



**Hurwitz & Associates:** " IBM is doing an excellent job presenting the "umbrella" of IOD and all its components. One of those key components is IBM's business partners, and they are showing their amazing breadth and depth of capabilities."

**Charles King, Pund-IT:** " IOD is a solutions conference of the very best sort; one that provides customers the knowledge, tools and products they require to overcome common and profound business challenges."

**Charles King, Pund-IT:** "The healthcare projects at IBM Research's Advanced Technology Demos showed that IOD and the Information Agenda are not just marketing ploys, but provide the foundation for next-generation solutions that will improve and save people's lives."

**Ray Wang, Forrester:** "IBM's third annual Information On Demand event emerges as part of the "Must Attend" list of Enterprise Software (shows). More than 7000 attendees were treated to 600 technical skill building sessions and 120 business leadership sessions. This year's theme focused on the need to create an Information Agenda to sustain a competitive advantage and achieve business optimization...IBM is positioned for business optimization via its acquisitions in Information On Demand...customers see value in an Information Agenda..."

**Jim Kobelius, Forrester:** "Initiated 3 years ago, IOD has become an indispensable event for any Information and Knowledge Management professional who has deployed IBM's data management solution portfolio...each conference is jam-packed with important announcements that improve the vendor's positioning in the forefront of today's information-driven economy....at heart, Information Agenda refers to IBM's IOD solution focus: positioning its offerings as key customers enablers for business agility, transformation, optimization and efficiency. It's a great theme: very empowering, hopeful and solution focused..."

# IBM Information On Demand

# 2008

**Amy Wohl, Wohl Associates:** "IBM is focusing its Information Agenda portfolio on solutions for a broad variety of problems, from businesses who need to mine their information assets to governments who must monitor, measure and manage the quality of air and water. The technology is all there, but the focus on problems and solutions makes it more accessible and useful."

- Every analyst attending the IOD 2008 Global Conference rated the analyst event (and the conference itself) as either excellent (67%) or very good (33%).
- A vast majority agreed that the technical depth and business level of the content presented was "just right."
- By and large they also found the messaging around the Information Agenda and IOD to be quite compelling. **Connie Moore, senior analyst at Forrester Research**, said that the messaging had the "most clarity, depth and proof points she has seen to date."



### Highlight quotes from the

*"IBM--Setting the Business Information Agendas" (Volume 4, Issue 48, Oct 29th, 2008)*

analyst report written by Pund-IT analyst Charles King

- "At the end of the day, IBM's IOD strategy is not a magical concept or simplistic marketing pitch. By helping organizations to unlock the essential value of their information, IBM will also help them achieve consistent, measurable business success. As a result, IBM's IOD 2008 qualifies as a conference of the very best sort: one that provides companies the tools and solutions they require to solve common business problems today and prepares them to face more profound challenges in the future."
- "... we believe that IBM's broader notion of aiding customers in establishing Information Agendas to be particularly profound. Considering that the sheer volume of information is becoming ever larger and more complex,... setting and perusing an agenda encompassing an organizations' information assets qualifies as act of self preservation for most organizations.

# ANALYST QUOTES: On the Information Agenda



"IBM can fairly claim to hold the most powerful position in the high-growth Information Management marketplace, and it's difficult to see how any competitors will be able to knock it from its throne anytime soon." Ovum report: "United Information Management: IBM's Information on Demand,"

*Ovum report: "United Information Management: IBM's Information on Demand," August 2008.*

**"Forrester Research analyst Mervyn Adrian** said IBM is making substantial investments in product, delivery and marketing here in an effort to anchor its data management offerings by increasing interdependence across its portfolio and demonstrating its value at a strategic level. Analysts agreed that the announcement shows that IBM's Information On Demand strategy is expanding to meet customer needs.  
*eWeek*

The key issue here is understanding information in context, says **Judith Hurwitz, principal at Hurwitz & Associates**. There's no magic bullet to solve this issue. Companies need to establish a strategy that allows its executives to look at data across all the business units and channels and partners so they can understand what it all means. Achieving alignment gives you higher-quality metrics and more control over your business, IBM's Curry says. Once you have that, you can make more informed decisions.  
*InfoWorld*

"...IBM's Information Agenda aims to achieve these strategic ends through a variety of tactical means (Foundation software tools, Information Agenda guides, Information on Demand Competency Centers)...These (new) offerings should help ensure that companies' Information Agenda efforts are both successful and replicable..."

*Charles King, Pund-IT, Sept 2008*

Since 2006,...IBM has deliberately and doggedly constructed an unparalleled portfolio of software products that address virtually every element with the IOD universe.....spanning everything from data management to content management to business intelligence and performance management..."

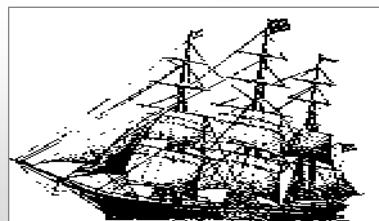
*Ovum report: "United Information Management: IBM's Information on Demand," August 2008*



**Quotes from the**  
***“IBM--Setting the Business Information Agenda”***  
***(Volume 4, Issue 42, Sept 24th, 2008)***  
**analyst report written by Pund-IT analyst Charles King**

- "...IBM's early September announcement of solutions and services designed to help businesses use information as a strategic asset offered much food for thought....IBM's Information Agenda aims to achieve these strategic ends through a variety of tactical means (Foundation software tools, Information Agenda guides, Information on Demand Competency Centers)..."
- "...These (new) offerings should help ensure that companies' Information Agenda efforts are both successful and replicable...."
- "...The information stakes for enterprises could not be higher. All too often, companies allows or even encourage the attachment of information to localized applications....it can encourage the creation of "siloes" applications whose inconsistency inhibits cross-organizational decision-making..."
- "...IBM's Information Agenda aims to extend (its) model across information assets and solutions, including business intelligence, data marts, data warehouses and master data management projects. By integrating and optimizing cross-organizational discovery, governance and management of information, companies can use and reuse information easily while maintaining its accuracy and consistency over time..."
- "...IBM's new Information Agenda qualifies as the fifth "entry point" for the company's broader Information on Demand initiative. Taken with the other four--managing data over its lifetime, optimizing content-based processes, delivering trusted information, and optimizing business performance and knowledge--the initiative is designed to help organizations fully transform themselves into Information Based Enterprises..."

**Read the entire Report – [LINK](#)**



### Quotes from the five page, comprehensive analyst report published from The Clipper group called *“An Information Agenda Completes IBM’s On Demand Initiative”*

- It provides a good deal of market context and how IBM's IOD strategy has evolved since 2006, and includes details on our recent InfoSphere and Information Agenda announcements. Very positive. Some highlight quotes:
  - "...Since 2006, IBM has amassed a stockpile of software capabilities to support Information on Demand. Now it has integrated those capabilities into an open, standards-based platform that supports a vast array of third-party and IBM products.... it now offers an Information Agenda implemented by tools for appraisal and triage of the existing situation and roadmap development assists. It uses metadata controls to make efforts cumulate, not just to more projects, but also into a more comprehensive information use strategy..."
  - "...IBM has built out a comprehensive breadth of capabilities focused on the management of structured and unstructured information..."
  - "...In order to know what you can do with business information, you must have a comprehensive sense of the information with which you have to work...approaching this task is best done as a system of disciplines..."
  - "...(In building an Information Agenda), the experience of others can help here--whether via IBM's industry-specific, wheel-shaped guides of common business processes, templates and governance best practices, or workshops led by IBM's subject matter experts..."
  - "...IBM has broken past the barrier of product-specific capability to offer a business-centric array of tools and software constructs, such as repositories and databases, with which to create an armada of coordinated information strategies with which to optimize business operations, performance and strategy..."
- "...IBM's IOD offers vast breadth mitigated by an agenda focused specifically on customer requirements. Together they make the Information on Demand vision actionable..."

Read the entire Report - [LINK](#)



Quotes from the  
“**United Information Management: IBM's Information on Demand**”  
OVUM analyst report, August 2008

- "...Any weaknesses IBM's Information Management may have are more than compensated by its extraordinary software, services, Research & Development and partnership strengths. The company will continue to face stiff competition from major players including Microsoft, EMC, Oracle and others. But at this stage of the game, IBM can fairly claim to hold the most powerful position in this high-growth marketplace, and it's difficult to see how any competitors will be able to knock it from its throne anytime soon..."
- "...By almost any measure, IBM can claim to be at the vanguard of the IOD/UIM revolution...IBM has deliberately and doggedly constructed an unparalleled portfolio of software products that address virtually every element with the (IOD)/UIM universe.....spanning everything from data management to content management to business intelligence and performance management..."
- "...IBM's ace in the IOD/UIM game may well be its ability to elevate the competition from an arena in which point products compete, to an environment in which IOD-based solutions become integral elements of broader business optimization and transformation..."
- **Read the entire Report – [LINK](#)**



## IBM gives InfoSphere middleware a makeover

### Highlight quote:

InfoSphere is increasing IBM's ability to compete in the information management fray. We still aren't aware of any other vendor that provides a similar package.

**Analyst Krishna Roy**



## The IBM Frenzy on Information Agenda for IT and Business

### Highlight quote:

"...The conference was led by the leader of the Information Management division **Ambuj Goyal**, who has instrumented a significant evolution and consolidation of technology suppliers over the last several years to bring the IBM 'Information Agenda' to market...IBM's focus on the '[Information Agenda](#)' is one of the largest software group initiatives at IBM."



## IBM Information on Demand 2008L A Solid Cache-up Effort

### Highlight quote:

"...We are taking a positive stance on IBM's announcement that its solidDB Universal Cache in-memory database technology will soon support several non-IBM databases. IBM acquired this technology with its acquisition of Solid Information Technology and initially released it for use with its DB2 and Informix Dynamic Server (IDS) database products. By adding support for several prominent non-IBM relational databases, IBM may be able to further leverage its acquisition for both current revenue gains and, perhaps more importantly, to provide an entry point into non-IBM database shops."

**Analyst M Schiff**

**Judith Hurwitz's Weblog**

About Judith Hurwitz

### What's An Information Agenda?

Posted on September 29, 2008. Filed under: [IBM](#), [Data Management](#), [Business Intelligence](#), [Information Management](#), [Business Process](#), [IT Strategy](#), [IT & Analytics](#), [Customer Experience](#), [Information Architecture](#), [Information Governance](#), [IT](#)

I had an opportunity to have a chat with Ambuj Goyal, General Manager of IBM's Information Management division about the idea of an information agenda – an initiative that IBM recently announced. The company intends to make a major investment in methodologies, best practices, and technologies over the coming years as way to help its customers implement the information on demand strategy.

While it may seem confusing at the outset, I think that the idea of an information agenda makes sense. But first, I want to clear up a confusion that I have seen. I asked Ambuj to define the difference between information on demand and the information agenda. While he agreed that both ideas are aspirational goals, he distinguishes between the two. Information on Demand is really the specific techniques and technology that help companies architect their information assets so that they can be able to deliver business value on time and in context. In contrast, he explains that an

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**Hurwitz blog** (Judith Hurwitz) highlight quote:

"...I had an opportunity to have a chat with Ambuj Goyal, General Manager of IBM's Information Management division about the idea of an information agenda – an initiative that IBM recently announced..."

**Read the entire Blog – [LINK](#)**

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SEPTEMBER 29, 2008

### Agenda Politics – Information Shifts The Balance Of Policy And Influence In Any Organization

By James Kobielus

Yes, like anyone who got a liberal arts degree (me: B.A., Economics), I had to take Political Science 101. And like anyone who sat and thought about what exactly politics is, I soon realized that it's anything but a science. Some call it the "art of the possible," and that strikes me as exactly right.

Or, more to the point, it's the art of engineering consensus and coalition around issues, leading (hopefully) to effective action. Which brings me to the one useful kernel of wisdom that I took away from Poli Sci 101: that the most effective coalition builders are those who engineer a clear, compelling agenda for shaping collective action over the long run. Ironically, Al Gore may have had a greater, lasting impact on the world by losing the 2000 election than if the U.S. Electoral College, Supreme Court, and Floridian perforations had all swung his way. He spearheaded a powerful agenda-based coalition of considerable momentum, focusing the human race on our collective responsibility for global warming. And his chief tool was information: an "inconvenient" but totally science-based truth, reflecting the overwhelming consensus of those who study climate change for a living.

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**Forrester blog** (Jim Kobielus) highlight quote:

"...Information technology is a precious corporate resource, as are the business intelligence and performance management applications that flow through those channels. So, in that very important sense, an "Information Agenda" (such as IBM's) makes great sense...."

**Read the entire Blog – [LINK](#)**



“This represents a maturation of IBM's Information On Demand strategy, focuses on getting enterprises to accelerate enterprise access to data and the governance of information as a strategic business asset. The initiative shows the maturity of IBM's Information On Demand Strategy” [eWeek](#)

“Now that we manage our customer information as an asset, the opportunities for innovation and optimization are endless,” said Noel Garry, Executive Manager of Irish Life, a financial services provider that recently established an information agenda to facilitate a transition from product focus to growth based on customer service and loyalty. “We can respond to the dynamics of our business twice as fast.” [eChannel Line](#); [SearchStorageAsia](#)

“When you ask (customers) about their ability to feed trusted information into these applications, you will begin to see them struggle...I like to call it enterprise cholesterol – it's been built up to where the trusted information can't flow,” said Inman...Obviously the 'I' in the CIO's title is information, but they've been consumed with data centre issues, we're bringing the 'I' back.” [Computerworld](#)

“Because Michelin deals with so many parties in its supply chain -- distributors, wholesalers, consumers, and suppliers -- gaining visibility across all those relationships on the whole can be a challenge,” said Todd Jefferson, enterprise architect for business intelligence at Michelin. “Michelin's agenda includes objectives to establish an enterprise view of information, while enabling unified global analytics and establishing a more formalized data governance and quality strategy.” [Smart Money.com](#)

“While businesses have a strategy to guide their business processes/applications, the data that supports their processes is often restricted because it is so tightly associated with applications. Goyal explained, businesses do not have a "cohesive, industry-specific strategy to take advantage of the information they have". [ZDNet Asia](#)

For years it was enough for a business to take paper processes and automate them. Today, IBM can help clients more deeply by analyzing client information, uncovering revenue opportunities and driving profitability. [CSDN](#)

IBM introduced Information Agenda, the first complete, industry-focused software and services offerings for managing information independent of applications or business processes and see it will have tremendous potentials in China especially in banking, telecommunications, healthcare industries. [Sina.com](#)

**Financial Times** quoted Ambuj Goyal on an industry piece on measuring carbon footprint within business' supply chains and the importance of analyzing trusted information to measure carbon footprint. -- "You will never get all processes into a single application," says Ambuj Goyal, general manager for information management software at IBM. "The supply chain needs internal financial, distribution and logistics data, as well as data from partners. You need to populate the performance management system with cleansed data from hundreds of applications to create trusted information for analysis. One tool will not solve the problem." [FT.com](#)

Since launching our cross-company Information on Demand initiative in 2006, IBM has gained thousands of new customers and generated strong revenue growth. This growth is fueled by their ability to provide industry-specific solutions, enabled by a combination of internally-developed technologies, partnerships and strategic acquisitions. The combination of IBM middleware, consulting expertise and technical integration skills puts IBM in the best position to lead in this high-growth space. [CIO](#)



## PRESS QUOTES: On Information Managements'



Cognos is now one of four parts of its "Information On Demand" strategy, and IBM says **revenue growth for the business in 2008 was a healthy 18%**. *Computerworld*

IBM's Information Management software **saw revenue gains of 18 percent** during the previous quarter, driven by client demand to manage huge volumes of data being generated across global enterprises. *Database Trends and Applications*

"Customers **need to have an Information Agenda**. You must clean up the clutter, improve the structure of the data and make it more useful...so you can do effective analysis." said Steve Mills, IBM Senior VP & Group Exec. *Forbes quotes Steve Mills on the Information Agenda*

In 2008, IBM was the only vendor **Gartner placed in the leadership quadrants** in its Magic Quadrants covering Business Intelligence Platforms, Data Quality Tools, Data Integration Tools, Customer Data Integration, Data Warehousing, and Information Access.

The IBM area geared towards selling software for corporate **information management showed an 18% growth in the fourth quarter**, or 25% with exchange rate adjustment. The performance stood out within the results announced by the company in late January. It exceeded analyst expectations, and was one of the most positive ones for the end of last year among large Information Technology companies. IBM profit was US\$ 4.43 billion, which represents a growth of 12% compared to the same period in the previous year, although revenue dropped 6%, to US\$ 27 billion. "The world is moving towards business optimization", stated the general manager of IBM information management software area, Ambuj Goyal, who will be in Brazil this week. *Gazeta Mercantil, Brazil's # 1 business daily*

**More than 70 press & 60 analysts came to the IOD 2008 Global Conference to discuss IBM's cross company initiatives around Information On Demand & Information Agenda. Initial news coverage from the conference appeared in New York Times, eWeek, InformationWeek and several other key publications.**

This place is all about numbers, IBM's Information on Demand strategy: launched almost three years ago; more than \$8 billion invested; more than 15,000 customers, 10,000 of them new; more than 2,000 business partners involved; and 30% revenue growth in the last quarter. For its latest financial results, announced 12 days ago, revenues for Information Management software, the key component of IOD, increased 26% percent. The bottom line, said **Steve Mills, SVP** and group executive, Software Group, is that IOD and IBM are well-positioned for continued success.

**eChannelLine**

**Bank of Montreal's** information management strategy is a bundled approach where data governance sets the foundation for business intelligence, which in turn enables corporate performance management, the bank's head of information governance and quality told

**ComputerWorld Canada.**

IBM's IOD initiative certainly seems to be catching on with customers, with more than 10,000 signing on since 2006, according to the company. Among them is **New York City's Health and Human Services department.** The department used IBM's IOD strategy to create a one-stop online repository for "a single view of city services from a citizen's perspective," said Kamal Bherwani, the city's Health and Human Services CIO.

**TechTarget's SearchDataManagement**

Officials at IBM say their solutions include programs – such as FileNet Business Process Manager, Lotus Notes 8.5 and new content collection, archiving, e-mail and collaboration software – which collectively hasten paperless offices by eliminating paper trails and reducing content storage and electronic discovery costs.

**TMCnet**

From his seat in IBM's cockpit, **Steve Mills** has played an important role as his company developed and expanded on its Information On Demand strategy. IOD—a combination of data management, analytics, and industry-specific applications and services—is designed to help businesses more effectively leverage their data

**eWeek**

**IBM Information On Demand 2008**

Businesses are investing enormous amounts of money to build intelligence around physical assets, and need better ways to make sense of all the information they've collected, Mills said. Moreover, Mills said that 75% of the world's data comes from replication of existing information. "Think of the cost of replicating information over and over again to all sorts of servers and storage devices," Mills said. "It's a huge opportunity to gain efficiencies."

**Network World**

Oracle says TimesTen boosts relational performance by a factor of ten. Likewise, IBM's solidDB is a 10X performance booster; unlike the Oracle product, solidDB will become a performance booster for all major enterprise systems by the end of the year, including Oracle, Sybase and Microsoft SQL Server as well as IBM's own systems.

**InformationWeek**

"I think what IBM has done better than anybody else, including Oracle, which I tend to think of as the closest player in this particular space, has been ... to really articulate its vision for Information On Demand," said Davis, the Ovum analyst. "They were fairly early on in identifying this as a market need and crafting a marketing story to go with it."

**eWeek**

The premise of IOD is that businesses are moving from what Goyal calls an "application agenda" to an information agenda. The application agenda is the traditional focus on utilizing applications to automate business processes. While investments in such applications are likely to continue, IBM banks on the growing emphasis on applications that can help drive businesses' optimization efforts.

**eWeek**

The IOD business, which was "a gleam in our eyes two-and-a-half years ago," has brought 10,000 new customers and two thousand new partners to IBM in that time, Ambuj Goyal said in an interview.

**InformationWeek**

As far as the BI portion of its arsenal, IBM could be in a better position to innovate in coming years than its rivals Oracle and SAP, according to Forrester analyst Boris Evelson. Oracle still has a good deal of work to integrate products from its Siebel and Hyperion acquisitions, while SAP, which recently bought BI vendor Business Objects, has "some tough decisions to make on how to help their customers migrate from Netweaver BI to the new product line," Evelson said. Meanwhile, the IBM-Cognos merger saw few product overlaps and Cognos "already took the time a few years ago to streamline and upgrade the platform," he said.

**New York Times**

"IBM's Information On Demand conference is the 'agora', or marketplace of the Information Management software community. It certainly affords the opportunity for formal technical education, but its real value lies in the ability to connect with key executives, business partners, and customers in a fun, dynamic environment."

***Frank C Fillmore, President, The Fillmore Group***



"Thank you very much for making IOD 2008 a very memorable event. I was uncharacteristically reluctant to go back home. I really like some of the tools IBM has to offer and hope the project teams in charge can make a justification for a couple I can see being a real benefit to our development and operations. My thoughts and opinions will definitely be shared and hopefully provide positive input into the process. I'm sure our interest will grow as we do some clean up and implement changes to leverage DB2 V8 in the years to come. " ***Jason McKernan, Database Administrator, Shelter Insurance - Information Services***





“ Information On Demand, IOD, is IBM’s vision for the future development of information management. Under this strategic objective, IBM has formed real complete information management solution architecture, thanks to continuous technical innovation and M&A. The so-called IBM Information Agenda provides important, instructive road maps to help clients realize IOD. On the basis of IBM database technical platform, Taikang has deployed information management service applications such as information consolidation, business intelligence, and enterprise content management/process consolidation. Front end application, business process and logic, as well as the notion of separating key information access, which we recognize, conform to IOD’s Information As Service strategy. Therefore, Taikang Life is more than willing to choose IBM as a long-term partner. “

**Wang Daonan,**  
*CIO of Taikang Life*



“ Now that we manage our customer information as an asset, the opportunities for innovation and optimization are endless. We can respond to the dynamics of our business twice as fast. “

**Noel Garry,**  
*Executive Manager,*  
*Irish Life*



“ The Information On-Demand technology of IBM focuses on unleashing the potential of information and enhancing information availability, which fits nicely into the technological strategies of the Bank of Communications. The Bank of Communications has been collaborating with IBM successfully for two years, and achieved significant improvements in master data management, enterprise content management, and process management. In the future, the Bank of Communications will continue to pay close attention to the road map of Information On-Demand provided for the industry by the latest Information Agenda of IBM, and will continue its cooperation with IBM. “

**Hou Weidong,**  
*CIO of the Bank of Communications*



“This year is the 25th anniversary of DB2. We have noticed the information that IBM passed through many marketing activities. That is the information of "innovating Database technology and realizing IOD vision". While seeing the continuous development of DB2, IDS and other core database technologies, we also witness the fast development of IBM information management including master database management, business intelligence, performance management, content management, process management, etc. In fact, the cooperation between IBM Information Management and Digital China has been expanded from DB2 database to many areas and also received more and more positive feedback from customers. We are confident for the further cooperation between the two sides and thus providing better solutions and services to Chinese customers.”

**Mr. Xie Yun,**  
***Director of Digital China Software Institute***