



Automatically Making the Most of What you Virtually Have

7th July 2011
socitm meeting at
Llandrindod Wells



TOGETHER > STRONGER > SMARTER

Our Aims for this session

In helping to raise awareness of the role of ICT in Local Government our aims for this meeting are to :

- 1. Share IBM's viewpoint on how we are deploying technology to support business change and provide smarter solutions;**
- 2. Share examples of transformational projects from across different industries**
- 3. Share our thinking in developing data, systems optimisation and infrastructure solutions such as Cloud to deliver improved business outcomes**

Agenda

- **IBM's Journey and Supporting Transformation through Smarter Communities**
- **Using Technology to enhance the Delivery of Services**
- **Smarter computing; Modernising Infrastructure and systems, enabling New Ways of Working**
- **Integrating the ICT Strategy into the Transformation Programme**

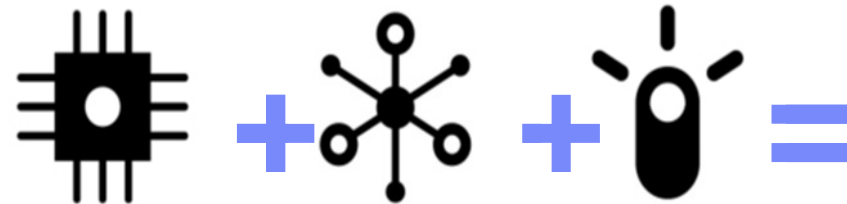


IBM's Journey and Supporting Transformation through Smarter Communities



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IBM Smarter Planet



An opportunity to **think and act in new ways**—
economically, socially and technically.

■ ■ [\Videos\IBM Commercial New Intelligence for Smarter Information Management 2.flv](#)

Introducing IBM

■ IBM Business and IT Services

- › Founded in 1911 as Computing-Tabulating-Recording Co. became IBM in 1924
- › 100 years of Innovation across all industries
- › Employs over 400,000 employees
- › Operates in over 170 countries
- › Turnover circa \$100bn
- › In the last six years IBM has invested \$35 billion in research and development
- › Registered over 40,000 worldwide patents. In 2009 IBM received 4,914 U.S. patents marking the 17th consecutive year it has topped the list of the world's most inventive companies.
- › 100 acquisitions of hardware, services and software companies.

■ Our Business Values

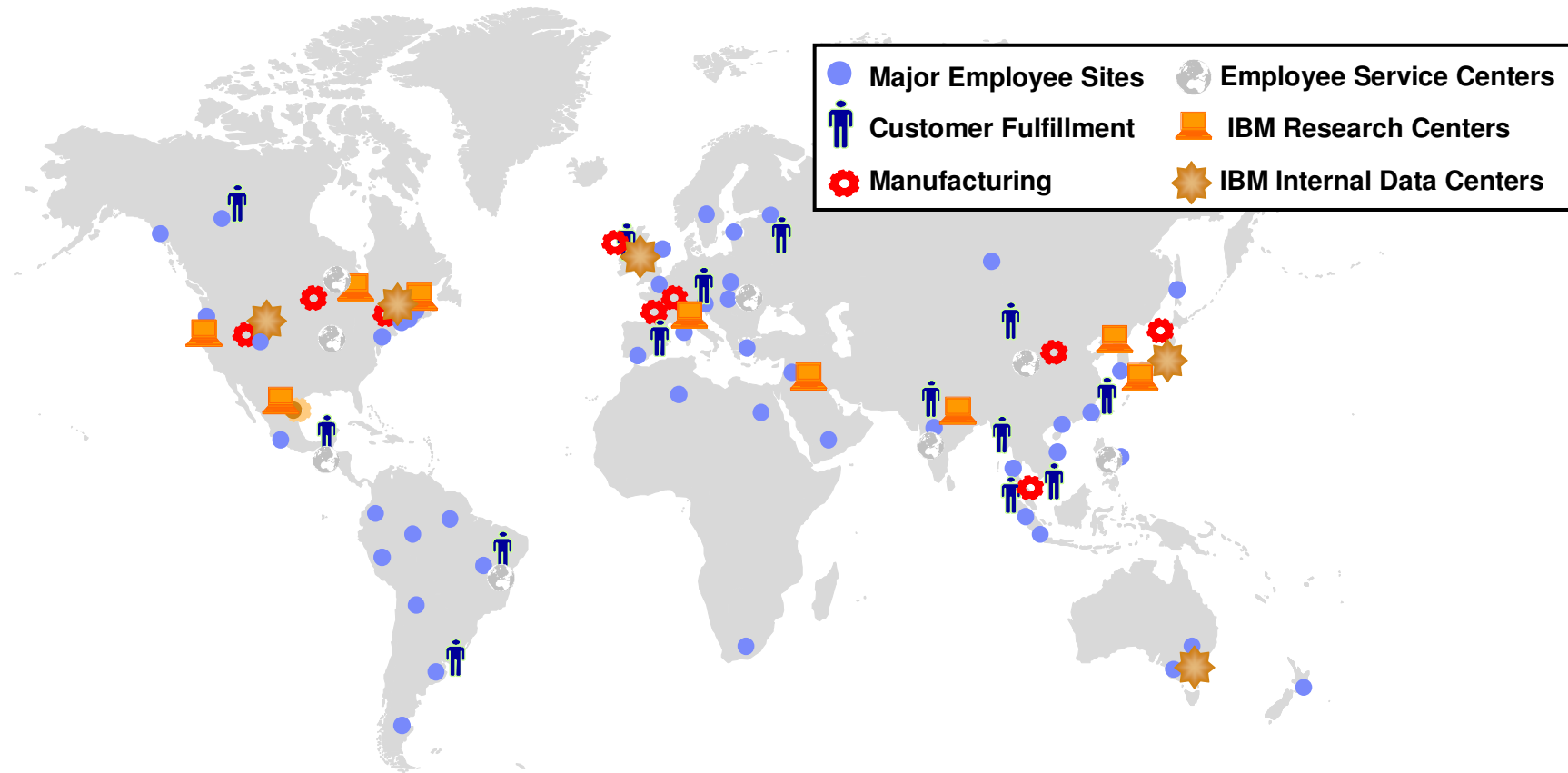
- › Dedication to every client's success
- › Innovation that matters, for our company and for the world
- › Trust and personal responsibility in all relationships



100 years of Innovation



Bringing global presence into local markets



IBM operates in **more than 170 countries** and enjoys an increasingly broad-based distribution of revenue, grouping markets by common growth characteristics, not location.

Major Businesses



Global Technology Services

Provides outsourced IT infrastructure services and business process services



Software

Provides middleware that enables clients to integrate systems, processes and applications, as well as computer operating systems



Global Business Services

Provides professional services and application outsourcing services



Global Financing

Provides financing solutions that can be customised to address specific IT needs, from competitive rates to flexible payment plans and loans



Systems and Technology

Provides advanced computing, storage and semiconductor technology and products



S&D and Research

Our Sales and Research, Development and Intellectual Property organisations provide a wide spectrum of client support and additional value



Inhibiting infection by HIV

Edinburgh University and IBM are using supercomputing to speed up the design of drugs



Helping fishermen harvest shellfish

In Galway Bay, data is collected from a variety of sources to inform a host of industries

We apply **intelligence**, **reason** and **science** to improve business and society



Transforming customer service

Working with IBM, Ecotricity has rapidly reengineered its processes and is now adding 1000 customers per month to the advanced customer service and billing system



Powering university research

University of Southampton's IBM supercomputer has a peak performance of 74 trillion calculations per second, equal to 4,000 PCs and is the greenest supercomputer on the UK academic landscape

..\\Videos\\Red Funnel - Enhancing customer service with Twittering ferries.flv



Using Technology to enhance the Delivery of Services by Integrating the ICT Strategy and Transformation Programme



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Using Technology to enable Public Service Reform

- **Collaborate, Share and Re-use Assets**
 - › Jointly commission ICT & other infrastructure and services
 - › Pool budgets and share staff
 - › Measure, capture and share benefits and savings
- **Redesign Services to simplify, standardise and automate**
 - › Services designed to deliver local public outcomes using open and reusable standards
 - › Services should be designed as 'digital by default'
- **Innovate to empower citizens and communities**
 - › Social and digital inclusion by shifting ownership and use of information and technology towards the service user
 - › Engage Citizens and Communities to help build local systems and services targeted at their needs



Using Technology to engage Communities & Employees

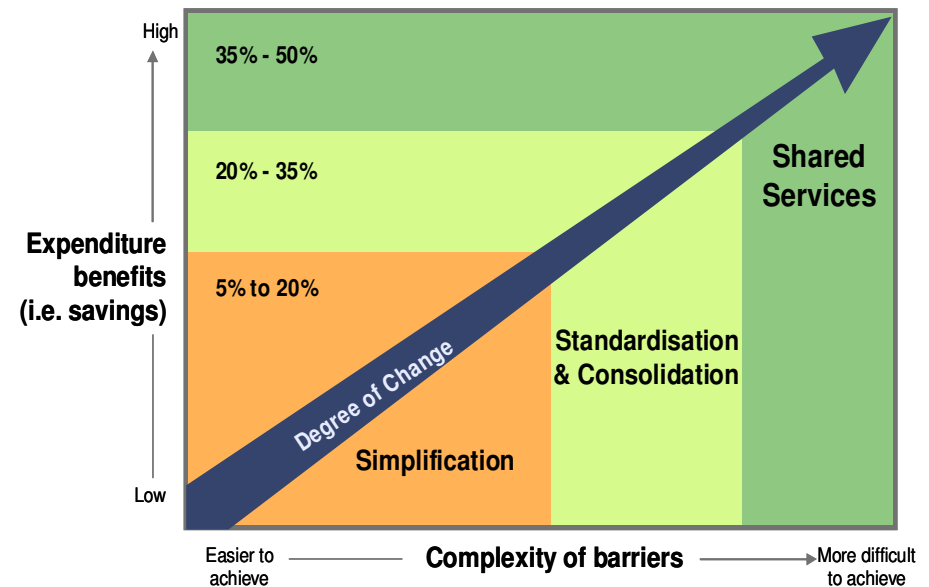
- **Social Collaboration** using Web based technologies to engage communities, determine service priorities and better align service delivery and resources
- **IBM Innovation Jam**
- **Ideation @ Kent** held an 'ideation' event - online exchange of ideas about internal culture and service improvement
 - › Some 144 senior managers took part in 'ideation'
 - › The pilot generated 78 ideas with 298 comment and review activities carried out
 - › Attendance and participation higher than a location based event
- **CovJam** –engaged a wide range of residents and local businesses:
 - › Over 2,000 posts from 900 residents over 3 days
 - › Viewpoints on city centre improvements through to service changes to enhance quality of life for residents
 - › 28% of participants who declared age were over 50 years old



"It has empowered residents to become active citizens by giving them a means to voice their opinion, and has enabled the council to be more active listeners" CEO CCC

Using Technology to Deliver Shared Services

- Increasing focus on sharing services across public sector organisations.
- Moving from across traditional areas of back office services to front line
- Transformation through consolidation and collaboration in service delivery
- Role of technology is key in supporting the realisation of benefits from:
 - > streamlining **business processes**,
 - > **reducing duplication**,
 - > **directing services through cheaper channels of access**
 - > **enabling the rationalisation of assets** and
 - > **supporting new ways of working** with improved accountability for service delivery



- Enterprise Resource Planning systems
- Employee and Citizen Portals
- Self Service
- Workflow
- Business Intelligence

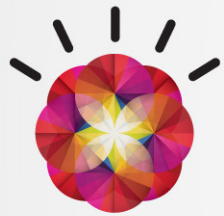
Applying Intelligence to Management Information



- Using advanced analytics to better assess, predict and prevent crime and fire incidents, prediction of crime hotspots and proactive tasking and resource allocation
- Alameda County used analytics to integrate information between social care and financial systems and improve understanding of the situations of and relationships between individuals receiving care. Achieved positive ROI in 2 months and average annual savings of \$24m
- Used SPSS predictive analytics to improve identification of youths at risk of becoming “NEET” adults. Achieved positive ROI in 3 months by more effectively targeting services to prevent youths becoming NEET adults, reducing their lifetime cost of support.
- IBM trialled new analytical technologies at the Wimbledon Grand Slam event this year that could bring about new ways of looking at how the game is played
- Achieved significant savings in reduced fraud and error and improved efficiency by using Initiate Master Data Management technology to integrate citizen data between systems and have a single holistic view of the customer

[..\Videos\Brent Council - Connecting with our communities.flv](#)

IBM



Smarter Computing

**Modernising Infrastructure and systems,
enabling New Ways of Working**

[..\Videos\IBMSmarterPlanetUK's Channel.flv](#)

Smarter Computing is an IT infrastructure that is designed for data, tuned to the task and managed in the cloud.

Designed for data

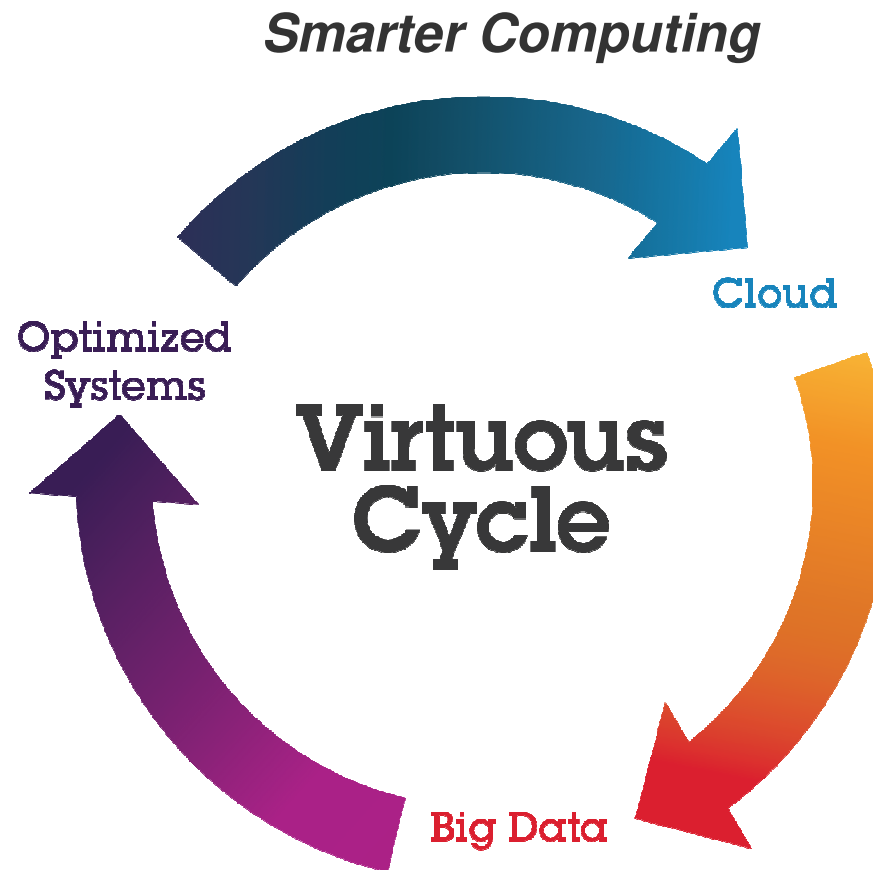
Remove barriers to harnessing all available information and unlock insights to make informed choices.

Tuned to the task

Remove financial barriers by driving greater performance and efficiency for each workload.

Managed in the Cloud

Remove barriers to rapid delivery of new services and reinvent business processes to drive innovation.



Imagine the possibilities when all available information is harnessed to unlock insights.

*Information from
Everywhere*



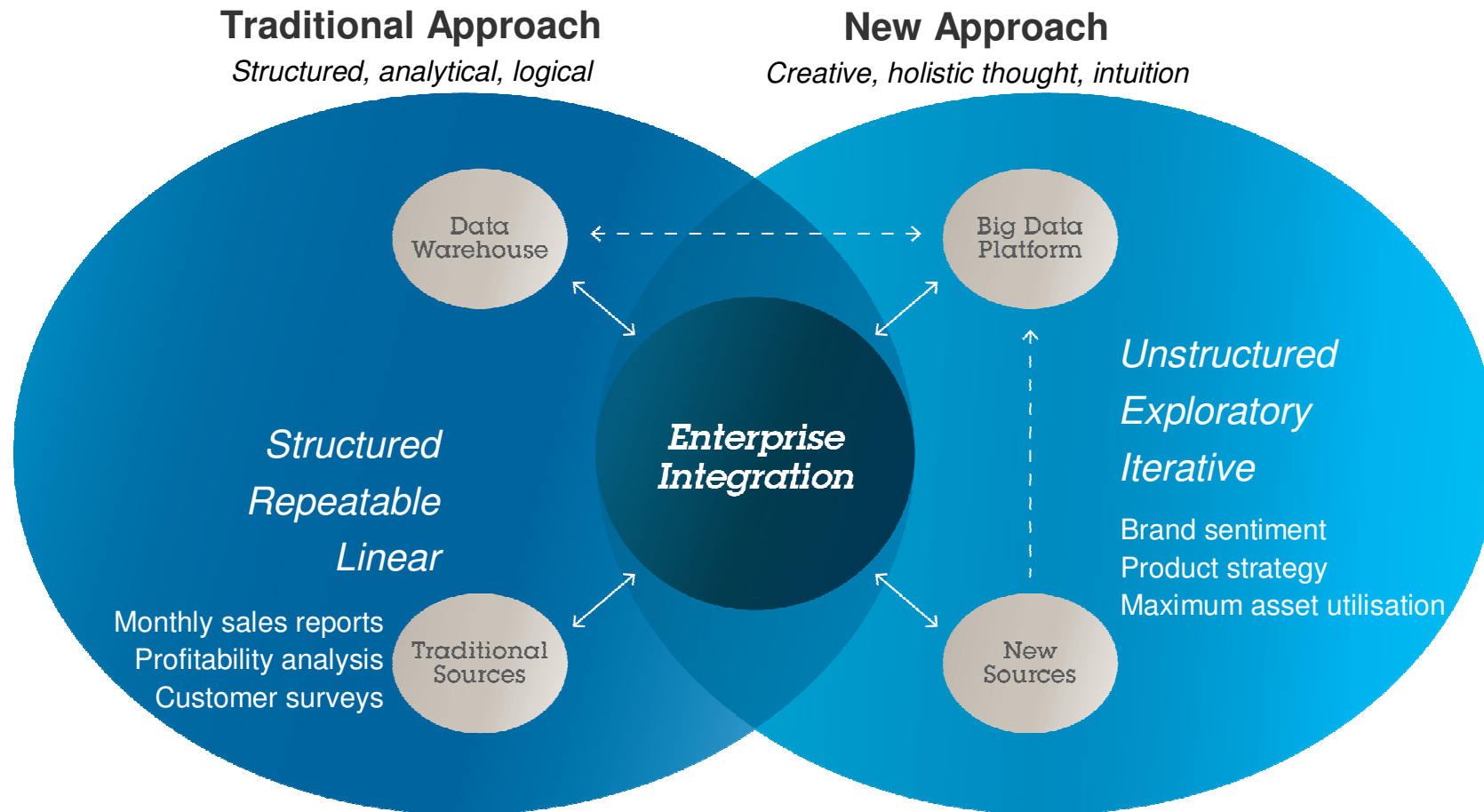
*Extreme
Scalability*



Radical Flexibility



Integrating new approaches such as Big Data will unlock new insights



IBM can provide the full set of capabilities to build any organisation's information supply chain and storage.

Manage

Cut database licensing and maintenance costs by 25%

-  • DB2, Informix
-  • FileNet
-  • solidDB

Integrate

Slash cost & time to publish product data sheets by up to 95%

-  InfoSphere:
 - Information Server
-  • Warehouse
-  • Master Data Management

Govern

Pass SOX audit while reducing costs by up to 76%

-  InfoSphere:
 - Information Server
-  • Optim
-  • Guardium

Analyze

Reduce time to process valuations by up to 66%

-  InfoSphere:
 - BigInsights
-  • Warehouse
-  • Streams



Stop storing so much

Reduce active information by 80%

- Real-time compression
- ProtecTIER
- TSM deduplication



Move data to the right place

Relocate data to gain 3x performance

- Easy tier
- Information archive, SONAS
- Tivoli storage manager



Store more with what's on the floor

Virtualise to improve utilization by 30%

- SAN volume controller
- XIV, Storwise v7000
- Tivoli Storage Productivity Center

Tuned to the Task
Optimised Systems for superior economics

Different workloads have different characteristics.



Transaction Processing and Database

- Thousands of online users
- Large transactional databases
- 24x7 operation



Business Intelligence and Analytics

- Fewer users
- Complex queries
- Multiple data sources
- Large data warehouse



Business Process Management

- Unite content, people and process flows
- Orchestrate multiple services
- Empower business users





Leading IT organisations are partnering with IBM to benefit from Optimised Systems. Why?

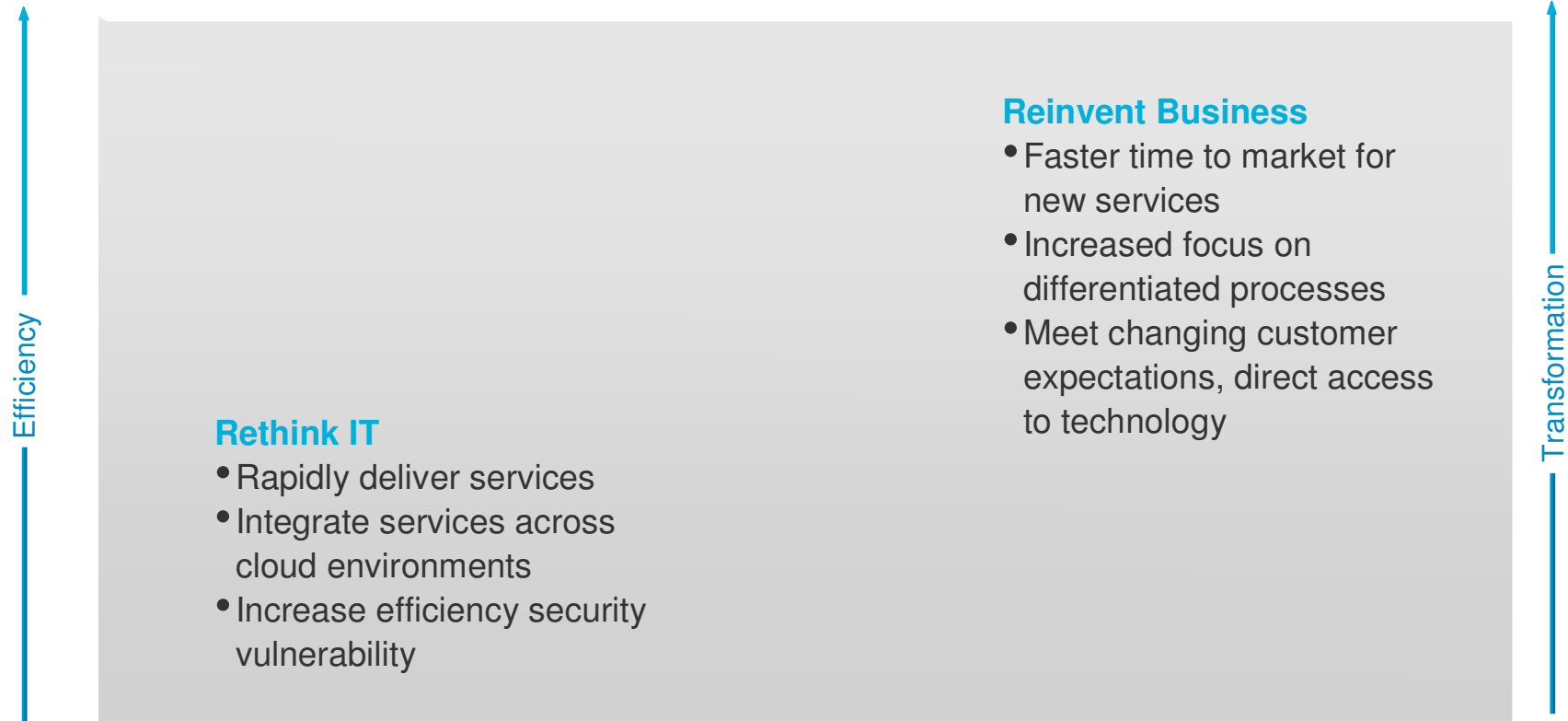
- Variety of systems that enable clients to optimize any workload for better performance and economics.
- Ability to transform current environment—no “rip and replace” required.
- Experts and expertise to help any client craft a strategy to consolidate and optimise their workloads.



Managed in the Cloud

Cloud to reinvent business processes
and drive innovation

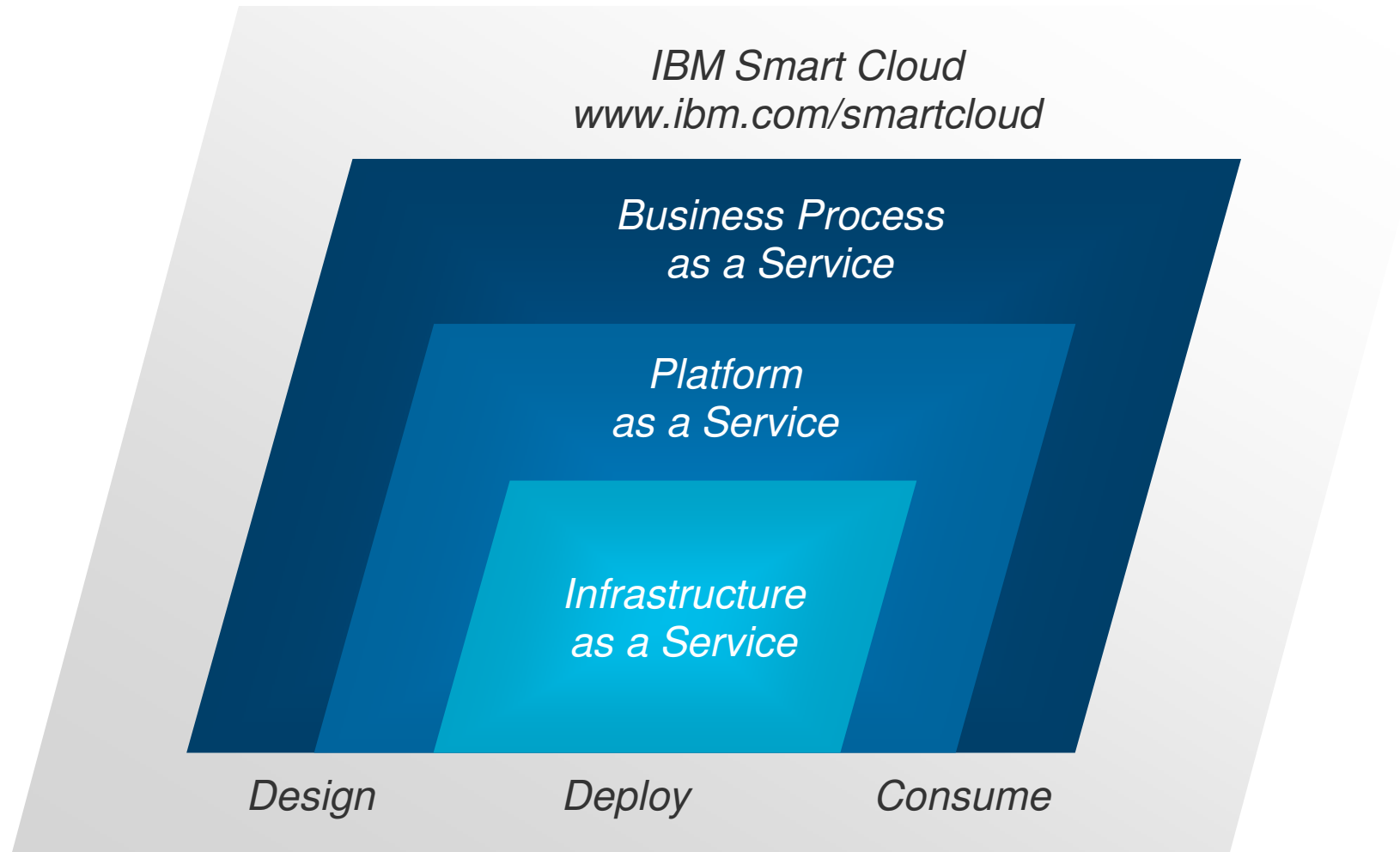
Cloud computing allows companies to rethink IT and reinvent the way they do business.



Economics of Computing are Changing



Cloud capabilities can be leveraged in a variety of delivery models.





Leading IT organisations are partnering with IBM to benefit from Cloud. Why?

- Trusted partner to assess cloud readiness, develop adoption strategies, and identify business entry points.
- Global network of over 40 cloud teams to establish a roadmap for client's initiatives.
- Leading in capabilities required to build a cloud – broad middleware platform.
- Global network of cloud data centers and delivery hubs including \$38M investment in new Singapore Cloud Computing Data Center.



How can you proceed to realise Smarter Computing?

IBM can help any enterprise proceed with a strategic, staged approach.

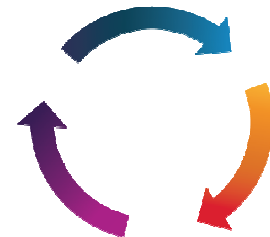
Each step leads to an IT infrastructure that is integrated, automated and secured.

To create advantage by serving customers in new ways, start with **Big Data** and information integration.

To create advantage by transforming the economics of your IT, start with workload **Optimised Systems**.

To create advantage by reinventing your business processes and improving the speed of your service delivery, start with **Cloud**.

To get real business advantage, do all three things together and design your IT as **a holistic system**.





Integrating ICT Strategy into a Transformation Programme



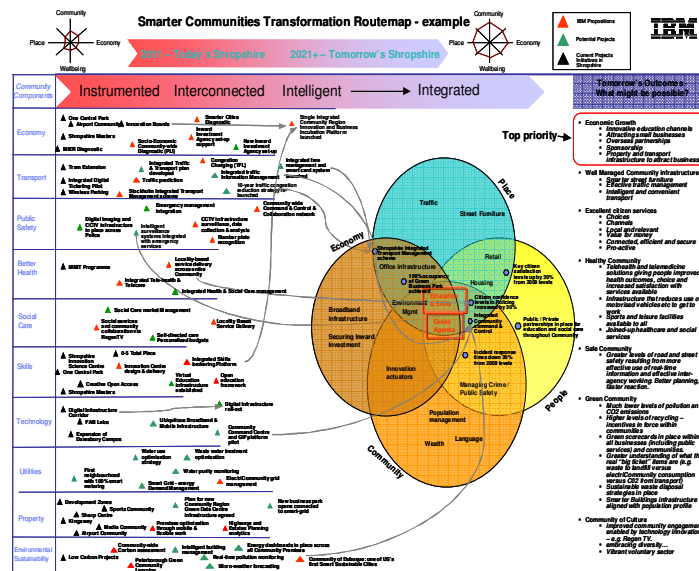
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Enabling Technology to underpin Transformation and achieve Business Outcomes

Integration of Business & ICT Strategy is key to Transformation Programme success:

Addressing business challenges

- Rising Public Expectations
- Changing Demographics
- Reduction in Public Sector funding
- New Technology
- Rising Energy costs
- Greater role of Communities in service delivery



Delivering best outcomes to Residents

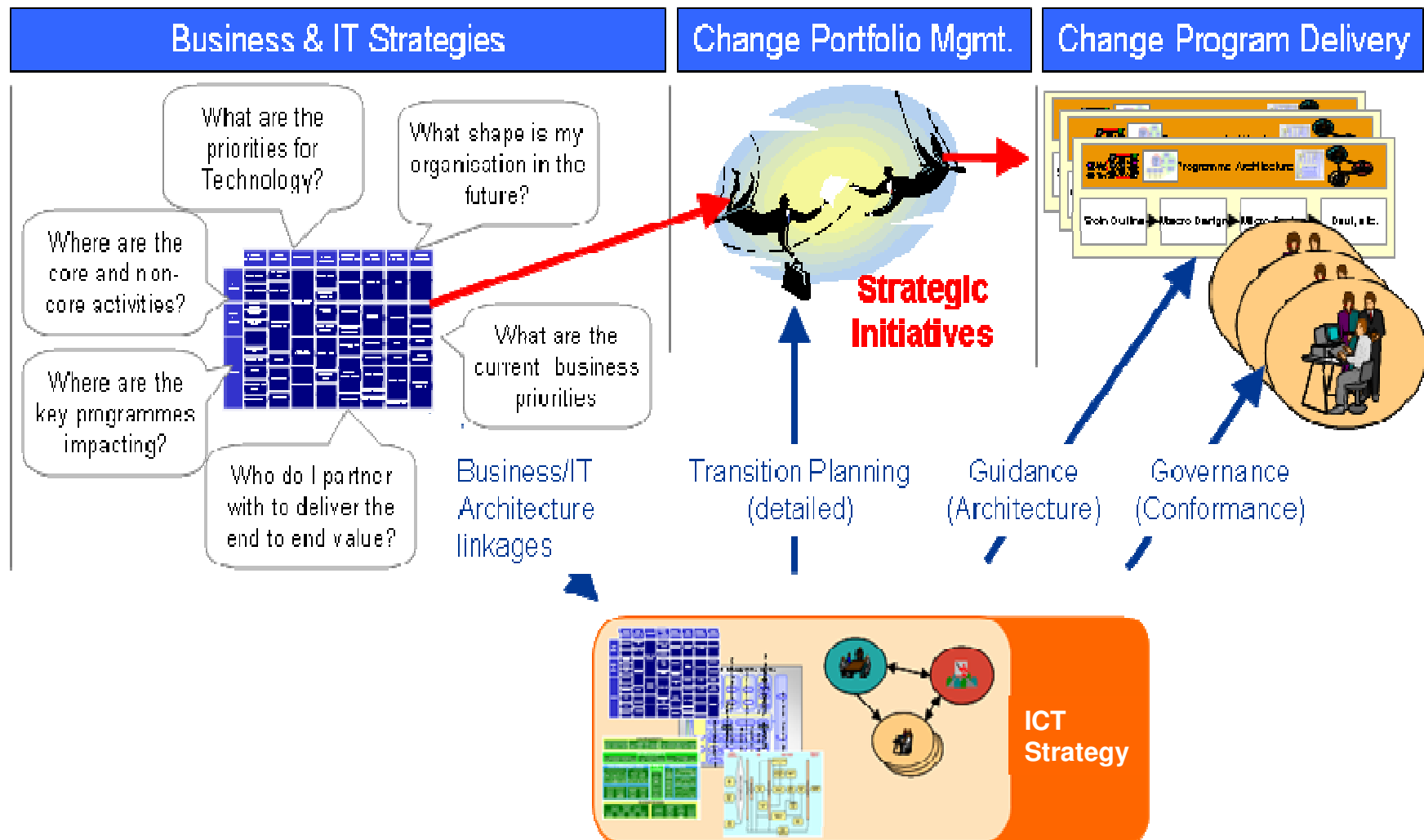
- Economic growth
- Flourishing Communities
- Public confidence
- High quality schools
- Modern infrastructure

Integrating ICT Strategy into the Transformation Programme

▪ Background to case study

- › 30% cost reduction
- › desire to move to a commissioning model
 - › zero footprint IT
 - › cloud service provision – both commodity & business services
 - › expressed desire for Open ICT Strategy & Cloud, Open Source, SaaS
 - › flexible sourcing & pay per use models to accommodate change
 - › information & data – policy, collaboration, flexibility
- › business componentisation & reuse ...service orientation
 - › synergies across directorates
 - › flexibility & agility for change
 - › flexible working – changing channels & footprint
 - › collaboration – partners & other authorities
 - › succeeding with the target operating model
 - › transformation roadmap
- › knowledge transfer - ‘mentoring’ the council transformation team
 - › global method for technology based transformation

How can ICT Strategy make a difference to project success?



County Council - Case Study

Using IBM CBM to progress the Target Operating Model & Portfolio of Transformation Projects

Directorate	Business Area	Service	Process	Activity	Resource	Cost	Value																					
Industry CBM - Local Govt.	Directorate 1	Business Area	Service	Process	Activity	Resource	Cost																					
								Directorate 2	Business Area	Service	Process	Activity	Resource	Cost														
															Directorate 3	Business Area	Service	Process	Activity	Resource	Cost							
																						Directorate 4	Business Area	Service	Process	Activity	Resource	Cost
	Directorate 6	Business Area	Service	Process	Activity	Resource	Cost																					
								Directorate 7	Business Area	Service	Process	Activity	Resource	Cost														
															Directorate 8	Business Area	Service	Process	Activity	Resource	Cost							
																						Directorate 9	Business Area	Service	Process	Activity	Resource	Cost

Industry CBM - Local Govt.

Directorate	Business Area	Service	Process	Activity	Resource	Cost	Value																					
County Council Specific CBM	Directorate 1	Business Area	Service	Process	Activity	Resource	Cost																					
								Directorate 2	Business Area	Service	Process	Activity	Resource	Cost														
															Directorate 3	Business Area	Service	Process	Activity	Resource	Cost							
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																						Directorate 9	Business Area	Service	Process	Activity	Resource	Cost

County Council Specific CBM



Heatmapping -

- cost
- resource
- synergy across directorates

Heatmapping - Opportunities Identified

Directorate	Business Area	Service	Process	Activity	Resource	Cost	Value																					
Synergies Across Directorates	Directorate 1	Business Area	Service	Process	Activity	Resource	Cost																					
								Directorate 2	Business Area	Service	Process	Activity	Resource	Cost														
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																						Directorate 9	Business Area	Service	Process	Activity	Resource	Cost

Synergies Across Directorates

Synergies - Overlaid onto CBM

Directorate	Business Area	Service	Process	Activity	Resource	Cost	Value																					
Opportunity Areas Identified & Prioritised	Directorate 1	Business Area	Service	Process	Activity	Resource	Cost																					
								Directorate 2	Business Area	Service	Process	Activity	Resource	Cost														
															Directorate 3	Business Area	Service	Process	Activity	Resource	Cost							
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															Directorate 8	Business Area	Service	Process	Activity	Resource	Cost							
																						Directorate 9	Business Area	Service	Process	Activity	Resource	Cost

Opportunity Areas Identified & Prioritised

Directorate 1 CBM - Adults

Directorate	Business Area	Service	Process	Activity	Resource	Cost	Value																					
Directorate 2 CBM - Children	Directorate 1	Business Area	Service	Process	Activity	Resource	Cost																					
								Directorate 2	Business Area	Service	Process	Activity	Resource	Cost														
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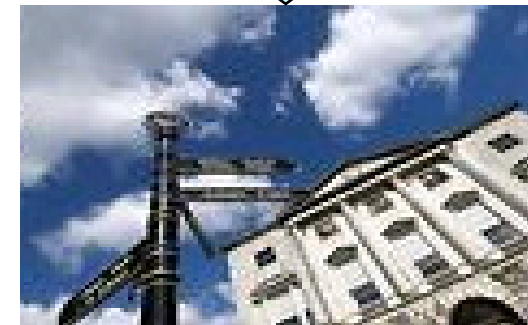
Directorate 2 CBM - Children

Directorate 3 CBM - Highways

Directorate	Business Area	Service	Process	Activity	Resource	Cost	Value																					
Detailed Council CBMs	Directorate 1	Business Area	Service	Process	Activity	Resource	Cost																					
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Detailed Council CBMs

Development Of 'To Be' CBMs



Roadmap Of Transformation Projects

County Council - Case Study

TOGAF EA – Commissioning & Cloud Focus

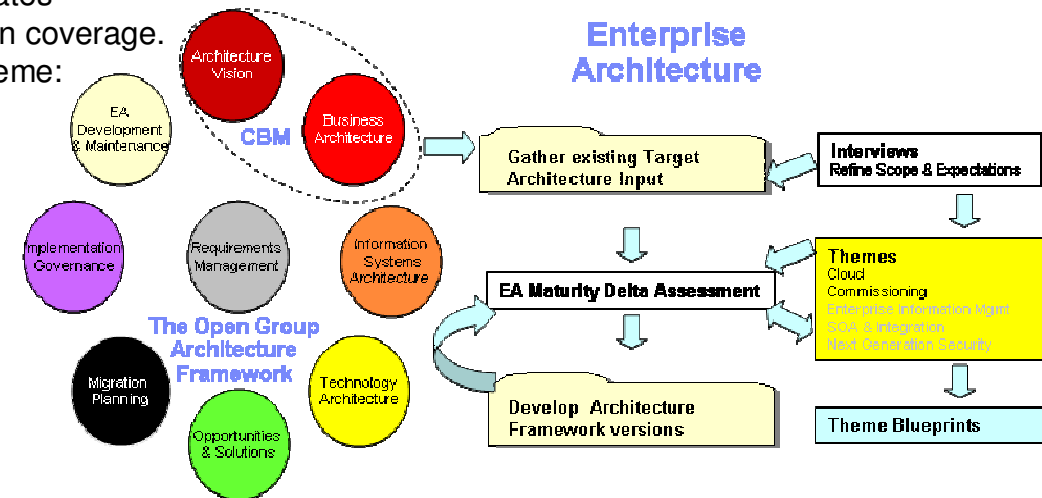
Background:

This client was moving to a ‘commissioning’ model for the provision of County Council services over a cloud based architecture (for the commodity components of IT). The aim is to achieve radical cost reduction with EA & cloud to facilitate transformation.

Approach:

IBM was engaged by the CTO & transformation Leader to provide a TOGAF based Enterprise Architecture as well as using IBM’s Component Business Modelling (CBM) approach to define the major business components. The programme delivery included;

- Staff coaching
- A top level CBM & each of the four business directorates
- Heat mapping based on cost, resources & application coverage.
- IBM created a Cloud & Commissioning based EA theme:
 - Requirements
 - Architecture Vision – Policy & Principles;
 - Business Architecture;
 - IS Architecture;
 - Cloud Standards;
 - Cloud Building Blocks;
 - Blueprint;
 - View Of The Cloud Theme;
 - Roadmap Of Candidate Initiatives.



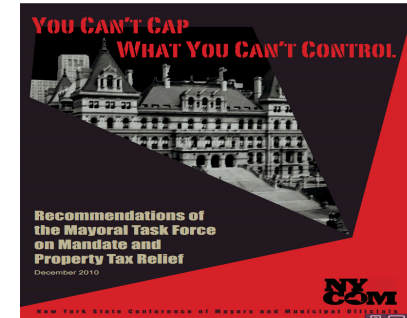
Feedback & Results from Customer:

- The client has used the EA framework to capture the business architecture & vision & goals.
- EA Views have been developed – targeted at specific audiences – eg architects community; business transformation team.
- The IS & Technology folders are currently being populated.
- The CBMs have been used by the whole transformation team to identify & prioritise the transformation portfolio.

Integrating the ICT Strategy into the Transformation Programme

Key Lessons for integrating ICT strategy into the Transformation Programme

- Effective business modelling & mapping of technology
- Exec Sponsorship & effective governance mechanisms
- Engagement with directorates early & effectively
- Feed into transformational team with focus on benefits.



Outcomes

- Client has the ICT strategy & transformation capability to support a movement to commission
- Client has an integrated transformation roadmap with prioritised programmes linked to business outcomes.

Starting the Journey

Councils are embarking on a transformation, a journey of evolution requiring continuous innovation

The destination of the journey will continue to evolve as the environment in which Councils operates itself transforms

Change and change management need to become part of the organisation and culture and be a comfortable fit.

Delivering technology is easy, accepting the change requires investment and focus.



[..\Videos\IBM Celebrates 100 Years of Iconic Inventions.flv](#)

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