

기술이 주도하는 새로운 비즈니스 모델 확장, 트랜잭션 및 최적화

발표자 : 데이비드 베이트 부사장

직함 : 웹스피어 성장시장(아시아태평양, 남미 및 일부 유럽) 사업총괄



Technology is reshaping industries

What is an app?





**Who are your
developers?**

Anyone

Who can access your information?

A blurred crowd of business professionals in a white hallway, suggesting a busy office environment. The people are dressed in business attire, and the motion blur conveys a sense of activity and movement.

Everyone

Where do transactions happen?



Everywhere

Who is influencing your business?



Everyone

These trends are changing entire industries



모바일
(Mobile)



클라우드
(Cloud)



빅 데이터
(Big Data)



소셜
(Social)



Addressing them requires more than new engagements

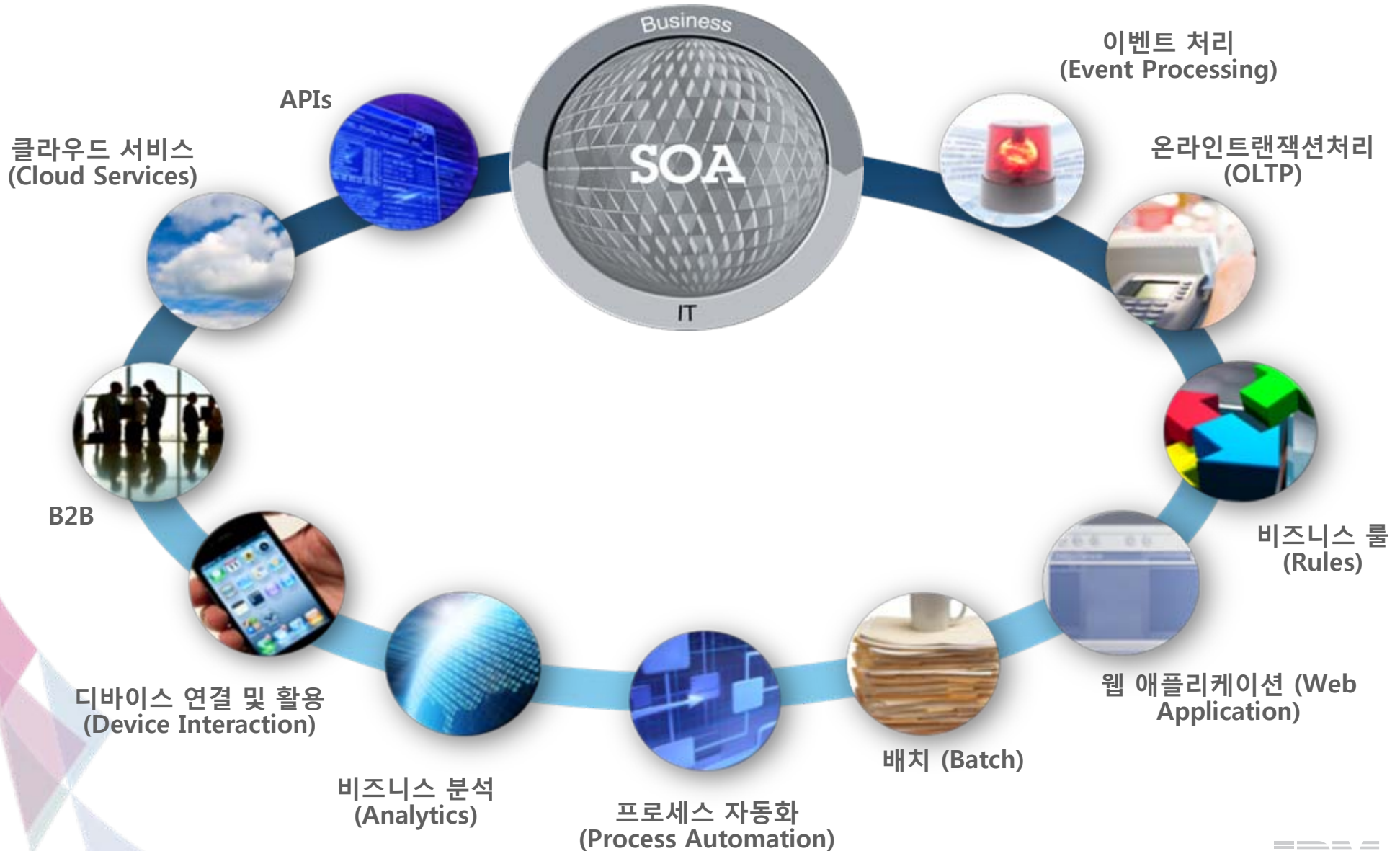
Mobile Apps, Cloud services, & Web APIs require greater scale, end-to-end integration, and faster delivery



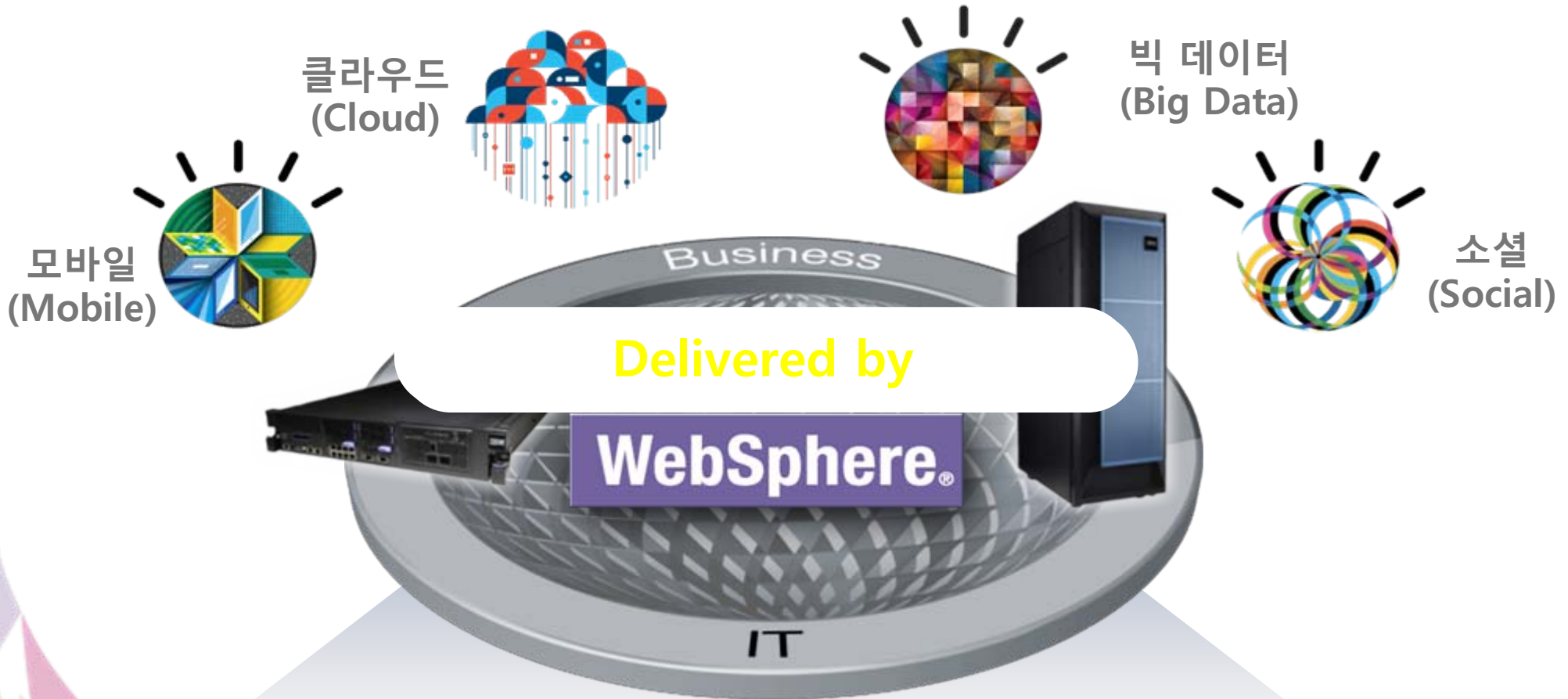
You Need:

- ▶ 신뢰성(Reliability)
- ▶ 무결성(Integrity)
- ▶ 통합(Integration)
- ▶ 개방성(Openness)
- ▶ 확장성(Scale)
- ▶ 보안(Security)

Your workloads are not all created equally



Build on a proven platform



Extend. Transact. Optimize.

To extend to the world at large



파트너 (Partners)

APIs



Cloud Services



공급업체 (Suppliers)



고객 (Customers)

Apps



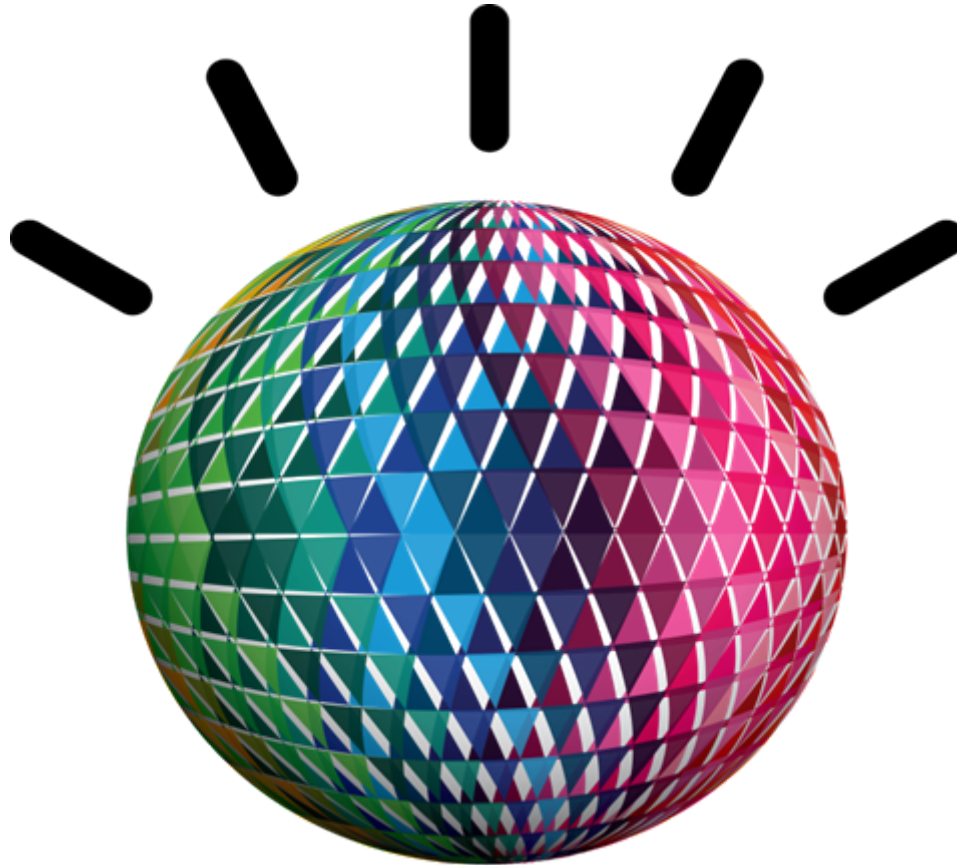
Patterns



개발자 (Developers)



Partnering to create a Smarter Planet



Anything. Anyone. Everything. Everyone.

Reference Case – Comcast



A platform delivered by WebSphere *helps you extend, transact, and optimize*



40% growth through
new channels

20% reduction in
response times

Competitive pricing
responses in **hours**



Accelerate the lifecycle of new apps



Extend ▶ Fast, flexible and simplified app server capabilities

▶ Rich, visual tooling to increase productivity

Transact ▶ Dynamic scale and resiliency

Optimize ▶ 2x capacity increase without increasing costs



Deliver, secure, and scale new engagements in multiple channels



Extend ▶ Open, simplified mobile app delivery

Transact ▶ Mobile end-point management and security

Optimize ▶ 50% decrease in order processing time



Optimize business operations across organizational boundaries



Extend ▶ Record ad-hoc interactions with full visibility

▶ Automate decisions with predictive analytics

Transact ▶ Publish and reuse best work practices

Optimize ▶ 300% productivity improvement



Build your platform on proven design principles and a foundation of deep integration



- ▶ 인터넷 확장 메시지 처리
(Internet Scale Messaging)
- ▶ 모바일 통합
(Mobile integration)
- ▶ 센서 및 디바이스 연결
(Sensor and device connectivity)
- ▶ 하이브리드 클라우드 통합
(Hybrid cloud integration)
- ▶ API 생성 및 공개
(API creation and publishing)



Every project and every process needs a proven platform



- ▶ **WebSphere** Application Server
- ▶ **IBM** Mobile Foundation
- ▶ **IBM** Business Process Manager
- ▶ **WebSphere** Operational Decision Management
- ▶ **WebSphere** MQ
- ▶ **WebSphere** Message Broker
- ▶ **WebSphere** Cast Iron Live

Extend and protect your software investment

Ongoing product innovation coupled with world class customer support

Delivering Value with Subscription and Support:

- ▶ Maximize performance and accelerate productivity
- ▶ Lower operational costs with the latest version
- ▶ 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.

Reference Case – Ningbo Logistics



Le Le Li

CTO of Ningbo Smarter Logistics Technology Co., LTD

Reshape your industry

Extend.

applications, processes
and services

Transact.

with integrity, scale, and
speed



Optimize.

business operations



감사합니다

