



# Tivoli Integrated Service Management Optimizing the World's Infrastructure

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**PCTY2011** 

Pulse Comes to You

**Optimising the World's Infrastructure**



# THE CENTENNIAL

# The story of IBM is an ongoing story of...

Pioneering the science of information



*How to capture the opportunity of enterprise computing*

Reinventing the modern corporation



*How to build a new kind of organisation and sustain it over time*

Making the world work better



*How to apply technology to transform companies, industries, societies*

... delivering world-changing progress



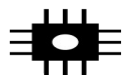
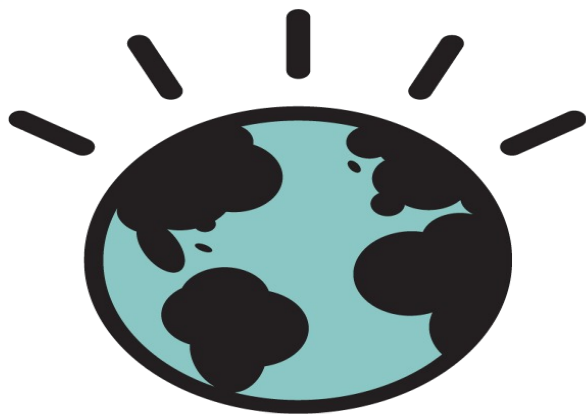
# Pulse2011

Optimizing the World's Infrastructure

# Today's Businesses Face an Unparalleled Rate of Change



# The world is getting smarter ...



**INSTRUMENTED**



**INTERCONNECTED**



**INTELLIGENT**



**OUR GOAL:** SATISFIED CUSTOMERS



# Integrated Service Management

Business Services & Assets

**INFORMATION TECHNOLOGY**



**BUSINESS INFRASTRUCTURE**



**CLOUD COMPUTING**



**WORK LOAD OPTIMIZED SYSTEMS**



**FEDERATED INFORMATION**

**Visibility, Control and Automation™ across the End-to-End  
Business Infrastructure and Service Chain**

# An Increasing Dependence on Technology Leaders



Improve ROI of  
Technology

Secure by Design

Make Innovation Real

Expand Business Impact

80%

CEOs anticipate  
turbulent change  
and bold moves.<sup>1</sup>

64%

of CIOs work with senior  
business executives to  
drive innovation.<sup>2</sup>

3x

increase in the gap  
between leaders' need  
and their ability to deliver it.<sup>1</sup>



# The World's Infrastructure ....




**Asset:** turbine bucket

**Unit cost:** \$5000



**# in system:** 703

**Total asset value:** \$3,515,000



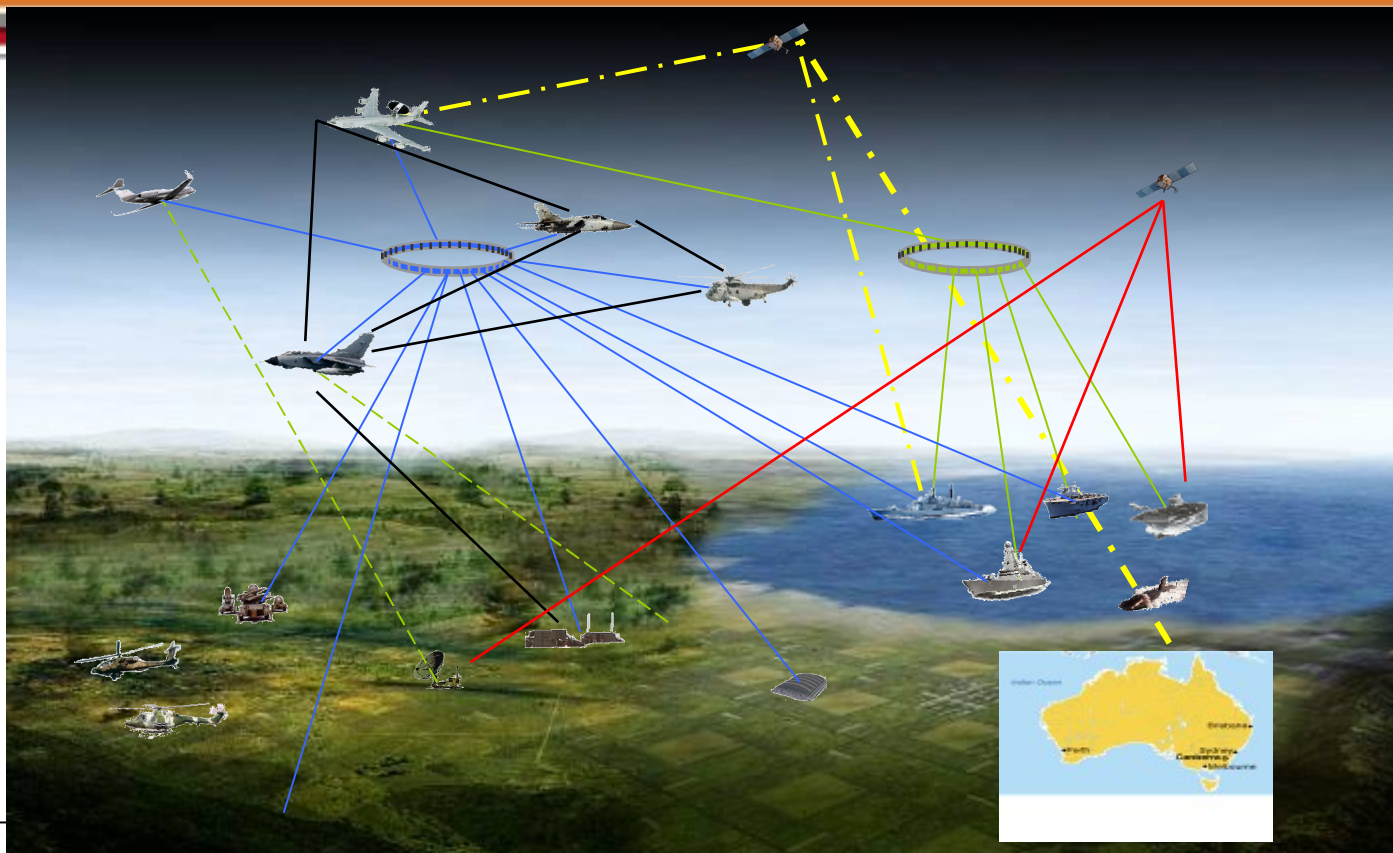
**Maintenance:** yes - 4,000 & 24,000 fired hours

**Tracking System:** Microsoft Excel



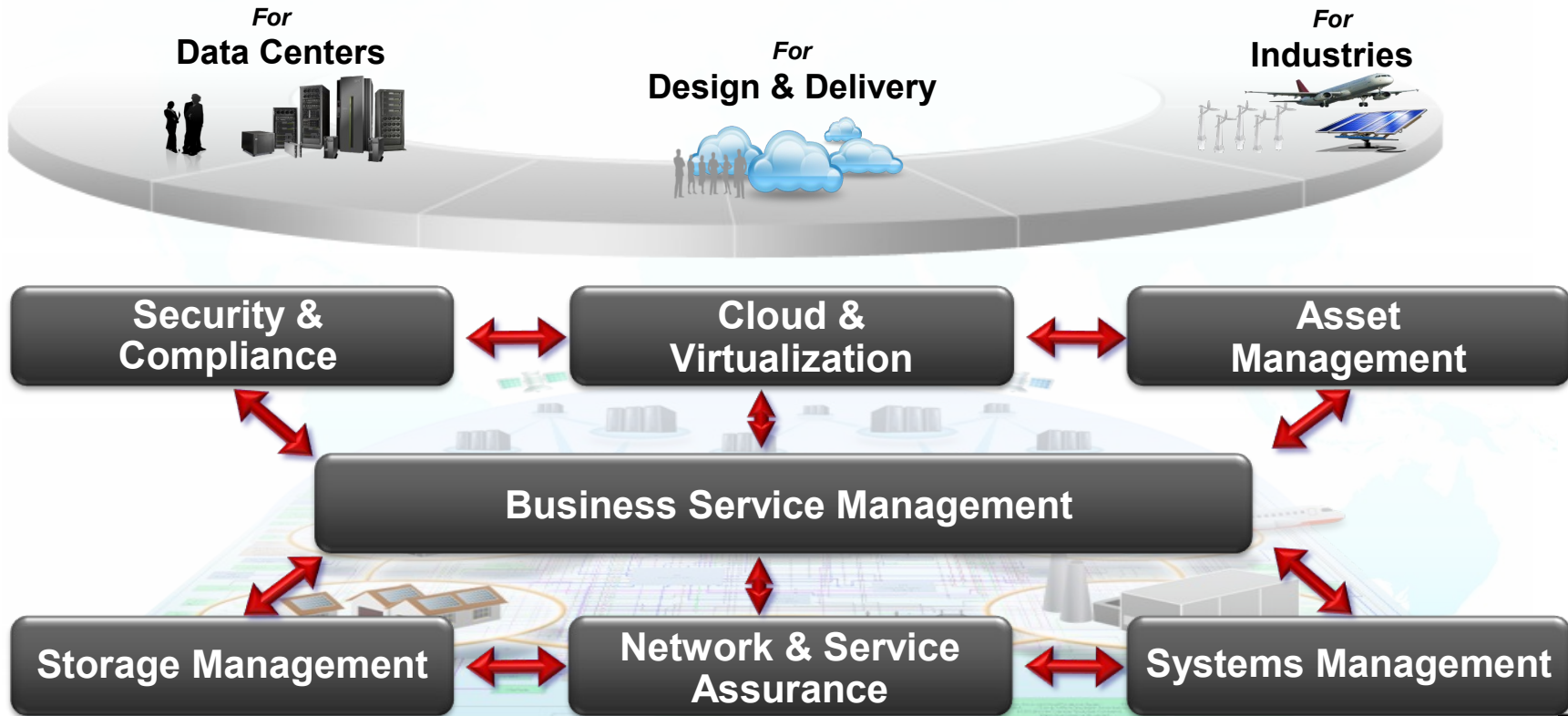


**NAVY**



Running Securely and Flawlessly

# ISM Provides a Comprehensive Set of Capabilities



# Continuing to Expand Our Capabilities...



**Image / Virtualization &  
Cloud Management**

**End point Management  
Solutions**

**Network Management  
Solutions**



**Real-time Asset Locator**

**Intelligent Network  
Metering**

**Smart Buildings  
Management**



**Security Intrusion  
System**

**Space Management  
Solutions**

**SaaS Service Desk  
Management**



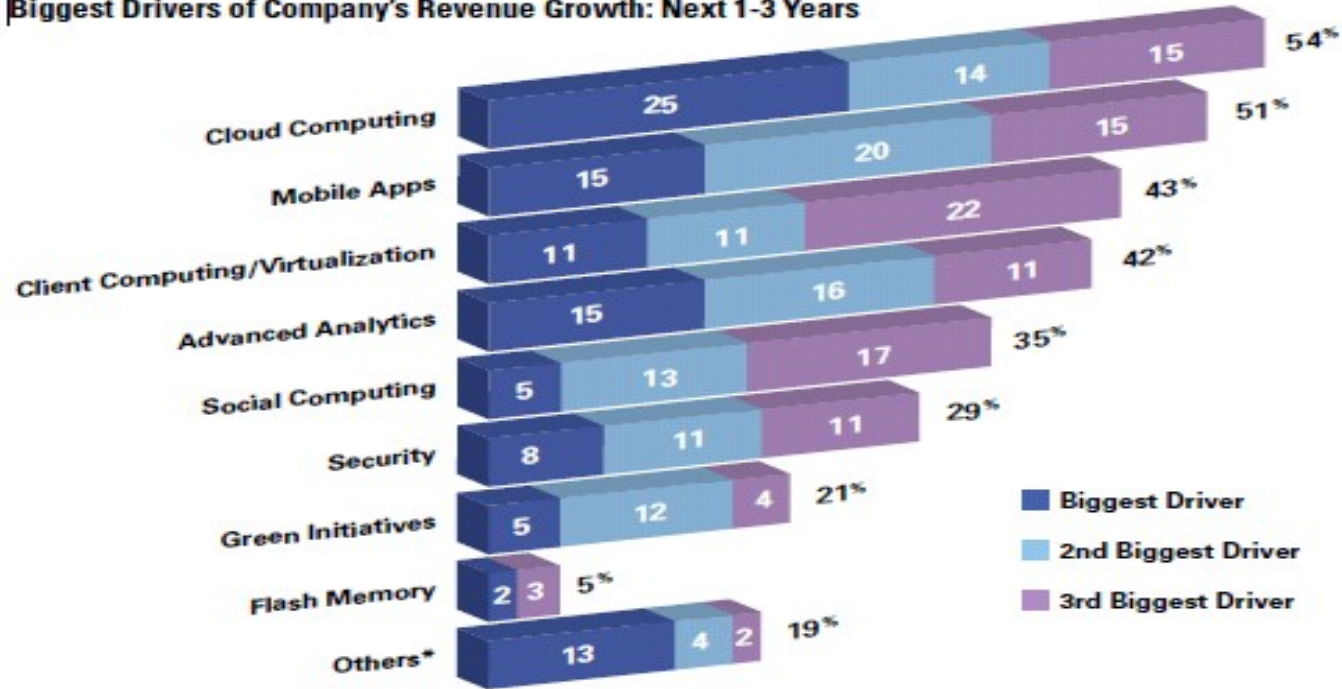
**BIGFIX**  
An IBM Company



**TRIRIGA®**  
An IBM Company

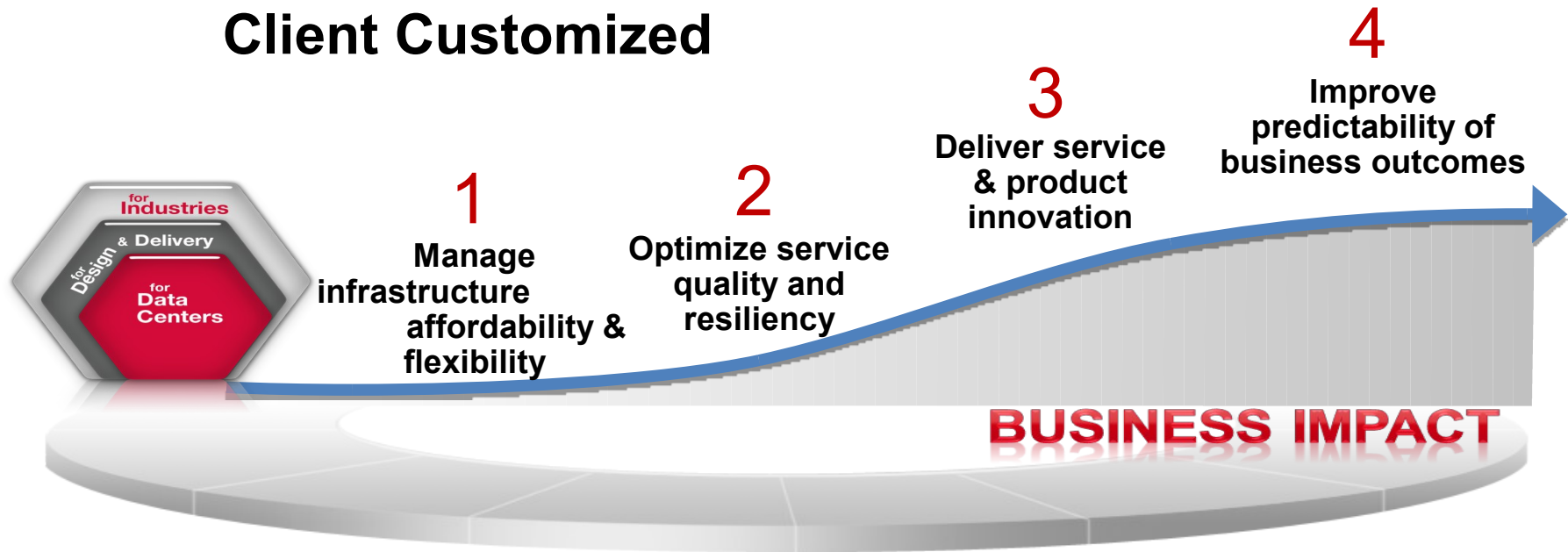
# Integrated Service Management Will Be A Key Capability For The Drivers Of Growth

Biggest Drivers of Company's Revenue Growth: Next 1-3 Years



# A Focus on Delivering Progression Paths and Best Practices

## Client Customized



IBM INTEGRATED SERVICE MANAGEMENT PLATFORM

# Innovative New Services Are Changing the Way We Live and Work



## Smarter energy services

*Smarter energy grids reduce CO2 emissions by 14%, enable compliance with federal mandates, while improving service reliability & lowering energy cost to consumers by 10%.*



## Smarter traffic services

*Smarter traffic management systems drive 40k/day new users of public transportation, reduce traffic by 20% and emissions by 12%, while improving commuter quality of life with less traffic.*



## Smarter building services

*Smart buildings reduce energy & CO2 emissions by 10-50% and water usage 20-50%, while reducing pollution, & brownouts and enabling a safer work environment for employees.*



## Smarter telecom services

*Smarter telecom services enable 85% faster time to market reducing service delivery from 10 months to 40 days, while enabling broader communication and entertainment choices for*



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# Pulse2012

Optimizing the World's Infrastructure



**Don't forget to register for Pulse2012 in Las Vegas – March 4<sup>th</sup> through 7<sup>th</sup>**  
**<http://pulse.vportal.net/registration/pulselogin.cfm>**



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