



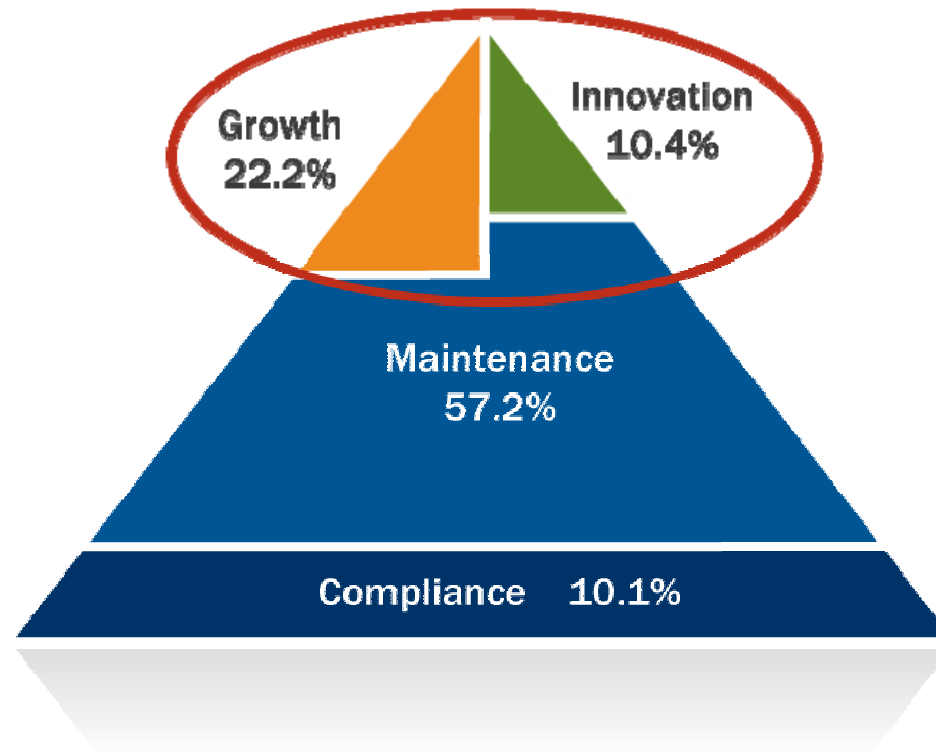
The Collaborative Enterprise: Information Driving Competitive Advantage

Judy Ko
VP Product Marketing and
Management

INFORMATICA®

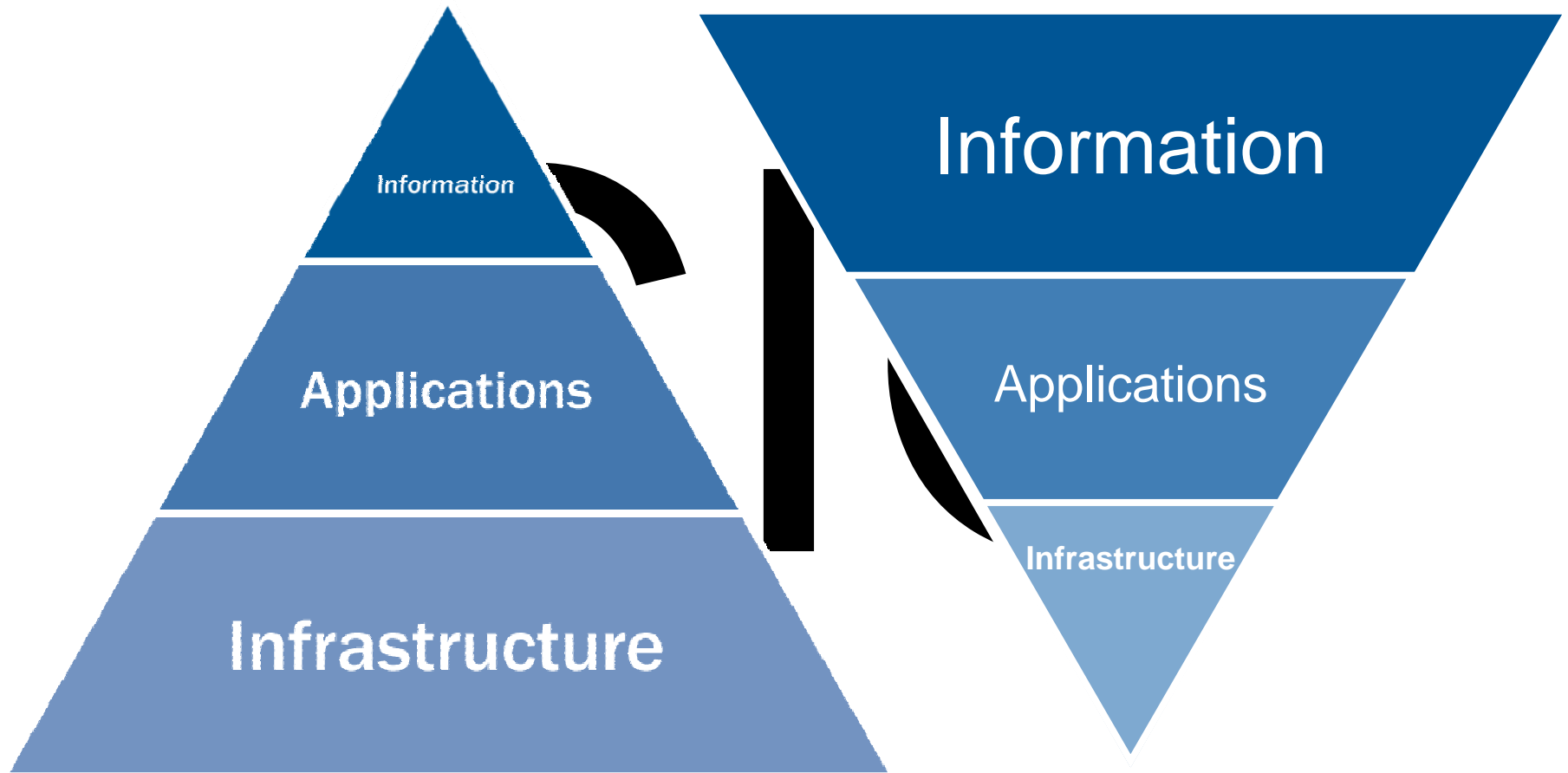
The Business Value of IT

Average Spending by Portfolio Asset Classes
Percentage of Total 2006 IT Spending



Source: CIO Executive Board's 2006 IT Budget and Spending Survey

Responsibilities of the CIO



Transform the business





Save Lives

DATA



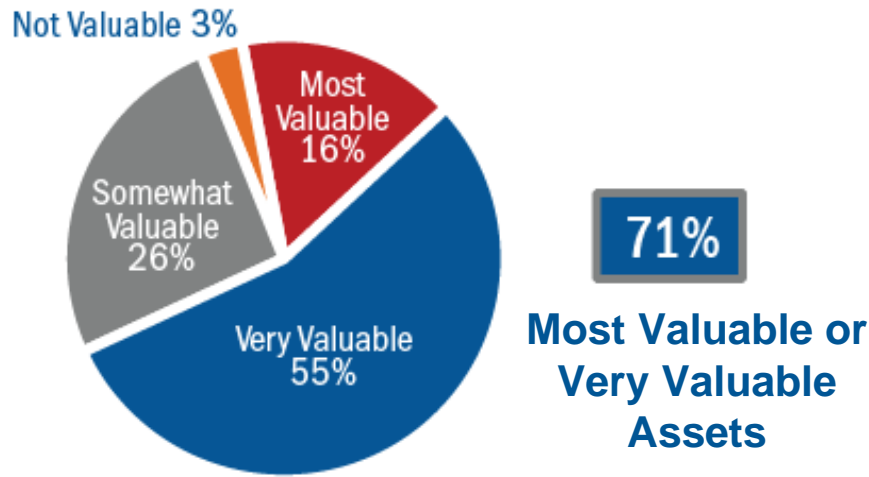
More Volume
More Sources
More Places
More Demand

Data: Asset or Liability?

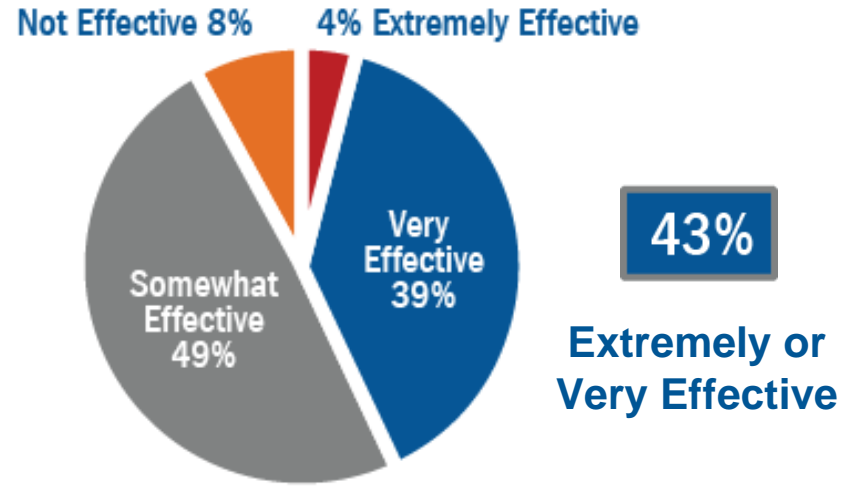


The Value Gap

Potential Value of Data in Information Systems



Effectiveness in Converting Data into Useable Assets



These Findings Are From Interviews With Top Executives Of Large, Multinational Businesses, For PricewaterhouseCoopers' Management Barometer.

Why haven't we solved our information challenge yet?

- **Organizations exist as functions or silos, lack enterprise mindset**
- **The pressure on IT to deliver**
- **The politics of information**
- **Data Architecture and Data Governance and are relatively nascent and poorly understood**

Doesn't SOA Solve This?



What information drives your business?

Data Governance and Enterprise Data Management

Company

Contact

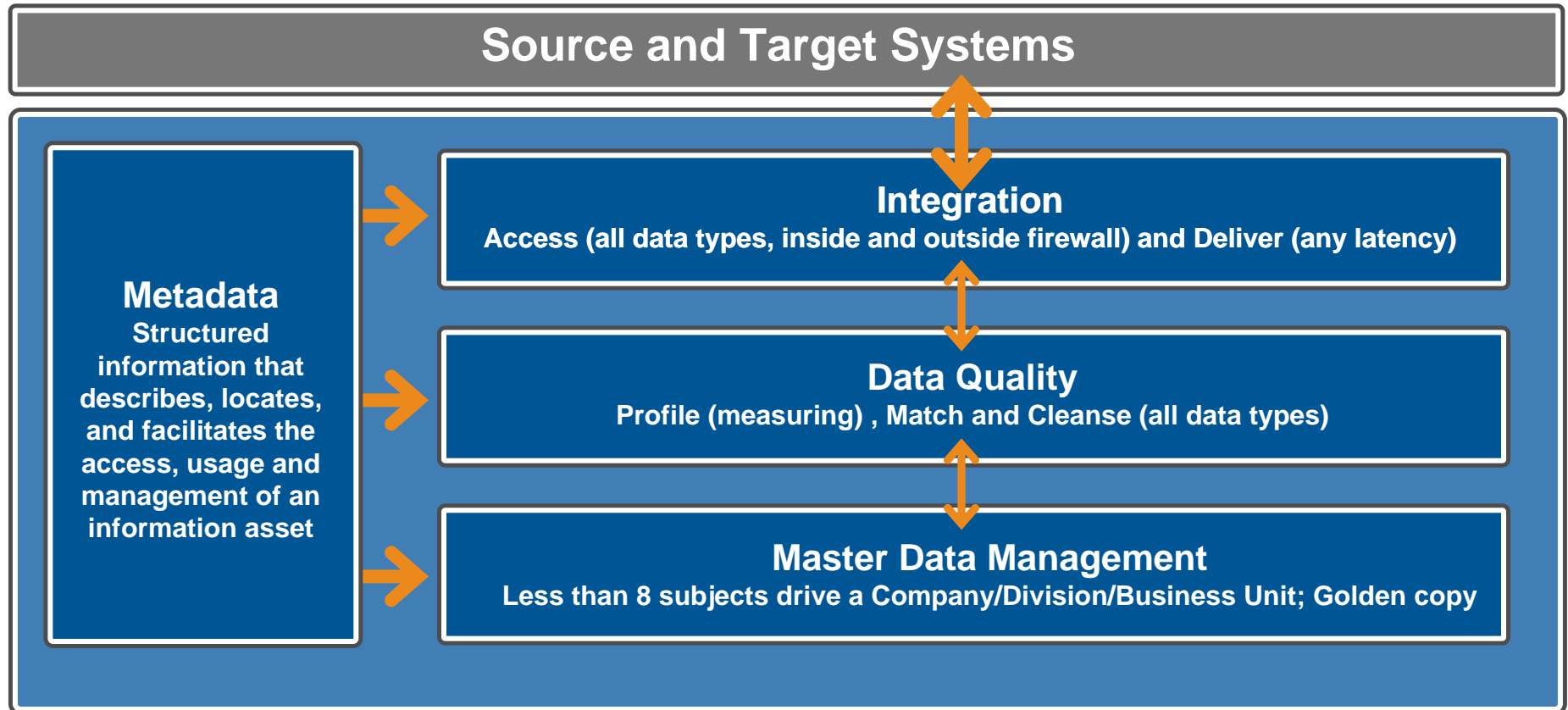
Product

Contract

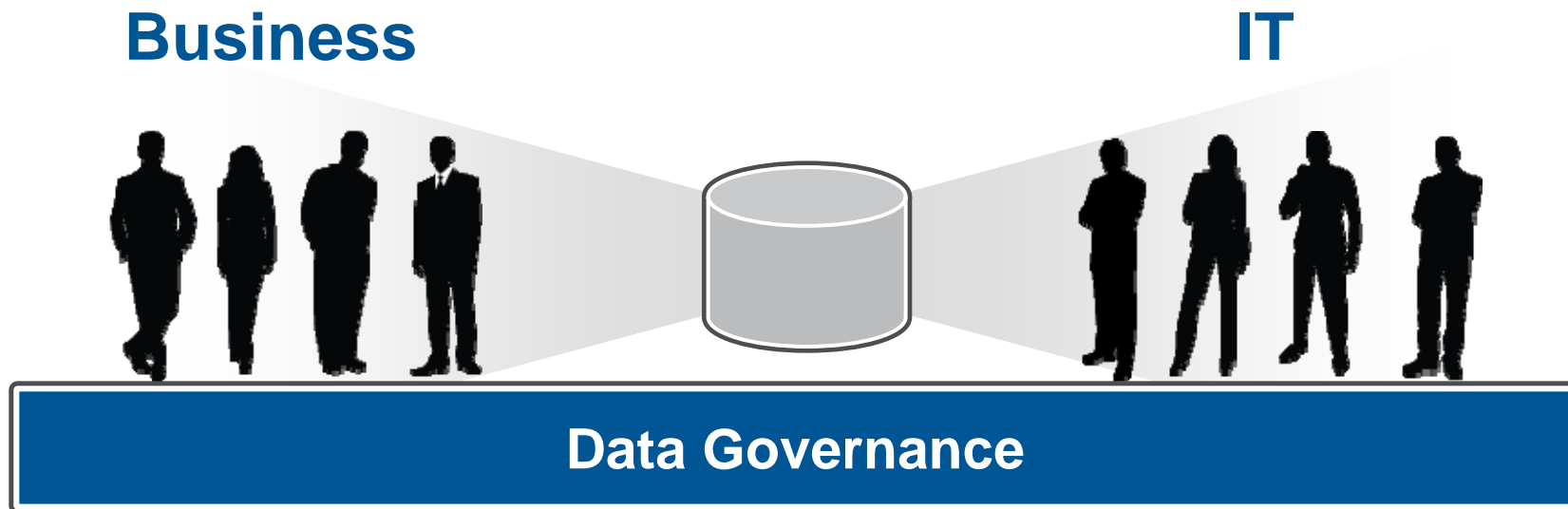
Person

Less than 8 information subjects drive your business/division/business unit

Enterprise Integration Framework



The Need for Data Governance



How Does IT Collaborate With Business?

Competitive Advantage through 'Information Utopia'

Consistent

Accessible

Timely

Concise



Accurate

Trusted

Unified

Actionable

Where do I start?

1. Start small, go for the quick win
2. Choose one subject that's broken and the business feels pain
3. Get the business to champion the cause
4. Design the architecture
5. Build the infrastructure as you go, conforming to the architecture

Thank You!

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