Work Smarter With IBM Solutions

Introduction

Welcome And Introductions

Thanks for coming today !!

Your IBM technical team welcomes you.

Introductions……..

Copies of this presentation are available:

http://www.ibm.com/developerworks/offers/techbriefings/

The Reality Of Living In A Globally Integrated World Is Upon Us

- Economic downturn and future uncertainty

- Energy shortfalls and erratic commodity prices

- Frozen credit markets and limited access to capital
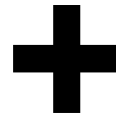
- Increasingly complex IT challenges

Economic survival is top of mind !

Smarter Planet

Survive . . . To Succeed!

Flexibility

to respond to changing conditions and address competitive threats

+

Cost Optimization

to slash operational expense and improve return on existing investments

Smarter Planet Solutions Can Build From The Existing Investment

- **Every Enterprise has a tremendous investment**
  - ▶ Years of IT investment in Capital and Time
  - ▶ Physical Infrastructure
  - ▶ Employees, training and knowledge
  - ▶ Relationships with Partners, Customers and Suppliers

- "Smarter Planet" for the Enterprise is **Gaining More Business Value** from this investment

- Leverage Advancing Technologies that make the world more *interconnected, instrumented, intelligent*

Introducing Service Oriented Finance – They Want To Grow Their Business

Service Oriented Finance (SOF) is a bank with branches located in over 50 countries.

In this business climate we need to adapt to survive!

You already made a smart choice with IBM software solutions… they can provide the flexibility you need!

Service Oriented Finance CEO

IBM

Service Oriented Finance Needs Smarter Solutions

Critical processes must get an immediate response.

There are many experts that determine our business policies. We need the process to follow these policies.

We want to use the process worldwide, but laws require different handling in some countries

We need New Intelligence in order to predict new opportunities and identify our risks more accurately

We need a stronger and more efficient foundation to support the complex decisions we need to make

Data Center Manager

Business Analyst
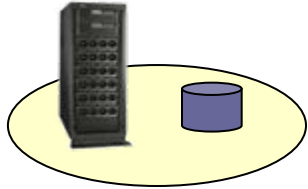
Manager, International Markets

VP Mortgage

CIO

Smarter Solutions Need To Build On Existing Systems

Smarter Solutions

1. **Start with a Strong Foundation**
2. **Automate Business Processes**
3. **Capture Business Expertise**
4. **Connect Everything with an Intelligent Bus**
5. **Make Smarter Decisions with New Intelligence**
6. **Use the most efficient platform to achieve New Intelligence**
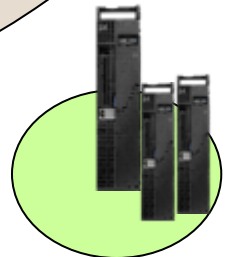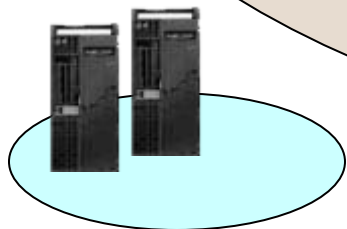
Imagine If…..

You could build on a strong foundation and achieve all of these business efficiencies:
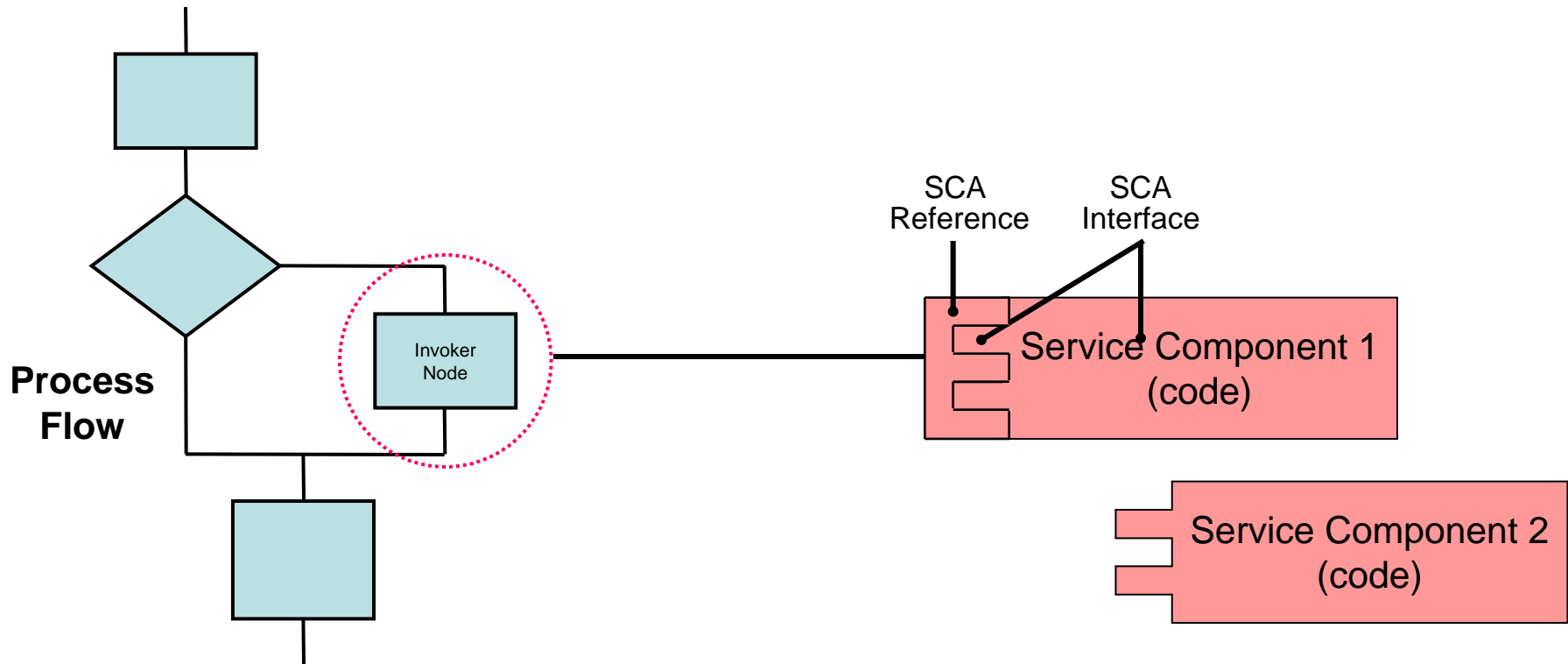
- Stable architecture to protect investments

- Best performance

- Best transaction integrity

- Cost of ownership lower than Open Source

- Easy cloud-like deployment

- Dynamically adapt to changing workloads based on policies

- Non-stop operation

Imagine If…..

You could *automate key business processes* while retaining the flexibility to adapt to changing requirements

Process Flow

Invoker Node

SCA Reference

SCA Interface

Service Component 1 (code)

Service Component 2 (code)
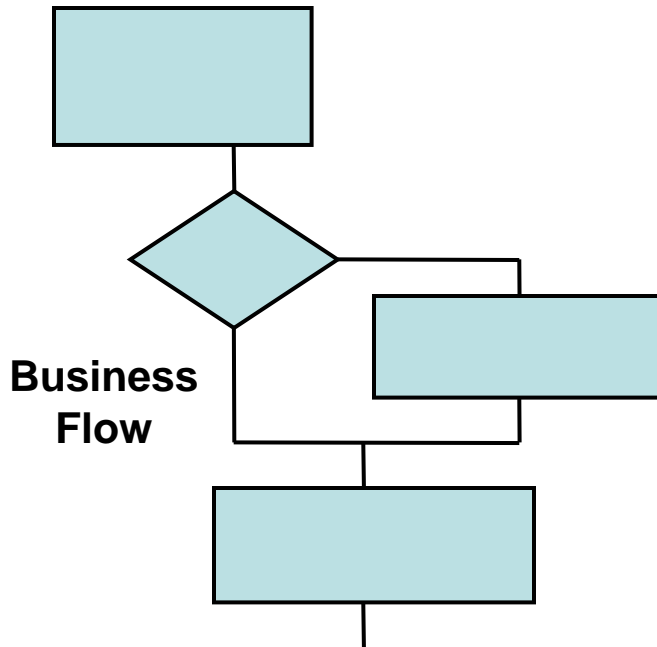
Automate and Re-use with Service Component Architecture (SCA)

Imagine If…..

You could *capture business expertise* and embed that knowledge into your existing process allowing you to scale your business with accuracy

Business Flow

Credit Score Knowledge

Risk Analysis Knowledge

Mortgage Rate Knowledge
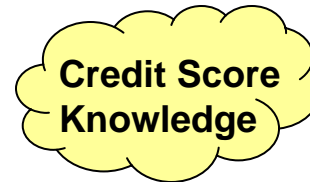
Capture the knowledge of the experts to make accurate decisions

Imagine If…….

You could **connect everything with an intelligent bus** *despite different protocols and constant changes*

Payroll	Cash Management	Web Banking	SWIFT	Automated Clearing House

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INTELLIGENT Universal ESB

↕ ↕ ↕ ↕ ↕

Check Processing	Treasury	Corporate Payments	Federal Reserve (Fedwire)	Single Euro Payments Area (SEPA)
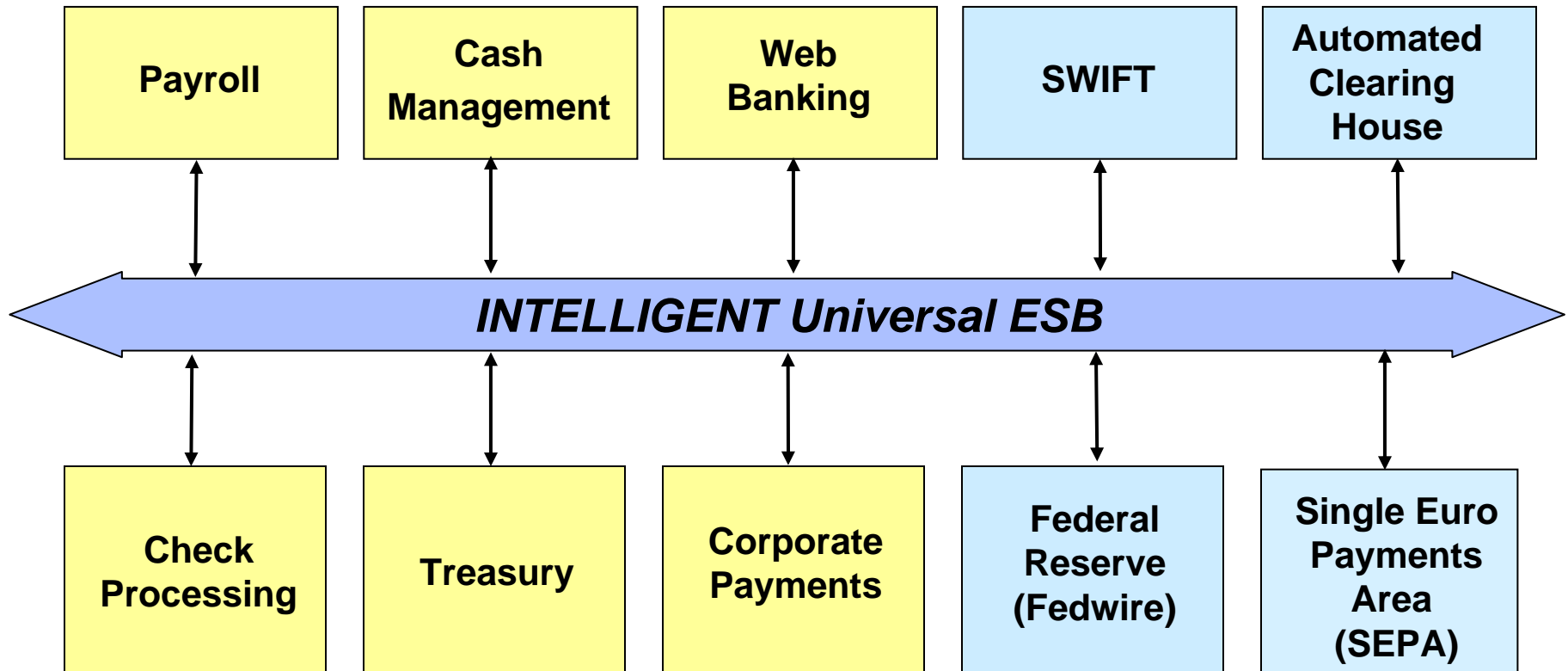
Connect Everything

Imagine If…..
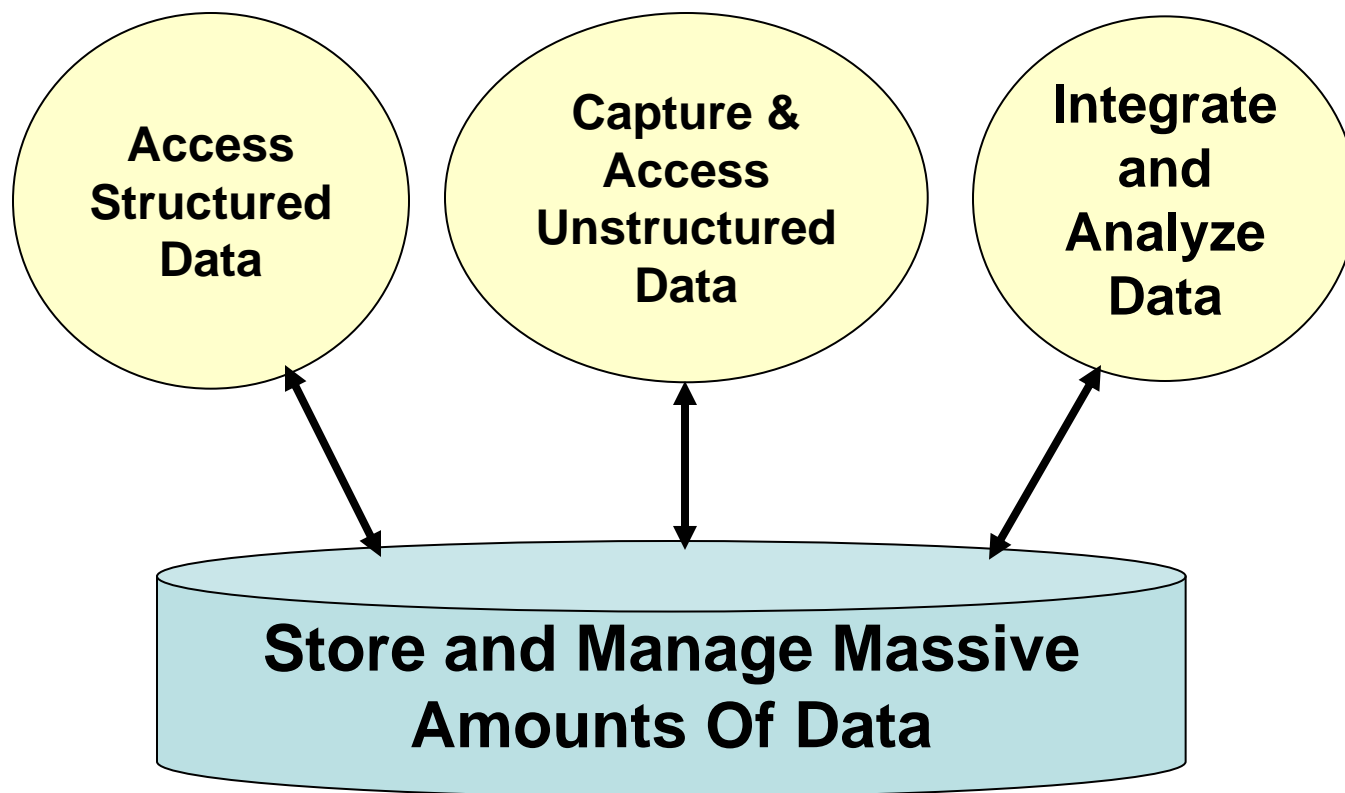
You could **create new intelligence** through a smarter information management strategy

Access Structured Data

Capture & Access Unstructured Data

Integrate and Analyze Data

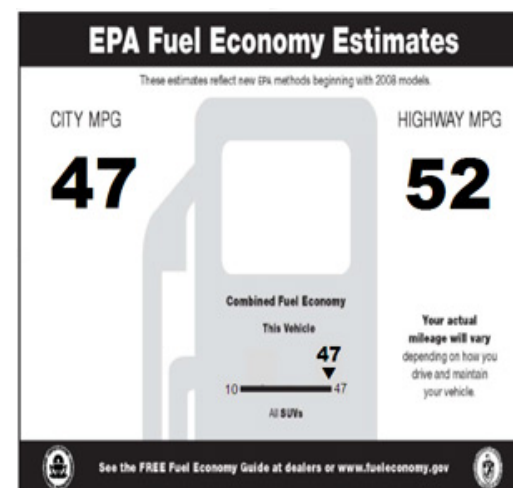**Store and Manage Massive Amounts Of Data**

Make Smarter Decisions in Real Time

Imagine If…..

You could **unlock new intelligence and business value** **with a much more efficient foundation**

- *Highest Scalability*

- *Highest Compression Ratios*

- *Most Efficient XML*

- *Best productivity tools for developers and DBAs*

- *Best High Availability record*

Use the most efficient data server in the industry!

Demo: Today's LIVE Environment

IBM Solutions

WebSphere and Information Management Solutions

Competitors

Oracle SOA Suite
Oracle DB
Microsoft
SQL Server
JBoss

26 VMWare Images

IBM ThinkPad
3GB RAM

IBM ThinkPad
3GB RAM

IBM Provides the Best Smart Solutions For Difficult Problems

	IBM	Oracle
Strongest Foundation (Application Server)	YES	**Missing Key Functions**
Automate Business Processes with Service Component Architecture	YES	NO
Capture Business Expertise with a Business Rules Management System	YES	NO
Connect Everything with an Intelligent Bus	YES	NO
Provides "New Intelligence" for Better Business Value	YES	NO
Manages Data More Efficiently	YES	NO

Today's Agenda

01 – Work Smarter with IBM Solutions
02 – Start with a Solid Foundation – WebSphere Application Server
-- BREAK --
03 – Improving Your Business With Flexible Business Processes
04 – Rules of Engagement – Capturing Your Business Expertise
-- LUNCH --
05 – Integrate your Business with the most Flexible Messaging & ESB Infrastructure
06 The Business Value of New Intelligence
07 Create New Intelligence with IBM Software
-- BREAK --
08 Why Choose DB2 as the Foundation for New Intelligence
09 SUMMARY and Roundtable