

## Information Lifecycle Governance and Security with IBM Optim

Information is the lifeblood of your business. It permeates every aspect of your business and provides the insights you need to run and grow your business. But you need to take control of your information. You need to balance availability with security and operational efficiency over the entire lifecycle, from instantiation to archival. You need to take a holistic view of not just your information, but also your business applications and your day-to-day operations.

This is where Information Lifecycle Governance and Security (ILGS) comes into the picture. ILGS helps organizations manage exponential growth of enterprise data efficiently and cost effectively. It enables them to gain optimal business value from their information assets while reducing cost and risk. Done right, ILGS can enable organizations to:

- Secure sensitive business data
- Rationalize their application landscape and simplify management
- Reduce operating costs
- Ensure compliance and audit reporting
- Build a unified view of archived and real-time data

### Estuate's ILGS and IBM Optim Practice

Estuate is global leader in ILGS deployments based on IBM Optim. We have in-depth knowledge of the full information lifecycle at companies across verticals worldwide, and our strategic partnership with IBM makes us the broadest, deepest ILGS implementer, with 300+ successful implementations globally. We build and support IBM's Optim templates for leading business applications - Oracle E-Business Suite, Siebel, PeopleSoft, JD Edwards, and Oracle Retail, and we offer our own archiving templates for others, including Sparta Trackwise, Itron Meter Data Management, Amdocs CRM, Trizetto QNXT, Oracle iFlex, Oracle BRM, and IBM Curam. These capture our expertise and speed up implementations and time-to-value for our customers.

Estuate's ILGS practice is organized around three key areas - data, applications, and operations. We have over a decade of experience helping leading companies around the world take control of their business information. Key aspects our ILGS practice include:

#### Data Management

- ✓ Data Security
- ✓ Data Archival
- ✓ Data Discovery
- ✓ Data Archiving
- ✓ Data Masking
- ✓ Test Data Management

#### Application Management

- ✓ Application Retirement
- ✓ Application Modernization
- ✓ Application Performance
- ✓ Application Maintenance
- ✓ Application Security

#### Operations

- ✓ Security
- ✓ Compliance
- ✓ Privacy
- ✓ Reporting
- ✓ Risk Management
- ✓ Cost Management
- ✓ Automation

### The Factory Model

Estuate has revolutionized ILGS by developing a factory model that enables organizations to define and enforce a corporate data management policy. The central tenet of this concept is the establishment of a corporate center of excellence based on a robust data management platform like IBM Optim, and rigorous and repeatable processes related to data and applications across the organization. It helps them drive adoption of these policies and processes, leading to an improvement in overall organizational maturity. Here are some advantages of this model:

- Define and enforce corporate data management policy
- Enable visibility and rapid response to audit requests
- Ensure adherence across applications, over time
- Enable access to transactional and archived data
- Improve overall performance of the application ecosystem
- Reduce hardware, software, database and storage costs

### The Estuate Advantage

#### #1 in ILGS Implementations Worldwide

Estuate is a global leader in ILGS deployments with IBM Optim. We have:

- ✓ 300+ implementations worldwide
- ✓ 80+ trained SMEs and certified consultants
- ✓ State-of-the-art labs with installations of all major enterprise applications
- ✓ Estuate IP – templates and accelerators
- ✓ Flexible development model – agile/waterfall/blended
- ✓ Support for commercial and custom applications

#### #1 IBM Optim Partner Worldwide

Estuate's has a broad strategic partnership with IBM:

- ✓ The only partner doing Optim product development
- ✓ The only partner doing Optim L2 and L3 support
- ✓ The leading partner with custom templates and accelerators
- ✓ Certified reseller in North America and India

With Estuate's ILGS services, you get the benefit of:

- ✓ Organization-wide excellence in ILGS practices
- ✓ Rapid implementation and Time-to-Value
- ✓ Access to current industry trends and best practices
- ✓ Access to ILGS domain experts and knowledge base
- ✓ Access to partnerships with best-in-class ISVs

### Some of Our Satisfied Customers



*"We at Integra LifeSciences needed to eliminate outdated applications and consolidate resources to improve efficiency in operations, reduce costs and meet compliance needs. Using Estuate and IBM's InfoSphereOptim solution, we were able to hit these objectives by consolidating data to a standard archive repository and using standardized reporting tools like IBM Cognos. Our reporting performance is much better than before, and, we are able to query data elements and rebuild to replicate audit requests we had previously received from regulatory authorities. Estuate's solution has laid an excellent foundation to support our growing business, now and in the future."*

**Viral Thakker, Global Applications Development Manager, Integra LifeSciences**

### About Estuate

Estuate is a global technology services company, headquartered in Sunnyvale, California, with offices in Canada, India, UAE and the UK. We have dedicated practices built around Information Lifecycle and Governance, Product Engineering Services, Big Data and Business Intelligence, and Technology Applications Implementation. We leverage strategic partnerships with vendors - from product development to joint go-to-market activities - to deliver unbeatable value to clients across a wide range of services - consulting, implementation, integration, custom development and professional services. Our "extreme service" philosophy has brought about an extensive clientele - from early-stage startups to Fortune 50 companies - that is 100% satisfied, and 100% referenceable. For more information, visit us at <http://www.estuate.com>.

For a free consultation, call Estuate today at 408-400-0680, or email [sales@estuate.com](mailto:sales@estuate.com). Follow us at:

