## IBM Exhibit Descriptions

### Service Delivery and Process Automation

**43** **Change and Configuration Management Database CCMDB**
*Reduce outages—Change & Configuration Management*

IBM Tivoli's Change and Configuration Management Database enables customers to effectively and efficiently manage today's complex IT infrastructures, reduce operational expense and improve availability and quality of service to their users.

**44** **IBM Tivoli Provisioning Manager**
*Data center automation*

Manage physical and virtual environments, reduce infrastructure costs and improve efficiency with IBM Service Management. IBM understands enterprise virtualization and the vital role it plays in building and managing a dynamic infrastructure. IBM Service Management is key to reducing cost and delivering quality services in a virtualized environment.

**45** **Image Management Solutions from IBM**
*Get control of your virtual image environment*

Images are fast becoming the core objects for deployment in data centers—bypassing installation problems, providing faster time to value, better availability, and more efficient disaster recovery. Visit our pedestal to see how IBM provides a comprehensive end-to-end image management solution to improve efficiency and lower operational costs.

**46** **Changing the Game in Virtual Machine Deployment**
*The future of high-scale, low-touch VM deployment*

Learn how IBM can provide previously unattainable performance in cloud and virtual machine deployment by combining rapid, highly automated, fault tolerant provisioning with image management capabilities and an intuitive self-service end user interface.

**47** **IT Asset Management—TAMIT, TADd, ILMT, TADz**
*Gain visibility and control over your IT assets*

Tivoli Asset Management for IT, Tivoli Asset Discovery for Distributed and Tivoli Asset Discovery for z/OS® solutions provide customers visibility and control over their IT assets, enabling them to reduce cost, maintain an audit ready posture, mitigate compliance risks and ensure assets deliver the most optimal service to the business.

**48** **IBM Tivoli Service Request Manager**
*Service request /service catalog and ITIL V3*

IBM Tivoli Service Request Manager (TSRM) combines the service desk and service catalog capabilities on top of a common process automation engine to provide a seamless, automated request fulfillment system for all aspects of service requests,enabling a "one-touch" IT experience.

**49** **Tivoli Workload Automation**
*The engine of your data value chain*

IBM Tivoli Workload Automation enables you to easily manage composite business and IT workloads that have complex dependencies spanning multiple applications and systems including mainframe and distributed computing environments. You can dynamically trigger and dispatch workloads to the best available resources, responding in real time to changing business demands.

## Service Availability and Performance Management

**50**   **IBM Tivoli Business Service Manager, IBM Tivoli Integrated Portal**
*Self service dashboard for end users with Tivoli Business Service Management*

This demo is about an end user's day in the life of BSM. Showcasing the Self Service Dashboard, the demo shows how consumers can benefit from improved time to value and transactions reflecting end user experience, and help users understand service health.

**51**   **IBM Tivoli Business Service Manager, IBM Tivoli Application Dependency Discovery Manager**
*Improving the administration of successful Business Service Management deployments*

This demo is about an administrative-users' day in the life of BSM. The demo shows how to succeed in BSM modeling, dashboards, and mapping events, monitors, transactions and business data to services. Architecture, best practices and technical how-tos will be shown.

**52**   **IBM Tivoli Business Service Manager, IBM Tivoli Netcool Service Quality Management Center**
*Innovative ways of moving from "service health" to "service quality"*

Addresses both operation's focus and business service's focus on Tivoli BSM solutions. Operational key performance indicators, views, and analytics at resource level will be discussed/demoed. Service Management key quality indicators, business impact views, analytics at the application performance and business layers will be discussed/demoed.

**53**   **IBM Tivoli Monitoring for Virtual Servers; IBM Tivoli Monitoring for Energy Management**
*Optimize utilization of virtualized environments*

Centrally monitor server virtualization, consolidation, resource performance and availability at the enterprise level.

**54**   **IBM Tivoli Composite Application Manager for Application Diagnostics**
*Identify application performance problems before impact*

Reduce the time to resolve poor performance of applications. Enable users to view the health of web applications and servers, then drill down to diagnostic information for specific application requests to identify the root cause of problems.

**55**   **IBM InfoSphere Optim**
*Manage the enterprise data lifecycle and quality*

IBM InfoSphere™ Optim™ solutions for data growth intelligently archive structured data to reduce operational costs, improve application performance and enable compliance with data retention policies and regulations. IBM InfoSphere Optim solutions for test data management rapidly create "right-sized" test databases with the ability to mask sensitive data to accurately reflect end-to-end business processes and application customizations.

**56**   **Platform for Trusted Information**
*Unmatched time to value*

Information Server is a powerful platform of integrated solutions enabling Information Governance that can help organizations understand their information assets, cleanse, transform, and deliver trusted information to deliver unmatched business value. This platform provides opportunities for jump starting your Information Governance initiatives including data quality, data integration, and metadata management.

**57**   **IBM Tivoli Monitoring**
*Optimize IT infrastructure performance and availability*

Integrated solution for proactive monitoring, management, capacity trending and historical performance analysis for heterogeneous applications and application infrastructures.

**58**   **IBM Tivoli Composite Application Manager for Transactions**
*Proactive response time monitor and problem isolation*

Proactively monitor response time, availability and isolate bottlenecks in business applications across heterogeneous environments.

## Service Design and Delivery

**15** **Rational Asset Manager, Tivoli Change and Configuration Management Database**
*Integrated asset management*

To help your organization meet its objectives, it's essential that you track the relationships between assets and identify the connections that best support your business processes. Integrated asset management strategies can help you address compliance reporting, problem determination and impact assessment by effectively linking software development asset management with operations configuration management.

**17** **Rational Performance Tester, Tivoli Composite Application Manager**
*System performance*

Identify the presence and cause of service performance bottlenecks by leveraging operations monitoring data during system performance testing. With access to production monitoring data, performance test teams can more quickly diagnose the root cause of service bottlenecks, accelerating problem resolution and improving system performance.

**19** **Rational Team Concert and Tivoli Service Request Manager**
*Customer lifecycle management*

Closed-loop problem resolution solutions from Rational and Tivoli allow both operations and development teams and management to work closely together to reduce overall labor and support costs, increase service quality and ensure business continuity.

**21** **Rational Software Architect Rational Automation Framework for WebSphere Tivoli Provisioning Manager**
*Agile operations*

Agile operations strategies enable service delivery teams to rapidly respond to change. By leveraging standard deployment templates to plan and automate service delivery and deployment, development and operations teams can work together to become more responsive to the needs of the client and the business.

**23** **Integrated Product Management Highlights**
*Integrated product management*

Integrated product management (IPM) is IBM's capability for helping design, deliver and manage smarter products. IPM can help organizations increase innovation, create leading products, ensure product quality, demonstrate regulatory compliance and pass audits, decrease warranty costs, and speed time to market.

## Storage Management

**67** **IBM Tivoli Storage Manager**
*How many data protection tools are you using?*

Data protection is complicated, varying by system, application, location and business importance. This leads to the proliferation of point solutions that solve specific challenges, but results in loss of control. IBM Tivoli Storage Manager unifies recovery management from a single point of control, simplifying administration while meeting today's business challenges.

**68** **IBM ProtecTIER Deduplication Solutions**
*Significantly improve backup and recovery*

Protect More. Store Less.® Featuring revolutionary and patented HyperFactor ® in-line data deduplication technology, IBM ProtecTIER® Deduplication Solutions provide enterprise-class performance, scalability, and data integrity to meet the disk-based data protection needs of the data center while enabling significant infrastructure cost reductions.

**70** **IBM Tape with Long Term File System**
*Data protection: Improve access to archived data*

IBM Long Term File System is the first file system that works in conjunction with LTO Generation 5 tape and brings a new level of use and portability to open systems tape storage.

**76** **IBM Tivoli Storage FlashCopy Manager**
*How much application data can you afford to lose?*

IBM Tivoli Storage FlashCopy® Manager delivers the highest levels of protection for mission critical applications via integrated application-aware hardware snapshot backup/restore capabilities. Experience the ease and simplicity of managing consistent hardware snapshots through FCM and setting robust Disaster Recovery schemes through TPC for Replication.

**71** **IBM Storwize V7000**
*Efficient storage: Double your administrator productivity*

IBM Storwize V7000 provides unmatched performance, availability, advanced functions, and highly scalable capacity never seen before in midrange disk systems. IBM Storwize V7000 is a powerful midrange disk system that has been designed to be easy to use and enable rapid deployment without additional resources.

## Storage Management (continued)

**72** **End-to-End Archiving Solutions with IBM Information Archive**
*Complete archiving solutions from IBM*

IBM Information Archive is a key component of IBM's Smart Archive strategy. We will show how Information Archive works with and complements other IBM archiving applications from Optim, FileNet® and Enterprise Content Management to build end-to-end archiving solutions.

**73** **IBM Tivoli Storage Productivity Center**
*Do you know how well your storage is performing?*

IBM Tivoli Storage Productivity Center (TPC) provides heterogeneous storage resource management, reporting and performance analysis from a single console. Recent updates deliver advanced support for the IBM Storwize V7000 and XIV® storage systems, with automated provisioning, device discovery, topology rendering, assets and capacity analysis and performance management for the SAN environment.

**74** **IBM System Storage SAN Volume Controller**
*Efficient storage: Improve your disk utilization by 30%*

Are your storage requirements growing too fast? Would you like to make a better use of existing storage without adding more complexity to the infrastructure? IBM System Storage SAN Volume Controller can help solve these problems and get you on the road towards a more flexible, responsive and efficient storage environment.

**75** **IBM XIV Storage System**
*Efficient storage: Reduce your storage TCO by over 60%*

Storage Reinvented! IBM XIV's revolutionary grid-based architecture offers exceptional ease of management, superb consistent performance and reliability, with self-tuning and self-healing, and bundled functionality, meeting your enterprise-class storage needs at low costs overall and with outstanding simplicity. Let IBM XIV help you grow—and manage that growth—without complexity.

**69** **IBM Tivoli Storage Manager FastBack**
*Is your remote office data adequately protected?*

Recovering data from remote offices is becoming increasingly crucial. IBM Tivoli offers various ways to protect that data. Utilize TSM FastBack for instant onsite recoveries with a local backup server, or the new TSM client capabilities to send deduplicated data directly over the WAN to a central TSM server.

**77** **IBM Tivoli Storage Manager for Virtual Environments**
*Smarter backup and recovery for virtual machines*

IBM Tivoli Storage Manager for Virtual Environments is a new product focused on virtual machine protection. It's integrated with VMware vStorage APIs for Data protection to allow file or full image recovery from an image backup. It implements Changed Block Tracking for faster backups and provides Near-Instant Volume Restore capability.

**78** **IBM Real-time Compression Appliances**
*Efficient storage: Keep up to five times more data online*

Real-time data compression technology helps clients reduce physical storage requirements by up to 80%, which improves efficiency and lowers the cost of making data available for analytics and other applications.

## Enterprise Asset Management

**16** **Smarter Building Management Solutions and Services**
*Energy and asset optimization for buildings*

Smarter Buildings integrate energy management, facilities management and space management to optimize energy consumption and operational performance. IBM's solution enables meter-level visibility, with asset-level performance monitoring and management, integrating with building control systems and business systems. Real-time monitoring, advanced analytics and event management identify opportunities for improved building portfolio efficiencies.

**18** **Maximo Space Management for Facilities**
*Move from facilities maintenance to facilities management*

This demo show how IBM Maximo Space Management for Facilities provides visualization capabilities of floorplans and physical assets to perform moves/adds/changes, supporting consolidation activities for better management of space and energy within a facility.

**20** **Maximo for Energy Optimization—Data Center Infrastructure Management**
*Are you optimizing all your data center assets?*

Maximo Data Center Infrastructure Management provides the ability to plan moves, adds and changes based on space and power capacity, and heat dissipation. The Maximo Asset Management for Energy Optimization provides thermal visualization that combines heat, cooling, power and other thermal metrics into a graphical view of the data center

**22** **Developing the Right Asset Strategies**
*Asset strategy and implementation services*

Discuss a Total Asset Management Strategy that can extend the life of your organization's assets, and maximize the value of your operation. Also learn how IBM experts can assist you with an optimal asset management implementation, to assure the best possible performance.

**24** **Maximo Upgrade and Performance Tuning Services**
*Upgrade Maximo and optimize performance*

IBM's Maximize Upgrade methodology provides economical, efficient ways to leverage current technology and add the latest version to augment functionality. IBM Performance Tuning Services examine hardware and software configurations to determine if client infrastructures will support total concurrent users at peak operation. Load testing services help assure optimal systems performance.

**26** **Smarter Water Resource Management**
*Service solutions for managing water resources*

Smarter Water Management links water/wastewater operations with IT systems and services covering information management and analytics, visualization, asset management, spatial event correlation and GIS solutions. It enhances operational data for improved decision making and predictive/preventive maintenance, combining tools and services with solutions using Maximo, ILOG, Cognos, SPSS and ESRI products.

**28** **IBM Maximo for Nuclear Power**
*Addressing the growing nuclear renaissance*

This demonstration shows the use of the Maximo for Nuclear Power Industry Solution to meet requirements of this highly regulated environment. Addresses the specialized needs of the nuclear power industry by providing dedicated applications to support the management of technical specs, surveillance requirements, calibration and procurement engineering.

**30** **Maximo for Life Sciences and Maximo Calibration**
*Do you need to manage risk or compliance in life sciences?*

This exhibit includes two demonstrations. The first shows how IBM Maximo for Life sciences meets the requirements for calibration, risk, compliance and validation in the Life Sciences Industry. The second demo, Maximo Calibration, shows how the solutions provides all requirements for traceability and reverse traceability, all calibration history data, calibration data sheets and required reporting.

## Enterprise Asset Management (continued)

**32  IBM Maximo for Oil & Gas**
*Are you addressing key energy challenges with EAM?*

This demo shows how the IBM Maximo for Oil & Gas Industry Solution addresses key industry challenges in regulatory compliance, knowledge management and safe operations.

**34  Smarter Transportation Solutions Services**
*Smarter transportation—joining technology and business*

IBM Smarter transportation solutions integrate technology and business processes of multiple agencies, data and resources to improve traveler mobility and safety, enhance end-to-end customer experience, boost operational efficiency and reduce environmental impact. They optimize assets and infrastructure state of good repair, multimodal transport, and predictive system demands.

**36  Maximo for Transportation/Asset Configuration Manager**
*Do you know where all your critical transportation assets are?*

IBM Maximo for Transportation addresses the wide variety of requirement sin the transportation market including fleet trucking, airport, aircraft, rail, transit and public transportation. The Maximo Asset Configuration Manager demo shows the real-time calculation of both an asset's build and a component's life.

**38  IBM Maximo for Service Providers**
*Do you need a solution to manage assets for multiple customers?*

The IBM Maximo for Service Providers demo will show the ability of this Maximo solution to address the requirements of service providers who need to service multiple customers with accurate billing, flexible pricing rules and service level agreements. Maximo for Service Providers supports both internal and external clients.

**40  IBM Maximo for Utilities**
*EAM for T&D, electric, gas and water utilities*

Maximo for Utilities supports work and asset management in core utility lines of business: distribution work management, transmission substation maintenance and inspection, fossil/hydro generation and nuclear power. This demonstration includes the underlying SOA architecture, which allows clients to extend the use of Maximo and consolidate many related systems.

**42  IBM Maximo Spatial Asset Management**
*Is your enterprise asset management system spatially enabled?*

The IBM Maximo Spatial Asset Management demo will show the spatial enablement of Maximo Asset Management with ESRI's ArcGIS Server. The solution allows asset managers to visualize the spatial relationships among managed assets and other mapped features, such as roads, buildings and pipelines.

## Network and Service Assurance for Service Providers

**25** **IBM Tivoli Netcool Customer Experience Manager**
*Managing the customer experience*

The IBM Tivoli Netcool Customer Experience Manager demonstration will show how a telecommunications customer can visualize and monitor the customer wireless experience and then track and group individual wireless customers to discover new sales and marketing opportunities.

**27** **Service Assurance Analytics**
*Industry predictive analytics*

The IBM Tivoli Predictive Analytics demonstration will show how customers using new predictive technologies can prevent outages on their networks.

**29** **IBM Tivoli Netcool Performance Manager**
*Managing network performance*

The IBM Tivoli Netcool Performance Manager demonstration will show how a customer can, through network performance monitoring, network workload balancing and network optimization achieve lower cost of ownership for network devices, prevent resource constrained outages and when outages do occur improve mean time to recovery.

**31** **IBM Tivoli Netcool Configuration Manager**
*Managing network change and configuration*

This demonstration will show how IBM Tivoli Netcool Configuration Manager can be used to achieve higher levels of network availability; determine who, what, where and when changes were made; and, if all plans fall apart, back up and recover from disasters.

**33** **IBM Tivoli Network Manager**
*Managing network availability*

The IBM Tivoli Network Manager demonstration will show how a customer can, through network discovery, network availability monitoring and network topology visualization achieve better control of their network device inventory, reach new higher levels of network avaialbility, visually isolate problems faster and drastically improve mean time to recovery through root cause analysis.

**35** **IBM Tivoli Netcool/OMNIbus**
*Managing events with a manager of managers*

The IBM Tivoli Netcool/OMNIbus demonstration will show how a customer can, through event consolidation, prioritization and enrichment improve mean time to recovery, make events actionable and ensure events are prioritized properly.

## Security and Compliance Management

**79** **IBM Application Security Solutions**
*Are you protected against web application attacks?*

IBM offers application security and compliance solutions to help IT and security professionals protect against the threat of attacks and data breaches. These solutions significantly reduce costs associated with manual vulnerability testing and help to protect against the threat of cyber-attack by automating security analysis to detect and block against exploitable vulnerabilities.

**80** **IBM InfoSphere Guardium**
*Database activity monitoring and protection*

IBM provides a comprehensive portfolio of solutions to prevent data breaches, ensure the integrity of information and automate compliance controls. Structured and unstructured data, in both production and non-production environments are supported by these heterogeneous solutions, enabling consistent enterprise-wide deployment for lower operational costs, improved security and compliance.

**81** **IBM InfoSphere Guardium Data Security Solutions**
*Hackers and inside attacks, are your databases safe?*

IBM provides a comprehensive portfolio of solutions to prevent data breaches, ensure the integrity of information and automate compliance controls. Structured and unstructured data, in both production and non-production environments are supported by these heterogeneous solutions, enabling consistent enterprise-wide deployment for lower operational costs, improved security and compliance.

**82** **IBM zEnterprise Security Solutions**
*How can you leverage servers to protect your enterprise?*

Leverage the mainframe as your Enterprise Security Hub to automate analysis and processes that defend against external and internal threats, simplify user and resource security administration, provide access controls and encryption key management to protect data, consolidate enterprise security management, enforce security policy, and audit security activity to demonstrate compliance.

**83** **IBM Collaboration Security Solutions**
*Are you confident your online collaboration is secure?*

Confidently exchange information with anyone on the Internet with security-rich collaboration. Provides content protection for you Lotus Domino, Lotus Quickr® and Lotus Connections infrastructure from spam, viruses and other threats originating on the Internet—all personalized control right within the Lotus Notes® client.

**84** **IBM Security Threat Landscape and Cybersecurity Expertise**
*Who's attacking your network and how can you fight it?*

IBM research and development is the catalyst for continuous security innovation at IBM. IBM X-Force™ and the IBM Institute for Advanced Security provide industry recognized thought leadership around security issues facing our smarter planet as well hands-on research and monitoring to advise customers and the general public on emerging and critical threats.

**85** **IBM Identity and Access Management Solutions**
*How do you manage users and access rights within the data center?*

IBM security solutions can help you address compliance requirements, reduce operational costs, enhance security posture and develop operational efficiencies.

**86** **WebSphere Connectivity and Integration**
*Secure and govern your dynamic business networks with WebSphere*

Every enterprise needs application message security; every service oriented architecture (SOA) needs a registry. Solutions from IBM provide flexible security services to protect your messages with application-level protection and a central point for finding and managing service metadata. Learn more about the new WebSphere MQ Advanced Message Security and WebSphere Enterprise Service Bus Registry Edition offerings and see scenarios bringing together WebSphere Service Registry and Repository SOA governance and change management with Tivoli CCMDB.

**87** **IBM Security Intrusion Prevention Solutions**
*Is your data center protected against the latest threats?*

Today's organizations are under constant attack from ever evolving security threats. IBM Security Network Intrusion Prevention solutions provide pre-emptive protection and are designed to stop Internet threats before they affect your organization's business.

**88** **IBM Security Solutions for Virtualization**
*Is your security ready for virtualization?*

Virtualization creates new security risks that cannot be addressed by traditional security technologies. As a result, virtualized servers may be less secure than the physical servers they replace. See the IBM security solutions designed to allow organizations to fully exploit the benefits of server virtualization while protecting critical virtualized assets.

## Smart Industry Solutions

### 02 Smarter Healthcare
*Improve clinical staff productivity and secure patient information*

The Smarter Healthcare® demonstration shows efficient tracking of clinical assets to improve operational efficiency, and security solutions in daily workflow processes protecting sensitive patient information from unauthorized users. The live demonstration shows how security and asset applications integrate allowing hospitals to improve clinical work flow and improve HIPAA compliance reporting.

### 04 Integrated Service Management: Banking & Insurance
*Address financial institution challenges*

The Integrated Service Management for Banking & Insurance demonstration features Tivoli's capabilities to address regulatory requirements and audits; mergers, acquisitions and consolidations; payment system management; operational risk; core system transformation; and customer care and insight.

### 06 Smarter Energy & Utilities
*Manage and monitor the intelligent utility network*

The Smarter Energy & Utilities demonstration focuses on how Integrated Service Management helps energy and utilities achieve greater business operations agility, reduced operational cost and higher-quality services by gaining better visibility of service infrastructure, higher levels of automation, increased control and integration of enterprise-wide business & IT services, and a service-centric foundation.

### 08 IBM Cloud Service Provider Platform
*Easily create, manage and monetize applications*

The IBM Cloud Service Provider Platform demonstration highlights how Communication Service Providers can become Cloud Service Providers, enabling them to rapidly and cost-effectively deliver, manage and secure a new generation of cloud-based applications and services… services that CSPs create or re-sell as "white-labeled" services from one of IBM's CSP2 partners.

### 10 Intelligent Site Operations
*Manage and monitor the passive infrastructure*

The Intelligent Site Operations demonstration focuses on how technicians can diagnose and resolve problems without having to travel to the site—reducing truck rolls, labor fuel costs and $CO_2$ emissions—by integrating the passive cell tower infrastructure with an organization's active network for end-to-end management and control of all physical and digital assets.

### 12 City Operations Center
*Monitor city services and rapidly respond to incidents*

The City Operations Center demonstration focuses on the ability to facilitate and optimize a city's planned and unplanned operations from a holistic approach to proactively monitor the health of city services in an integrated dashboard. It shows how a city can have integrated incident management, improve quality of service, optimize operations, and reduce expense by coordinating events.

### 14 Smarter Buildings
*Increase operational visibility and reduce costs*

The Smarter Buildings demonstration focuses on integrating and optimizing physical and digital infrastructure in individual buildings, groups of buildings and city infrastructures and provides real-time visibility for improved energy, facilities operation and space management. The demonstration shows how building and facilities managers gain increased operational visibility and reduced expenses.

## Managing and Securing Endpoints with BigFix

**89** **Tivoli Endpoint Manager**
*Security and compliance for distributed endpoints*

In this demonstration we will show how IBM Tivoli Endpoint Manager, built on BigFix technology, enables continuous compliance and real-time visibility into security configurations and patches throughout the organization, facilitating automated enforcement on virtually all endpoints, including laptops, desktops, servers and POS devices.

**90** **Tivoli Endpoint Manager**
*Automate and simply software patch management*

In this demonstration we will show how IBM Tivoli Endpoint Manager, built on BigFix technology, can help you automate and simplify software patching—helping you patch thousands of computers or devices in minutes, reaching even remote endpoints with very limited bandwidth.

**91** **IBM Tivoli Endpoint Manager**
*Unified lifecycle management for distributed endpoints*

In this demonstration we will show how IBM Tivoli Endpoint Manager, built on BigFix technology, can help you achieve smarter, faster endpoint management. From a single console and server, you can control asset discovery and inventory, patch management, remote desktops, software distribution, software asset management and operating system deployment.

**92** **Tivoli Endpoint Manager**
*Power management for distributed environments*

In this demonstration we will show how IBM Tivoli Endpoint Manager, built on BigFix technology, can help organizations automate and enforce power conservation policies for virtually all endpoints, customizing settings down to the individual endpoint.

## Cloud and New Models for Service Delivery

**93  Cloud Integration and Management**
*Can you get your data from sales force to SAP without breaking a sweat?*

IBM's Hybrid Cloud Integration solution allows clients to manage use of offsite public resources and services the same way as on premise. This session will demonstrate how the solution is will manage services from multiple clouds and data centers to support workloads via the integration of resource and service provisioning, monitoring, event notification, automation, and service management.

**94  Integrated Service Management (ISM)**
*An integrated approach to optimizing business infrastructure*

Shows a suite of Integrated Service Management products that can help optimize your business, enabling proactive cloud management and delivery through Smarter Computing.

**95  IBM Service Delivery Manager,
IBM Tivoli Service Automation Manager**
*Manage cloud service delivery*

A cloud delivery model is the ideal solution to increase business agility and reduce time to deliver new IT service offerings, while reducing operational and capital costs. IBM is the only vendor to provide multiple entry points for automating the management of virtual environments and building a dynamic service delivery model for cloud.

**96  IBM CloudBurst: Pre-Built Cloud Service
Delivery Platform**
*Accelerate your cloud deployment!*

IBM CloudBurst™ is a pre-packaged private cloud service delivery platform that can be quickly implemented, providing a complete hardware and software solution for cloud computing. It accelerates the creation of a private cloud environment for a wide spectrum of workloads with a high degree of integration, flexibility, and resource optimization.

**97  IBM Tivoli Monitoring for Virtual Servers**
*Optimize utilization of virtual and cloud environments*

Capacity planning and problem isolation are top problems faced in managing virtual environments. This demonstration will showcase how you can do effective capacity planning using new capacity what-if analysis reporting capabilities with Tivoli Common Reporting along with isolating problems in an integrated dashboard that brings together information from various sources.

**98  IBM Cloud Solutions for SAP**
*Have you ever thought of putting SAP on a cloud?*

Learn how IBM Cloud Solutions for SAP can significantly reduce your SAP operational efforts, increase SAP systems utilization and improve SAP service delivery with IBM Public, Private or Hosted Cloud Solution for SAP. IBM Cloud Solutions for SAP deliver flexibility and scalability to address constantly changing SAP business and user demands through a service catalog and user self-provisioning capabilities.

**99  Tivoli Live—Service Manager, Tivoli Live—
Monitoring Services**
*Can your IT solution perform and monitor via the cloud?*

IBM Tivoli Live is our integrated service management capability delivered over the cloud. IBM Tivoli Live provides key functions like service desk problem resolution and incident management and IT performance monitoring and availability management in a subscription model, so you can start to benefit from improved operations right away.

**100  Information Protection Services Managed
Backup Cloud**
*How much are you willing to risk on your last backup?*

IBM Information Protection Services—managed backup cloud is a cloud-based service that enables security-rich, managed protection of your critical business data. Our service provides onsite or offsite data backup to help you reduce operational risk and total cost of ownership.

**101  IBM Rational Solutions for Cloud Computing**
*Leverage the cloud to transform software delivery*

Leverage the Cloud to transform Software Delivery with IBM Rational Solutions for Cloud Computing, including IBM Deployment Planning and Automation, IBM Rational Load Testing on the IBM Cloud and IBM Rational Software Delivery Services for Cloud Computing.

**102  WebSphere CloudBurst Appliance and IBM
Tivoli Service Automation Manager**
*Achieving business agility with Tivoli and WebSphere cloud*

Achieve fast, repeatable service deployment to the cloud with IBM WebSphere and Tivoli cloud technologies. Learn how the WebSphere CloudBurst Appliance compliments Tivoli Service Automation Manager and IBM CloudBurst to accelerate business agility by rapidly building and deploying new services, taking quick advantage of market opportunities.

## Best Practices

**01  New Integrated Service Management Simulator Game!**
*Game on!*

The Integrated Service Management Simulator is an immersive learning game where players experience issues affecting service management and corporate profitability in a simulated organization. In this cutting edge video game, you have the opportunity to run your own business, and will gain a better understanding of challenges facing different people in a company, the value of processes and tools, and how various parts of the company positively and negatively affect the hypothetical company's performance.

**03  IBM Tivoli Training**
*Smarter training for a smarter planet*

Tivoli Education offers classroom courses, private onsite training, self-paced virtual courses, instructor-led online courses, multimedia libraries and training subscriptions. New eLearning methods offer the same education as traditional training and save on costs without scrimping on quality. Come see a live demonstration and learn how education can benefit you today.

**05  IBM Software Services for Tivoli**
*Smarter services for a smarter planet*

IBM Software Services for Tivoli offers technical expertise and custom consulting engagements tailored to meet your deployment needs. No matter where you are in your transformation to Service Management, we have the services for you. Leverage our years of deep technical consulting expertise and best practices to assist in your IBM Service Management implementation.

**07  IBM Tivoli Support**
*IBM Support Portal — Have it your way*

Learn about IBM's portfolio of online support tools, Accelerated Value Program and other valuable resources that provide comprehensive technical information to ensure smooth operation of your mission critical applications. Schedule a one-on-one session with an IBM Support Engineer to deep dive specific tools and resources.

**09  Integrated Service Management Library**
*Need pre-built solution integration accelerators to deploy service management solutions*

This exhibit will highlight key solution integrations hosted in the ISM Library while demonstrating the changes and enhancements to the library. It will also provide an opportunity for external contributions and the ability to connect to the service management community.

**11  Service Management Connect**
*Want to connect and share with the experts?*

Service Management Connect provides a transparent community environment in which customers can connect, learn and share with IBM development and Subject Matter Experts to further the development of Integrated Service Management solutions and products.

**13  IBM Prerequisite Scanner**
*Speeding Tivoli time to value: Accelerate deployments using IBM Prerequisite Scanner*

This exhibit will demonstrate new tools and techniques IBM has developed to quickly obtain value from Tivoli products and solutions.

## Managing IBM System z

### 59 Tivoli Application Management for zEnterprise
*Integrated Service Management for zEnterprise*

IBM's Integrated Service Management (ISM) brings new levels of value on zEnterprise. Application Management can lower costs, reduce risk and increase the opportunity to focus on business innovation. ISM for zEnterprise™ supports successful new business services in hybrid environments. Come learn about how ISM Application Management for zEnterprise offering allows you to achieve the promise of value on zEnterprise.

### 60 IBM Tivoli OMEGAMON XE for DB2 Performance Expert
*Are you achieving optimal DB2 application performance?*

A Must See! DB2 10 monitoring support with Extended Insight—real end-to-end database transaction and SQL monitoring now for Java, CLI and .NET applications that access DB2 for z/OS. See how IBM Tivoli OMEGAMON XE for DB2 Performance Expert on z/OS can boost your results.

### 61 OMEGAMON and ITM
*Improve System z control with predictive analytics*

IBM Tivoli provides more than just basic monitoring. Improving operator productivity and system availability on system z is not just about having a view of current problems, but being able to predict potential future problems and address them preemptively. Come see how OMEGAMON and ITM can provide predictive analytic capability for your enterprise.

### 62 Tivoli System Automation & Workload Scheduler
*Exploit automation throughout your enterprise*

IBM Tivoli automation solutions help you keep your business environment always available. IBM Tivoli automation solutions help to automate the scheduling and management of business workloads, availability and management of business applications end-to-end and the provisioning of resources and images.

### 63 Tivoli zStorage Portfolio
*Optimize your System z Storage*

Manage all aspects for your z Storage environment and take advantage of the Tivoli z Storage management portfolio to leverage synergy between the offerings for a more efficient, capable and cost effective solution. Learn the value of the technology for wider enterprise capabilities.

### 64 Solution Edition for Cloud Computing
*Manage your cloud/virtualization environment on z*

Planning to deploy and manage a wide variety of software in the cloud? Harnessing the strength of the cloud on System z will require service delivery automation supplied by Tivoli Service Automation Manager (TSAM) and OMEGAMON XE for zVM.®

### 65 Rational Enterprise Modernization
*Revolutionize application development*

Streamline multiplatform application analysis, design, development, testing and team collaboration for the IBM zEnterprise System environment with new and enhanced capabilities from IBM Rational software for Enterprise Modernization.

### 66 Tivoli Netview for z/OS & Tivoli Enterprise Portal
*Modernize end-to-end network and systems management*

Tivoli end-to-end network and systems monitoring solutions help achieve the highest degree of service availability, resiliency, precision and scalability. Tivoli can help you consolidate and simplify monitoring of end-to-end networks and systems, and dynamically respond to critical events and situations.

## IBM Research

**37**  **Cybersecurity Research at IBM**
*Securing cyberspace, cloud and smarter planet*

This exhibit will demonstrate innovative technologies in streaming analytics for cybersecurity, policy-driven security for multi-tenant and hybrid cloud deployments and emerging technologies for securing the smarter planet.

**39**  **IBM Research Technologies for Image Management**
*Scalable image management*

This exhibit will show two items. The first is a virtual machine image creation and composition tool that creates golden master images by assembling them from pre-built smart components. The second is an image repository that stores and operates on images at file-level granularity providing CVS-like version management ultra dense storage.

**41**  **Data Center Energy Analytics and Decision Support**
*How can analytics save energy in data centers?*

This exhibit will demonstrate cutting-edge data center energy analytics developed by IBM Research that interpret and diagnose the physical state of a data center and predict the impact of contemplated energy-efficiency actions. It will also demonstrate an autonomous robot that maps and monitors data centers, capturing temperature and layout data as it explores.