



IBM Software Group

IBM Software Roadshow für Swisscom

Bern, 3. Juni 2008

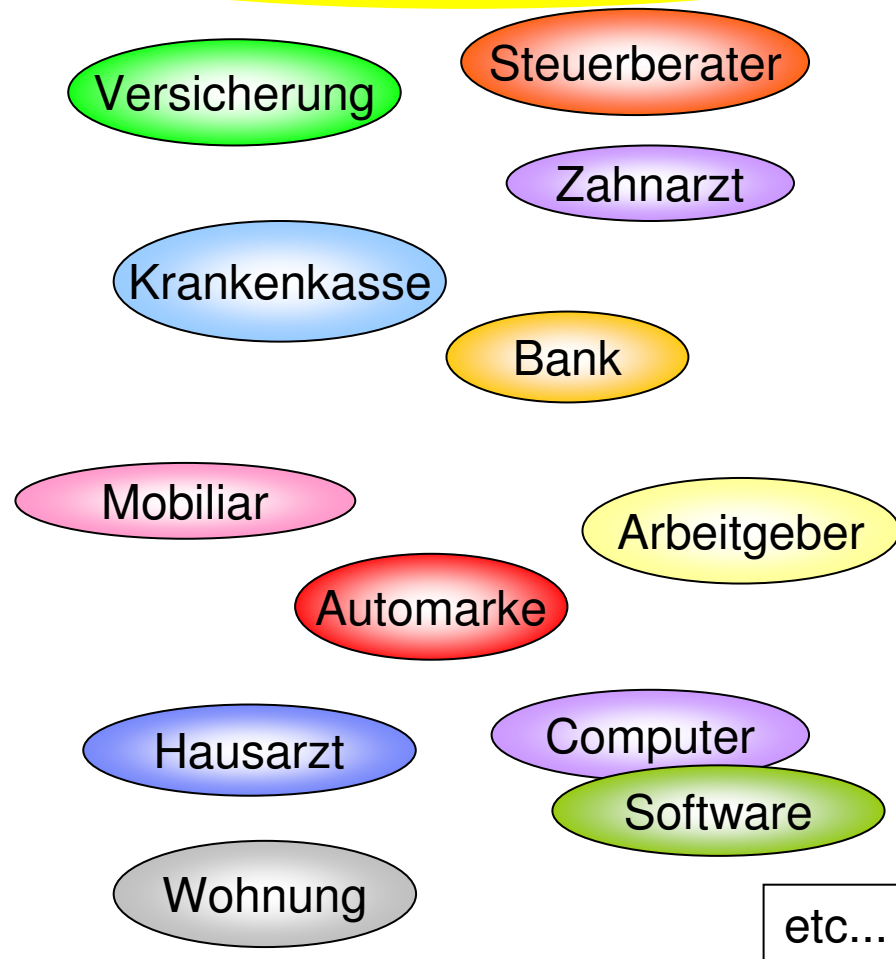


Andreas Herger

Bereichsleiter Grosskunden
IBM Software Group Schweiz

Was unterscheidet links von rechts?

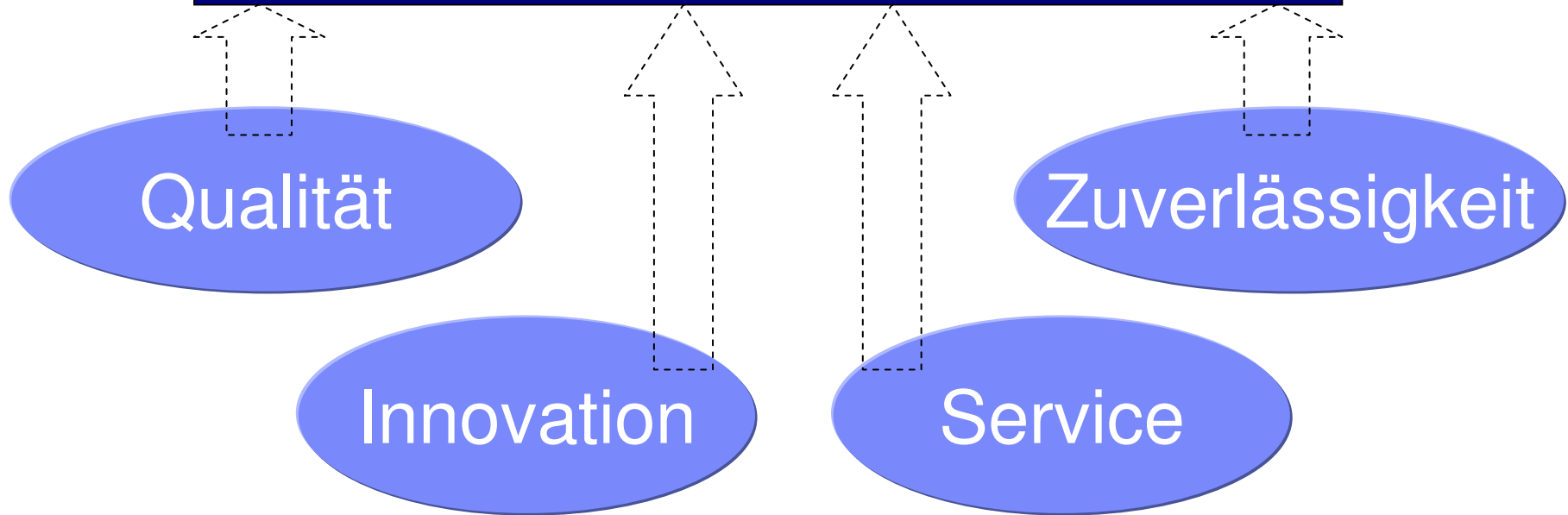
In letzten 10 Jahren ausgetauscht



Kein Wechsel seit über 10 Jahren



Hohe Kundenbindung in gesättigtem, hochkompetitivem, liberalisiertem Markt mit kurzen Innovationszyklen. Margendruck im Kerngeschäft



SOFTWARE ROADSHOW

- ✓ Keine Einweg-Kommunikation
- ✓ Interaktive Gestaltung und Durchführung
 - ✓ Plattform für beide Partner
 - ✓ Institution statt Event
 - ✓ Information statt Marketing

Agenda

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

Swisscom & IBM Software Group

- langjährige Zusammenarbeit (>30 Jahre)

- Installierte SW Basis umfasst sämtliche IBM SW Brands
 - ITS
 - SCS
 - Beteiligungen

- Open Infrastructure Offering Rahmenvertrag (OIO)
 - Hardware
 - Software
 - Services

IBM Account Team für Swisscom

e-mail, wenn nicht anders vermerkt = vorname.nachname@ch.ibm.com

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Swisscom Group

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Client IT Architect Swisscom AG

079 419 98 54

Noah Gunzinger

Sales Assistant, Marketing Manager

Marc Lenzin

Manager of Communications Sector

Services

GBS (Global Business Services)

Beat Gohl

GBS Partner, Leader Communications

Thomas Bachofner

Senior Managing Consultant

Peter Klima

AMS Engagement Manager

SBS (Selected Business Solutions)

Benjamin Schlup

Senior Managing Consultant
Telco Business Solution

ITS (Integrated Technology Services)

Urs Martin Bader

Client Service Manager

Matthias Scheff

Maintenance and Technical Support

IGF (IBM Global Financing)

Hansjakob Meier

Senior Sales Specialist

Hardware

Ognjen Paucic

079 434 02 10
eServer Manager

Hans-Peter Maurer

System z Sales Specialist

André Bächler

System x Sales Specialist

Peter Bollinger

System p Sales Specialist

Roger Lüthy

Storage Sales Specialist

Software

Michael Rieder

079 449 99 74
Software Account Manager

D. Ehrle

079 403 11 92
Software IT Architect

Moretto, Gander, Bartl

Tivoli Sales Specialists

B. Geiger

Websphere Sales Specialist

Christen, Mock, Schlumb.

Information Management SP's

M. Sommerhalder

Rational Sales Specialist

M. Tensi

Lotus Sales Specialist

A. Chauveau

System Z Sales Specialist

Rudolf Warmers

OIO Deal Maker

Daniel Meyer

OIO Deployment Manager

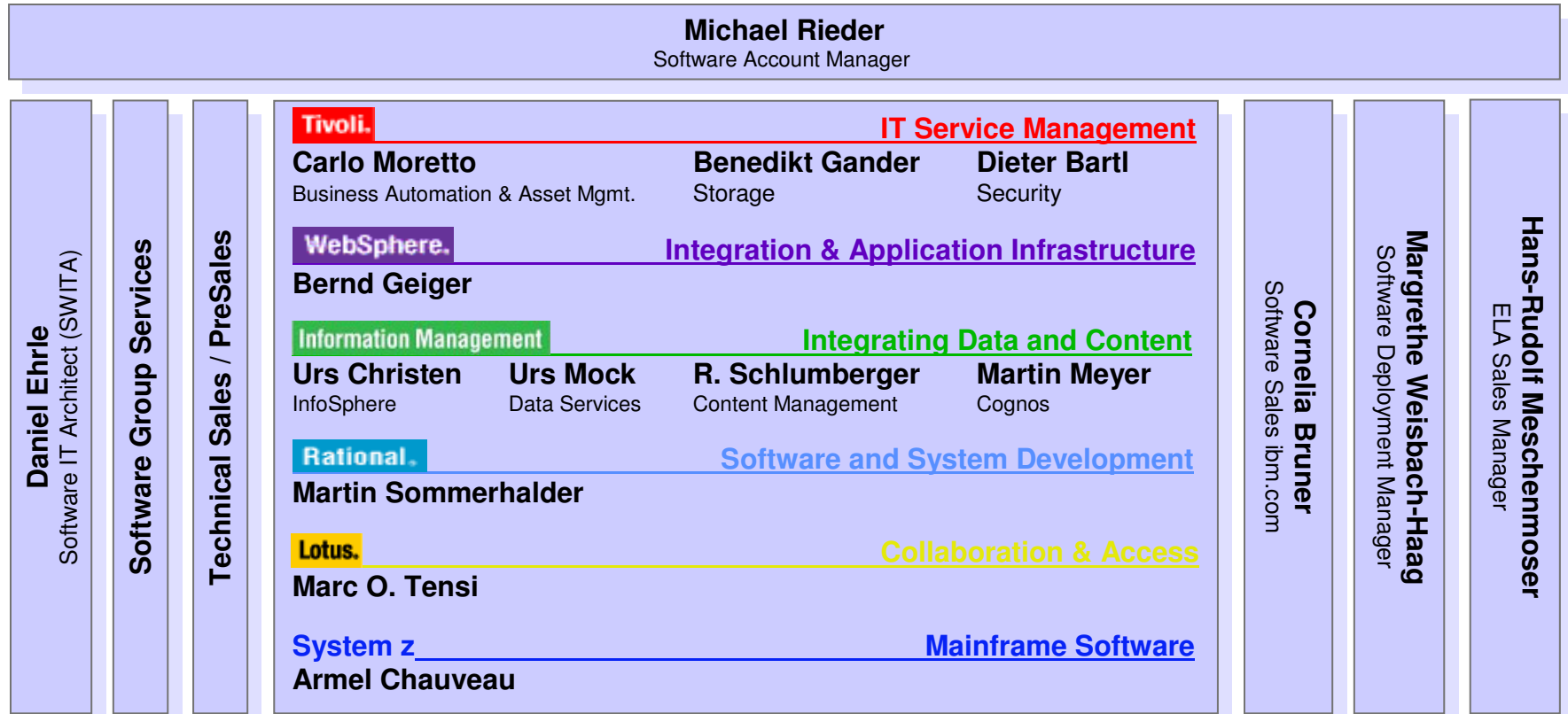
Scott Warkentin

IOT NE Value Creation Team

Chris Pearson

Partnership Executive

IBM Software Team für Swisscom



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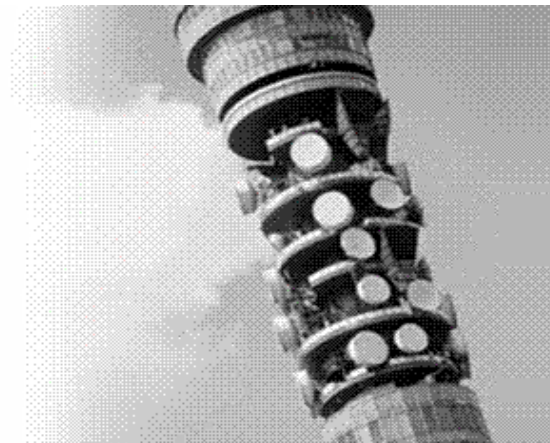
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IBM Software Group

IBM Software Portfolio

*Driving Business Value
for Telecommunications*



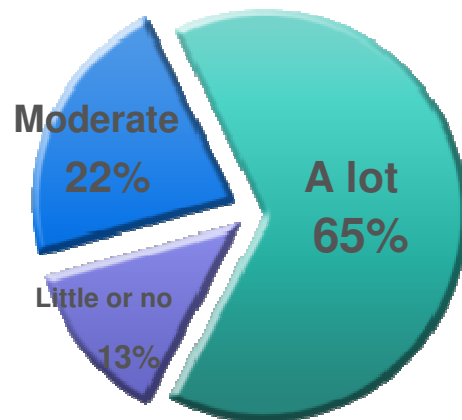
Bern, 3. Juni 2008



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*

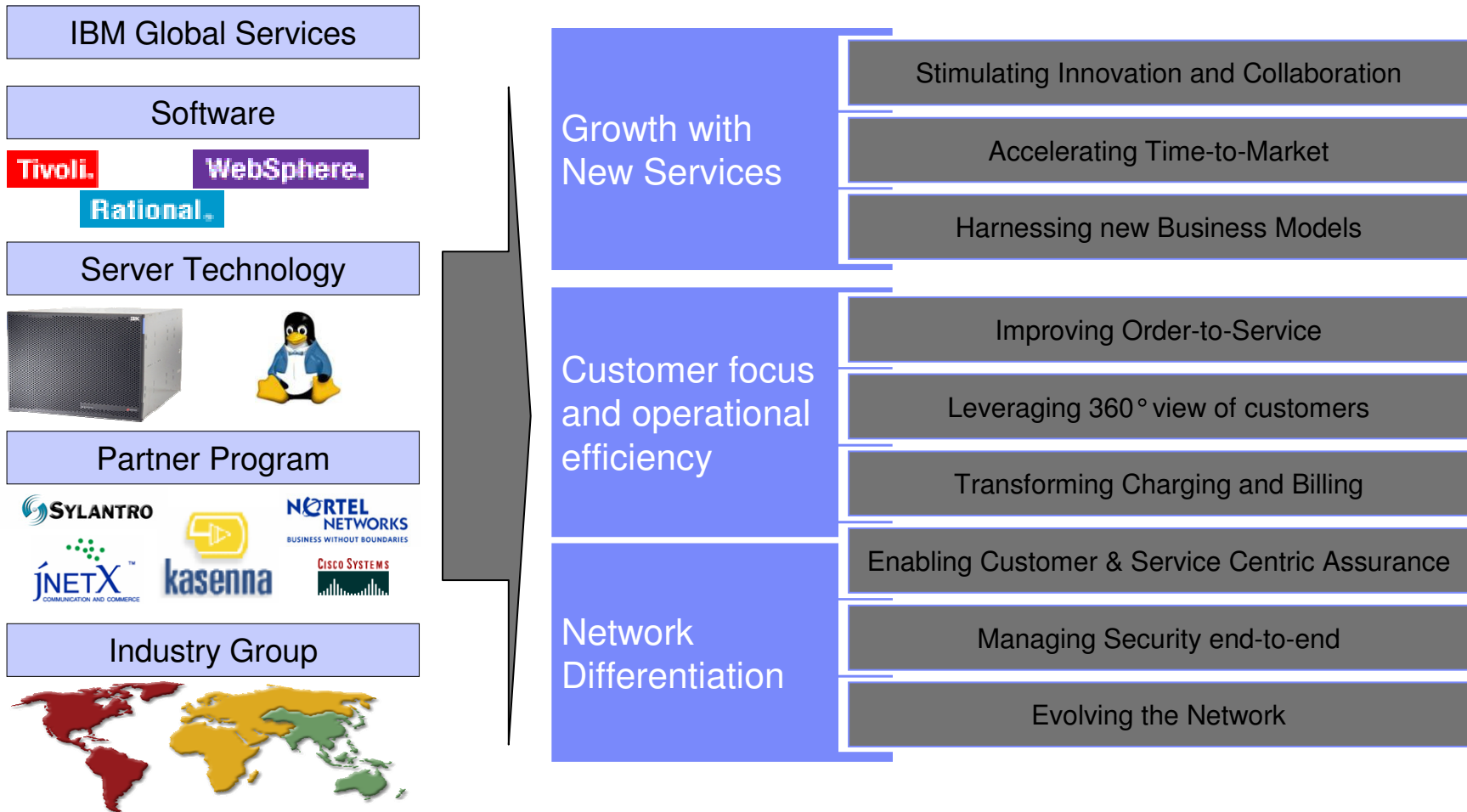
- Allow for **easy transfer of new “to-be” processes** to IT team for creation and implementation
- Protect **investment in existing** applications and systems avoiding need to “rip and replace”
- Extend the **capability of packaged applications** with the **flexibility of custom** applications

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

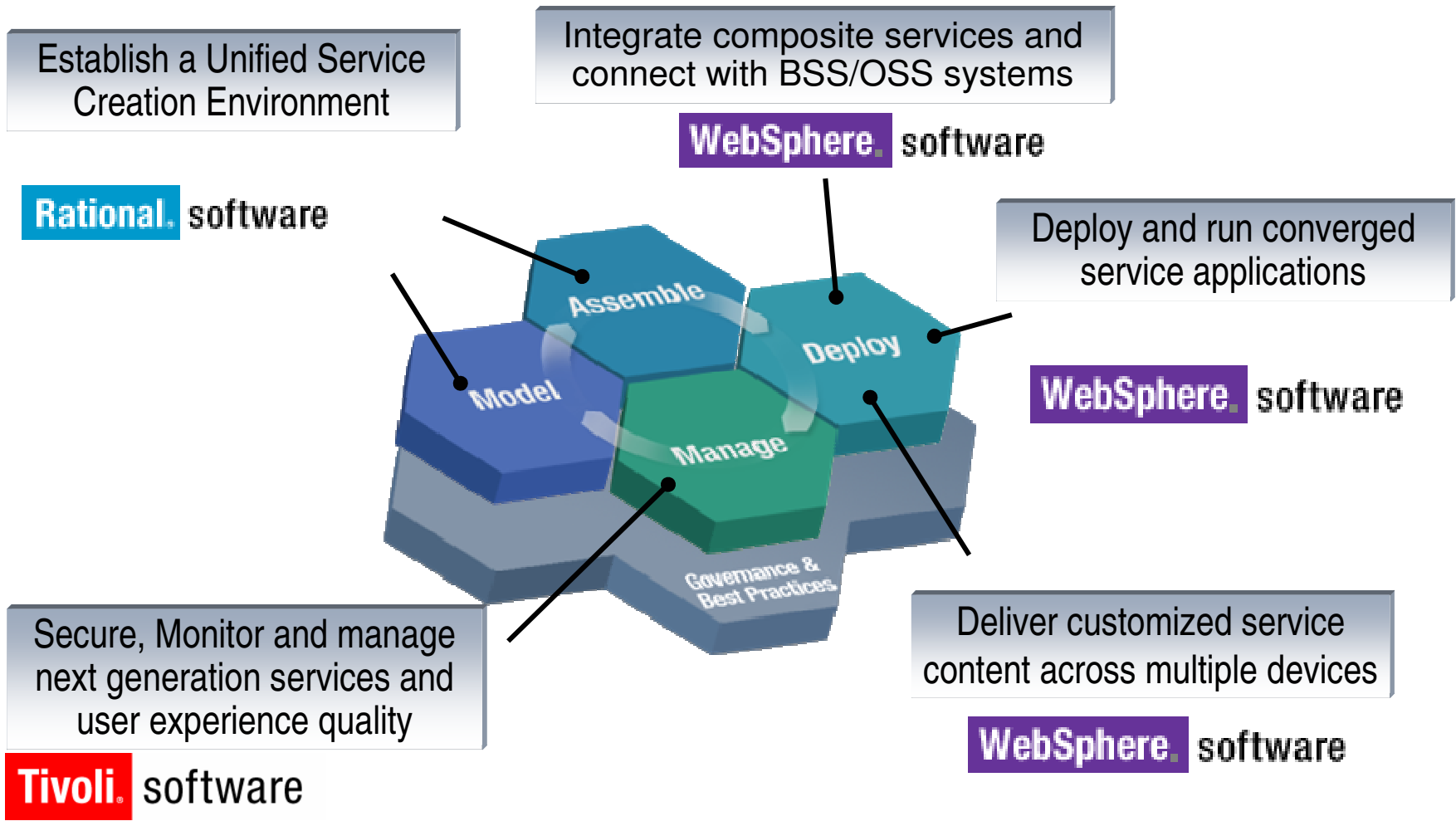


- ✓ Integrated and automated its business processes to reduce provisioning time from 45 minutes to 3 minutes.
- ✓ Integrated provisioning applications resulted in millions of dollars in savings and improved productivity



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

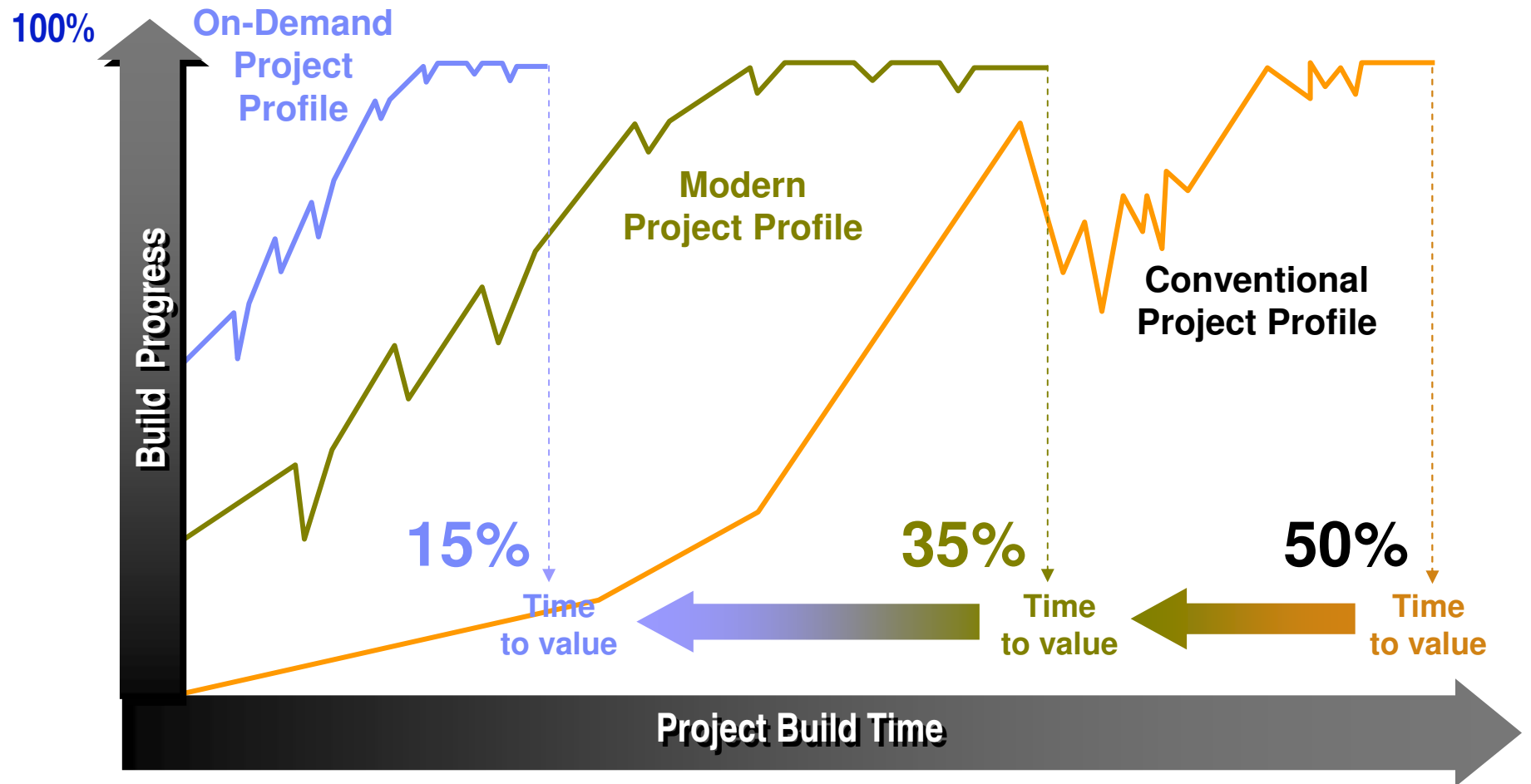
50% of applications put into production are later rolled back

Gartner - 2004

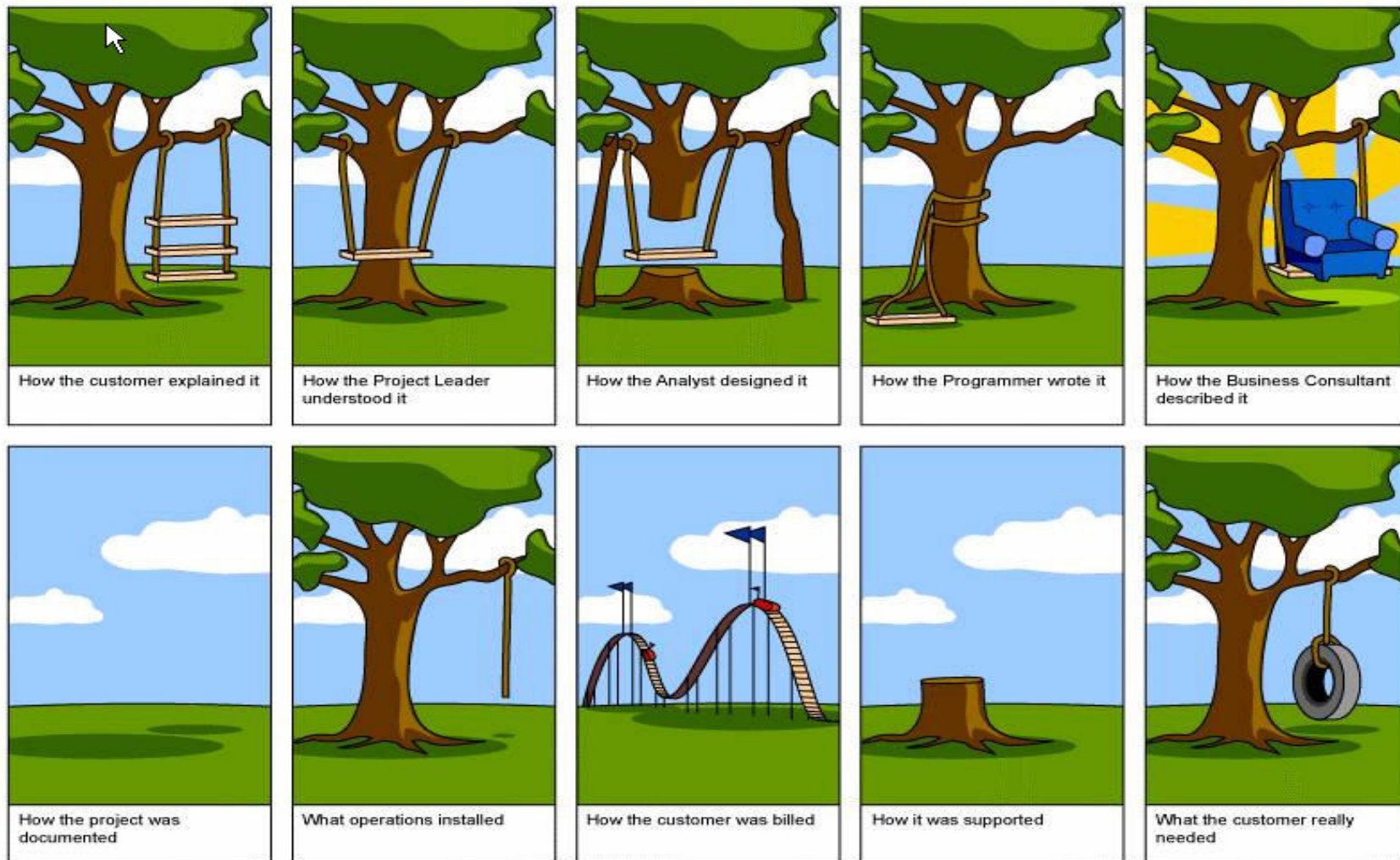
Software related downtime cost industry almost **\$300 billion** annually.

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

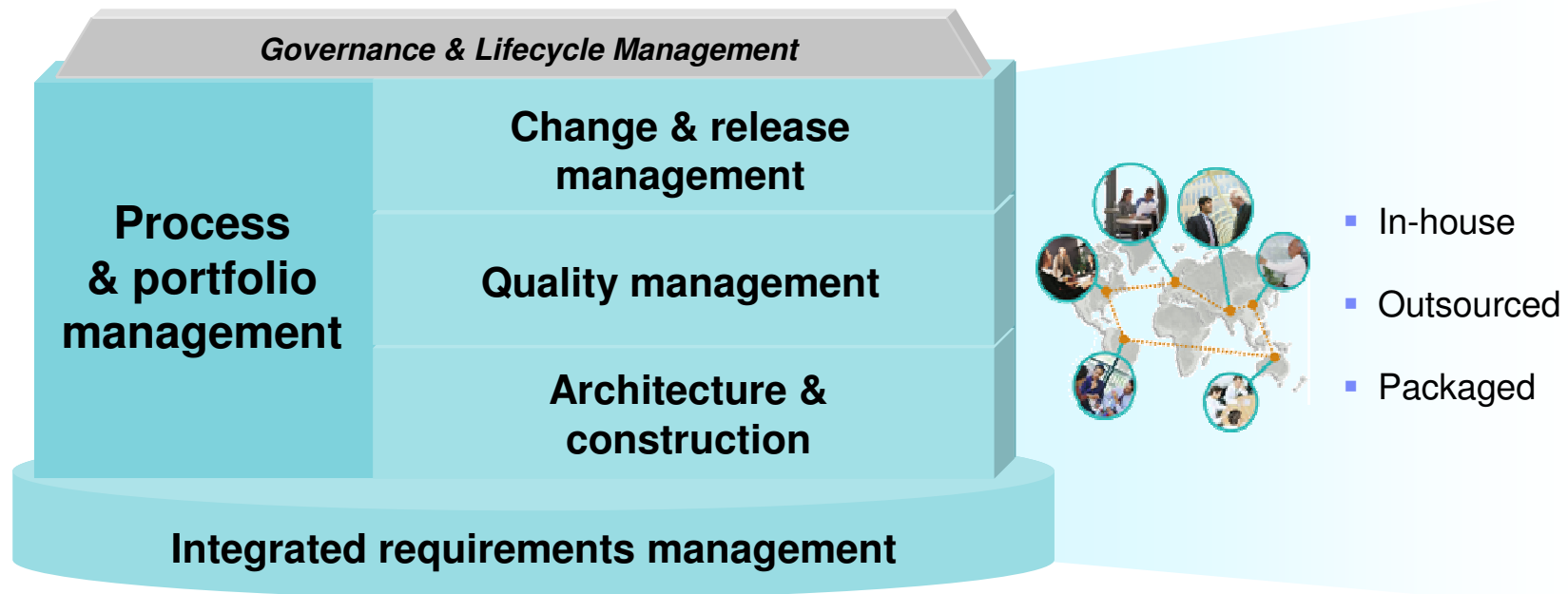


IBM Rational Software Delivery Platform

What we offer

Rational. software

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



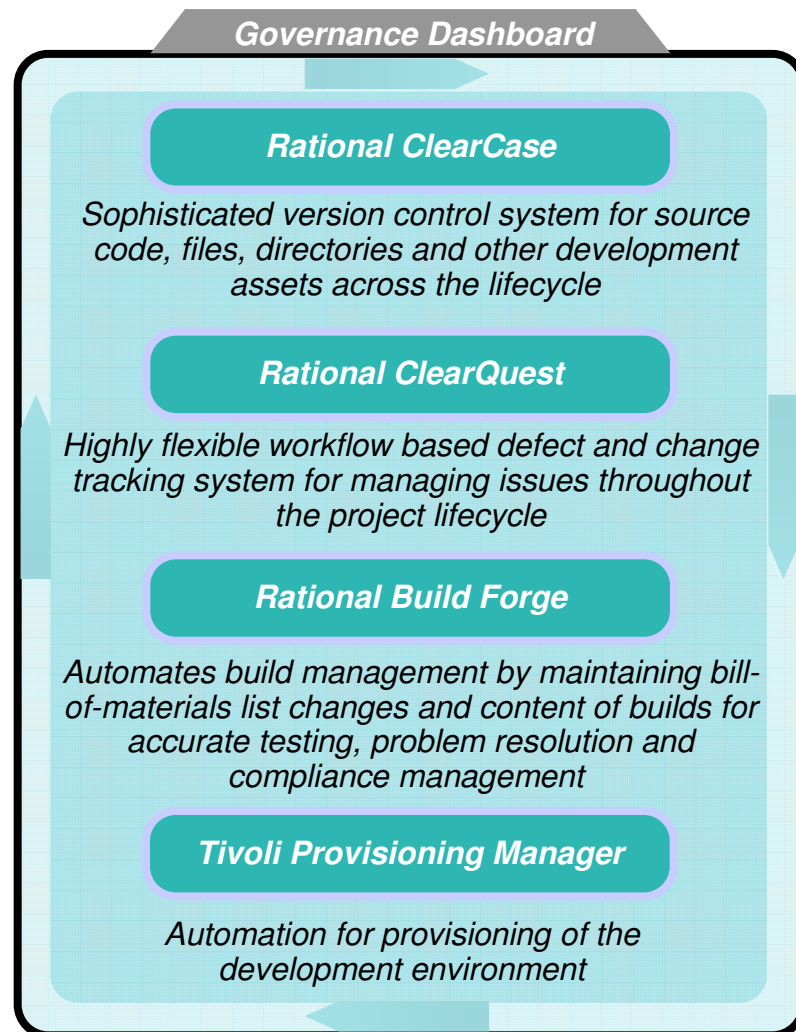
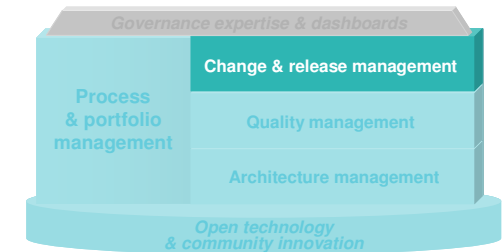
Process and portfolio management



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

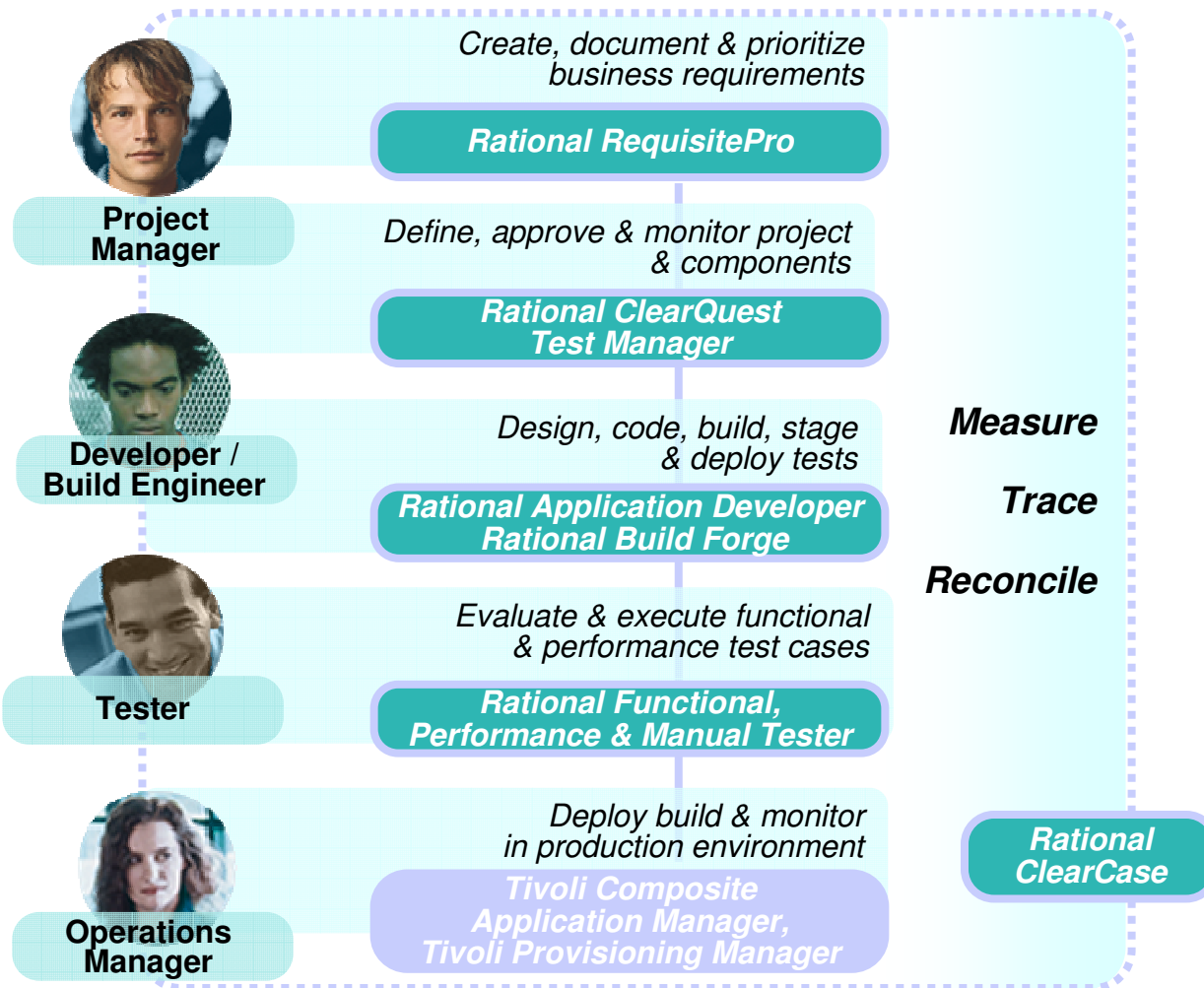
Change and release management



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

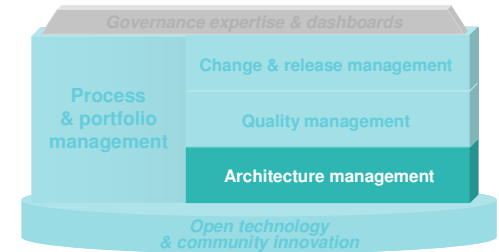
Quality management



Govern quality across the delivery lifecycle

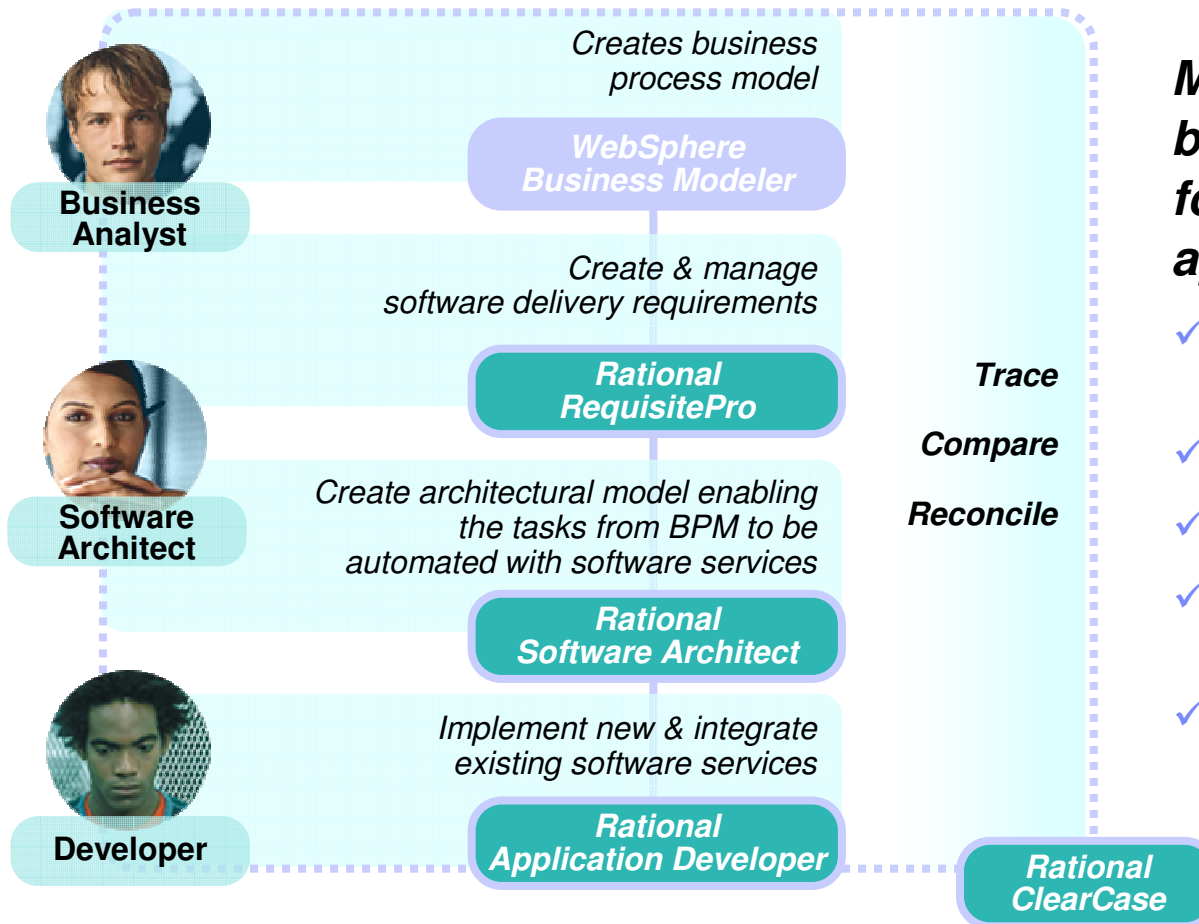
- ✓ Align teams to work efficiently across the quality management lifecycle process
- ✓ Proactive response to quality issues earlier in the lifecycle
- ✓ Collaborative process automation & enforcement (e.g., outsourced testing)
- ✓ Extensible framework ensures performance, function, and scale of software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

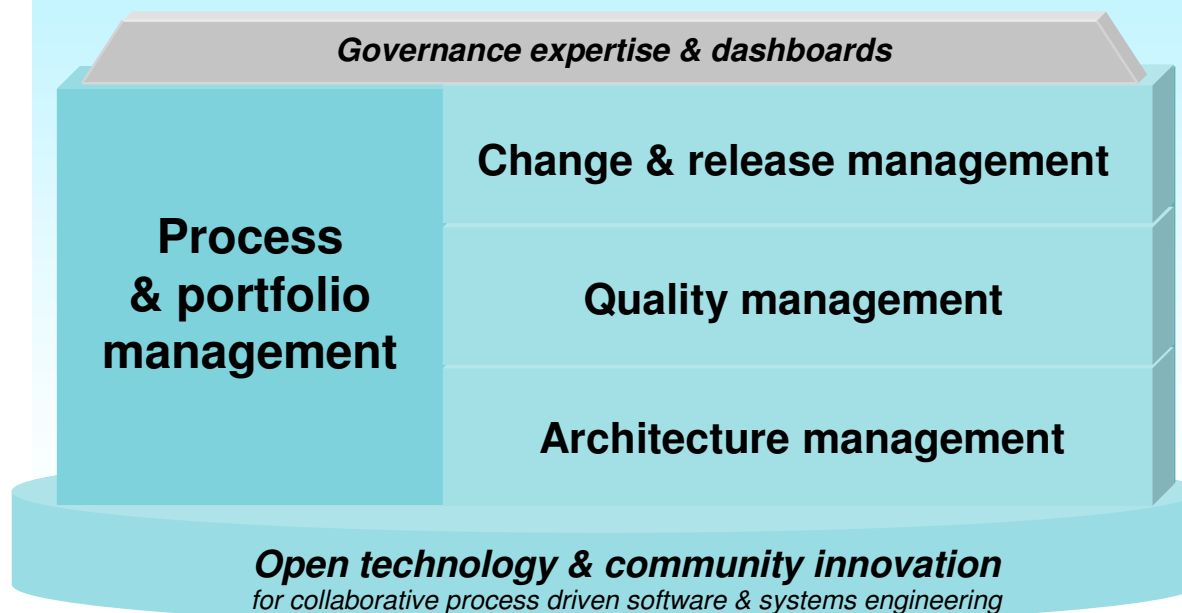


IBM Rational Software Delivery Platform

Tenets of the Rational software strategy

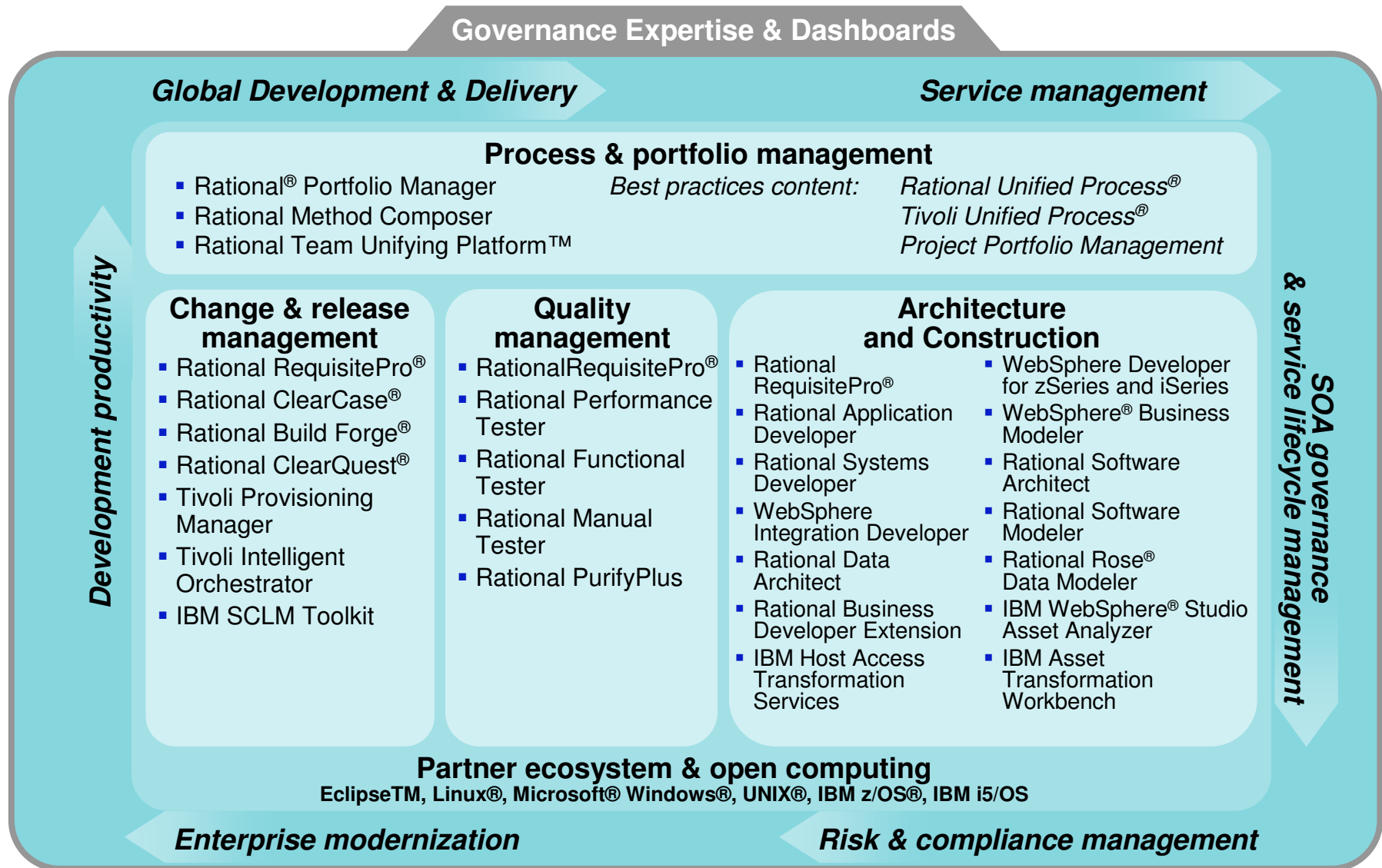
Rational. software

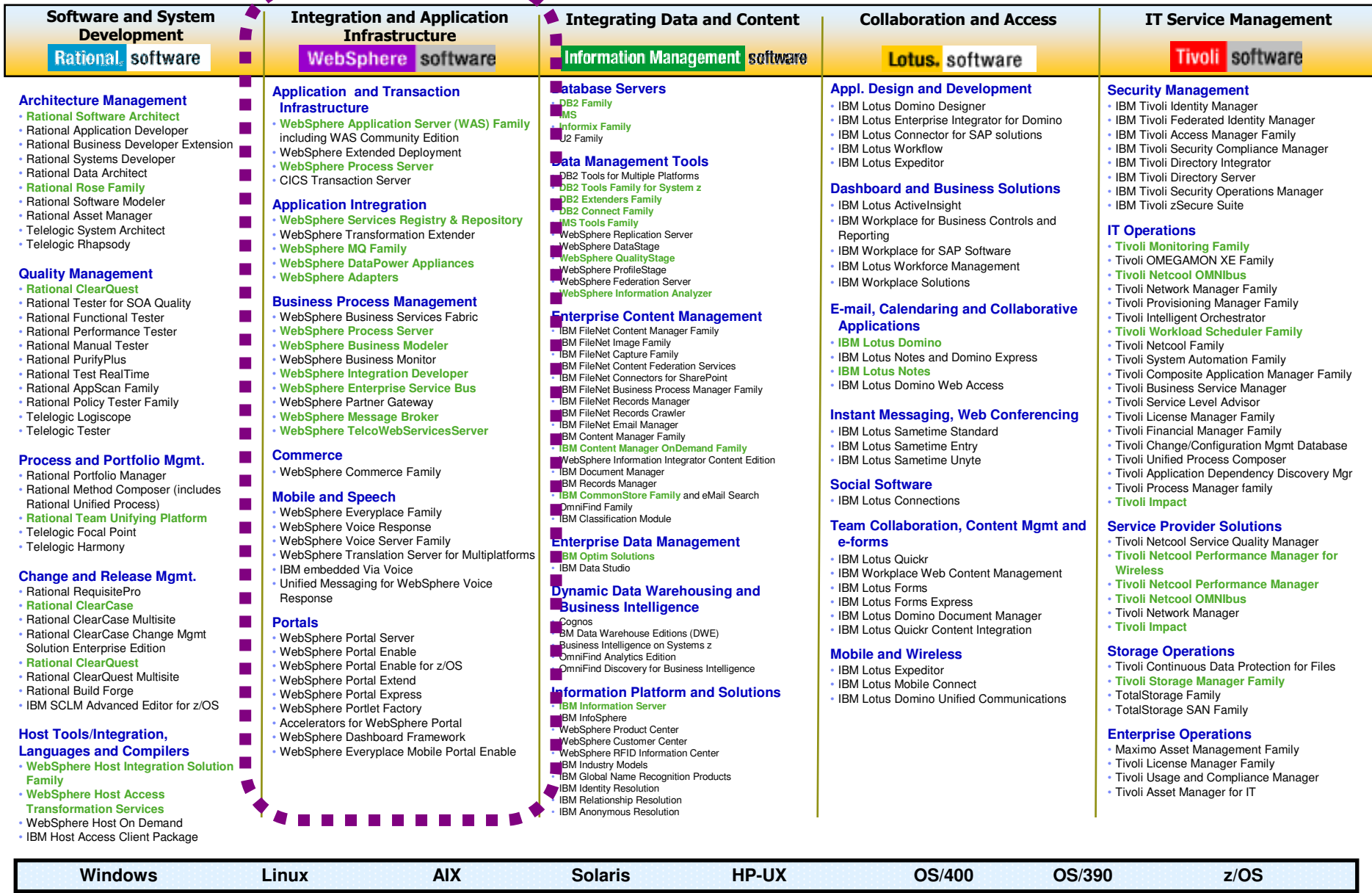
GOAL: Delivering value efficiently and effectively in a distributed organization



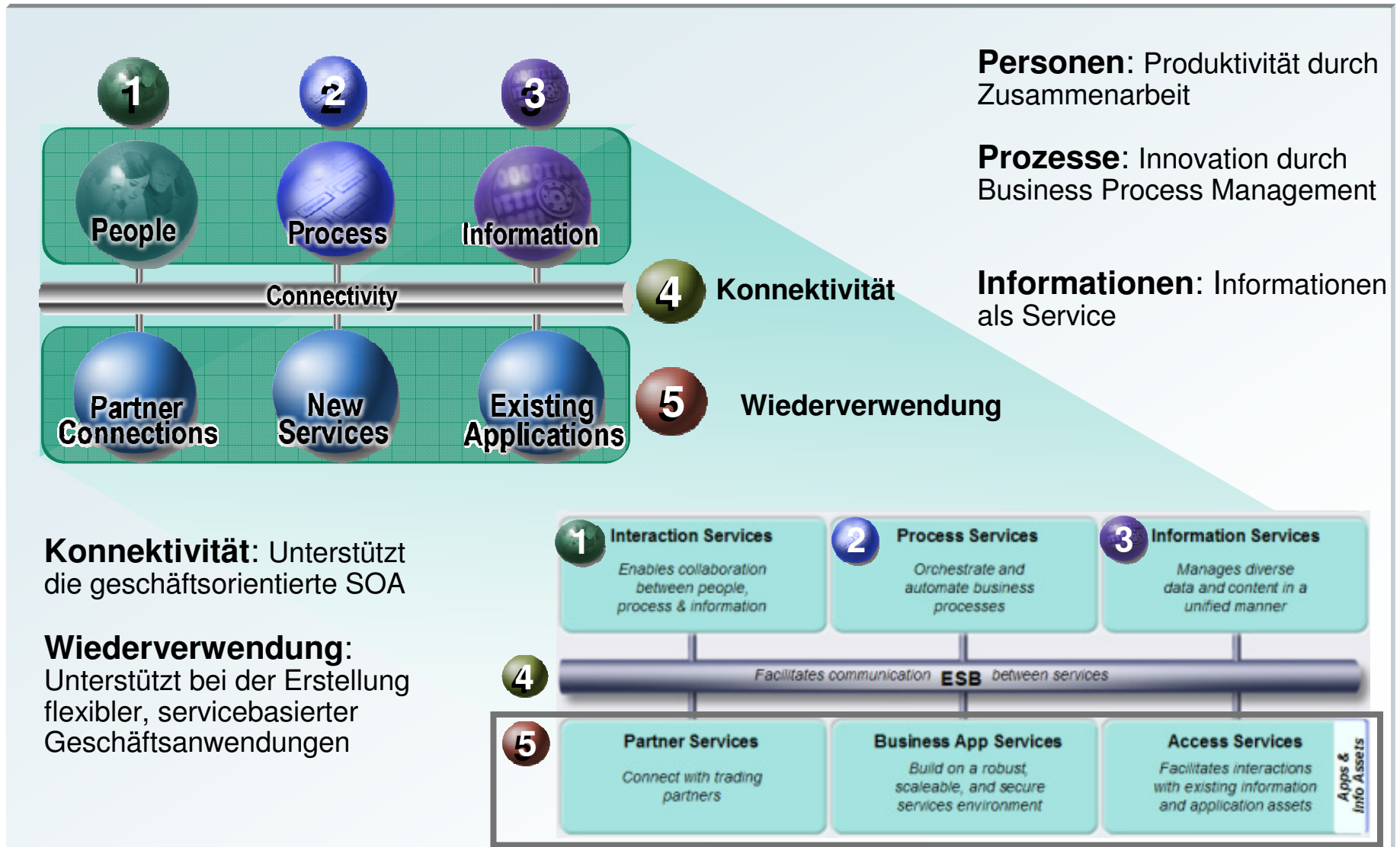
- Enabling governance
 - Maximize value and flexibility of the knowledge-based workforce
 - Minimize chaos while maximizing individual decision right
- Delivering flexible architectures
 - Rethink modularity and granularity of software
 - Focus on “granular decomposition” for re-composition
- Leveraging 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***

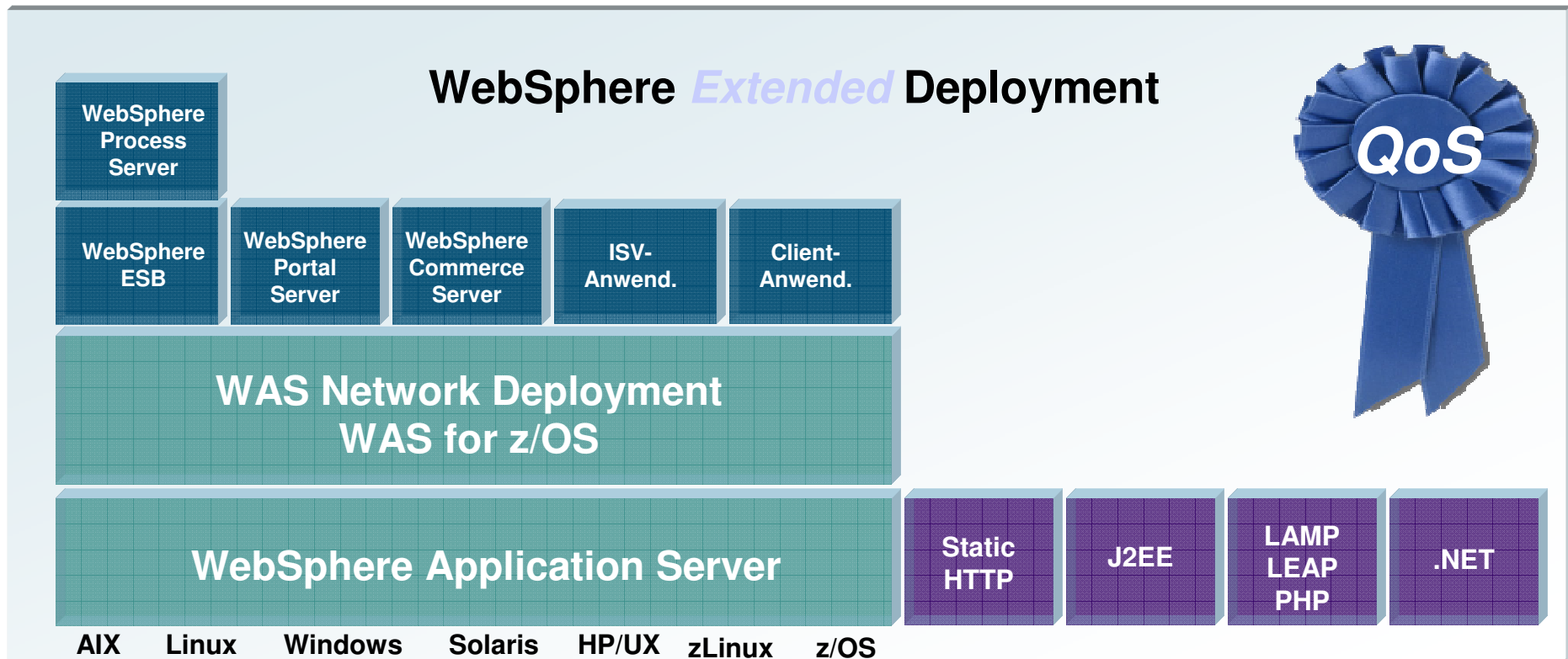


***Message Broker,
ESB, MQ, Adapter,
DataPower SOA
Appliances, Service
Registry and Repository***

Application Server, Extended Deployment,

WebSphere Extended Deployment (XD)

Der Quality of Service-Extender für Middleware

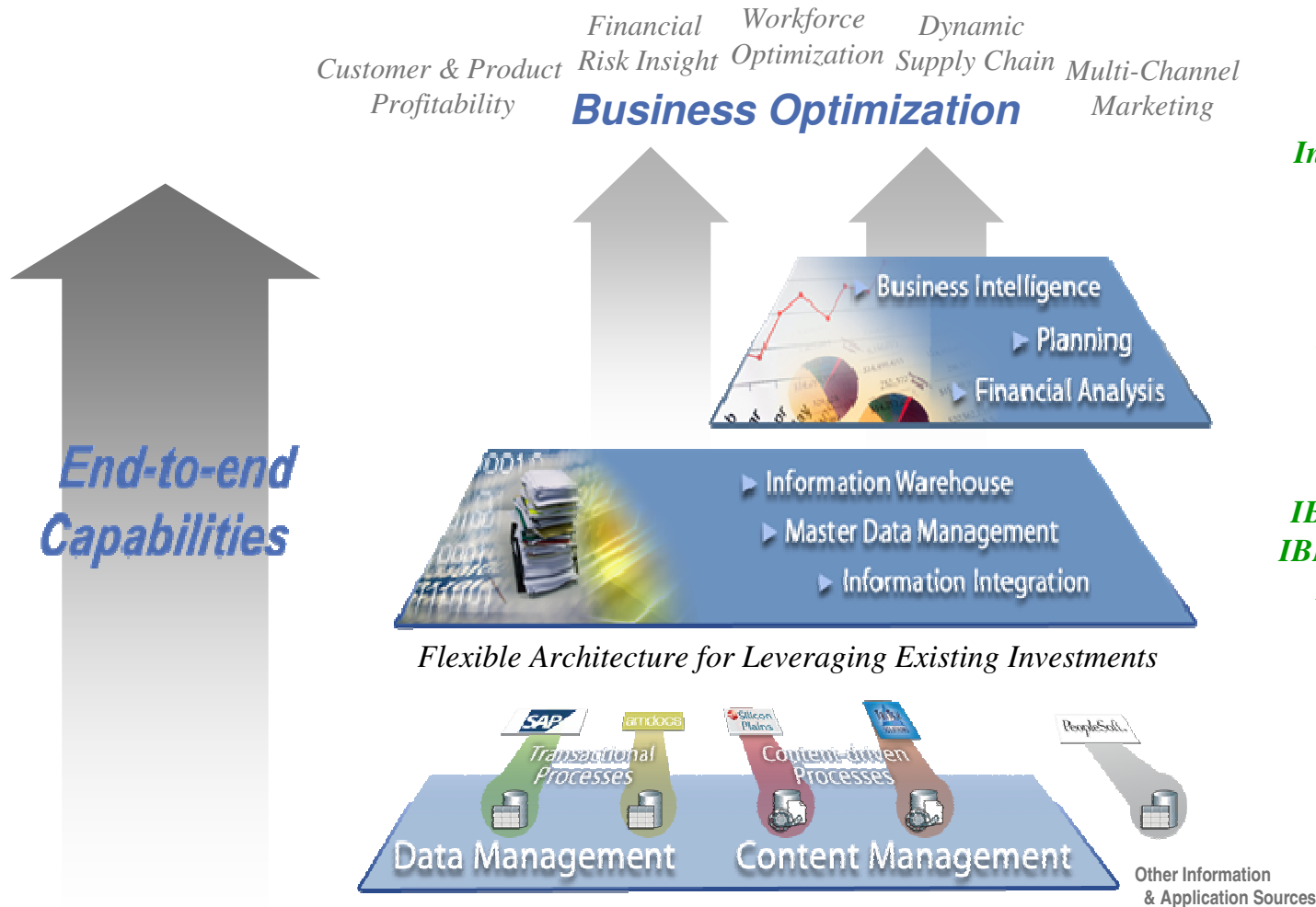


- **Erweitert** WAS ND und WAS for z/OS: regelt, wie Anwendungen ausgeführt werden und welche Anwendungen unter WebSphere laufen
- **Verbessert** WebSphere-Plattformprodukte durch differenzierte QoS-Standards
- **Vereinheitlicht** heterogene Umgebungen mit IBM WebSphere und Nicht-WebSphere-Servern durch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

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

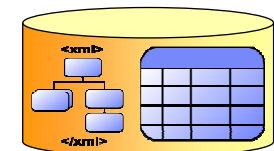
Reducing the cost of managing data through its life cycle

- *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*

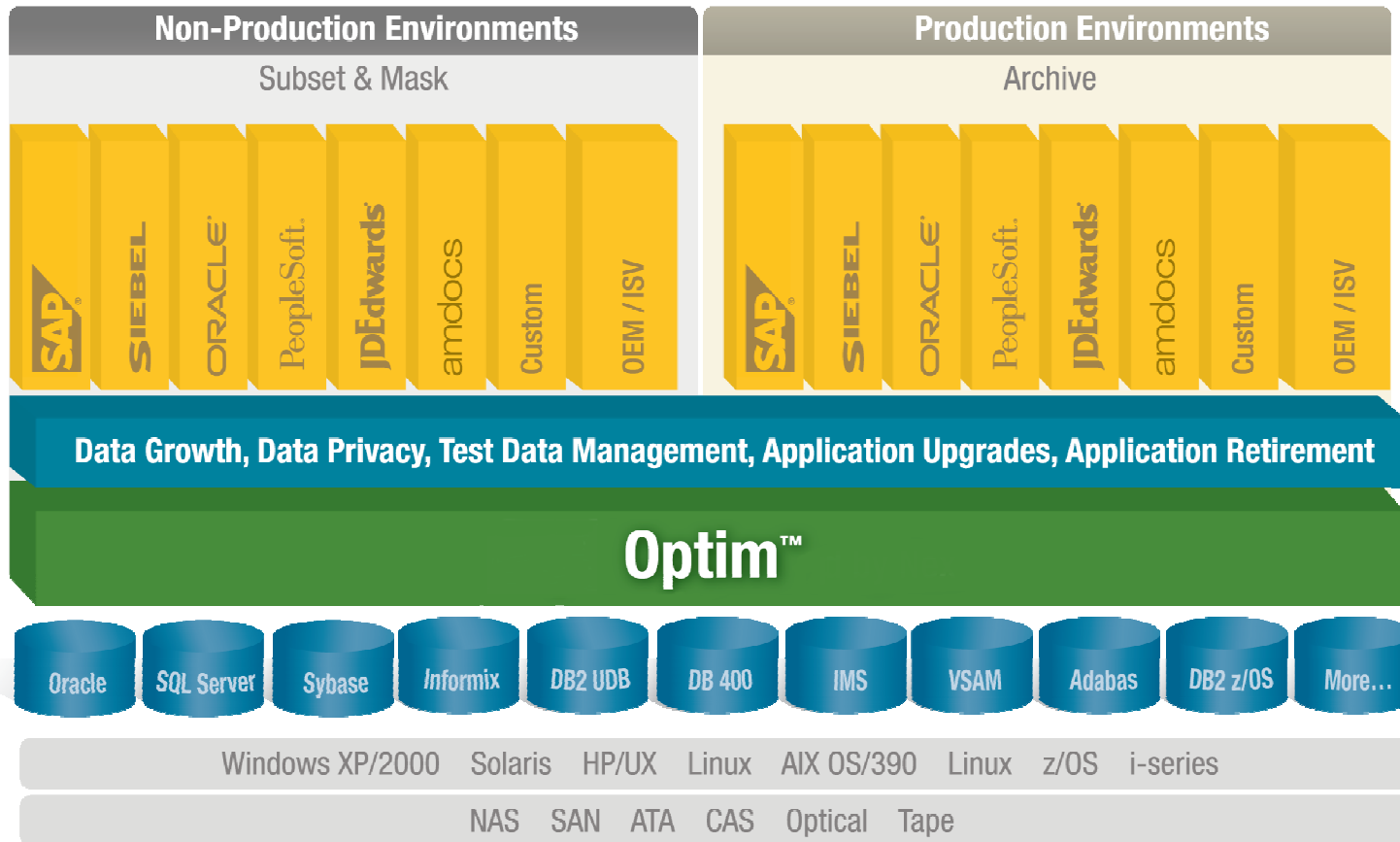
Extract the full business value of XML data in operational processes and

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*

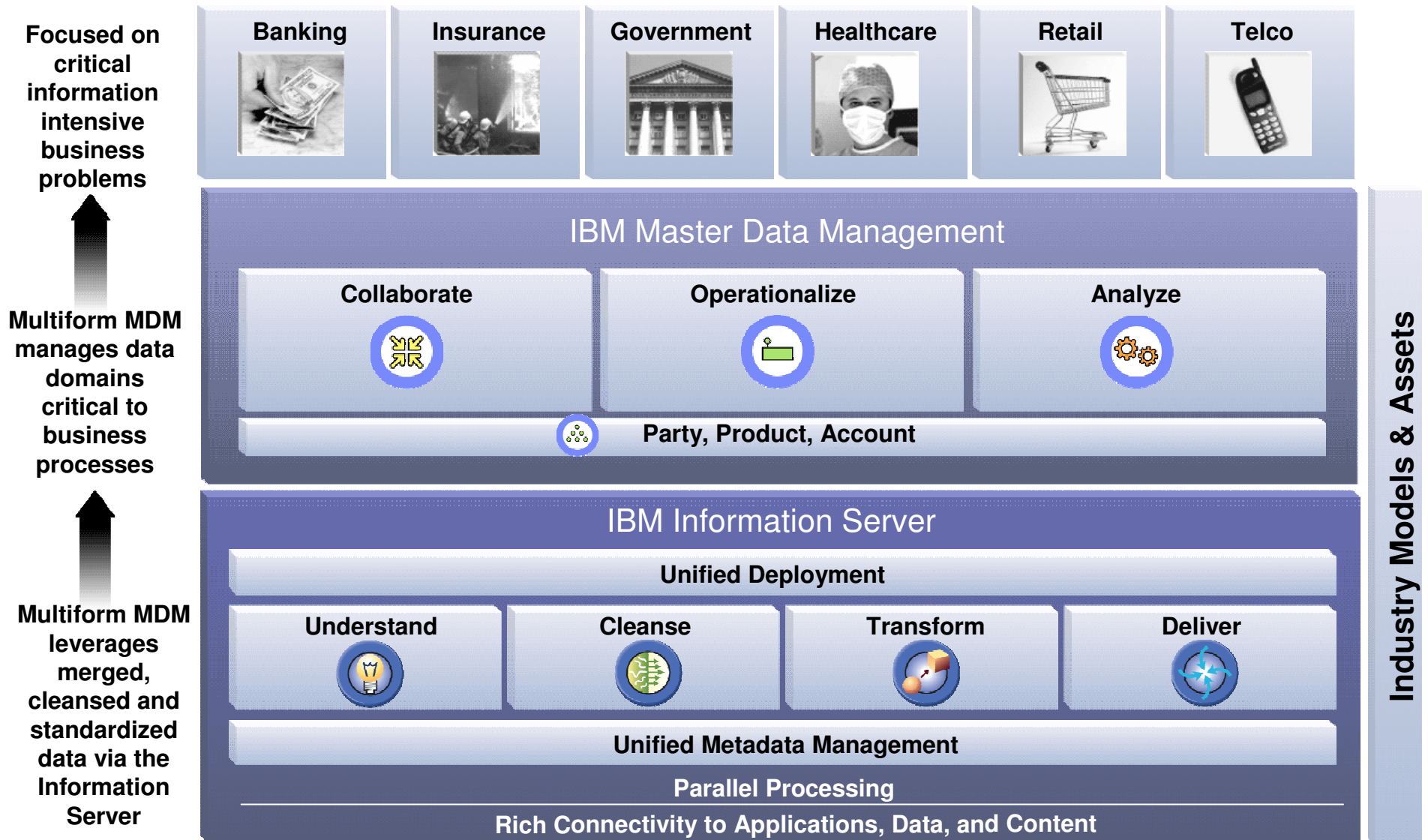


Optim - Enterprise Data Management

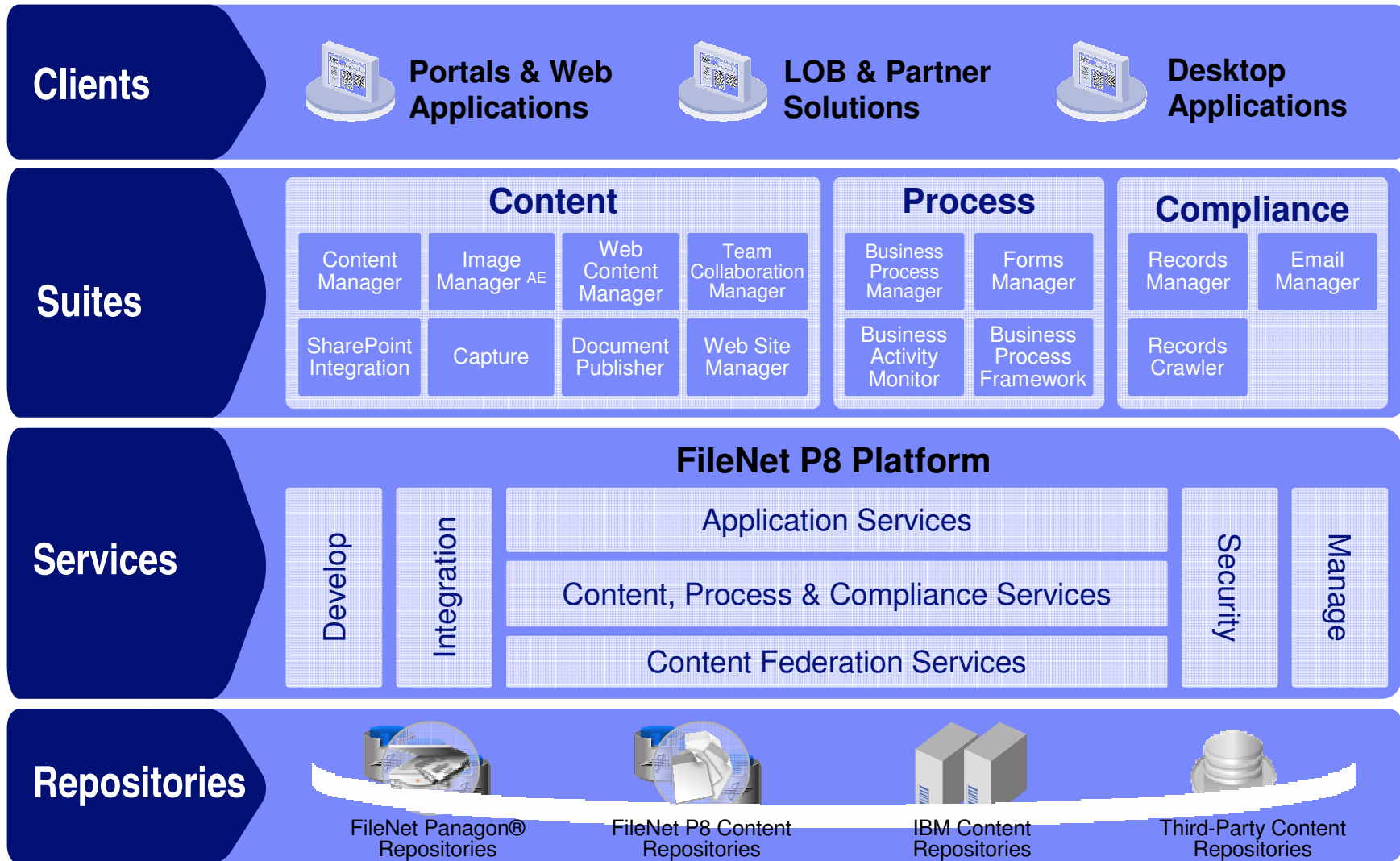


Single, scalable, interoperable EDM solution provides a central point to deploy policies to extract, store, port, and protect application data records from creation to deletion

Addressing Our Clients' Most Critical Business Issues



IBM Enterprise Content Management & Discovery Portfolio



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

Technologie & Kultur verändern die Art wie wir arbeiten



Virtualisierung

Einfluss der
Generationen

Situationsbezogene
Anwendungen

Die Potenziale der Organisation maximieren

Informationen

Expertise

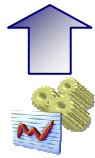
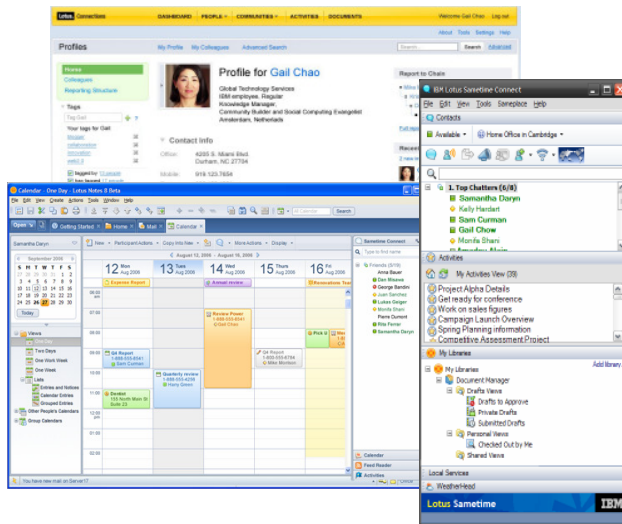
Fähigkeiten

Collaboration im Kontext



Unterstützung für verschiedene Arten zu arbeiten

Collaboration-Werkzeuge im Fokus

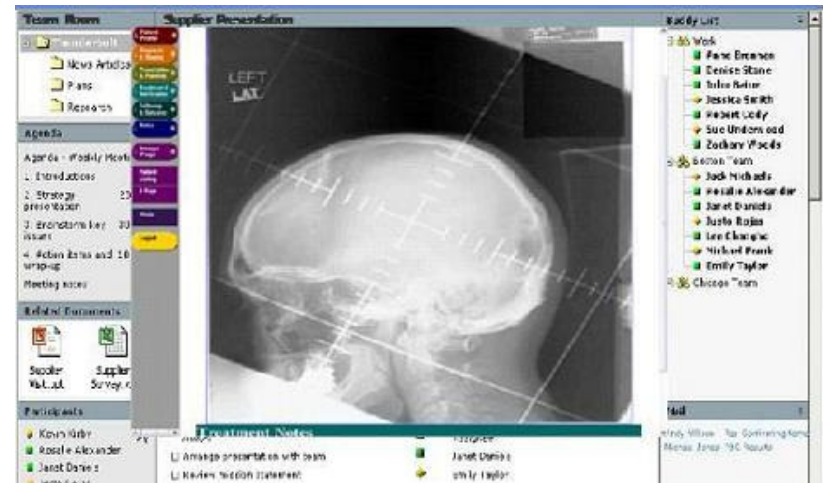


Geschäftsbereichs-Anwendung



Informationen

Geschäftsbereichs-Anwendungen im Fokus



Collaboration Services

The Lotus Collaboration Portfolio

RSS / Atom



MS Windows
MS Office



eForms



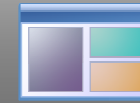
Rich Client



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

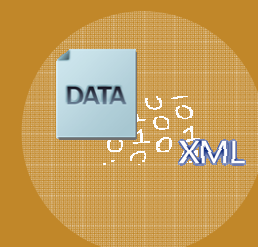
Composite application and integration services

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

The screenshot shows the Lotus Sametime Unyte website. At the top, there are navigation links for "Products & Services", "Solutions", "Company", "Partners", and "Support". The main heading is "Simply Unyte." with a sub-heading "Instant Collaboration Desktop and application sharing with Lotus Sametime Unyte Share Plus". Below this, there are three columns of information:

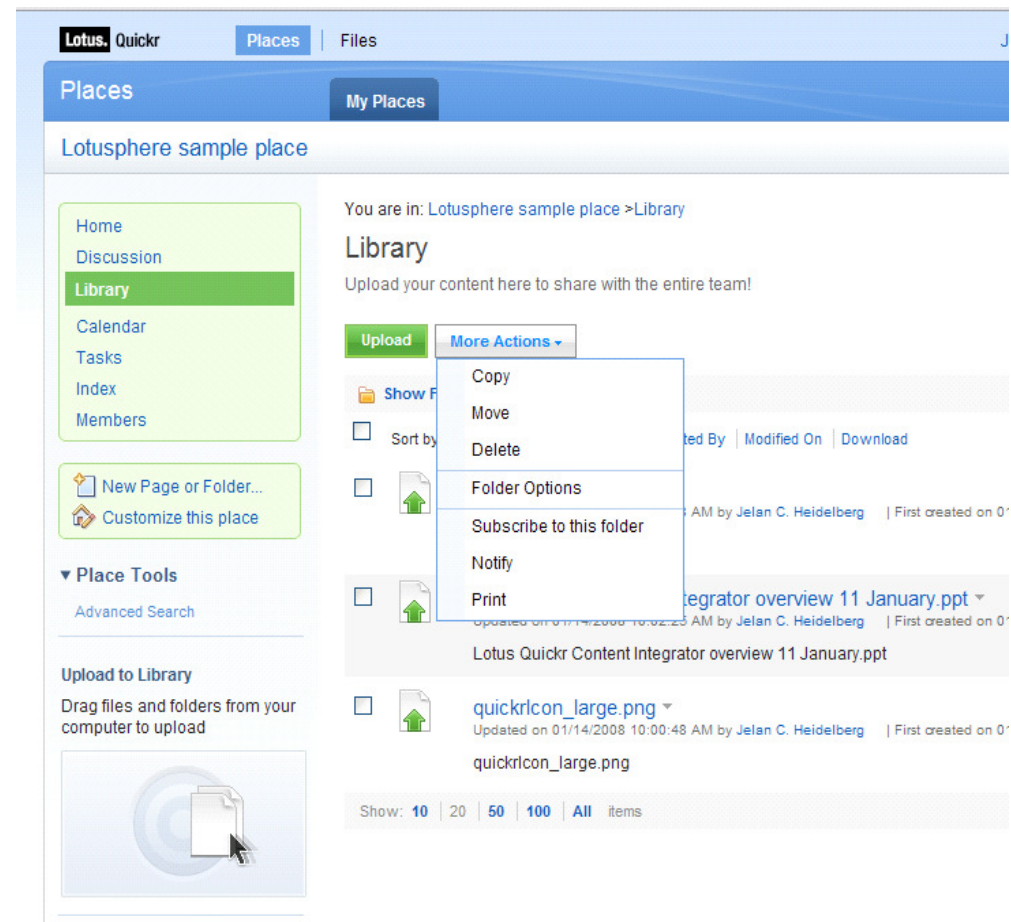
- For Small Business**: Do more, spend less. Enjoy the benefits of a voice, video and web conferencing solution for a price your business can afford with Lotus Sametime Unyte Share Plus, Lotus Sametime Unyte Meeting and Lotus Sametime Unyte Meeting Pro. Our conferencing solutions go beyond offering a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

At the bottom, there are three sections: "LOTUS SAMETIME UNYTE SHARE", "LOTUS SAMETIME UNYTE MEETING", and "RESELLERS".

The screenshot shows the Lotus Sametime Unyte web conferencing interface. The browser window title is "Sametime Unyte" and the address bar shows "www.sametime.com". The interface includes a toolbar with buttons for "Start", "Publish", "Polling", "Previous", "Next", "Pointer", "Highlighter", "Record", "Audiocast", and "Sign Out". On the right side, there is a "Participants" panel showing a list of participants: Kelly Hardart, Heather Reeds, Dan Misawa, Alle Singh, and Monifa Shani. The main content area displays the Lotus Sametime Unyte logo and a large yellow graphic.

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

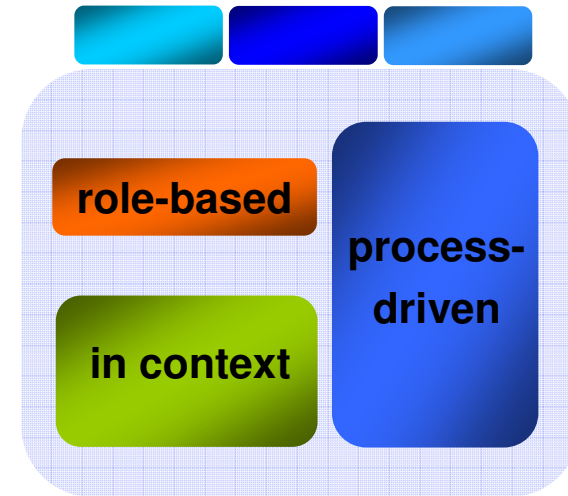
Lotus software

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

Services



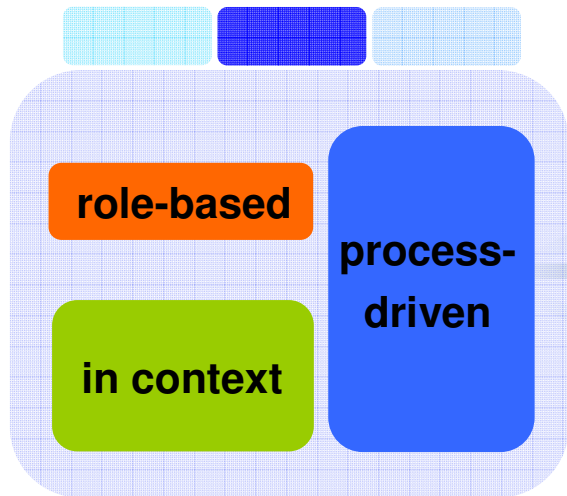
Natural, Intuitive, Adaptive User Experience



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

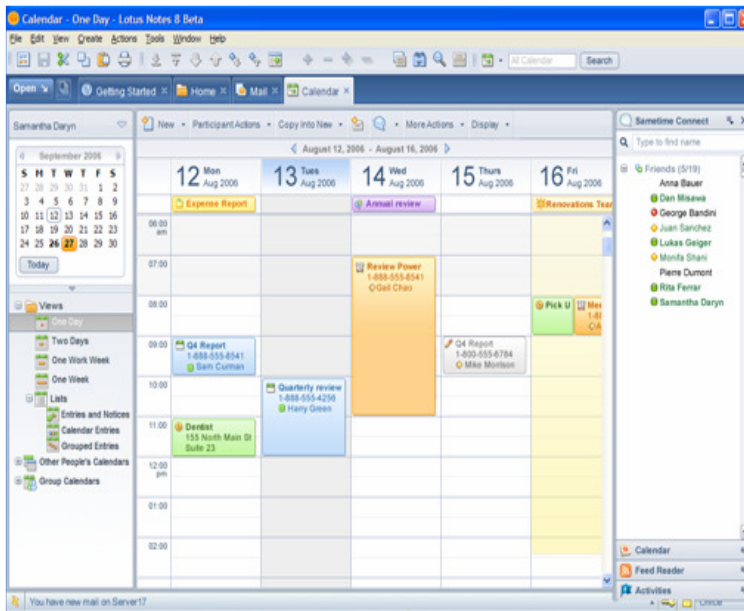


**Mobile
Clients**

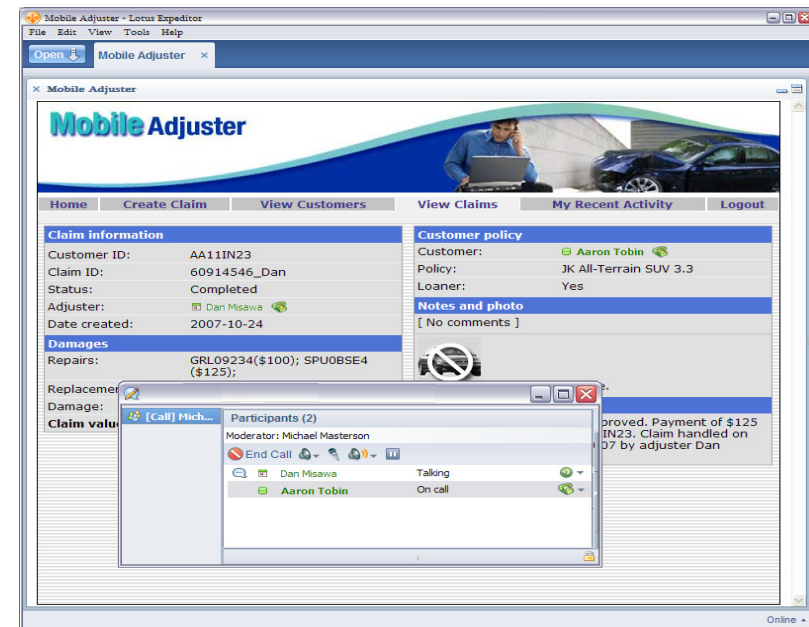


Lotus Expeditor: Client Middleware

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

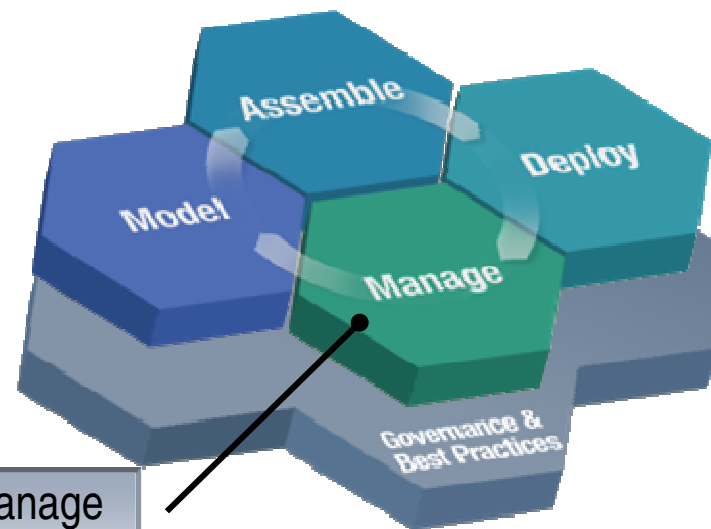
The image shows two screenshots. The top one is the IBM Lotus Symphony website homepage, featuring the slogan "Be Free. Work Smart." and icons for Documents, Presentations, and Spreadsheets. The bottom screenshot shows the Lotus Symphony spreadsheet application interface, displaying a financial projection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

Agenda

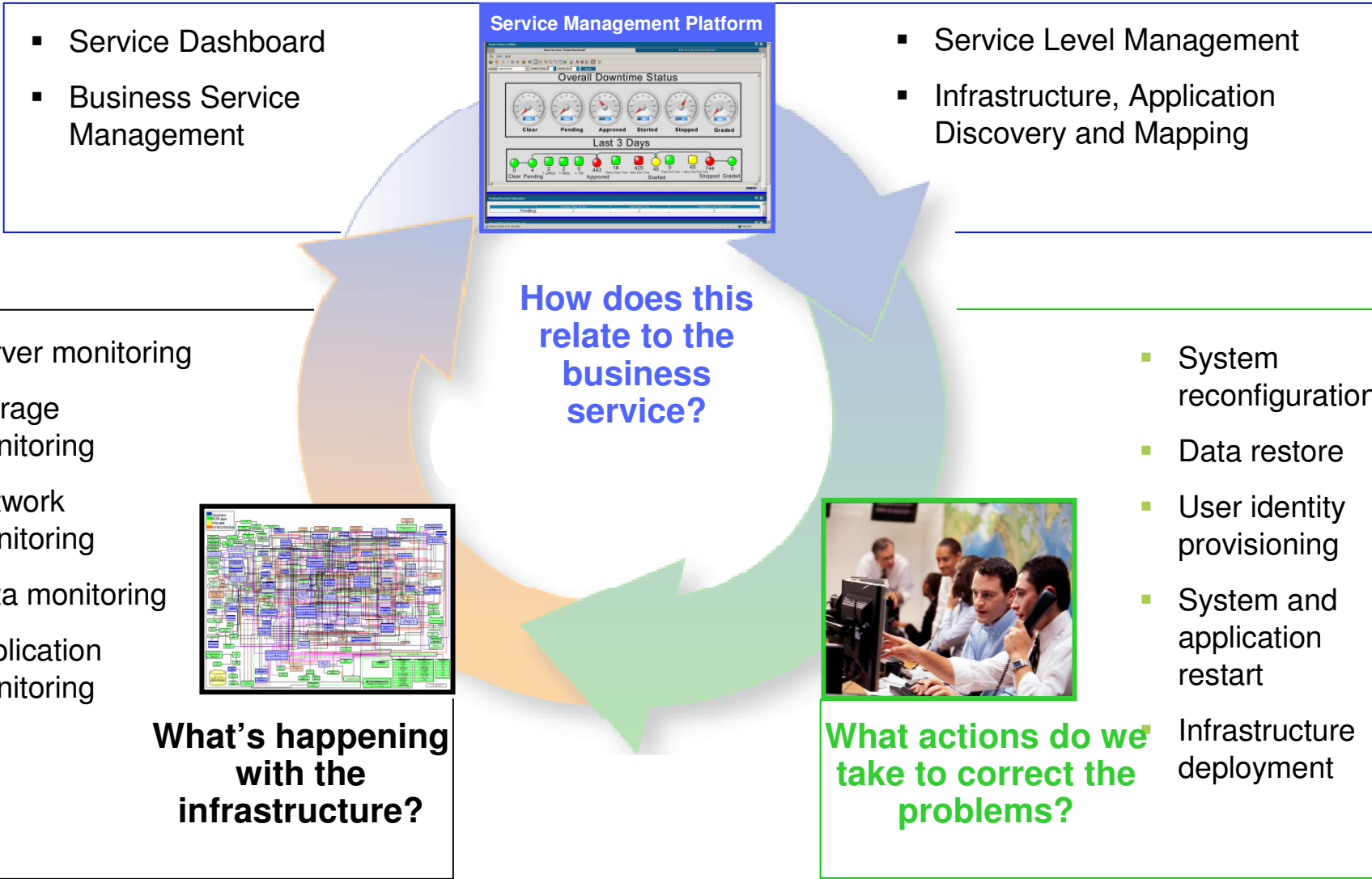
- **Business- & Performance Automation**
- **Storage**
- **Security**



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

Tivoli software

Tivoli Business Automation Approach

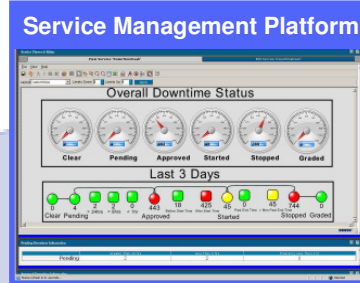


Tivoli Business Automation Solution Portfolio



Experience

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



How does this relate to the business service?



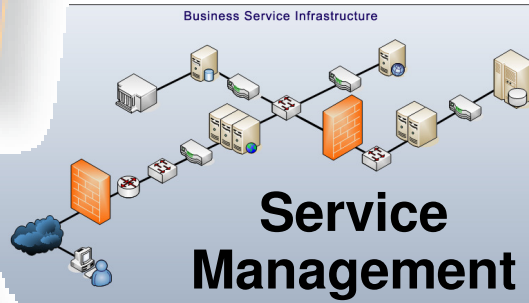
Dependencies

Relationship and Discovery Data – TADDM, CCMDB, MRO Asset, Inventory, Network Mgmt, BPEL, 3rd Party CMDB

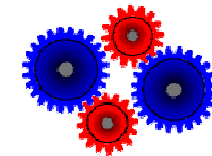


Infrastructure Events

Any Event or Fault from Any Source - ITM, Omnibus, ITCAM, OMEGAMON XE, NMS, EMS, Devices, 3rd Party



Service Management



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

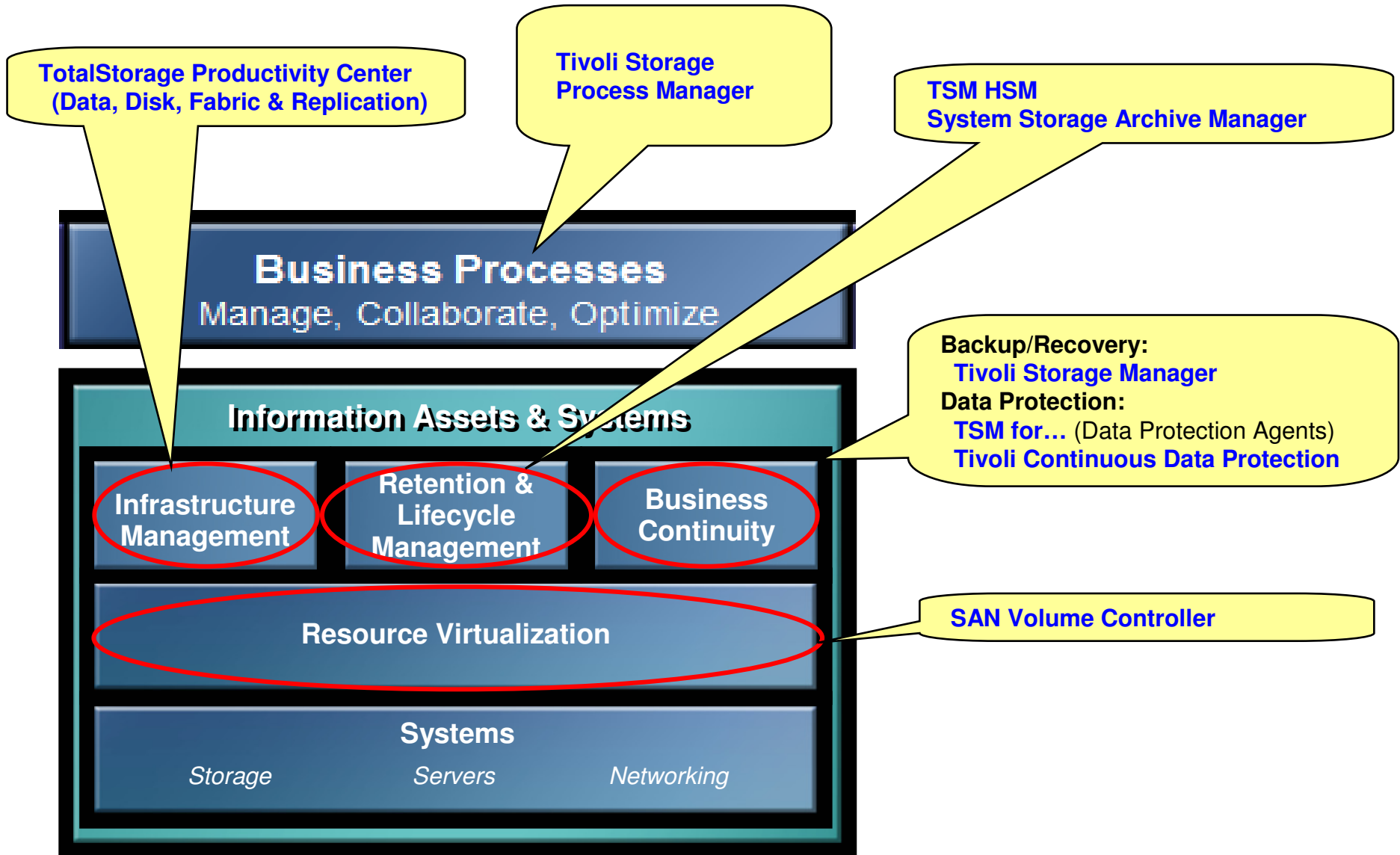


Views

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:

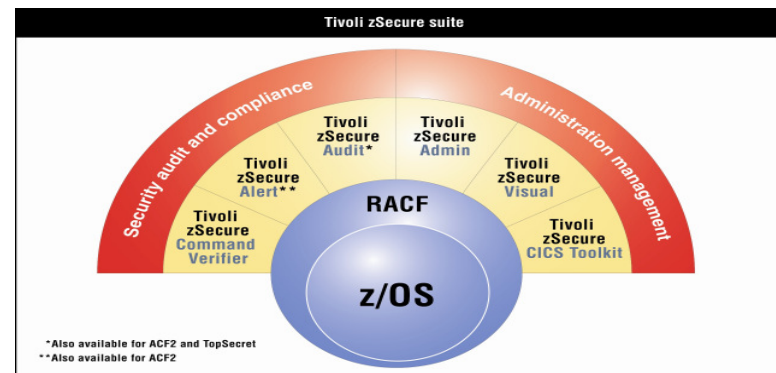
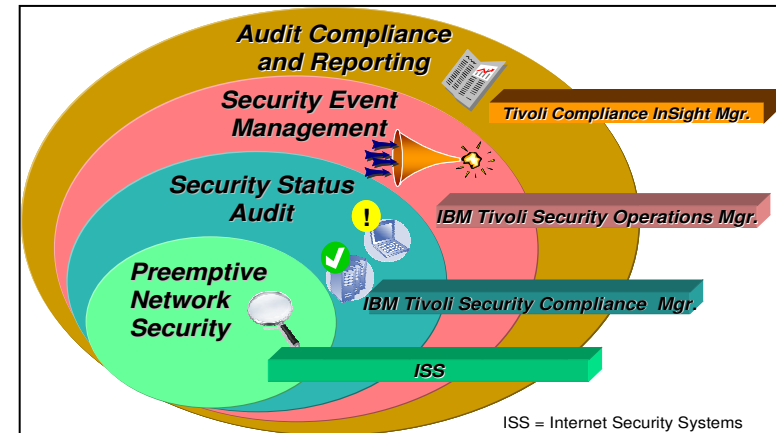
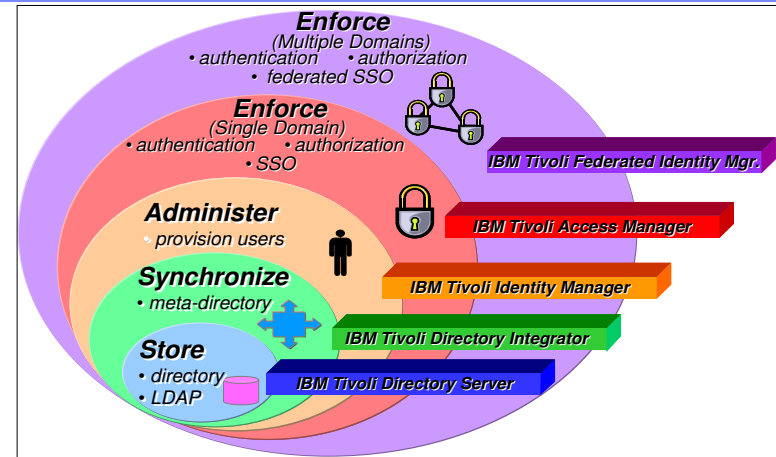
- Admin enhances user management
- Visual offers a Microsoft® Windows® GUI
- CICS Toolkit for simplified CICS security management

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

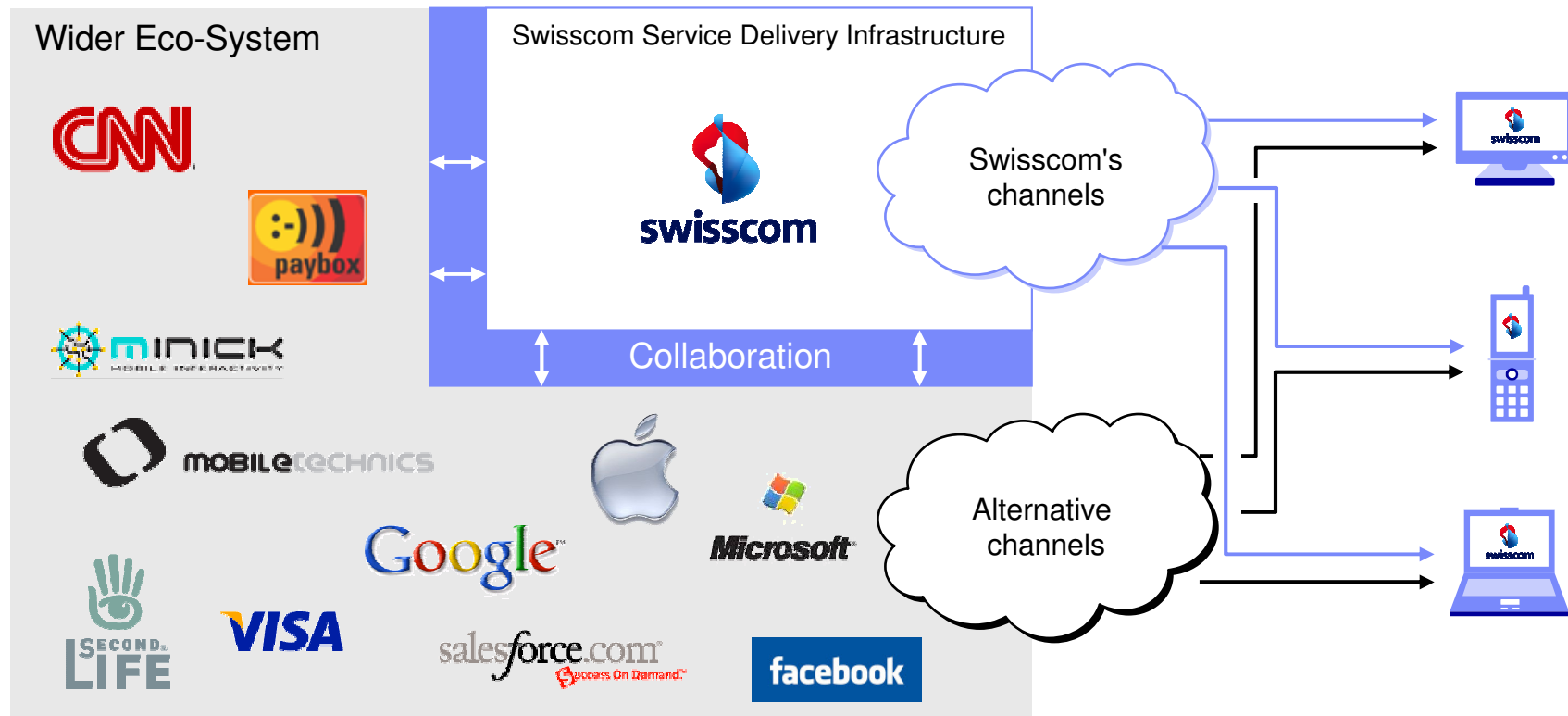


* Also available for ACF2 and TopSecret
 ** Also available for ACF2

Agenda

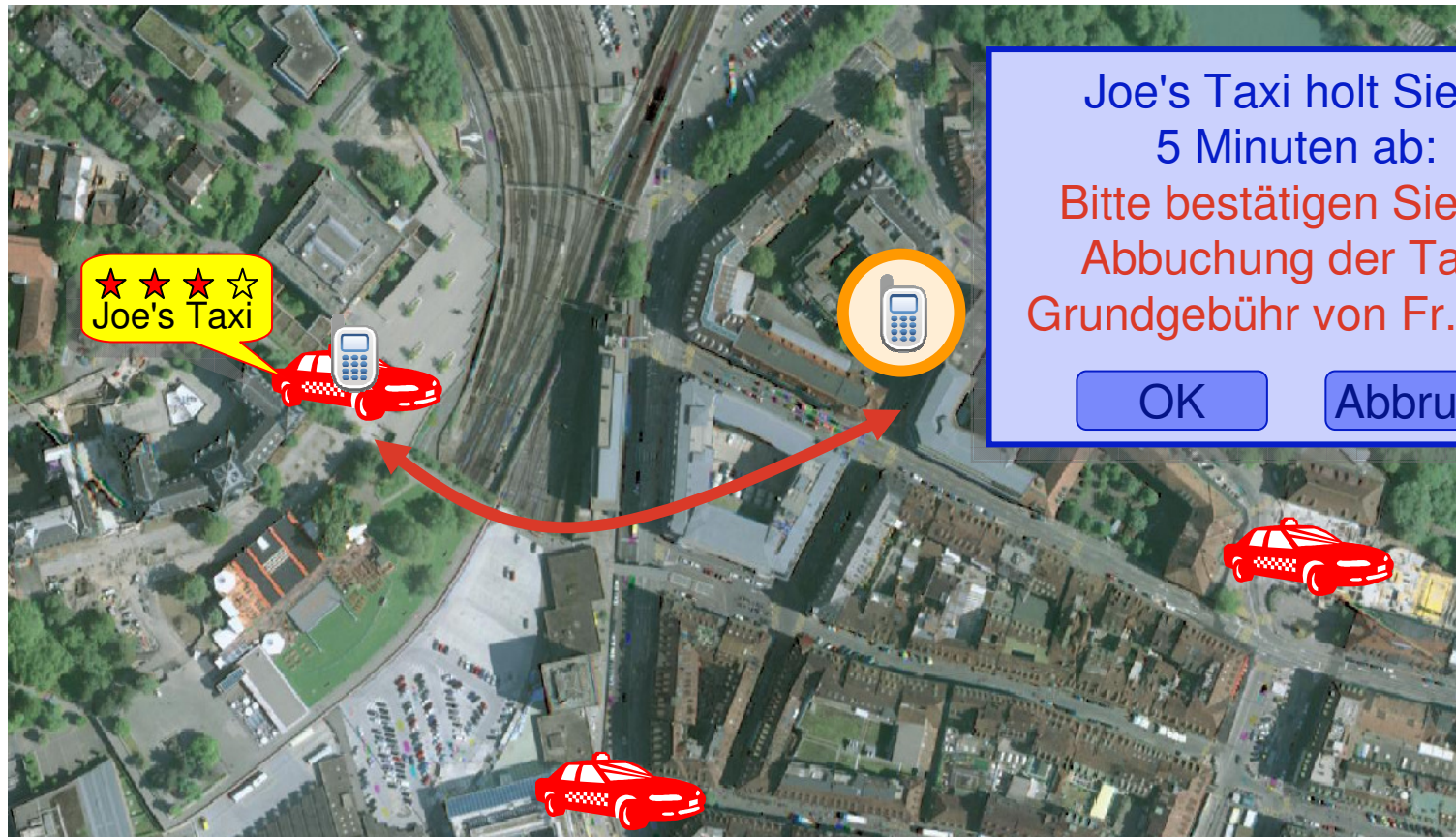
Zeit	Thema	Inhalt	Sprecher
10:00 - 10:15	Eintreffen / Kaffee		
10:15 - 10:25	Begrüssung	<ul style="list-style-type: none"> • IBM Kurzübersicht • Zusammenarbeit Swisscom und IBM SWG 	Andreas Herger, Leiter Grosskundengeschäft SWG Michael Rieder, Software Account Manager
10:25 - 11:15	IBM Software Portfolio	<p>Übersicht der fünf Software-Brands:</p> <ul style="list-style-type: none"> • Software & System Development • Integration & Application Infrastructure • Data & Content • IT Service Management • Collaboration & Access 	Daniel Ehrle, Software IT Architect
11:15 - 12:00	Neue Technologien	<p>Neue Technologien und Trends in der Telekommunikation:</p> <ul style="list-style-type: none"> • Web 2.0 Technologie • Mash-Up's 	Daniel Ehrle, Software IT Architect daniel.ehrle@ch.ibm.com / 079 403 11 92 Benjamin Schlup, Business Solution Consultant benjamin.schlup@ch.ibm.com / 079 414 02 41
12:00 - 12:30	Mittagessen	Gemeinsamer Stehlunch im Eventbereich	
12:30 - 12:55	InfoSphere	<p>Nutzung vorhandener Kundeninformationen zur Generierung von Neugeschäft:</p> <ul style="list-style-type: none"> • IBM Information Server • Cognos, die jüngste IBM SW Akquisition im Bereich Business Intelligence 	Reto Cavegn, Technical IT Specialist
12:55 - 13:20	Security	<p>End-to-End Security Lösungen von IBM:</p> <ul style="list-style-type: none"> • Governance and Compliancy • Identity Management • Intrusion Detection and Prevention • Application Security 	Dieter Bartl, Software Sales Specialist
13:20 - 13:45	Business Integration & Process Management	<p>Middleware Technologien:</p> <ul style="list-style-type: none"> • Process Management und ESB Lösungen • IBM ESB und Security Solution "in a Box" 	Bernd Geiger, Senior Software Sales Specialist
13:45 - 14:00	Closing	<ul style="list-style-type: none"> • Fragerunde 	Michael Rieder, Software Account Manager

Die Entwicklung von Internet, Breitband-Technologien und Mobilkommunikation bringt massgebende Veränderungen



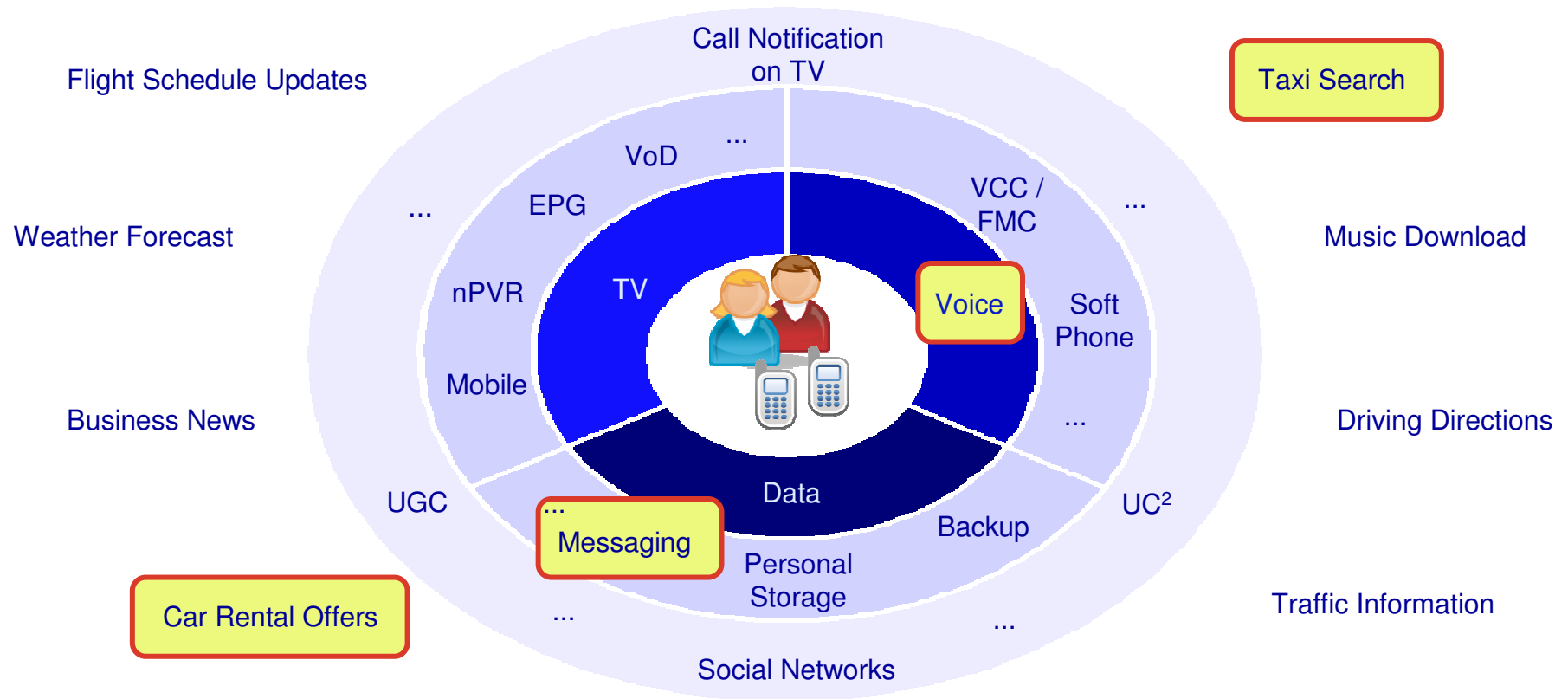
- Basisdienste sind 'gut genug', der Preis wird das massgebliche Kriterium
- Potenziell disruptive Dienste, wie zum Beispiel Instant Messaging, werden verstärkt genutzt
- Das Internet-Modell wird von der Mobilkommunikation übernommen
- Eine Anzahl neuer Spieler mit neuen/anderen Geschäftsmodellen werden sichtbar

Ein Blick in die Zukunft: IBM Business Finder - Taxi Szenario



- Viele Web 2.0 Anwendungen passen nicht direkt in das Geschäftsmodell eines Operators
- Operator-Beitrag: Lokalisierung, Sprachverbindung, sichere & anonyme Identitäten, Zahlung

Die Anzahl der Anwendungen wird sich vervielfachen: Kontext-sensitives Anbieten von Anwendungen hilft



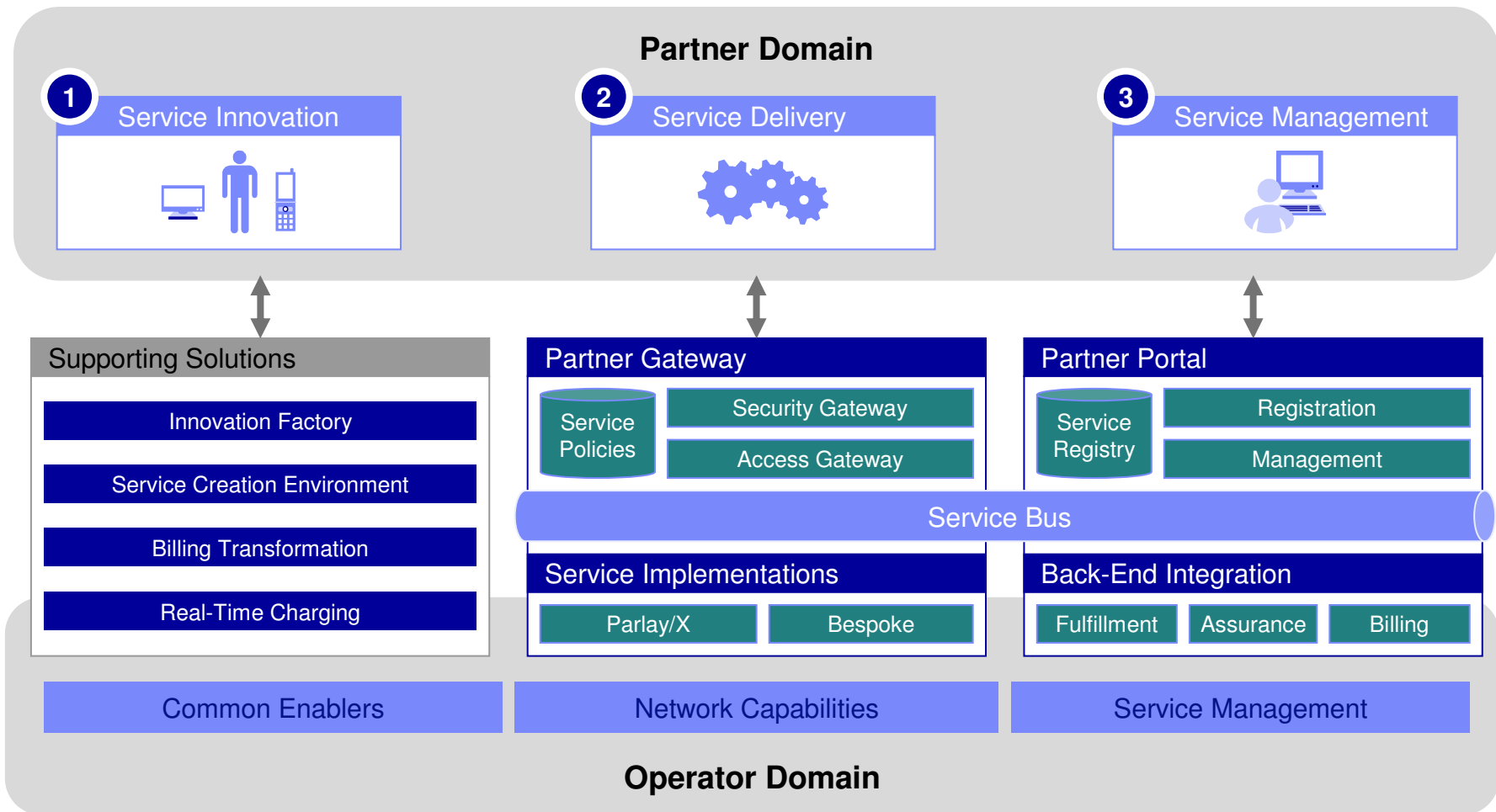
- Viele kleine Informationen können helfen, auf Kontext/Situation eines Nutzers zu schliessen
- Der Operator hat viele dieser Informationen verfügbar – und kann diese ohne Weitergabe sicher und im Interesse des Kunden nutzen

Der erste Schritt – Ermöglichen von Telecom/Web Mashup's: Ein einfacher Tracking/Dispatching Service



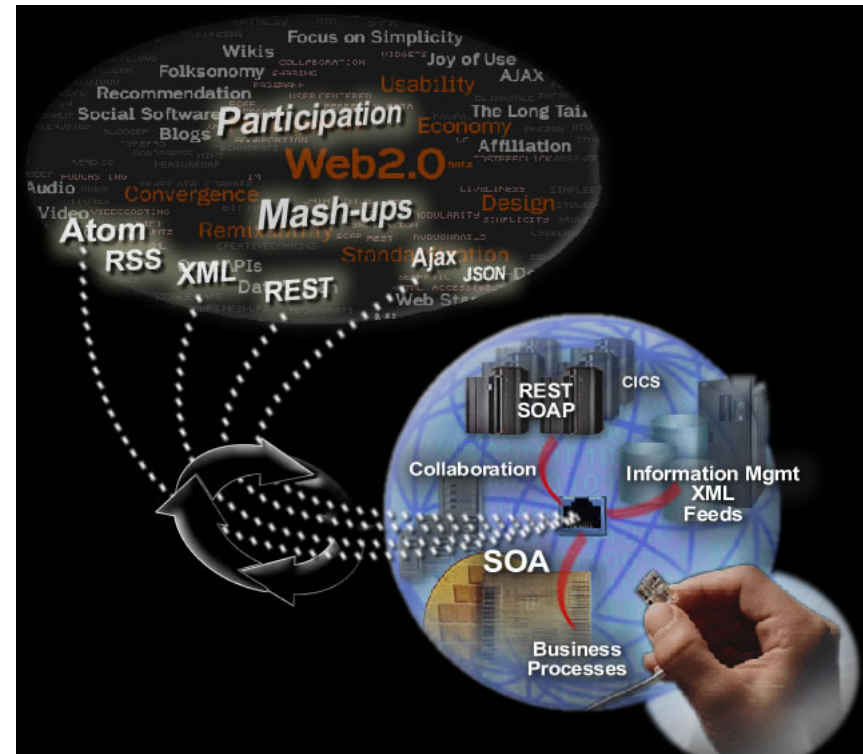
Wie wird man Mitspieler im Web 2.0 Game?

Als Einstieg über ein Partner-Gateway und ein Partner-Portal

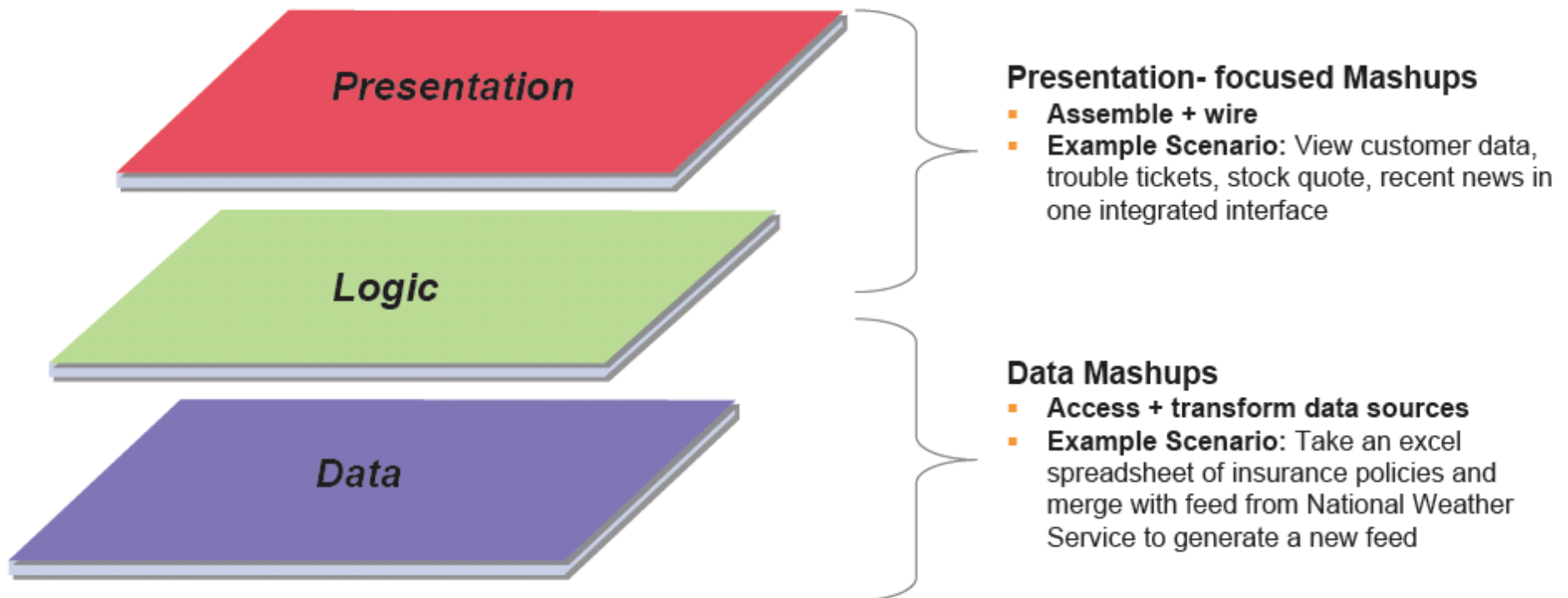


IBM liefert die notwendigen Technologien für Web 2.0

- Erstellung “Situations”-Anwendungen durch Mashup und Widget Technologie
- Runtime Umgebung, z.B. WebSphere Telecom Web Services Server (TWSS)
- Sicherheit und Integration durch WebSphere DataPower als Web 2.0 Gateway



Der Term Mashup adressiert beides => Präsentations- und Daten Mashup's



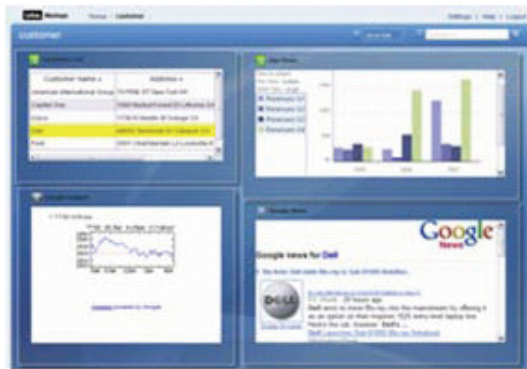
Wie verwenden Kunden Mashup's ?

Use Case	Self-service Aggregation of Information	Enabling customer-centric applications	“Quick and Dirty” app development	Web 2.0. enable legacy systems	Effortless syndication of content
Goals	LOB creation of situational applications that support: <ul style="list-style-type: none"> - Quick analysis - Better decision making - Improved collaboration - Increased visibility into business information 	<ul style="list-style-type: none"> - Support customer assembly of personalized applications for specific functions - Improve customer satisfaction + loyalty - Add “Web 2.0.” features, appealing to younger demographic 	<ul style="list-style-type: none"> - Good enough applications - Rapid app development - Speed over governance - Quick iterations 	<ul style="list-style-type: none"> - Unlock personal, enterprise data - Create mashable + consumable feeds - Unlock information without forcing upgrades or duplication of data 	<ul style="list-style-type: none"> - Unlock & wrap data as feeds + widgets - Embed and mash into customer sites - Reduce integration costs - Support new revenue models
Examples	<ul style="list-style-type: none"> - Risk assessment - Emergency response - Market research - Competitive analysis - Customer intelligence - Reporting 	<ul style="list-style-type: none"> - Custom online banking experience - Custom real estate app - Custom travel site 	<ul style="list-style-type: none"> - Prototypes - Demos - Project and task-specific apps for small teams (typically built by LOB IT) 	<ul style="list-style-type: none"> - Exposing LOB siloed systems, including spreadsheets and access databases, as consumable feeds 	<ul style="list-style-type: none"> - Providers of rich information services: weather, financial, company, etc.
Alternative solutions	<ul style="list-style-type: none"> - Manual assembly - Spreadsheets 	<ul style="list-style-type: none"> - Develop custom web 2.0. assembly framework - Portals (can be used in conjunction with mashup assembly tools) 	Apps built from scratch (not very agile): <ul style="list-style-type: none"> - VB - .Net - HTML - Photoshop 	<ul style="list-style-type: none"> - Custom development - Disruptive upgrades or replacements 	<ul style="list-style-type: none"> - Google gadgets - Manual approaches

IBM Mashup-Center Komponenten

Lotus Mashups

Quickly and easily assemble mashups on-the-glass. Create dynamic widgets.



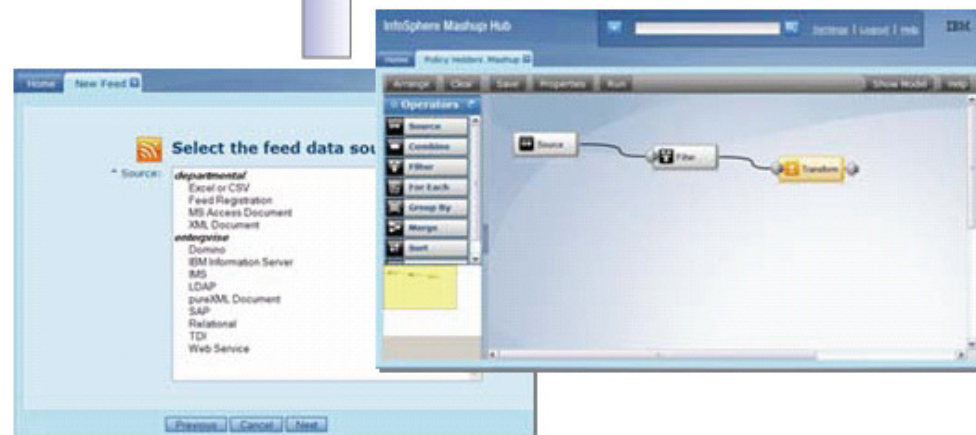
Catalog

Sharing & discovery of mashable assets.

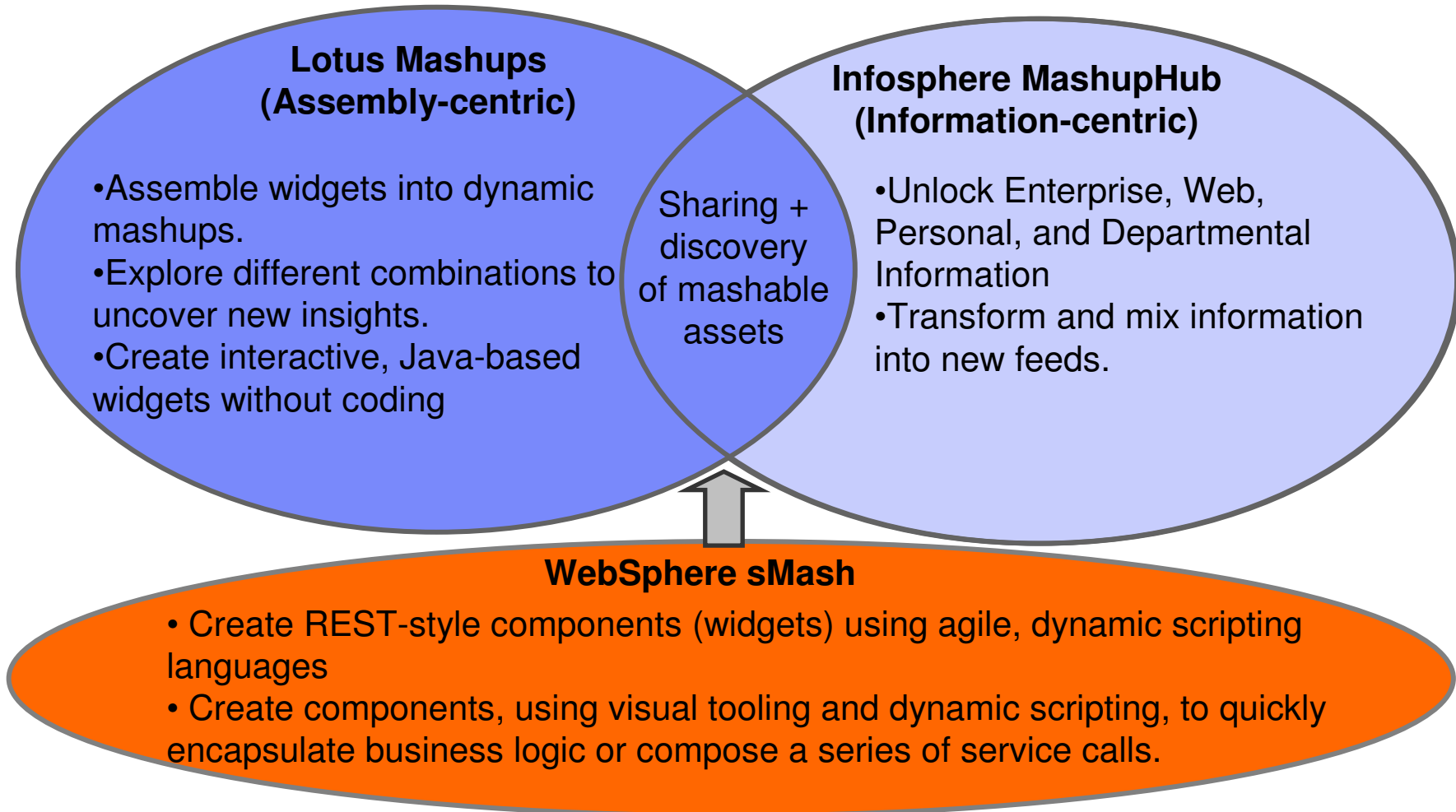


InfoSphere MashupHub

Unlock and share web, departmental, personal and enterprise information for use in REST-style Web2.0 applications. MashupHub includes visual tools for transforming and re-mixing REST-style feeds.



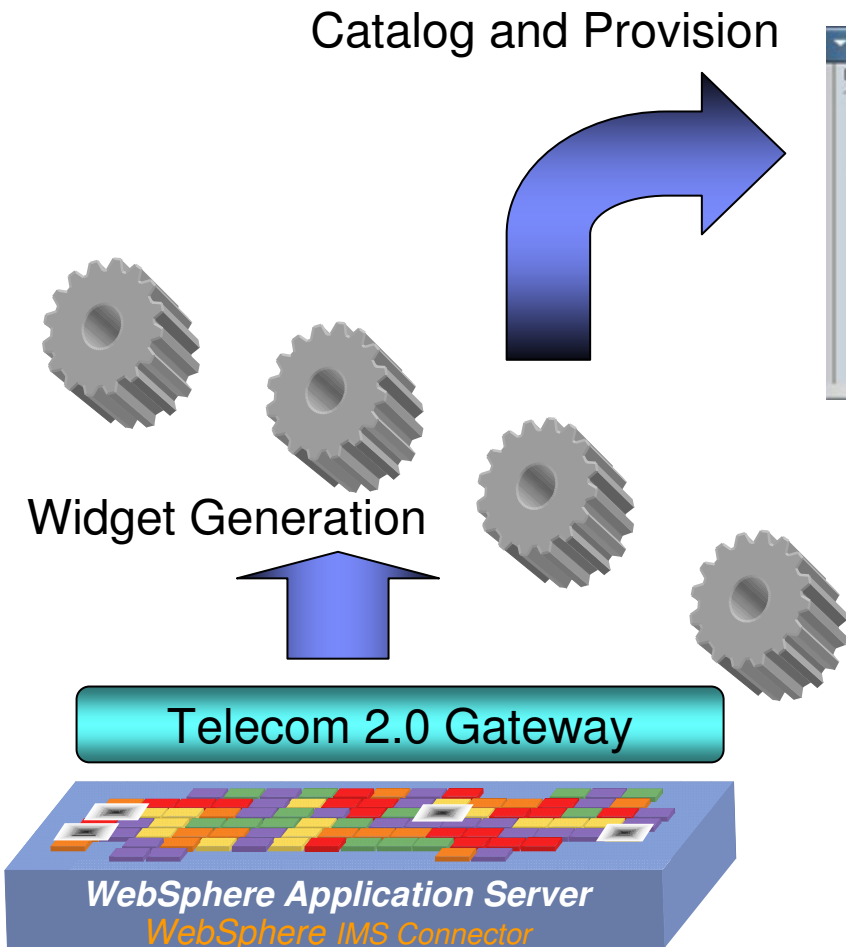
IBM Mashup-Center



• Completed Widgets, including dynamically scripted together services can also be used in standalone web applications, portals, or rich client applications

IBM Software ermöglicht das Erstellen eines Portfolios von Mashable Widgets für Kern Telecom Services & Daten

Starter Set of Mashable Services



- Presence
- Location
- Group Management
- SMS & Messaging
- Call Handling
- Multimedia Conferencing
- Play Audio
- Click-to-Call & Call Automation
- Account Mgmt

Create a palette mashable widgets that make the service provider's core services consumable in a mashup environment

Catalog and Provision these widgets for consumption by Mashup Assemblers - users

Die Brücke zwischen Web 2.0 und einer SOA oder Legacy Enterprise Umgebung - Extending SOA simply and securely

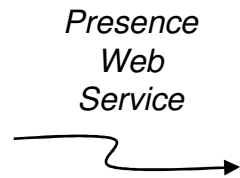


- JavaScript filtering (prevents JavaScript injection)
- Native REST/JSON support
- Secure proxy (Ajax cross-domain proxy with SSL & authentication)
- Native monitoring, routing, logging & filtering
- Web 2.0 feed aggregation (e.g. ATOM/RSS) and centralized control
- Secure mash-up (prevent malicious injection/reads)
- Quickly bridge between Web 2.0 and enterprise SOA – JSON/SOAP/REST

Beispiel: Composite Web Service Enterprise Application

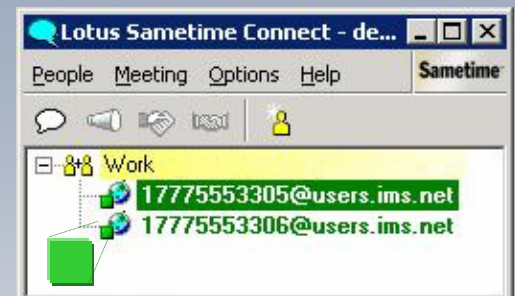
Sametime integration with Subscriber Mobile Presence

Mobile Service Provider

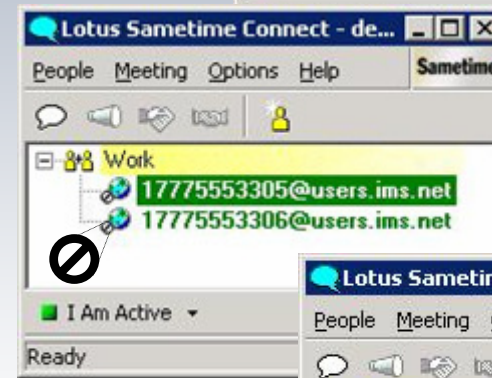


Enterprise IM Application

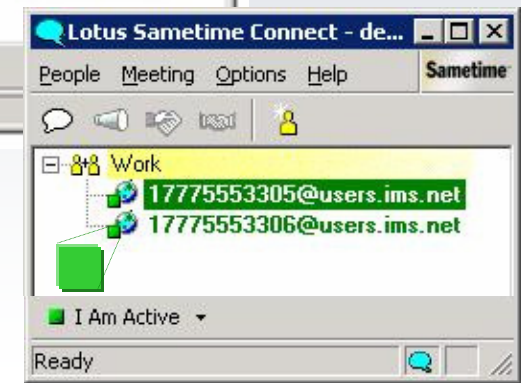
Available:



On the phone and not available:



Available again:



Steve's status is automatically updated in his colleagues' Sametime windows when he answers a call and then again when he hangs up



Sprint Composite Service using Location and Messaging

Sprint Together with NEXTEL

Sprint.com | Personal | Business | About Us

Sprint Family Locator

Locate loved ones from your phone or the web

[View Demo >](#)

About Sprint Family Locator

Sprint Family Locator gives you and your family peace of mind in the palm of your hand.

Locate Your Children immediately, from either a registered "locator" mobile phone or from the web.

Safety Checks let you know that your children have arrived at home or school on time.

For Only \$9.99 a Month have quick, easy, and secure access to the location of up to 4 Sprint Nextel phones.

New to Sprint Family Locator?

- [Sign Up Now](#)
- [Tell Me More](#)
- [Supported Phones](#)
- [Plan Requirements](#)

Already Signed Up? Sign In.

Mobile Phone Number
() - -

Password

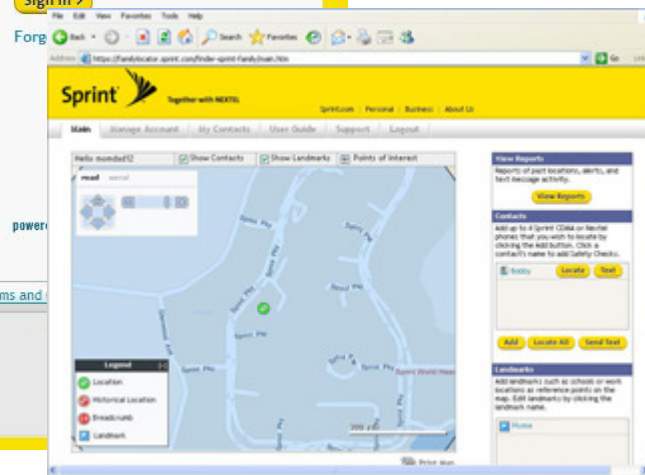
[Sign In >](#)

Target Market: Mobile Families

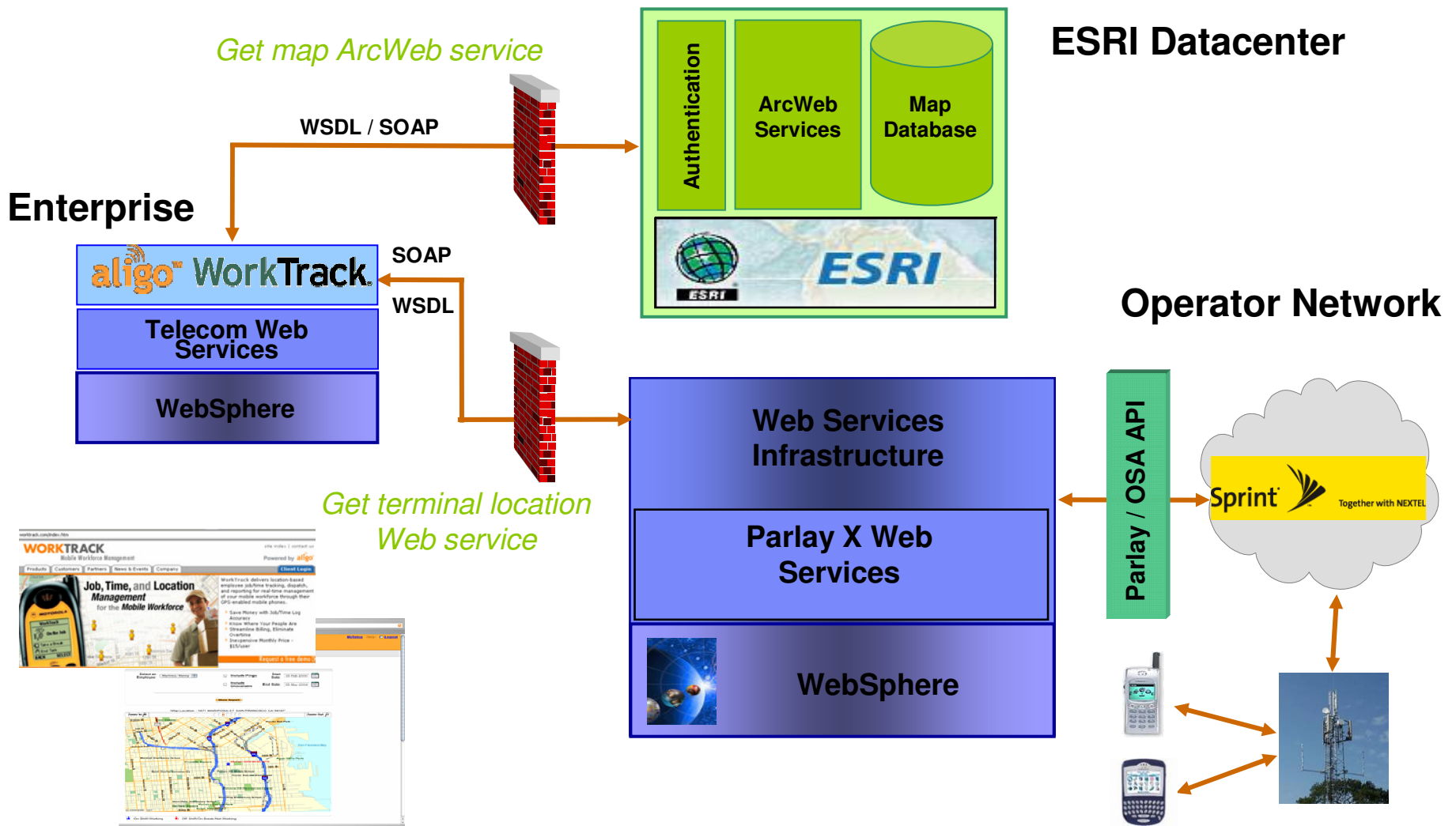
Application: Allows parents to track children, institute "safety checks", message and call "child" devices

Delivery Model: Sprint-branded ASP delivered solution

Price: \$10/parent device/month, up to 4 tracked devices



Customer Example: Sprint Exposes Network Capabilities as Telecom Web Services, Enabling Composite Services



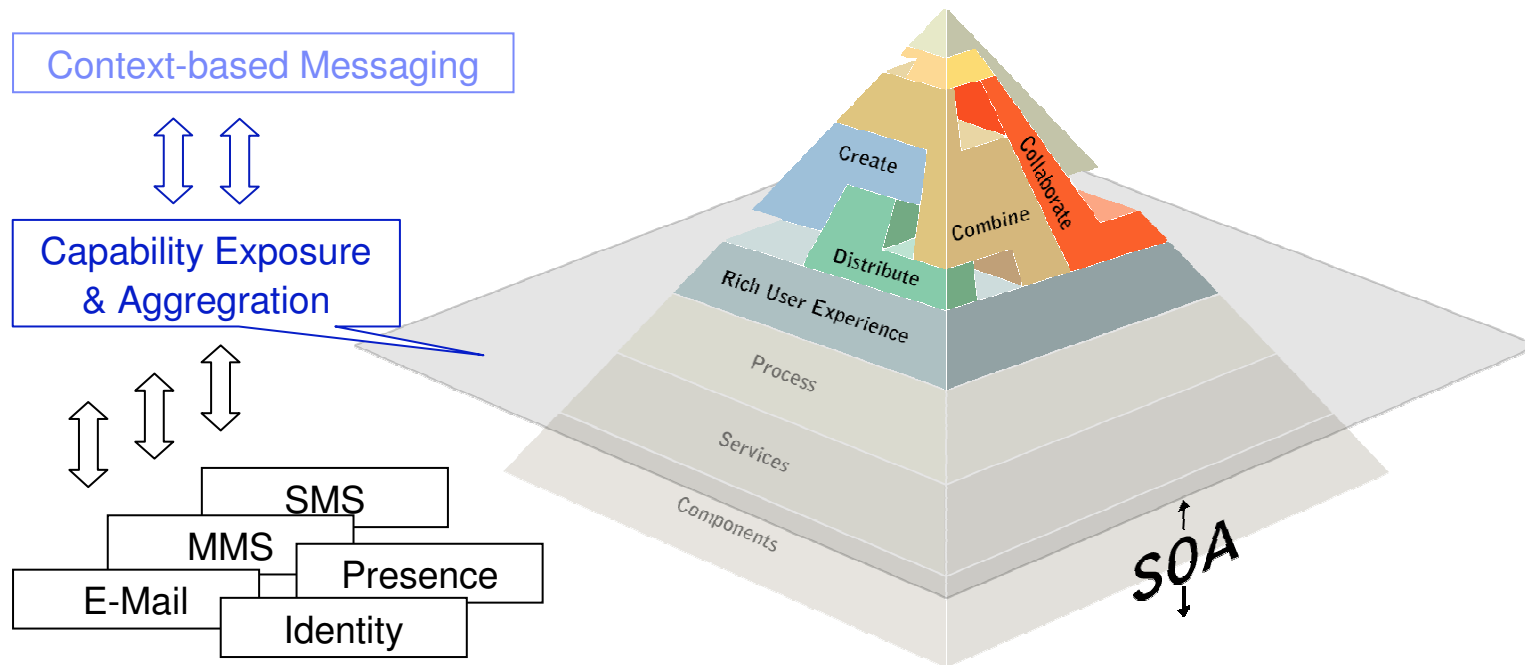
Benefits to Operators

- New revenue opportunities and business models leveraging existing telecom resources/services
 - e.g. premium-level Web 2.0 platforms (community + multimedia portals) mash ups
- Flexibility to evolve network technologies without impacting 3rd party applications
- Protection of underlying network resources/services from unauthorized access and overload
- Reduction in the time to market and costs of new products and services
- Leverage innovative 3rd parties to create 'snazzy'/compelling services thereby increasing take up (adoption) of services

Benefits to 3rd Party Application/Service Providers

- New Revenue opportunities through the ability to create consumer and enterprise applications with access to telecom network capabilities and services
 - e.g. offer premium services in the Web 2.0 space
- Reduces cost and time to market for deployment of new services
- Simplified development of applications incorporating telecom capabilities
- Isolation/abstraction from Telecom network/protocol complexity

Web 2.0 approaches equip all players with similar means; differentiating value roots in the operator's specific assets & capabilities



- Web 2.0 provides light-weight, highly adaptive user interfaces
- A SOA oriented service delivery back-end maximizes leverage

Agenda

Zeit	Thema	Inhalt	Sprecher
10:00 - 10:15	Eintreffen / Kaffee		
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10:00 - 10:15	Eintreffen / Kaffee		
10:15 - 10:25	Begrüssung	<ul style="list-style-type: none"> • IBM Kurzübersicht • Zusammenarbeit Swisscom und IBM SWG 	Andreas Herger, Leiter Grosskundengeschäft SWG Michael Rieder, Software Account Manager
10:25 - 11:15	IBM Software Portfolio	<p>Übersicht der fünf Software-Brands:</p> <ul style="list-style-type: none"> • Software & System Development • Integration & Application Infrastructure • Data & Content • IT Service Management • Collaboration & Access 	Daniel Ehrle, Software IT Architect
11:15 - 12:00	Neue Technologien	<p>Neue Technologien und Trends in der Telekommunikation:</p> <ul style="list-style-type: none"> • Web 2.0 Technologie • Mash-Up's 	Daniel Ehrle, Software IT Architect Benjamin Schlup, Business Solution Consultant
12:00 - 12:30	Mittagessen	Gemeinsamer Stehlunch im Eventbereich	
12:30 - 12:55	InfoSphere	<p>Nutzung vorhandener Kundeninformationen zur Generierung von Neugeschäft:</p> <ul style="list-style-type: none"> • IBM Information Server • Cognos, die jüngste IBM SW Akquisition im Bereich Business Intelligence 	Reto Cavegn, Technical IT Specialist reto.cavegn@ch.ibm.com / 079 201 56 50
12:55 - 13:20	Security	<p>End-to-End Security Lösungen von IBM:</p> <ul style="list-style-type: none"> • Governance and Compliancy • Identity Management • Intrusion Detection and Prevention • Application Security 	Dieter Bartl, Software Sales Specialist
13:20 - 13:45	Business Integration & Process Management	<p>Middleware Technologien:</p> <ul style="list-style-type: none"> • Process Management und ESB Lösungen • IBM ESB und Security Solution "in a Box" 	Bernd Geiger, Senior Software Sales Specialist
13:45 - 14:00	Closing	<ul style="list-style-type: none"> • Fragerunde 	Michael Rieder, Software Account Manager

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

Agenda

- 1. Heutige Herausforderungen der Swisscom**
2. Datenintegration mit InfoSphere Information Server
3. 360 Grad Sicht der Kundendaten mit Cognos 8
4. Zusammenfassung

Business impact of bad data

Reduce customer satisfaction, decrease revenue, hinder relationships

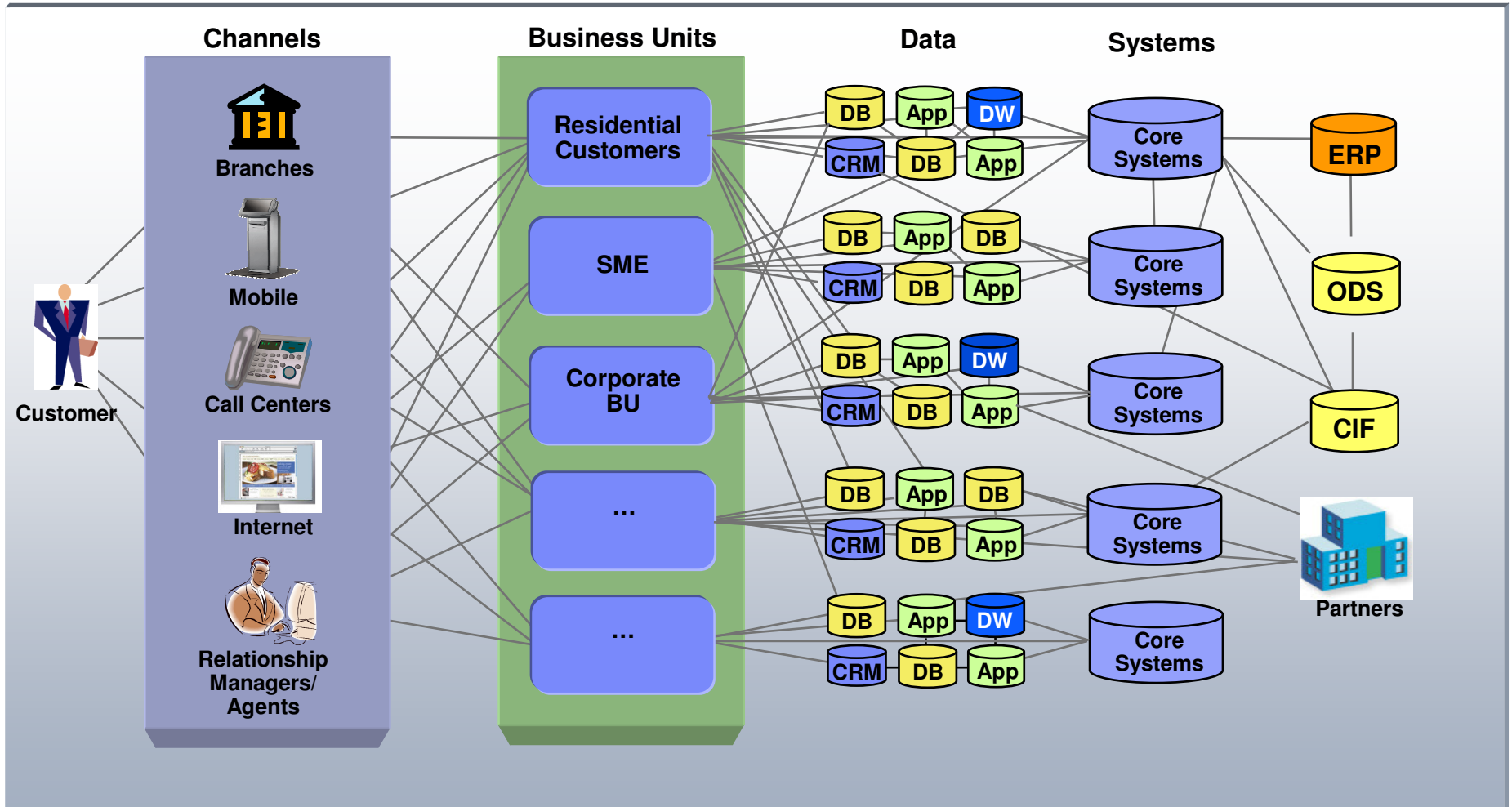
Companies quantify impact of bad customer data:

- 66% indicate profitability of company as a whole was negatively affected by poor information quality
- 75% indicate bad customer data quality is harming customer service, quality and loyalty
- 52% identified integration of diverse systems as a major source of inaccurate information
- **Industry Drivers:** Privacy Management, Basel II, “Do not Call” compliance, Patriot Act, Sarbanes Oxley, HIPAA



“77% of 144 CIOs surveyed identified single view of customer as the single most important benefit to the company”

Challenges of today's Landscape



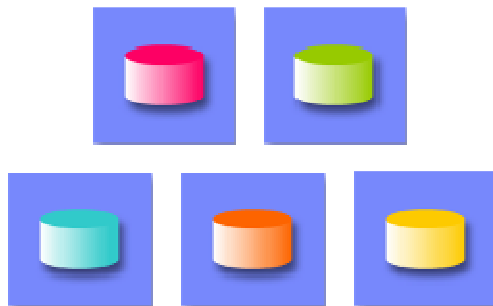
- Inconsistent View of Customer
- Information Locked in Repositories
- No Single Version of the Truth
- Silos of Information
- Inconsistent Data
- Poor Channel Communication

Agenda

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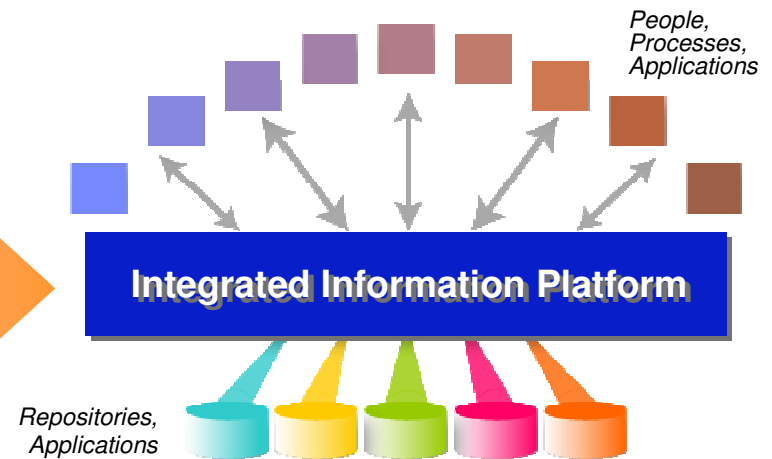
Information architecture is evolving

Disconnected Silos of Information



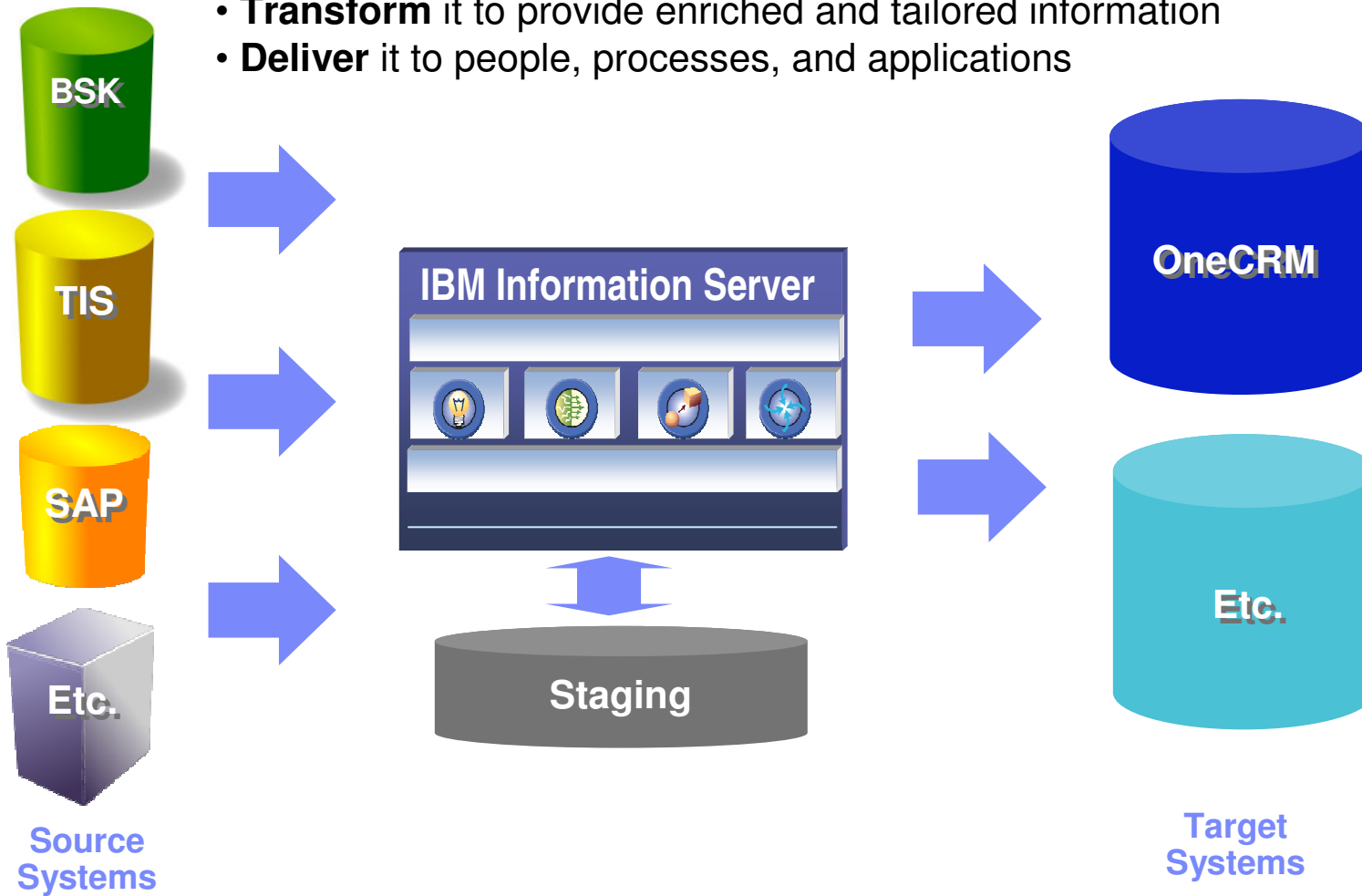
**Rich Standards,
Flexible Architecture**

Dynamically Deliver Master Information



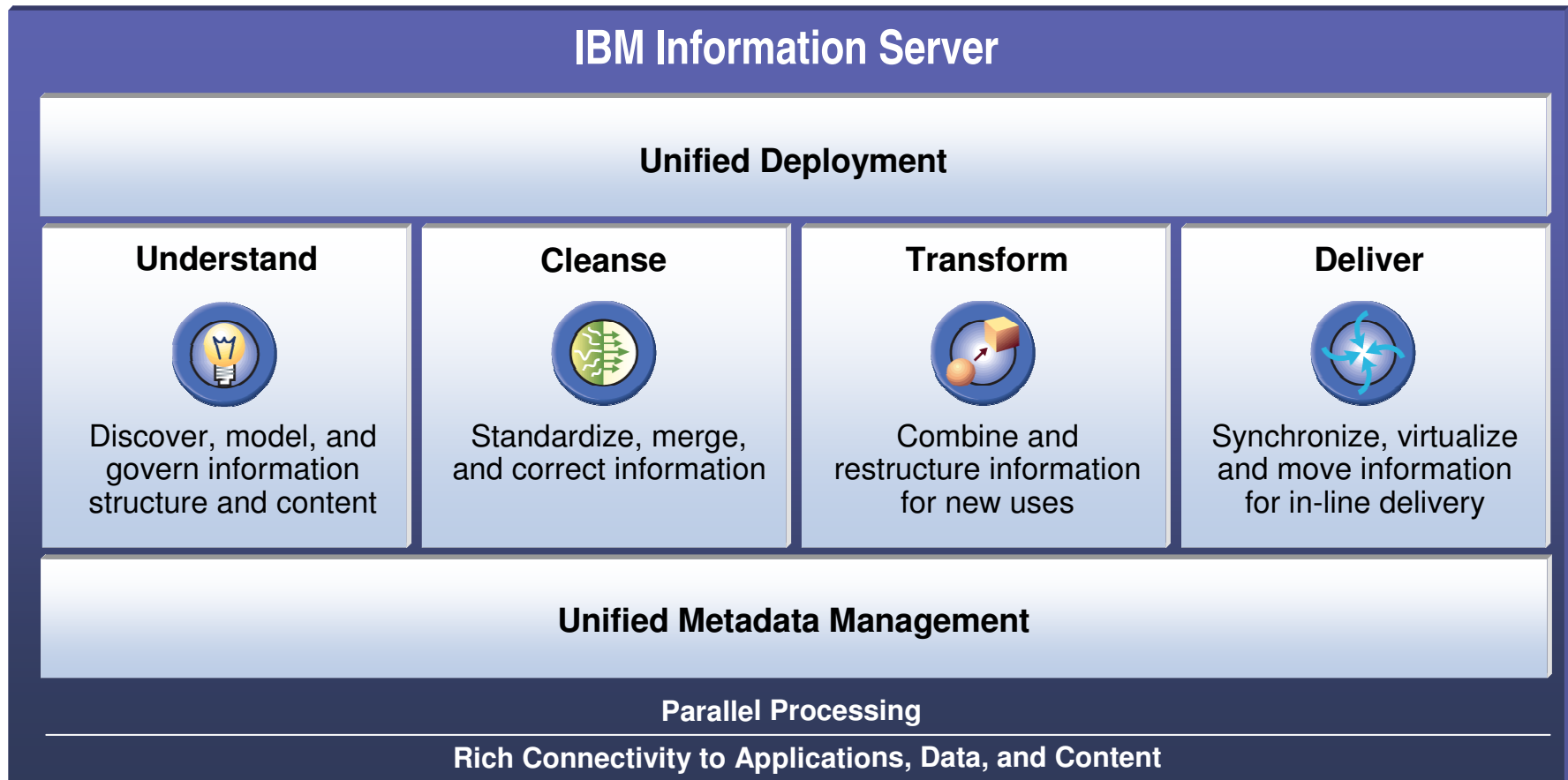
Dataintegration OneCRM with IBM Information Server

- **Understand** the business, analyzing its usage, quality, and relationships
- **Cleanse** data to assure its quality and consistency
- **Transform** it to provide enriched and tailored information
- **Deliver** it to people, processes, and applications



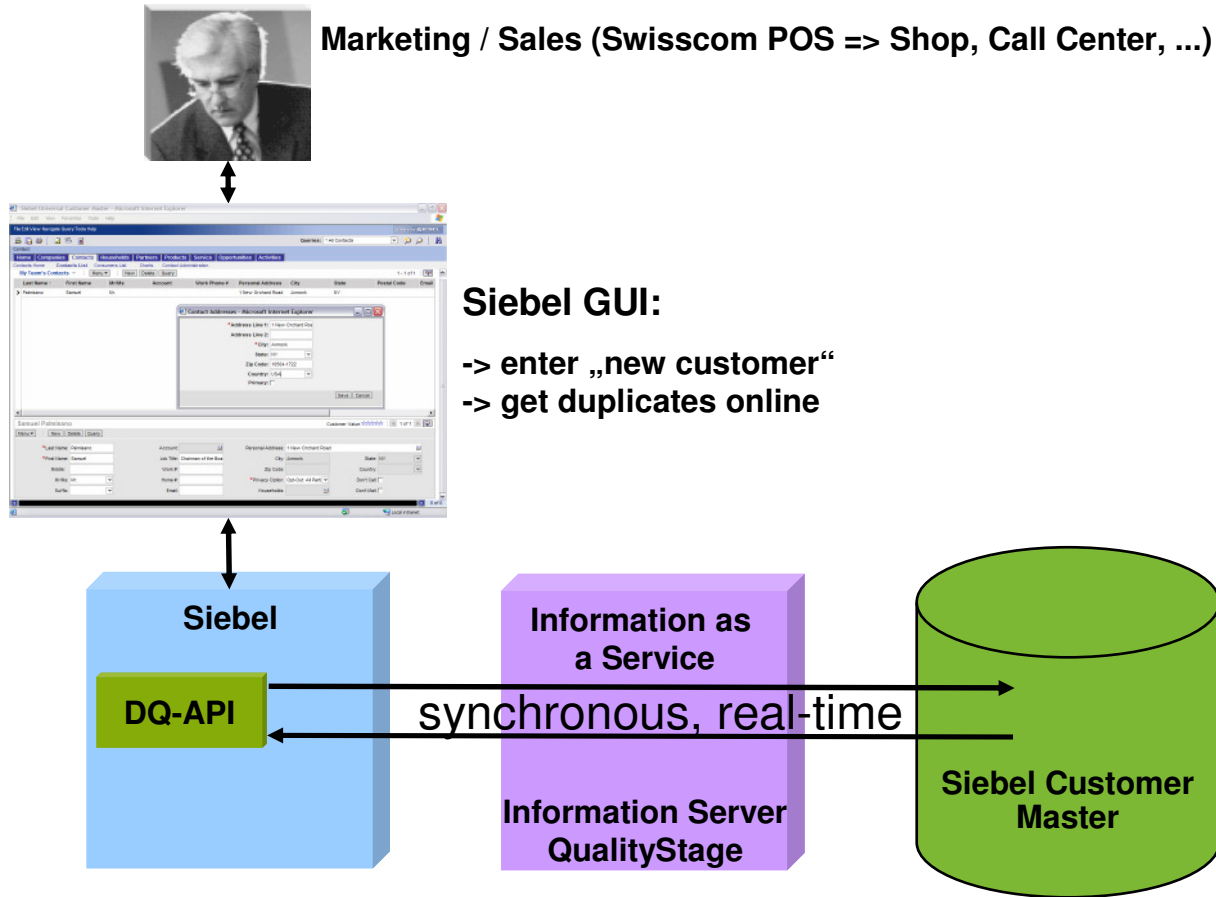
IBM Information Server

Delivering information you can trust

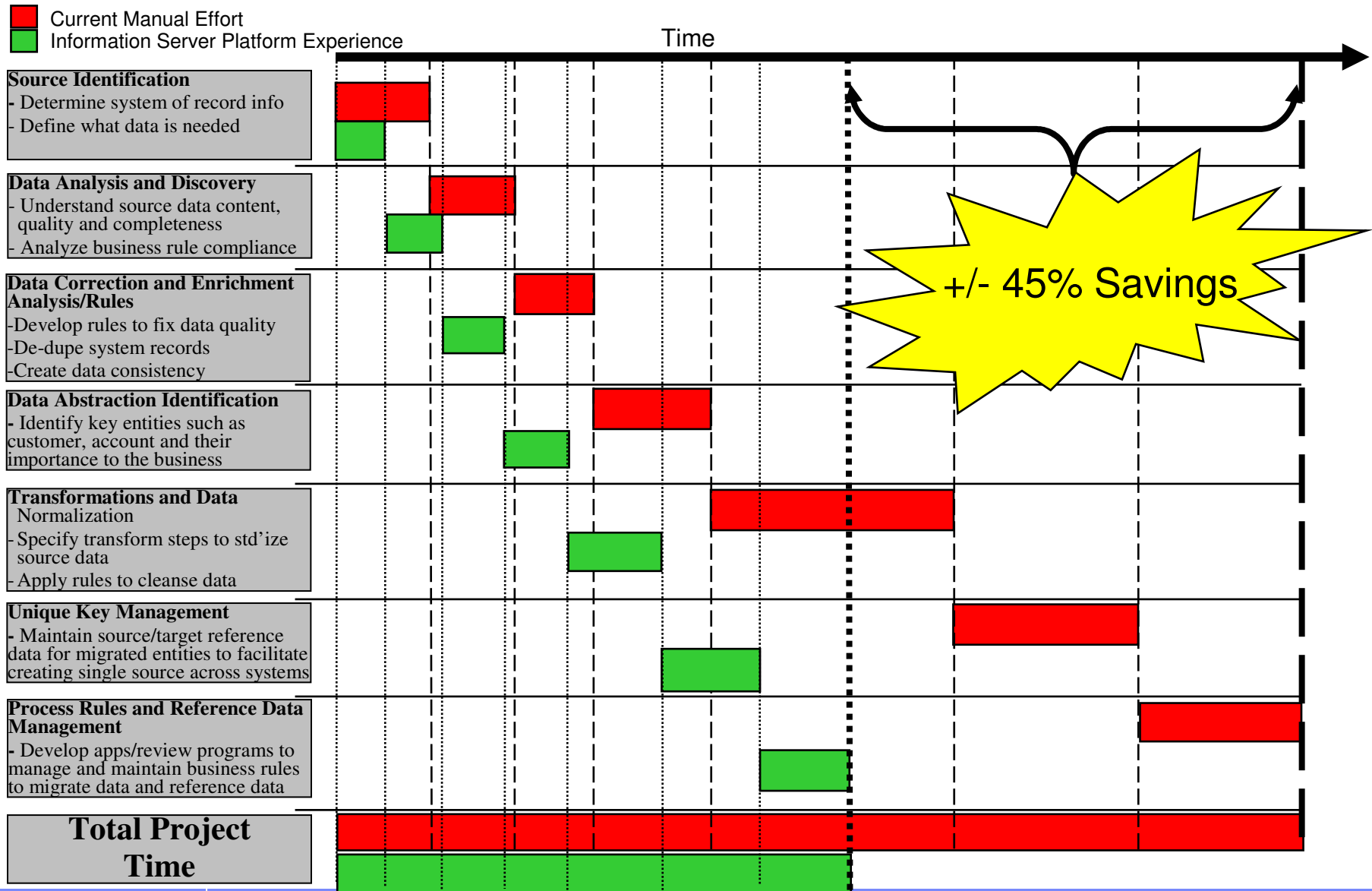


Real-Time Quality for OneCRM with IBM Solution

- Works the same for Siebel as with SAP



Conventional vs. IBM Solution Comparison

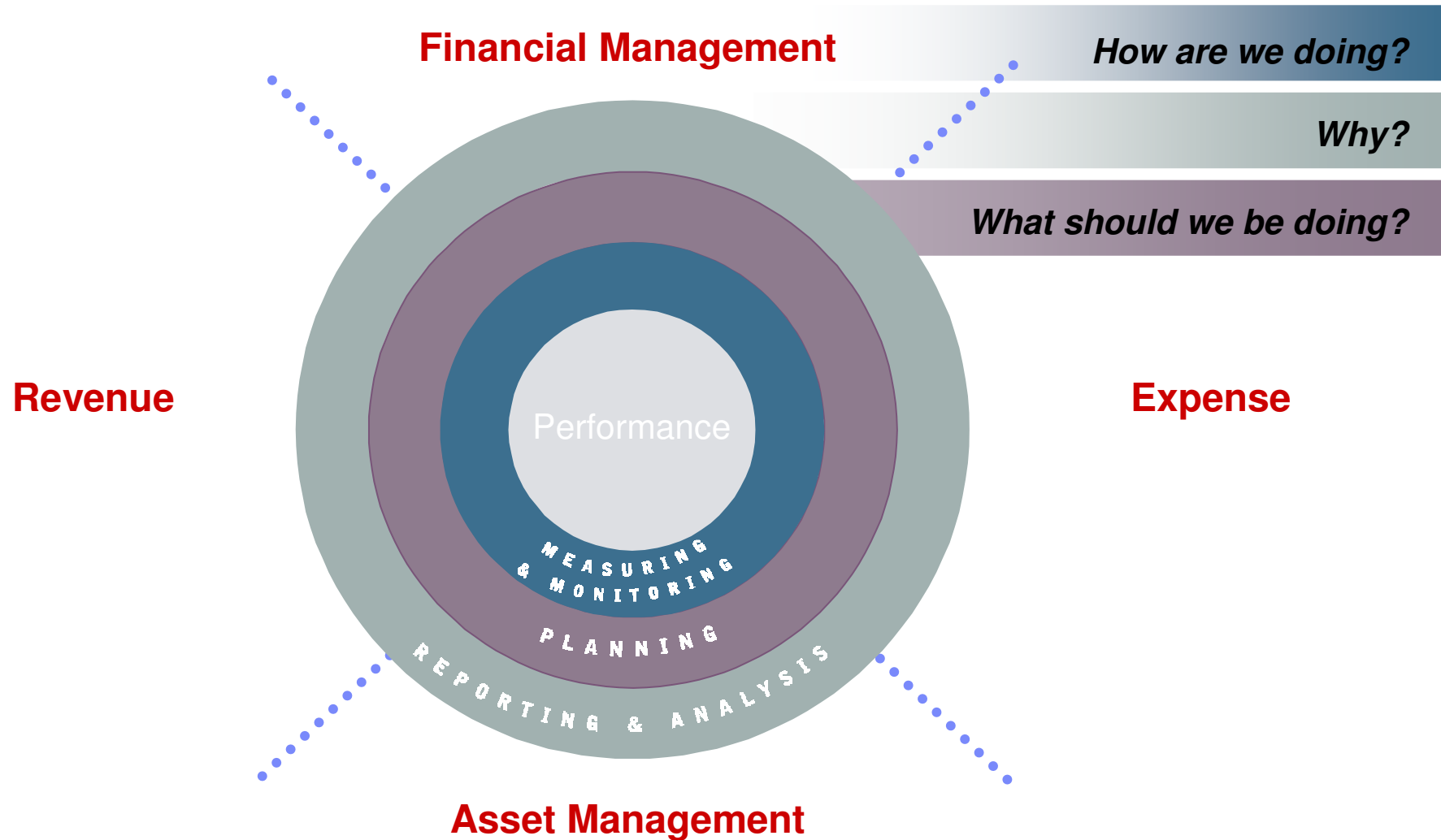


Agenda

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- 3. 360 Grad Sicht der Kundendaten mit Cognos 8**
4. Zusammenfassung

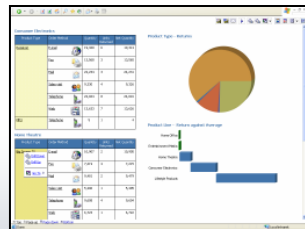
Performance Management

Answers three important questions that drive better performance

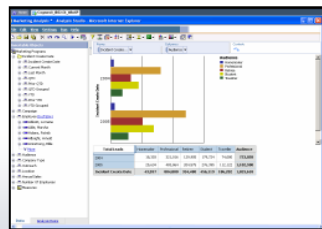


IBM Cognos 8 Business Intelligence

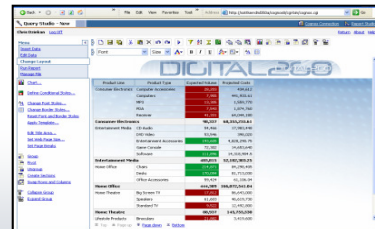
- All capabilities against any *combination* of data sources (OLAP or relational)
- Hides complexity from users and ensures complete view of information



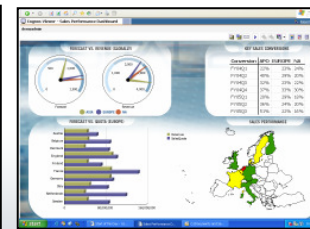
REPORTING



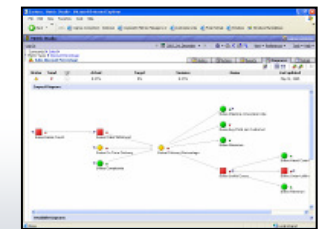
ANALYSIS



AD HOC QUERY



DASHBOARDS



SCORECARDS

Transaction Systems

Warehouses (Relational & OLAP)

Flat, Legacy or Modern

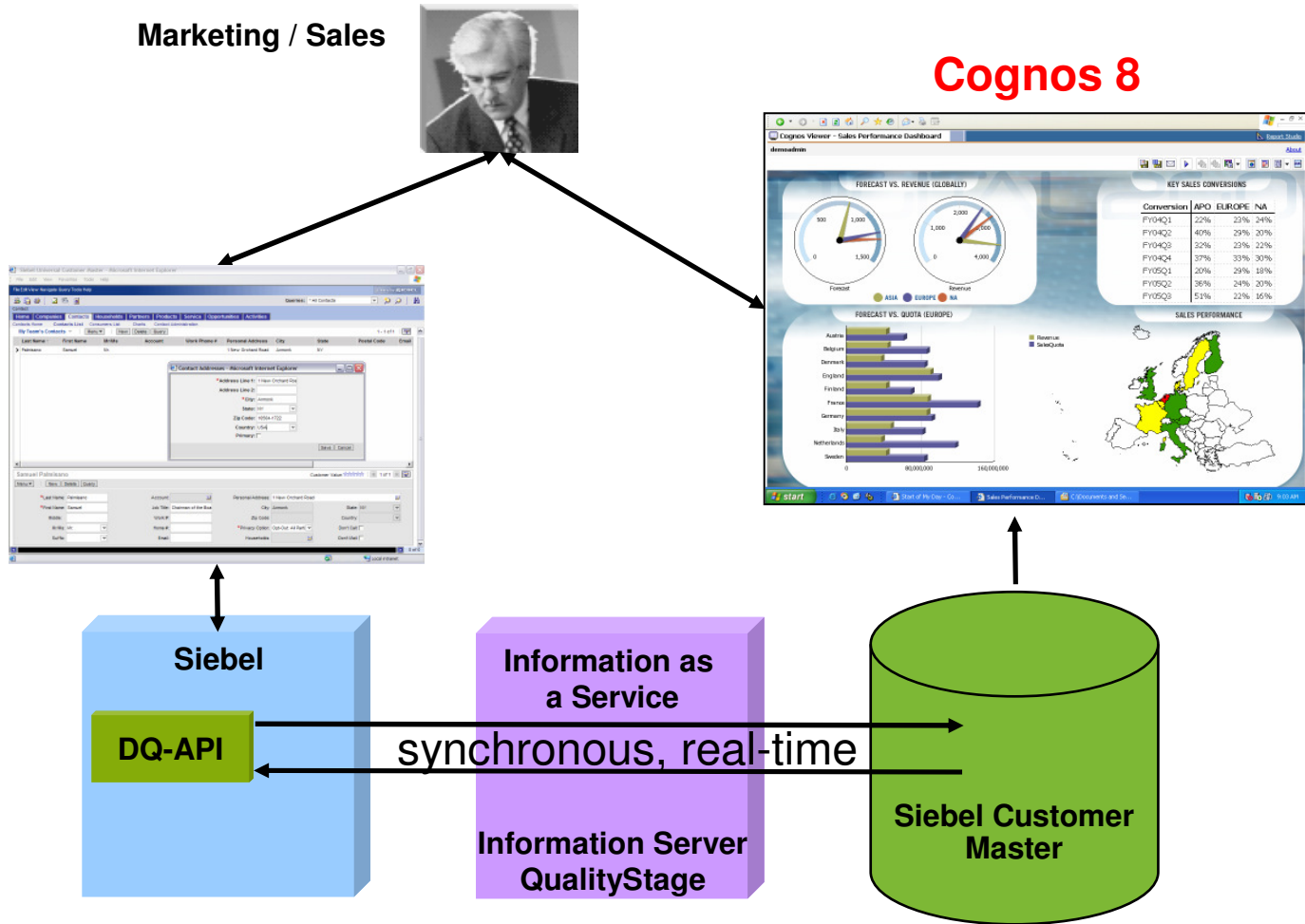
Trusted Data for a single Version of Truth with IBM Information Server

SAP R/3, Oracle Siebel, eBusiness Suite...

DB2, Oracle, Teradata, SQL Server, SAP BW

JDBC, Excel, CSV, XML, IMS*,

360° Customer View mit Cognos 8

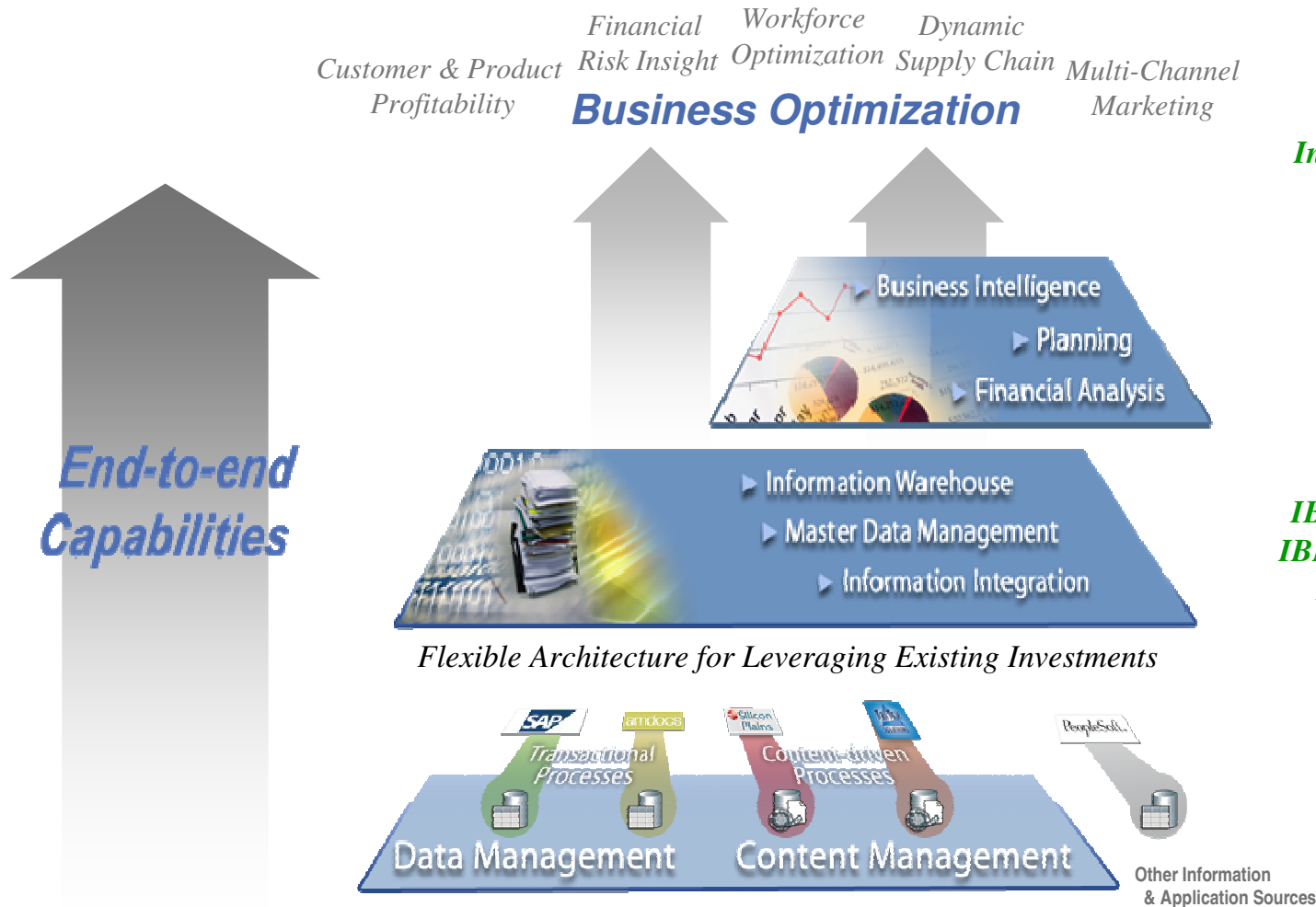


Agenda

1. Heutige Herausforderungen der Swisscom
2. Datenintegration mit InfoSphere Information Server
3. 360 Grad Sicht der Kundendaten mit Cognos 8
4. **Zusammenfassung**

Information On Demand

End-to-End Capabilities



IBM Offerings

Industry Models, Blueprints & Frameworks

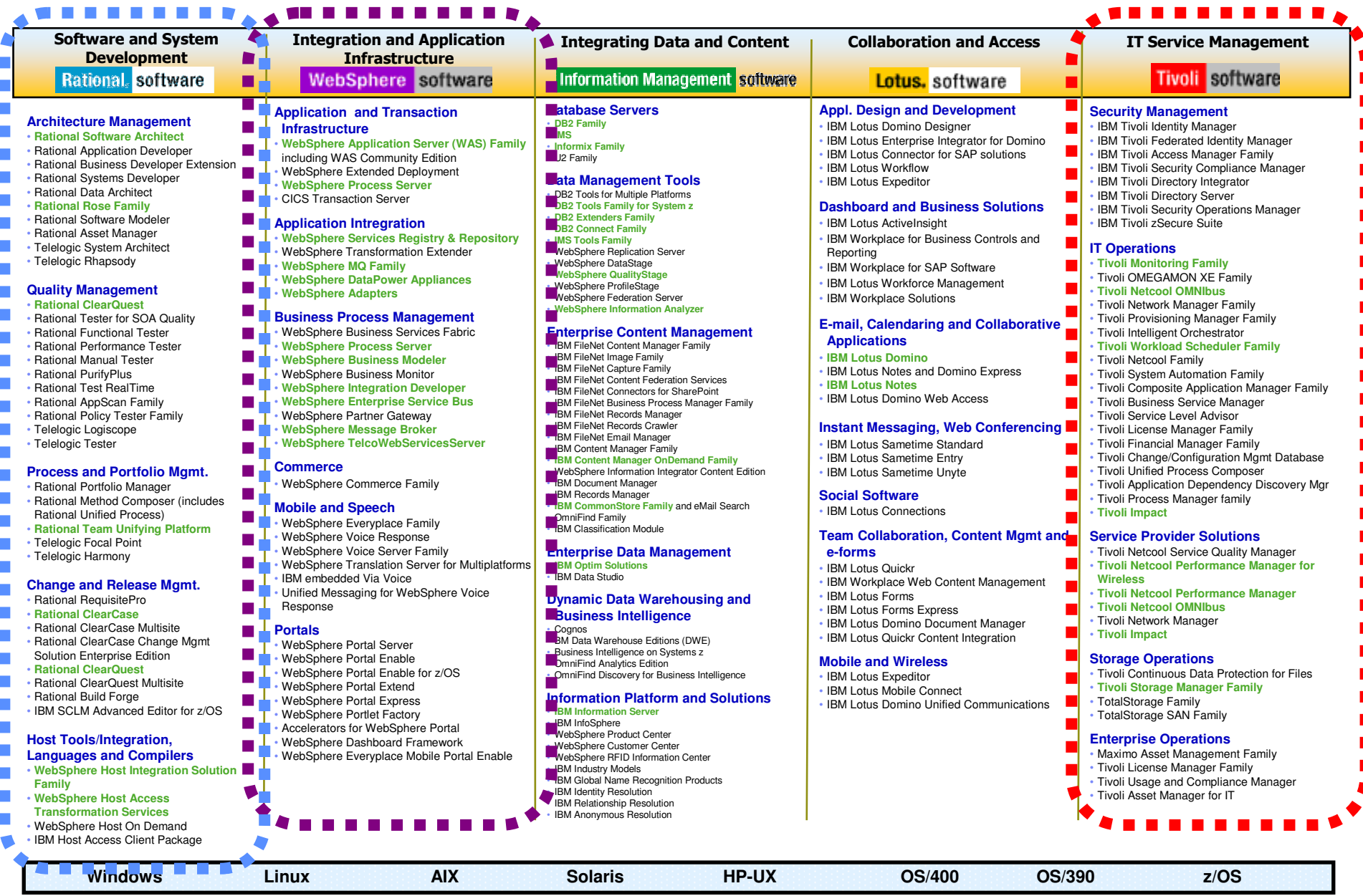
*IBM Cognos 8 BI
 IBM Cognos 8 Planning
 IBM Cognos TM1*

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

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

Agenda

Zeit	Thema	Inhalt	Sprecher
10:00 - 10:15	Eintreffen / Kaffee		
10:15 - 10:25	Begrüssung	<ul style="list-style-type: none"> • IBM Kurzübersicht • Zusammenarbeit Swisscom und IBM SWG 	Andreas Herger, Leiter Grosskundengeschäft SWG Michael Rieder, Software Account Manager
10:25 - 11:15	IBM Software Portfolio	<p>Übersicht der fünf Software-Brands:</p> <ul style="list-style-type: none"> • Software & System Development • Integration & Application Infrastructure • Data & Content • IT Service Management • Collaboration & Access 	Daniel Ehrle, Software IT Architect
11:15 - 12:00	Neue Technologien	<p>Neue Technologien und Trends in der Telekommunikation:</p> <ul style="list-style-type: none"> • Web 2.0 Technologie • Mash-Up's 	Daniel Ehrle, Software IT Architect Benjamin Schlup, Business Solution Consultant
12:00 - 12:30	Mittagessen	Gemeinsamer Stehlunch im Eventbereich	
12:30 - 12:55	InfoSphere	<p>Nutzung vorhandener Kundeninformationen zur Generierung von Neugeschäft:</p> <ul style="list-style-type: none"> • IBM Information Server • Cognos, die jüngste IBM SW Akquisition im Bereich Business Intelligence 	Reto Cavegn, Technical IT Specialist
12:55 - 13:20	Security	<p>End-to-End Security Lösungen von IBM:</p> <ul style="list-style-type: none"> • Governance and Compliancy • Identity Management • Intrusion Detection and Prevention • Application Security 	Dieter Bartl, Software Sales Specialist dieter.bartl@ch.ibm.com / 079 468 02 90
13:20 - 13:45	Business Integration & Process Management	<p>Middleware Technologien:</p> <ul style="list-style-type: none"> • Process Management und ESB Lösungen • IBM ESB und Security Solution "in a Box" 	Bernd Geiger, Senior Software Sales Specialist
13:45 - 14:00	Closing	<ul style="list-style-type: none"> • Fragerunde 	Michael Rieder, Software Account Manager



Agenda

- 1. Internet Security**
2. Application Security
3. Simplify, Help Secure & Accelerate SOA
4. Security Management

STOP Internet threats before impact
with preemptive security

IBM Internet Security Systems

Proventia ESP - It's a process!

The Proventia® Enterprise Security Platform enables a four-step process to continuously understand:

1. What is at risk
Vulnerability Mapping

2. What to protect first
Protection prioritization

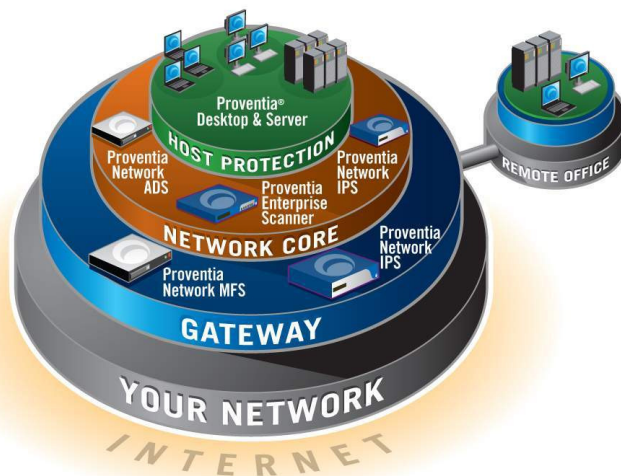
4. How to show return on investment (ROI)
Reporting and Benchmarking

3. How to protect the entire IT infrastructure
Threat prevention and shielding



ISS Solution Overview

INTERNET SECURITY SYSTEMS
proventia[®]management
 SiteProtector[™]



Proventia Management SiteProtector

Provides security **management and intelligence**, command and control functionality and compliance reporting.

Proventia Intrusion Prevention

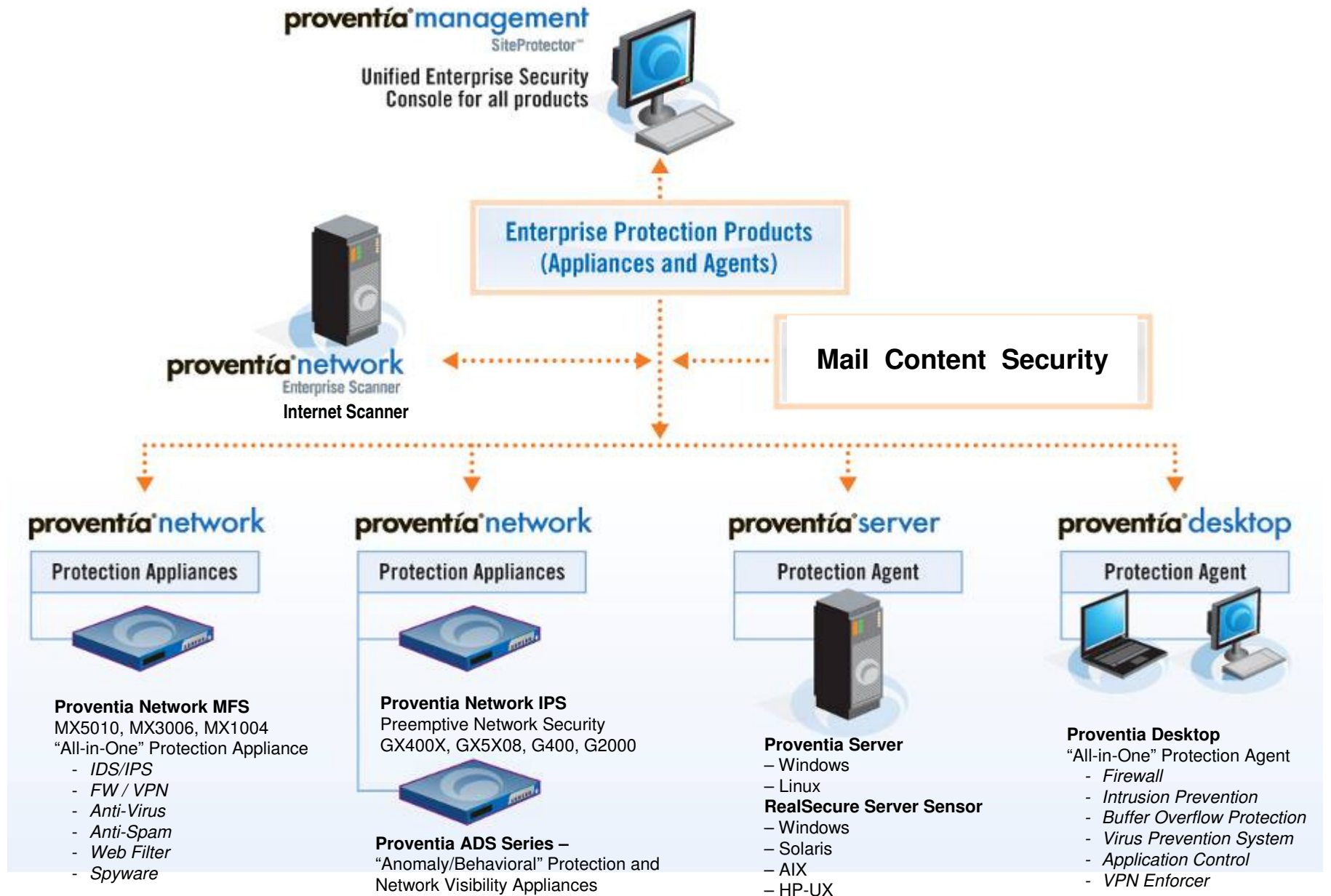
Delivers preemptive network, server and desktop **protection** to preserve availability and prevent security breaches.

Proventia Network Enterprise Scanner

Preserves network **integrity** ensuring the availability of revenue producing systems and protecting intellectual property.

Proventia Network Anomaly Detection System

Provides network **visibility** improving efficiency, compliance and added security with network flow data from existing infrastructure devices



Agenda

1. Internet Security
2. **Application Security**
3. Simplify, Help Secure & Accelerate SOA
4. Security Management

Why application security, compliance and policies are high priority

- **Web applications are the #1 focus of hackers:**
 - 75% of attacks at Application layer (Gartner)
 - XSS and SQL Injection are #1 and #2 reported vulnerabilities (Mitre)

- **Most sites are vulnerable:**
 - 90% of sites are vulnerable to application attacks (Watchfire)
 - 78% percent of easily exploitable vulnerabilities affected Web applications (Symantec)
 - 80% of organizations will experience an application security incident by 2010 (Gartner)

- **Web applications are high value targets for hackers:**
 - Customer data, credit cards, ID theft, fraud, site defacement, etc

- **Compliance requirements and standards provide overall assurance of quality and business governance:**
 - Payment Card Industry (PCI) Standards, GLBA, HIPPA, FISMA,
 - Internal regulatory policies

The cost of an application security breach

- Media Attention > Brand Damage > Sharp Decline in Stock Prices
- Communication/Monitoring Service Costs
- Legal Fees (Reported \$3-4 million)
- FTC Penalties (Fines can range up to \$15 million)
- Audits
- Customer Lawsuits
- Customer Loss

How technology works



Security



Privacy



Quality



Standards



Compliance

1

Scan

2

Analyze

3

Report

Detailed, Actionable Information

Introducing IBM Rational AppScan and IBM Rational Policy Tester Solutions

New !

Web application vulnerability and web compliance testing solutions to help enterprises **reduce risk and the costs** associated with online security and compliance breaches.



Security



Privacy



Quality



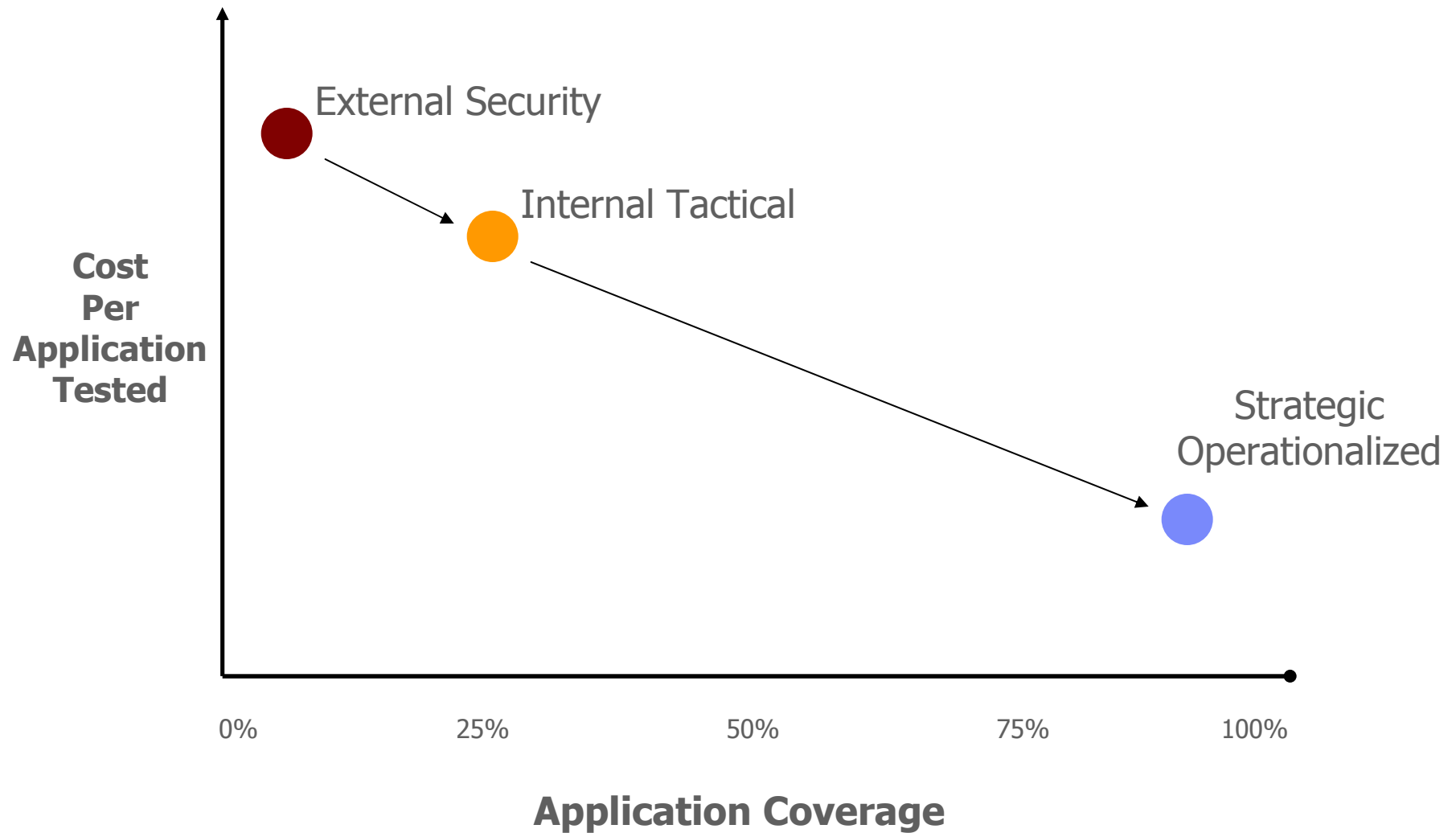
Standards



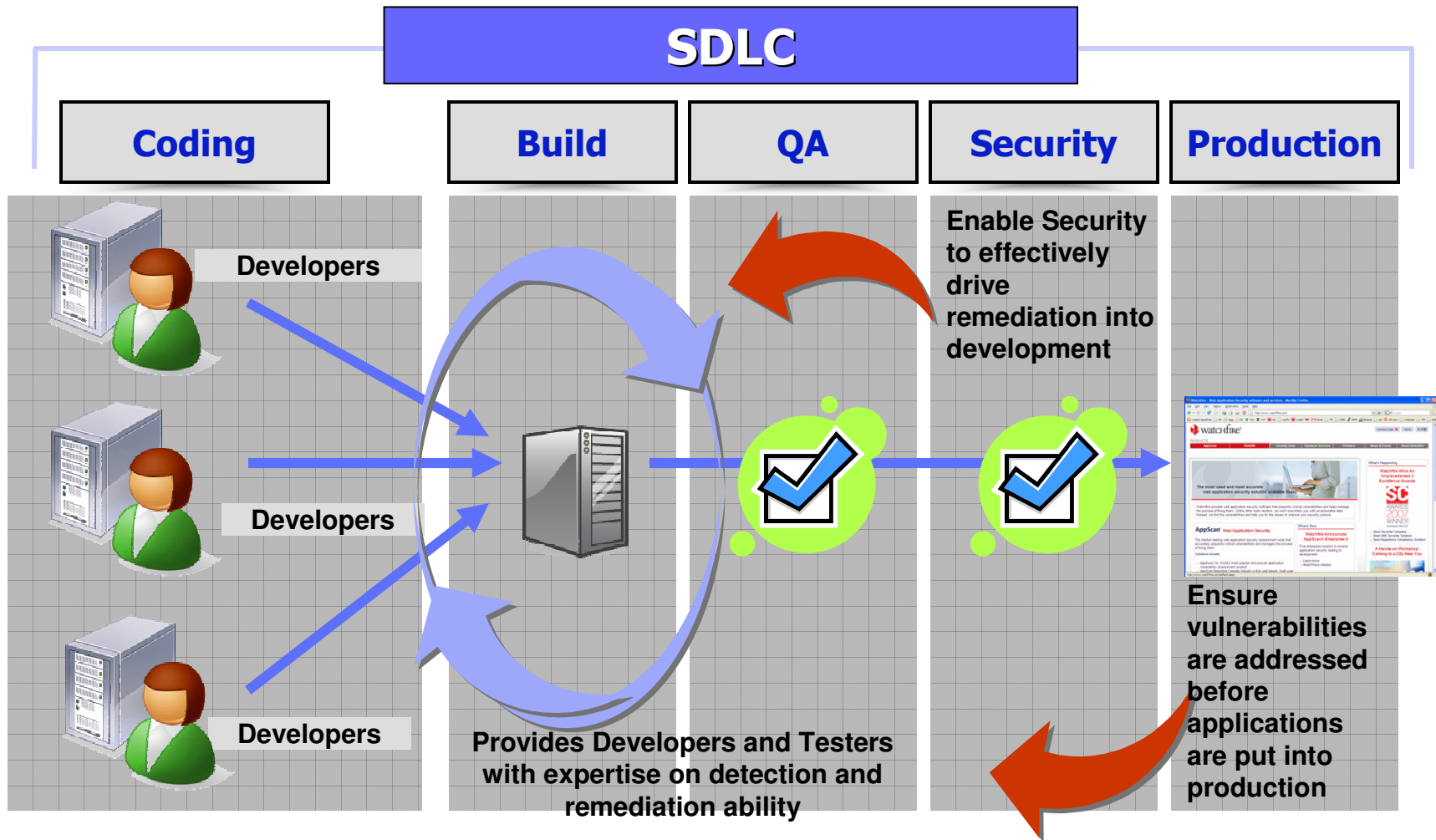
Compliance

Web Application Security, Quality and Compliance

Reduced costs, increased coverage



Building security & compliance into the SDLC



Agenda

1. Internet Security
2. Application Security
3. **Simplify, Help Secure & Accelerate SOA**
4. Security Management

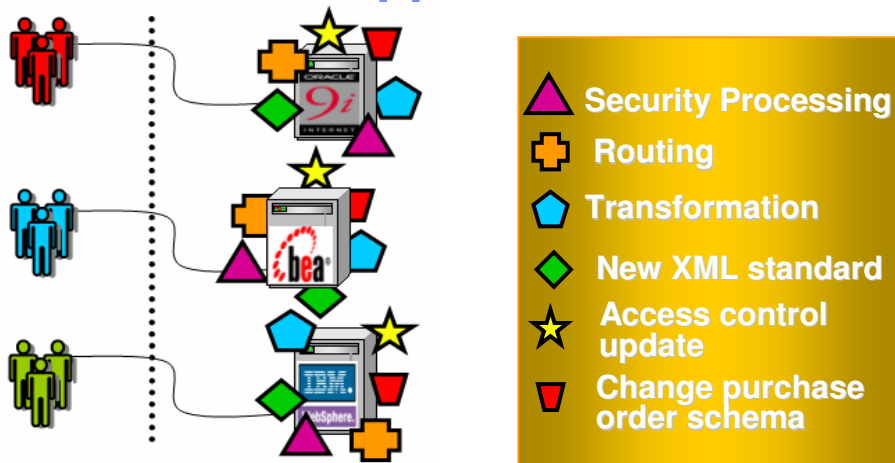
Why an Appliance for SOA

- Hardened, specialized hardware for helping to integrate, secure & accelerate SOA
- Many functions integrated into a single device
- Higher levels of security assurance certifications require hardware
 - Example: government FIPS Level 3 HSM, Common Criteria
- Higher performance with hardware acceleration
 - Impact: ability to perform more security checks without slow downs
- Addresses the divergent needs of different groups
 - Example: enterprise architects, network operations, security operations, identity management, web services developers
- Simplified deployment and ongoing management
 - Impact: Reduces need for in-house SOA skills & accelerates time to SOA benefits

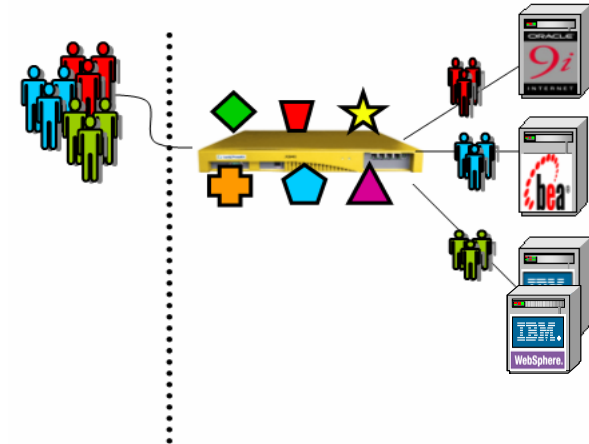
SOA Appliances Centralize and Simplify Key Functions

- Route, transform, and help secure multiple applications without code changes
- Lower cost and complexity
- Enable new business with unmatched performance

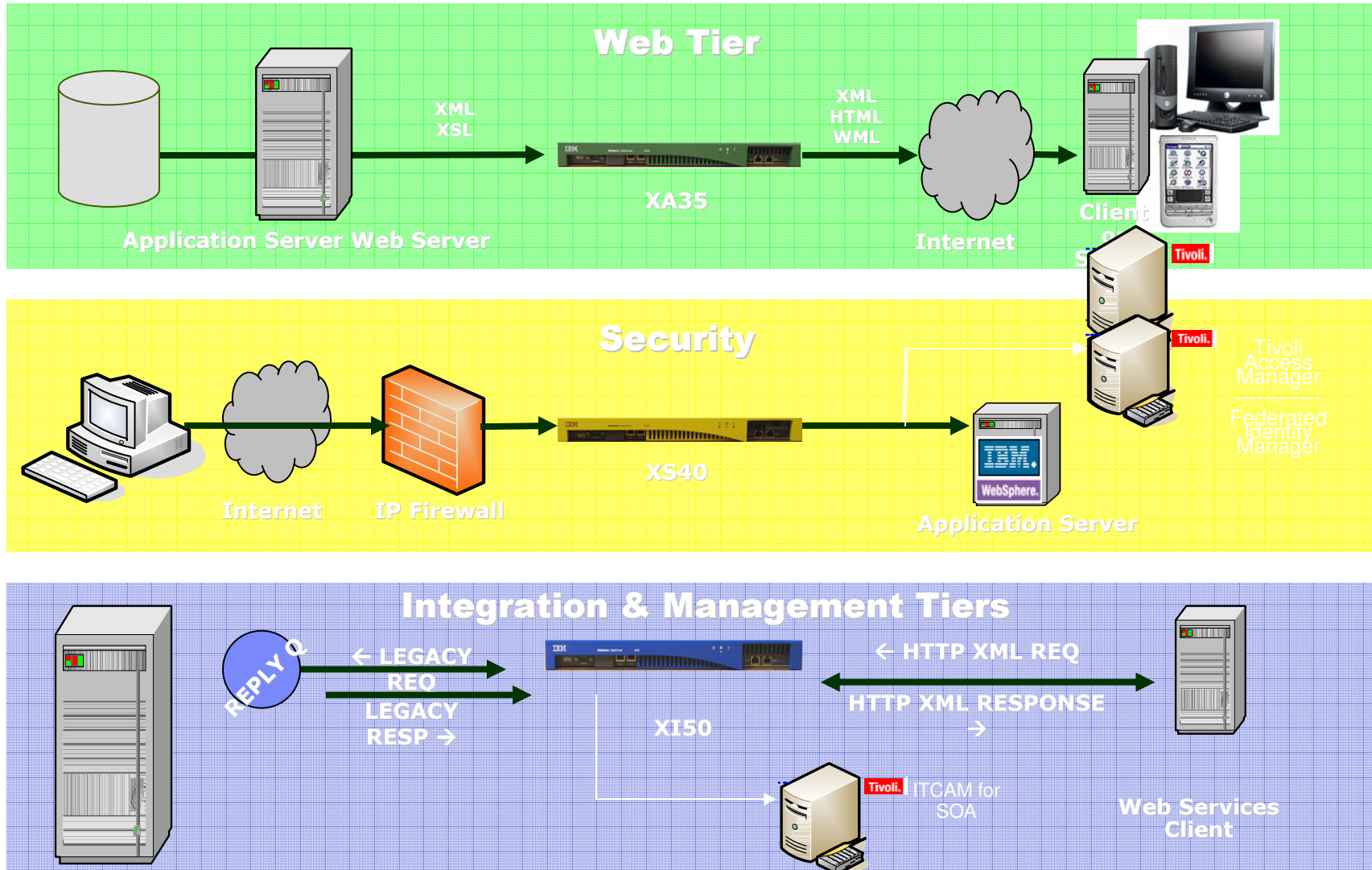
Before SOA Appliance



After SOA Appliances

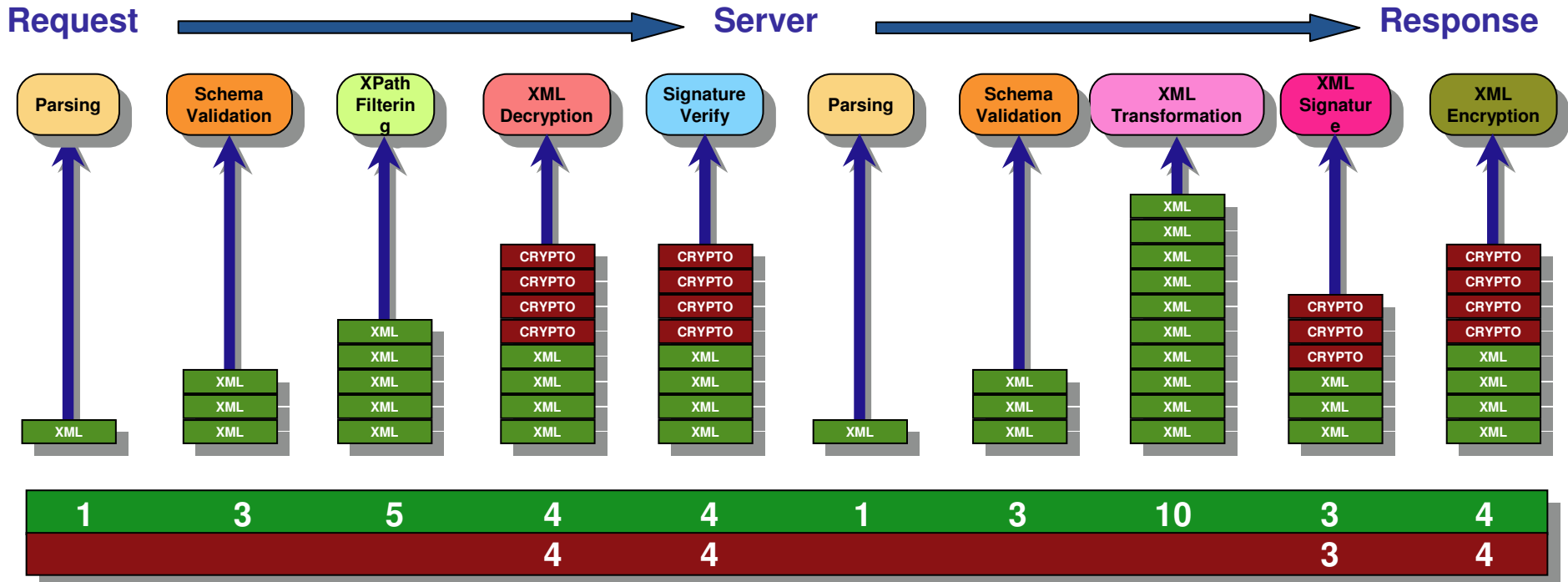


IBM SOA Appliance Deployment Summary



SOA is XML Processing

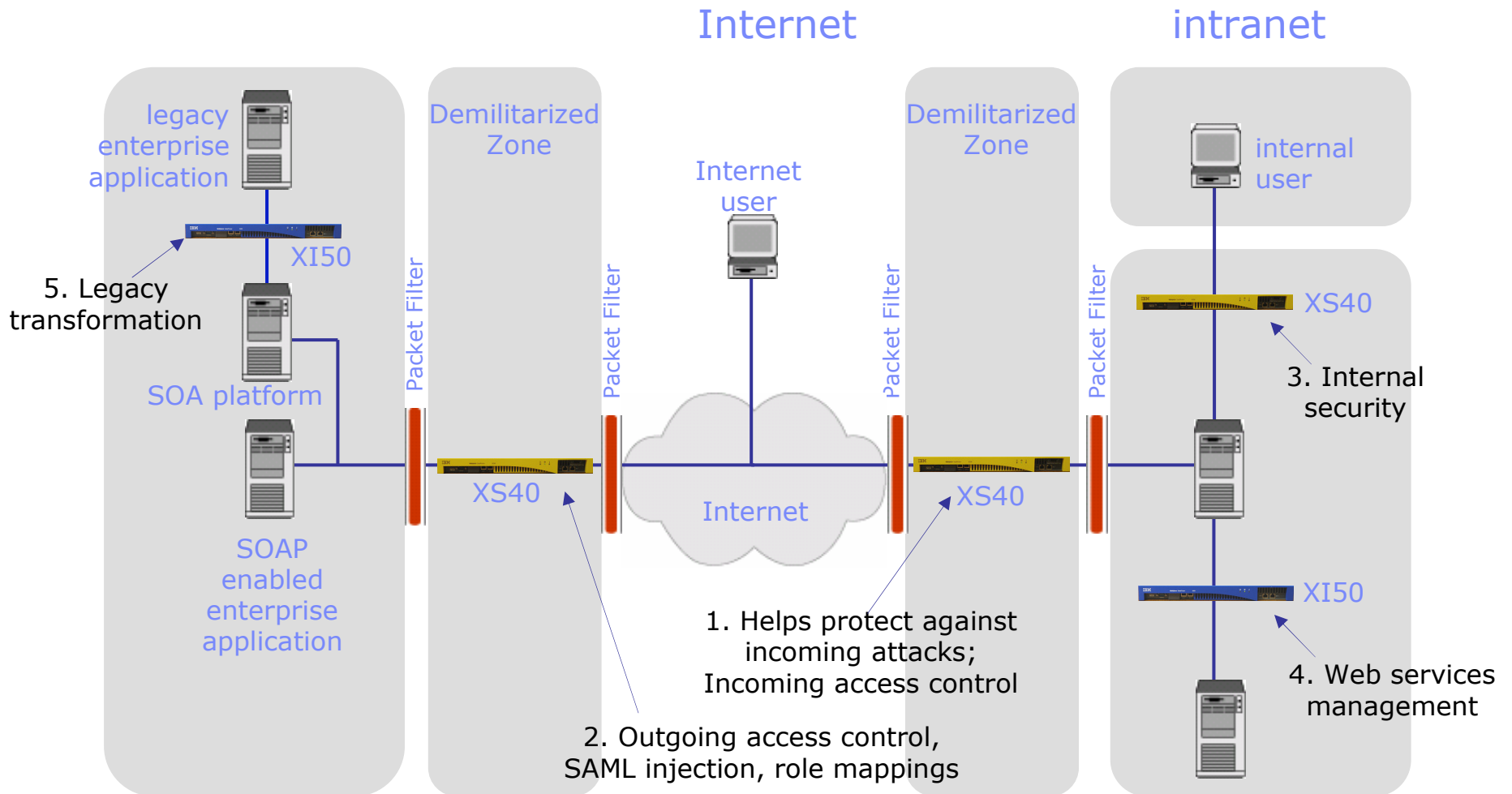
Round-trip Security Processing Requirements



- Performance is the Key Enabler for Comprehensive SOA Security

- XML is the key to cross-format message level data validation
- All security functions require significant amounts of XML processing
- Poor security performance can cause customers to disable security features and increase risk
- Don't compromise security due to lack of performance

Deployment Scenarios



Telco Usecase

SOA Appliances Operations



- Logging
- Role-based Management
- Managing configs & policy – Deploying, backing up, Diff/Undo, App domains: many virtual devices
- Separate, locked audit log
- Troubleshooting aids
- Security – Device security, Key and Certificate management, HSM option, Security Audit, Single Image Firmware Upgrade

Control Panel

STATUS

Logging

System Logs

Audit Log

Main

Active Services

Active Users

Date and Time

Domain Status

Logging Targets

Object Status

System

CPU Usage

Environmental Fan Sensors

Environmental Sensors

Filesystem Information

Firmware Information

Library Information

Licensing Information

Memory Usage

System Health

The running configuration of the device has been modified.
To apply the changes to the startup configuration, click the 'save config' button.

Troubleshooting Enabled (The performance of the device may be impacted!)

Active Services

Refresh Status Show All Domains

local IP	local port	type	name
0.0.0.0	5550	XML Management Interface	xml-mgmt
0.0.0.0	9090	Web Management Service	web-mgmt

Export Configuration

Create a backup of the entire system

Create a backup of one or more application domains

Export

Export configuration and files from the current domain

Copy or move configuration and files between domains

Next Cancel

Create a user account

What kind of user account do you want to create?

Select one of the following:

Developer (configuring services in a domain)

Domain Account Type

Backup User (domain backup)

Guest (read-only in domain)

Or select an existing user group:

User Group (none) + ...

Back Next Cancel

Protocol Headers:

name	value
User-Agent	curl/7.15.0 (586-pc-mingw32msvc) libcurl/7.15.0 OpenSSL/0.9.7e zlib/1.2.2
Host	10.10.13.35:2049
Content-Length	3270
Content-Type	application/x-www-form-urlencoded
Via	1.1 SchemaFilter
Warning	199 Debug mode means sensitive data might be visible
X-Client-IP	10.10.100.229

Summary – IBM SOA Appliances

- Hardened, specialized product for helping integrate, secure & accelerate SOA
- Many functions integrated into a single device
- Broad integration with both non-IBM and IBM software
- Higher levels of security assurance certifications require hardware
- Higher performance with hardware acceleration
- Simplified deployment and ongoing management

<http://www.ibm.com/software/integration/datapower/>



SOA Appliances: Creating customer value through extreme SOA performance and security

- **Simplifies** SOA with specialized devices
- **Accelerates** SOA with faster XML throughput
- **Helps secure** SOA XML implementations

Agenda

1. **Internet Security**
2. **Application Security**
3. **Simplify, Help Secure & Accelerate SOA**
4. **Security Management**

Benefits Identity & Access Management

Directory Sever Integrator:

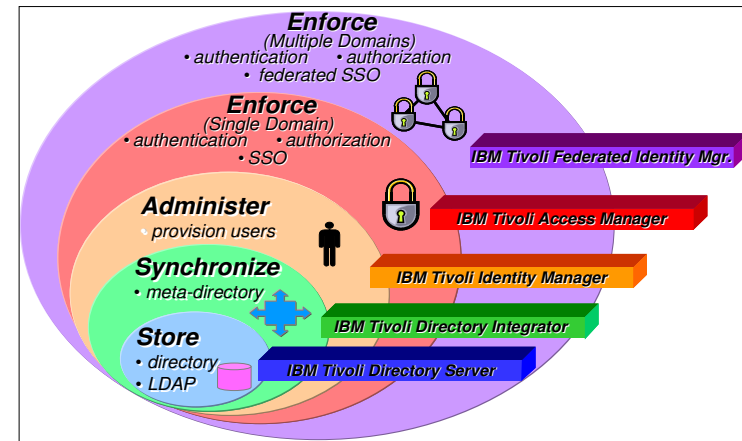
- Provides real-time synchronization between identity data sources so that enterprises can establish an authoritative, up-to-date, identity data infrastructure.

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.



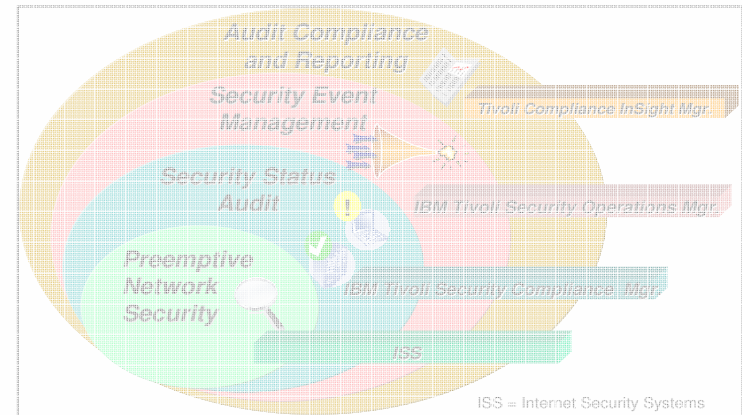
Benefits Compliance

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



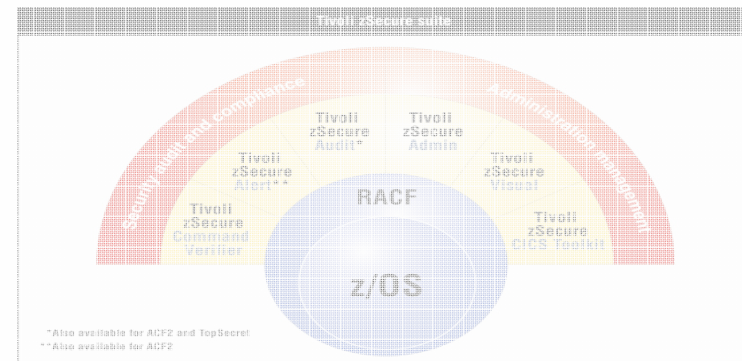
Benefits Mainframe

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

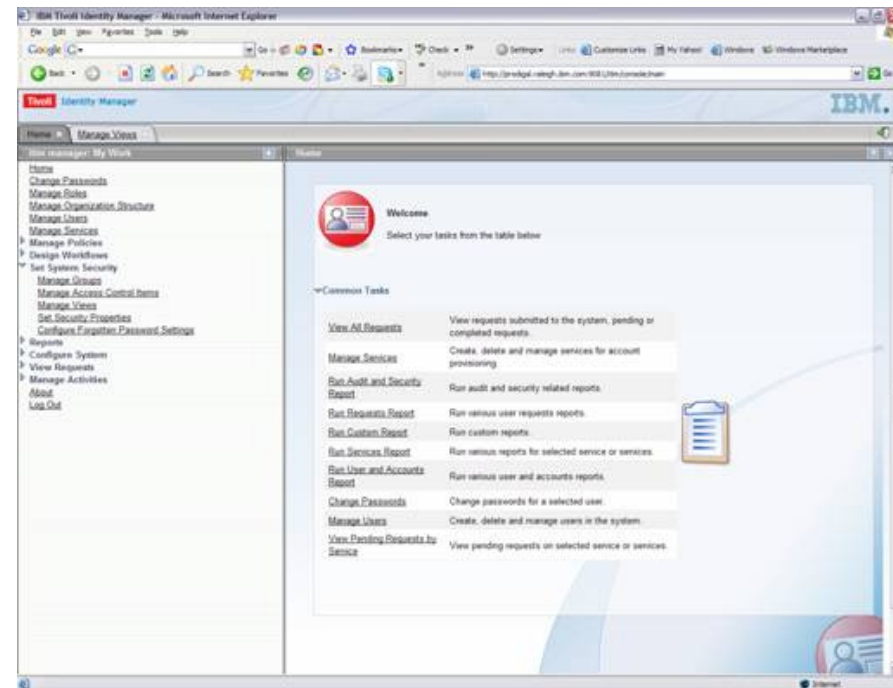


Identity Manager Family

IBM Tivoli Identity Manager provides a secure, automated and policy-based user management solution that helps effectively manage user identities throughout their lifecycle across both legacy and e-business environments

Key Features

- Reduces help-desk load by using Web self service and password reset/sync interfaces
- Cuts elapsed turn-on time, automates routine administrative tasks and helps eliminate errors
- Assists in addressing compliance issues. Quickly respond to internal audits and regulatory mandates
- Automates business processes related to changes in user identities by using life-cycle management
- Centralized control and local autonomy, which can ensure security and consistent policy on your most sensitive systems
- Enhances integration via extensive APIs
- Choose to manage target systems either with an agent or agentless



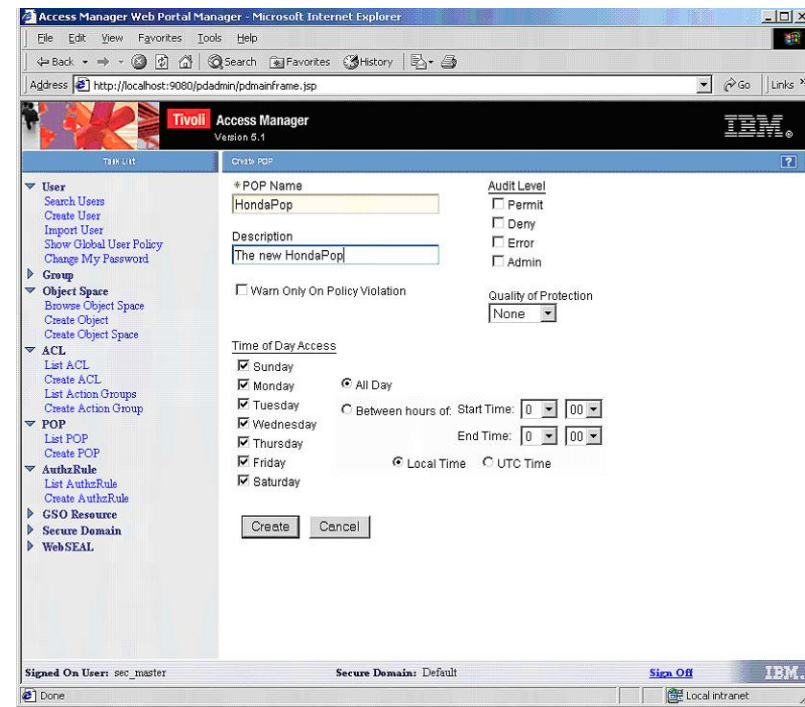
also offered:
Directory Server
Directory Integrator

Access Manager Family

IBM Tivoli Access Manager is an award-winning, policy-based, access control security solution for e-business and enterprise applications, featuring Web-based single sign-on and distributed Web-based administration.

Key Features

- **Delivers unified authentication and authorization access to diverse Web-based applications within entire enterprise**
- **Supports flexible single sign-on to Web, Microsoft, telnet and mainframe application environments**
- **Achieves rapid and scalable deployment of Web applications, with standards-based support for Java 2 Enterprise Edition (J2EE) applications**
- **Offers design flexibility through a highly scalable proxy architecture and/or easy-to-install Web server plug-ins, rule- and role-based access control, support for leading user registries & platforms, and advanced APIs for further customized security**
- **Common Criteria certified**



also offered:

Access Manager for Enterprise SSO

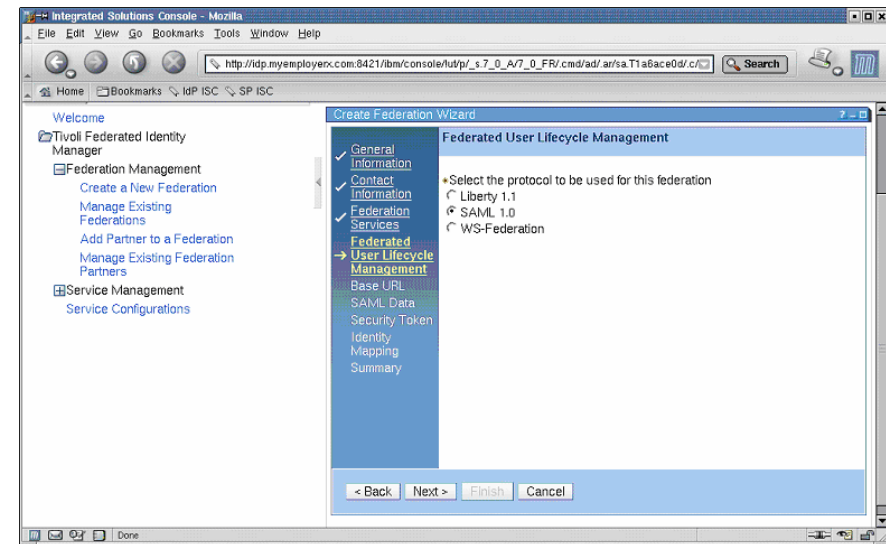
Access Manager for Operating Systems

Federated Identity Manager

Tivoli Federated Identity Manager is a standards-based, access control solution for federated single sign-on (SSO) and trust management in a web services & SOA environments.

Key features

- Most complete federated SSO in the industry
- Supports latest federated SSO protocols in the “Hub” including:
 - Liberty ID-FF 1.x (Compliant), SAML 1.0, 1.1, 2.0, WS-Federation
- Provisioning for user lifecycle management
 - Define, modify, and remove user/group definitions between partnered organizations
 - z/OS support including RACF PassTicket access to CICS and IMS transactions
- Web Services & SOA Security Management
 - Support complex identity mapping & mediation
- Provides security as services
 - administration (provisioning)
 - authentication (WS-Federation & WS-Trust).



FIM Business Gateway

- Offering for enterprise-partner enablement
- Single “box” installation – no separate pre-reqs/components/dependencies
- Support SAML based on customer requirements

Benefits Identity & Access Management

Directory Sever Integrator:

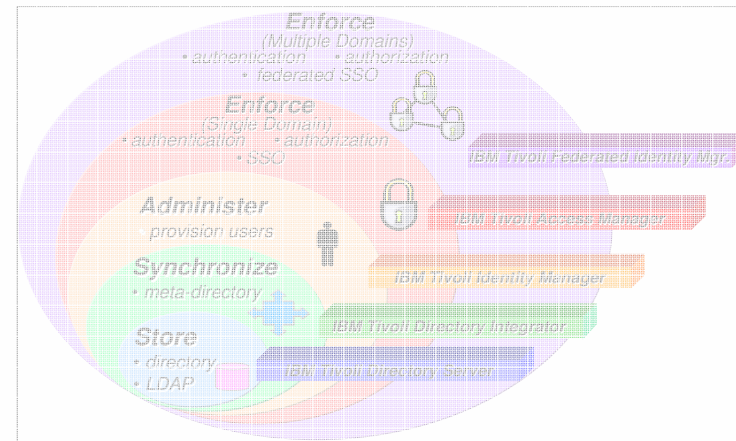
- Provides real-time synchronization between identity data sources so that enterprises can establish an authoritative, up-to-date, identity data infrastructure.

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.



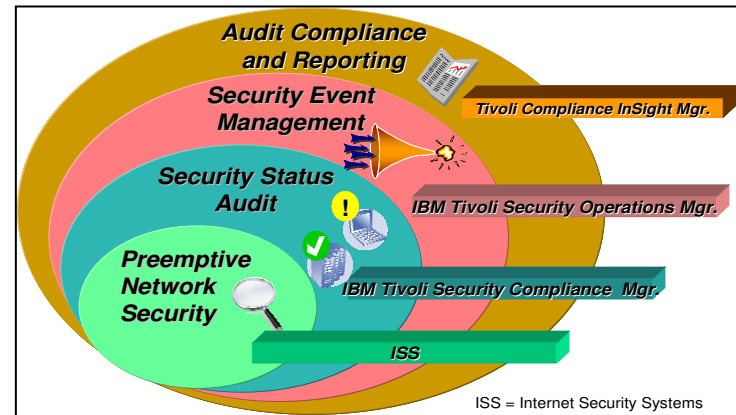
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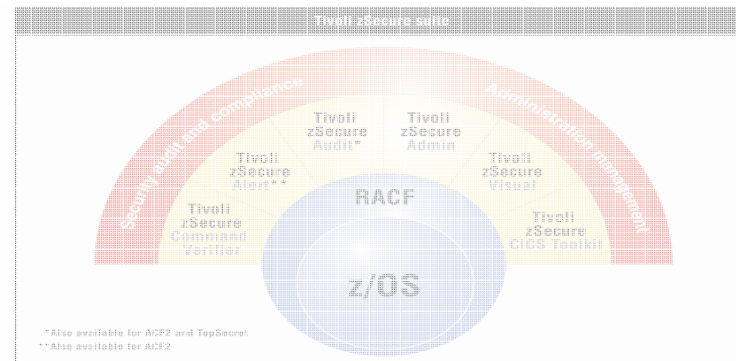


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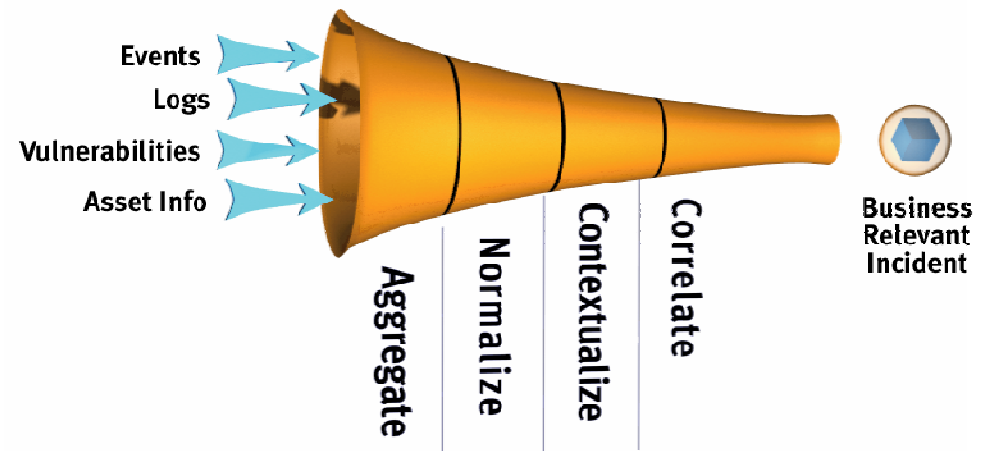
* Also available for ACF2 and TopSecret
** Also available for ACF2

Security Operations Manager for Security Event Monitoring

IBM Tivoli Security Operations Manager (TSOM) is a real-time security information and event management (SIEM) platform designed to improve the effectiveness and efficiency of security operations and information risk management. TSOM centralizes and stores security data from throughout the heterogeneous technology infrastructure so that security analysts can:

Key Features

- ✔ **Log Management** - automated aggregation of security events and audit logs
- ✔ **Correlation** - Real-time, cross-device event correlation for incident management and investigation
- ✔ **Regulatory Compliance** – reporting and policy monitoring to support regulatory compliance initiatives
- ✔ Maximize and amplify security operations resources through automation
- ✔ Integrates Security Operations with other IT Operations groups via Netcool and TEC



"TSOM automates the aggregation and correlation process. It mitigates false positives and alerts my team to real threats in a timely manner. The product is more or less what I would have designed and built myself, given four years and a pool of developers."

~ Communications User of TSOM

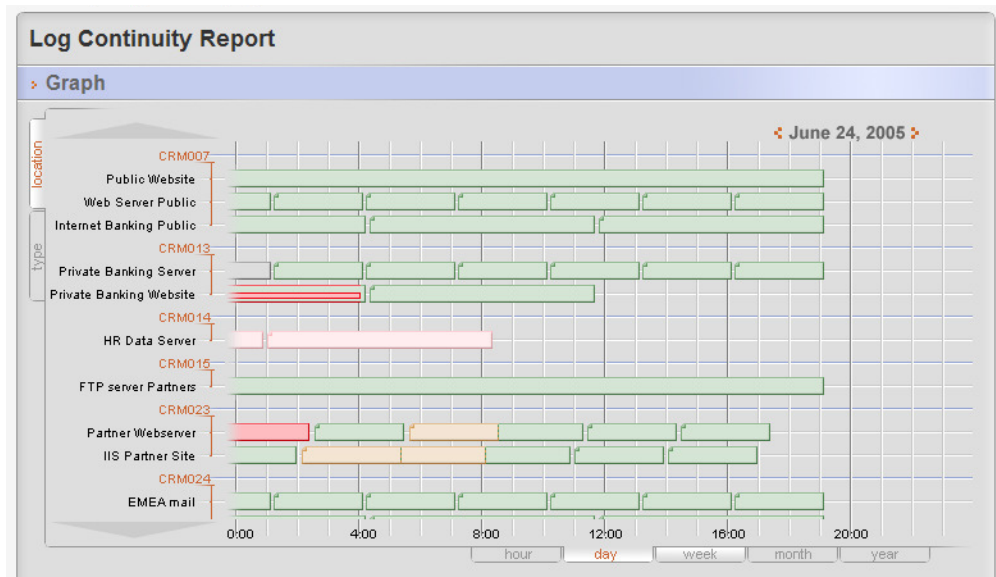
Assessing compliance: Compliance InSight Manager

Consul InSight Security Manager provides an enterprise security compliance dashboard with in-depth (privileged) user monitoring capabilities, all powered by a comprehensive log and audit trail collection capability

Key Features

- Unique ability to monitor user behavior
- Enterprise compliance dashboard
- Compliance management modules and regulation-specific reports
- Broadest, most complete log and audit trail capture capability
- W7 log normalization translates your logs into English
- Easy ability to compare behavior to regulatory and company policies

The IBM Tivoli SIEM Solution



Benefits Identity & Access Management

Directory Server Integrator:

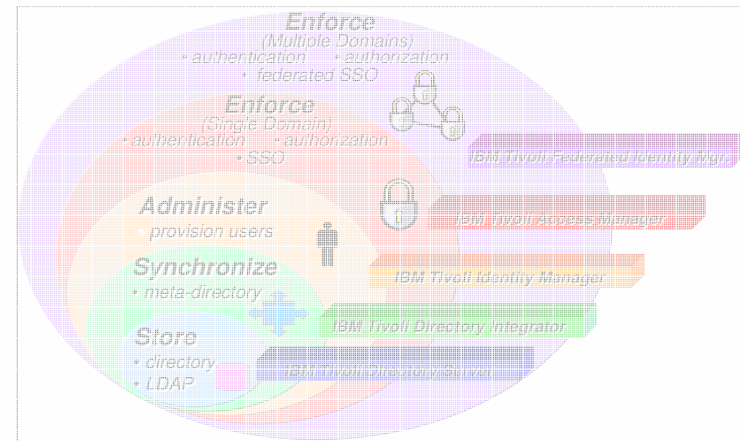
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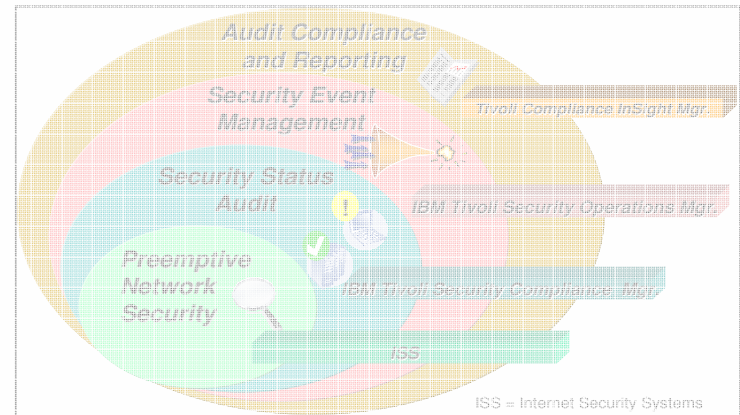
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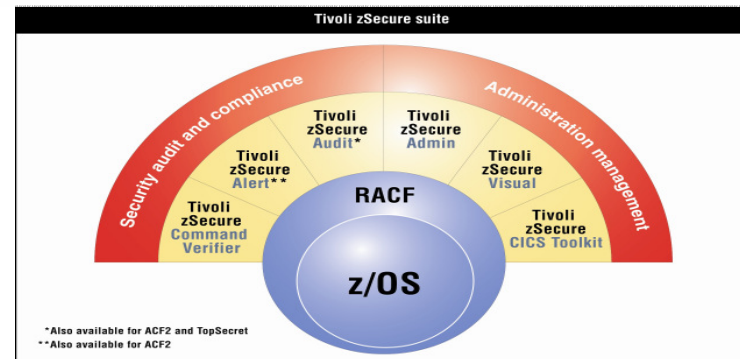
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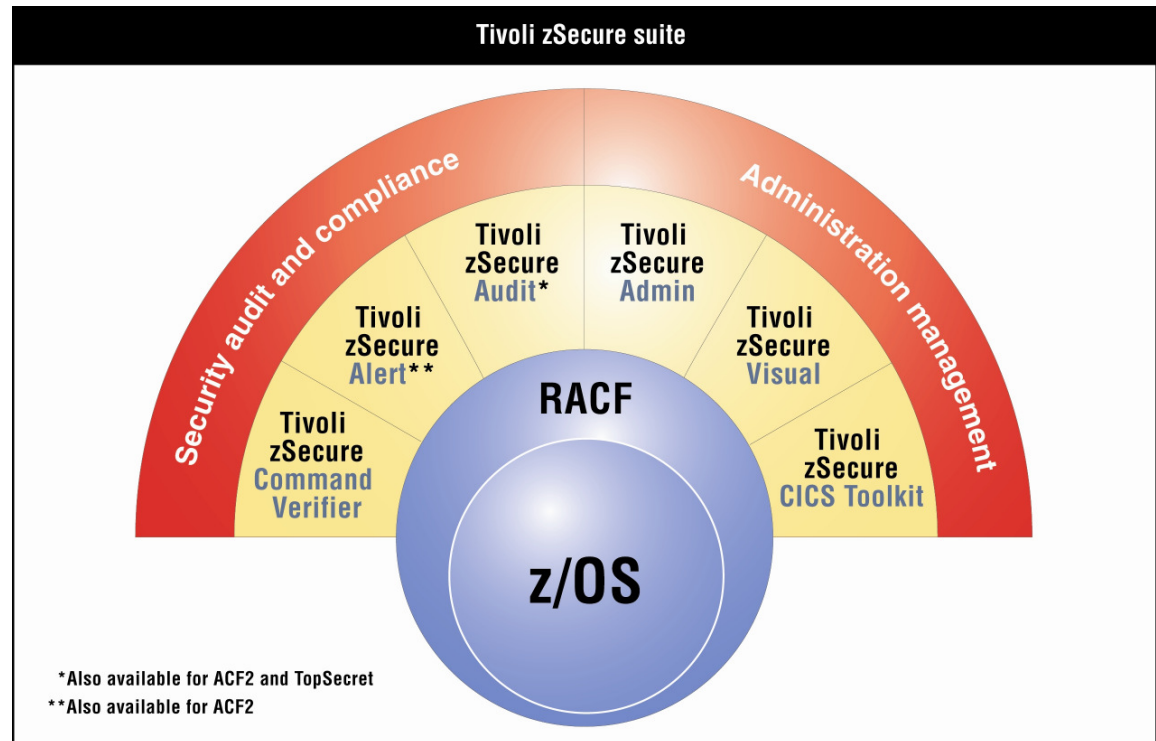
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zSecure Suite

Security Management and Administration for z/OS



Components

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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

IBM Kontakte für Security

1. **Internet Security**

urs.neeracher@ch.ibm.com / 079 640 37 84

2. **Application Security**

martin.sommerhalder@ch.ibm.com / 079 215 22 23

3. **Simplify, Help Secure & Accelerate SOA**

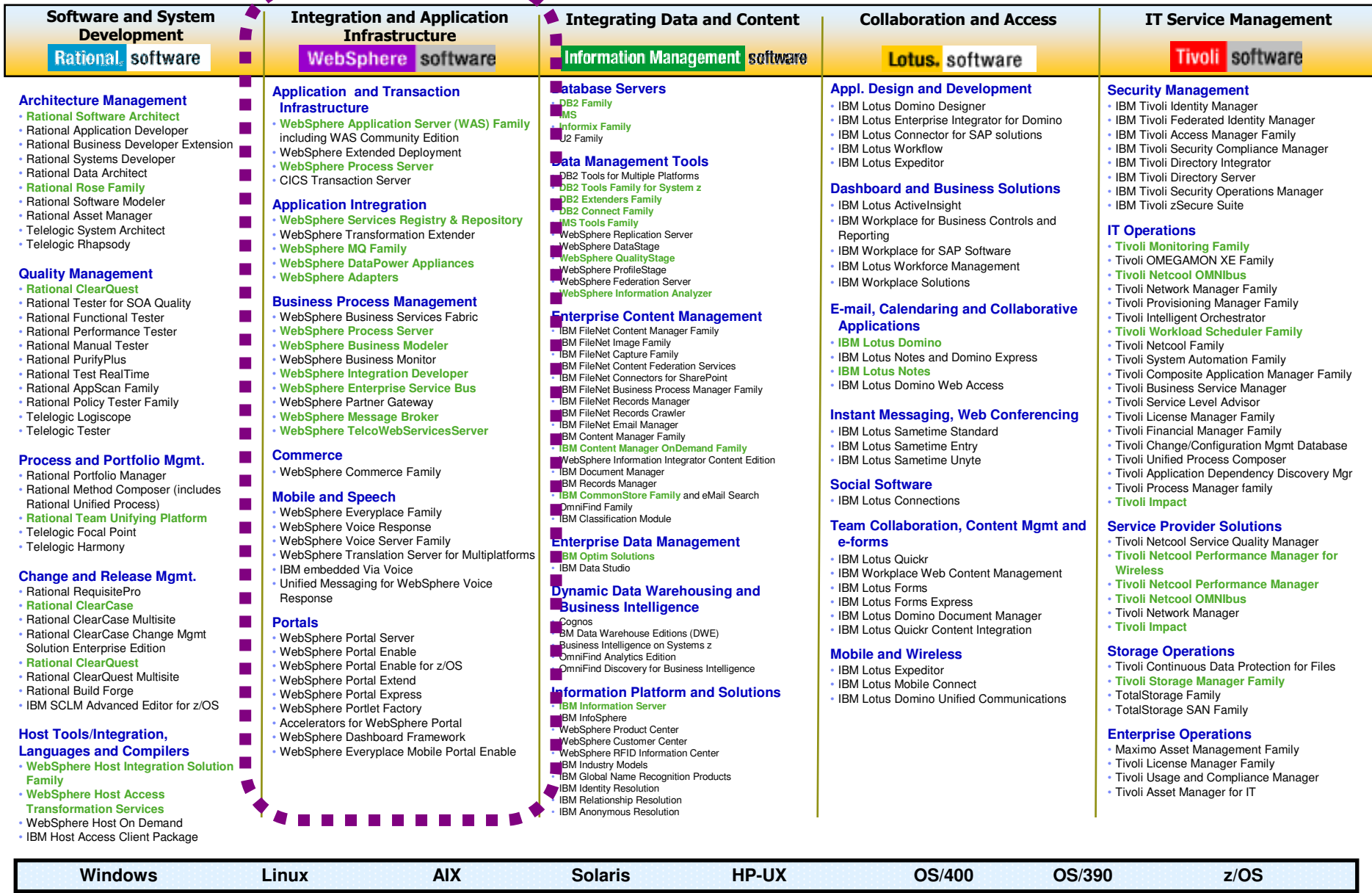
bgei@ch.ibm.com / 079 628 86 08

4. **Security Management**

dieter.bartl@ch.ibm.com / 079 468 02 90

Agenda

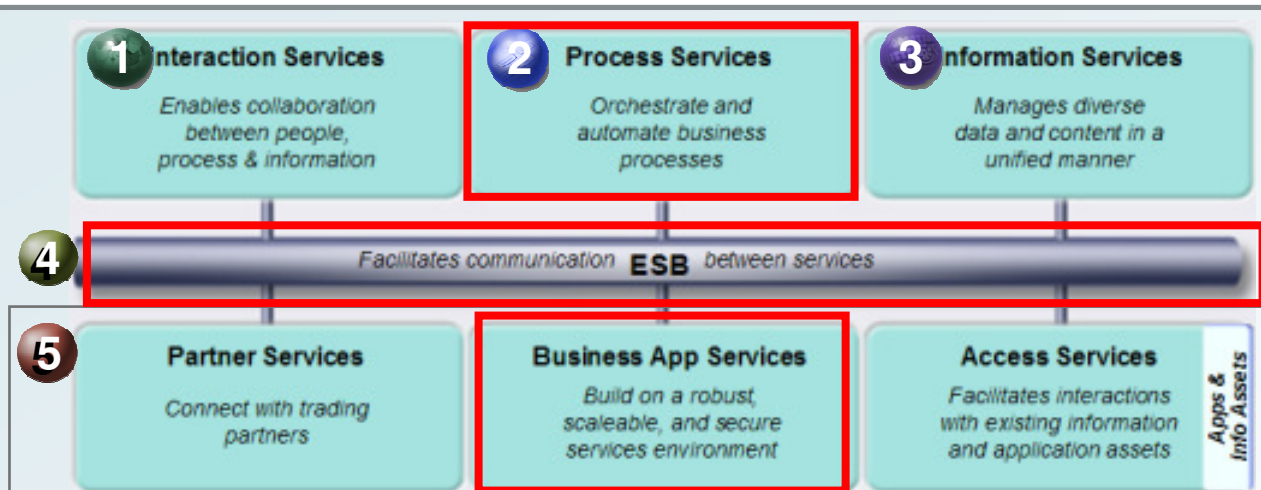
Zeit	Thema	Inhalt	Sprecher
10:00 - 10:15	Eintreffen / Kaffee		
10:15 - 10:25	Begrüssung	<ul style="list-style-type: none"> • IBM Kurzübersicht • Zusammenarbeit Swisscom und IBM SWG 	Andreas Herger, Leiter Grosskundengeschäft SWG Michael Rieder, Software Account Manager
10:25 - 11:15	IBM Software Portfolio	<p>Übersicht der fünf Software-Brands:</p> <ul style="list-style-type: none"> • Software & System Development • Integration & Application Infrastructure • Data & Content • IT Service Management • Collaboration & Access 	Daniel Ehrle, Software IT Architect
11:15 - 12:00	Neue Technologien	<p>Neue Technologien und Trends in der Telekommunikation:</p> <ul style="list-style-type: none"> • Web 2.0 Technologie • Mash-Up's 	Daniel Ehrle, Software IT Architect Benjamin Schlup, Business Solution Consultant
12:00 - 12:30	Mittagessen	Gemeinsamer Stehlunch im Eventbereich	
12:30 - 12:55	InfoSphere	<p>Nutzung vorhandener Kundeninformationen zur Generierung von Neugeschäft:</p> <ul style="list-style-type: none"> • IBM Information Server • Cognos, die jüngste IBM SW Akquisition im Bereich Business Intelligence 	Reto Cavegn, Technical IT Specialist
12:55 - 13:20	Security	<p>End-to-End Security Lösungen von IBM:</p> <ul style="list-style-type: none"> • Governance and Compliancy • Identity Management • Intrusion Detection and Prevention • Application Security 	Dieter Bartl, Senior Software Sales Specialist
13:20 - 13:45	Business Integration & Process Management	<p>Middleware Technologien:</p> <ul style="list-style-type: none"> • Process Management und ESB Lösungen • IBM ESB und Security Solution "in a Box" 	Bernd Geiger, Software Sales Specialist bgei@ch.ibm.com / 079 628 86 08
13:45 - 14:00	Closing	<ul style="list-style-type: none"> • Fragerunde 	Michael Rieder, Software Account Manager



Agenda

- 1. Einführung Business Process Management und Integration- IBM`s kompletter Service Lebenszyklus**
2. Websphere Services Registry & Repository
3. WebSphere Commerce die Komplettlösung im Telco Umfeld

IBM SOA Referenzarchitektur: 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

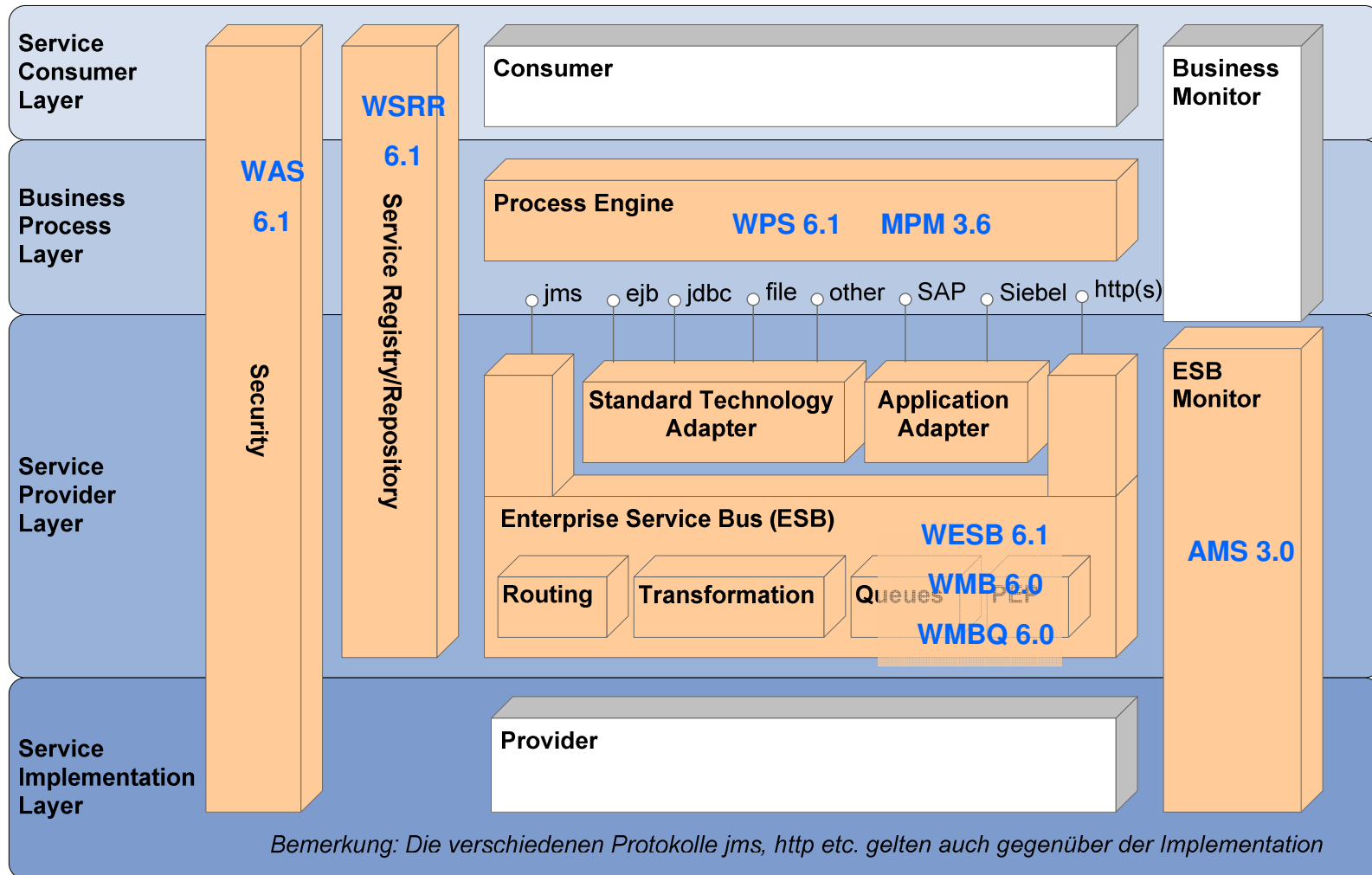
- Skalierbarkeit und Leistung
- Verfügbarkeit
- Sicherheit
- Koordination von Transaktionen
- Unternehmensweite Sicht
- Verwaltbarkeit

IBM has a complete BPM Suite

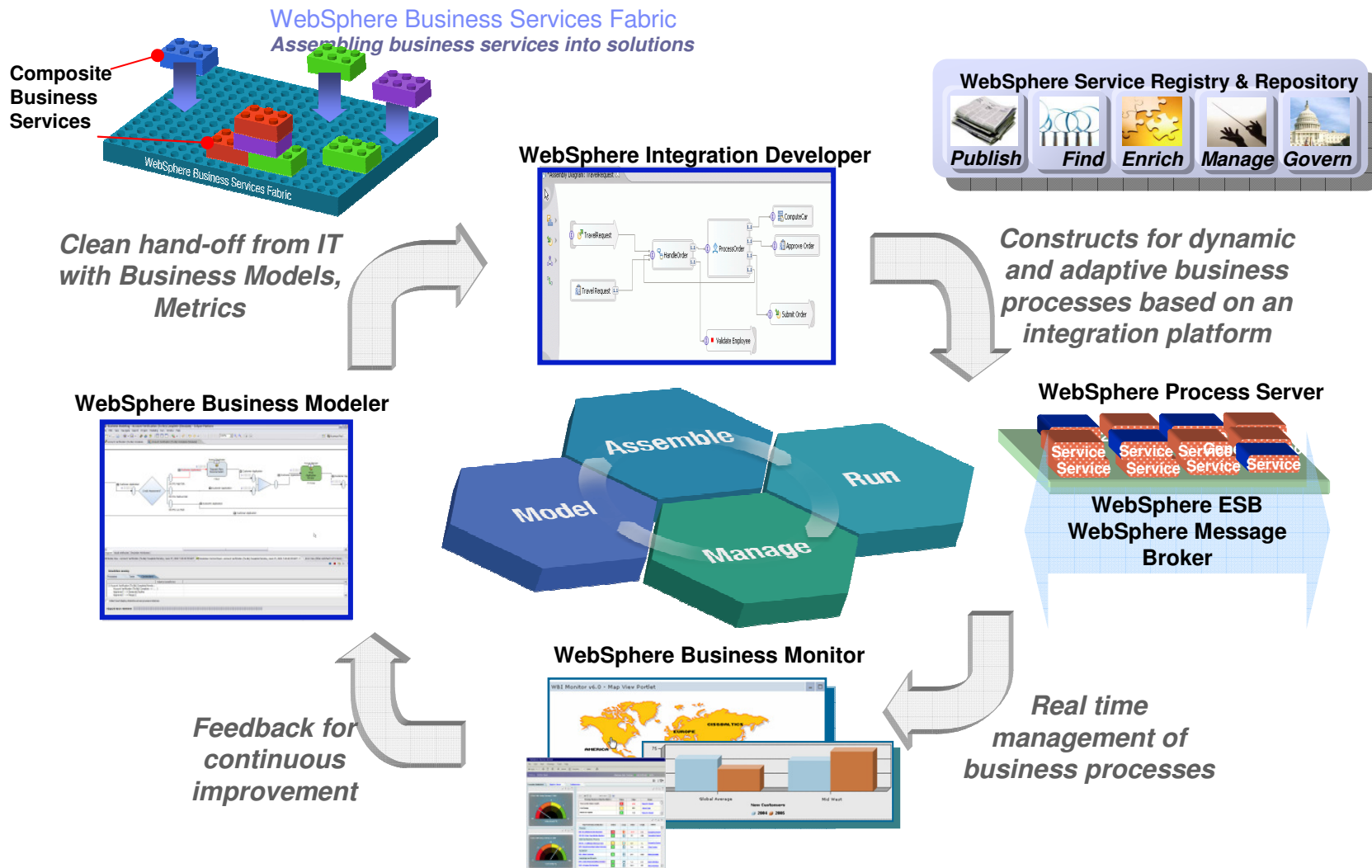
*“IBM is the first and so far the only infrastructure software supplier to offer a **complete BPMS** supporting the end-to-end lifecycle from analytical modeling to performance management and optimization – **based entirely on service oriented architecture.**”*

Bruce Silver, Bruce Silver Associates – The 2006 BPMS Report

Swisscom AIF Integrationsarchitektur mit WebSphere



Model, Assemble, Deploy, Manage Business Processes to build a Service Oriented Architecture

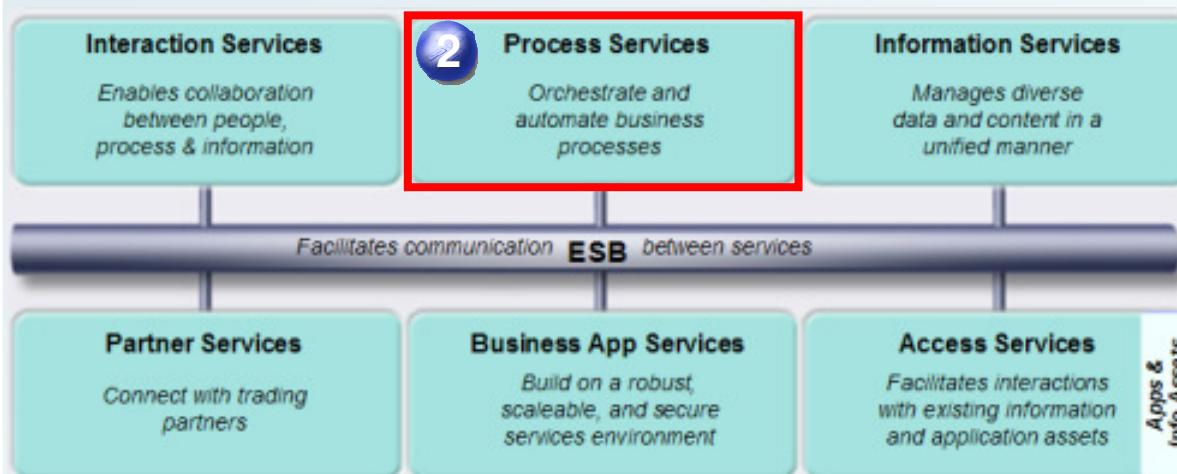


Enabling complete life cycle of business process

Prozess-Services

Kritische Erfolgsfaktoren und Produkte

- Modellierung und Simulation auf Geschäftsprozessebene
- Schnelle Konfektionierung und Rollout der Lösung
- Eine Plattform für alle Arten von Geschäftsprozessen
- Überwachung und Optimierung von Geschäftsprozessen



2 Prozesse

Zentrale Produkte

WebSphere Business Modeler
WebSphere Integration Developer
WebSphere Process Server
WebSphere Business Services Fabric
WebSphere Business Monitor

WebSphere Business Modeler

Modellierung und Simulation auf Geschäftsprozessebene

Für den professionellen Anwender

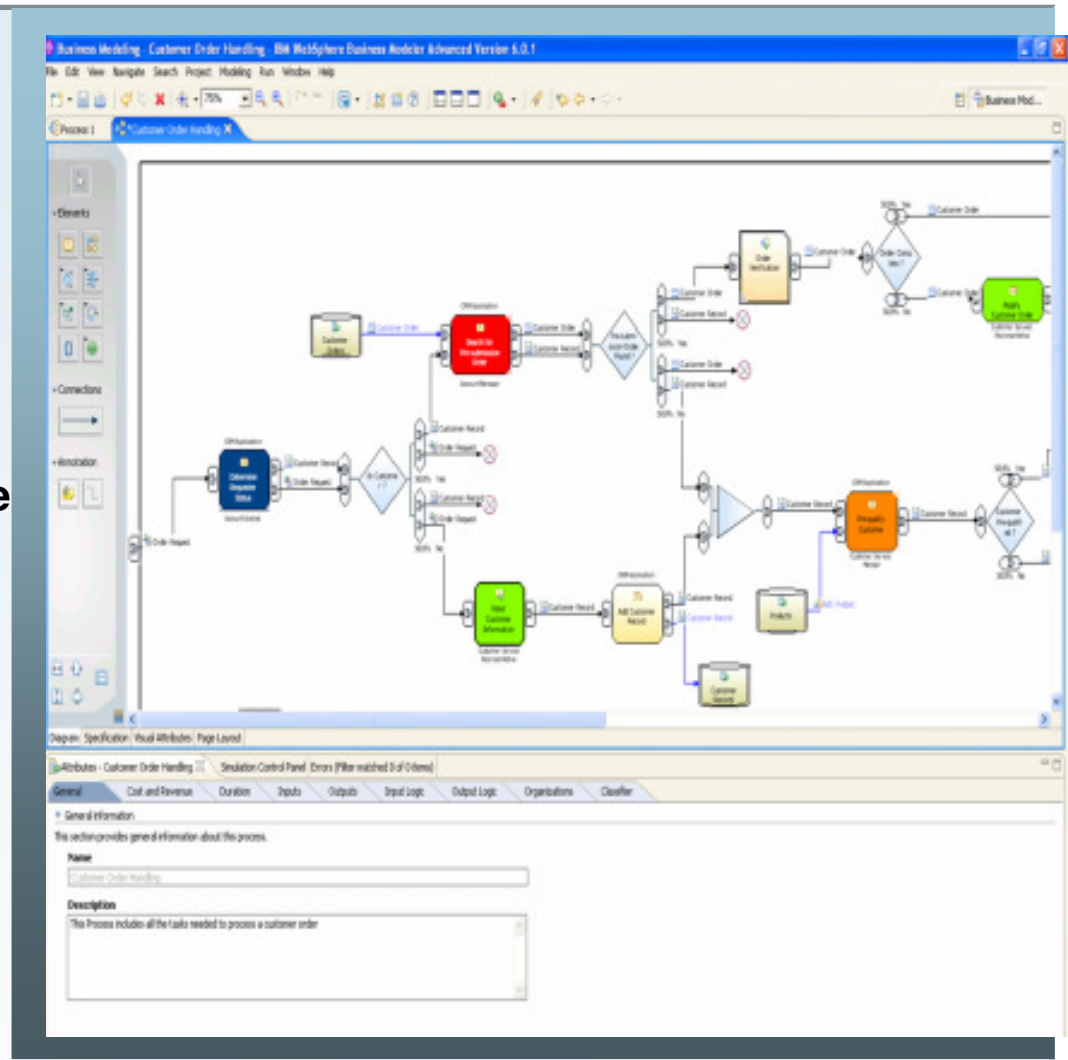
- Modellimport direkt aus Visio
- Hunderte von Prozess-Schablonen verfügbar (IFW, IAA)
- Optimierung aller geschäftsbezogenen Aspekte – Definition von KPIs und Messkriterien
- Zusammenarbeit mit Fachverantwortlichen über den Publishing-Server

Modellierung, Simulation und Analyse

- Erweiterte Analyse- und Simulationsfunktionen. Umfassendes Verständnis der Auswirkungen vor der Implementierung

Saubere Übergabe an den IT-Bereich

- Schnelle und präzise Implementierung Ihrer Lösungen
- Modellierung auf Geschäftsprozessebene als Startpunkt für die IT-Implementierung (WID)



WebSphere Process Server

Der Systemraum für Business Process Management

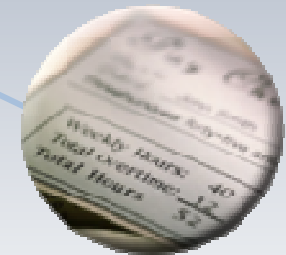
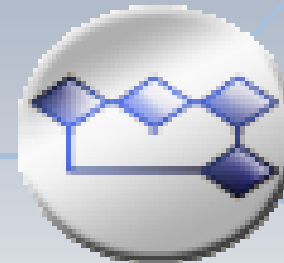
■ Leistungsstarke Ausführung von Geschäftsprozessen

- Zuverlässig, skalierbar, sicher, offene Standards
- Zentrale, integrierte Laufzeitumgebung für alle SOA-basierten Prozessautomatisierungen
- Automatische Integration von Rules Engine Anbietern wie ILOG



■ Support für alle Aspekte der Prozessintegration

- Prozessabläufe
- Geschäftsregeln
- Benutzeraktionen
- Services
- Zustandsmaschinen

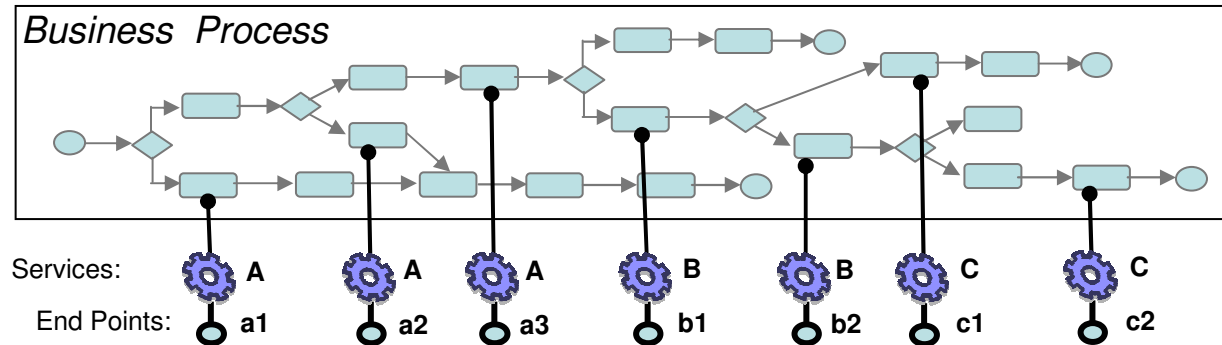


■ Hohe Dynamik im Unternehmen durch schnelle Prozessänderungen

- Wiederverwendung vorhandener Services und Erstellung neuer Services für die Zukunft
- Aufbau von Prozessabläufen ohne Kenntnis der Informationsquellen (spätes Binden der Services)
- Geschäftsregeln steuern die Ausführungsfolge des Prozesses und können sich dynamisch ändern

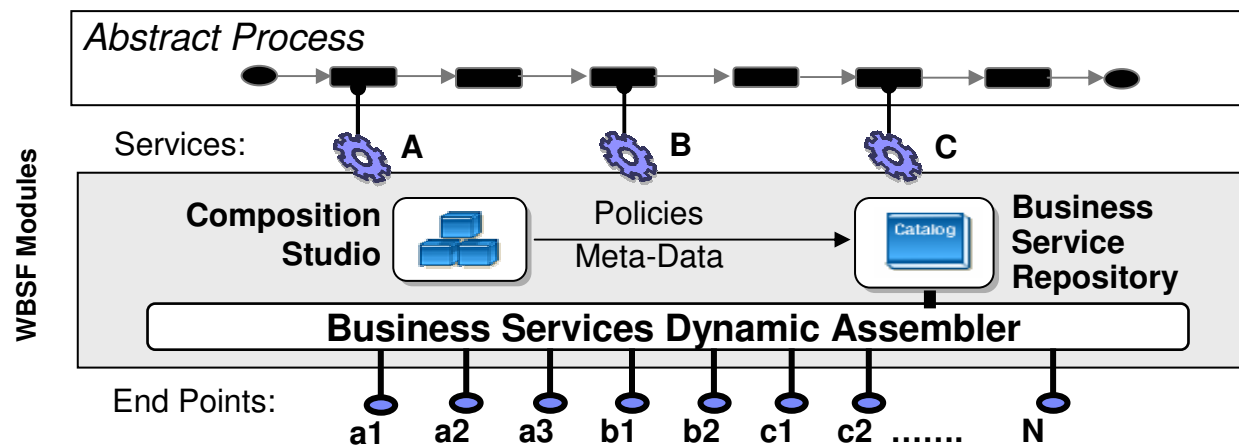
WebSphere Business Services Fabric

Vereinfachung von Business Prozessen durch Business Services



Oben: traditionelle Entwicklung von Business Prozessen Ein Grossteil der Prozesslogik wird verwendet um Entscheidungspunkte zu implementieren.

Unten: Prozessfluss mit dem Business Services Konzept. Die komplette Logik für das „routing“ der Prozesse kann externalisiert werden und wird durch den Service Layer übernommen.



Assets im IBM Telecom Operations Pack

Reference Business Services Templates

- Decomposition of telecom operation business services including assertions, policies, roles and channels
- *EXAMPLES: Process Customer Order, Service Inventory, Service Trouble Ticketing*

Telecom Operations Service Interfaces

- Telecom specific data types and web service interfaces
- *EXAMPLES: Create Service Specification, Validate Customer Order, Deactivate Resource, Retrieve Collection Data*

Telecom Operations Business Glossary

- Telecom specific taxonomy of business terms derived from NGOSS Shared Information Data (SID) Model

Telecom Operations Common Services

- Telecom operations specific common services that include WSDLs, BPELs and implementations
- *EXAMPLE: OSS/J Order Management on WTX / DXSI*

Telecom Operations Business Object Model

- Conceptual view of enterprise data for the Telecom industry; derived from NGOSS SID Model

Knowledge Assets

- Reference Architecture, How-To-Guide, Reference Implementation, Developer Guide, Install Guide

WebSphere Business Monitor

Prozesstransparenz in Echtzeit

Scorecards

Wesentliche Leistungsindikatoren (KPIs) für Geschäftsbereiche

Zusammenarbeit

Teambasierte Problemlösungen

Business-Alerts

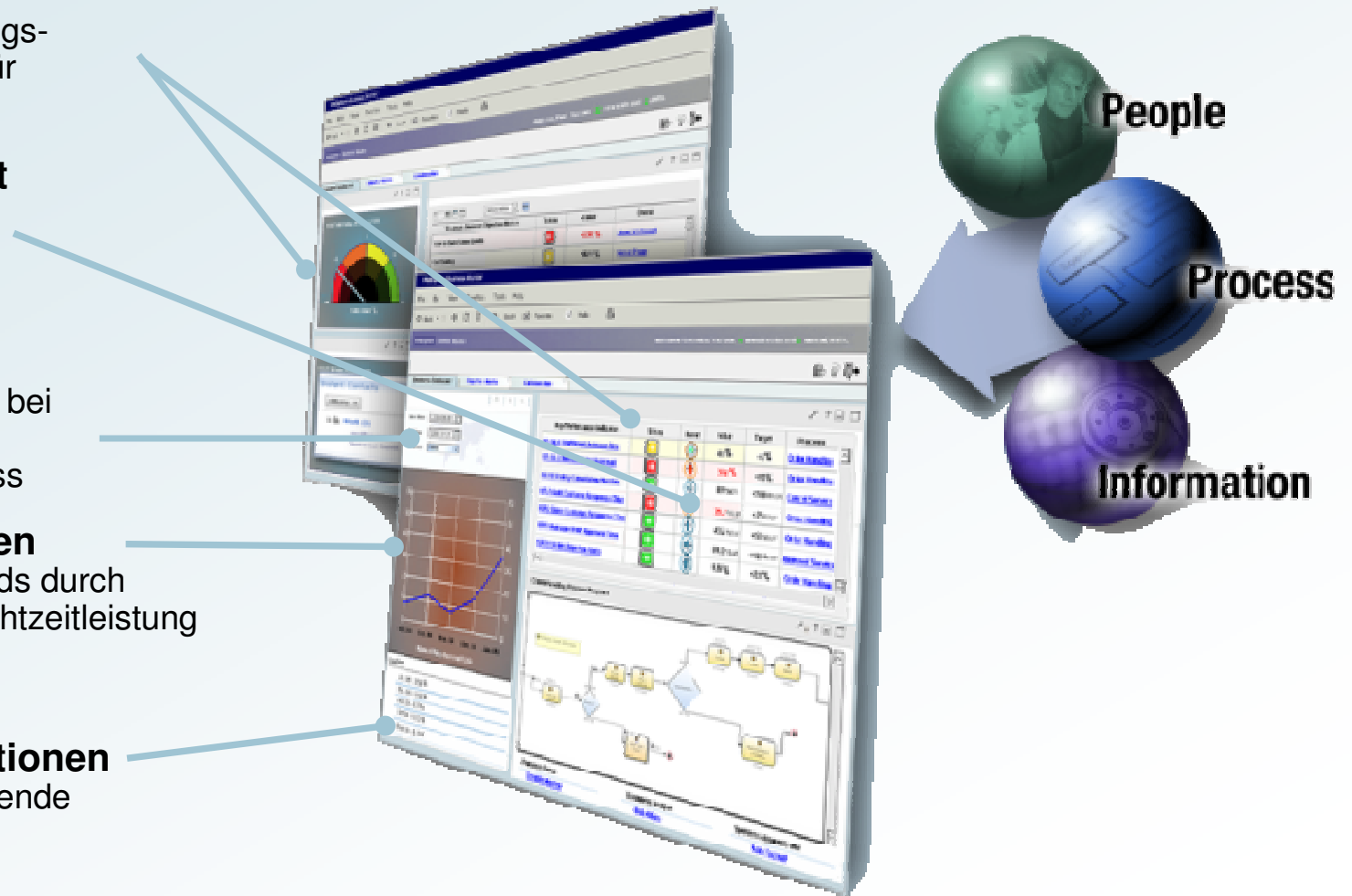
Benachrichtigungen bei Situationen, auf die reagiert werden muss

Berichte/Analysen

Verstehen von Trends durch Kombination von Echtzeitleistung und Langzeitdaten

Externe Informationen

Leistungsbeeinflussende Informationen



Agenda

1. Einführung Business Process Management und Integration- IBM`s kompletter Service Lebenszyklus
2. **WebSphere Services Registry & Repository**
3. WebSphere Commerce die Komplettlösung im Telco Umfeld

SOA Service Lifecycle Management is essential for overall successful SOA implementations

“

**Service Life-cycle
Management is a Major
Enabler of SOA**

**Larry Fulton, Forrester
Research***

”

* The Forrester Wave™: SOA Service Life-Cycle Management, Q1 2008. Jan 2008

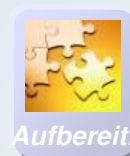
IBM WebSphere Service Registry and Repository bietet hohe Wertschöpfung im gesamten SOA-Lebenszyklus

WebSphere Service Registry and Repository



Wiederverwendung fördern

- Neu implementierte Services und Services-Metadaten veröffentlichen
- Services und Services-Metadaten suchen
- Integration in andere Registrys



Konnektivität fördern

- Dynamische und effiziente Interaktionen zwischen Services zur Laufzeit ermöglichen



Governance fördern

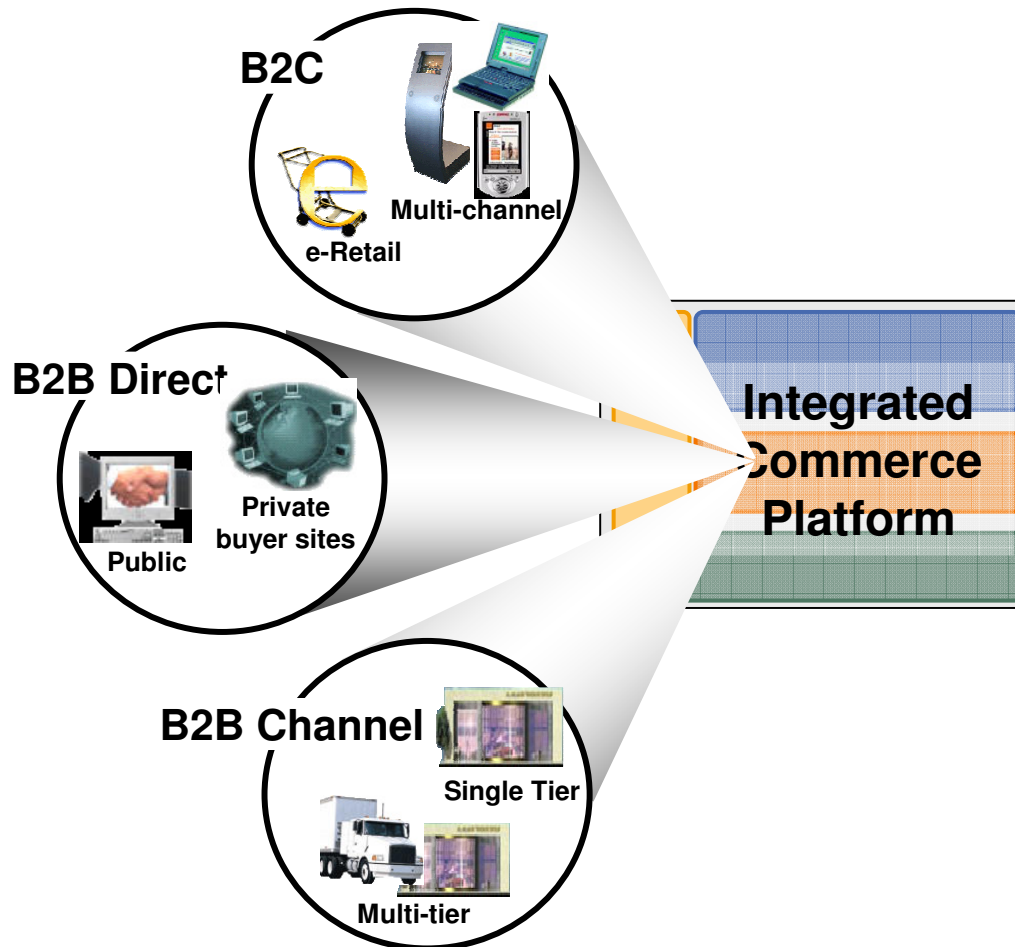
- Umsetzung von Richtlinien
- Wirkungsanalysen ermöglichen
- Klassifizierung nach Lebenszyklusphase
- Rollenbasierter Zugriff
- Änderungsbenachrichtigung für Benutzer
- Föderation mit Service-Management-Repositorys

Agenda

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WebSphere Commerce

Die **Plattform** für alle Ihre Business Modelle



- Grösstes Angebot von "out-of-the-box" Business modellen in den Bereichen B2B, B2C, Mixed
- Höchste Flexibilität in der Konfiguration und Anpassungsmöglichkeiten an individuelle Bedürfnisse des Unternehmens und der Kunden
- Unterscheidlichste Business Modelle auf einer einzigen Plattform
- Unterschiedliche Kataloge, Stores, Marken, Vertriebskanäle und Touchpoints auf einer Installation

Der Kunde muss Mittelpunkt von Interaktion und Erlebnis werden: Am Beispiel von O2

- **Kundenorientiertes Website-Design**
- **Ein *natürliches Einkaufserlebnis* hält Kunden „bei der Stange“**
 - Verschiedenen Kaufgewohnheiten, Motivationen und Kriterien gerecht werden
- **Präzises Marketing bietet zielgruppenspezifische Informationen und Empfehlungen zu wichtigen Entscheidungspunkten während des Kaufprozesses**
- **Suche und Identifikation in natürlicher Sprache**

O2 nutzt die Leistung von Web 2.0, um ein dynamisches Einkaufserlebnis zu bieten



Ride IT – Harley Davidson runs WebSphere

Wir feiern gemeinsam **10 Jahre IBM WebSphere** & 105 Jahre Harley Davidson



- **Ride IT mit IBM und Harley Davidson:** Einladung und ein Grund zu feiern
- **Datum: 2. Juli 2008, Uhrzeit: 13.30 Uhr**
- **Der Anlass** im IBM Forum Switzerland, Vulkanstr. 106, 8048 Zürich-Altstetten
- **Das Fest** bei Felix Bächli AG, Überlandstrasse 74, 8953 Dietikon
- http://www-05.ibm.com/ch/events/jahre_websphere/

Warum IBM und WebSphere?

Prozess

- **Über 10 Jahre Marktpräsenz** mit fundiertem Know-how und hoher Prozessflussfunktionalität
- BPM Competency Center mit über **1000 erfolgreichen Projekten**
- 65 BPM Best Practices-Paketlösungen über das BPM-Framework
- Umfassendes BPM-Know-how mit mehr als **400 Kunden**, die IBM Branchenmodelle nutzen

Konnektivität

- „SOA mit der besten Konnektivität“ in der Branche mit **1.500 einzigartigen** Verbindungspunkten
- IBM WebSphere MQ – zum besten Java Messaging-Tool gewählt²
- **Mrd. von Nachrichten**, die täglich mit WebSphere versendet werden
- WebSphere MQ bei **90 % der Fortune 100-Unternehmen im Einsatz**
- IBM Gesamtgewinner im Bereich Application Integration Middleware³

Wiederverw.

- **Nr. 1 beim Marktanteil für Application Server-Software³**
- **90 %** der weltweit 100 größten Unternehmen nutzen WebSphere Application Server⁴
- Nahezu **2.000** Partneranwendungen wurden auf WebSphere Application Server entwickelt
- **2.600** Partner wurden für WebSphere Application Server-Know-how zertifiziert

Hohe Investitionen

- Investitionen pro Jahr von über **1 Mrd. USD** in SOA und Web-Services
- **Mehr als 6.700** IBM Entwickler
- **Mehr als 10.750** WebSphere-erfahrene IGS-Spezialisten
- **Mehr als 300** SOA-Patente

Hohe Bandbreite und fundierte Erfahrung

- Breites Portfolio für mehr als **87.000 Kunden**
- Umfassendes Ökosystem – **mehr als 2.500 SOA-Partner** und 3.150 aktive ISV-Lösungen
- Umfassende, plattformübergreifende Anwendungsmigration
- 8 der weltweit 10 größten Banken, 10 der weltweit 10 größten Automobilhersteller
- 9 der weltweit 10 größten Telko-Unternehmen, 50 % der weltweit 30 größten Elektr. untern.
- 4 der weltweit 10 größten Einzelhändler, 80 % der größten US-Krankenkassen
- Sehr hoher Anteil im SMB-Bereich

Agenda

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

IBM Software Roadshow für Swisscom

das nächste Mal am

Donnerstag, 18. September 2008

09:00 – 13:00 Uhr

Swisscom Conference Center

Raum G-013

Genfergasse 14, Bern

Thank
YOU