Smarter systems for a smarter planet.

Business Agility in Action

The event series on BPM, SOA and Application Integration
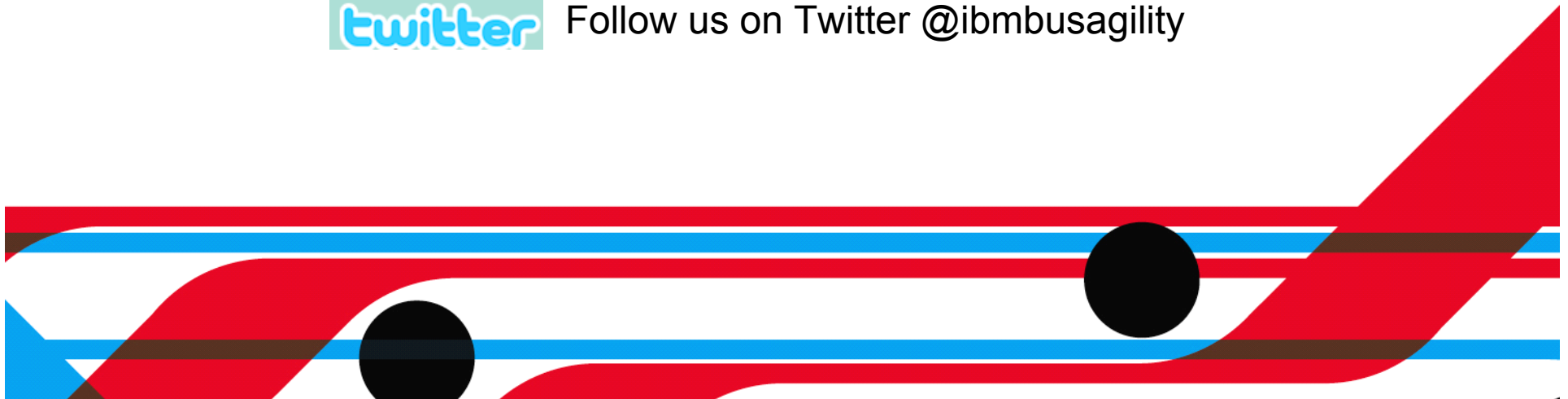
Give your business the flexibility it needs to capitalise on change.

Welcome

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IBM Software

Impact2011

Optimize for Growth. Deliver Results.

April 10-15 Las Vegas, NV

www.ibm.com/impact

Q2 Business Agility in Action

Sydney: Thursday 2nd June

Canberra: Monday 6th June

Melbourne: Wednesday 8th June

Over 25 product and capability demonstrations!

Register at:
ibm.com/events/au/businessagility/june

Topics Covered
Achieve Business Agility with WebSphere software
Smarter process-driven businesses – Business Process Management
Easier Event-Driven Businesses - WebSphere Decision Server (Business Rules & Events)
Quicker Connectivity Appliances - WebSphere Connectivity Solutions
Optimise Web-Facing Applications – WebSphere Application Server
Simpler Private Cloud Deployment – WebSphere Cloud Solutions
Accelerate results – How to get started

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Business Agility

Colin Gniel - Business Integration Executive
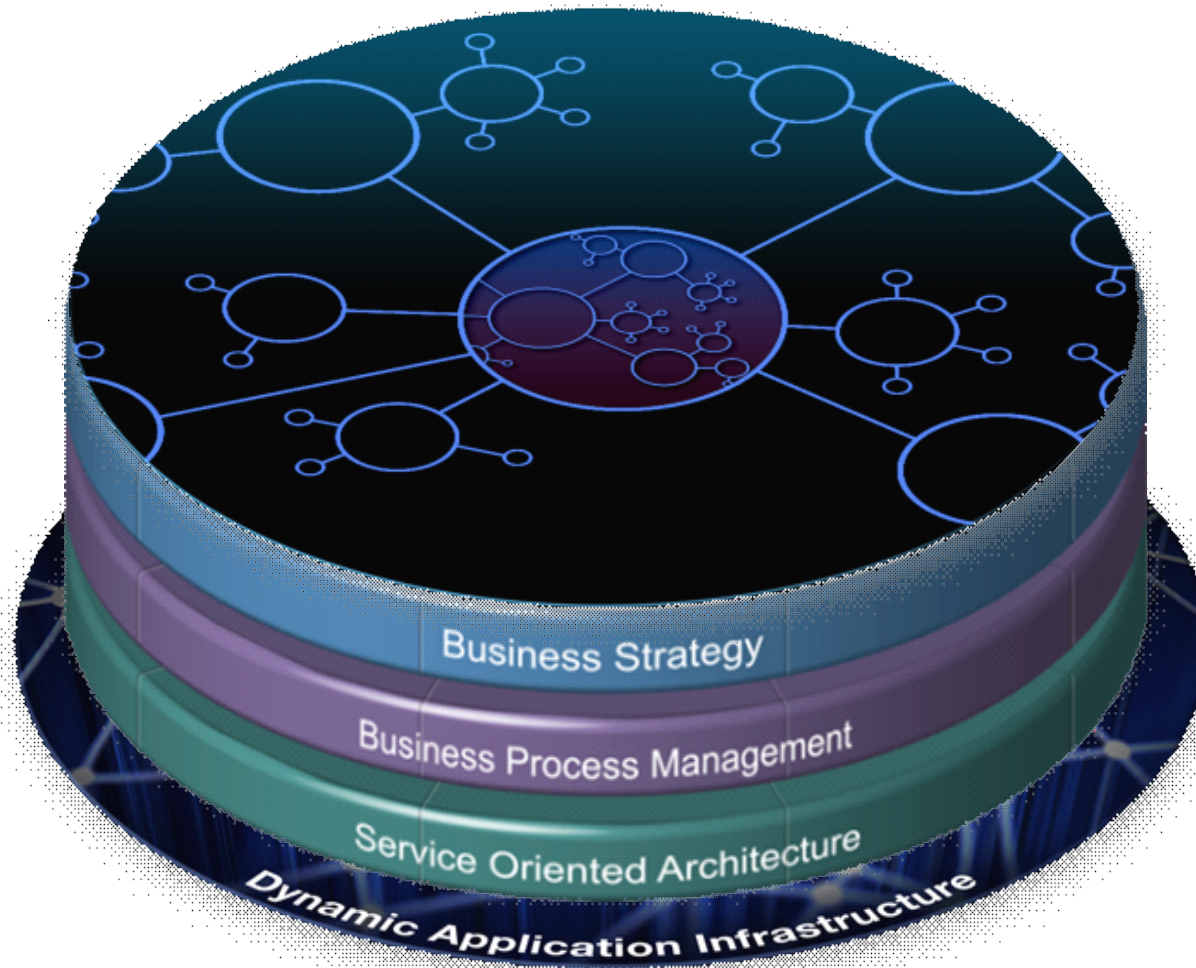
What is "Business Agility" ?

- **Business agility** is the ability of a business to adapt rapidly and cost efficiently in response to changes in the business environment. ...

- **Agility** is a concept that incorporates the ideas of flexibility, balance, adaptability, and coordination under one umbrella. In a business context, agility typically refers to the ability of an organisation to rapidly adapt to market and environmental changes in productive and cost-effective ways

Driving Better Business Outcomes
By aligning the engines of agility

Business Strategy

Business Process Management

Service Oriented Architecture
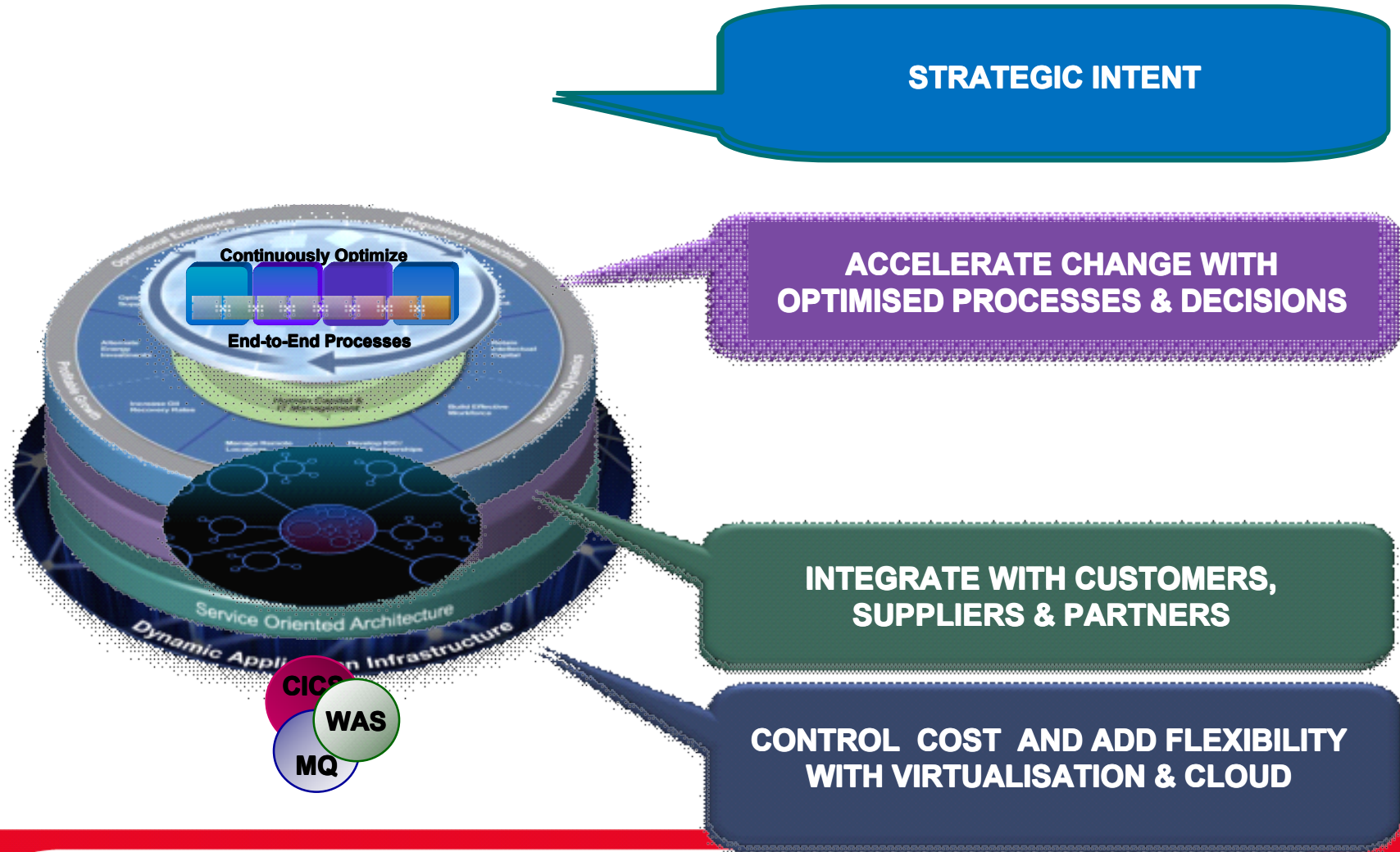
Dynamic Application Infrastructure

Agile businesses that actively converge business and technology have

- **7%** higher EPS growth

- **49%** higher ROI

than their industry peers

Source: BTM Business Agility Index, May 2010

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STRATEGIC INTENT

ACCELERATE CHANGE WITH
OPTIMISED PROCESSES & DECISIONS

INTEGRATE WITH CUSTOMERS,
SUPPLIERS & PARTNERS

CONTROL COST AND ADD FLEXIBILITY
WITH VIRTUALISATION & CLOUD

Continuously Optimize

End-to-End Processes

Service Oriented Architecture

Dynamic Application Infrastructure

CICS

WAS

MQ

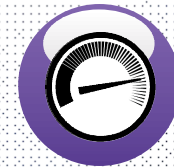# Infuse Your Processes with "Points of Agility"

Events Analytics Collaboration Rules Content Monitoring
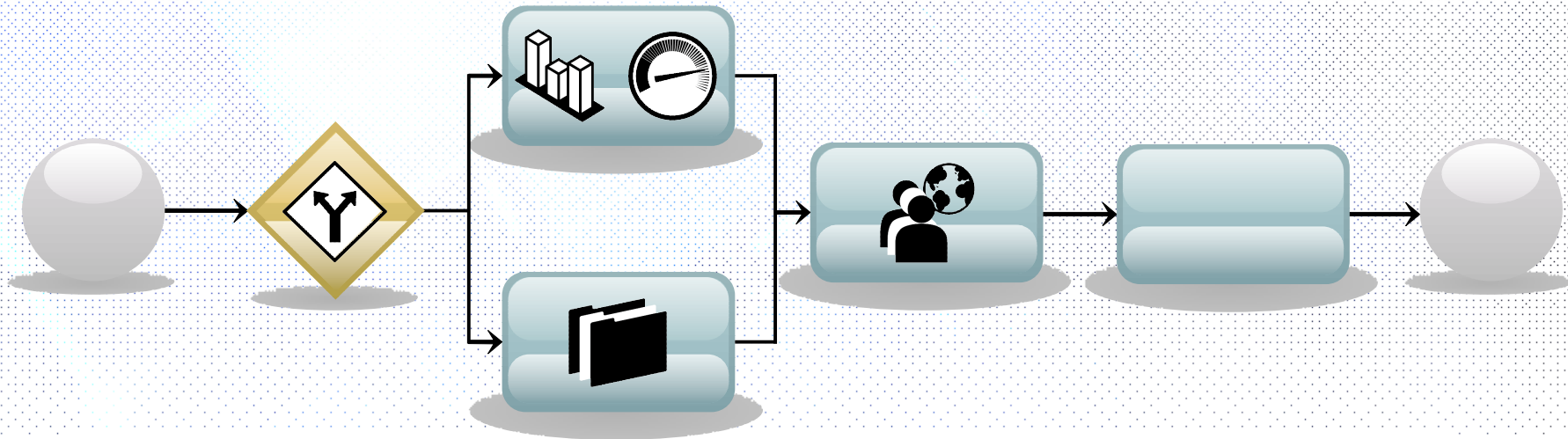
Build Your Roadmap to Business Agility
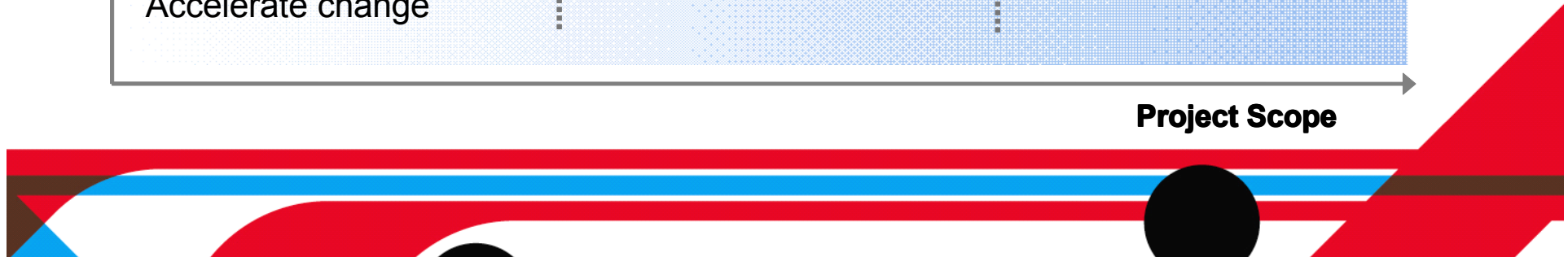
Business Outcomes (vertical axis)

Project Scope (horizontal axis)

1 Assess Your Business Objectives

Control costs and add flexibility

Integrate with customers, suppliers and partners

Accelerate change

2 Complete an initial project in 90 days or less

Virtualise an application

Integrate a core system with a partner application

Define and automate a business process

3 Advance to Higher Value

Manage and scale workloads in the cloud

Deliver new services

Extend and enhance process improvements
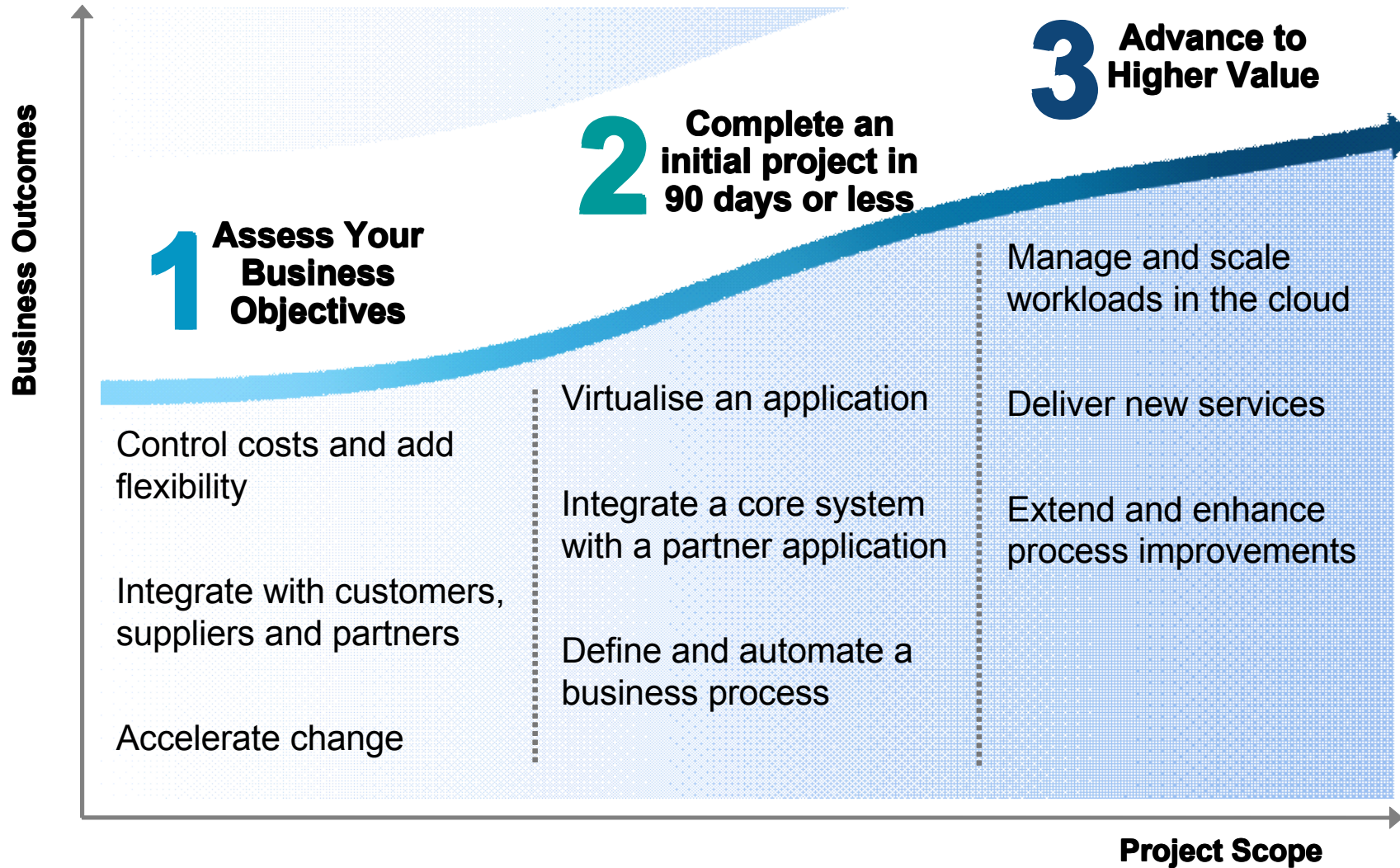
Accelerating Business Agility with WebSphere in the Cloud

Colin Gniel - Business Integration Executive

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Business Agility in Action
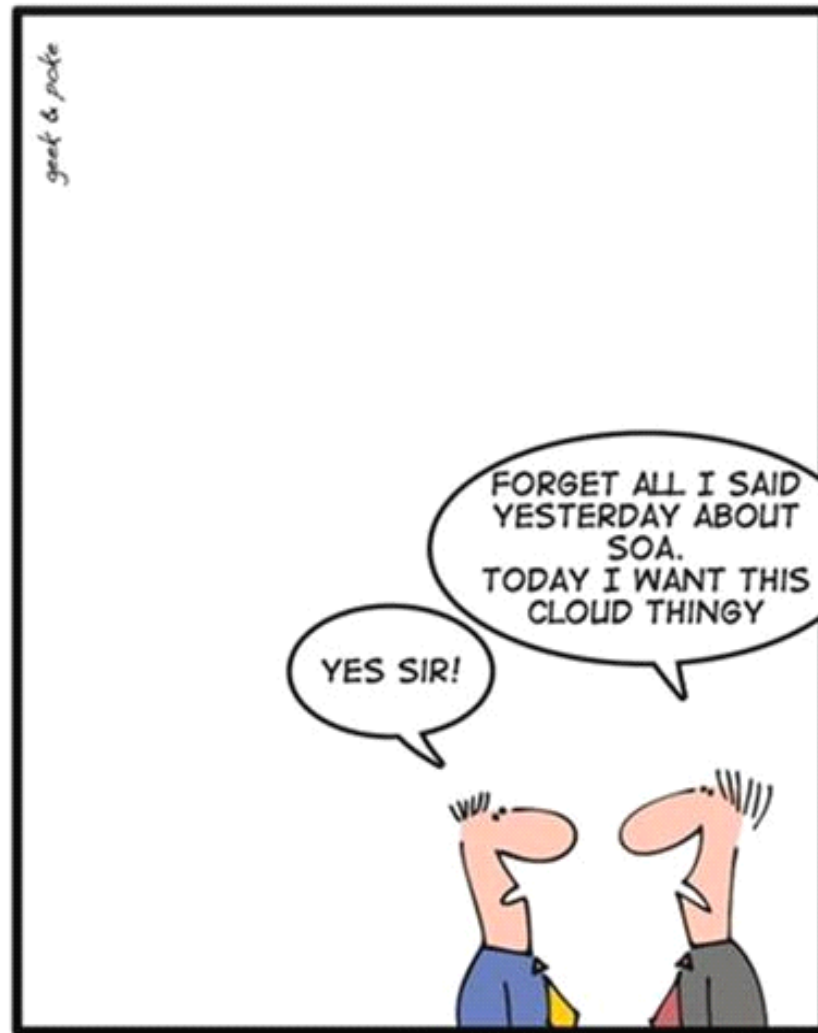
The event series on BPM, SOA and Application Integration

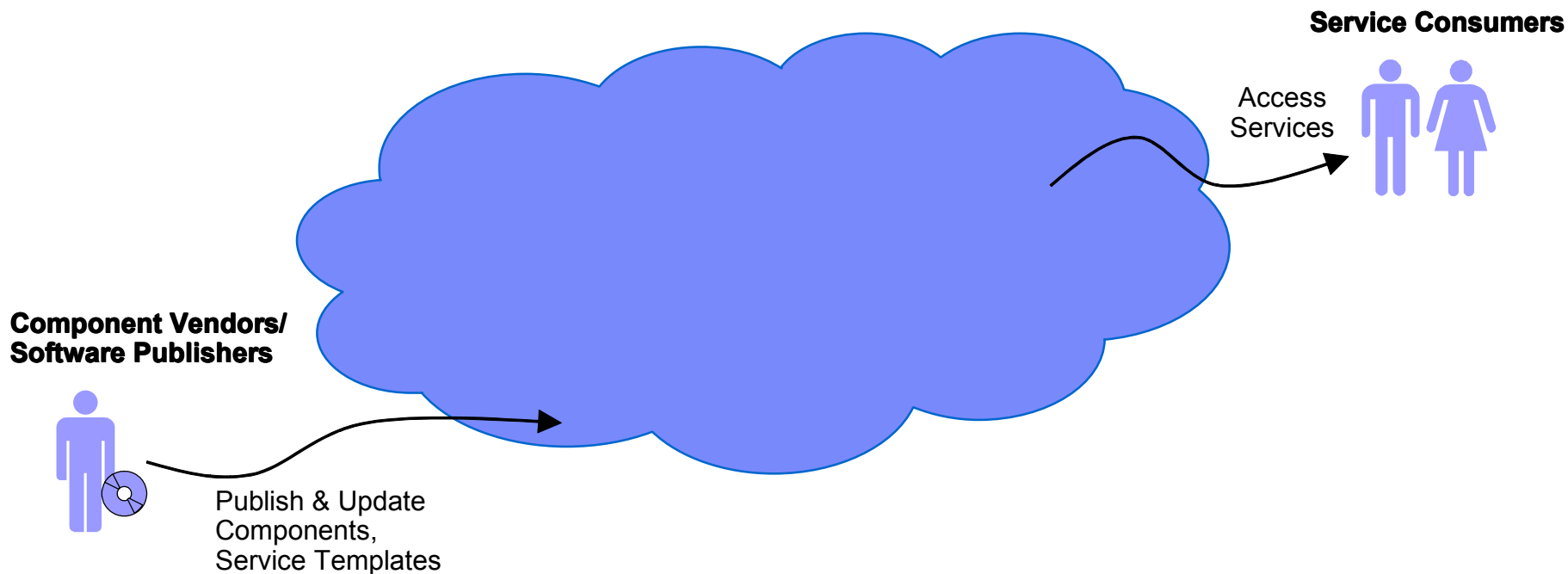Give your business the flexibility it needs to capitalise on change.

What is Cloud Computing?

A user experience and a business model

An emerging style of IT delivery in which applications, data, and IT resources are **rapidly provisioned** and provided as **standardised offerings** to users over the web in a **flexible pricing model.**
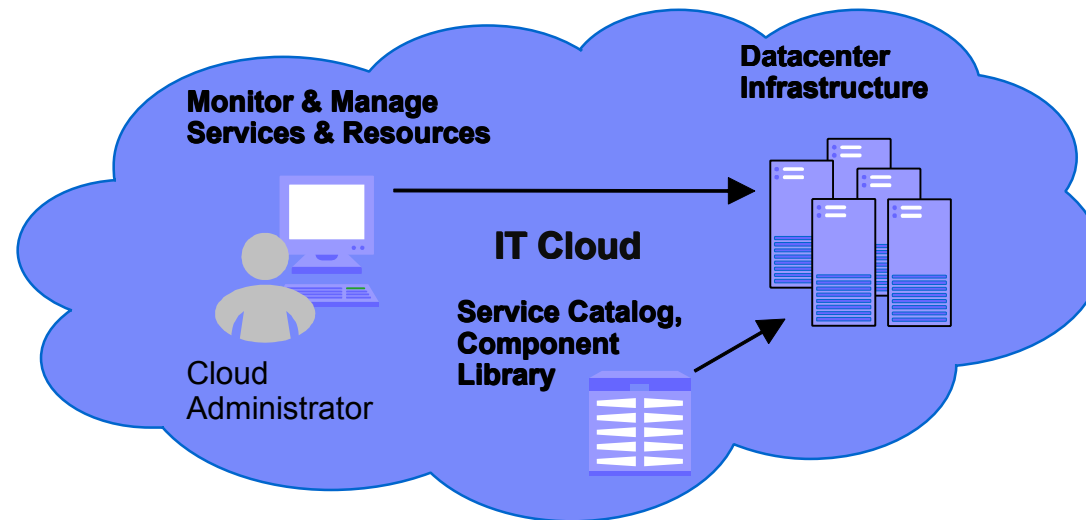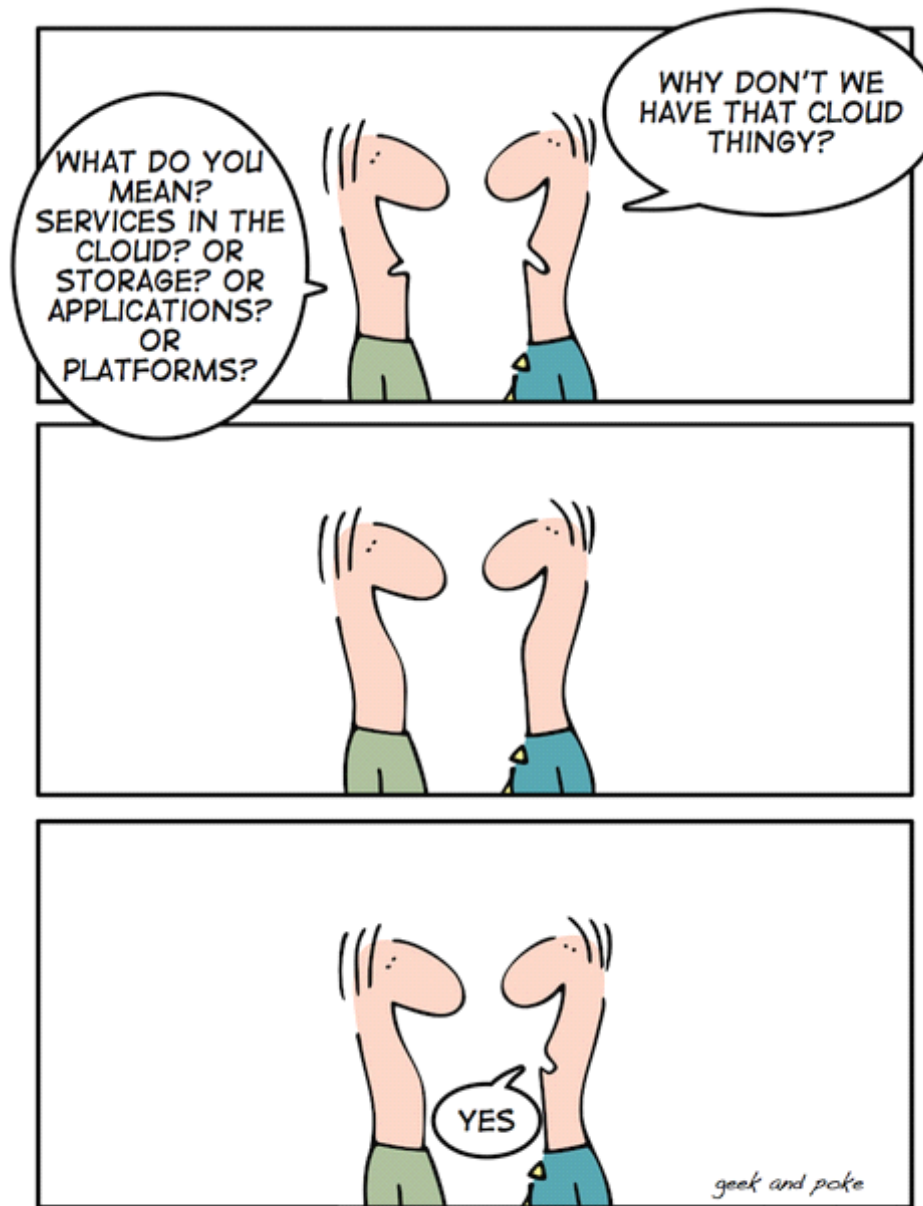
Service Consumers

Access
Services

**Component Vendors/
Software Publishers**

Publish & Update
Components,
Service Templates

What is Cloud Computing?
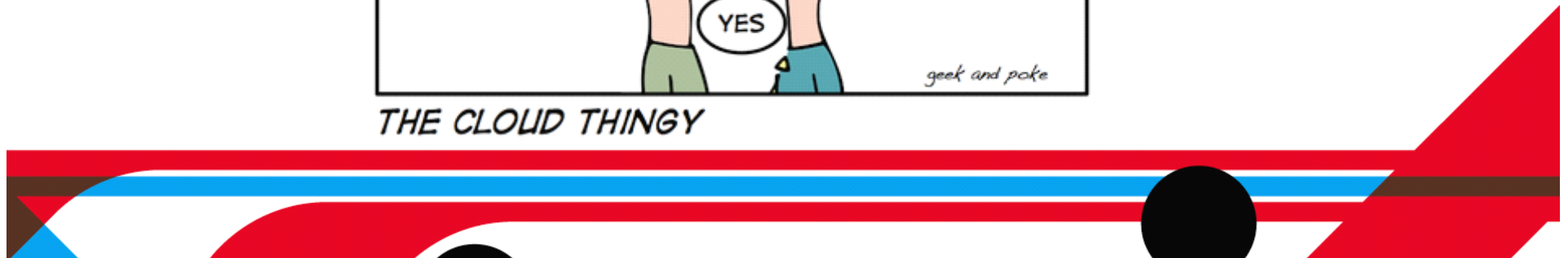
An infrastructure management and IT services delivery model

A way of **managing** large numbers of highly **virtualised resources** such that, from a management perspective, they resemble a single large resource.

Monitor & Manage Services & Resources

Datacenter Infrastructure

IT Cloud

Cloud Administrator

Service Catalog, Component Library

THE CLOUD THINGY

Cloud Computing Delivery Models

Flexible Delivery Models

Public ...

- Service provider owned and managed.
- Access by subscription.
- Delivers select set of standardised business process, application and/or infrastructure services on a flexible price per use basis.

Cloud Services

Cloud Computing Model

Private ...

- Privately owned and managed.
- Access limited to client and its partner network.
- Drives efficiency, standardisation and best practices while retaining greater customisation and control

Hybrid ...

- Access to client, partner network, and third party resources

....Standardisation, capital preservation, flexibility and time to deploy

.... Customisation, efficiency, availability, resiliency, security and privacy
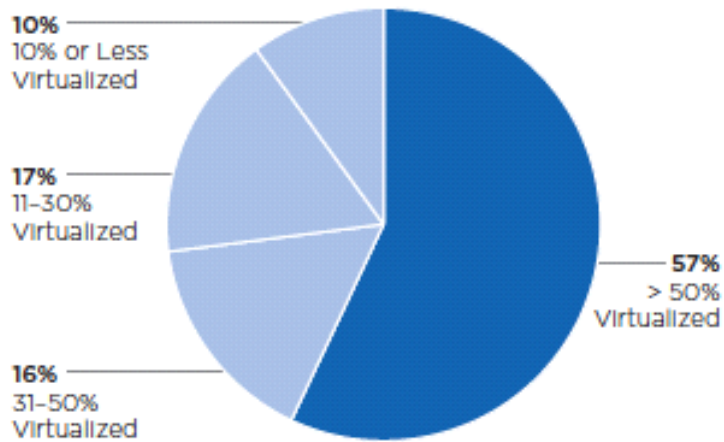
ORGANIZATION   **CULTURE**   **GOVERNANCE**

Server Virtualisation: a foundation for the private cloud

Breakdown of Companies by Percentage
of New Servers Virtualized in 2011

10%
10% or Less
Virtualized

17%
11–30%
Virtualized

57%
> 50%
Virtualized

16%
31–50%
Virtualized

n = 180.

Note

Early opportunities often focus on dev
and test scenarios

Current Breakdown of Virtual Servers by Host
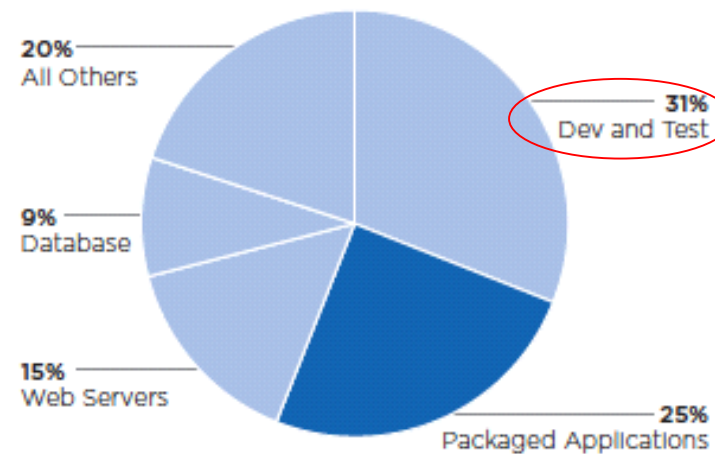
20%
All Others

9%
Database

15%
Web Servers

31%
Dev and Test

25%
Packaged Applications

n = 253.

Note

Clients are *thinking* about cloud, but
are ***implementing*** virtualisation

Virtualisation drives automation and cost optimisation

IBM uniquely delivers solutions across these technologies

Server Virtualisation
Allocate hardware resources based on workload of the host where the app server resides

Image Virtualisation
Allocate application workloads based on incoming traffic

Workload Virtualisation
Dynamically allocate application workloads based on workload policies and priorities

Private Cloud
Easily build and configure application patterns, and rapidly deploy into private cloud

Cost — High / Low

Automation — Low / High

Virtualisation in the Enterprise

3 Workload Virtualisation

2 Image Virtualisation

1 Server Virtualisation

- Virtualisation of hardware resources in the data center

- Management of virtualised infrastructure

- Virtualised infrastructure leads to creation of "virtual" software images

- Proliferation of virtual software images leads to management challenges

- Images are combined into patterns representing middleware workloads

- Workloads encapsulate well defined combinations of integrated middleware

Today's Agenda

10.15am - 10.30am	Morning tea	
	Stream 1	**Stream 2**
10.30am - 10.55am	**Document Process Automation Case study** example - using WebSphere Business Process Automation tools and Readsoft software.	**Introduction to WebSphere Appliances** - Use cases and examples
11.00am - 11.25am	Dicover the power of **WebSphere Lombardi Edition & ILOG Business Rules Mangement System**	Simplify deployment into a **private cloud** using IBM **WebSphere CloudBurst**
11.30am - 11.55am	Kick-start your BPM Projects with **IBM Blueworks Live**	Discover how to rapidly **connect your SaaS and on-premise applications with WebSphere Cast Iron Cloud Integration**
12.00pm	Event concludes, lunch and networking	

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Break Time!