

Successfully Partnering with IBM

Giles Norman, Leader, North & East Europe, Sensor Solutions

Supply Chain Visibility and Optimization for a smarter planet



Successful partnering involves delivering the right solution for an organisation in the way that best fits its business objectives

■ Help, Make or Buy?

- How to decide which for which situations?
- What's the ROI? How can we bring it forwards?
- What skills do we need? What do we have already?
- Systems Integrator or Service Provider?



■ Taking away the fear...

- What do you need to keep and what can you entrust to a partner?
- Scalability - being reactive to change
- Flexibility is key

Supply Chain Visibility Solutions need simplicity, but the business benefits increase with complexity and integration - a strong, trusted partner can help to achieve this goal.

Sensor-based solutions for Supply Chain Visibility is a strategic opportunity for both IBM and customers...

Real World Visibility

Identify Situations

Business Instrumentation

Visualize & Tune

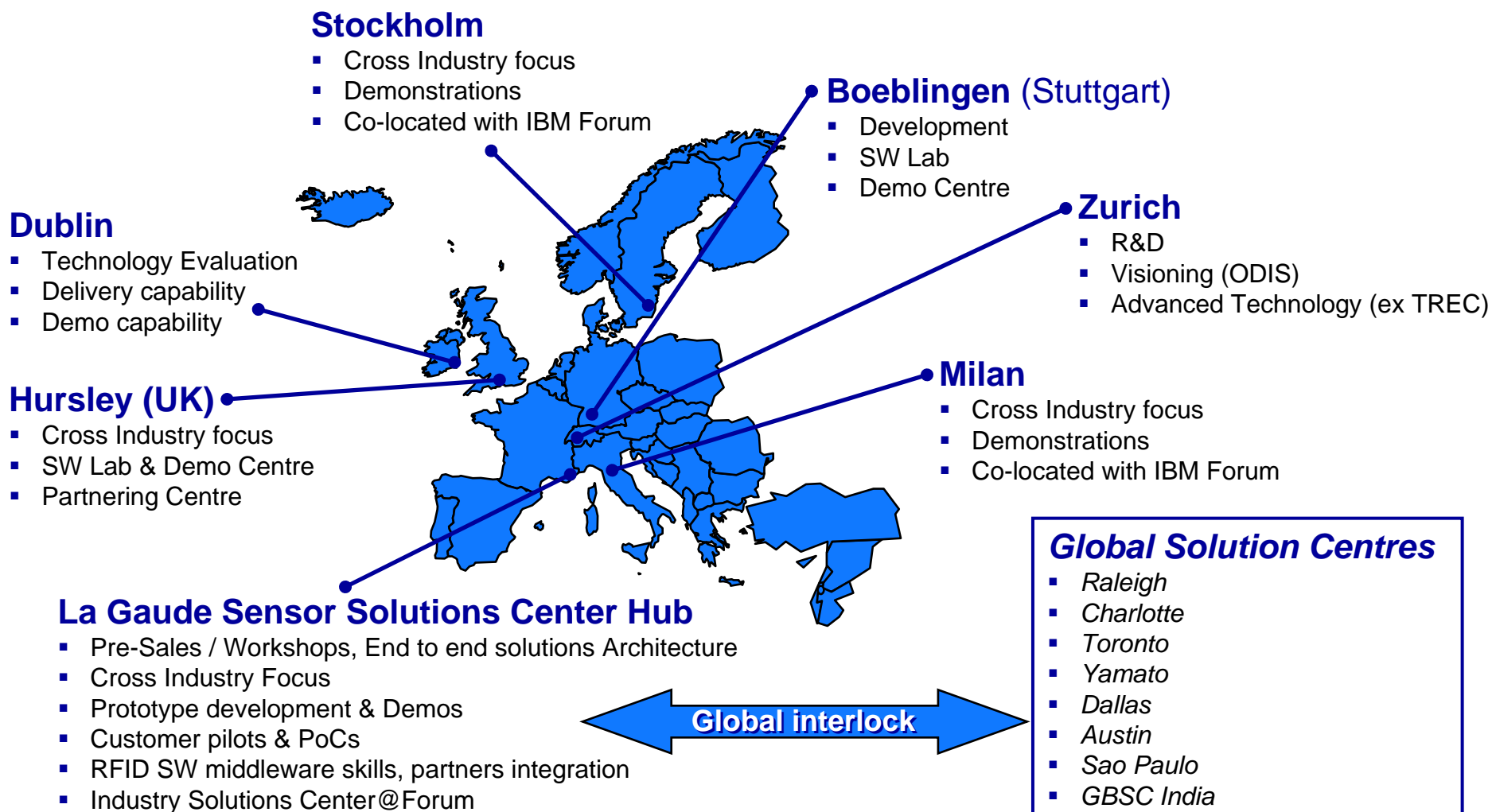
Process Innovation

What, When, Where
Why, How to Respond

IBM's contribution to successful partnering in Sensor Solutions

- **Dedicated sales, consulting & implementation services**
- **Open Standards based SOA Middleware**
- **Partner Ecosystem: HW vendors & ISVs**
- **R&D for advanced solutions**
- **Sensor Solution Centres of Excellence**

IBM Sensor Solutions European Centres of Excellence



Helping our partners understand everything from the physics of the RFID core technology to the business value of implementing business-process oriented RFID solutions.

IBM understands the value of RFID and is committed to the industry

- **IBM Research is an RFID technology pioneer**
- **Founding member of EPCglobal™**
- **IBM is a community leader:**
 - Began with Auto-ID Centre Technology Board
 - Supporting EPCglobal board and committees
- **Facilitator of the “knowledge transfer” process**
 - IBM Auto-ID Business Case White Paper Series
 - Global Commerce Initiative (GCI) “EPC Roadmap”
 - Growing a strong partner ecosystem
- **Deployment partner for leading industry players:**
 - Over 600 RFID engagements
 - Business Case, pilot planning, delivery & management for industry leaders
 - Investing in First Of a Kind (FOAK) technology pilots
- **IBM uses RFID internally**
 - Within semiconductor manufacturing
 - To track IT assets within its own data centres



Smarter initiatives within the Sensors Solutions portfolio...



smarter safer
pharmaceuticals



smarter solutions
for retail



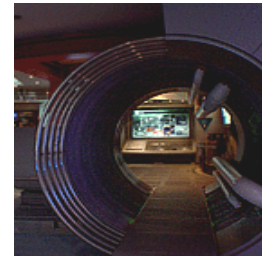
smarter supply
chains



smarter
food



smarter
manufacturing



smarter industrial
operations



smarter
data center



smarter
healthcare



smarter
transportation



smarter
traffic



smarter water
management



smarter
cities

Thank you



Giles D Norman

*Leader, North & East Europe,
IBM Sensor Solutions*



*IBM United Kingdom Limited
76-78 Upper Ground
South Bank
LONDON
SE1 9PZ*

*Tel +44-20-7202-5027
Mobile +44-7802-872323
e-mail: giles_norman@uk.ibm.com*