

messages:

An IBM Software Business Partner Newsletter

Business
Partner



Gestalt Principle: The Law of Closure

What is it about logo designs that make them successful.

EVENTS

2010 ASEAN BP
Academy Roadshows

**IBM BUSINESS PARTNER
CONFERENCE 2011**

February and March



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Dear Business Partners,

Firstly, a very Happy New Year to everyone!!! May this new year bring golden opportunities and exciting moments as we start off 2011 with full of zest and oomph! We welcome you to our sixth issue of Messages, an IBM Software Business Partner newsletter, packed as always with updates and highlights of past happenings and providing you opportunities for growth in the ASEAN region.

A year has passed as we reflect back to what has transpired. What a year 2010 has been for us!!! There were much activities to get the Business Partners going in momentum to reach targets and there were many acquisitions to firm IBM's position as a leader (see page 20 for a quick summary of the recent milestones). We will not stop here, we will push, push and push for even greater heights. And our Business Partners will have our backing all the way on this. Recent reports by Forrester's (page 6) cited IBM as a leader in the Comprehensive Integrated Solutions category, a feat by no means small. Kicking off the year and commemorating the centennial milestone of IBM, see page 7 for details on how IBM plans to redesign the future at the IBM Business Partner Conference 2011.

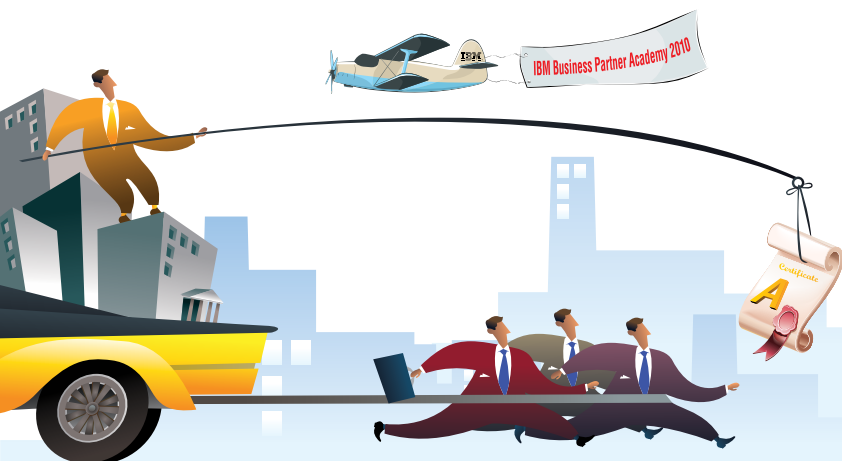
Business Process Management is now more exciting than ever! The tools and technologies of BPM are now on Blogosphere. Read all about it on page 4. Also in the news are some dates that you should mark on your calendar; details on pages 7 & 8.

To be a leader in any industry, one's logo has to be powerful, yet simple enough to be successful and easily remembered. Read our Cover Story on page 9 on the Gestalt Principle: The Law of Closure to have a better understanding of what entails for logo designs to be successful. Did you know IBM's iconic logo has withstood the test of time, having been around since 1960?!

Our usual offerings in Messages are on events that we hosted over the year, that makes us proud as our Business Partners benefit from all these enrichment, enablement and rewarding events. Flip to Diaries on page 12 covering the ASEAN BP Academy held in the fourth quarter of 2010 and the IBM Smarter Industries Symposium held in Barcelona, Spain. To cap off, Feature Stories this issue highlights the strategy behind Information and Analytics (page 15) and Software Lab Services (page 18) and IBM's Technical Exploration Center (TEC) on page 19.

We have an exciting year ahead. We will continue to strive for greather heights and support all our Business Partners. Once again, we thank you and let's toast to an even better 2011!!!

Sandeep Bakhshi
 Business Unit Executive,
 ASEAN Software Group Channels



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*Business Partner is used informally and does not imply a legal partnership.

Business Process Management

Cool stuff to keep you in the know.

IBM Business Process Management Journal on DeveloperWorks

Welcome to the September edition of the IBM Business Process Management Journal, dedicated to providing both business and IT professionals with the latest news about IBM business process management tools and technologies.

Featured articles: Easily visualize and realize your business designs with WebSphere Business Compass, enhance your UI with the WebSphere Process Server Java Persistence API and HTML-Dojo forms, use WebSphere tools to leverage industry-standard maps from the WebSphere Industry Content Packs, use the WebSphere Business Events REST API to define event processing logic, and much more!

Guest columnists: Claus Jensen talks about the Catch-22 of business agility, and Dr. Wil Jamison tells you about social BPM – what does it mean and how can it help you?

http://www.ibm.com/developerworks/websphere/bpmjournal/?cmp=dw&cpb=dwweb&ct=dwnew&cr=dwnen&ccy=zz&csr=091610&S_CMP=newsltr

NEW IBM BPM 2010 Conference Presentation Hits the Blogosphere

Phil Gilbert's keynote at BPM 2010 last week and subsequent analysis by BPM independent analysts is seeding market awareness / opportunity for our upcoming BPM in the Cloud fall announcement!

Phil Gilbert keynote – “Welcome to the Next Decade of BPM” at BPM 2010 conference
<http://lombardicto.typepad.com/>

Nick Malik post synthesizing/reflecting on Phil's keynote – “A Roadmap to BPM Democratization”:
<http://blogs.msdn.com/b/nickmalik/>

Keith Swenson blog post – “BPM 2010 Keynote”
<http://kswenson.wordpress.com/2010/09/14/bpmn-2010-keynote/#more-1120>

Scott Francis blog post – “Phil Gilbert's BPM 2010 Keynote - Focusing on the B in BPM”
<http://www.bp-3.com/blogs/2010/09/phil-gilberts-bpm-2010-keynote-focusing-on-the-b-in-bpm/>

WebSphere software

WebSphere ILOG BRMS V7.1.1 Now Available for Download

The latest version of the leading business rule management system (BRMS) is now available for download from IBM Passport Advantage. The new version and its InfoCenter resources come in 12 different languages, further enabling you to write and manage rules in the language of your choice. Take advantage of a market leader and visit the following Web page for more details: www.ibm.com/support/docview.wss?uid=swg21447143

For Passport Advantage Online support, see www.ibm.com/software/howtobuy/passportadvantage/paocustomer/docs/en_US/ecare.html

Developing composite business applications with WebSphere Dynamic Process Edition

WebSphere Dynamic Process Edition enables business and technical users to work together to develop composite business applications. In this article, we'll walk through the detailed steps to create a composite business application, and give you some best practice recommendations and some tips to avoid common pitfalls. This content is part of the IBM Business Process Management Journal.

http://www.ibm.com/developerworks/websphere/bpmjournal/?cmp=dw&cpb=dwweb&ct=dwnew&cr=dwnen&ccy=zz&csr=091610&S_CMP=newsltr

Save the date! Tuesday, January 25, 2011

Tell every Business Partner. Make plans now to be part of our Software Value Plus Anniversary Celebration and 2011 Kick-Off Virtual Event. More details to come! Reserve a 'front-row' seat as we unveil exciting news about our Software Value Plus Industry Initiatives.

Register today: <https://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventId=254669&sessionId=1&key=FE2176A0FE3779D94DD3FA3ABD4009F9&sourcepage=register>

IBM Leader in The Forrester Wave™: B2C eCommerce Platforms

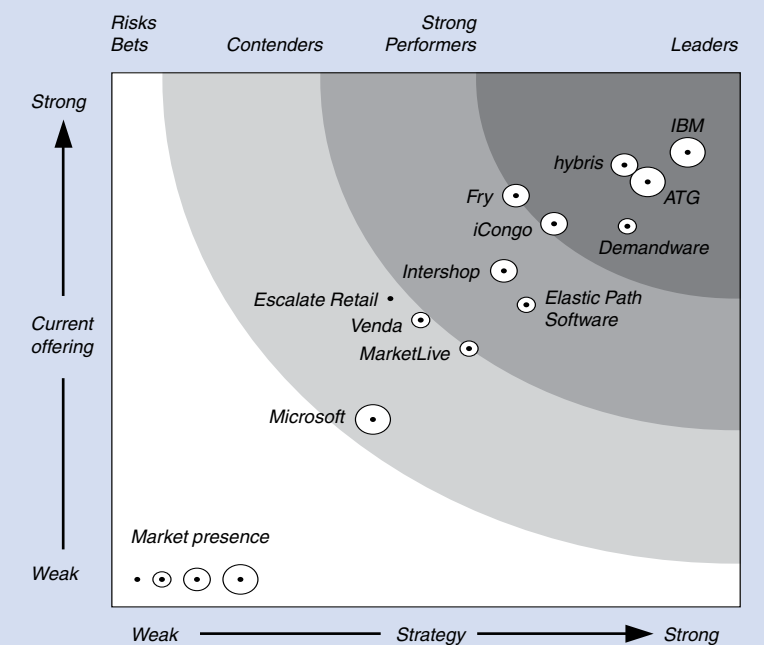
For six years running, IBM has consistently headed the pack with solutions to help eBusiness executives and technology leaders determine the best fit for their organizations as they grow, mature, and scale their online businesses.

We are glad to note that IBM has once again been recognized among vendors to Lead The Pack in an independent research report. The 2010 Forrester Wave for B2C eCommerce Platforms, a 111-criteria evaluation of the top 12 global enterprise-class eCommerce platform vendors, identifies IBM as one of the leaders with comprehensive eCommerce features, including overall effective business tools, and flexibility to meet today's eCommerce and multichannel business needs.

This year's independent report, Forrester Research, Inc. identifies IBM as a leader in this space, with solid eCommerce capabilities, an ability to scale, and strong or very strong business management tools

Highlights from The Forrester Wave™: B2C eCommerce Platforms, Q4 2010, October 2010:

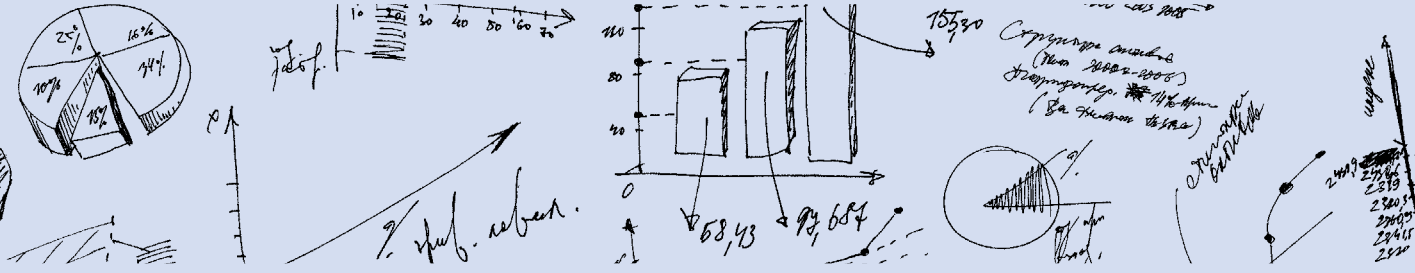
- Leaders Provide Robust And Flexible eCommerce Capabilities With Solid Management Tools.
- IBM's WebSphere Commerce represents a highly flexible and scalable enterprise B2C eCommerce solution, with significant adoption within the top tier of eCommerce retailers, and it continues to have successful growth. IBM combines a rich set of eCommerce capabilities with a flexible service-oriented architecture (SOA) and integration capability, enabling the product to be extended and customized.
- Business user tools such as IBM Management Center have been evolved and, in some cases, are industry-leading.
- IBM has a rich product strategy focused on core product enhancements as well as building out a comprehensive suite of multichannel capabilities leveraging its recent acquisitions of Sterling Commerce, Coremetrics, and Unica. It also has a number of visionary eCommerce capabilities – some through its tight integration with Coremetrics.



Gartner Magic Quadrant for Business Process Management Suites report!

Gartner positions IBM in Leaders quadrant in their Magic Quadrant for Business Process Management Suites report! Gartner's Business Process Management Suites Magic Quadrant report was recently published, where IBM shines in the Leader's quadrant. Gartner's annual analysis of BPM technologies depicts the relative strengths of the top 25 vendors offering multi-regional, cross-industry Business Process Management Suites (BPMSs) that interest Gartner clients and non clients the most. According to the report, 53% of the respondents to Gartner's September 2010 survey expected that their BPM solution helped them achieve "continuous process improvement".

NEW ANALYST REPORT: IBM BPM and SOA Connectivity rated a Leader in Forrester Comprehensive Integrated Solutions Wave report!



IBM BPM and SOA Connectivity shine as IBM is rated a Leader in Forrester's recent Comprehensive Integrated Solutions Wave report!

IBM was among the select companies Forrester invited to participate in its Comprehensive Integrated Solutions (CIS) Wave report. In this report, IBM was cited as a Leader.

Forrester evaluated 15 leading CIS vendors against 137 criteria that reflect the requirements of application development and delivery professionals. The report asserts that "IBM provides leading-edge integration tools with improved integration of key components".

This new report underscores the importance of supporting BPM projects with robust connectivity and integration. According to the 2010 Forrester CIS Wave, "IBM is another long-time Leader in the integration software space and has achieved an improved score in this evaluation due to its efforts to provide higher levels of integration among its core integration products (WebSphere Process Server, WebSphere Business Modeler, and WebSphere Business Monitor)".

Also, "IBM had very strong scores in all five product-offering evaluation areas (architecture, integration server, application development framework, business process management, and B2B support)"

This report, coupled with the Forrester BPMS Wave report published a few months ago, elevates IBM BPM as a strong Leader in the market. The 2010 Forrester BPMS Wave asserted that "IBM's best-in-class product strategy and roadmap emphasizes strong support for both business and technical teams for business process improvement."

Coupled with the leadership ranking of Lombardi in the Gartner BPMS MQ, this makes the IBM BPM portfolio a dominating BPM force in the market. As Gartner put it in the report: "IBM continues to express a broad and innovative vision for BPM"

For more information, contact Jeff Reser, BPM Marketing Manager, reserj@us.ibm.com

https://www14.software.ibm.com/webapp/iwm/web/signup.do?source=sw-app&S_PKG=fwcis&S_TACT=109J66MW&S_CMP=web_ibm_ws_bpm_herort_bpmhp

NEW WHITE PAPER: Change governance in a BPM and SOA environment

This white paper describes the need for, and principles of, change governance. The primary audiences are architects and governance leaders that work in a BPM and SOA environment.

SDA LINKS:

Internal SDA link: www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&appname=SWG1_WS_BU_USEN&htmlfid=WSW14131USEN&attachment=WSW14131USEN.PDF

External SDA link: www.ibm.com/common/ssi/cgi-bin/ssialias?infotype=SA&subtype=WH&appname=SWG1_WS_BU_USEN&htmlfid=WSW14131USEN&attachment=WSW14131USEN.PDF

PartnerWorld URL: www.ibm.com/partnerworld/wps/servlet/ContentHandler/WSW14131USEN

For more information, contact Claus T. Jensen (ctjensen@us.ibm.com)

NEW BLOG POST: Leveraging Business Analytics for Smarter Processes

Author: Ani Worlikar writes the first of three part blog post series to explore the topics of combining business analytics and bpm for smarter outcomes www.ibm.com/blogs/aim/entry/leveraging_business_analytics_for_smarter_processes12?lang=en_us

IBM Business Partner Conference 2011

Redesign the future with IBM.



2011 is an exciting year ahead as IBM turns 100, a centennial achievement indeed. The IBM Business Partner Conference for 2011 is looking at increasing the 'One IBM' approach, reaching out to more geo cities. We will also augment the BP Conference with BP University to enhance the Business Partner enablement elements, targeting the different segments and individuals of the BP community. From past events, feedback has been overwhelmingly positive, with most expressing their confidence in IBM's directions and solutions, coupled with excitement and enthusiasm of doing business with IBM. With such glowing comments, our objective for 2011 is to position IBM as the 'Partner of Choice'; to inform and educate BPs about the cross brand strategy; to enable partners on key brand offerings and to award and recognize key Business Partners of 2010.



IBM BUSINESS PARTNER
UNIVERSITY 2011

Align the Power of One IBM Behind Your Business

Mark you calendars for this 2011 event*!!!

Philippines : 15 February	Malaysia : 9 March
Indonesia : 17 February	Hanoi, Vietnam : 16 March
Thailand : 3-5 March	HCMC, Vietnam : 18 March
Singapore : 7 March	

* Dates subjected to change. Please contact the IBM Channel Team for the latest updates.

Impact2011

Changing the way business and IT leaders work.

Impact 2011 will discuss new and innovative ways to achieve business agility. Ideal submissions are those which showcase IBM technologies and solutions enabling our clients and Business Partners to drive higher performance and productivity in the workplace. Call for Speakers closes January 7, 2011. Business Partner Sponsorships are now available. Business Partners which sign up before January 28, 2011 will receive an early bird discount on sponsorship packages. Sign up early and receive more benefits. To learn more, please visit: ibm.com/software/websphere/events/impact/

Early Bird Registration: The early bird registration discount of \$300 can help clients and prospects come to Impact 2011. All who register before 18 February 2011 will receive the early bird discount.

Company Pass Program: Allows companies to host a private planning workshop and receive best in class BPM, WebSphere and SOA education and certification at Impact 2011.

Lotusphere2011

The Premier Conference for Collaboration.

30 January – 3 February 2011
Walt Disney World Swan and Dolphin Resort,
Orlando, Florida

Be a Social Magnet. Hang out with the in-crowd, become the collaboration leader for your organisation and take innovation to a whole new level. Like air, water and food; collaboration and social networking are today's necessities for the new generation of workers and savvy media users. But how do you engage them at work? And let them have fun while they turn out great new ideas to take your business up a notch.

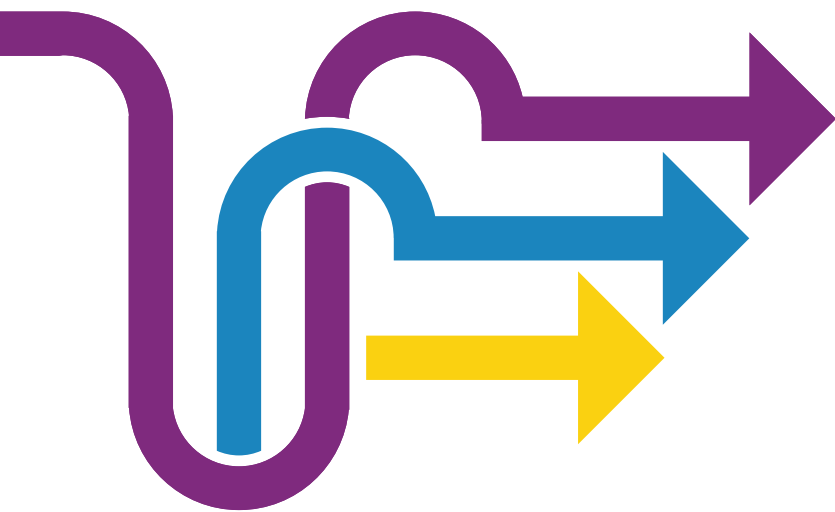
Register NOW for Lotusphere 2011 to learn about exciting new collaborative technologies. And also hear innovative ideas from social networking tech gurus. Be part of the social in business scene at Lotusphere 2011. To register, visit: ibm.com/software/lotus/events/lotusphere2011/

Get ready for:

- The latest collaborative technologies on show
- An opportunity for peer networking with global subject matter experts
- Best practice galore for next-generation collaboration

For non-Lotus users:

- Microsoft is so 2007. Learn about open systems to save money
- Get comparative reviews of collaborative technologies for better ROIs
- Get insights on infusing organisation-wide collaboration
- Avoid expensive upgrades with open standards



Business Agility 2010 Launch

Build a proven roadmap to Business Agility with BPM, SOA and Cloud.

Business agility – it's an aspiration that every company strives to attain. And in challenging economic times, across the dynamic networks in which companies operate, it can become the key factor in differentiating your company from its competitors. Join IBM experts and your senior IT executive peers for this live exclusive summit where you'll learn how to design a roadmap to business agility for decisive advantage in a hotly competitive marketplace. Get specific and actionable guidance based on proven case-studies from multiple industries. Join us and participate in compelling "how-to" sessions!

Colombo, Sri Lanka
30 November 2010

Paris, France
2 December 2010

Gestalt Principle: The Law of Closure

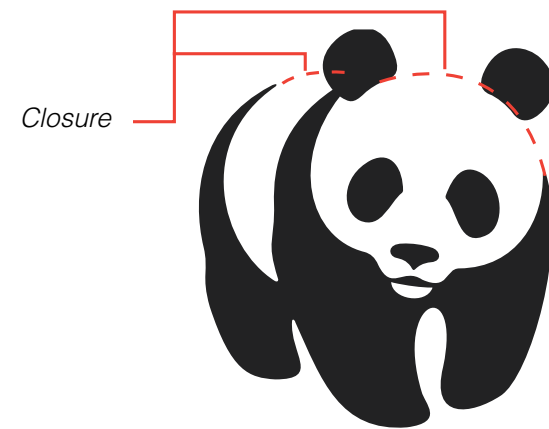
What is it about logo designs that make them successful.

Most people know when a logo design is successful, whether or not they have a background in graphic design. But what is it about logo designs that make them successful? And on the flip side, what causes so many poorly designed logos to fail? I will tackle this exact subject in a series of posts that will delve into the design principles used to create effective logos.

First up let's take a look at the Gestalt Principle (or law), also known as the "Law of Simplicity." The Gestalt Principle is a theory that says our minds self-organize information in a manner that is orderly, regular, symmetric, and simple. This means that when we see a cluster of lines and shapes our minds attempt to organize them into a single, cohesive form, rather than a collection of individual parts. It should go without saying that the Gestalt Principles are extremely helpful when trying to understand how a logo will be perceived by an audience.



WWF Logo Using Closure

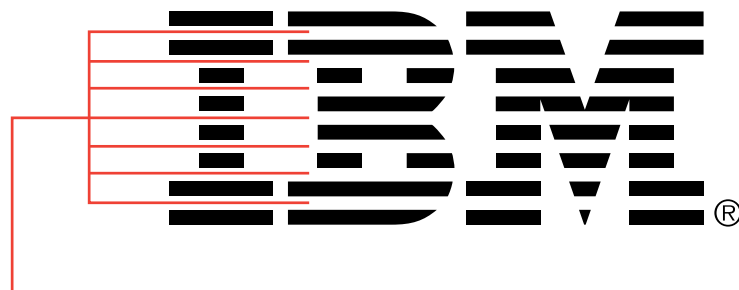


So let's jump right in and take a look at the law of closure. Just to be clear the law of closure will not help you bury the hatchet with your "ex." (That kind of closure is a lot tougher to figure out).

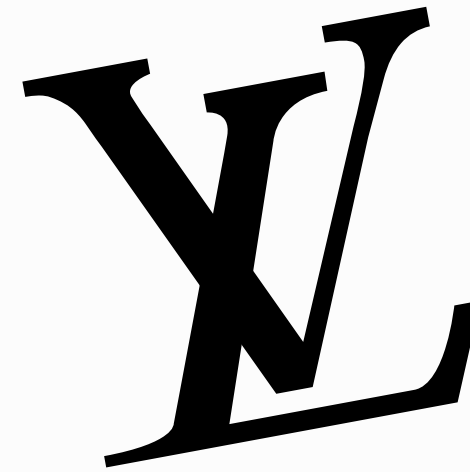
The kind of closure we are talking about occurs when a series of visual elements suggest a connection between one another, when, in fact, they never actually touch.

A great example of this is the World Wide Fund For Nature designed by Sir Peter Scott in 1961. The image of the panda is not complete because the areas of white on the panda are not defined by a stroke or shape. However, our minds still recognize the shape of the panda and complete (or close) the two areas of white in order to make sense of the panda's head and body.

Using the law of closure makes any logo more interesting. Paul Rand's original design for the IBM logo in 1956 used solid letterforms based on the typeface City. It was only later, in 1960, that he used eight solid lines, separated by empty space, to add interest to the logo design. Both versions represent the same three letters, but using the law of closure makes the mark all that more interesting and causes the name to stand out amongst it's competition.

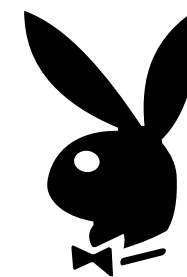


Empty space which our mind closes to read the letters "IBM"



Other examples of closure in classic logo designs can be seen in the Playboy rabbit logo created by Arthur Paul in 1953 and the NBC Peacock logo designed by Chermayeff & Geismar in 1986. In both instances shapes are placed near one another, but, as you can see, none of the shapes actually touch. This causes us to think a bow-tie or a peacock is present.

Using closure in your logo designs is a great way to add interest and help your client stand out. When used correctly it only subtly hints at what it is trying to represent, but is always easily identifiable upon closer examination. So the next time you are sketching out logo ideas for a client see if you can work in a few solutions that use closure. It may be the difference that makes or breaks the logo.



2010 ASEAN BP Academy Roadshows

A Pictorial Look-back at the Event.

The BP Academy is an event targeted at Business Partners in the ASEAN countries on industry solutions. Covering from Banking, Insurance and Government to Retail, Manufacturing and Healthcare, this year's turn out was excellent! The contents (one of which was on IT security) proved to be fruitful to Business Partners and this led to a unanimous agreement for more enablement courses for the future.

With IBM's roadmap and recent acquisitions, this translate to a wider portfolio to provide end-to-end solutions to meet business complexity - something that is tough for the competitors to emulate. The number of attendance speaks volume of the success of this event. We thank all who attended and made this a very successful event to cap off the year!!!

- Singapore** : 149 Industry tracks, 60 certification
- Philippines** : 142 Industry tracks, 65 certification
- Indonesia** : 165 Industry tracks, 50 certification
- Vietnam (Hanoi)** : 118 Industry tracks, N/A
- Vietnam (HCMC)** : 178 Industry tracks, 13 certification
- Malaysia** : 128 Industry tracks, 45 certification
- Thailand** : 153 (Main Conference)
73 (Executive Forum) Industry tracks, 93 certification

Date:
6 Oct 2010

Venue:
Hilton, Singapore



Date:
18 Oct 2010

Venue:
Grand Hyatt Hotel, Jakarta, Indonesia



Date:
26 Oct 2010

Venue:
Sunway Pyramid Convention Centre, KL, Malaysia



Date:
20 Oct 2010

Venue:
Hilton Opera, Hanoi, Vietnam



Date:
22 Oct 2010

Venue:
Rex Hotel, HCMC, Vietnam



Date:
16 Nov 2010

Venue:
InterContinental Bangkok, Thailand



Date:
13 Oct 2010

Venue:
EDSA Shangri-la Hotel, Mandaluyong City, Philippines



IBM Smarter Industries Symposium

A summary on the recently concluded event.

10-11 Nov 2010, Barcelona

This inaugural Smarter Industries Symposium brought together a "by invitation only" powerhouse list of clients, partners and industry experts. Covering topics from examining IBM's deep industry expertise, advanced technology solutions to rich partner ecosystem, the symposium was uniquely suited to help industry leaders looking to transform their businesses. At the event, clients learnt how they can leverage capabilities from across IBM to drive smarter business outcomes.

"As we begin to digitize the physical world, we can begin to optimize systems that have traditionally been outside the realm of information technology."

Mike Rhodin, SVP, IBM Software Solutions Group

The two-day client event showcased IBM's ability to integrate powerful industry solutions that assemble the best of hardware, software and consulting services into one package, giving clients a competitive advantage in the marketplace and accelerating their ability to deliver meaningful return-on-investments.



Behind the Strategy: Information and Analytics

Analytics at work

Analytics has emerged as one of the most strategically important fields for executives, who use it to analyze sales patterns so they can better target customers with product offers; pick apart and modify operations to make them more efficient; and slice and dice data for patterns and trends at more than 200 times a second - faster than a hummingbird can flap its wings.

Today information pours in faster than we can make sense of it. It's being authored by billions of people – and flowing from a trillion intelligent devices, sensors and all manner of instrumented objects. And with 80 percent of new data growth existing as unstructured content – from music files to 3D images to medical records to email keystrokes – the challenge is trying to pull it all together and make sense of it.

Until now organizations couldn't fully or quickly synthesize and interpret all the information out there – they had to make decisions largely on instinct. But today, smart software not only captures, organizes and processes all of the data scattered throughout an organization, it turns it into actual intelligence. That enables clients to make better business decisions.

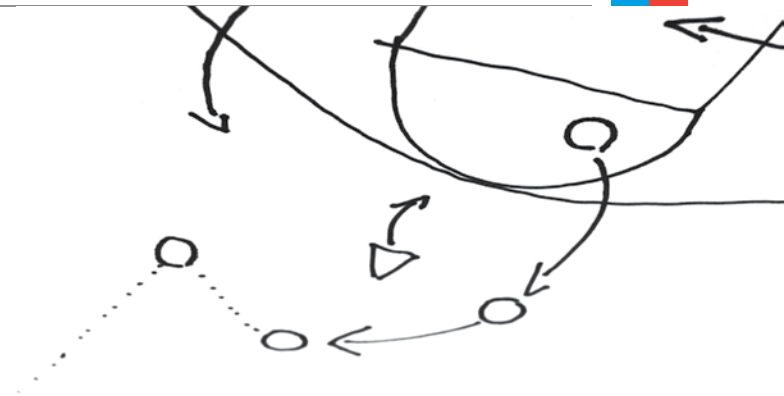
Information, please

Every day, companies make bet-the-business decisions about their customers, competitors, new products and even their own reputation based on account balances, delivery schedules, profit margins, and more – and most do it with crossed fingers. That's because they know that decision-making today is an art based on incomplete and conflicting information, and that hunches play a big role in determining which way to go.

Investing for growth

IBM has taken aggressive steps and invested \$10 billion to position us as leaders around information and analytics. Actions include the launch of a new service line (Business Analytics and Optimization Services); strategic acquisitions and the dedication of 4,000 IBM personnel around this opportunity. The combination of our hardware, services and middleware expertise makes IBM best suited to help customers extract new value from their business information.

Delivering business analytics and information software requires a seamless flow of all forms of data regardless of format, platform or location. IBM's laser focus on open industry standards is key to this effort, and gives us a significant advantage over our competitors – who can only provide piece-part products.



Information and analytics at work

- Retailers are able to better gauge what consumers will buy at holiday time – which is then linked to suppliers – and reduce lead time in making buying and product inventory decisions.
- Police departments are correlating street-level information from myriad observations and devices to identify crime patterns – and prevent them.
- Doctors are making better diagnoses and treatment decisions, developing new drugs, and predicting health issues before they happen – by crunching data in days and weeks instead of months and years.
- Insurance companies are seeing patterns in billions of claims, and identifying the few that are fraudulent.

Smarter solutions

- Business Intelligence enables decision makers across the organization to easily find, analyze and share the information they need to improve decision making.
- Financial Performance & Strategy Management simplifies, structures, and automates dynamic and sustainable practices.
- Advanced Analytics (including predictive analytics) identifies meaningful patterns to predict future events and assess the attractiveness of various options.
- Analytic Applications package business analytics capabilities, data models, process workflows and reports for a particular domain or business problem.
- Data Management controls the organization, storage, management, and retrieval of data across its lifecycle.
- Content Analytics extracts insight from virtually any type of content – in any format.
- Information Integration incorporates unstructured data into a single view of key constituencies.
- Business-Process Management helps companies find ways to improve operations.
- Information Governance creates processes and policies for the access and use of information.

People and Process Transformation: Redefining the way people work

As the systems that run the way we work and live become smarter, the workplace as we know it is undergoing dramatic and dynamic change. Everywhere we look, Internet and digital technologies, along with rapid marketplace shifts, are transforming how we work today – how we share information, build relationships and make decisions. With computational power now being put into things we wouldn't recognize as computers, any person, any object, any process or service and any organization (large or small) can become digitally aware, connected and smart. As the Web and digital technologies have evolved, our software portfolio has been built out to include a broad set of collaboration offerings. Business-grade instant messaging and Web conferencing, Web team spaces, and enterprise portals are among the collaboration categories pioneered by IBM Software.

Continued on page 17

The way we work

Customers want products and services on their own terms, specific to their needs – when, where and how they choose. In response, employees are expected to be more productive within the context of the business they do every day. And decisions aren't restricted to the four walls of a conference room. The closest colleague may be 5,000 miles away.



From page 16

Smarter collaboration

Now IBM Software is at the forefront of the next wave of collaboration tools, as organizations seek the benefits of social networking as ways to communicate and collaborate, share expertise, and gain competitive advantage. New delivery models, such as cloud computing and mobile applications, enable cost-effective collaboration across boundaries and address the new ways people work. For example, our clever social software and Web 2.0 tools allow us to tap into partner and customer thinking, access up-to-date information, and associate people with areas of expertise, and build real-time collaboration into our business processes across company boundaries and networks.

In the past, changing rules that workplace processes followed meant dismantling the whole thing and building it back up again. Our software makes business processes dynamic, automated and intuitively integrated into the work environment – connecting to a wide range of systems and people in a variety of ways as they orchestrate and respond to the different activities flowing between departments and from the outside world. To take advantage of the full scope of a smarter planet, people and processes – and the information they use – must be easily connected and changed inside and outside the organization. The good news is that many organizations around the world – with the help of IBM Software – are showing the way.

Smart work at work

- An automated electronics assembly process pulls in the best parts, suppliers, and assemble expertise without disruption as market needs continuously change.
- A retail buyer uses seemingly unrelated purchases events to find an emerging trend in a product line.
- An insurance firm uses collaboration tools to connect its independent agents and underwriters, helping them to reduce policy turnaround time from weeks to days.
- A medical center uses mobile and wireless technology to track trauma patients' location in real-time and adjust treatment processes to improve their hospital stay.

SOA at work

The current delivery of technology is often viewed as inhibitor for customers striving to quickly reach business goals. With a service-oriented architecture (SOA) approach, businesses can tap into their existing technology investments and link together previously fragmented data and processes on demand – creating a more complete view of operations, potential bottlenecks and areas for growth.

Smarter solutions

- Lotus Connections helps businesses quickly find the right people and expand contact networks based on topics and areas of expertise.
- Mashup technology gives businesses the power to quickly assemble and act upon massive amounts of information to improve business performance in a variety of industries.
- New cloud-delivered services and software improve collaboration within and beyond the organization. For example, LotusLive provides teams, partners and suppliers with file-sharing, e-mail, Web conferencing and online events applications, which IBM delivers over the Internet as a service.
- Business Process Management (BPM) software helps organizations automate and integrate business processes to increase efficiencies and reduce costs.
- Business event processing helps reduce risks and creates opportunities by detecting, evaluating and capitalizing on business events.
- New industry frameworks from IBM Software have been designed to make processes more agile, responsive and easier to change while supporting increased collaboration between workers and those processes.



Software Lab Services

Building the engines of a Smarter Planet.
Optimize Investments. Maximize Possibilities.

The most successful firms today are powered by the engines of smart technology. To compete effectively, it's important that your IT investments are resilient and well-optimized to support your firm in meeting its goals. In this IBM Software Services Welcome Kit, you will find essential information and brochures to help you get started in designing, building and deploying quality solutions for your business. We hope that you will find these resources useful in unleashing your firm's true potential.

Software Career Training

Learn about Software Career Training, a comprehensive and structured program designed to help graduates and experienced professionals accelerate skills and knowledge for career success.

IBM Training

Validate your skills and experience. Find out how you can participate in training courses conducted globally and become a certified IBM professional.

IBM Software Technical Conference

Attend IBM Software Technical Conference 2010 and gain access to a rich palette of technical content. Featured at this conference are hands-on technical labs, real-world scenarios, case studies and best practices from recognized leaders in software.

IBM Tivoli Architecture Assessment

Tivoli Architecture Assessment provides you with a methodological approach to understanding your level of preparedness in supporting business functions and requirements. With proactive problem management, you can reduce risks and costs, and improve business performance.

IBM FileNet Content Life Cycle Assessment

If you're thinking of developing an enterprise content management (ECM) system for your enterprise, the IBM FileNet ECM portfolio can address your most demanding compliance, content and business process management needs. Content Life Cycle Assessment helps you identify business requirements and potential deployment gaps. At the end of the assessment, you'll be given assessment findings, recommendations and more to help you make better, informed decisions.

IBM WebSphere Portal Health Check

WebSphere Portal Health Check helps you investigate the health of your WebSphere Portal environment. At the end of the assessment you'll receive an in-depth report that: enables you to identify Portal environment issues; analyzes your Portal architecture; and provides strategic recommendations.

IBM Lotus Domino Security Assessment

Domino Security Assessment helps you understand the state of your current Lotus Domino environment. At the end of the assessment you'll receive an in-depth report that helps you identify and resolve security-related Domino issues.

Jet Support

Jet Support gives you unparalleled on-site technical support for your software systems. With Jet Support, you'll be able to rapidly resolve technical issues and save on the hidden costs associated with downtime.

IBM Software Accelerated Value Program

With premium software support coverage from the IBM Software Accelerated Value Program, you can reduce operational costs and minimize risk of your IT investments. Simply choose the level of support you need to achieve your business goals – and reap benefits in productivity savings, risk reduction and increased ROI.

IBM Software Client Care

IBM Software Client Care (SCC) provides you with comprehensive training/support to meet your business requirements. With SCC, you'll enhance service levels, reduce deployment risks and maximize the ROI of software.



IBM Technical Exploration Center

See, Touch and Feel. You are invited to the IBM Technical Exploration Center (TEC)

Discover the full power of IBM Software at TEC. Seeing is believing. IBM Technical Exploration Centre (TEC) provides you with a dynamic and stimulating environment to see, touch and feel IBM Software in its full glory. TEC gives you everything you need to learn how IBM solutions can be applied to best fit your company's business needs.

TEC Capability and Services

TEC offers a wide showcase of IBM Software Solutions, covering Information Management, Lotus, Rational, Tivoli and WebSphere. The capabilities and business value of each Software Solution are presented through the following formats:

Technology Solution Tour

A high level workshop that includes a presentation, reference stories, and demonstration to help customers connect technology ideas to broad business issues.

Technology Test Drive

Allows customers to explore and experience the technology in depth through a demonstration, presentation and hands-on lab session. The Test Drive delivers a deeper understanding of how specific technologies are used to support the business.

Special Interest Orientation

IBM will share important technology trends, as well as insights gleaned from thousands of customer implementations, to provide a solid orientation on emerging technology and how it relates to current business challenges.

The TEC event registration can be arranged through IBM Representative. Please note that Country TEC event schedule published in the TEC website are subjected to changes. As seats are limited, IBM will provide confirmation if the enrollment is successful and notification will be sent 3 days prior to the event.



IBM's Acquisitions Accelerate Revenue

With the recent acquisitions, there has been tremendous growth for IBM in terms of revenue as well as access to new clients. Top selling acquisitions provide great revenue opportunity and additional IBM up-sell and cross-sell. They also complement IBM's long term strategy for growth (see Figure 2).

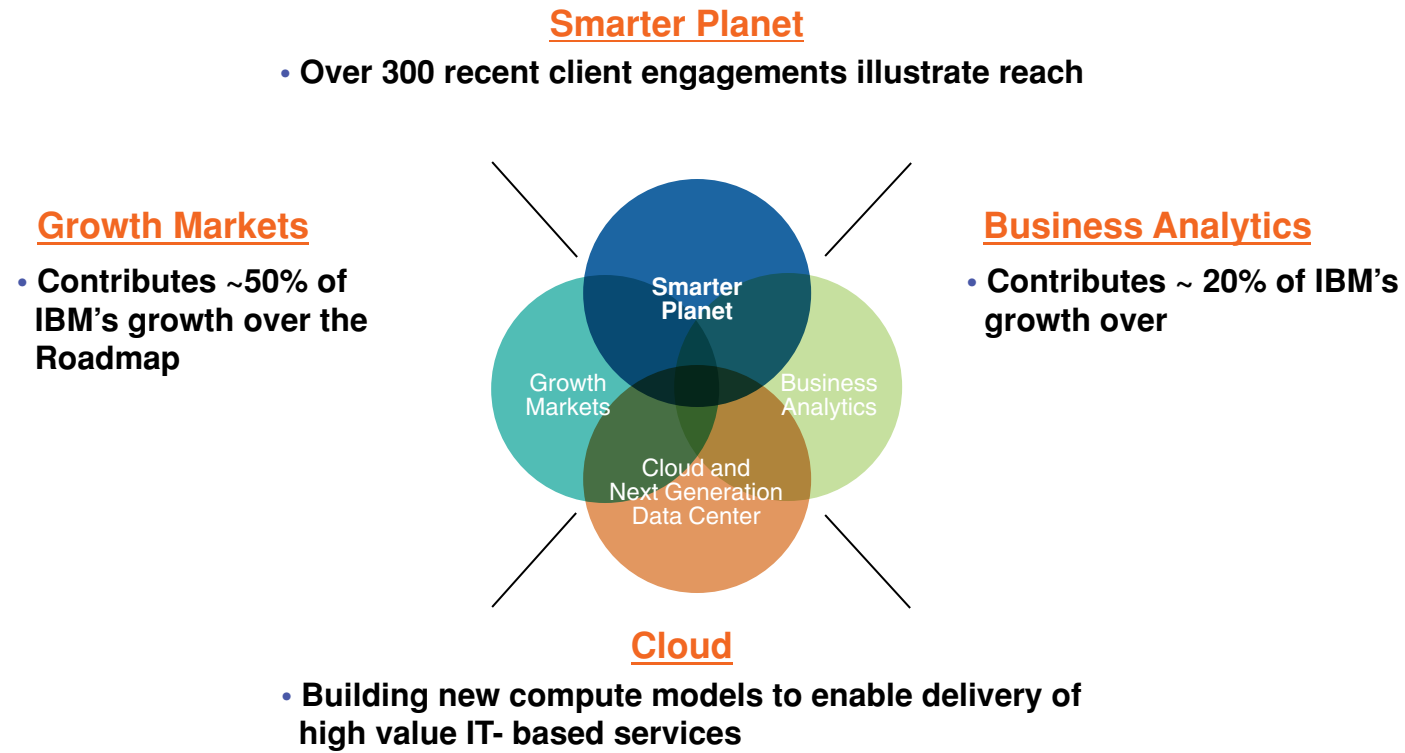
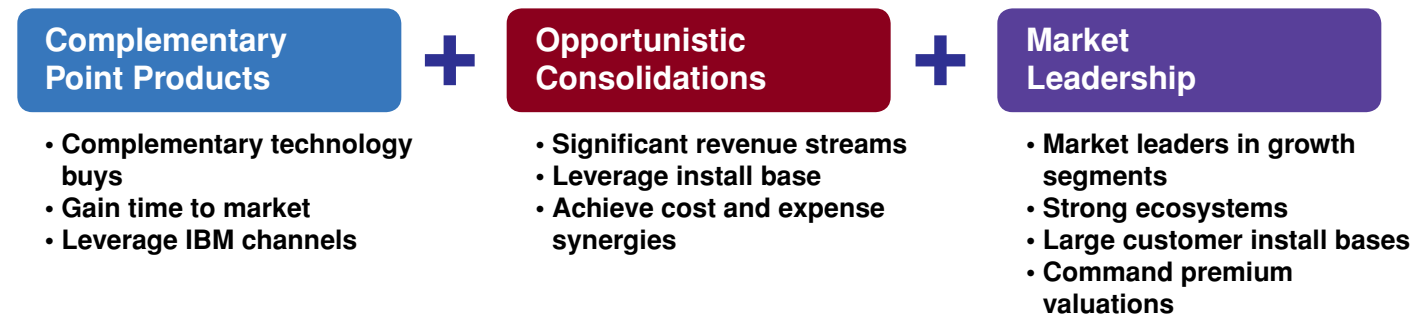


Figure 2: Acquisitions complement our organic growth strategy



Every acquisition that IBM makes creates a new set of starburst opportunities. Over the years, there has been many acquisitions and milestones that matter. The recent activities (of acquirement) definitely expands the portfolio, thus enabling Business Partners a wider choice for better planning for the future.

Acquired company	IBM Software Brand	Announce/Close dates*	Planned transfer of business*
Guardium an IBM Company	Information Management	4Q2009/4Q2009	3Q2010
Initiate an IBM Company	Information Management	1Q2010/1Q2010	4Q2010
SPSS an IBM Company	Information Management	4Q2009/4Q2009	4Q2010
Coremetrics an IBM Company	Industry Solutions	2Q2010/3Q2010	3Q2011
CLARITY SYSTEMS an IBM Company	Business Analytics	4Q2010/4Q2010	TBD
Datacap an IBM Company	Industry Solutions	3Q2010/3Q 2010	2Q 2011
Sterling Commerce An IBM Company	Industry Solutions	2Q2010/3Q2010	3Q2011
PSS SYSTEMS	Industry Solutions	4Q2010/4Q2010	TBD
unica	Industry Solutions	3Q2010/4Q2010	2Q2011
BIGFIX An IBM Company	Tivoli	3Q2010/3Q2010	1Q2011
SecurePartner an IBM Company	Tivoli	1Q2010/1Q2010	1Q2010
CAST IRON SYSTEMS An IBM Company	WebSphere	2Q2010/2Q2010	1Q2011
Lombardi An IBM Company	WebSphere	4Q2009/3Q2010	3Q2010

* Dates listed are subject to change.



IBM Exceptional Web Experience



What makes a web experience “exceptional?” It’s a question that we hear often—and for good reason—as organizations increasingly recognize the numerous business benefits that are associated with meeting (or exceeding) the online expectations of intended users. A better question then might be, “Does our web experience exceed the expectations of our target intended user?” If the answer is affirmative, then it is likely the web experience is exceptional. The challenge going forward then becomes the ability to sustain that level of expectation in a constantly changing technology and economic landscape.

The recent introduction of IBM Project Northstar conveys IBM’s vision and commitment to help organizations consistently and continually meet those expectations—and is demonstrated often by the IBM customers receiving recognition for their exceptional web experiences, including

several airlines, financial institutions, healthcare organizations and industrial enterprises, among many others. Some of these customers shared their web experience success stories with other interested customers and IBM Business Partners at the recently concluded European 2010 IBM Portal Excellence Conference.

IBM Customer Experience Suite embodies a comprehensive set of rich capabilities many organizations need to deliver exceptional external-facing online experiences. This announcement continues to generate great interest, conversations and great questions, as organizations seek to understand how best to use all the possibilities. The newly launched IBM Customer Experience Suite is a terrific resource to help you understand the important elements of an exceptional web experience, as well as provide a forum for your comments and questions on topics of interest.

IBM Launches New Software and Social Business Consulting Services

Lotus Connections Version 3.0

IBM recently launched new software and services to help organizations improve business performance in an increasingly connected global environment. The new enterprise social software delivers advanced analytics capabilities that helps users gain access to information and people on the fly to accelerate collaboration and be more effective in their jobs.

“Social business helps organizations transform the way they work by connecting people and accelerating decision-making,” said Alistair Rennie, general manager, collaboration and social software, IBM. “IBM is at the forefront of enabling social business, and driving a new generation of organizational productivity, with a secure and compliant social collaboration platform.”

To help organizations transform into social businesses, IBM today is unveiling IBM Lotus Connections 3.0, the first social networking platform with advanced analytics capabilities that helps people gain faster insight and access to relevant information for improved productivity. The new software helps users more easily connect, create global communities, and find information and resources.



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Power your planet.

We live on a planet where data is exploding at an annual compound rate of 57%, where nearly 6 terabytes of information is being exchanged over the Internet every second, and where billions of connected people are surpassed in number only by trillions of connected objects and devices. Why then is the average server in the average business running at only 10% utilization? It's hard enough for businesses to meet the demands of a smarter planet today, much less the unforeseen demands of tomorrow. The new POWER7 Systems™ from IBM are not simply servers—they're fully integrated systems with the ability to run hundreds of virtual servers, helping you drive up to 90% utilization. These next-generation systems integrate massive parallel processing, throughput computing and analytics capabilities to optimize for the complex workloads and dynamic computing models of an increasingly data-driven world. Learn how to power your planet at ibm.com/poweryourplanet

Smarter systems for a Smarter Planet.

