

IBM Software Group Business Partner Advisory Board

# Industry Frameworks

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Industry Frameworks Sales Leader, South-West Europe

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World-wide Industry Frameworks Ecosystem Sales



# Agenda

- **Refresh on Industry Frameworks**
  - **What is an Industry Framework ?**
  - **What's in it for Business Partners ?**
- **New News**
  - **Education Program for Business Partners**
  - **Channels Pilot**
  - **Other benefits**
- **What to expect from the breakouts**

# Digital and physical infrastructures of the planet are converging

*Computational power is being put into things we wouldn't recognize as computers..*



*Indeed, almost anything—any person, any object, any process or any service, for any organization, large or small—can become digitally aware and networked.*

Our world is becoming  
**Instrumented**

*By 2010, 30 billion RFID tags will be embedded into our world*

Our world is becoming  
**Interconnected**

*An estimated 2 billion people will be on the Web by 2011 .... and a trillion connected objects*

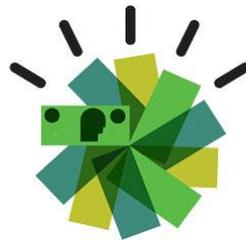
All things becoming  
**Intelligent**

*Every day, 15 petabytes of new information are being generated.*

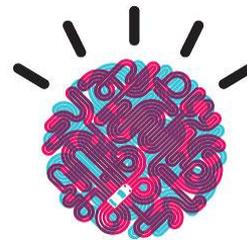
# Smarter Planet is a central, unifying theme for IBM



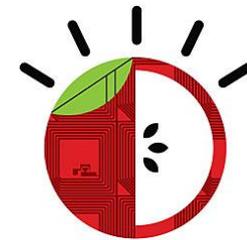
**Smarter Healthcare**



**Smarter Banking**



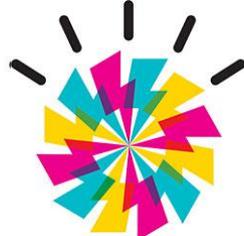
**Smarter Traffic**



**Smarter Food**



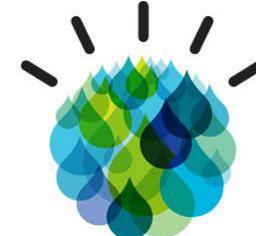
**Smarter Retail**



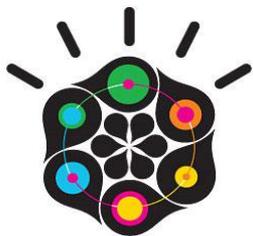
**Smarter Grids**



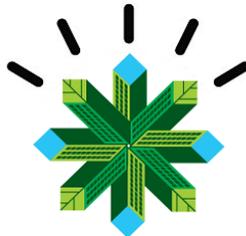
**Smarter Communications**



**Smarter Water**



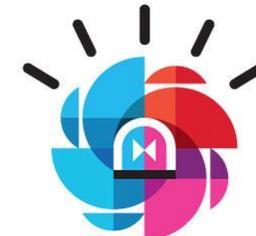
**Smarter Oil & Gas**



**Smarter Buildings**



**Smarter Cities**



**Smarter Public Safety**

# Industry Frameworks for Smarter Planet

*Today there are 10 frameworks covering over 50 solution areas*

| <u>FRAMEWORK</u>  | <u>INDUSTRY</u>  |
|---|--|
|  <p><b>Product Development Integration Framework</b></p>          | <p><b>Automotive, Aerospace, Electronics, Chem &amp; Petro</b></p> |
|  <p><b>Banking Industry Framework</b></p>                         | <p><b>Banking</b></p>  |
|  <p><b>Integrated Information Framework</b></p>                   | <p><b>Chemicals &amp; Petroleum</b></p>                            |
|  <p><b>Solution Architecture for Energy &amp; Utilities</b></p> | <p><b>Energy &amp; Utilities</b></p>                               |
|  <p><b>Service Provider Delivery Environment</b></p>            | <p><b>Telco</b></p>  |

| <u>FRAMEWORK</u>   | <u>INDUSTRY</u>                              |
|--|--|
|  <p><b>Network Centric Operations Framework</b></p>       | <p><b>Government (Military/ Defense)</b></p> |
|  <p><b>Government Industry Framework</b></p>              | <p><b>Government (Civilian)</b></p>          |
|  <p><b>Health Integration Framework</b></p>               | <p><b>Healthcare</b></p>                     |
|  <p><b>Insurance Process Acceleration Framework</b></p> | <p><b>Insurance</b></p>                      |
|  <p><b>Retail Industry Framework</b></p>                | <p><b>Retail</b></p>                         |

# Industry Frameworks Under Development



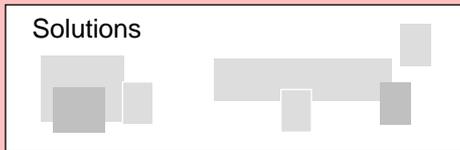
|   | <u>FRAMEWORK</u>                                      | <u>INDUSTRY</u>                            |
|---|---|--|
|    | <b>Manufacturing Industry Framework</b>               | <b>Automotive, Aerospace &amp; Defense</b> |
|   | <b>Financial Markets industry Framework</b>           | <b>Financial Markets</b>                   |
|  | <b>Media &amp; Entertainment Industry Framework</b>   | <b>Media and Entertainment</b>             |
|  | <b>Travel &amp; Transportation Industry Framework</b> | <b>Transportation</b>                      |
|  | <b>Insurance Industry Framework*</b>                  | <b>Insurance</b>                           |

*\*Will absorb Insurance Process Acceleration Framework*

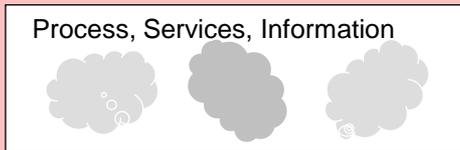
**Where we were!**

**Where we want to be!**

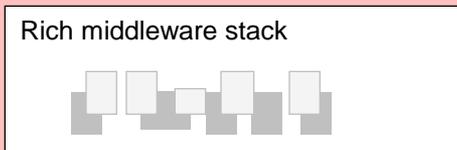
Solutions are assembled matching the client's need out of a repertoire of independent options and customized ad hoc



Solutions are pulled from different places without pre integration

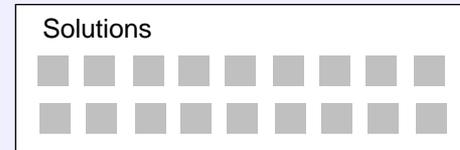


Every solution has its own view of the world

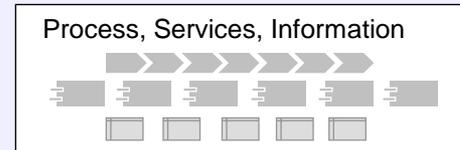


Stacks are proliferating in all shapes

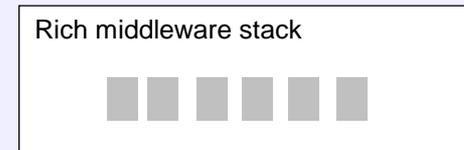
Solutions are assembled using a standardized set of assets from multiple providers and customized based upon predefined variation mechanisms



Frameworks standardize industry solution boundaries



Industry models standardize industry contents



Integrated Standardized Stack provides foundation



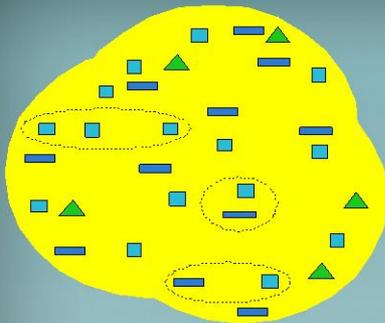
# IBM Industry Frameworks

Smarter Planet

IBM Industry Solutions

Business Partner Applications

Industry Framework



WebSphere. Rational. Tivoli.  
Information Management Lotus.

SWG products combined with industry specific assets and software extensions configured according to a industry reference architecture to support common business patterns.

Business applications that are optimized and pre-integrated with framework middleware.

IBM solutions combine business partner applications, framework software, dynamic infrastructure, implementation services and IBM expertise to help customers solve business problems.

Dynamic Infrastructure

High performance computing capabilities from STG

# What is a Framework Asset ?



## **COGNOS Risk Reporting Templates**

Quickly create executive dashboards. Reports on all common risk types.



## **Cognos Banking Risk Performance – Credit Risk**

Standardized reports  
Industry leading credit risk insight.



## **SOA Foundation Platform for Government**

Pre-integrated SOA components to get fast start on web services.



## **Process Maps**

Component Business Model (CBM) maps of the business processes in an industry.



## **Risk Adjusted Profitability Blueprint**

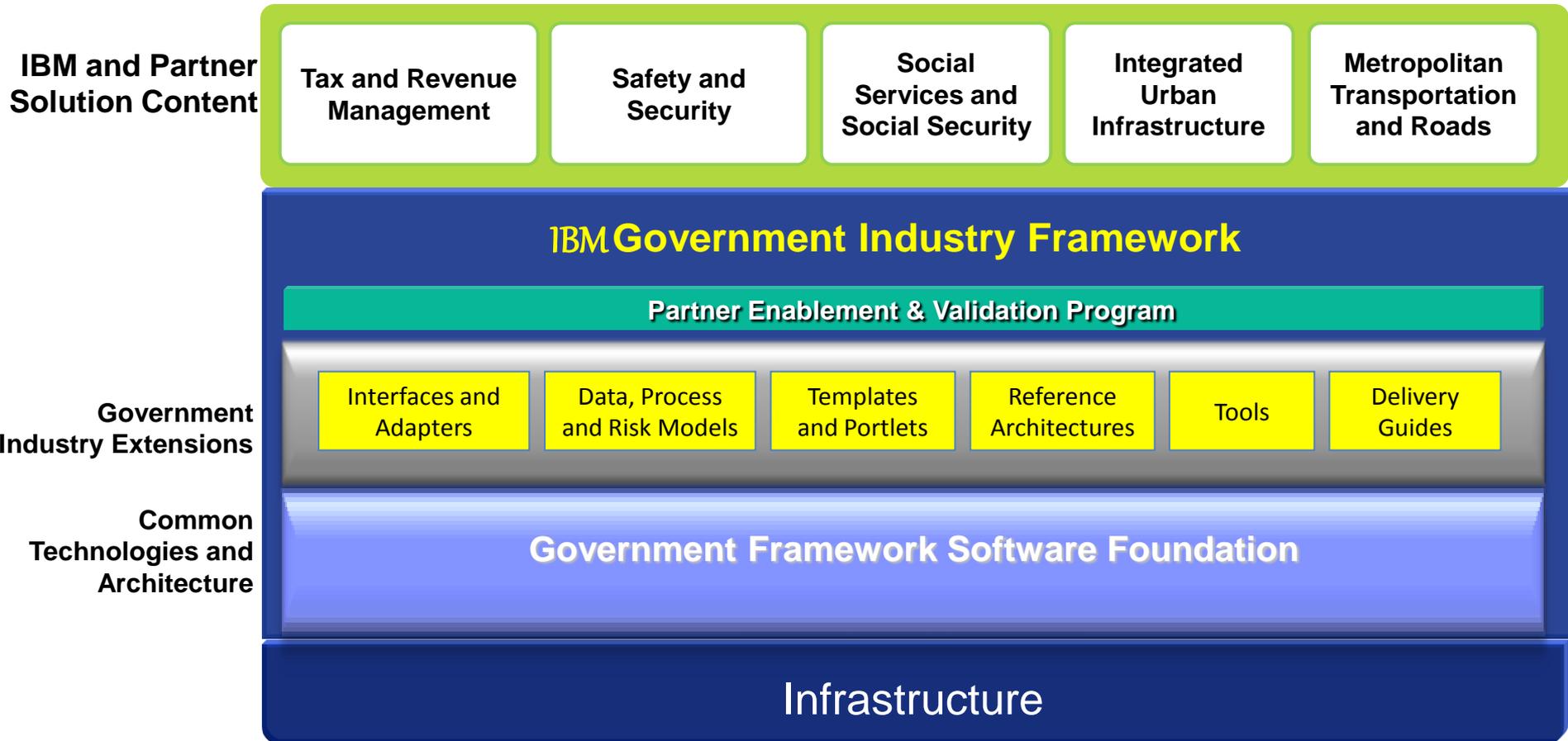
Integrates risk information with an enterprise-wide, distributed profitability management



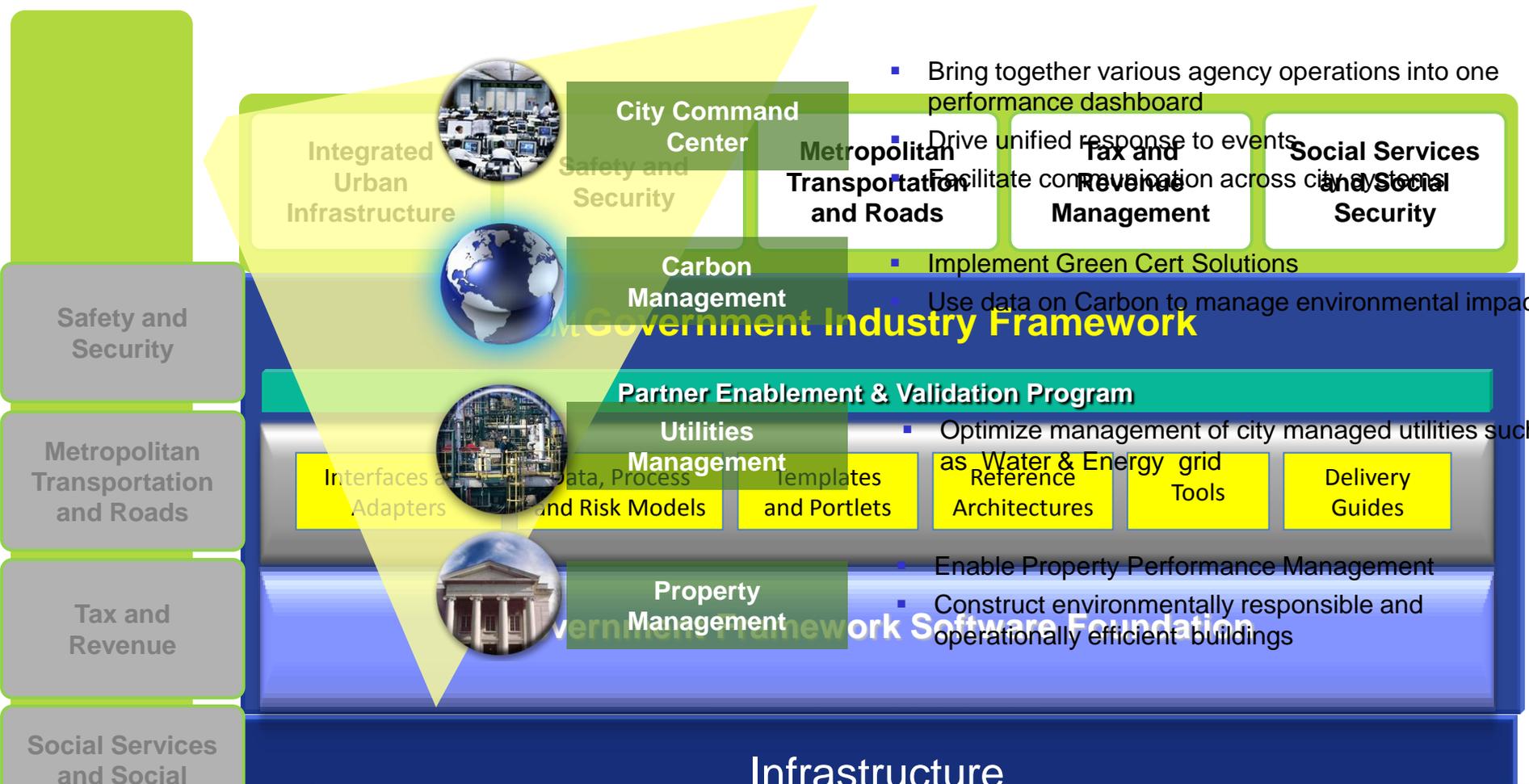
## **Data Models**

Data models to speed definition of requirements across the enterprise

# Government Framework and solution domains



# Government Framework Domains and projects



- Safety and Security
- Metropolitan Transportation and Roads
- Tax and Revenue
- Social Services and Social Security

**Infrastructure**

**Business Partner Examples**

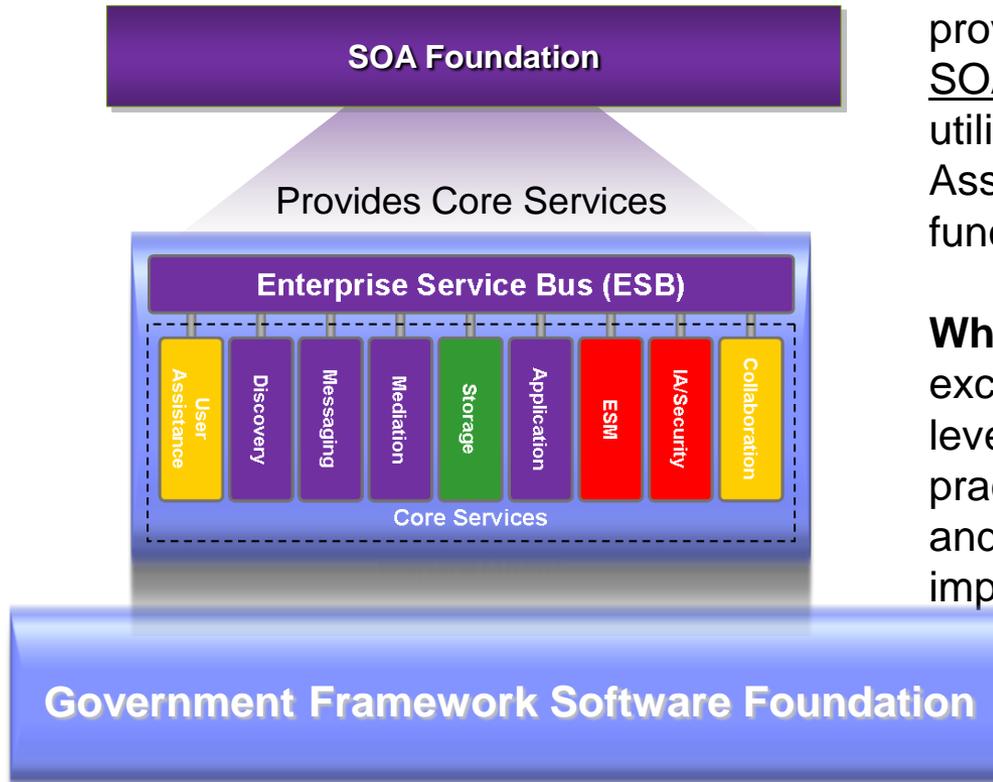







# Key Starting Block

## Government Framework Foundation



**What it is:** an asset from IBM providing an accelerated delivery of a SOA Foundation Infrastructure utilizing IBM Intellectual Property Assets necessary to provide a fully functional SOA Foundation

**What it does:** Enable delivery excellence in SOA infrastructure by leveraging SOA Implementation best practices, including delivery services, and utilizing harvested implementation assets

**Why is this important:** SOA infrastructure implementations can be complex

**What it is composed of:** Assets to support the full lifecycle of a SOA Infrastructure

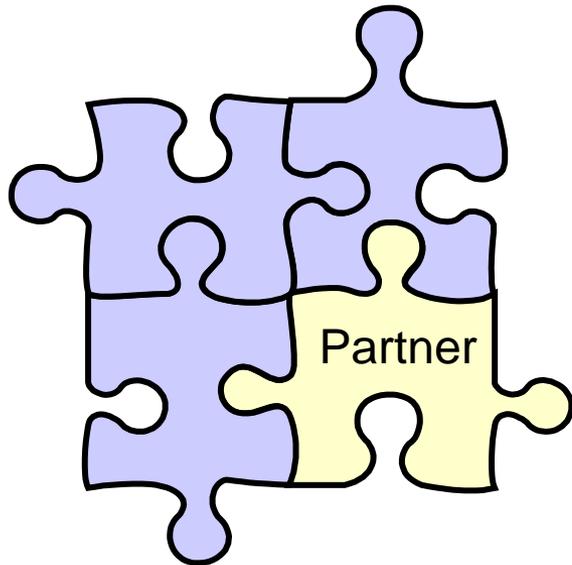
**Why use it:** To accelerate implementations (calendar and overall person/year effort) and lower risk, and leverage SOA best practices from across IBM globally.

# Frameworks – Domains - Projects

## Retail Industry Framework Projects



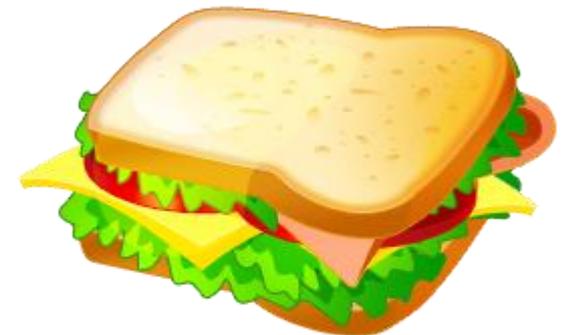
## Frameworks and Business Partners !



- Fuller Value Proposition for the customer
- Faster time to delivery
- Higher level of access in the customer organisation
- New business potential in other industries

*“The IBM Frameworks represent the second slice of bread in the sandwich”*

IBM partner on Insurance Framework

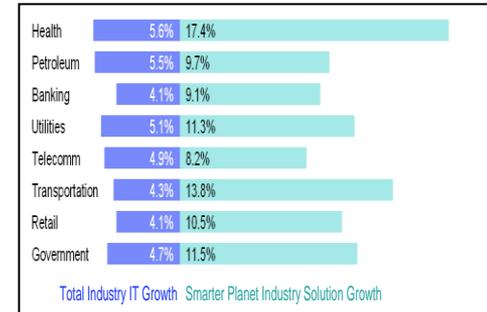


**So how does this work in the real world ?**

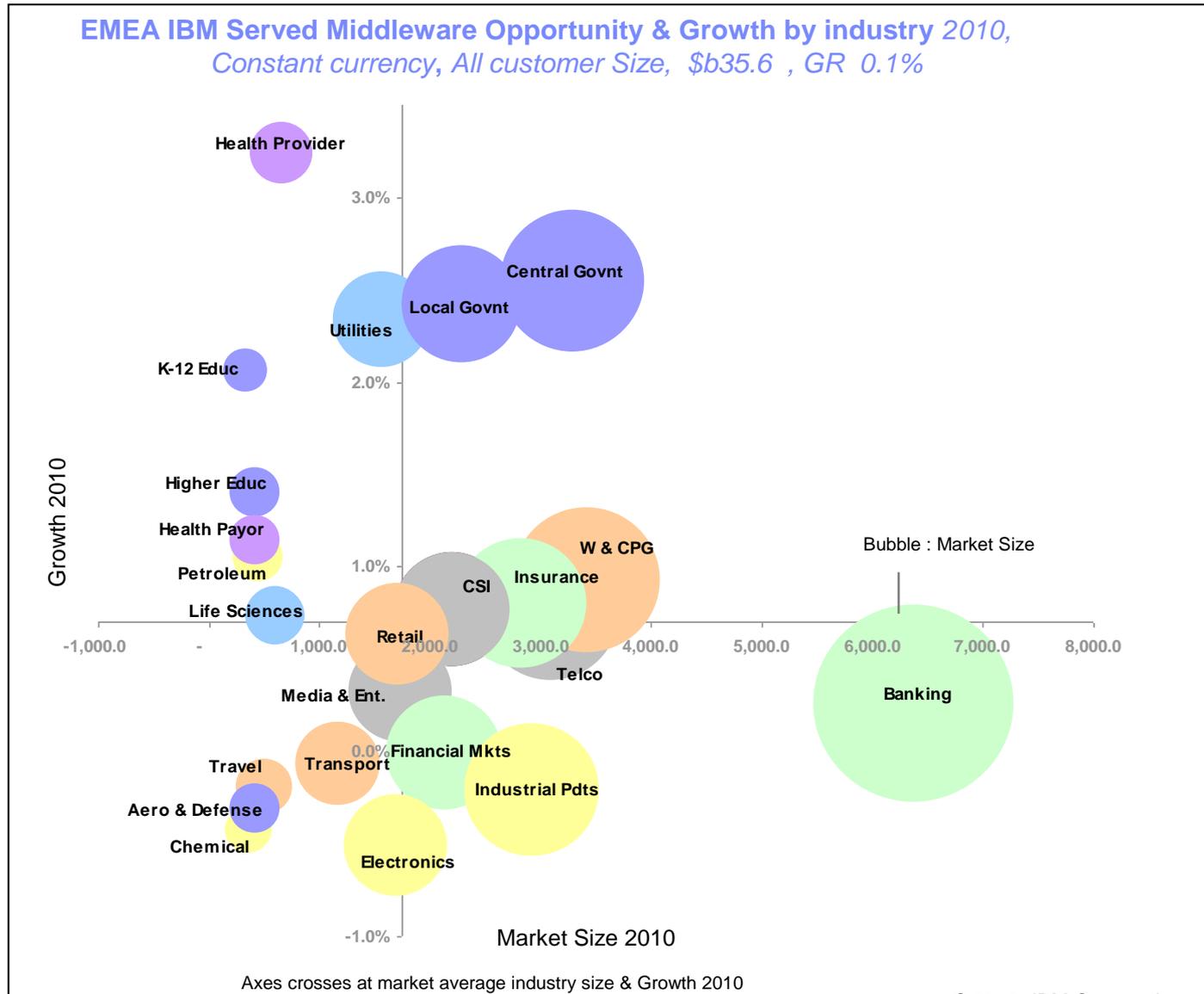
# Our 5-point Frameworks Sales guide

## - IBM South-West Europe

1. Understand the **market** dynamics
2. Match the frameworks to **industry pain** points
3. Apply industry **marketing** programs to shape and influence the market
4. Select the **customers** (new and old)
5. Apply industry **consultants** (Industry Frameworks specialist) to call on Lines of Business
  1. Align IT and Business initiatives



# European Market Dynamics



# The market opportunity in South-west Europe

| Positive growth<br>Flat<br>Negative growth<br># Mkt size 1=biggest | France | Italy | SPGI | Benelux | Solution Areas   |
|--|--------|-------|------|---------|--|
| <b>Banking</b>   | 1      | 1     | 1    | 1       | <ul style="list-style-type: none"> <li>Payments, Customer Care + Insight</li> <li>Renovation and Risk</li> </ul> |
| <b>Govt</b>  | 2      | 2     | 2    | 2       | <ul style="list-style-type: none"> <li>Defence, SEPA</li> <li>Smart Cities</li> </ul>                            |
| <b>Telco</b>   | 4      | 4     | 5    | 4       | <ul style="list-style-type: none"> <li>SDP, SEPA</li> </ul>  |
| <b>Insurance</b>   | 6      | 7     | 6    | 4       | <ul style="list-style-type: none"> <li>Insurance Process Acceleration, Solvency II</li> </ul>                    |
| <b>Utils</b>   | 11     | 12    | 10   | 12      | <ul style="list-style-type: none"> <li>Automated Meter Mgmt, SEPA</li> </ul>                                     |
| <b>Financial Mkts</b>  | 7      | 4     | 8    | 7       | <ul style="list-style-type: none"> <li>Low Latency</li> </ul>  |
| <b>Automotive</b>  | 8      | 9     | 11   | 13      | <ul style="list-style-type: none"> <li>ePLM</li> </ul>   |
| <b>Aero + Def</b>  | 13     | 14    | 20   | 15      | <ul style="list-style-type: none"> <li>ePLM</li> </ul>   |
| <b>Retail</b>  | 10     | 11    | 7    | 11      | <ul style="list-style-type: none"> <li>Multi channel</li> </ul>  |
| <b>Wholesale/CPG</b>   | 3      | 5     | 3    | 3       | GB market – RIF focus  |
| <b>Electronics</b>   | 12     | 10    | 11   | 10      |  |
| <b>Ind Prods</b>   | 5      | 2     | 4    | 9       |  |
| <b>Health Provider</b>   | 14     | 13    | 13   | 14      | Health Integration Fwork   |
| <b>Media</b>   | 9      | 8     | 9    | 8       | <ul style="list-style-type: none"> <li>Media Hub</li> </ul>  |

## Where we see business opportunity in south-west Europe within the top industries ..

- **Significant market in Utilities** - particularly in **Water and Gas**
  - By 2012 25-40% of European homes will have smart meters. 4% today.
- **Government is the largest market** – with most white space
  - Defence agencies continue to spend
  - Rising Unemployment driving new needs in **Social Security**
- **Smart Cities** opportunities everywhere
- **SEPA\*** will continue to be a strong area but increasingly outside of banking as large enterprises comply to SEPA 
- **Solvency II for Insurers** - the EU is driving for more consistent Risk Management for Insurers 

\*Single Euro Zone Payments area – homogenisation of payments in 27 countries

## Industry Frameworks Customer Traction

| Metric                 | 2008      | FY2009                               | 2010 Target                          |
|------------------------|-----------|--------------------------------------|--------------------------------------|
| Revenue Growth & Deals | 437 Deals | 91% YTY Revenue Growth<br>1084 Deals | 36% YTY Revenue Growth<br>1500 Deals |
| Design Wins            | 106       | 159                                  | 262                                  |
| Private References     | N/A       | 96                                   | 201                                  |
| Public References      | 14        | 35                                   | 65                                   |

# What Happened in Europe with Industry Frameworks in 2009?

## Public References

1. DnB NOR                      Payments
2. Jyke Bank                    Payments
3. SEB                            Payments
4. Van Marcke                 Retail
5. Findel                         Retail
6. Alliance Boots             Retail
7. Metro Group                 Retail
8. Dassault Aviation        PDIF
9. Deutsche Borse         LLM

|                               | Deals | Design Wins | Private Reference | Public Reference |
|-------------------------------|-------|-------------|-------------------|------------------|
| Telco                         | 14    | 2           | 2                 |                  |
| Energy & Utilities            | 12    | 2           | 1                 |                  |
| Media                         | -     | 1           | -                 |                  |
| Retail                        | 12    | 1           | 1                 | 4                |
| Banking<br>Payments           | 11    | 4           | 1                 | 3                |
| Banking<br>Customer Care      | 11    | 1           | 2                 |                  |
| Core Banking                  | 8     | -           | -                 |                  |
| Insurance                     | 12    | 7           | 2                 |                  |
| Banking - Risk                | -     | 1           | -                 |                  |
| Financial Markets             | 1     | 1           |                   | 1                |
| Auto – Product<br>Development | 11    | 11          |                   | 1                |
| Government                    | 23    | 5           | 2                 |                  |
| Defense                       | 3     | -           |                   |                  |
| Healthcare                    | 3     | 1           | 2                 |                  |

# Business Partners are critical to 2010 Industry Frameworks Growth

## Link to Smarter Planet

Enhanced!



Frameworks as a delivery mechanism of Smarter Planet  
Align resources to support priorities

## New Frameworks & Markets

New!



Enter new markets through new Frameworks  
New geo market segments with existing Frameworks

## Expand Industry Skill

Enhanced!



Invest in cross brand sales and delivery  
Accelerate phased, geo-based enablement  
Support Client Value Initiative

## Extend partner Ecosystem

Enhanced!



Relationships with non-traditional partners  
Improve relationships with existing partners

## Fill Gaps via partners & assets

New!



Create industry specific assets  
Explore strategic partnerships and acquisitions  
Extend IBM's products with industry content

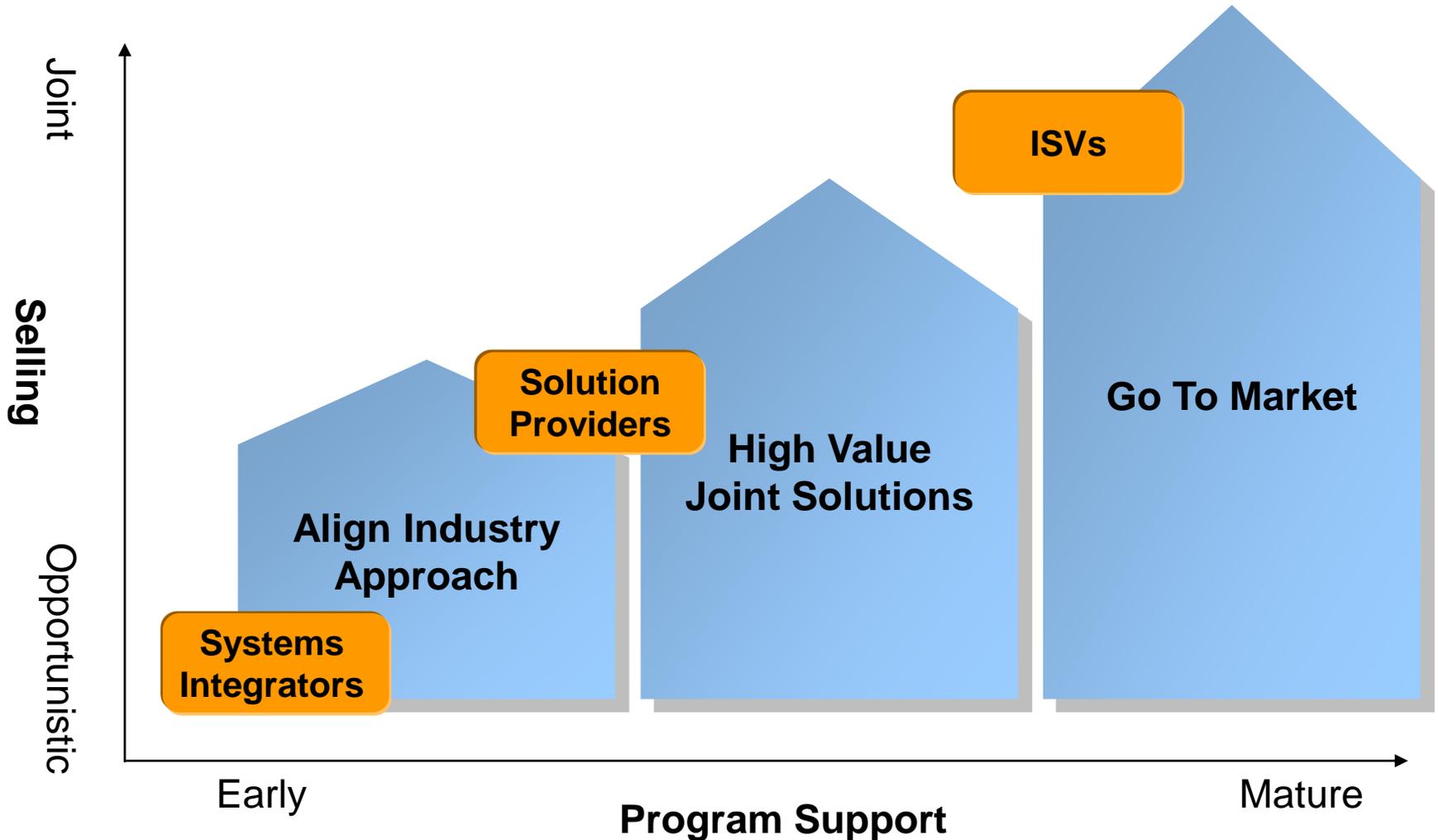
## Improve Consumability

Enhanced!



Invest in Frameworks hardening, productization  
Install Frameworks in labs

# Industry Framework Ecosystem Approach and Program Maturity



# What's New: Industry Knowledge

## *The same training IBM sellers receive*



### **17 Industries! Each includes** *(Retail Example):*

1. Retail Industry Update
2. IBM Software Sales Strategy for Retail
3. Winning with Retail Industry Framework
  - Plus, by Industry,: Solutions modules, Information Agenda / Collaboration Agenda / Service Management, etc

### **Also, working on...**

**Sales Mastery  
Certifications**

**Technical Education**

**Industry Framework  
Asset Repository**

## What's New: Solution Validation

**Independent  
Software Vendors**

**Channel Partners  
(Solution Providers)**

**Available Now**

**10 validations  
130+ validated ISVs**

**US Pilot**

**Coming Soon**

**Domain Level  
Validations  
Business Talks &  
Marketing Activation**

**Europe Pilot**

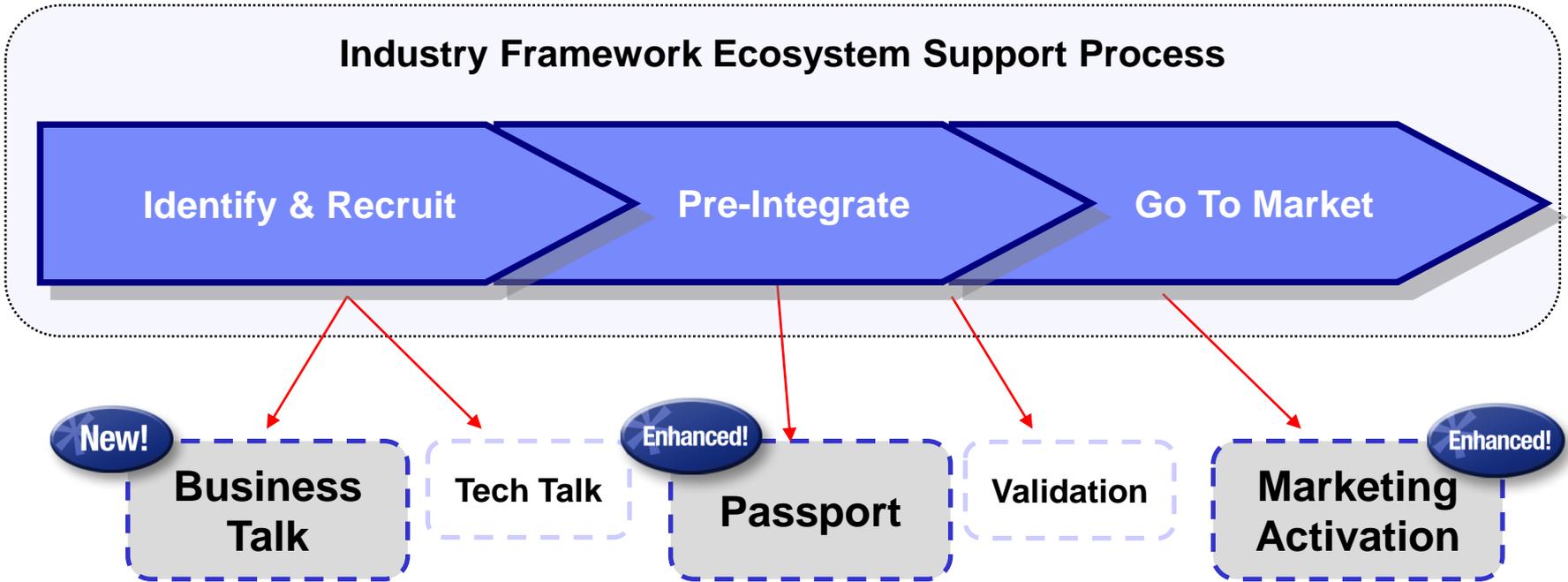
**Developing**

**Adding Industries, like  
*Chemicals & Petroleum***

**Solution Certification**

# What's New: - Go To Market

*Extends model with Industry Frameworks capability for ISVs*



## Attend an Industry Framework Breakout !



1. **Telecommunications:** Per VORM & Philippe Bazot



2. **Energy & Utilities:** Nicolas Sasso & Pascale Xelot



3. **Banking:** Verena Michel

▪ Additional breakout sessions running in parallel

4. 'Cloudy with SaaS Shine" - Simon Baker

5. Software Value Plus Update and the Complex Deal Model:  
Nancy Henry-Serra

*You can attend 2 breakouts - they each repeat:*

*Round 1 – 13:30-15:00*

*Round 2 – 15:30-17:00*



IBM