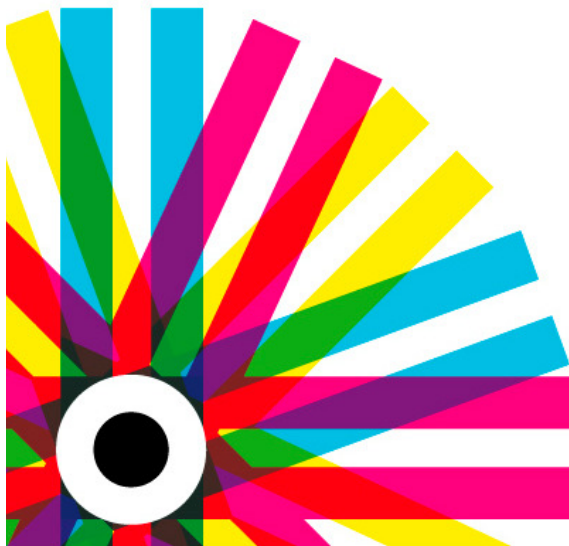




Marco Morucci

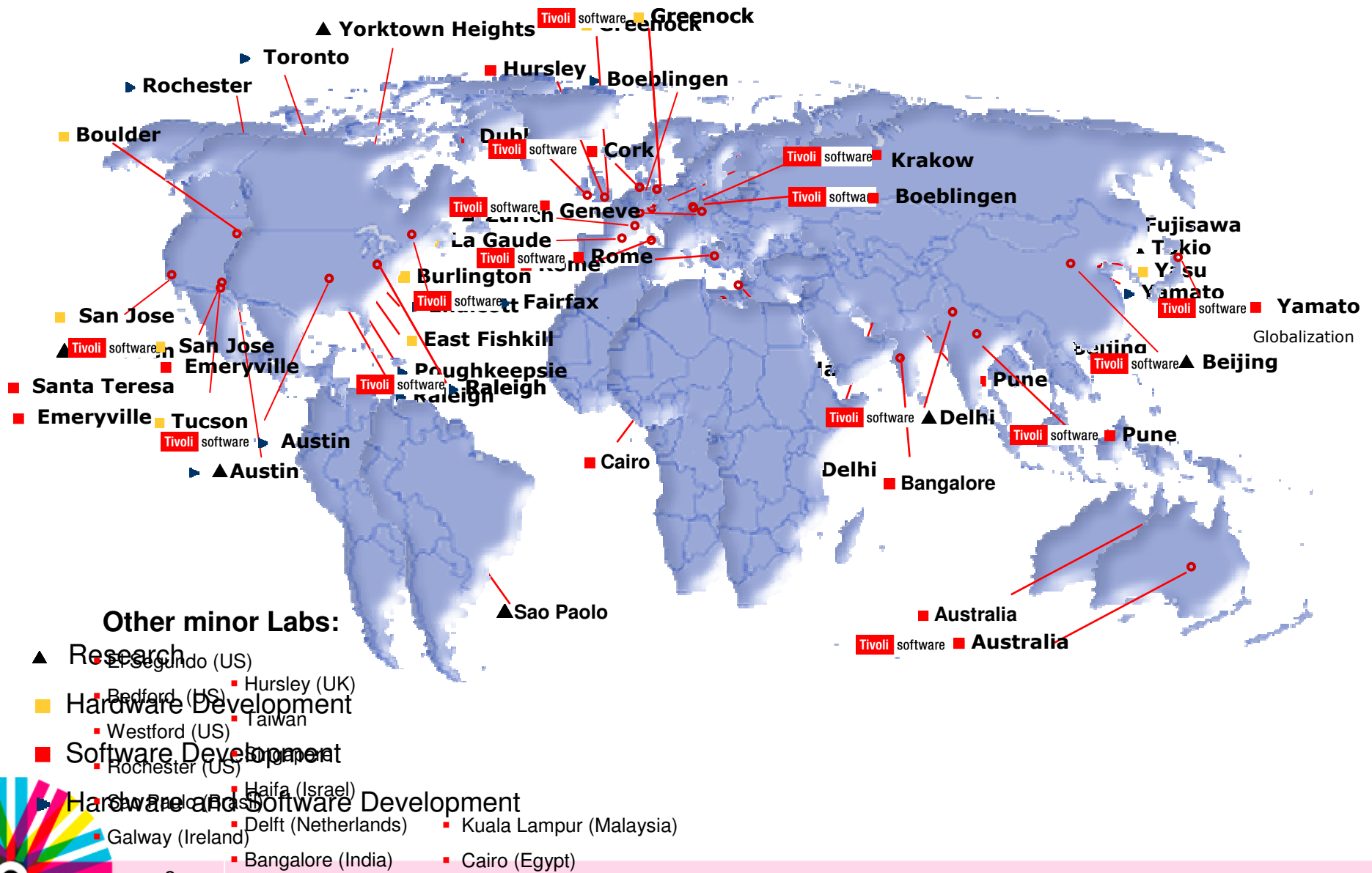
IBM Software Group, Tivoli Rome SW Laboratory Leader

Rome Tivoli Lab: tecnologia ed innovazione
a supporto dei nostri clienti

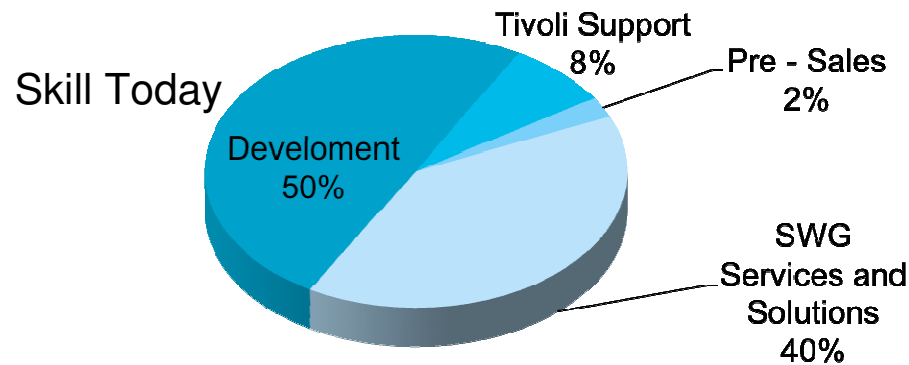
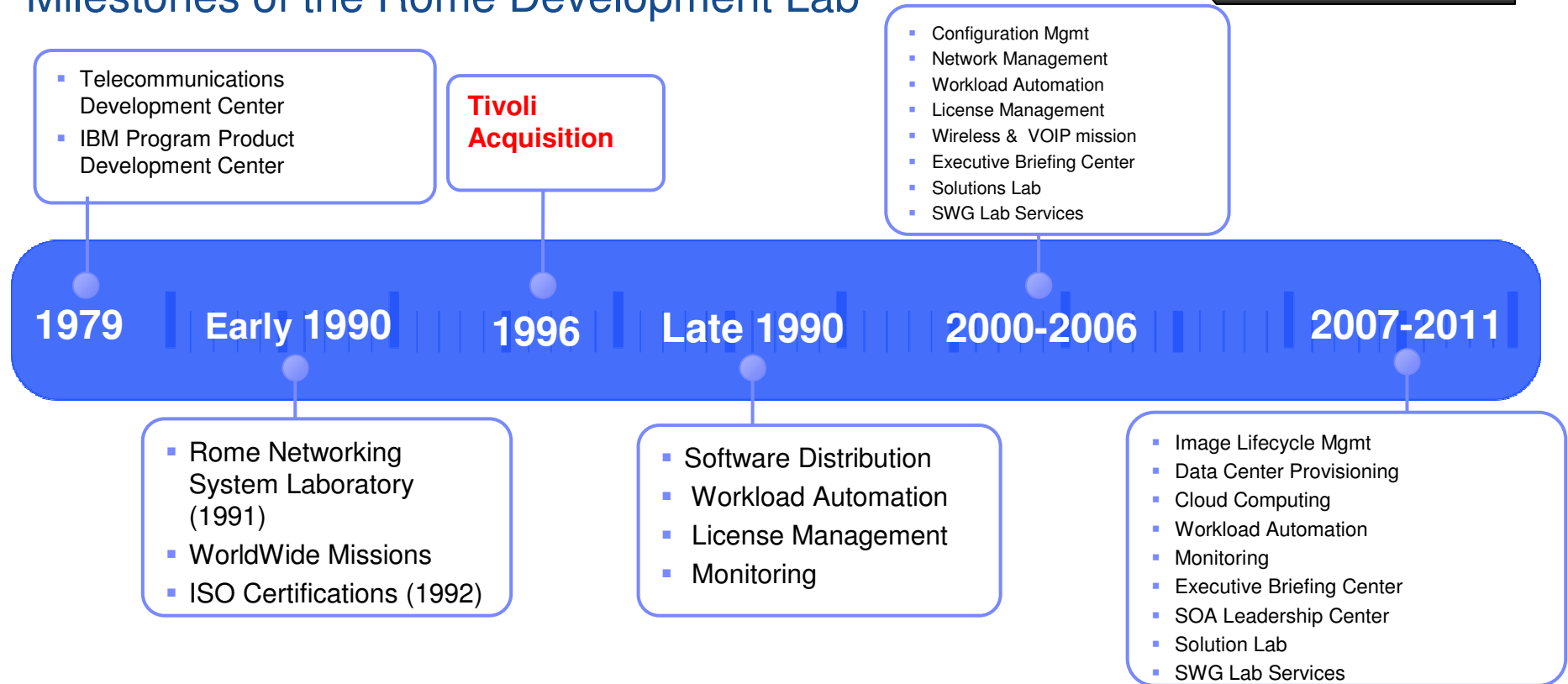


IBM Tivoli User Group 2012

Where are IBM Research and Development Laboratories?



Milestones of the Rome Development Lab



Rome Lab at a Glance

Skills



SW Development

- Workload Automation & Scheduling
+2000 WW Customers
- Endpoint Management & Data Center Provisioning
+1500 WW Customers
- SmartCloud Provisioning
New Offering
- Monitoring
+3000 WW Customers
- Verification & IDD Performance Test
- Senior Technical Steering Committee
- PM Competency Center

IBM SWG Solutions Lab

- Development of Custom Solutions (WebSphere, Tivoli, Lotus)
- Development and Services of Networked Interactive Content Access (NICA) Solution
- Automated Meter Management (AMM)

SWG Services & Education
(30M\$ rev)

- Information Management
- Lotus
- Tivoli
- WebSphere
- Rational
- Security Systems

Research ★

IBM Center for Advanced Studies of Rome

Established in 2005

Academic \ Institutional Relationships

Research Areas

- Automatic Reasoning
- Semantic Technologies
- Information Integration and Analytics
- Language Technologies

Pre-Sales

- Executive Briefing Center
- Tivoli SWAT Team

Centers of Competence/Excellence

- Cloud Tecnology Center
- Smarter Endpoint Management CoC
- SOA Leadership Center
- Information on Demand CoE

WW Competitive Project Offices ★

- Europe and CEE Eagle (TCO) Study Leader

Operations

- TCE Labs Controller

Customer Support

- Level 2 Support
- Global Response Team

Products developed in Rome are used by 70% of Fortune 100 customers



Software Development



Missions

Development of Tivoli Products within the following disciplines:

- *Workload Automation & Scheduling*
- *Endpoint Management*
- *Cloud Computing*
- *Monitoring*

Skill competencies

- *Significant breadth of competency across multi vendor platforms and technologies*
 - ▶ *z/OS, Unix, Windows, i5/OS, ...*
 - ▶ *Database, networking, security, user interface, web services/applications, Grid, Cloud ...*
- *Recognized as leader in development process efficiencies and quality*
 - ▶ *Rational Reference*
 - *Lab products lifecycle management performed using Rational Jazz product's suite*
 - <http://w3-01.ibm.com/sales/ssi/cgi-bin/ssialias?infotype=CR&subtype=NA&htmlfid=0GLOS-7XR3JU&=cmdappname>

People

- *Software architects, designers, developers, test engineers, technical writers, project managers, systems engineers, IT Specialists and IT Architects*
- *2 Distinguished Engineer*
- *Including 5 Senior Technical Staff Members (STSM),*
- *1 Executive Project Manager*



Services



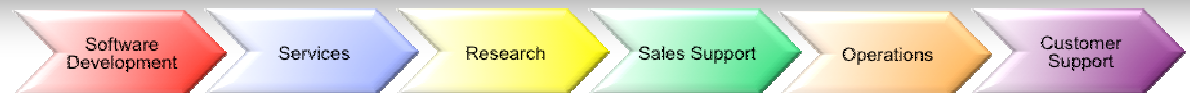
Missions

- *Deployment of IBM software solutions*
- *Professional Consulting*
- *Accelerated Value Program*
- *SW Training*

Competences/Skills

- ▶ *100% of big Italian customers (Telecom, Intesa sanpaolo, ENEL, ...)*
- ▶ *Subject Matter Experts on all IBM software*
- ▶ *Timely availability of skills on new/emerging technologies and products*
- ▶ *Network with Labs*
- ▶ *Preferred access to specific information channels (support, development etc)*

Accelerating client success with
IBM software solutions





IBM Centers for Advanced Studies

Language and Knowledge Center for Advanced Studies of Trento

- ❑ A CAS On Campus (University of Trento \ FBK)
Supported by Trento RISE and IBM Corporate UR Program
- ❑ Focus on Language and Knowledge Technologies
- ❑ Objectives
 - Develop NLP and “Watson” (Q&A) for Italian and other (non-EN) languages
 - Contribute to research:
 - Linguistic knowledge representation and acquisition
 - Linguistic automated reasoning
- ❑ Strengths:
A “Community Lab”
 - The local team (~ 10 people)
 - IBM Italia, SWG Rome Lab
 - IBM Research \ IBM CAS Network



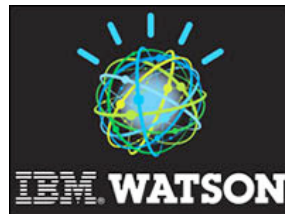
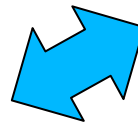
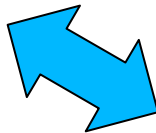
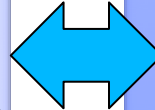
IBM Centers for Advanced Studies

Centro Studi Avanzati di Roma



Since August 2012

- ❑ Established in 2005
 - Academic \ Institutional Relationships
- ❑ Support to S&D
 - Public Sector
 - Finance
- ❑ Research Areas
 - Automatic Reasoning
 - Semantic Technologies
 - Information Integration and Analytics
- ❑ Research Deliverables Areas
 - 2 technological assets delivered (ONDA, Senso Comune platform)
 - 14+ publications
 - 1 patent filed
- ❑ Collaborations (Watson, W3C, AIIA,..)



Sales Support
Cloud Competence Center



Missions

From Wikipedia: "Cloud computing is Internet-based computing, whereby shared resources, software, and information are provided to computers and other devices on demand"

The [Rome Lab](#) is the [Competence Center cornerstone](#) that brings together the technologies that make Cloud Computing a reality

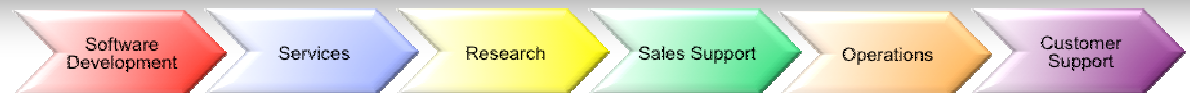
Solutions for a Smarter Planet: Rome Lab & Cloud Computing

Develops the key software components part of a Cloud system

Helps customers in designing Cloud solutions

Focused in finding solutions that make the technology available to everybody

Uses the Cloud to manage data centers of other IBM Tivoli Labs in the world



Sales Support
Executive Briefing Center
SWAT /ATG



Missions

Assist customers in evaluating product solutions
Support Business Development
Accelerate Sell Cycle

EBC

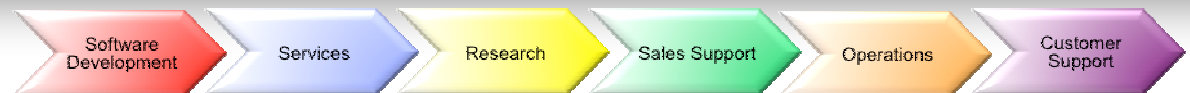
Executive Briefing Center

- Staffed with technical briefing consultant
 - ▶ Each with specific area of expertise
- Promotes in depth view of products and technologies
 - ▶ Show SW in action
- Can arrange meetings with key figures from the Lab
- Organize workshops with customers on key laboratory competencies
 - ▶ E.g. use of Rational tools to improve quality & productivity in the development process
- New facility instrumented to be a Smarter Briefing

SWAT/ATG

No-charge pre-sales technical resources to provide:

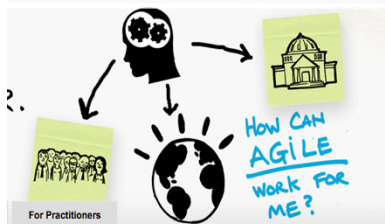
- *Proof of Concepts (POCs) and Proof of Technologies*
- *ITIL consulting sessions*
- *Direct Bridge with Tivoli Development*



Operations
Lab Controller
IT SERVICES



WORK SMARTER.
NOT HARDER.



Missions

- **Lab Controller** supports Lab in moving safely in the maze of rule granting compliance and Business Control posture
- **IT Services:** establish, run and maintain a solid IT infrastructure consisting of host & distributed platforms, common network, Libraries & tools

Projects - CLOUD

Tivoli Private Cloud Vcell #10
7000 VMs and 4000 users,
across 40 LABS

- ▶ Tivoli virtual infrastructure offering on System x platform that can host and provide virtual machines for test, development, support, etc..
- ▶ CloudBurst environments based on IBM System x BladeCenter® platform and IBM POWER7™ System

Projects - Rational

- **RTC, RQM, RFE**, in production
- **INSIGHT, zRTC** in pilot mode
- Deployed on P770 & Storwize V7000
- Offered as SaaS for European and Asiatic LABS



Customer Support

Level 2 Support Team

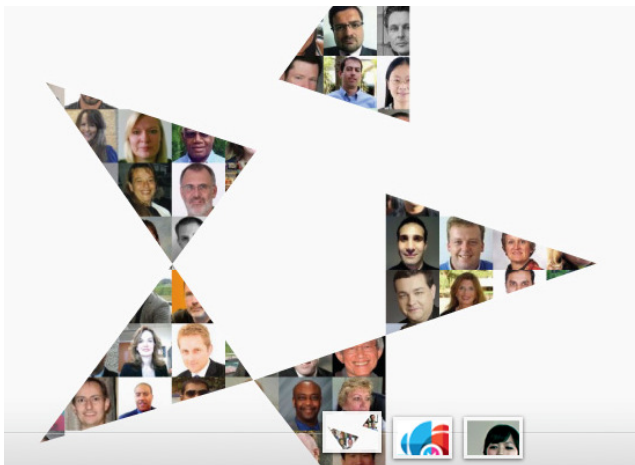
Global Response Team

Accelerated Value Program (AVP)



Missions

Post sales support teams with worldwide responsibilities and European first response



Level 2

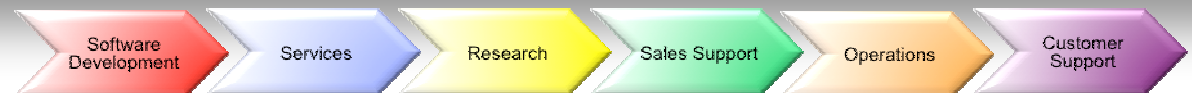
Level 2

- *Deep product knowledge and field experience to support customers using our products*
 - ▶ *Address from “How-to” to product defect*
 - ▶ *Coverage for all areas of Tivoli portfolio*
- *Part of one Worldwide support team*

Global Response Team

AVP

- *On-site assistance and consultancy*
- *Objective is to facilitate the closure of critical situations*
 - ▶ *Problem avoidance: assist our customers during key points of SW lifecycle*
 - ▶ *Identify new opportunities*
- ▶ *AVP main activities:*
 - ▶ *Active support*
 - ▶ *Knowledge Sharing*
 - ▶ *Problem Management*



IBM Rome Lab Consultant Offering

CLOUD

IT needed to become *smarter* ... about delivering “services”

- IT footprint expanded to 38 labs through growth and acquisitions, creating inefficiencies, increased capital & operational expense
- The growing complexity of our IT systems demanded that sprawling processes become standardized services that are efficient, secure and easy to access

Results

- Lowered Costs** - Avoided \$10.4M in capital expense and \$11.5M in operational expense during 2009 and 2010 through consolidation
- Boosted Productivity** - Ability to capture and rapidly share environments during development & testing phases in days/hours rather than months
- Improved Efficiency** - Automated self service provisioning, reduced time to ~15mins, infrastructure running at 60% utilization

AGILE

Rome LAB leverages Agile Methodology for the entire Development process through the usage of Rational Products – RTC, RQM

Results

- Improved Collaboration:** 1 tool for the entire team
- Enhanced Productivity :** All project related data (iteration plans, code, docs, test, defects) are linked together.
- Increased Transparency:** real time info and data sharing

Rome LAB is an Official Rational Reference Customer

SMARTTEST

Project Objective

Use Rational and Tivoli products for the following use cases:

- Inventory and manage all the lab resources
- OS & Middleware provisioning on physical and virtual machines
- Test environment management
- Automation on the test environment

PROJECT MANAGEMENT

The **Project Management Competence Center (PMCC)** provides consistency in project execution across the Rome Lab through a group of dedicated Project Managers.

- Business oriented senior certified professionals
- Accountable for the **successful planning, execution and completion** of a project
- Ensure appropriate governance, methodologies & best-practices are in place
- Agile methodology and Rational tools knowledge

IBM Rome Lab Core Competences

Distinguish marks People

Major SW Development in South Europe
500+ Engineers and Architects
5 Senior Certified Technical Leaders
2 Distinguished Engineer
1 **Tivoli EMEA CTO (Chief Technology Officer)**
1 **GB(General Business) Territory Technical Advocate**

Mission Software Development

Leader in Software Development Processes and Quality Assurance
Competence at International Level
Leader on some of the more strategic IBM technologies
IBM Centre of Advanced Studies

Innovation & Technical Vitality

IBM Academy of Technology
Involvement in Standard Bodies
Patents
200 inventors with 1000+ submissions
17 Master Inventors
University & Research (Seminars, lectures and classes delivered at University premises or @RomeLab Joint project with University of Bologna, Collaborating with John Cabot University
Career Days: "La Sapienza - IT Meeting"

Territory Reach Out

Volunteer activities with students to promote technology
Collaboration with IBM Foundation

Characteristic Process Excellence

Quality – Corporate Award Winners

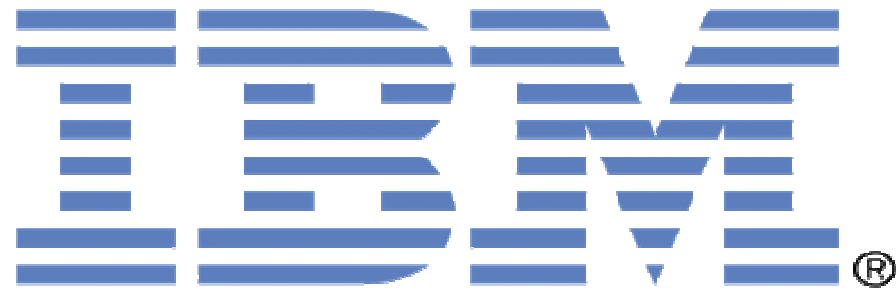
Customer Partnerships

Standard and Best Practices

Tivoli uses Tivoli

Tivoli uses Rational





Innovation & Technical Vitality : Innovation Incubator ..a process for...



Publishing the **most strategic investing area** to inspire innovation



Find out **staffing for the best ideas**



Submit **ideas**



Involve Customer and University to approach Innovation to market

Creative **Brainstorming** leveraging **Innovation Blog**



Reward and give value to the best Ideas(poster/ innovation days)



Select and aggregate the best ideas

