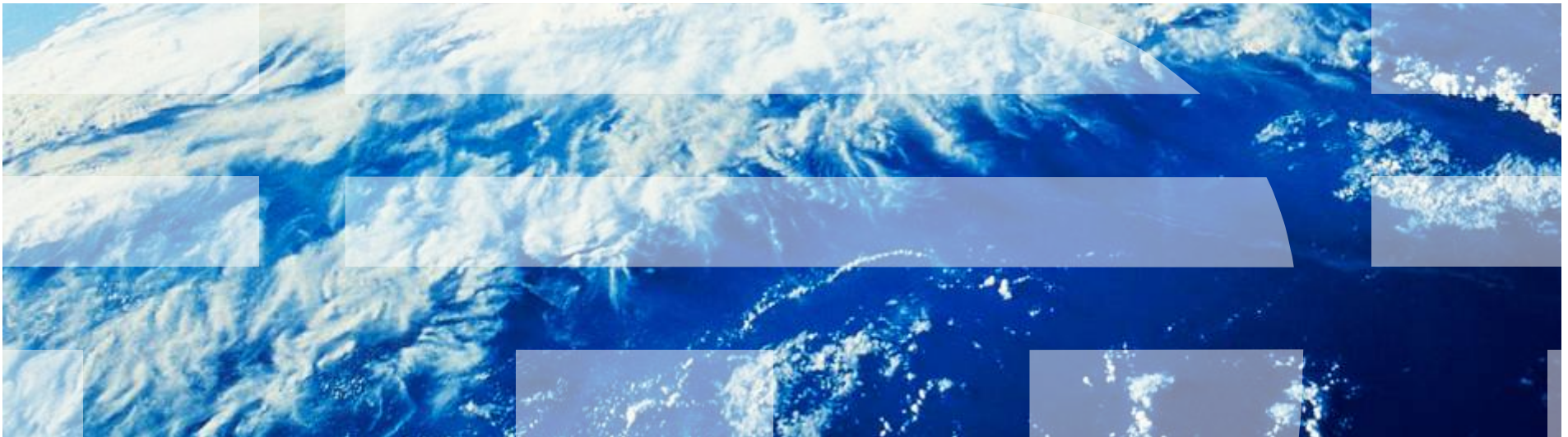




B2B Cloud Services

Transforming the B2B Integration Landscape





Agenda

- **Business Trends and Your Dynamic Business Network**
- **B2B and the Cloud**
- **A Vision for B2B Cloud Services**

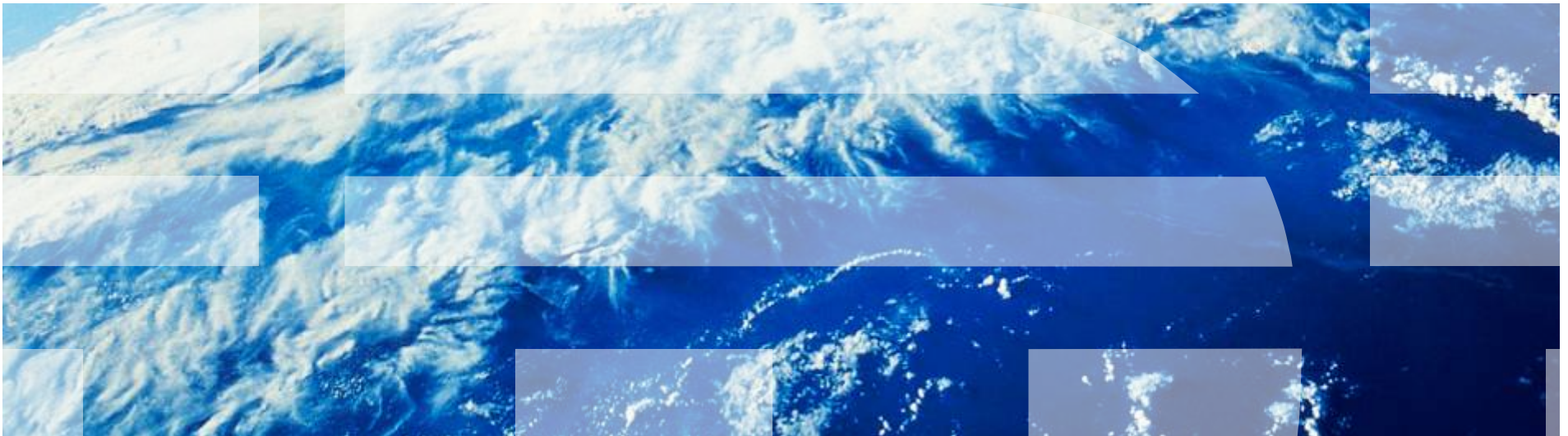


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Business Trends and Your Dynamic Business Network





Business Leaders Must Drive Growth in a Changing World

The challenge is clear...

Innovation

New Channels

Collaboration



A key to getting closer to their customers

New channels to to their customers

Collaborating with customers and suppliers

Efficiency: Do all the above while managing and stabilizing costs

Drive global growth...efficiently

Complexity and Globalization Make that Hard to Do

#1

Buyers rate online reviews as the number one influencing factor in their purchasing decision



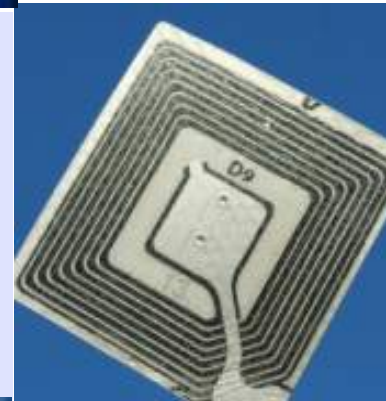
\$3.5 billion

Estimated cost per year in complying with just one new regulation, air cargo screening in the US



\$1.5 Million

People who migrate to urban areas every day creating a shift in global demographics



35 partner

Across the globe are relied on to provide the components for a typical manufacturer

261%

Expected total growth of middle class spending outside of US and EU by 2020 from 6.5T to 17.1T

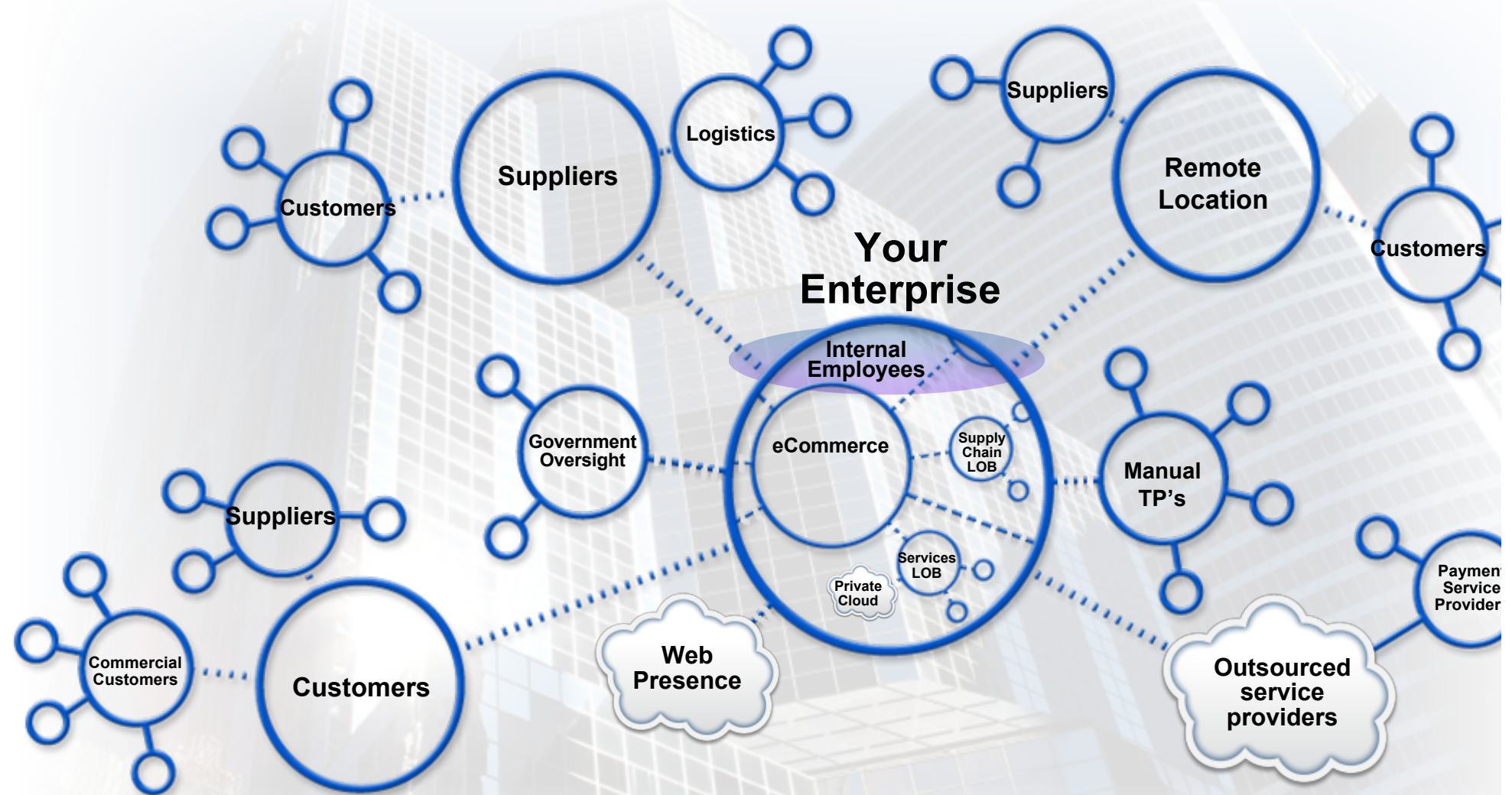


65%

Growth of the middle class in Asia and Latin America between 2009 and 2020



Managing for Growth Against Complexity and Globalization Creates the Company's Dynamic Business Network (DBN)



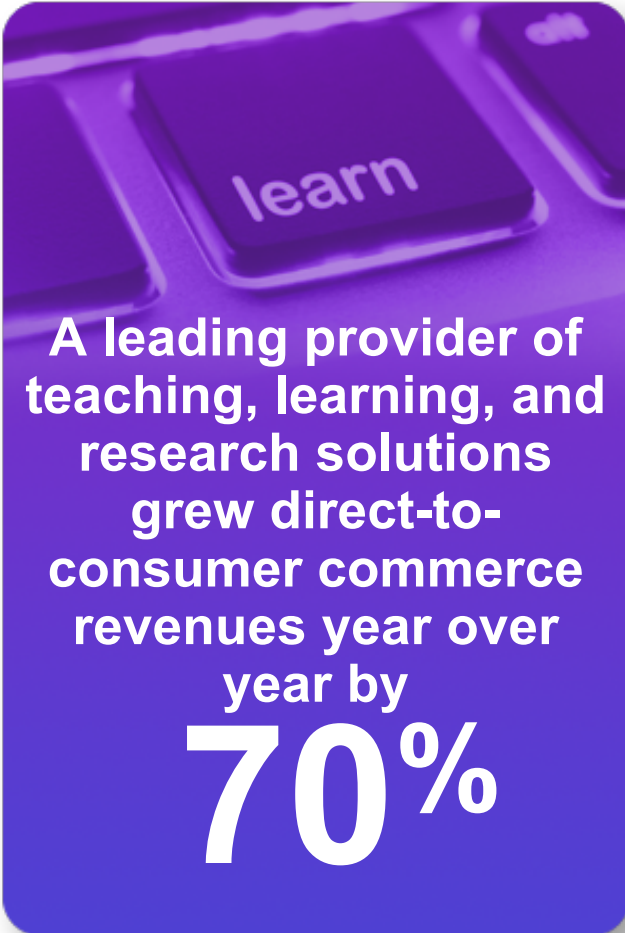
The efficiency and adaptability of a company's Dynamic Business Network is directly related to their ability to differentiate and grow



Companies With the Best Supply Chains in the World Focus on Four Key Areas to Manage Complexity in a DBN



The Value of Managing This Change is Large



A leading provider of teaching, learning, and research solutions grew direct-to-consumer commerce revenues year over year by

70%



An international transportation company reduced partner integration time by more than

95%



A retailer achieved growth goals in 6 months by reducing message cycle times by

97%

Companies Use Many Business Models to Create and Manage Their Dynamic Business Network (DBN)



**Software,
hardware,
and services**



**Pre-integrated
systems and
appliances**



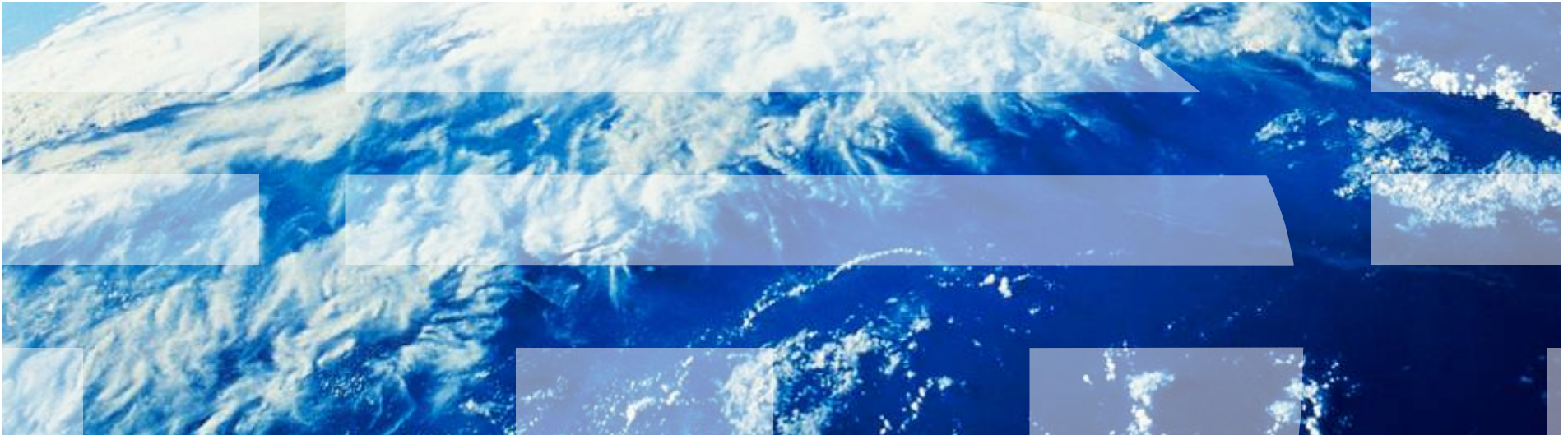
**Provided as
services**



As a Hybrid Model of the Three Above



B2B and the Cloud



Cloud is a Natural Evolution of the of B2B Model



- **A B2B Cloud is:**
 - A new consumption and delivery model that will likely evolve from B2B services capabilities in the market today
- **A B2B Cloud has the potential to address:**
 - **Integration:** Simplified and extended integration models
 - **Community:** Greater ease and control of the community a community development
 - **Process Management:** De-construction of applications capabilities to the process essence needed in the moment
 - **Visibility / Analytics:** Beyond the capabilities of today, CI could enable increased demand and event-based capabilities
- **A B2B Cloud is envisioned to be:**
 - A unification of Integration, Community and Process, and Visibility / Analytics in a Cloud Service model
 - A service deployment model as a brokered, public cloud
 - Brokered capabilities enable a B2B services hybrid between public and private cloud

B2B Services as a Cloud Services Brokerage

What is Cloud Services Brokerage?

“A cloud services brokerage (CSB) is a type of service provider that plays an intermediary role in cloud computing. CSBs make it easier, safer, and more productive for companies to navigate, integrate, consume, extend, and maintain cloud services”

“Defining Cloud Services Brokerage: Taking Intermediation to the Next Level”, **Gartner, October 2010**

It’s real and growing...

“By 2015, at least 20% of all cloud services will be consumed via CSBs, rather than directly, up from less than 5% today”

“A Logical Reference Model for Cloud Services Brokerage”, **Gartner, October 2010**

B2B Cloud Services Supports Business Improvement



An enabler of business transformation

- Simplifies adaptation of new business models
- Enables multi-enterprise visibility and metrics
- Improves perfect order rate, order cost
- Enables deeper collaboration with partners

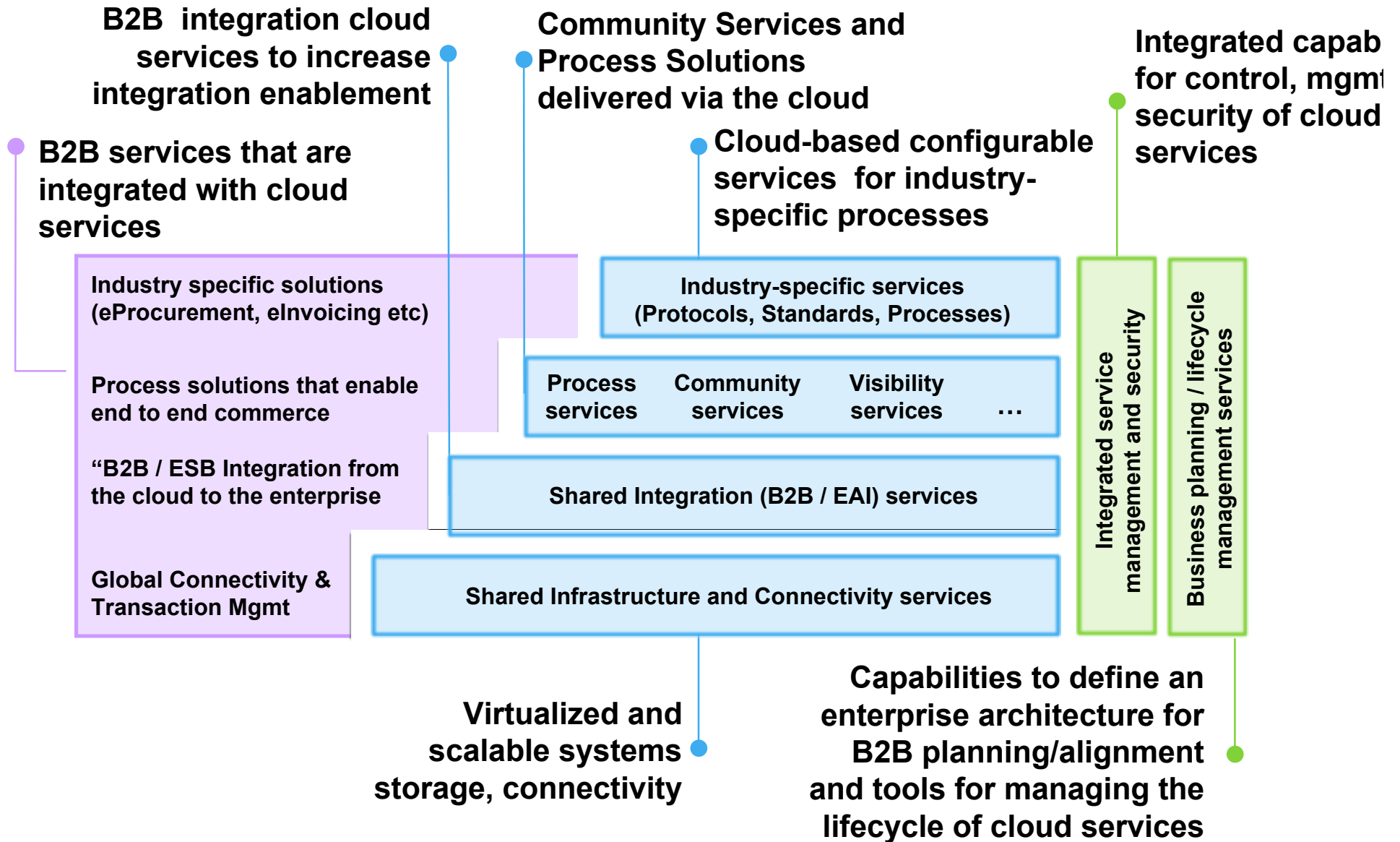


An evolution of B2B Infrastructure Models

- Simplifies Hybrid B2B Infrastructure models
- Reduces deployment cycle-time
- Speeds standards adoption
- Reduces total cost of infrastructure ownership

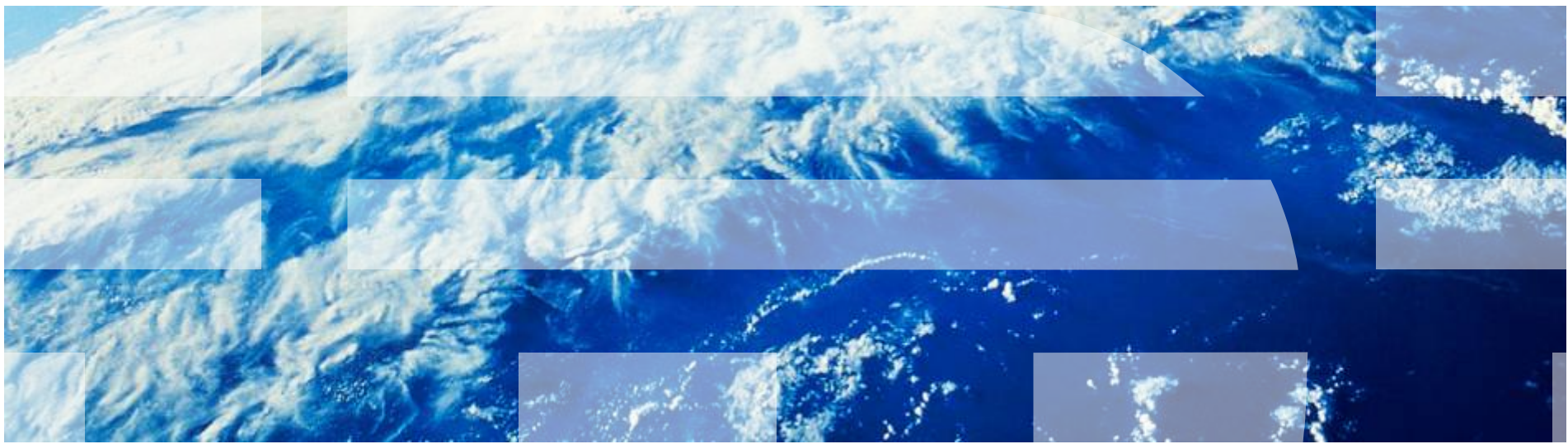


A Framework for a B2B Cloud Services Broker

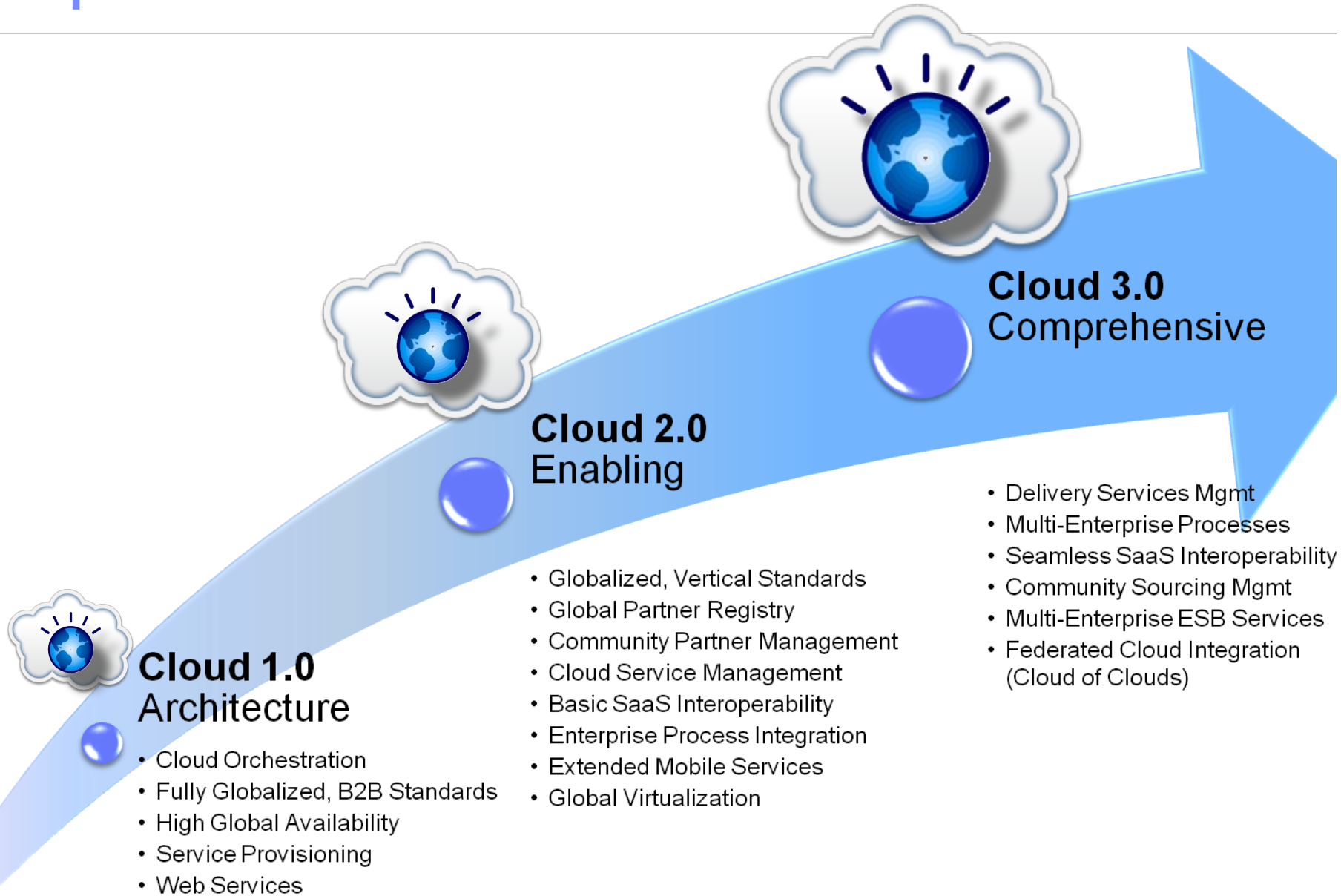




A Vision for B2B Cloud Services

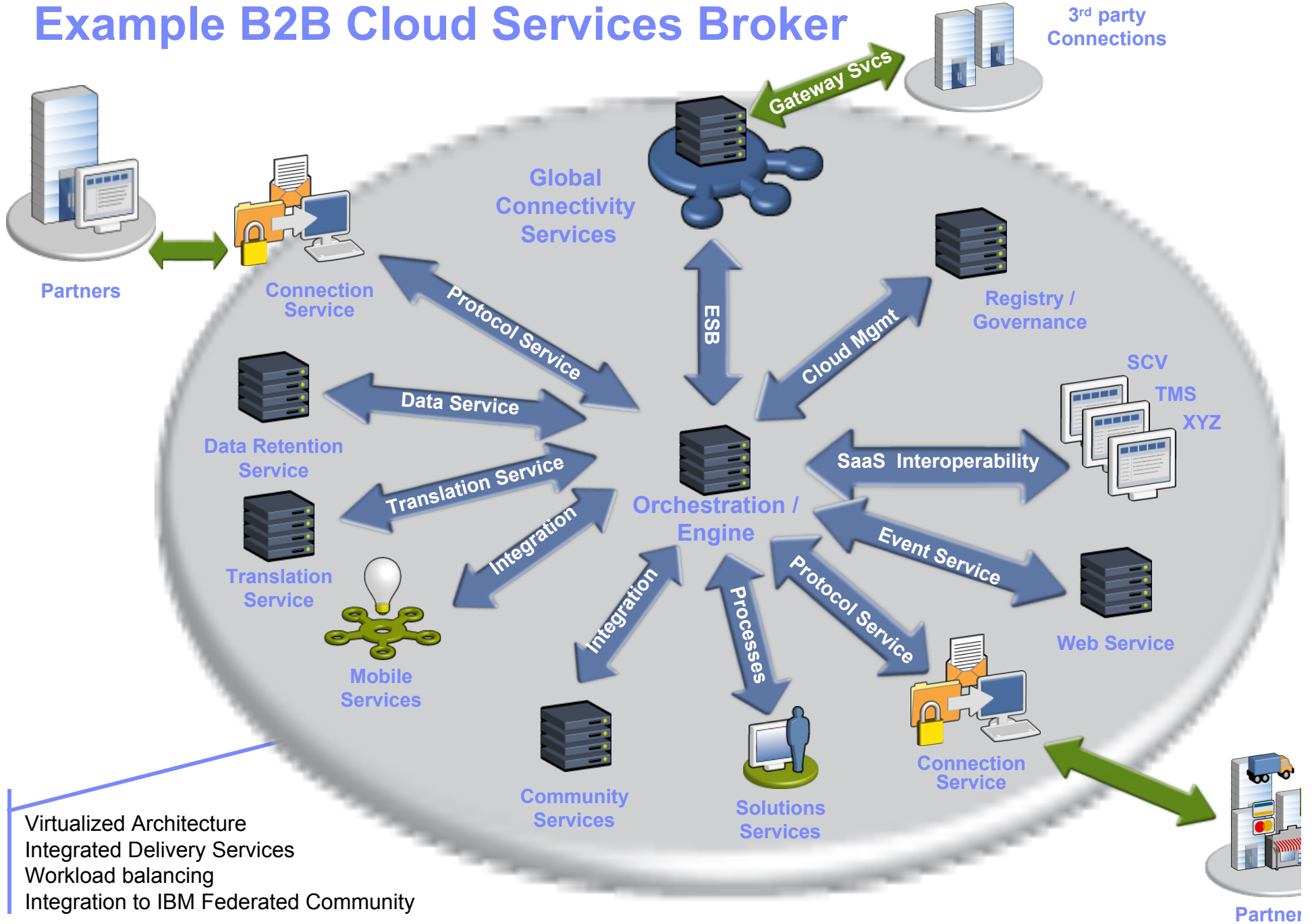


Example Evolution from B2B Services to a Cloud Broker



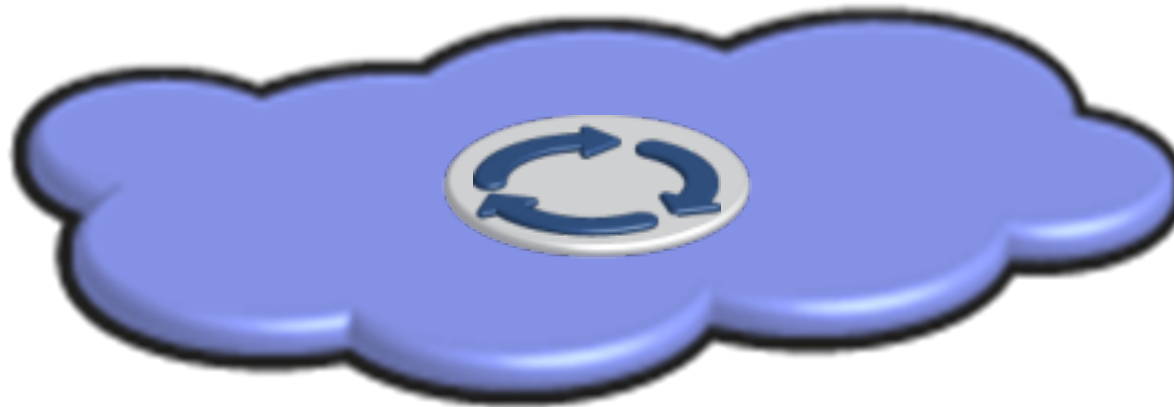


Example B2B Cloud Services Broker



Virtualized Architecture
 Integrated Delivery Services
 Workload balancing
 Integration to IBM Federated Community

Capabilities of a B2B Cloud Service Broker



Global Connectivity Services	Integration Services	Community Services	Process Solutions
<ul style="list-style-type: none">• Setup and Connection• File Parsing• Transaction Mgmt• Self Service & Alerts• Public Interconnects• Private Interconnects• Customs Gateways• Standard Support• Business Continuity	<ul style="list-style-type: none">• Multi-Protocol Services• Translation Services• Data Archive Service• File Transfer Services• Mobility Services• Visibility Services• Implementation Services• Premium Client Support• Premium SLAs	<ul style="list-style-type: none">• Partner Onboarding• Partner Validation• Partner Registry• Supplier Services• Small Partner Services	<ul style="list-style-type: none">• SWIFT Services• Invoicing Services• Process Synchronizati• Supply Chain Visibility• Order to Cash Services• Purchase to Pay Servi• Performance Analytics



Questions?

