

IBM Software Group Business Partner Advisory Board

# Industry Frameworks

**Margaret Doyle**

Industry Frameworks Sales Leader, South-West Europe

**Ed Bottini**

World-wide Industry Frameworks Ecosystem Sales



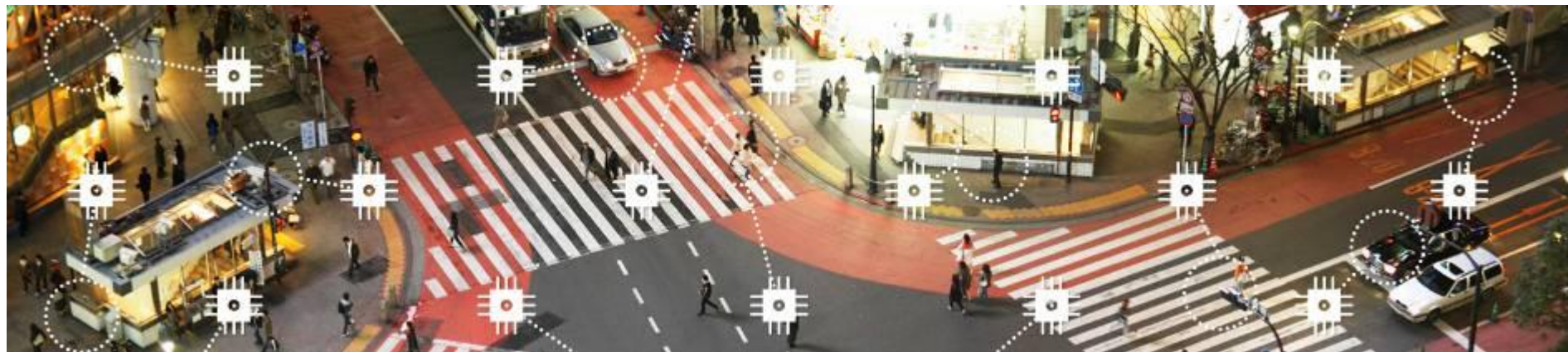
# Agenda

- **Refresh on Industry Frameworks**
  - **What is an Industry Framework ?**
  - **What's in it for Business Partners ?**
- **New News**
  - **Education Program for Business Partners**
  - **Channels Pilot**
  - **Other benefits**
- **What to expect from the breakouts**



# Digital and physical infrastructures of the planet are converging

*Computational power is being put into things we wouldn't recognize as computers..*



*Indeed, almost anything—any person, any object, any process or any service, for any organization, large or small—can become digitally aware and networked.*

Our world is becoming  
**Instrumented**

*By 2010, 30 billion RFID tags will be embedded into our world*

Our world is becoming  
**Interconnected**

*An estimated 2 billion people will be on the Web by 2011 .... and a trillion connected objects*

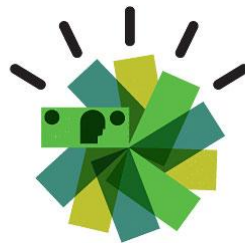
All things becoming  
**Intelligent**

*Every day, 15 petabytes of new information are being generated.*

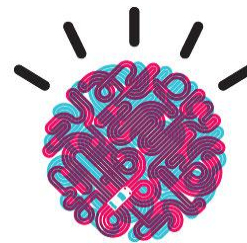
# Smarter Planet is a central, unifying theme for IBM



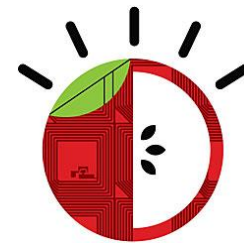
**Smarter Healthcare**



**Smarter Banking**



**Smarter Traffic**



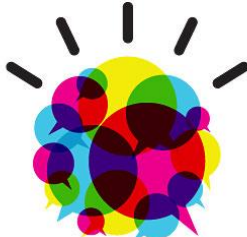
**Smarter Food**



**Smarter Retail**



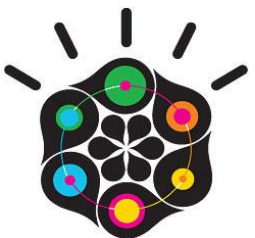
**Smarter Grids**



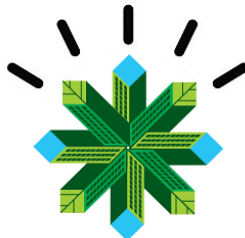
**Smarter Communications**



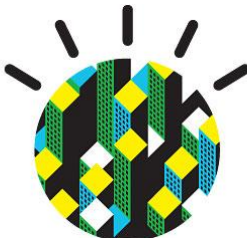
**Smarter Water**



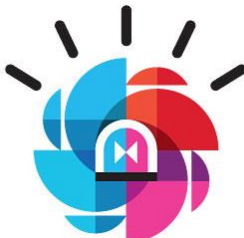
**Smarter Oil & Gas**



**Smarter Buildings**













**Smarter Cities**



**Smarter Public Safety**






# Industry Frameworks for Smarter Planet

*Today there are 10 frameworks covering over 50 solution areas*

<u>FRAMEWORK</u>	<u>INDUSTRY</u>	<u>FRAMEWORK</u>	<u>INDUSTRY</u>
 <b>Product Development Integration Framework</b>	Automotive, Aerospace, Electronics, Chem & Petro	 <b>Network Centric Operations Framework</b>	Government (Military/ Defense)
 <b>Banking Industry Framework</b>	Banking	 <b>Government Industry Framework</b>	Government (Civilian)
 <b>Integrated Information Framework</b>	Chemicals & Petroleum	 <b>Health Integration Framework</b>	Healthcare
 <b>Solution Architecture for Energy &amp; Utilities</b>	Energy & Utilities	 <b>Insurance Process Acceleration Framework</b>	Insurance
 <b>Service Provider Delivery Environment</b>	Telco	 <b>Retail Industry Framework</b>	Retail

# Industry Frameworks Under Development



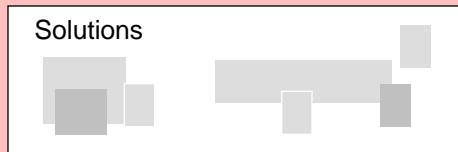
	FRAMEWORK	INDUSTRY
	Manufacturing Industry Framework	Automotive, Aerospace & Defense
	Financial Markets industry Framework	Financial Markets
	Media & Entertainment Industry Framework	Media and Entertainment
	Travel & Transportation Industry Framework	Transportation
	Insurance Industry Framework*	Insurance

\*Will absorb Insurance Process Acceleration Framework

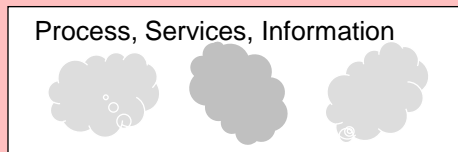


Where we  
were!

Solutions are assembled matching the client's need out of a repertoire of independent options and customized ad hoc



Solutions are pulled from different places without pre integration



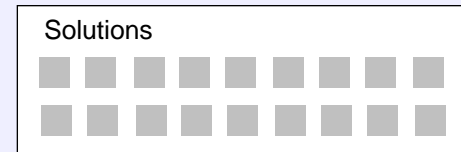
Every solution has its own view of the world



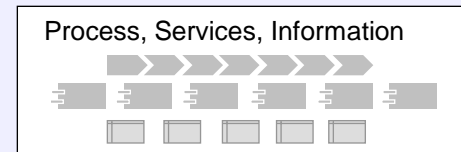
Stacks are proliferating in all shapes

Where we want to  
be!

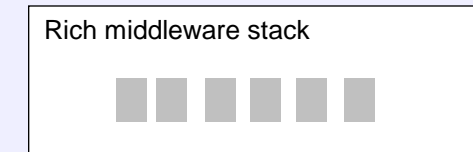
Solutions are assembled using a standardized set of assets from multiple providers and customized based upon predefined variation mechanisms



Frameworks standardize industry solution boundaries

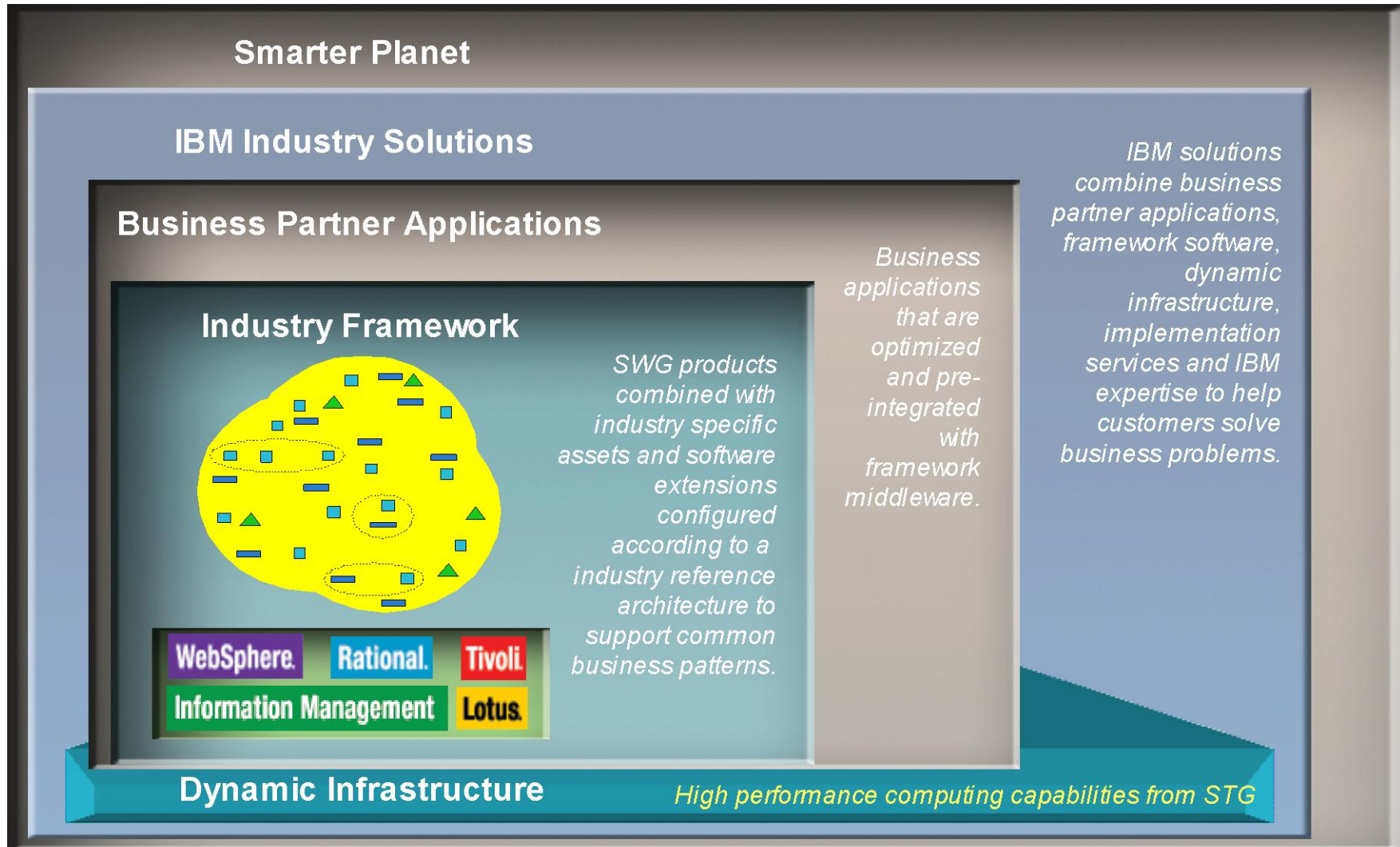


Industry models standardize industry contents



Integrated Standardized Stack provides foundation

# IBM Industry Frameworks





# What is a Framework Asset ?



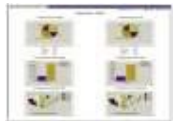
## **COGNOS Risk Reporting Templates**

Quickly create executive dashboards. Reports on all common risk types.



## **Cognos Banking Risk Performance – Credit Risk**

Standardized reports  
Industry leading credit risk insight.



## **SOA Foundation Platform for Government**

Pre-integrated SOA components to get fast start on web services.



## **Process Maps**

Component Business Model (CBM) maps of the business processes in an industry.



## **Risk Adjusted Profitability Blueprint**

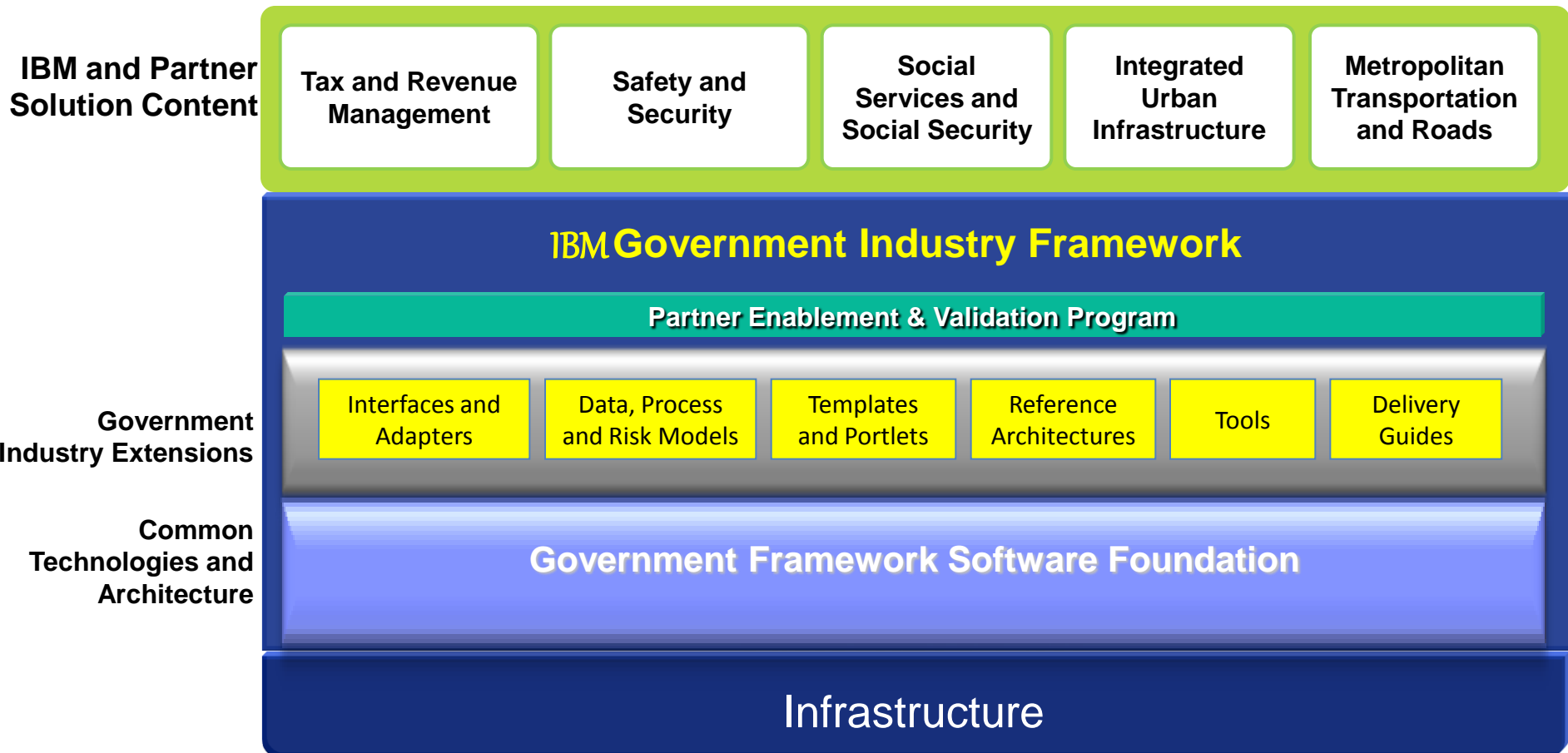
Integrates risk information with an enterprise-wide, distributed profitability management



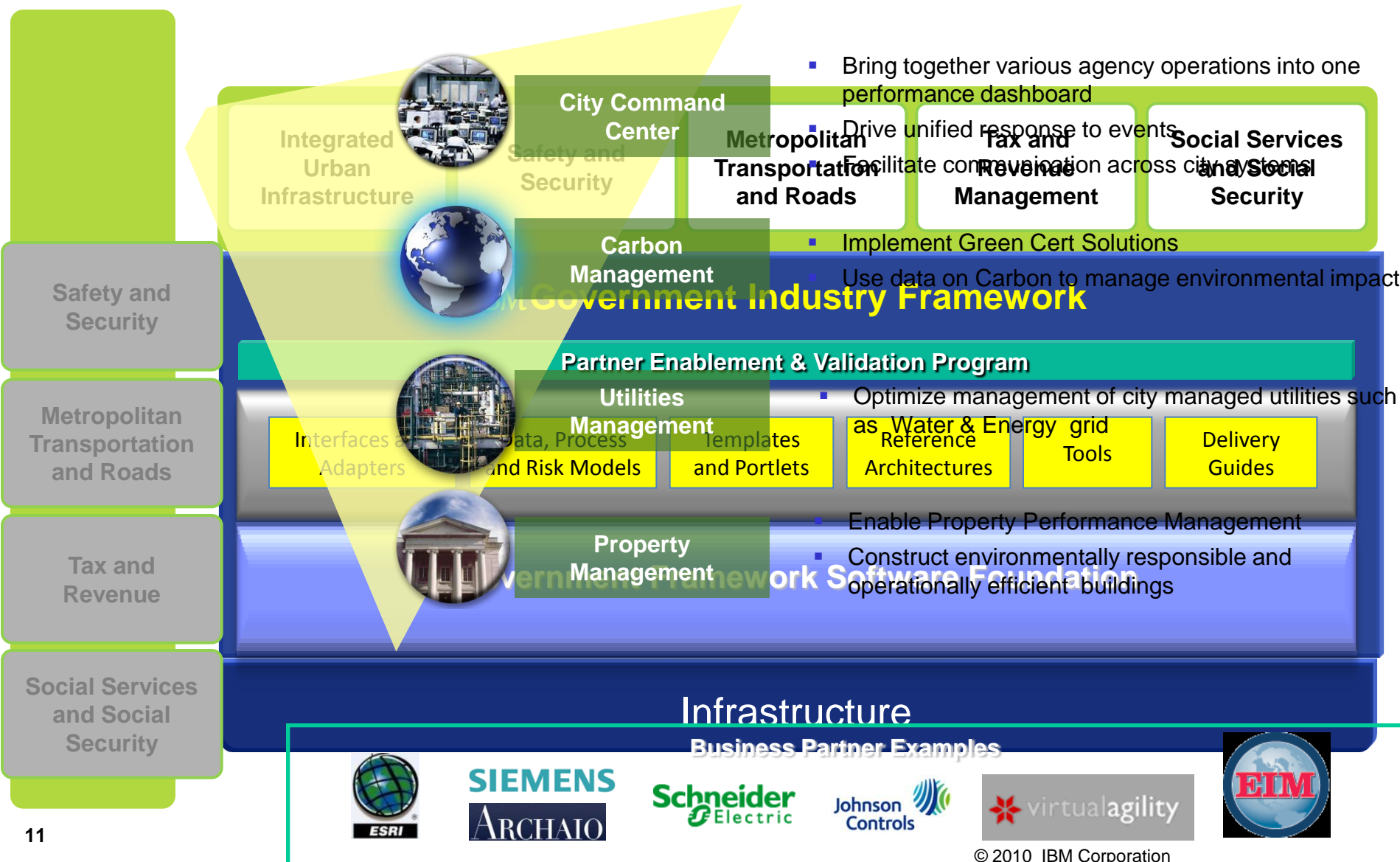
## **Data Models**

Data models to speed definition of requirements across the enterprise

# Government Framework and solution domains



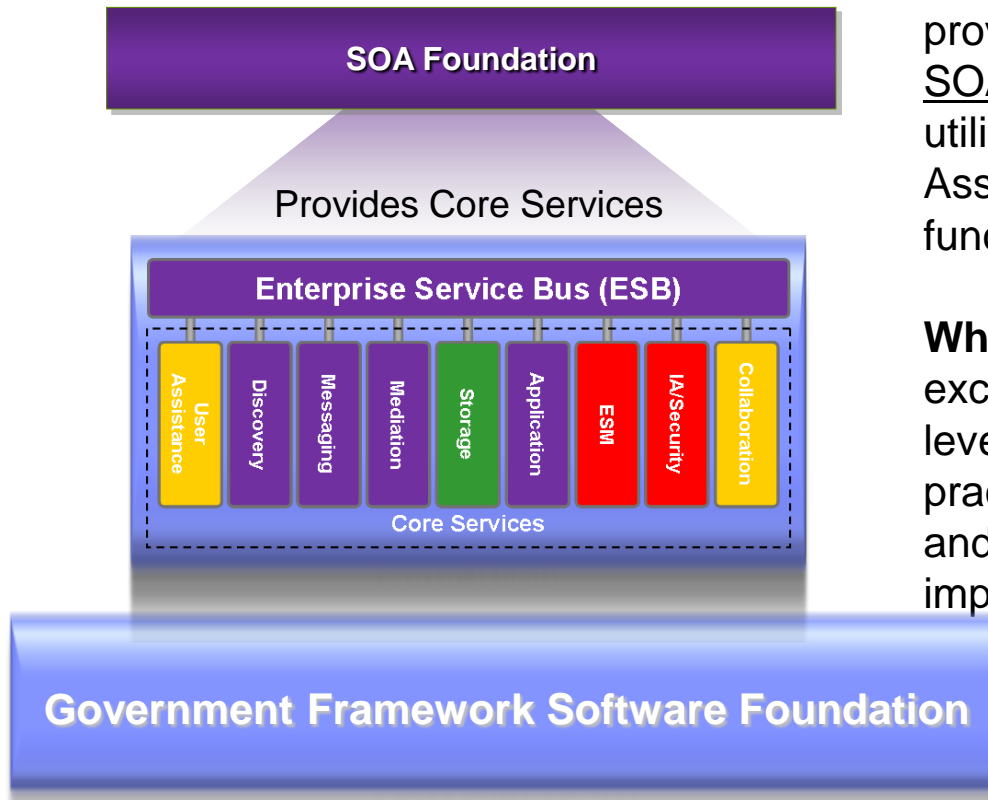
# Government Framework Domains and projects





# Key Starting Block

## Government Framework Foundation



**What it is:** an asset from IBM providing an accelerated delivery of a SOA Foundation Infrastructure utilizing IBM Intellectual Property Assets necessary to provide a fully functional SOA Foundation

**What it does:** Enable delivery excellence in SOA infrastructure by leveraging SOA Implementation best practices, including delivery services, and utilizing harvested implementation assets

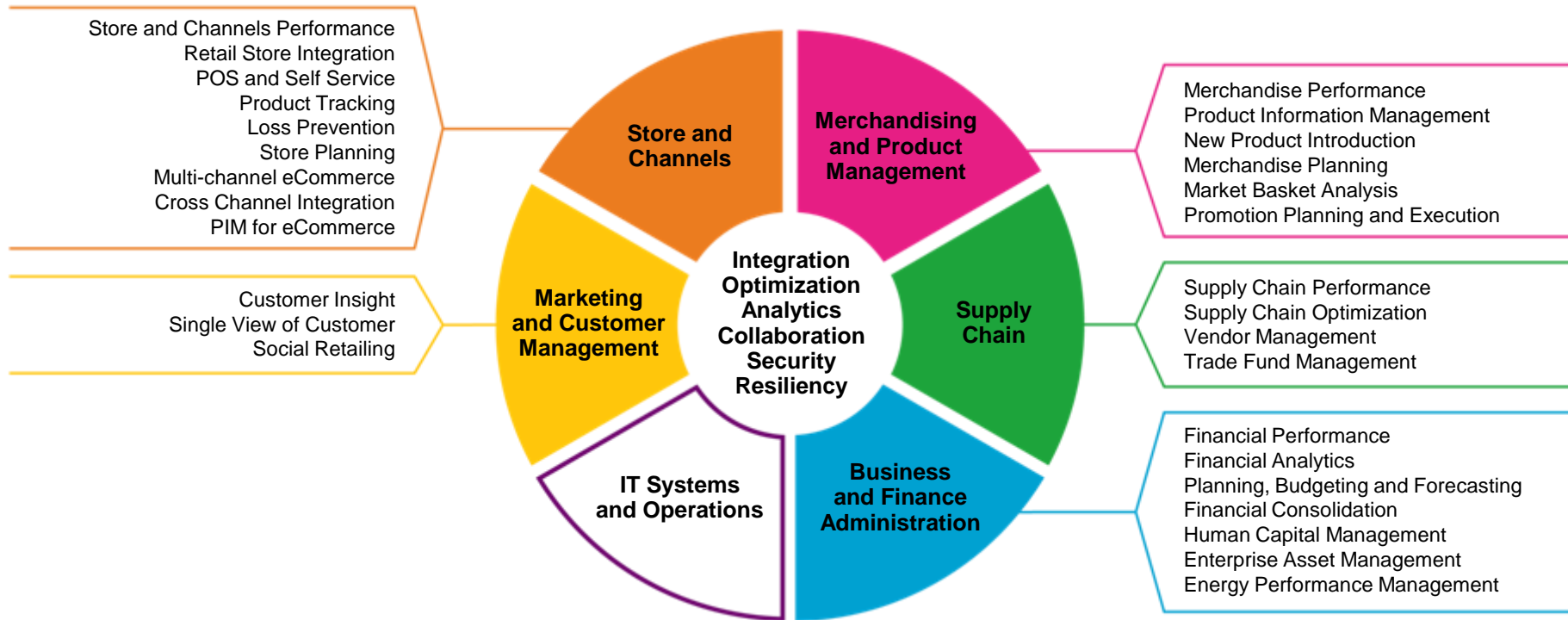
**Why is this important:** SOA infrastructure implementations can be complex

**What it is composed of:** Assets to support the full lifecycle of a SOA Infrastructure

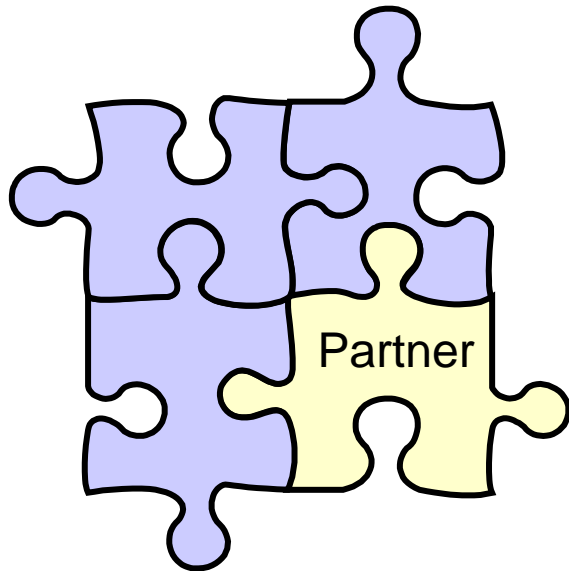
**Why use it:** To accelerate implementations (calendar and overall person/year effort) and lower risk, and leverage SOA best practices from across IBM globally.

# Frameworks – Domains - Projects

## Retail Industry Framework Projects



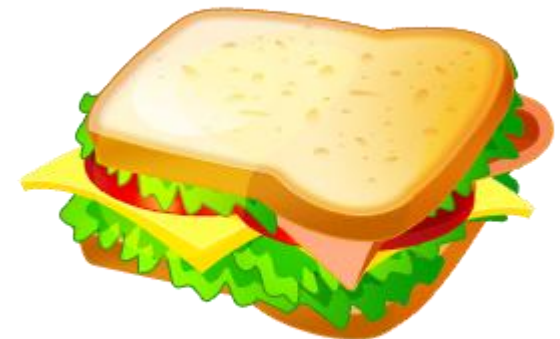
## Frameworks and Business Partners !



- Fuller Value Proposition for the customer
- Faster time to delivery
- Higher level of access in the customer organisation
- New business potential in other industries

*“The IBM Frameworks represent the second slice of bread in the sandwich”*

IBM partner on Insurance Framework



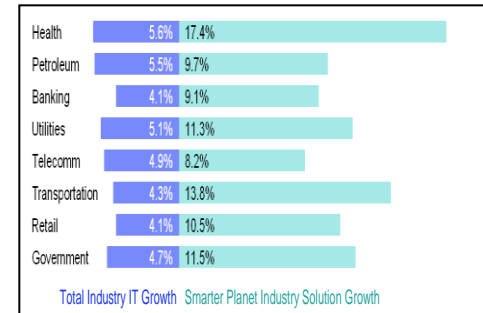


**So how does this work in the real world ?**

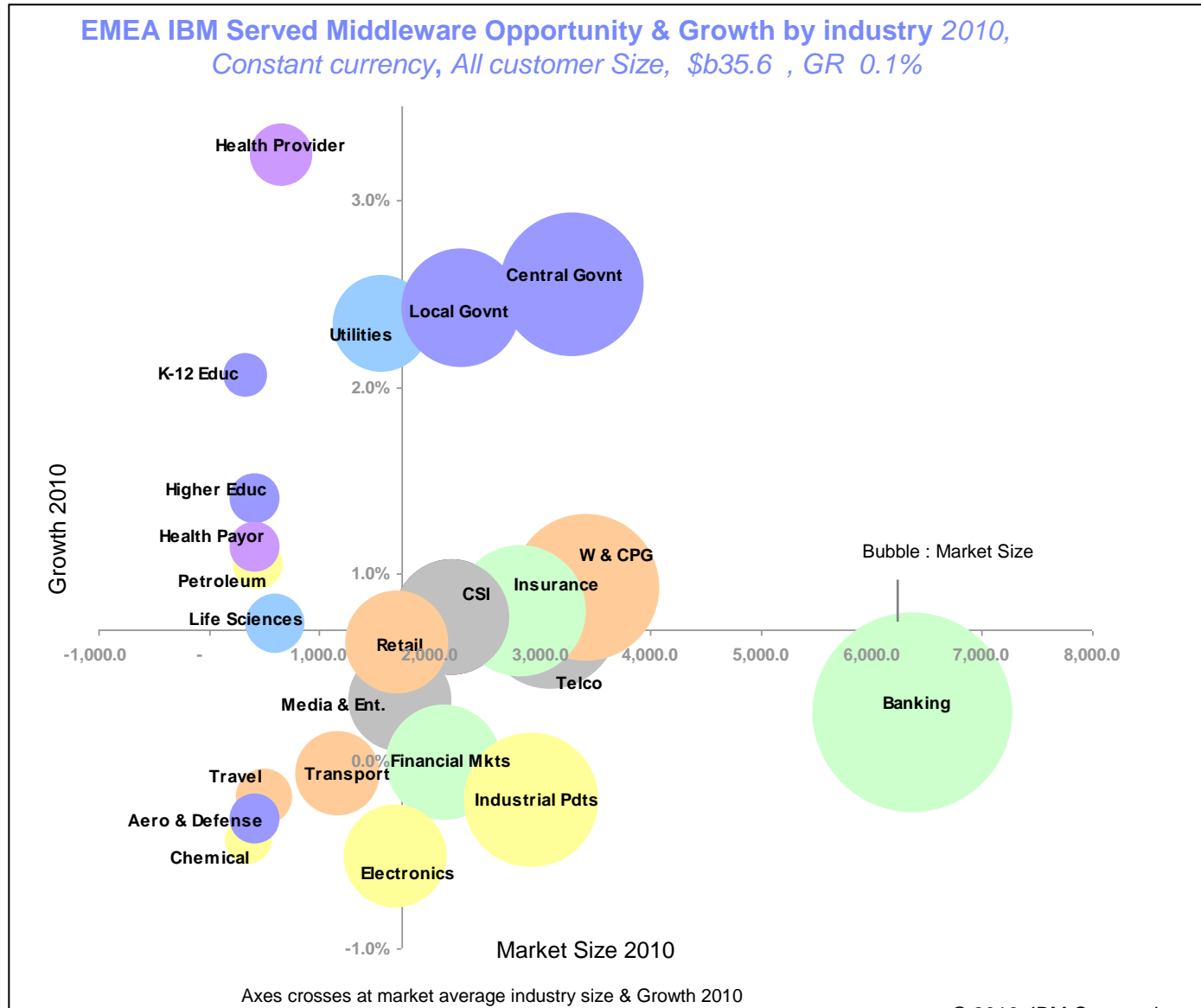
# Our 5-point Frameworks Sales guide

## - IBM South-West Europe

1. Understand the **market** dynamics
2. Match the frameworks to **industry pain** points
3. Apply industry **marketing** programs to shape and influence the market
4. Select the **customers** (new and old)
5. Apply industry **consultants** (Industry Frameworks specialist) to call on Lines of Business
  1. Align IT and Business initiatives



# European Market Dynamics





# The market opportunity in South-west Europe

<b>Positive growth</b> <b>Flat</b> <b>Negative growth</b> # Mkt size 1=biggest	France	Italy	SPGI	Benelux	Solution Areas
<b>Banking</b>	1	1	1	1	▪ Payments, Customer Care + Insight ▪ Renovation and Risk
<b>Govt</b>	2	2	2	2	▪ Defence, SEPA ▪ Smart Cities
<b>Telco</b>	4	4	5	4	▪ SDP, SEPA
<b>Insurance</b>	6	7	6	4	▪ Insurance Process Acceleration, Solvency II
<b>Utils</b>	11	12	10	12	▪ Automated Meter Mgmt, SEPA
<b>Financial Mkts</b>	7	4	8	7	▪ Low Latency
<b>Automotive</b>	8	9	11	13	▪ ePLM
<b>Aero + Def</b>	13	14	20	15	▪ ePLM
<b>Retail</b>	10	11	7	11	▪ Multi channel
<b>Wholesale/CPG</b>	3	5	3	3	CB market – RIF focus
<b>Electronics</b>	12	10	11	10	
<b>Ind Prods</b>	5	2	4	9	
<b>Health Provider</b>	14	13	13	14	▪ Health Integration Fwork
<b>Media</b>	9	8	9	8	▪ Media Hub

## Where we see business opportunity in south-west Europe within the top industries ..

- **Significant market in Utilities** - particularly in Water and Gas
  - By 2012 25-40% of European homes will have smart meters. 4% today.
- **Government is the largest market** – with most white space
  - Defence agencies continue to spend
  - Rising Unemployment driving new needs in Social Security
- **Smart Cities** opportunities everywhere
- **SEPA\*** will continue to be a strong area but increasingly outside of banking as large enterprises comply to SEPA
- **Solvency II for Insurers** - the EU is driving for more consistent Risk Management for Insurers

\*Single Euro Zone Payments area – homogenisation of payments in 27 countries

## Industry Frameworks Customer Traction

Metric	2008	FY2009	2010 Target
Revenue Growth & Deals	437 Deals	91% YTY Revenue Growth 1084 Deals	36% YTY Revenue Growth 1500 Deals
Design Wins	106	159	262
Private References	N/A	96	201
Public References	14	35	65

# What Happened in Europe with Industry Frameworks in 2009?

## Public References

- |    |                   |          |
|----|-------------------|----------|
| 1. | DnB NOR           | Payments |
| 2. | Jyke Bank         | Payments |
| 3. | SEB               | Payments |
| 4. | Van Marcke        | Retail   |
| 5. | Findel            | Retail   |
| 6. | Alliance Boots    | Retail   |
| 7. | Metro Group       | Retail   |
| 8. | Dassault Aviation | PDIF     |
| 9. | Deutsche Borse    | LLM      |

	Deals	Design Wins	Private Reference	Public Reference
Telco	14	2	2	
Energy & Utilities	12	2	1	
Media	-	1	-	
Retail	12	1	1	4
Banking Payments	11	4	1	3
Banking Customer Care	11	1	2	
Core Banking	8	-	-	
Insurance	12	7	2	
Banking - Risk	-	1	-	
Financial Markets	1	1		1
Auto – Product Development	11	11		1
Government	23	5	2	
Defense	3	-		
Healthcare	3	1	2	



# Business Partners are critical to 2010 Industry Frameworks Growth

## *Link to Smarter Planet*

**Enhanced!**

Frameworks as a delivery mechanism of Smarter Planet  
Align resources to support priorities

## *New Frameworks & Markets*

**New!**

Enter new markets through new Frameworks  
New geo market segments with existing Frameworks

## *Expand Industry Skill*

**Enhanced!**

Invest in cross brand sales and delivery  
Accelerate phased, geo-based enablement  
Support Client Value Initiative

## *Extend partner Ecosystem*

**Enhanced!**

Relationships with non-traditional partners  
Improve relationships with existing partners

## *Fill Gaps via partners & assets*

**New!**

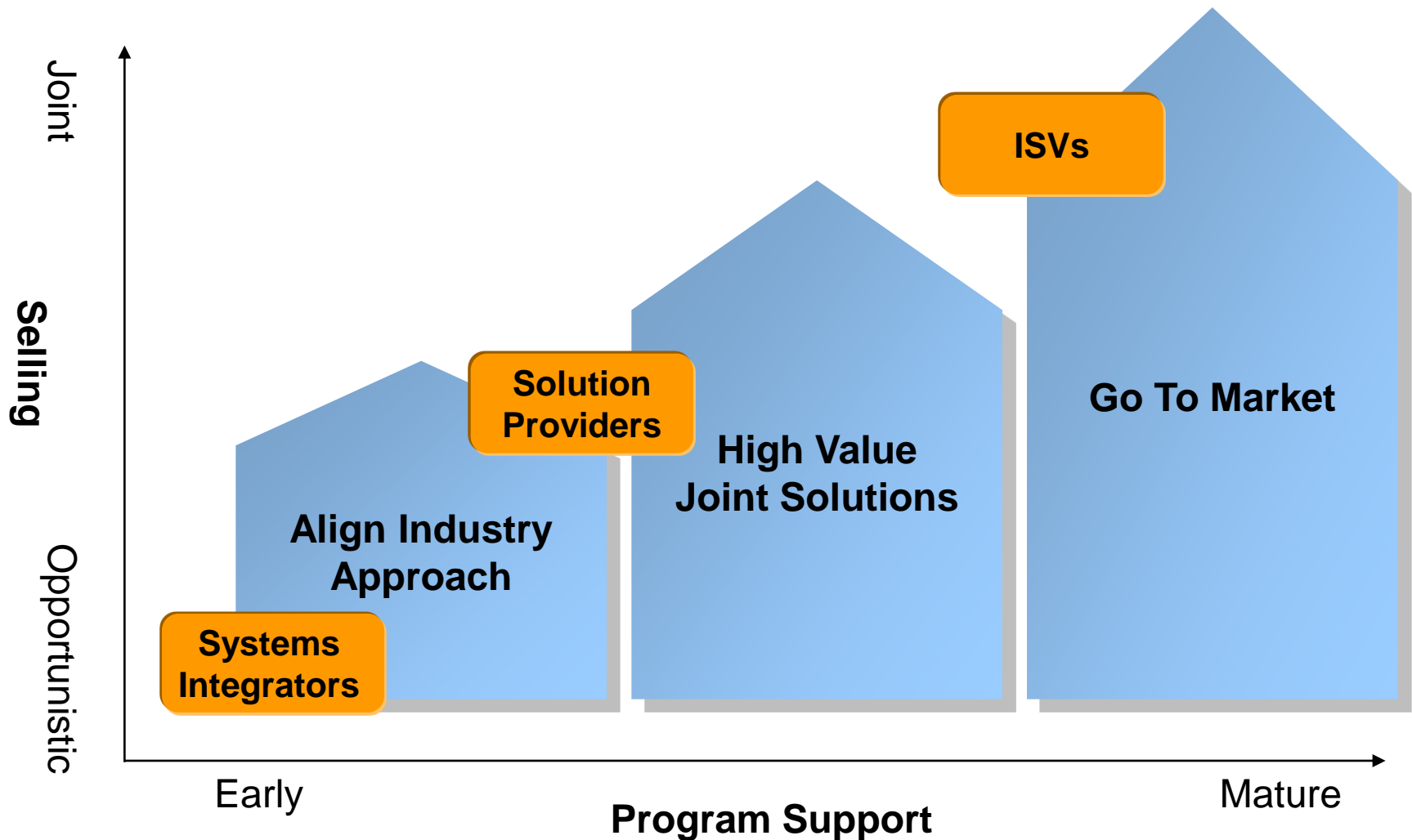
Create industry specific assets  
Explore strategic partnerships and acquisitions  
Extend IBM's products with industry content

## *Improve Consumability*

**Enhanced!**

Invest in Frameworks hardening, productization  
Install Frameworks in labs

# Industry Framework Ecosystem Approach and Program Maturity



# What's New: Industry Knowledge

## *The same training IBM sellers receive*



### **17 Industries! Each includes (Retail Example):**

1. Retail Industry Update
2. IBM Software Sales Strategy for Retail
3. Winning with Retail Industry Framework
  - Plus, by Industry,: Solutions modules, Information Agenda / Collaboration Agenda / Service Management, etc

### **Also, working on...**

**Sales Mastery  
Certifications**

**Technical Education**

**Industry Framework  
Asset Repository**

## What's New: Solution Validation

**Independent  
Software Vendors**

**Channel Partners**  
*(Solution Providers)*

**Available Now**

**10 validations  
130+ validated ISVs**

**US Pilot**

**Coming Soon**

**Domain Level  
Validations  
Business Talks &  
Marketing Activation**

**Europe Pilot**

**Developing**

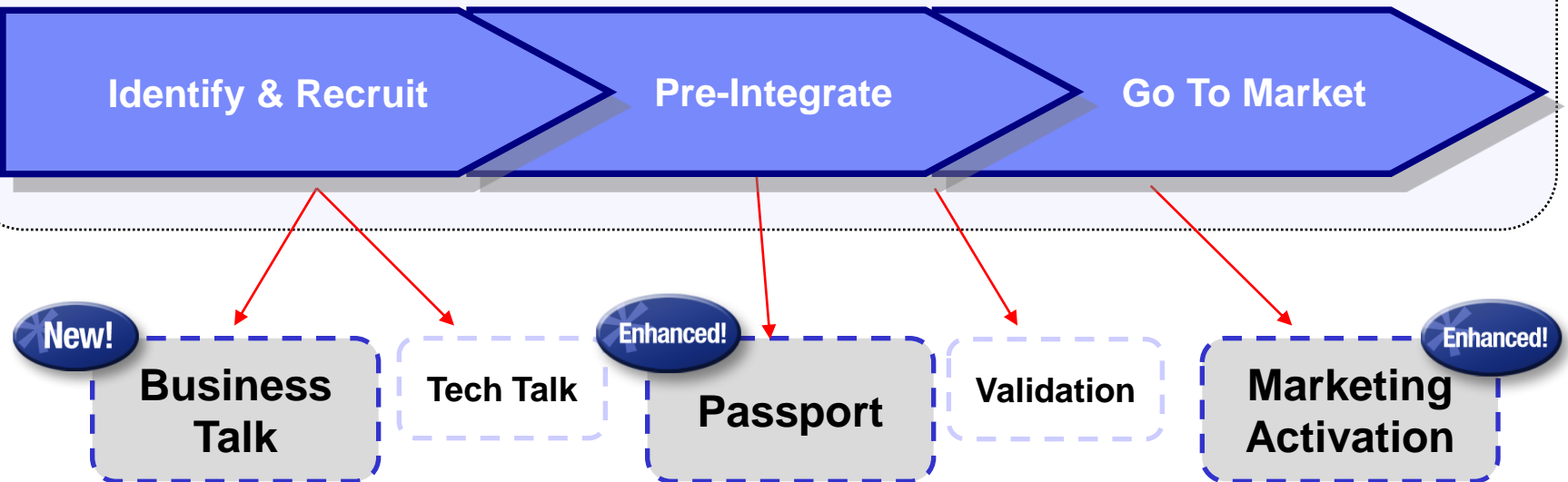
**Adding Industries, *like  
Chemicals & Petroleum***

**Solution Certification**

# What's New: - Go To Market

*Extends model with Industry Frameworks capability for ISVs*

## Industry Framework Ecosystem Support Process





## Attend an Industry Framework Breakout !



1. Telecommunications: Per VORM & Philippe Bazot



2. Energy & Utilities: Nicolas Sasso & Pascale Xelot



3. Banking: Verena Michel

- Additional breakout sessions running in parallel

4. 'Cloudy with SaaS Shine" - Simon Baker

5. Software Value Plus Update and the Complex Deal Model:  
Nancy Henry-Serra

*You can attend 2 breakouts - they each repeat:*

*Round 1 – 13:30-15:00*

*Round 2 – 15:30-17:00*



IBM