

Compete in
the Era of
SMART.



Solution Café Abstracts

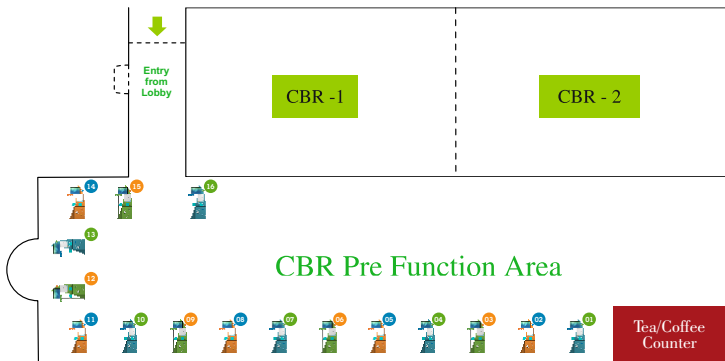
Transformation For Growth

2014 Consultants &
System Integrators Interchange





Solution Café - Booth Map



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B02 - Storage Solution for Cloud, Big Data and Analytics

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POWER8 System Solutions - Open innovation to put data to work

Arindom Sanyal

Organizations are amassing a wealth of data and know that they can transform their business by turning that data into actionable insight. And they expect IT to make that happen. But businesses are maxing out their data centers and running out of space and energy by running inefficient systems that can't handle the demands of today's big data economy. With mounting security concerns and technology limitations, businesses need the confidence and cost advantages to realize the true benefits of cloud and the ability to leverage the creativity of the open-source community to accelerate application development and time to value.



Join the POWER8 Solution Booth to understand how a brand new IBM POWER8 scale out systems designed for Big Data with Superior Cloud Economics, discussion on how the Power8 technology will reinforce ROI and TCO for customers on regular workloads like ERP, CRM, Databases, Middleware and Java.

Also learn how they are designed with open innovation to drive faster insights from data-hungry applications, these first generation systems help organizations realize the benefits of cloud and quickly tap into an open ecosystem of community-created innovation that is transforming the way IT is created and consumed.

Storage Solution for Cloud, Big Data and Analytics

Jinesh K Shah

Whether Cloud, Mobile, Social, or Analytics, businesses today are struggling to deal the massive amounts of data created by both traditional and the new era workloads. IBM Storage Infrastructure solution allows businesses to capture, manage, and process the data with low-latency along with very high volume, high velocity and high variety.



Cloud has emerged as a big business opportunity. IBM Storage Cloud can help you successfully deploy high-performance, scalable storage virtualization solution to facilitate growth and innovation, which can deliver the simplicity, resiliency and predictability needed to drive cloud economics attractive to Service Providers and clients alike.

Join the boot to know on IBM Storage Solutions capabilities especially for Cloud , Big Data & Analytics by leveraging SVC, FlashSystem, SDS etc. to achieve gain better insight from data and higher competitive advantage for customers



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System Solutions for Linux

Munavar Khan / Rakesh Krishna Kumar

Supported on every Power Systems we make, Linux on Power Systems is the only infrastructure that offers both scale-out and scale-up choices that Optimize workloads for emerging business challenges with industry standard Red Hat, SUSE and Ubuntu Linux distributions. Now built to support PowerKVM, the open virtualization choice.



Linux on System z systems can do more with less, providing a robust and effective workload deployment platform for consolidation, to eliminate server sprawl and complexity, as well as re-deployment and new workload deployment. IBM Wave for z/VM is an intuitive virtualization management software product that provides management, administration, provisioning, and enables automation of Linux virtual servers in a z/VM environment. Join the booth to understand more about the IBM System Solutions for Linux and their business benefits.

IBM Software Defined Environments - Next Generation Automation for Cloud

Anbazhagan Mani

Consumption of IT is driving providers to find ways to transform how they deliver resources in a software defined (programmatic) way. The key drivers for Software Defined Environment are



- Rapid availability and scaling of capacity – as a service and/or on premise
- Fewer experts required as they optimize the environment
- Commodity hardware can be used to deliver required performance & reliability
- Growing ecosystem of available skills and solutions based on open standards

In this demo we will show how Software Defined Environments can help our clients easily deploy and maintain a Cloud environment on both on premise as well as on SoftLayer Cloud. Easy creation of a new cloud leveraging IBM Cloud Manager with OpenStack, built in policies for smart resource allocation and optimization using IBM Platform Resource Scheduler, and integration with Elastic Storage (GPFS) and easy management of entire virtual infrastructure including Compute, Storage and Networks. This demo will also include a preview of our “IceCastle” project which is a future offering around integrated Software Defined Infrastructure.



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Big Data Solution on Power System

Ashish Kumar

IBM POWER8 Systems are purpose built for big data workloads for next generation data management and analytics. This new server technology allows companies to perform more real time analytics on more types of data and extremely high volumes. This booth will demonstrate key underlying server technology differentiator for Big Data Analytics and how scale-out hadoop and analytics applications leverage POWER8 technology.



SoftLayer-High performance cloud without compromise

Prabhaker Guru

SoftLayer - High performance cloud without compromise. At the SoftLayer booth, we will be available to demonstrate bare metal and virtual server provisioning, storage provisioning, network management and more using the SoftLayer Web Interface. We will be available to answer any questions you may have about SoftLayer.





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IBM Client Center - Montpellier, FRANCE

Isabelle Ferrand /
Christophe Maldy

The IBM Client Center Montpellier is a global center of competence in which a team of experts and architects present the latest IBM technologies and solutions for IBM's complete system portfolio combined with IBM software solutions. We have the experience and know-how it takes to help you successfully integrate IT with your business operations. The strength of our center lies in our technical eminence and expertise with a full range of offerings and services to help design, develop, integrate, optimize, validate and deploy comprehensive solutions that support smarter computing in today's business.



Our Center offers a wide range of client-facing activities including executive briefings, showcases and demonstrations, architectural design, technical enablement sessions, end-client support, ISV and industry-focused workshops, proofs of concept and benchmark capabilities in line with IBM's strategic initiatives for cloud, analytics, smarter planet & cities, mobile, social, security and emerging markets.

Applying Social to Document and Knowledge Management

Vinod Vishnu Shirke

Social collaboration tools, when used appropriately provide a in-depth understanding and association with others. The tools allow people to share their stories (examples) with others. In these social collaboration environments stories can be easily enhanced and guided by others in similar contexts. Working together to achieve a common goal is what team building is all about, collaboration is wider. It is about using the knowledge and skills from people in different teams to leverage the learning. Hence Social Collaboration tools can be used capturing, developing, sharing, and effectively using organizational knowledge, allowing to store & track the electronic documents, which be tracked for different versions modified by different users.





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Reinventing Business Operations with Smarter Process

Amitabh Cheekoth / Divya Prabhu

Historically process re-engineering has helped companies optimize to cut costs. Today process is at an inflection point, disrupted by the forces of mobile, social, cloud and big data analytics. At a time when customers are switching service providers faster than ever, processes must not only be automated and optimized, they must be customer-centric. Smarter

Process is IBM's approach to reinventing business operations with business process management and decision management to enable business managers and IT professionals establish new, more comprehensive business operations platforms. Experience Smarter Process delivered through the new IBM Business Process Manager 8.5.5 & IBM Operation Decision Manager 8.5.



Internet of Things & IBM API Management

Subodh Kumar

Internet of Things (IoT), a revolutionary business concept that is going to change the landscape of business and technology in the coming years. The Internet of Things represents an evolution in which objects are capable of interacting with other objects. Hospitals can monitor and regulate pacemakers long distance, factories can automatically address production line issues and hotels can adjust temperature and lighting according to a guest's preferences, to name a few examples. Furthermore, as the number of devices connected to the Internet continues to grow exponentially, organization's ability to send, receive, gather, analyze and respond to events from any connected device increases as well.

IBM API Management is a solution with a complete set of web API capabilities to help businesses extend their reach beyond the enterprise and further innovate within the enterprise. It can be deployed fully on-premise in an enterprise's data center and integrates the most important features necessary to enable the three most significant players in the API economy: application developers, business owners, and IT personnel. This solution helps companies quickly orchestrate and design new web APIs, secure and manage the web APIs, gain business insight with analytics, and socialize the web APIs in communities.





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Mobile Solution Center

Durhana S Kauser

IBM MobileFirst offers you true end-to-end mobile solutions. Some providers specialize in service offerings; some focus on platform and application development; some offer only mobile security; while others focus just on mobile device management. We bring it all.



1. IBM MobileFirst supports mobile management, mobile security, mobile analytics, and mobile development
2. Develop a single app, and have it run on multiple mobile operating systems (such as Android and iOS)
3. You can automate the testing of your mobile applications
4. Protect your enterprise data on mobile devices with mobile device management
5. Create the perfect mobile user experience for your apps through mobile analytics

Sterling OMS 9.3 point to point integration with WCS

Rajesh Eber Doss

Sterling OMS provides multiple Order Capture tools an engine to integrate their order capture tools for a robust order fulfilment system. The current version of OMS provides a direct / point to point integration of WCS to Sterling OMS eliminating the requirements of WESB mediation layer. The new Sterling OMS entitles any customer to run his business with a seamless experience on the retail order platform.





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IBM Big SQL - SQL access for data on Hadoop

S Venkatesh

IBM® InfoSphere® BigInsights™ Enterprise Edition provides big data analytics capabilities on an enterprise platform. It combines open source Apache Hadoop with enterprise functionality and integration to deliver large-scale analysis with built-in resiliency and fault tolerance.

IBM Big SQL Offers unmatched simplicity, performance and security for SQL on Hadoop. It provides a single point of access and view across all big data, exactly where it lives.



IBM Case Manager for Investigations

Prasad Pechetti

IBM Case Manager for Investigations V5.2 is a new IBM Enterprise Content Management solution built for investigative teams working in Law Enforcement, Public Safety, Intelligence, Internal Investigations, Counterfeiting and Brand Management, Mergers and Acquisitions, and Risk Management.





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IBM Software Group Services

Vijay Suresh / Harsh Upadhyay

The Software Group Services organization provides Consulting, Workshop and Accelerated Value Program Services to our clients for IBM software. IBM Software solutions are deployed consistently and efficiently around the world, accelerating our client's time-to-value, and enabling our clients to maximize their technology strengths and opportunities.



IBM STG Lab Services and Training

Venkat Umakanth

IBM STG Lab Services and Training is a Professional Services organization consisting of a mix of cross-industry executive consulting and deep STG technology skills focused on enabling clients to meet their IT Infrastructure needs through professional services. Offerings range from high touch executive consulting studies, deep technical assessments and best practices based deployments of new and advanced technologies emerging from IBM STG product development labs. Visit this booth to find out more on how we can complement to your efforts in adding value to our clients together.



