

# Agenda

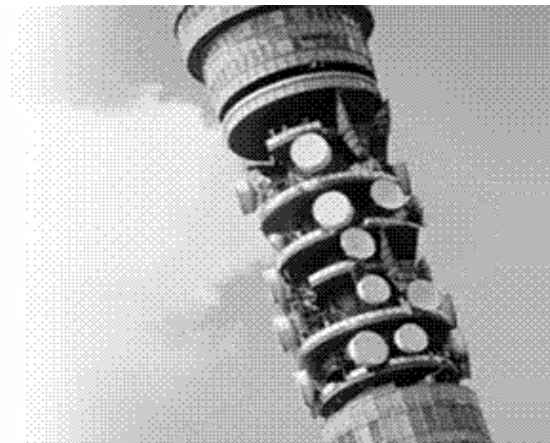
Zeit	Thema	Inhalt	Sprecher
10:00 - 10:15	<b>Eintreffen / Kaffee</b>		
10:15 - 10:25	<b>Begrüssung</b>	<ul style="list-style-type: none"> <li>• IBM Kurzübersicht</li> <li>• Zusammenarbeit Swisscom und IBM SWG</li> </ul>	Andreas Herger, Leiter Grosskundengeschäft SWG Michael Rieder, Software Account Manager
10:25 - 11:15	<b>IBM Software Portfolio</b>	<p>Übersicht der fünf Software-Brands:</p> <ul style="list-style-type: none"> <li>• Software &amp; System Development</li> <li>• Integration &amp; Application Infrastructure</li> <li>• Data &amp; Content</li> <li>• IT Service Management</li> <li>• Collaboration &amp; Access</li> </ul>	<b>Daniel Ehrle, Software IT Architect</b> daniel.ehrle@ch.ibm.com / 079 403 11 92
11:15 - 12:00	<b>Neue Technologien</b>	<p>Neue Technologien und Trends in der Telekommunikation:</p> <ul style="list-style-type: none"> <li>• Web 2.0 Technologie</li> <li>• Mash-Up's</li> </ul>	Daniel Ehrle, Software IT Architect Benjamin Schlup, Business Solution Consultant
12:00 - 12:30	<b>Mittagessen</b>	Gemeinsamer Stehlunch im Eventbereich	
12:30 - 12:55	<b>InfoSphere</b>	<p>Nutzung vorhandener Kundeninformationen zur Generierung von Neugeschäft:</p> <ul style="list-style-type: none"> <li>• IBM Information Server</li> <li>• Cognos, die jüngste IBM SW Akquisition im Bereich Business Intelligence</li> </ul>	Reto Cavegn, Technical IT Specialist
12:55 - 13:20	<b>Security</b>	<p>End-to-End Security Lösungen von IBM:</p> <ul style="list-style-type: none"> <li>• Governance and Compliancy</li> <li>• Identity Management</li> <li>• Intrusion Detection and Prevention</li> <li>• Application Security</li> </ul>	Dieter Bartl, Software Sales Specialist
13:20 - 13:45	<b>Business Integration &amp; Process Management</b>	<p>Middleware Technologien:</p> <ul style="list-style-type: none"> <li>• Process Management und ESB Lösungen</li> <li>• IBM ESB und Security Solution "in a Box"</li> </ul>	Bernd Geiger, Senior Software Sales Specialist
13:45 - 14:00	<b>Closing</b>	<ul style="list-style-type: none"> <li>• Fragerunde</li> </ul>	Michael Rieder, Software Account Manager



IBM Software Group

# IBM Software Portfolio

*Driving Business Value  
for Telecommunications*



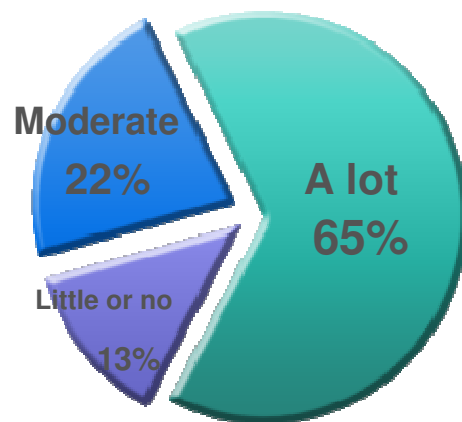
Bern, 3. Juni 2008



# Be prepared for **change...**

*Rapidly evolving market forces drive the **need for innovation***

**87% of CEOs believe change is needed to drive innovation**



*Extent of fundamental change needed over next two years*

Source: 2006 IBM Global CEO Survey



## IBM's differentiated approach fosters innovation....

*By instilling flexibility & responsiveness which facilitates on-going change*

- *Meet your entire set of solution related needs*

1. *Assess your needs*

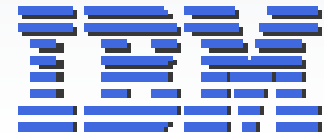
- Evaluate and **analyze your company** based on its processes
- Model **dynamic “as is” business processes** and identify bottle necks to revenue and efficiency
- Address **People, Process and Information** aspects of process change
- Simulate the impact and **value of change to existing** key processes prior to implementation

2. *Bridge the gap between Business and IT*

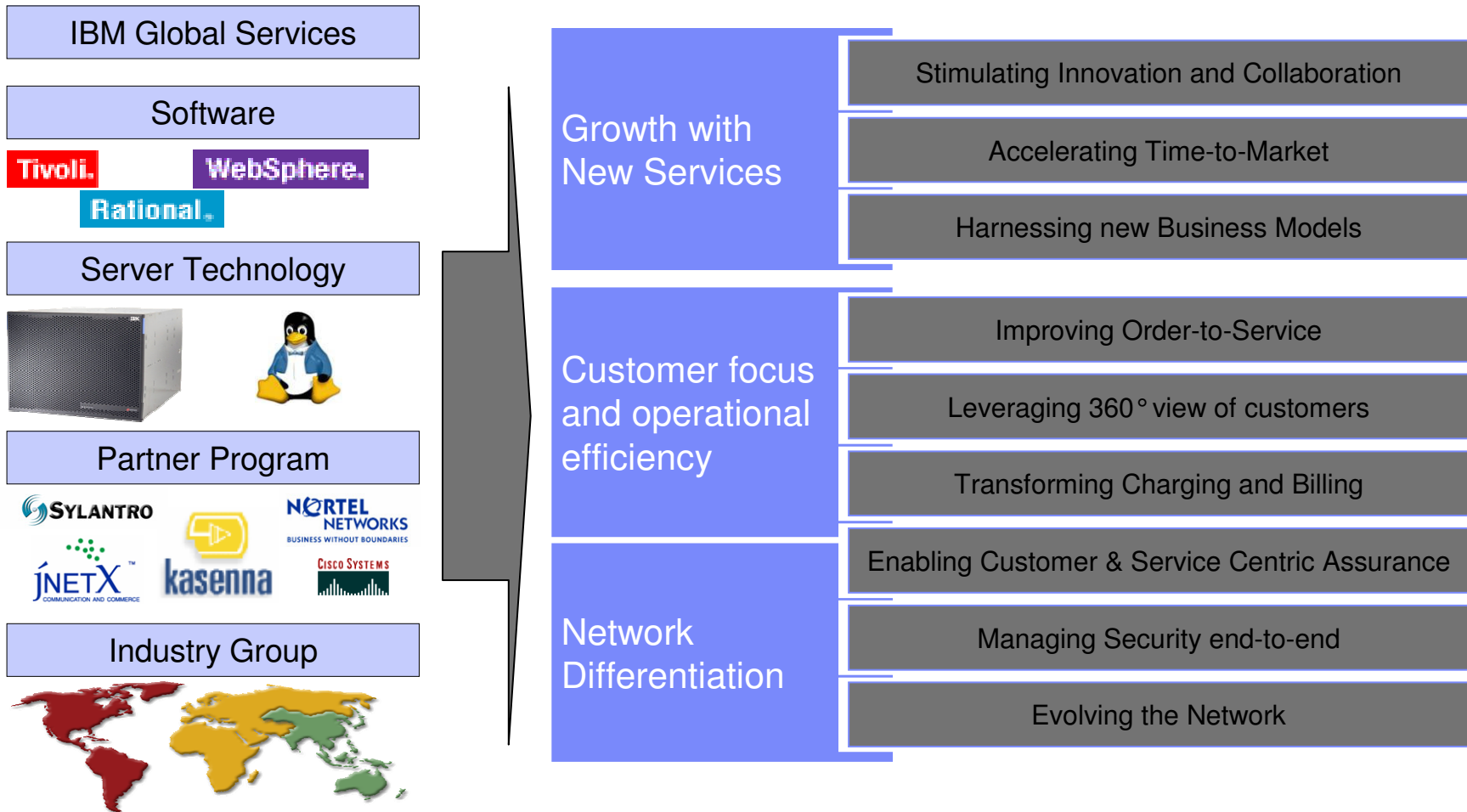
- Allow for **easy transfer of new “to-be” processes** to IT team for creation and implementation
- Protect **investment in existing** applications and systems avoiding need to “rip and replace”
- Extend the **capability of packaged applications** with the **flexibility of custom** applications

3. *Manage your new flexible processes*

- Monitor **process results** providing early indication of failing processes
- Govern your **processes and usage** of process components



# IBM addresses three major strategic challenges



## ...and drives real benefits

### Client



### Action / Result

- ✓ Transformed previously siloed network infrastructure into reusable services that can easily interoperate using industry standards.
- ✓ Led to shorter product development times, reduced costs, and rapid assembly of innovative combinational services

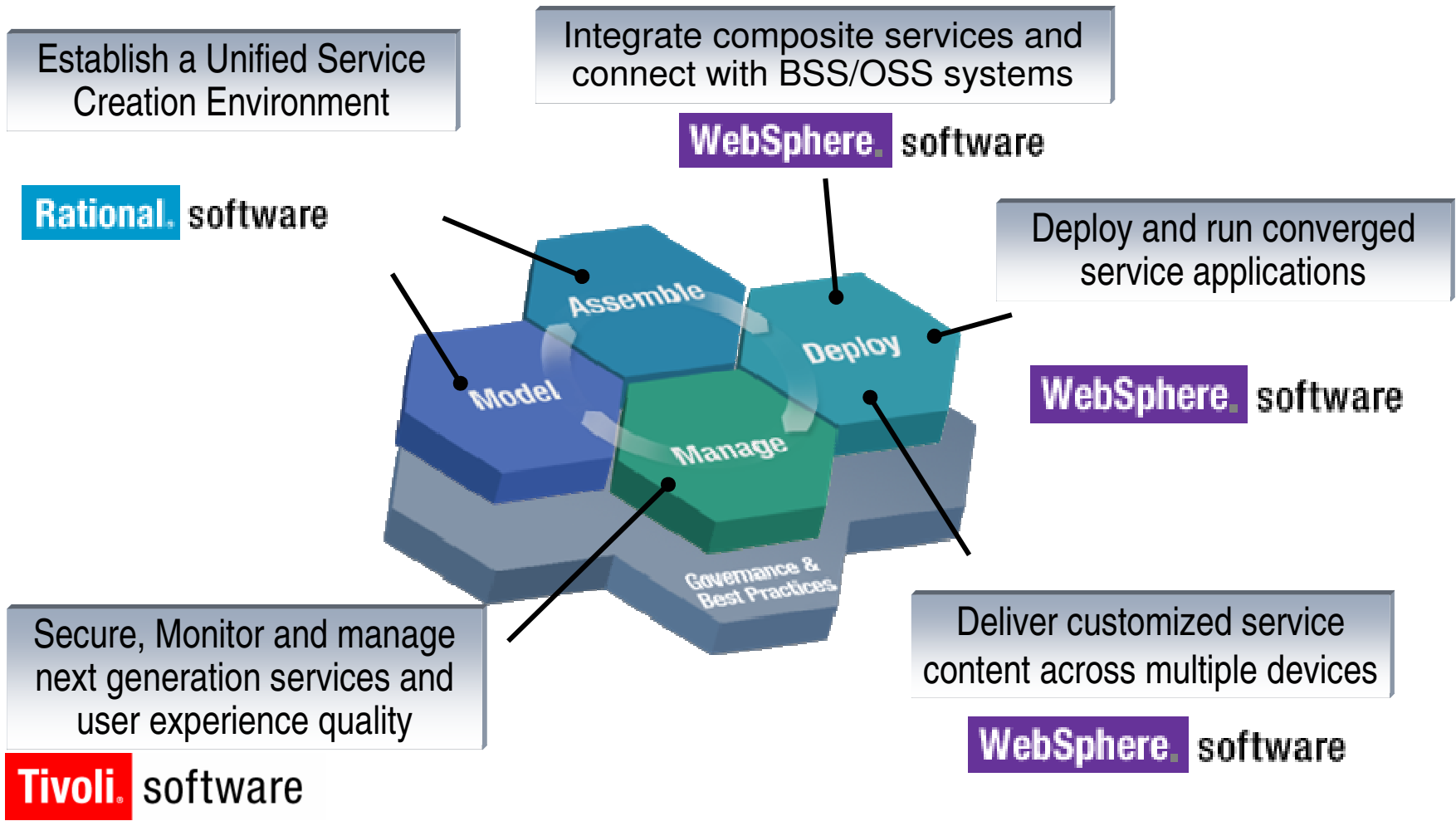


- ✓ Integrated and automated its business processes to reduce provisioning time from 45 minutes to 3 minutes.
- ✓ Integrated provisioning applications resulted in millions of dollars in savings and improved productivity



- ✓ Deployed a solution that delivers a consolidated view of customer information to improve ability to cross-sell and up-sell new products and services
- ✓ Resulted in US\$8.4 million increase in revenue

# IBM software provides the foundation for providing superior customer experience, business & technology transformation




Software and System Development <b>Rational software</b>	Integration and Application Infrastructure <b>WebSphere software</b>	Integrating Data and Content <b>Information Management software</b>	Collaboration and Access <b>Lotus software</b>	IT Service Management <b>Tivoli software</b>			
<p><b>Architecture Management</b></p> <ul style="list-style-type: none"> <li>Rational Software Architect</li> <li>Rational Application Developer</li> <li>Rational Business Developer Extension</li> <li>Rational Systems Developer</li> <li>Rational Data Architect</li> <li>Rational Rose Family</li> <li>Rational Software Modeler</li> <li>Rational Asset Manager</li> <li>Telelogic System Architect</li> <li>Telelogic Rhapsody</li> </ul> <p><b>Quality Management</b></p> <ul style="list-style-type: none"> <li>Rational ClearQuest</li> <li>Rational Tester for SOA Quality</li> <li>Rational Functional Tester</li> <li>Rational Performance Tester</li> <li>Rational Manual Tester</li> <li>Rational PurifyPlus</li> <li>Rational Test RealTime</li> <li>Rational AppScan Family</li> <li>Rational Policy Tester Family</li> <li>Telelogic Logiscope</li> <li>Telelogic Tester</li> </ul> <p><b>Process and Portfolio Mgmt.</b></p> <ul style="list-style-type: none"> <li>Rational Portfolio Manager</li> <li>Rational Method Composer (includes Rational Unified Process)</li> <li>Rational Team Unifying Platform</li> <li>Telelogic Focal Point</li> <li>Telelogic Harmony</li> </ul> <p><b>Change and Release Mgmt.</b></p> <ul style="list-style-type: none"> <li>Rational RequisitePro</li> <li>Rational ClearCase</li> <li>Rational ClearCase Multisite</li> <li>Rational ClearCase Change Mgmt Solution Enterprise Edition</li> <li>Rational ClearQuest</li> <li>Rational ClearQuest Multisite</li> <li>Rational Build Forge</li> <li>IBM SCLM Advanced Editor for z/OS</li> </ul> <p><b>Host Tools/Integration, Languages and Compilers</b></p> <ul style="list-style-type: none"> <li>WebSphere Host Integration Solution Family</li> <li>WebSphere Host Access Transformation Services</li> <li>WebSphere Host On Demand</li> <li>IBM Host Access Client Package</li> </ul>	<p><b>Application and Transaction Infrastructure</b></p> <ul style="list-style-type: none"> <li>WebSphere Application Server (WAS) Family including WAS Community Edition</li> <li>WebSphere Extended Deployment</li> <li>WebSphere Process Server</li> <li>CICS Transaction Server</li> </ul> <p><b>Application Integration</b></p> <ul style="list-style-type: none"> <li>WebSphere Services Registry &amp; Repository</li> <li>WebSphere Transformation Extender</li> <li>WebSphere MQ Family</li> <li>WebSphere DataPower Appliances</li> <li>WebSphere Adapters</li> </ul> <p><b>Business Process Management</b></p> <ul style="list-style-type: none"> <li>WebSphere Business Services Fabric</li> <li>WebSphere Process Server</li> <li>WebSphere Business Modeler</li> <li>WebSphere Business Monitor</li> <li>WebSphere Integration Developer</li> <li>WebSphere Enterprise Service Bus</li> <li>WebSphere Partner Gateway</li> <li>WebSphere Message Broker</li> <li>WebSphere TelcoWebServicesServer</li> </ul> <p><b>Commerce</b></p> <ul style="list-style-type: none"> <li>WebSphere Commerce Family</li> </ul> <p><b>Mobile and Speech</b></p> <ul style="list-style-type: none"> <li>WebSphere Everyplace Family</li> <li>WebSphere Voice Response</li> <li>WebSphere Voice Server Family</li> <li>WebSphere Translation Server for Multiplatforms</li> <li>IBM embedded Via Voice</li> <li>Unified Messaging for WebSphere Voice Response</li> </ul> <p><b>Portals</b></p> <ul style="list-style-type: none"> <li>WebSphere Portal Server</li> <li>WebSphere Portal Enable</li> <li>WebSphere Portal Enable for z/OS</li> <li>WebSphere Portal Extend</li> <li>WebSphere Portal Express</li> <li>WebSphere Portlet Factory</li> <li>Accelerators for WebSphere Portal</li> <li>WebSphere Dashboard Framework</li> <li>WebSphere Everyplace Mobile Portal Enable</li> </ul>	<p><b>Database Servers</b></p> <ul style="list-style-type: none"> <li>DB2 Family</li> <li>IMS</li> <li>Informix Family</li> <li>U2 Family</li> </ul> <p><b>Data Management Tools</b></p> <ul style="list-style-type: none"> <li>DB2 Tools for Multiple Platforms</li> <li>DB2 Tools Family for System z</li> <li>DB2 Extenders Family</li> <li>DB2 Connect Family</li> <li>IMS Tools Family</li> <li>WebSphere Replication Server</li> <li>WebSphere DataStage</li> <li>WebSphere QualityStage</li> <li>WebSphere ProfileStage</li> <li>WebSphere Federation Server</li> <li>WebSphere Information Analyzer</li> </ul> <p><b>Enterprise Content Management</b></p> <ul style="list-style-type: none"> <li>IBM FileNet Content Manager Family</li> <li>IBM FileNet Image Family</li> <li>IBM FileNet Capture Family</li> <li>IBM FileNet Content Federation Services</li> <li>IBM FileNet Connectors for SharePoint</li> <li>IBM FileNet Business Process Manager Family</li> <li>IBM FileNet Records Manager</li> <li>IBM FileNet Records Crawler</li> <li>IBM FileNet Email Manager</li> <li>IBM Content Manager Family</li> <li>IBM Content Manager OnDemand Family</li> <li>WebSphere Information Integrator Content Edition</li> <li>IBM Document Manager</li> <li>IBM Records Manager</li> <li>IBM CommonStore Family and eMail Search</li> <li>OmniFind Family</li> <li>IBM Classification Module</li> </ul> <p><b>Enterprise Data Management</b></p> <ul style="list-style-type: none"> <li>IBM Optim Solutions</li> <li>IBM Data Studio</li> </ul> <p><b>Dynamic Data Warehousing and Business Intelligence</b></p> <ul style="list-style-type: none"> <li>Cognos</li> <li>IBM Data Warehouse Editions (DWE)</li> <li>Business Intelligence on Systems z</li> <li>OmniFind Analytics Edition</li> <li>OmniFind Discovery for Business Intelligence</li> </ul> <p><b>Information Platform and Solutions</b></p> <ul style="list-style-type: none"> <li>IBM Information Server</li> <li>IBM InfoSphere</li> <li>WebSphere Product Center</li> <li>WebSphere Customer Center</li> <li>WebSphere RFID Information Center</li> <li>IBM Industry Models</li> <li>IBM Global Name Recognition Products</li> <li>IBM Identity Resolution</li> <li>IBM Relationship Resolution</li> <li>IBM Anonymous Resolution</li> </ul>	<p><b>Appl. Design and Development</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Domino Designer</li> <li>IBM Lotus Enterprise Integrator for Domino</li> <li>IBM Lotus Connector for SAP solutions</li> <li>IBM Lotus Workflow</li> <li>IBM Lotus Expeditor</li> </ul> <p><b>Dashboard and Business Solutions</b></p> <ul style="list-style-type: none"> <li>IBM Lotus ActiveInsight</li> <li>IBM Workplace for Business Controls and Reporting</li> <li>IBM Workplace for SAP Software</li> <li>IBM Lotus Workforce Management</li> <li>IBM Workplace Solutions</li> </ul> <p><b>E-mail, Calendaring and Collaborative Applications</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Domino</li> <li>IBM Lotus Notes and Domino Express</li> <li>IBM Lotus Notes</li> <li>IBM Lotus Domino Web Access</li> </ul> <p><b>Instant Messaging, Web Conferencing</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Sametime Standard</li> <li>IBM Lotus Sametime Entry</li> <li>IBM Lotus Sametime Unyte</li> </ul> <p><b>Social Software</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Connections</li> </ul> <p><b>Team Collaboration, Content Mgmt and e-forms</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Quickr</li> <li>IBM Workplace Web Content Management</li> <li>IBM Lotus Forms</li> <li>IBM Lotus Forms Express</li> <li>IBM Lotus Domino Document Manager</li> <li>IBM Lotus Quickr Content Integration</li> </ul> <p><b>Mobile and Wireless</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Expeditor</li> <li>IBM Lotus Mobile Connect</li> <li>IBM Lotus Domino Unified Communications</li> </ul>	<p><b>Security Management</b></p> <ul style="list-style-type: none"> <li>IBM Tivoli Identity Manager</li> <li>IBM Tivoli Federated Identity Manager</li> <li>IBM Tivoli Access Manager Family</li> <li>IBM Tivoli Security Compliance Manager</li> <li>IBM Tivoli Directory Integrator</li> <li>IBM Tivoli Directory Server</li> <li>IBM Tivoli Security Operations Manager</li> <li>IBM Tivoli zSecure Suite</li> </ul> <p><b>IT Operations</b></p> <ul style="list-style-type: none"> <li>Tivoli Monitoring Family</li> <li>IBM Tivoli OMEGAMON XE Family</li> <li>Tivoli Netcool OMNIBus</li> <li>Tivoli Network Manager Family</li> <li>Tivoli Provisioning Manager Family</li> <li>Tivoli Intelligent Orchestrator</li> <li>Tivoli Workload Scheduler Family</li> <li>Tivoli Netcool Family</li> <li>Tivoli System Automation Family</li> <li>Tivoli Composite Application Manager Family</li> <li>Tivoli Business Service Manager</li> <li>Tivoli Service Level Advisor</li> <li>Tivoli License Manager Family</li> <li>Tivoli Financial Manager Family</li> <li>Tivoli Change/Configuration Mgmt Database</li> <li>Tivoli Unified Process Composer</li> <li>Tivoli Application Dependency Discovery Mgr</li> <li>Tivoli Process Manager family</li> <li>Tivoli Impact</li> </ul> <p><b>Service Provider Solutions</b></p> <ul style="list-style-type: none"> <li>Tivoli Netcool Service Quality Manager</li> <li>Tivoli Netcool Performance Manager for Wireless</li> <li>Tivoli Netcool Performance Manager</li> <li>Tivoli Netcool OMNIBus</li> <li>Tivoli Network Manager</li> <li>Tivoli Impact</li> </ul> <p><b>Storage Operations</b></p> <ul style="list-style-type: none"> <li>Tivoli Continuous Data Protection for Files</li> <li>Tivoli Storage Manager Family</li> <li>TotalStorage Family</li> <li>TotalStorage SAN Family</li> </ul> <p><b>Enterprise Operations</b></p> <ul style="list-style-type: none"> <li>Maximo Asset Management Family</li> <li>Tivoli License Manager Family</li> <li>Tivoli Usage and Compliance Manager</li> <li>Tivoli Asset Manager for IT</li> </ul>			
Windows	Linux	AIX	Solaris	HP-UX	OS/400	OS/390	z/OS



## Reality for many companies is poor IT control and unpredictable results

Only **54%** of required features and functions make it to the released product

**82%** of projects run over time



**“34% of software projects succeed”  
15% Failed and 51% were Challenged!**

*Standish Group, CHAOS Report 2004*

## Systems and software development governance needs to be improved

**60% - 80%** of an average company's IT budget is spent on maintaining existing applications

Intelligent Enetrprise.com

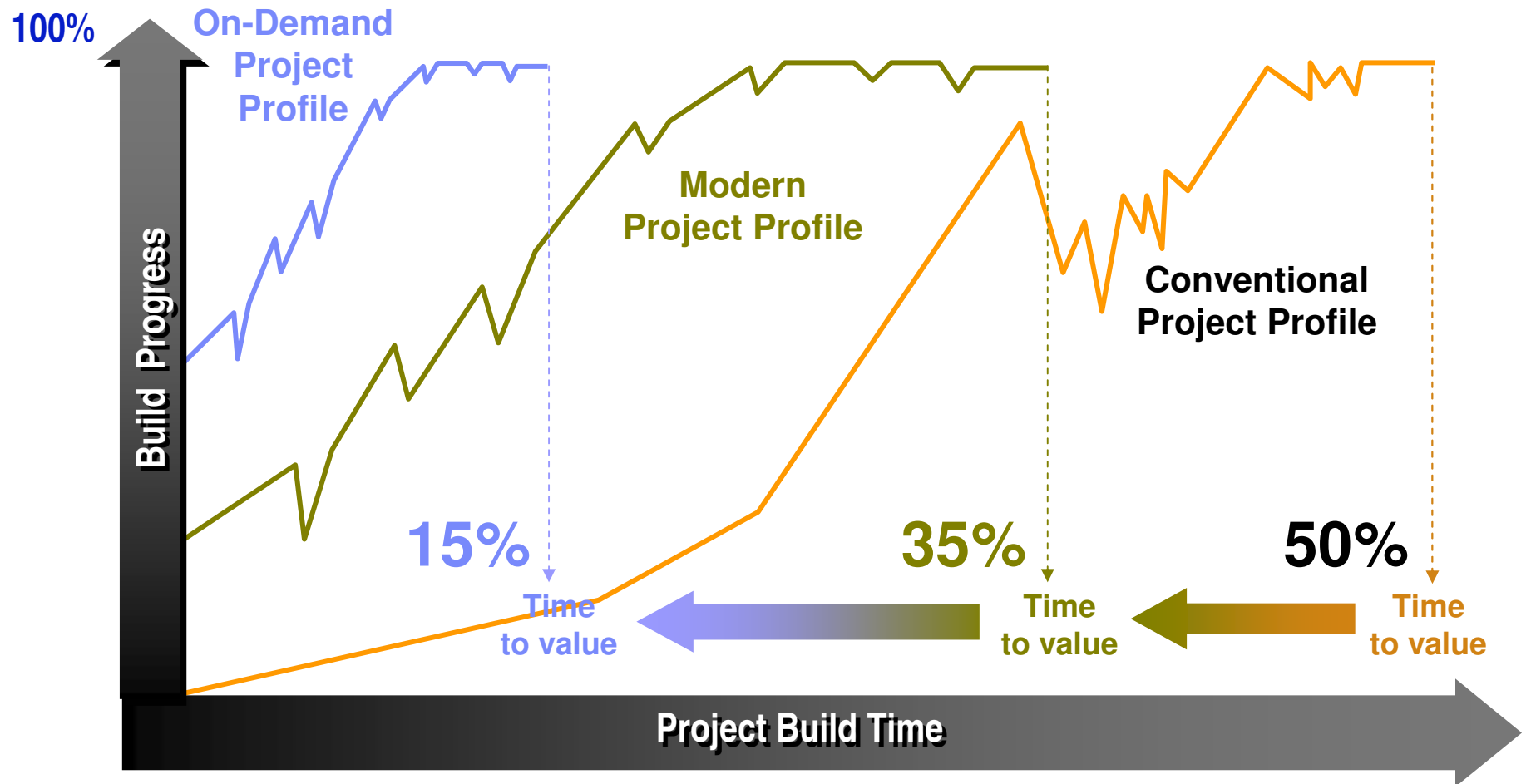
**50%** of applications put into production are later rolled back

Gartner - 2004

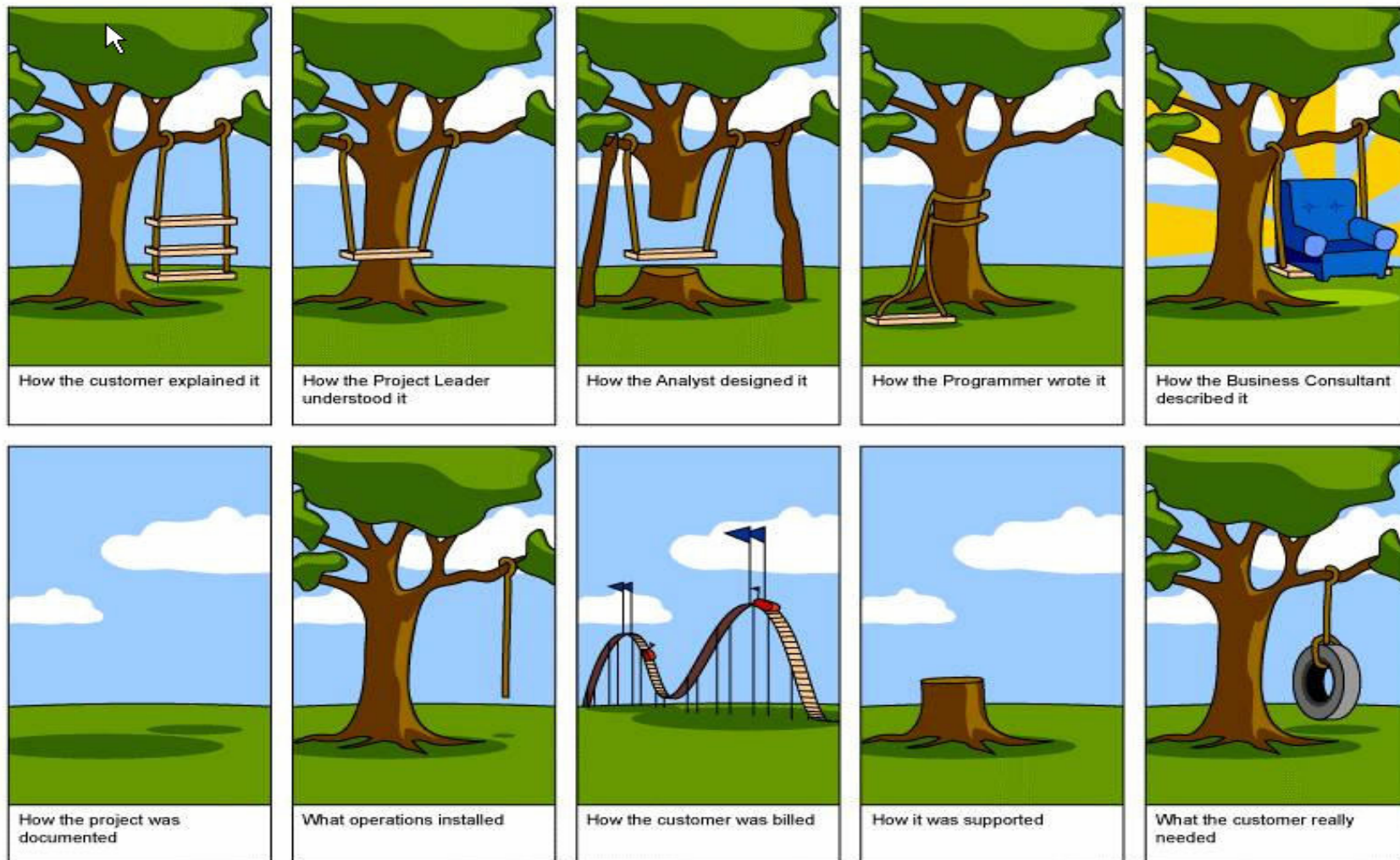
Software related downtime cost industry almost **\$300 billion** annually.

CENTS - Comparative Economic Normalization Technology Study

# Challenge: Time to Value



## Communication and governance is a strong point of Rational processes and tools to avoid design and implementation challenges

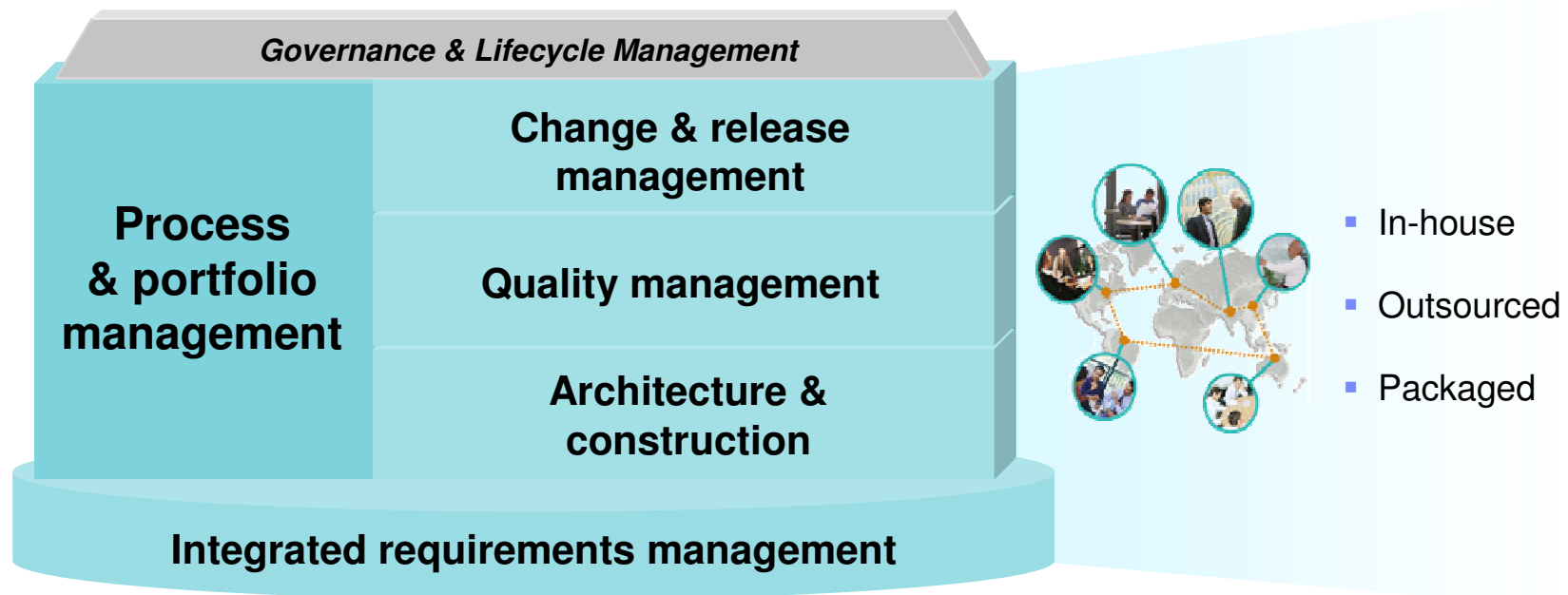


# IBM Rational Software Delivery Platform

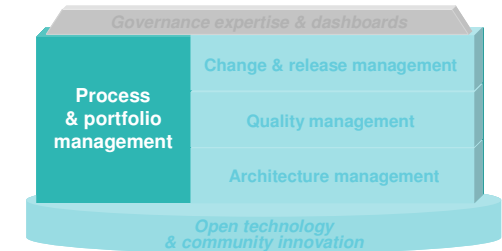
## *What we offer*

**Rational.** software

*Process design and implementation best practices based on a market leading solutions delivery platform*



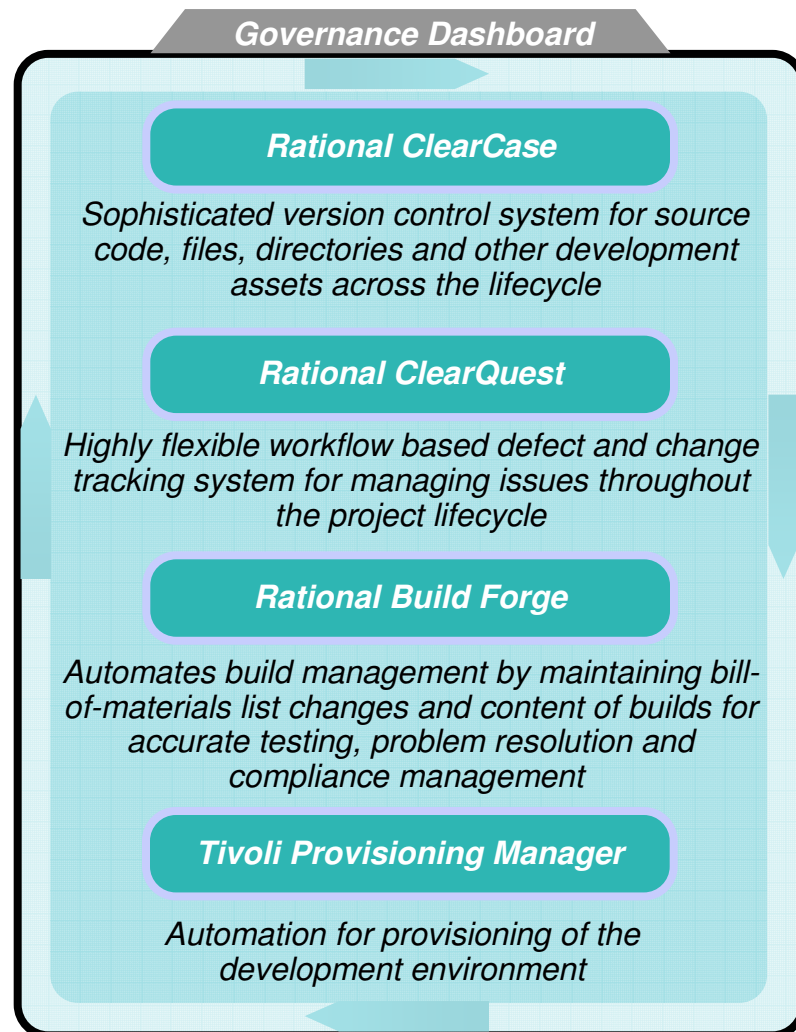
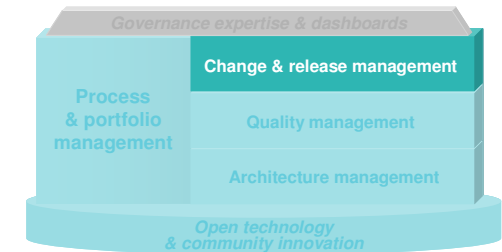
## Process and portfolio management



### ***Aligning business goals, best practices, and projects for improved productivity and predictability***

- ✓ Manage enterprise value
  - Align business and IT
  - Balance risk and return
  - Provide visibility, clarity and accountability
- ✓ Monitor progress and streamline decision making
  - Leverage resources anywhere
  - Standardized, proven processes
  - Increase project success
- ✓ Control risk and change
  - Continuously measure to reduce risk
  - Enable lifecycle change management
  - Meet compliance needs

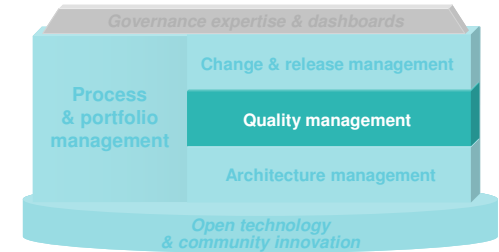
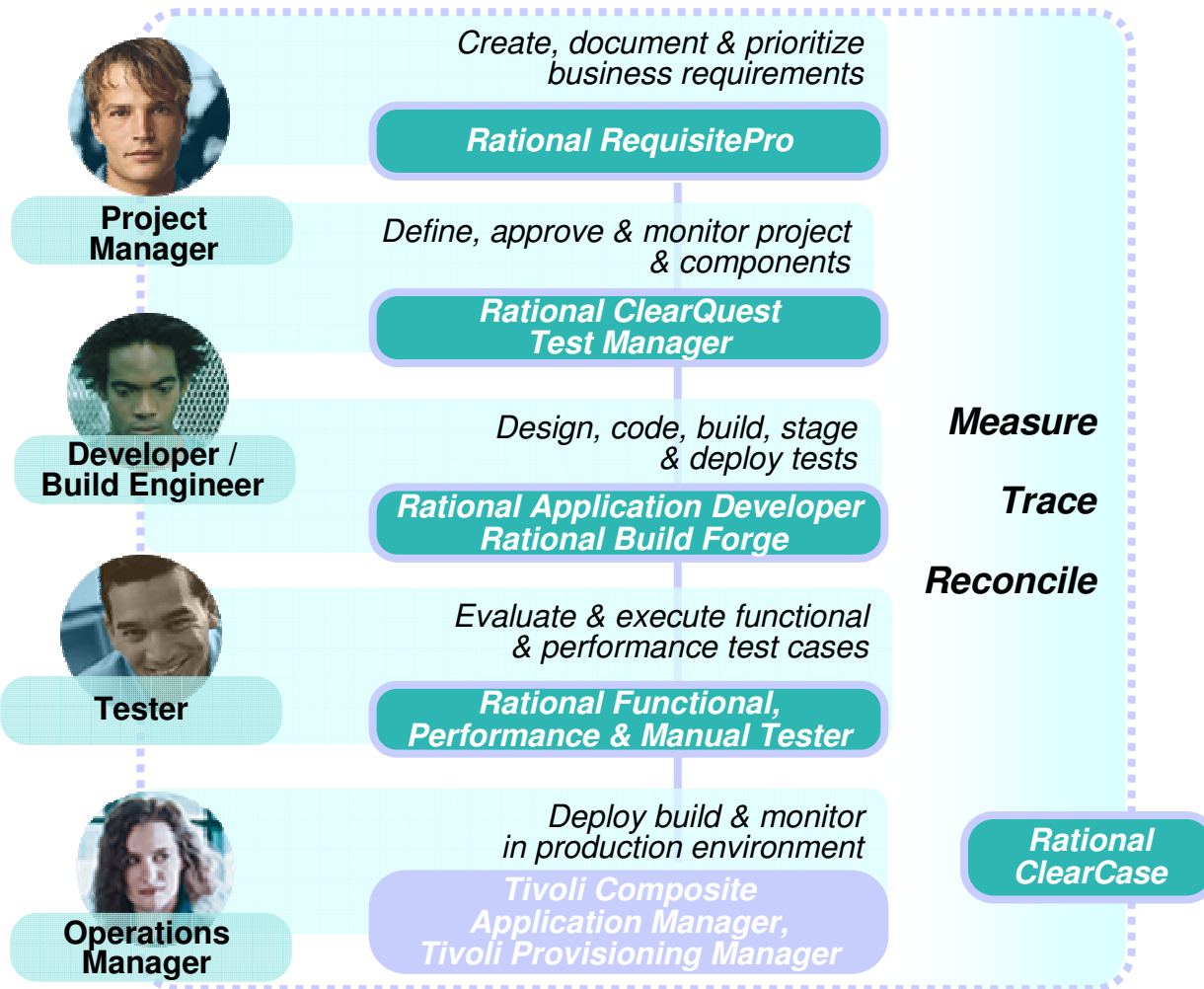
## Change and release management



### Improving effectiveness with process automation, build management, reporting, and traceability

- ✓ Accelerate software delivery for business agility
  - Projects delivered on schedule
  - Teams are connected and more efficient / productive
  - Faster response to business and customer needs
- ✓ Reduce cost with efficient teams and better quality
  - Scalability, standards and automation create significant efficiencies
  - Seamless communication and coordination of global teams
  - Better controls and rapid feedback improve quality throughout the process
- ✓ Effectively govern development and reduce risk
  - Compliance management “baked in” to everyday work
  - Consistently, enforced processes
  - Audit trails throughout the lifecycle
  - Make better decisions. faster

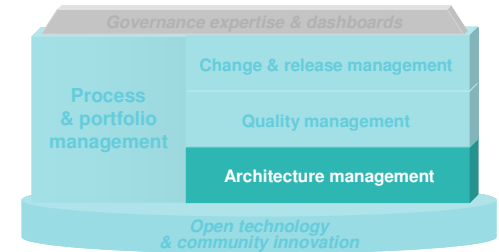
# Quality management



## Govern quality across the delivery lifecycle

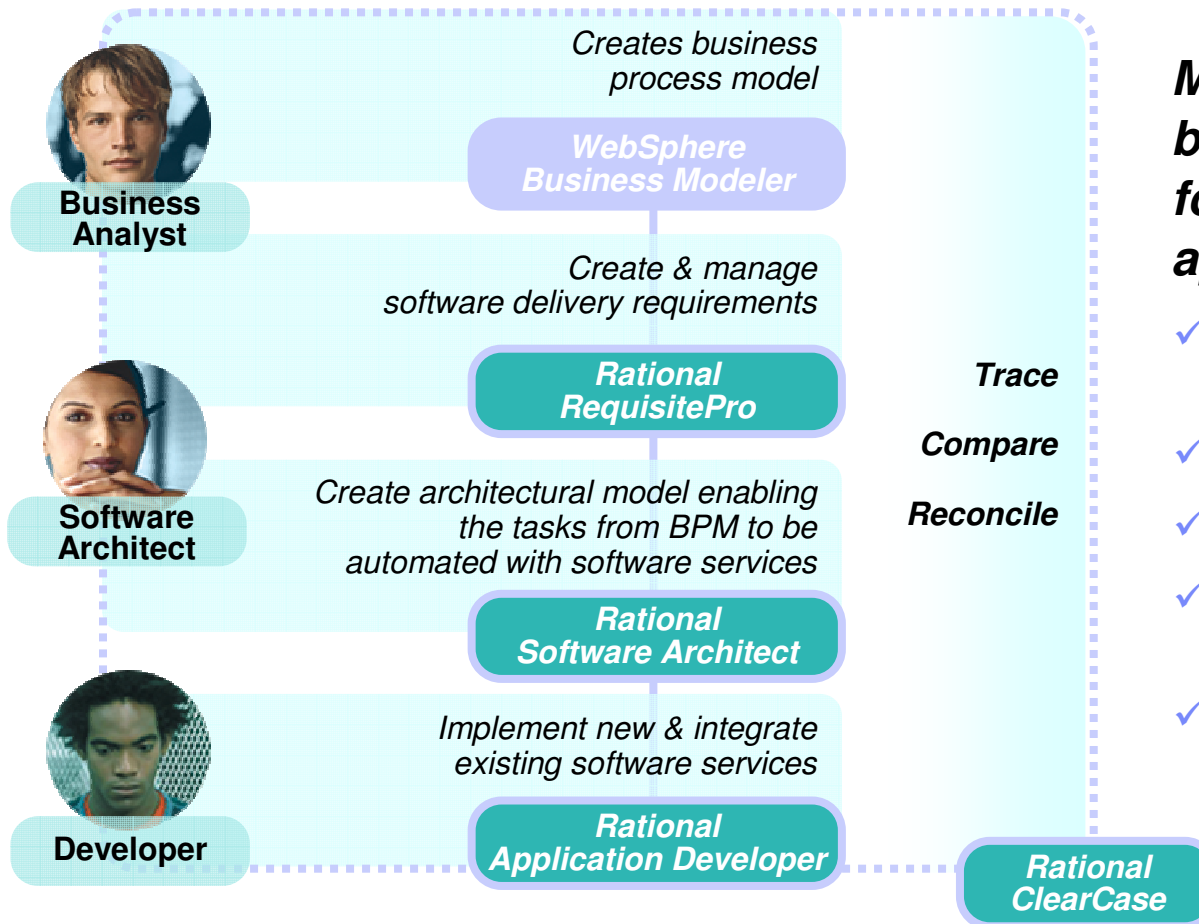
- ✓ Align teams to work efficiently across the quality management lifecycle process
- ✓ Proactive response to quality issues earlier in the lifecycle
- ✓ Collaborative process automation & enforcement (e.g., outsourced testing)
- ✓ Extensible framework ensures performance, function, and scale of software including testing software for packaged applications

# Architecture management



**Models, designs, and rapidly builds resilient architectures for SOA, systems, and applications**

- ✓ Linkage of BPM & service implementation
- ✓ Processes, patterns & profiles
- ✓ Architecture to code transform
- ✓ Architectural evolution & reconciliation
- ✓ SOA governance framework automation and tracking



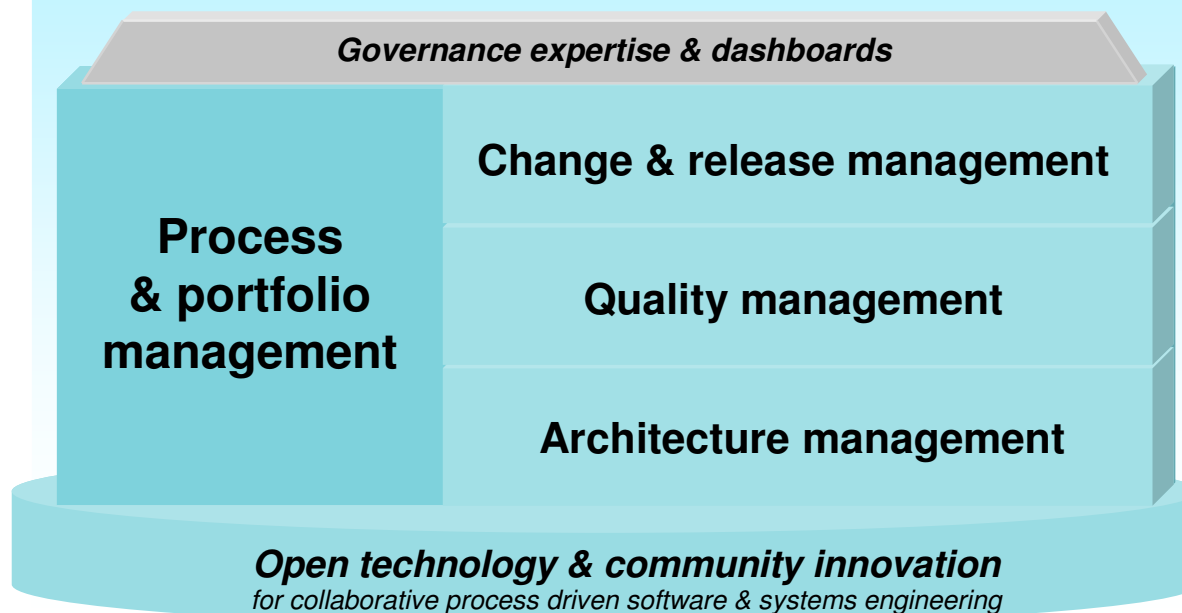


# IBM Rational Software Delivery Platform

## *Tenets of the Rational software strategy*

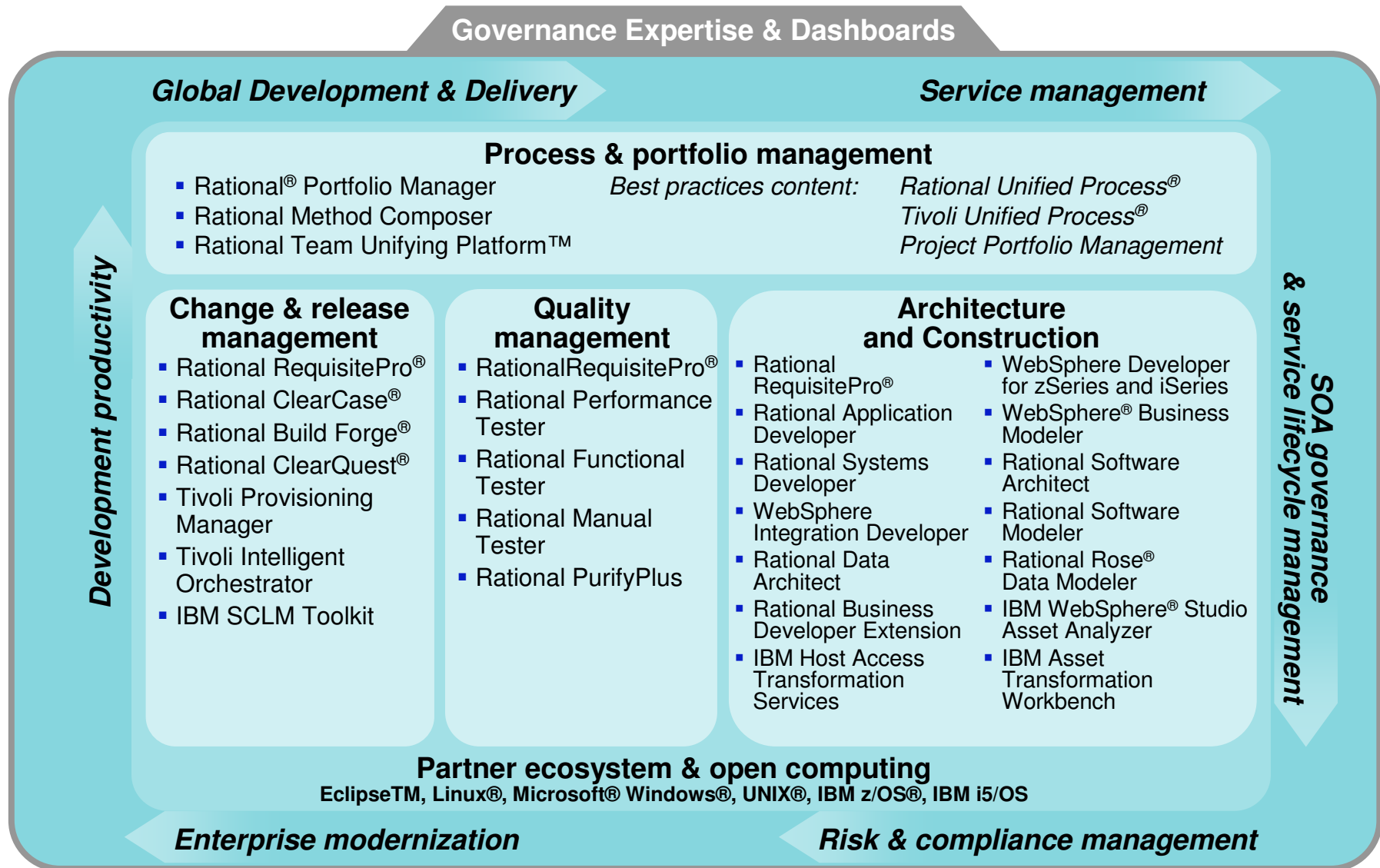
**Rational.** software

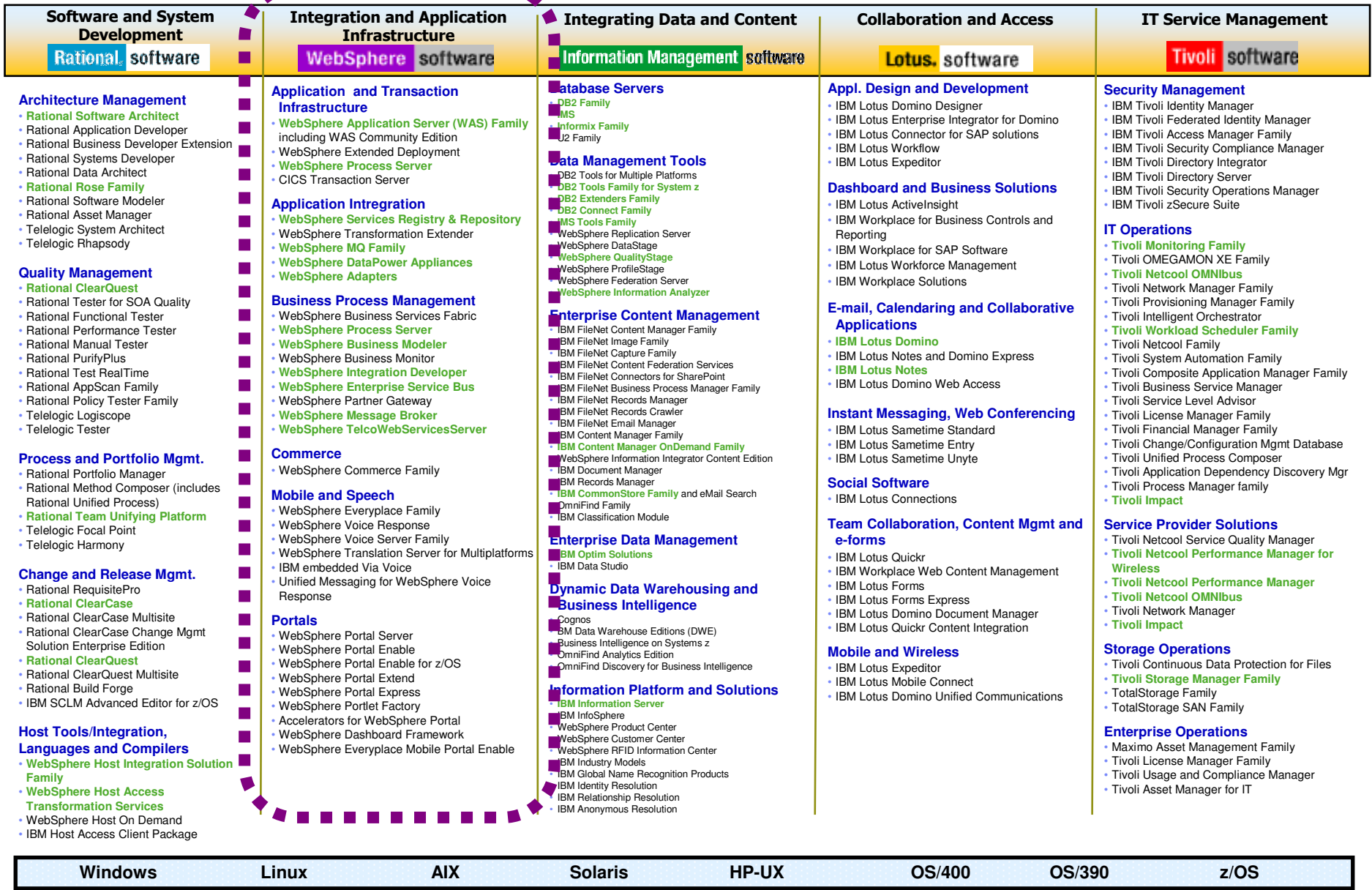
**GOAL: Delivering value efficiently and effectively in a distributed organization**



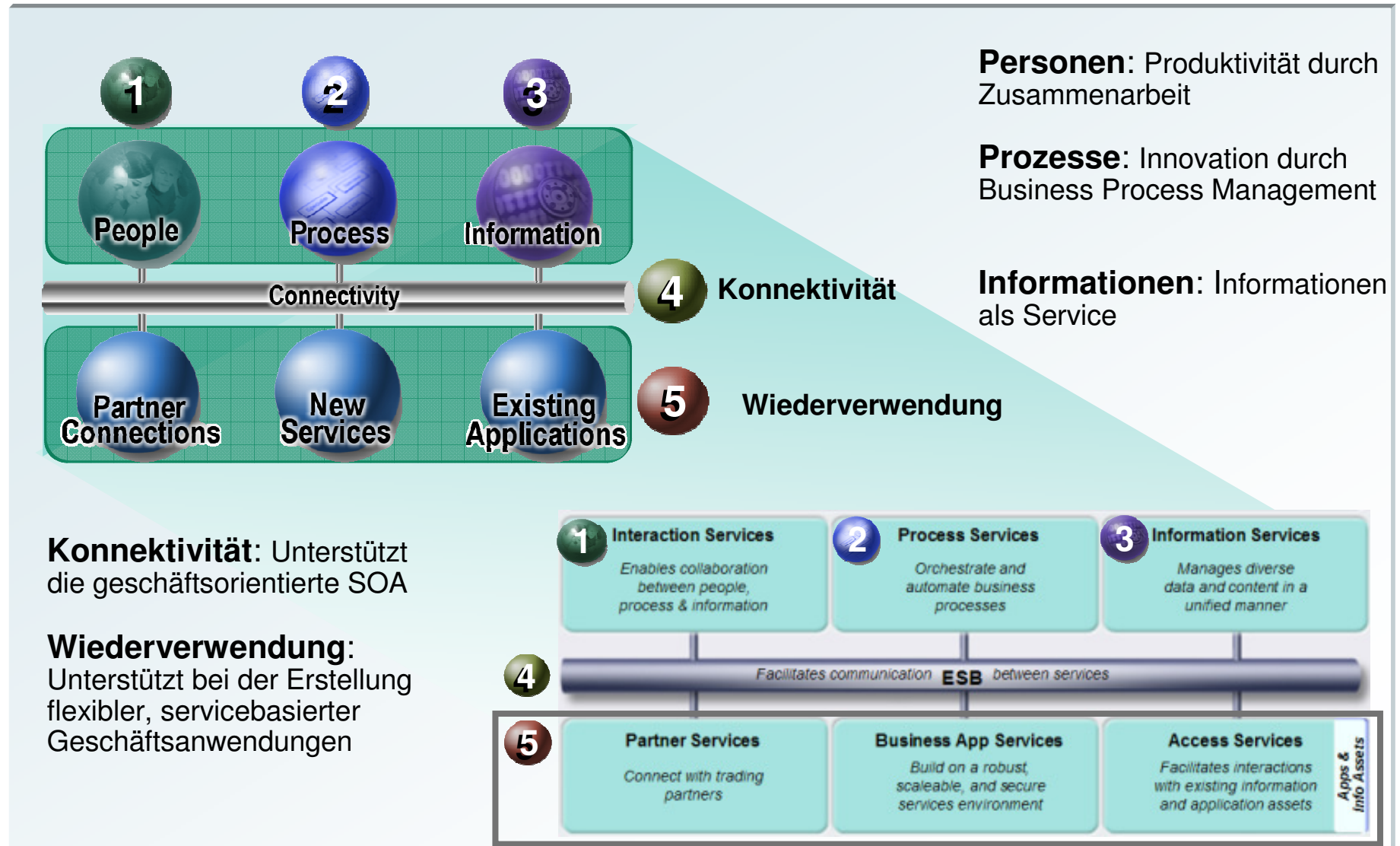
- Enabling governance
  - Maximize value and flexibility of the knowledge-based workforce
  - Minimize chaos while maximizing individual decision right
- Delivering flexible architectures
  - Rethink modularity and granularity of software
  - Focus on “granular decomposition” for re-composition
- Leveraging communities
  - Leverage community effects from Open Source, Metcalf’s law, social networking

# Today's IBM Rational software solutions enable governance





# SOA-Referenzarchitektur als Basis



# Kritische Erfolgsfaktoren



## Prozess-Services

- Modellierung und Simulation auf Geschäftsprozessebene
- Schnellere Assemblierung der Lösung
- Eine Plattform für alle Arten von Geschäftsprozessen
- Überwachung und Optimierung von Geschäftsprozessen

## Konnektivität

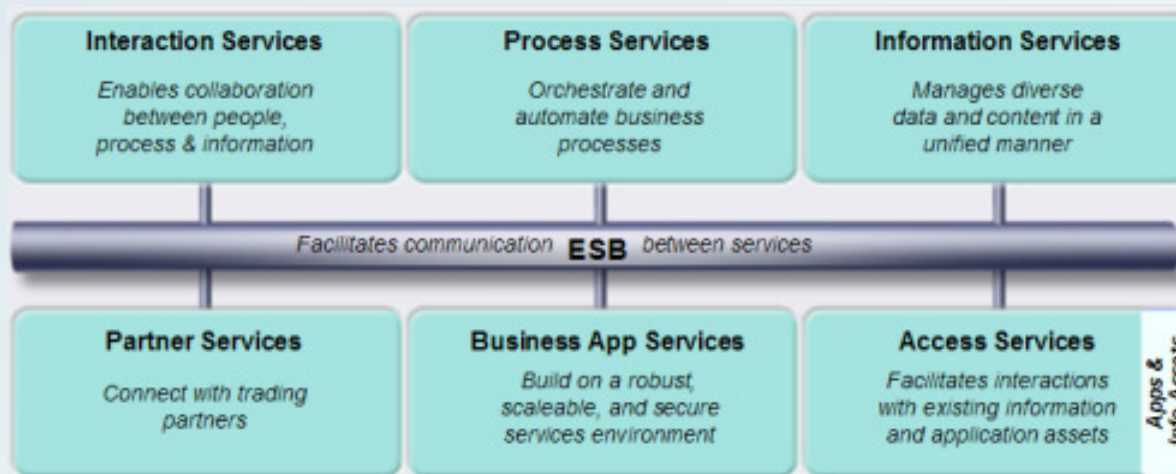
- Verbindung aller Assets
- Universelle Transformation
- Skalierbarkeit und Leistung
- Transaktionen
- Rund-um-die-Uhr-Betrieb
- Verarbeitung komplexer Ereignisse

## Geschäftsanwendungs-Services

- Skalierbarkeit und Leistung
- Verfügbarkeit
- Sicherheit
- Koordination von Transaktionen
- Unternehmensweite Sicht
- Verwaltbarkeit

## Zentrale WebSphere-Produkte

***Modeler, Monitor, Process Server,  
Websphere Business Service Fabric, WebSphere Business Monitor***

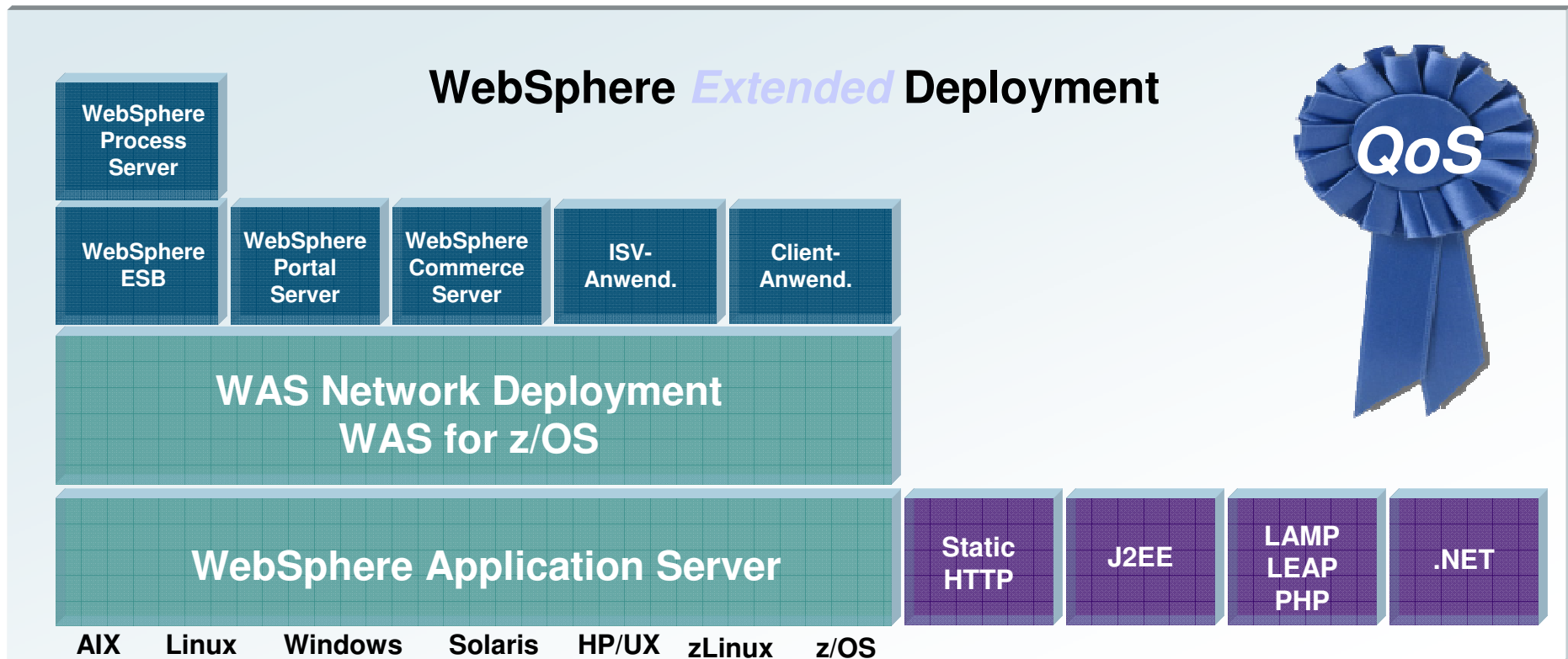


***Message Broker,  
ESB, MQ, Adapter,  
DataPower SOA  
Appliances, Service  
Registry and Repository***

***Application Server, Extended Deployment,***

# WebSphere Extended Deployment (XD)

*Der Quality of Service-Extender für Middleware*



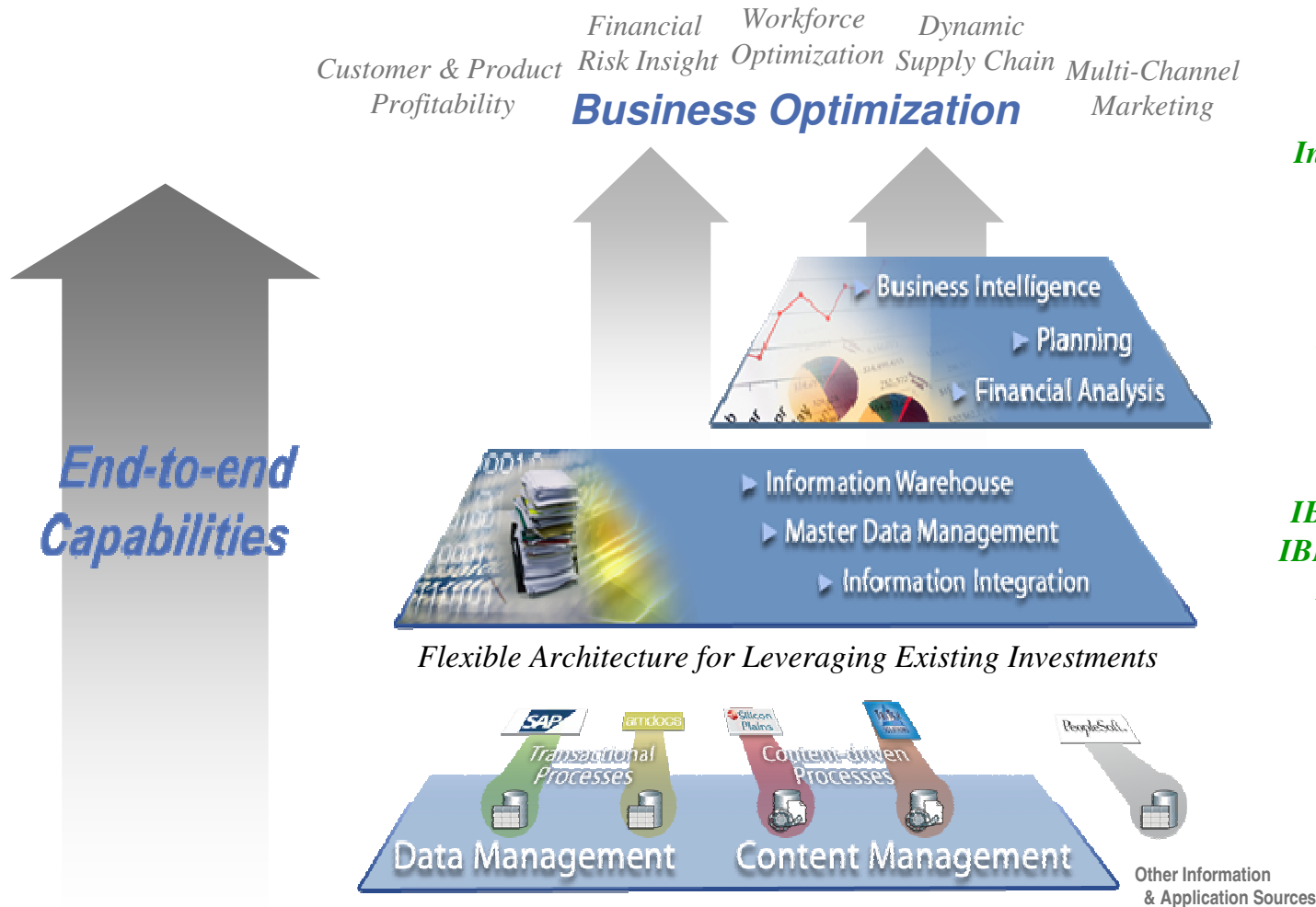
- **Erweitert** WAS ND und WAS for z/OS: regelt, wie Anwendungen ausgeführt werden und welche Anwendungen unter WebSphere laufen
- **Verbessert** WebSphere-Plattformprodukte durch differenzierte QoS-Standards
- **Vereinheitlicht** heterogene Umgebungen mit IBM WebSphere und Nicht-WebSphere-Servern durch einheitliche Verwaltung, zentrales Service-Level-Management und optimierten Datenzugriff

<b>Software and System Development</b> <b>Rational software</b>	<b>Integration and Application Infrastructure</b> <b>WebSphere software</b>	<b>Integrating Data and Content</b> <b>Information Management software</b>	<b>Collaboration and Access</b> <b>Lotus software</b>	<b>IT Service Management</b> <b>Tivoli software</b>			
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Windows	Linux	AIX	Solaris	HP-UX	OS/400	OS/390	z/OS



# Information On Demand

## End-to-End Capabilities



### IBM Offerings

*Industry Models, Blueprints & Frameworks*

*IBM Cognos 8 BI  
 IBM Cognos 8 Planning  
 IBM Cognos TM1*

*IBM InfoSphere Warehouse  
 IBM InfoSphere MDM Server  
 IBM Information Server*

*DB2, IMS, Informix  
 IBM Content Manager,  
 IBM FileNet*

## DB2 9.5 - Universal Database

### *Reduce management cost and accelerate use of data*

React immediately to ensure availability, optimal performance and

#### **Lower cost of infrastructure**

- *Integrated automated failover and backups simplify set up and minimize downtime*
- *Automatic Deep Compression saves storage cost as a database grows*
- *Expanded memory management reduces administration and improves performance*
- *DB2 optimized for SAP, reduced cost at higher performance (recommended by SAP)*



Stay ahead of threats and ensure regulations governing data are met while

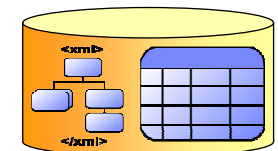
#### **Reducing the cost of managing data through its life cycle**

- *New audit capabilities incorporated from DB2 on z/OS and new tools for both administrators and auditors*
- *Enhanced security & accountability in multi-tier environments*
- *Expanded use of encryption throughout the data lifecycle*

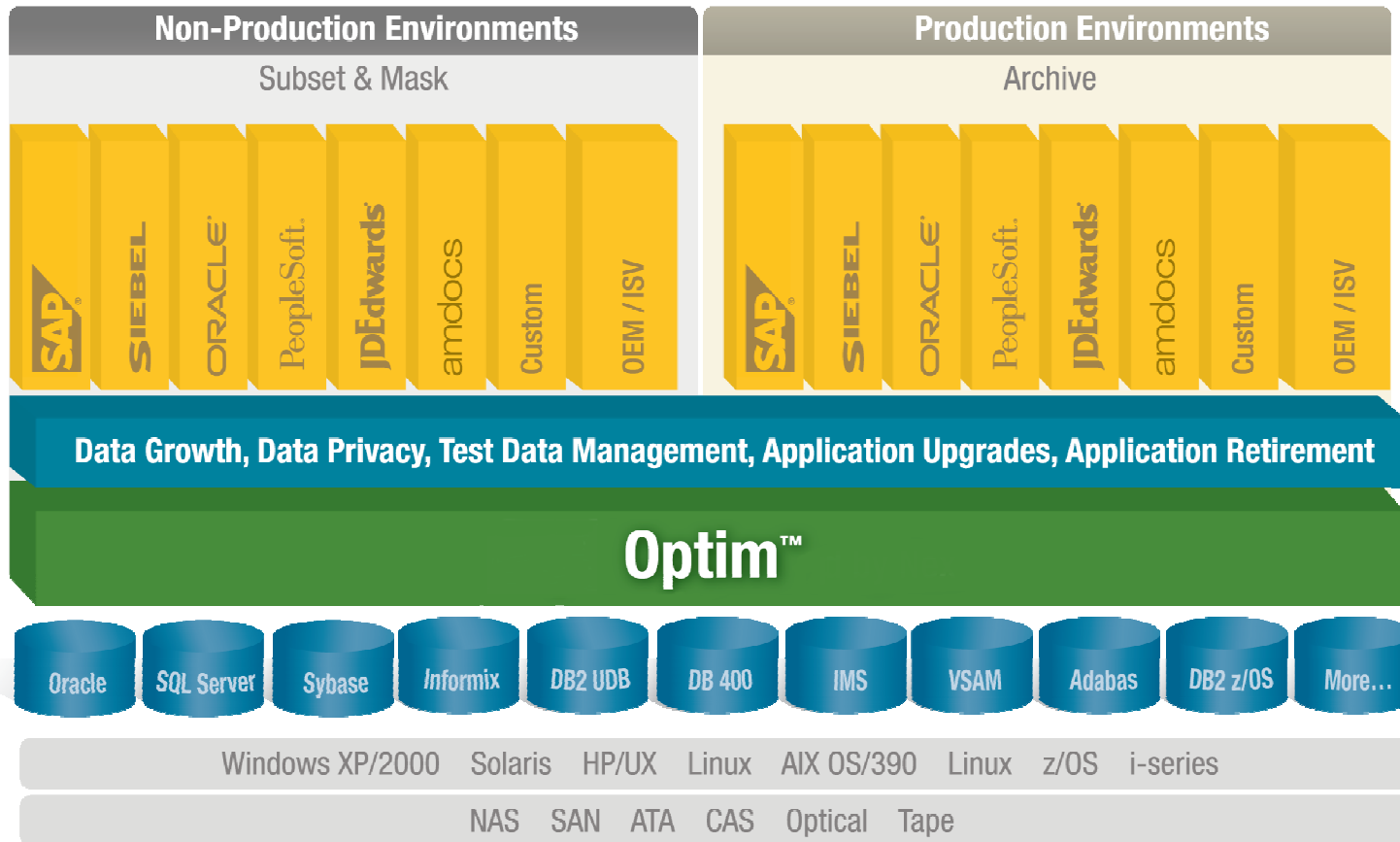
Extract the full business value of XML data in operational processes and

#### **Accelerate XML projects**

- *2x transactional performance improvement, Insert w/validation performance up 5x*
- *2-5x improvement in update performance w/sub-document update*
- *Up to 5x reduction in storage of XML when used with Deep compression*

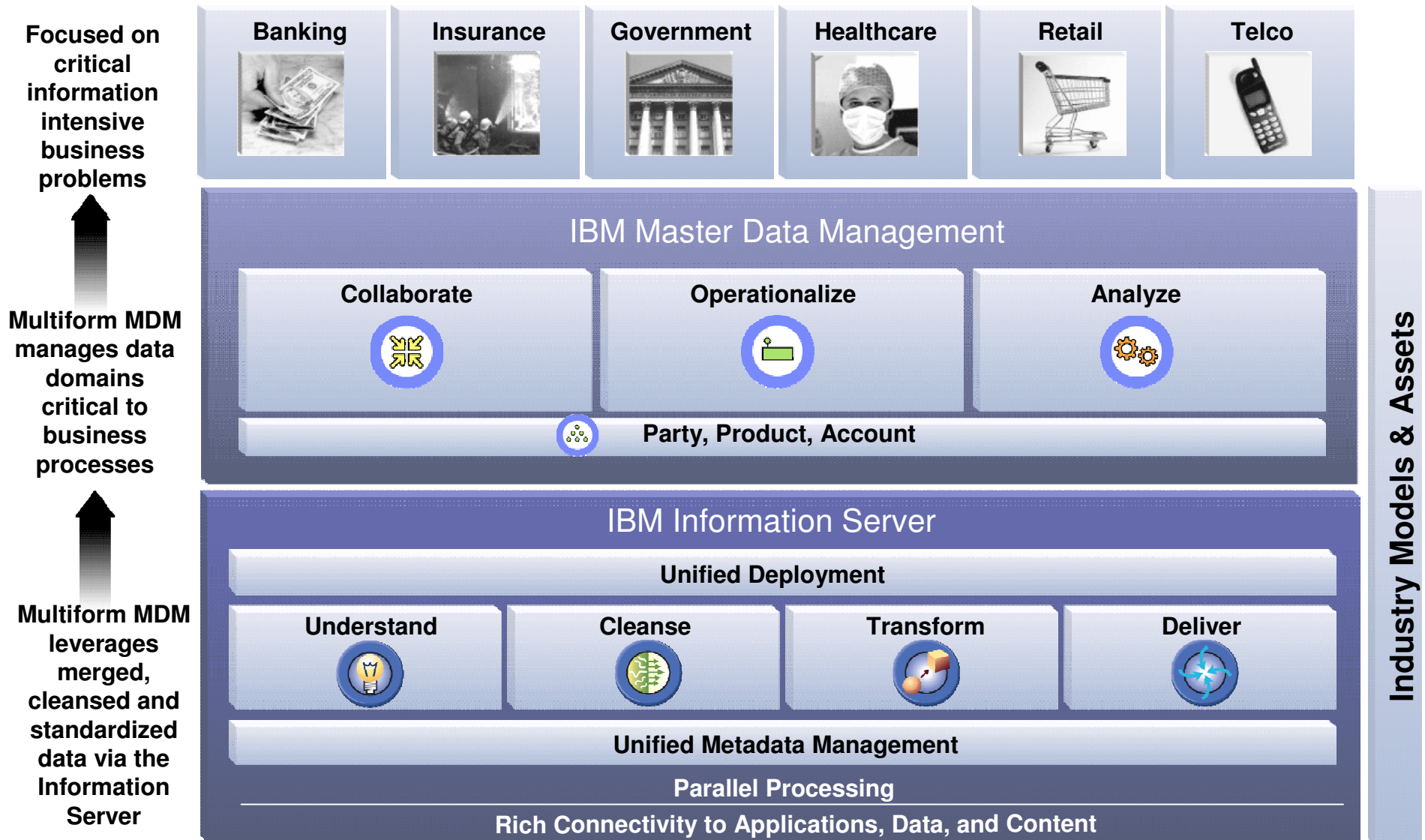


# Optim - Enterprise Data Management

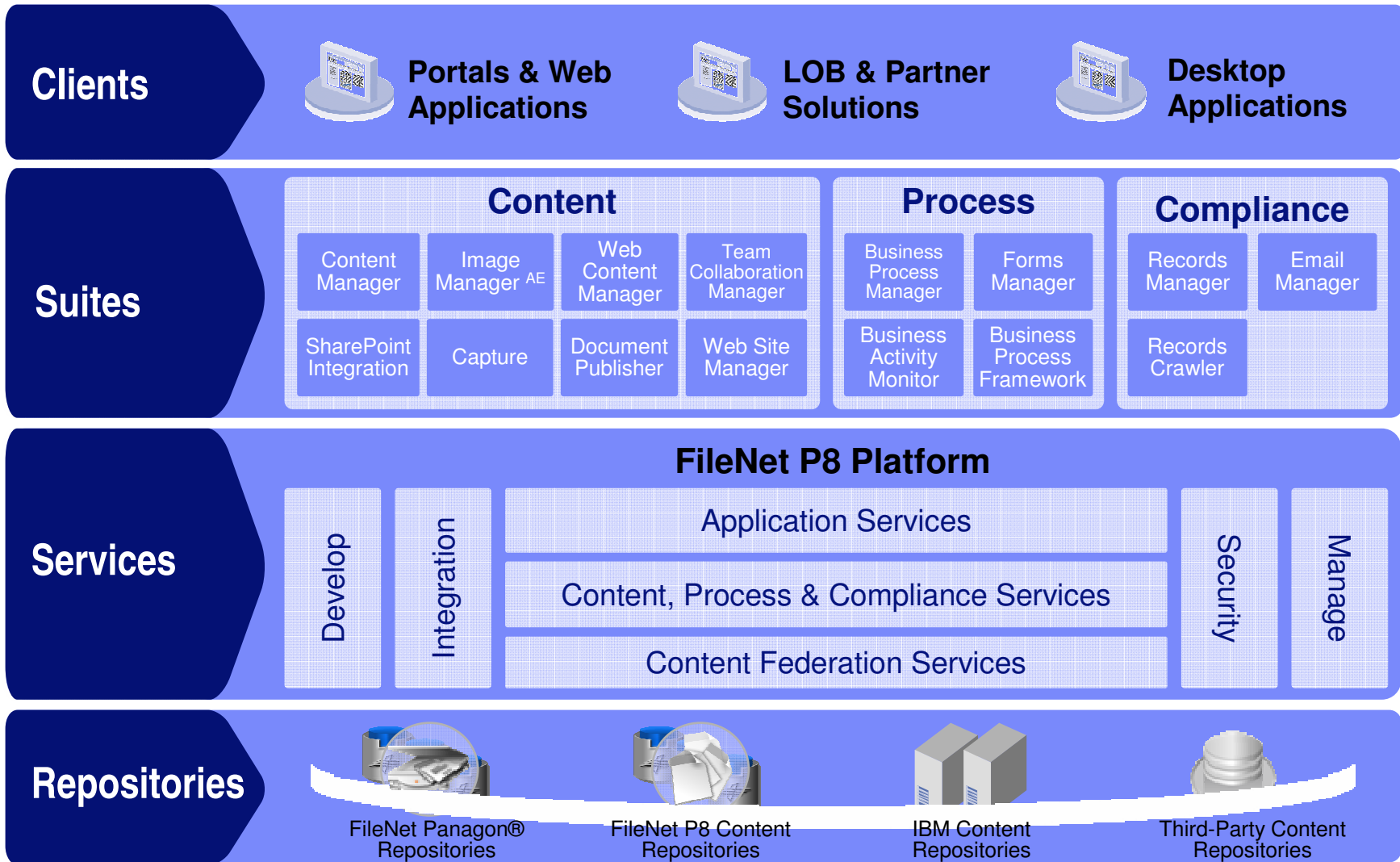


Single, scalable, interoperable EDM solution provides a central point to deploy policies to extract, store, port, and protect application data records from creation to deletion

# Addressing Our Clients' Most Critical Business Issues



# IBM Enterprise Content Management & Discovery Portfolio



<b>Software and System</b> <b>Rational software</b>	<b>Integration and Application Infrastructure</b> <b>WebSphere software</b>	<b>Integrating Data and Content</b> <b>Information Management software</b>	<b>Collaboration and Access</b> <b>Lotus software</b>	<b>IT Service Management</b> <b>Tivoli software</b>			
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## Technologie & Kultur verändern die Art wie wir arbeiten



Virtualisierung

Einfluss der  
Generationen

Situationsbezogene  
Anwendungen

## Die Potenziale der Organisation maximieren

Informationen

Expertise

Fähigkeiten

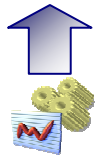
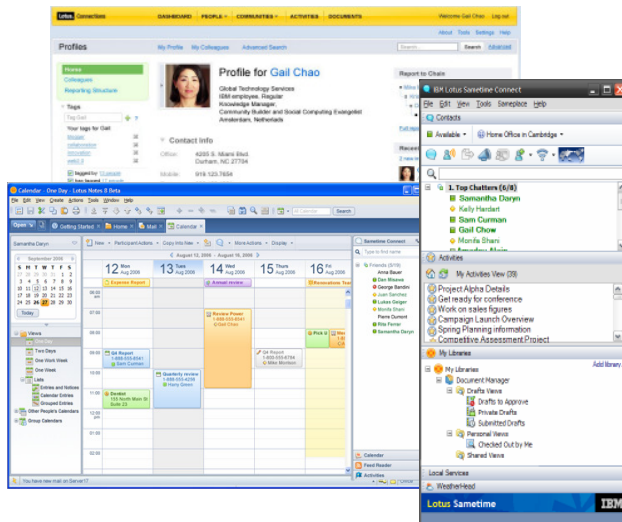
Collaboration im Kontext





# Unterstützung für verschiedene Arten zu arbeiten

## Collaboration-Werkzeuge im Fokus

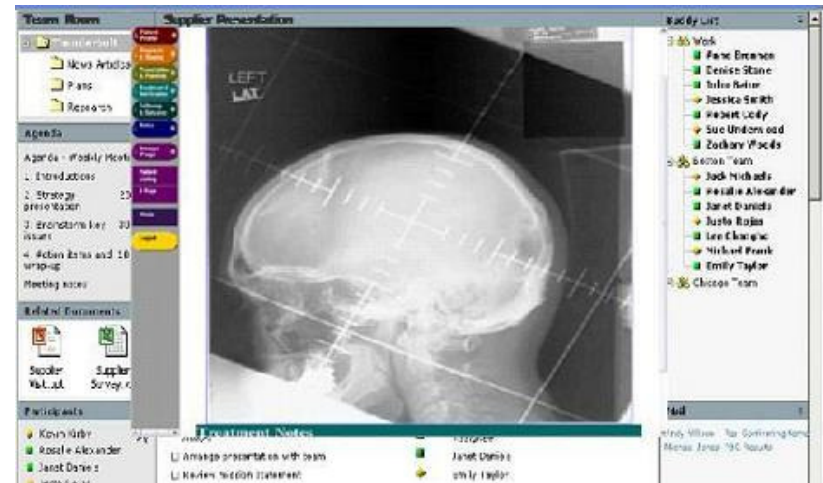


Geschäftsbereichs-Anwendung



Informationen

## Geschäftsbereichs-Anwendungen im Fokus



Collaboration Services

# The Lotus Collaboration Portfolio

RSS / Atom



MS Windows  
MS Office



eForms



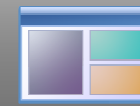
Rich Client



Browser



Portal



Mobile



## Interaction and client services (online or offline)

**Lotus** Domino

Mail, calendaring and collaborative applications

**Lotus** Sametime

Unified communications and collaboration services

**Lotus** Quickr

Collaborative content and team services

**Lotus** Connections

Social software for business

**WebSphere** Portal

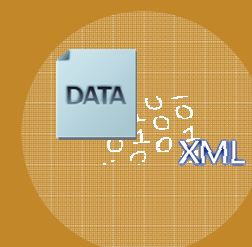
Composite application and integration services

## Composite application framework



Business process

Information



# Lotus Sametime: Die Produktfamilie für Echtzeit-Lösungen



## Sametime Unified Telephony

3COM

Alcatel-Lucent

**AVAYA**

**CISCO**

**NORTEL**

**SIEMENS**

## Lotus Sametime Unyte: Web-Konferenzen von außen

- Web-Konferenz-Software als Service verfügbar (SaaS)
- Vereinfacht die Collaboration jenseits des Intranets
- Jederzeit von überall zugreifbar
- Das intuitive Design macht es extrem einfach damit zu arbeiten
- Wird in andere Produkte als Plug-in eingebunden werden
- Integration mit dem Notes Kalender

**Lotus. Sametime.Unyte** JOIN A MEETING → HOST A MEETING/EVENT →

Products & Services Solutions Company Partners Support

**Simply Unyte.**

Instant Collaboration  
Desktop and application  
sharing with Lotus  
Sametime Unyte  
Share Plus

Attend a Demo Free Trial Buy Now

**For Small Business** →  
Do more, spend less. Enjoy the benefits of a voice, video and web conferencing solution for a price your business can afford with Lotus Sametime Unyte Share Plus, Lotus Sametime Unyte Share and Lotus Sametime Unyte Meeting. Our conferencing solutions go beyond offering a voice conferencing solution to offer a complete multimedia experience.

**For Enterprises** →  
Enjoy the same high quality conferencing services you use today, but spend less time and money with our complete web, video and voice conferencing solution. We deliver the features you expect at a price that makes sense for your business.

**For Partners** →  
Private label, reliable collaboration, conferencing and event management service and software options backed by outstanding customer support. Upgrade your web conferencing solution, complement your voice conferencing solution or add event management with Lotus Sametime Unyte.

**LOTUS SAMETIME UNYTE SHARE**  
Simple, fast & secure instant collaboration plug-ins: Lotus Sametime Unyte Share and Lotus Sametime Unyte Share Plus  
Escalate a chat, IM session or phone call to an interactive application or desktop sharing session. These plug-ins are seamlessly integrated with Skype, Salesforce.com and Yahoo!, but can also be used stand alone.  
Lotus Sametime Unyte Share is always free and Lotus Sametime Unyte Share Plus prices start as low as \$30/year.

**LOTUS SAMETIME UNYTE MEETING**  
An easy to use, reliable voice, video and web conferencing solution  
Conduct more productive meetings with Lotus Sametime Unyte Meeting or Lotus Sametime Unyte Meeting Pro, each offering a powerful easy-to-use web, video and voice conferencing solution for the price of a phone call. Lotus Sametime Unyte Events provides all the tools for professional webinars and online events.  
Lotus Sametime Unyte Meeting prices start as low as \$30/month.

**RESELLERS**  
The leading choice for resellers of private-labeled conferencing software and services  
Enjoy partner benefits such as:  

- Flexible price plans
- Private label branding
- Outstanding customer and technical support
- Open APIs and Brand Manager module
- Marketing and sales materials

Sametime Unyte

File Edit View Go Bookmarks Tools Help

www.sametime.com

Bookmark this Add to activity

Start Publish Polling Previous Next Pointer Highlighter Record AudioCast Sign Out

Participants

Participants

Total: 6 Invite more

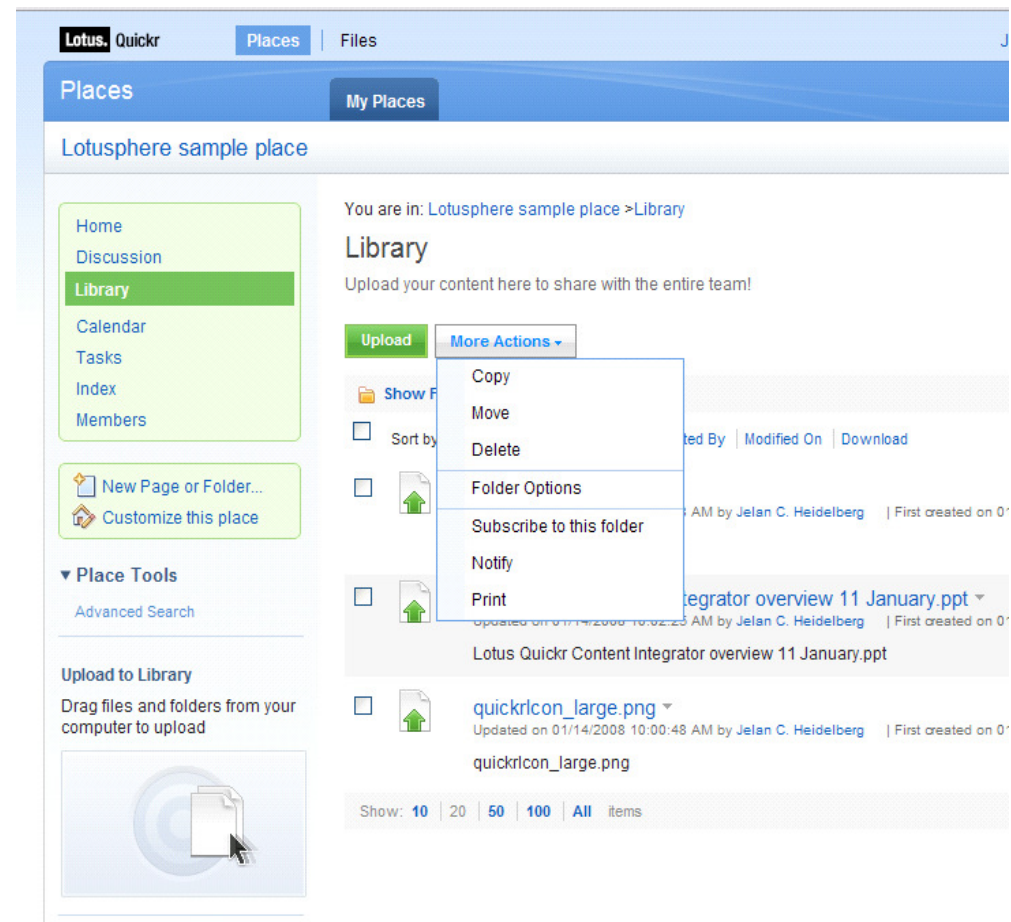
- Kelly Hardart
- Heather Reeds
- Dan Misawa
- Alle Singh
- Monifa Shani

Lotus Sametime Unyte

Conference has started  
Done

## Lotus Quickr 8.1: Zusammenarbeit einfacher gestalten

- Dokumente einfach im Netz speichern und gemeinsam nutzen
- Integration mit Lotus Notes, Lotus Symphony, Lotus Connections, WebSphere Portal, Microsoft Outlook, und weitere.
- Lotus Quickr Entry ist für heutige Nutzer von Lotus Notes und Domino Web Access lizenzkostenfrei
- Content Integrator unterstützt IBM Filenet P8 und IBM CM 8



## Delivering Web 2.0 into Business Context

### Lotus Connections – Social Networking Software



#### Profiles

Quickly find the people you need by searching across your organization using keywords that help identify expertise, current projects and responsibilities



#### Communities

Create, find, join, and work with communities of people who share a common interest, responsibility, or area of expertise



#### Blogs

Use a weblog to present your idea and get feedback from others; learn from the expertise and experience of others who blog



#### Dogear

Save, organize and share bookmarks; discover bookmarks that have been qualified by others with similar interests & expertise



#### Activities

Organize your work, plan next steps, and easily tap your expanding professional network to help execute your everyday deliverables, faster

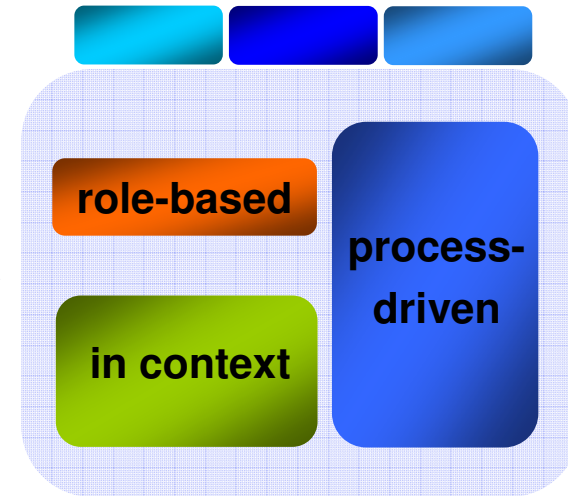
**Lotus** software

# Dynamic Delivery of Vital Interaction Services with IBM WebSphere Portal Version 6.0

**Services**



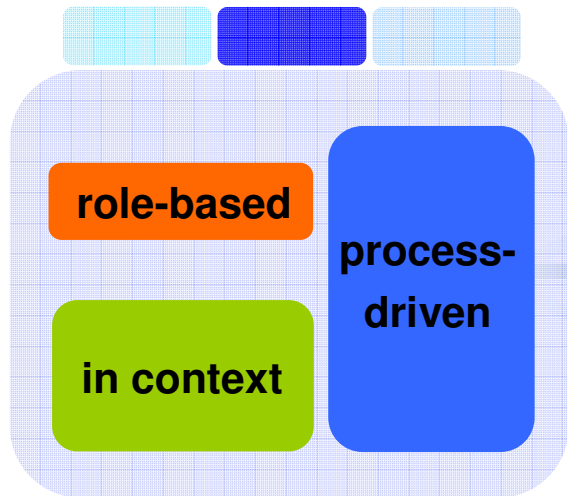
**Natural, Intuitive, Adaptive User Experience**



**Composite application or view, that delivers services in the form of portlets , within a security rich environment, in the context of a business process**

# ...Dynamically Delivered Based on Choice, Openness, Flexibility

**Natural, Intuitive,  
Adaptive User Experience**



*Composite application or view,  
that delivers services in the form  
of portlets , within a security rich  
environment, in the context of  
a business process*



**Rich  
Clients**



**Browser**



**Mobile  
Clients**

**Customers**

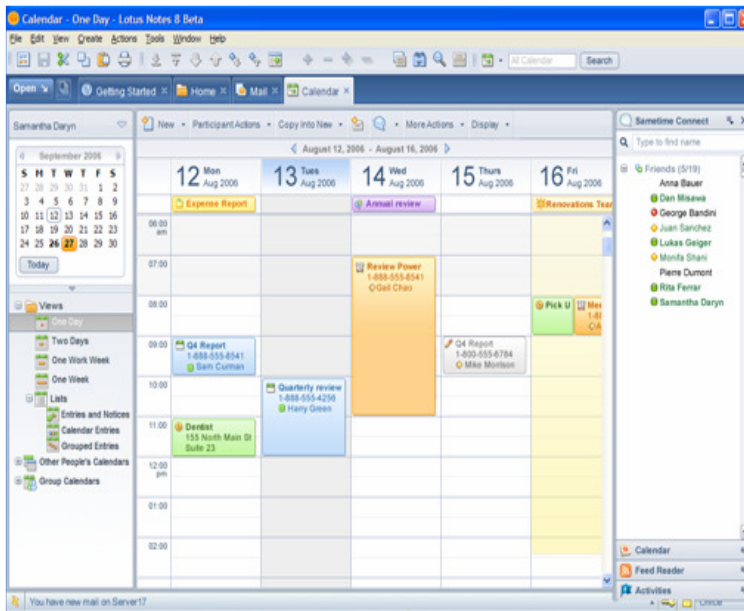
**Employees**

**Partners /  
Suppliers**

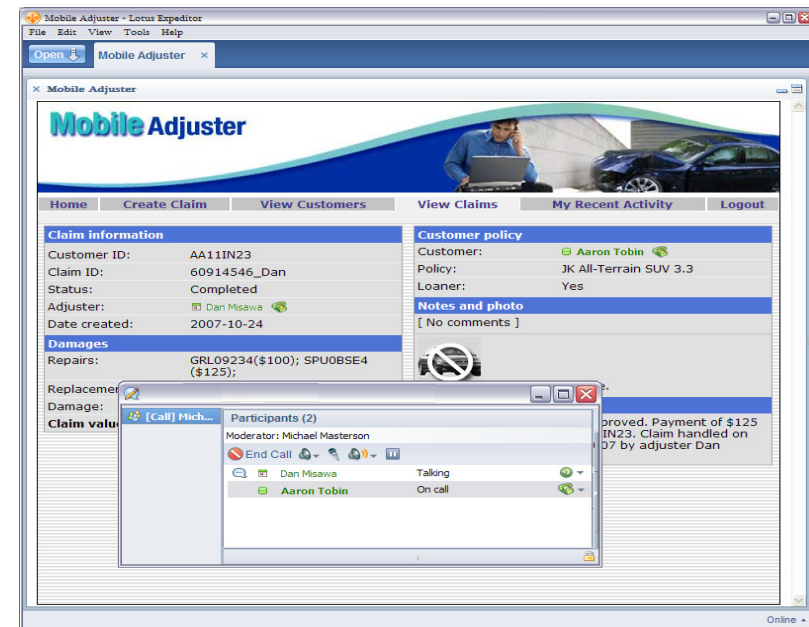


# Lotus Expeditor: Client Middleware

*Composite Applications auch auf Laptops, Desktops, Kiosk-PCs und mobilen Geräten*



Ermöglichen einer Integration aus  
Collaboration Werkzeugen und  
verbundenen composite Apps...  
... aufgewertet durch  
Geschäftsbereichsanwendungen



Desktop Anwendungsintegrations-  
Plattform...  
... aufgewertet durch Collaboration

# Lotus Symphony

## Be Free. Work Smart.

- Kompatibel zum offenen ISO Standard Format
  - Dokumente
  - Spreadsheets
  - Präsentationen
- Optional in Lotus Notes 8 enthalten
- Auch als Standalone Lösung verfügbar
- Freier download mit online Support
- Optionaler, kostenpflichtiger Support für Unternehmen
- Programmatisch erweiterbar

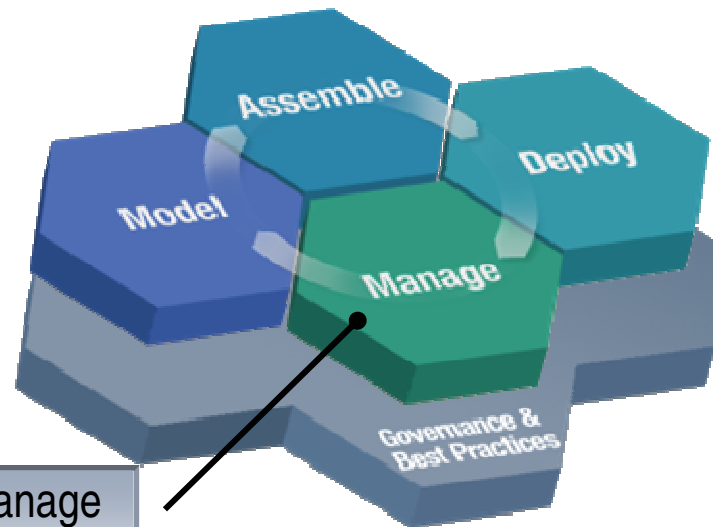
The image shows two screenshots. The top one is the IBM Lotus Symphony website, which features a navigation menu (Home, Products, Gallery, Buzz, Support Forums, Help) and a main heading "Be Free. Work Smart." Below this, there are three icons representing Lotus Symphony Documents, Lotus Symphony Presentations, and Lotus Symphony Spreadsheets. A "Free Download" button is visible on the right. The bottom screenshot shows the Lotus Symphony spreadsheet application interface, displaying a spreadsheet titled "Worldwide Projections for Quarter Sales" with columns for April, May, and June. The spreadsheet includes a table of financial data and a bar chart showing sales projections for April and May.

	April	May	June
1 Sales	\$156,935	\$95,685	\$115,957
2 Cost of Goods Sold (COGS)	76,953	29,568	49,865
3 Gross Profit	\$79,982	\$65,117	\$66,092
4			
5 Operating Expenses			
6 Salary (Office & Overhead)	\$33,244	\$33,244	\$33,244
7 Advertising	15,925	15,925	12,536
8 Car, Delivery and Travel	3,986	2,895	6,669
9 Rent	2,300	2,300	2,300
10 Telephone	397	397	397
11 Utilities	479	479	589
12 Insurance	597	597	597
13 Total Expenses	\$56,928	\$55,837	\$56,522
14			
15 Net Profit Before Tax	23,054	10,280	9,570
16 Income Taxes	5,764	2,570	2,393
17 Net Profit After Tax	17,291	7,710	7,178
18 Owner Draw/Dividends	4,323	1,928	1,734
19 Adj. to Retained Earnings	\$12,968	\$5,783	\$5,444

Software and System Development <b>Rational software</b>	Integration and Application Infrastructure <b>WebSphere software</b>	Integrating Data and Content <b>Information Management software</b>	Collaboration and Access <b>Lotus software</b>	IT Service Management <b>Tivoli software</b>			
<p><b>Architecture Management</b></p> <ul style="list-style-type: none"> <li>Rational Software Architect</li> <li>Rational Application Developer</li> <li>Rational Business Developer Extension</li> <li>Rational Systems Developer</li> <li>Rational Data Architect</li> <li>Rational Rose Family</li> <li>Rational Software Modeler</li> <li>Rational Asset Manager</li> <li>Telelogic System Architect</li> <li>Telelogic Rhapsody</li> </ul> <p><b>Quality Management</b></p> <ul style="list-style-type: none"> <li>Rational ClearQuest</li> <li>Rational Tester for SOA Quality</li> <li>Rational Functional Tester</li> <li>Rational Performance Tester</li> <li>Rational Manual Tester</li> <li>Rational PurifyPlus</li> <li>Rational Test RealTime</li> <li>Rational AppScan Family</li> <li>Rational Policy Tester Family</li> <li>Telelogic Logiscope</li> <li>Telelogic Tester</li> </ul> <p><b>Process and Portfolio Mgmt.</b></p> <ul style="list-style-type: none"> <li>Rational Portfolio Manager</li> <li>Rational Method Composer (includes Rational Unified Process)</li> <li>Rational Team Unifying Platform</li> <li>Telelogic Focal Point</li> <li>Telelogic Harmony</li> </ul> <p><b>Change and Release Mgmt.</b></p> <ul style="list-style-type: none"> <li>Rational RequisitePro</li> <li>Rational ClearCase</li> <li>Rational ClearCase Multisite</li> <li>Rational ClearCase Change Mgmt Solution Enterprise Edition</li> <li>Rational ClearQuest</li> <li>Rational ClearQuest Multisite</li> <li>Rational Build Forge</li> <li>IBM SCLM Advanced Editor for z/OS</li> </ul> <p><b>Host Tools/Integration, Languages and Compilers</b></p> <ul style="list-style-type: none"> <li>WebSphere Host Integration Solution Family</li> <li>WebSphere Host Access Transformation Services</li> <li>WebSphere Host On Demand</li> <li>IBM Host Access Client Package</li> </ul>	<p><b>Application and Transaction Infrastructure</b></p> <ul style="list-style-type: none"> <li>WebSphere Application Server (WAS) Family including WAS Community Edition</li> <li>WebSphere Extended Deployment</li> <li>WebSphere Process Server</li> <li>CICS Transaction Server</li> </ul> <p><b>Application Integration</b></p> <ul style="list-style-type: none"> <li>WebSphere Services Registry &amp; Repository</li> <li>WebSphere Transformation Extender</li> <li>WebSphere MQ Family</li> <li>WebSphere DataPower Appliances</li> <li>WebSphere Adapters</li> </ul> <p><b>Business Process Management</b></p> <ul style="list-style-type: none"> <li>WebSphere Business Services Fabric</li> <li>WebSphere Process Server</li> <li>WebSphere Business Modeler</li> <li>WebSphere Business Monitor</li> <li>WebSphere Integration Developer</li> <li>WebSphere Enterprise Service Bus</li> <li>WebSphere Partner Gateway</li> <li>WebSphere Message Broker</li> <li>WebSphere TelcoWebServicesServer</li> </ul> <p><b>Commerce</b></p> <ul style="list-style-type: none"> <li>WebSphere Commerce Family</li> </ul> <p><b>Mobile and Speech</b></p> <ul style="list-style-type: none"> <li>WebSphere Everyplace Family</li> <li>WebSphere Voice Response</li> <li>WebSphere Voice Server Family</li> <li>WebSphere Translation Server for Multiplatforms</li> <li>IBM embedded Via Voice</li> <li>Unified Messaging for WebSphere Voice Response</li> </ul> <p><b>Portals</b></p> <ul style="list-style-type: none"> <li>WebSphere Portal Server</li> <li>WebSphere Portal Enable</li> <li>WebSphere Portal Enable for z/OS</li> <li>WebSphere Portal Extend</li> <li>WebSphere Portal Express</li> <li>WebSphere Portlet Factory</li> <li>Accelerators for WebSphere Portal</li> <li>WebSphere Dashboard Framework</li> <li>WebSphere Everyplace Mobile Portal Enable</li> </ul>	<p><b>Database Servers</b></p> <ul style="list-style-type: none"> <li>DB2 Family</li> <li>IMS</li> <li>Informix Family</li> <li>U2 Family</li> </ul> <p><b>Data Management Tools</b></p> <ul style="list-style-type: none"> <li>DB2 Tools for Multiple Platforms</li> <li>DB2 Tools Family for System z</li> <li>DB2 Extenders Family</li> <li>DB2 Connect Family</li> <li>IMS Tools Family</li> <li>WebSphere Replication Server</li> <li>WebSphere DataStage</li> <li>WebSphere QualityStage</li> <li>WebSphere ProfileStage</li> <li>WebSphere Federation Server</li> <li>WebSphere Information Analyzer</li> </ul> <p><b>Enterprise Content Management</b></p> <ul style="list-style-type: none"> <li>IBM FileNet Content Manager Family</li> <li>IBM FileNet Image Family</li> <li>IBM FileNet Capture Family</li> <li>IBM FileNet Content Federation Services</li> <li>IBM FileNet Connectors for SharePoint</li> <li>IBM FileNet Business Process Manager Family</li> <li>IBM FileNet Records Manager</li> <li>IBM FileNet Records Crawler</li> <li>IBM FileNet Email Manager</li> <li>IBM Content Manager Family</li> <li>IBM Content Manager OnDemand Family</li> <li>WebSphere Information Integrator Content Edition</li> <li>IBM Document Manager</li> <li>IBM Records Manager</li> <li>IBM CommonStore Family and eMail Search</li> <li>OmniFind Family</li> <li>IBM Classification Module</li> </ul> <p><b>Enterprise Data Management</b></p> <ul style="list-style-type: none"> <li>IBM Optim Solutions</li> <li>IBM Data Studio</li> </ul> <p><b>Dynamic Data Warehousing and Business Intelligence</b></p> <ul style="list-style-type: none"> <li>Cognos</li> <li>BM Data Warehouse Editions (DWE)</li> <li>Business Intelligence on Systems z</li> <li>OmniFind Analytics Edition</li> <li>OmniFind Discovery for Business Intelligence</li> </ul> <p><b>Information Platform and Solutions</b></p> <ul style="list-style-type: none"> <li>IBM Information Server</li> <li>IBM InfoSphere</li> <li>WebSphere Product Center</li> <li>WebSphere Customer Center</li> <li>WebSphere RFID Information Center</li> <li>IBM Industry Models</li> <li>IBM Global Name Recognition Products</li> <li>IBM Identity Resolution</li> <li>IBM Relationship Resolution</li> <li>IBM Anonymous Resolution</li> </ul>	<p><b>Appl. Design and Development</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Domino Designer</li> <li>IBM Lotus Enterprise Integrator for Domino</li> <li>IBM Lotus Connector for SAP solutions</li> <li>IBM Lotus Workflow</li> <li>IBM Lotus Expeditor</li> </ul> <p><b>Dashboard and Business Solutions</b></p> <ul style="list-style-type: none"> <li>IBM Lotus ActiveInsight</li> <li>IBM Workplace for Business Controls and Reporting</li> <li>IBM Workplace for SAP Software</li> <li>IBM Lotus Workforce Management</li> <li>IBM Workplace Solutions</li> </ul> <p><b>E-mail, Calendaring and Collaborative Applications</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Domino</li> <li>IBM Lotus Notes and Domino Express</li> <li>IBM Lotus Notes</li> <li>IBM Lotus Domino Web Access</li> </ul> <p><b>Instant Messaging, Web Conferencing</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Sametime Standard</li> <li>IBM Lotus Sametime Entry</li> <li>IBM Lotus Sametime Unyte</li> </ul> <p><b>Social Software</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Connections</li> </ul> <p><b>Team Collaboration, Content Mgmt and e-forms</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Quickr</li> <li>IBM Workplace Web Content Management</li> <li>IBM Lotus Forms</li> <li>IBM Lotus Forms Express</li> <li>IBM Lotus Domino Document Manager</li> <li>IBM Lotus Quickr Content Integration</li> </ul> <p><b>Mobile and Wireless</b></p> <ul style="list-style-type: none"> <li>IBM Lotus Expeditor</li> <li>IBM Lotus Mobile Connect</li> <li>IBM Lotus Domino Unified Communications</li> </ul>	<p><b>Security Management</b></p> <ul style="list-style-type: none"> <li>IBM Tivoli Identity Manager</li> <li>IBM Tivoli Federated Identity Manager</li> <li>IBM Tivoli Access Manager Family</li> <li>IBM Tivoli Security Compliance Manager</li> <li>IBM Tivoli Directory Integrator</li> <li>IBM Tivoli Directory Server</li> <li>IBM Tivoli Security Operations Manager</li> <li>IBM Tivoli zSecure Suite</li> </ul> <p><b>IT Operations</b></p> <ul style="list-style-type: none"> <li>Tivoli Monitoring Family</li> <li>Tivoli OMEGAMON XE Family</li> <li>Tivoli Netcool OMNIBus</li> <li>Tivoli Network Manager Family</li> <li>Tivoli Provisioning Manager Family</li> <li>Tivoli Intelligent Orchestrator</li> <li>Tivoli Workload Scheduler Family</li> <li>Tivoli Netcool Family</li> <li>Tivoli System Automation Family</li> <li>Tivoli Composite Application Manager Family</li> <li>Tivoli Business Service Manager</li> <li>Tivoli Service Level Advisor</li> <li>Tivoli License Manager Family</li> <li>Tivoli Financial Manager Family</li> <li>Tivoli Change/Configuration Mgmt Database</li> <li>Tivoli Unified Process Composer</li> <li>Tivoli Application Dependency Discovery Mgr</li> <li>Tivoli Process Manager family</li> <li>Tivoli Impact</li> </ul> <p><b>Service Provider Solutions</b></p> <ul style="list-style-type: none"> <li>Tivoli Netcool Service Quality Manager</li> <li>Tivoli Netcool Performance Manager for Wireless</li> <li>Tivoli Netcool Performance Manager</li> <li>Tivoli Netcool OMNIBus</li> <li>Tivoli Network Manager</li> <li>Tivoli Impact</li> </ul> <p><b>Storage Operations</b></p> <ul style="list-style-type: none"> <li>Tivoli Continuous Data Protection for Files</li> <li>Tivoli Storage Manager Family</li> <li>TotalStorage Family</li> <li>TotalStorage SAN Family</li> </ul> <p><b>Enterprise Operations</b></p> <ul style="list-style-type: none"> <li>Maximo Asset Management Family</li> <li>Tivoli License Manager Family</li> <li>Tivoli Usage and Compliance Manager</li> <li>Tivoli Asset Manager for IT</li> </ul>			
Windows	Linux	AIX	Solaris	HP-UX	OS/400	OS/390	z/OS

## Agenda

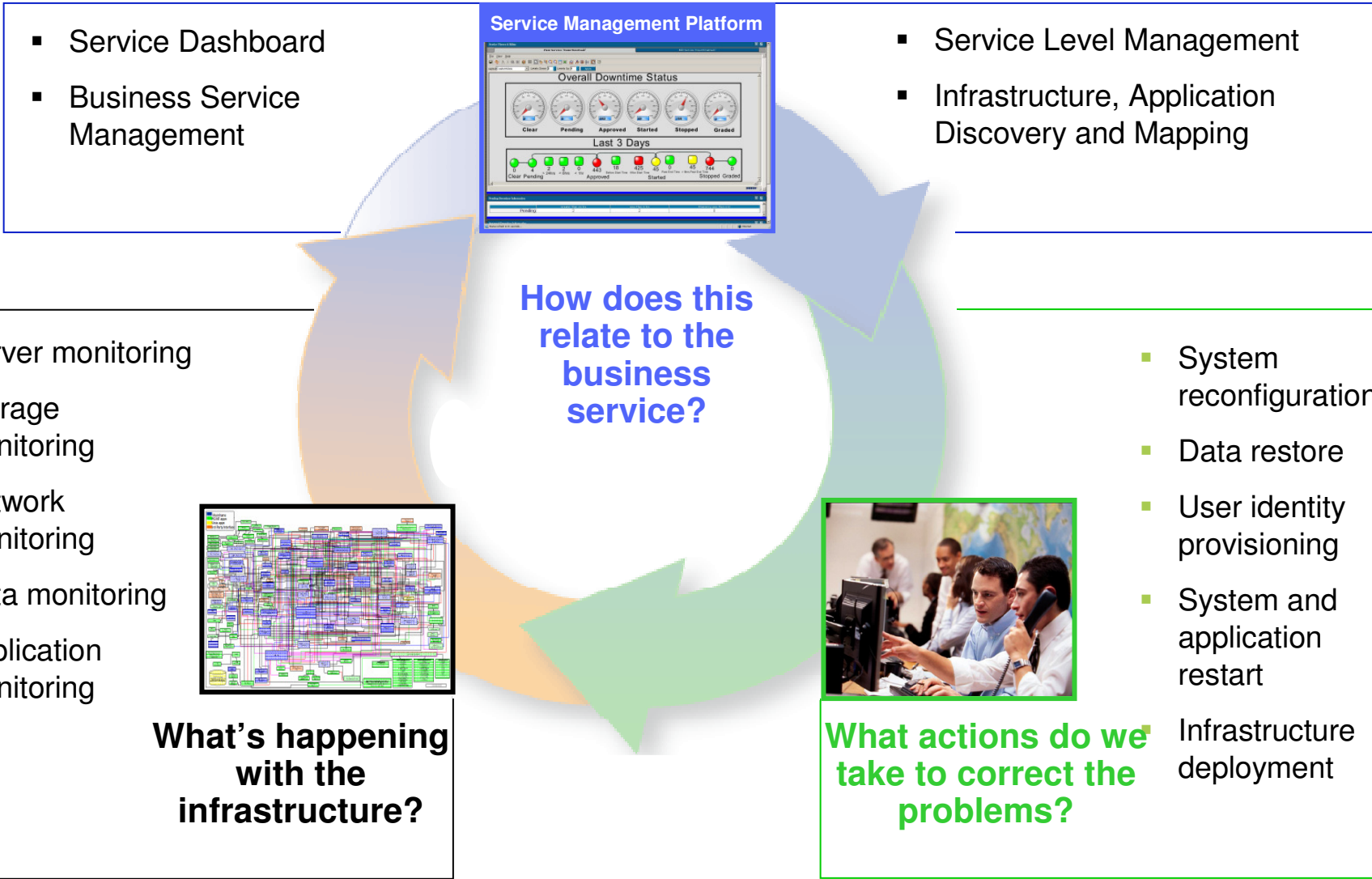
- **Business- & Performance Automation**
- **Storage**
- **Security**



Secure, Monitor and manage next generation services and user experience quality

**Tivoli** software

# Tivoli Business Automation Approach

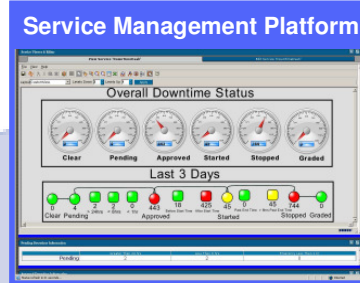


# Tivoli Business Automation Solution Portfolio



## Experience

*Real-time Transaction Performance, Service Status, and End-User & Service Experience - (ITCAM portfolio, 3<sup>rd</sup> Party)*



## Dependencies

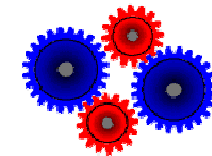
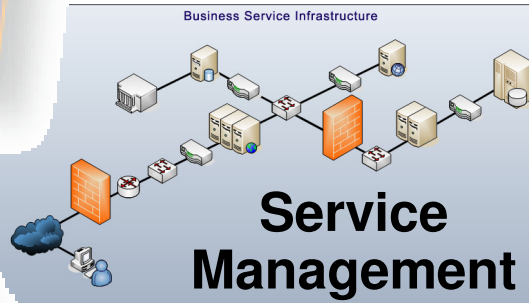
*Relationship and Discovery Data – TADDM, CCMDB, MRO Asset, Inventory, Network Mgmt, BPEL, 3<sup>rd</sup> Party CMDB*

**How does this relate to the business service?**



## Infrastructure Events

*Any Event or Fault from Any Source - ITM, Omnibus, ITCAM, OMEGAMON XE, NMS, EMS, Devices, 3<sup>rd</sup> Party*



## Business Metrics

*Business Support Data – Incidents, Call Records, Billing Data, Process dependencies, Revenue, and Risk Analysis data*

**What's happening with the infrastructure?**



## Actions

*Impact Analysis, Task Automation, Config, Provisioning, Activation, and Orchestration – TPM, TCM, TIO, Impact*

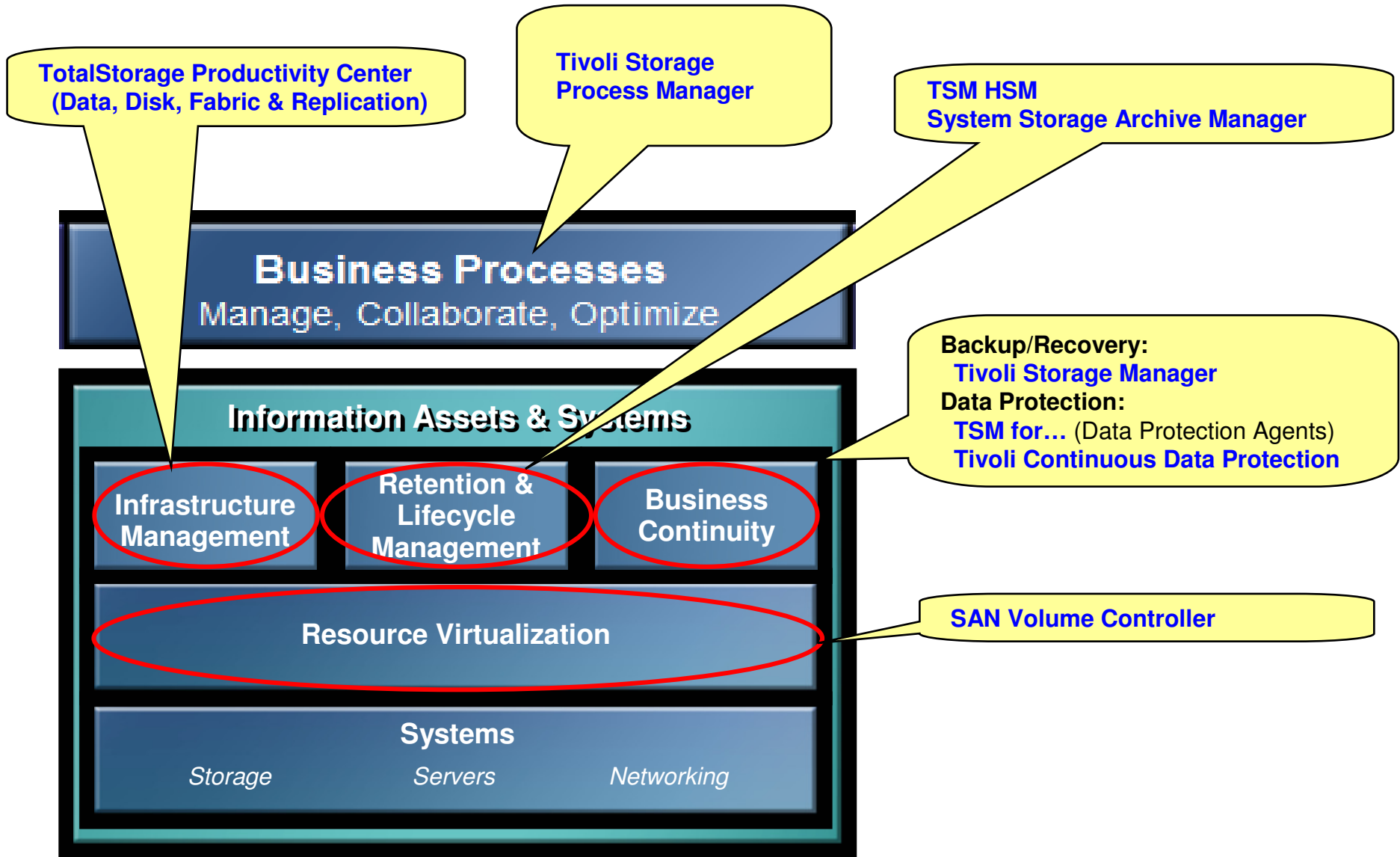


## Views

*Business Views: SLM/SLA, Rev\$\$, Health, Customer Operational Views: RCA, Compliance, Impact Analysis, Incident Mgmt.*

**What actions do we take to correct the problems?**

# Storage Software Portfolio



# Security Software Portfolio

## IBM Security Management

### Benefits Identity & Access Management

**Directory Sever Integrator:**

- Provides real-time synchronization between identity data sources so that enterprises can establish an authoritative, up-to-date, identity data infrastructure.

**Identity Management:**

- Provides a secure, automated and policy-based user management solution that helps effectively manage user accounts, access permissions and passwords from creation to termination across the IT environment .

**Access Management:**

Software for simple authentication capability across all systems, services, and applications.

**Security Status Auditing:**

- Find the changes in your environment

**Security Information &Event Management:**

- It centralizes and stores security data from throughout the technology infrastructure to improve security operations and information risk management
- Enables you to automate log aggregation, correlation and analysis; recognize, investigate and respond to incidents automatically; and streamline incident tracking and handling

**Administration and provisioning:**

- Admin enhances user management
- Visual offers a Microsoft® Windows® GUI
- CICS Toolkit for simplified CICS security management

**Audit, monitoring and compliance:**

- Audit provides event detection, analysis & reporting and system integrity audit & analysis
- Alert provides intrusion detection and alerting
- Command Verifier offers automated security monitoring

### Benefits Compliance

### Benefits Mainframe

