



IBM Software Group

Achieving Business Objectives Through IT Strategy

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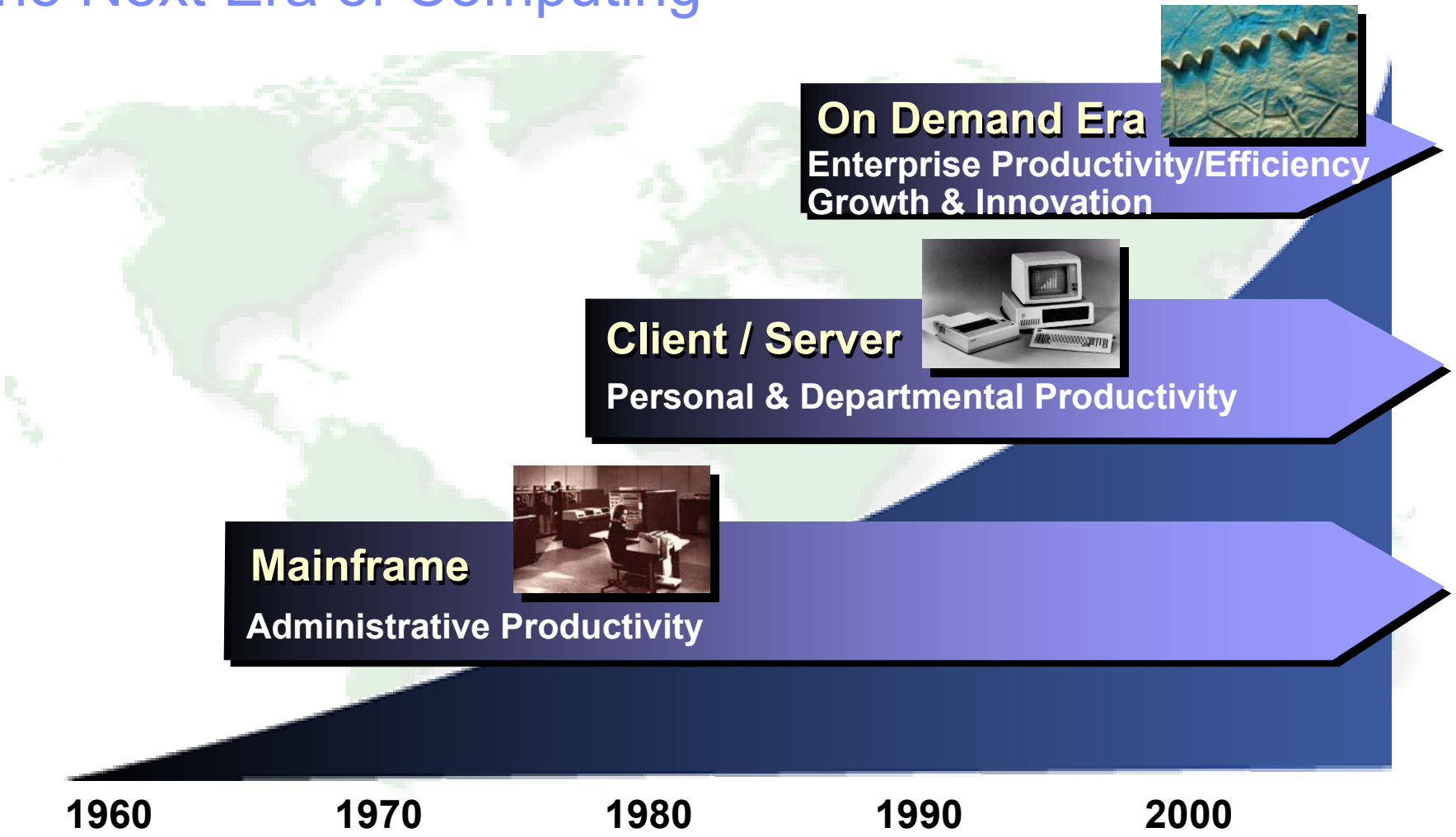
 business on demand software

Agenda

- Evolution to On Demand
 - ▶ State of Business Capability
 - ▶ IT Operating Environment
- Role of Middleware
- IBM Middleware Industry Solutions Strategy
- IBM Middleware Industry Solutions with Business Intelligence
 - Examples



The Next Era of Computing



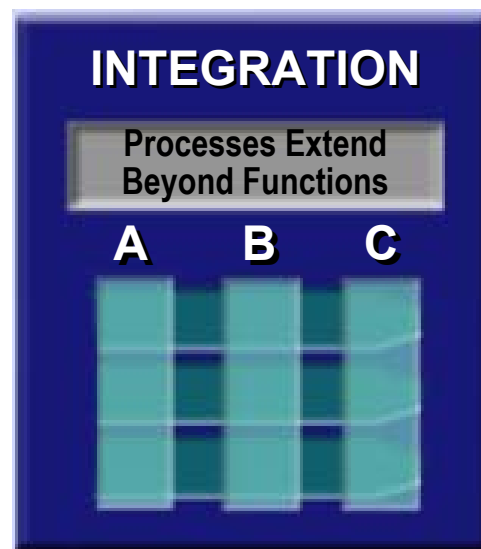
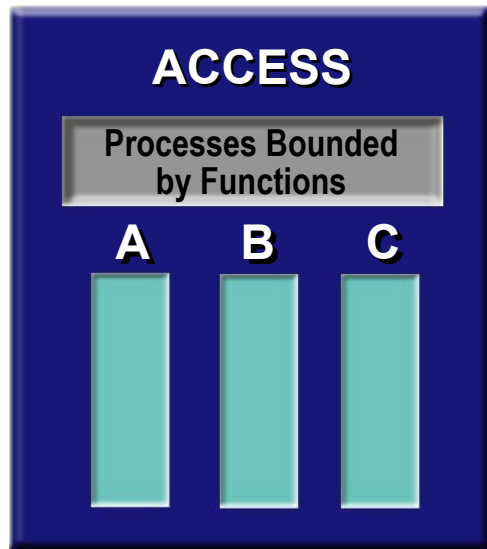
Source: U.S. Department of Commerce



On Demand is About Integration

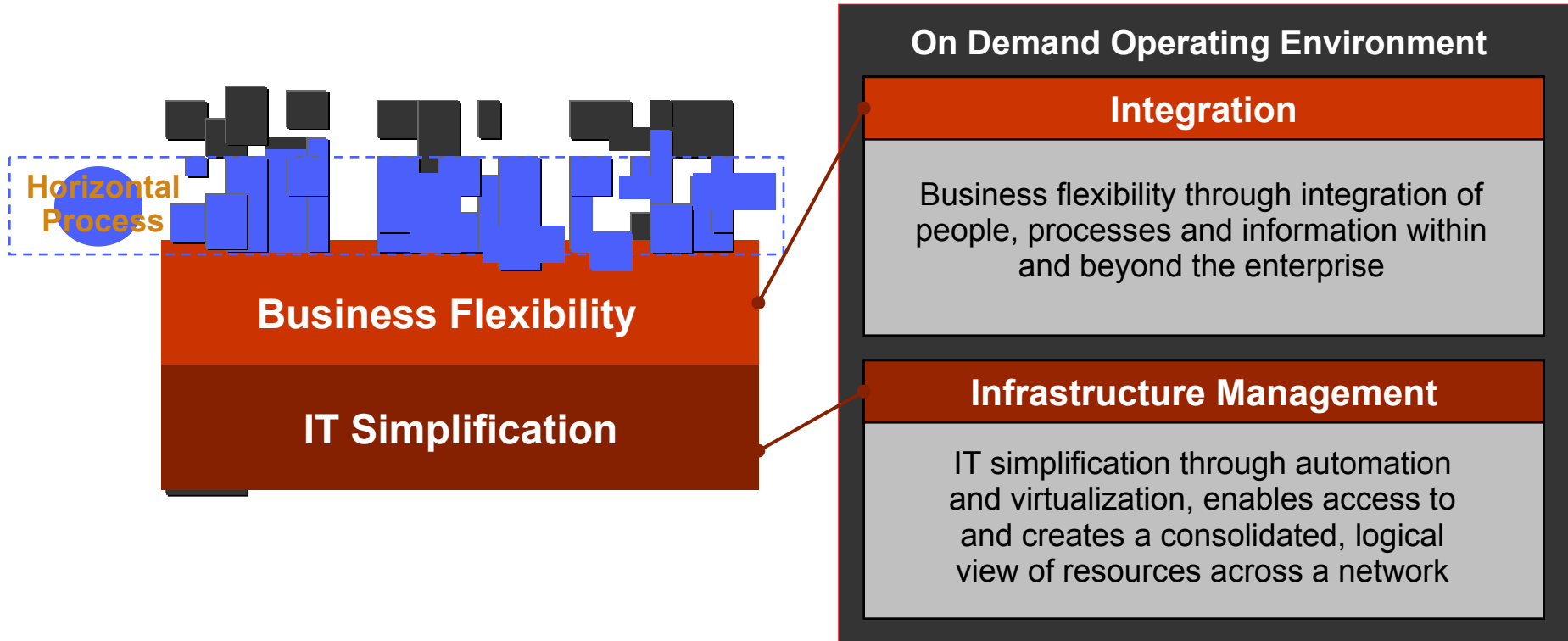
An enterprise whose business processes are:

- Dynamically responsive to any customer demand, market opportunity or external threat
- Integrated end-to-end across the company
- Integrated across industry value nets: partners, suppliers and customers

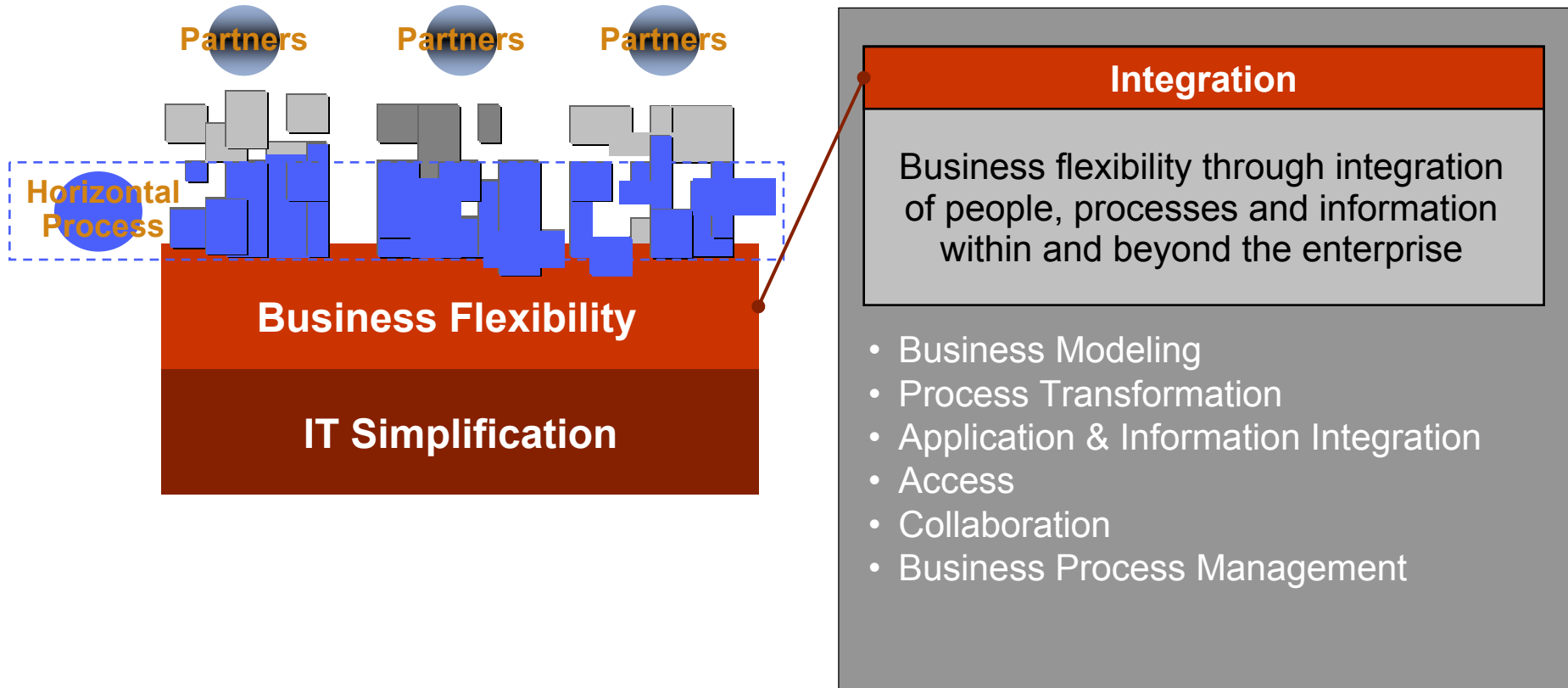




Horizontal Process Integration Requires On Demand Operating Environment



Horizontal Process Integration Requires On Demand Operating Environment

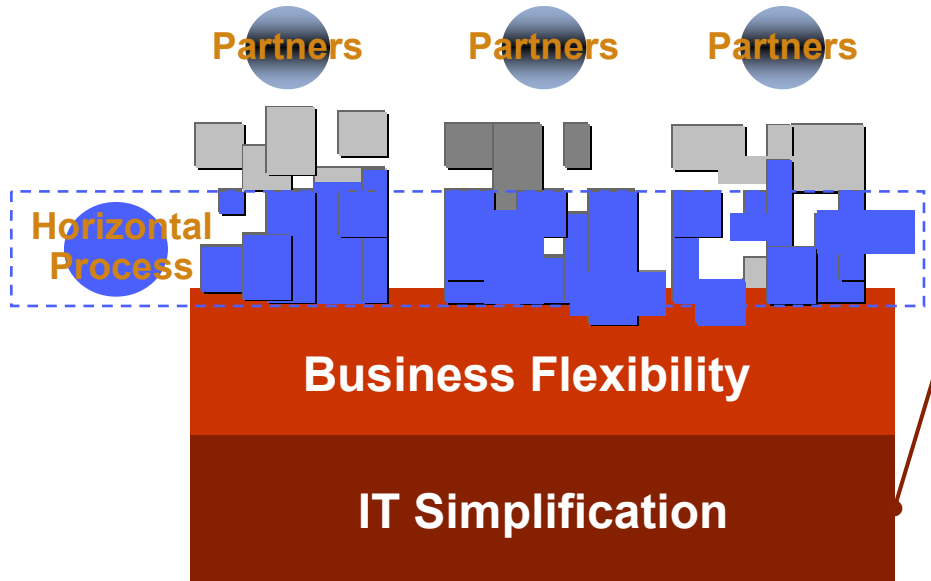


Built on open standards



The Capabilities You'll Need

Capabilities for IT Simplification



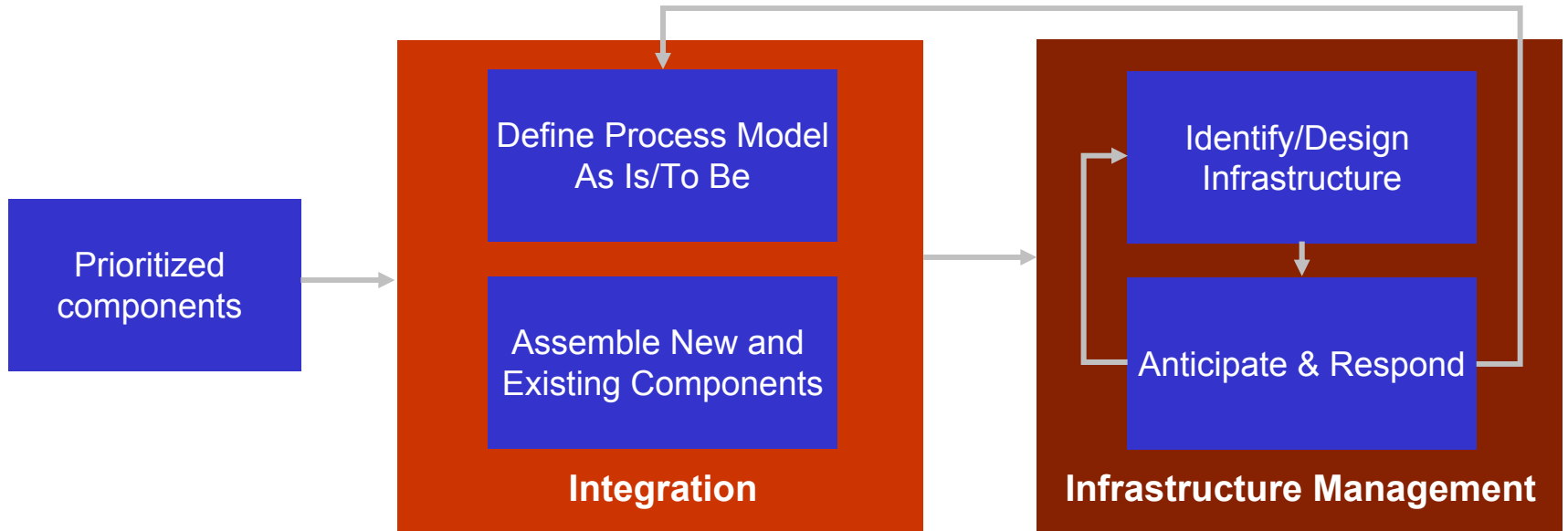
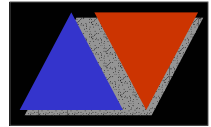
Infrastructure Management

IT simplification through automation and virtualization, enables access to and creates a consolidated, logical view of resources

- Availability
- Security
- Optimization
- Provisioning
- Infrastructure Orchestration
- Business Service Management
- Resource Virtualization of Servers, Storage, Distributed Systems/Grid and the Network



The Way It's Actually Done



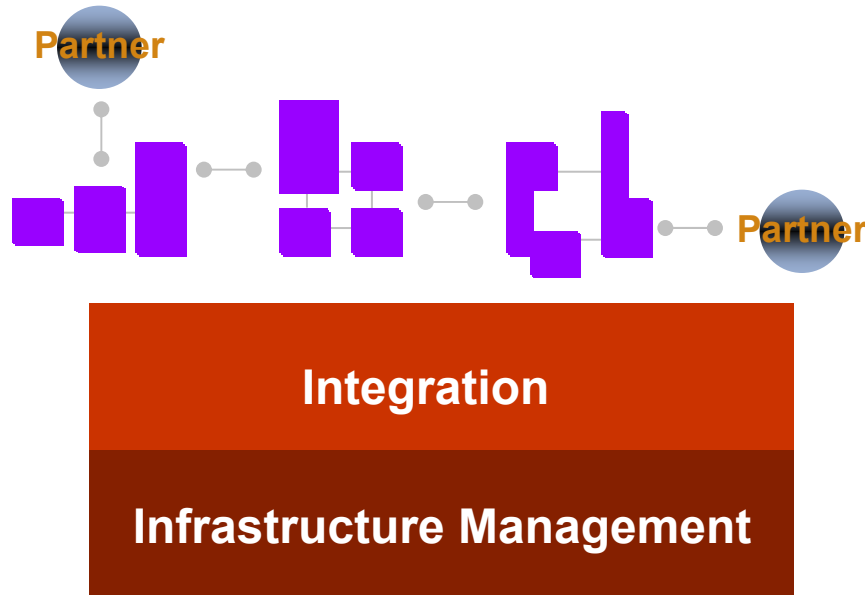
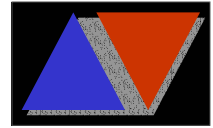
- Deconstruct business model
- Assess priority components

- Model existing and new process and business
- Develop the business case
- Think of software development as a business process
- Create necessary components (new and legacy-based)
- Customize and assemble components

- Underlying infrastructure is modular, built for change and standards-based
- Monitor business and IT status
- Act on autonomic policy
- Choose from on- and off-premise execution



A Services-oriented Architecture (SOA) is Key



The flexibility to treat business processes and the underlying infrastructure as defined components that can be mixed and matched at will

What is SOA?

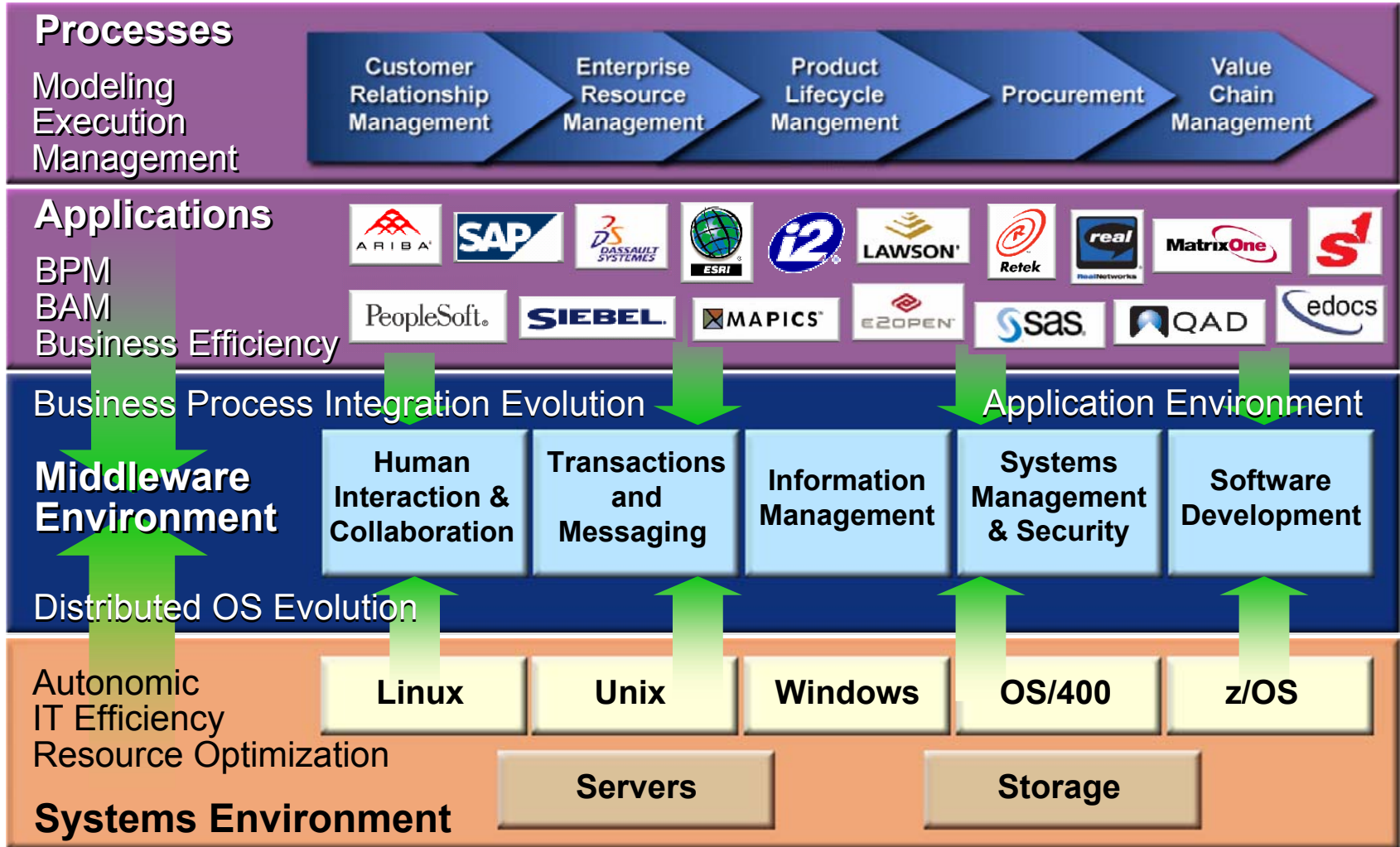
SOA enables flexible connectivity of applications or resources by:

- Representing every application or resource as a service with a standard interface
- Enabling them to exchange structured information.

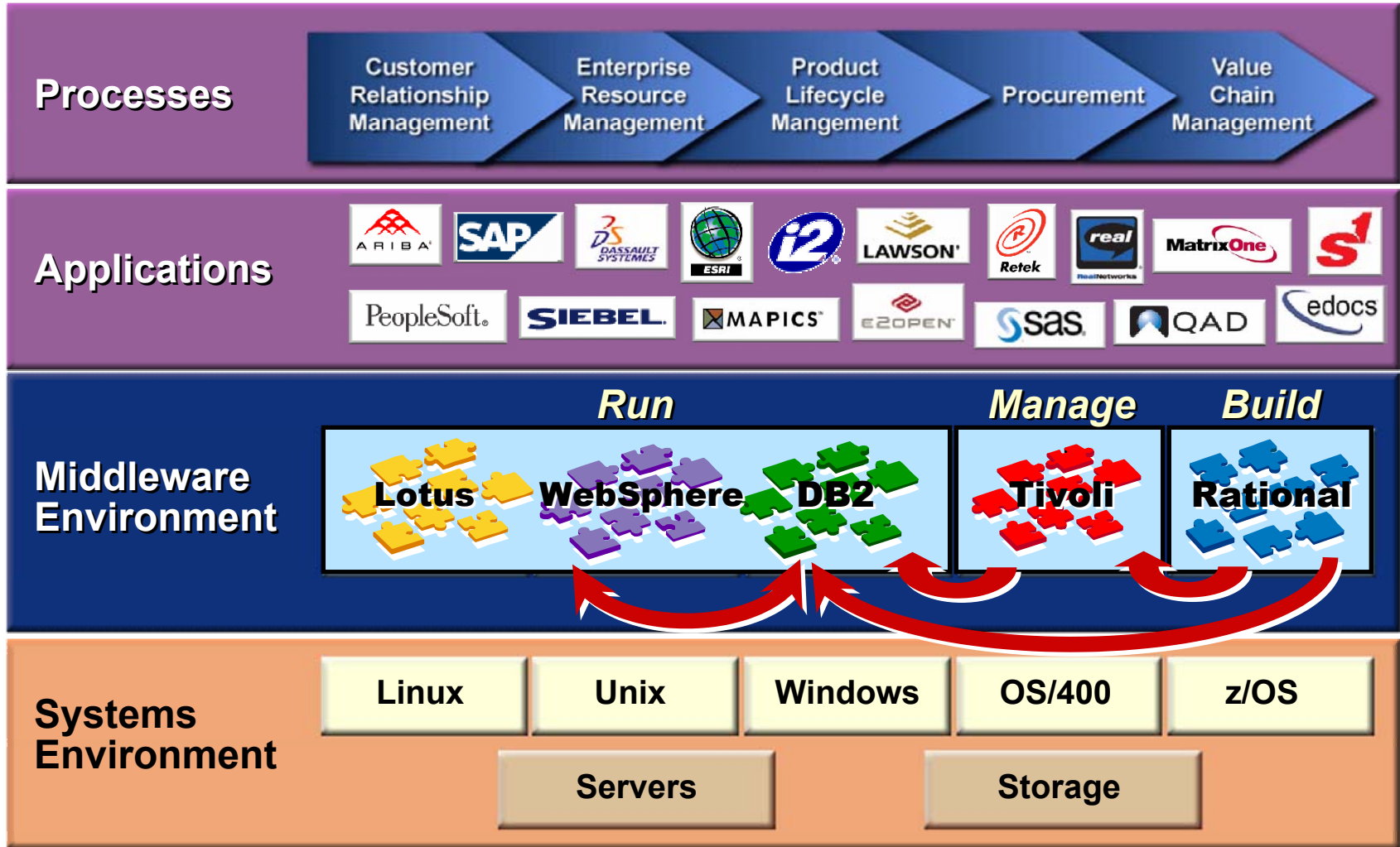
Why do you care?

SOA helps introduce flexibility in a technology environment. There is growing acceptance of SOA as an approach to integration and to structure collections of interacting applications.

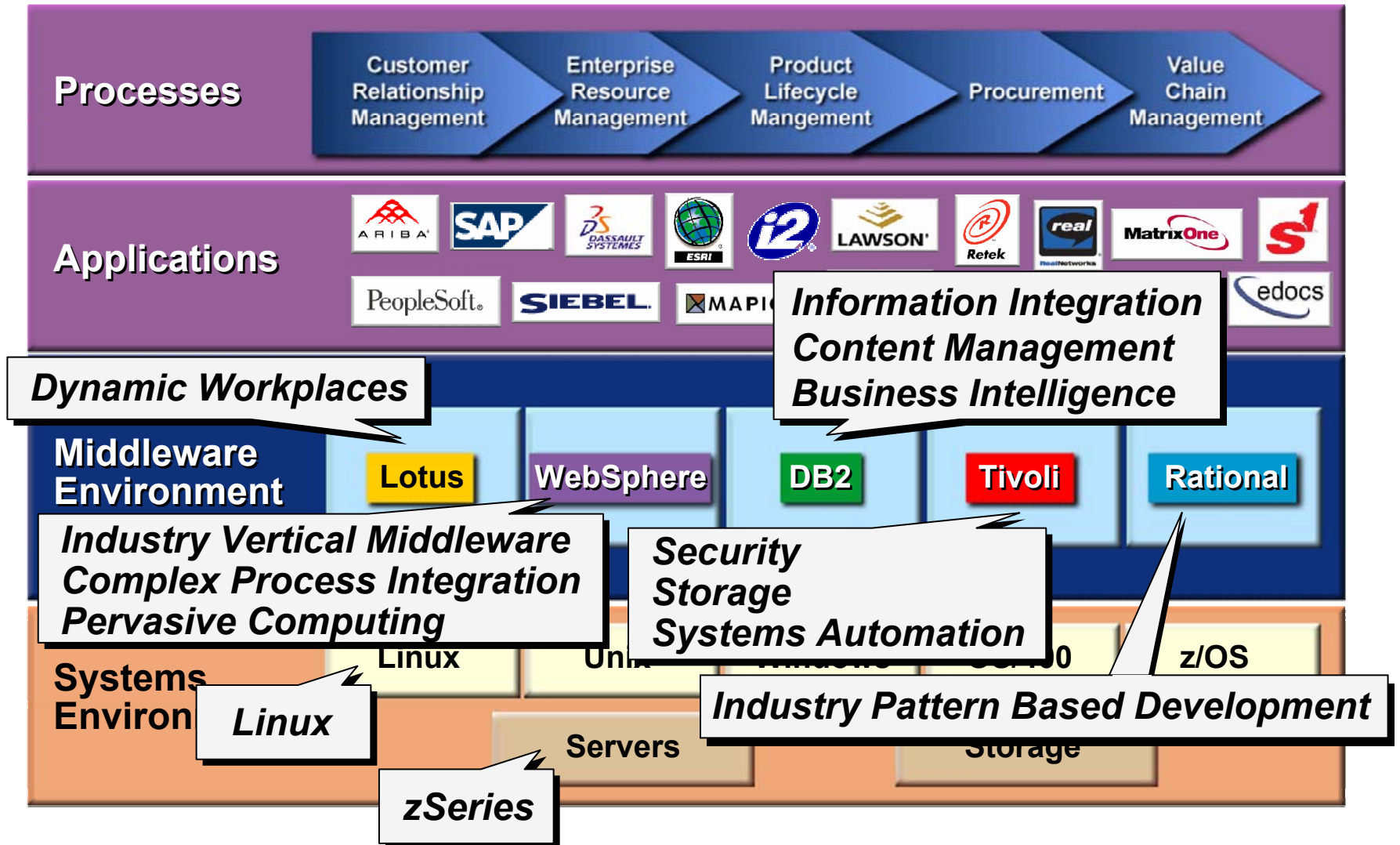
Evolution Towards Middleware – Service Oriented Architecture



Middleware Platform – Componentization / Integration



Strategic Portfolio Shifts



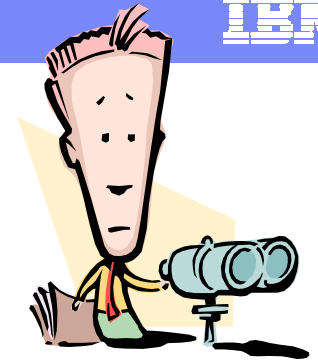
What is Business Intelligence?

- **BI is the process of gathering, consolidating, and analyzing data from multiple sources for strategic decision making.**
 - ▶ BI derives new value from your transactional data
 - ▶ BI supports strategic planning, monitoring, and efficiency measures
 - ▶ BI supplies sophisticated knowledge of the customer, suppliers, and channels
 - ▶ BI unifies the enterprise with a single vocabulary, a single version of the truth

In a word



Analysis



Value of Business Intelligence

■ CRM Analytics

- ▶ Create a single view of the customer to target market specific customer sets
- ▶ Predict buyer behavior to cross sell and up sell to customers in real time
- ▶ Profile high profit customers to create specific high end offerings for them

■ Financial Analytics

- ▶ Identify high risk customers to mitigate cost to the business
- ▶ Detect fraud in real time to minimize loss
- ▶ Monitor business performance to respond to changing business conditions in real time

■ Operational Analytics

- ▶ Forecast trends and inventory levels to enhance supply chain efficiencies
- ▶ Comply with regulatory requirements quickly and accurately
- ▶ Identify high risk customers/employees to protect company reputation

Industry Solutions ... Building on Experience

Direction

Ready for



Business Integration software

- Financial Services
- Telecom
- Retail
- Automotive
- Electronics

DB2. Information Management Software

- Banking Solutions

Acceleration



WebSphere Business Integration Accelerators for Business Partners

Expansion

- IBM Software Group Industry Team
- 62 Solutions
- 12 Industries
 - Banking
 - Automotive
 - Consumer Products
 - Electronics
 - Energy & Utilities
 - Financial Markets
 - Government
 - Healthcare
 - Insurance
 - Life Sciences
 - Retail
 - Telecom

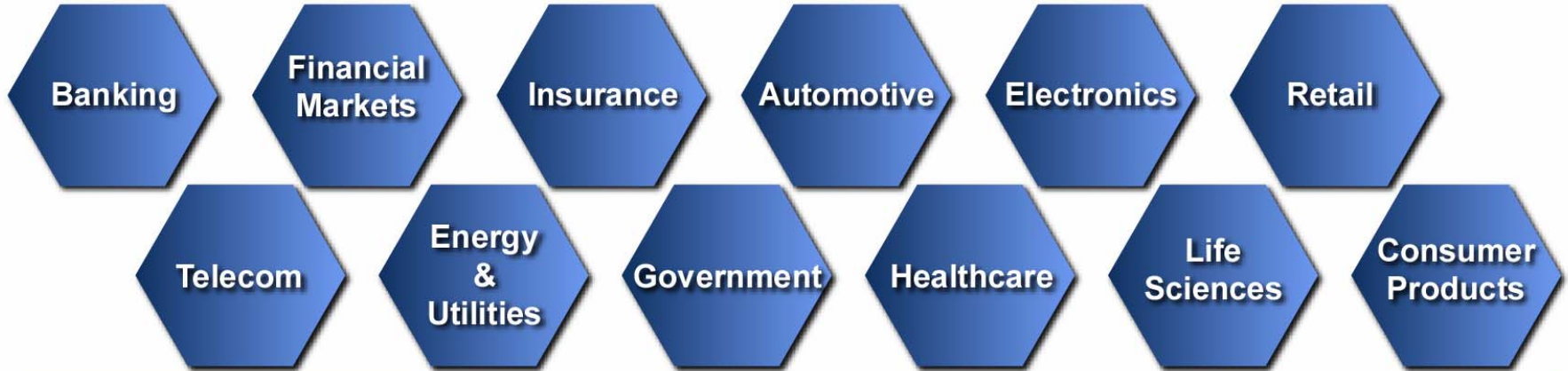
May
2002

March
2003

Today

IBM Middleware Solutions for Industries

Delivering the On Demand Operating Environment



Industry Know How

Consulting and Implementation Services

ISV Applications

SIEBEL, Ascential Software, SIEMENS, LAWSON, edocs, TRIZETTO enabling health ebusiness, EPIPHANY, GENESYS, CORTICON, Adobe, ESRI

Industry Specific Middleware

Adapters, portlets, process models and templates, message sets,

Core Middleware Products

Lotus, WebSphere, DB2, Tivoli, Rational

Industry Solutions

IBM Middleware Solutions for Government

- Access
- On Demand Workplace
- Collaboration
- eForms & Records Management
- Public Safety



IBM Middleware Solutions for Financial Markets

- Front Office Insight
- Trade & Order Management
- Financial Information Interchange
- Post Execution Process Integration
- Risk and Compliance



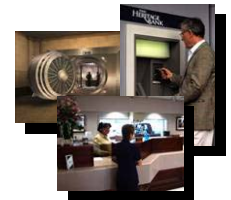
IBM Middleware Solutions for Life Sciences

- Clinical Trials Management
- Annotation & Knowledge Sharing
- Clinical Genomics
- Investigator Recruitment & Trials Mgmt
- Corporate Information Asset Management



IBM Middleware Solutions for Banking

- Branch Transformation
- Customer Insight
- Core Systems Transformation
- Risk and Compliance
- Wholesale Payments



IBM Middleware Solutions for Healthcare

- Collaborative Clinical Portal
- Collaborative Network
- Clinical Decision Intelligence
- Payer Services Portal
- Payer Plan Administration



IBM Middleware Solutions for Insurance

- Integrated Claims Management
- Integrated Underwriting
- Policy Administration
- Channel Distribution Integration
- Customer Insight



BI Solutions are listed in Green

Industry Solutions

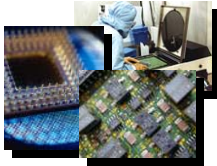
IBM Middleware Solutions for Automotive

- Product Lifecycle Management
- Production
- Telematics
- Embedded Systems Lifecycle Management
- Retail & Aftermarket Quality Insight
- Retail & Aftermarket Dealer Collaboration



IBM Middleware Solutions for Electronics

- Supply Chain Collaboration
- Innovation Management
- Regulatory Compliance
- Business Performance Mgmt.
- Embedded Systems Lifecycle Management



IBM Middleware Solutions for Consumer Products

- Item Management
- Customer Management
- Brand Management
- Consumer Information Management
- Risk & Compliance



IBM Middleware Solutions for Retail

- Merchandising
- Item Management
- Inventory Management
- Store Operations
- Multi-Channel Management
- Advertising, Marketing & Promotions



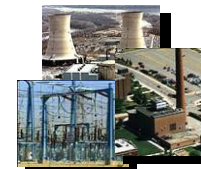
IBM Middleware Solutions for Telecom

- Partner Content Enabler
- Contact Center Optimizer
- Mobile Services Delivery
- Next Gen Network Services
- OSS / BSS Optimization



IBM Middleware Solutions for Energy & Utilities

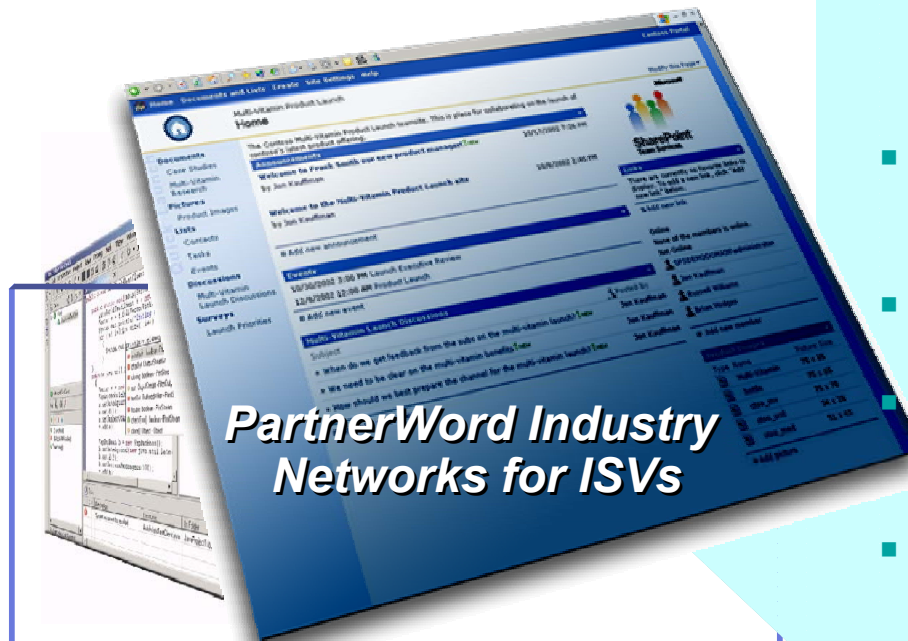
- Trading and Settlement
- Mobile Workforce Management
- Contact Center Optimizer
- Assets Operations
- Regulatory Compliance



BI Solutions are listed in Green

PartnerWorld Industry Networks for ISVs

Optimize and extend benefits

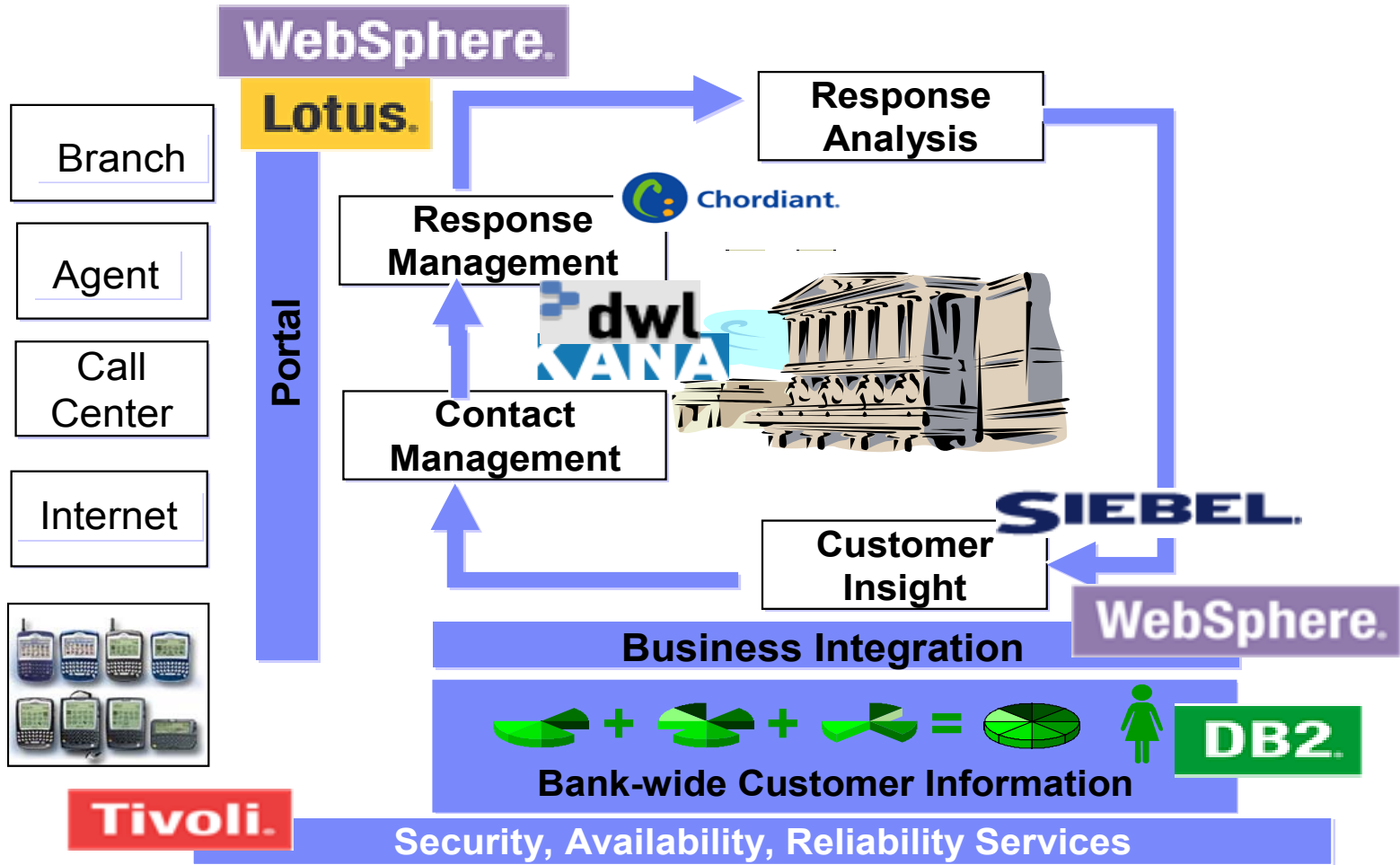


Partnerworld for Developers

- **6 Industry Networks launched at PartnerWorld, March 2: Banking, Financial Markets, Telco, Healthcare, Life Sciences, Retail**
- **Over 400 ISVs signed up to participate since inception**
- **Industry On Demand business insight**
- **Clear enablement blueprints mapped to IBM targeted industry opportunities**
- **A growing collaborative network of industry expertise**
- **Tools and resources to plug into IBM's unparalleled vertical marketing and sales capabilities**

Banking Customer Insight

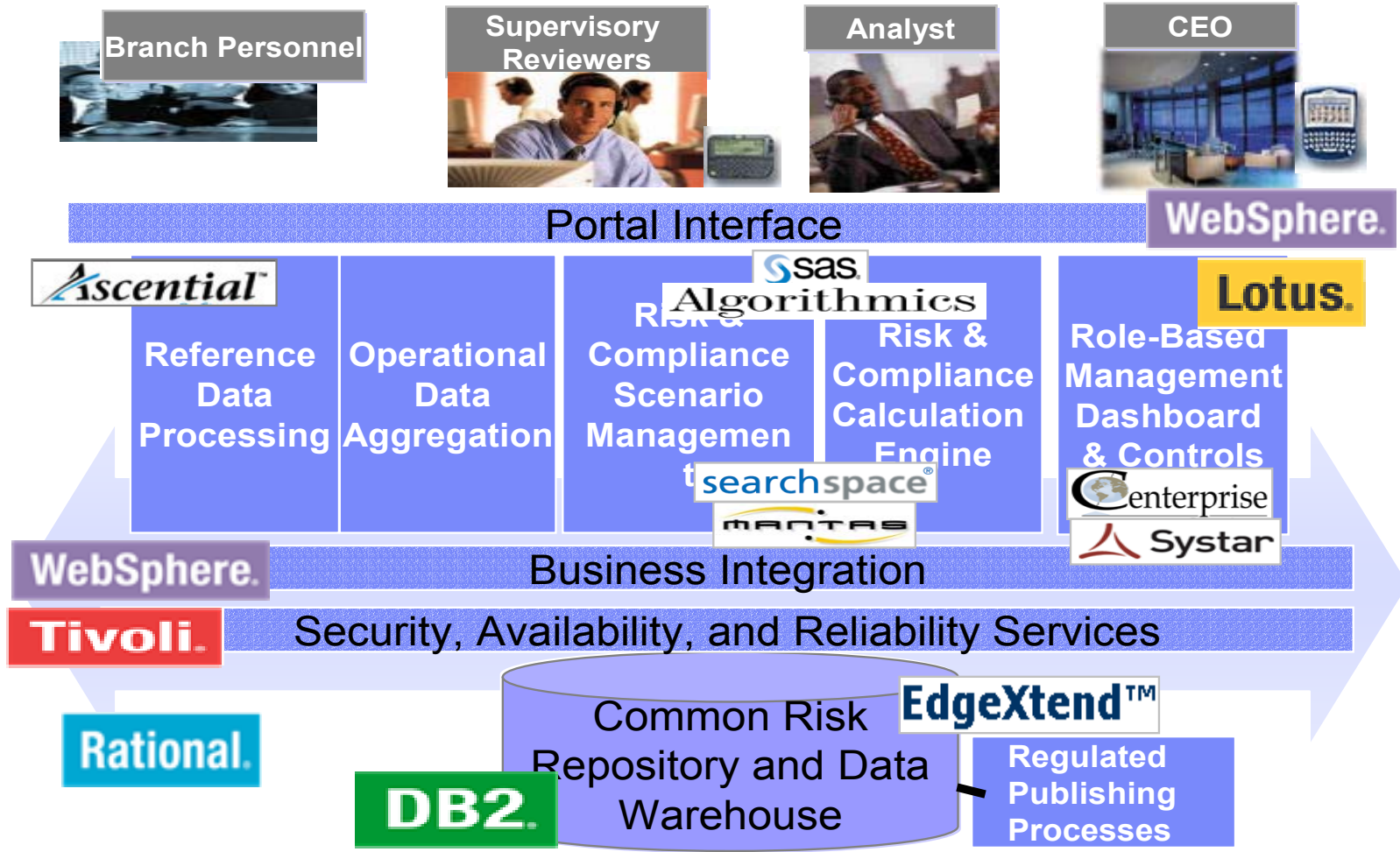
Empower Channels to Effectively Service and Sell to Customers



Continuously Manage and Leverage Customer Information

Banking Risk & Compliance

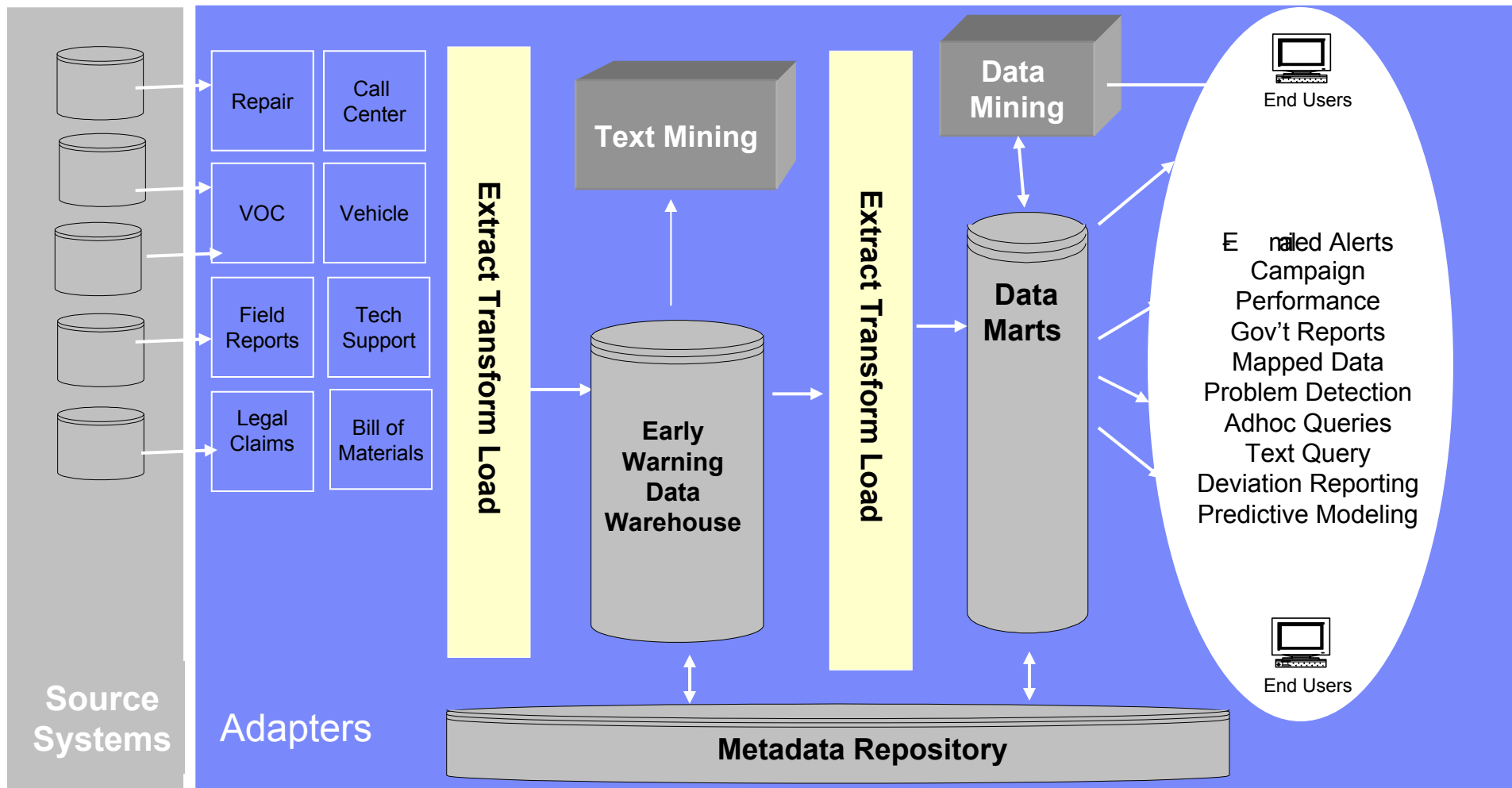
Enable Management of Risk & Compliance Activities to Gain New Efficiencies



A Foundation for Basel II, SOX, & Anti-Money Laundering

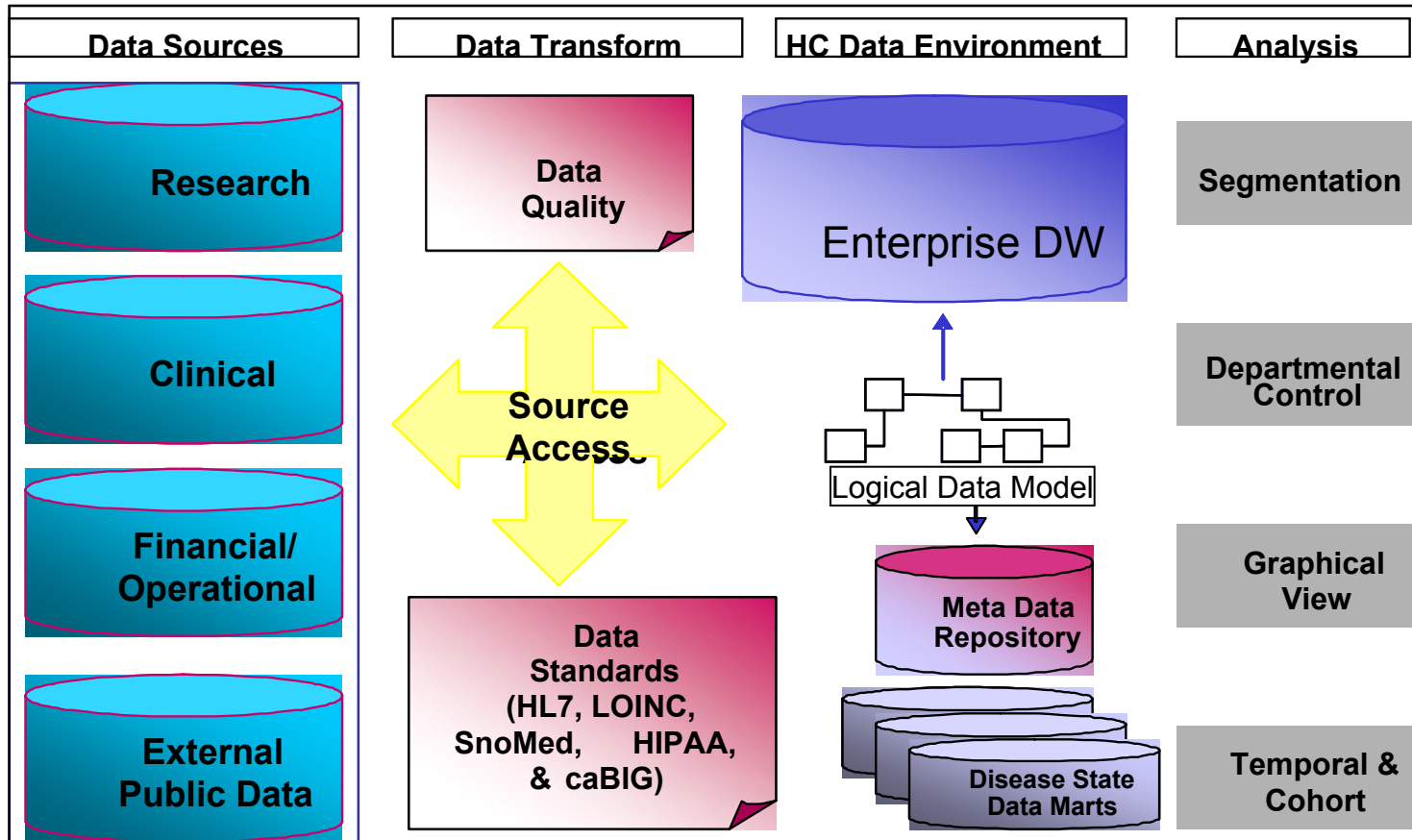
Automotive Retail & Aftermarket Quality

Detect problems in product quality as early as possible to reduce costs and improve quality



Healthcare Clinical Decision Intelligence

Increases provider quality and safety



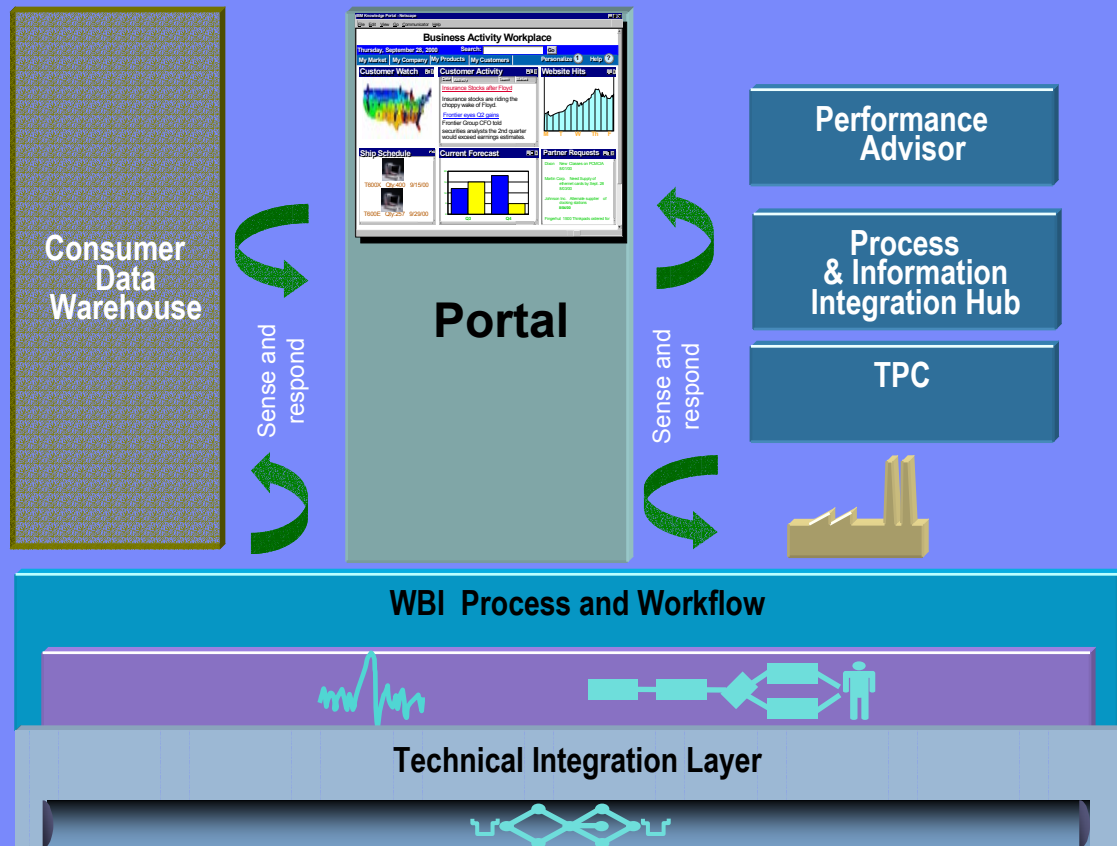
Security Layer

Retail Merchandising

Enables retailers to reduce inventory carrying costs.

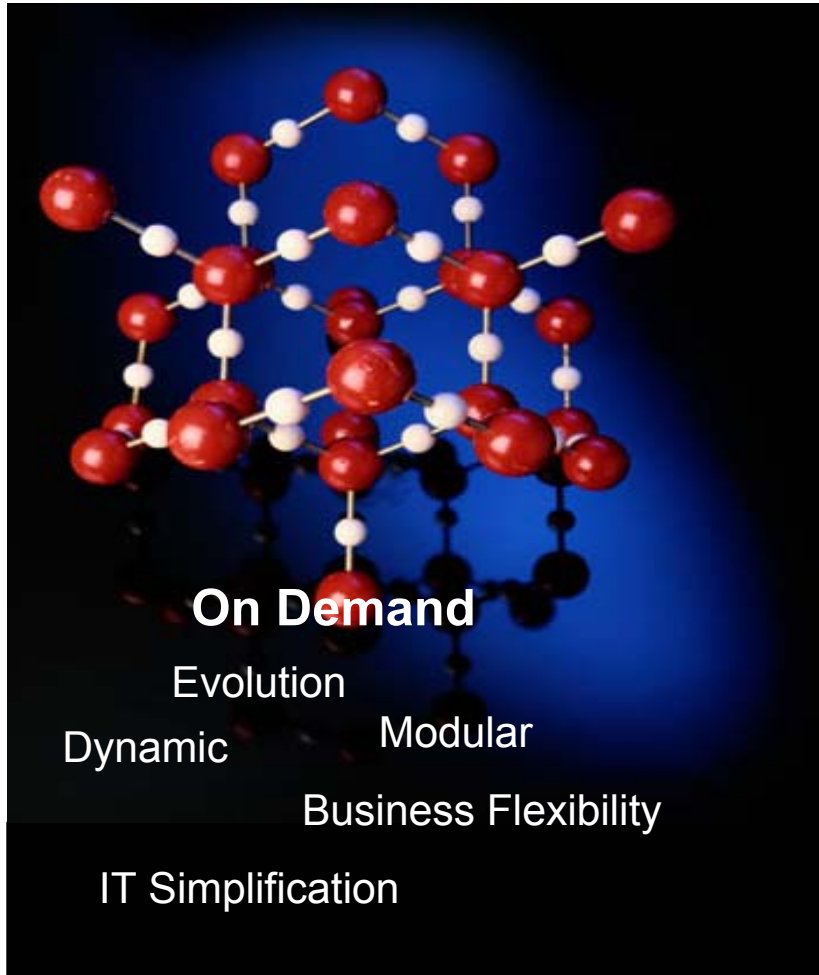
Improves time to business value by:

- Providing an environment that allows merchandisers to *proactively* support their buy, assortment, allocation, and pricing
- Sensing product-level demand information in real time and responding by adjusting planning and execution to maximize revenues and profits



Deriving Business Value from Your Infrastructure

A journey achieved through incremental steps to meet your needs



- IBM Middleware Industry Solutions help customers implement an on demand operating environment and protect existing IT investments
- On demand weaves technology into the fabric of business
- Integration and infrastructure management are the operating environment capabilities that deliver business flexibility and IT simplification
- On demand capabilities exist in real products and solutions that IBM sells today
- You can get started on the on demand journey through incremental steps

Thank You!



For More Information:

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