WebSphere Puts Business in Motion

Move Forward with WebSphere

These New Technologies will Change the Way You do Business

Mobile

Social

"Internet of Things"

Cloud Computing

With These Technologies, You can Better Engage Your Customers and Employees

- Design mobile applications to enhance your customer's experience

- Put your customers at the center of your business processes

- Use decision management to make your processes smarter

- Integrate your applications to reuse valuable assets with performance and reliability

- Build on an application server with rapid development, intelligent management, and superior performance

- Deploy applications to a private cloud for greater security, efficiency, and flexibility

IBM's Solutions Will Help You Implement "Systems of Engagement"

Solutions	IBM
Compelling mobile application development	Yes
Smarter Business Process Management	Yes
Intelligent operational decision management	Yes
Flexible Enterprise Service Bus	Yes
Scalable application server	Yes
Cost-effective workload deployment	Yes

IBM Leads in Four Key Gartner Magic Quadrants

Magic Quadrant for On-Premises Application Platforms

Daniel Sholler, Yefim V. Natis, Massimo Pezzini, Kimihiko Iijima, Jess Thompson, Ross Altman
June 27, 2013

"New and composite on-premises applications need a complex array of runtime technologies and development capabilities."

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire URL

Source: Gartner (June 2013)

Magic Quadrant for Mobile Application Development Platforms

Ian Finley, Van L. Baker, Ken Parmelee, David Mitchell Smith, Ray Valdes, Gordon Van Huizen
Aug 7, 2013

"As unprecedented numbers of enterprises build mobile applications, the mobile application development platform market continues to grow and evolve rapidly."

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The full report is available at http://ibm.co/13TU2Dm

Source: Gartner (August 2013)

Magic Quadrant for Application Services Governance

Paolo Malinverno, Daryl C. Plummer, Gordon Van Huizen
August 8, 2013

"The design, implementation, publication, operation, maintenance and retirement of those APIs and services need to be governed and managed carefully, which is what 'application services governance' does."

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire URL

Source: Gartner (August 2013)

Magic Quadrant for On-Premise Application Integration Suites

Jess Thompson, Yefim V. Natis, Massimo Pezzini, Daniel Sholler, Ross Altman, Kimihiko Iijima
June 27, 2013

"Enterprises need systematic application integration functionality supporting robust messaging, multiple B2B protocols and cloud APIs."

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire URL

Source: Gartner (June 2013)

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9. IP Network Design Guide, SG24-2580-01
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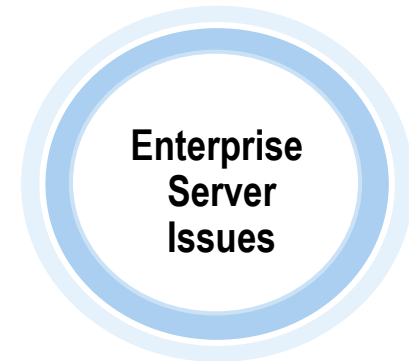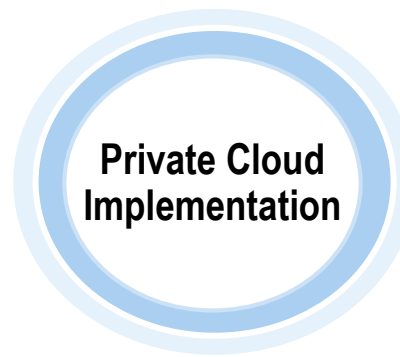

… 27 more not shown …

- Access the solutions you saw today

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- Tutorials based upon real customer experiences

- Online demos,
  best practice documentation, and quick-start guides
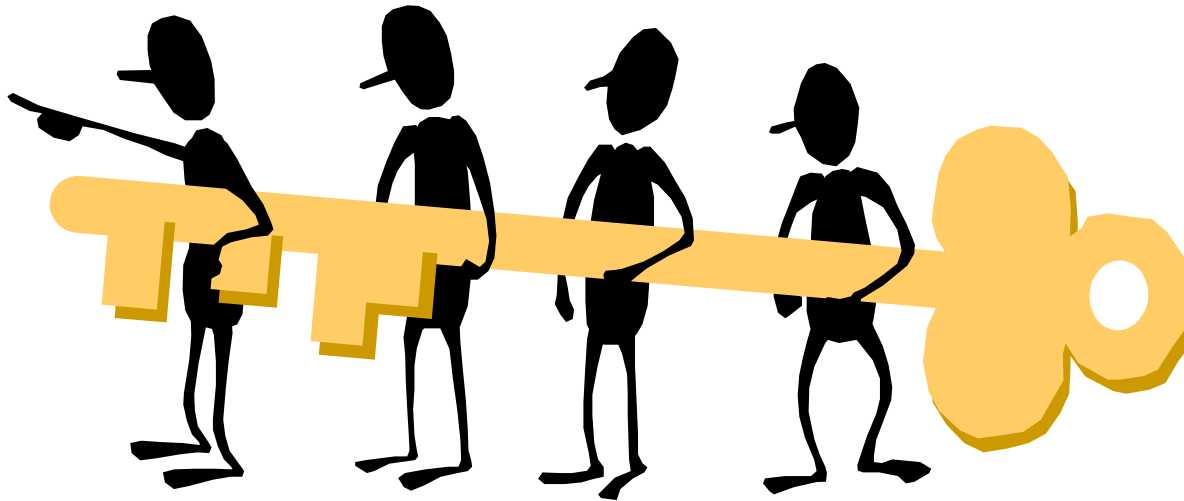
Eagle TCO Engagements

- **Free of Charge** total cost of ownership study that helps customers evaluate the lowest cost option among alternative approaches. The study usually requires one day for an on-site visit and is **specifically tailored to a customer's enterprise.**

- The study can be focused on at least one of the areas below:

Fit For Purpose Platform Selection   **Private Cloud Implementation**   **Enterprise Server Issues**

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What Should You do Now?

- Talk to your local IBM representatives (some are in the audience)

- They are your key resource in helping you improve your business with WebSphere solutions

Thank You for Attending Today!

Thank You!