

messages:

An IBM Software Business Partner Newsletter

IBM
Business
Partner

IBM will ship its new z196 processor

Slated as the world's fastest chip.

EVENTS

BPAC Bali: A Look-back

BP INCENTIVE PROGRAM

Software Value
Incentive (SVI)





Inside messages:

Cover Story

IBM Will Ship Its New z196 Processor 11
Slated as the world's fastest chip

Feature Story

IBM to Acquire BigFix to Advance Smarter Data Centers 14
With BigFix's built-in intelligence, IBM will extend security and compliance globally to thousands of laptops, PCs and servers from the data center

IBM to Acquire Unica Corporation 15
Unica was a clear choice for IBM based on its power to automate a broad set of marketing capabilities

Getting Smart with Predictive Analytics 16
Newly acquired SPSS joins IBM's ever-growing portfolio

Columns

Executive Message 3

Announcement 4
 - IBM Professional Certification Program
 - IBM Technical Advocate Program
 - The Online Customer Experience: Make it Exceptional
 - IBM Project Northstar
 - Q&A: IBM's Steve Mills On Strategy, Oracle, SAP

Events 7
 - IBM Software Value Plus
 - BP Academy Ahead

Diary 8
 - 1H Golden Circle Award Winners
 - ASEAN Business Partner Advisory Council
 - WebSphere Lombardi Partner Enablement

BP Incentive Program 18
 - Software Value Incentive (SVI)
 - iWin, Makes Everyone a Winner

Partnering with IBM 22
 - Find a Business Partner around the world or across the street.

Co-Marketing Agencies 23



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*"Business Partner" is used informally and does not imply a legal partnership.

**Dear IBM Business Partner,**

Welcome to the fifth issue of Messages, an IBM Software Business Partner newsletter, packed as always with updates and highlights of past happenings and providing you opportunities for growth in the ASEAN region.

Time flies when one is busy. So much happened during the first half of the year, this second half is no less! There has been abundant activities, you name it, we had it! Our momentum has been good and is still going strong as we hurtle towards the end of the year. We hosted the Business Partner Advisory Council in Bali recently and it was an exciting and memorable event. Recognition was accorded to our business partners with their commitment and achievements. Turn to page 8 to see who the big winners are. Following that, on page 9, a summary with very impressive statistics that will surely motivate one to even greater heights.

Recently, in our Analyst briefings, Gartner, Springboard and IDC rated IBM high as business and technology leaders. Four out of five software brands has been rated positively. The overall Storage portfolio was rated positive with Tivoli Storage Manager (TSM); WebSphere with its portfolio significantly expanded through several acquisitions; Rational for its vigorous expansion of functionality and Lotus for its significant enhanced applications. Also the IBM Smarter Planet messaging is resonating with our customers, making our reach, efforts and technology evangelism real with them. What is important now is that we can all realize the benefits of the Smarter Planet campaign IBM has been leading for the past one year.

As we strategize, we also need to motivate. Turn to page 18 to reconnect with the Software Value Incentive's mechanics and see the top five FAQs; page 20 explains further on doubling your SVI while page 21 highlights attractive prizes for you to claim!

Motivation is just part of the bigger picture, education and knowledge is the other. Our cover story on page 11 is about the new processor for zEnterprise System. Learn why this new z196 processor is slated as the world's fastest chip. Last but not least, our Features this issue, covers IBM's further expansion to acquire BigFix (page 14), Unica Corporation (page 15) and SPSS (page 16). Rounding up on education and knowledge, page 4 onwards highlights the importance of certification, announcements, insightful interviews and future events for you to participate.

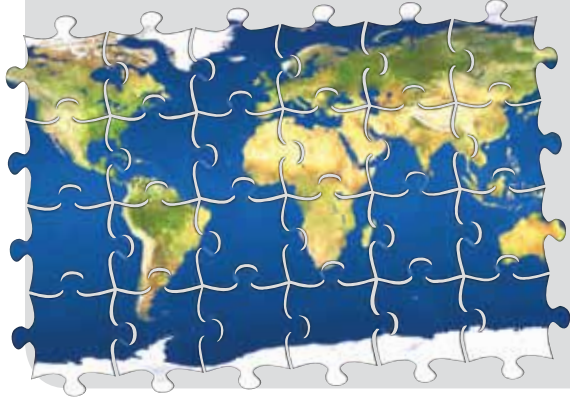
Take advantage!

Sandeep Bakhshi
Business Unit Executive,
ASEAN Software Group Channels



IBM Professional Certification Program

Lay the groundwork for your personal journey to become a world-class resource to your customers, colleagues, and company.



Certifications

Certifications by product

- List of certification product categories

Certification updates and revisions

- Certification addition and removal news

Member site

- Access your certification history, certificates, and more.

Tests

Test information

- View all tests by number with test facts (# questions, passing score) & links to preparation materials

Test preparation

- Description of test preparation materials available

Test updates and revisions

- Test addition and removal news

For more information visit www.ibm.com/certify/index.shtml

IBM Technical Advocate Program

IBM's Technical Advocate Program provides a unique opportunity for our clients to share in a collaborative, short or long-term work relationship with our senior and emerging technical professionals who have leadership roles in our worldwide labs and other strategic areas of our business.

How can I nominate my client to be in the Technical Advocate Program?

Overview

This is a free offering to selected clients who wish to develop a long-term work relationship with IBM's senior and emerging technical leaders. This program provides our sales professionals a valuable opportunity to collaborate with our technical leaders for deep technical expertise during the pre-sales process to help secure a win and build client satisfaction and loyalty.

Mission, goals, and role of a technical advocate

Technical advocates contribute their technical expertise to enhance the IBM client team's and client's knowledge of IBM's offerings and long range strategies, our partnership capabilities and how they can help their business grow.

The goals of the technical advocate are to:

- Enhance the client's knowledge of IBM's offerings and long range strategies, our partnership capabilities and how they can help their business grow
- Be proactive in broadening their own understanding of the client's environment, requirements, and challenges.
- Develop a long-lasting relationship with their client, resulting in greater trust and openness
- Communicate (email, teleconference) regularly with their client and the IBM account team
- Assist the IBM account team in clarifying their client's key requirements to our technical community
- Multiple advocates may be assigned to a client based upon the scope of their IBM business needs.

What are the requirements to be an advocate?

- Be viewed as a leader and team player in their community
- Have a rich mix of technical skills
- Possess the desire to work with a top IBM client or university
- Be resourceful, responsive and have excellent communication skills

What is the role of the advocate?

An advocate should have extensive product knowledge and is committed to having our clients delighted with doing business with IBM. They engage with the client and IBM client team to provide:

- Active engagements with the client team on short term/ long term account plan
- Understand the account environment:
 - Topology & applications
 - Future goals & directions
- Participate in trends & directions briefings
- Provide assistance:
 - Migration
 - Architecture
 - Performance
 - Configuration
- Exchange information with the Lab and Research
 - Validates requirements/solutions
- Engage with client as appropriate
- Determine with IBM client team the appropriateness of teleconference and/or on-site visits with client.

An advocate is not:

- An alternative to IBM fee service offerings
- A non-commission sales job
- A pre-sales support offering
- A critical situation manager
- A requirements solicitor
- A remote SE program

How can I enroll in the Technical Advocate Program?

Please discuss with your manager first, before sending an e-mail to Ellen Gullo/Somers/IBM to submit your name.

The Online Customer Experience: Make it Exceptional

Date : September 21, 2010
 Time : 10amPT / 11amMT / 12pmCT / 1pmET
 Presenters : Kristen Lauria, *Vice President, Marketing and Channels, Lotus Software and WebSphere Portal*
 Peter LOO, *Senior Associate CIO, Lotus WCM and WebSphere Portal*
 Alli Libb, *Moderator, American Marketing Association*
 Cost : Complimentary

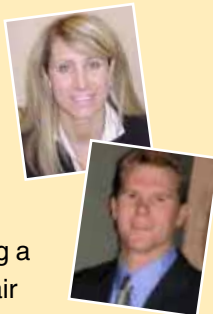
“Getting closer to the customer” is the top priority among organizations that outperform their peers, according to the 2010 IBM Global CEO Study. As more people go mobile and spend more time on the Web, online channels have become vital to achieving that goal. By delivering more social, personalized, compelling, and engaging experiences to people online, organizations stand poised to reap the benefits of competitive differentiation, customer loyalty, and profitable growth.

IBM has defined a forward-looking vision for how organizations will turn today’s customer experiences into exceptional experiences that drive business results. Join us on September 21th to hear Kristen Lauria, Vice President of Marketing & Channels at IBM, talk about this vision and introduce two innovative clients who are achieving results today by bringing together the right combination of capabilities online.

You’ll hear Harley-Davidson talk about how they have gotten closer to their extensive network of dealers worldwide by providing an exceptional Web experience that helps them serve riders in a more personal way. And you’ll learn how Los Angeles County is getting closer to its 10 million constituents by integrating the Web experience across 39 county departments providing services ranging from social services to law enforcement to public health.



You’ve been hearing the buzz about the IBM Project Northstar vision since July. The vision is becoming a reality. Hear Alistair Rennie, general manager, Lotus and WebSphere Portal, along with Larry Bowden, Jeff Schick and Kristen Lauria and speakers from the other events as they share the details on this industry changing announcement.



About IBM Business Partner Lotus SalesTalk Quickr

This Quickr is designed to support a number of IBM Partner calls from Lotus Software. There are audio replays and sales tools such as:

- The **Lotus TechTalks** series is designed specifically to help Partner technical sales teams successfully sell Lotus solutions. During these calls you will hear Lotus developers and product managers discuss product architecture, APIs, opportunities to extend our software and create unique solutions for your customers.
 - The **Lotus SalesTalks** series is designed to help Partner sales teams successfully sell Lotus solutions. During these calls you will hear Lotus product experts discuss product positioning, key customer messages, competitive information, licensing and pricing issues and much more.
 - The **IBM Think Thursdays!** Program assets are now on the IBM Virtual Innovation Center
 - Select “Selling Resources” from the VIC main menu left-hand navigation bar
 - Select “Lotus Sales Series”
 - Overview tab - Find upcoming sales series details and presentations prior to the event
 - Training tab - Find archive of all prior IBM Software brand sales series presentations and audio replay
- IBM Lotus TechTalks, Lotus SalesTalks and Think! Thursday Scheduled Event details are listed in the PartnerWorld Marketing and Enablement calendar: www.developer.ibm.com/partnerworld/pwhome.nsf/Calendar?openview



Q&A: IBM's Steve Mills On Strategy, Oracle, SAP

The veteran leader of IBM's software business talks about growth, reorganization, enterprise software diversity, and the place of competitors, including Oracle and SAP.

InformationWeek (IW): Between the launch last year of the Business Analytics & Optimization practice and the acquisition of SPSS, IBM has made a huge bet on analytics. There's a compelling vision, but how far would you say we have to go before analytics can become a truly mainstream practice among your customers?

Steve Mills (SM): If you apply a broad definition to analytics, which would span everything from basic report writing and what you might characterize as fairly simple manipulation of data all the way to the most sophisticated mathematical analyses, the market is measured in many billions of dollars. It's not a brand new market, but it's a market that has now reached an inflection point because the technologies have advanced far enough and price points have come down.

IW: The Software Group recently went through a reorganization. Does the creation of the Software Solutions group reflect a change in the market in terms of customer interest in integrating software and getting "time to value?"

SM: No. What Mike Rhodin [senior VP of Software Solutions] is managing is things that we have been working on for a long time. Time to value has always been an issue. The Software Group reorganization didn't really reflect a change. The change took place back in the 1990s. The vision of the portfolio, what it could be and where it is today has been a long-term journey that began a long time ago.

IW: There was a day when IBM executives would say, "We're not an applications company." But a number of acquisitions that have since put you into that space – FileNet, Cognos. How would compare and contrast solutions and applications?

SM: The message we've been trying to deliver around what we do and what we don't do has been one of trying to position our intentions with our independent software vendor (ISV) partner community. There are areas where we compete and areas where we have chosen to partner. Back in 1998, we tried to bring more clarity to vertical application providers as well as key horizontal application providers. That has given us the ability to create very effective partnerships around things like CRM, ERP, supply chain and dozens of verticals. Our independent software vendor partner community today is measured in the tens of thousands.



IW: Back in 1998, saying "we're not an applications company" put vendors like PeopleSoft, JD Edwards, Siebel and many others at ease, but is there a different position today in the wake of so much consolidation?

SM: No. And the reason is because the software requirements surrounding these applications remain quite significant. I'm not talking about midsize and small businesses that can focus on very few packages. But in the enterprise, for every dollar invested in ERP, there will be five dollars of investment made around that ERP package to get it fully implemented, integrated, scaled and running effectively.

IW: Do businesses view all that as plumbing? Is there a customer perception – particularly with ERP – that applications are the mission-critical piece?

SM: The things that we deliver are foundational in nature. You have to have a good foundation, or you can't scale. We're the ones that provide horizontal integration, deep levels of transactional integrity, sophisticated optimization around data. Our perspective of the customer's problem spans not just the individual processes but the aggregate of all processes. We're the company that has the widest and deepest view of what the company is trying to accomplish with all the IT assets that they have. We know their legacy environments. We know all their hardware platforms. And we have a perspective on how to optimize all of those things....

IW: Do you see any threat from Oracle's new single-stack strategy with the acquisition of Sun? Or to ask it another way, what's really driving customer technology selections these days? Is it hardware, middleware software or applications?

SM: It's money. That's the No. 1 motivator. There's short-term money, long-term money and money described in broader value terms versus the cost of a product. Every month, customers convert from Oracle to DB2. Why do they do that? Well, Oracle is expensive. Oracle tries to use pricing power to capture a customer and then get the customer to keep on paying. Oracle raises its prices constantly. Oracle does not provide a strong support infrastructure.

Oracle is not a very strong technology company, but they are a very high-testosterone company. They love to beat their chest and talk about how they always win and never lose.

For the complete interview, please visit www.informationweek.com/news/software/linux/showArticle.jhtml?articleID=224000359&queryText=steve%20mills%20ibm

IBM Software Value Plus

SVP coming to Indonesia and Philippines in January 2011.

What is IBM Software Value Plus?

IBM offers distribution models for maximizing your profits by reselling IBM Software, based on your clients' needs and your investment in skills.

Benefits to becoming an authorized Business Partner in IBM Software Value Plus

- Expand your support for new market segments
- Increase your upsell opportunities
- Make your sales cycles more productive
- Increase your revenue

"The Software Value Plus Program is IBM Software Group's most innovative and customer focused initiative to date. By aligning customers with its most skilled partners like Ascendant Technology, IBM is reinforcing its commitment to customer value and to building a smarter planet."

Rob Thomas Vice President, Sales Ascendant Technology

BP Academy Ahead!!!

Delivering Increase Business Value and Winning More Business

Delivering increased business value and winning more business is a priority these days. IBM continues to drive the message across and emphasizing the importance of skill building by establishing the BP Academy to support this message. Honing your skills to deliver top solutions and services to your end customers are critical to give you that edge in this competitive world. Come and get trained and be an expert on IBM software products as well as on new solutions! Embrace new infrastructures, be above the rest on Cloud Computing and more!

FREE Certification

Q4 2010 BP Academy

Singapore	: 6 October
Philippines	: 13 October
Indonesia	: 18 October
Vietnam	: HCMC - 22 October Hanoi - 20 October
Malaysia	: 26 October
Thailand	: 16 November*

For more information and registration, please approach any IBM Channel representative.

**Subject to confirmation*



1H Golden Circle Award Winners

A look-back at the recently concluded event held in Bali, Indonesia. Congratulations to all the winners!

Congratulations to all of our IBM Business Partner Golden Circle Award 1st Half 2010 winners. We are honored and excited to recognize these partners for their significant achievement. They have demonstrated great customer impact, solution innovation, and deployment to meet the critical business needs of our mutual customers.

The 2nd Half 2010 Golden Circle Award will be even more exciting; we've added new categories, namely the Rookie Partner Award and the 2010 Business Partner of the Year Award. Stay connected with the IBM Channel community either through www.lotuslive.com or contact your IBM channel representative to find out more.



Country Award

Top IBM Software Revenue Business Partner for Indonesia:
PT Multipolar TBK

Top IBM Software Revenue Business Partner for Singapore:
NCS Pte Ltd

Top IBM Software Revenue Business Partner for Vietnam:
Asia Information And Communication Technology

Top IBM Software Revenue Business Partner for Philippines:
Fritz & Macziol Asia Inc.

Top IBM Software Revenue Business Partner for Malaysia:
Mesiniaga Berhad

Top IBM Software Revenue Business Partner for Thailand:
Metro Systems Corporation Public Company Limited

Asean Award

Top Asean IBM Software Brand (Lotus Software) Business Partner:
Cambridge Solutions Pte Ltd (Singapore)

Top Asean IBM Software Brand (Tivoli Software) Business Partner:
Commit Solutions Sdn Bhd (Malaysia)

Top Asean IBM Software Brand (WebSphere Software) Business Partner:
NCS Pte Ltd (Singapore)

Top Asean IBM Software Brand (Information Management Software) Business Partner:
S&I Systems Pte Ltd (Singapore)

Top Asean IBM Software Brand (Rational Software) Business Partner:
Mesiniaga Berhad (Malaysia)

Top Asean IBM Software Value Incentive Business Partner:
Startin Point Pte Ltd (Singapore)

ASEAN Business Partner Advisory Council

A summary on the recently concluded event.

The recently concluded ASEAN Business Partner Advisory Council in Bali was a success! Sandy Carter, vice president of IBM Software Business Partners and Midmarket was the big name who made an appearance and impact on the event. Amongst the issues covered during this 4-day event was on how to achieve peak performance as an IBM Software Business Partner. Of course the highlight was the gala dinner night and presentation of the Golden Circle winners.

There has been impressive figures by IBM prior to the event. In terms of how IBM software is helping deliver better business outcomes, there has been massive investments and leading innovations. These include:

- USD8 billion in acquisitions since 2005
- USD9 billion in research and development (2005-2009)
- Cloud Computing Lab opening in Singapore, May 2010, one of 11 labs, including Hanoi
- IBM Innovation Centers opening in Manila (Dec 2009) and Vietnam (May 2009).

Growth, in ASEAN for the 2nd quarter of 2010, driven by Business Partners saw double digits (39%) in the General Business category, while gained market share in ASL/OEM registered an impressive 100+% on transactional growth. These figures show that Business Partners are invaluable to IBM. The goal now is to continue to be the most profitable vendor/partner to achieve:

- 36% more profit on middleware
- 30% less start up
- 60% more associated revenue
- 34% less ongoing costs.

Priorities of IBM's Software Business Partners are streamlined to the following:

1. Deliver great client value
2. Drive incremental growth
3. Focus on solutions
4. Embrace new infrastructure models
5. Business Partner success.

With such commitment by IBM and focus on Business Partners, the synergy definitely leads up opportunities to rake in further impressive figures. More importantly, Business Partners continue to grow in terms of knowledge and expertise, and inadvertently, revenue and targets will continue to grow for IBM.

Individual Recognition

Top Asean iWIN Business Partner:

Mesiniaga Berhad - Fiona Hee Yoon Fong

Overall Winner

Asean Software Group 1H 2010 Business Partner:

Metro Systems Corporation Public Company Limited





WebSphere Lombardi Partner Enablement



Excited WebSphere partners took their first drive at our WebSphere Lombardi Partner Enablement and was thrilled with the ease, quick and powerful capability that can be up and running in one day!

Our partners pitted their business process design skills and the best business process team won themselves an Apple iPad in Singapore and Malaysia.

18 attendees from 7 partners in Singapore & Indonesia (May 2010)



“Quick and very easy to use and deploy”

Harry, CEO, TechnoGlobal Indonesia



36 attendees from 18 partners in Malaysia (June 2010)



“Finally a BPM that end-user can understand”

Christopher Tan, Sales Director, Avnet Malaysia

IBM will ship its new z196 processor

Slated as the world's fastest chip.

The new processors will ship in a new version of the IBM mainframe – the zEnterprise System – that begins shipping to customers on Sept 10th. IBM distinguished engineer, Jim Porell, told eWEEK the chip in IBM's new zEnterprise System clocks in at record-breaking 5.2 GHz speed to handle the growing number of business transactions as global connectivity and data proliferate.



Indeed, in a press release about the new chip, IBM said the world record-breaking speed is necessary for businesses managing huge workloads, such as banks and retailers, especially as the world becomes increasingly more inter-connected, data has grown beyond the world's storage capacity, and business transactions continue to skyrocket.

The z196 processor is a four-core chip that contains 1.4 billion transistors on a 512-square millimeter (mm) surface, Porell said. The chip was designed by IBM engineers in Poughkeepsie, N.Y., and was manufactured using IBM's 45 nanometer (nm) SOI processor technology in the company's 300mm fab in East Fishkill, N.Y. There were also major contributions to the z196 processor development from IBM labs in Austin, Texas, Germany, Israel and India.


The new zEnterprise technology is the result of an investment of more than \$1.5 billion in IBM research and development in the zEnterprise line, as well as more than three years of collaboration with some of IBM's top clients around the world.

“We spent \$1.5 billion in building this chip and the effort involved 5,000 people across six countries and 22 labs,” Porell told eWEEK.

The mainframe processor makes use of IBM's patented embedded DRAM (eDRAM) technology, which allows IBM to place dense DRAM caches, or components, on the same chips as high-speed microprocessors, resulting in improved performance.

Meanwhile, from a performance standpoint, the zEnterprise System is the most powerful commercial IBM system ever, the company claimed in its press release. The core server in the zEnterprise System – called zEnterprise 196 – contains 96 of the world's fastest, most powerful microprocessors, capable of executing more than 50 billion instructions per second.





That is roughly 17,000 times more instructions than the Model 91, the high-end of IBM's popular System/360 family, could execute in 1970.

“We had to do a lot of work on the hardware side, but we have middleware that has to exploit that hardware to handle new workloads, and we’ve seen increases of 40 percent and above in terms of efficiency and productivity,” Porell said.

The new IBM microprocessor technology has new software to optimize performance of data-heavy workloads, including up to a 60 percent improvement in data intensive and Java workloads. Increased levels of system performance, in turn, increases software performance, which can reduce software license costs. The new system offers 60 percent more capacity than its predecessor, the System z10, and uses about the same amount of electricity.

Energy efficiencies were achieved through advances in microprocessor design, 45nm silicon technology, more efficient power conversion and distribution, as well as advanced sensors and cooling control firmware that monitors and makes adjustments based on environmental factors such as temperature and humidity levels and even air density.

The combination of zEnterprise chip speed, memory, system reliability, availability, security and storage architecture provide an optimal environment for managing the world's most demanding workloads.

For example, according to a study by Berg Insight, the number of active users of mobile banking and related financial services worldwide is forecasted to increase from 55 million in 2009 to 894 million in 2015.



IBM to Acquire BigFix to Advance Smarter Data Centers

With BigFix's built-in intelligence, IBM will extend security and compliance globally to thousands of laptops, PCs and servers from the data center.

IBM today announced it has entered into an agreement to acquire BigFix, Inc., a privately-held company based in Emeryville, Calif. The move aims to accelerate IBM's efforts to help organizations more intelligently secure the enterprise by managing and automating security and compliance updates on thousands of computers globally.

Businesses today are tasked with managing thousands of computers and ensuring they remain available, secure and at their proper configurations according to policies and requirements. As the management of personal computers (PCs), servers and laptops grows even more complex, organizations are faced with higher costs and more risk to protect themselves against security threats, often with limited warning.

BigFix software provides a single IT management platform that gives organizations visibility, control and automation across their computing endpoints – laptops, desktops and servers – to manage critical applications for systems lifecycle, vulnerability assessment, energy-efficient computing, and configuration and security compliance.

BigFix has more than 700 customers in industries such as federal, retail, entertainment, healthcare, education and financial services that use BigFix for a simplified and automated approach to managing and securing the IT infrastructure.

“Organizations require tighter control of computing devices and the entire IT infrastructure including applications, storage, servers and networks,” said Dave Robbins, president, chief executive officer and chairman of the board. “BigFix is excited about becoming part of the IBM team to deliver greater visibility and control to the computing infrastructure, backed by world-class sales, services, support and alliances organizations.”

BigFix software can manage the following key functions from a single view:

- **Secure by Design:** BigFix will contribute to IBM's security infrastructure that is secure by design – consolidating endpoint protection, systems lifecycle management, security configuration and vulnerability management. BigFix's platform helps distribute and manage a client's anti-virus, anti-malware, firewall and network access control software.

- **IT Compliance:** Organizations can have a single view of thousands of computers running in the data center, get real-time reporting of compliance status and deploy new software distributions and tools to help assure compliance. BigFix manages these functions centrally across Windows, Mac, UNIX, and Linux operating systems, avoiding customized services and consultant solutions,
- **Energy and Resource Consumption:** Organizations can use BigFix technology to manage power consumption by being able to automatically configure and shutdown desktops overnight, helping save thousands of dollars in energy use. Clients can monitor global print usage to help reduce costs and environmental harm.

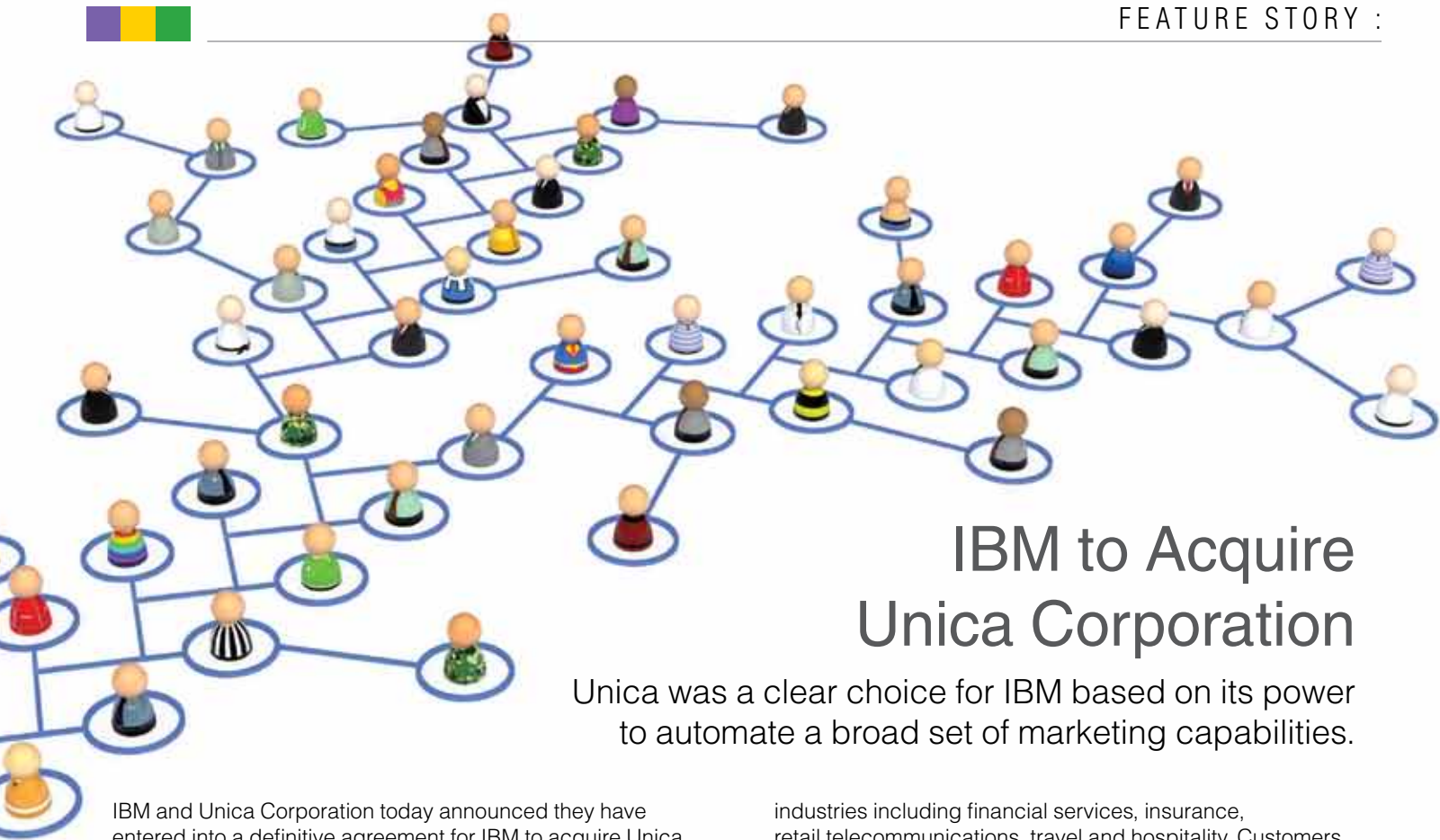
Founded in 1997, BigFix has more than 200 employees and 120 resellers. IBM's acquisition of BigFix will build upon an existing relationship between the two companies. Since 2009, IBM Global Technology Services and BigFix have been working together to incorporate BigFix solutions into IBM's services portfolio. BigFix will be integrated into IBM Software Group, which has made approximately 60 acquisitions since 2003. The deal is expected to close in the third quarter of 2010, subject to regulatory approval and the satisfaction of customary closing conditions.

BigFix's PC automation is an important addition to the IBM portfolio that controls the ever-expanding data center, which includes:

- The traditional data center: optimization of servers, networks, storage and security;
- IT assets: creation, delivery, and management of software;
- Physical assets: maintenance and optimization of assets as diverse as cell towers, water mains, railway cars and manufacturing equipment.

For more information, please visit ibm.com/software/tivoli/





IBM to Acquire Unica Corporation

Unica was a clear choice for IBM based on its power to automate a broad set of marketing capabilities.

IBM and Unica Corporation today announced they have entered into a definitive agreement for IBM to acquire Unica in a cash transaction at a price of \$21 per share, or at a net price of approximately \$480 million, after adjusting for cash. A publicly held company in Waltham, Mass., Unica will expand IBM's ability to help organizations analyze and predict customer preferences and develop more targeted marketing campaigns.

The acquisition, which is subject to Unica shareholder approval, applicable regulatory clearances and other customary closing conditions, is expected to close in the fourth quarter of 2010.

Today's leading organizations place a high value on a consistent and relevant customer experience. They must continuously focus on enhancing their brand by responding quickly to marketplace changes and differentiating themselves through more targeted, personalized marketing campaigns. In order to achieve this, marketing professionals are increasingly investing in technology to automate and manage marketing planning and execution to help them better analyze customer preferences and trends and in turn, predict buying needs and drive relevant campaigns.

To meet this demand, IBM is assembling transformational capabilities to help clients create this consistent and relevant cross-channel brand experience to promote customer loyalty and satisfaction. With sophisticated analytics and marketing process improvement, the combination of IBM and Unica will help clients streamline and integrate key processes including relationship marketing, online marketing and marketing operations.

Building on this extensive industry expertise, Unica has more than 1,500 global customers across a wide range of

industries including financial services, insurance, retail telecommunications, travel and hospitality. Customers include Best Buy, eBay, ING, Monster, Starwood and US Cellular.

Today's news expands IBM's growing portfolio of industry software solutions designed to help companies automate, manage, and accelerate core business processes across marketing, demand generation, sales, order processing and fulfillment. This acquisition along with IBM's recent acquisitions of Sterling Commerce and Coremetrics will enhance IBM's ability to support customers increasing demands in this growing market.



"IBM understands the demands on today's organizations to transform core business processes in functions such as marketing with intelligence and automation," said Craig Hayman, general manager, IBM Industry Solutions. "Unica was a clear choice for IBM based on its power to automate a broad set of marketing capabilities and its established reputation for delivering customer success in marketing to organizations around the world."

"Unica's focus is to help our customers deliver marketing messages so relevant that they are perceived as a service to our clients' customers," said Yuchun Lee, CEO, Unica Corp. "Together with IBM, we will bring our leading enterprise marketing management solutions to a wider set of customers worldwide and with a much broader, more comprehensive portfolio."

Unica's 500 employees will be integrated into IBM's Software Solutions Group, which includes a range of industry-focused offerings. Unica software will complement the capabilities of IBM's Business Analytics and Optimization Consulting organization – a team of 5,000 consultants and a network of analytics solution centers, backed by an overall investment of more than \$11 billion in acquisitions in the last five years.



Getting Smart with Predictive Analytics

Newly acquired SPSS joins IBM's ever-growing portfolio.

DBTA (D): Can you explain the difference between predictive analytics and business intelligence?

Brethenoux (B): If you are using business intelligence (BI), you can ask, as a sales manager, for example, who are my best customers by salespeople, that have been answering the promotion that we set up 2 months ago. You will get a list of 10, 20, 30—depending on what you are asking for—people, answering the question. Now, why these people bought and what they are likely to buy next, you don't know – because BI doesn't do that. That's what predictive analytics does. That's the big difference between the two. Business intelligence will give you what happened in the past and what is going on right now. Predictive analytics will give you a view of what is going to happen next, a look into the future, and also be able to uncover some very special trends, very special behaviors that you might not have thought about, because you didn't know they existed.

D: Such as?

B: This is a real case example by the way, and you get a report of female customers that are 70 and above, that have been churning quite substantially over the past two years, you cannot fathom why—and you can search and ask all the questions you want—unless you use predictive analytics, which will tell you that in fact the trend among those women is that they live with or very close to their grandchildren, who are often granddaughters between the ages of 12 and 17. And those young ladies give their grandmothers advice on features in new phones that they should be getting – such as bigger numbers and larger screens. Unless you have a technology that is going to draw all these different trends that you were not expecting outside of your data, BI will never be able to tell you.

D: Do you need both?

B: They are very complementary in nature, but you don't need one to do the other, meaning that you can do predictive analytics even if you don't have BI tools in your organization or vice versa. If you have both it is better, obviously.

D: So predictive analytics can help organizations determine the products they should be bring to market and what their customers will need?

B: Yes. I think there is also another value proposition that is actually more fundamental to this one, although this one is the outcome. As people get to know each other well, they make inferences about each other, and one can make a joke and anticipate whether the other will be able to laugh about it or be offended, making predictions like that.

D: How so?

B: Our technology provides a way to engage that kind conversation, that kind of intimacy. Our technology is able to build a profile, an understanding of the customers, the constituents, the patients, the students, the citizens - between that and the organization - and replicate that on a very large scale. For example, if one company had a million customers and a million products, we could match them one on one. Our technology can do that. It is kind of scalable intimacy. That is what the technology provides at a fundamental level.

D: Who uses predictive analytics?

B: We tend to categorize the problem that we solve in five main categories. We help organizations to attract new customers, to sell more to the existing customer base, to retain customers that are profitable and that the company wants to retain, detect fraud, and manage risk. These five business problems are inter-related. We have mostly been talking to the retail, banking, insurance and telecommunications industries and the public sector. But you find us everywhere.

D: What are the trends moving this forward?

Brethenoux: There are three main external trends that have been pushing the market in this direction. One is an increasing reliance on mathematics in making decisions; and you see that in television shows like Numb3rs, and CSI, best-selling books like Moneyball, and the movie 21. Mathematics is increasingly trusted and important in society, and it makes its way up of course inside organizations, as well. The second thing is that right now the rate of producing data is exponential on a daily basis. It is amazing. And, it is only the beginning; wait until RFID, and all these devices start to produce data. Organizations are starting to really struggle now, they have been gathering a lot, but they don't know what to do with it.

D: And the third?

B: The last trend that has been important as well has been the fact that there is a real return on that investment right now. We have actually measured it consistently in the organization and it comes to a point where not doing it becomes a competitive disadvantage, so you are really being left behind.

D: So companies would have a blind spot if they are not using predictive analytics?

B: Absolutely. You're taking a risk by not using it now. Before, it was an advanced technology. It was an emerging technology. People were taking some risk in using it – so the usual suspects like telco and banking companies, who try everything, of course were there. But now we are getting to retail where the margins are fairly small and people are saying, we can't market to all these people, we have too many channels. We have to decide which channel, who we are talking to, what we can expect, and what we market to them. In order to know these things, you have to know who you are talking to. You have to understand those customers better and try to anticipate what they are going to do next.

D: Were IBM's acquisitions SPSS and, before that, of Cognos, seen as compatible?

B: There is another company that IBM acquired that is actually as critical as Cognos has been – ILOG, a business rules and optimization vendor. The intelligence that you can provide is enabled by two things, rules and optimization, and predictive analytics. Those are the intelligent technologies but you have to report on it, you have to let people know what is going on in systems and let people react to that as well and that is where Cognos dashboarding and reporting comes along. Cognos is a monitoring and measuring device that comes then to promote the data and promote the action that has been



BUSINESS INTELLIGENCE

“That is where predictive analytics is going. It is going to be embedded into absolutely every single decision that people are making. It is going to result sometimes in a recommendation and sometimes it will be automatic because we know that there is a sign of bigger problem that has to be fixed right away. Even now, in everyday life, whether we are aware of it or not, predictive analytics plays a role.”

– Erick Brethenoux, predictive analytics strategist for SPSS, an IBM Company.

taken by ILOG and SPSS in the background. That is where the intelligence comes in.

D: Data integration is fundamental to these technologies.

B: It is, but you don't have to integrate all of the data.

Predictive analytics will tell you for example that in the 1,000 variables that you have about a customer, only 15 or 20 will be predictive, the rest are nice noise in the background but won't allow you to predict anything. You need to make sure you integrate the data that is relevant.

D: What are the applications for predictive analytics in social networks?

B: For us, social networks are becoming an important source of data for the analytics. We are not unfamiliar with that because SPSS originally also had a piece of software for surveys. We have been saying for a long time that knowing the demographics, where people live, knowing the transactions that they have had done with an organization and interactions that they have had with a call center, was not enough for the organization to predict what is going on. You need to get their opinion, their mood, their sentiment, what they want to do. Five years ago, the only way to do that was to put surveys out, to ask them. Today you don't have to do that. You can go out and look at where they have been contributing in collective places.

D: What are some of the internal forces within IBM driving the emergence of predictive analytics?

B: The internal forces are linked to the Smarter Planet idea. There are three components to the Smarter Planet idea. One is instrumentalization, with data coming from many different things—supply chains with RFID produce data, scanners produce data, GPS in cars is producing data, it is coming from all over the place. The amount of data is overwhelming. The second tenet is about interconnectivity with everything connected to anything, with Wi-Fi, with cell devices, with

computers being hooked up anywhere. The data flowing as fast as it is produced freely everywhere. And the third tenet is intelligence – how do you make sense of the amount of data that is being produced and the way it is flowing, and where do you send it to make sure the flows are productive.

D: How does predictive analytics relate to the IBM concept of the Smarter Planet?

B: At the beginning when I joined IBM, I was very surprised to see how deep that concept goes. We talked about instrumentalization, interconnectivity and intelligence but how is that possible in cities? Well you can get data from taxis, from the police forces, education systems, the city and service systems, the electric grid of a city and the water grids as well, and then communications. You can go deeper and deeper and identify problems very quickly before they even happen, linked on the demand from people and linked on the infrastructure that you have to monitor as well. That is where predictive analytics is going. It is going to be embedded into absolutely every single decision that people are making. It is going to result sometimes in a recommendation and sometimes it will be automatic because we know that there is a sign of bigger problem that has to be fixed right away. Even now, in everyday life, whether we are aware of it or not, predictive analytics plays a role.

D: If the future goes according to plan, how will things be different 5 years from now?

B: If the scenario plays out, there is going to be a lot less waste in many different kinds of systems. You will be paying less taxes, getting better services, we will be able to have much more reliable networks, whether they are electric, or telco or water, and part of what we are looking at as well is that we can stop being inundated by ads, without infringing on our privacy. There is a delicate balance between the two and we are working hard to preserve that balance. That is where we are going.



Software Value Incentive (SVI)

An IBM initiative designed to reward Business Partners

Introduction to SVI

Software Value Incentive (SVI) is an IBM initiative designed to reward Business Partners for the value that they contribute across different phases of a sale of IBM Passport Advantage Middleware licenses. SVI allows IBM Business Partners participating in the Identify and Sell phases to earn a fee payment (paid directly to the IBM Business Partner) for demonstrating a contribution in these phases. These fee payments are independent of any discounts and rebates earned by Business Partners participating in the Fulfill phase (paid through their Value Add Distributor).

SVI leverages an opportunity registration system within the Global Partner Portal that allows IBM Business Partners to register opportunities they have identified and are closing.

The first IBM Business Partner to register an opportunity, and demonstrate active engagement with a customer, will be approved to earn incentives. Incentives are contingent on the customer completing the purchase but may be earned independently of how the transaction is fulfilled.

Thus, IBM Business Partners who are investing time to perform value-add sales activities such as proofs of concept around SWG middleware, or who design solutions integrating IBM software, can invest their sales time with the confidence that they will earn incentives—if the customer buys. They need only to register and be approved for the opportunity, and provide proof of performance.

SVI can be complementary with certain IBM offerings such as Value Advantage Plus. It is also one of the prerequisites for Software Reseller Authorization. SVI is, however, mutually exclusive with other IBM software programs and offerings.

“Before submitting an opportunity for SVI eligibility, ensure that your Account, Description of Project Name and Sales Stage are included to facilitate the eligibility decision process.”



Key SVI benefits for IBM Business Partners

In addition to enhancing IBM Business Partners' earning potential, SVI simplifies and streamlines many different programs. Key benefits to IBM Business Partners include:

- **Greater Flexibility** – IBM Business Partners can earn incentives at the stage in which they elect to contribute to the sales process. Incentives increase with level of involvement.
- **Enhanced Profitability** – IBM Business Partners that add value in the earlier stages of the sales cycle (i.e. Identify and Sell) can earn more incentive and retain more margin than with previous programs.
- **Increased ROI** - Once IBM Business Partners are approved for Identify and Sell phases, they can earn incentives regardless of who fulfills the purchase. This protects the time invested in selling on behalf of IBM Software Group.
- **Greater Simplicity** – SVI replaces several existing IBM Business Partner programs, reducing the difficulty of understanding and tracking each program while optimizing IBM Business Partners' earning potential.

Frequently Asked Questions

Q1. How does SVI impact specific markets and/or opportunities, such as General Business (GB)?

SVI gives an IBM Business Partner the opportunity to earn enhanced rewards for sales to end user customers designated by IBM as General Business (GB). The additional GB fulfillment incentives, particularly for GB Midmarket, already in place will continue. In addition, if an IBM Business Partner registers an opportunity that SWG is not aware of, and is willing to lead the sales process, they can earn up to 10% more in additional SVI fees.

Q2. How is SVI different from previous IBM incentive programs?

Previous incentive programs primarily paid IBM Business Partners for fulfilling sales of IBM SWG products. SVI pays for identifying opportunities and taking them through the sales process. The IBM Business Partner does not have to fulfill the order to make money.

Q3. Which IBM Business Partner communities can participate in SVI?

SVI is available to all types of IBM Business Partners: Resellers (VARs), Independent Software Vendors (ISVs) and Systems Integrators (SI) that participate in the sale of IBM software. SVI is a consistent program across all five SWG brands (Information Management, Lotus, Rational, Tivoli and WebSphere) and is available in 122 countries worldwide.

Q4. How does SVI fit into the IBM Global Business Partner strategy?

The IBM Global Business Partner strategy is based on four key priorities. SVI both compliments and augments these:

- Mutual growth
- Competitive advantage
- Teaming
- Ease of doing business

Specifically, from the SWG perspective, the strategic goal is to build the most value-oriented IBM Business Partner ecosystem in the marketplace, highly committed to IBM software technology, and leverage it everyday for significant mutual share, revenue and profit growth.

Q5. Does SVI provide better synergy with the IBM sales team?

Yes. SVI is all about solution selling. SVI will encourage cooperation and synergy with both the direct IBM sales team and the IBM marketing teams.

These are IBM Business Partners to whom we can confidently pass leads with the knowledge that they will be handled properly. They have the skills to bring them to closure. This is also good for customers because skilled IBM Business Partners build better, more stable solutions that are more likely to solve customers' actual business problems and result in greater customer satisfaction with both IBM and the solution provider.

Quick Reference for IBM Business Partners

Where to go for Help

Help is available for users participating in SVI.

- Global Partner Portal Online Help.
- Global Partner Portal support site
- PartnerWorld Contact Services
- SVI pages in PartnerWorld

“In order to expedite payment processes, Business Partners should attach sales documentation, Update Opportunity Revenue Records and Opportunity Header information prior to submitting an opportunity for SVI Payment Request.”



Double Your Software Value Incentive

Profit from higher rewards:
An important announcement
for ASEAN IBM Software
channel partners.

Have you taken advantage of the Double Incentive? By helping your customers choose IBM enterprise solutions, you can gain up to 2X more rewards! You have until 30th Nov 2010 to earn Double Software Value Incentive (SVI) fees when you offer competitive IBM solutions.

Grab this great opportunity today!



Solutions	Play	Lead Offerings*
Business Analytics	BI Led Performance Management Summary	- Cognos 8 BI
Business Analytics	Planning Led Performance Management Summary	- Cognos TM1 - Cognos 8 Planning
Rational	Reduce Your Cost of Quality Summary	- Rational Quality Manager Standard or Express, Rational Functional Tester, Rational Performance Tester & Rational Requirements Composer
Application Infrastructure and Middleware	DeFuse Oracle Summary	- WebSphere App Server - WebSphere Process Server - WebSphere Service Registry & Repository - WebSphere BPM - WebSphere Transformation Extender - WebSphere Message Broker
Enterprise Data Management	Data Warehousing for Business Insight Summary	- InfoSphere Balanced Warehouse
Data Management Innovations	Manage Data Over its Lifetime Summary	- DB2 - Storage Optimization - Informix Workgroup & Enterprise
Portal	IBM WebSphere Portal and Application Server: The Winning Combo! Summary	- WebSphere Portal - IBM Accelerators for WebSphere Portal - Mashup Center
Security	Identity and Access Assurance Summary	- Tivoli Identity Manager - Tivoli Access Manager

As this is under the SVI program, it will follow the rules of SVI and all information starting from the opportunity entry stage to the closure, including Sales Order numbers will be available on GPP.

Promotion Details

Effective start date: 1st May 2010 (Refers to approval date or after. Backdating is not applicable.)

To be eligible for this promotion, business partners must provide:

- Customer documents such as two-way communication of migration proposal, competitive ROI analysis, proposals, product presentation, statement of work, proof of concept, prototyping, implementation plan, etc.
- All opportunities must comply with Software Value Incentive terms and conditions. The SVI SME will verify the documents provided to ensure a competitive win.
- This promotion is only eligible for IBM T2 partners in Singapore, Thailand, Malaysia, Vietnam, Philippines and Indonesia.

iWin, Makes Everyone a Winner

Tivoli Fastback Promo: Sell TSM to Win an iPad



July is the month of iWin Tivoli Specials for Singapore, Malaysia and Thailand.

From 1st Jul to 30th Sept 2010, sell a TSM Fastback and you stand a chance to win an iPad with iWin.

For all IBM Tier 2 SWG Software business partners, your very last submission date is 10th October 2010. Only for the first 10 winners to sell the minimum USD7,500 TSM fastback Licenses per PO. Promo code TSMFB001.

How Does It Work?

IBM SWG Tier 2 business partner sales to submit a Purchase Order (PO) to any IBM SWG Distributor for purchase of TSM Fastback (New Licenses only). The submitted PO shall meet the following requirement as well as the Terms & Conditions stated:

Tivoli Storage Manager (TSM) Fastback

TSM Fastback is a Cost Effective Near Instant Recovery solution with Continuous Data Protection technology that Modernize / Enhance your existing backup infrastructure for Critical Microsoft Windows and Linux servers, both in the Data Center and in Remote or Branch offices.

TSM provides an instant restore capability that enables applications to be up and running within minutes to following any data loss, while full data recovery is performed in the background. It also eliminates traditional backup windows by continuously capturing data changes at the block level with minimal impact on the systems it

Please find out more at

ibm.com/software/tivoli/products/storage-mgr-fastback/

Tell us what you think of TSM Fastback and how it is a corporate solution to organizations out there on our iWin Facebook Group.

Terms and Conditions Apply:

1. This promotion is open to all IBM SWG Tier 2 business partner sales only.
2. This promotion is not applicable to IBM direct order and/or OEM/ASL order.
3. This promotion is applicable for purchase of TSM Fastback New Licenses only (using standard TSM Fastback part number), exclude TSM Fastback renewals and/or services.
4. All qualified PO shall contain End User name.
5. During the promotional period, all qualified PO from same IBM SWG Tier 2 business partner sales shall contain unique End User name. Should there be two or more qualified PO with same End User name, only the first qualified PO is eligible for the win.
6. During the promotional period, each IBM SWG Tier 2 business partner sales person shall be eligible for a maximum of 2 (TWO) wins regardless of the number of qualified PO submitted by the same person.
7. IBM reserves the right and sole discretion to modify the terms and conditions of this program at any time.

Rational Promo: Triple iWin Points

Sell Any Rational Software, Earn Triple Points

Eligible Partners : Tier 2 SWG BPs
Promotion Validity : 15th June to 30th Sept 2010
Last Submission Date : 15th Oct 2010

Additional Supporting Documents:

Customer Purchase order and/or Business Partner Purchase order to distributor. When you submit your claims in iwinprogram.com website please fill in the promo code R333.



Lotus Promo: Sell Once, Quadruple Wins with iWin Lotus Promotions

For Tier 1 and Tier 2 Software Business Partners across 6 ASEAN countries, join these exclusive new Lotus promotions today.

Top 3 Lotus Sellers: Win Air Ticket to Attend Lotus Conference in Orlando, United States.

Promo code: *LOT3* (from 1st Jul to 15th Dec 2010)

This promotion is applicable to all Lotus and WebSphere Portal Software new license sale.

Double and Triple Your iWin Points with Lotus Today

Promo code: *V2V3*

Double iWin points when you sell Lotus Notes and Domino Reinstatement liscence and triple iWin points when you upsell the deal with Lotus Advance Collaboration software (Lotus Sametime, Quickr and/or Connections).

Top Seller For IBM WebSphere Portal: Wins a Pair of Air Ticket to Taiwan

Promo code: *WS3D2N* (from 1st Jul to 15th Dec 2010)

Be the top seller for IBM WebSphere Portal along with the deployment of Portal NOW to win. Promotion is applicable to all IBM WebSphere Portal Family of products including Accelerators and Lotus Electronic Forms.

Be Rewarded with 1,200 (equivalent to USD300) iWin Points with Successful Customer Reference

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Business Partners interested in connecting with other Business Partners or interacting with IBM subject matter experts are also invited to participate in IBM PartnerWorld Communities.

For more information visit:

ibm.com/partnerworld/wps/bplocator/

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1. Partnering with IBM Booklet
– PDF format for your partners to download
2. MESSAGES issue#1 and #2
– PDF format for your partners to download



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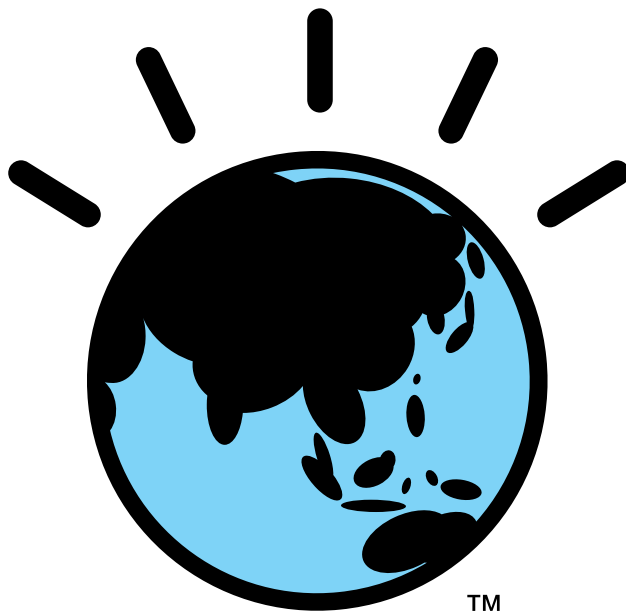
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A call for change is a call for smart.

The political leaders of the world are not the only ones who are being called upon to create change. Leaders of businesses and institutions everywhere are also finding themselves compelled to think deeply about changing the way the world works.

We have arrived at this moment because the crisis in our financial markets has jolted us awake. We are seriously focused now on the nature and dangers of highly complex global systems. And this isn't our first such jolt. Indeed, the first decade of the twenty-first century has been a series of wake-up calls with a single theme: the reality of global integration.

The problems of global climate change and energy, global supply chains for food and medicine, new security concerns ranging from identity theft to terrorism – all issues of a hyper-connected world – have surfaced since the start of this decade.

The world continues to get “smaller” and “flatter.” But we see now that being connected isn't enough. Fortunately, something else is happening that holds new potential: the planet is becoming smarter.

That is, intelligence is being infused into the way the world literally works – into the systems, processes and infrastructure that enable physical goods to be developed, manufactured, bought and sold. That allow services to be delivered. That facilitate the movement of everything from money and oil to water and electrons. And that help billions of people work and live.

How is this possible?

First, the world is becoming instrumented. Imagine, if you can, a billion transistors for every human being. In reality, we're almost there. Sensors are being embedded everywhere: in cars, appliances, cameras, roads, pipelines...even in medicine and livestock.

Second, our world is becoming interconnected. Soon, there will be two billion people on the Internet – but systems and objects can now “speak” to each other, as well. Think of a trillion connected and intelligent things, and the oceans of data they will produce.

Third, all of those instrumented and interconnected things are becoming intelligent. They are being linked to powerful new backend systems that can process all that data, and to advanced analytics capable of turning it into real insight, in real time.

With computational power now being put into things we wouldn't recognize as computers, any person, any object, any process or service and any organization – large or small – can become digitally aware, connected and smart.

With so much technology and networking available at such low cost, what wouldn't you enhance? What wouldn't you connect? What information wouldn't you mine for insight? What service wouldn't you provide a customer, a citizen, a student or a patient?

The answer is, you will do all these things – because you can. But there is another reason. We will do all these things, because we must. Consider:

According to published reports, up to 10% of the energy we generate on the planet never reaches a single lightbulb, even in developed countries.

The average basket of food has travelled the equivalent of two and a half times around the continent before it comes to rest on a supermarket shelf.

Our healthcare system really isn't a “system”. It fails to link diagnoses, medicine delivery, healthcare providers, insurers and patients – as waiting lists lengthen and costs continue to escalate.

One in five people living on the planet today lacks safe drinking water.

And, of course, we continue to witness the unravelling of the global financial markets, a system in which institutions could spread risk, but not track it.

Yet all of these things are solvable on a smarter planet.

Smart systems are transforming energy grids, supply chains and water management. Smart healthcare systems can dramatically lower the cost of therapy. Smart food systems are using RFID technology to trace meat and poultry from the farm through the supply chain to store shelves.

There is an overwhelming need – and demand – for positive change in the world. And together we can make this happen. In the coming weeks, you'll be hearing more from IBM® on the specific ways we can make our planet work better. Let's build a smarter planet. Join us and see what others are thinking at ibm.com/think

