



# Information On Demand Unlocking the Business Value of Information for Competitive Advantage

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

**Business Optimization**

**End-to-End Capabilities**

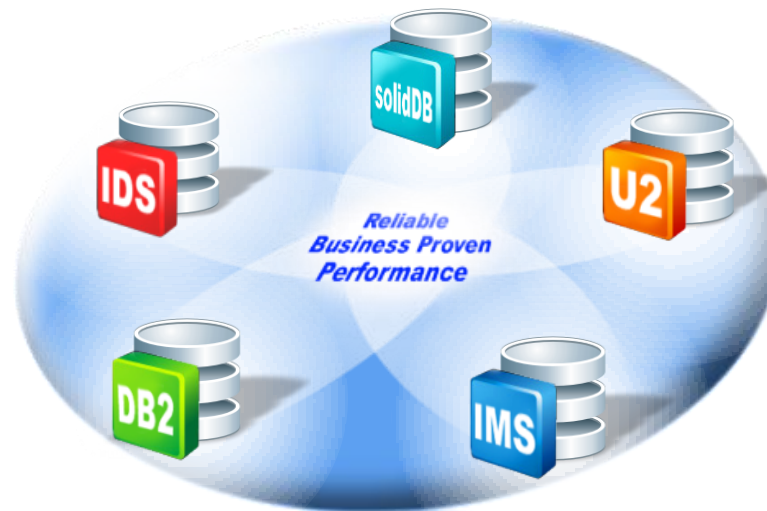


## IBM Data Server Software

### Use your data more effectively and efficiently

Optimize  
administration  
and cluster  
intensive

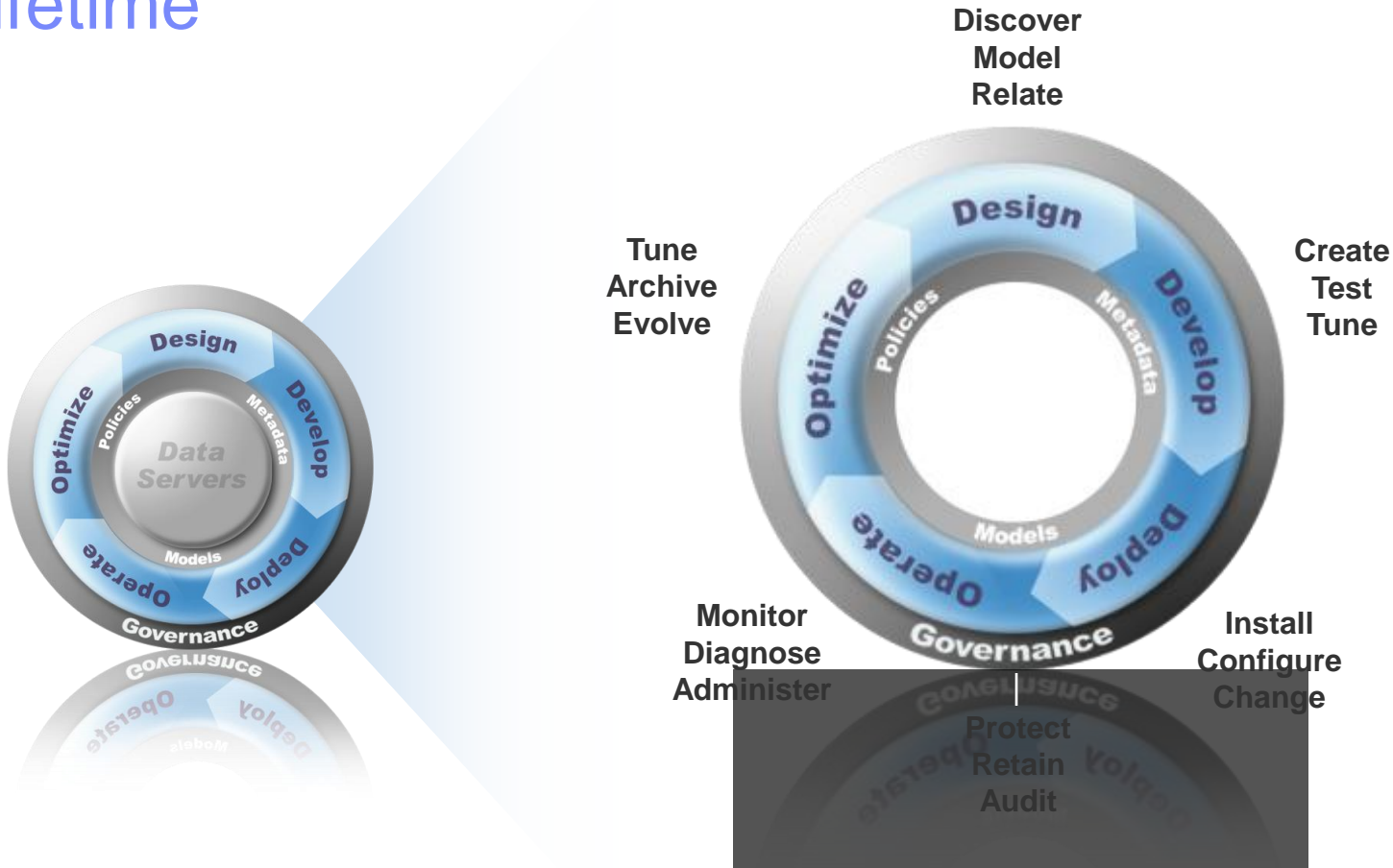
Optimize  
of solution  
flexibility



**The industry's broadest range of database and data warehouse management innovations optimized for every business need**

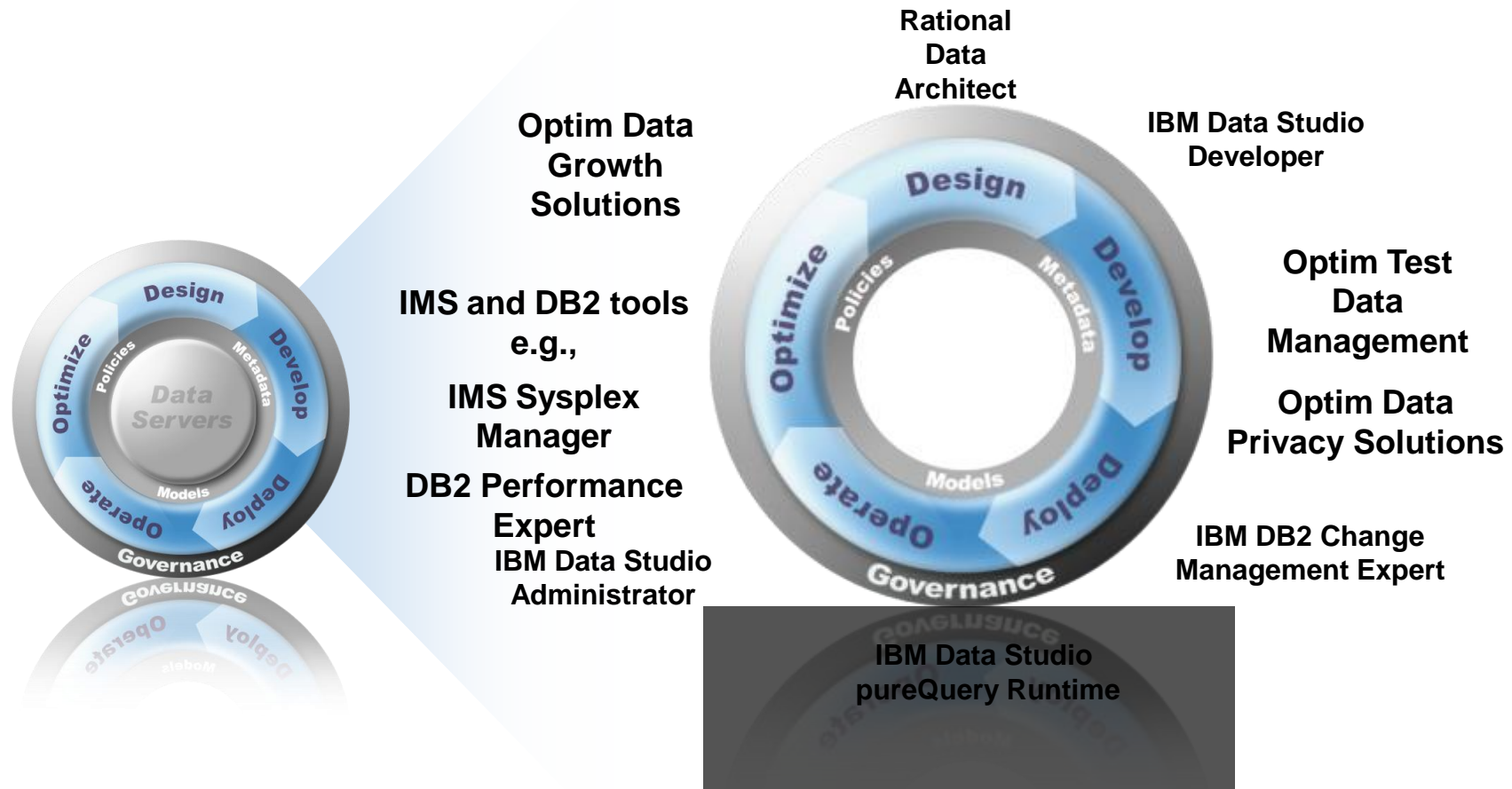
# IBM Integrated Data Management Software

## Managing the value of your data throughout its lifetime



*The industry's broadest range of innovations for developing and managing data throughout its lifetime*

## IBM Integrated Data Management Software Managing the value of your data throughout its lifetime



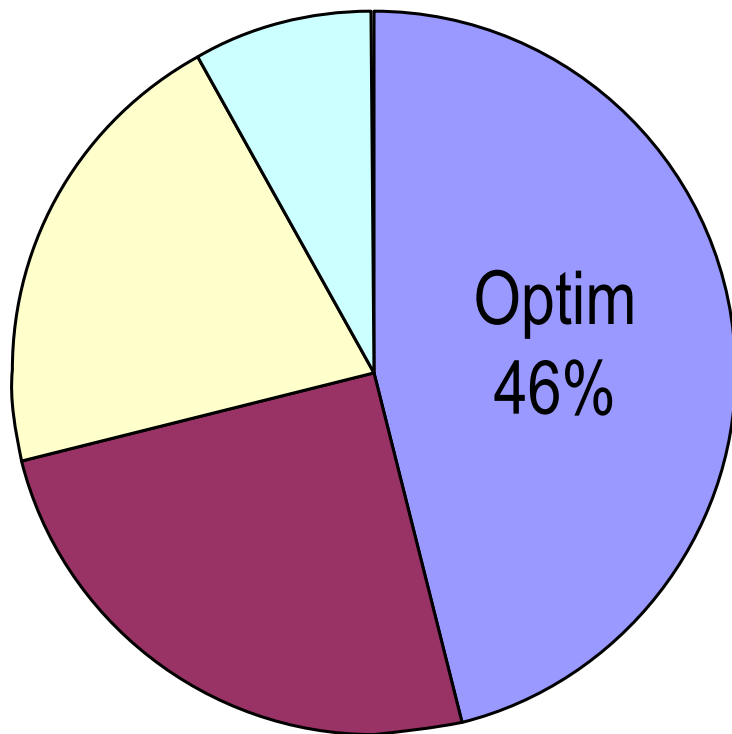
*The industry's broadest range of innovations for  
developing and managing data throughout its lifetime*

## IBM Optim™

- **Market leading Enterprise Data Management (EDM) Solution and Platform:**
  - Data Growth
  - Retention & Discovery
  - Data Privacy
  - Test Data Management
  - Application Upgrades, Migrations & Retirements
- **2400 clients worldwide; c. 50% of Fortune 500**



# Optim: The Market Leader!

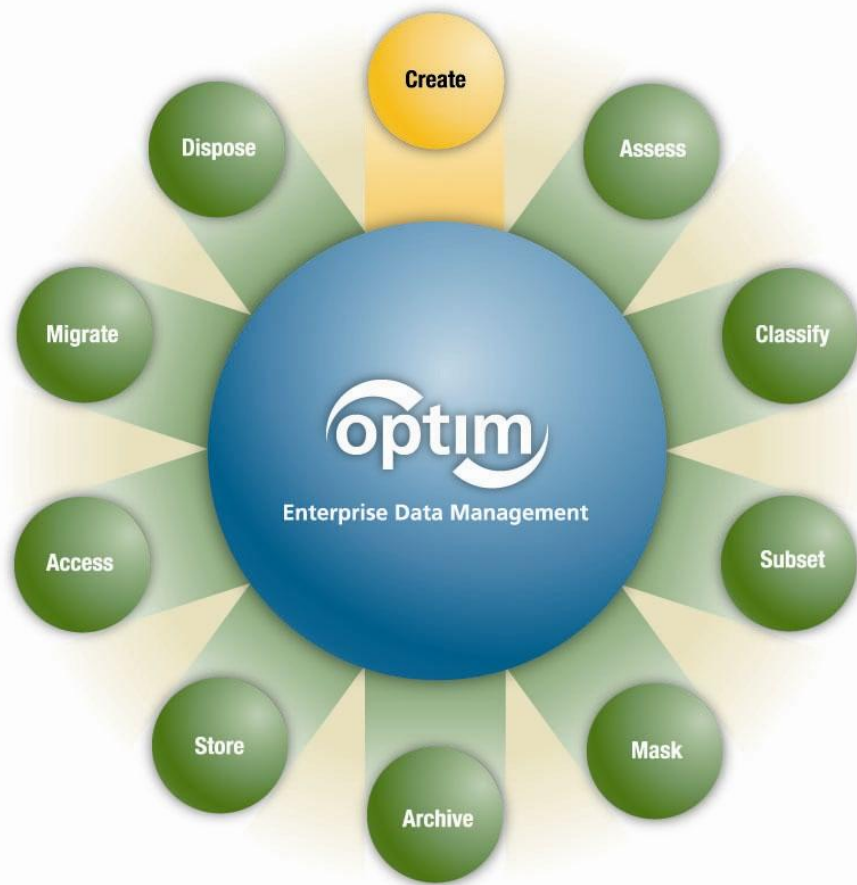


*Forrester: “[Optim] customers spoke highly of the reliability and high performance of its archiving solution, which sets it apart from other vendors in this space”*

**Gartner predicts 38% 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



- **Optim Data Growth Solution (Archiving)**

- Improve performance, Operational efficiencies
- 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

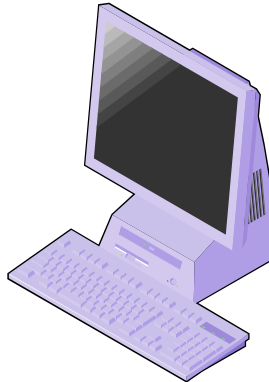
- **Optim Data Privacy Solution**

- Mask confidential data
- Comply with privacy policies

# Optim is not Just for DB2 ....

## Databases

- ORACLE
- DB2 400
- DB2 LUW Z/OS
- SYBASE
- SQL SERVER
- INFORMIX
- ... And any other source  
like Teradata Mysql .....

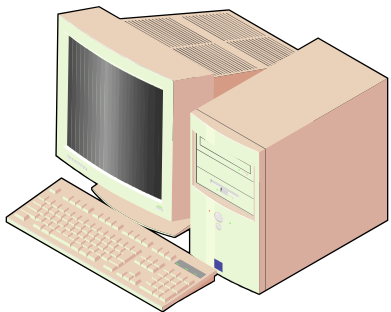


## Applications:

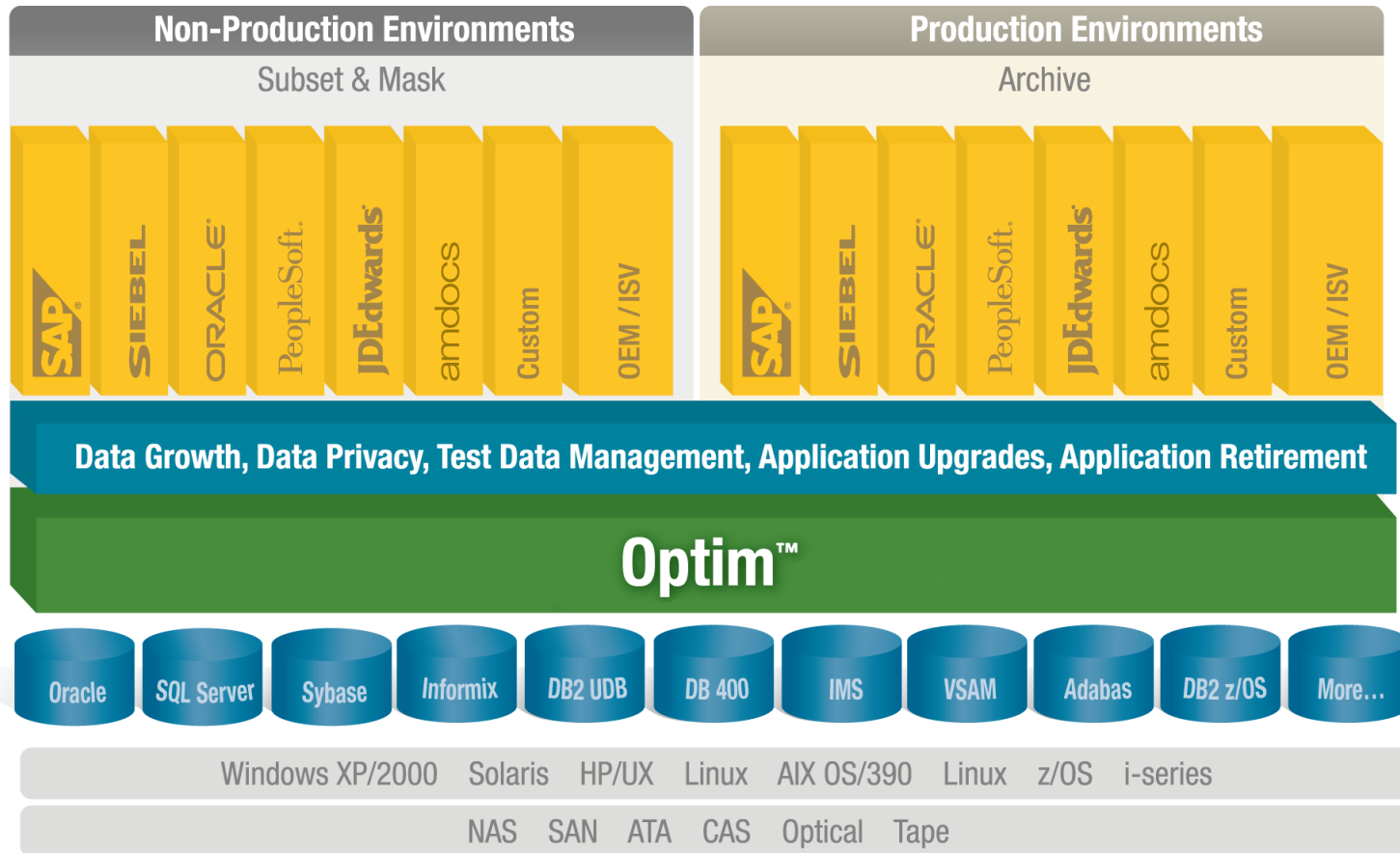
- owstdxxxxxccc
- Oracle E-Business
- Siebel
- Peoplesoft
- JD Edwards
- Clarify CRM
- ... And any other  
owstdxxxxxccc home-grown or  
legacy application

## Platforms:

- owstdxxxxxccc
- Windows
- IBM-AIX
- Sun-Solaris
- HP-UX
- Linux
- Z/OS

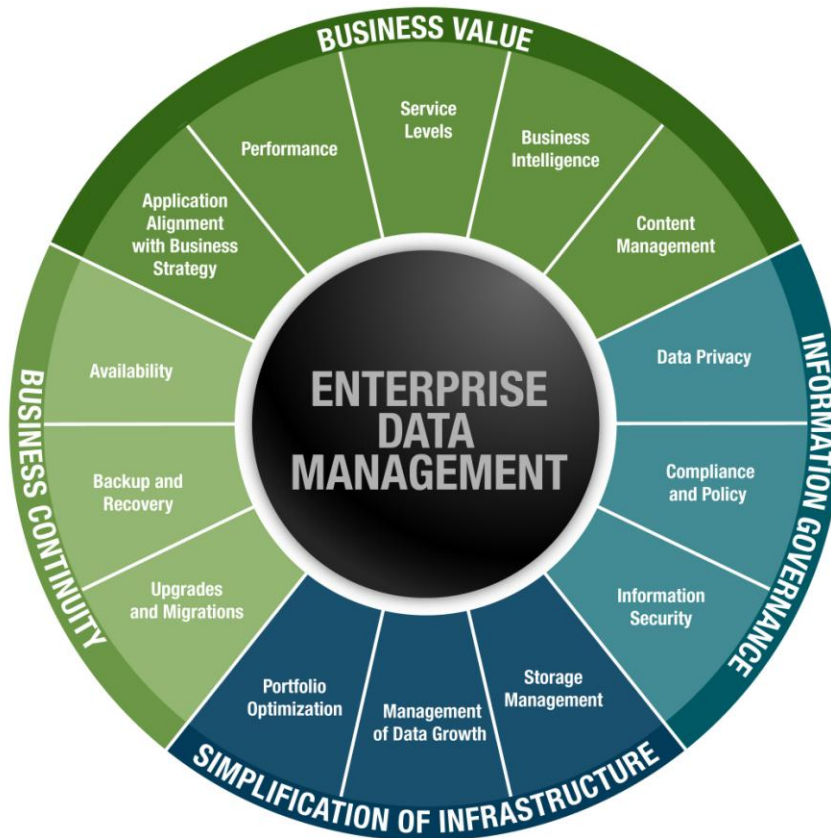


# Enterprise Architecture



- Single, scalable, interoperable EDM solution provides a central framework to deploy policies to execute actions based on events within application data records from creation to deletion

# Enterprise Data Management



## ■ Four Areas of Impact

### – Business Value

- Productivity
- SLA's
- Performance

### – Information Governance

- Legislation on Data Privacy
- Legislation on auditability

### – Simplification of Infrastructure

- Less storage
- Less processors
- Retire old applications

### – Business Continuity

- 24/7
- Batch Windows
- Speedup upgrade & Migration

## ■ Across the Enterprise

### – CIO

### – Business Line Executives

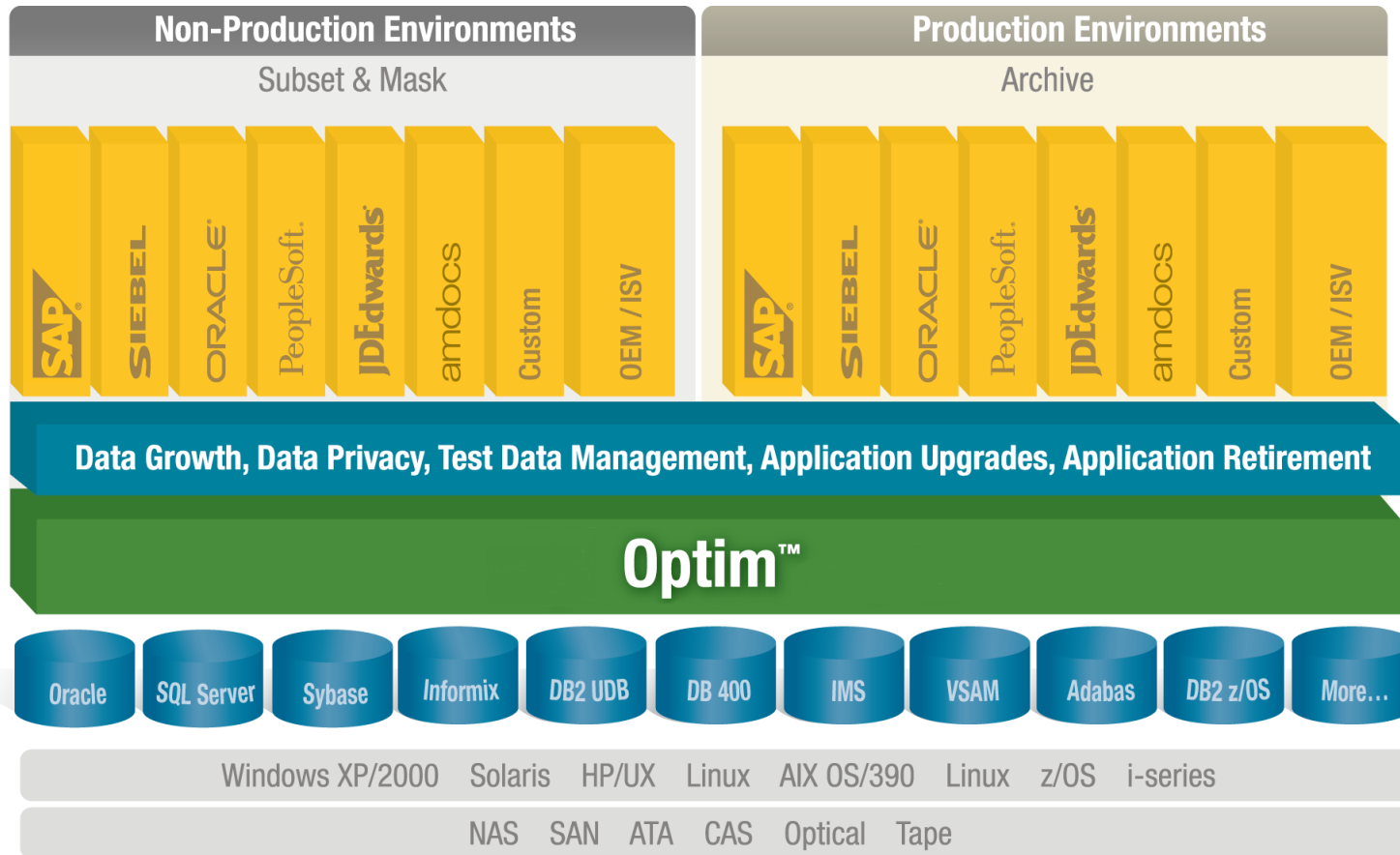
### – Technical Management

## EDM Solution Requirements – The Four Pillars

1. **Enterprise Architecture**
2. **Complete Business Object**
3. **Universal Access**
4. **Policy & Event Driven Platform**

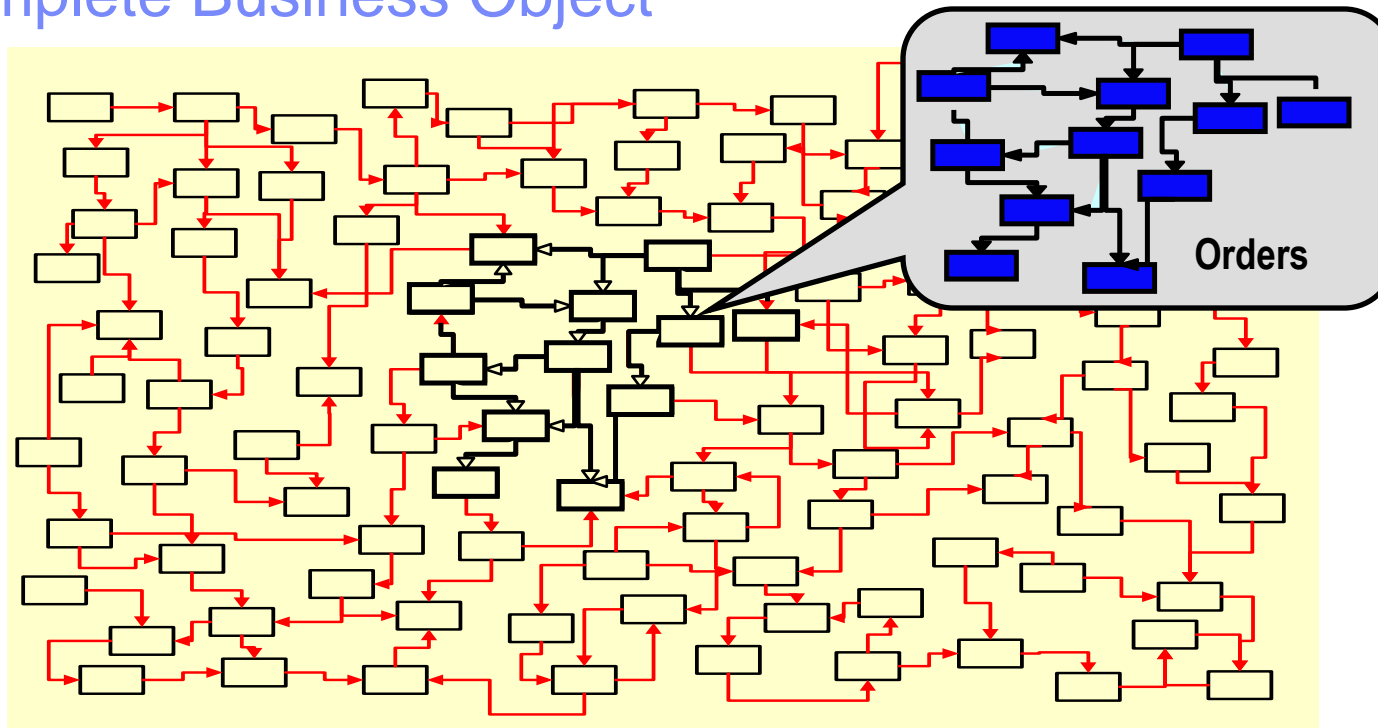


# Enterprise Architecture



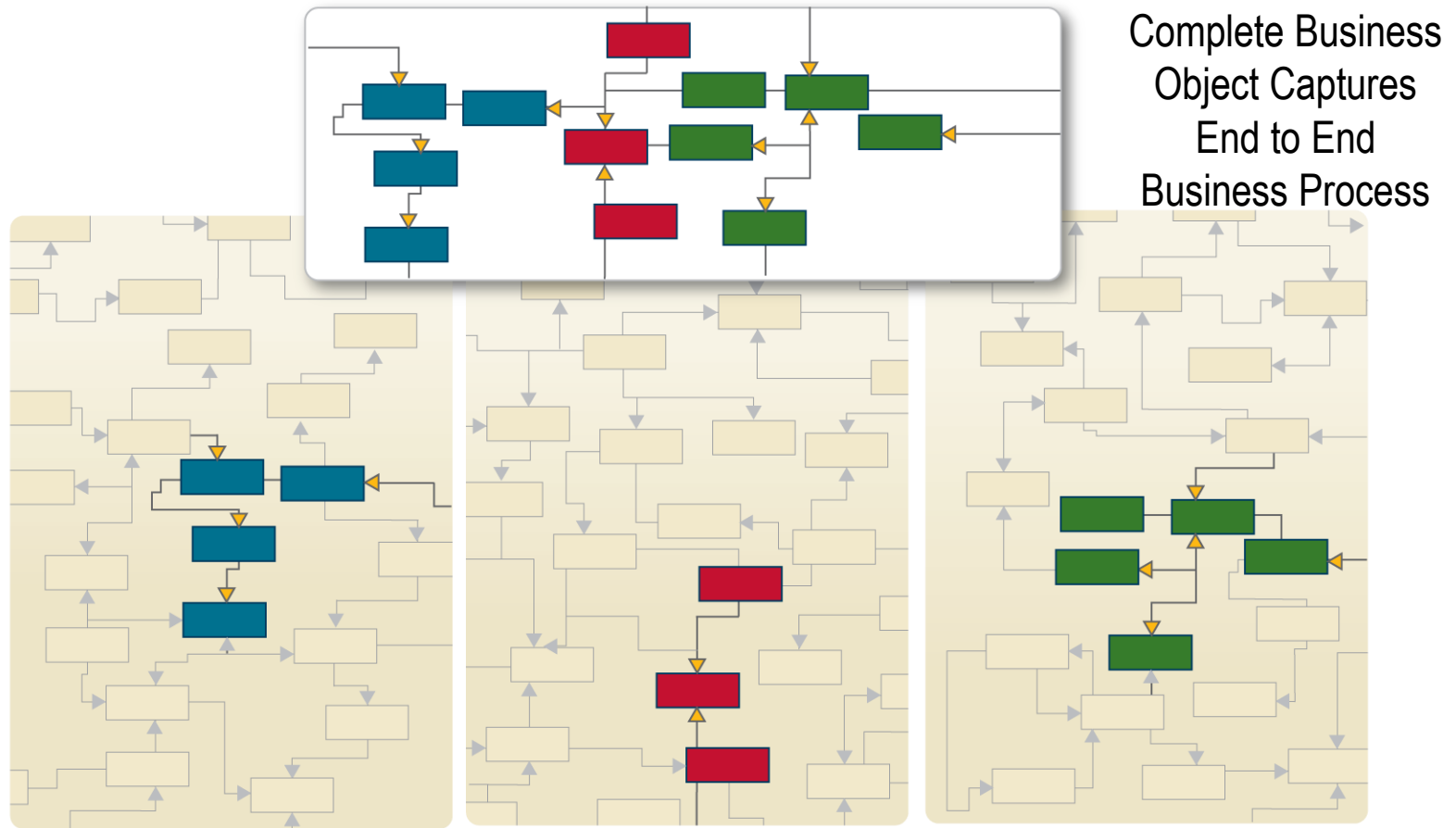
- Single, scalable, interoperable EDM solution provides a central framework to deploy policies to execute actions based on events within application data records from creation to deletion

## Complete Business Object



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

# Federated Data Considerations



EBiz Financials / Oracle

Custom Inventory Management / DB2

Siebel / Oracle

## Universal Access



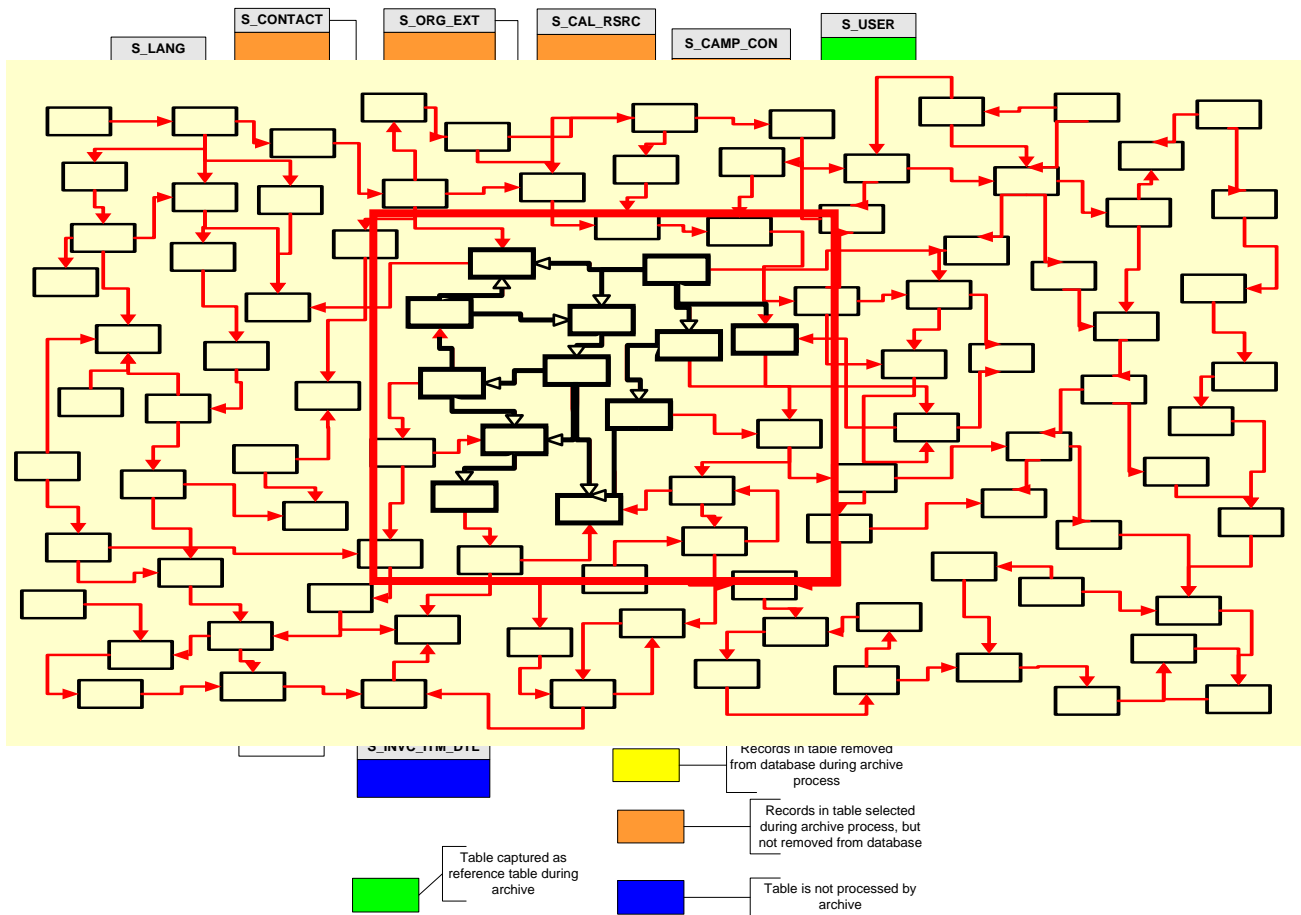
- **Native application access**
  - Familiar screens and processes
- **Application independent access**
  - Industry standard methods: SQL, ODBC/JDBC, XML
  - Portals
  - Report writers: Cognos, Business Objects, Discoverer, Actuate, Crystal Reports,
  - Desktop formats: Excel, CSV, MS Access
  - Database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

*Access Any Record, Anytime, Anywhere!*

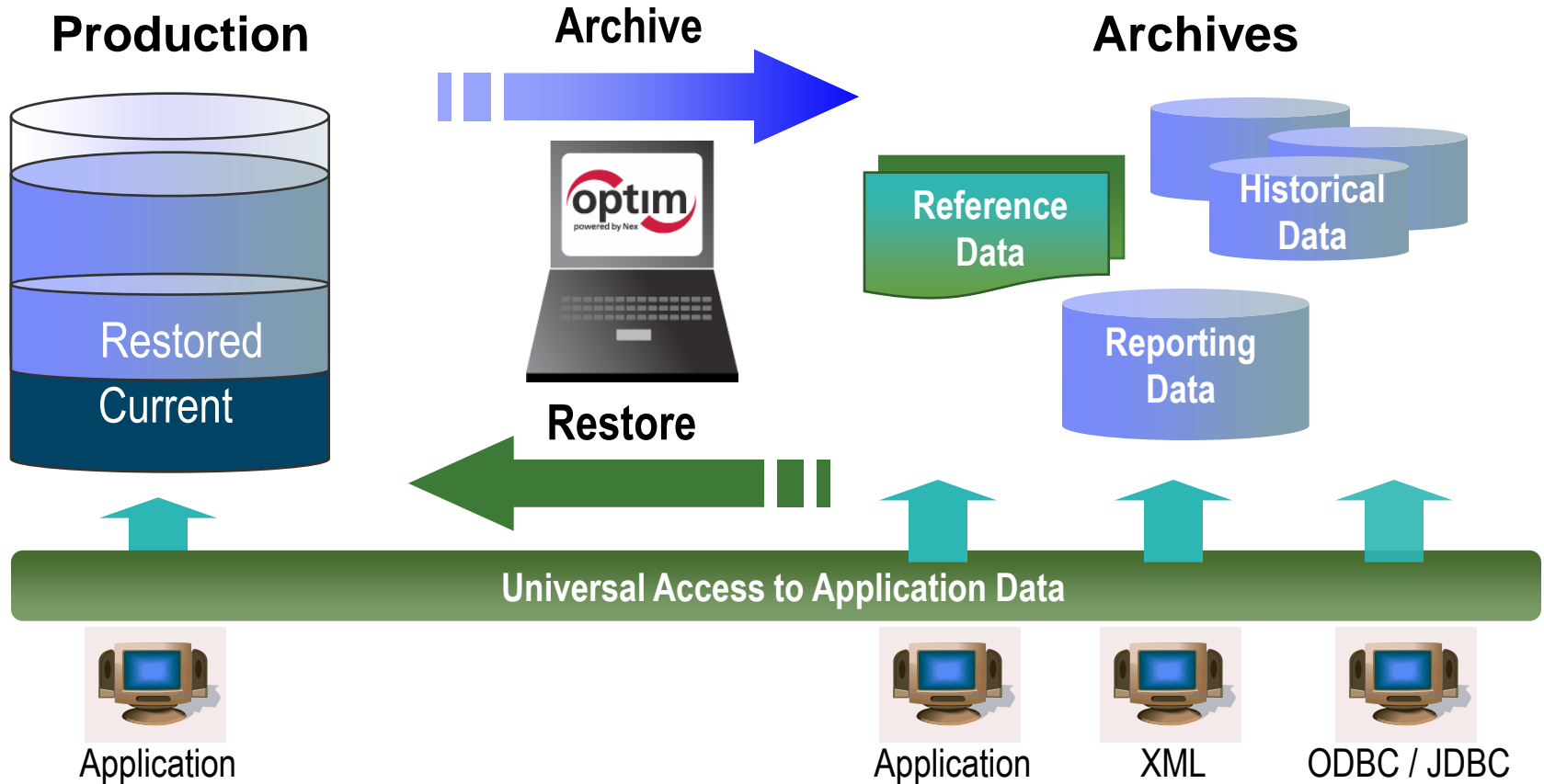
## Policy & Event Driven Platform

- *Complete Business Object Foundation*
- *Policy enforced action based as an event to achieve Business Objectives*
  - *Data Privacy (e.g. PCI Standards)*
  - *Decommissioning (e.g. Portfolio Optimization)*
  - *Test Data Management (e.g. Training, UAT, Unit Test)*
  - *Application, Contextually Aware Offerings*
- Pull from Anywhere & Push to Anywhere
  - One to many, many to many
  - Independent of application, database or storage environment
- Leveraging Universal Access
  - Native Application Access (e.g. Data Growth)
  - Test Data Management (e.g. Building a “Library” of test feeds)

# Policy & Event Driven Platform in Action

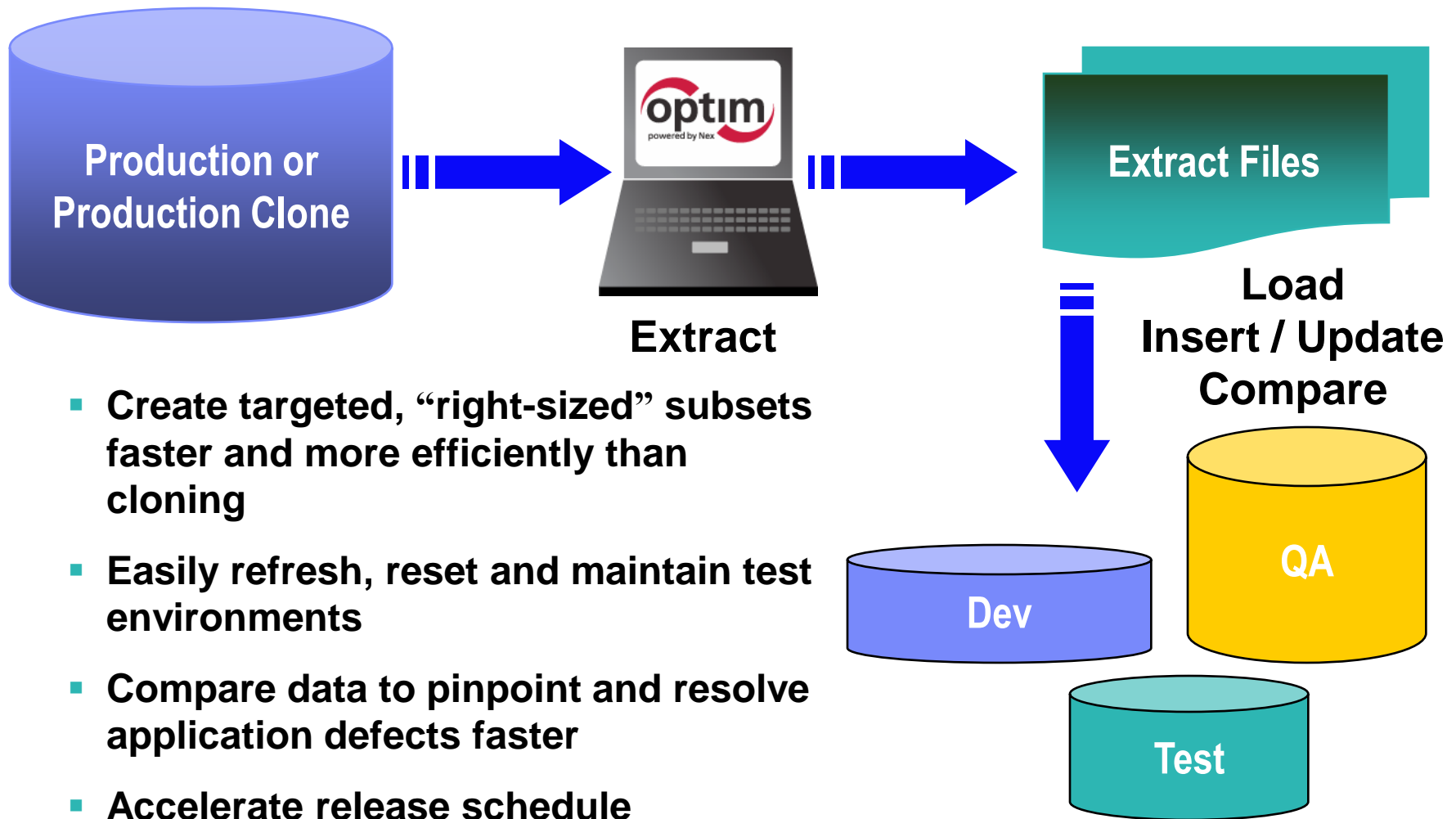


# Optim™ Data Growth Solution: Archiving

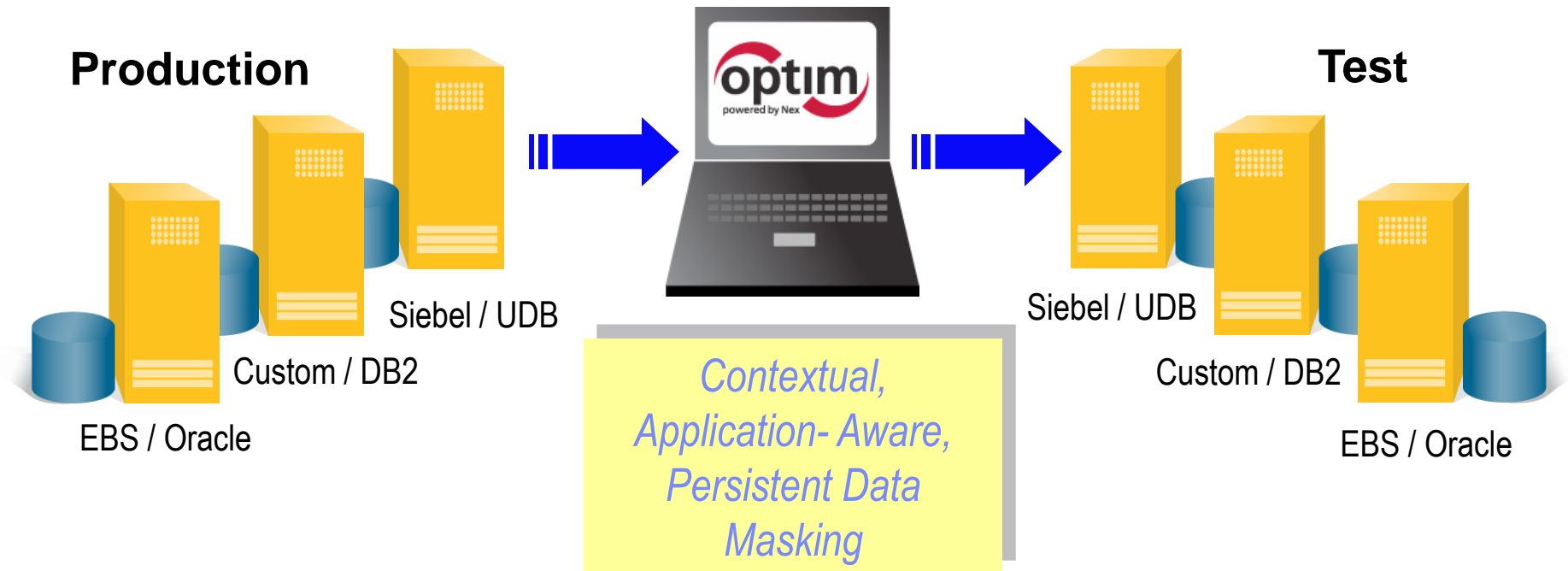


- Complete Business Object provides historical reference snapshot of business activity
- Storage device independence enables ILM
- Immutable file format enables data retention compliance

# Optim™ Test Data Management Solution



# Optim™ Data Privacy Solution



- Substitute confidential information with fictionalized data
- Deploy multiple masking algorithms
- Provide consistency across environments and iterations
- Enable off-shore testing
- Protect private data in non-production environments

# EDM Solves Enterprise Challenges

## Enterprise Challenges

Enterprise Applications

	Data Growth	Upgrades & Migrations	Application Retirement	Data Privacy	Retention & Discovery	Test Data Management
Custom Z series	✓	✓	✓	✓	✓	✓
Custom Distributed	✓	✓	✓	✓	✓	✓
Oracle	✓	✓	✓	✓	✓	✓
PS	✓	✓	✓	✓	✓	✓
JDE	✓	✓	✓	✓	✓	✓
Siebel	✓	✓	✓	✓	✓	✓
Amdocs	✓	✓	✓	✓	✓	✓

Heterogeneous Environments

...Across Applications, Databases and Platforms



## Success: Data Growth

About the Client:  
Retail



- Application:
  - PeopleSoft Enterprise
- Challenges:
  - Meeting financial reporting deadlines by shortening batch processing time exceeding 8 to 9 hours
  - Improving service levels for ad hoc queries and provide users with easy access to current and historical data
  - Deploying a consistent method for managing data growth across PeopleSoft Enterprise modules
- Solution:
  - Optim PeopleSoft Enterprise
- Client Value:
  - Improved financial reporting capabilities by archiving 20 million rows to reduce batch processing time. Reduced one batch process from 8 hours to 15 minutes
  - Achieved faster response time to satisfy users and maintained easy access to archived data for queries and reporting
  - Deployed a consistent strategy for managing data growth across PeopleSoft modules using a single proven solution.

## Success: Data Privacy

About the Client:  
UK Government

- Application:
  - Siebel Application (largest in the world)
- Challenges:
  - Supporting compliance initiatives mandated by the Data Protection Act 1998 to protect privacy in the application development and testing environments.
  - Managing realistic, right-sized development and test databases and preserving the referential integrity of the test data.
  - Employ a ‘best practice’ solution that can be applied across the Department for Work and Pensions four Siebel enterprise
- Solution:
  - Optim™ Siebel Solution for TDM and Archiving

**DWP** Department for  
Work and Pensions

- Client Value:
  - Satisfied DWP requirements to de-identify citizen data through ‘masking’
  - Delivered a Siebel solution for ‘live extract’ guaranteeing referential data integrity
  - Commercially ‘ring-fenced’ Pension Transformation Programme (PTP) to open up downstream revenue in 3 further Siebel environments as the ‘defacto’ best practice solution

## Success: Upgrades and Migrations

About the Client:

Manufacturing, \$1.3 Billion Annually



- Application:
  - Oracle E-Business Suite
- Challenges:
  - Avoiding the painful 96 hours of downtime required for the last Oracle E-Business upgrade to 11i and maintaining 24/7 manufacturing operations
  - Supporting business growth by taking a proactive approach for managing application data before adding a large manufacturing site that could quadruple the size of the database
  - Improving performance levels for AP, GL, FA, INV and WIP processing and reporting by maintaining consistent database size
- Solution:
  - Optim Oracle E-Business Suite
- Client Value:
  - Projected a significant reduction in downtime for the next Oracle E-Business upgrade by archiving historical data prior to the upgrade
  - Improved capabilities for adding the manufacturing site that processes more than 70,000 WIP move transactions a day by archiving historical data
  - Aligned application performance to GL and AP processes and other modules by implementing database archiving to maintain zero database growth rate

Thank  
YOU