



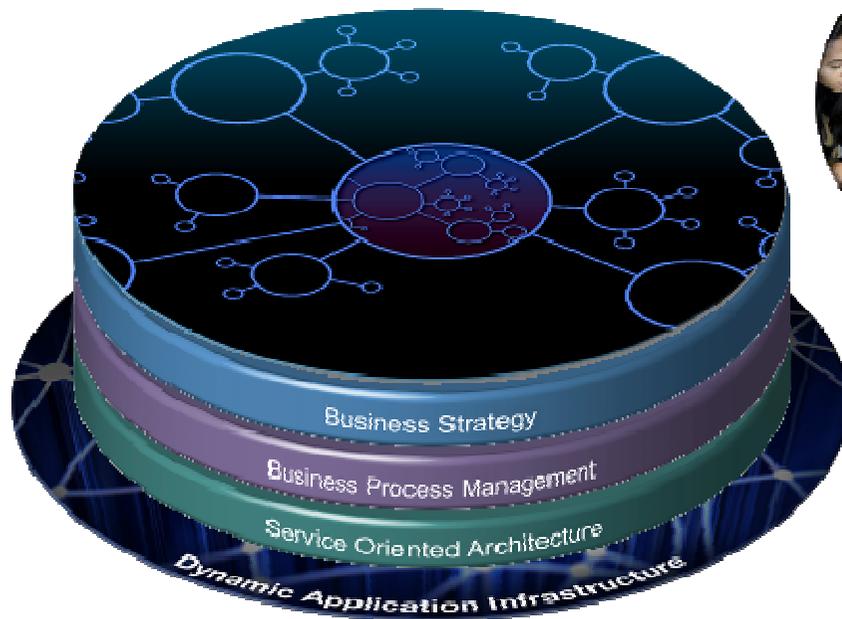
# Welcome to **Impact 2010**

왜 IBM은 Smart SOA Connectivity,  
Cloud & Virtualization에 끊임없이  
투자하는가?

(What if Technology Could Change as Fast as your  
Business?)

**AP WebSphere Technical Sales Leader  
Elizabeth Podolanko O'Keefe**

# Organizations can Work Smarter *By Aligning the Engines of Business Agility*



**TEA**  
TEXAS EDUCATION AGENCY



 Blue Cross  
Blue Shield  
of Michigan

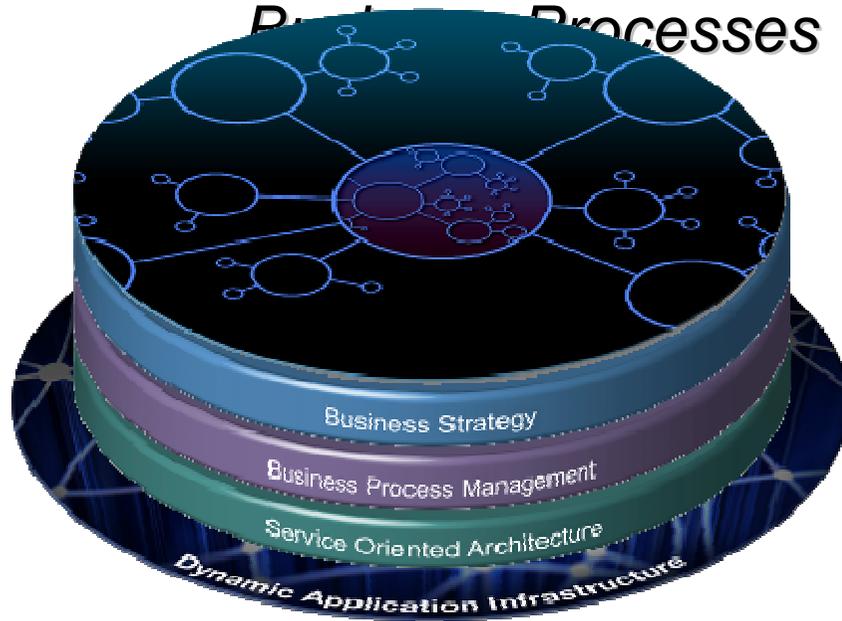


**VISA**

Various Industries realizing greater  
agility by aligning Business Processes  
*with Business Strategy*



The Underlying Core Technology that Enables  
Business Agility *By Powering Mission Critical*  
Business Processes



The Core Technology



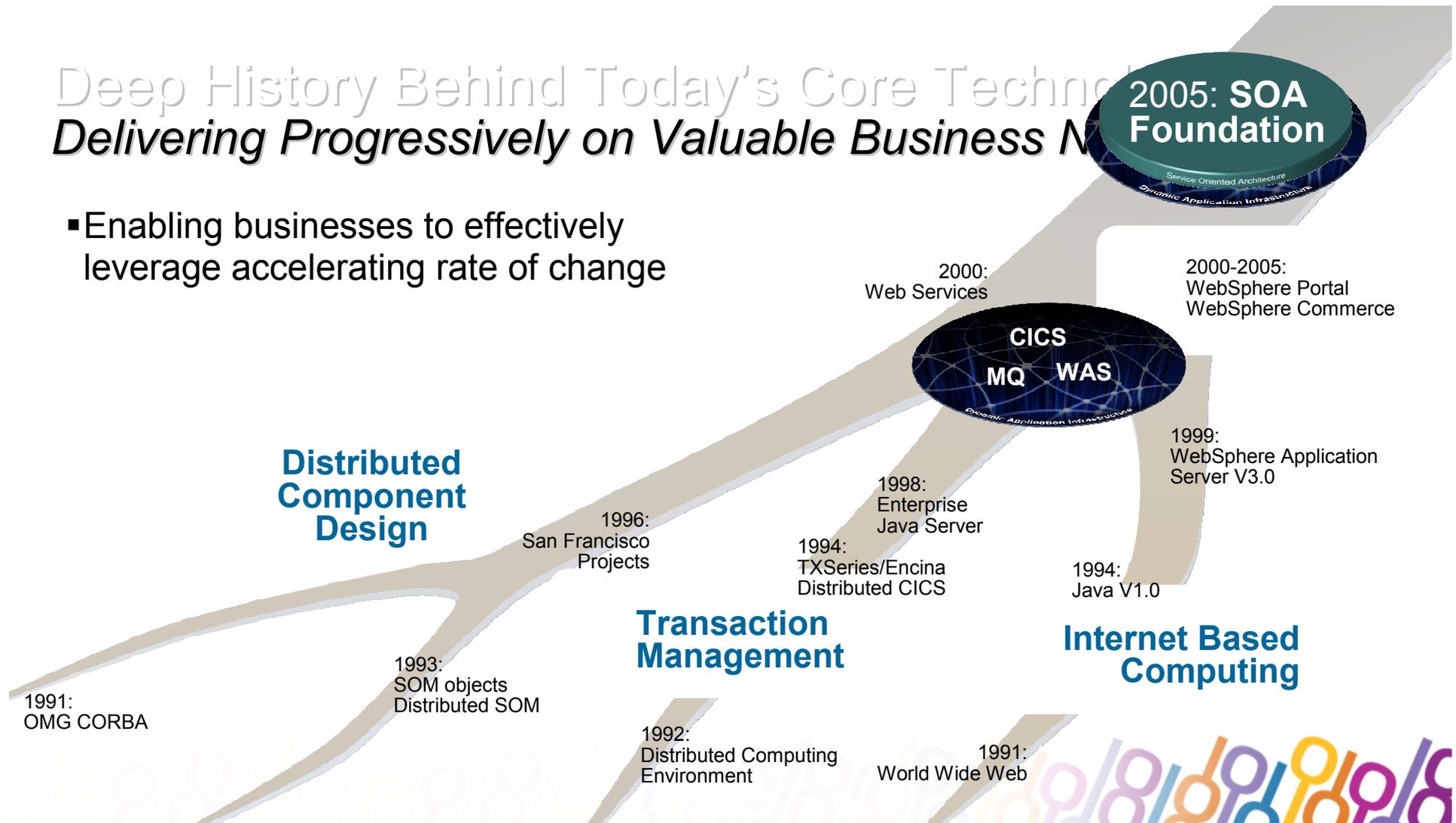
Amplifying the Core to Achieve Greater  
Businesses Agility

***Address the Most Demanding Business  
Challenges***



# Deep History Behind Today's Core Technologies *Delivering Progressively on Valuable Business Needs*

- Enabling businesses to effectively leverage accelerating rate of change



Continuing to Build on Solid SOA  
Foundation

*Robust and Consumable with  
Requisite Transactional Strength*

**Business User Tools**



**Business Intelligence  
and Performance  
Management**



**Business Rule Management  
and Business Event  
Processing**

**Process Modeling  
and Optimization**

**Dynamic Business  
Services**

**Process Automation  
and Integration**

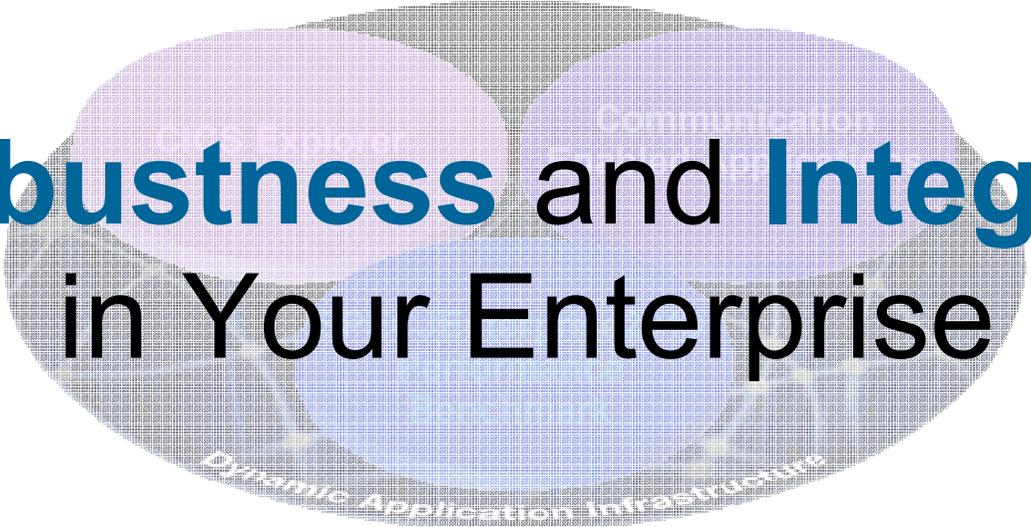


# Amplifying the Core to Deliver Greater Business Agility with **Dynamic Applications**

- Rapidly process an ever increasing volume of information with fast throughput
- Drive market competitiveness through ground-breaking business products
- Ensure the integrity of your business in the face of rapidly changing processes



Enhancing the Core – *Application Infrastructure*

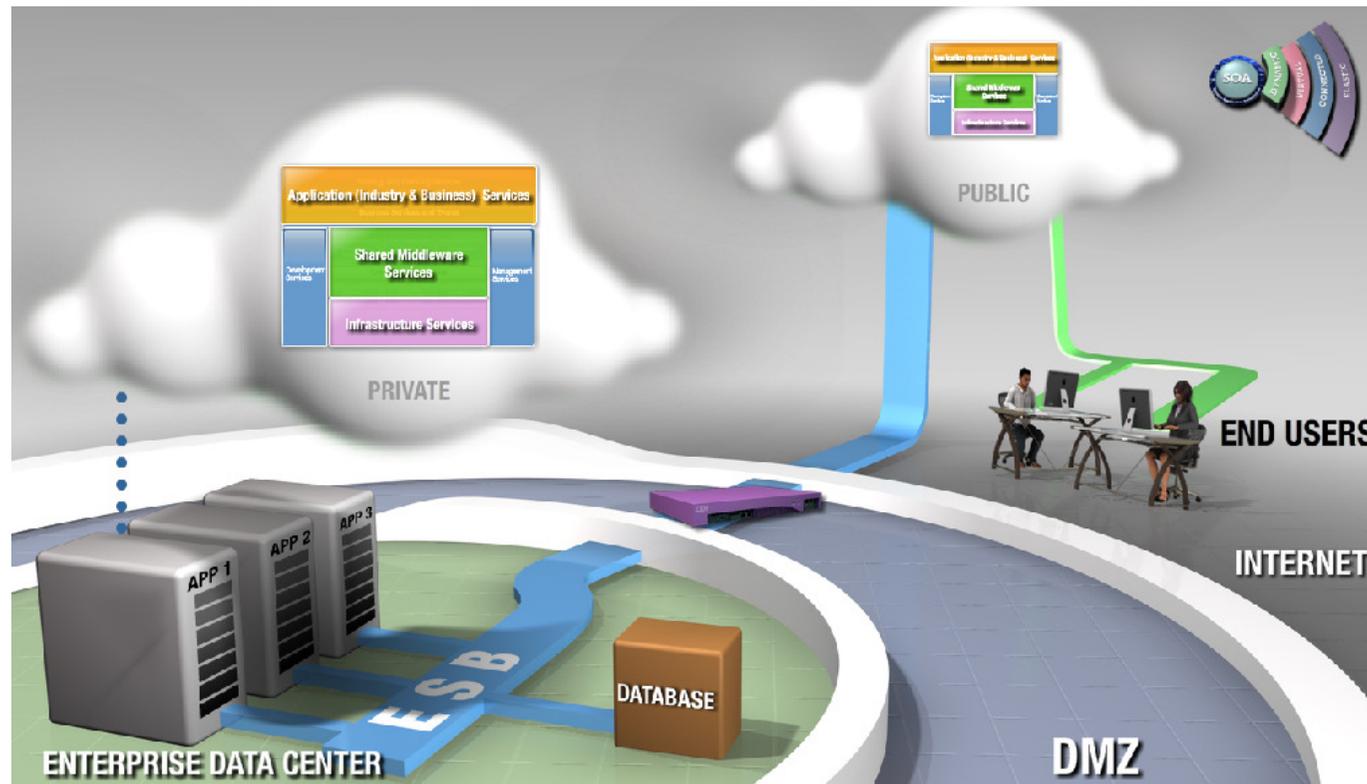


**Robustness and Integrity**  
in Your Enterprise

Dynamic Application Infrastructure



# Dynamic

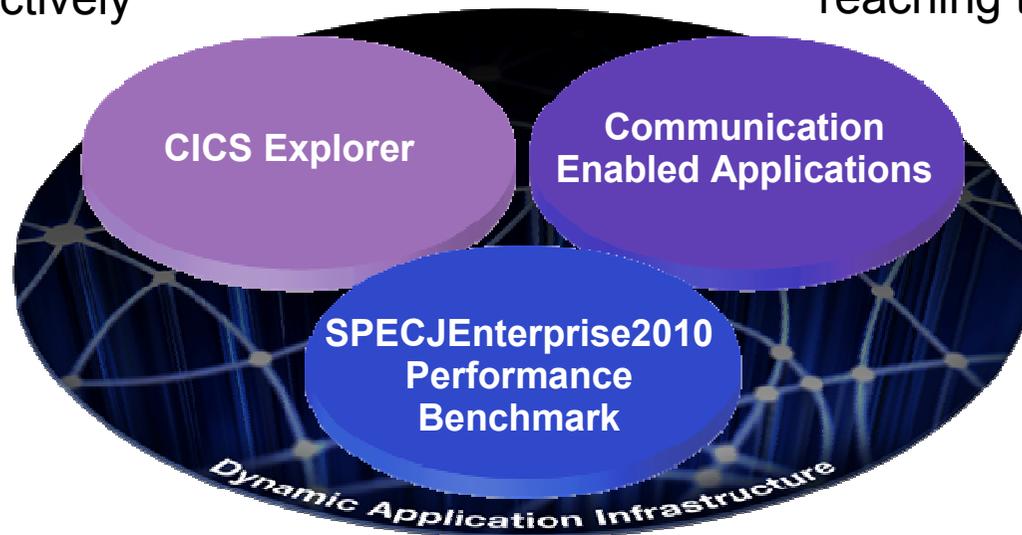


- Respond quickly to new opportunity



## Enhancing the Core – *Application Infrastructure*

- Manage deployment efficiently and cost effectively
- Drive customer satisfaction by reaching them in new ways



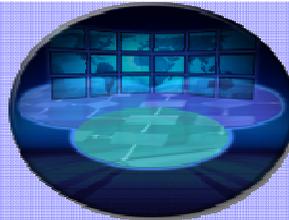
- Address real-world workloads with highly effective performance



# Dynamic Application Infrastructure

*Builds on Smart SOA*

“Meet business objectives consistently, nimbly, cost-effectively”



Application Foundation

“Enable applications to adapt to changing market conditions”



Intelligent Management

“Address extreme demands of clients & business models”

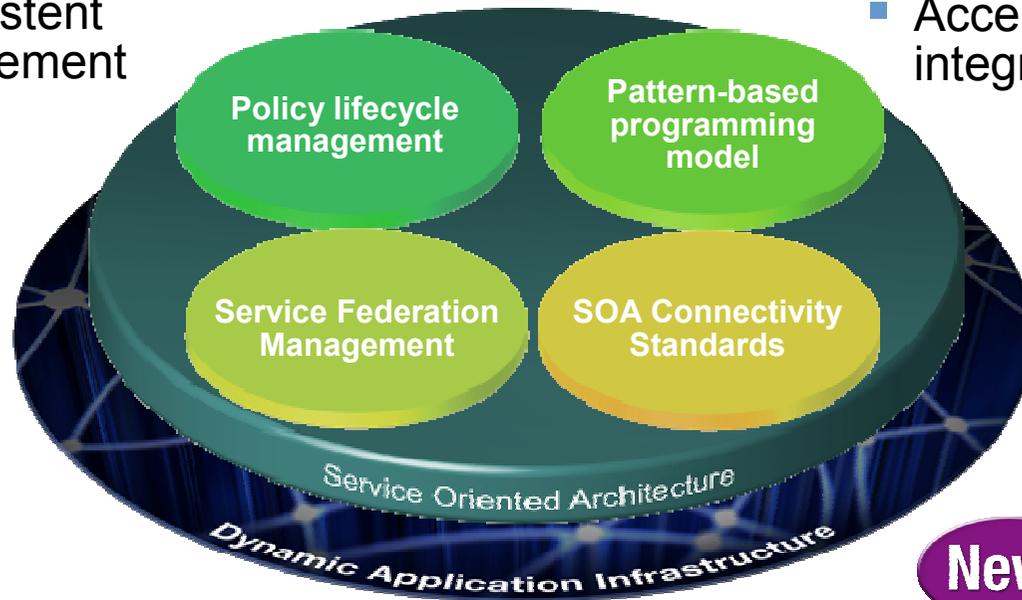


Extreme Transaction Processing



## Enhancing the Core – SOA Connectivity and Integration

- Enable consistent policy enforcement



- Accelerate flexible integration of applications

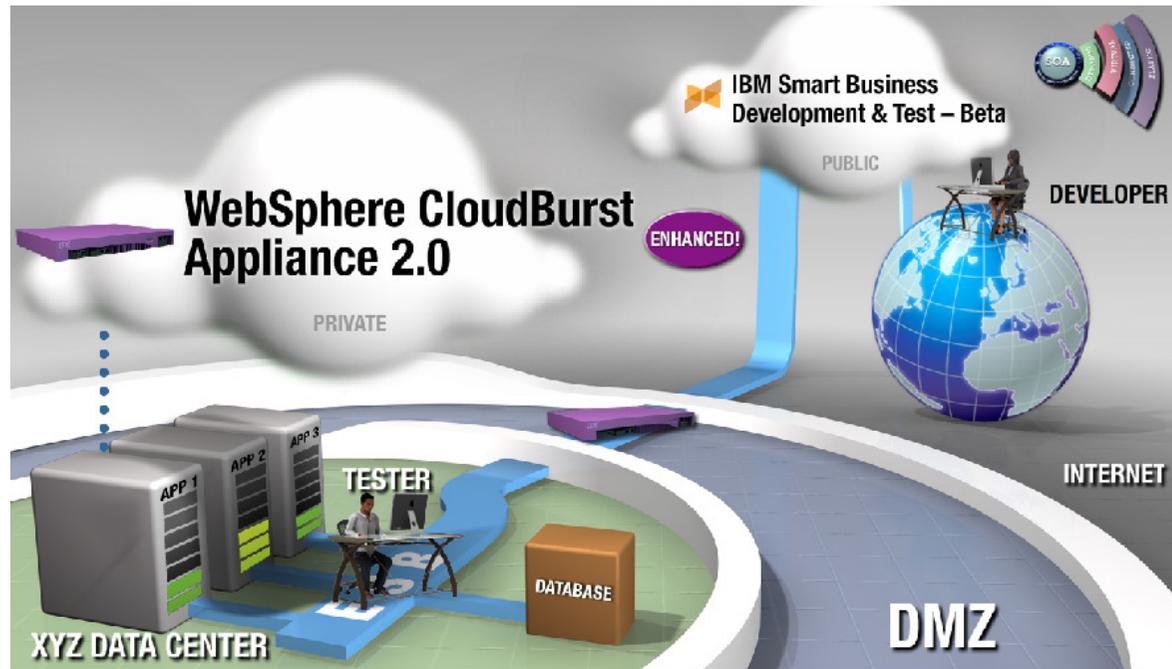
- Break silos with seamless information on business capabilities

**New!**

- SOA Repository Standard



# Virtual

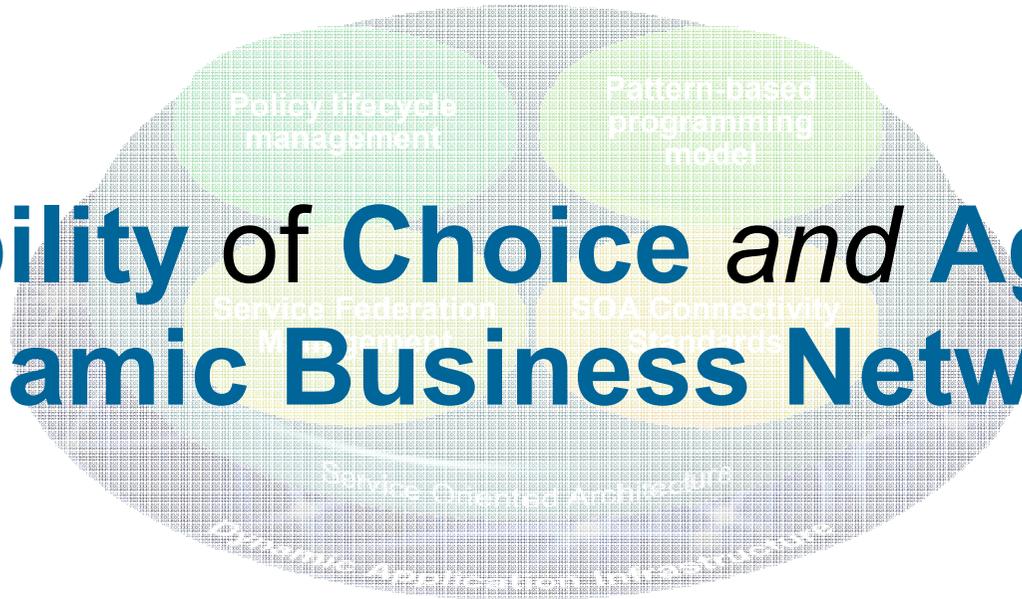


- Utilise infrastructure to your advantage



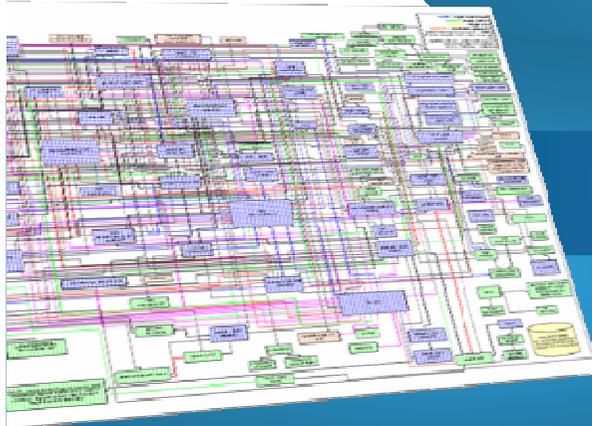
Enhancing the Core – *SOA Connectivity and Integration*

**Flexibility of Choice** *and* **Agility** in  
**Dynamic Business Networks**



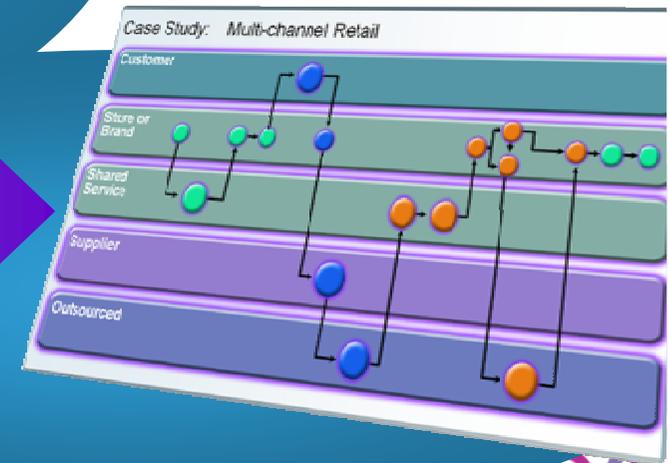
## Optimize Cost while Increasing Agility

- **Faster** response from IT to enable business to address changing market conditions
- **Reduced IT complexity** for cost effective reuse, reduced maintenance costs and better security
- Increased portion of IT budget to spend on **new innovation** rather than maintenance



IT Reality

IT Needs to Be



# Agility and Savings Begin with Integration

## The Enterprise Service Bus (ESB)



**Connects everything to everything**



**Transforms between different data formats**



**Distributes Business events**



**Converts between different transport protocols**



**Matches & routes communications between services**



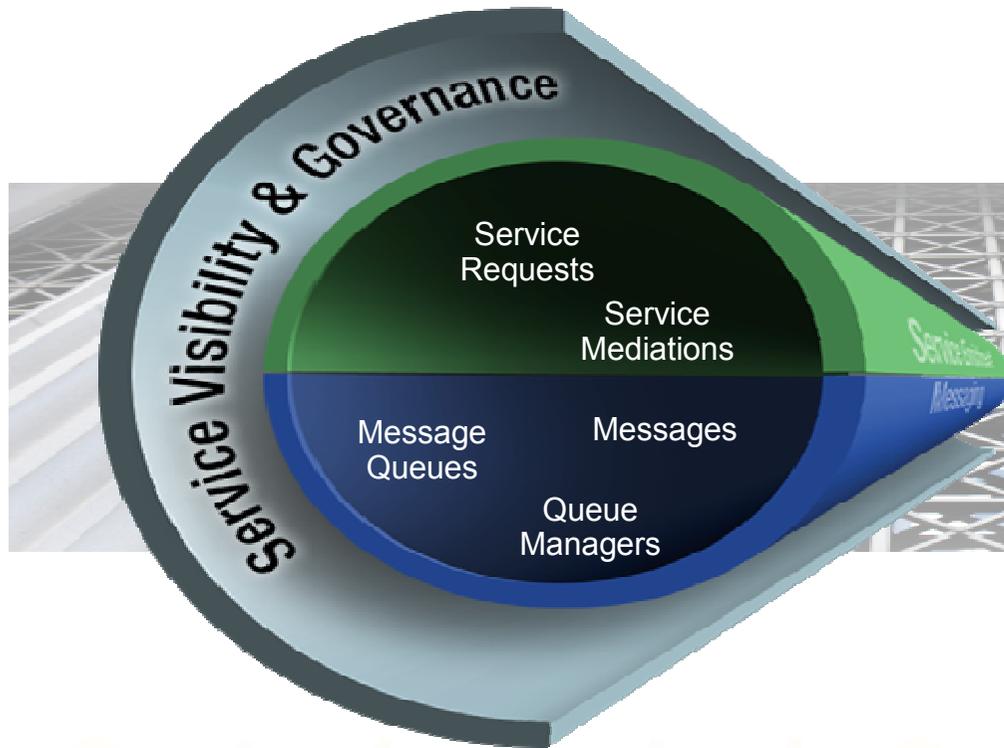
### •Optimizing Costs

- Integrate new customers and partners up to 80% faster
- Improve performance more than 10x, with lower costs
- Achieve full ROI within as few as 6 months



# Service Visibility & Governance

*Governs Messaging Applications and Services*

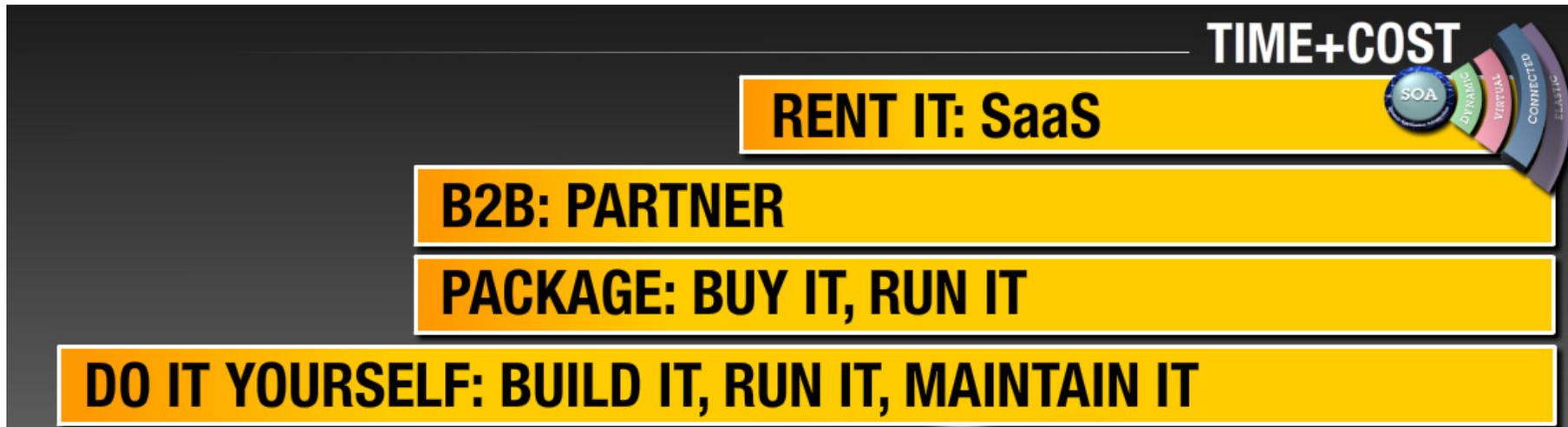


- **Manage** what you have, no matter where
- **Trust** existing services, accelerate reuse & cut costs
- **Secure** mission-critical services & documents



# Connected

- Expanding your dynamic connections to partners



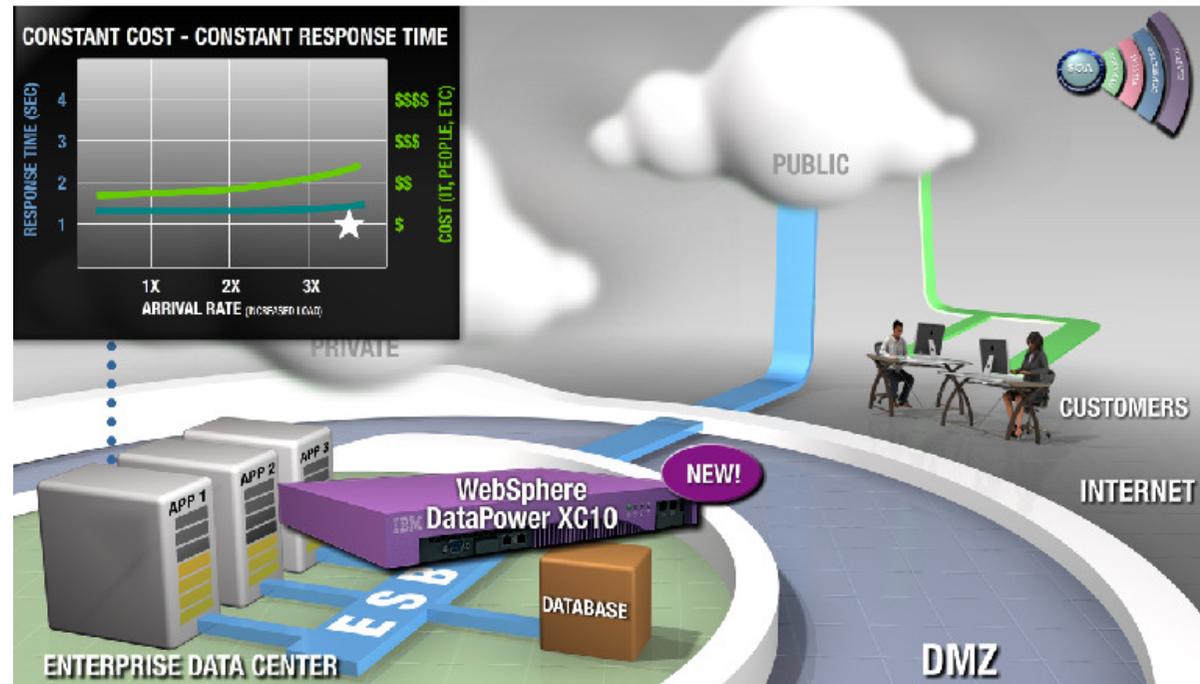
Connected



- Drive increased business with easy integration with external partners



# Elastic



- Response time constant and cost minimised as Demand increases
- Sales increased and Brand Image protected

# Workload-optimized systems: Smarter Systems for Transaction Processing and Database workloads



*Flexibility*  
*Performance*  
*Integrity*

**New!**

## ***Examples of optimization:***

### **WAS and DB2 leverage large number of POWER7 processing threads**

- Better performance
- Simplifies infrastructure requirements

### **Unique DB2 pureScale clustering design**

- Achieves near linear scaling
- Continuous availability



**IBM pureScale  
Application System**



# The New Global WebSphere Community

## One Stop Shop for Everything WebSphere

- Collaborate with users from around the world
- Access world's foremost technical experts
- Stay current on latest trends and technologies



WebSphereUserGroup.org



# IBM Optimized Transaction Systems offer Powerful solutions that maximize ROI

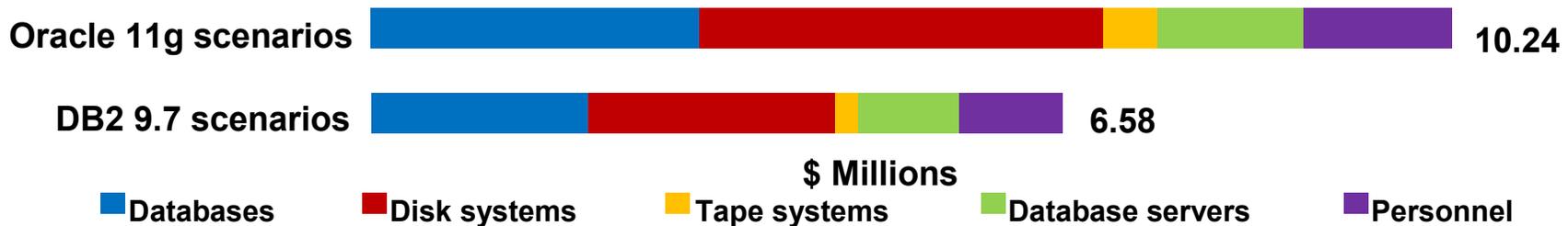
## 5-year costs for WebSphere Application Server and Oracle WebLogic Server\*



## IBM vs. competing vendors\*\*

- **22%** better price/performance: WebSphere Application Server on Power7 vs. competitor on Nehalem
- **38%** better price/performance: DB2 pureScale on Power 780 vs. Oracle RAC on Nehalem

## 3-year costs for DB2 and Oracle Database\*\*\*



\* Source: Oracle technology global price list. Based on comparison of US Prices of single processor core, equivalent of 100 PVU's.

\*\* Source: IBM internal tests. Configuration detail: IBM WebSphere Application Server 7 - 1 JVM , AIX TL4, 64 bit, 16 threads. Competitive Application Server - 1 JVM, Windows 64 bit, 16 threads

\*\*\* Source: ITG whitepaper: VALUE PROPOSITION FOR IBM DB2 9.7: Cost Savings Potential Compared to Oracle Database 11g

# Maximize Business Agility by Leveraging IBM WebSphere Today

## IBM Software delivers...

- State-of-the-art core technology
- Powerful Amplifiers - Dynamic, Virtual, Scalable, and Connected



Technology that ***changes as fast***

***as your business needs***

