DB2 Information Management is the Market Leader

IBM #1 In Database Market Share: Gartner*

Market Acceptance
425,000 + Customers, 60M Users
10,000+ Content Mgmt Customers
2,000+ Tools Customers
40,000 Applications, 16,000 Partners

Technology Leadership
Invented Relational Database
1500 Data Management Patents
25+ Industry Awards in 2003

Continuing Investment
$1B Annually

2003 Worldwide Database Revenues**

IBM
Oracle
Microsoft
Others

YTY Growth Continues
DB2 Family +15% YTY 2003 vs. 2002
+14% 1Q04 vs. 1Q03

*Source: Gartner Dataquest, May 2004 **Source: IBM estimates, 2003
IBM DB2 Runs on All Major Platforms
Early and Continued Support for Linux

- September 2004
  - Stinger: First 64-bit DB for Linux on POWER

- August 2003
  - DB2 UDB V8.1 – 1st commercial DB for AMD Opteron 32/64 bit
  - DB2 ICE

- May 2003
  - DB2 UDB V8.1 - first database for IA-64, iSeries, pSeries

- October 2003
  - DB2 Content Manager for Linux

- October 1999
  - 1st SAP benchmark on Linux
  - 4 yrs before Oracle

- June 2001
  - DB2 UDB 1st database to support Infiniband
  - DB2 Information Integrator GAs on Linux

- December 2000
  - DB2 UDB V7.1EEE – 1st clustered database on Linux
  - DB2 UDB for Linux on zLinux – 1st database on Linux for mainframe

- May 1999
  - Beta code for DB2 UDB V6.1 for Linux
  - Over 25,000 downloads in first 6 weeks

- July 1999
  - DB2 UDB V6.1 for Linux GA

Power of Integrated Information

Information Management…is more than a database

Information → Insight → Action

- Better Business

You need a robust information infrastructure
--Consistent, integrated, standard based, and open
--Information asset management and information services
On Demand Information Infrastructure

High Information Services Center
- Industry Specific Extensions
- Search & Access
- Analysis
- Content Control
- Information Integration

Information Assets Center
- Databases & Files
- Data Warehouses
- Content Repositories

Start with a Solid Database Foundation

Database Servers & Tools
- Transactional and historical data management
- Security, availability, performance, and scalability
- Tools for data management application development
- Autonomic capabilities to reduce cost

Database Servers & Tools
- DB2
- Informix
- IMS
What Database Servers Do

- Maintain consistent data despite concurrent updates
- Scale up for performance and workloads
- Continue operating correctly despite systems failures

```
select * from custable
where name = 'Smith'
```

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</table>

DB2 UDB V8.2 with 200+ Enhancements

“CitiStreet is thrilled…the new DB2 version will allow us to further the level of availability and scalability we make available to our clients…” CIO, CitiStreet

- **Low Deployment & Management Costs**
  - Autonomic Computing
  - 65% Reduction in Administration

- **Robust Infrastructure**
  - Performance, Scale, Availability, Security
  - Leading Benchmarks:
    - 8/16/32/64 Way TPC-C*
    - 100GB/300GB/10TB TPC-H*
    - SAP & PeopleSoft...

- **Programmer Productivity**
  - Java/J2EE/Eclipse Enhancements
  - SQL Extensions
  - Microsoft .NET Integration
  - 6.5 X Faster Designs using Design Advisor

- **Extending the Value of Information**
  - Replication Enhancements
  - Geodetic Extender
  - Autonomic Recovery
  - 3X Faster than Oracle

* As of 11/18/04; tpmC, TPC-H, TPC-C are registered trademarks of the Transaction Processing Council. For details see www.tpc.org
Enabling an Information Infrastructure

**Information Integration**
- Open standard based integration of structured information
- A single and complete view of all federated data
- Access all information with a single SQL statement, in real time
- Search capability for quick and easy access

**WebSphere Information Integrator**

**High Information Services Center**
- Industry Specific Extensions
- Search & Access
- Analysis
- Content Control
- Information Integration

**Information Assets Center**
- Databases & Files
- Data Warehouses
- Content Repositories

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**WebSphere Information Integrator Makes All Data Readily Available**

Data integration services

**Data sources**
- Customer Data
- Policies
- Claims Information
- Claims Payment

**Data users**

Query

One interface “one” source
WebSphere Information Integrator

Federated view of all your information
- Heterogeneous databases
- Legacy data stores
- Message queue, applications
- Web service, XML, & email
- IBM and ISV content stores
- Other information sources

Replication

Enterprise search

Event publishing

Developer productivity
- One standard interface
- “One” information source

Enabling an Information Infrastructure

Enterprise Content Management
- Digitize and manage unstructured information of all formats, from all sources
- Enrich applications with rich content
- Enhance customer service and responsiveness

DB2 Content Manager
**DB2 Content Manager Makes All Business Content Readily Available**

- Portal, eClient or Windows
- DB2 Content Manager
- WebSphere Application Server
- Content Manager API
- Resource Managers
- Library Server
- Stored Procedures
- DB2 / Oracle
- WebSphere Application Server

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**DB2 Content Manager**

- Extends information management to include unstructured formats
  - One interface, “one” source

- Integrate unstructured content into core business process
  - Eliminate paper based processes
  - Also for regulatory and policy compliance

- Comprehensive content capture, control, and management
  - Storage management, records management, collaboration, and portal

1. Capture and Create
   - Search
   - Storage
   - Integration
   - Workflow
   - Doc / Records Management

2. Store and Manage

3. Search, View And Manage
   - Secure Access
   - Personalized Delivery
   - Collaboration
Enabling an Information Infrastructure

Business Intelligence
- Analyze and share collected information
- Uncover insightful business knowledge
- Better business decision making, in real time

DB2 Data Warehouse Edition

High Information Services Center
- Industry Specific Extensions
- Search & Access
- Analysis
- Content Control
- Information Integration

Information Assets Center
- Databases & Files
- Data Warehouses
- Content Repositories

DB2 Data Warehouse Platform Makes Uncovering Business Intelligence Simple and Easy

Analyze and share collected information
Uncover insightful business knowledge
Better business decision making, in real time
Business Intelligence is Mission-Critical

“Yesterday”                      IBM On Demand

- Point in Time Business Intelligence  
  - Real-time Business Intelligence
- Batch Data Warehousing
  - Active Data Warehousing
- Separation of Warehouse and Transaction Systems
  - Consolidation of Warehouse and Transaction systems
- Self-contained Historical Data Warehouses
  - Information Integration with other data sources

Next Steps

I see the great benefit of IBM information management solutions. Now show me how it solves my business problems.

On Demand Insurance
CIO
Are Your Customers Demanding