IBM Software

Impact2012

The Premier Conference for Business and IT Leadership

Transforming Technology. Anytime. Everywhere.

Transforming Technology: Anytime. Everywhere.

Technology is Reshaping Industries

What is an app?
宝信软件
BAOSIGHT
onetree
SOLUTIONS
SUGARCRM
INFOR
DIASOFT
the way it should be
digg
AIM
SIEMENS
FUNDtech
Anything

Who are your developers?
Anyone

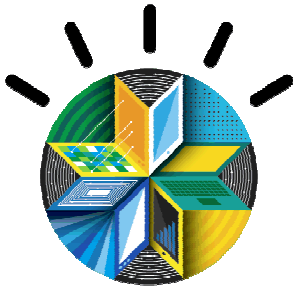
Who can access your information?

Where do transactions happen?
Everywhere

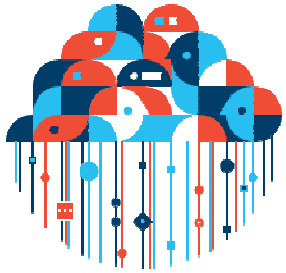
Who is influencing your business?

Everyone

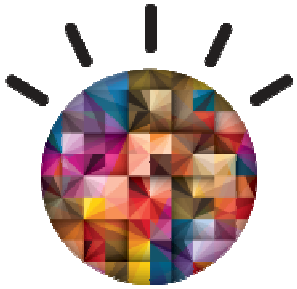
These trends are changing entire industries



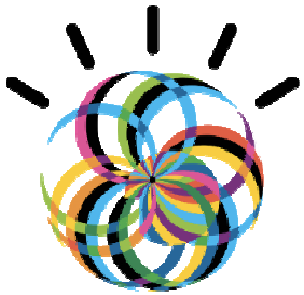
Mobile



Cloud



Big Data



Social

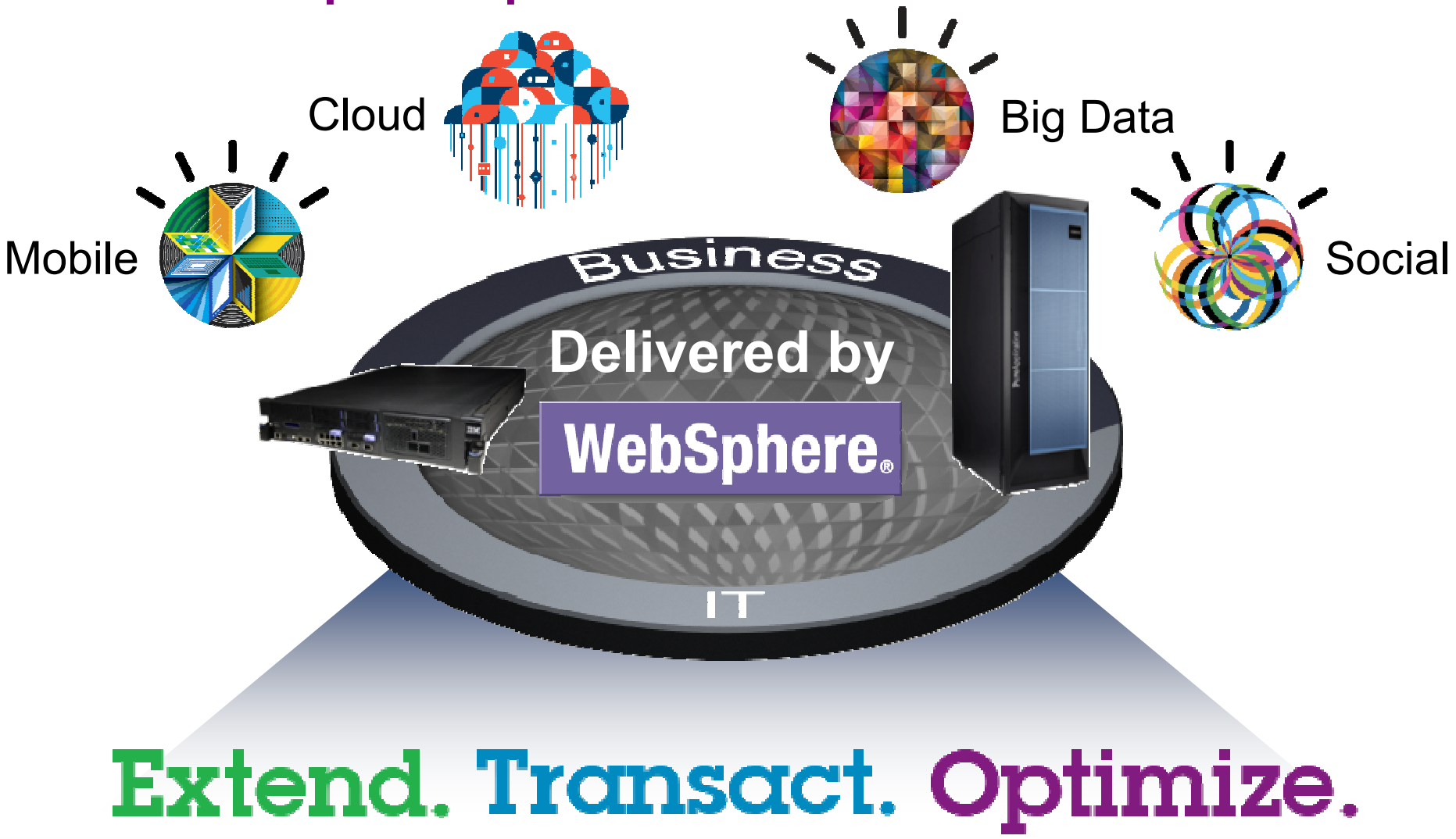
Addressing them requires more than new engagements

You Need:

- Reliability
- Integrity
- Integration
- Openness
- Scale
- Security

Your workloads are not all created equally

Build on a proven platform



Extend. Transact. Optimize.

To extend to the world at large

Partners

APIs

Cloud Services

Suppliers

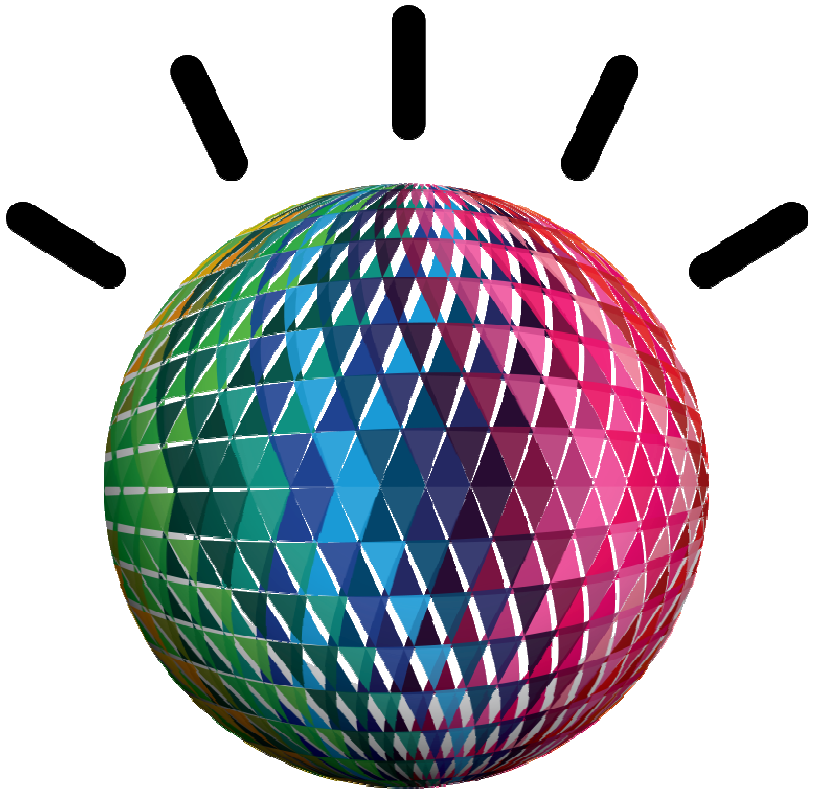
Customers

Apps

Patterns

Developers

Partnering to create a Smarter Planet



Anytime. Everywhere.

A platform delivered by WebSphere

helps you extend, transact, and optimize

50% reduction in hardware infrastructure

60% improvement in automated processes

99% increase in billing accuracy
100% improvement in data capture accuracy

Every project and every process needs a proven platform

- **WebSphere** Application Server
- **WebSphere** MQ
- **WebSphere** Message Broker
- **WebSphere** Cast Iron Live
- IBM Mobile Foundation
- IBM Business Process Manager
- WebSphere Operational Decision Management

Build your platform on proven design principles
and a foundation of deep integration

- Internet Scale Messaging
- Mobile integration
- Sensor and device connectivity
- Hybrid cloud integration
- API creation and publishing

WebSphere MQ and Message Broker

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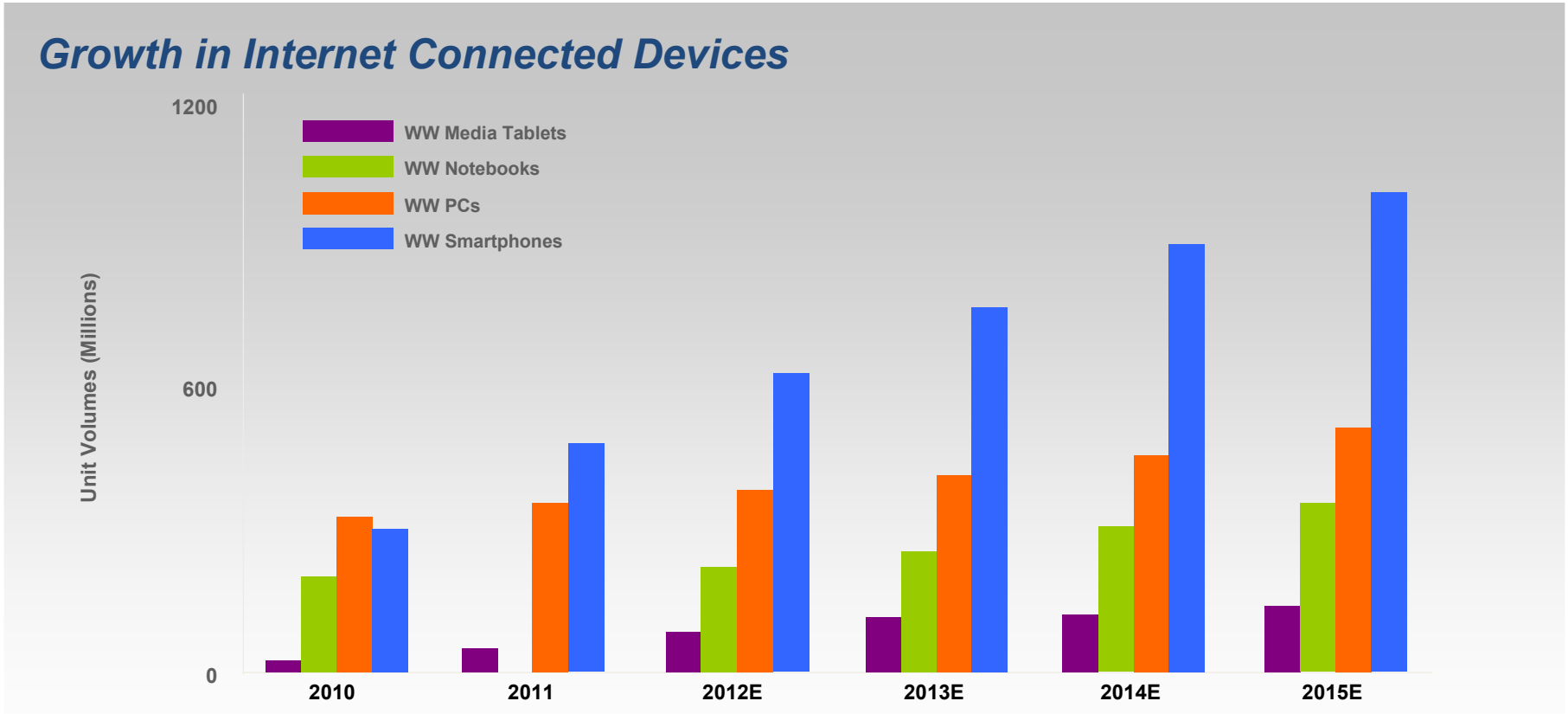
Mobile is now bigger than PC
What's your mobile strategy?



Source: Wells Fargo Securities, January 23, 2012
"Fostering the People: The Shift to Engagement Apps"

10 Billion Mobile Connected Devices by 2020

Mobile is both an enterprise mandate and challenge

45% increased productivity with mobile apps[1]

Mobile and Cloud are **top priorities** for CIOs[2]

Top Mobile Adoption Concerns:[3]

1. Security/privacy (53%)
2. Cost of developing for multiple mobile platforms (52%)
3. Integrating cloud services to mobile devices (51%)

[1] *Aberdeen Survey: ipadcto.com/2011/01/05/survey-mobile-apps-increase-enterprise-performance-and-productivity-advantages-top-three-mobile-app-strategies-gain-momentum/*
[2] *2011 IBM Global CIO Study*
[3] *2011 IBM Tech Trends Report* https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en

Client initiatives require a mobile foundation

Extend & Transform

Extend *existing business capabilities to mobile devices*

Transform *the business by creating new opportunities*

Mobile Foundation

Build & Connect

Build *mobile applications*

Connect *to, and* ***run*** *backend systems in support of mobile*

New!

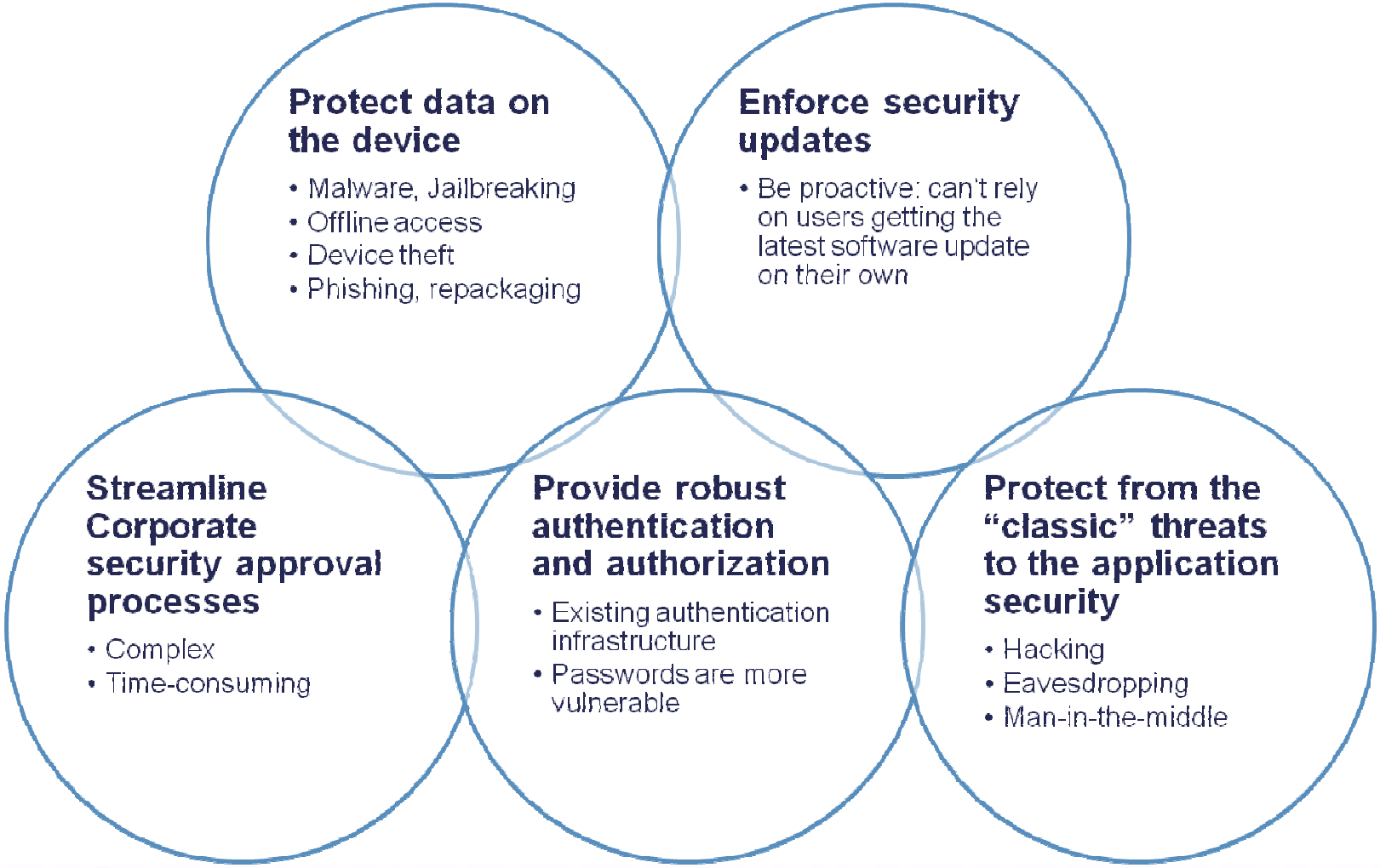
IBM Mobile Foundation V5.0

Manage & Secure

Manage *mobile devices and applications*

Secure *my mobile business*

Mobile Application Security Objectives



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Optimize business operations across organizational boundaries

Birla Sun Life Insurance

Extend.

- Record ad-hoc interactions with full visibility
- Greater efficiency to conduct core business activities during peak times

Transact.

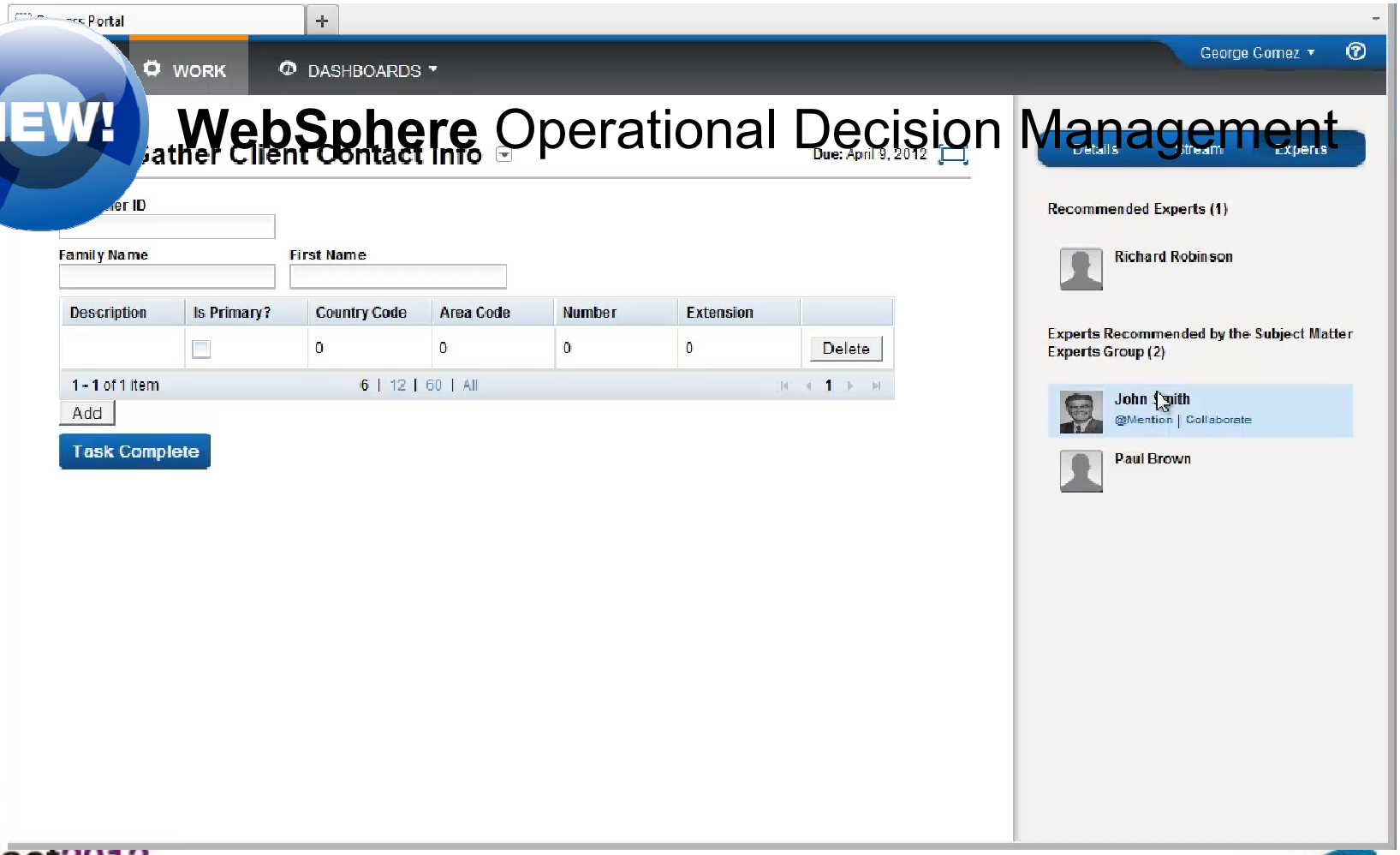
- Integrate easily with further upgrades and additions

Optimize.

- 60% improvement in performance of automated processes

IBM Business Process Manager

WebSphere Operational Decision Management



Extend and Protect Your Software Investment

Ongoing product innovation coupled with world class customer support

Delivering Value with Subscription and Support:

- New product releases and enhancements
  - Maximize performance and accelerate productivity
  - Lower operational costs with the latest version
- Customer satisfaction and support
  - Exploit trusted expertise and best practices
  - Mitigate risk with robust and convenient tools

Each year IBM invests billions of dollars on software research and development.

Reshape Your Industry

Extend.

applications, processes and services

Transact.

with integrity, scale, and speed

Optimize.

business operations