



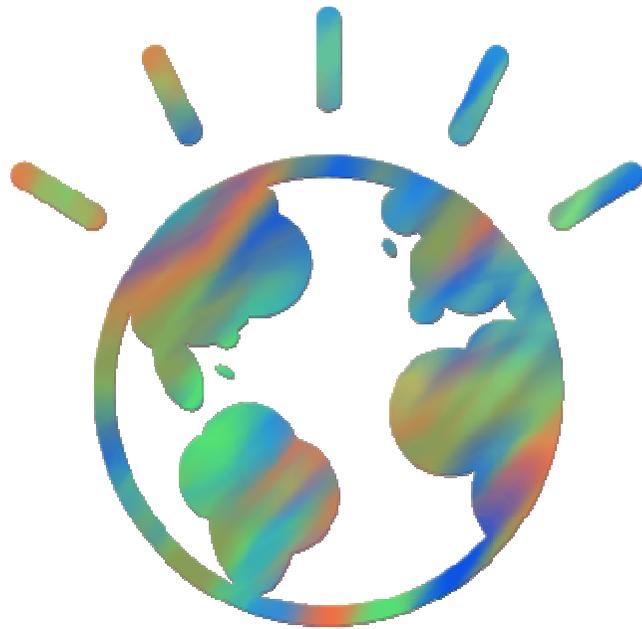
Impact Korea 2010

비즈니스 및 IT 리더를 위한 최고의 컨퍼런스

업무 처리의 새로운 방식 (A New Way of Working)

**VP, AP WebSphere Sales Leader
Katrina Troughton**

We are Living in the Decade of Smart

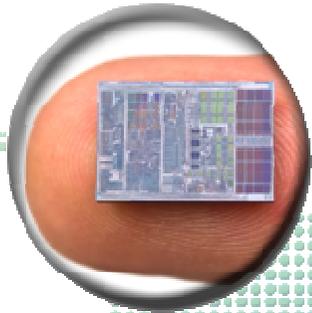


- **Technology** is pervasive
- Agility is mandatory for **GROWTH**
- **Process** is king

Excellence is a moving target



Technology Innovations Are Changing the World



**Digital-Physical
Convergence**
everything is intelligent



Virtualization
universal access with
cost takeout



Mobile Everything
lifting the constraints
of space



Predictive Intelligence
changing reactive to proactive

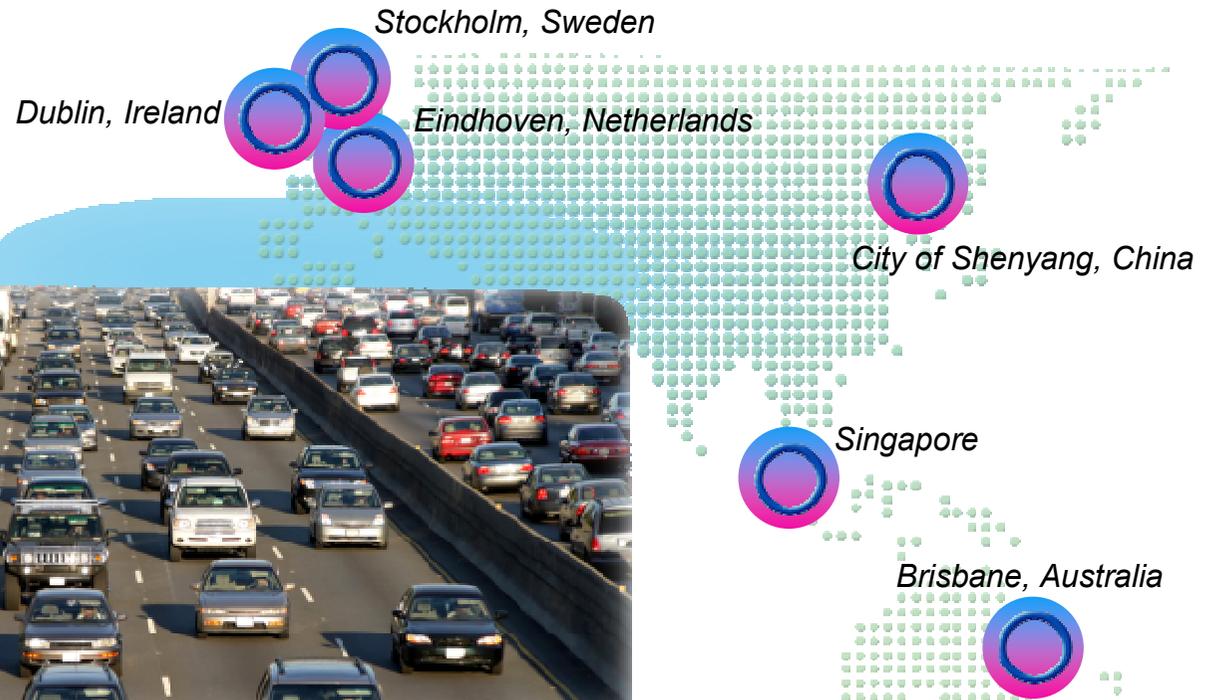


Collaborative Expertise
harnessing global experts

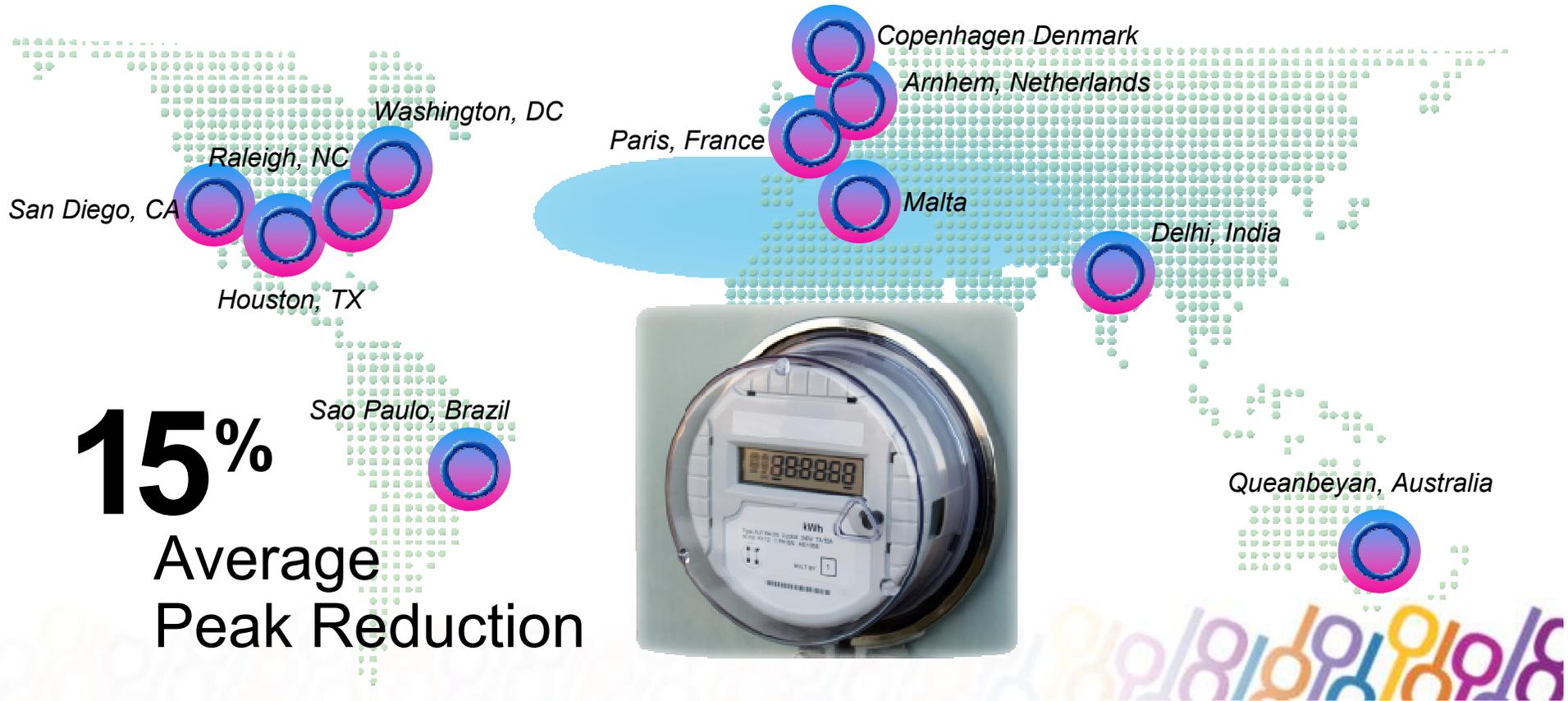


Changing the World with Smarter Traffic

\$15 million
Average
Savings



Changing the World with Smarter Energy



Changing the World with Smarter Public Safety



Response times
cut **25%**



Yesterday's Best In Class Is No Longer Good Enough



Workforce
26% more productive
since 1990

Supplier Lead Time
62% faster in 2 years

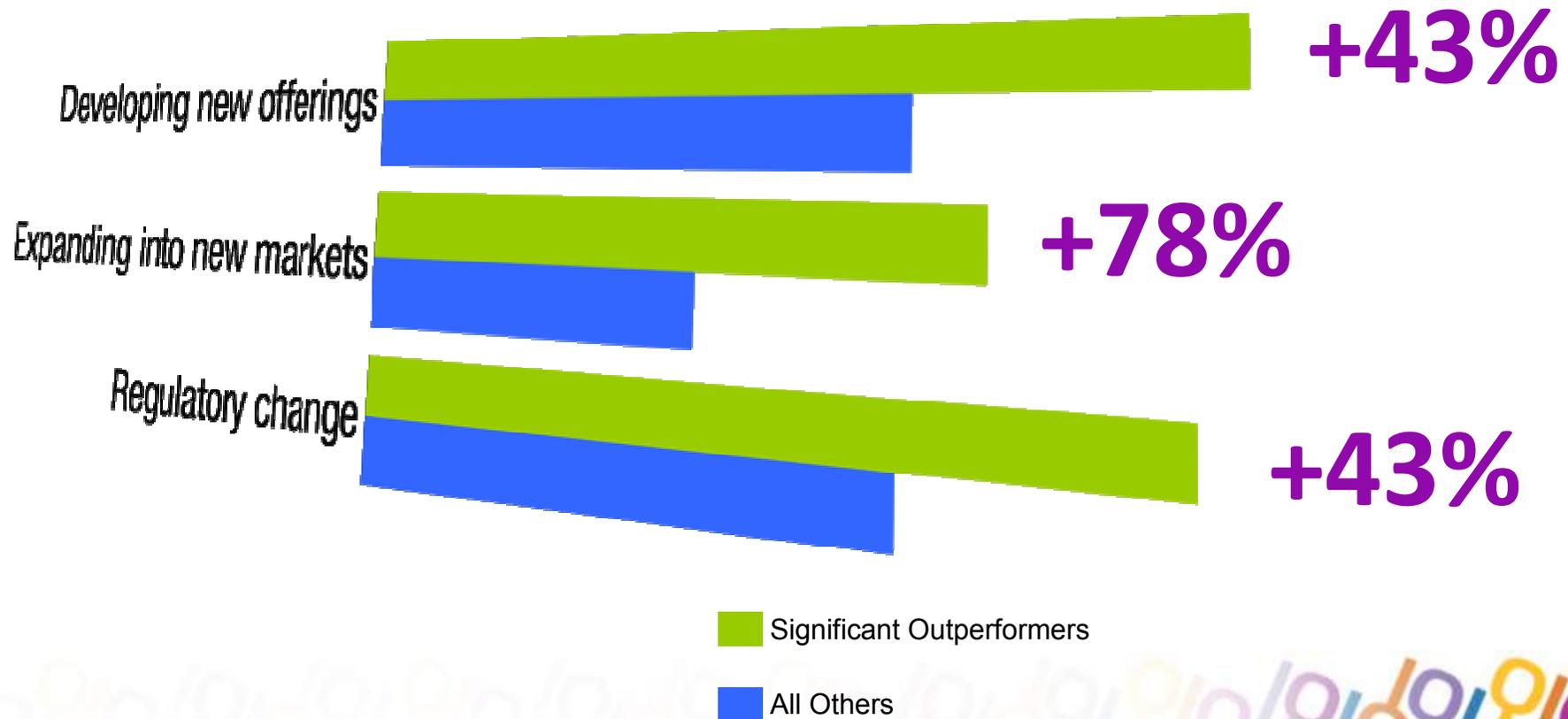


Dock to Stock
50% faster in 2 years

IT Services
25% faster in 2 years



300 Global Executives Agree: Top Performers Focus on Growth



Source: IBM Institute for Business Value



Outperformers Are 3x More Likely to Have Work Practices That Are:

Dynamic

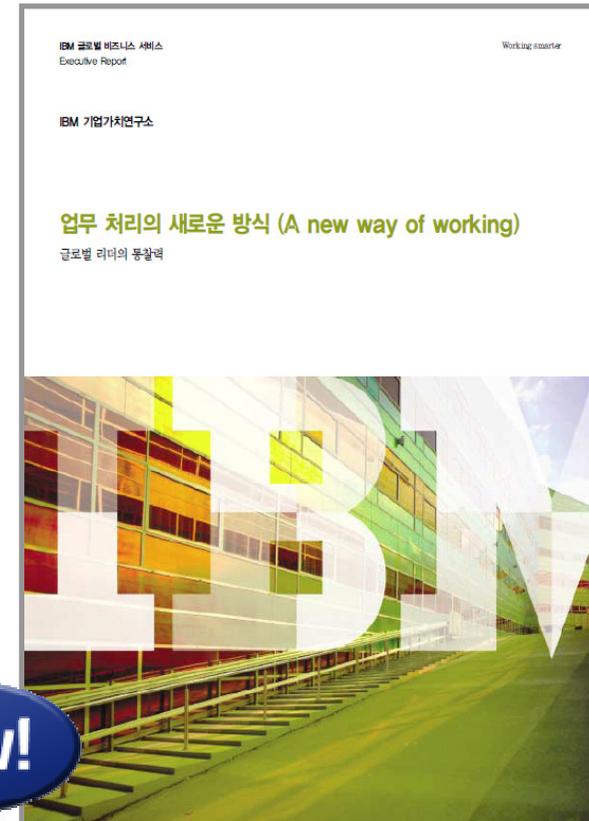
2x Greater Usage of Process Automation & Modeling

Collaborative

3.75x Greater Usage of Collaborative Workspaces

Connected

9x Greater Usage of SOA



Source: IBM Institute for Business Value



Working Smarter with One IT

Dynamic

Meeting changing needs

- MyKey™
- BLIS - Blind Spot Information System
- Adaptive Cruise Control
- Ford Work Solutions™
- Better gas mileage
 - Hybrids
 - EcoBoost™ Engine



Connected

- Integration with vehicles
- Integration with governments

Collaborative

Leverage our global resources

Internally

- Simplify, Standardize, Globalize
- Increase agility and re-use

With our Partners

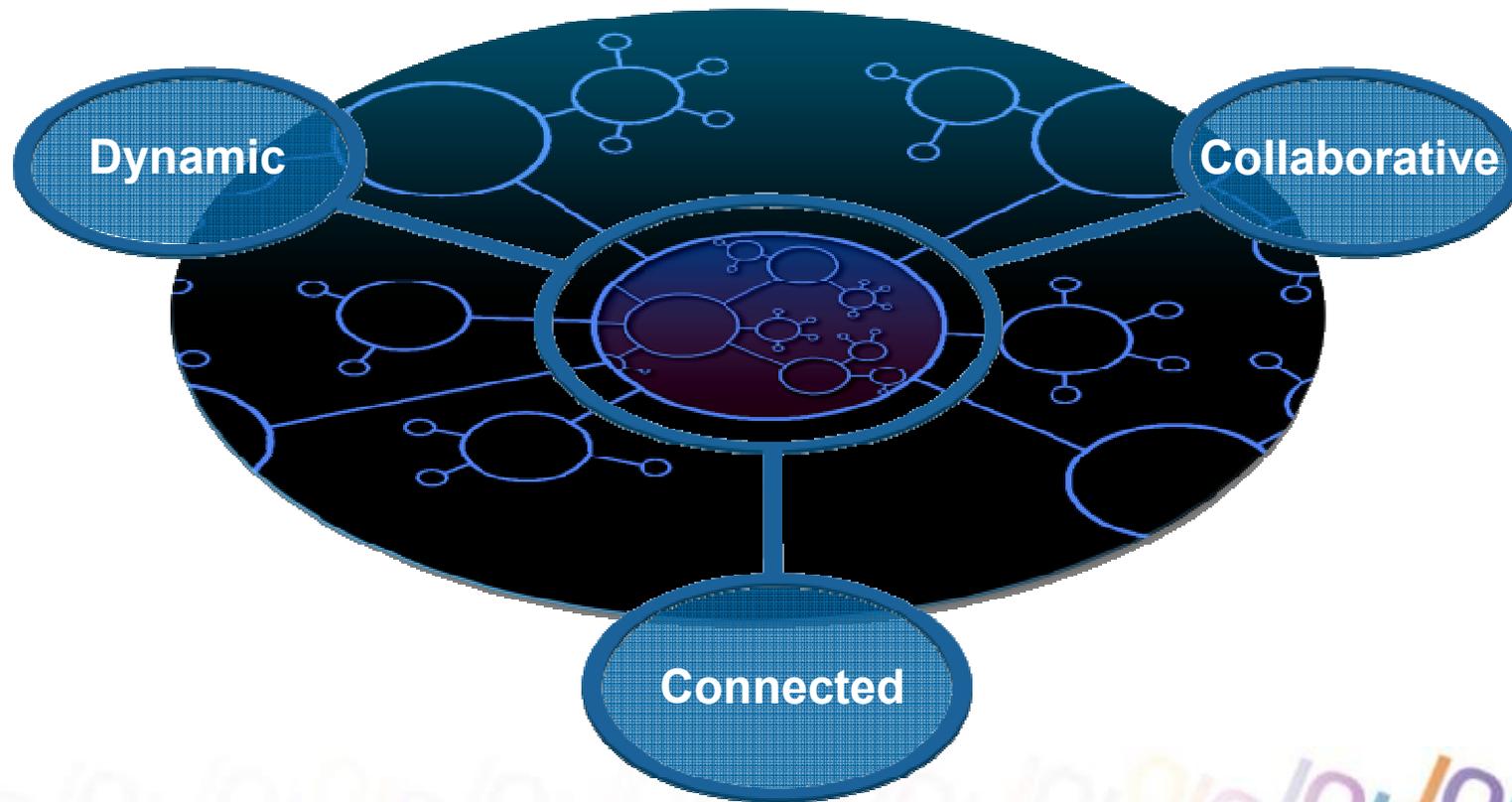
- Collaboration with dealers on warranty claims
- Integration with dealers & suppliers

For our Customers

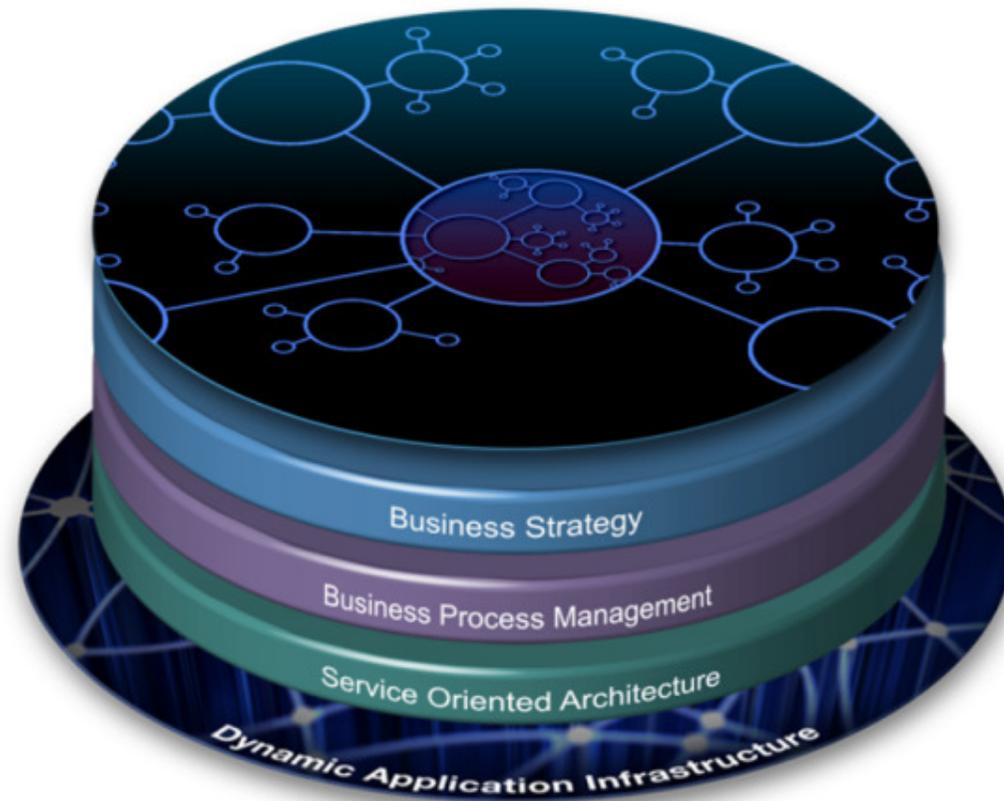
- Integration with vehicles
- Social media interaction



To Optimize Results, Agile Businesses Are



Business process ties strategy to execution



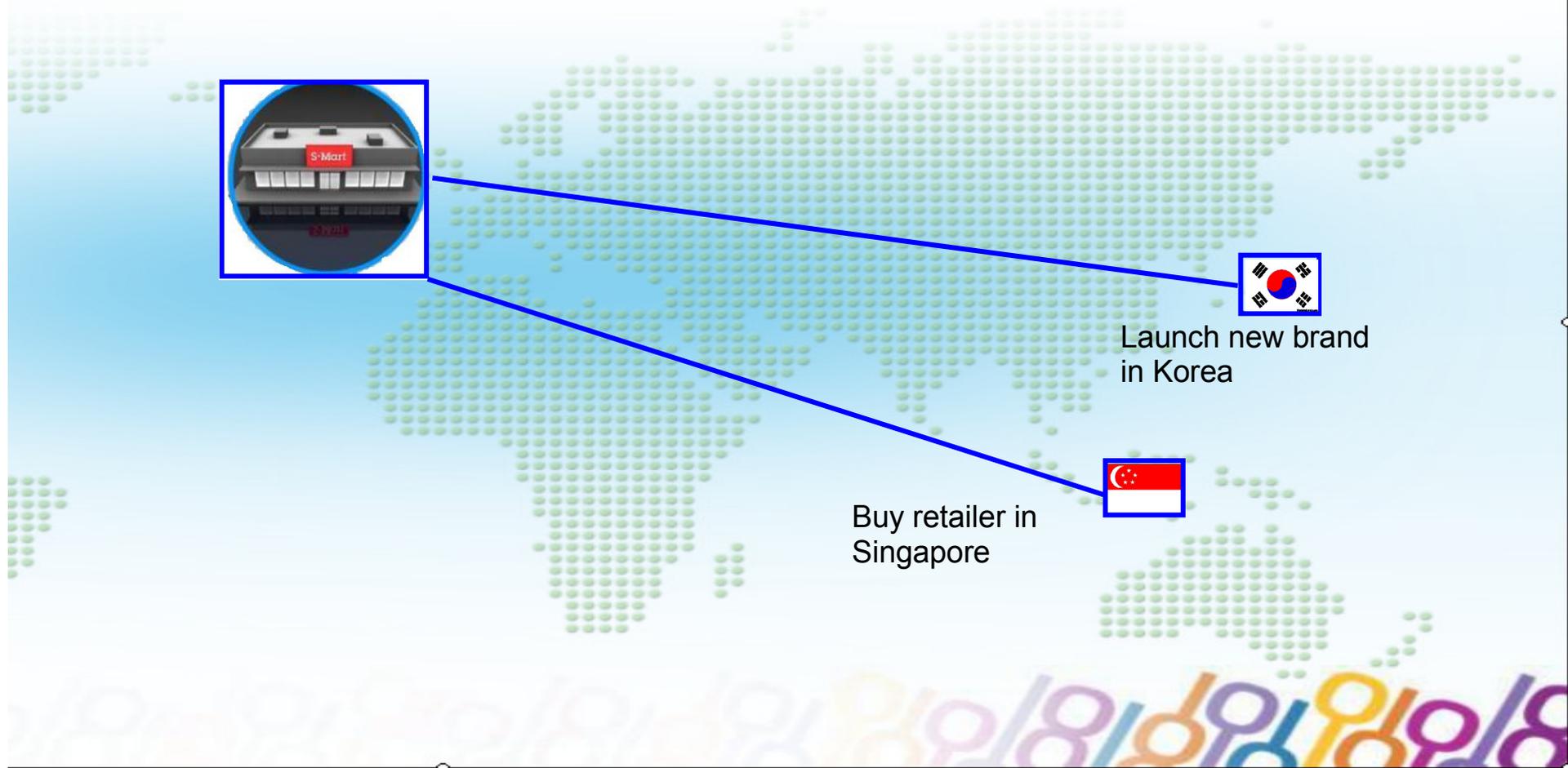
Business strategy: Fuel growth by expanding to growth markets



Launch new brand
in Korea



Buy retailer in
Singapore



Processes link strategy to execution

Korea

Handle frequent vendor changes

Singapore

Automate and optimize merchandising promotions



Processes support real time collaboration



Blueprint [Return Home](#) Sign Out | Forums | Help | **Build**

S.Mart > Vendor On-Boarding Unshared Analyze Print PowerPoint Edit

View: Discovery Map Process Diagram Documentation Zoom

	Submit vendor details	Research vendor	Finalize vendor submission
System	Submit vendor entry	Determine vendor quality	Execute vendor approval rules
Vendor Representative		Review vendor	Audit vendor
Manager			Approve vendor
			Process vendor results
			Notify vendor

Processes must be dynamic



Singapore



Home Go to Spaces Manage Spaces Actions Administrator Help Logout

S-Mart

Home Vendor On-Boarding Management Edit Page

Business alerts

Mark Read Mark Unread Forward Alert Remove

Subject

Alert: Surge in Retro Sneakers. Inventory low.

1 1

Jan 1, 2010 Jan 5, 2010 Jan 9, 2010 Jan 13, 2010 Jan 17, 2010

Janine Siroed Rick Osowski Lisa Noble

10 1 7 1 0 5 1 2 0 1

board group Services



Processes must be dynamic

Merchandising Process



Promotion Execution Rules - High Priority Promotions (Action Rule) - permalink

Case lock | History | Help

Content

if the product of 'the Promotion' is "Retro Sneakers"
then set the shelf space of 'the Promotion' to "65%" ;
make it *true* that 'the Promotion' is using optimized end caps ;

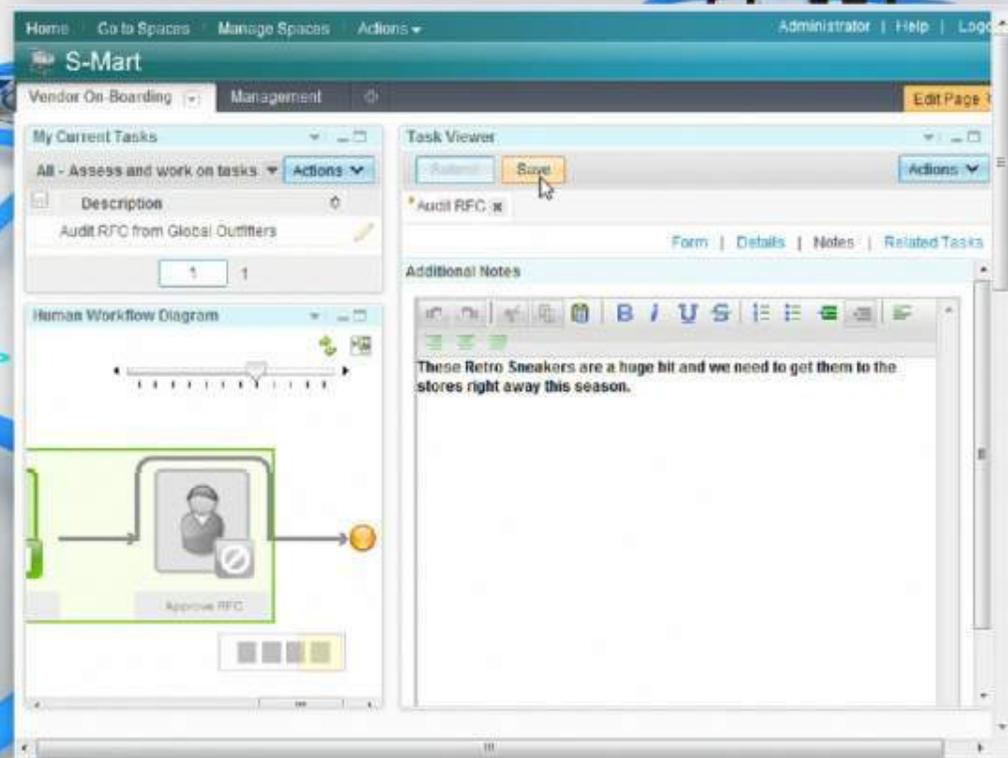
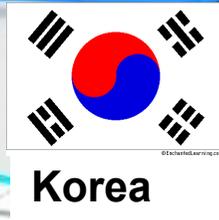
Attached Items

Overridden Rules
No overridden rule found

Tags
No tag found

Processes enable analytics, decision support and optimization

Vendor Onboarding Process



The screenshot displays the S-Mart Vendor Onboarding Process software interface. The top navigation bar includes 'Home', 'Go to Spaces', 'Manage Spaces', 'Actions', and 'Log'. The main content area is divided into several sections:

- My Current Tasks:** Shows a task list with columns for 'All - Assess and work on tasks', 'Description', and 'Actions'. The current task is 'Audit RFC from Global Outfitters'.
- Task Viewer:** Displays details for the selected task, including a 'Save' button and an 'Actions' dropdown.
- Human Workflow Diagram:** A visual representation of the process flow, showing a step labeled 'Approve RFC' with a person icon and a checkmark.
- Additional Notes:** A text area containing the note: 'These Retro Sneakers are a huge hit and we need to get them to the stores right away this season.'

Processes connect business organizations and systems



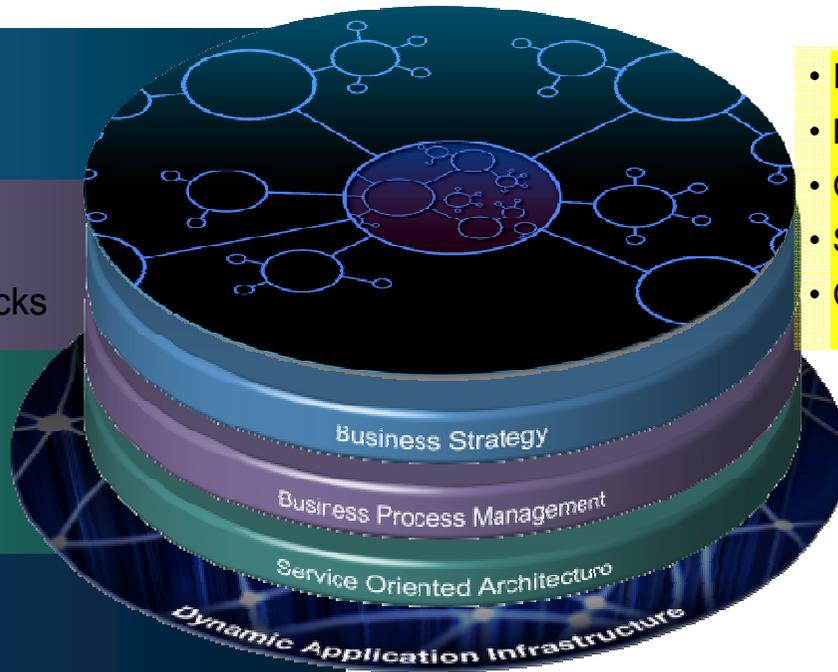
Processes connect business organizations and systems



Investing in Organic Growth & Acquisitions to Deliver Business Agility

Organic Growth

- Industry Accelerators
- BPM BlueWorks/Blueprint
- WebSphere Lombardi Edition
- WebSphere ILOG BRMS
- Many WebSphere BPM Feature Packs
- WebSphere DataPower Integration Blade XI50B
- WebSphere Service Registry & Repository Feature Pack
- WebSphere DataPower XC10 Appliance
- WebSphere Cloudburst Appliance
- WAS Feature Pack for OSGi & JPA 2.0



Acquisitions

- ILOG (Jan 2009)
- Lombardi (Jan 2010)
- Cast Iron (May 2010)
- Sterling Commerce (tbd)
- Coremetrics (tbd)



WebSphere Acquisition Capability

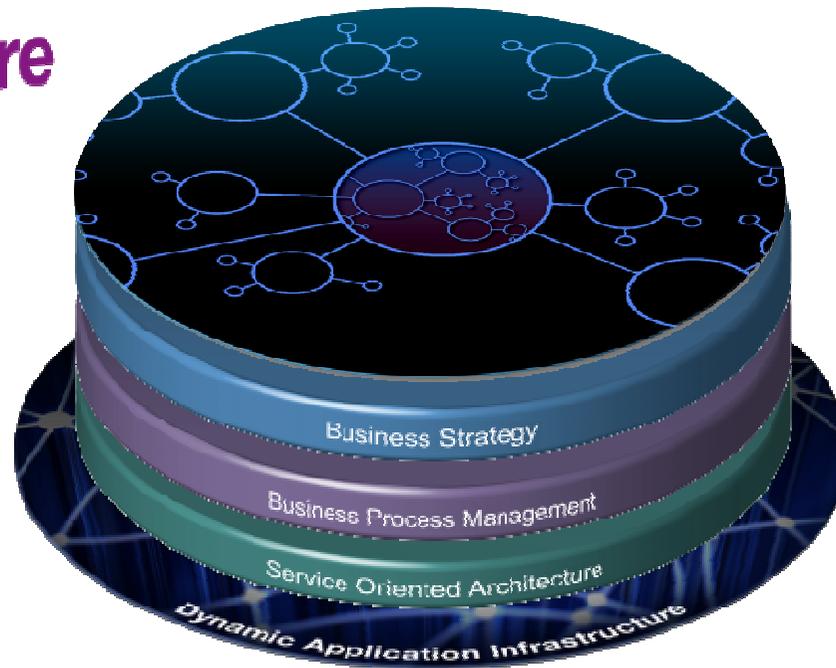
- ILOG Business rules and Optimisation solutions
- Lombardi Human centric Business Process Management
- Cast Iron Integration solutions for cloud environment
- Sterling Commerce Business to Business (B2B) integration and cross channel solutions
- Coremetrics Web Analytics and behavioral marketing



IBM is the Leading Partner Ready to Help You

**#1
Marketshare**

**Largest
Ecosystem**



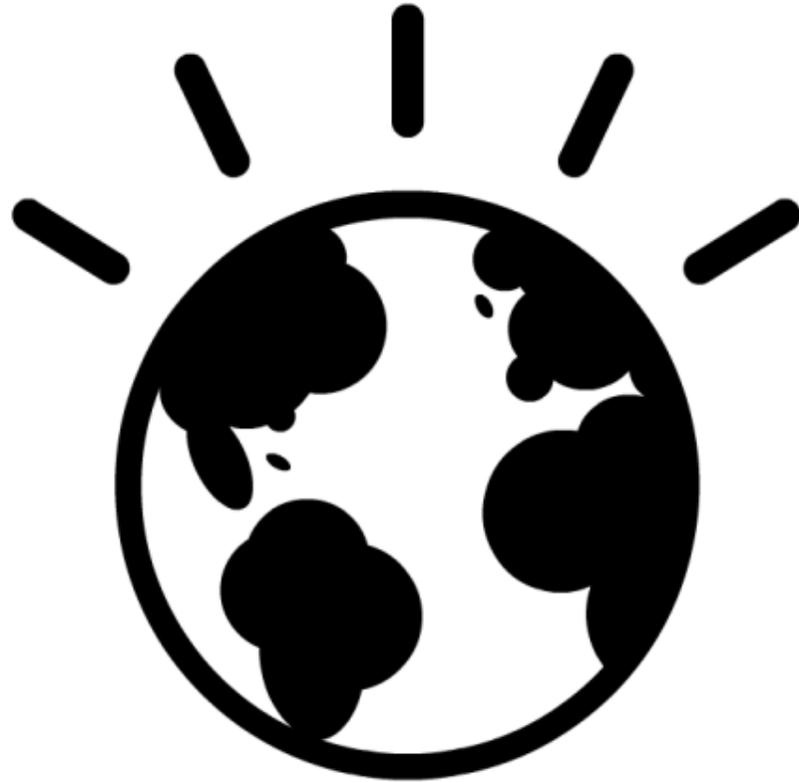
**Unrivaled
Expertise**

**Strongest
Solution
Portfolio**



We are Working Together to Change the World





Let's build a smarter planet ...together