



---

## 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
- 

# IBM InfoSphere Optim Data Growth Solution

You depend on business-critical applications to meet the challenges of daily operations—from payroll processing and financial reporting to customer service and support. Those 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 (SLAs). Additionally, you are pressured to reduce costs and comply with increased regulatory burdens. What are your alternatives?

The IBM® InfoSphere™ 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, InfoSphere 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 InfoSphere Optim, you can establish distinct service levels for each class of application data—such as 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. InfoSphere Optim identifies all transactions which meet those criteria and moves them into an accessible archive.

InfoSphere Optim manages application data at the business-object level. A business object represents a conceptual unit of information, such as 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, InfoSphere 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, respond to customer inquiries and audit or make e-discovery requests. InfoSphere Optim allows you to choose the most effective access method, based on convenience and cost. With InfoSphere Optim, you can implement tiered storage strategies to manage application data based on its evolving business value. Current transactions remain in the high-performance online transaction processing (OLTP) environment. Reporting data in history tables can be maintained in midtier storage, so you control costs while still meeting service requirements.

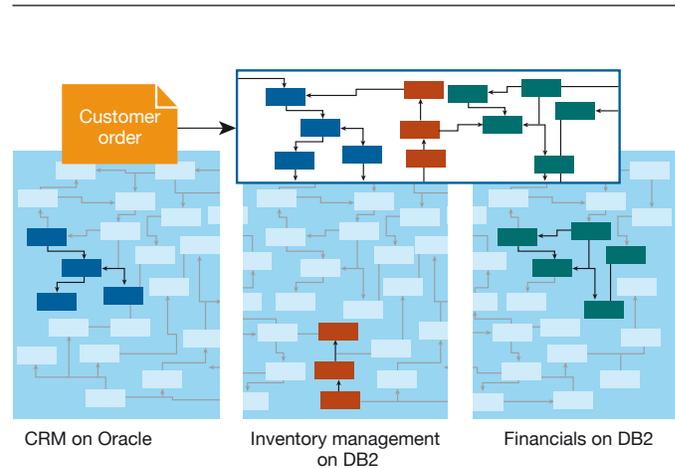


Figure 1: InfoSphere Optim archives a complete business object across related applications and databases.

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 write once, read many (WORM) 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. Plus, you can 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 InfoSphere 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,

InfoSphere Optim offers application-independent access to archived transactions. Application-independent access leverages industry-standard methods, such as ODBC/JDBC, XML or SQL, and reporting tools such as IBM Cognos®, IBM Mashup Center, Crystal Reports, Oracle Discoverer or Business Objects.

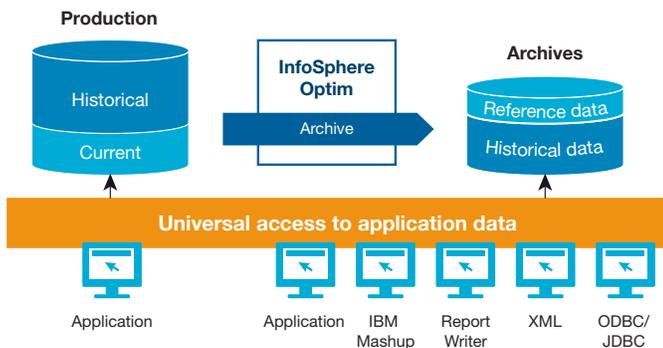


Figure 2: InfoSphere Optim helps you segregate inactive application data from current activity, safely removing it to a secure archive and keeping it easily accessible.

### 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. InfoSphere Optim’s data management capabilities enable you to apply business policies to govern data retention and disposal. Applying suitable and secure methods for data disposal helps you 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.

### Gain data insight and accelerate implementation with automated discovery

Successful projects begin with an accurate representation of the business object to be archived. Business objects are defined using relationships among data elements. Those 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; InfoSphere Optim obtains them directly from the database catalog. Inferred relationships represent a more complex situation. Those 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 help ensure accuracy and completeness, and to speed the successful implementation of data archiving projects.

### Supporting your enterprise environments

InfoSphere Optim provides a central data management solution that scales to meet enterprise needs. In addition to supporting your custom and packaged applications, InfoSphere Optim provides a consistent data archiving, test data management and data privacy approach across leading enterprise resource planning (ERP) and customer relationship management (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 Virtual Storage Access Method (VSAM), Microsoft Windows®, UNIX®, Linux® and IBM z/OS®.

## About IBM InfoSphere

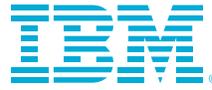
IBM InfoSphere Optim is a key piece of the InfoSphere portfolio. InfoSphere software is an integrated platform for defining, integrating, protecting and managing trusted information across your systems. The InfoSphere platform provides all the foundational building blocks of trusted information, including data integration, data warehousing, master data management and information governance—all integrated around a core of shared metadata and models. The portfolio is modular, allowing you to start anywhere and mix and match InfoSphere software building blocks with components from other vendors or choose to deploy multiple building blocks together for increased acceleration and value. The InfoSphere platform provides an enterprise-class foundation for information-intensive projects, offering the performance, scalability, reliability and acceleration needed to simplify difficult challenges and deliver trusted information to your business faster.

## For more information

To learn more about IBM InfoSphere, please contact your IBM sales representative or visit:

[ibm.com/software/data/infosphere](http://ibm.com/software/data/infosphere)

To learn more about IBM InfoSphere Optim Data Growth Solution, please contact your IBM sales representative or visit: [ibm.com/software/data/optim/manage-data-growth](http://ibm.com/software/data/optim/manage-data-growth)



---

© Copyright IBM Corporation 2010

IBM Corporation  
Software Group  
Route 100  
Somers, NY 10589 U.S.A.

Produced in the United States of America  
August 2010  
All Rights Reserved

IBM, the IBM logo, [ibm.com](http://ibm.com), InfoSphere and Optim are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries or both.

UNIX is a registered trademark of The Open Group in the United States and other countries.

Other product, company or service names may be trademarks or service marks of others.



Please Recycle

---