

Tivoli software development labs: innovation and excellence

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Outline

IBM: a Global Integrated Enterprise

Key principles

Implications

Global development organization



IBM Strategy

Focus on open technologies and high-value solutions

Deliver integration and innovation to clients

Become the premier Globally Integrated Enterprise



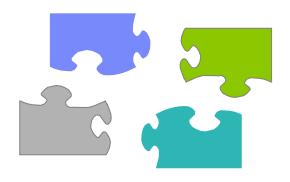
From growth to culture, the entire organization transforms

From Multinational... ...to Globally Integrated Traditional markets Emerging and global markets Growth Growth and Profitability Growth vs Profitability Build scale Partner for scale Work performed where the Work flows to where it's best done organization dictates Ability to specialize and manage Operations Ability to manage complex internal complex partner ecosystem ecosystem Integrated Interconnected "Home country" and "foreign Global identity offices" Domains of expertise Culture Geographical domains Collaborative Siloed

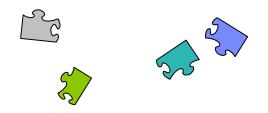


Open business environments: Work flows to the places where it can best be done

Open Standards...



...Enable Global Componentization...



... With Seamless Integration



- Services Oriented Architecture
- Enterprise Resource Planning
- Internet and Wireless Communications
- Trade Regulations
- Shared Intellectual Property Practices and Policies

- Global centers of excellence
- Best in class partnerships
- Flexible sourcing capabilities
- Global marketplaces
- Global resource optimization
- Streamlined infrastructure
- Internal & external collaboration



The emergence of a new globalization model – the Globally Integrated Enterprise

	International Operations	Multinational Operations	Globally Integrated Enterprise
Key Characteristics			
Configuration	Hub & Spoke	Interdependent Locations	Open Networked
of assets	Manufacture at home	Response to regulation	Specialized components
	 Import raw materials 	Manufacture in each	Optimal location & provider
	 Export finished goods 	marketLocal mgmt & products	for each aspect of operation
Organization	Vertical Integration	Centralized Core with • ଧୋନାଆ ଏହେ । ପ୍ରମନ୍ଧ୍ର divisions	Pwn differentiated tion of the here here with the here with the result of the here. The here with the here is a second of the here. The here is a second of the here.
Management & Culture	Command and Control	Bureaucracy rules	Values based, empowered



Research and Development Laboratories



- Hardware Development
- Software Development
- Hardware and Software Development

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Our Technical Strategy: IBM Service Management

An Integrated Approach to Getting Business Results

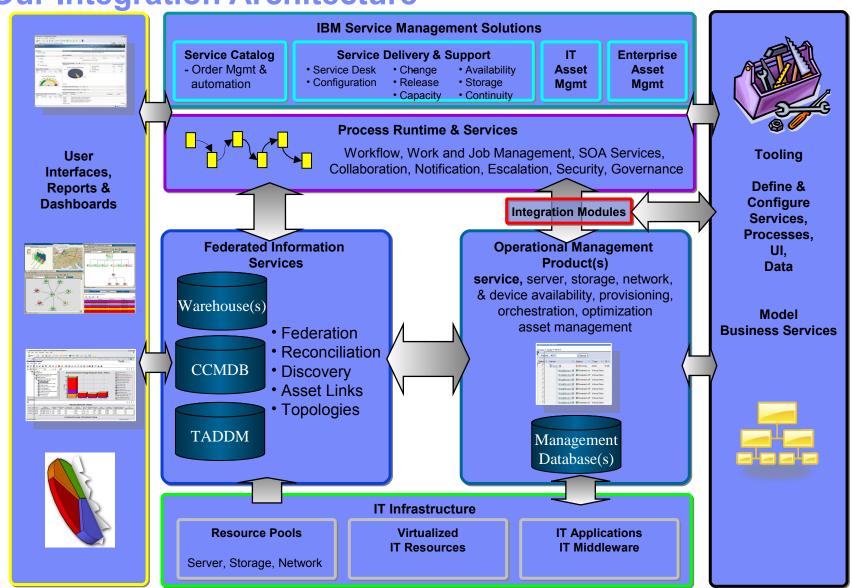


- Inventory, Discovery & Application Mapping
- Monitoring
- Security & Compliance Monitoring
- Service Catalog
- Usage Monitoring & Reporting

- Systems Management
 - •Event, Business Service, Performance, Service Level
- Service Delivery & Support
 - •Configuration, Change, Release, Business Continuity

- Service Delivery Automation
- Process Governance Automation
- Provisioning
- Task Automation
- Job scheduling automation
- Automating for High availability & recovery

Our Integration Architecture

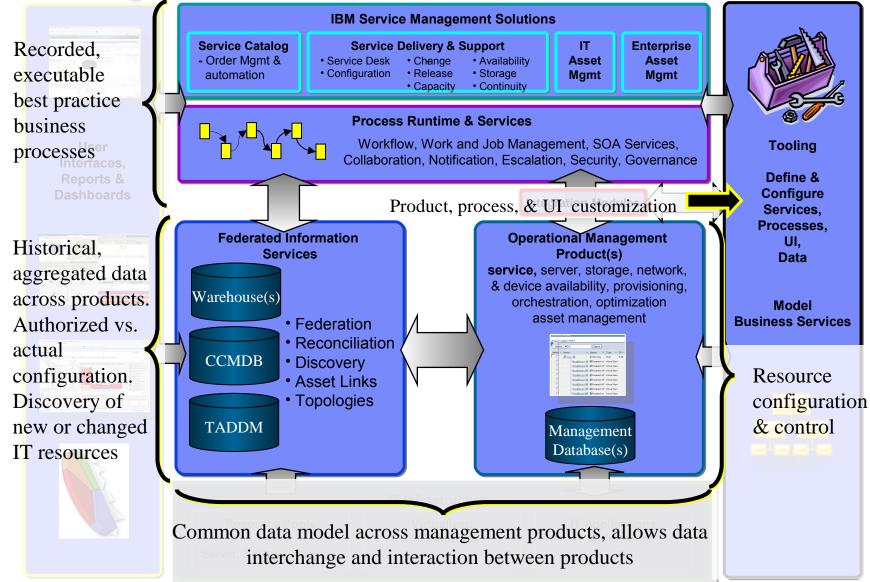




Our Integration Architecture: Visibility **IBM Service Management Solutions** Visual models of **Service Catalog Service Delivery & Support** IT. **Enterprise** key business - Order Mamt & **Asset Asset** Service Desk Change Availability Configuration Release Storage automation Mgmt Mgmt processes. Continuity Capacity Key process **Process Runtime & Services** indicators. Workflow, Work and Job Management, SOA Services, User Collaboration, Notification, Escalation, Security, Governance Impact and Interfaces, Reports & change analysis **Dashboards Federated Information Services** Cross-product reporting, Warehouse(s) IT topology & relationships usiness Services Federation Reconciliation to business services. **CCMDB** Discovery **Business** service Asset Links key performance indicators Topologies **TADDM** Interactive and integrated user interfaces across products and roles Server, Storage, Net Interaction in context of resources managed

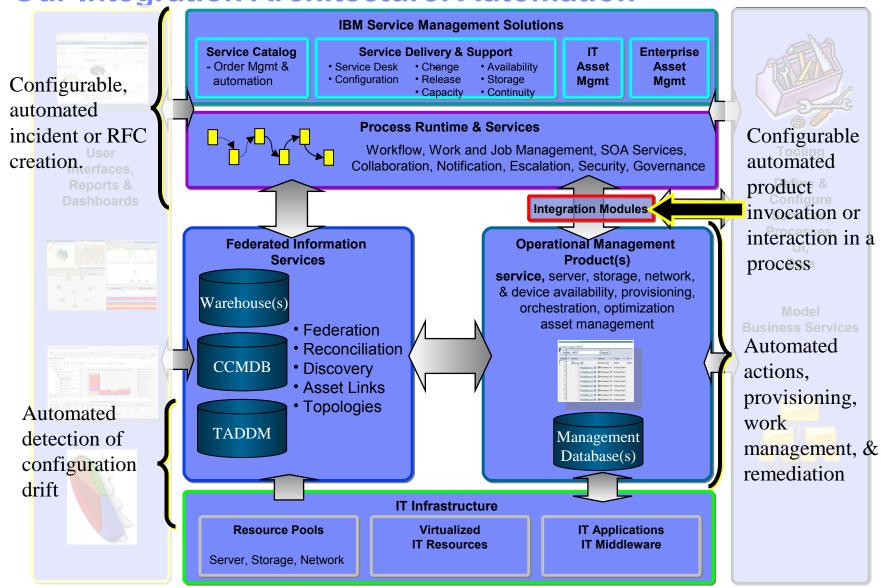


Our Integration Architecture: Control



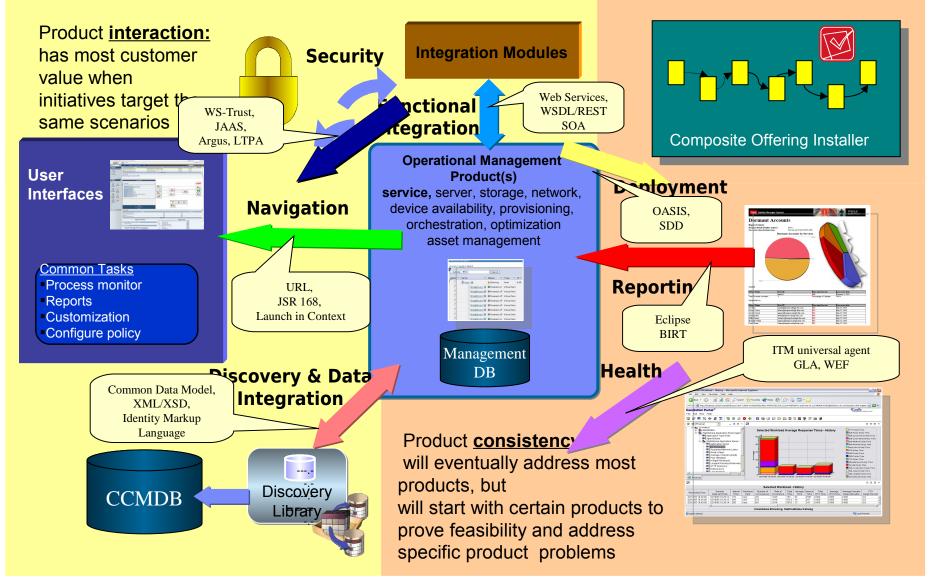


Our Integration Architecture: Automation





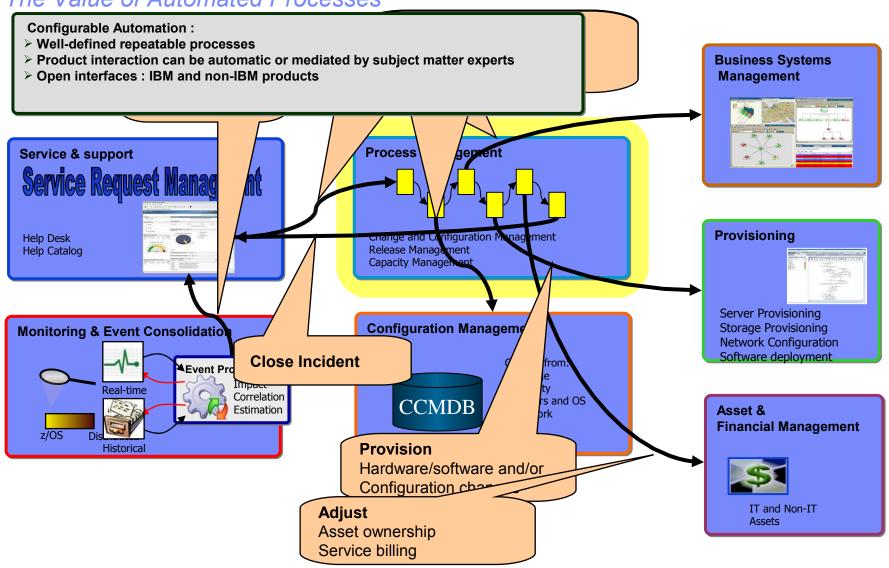
Solution Integration Focus Areas





The Value of Architected Integration

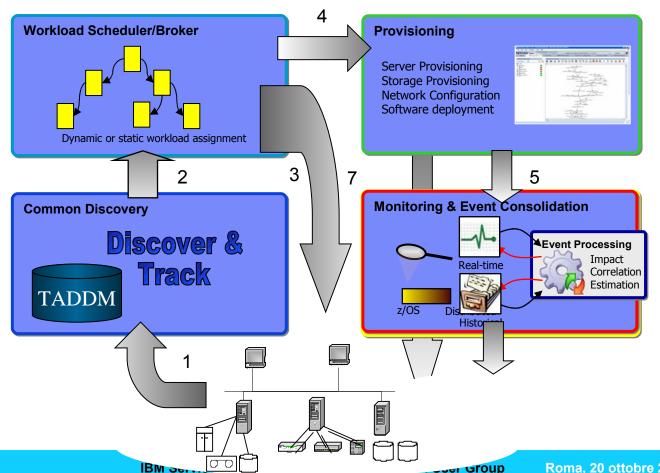
The Value of Automated Processes



The Value of Architected Integration Dynamic Provisioning and Workload Management

Configurable Automation:

- > Dynamic workload deployment to available resources
- > Dynamic provisioning of resources and management (including resiliency)
- > Control for cloud computing



- 1. IT resource discovery
- 2. Leveraged to determine eligibility for use by TWS
- 3. Deploy work
- 4. Provision additional resource(s)
- 5. Provision monitoring
- 6. Provision high-availability
- 7. Deploy work

Available Today – A Comprehensive Solution





Service Delivery & Process Automation



Service Availability & Performance Mgmt.



SOA Management



Security, Risk Management and Compliance



Storage Management



Asset and Financial Management



Service Assurance

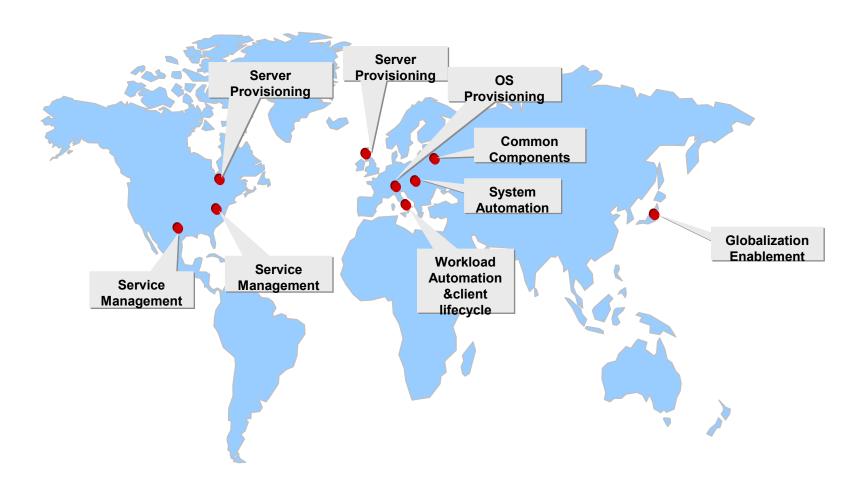


An example of Global Development: Service Process Automation

A Culturally and Geographically diverse team with Common Goals Key priorities Become a successful globally integrated development organization (with key business focus) Greenock, Toronto. Scotland Geneva, Gain relevance cross Tivoli / Canada **Switzerland** SWG / IBM and the entire Industry with a constant focus on the Krakow, "Innovation that matters" **Poland** Unleash (the power of) our Labs to Boeblingen, customers and market Germany **New York** (establishing a two-ways linkage) City, NY Rome, Italy Raleigh, Yamato, Build and nurture a passionate and Austin, TX NC Japan vital technical community **Australia**

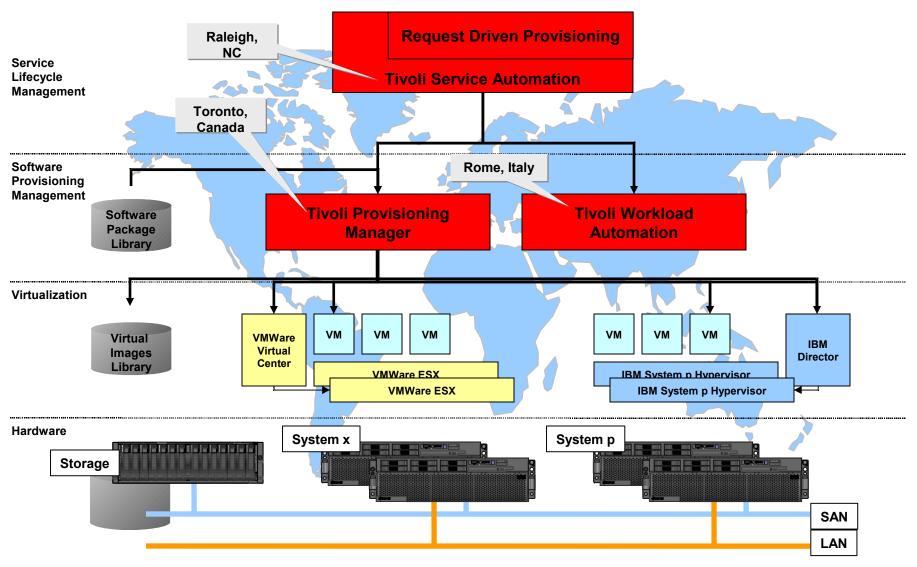


An example of Global Development: Service Process Automation





Our Global Development: we are building our own dynamic data center



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IBM as a Global Integrated Enterprise

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Unleash the Lab

- The Unleash the Lab initiatives leverages the unique skills of the development organization to help our clients to reach their business goals
- The goal is also to enhance the development community, which becomes a partner of the field and sales forces
- A wide Network of multidiscipline laboratories



SWG and STG





Unleash the Lab: a success story

Operations flows along three main themes:



Build

Lab day at TTUC

Enhance

SOA Leadership Center

500 pp/dd in residencies

10 workshops

+23 new lab advocacies

136 SWAT engagements

214 briefings

716 pp/dd developers@clients

 Residencies/LeAP; Briefingplus ;Lab Workshops; Visits to Key accounts a facing teams

✓ Leverage: Lab Experts @ Clients:

Leverage

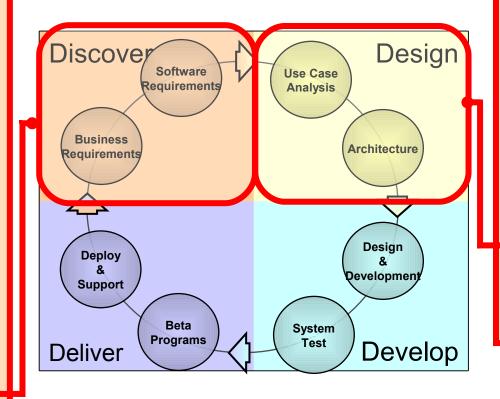


products are developed √ Bank of America ✓ Discover ✓ Nestle

✓ Cigna

√UPS

Connecting with customers during the entire Software Development Lifecycle



- **Review storyboards**
 - Review prototype
 - **√UBS**

✓Volvo

√ Generali

√HBOS

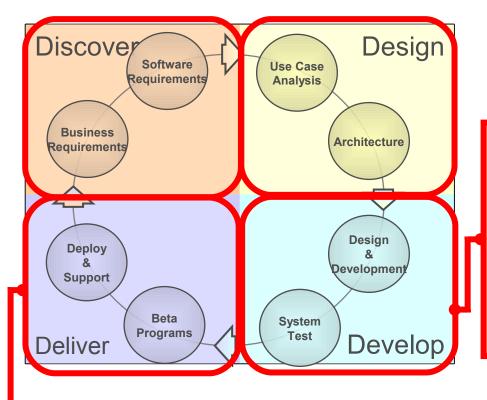
- Migration support
- Early Support **Programs**
- Customer Advocacy
- Lab Services
- Customer Support
 - ✓ Aviva, Experian

✓ Barclays

✓ ABN AMRO

✓ Siemees

Connecting with customers during the entire Software Development Lifecycle



- Extended scalability and performance testing
- Iterative development
- Customer part of the team
- Beta programs
- **✓BBVA**
- ✓ Best Buy
- ✓ Unilever



Thank you!!