IBM Solution Framework for Lifecycle Management of Research Data
Aspects of Lifecycle Management – Research

- Utilization of research paper
  - Usage history
  - Metadata enrichment
  - Usage Pattern / Citation
  - Collaboration / sharing

- Data Management
  - Access security
  - Right and privileges
  - Digital Asset Management
  - Stewardship / Data Curation

- Storage Management
  - Tiered storage
  - Archiving
  - Digital preservation
  - Data Storage / centralize vs decentralize
  - Discarding / disposition
Current Challenges - Research & Publishing

- Volume, velocity, & variety
- Discrete rights management
- Metadata management
- Reusability / Transformation
- Analytics
  - Real time analytics
  - Knowledge Management and Insight
  - Search Optimization
- Long term preserving of voluminous data
- Cloud / SaaS Infrastructure
- Real time computation / scientific data
IBM’s Media Enterprise Framework provides SW capabilities to meet the needs of an agile media, research and publishing company.
IBM Smart Archive Strategy – Lifecycle Management

- **Value Added Services**
  - Optimization Services
  - System Services
  - Managed Services
  - Reference Architecture
  - Information Governance

- **Cloud Ready Archive Storage with Optional ECM**

- **Optimized and Unified Assessment, Collection and Classification**

- **Flexible and Secure Infrastructure with Unified Retention and Protection**

- **On Premise** (Custom Config)
- **Appliance** (Pre-Config)
- **As A Service** (SaaS, Multiple Options)

- **Integrated Compliance, Records Management, Analytics and eDiscovery**
IBM’s Big Data Platform Vision

**Bringing Big Data to the Enterprise**

**IBM Big Data Solutions**

**Client and Partner Solutions**

**Big Data User Environments**

- Developers
- End Users
- Administrators

**Big Data Enterprise Engines**

- Streaming Analytics
- Internet Scale Analytics

**Open Source Foundational Components**

- Hadoop
- MapReduce
- HDFS
- Hbase
- Pig
- Lucene
- Jaql

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Data Warehouse
- InfoSphere Warehouse
- Warehouse Appliances
- Netezza
- Master Data Mgmt
- InfoSphere MDM

Database
- DB2

Analytics
- SPSS

Business Intelligence
- Cognos

Marketing
- Unica
What makes IBM different?

- IBM has over 25+ years of experience in the area of Enterprise Media and Publishing with large deployments across many of the leading companies in the Media, research and publishing market.

- In the media, research and publishing space, IBM has actively participated and is committed to create standards in the creation, management, and preservation of rich media content such as high resolution images, videos, audio, compound documents, etc. IBM has established a media framework that incorporates SOA Interoperability Standards and addresses all aspects of media management; Abstract Service Definition for Media Services (ASD) that supports MPEG21 and rich metadata content; and Enterprise Service Bus ESB with a media extension called Media Hub.

- IBM has developed standards in the area of digital preservation especially to address usability of content stored on an obsolete system. To address the issue of keeping digital content for very long period of time despite technology obsolesce, IBM has invented a Long Term Digital Preservation (LTDP). Long Term Digital Preservation (LTDP) is a means of keeping digital information so that the same information can be used in the future despite obsolescence of everything involved: hardware, software, processes, format, people, etc. LTDP is particularly challenging when preserving large amounts of heterogeneous data for very long periods of time over tens or even hundreds of years, based on interoperability standards.
Questions

Thank You