



IBM BusinessConnect

Ključ do rešitev 2014

Misli prihodnost. Bodi sprememba.

GH Bernardin | 23. oktober 2014



“Pospešeno do inovativnih rešitev”

Breaking Gravity

unleashing the true power of ecosystems



IBM Europe Business Partner Executive Summit

Barcelona 2014

Transforming for growth



The Power of the Ecosystem

We live in a moment of enormous possibility and transformation

Three methods of new value creation:



Utilize
Data
as the new basis of
competitive



Leverage
Cloud
as growth engine for
business



Use people-centric
Engagement
for new profit
channels





Pacesetters are strategically integrating Cloud, Analytics, Mobile, and Social (CAMS)



2014
Pacesetting companies:
partnering, insight-driven,
integrate CAMS



2012
CAMS technologies:
rapidly emerging but lack
of skills



2011
CAMS: the business
imperative appears

Pacesetters
believe technologies are
critical to their business
success

AND
DRIVE REAL
BUSINESS OUTCOMES



Business Tech Trends 2014 – Pacesetters: Three key characteristics that set them apart

Partnering is in their DNA



Leveraging skills from the ecosystem

Analytics is their fuel



Pacesetters run their enterprises on insight

Integration is their breakaway move



CAMS integration for greater effect

**Notes: To obtain a global understanding of approaches to these transformational technologies, we surveyed 1447 IT and line of business (LOB) decision-makers — spanning 5 continents and 15 industries.*

IBM Center for Applied Insights



Partnering is in their DNA

2x

as likely to engage citizen developers for training

2x

as likely to use academia to help develop products

1.7x

as likely to use start-ups for help with project execution



Source: IBM Center for Applied Insights "Raising the game: The IBM Business Tech Trends Study" | www.ibm.com/ibmcai/biztechtrends

IBM Center for Applied Insights



Analytics is their fuel: Pacesetters run their enterprises on insight

2x

as likely to have mature analytics capabilities

2x

as likely to have most of skills they need

4x

as likely have deployed a significant range of solutions

7 in 10

say data-driven insights are a significant part of their organization's decision making process



www.ibm.com/ibmcai/biztechtrends

IBM Center for Applied Insights



Integration is their breakaway move: Deliver an even bigger punch by combining technologies

4-7x mobile (**4x**)
big data & analytics (**6x**)
social (**7x**)

More likely to use cloud to deliver mobile, social, and big data & analytics

5x

More likely to deliver Social Business via mobile

6x

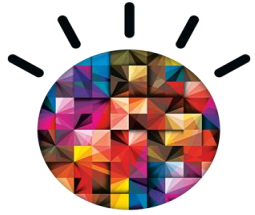
More likely to use mobile analytics

Cloud at the core

www.ibm.com/ibmcai/biztechtrends

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The Power of the Ecosystem



Big Data & Analytics

\$187B Opportunity



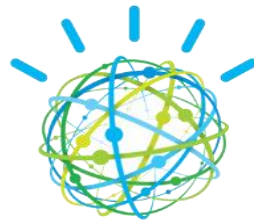
Cloud

\$250B Opportunity

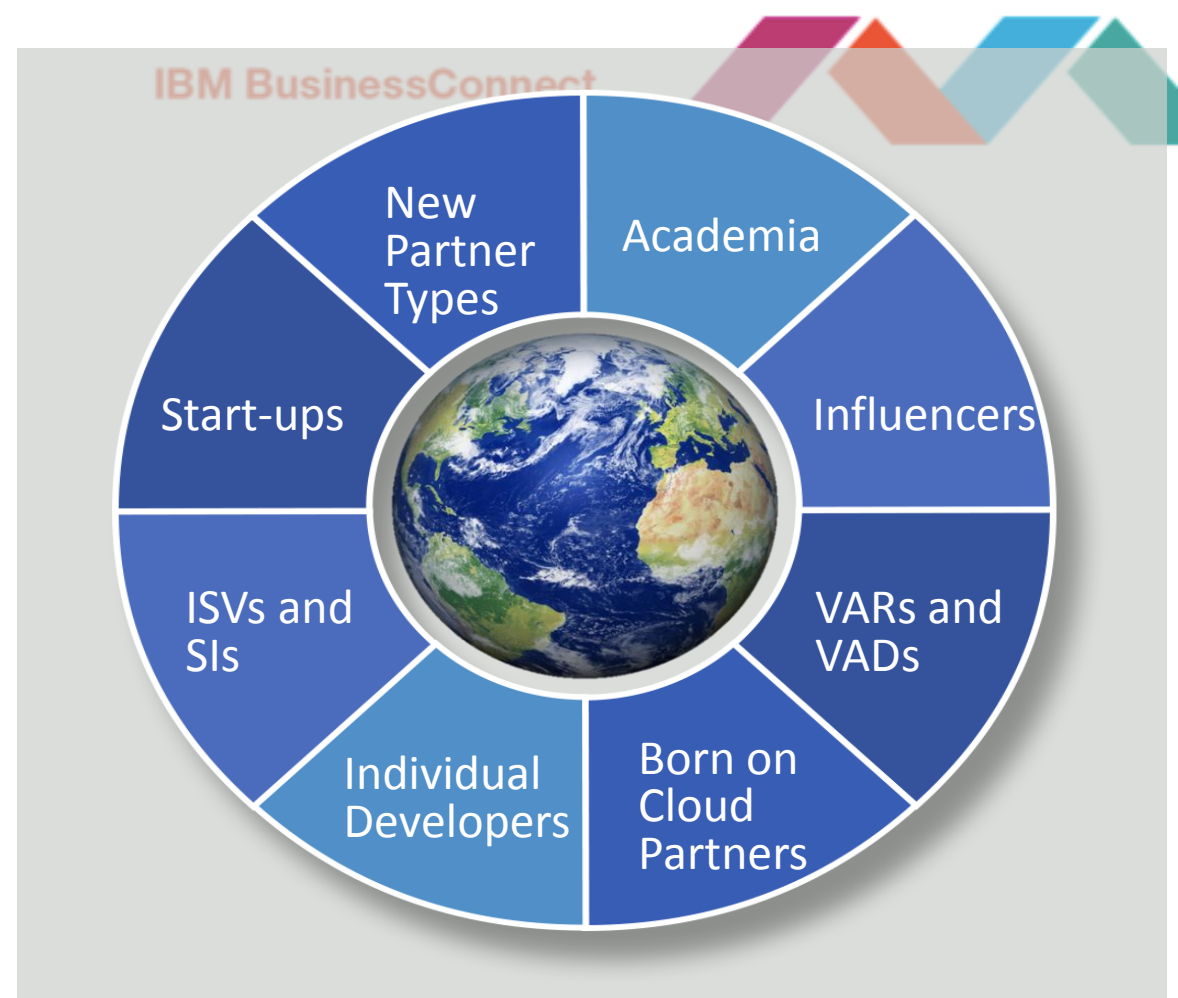


Systems of Engagement

\$1Tr Opportunity



Infrastructure Matters



An Ecosystem is a group of...

- companies (Enterprise, GB, Invest, etc.)*
 - partners (Traditional: New: MSPs, Agencies, etc.)*
 - individuals/groups (Prof. Developers, User Groups, etc.)*
 - and influencers (Academia, Analyst, VCs, Ad Agencies)*
- collaborating and innovating to drive business



Leveraging IBM Ecosystem: Get Started in the Innovation Centers



How to build an app with BlueMix < 2 hours

How to switch to Softlayer in Days
– ASPERA did it!!

- **The hub to IBM subject matter experts**
 - From Architects to IT specialists, with access to IBM developers in co-located labs
- **A target destination for:**
 - Technical workshops, seminars, boot camps, etc.
 - Business and technical briefings
 - Demos
 - Ecosystem networking events
 - Onsite & Remote access to the latest integrated IBM

43

IBM Innovation Centers around the world

3000

IBM Innovation Center Events



IBM as a service

IBM SmartCloud Solutions

BPaaS SaaS

Marketplace of high value consumable business applications

Marketing Business & IT HR Procurement Sales/Commerce Finance

NEW **Cloudant** **SILVERPOP**

100+
SaaS Offerings

\$7B+
Acquisition Investment

24 of top 25 Fortune 500 use IBM SaaS

IBM SmartCloud Services

Platform as a Service

Rapid App Development through Composable and Integrated platform

Built using open standards

IBM Bluemix™

NEW **CLOUD FOUNDRY™**

Mobile Big Data & Analytics **\$1B**

DevOps Services

NEW

Integration Services

Cast Iron

DataPower

API Mgmt

Infrastructure as a Service

Enterprise class, optimized infrastructure

Built using open standards

SOFTLAYER®
an IBM Company

\$1.2B Data Center Expansion

\$2B SoftLayer Acquisition

200+ application and middleware patterns available

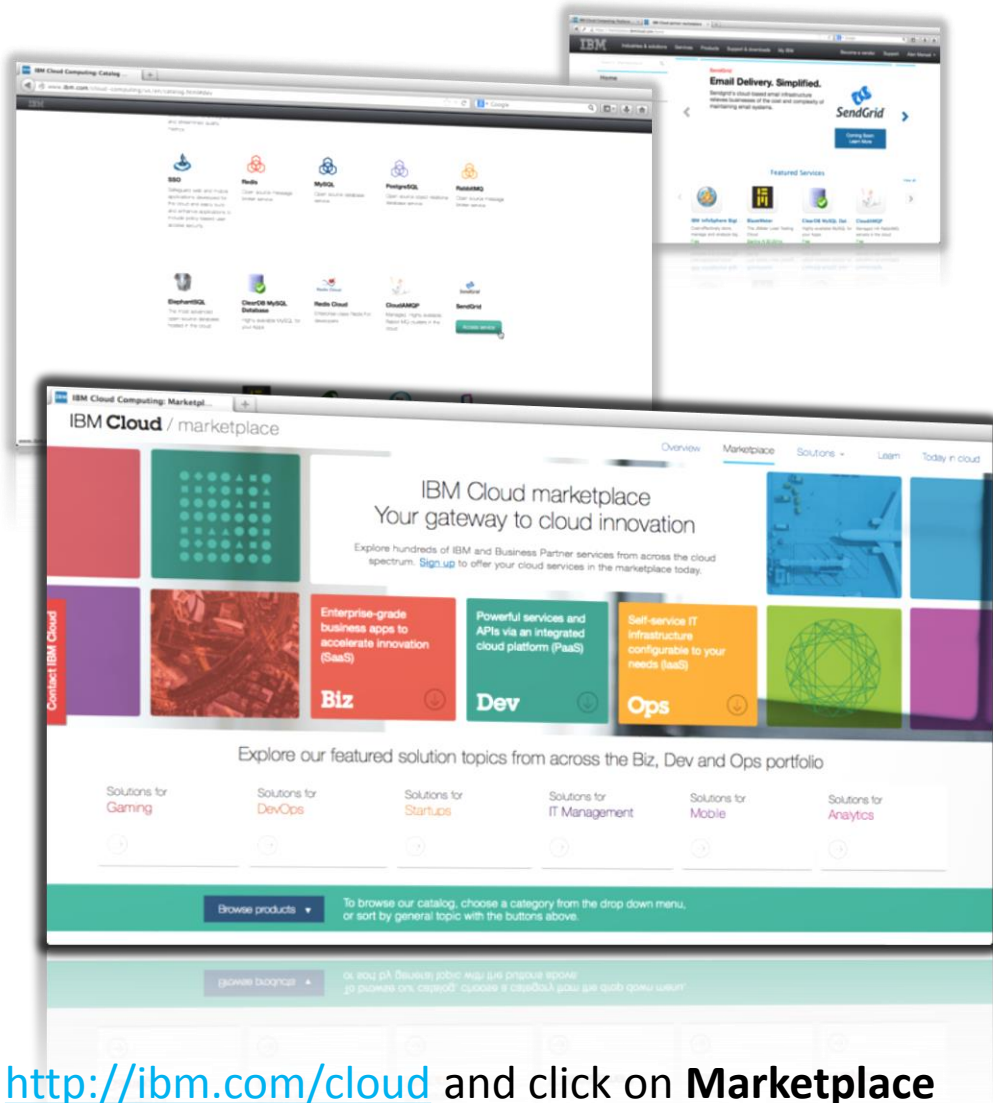
PureApplication Service
SOFTLAYER®
an IBM Company

NEW

Software Patterns on SoftLayer



The Power of the Cloud Ecosystem: IBM Cloud Marketplace



<http://ibm.com/cloud> and click on **Marketplace**

- Comprehensive catalog supported by multi-billion dollar investments:
 - Biz (line of business)** features IBM's world class SaaS portfolio
 - Dev (developer)** supports traditional application styles (patterns) and new application styles (composable services / Bluemix)
 - Ops (IT operations)** features SoftLayer's high performance infrastructure services
- Purpose built Solutions** (e.g., Mobile, DevOps) help you navigate the catalog





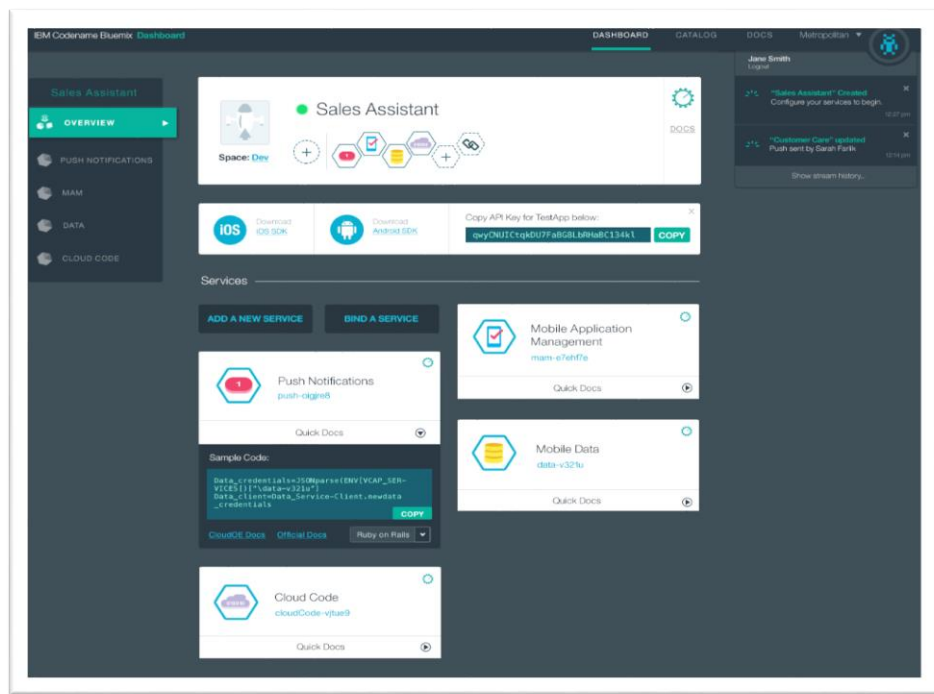
IBM Bluemix

www.ibm.com/bluemix.net



Our New Composable Environment Codename:

IBM Bluemix TM



- Run apps in any language
- Built on open standards
- Provides integration services to systems of record
- Designed for mobile
- Provides DevOps services for integrated dev experience



Bluemix continuous upgrade

Bluemix & iOS

“IBM Bluemix for iOS is an enterprise-grade cloud platform to build and deploy elegant, integrated apps for iOS.”

- Web and Application
- DevOps
- Security
- Internet of Things
- iOS
- Integration
- Big Data
- Open Cloud
- Mobile
- Data Management
- Business Analytics



The screenshot shows the IBM Bluemix dashboard for an application named 'mobile-demo'. The top navigation bar includes 'DASHBOARD', 'CATALOG', 'PRICING', 'DOCS', 'COMMUNITY', and the user 'aerwin@us.ibm.com'. The main content area displays the following:

- Overview:** SDK for Node.js™, Files and Logs.
- SERVICES:** Mobile Application Security, Mobile Data, Push.
- ADD-ONS:** Cloud Integration.
- Mobile Options:** INSTANCES: 1, MEMORY QUOTA: 128 (MB/instance), AVAILABLE MEMORY: 11.250GB.
- APP HEALTH:** Your app is running. Buttons for RESTART and STOP.
- ACTIVITY LOG:** Recent actions by aerwin@us.ibm.com, including starting and updating the app.



Ecosystem expansion thru partnerships with Influencers





IBM Bluemix early adopters snapshot



Digital Forest is a startup software company specialized in mobile and large format interactive solutions with a focus on events and retail installations.

Deploy first version of nuEvent app leveraging Ruby runtime into Bluemix



Optibus is a software and services company delivering cutting edge technology for optimization systems of public transportation & transit scheduling.

“Our services were running on Bluemix in less than half a business day”



Ideation blog application standalone or integrated with IBM Connections

Deployed first application in Bluemix



antuar

Antuar delivers cost saving branch systems that promote efficiency, communication, control and value to the customer experience

Deployed first application as a service in Bluemix



LOAD IMPACT

Load Impact Business idea “To deliver the world’s best online-based services for Web performance testing”

Got their first 60 customers from Bluemix



Diabetizer will become THE platform for analytics driven healthcare for Diabetes patients

Runs in Bluemix and the Wearable Fitness service is already integrated

Big Data & Analytics Ecosystem: www.watsonanalytics.com

Description:

- **Watson Analytics** enables anyone to explore their data and uncover answers through a **Natural Language** interface on the **Cloud**

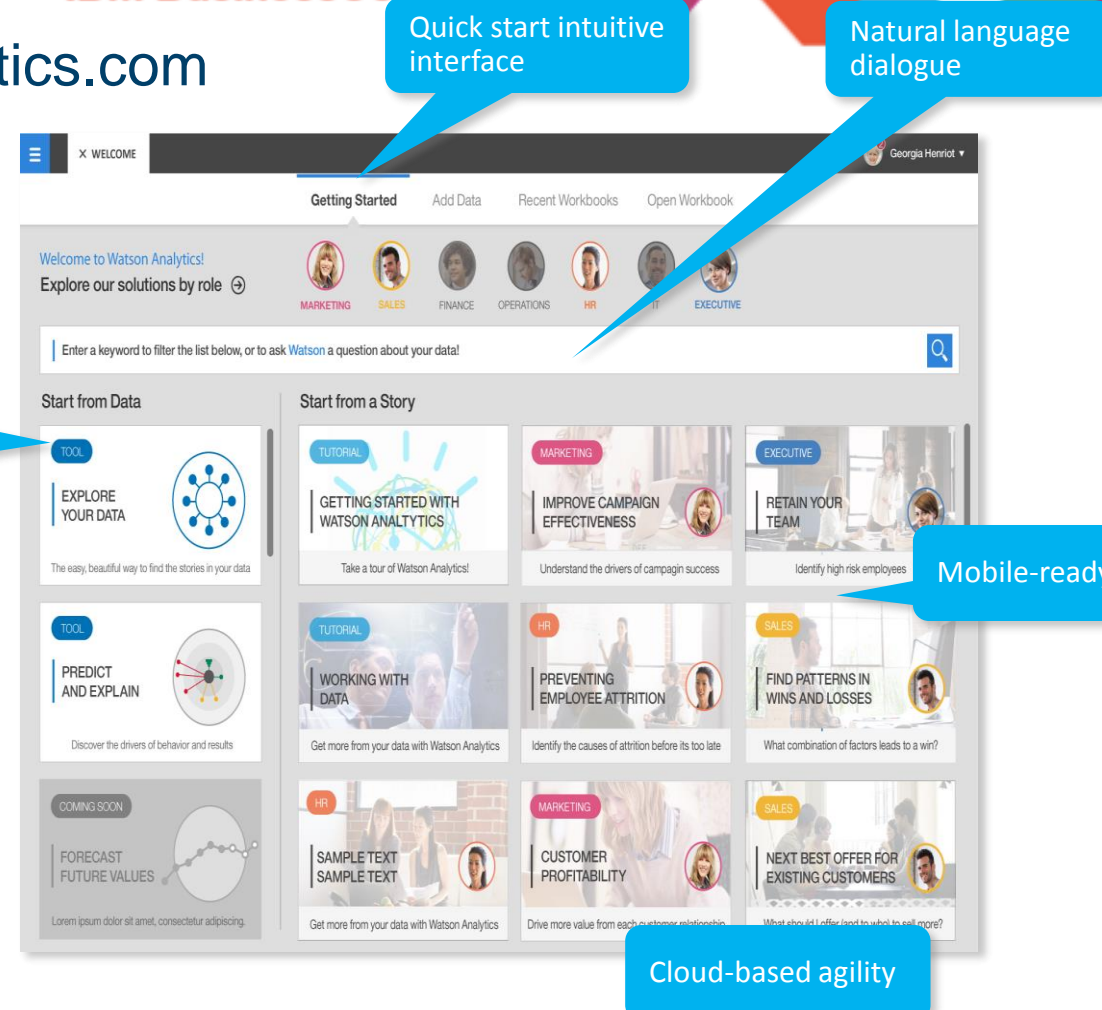
Value:

- **Understand your Business:** Automated intelligence accelerates your ability to answer questions
- **Think Ahead:** Predictive analytics reveals insights and opportunities
- **Tell a Story:** Visualizations support your decisions and communicate results
- **Get Better Data:** Embedded information services provide data access and refinement

Users:

- **Self-service analytics** for Business Users, Business Analysts, Data Scientists and IT

IBM BusinessConnect



Status for Partners/ISVs:

- **Watson Analytics** will be available in beta form within 30 days, **sign up now!**
- **Official free version** is set to launch in **November**
- Statement of direction for the **API** set is targeted for **1Q2015**



We continue to build out an industry leading portfolio of technologies for marketers

Enterprise Marketing Management	
Digital Engagement Platforms	
Customer Analytics, Information Management & Big Data	
Mobile	
Cloud Infrastructure	

Digital Marketing Agency Partner Program

Program Benefits and Structure

Influence fees for qualifying opportunities (5% of SW license fee for Enterprise, 10% for GB/MM)

Alliance manager support

Free technical and sales training resources

Partner portal dedicated to agencies

Co-marketing programs, including funds, catalog of digital marketing solutions, and access to Benchmark Report

Marketing collateral developed specifically for agencies and CMOs

PartnerWorld

Access to IBM Innovation Centers for client meetings

