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Rethink IT. Reinvent Business.
Why Managed Services?

Hrvoje Supić

Managed&Cloud Services Leader
IBM Central and Eastern Europe, Russia and
Turkey

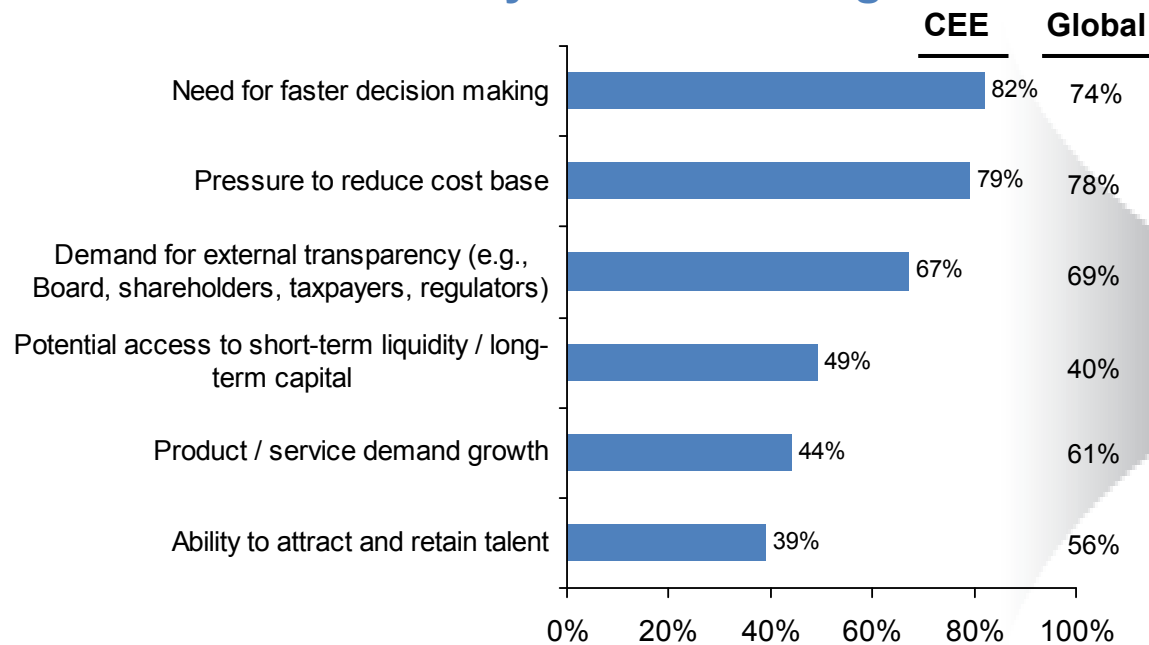


Agenda

- Business challenges: overview from our recent studies
- How managed services can support ?
- IBM positioning on managed services
- Next steps

In a fast changing environment, CFOs are seeking to shorten decision making process while continuing to reduce cost base and improve transparency

Industry / Sector Changes Over the Next Three Years



63% of CEE's Finance organizations believe that major changes are needed to respond to the changing environment.

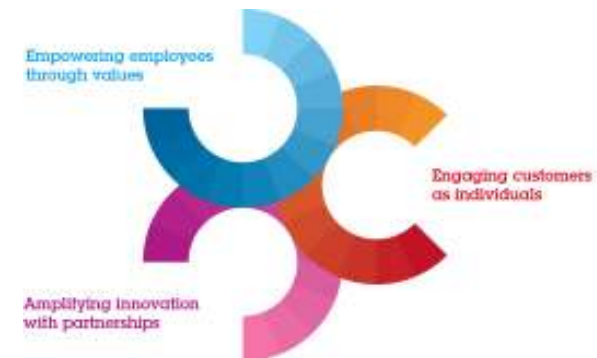
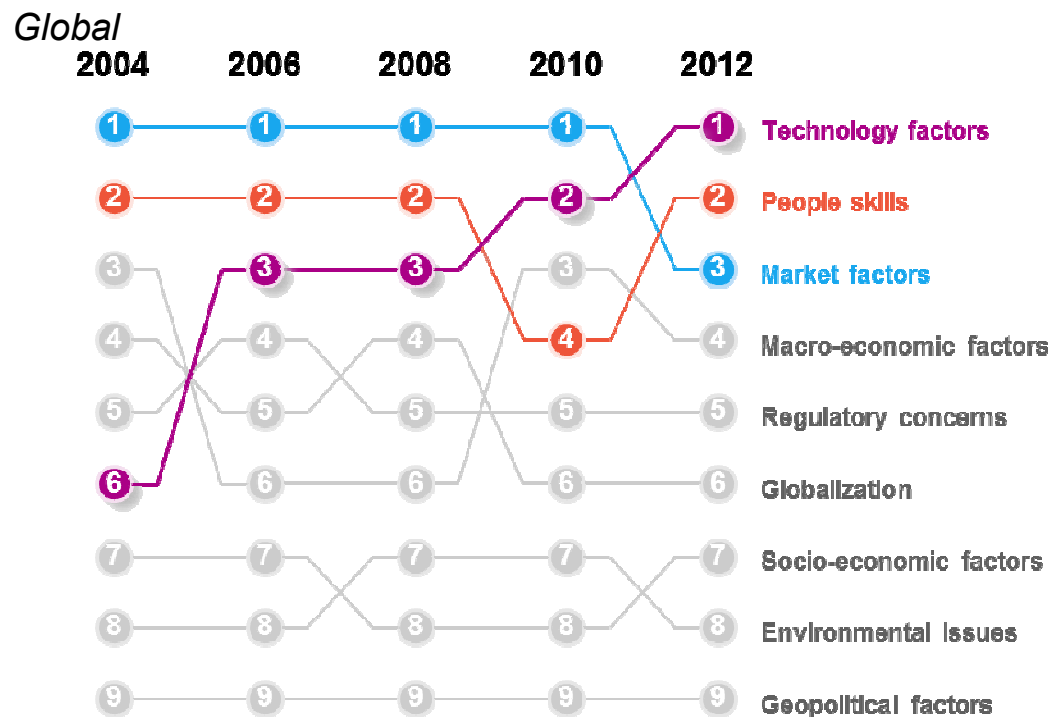
CEE N = 37 to 39; Global N = 1,844 to 1,905

Note: Defined as enterprises selecting [5] Increase considerably and [4] Increase on a 5-point scale where [5] Increase considerably and [1] Decrease considerably

Source: [IBM Institute for Business Value, The Global CFO Study 2010](#)

CEOs identify technology as the most important external force impacting their organizations. They want to leverage it to innovate in Employee relationship, in Client engagements and in partnerships

External forces that will impact the organization



“The biggest risk we face is technological.

If we fail to anticipate a huge technology step, we might go out of business.”

Industrial Products CEO, France

Source: [IBM Institute for Business Value Global CEO Study 2012](#)

Q1 “What are the most important external forces that will impact your organization over the next 3 to 5 years?” (Global n=1709) (CEE n=130)

CIOs are under **increasing pressure** to deliver transformative business value— with limited resources available

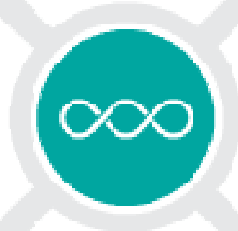
Increased Connection

- **700M** Smartphones & tablets will ship in 2012, a jump of 34%



Increased Demand

- **2.7ZB** of digital content in 2012, a 50% increase from 2011



Increased Opportunity

- **60%** of CIOs view cloud computing as critical to their plans to flexibly respond to business opportunities



Increased Risk

- **40%** of Fortune 500 and popular websites contain a vulnerability

Increased Expectations & Budgetary Constraints

68% of senior management rank technology as critical to business success

BUT . . .

71% of the average IT budget is dedicated to ongoing operations

Thru IT, Enterprise are expecting to address **fundamental needs** to drive business value



How to align IT to these demands?

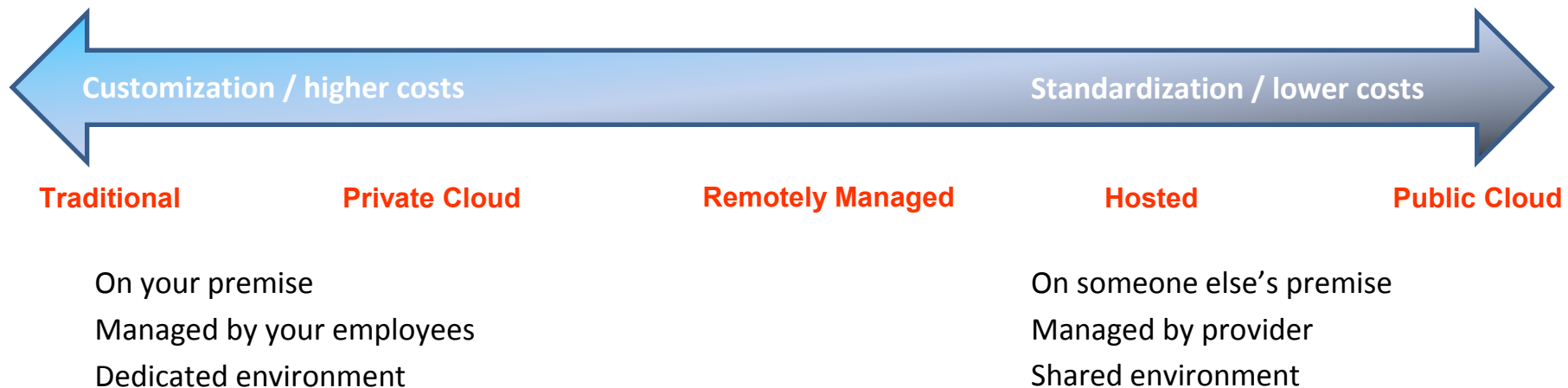
One size does not fit all – tradeoffs will guide your deployment choices

Traditional Environment

Customized for your business
Fully under your control

Public Cloud Environment

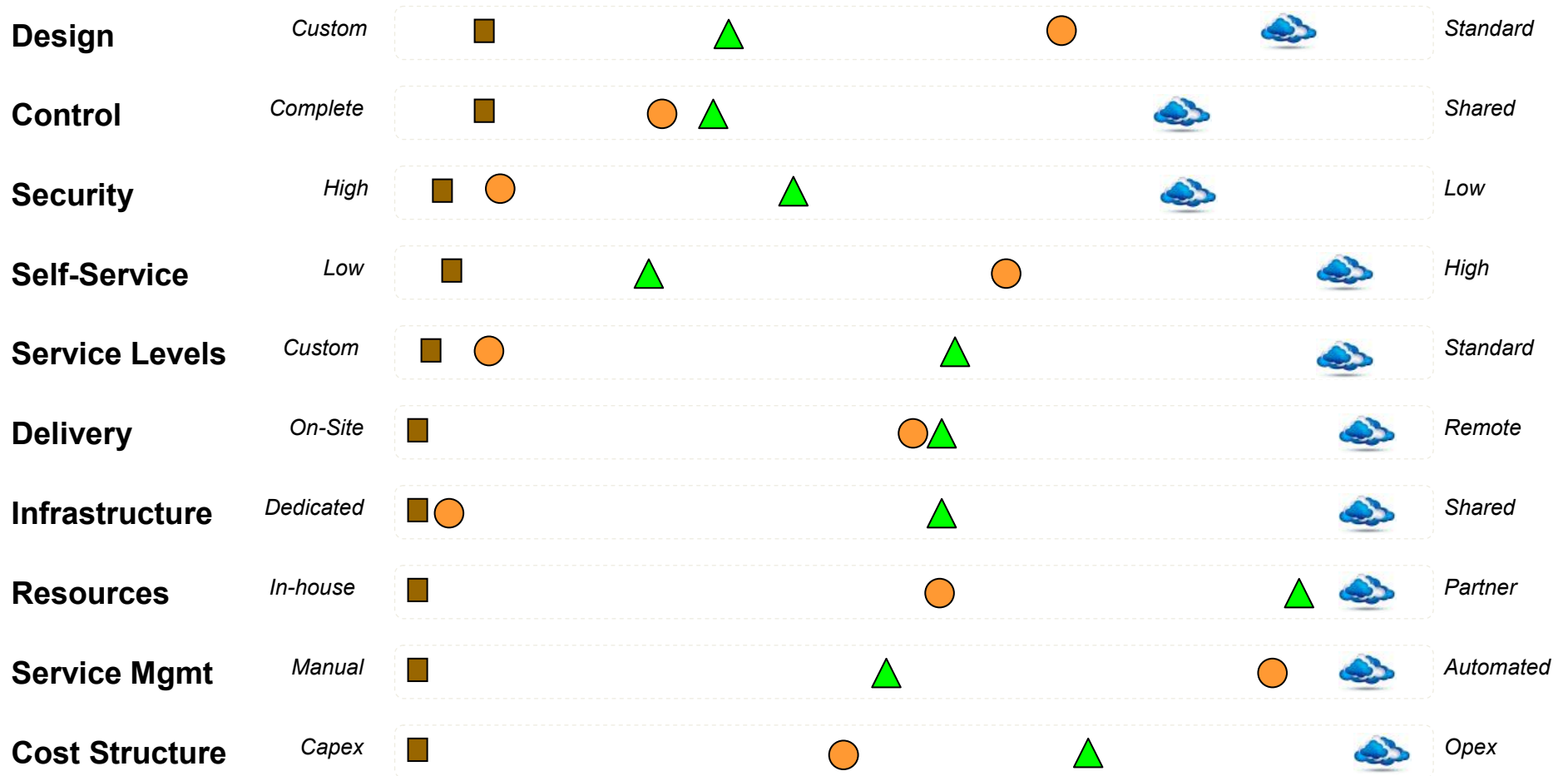
Standardized services
Control often delegated to providers



According to Gartner, “... In 2012, 20% of businesses will no longer own IT assets...”

IBM can help you determine the best mix of delivery models.

Traditional IT
 Managed Services
 Cloud: Private
 Cloud: Multi-tenancy



Assumes a typical deployment

IBM has the best solution portfolio to fulfill client needs.

ITS Managed Services

- Managed Resiliency Services
- Managed Security Services
- Server/Storage Managed Services
- Mobile Enterprise Services for managed mobility
- Service Desk Services
- Network Managed Services

IBM SmartCloud Foundation

Private Clouds

- Private Cloud Implementation
- Cloud Network Strategy / Integration
- Smart Business Desktop Cloud

IBM SmartCloud Services

Cloud Services

- SmartCloud Resilience (BCRS Cloud offerings)
- Managed Security Services (MSS)
- Smart Business Managed Desktop
- Private Cloud Managed

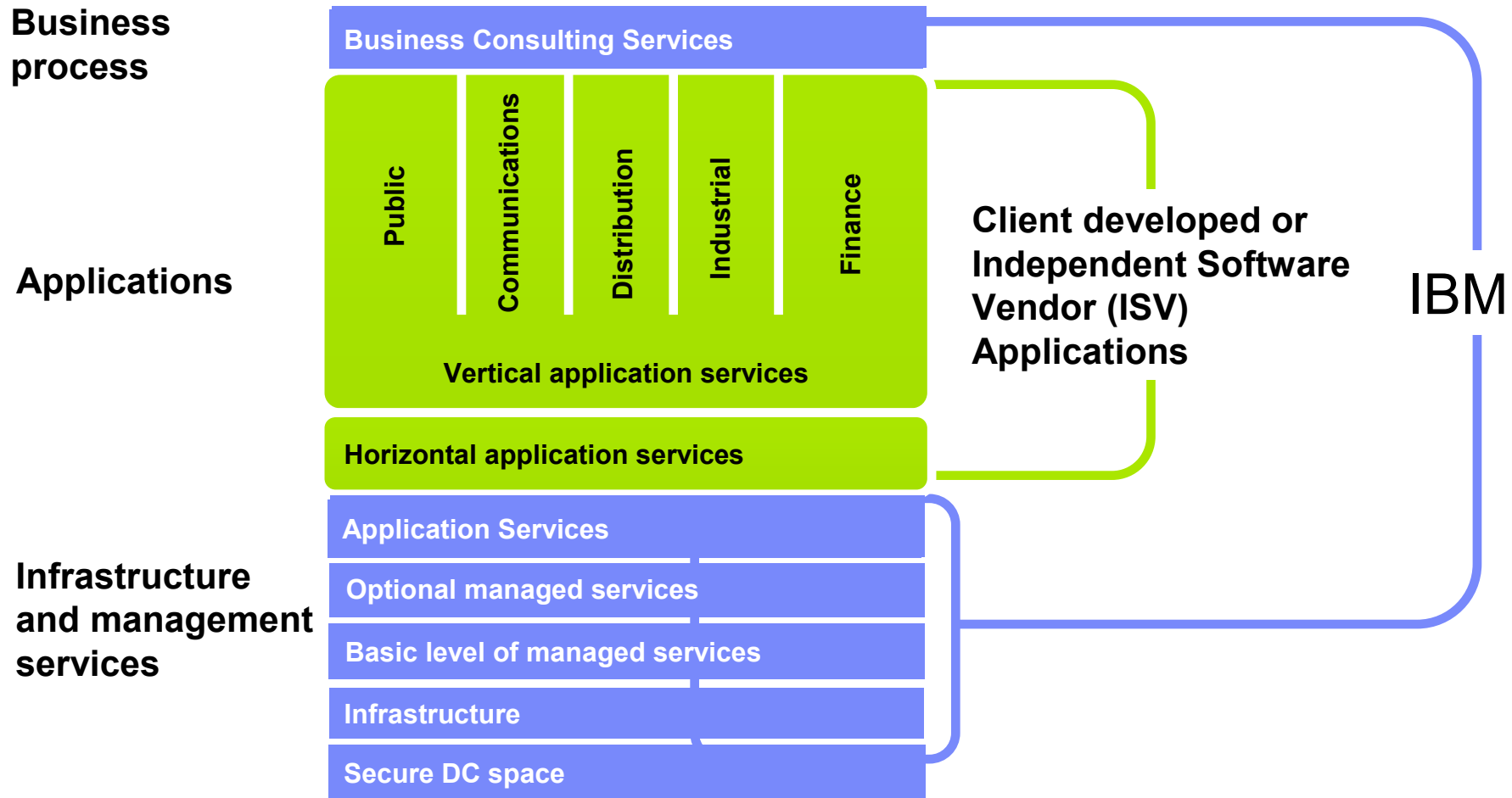
Cloud Managed Services (CMS)

- SmartCloud Enterprise (SCE)
- SmartCloud Enterprise+ (SCE+)
- SmartCloud for SAP Applications (SC4SAP)
- SmartCloud Application Services (SCAS)

Consulting Services

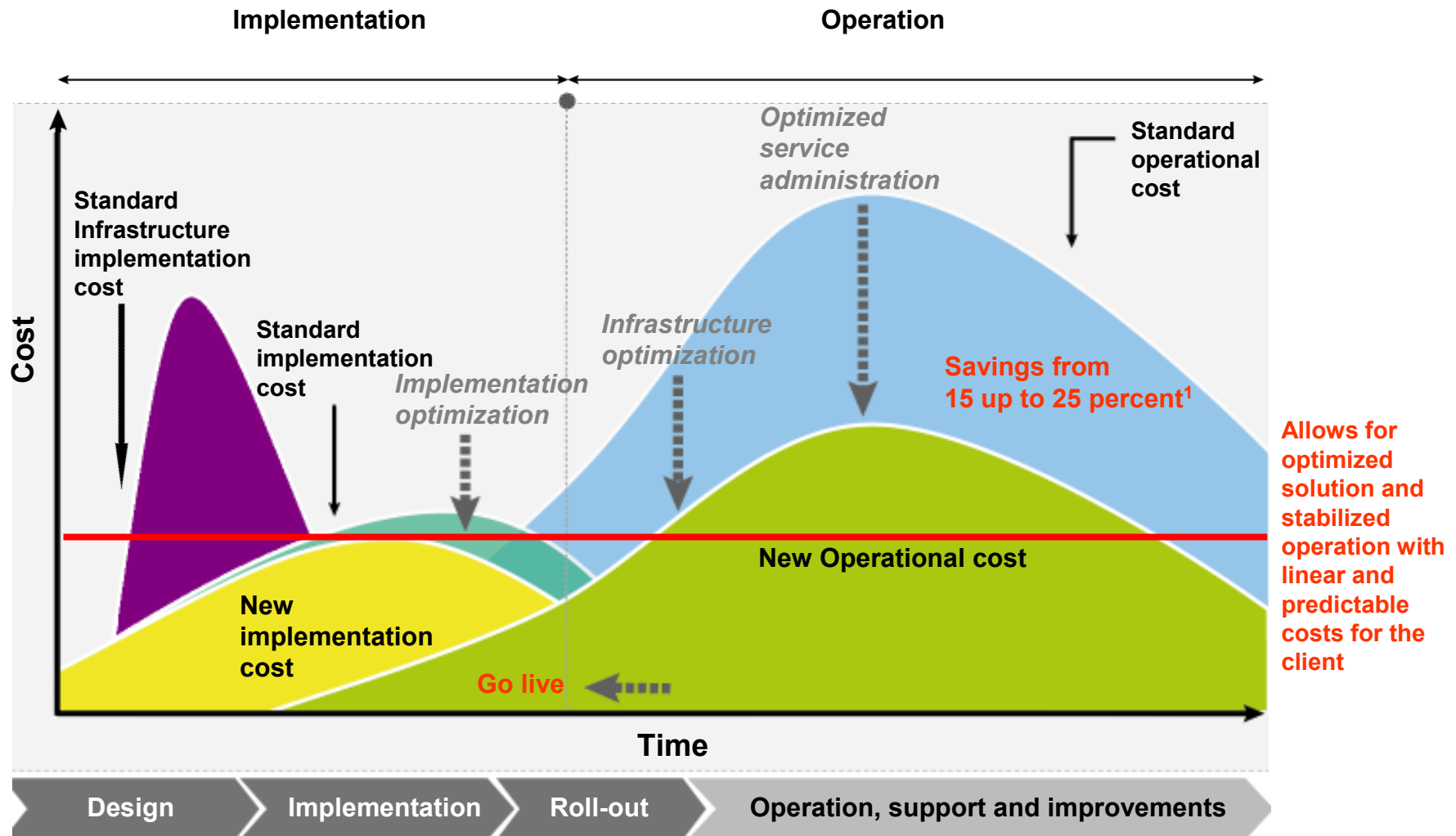
- Infrastructure Strategy & Design for Cloud
- Mobile Infrastructure Strategy and Planning
- Data Center Strategy and Plan
- Data Center Assessment and Planning
- Workload Transformation Analysis for Cloud
- Emergency Response Services
- Application Security Services
- Network Strategy & Optimization Services
- Professional Security Services
- IBM Resiliency Consulting Services

Application hosting/Infrastructure as a Service



Applications supported may be ERP based (e.g. SAP), Oracle or any client owned & developed proprietary application.

Application Hosting Services optimize cost and time from application implementation through ongoing operations



Harness IBM expertise to help you drive business value!

We create, roll out and manage your end user environment - from the server to the end user device to the help desk.

- Management of **2.5 million desktops – 4.6 million monthly helpdesk calls**
- Support for wide range of devices: iphone, ipad, Android, Blackberry, Symbian, Psion, Motorola
- **5.4 million service desk supported seats, 2.6 million desk-side supported seats**

We can manage any or all aspects of your infrastructure.

- We manage **8M square feet** in 450+ client & IBM data centers
- **2,000+ SmartCloud Enterprise Clients**
- Project Big Green has helped **2,000+ clients** optimize energy, **saving 15 – 50%**



We can ensure your IT performance supports your business processes

- **90% reduction over 10 years** in number of delivery events requiring human intervention
- **\$3B in key cloud acquisitions**

We help you manage all aspects of the vast data reservoir needed to develop insight.

- IBM analyzes more than **100B in commerce** transactions a year in the cloud
- IBM manages **250+ petabytes** of storage
- **200+ managed services clients** ranging from 1 – 300 terabytes in size

We ensure you have a secure, resilient, compliant environment.

- **18 billion security events** per day - 99% handled automatically
- **9,000+ disaster recovery clients** in 160+ resiliency centers across 70 countries with over 200 hardware / software vendor partners
- **200+ IBM researchers** focused on cloud security and privacy breakthroughs

With the **unparalleled strength of IBM** behind you...



Unmatched investments
in services research and
development



**Industry-leading
business analytics**
technologies and skills



**Consistent senior
management** focused
on a clear vision and strategy



**Robust Smarter Planet
industry capabilities** with
deep industry expertise



**Rich enterprise cloud
computing capabilities,**
with more than \$3 billion
in cloud acquisitions



**A comprehensive
end-to-end enterprise
portfolio**—software,
systems, services and
leading-edge research
working in concert
to drive client value

*IDC ranks **IBM** as #1 in
Worldwide Services Revenue.*

– IDC

*IBM is **the only vendor** rated
“**strong**” across the spectrum
of IT Strategy Consulting
Capabilities*

– Kennedy Information

*“IBM has **one of the most
comprehensive Cloud
portfolios**, with the cloud
integrated throughout
its many lines of business.”*

– Datamation

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