Smarter Software for a Smarter Planet

Fueled by expertise. Built for change. Ready for work.

Summary

As the world's largest provider of enterprise software, IBM offers a software portfolio which is both broad and deep in its capabilities. But what's truly interesting about IBM is not the size of its portfolio or even its reputation for high-quality, reliable software. What sets IBM apart is its expertise in every facet of today's business environment. IBM is uniquely able to build solutions across a broad array of software capabilities and industries.

IBM does this through its dedication to software that's built on IBM's unmatched experiences in changing the way the world works. IBM software is completely integrated with its hardware and services offerings, giving customers better performance and the ability to choose from many options.

Behind this software is something unique to IBM—a team of more than 100,000 business experts backed by an extensive network of IBM Business Partners with industry expertise.

Smarter Software for a Smarter Planet

IBM is leading a conversation in the marketplace about how our world is becoming smarter, and software is at the very heart of this change.

Intelligence is being infused into the systems and processes that make the world work—into things no one would recognize as computers: cars, appliances, roadways, power grids, clothes, even natural systems such as agriculture and waterways. As a result, there is an opportunity for leaders in business, government and civil society around the world to capture the potential of smarter systems to achieve economic growth, near-term efficiency, sustainable development and societal progress.

Smarter systems and processes not only collect huge volumes of data, but also address complexity by monitoring, connecting and analyzing that data, revealing compelling insights and pointing to innovative new ways to manage them. Examples of a Smarter Planet in action include responsive power grids, water management systems, traffic congestion solutions and greener buildings.

In a world where increasing complexity brings new challenges, a new set of needs has emerged. Organizations are looking to optimize consumption and operations, to get work done in the best and smartest way and to recognize problems in advance, so they can be proactive rather than reactive.

We need smarter software to address our needs for optimizing consumption and operations, accessing expertise and recognizing problems in advance, to fulfill the opportunities of a Smarter Planet.

Because every business employs software in every facet of its operations, we need smarter software to address these needs and to fulfill the opportunities of a Smarter Planet. Software is the engine that drives the monitoring and analysis of massive amounts of data in real or near real time. Software can extract actionable information from data, letting organizations that employ it make better decisions and avoid costly errors.

IBM software makes a Smarter Planet a reality. For instance, IBM software enables smarter healthcare by identifying more successful outcomes for patients. A major health insurance company is creating a first-of-its-kind healthcare data aggregation system, covering 79 million enrollees, to provide information on how people receive treatment for everything from a sore foot to an ailing heart. This yields insights that empower companies to develop employee healthcare plans that provide the highest-quality care at the best value.

IBM software is used in companies of every size. In the midsize marketplace, IBM software enables many solutions, often with the help of IBM Business Partners.

- A midsize food manufacturer in the United Kingdom worked with an IBM Business Partner, gaining real-time insight into its supply-line maintenance processes to address potential problems before they arise, helping production lines run seamlessly and efficiently—and ultimately delivering greater operational control.
- An IBM Business Partner (Banks-Hill Systems) helped a growing Canadian trucking company (Rosenau Transport, Ltd.) improve its supply chain by saving fuel, reducing delays and planning proactively based on up-to-the-minute knowledge of delivery times and vehicle information.
- A hospital supply company (GSMS) increased consumer safety through reductions in drug counterfeiting and faster product recalls, and it achieved end-to-end transparency of the entire pharmaceutical drug distribution chain. IBM and an IBM Business Partner (Direct Systems Support) drove this success.

IBM software is changing the way we live.

- People are consuming only what they need when they need it. Smart meters powered by IBM software can help businesses and households monitor and optimize their use of energy, providing information on energy usage and differential costs by peak usage periods.
- Travelers can change their plans, and railroads and airplanes can change their schedules and routes to optimize their use of resources, reduce costs and plan new schedules and routes to reduce future congestion.

- Expertise can be accessed from anywhere computers can be connected. Medical doctors can examine X-rays, magnetic resonance imaging (MRI) scans and other diagnostic reports while located far from the patient, providing better medical care at a distance.
- IBM software can recognize problems in advance. In a school district, a system of integrating all student information into a single, reliable source will enable teachers to address and resolve issues before they escalate, helping steer students on the right path and reduce dropout rates.

How IBM software helps you

Whether you are facing information overload or you need to improve the value of your products and services, IBM software can help you meet these challenges. IBM is, of course, expert in understanding customer challenges, relating them to needs and addressing them as part of a software solution.

For each need, there is an appropriate way of using smarter software to craft a solution. Think of IBM software as being intelligent, automated, designed for self-service and proactive. This allows solutions built on this software to collect volumes of data, turn them into insights and enable business processes to change to take advantage of this new information.

What you need	What IBM software can do
Transform information into insight	• Integrate and improve the quality and accessibility of data and content • Apply analytics to optimize decisions • Improve accuracy of predicting opportunities, threats and risks
Increase agility	• React faster to changes in marketplace conditions • Create and enable a flexible and dynamic IT infrastructure • Create and support more-efficient and -adaptive business processes
Connect and collaborate	• Maximize opportunities to expand processes and capabilities globally • Increase responsiveness to partners, customers and suppliers • Improve supply chain efficiencies • Increase customer, employee and partner retention and satisfaction • Improve employee productivity and decision making
Enable business service and product innovation	• Improve investment value of new products, services and capabilities • Help ensure that the company has the skills, technology or both to build smart solutions and help ensure delivery of business services • Reduce cost and risk across the product and application life cycle • Enhance the service experience delivered to clients and citizens • Integrate service strategy, service design and service operations • Manage service delivery across converged IT and enterprise operational infrastructures
Drive operational effectiveness and efficiency	• Improve return on assets through enhanced utilization and extended life • Create and manage a dynamic infrastructure through convergence of enterprise operations and IT operations • Improve IT through integration of IT application development and IT operations • Automate IT operations processes to reduce cost and to meet policy and contractual service obligations
Manage risk, security and compliance	• Manage the risks associated with enterprises and infrastructures • Protect privacy of data, including employee and customer information • Help ensure effective and efficient security threat management • Improve IT-related resiliency and disaster recovery plans

IBM delivers software that helps its clients build the capabilities required to transform their industries. IBM can provide a long list of capabilities to support Smarter Planet solutions, based on its investments in technology and expertise. This allows IBM to build solutions from existing frameworks and software piece parts, with more components being added to its libraries every month.

Capabilities to support transformation

- Messaging and Collaboration
- Unified Communication
- Social Software
- Portals and Mashups
- Analytic Applications
- Advanced Analytics
- Business Intelligence
- Financial Performance and Strategy Management

- Data Management
- Information Integration, Warehousing and Master Data Management
- Enterprise Content Management
- Application Infrastructure
- Connectivity and Integration
- Electronic Commerce
- Business Process Management
- Asset Management

- Network and Service Assurance
- Business Service Management
- Storage Management
- Security
- Design and Development
- Business Planning and Alignment
- Product and Project Management
- Product and Software Lifecycle Management

Why choose IBM?

IBM has 50 years of experience in delivering software. What sets this software apart? It's fueled by expertise, built for change and ready for work. Let's explore that a little.

IBM expertise

IBM has expertise not only in software, but also in business and in many specific industries. IBM also has experience in how these factors connect and how to get real and measurable results. IBM is supported by over 4,000 business analytics consultants and by the world's largest math department and middleware company, selling more than US$21 billion in software annually. IBM also has the advantage of years of experience in building hardware and electronics, accessible through its Systems and Technology Group, and has all kinds of consulting and services expertise in its General Business Services and Global Technologies Services units.

Built for change

All of IBM's products are built for change. That means they are open, easily integrated (with one another and with other products the customer may already employ) and flexible. This lets IBM help clients in anticipating and leading change—in the marketplace, in the economy and in their own businesses.

IBM is very active in creating, acquiring and integrating products. It has also contributed to over 150 open-source projects and has filed for 300 service-oriented architecture patents. IBM Software Group has made over 50 acquisitions since the year 2000.

Ready for work

IBM has what it needs to build solutions on hand and ready to implement. These important building blocks let IBM get right to work. They include proven, industrial-strength tools and products that are ready to scale to suit enterprise needs. IBM is dedicated to solving clients' challenges—in fact, it invites them.

IBM supports its software focus with 60 laboratories worldwide, practicing agile development, and provides support services to millions of end-users. And behind it is a robust IBM Business Partner ecosystem, providing customer services and support, and its own catalog of smarter software solutions, based on both horizontal and vertical market sector expertise.

How to further explore Smarter Planet and IBM software

Only IBM can offer your organization Smarter Software for a Smarter Planet, providing solutions and expertise derived from real customer engagements in all industries. Contact us at **ibm.com**/software to start the conversation and move your organization toward being smarter.

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