



WebSphere

Driving Business Value For Your Enterprise

Mobile, IoT, Cloud

July 2014



The Information Age

Shifts in the digital economy

Shift in personalized computing towards mobile using cloud-based services

Shift towards unbundling business offerings

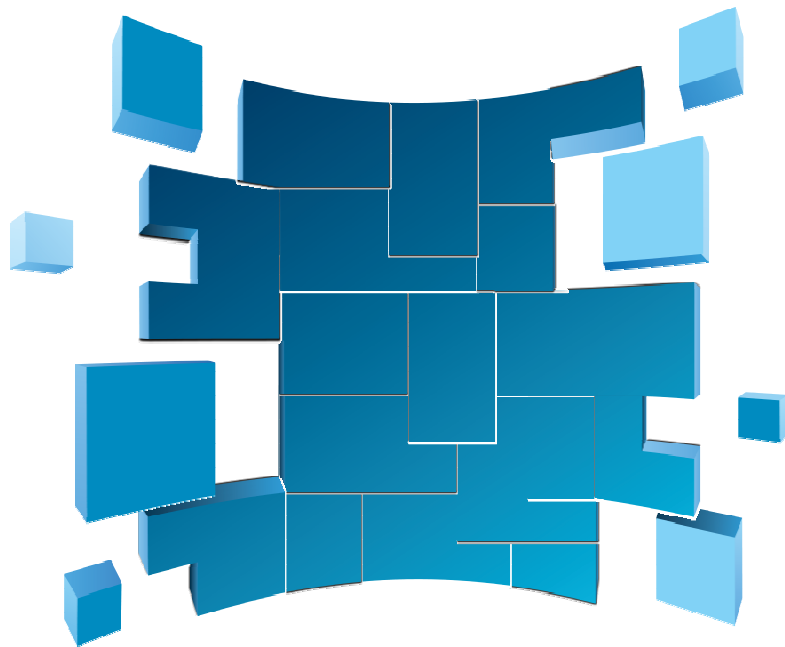
Shift towards killer-apps disrupting entire industries



An Organization Built on a New Foundation

A Composable Business forces you to rethink your enterprise

A Building Block Approach



Transform how you engage with your ecosystem

Restlessly reinvent and innovate your processes

Make better decisions with Real-time Actionable Insights

Accelerate your time to market

Integrate across the enterprise

Driven By its People



A Composable Business requires entrepreneurs

Enable **technology leaders** to provide a flexible, scalable, infrastructure that secures and **protects** the organization

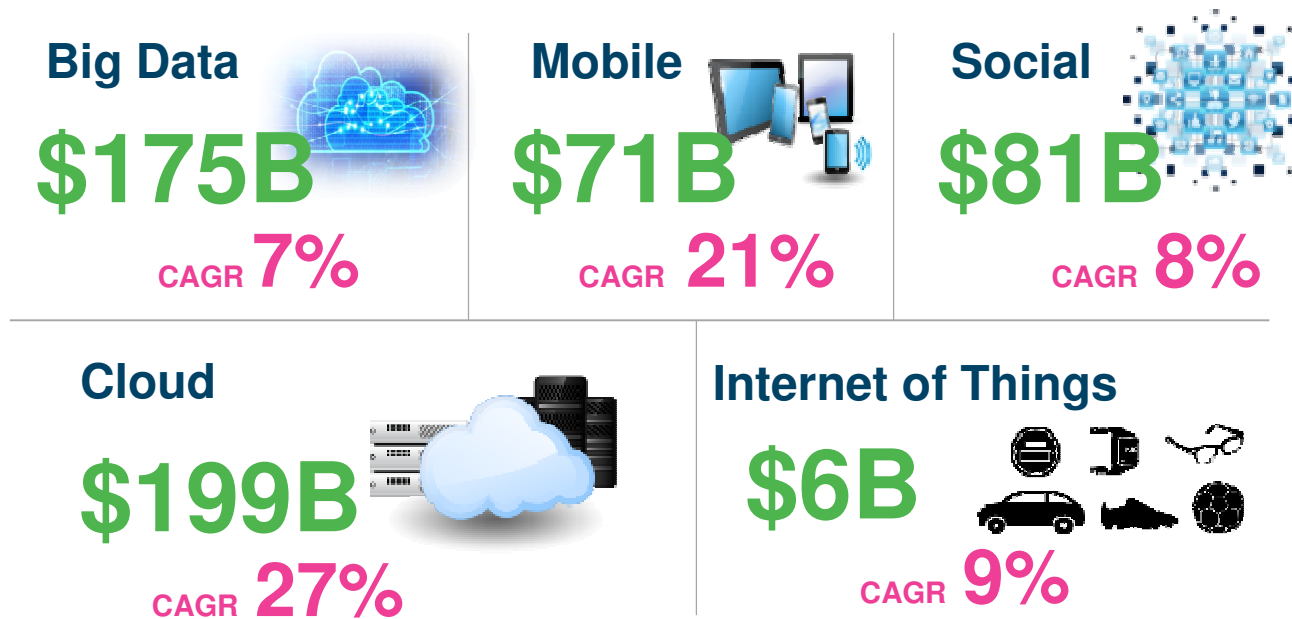


Empower **business leaders** to create new markets, **engage** new customers and **transform** business models



Provide **developers** an ecosystem and platform to quickly **create** and deploy the next killer app

Capitalizing on the major technology shifts is essential to accelerate growth



WebSphere Capabilities



Play an increasingly significant role in each of these technology shifts

Mobile >

- Platform for development, deployment and cross device mobile apps
- Management of apps, devices, security and mobile analytics to ensure security, and user insights

Internet of Things >

- Connecting sensors through integration and driving actions based on analytics
- Solutions to quickly develop and manage APIs enabling new business models and expanding the reach of organizations

Cloud >

- Economically scale deployment of cloud centric and cloud enabled workloads to deliver best in class deployment and support in private or public cloud
- Composable services environment to rapidly develop and deploy applications

Big Data >

- Integrate data sources and data, routing it to the right decision maker in a form they can use in a timely manner
- Continuous monitoring of streaming data to provide real-time insight

Social >

- Built in coaches enable workers to find the right individual to ensure collaboration
- Platforms for developing social engagement models and integrating to transform the business

Clients succeeding today

With IBM Mobile solutions



Consistent Omni-channel marketing



- Utilized IBM Worklight to speed time to market and to provide maximum flexibility in aligning its mobile apps with its marketing initiatives.
- Keeps the mobile app in sync with its web site and supports emerging device capabilities such as “talking” shelf tags and mobile payments.



Rapid Deployment of New Mobile Applications



- Selected Worklight for its ability to quickly develop extensible mobile apps for use by its customers using existing in-house web development skills.
- Develop mobile apps within weeks to support customer search for in-network doctors and treatment facilities, search for pharmacies and customer inquiry on the status of patient claims and benefits.



Personalizing the Customer Experience



- Integrated MessageSight to enhance its customized services by quickly routing information from the thousands of sensors in each car, while connecting and infusing that data with intelligence to improve decision-making.
- Improves the consumer experience with features that are delivered more quickly and accurately and allow additional personalized functionality such as mobile concierge service, automatic cabin temperature adjustments, preferred alternate routes, and location tracking.



Clients succeeding today

With IBM Internet of Things solutions



Improved Care through Location Analysis



- ODM correlates time stamps and events coming from the business process engine with time stamps and location stamps from the real-time location tracking system .
- 100 percent of physicians, nurses and managers at Osler said the solution probably or definitely will improve patient flows and overcrowding.



Tourist Management through Sensors



- The BPM solution allows users to interact with sensors and devices, helping the city to locate and guide tourists, as well as measure, control and eventually predict and optimize tourist flows and routes.
- Allows the city to become citizen-focused by optimizing resources, propelling tourism and improving the quality of life for both citizens and tourists.



Real-time Customer Interaction



- Leveraging MessageSight and MQTT the solution allows them to consider new business models based on the ability to connect and interact with our customers in real-time.
- The robustness, scalability and security capabilities offered by the platform will allow for the deployment of new services for millions of customers without compromising customer privacy or quality of service while reducing.



Clients succeeding today

With IBM Clouds solutions



Fast, Flexible Test Environment



- Uses the IBM® PureApplication® System platform's built-in patterns of expertise to efficiently trial many different targeted marketing solutions.
- Dramatically improves expected time to market for fast implementations of trial solutions.



Rapid Deployment of New Transactional Applications



- 2 PureApplication Systems allows them to rapidly deploy customers' new application environments and provide top-level performance, dynamic scalability and improved monitoring, even under variable workloads.
- The solution helped the company optimize and consolidate its infrastructure, decreasing maintenance costs, and raising the service level for customers.



Jumpstarting the API Economy



- Utilized the Bluemix catalog to leverage location based services for their development environment.
- Allow innovators and developers to seamlessly extend their products and services to cloud and mobile devices.



Thank You



A Composable Business enables



Digital Reinvention harnessing the three big technology shifts

Cloud as the growth engine
of your business

Mobile to reinvent how
you engage

Big Data to transform your
enterprise and industry



Cloud References



Visa Europe gains the flexibility to pilot different mobile commerce solutions quickly and easily



Uses patterns To swiftly and simply implement a customer-facing showcase environment

Dramatically improves expected time to market for fast iterations of trial solutions in market

Anticipates simplified development and reduced ongoing management costs

Solution Components

- IBM® PureApplication® System
- IBM Business Process Management pattern
- IBM Operational Decision Management pattern



The transformation: Visa Europe needed to deliver targeted marketing, the electronic wallet, mobile commerce and data exploration. The company sought a fast, flexible, seamless solution to rapidly install a customer showcase environment. Visa Europe uses the IBM® PureApplication® System platform's built-in patterns of expertise to efficiently trial many different solutions.



Cedacri Group raises its service level by rapidly deploying new transactional applications for banks



Quickly deploys new transactional applications and raises service level for customers

Optimizes and improves the company's infrastructure, which reduces maintenance costs

Achieves flexibility with dynamic scalability and improved monitoring under variable workloads

Solution Components

- IBM® PureApplication® System
- IBM Business Process Management pattern



The transformation: To raise the service level for its customers, Cedacri Group, located in Italy, needed to rapidly deploy new application environments, achieve top-level performance and reduce infrastructure and management costs. Installing two IBM® PureApplication® Systems with an IBM Business Process Management pattern helped the company optimize and consolidate its infrastructure, decreasing maintenance costs.



Mobile References



Big box appliance retailer hh gregg turned up the heat with its new Worklight based consumer mobile app



Consistent User Experience
across multiple channels

Save time and money with code re-use across mobile and desktop platforms

Emerging Device Capabilities
Such as “talking” shelf tags and mobile payments can be easily added

Solution Components

- IBM Worklight



Business Challenge: hh Gregg is a publically traded retailer in the very competitive consumer electronics and home appliance sector located in the 18 states in the Midwest and Southeast United States. hh Gregg needed to add the mobile channel to stay competitive with retailers like WalMart and Best Buy.

The Smarter Solution: To speed time to market and to provide maximum flexibility in aligning its mobile apps with its web based eMarketing site and its print and television marketing initiatives, hh Gregg selected IBM Worklight and deployed the solution as an HTML5 / CSS3 mobile web application.

Blue Cross Blue Shield of Tennessee stays financially healthy through cost effective delivery of policy information and claims using Worklight

Hours not weeks to introduce changes and fixes to the app releases

Reduced Operating Costs by promoting relevant products and services through the app

Improved customer satisfaction through a new mobility channel

Solution Components

- IBM Worklight



Business Challenge: Health insurance providers in the U.S. are challenged by rising health care costs and the need to be price competitive when they negotiate annual premiums with the large businesses that buy health insurance as a key benefit for their employees. Health care insurers control costs by negotiating rates with doctors and hospitals and by encouraging patients to use “in-network” providers.

The Smarter Solution: Health insurance providers are making mobile apps available to customers so that they can make informed decisions in choosing “in-network” hospitals and doctors. As one of the largest health insurance providers in Tennessee, BCBS TN selected Worklight for its ability to quickly develop extensible mobile apps for use by its customers using existing in-house web development skills. Worklight’s ability to work as both a web app and a mobile device resident app that could stay current with the device capabilities made it the ideal solution for BCBS TN.