Stratégie IBM software

Philippe Bournhonesque

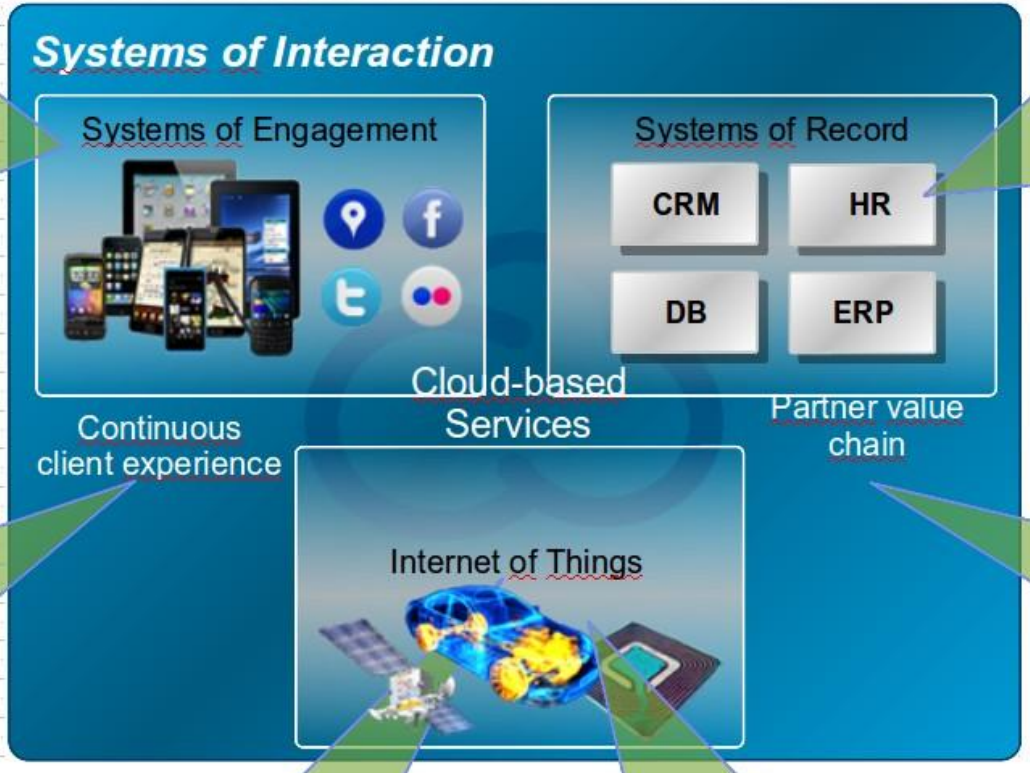
Directeur stratégie Software France

Un monde en pleine évolution ...

Innovation rapide avec les systèmes d'interaction

Fournir rapidement des applications différentiantes

afin d'offrir de nouveaux services et conquérir de nouveaux clients



Intégrer, faire évoluer & maintenir la stabilité des services & êtres conformes aux obligations règlementaires

Fournir une expérience client différentiante afin de satisfaire les besoins des power users

Une software supply chain pour baisser les couts et accélérer l'offre de services

Utiliser le cloud pour plus de flexibilité et de rapidité

Des innovations basés sur le logiciel pour une smarter infrastructure de millions de devices

Acquisitions récentes

Besoin Métier	Acquisitions récentes
Capitaliser sur les big data pour comprendre et agir	DAEJA Image systems an IBM Company — Document viewer THENOWFACTORY — Analytics telco
Approfondir la relation avec les clients, partenaires et employés	xtify — Mobile Customer Engagement
Engager chacun, partout, tout le temps	
Accélérer la fourniture de produits et services	urban{code} — Devops
Utiliser le cloud pour des changements stratégiques	
Protéger sa marque et le futur	Trusteer — Endpoint security

IBM & The Now Factory : La combinaison gagnante

IBM Big Data & Analytics

Highlights

- La plateforme bigdata la plus complète du marché
- Expérience de déploiement des solutions d'analytics big data
- Relations étroites avec les principaux Communications Service Providers

+ THENOWFACTORY®

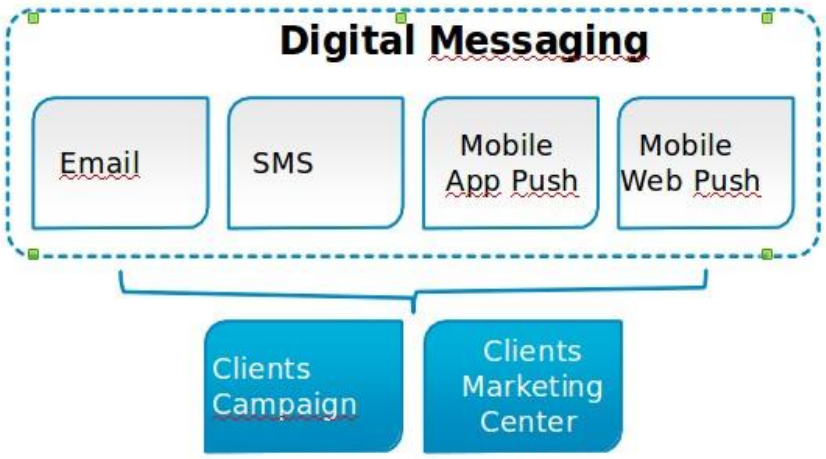
Highlights

- Technologie ultra haute performance de médiation pour collecte et analyse des données réseau en temps réel
- Reporting et analytics out of the box pour service client, network operations et marketing

Xtify – Plateforme de notification mobile

Stratégie d'intégration

d'Enterprise Marketing Management : IBM Marketing Center

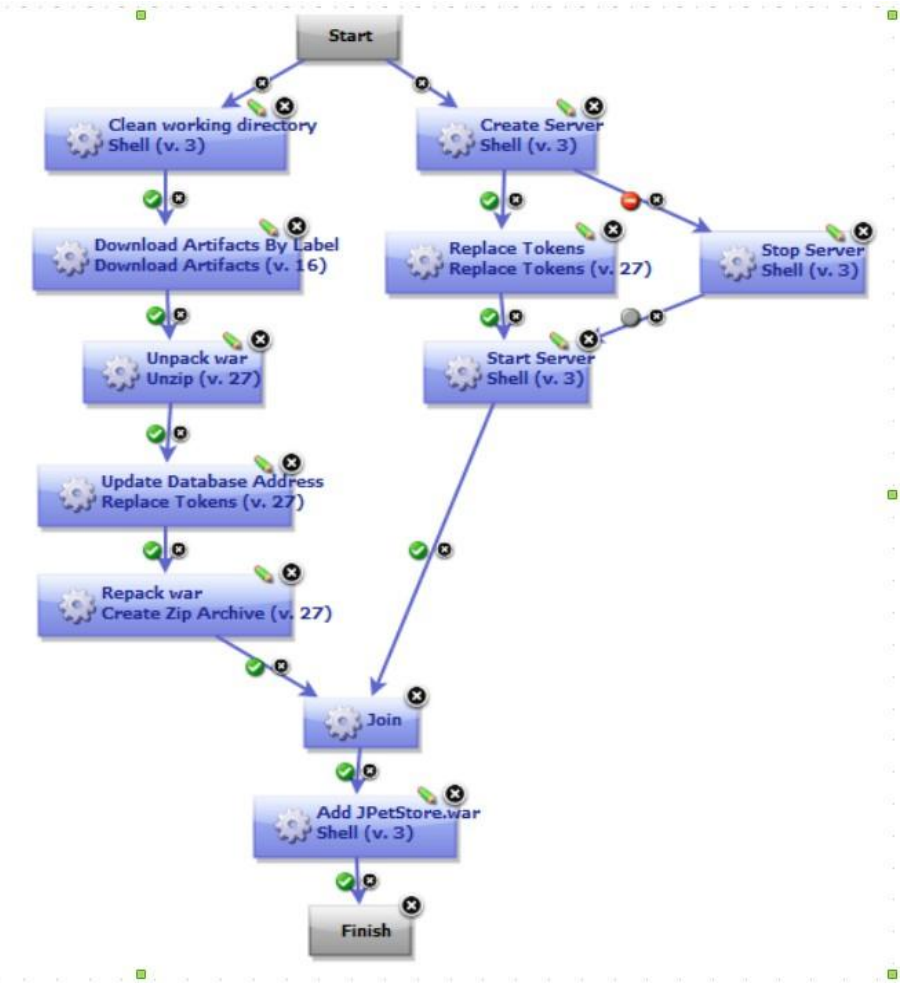


uDeploy

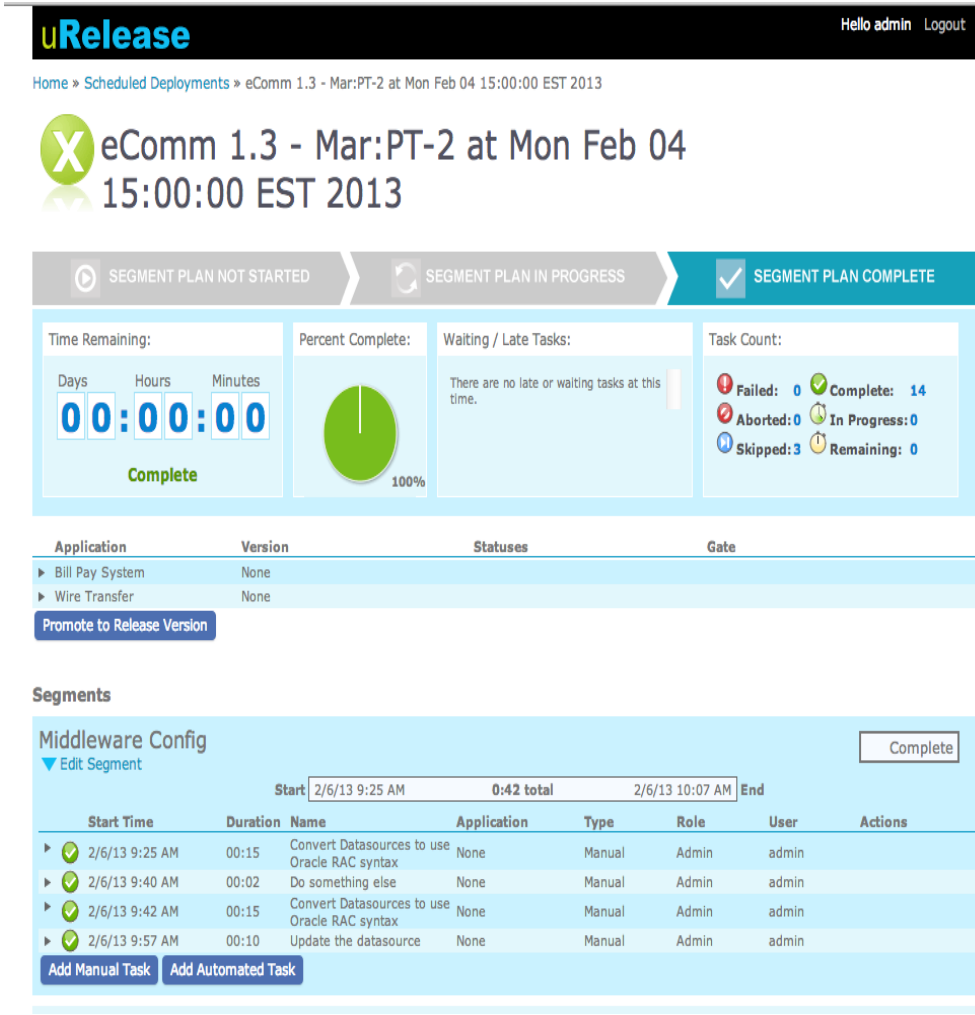
uRelease

IBM

Industrialisation des déploiements

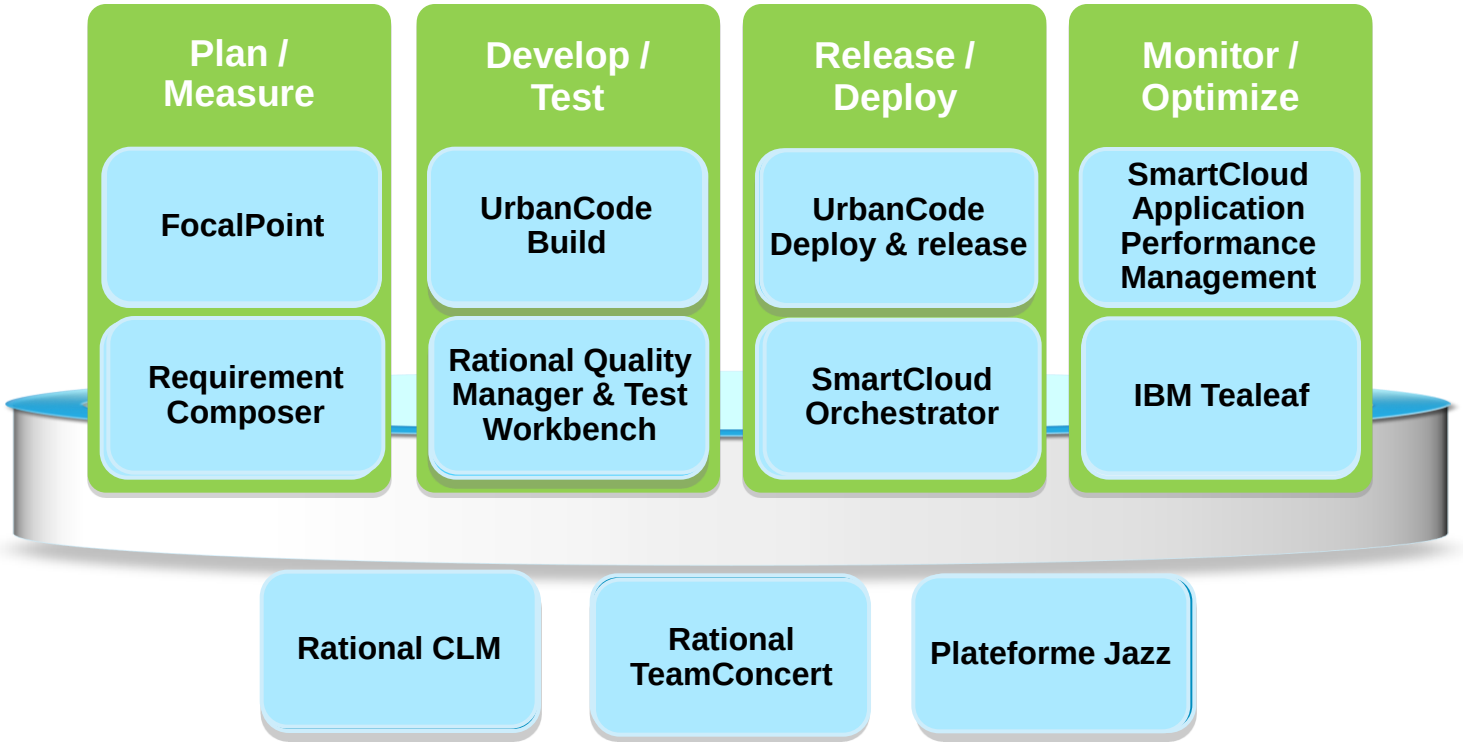


Planification & orchesration des releases

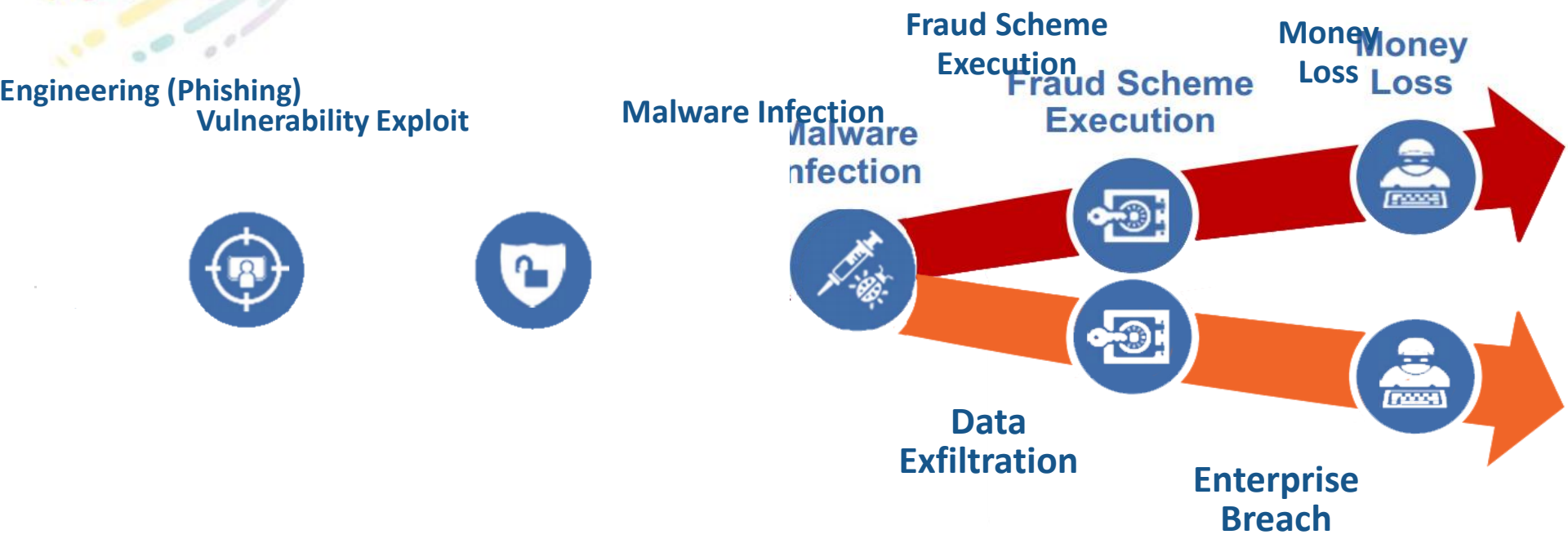


Développement logiciel
du besoin métier à la mise en production

Agile Initiative	Quality Improvement	Continuous Delivery	Market Experimentation	Mobile Transformation	SW-Defined Environments	Legacy Systems



Malware et phishing



- Erreurs humaines inévitables
- Émergence en permanence de nouvelles vulnérabilités dans les systèmes et applications
- La détection des malwares est toujours à la traîne

Widespread Fraud

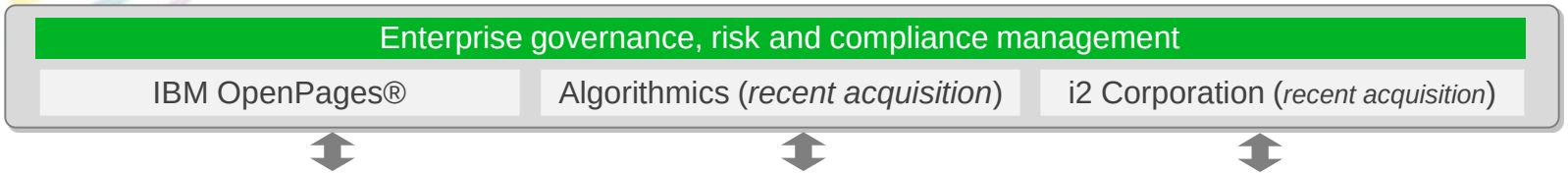
- **$3.4B** est de fraude en ligne en 2012

Attaques avancées

- **85%** des attaques sont non détectées
- **$8.9M** = cout moyen d'une cyber attaque

1JPMorgan: 2012 Online Fraud Report , 2Gartner: 2290415, 3Ponemon Institute: 2012 Cost of Cybercrime Report: US

Trusteer au sein du Portfolio sécurité IBM



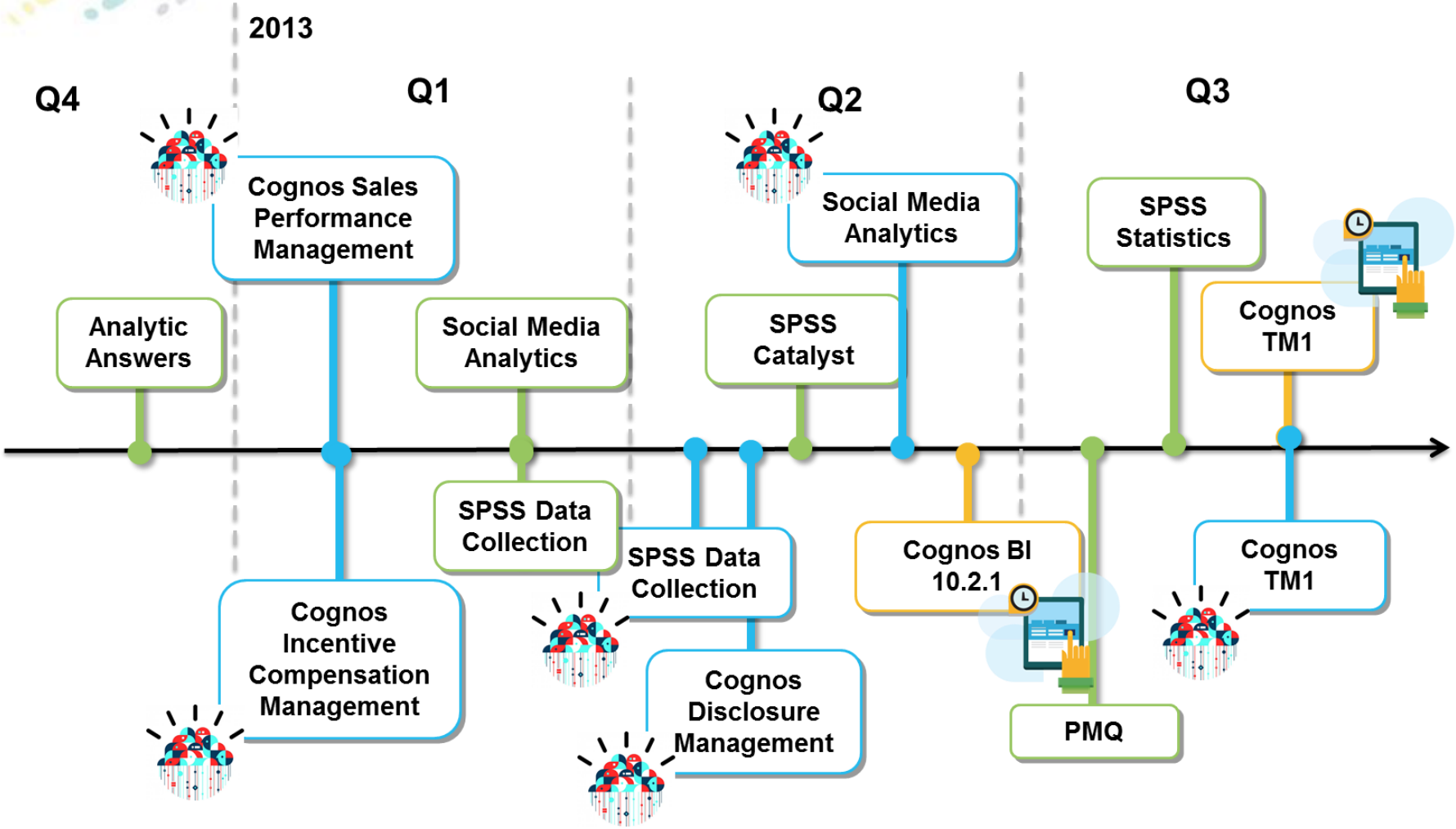
Security Intelligence and Analytics			
QRadar SIEM	QRadar Log Manager	QRadar Risk Manager	QRadar Vulnerability Manager

Advanced Fraud Protection			
Trusteer Rapport	Trusteer Pinpoint Malware Detection	Trusteer Pinpoint ATO Detection	Trusteer Mobile Risk Engine

People	Data	Applications	Network Infrastructure Endpoint	
Identity Management	Guardium Data Security and Compliance	AppScan Source	Network Intrusion Prevention	Trusteer Apex
Access Management	Guardium DB Vulnerability Mgt	AppScan Dynamic	Next Generation Network Protection	Mobile & Endpoint Management
Privileged Identity Manager	Guardium / Optim Data Masking	DataPower Web Security Gateway	SiteProtector Threat Management	Virtualization and Server Security
Federated Access and SSO	Key Lifecycle Manager	Security Policy Manager	Network Anomaly Detection	Mainframe Security

X-Force Research

Analytics – quoi de neuf en 2013 ?



RUGBY FOOTBALL UNION

Rendre le rugby compréhensible en temps réel durant les matchs – augmenter la passion des supporters, et susciter de nouveaux fans

27%

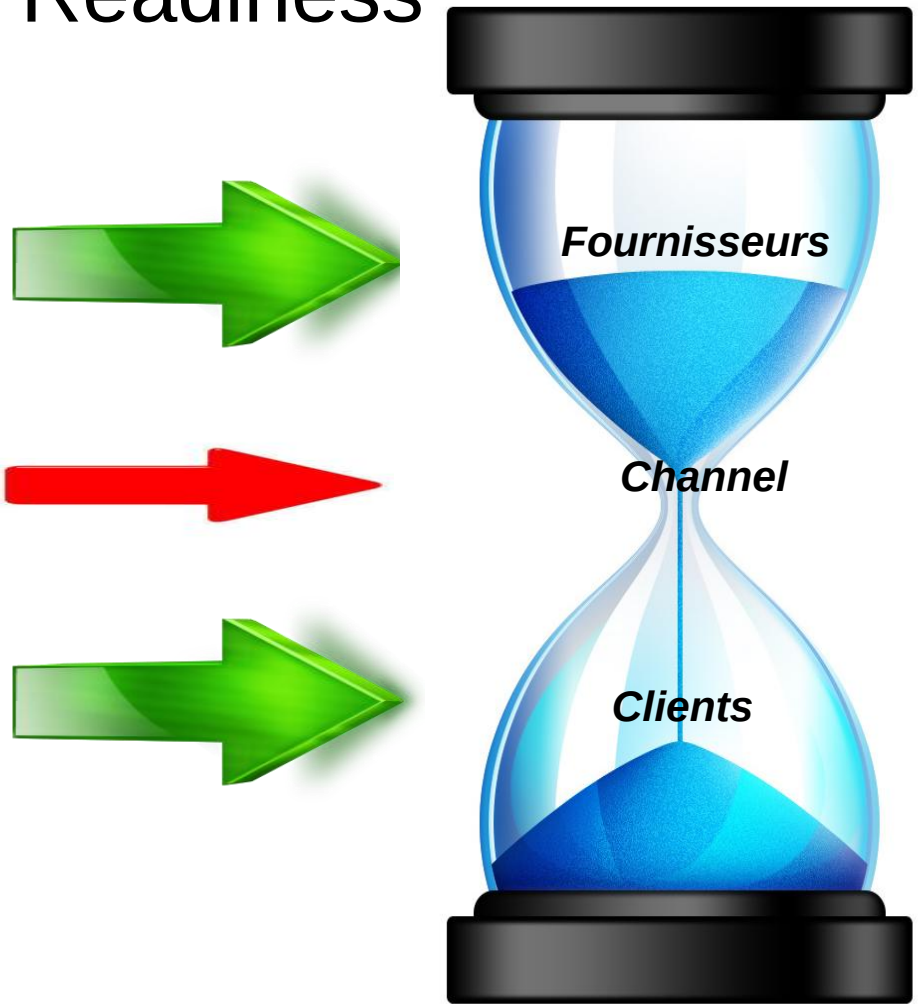
d'augmentation du nombre de visiteurs uniques

Opportunités Cloud vs. Channel Readiness

90% ***des Fournisseurs ont une stratégie Cloud***

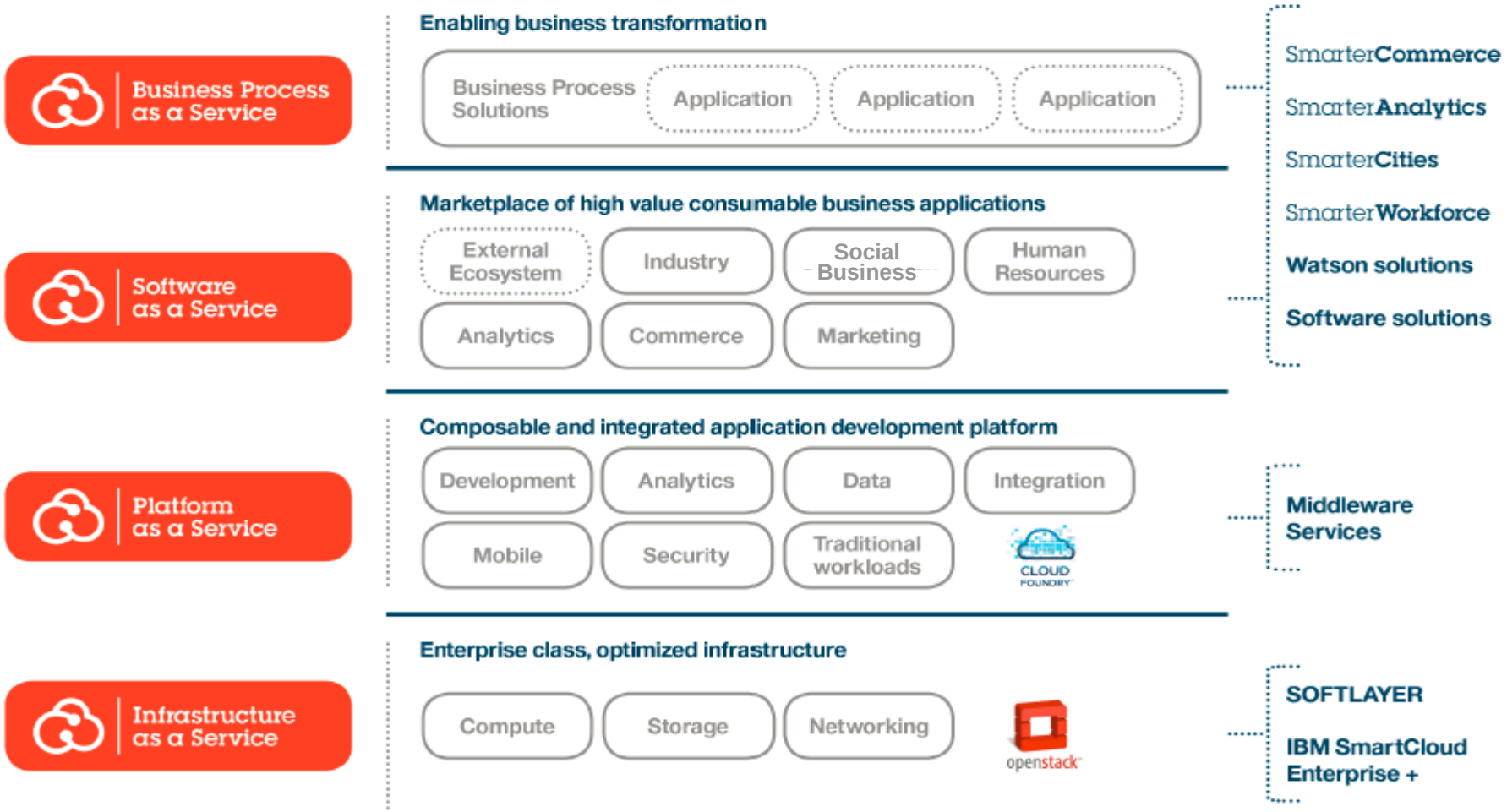
Seulement 25-30% des Channel Partners sont Cloud-ready

80-90% ***des CIOs indiquent qu'ils achèteront des solutions cloud en 2014***



IBM cible toutes les couches du “stack” Cloud

Think it. Build it. Tap into it.

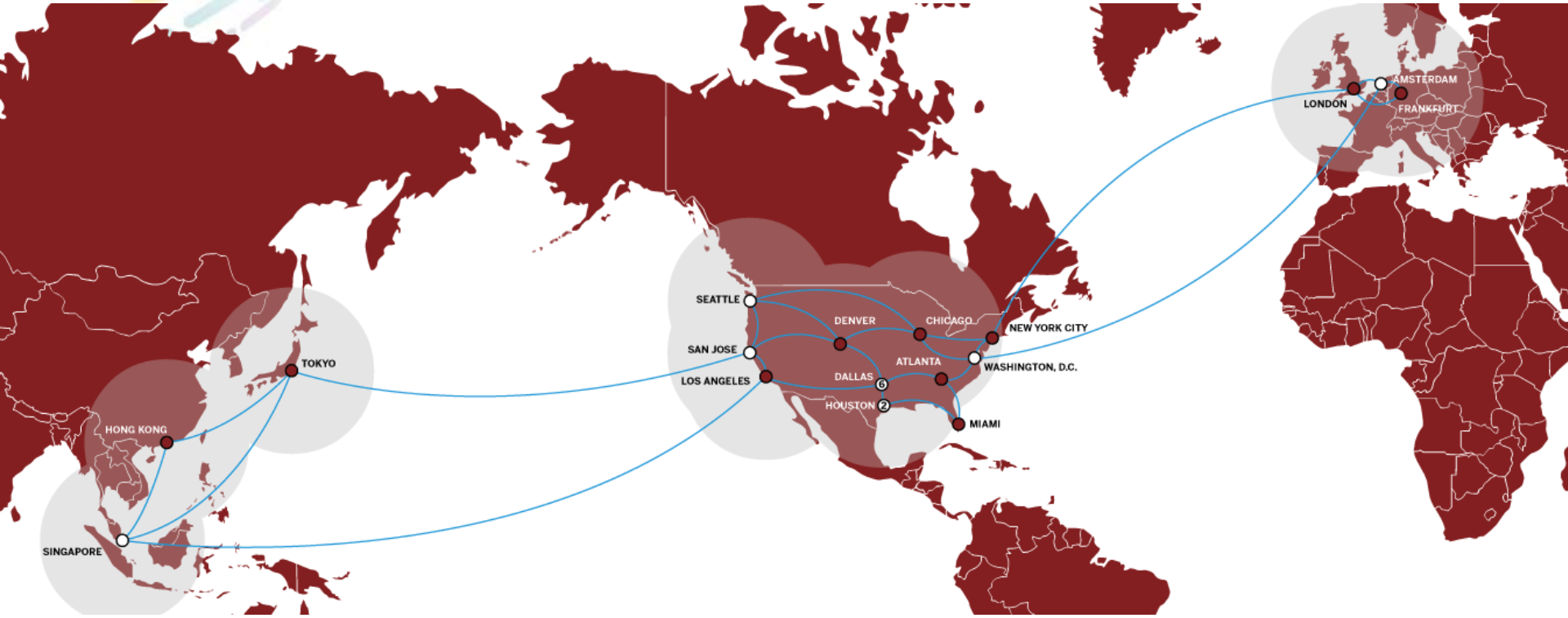


Business Partners & le cloud SaaS
Comment gagner de l'argent ....

“A Cloud BP selling $1M a year in new subscriptions is worth 3 to 4 times an on-prem BP selling $1M a year in new license” - Bruce Stuart, ChannelCORP

Build the future.™

Softlayer



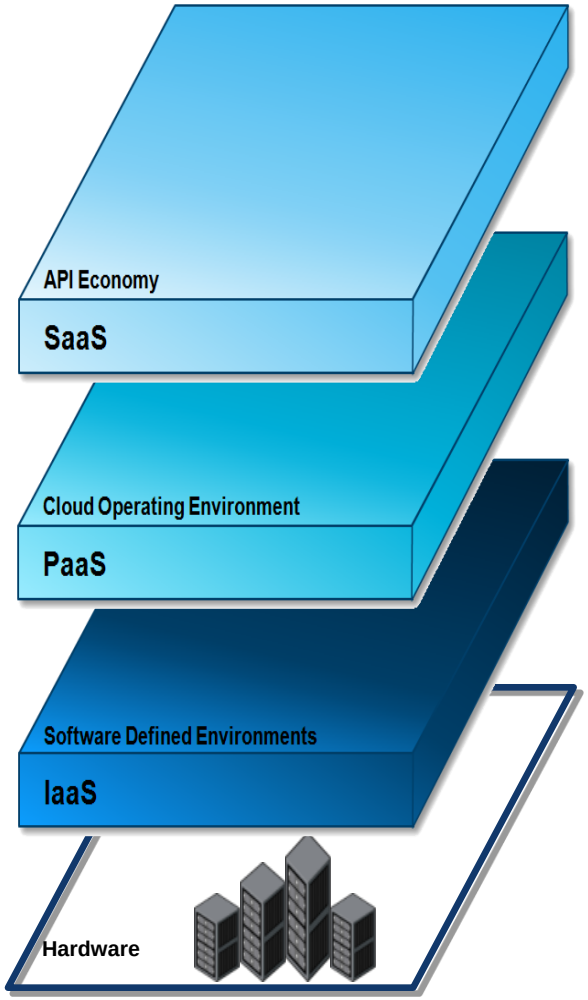
- 13 data centers
- 17 network PoPs
- Global private network

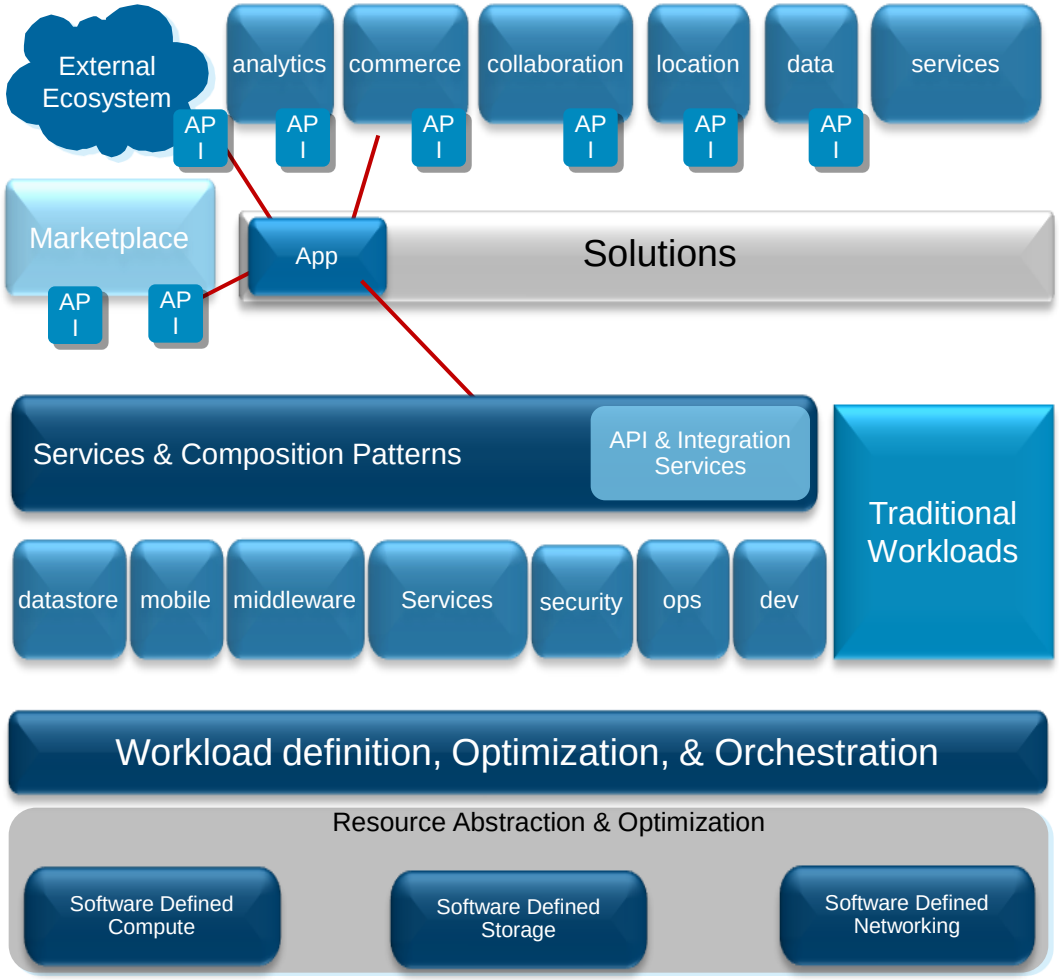
100.000 SERVEURS

21.000 Clients

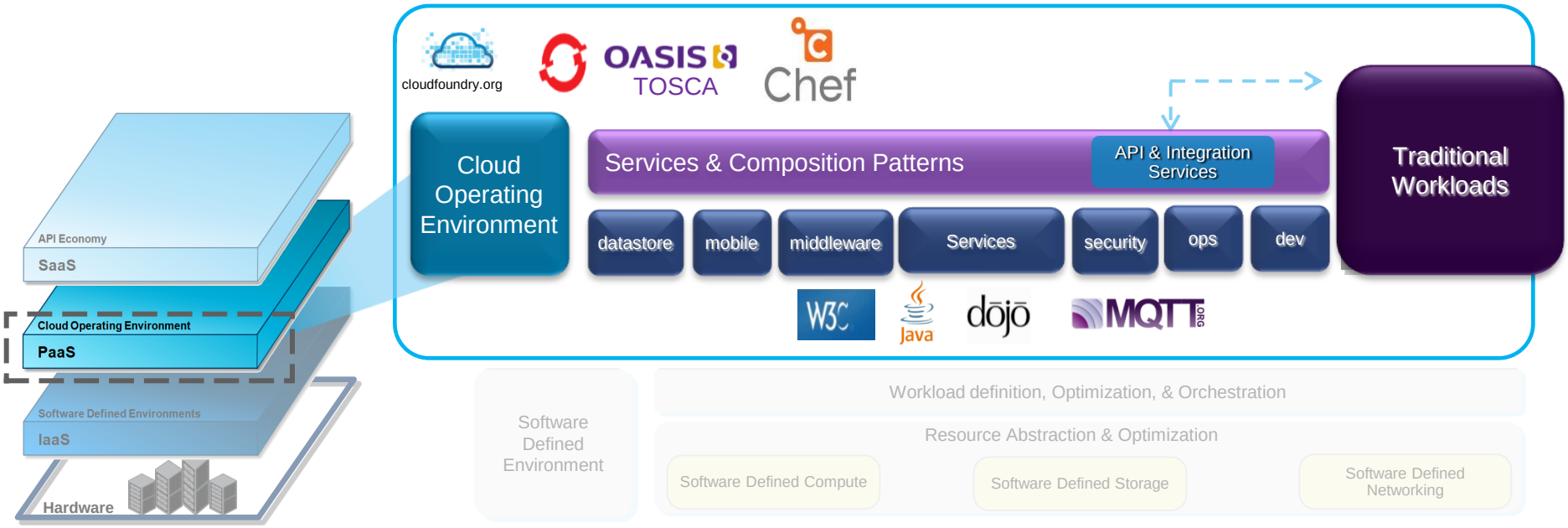
22.000.000 DOMAINES

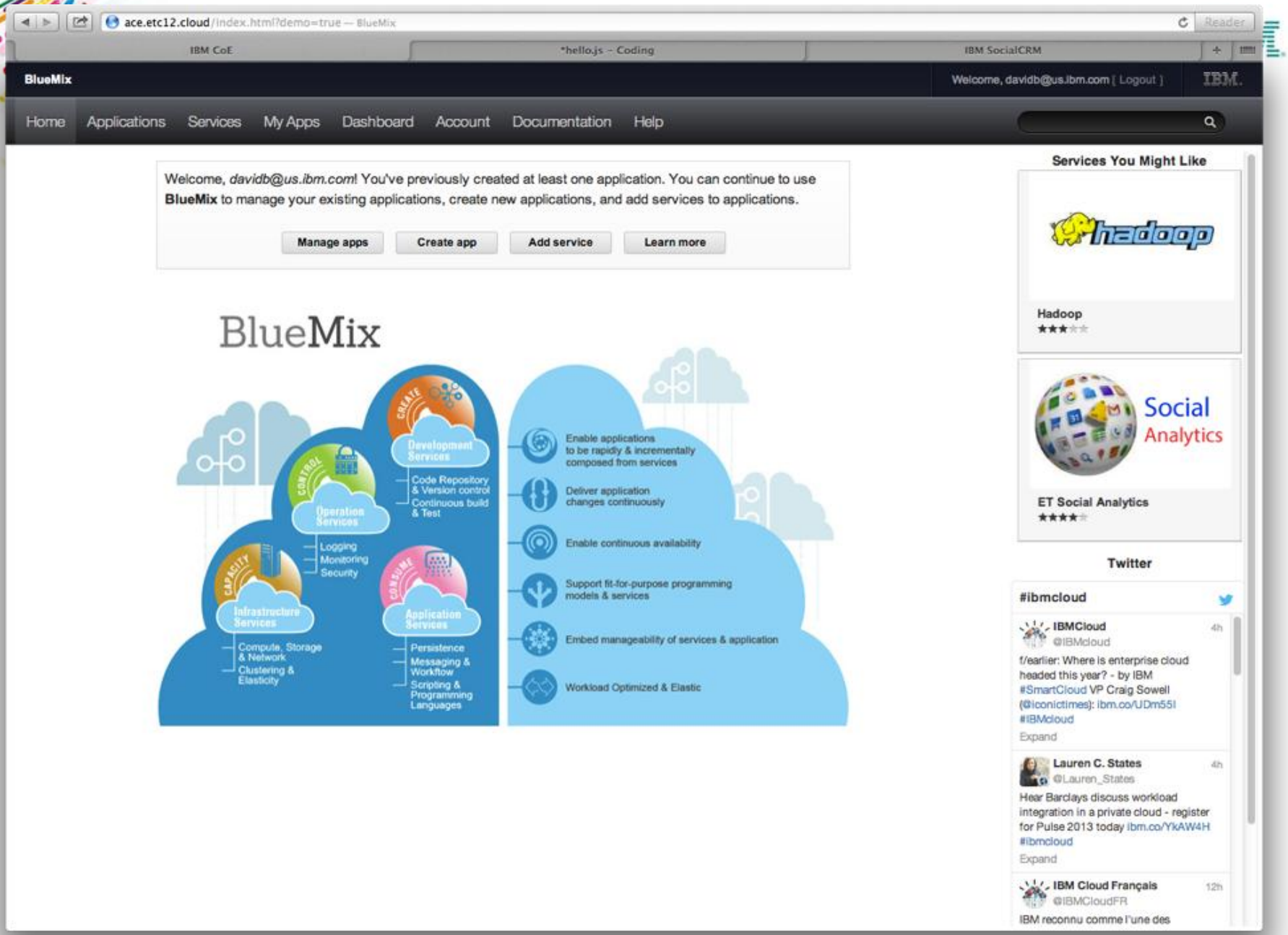
une architecture IBM Cloud ouverte





PaaS IBM


API Economy
SaaS
Cloud Operating Environment
PaaS
Software Defined Environments
IaaS
Hardware
cloudfoundry.org
OASIS
TOSCA
Chef
Cloud Operating Environment
Services & Composition Patterns
API & Integration Services
datastore
mobile
middleware
Services
security
ops
dev
Traditional Workloads
W3C
Java
dojo
MQTT
Software Defined Environment
Workload definition, Optimization, & Orchestration
Resource Abstraction & Optimization
Software Defined Compute
Software Defined Storage
Software Defined Networking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Clustering & Elasticity
CONSUME
Application Services
Persistence
Messaging & Workflow
Scripting & Programming Languages
Enable applications to be rapidly & incrementally composed from services
Deliver application changes continuously
Enable continuous availability
Support fit-for-purpose programming models & services
Embed manageability of services & application
Workload Optimized & Elastic
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@Lauren_States
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Hear Barclays discuss workload integration in a private cloud - register for Pulse 2013 today ibm.co/YkAW4H #ibmcloud
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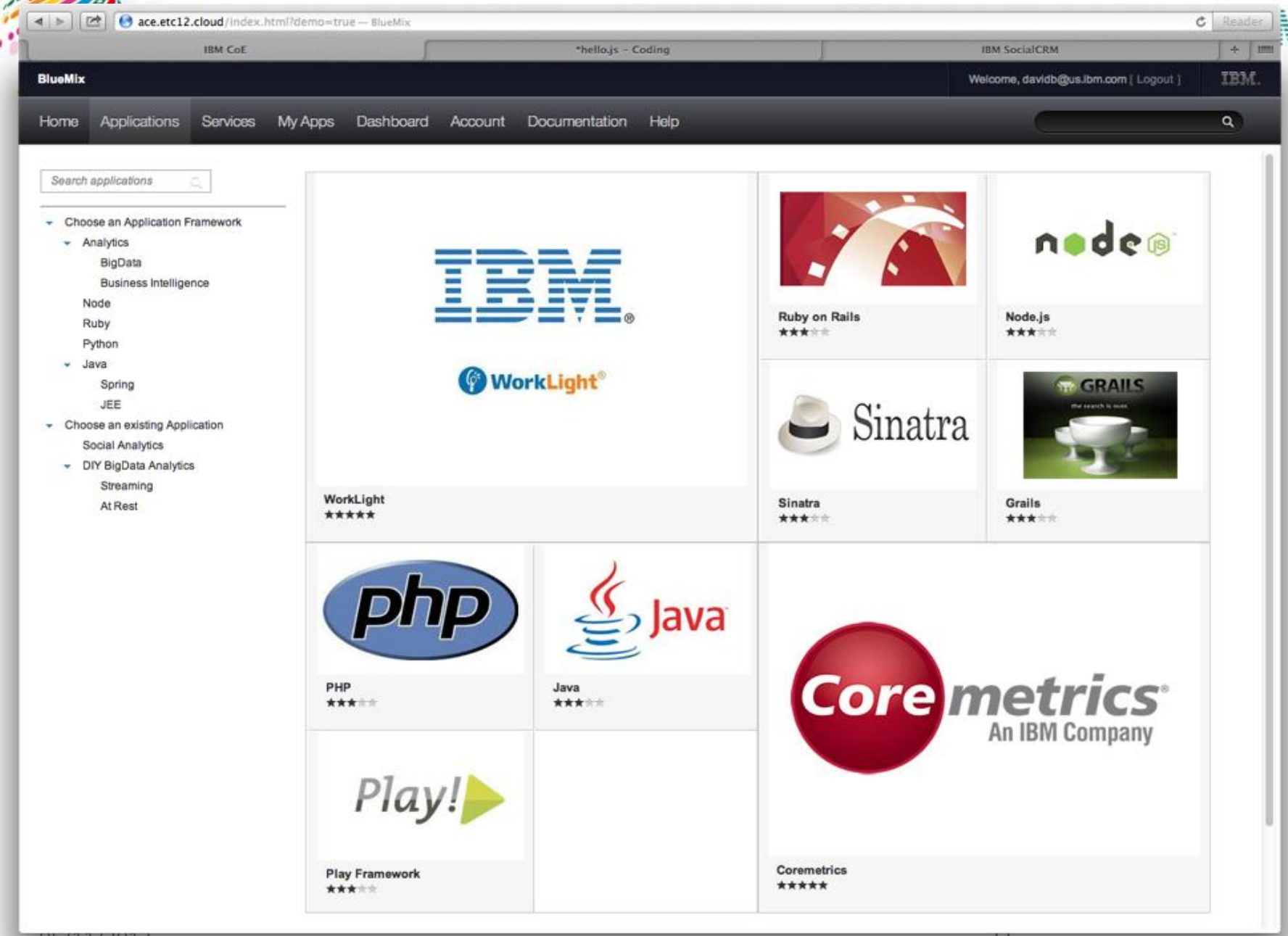
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BigData
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Java
Spring
JEE
Choose an existing Application
Social Analytics
DIY BigData Analytics
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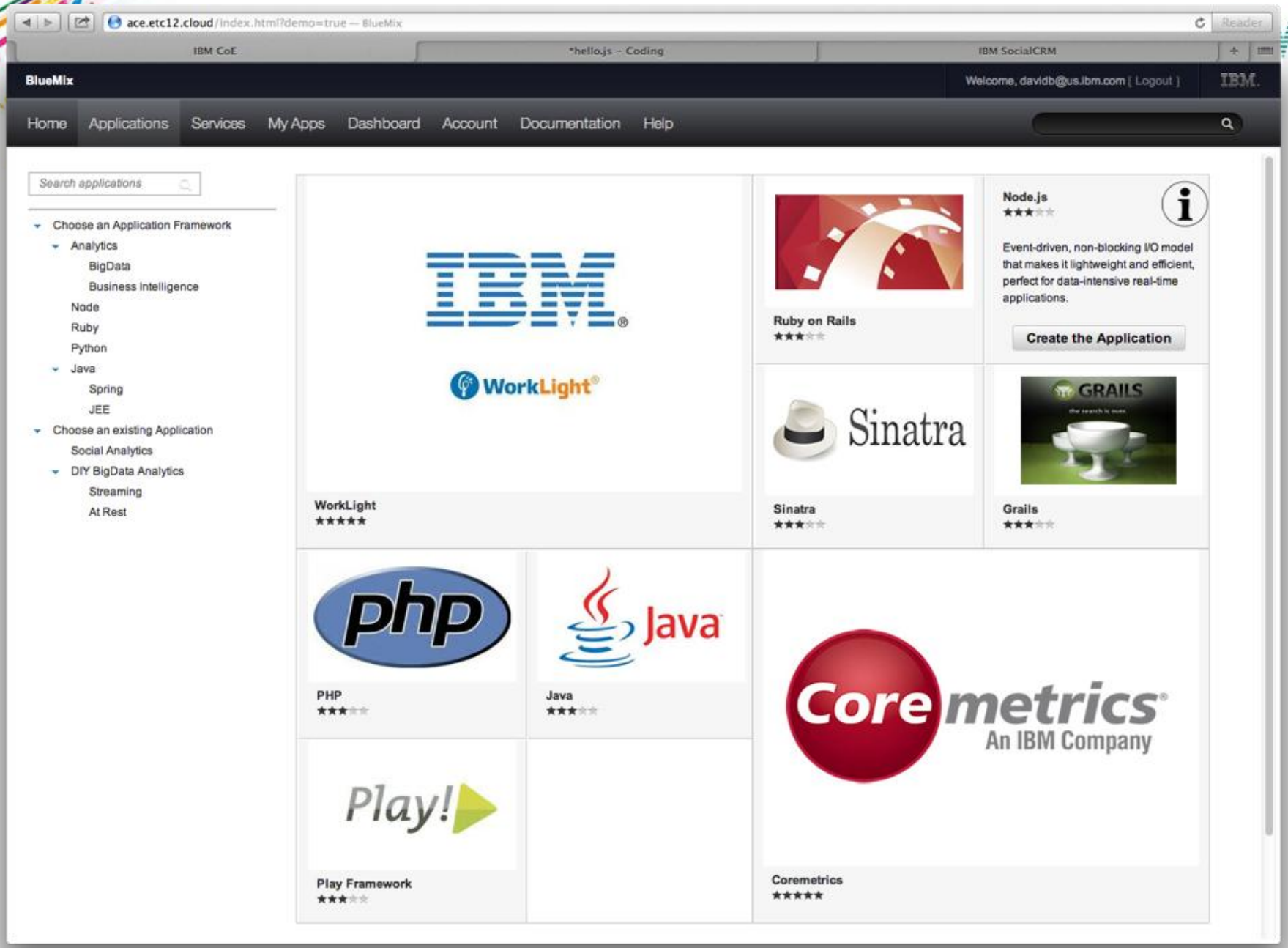
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WorkLight
WorkLight
Ruby on Rails
Node.js
Event-driven, non-blocking I/O model that makes it lightweight and efficient, perfect for data-intensive real-time applications.
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Play!
Play Framework
Coremetrics
An IBM Company
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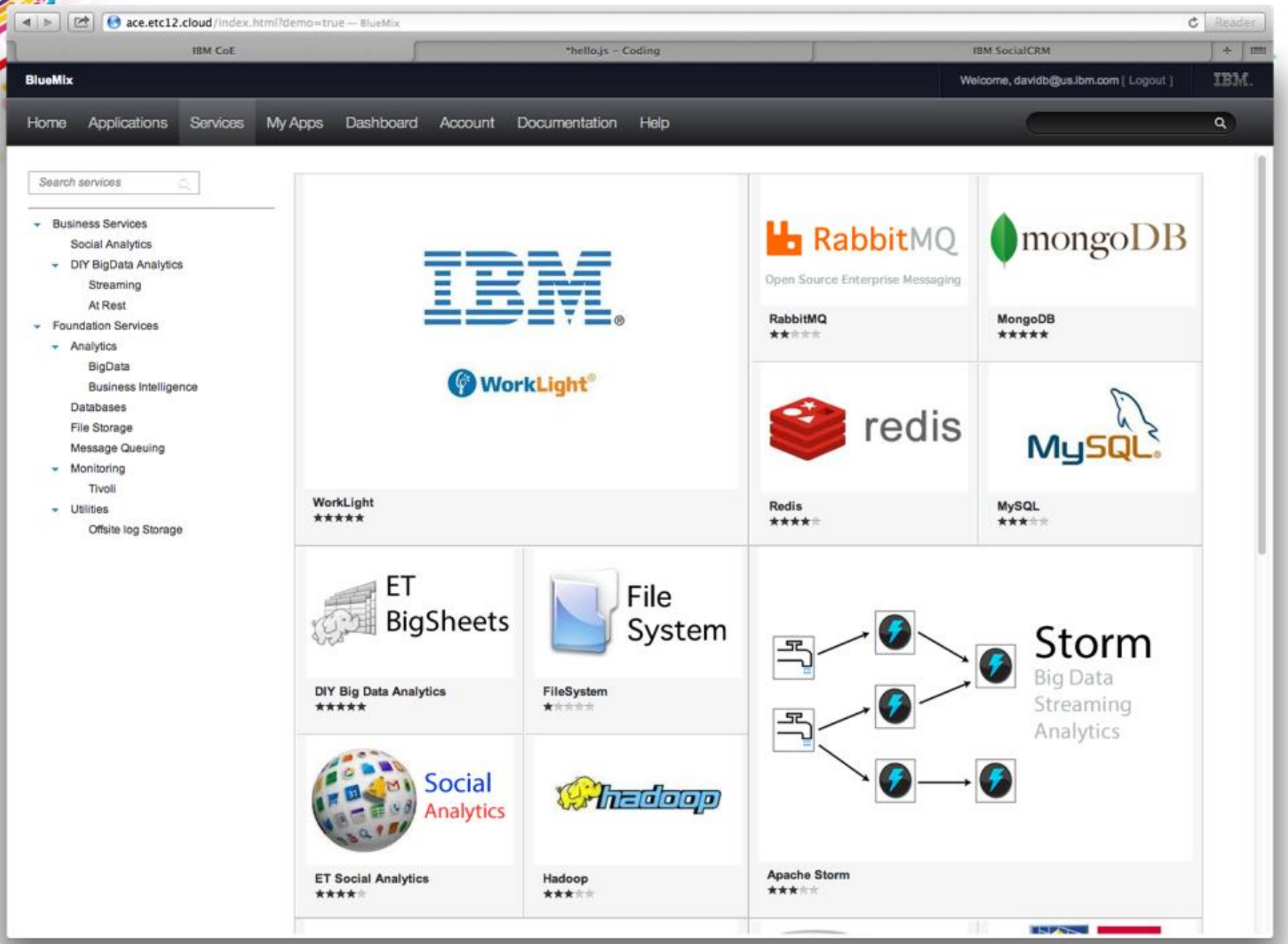
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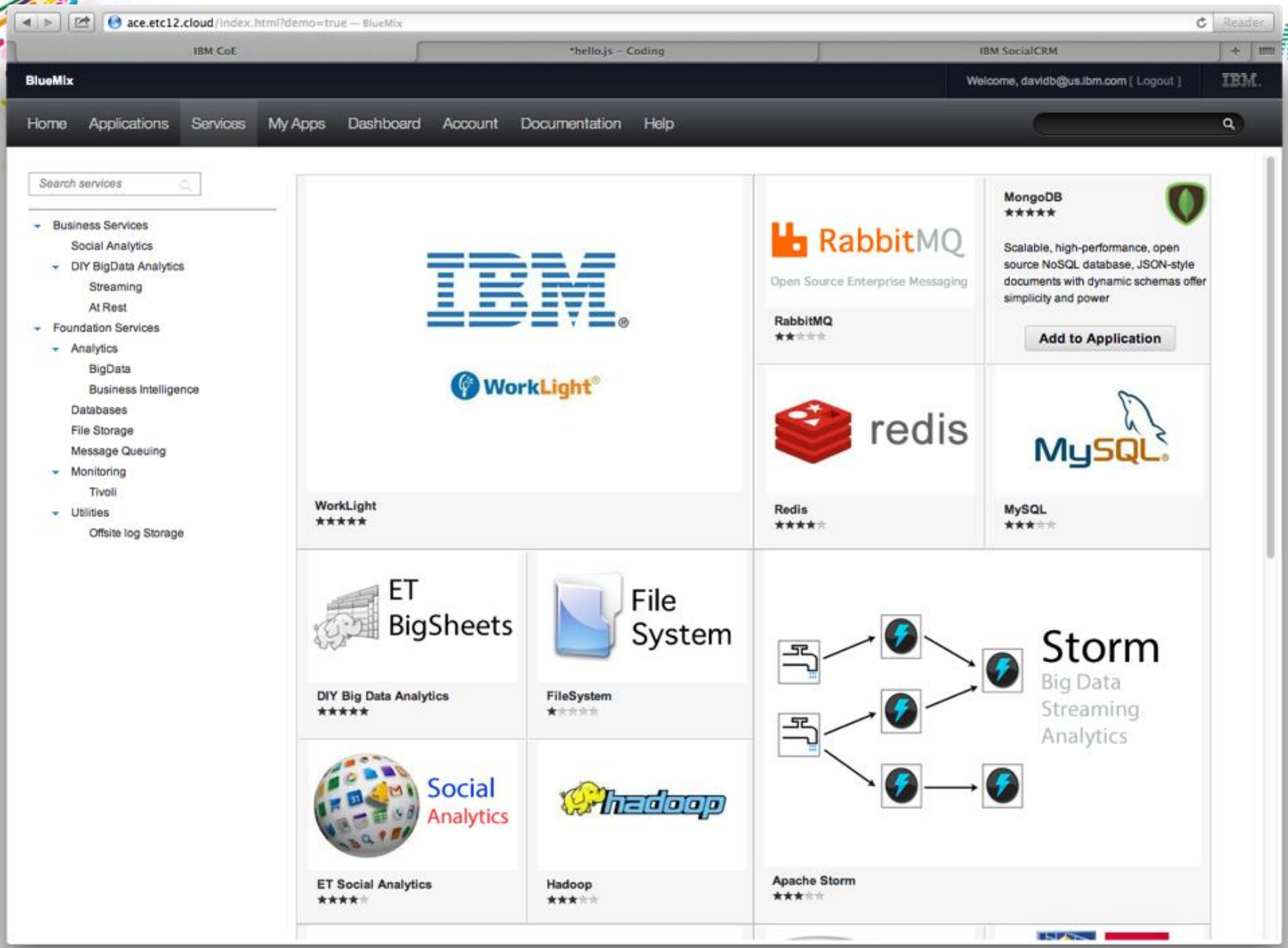
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DIY Big Data Analytics
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Social Analytics
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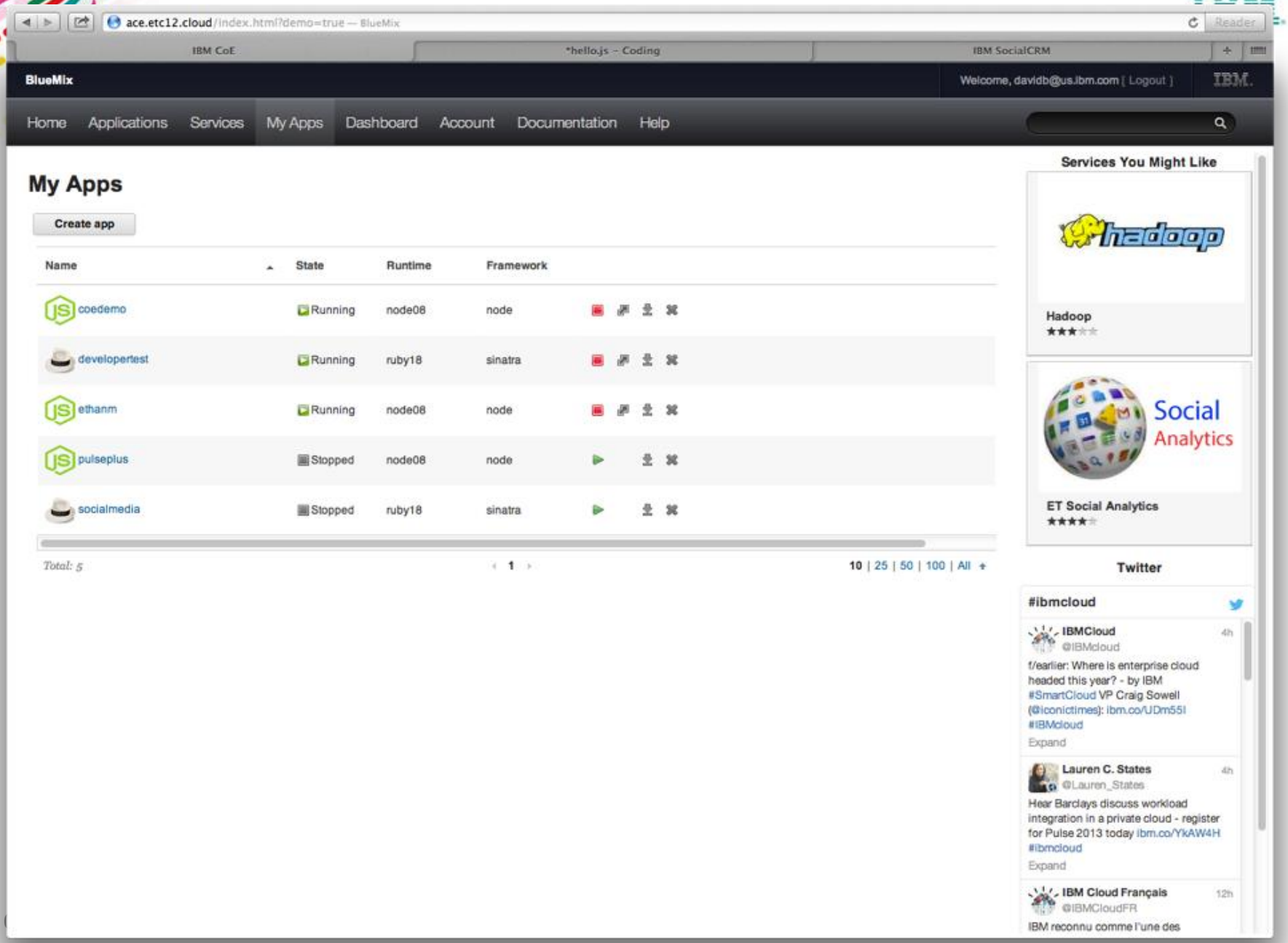
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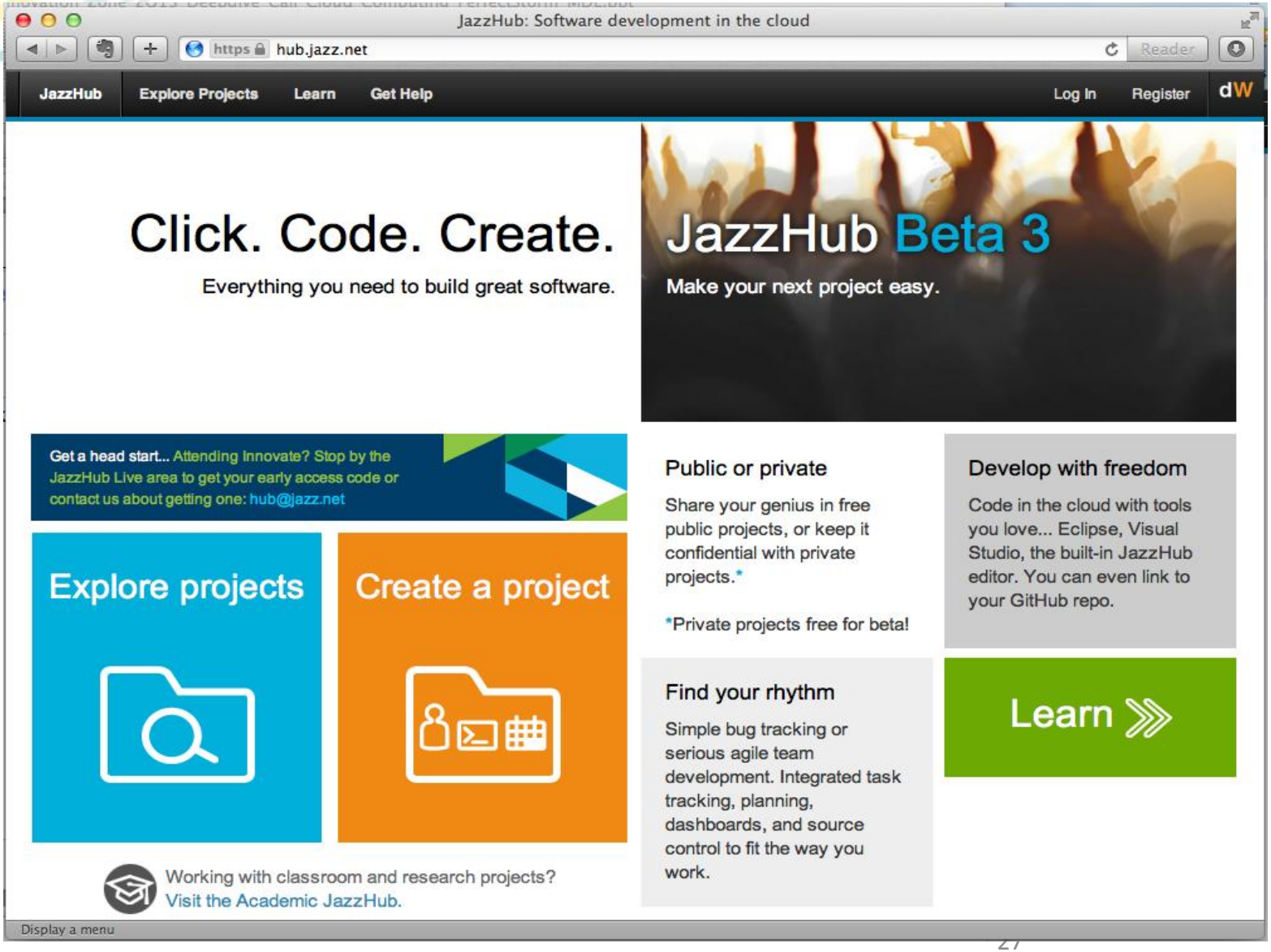
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Make your next project easy.
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*Private projects free for beta!
Develop with freedom
Code in the cloud with tools you love... Eclipse, Visual Studio, the built-in JazzHub editor. You can even link to your GitHub repo.
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Simple bug tracking or serious agile team development. Integrated task tracking, planning, dashboards, and source control to fit the way you work.
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Un chemin pavé d'obstacles…
et d'opportunités

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