



Kick Off Partenaires Software-2013

Atelier middleware solutions

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Simplicity

Software Group Middleware Solutions & CAP

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Program



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XBrand Growth Initiative

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Véronique Wagon
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Specialist / SWG ref pgm



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Channel Marketing Middlewa
et SWG Co Marketing FMM



Alexandre Videt
Channel Marketing
Middleware



Christophe Borde

*Marketing Leader, IBM Mobile Enterprise
and Application Integration Middleware*

WebSphere®



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Mobile has shortened the time between an individual's need and its fulfillment



90%
Of mobile users keep their device within arm's reach
100% of the time



Individuals demand that companies engage with them differently in the mobile context

In ways that build trust

"I want to know that I can trust you as we share increasingly sensitive information"

I want a relationship

"I want you to know me each time and in every way I engage with you"

That enables me to take action

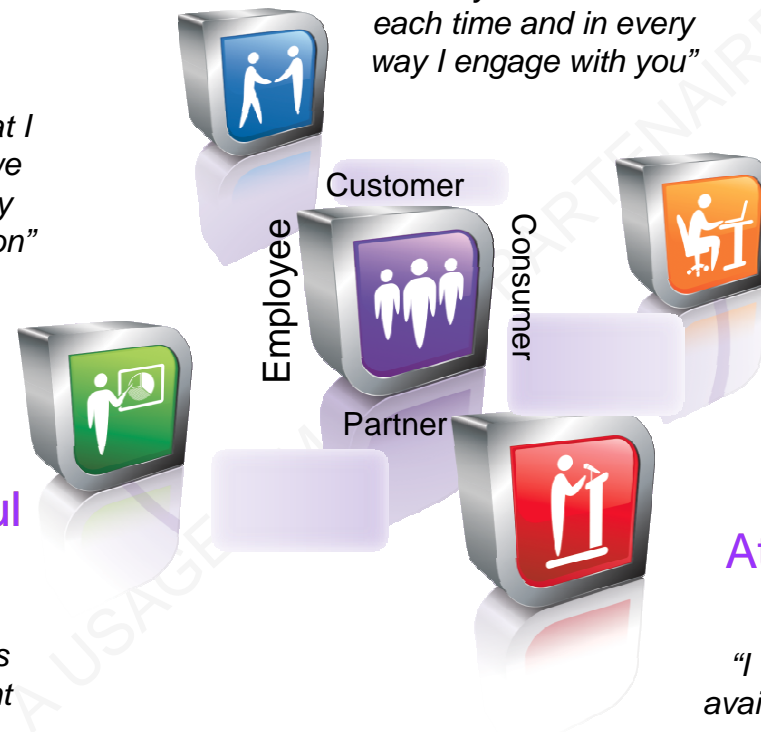
"I want to complete my tasks quickly and easily"

In a meaningful context

"I want you to anticipate my needs and provide relevant information"

At the right time

"I want you to be available when I am"

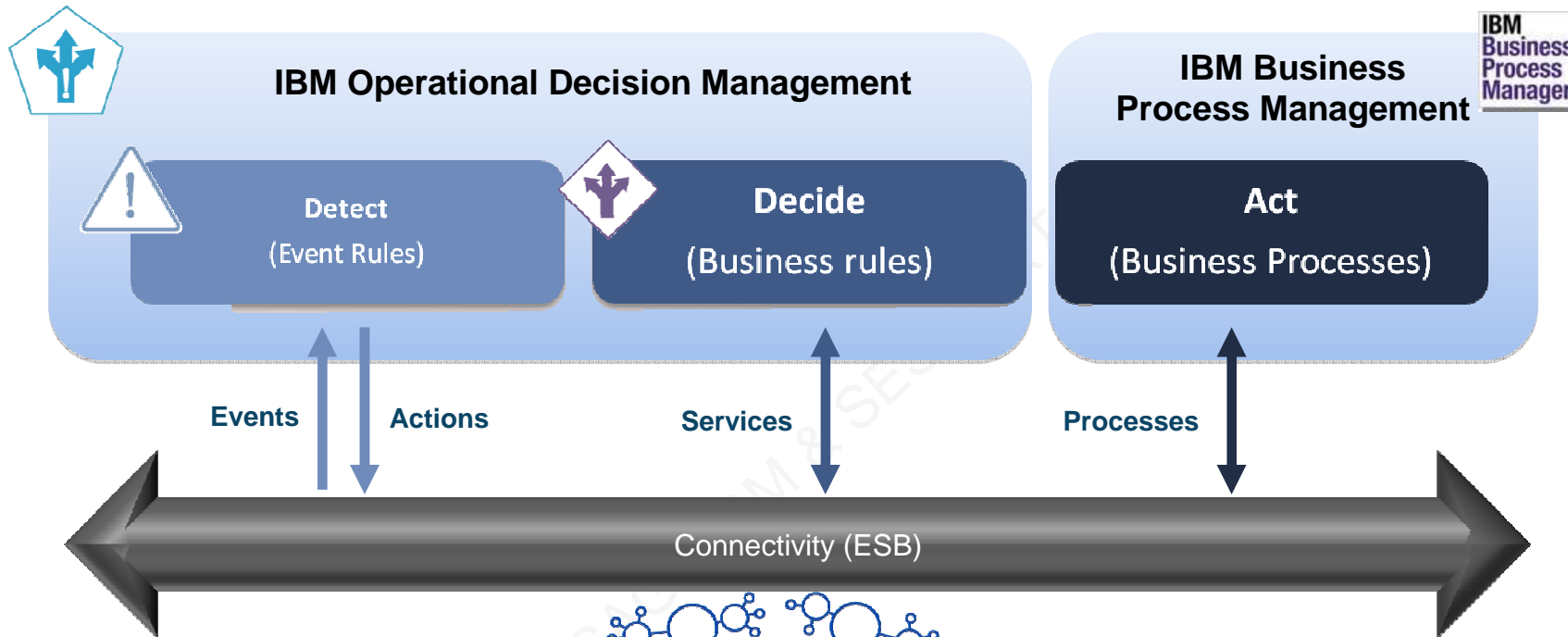


Mobile presents opportunities to create and exchange value at more points across the enterprise, driving deeper relationships, engagement and value

Simplicity

Growth

Mobile allows decisions to be made in real time with new context



Mobile allows us to have conversations with customers, leveraging real-time context and interacting at the inflection point



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Growth

Profitability

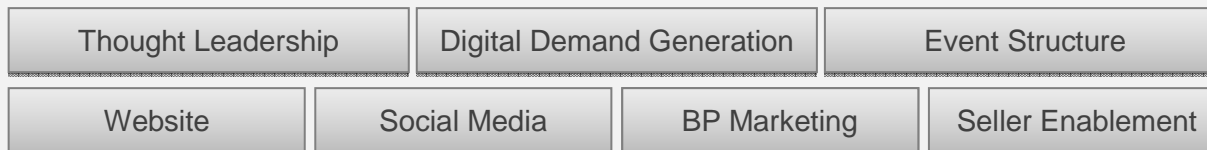
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AIM WebSphere leads 3 cross-IBM Campaigns in 2013 to drive focus on different needs and decision makers

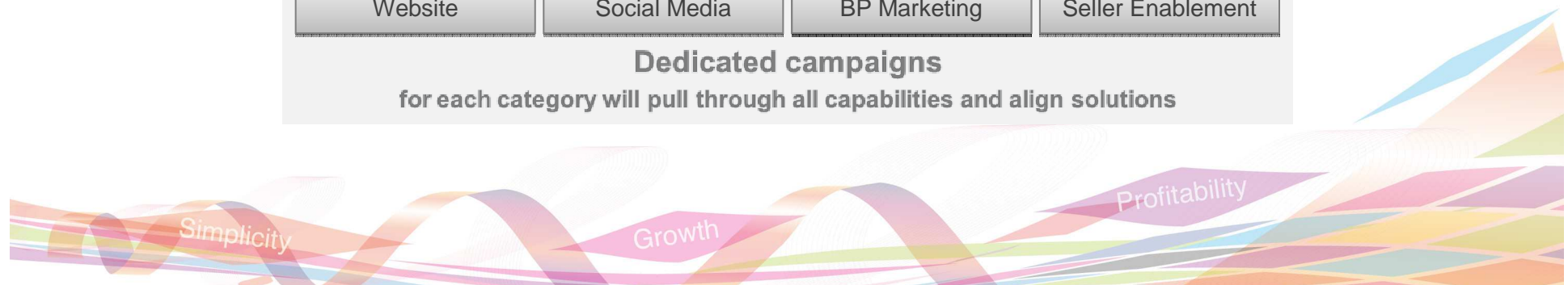


Priority roles and industries



Dedicated campaigns

for each category will pull through all capabilities and align solutions



Business Integration

Develop services for new interactions



Increase productivity and provide secure access to applications, services, and information beyond the enterprise walls to interact with the world at-large with:

- Simplified assembly of API's
- Secure external and mobile access to business service
- Governance and lifecycle management of high-value application

Developer / Practitioner Initiative

Accelerate delivery of innovative, high-value applications across interaction channels with integrated and tuned components that meet developers specific needs.

Act on insights from real-time integration



Capture insights from interactions and instrumented end-points across decentralized channels, and transform them into business opportunities with:

- Visibility across all data networks
- Intelligent decision automation
- Open standards for fast, easy connections

Deploy and safeguard applications for dynamic growth



Provide flexibility and dynamic scale to “back-office” transactional applications supporting dramatically faster rates of change, and unpredictable volumes with:

- Transaction integrity built into middleware
- Packaged, pattern-based expertise
- On-demand scale and capacity

*IT leaders can enable an agile business and maximize the value from systems of engagement by delivering integrated insight into customer interactions in real-time, and the capability to automatically respond to them – Allowing the business to **extend** productivity, **transact** at internet scale, and **optimize** through greater insight.*

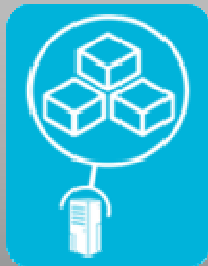
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Growth

Profitability

Mobile Enterprise

Application Development



Build mobile apps

Connect & run mobile systems

- Building & Deploying Apps
- Mobile Lifecycle Management and Testing
- Data Access & Integration

IT Ops/CISO

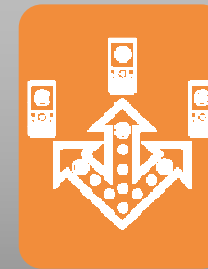


Manage mobile devices and apps

Secure my mobile business

- Device Management
- Network & Data Security and Management
- App Management

Line of Business



Extend capabilities to mobile

Transform my business

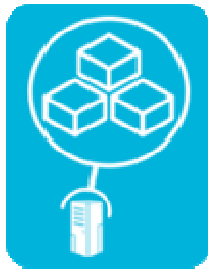
- Business Applications
- User Engagement
- Mobile Analytics and Insight

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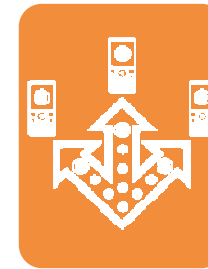
IBM Offers a Comprehensive End-to-End Mobile Platform And Services



Build mobile apps
Connect & run mobile systems



Manage mobile devices and apps
Secure my mobile business



Extend capabilities to mobile
Transform my business

IBM Mobile Foundation



IBM Social & Analytics



IBM Connections, SameTime, ECM, Tealeaf

IBM Mobile Services

Mobile Infrastructure Strategy and Planning

IBM Interactive Design

Mobile Enterprise Services for Managed Mobility

Mobile Application Innovation Services

IBM Software

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Information Management

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Marketing Manager Information Management

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Marketing Manager Big Data

A USAGE IBM & SES PARTENAIRES





Big Data

Gouvernance de l'information

Bases de données

3 sales plays principaux :

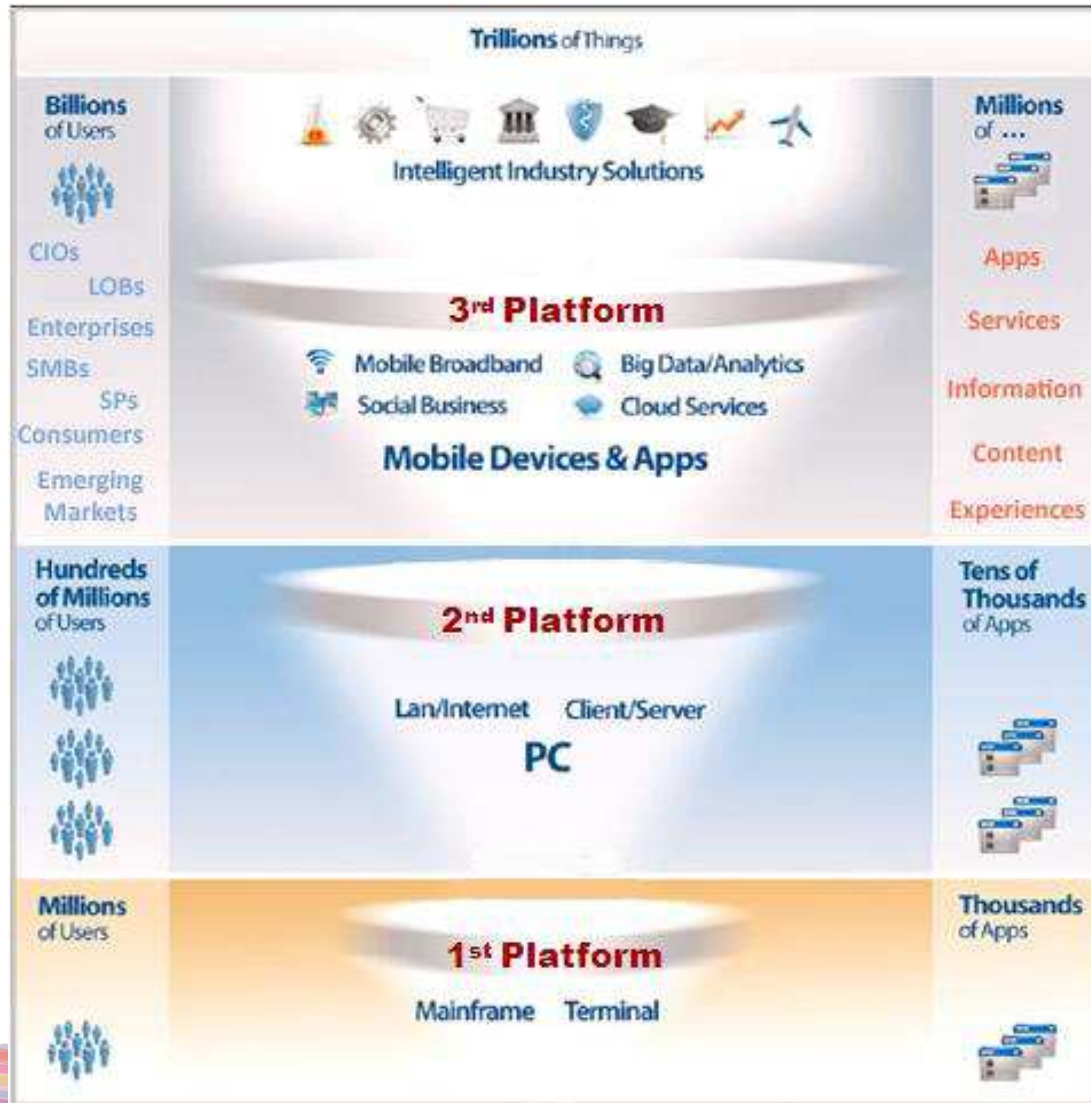
- Nouvelles opportunités du Big Data

- Qualité de l'information

- Réduire le coût des données



Le SOA d'aujourd'hui

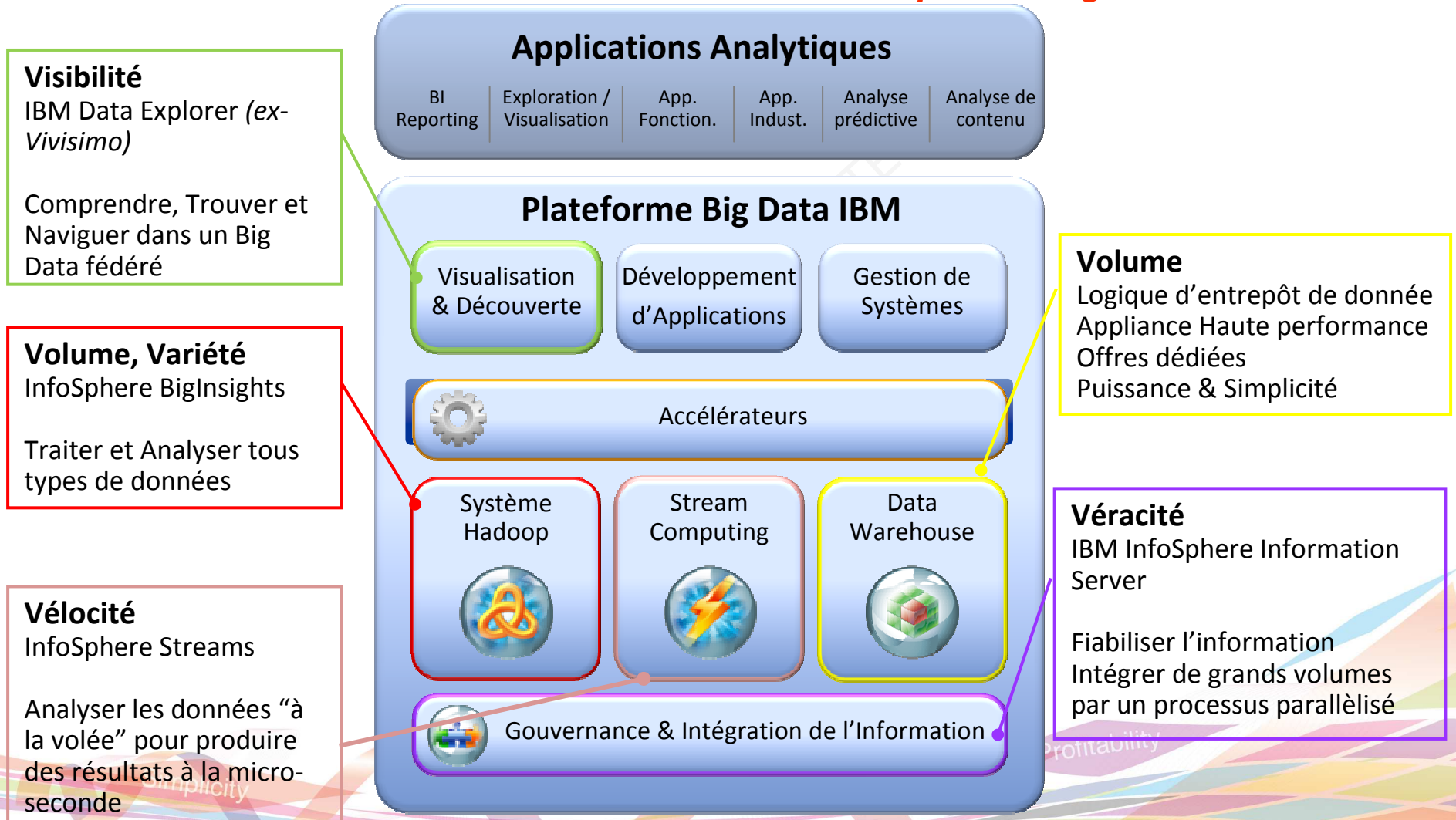


“D’ici à 2020, 90% de la croissance de l’industrie IT sera tirée par les technologies de le 3è plateforme qui, aujourd’hui, représente 22% de la dépense”.

Source: IDC 2013

L'offre

>>> **SVP Authorized Product Group : IBM Big Data & Netezza** <<<



Se distinguer par du concret et des cas d'usage

Banque

- Anticipation (Next Best Action)
- Gestion des risques

Assurance

- Anticipation (Next Best Action)
- Modélisation de catastrophes
- Déclarations de sinistres

Gouvernement

- Services sociaux et fraudes fiscales
- Analyse des menaces et de la criminalité

Santé

- Comprendre et mesurer les données de santé de la population
- Réduire les erreurs de diagnostics

Telco

- Marketing de données
- Données des médias sociaux
- Réseau intelligent (auto-géré)

Energie

- Distribution adaptée aux besoins (temps réel)
- Maintenance adaptée aux situations

Distribution

- Optimisation dynamique des prix
- Gestion des stocks
- Optimisation et ciblage Marketing

Transports

- Fidélisation
- Anticipation de maintenance des véhicules

Automobile

- Nouvelle voiture : design et prix
- Déclarations de Garantie

Chimie

- Conditions de surveillance avancées
- Optimisation de la production

Fonction Marketing

(x-industries)

- Analyses des tendances de comportements
- Analyses temps réel

- Offre Gouvernance de l'information

- Descriptif :

- Intégration de l'information
- MDM
- Gouvernance du cycle de vie des données
- Sécurité des données et confidentialité



Gouvernance
de l'information

- Positionnement dans « business needs » et « Software capabilities » :

- Fournir une plateforme complète d'intégration et de gouvernance des données



- Offre Bases de données

- Descriptif :

- DB2
- Informix
- PureData System for Transactions

- Positionnement dans « busines needs » et « Software capabilities » :

- Améliorer la performance des bases de données tout en réduisant les coûts
- Diminuer le time to value



IM - la boîte à outils

- Points de contact :

- Sales :

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- Marketing :

- Christophe Mégevand - IM : cmegevand@fr.ibm.com
- Isabelle Lefevre-Bouffard - Big Data : isabelle_lefevre@fr.ibm.com



IM - la boîte à outils

- PoTs / EoTs : <http://www-05.ibm.com/fr/events/tec/?ca=forum>
- Bootcamp MDM Standart Edition - 26/29 mars :
<http://www-304.ibm.com/events/idr/idrevents/detail.action?meid=2910&ieid=4321&from=find>
- IGF - Contact : Karen Strugnell : kstrugnell@fr.ibm.com
- Liens utiles :
 - Domaines d'application : <http://www-01.ibm.com/software/fr/info/rte/bdig/index.html>
 - Produits : <http://www-01.ibm.com/software/fr/data/>
 - Big Data : <http://www-01.ibm.com/software/fr/data/bigdata/>





BRAND TIVOLI
Florence CALVEZ
Tivoli Market Manager

Driving for Results

Brand TIVOLI — les opportunités pour les partenaires se trouvent à l'intérieur de ces sujets chauds du marché

- Cloud
 - Solutions IaaS, PaaS, SaaS et BPaaS
 - Optimisation des environnements virtualisés
 - Network Analytics
- Mobilité, terminaux et gestion des équipements finaux
- Smarter Infrastructure
 - Le portefeuille d'offres de gestion immobilière Tririga apportent des solutions aux nouveaux standards de l'Industrie
 - Maximo reste une solution recherchée par le marché
- Stockage
 - Stockage pour les environnements virtuels
 - Solutions de stockage Cloud (MSP)



Et aussi ...

- Optimisation du DataCenter Distribu 
 - S'appuyer sur les solutions innovantes d'Application Performance Management pour simplifier le d ploiement et l'adoption de ces technologies chez nos clients
 - B n fici r de la vague d'adoption du Cloud par nos clients pour positionner nos offres de cloud priv  et hybride   des co ts optimis s s'appuyant sur une plateforme unifi e

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Les solutions d'IBM aident les entreprises à repenser leurs stratégies de services, processus et relations**Rethink IT, Reinvent Business**



Optimize with Cloud



Speeding service delivery from 45 days to 20 minutes

Simplicity

Extend to Mobile Devices



Increasing sales with new promotions from 15% to 75%

Growth

Deploy Smarter Physical Infrastructures



Recognizing & repairing over 50% of issues before operations impact

Profitability

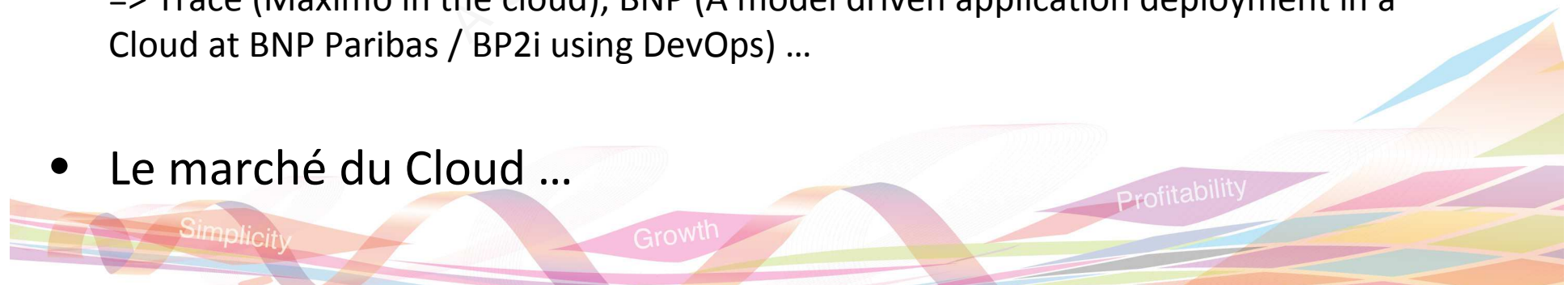
Protect & Manage Data



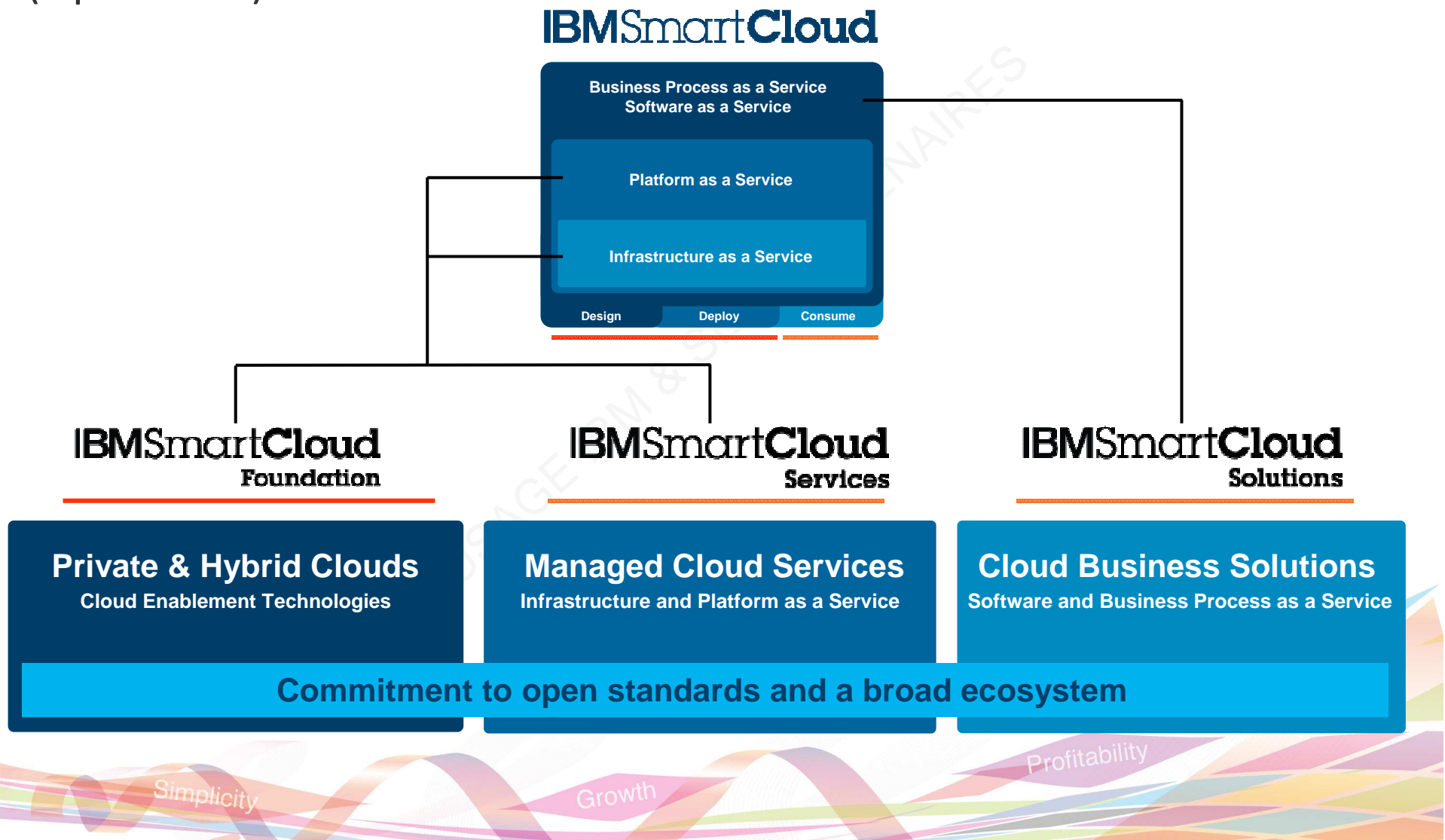
Reducing the time it takes to backup critical data by 80%

Brand Tivoli – offre 1: Cloud

- Objectifs
 - Bénéficier de la plateforme Cloud de nouvelle génération bâtie sur les standards ouverts OpenStack => Smart Cloud Foundation
 - Mettre à disposition des infrastructures qui permettent à tous les secteurs d'augmenter la vitesse et l'efficacité de la mise sur le marché de nouveaux produits
 - S'appuyer sur la différenciation apportée par l'analytics pour optimiser les performances et améliorer l'intégration réseau, postes de travail, serveurs, stockage
 - Fournir des solutions et un pricing adaptés aux MSP: offres Smart Cloud
- Références:
 - => Trace (Maximo in the cloud), BNP (A model driven application deployment in a Cloud at BNP Paribas / BP2i using DevOps) ...
- Le marché du Cloud ...



IBM cloud => plateforme commune basée sur les standards ouverts (OpenStack)



Brand Tivoli – offre 2: Mobilité

- Objectifs
 - Poursuivre la gestion étendue des équipements mobiles avec des offres de support additionnel pour le BYOD, la gestion des profils utilisateur...
 - Permettre la gestion des plateformes mobiles en incluant l'offre de développement des apps avec Worklight
 - Gagner des parts de marché avec les MSP et GSI qui délivrent des solutions postes de travail et mobilité à leurs clients
- Références:
=> Office des notaires de France (TEM), Postes & Telecom de Tahiti (TEM), Alstom (TEM)...
- La mobilité... un marché en pleine expansion: +34% en 2013



Brand Tivoli – Offres 3 et 4

- Stockage
 - Poursuivre et étendre notre position de leader en stockage sur les comptes Enterprise et GB (annonces Hypervisor Storage Oct2012)
 - Utiliser la force de Butterfly pour démontrer aux clients la possibilité de gains et d'optimisation avec nos solutions TSM et gagner des parts de marché sur un domaine concurrentiel
- Smarter Infrastructure => Smarter Buildings, Smarter Cities
 - Fournir des solutions pour optimiser les performances de l'infrastructure
 - Gérer les actifs de l'entreprise et les ressources de maintenance pour optimiser les coûts



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Optimizing the World's Infrastructure

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Palooza
presents

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Underwood**
5 time Grammy
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MGM Grand - Las Vegas, Nevada

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Realize the
transformative power of



Smarter Physical Infrastructure

Transition to smarter,
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The Mobile Enterprise

Improve reach to
consumers, mobile and



Security Intelligence

Secure increasingly
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Pulse2013

Optimizing the World's Infrastructure

IBM Cloud Service Management
Simulator Workshop



Accelerated and breakthrough understanding of ITSM and ITIL best practices, which you can take back to your company to assess how these can contribute to your organization.
⇒ Saturday, March 2nd, from 2:00pm to 5:00pm, Conference Room 101 in the MGM to attend (or if you have any questions), pls contact David Ojalvo at daojalvo@us.ibm.com

Growing skills in Endpoint Management just became easier

IBM Tivoli Endpoint Manager is a key solution area for 2013, providing endpoint management and security into a single solution that enables your clients to see and manage physical and virtual assets. IBM Business Partners now have an opportunity to gain new skills, refresh old ones and drive more revenue in 2013 with this new offer.

The IBM Tivoli Business Partner Channel Sales and Enablement Teams are pleased to announce that as of January 14, 2013, **the Tivoli Endpoint Manager Self Paced Virtual Classes (SPVC) will be open to all IBM Business Partners (PartnerWorld membership required) at no charge.** You now have access to the Technical Training and knowledge you need in order to successfully sell and deploy IBM Tivoli Endpoint Manager. Furthermore, this enablement will help you achieve certifications in the Tivoli Endpoint Manager Certified Solution Advisor (sales credit) and the Tivoli Endpoint Manager Certified Deployment Professional (technical credit).

Simplicity

Growth

Profitability

Brand Tivoli – la boîte à outils

- **SWG Middleware Group Executive:** Laurent Maufras du Châtellier
- **Tivoli Brand Leader:** Laurent Roulet
- **Tivoli Technical Sales & Solutions Manager:** André Deville
- **Tivoli Channel Manager:** Bruno Mazon
- **Tivoli Channel Sales Manager (Stockage):** Emmanuel Bastien
- **Marketing:**
 - Tivoli Market Manager: Florence Calvez
 - Tivoli FMP: Valérie Esnault
- **URL Tivoli France:**
<http://www-01.ibm.com/software/fr/tivoli/>
- **POT** <http://www-05.ibm.com/fr/events/tec/>



Rational

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Alexandre Videt

USA & SES PARTENAIRES



Rational – Priorités 2013

1/ L'offre de virtualisation et d'intégration de test Rational :

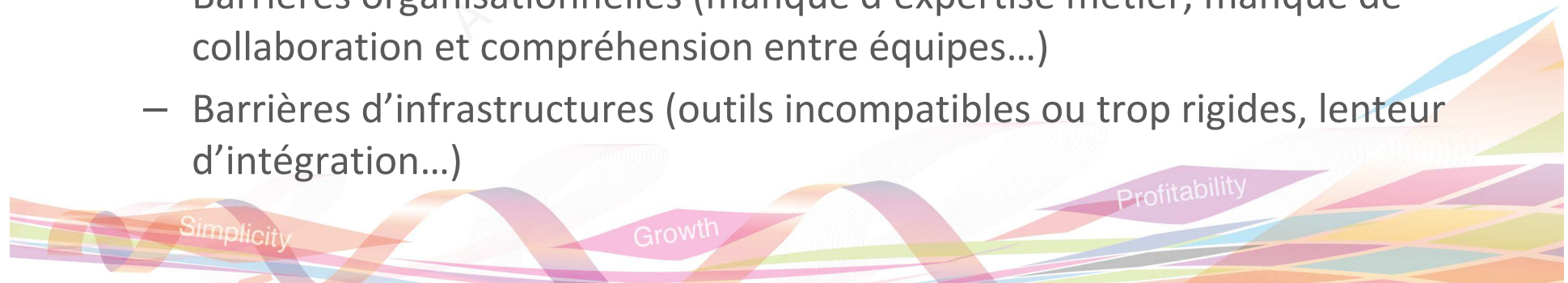
- Rational Test WorkBench (RTW)
- Rational Test Virtualization Server (RTVS)
- Rational Performance Test Server (RPTS)
- Problèmes business adressés :
 - Coût de mise en œuvre des environnements de test complexes
 - Augmentation de la complexité du développement
 - Equilibre entre qualité et test



Rational – Priorités 2013

2/ Les méthodes de développements agile :

- Rational Team Concert (RTC)
 - Une nouvelle famille de produits basée sur la Technologie Jazz
 - Optimal pour les équipes de développement agiles
 - Outil de gestion du cycle de vie des applications
- Problèmes business adressés :
 - Barrières géographiques (manque de communication, heure, culture, langage...)
 - Barrières organisationnelles (manque d'expertise métier, manque de collaboration et compréhension entre équipes...)
 - Barrières d'infrastructures (outils incompatibles ou trop rigides, lenteur d'intégration...)



Rational – Priorités 2013

3/ Les token :

1 Organization purchases product specific tokens based on projected product usage = Token Pool

2 Teams use any mix of specific products after purchase from Token Pool



- **Token license** agreements allow organizations to “rent” licenses for a given period of time with no entitlement rights at end of term
- Token licenses can **float across users and across products**
- A token constitutes a **unit of value which can be repeatedly exchanged** via server for a mix of software licenses - *Essentially unlimited substitution*

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Boite à Outils

- POT <http://www-05.ibm.com/fr/events/tec/>
- Sites de présentation et documents en traduits en Français (SAVO)
<https://www.gosavo.com/IBM/CustomPage/View.aspx?id=1763429>
- Sites « communauté Rational » Henri François RAGNE
<https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,53b2b621-41d1-457c-9eba-0f0fd481fe1f>
- Mise à disposition de l'environnement de PoT Rational CLM 4.0 dans le cloud IBM
- Monthly enablement call
[Register for the 2013 Rational Monthly Enablement Call Series](#)
- Top GUN à Rome 8 au 12 avril
- <https://www-03.ibm.com/servers/eserver/zseries/education/topgun/enrollment/esfldedu.nsf/Enrollment?OpenForm&CLASSINFO=RATF2F;04/08/2013;ROM>

licity

Growth

Equipe Rational

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Tarik MUDARRES

Gouv et FSS

Christophe PARMENTIER

Thierry SALMON LEGAGNEUR

Emmanuel BIANCHI

Sylvie MINNEBIE

Dominique NOYAL

Marc SANVOISIN

Gabriel TERRASOUX

Laurent DUMOLLARD

Industries Distribution et

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Bernard GANCHOU

Jerome BLONDEL

Hedy DJELLOULI

Bertrabd DOURIEZ

Vincent FRESLON

Marc GIACOMETTI

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Said JARRAR (IDF, Nord)

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LDR

Channel

BPLM

Fredéric TRUONG

Ovidiu POP

Nicole BRIAND

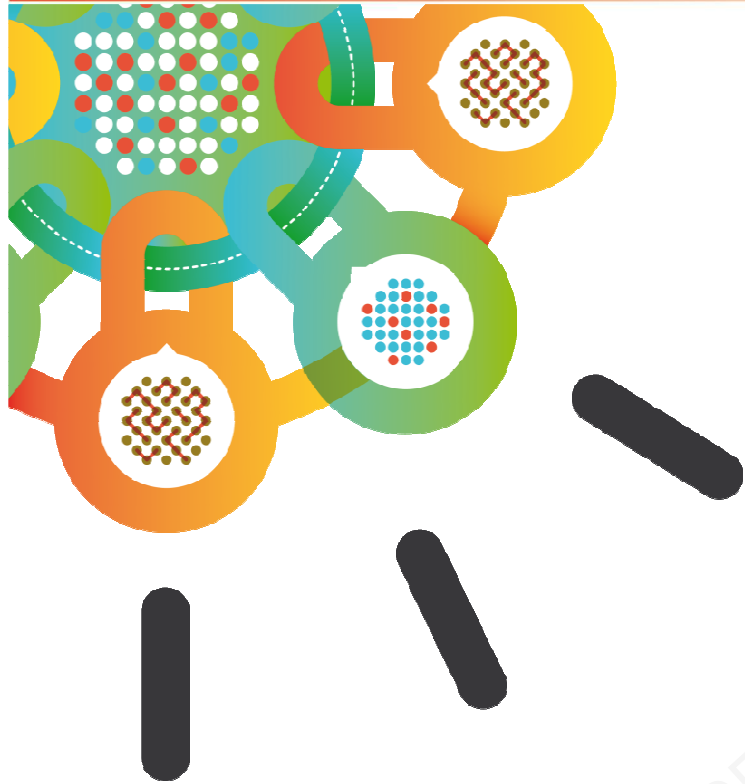
Jean François PETIT PIERRE

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IBM Security Systems

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Simplicity

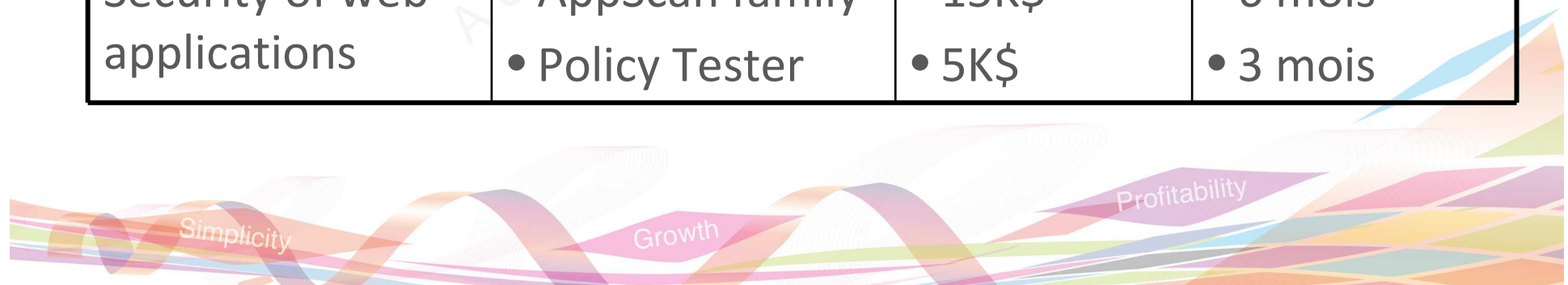
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IBM Security Systems - GB

Offres	Produits	Valeur moyenne	Cycle de vente
Network	• IPS	• 5 to 10K\$	• 3 mois
IAM	• SAM Esso for ebu	• 10K\$	• 6 mois
Security Intelligence	• QRadar	• 10K\$	• 3 mois
Security of web applications	• AppScan family • Policy Tester	• 15K\$ • 5K\$	• 6 mois • 3 mois



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Votre équipe pour IBM France

IBM Security Systems



Laure Oddos
SWG Brand Leader
Security



Brigitte Duphil
Assistante



Aurore Ominetti
Security Sales Specialist
FSS



Pascal Tarin
Security Sales Specialist
COM & Distrib
Carrefour & Sodhexo



Lionel Guillemot
Security Sales Specialist
Industry
La Poste, SNCF & FT



Pierre Herbelot
Sales Specialist
QRadar



Catherine Chappot
Security Sales Specialist
PUB & Enterprise



Cecile Chamelot
Inside Sales
Enterprise &
MM



Charles Tostain
Client Technical
Professional Manager



Arnaud Delande
Client Technical
Professional



Frédéric Michel
Client Technical
Professional



Serge Richard
Security Solution
Architect



Eric Durou
Client Technical
Professional



Kamel Moulououi
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Professional



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Partner Channel
Manager



Nicolas Atger
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Security



Martine Sobara
Demand Program
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Lena Thouvenin
Trainee



Sophie Tacchi
Security Tiger Team

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Merci

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