IBM SOFTWARE CONFERENCE 2011
Powered by Impact & Innovate 2011

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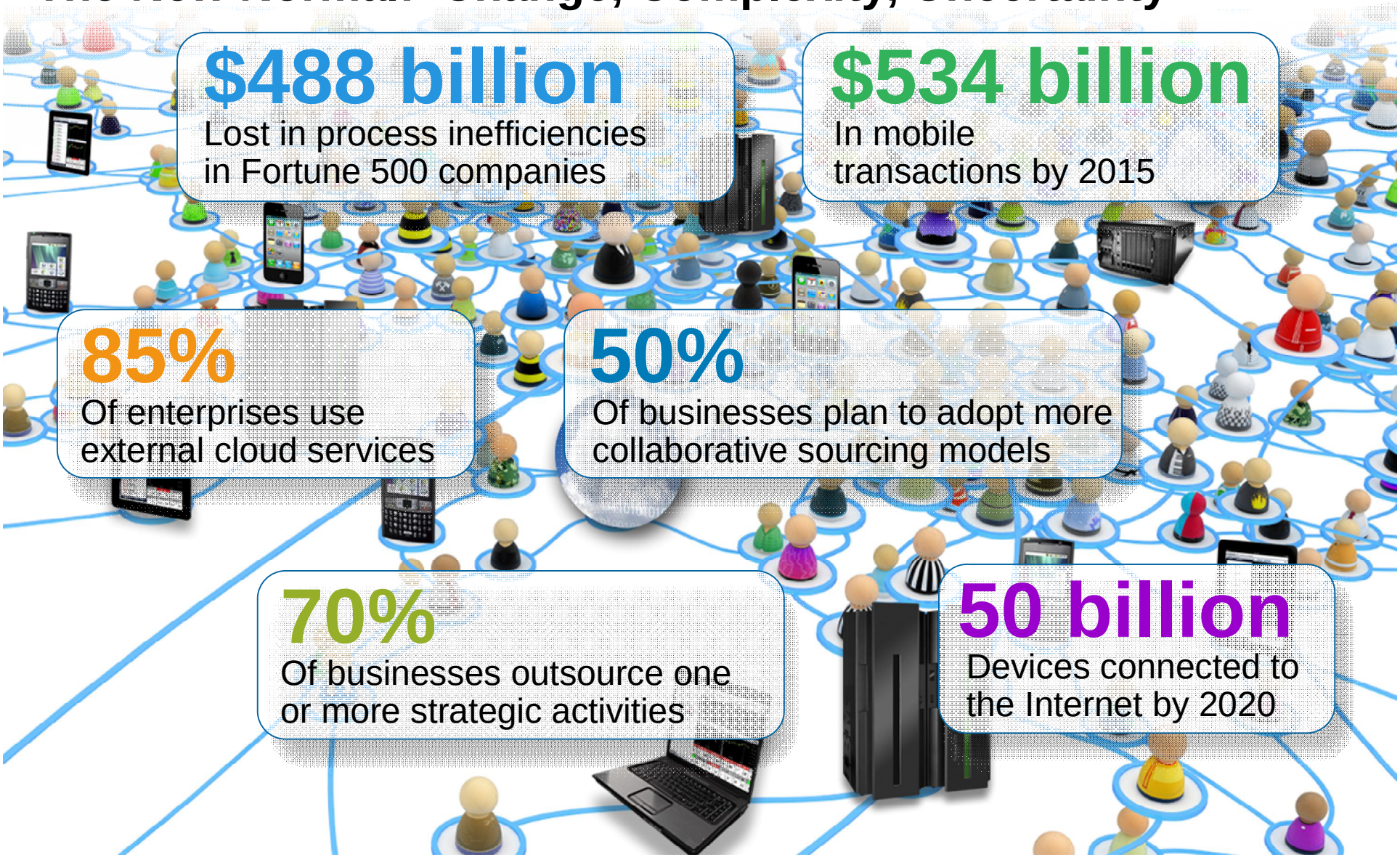
Realize Business Agility: Transform to Grow

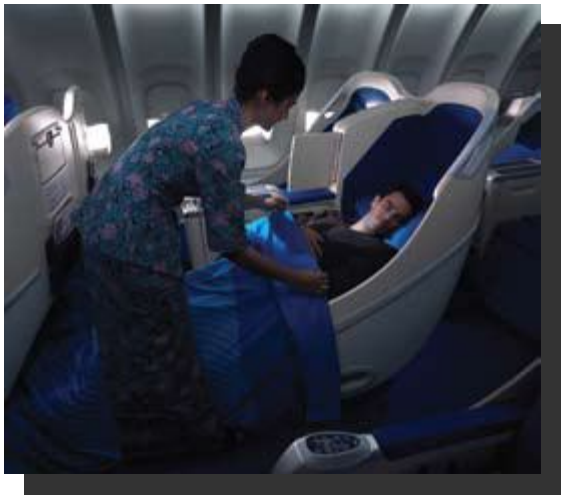
Kami Snyder
Director, IBM Private Cloud Marketing and WebSphere Product Marketing
IBM Software Group

The New Normal: Change, Complexity, Uncertainty



Business Networks Impact How We Do Business

Malaysia Airlines SOArs to new heights

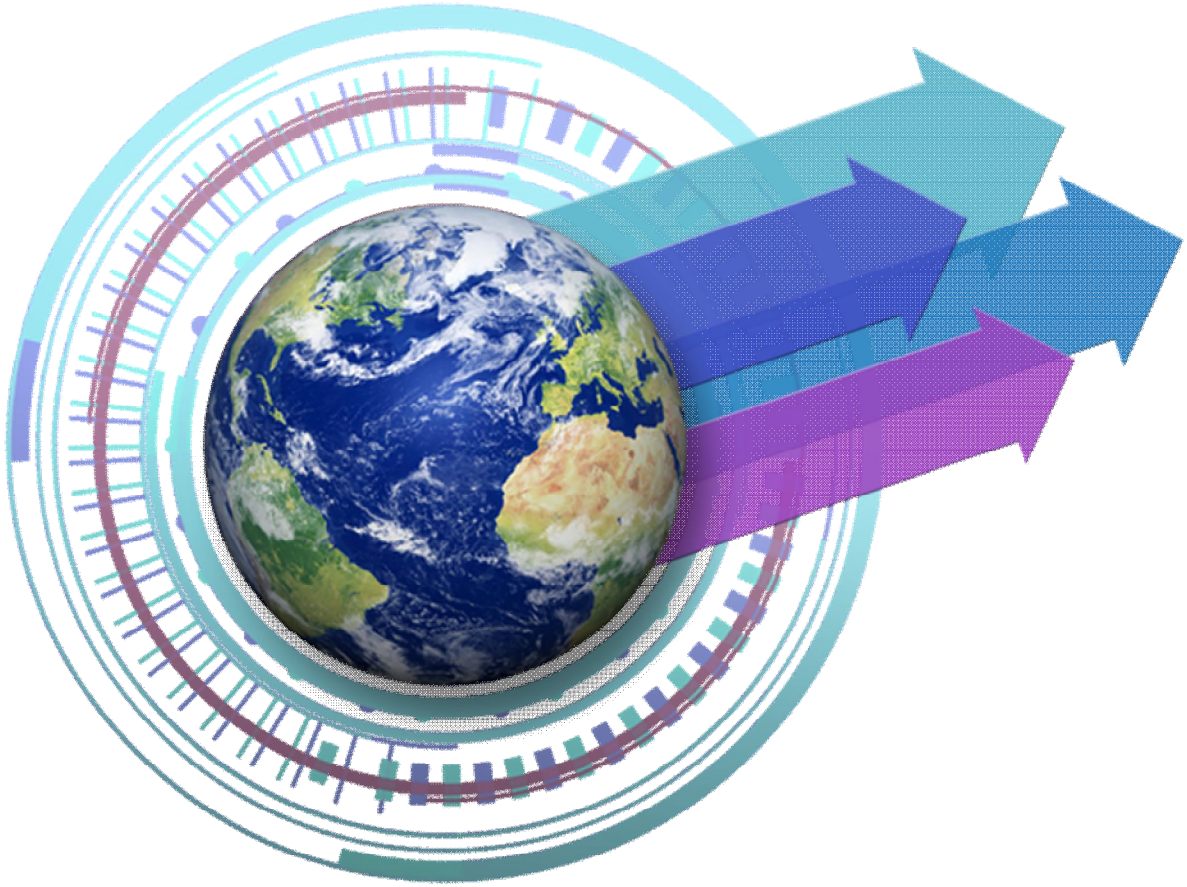


Delivers exceptional customer service
through a high-performing, scalable, secure and centralized global partner management system

"With IBM WebSphere DataPower, we are confident that we're building the right platform for the future."

- Ang Kean Leong
Manager, Enterprise Architecture for Group Information Technology, Malaysia Airlines

Transformation is Not Optional



Excellence is a Moving Target

Forward Thinking Organizations Are Transforming

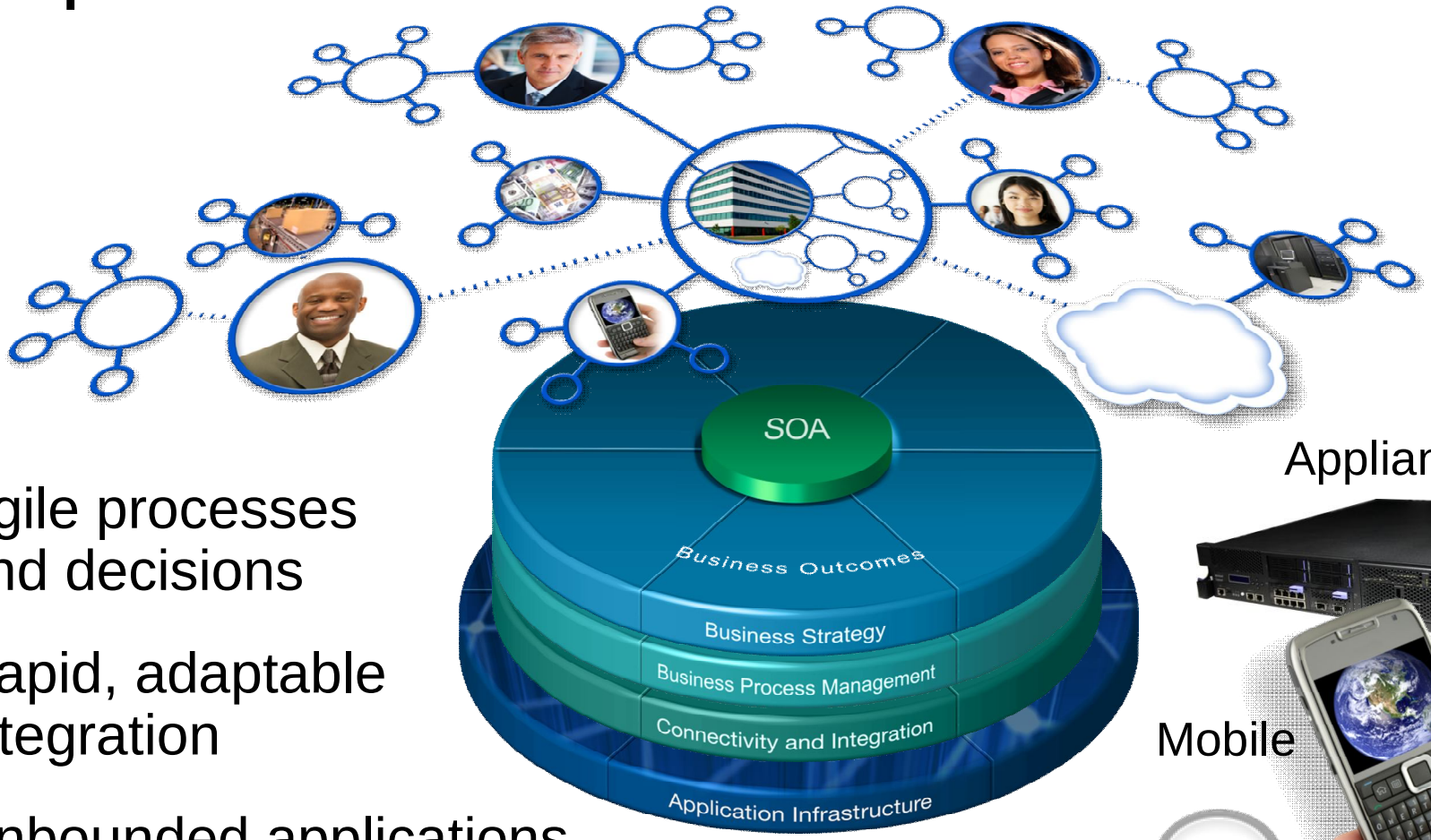
RELIANCE

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

emt

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

Key Capabilities for Transformation are:

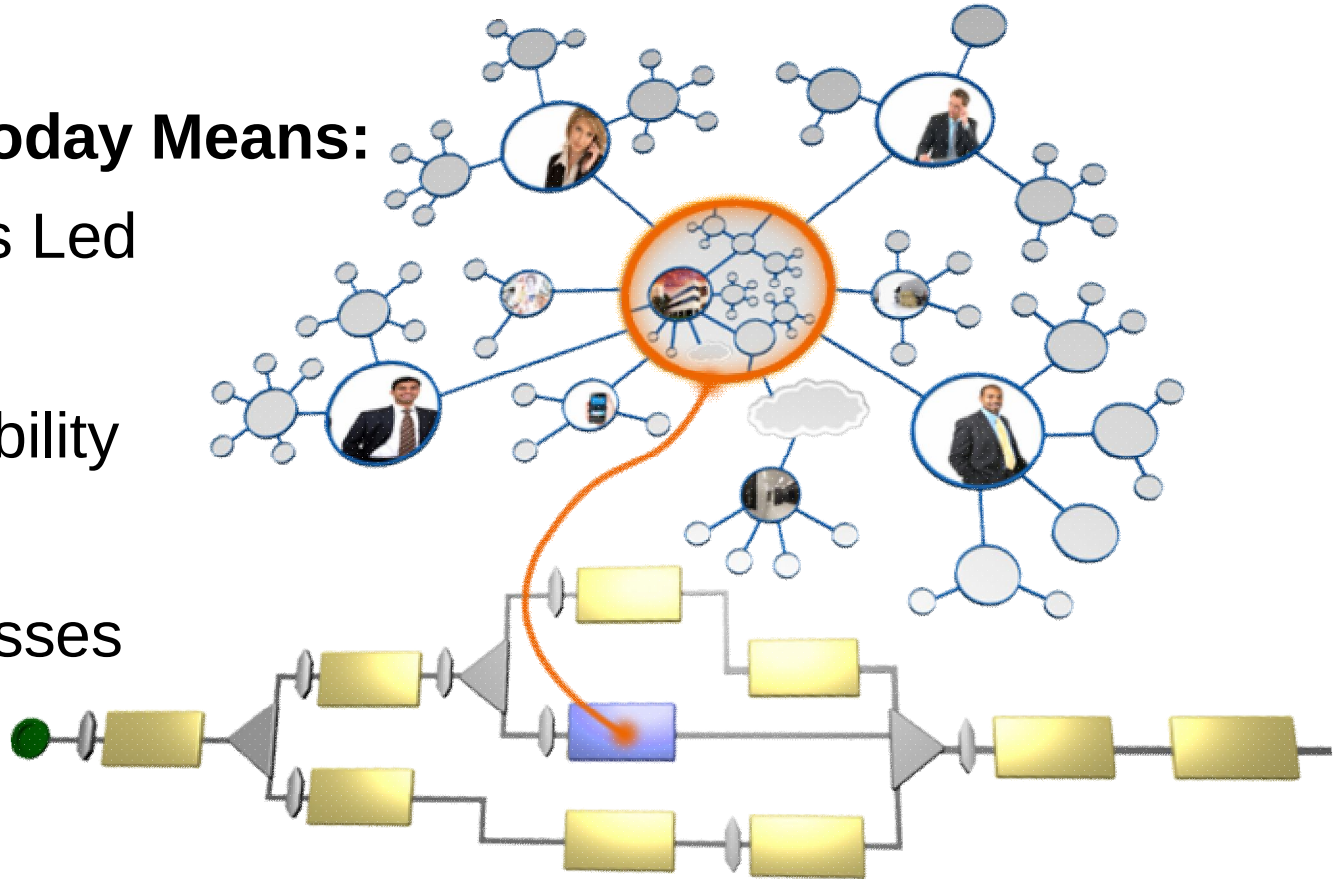


- Agile processes and decisions
- Rapid, adaptable integration
- Unbounded applications
- Flexible and intelligent infrastructure

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

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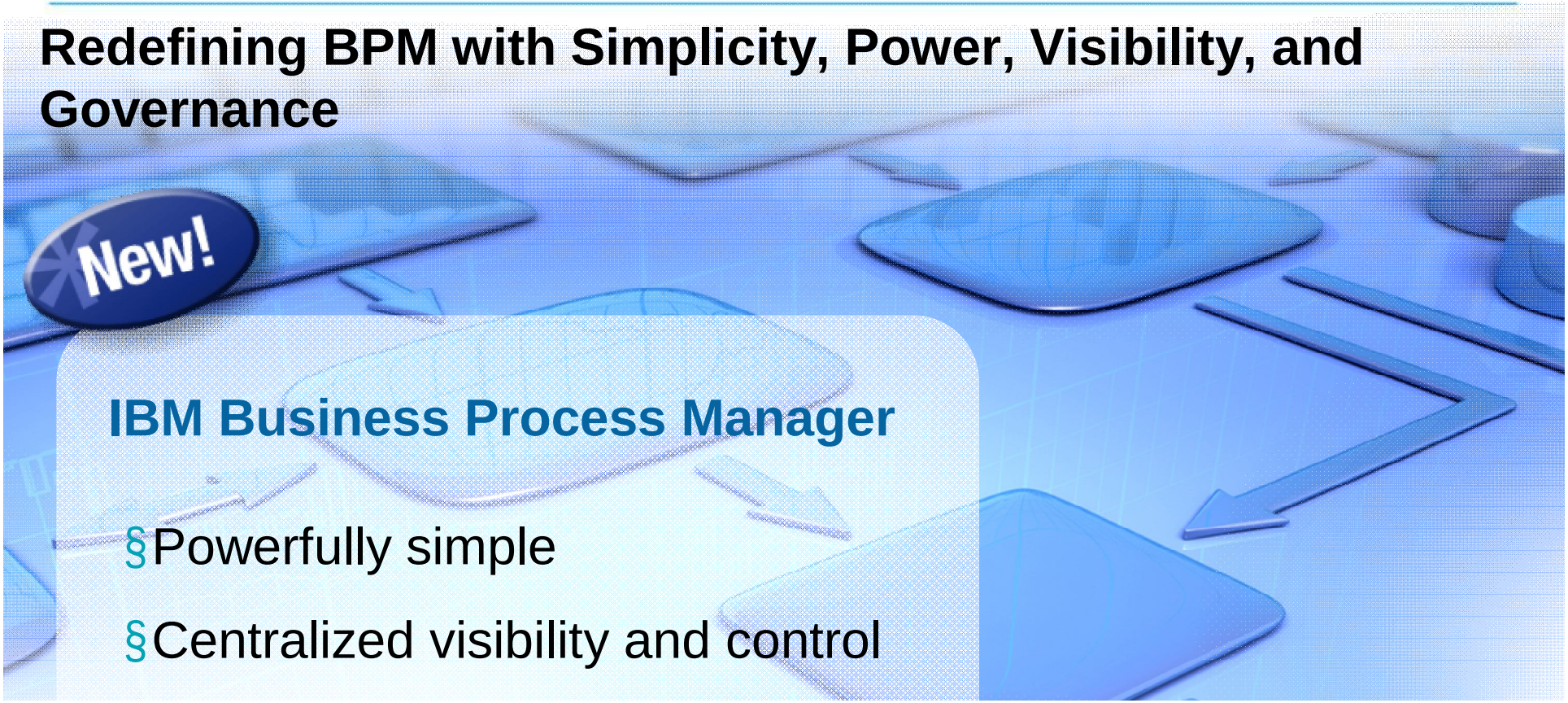
IBM

Redefining BPM with Simplicity, Power, Visibility, and Governance



IBM Business Process Manager

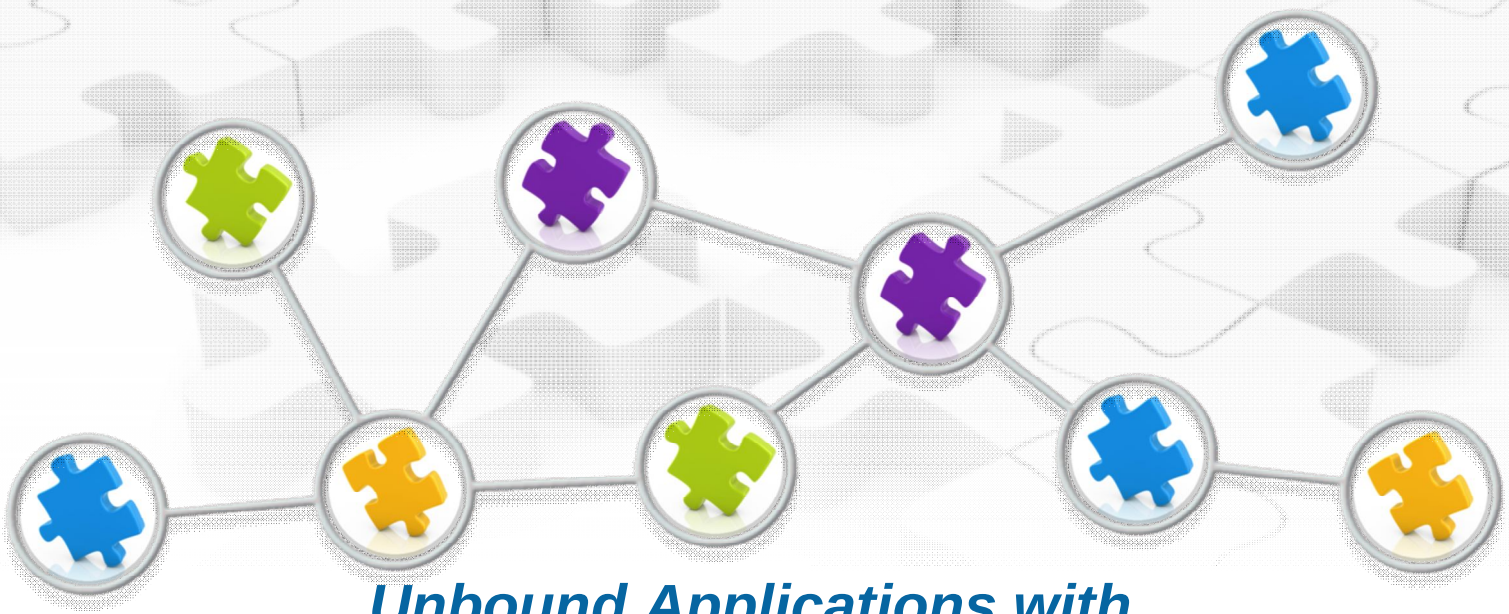
- Powerfully simple
- Centralized visibility and control
- Industrial grade scalability

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

Who Runs Your Business – You or Your Packaged Applications?

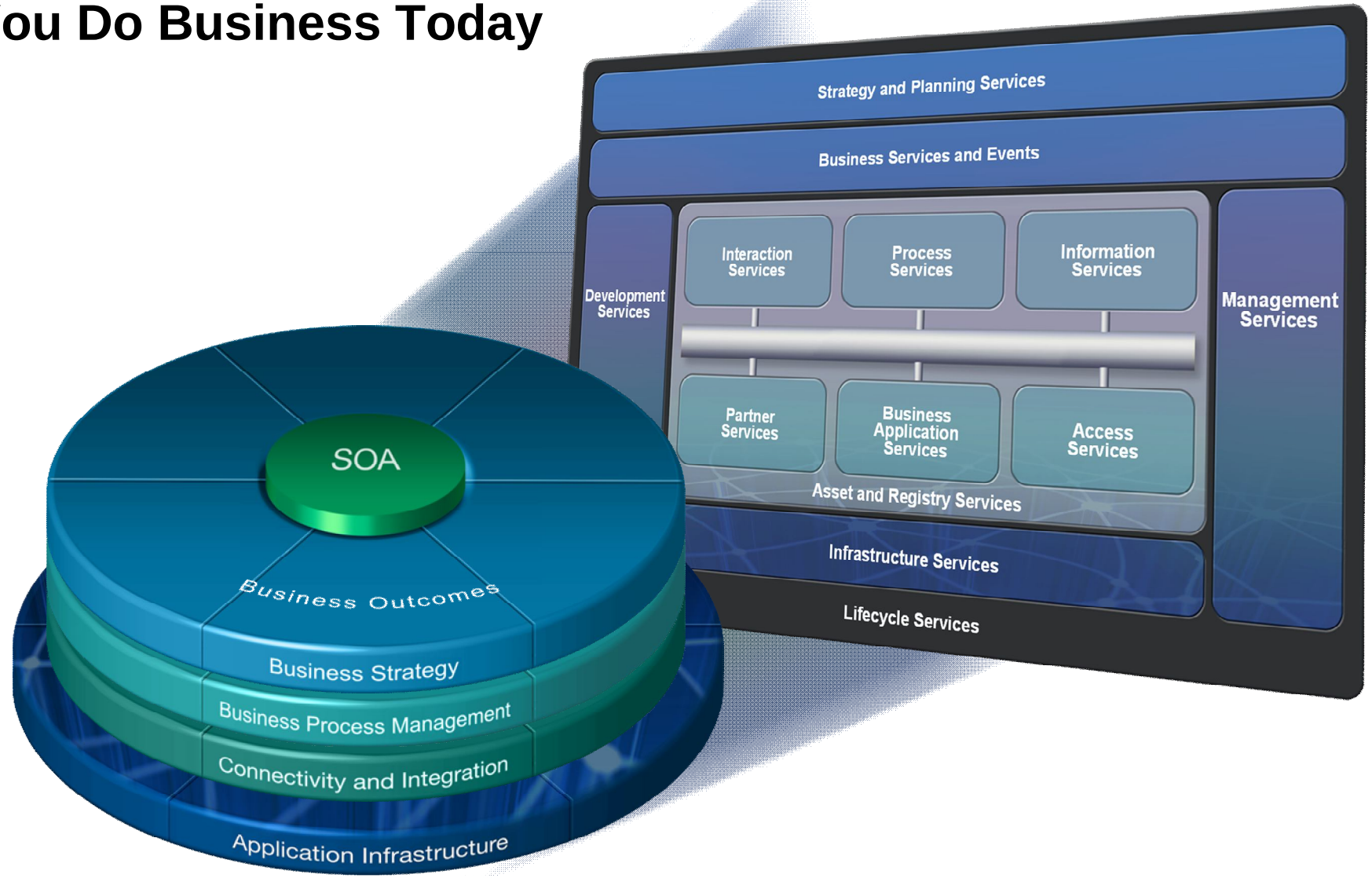
Transformation Today Means:

- 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

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

Take Control Today: Accelerate SOA Success

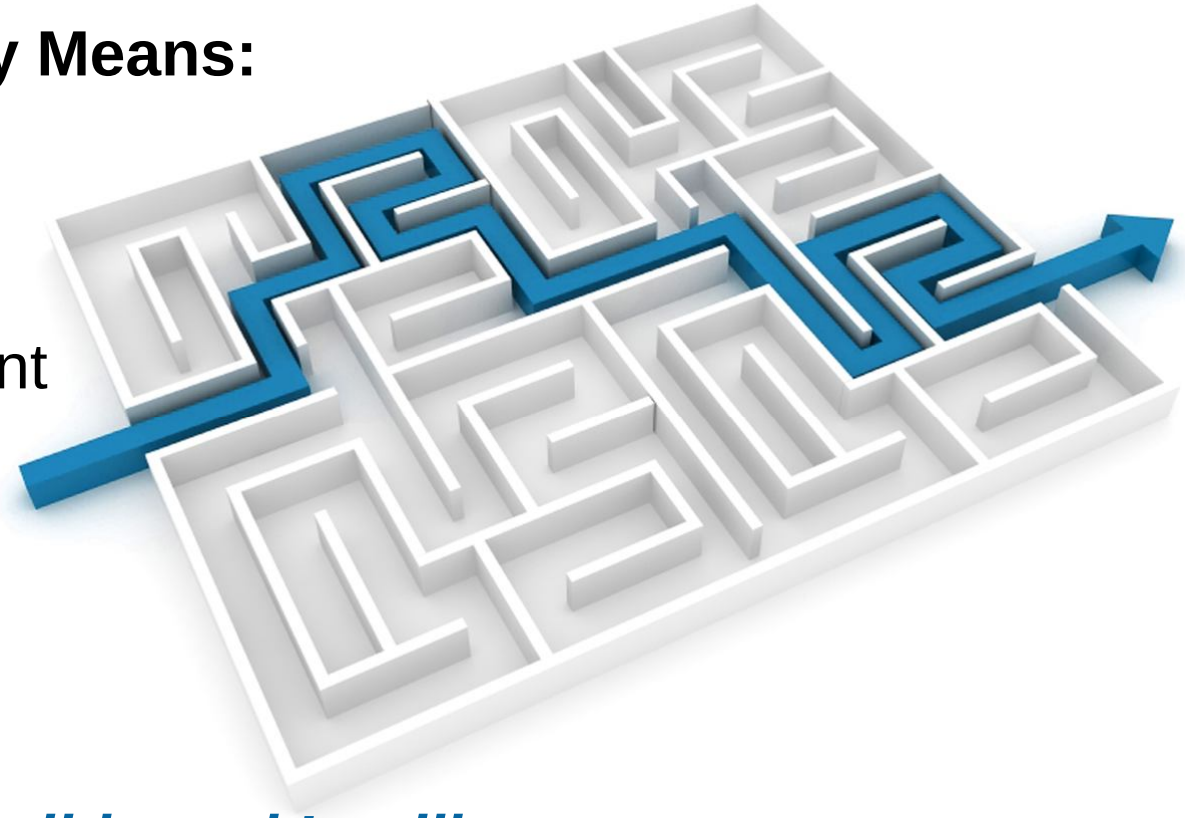
IBM WebSphere Enterprise Service Bus Registry Edition

- Decouples complex integration logic from each application
- Leverages existing investments in MQ networks and skills
- Promotes fast ROI through tracking of service usage

Is Your Application Infrastructure Intelligent Enough?

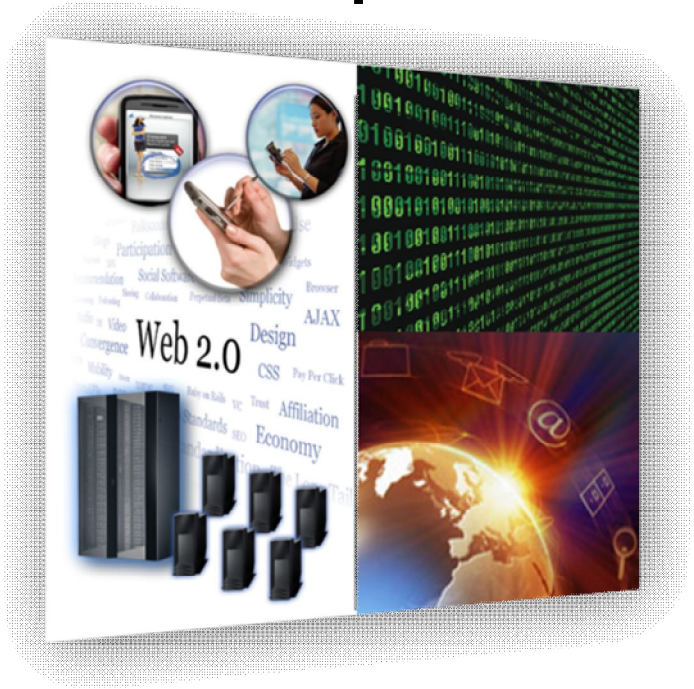
Transformation Today Means:

- Extend application delivery
- Simplify with intelligent automation
- Improve cost-efficiency



Flexible and Intelligent
Application Infrastructure

Speed Development and Extend Applications



New!

IBM WebSphere Application Server

Web 2.0 and Mobile Feature Pack

- Speed development of applications and services
- Improve operational efficiency and reliability
- Increase security and control
- Extend WAS applications to Mobile devices

Can You Deliver Applications Globally in Seconds?

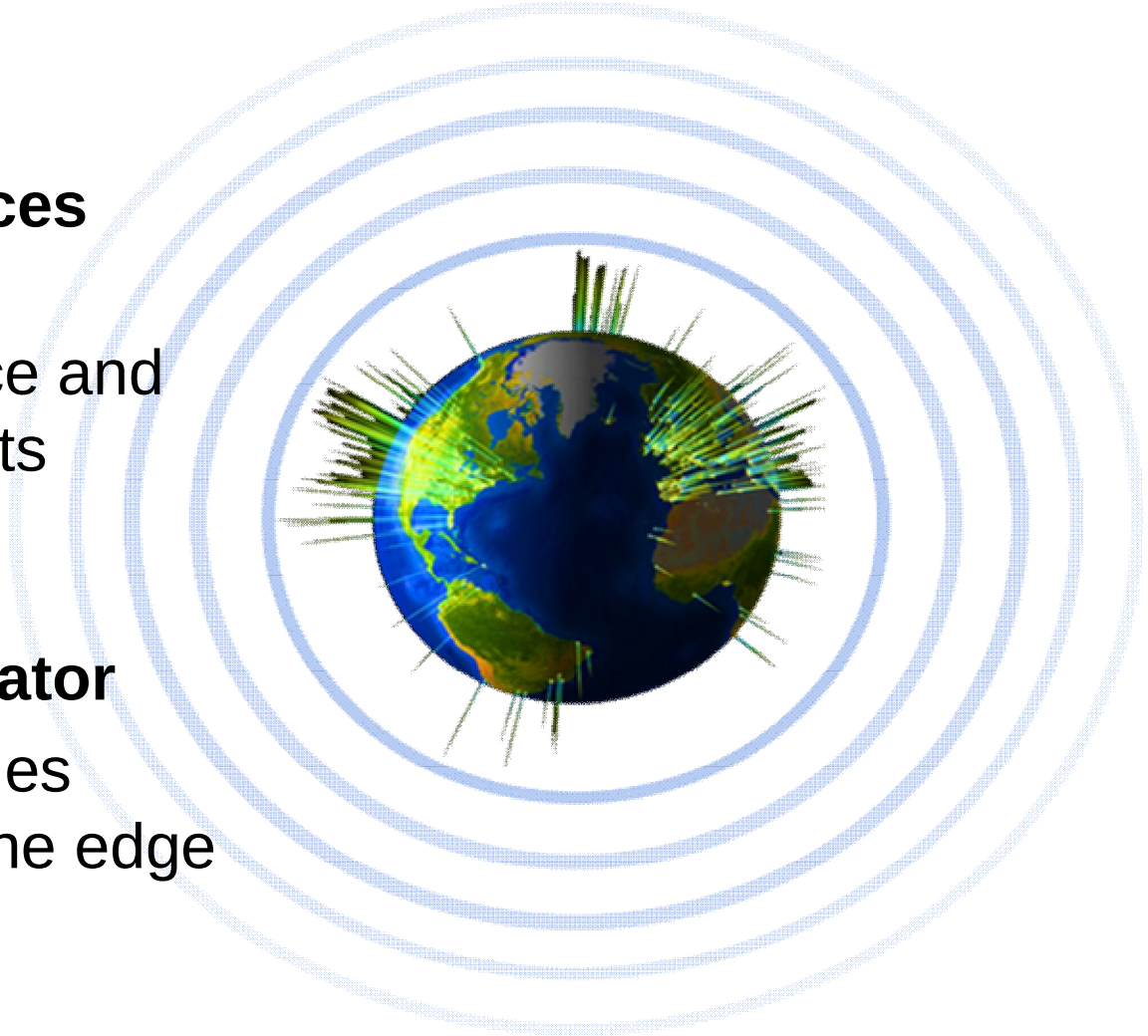
Faster Delivery of Applications!

DataPower Appliances

Accelerate ROI with improved performance and low maintenance costs

IBM WebSphere Application Accelerator

Reduce response times around the globe at the edge of the network



Can You Meet the Needs of Ever Changing Customers?

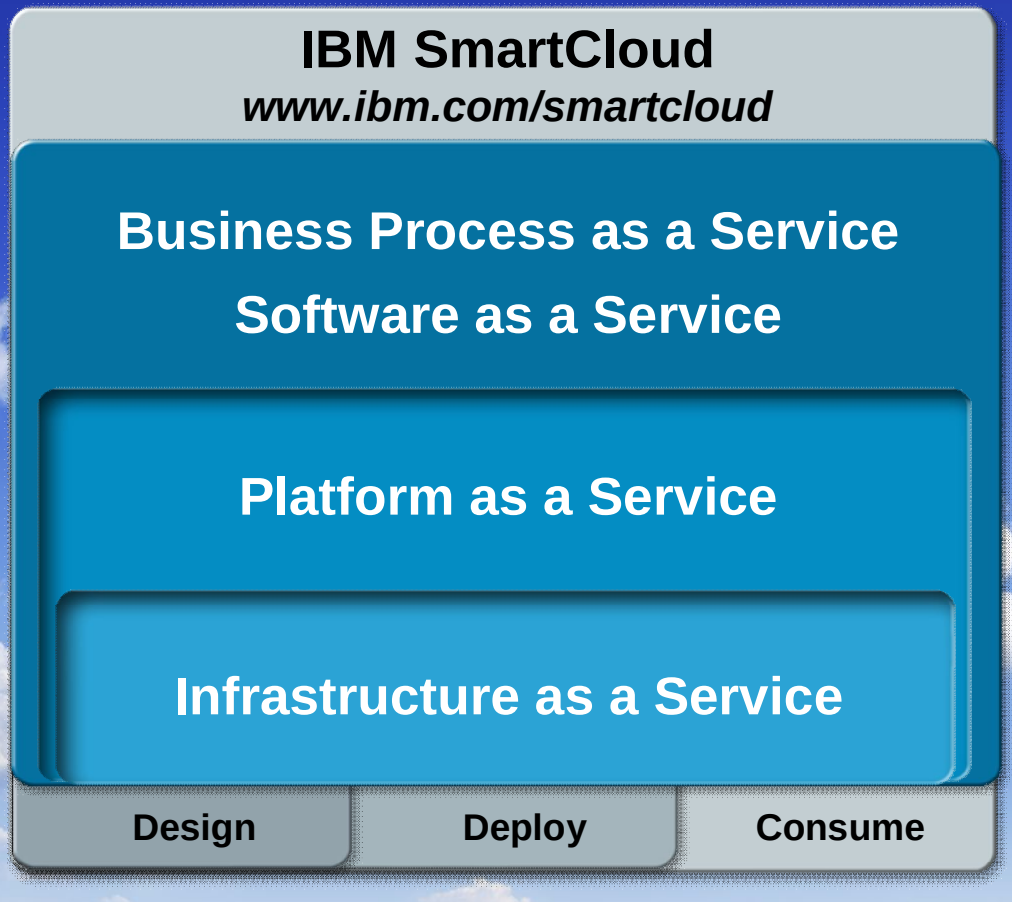
University of Bari
Italian Fisherman Sell Their Catch Via Mobile Devices
Using The Cloud

IBM Helps You Rethink IT with Cloud

New!

IBM Workload Deployer
Set up private clouds up to 60x faster

Cloud Standards Customer Council *
Making cloud standards customer driven

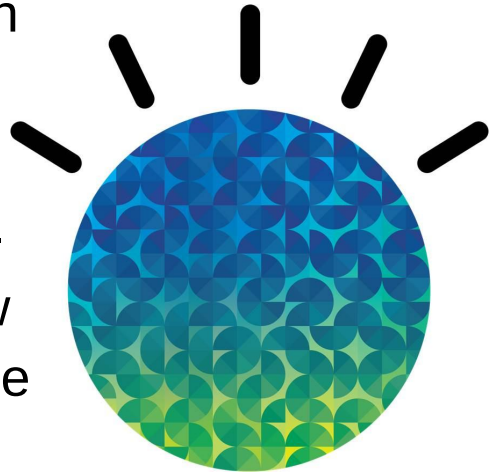


**Over 100 companies participating!*

New From IBM – Smarter Commerce

Smarter Commerce is about redefining the value chain in the age of the empowered customer

- New services practice with more than a **thousand dedicated experts**
- **$2.5 billion** in commerce-related acquisitions & new software investments since 2010
- **Integrated & globalized** product offerings
- A **Smarter Commerce University** dedicated to on-ramping business partners



Smarter Commerce is a unique approach that increases the value companies generate for their customers, partners and shareholders in a rapidly changing digital world.

Over **2,000 of the world's top brands** rely on IBM to improve their business insight and execution

Smarter Commerce can transform every phase of the commerce cycle

VALUE CHAIN STRATEGY AND SERVICES

Innovation and business value | Market and customer mgmt | Operating and Organization Models

CORE BUSINESS SOLUTIONS

Buy

- Trading Partner Mgmt
- Supplier Management
- Supply Chain Visibility
- Logistics Management
- Inventory Optimization

Market

- Predictive Analytics/Modeling
- Behavioral Segmentation
- Cross-channel Campaign Mgmt
- Search Optimization, Ad Targeting
- Marketing Resource Mgmt

Sell

- B2B & B2C Cross-channel commerce
- Distributed Order Orchestration
- Fulfillment and Supply Chain Optimization
- Mobile Commerce
- Retail Store

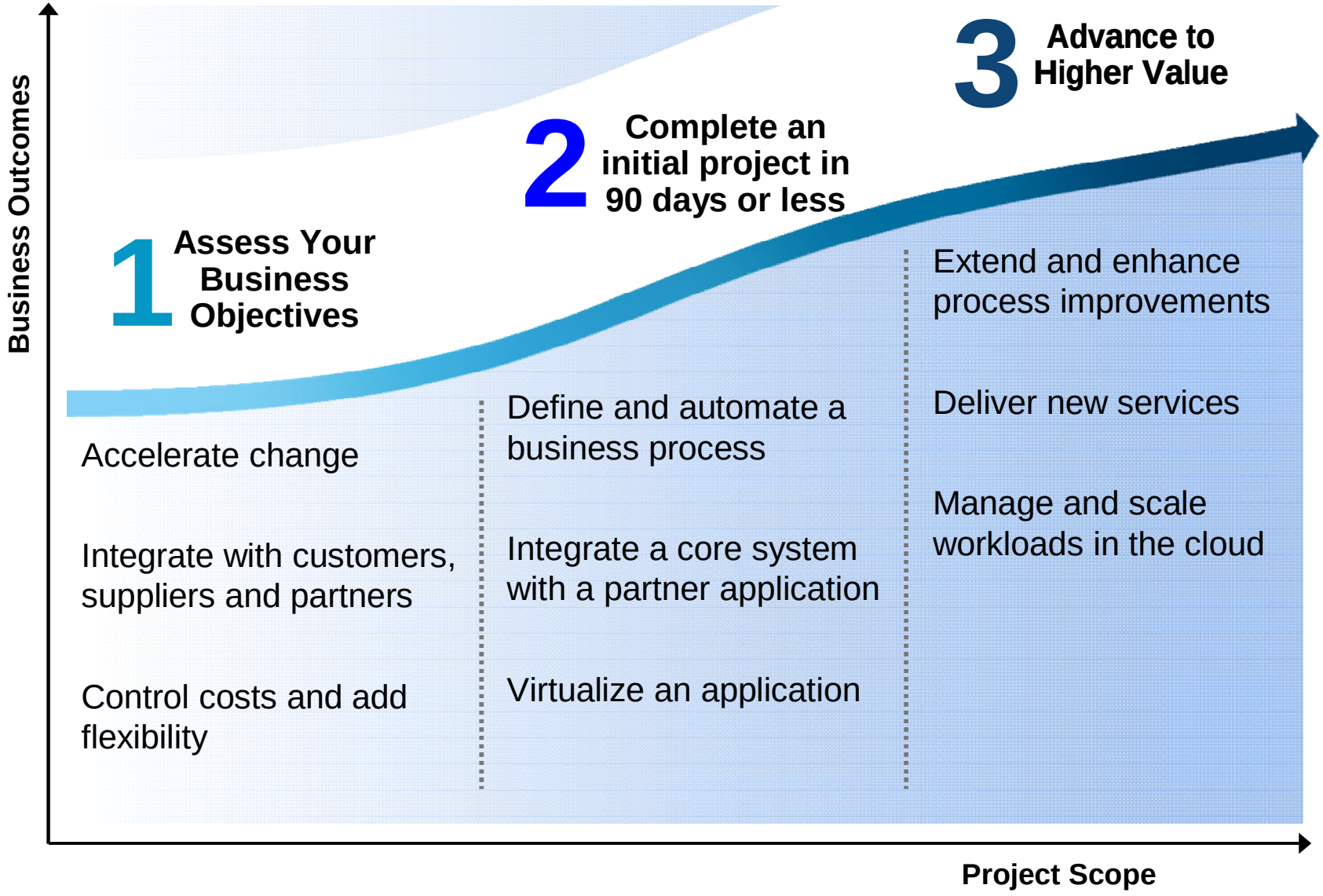
Service

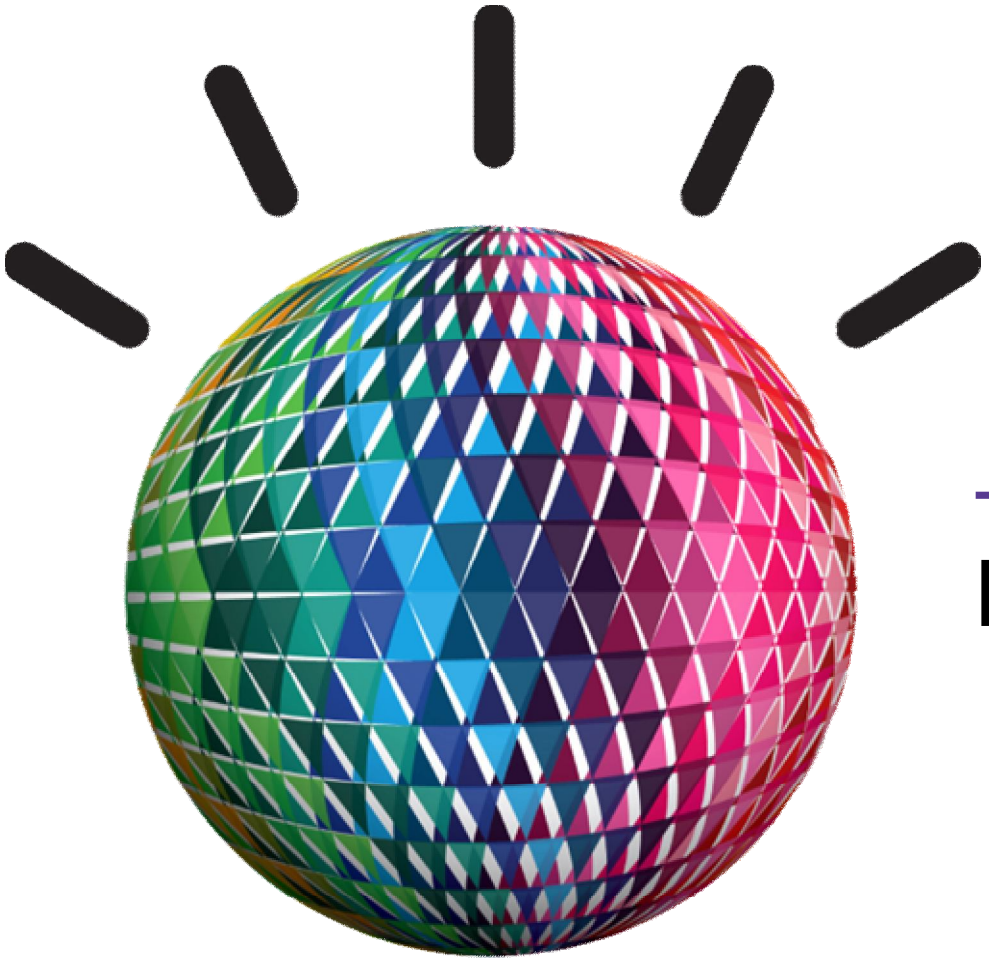
- Delivery & Service Scheduling
- Customer Self Service Enablement
- Reverse Logistics
- Case Management

Advanced Analytics

Workload Optimized Systems

Build Your Roadmap to Business Agility





Transform to Grow with
Business Agility

Question

How are you planning to deliver new products and services rapidly?

A) Extend or Implement SOA

B) Improve Business Processes

C) Deploy Cloud Services

To Ask Kami a Question:

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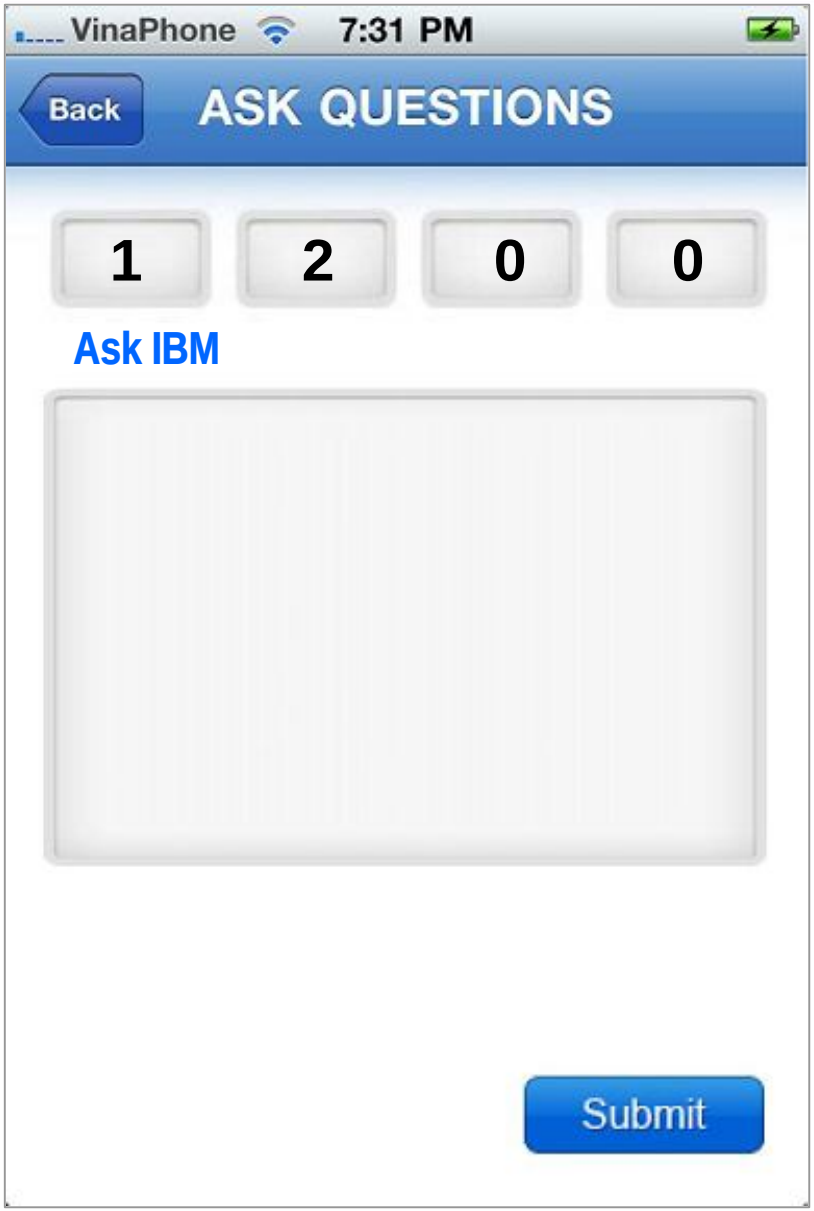
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