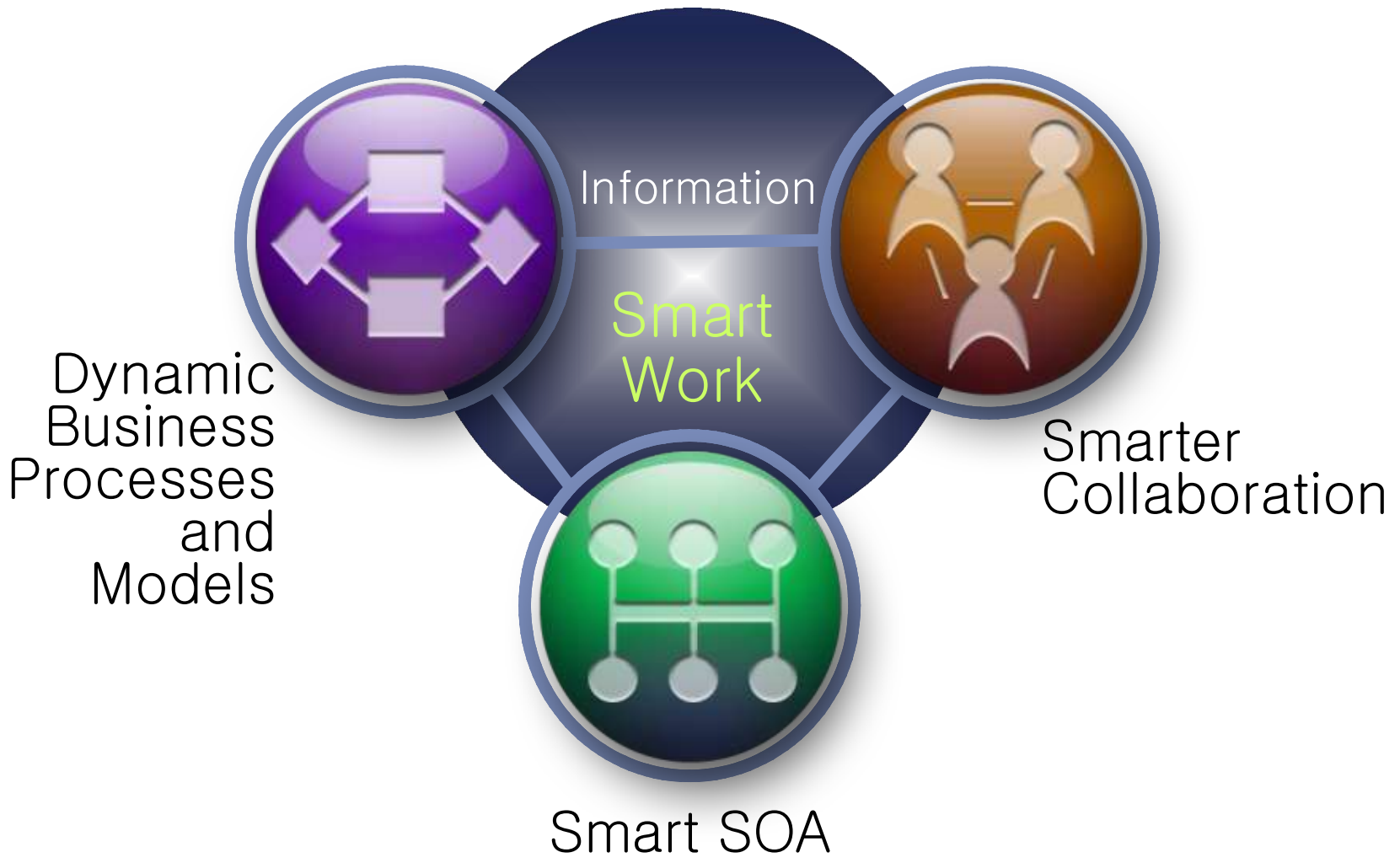






# How Can We Work Smarter?





# Our Approach To Smarter Work Is Informed By The Market, And Based On Deep Industry Insight

## 4 Global C-Suite Studies

New and Enhanced!

## 11 Guides on the New Paradigm of Business & IT

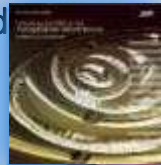


New!



Coming Soon!  
2009 Global CIO Study

2009 Global Supply Chain Officer Study



2008 Global CEO Study

2008 Global CFO Study

2008 Global CHRO Study



Retail

Banking

Gov't

Travel & Trans



Insurance

Healthcare

Supply Chain

Electronics



Bio-Pharma



Measuring ROI






Cross-Industry



# IBM Offers Over 50 Industry Solutions To Help Business Work Smarter

## Smart Work Examples

Industry	Process	What's Smart
Retail	 Stocking Decision Making	Turning customer data into valuable business insight
Government	 Traffic Management	Optimization of traffic flow based on real-time citizen data
Government	 Border Security	Precise Automated Identity Determination

**New!**

Retail Analytics Performance Solution

**Enhanced!**

Intelligent Transportation Solution

**Enhanced!**

Trusted Identity Management Solution



# IBM's Industry Solutions Portfolio At A Glance

Solutions and Framework		Key IBM SW Products
Finance		
Banking/Ins -360 Degree View of Cust	CCIF	•Information on Demand
Banking - Front Office Multi-Chn	CCIF	•Cognos, Models
Banking - Core Systems	CBRF	•Enterprise Content Mgr
Banking - Payments	PFFS	•Branch Transformation Toolkit
Insurance - Core Solution		•Portal
Insurance - Front Office Soln		•Process Server
Insurance - Business Performance		•Message Broker
Cross-Finance Risk&Compliance		
Fin Mkts - Low Latency Mkt Data	WFO	•WebSphere Front Office

Telecommunications		
Next Gen Service Creation	SPDE	•WebSphere Telco Server
Next Gen Service Delivery	SPDE	•Integration Server
Service Management	SPDE	•Rational Composer, UP for IMS, ClearCase/ Quest
BSS/OSS Integration	SPDE	•Rational Portfolio Mgr
Web 2.0 / Innovation Factory		•Tivoli Maximo, Netcool, Tivoli Security
Single View of Customer & Product		

Energy & Utilities		
Customer Ops xFormation	SAFE	•Common Store
Intelligent Utility Network	SAFE	•Integration Server
Utilities Network Revitalization	SAFE	•Intelligent Minder
Enterprise Asset Management	SAFE	

Public - Government / Health		
Defence : Network centric ops	NCO	•Tivoli Maximo
Customs, ports and border mgt	CPBM	•Identity Manager
Public Safety and Security	TIF	•Access Manager
e-Government		•Information Integrator
Social Services & Security		•Content Manager
		•Portal

Solutions and Framework		Key IBM SW Products
Distribution - CPG & Retail		
Merchandising & supply chain	RIF	•Content Manager •Product Center •Filenet, Cognos •Commerce Server •Integration Server
Retail - Multi-channel retailing	RIF	
Retail -Total Store	RIF	
Retail - Business Intelligence	RIF	
CPG Integrated Market Mgt		
Consumer Driven Supply Chn		

Distribution - Travel & Transport		
Airlines and GDS		•Integration Server
Airports		•Partner Gateway
Rail Services		•Tivoli Maximo
Freight and Logistics		•Information Warehouse
Travel-related services		•Master Data Mgt

Industrial - Aerospace & Defence, Automotive, Chemicals & Petroleum, Electronics		
A&D - Product Lifecycle Mgt	PDIF	•Portal •Pervasive / Mobile SW •Process Server •Integration Server •Product Center •DataStage •Tivoli Maximo •Presence Server
A&D - Supply chain after mkt	PDIF	
Auto - Product Lifecycle mgt	PDIF	
Auto - Manufacture productivity	MIF	
Auto - Marketing, sales & svcs		
C&P - iPlant(intelligent Plant	IIF	
C&P - iField Intelligent Oil Field	IIF	
C&P - Ent. Asset Mgt / RFID	IIF	
Elect - Valu chain - RosettaNet	MIF	
Kind - Product Devt Integration	PDIF-MIF	
Elect - Enterprise/Supplier Integ	PDIF	
Elect - Value chain mgt visibility		
Elect - Sales Service Chan. Mgt		

Media		
Production and Distribution	MH	

# City of Stockholm Works Smarter



*"Traffic has remained substantially lower since the pilot with IBM, which has brought significant benefits to Stockholm residents... reducing traffic volumes, improving accessibility for buses and cars, and improving the environment,"*

*Birger Hook, Director of the Swedish Road Administration's traffic registry*

## Challenge

Too many cars... too few roads  
*Traffic volume, commuting time, vehicle emissions increasing annually*

## Working Smarter

Smart Toll System that proactively adjusts traffic patterns by incenting commuters to drive at lower traffic times.

New!

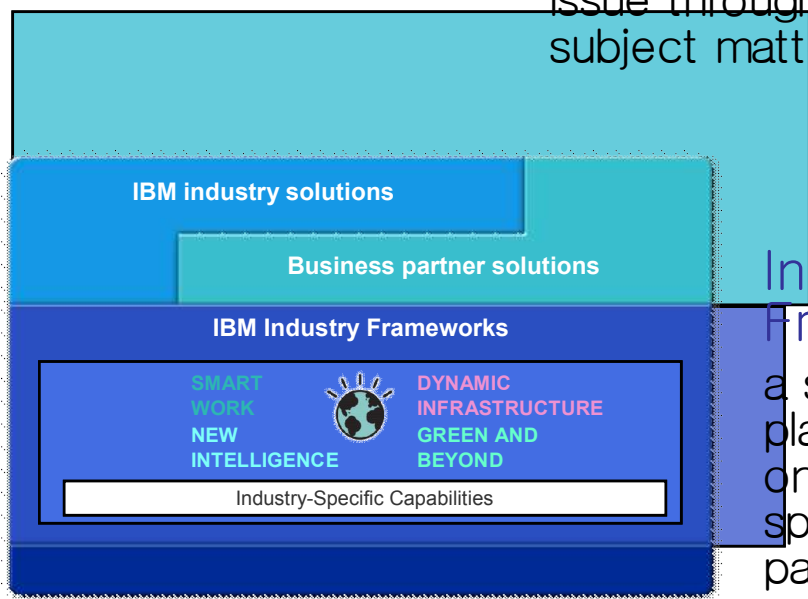
*IBM Intelligent Transport Solutions In Action...*

# These Solutions Are Based On Industry Frameworks That Deliver The Full Value Of IBM Software To Clients

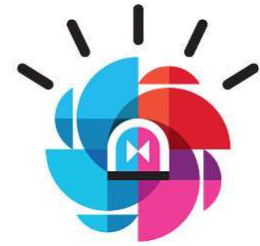
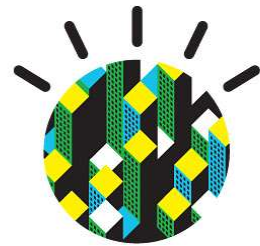
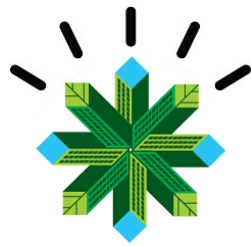
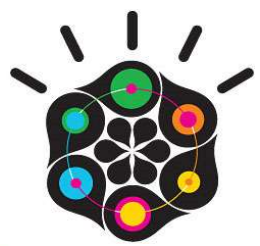


- Increased flexibility
- Faster time to value
- Reduced risk
- Industry-specific skills and offerings
- More modular offerings and solutions
- Cost containment

Industry Solution addresses a business issue through industry and subject matter expertise



Industry Framework a software platform based on business specific usage patterns



# IBM Frameworks Are A Smart Platform For Industry Solutions

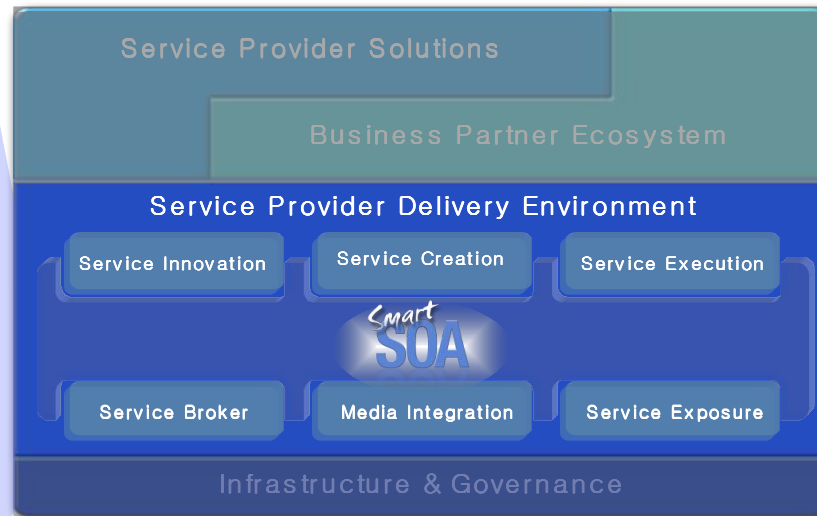


## Framework Value

- Speed deployment
- Lower project costs and risk
- Increase agility
- Expand choice through a robust ecosystem
- Accelerate adoption of industry standards

## Framework Content

- Data models
- Flows
- Best practices
- Product extensions
- IBM SOA Foundation
- Information Agenda



**Service Provider Delivery Environment**  
*Boost operational efficiency and speed new services to market*



**Health Integration Framework**  
*Improve patient services*





# IBM Industry Frameworks At A Glance



Retail Integration Framework  
*Retail*

Service Provider Development Environment  
*Telecommunications*

Banking Industry Framework  
*Banking*

Integrated Risk Management

Customer Care and Insight

Payments

Core Banking (Coming Soon)



Product Development Integration Framework  
*Automotive, Aerospace & Defense*

Information Integration Framework  
*Chemicals & Petroleum*

Insurance Process Acceleration Framework  
*Insurance*

Network Centric Operations Framework  
*Government*

Health Integration Framework  
*Healthcare*

Government Services Framework  
*Government*



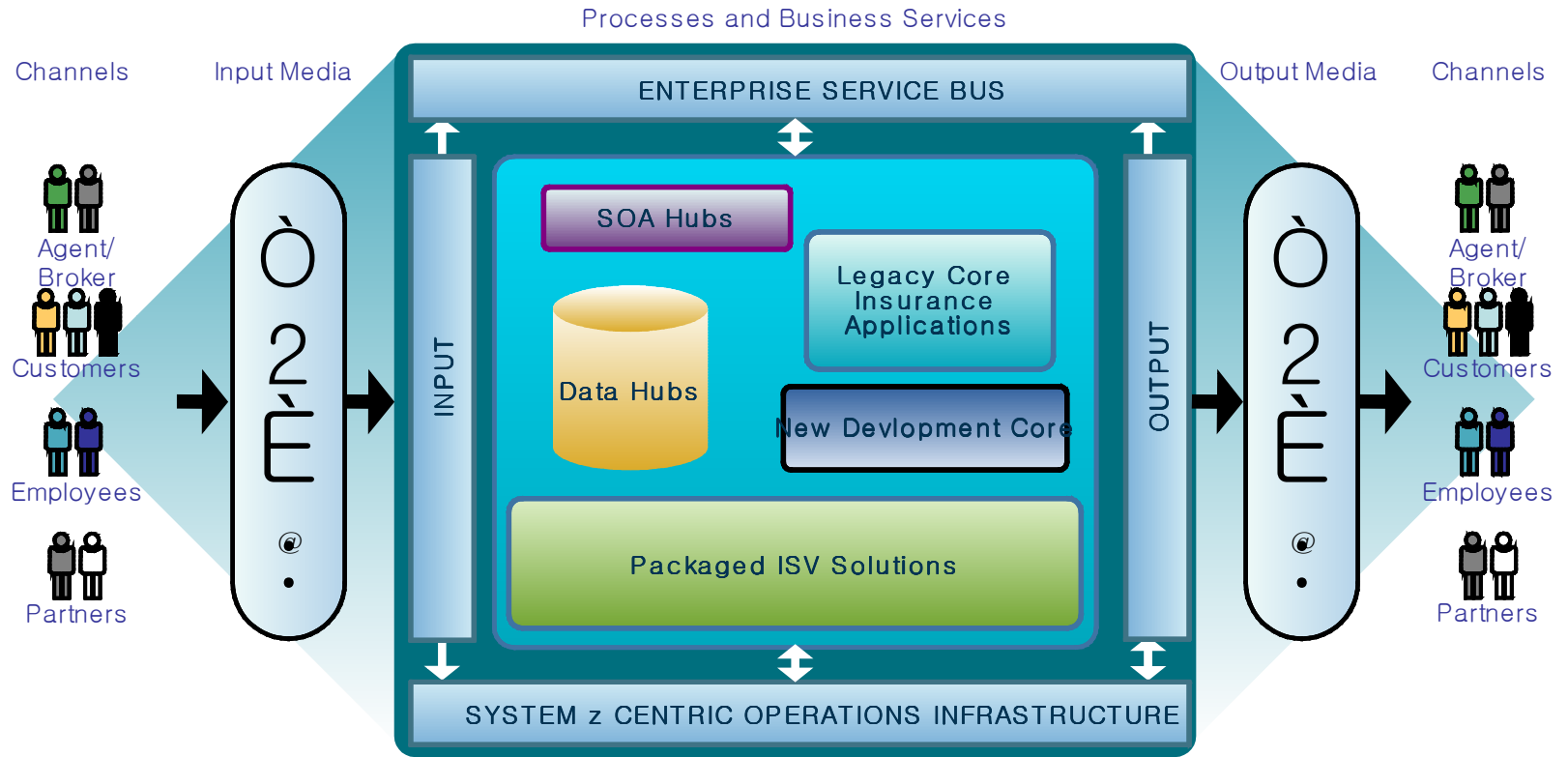


# IBM Industry Frameworks – Platform Independent

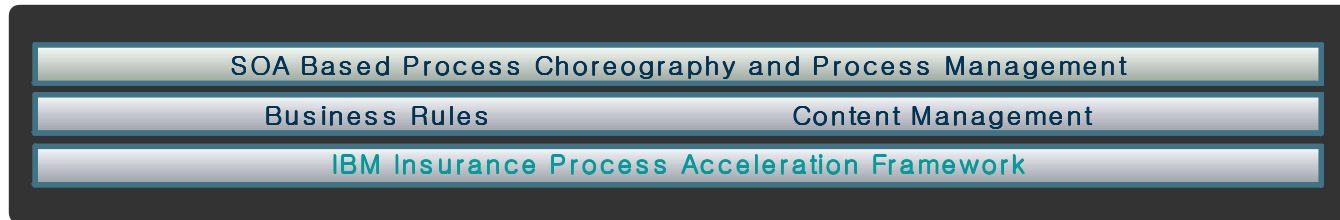
- Technology Leadership
  - Virtualization
  - Infrastructure Simplification
  - Workload and Systems Management with proven tools and processes
  - System, Application and Data Security
  - Data serving and data warehousing
  - Energy Efficiency
  - Business Resiliency
  - Service Oriented Architecture and application modernization
- Openness of System z with Linux and z/VM
  - Availability of Applications – Full JAVA support & Application ISV's
  - Server Consolidation
  - Lowest Total Cost of Ownership when all elements of system ownership and management are considered.



# IBM Industry Frameworks with System z



Foundational Technology



# Wachovia Works Smarter

## *IBM Payments Framework For Financial Services (PFFS) in Action*



**WACHOVIA**

*“With the IBM solution, we’ve chosen a path that has accelerated the adoption of SOA into the core of our business. It’s given us a clear advantage in the attributes where banks like Wachovia now have to excel — speed, flexibility and efficiency.”—*

*Leigh Ferrante, SVP and IT Managing Director, Wachovia*

### Challenge

#### Rigid Core Systems

Rigid core payments systems interfaces imposed huge burdens on the bank’s ability to change these systems or provide value added services to business users

### Working Smarter

Redesign the core payments systems using IBM PFFS and SOA principles.

This resulted in a 50% cost reduction to modify/upgrade these systems to meet business requirements; and a faster time-to-market to provide business with new capabilities



# Examples of framework accelerators for Payments Framework For Financial Services (PFFS)

Enhanced!



**WebSphere Business Integration for Financial Networks**

Product that provides a single window to SWIFTNet services and reliable processing of high volume messages



**EPP Assets**

Assets that, when used in combination with SWG services and other framework products, allow you to build an enterprise payments hub that provides transaction-level visibility to payments



**WTX Industry Packs**

Industry packs used with WebSphere Transformation Extender that enable data transformation to industry standards (e.g., NACHA, SWIFT, FIX)



**Payment Director**

Product that enables an electronic-based check environment and integrates other payments processes to connect systems and operations across the organization



**pureXML™ Payments Bundles**

Industry bundles used with pureXML that provide efficient XML data management to industry standards (e.g., SWIFT, FIX, FpML, TWIST )



**IFW / BDW Process & Data Models**

Common banking process and data models to help speed definition of requirements and implementation



**WebSphere Banking Payments Pack**

SOA-based services templates that allow you to develop business services faster for payments processes, speeding application development



**Corporate Payments Industry Scenario**

Best practice business and technical patterns for implementing a corporate payments financial supply chain management solution

# Yansha Works Smarter

## *IBM Retail Integration Framework in Action*



*“Our shopping mall now has a technical advantage. We have a leading role in securing prospective sites, enabling us to rebuild business processes and stay competitive.”*

*Mr. Ai Jie Ma, Director of Yansha Technical and Information Department*

### Challenge

Market Leadership Position  
Threatened

*Increased competition, rapidly growing retail market, plus siloed applications & manual, inflexible paper based processes*

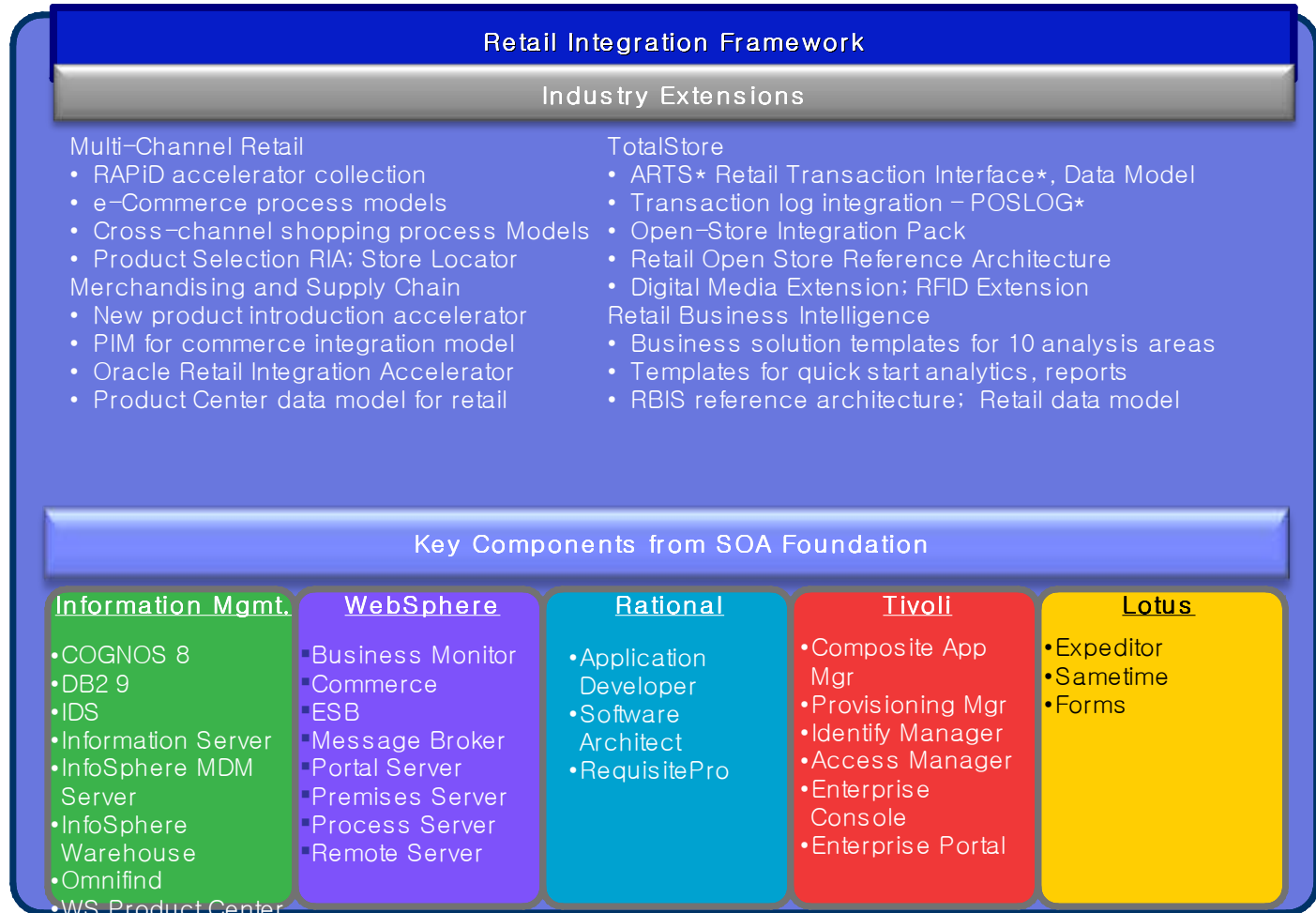
### What's Smart?

Integrated, Transparent Supply Chain Management System that...

- allows for faster, more efficient, agile business processes e.g. improved order lead time from 2.5 days to 4.5 hours
- Real real-time visibility combined with deeper customer insight allows for better merchandizing decision making – the right products at the right time

# Yansha Works Smarter

## IBM Retail Integration Framework in Action



# Bharti Airtel Works Smarter

*IBM Service Provider Delivery Environment (SPDE) in Action* 



**bharti**

*“Our new strategy is all about delivering a truly differentiated experience, and having the flexibility to continually improve the customer experience.”*  
– Jai Menon, Group CIO, Bharti Enterprises

## Challenge

Missed Market Opportunities  
Increased competition, plus  
rigid infrastructure & Inflexible  
processes

## Working Smarter

Agile, Dynamic Business  
Processes that empowered Bharti  
to

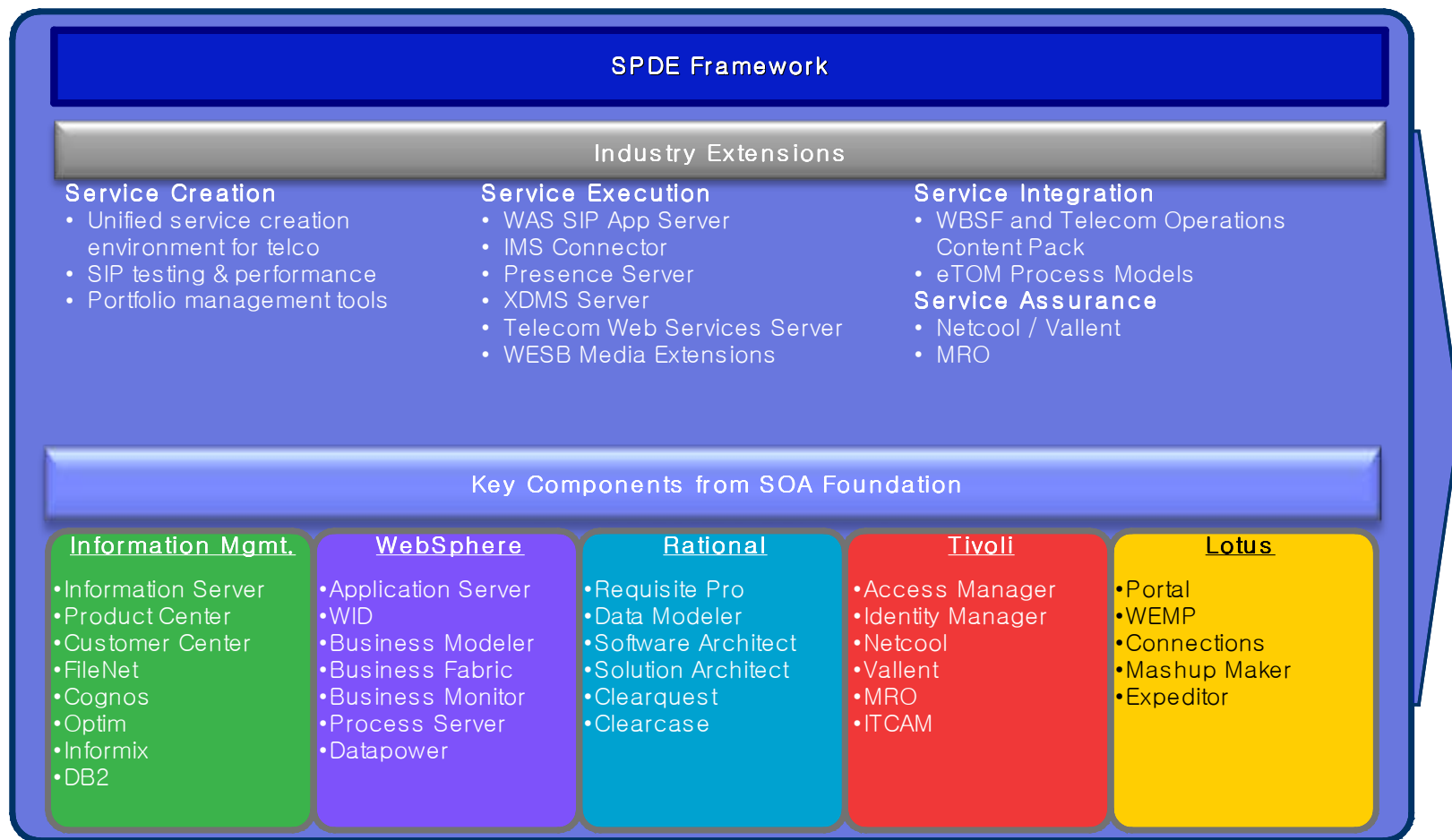
- Improve new service activation time from 4 days to < 2 hours
- Reduce billing cycles from 15 days to < 2 hours
- Quickly introduce new, innovative services to the marketplace



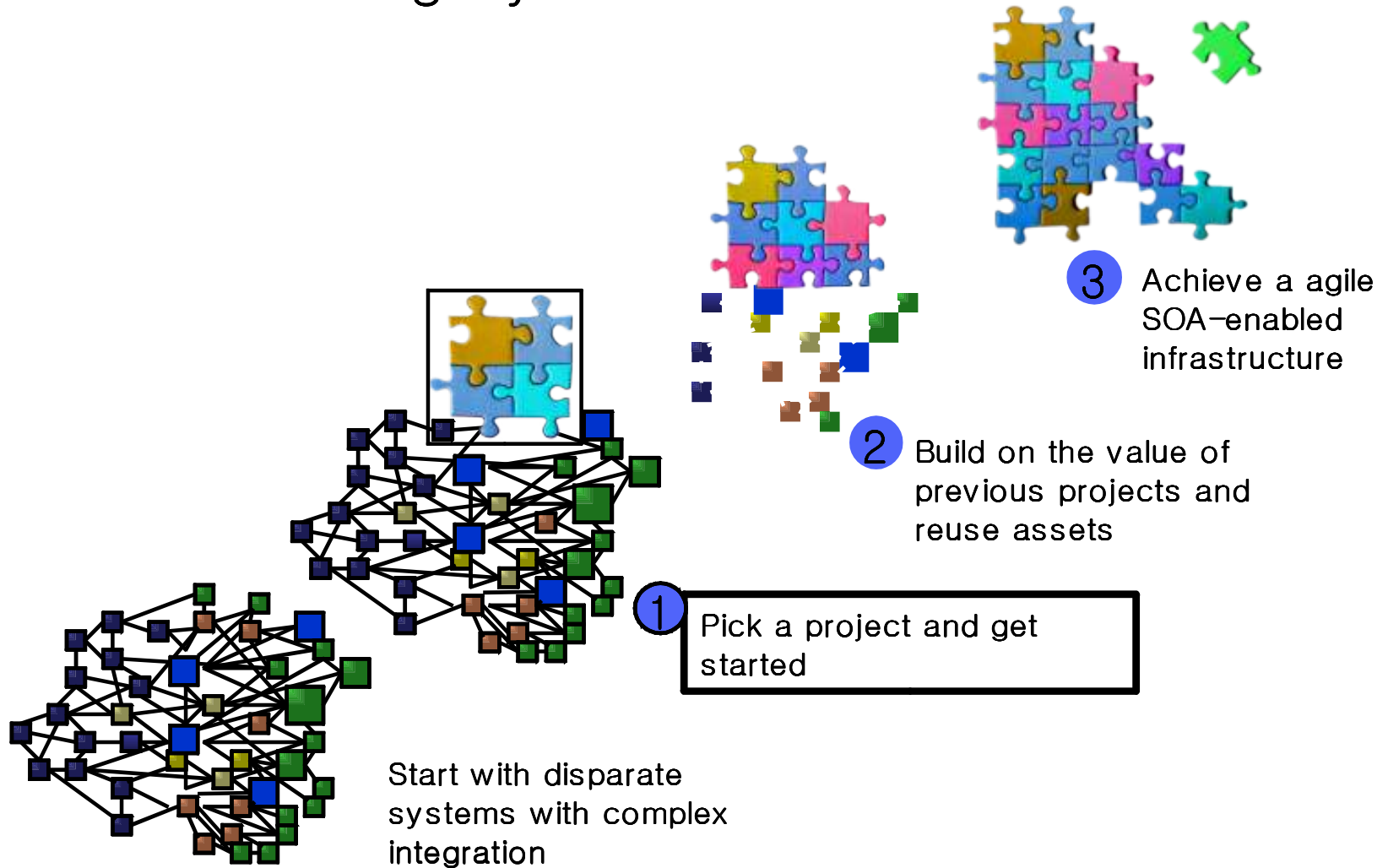
# Bharti Airtel Works Smarter

*IBM Service Provider Delivery Environment (SPDE) in Action*

Enhanced!



# Industry Frameworks Speed Deployment and Increase SOA Business Agility



*Enabling Progressive Transformation And ROI With Every Project*

# Industry Frameworks Help Clients Progress Along The Smart Work Continuum



Resistant to Change

Embracing Change

Siloed

Connected

Historic and Reactive

Predictive and Proactive

Isolated

People Centric

Rigid

Agile



# Example – Working Smarter With the Health Integration Framework (HIF)

## Challenges

## HIF Enables

## Value

SILOS

*A single, secure portal for an aggregated view of patient information*

CONNECTED

REACTIVE & HISTORIC

*Real-time integration with backend clinical systems*

PROACTIVE

ISOLATED

*Deeper relationships between physicians and patients*

PEOPLE-CENTRIC

RIGID

*Accelerated development and deployment of new applications*

AGILE



# Duke Medicine Works Smarter

## Patient Centric Health Care Improves Patient-Doctor



*"IBM is helping Duke Medicine improve patient satisfaction and safety by giving patients and clinicians the information they need to work together for better health outcomes."*

*Asif Ahmad, VP Diagnostic Services and CIO Duke University Health System and Duke University Medical Center*

### Challenge

Eliminate Redundant Administrative Processes while improving health care delivery

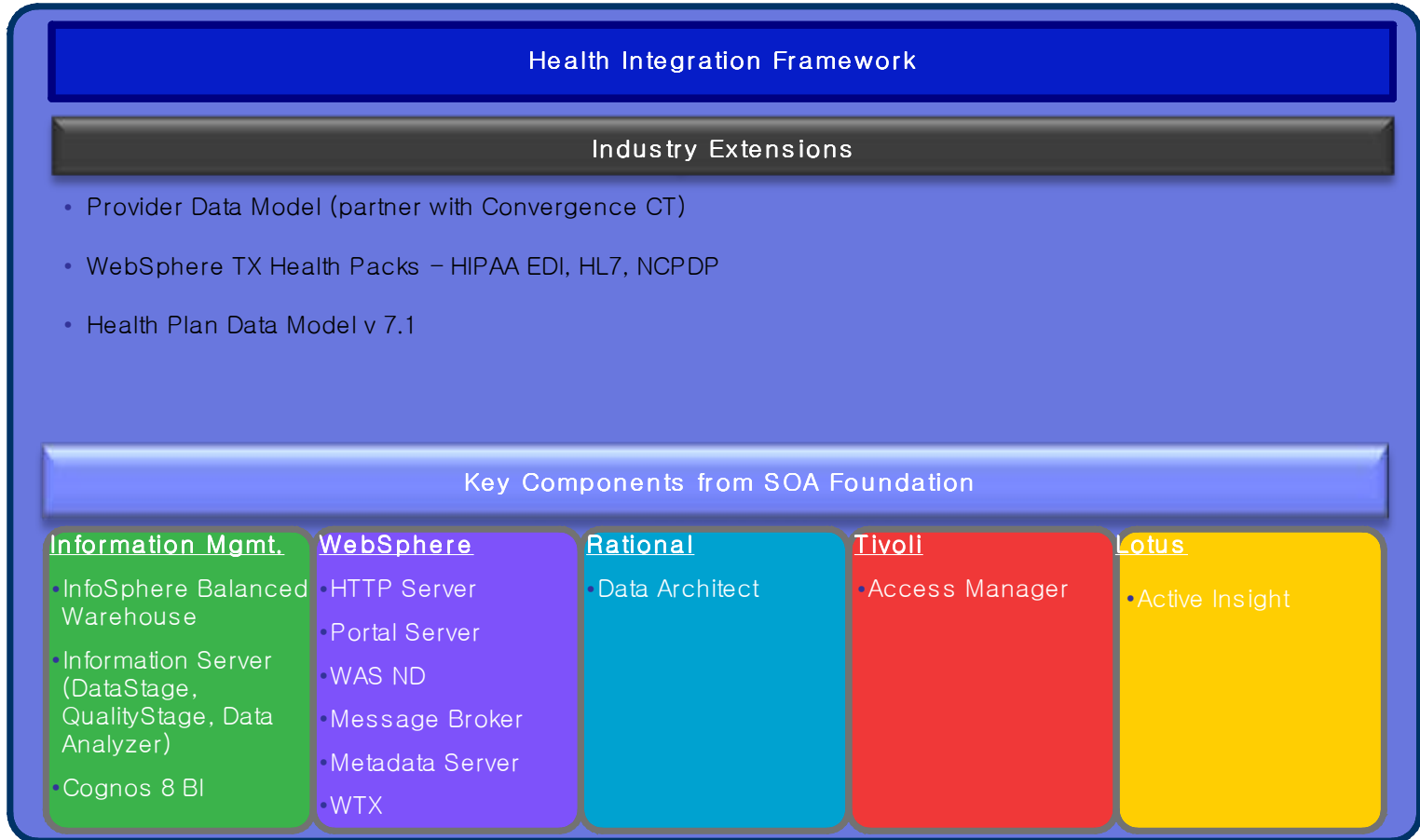
### Working Smarter

- Real-time collaboration and communication between physicians and patients
- Delivering patients and physicians centric access to information from over 100 clinical applications



# Duke Medicine Works Smarter

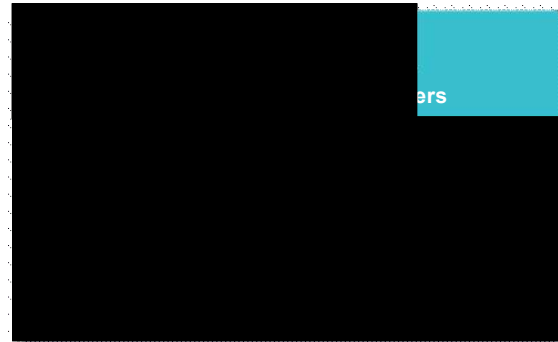
## *Patient Centric Health Care Improves Patient-Doctor Collaboration*





# The Business Partner Ecosystem Increases Choice

Seven framework partner validation programs, and growing!



The Industry Framework Business Partner Validation Programs enables...

- Faster deployment
- Easier integration
- Lower cost of operations



Government Network Centric Operations Business Partner Validation Program



Insurance Process Acceleration Business Partner Validation Program



# Momentum is growing for IBM Industry Solutions & Frameworks



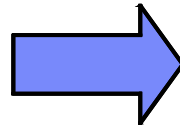




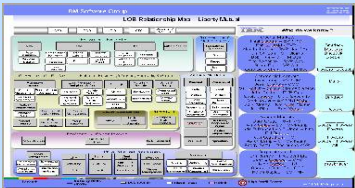
# Next Steps

Client Executive  
 IBM Client Team  
 IBM Software Sales

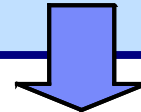
- Industry Solutions Specialists
- Industry Consultants
- IBM Laboratory
- Technical Sales
- SOA Specialists



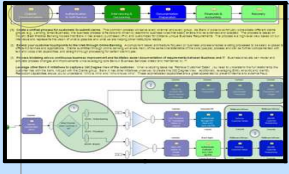
★ Exploration



On Site Briefings, IBM Events  
 Demonstrations, Case Study  
 Visits,  
 Lab or Briefing Center Visits



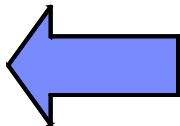
★ Understand Business Value and Impact



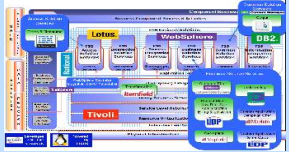
Business Value Assessment

- Process Analysis
- Business Problem

Analysis



★ Understand needs of the IT Architecture



Client Specific Solution Architecture  
 IT Foundation to Support Business  
 Needs and Objectives



# Get Started!

Work with your IBM Sales Representative to:

- Identify target business initiatives
- Conduct an Industry Business Value Assessment to prioritize initiatives and select a project
- Work on a proof of concept or production pilot





Thank You