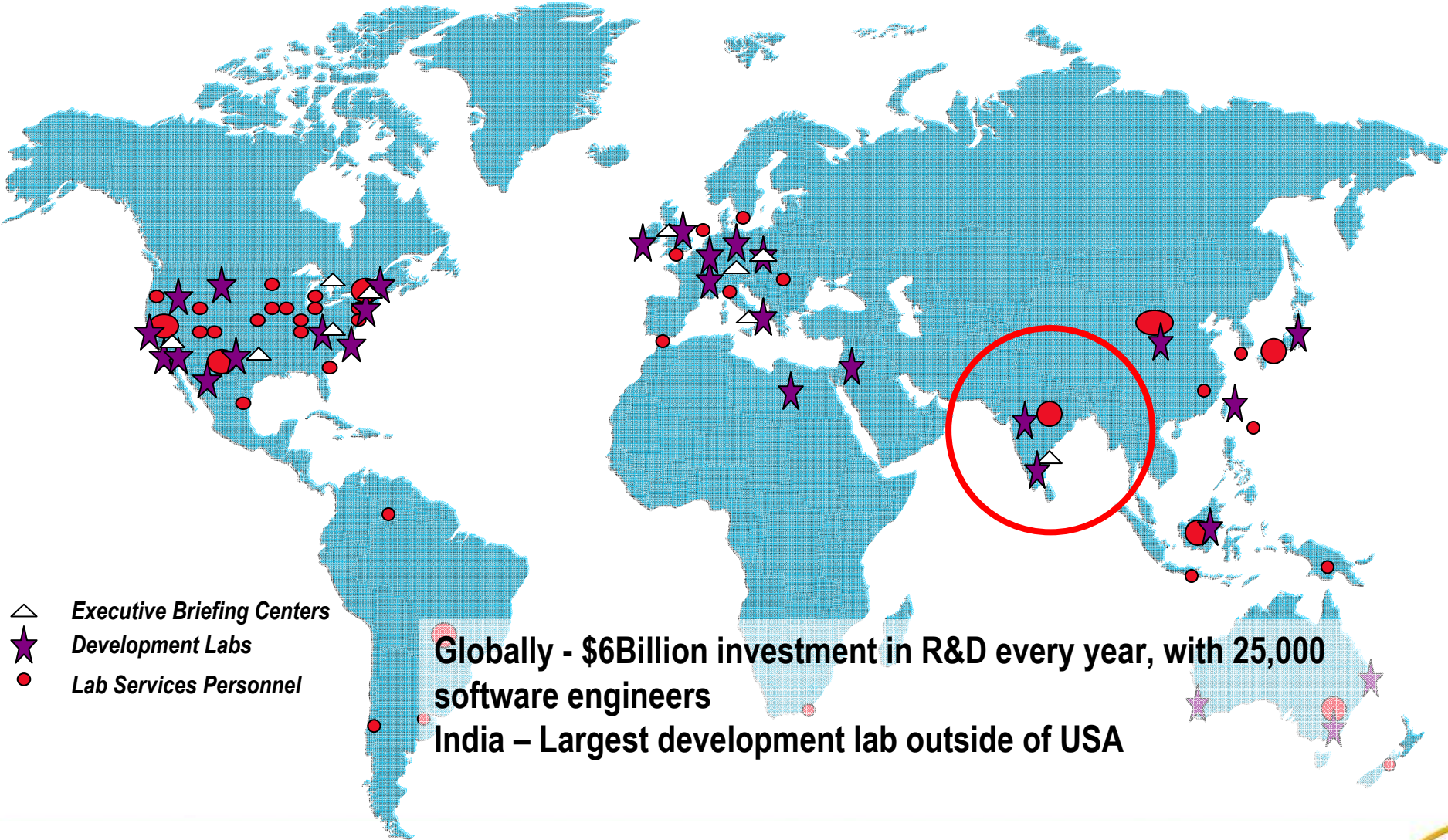**IBM Software**

Impact2012

The Premier Conference for Business and IT Leadership

Transforming Technology. Anytime. Everywhere.

IBM

India Software Labs: Helping Customers Engage, Extend and Succeed

IBM's Globally Integrated Research & Development

△ Executive Briefing Centers
★ Development Labs
● Lab Services Personnel

Globally - $6Billion investment in R&D every year, with 25,000 software engineers
India – Largest development lab outside of USA

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2

Unleash the Labs
Helping Customers Transform to Grow

IBM

Extend.

Software Early Programs

Discovery Workshops

New Product Introduction

Executive Briefing

High Availability and
Performance Assessment

IT Health Checks

Transact.

IT Deployments

Migration Services

Lab Advocacy

Accelerated Value
Program

Best Practices

IT Roadmap and
Architecture Guidance

**Customer Success
World Class Support
Product Innovation**

Optimize.

Banking: High Availability + Migration challenges

Large Retail bank having one of the largest online banking sites facing multiple issues/crashes causing possible threat to their business

- Health Check Assessment to highlight problem areas
- WAS v6 to v7 migration services for seamless migration of production systems
- High Availability Assessment to ensure better uptime
- Regular Executive interlock with CIO, VP by ISL leadership

Integrating Disparate Products

One of India's leading decorative paints company has a vision for One Integrated Enterprise through integrating disparate IT systems to effectively manage Sales Flow, HR processes and other business processes

- Discovery workshops to model new integrated business processes
- Implementation services to ensure smooth implementation of integrated WebSphere BPM solution
- WebSphere product SME support

Banking: WebSphere Product Adoption

Banking solution vendor needs to introduce new products and technologies into existing architecture with minimum impact on existing applications

- Access to closed beta program for WASv8.5 Liberty

- Managed to port existing code in less than 3 weeks onto the Liberty profile

- Developer connect with labs to address product queries and request for feedback

Airport: New Solution Implementation

A large airport required a robust integration solution to share information in real-time across disparate hardware and software systems.

- Architecture and product integration services

- Implementation services to create the integration solution based on WebSphere Message Broker and WebSphere MQ
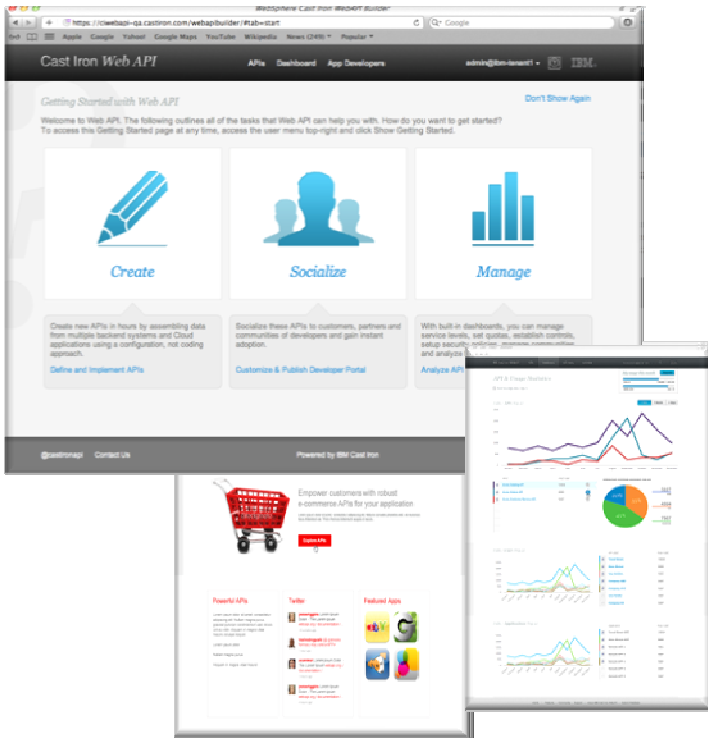
High Impact Outcomes

Major Customer Wins / References / Strategic Engagements

New product capabilities for emerging technology trends…

Cast Iron Live Web Api Services
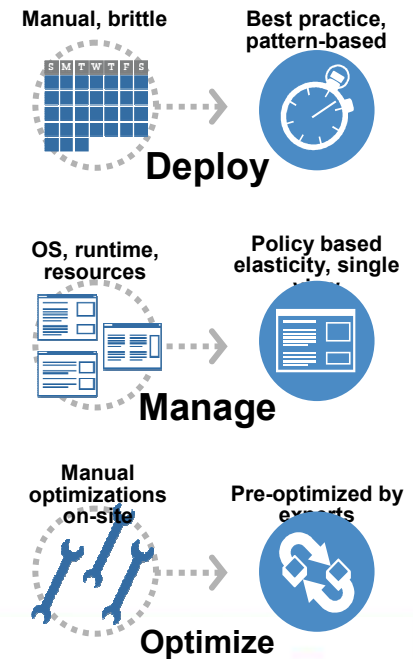
IBM Worklight 5.0

WAS v8.5 Liberty Profile

Pure Application Systems

Manual, brittle → Best practice, pattern-based

Deploy

OS, runtime, resources → Policy based elasticity, single view

Manage

Manual optimizations on-site → Pre-optimized by experts

Optimize

Reshape your industry…
Unleash the Labs!

IBM

Lab Services
HiPods
Accelerated Value Program

Business Partner Team
System Integrators and ISV Focus

Business
Delivered by
WebSphere®
IT

Development

Customer Support

Product Management