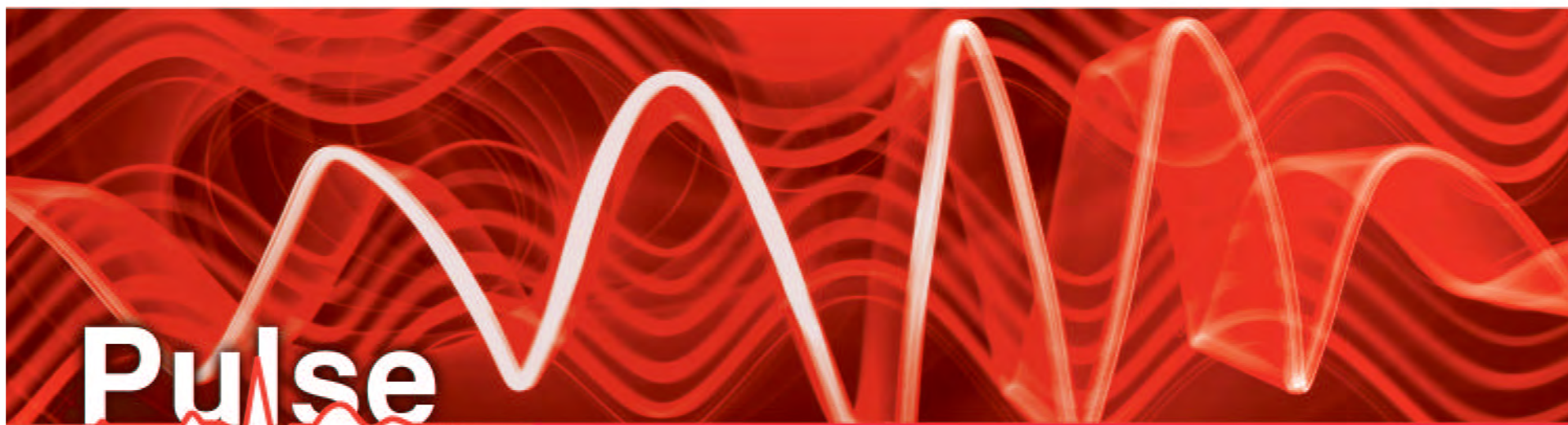


Joao Perez

Vice President-Worldwide Sales, Tivoli Software



The Premier Service Management Event **2009**

The change gap ...

**1100 CEOs surveyed
across all industries**

8 in 10

**CEOs anticipate
turbulent change and bold moves**

Pulse

- Integrate data stored in silos
- Improve care and cost management
- Better staffing decisions



Pulse

- Manage demand to supply
- Reroute power automatically
- Reduce power lost in grid



- Ensure freshness and safety of food
- Monitor and control food in transit from farm all the way to market

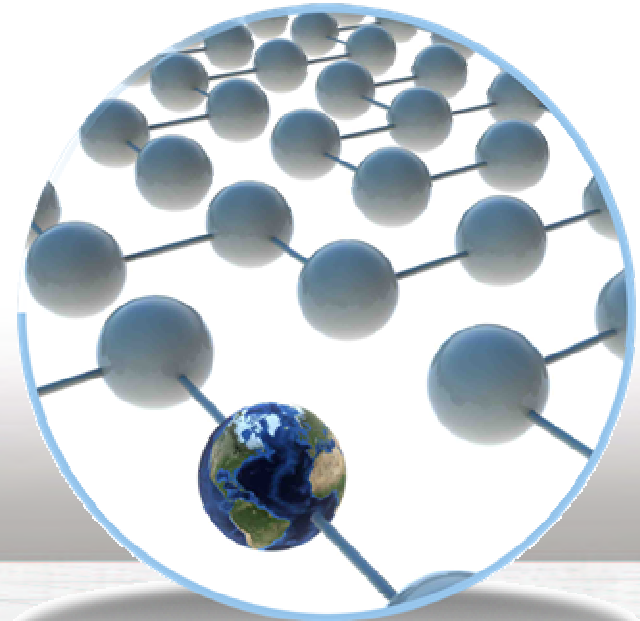


It's time to start thinking **differently**
about infrastructure.

Pulse



Smarter Planet *Transformation*



DTE Energy®



- Standardized processes across 200 units
- Single consolidated business platform
- Project savings of US\$75M a year
- Enterprisewide access to inventory



Pulse



- Cut capital & operating expenses by \$30M
- 150% increase in processing capacity
- 40% reduction in IT floor space
- 67% reduction in servers



Pulse 2009 Raised the Bar Even Higher

- *Almost 5,000 attendees from 69 countries at*
 - **MGM Grand in Las Vegas (Feb. 8-12)**
- *Over 100 Analysts and 800 Business Partners*
- *Over 200 Client and 150 Business Partners present*
- *Expanded agenda to include broader coverage of cross industry solutions*
- *Strong focus on IBM Service Management*
 - **Industry Solutions**



the world's infrastructure



In this smarter world, we need our infrastructure to propel us forward, not hold us back.

Infrastructure that is instrumented, interconnected and intelligent.

Infrastructure that brings together business and IT to create new possibilities.

Mobility
Infrastructure



Facilities
Infrastructure



Production
Infrastructure



Technology
Infrastructure

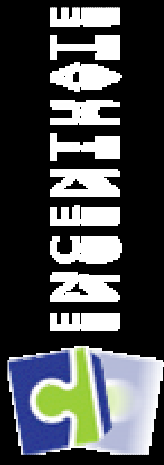
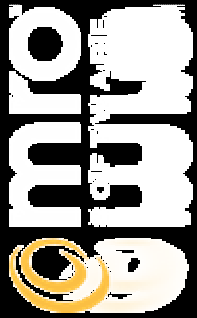


Communications
Infrastructure



We need a *dynamic* infrastructure.

Pulse



Tivoli[®]

software

Pulse

IBM Tivoli is the Market Leader

Gartner Marketshare:

- #1 WW IT Operations Mgmt (7th consecutive year)
- #1 Event, Fault, and Log Management
- #1 Network Management

Gartner Magic Quadrant Leadership

- EAM for Power Generation - Leader
- EAM for Energy Distribution Utility - Leader
- EAM for Manufacturing - Leader
- User Provisioning – Leader
- Web Access Management – Leader
- SOA Governance - Leader

Forrester Waves

- Data Center Automation – Leader
- Client Management Suites – Strong Performer
- Service Desk – Leader
- Standalone SOA Web Services Management – Strong Performer
- Identity Management Suites – Strong Performer

IDC Marketshare:

- #1 Performance & Availability
- #1 Performance Management
- #1 Event Automation
- #1 Systems Management
- #1 WW Network Availability
- #1 WW Telecom Assurance
- #1 Archive & Heirarchical Storage Management
- #1 Identity & Access Mgmt (2nd Yr)
- #1 Security & Vulnerability Management
- #2 Operating Systems and Subsystems
- #2 Distributed Performance & Availability Mgmt

OSS Observer

- #1 Service Assurance
- #1 Event Management
- #1 Performance Management

Pulse

Dynamic Infrastructure

Managing an Intelligent Connection of Operational and IT Assets

Visibility



Control



Automation

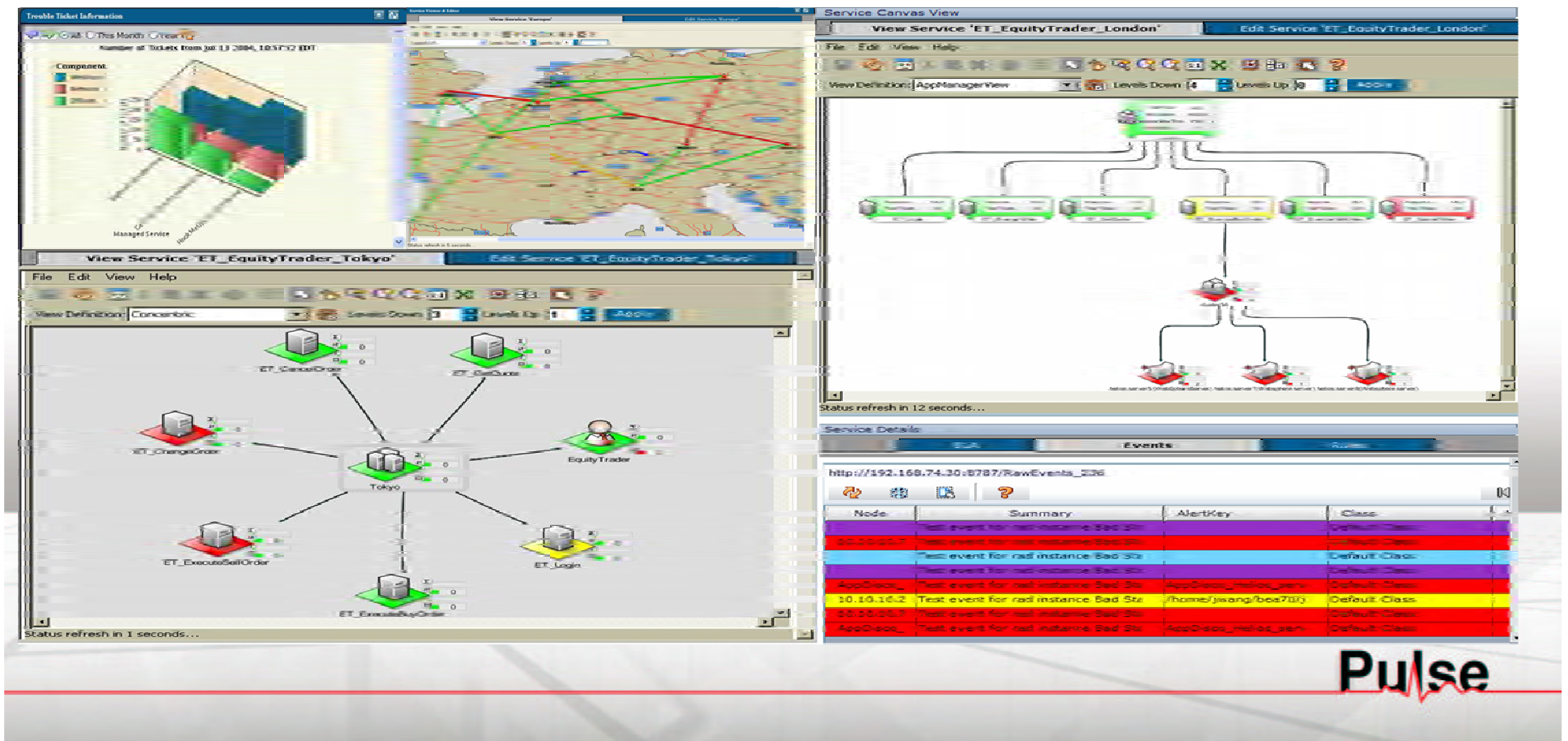


Pulse

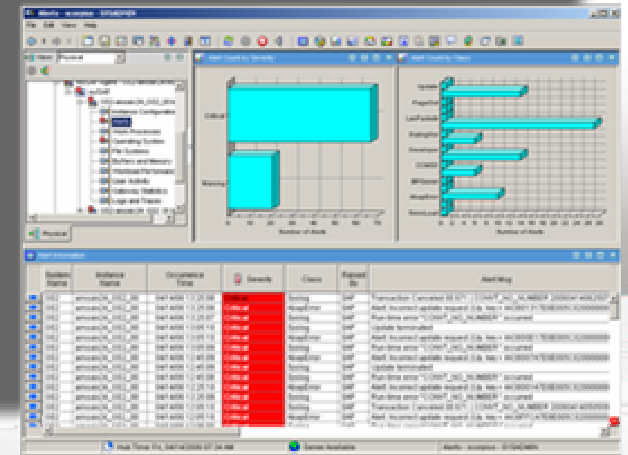
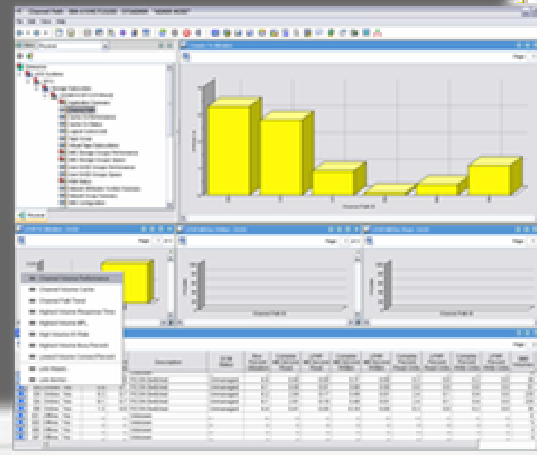
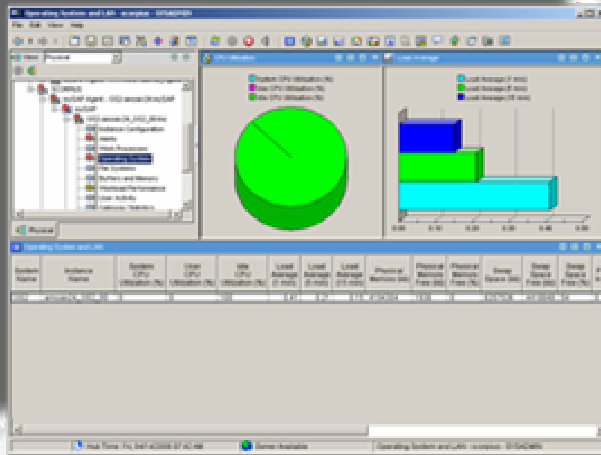
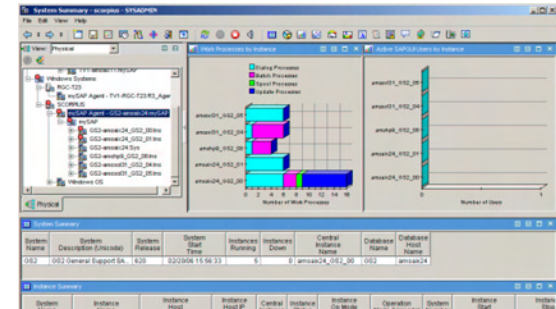
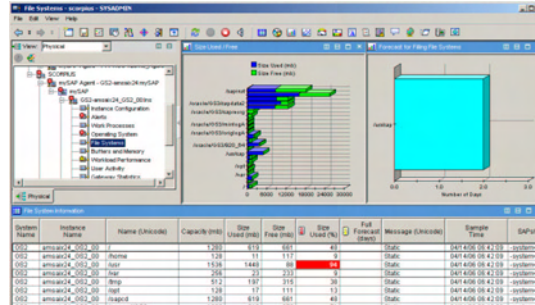
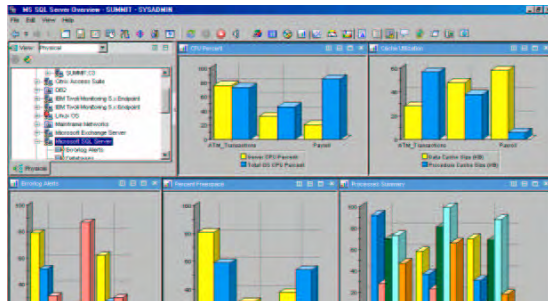
Visibility



Visibility to Your Business and Service Level Agreements



Visibility to Details



Visibility to Your Processes

The dashboard is divided into several sections:

- Security, Users and Groups:** Includes links for Users, Security Groups, People, and Person Groups.
- Workflow Configuration:** Includes links for Workflow Designer, Roles, Actions, Communication Templates, Workflow Administration, and Escalations.
- Reporting:** Includes links for Report Administration and KPI Manager.
- Inbox / Assignments:** A table with columns for Description, Due Date, Priority, Start Date, and Route. It displays the message: "No Assignments found for Mike Wilson".
- Work View:** A bar chart titled "Work View (Sorted by Priority) (By Priority)". The x-axis is labeled "Priority" with values 1, 2, and 5. The y-axis ranges from 0 to 2. The bars represent the following data:

Priority	Value	Percent (%)
1	2	40
2	2	40
5	1	20
- Open Work Orders Waiting Approval:** A KPI gauge showing a needle pointing to approximately 131. The gauge has a scale from 0 to 200 with color-coded segments (green, yellow, red). Below the gauge is a table:

Status	KPI	Actual	Target	Variance
🚩	Open Work Orders Waiting Approval	131	25	106

Control



Pulse

Control over Change Management

The image displays a collage of software interfaces related to change management. On the left, a 'Logistics Management' window shows a tree view of system components including Microsoft SQL, Windows, WebLogic, Solaris, Apache, HP-UX, Sybase, and another Solaris instance. In the center, a 'RFP List' window shows a table with columns for Status, Actual, Target, and Variance. Below it is a 'RFP Graph' with a gauge chart showing 'Average Cost per Mile' on a scale from 0 to 100. On the right, a 'History' window titled 'Replace Bearings' shows a process flow diagram. The flow starts with a green triangle labeled 'START', followed by a document icon labeled 'REVIEW', then a yellow diamond labeled 'VALUE'. From 'VALUE', the flow branches into two paths: one leading to a document icon labeled 'LOW' and another leading to a document icon labeled 'REWORK'. Both paths converge and lead to a red octagon labeled 'STOP'. The 'Status' is indicated as 'WAPPR'. At the bottom right, the 'Pulse' logo is visible, featuring a red heartbeat line.

Status	Actual	Target	Variance
Assess age Emergency Completion Rate	7.00	0.00	7.00
Assess age Preparation Plans for Emergency Work Orders	0.00	0.00	0.00
RFI Work Orders Received	82	5	77
Work Orders Overdue	154	15	140

Status	Actual	Target	Variance
Average Cost per Mile	13.26	11	2.26

Control over Your Assets Life Cycle

This screenshot shows the 'Work Order Tracking (Part 1)' form in Maximo. It contains various fields for defining a work order, including:

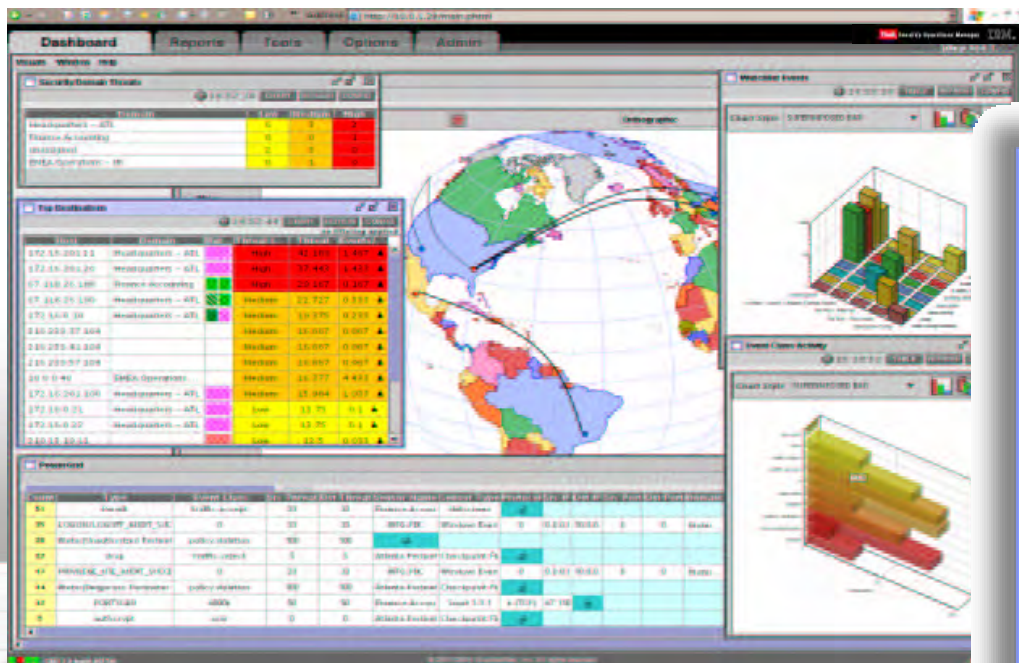
- Work Order:** Location, Asset, Parent WO, Classification, Description, Commitment, Work Location, Work Order.
- Site:** Site, Plant Location, Plant Block, Class, Work Type, Work Category, IS, Revision, Future Dates, Problem Code, No Parent Code.
- Work Order Details:** Job Plan, Part of WO Sequence?, Safety Plan, Contract.
- Scheduling Information:** Target Start, Target Finish, Scheduled Start, Scheduled Finish, Scheduling Constraints, Details.
- Inventory Information:** Inventory Code, Inventory Code, Actual Stock, Stock Name, Stock Remaining.
- Supervisor:** Reported by, Reported Date, No Actual In, Phone, Supervisor, Date, Level, Work Group, Planner, Worker.

This screenshot shows the 'Work Order Tracking (Part 2)' form, providing a summary and detailed view of the work order. It includes:

- Work Order Summary:** A table with columns for 'Inventory Code', 'Quantity', 'Current Balance', 'Government Balance', 'Quantity Currently Reserved', 'Expired Quantity in Stock', 'Quantity Available', and 'Quantity in Holding Location'.
- Inventory Codes:** A table with columns for 'Inventory Code', 'Description', 'Condition Code', 'Standard Cost', 'Business Cost', and 'Last Reserve Cost'.
- Inventory Reservations:** A table with columns for 'Site', 'Lot', 'Condition Code', 'Current Balance', 'Physical Count', 'Physical Count Date', 'Reserve Code', 'Shelf Life (Days)', and 'Expiration Date'.

Pulse

Control over Compliance Process



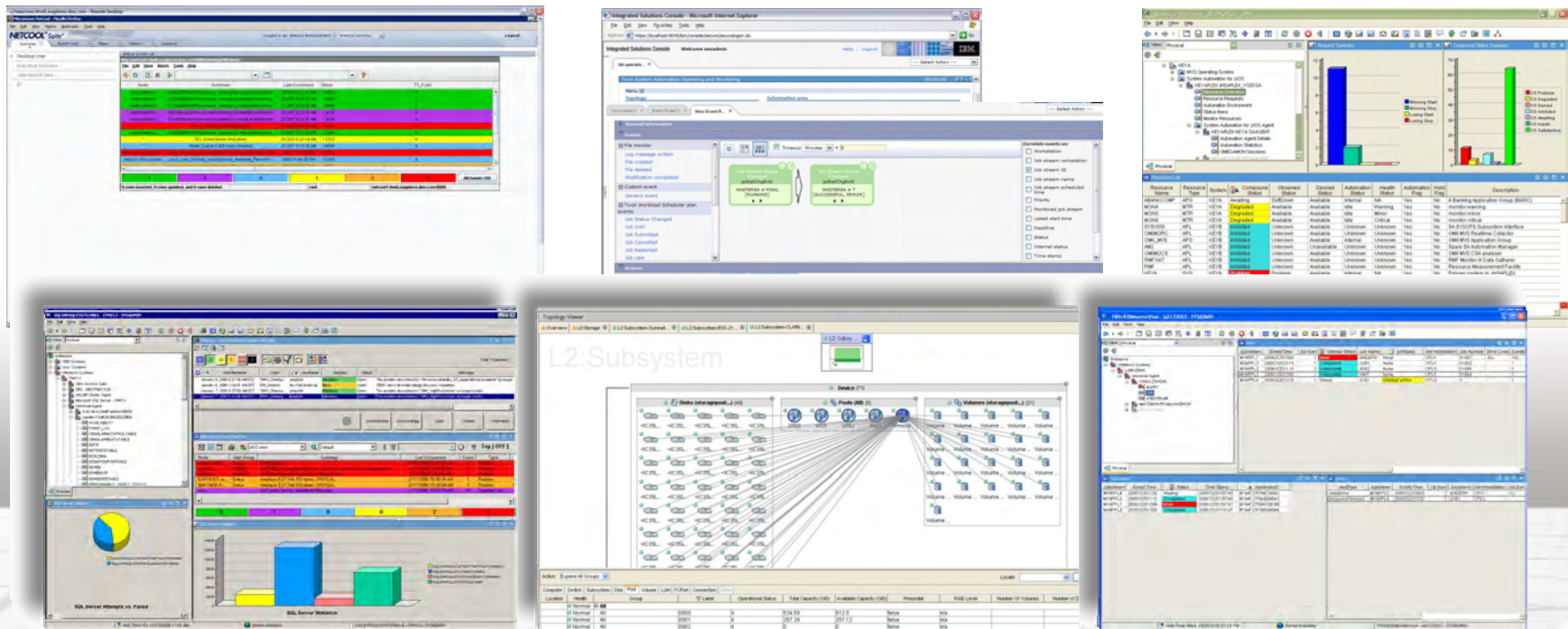
Pulse

Automation



pulse

Automate What You Want, When You Want



Automate Your Processes

The image displays several overlapping screenshots of IT management software:

- System Monitoring:** A screenshot of a system overview page showing a table of system details. The table includes columns for System Name, Type, Version, Total Peak Memory (MB), Free Memory (MB), Total Virtual Memory (MB), Number of User Sessions, Number of System Files, Host Address, and Timestamp.
- Application Dependency Manager:** A screenshot showing a complex dependency graph with nodes representing applications and their interconnections.
- Incident Response Dashboard:** A screenshot of a dashboard with a table of incidents. The table has columns for Incident Name, Summary, Alert Group, Source, Location, Count, First Occurrence, and Last Occurrence. The rows are color-coded by severity (red for critical, yellow for warning, green for info).
- Operational Dashboard:** A screenshot of a dashboard with various charts, including a bar chart and a gauge, used for monitoring system health and performance.

Pulse



IBM Service Management Industry Solutions

- Utilities
- Chemicals & Petroleum
- Telecommunications
- Retail
- Banking
- Electronics
- Manufacturing

Dynamic Infrastructure

Managing an Intelligent Connection of Operational and IT Assets



Pulse

**...We can build
a smarter planet**

Pulse

Instrumented

Interconnected

Intelligent

Pulse

The background of the slide features a light gray grid pattern. A network of thin, light gray lines is overlaid on the grid, representing connections between various nodes. A prominent red line, resembling a pulse or a signal, runs vertically through the right side of the slide, starting from the bottom and extending upwards. The word "Pulse" is written in a bold, black, sans-serif font at the top of this red line.



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- **IBM's own transformation produces measurable energy efficiency results.**

- **Full client immersion:**

Take a walk on an internal IBM production data center raised floor.

- Poughkeepsie Green Data Center – come to the Open House on June 11, 2009. 
 - **Pune , India – tour the Green data center in production at the IBM India Software Lab** 
 - Raleigh, NC: Green Solutions Center providing hands-on Executive Briefing Center tour.
 - Southbury, CT: An operational data center showcasing IBM's Green technologies.
 - Austin, TX: DEMOCentral's Green Data center which provides 3,000 demos each day.
 - Montpellier, FR: Showcasing IBM's Green Data center best practices for European clients.
- **IBM Green Data Centers:**
Learn how we design and operate green data center for our clients.
 - Boulder, CO: Schedule a visit and briefing at North America's largest green data.
 - Raleigh, NC: December 2009 target to open a green and cloud computing data center for clients.

Dynamic Infrastructure @ IBM India Software Lab (ISL)

▪ ISL, Pune

- One of the largest product development centers for IBM supporting multiple brands
- Complex heterogeneous production IT environment that is evolving with the ever-increasing needs of thousands of developers & testers

Before

- Increasing capital costs & lab proliferation
- High energy consumption
- Lack of consistent asset usage tracking
- Silos of automation with inconsistent reporting

After... and the journey continues

- Visibility into assets & relationships using discovery
- Smaller lab footprint with virtualization
- Energy monitoring for policies to minimize usage
- Automated monitoring & provisioning
- Data protection and recovery services





Save the Date!

Pulse 2010

<http://www.ibm.com/software/tivoli/pulse/>

February 21-24, 2010 - MGM Grand Hotel, Las Vegas, NV

- More than 200 clients will present first-hand experience to provide invaluable knowledge to all attendees
- IBM Executives and Industry Leaders share how IBM Service Management can deliver smarter service on any scale
- IBM booth showcasing more than 100 real-world solutions
- More than 100 [Business Partner Exhibits](#) in our enhanced solution expo
- [Pre-](#) and [Post](#)-conference education
- Join our [sponsors](#) and showcase your solutions at the premier service management event.
- Self-paced, technical, [hands-on labs](#) and product certification
- IBM Service Management Healthchecks to diagnose your service management environment

courses and certification

[Click here to download PDFs of Pulse presentations.](#)

You will need an IBM.com password.

Let's build a smarter planet.

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The fun way to learn about Service Management and ITIL.

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- All Podcasts/Videcasts
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- Podcast: [Hot Topics for Business Leaders \(MP3, 7.3MB, 00:07:57\)](#)
- Pulse on Facebook
- Pulse on Twitter

Pulse

The IBM logo is positioned in the top right corner of the red background area. It consists of the letters 'IBM' in a white, sans-serif font, with the letters stacked vertically.

Pulse

2009

The Premier Service Management Event