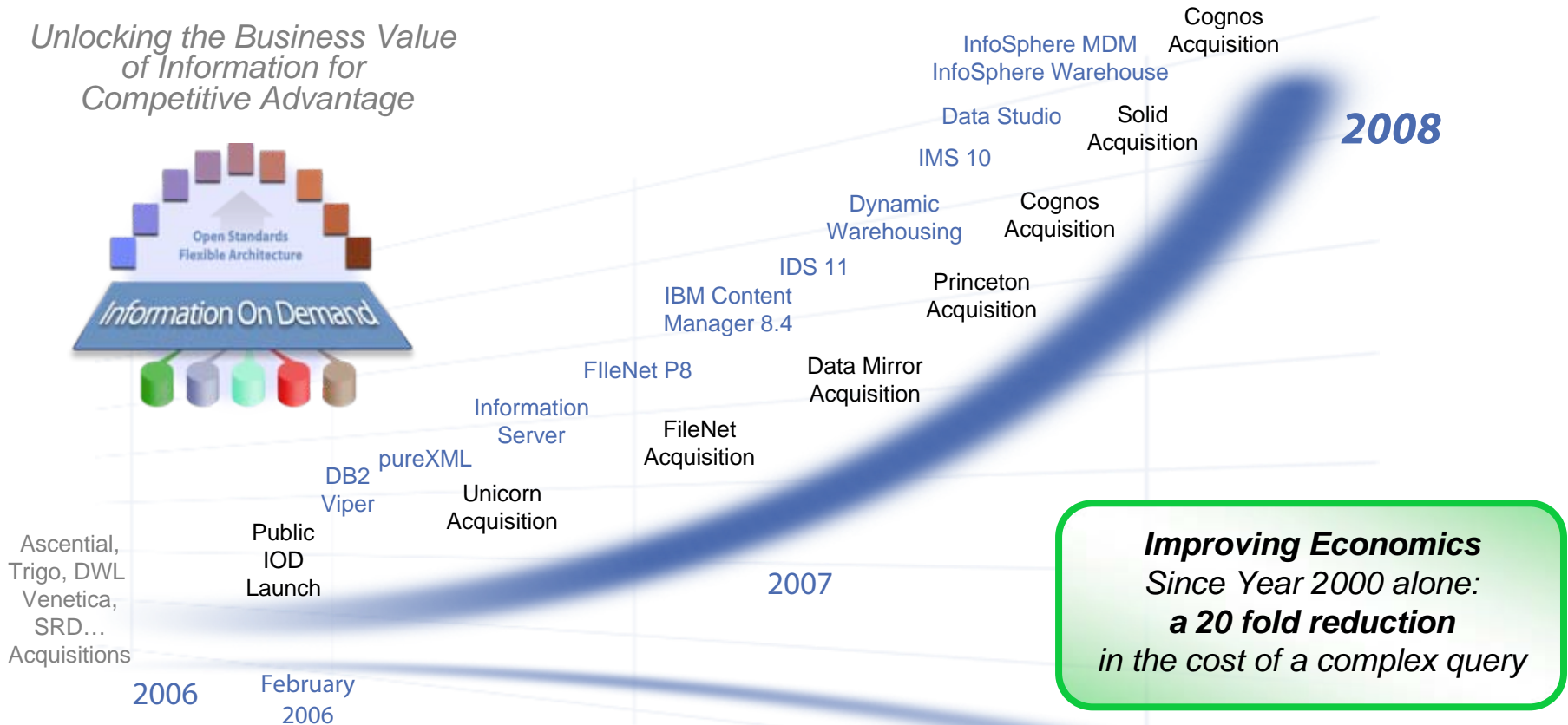
A Comprehensive Approach



The Information On Demand Journey

Investment, Innovation, New Offerings, Increased Customer Value

Unlocking the Business Value of Information for Competitive Advantage



Improving Economics
 Since Year 2000 alone:
a 20 fold reduction
 in the cost of a complex query



Enterprise Data Management

Lowering the cost and accelerating the use of enterprise data

People, Processes, Applications



DB2
Highly scalable, multi-purpose relational and XML data server with data compression and self-optimization for mixed OLTP and warehousing applications

IDS
Powerful and reliable relational OLTP data server with leading self-management and intra-application administration

IMS
Hierarchical database management for highest performance online transactional applications

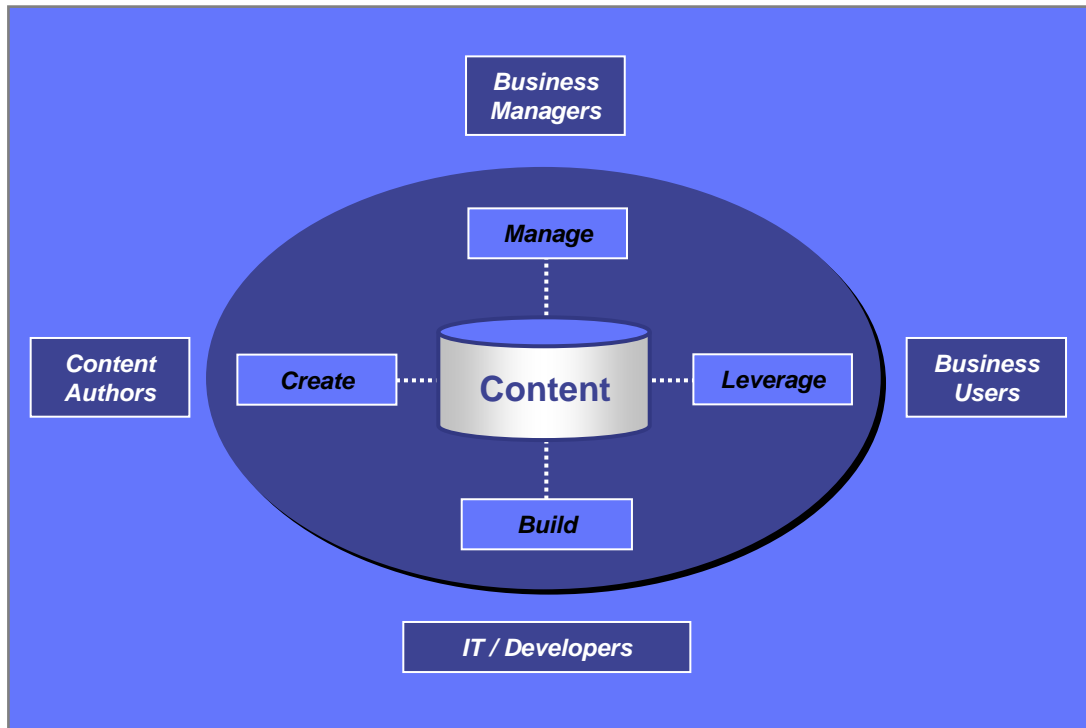
Data Studio
A single environment to manage the lifecycle of data from modeling and design through change management and sunsetting

Optim
Application-aware database archiving, test data management and data privacy protection solutions to maximize performance and improve efficiency



Enterprise Content Management

Helping companies make better decisions, faster



- Content**
Activate content with processes to add value and transform business
- Process**
Automate and optimize complex processes
- Compliance**
Keep unnecessary costs down while improving visibility and control of content
- Search & Discovery**
Build business insights from unstructured information
- Platform**
A unified content, process and compliance platform





Information Platform Solutions

Accelerating the delivery of trusted information

People, Processes, Applications



IBM Information Platform

Industry Models & Accelerators

IBM InfoSphere MDM Server

IBM Information Server



Industry Models & Accelerators
 Create new business value and innovation from information

IBM InfoSphere MDM Server
 Define and synchronize critical information for operations and business insight

IBM Information Server
 Deliver trusted information as a service

IBM InfoSphere Warehouse
 Integrated software package delivering all of the capabilities needed to cost effectively consolidate, manage, deliver and analyze your business information



Business Intelligence & Performance Management

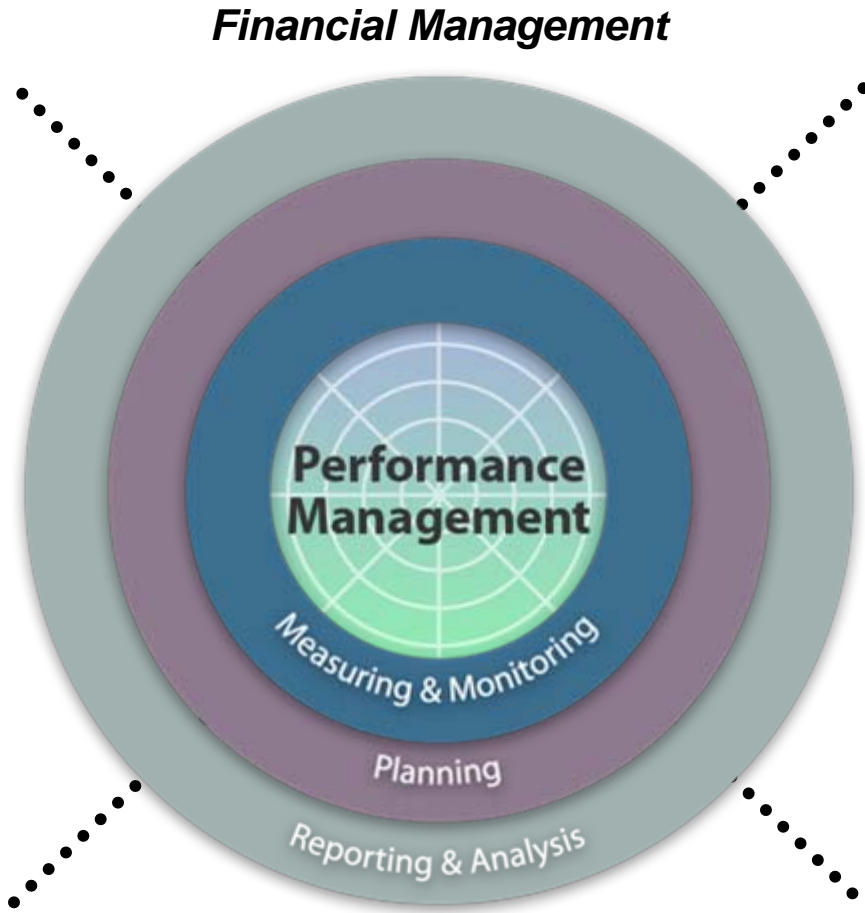
Resolve Issues and Plan for the Future

How are we doing?

Why?

What should we do?

Revenue



Asset Management

178.8	180.0	180.0	180.0	180.0
Act	94.5	100.0	100.0	76.7
Act	75.0	80.0	80.0	43.0
Admin	44,425	44,000	45,000	1.2
Exp %	1.2	1.2	1.2	1.2
Provision	74.3	75.1	80.6	13.8
Subsidies	13.9	13.9	13.9	2.9
Support (IC)	2.1	2.7	2.7	3.8
Support	2.9	2.8	2.8	8.4
Development	2.1	2.5	2.5	10.8
Marketing	7.4	11.5	11.5	2
Act Mgt	17.9	2.8	2.8	9
Finance & Admin (7/0)	2.8	98.5	98.5	
Corporate Office (P&G)	16.2	16.3	16.3	
Total Corporate Expenses	142.5	154.7	154.7	
Total Other	21.1	25.9	25.9	
Total Expenses	172.435	180.6	180.6	27.3

Expense

Plan is updated to adjust for risks of rising the price, please understand the impact to other expenses and profit





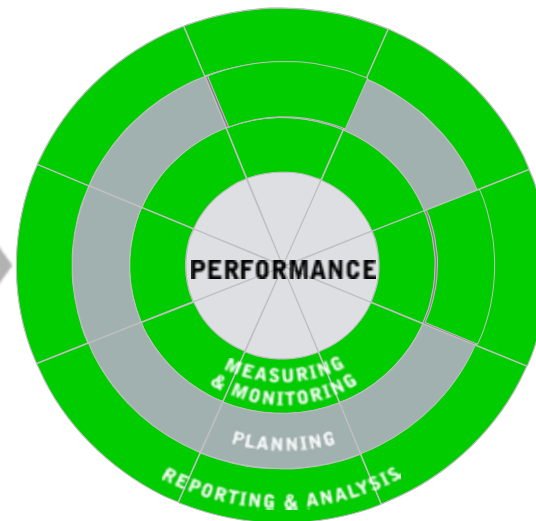
The Performance Management Journey

Customer Phases...Accelerated with Cognos

Departmental BI Applications



Enterprise BI Capabilities Independent Planning



Coordinated Decision Making



What Do Customers Need To Support their Performance Management Journey?



Industry Solutions Accelerate Time to Value

Industry Models, Blueprints, Frameworks & Solutions

FINANCIAL SERVICES

- Financial Risk Insight for Banking
- Risk-adjusted Profitability for Banking
- Branch Performance
- Retail Banking
- Customer Segment Performance
- Corporate Banking
- Customer Segment Performance
- No-touch Claims Processing and more...

RETAIL

- Retail Store Integration
- Retail Market Basket Analysis
- Store Operations Planning
- Store Development
- Promotion Planning
- Retail Financial Workbench
- Merchandising Performance Planning
- Multi-channel Marketing
- Merchandising Mangement and more...

INDUSTRIAL

- Sales & Operations Planning
- Trade Promotion Management
- Integrated Supply Chain
- Supply Chain Management
- Inventory Management
- Marketing, Sales & Service
- Product & Parts Management
- Dealer Collaboration and more...

- **6 Industry Models**
- **70+ Solutions**

HEALTH & LIFE SCIENCES

- Life Sciences Promotional Spend & Compliance
- Clinical Trials
- Sample Optimization
- Sales Quota Allocation
- Patient Safety
- Predictive Medicine
- Drug Discovery and more...

TELECOMMUNICATIONS

- Churn Management
- Revenue Assurance
- Sales & Marketing
- Customer Management for Service Providers
- Service Quality & Product Lifecycle
- Relationship Management & Segmentation
- Usage Profiling and more...

GOVERNMENT

- Municipal Scorecard
- Crime Information Warehouse
- Federal Civilian Budget Planning
- Defense Budget Planning
- Program Objective Memorandum
- Anti-Terrorism
- Intelligence Fusion
- Higher Ed Enrollment & Tuition Planning
- Education Performance Management and more...

FUNCTIONAL AREAS

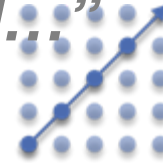
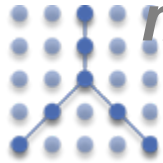
- Strategic Financial Planning
- Risk Analysis
- Sales Planning & Forecasting
- Sales Compensation Planning
- Expense Planning & Control
- Allocation Planning
- Workforce Planning
- Capital Expenditure Planning
- Initiative Planning and more...



Information On Demand from IBM

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“...there's no more extensive information management portfolio available, period...”



intelligent
enterprise

2008 Editor's Choice Awards
Intelligent Enterprise Magazine

Establish and maintain an accurate, trusted view of information

Plan, understand and optimize business processes

- **End-to-end capabilities**
- **Open standards, SOA**
- **Flexible architecture for heterogeneous environments**

- **Deep industry expertise**
- **Industry solutions**
- **Extensive partner network**

**Open Standards
Flexible Architecture**



Manage data and content over its lifetime

Use data and content as part of business processes

