



# Integrated Service Management for a Smarter Planet

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IBM Software

**PCTY2010**   
Pulse Comes to You

**Optimizing the World's Infrastructure**  
10th of Jun Madrid



## Opportunities for smarter business outcomes are everywhere



In a single year in Los Angeles, driving around for parking generated the equivalent of 38 trips around the world, burned 47,000 gallons of gas, and emitted 730 tons of carbon dioxide.



Consumer product companies and retailers lose \$40 billion annually, due to inefficient supply chains.

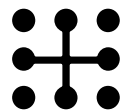


The Port of Jersey alone has 100,000 empty containers sitting in storage; that's nearly \$200 million worth of containers -- doing nothing.

# Something meaningful is happening...



Our world is becoming  
**INSTRUMENTED**



Our world is becoming  
**INTERCONNECTED**



All things becoming  
**INTELLIGENT**

**Sensors**

**Event  
Processing &  
Integration**

**Visualization &  
Tuning**

*New Data*



*New Insights*



*Process  
Innovation*

...The planet is getting smarter

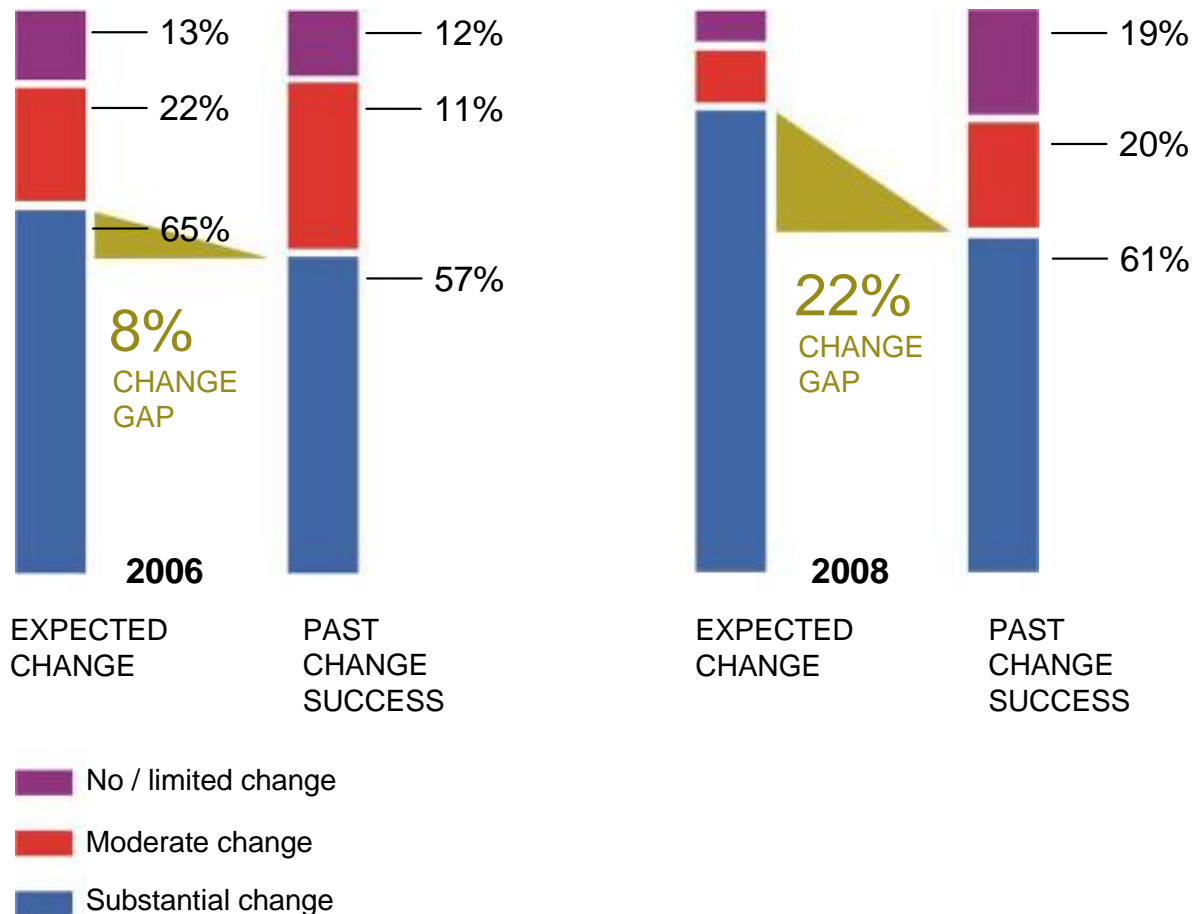
# The smarter planet requires deeper partnerships across **business, operations,** and **IT** to drive and manage significant change.

## 8 in 10

CEO's anticipate turbulent change and bold moves.

## 3X

Increase in the gap between leaders' need for change and their companies ability to manage it.



# The smarter planet is built on top of dynamic infrastructures

**Mobility  
Infrastructure**



**Facilities  
Infrastructure**



**Production  
Infrastructure**



**IT  
Infrastructure**



**Communications  
Infrastructure**



Smarter organizations are powered by dynamic, flexible, and responsive physical and IT infrastructures that support *innovation, transformation, and differentiation.*

# Why organizations are already on the journey to deploy more dynamic infrastructures?

**IMPROVE  
SERVICE**



Achieve superior service delivery and align all assets to business goals with a **business-driven service model**

**REDUCE  
COST**



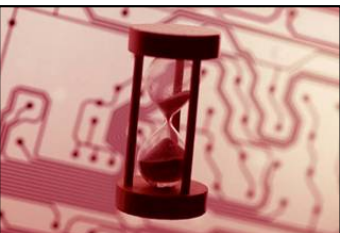
Implement a **cost-efficient infrastructure** that balances mounting budget pressures with rising customer demands, service delivery expectations, and adoption of emerging technologies

**MANAGE  
RISK**



Instill trust with key constituents that all business and IT infrastructure is **secure and resilient**, including “smart” and mobile devices, external networks, and supply chains

**ACT WITH  
SPEED**



Improve the infrastructure’s ability to **respond and adapt quickly** to changing business imperatives, enabling rather than constraining transformation

# IBM Service Management

IBM helps optimize and manage your dynamic infrastructure to deliver business services and products securely, efficiently, reliably and cost-effectively



**Visibility**

*Improve service quality & customer focus*



**Control**

*Reduce operational risk & meet regulatory compliance objectives*



**Automation**

*Streamline processes & accelerate growth*

# IBM Service Management helps to get the most of a Dynamic Infrastructure

IBM Service Management Industry Solutions for:

- Utilities
- Telecom Service Providers
- Banking
- Retail
- Chemicals & Petroleum
- Electronics
- PLM



Visibility



Control



Automation



Mobility Infrastructure



Facilities Infrastructure



Production Infrastructure



IT Infrastructure



Communications Infrastructure

...transforming industries from a **static to dynamic** infrastructure models

...**managing and maintaining** physical and IT assets end-to-end

...improving **service quality & customer focus**

...reducing operational risk performing **regulatory and compliance** management

...delivering **real, quantifiable benefits**



# IBM Service Management is Part of a Bigger story...

## IBM's Industry Solutions Strategy



### An Industry Solution

Solves a client's business problem through:

- Industry and subject matter expertise
- Defined IP, apps, tools and methodologies
- Partner Content
- Global Delivery Model

### An Industry Framework

A software platform based on business specific usage pattern, and :

- **Includes Industry-specific extensions / business & technology standards**
- Based on service-oriented architecture
- Leverages an ecosystem of independent partner assets

# Industry Frameworks are at work... ...across Clients & Industries

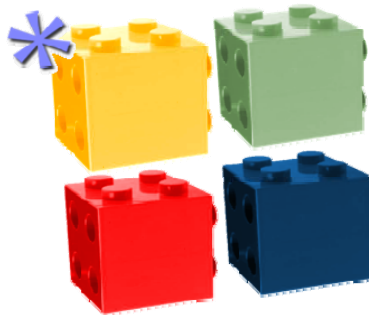
**Retail Integration  
Framework**  
*Retail*

**Service Provider  
Development Environment**  
*Telecommunications*

**Payments Framework for  
Financials Services**  
*Banking*

**Product Development  
Integration Framework**  
*Automotive, Aerospace & Defense*

**Banking Framework for  
Customer Care & Insight**  
*Banking*



**Integrated Information  
Framework**  
*Chemicals & Petroleum*

**Insurance Process  
Acceleration Framework**  
*Insurance*

**Network Centric Operations Framework**  
*Government*

**Health Integration Framework**  
*Healthcare*

*Plus many others in incubation in the field !*



# IBM®