

IBM Software Group Business Partner Advisory Board

Partnering to Win

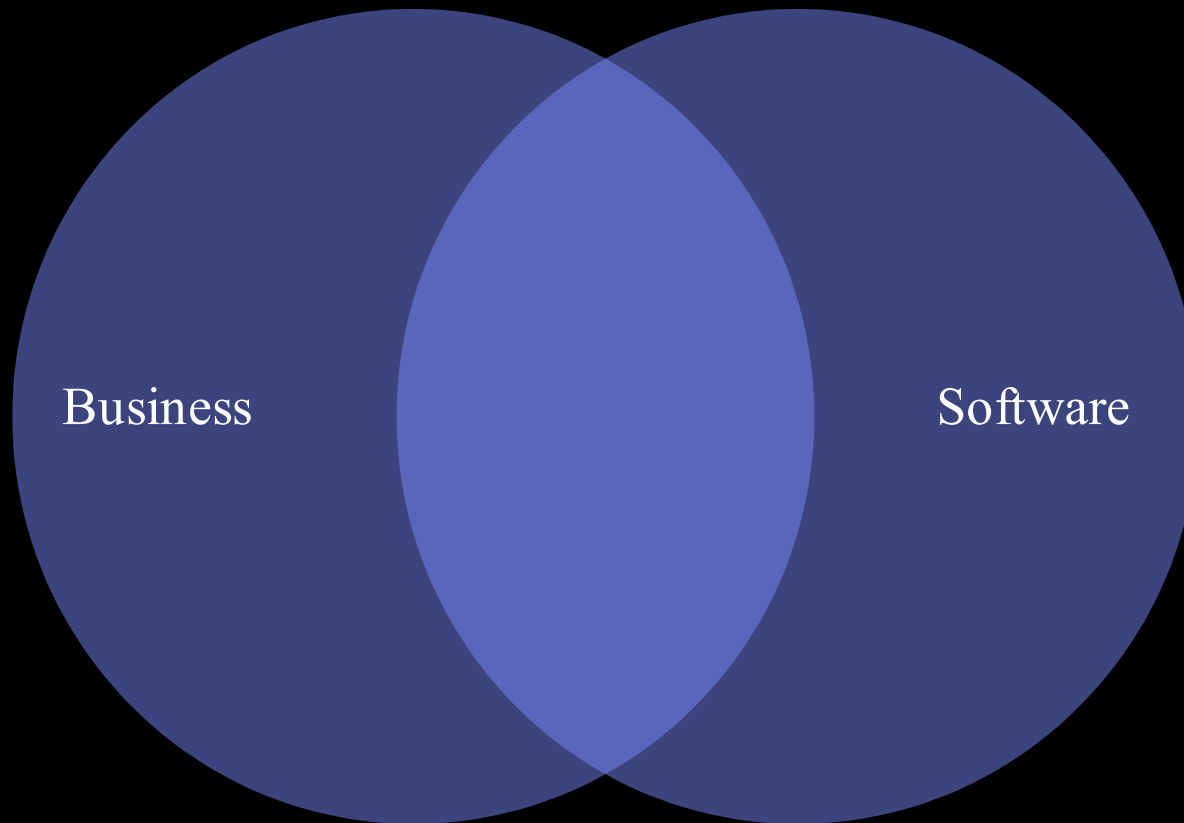
Sebastian Krause

Vice President, Software Group, Northeast Europe



On a smarter planet,
software is changing
the way we live.

Today, more than ever, organizations use software to enable every facet of their business.



But with new models and ways of working come new challenges...

Data everywhere

As the world becomes more instrumented, the challenge is to get more out of the wealth of new information—from managing data to developing insights.

New expectations for value

Customer expectations have never been higher: Personalized service, delivered flawlessly.

Differentiation through people

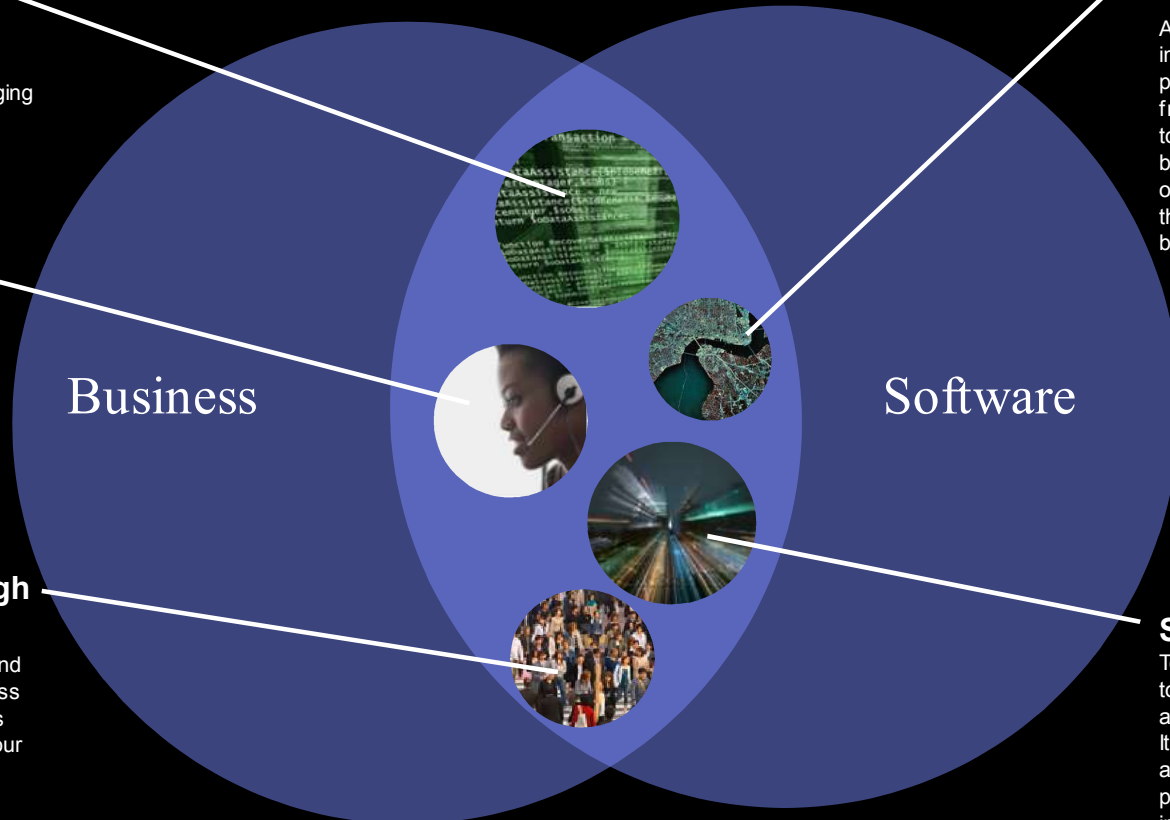
As always, it's the capabilities and ingenuity of the people in business that deliver results. But today, it's about more than just those on your payroll—the greater opportunity is how well you can engage a worldwide ecosystem of employees, partners, suppliers, and customers to help create new value.

Global integration and connectivity

As the world becomes more interconnected and as the paradigm of the organization shifts from multinational corporation to globally integrated enterprise, businesses can no longer afford to operate as islands. More than ever, they need to find ways to connect both internally and externally.

Security risks

Technology has allowed work to move beyond physical locations and brand offices. It now exists on virtual platforms, across dispersed teams and players. But the more data and information organizations make available to their internal audience, the greater the risk.



We deliver software that provides clients the capabilities required to transform their industries.

Energy and Utilities
Transportation
Banking
Financial Markets
Electronics
Industrial Products

Aerospace and Defense
Consumer Products
Healthcare
Telecommunications
Government
Insurance

Retail
Education
Life Sciences
Media and Entertainment
Automotive
Chemical & Petroleum

Messaging and Collaboration
Unified Communications
Social Software
Data Management
Analytic Applications
Advanced Analytics
Business Intelligence
Information Integration,
Warehousing and Master Data
Management
Financial Performance &
Strategy Management

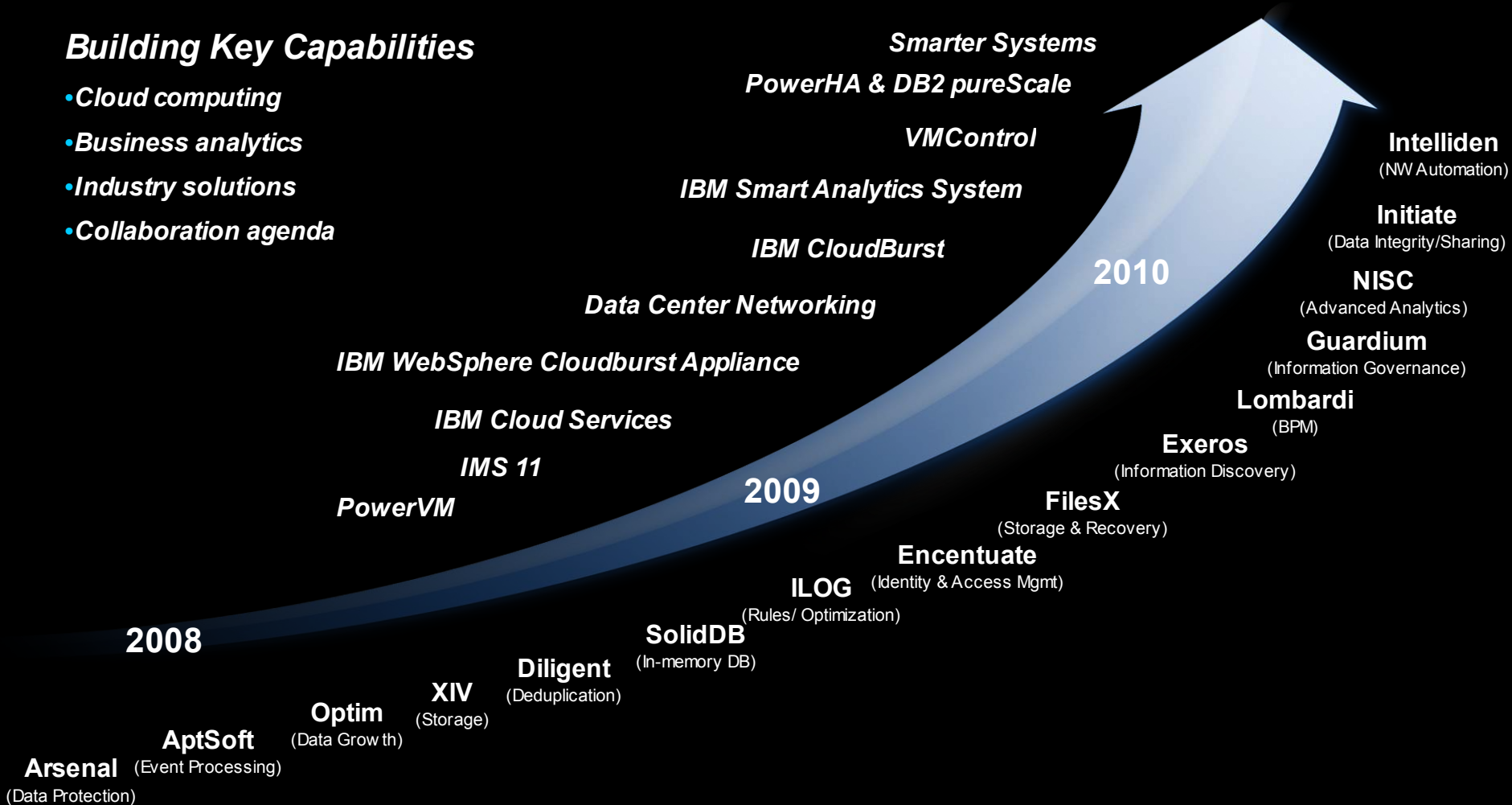
Enterprise Content
Management
Application Infrastructure
Connectivity and
Integration
Electronic Commerce
Portals and Mashups
Business Process
Management
Asset Management
Network and Service
Assurance

Business Service
Management
Storage Management
Security
Design and Development
Business Planning and
Alignment
Product and Project
Management
Product and Software
Lifecycle Management

We are Investing in Capabilities

Building Key Capabilities

- Cloud computing
- Business analytics
- Industry solutions
- Collaboration agenda



Smarter Planet

6 CRITICAL CAPABILITIES

Help define for clients the core capabilities they need to be smart, if they want to thrive on a smarter planet

People & Process Transformation
Information and analytics
Next-generation datacenter and cloud capabilities
Sustainability
Product & Services Innovation
Security & Resiliency

9 PRIORITY INDUSTRIES

Globally focus on nine key industries – the foundational industries for a smarter planet

Banking & Financial Markets
Chemical & Petroleum
Electronics
Energy & Utilities
Government
Healthcare
Retail
Telecommunications
Transportation

SMARTER CITIES AND STIMULUS INITIATIVES

Use our smarter city agenda to foster constituency, and drive action in policy, solutions, and citizen interest.

Economic stimulus
Key infrastructure projects
Industry solutions
Cross-industry enablers
Policy-setting
Citizen engagement



We are Winning with our Partners

Ringnes deploys RFID technology to oversee and optimize freight flow in production

A New Intelligence solution

Industry: Consumer Products

Business Need:

Norway's largest beverage distributor, Ringnes AS, sought a better overview of the freight flow at its production facilities. The company wanted to optimize the flow by gaining better control of the location and status of containers on trailers at any given time. To do this, Ringnes needed to know whether they were on – or off – site, and the time they were parked at the facility, unloaded, loaded and driven away.

Solution:

In collaboration with IBM and IBM Business Partner Intermec, the company implemented a system for recording container location and status, based on Radio Frequency Identification (RFID) technology. Antennas placed at the main gate and at each of the 40 load gates of the Ringnes facility in Gjelleråsen record the arrival, departure, loading and unloading of each individual RFID-tagged container.

Business Partner:

Intermec develops and integrates products, services and technologies that identify, track and manage supply chain assets and information.

Smarter Planet References:
Building a Smarter Planet with our Business Partners
Let's build a Smarter Planet together.

Automotive [\[click here\]](#) **Banking** [\[click here\]](#) **Chemicals & Petroleum** [\[click here\]](#) **Computer Services** [\[click here\]](#) **Consumer Products** [\[click here\]](#) **Education** [\[click here\]](#) **Electronics** [\[click here\]](#) **Energy & Utilities** [\[click here\]](#) **Fabrication & Assembly** [\[click here\]](#)

Government [\[click here\]](#) **Healthcare** [\[click here\]](#) **Industrial Products** [\[click here\]](#) **Insurance** [\[click here\]](#) **Media & Entertainment** [\[click here\]](#) **Non Profit** [\[click here\]](#) **Telecommunications** [\[click here\]](#) **Travel & Transportation** [\[click here\]](#)

Select industry box to view

The Smarter Planet references in this update tell compelling client stories how, together with IBM, Business Partners are delivering game-changing innovations. Each reference tells the story of a Smarter Planet solution — one that's instrumented, interconnected and intelligent.

[Click here to read more about a Smarter Planet.](#)

[Click here for an index listing all references.](#)

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We are Investing in Industry Value

Strategic Business Drivers

Industry specific challenges, market drivers, shifts & trends

Industry Solutions

- Industry and subject matter expertise
- Applications and tools

Industry Frameworks

Servers, storage, communication networks & associated services

Value Add

- Process models & flows
- Information models
- Design templates
- Re-usable code assets
- Industry standards
- Common services

Integrated on IBM Software

WebSphere.

Rational.

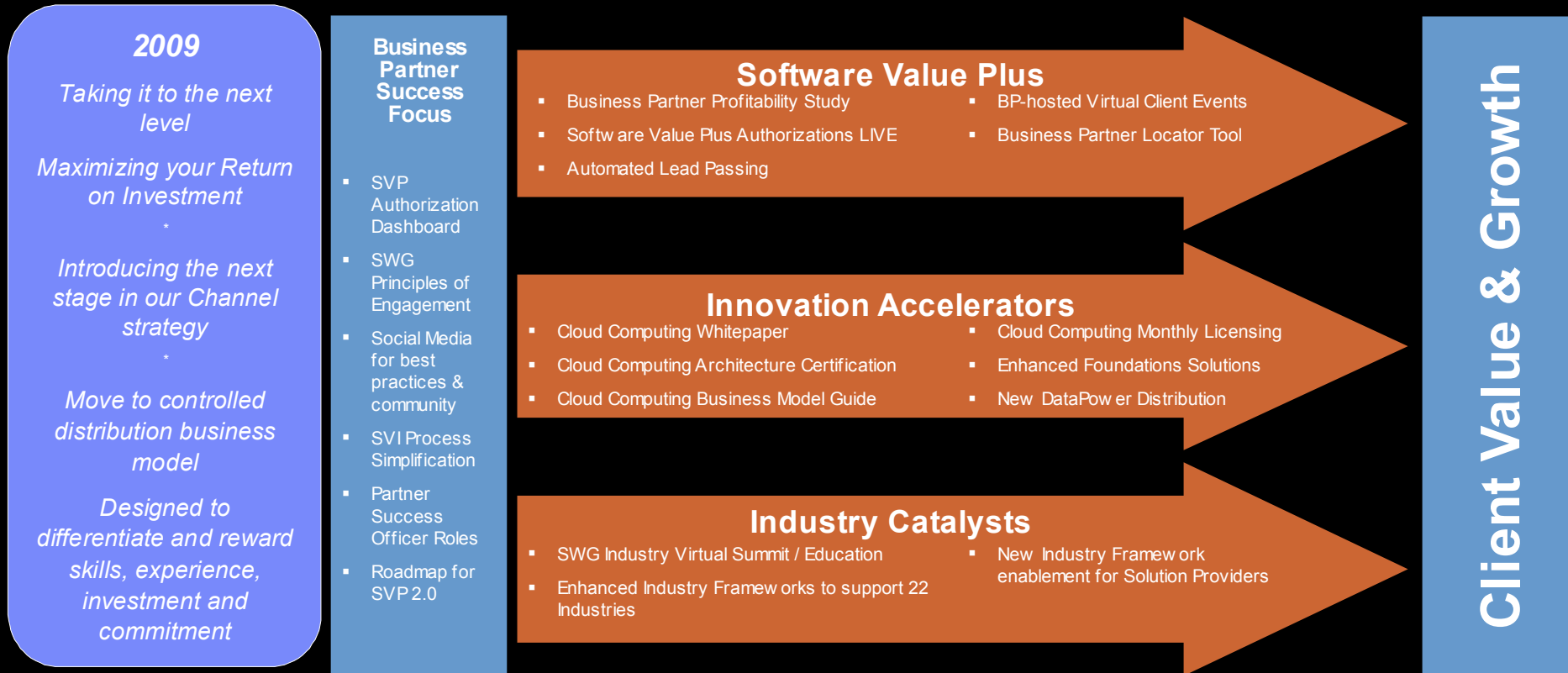
Tivoli.

Information Management

Lotus.

Industry Frameworks deliver technology in an industry context, aligning IT to business needs

What we have Delivered so far



IBM Investment & Commitment to Partners

- Business partners are an integral part of the IBM sales team
- Principles of Engagement defined in writing
- Small Deal Management System
- *New* Channel Education mandated for all IBM sellers to better understand how to leverage and engage partners

IBM SWG Principles of Engagement



"Business Partners provide an important growth opportunity for IBM. As our representatives to so many clients, they are integral to our go-to-market strategy and business success"

- Steve Mills, January 2010

**Senior Vice President and Group Executive
IBM Software Group**

Three Key Takeaways

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1 Client Success

2 Industry Value

3 Commitment to Partners



Thank you!

