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Today's businesses face unparalleled rate of change…

SERVICE & RISK MANAGEMENT FORUM 2011

Technology leaders will play a critical role in facilitating change and achieving desired outcomes

Improving the economics of business infrastructure

Speed the delivery of innovative Products & Services

80%

CEOs anticipate turbulent change and bold moves.[1]

64%

of CIOs work with senior business executives to drive innovation.[2]

3x

increase in the gap between leaders' need and their ability to deliver it.[1]

Source: 1.IBM CEO Study; 2. IBM CIO Study

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IBM is helping technology leaders are deploy strategies to improve the economics and delivery of innovative products and services…

React with agility to competitive landscape

35% of executives see "flexibility to meet changing market needs" as #1 objective for next 12 months[1]

Execute with reduced risk & cost

39% of businesses rate risk/security/compliance as most important business objective today[1]

Achieve desired business outcomes

CIO's see "increasing enterprise growth" as the #1 business strategy from 2011 to 2014[2]

[1]2011 IBM SWG Buyer Behavior Data [2]2011 Garter CIO Agenda

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Organizations must implement bold strategies to continuously optimize increasingly complex & dynamic business services, processes & relationships

Transition to cloud infrastructures

Enable intelligent assets

Leverage mobile endpoints

Manage data growth & compliance

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Success demand a holistic approach to delivering and managing infrastructure services aligned to evolving business priorities…

VISIBILITY

See and understand your business in real time

CONTROL

Transform and adapt while limiting risks

AUTOMATION

Achieve greater efficiency by standardizing best practices

Business Services & Assets

Enabling cloud infrastructures

Optimizing business services

Maximizing assets & facilities

Leveraging mobility

Protecting & securing data

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IBM's integrated service delivery & management platform offers proven best practice value progression paths for…

Cloud & Data Center Transformation

Business Service Management

Asset & Facilities Management

Mobility Management

Data Protection & Security

Integrated service delivery & management platform

IBM Capabilities: Cloud & Data Center Optimization

Integrated technologies to build and rapidly scale private cloud environments with unparalleled time-to-market, integration and management

- **Resilient** to the velocity of changing business needs
- Enables **choice & flexibility** in hybrid environments
- Provides **enterprise-class**, workload-aware services
- Built-in **analytics** for improved insight and decision making

IBM SmartCloud Foundation

Platform as a Service Technologies

- Application Lifecycle
- Application Resources
- Application Environments
- Application Management
- Integration

Infrastructure as a Service Technologies

- Infrastructure Platform
- Management and Administration
- Availability and Performance
- Security and Compliance
- Usage and Accounting

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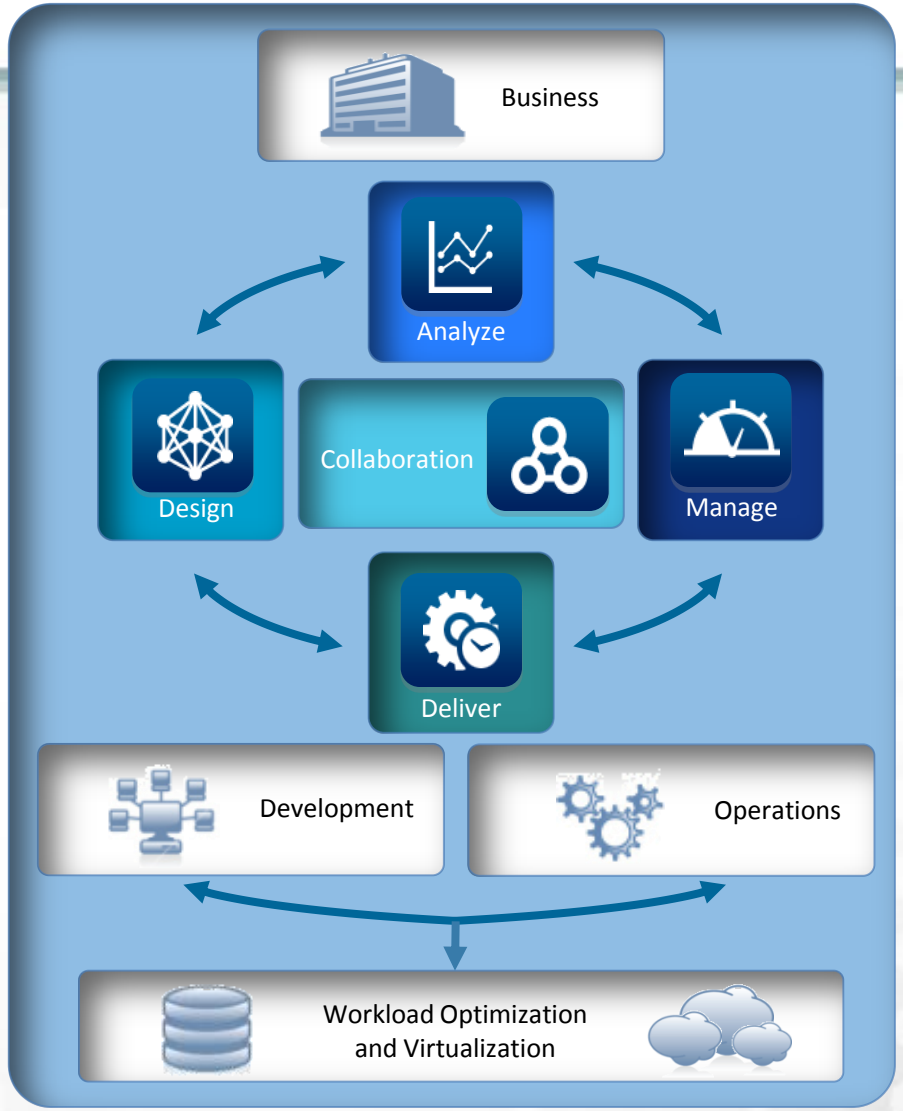
- Speed infrastructure delivery from 45 days to 20 minutes
- Improve server to administrator ratio from 10:1 to 100:1

IBM Capabilities: Collaborative Development and Operations

Transforming the development-operations process

- An integrated development-operations lifecycle around **Cloud Computing, Workload Optimization, & Agile Development**
- **Bridge the development and operations gap** by adopting federated asset repositories, an integrated, collaborative platform and an end-to-end lifecycle process automation
- Improve operational agility, accelerate release cycles and speed defect resolution that include: **Deployment Planning and Automation for Cloud & Collaborative Incident Management**



SUNTRUST

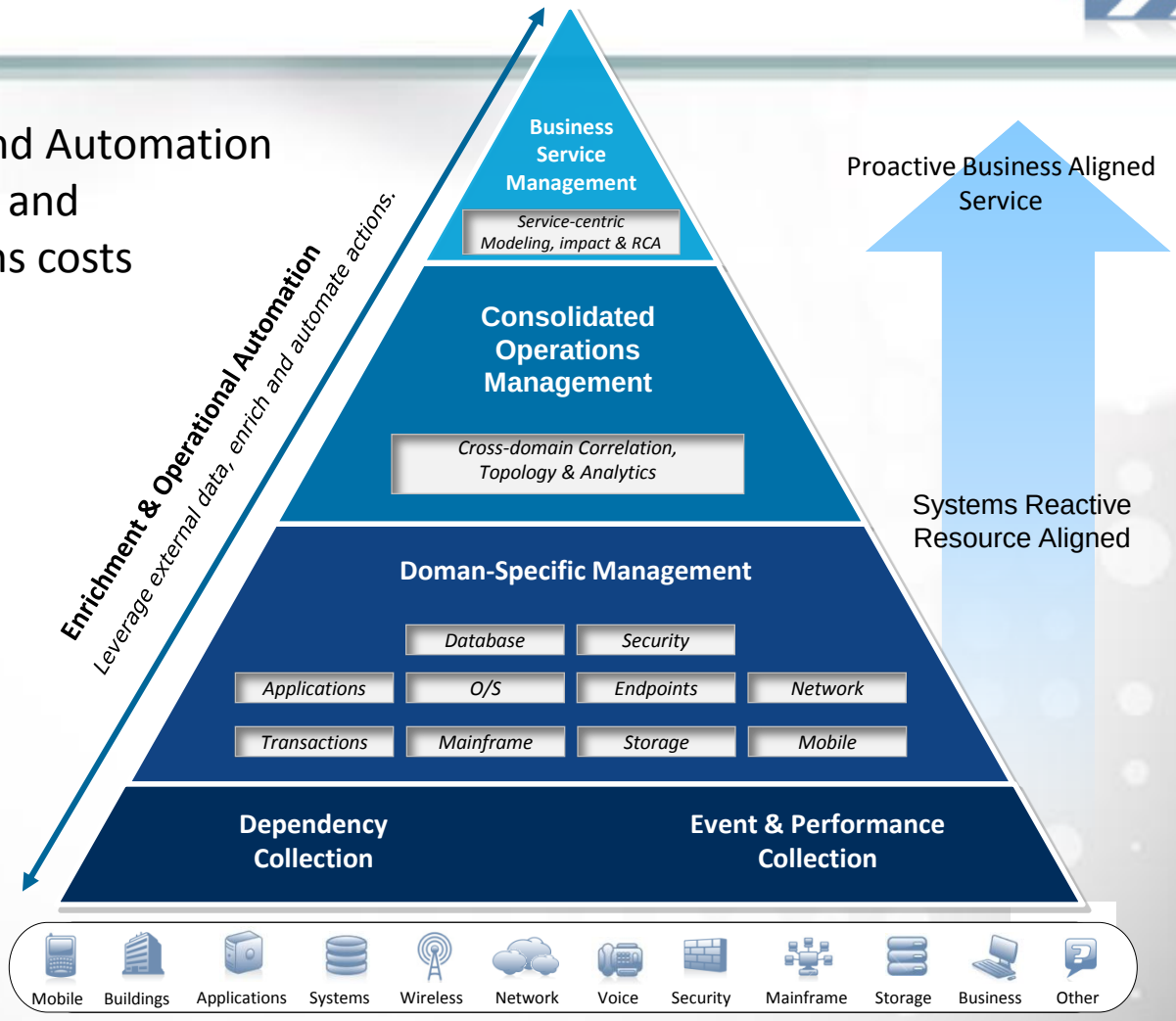
- *93% decrease in deployment-related issues*
- *Reducing build times by a factor of five*

IBM Capabilities: Business Service Management

Enabling the Visibility, Control and Automation needed to assure service quality and availability and reduce operations costs

- **Real-time** data access from virtually any data source across organizational boundaries
- **Consolidated** operational view of performance & availability
- Event correlation and **automation** reduces resolution time
- **Complete coverage** of 1000s of device types

IBM named Leader in the **Gartner Application Performance Monitoring Magic Quadrant**

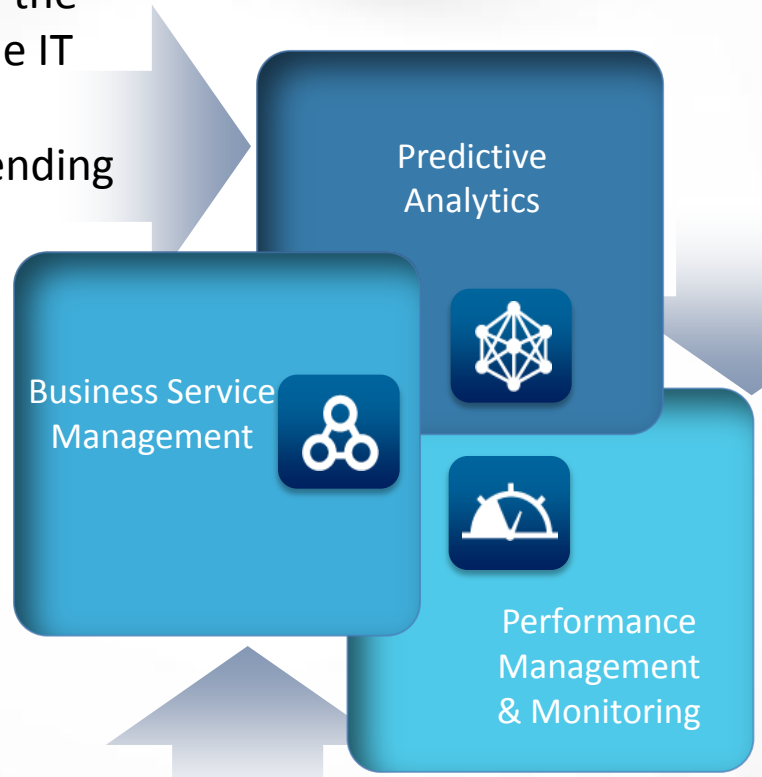


Note: All layers are inclusive of distributed and mainframe.

IBM Capabilities: Predictive Business Service Management

New analytics solution that learns the normal operational behavior of the IT and network infrastructure and provides predictive alerts on impending issues

- Maximizes **early warning** of service and application issues, allowing mitigating steps to be taken to halt a service disruption from occurring
- **Identifies problems** before you know to look for them & catches problems the first time they happen
- **Reduces expensive, time consuming false alerts** and manual threshold setting



£€ $¥ Large Financial Institution

- Detecting potential issues while indicators all show green
- Using historical data & analytics to show disruption four days prior to occurrence

IBM Capabilities: Asset and Facilities Management

A robust set of enterprise capabilities designed to meet the demanding needs of asset intensive organizations that need to keep their plant or facility at peak performance

- Deep enterprise **asset management** functionality provided for key industries
- Extended capabilities bring specific **asset knowledge** that enhances baseline EAM functionality
- **Integrated set of technologies** to reduce facility operational costs, manage real estate assets, and meet energy efficiency regulatory drivers.

IBM Asset and Facilities Management

GM

- Operational excellence & performance at100 plants world wide
- Visibility into inventory & demand across sites = huge cost savings

IBM Capabilities: Mobility Management

Enabling clients to exploit mobile infrastructure, clients and employees to grow revenue, improve efficiency and drive more responsive businesses

- "**Single pane of glass**" for your business & IT infrastructure
- **Securely** connect to IT resources via smart phones, laptops and tablets, etc.
- Improve network service **availability**
- **Decrease risk** through security and regulatory compliance monitoring and reporting

IBM Tivoli Endpoint Manager For Mobile Devices
(Available 1Q12)

- for Lifecycle Management
- for Security and Compliance
- for Patch Management
- For Power Management

PC's — Integrated infrastructure

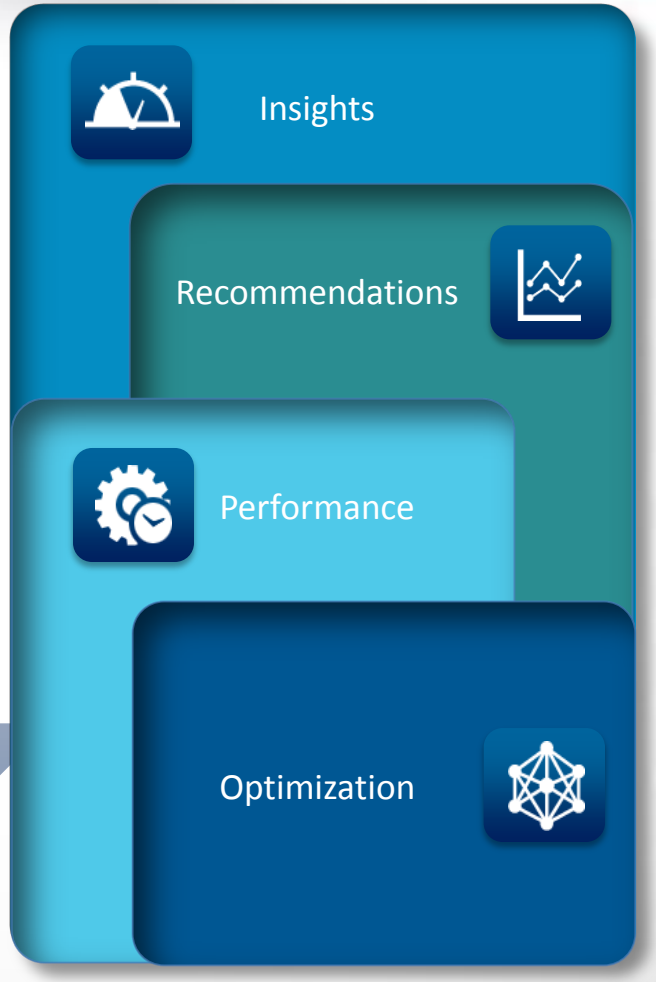
MaaS360® by Fiberlink

- Enables service innovation & 25% yr/growth with cloud endpoint management
- Managing over 500,000 endpoints and still growing

IBM Capabilities: Data Protection & Security

World-class solutions that address data loss risk to ensure business continuity, compliance and accessibility while reducing cost

- **Data Protection** reducing the amount of data at risk between backups by 90%
- **Unified Recovery Management** to configure, monitor and execute all backup/recovery operations
- **Storage Virtualization** to improve storage utilization by 30% or more
- **Advanced Storage Resource Management** to effectively monitor, manage and troubleshoot
- **Integrated reporting and monitoring** to provide visibility, control and automation



OhioHealth

- Perform nightly and full image backups within 8 hours
- Resolve environmental issues
- Increases backup success by 9%

IBM provides the Visibility, Control and Automation needed to respond to changing priorities and realize the potential of your business…

VISIBILITY

CONTROL

AUTOMATION

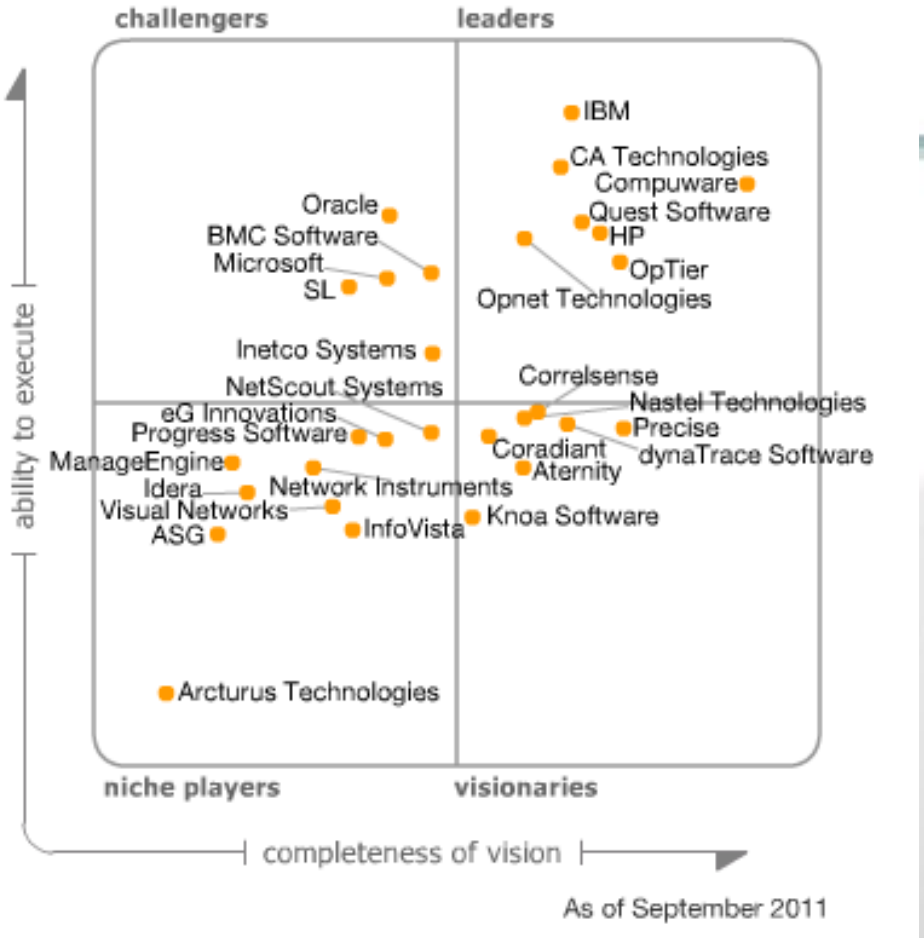
React with agility to competitive landscape

Execute with reduced risk & cost

Achieve desired business outcomes

Gartner has recognized IBM as a leader in Application Performance Monitoring

Magic Quadrant for Application Performance Monitoring
Will Cappelli, Jonah Kowall
September 19, 2011



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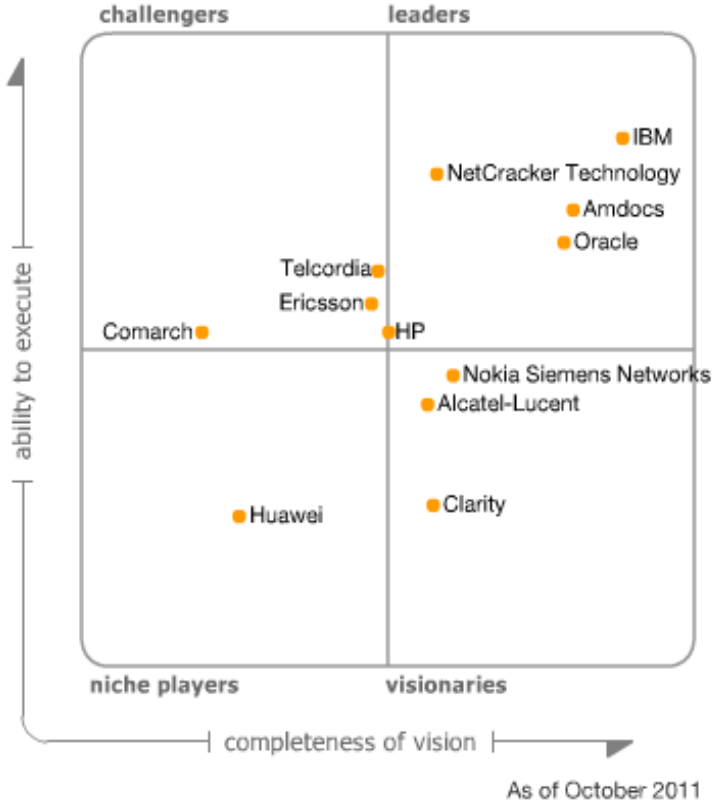
Gartner has recognized IBM as a leader in the Magic Quadrant for Operations Support Systems

Magic Quadrant for Operations Support Systems by Martina Kurth
October 24, 2011



This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from IBM.

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A local customer success story…
Asset Management Subcapability

IBM

Main Problem

Cinépolis need to standardize processes and services, implement best practices, create records and statistics which serve as a basis for making decisions in both operational and strategic.

Benefits achieved with IBM Solution

Control of its national strategic assets centrally from the corporate.
Having the historical statistics of asset maintenance in the joint.
Having total control of the administration to maintain its strategic assets at the premises of the branch.
Standardization of processes and services, best practices, historical information and statistics on the use of assets.

SERVICE & RISK MANAGEMENT FORUM 2011

Other local histories
Asset Management Subcapability

IBM

Main Problem: The large volume of transactions in different systems for fleet asset management (Inventory, Procurement, materials and spare parts, preventive maintenance, corrective maintenance and Tires)

IBM Solution: Centralize all their asset management systems for fleet to a single platform. To do this, Bimbo Group, implemented MAXIMO MAXIMO EAM and for Transportation.

Results: Unification in a centralized solution the cost of gasoline, tires, lubrication, maintenance of 44,000 vehicle units. Following this, Bimbo Group has ensured the timely delivery of its products in 17 countries in which they operates.

BIMBO

Other local histories
Network & Service Assurance Subcapability

Cablevision is under a big technology transformation towards the Next Generation Network, which allows to its customers to enjoy the media entertainment services provided by last generation technology.

Cablevision´s challenge in this transformation is to support the customer´s demand due to successful triple play strategy launched by 2007, without impacting human resources increase and the quality of services (operating costs).

Cablevision defined, benchmarked/bid and implemented a Service Assurance project for services improvement in 2007. IBM was assigned (as a result of that bid) with Tivoli Netcool, which has allowed Cablevision to operate almost a 50% market growth, in video subscribers, 300% in voice (telephony) and 500% in data.

CABLEVISION

Other local histories
Security Subcapability

Santander Produban´s Challenge: To manage identities with efficient lifecycle management and access controls for internal and external users, aligned to Santander Security Policies defined.

IBM Solution: Santander Produban implemented IBM Tivoli Identity Manager which provides a secure, automated, and policy-based user management solution that helps effectively manage user accounts. Also integrated with IBM Tivoli Access Manager for e-business, which is a hub for authentication and authorization for Web and other applications.

Results: Centralized authentication, access control policy for a broad range of business initiatives such as employee, customer, and business portal. Santander Produban strengthened its Web application security with antifraud support and helped minimize the threat of common vulnerabilities affecting Web application deployments in production use

Other local histories
Storage Management Subcapability

Business Needed

PEMEX PEP realizes that having many software solutions with different operations schemes is costing the company a lot of money on software and services support contracts. The company found that there are non-common assurance solutions with common policies that will allow it to offer the same quality and SLA for the same business areas in different regions. Thus, PEMEX seeks a solution that will support critical business information in order to reduce cost and operation complexity..

PEMEX PEP chose to implement IBM® Tivoli Storage Manager information assurance solutions,

PEMEX
EXPLORACIÓN Y PRODUCCIÓN

Benefits of the solution

•Standard information assurance solution for all PEMEX PEP regions, with the same polices and SLA

•Portability capabilities of the information between data centers due to the common information assurance solutions that bring needed flexibility to recover their business applications under whatever unexpected event might happen in the different regions

•Compliance with international regulations like SOX and local regulations like “Transparencia” for all the PEMEX PEP regions through the common policies implemented in the solution

Endpoint management Subcapability

Business need:

Western Federal Credit Union found manual software distribution and update processes to be costly, slow and ineffective. IT staff had minimal visibility into asset inventory and software usage.

Western Federal Credit Union

Solution:

IBM Tivoli Endpoint Manager, built on BigFix technology, provides a single, unified management console to automate endpoint management—significantly improving patching and reducing the person-hours associated with software distribution and updates.

Benefits:

Increased patch compliance across a distributed network; 50 percent reduction in labor costs; real-time visibility into asset inventory and software usage to improve licensing true-ups .

SERVICE & RISK MANAGEMENT FORUM 2011

A local customer success story…
Asset Management Subcapability

IBM

Business need:
The City of Corpus Christi sought to establish an organization-wide framework to define, measure and improve services while concurrently improving efficiency.

Solution:
IBM and IBM Business Partner EMA helped the City to implement a work and asset management system that integrates disparate data and helps staff to spatially view problem areas and planned work.

City of Corpus Christi

Benefits:
- Improved citizen services, including faster response time and increased percentage of citizens with continuous utility service.
- Reduced operational costs with ability to accurately forecast labor requirements and increase percentage of planned work.
- Better manage the transportation -- traffic engineering, roads, vehicles, traffic lights, airport -- and parks to improve the quality of life for Corpus Christi citizens.
- Real-time status of city services, automated work orders and an overview of city's infrastructure to better manage our resources, as well as better maintain the city's mission-critical assets.”

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