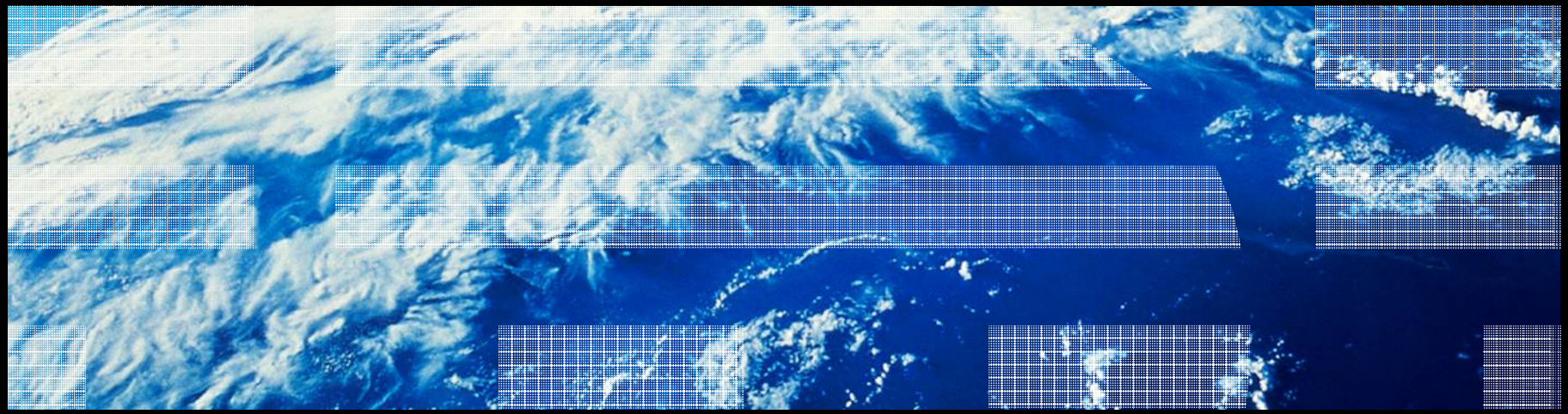
September 17, 2009

Smart Work for a Smarter Planet:
IBM Business Partner Executive Briefing



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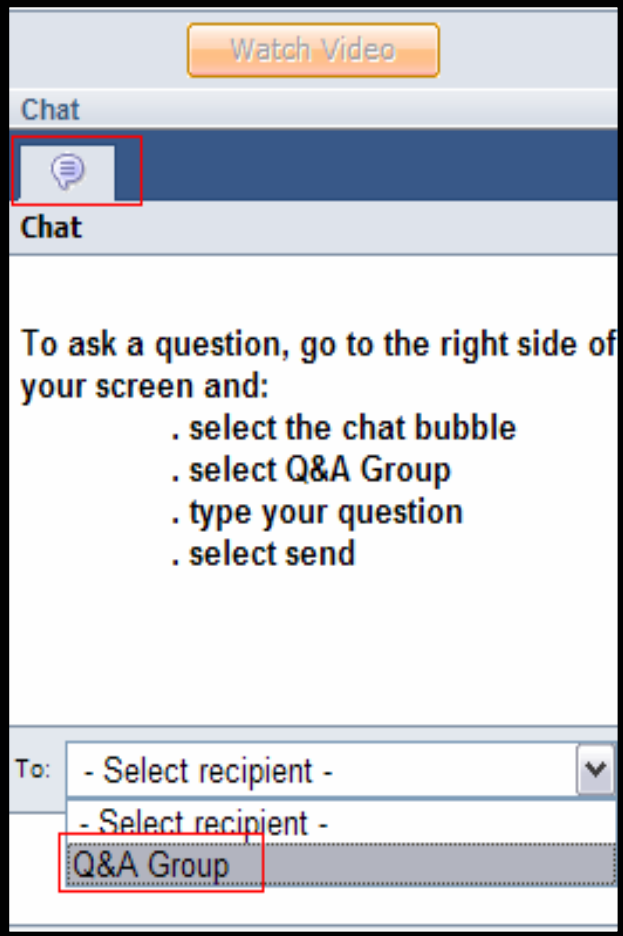
How to submit a question



Phone lines are muted for all attendees

Submit your questions using Chat feature of SameTime Unyte

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Our Topics for Today's Business Partner Executive Briefing

The Need for a Smarter Planet	*Shaun Jones*
The Opportunity to Work Smarter	*Nancy Pearson*
Collaborating for Insight and Productivity	*Kristen Lauria*
Taking Action as an IBM Business Partner	*Shaun Jones*

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The reality of living in a globally integrated world is upon us

- Frozen credit markets and limited access to capital.
- Economic downturn and future uncertainty.
- Energy shortfalls and erratic commodity prices.
- Information explosion and risk/opportunity growth.
- Slowing superpowers and emerging economies.

The world is connected:
economically, socially and technically.

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We are Living in a New Landscape

Smarter Planet

interconnected
instrumented
intelligent

people
companies, institutions, industries
man-made systems
nature’s systems

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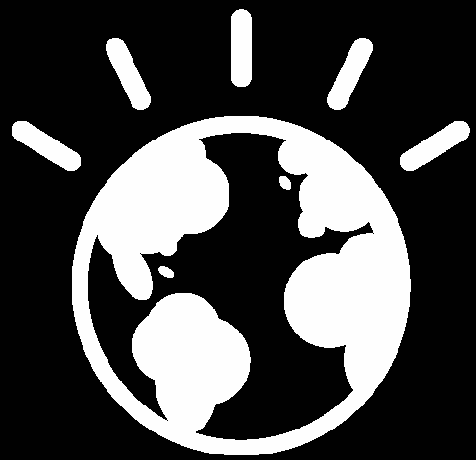
Solutions for a Smarter Planet

- NEW INTELLIGENCE
- SMART WORK



- GREEN AND BEYOND
- DYNAMIC INFRASTRUCTURE

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Rapid Change. New Competition. Unprecedented Opportunity

You Can't Just Work Harder

You Can't Just Spend Money for More Resources

You Must Work Smarter

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The question is, how do we optimize business performance?

Where..

- Market Shifts are Accelerating
- People Live and Work in New Ways
- Business is Bottlenecked by Organizational Silos and Rigid IT

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To Optimize Business Performance We Must Redefine:

How Businesses Evolve…

…To Adapt and Respond Dynamically

How People Collaborate…

…To Maximize Effectiveness

How Technology Enables Flexibility…

…To Meet Business Needs Quickly

We Must Work Smarter

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We Need to Help Business Evolve

91% of CEOs to restructure the way their organizations work

5.3
hours wasted per employee per week due to inefficient processes

800 billion
business events daily

3x increase in gap between expected change and ability to handle change

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To Adapt and Respond Dynamically

Easily find and use the best resources anywhere, anytime

Smart Supply Chain

Source a step from a service provider in real-time

Make real-time decisions by sensing and acting upon business events

Smart Analytics

Use seemingly unrelated purchase events to find emerging trends

Building dynamic, automated processes for an agile business model

Smart Asset Optimization

Use real-time intelligence on airplanes, crews and requests to dynamically optimize freight operations

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Smart Transportation: Dynamically optimize aircraft, crew, partners and delivery requests

Dynamic Customer Requests

Locating Airplanes in Real Time

Locating Flight Crews in Real Time

Central Dynamic Routing Optimization

Connecting to Partner Systems

BENEFITS:

- Significantly lower operational costs
- 50% faster partner integration
- 30% lower application development costs

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We Need to Help People Collaborate

2/3 of people can't find the help they know is out there

73% of CIOS have Customer/Partner Collaboration as top 10 priority

42% make decisions with the wrong input at least once a week

2 hours per day spent looking for the right information and expertise

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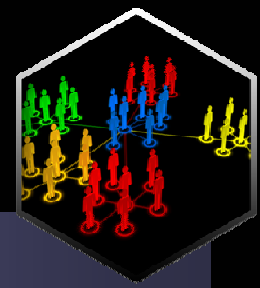
To Maximize Effectiveness

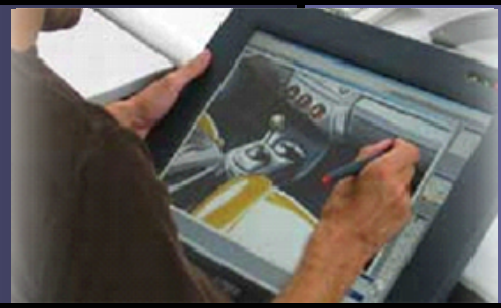


Discover and combine expertise and information in time and in context

Smart Collaboration

Tapping world class expertise from anywhere

Collaborate without distractions and delays or high costs



Smart Resource Allocation

Seamless round the clock collaboration with a world-wide car design team

Connect people to drive insight and deepen relationships

Smart Product Development

Mobile agents collaborate on new products and approaches

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Smart Insurance: Improving Efficiency AND Customer Satisfaction by Implementing Cross-Boundary Collaboration

celina INSURANCE GROUP

Independent Agents

Underwriters

Customers

BENEFITS:

- Cut policy turnaround time from weeks to days
- 40% reduction in phone calls and staffing
- Improved customer service

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We Need to Help Technology Enable Flexibility

1 Trillion

connected objects comprising "the internet of things"

Companies with isolated business and IT earn

12% less than their more agile counterparts

66%

of CIOs see technology driven innovation as important priority

30 Billion

RFID tags produced and embedded by 2010

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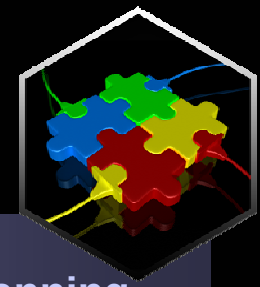
To Meet Business Needs Quickly



Flexibly connect across business boundaries

Smart Production Planning

Link customers to supply chain to finance to inventory to sales force to….

Enable IT to rapidly meet changing business needs

Smart Business Apps

Make a shipment tracking app using a truck location data feed, Google maps, and stock levels… over lunch

Deliver the right information to people and processes when and where they need it

Smart Networks

Intelligent network grid that senses faults for rapid mobile repair response

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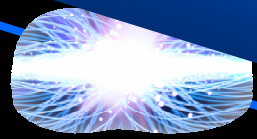
Smart Energy: Intelligent Utility Network Re-Defines Quality of Service

DONG energy

SOA-based Control Center

Generating Plant

Problem Detection



POWERSENSE

Response

Residence

BENEFITS:

- 25-50% reduction in outages
- Up to 90% savings of new capital expenditures
- Fault search time reduced 33%

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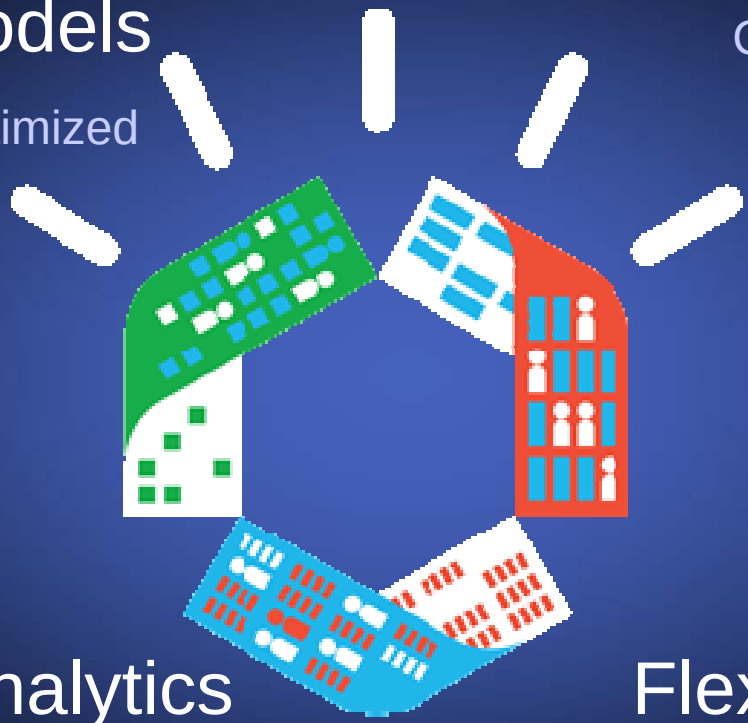
Use Key Capabilities To Begin Working Smarter

Dynamic Business Processes & Models

Automated, dynamic, optimized

Smarter Collaboration

Connected, natural, real-time



Information & Analytics

Predictive, pervasive, trusted

Flexible Infrastructure

Interconnected, aligned, service-based

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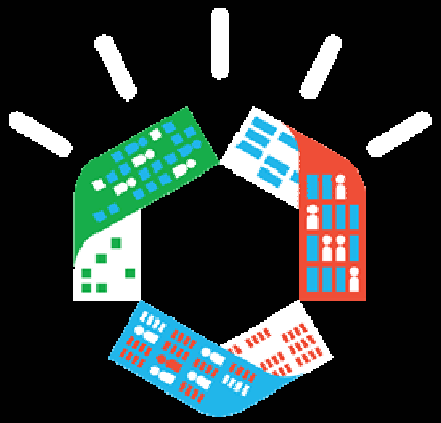

How can IBM Business Partners help their clients work smarter?

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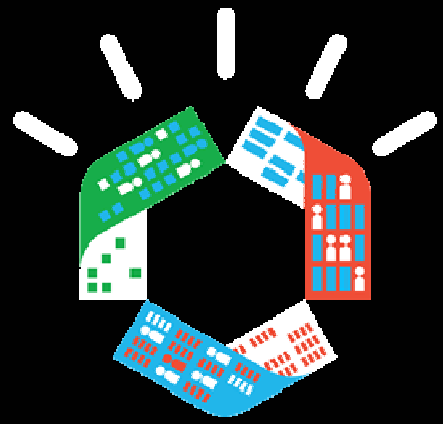
IBM Business Partners play a key role in helping our mutual clients work smarter



EDUCATE

Get Smarter on Smart Work

INTEGRATE

Position your solutions within Smart Work

EXECUTE

Host a Smart Work event

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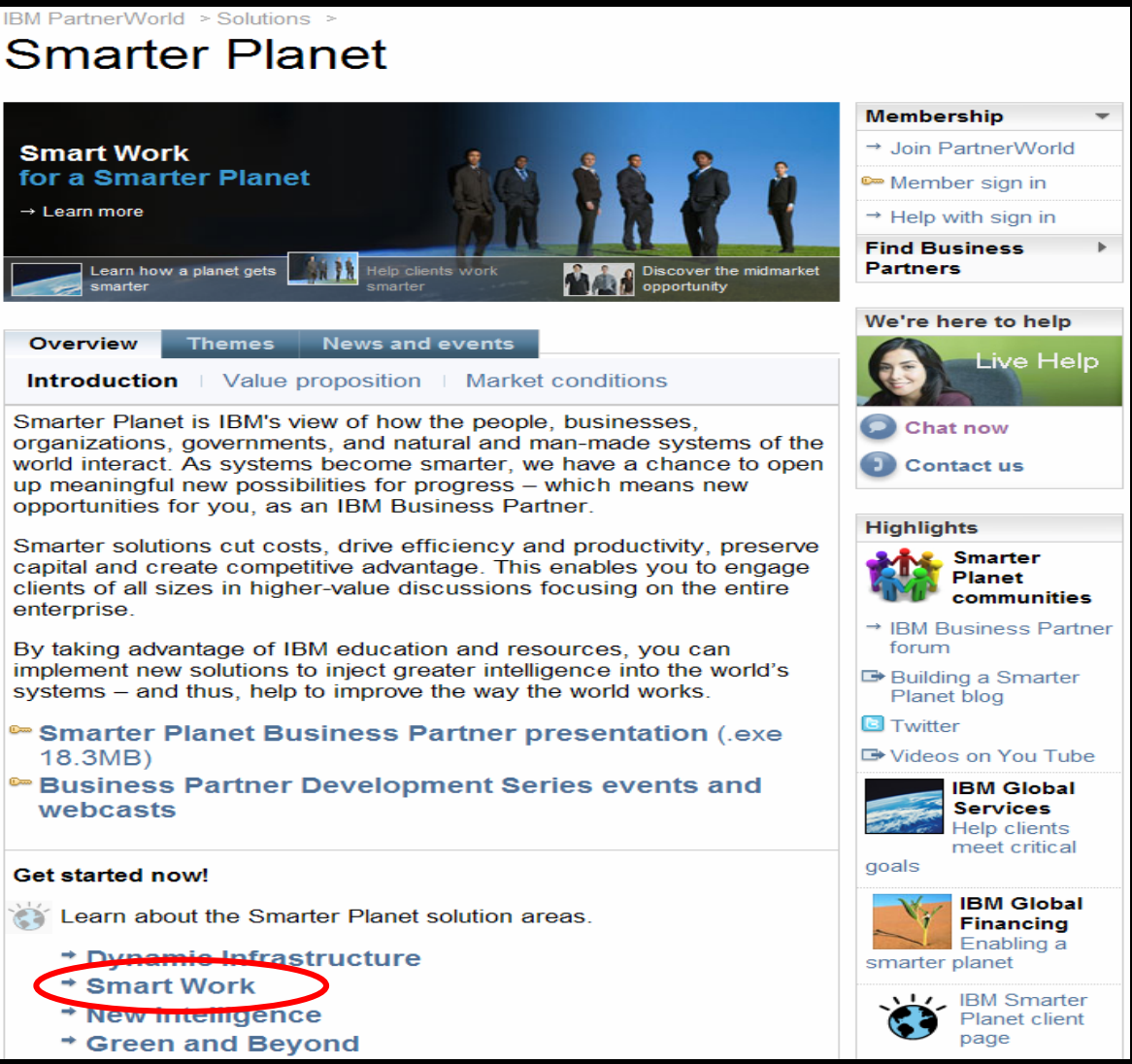
Educate yourself on Smart Work solutions



ibm.com/partnerworld/smarterplanet

Click on Smart Work in Get Started now

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Leverage the IBM Software Business Partner Widget

- **Objective:** Deliver easily accessible, up-to-date and concise information to Business Partners to help drive sales.

- **Two versions:**
  - Large Enterprise
    AND
    General Business
  - General business content only

- **Filters to tailor content:**
  - Geo
  - Brand
  - Industry
  - Solution Area

New!

On your desktop!

Download the IBM Software Business Partner widget

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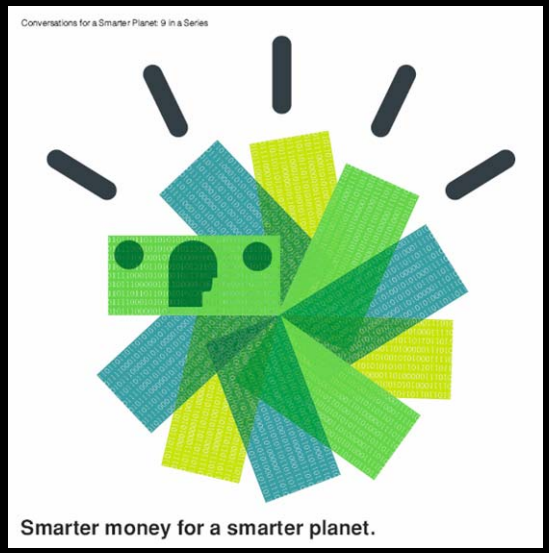
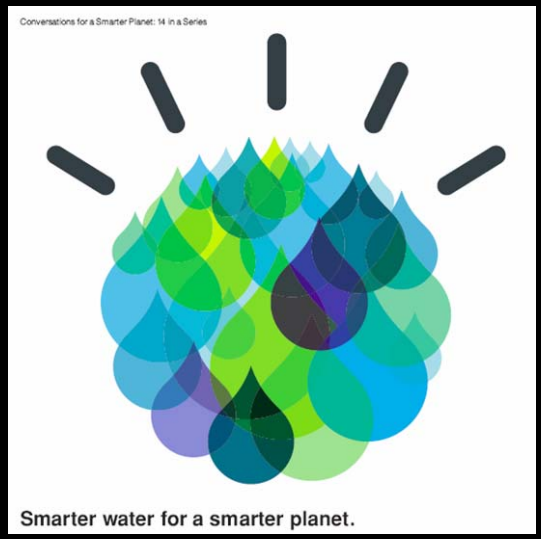
What Does Smarter *Anything* Have To Do Me?





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Position Your Solution within Smart Work

Interconnected

Does your solution Integrate data laterally across an end-to-end process, system, organization, industry or value chain?

Instrumented

Does your solution perform data capture or integration, possibly through the use of sensors, kiosks, meters, PDAs, appliances, cameras (still and video), smart phones, implanted medical devices or the web?

Intelligent

Does your solution yield new insights that drive actions that improve the outcome? Do those outcomes fundamentally change the end-user experience or eco-system?
Is the intelligence 'real-time', forward-looking, or predictive?

YOUR SOLUTION

Dynamic BPM	▪**WebSphere BPM** ▪**ILOG** ▪**FileNet ECM**
Smarter Collaboration	▪**Notes** ▪**Advanced Collaboration** ▪**Portal** ▪**Commerce**
Smart SOA	▪**WebSphere MQ** ▪**WebSphere Connectivity** ▪**Appliances**

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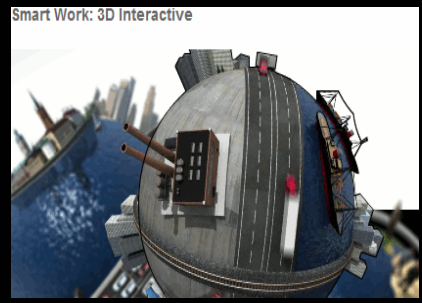
Use Smart Work assets in Sales and Marketing tactics

Identify → **Qualify** → **Propose** → **Win**

Brochures

Presentations



Demonstrations

References / ROI

New!

Access the Smart Work [Sales and Marketing Kit!]

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Execute your own Smart Work event

New!

Smart Work event in a box

- Sample Customer Invitation
- Suggested Text for e-mail teaser & tele script
- Suggested Agendas
  - Dynamic BPM
  - Smarter Collaboration
  - Smart SOA
- Client Presentation
- Links to Smart Work Customer Deliverables
- Sample Customer Survey
- Sample Thank You Letter

Access the Smart Work event in a box in the Smart Work Sales and Marketing Kit!

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Leverage IBM Innovation Centers as you execute your Smart Work initiatives and drive client opportunities

40+ centers across the globe

Host client meetings and events

Explore technologies and build solutions

Collaborate anywhere, anytime

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Join the Smart Work Global Jam – September 16-18, 2009

Topics Include:

- Government – How can technology help government encourage broader participation and facilitate business growth?
- How can collaboration help business process management evolve to drive optimization for all parties involved?
- What opportunities will emerge as we harness newly possible input and output from mobile people beyond the traditional boundaries of our organizations?

Join the jam and let your voice be heard! [Click here]

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Questions?

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Partner Assets

PartnerWorld Smart Work Sales & Marketing Kit (link)

- **Brochure**
- Mobile Collaboration Flyer
- Flyer: Lotus Notes competitive leadership flyer
- **Client presentations**
- Smart Work - client presentation
- **Demos**
- Collaboration 2.0 for Microsoft Customers - Demo and Presentation
- Choose Your Collaboration Destiny
- Smart Work Inteactive 3D Demo
- **Education - offering and solution education**
- Collaborative innovation: Bringing ideas to life—and market
- IBM open collaboration client solution: An overview
- **Executive brief**
- Smart Work Executive Brief
- **Offering description**
- Smart Work Overview Description
- **Sales kit**
- IBM Connectivity and Integration - ESB Messaging and Enrichment sales kit
- Reduce costs through reuse with Application Foundation
- IBM BPM: Thrive in any economy with Dynamic Business Processes sales kit
- **Video**
- Impact 2009 Customers & Business Partners video
- **Web content**
- Social computing and mashups
- Public IBM Smart Work Web site
- Twine site
- Smart Work Blog in developerworks
- Smart Work materials on Tumblr
- **White paper - thought leadership**
- The new collaboration: enabling innovation, changing the workplace.
- Smart Collaboration white papers & brochures
- Work Smart to Build a Smarter Planet white paper

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