



IBM Software Group

## ISV Update: IBM Software

Anders Torelm  
Country Manager Software  
2006-03-23

A horizontal bar with a rainbow color palette (green, yellow, red, purple, cyan) on the left, followed by a grayscale collage of images including a person's face, a hand, and a globe.

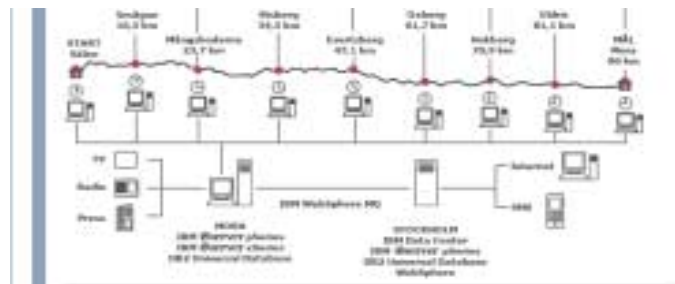
**ON** DEMAND BUSINESS™

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# IBM levererar resultat direkt



## Vasaloppet



- IBM ansvarar för resultat sedan 1967
- 47 miljoner träffar [www.vasaloppet.se](http://www.vasaloppet.se) 2005
- 30.000 SMS prenumerationer
- 60 IBMare fullföljde loppet
- Chip på benet som registrerar resultat

# IBM The B2B Superbrand



## Några av våra framgångsrika kunder



Handelsbanken



ERICSSON



ICA



Folksam®



Riksskatteverket



Fora



Försäkringskassan

Nordea

Sony Ericsson

Skandia

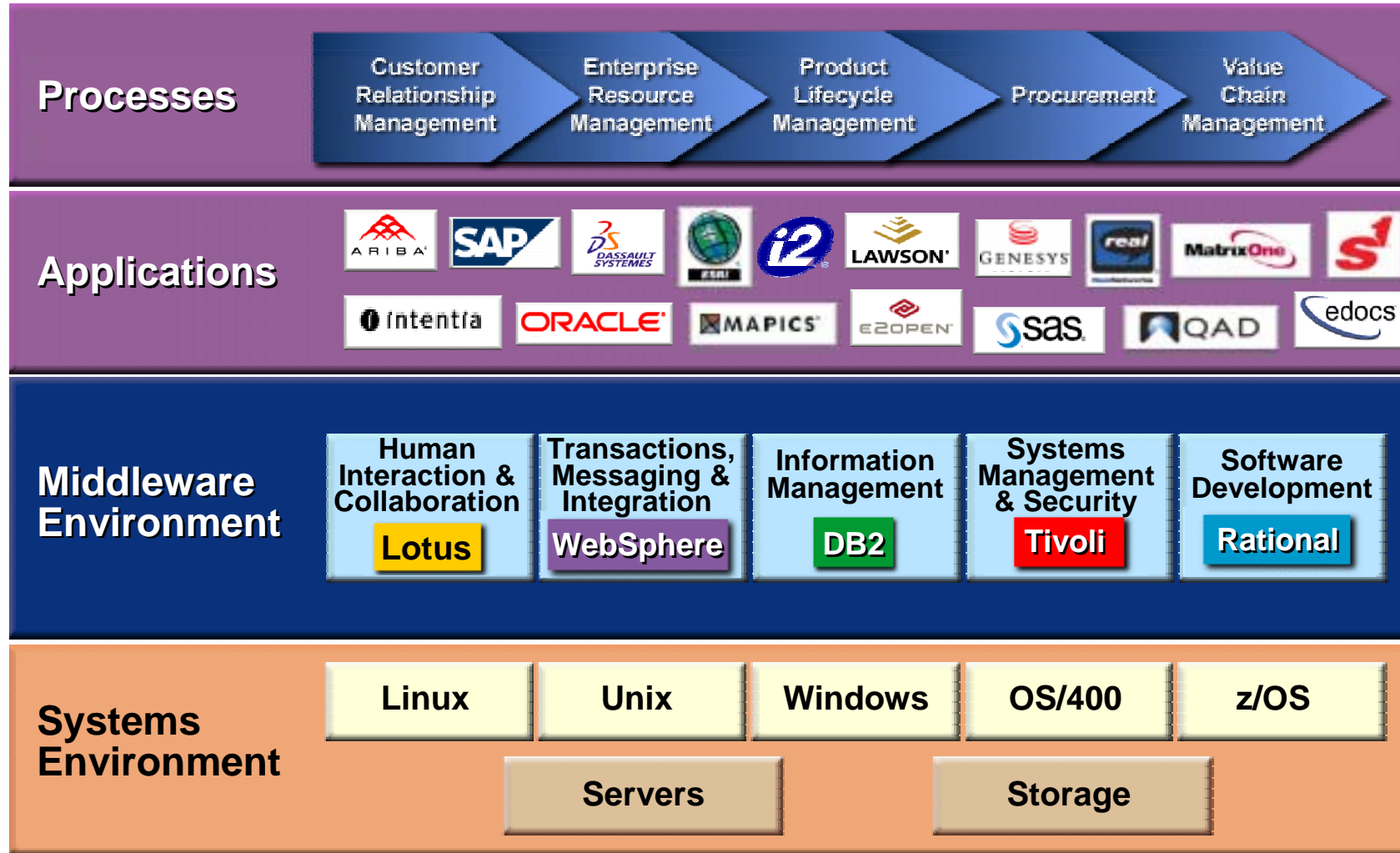


Fritidsresor

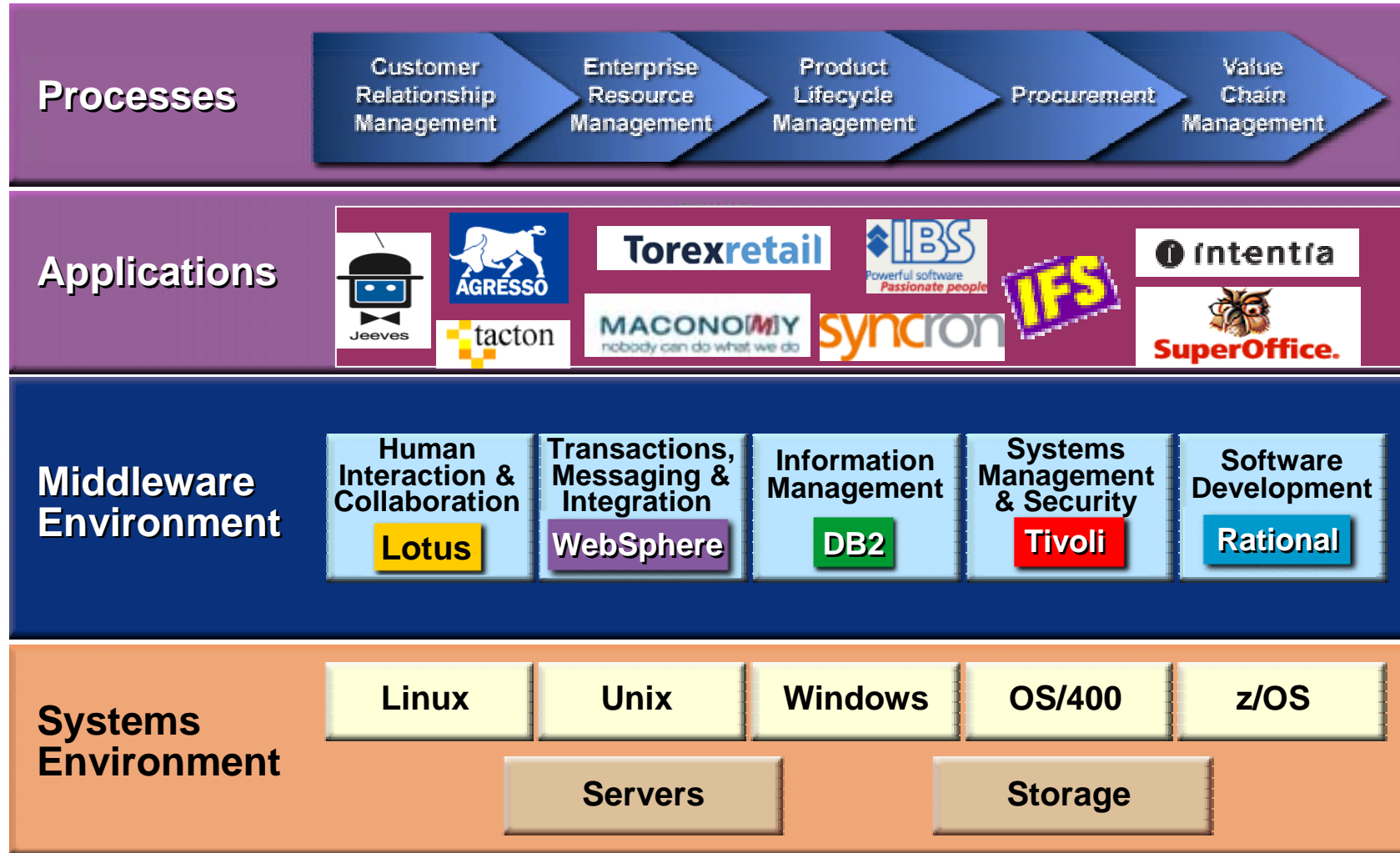
# Världen körs på programvara



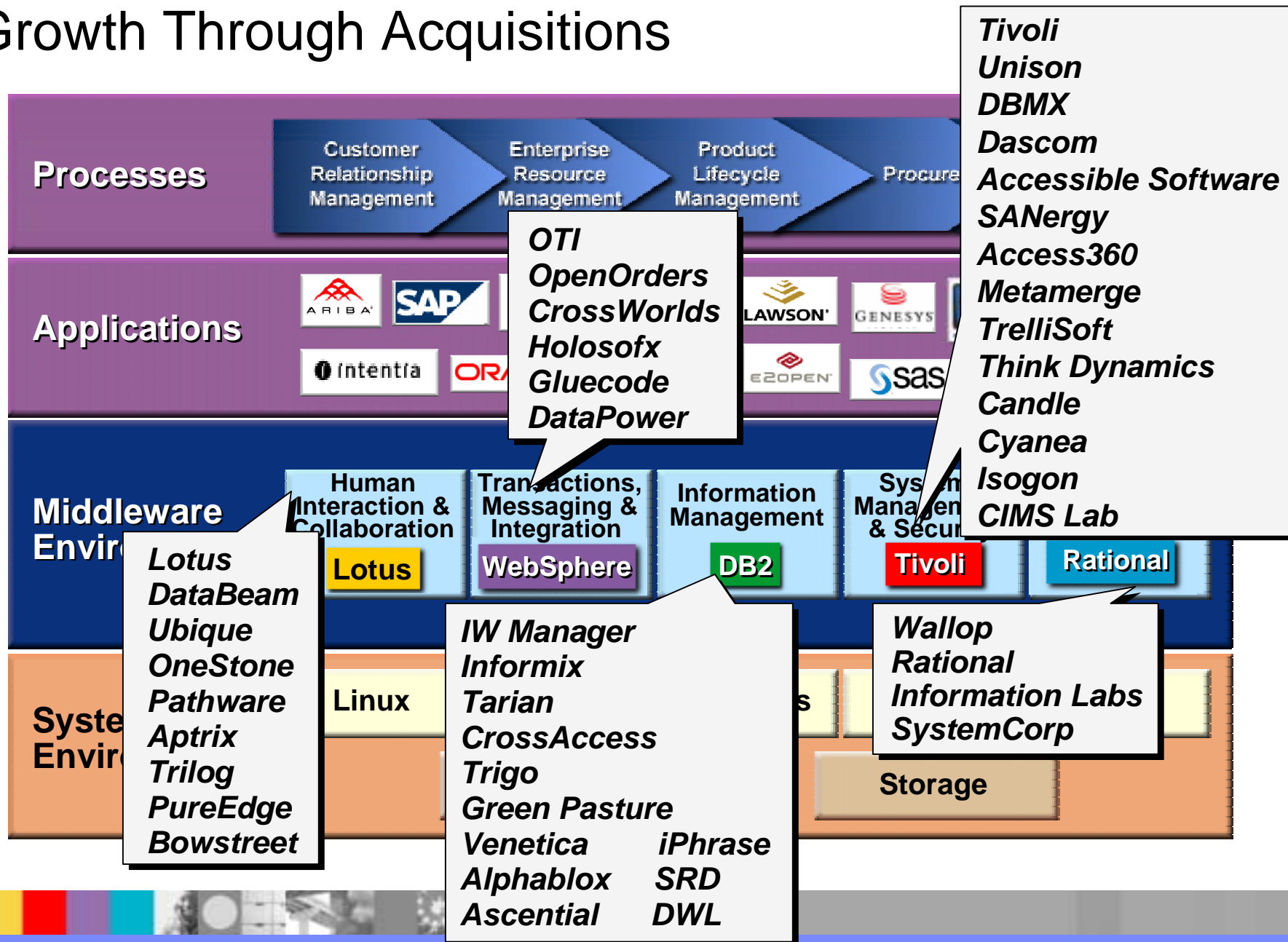
# IBM Software strategy



# IBM Software strategy



# Growth Through Acquisitions

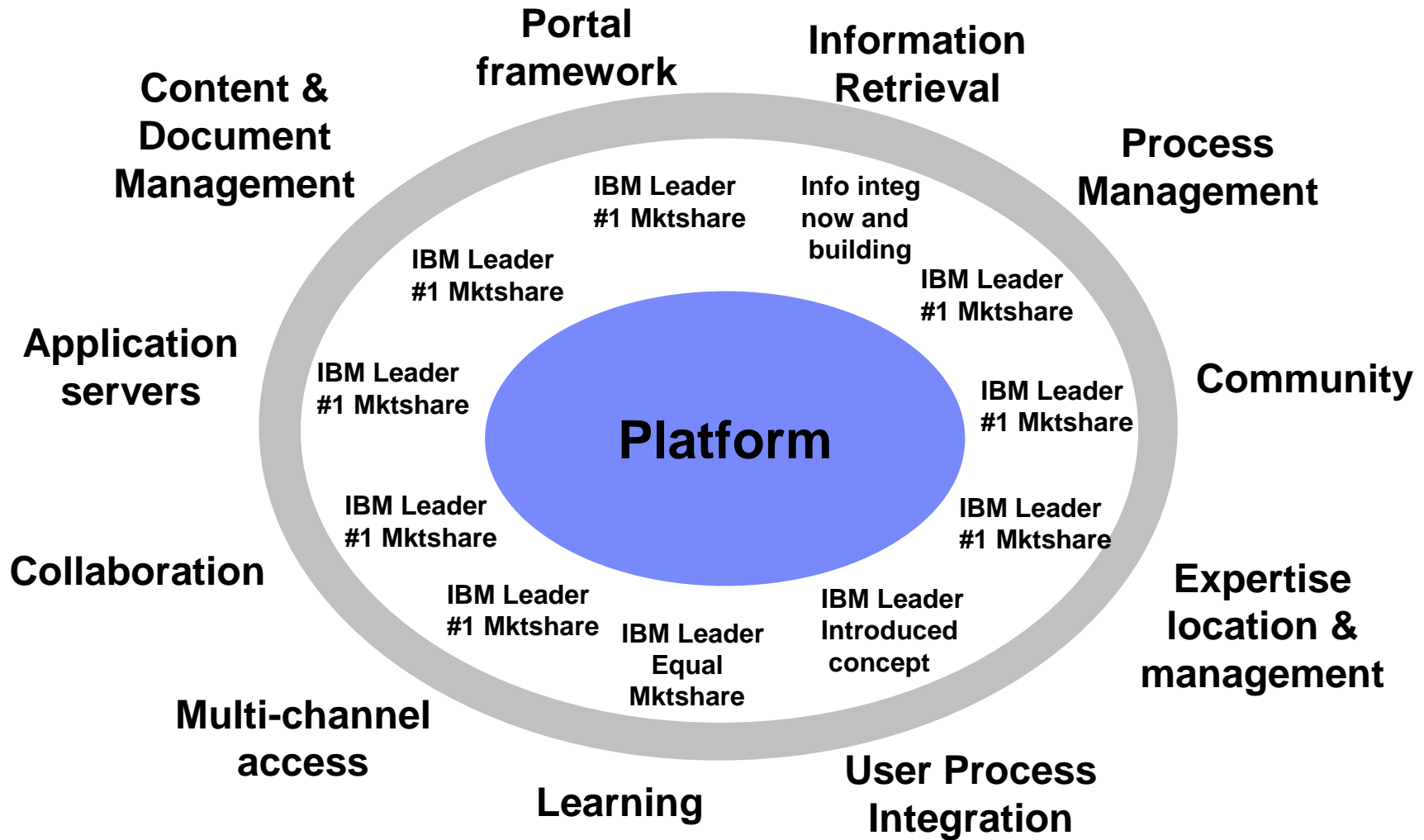




# BRANDS



# World Leading Products!

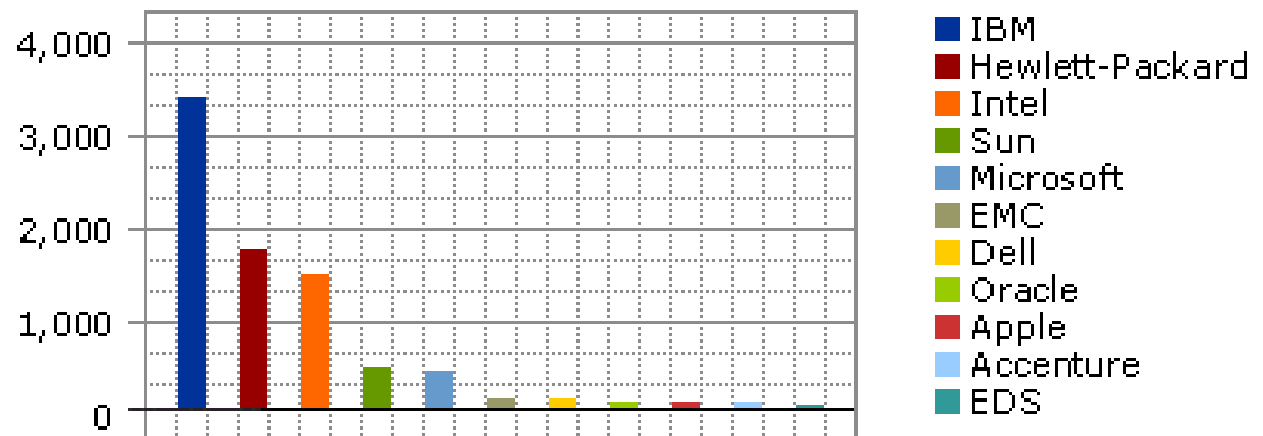


# Forskning & Utveckling



**IBM 5 Nobelpris!**

## Patentligan

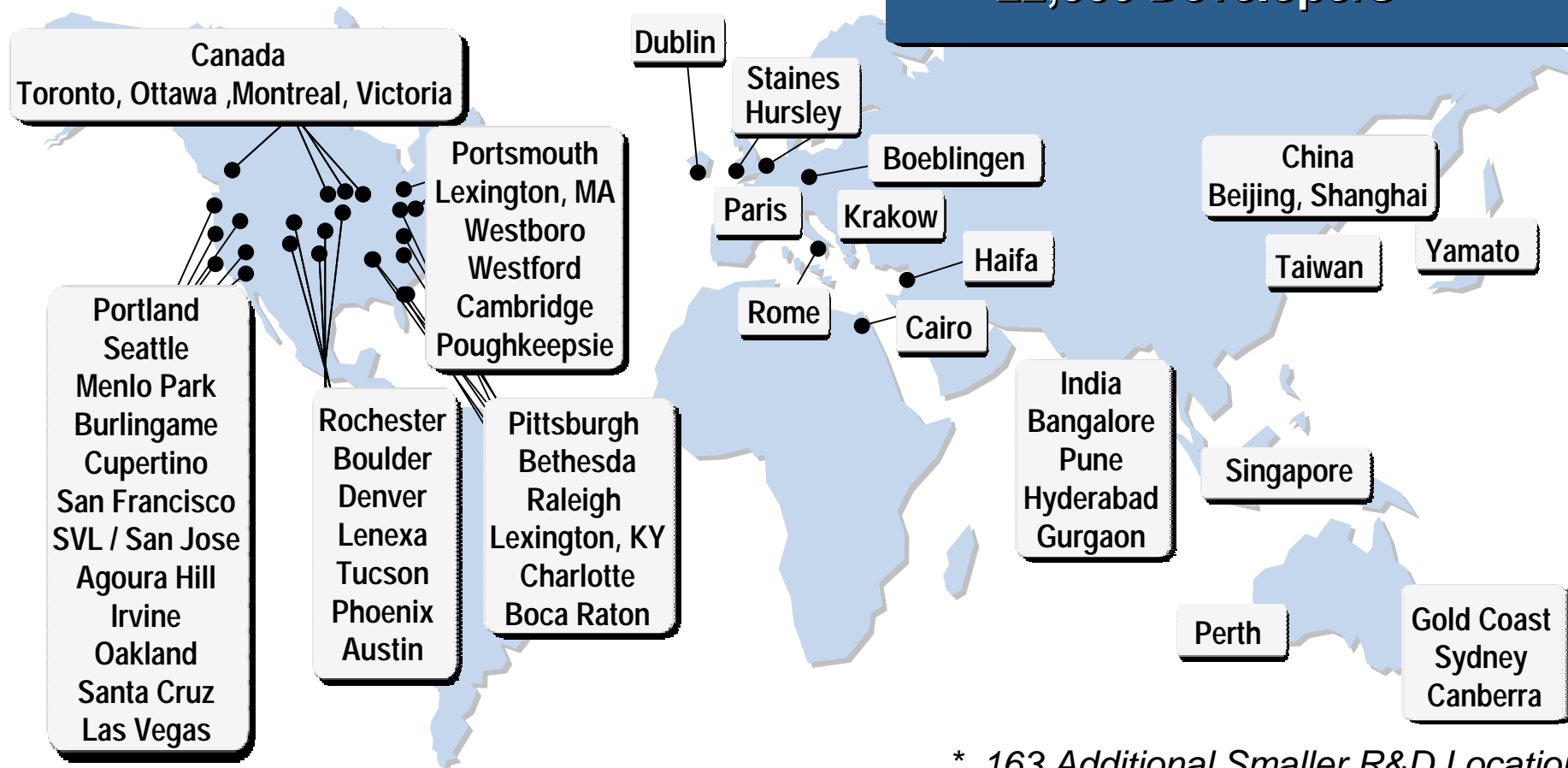


IBM Software bidrog med 40% av de 3.415 patent som registrerades av IBM

# IBM Software Group

## Major\* R&D Locations

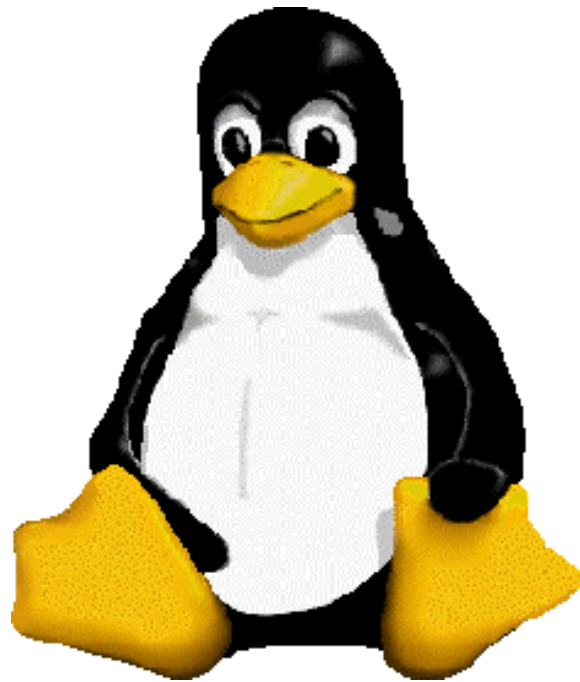
- 44,000 Employees Worldwide
- 57 Major\* R&D Locations
  - 22,000 Developers



\* 163 Additional Smaller R&D Locations



# Öppna Standards & System



Linux



SOAP

# Business Partners



Building the Information Society

# Marknaden växer!

16 | Dagens Industri  
Torsdag 22 december 2005

Chaf Wafar med Microsofts programvara i ett kontor i Stockholm. Wafar är en av de som har varit framgångsrika på den svenska marknaden för programvara.

## FINANS

### Feta år framöver

#### Kl spår ökad tillväxt och fler jobb

Konjunkturinstitutets prognos för 2006 och 2007 visar att tillväxten i Sverige kommer att öka betydligt jämfört med 2005. Detta beror på att den svenska ekonomin har blivit starkare och att det finns fler jobb att ta. Prognosen visar också att inflationen kommer att öka och att arbetslösheten kommer att minska.

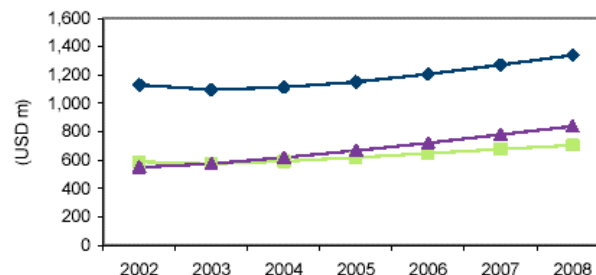
Procent	2005	2006	2007
BNP	2,7	3,6	3,1
Öppen arbetslöshet	5,9	5,0	4,4
Inflation (KPI)	1,0	1,7	2,3
Offentligt finansiellt sparande/BNP	1,6	1,2	1,8

### Utländska storbanker tror på kronan

Utländska storbanker tror på kronan. Detta beror på att den svenska ekonomin har blivit starkare och att det finns fler jobb att ta. Prognosen visar också att inflationen kommer att öka och att arbetslösheten kommer att minska.

FIGURE 3

Sweden, Total Software, Forecast 2003-2008 (USD m)



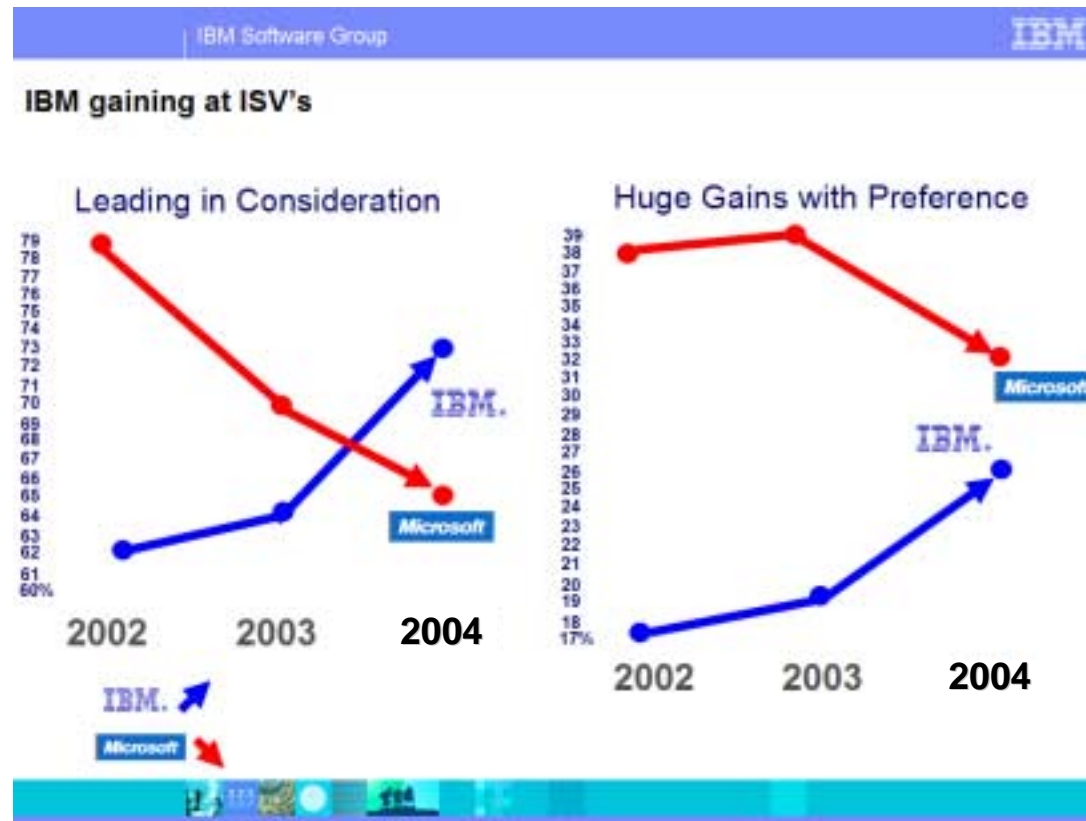
- ◆ Applications Software
- Application Development and Deployment
- ▲ System Infrastructure Software

Source: IDC Nordic, 2004

## Konjunkturinstitutets prognos

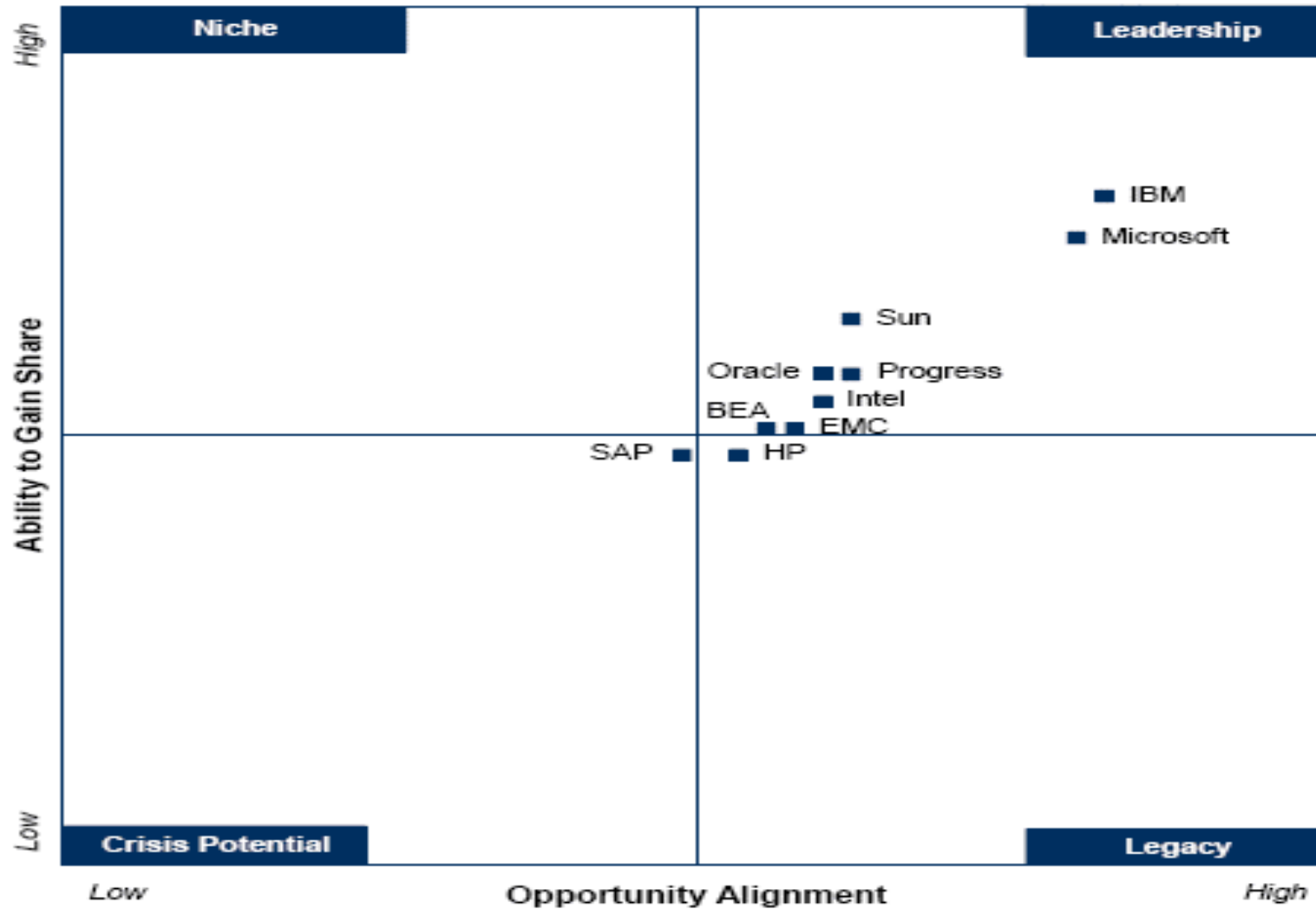
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# ISVer gillar IBM!





IDC Leadership Grid: Worldwide Independent Software Vendor Programs



Source: IDC, 2006

# IDC View of way IBM # 1 in Programs for ISVs

## IBMs Value Proposition

- **Insight Business**
  - ▶ industry research
  - ▶ third-party subject matter experts
  - ▶ Webcasts / Events
- **Technical enablement**
  - ▶ IBM's Virtual Innovation Center
    - a portal that provides partners with interactive courseware
  - ▶ IBM Innovation Centers
    - live access
  - technical consulting, education, porting, testing services
- **Sales and marketing support**
  - ▶ discounted print advertising
  - ▶ telesales support
  - ▶ industry-tailored direct mail tools
  - ▶ IBM Sales Connections
  - linking partners with the IBM global sales network.

## Way ?

- **IBM provides leadership in ISV programs based on its ability to do the following:**
  - Effectively recruit ISVs in all geographic markets
  - Maintain a strong infrastructure
  - **Provide strong industry and product alignment**
  - Focus on business development with ISV partners.
  - Overall, IBM's offering is viewed as a program in the maturation stage that is **well integrated with its go-to-market strategy** and that provides significant value to partners

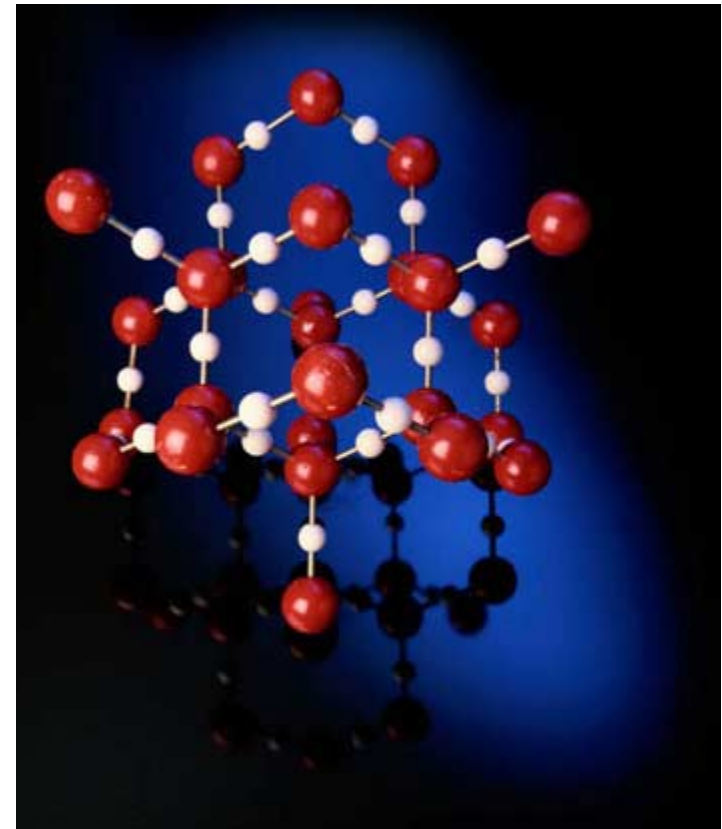
# IBM Forum Nordic, Opening Sep



## On Demand Business

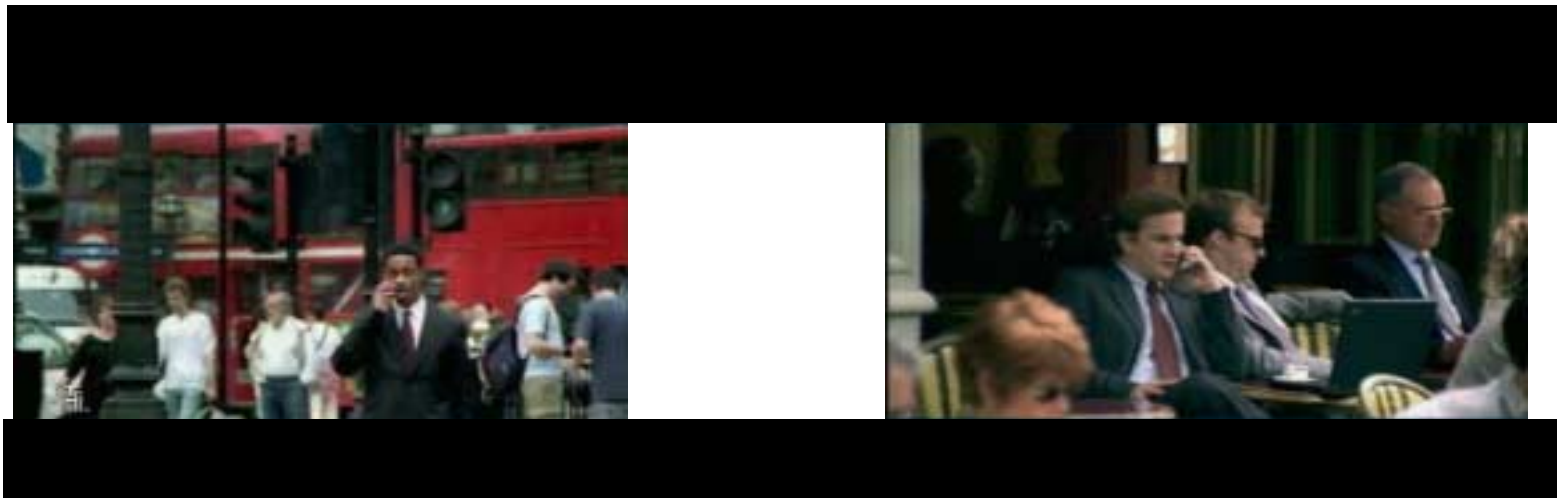
En organisation som har integrerat sina verksamhetsprocesser internt och med sina viktiga affärspartner, leverantörer och kunder.

Resultatet blir en organisation som kan reagera snabbt och flexibelt på förändrade kundkrav, nya marknadsmöjligheter eller externa hot.



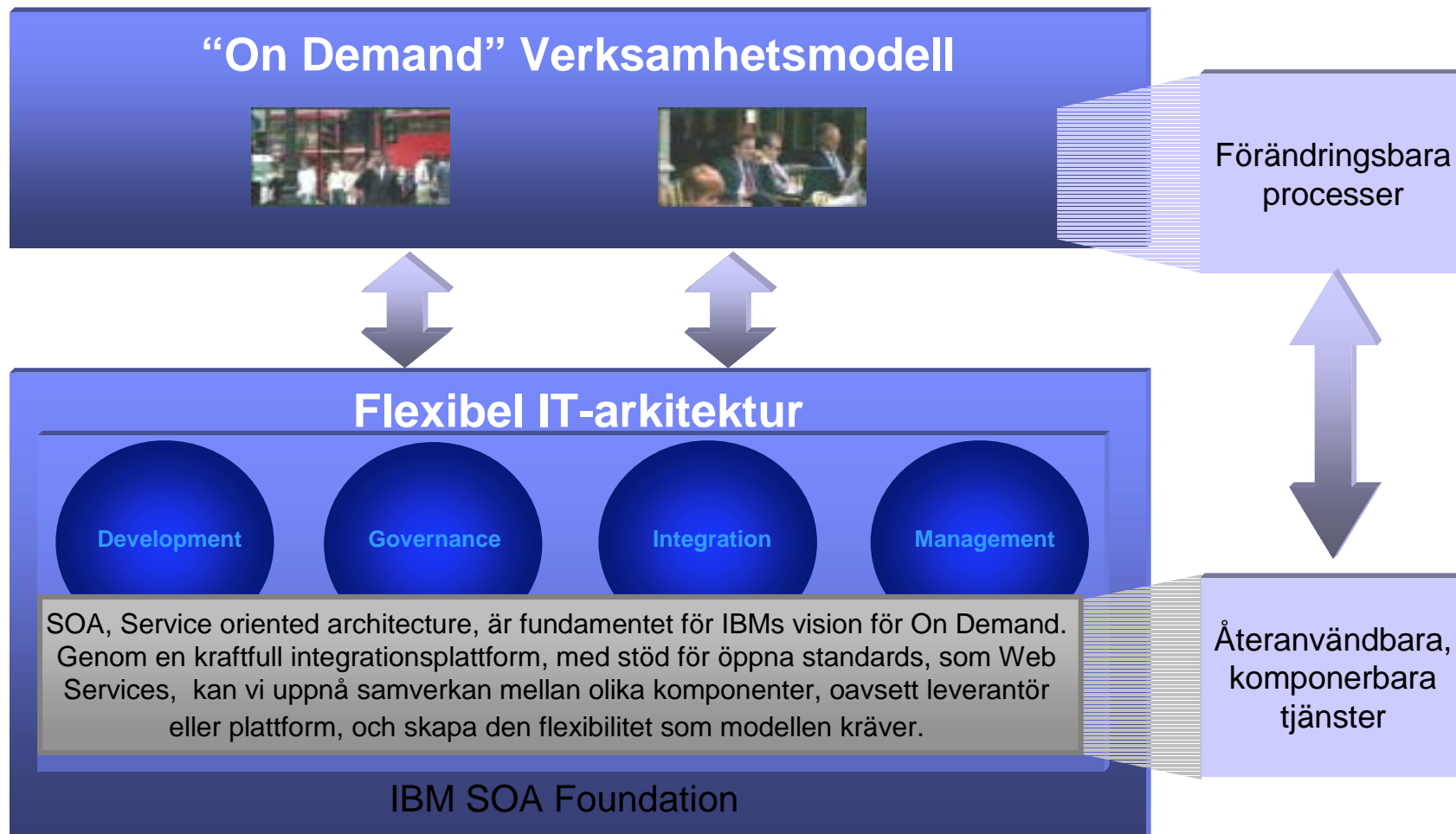
# On Demand – En verksamhetsmodell

- Integrerade effektiva processer
  - Snabba förändringar
- kunder -leverantörer -partners  
-nya krav, möjligheter och hot

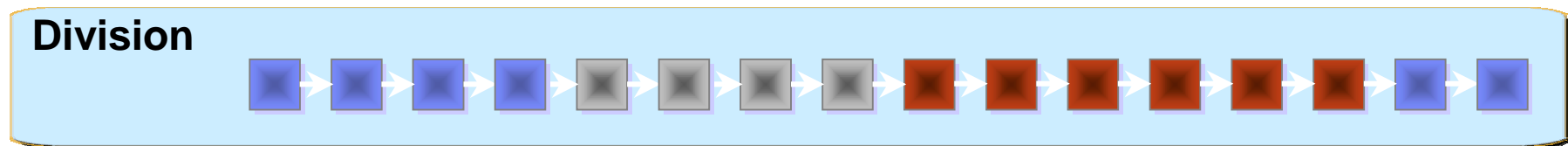


*“An on demand business is an enterprise whose **business processes** —**integrated end-to-end** across the company and with key partners, suppliers and customers—can **respond with speed** to any customer demand, market opportunity or external threat.”*

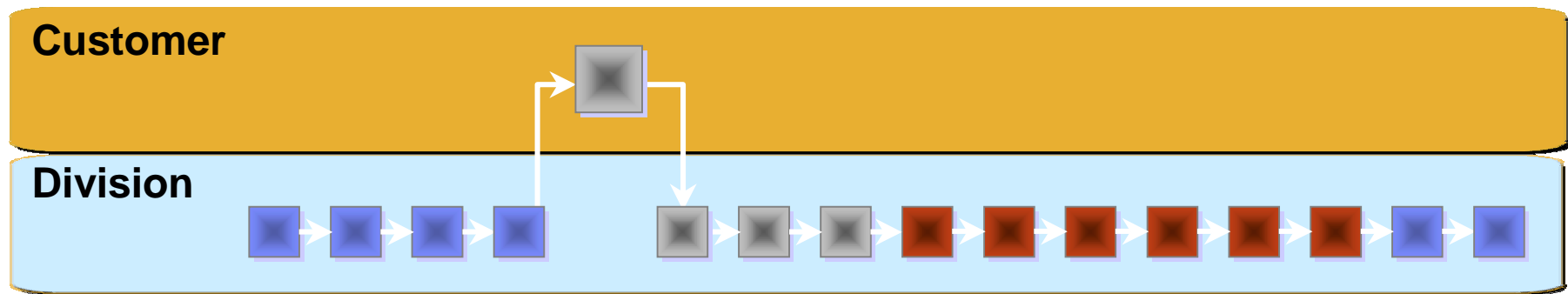
# Flexibla Verksamhetsmodeller kräver en flexibel IT-arkitektur



# Need for Flexible Business Process



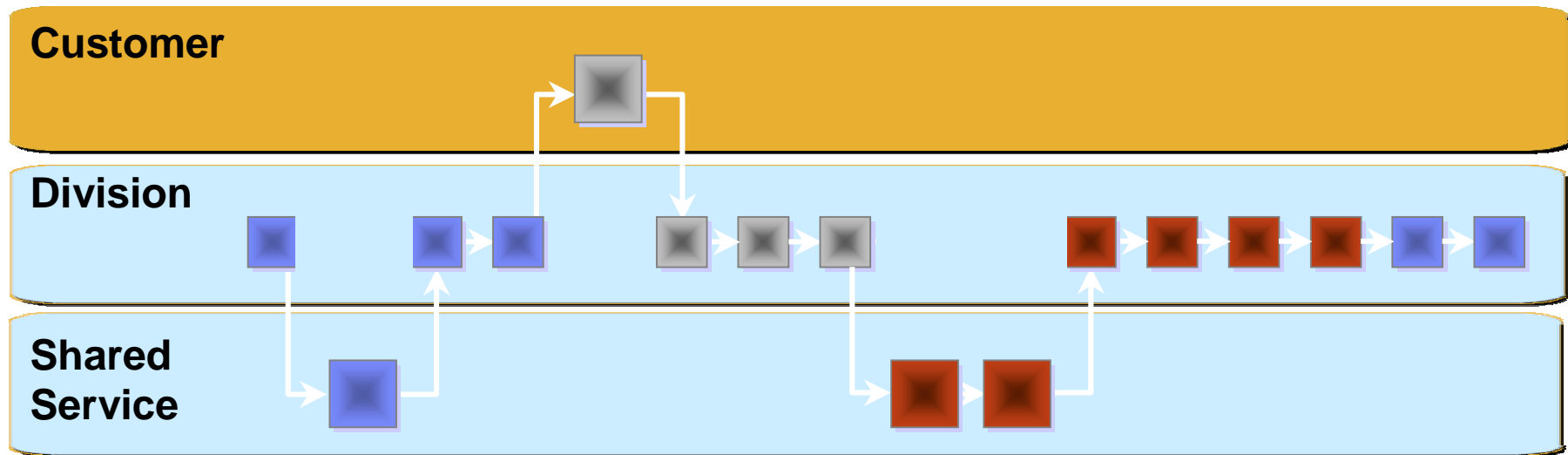
# Need for Flexible Business Process



**Change: Customer Order Entry**

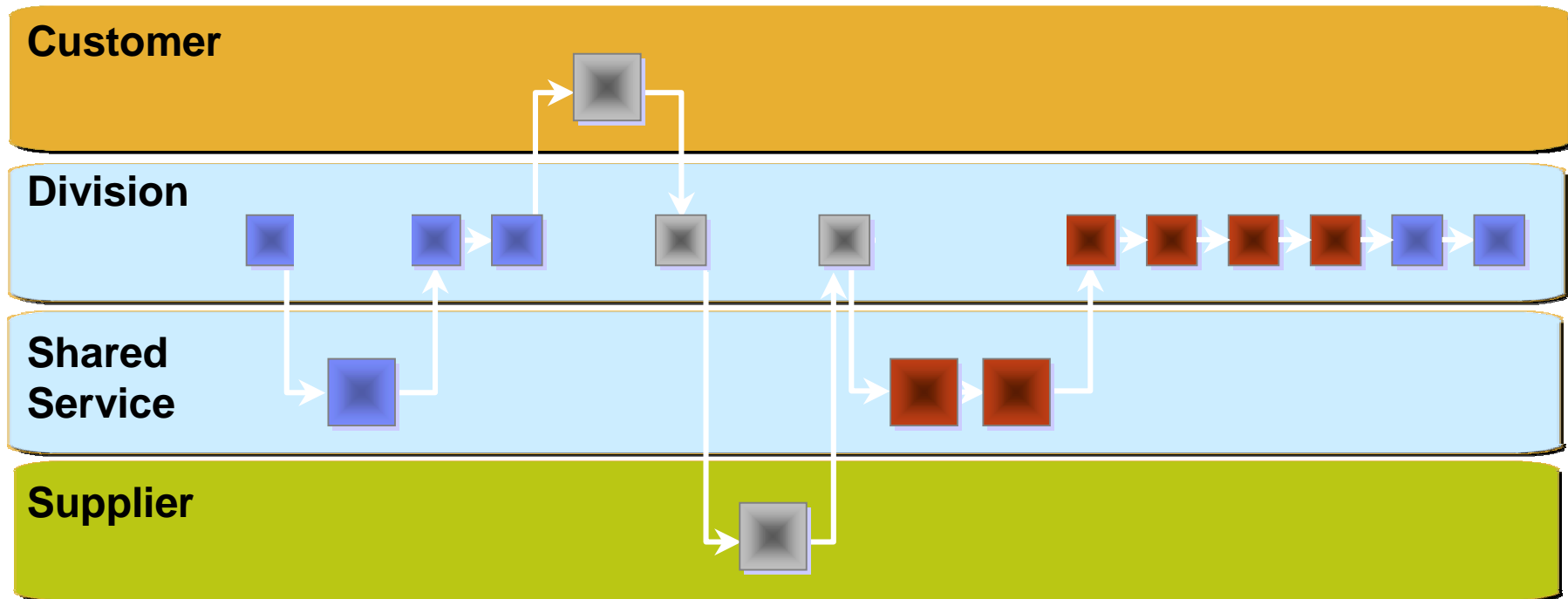


# Need for Flexible Business Process



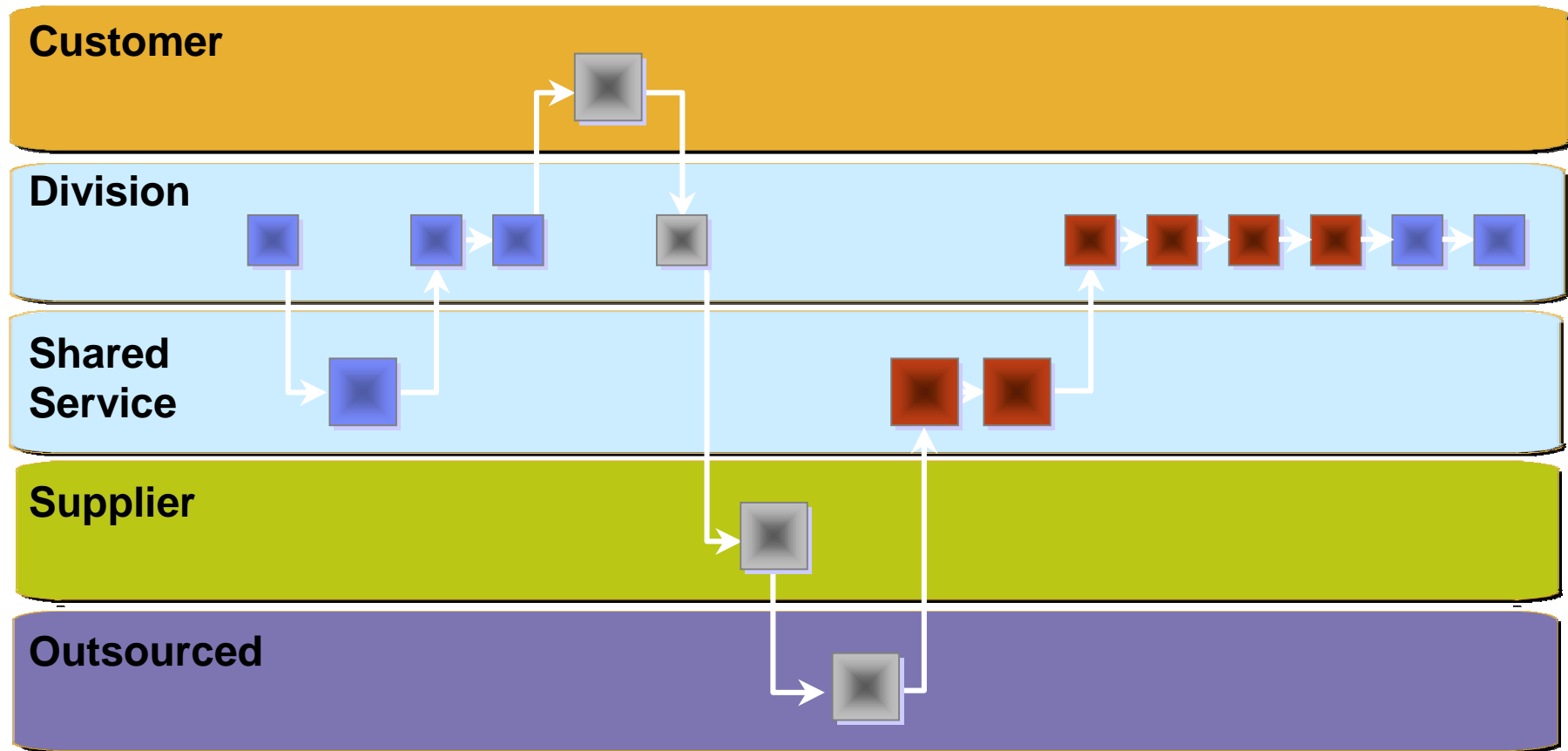
**Change: Shared Service – Marketing, Billing, Receivables**

# Need for Flexible Business Process



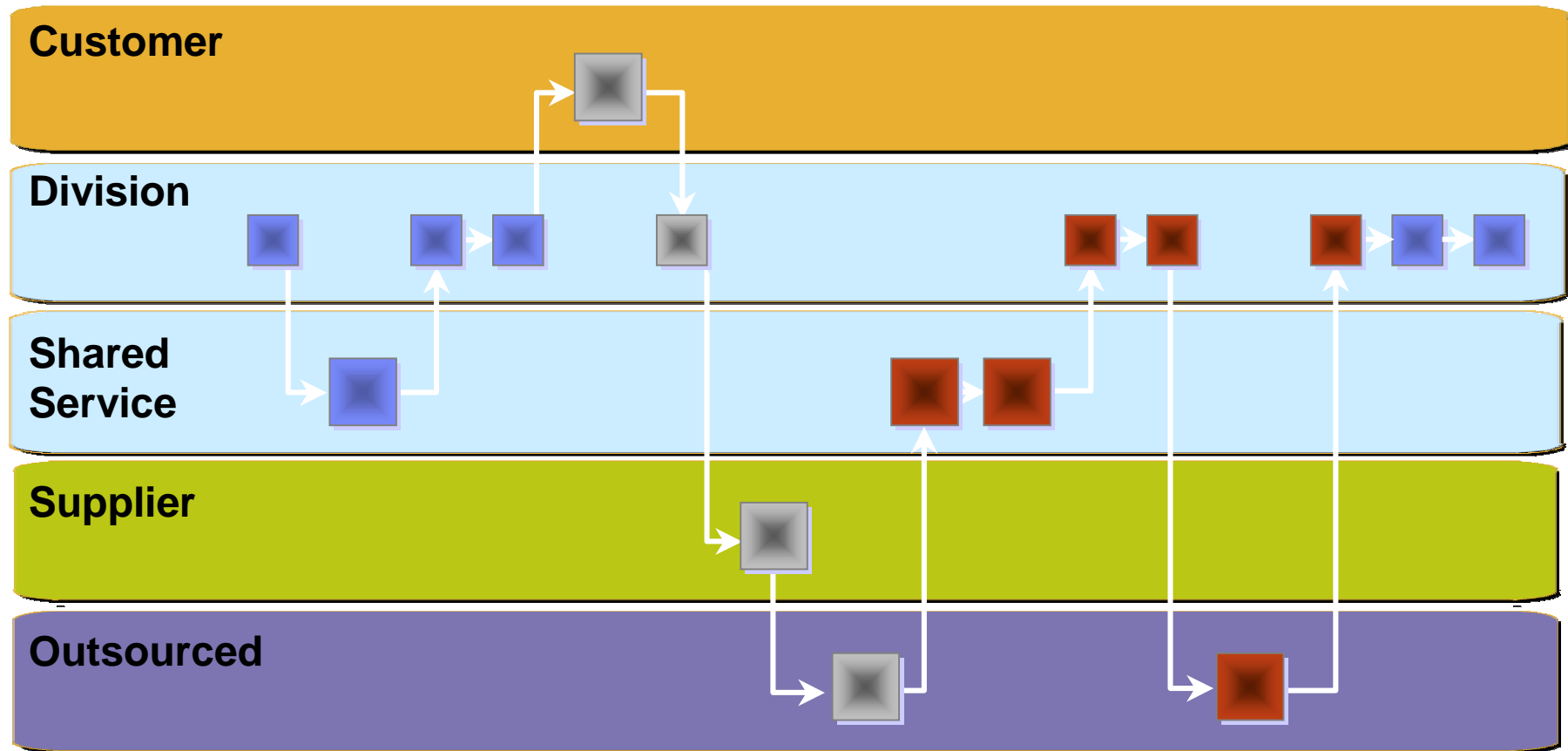
**Change: Supplier Handles Inventory (VMI)**

# Need for Flexible Business Process



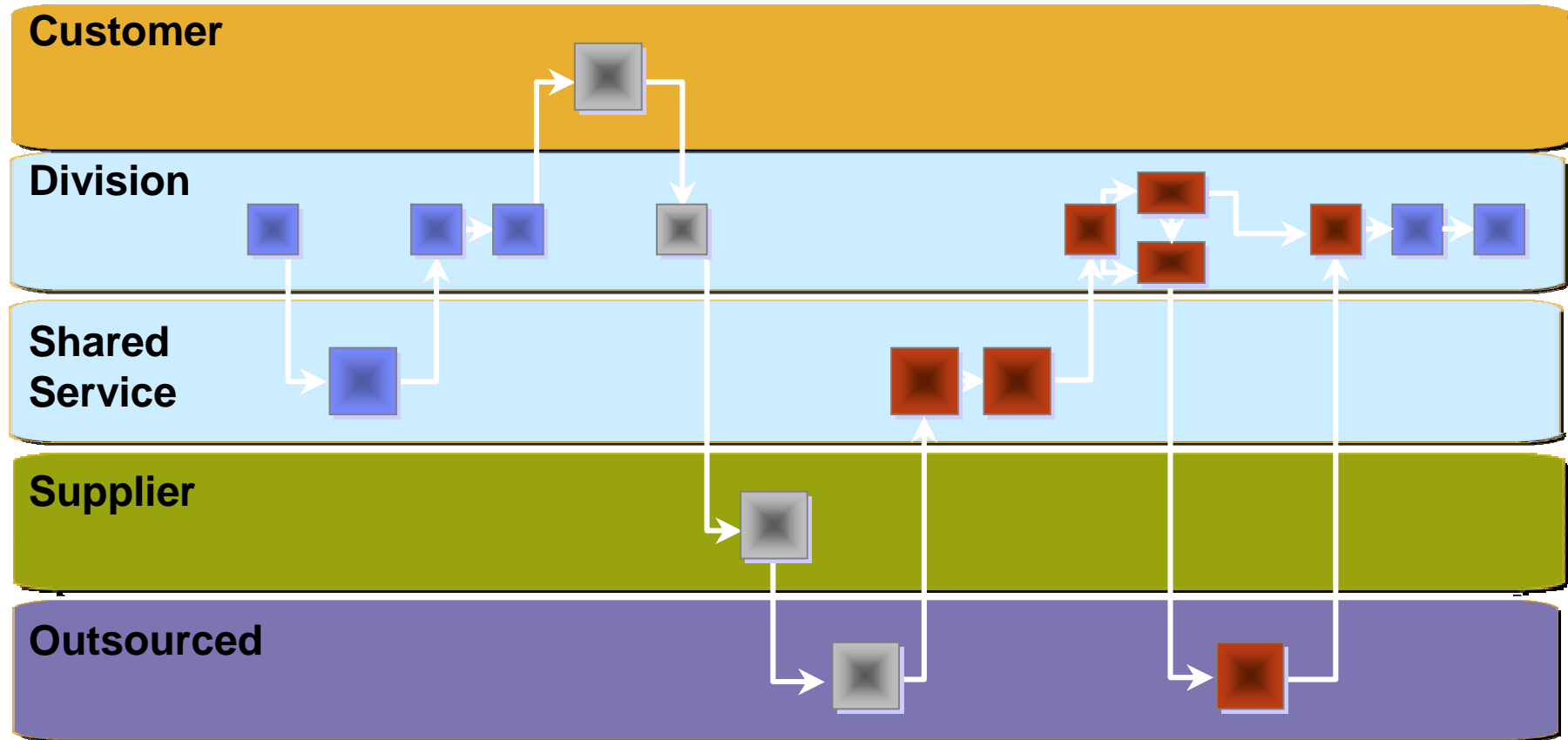
**Change: Shipping by FedEx, DHL, or UPS**

# Need for Flexible Business Process



**Change: Collections Outsourced**

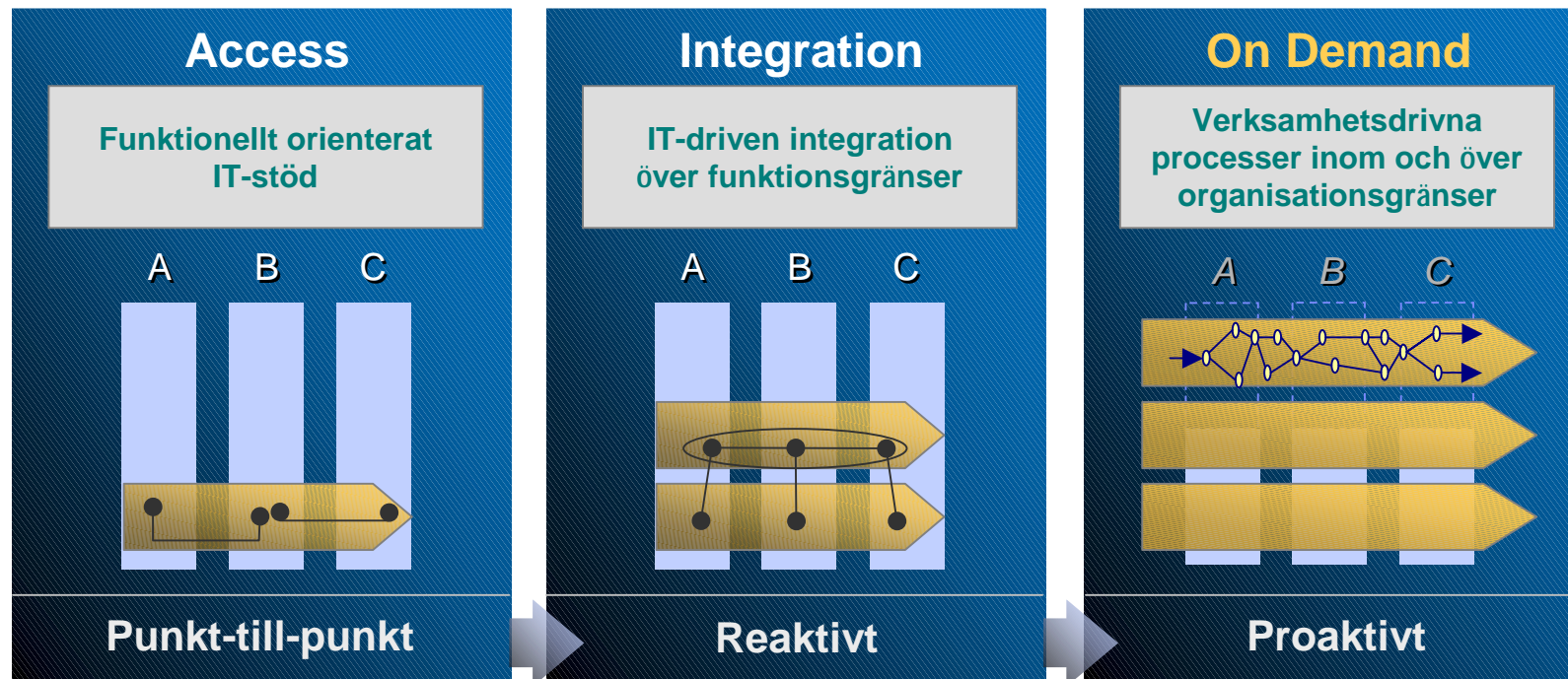
# Need for Flexible Business Process



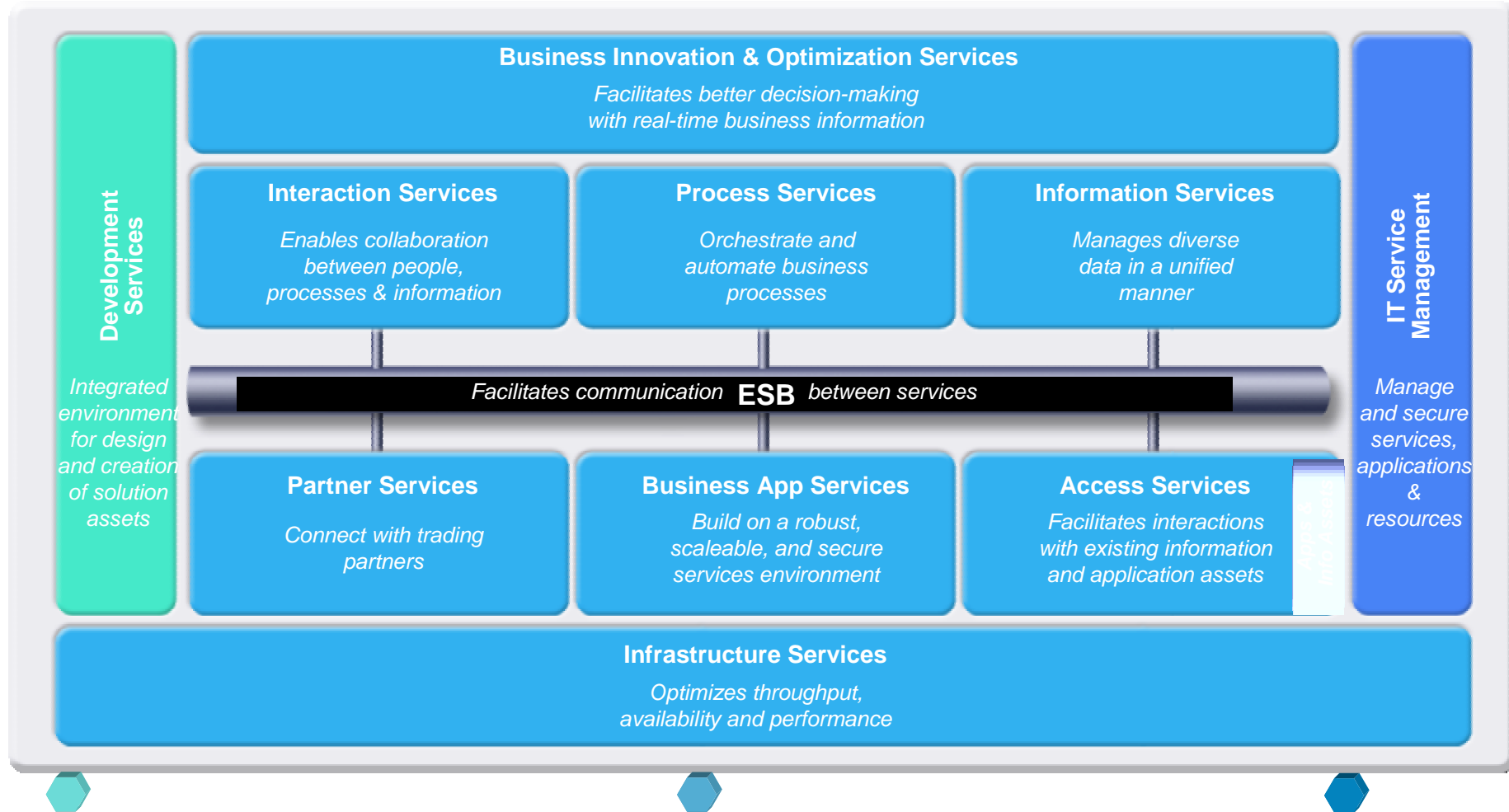
**Change: Key Collections Insourced**

# Vägen till en verksamhet "On Demand"

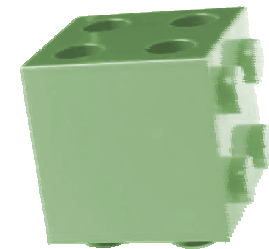
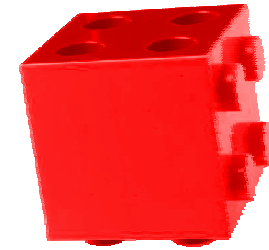
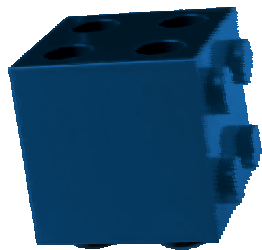
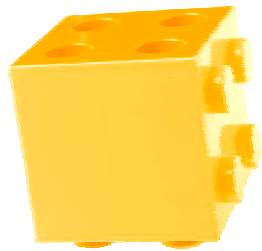
Från funktionellt orienterade applikationer med viss punkt-till-punkt integration, via integrationsramverk, till processtöd som följsamt stödjer verksamhetsdriven förändring.



# IBM SOA Reference Architecture



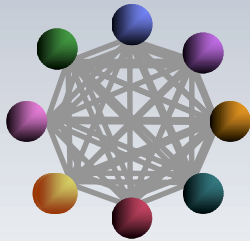
# SOA en tjänstebaserad arkitektur



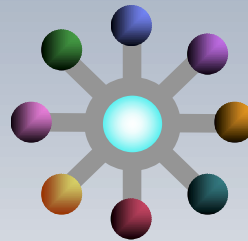


# SOA Next Step

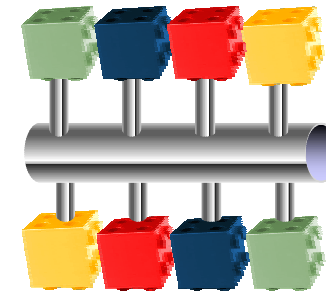
PTP



EAI



SOA



**“80% av alla nya projekt  
Kommer att baseras på SOA  
till år 2008” Gartner**

**Flexibility**



# Why IBM for SOA?

## IBM understands service orientation and your business



### Expertise in aligning business and IT processes

- SOA consultants, architects and IT specialists
- Dozens of SOA-enabled business solutions
- Unique intellectual property and methods

### Thriving ecosystem of partners (ISVs, SIs, Resellers)

- 100+ partners in SOA community

### Extensive Industry experience and best practices

- Over 1000 customers worldwide

### Unmatched breadth and depth of products

- Over \$1B/yr invested in SOA
- IBM leads over 50 standards bodies
- Over 300 SOA-related patents

# Introducing the IBM SOA Foundation

*Provides What You Need to Get Started with SOA*

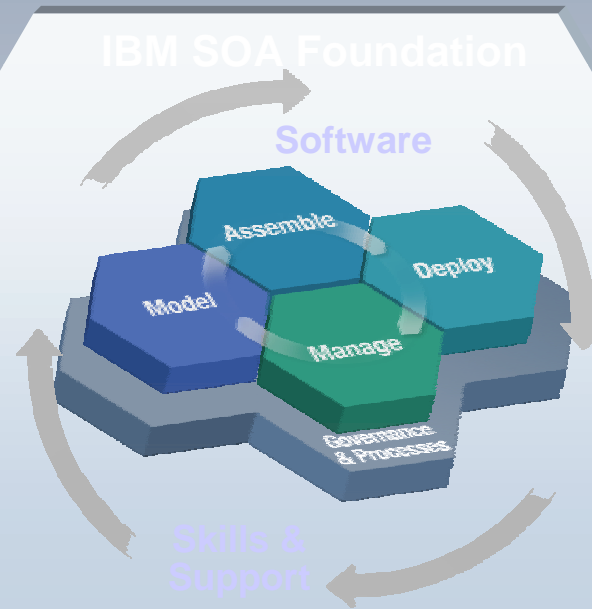
*IBM SOA Foundation: Integrated, open set of software, best practice, and patterns*

Supports complete lifecycle with a **modular** approach

*Extends value* of your existing investments, regardless of vendor

**Scalable**; start small and grow as fast as the business requires

Extensive business and IT standards support; facilitating greater **interoperability & portability**



**Leveraging existing IT Infrastructure**

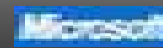


CICS



WebSphere

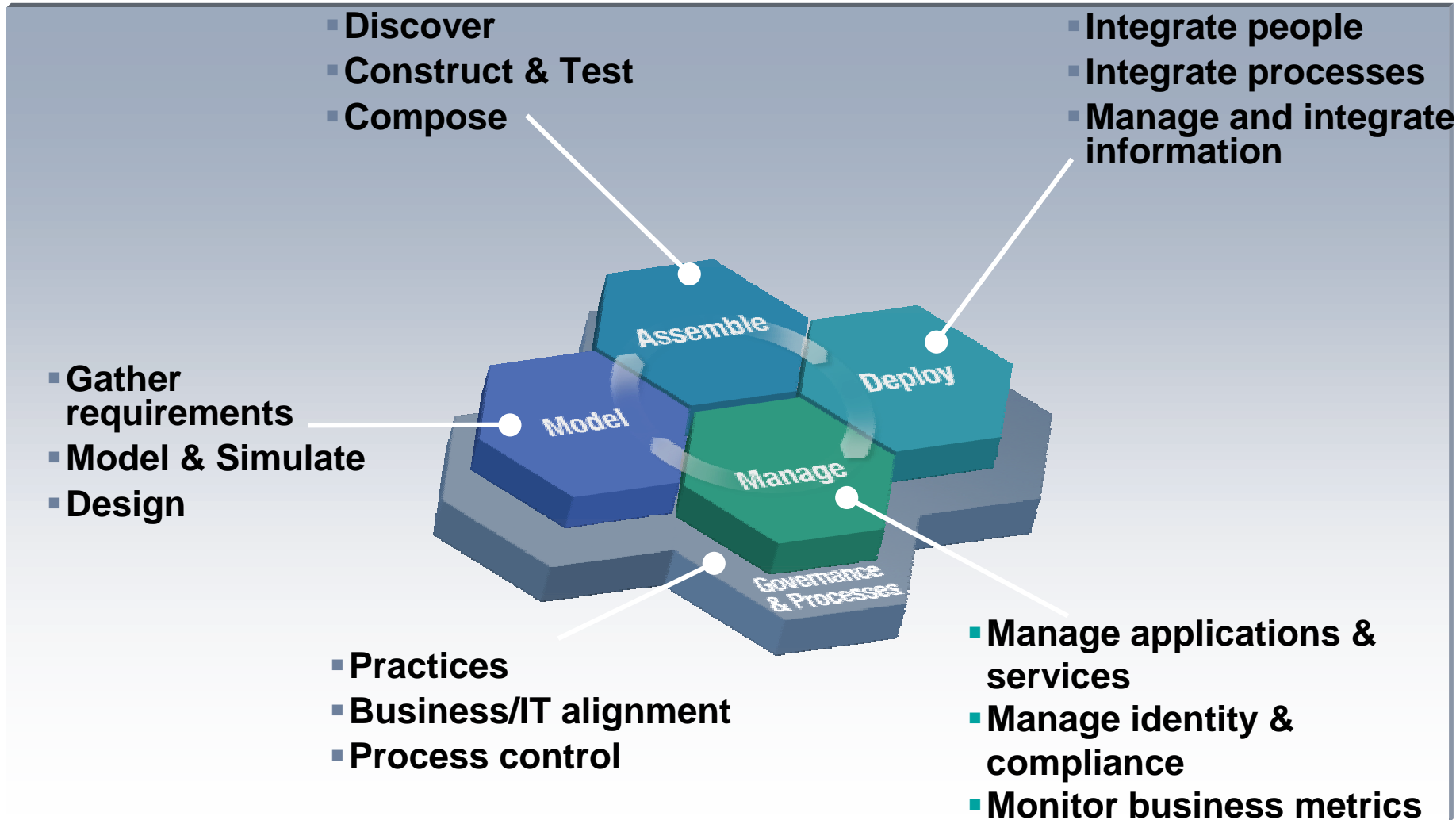
IMS



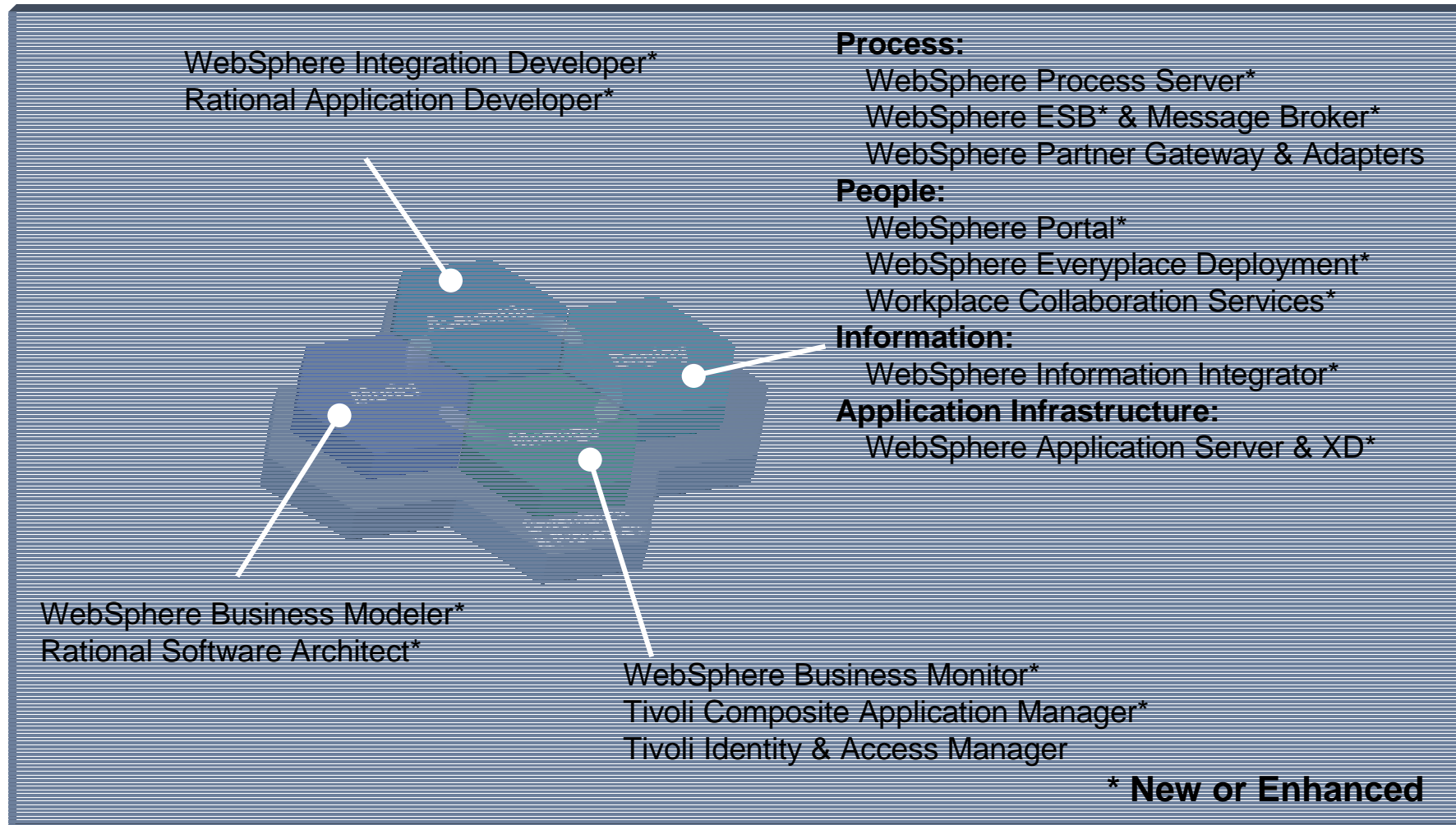
Custom Apps.



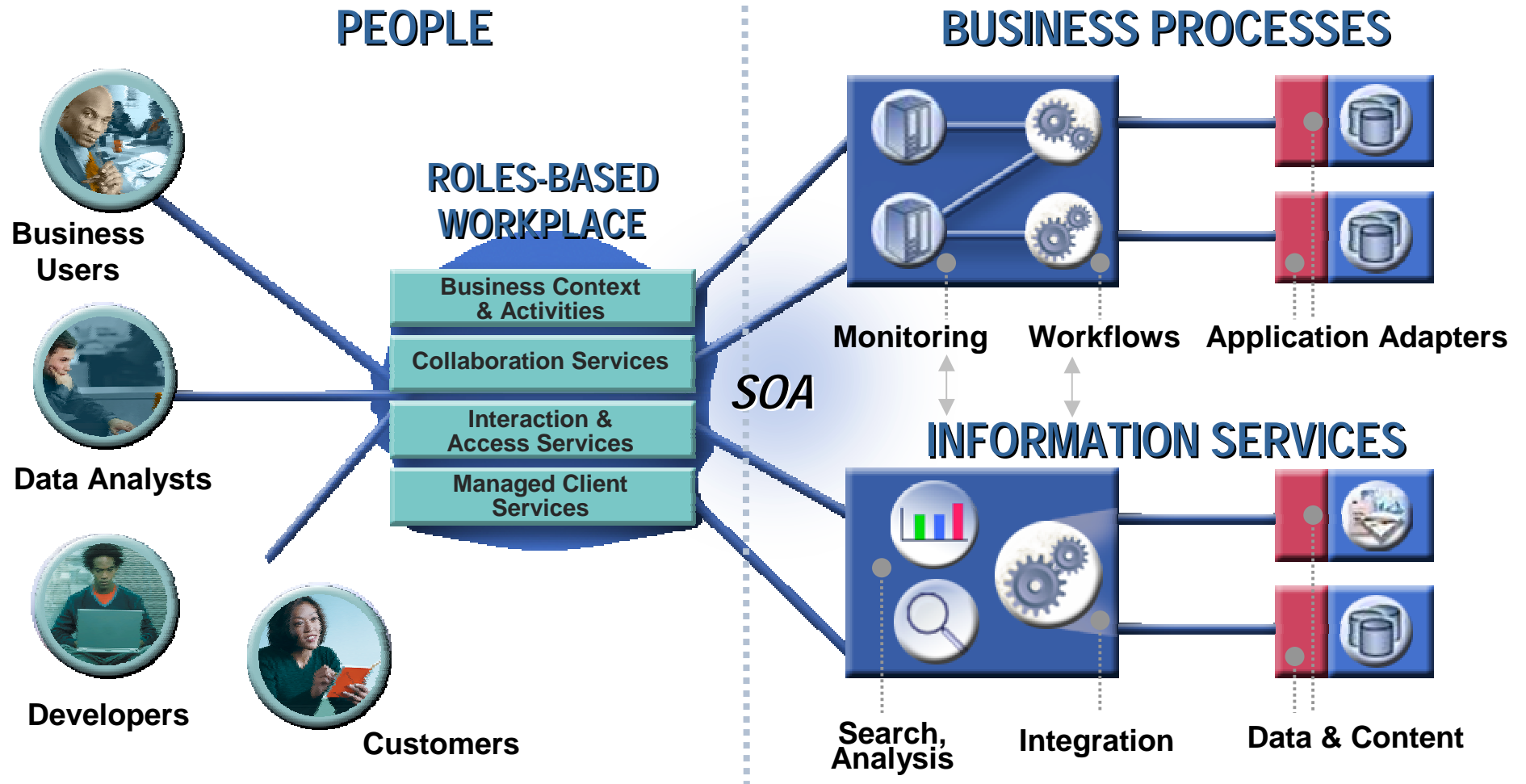
# The SOA Lifecycle



# IBM SOA Foundation



# Delivering Business Flexibility





IBM Software Group



[www.ibm.com/software/se](http://www.ibm.com/software/se)



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