



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

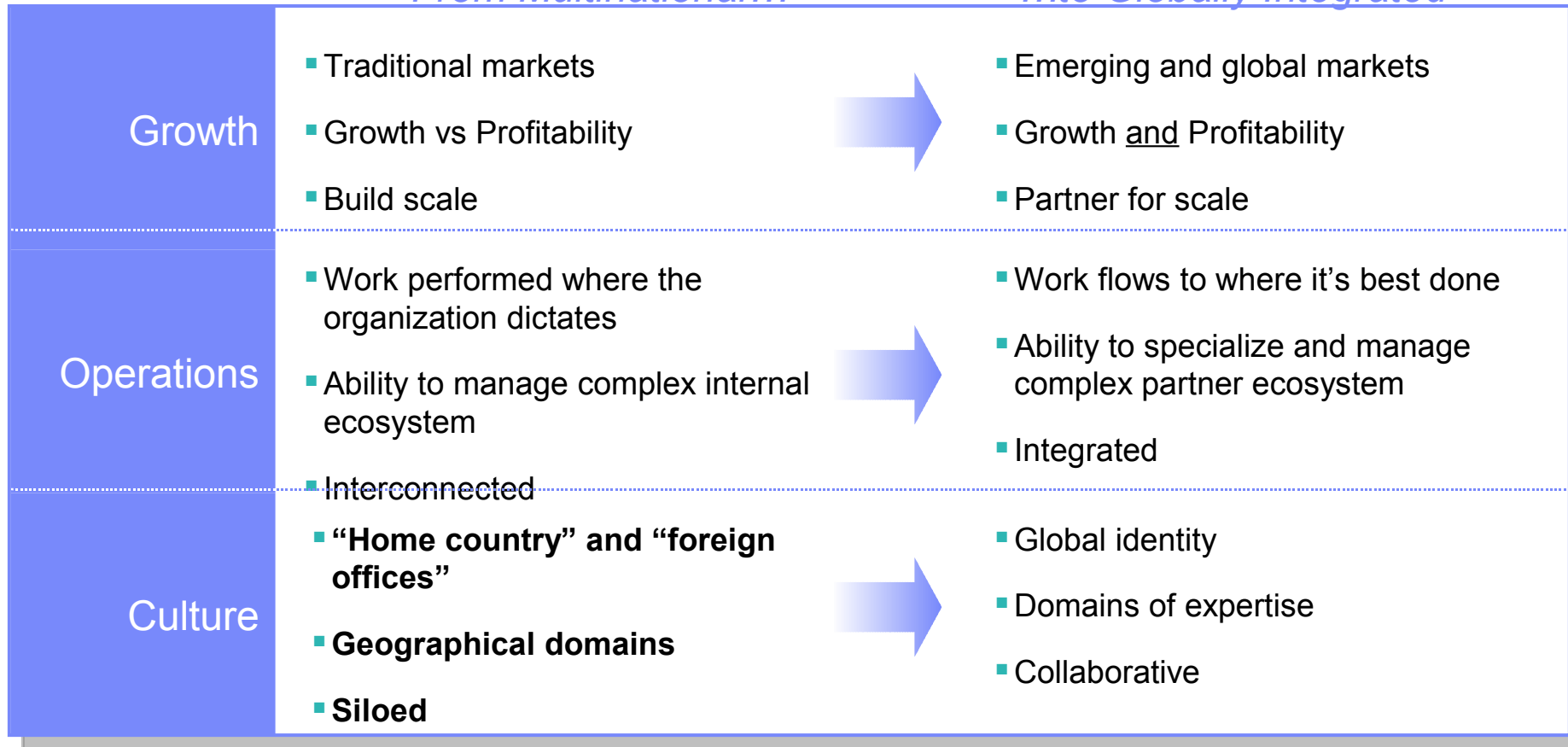
Deliver integration and innovation to clients

Become the premier Globally Integrated Enterprise

From growth to culture, the entire organization transforms

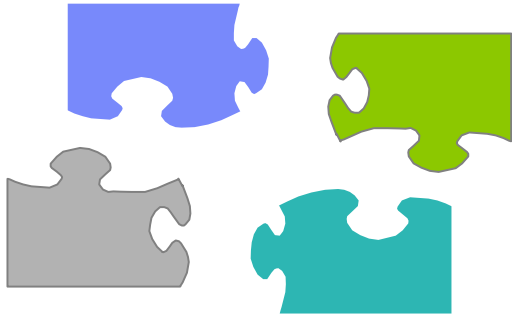
From Multinational...

...to Globally Integrated

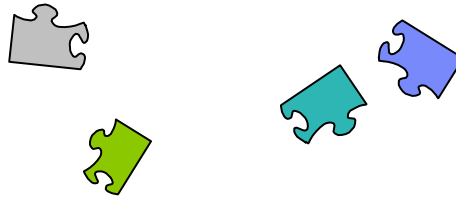


Open business environments: Work flows to the places where it can best be done

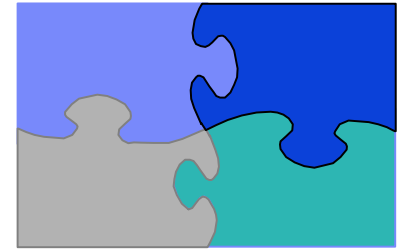
Open Standards...



...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 of assets	Hub & Spoke <ul style="list-style-type: none"> • Manufacture at home • Import raw materials • Export finished goods 	Interdependent Locations <ul style="list-style-type: none"> • Response to regulation • Manufacture in each market • Local mgmt & products 	Open Networked <ul style="list-style-type: none"> • Specialized components • Optimal location & provider for each aspect of operation
Organization	Vertical Integration	Centralized Core with semi-autonomous divisions • Global design & strategy	• Own differentiated purchase/partner for other in the network
Management & Culture	Command and Control	Bureaucracy rules	Values based, empowered

Research and Development Laboratories



- ▲ Research
- Hardware Development
- Software Development
- ▲ Hardware and Software Development

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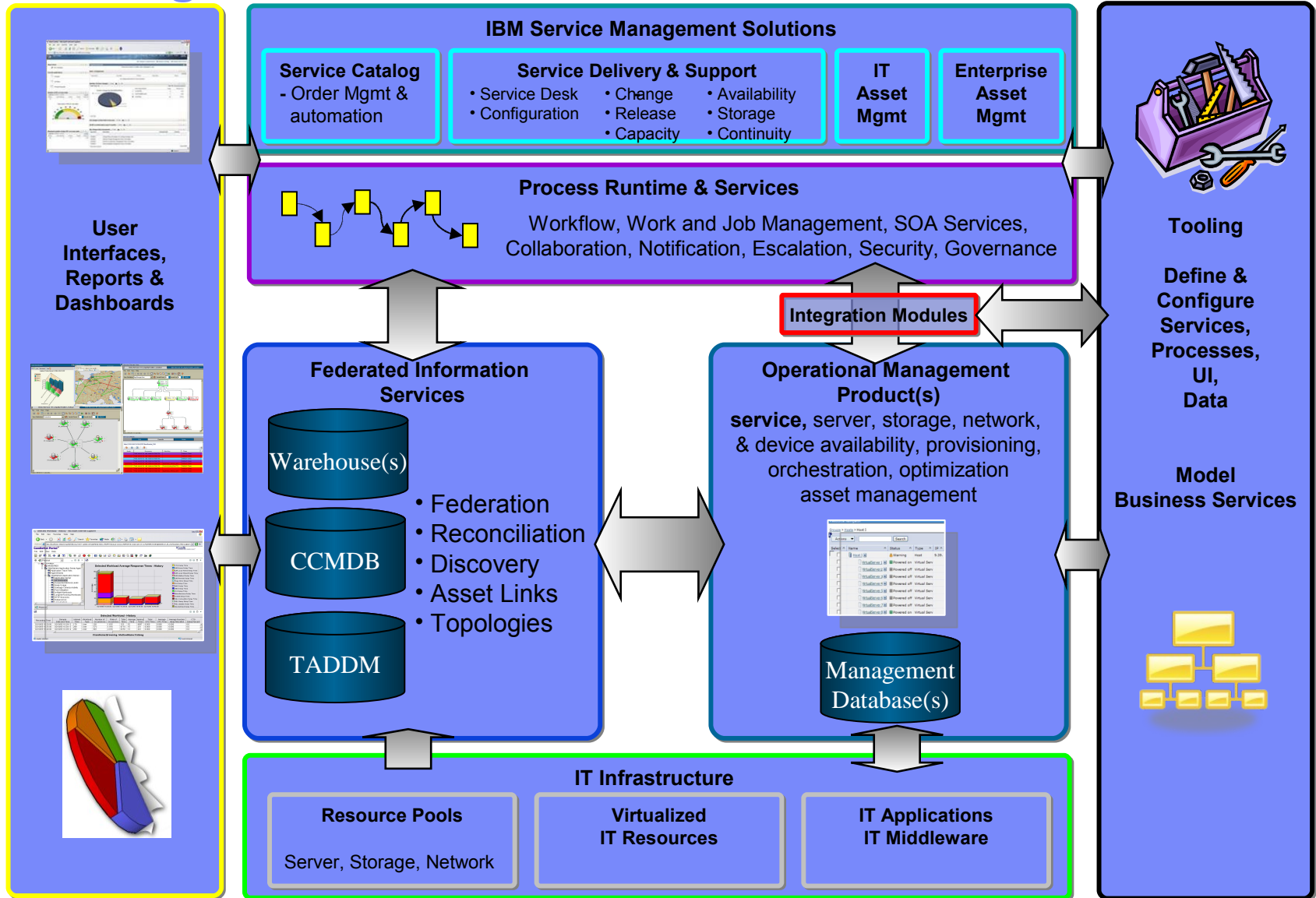
Our Technical Strategy: IBM Service Management

An Integrated Approach to Getting Business Results

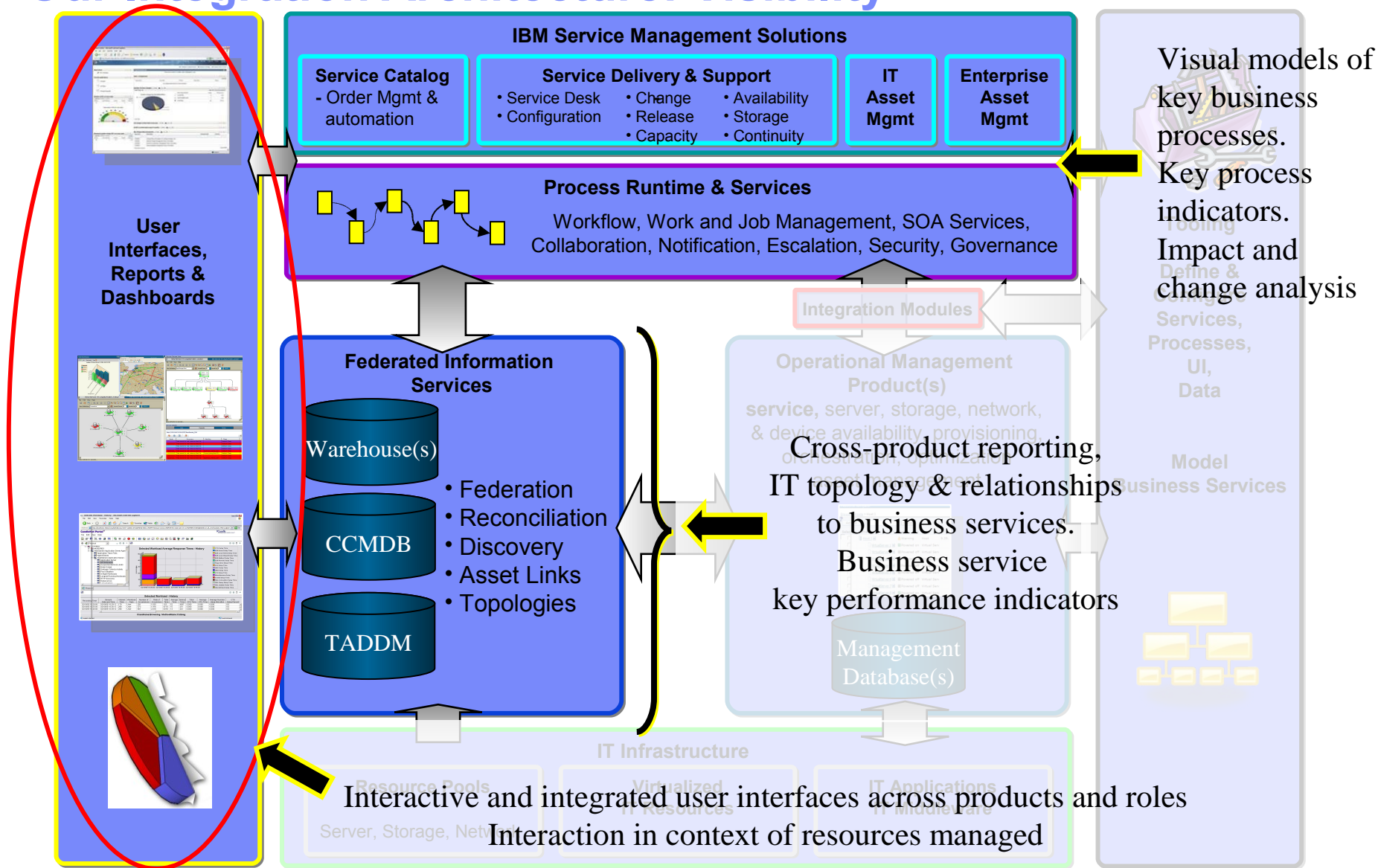


- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Inventory, Discovery & Application Mapping • Monitoring • Security & Compliance Monitoring • Service Catalog • Usage Monitoring & Reporting | <ul style="list-style-type: none"> • Systems Management <ul style="list-style-type: none"> • Event, Business Service, Performance, Service Level • Service Delivery & Support <ul style="list-style-type: none"> • Configuration, Change, Release, Business Continuity | <ul style="list-style-type: none"> • Service Delivery Automation • Process Governance Automation • Provisioning • Task Automation • Job scheduling automation • Automating for High availability & recovery |
|---|--|---|

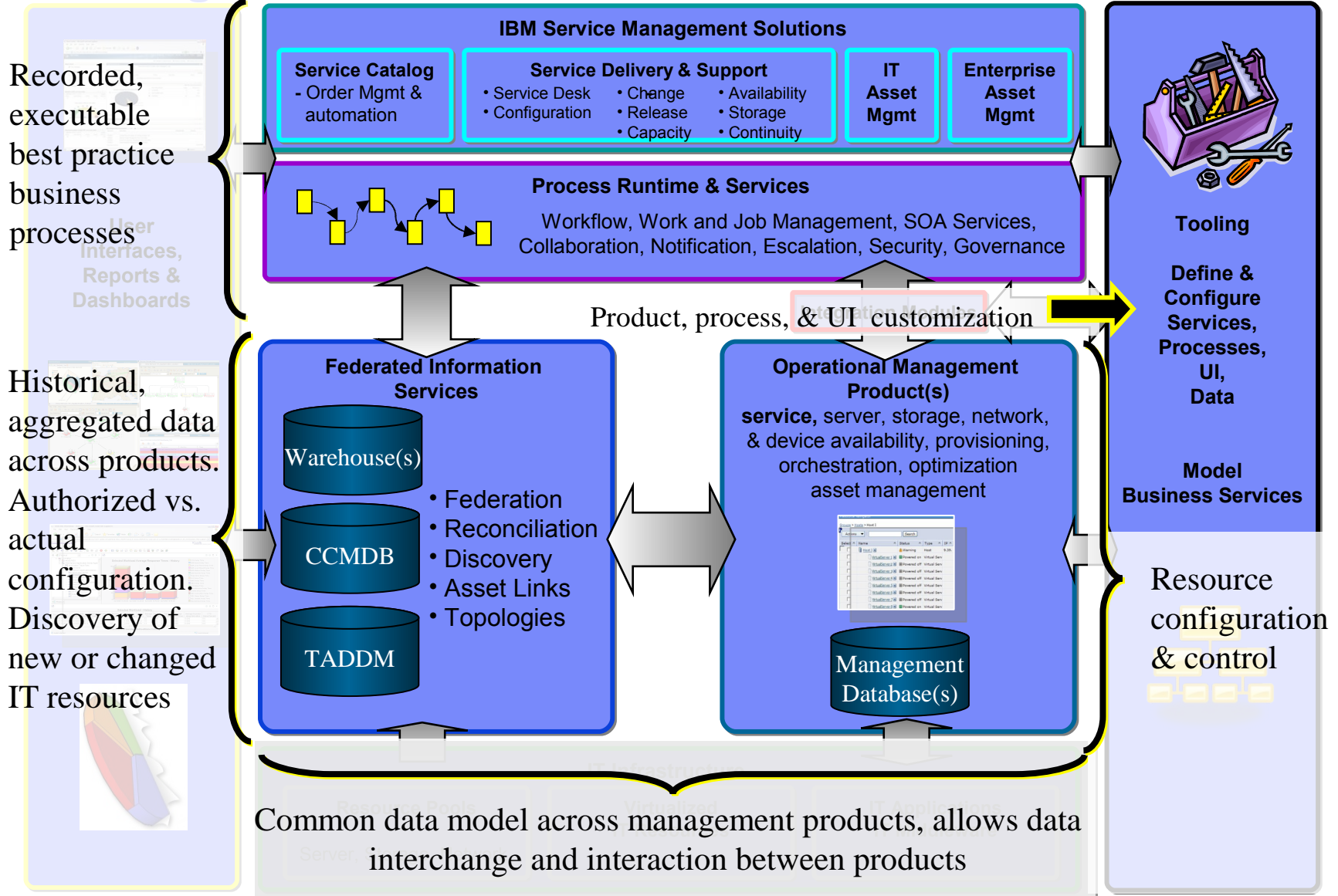
Our Integration Architecture



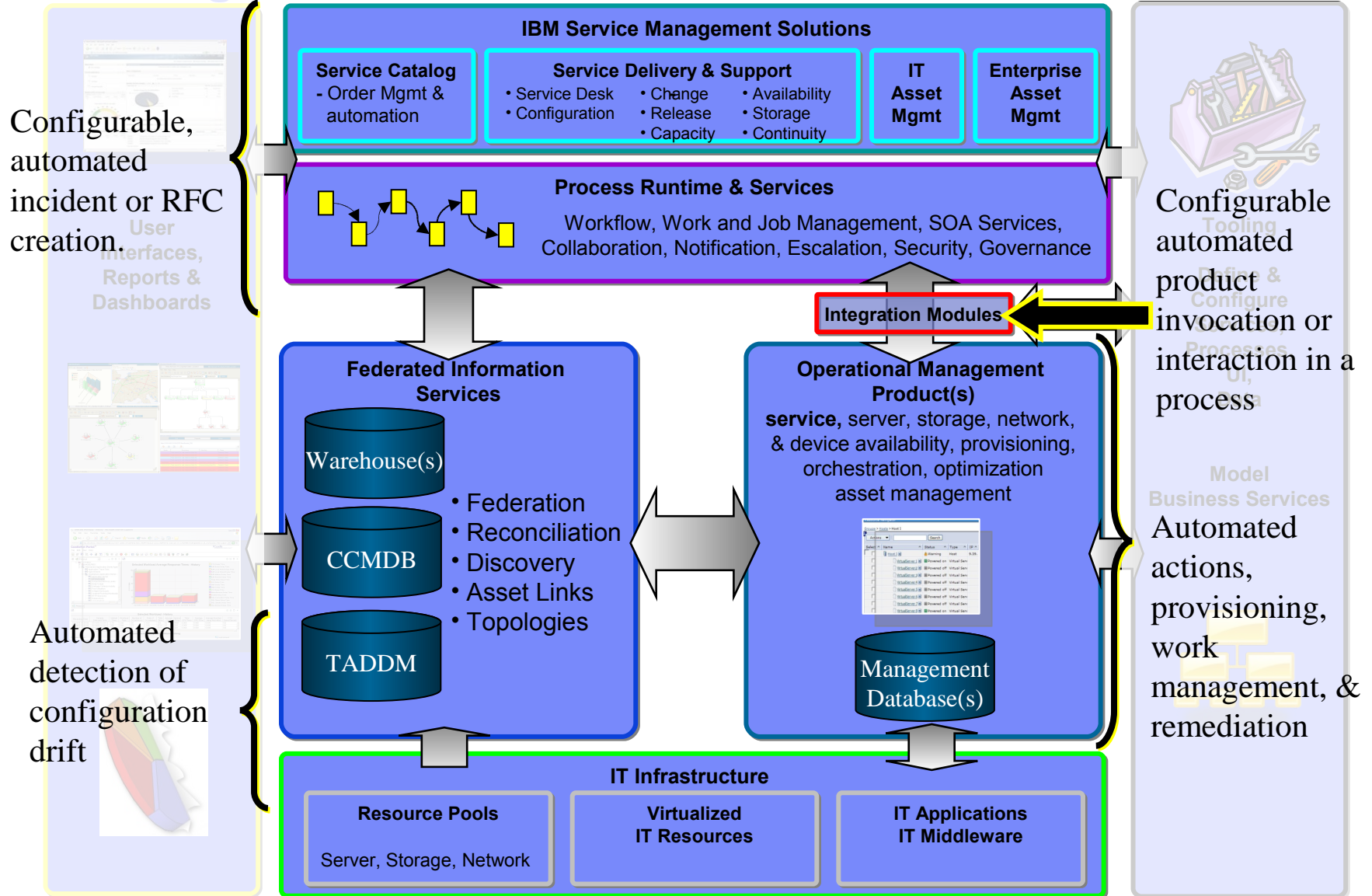
Our Integration Architecture: Visibility



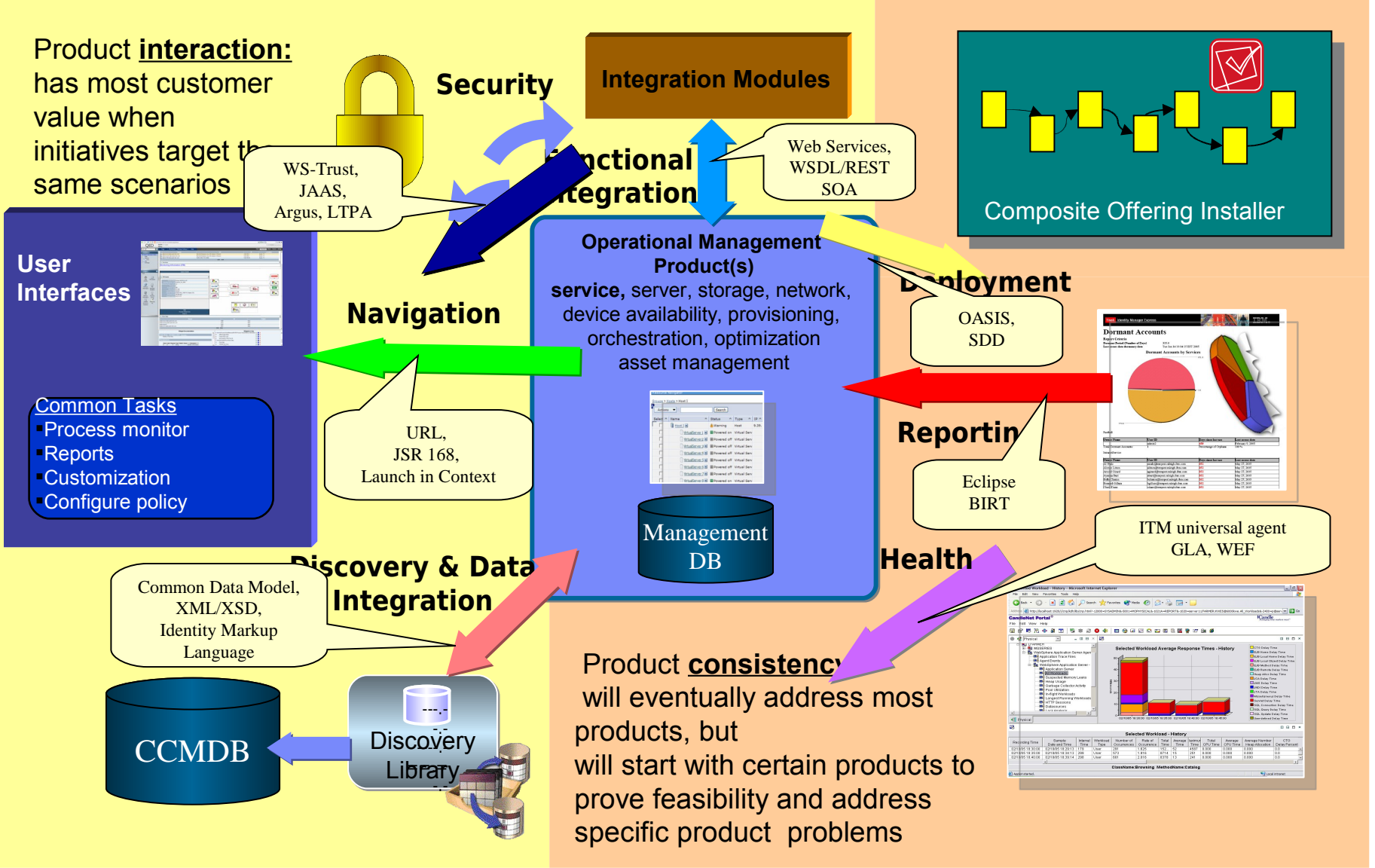
Our Integration Architecture: Control



Our Integration Architecture: Automation

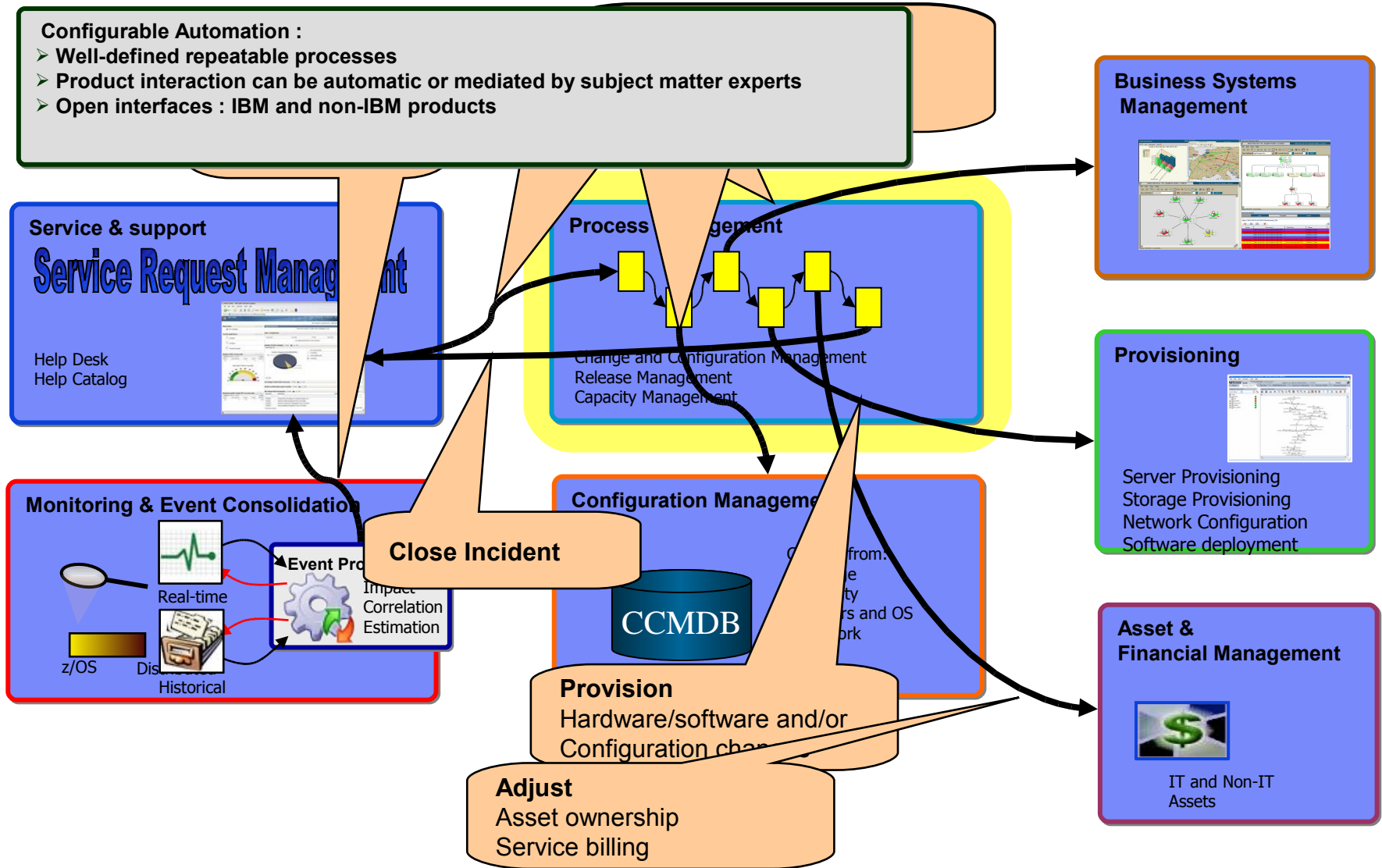


Solution Integration Focus Areas



The Value of Architected Integration

The Value of Automated Processes

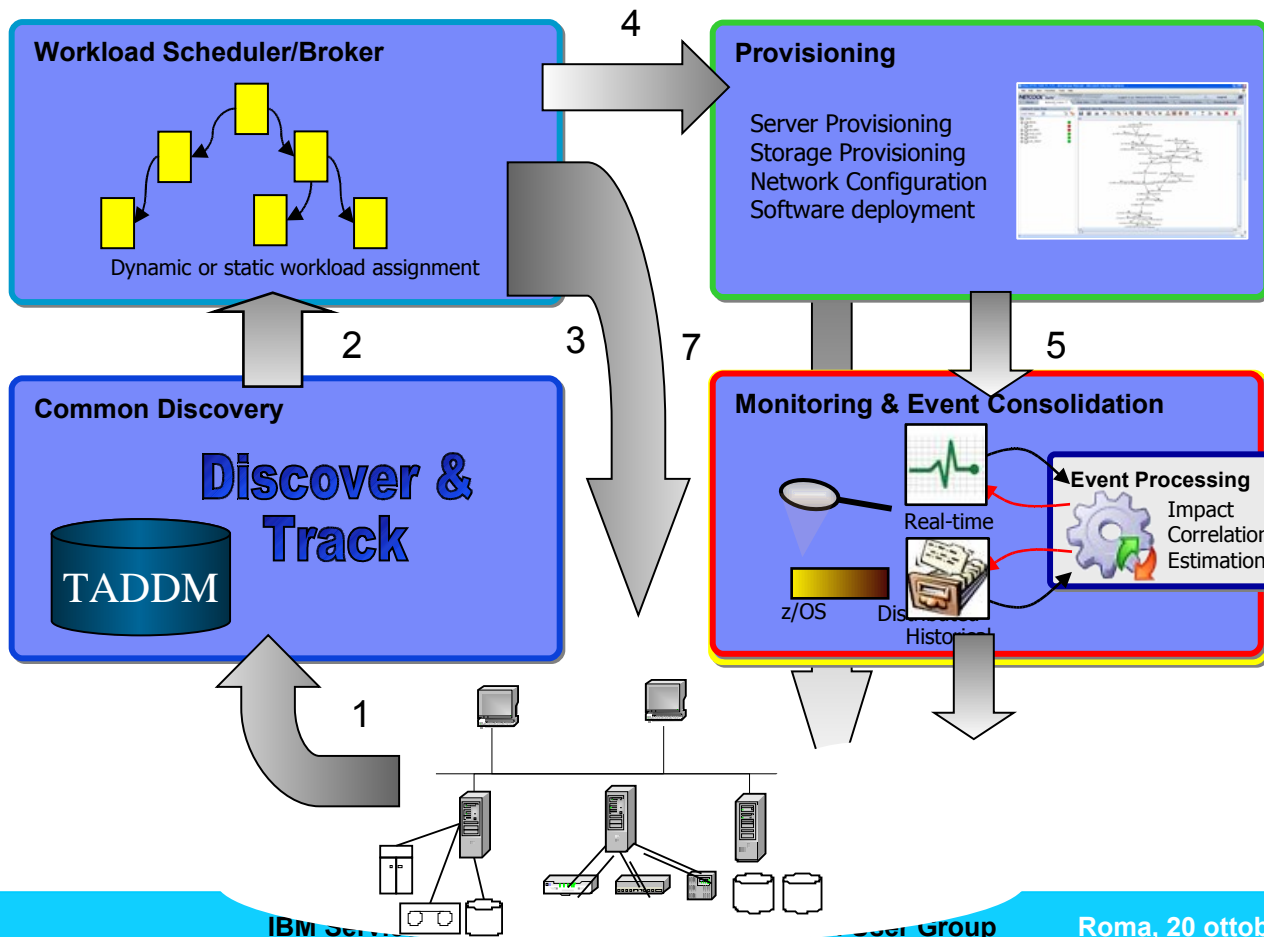


The Value of Architected Integration

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



An example of Global Development: Service Process Automation

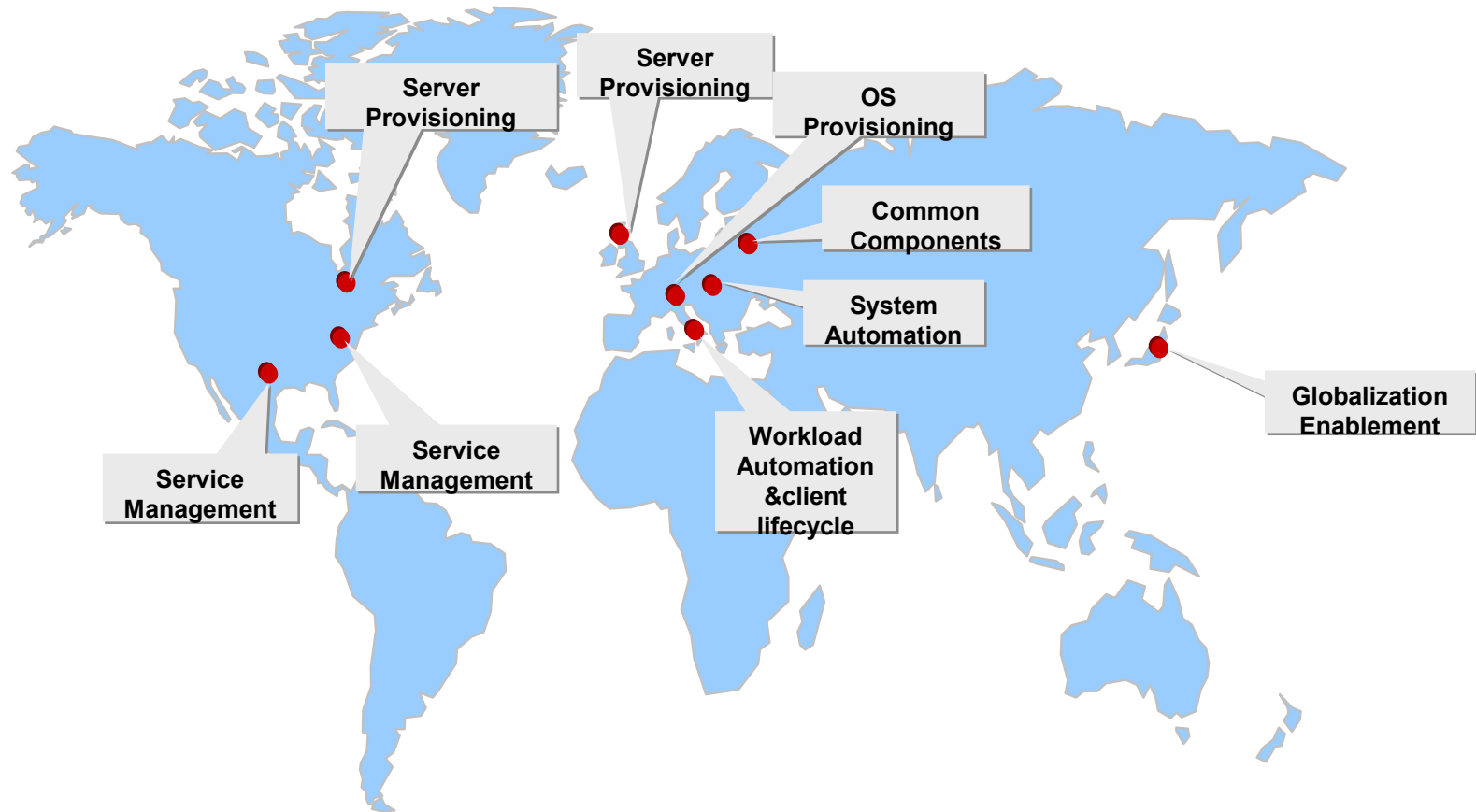
A Culturally and Geographically diverse team with Common Goals

Key priorities

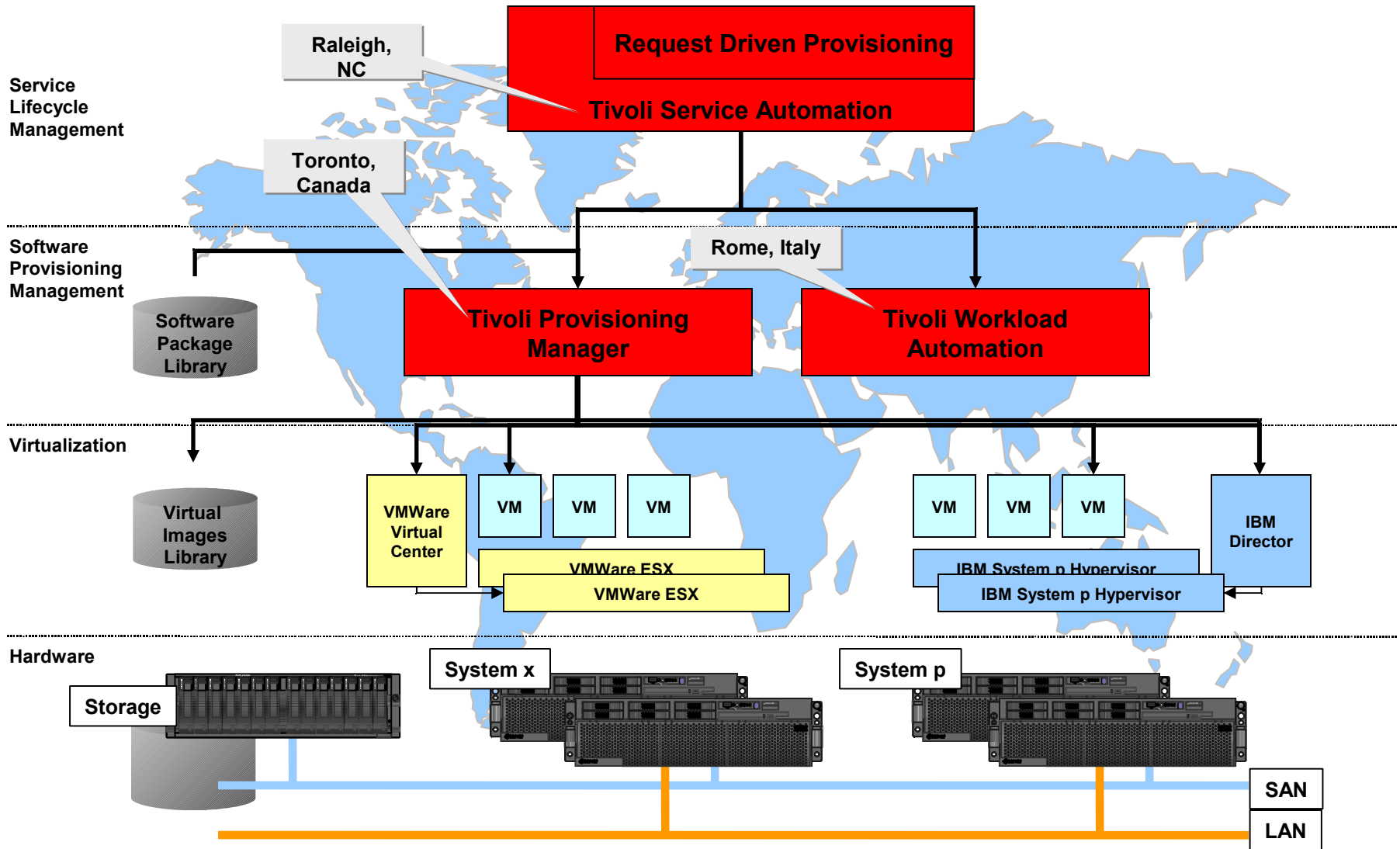
- Become a successful globally integrated development organization (with key business focus)
- Gain relevance cross Tivoli / SWG / IBM and the entire Industry with a constant focus on the “Innovation that matters”
- Unleash (the power of) our Labs to customers and market (establishing a two-ways linkage)
- Build and nurture a passionate and vital technical community



An example of Global Development: Service Process Automation



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



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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 multi-discipline laboratories



- SWG and STG development sites



Unleash the Lab: a success story

- Operations flows along three main themes:

✓ Leverage: Lab Experts @ Clients:



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

influence how the products are developed

✓ Bank of America

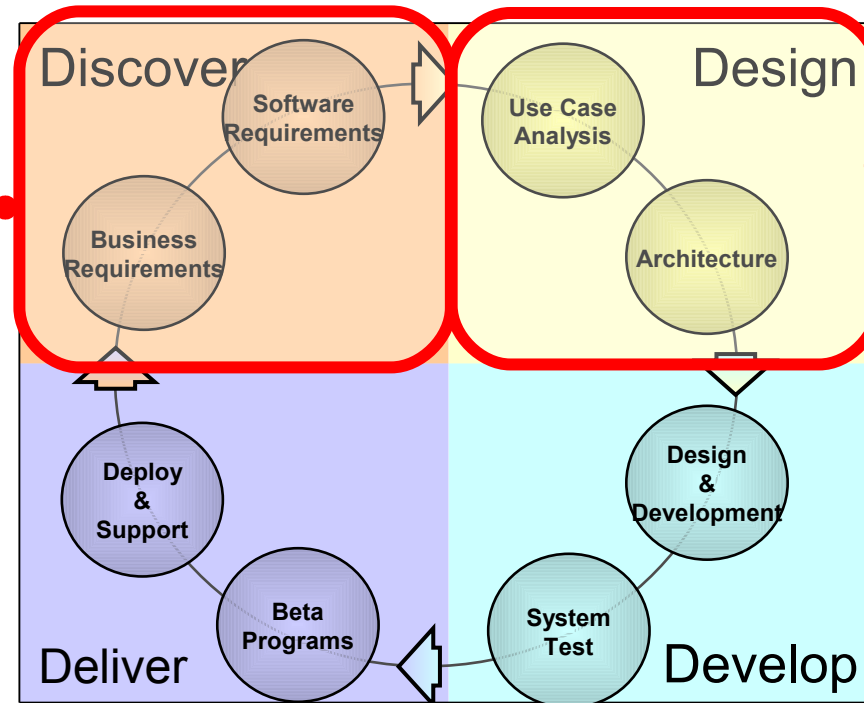
✓ Discover

✓ 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

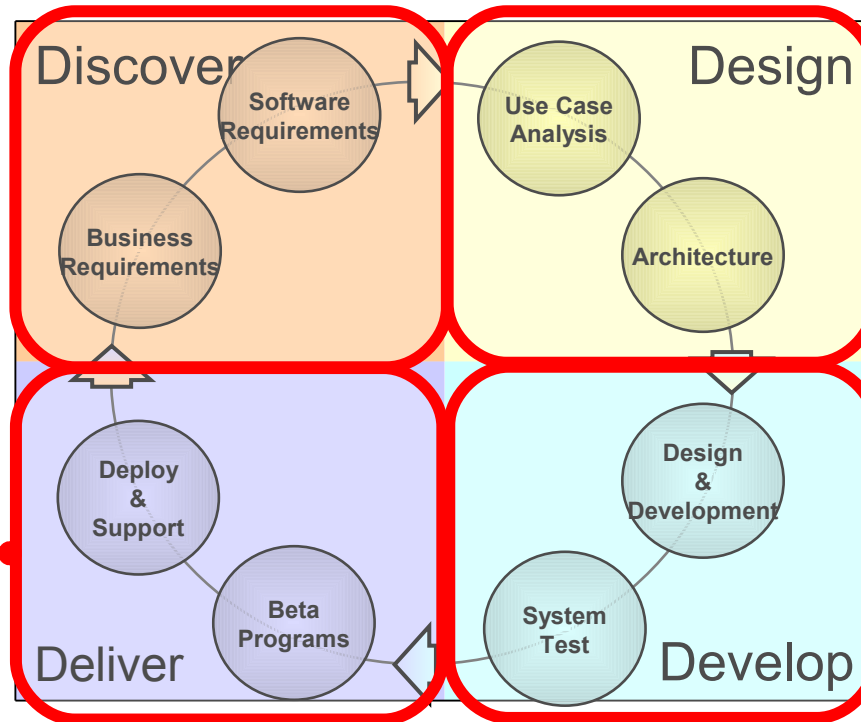
✓ Aviva, Experian

✓ Barclays

✓ ABN AMRO

✓ Siemens

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 !!