

Optimizing the World's Infrastructure

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Business without **LIMITS 2012**

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In this new world everything is changing....



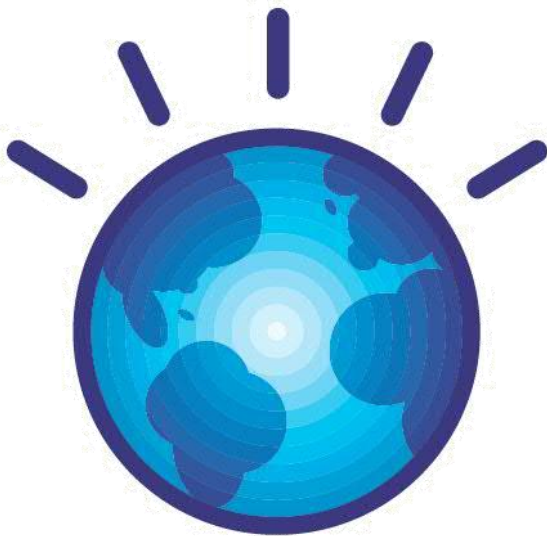
INSTRUMENTED



INTERCONNECTED



INTELLIGENT



80%

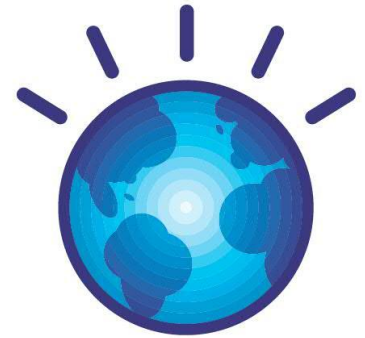
*CEOs anticipate
turbulent change and
bold moves ahead.*





Rethink IT.

- Speed delivery
- Improve economics
- Drive innovation

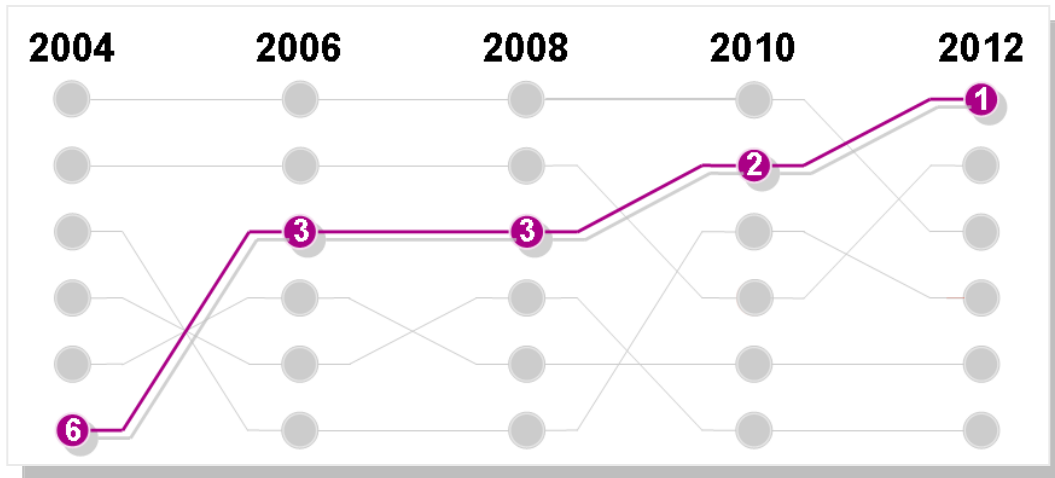


Reinvent business.

- Improve operating dexterity
- Redesign client relationships
- Uncover new profit opportunities



Technology will play a critical role...



Factors impacting organizations:

1. Technology factors
2. People skills
3. Market factors
4. Macro-economic factors
5. Regulatory concerns
6. Globalization
7. Socio-economic factors
8. Environmental issues
9. Geopolitical factors

Faster Delivery

90% 


view cloud as critical to their plans

Improved Reach

1 Billion 

Smart phones and 1.2 billion mobile employees by 2014

Responsive Operations

20B+ 

Intelligent business assets

New Insights

2.7ZB 

of digital content in 2012, a 50% increase from 2011

IBM is helping organizations embrace bold strategies to **Rethink IT**, and **Reinvent Business** services, processes, & relationships...



Optimize with Cloud



Speeding service delivery from 45 days to 20 minutes

Extend to Mobile Devices



Increasing sales with new promotions from 15% to 75%

Deploy Smarter Physical Infrastructures



Recognizing & repairing over 50% of issues before operations impact

Protect & Manage Data



Reducing the time it takes to backup critical data by 80%



Success is driven through a holistic approach to delivering and managing services that adapts to changing business priorities...



VISIBILITY

*See and understand
your business
in real time*



CONTROL

*Transform and
adapt while
limiting risks*



AUTOMATION

*Standardize best
practices and achieve
greater efficiency*

VISIBILITY



Bharti Infratel

Monitor 32,000 communication towers, saving US\$1.1M in diesel generator run hours, & reducing ~ 8.97 million lbs of CO2 emissions per year.



CONTROL



Czech Ministry

Control infrastructure through a single pane of glass, allowing five staff to monitor service across a geographically dispersed environment.



AUTOMATION



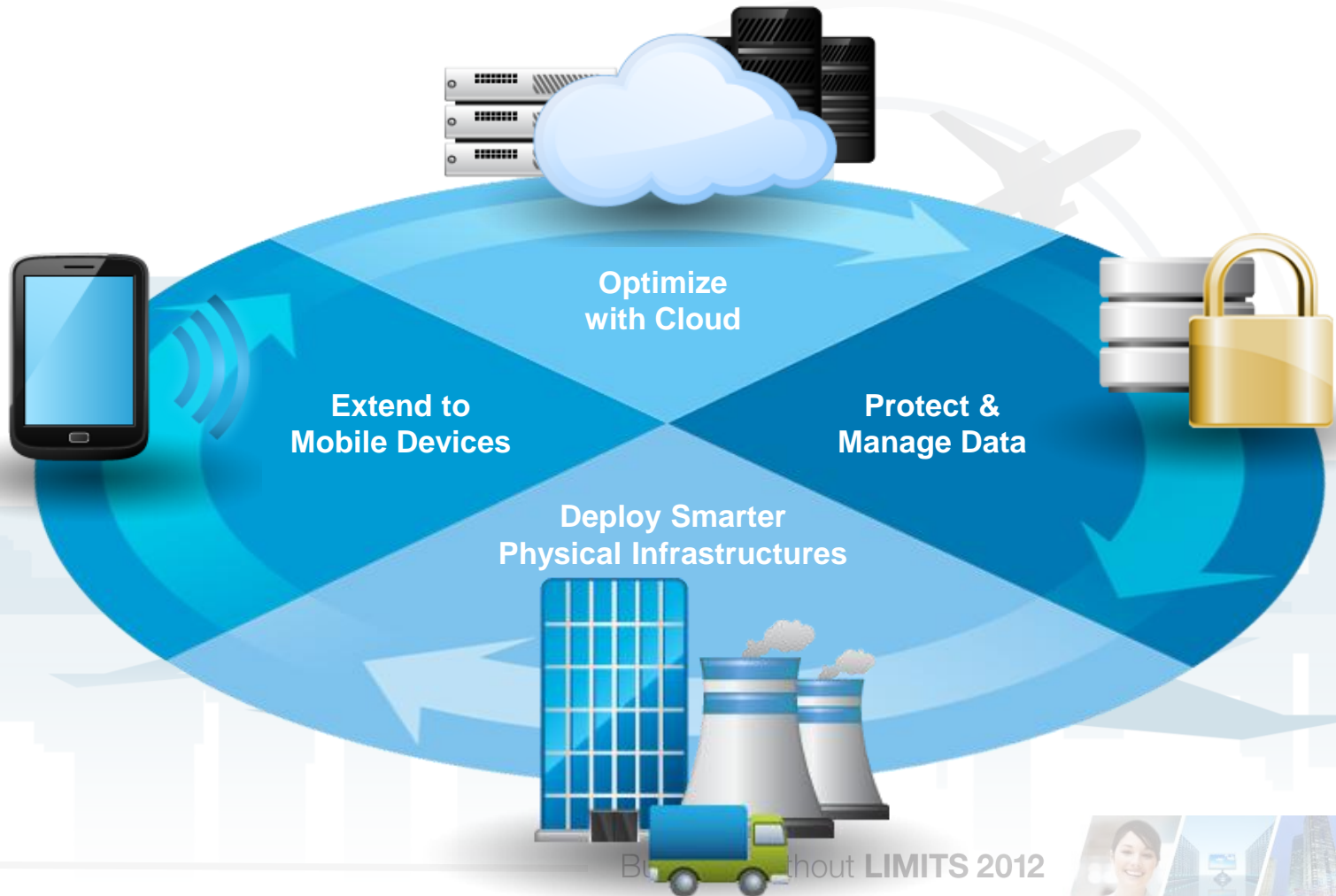
China Great Wall

Save US\$8,600 in energy usage/yr, shortened provision & configuration times by 99%, increased hardware virtualization by 79%, and reducing server usage by 30%.



IBM's integrated service delivery & management platform offers the proven capabilities and best practices needed for success.

Service Delivery & Management Capabilities



Optimize with Cloud

Nearly **60%** of CIOs view cloud computing as critical



- **Resilient** to the velocity of changing business needs
- Enables **choice & flexibility** in hybrid environments
- Provides **enterprise-class**, workload-aware services
- Built-in **analytics** for improved insight and decision making



- Speed infrastructure delivery from 45 days to 20 minutes
- Improve server to administrator ratio from 10:1 to 100:1

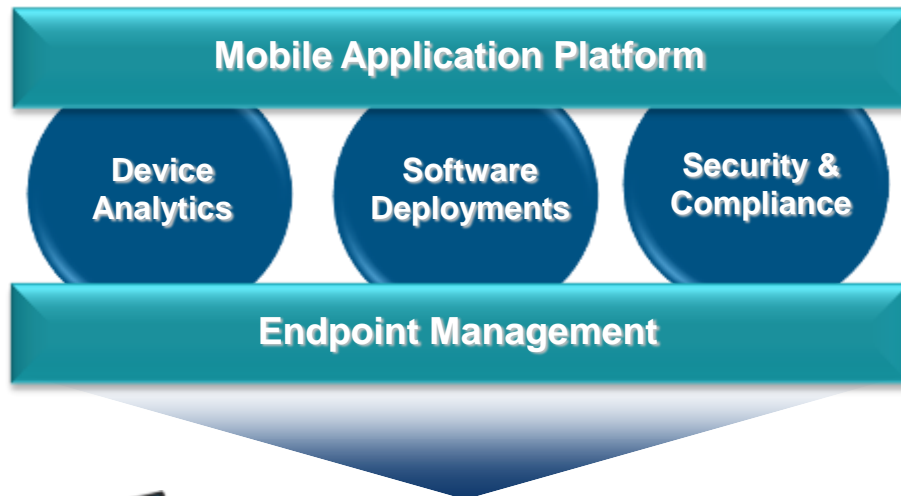


Extend to Mobile Devices

Nearly $\frac{1}{2}$ of devices accessing applications will be mobile



- Build applications **optimized** for mobile
- Deploy software apps **worldwide** in days.
- Find **all assets** on your network – NOW!
- **Patch** anywhere, anytime over any network.
- Continuously **enforce security** for mobile and off-network devices.



Desktops / laptops / servers



Mobile endpoints



Purpose-specific endpoints

MaaS360[®]
by Fiberlink

- Enables service innovation & 25% yr/growth with cloud endpoint management
- Managing over 500,000 endpoints and still growing

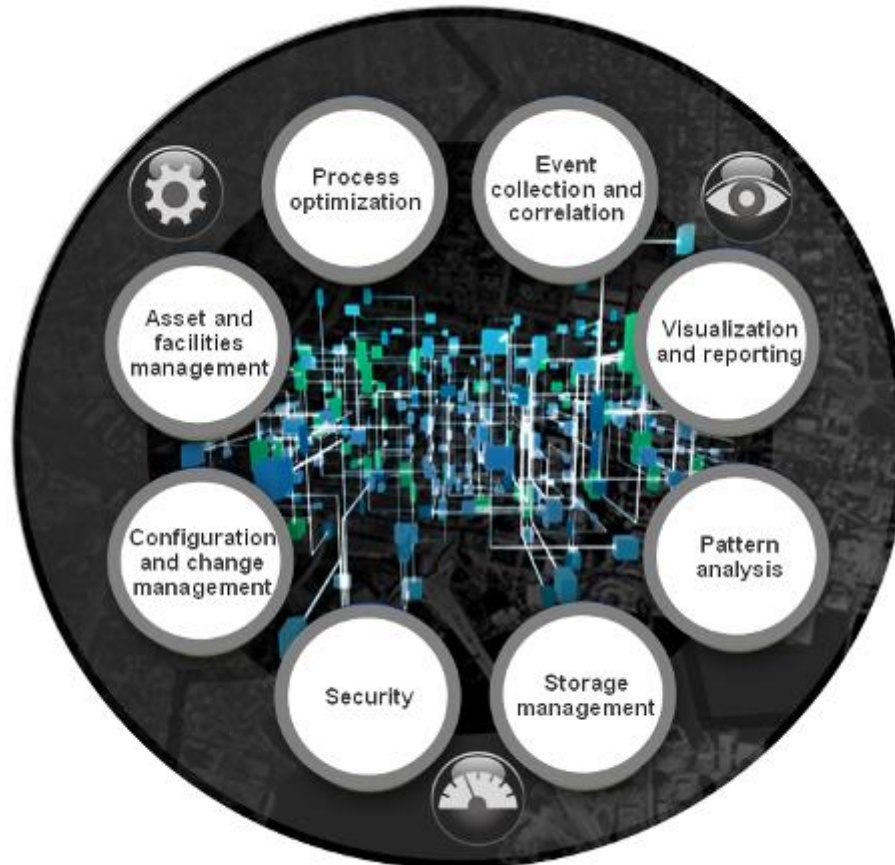


Deploy Smarter Physical Infrastructures

Over **20B** machine-centric intelligent devices



- **Predictively** manage the asset lifecycle
- Monitor the **health** of smart infrastructures
- Understand the **impact** of problems on service
- Optimize **workflow** across business & IT operations
- Track key **performance** indicators



- Operational excellence & performance at 100 plants world wide
- Visibility into inventory & demand across sites = huge cost savings

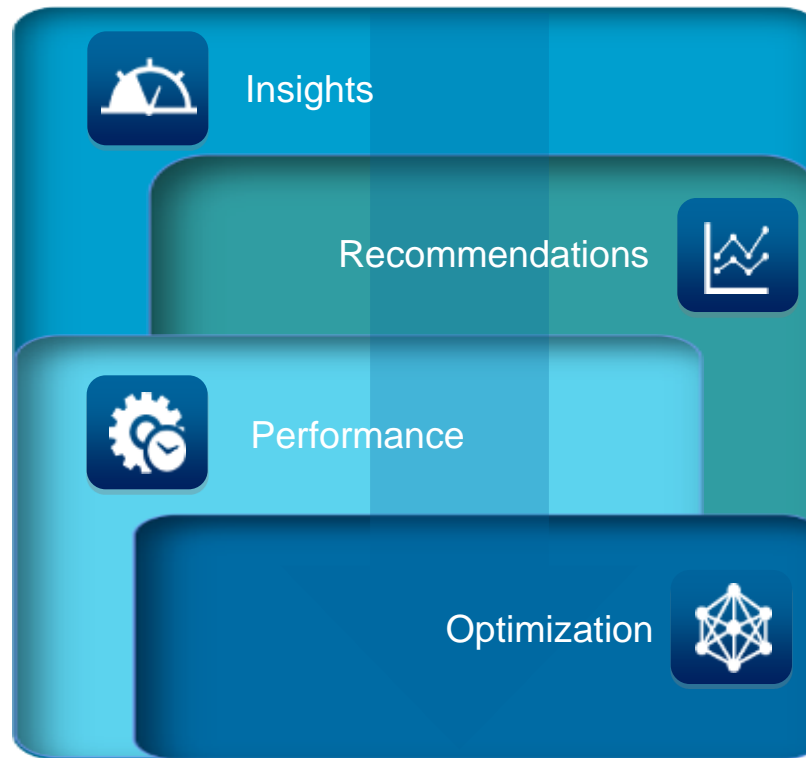


Protect & Manage Data

2.7ZB of digital content, a 50% increase from 2011



- **Data Protection** reducing the amount of data at risk between backups by 90%
- **Unified Recovery Management** to configure, monitor and execute all backup/recovery operations
- **Storage Virtualization** to improve storage utilization by 30% or more
- **Advanced Storage Resource Management** to effectively monitor, manage and troubleshoot
- **Integrated reporting and monitoring** to provide visibility, control and automation

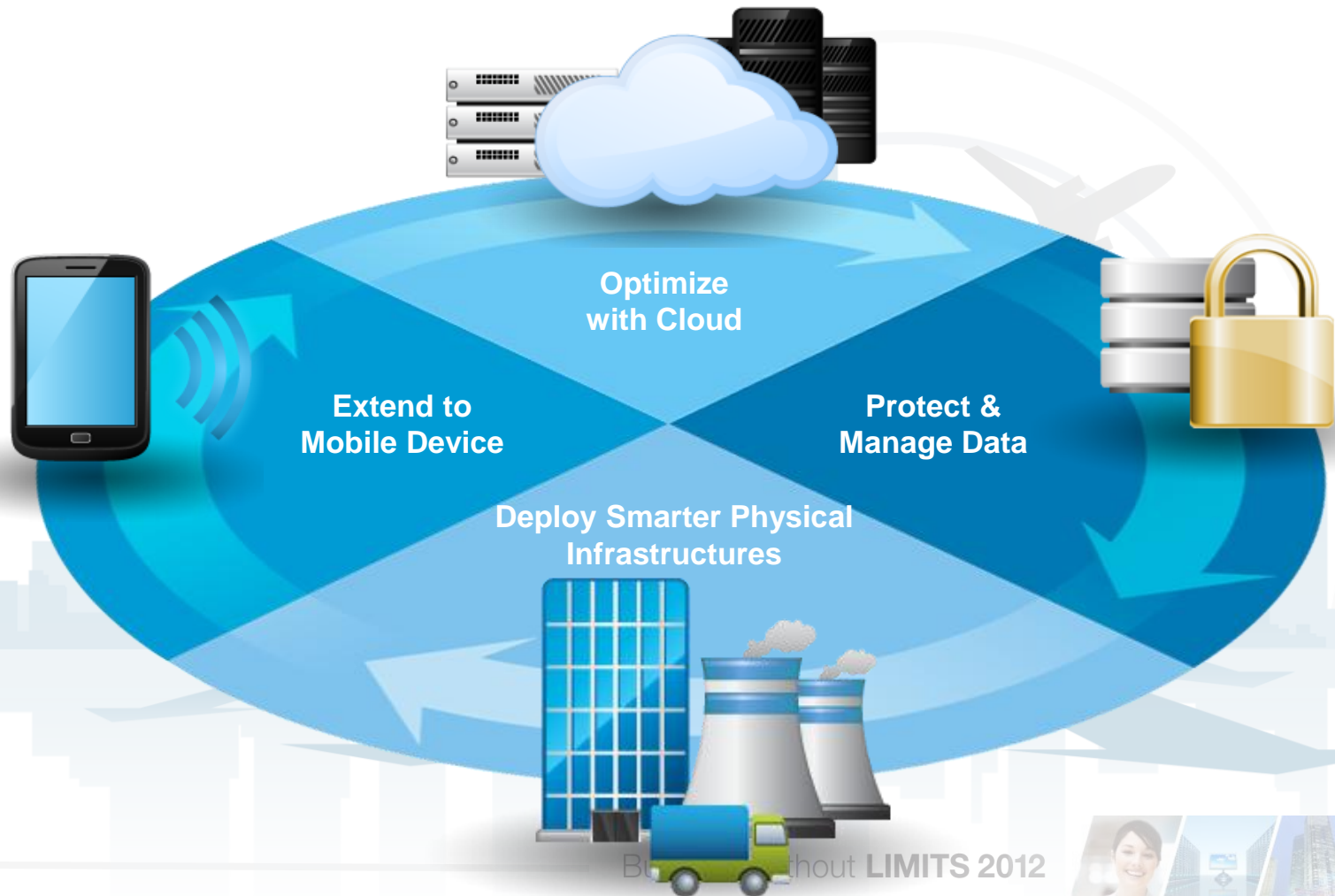


- Perform nightly and full image backups within 8 hours
- Resolve environmental issues
- Increases backup success by 9%



Only IBM brings these capabilities together to enable integrated delivery of business services across complex, interconnected infrastructures...

Service Delivery & Management Capabilities



Only IBM brings these capabilities together to enable **integrated delivery of business services** across complex, interconnected infrastructures...



- Transformed supply chain across **5k stores & 54 countries**
- Reduced backorders **85%**



- Increased water leak detection **eightfold** for participating citizens
- Decreased water utilization during pilot **6.6 percent**



- Handling **70 million** pieces of luggage/year
- Increased capacity by **20 million**



IBM has announced **NEW Capabilities** to help you meet change head on...



Cloud Computing
drive service innovation



Smarter Physical Infrastructure
enable new business models



Mobile
expand client reach



Data Protection & Storage
assure data for insight



Optimize with Cloud

New capabilities help organizations move beyond virtualization to on-demand, cost-effective service delivery...



IBM SmartCloud Foundation



What's new:

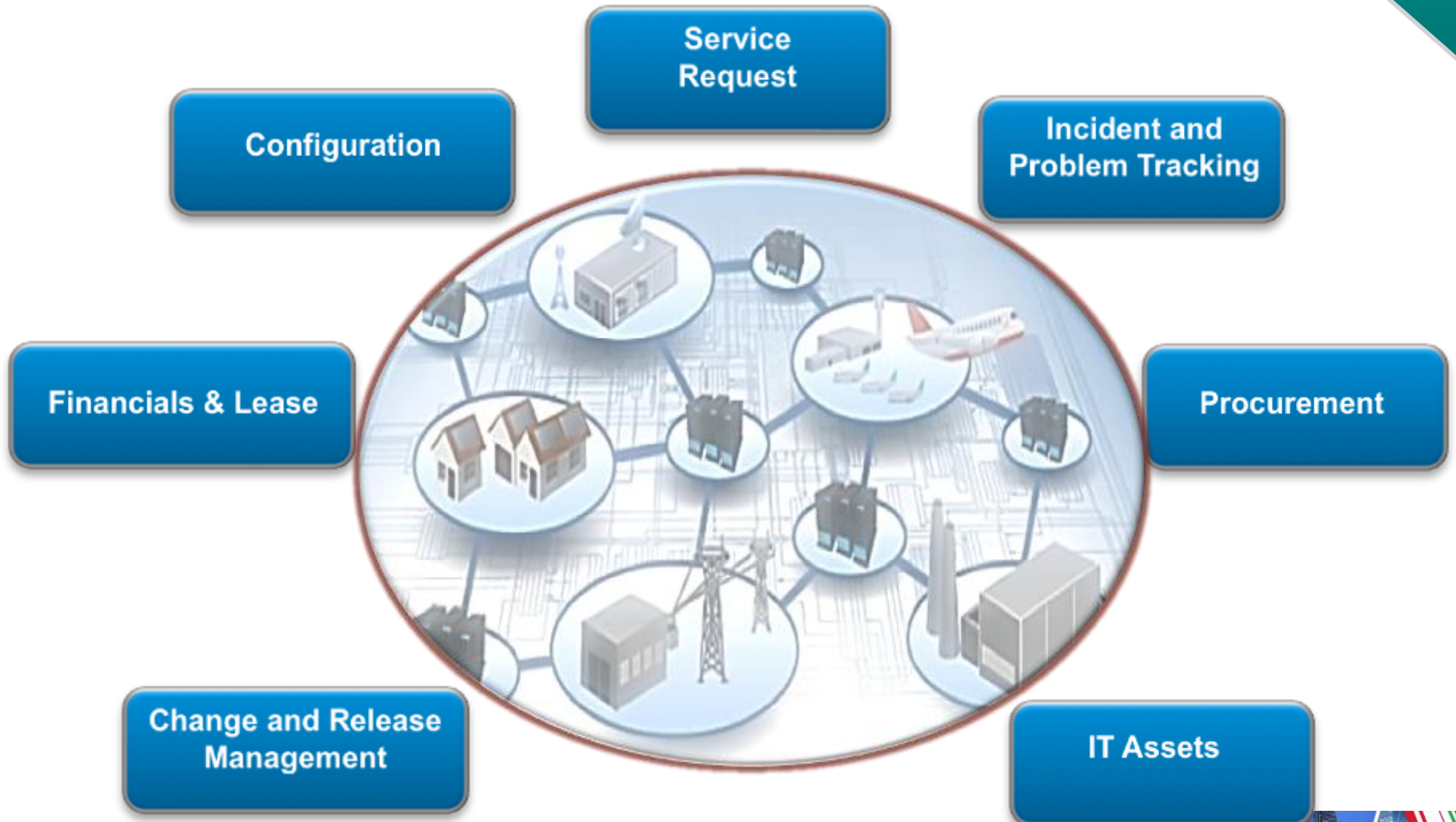
- SmartCloud Control Desk
- SmartCloud Monitoring
- SmartCloud Provisioning
- SmartCloud Application Performance Manager
- SmartCloud Continuous Delivery
- SmartCloud Virtual Storage Center
- Service Management extensions for Hybrid Cloud



IBM SmartCloud Control Desk

Holistically controls complex service management processes

New



IBM SmartCloud Monitoring & Provisioning

Visibility and Control of Optimized IT Infrastructures and workloads

*New and
Enhanced*

IBMSmartCloud Monitoring

- End-to-end element visibility
- Proactive problem analysis
- Intelligent workload placement
- License optimization
- Capacity planning

IBMSmartCloud Provisioning

- Highly resilient cloud manager
- Hypervisor agnostic platform
- Advanced image management
- Image lifecycle composition

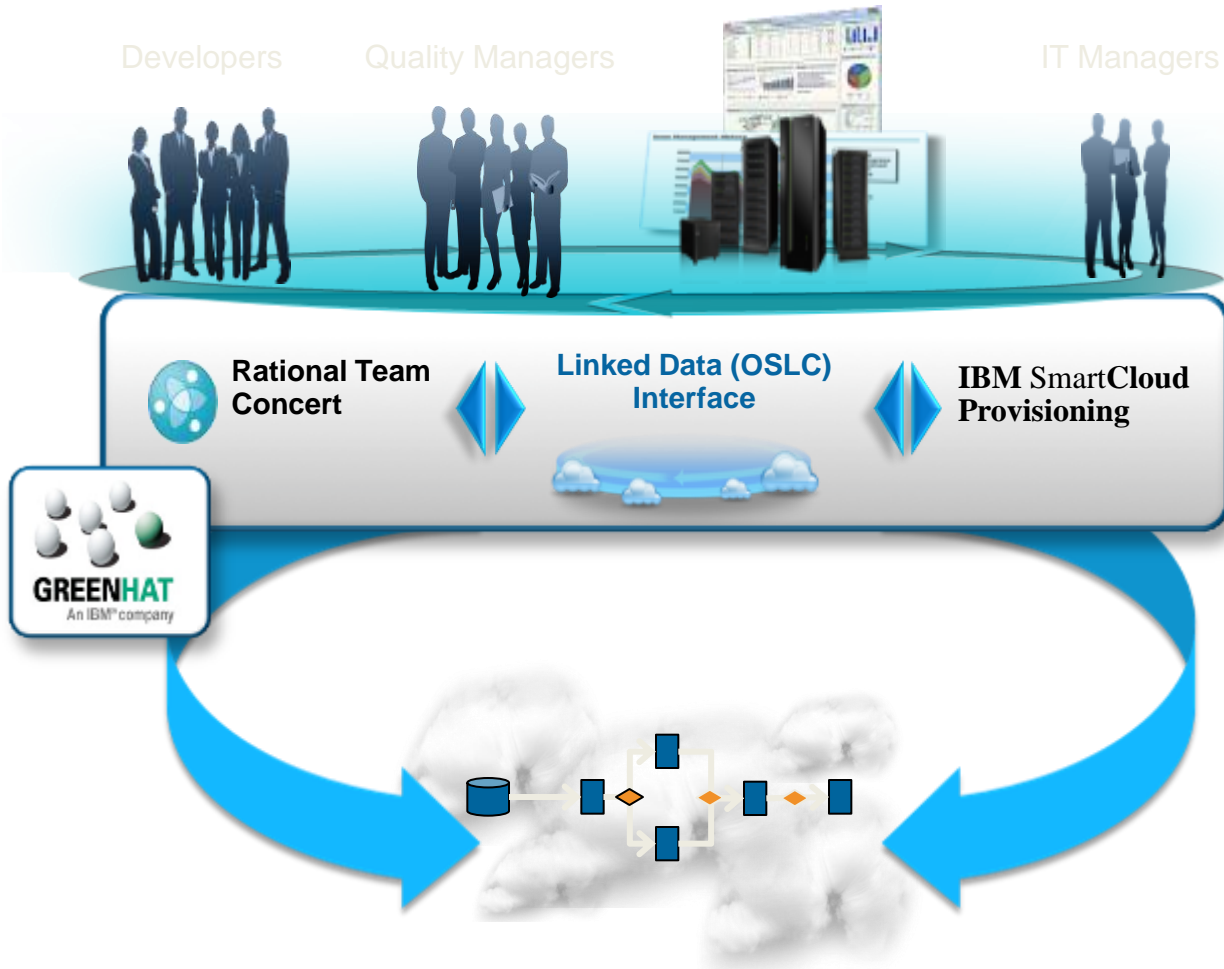
- Start small and scale up
- Real-time capacity on-demand
- Analytics based optimization



New

IBM SmartCloud Continuous Delivery

A simple approach to lifecycle agility



- Accelerate delivery
- Self-service
- Reduce risk
- Improve quality
- Manage change
- Optimize Workload Patterns



IBM SmartCloud Application Performance Manager

Optimize end user performance and prevent outages

New



See Value Quickly

NEW! Out-of-the-box **dashboards** provide at-a-glance KPI readouts from anywhere

NEW! Get SmartCloud APM up and running quickly in your environment with new **agentless** transaction tracking technology



Comprehensive Coverage

NEW! Supports the latest IBM and non-IBM middleware. Updated support for **DataPower, DB2, WAS, SAP and more**

NEW! Monitor both traditional and cloud-based applications.



Leverage IBM Expertise

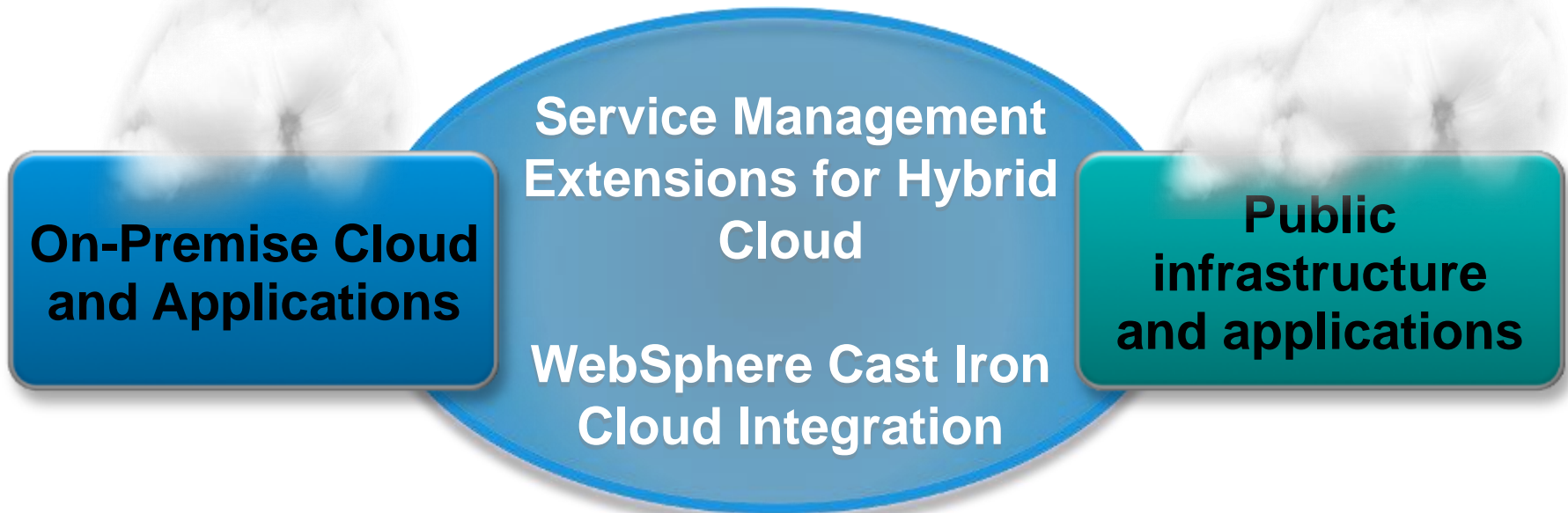
NEW! Built-in **IBM expert advice** guides operators to possible root causes and recommended actions.

NEW! **Impact analysis** dashboards allow you to easily pinpoint which parts of your user base are being

Service Management Extensions for Hybrid Cloud

Integrate clouds with centralized monitoring, security and automation

New



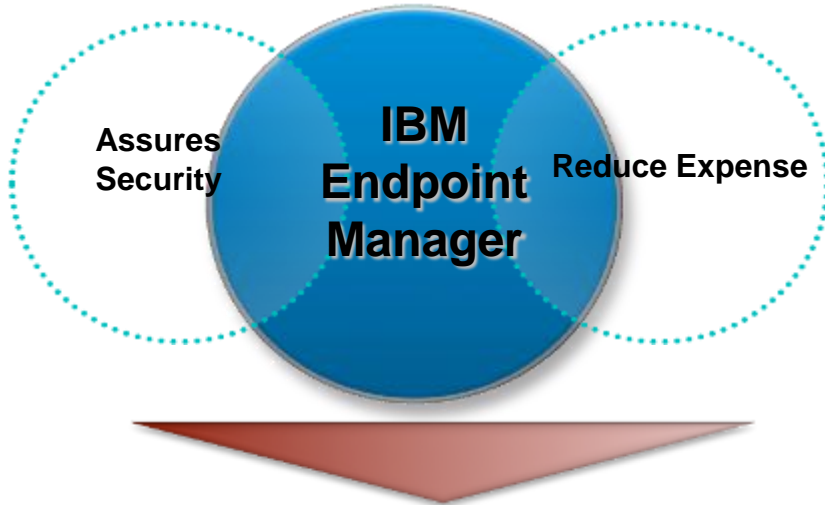
- Visibility across all resources
- Control system and security management
- Automate workload flows across clouds



IBM Endpoint Manager

Extending Enterprise endpoint management to Mobile

New



- Mobile Lifecycle Management
- Security threat detection and automated remediation
- Advanced management for iOS, Android, Symbian, Windows Phone



Extends IBM's existing 550,000 endpoint deployment

Enterprise Servers, Desktop and *now Mobile*



IBM Maximo®

Innovating to reach new heights of infrastructure performance and reliability

New and Enhanced



- Health, Safety and Environment Management
 - Improve employee and public safety, reduce risk to the environment and manage regulatory compliance
- Supply Chain Management
 - Greater control over critical procurement to improve operations and optimize enterprise inventory
- Comprehensive Industry Solutions
 - Transportation, Nuclear, Oil and Gas



IBM Smarter Buildings

Tririga® enables a complete solution for facilities optimization

New and Enhanced



IBM SmartCloud Virtual Storage Center & Tivoli Storage Management Suite

Intelligently controls and optimizes Cloud Storage with pay as you go pricing

New

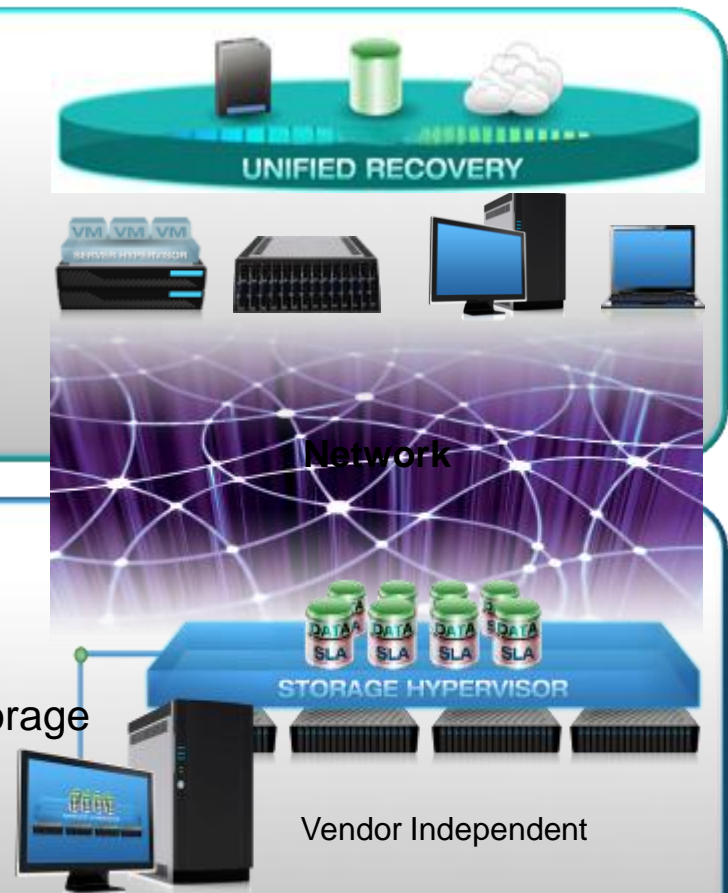
Tivoli Storage Management Suite

- Data reduction for recovery and retention
- Always on recovery service
- Instant recovery for virtual environments and applications

Early Experience Program

SmartCloud Virtual Storage Center

- Virtualize physical storage resources
- Flexible management of heterogeneous storage
- Central management of virtual storage



IBM provides the visibility, control and automation needed to respond to changing priorities and realize the potential of your business...



VISIBILITY



CONTROL



AUTOMATION

**React with
agility to
competitive
landscape**

**Execute with
reduced
risk & cost**

**Achieve
desired
business
outcomes**



Optimizing the World's Infrastructure



Business without **LIMITS** 2012

