

IBM Podcast

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Welcome to another edition of Getting the Most Out of IBM U2. I'm Kenny Brunel, your host for this podcast series, and today's topic is IBM WebSphere DataStage Server for UniData and UniVerse -- or, DataStage for U2, for short.

Today I have several guests with me today in the studio. First of all, Elizabeth Thomas is the U2 Partner Enablement manager. Elizabeth, thank you for joining me today.

THOMAS: Hi, Kenny.

BRUNEL: My next guest is Dave Peters, and Dave is the U2 Data Servers product manager. Hello, Dave.

PETERS: Hi, Kenny.

BRUNEL: And finally, Mike Rajkowski. Mike is a support engineer in our Denver lab. Mike, glad to have you.

RAJKOWSKI: Glad to be here, Kenny.

BRUNEL: So, first of all, what is DataStage for U2? And before we dive into that, I think we should tell our listeners a little bit about data warehousing. So, Mike, given your expertise and background, perhaps you could give us a brief explanation of data warehousing in general.

RAJKOWSKI: Sure thing, Kenny. Data warehousing isn't just one product or a few products. It is a solution. And the solution allows you to take the data from your traditional transactional database and put it into a form that is easy to mine and to actually get information out of.

DataStage for U2 is a tool that will help the U2 community accomplish this and be able to get the most out of their current investment.

BRUNEL: Thanks, Mike. Elizabeth, you have been very instrumental in bring this product and making it available to our U2 partners. Could you give us some details on DataStage for U2, specifically?

THOMAS: Sure, Kenny. I'm really excited about this offering. As Mike pointed out, data warehousing is really important. It allows you to take the burden off of your production servers for querying business data and move it into another repository.

This particular offering is specifically designed for the U2 customer. Datastage for U2 understands multi value and allows you to take that data and extract, transform and load it into another system.

That other system could be any other database, SQL server, DB2, or some other system. And it allows you to use mainstream reporting tools and business intelligence tools with that or against that data.

This is a freestanding offering. It's not related to the InfoSphere offering -- the larger production offering that IBM has. It's really targeted to the small SMB sites that U2 serves.

BRUNEL: Dave, as the product manager for DataStage for U2, perhaps you can tell us a bit about some of the benefits that this product offers.

PETERS: Sure, Kenny.

DataStage for U2 gives you native access to your U2 data, and that will allow you to perform those ETL functions that Elizabeth just mentioned. These ETL functions are created very easily, and they produce very powerful results.

So, by using DataStage for U2, you'll discover that you'll end up saving money, because you'll actually leverage your data even more than you thought you could. It gives you the ability to aggregate, cleans your data. You can configure the security to your environment. And once the data is loaded to your final destination, you can expose it to a litany of other tools -- tools like Cognos, among others.

BRUNEL: Thanks, Dave. Mike, again, given your knowledge and background -- and I know you have some technical expertise with DataStage -- would you have an example that you could run through for our listeners?

PETERS: Sure thing, Kenny. Businesses based on U2, like all businesses, have needs to focus on Customer Relationship Management. So, for example, your marketing team may say, hey, we want to come up with a new plan that focuses our efforts on specific customers so we can try to make more sales. A warehousing solution would provide that for you.

So if we could take a step back now and look, how would we use the DataStage product, you know, in building the warehouse, we can see that it would be very helpful. The first thing we would need to do is get your technical people with the business people to come up with the plan: what data is needed from your existing data sources -- U2 in this case -- that you would need to extract in order to build the warehouse?

Once you have that, then you would have to come and decide what type of structure you were going to put it into, so you could actually take that data and make the information out of it so you could actually come up with your intelligence

to make your proper marketing decisions.

And then once that is done, you know, the last step would be, use the tool, use the DataStage to extract, transform and load into your data warehousing repository so that you could then mine it for the information you are looking for.

BRUNEL: Dave, Mike gave us some information on why DataStage for U2 might be useful, and perhaps you could take that a step further and tell our listeners how they can get the most out of it.

PETERS: Well, there's a great education offering available right now, DataStage Essentials. You could also go to our Web pages -- either the U2 Web pages or the ibm.com Web page -- and actually find a lot of great information about DataStage there.

There is also a trial version available through U2 BusinessConnect that you could go and get, download and play with and learn a lot about the product that way. Of course, the documentation is available online at the U2 Library, so look for that on our U2 Web page.

There's an upcoming Webinar, so if you're interested in finding out more about DataStage, send e-mail to u2askus and ask to be signed up for that Webinar. In addition to that,

there's various data sheets and white papers that are also available through the Web site.

And one last thing I wanted to bring up is that there will be sessions on DataStage for U2 at the upcoming U2 University of 2009 -- so, look for those and try to get there.

BRUNEL: Thanks, Dave. Elizabeth, perhaps you could explain to our users how they can get DataSTage for U2.

THOMAS: Sure, Kenny.

DataStage for U2 is available through U2 BusinessCOnnect, just like all of our other products. I do want to point out that this is a slightly different offering. This product is supported by the InfoSphere team, and so support and authorization works a little bit differently.

For support, you won't be calling the U2 800 number, but the general IBM number, which is 1-800-IBM-SERV. Also, instead of going to our Web page for authorization, you'll be sent an e-mail confirmation with the authorization code separately. So it's a little bit different but still works pretty quickly.

BRUNEL: Elizabeth, thank you. And that concludes today's podcast. So I would like to thank each of my guests

for joining me today. Elizabeth, Mike, Dave, thanks for coming on the program. And for our listeners, we hope you have found today's podcast useful. Be sure to e-mail us with your feedback or any comments or suggestions you may have for future episodes.

And again, our e-mail address is u2askus@us.ibm.com. Transcripts of today's podcast, which include all the relevant links, are available on our Web site by following the U2 Podcasts link from the main page. And you can get to our main page by connecting to: www.ibm.com/software/u2. Be sure to join us next time, and learn how to Get the Most out of IBM U2.

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