



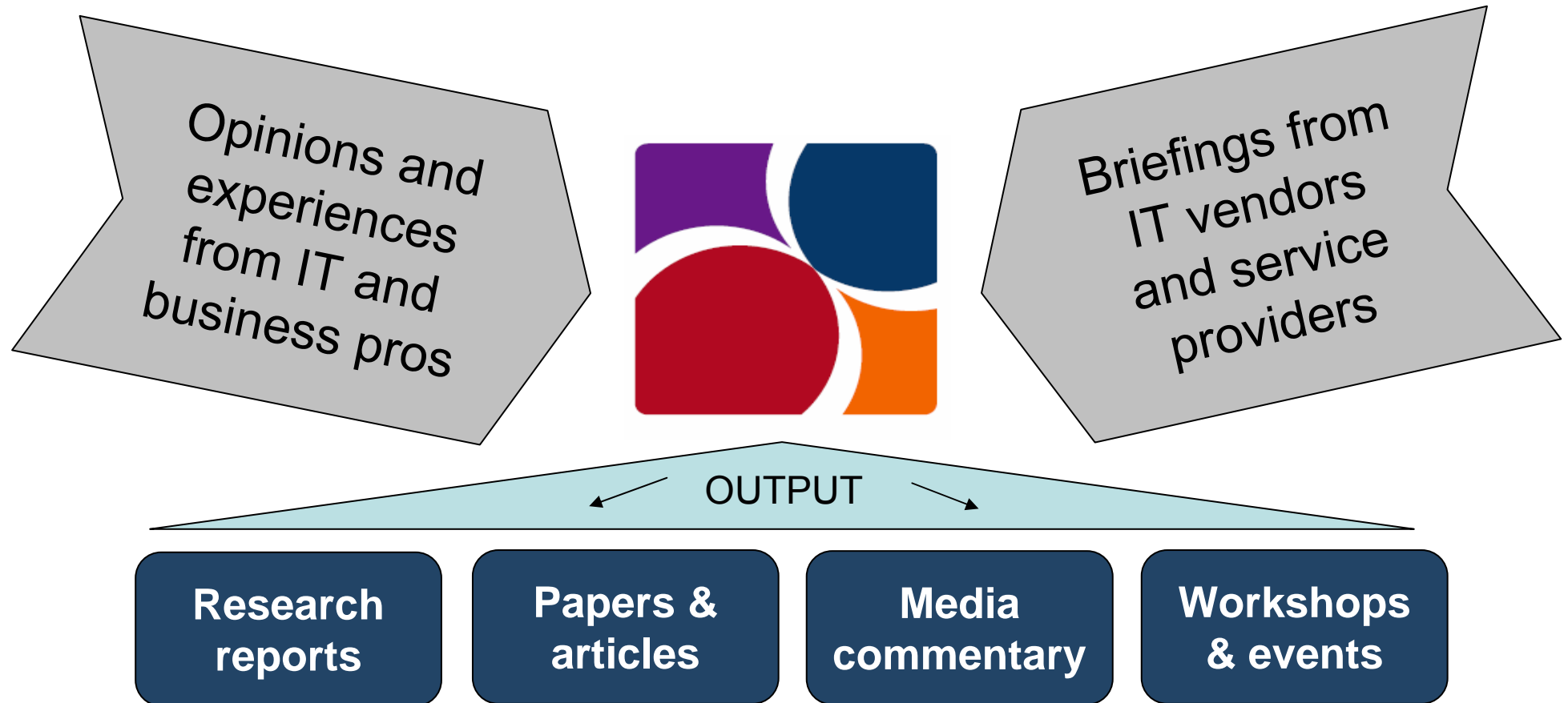
The IBM Software Portfolio in Context



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About Freeform Dynamics



www.freeformdynamics.com

Business frustrations with IT

We see the cost of IT, the question is whether it provides value for money

IT delivery needs to be more proactive

The IT department has too many "grand plans" of its own.

Commercial and technical plans and activities need to be better coordinated.

We need genuine improvement in IT service delivery and efficiency

IT staff need to get out of the office and see what is going on

Focus more on the benefits, as opposed to just implementing systems





Business management wish that the IT function would ...

Communicate and engage with the business more effectively

Generate more value in line with business needs and priorities

Deliver more quickly, reliably and at lower cost

IT imperatives

**Communication
& engagement**

**Enablement of
innovation**

KEYS TO SUCCESSFUL ALIGNMENT

**Operational
efficiency**

**Management
of risk**

IT imperatives

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Enablement of
innovation

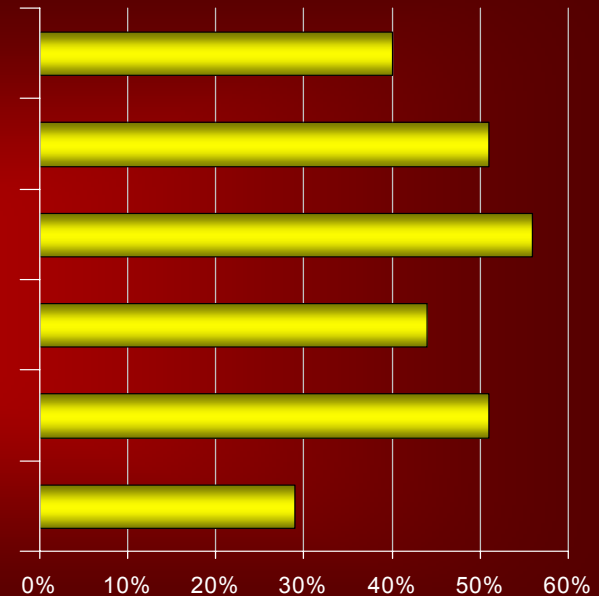
KEYS TO SUCCESSFUL ALIGNMENT

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Communication and Engagement

Business management involved in IT strategy
IT management involved in business strategy
Liaison representatives for key business groups
Joint steering committees for key initiatives
Business sign-off on key initiatives
Business controls a portion of the IT budget



- ▶ IT engages with the business in a variety of ways
- ▶ But how much does the type and level of engagement matter?

Measurable impact of effective engagement with the business



- ▶ The most effective type of relationship between IT and the business is peer-to-peer

Developing a common language

▶ Speaking in tongues

- Maintain customer details, pay invoices, replenish stock...
- Databases, servers, clients, middleware, integration....

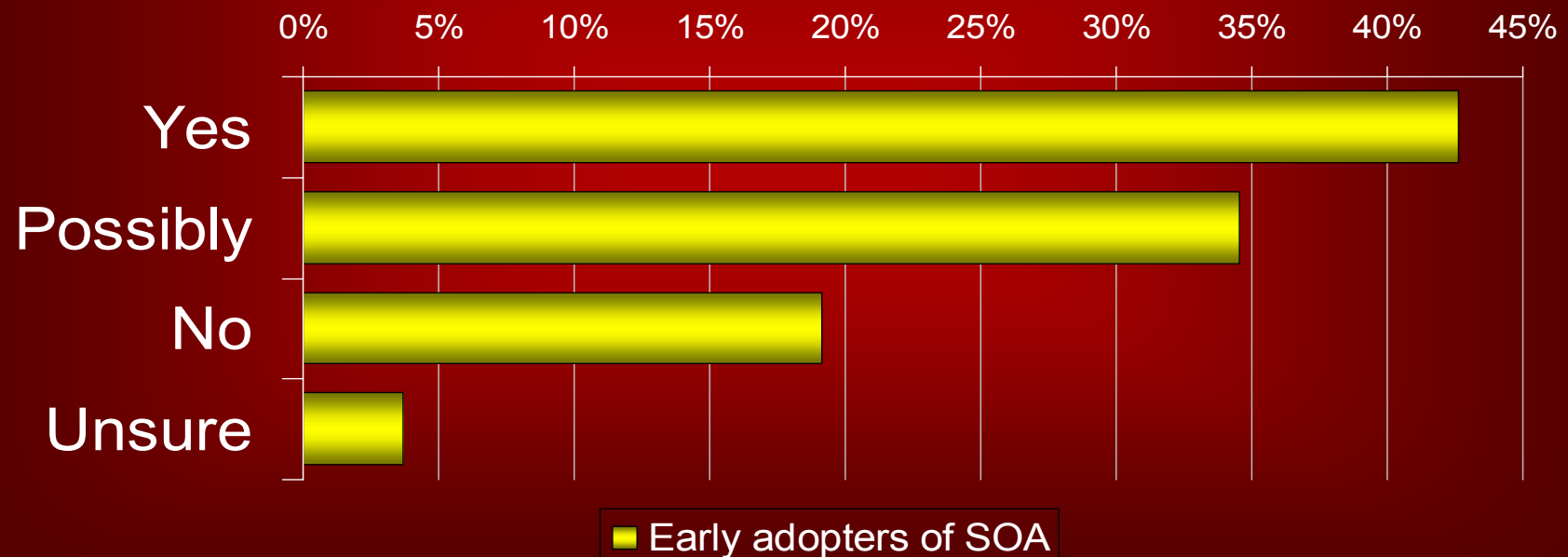
▶ Business people intuitively understand the concept of services

- Accounting, legal, HR, stores, facilities, IT ...
- “Shared services” is common management parlance

▶ The latest ideas around service orientation in the IT world can help bridge the gap

Developing a common language

Is there a role for SOA in helping business and IT people communicate more effectively through a common service oriented vocabulary?



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Types of innovation

▶ IT Innovation

- New and smarter technologies
- New concepts and ideas

} **THE
MEANS**

▶ Business innovation

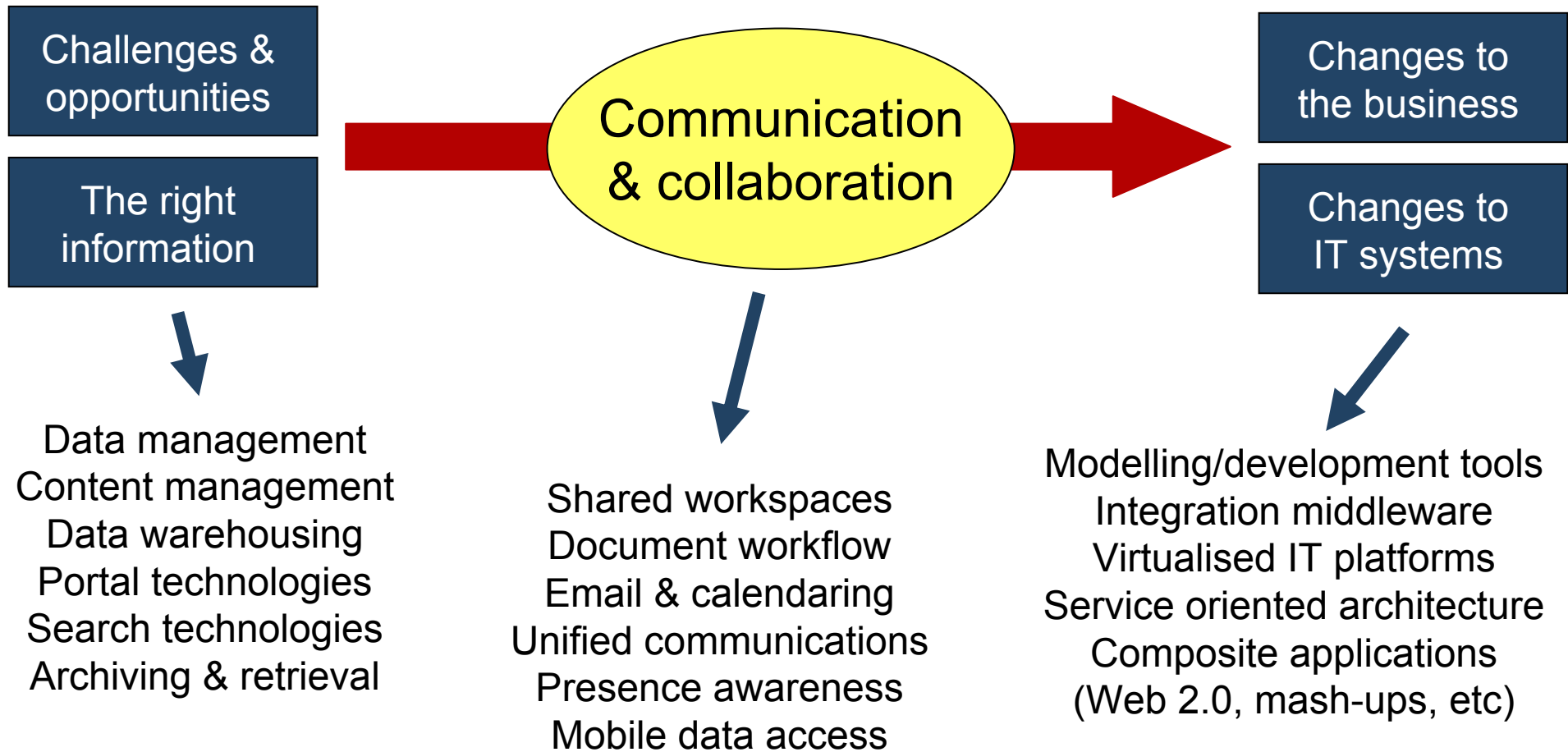
- New products and services
- New business processes
- New markets
- New value chains

} **THE
END**

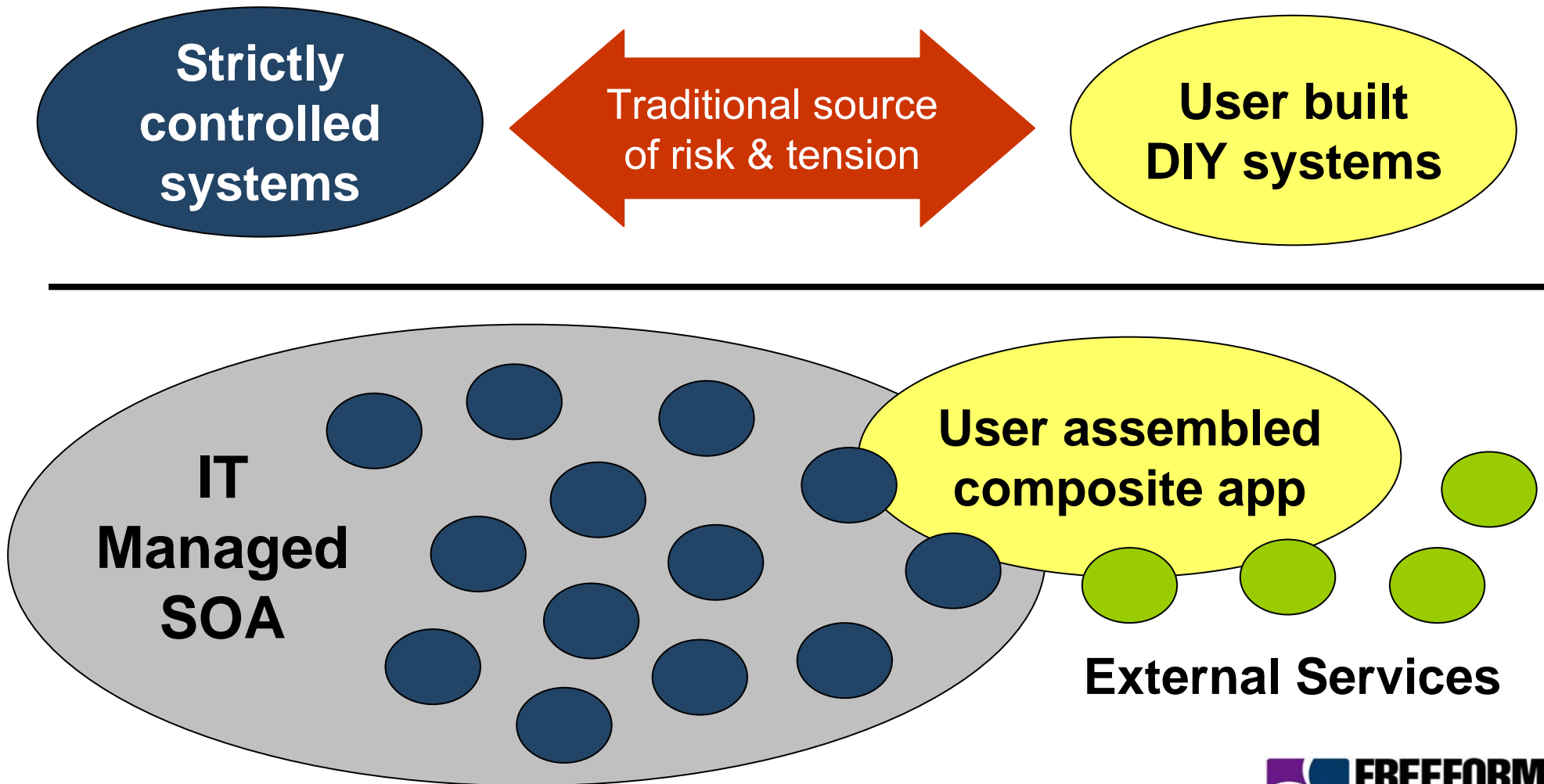
The Business Innovation Lifecycle



Supporting Business Innovation



From strict control to safe facilitation



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Drivers for operational efficiency

Reduce the cost of delivering IT services

Free up resources to support innovation

Deliver against needs and expectations

Earn or maintain the trust of the business

Better visibility

What's there?
What's it being used for?
How is it performing?
What is it costing us?

Infrastructure optimisation

Lower cost components
Higher utilisation rates
Deployment/utilisation flexibility
Easier & cheaper to manage

Process improvement

Faster, more predictable delivery
More effective technical support
Ability to support end-to-end SLAs

Some common improvement activities

- ▶ Consolidation and extension of monitoring and management tools
 - End-to-end performance monitoring & management
 - Integrated consoles to provide holistic view
 - Asset management and discovery (→CMDB)
- ▶ Infrastructure optimisation
 - Consolidation and rationalisation
 - Storage and server virtualisation
 - More cost effective platforms – Linux, blades, etc
- ▶ Process optimisation
 - IT Portfolio Management
 - ITSM/BSM best practice (ITIL and COBIT)

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What's going on in risk management?

- ▶ More organisations are taking a holistic view of risk across:
 - Environmental factors (natural disaster, terrorism, accident)
 - Legal and regulatory requirements
 - Various aspects of security
 - Business continuity, particularly with regard to IT systems
- ▶ Policy and systems convergence
 - IT and physical security
 - IT security and information management
- ▶ Growing interest in more sophisticated security and data management

Some particularly active areas

▶ Security

- Identity management (federated IDs, rules based provisioning)
- Authentication (SSO, biometrics, smart cards, multi-factor)
- Integrated provisioning across physical and IT security
- Intrusion detection, prevention and forensics

▶ Compliance

- Email archiving and retrieval
- More advanced workflow/content management

▶ Business continuity

- Data replication and protection, advanced backup
- HA systems and platforms based on commodity architectures
- Predictive monitoring and management

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Mapping of IBM SW onto Imperatives

	Feeding innovation	Implementing innovation	Operational Efficiency	Managing Risk
Lotus	✓ ✓ ✓	✓ ✓	✓	✓ ✓ ✓
WebSphere	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Info Management	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
Rational	✓	✓ ✓ ✓	✓ ✓	✓ ✓
Tivoli	✓	✓	✓ ✓ ✓	✓ ✓ ✓



Thank You