

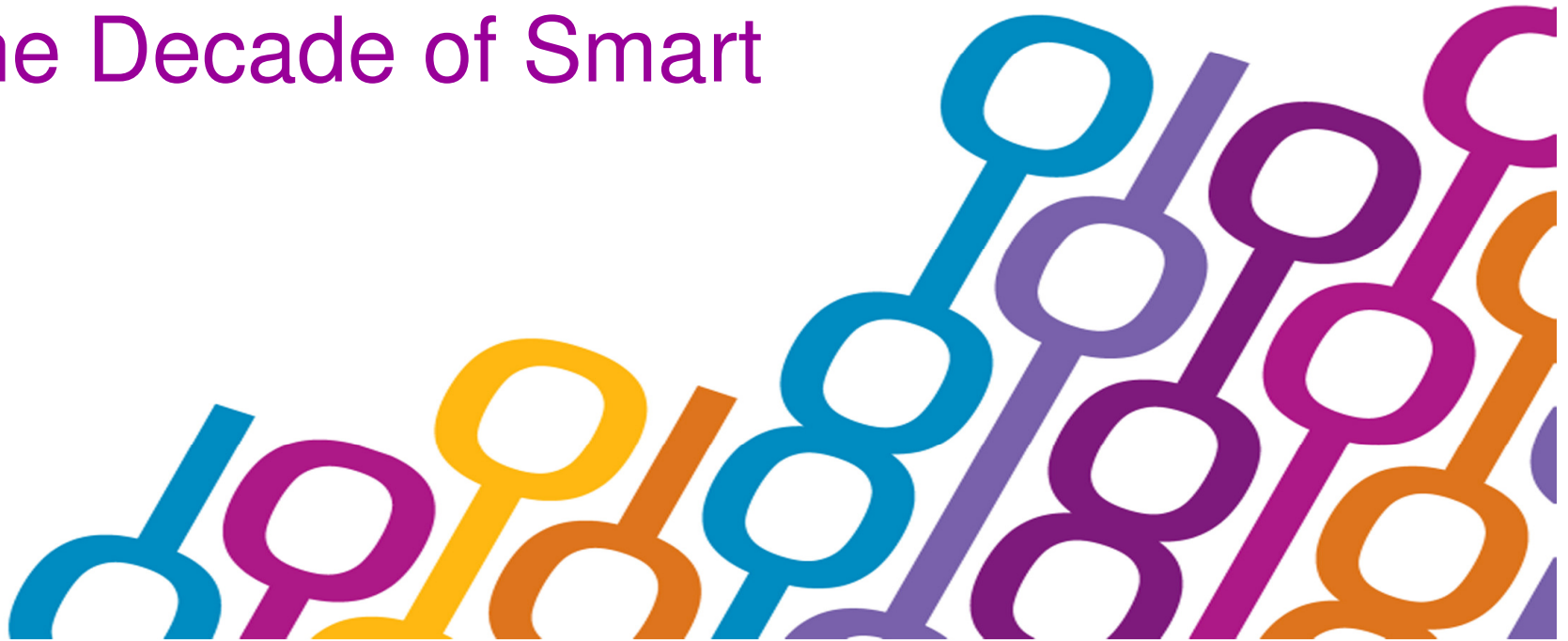
IBM Software

Impact2010

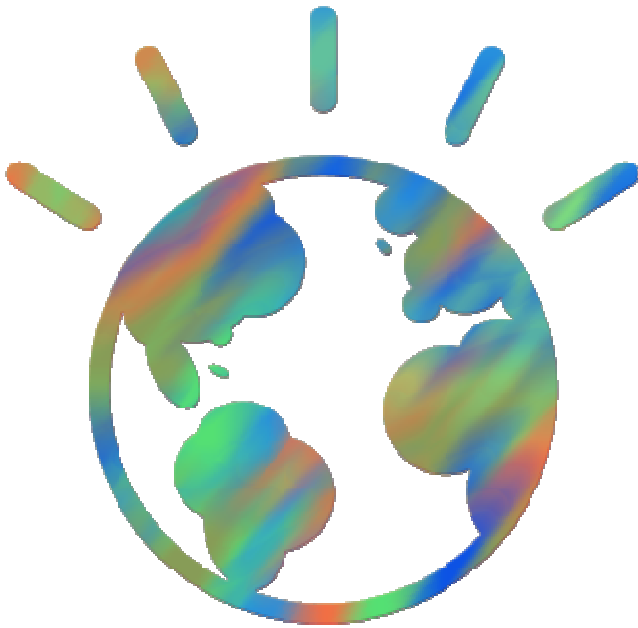
Comes to You



The Decade of Smart



We are Living in the Decade of Smart

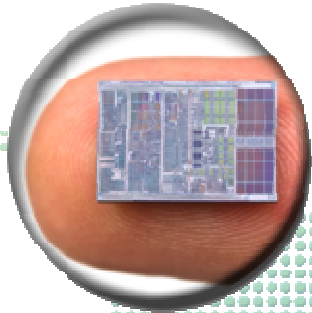


- **Technology** is pervasive
- Agility is mandatory for **GROWTH**
- **Process** is king

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

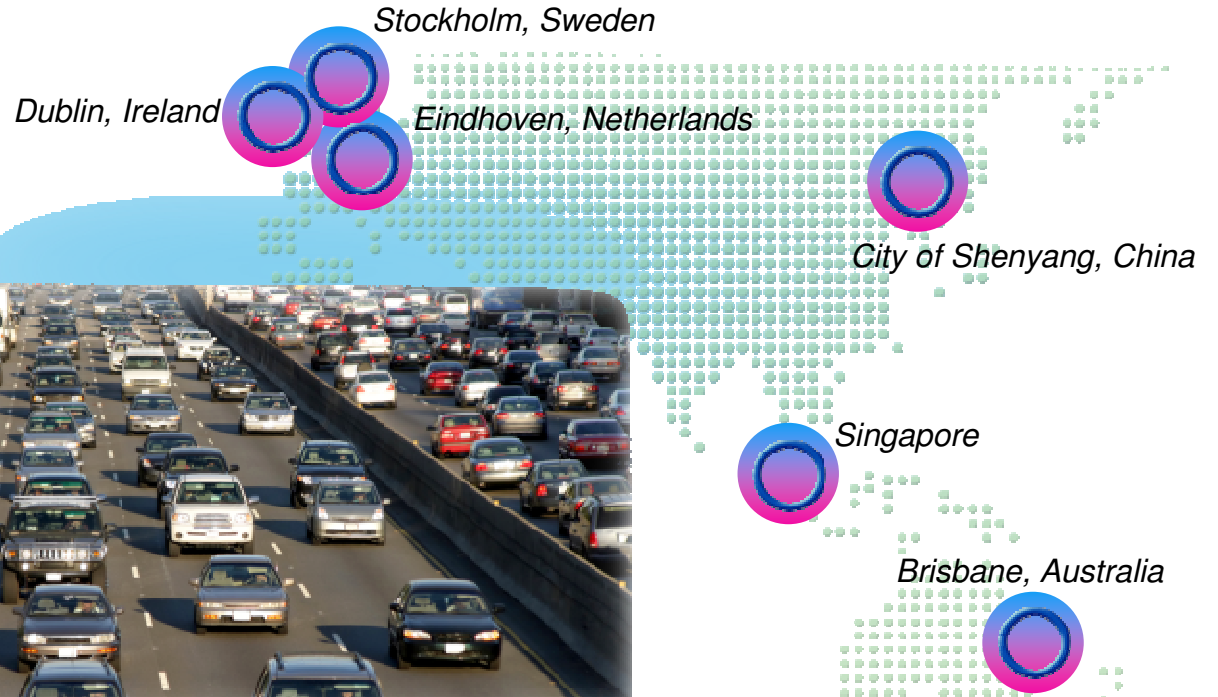


Collaborative Expertise
harnessing global experts

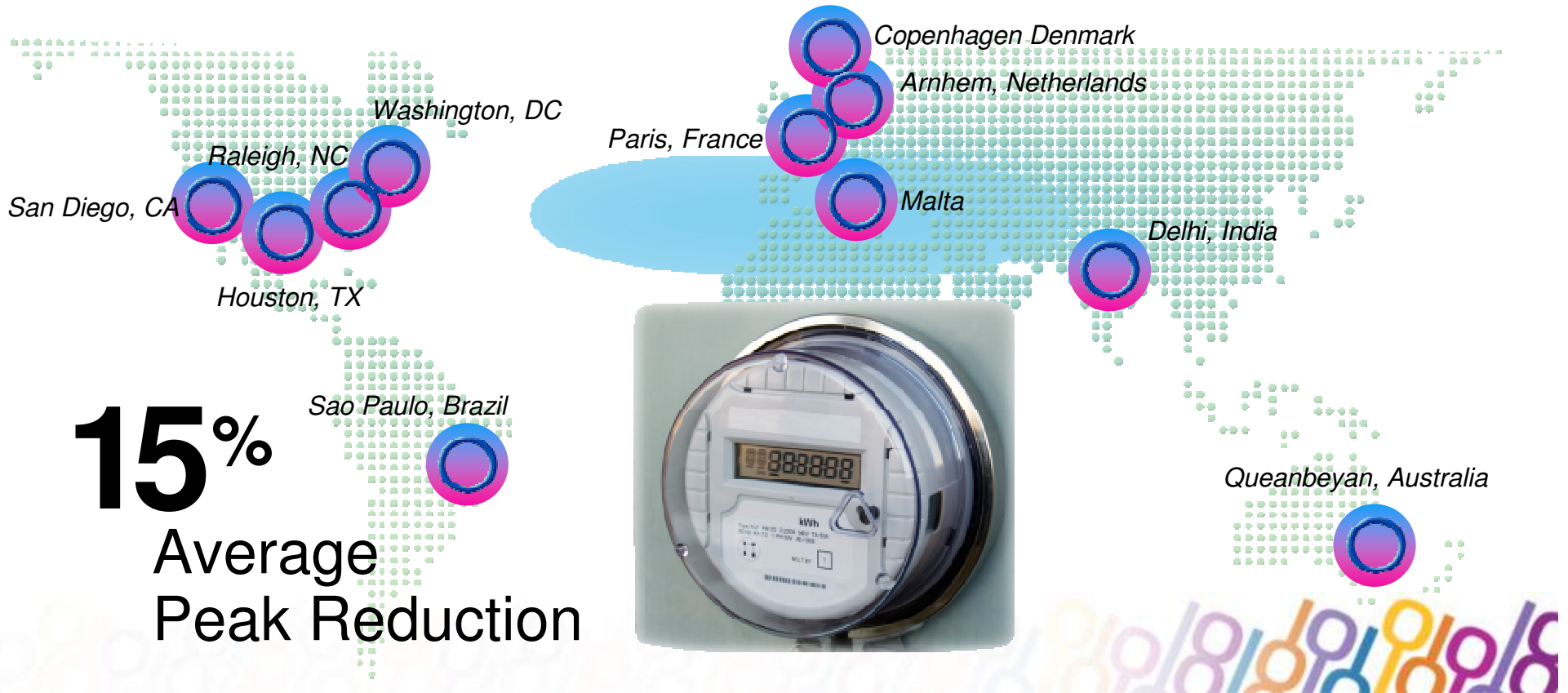


Changing the World with Smarter Traffic

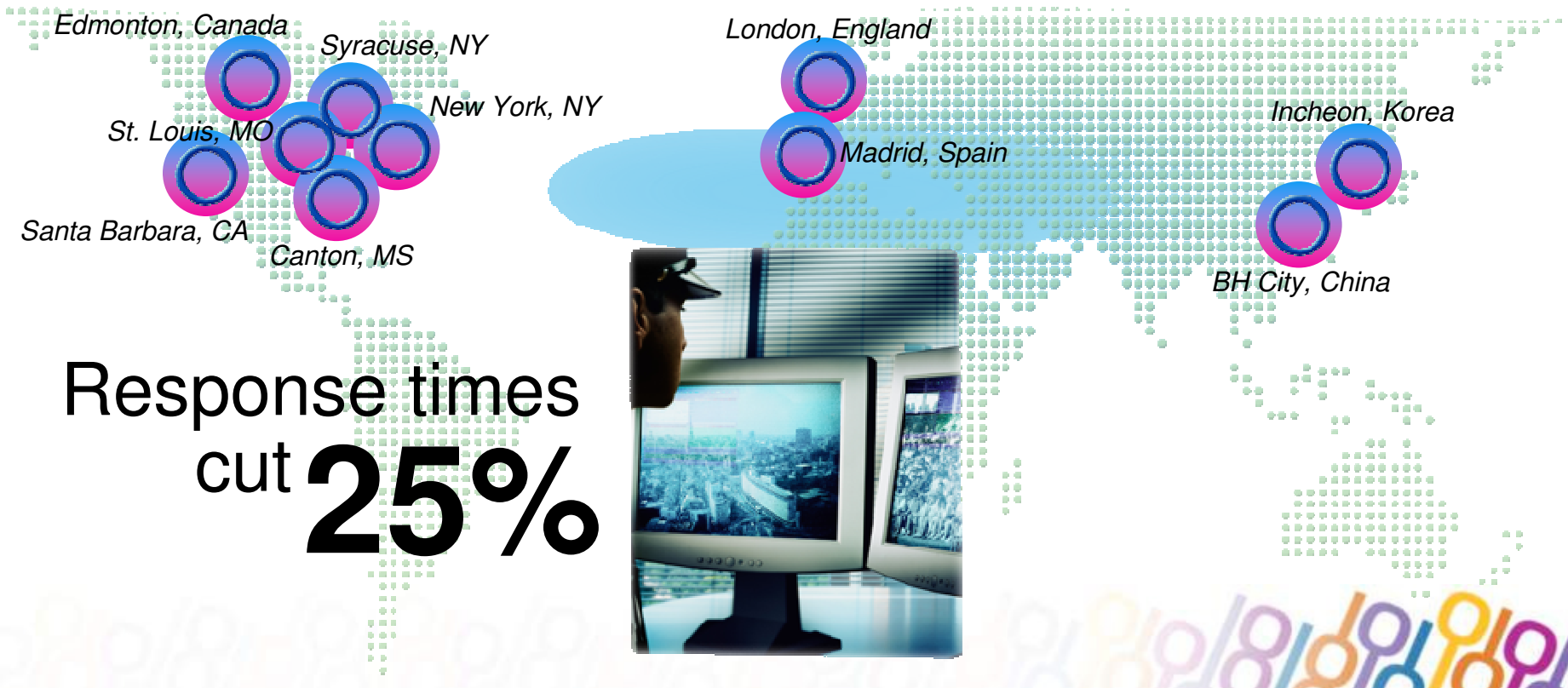
\$15 million
Average
Savings



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



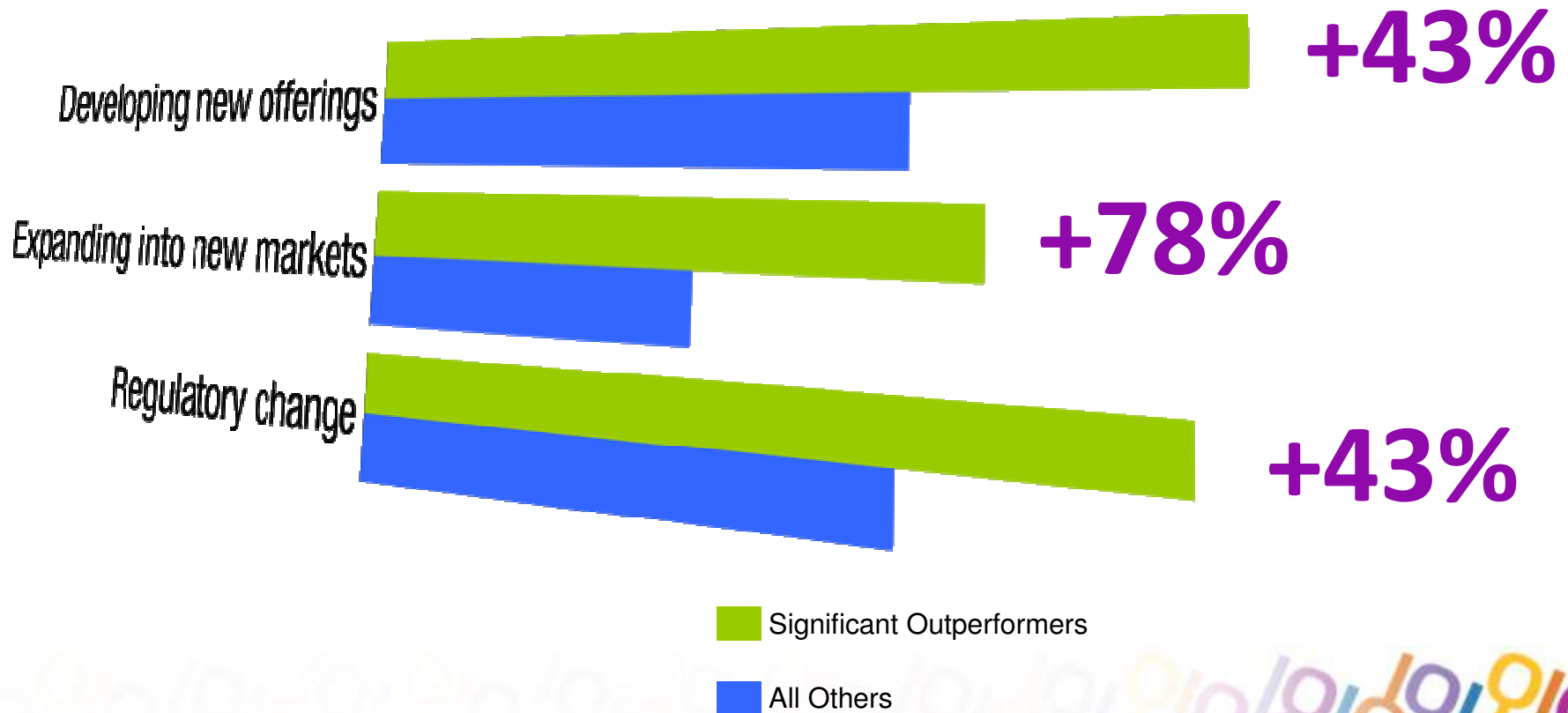
Dock to Stock

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**



New!



Ford Motor Company

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

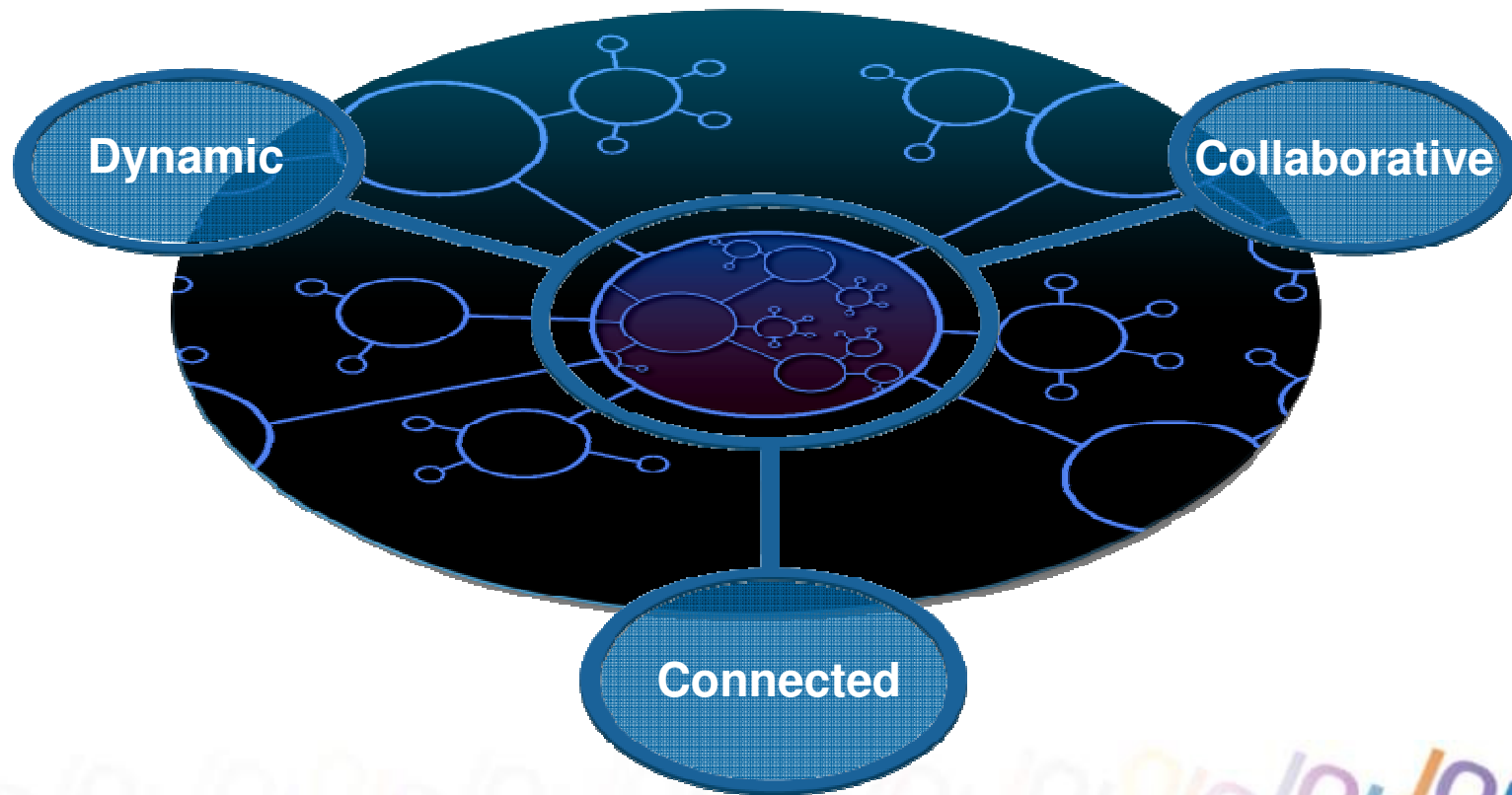
- Collaboration with dealers on warranty claims
- Integration with dealers & suppliers

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



Buy retailer
in Brazil



Launch new
brand in India



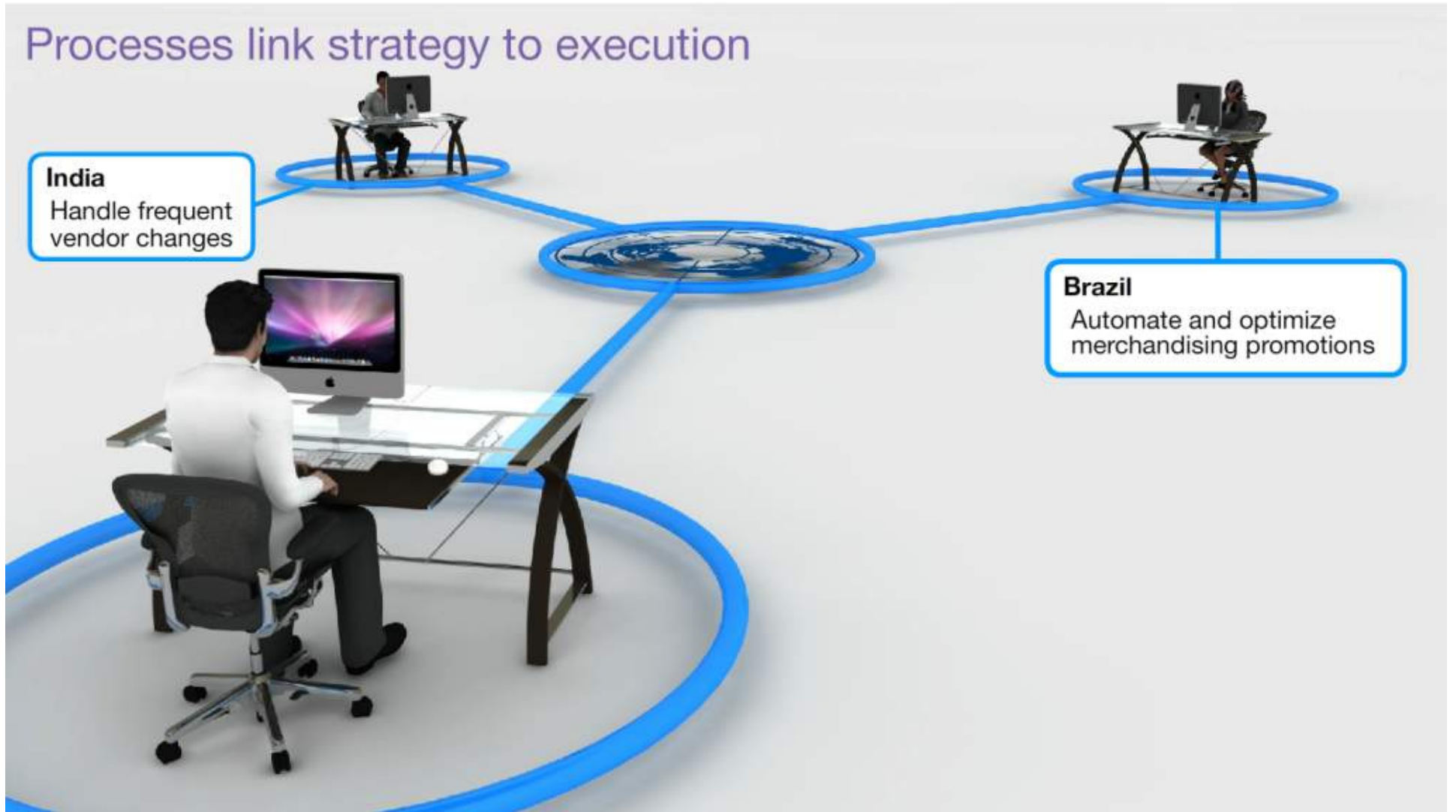
Processes link strategy to execution

India

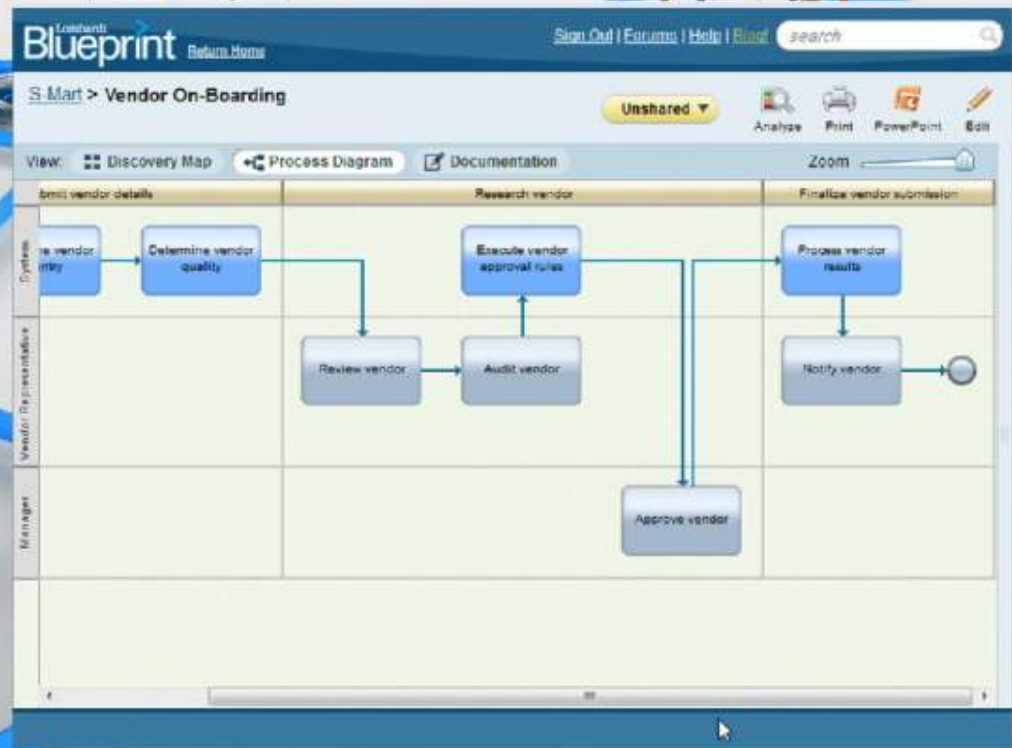
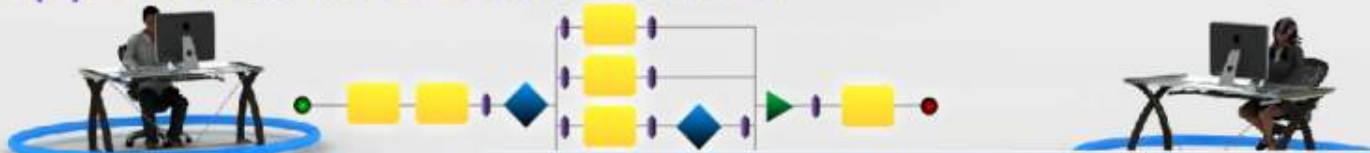
Handle frequent vendor changes

Brazil

Automate and optimize merchandising promotions



Processes support real time collaboration



Processes must be dynamic



Brazil



The screenshot shows a web application interface for 'S-Mart'. At the top, there are navigation links: 'Home', 'Go to Spaces', 'Manage Spaces', and 'Actions'. The user is logged in as 'Administrator'. Below the navigation, there are tabs for 'Home', 'Vendor On-Boarding', and 'Management'. The main content area is titled 'Business alerts' and contains a red-bordered box with the following elements:

- Buttons: 'Mark Read', 'Mark Unread', 'Forward Alert', and 'Remove'.
- Subject: 'Alert: Surge in Retro Sneakers. Inventory low.'
- Counters: '1' and '1'.

Below the alert box, there is a line graph showing 'Inventory level' over time from Jan 1, 2010, to Jan 1, 2011. The y-axis ranges from 1,000 to 4,000. The graph shows a steady decline in inventory levels. To the right of the graph is a table with columns for 'Subject', 'Status', and 'Count'. The table lists various items and their current counts.

Subject	Status	Count
Alert: Surge in Retro Sneakers. Inventory low.	Alert	5
		17
		2
		01
		2
		1
		5
		10
		1
		7
		1
		0
		5
		1
		2
		0
		1
		1



Processes must be dynamic

Merchandising Process

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

Release 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



Brazil



Processes enable analytics, decision support and optimization

Vendor Onboarding Process

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

- My Current Tasks:** Shows a task titled 'All - Assess and work on tasks' with a dropdown menu for 'Actions'. Below it, a task description 'Audit RFC from Global Outfitters' is visible.
- Human Workflow Diagram:** A visual representation of the process flow, showing a step labeled 'Approve RFC' with a person icon and a checkmark.
- Task Viewer:** Contains a 'Save' button and a dropdown menu for 'Actions'. Below this, there are tabs for 'Form', 'Details', 'Notes', and 'Related Tasks'.
- 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



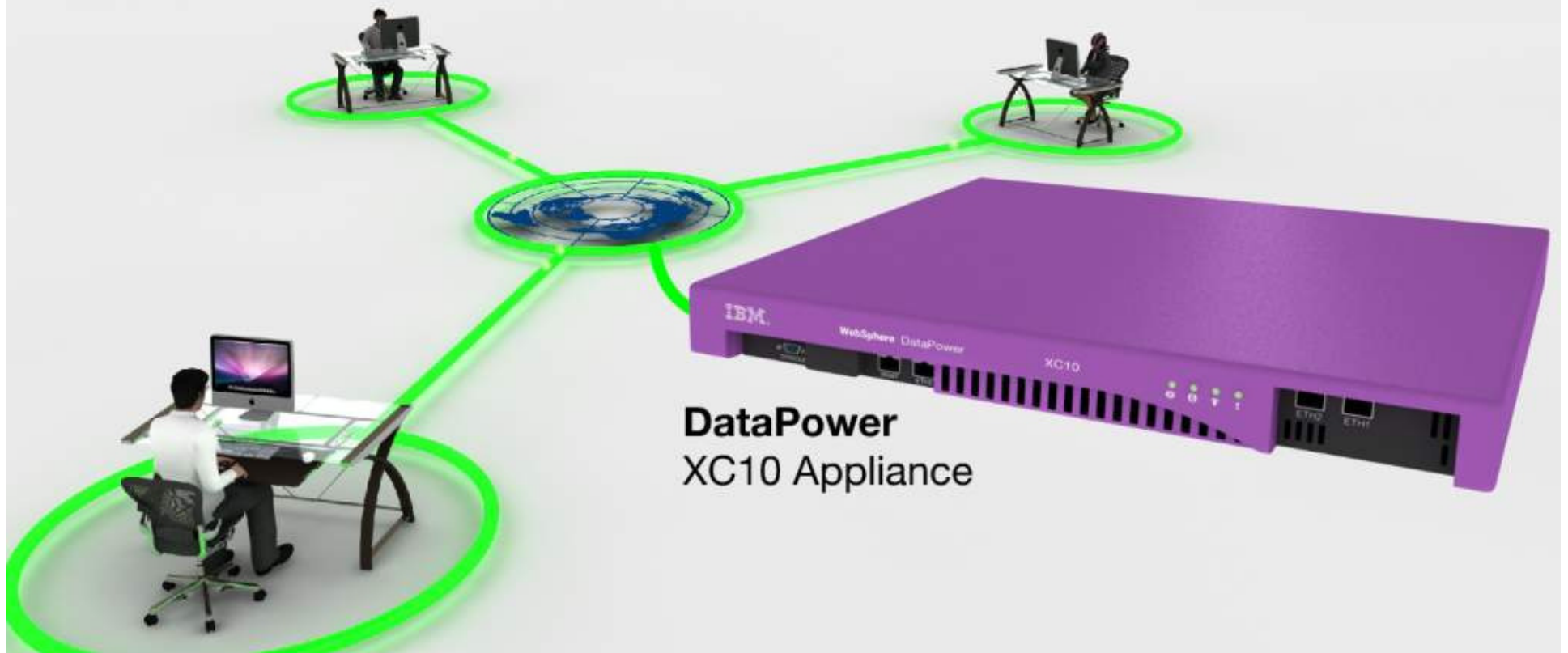
Processes connect business organizations and systems



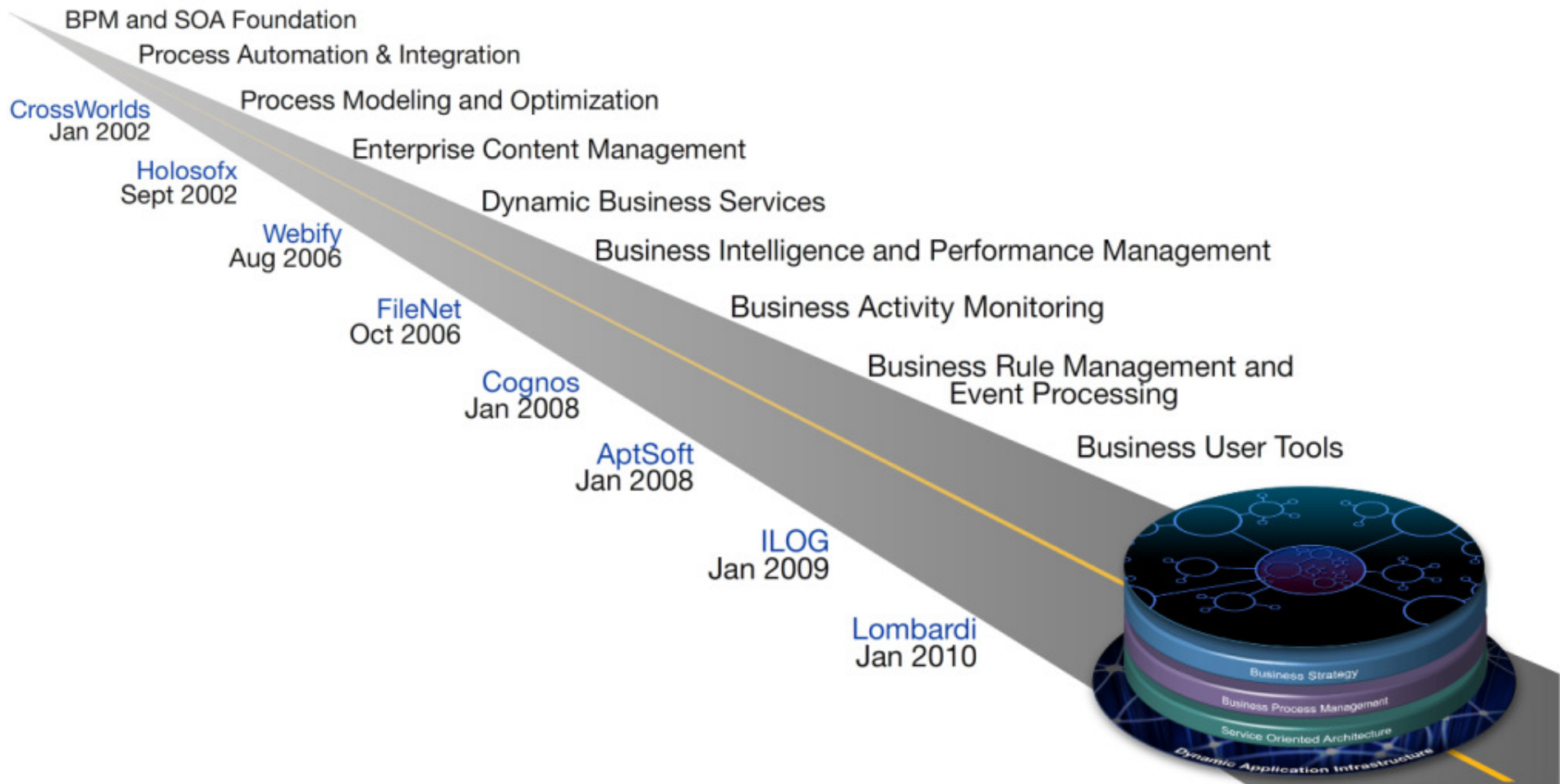
Processes handle spikes in transactions



Processes handle spikes in transactions



Investing in acquisitions to deliver Business Agility



Cast Iron Systems Leading SaaS and Cloud Integration Provider

The complete solution to bridge the cloud and on premise worlds

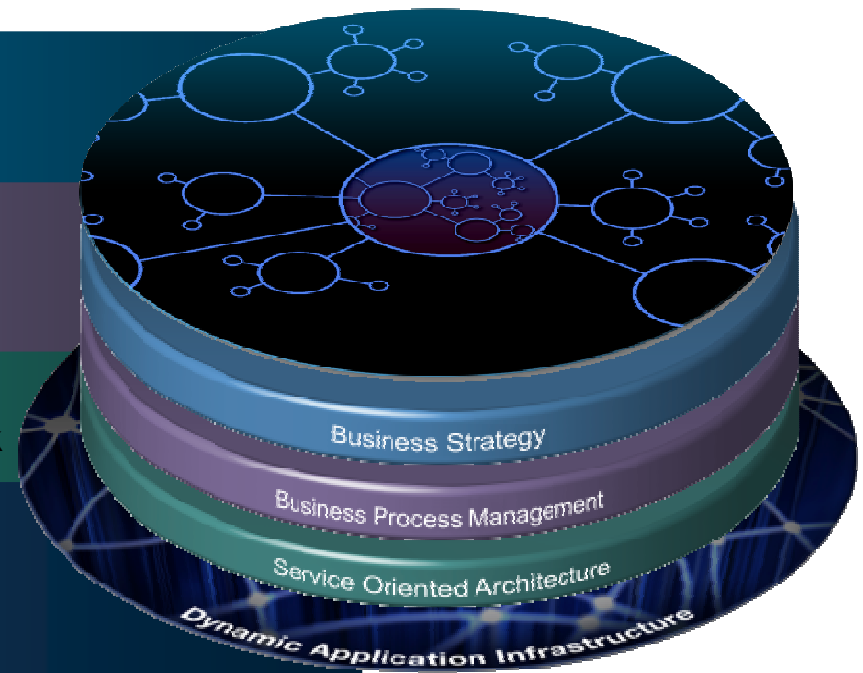


- Founded in 2001
- Over 75 employees
- Headquartered in Mountain View, CA
- Award-winning Solutions



Investing in Organic Growth to Deliver **Business Agility**

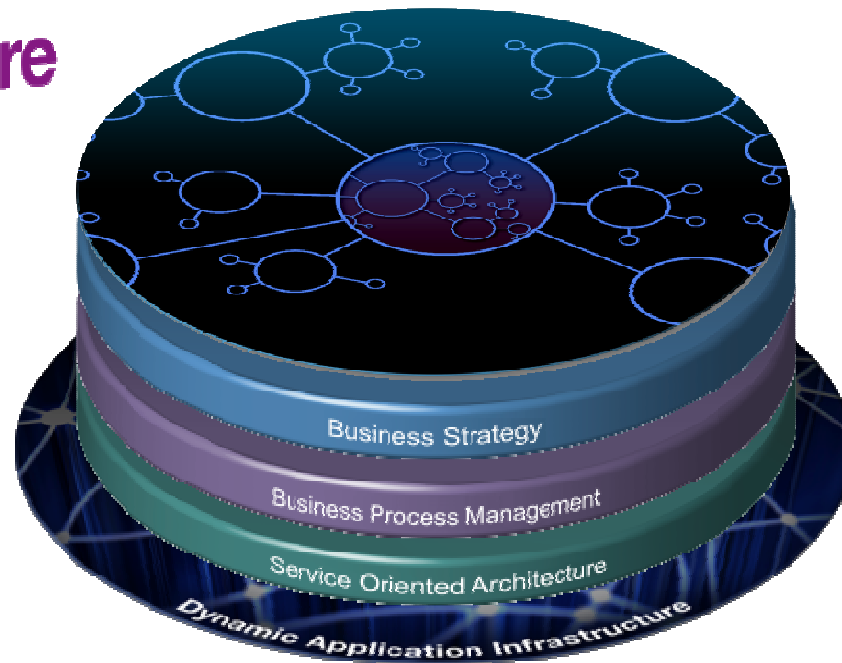
- Industry Accelerators
- BPM BlueWorks/Blueprint
- WebSphere Lombardi Edition
- WebSphere ILOG Business Rules Management System
- Multiple WebSphere BPM Feature Packs
- WebSphere DataPower Integration Blade XI50B
- WebSphere Service Registry & Repository Feature Pack
- WebSphere DataPower XC10 Appliance
- WebSphere Cloudburst Appliance
- WAS Feature Pack for OSGi and JPA 2.0



IBM is the Leading Partner Ready to Help You

**#1
Marketshare**

**Largest
Ecosystem**



**Unrivalled
Expertise**

**Strongest
Solution
Portfolio**



We are Working Together to Change the World



Alberta, Canada



San Francisco, USA



Venice, Italy

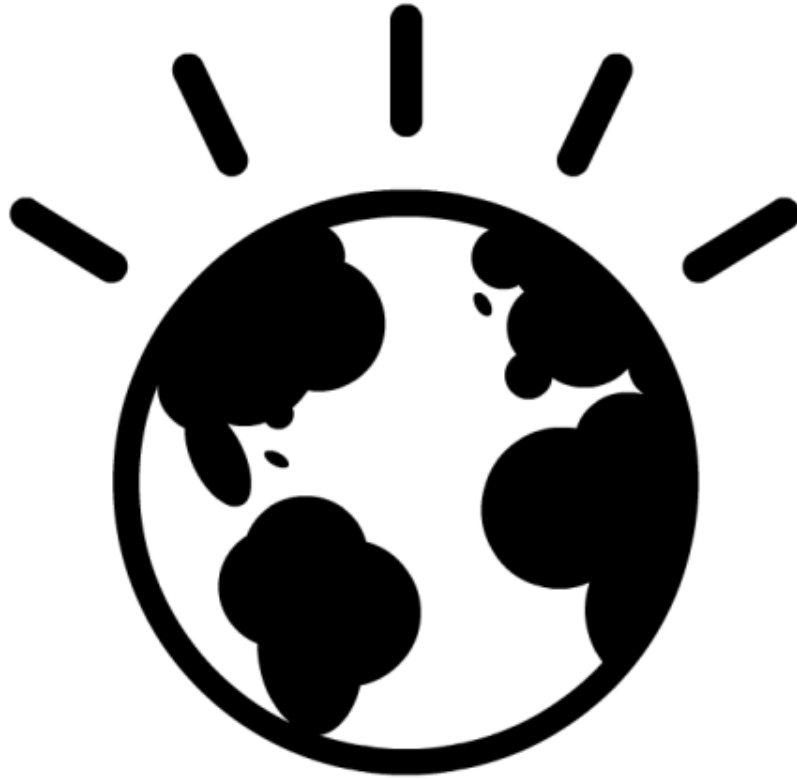


Beijing, China



New Zealand





Let's build a smarter planet ...together