IBM INFORMATION INTEGRATION…

MAKING DATA SIMPLE

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Information Integration & Governance

Today's Agenda

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- Value Model and Overall Strategy
- The Watson Data Platform
- Information Integration & Governance Overview
- IBM Bluemix Data Connect
- Cognos Data Manager to DataStage

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Digital disruption is upon us. Data is the new strategic asset for creating digital value and competitive advantage

Yet only 15% of organizations have the capability to leverage data and advanced analytics across their organization.

2015 HBR Insight Economy Study

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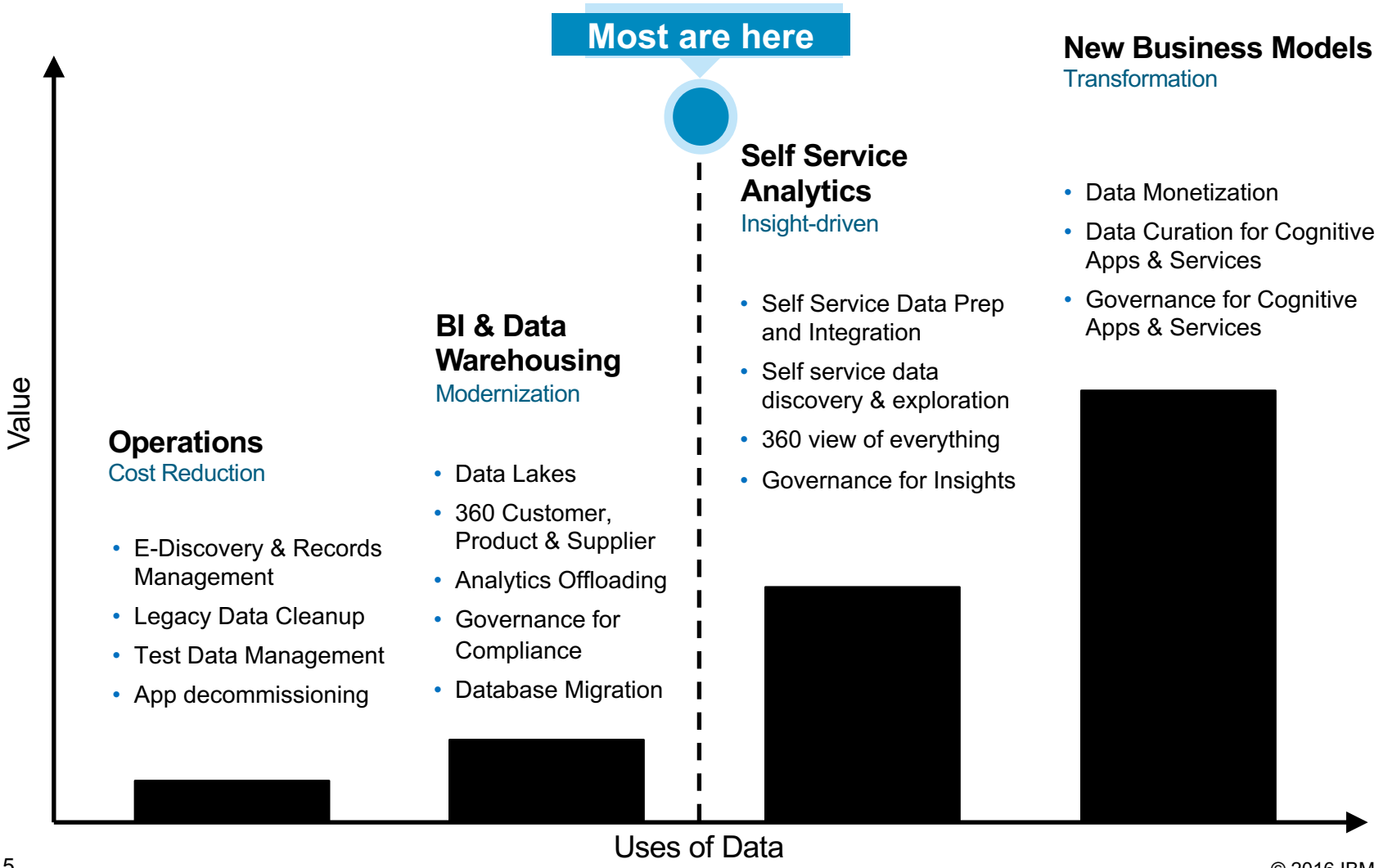
The Value Model helps you understand new uses of data

And where you are in your data-driven journey



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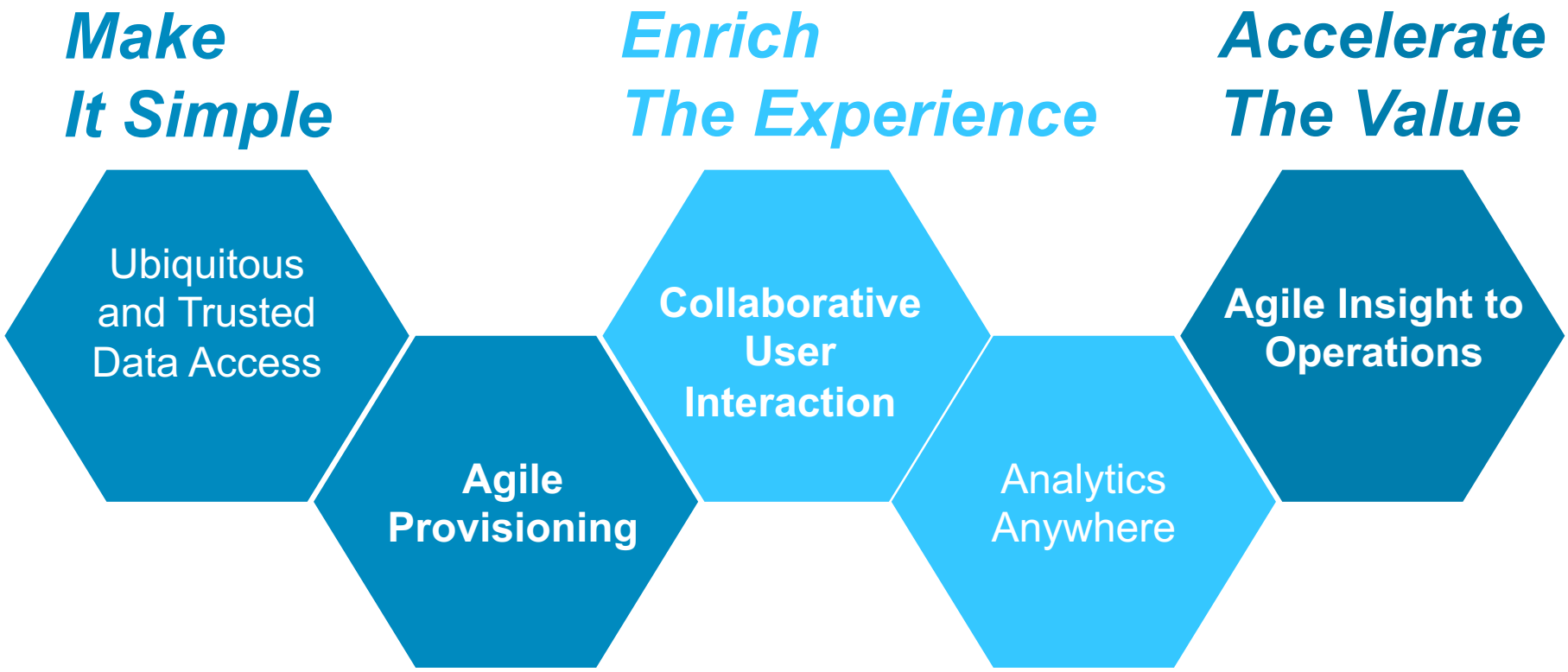
Businesses Need…



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IBM's strategy is Cloud First while fully embracing Hybrid

Cloud-First Statement of Direction and Design Principles

Cloud-native

Self-service, cloud-native services…

- E2E experience
- Intelligent
- Fully managed

Hosted Cloud

Convenience without compromising power and control…

- Workload portability
- Resource leverage
- Optionally managed

Core

Retain our market leadership and support our customers…

- Total control
- Broadest portfolio
- Supports new platforms

Hybrid (Q1-2017)

Leverage cloud technologies to deliver the best of both worlds

- User experiences for specific personas
- Shared execution
- Unified governance

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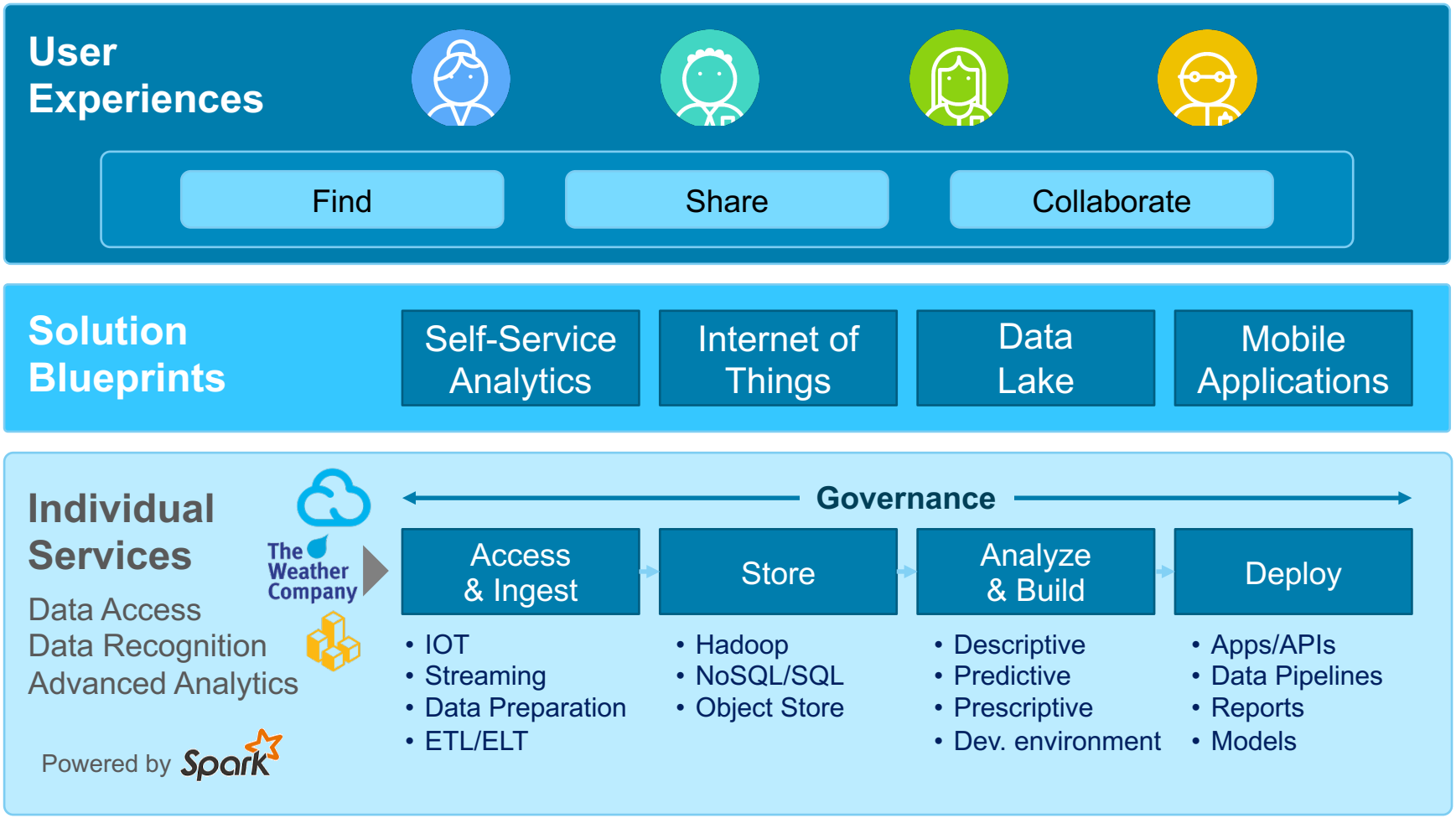
The Watson Data Platform Provides Choice of Collaborative User Experiences, Solution Blueprints, and Individual Services



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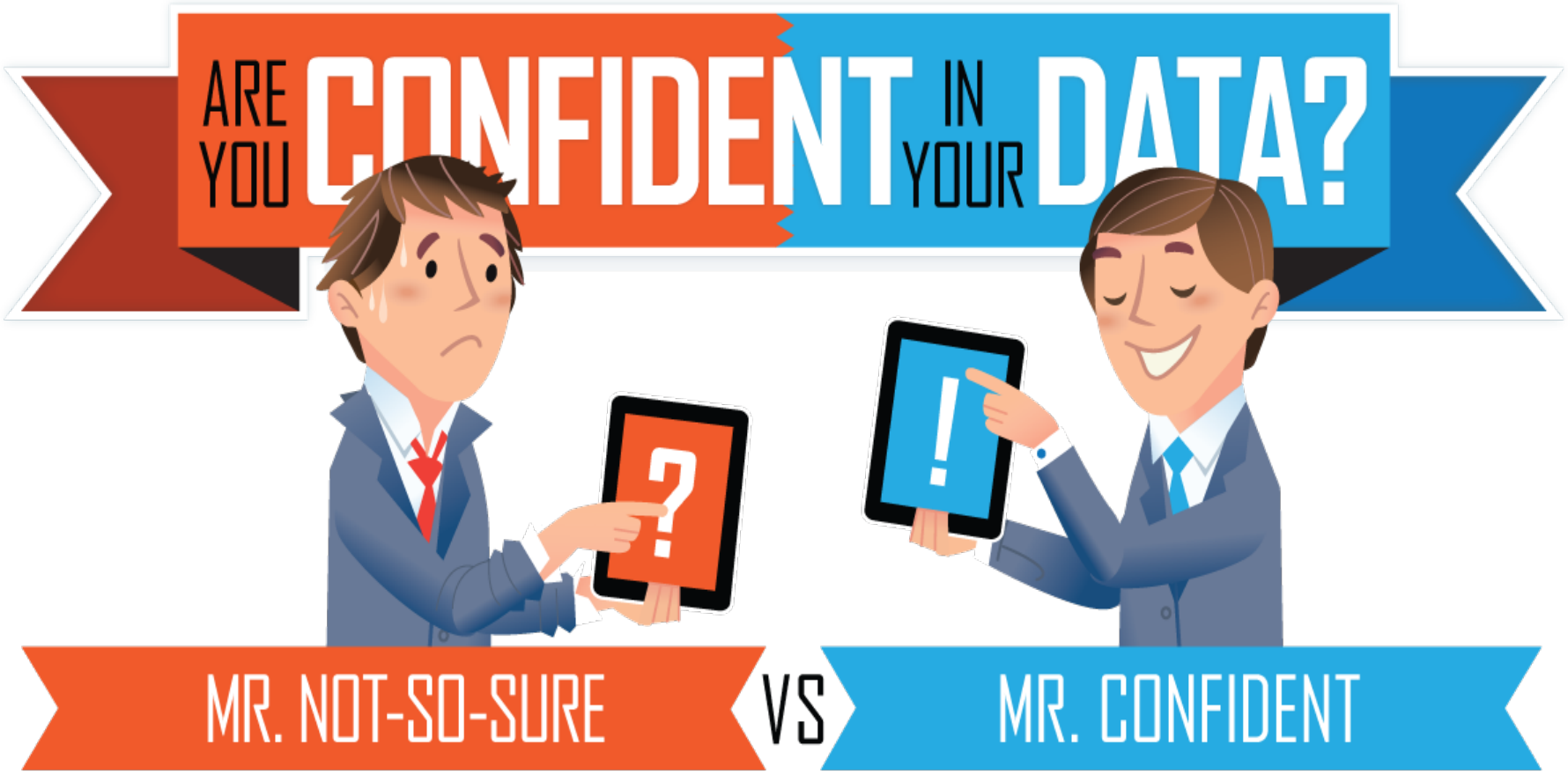
Understanding Your Data Is The Basis For Confidence



Wall Street Journal – Top Priorities for CIO's, *February 10, 2016*

****Create Data Culture****

****Confront Data Politics****

****Deliver Analytics in Everyday Decisions****

****Understand Data Quality****

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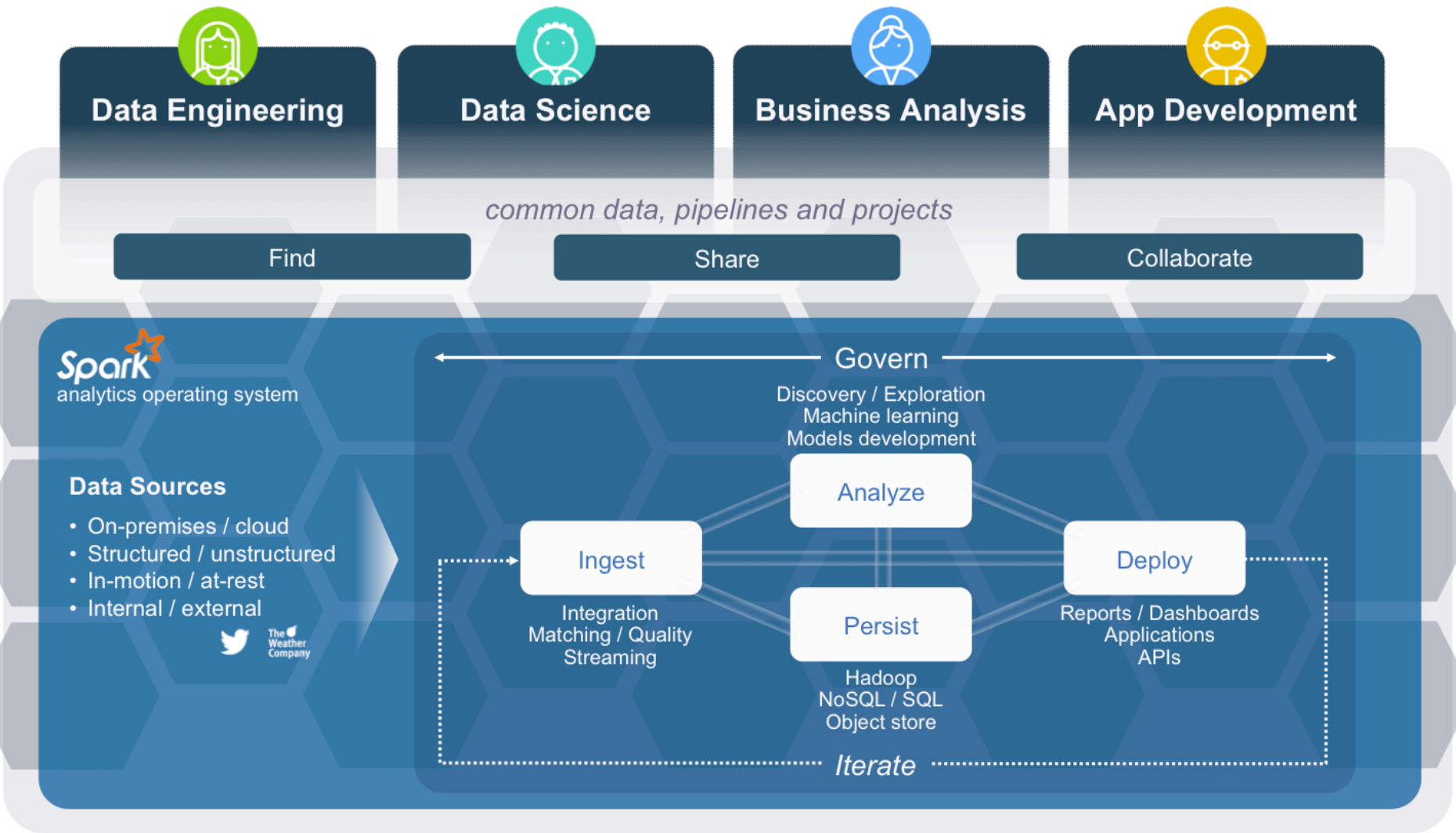
Governance is the foundation of The Watson Data Platform



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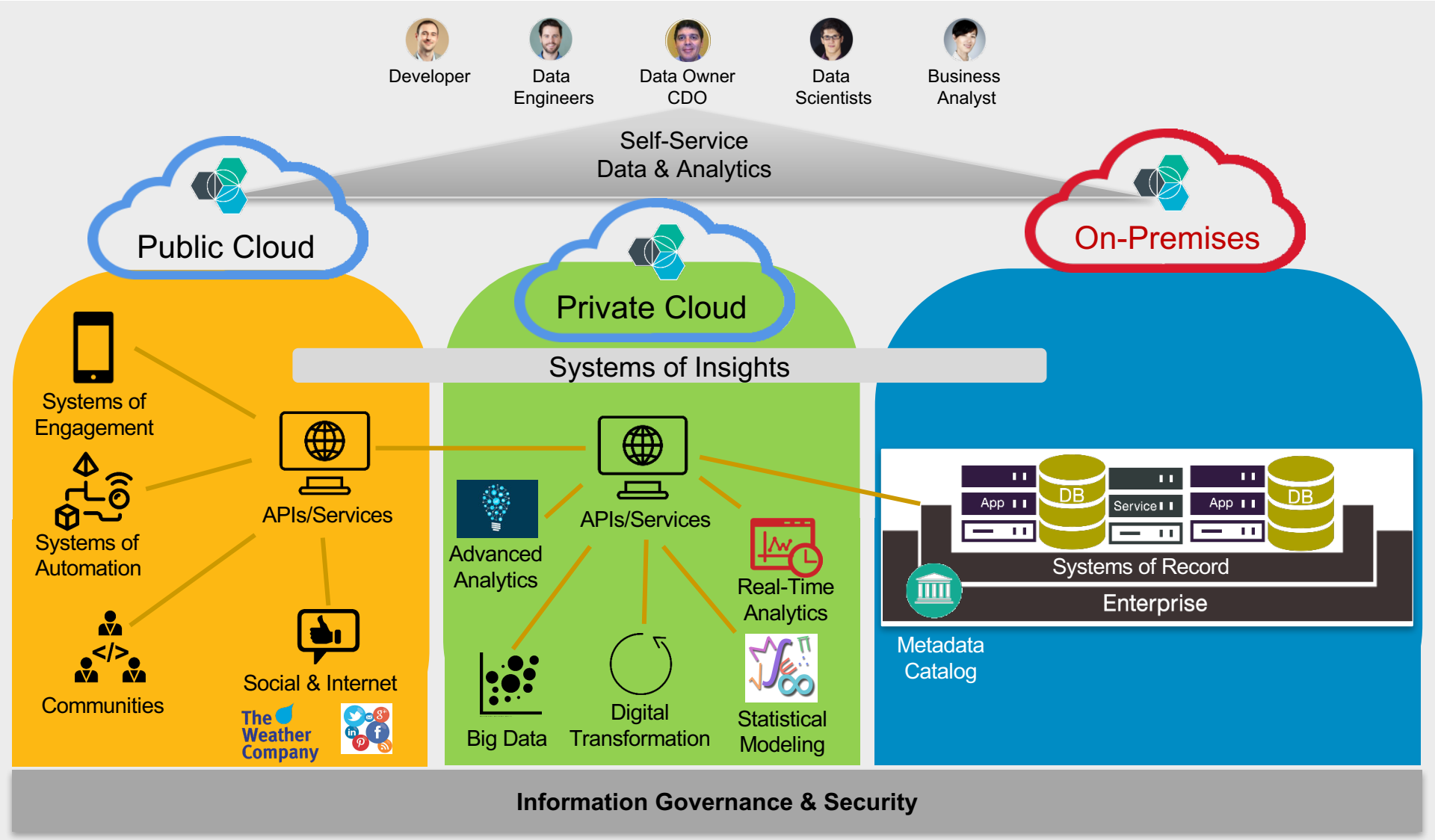
The Integrated Digital Enterprise is Hybrid



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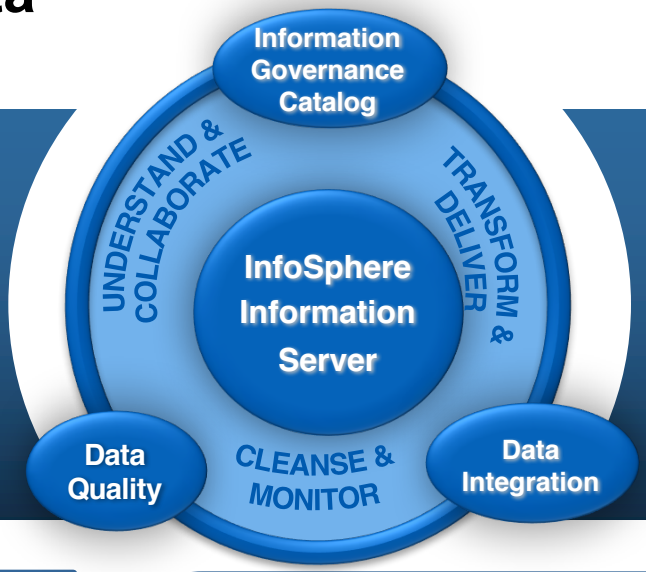
Information Empowerment for your Data Ecosystem now available on the Cloud

.. powered by Information Server

Integrating and transforming data and content to deliver accurate, consistent, timely and complete information on a single platform unified by a common metadata layer



Information Governance Catalog

Understand & Collaborate

- Catalog technical metadata & align w/ business language
- Manage (big) data lineage
- New compliance reporting

NEW

Data Quality

Cleanse & Monitor

NEW

- Analyze & validate w/ enhanced classification
- Cleanse & standardize
- Define, manage & monitor data rules + exceptions

Data Integration

Transform & Deliver

- Massive scalability
- Power for any complexity
- Deliver in batch and/or real-time with change capture

• common connectivity • shared metadata • security (new data privacy functions included)
• common execution engine with flexible deployments (new native on YARN)

NEW

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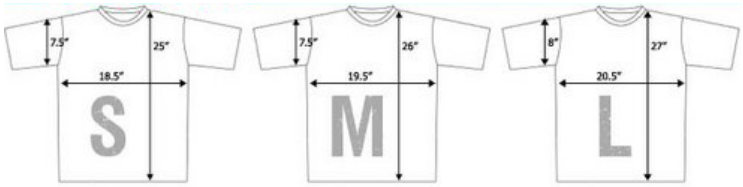
New Hosted Offerings

Hosted

Simple Sizing & Turn-key Provisioning



- **IBM Information Server Enterprise Edition on Cloud**
- **IBM Information Server Data Quality on Cloud**
- **IBM DataStage on Cloud**
- **IBM Information Governance Catalog on Cloud**
- **IBM MDM on Cloud**

NEW

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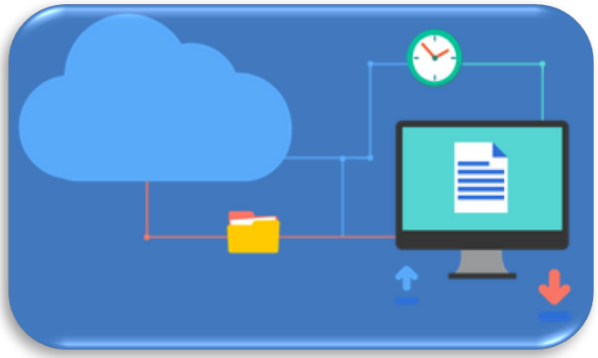
Information Integration on Cloud Use Cases

Extend your ETL infrastructure
Expand your Integration environment or begin transitioning into a private or public cloud with flexible deployment options and subscription pricing.

Establish ad hoc environments
Extend your on-premises capacity to quickly create new environments for ad hoc development and testing or for limited duration projects.



Start new projects in the cloud
Move straight to the cloud without establishing an on-premises environment. Realize faster time-to-value, reduce administration burden and use low-risk subscription pricing.

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Information Server on Cloud Enterprise Edition Production Packages

	Small		Medium		Large	
Machine	Virtual		Virtual		Bare Metal	
Tiers	Engine	Service Metadata	Engine	Service Metadata	Engine	Service Metadata
Memory (GB)	16	16	32	32	64	32
CPU/Core	4	4	8	8	12	8
Storage	100 GB SAN 500 GB SAN	100 GB SAN 500 GB SAN	100 GB SAN 1 TB SAN	100 GB SAN 1 TB SAN	2 x 1.7TB SSD	2 x 960GB SSD
Network	1Gbps 250 GB Bandwidth	1Gbps 250 GB Bandwidth	1Gbps 1000 GB Bandwidth	1Gbps 1000 GB Bandwidth	1Gbps 5000 GB Bandwidth	1Gbps 5000 GB Bandwidth
OS	RHEL 7.2		RHEL 7.2		RHEL 7.2	
Max Concurrent Users	2		5		10	
Config Files	Two Node		Multi Node		Multi Node	
Cluster Configuration	No		Yes		Yes	
Part Number	D1P41LL		D1P42LL		D1P43LL	

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Information Server on Cloud Enterprise Edition Non-Prod Packages

	Small Non Production		Medium Non Production	
Machine	Virtual		Virtual	
Tiers	Engine	Service Metadata	Engine	Service Metadata
Memory (GB)	16	16	32	32
CPU/Core	4	4	8	8
Storage	100 GB SAN 500 GB SAN	100 GB SAN 500 GB SAN	100 GB SAN 1 TB SAN	100 GB SAN 1 TB SAN
Network	1Gbps 250 GB Bandwidth	1Gbps 250 GB Bandwidth	1Gbps 1000 GB Bandwidth	1Gbps 1000 GB Bandwidth
OS	RHEL 7.2		RHEL 7.2	
Max Concurrent Users	2		5	
Config Files	Two Node		Multi Node	
Cluster Configuration	No		Yes	
Part Number	D1PYDLL		D1PYELL	

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Who Wants Master Data Management on Cloud?

Large Enterprises	are increasingly adopting cloud IT strategies at the corporate level with a bias to SaaS and cloud application solutions
MDM Customers	who are looking to quickly stand up development and test environments
Existing IBM Customers	that have purchased other SaaS applications, are looking for Cloud based MDM to augment those applications
Smaller Enterprises	attracted by the promise of better economics for an MDM on Cloud solution – ie. who need lower initial and ongoing costs and simpler deployment
SaaS Solutions needing MDM function	SaaS application solutions need to have MDM capability built in

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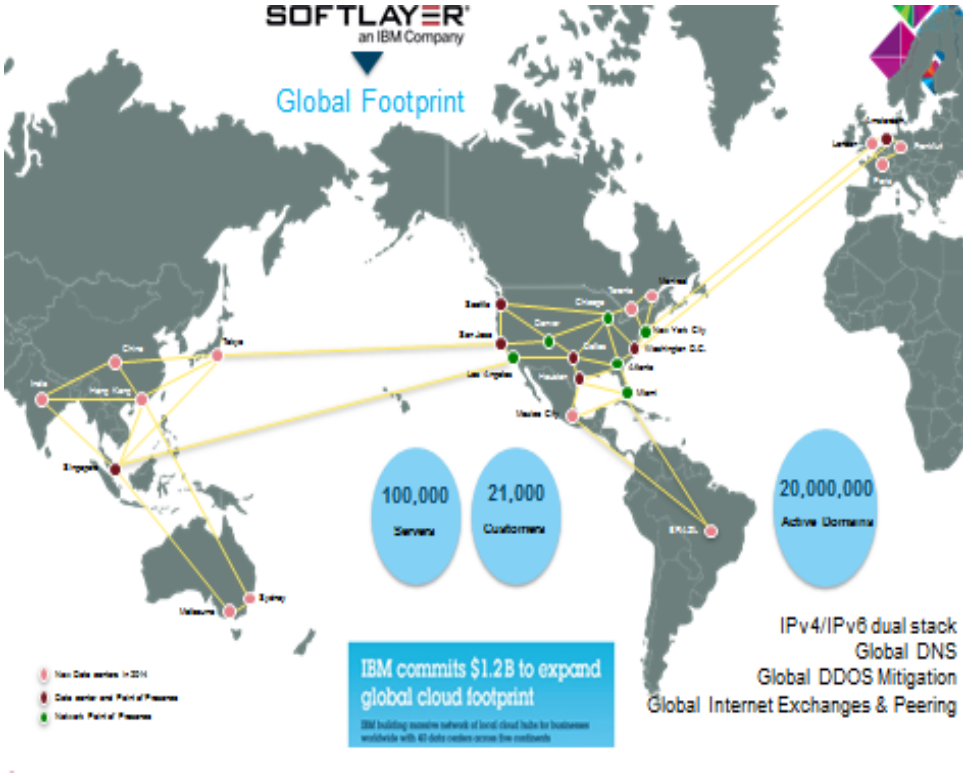
Scope and Key Features For MDM on Cloud

GA: Mid June 2016

- Complete environments for *Development and Production MDM usage* under single part numbers
  - Part number includes h/w and s/w and pre-installation of the software
  - Servers sized and configured for optimum balance of reliability, security and price
  - Dev/Test environment is expandable with additional components
- Simplified per instance licensing - no RVU or record counts - multi-domain entitlement - includes all domains and is the same across all industries
  - **Small**: Rated for a scale of approximately 5 million party individual records and 35 TPS
  - **Medium**: Rated for a scale of 30 million party individual records and 100 tps
  - **Large**: Rated for a scale of 50 million party individual records and 250 TPS
- Priced favorably compared to on-premise offering



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Master Data Management on Cloud Plans and Prices

	Small	Medium	Large	Non Production (for Dev/Test)
Machine	Virtual	Virtual	Bare Metal	Virtual
Part Number	**D1N67LL**	**D1N68LL**	**D1N69LL**	**D1N6ALL**
AppServer #cores & memory	8 32 GB	16 64 GB	24 128 GB	4 16GB (for each of 2 virtual MDM runtimes)
DB #cores & memory	4 32 GB	8 64 GB	12 256GB	4 16GB (for each of 2 virtual MDM runtimes)
BPM Server #cores & memory	8 32 GB	8 64 GB	16 64 GB	8 32GB (Process Center)
IIS #Cores & memory	8 32GB	8 32GB	8 32GB	4 16GB (for each of IIS dev runtime and designer client)
Network	1Gbps 2000 GB Bandwidth	1Gbps 2000 GB Bandwidth	1Gbps 2000 GB Bandwidth	1Gbps 2000 GB Bandwidth

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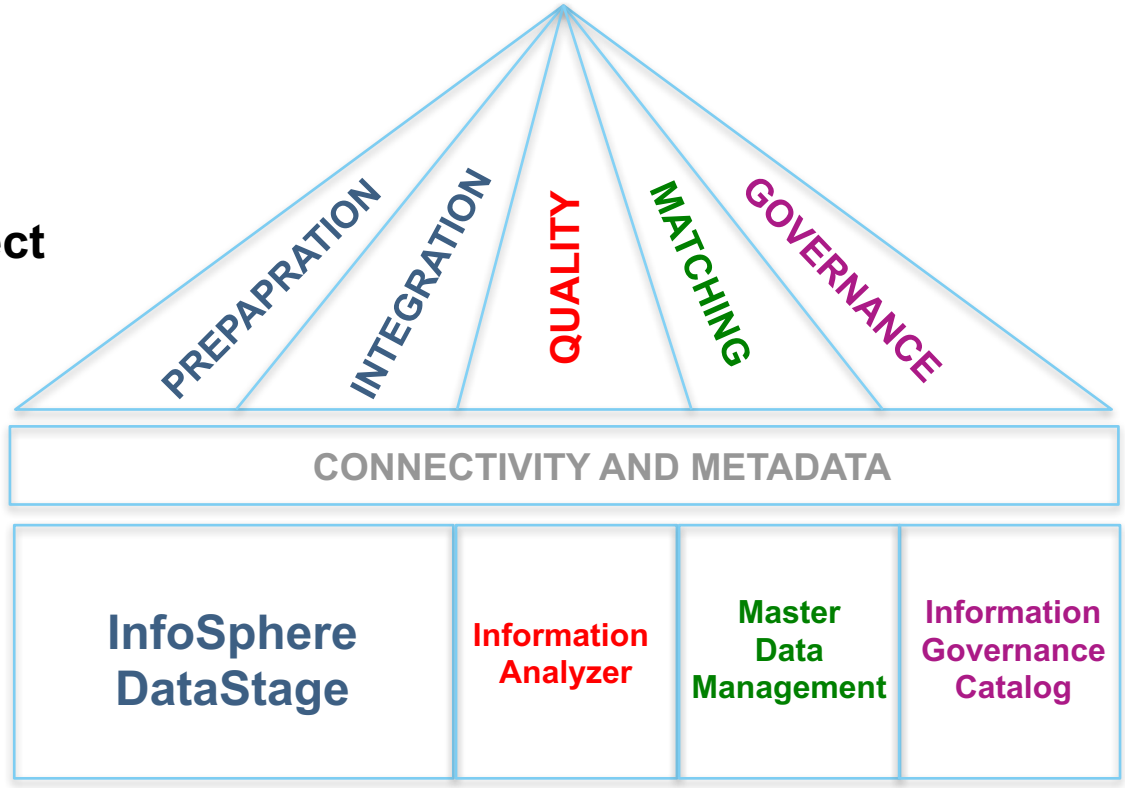
The Future…

Bluemix Data Connect is the next generation of our entire Information Integration & Governance portfolio

Self Service | **E2E Experience** | **Hybrid Execution**



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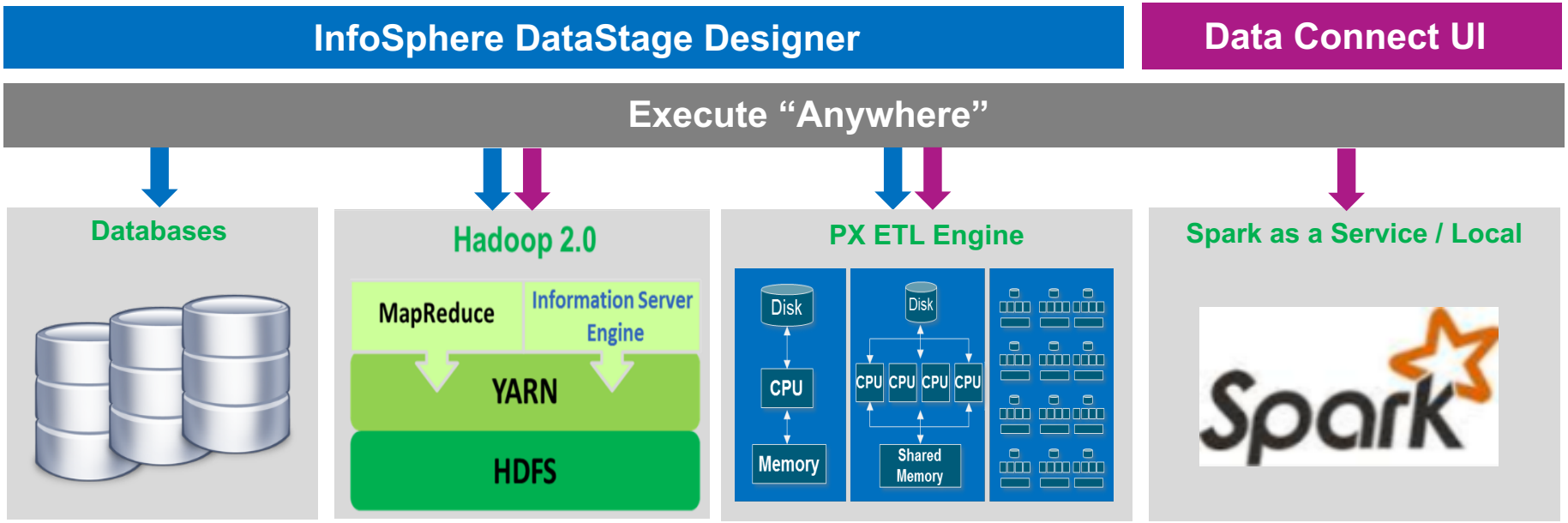
Maximize your resource utilization through hybrid execution

- Optimize your integration workload based on data locality and resource availability
- DataStage already enables you to design your transformation once and run it on the PX Engine, a Hadoop cluster, or a database
- Bluemix Data Connect provides a new web-based self-service designer with a code-gen frameworks to support similar runtime targeting



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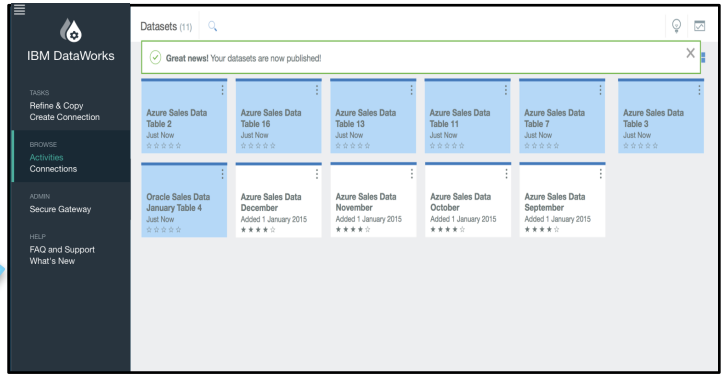
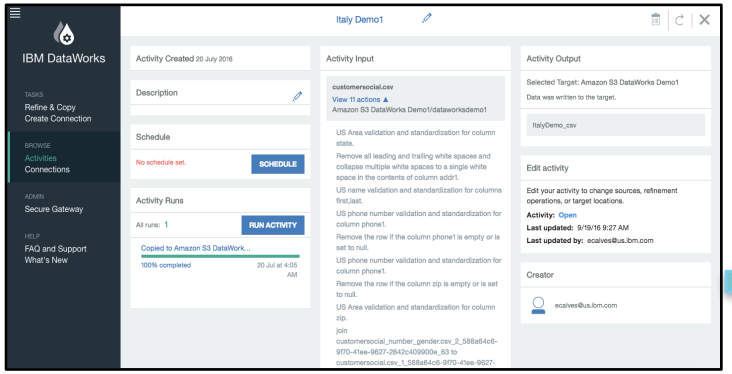
Unified Governance Use Cases

Consume IGC Datasets in Data Connect

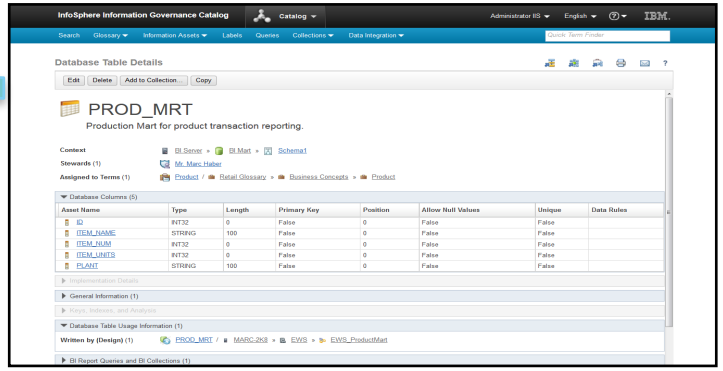


Data Connect Datasets

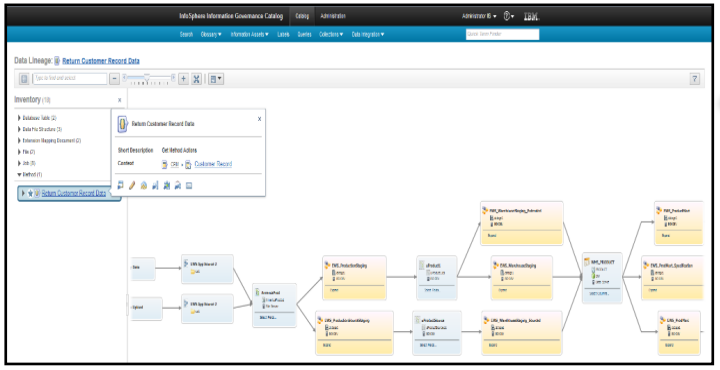
Visualize Data Connect Lineage in IGC



Data Connect Metadata



IGC Dataset Catalog



IGC Dataset Lineage

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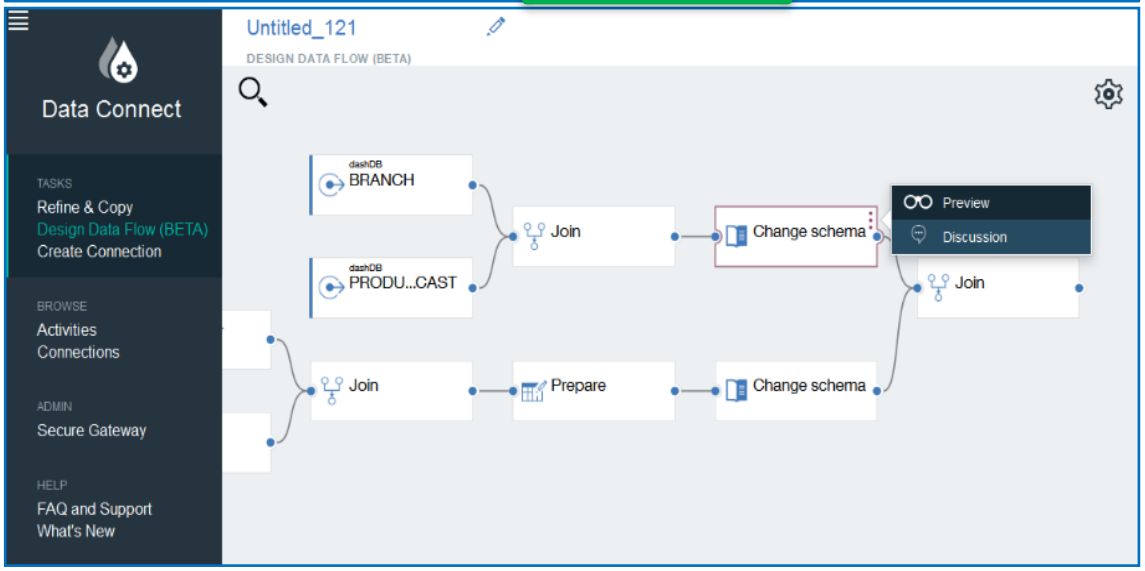
Data Connect – Design Data Flow

- **Self-service** data flow composition for Data Engineers
- **Simple** composition of sophisticated data integration work flows
- **Seamless integration** within the Data Connect service interface
- **Validation** of data and data flows at every step in the workflow



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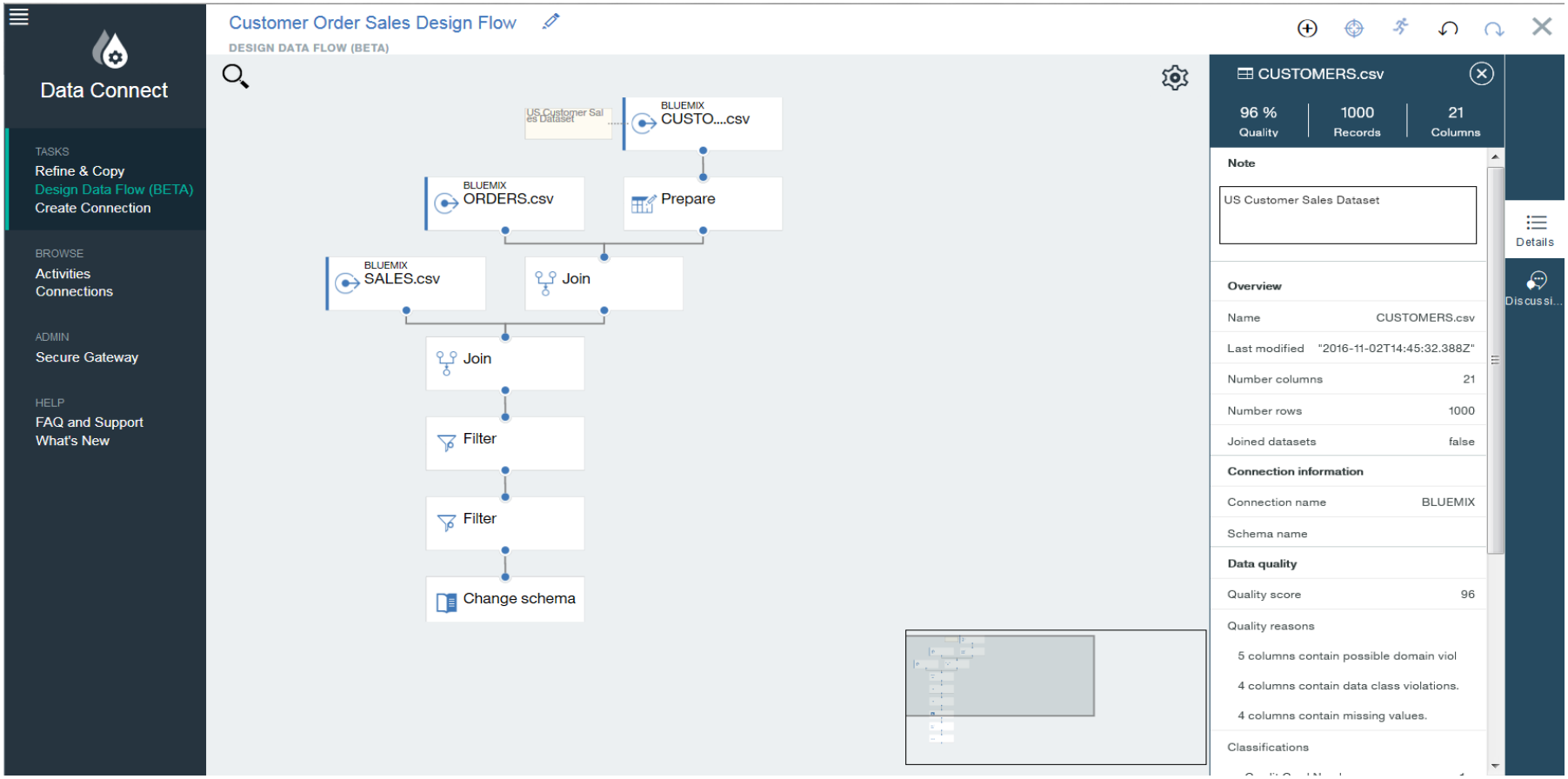
Data Connect – Data Integration



- A simple and intuitive design data flow canvas seamlessly integrated within the Data Connect interface
- Easily build one to many sophisticated design data flows in one activity on one canvas
- Combine, transform and validate data at every step within multiple data flows simultaneously
- Execute each data flow independently or together as one activity and target different data sources

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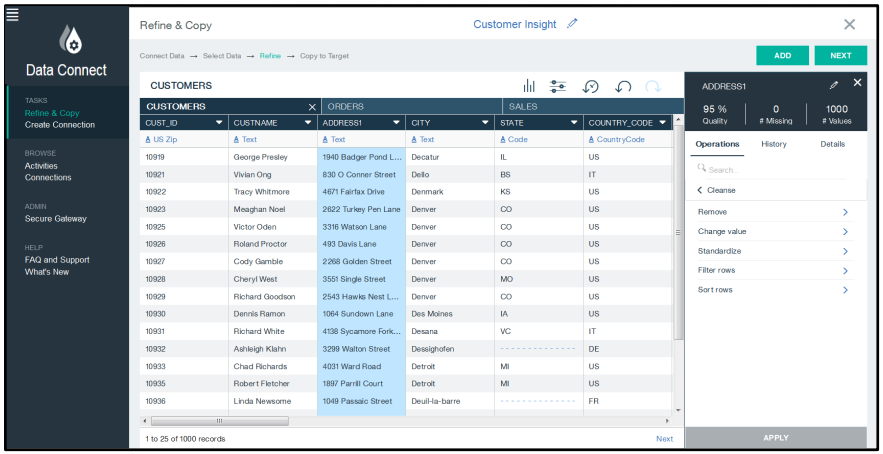
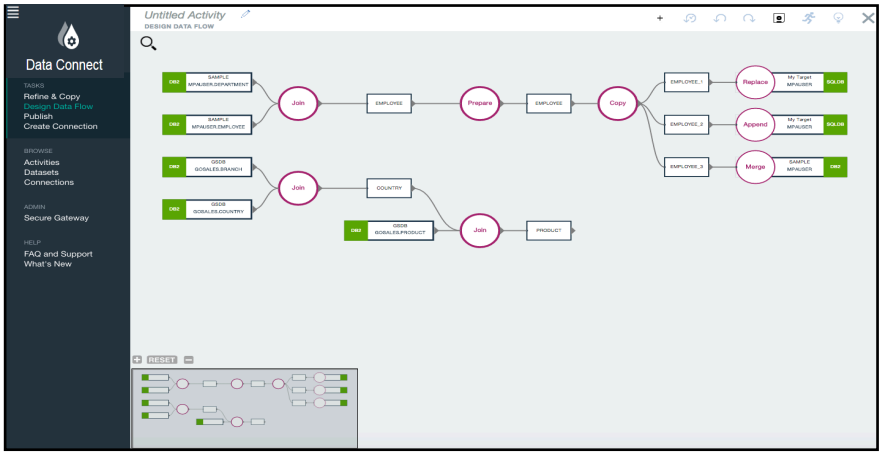
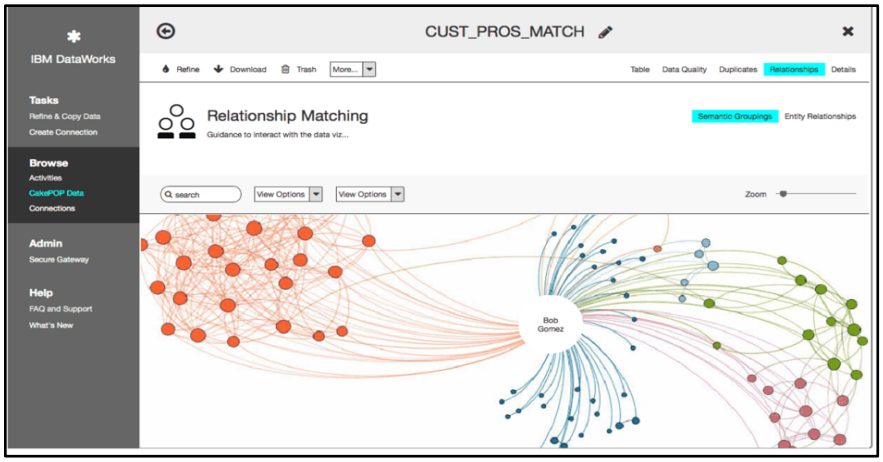
An End-to-End Information Integration User Experience…



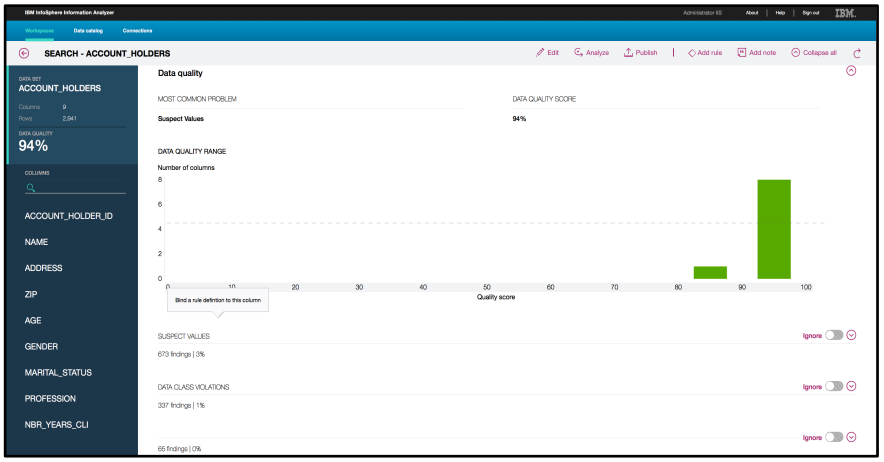
Data Preparation – GA



Data Integration – In Beta Now!



Entity Matching Q1-2017



Data Quality Assessment Q1-2017

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Self-Service Features of the Data Connect Service

Data Preparation (GA)

- Library of 25+ connectors to on-premises and cloud data sources
- 75+ shaping operations to cleanse and standardize data
- Ability to enrich datasets by joining tables from various data sources
- Activities can be easily operationalized and re-run when the data is updated

Data Integration – In Beta Now

- Canvas-based interface with zooming, auto/manual positioning of nodes and layout
- Additional transformation operations, including mapper and other data combination options
- Built-in data preparation node that launches the Data Connect shaper
- Ability to preview data at any step in the flow
- View history of changes for each node

Entity Matching Q1-2017

- Self-service and intuitive analytics on master data for non-technical business users
- Self-service augmentation of master data with other data sources
- Seamless integration with data preparation and movement tools
- Empowers users to discover and unlock insights – MDM for everyone!

Data Quality Assessment Q1-2017

- Self-service and intuitive data quality management for non-technical business users
- Automated data profiling, classifications, and quality assessment
- Consistent metrics and user experience across on-premises and cloud
- Analyze HDFS files in addition to relational databases

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Introducing the IBM DataFirst Method

The more you put data to work in your organization, the better the outcome

The IBM DataFirst Method is our expertise to ensure your success to get from where you are now, to where you need to be

Start Anywhere
Focus on your biggest business opportunity

Fill the Gaps
Strategy. Expertise. Skills. No more and no less

Build Value at Every Step
Achieve a data-driven culture, one initiative at a time

Ensures client success through repeatable & actionable use cases/engagements
Provides an entry point and a roadmap to the future for your client's journey

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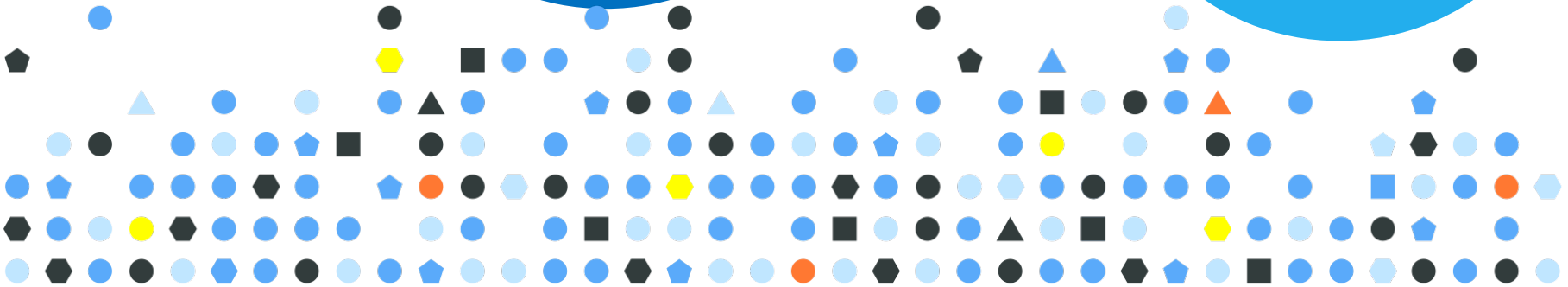
Next Steps Toward Your Success

Discuss the DataFirst Method approach with your IBM Representative

Run the cost analysis to get started with Bridge to Cloud

Try an IBM Cloud Data Service on IBM Bluemix®

Visit our IBM Analytics Technology website for more information



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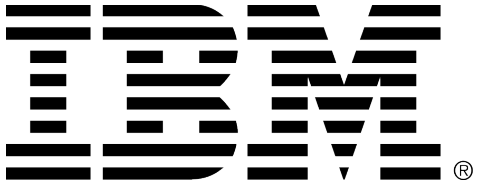

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