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At a glance

Updates for IBM® Industry Models for Banking Data Warehouse and IBM Industry Models for Banking and Financial Markets Data Warehouse are now available as components of IBM Industry Models V8.3 to help accelerate industry solutions. These updates address:

- Banking and financial markets
- Wealth management
- Integrated risk management
- Financial reporting and accounting standards

In addition, updates are available for IBM InfoSphere™ Warehouse Pack for Market and Campaign Insight V8.2. This component is derived from the IBM Industry Models and helps address the horizontal business initiatives of marketing campaign insight across multiple industry vertical sectors.

Overview

IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2 is an optional add-on for IBM InfoSphere Warehouse V9.7. It:

- Helps business users to maximize the effectiveness of market analysis and marketing campaign analysis initiatives
- Facilitates quicker time-to-value of an InfoSphere-based data warehouse using a step-by-step business-focused development and rollout
- Supports the consolidated data requirements of predefined business content based on Cognos® 8 BI
- Is packaged and optimized for InfoSphere Warehouse V9.7 and InfoSphere Data Architect V7.5.2
- Helps provide a valuable information building block for consolidated analysis across multiple business initiatives and solutions when coupled with InfoSphere Warehouse and InfoSphere Information Server
Note that there is no intent to upgrade and support the Cognos 8 BI Report Studio sample reports, the associated Cognos Framework Manage Model, and the sample DB structures for InfoSphere Warehouse that are included in the pack, as they are best-practice samples. Also, no formal trade-up part numbers exist for the pack. For example, any trade up to a traditional IBM Industry Model, such as the Retail Data Warehouse, is handled on a special bid basis only.

IBM Industry Models V8.3 include a set of business-centric model blueprints that promotes business and IT collaboration on requirements design and IT standardization and implementation. They also deliver innovative content for banking and financial markets that includes regularly updated regulatory and business information.

IBM Industry Models V8.3 help:

- Enable business users to scope and customize their own requirements
- Facilitate step-by-step business-focused development and rollout
- Present regularly updated business, technical, and regulatory content
- Create open technology platforms for application or integration solutions
- Manage definitions and standards in complex business and IT environments
- Offer common business definitions across an enterprise

IBM Industry Models for Banking Data Warehouse V8.3 and IBM Industry Models for Banking and Financial Markets Data Warehouse V8.3 offer updated model content that includes:

- Basel II updates, including the banking book, standardized framework, and advanced framework requirements of the US Basel II rules
- Wealth management
- Integrated risk management
- International Financial Reporting Standards (IFRS)/International Accounting Standards (IAS) updates
- US Securities and Exchange Commission (SEC) regulations and Generally Accepted Accounting Principles (GAAP) support

Basel II Application Solution Templates are not shipped as part of this release. This means that the interface between the Basel II publications and the model is not available. Basel II information requirements continue to be supported in the model.

Key prerequisites

Refer to the Hardware requirements and Software requirements sections.

Planned availability date

June 18, 2010: Electronic availability

June 18, 2010: Media availability

Description

IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2

IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2 is designed specifically to help address the organization's needs to increase the effectiveness of marketing campaigns, client outreach, and growth opportunities. It offers a set of prebuilt, consolidated market and campaign data structures across products and
clients to support true analysis of client and market insight, and maximize marketing campaign effectiveness.

IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2 helps you address business issues such as:

- What are our markets and what is the size of the market?
- What is our market share and which markets are growing?
- Which campaigns are the most effective and which cross-sell campaigns work best?
- What advertising media work best for new business?
- Where are our leads being generated?
- How loyal are our customers and which customers are enrolled in loyalty schemes?
- What is the cost of operating loyalty schemes and how effective are loyalty scheme-based promotions?
- What is our average market basket and typical product mix in our market baskets?
- How many market baskets include promotional products?
- How are promotions affecting brands?

**IBM Industry Models for Banking Data Warehouse V8.3 and IBM Industry Models for Banking and Financial Markets Data Warehouse V8.3**

IBM Industry Models for Banking Data Warehouse V8.3 and IBM Industry Models for Banking and Financial Markets Data Warehouse V8.3 can be used for:

- Enterprise data warehousing
- Risk and compliance reporting
- Performance management reporting
- Enterprise data management and governance

Based on client experiences, IBM Industry Models for Banking and Financial Markets Data Warehouse V8.3 helps:

- Support more than 85% of data requirements out-of-the-box
- Significantly compress the time required for project development, compared to the time required for custom, in-house development projects
- Reduce the time required to obtain stakeholder approval by more than 50%
- Work with industry-leading information and process middleware, performance management, and tooling software

IBM Industry Models V8.3 are aligned with data modeling best practices. Using tools such as InfoSphere Data Architect (IDA) and M1, IBM Industry Models help users generate physical data models and data marts as part of an enterprise data warehouse or management solution.

IBM Industry Models V8.3 assist in the development of corporate standards that can be used to help implement strategic business initiatives faster and more reliably. They are distinctive, based upon the experience of several hundred clients and more than ten years of development in banking.

While IBM Industry Models have become bona fide standards in some markets, their purpose is not to standardize at the level of an industry but rather provide the basis for defining corporate standards. IBM's approach is to facilitate or embody the most important industry standards: most common data models or messaging formats such as International Organization for Standardization (ISO), Classification of Financial Instruments, or Financial Products Mark-up Language (FPML).
Product positioning

IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2

IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2 is part of the IBM InfoSphere software portfolio. Its content is derived from IBM Industry Models V8.2 that is used by several companies worldwide in various facets of their business-driven IT strategies, such as market and campaign insight, financial, risk, and compliance reporting.

IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2 supports the following features:

- **Business-ready:** The departmental data model, InfoSphere Warehouse, and predefined Cognos 8 BI-based reports help foster collaboration and approval between business and IT, and enable customization of business requirements into actionable solutions.
- **Accelerated solution delivery:** It delivers out-of-the-box support for the industry's leading data warehouse and data integration infrastructure that can underpin market and campaign insight projects, and Cognos-based blueprint and applications.
- **Prospective enterprise architecture:** It has been derived from the logical industry data models, which have been built, sold, and deployed to over 500 customers worldwide. As such, the pack fits into the standardized architecture of these data models and their enterprise-wide business scope.

IBM Industry Models for Banking Data Warehouse V8.3 and IBM Industry Models for Banking and Financial Markets Data Warehouse V8.3

IBM Industry Models offer comprehensive data models, including data warehouse design models, business terminology models, and analysis templates to accelerate the development of business intelligence applications, combined with best practice business process models with supportive service definitions for development of a service-oriented architecture (SOA). The result is acceleration of projects with reduced risk.

IBM Industry Models for Banking Data Warehouse V8.3 and IBM Industry Models for Banking and Financial Markets Data Warehouse V8.3 can be used for:

- Enterprise data warehousing
- Risk and compliance reporting
- Performance management reporting
- Enterprise data management and governance

IBM Industry Models help leverage IBM InfoSphere products to deliver valuable information with market-leading solutions to critical business problems enabling you to achieve new levels of innovation through sophisticated information integration, data warehouse, and master data management (MDM) capabilities.

Program number

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Education support

IBM training provides education to support many IBM offerings. Descriptions of courses for IT professionals and managers are on the IBM training Web site

http://www.ibm.com/services/learning/

Contact your IBM representative for course information.

IBM Industry Models education is available and provided as part of Industry Models Services through IBM InfoSphere Professional Services. To learn more about IBM InfoSphere Professional Services, or to contact an IBM services representative, visit


Offering Information

Product information is available via the Offering Information Web site

http://www.ibm.com/common/ssi

Also, visit the Passport Advantage® Web site

http://www.ibm.com/software/passportadvantage

Publications

No publications are shipped with these products.

A Quick Start guide is also provided in the product package as either an electronic download, on DVD or printed, depending on the order format selected.

Technical information

Specified operating environment

Hardware requirements
IBM Industry Models V8.3 do not have specific hardware requirements. Hardware requirements will vary for each customer deployment, depending on the modeling environments used.

The optimal operating environment for IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2 includes the following:

- CPU: One 4-way Power® 550
- Memory: 32 GB
- Storage type: IBM System Storage™ DS5300
- Typical storage: 4 to 25 TB, depending on customer data warehouse volumes

Software requirements
Optional prerequisites for IBM InfoSphere Warehouse Pack for Market and Campaign Insight V8.2 include:

- IBM InfoSphere Warehouse Departmental Base Edition V9.7.1
- IBM Cognos 8 Business Intelligence V8.4.1
- IBM InfoSphere Data Architect V7.5.2
IBM Industry Models for Banking Data Warehouse V8.3 and IBM Industry Models for Banking and Financial Markets Data Warehouse V8.3 are supported in the following software modeling environments:

- M1 3.58k (shipped as part of the product)
- CA ERwin Data Modeler 7.3.5.1945
- IBM Infosphere Data Architect (IDA) V7.5.2

The program’s specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a README file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

**Planning information**

**Customer responsibilities**

Software Subscription and Support (also referred to as Software Maintenance) is included with licenses purchased through Passport Advantage and Passport Advantage Express®. Product upgrades and technical support are provided by the Software Subscription and Support (also referred to as Software Maintenance) offering as described in the Agreements. Product upgrades provide the latest versions and releases to entitled software, and technical support provides voice and electronic access to IBM support organizations, worldwide.

IBM includes one year of Software Subscription and Support (also referred to as Software Maintenance) with each program license acquired. The initial period of Software Subscription and Support (also referred to as Software Maintenance) can be extended by the purchase of a renewal option, if available.

**Packaging**

One DVD per media pack.

**Security, auditability, and control**

The customer is responsible for evaluation, selection, and implementation of security features, administrative procedures, and appropriate controls in application systems and communication facilities.

**Global Technology Services**

Contact your IBM representative for the list of selected services available in your country, either as standard or customized offerings for the efficient installation, implementation, or integration of this product.

**Ordering information**

For ordering information, consult your IBM representative or visit


This product is only available via Passport Advantage. It is not available as shrinkwrap.

IBM Industry Models V8.3 products may only be sold directly by IBM.

IBM InfoSphere Warehouse Packs V8.2 can be sold via Software Value Plus.
For more information about IBM Software Value Plus and the authorized portfolio, visit

http://www.ibm.com/partnerworld/softwarevalueplus

To locate IBM Business Partners for Software Value Plus, use the Authorized Business Partner Finder tool at

http://www-01.ibm.com/software/info/abpfinder/

**Product information**

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IBM is a registered trademark of International Business Machines Corporation
**Charge metrics definitions**

**Resource Value Unit (RVU)**

RVU is the unit of measure by which this program is licensed. RVU entitlements are based on the quantity of a specific designated measurement for the given program. A Proof of Entitlement (PoE) must be obtained for the appropriate number of RVUs required for your environment as defined by the specific program terms. The RVU entitlements are specific to the program and may include, but are not limited to, the following: client devices, data source records, messages, and servers, and may not be exchanged, interchanged, or aggregated with RVU entitlements of another program. To understand these benefits of RVU licensing, contact your IBM representative.

**Install**

Install is a unit of measure by which the program can be licensed. An install is an installed copy of the program on a physical or virtual disk made available to be executed on a computer. Licensee must obtain an entitlement for each install of the program.

**Passport Advantage program licenses**

**Banking and Financial Markets Data Warehouse**

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## Passport Advantage trade-up licenses

## IBM Banking Data Warehouse

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IBM Banking and Financial Markets Data Warehouse

Precursor product                  Trade-up product                  Part number

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IBM Banking and Financial Markets Data Warehouse

Precursor product                  Trade-up product                  Part number

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IBM Banking and Financial Markets Data Warehouse

Precursor product                  Trade-up product                  Part number

IBM Banking and Financial Markets Data Warehouse Project Edition
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Passport Advantage supply

Program name/description                  Part number

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Doc Pack English V8.3.0                B7026EN
BFMDW Starter Edition V8.3.0           B7028EN
BFMDW Starter Edition Windows 2000,Windows XP Professional V8.3.0 Non-Cryptographi  B7027EN
Banking Data WH Starter V8.3.0          B7028EN
Banking Data WH Starter Windows 2000,Windows XP Professional V8.3.0 Non-Cryptographi  B7027EN
Doc Pack English V8.3.0                B7029EN
Banking Data Warehouse V8.3.0           B7028EN
Banking Data Warehouse Windows 2000,Windows XP Professional V8.3.0 Non-Cryptographi  B7027EN
Doc Pack English V8.3.0                B7028EN
Financial Services Data Mod V8.3.0      B7028EN

IBM Europe, Middle East, and Africa Software
Announcement ZP10-0230
Customers with active maintenance or subscription for the products listed are entitled to receive the corresponding media pack.

### Banking Data Warehouse V8.3.0

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### ISW Pack for Mkt & Camp Isgt V8.2.0

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