Driving Business Value
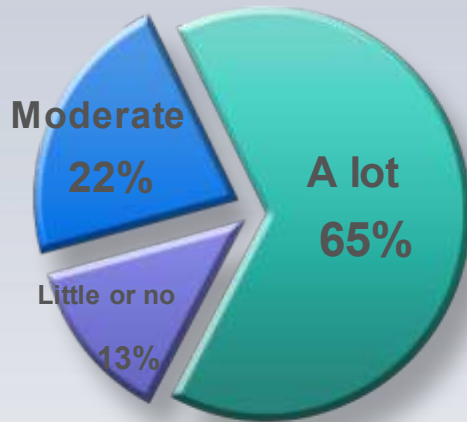*for Government*

Be prepared for change…
Rapidly evolving market forces drive the need for innovation

87% of CEOs believe change is needed to drive innovation

Moderate 22%

A lot 65%

Little or no 13%

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

…and drives real benefits

| Client	Action / Result
utah department of human services	✓ Established an enterprise foundation for service delivery that fosters inter-agency collaboration and provides flexibility to add and update programs. ✓ Simplified policies, supports holistic case management and integration of programs and services resulting in more accurate and consistent eligibility determination.
MIAMI-DADE COUNTY	✓ Improved service delivery and greater access to information with the number of visitors to the portal increasing 50% over the previous year to nearly 10 million. ✓ Expected reduction in costs of managing the system by more that 25%. Processed 60,000 electronic payments totaling more than $4 million in revenue.
e·inps Istituto Nazionale Previdenza Sociale	✓ Leveraged information by allowing different departments access to the same back-end data eliminating the need to maintain disparate systems leading to enhanced data accuracy and reduced human intervention. ✓ Streamlined the distribution and collection of pension funds.

Business flexibility and responsiveness entry points
People, process and information

Extend ability to collaborate inside & outside the organization

- ✓ **Integrated role based access for viewing and updating** information

- ✓ **Seamless collaboration** across multiple groups and the client

- ✓ Support **multi-channel delivery** and improve **inter-agency security**
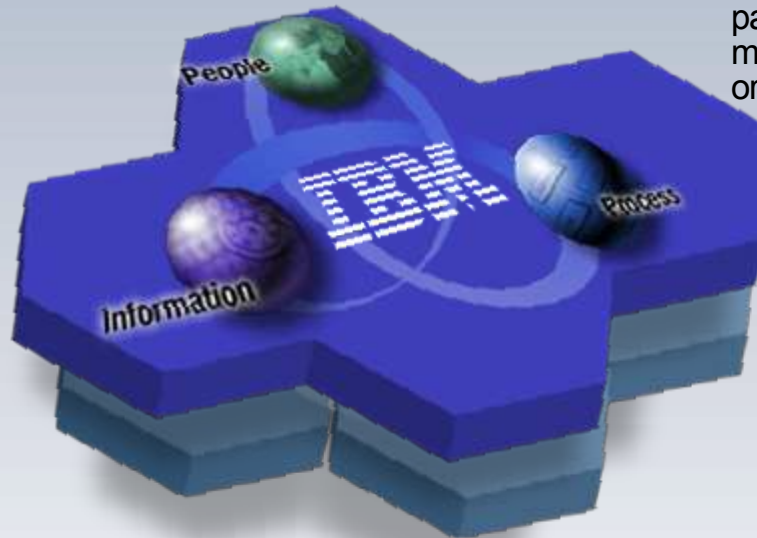
Business model & process innovation

- ✓ **Automated workflow for electronic document delivery and approval** as part of end to end business management process and increased organizational effectiveness

Leverage information for business insight

- ✓ **On-demand content** archived, re-used and electronically accessible with enhanced security
- ✓ **Reduce risk and improve visibility** into business operations

Effective governance

- ✓ **How best practices are used** and shared throughout the organization

Market forces drive need for change and innovation
Business flexibility and responsiveness enables innovation

Market forces

Citizen Expectations

- ✓ Active and informed citizens demanding more convenient and reliable service

Agency Performance

- ✓ Competitive pressure to deliver citizen services faster across multiple channels of distribution

Government Operations

- ✓ Need to improve efficiency and effectiveness of operations at reduced costs

Regulatory Requirements

- ✓ Increased regulatory, auditing and reporting requirements

Innovation by flexible / responsive agencies

➡ Provide seamless 24x7 access to services, government programs and information

➡ Innovate citizen services to offer improved quality of service and deliver new services via the web, phone, call center or third party

➡ Create reusable straight-through business processes which optimize linkages with citizens, agencies and third party providers

➡ Leverage industry standards (e.g. Web service standards) to provide single entry connectivity and improved reusability

Market forces drive need for change and innovation
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Innovation by flexible / responsive agencies

Provide seamless 24x7 access to services, government programs and information

In 6 Months:

Leverage integrated citizen information to provide customized services at every touch point. *Example – Leverage information about a person to update licenses, registrations, tax information, benefits, subsidies, program eligibility*

Next 1-2 Years:

Expand support to mobile devices, enabling consistent citizen service from cell phones and PDAs. *Example – Alert sent to citizen of an outstanding parking ticket and citizen pays the ticket using their phone similar to what phone companies are doing today*

Key government processes impacted by today's market forces

Government processes

✓**Social welfare case management and eligibility**
Deliver value added services, Manage program costs, Customer Inquiry, Outcome management, Human capital retention, Adaptive cultures and skills refresh…

✓**Benefits, entitlements and claims management**
Shared services, Leverage and expand eGovernment, Application Entry, Regulations and legal requirements, Renewals, certifications, consolidation and integration…

✓**Payments processing**
Financial Management, Regulatory Compliance, IT Security, Eliminate fraud and abuse…

IBM Government solutions

✓ Citizen Access

✓ eForms and Records Management

✓ Integrated Case Management

✓ Integrity & Compliance management

✓ Resource Management

Social services and social security today
Need to increase service levels and improve efficiency

## Typically a sequence of multiple 'single-step' processes…

Alex gets laid-off from his job

Case worker confirms discharge, opens case and registers Alex for benefits

Alex searches for job training opportunities

Alex completes job training

Agency

Alex finds a job

Track Performance

Service delivery

Manage integrated case

Client File

Assess Need & Establish Claim

Which often results in…
- ✓ **time delays and duplication**
- ✓ **inconsistent polices and information across channels**
- ✓ **paper intensive processes costing thousands**

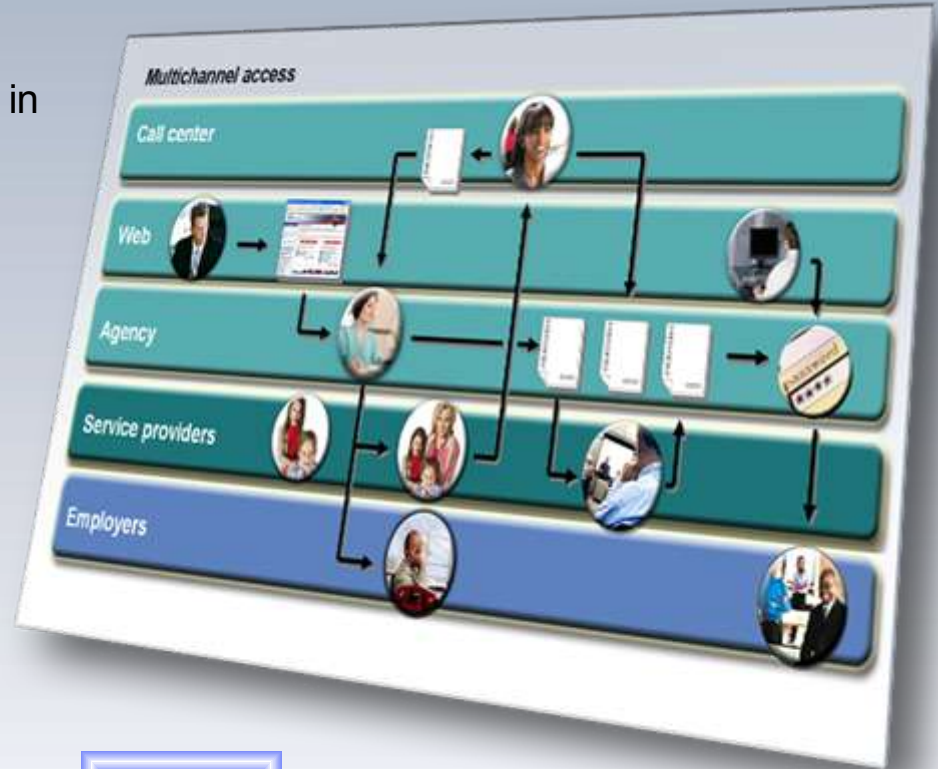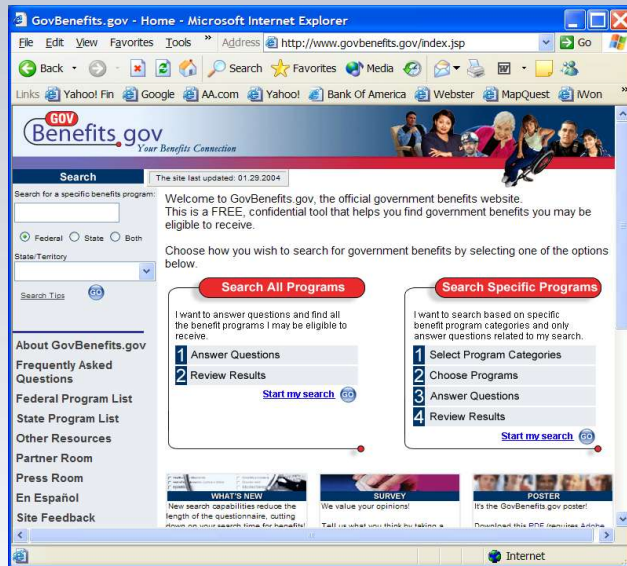# Social services and social security – *A better approach*
Need for interaction across multiple channels
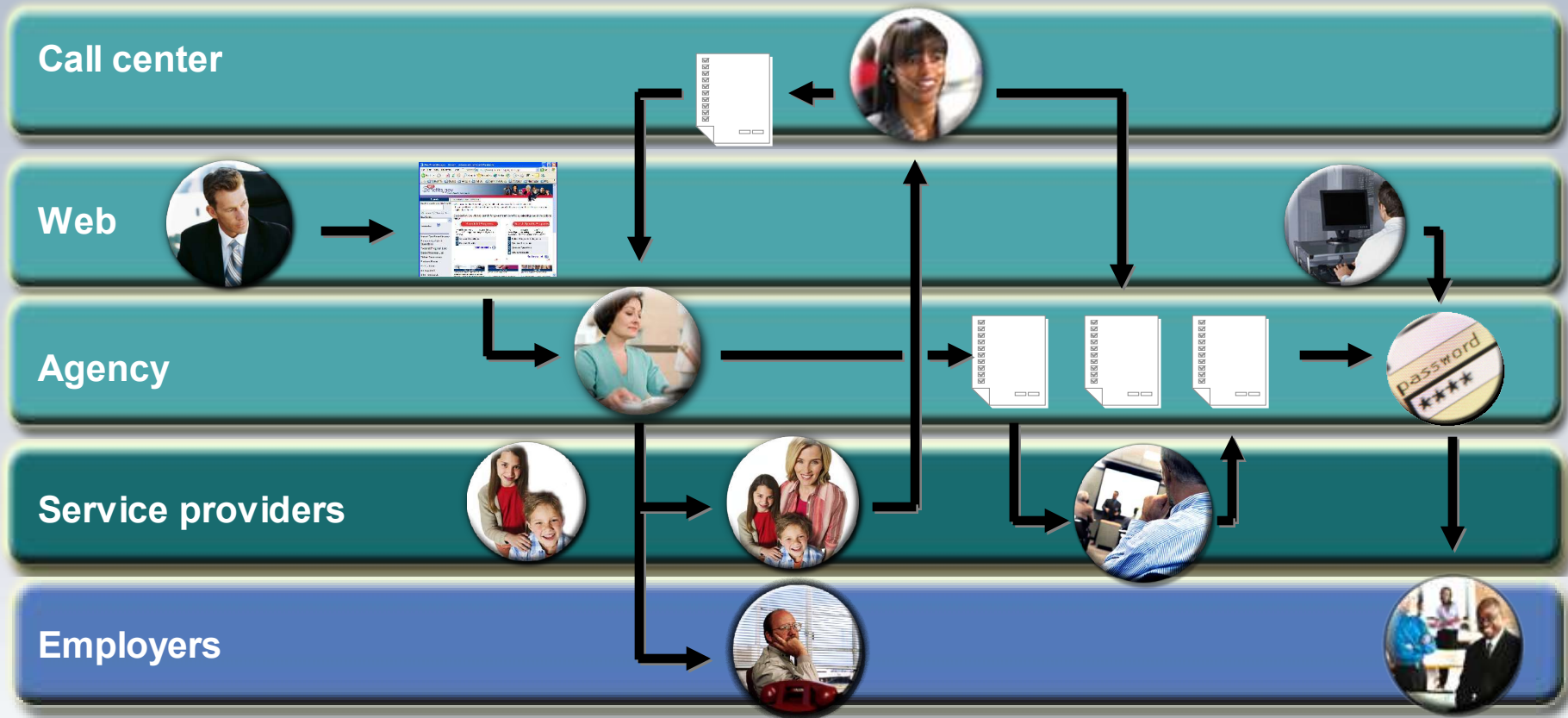
IBM on demand vision for social services – *A better approach* *Demo*

IBM prototype

Social services & social security organizations in governments solving today's challenges
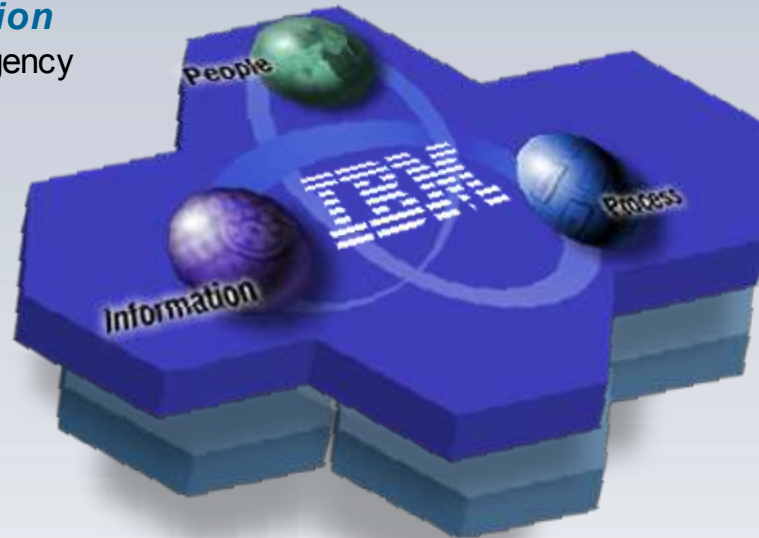

Day in the Life Demo

Business flexibility and responsiveness
Delivered by aligning people, process and information

✓ *Integrated constituent access*

✓ *Real-time collaboration*
Citizen, Social Services agency case worker or third party provider via electronic communication

✓ *Choreographed services to automate common processes and streamline workflow* for benefits claims and provider payments

✓ *On-Demand verification* of services available

✓ *Improved case management and client insight* by all parties through the process

Measurable improvements
Social services and social security

Agency benefits

- ✓ Reduce costs of managing system by up to 25%

- ✓ Less government staff time per application

- ✓ Reduction in the percent of cases reviewed for fraud and/or errors due to compliance

- ✓ Increased ability to detect number of related co-benefit incidences

- ✓ Lower cost to implement regulatory changes

Third Party Providers benefits

- ✓ Receive completed benefits or training applications in less time

- ✓ Improved ease of doing business with a government agency

- ✓ Fewer errors from manual errors

- ✓ Provide citizen services faster
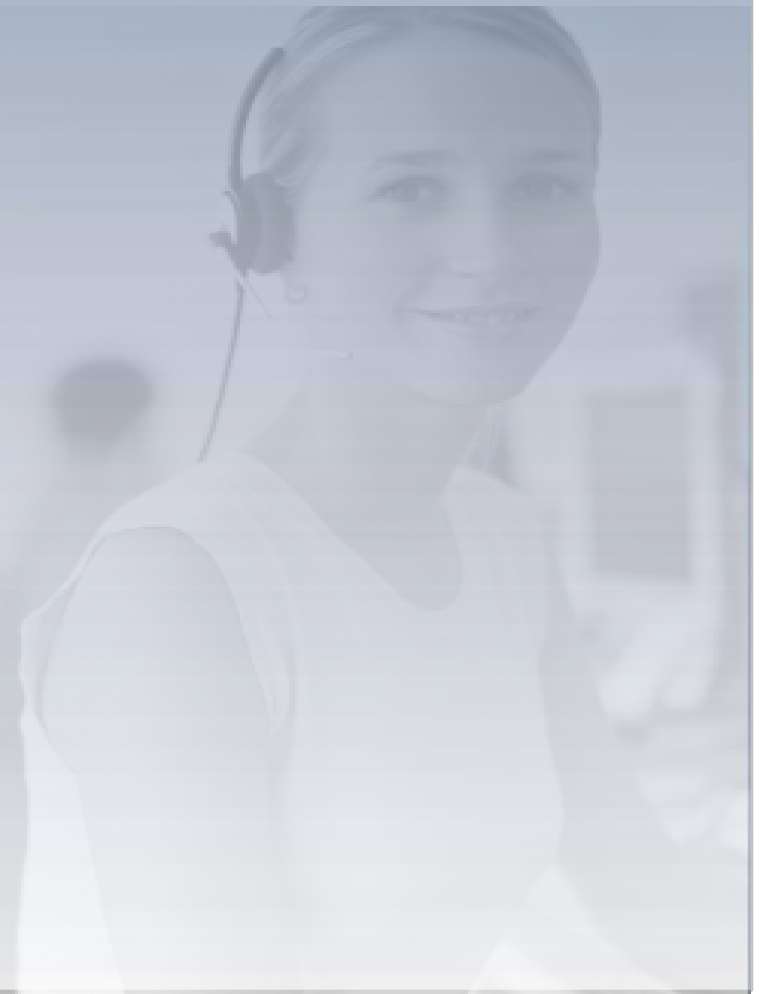
Bridging the gap
Business flexibility and responsiveness requires IT flexibility

We should not kid ourselves about the **depth of the current problem**. The gap between IT and the business is, at best, being maintained; at worst it is growing into a chasm and if nothing is done to change that, everyone will have failed the business.

– Bola Rotibi
Senior Analyst, Ovum
February 2006

It is impossible to separate IT and business strategy. **IT doesn't support the business, it *is* the business.**
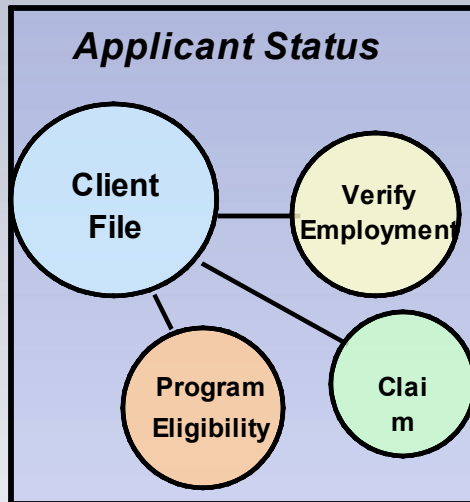
—*Asiff Hirjim*
CIO, Ameritrade

Service orientation
The blueprint for business flexibility and responsiveness

Service orientation

✓ Breaks down everyday business applications into individual functions… called services

Applicant Status

- Client File
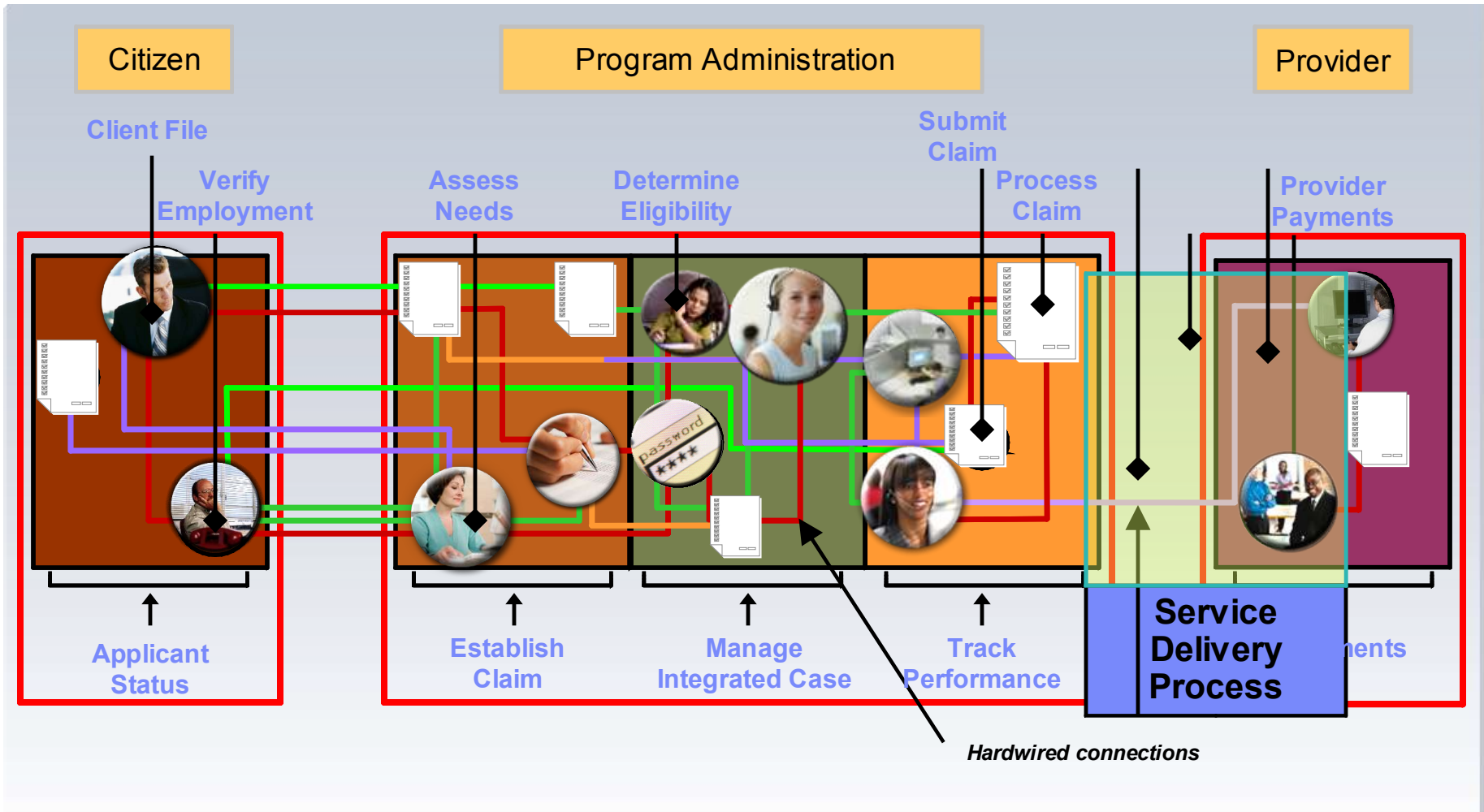- Verify Employment
- Program Eligibility
- Claim

✓ Common services, like applicant status, can be integrated across applications or shared with other departments to help drive improved time to value and reduced cost—not just once, but many times

SOA [service orientation] is the heart of the next wave of innovation. The leaders that do this well are able to rapidly change…

AMR Research

Service orientation in action
Integrating people, processes and information

Citizen

Program Administration

Provider

Client File

Verify Employment

Assess Needs

Determine Eligibility

Submit Claim

Process Claim

Provider Payments

Applicant Status

Establish Claim

Manage Integrated Case

Track Performance

Service Delivery Process

Hardwired connections

Strong governance maximizes ROI
Ensuring shared services address cross-functional demands

Verifying Applicant Status

Unemployment Claim

Benefits provider

Job training provider
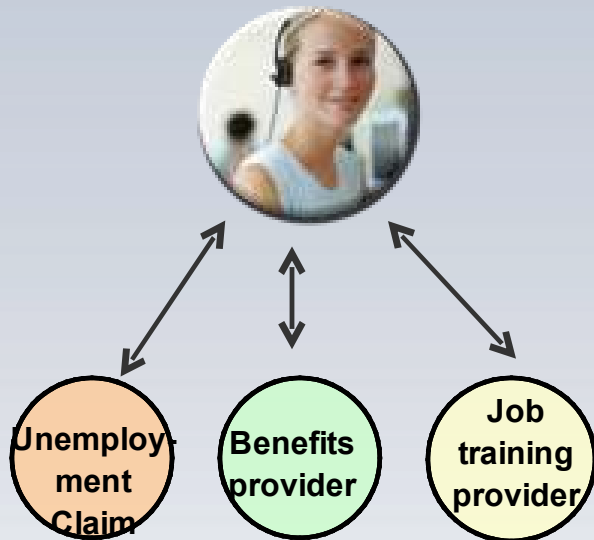
…can now be shared by multiple organizations and processes

Requires effective governance

✓ Establish chains of responsibility, authority and communication

✓ Provide measurement policies and control mechanisms

✓ Empower people with decision rights

✓ Enable people to carry out their roles and responsibilities

**Governance isn't optional — it's imperative. Without it, return on investment will be low and every… project out of pilot phase will be at risk.**

Service-Oriented Architecture Craves Governance, Gartner, Inc., Paolo Malinverno, January 20, 2006

Service orientation
Making it easier to integrate people, process and information

Without integration and service orientation

With integration and service orientation
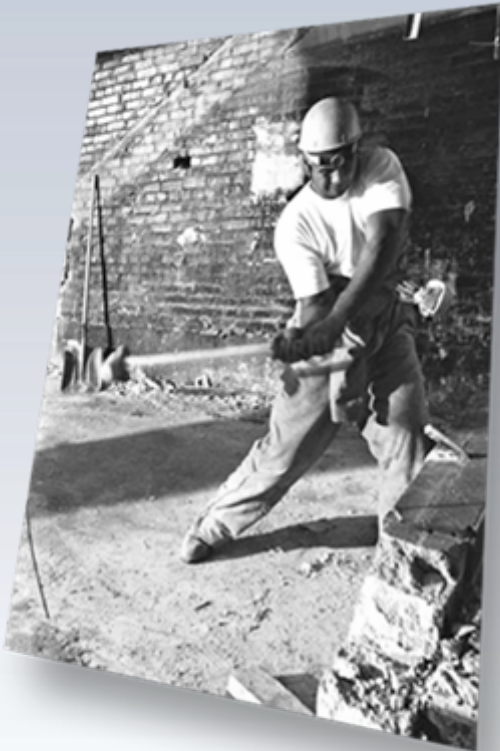
Without integration and service orientation…

Integrating existing systems and creating new services can be as tough as knocking down walls

Without a service orientation... applications would end up having to be "ripped and replaced"

Why service orientation now?

- ✓ Necessary software to get started is available today

- ✓ Widespread adoption of open standards permit improved business flexibility

- ✓ Availability of best practices for effective governance

- ✓ Increasing demands to keep pace with constituent ongoing needs and legislative requirements

"We are taking apart each task and sending it … to whomever can do it best … and then we are reassembling all the pieces."

– from Thomas Friedman's 'The World is Flat'

Modernizing for speed and improved accessibility
County of Santa Clara, Criminal Justice Information Services

Business challenge:

- ✓ Users of the CJIS system were replacing older systems with pre-built, off-the-shelf software packages due to the slow, screen-by-screen fashion of the current system. If steps were not taken to make it easier and more efficient for users to access the data they needed (arrests, bookings, custody time and probation), the group risked losing its relevance, as users looked elsewhere for the data.

Objectives:

- ✓ Provide a modern, flexible, easy to use facelift for the CJIS transaction service, evolving them as web services

Actions:

- ✓ Santa Clara implemented a service-oriented approach enabling its critical data easily accessible for all of its users.

Outcomes

Business value:

- ✓ Users and 40 agencies can track and access data on defendants and cases from throughout the criminal justice process

- ✓ CJIC has been able to modernize the application-programming interface (API) in its system

- ✓ Other agencies can now use, access and receive data from the CJIC system

- ✓ The county was able to significantly reduce costs because the solution allowed it to leverage existing skills and technology investments

Integrating agencies & providers while empowering client
State of Utah Department of Human Services

Business challenge:

- ✓ Integrate service delivery into a model of holistic case management
- ✓ Provide a single location for citizens to access government and non-profit service program information
- ✓ Replace outdated, siloed legacy system

Objectives:

- ✓ Flexible, cost-effective and citizen-focused eligibility solution for workforce services and health and human services
- ✓ 24x7 access to community resources
- ✓ More accurate, consistent, and faster eligibility determination
- ✓ Faster, more accurate eligibility decisions

Actions:

- ✓ Utah's Department of Human Services employed a service oriented approach that significantly improved service delivery and case management and fostered inter-agency collaboration.

Outcomes

Business value:

- ✓ Established an enterprise foundation for service delivery that provides flexibility to update and add programs

- ✓ Supports holistic case management for all programs

- ✓ Fostering inter-agency collaboration with significantly improved service delivery

- ✓ Simplified policies; support holistic case management and integration of programs and services

- ✓ More accurate, timely and consistent eligibility determination

Breaking down the silos
Miami-Dade County

Business challenge:

✓ Be more responsive to its constituents by building an online experience tailored to their needs – one that breaks down silos providing a seamless e-Government

Objectives:

✓ e-government solution to redefine the way services were offered to constituents

✓ More convenient access to County services

✓ Break down siloed barriers

Actions:

✓ Miami-Dade County employed a service oriented approach that significantly improved service delivery and greater access to information regarding services.

Outcomes

Business value:

✓ Visitors to the portal increased more than 50 percent in the last year to nearly 10 million

✓ Expects to reduce the costs of managing the system by more than 25%

✓ Processed 60,000 electronic payments totaling more than $4 million in revenue

✓ Greater IT flexibility:

• Improved availability and diagnostic capabilities with server consolidation

• More streamlined publishing workflow, getting information out to citizens faster

"Our citizens are truly thrilled with the level of service we've been able to provide"

**– Judi Zito
CIO, Miami-Dade County**

Business flexibility and external partner integration
IRS e-Filing application

Business challenge:

- ✓ Government agency mandated to make 80% of its transactions "electronic" by 2007

Objectives:

- ✓ Robust, scalable service-oriented system linking external trading partners with new applications
- ✓ Must deliver new services using existing assets

Actions:

- ✓ The IRS employed a service-oriented approach to build and deliver an electronic document filing service to speed processing, reduce errors and support new approaches to deliver new services

Outcomes

Business value:

Enabled delivery of new services to citizens faster, while reducing operating costs and providing improved flexibility

- ✓ Error rates associated with manual adjustments to transmitted data were reduced from 25% to 6%

- ✓ Employee productivity increased through online availability of submission data

Client complied with government mandate and completed ahead of schedule

Transforming business processes with integrated solutions
U.S. Army

Business challenge:

- ✓ The Army had a forms-based business process that was largely a manual one requiring an online integrated forms management solution

Objectives:

- ✓ Be able to handle the speed and flexibility that is required in the field

- ✓ Increase productivity & decrease costs for the Army's use of forms-based business processes

- ✓ Confidential and critical data must be captured and transferred securely

Actions:

- ✓ The U.S. Army employed a service-oriented approach through greater IT flexibility that allowed it to re-engineer its forms-based business processes with an integrated forms management solution

Outcomes

Business value:

- ✓ Saved 1/3 of time required to fill out forms when the system is fully automated

- ✓ Improved security of information and provision of auditable records

- ✓ Reduction of system redundancies and common user errors

- ✓ Total savings of $1.3 billion annually in administrative processing costs

- ✓ Regulatory compliance
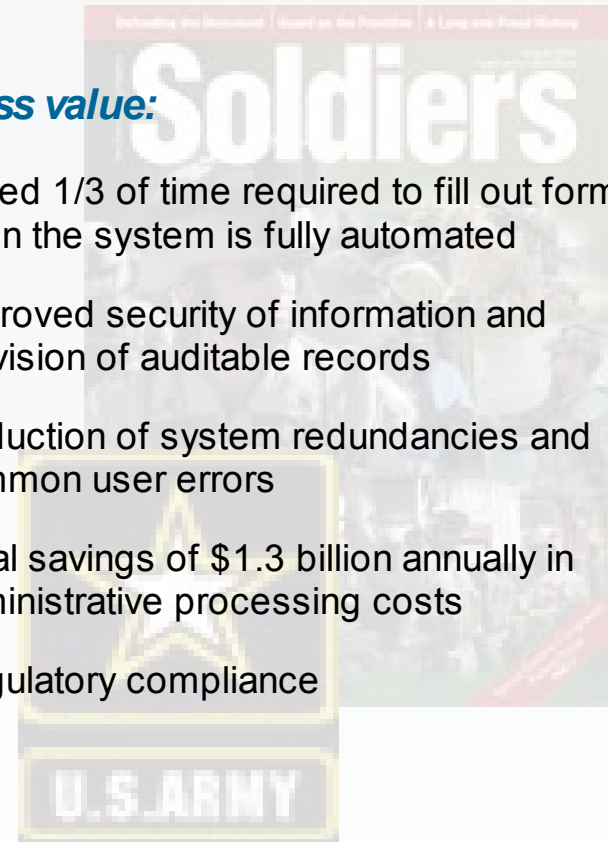
Reliability using Web services
Ministry of Justice Austria

Business challenge:

- ✓ Ministry of Justice Austria had multiple existing application solutions used in electronic exchange with partners and government agencies. Once easy to use and an efficient means to access information, the solutions needed to be upgraded due to technical advances and new requirements. However, the data formats were rigid and costly to maintain by the MoJ and by the users utilizing proprietary technology.

Objectives:

- ✓ A complete renewal of their automation of judicial proceedings

Actions:

- ✓ The Ministry of Justice Austria employed a service-oriented approach that assembled a solid foundation on which to base this and future eGovernment initiatives

Outcomes

Business Value:

- ✓ Efficient and up-to-date online support for the public

- ✓ Provide relevant online information for all lawyers and attorneys in the Austrian juridical system

- ✓ Able to monitor increased operational efficiency, functionality and customer service

- ✓ Reduced integration implementation more than 60%

e-government integration framework
KDVZ

Business challenge:

- ✓ Connect local agencies for greater public convenience accessible 24x7

Objectives:

- ✓ 24x7, online business network enabling agencies to access each other's data in real-time

- ✓ Needed a high-level integration infrastructure that would enable them to share resources with one another on the fly

Actions:

- ✓ KDVZ employed a service-oriented approach which provided a low cost, easily accessible, integrated infrastructure that provides an online business network enabling local agencies to share resources

Outcomes

Business value:

- ✓ Potential savings of more than $1 million in business registration process

- ✓ Low cost solution frees up resources for new e-government applications

- ✓ 99.999 percent availability for greater resilience

- ✓ Significant cost savings over point-to-point integrations

  Established in 1973, this organization is a full-service provider of IT services for approximately 50 counties and local governments in a European country, representing three million citizens.

Sharing a single view of data for disease analysis
Department for Environment, Food and Rural Affairs

Business challenge:

✓ DEFRA had siloed information and independent business processes; the organization found decision making to be complex and time-consuming. Before it could use data, DEFRA had to thoroughly check and cleanse it, a process that required massive effort and inhibited progress.

Objectives:

✓ Share a single view of data with users throughout the organization and test the new system with data where DEFRA employees would be able to closely monitor animal movements and calculate the likelihood and impact of infection

✓ Provide ad-hoc business intelligence tools

Actions:

✓ DEFRA implemented a service-oriented approach to share a single view of data to provide an environment for deploying applications, such as those used for disease analysis and livestock movement registration services.

Outcomes

Business value:

✓ After deploying the POC project, DEFRA recognized the benefits of the change to a service oriented approach. For the first time, users and stakeholders could view all information regarding where animals were currently held, and its prior locations.

✓ Should an animal be carrying a disease, the system can calculate the location of the most probable infection risk area

✓ Provide visual map information of the geographical area affected and can calculate the severity of the event.

✓ Business intelligence tools to support the business scenario

Business integration
Dubai Municipality

Business challenge:

- ✓ Dubai municipality was challenged with internal bureaucracies and single channel customer service facing processes

Objectives:
- ✓ Be the best e-government program in Dubai

- ✓ Remove Internal bureaucracies and improve its customer facing processes and be more responsive

- ✓ Demonstrate savings internally and externally to customers

- ✓ Increase publicity of the Municipality

Actions:

- ✓ Dubai Municipality employed a service-oriented approach which provided a low-cost, responsive and convenient online service that reduced time in processing paperwork and provided multi-touch customer service

Outcomes

Business value:

- ✓ Provided multi-channel access integrating people, processes and information

- ✓ Reduced cost in terms of paperwork

- ✓ Reduction in time (i.e. customer service, transaction processing)

- ✓ Reduction in the number of visits to government offices

Dubai Municipality

Enabling effective integration and data exchange
Serbian Ministry of Finance

Business challenge:

- ✓ Critical business functions were at risk in the customs administration of the Serbian Ministry of Finance due to inadequate IT infrastructure performance

Objectives:

- ✓ Simplify business procedures while maintaining stability and reliability of the production system

- ✓ Integrate with other agencies systems within the ministry of finance (tax administration and treasury administration)

Actions:

- ✓ The Customs Administration in Serbia upgraded its Information Systems of Customs Serbia infrastructure using advanced open technologies to build a service-oriented approach that supports software development and data exchange

Outcomes

Business value:

- ✓ Customs Administration is now able to easily exchange data with the Tax Administration and the Treasury Administration to improve its services

- ✓ Since implementing the solution, the Customs Administration has improved the response times of its border-crossing applications by up to 50 percent

- ✓ The new IT infrastructure is more flexible and enables effective integration and data exchange with the IT systems of other organizations

Flexibility, openness to the future
Transit New Zealand

Business challenge:

- ✓ TNZ wanted to provide better access to information to the public, contractors and government agencies but the lack of integrated information stood in the way.

Objectives:

- ✓ Simplify increasing complexity of managing siloed information while providing more accurate, reliable information to multiple constituents

- ✓ Streamline and optimize business processes

Actions:

- ✓ TNZ employed a service-oriented approach to connect the public, contractors and government agencies by creating an enterprise content management system with a single portal interface and enterprise-wide search engine

Outcomes

Business value:

- ✓ Greater ability to control costs and manage the growth in information management responsibilities

- ✓ Reduced administrative workload

- ✓ Improved quality of information, leading to higher user confidence in timeliness and accuracy of information

- ✓ Better management of information delivery processes

"Our service oriented architecture is based on a single development paradigm that leverages reusable parts of the existing solution. We can add new functionality very easily and present data in a number of ways, adding value to the services we provide to our constituents." - Geoff Yeats, Chief Information Officer

Improving services while also winning new business
Department of Human Services: Centrelink

Business challenge:

- ✓ All Australian government departments and agencies are under increased pressure to improve efficiencies, deliver better services to constituents and provide alternate channels of service delivery.

Objectives:

- ✓ Provide more choices in how customers can access services
- ✓ Automate routine work
- ✓ Enhance existing systems and develop new capabilities to support the delivery of services via the phone, Internet and emerging technologies

Actions:

- ✓ Centrelink employed an underlying service-oriented approach that integrated existing internal systems and can easily accommodate new business applications and simplify future process changes

Outcomes

Business value:

- ✓ Integration: Integrate existing internal systems with external business associates through a single software stack
- ✓ Access: Provide more choices for Centrelink's customers, improving access to information
- ✓ Automation: Automate routine administration work so that staff can concentrate on providing customers with more complex tasks a higher level of service.
- ✓ Security: Ensure the highest levels of security access and authentication controls to safeguard customer records

Reducing complexity while improving return on investment
Shandong Province Local Taxation Bureau

Business challenge:

- ✓ The bureau collects taxes 90.79 million residents, as well as industrial and agricultural enterprises. With multiple offices and over 200 databases in the province, the agency required a unified and integrated view of provincial tax data and city and county tax data.

Objectives:

- ✓ Process information centrally for general and provincial bureaus

- ✓ Handle all kinds of taxes, work links and national and local tax bureaus, and connect with related departments

Actions:

- ✓ The Bureau employed a three-phased service-oriented approach that integrated its 200 databases and made it available from a single interface to provide real-time access to its data by users, enterprises and other bureaus.

Outcomes

Business value:

- ✓ Information can be extracted on an as-needed basis depending on the urgency of the business requirement

- ✓ The agency has been able to develop new real-time applications, including standardized tax receipt management, rewards and incentive management

- ✓ Administrators now have unified, up-to-date and accurate views of key metrics

- ✓ ROI is excellent by leveraging existing systems investments

- ✓ Data is now accessible and more accurate in real time

- ✓ Users have direct, simultaneous access to dynamic business databases through a single window

Simplifying access to Taiwan's government services
Research, Development and Education Commission (RDEC)

Business challenge:

- ✓ RDEC's highest priority lies in an ongoing effort to modernize Taiwan's government, but its infrastructure was incapable of supporting the rapid conversion of an increasing number of services

Objectives:

- ✓ Make it easier for citizens to find and access government information and services
- ✓ Transition government services to the web
- ✓ Improve efficiency and let staff focus on mission-critical tasks

Actions:

- ✓ RDEC employed a service-oriented approach built on scalable infrastructure that simplifies and standardizes their web-enabled government services

Outcomes

Business value:

- ✓ Cost-effective solution leads to greater increase in citizen satisfaction
- ✓ Government agencies and departments can quickly exchange data
- ✓ Citizens can easily access the RDEC database to find forms and information
- ✓ Improved employee productivity processing 30% more documents while reducing form-processing turnaround by 50%
- ✓ Maintenance costs cut by 30%

Reducing customer service response time
Housing Development Board (HDB) Singapore

Business challenge:

- ✓ With nearly 90 percent of its applications hosted on aging mainframe servers, HDB lacked the scalability and flexibility to accommodate growth and changing requirements

Objectives:

- ✓ Solution must provide flexibility to meet changing business environment
- ✓ Improve customer service response time
- ✓ Automate manual and paper-based processes

Actions:

- ✓ HDB employed a service-oriented approach featuring a web-based portal centralizing lessee and tenant paperwork that streamlines processes and workflows

Outcomes

Business value:

- ✓ Reduced customer service response time from more than a week to a few seconds
- ✓ The business to customer (B2C) and business to employee (B2E) portal supports access for 3,500 HDB registered users, of whom approximately 600 are concurrent users
- ✓ Users access 120,000 page views per month
- ✓ Solution eliminates paper-based processes, captures 20,000 lessee and tenant documents per day and manages unstructured records, scanned images and reports

Leveraging information for enhanced accuracy
Instituto Nazionale Previdenza Sociale (INPS)

Business challenge:

- ✓ INPS is Italy's primary social security insurer verifying social security contributions and calculating pension and payment amounts. Different divisions in INPS needed to leverage this data in different formats for different functions; but due to siloed and customized applications used by each division, the data was not easily obtained and expensive to maintain.

Objectives:

- ✓ Implement a reliable and standardized method to access and maintain information (data).

Actions:

- ✓ INPS employed a service-oriented approach allowing different departments to leverage the same back-end data eliminating the need to maintain disparate systems leading to enhanced data accuracy with reduced human intervention.

Outcomes

Business value:

- ✓ Streamlined the collection and distribution of pension funds

- ✓ Modernized and standardized how each internal division and external office access data

- ✓ INPS is working toward publishing its Web services into an internal registry so that departments and other companies that interface with INPS can leverage the already-developed technology

- ✓ The solution leveraged their existing hardware environment

Leadership
Why IBM..?

IBM is the recognized leader in service-orientation

Depth and breadth install base

"IBM has a huge advantage over other 'SOA [service-orientated architecture] platform' competitors, due to its huge application platform install base."

– Anne Thomas Manes
Research Director & Vice President
Burton Group

Comprehensive set of services

"IBM should be congratulated for providing a comprehensive set of SOA [service-orientated architecture] service offerings that recognizes the full service lifecycle from business planning to IT operations."

– Lawrence Wilkes
CBDI Forum

…and the leader across service-orientation entry points

People

✓ **Gartner leaders-quadrant Horizontal Portals**
   ("Magic Quadrant for Horizontal Portal Products 2006" by D.Gootzit, G. Phifer, R. Valdes 16 May 2006) *
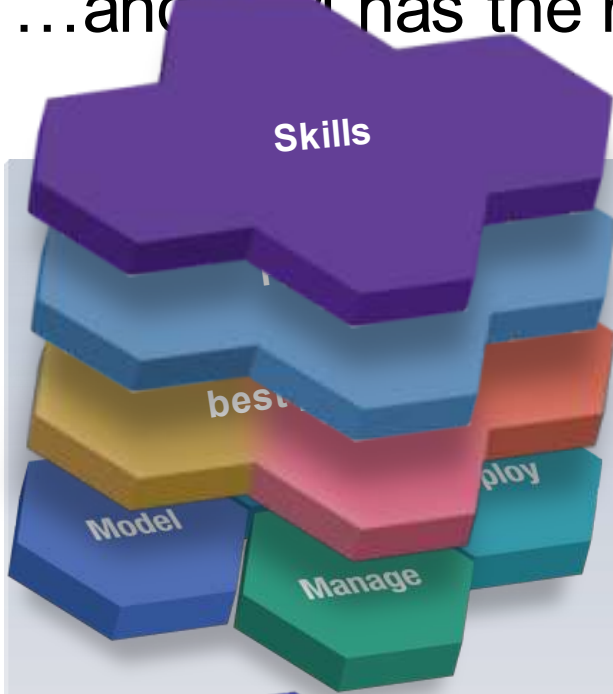
Process

"BPM [business process management] from IBM leads in market sha...

WINTERGREEN RESEARCH

Information

✓ Best Enterprise Information Integration
   (Intelligent Enterprise Reader's Choice Awards)

* The Magic Quadrant is copyrighted May 2006 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

…and IBM has the resources available to help you succeed

Skills

Model

best

ploy

Manage

People

Information

Process

Define

Plan

Governance and Best Practices

Enable

Measure

Expertise in aligning business and IT processes
✓ 15,000 SOA consultants, architects and IT specialists
✓ IBM SOA role-based education roadmaps

Thriving ecosystem of partners (ISVs, SIs, Resellers)
✓ 2,500+ Business partners and solutions

Extensive industry experience and best practices
✓ Over 1800 customers worldwide
✓ 500 pre-built industry-specific data and process models
✓ Component Business Models for banking and Information FrameWork (banking business and data models)

Unmatched breadth and depth of products
✓ Over $1B/year invested in SOA
         in open standards

...est practices
         ...ces to drive the effective use of
         ...u reduce the risk and cost of compliance

Roadmap

Getting started…

Comprehensive solutions at any scale

IBM full spectrum of offerings

- ✓ **Start where you are** and build on what you have

- ✓ **Several entry points** for optimal flexibility and choice

- ✓ Multiple transformation paths provide **varying levels of value and cost savings**

- ✓ Timeline depends on **factors you determine,** such as entry point and desired results

"**IBM is the leader** in the development of SOA [service-oriented architecture] intellectual property… With **firm-wide SOA investment of $1Billion**, IBM will leverage cutting-edge R&D, leading to quicker value and reusable SOA assets for clients."

– The Forrester Wave™
"IBM Brings Thought Leadership And Global Delivery To North American SOA Integration", Forrester Research, Inc., September 2006

How IBM can help you towards service orientation
Getting started

Starting points

Enterprise or cross-project level – strategic initiative for application development and integration across multiple related projects

Component Business Modeling Services™

Single project level – implementation at single project level. "Test the waters" using a gradual adoption approach

SOA Workshop

Not sure where to start? – assess your business and IT services maturity. Provide valuable information & actionable recommendations
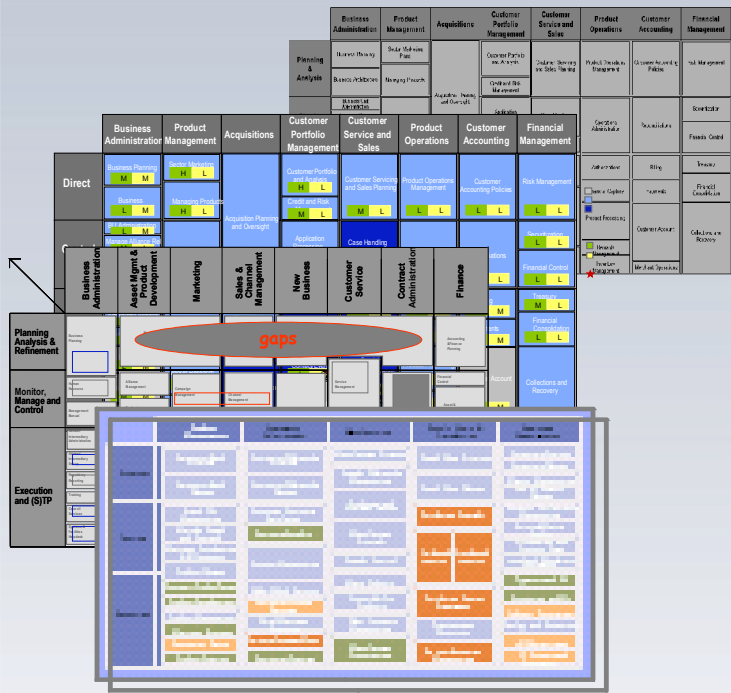
Assessment

IBM Component Business Models for government
Speed identification of key processes with best payback

Types of analyses

Operating Efficiency & Effectiveness

✓ CBM enables firms to eliminate duplications and optimize processes across traditional silos

Business/Technology Linkage

✓ CBM provides the framework to make more informed investment decisions, allowing for the evaluation of alternatives by increasing transparency around costs

✓ Using CBM the business can focus in on those components where value is either constrained or may be enabled

Business Flexibility

✓ CBM components define the natural boundaries lines within the business supporting rapid organizational change whether it be in the context of:

• Mergers & Acquisitions

• New Product Introduction

• In-sourcing / Outsourcing Decisions

• Alliance Partnerships and Utility Service Relationships

Business Pilot Workshop
Streamlined approach ensures valuable business results

Methodology

IBM uses a proven methodology that has helped numerous other IBM clients to identify ways to optimize your processes to better support your business strategy and goals

5 Step approach

IBM can help you identify ways to optimize business processes

using a five-step approach:

1. *Document strategy* – key performance indicators and current challenges and gaps

2. *Model* – current "as-is" business processes

3. *Simulate* – potential "to-be" processes through iterative "what-if" exercises

4. *Analyze* – impact on key performance indicators (KPIs) and return on investment (ROI)

5. *Create* – roadmap including short term and long term recommendations

SOA Maturity model assessment tool and workshops
Online or on-site assessment to help with project selection

Free !

Receive actionable recommendations customized to your level of SOA maturity

✓ On-line at ibm.com/soa/assessment

✓ …..or face to face with an IBM representative by mailing soa@us.ibm.com

✓ Available in 10 languages!

Line-of-business or IT-led SOA Workshops

Contact your IBM rep or soa@us.ibm.com

The end game – government flexibility
We can help you achieve efficiency, effectiveness and change

Innovation is all about change… IBM can make it easier

- ✓ Only IBM, with its **end-to-end** capabilities, can help you develop a **customized** road map, focused on the needs of **your business** in the context of **your industry**

Start at the point that is right for you

- ✓ IBM will provide you with both **intermediate return** and **long-term value** to help you become an **on demand business**

> "IBM has the **dominant market position** in service oriented architecture software markets because of its broad product market position in integration and application server markets."
>
> – *Wintergreen Research*

SOA for LOB Presentation – Products & Services Section

- ✓ This presentation is designed to be modular and (in general) can be reorganized to meet your time and client requirements
- ✓ The following selected IBM software and services slides are those considered most relevant to LOB and have been grouped by the SOA entry points
- ✓ You should *select those slides that are most relevant* to your customer's interests and specific requirements
- ✓ *Unused slides should be discarded*

Where to Insert These Slides in the Presentation?

- ✓ The following slides you have selected *should be inserted <u>after</u> page 22* (before the Why IBM? section) in the presentation

# Unmatched breadth and depth of products and services
Let's take a look under the hood…

To your customers, you're now streamlined, but how does your IT environment look?

How much time and expense did it take to make it happen?

Improving people productivity…

… by aggregating views that delivers information to enable human and process interaction with consistent levels of service
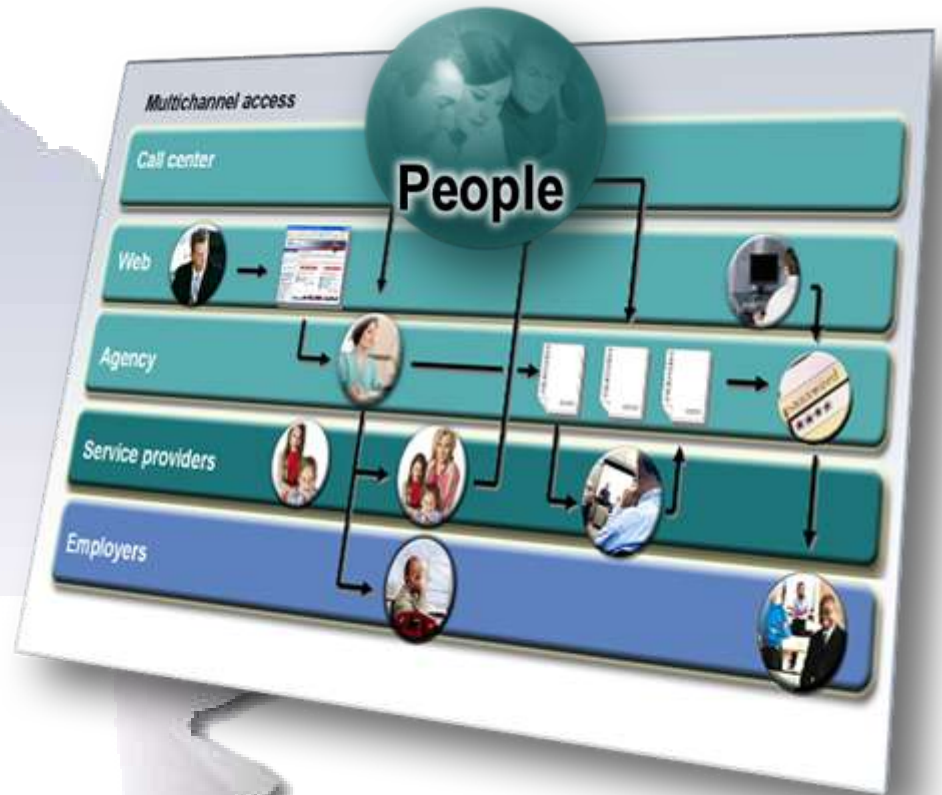
Personalized interaction
IBM WebSphere Portal

People

Key capabilities

- ✓ Build scalable and reliable portals

- ✓ Deliver a single, point of personalized interaction with applications, content, processes and people

- ✓ Quickly execute business processes

Corresponding benefits

- ✓ Helps increase organizational productivity and operational efficiency

- ✓ Helps organizations to rapidly respond to change

- ✓ Strengthens relationships with your customers and trading partners

- ✓ Provides powerful collaboration capabilities such as instant messaging, team workplaces, people finder and e-meetings

Use just what you need:

- ❑ Mail/Calendar
- ❑ Instant messaging
- ❑ Team spaces
- ❑ Web conferencing
- ❑ Learning
- ❑ Web content mgmt
- ❑ Document editors
- ❑ Templates
- ❑ Forms
- ❑ etc.......

Real-time collaboration
IBM Lotus Sametime

People

Key capabilities

✓ Business instant messaging

✓ Presence awareness

✓ Web conferencing and customizable team spaces

Corresponding benefits

✓ Collaborate with colleagues, customers, business partners and suppliers

✓ Use presence awareness to see who is online and available to converse from your desktop or wireless devices

✓ Use instant messaging to converse in real-time and Web conferences to share a document, application or your entire desktop

✓ Create team spaces to centralize and share information on any project or ad hoc initiative

# Access information via online e-forms
IBM Workplace Forms

Key capabilities

- ✓ Populate e-forms online and seamlessly transfer information between applications

- ✓ Automatic document routing and workflow integration

- ✓ Store all data elements in one secure file and archive digitally-signed documents and multi-media attachments for auditable, enforceable records

Corresponding benefits

- ✓ Help streamline, automate and manage business processes to increase efficiency

- ✓ Manage and maintain enforceable records

- ✓ Help improve customer service, increase productivity and reduce costs
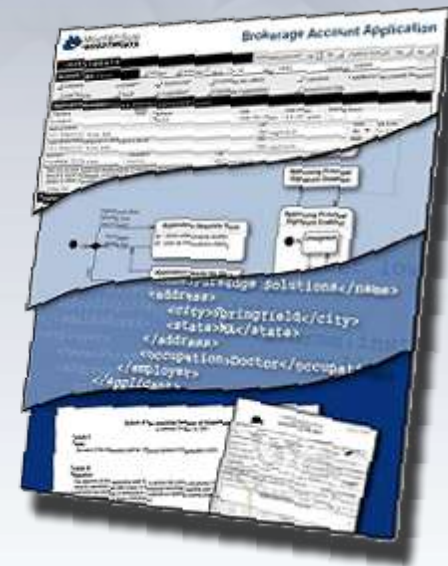
Delivering real-time business insights
IBM Business Dashboard Services

People

Key capabilities

✓ Give decision makers real-time visibility into business operations and market activity to help drive overall corporate performance

✓ Empower users to take immediate and effective action based upon changes in thresholds or important business events

✓ Tailors information based on user dimensions such as role, authorization, geography, or organization

Business Process

People ➡ ⬅ **Information**

Corresponding benefits

✓ Helps you make more informed decisions to quickly resolve business issues

✓ Helps improve people productivity by managing relevant information to achieve objectives

✓ Simplifies organization and management of performance indicators

Process – Business flexibility and responsiveness
Through business process management and transformation
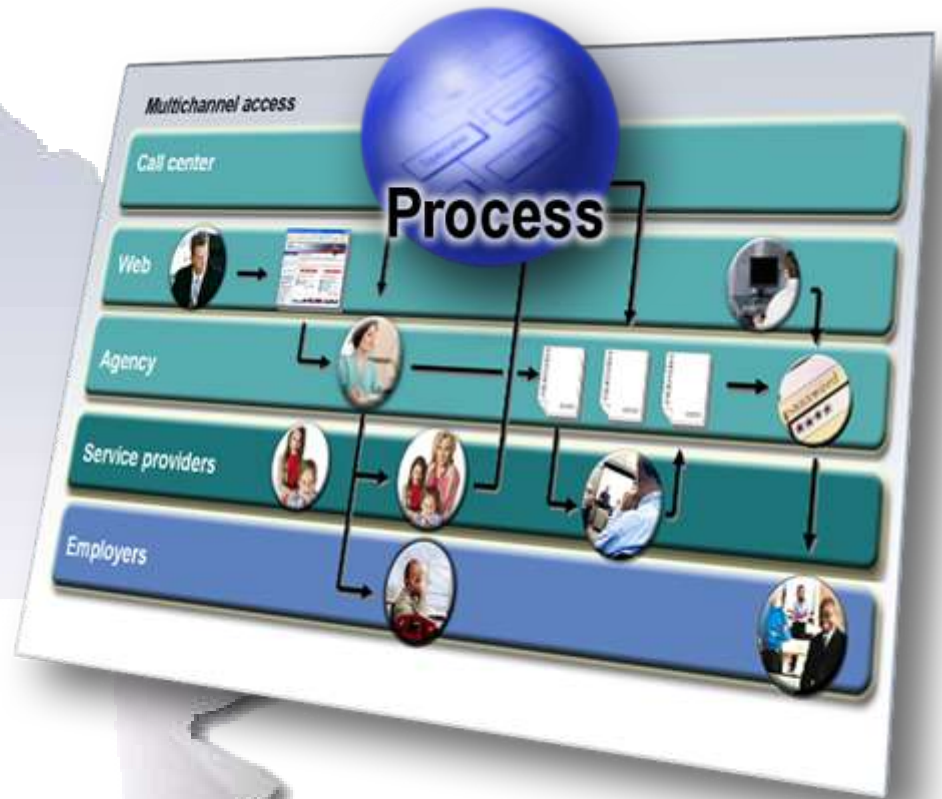
Adapting the enterprise to changing opportunities and threats…

… by deploying innovative business models quickly with re-usable services and optimized processes

Delivering real-time business insight
IBM WebSphere Business Modeler / Business Monitor

Monitor core business processes based on key performance indicators

Key capabilities

View information the way you want to see it

- ✓ Management dashboard of business process tied to performance indicators
- ✓ Easily customize or define new dashboards
- ✓ Display trending information
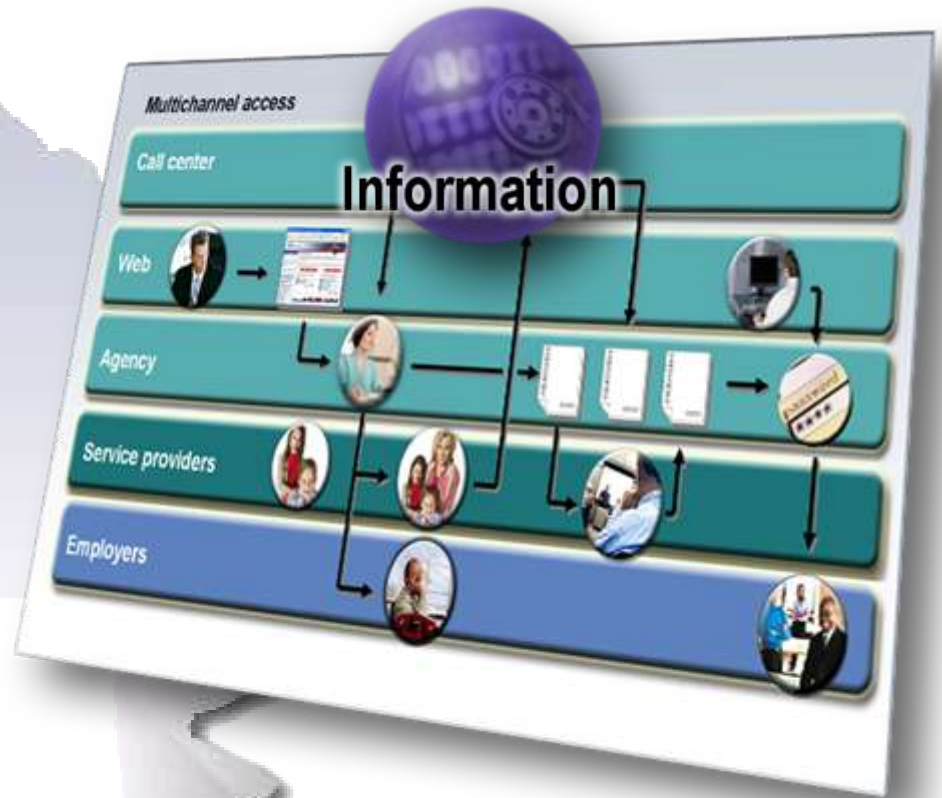- ✓ Identify bottlenecks or inefficiencies

Corresponding benefits

- ✓ Monitor different perspectives of business process metrics
- ✓ Cost, time, resources

Process Demo
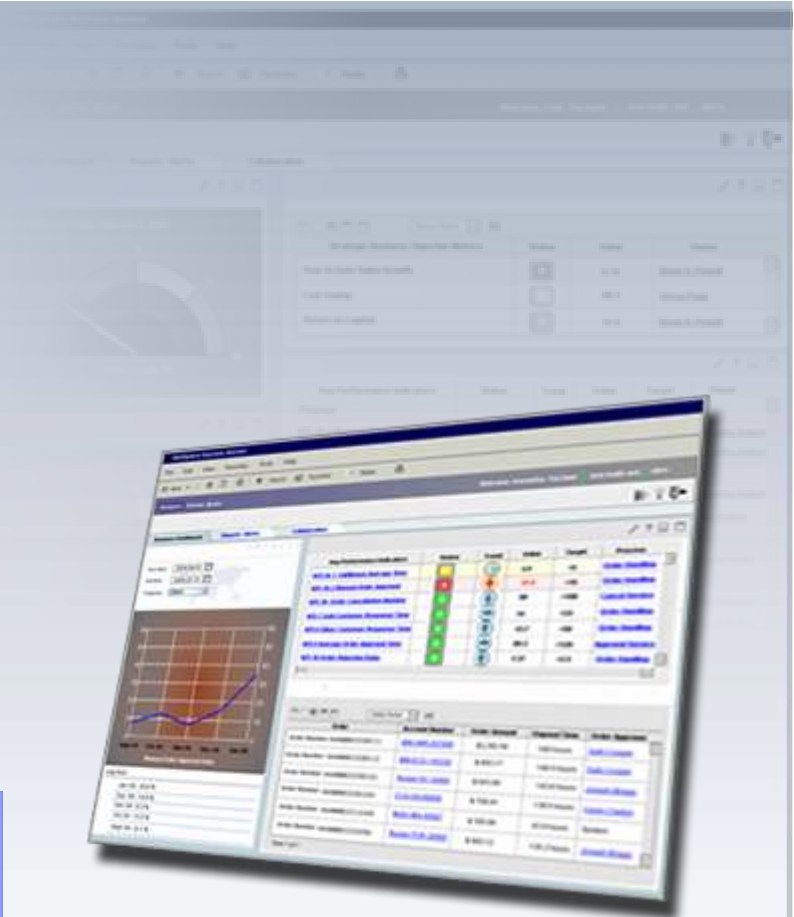
Information – Business flexibility and responsiveness
Delivered by information reuse and management

Improve business insight and reduce risk…

…with trusted information services delivered in-line and in-context

Driving Business Value for Government

From skills development through strategic vision
IBM Business Intelligence Services

Information

Key capabilities

- ✓ BI Strategy & Roadmap
- ✓ Data Integration
- ✓ Master Data Management & Data Governance
- ✓ Advanced Analytics
- ✓ Business Performance Management
- ✓ Operational Intelligence
- ✓ Risk & Compliance
- ✓ Threat & Fraud Intelligence
- ✓ Global Delivery

Corresponding benefits

- ✓ Deliver BI solutions effectively with robust data, application and systems
- ✓ Provide information & processes to address strategic goals & objectives
- ✓ Enhance information with advanced analytics
- ✓ Improve decision making and business insight
- ✓ Facilitate business and IT collaboration
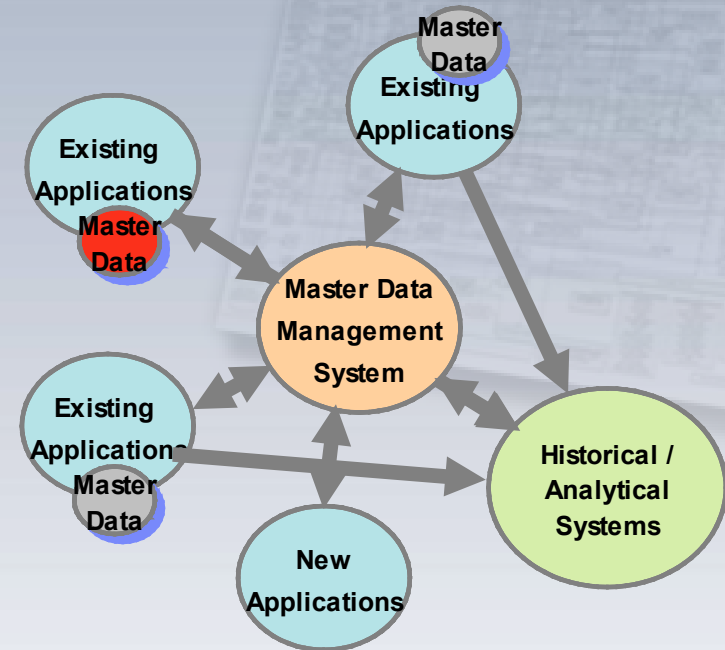
Information reuse and shared services
IBM Information Server

Key capabilities

✓ Manages common set of information and business processes from individual applications into shared information services

Corresponding benefits

✓ Better control over product information impacts revenue, cost, time to market and compliance

✓ Helps eliminate islands of customer data to improve customer satisfaction and strengthen relationships

✓ Provides a consolidated global view of suppliers to optimize procurement and better manage supply chains

Master Data

Existing Applications

Existing Applications

Master Data

Master Data Management System

Existing Applications

Master Data

New Applications

Historical / Analytical Systems

Data is often buried in application silos and becomes very fragmented. As a result a single view of the truth is very elusive

Recognize true identities
IBM Entity Analytic solutions

Key capabilities

- ✓ *Resolve identities into a single resolved entity across multiple data sets*
- ✓ Link identities to detect non-obvious relationships
- ✓ Anonymously share and compare identities
- ✓ Recognize cross cultural name variations

Who is Who?

Who Knows Who?

Who is Who and Who Knows Who… Anonymously?

Corresponding benefits

- ✓ Uncover potential threats in-line before they become problems
- ✓ Recognize social, professional, or criminal networks within your data assets
- ✓ Know your customer regardless of identity misrepresentation
- ✓ Optimize watch list checks and name searches across multi-culture data sets
- ✓ Increase protections against operational, reputational, and legal risks

Identity management & security
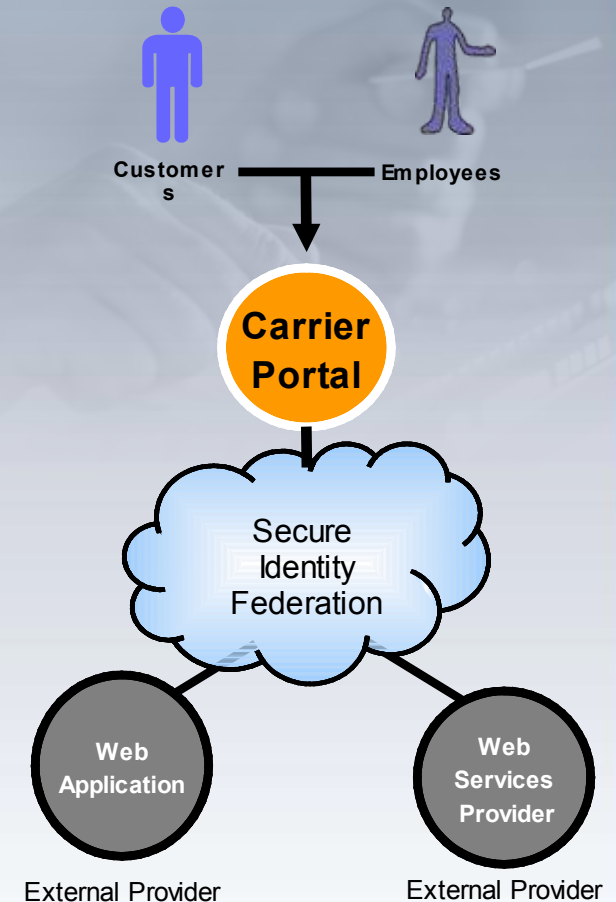## *Tivoli Identity Management*

Information

Key capabilities

✓ Brings Seamless, secure and auditable access to web services

✓ Supports integration of customer and partner services

✓ Simplifies administration with single sign on to multiple services

✓ Allows partners to mutually enroll and manage users of one another's

Corresponding benefits

✓ Simplify user experience – deliver the right information quickly and securely

✓ Secure access to applications, information and data

✓ Consistently enforce and audit corporate security and compliance policy

✓ Improve time-to-market for new services

Customers   Employees

Carrier Portal

Secure Identity Federation

Web Application

Web Services Provider

External Provider   External Provider

Quality of service and security
IBM SOA Security Services

Information

Key capabilities

Comprehensive set of SOA infrastructure management and governance services enabling:

- ✓ Policy driven decisions and realization of security standards

- ✓ Federated identity and authorization capabilities

- ✓ Protection of SOA and web services implementations

- ✓ Administration management, auditing and compliance

Corresponding benefits

IBM SOA Management and Security services integrates identify management with Web services and provides the security specifications necessary within an SOA environment

- ✓ Complete end-to-end security solutions for clients to ensure the protection of information against accidental or malicious disclosure, modification or destruction

- ✓ Defined and implemented layers of security building blocks provide an adequate level of protection to business information and processes impacted when services are enabled under the new services-oriented architecture