



Integrated Service Management for a Smarter Planet

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Pulse **ANZ** 2010 

The world is getting smarter – more instrumented, interconnected, intelligent.



Smart traffic systems



Intelligent oil field technologies



Smart food systems



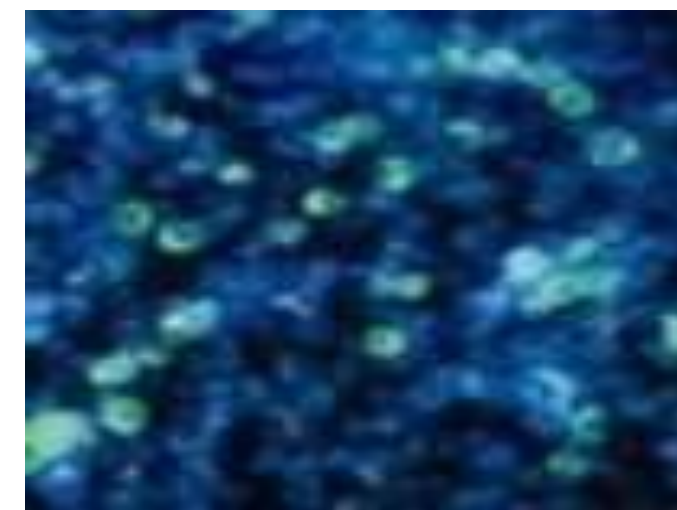
Smart healthcare



Smart energy grids



Smart retail



Smart water mgmt



Smart supply chains



Smart countries



Smart weather



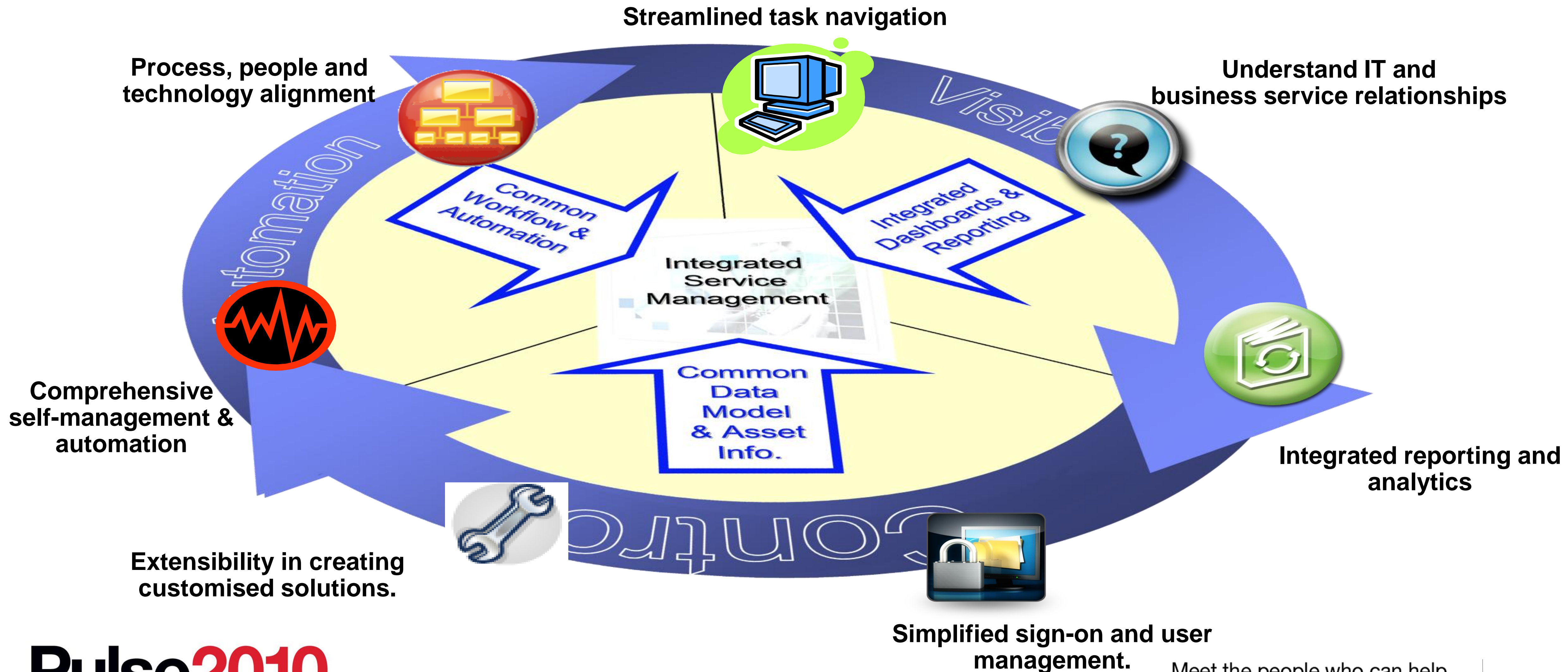
Smart regions



Smart cities

Integrated Service Management

Deliver quality service and contain costs through a highly integrated approach.



IBM's Integrated Service Management supports the Smarter Planet agenda...

Integrated Service Management
for Industries

Integrated Service Management
for Design & Delivery

Integrated Service Management
for the Data Center



Allied Mills

- Real-time view of assets
- Improved financial planning and control of operational costs
- Reduce corrective and emergency maintenance 39% to 9% of workload



Samsung

- Deployed integrated lifecycle management solution
- Faster build and deploy cycles
- Reduced errors, roll-backs, and costs



Harley Davidson

- Globally integrated its IT Operation
- Recorded savings of \$25 million over 5 years
- 201% Return on Investment



...enabling IBM's clients to deliver and manage innovative services

for Industries...

Smarter Buildings

Holistic management of buildings that integrate with smarter cities, smart utilities, etc.

Leverage investment in new and existing buildings to deliver centralised Facilities, Space, and Energy Management system

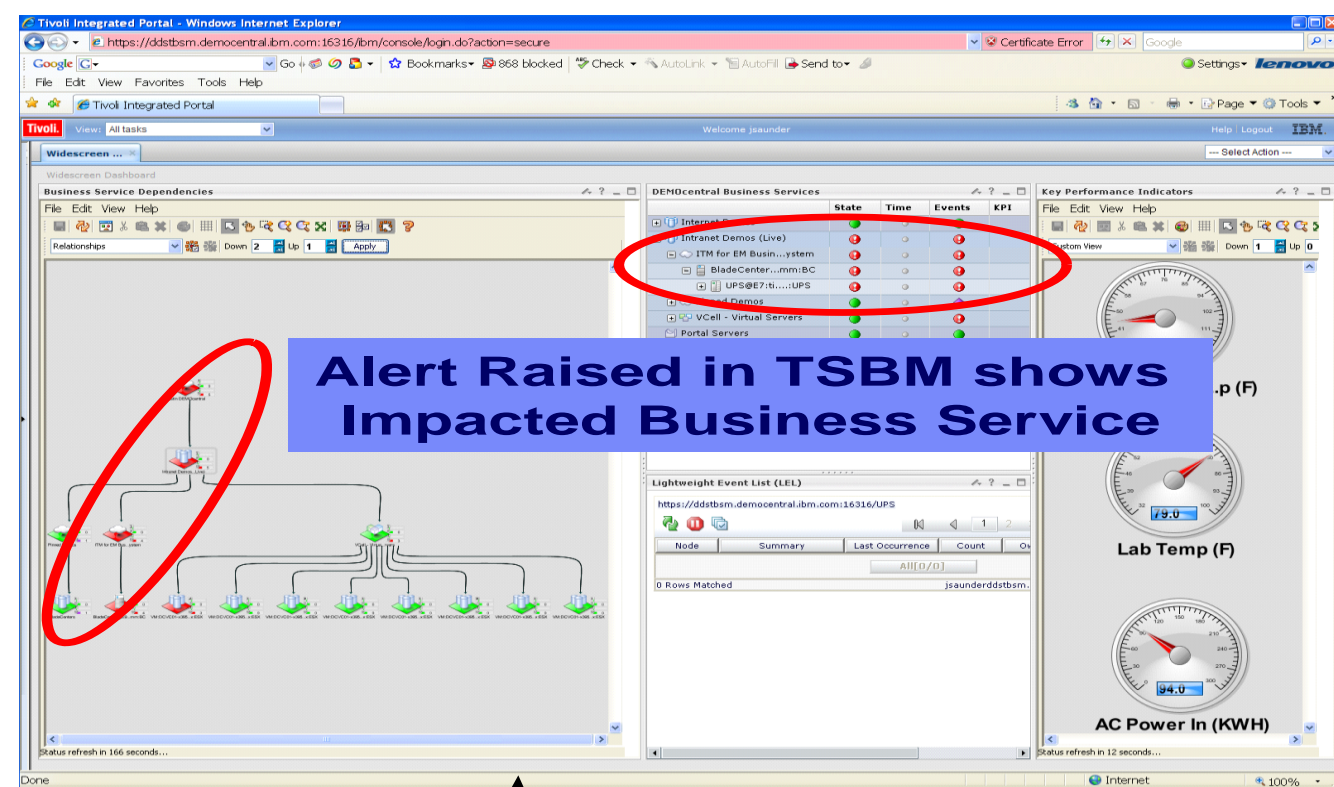


- Integrate Building Management Systems
- Executive dashboard for Portfolio Management
- Command Center to coordinate and optimise operations
- Predictive Analytics to prevent failures and increase energy efficiency
- Facilities and Space management optimisation

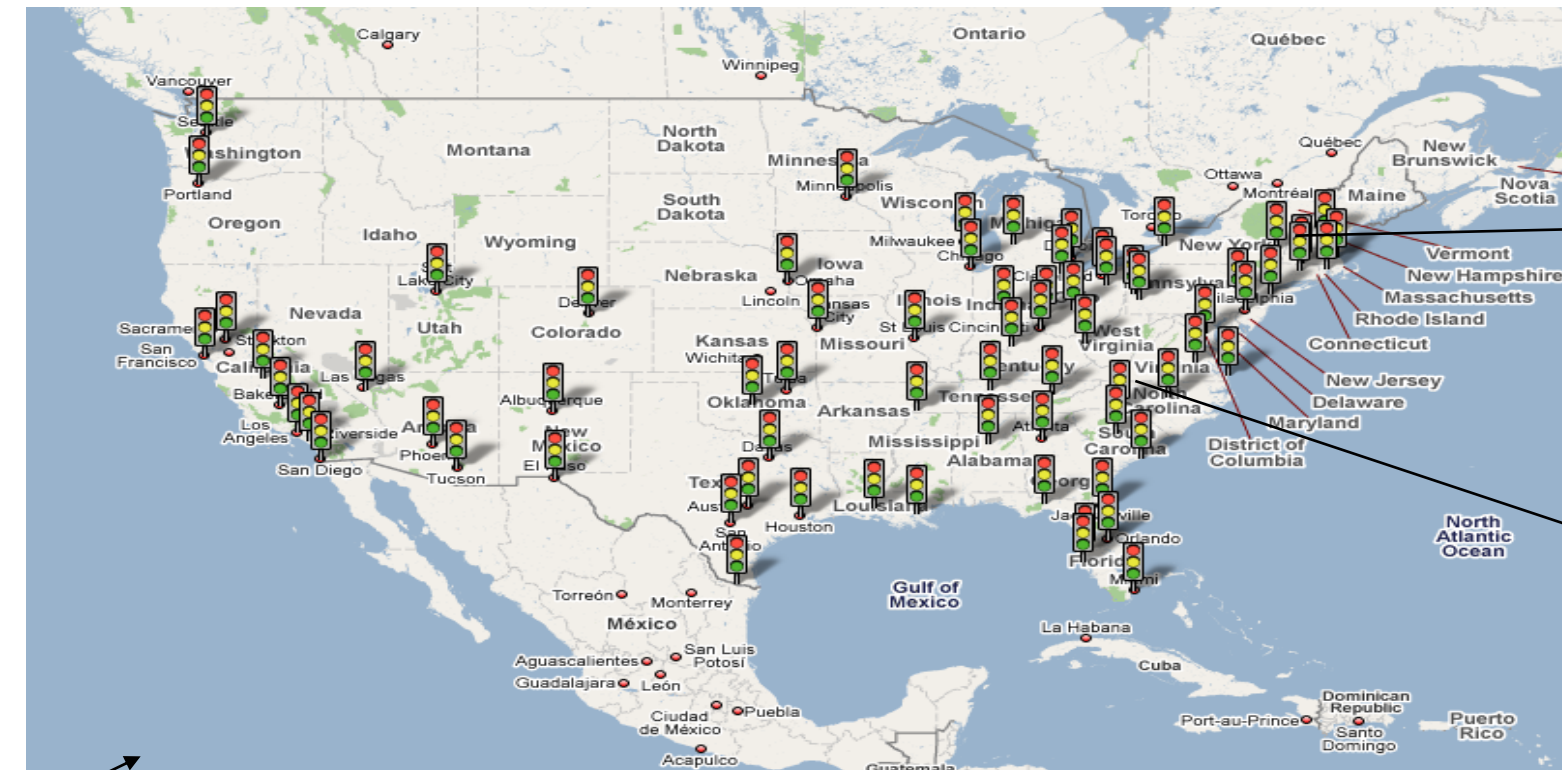
for Industries...

Integrated Operations Console – example

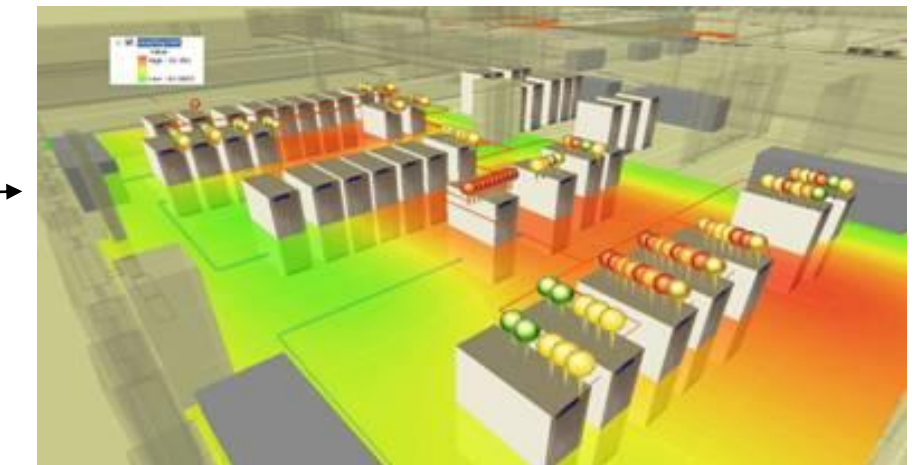
Data Centre



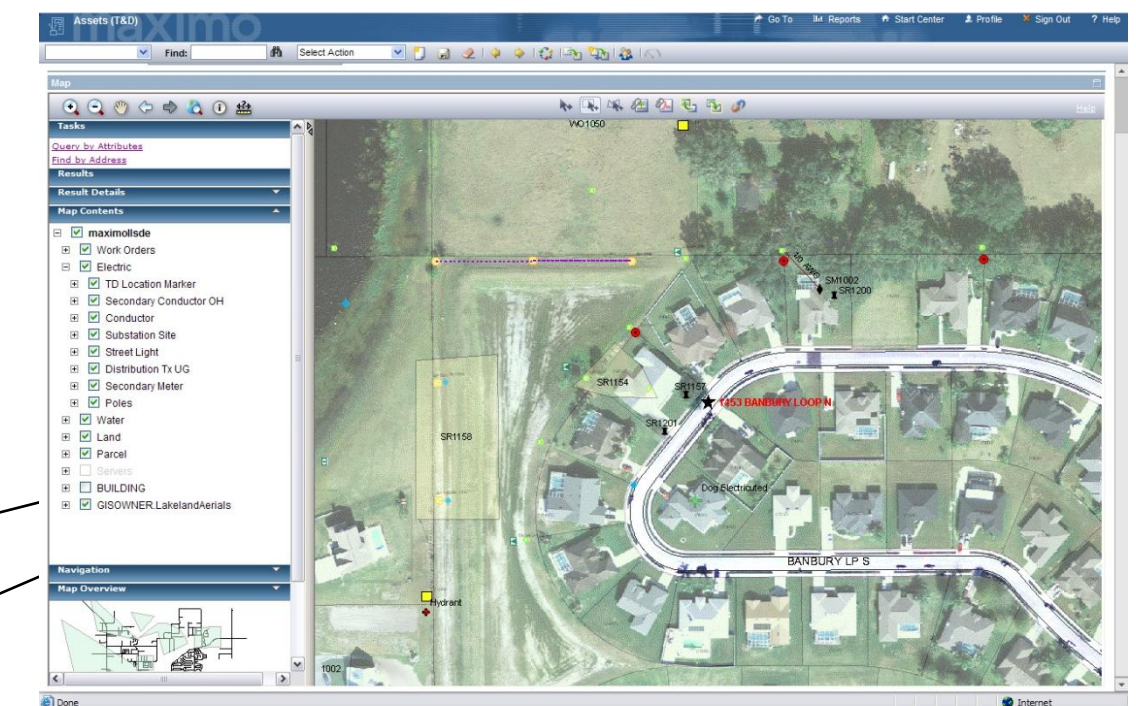
Service Dashboard



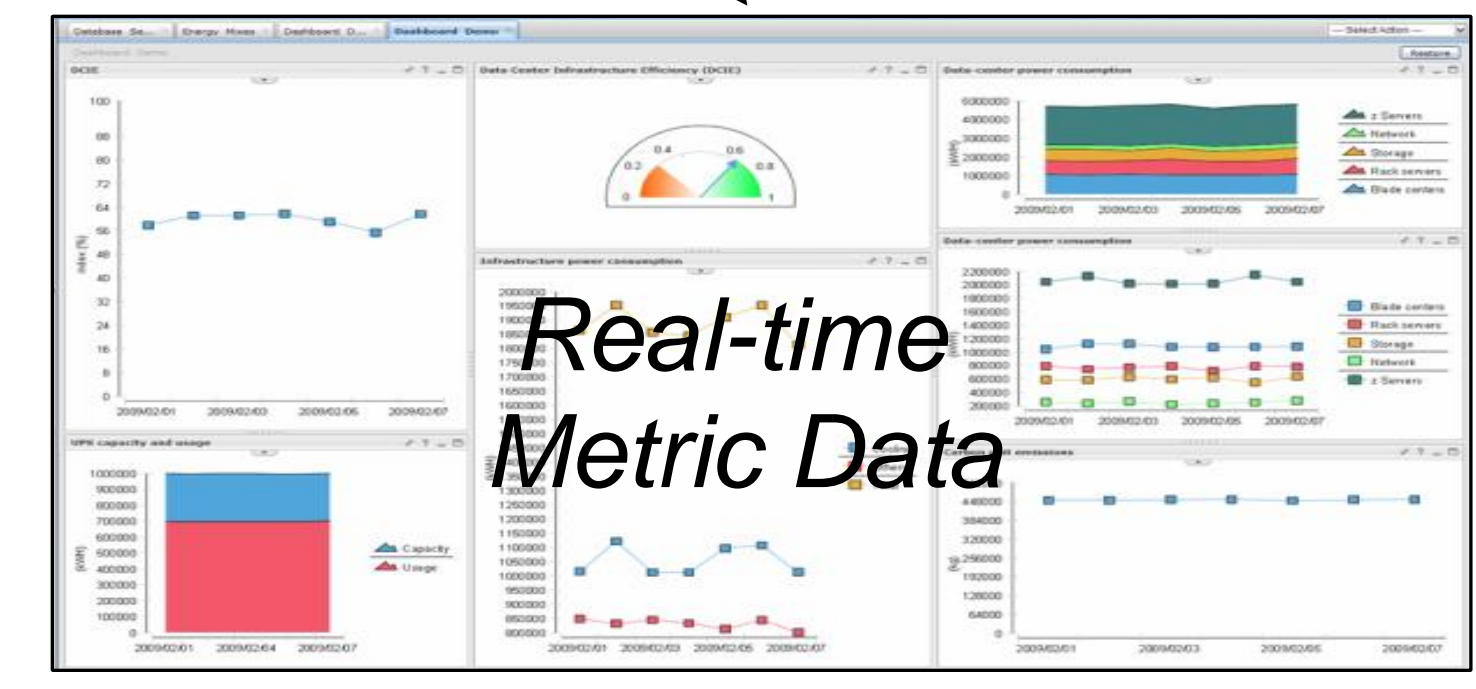
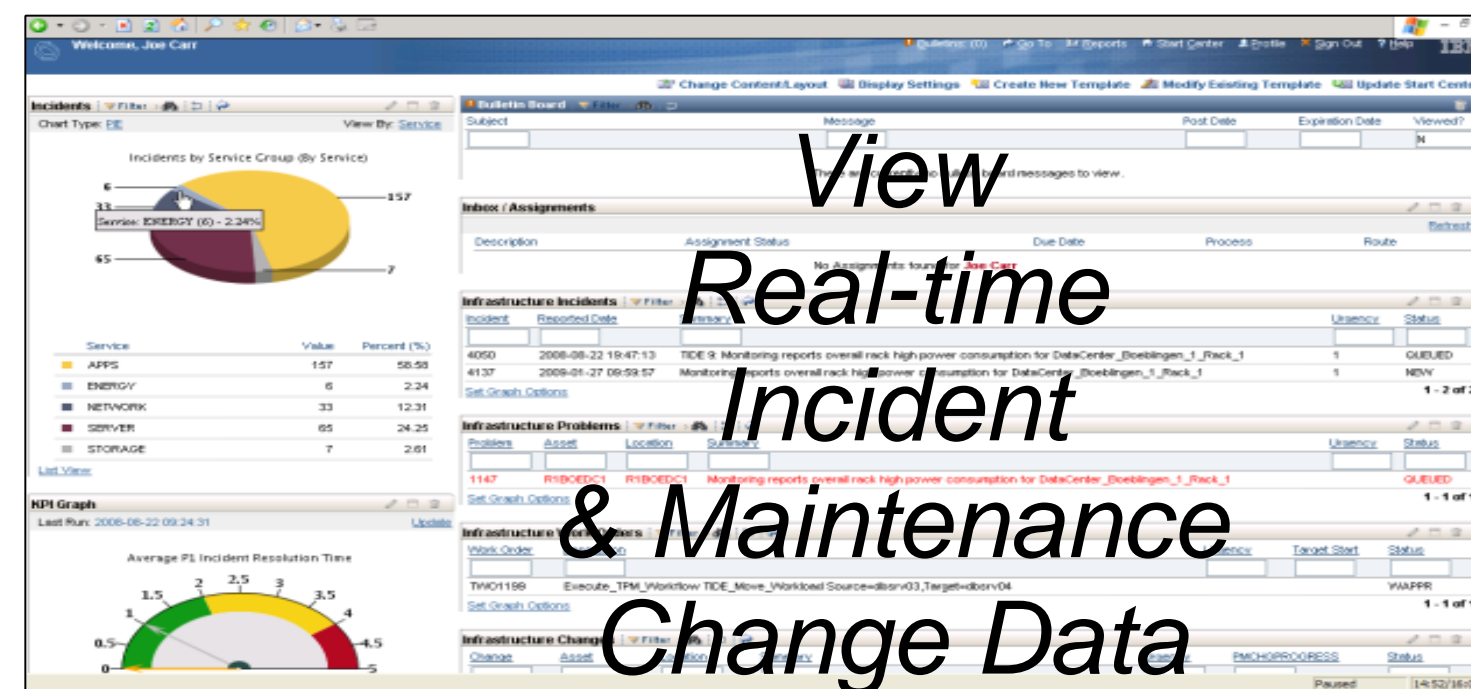
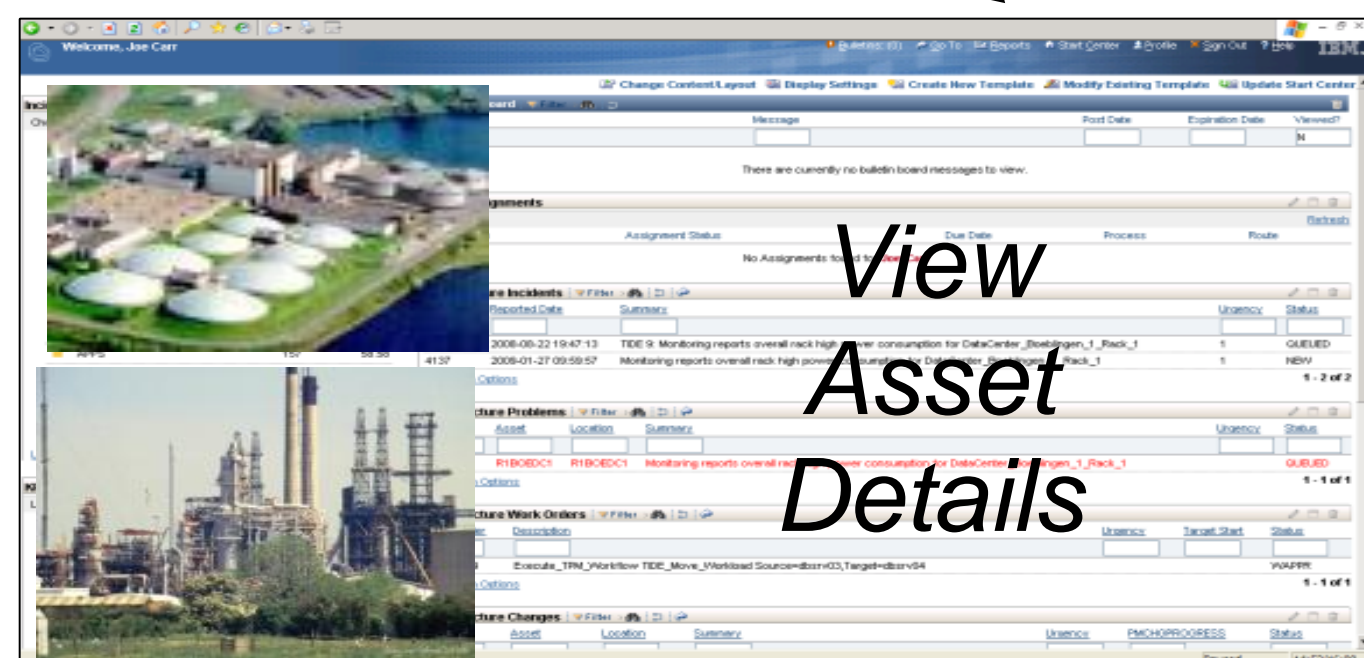
Geographic Dashboard



Spatial Integration

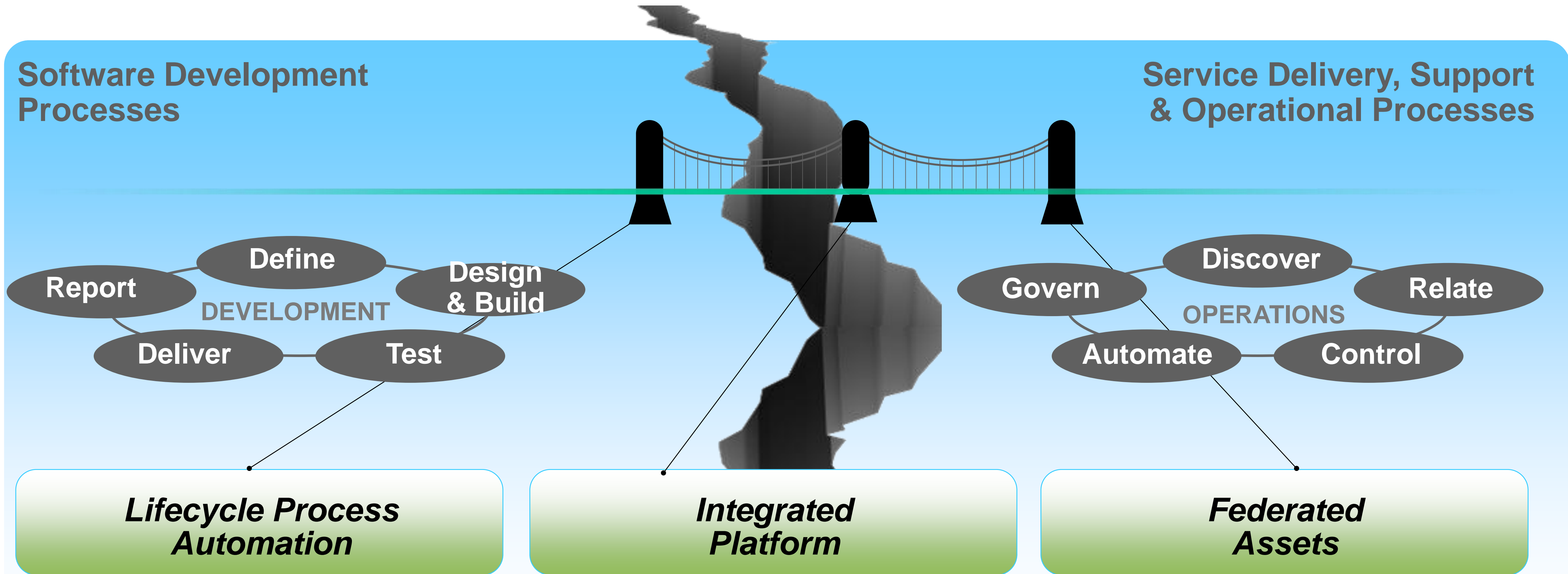


Launch-in-context to detailed views



for Design & Delivery...

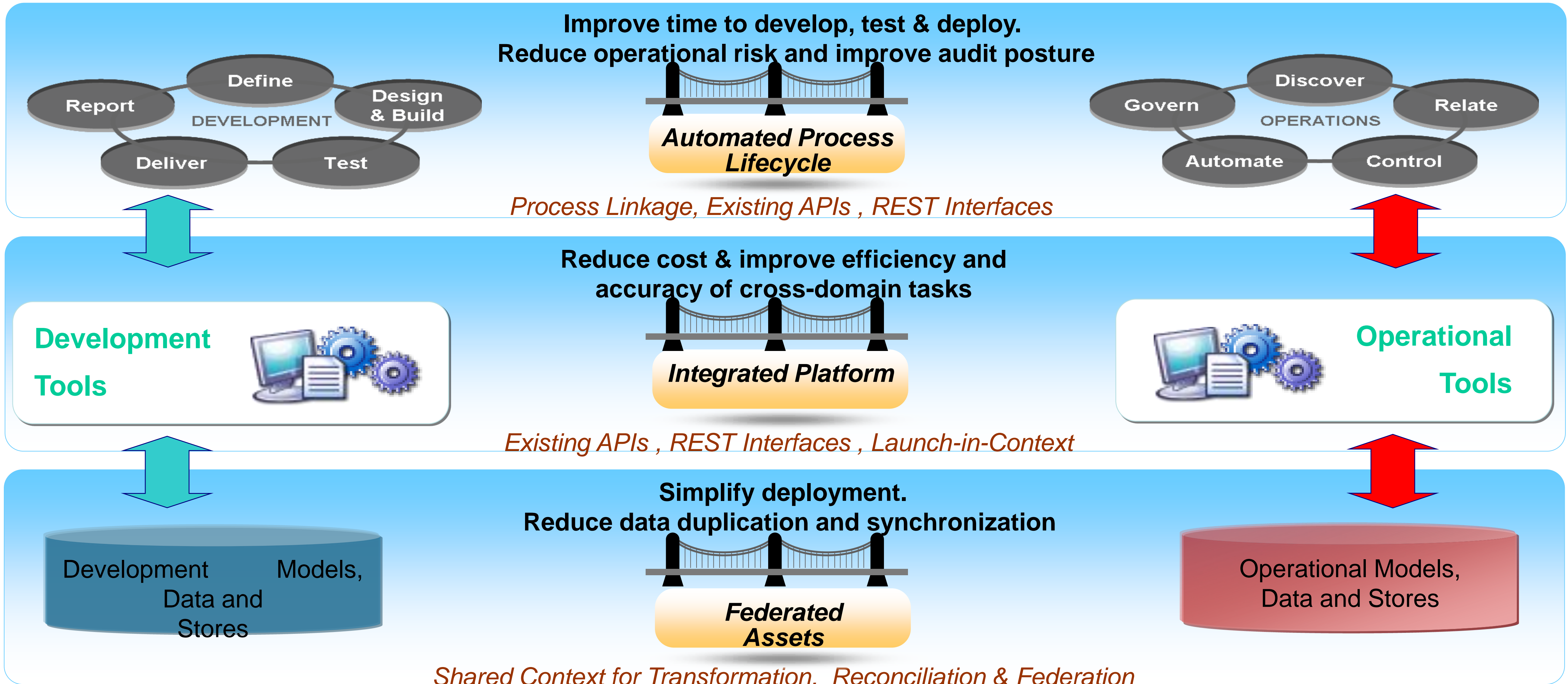
Bridging service creation, delivery and management



...to deliver sustainable product and service innovation

for Design & Delivery...

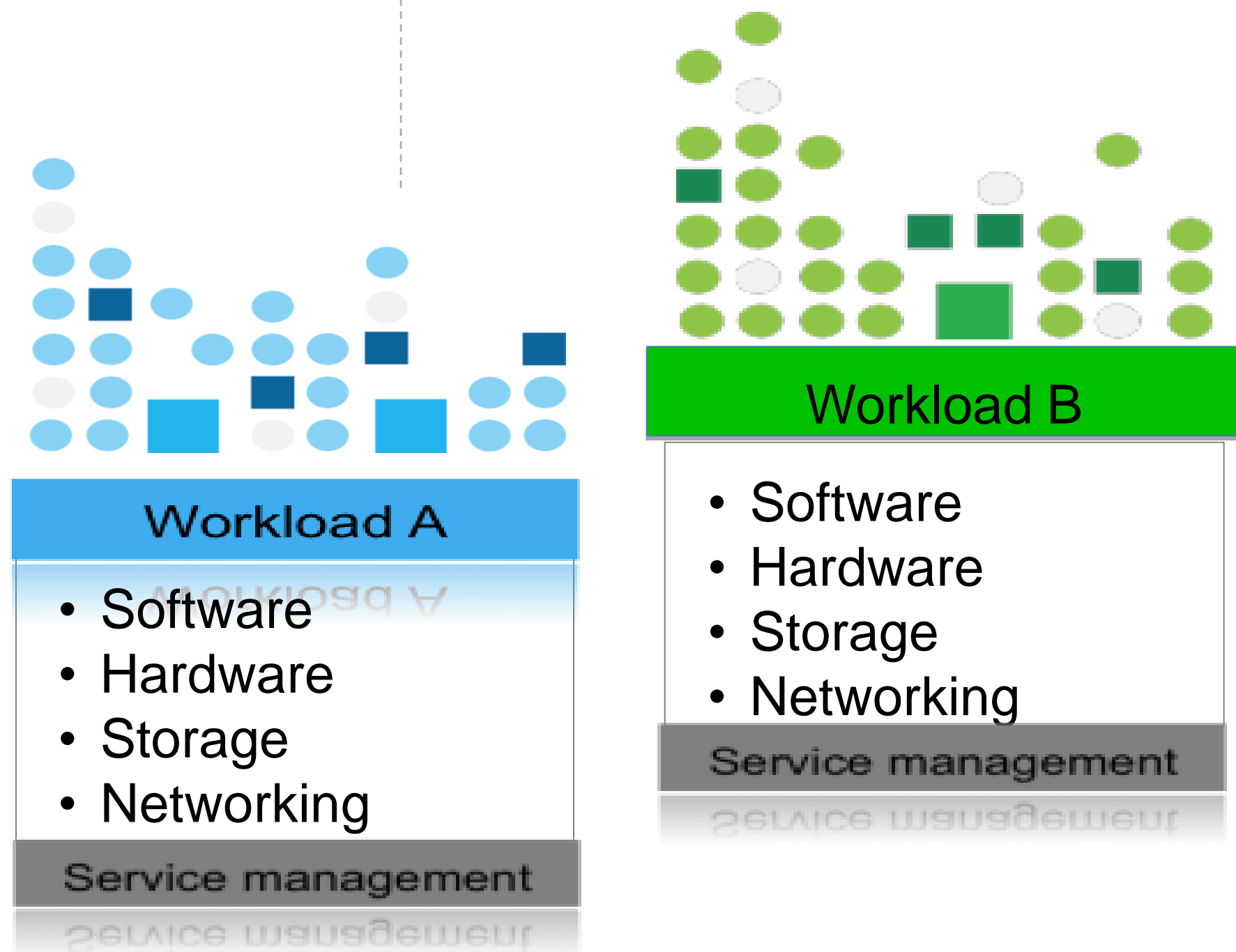
An Integrated Architectural View



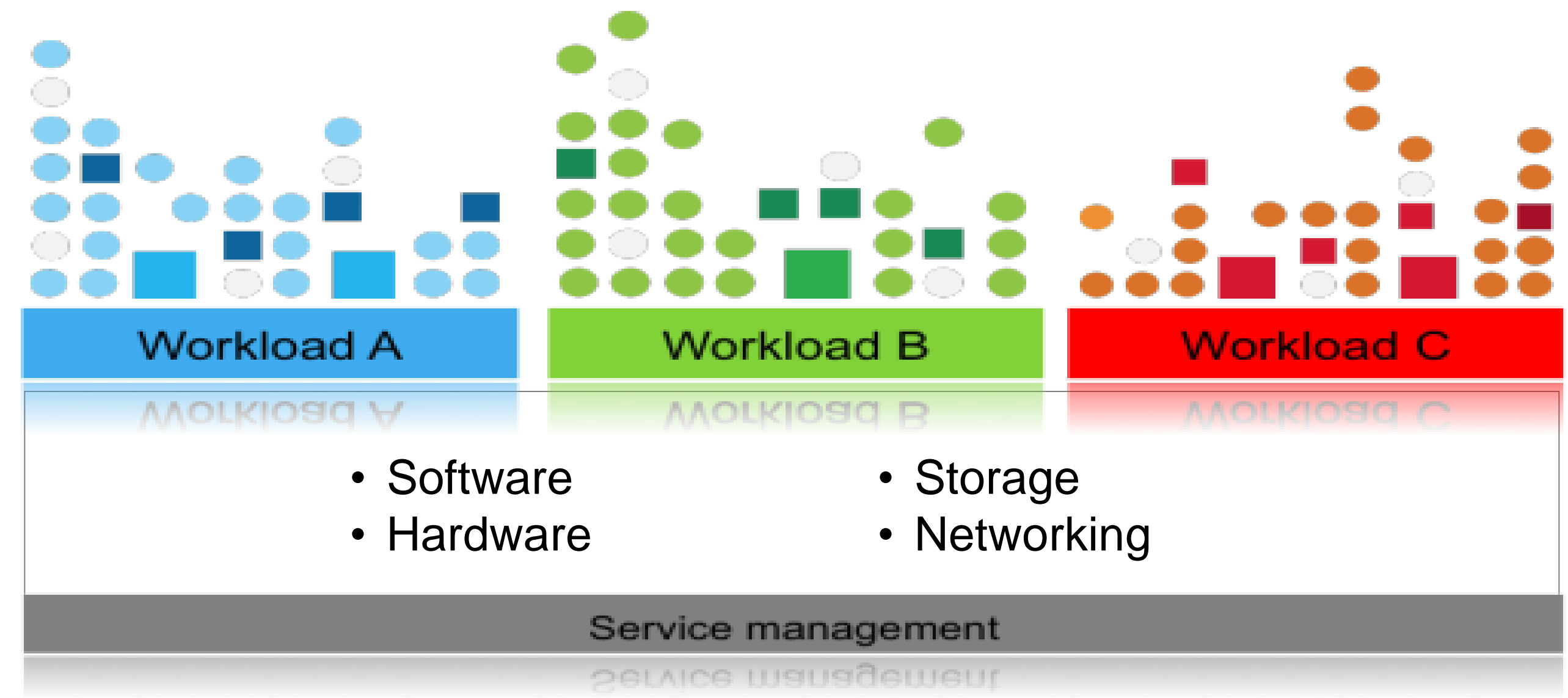
for Data Centres...

What is different about cloud computing?

Without cloud computing



With cloud computing... Virtualised, Standardised, Automated



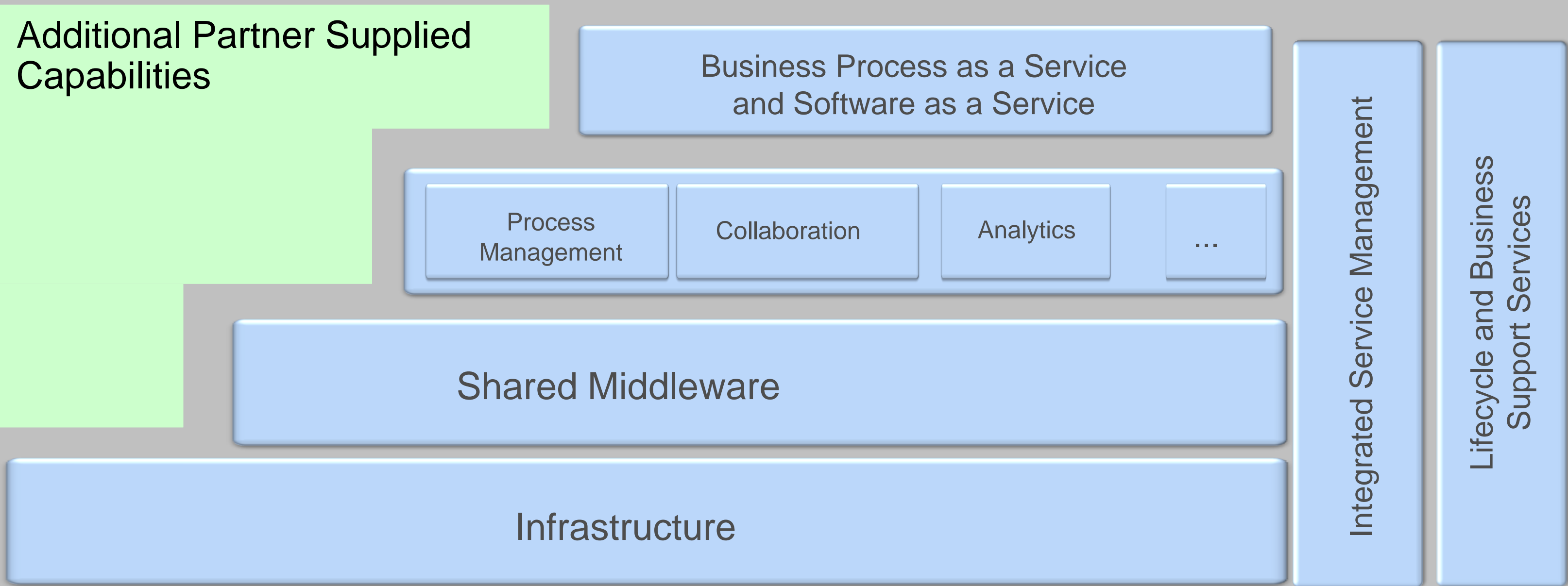
- Virtualised resources
- Automated service management
- Standardised services
- Location independent
- Elastic scale
- Rapid deployment

for Data Centres...

Cloud Computing: A New Paradigm in Service Delivery

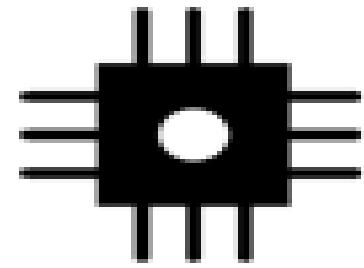


Cloud Applications

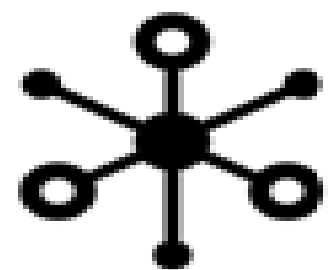


- **Reduce IT labor cost by 50%**
- **Improve capital utilisation by 75%**
- **Reduce deployment times from weeks to minutes**
- **Improve quality, eliminating 30% of defects**
- **Reduce end user IT support costs by up to 40%**

Integrated Service Management



INSTRUMENTED

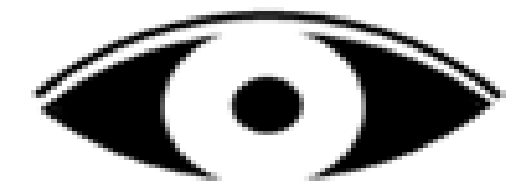


INTERCONNECTED

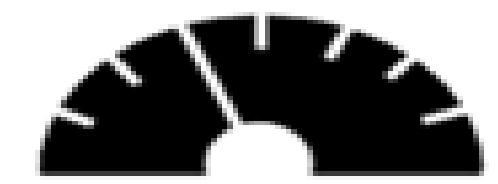


INTELLIGENT

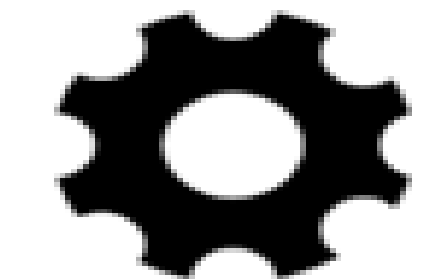
Integrated Service Management enables delivery of innovative services by providing Visibility. Control. Automation.TM across business infrastructure and the end-to-end service chain.



VISIBILITY



CONTROL



AUTOMATION



Thank You