Successfully Partnering with IBM

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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
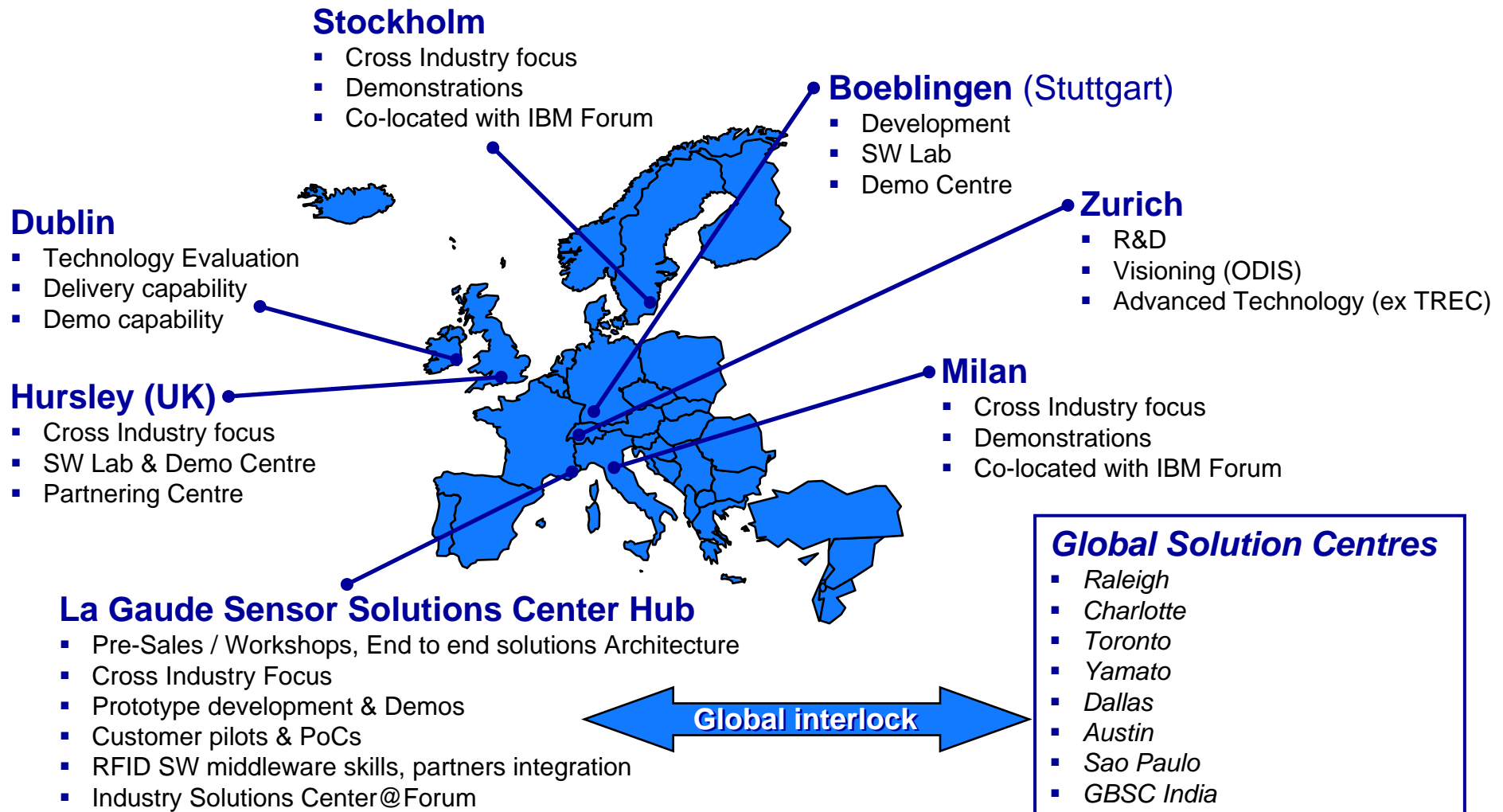
  - Flexibility is key

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

Sensor-based solutions for Supply Chain Visibility is a strategic opportunity for IBM and it's customers to work together…

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

Stockholm
- Cross Industry focus
- Demonstrations
- Co-located with IBM Forum

Boeblingen (Stuttgart)
- Development
- SW Lab
- Demo Centre

Dublin
- Technology Evaluation
- Delivery capability
- Demo capability

Zurich
- R&D
- Visioning (ODIS)
- Advanced Technology (ex TREC)

Hursley (UK)
- Cross Industry focus
- SW Lab & Demo Centre
- Partnering Centre

Milan
- Cross Industry focus
- Demonstrations
- Co-located with IBM Forum

La Gaude Sensor Solutions Center Hub
- Pre-Sales / Workshops, End to end solutions Architecture
- Cross Industry Focus
- Prototype development & Demos
- Customer pilots & PoCs
- RFID SW middleware skills, partners integration
- Industry Solutions Center@Forum

Global Solution Centres
- *Raleigh*
- *Charlotte*
- *Toronto*
- *Yamato*
- *Dallas*
- *Austin*
- *Sao Paulo*
- *GBSC India*

Global interlock

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

IBM understands the value of Supply Chain Visibility 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

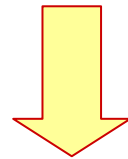smarter
traffic

smarter water
management

smarter
cities

Foul Plea Video

IBM Sensor Solutions

Successful partnering requires mutual investment…

An offer from IBM

When you are ready to start the journey…

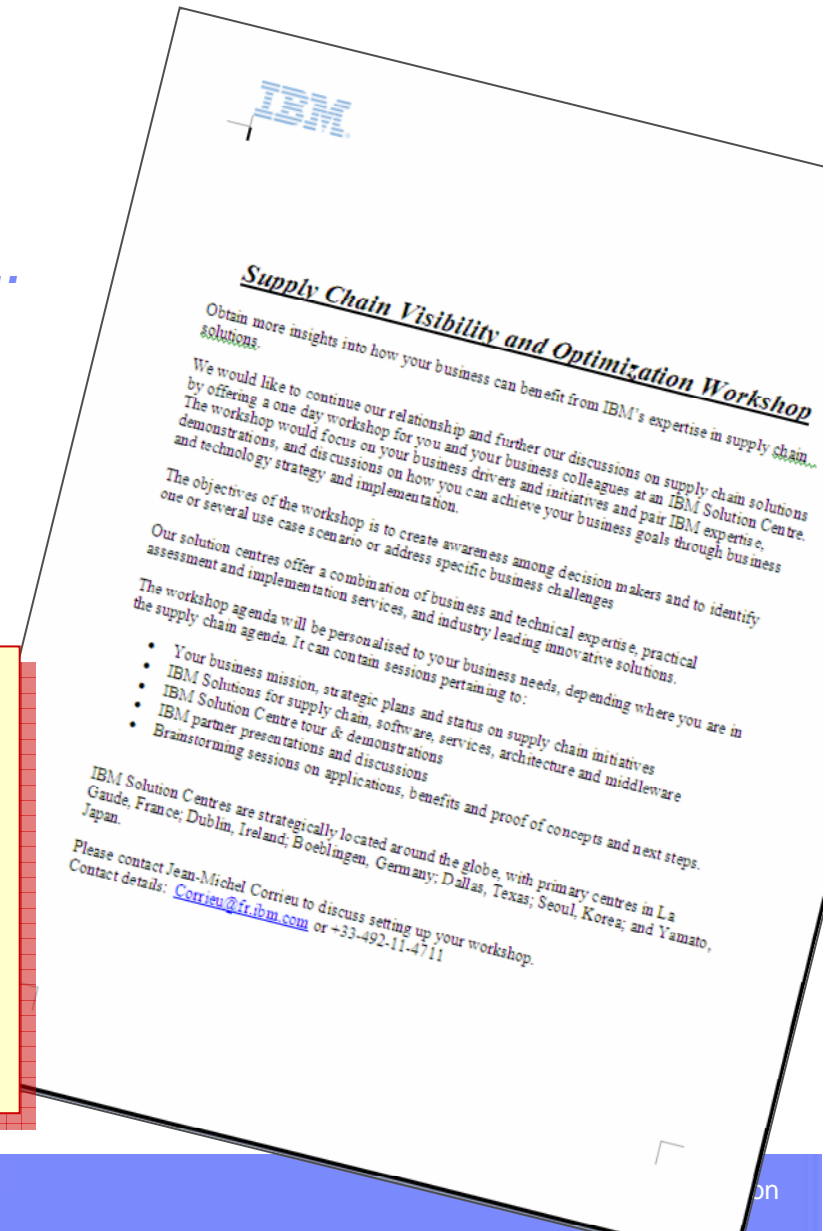**One day personalized Supply Chain Visibility and Optimisation Workshop**

Audience: Business & IT decision makers

Objective:

- Create awareness among decision makers
- Identify with them one or more use case scenarios

Typical next step:

- Detailed framework & ROI study

Thank you

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