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The “View from the Bridge...”

Technology is Reshaping Industries

What is an app?



**Who are your
developers?**

Anyone

Who can access your information?

A blurred crowd of business professionals walking in a hallway, symbolizing a large, diverse audience. The image is out of focus, with people in various business attire moving in different directions. The background is bright and white, creating a clean, modern feel.

Everyone

Where do transactions happen?

Everywhere

Who is influencing your business?

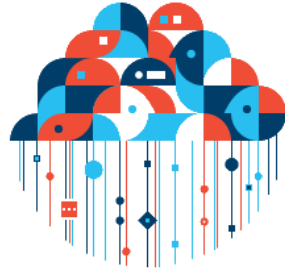


Everyone

These trends are changing entire industries



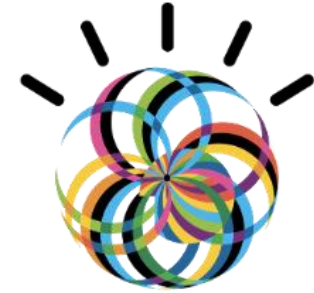
Mobile



Cloud



Big Data



Social



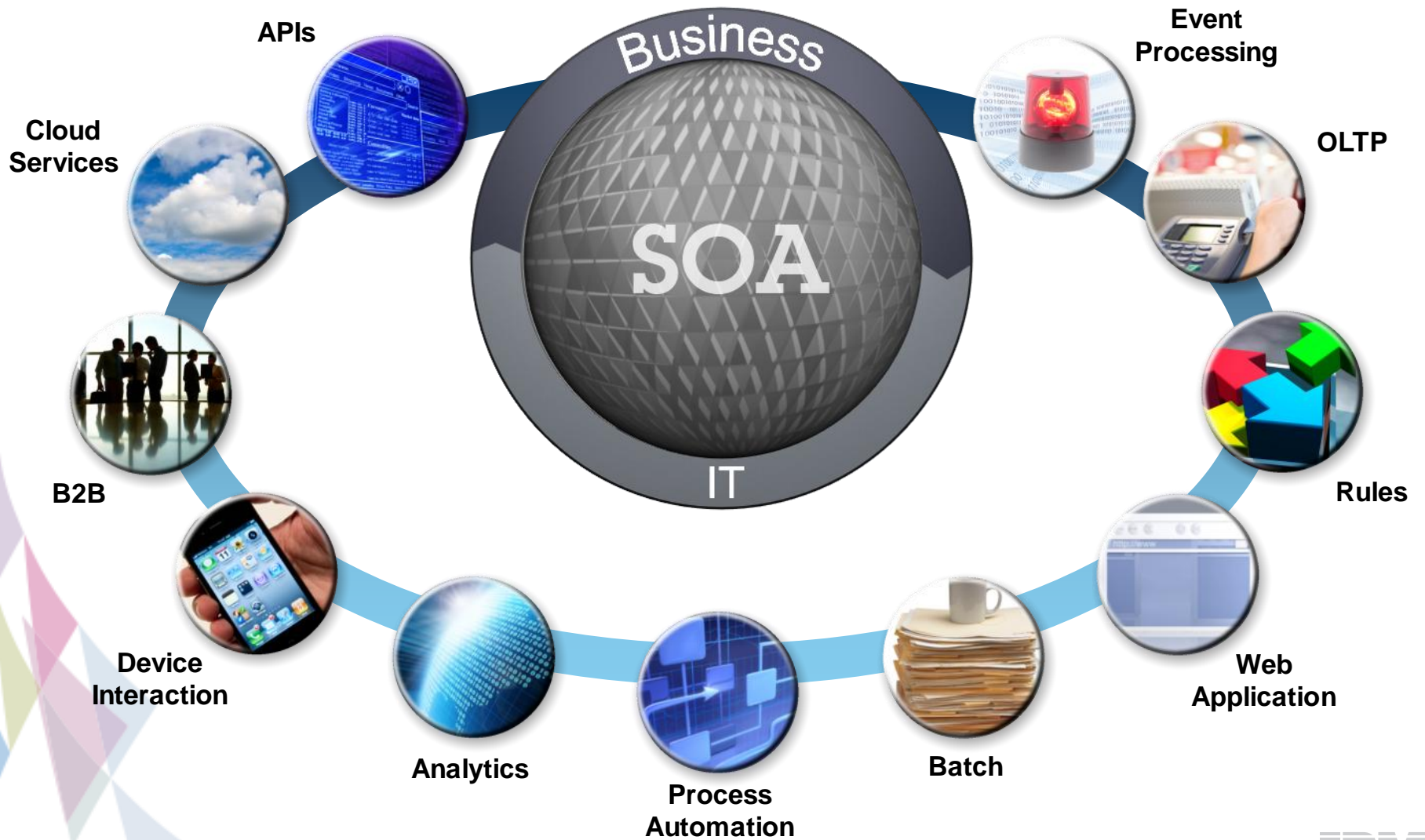
Addressing them requires more than new engagements



You Need:

- ▶ Reliability
- ▶ Integrity
- ▶ Integration
- ▶ Openness
- ▶ Scale
- ▶ Security

Your workloads are not all created equally



Every project and every process needs a proven platform



- ▶ **WebSphere** Application Server
- ▶ **IBM** Mobile Foundation
- ▶ **IBM** Business Process Manager
- ▶ **WebSphere** Operational Decision Management
- ▶ **WebSphere** MQ
- ▶ **WebSphere** Message Broker
- ▶ **WebSphere** Cast Iron Live

The time has come for a new breed of systems

Systems with integrated expertise and built for cloud

Built-in Expertise

Capturing and automating what experts do – from the infrastructure patterns to the application patterns



Integration by Design

Deeply integrating and tuning hardware and software – in a ready-to-go workload optimized system

Simplified Experience

Making every part of the IT lifecycle easier - with integrated management of the entire system and a broad open ecosystem of optimized solutions



IBM
PureSystems

Change the Economics of IT with Expert-Integrated Systems

IBM PureApplication System

Complete, Ready-to-Go Systems

- Pre-integrated, up and running in <4 hours
- Pre-optimized for enterprise application workloads

Simplify Ongoing Tasks

- Single point of platform and application management
- Repeatable self service application provisioning

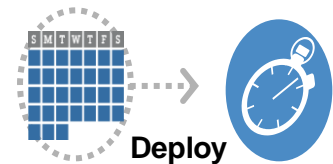
Built for Cloud

- “Platform as a Service”
- Elastic application runtimes



Manual, brittle

Best practice, pattern-based



Deploy

OS, runtime, resources

Policy based elasticity, single view



Manage

Manual optimizations on-site

Pre-optimized by experts



Optimize

Built-in Expertise ■ Integration by Design ■ Simplified experience



IBM PureSystems Integration by Design



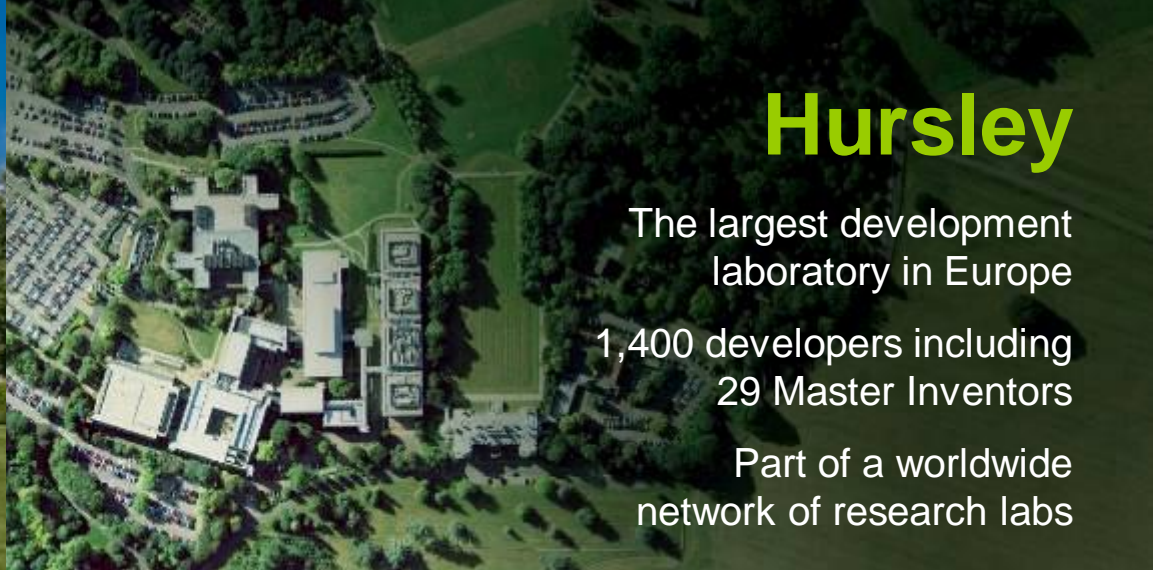
Optimizes the complete solution stack:

- All hardware and software components factory integrated and optimized
- Single point of unified lifecycle management
- Integrated monitoring & maintenance
- Integrated and elastic application and data runtimes
- Application patterns allocate system resources for optimal performance, security and reliability
- Fully virtualized and built for cloud
- Storage tuned to data needs

Specific Future Trends & Directions



- ▶ Internet Scale Messaging
- ▶ Mobile integration
- ▶ Sensor and device connectivity
- ▶ Hybrid cloud integration
- ▶ API creation and publishing
- ▶ Predictive Analytics
- ▶ DevOps
- ▶ Social Business



Hursley

The largest development laboratory in Europe

1,400 developers including 29 Master Inventors

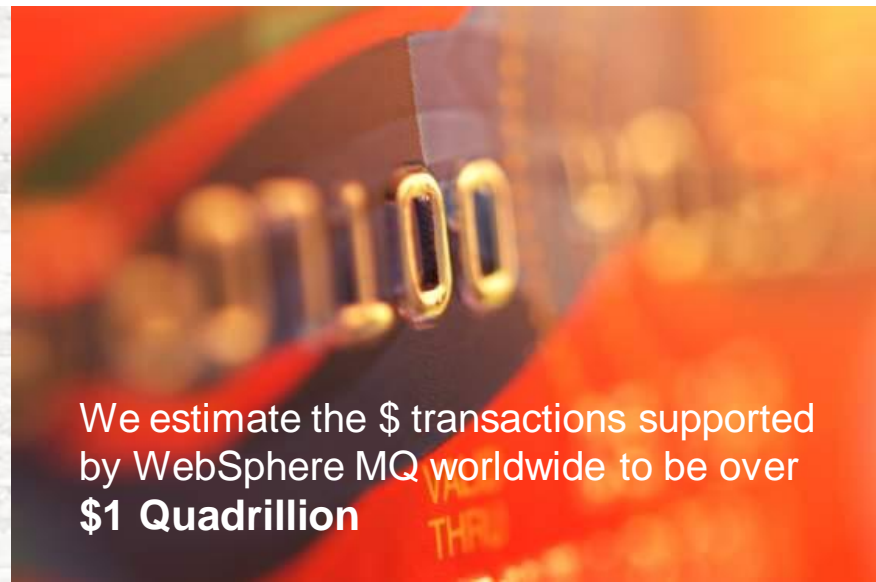
Part of a worldwide network of research labs

Decades of **experience** in enterprise-class middleware



Taking cash out of a hole in the wall

IBM Hursley developed CICS software in 1969. Today it is used in virtually every cashpoint in the UK and around the World. It is regarded as the backbone of business



We estimate the \$ transactions supported by WebSphere MQ worldwide to be over **\$1 Quadrillion**

Hursley Software Enables a Smarter Planet

Decades of experience in enterprise-class middleware



WebSphere Connectivity and Integration Portfolio

- Industry-leading products that connect applications, processes and information; and improve visibility and governance of services, processes, files, rules, and events

CICS Portfolio

- Industrial strength, high performance transaction processing

InfoSphere Master Data Management

- Software that provides access to a single, unified, trusted view of important data

Business Analytics

- Software for data mining, statistical analysis, and predictive analytics

Storage Software

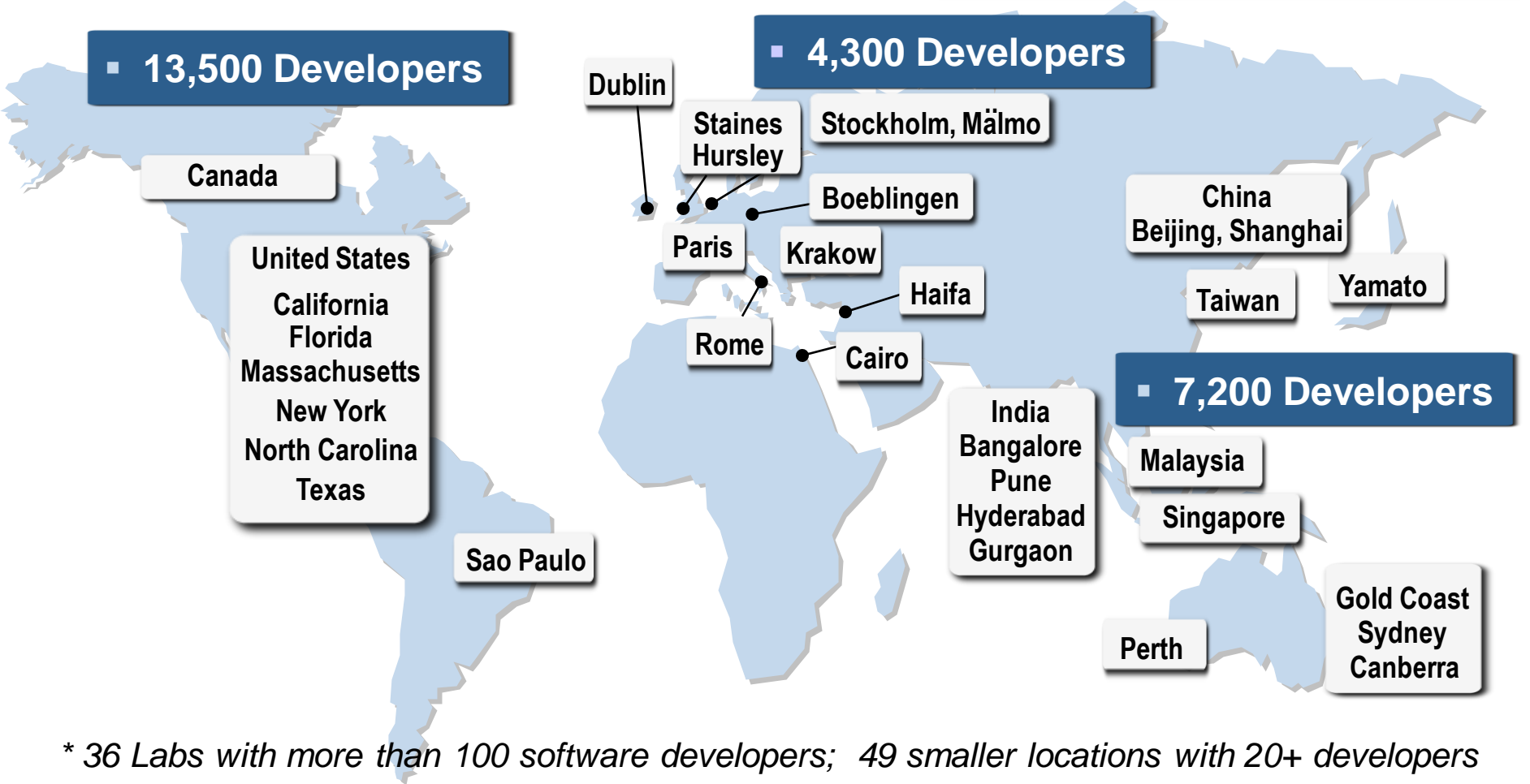
- Industry-leading storage virtualization to simplify storage infrastructure

Rational Portfolio

- Rational Team Concert, Quality Manager, Requirement Composer

IBM Software Group R&D Worldwide

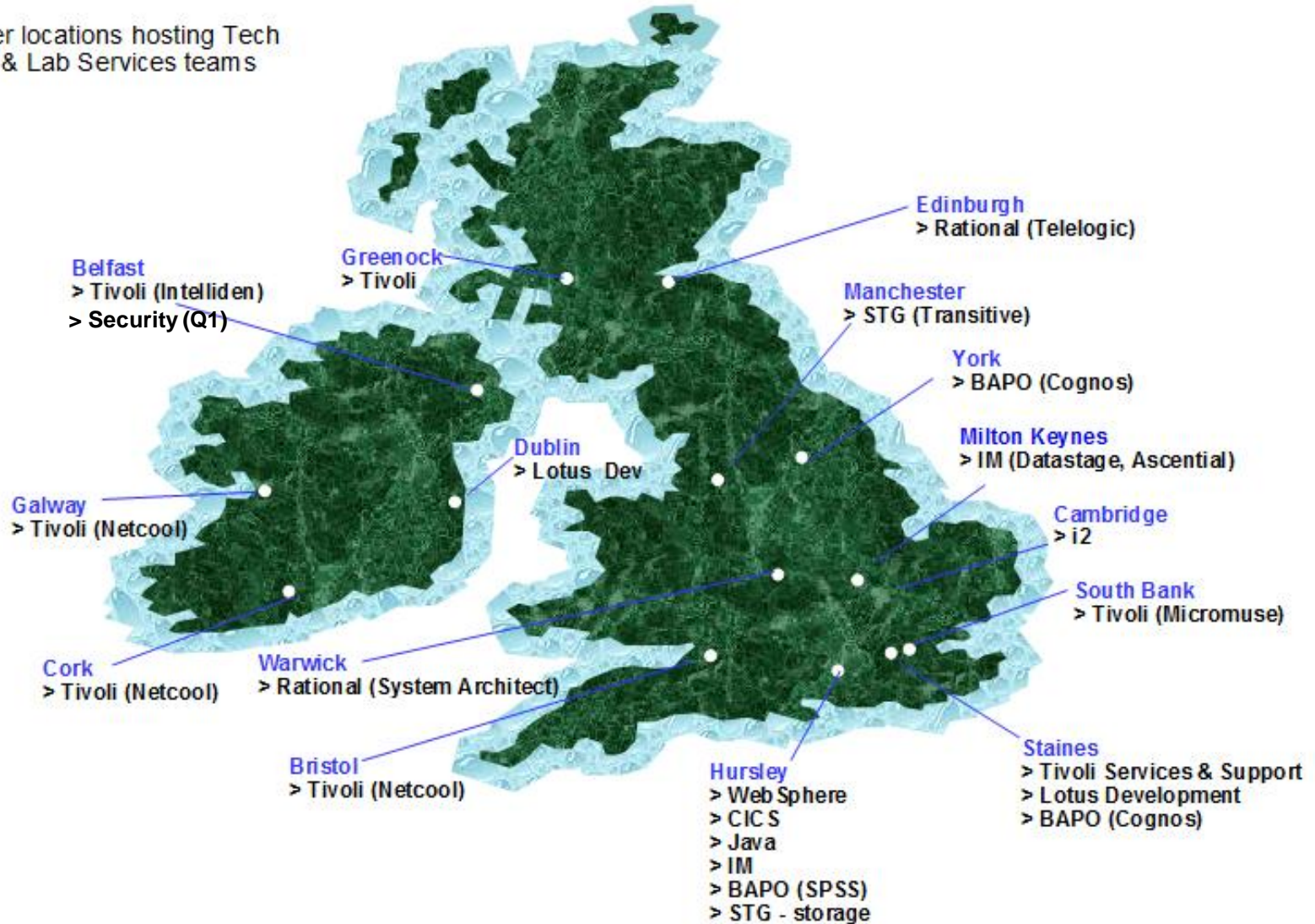
- 59,000 Employees Worldwide
- 36 Major* R&D Locations
 - 25,000 Developers
- 11,000 Field Technical Support



* 36 Labs with more than 100 software developers; 49 smaller locations with 20+ developers

UKI Lab Network

Further locations hosting Tech Sales & Lab Services teams



THANK
YOU

The words "THANK YOU" are rendered in a large, white, sans-serif font with a slight drop shadow. Each letter is filled with a different photograph of a diverse group of people, including men and women of various ethnicities and ages, all smiling or looking positively. The photos are arranged in two rows: "THANK" on top and "YOU" on the bottom.