Realize Business Agility: Transform to Grow

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The New Normal: Change, Complexity, Uncertainty

$488 billion
Lost in process inefficiencies in Fortune 500 companies

$534 billion
In mobile transactions by 2015

85%
Of enterprises use external cloud services

50%
Of businesses plan to adopt more collaborative sourcing models

70%
Of businesses outsource one or more strategic activities

50 billion
Devices connected to the Internet by 2020

Presents Both Challenges and Opportunities

NETFLIX

Stock Grows
250% in 2010

amazon.com.

2010 Net sales
increased 40%

BORDERS.

Filed for
bankruptcy
protection

BLOCKBUSTER

Files bankruptcy
on September
2010

Caterpillar: Transforming to Meet Today's Needs

With A Smarter Physical Infrastructure

Business Networks Impact How We Do Business

Transformation is Not Optional

Excellence is a Moving Target

Forward Thinking Organizations Are Transforming

Launches new services **50% faster; doubled market share** with optimized portfolio

Launch Campaigns **in two days instead of months**

Key Capabilities for Transformation are:

- Agile processes and decisions
- Rapid, adaptable integration
- Unbounded applications
- Flexible and intelligent infrastructure

SOA

Business Outcomes

Business Strategy

Business Process Management

Connectivity and Integration

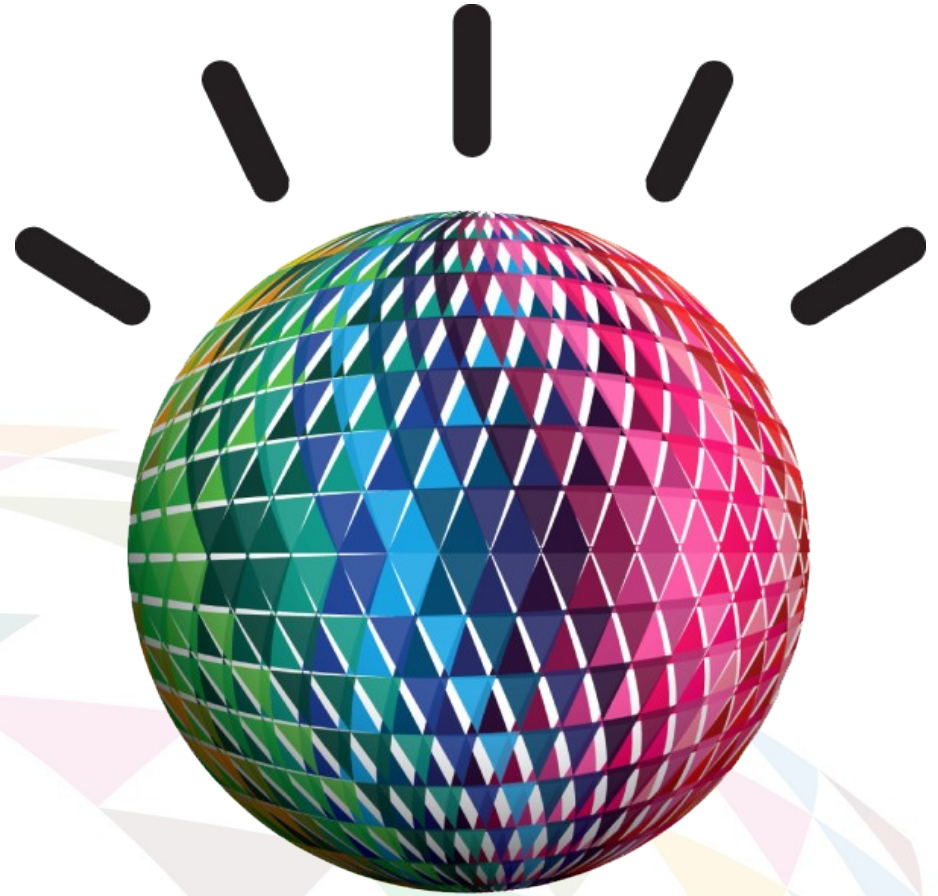Application Infrastructure

Appliances

Mobile

Cloud

Successful Transformations are Built on Business Agility

Business Agility Requires:

- Enterprise Visibility

- Operational Dexterity

- Process Integrity

80% of CEOs think their business is going to be a lot more complex….only half of them feel equipped to manage it.

Set A Roadmap To Business Agility

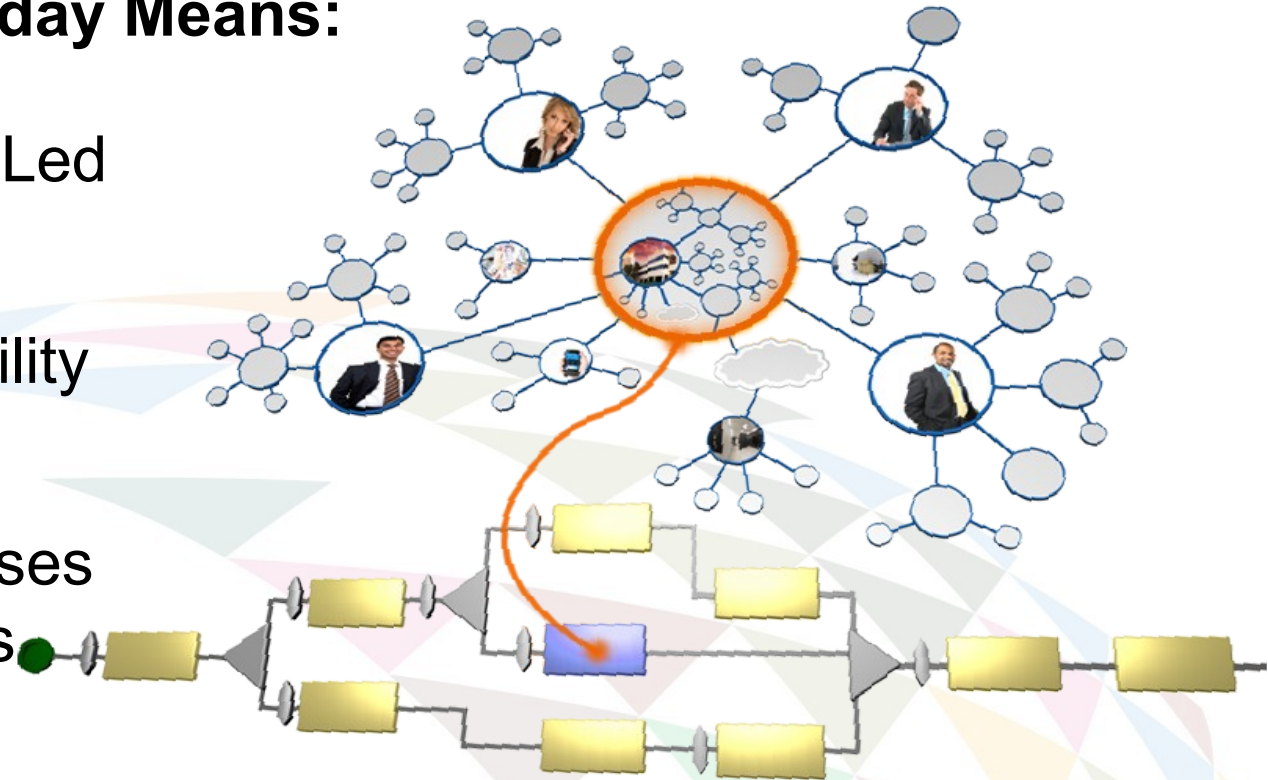## Execute a Strategy For Better Business Outcomes:

- Fuel New Growth

- Speed Time to Value

- Reduce Total Cost of Ownership

Can Your Processes Handle Change, Uncertainty and Complexity?

Transformation Today Means:

- Simpler Business Led Change

- Full Process Visibility and Governance

- Optimized Processes and Decisions

Agile Processes and Decisions with
Business Process Management

Redefining BPM with Simplicity, Power, Visibility, and Governance

IBM Business Process Manager

- Powerfully simple

- Centralized visibility and control

- Industrial grade scalability

Combining the Power of WebSphere Process Server with the Simplicity of Lombardi Edition

# Who Runs Your Business – You or Your Packaged Applications?

Transformation Today Means:

- Take Control of Applications
- Leverage End-to-End Application Visibility for Rapid Change
- Reuse Services Across Composite Applications and Cloud

Unbound Applications with
Service Oriented Architecture

BPM and SOA Come Together to Differentiate the Way You Do Business Today
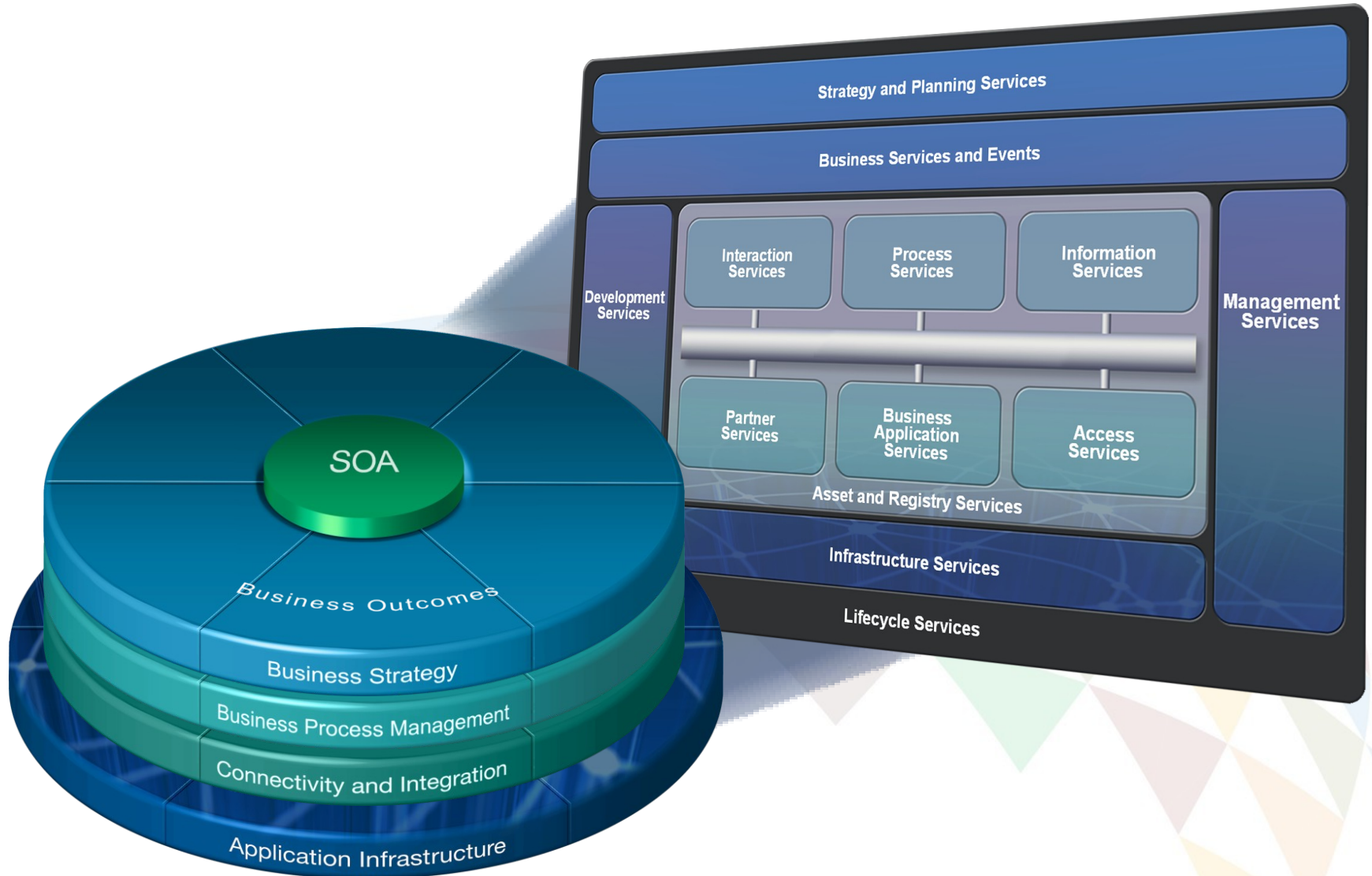
City of Madrid

Reduced Emergency Response Times by 25% Using BPM and SOA

City of Madrid Video

City of Madrid

Integrating Applications, Data and Processes Across Different Agencies

Are You Making the Connections You Need on a Smarter Planet?

Transformation Today Means:

- Inform Decisions with New Information

- Embrace New Channels

- Enrich Interactions Across Your Business Network
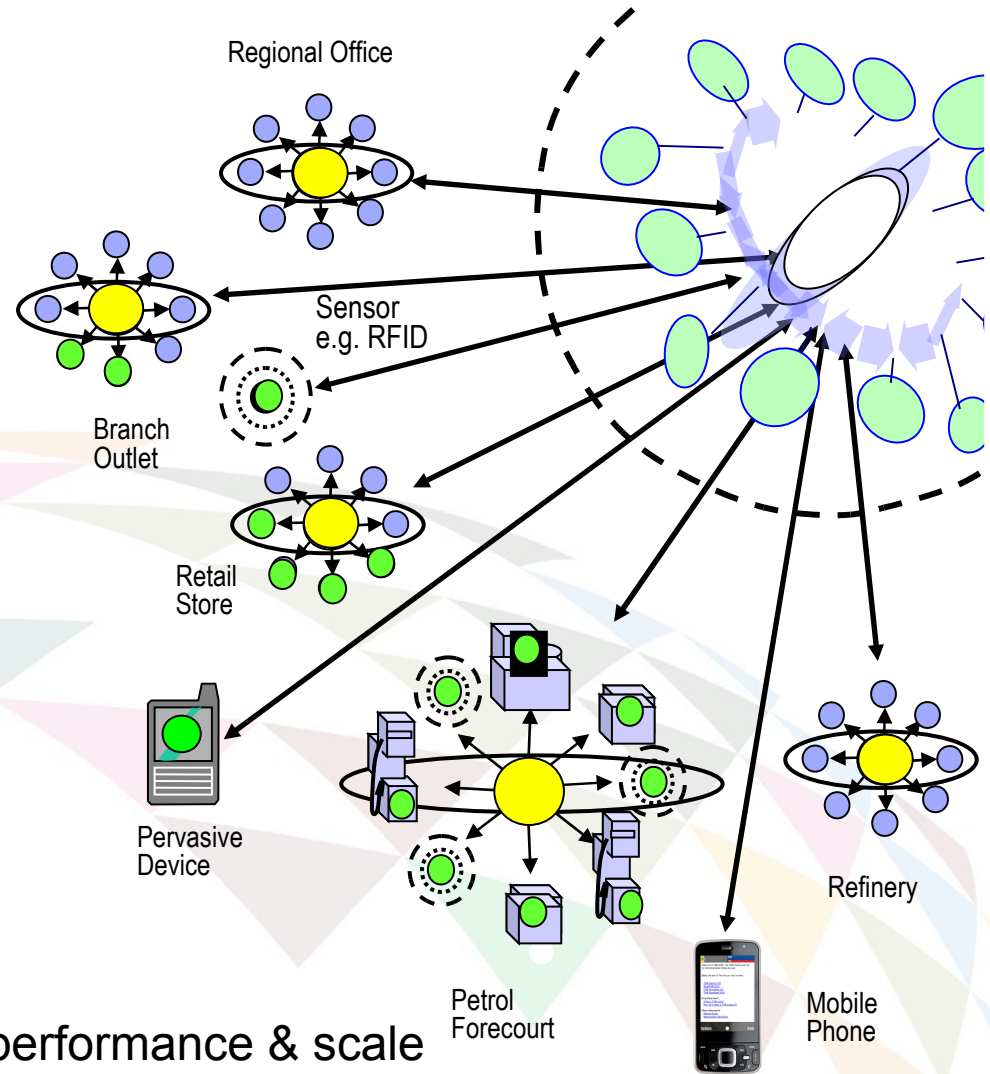
Rapid, Adaptable Integration with Connectivity and Integration

WebSphere MQ for Connectivity to, from and within an Enterprise

- A Universal Message Bus for access to data wherever it exists

- Provides a comprehensive range of Messaging capabilities to support your Business requirements for data integration

IBM WebSphere MQ v7.1

- Improved Security

- Easier install and Migration

- Reduced TCO through increased performance & scale

- Telemetry and Multicast Options

Accelerate Integration Across the Enterprise with WebSphere Message Broker

WebSphere Message Broker v8

- **IBM WebSphere Message Broker (WMB),** an Enterprise Service Bus (ESB), provides universal connectivity and transformation in heterogeneous IT environments

- **Comprehensive support for Microsoft .net environments,** including wide Microsoft Common Language Runtime (CLR)

- Enhanced diagnostic tooling reduces troubleshooting efforts by enabling the **data from all sources to be viewed, edited, recorded and replayed**

- Advanced connectivity capabilities simplifies file to message conversions with **direct connectivity to Connect: Direct (file transfer software)**
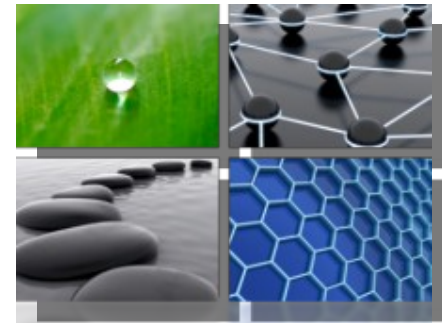
WebSphere Message Broker Express v8

- **The only advanced ESB solution** purpose-built and priced for small and midsize companies.

- **Easy to install**. Ten minutes to install tooling and runtime. No database required.

- **Easy to use**. Multiple programming language options available, including C#, VB .NET & COM (via .NET).

- **Easy to Implement**. Growing range of integration patterns available to accelerate the creation of common flows in just minutes.

Enhanced integration, increased audit and recording capabilities

Connectivity and Integration powers flexible lending processes

Challenge
- Manual loan processes with limited visibility
- No customer self-service capability

Capabilities
- Integrated process from Web origination to core banking system
- Common integration architecture across multiple databases and applications

Results
- Accelerated solution implementation
- Scalability to manage high transaction volumes
- Significant reduction in loan processing time

ZUNO
by Raiffeisen Bank International

Transform

Orchestrate

Processes   Data

Business Outcomes

| Awareness and Response | Visibility and Control | Cloud and Mobile Optimization | Rapid, Repeatable Results |

Comprehensive Integration Capabilities

Deliver   Transform   Connect   Orchestrate   Secure

Appliance Acceleration   Cloud Deployment

Connectivity Patterns   Governance Lifecycle Management   Business & IT Monitoring

Apps   Processes   Mobile   Partners   Sensors   Cloud   Data   Services   Mainframe   Events   Files

Universal Connectivity

Some products in Connectivity and Integration for your glimpse

Messaging

- Connect sensors and devices with lightweight and reliable messaging
  WebSphere MQ Telemetry

- End-to-end message level security, reducing the time and skills needed for aspects of common security standards
  WebSphere MQ Advanced Message Security

- Increased performance and availability for low-latency messaging
  WebSphere MQ Low Latency Messaging v2.6

Cloud integration

- Multi-tenant integration as a service to connect cloud and on premise applications
  WebSphere Cast Iron Live

- Physical and Virtual integration appliance
  WebSphere DataPower Cast Iron Appliance XH40
  WebSphere Cast Iron Hypervisor Edition

- Leverage best practice deployment patterns with private cloud provisioning
  WebSphere MQ & WebSphere Message Broker Hypervisor Edition

B2B integration

- Cloud service for file-based B2B interactions & document management services
  Sterling B2B Integration Solutions

Integration Foundation

- Grow your SOA adoption with a scriptable and configurable ESB
  WebSphere Enterprise Service Bus v7.5

- HL7 based Clinical application connectivity
  WebSphere Message Broker Connectivity Pack for Healthcare

- Increased visibility, control and insight into your SOA
  WebSphere Service Registry & Repository v7.5

- Unified role-based user-experience with WESB Registry Edition v7.5 to better manage your services
  WebSphere Enterprise Service Bus Registry Edition v7.5

- Enhanced connectivity to key applications, systems and standards
  WebSphere Adapters v7.5

- Increased performance and enhanced integration
  WebSphere DataPower Integration XI52, XI50z, B2B XB62

Managed file transfer

- Enabling customers to leverage their investments to enable Managed File Transfers between domains
  WebSphere MQ File Transfer Edition v7.0.4
  Sterling Connect:Direct

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Extend and Protect Your Software Investment

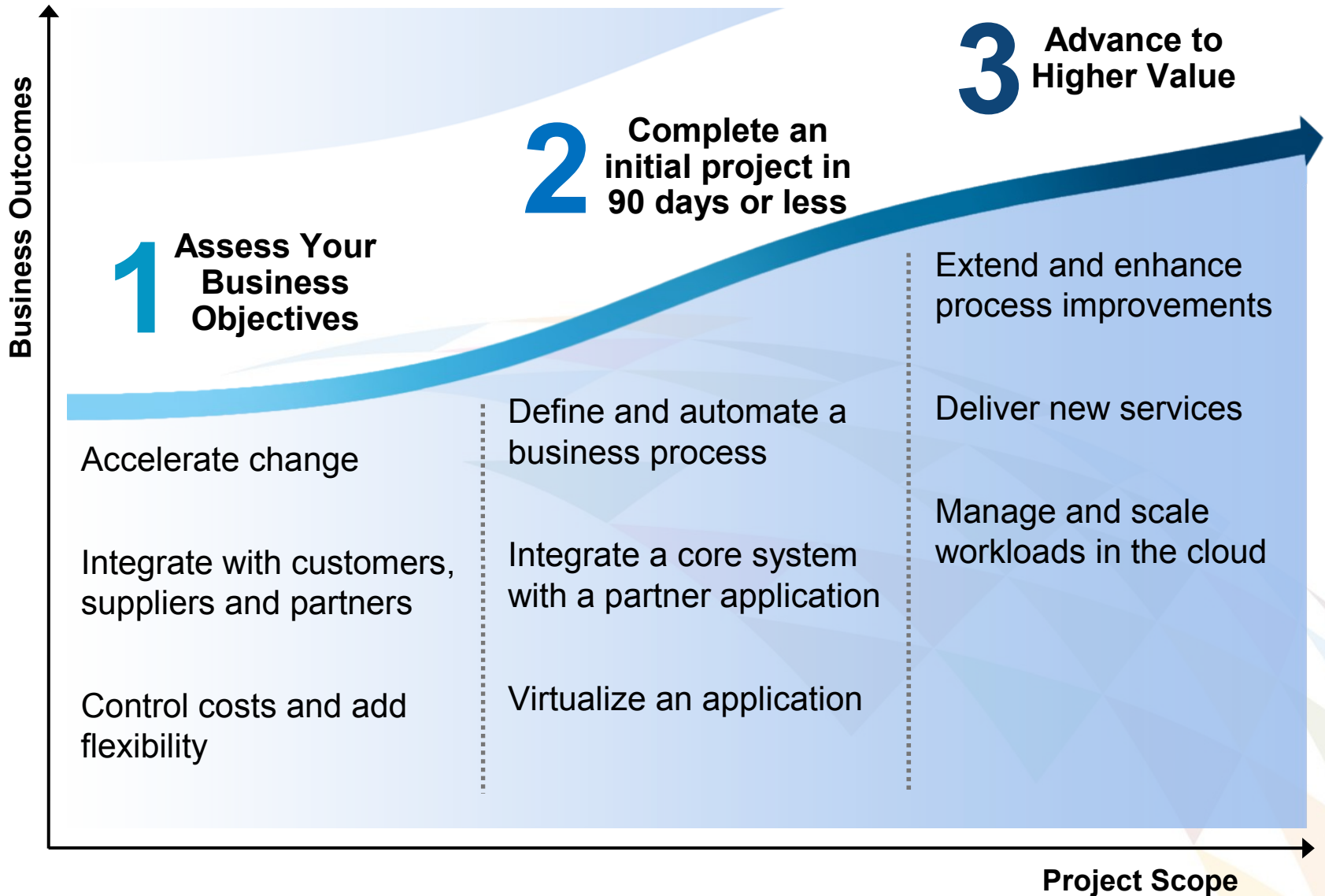**Ongoing product innovation coupled with world class customer support**

Delivering Value with Subscription and Support:

- New product releases and enhancements
  - Maximize performance and accelerate productivity
  - Lower operational costs with the latest version

- Customer satisfaction and support
  - Exploit trusted expertise and best practices
  - Mitigate risk with robust and convenient tools

Each year IBM invests billions of dollars on software research and development.

Build Your Roadmap to Business Agility

IBM

Business Outcomes →

3 Advance to Higher Value

2 Complete an initial project in 90 days or less

1 Assess Your Business Objectives

Extend and enhance process improvements

Define and automate a business process

Deliver new services

Accelerate change

Integrate with customers, suppliers and partners

Integrate a core system with a partner application

Manage and scale workloads in the cloud

Control costs and add flexibility

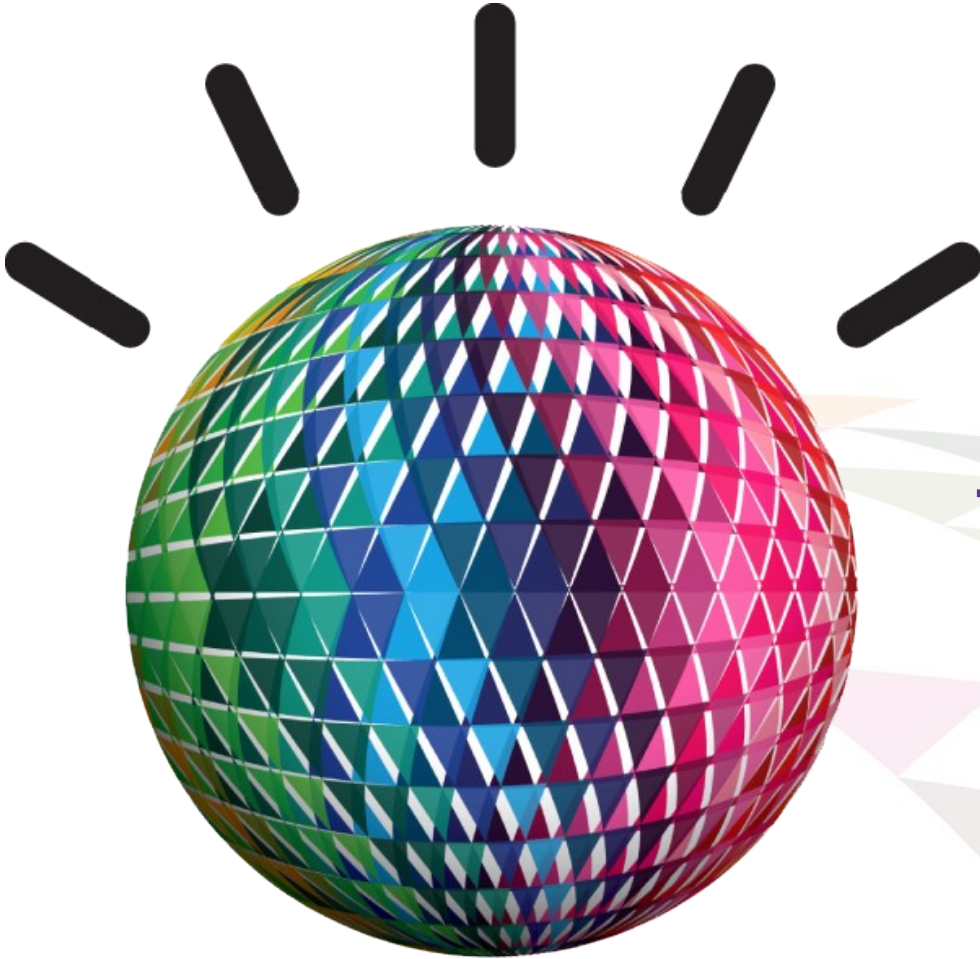Virtualize an application

Project Scope →

Can you see what's happening across your business network?

Can you adapt your processes quickly to changing market conditions?

Transform to Grow with
Business Agility

www.ibm.com/ibm100

Impact 2011 Business Agility Announcements

Business Process Management

- IBM Business Process Manager
- IBM Blueworks Live
- IBM Method for Business Process Optimization
- IBM Business Monitor
- IBM BPM Industry Packs

SOA/Connectivity and Integration

- IBM WebSphere Enterprise Service Bus Registry Edition
- IBM DataPower 9005
- IBM MQ File Transfer Edition

Application Infrastructure/Delivery Models

- IBM WebSphere Application Server
- IBM WebSphere Application Server Feature Pack for Web 2.0 & Mobile
- IBM WebSphere Application Accelerator for Hybrid Networks and Public Networks
- IBM Workload Deployer
- IBM WebSphere DataPower Edge Appliance
- IBM CICS

Services/Standards

- IBM Quick Win Pilot for Business Process Management
- IBM Migration Services for Business Process Manager
- IBM Solution Mentoring
- IBM Services for WebSphere Cast Iron Integration
- IBM BPM Practice
- Cloud Standards Customer Council

BPM

Reliance

Launches new services 50% faster; doubled market share with optimized portfolio

Transform business and revamp mortgage approval; save significant dollars and resources

Enable business agility with centralized process management; bring down errors by 50%

Nationwide

Realize agility by achieving 80% improvement in throughput across financial back office and shortening allocation process from 2 days to 2 hours

SOA and Connectivity

Turkiye Bankasi

TÜRKİYE İŞ BANKASI

Isbank transforms Banking processes with SOA; becomes more customer-centric by aligning business and IT
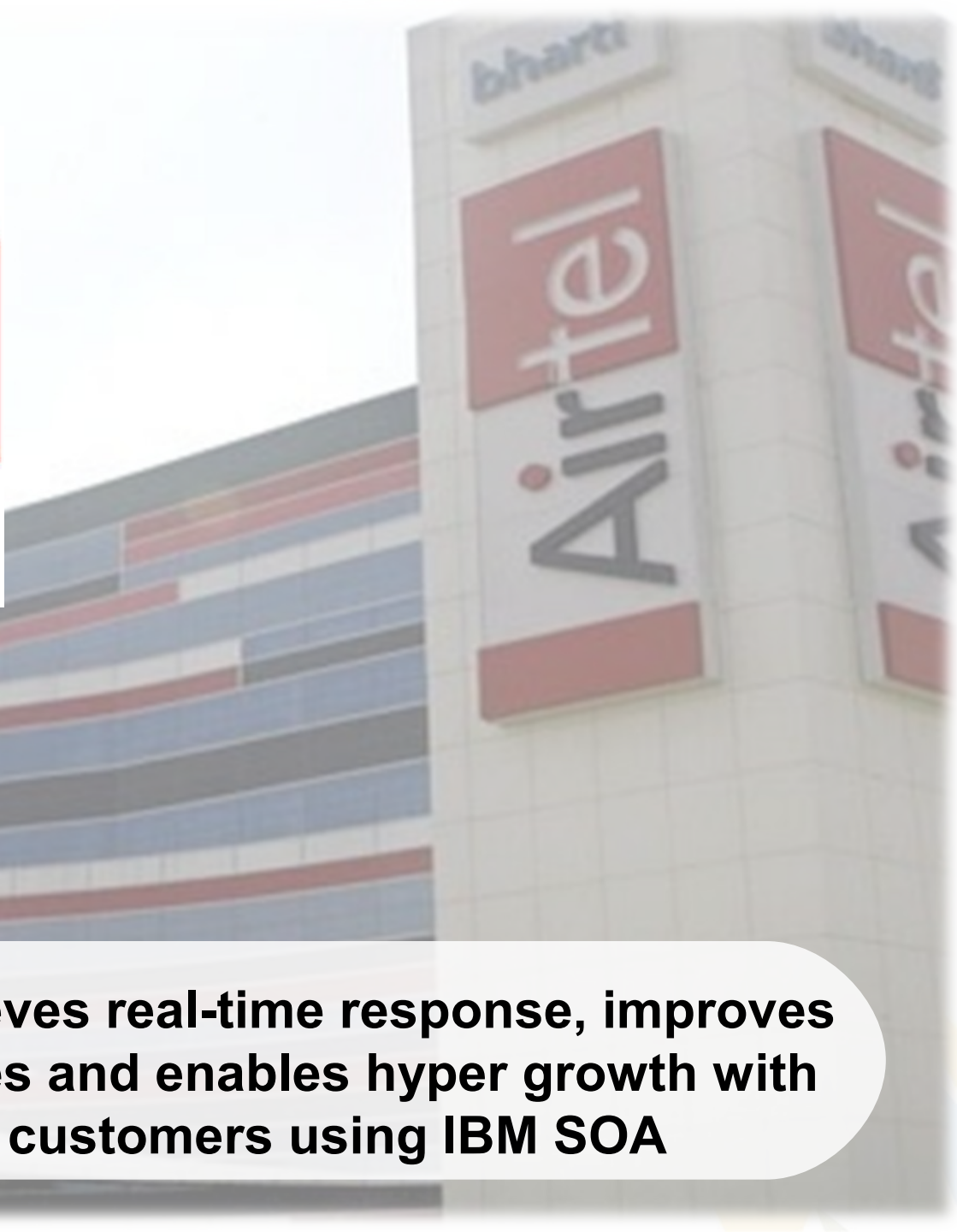
Asian Paints Ltd

त्यौहार तो है बस बहाना
घर जो है सजाना

होली, दिपावली या हो उत्तरायण, इस साल दीजिए अपने घर को एक नया रंग
एशीयन पेन्टस के संग

Improves customer loyalty and business continuity to achieve growth using WebSphere ILOG JRules

Bharti Airtel

Bharti Airtel achieves real-time response, improves customer services and enables hyper growth with 110 million customers using IBM SOA

Application Infrastructure

Guangdong Rural Credit Cooperatives

Adopts enterprise-wide banking system improving performance and efficiency: increases daily transactions from 4 million to 15 million using WAS and WS MQ

Max New York Life Insurance Co. Ltd.

Optimizes the utilization of system resources and reduces hardware cost by 50% using WebSphere Application Server

Achieve agility with 10K request per second scaling capabilities, 200 GB storage and mobile access, by using WebSphere eXtreme Scale

Realize Business Agility: Transform to Grow

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14/02/12

Welcome everyone. We're delighted you could come today. We've built this event for you. We listened to you. And you've told us a couple key things. First, it's time to figure out how to optimize your business, and grow effectively in today's business environment. You also told us that more than ever you need to deliver results.

Let me share with you the plan for this morning. It's about how you can transform your organization for growth,

whether department, role based, or enterprise-wide. The key is to have the business agility to change to meet evolving customer expectations, and drive better business outcomes within and across your business network.

We at IBM are focused on delivering

The New Normal: Change, Complexity, Uncertainty

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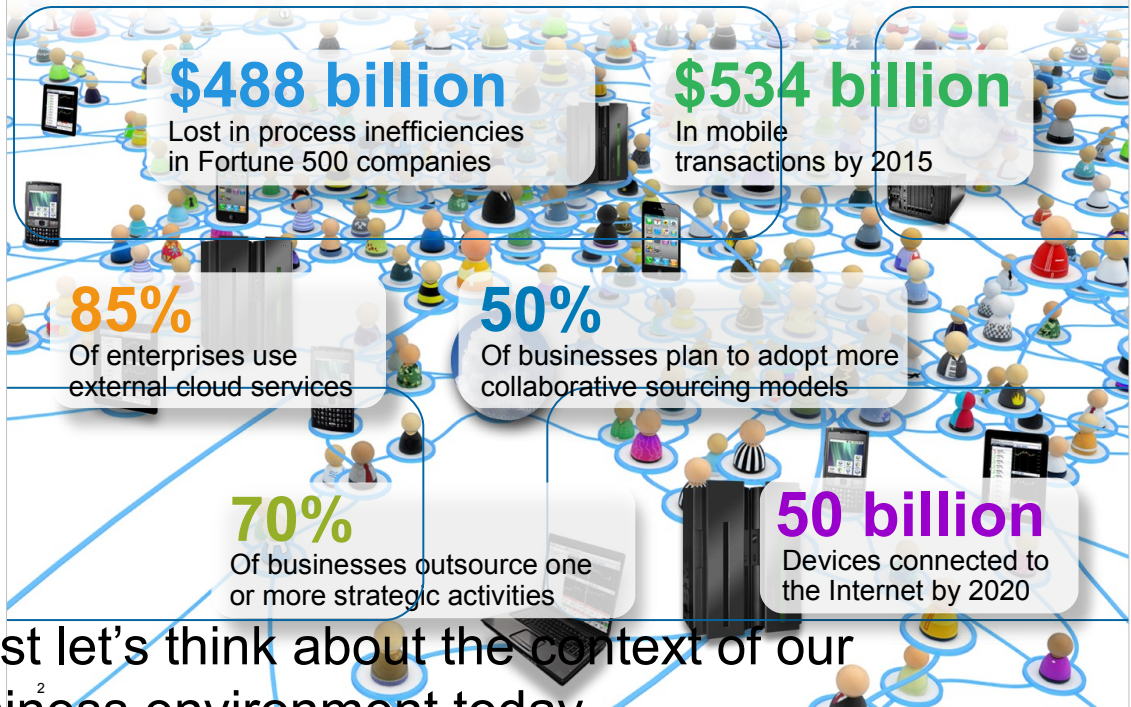
First let's think about the context of our business environment today

Think about this –

 - 90% of CIOs expect significant **change** to their business

 - 82% of CEOs expect high or very high levels of **complexity** in their businesses.

 - Only half of CEOs felt prepared to handle expected change.

 Change, complexity, and uncertainty are the new normal. And the pace of change and complexity is accelerating.

Presents Both Challenges and Opportunities

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?

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This creates a multitude of business challenges and **opportunities** for you. Think about these companies. Netflix and Amazon changed their business model to continually adjust to the market and it fueled their success. They recognized their business was a network of customers, partners and suppliers that they needed to leverage and transform.

Some others did not transform themselves

If you are forward thinking, you will embrace constant change and escalating complexity, seizing the opportunity to exceed customer expectations and harness new areas for growth

This requires **business agility**- so you can make change happen instead of change happening to you.

BACKGROUND DETAIL:

•Blockbuster Failed to compete with itself – Netflix could have easily been a service of Blockbuster. By the time they did, it was too late.

•Netflix: Served latent need and huge void left by video giants

•Borders: Too much investment in physical expansion (especially overseas), too little investment on digital presence. Overburdened with Debt. Article: http://on.wsj.com/ihQ1oD

•Amazon: 2010 Net sales increased 40% to $34.20 billion, compared with $24.51 billion in 2009. Operating income increased 25% to $1.41 billion, compared with $1.13 billion in 2009. Net income increased 28% to $1.15 billion in 2010. Start from retail now to online application

Caterpillar: Transforming to Meet Today's Needs

With A Smarter Physical Infrastructure

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It's important to understand that transformation is a way of business life today for organizations of any ages. Let's look at an example of a longstanding successful company that has recognized the need to transform itself over it's history and been successful doing so.

Caterpillar, a well known worldwide construction equipment and services company, started operations in 1925. John Heller, VP and CIO of Caterpillar, spoke at our worldwide Impact event in Las Vegas this April about how Caterpillar has spent the last 83 years in partnership with IBM to fuel the transformations they've needed to be successful. It wasn't a story about a single

Business Networks Impact How We Do Business

As I mentioned, all of our organizations are now a part of a dynamic business network of relationships with customers, partners and suppliers that shape the way we do business. The expectations consumers have of our goods and services are escalating and the channels we use to reach them continue to expand. Competitors and partners of any size can arise from anywhere around the globe. Not only is the velocity business change increasing, but…

We must become more comfortable with a network over which we have little control, and yet is essential to our business.

Excellence is a moving target. So now -- more than ever--it's time for **transformation.**

 Transformation is about BUSINESS CHANGE that causes people to think and act differently.

 I'm talking about practical changes to address real challenges and opportunities. The changes may be small or large, but they are happening continuously today.

 Whether it's at a department, organization, enterprise, or industry level, transformation must happen at a pace faster than anything we've done before and we must be prepared to do it

Forward Thinking Organizations Are Transforming

RELIANCE

Launches new services **50% faster; doubled market share** with optimized portfolio

emt

Launch Campaigns **in two days instead of months**

The bad news is 70% of transformations fail. The good news is, based on our engagements with thousands of successful companies, we have seen what it takes to succeed.

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First, executive sponsorship is key. Change is hard, and the business has to stand behind transformational decisions.

With this leadership in place, technology can then fuel and scale the transformations you choose to make.

Here are a couple examples of our clients that have been successful at transforming themselves:

RELIANCE Summary:
- Launched new insurance services 50% faster
- Doubled share in crowded marketplace
- Optimized processes to fund new growth and react quickly to new opportunities
- QUOTE: **"My job was to inspire people to think differently…** to go beyond what any other companies in India have done." - *Mohan Chandrasekaran, Chief Technology Officer, Reliance Life Insurance*

EMT Summary: **Telecom provider EMT speeded up its ability to target the right campaign to the right customer**

EMT is a leading mobile telecommunications provider in Estonia. The company partly attributes its success to its sophisticated approach to marketing, which leverages numerous channels to communicate special offers and promotions to existing and prospective customers. BUT, they realized with a marketing promotion process that heavily relied on manual steps and IT coding interventions they couldn't react nearly fast enough.

So, they used IBM WebSphere ILOG JRules to streamline their campaign management process and make it easier to implement changes without significant development effort. The EMT marketing team is able to define its own campaign targets, without waiting for assistance from IT, and dealers in the retail stores are able to deliver better offers to their customers. The WebSphere solution can automatically calculate the best offers for each customer based on age, phone usage, professional status and other factors, making it much easier for the dealer to present a

Key Capabilities for Transformation are:

- Agile processes and decisions
- Rapid, adaptable integration
- Unbounded applications
- Flexible and intelligent infrastructure

SOA
Business Outcomes
Business Strategy
Business Process Management
Connectivity and Integration
Application Infrastructure

Appliances

Mobile

Cloud

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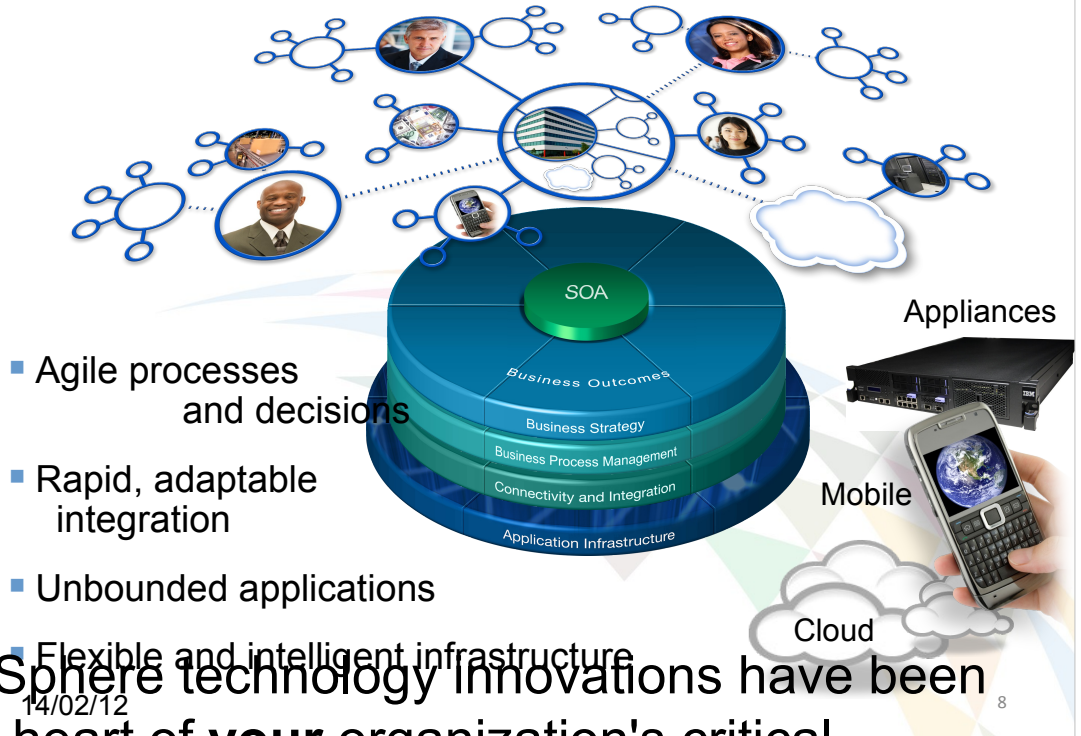
WebSphere technology innovations have been at the heart of **your** organization's critical business inflection points over the last decade to leverage the web standards to reach new customers, to adopt new business models, and to drive growth.

Let's just spend a few minutes on the portfolio.

A little over a decade ago, we started with the WebSphere Application Server. It's the core of our application platform, providing cost effective delivery and scalable management of your critical applications. It is now used by 100,000 clients and drives 80% of all business

Successful Transformations are Built on Business Agility

Business Agility Requires:
- Enterprise Visibility
- Operational Dexterity
- Process Integrity
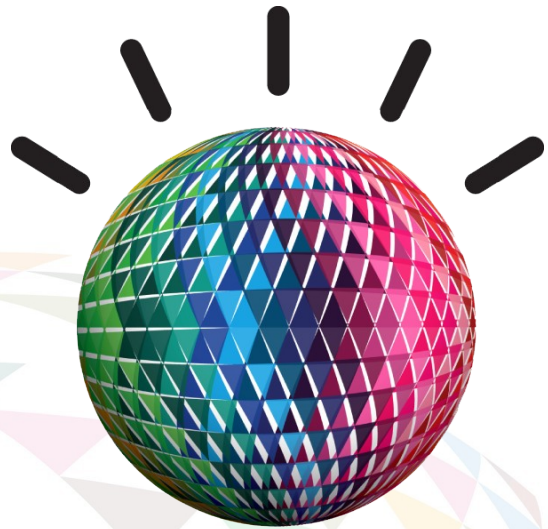
80% of CEOs think their business is going to be a lot more complex….only half of them feel equipped to manage it.

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So how do you apply these capabilities to transform your business?

Remember, 80% of CEO's think their business is going to be a lot more complex and only half of them feel equipped to manage it.

We've also learned that CEOs are expecting 20 percent of revenue to come from new sources in the next five years. Do you know how to support and integrate those new revenue streams and optimize them for growth?

Business agility is required. We have found there are 3 key ingredients for business agility:

Set A Roadmap To Business Agility

Execute a Strategy For Better Business Outcomes:
• Fuel New Growth
• Speed Time to Value
• Reduce Total Cost of Ownership

SOA

Business Outcomes

Business Strategy

Business Process Management

Connectivity and Integration

Application Infrastructure

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PROFIT
REVENUE
BUSINESS AGILITY
CLOUD
CONTENT
RULES
BPM
SOA
CONNECTIVITY & INTEGRATION
APPLICATION INFRASTRUCTURE

 So let me turn the tables and ask you some questions.

 What's at the core of changes you need to make in your business?

•Is it growth?

•Speed to market?

•Cost reduction?

•All of the above?

 You've told us time and time again how important it is to be able to drive down the total cost of ownership while speeding new services. The proverbial "Do more with less."   Companies
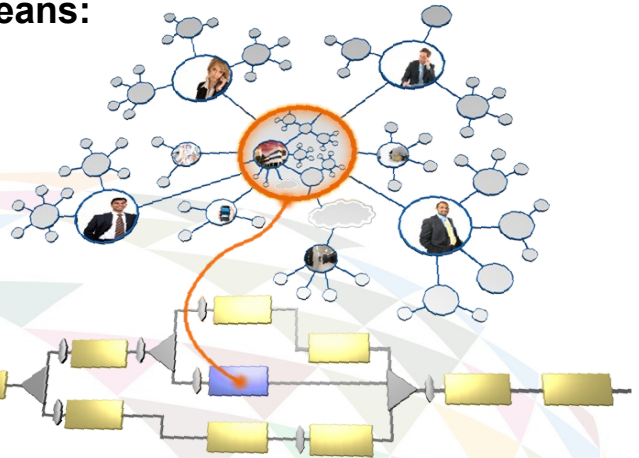
Can your processes respond to rapid change?

Some of the biggest impact can come from not just optimizing your processes, but transforming them.

Yet only 6% of companies say they have achieved business process excellence!

Think about your organization:

- Can you see and manage your key processes in all parts of your network – from a simple department to the broad enterprise-wide network?
- Can business leaders effect the changes they need in those processes or does IT have to?
- Is it simple for them to do so?
- Are you comfortable you can optimize the efficiency of your processes – even the ones that span outside your organization?

BPM can help you answer yes to these questions and more.

In WebSphere we come from two very strong BPM technical underpinnings:

WebSphere Lombardi edition as well as WebSphere Process Server

Today, I'm delighted to announce the new IBM Business Process Manager.

It is a comprehensive BPM platform. It combines the ease of use and task management of Lombardi with the enterprise integration, scale, and transactional integrity of WebSphere Process Server and adds new rules and analytics capabilities to help you make

We all know that applications play a key part in your business.

But, who runs your business?

- You?
- Or your packaged applications?

We've talked about business agility. We've talked about transformation. A critical component we have to think about it SOA.

Using a service oriented architecture approach to free application functionality into services not only let's you unbound your applications

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BPM and SOA Come Together to Differentiate the Way You Do Business Today

IBM

Strategy and Planning Services

Business Services and Events

Development Services

Interaction Services

Process Services

Information Services

Management Services

Partner Services

Business Application Services

Access Services

Asset and Registry Services

Infrastructure Services

Lifecycle Services

SOA

Business Outcomes

Business Strategy

Business Process Management

Connectivity and Integration

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This is our approach, successful companies are leveraging BPM + SOA together. Over the past few years, many methods and technologies have helped organizations begin to develop the capabilities to increase agility:

•**SOA** has made IT applications more flexible, with added value through service reuse.

•**BPM** has helped businesses better execute and become more efficient for a wide range of business processes - from the very structured to more ad-hoc and human

City of Madrid

Reduced Emergency Response Times by 25%
Using BPM and SOA

14/02/12

Let's look at an example of a real client that
implemented BPM and SOA.

  The City of Madrid – following the tragic 2004
Madrid train bombings, the city sought to
radically improve its emergency response
capability. Let me show you a short video about
how the City of Madrid built a smarter public
safety system and reduced its emergency
response time by 25%....

City of Madrid Video

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City of Madrid

Integrating Applications, Data and Processes Across Different Agencies

To put emergency responders on the scene as quickly as possible, you need more than fast cars and good radios. You need to orchestrate absolutely everything about the organization, synching not just the people from the different agencies—fire, ambulance, police, and traffic agents—but all the processes and technology that serve them as well.

 And you need to integrate all of applications, data, and processes across their different agencies. With today's smarter planet, these connections are possible.

Are You Making the Connections You Need on a Smarter Planet?

Transformation Today Means:

- Inform Decisions with New Information

- Embrace New Channels

- Enrich Interactions Across Your Business Network

Connectivity

Visibility

Flexibility & Control

Rapid, Adaptable Integration with connectivity and integration

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Are you making the connections you need on a smarter planet?

Integration is essential for innovation, and our high-growth CIOs know this. They are planning for 55% greater levels of integration than their lower-growth peers.

IBM can help you make the transition from a rigid enterprise to an interconnected one – one that informs decisions with new information, embraces new channels, and enriches interactions across your business network to capture new market opportunities. This transition is powered by comprehensive connectivity and integration capabilities.

These comprehensive capabilities are much more than the traditional point-to-point connections and even service buses that we've relied on in the past. Connecting a Smarter Planet requires connectivity and

WebSphere MQ for Connectivity to, from and within an Enterprise

• A Universal Message Bus for access to data wherever it exists

• Provides a comprehensive range of Messaging capabilities to support your Business requirements for data integration

Enhanced!

IBM WebSphere MQ v7.1

- Improved Security
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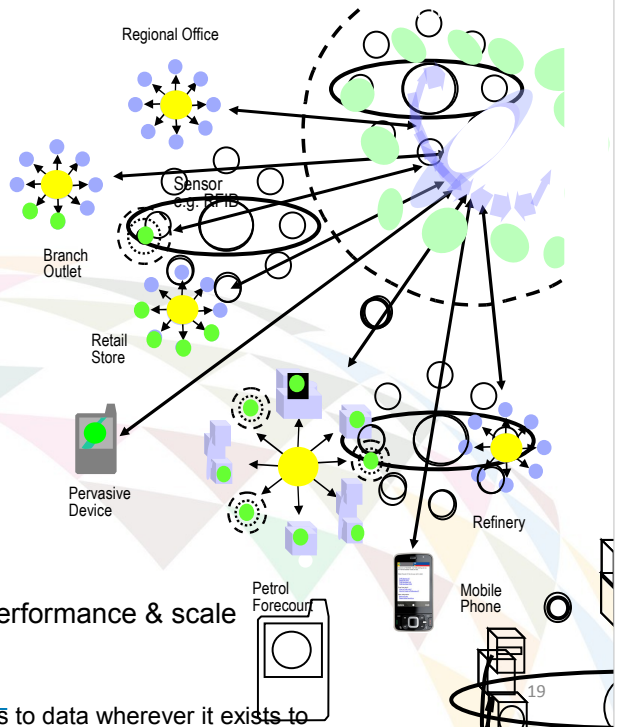
A Universal Message Bus for access to data wherever it exists to support your business

Provides a comprehensive range of Messaging capabilities to support your Business requirements for data integration

Managed File Transfer

Messaging integration patterns

Reliability and availability QoS

SOA foundation

Provides appropriate data access and data privacy controls to help meet audit and regulatory requirements

WMQ Telemetry is one step in extending the reach of WMQ to a wider world of data relevant to your business

Recent technology demonstration of MQ Web Messaging using HTML5 WebSockets continues this progress

WebSphere Message Broker is the solution if you are seeking an ESB that provides connectivity and transformation spanning heterogeneous IT environments. With industry leading performance and scalability, the 1 latest release of WebSphere Message Broker provides further enhancements to productivity and ease in developing and managing ESB deployments.

Offering/solution positioning

Rapid provisioning to private cloud environments

Businesses are looking to simplify the management and deployment of their IT solutions, wanting to get the most out of their existing hardware and ensure that the solutions deployed are well understood, proven, reliable, capable of rapid deployment, and good for seamless movement between development, test, and production. There has been rapid growth of interest in cloud computing. For larger enterprise customers with existing IT infrastructures, this is usually a private cloud, or on-premise computing. Businesses see that the new paradigm of cloud computing helps them virtualize their environment, allowing for improved usage of existing hardware and more controlled and rapid software deployment. To address this requirement, IBM has introduced the IBM Workload Deployer and Hypervisor Edition solutions. With these editions, businesses are able to deploy reusable configurations to better utilize available hardware across their enterprise, and greatly increase the speed and reliability of deploying development, test, and production solutions.

WebSphere Message Broker Hypervisor Edition enables customers to use WebSphere Message Broker in these private cloud environments.

The WebSphere family includes software products to meet diverse integration needs as they span numerous programming models, varying qualities of service, and multiple data types. Whether clients are looking to exchange a limited amount of data between applications, services, and systems, or implement an enterprise-wide SOA, they can meet current and future needs with WebSphere. WebSphere Message Broker makes full use of the transport and connectivity options provided by WebSphere MQ, delivering additional routing and transformation capabilities, as well as other functionality to implement or extend an ESB.

Product extensions offer additional supported function available as a download from the Internet. For these product extensions, visit

https://www.ibm.com/software/integration/support/supportpacs/

The market leading application integration software from IBM, such as WebSphere Message Broker, helps organizations

Quickly and cost-effectively address integration issues

Increase infrastructure agility to take rapid advantage of new opportunities

WebSphere Message Broker enables organizations to maximize flexibility by

Leveraging existing assets much more extensively and for longer than was part of their original design due to core WebSphere Message Broker capabilities

Improving speed of creation and deployment of changes to applications to respond to new opportunities, ensuring that application design and changes are focused on business logic rather than infrastructure details

Service-oriented architecture (SOA) and an ESB

In an SOA, a connectivity layer, often referred to as an ESB, optimizes information distribution between endpoints such as service requesters and service providers. An enterprise may deploy an overarching ESB infrastructure comprising one or more ESBs, reflecting how far it has advanced toward becoming an agile business.

Some businesses may find that simple messaging-based connectivity between well-matched applications provides the aspects of integration that they require to implement an effective ESB. Other businesses may find that to extend these capabilities into their wider deployed infrastructure, they realize value in connecting with other parts of the WebSphere software portfolio. As key members of the WebSphere software portfolio, WebSphere MQ and WebSphere Message Broker enable the client to begin deploying the ESB today.

WebSphere Message Broker adds services such as content-based message routing and transformation, as well as support for a range of message distribution options and protocols to improve their flexibility and performance. These features allow WebSphere Message Broker to extend the standardized integration features of an ESB to encompass business systems and applications, making full use of the IT assets of the business and even allowing better integration with the applications and business processes of all parts of the business, even partners.

WebSphere software provides integration capabilities that enable your client to begin reaping the benefits of SOA and begin deploying end-to-end environments that provide the benefits of an ESB across a business infrastructure today.

IBM can help your clients grow project-by-project toward an agile business. WebSphere MQ, WebSphere Application Server, and WebSphere Message Broker play a pivotal role in creating SOAs and will continue to do so as IBM delivers enhanced capabilities to accelerate the deployment of an integration infrastructure that spans the entire IT ecosystem.

Main Point: This offering is important to the market because it gives SMBs an affordable entry-level starting point to deploy an ESB with the option to grow to full function and performance.

WMB Express is a new licensed mode of operation for the WebSphere Message Broker V8 product. It introduces affordable licensing for scenarios, requiring a subset of capability in a single operating system process.

WebSphere Message Broker is the solution if you, the client are seeking an enterprise service bus (ESB) that provides connectivity and transformation spanning heterogeneous IT environments. WebSphere Message Brokeris already available in a number of configurations.

The new WMB Express complements the existing modes of operation available to licensed clients. The mode of operation may be selected at any time, subject to purchased license entitlement. Existing clients may select any mode of operation at the time of deploying a broker and are not required to reinstall their existing WebSphere Message Broker Media.

o WMB Express - Provides an entry-level starting point to deploy an ESB with the option to grow to full function and performance. Restricted features and limited to one process (execution group).
o WMB Standard - Full feature mode of operation, but limited to one process (execution group). A good intermediate ESB with the ability to grow as the client's business needs increase.
o WMB Remote Adapter Deployment (RAD) - Enables deployment of adapters for connecting to applications and other data sources, in-
cluding databases.
1 o WMB Advanced - Full feature edition of WebSphere Message Broker with no function or capability restrictions imposed. The most popular mode of operation.

Accelerate Integration Across the Enterprise with WebSphere Message Broker

IBM

New!

WebSphere Message Broker v8

WebSphere Message Broker Express v8

IBM WebSphere Message Broker (WMB), an Enterprise Service integration and transformation software that helps organizations connect to applications, services, and systems in heterogeneous IT environments.

Comprehensive support for Microsoft .net environments, including the Microsoft Common Language Runtime (CLR)

Enhanced diagnostic tooling reduces troubleshooting efforts by

Advanced connectivity capabilities simplifies file to message transformation and deployment of changes to applications (transform software)

Enhanced provider and consumer based routing and recording capabilities

The only advanced ESB solution purpose-built and priced for small and mid-size companies.

- **Easy to install.** Ten minutes to install tooling and runtime. No database required.

- **Easy to use.** Multiple programming language options available, including C#, VB .NET & COM (via .NET).

- **Easy to Implement.** Growing range of integration patterns available to accelerate the creation of common flows in just minutes.

Connectivity and Integration powers flexible lending processes

ZUNO by Raiffeisen Bank International

Challenge

Solution synopsis

A financial institution in the Slovak Republic gains a business-oriented solution and experiences normalized integration when it engages IBM Business Partner MOViLES to implement a suite of IBM WebSphere software Back to top

- Manual loan processes with limited visibility
- No customer self-service capability

Capabilities

- Integrated process from Web origination to core banking system
- Common integration architecture across multiple databases and applications

Results

- Accelerated solution implementation
- Scalability to manage high transaction volumes
- Significant reduction in loan process time

Client information

Client name:

Location:

ZUNO BANK AG

Slovak Republic

Industry: Banking **Focus area:** Business-to-Consumer, Business Process Management (BPM) Customer Relationship Management, Enabling Business Flexibility, Smart Work, Business Integration **General Business: Mid-Market Account Geography/IOT/GMU:** Growth Markets Unit **Region/IMT/GMT:** Central and Eastern Europe GMT; DEMA Mgmt Entity Group **International - implemented in these countries:** Czech Republic; Slovak Republic; Switzerland **Client background:** Founded in 2009, ZUNO BANK AG offers online and commercial banking services for customers who conduct most of their banking on the Internet. Headquartered in Vienna, the bank serves the Slovak Republic and Czech Republic. ZUNO BANK employs approximately 250 people. **URL:** http://www.zuno.eu **Project start:** 01/2011 **Project end:** Ongoing Back to top

Special handling instructions

The client has agreed to be a reference for sales situations. The status of any installation or implementation can change, so you should always contact the Primary Contact or Additional Contact named in the reference prior to discussing it with your client.

Any public use, such as in marketing materials, on WWW sites, in press articles, etc., requires specific approval from the client. It is the responsibility of the person or any organization planning to use this reference to make sure that this is done. The IBM representative will, as appropriate, contact the client for review. You should not contact the client directly.

Business need

ZUNO BANK AG offers credit and loan products, with a focus on process efficiency. Because of this, the company wanted to build the loan application process based on a business process management solution to achieve end-to-end process control and higher automation rates. Moving forward, ZUNO BANK sought new website software.

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Business Partner information:

MOViLES
Switzerland
http://www.moviles.ch

Founded in 2003 and headquartered in Bern, Switzerland, MOViLES is a consulting and system integration business that specializes in process analysis and documentation, implementation of business process management (BPM) solutions, BPM enterprise transformations, business IT alignment projects, IT strategy planning, and complex program and project management.

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Benefit of the solution

By engaging IBM Business Partner MOViLES to implement the suite of IBM WebSphere software, ZUNO BANK gained a business-oriented solution with quick implementation processes based in the design. The client also experienced normalized integration through common integration architecture.

How did IBM win the Business?

IBM won the business by partnering with an experienced and knowledgeable business partner.
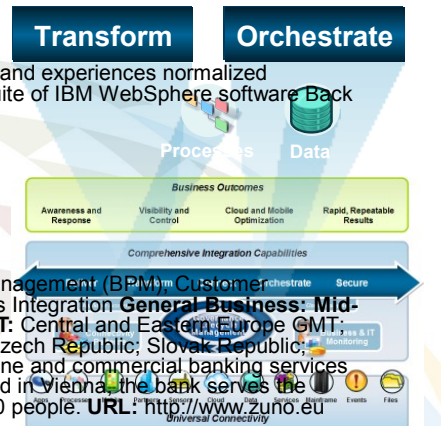
Solutions/Offerings

Software:

WebSphere: WebSphere Lombardi Edition; WebSphere Message Broker for Multiplatforms; WebSphere MQ

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Contact information

Primary contact information:

Lorenz Bruegger
Switzerland
lorenz.bruegger@moviles.ch

Some products in Connectivity and Integration for your glimpse

Messaging

- Connect sensors and devices with lightweight and reliable messaging
  WebSphere MQ Telemetry

- End-to-end message level security, reducing the time and skills needed for aspects of common security standards
  WebSphere MQ Advanced Message Security

- Increased performance and availability for low-latency messaging
  WebSphere MQ Low Latency Messaging v2.6

Cloud integration

- Multi-tenant integration as a service to connect cloud and on premise applications
  WebSphere Cast Iron Live

- Physical and Virtual integration appliance
  WebSphere DataPower Cast Iron Appliance XH40
  WebSphere Cast Iron Hypervisor Edition

- Leverage best practice deployment patterns with private cloud provisioning
  WebSphere MQ & WebSphere Message Broker Hypervisor Edition

B2B integration

- Cloud service for file-based B2B interactions & document management services
  Sterling B2B Integration Solutions

Integration Foundation

- Grow your SOA adoption with a scriptable and configurable ESB
  WebSphere Enterprise Service Bus v7.5

- HL7 based Clinical application connectivity
  WebSphere Message Broker Connectivity Pack for Healthcare

- Increased visibility, control and insight into your SOA
  WebSphere Service Registry & Repository v7.5

- Unified role-based user-experience with WESB Registry Edition v7.5 to better manage your services
  WebSphere Enterprise Service Bus Registry Edition v7.5

- Enhanced connectivity to key applications, systems and standards
  WebSphere Adapters v7.5

- Increased performance and enhanced integration
  WebSphere DataPower Integration XI52, XI50z, B2B XB62

Managed file transfer

- Enabling customers to leverage their investments to enable Managed File Transfers between domains
  WebSphere MQ File Transfer Edition v7.0.4
  Sterling Connect:Direct

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We tie this together for our customers by having a keen eye on helping you both extend and protect the investment that you've made in your IBM software platform. We do this through what we call subscription and support (S&S). We offer subscription bundled with support, which means that we do a lot more than just maintenance. It's not maintenance, it is a lot more than maintenance - it's the ongoing innovation that our product management and development teams are bringing out of the labs, as well as market leading technical support, both of which are available to our customers through an active S&S relationship.

Build Your Roadmap to Business Agility

IBM

Business Outcomes

1 Assess Your Business Objectives

2 Complete an initial project in 90 days or less

3 Advance to Higher Value

Accelerate change

Integrate with customers, suppliers and partners

Control costs and add flexibility

Define and automate a business process

Integrate a core system with a partner application

Virtualize an application

Extend and enhance process improvements

Deliver new services

Manage and scale workloads in the cloud

Project Scope

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Today, you've seen ways you can build business agility to transform to grow.

We've just talked about the capabilities that will help you get there.

No one else can PUT IT ALL TOGETHER from business strategy to business process management to SOA to connectivity and integration, to application infrastructure to the new delivery models of appliances, mobile and cloud.

We continue to remain the market leader

Can you see
what's happening
across your
business network?

Can you see what's happening across your business network both inside and outside your company?

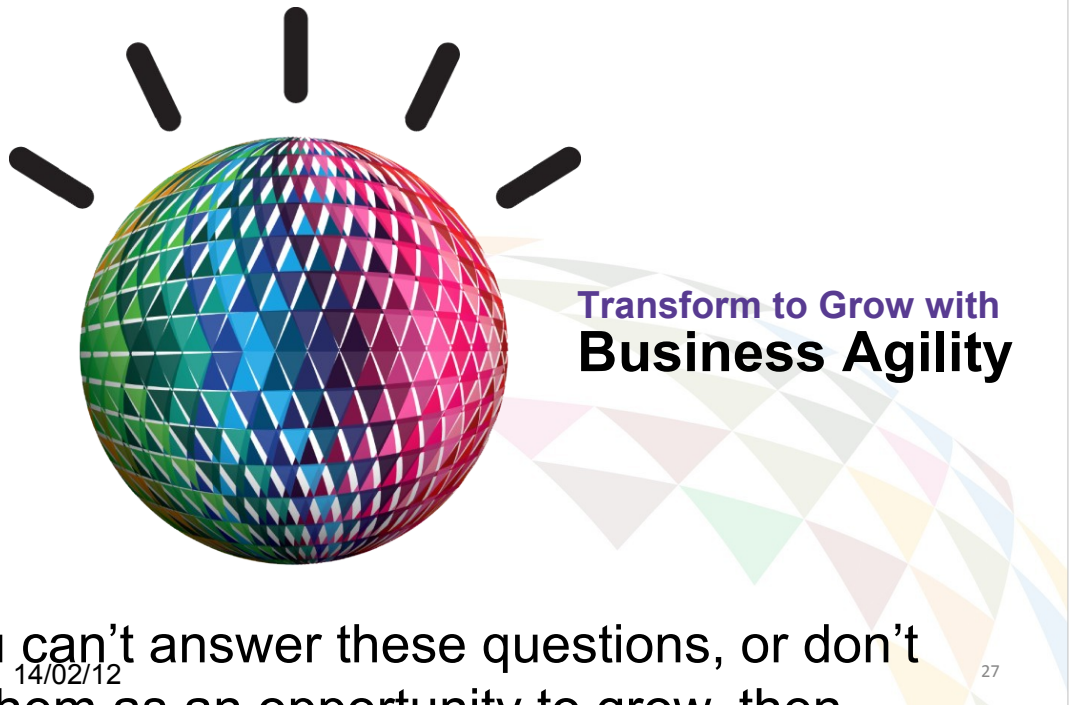Can you connect to all the sources of information?

Can you leverage the expertise of everyone in your value chain for improvement?

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Can you adapt your processes quickly to changing market conditions?

Do you really have the agility you need to change at today's pace?

Transform to Grow with
Business Agility

If you can't answer these questions, or don't view them as an opportunity to grow, then please use the time here this week to learn from the hundreds of your peers sharing how they've done it.

We've been helping you transform your business for a century, and we can help with an enhanced portfolio to provide the business agility you need.

So please bring the answers to these questions home to your organizations and let us help you transform for growth.

IBM

WEBSPHERE

www.ibm.com/ibm100

As many of you know, this is IBM's Centennial year. We've been transforming ourselves and helping you transform for a century. In fact, for Centennial we curated 100 iconic moment of progress.

Things like the

- magnetic disk drive
- relational database
- RISC processor
- PC
- Fractals
- bar code
- NSF Net

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Impact 2011 Business Agility Announcements

Business Process Management
- IBM Business Process Manager
- IBM Blueworks Live
- IBM Method for Business Process Optimization
- IBM Business Monitor
- IBM BPM Industry Packs

SOA/Connectivity and Integration
- IBM WebSphere Enterprise Service Bus Registry Edition
- IBM DataPower 9005
- IBM MQ File Transfer Edition

Application Infrastructure/Delivery Models
- IBM WebSphere Application Server
- IBM WebSphere Application Server Feature Pack for Web 2.0 & Mobile
- IBM WebSphere Application Accelerator for Hybrid Networks and Public Networks
- IBM Workload Deployer
- IBM WebSphere DataPower Edge Appliance

Services/Standards
- IBM Quick Win Pilot for Business Process Management
- IBM Migration Services for Business Process Manager
- IBM Solution Mentoring
- IBM Services for WebSphere Cast Iron Integration
- IBM BPM Practice
- Cloud Standards Customer Council

As you can see from this page, in addition to a small sample of product announcements Ive just reviewed with you, we have a significant number of other important product and services announcements that we are making at IMPACT.

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From a **BPM** perspective, besides the revolutionary new IBM BPM V7.5 offering we also have updates to Blueworks Live to help our customers develop and run their processes in the cloud as well as the new IBM Method for Business Process Optimization capability from GBS and a refreshed Monitoring capability. And what's very important to remember is that these BPM products have been renamed to be called IBM XXXXX, vs WebSphere xxxx......   which helps positions the products and capability better as a much higher-value to our customers and helps reduce the complexity that i know sometimes our customers have voiced to us.

From a **Connectivity and Integration** portfolio, we are helping our customers connect to a Smarter Planet with products like we talked about earlier where we provide a packaged SOA solution of ESB and Registry for an accelerated SOA Success. We also are announcing Datapower 9005 and important update to MQ FTE to maintain the leadership IBM has had for years in providing a secure and reliable managed file transfer environment across a combined MQ and Sterlings' Connect:Direct solution.

From an **Application Infrastructure** we also have a number of exciting announcements to help accelerate the delivery of new applications and services/ We're doing this through cost-efficient, intelligent and secure management of your customers application environment which now includes.......extending the reach of WAS applications from their desktops to mobile devices with the new WAS Feature Pack for Web 2.0 and Mobile. Also exciting is the new WebSphere Application Accelerator, that helps speed your customers applications through the internet with an optimized service at the EDGE OF THE NETWORK!   Really new and exciting capability

And let me finish my comments on this slide by saying that our **Services Offering** announcements are not only important new capabilities from IBM, but I will say they are CRITICAL to the success of implementations and also to ensure our customers get the capability they need, up and running in the shortest time possible time. Together with our ISSW colleagues and GBS Practice, IBM will deliver BPM Quick Hit Pilots, BPM Migration services to get our BPM customers the shortest Time to Value as well as the IBM Solution Mentoring and Services offerings for WebSphere Cast Iron Integration

Again, this launch and IMPACT we have a very, very rich set of new offerings to help you sell and present to your customers. Please take advantage of these capabilities and have the confidence of IBM's robust WebSphere portfolio to handle most requirements your customers identify. No other competitor out there... Oracle, TIBCO, Pega and the like can come close to IBM in our space.

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BPM

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Reliance

INSURANCE

RELIANCE

Launches new services 50% faster; doubled market share with optimized portfolio

RELIANCE Summary:

•Launched new insurance services 50% faster
•Doubled share in crowded marketplace
•Optimized processes to fund new growth and react quickly to new opportunities
•QUOTE: **"My job was to inspire people to think differently…** to go beyond what any other companies in India have done." *- Mohan Chandrasekaran, Chief Technology Officer, Reliance Life Insurance*

EMT Summary: **Telecom provider EMT speeded up its ability to target the right campaign to the right customer**

EMT is a leading mobile telecommunications provider in Estonia. The company partly attributes its success to its sophisticated approach to marketing, which leverages numerous channels to communicate special offers and promotions to existing and prospective customers. BUT, they realized with a marketing promotion process that heavily relied on manual steps and IT coding interventions they couldn't react nearly fast enough.

So, they used IBM WebSphere ILOG JRules to streamline their campaign management process and make it easier to implement changes without significant development effort. The EMT marketing team is able to define its own campaign targets, without waiting for assistance from IT, and dealers in the retail stores are able to deliver better offers to their customers. The WebSphere solution can automatically calculate the best offers for each customer based on age, phone usage, professional status and other factors, making it much easier for the dealer to present a compelling offer and close the deal.

Now they are on the pace they need to be on.

BACKGROUND DETAIL:

Reliance Life Insurance

Increase market share and decrease onboarding costs

Reliance Capital is one of India's leading private sector financial services company, with interest in life and general insurance, asset management and mutual funds, stock brokerage, proprietary investments, private equity and other aspects of financial services.

Their objective to achieve rapid customer growth was an important factor in the emergence of one of their recent market entrants, Mumbai-based Reliance Life Insurance, and effective strategic management of its growth set Reliance Capital apart from its competitors.

To translate market potential into new customers, Reliance Life Insurance needed to establish the business infrastructure—the channels, people, processes and systems—required to handle new business. They also needed to develop the right mix of life insurance products to align with the needs of a diverse customer population. Reliance Life Insurance saw significant sales opportunities in India due to changing economics and education levels that accelerated the demand for new policies and needed to develop the right mix of life insurance products to align

Banco Espirito SANTO (Portugal)

Transform business and revamp mortgage approval; save significant dollars and resources

"Transformation" focus

Products:

•Products: MQ Series, App Integration Middleware, WS Business Integration, Business Monitor, Business Modeler, WebSphere Lombardi Edition

Banco Espirito Santo (BES) is the 3rd largest financial institution in Portugal, with more than 51.6 Billion in assets and branches in many countries. It focuses its efforts in retail and private banking, asset management, corporate banking and investment banking. In addition to its primary businesses in Portugal, it has complementary international businesses in Spain, Angola and Brazil.

This story is about jpw an organization reaps the benefits of process without relying on IT to build it from scratch to meet their business needs. Business users were able to configure and run simple processes with minimal IT involvement. The business adopted this platform across the organization and is now running hundreds of simple process apps with thousands of instances. This is saving the company significant dollars and resources.

•Great story – about transforming business and revamping the way they approve mortgages, now they've built an envelope of process so the business can build small, simple workflows to do improvements on their part of the business. Shows how the increasing demands of the business can be met by BPM and the empowerment of LOB without heavy reliance on IT.

• Previously they did not have enough IT capacity to automate all of these processes, thus the business was at risk and unable to operate with efficiency and agility. Many core business processes were manual, paper-based, reliant on people, prone to errors and as a result information was not integrated across departments, processes and among people that needed it.

•Banco Espirito Santo had identified this manual execution of processes as a major risk to their business based on their experiences with quality and customer service issues resulting from slow response times and poor quality of responses.

• Another key business problem was the lack of accountability within the organization resulting from large amounts of paper, with lack of control and visibility into information which put them at risk from a governance and compliance perspective.

•The company responded to these threats by creating a self-service framework that enabled business users to configure simple process apps with minimal IT involvement.

Benefits Realized were significant including: Company-wide adoption by business users after launching in 2009 resulting in: 200 simple processes built by business users in production within 18 months, 40,000 tasks assigned to users per month within first 6 months, 80,000 process instances created in first half of 2010, surpassing totals for 2009. Average 3000 users per day.

*Note we need to incorporate into the story other backend WebSphere products they have – what they use those for and the value of those as well as the Lombardi story. (eg: Monitor, Modeler, MQ, etc)

Enable business agility with centralized process management; bring down errors by 50%

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Main Message:

 JSMCC enables business agility and efficiency using IBM BPM

 Jiangsu Mobile (JSMCC) - A mobile communications company in China enables business agility and efficiency when it works with IBM Business Partner Inspur Co., Ltd. to implement a business process optimization platform using IBM WebSphere Business Modeler V6, IBM WebSphere Business Monitor V6, IBM WebSphere Process Server V6 and IBM WebSphere Enterprise Service Bus V6 software

Nationwide

Realize agility by achieving 80% improvement in throughput across financial back office and shortening allocation process from 2 days to 2 hours.

Challenge - Nationwide needed greater quality, integrity and speed in how it managed its financial statements. The finance team is very data and transactory oriented and as a result, had many very manual processes around how it extracted actionable information from its data.

Action - Nationwide transformed to a much more automated and analytical set of policy analysis processes. They used ILOG to centralize their business rules for financial data. They took 380 existing interfaces and consolidated them in one location and put control of the rules into the hands of users. So if policies change or market windows open, the business can make changes themselves without IT. .

Results

Overall, Nationwide experienced an 80% improvement in throughput across financial back office. They now make better, more informed decisions and went from being able to provide analytic financial information to the business just 2-3 times/week to many times per day. Their allocations process took 2 days and now takes two hours. They can now process 23,000 records per seconds and consolidated eighteen general ledgers into one.

IBM

SOA and Connectivity

14/02/12

Turkiye Bankasi

TÜRKİYE İŞ BANKASI

Isbank transforms Banking processes with SOA; becomes more customer-centric by aligning business and IT

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- Turkey's largest private bank; over $82 billion assets
- 16M customers; over 1,100 branches
- Average 22M transactions per day on core mainframe banking systems
- Transformation from functional to customer-centric organization through focus on enterprise architecture and business process

WebSphere Enterprise Service Bus
WebSphere Process Server
WebSphere DataPower XI50
WebSphere Integration Developer
WebSphere Business Monitor

Asian Paints Ltd

त्यौहार तो है बस बहाना
घर जो है सजाना

होली, दिपावली या हो उत्तरायण, इस साल दीजिए अपने घर को एक नया रंग
एशीयन पेन्ट्स के संग

Improves customer loyalty and business continuity to achieve growth using WebSphere ILOG JRules

Asian Paints Ltd to achieve
Improve customer loyalty, business continuity to achieve growth. Using WebSphere
ILOG Jrules

Business Needs

For Asian Paints Ltd. (APL), the loyalty of partners was critical to business continuity, growth, healthy profit margins, and ultimately, user experience. APL had a tradition of loyalty offers for its channel/trade partners.

The company's loyalty programs were losing their charm and needed a refreshed and flexible approach to capture and maintain partner interest and enthusiasm. However, the aged systems and IT solutions were incapable of handling the additional complexity of managing such schemes.

Business Benefits

The IBM solution overcomes the limitations imposed by hard-coded software rules and developer teams, critical to the rollout of loyalty schemes, thereby providing agility and flexibility in the following:
- Creating offers, such as rebates, product selection and sales conditions
- Checking eligibility, such as partner profile and history of activities
- Executing seasonal promotions, such as exclusives and festivals, for channel/trade partners
- Enabling various product and regional sales teams to manage their respective promotion rules, thus adding to flexibility across the distribution chain
- Enabling business and management to evaluate the efficacy of new marketing and loyalty promotions before rollout.

Solutions/Offerings

Software:

WebSphere: WebSphere ILOG JRules

Client background: Founded in 1942 as The Asian Oil & Paint Company and based in Mumbai, India, Asian Paints Ltd. (APL) is the largest paint company in India and third-largest paint company in Asia, with operations in more than 20 countries, 28 paint

Bharti Airtel

Bharti Airtel achieves real-time response, improves customer services and enables hyper growth with 110 million customers using IBM SOA

Main Point:

Bharti Airtel - India's largest cellular service provider and the world's third-largest single-country mobile operator - **achieved real-time response, improved customer services and enabled hyper growth with IBM SOA**

Overview:

Bharti Airtel is India's largest cellular service provider and the world's third-largest single-country mobile operator.

Business need:

Bharti Airtel faced dropping average revenue per user (ARPU) and skyrocketing growth; it needed to find a way to execute flawlessly using as much automation as possible.

Solution:

Bharti Airtel's SMART SOA™ solution with IBM® WebSphere® technologies enables the company to outsource its IT to IBM and other strategic partners and integrate its systems in order to automate routine transactions and hone customer service.

Benefits:

Ability to provide flawless service to 110 million customers at low margins Employee productivity improved using business activity monitoring Real-time responses to customer requests

Solutions/Offerings

Software:

WebSphere Portal, WebSphere Business Services Fabric, WebSphere Application Server, Cognos 8 Business Intelligence

"SOA is an enabler of our hypergrowth."

IBM

Application Infrastructure

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Guangdong Rural Credit Cooperatives

广东农村信用社
GUANGDONG RURAL CREDIT COOPERATIVES

广东农村信用社
GUANGDONG RURAL CREDIT UNION

山市小榄农村信用合作社

Adopts enterprise-wide banking system improving performance and efficiency: increases daily transactions from 4 million to 15 million using WAS and WS MQ

Main piont:

 A large Chinese banking cooperative deploys an enterprise-wide banking solution built on IBM hardware and software technology, with assistance from IBM GTS, to leverage fully integrated systems, software and storage that can analyze massive amounts of complex data in real time, provide workload optimization and a unified IT infrastructure for a single version of truth across 23 member banking institutions located in seven cities

Business needs:

 Guangdong Cooperatives (http://www.gdrcu.com/) needs a stable, flexible and scalable infrastructure to support its long-term business strategies and growth. By consolidating existing IT systems and replacing inefficient or duplicate systems, the company could gain a 360-degree view of customer data and a more detailed understanding of its customers to offer more personalized services such as VIP Premiere Service, identify new market opportunities, and make better decisions for risk management and credit assessment.

Hardware:

 Storage - Disk: Storage: DS4800; Storage: DS5020

Software:

 Information Management: DB2 Enterprise; InfoSphere Warehouse; InfoSphere Change Data Capture; InfoSphere DataStage
Business Analytics: Cognos 8 BI Version 8.1
WebSphere: WebSphere Application Server; WebSphere Virtual Enterprise; WebSphere MQ

Services:

Max New York Life Insurance Co. Ltd.

Optimizes the utilization of system resources and reduces hardware cost by 50% using WebSphere Application Server

Main Point: MNYL sought ways to reduce hardware and software licensing costs as part of a companywide initiative. It wanted a solution to bring siloed applications into a shared infrastructure, without compromising system availability. By using WS WAS, MNYL was able to optimize the utilization of system resources, reduces hardware cost by 50%.

Business need:

MNYL sought ways to reduce hardware and software licensing costs as part of a companywide initiative. It wanted a solution to bring siloed applications into a shared infrastructure, without compromising system availability.

Solution:

Achieve agility with 10K request per second scaling capabilities, 200 GB storage and mobile access, by using WebSphere eXtreme Scale

ESPN.com day 3 keynote)

Challenge: Manage the incredible scaling requirements of ESPN.com: 10,000 request per second.... all of which are personalized and can not rely on cookie cutter responses. Store of 10 million users' preferences each of which has 5kb of data = 200 GB. Plus, these had to be handled over many devices including mobile.

Solution: WebSphere eXtreme Scale across ten servers. It can load 12M fans with 40% room to grow and easily handle 15K requests per second with low CPU usage and full redundancy

Result: Total time from inception to production was only 3 months. ESPN.com is one of the most popular sites on the internet and continues to handle the incredible personalized loads with