

Smart Work for a Smarter Planet



Drive Agility and Cost Optimization
Smart Work for a Smarter Planet

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IMPACT
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The question for today's smarter planet is...
How do we optimize business performance?



Where..

Market Shifts are Accelerating

People Live and Work in New Ways

Business is Bottlenecked by Organizational Silos and Rigid IT

To Optimize Business Performance We Must Redefine:

How Business Evolves...



...To Adapt and Respond Dynamically

How People Collaborate...



...To Maximize People's Effectiveness Working Together

How Technology Supports Business...



...To Connect People and Processes Inside and Outside the Organization

We Must Work Smarter

The New Reality – We Live and Work in a:

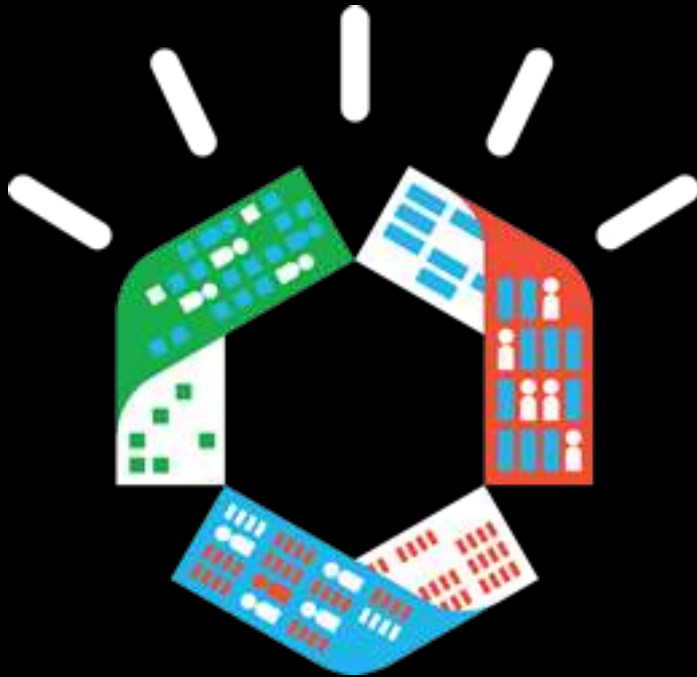
Smarter Planet

interconnected
instrumented
intelligent

people
companies, institutions, industries
man-made systems
nature's systems



We can Benefit from the Emergence of New Opportunities



Work Smarter

- Gain new process insights from interconnected people and instrumentation
- Empower people to decide upon and implement business changes in real-time
- Share ideas and take intelligent action anywhere and anytime

Bringing Together the Power of Working Smarter at Reliance Insurance



CHALLENGE:

Create a self-service infrastructure to provide employees, agents and customers with information they need, when they need it, through a variety of channels



SOLUTION:

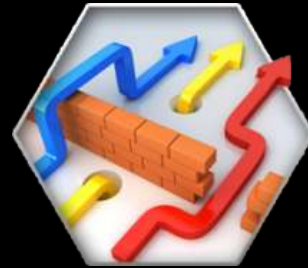
"Virtual Office" project to help stakeholders participate, collaborate around policy origination and claims processing processes as well as update these processes quickly and easily

Help Business Evolve To Adapt and Respond Dynamically

91% of CEOs to restructure the way their organizations work

5.3 hours wasted per employee per week

800 billion business events daily

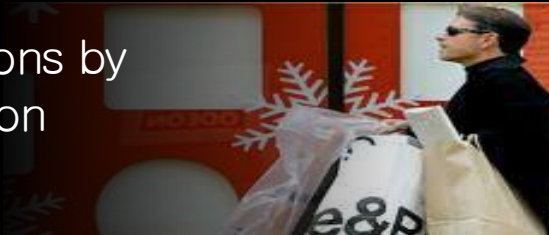


- Easily find and use the best resources anywhere, anytime



Source a step of the electronics supply chain from a service provider efficiently and in real-time

- Make real-time decisions by sensing and acting upon business events



Retail buyers use seemingly unrelated purchase events to find emerging trends

- Building dynamic, automated processes for an agile business model



Use real-time intelligence on airplanes, crews and requests to dynamically optimize freight operations

Smart Work Solution: Dynamically Optimize aircraft, crew, partners and delivery requests.



Dynamic Customer Requests



Locating Airplanes in Real Time



Locating Flight Crews in Real Time



Central Dynamic Routing Optimization



Connecting to Partner Systems



BENEFITS:

- Significantly lower operational costs
- 50% faster partner integration
- 30% lower application development costs

Help People Collaborate To Maximize Their Effectiveness Working Together



- 2 hours per day spent looking for the right information and expertise
- 42% make decisions with the wrong input at least once a week
- 2/3 of people can't find the help they know is out there

- Discover and combine expertise and information in time and in context



World class expertise during an operation from someone the surgeon never knew

- Collaborate without distractions and delays or high costs



Seamless round the clock collaboration with a world-wide car design team

- Connect people to drive insight and deepen relationships



Mobile insurance agents collaborate on new products and approaches

Smart Work Solution: Improving Efficiency AND Customer Satisfaction by Implementing Cross-Boundary Collaboration



Independent Agents



Underwriters

Customers



BENEFITS:

- Cut policy turnaround time from weeks to days
- 40% reduction in phone calls and staffing
- Improved customer service

Help Technology Support Business To Connect People and Processes Inside and Outside the Organization



Companies with isolated business and IT earn **12%** less than their more agile counterparts

1 Trillion connected objects comprising “the internet of things”

30 Billion RFID tags produced and embedded by 2010

- Enable flexible, boundary-less any-to-any connectivity



Link customers to supply chain to finance to inventory to sales force to...

- IT quickly meets changing business needs



Make a shipment tracking app using a truck location data feed, Google maps, and stock levels... over lunch

- Connect with outside fixed and mobile people and systems



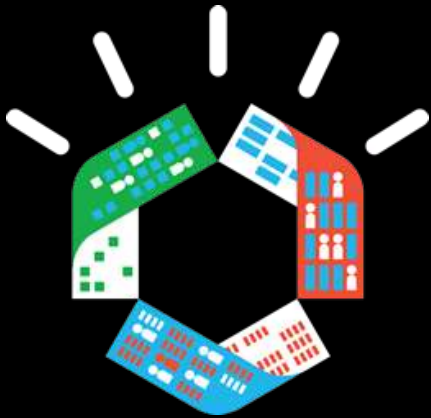
Intelligent utility grid that senses outages for rapid mobile repair response

Smart Work Solution: Intelligent Utility Network Re-Defines Quality of Service



BENEFITS:

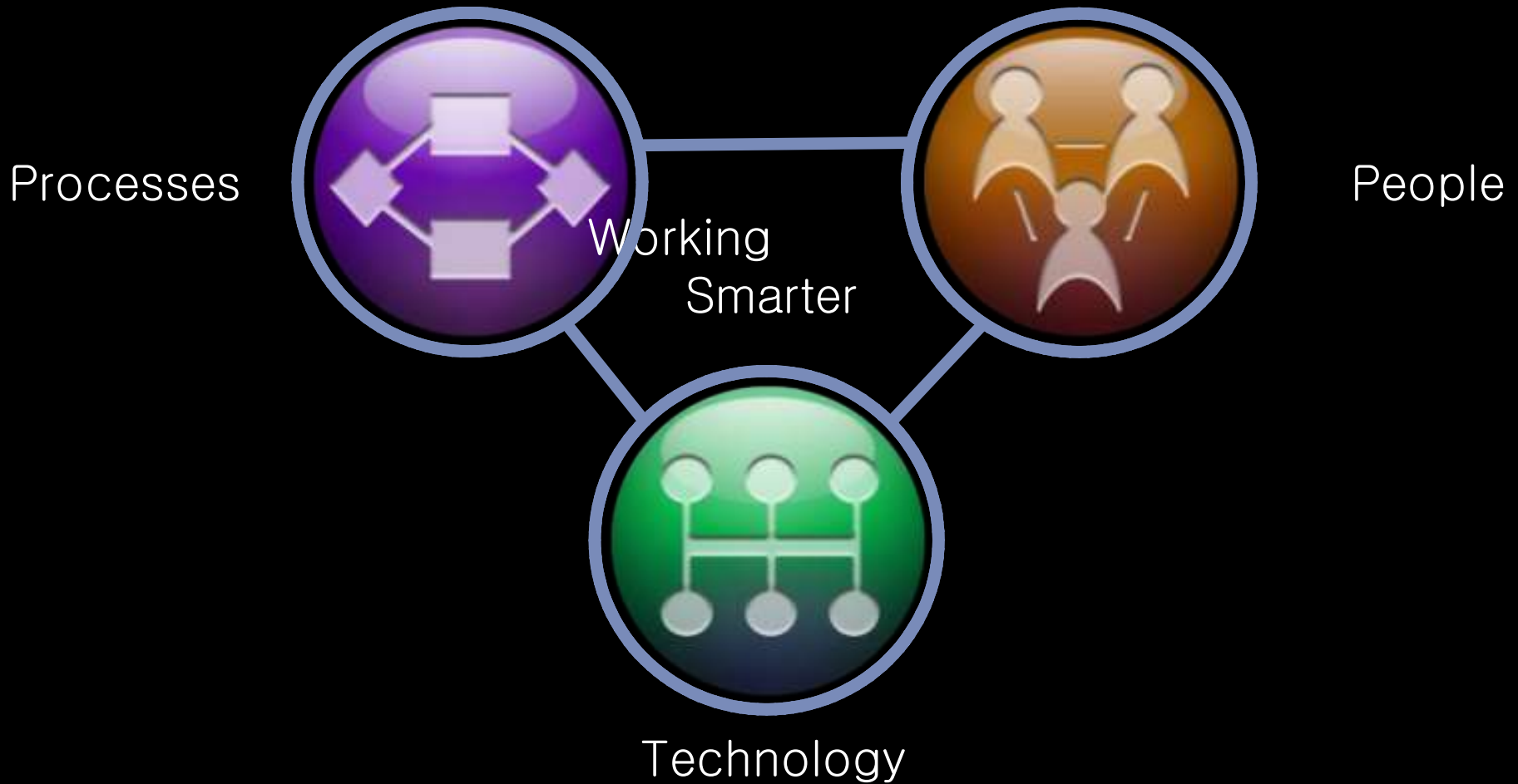
- 25–50% reduction in outages
- Up to 90% savings of new capital expenditures
- Fault search time reduced 33%



How do we deliver the capabilities needed to work smarter?

The Elements of Work Cannot be Treated in Isolation

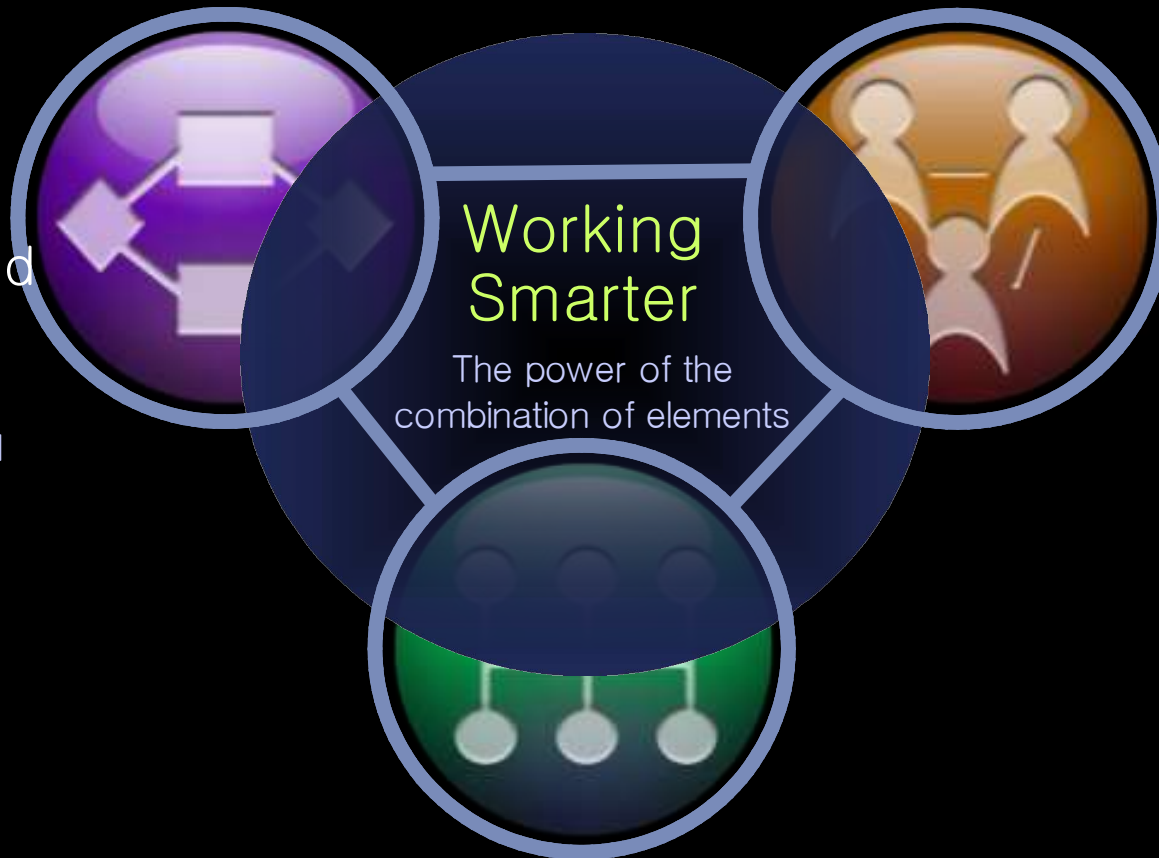
Working Smarter Extends and Combines Capabilities



IBM Helps Provide the Capabilities You Need to Work Smarter

Dynamic Business Processes and Models

Making processes more automated and dynamic to support optimized business agility



Smarter Collaboration

Empowering people to collaborate naturally for maximum benefit

Smart SOA

Agile service oriented connection and application delivery

New Business Models in Action: Cloud-Based BPM Tools



New! *BPM BlueWorks*

Learn

strategies, trends, and best practices for making smart process decisions

Collaborate

leverage community insight and access shared content

Experience

capture business intent, understand capabilities, sketch processes



Optimize

Extend strategy to drive processes improvement, and deploy with IBM BPM Suite

*It's Never Been Easier to **Get Started!***

BPM BlueWorks Flash



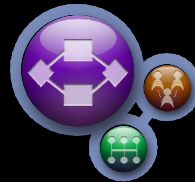
Introducing


BPM BlueWorks

For Business Leaders

Available 2Q 2009

Leverage Customer Relationships with Social Commerce




halfords
We go the extra mile

Boardman Road Bike Comp XL 09

£649.99

freebuild

CUSTOMER REVIEWS

Overall Rating: ★★★★★
 Fantastic Value: May 30, 2009
 By Clangers from Winchester (read all reviews)

Quality: ★★★★★
 Value: ★★★★★
 Performance: ★★★★★

"I have just completed 300 miles in the hills and in a new Boardman Comp road frame and as well as in the same space as the bike in the garage it is as cheap as the UK and often found myself in better gear so I had a criticism the compact shifter does not go low enough and may upgrade to a triple between the set out to the Boardman."

- Web 2.0 Starter Store
- Cross-channel Interactive Shopping
- Customer reviews and Q&A

New and Enhanced!

WebSphere Commerce
 Social Commerce Partners: CrossView, Pluck, MVM, and others

Leverage Cloud Services for More Flexible Deployments



Introducing WebSphere CloudBurst

Fast deployment and repeatability

Pre-defined patterns

Track usage for chargeback and management reporting

Cost-effective, secure appliance



GTS Implementation Services for Cloud Computing

IBM's Enhanced Portfolio of Offerings Support Smart Work

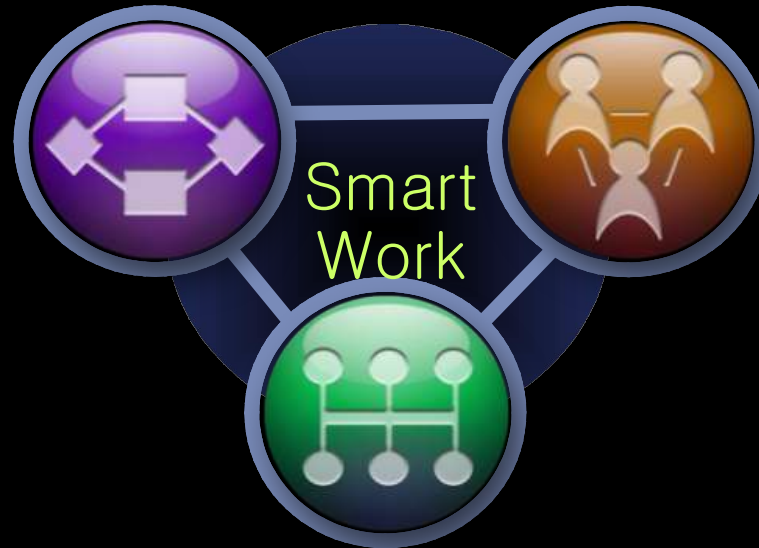
Working Smarter Extends and Combines Capabilities

Enhanced!

WebSphere Business Events

New!

WebSphere sMash on Amazon EC2



New!

▪ Rational Toolkit for Reuse and Service Enablement

Enhanced!

▪ CICS Transaction Server

Enhanced!

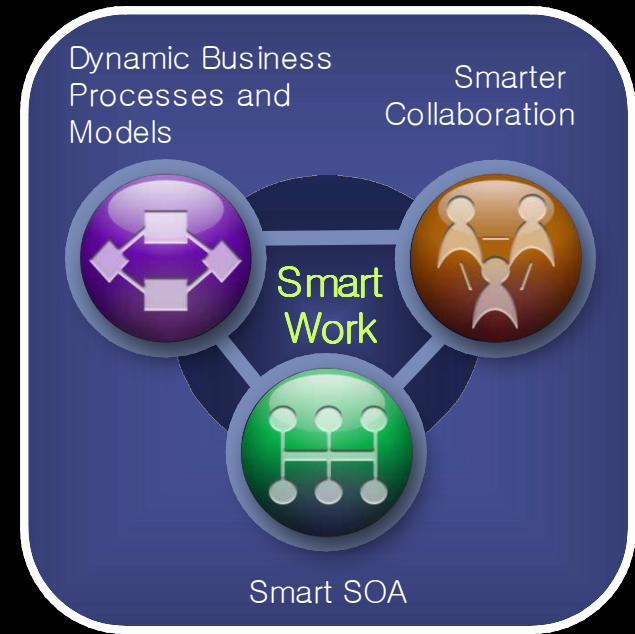
▪ IBM SOA Infrastructure Healthcheck

Why IBM?

- Unique capabilities and experience flexibly connecting the elements of work
- Leading technology, services, and best practices
 - Organizational transformation
 - Policies, rules, and events
 - Process and Information models
 - Best-of-Breed partner application and technology ecosystem
- Choose from a range of sourcing options for technology, services, and process execution

#1 BPM
Market Share*

#1 Portal
Market Share*



#1 SOA Market Share**

Next Steps

Launch Webcast



Smart Work Jam



Smart Work Workshops



3 Workshops to Enhance Your Smart Work Skills

- Process Improvement Workshop
- Smarter Collaboration Strategy Workshop
- Industry Value Workshop

“The Next Generation Workplace”

MiniJam – Sept 16–17

- Establish thought leadership
- Extend conversation from MiniJam to other media
- Available immediately after Jam:
- Themes by demographic
- Sentiment & Affinity

3 Workshops to Enhance Your Smart Work Skills

- Process Improvement Workshop
- Smarter Collaboration Strategy Workshop
- Industry Value Workshop



Let's Build a Smarter Planet