



Manage enterprise application data throughout the information lifecycle

IBM **Information Management** software

IBM Optim solutions for custom and packaged applications

Highlights

- ***Deploy IBM™ Optim® across applications, databases, operating systems and platforms***
- ***Segregate historical data from current transactions and safely remove it to a secure archive***
- ***Apply business rules to govern data retention and store data based on business value***
- ***Create “right-sized” test environments and speed application deployment***
- ***De-identify confidential information to protect privacy in non-production environments***

Align enterprise data management with your business objectives

Your enterprise applications allow you to manage the critical activities that keep you in business — functions like order processing, inventory management, customer service and finance. To succeed, you depend on the peak performance of these applications — and the databases that support them.

But runaway growth and expanding regulatory requirements can put your application databases on overload, making them harder to manage, increasing costs and keeping you from meeting service level agreements. Capacity upgrades provide relief, but only temporarily.

The IBM® Optim™ solutions for custom and packaged applications help companies align application data management with critical business objectives. With a single, consistent technology, you can manage, retain

and control enterprise application data. Optim allows you to take command throughout the information lifecycle with the potential to deliver measurable benefits across the enterprise.

Manage application data growth through archiving

Each day, as you book new transactions, older data becomes less relevant to your business. You may still need it for management reporting or compliance. But you no longer need to maintain history details together with current transactions. Optim's database archiving capabilities offer a proven alternative.

Database archiving is a comprehensive best practice that segregates historical transactions and safely moves them to a secure archive. Optim manages application data at the transaction or business object level – like service orders, payments or shipments. You define the business policies and criteria for moving transactions into an archive.

These criteria are typically based on functional requirements or data retention regulations.

Age and status are two of the most common policy criteria. For example, you may decide 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. You recapture valuable capacity for priority transaction processing.

Maintain seamless access to information

Archiving data does not mean you will never see it again. On the contrary, Optim delivers access to the information you need, when and how you need it. Optim's Open Data Manager™ component leverages industry standards, such as ODBC/JDBC, XML and commercial reporting tools. You utilize familiar methods to access, serve and report on your application data. Optim makes it is easy to browse current and archived data in a single view, perform historical trend reporting and respond quickly and accurately to audit or discovery requests.

In some cases, you may even need to restore archived data to an application environment. For example, it may be necessary to restate prior period financials or reopen a paid insurance claim. With Optim, you can quickly locate and restore just the data you

need – a single transaction or a year's worth of history. Optim also preserves the original business context of the archived data, making it possible to recreate the original environment if needed. Or you can map a historical transaction to the current environment, even if you have just upgraded to the newest application version.

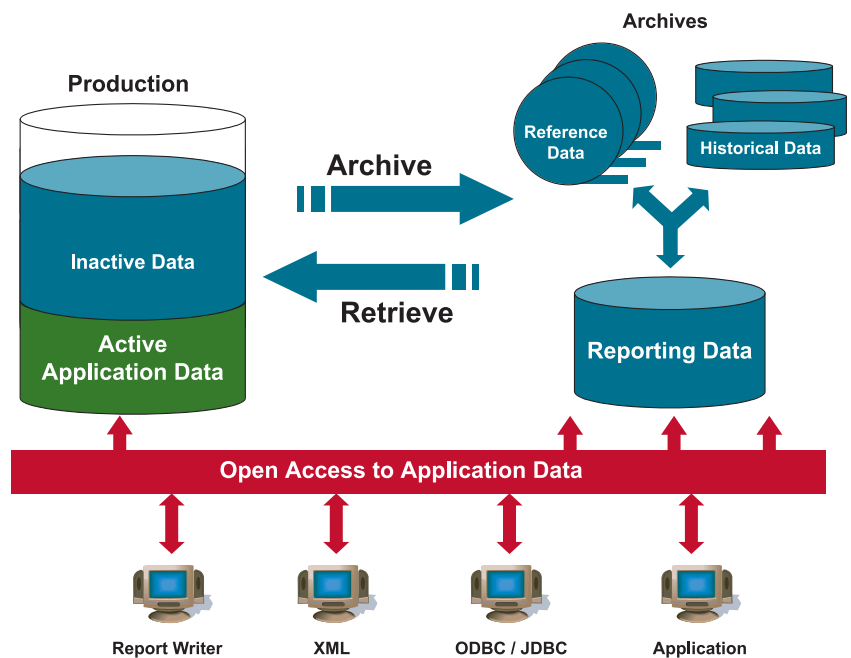
Control storage and compliance costs

Information Lifecycle Management (ILM) strategies empower you to manage, store and retain enterprise data, based on its evolving business value. Optim helps optimize storage utilization and provide the appropriate level of service for each type of activity. For instance, active data is maintained in a high-performance

storage environment for rapid transaction throughput. Reporting data is relocated to mid-tier storage, so you control costs while still meeting service requirements. Finally, reference data is maintained in an immutable format on a secure WORM (Write Once, Read Many) device, where defined policies govern its access and ultimate disposal.

Drive business impact with enhanced performance

Optim provides measurable benefits across the enterprise. By archiving historical transactions, you reclaim capacity on your high performance databases. This capability gives you more control of your IT budget, while simultaneously helping your applications



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

run more efficiently. Performance and availability are enhanced, providing the necessary resources for driving business opportunities and revenue. Productivity improves. Infrastructures are less complex. Maintenance windows are shortened. Optim protects your valuable data so you can keep it in the right hands and keep your business running smoothly, no matter what.

Manage test data and improve testing efficiencies

Reliable applications come from reliable testing, and realistic test data plays a key role. Many organizations clone or copy production environments to create test data – a time-consuming and expensive approach.

Optim offers proven capabilities to subset and edit test data, and validate test results. You improve test coverage and application quality, while shortening the time to application deployment. Streamlined databases also cost less to maintain because they require less storage space. Instead of cloning huge production databases, you can achieve the same, accurate test results without depleting your budget.

Subsetting data enables you to extract the business objects or transactions you need to create targeted test scenarios. You can extract data from a single database or across multiple

related databases and platforms. After migrating data into the target environment, you can view multiple related tables in a single display. Then, you can easily edit your test data to force error and boundary conditions needed to verify exception handling. Reusable processing definitions help you speed iterative testing tasks and promote complete coverage.

Once you have completed functional tests, you need to validate the results. With Optim, you can automatically compare baseline data against successive test runs. Optim highlights the differences and presents the results in a concise display. You can compare results from a single database table or across sets of multiple related tables. Optim not only identifies the expected updates, but also unexpected changes that might otherwise go undetected. Optim interoperates seamlessly with automated functional testing tools, making it easy to identify and resolve application problems cost effectively – before they impact your customers.

Protect privacy and reduce disclosure risk

Ensuring the privacy and security of confidential customer information is not just good business practice – it's the law. Regulations, such as HIPAA, GLBA, PIPEDA and others, require you to protect personal information no

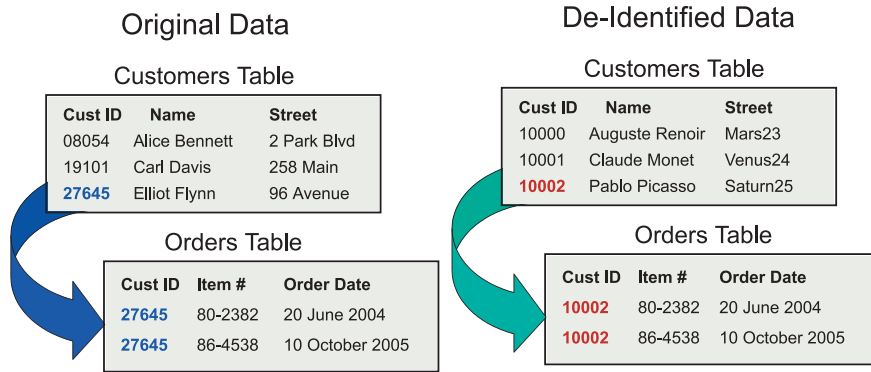
matter where it lives. And if production systems are locked down, hackers set their sights on vulnerable test and development environments.

Optim protects the confidentiality of private information and improves the security of your test and development environments. Using Optim, you can mask and transform data so that it can no longer be used to identify an individual. Apply masking techniques, such as substrings, arithmetic expressions, random or sequential number generation, date aging and concatenation. You can also incorporate site-specific data transformation routines, integrating the processing logic from multiple related applications, databases, operating systems and hardware platforms.

De-identified data is safe and valid to use in application testing. Masked data still makes sense to Quality Assurance staff and still produces accurate, reliable test results, but is worthless to thieves and hackers. When you use Optim to de-identify confidential test data, you minimize disclosure risks – and force hackers to turn elsewhere.

Implement a single, enterprise-scale solution

Optim provides a central data management solution that scales to meet enterprise needs. From a single



Optim offers a variety of data masking techniques to protect the confidentiality of private information.

application to a global data center, you streamline data management with a consistent strategy. Optim's unique Relationship Engine™ provides a single point of control to guide data processing activities, such as archiving, subsetting, migrating and retrieving data. Reusable data management templates enable consistency and scalability. Advanced security features provide for role-based access and activity permissions.

Optim 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®. And it supports the key ERP and CRM applications in use today: Oracle® E-Business Suite, PeopleSoft® Enterprise, JD Edwards® EnterpriseOne, Siebel®, and Amdocs® CRM, as well as your custom and packaged applications.

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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