

IBM Software Demos  
WebSphere Information Integrator

John – Ignore the timing marks – just record in segments and I'll attach to the video. Thanks - bobk

1a

IBM DB2 Information Integrator gives companies a single view of their data. It enables quick and easy access to information from multiple data sources, lets users search for the most relevant content, and transforms and replicates data across the enterprise. This demonstration illustrates DB2 Information Integrator federation, search, and replication features.

1b

**<Federation>**

Here we see how the federation capability gives applications real-time, integrated access to diverse and distributed data as if the data was a single source.

This shields application programmers from the complexities of dealing with different native interfaces or data format translations, thereby speeding the development and deployment of new applications.

1c <:40>

Here, a Cotton-wood Insurance application issues a single SQL query to retrieve a list of customer records. DB2 Information Integrator accesses the data from multiple sources and consolidates the results into a single result set. In this scenario, the data is retrieved from a local DB2 Universal Database server, a Seibel CRM server, and a remote DB2 Universal Database server.

1d<:50>

A list of names is returned and we select Eugene Belcastro to view his customer profile.

As shown in the animation, DB2 Information Integrator queried diverse sources and integrated the results to deliver Eugene's customer profile.

IBM Software Demos  
WebSphere Information Integrator

**1e<1:10>**

The next query returns Eugene's insurance claims. This data is also aggregated from multiple data sources.

The retrieved data can be formatted either into XML or for presentation on a web page, as we see here.

**1f<1:40>**

Additional details about the claim are displayed by clicking on the hyperlink. The incident report information was retrieved from a Lotus Notes database.

DB2 Information Integrator's federation capabilities enable companies to get more value from their existing assets by combining data from structured and unstructured sources on multiple platforms across the enterprise. Companies can bring more real-time information into tactical decisions and build enterprise wide views of customers, products and financials.

**2a <Search>**

DB2 Information Integrator also provides a powerful, free-form text search capability that finds the most relevant enterprise content regardless of data type or location.

**2b <:12>**

In this scenario, a Cotton-wood employee uses DB2 Information Integrator to quickly and easily search an Oracle database, a Lotus Domino discussion database, a file server and a large intranet site containing many additional information resources.

**2c <:32>**

Here, submitting a search for "Heather Nicholls" returns a range of results from different sources and formats including database records, Lotus Notes documents, and PowerPoint presentations.

**2e<:42>**

Next, using the advanced search capabilities, an employee can issue a query

## IBM Software Demos

### WebSphere Information Integrator

limited to the Notes database, searching only car insurance while excluding life insurance.

2f <:52>

The parametric search capabilities of DB2 Information Integrator let Cotton-wood employees specify criteria that filters, orders, and classifies search results. For example, users can limit their search to specific fields in a database, or selected tags in XML or HTML documents.

Here we see a Cotton-wood Human Resources application that uses a parametric search on their employee resumes. This lets personnel advisors locate specific skills.

DB2 Information Integrator works with the security settings of the data sources it integrates, limiting the results to only the information the user is authorized to access.

2g <:1:35>

A search for all employees with “neural network” experience and a hire date before December 1999 results in a potential team leader for a new project.

2h <:1:45>

With DB2 Information Integrator’s enterprise search capability, companies can unlock the information stored in their systems regardless of data type or location for better decision making and information insight.

### <Replication>

3a

The replication features of DB2 Information Integrator lets companies distribute and synchronize information, integrate applications, and maintain data warehouses across complex, multiplatform, multi-vendor IT environments.

3b <:17>

For example, Cotton-wood has two applications that contain customer profile data, an insurance application and a pension application. By using DB2 Information Integrator’s Q Replication technology, whenever a customer profile is updated in the insurance application, these updates are automatically replicated to the pension system. And no changes were required to either application.

3c <:42>

IBM Software Demos  
WebSphere Information Integrator

Here, Pamela Young's profile is retrieved from the insurance application. The highlighted fields are the ones that will be replicated between the two applications.

**3d <:57>**

When her home phone number is changed, DB2 Information Integrator automatically replicates the change from the insurance profile table to the pension profile table.

**3e <1:07>**

Now when Pamela's customer data is retrieved from the pension application we see the new home phone number has been replicated.

**3f<1:17>**

DB2 Information Integrator replicates with high throughput and low latency across multiple, diverse data sources. It supports multidirectional replication and a rich set of conflict resolution options to ensure data integrity.

**4a <Summary>**

The broad range of DB2 Information Integrator capabilities lets companies access and manage business information across complex, multi-platform, environments. This simplifies the development of new applications, makes the right information available for decisions, and provides enterprise wide views of their data assets.