

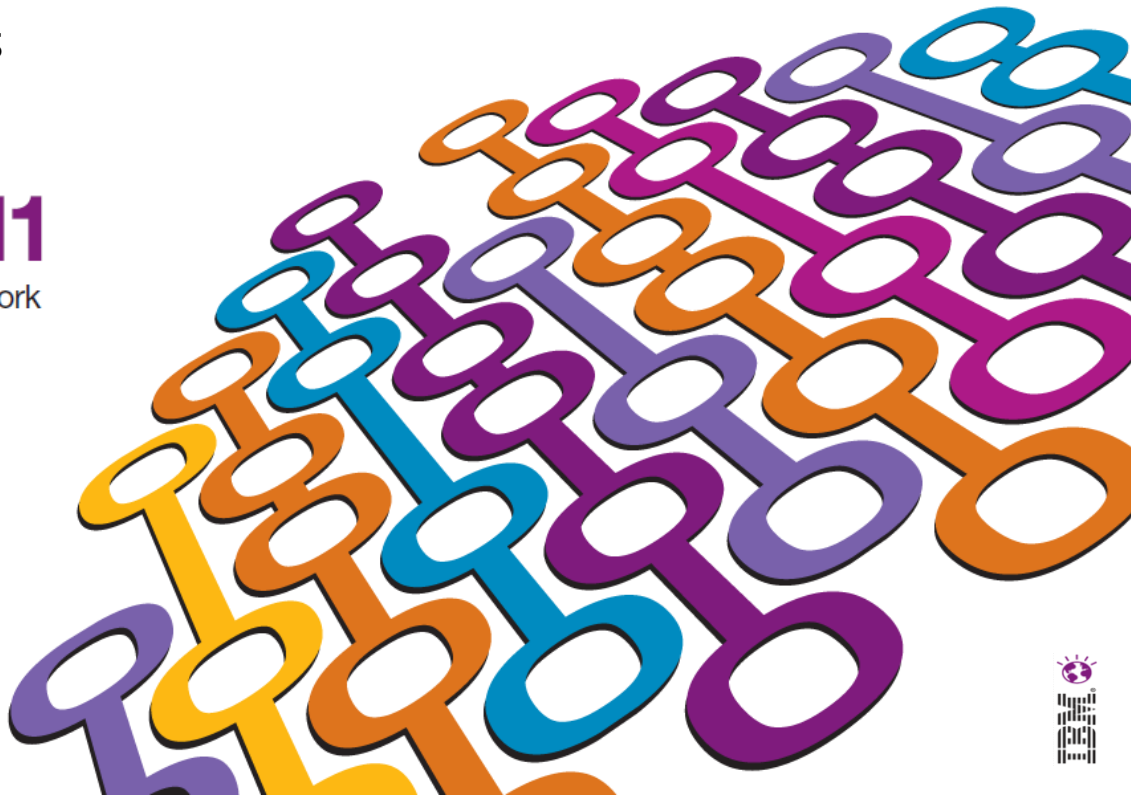
민첩한 기업 운영의 실현 - 성장을 위한 변화

Bounthara Ing

Director of Professional Services
IBM WebSphere, BPM Practice

Impact Korea 2011

Changing the Way Business and IT Leaders Work



The New Normal: Change, Complexity, Uncertainty



\$488 billion

Lost in process inefficiencies
in Fortune 500 companies

\$534 billion

In mobile
transactions by 2015

85%

Of enterprises use external
cloud services

50%

Of businesses plan to adopt more
collaborative sourcing models

70%

Of businesses outsource one
or more strategic activities

50 billion

Devices connected to
the Internet by 2020

Presents Both Challenges and Opportunities



**Digital
Camera**



**Smart
Phone**



**Traditional
Cellular Phone**



**Film
Camera**



Caterpillar: Transforming to Meet Today's Needs



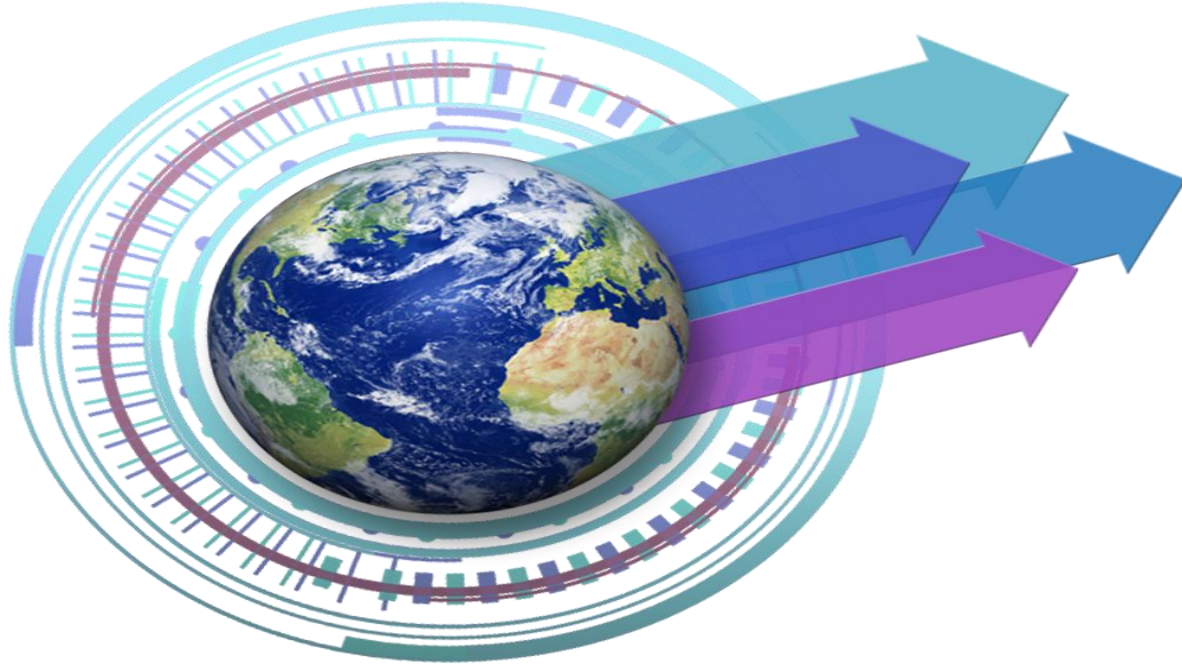
With A Smarter Physical Infrastructure



Business Networks Impact How We Do Business



Transformation is Not Optional



Excellence is a Moving Target



Forward Thinking Organizations Are Transforming



Shortened the **inspection processing time for 10,000 cases from two weeks to one day**



Implemented a next generation **system to accelerate product development**



Key Capabilities for Transformation are:



- Agile processes and decisions
- Rapid, adaptable integration
- Unbounded applications
- Flexible and intelligent infrastructure



Appliances



Mobile



Cloud

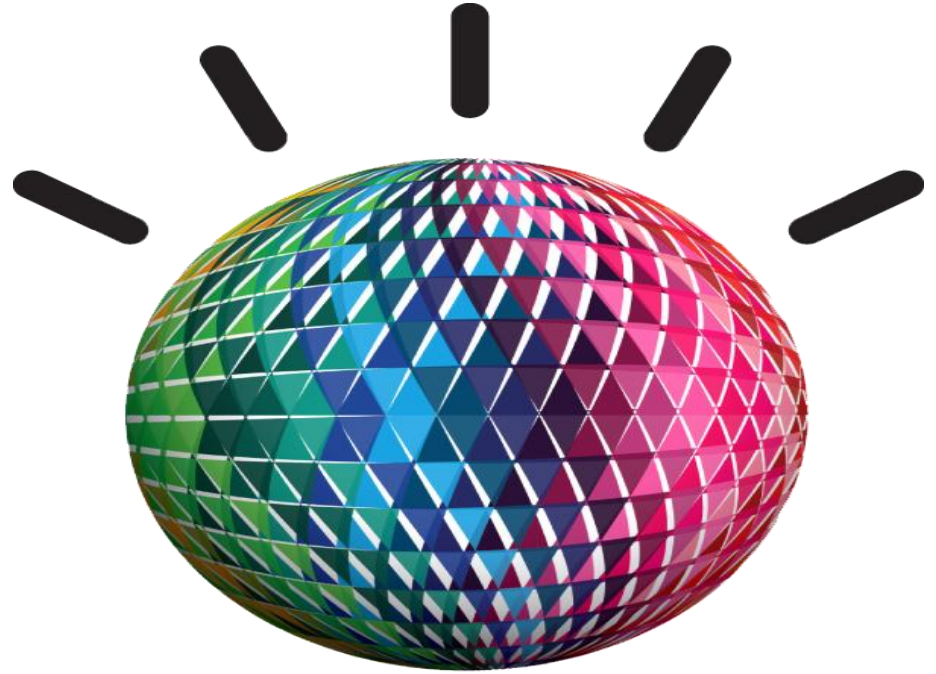


Successful Transformations are Built on Business Agility



Business Agility Requires:

- Enterprise Visibility
- Operational Dexterity
- Process Integrity



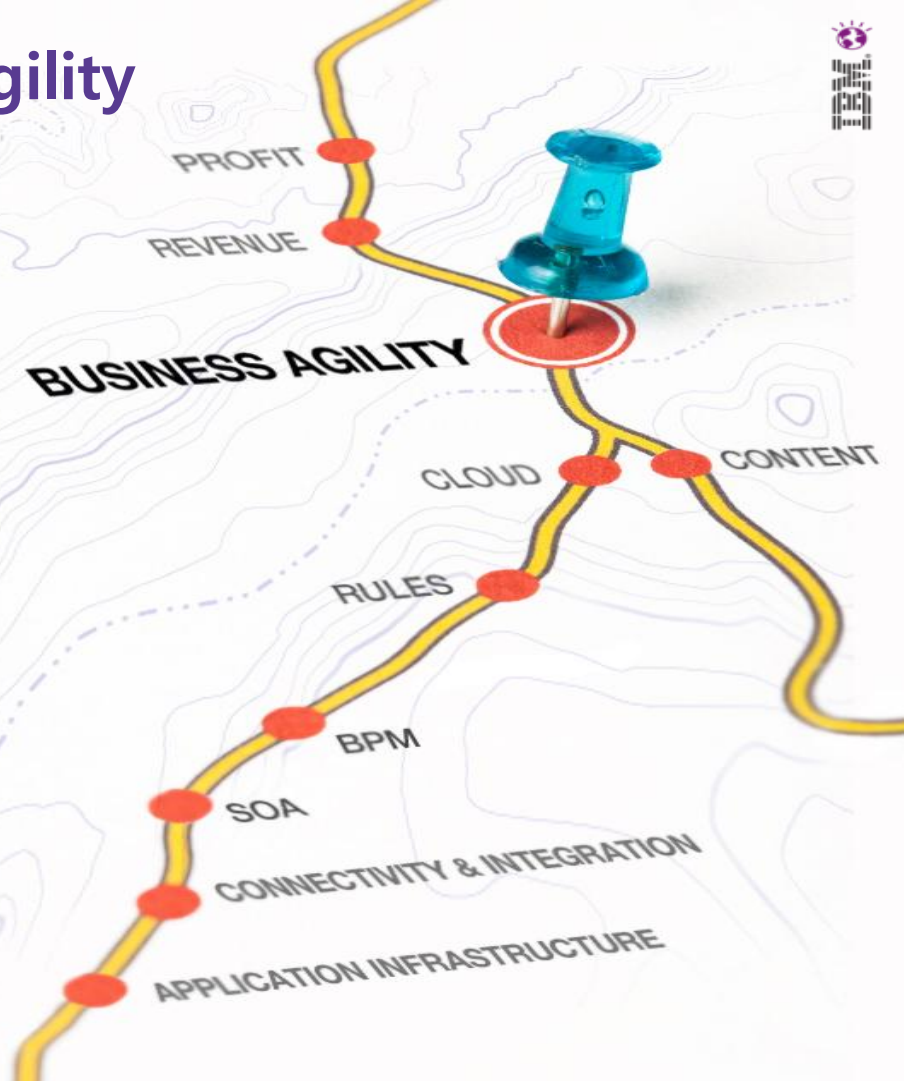
***80% of CEOs think their business is going to be a lot more complex....
only half of them feel equipped to manage it.***



Set A Roadmap To Business Agility

Execute a Strategy For Better Business Outcomes:

- Fuel New Growth
- Speed Time to Value
- Reduce Total Cost of Ownership

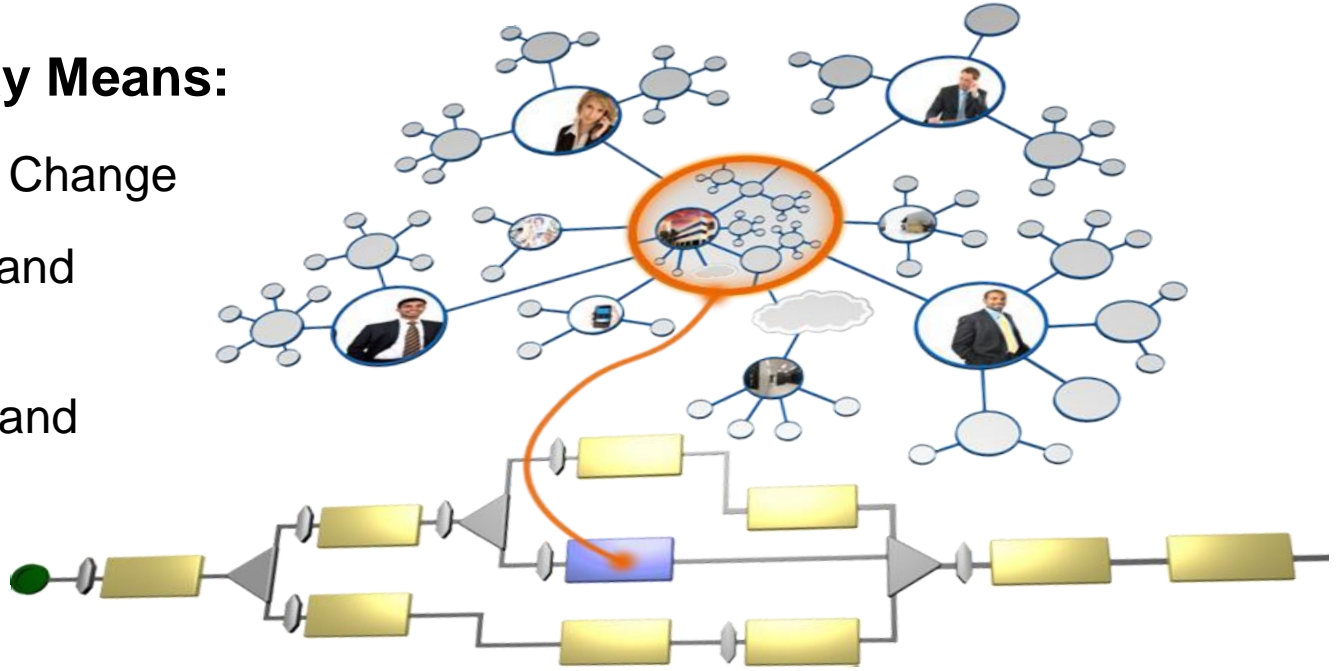


Can Your Processes Handle Change, Uncertainty and Complexity?



Transformation Today Means:

- Simpler Business Led Change
- Full Process Visibility and Governance
- Optimized Processes and Decisions



***Agile Processes and Decisions with
Business Process Management***



Redefining BPM with Simplicity, Power, Visibility, and Governance



New!

IBM Business Process Manager

- Powerfully simple
- Centralized visibility and control
- Industrial grade scalability

***Combining the Power of WebSphere Process Server
with the Simplicity of WebSphere Lombardi Edition***



Who Runs Your Business – You or Your Packaged Applications?



Transformation Today Means:

- Take Control of Applications
- Leverage End-to-End Application Visibility for Rapid Change
- Reuse Services Across Composite Applications and Cloud



***Unbound Applications with
Service Oriented Architecture***





Take Control Today: Accelerate SOA Success

New!

IBM WebSphere Enterprise Service Bus Registry Edition

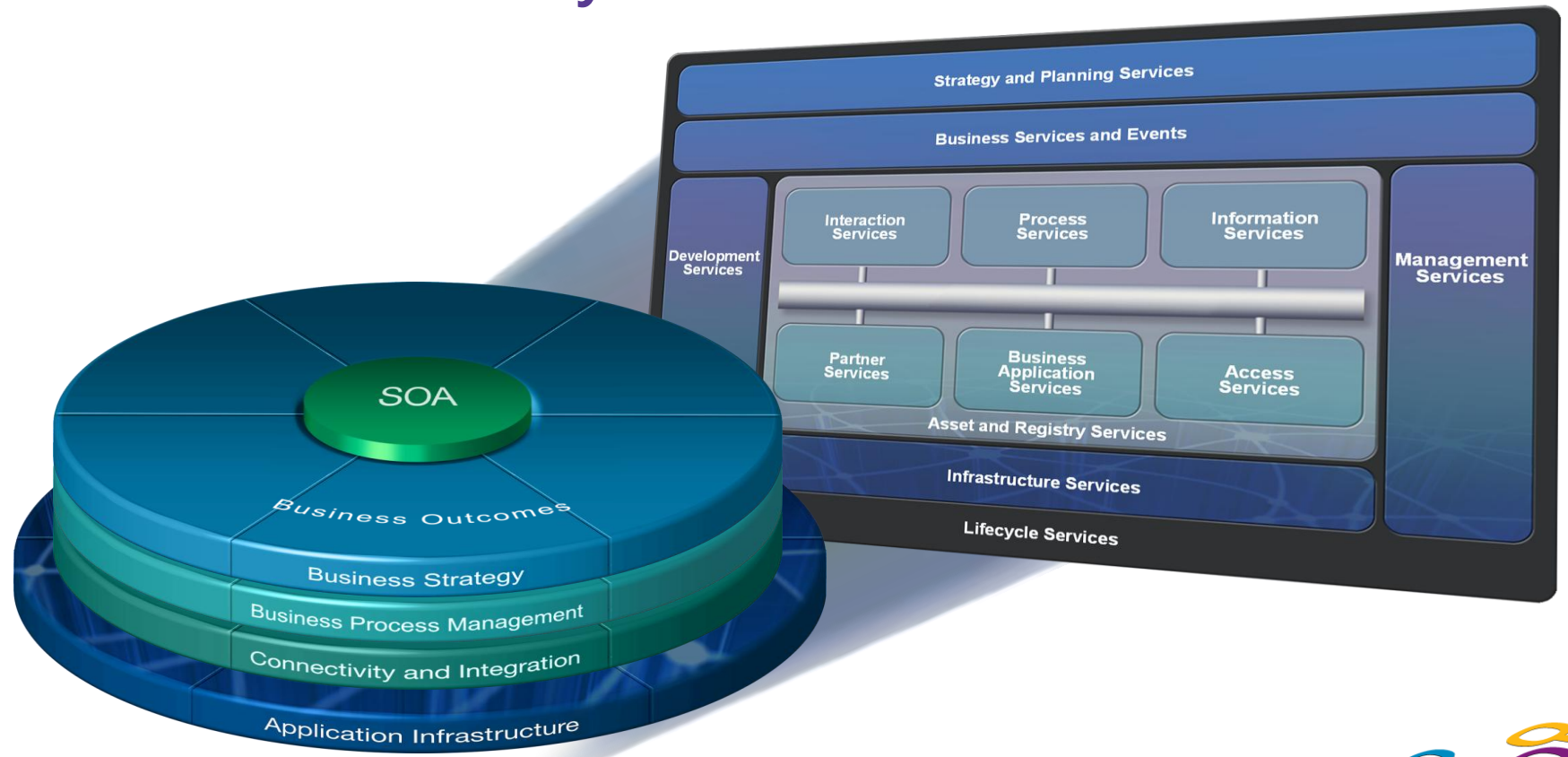


- Decouples complex integration logic from each application
- Leverages existing investments in MQ networks and skills
- Promotes fast ROI through tracking of service usage





BPM and SOA Come Together to Differentiate the Way You Do Business Today



City of Madrid



**Reduced Emergency Response Times by 25%
Using BPM and SOA**

7
Show City of Madrid Video If Time/Systems Allow



City of Madrid



**Reduced Emergency Response Times by 25%
Using BPM and SOA**

Are You Making the Connections You Need on a Smarter Planet?



Transformation Today Means:

- Inform Decisions with New Information
- Embrace New Channels
- Enrich Interactions Across Your Business Network



***Rapid, Adaptable Integration with
Connectivity and Integration***

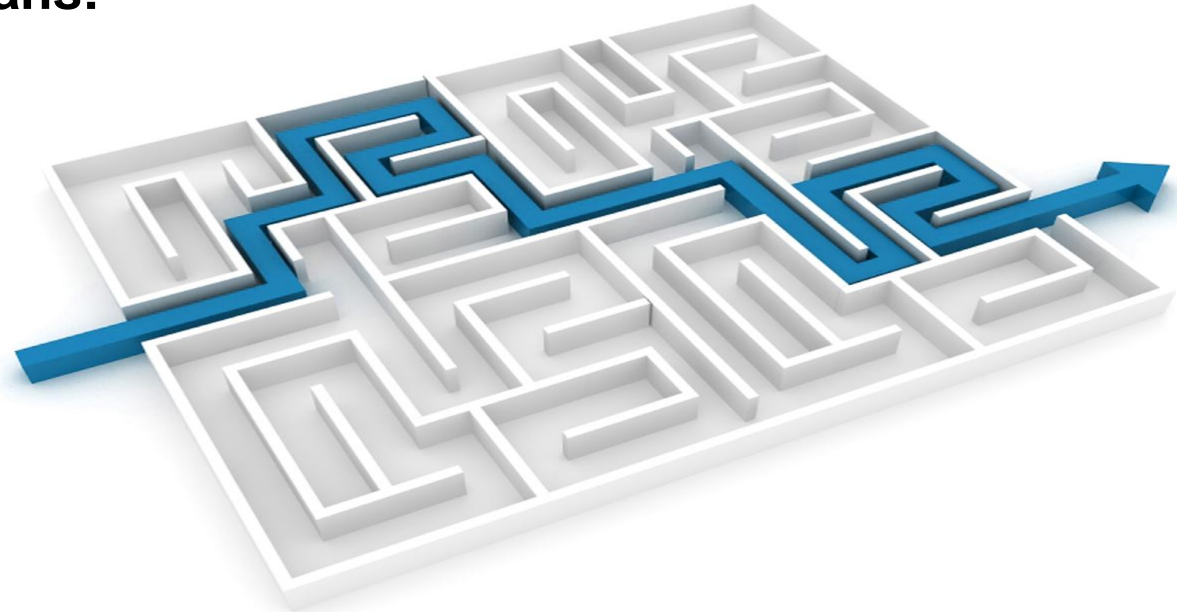


Is Your Application Infrastructure Intelligent Enough?



Transformation Today Means:

- Extend application delivery
- Simplify with intelligent automation
- Improve cost-efficiency



***Flexible and Intelligent
Application Infrastructure***





Speed Development and Extend Applications



New!

IBM WebSphere Application Server

Web 2.0 and Mobile Feature Pack

- Speed development of applications and services
- Improve operational efficiency and reliability
- Increase security and control
- Extend WAS applications to Mobile devices



Can You Deliver Applications Globally in Seconds?

Transformation Today Means:

- Accelerate application delivery
- Optimize end-to-end performance
- Simplify your environment





Faster Delivery of Applications!

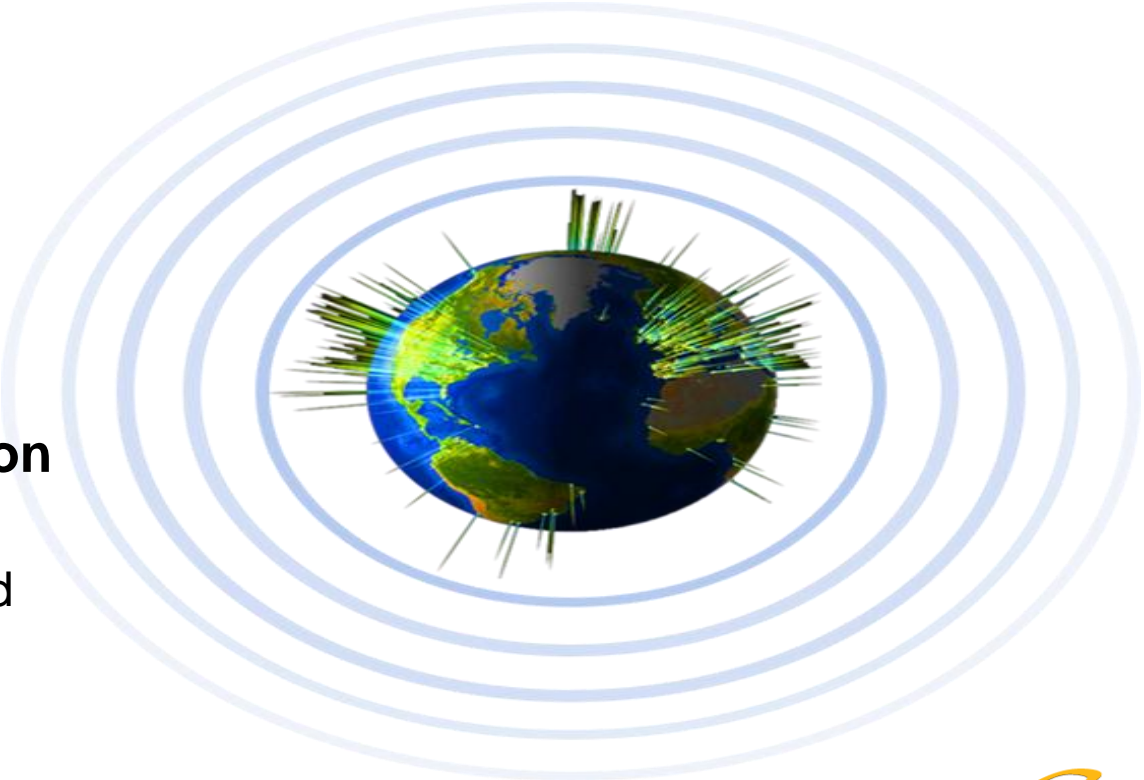
New!

DataPower Appliances

Accelerate ROI with improved performance and low maintenance costs

IBM WebSphere Application Accelerator

Reduce response times around the globe at the edge of the network





Can You Meet the Needs of Ever Changing Customers?

Transformation Today Means:

- Deliver IT Without Boundaries
- Create Business Value in New Ways
- Improve Speed and Dexterity in Delivering New Offerings



University of Bari



**Italian Fisherman Sell Their Catch
Via Mobile Devices Using The Cloud**



IBM Helps You Rethink IT with Cloud

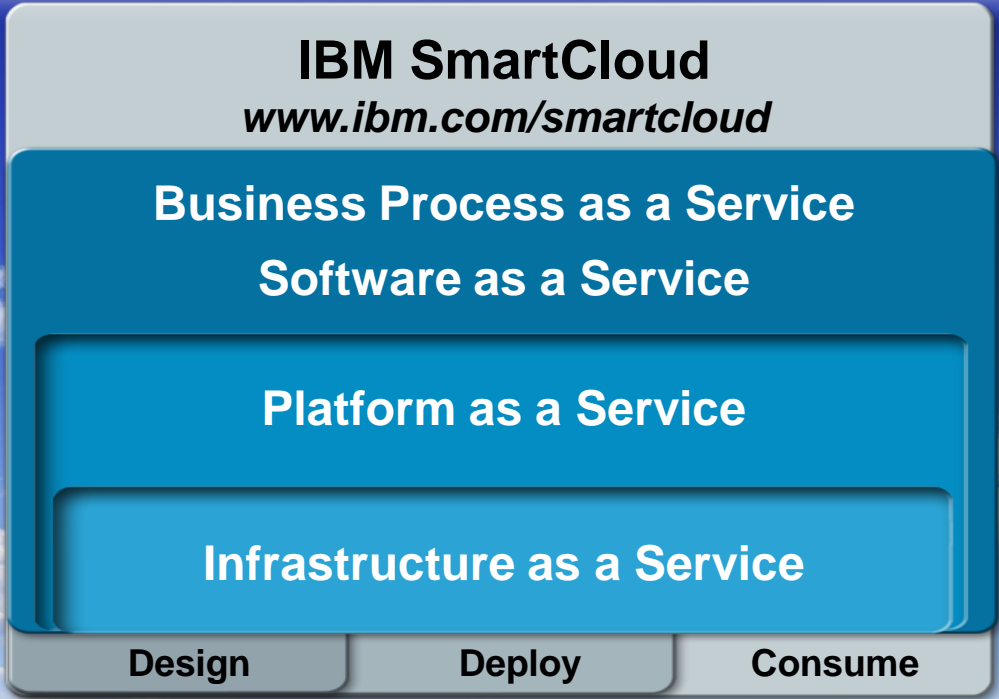
New!

IBM Workload Deployer

Set up private clouds up to 60x faster

Cloud Standards Customer Council *

Making cloud standards customer driven



** Over 100 companies participating!*



Extend and Protect Your Software Investment



Ongoing product innovation coupled with world class customer support

Delivering Value with Subscription and Support:

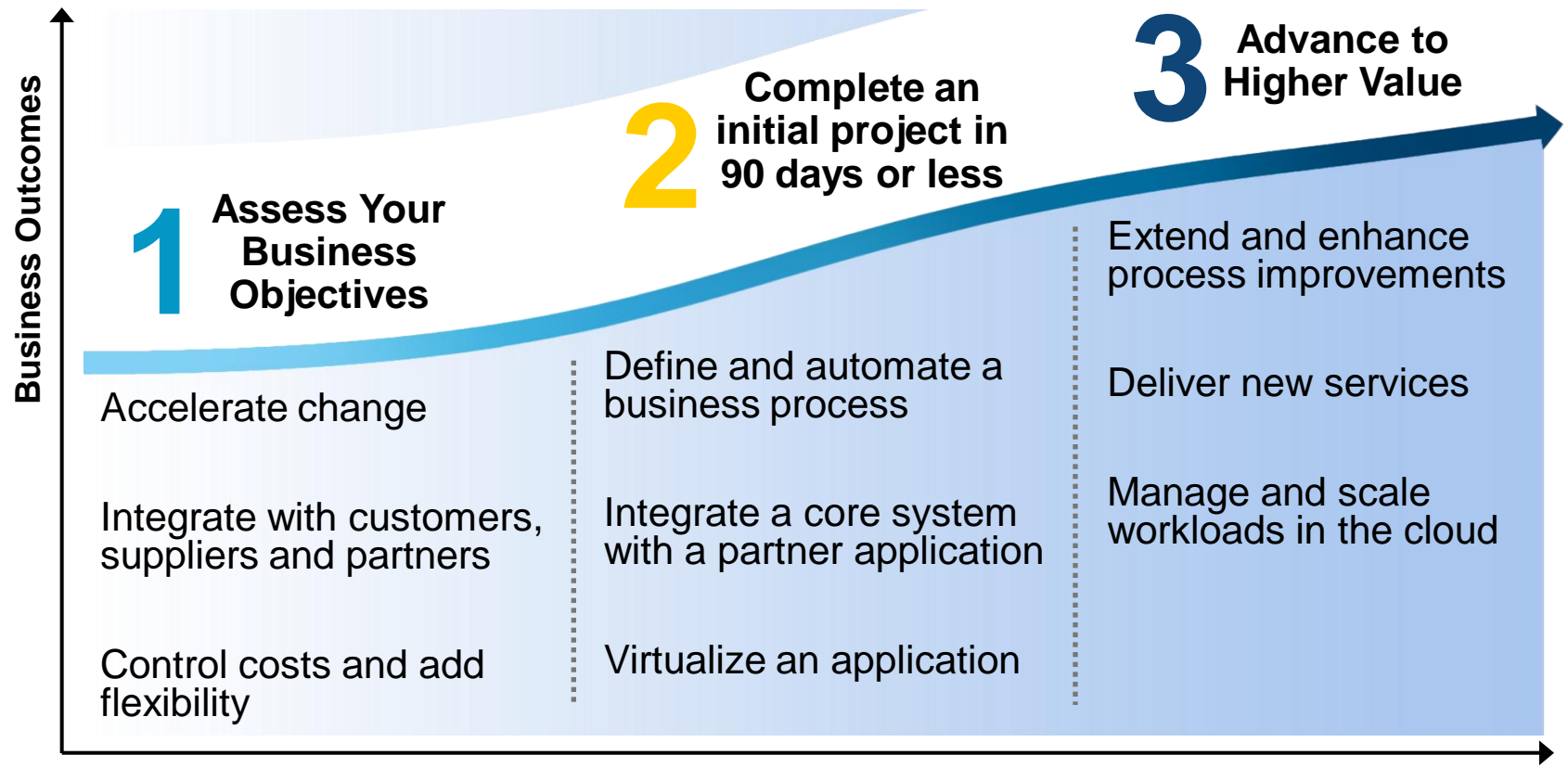
- New product releases and enhancements
 - Maximize performance and accelerate productivity
 - Lower operational costs with the latest version
- Customer satisfaction and support
 - Exploit trusted expertise and best practices
 - Mitigate risk with robust and convenient tools

Each year IBM invests billions of dollars on software research and development





Build Your Roadmap to Business Agility



Project Scope

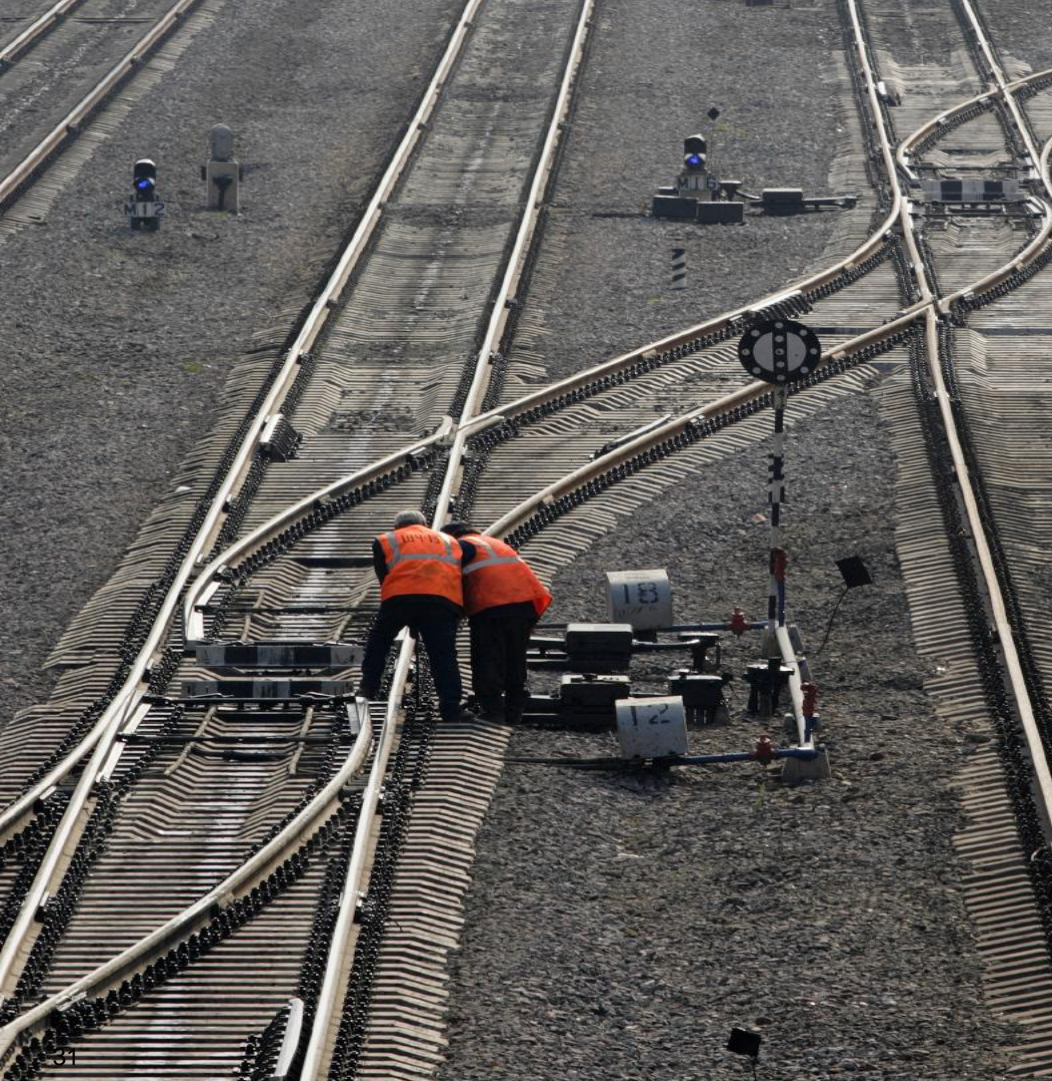




**Can you deliver
new products and
services rapidly?**

**Can you see what's
happening across
your business
network?**





Can you adapt your processes quickly to changing market conditions?



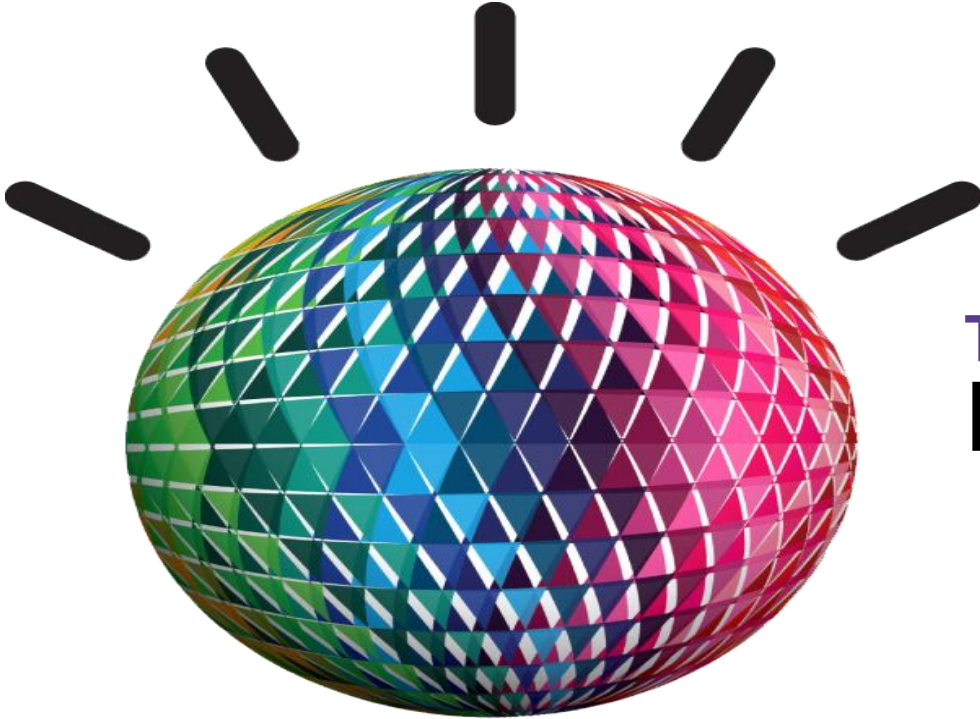
**Can you enable
access from new
devices?**

**Can you deliver IT
without
boundaries?**





Can you connect
a smarter planet?



Transform to Grow with Business Agility



ibm.com/ibm100



감사합니다

