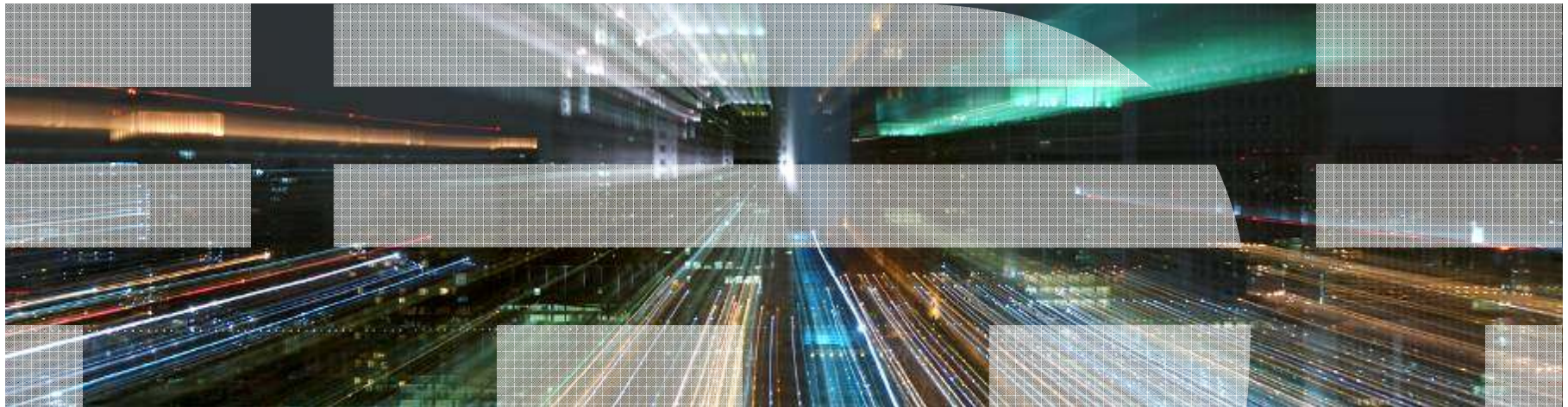


# Smarter Software for a Smarter Planet

*The Capabilities of IBM Software*

*Dorothy Matovu - SWG Channel Sales Leader  
East Africa*



## Agenda

### **Introductions.**

- THE IBM East Africa SWG TEAM

### **Why SWG BP Enablement for East Africa.**

- Communicate IBM SWG strategy and commitment to the channel
- Channel programs, SVI, SVI Plus.
- Customer and Partner Feed back
  - Address skills gap
  - Delivery expertise
- Channel Regional Enablement Programs
- Opportunity to communicate new functionality and network

## Morning Session

<b>Time</b>	<b>Subject Title</b>	<b>Presenter</b>
9:00	Introductions and Capabilities	<b>Dorothy Matovu</b>
9:30	Software Group Software Value Incentive (SVI) SWG- Value Add Program Overview	<b>Nermine Rady</b>
10:15	Partner world GPP-Opportunity Engagement Compliance and Renewals	<b>Nermine Rady</b>
<b>11:00</b>	<b>Tea Break</b>	
11:30	BP Enablement's to drive pipeline You Pass We Pay Program	<b>Benard Obiero</b>
12:30	Break Out session	
13:30	Lunch Break	

## Afternoon Session

Time	Subject Title	Presenter
14:30	Volume and Value plays in WebSphere What is new in WebSphere	Anthony Gitonga, Laura Kiama
15:00	Information Management Volume and Value plays Oracle Take out session Security-Guardium	Abdellah Ben Megdoul, Lynda Keitany
15:30	<b>Coffee Break</b>	
15:45	Security/Tivoli	Alex Kioni Duncan Andenga
16:10	Collaboration	Boniface Mbithi
16:40	Enterprise Content Management	Ahmed Nael Dewidar
<b>17:00</b>	<b>How to make Money Selling IBM Software</b>	<b>Tamer El Saway (MEA Channel Leader)</b>

# 2012 Strategic Priorities - SWG Business Partners & Midmarket

1.

*Reach Broader Markets*

Drive higher sales productivity with **IBM Business Partners** leading more territories

2.

*Grow High Value Revenue*

Continue transformation of IBM Business Partners into **autonomous sellers**

3.

*Embrace New Business Models*

Enable IBM Business Partners to **rapidly grow revenue** from new business models and acquisitions



**Simplicity. Profitability. Growth.**

## Software Group Channel Programs

### **Software Value Plus**

- Value Added Reseller
- Solution Provider
- Primary Support Provider

### **Value Advantage Plus**

### **Value Advantage Plus for Government**

### **SVP Solution Offerings**

Application Specific License

Global Systems Integrator

ISV & Developer Relations

**Simplicity. Profitability. Growth.**



July 2012

# Smarter Software for a Smarter Planet

*The Capabilities of IBM Software*

*Dorothy Matovu - SWG Channel Sales Leader  
East Africa*



# Across the globe we must confront a crushing set of challenges

**10 billion**

Number of marketplace data messages handled by global trading systems each day, placing these systems under extreme stress

**15 petabytes**

Amount of data are created every day – eight times the volume housed in all U.S. libraries

**400B kWh**

Energy wasted by consumers annually due to insufficient consumption information

**78%**

Percentage of CIOs who want to improve the way they use and manage their data

**US\$4 trillion**

Average daily volume in the world's currency marketplaces

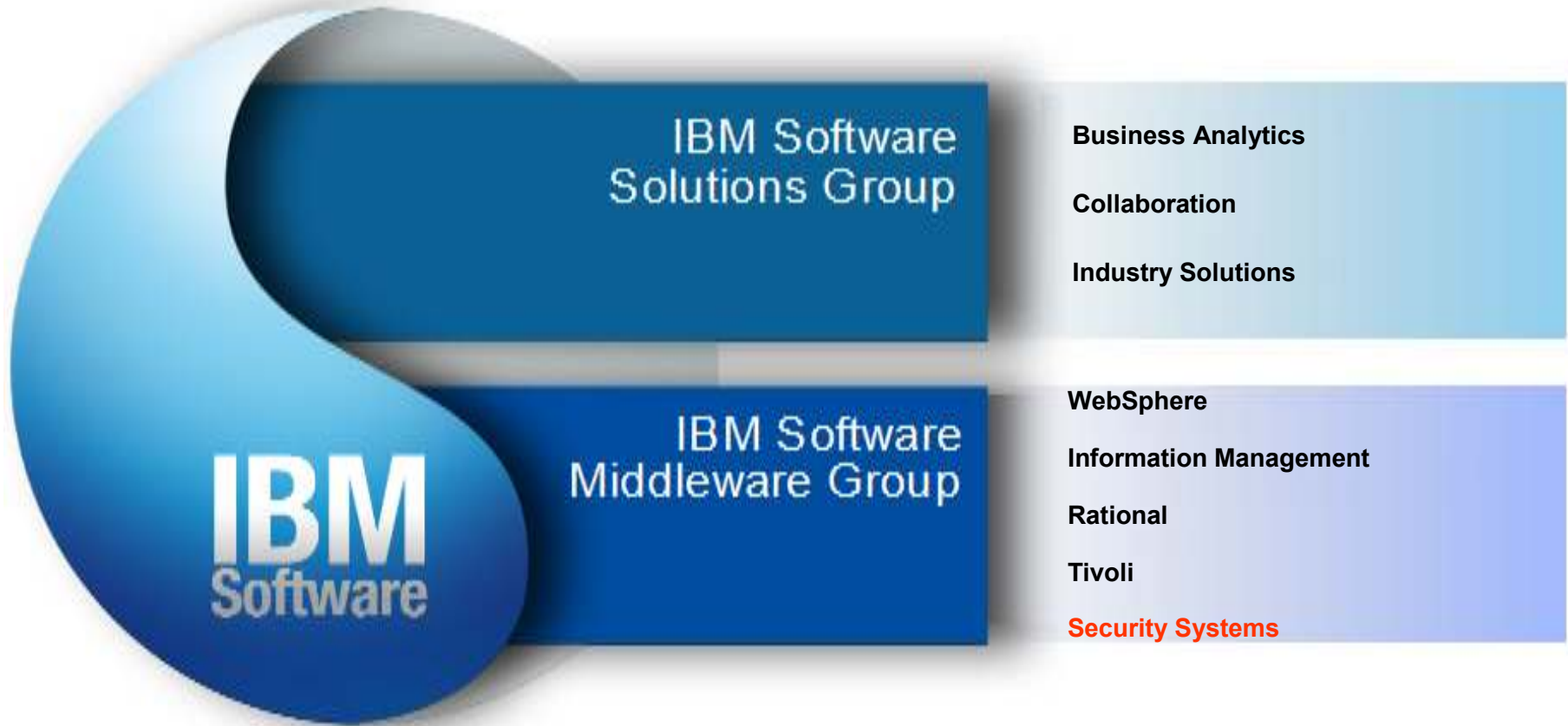
**80%**

Percentage of digital data growth that is predicted to be unstructured and require significant effort to understand and analyze





# Realigned to address market demands



**BPM/SOA foundation – Application Server, workflow, ESB, to create robust and scalable foundation**

**Software Development Lifecycle Management  
Software Governance**

**Data warehousing and Database Mgt  
Master Data Management  
Single View of Product/Customer**

**Security Management  
Enterprise Asset Management  
Infrastructure Monitoring**

**Reporting  
Business Intelligence  
Predictive Analytics**

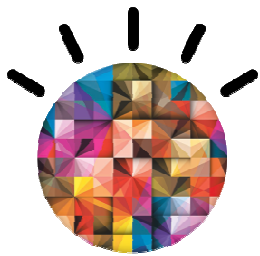
**Key products in Commerce,  
EMM, ECM and pre-built  
integration frameworks**

**Collaboration  
Social Media  
Portal**

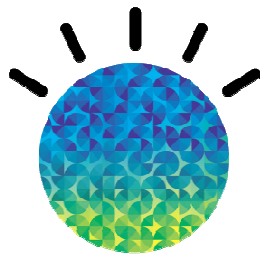
*Applying the Capabilities in new ways to new domains, embedding intelligence into business process and operations*



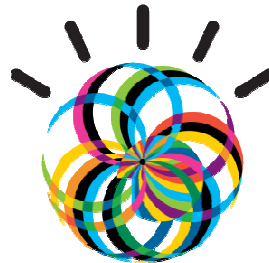
*Our clients are turning to technology to solve specific challenges*



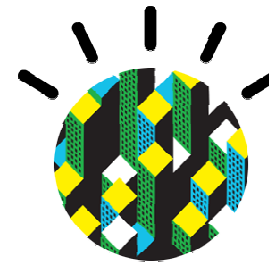
**Business  
Analytics  
& Optimization**



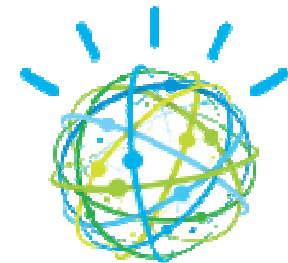
**Smarter  
Commerce**



**Social  
Business**



**Smarter  
Cities**



**Watson  
Solutions**

**The opportunity is growing:** Line of Business buyers want integrated solutions for their industry-specific challenges...*on premise or via the cloud*

# Software is key to addressing these challenges, transforming the planet and making **businesses smarter**



Smarter energy and utilities



Smarter government



Smarter healthcare



Smarter transportation



Smarter solutions for retail



Smarter banking



Smarter insurance



Smarter telecommunications



Smarter chemical and petroleum



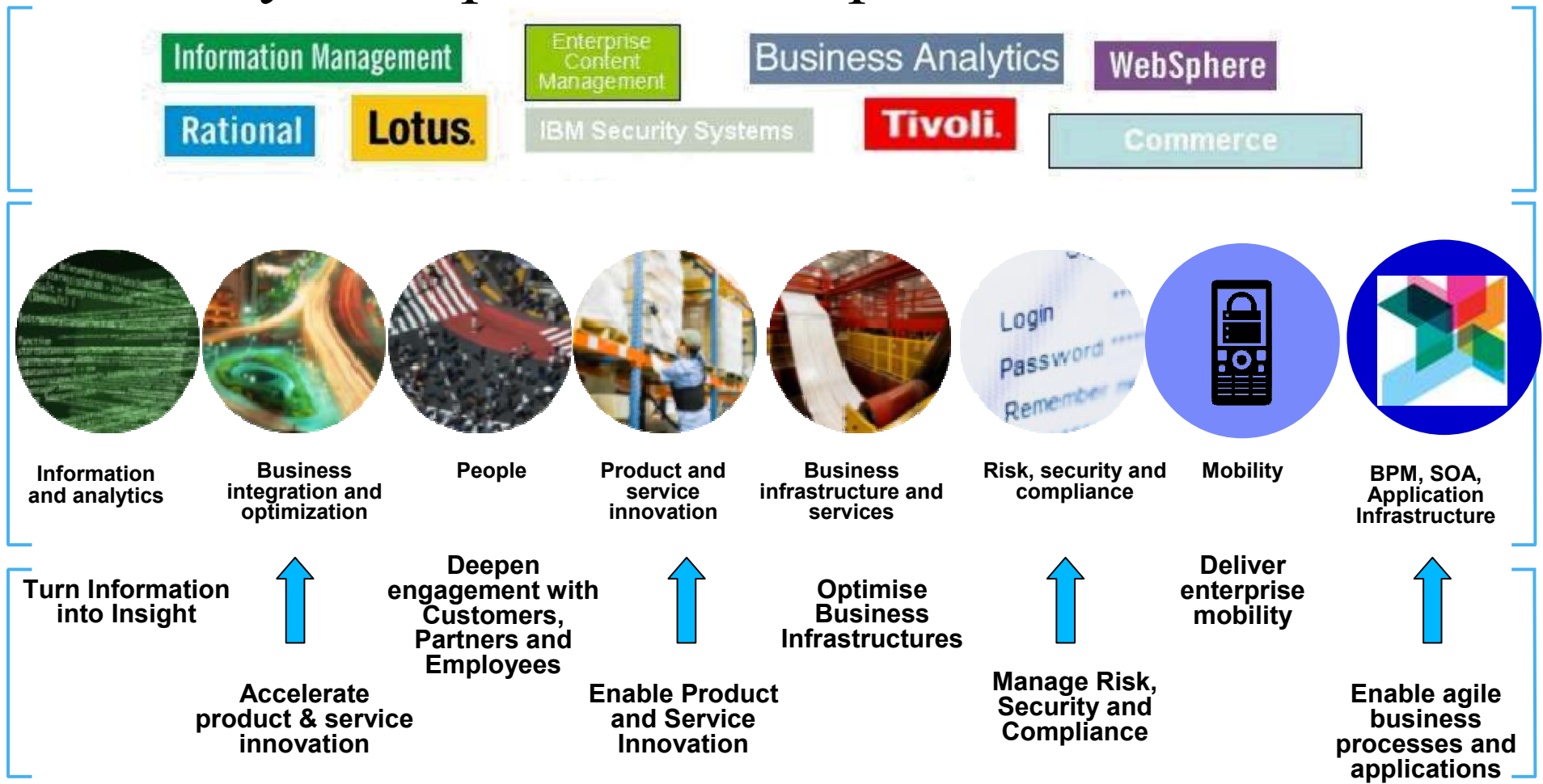
Smarter electronics

# Evolving from Product to Capabilities



IBM technology and industry specific assets combine to accelerates time to value.

## Journey from products to capabilities...





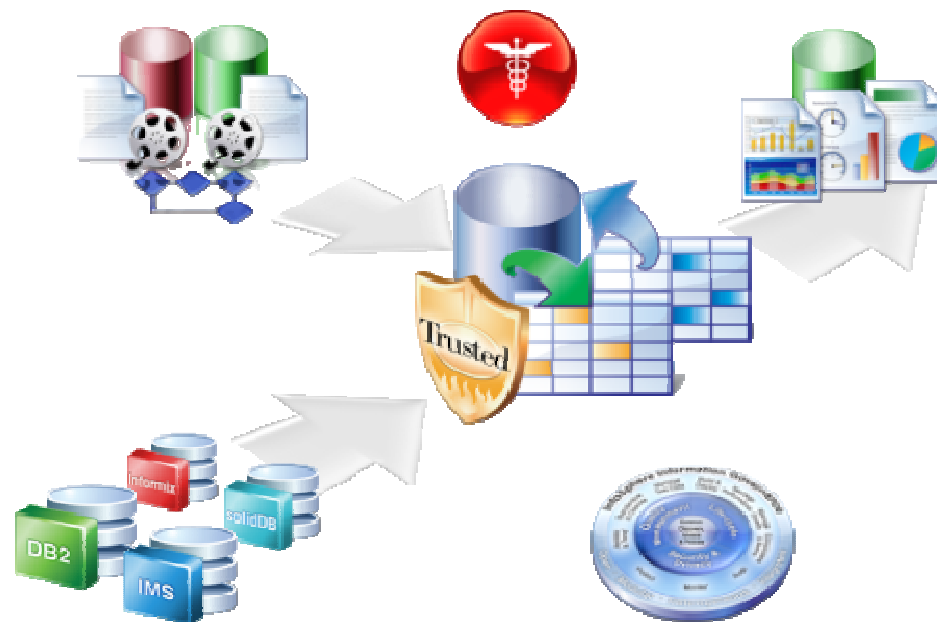
# IBM solutions are built on a core set of software capabilities

Need	Capability	Need	Capability
<b>Turn Information into Insights</b>	<ul style="list-style-type: none"> <li>Business Analytics</li> <li>Data Management</li> <li>Data Warehousing</li> <li>Enterprise Content Management</li> <li>Information Governance</li> <li>Information Integration and Federation</li> </ul>	<b>Enable Product and Service Innovation</b>	<ul style="list-style-type: none"> <li>Application Lifecycle Management</li> <li>Business Planning and Alignment</li> <li>Complex and Embedded Systems</li> <li>Design, Development and Deployment</li> <li>Enterprise Modernization</li> <li>Security</li> </ul>
<b>Drive Business Integration and Optimization</b>	<ul style="list-style-type: none"> <li>Application Infrastructure</li> <li>Business Process Management</li> <li>Commerce</li> <li>Connectivity and Integration</li> <li>Enterprise Marketing Management</li> </ul>	<b>Optimize the Impact of Business Infrastructures and Services</b>	<ul style="list-style-type: none"> <li>Asset Management</li> <li>Business Service Management</li> <li>Cloud and Virtualization Management</li> <li>Network and Service Assurance</li> <li>Security</li> <li>Storage Management</li> <li>Systems Management</li> </ul>
<b>Connect and Collaborate</b>	<ul style="list-style-type: none"> <li>Social Business Application Development</li> <li>Social Collaboration</li> <li>Unified Communications</li> <li>Web Experience</li> </ul>	<b>Manage Risk, Security, and Compliance</b>	<ul style="list-style-type: none"> <li>Application and Process</li> <li>Data and Information</li> <li>Network, Server, and Endpoint</li> <li>People and Identity</li> <li>Physical Infrastructure</li> <li>Security governance, risk management and compliance</li> </ul>

# Turn information into insights

Enterprise content management

Business analytics



Information integration and federation

Data warehousing

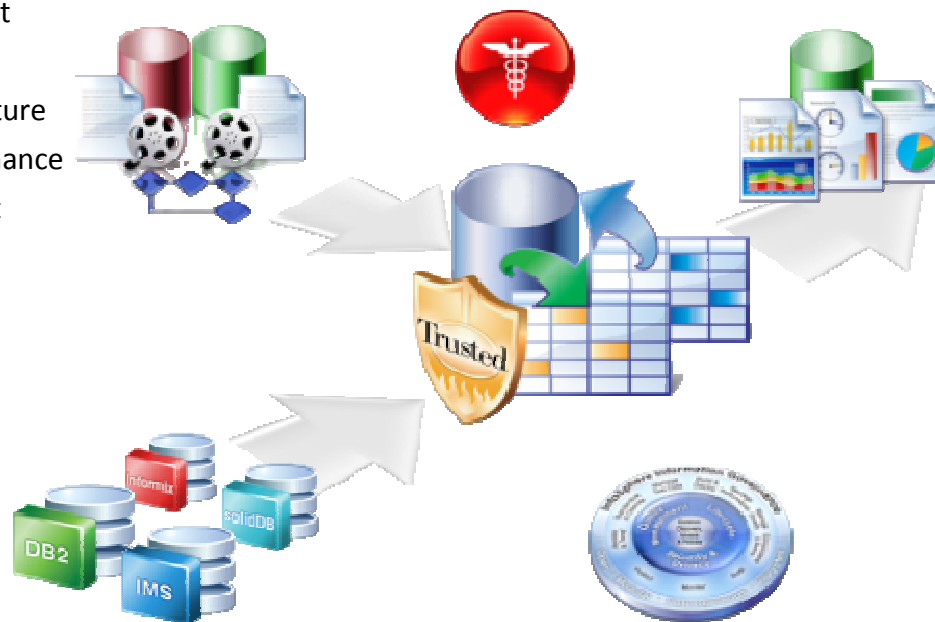
Data management

Information governance

# Turn information into insights

## Enterprise content management

- Advanced case management
- Content analytics
- Document imaging and capture
- Information lifecycle governance
- Social content management



## Data management

- Database design and development
- Database management
- Database administration

## Information governance

- Data lifecycle management
- Data security and privacy
- Data quality management

## Business analytics

- Business intelligence
- Predictive analytics
- Analytic applications
- Financial performance management
- Governance, risk and compliance

## Information integration and federation

- Information integration
- Master data management
- Big data analytics

## Data warehousing

- Warehousing appliances
- Warehousing software
- Industry models

# Turn information into insights



## Data management

Deliver proven capabilities for reducing the cost and complexity of managing your data, improving business agility, and leverage data as a core asset.

### Database management

- Data serving to applications with speed, security, reliability, scalability and compatibility

### Database design and development

- Integrated design, development and testing of application and enterprise databases across heterogeneous environments

### Database administration

- Integrated end-to-end monitoring and administration of database systems for optimal performance and reduced costs

### Case studies

- [KNORR-BREMSE Systeme für Schienenfahrzeuge GmbH](#)
- [Reliance Life Insurance Company](#)

# Turn information into insights



## Enterprise content management

Turn content into business insight using industry-specific solutions that capture, manage, analyze and share content throughout its lifecycle.

### Advanced case management

- Integration of people, processes and information in the context of a case to optimize case outcomes

### Content analytics

- Location, access, analysis of unstructured content across multiple sources to yield business insight

### Document imaging and capture

- Capture, management and distribution of content across a wide variety of sources

### Information lifecycle governance

- Information assessment, collection, classification, archival, search, eDiscovery and records management

### Social content management

- Content access, author and extend capabilities, through office documents, social content and collaboration tools

### Case studies

- [PPL](#)
- [SRCSD](#)
- [Cumberland Building Society](#)





# Turn information into insights



## Information integration and federation

Improve existing business applications and establish new business process with the creation and distribution of trusted information.

### Information integration

- A unified, end-to-end platform that cost-effectively discovers, transforms, cleanses and loads trusted information to multiple business applications

### Big data analytics

- A new generation of capabilities for analyzing information streams in real-time and the vast domain of "Internet-scale" information sources

### Master data management

- Pre-built and flexible application functionality that creates a single, unified, trusted view for improving existing applications and processes

### Case studies

- [Banco de Crédito del Peru](#)
- [A US State Police Force](#)

# Turn information into insights



## Data warehousing

Provide a robust and scalable foundation for rapid deployment of real-time analytics and reporting, while reducing operating costs.

### Warehousing appliances

- Pre-built and performance optimized data warehousing solutions that integrate database, server and storage into a single, easy to manage system with a fast time to value

### Industry models

- Logical industry data models and ready to load physical data models and BI reports for specific business areas accelerate projects while reducing cost & risk

### Warehousing software

- High-performance, scalable and flexible data warehouse platforms that allow for rapid insight from both structured and unstructured information sources

### Case studies

- [Macy's.com](#)
- [Alameda County Social Services Agency](#)

# Turn information into insights



## Business analytics

Enable organizations to better understand, anticipate and shape business outcomes through the ability to spot and analyze trends, patterns and anomalies; compare “what-if” scenarios and predict potential threats and opportunities; and plan, budget and forecast resources.

### Business intelligence

- Analysis, query, reporting, real-time monitoring, dashboards, scorecards, visualization

### Predictive and advanced analytics

- Data collection, market research, data mining, text analytics, statistical analysis, visualization, predictive analytics, decision management

### Analytic applications

- Customer, financial, industry, supply chain workforce

### Financial performance and strategy management

- Planning, budgeting, forecasting, what-if analysis and profitability modeling, reporting and score-carding, consolidation, disclosure

### Governance, risk and compliance

- Financial controls, operational risk, policy, compliance, internal audit

### Case studies

- [Numius](#)
- [Sun World International](#)
- [Laboratorios Indas](#)



# Turn information into insights



## Information governance

Ensure compliance and reduce risk of data threats, while reducing the cost of managing increasing volumes of data by proactively managing information across heterogeneous information supply chains.

### Data lifecycle management

- Database archiving and test data management to decrease infrastructure costs, improve application performance and comply with retention regulations

### Data quality management

- Data is trusted and standards are applied enterprise-wide to ensure that decisions are made with consistent, accurate information

### Data security and privacy

- Data-focused security and monitoring to reduce cost of compliance and risk of privacy breaches

### Case studies

[BNP Paribas](#)



# Turn information into insights

Integrating best of breed functionality enriches the capabilities and simplifies deployment and management

## Business analytics



Business intelligence and performance mgt. | 2008  
Predictive analytics | 2009



Financial governance | 2010



Governance, compliance, risk mgt. | 2010



Web analytics | 2010



Financial risk management 2011

## Information integration and federation



Real time data integration 2007



Master data mgt. | 2010

## Information governance



Archiving and test data mgt. 2007



Data discovery 2009



Database security 2009

## Enterprise content management



Data & document capture | 2010



Legal & information governance | 2010

## Data warehousing



Data warehouse appliances | 2010

## Data management



In-memory database 2008

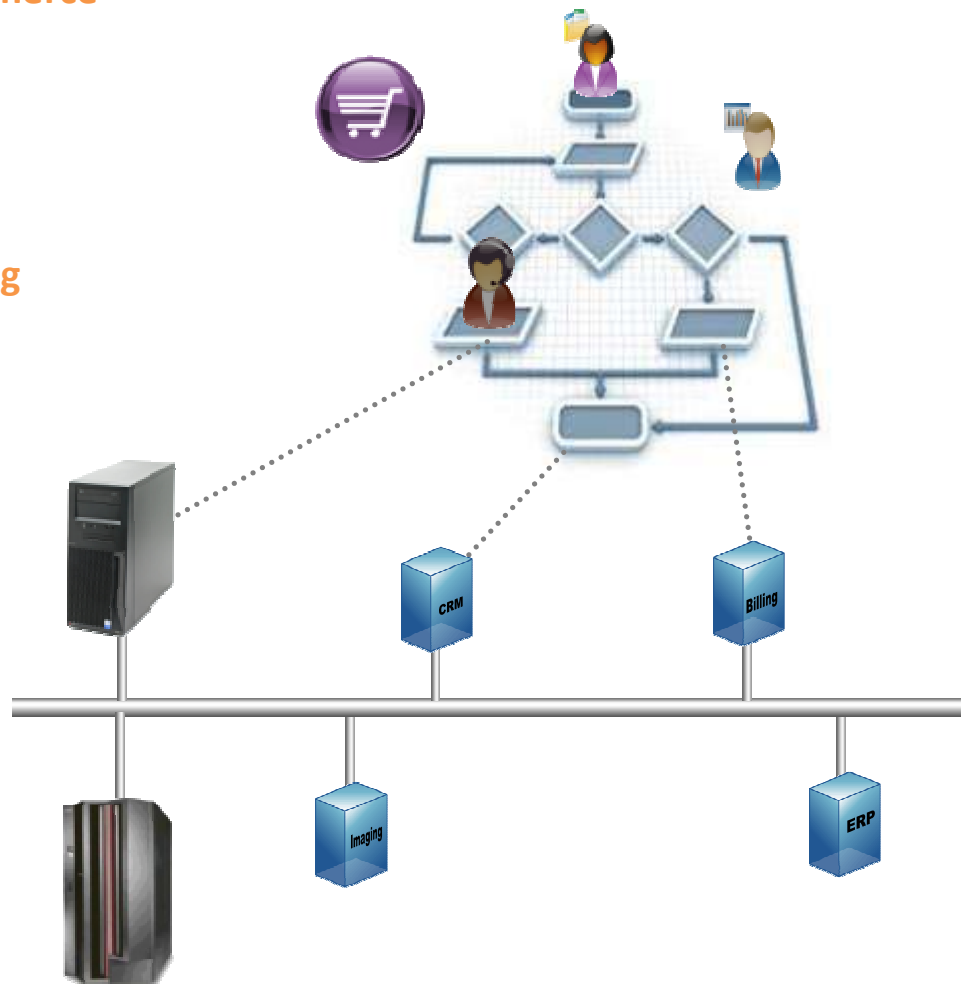


# Drive Business Integration and Optimization

Commerce

Enterprise marketing management

Business process management



Application infrastructure

Connectivity and integration

# Drive Business Integration and Optimization

## Commerce

- Selling
- Order management
- Supply chain management
- Decision optimization

## Enterprise marketing management

- Cross-channel campaign management
- Marketing resource management
- Digital marketing optimization
- Web analytics

## Application infrastructure

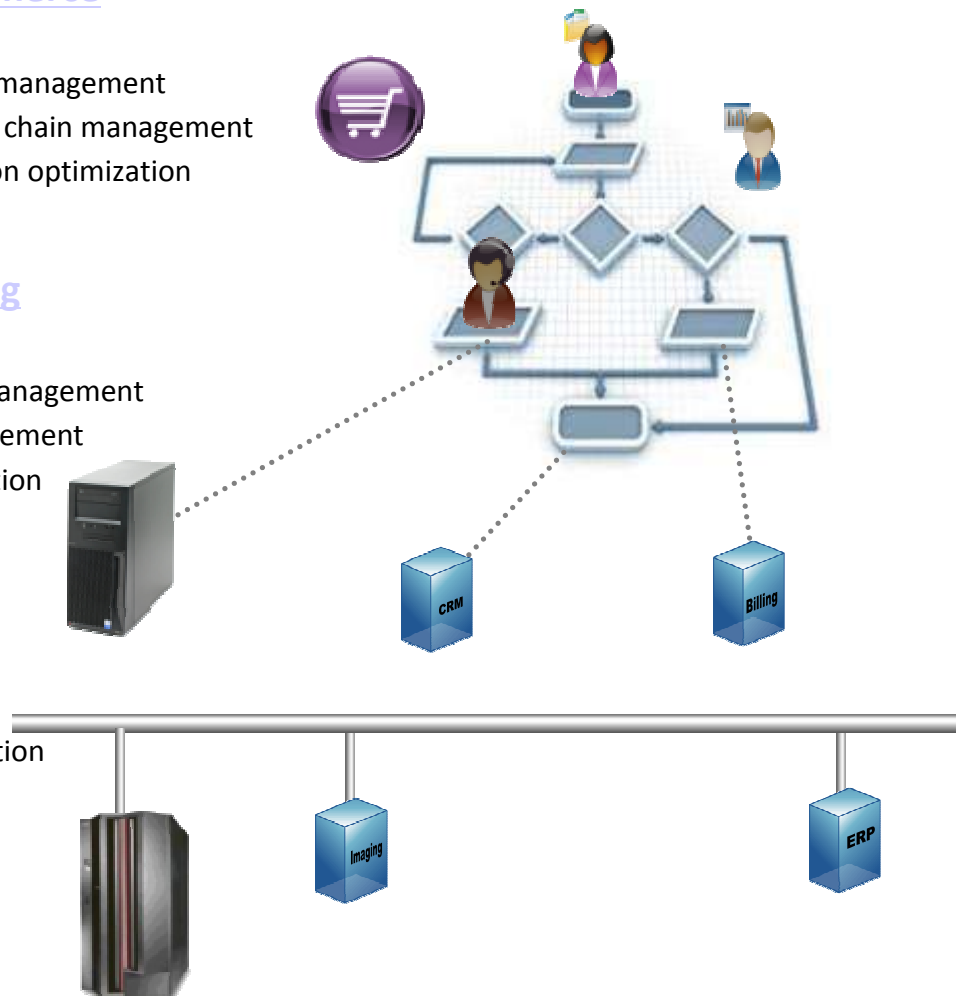
- Cloud platform and application virtualization
- Elastic caching
- Application optimization
- Application foundation
- Transaction processing

## Business process management

- Process discovery and design
- Process automation and integrity
- Business monitoring
- Decision management
- Industry process accelerators

## Connectivity and integration

- Messaging
- Integration foundation
- B2B integration
- Cloud integration
- Managed file transfer



# Drive Business Integration and Optimization



## Application infrastructure

Efficiently deliver applications and services with robust performance, transactional integrity and maximum security and control while optimizing costs. Drive down operational costs with a virtualized or cloud-based application infrastructure and immediate response.

### Cloud platform and application virtualization

- On-premise cloud deployment to optimize cost and time to market

### Elastic caching

- Distributed caching technology to extend performance and scalability of existing applications

### Application optimization

- Improved performance and scalability of web-based applications with optimized mission critical traffic

### Application foundation

- Foundation for building, deploying and intelligently managing any applications, including Web 2.0 & Mobile, with high performance, security and control

### Transaction processing

- Industrial-strength, online transaction management for system z

### Case studies

- [Haddon Hill](#)
- [Max New York Life Insurance Co. Ltd.](#)
- [Major Financial Services Company](#)



# Drive Business Integration and Optimization



## Connectivity and integration

Deliver fast, flexible and reliable access to processes, applications and information regardless of platform, device, or data formats; increase visibility and improve governance of services, processes, files, rules, and events; and connect to customers, partners, and suppliers and extend processes through messaging infrastructure, ESBs, or appliances

### Messaging

- Secure and reliable information delivery across the enterprise with the capability to scale to 100s of millions of messages per day

### Integration foundation

- Fast and flexible connectivity between processes, applications, and information for a robust SOA and governance foundation

### B2B integration

- Flexible and secure connectivity and management of diverse partner, customer, and supplier communities

### Cloud integration

- Integration of cloud, SaaS and on-premise applications designed to maximize the effectiveness and value of cloud investments

### Managed file transfer

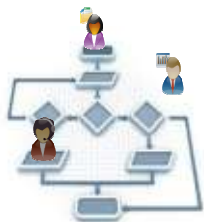
- Secure data movement enabling enterprises to gain control and oversight of the movement of critical corporate data to facilitate data growth, reduce security risk, and improve IT and business efficiency

### Case studies

- [Sharp Corporation](#)
- [Fiducia](#)
- [Russell Investment Group](#)
- [Bank of Communications](#)
- [Imperial Sugar Company](#)



# Drive Business Integration and Optimization



## Business process management

Discover, model, execute, rapidly change, govern, and gain end-to-end visibility on core business processes, rules and events.

### Discovery and design

- Modeling, simulation, and adjustment of core business processes for both documentation and execution

### Automation and integrity

- Orchestration and integration of systems to create uniform, repeatable, mission-critical business processes

### Business monitoring

- Real time, end-to-end visibility across business processes and events to enable rapid change

### Decision management

- Software to streamline operational decisions by enabling business users to quickly define, change and test business rules and events

### Industry process accelerators

- Industry-specific assets, methods, and services offerings to enable rapid time to value for BPM projects

### Case studies

- [Beauty care retailer](#)
- [HealthNow](#)
- [North Rhine-Westphalia Ministry of Justice](#)



# Drive Business Integration and Optimization



## Commerce

Enhance the customer experience with customer centric shopping and across all channels with optimized supply chains based on insights from customer demand across the value chain.

### Selling

- Precision marketing, e-commerce, guided selling, configuration, pricing and quoting to enhance a customer-centric, cross-channel shopping experience across B2B and B2C commerce models

### Order management

- Deep distributed orchestration inside and outside the enterprise, enabling a single face to the customer as well as order and inventory visibility and availability across the extended enterprise

### Decision optimization

- Tools to speed development and deployment of optimization models, combining leading solver engines with a tightly integrated IED modeling language. Applicable to supply chain planning, logistics, cash management, and other

### Supply chain management

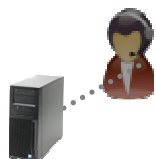
- Optimization of inbound and outbound supply chain processes ensuring the most cost-effective fulfillment strategy is executed while meeting customer service levels

### Case studies

- [Davids Bridal](#)
- [Dal-Tile Corporation](#)
- [Quantum Corporation](#)
- [True Value Corporation](#)
- [Staples](#)
- [Conad del Tirreno](#)



# Drive Business Integration and Optimization



## Enterprise marketing management

Understand what makes customers tick and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels.

### Cross channel campaign management

- Creation, delivery and measurement of highly personalized and relevant communications across a variety of channels such email, direct mail, websites, kiosks, mobile devices, and call centers

### Marketing resource management

- Enables the alignment of people, process, budgets, and technology to support marketing activities and improve marketing effectiveness.

### Web analytics

- Measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage

### Digital marketing optimization

- Easy execution, automation and optimization of personalized marketing campaigns across digital channels

### Case studies

- [Lands End](#)
- [Citrix Systems](#)
- [Rydex Investments](#)
- [Orvis](#)




# Drive Business Integration and Optimization


Integrating best of breed functionality enriches the capabilities and simplifies deployment and management


## Connectivity and integration


 B2B integration  
2010

 Cloud integration  
2010


## Business process management


 Business rules |  
2008

 BPM for LOB | 2010

 Business event  
processing  
2008


## Commerce

 Selling, order  
mgmt,  
supply chain  
mgmt  
2010

 Optimization |  
2008

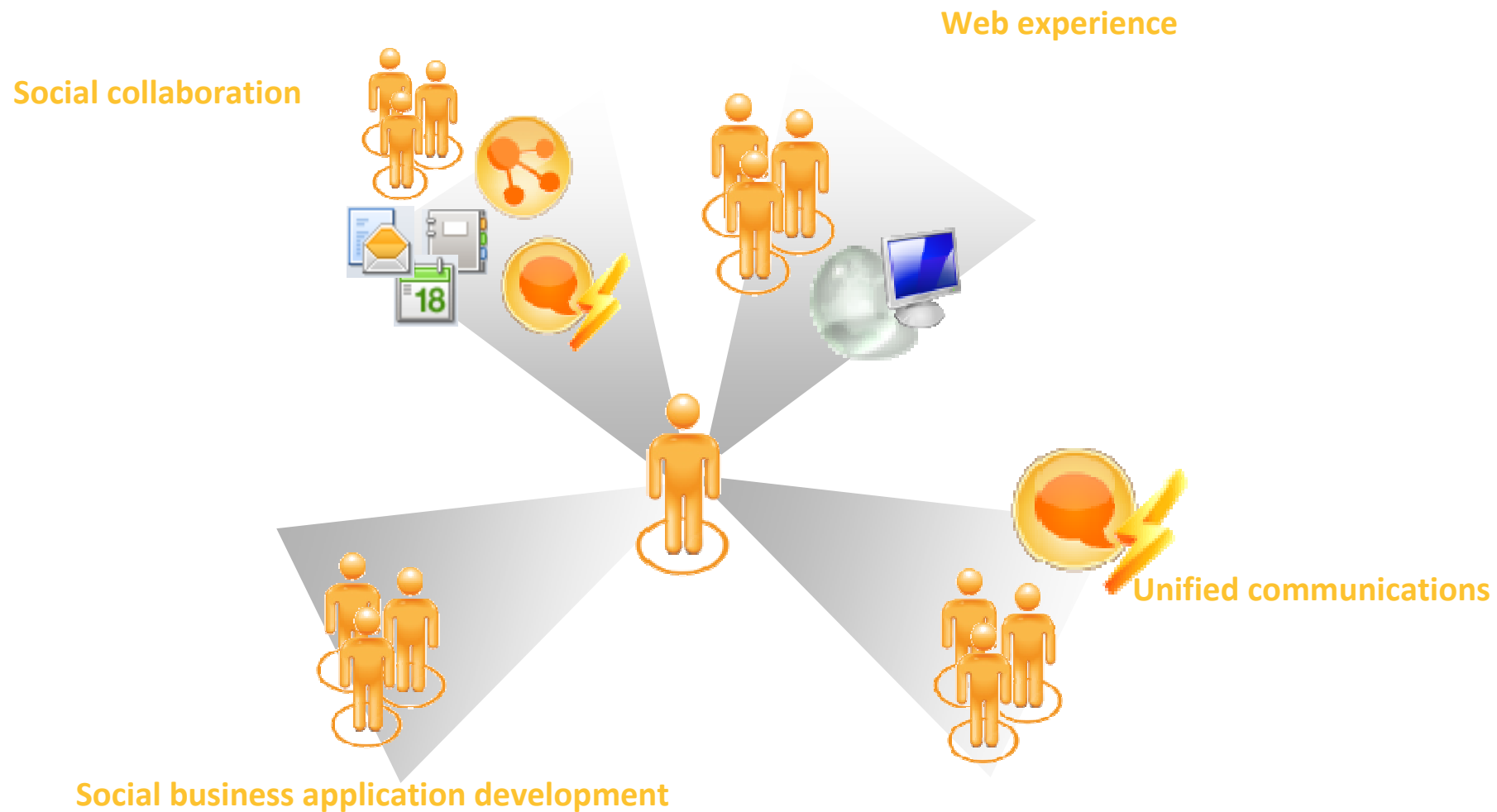
## Enterprise marketing management

 Web analytics |  
2008

 Enterprise  
marketing mgt.  
2010



# Connect and collaborate



# Connect and collaborate

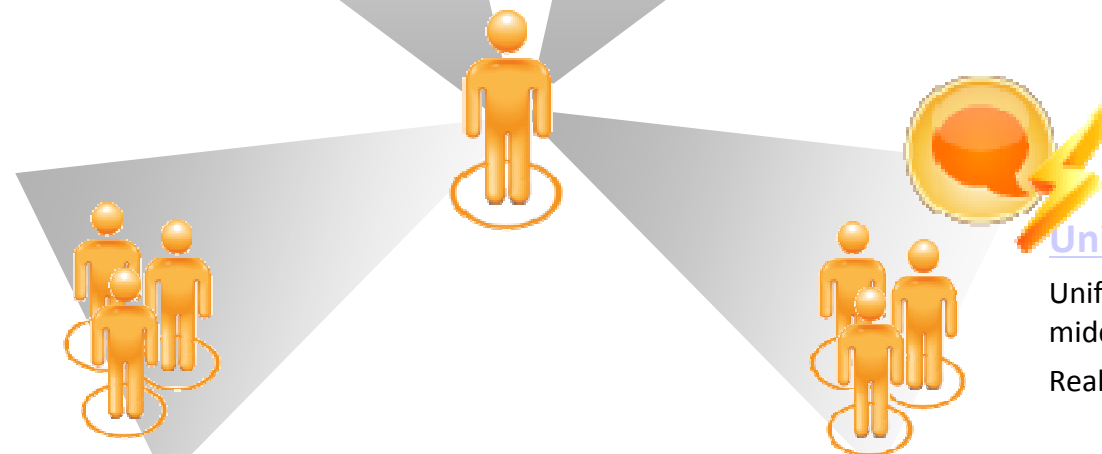
## Social collaboration

Social business applications  
 Real-time collaboration  
 Mobile collaboration  
 Office productivity suites and web editors



## Web experience

Customer web experience  
 Employee web experience  
 Electronic forms



## Unified communications

Unified communications middleware  
 Real-time expertise communities



## Social business application development

Collaboration application development platforms  
 Mash-ups



# Connect and collaborate



## Social collaboration

Engage people - employees, partners, clients, citizens, patients - across the business network by integrating business-focused solutions -- including profiles, blogs, wikis, bookmarking, tagging, activities, communities, shared files, team spaces with content management tools, enterprise IM, online meetings, audio and video chat, e-mail and calendaring – delivered on premises or in the cloud.

### Social business applications

- Communities, blogs, wikis, profiles, business social networks, activities, social bookmarks, document sharing, document libraries, media galleries, forums, team collaboration spaces, e-mail, calendars, workflow, to-do lists, contact databases and personal information managers.

### Real-time collaboration

- Enterprise IM, online meetings, audio and video chat, softphones, unified messaging

### Mobile collaboration

- VPN clients and mobile access to social business networks, e-mail and calendar, documents, IM and meetings.

### Office productivity suites and web editors

- Presentations, spreadsheets, word processing documents and live editing features.

### Case studies

- [Sogeti](#)
- [PLI](#)
- [Bumbu Desa](#)
- [City of Forest Park Police Services Department](#)



# Connect and collaborate



## Web experience

Provide people with access to critical information and applications via the Web that is personalized to their needs – available anytime, on any device – to deliver a exceptional experience.

### Customer web experience

- Customized, personalized and secure customer, partner and other external users access to company information, social interactions, processes, and transactions

### Employee web experience

- Customized, personalized and secure employee intranet access to information and business processes

### Electronic forms

- Electronic forms, automated forms-based business processes

### Case studies

- [VicRoads](#)
- [Bank Hapoalim](#)
- [Hearst Direct](#)



# Connect and collaborate



## Unified communications

Integrate real-time communications services, including voice, data, video, messaging and social communications, to find, reach, meet and collaborate with colleagues, customers and business partners so business is free to occur when and where it delivers the greatest value.

### Unified communications middleware

- Integration of real-time collaboration services including presence, preference, location, chat, voice, data, video, online meetings, softphones, unified messaging, PBX and telephony integration, intelligent communications routing, audio/video media control unit (future)

### Real-time expertise communities

- Rich profiles and broadcast communities

### Case studies

- [SXC](#)
- [Sennheiser](#)
- [Terna—Rete Elettrica Nazionale S.p.A](#)



# Connect and collaborate



## Social business application development

Design, develop and deploy social collaboration applications with servers, mash-up toolkits, software development toolkits (SDKs), and application programming interfaces (APIs) built on open architecture - on premises or in the cloud.

### Social business application development platforms

- Server and cloud based development environments, development and integration toolkits (SDKs), and Application Programming Interfaces (APIs)

### Mash-ups

- User created, business focused, dynamic application tools to integrate information from multiple sources into a single, web-based dashboard

### Case studies

- [Zain Africa Challenge](#)
- [AA Translations](#)
- [Signature Mortgage](#)



# Connect and collaborate

Integrating best of breed functionality enriches the capabilities and simplifies deployment and management

## Social collaboration



Hosted,  
multilingual e-  
mail service |  
2009



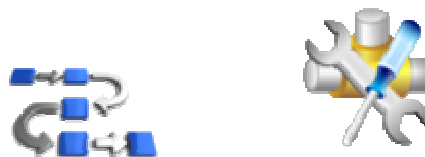
Online meeting and  
collaboration |  
2007



Small business  
server solutions  
| 2008

# Enable product and service innovation

**Business Planning and alignment**



**Design, development and deployment**



**Enterprise modernization**



**Application lifecycle management**



**Security**

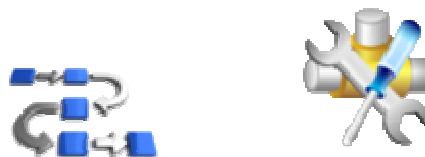
**Complex and embedded systems**



# Enable product and service innovation

## Business planning and alignment

- IT portfolio management
- Enterprise & business architecture
- Product portfolio management
- Delivery and performance management



## Design, development and deployment

- Architecture and design
- Application development
- Build and deploy
- Real-time and embedded systems and software development
- Compilers



## Application lifecycle management

- Design management
- Build and deploy management
- Quality management
- Requirements management
- Change and software configuration management

## Enterprise modernization

- Application modernization
- Application portfolio management
- Multi-platform development



## Security

- Application and process

## Complex and embedded systems

- Systems engineering
- Systems of systems engineering
- Product line engineering
- Real-time and embedded software development

# Enable product and service innovation



## Design, development and deployment

Empower diverse, distributed teams to deliver new business products and services faster through collaboration, automation and leveraging of existing assets, skills and infrastructure, reducing the cost of development and deployment across multiple platforms.

### Architecture and design

- Architecture of flexible, scalable software based on industry standards to manage complexity and meet specific business and infrastructure needs

### Application development

- Development and delivery of high-quality, flexible software leveraging collaborative, graphical and interactive development tools and components

### Build and deploy

- Automation of software and systems build and deployment

### Real-time and embedded systems and software development

- Requirements-based modeling, visual analysis, construction, and systems and software architecture assessment with design collaboration across diverse set of stakeholders and disciplines

### Compilers

- Usage of modern compilers to improve system utilization by exploiting IBM Power Systems, System z and zEnterprise Systems architecture

### Case studies

- [EWE AG Corporation](#)
- [The Palace Museum](#)
- [CETaqua](#)
- [Israel Aerospace Industries Ltd.](#)



# Enable product and service innovation



## Application lifecycle management

Manage the flow of people, process and information in an iterative cycle of software delivery activities that provides the foundation for continuous end to end measurable process improvement, ability to scale, and enhanced team collaboration, automation and reporting.

### Design management

- Software and systems design, management, and governance with traceability across the lifecycle

### Requirements management

- Software and systems requirements elicitation, definition, prioritization and management

### Build and deploy management

- Automation of software and systems build and deployment

### Software change and configuration management

- Planning, tracking and controlling of project schedules and resources, change requests, and software source versions

### Quality management

- Test planning, creation and execution, ensuring the functionality, performance and reliability of software and systems

### Case studies

- [Diagnostic Grifols](#)
- [Helmes](#)
- [Financial Management Technology Provider](#)



# Enable product and service innovation



## Complex and embedded systems

Efficiently develop complex products and systems by managing requirements, modeling complexity, automating collaboration and ensuring quality.

### Systems engineering

- Integration of engineering disciplines to facilitate delivery of quality products which meet customer needs

### Systems of systems engineering

- Development and management of diverse and evolving ecosystems of products, systems and services

### Real-time and embedded software development

- Development and integration of software within complex, real-time and embedded products and systems

### Product line engineering

- Development of innovative product lines more efficiently to optimize differentiation and growth

### Case studies

[Eaton](#)  
[UPS](#)



# Enable product and service innovation



## Enterprise modernization ●

Modernize and streamline the design, development and deployment of multiplatform applications including z/OS, AIX, IBM i, Linux and Windows.

### Application modernization

- Cost effective modernization approaches and techniques to transform your business critical systems into flexible applications and services

### Application portfolio management

- Streamline and optimize application and infrastructure portfolios, ensuring alignment to business objectives

### Multiplatform development

- Integrated solutions to help boost productivity and reduce cost by streamlining development and deployment of multi-platform applications including IBM System z and Power Systems

### Case studies

[Sodifrance](#)

[An RV Manufacturer](#)

[Cothorn Computer Systems](#)



# Enable product and service innovation



## Business planning and alignment

Deliver on enterprise strategy by ensuring business and IT resources are deployed to maximize business value, while managing the risk and impact of change

### IT portfolio management

- Process to streamline and optimize application and infrastructure portfolios, ensuring alignment to business objectives

### Product portfolio management

- Optimization of product and product portfolios to deliver on business and market needs and maximize returns

### Enterprise and business architecture

- Translation of enterprise strategy into actionable plans for effective deployment of business and IT resources

### Delivery and performance management

- Repeatable delivery processes, coupled with measurements to optimize performance

### Case studies

[Bank DnB NORD](#)

[A Latin American federal agency](#)

[FOI](#)

[City of Copenhagen](#)



# Enable product and service innovation



## Security

Enable organizations to securely, safely, and confidently innovate and adopt new forms of technology.

### Application and process security

- Vulnerability testing and remediation in applications, web applications and web services

### Case studies

- [NAV CANADA](#)
- [Skoda](#)

# Enable product and service innovation

Integrating best of breed functionality enriches the capabilities and simplifies deployment and management

**Business planning and alignment**



Enterprise architecture, product and portfolio management, requirements | 2008

**Design, development and deployment**



Enterprise architecture, product and portfolio management, requirements | 2008

**Application lifecycle management**



Enterprise architecture, product and portfolio management, requirements | 2008

**Complex and embedded systems**



Tools for complex and embedded systems | 2008

**Security**



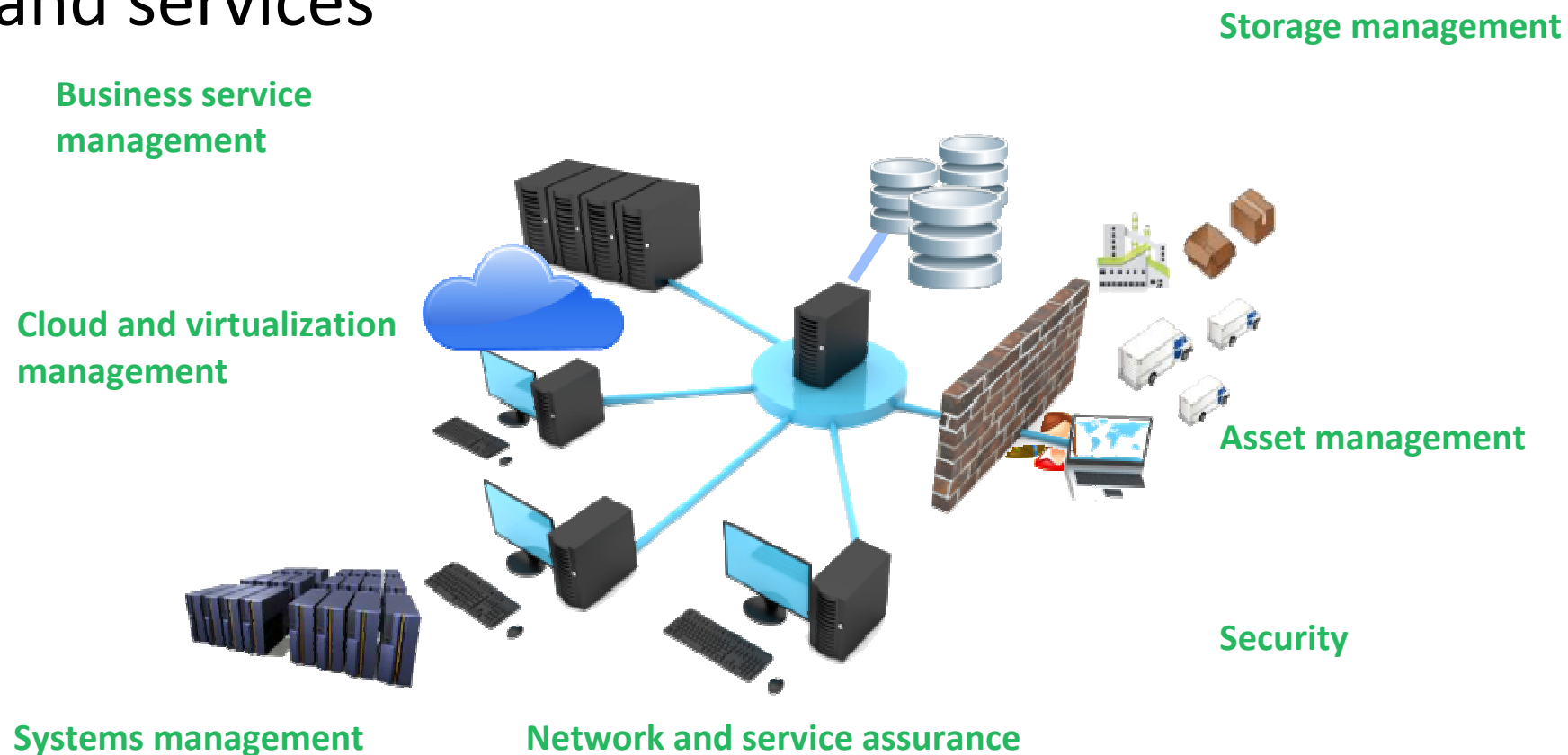
Web application security and compliance | 2007



Source code security analysis | 2009



# Optimize the impact of business infrastructures and services



# Optimize the impact of business infrastructures and services

## Business service management

Availability and performance management  
 Service delivery and process automation  
 Service lifecycle management

## Cloud and virtualization management

Virtualized infrastructure management  
 Image management  
 Infrastructure service automation

## Systems management

Mainframe systems management  
 Distributed systems management

## Network and service assurance

Network performance  
 Fault and event management  
 Service quality management  
 Network change and configuration mgt.

## Storage management

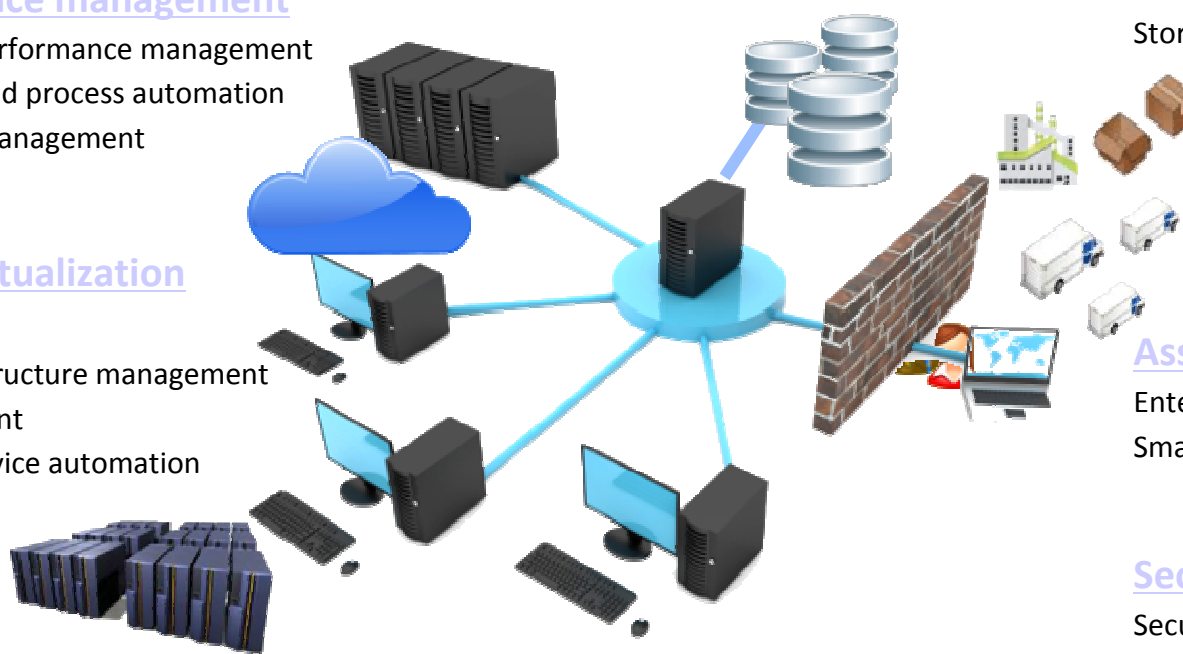
Unified recovery  
 Data lifecycle  
 Storage resource management

## Asset management

Enterprise asset management  
 Smart buildings management

## Security

Security governance, risk management and compliance  
 People and identity  
 Data and information  
 Physical infrastructure  
 Network, server, and endpoint  
 Application and process



# Optimize the impact of business infrastructures and services



## Business service management

Gain visibility, control and automation needed to assure service quality, service availability and reduce operations costs.

### Application performance and availability

- Software to monitor systems, consolidate visibility and dashboards, manage applications, and discover application dependencies and configurations

### Service lifecycle management

- Management of requirements and quality management, as well as service reporting and analytics

### Service delivery and process automation

- Automation and optimization of the service desk and management of end-points
- Provisioning management and workload orchestration.

### Case studies

- [IBM Green Innovation Data Center](#)
- [Large US City](#)
- [Bryant University](#)



# Optimize the impact of business infrastructures and services



## Network and service assurance

View and manage service availability, performance and quality across network operations, business operations and IT domains.

### Network performance management

- Reporting of usage trends and network performance data including service degradation alerts.

### Fault and event management

- Visibility into network, IT and business infrastructure including event correlation, root cause analysis, and consolidation of operational silos

### Service quality management

- Performance reporting and customer experience management

### Network change and configuration management

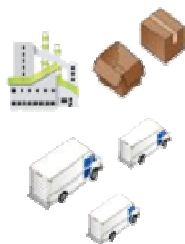
- Configuration automation and compliance reporting

### Case studies

- [Bharti Airtel SMC Univision](#)
- [Large US City](#)
- [Schweizerische Bundesbahnen \(SBB\)](#)



# Optimize the impact of business infrastructures and services



## Asset management

Gain real time visibility into asset and space usage, govern assets, asset lifecycle, energy consumption and return on assets.

### Enterprise asset management

- Monitoring, tracking, lifecycle reporting, risk and compliance, and lean and connected supply chain management across all asset types

### Smart buildings management

- Facility, space, energy, data center infrastructure management

### Case studies

- [Ricoh Americas Corporation](#)
- [Brookhaven National Lab](#)
- [Fukuoka District Waterworks Agency](#)

**RICOH**

Fukuoka District Waterworks Agency

# Optimize the impact of business infrastructures and services



## Cloud and virtualization management

Automate virtualized infrastructure and the delivery of the services that run on it.

### Virtualized infrastructure management

- Virtual machine provisioning and hypervisor management for reduced infrastructure costs and improved efficiency

### Infrastructure service automation

- Management of service catalogue, reservation, metering, and billing

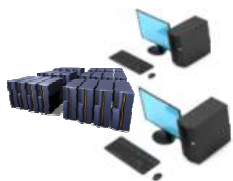
### Image management

- Management of image library, editing, deployment, retirement

### Case studies

- [Vietnam Technology and Telecommunication \(VNTT\)](#)
- [University of Bari](#)
- [IBM Tivoli Development Lab](#)

# Optimize the impact of business infrastructures and services



## Systems management

Gain visibility and control over the performance data center systems.

### Mainframe systems management

- Monitoring, availability, capacity and performance management of mainframes

### Distributed systems management

- Monitoring, availability, capacity and performance management of distributed systems

### Case studies

- [Commonwealth Bank of Australia](#)
- [Fiserv](#)
- [DATEV eG](#)



# Optimize the impact of business infrastructures and services



## Storage management

Automate data backup and restore functions, centralize storage management operations and ensure efficient data placement, movement and retention/expiration.

### Data lifecycle

- Automated data placement, movement, retention and expiration
- Holistic data reduction capabilities to reduce costs, complexity, risk

### Unified recovery

- Recovery of data on any system, in any location, following any data loss, from a single user interface

### Storage resource management

- Storage device discovery, topology mapping, monitoring, reporting, and configuration management.

### Case studies

- [Haribo](#)
- [Controlar S.A.](#)
- [General Solar Power \(Yantai\) Co., Ltd.](#)





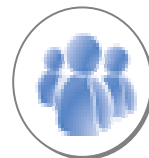
# Optimize the impact of business infrastructures and services

Integrating best of breed functionality enriches the capabilities and simplifies deployment and management



# Manage risk, security, and compliance

Security governance,  
risk management and  
compliance



People and identity

Application and  
process



Data and information



Network, server and endpoint

Physical  
infrastructure

# Manage risk, security, and compliance

## Security governance, risk management and compliance

- Centralized visibility
- Privileged user activity monitoring
- Continuous compliance



## People and identity

- Optimize identity management
- Audit resource usage
- Enable access and innovation

## Application and process

- Develop secure applications at the start
- Enforce application access controls
- Manage application performance and health



## Data and information

- Protect critical databases
- Filter content
- Manage access and encryption
- Prevent data loss



## Network, server and endpoint

- Security configuration, endpoint protection and patch management
- Network intrusion prevention
- Mainframe security

## Physical infrastructure

- Video surveillance and analytics
- Command and control

# Manage risk, security, and compliance



## Security governance, risk management and compliance

Ensure comprehensive management of security activities and compliance with all security mandates.

### Centralized visibility

- Unified visibility of security posture that includes centralized log management, event correlation, policy compliance dashboard and comprehensive reporting capabilities.

### Privileged user activity monitoring

- Identification and elimination of security threats against systems, applications and devices

### Continuous compliance

- Achieve, maintain and demonstrate security compliance against PCI, ISO , COBIT and other standards and regulations
- Automated policy enforcement to ensure continuous compliance, for all your applications, databases and endpoints

### Case studies

- [Hudson's Bay Company](#)



Great things for Canada™

# Manage risk, security, and compliance



## People and identity

Lower costs and mitigate the risks associated with managing user access to corporate resources.

### Optimize identity management

- Automate account setup and turn-off, reduce help desk costs, help secure sensitive data by managing access control and facilitate IT governance and compliance

### Audit resource usage

- Prevent internal fraud, data leakage, or operational outage through automated, real-time reporting and monitoring
- Facilitate audit and incident response processes with accurate, detailed audit trails and forensics

### Enable access and innovation

- Provide federated identity and access services for customers and partners for rapid web services deployment
- Highly scalable and robust replication services

### Case studies

- [ING](#)

# Manage risk, security, and compliance



## Data and information

Understand, deploy and properly test controls for access to and usage of sensitive business data.

### Protect critical databases

- Protection from database attacks from outside as well as internal privileged users
- Controls to assure that data is not deliberately or inadvertently taken, leaked, or damaged

### Filter content

- Blockage of spam
- Website access management
- Protection against leading attack vectors for malware

### Manage access and encryption

- Data loss prevention (DLP) technologies.
- Improved protection of corporate data assets without hampering productivity

### Prevent data loss

- Identification of data security risks
- Assessment of gaps in control points
- Automated data collection of audit and compliance mandates

### Case studies

- [NYSE-traded energy company](#)

# Manage risk, security, and compliance



## Application and process

Keep applications secure, protected from malicious or fraudulent use, and hardened against failure.

### Develop secure applications at the start

- Vulnerability identification and remediation earlier the development process
- Intelligent, automated scanning
- Management of outage, defacement or data theft risk with web applications
- Integration of critical applications

### Enforce application access controls

- Manage application development costs for custom coding access controls and their corresponding infrastructure

### Manage application performance and health

- Real-time protection from evolving threats and application attacks
- Measurement and reporting of performance for services that span corp. boundaries
- Assessment and monitoring of enterprise-wide security policy compliance
- Compliance with industry standards and regulatory requirements (e.g., PCI, GLBA, HIPAA, FISMA)

### Case studies

- [INASSET](#)
- [Anderson University](#)
- [AGESIC](#)

**inasset.**  
business datacenter

**ANDERSON UNIVERSITY**  
Academic and Christian Discovery

# Manage risk, security, and compliance



## Physical infrastructure

Provide actionable intelligence and improve effectiveness of physical infrastructure and physical asset security.

### Video surveillance and analytics

- Video system integration with IT infrastructure
- Event-based data retrieval

### Command and control

- IT and physical security operations integration across locations
- Information integration from multiple sources and sensors.
- Digital recording and storage of prioritized data
- Asset management across all asset classes

### Case studies

- [RAF](#)



# Manage risk, security, and compliance



## Network, server and endpoint

Optimize service availability by mitigating risks while optimizing expertise, technology and process.

### Security configuration, endpoint protection and patch management

- Reduce total cost of ownership for secured desktops up to 50%
- Identify and address security risks before they can impact business continuity, company assets and brand
- Simplify management for multiple security device types from many vendors

### Network intrusion prevention

- Stop threats before impact without sacrificing high-speed network performance

### Mainframe security

- Centralize and consolidate security administration and leverage the mainframe as an enterprise security hub

### Case studies

- [Dubai Gold and Commodities](#)

# Manage risk, security, and compliance

Integrating best of breed functionality enriches the capabilities and simplifies deployment and management

Security governance, risk management, and compliance



Database Security  
2009

BI and Performance Mgmt  
Platform | 2008

People and identity



Identity and access  
management | 2008

Data and information



Database Security  
2009

Network, server and endpoint



Endpoint Management  
2010

Application and process



Application Security and  
Compliance | 2009



Web application security &  
compliance | 2007

Thank You