

Smart Work for a Smarter Planet



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IBM Worldwide



sandy_carter

What are you doing?

140

**How can I work SMARTER with twitter?
#ibmimpact**

update

Name sandy_carter
Location New York! But hoping for Austi
Web <http://SocialMedi...>
Bio Sandy is an avid traveler, social media lover, and VP at IBM!

3,050 following 3,343 followers

Updates 416

Favorites

Actions

[message](#) sandy_carter
[block](#) sandy_carter

Following



[View All...](#)

[RSS feed of sandy_carter's updates](#)

Companies are Working Smarter. . .

Streamline process to open new accounts with agility while optimizing costs



Empower people through enhanced collaboration for report generation



Adjust processes & business models to optimize launch of new business unit



All These Customers Share Three Common Elements

INSTRUMENTED



INTERCONNECTED



INTELLIGENT



Key Agility
Indicators

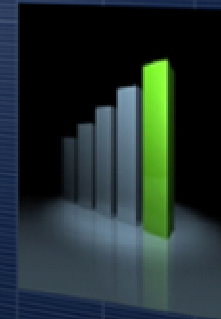


+

Key Performance Indicators (KPIs)

KPIs Measure:

- Costs
- Efficiencies
- Quality



Key
Performance
Indicators



300 KAls built on new industry and economic data

Agility In today's economy, the rate and pace of change is increasing

What used to take...



Time to add vendor to supply chain

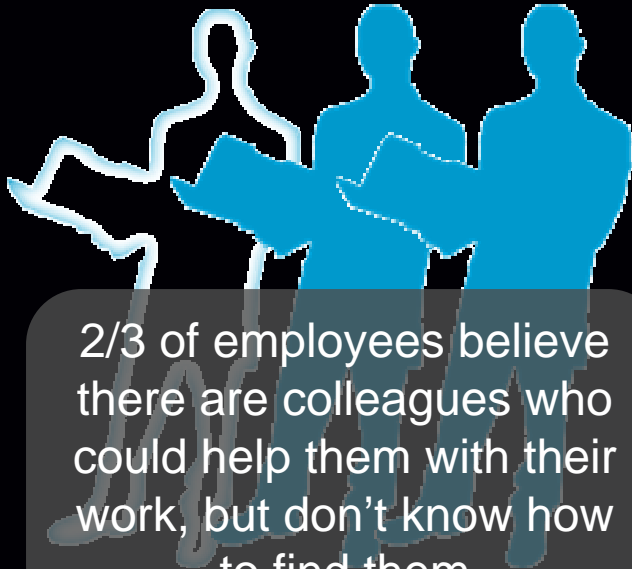


Needs to happen in...



Time to add vendor to supply chain

Common Challenges to Working Smarter



2/3 of employees believe there are colleagues who could help them with their work, but don't know how to find them



60% of the world's processes are managed in silos

Companies lose 5.3 hours/employee due to inefficient processes, leading to billions in lost productivity



Billions Lost

The Way We Work is Getting Smarter

Resistant to Change

Embracing Change

Siloed

Connected

Historic and Reactive

Predictive and Proactive

Isolated

People Centric

Rigid

Agile



Smart Work Continuum



How Can We Work Smarter?

Dynamic
Business
Processes
and Models



Information

Smart
Work



Smarter
Collaboration



Smart SOA

Smart Work Requires Dynamic Business Processes



91% of
CEOs are
restructuring
work today




- Act on real-time insight
- Empower business users
- Adapt to change dynamically



WebSphere Business Events
Feature packs for role-based business spaces

...Optimized for YOUR Industry



Industry	Process	What's Smart
Retail	 Stocking Decision Making	Turning customer data into valuable business insight
Government	 Traffic Management	Optimization of traffic flow based on real-time citizen data
Healthcare	 Clinical Decision Making	Collaborative decision making



Industry Solutions and Frameworks (2 New and 5 Enhanced)



Industry Frameworks in Action: Smarter Traffic

Intelligent Transportation Systems

New York City
Singapore
Copenhagen
Stockholm
Paris
Brisbane

Galway
Endesa
Dallas, Texas
Houston,
Texas
Portland,
Oregon

Dynamic Business Processes Optimize Decisions



Empower business users

Automate business decisions

Partner and collaborate with IT

Quickly deploy changes



Business Rule Management, Optimization, Supply Chain Management, Visualization
Business Architecture Services



Developing Smarter Manufacturing Operations

Reduction in scheduling time from 2 days to 15 minutes

Empowered business leaders dynamically optimize production



Deploy Business Processes Supporting New Business Models



Private ...
Privately owned
and managed

Public ...
Service provider
owned and managed

New!

- WebSphere CloudBurst

New and Enhanced!

- BPM BlueWorks
- LotusLive
- Growing portfolio on Amazon EC2

... to create a more dynamic infrastructure

BPM Blueworks demo



Introducing

IBM
BPM BlueWorks

For Business Leaders

Available 2Q 2009

Smart Work Requires Smarter Collaboration



- Leverage relationships
- Increase people's productivity
- Extend expertise
- Create situational applications



LotusLive
Lotus Sametime Unified Telephony and Services

Collaborate with Customers with Social Commerce



My Virtual Model™
COMMUNITY



Collaborative:

- 3D Imaging
- Micro-Blogging
- Virtual Search



WebSphere Commerce Suite

Situational Applications for Smarter Collaboration

- Empower knowledge workers
- Build applications on a self-service basis
- Assemble information quickly for specific business situations



Solution App:
Mash content from
3 different data
feed sources

Situation: locate file of a
Dennis Michaels' employee

New!

WebSphere Portal, IBM Mashup Center and
WebSphere sMash on Amazon EC2

Smart Work Requires Smart SOA



- Deliver a dynamic, scalable foundation
- Enable flexible business
- Implement services rapidly

New!

Study Shows SOA Delivers**:

- Higher revenue per employee
- Shorter payback periods for IT investments
- Faster development and deployment times

**Source: IBM Benchmarking Program and APCQ; 2009



Smart Work Requires Smart SOA cont...



70%

IBM®

**IBM is the Market Share
Leader in SOA**

Source: WinterGreen Research, Inc.

New!

8,002 SOA customers

122 countries

#1 SOA Market Share +6 pts YTY*

*Source: Wintergreen Research, Inc., 2009

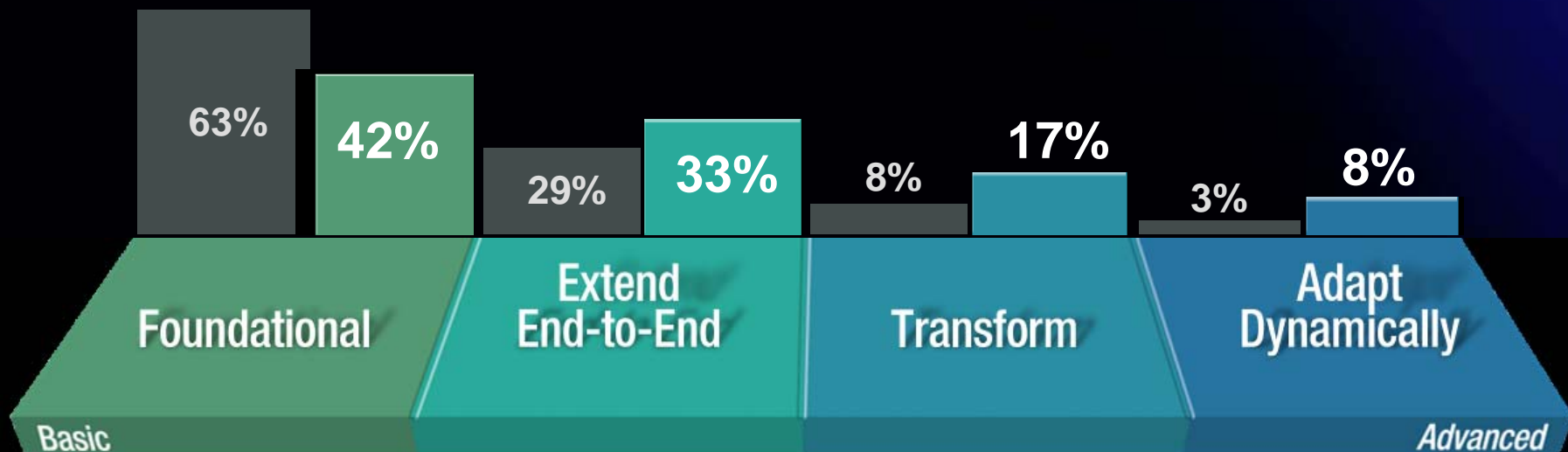
Customers are Adopting Smart SOA to Work Smarter



% of SOA Customers by Approach**

2007

2009



Working Smarter



IBM SOA Infrastructure Healthcheck

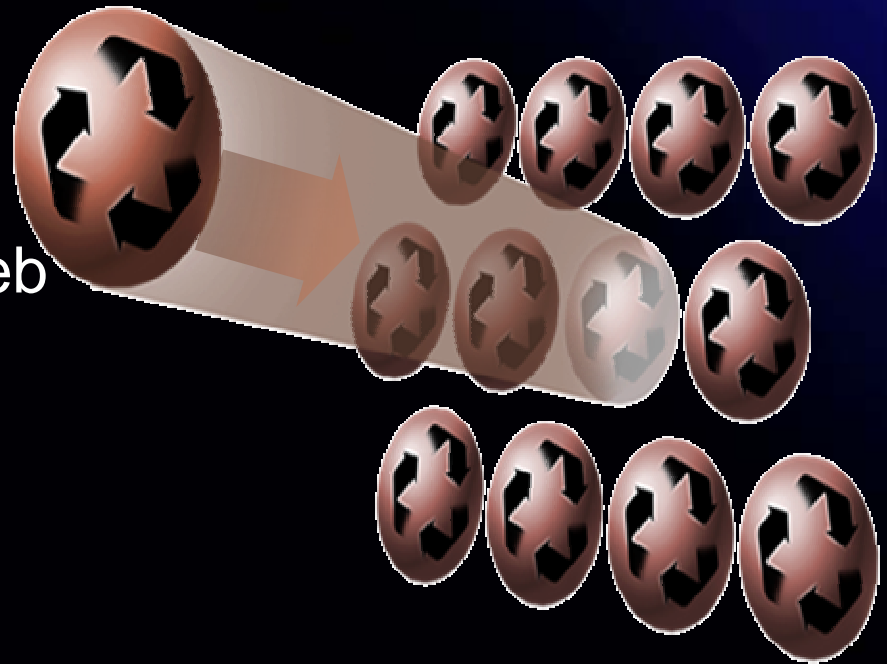
Smart SOA Means Reusing Existing Investments



CICS 

The Platform for New Workloads

- Event processing without application changes
- Bringing mission critical transaction serving to the Web





IBM DB2 v9.7

Rational Toolkit for Reuse and Service Enablement
WebSphere Service Registry & Repository



Smart SOA Means Rapid Integration



SOA Appliances

- Rapid Time to Value
- Expanded Community
- Extending Connectivity Leadership

Enhanced!

Industry Support



Smart SOA Means Leveraging Cloud Services



Introducing WebSphere CloudBurst

Fast deployment and
repeatability

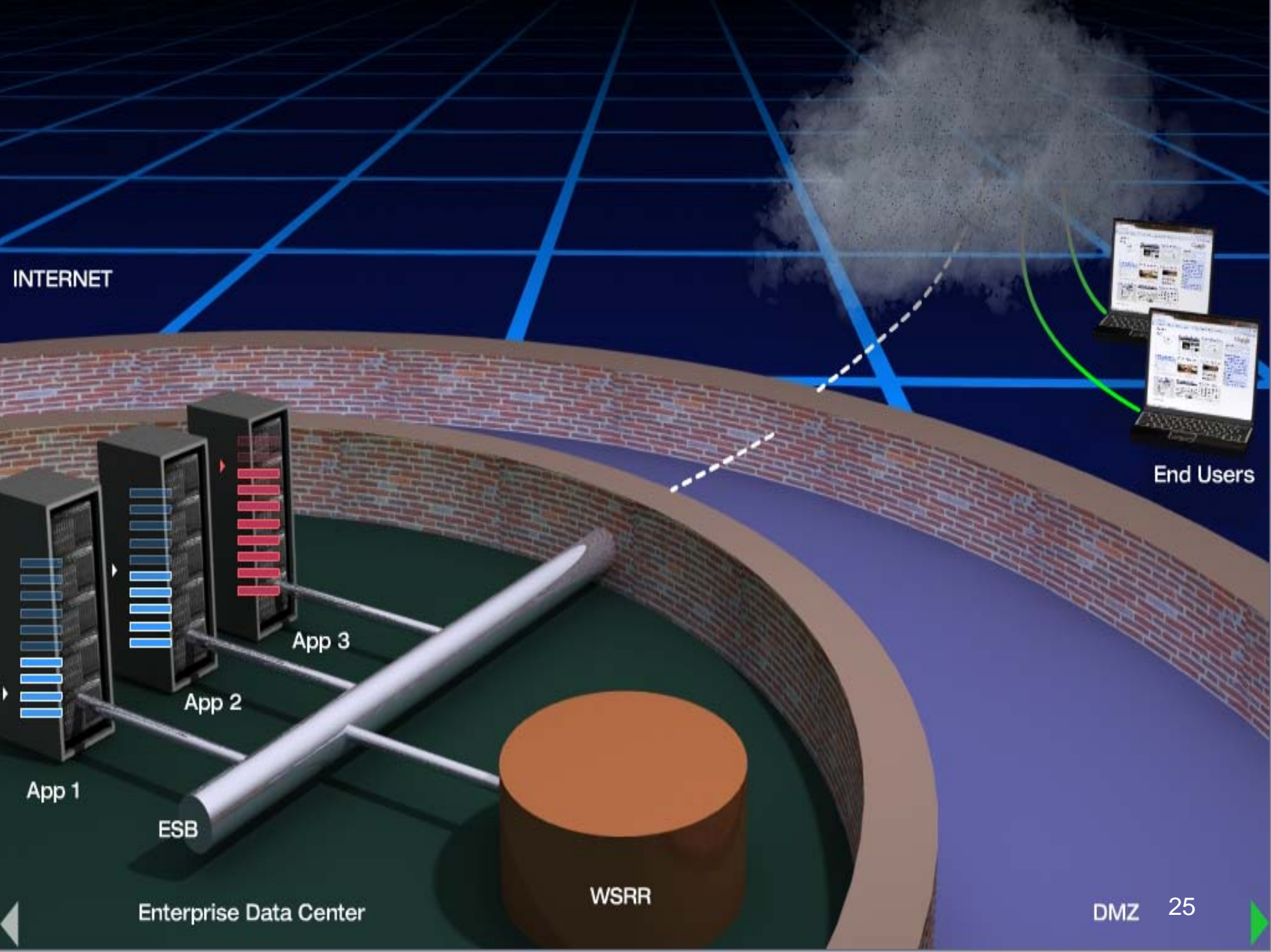
Pre-defined patterns

Track usage for chargeback
and management reporting

Cost-effective, secure appliance



Rational Automating Cloud Development



Build Skills with INNOV8 for Smart Work

Web-based version now available for customers and partners

New!

New scenarios :

- Smart Supply Chain
- Smart Traffic Flow
- Smart Telco Customer Service

Pilot:

- Farmers Insurance
- MIT
- Prolifics



Used by Over 1000 Universities Worldwide

Smart Work for a Smarter Planet

Dynamic Business
Processes and
Models

Smarter
Collaboration



- Visit the [Smart Work](#) webpage
- Call IBM to do a [SOA Assessment](#)
- Follow the conversation on [twitter.com/SmartSOA](#) & [twitter.com/Sandy_Carter](#)
- Try out the [SOA Sandbox](#)

2010

IMPACT



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Venetian Resort & Casino - Las Vegas