



IBM. **Information Management** software

IBM® Optim™ Data Growth Solution

Highlights

- ***Reduce hardware, storage and maintenance costs by archiving historical data from mission-critical systems***
- ***Maintain optimal application performance by controlling ongoing database growth***
- ***Archive, manage and retain application data according to business policies***
- ***Respond quickly to audit and discovery requests with universal access to archived information***
- ***Scale archiving capabilities across applications, databases, operating systems and platforms***

How can you derive the most value from your critical business applications?

You depend on business-critical applications to meet the challenges of daily operations – from payroll processing and financial reporting to customer service and support. These applications manage essential information for transaction processing and timely decision making. But exponential data growth can impair the timely completion of critical business activities, keeping your organization from meeting its service level agreements. Additionally, you are pressured to reduce costs and comply with increased regulatory burdens. What are your alternatives?

The IBM® Optim™ Data Growth Solution is a single, scalable data management solution offering benefits across the enterprise. Now you can align continuous control of your application data with your business objectives to optimize application performance, mitigate risk and control costs. From small to large organizations, from single applications to global business centers, Optim enables you to streamline data management activities using a consistent, proven strategy.

Apply best practice database archiving capabilities to achieve SLAs

As a recognized best practice, database archiving segregates inactive application data from current activity and safely moves it to a secure archive. Streamlined databases reclaim capacity and help improve application performance and availability. With Optim, you can establish distinct service levels for each class of application data – for example, current data, reporting data and historical data – and consistently achieve performance targets.

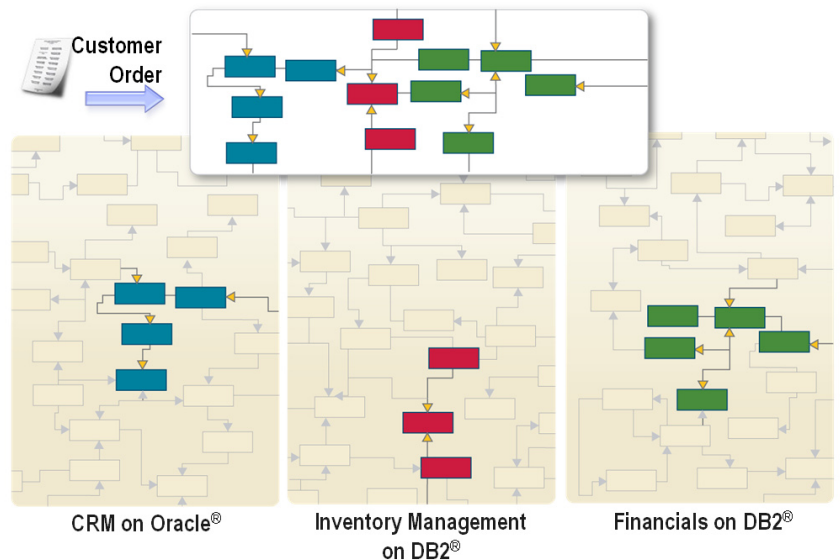
Policy-driven archive processes allow you to specify the business rules for archiving. Rules are commonly based on functional or legal requirements such as age, date, transaction status, business unit or company. For example, you may choose to archive all closed orders that are two years old or more. Optim identifies all transactions that meet these criteria and moves them into an accessible archive.

Optim manages application data at the business object level. A business object represents a conceptual unit of information; for example, customers,

orders, or invoices. From a technical perspective, business objects are comprised of a group of related columns and tables from one or more application databases, along with their associated metadata. By managing data at the business object level, Optim preserves both the relational integrity of the data and its original business context. Each archived record represents a historical reference snapshot of business activity, regardless of its originating application.

Access the data you need, when and how you need it

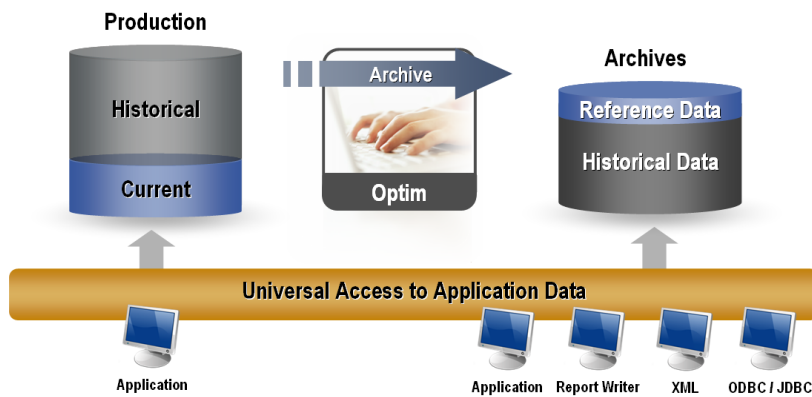
You need access to your historical business data to make decisions, run reports and respond to customer inquiries and audit or e-discovery requests. Optim allows you to choose the most effective access method, based on convenience and cost. With Optim, you can implement tiered storage strategies to manage application data based on its evolving business value. Current transactions remain in the high-performance OLTP environment. Reporting data in history tables can be maintained in mid-tier storage, so you control costs while still meeting service requirements.



Optim archives a complete business object across related applications and databases

To further reduce costs, you can store historical or reference data offline to tape or other long-term storage devices. Maintaining reference data in an immutable format on a secure WORM (Write Once, Read Many) device enables you to protect archived business objects for regulatory compliance. If an auditor requires access to data for compliance or other purposes, you will be prepared with complete snapshots of your transactions, perfectly preserved at each point in time. Keep archived business transactions accessible until legal retention periods expire and archives can be deleted.

Reporting on historical information takes less time and effort with Optim's universal access methods. For example, application-based access offers a consolidated view of current and historical information through the existing application interface. In cases where the originating application has been retired or is no longer available, Optim offers application-independent access to archived transactions. Application-independent access leverages industry standards methods, such as ODBC/JDBC, XML or SQL and reporting tools, such as IBM Cognos®, Crystal Reports®, Oracle® Discoverer™ or Business Objects™.



Optim lets you segregate inactive application data from current activity, safely remove it to a secure archive and keep it easily accessible.

Support retention compliance, governance and recovery initiatives

Protecting your company from liability is critical. Keeping too much or too little data can result in a liability. Optim's data management capabilities allow you apply business policies to govern data retention and disposal. Applying suitable and secure methods for data disposal allows you to prevent your information assets from becoming liabilities. You can automate data retention to support compliance initiatives and respond quickly and accurately to audit and discovery requests. And in the event of a disaster, employing a staged recovery strategy helps ensure the continuity of your business.

Automate business object discovery to gain new data insights, ensure accuracy and speed implementation

Successful projects begin with an accurate representation of the business object to be archived.

Business objects are defined using relationships among data elements. These relationships can be either explicitly declared within the database, or inferred within the data itself.

Relationships declared within the database, such as primary/foreign key constraints, are easy to identify. Optim obtains them directly from the database catalog. Inferred relationships represent a more complex situation. These relationships are enforced via application logic or business rules, and are often hidden from view. They can be exposed by a formal process called "discovery," which analyzes the data values and patterns to identify complex associations.

IBM InfoSphere Discovery provides a full range of data analysis capabilities to capture these hidden correlations and bring them clearly into view. Techniques include single-source and cross-source

data overlap analysis, advanced matching key discovery, reverse discovery based on transformation logic and more. The relationships identified during the discovery process are then aggregated to create the baseline business for archiving. Organizations can leverage InfoSphere Discovery to ensure accuracy and completeness, and speed the successful implementation of data archiving projects.

Supporting your Enterprise Environments

Optim provides a central data management solution that scales to meet enterprise needs. In addition to supporting your custom and packaged applications, Optim is the only solution to provide a consistent data archiving, test data management and data privacy approach across the leading ERP and CRM applications: Oracle® E-Business Suite, PeopleSoft® Enterprise, JD Edwards® EnterpriseOne, Siebel® CRM and Amdocs® CRM. And it supports all major enterprise databases and operating systems: IBM DB2®, Oracle®, Sybase®, Microsoft® SQL Server®, IBM Informix®, IBM IMS™, IBM VSAM®, Microsoft Windows®, UNIX®, Linux® and IBM z/OS®.

About IBM Optim Integrated Data Management Solutions

IBM Optim Integrated Data Management Solutions offer proven, integrated capabilities to manage enterprise application data from requirements to retirement. With Optim, teams can share data artifacts (like models, policies and metadata) to align data management with business goals and improve collaboration. Today, organizations of all types leverage Optim to improve performance, streamline database administration, speed application development, and enable effective governance. Optim delivers better business outcomes, at lower cost, with less risk, while providing capabilities that scale across enterprise applications, databases and platforms.

For more information

To learn more about IBM Optim Integrated Data Management Solutions, contact your IBM sales representative or visit: www.ibm.com/software/data/optim-solutions/



© Copyright IBM Corporation 2008

IBM Software Group
www.optimsolution.com

Produced in the United States of America
10-08
All Rights Reserved

DB2, IBM, the IBM logo, IMS, Informix, Optim, VSAM and z/OS are trademarks or registered trademarks of the IBM Corporation in the United States, other countries or both.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both. UNIX is a registered trademark of The Open Group in the United States and other countries. Windows and SQL Server are registered trademarks of Microsoft Corporation in the United States and other countries. All other company or product names are trademarks or registered trademarks of their respective owners.

References in this publication to IBM products, programs or services do not imply that IBM intends to make them available in all countries in which IBM operates or does business.