



IBM Optim Data Growth Solution

Highlights

- ***Align application performance with business processes to meet service levels***
- ***Segregate inactive application data from current activity and safely move it to a secure archive***
- ***Archive, manage and retain application data at the business object level***
- ***Respond to audit and discovery requests with query or self-help access to standalone archives***
- ***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 software applications to drive results and 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 increased regulatory burdens and runaway data growth can impair the timely completion of critical business activities, keeping your organization from meeting its service level agreements. 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 performance, mitigate risk and control costs. From small to large organizations, from single applications to global business centers, data management is streamlined using a consistent, proven strategy.

Apply best practice database archiving capabilities to achieve SLAs

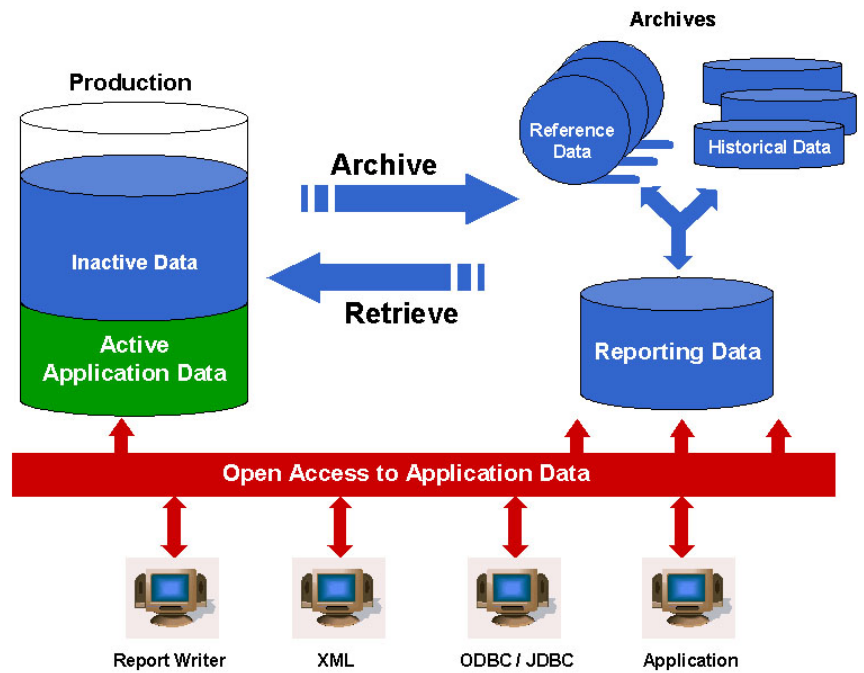
As a recognized best practice, database archiving segregates inactive application data from current activity and safely moves it to a secure archive. Streamlined databases reclaim capacity and help improve application performance and availability. With Optim, you can establish distinct service levels 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 and criteria for archiving. Criteria are commonly based on functional requirements or data retention regulations, 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 archive.

Optim's archive processing capabilities manage application data at the transaction or business object level, for example, vouchers or journals. Archiving preserves the data integrity and includes essential metadata, so that each archived business object represents an historical reference snapshot of business activity. Ongoing, scheduled archiving allows you to tier transactions between the production database and archives, so it is easier to meet service level goals in every case.

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



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

inquiries and audit or e-discovery requests. Optim lets you 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 and access requirements. 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.

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 should come to call, 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; from application-based access (through your current interface) to application independent access, leveraging industry standard methods and tools. Application-based access offers a consolidated view of current and historical information through the existing application interface. Optim also provides application-independent access to archived transactions, without impairing online transaction processing (OLTP) performance, using industry standards methods, such as ODBC/JDBC, XML or SQL and reporting tools, such as IBM Cognos®, Crystal Reports®, Oracle® Discoverer™ or Business Objects™.

Support retention compliance, governance and recovery initiatives

Protecting your company from legal and other liability is critical. 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.

Implement Optim and speed time to value

To help you realize immediate benefits from implementing Optim, IBM's experienced Software Lab Services staff and certified delivery partners provide hands-on technical training, knowledge transfer and real-world examples. You define your business objectives and processes related to enterprise application data, and then quickly apply Optim processes and technology.

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 archiving 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®.

Optimize performance. Reduce risk and control costs

Align enterprise data management with your business objectives. Optim provides capabilities for controlling your application data from creation to disposal. With Optim, you can simplify enterprise data management to accelerate business-critical projects. Provide universal access to current and archived data, complete easier upgrades, implement cost-effective tiered storage strategies,

and profit from superior application performance and availability. By implementing a proven enterprise data management strategy, you take command of your mission-critical data throughout its entire lifecycle and realize measurable benefits across your organization.

About IBM Optim

IBM® Optim™ enterprise data management solutions focus on critical business issues, such as data growth management, data privacy compliance, test data management, e-discovery, application upgrades, migrations and retirements. Optim aligns application data management

with business objectives to help optimize performance, mitigate risk and control costs, while delivering capabilities that scale across enterprise applications, databases and platforms. Today, Optim helps companies across industries worldwide capitalize on the business value of their enterprise applications and databases, with the power to manage enterprise application data through every stage of its lifecycle.

For more information

To learn more about IBM Optim enterprise data management solutions, contact your IBM sales representative or visit: www.optimsolution.com.



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