

# Innovate2011

The Premier Software and Product Delivery Event

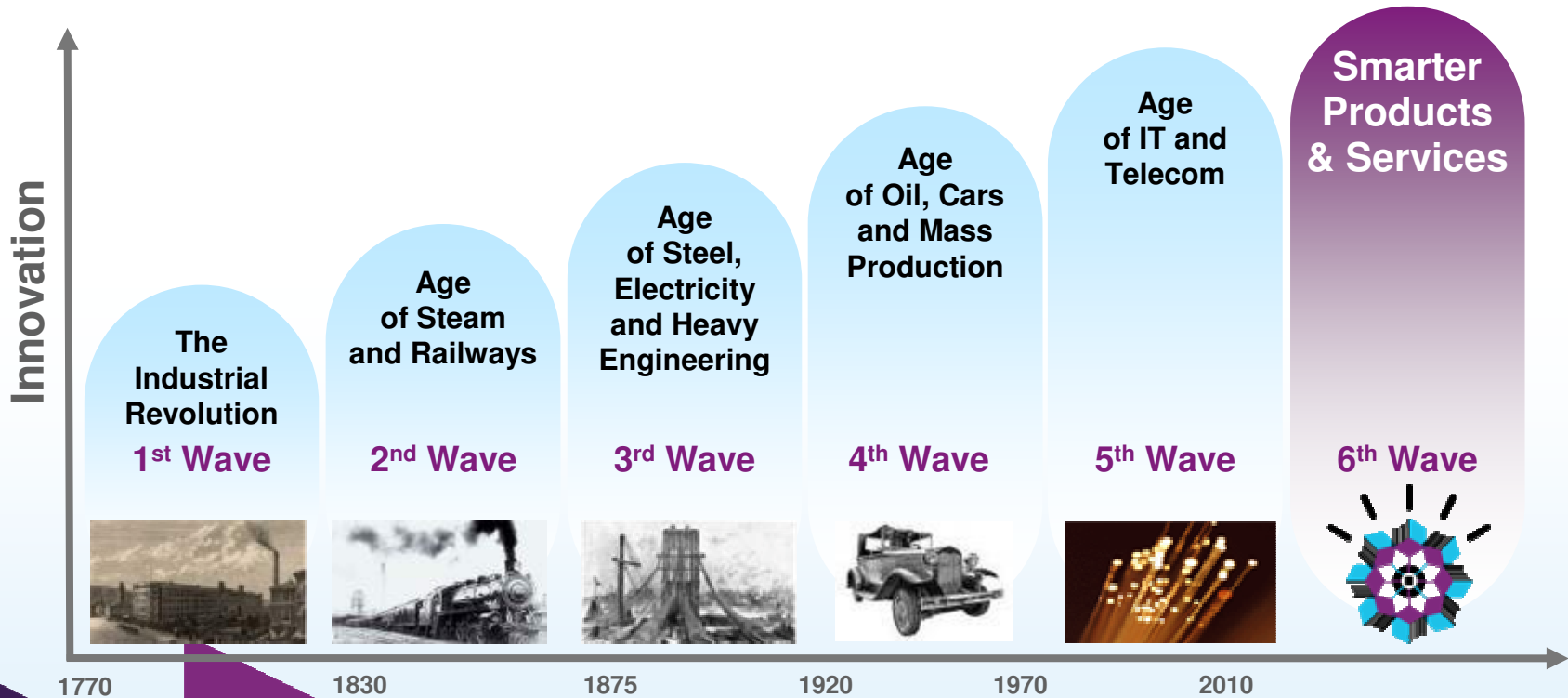


## Innovation that Matters

**Bete Demeke**  
**Vice President**  
**Rational Sales, IBM**



# We have entered a new wave of innovation

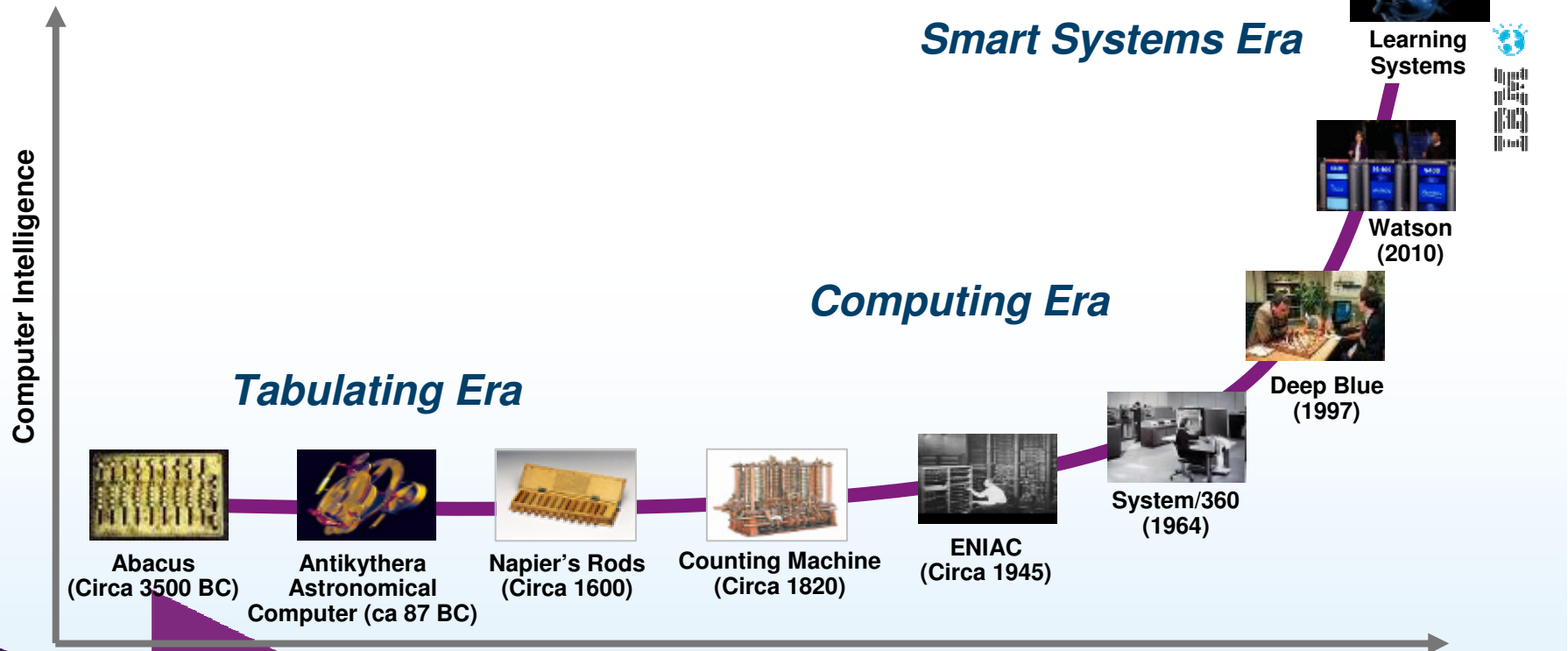


Source: "Next Generation Green: Tomorrow's Innovation Green Business Leaders", Business Week, Feb 4, 2008

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 **Software. Everyware.**

# And a new era of computing



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# Information technology as a science is changing



## Processing

Core speed and capabilities of computers

## Memory

How computers store and access information

## Connecting

How computers talk to people and machines

## Sensing

Getting information into computers

## Logic

Software and languages that let computers do tasks

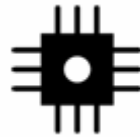
## Architecture

The changing nature of computing

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# Our world is getting smarter



Our world is becoming  
**INSTRUMENTED**



Our world is becoming  
**INTERCONNECTED**



Virtually all things, processes and ways  
of working are becoming  
**INTELLIGENT**

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# Macro trends are changing the software landscape

## Information from Everywhere



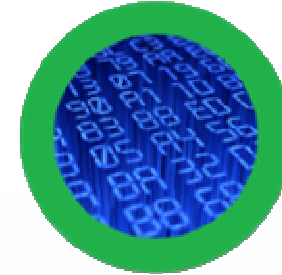
- Data and content
- Apps, web and sensors
- At rest and in motion
- Integrated and federated

## Radical Flexibility



- Cloud computing
- Virtualization at every level
- Automated administration
- Easy-to-use analytics

## Extreme Scalability



- “Big data” analytics
- Real-time stream processing
- Efficient parallelism
- Workload-optimized

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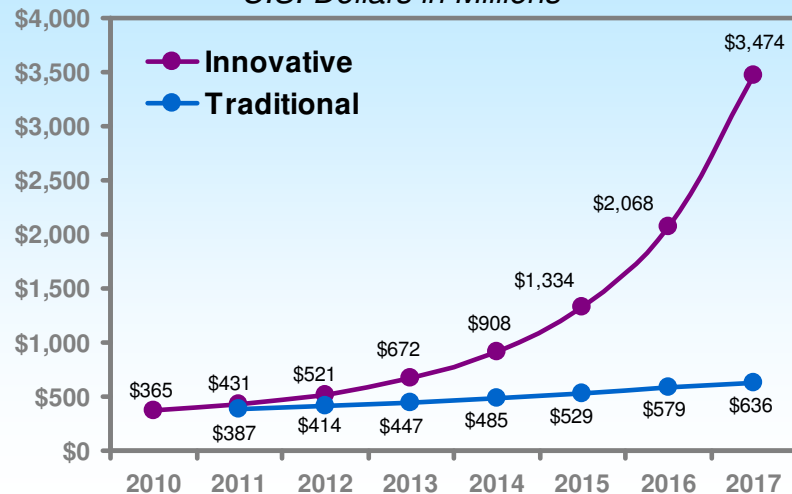
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# Businesses are prioritizing innovation for growth



## Comparative Value of Innovation Worldwide Product Market Forecasts

U.S. Dollars in Millions



- Top-performing CIOs integrated business and technology to drive innovation **2x more** than underperforming CIOs
- Top-performing CIOs cited **integration** and **collaboration** between IT and business as critical success factors

Sources: "Innovation as a Market Driver of the Globally Integrated Enterprise", WinterGreen Research, Inc., June 2011; and the IBM CIO Study, 2011

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Software is changing the way people live



They do *more* with *less*.

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*They extend their reach.*



**Globe™**

**Cut cost and time to deliver service promotions by 95% while increasing promotion related sales by 112%**

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They improve *customer satisfaction.*



Amsterdam  
Airport Schiphol



**Safely tracks 50 million bags with 60% fewer delayed or misplaced pieces of luggage**

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# Smarter Planet – How Clients Engage



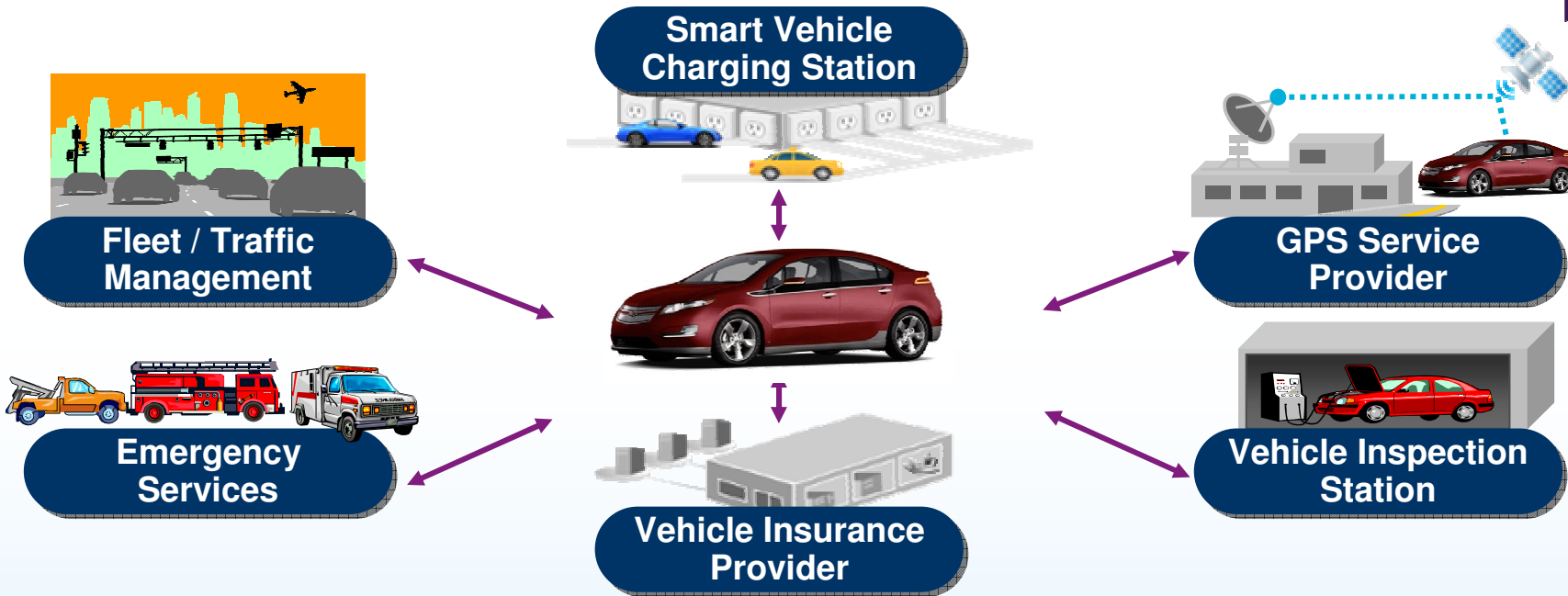
Smarter Industry	Instrument to Manage	Integrate to Innovate	Optimize to Transform
Healthcare	Electronic Medical Records	Health Information Exchange	Collaborative Care
Oil and Gas	Smart Sensing	Integrated Oilfield Management	Oilfield Modeling
Energy & Utilities	Smart Meters	Integrated Asset Management	Intelligent Utility Network
Transportation	Asset Instrumentation	Integrated Fare Management	Congestion Management
Telecommunications	Service Innovation	Carrier-grade Platform	New Services
Retail	RFID Tagging	Integrated Demand/Supply Sys	Smarter Commerce
Banking	Core Banking	Single View of the Customer	Market Expansion
Government	Digital Surveillance	Crime Information Warehouse	Crime Prediction and Prevention
Electronics	Track and Trace	Product Design Collaboration	Supply Chain Optimization



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# Evolution of product and service innovation



*45+ interconnected systems, 20+ different stakeholders,  
each with a different agenda*

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# How will software-driven innovation impact your business?

## Unique Delivery Challenges

*Heterogeneous ecosystem with dynamic supply chains*

*Emergent behaviors*

*Outcomes difficult to trace, understand and predict*

**REQUIRES**

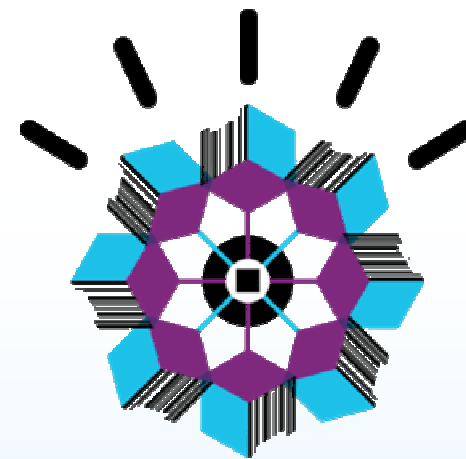
## Software is the Invisible Thread

*Managing software and systems development so that it acts in an agile way to respond to your business environment*



# Start your innovation agenda today

- Manage development for business outcomes
- Bridge the gaps with common objectives, methods, measures and tools
- Employ development analytics for governance



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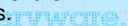
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[www.ibm.com/software/rational](http://www.ibm.com/software/rational)

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