



IBM Service Management Conference : **Pulse Comes to You 2010**

Tune to the Pulse of a Smarter Planet



PCTY2010

Pulse Comes to You

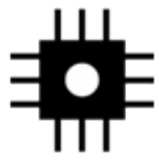
Mitchell Young
Director, IBM Tivoli Software Asia Pacific
mitchy@cn.ibm.com



INTEGRATED SERVICE MANAGEMENT



The world is getting smarter ...



INSTRUMENTED



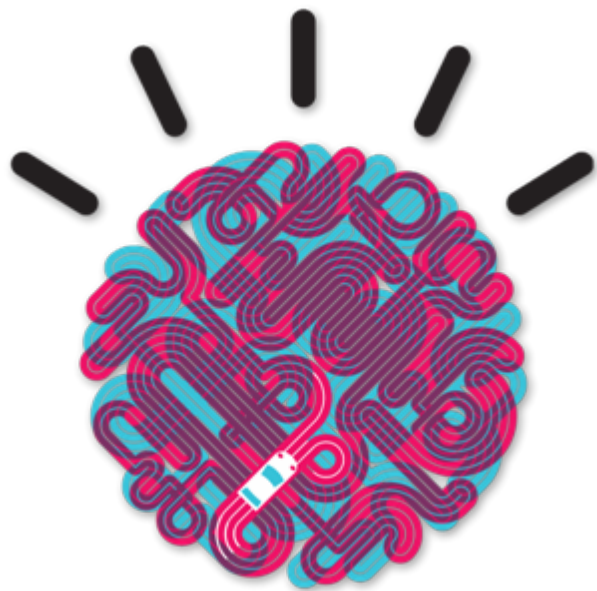
INTERCONNECTED



INTELLIGENT



14%
REDUCTION
CO2 Emission



20% Traffic
REDUCTION



90%

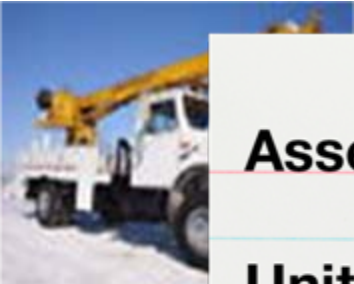
**THERAPY COST
REDUCTION**



RISK

COMPLEXITY





Asset: turbine bucket


Unit cost: \$5000



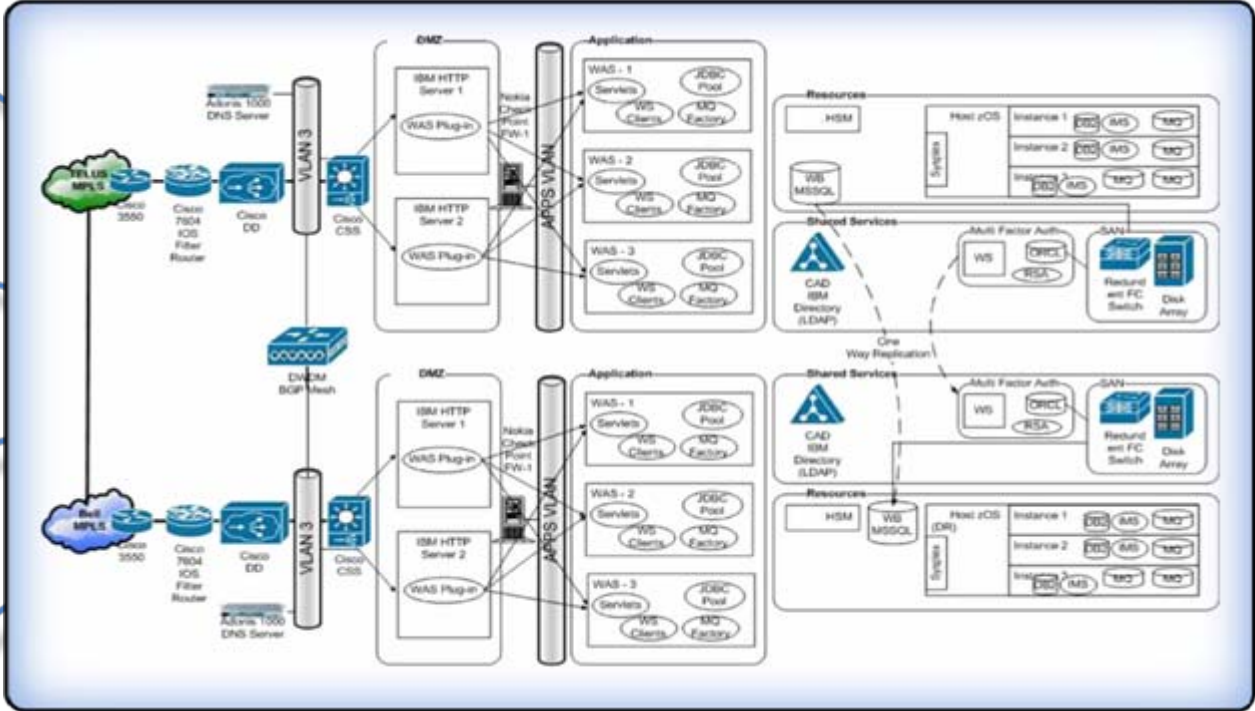
in system: 703

Total asset value: \$3,515,000

Maintenance: yes - 4,000 & 24,000 fired hours



Tracking System: Microsoft Excel





Capital Region of **Denmark**

An aerial photograph of a university campus, showing various buildings, green spaces, and parking lots. The image is overlaid with large, bold text. The top text is white with a black outline, and the bottom text is red with a white outline.

1,500,000,000,
000,000 Bytes

Archived



U.S. AIR FORCE



100 Bases

700,000

Personnel



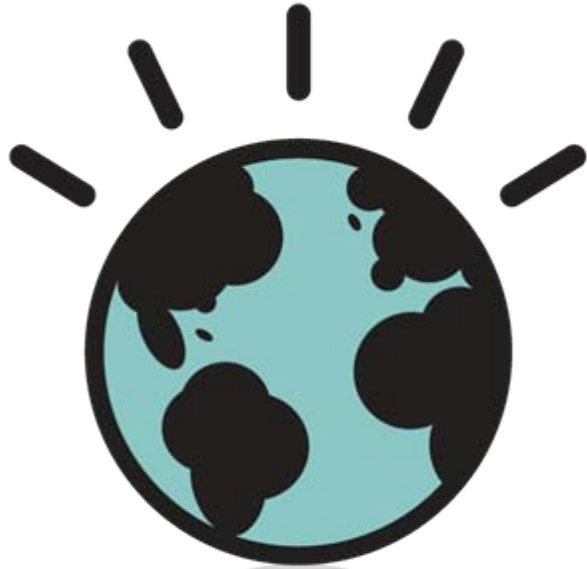


INTEGRATED SERVICE MANAGEMENT

INTEGRATED SERVICE MANAGEMENT



- ❖ **Service architectures tailored by industry**
- ❖ **Service lifecycle management**
- ❖ **Service dashboards**
- ❖ **Unified management of service requests and incidents**
- ❖ **Asset management**
- ❖ **Automated management**



VISIBILITY.



CONTROL.



AUTOMATION.

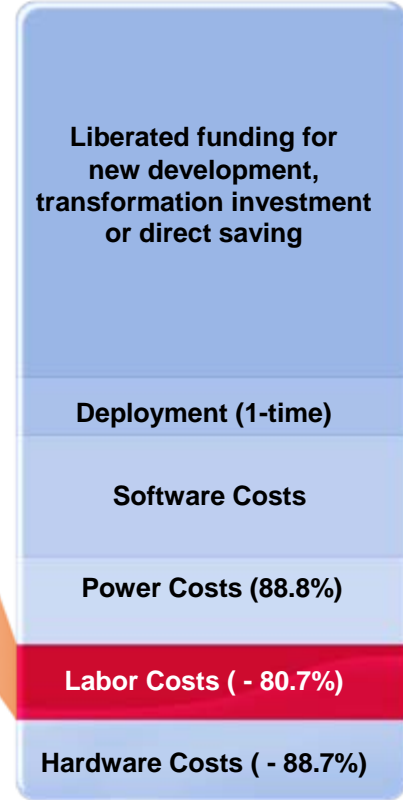


100%

Without Cloud



With Cloud



Current IT Spend



INTEGRATED SERVICE MANAGEMENT



TRANSMISSION AND SUBSTATION SYSTEM

Generating Station



SCADA Network Systems



Advanced Metering Data Management System

Utility Communication Link

Utility

Wireless Communications Link



Wireless Communications Link



DISTRIBUTION SYSTEM

Concentrator



Step-down Substation

Substation Remote Monitoring Equipment



Concentrator



Meter to Concentrator



Residential Customer



Commercial Customer

- Home
- Mail Security
 - Policy
 - Policy Objects
 - Email Browser
 - Verify Who Objects
 - Reporting
 - Clustering
- SMTP
 - Configuration
 - TLS Certificates
 - Queue Browser
- System
 - Events
 - Logfiles
 - Enduser Manager
 - Firewall
 - Intrusion Prevention
 - Networking
 - Routes
 - Admin Passwords
 - Email- & SNMP-Alerts
 - SiteProtector
 - Time
 - Tools
- Backup & Recovery
 - Settings Backup
 - Data Backup
 - Data Restore
- Updates
 - Status & Licensing
 - Automatic Updates
- Support
 - Contacts
 - Diagnostics File

Proventia Manager Home

HELP

Protection Assessment Traffic Resources Updates (0) System

Go to...

Graph Scale: Last 24 hours

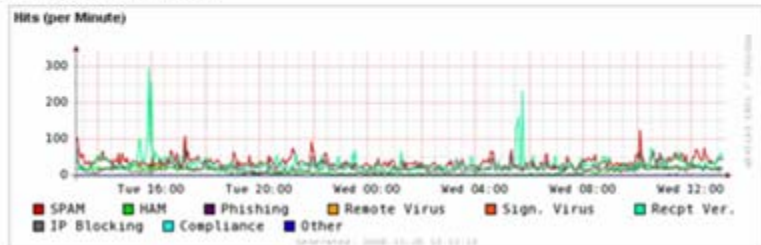
Refresh Data: Auto Off

Categorization Ranking:

Category	Hits (Absolute)	Hit %	
SPAM	50063	36.86%	
Recipient Verification	44494	32.78%	
IP Blocking	25175	18.55%	
HAM	15425	11.36%	
Phishing	359	0.26%	
Signature Virus Detection	130	0.10%	
Remote Malware Detection	52	0.04%	
Other	37	0.03%	
Compliance	0	0.00%	
Total	135735	100%	

[What's the difference between Hits and Emails?]

Categorization History:



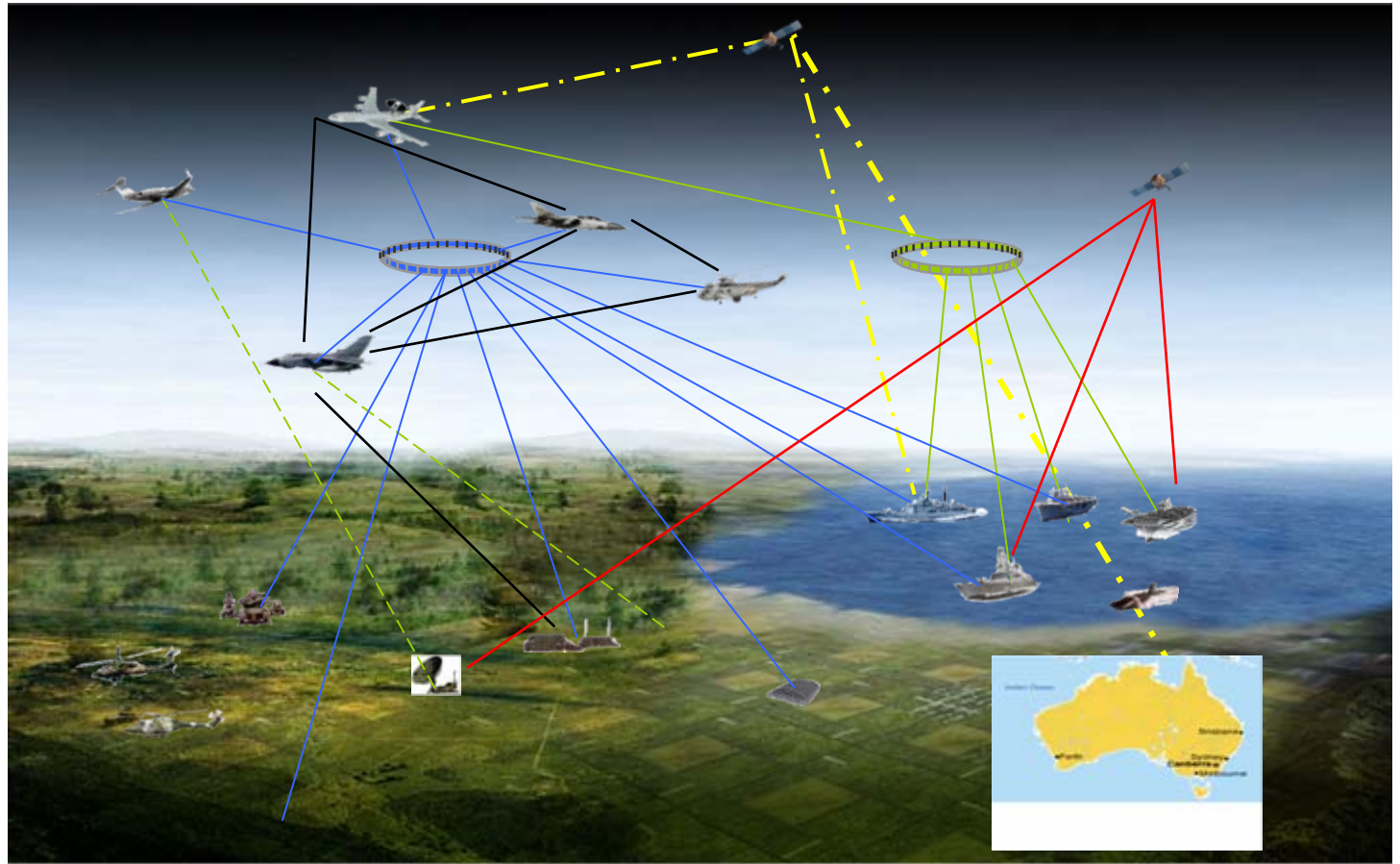


Globe™



- Created reusable components across their lines of business
- Reduced time to market by more than 85%
- Increased new product launches from 15% to 75%

for **Design & Delivery**



Running Securely and Flawlessly



Operations Manager



Infrastructure Manager



Enterprise Architect



Maximo Asset Management

Tivoli Business Service Manager

Tivoli Netcool Omnibus and Network

Tivoli Provisioning Manager

Security Information

Event Manager

Power7 with IBM Systems Director and

VMControl

INTEGRATED SERVICE MANAGEMENT



Advanced Water Management



Property Portfolio Management



Maximo Real Time Asset Locator



1,800

Tivoli
Extensions



INTELLIDEN®
Acquisition
An IBM Company



**INTEGRATED
SERVICE
MANAGEMENT
MAKE YOUR MARK!**



PCTY2010



Pulse Comes to You