



# The IBM Software Story

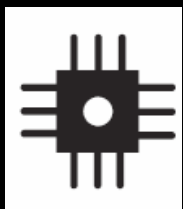
**Virginia Sharma**

Director, Marketing & Communications  
IBM Software Group - India/South Asia



# Something profound is now happening with our world

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Our world is becoming  
**INSTRUMENTED**



Our world is becoming  
**INTERCONNECTED**



Virtually all things are becoming  
**INTELLIGENT**



*... our planet is becoming smarter*

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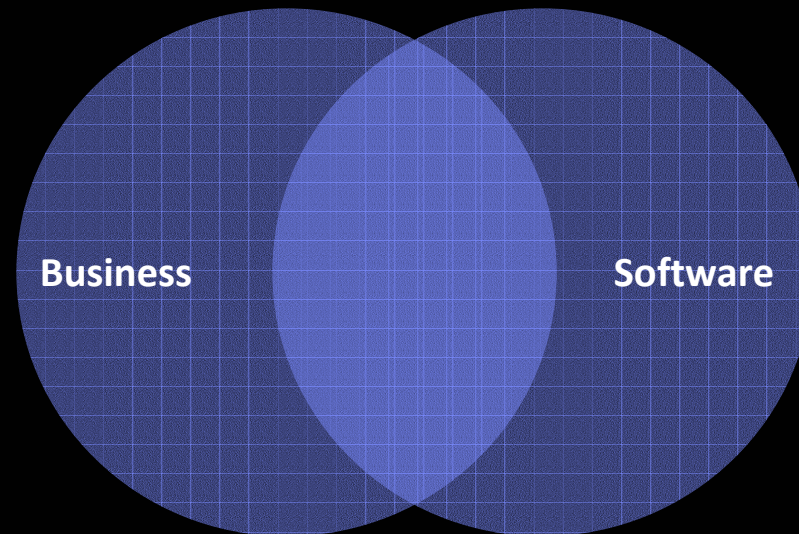
# Software is playing a leading role in transforming the planet and making businesses smarter

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Software integrates information, empowers people, connects global ecosystems, optimizes business processes.

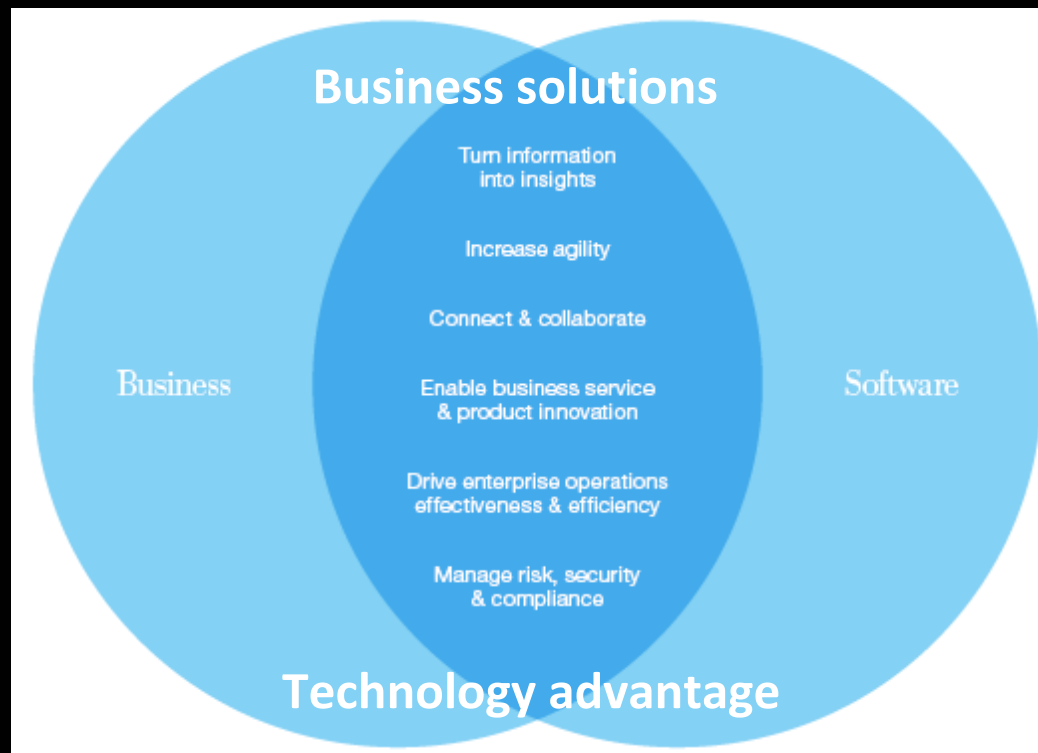
Today, more than ever, organizations use **software** to enable every facet of their **business**.



# But with rapid change and new ways of working come new challenges...and new needs



These needs range from building technology advantage to developing new strategic business solutions



IBM Software is addressing these needs by making innovation real, raising the ROI of IT and expanding business impact.



As the **world's largest business software company**, IBM is helping organizations of all sizes tackle their most important business challenges, and creating smarter businesses.



Smarter Energy & Utilities



Smarter Government



Smarter Healthcare



Smarter Transportation



Smarter Solutions for Retail



Smarter Banking



Smarter Insurance



Smarter Telecommunications



Smarter Chemical and Petroleum



Smarter Electronics

# Smarter Government



## Central Ministry

How do we combat fraud – money laundering, tax evasion... in the financial system?

- Pattern matching
- Entity resolution
- Continuous data feeds
- Self-generating logic
- Real-time alerts



## IBM Software

Tivoli, Entity Analytics, Cognos, Datastage, WebSphere  
Process Server

# Smarter Banking



## Public Sector Bank

- How do we get a single version of the truth?
- How do we get information to the people closest to the customer?
- Can we better target our campaigns?
- How do we grow our Payments profitability ?

## IBM Software

Tivoli, DB2 Enterprise Datawarehouse, Cognos,  
Websphere Portal





# Smarter Infrastructure

## Telecommunications Infrastructure Provider

- How do we manage 25,000 sites, and automatically monitor health and energy usage in real time?
- How do we bring down energy and related costs by 20 - 30%?
- How do we optimize tower configurations to ensure highest level of overall efficiency?
- How do we provide real time reporting and automated alarms to drive and monitor field force actions?



### IBM Software

IBM Tivoli® Netcool®, IBM Maximo®



# Smarter Financial Markets

## Stock Exchange

- How do we better manage our VSAT network?
- How can we store and retrieve the tons of documentation we get?
- How do we respond faster to queries from SEBI?
- How do we enhance our positioning in the investor community?

## IBM Software

Tivoli, WebSphere Portal, DB2 Datawarehouse,  
Lotus Domino



# Smarter Software Development

## Solution Provider

- How do we grow 4X in 4 years?
- Can we drive non-linear growth?
- Can we move from T&M to fixed to outcome-based pricing?
- What's the next business line we need to build?
- How can we consolidate financial information across our subsidiaries?

## IBM Software

Rational, Infosphere CDC, Cognos, WebSphere ESB



# IBM delivers software that helps our clients to build the capabilities required to transform their industries.



## Core set of IBM Software capabilities

Advanced analytics	Financial performance & strategy management
Analytic applications	Information integration, warehousing, & master data management
Application infrastructure	Messaging & collaboration
Asset management	Network & service assurance
Business intelligence	Portals & mashups
Business planning & alignment	Product & project management
Business process management	Product & software lifecycle management
Business service management	Security
Connectivity & integration	Social software
Data management	Storage management
Design & development	Unified communications
Electronic commerce	
Enterprise content management	

## Industry Frameworks

Energy and Utilities	Aerospace and Defence	Retail
Transportation	Consumer Products	Education
Banking	Healthcare	Life Sciences
Financial Markets	Telecommunications	Media and Entertainment
Electronics	Government	Automotive
Industrial Products	Insurance	Chemical & Petroleum

## IBM Software Brand Family

- Tivoli Software
- Lotus Software
- WebSphere Software
- Rational Software
- Information Management Software
- Business Analytics Software

# For the past 50 years, IBM has been delivering smarter software that is...



## FUELLED BY EXPERTISE

Software  
Business  
Industries

How it all connects  
How to get real results

More than \$ 8BN in acquisitions, and \$ 9BN in R&D between 2007-09

Over 4000 patents in 2008

World's largest math dept.

20 invention plateau holders in India Software Labs

> 30,000 WW partners

## BUILT FOR CHANGE

Open  
Easily integrated  
Flexible

Helping clients anticipate and lead change

100+ acquisitions till date.  
\$20BN earmarked for future acquisitions

Contributes to over 150 open source projects

300 SOA patents

## READY FOR WORK

Industrial-strength  
Proven  
Ready-to-scale

Dedicated to solving clients' challenges

60 laboratories WW practicing agile development

End user services support for 4.3M end users

WW Level 2 centre of competence out of India Software Labs

In India, we have been aggressively expanding the ecosystem around IBM Software, and investing heavily in skillset building



## Project Praviin

- 88 Centres of Excellence
- Curriculum inclusion in 25 Universities



Total Certifications	10080
Total Trained	24977
Students Trained	23391
Students Certified	9349
Faculty Trained	1586
Faculty Certified	731

- 112,400 Registrations, 2100 colleges
- 50+ colleges have TGMC as the official final year project
- In the Limca Book of Records as the 'biggest Software Development contest'



## Partners with Skills

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- Software Value Plus - Partners that can ensure Deployment success
- Across all Partners, over 2000 Certified Business Partner Reps, for all 5 Brands
- About 60 Partner resources being mentored by our Architect & Pre-sales team

Nett: 2400+ deployment capable professionals among our Focus Partners

# Celebrating Excellence: The Great Mind Challenge For Business



Recognition for clients who've implemented our software solutions to create exceptional business value

The winning team gets:

- A prized IBM trophy for your company.
- Felicitations at IBM Software Universe, a premier Software Group event.
- Presenting your solution at international IBM conferences.
- An invaluable certificate from IBM for your department.

**2009: 131** unique nominations  
from **53** companies; **21**  
finalists; **8** winners

**2010: Will you be one?**

# TGMC For Business Awards - Winners

## IFFCO for ICT Initiatives for Farmers and Cooperatives



Built on Lotus Domino, the solution is aimed at providing e-services to farmers and maintain an authentic repository of information for rural India

## CRIS for Crew Management System



Used by the Indian Railways crew of 1 lakh drivers, the solution automates the critical Crew Scheduling and Management function ensuring the right staff for each train saving time and manpower



By automating various system administrative functions, MNYL decreased turn around time while optimally utilizing resources, helping it manage it's spiraling growth better

## Federal Bank for FedFast–The Payment Hub.

Using IBM WebSphere Enterprise Services Bus (ESB) Federal Bank has not only reduced its costs related to the Foreign Remittance drastically but due to faster turnaround time, its NRI customers have increased manifold.



# TGMC For Business Awards - Winners

SOA - TATA Sky Limited

TATA Sky - Innovative and highly available services design including SMS based SOA services which reduced cost to serve customer

Konkan Railway Corporation Limited

The reliability of Informix, helped Konkan Railways to streamline business services and keep trains on time in the most difficult of terrains while reducing TCO and energy costs by 20%

Cybernet SlashSupport

Using Lotus Sametime, CSS reduced its travel and telephony costs drastically. Unique features like "Click-to-Call" and "Sametime Bots" helped employees save time and become more productive

SOA - Airtel

Airtel - transformed its Operational Support Systems and Business Support Systems by using various IBM Software Products and Services, along with drastically reducing its account activation time



# Our Best-kept Secret – India Software Lab!



**Dr. Nagaraj N**  
IBM DE, 18 patents  
Chief Security Architect –  
Identity Management



**Anindya Neogi**  
Energy mgmt & IT analytics expert  
10+ filed patents



**Geetha A**  
Performance & Tuning  
expert



**Raj Patil**  
Notes client architect  
4+ patents



**Sugandha S**  
Websphere adapters  
Cloud computing  
integration



**Rajesh Thakkar**  
Architected portfolio and  
product mgmt product



**Alwyn Lobo**  
Business integration guru  
Cloud connectivity development



**Deepak Srinivasa**  
Innovative Visualization



**Priyansh Dixit**  
Smarter Cities expert  
Traffic prediction, retail



**Bhavani Iyer**  
Information integration  
expert

**IBM Software is solving big, hairy, audacious problems  
...are you missing out?**

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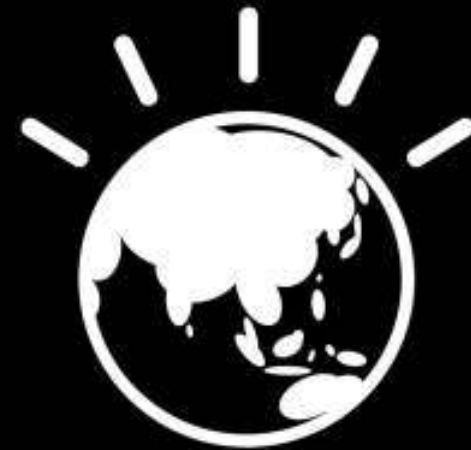


**What's your vision for your  
organization?**

**What's your  
biggest challenge?**

**What do you want  
solved today?**

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



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Additional case studies (non-Tivoli)

# ANNEXURE

# Smarter Manufacturing



## Paints Manufacturer

- How do we rapidly disseminate information to dealers?
- How do we make sense of the information generated by my plant floor systems?
- How do we manage information across silos?
- How do we attract and retain a new generation of employees?
- How do we plan, budget, run end-to-end financial scenarios?



## IBM Software

Information Integration Framework, Websphere Portal,  
Lotus Connections, Filenet, Cognos

# Smarter Distribution

## Public Sector Oil Company

- How do the big 3 oil companies buy and sell products from each other?
- How do we reconcile transactions at multiple points across the country, thru multiple exchange modes?
- How do we keep track of settlements each month?
- Oil Exchange Hub



## IBM Software

Powered by Websphere

# Smarter Telecom

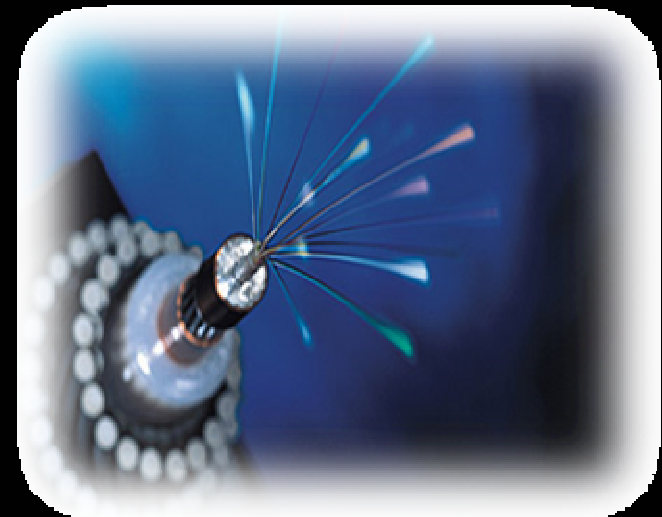


## Telecommunications Provider

- How do we integrate customer service across my multiple companies?
- How do we offer differentiated value-added services?
- How do we respond rapidly to changing client requirements?

### IBM Software

WebSphere Portal, EAI



# Smarter Web Commerce

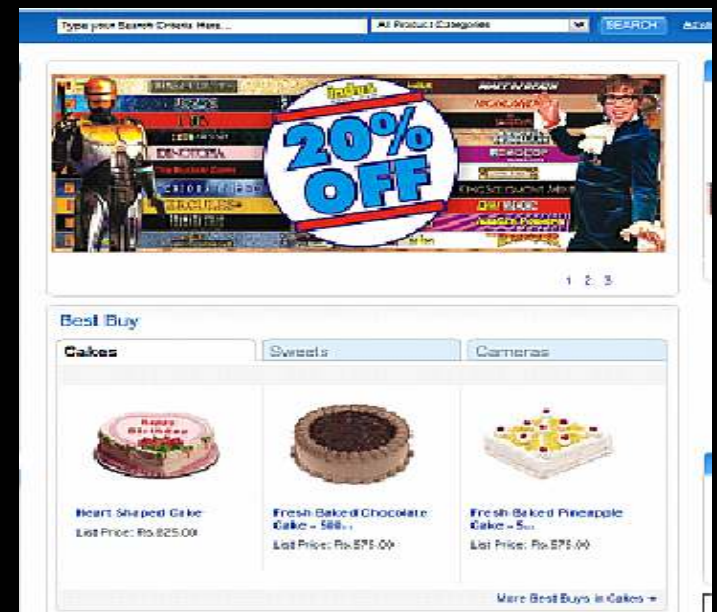


## Online Auction Site

- How do we rapidly add new product categories?
- How do we ensure we don't fall over on peak auction days?
- How do we shut out security vulnerabilities in our web applications?

### IBM Software

WebSphere Commerce Server, Rational Appscan.  
Lotus Web Content Mgmt, DB2 Enterprise  
Server





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