IBM BusinessConnect 2014
A New Era of Smart

5th May 2014 | Armani Hotel Dubai

IBM BusinessConnect 2014

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Manage B2B IT Complexity without draining your IT resources

Bart Debecker
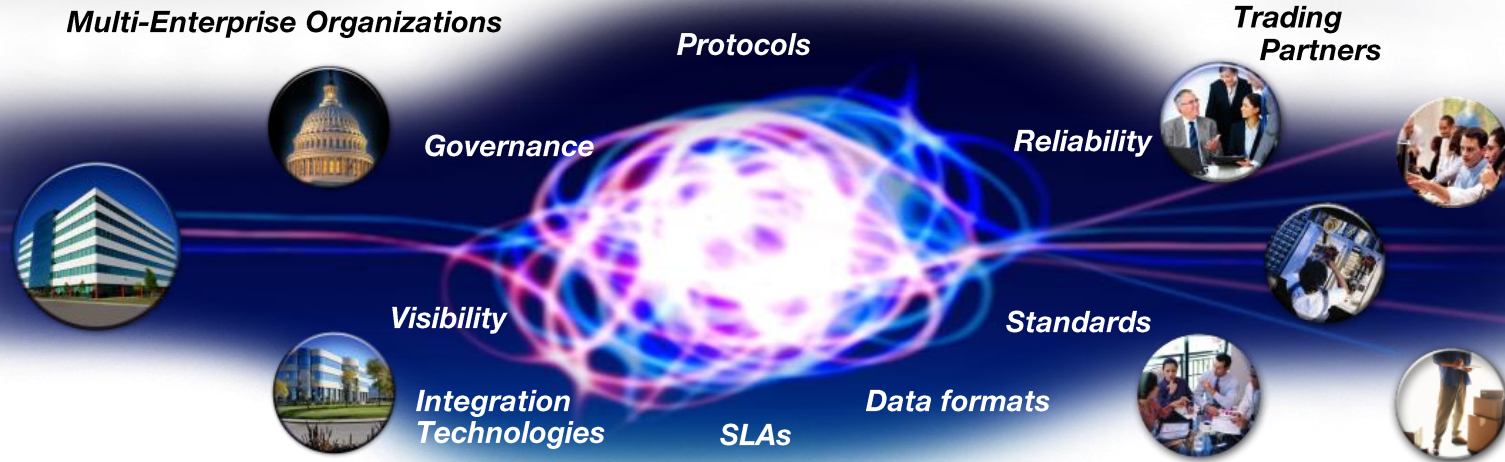
Sales Leader B2B – Middle East

Every interaction is important

Companies across all industries are facing an increasingly complex B2B integration problem

Multi-Enterprise Organizations

Protocols

Trading Partners

Governance

Reliability

Visibility

Standards

Integration Technologies

SLAs

Data formats

The need to be globally integrated is driving an expansion of ecosystems and the number of partners organizations to transact with

B2B in companies is typically fragmented and inconsistent

- No strategy behind file transfer
    - Different ways of transferring files (sFTP, FTP, AS2, HTTPS, e-mails, fax, print, etc)
    - Silo approach
- FTP is widely used and comes with heavy limitations
    - Not secure
    - Unreliable
    - No visibility
    - No traceability
- Complex partner / customer on-boarding
    - Time consuming manual task for IT
    - Customer communicating in different formats over different protocols
    - High error margins
    - Operational overhead and complexity

CIO's struggle with dramatic increase of data exchange

Reach

90%

Enterprise apps available
on mobile by 2017[1]

- Social
- Cloud
- Mobile

Growth

75X

Growth factor of the number of files
with which a data center will have
to deal[2]

- Size
- Volume
- Complexity

Speed

1–2 months

Time spent, annually, creating and
amending compliance reports by
36 percent of respondents[3]

- Real-time risk
  identification
- Demands for quicker
  audit response

Data exchange and transfer implications

- More file-based information moving inside and outside the organization
- More points of connections
- More methods of transfer (business to business [B2B], system-centric, person-centric)

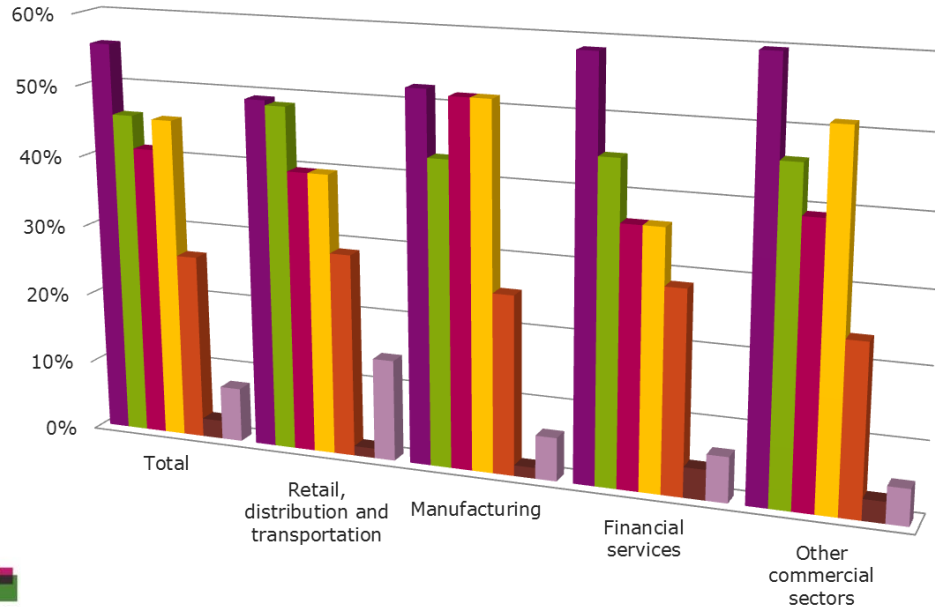1 Gartner, "Bring your own Device Program Best Practices", December 20, 2012, http://www.gartner.com/technology/topics
2 IDC, *Extracting Value from Chaos,* Doc #1142, June 2011.
3 Thomson Reuters Accelus, *Cost of Compliance Survey 2013*, Susannah Hammond and Jane Walshe, February 2013.

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Top concerns around Managed File Transfer across industry

Which of the following issues limits the effectiveness of your file transfer systems?

■ Security ■ Growth ■ Complexity ■ Speed

2013 Vanson Bourne B2B Integration and MFT Global Study for IBM

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The IBM Managed File Transfer suite enables enterprises to reliably and securely govern all critical information flows across the business

Governance — **Actionable visibility for business, operations and compliance**

System-centric
Automated, reliable, secure transfers for system integration

Community-centric
Multi-protocol edge gateway for universal connectivity to the business community

Person-centric
File sync and share

Emerging use cases
Extreme Sync Direct to Cloud …

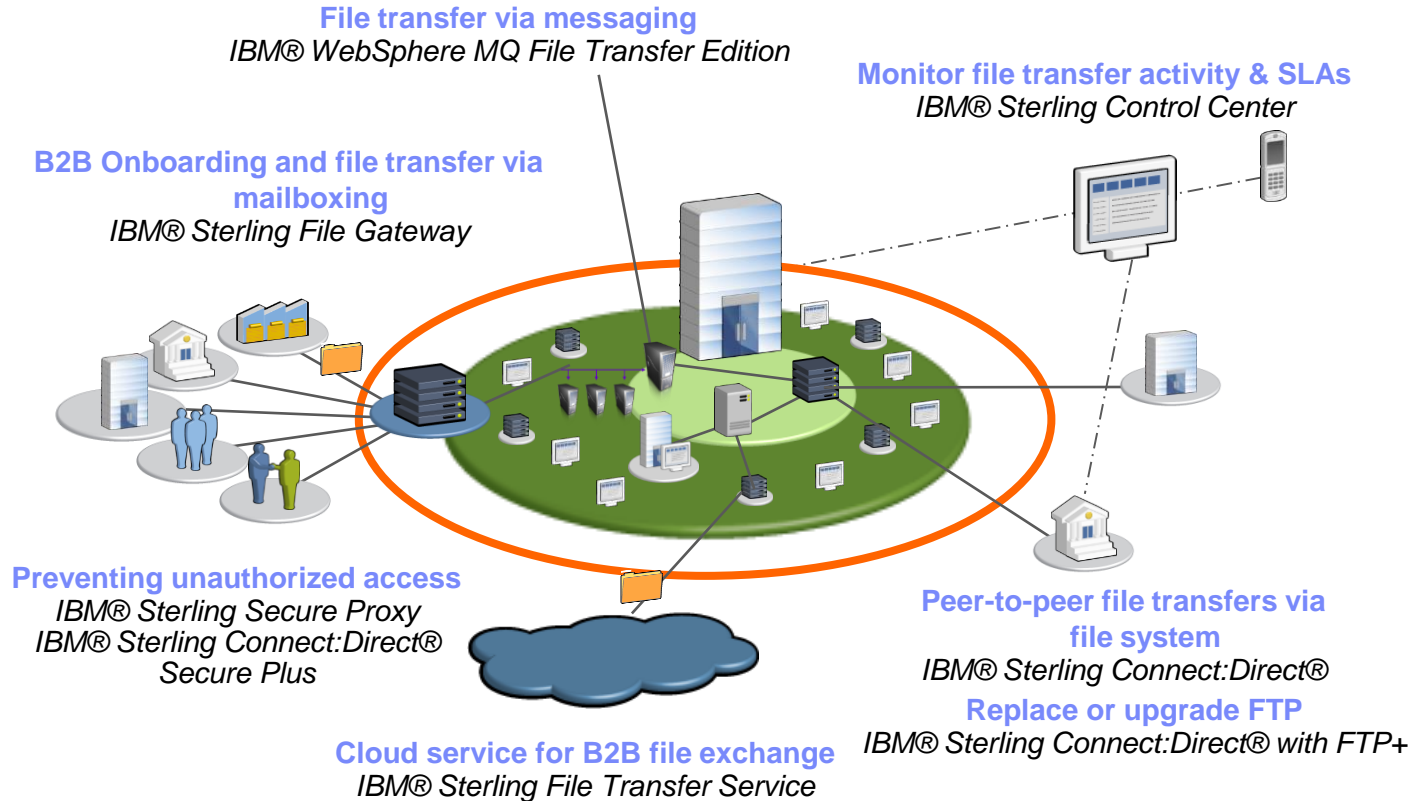**eXtreme** — **Large file/data set, long distance, speed is critical**

Security — **Common perimeter services, proxy and authentication**

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IBM® Managed File Transfer Solution

File transfer via messaging
IBM® WebSphere MQ File Transfer Edition

Monitor file transfer activity & SLAs
IBM® Sterling Control Center

B2B Onboarding and file transfer via mailboxing
IBM® Sterling File Gateway

Preventing unauthorized access
IBM® Sterling Secure Proxy
IBM® Sterling Connect:Direct®
Secure Plus

Peer-to-peer file transfers via file system
IBM® Sterling Connect:Direct®

Replace or upgrade FTP
IBM® Sterling Connect:Direct® with FTP+
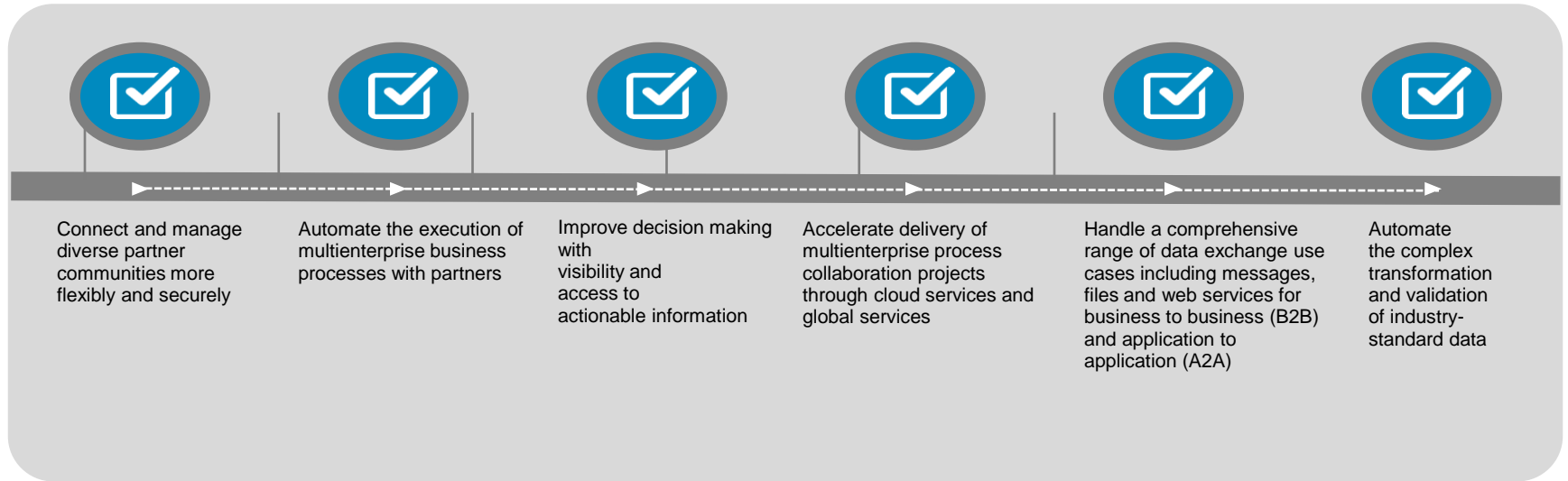
Cloud service for B2B file exchange
IBM® Sterling File Transfer Service

The multi-enterprise process collaboration solution from IBM helps you overcome these challenges

IBM Sterling B2B Integration can help your organization synchronize critical information flows with partners, suppliers and customers. This solution is designed to:

Connect and manage diverse partner communities more flexibly and securely

Automate the execution of multienterprise business processes with partners

Improve decision making with visibility and access to actionable information

Accelerate delivery of multienterprise process collaboration projects through cloud services and global services

Handle a comprehensive range of data exchange use cases including messages, files and web services for business to business (B2B) and application to application (A2A)

Automate the complex transformation and validation of industry-standard data

Business outcomes

BUSINESS OUTCOMES:

Decrease *time to revenue from new customers, suppliers and partners*

Reduced *security exposure from data exchange*

Removed *latency and cost from the value chain*

Became *easier to do business with*

Accelerated *resolution of issues and increased customer satisfaction*

Blue Rhino

75%

Reduction in partner onboarding time

Extreme File Transfer solution embedded into the IBM Managed File Transfer portfolio

Governance	Actionable visibility for business, operations and compliance		
System-centric	**Community-centric**	**Person-centric**	**Emerging use cases**
Automated, reliable, secure transfers for system integration	Multi-protocol edge gateway for universal connectivity to the business community	File sync and share	Extreme Sync Direct to Cloud ...
eXtreme	Large file/data set, long distance, speed is critical		XFT
Security	Common perimeter services, proxy and authentication		

Aspera High-speed Transfer

- Moving the world's data at maximum speed

An innovator in moving the world's biggest data at maximum speed

Capabilities:

Extreme file transfer software, Enterprise
File Sync and Share, Email/mobile/cloud integration

Founded:

2004 in Emeryville, California

Markets Served:

Over 2000 customers in Media & Entertainment,
Government, Telecommunications and Life Sciences

Sweet spot:

Large files/data sets, long distance,
where speed is critical

The Aspera Difference:

Patented *fasp*™ transport technology

Technology shifts are creating IT challenges

Big data and advanced analytics
  – *How to move big data/sets to analytic platforms*

Cloud computing
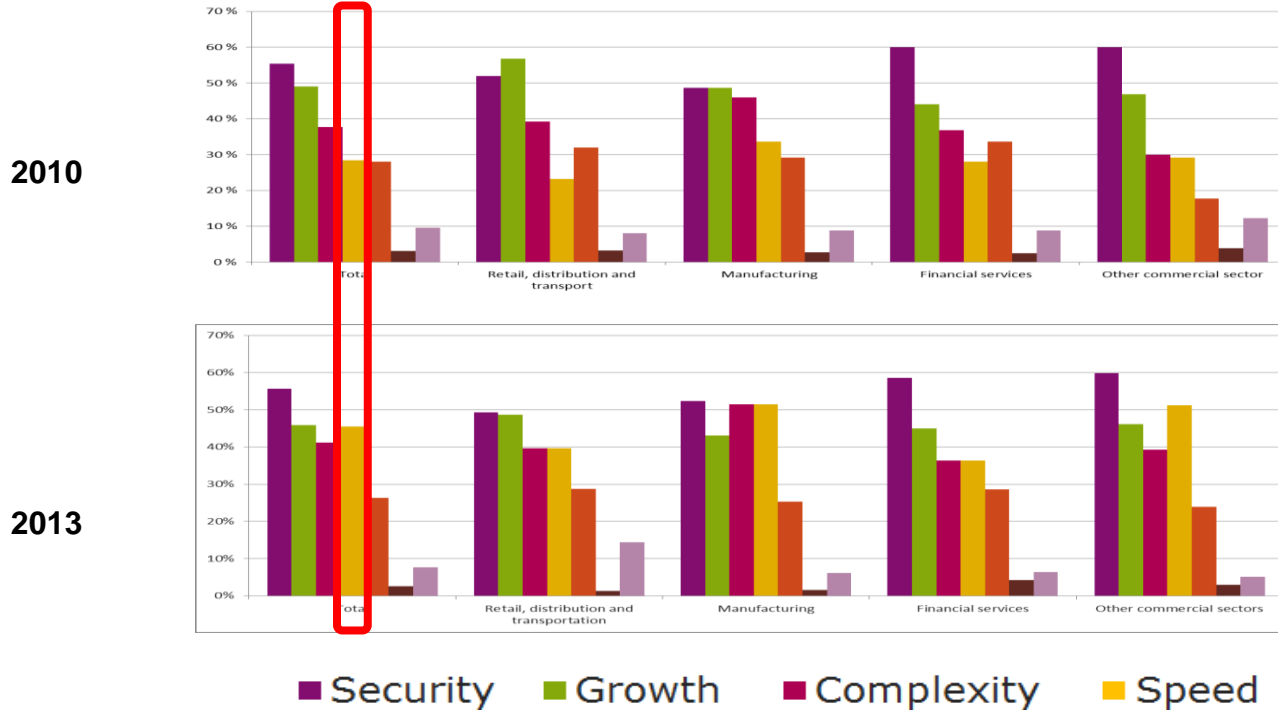 – *How to move data to – through – from cloud platforms*

Mobile
  – *How to provide enterprise secure ways to sync and share data*

But the biggest jump in the last three years has been in the concern over speed (transfer speed and efficiency)

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Larger volumes and size of data has created challenges in many industries

Telco, Media and Entertainment

- *Challenged to effectively distribute large media assets through their rapidly expanding digital supply chain*

Life Sciences

- *access Big Data sets that are changing daily (e.g. Genomic data)*

Government

- *Critical analysis hampered by slow transfer of intelligence data sets (e.g. satellite surveillance imagery)*

IT application development

- *Faced with challenges to global development, QA, test and support of large-scale applications and engineering processes*

Oil, Gas and Next Gen Energy

- *Challenged to move giant seismic data sets from remote locations across data centers for processing and analysis*

Financial Services

- *Depend on high speed synchronization of data across geographies for critical business continuity capabilities*

Aspera delivers clear business value

20x

Reduction in transfer times – transfer that was taking 10 hours now 26 min.
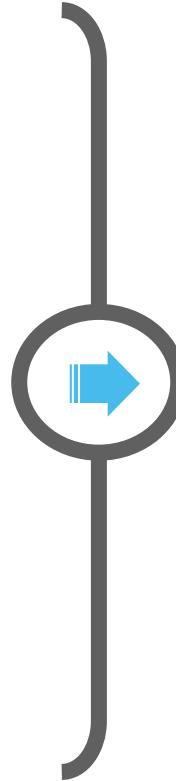
4x

Reduction in process turnaround – media collection to broadcast from 6 to 1.5 days

97%

Increase in network utilization – from 2% to 99% for file transfer

Business outcomes

• *Speed the process synchronization for digital supply chains*

• *Provide high performance distribution and synchronization of Big Data sets*

•*Accelerate the reliable flow of information and the processes that depend upon it*

• *Enable organizations to reliably, quickly and securely move new workloads to/from the cloud*

Performance tests demonstrate the advantage

		Across US		US – Europe		US – ASIA	
		10 GB	100 GB	10 GB	100 GB	10 GB	100 GB
FTP	100 Mbps						
	1 Gbps	10-20 Hrs	Impractical	15-20 Hrs	Impractical	Impractical	Impractical
	10 Gbps						
Aspera *fasp™*	100 Mbps	14 Min	2.3 Hrs	14 Min	2.3 Hrs	14 Min	2.3 Hrs
	1 Gbps	1.4 Min	14 Min	1.4 Min	14 Min	1.4 Min	14 Min
	10 Gbps	8.4 Sec	1.4 Min	8.4 Sec	1.4 Min	8.4 Sec	1.4 Min

Distance

File Sizes

Bandwidth Scenarios

Cross US – Add 1% to 5%   Intercontinental – Add 1% to 10%

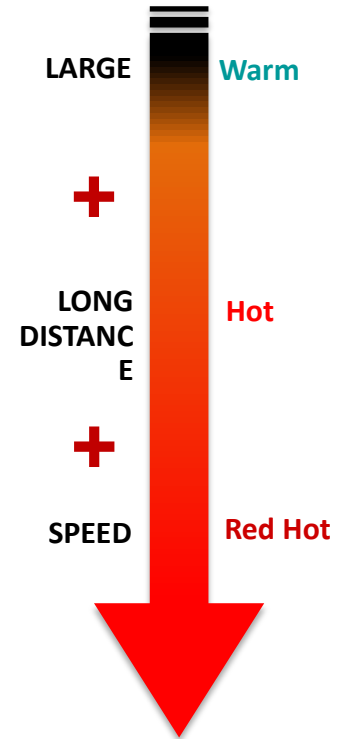SPEED: Much faster than TCP-based protocols like FTP over a WAN (example of a 10Gb file)

PREDICTABILITY: Predictable performance over any distance

SCALE: Performance scales with available Bandwidth

Keys to uncovering a need for Aspera: Large, Long distance and Speed critical

- **Is it LARGE Files/Data sets?**
  - Start at 10GB as reasonable definition

- **Is the transfer over a LONG DISTANCE (cross-country or global)?**
  - Type of the network doesn't matter: Public/private, WAN network or Satellite

- **Is this file delivery SPEED CRITICAL to the business?**
  - Is Predictability, Reliability and Visibility important? (business cares)

LARGE **Warm**

+

LONG DISTANC E **Hot**

+

SPEED **Red Hot**

IBM experience

Reliable solutions

to manage risk and protect your critical business information

30,000+

satisfied clients worldwide with solutions that address the needs of many industries

5.5 million

transactions daily through the B2B cloud

- *50 + customers in the Middle East rely on Connect: Direct protocol which has has never been breached*

- *80 percent of the top global banks (based on assets or marketplace capitalization)*
- *Leading global retailers on four continents*
- *Leading manufacturers in North America, Europe and Japan*
- *Major government agencies from North America to Australia*
- *Healthcare providers and payers in the United States and major pharmaceutical firms in North America and Europe*

- *A global network provides access to 300,000 pre-connected trading entitles*

Why IBM?

Breadth of capability to help meet your requirements

Managed file transfer, integration gateways, integration services and transformation engines

Analyst rankings as an integration leader

Gartner, Magic Quadrant for On-Premises Application Integration Suites, June 27, 2013

Gartner, Magic Quadrant for Application Infrastructure for Systematic Application Integration Projects, June 20, 2012

Customer flexibility—right solution, right away

Modular architecture: buy for specific project or enterprise wide

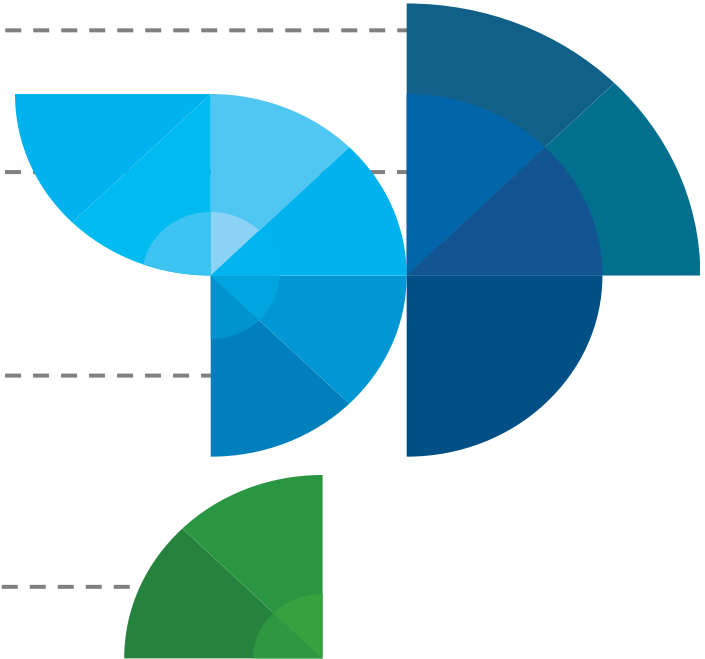*Platform choice: desktop, midrange or mainframe*

Superior global consulting and local business partner expertise

Experienced in building integration centers of excellence

Provides guidance in B2B best practices from assessment to implementation

Global deployment experience across industries

IBM

Thank you.

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