



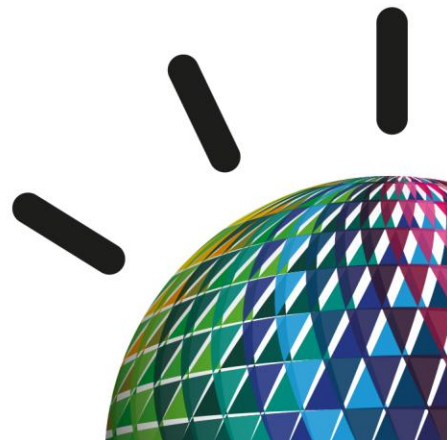
UK Impact 2012

Change the Game

The Business of Technology:

Extend. Transact. Optimize

John McLean



Technology is Reshaping Industries



What is an app?



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Who are your developers?



Anyone

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Who can access your information?



Everyone



Where do transactions happen?



Everywhere

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Who is influencing your business?



Everyone

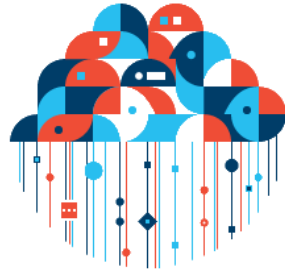
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These trends are changing entire industries



Mobile



Cloud



Big Data



Social



Addressing them requires more than new engagements

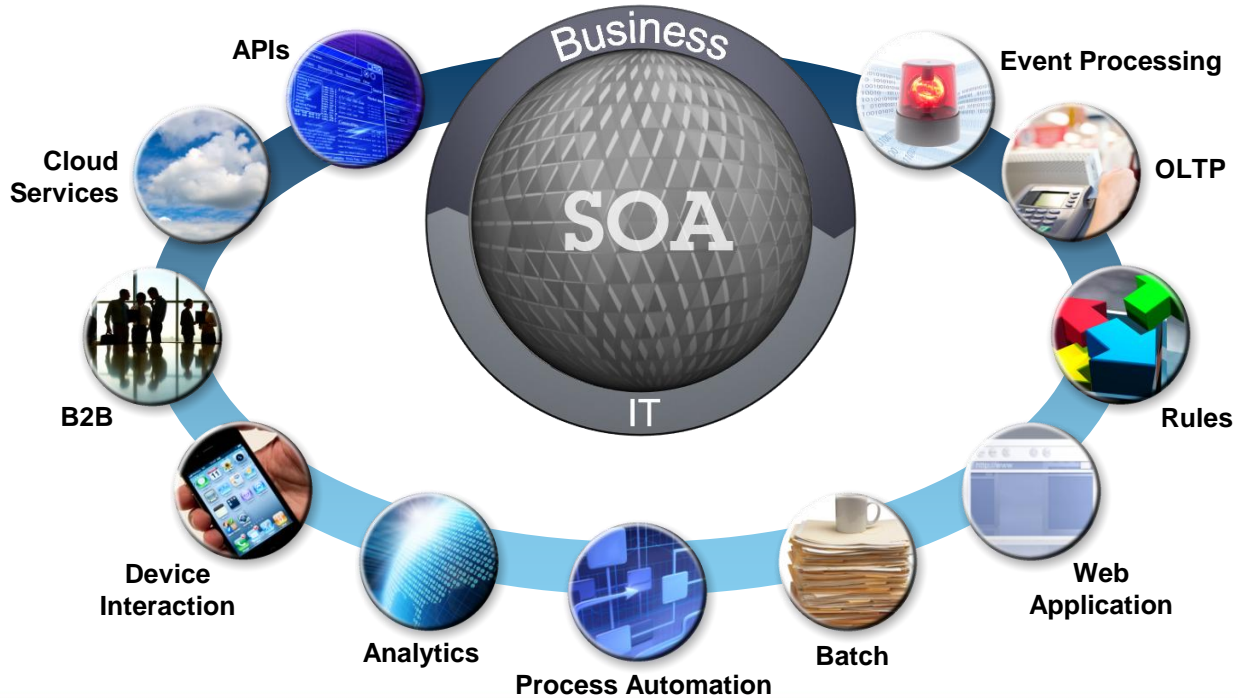


You Need:

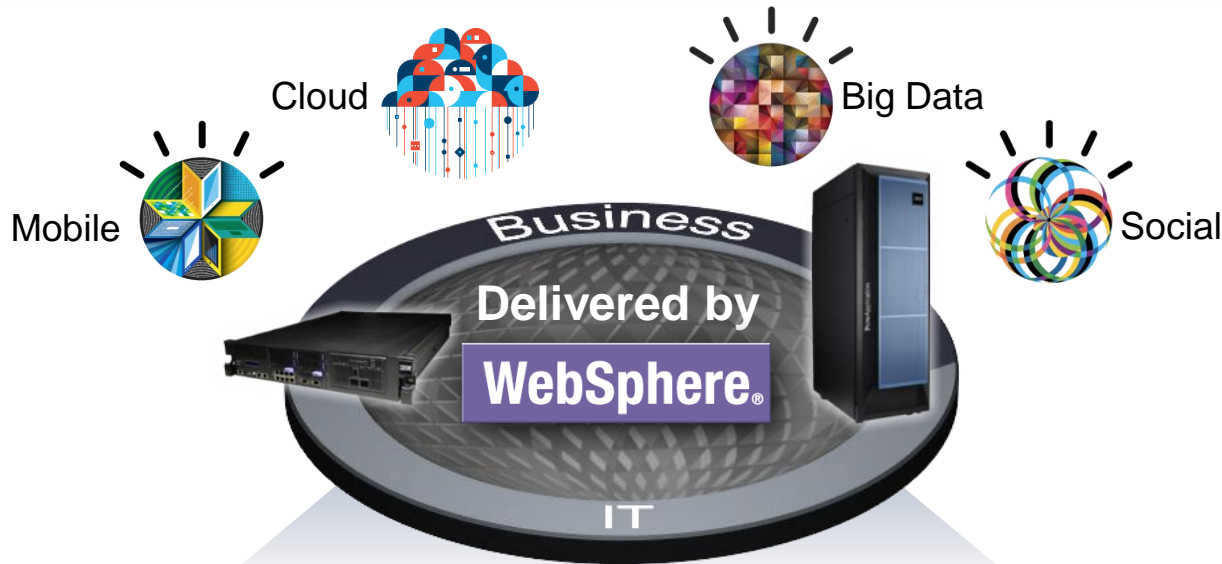
- ▶ Reliability
- ▶ Integrity
- ▶ Integration
- ▶ Openness
- ▶ Scale
- ▶ Security



Your workloads are not all created equally



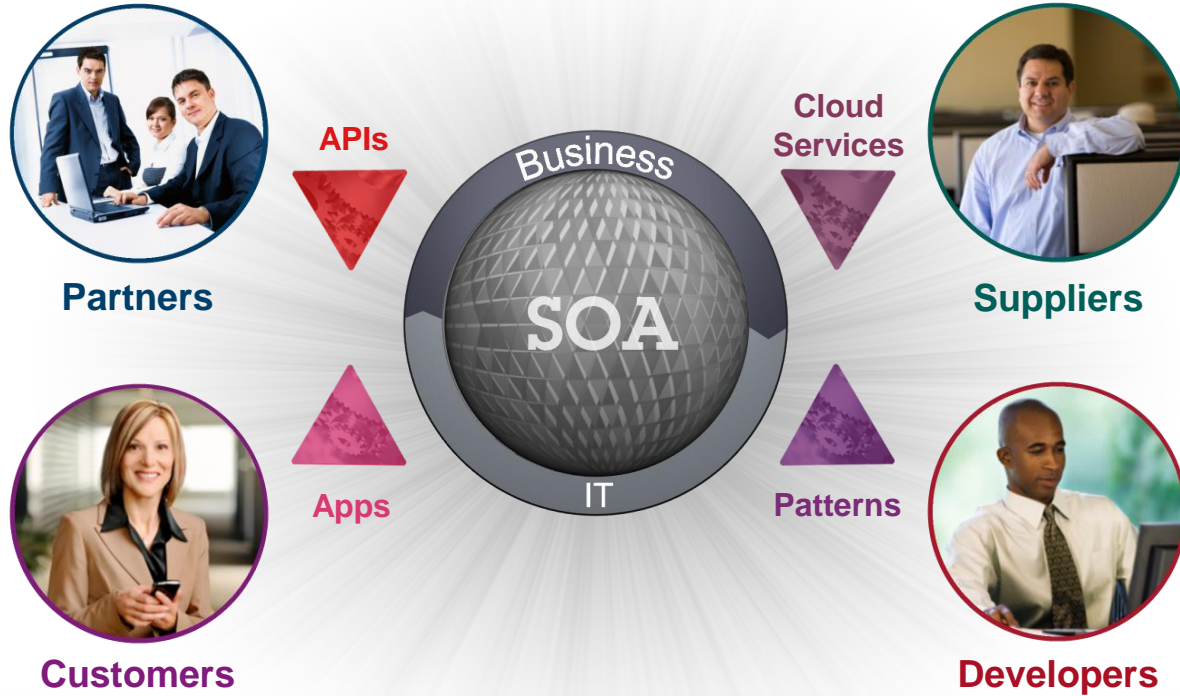
Build on a proven platform

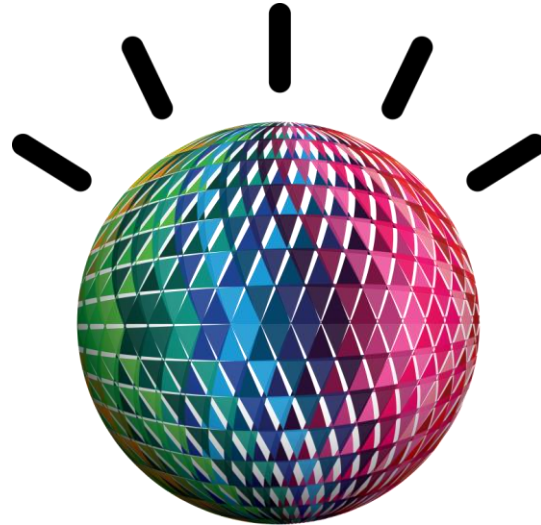


Extend. Transact. Optimize.



To extend to the world at large





Anything. Anyone. Everything. Everyone.



A platform delivered by WebSphere



helps you extend, transact, and optimize



40% growth through new channels



20% reduction in response times



Competitive pricing responses in **hours**



Accelerate the lifecycle of new apps



Extend. ► Fast, flexible and simplified app server capabilities

► Rich, visual tooling to increase productivity

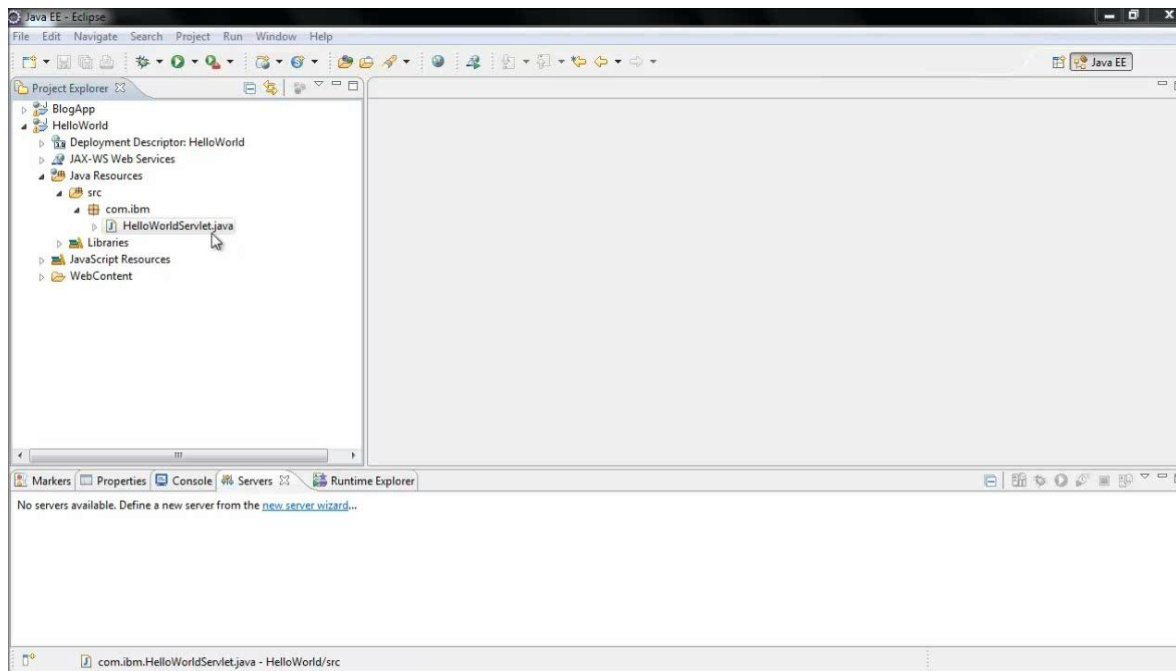
Transact. ► Dynamic scale and resiliency

Optimize. ► 2x capacity increase without increasing costs





WebSphere Application Server



Deliver, secure, and scale new engagements in multiple channels



Extend. ▶ Open, simplified mobile app delivery

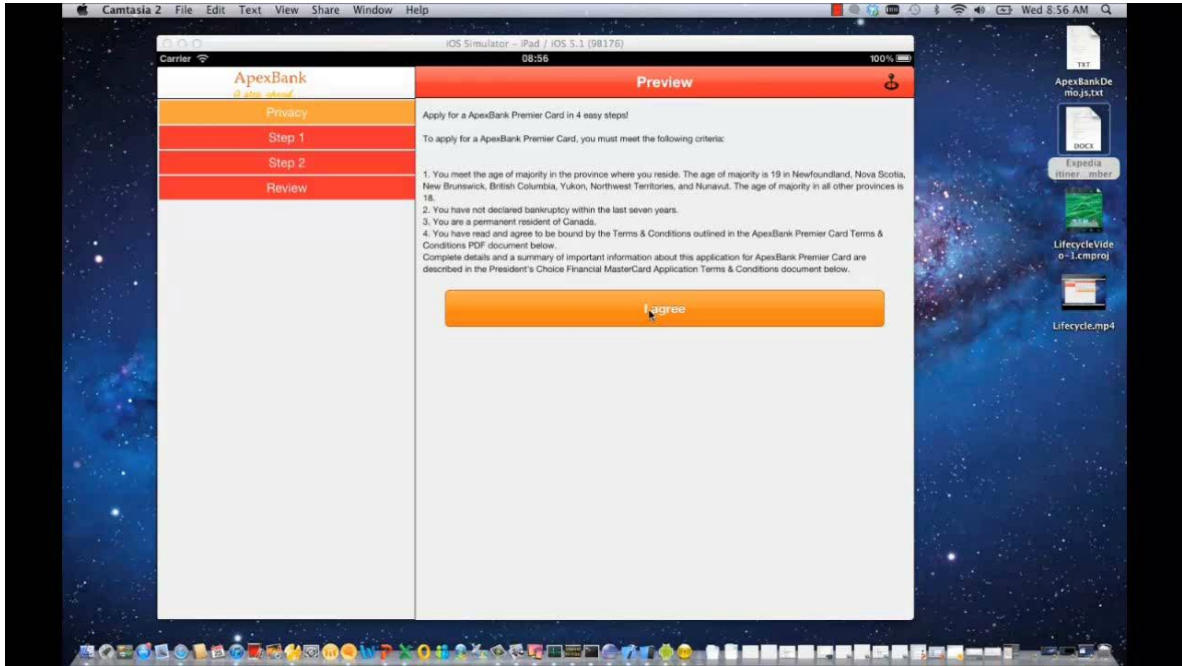
Transact. ▶ Mobile end-point management and security

Optimize. ▶ 50% decrease in order processing time





IBM Mobile Foundation



Optimize business operations across organizational boundaries



Extend. ► Record ad-hoc interactions with full visibility

► Automate decisions with predictive analytics

Transact. ► Publish and reuse best work practices

Optimize. ► 300% productivity improvement





IBM Business Process Manager WebSphere Operational Decision Management

A screenshot of the IBM Business Process Manager web interface. The browser window title is "Process Portal". The navigation bar includes "IBM", "WORK", and "DASHBOARDS". The user name "George Gomez" is visible in the top right. The main content area is titled "My Tasks" and features a search bar and two task categories: "Overdue (1)" and "Due Today (1)".
Overdue (1)
- Task: **Create an order** (Regular Order: 8) | Due: April 4, 2012 1:49 PM | All Users
Due Today (1)
- Task: **Step: Gather Client Contact Info** (Client Account Initialization for...) | Due: April 9, 2012 11:55 AM
Below the tasks, it says "Showing 2 of approximately 2 results". On the right side, there is a sidebar with tabs for "Launch", "Following", and "@Mentions", and a list of items: "Account Initialization", "Regular Order", and "Standard HR Open New Position".

Build your platform on proven design principles *and a foundation of deep integration*



- ▶ Internet Scale Messaging
- ▶ Mobile integration
- ▶ Sensor and device connectivity
- ▶ Hybrid cloud integration
- ▶ API creation and publishing





WebSphere Cast Iron Live WebSphere MQ and Message Broker



A screenshot of the IBM Cast Iron WebAPI interface. The browser address bar shows 'http://ibm.castiron.com/v1/api/Customers'. The page title is 'Customers API'. Below the title, there is a 'Resource Definition' tab selected. The interface shows a 'GET' method with a 'Resource URI' field containing 'http://ibm.castiron.com/v1/api/Customers/'. There is also a 'DELETE' method with a 'Resource URI' field containing 'customers/{id}'. The interface includes navigation tabs for 'Additional Documentation', 'Service Levels', and 'Analytics'. The top navigation bar includes 'APIs', 'Dashboard', 'API Users', and 'Operations'. The user is logged in as 'admin@IBM'.



Every project and every process needs a proven platform



- ▶ **WebSphere** Application Server
- ▶ **IBM** Mobile Foundation
- ▶ **IBM** Business Process Manager
- ▶ **WebSphere** Operational Decision Management
- ▶ **WebSphere** MQ
- ▶ **WebSphere** Message Broker
- ▶ **WebSphere** Cast Iron Live



The time has come for a new breed of systems



Systems with integrated expertise and built for cloud

Built-in Expertise

Capturing and automating what experts do – from the infrastructure patterns to the application patterns



Integration by Design

Deeply integrating and tuning hardware and software – in a ready-to-go workload optimized system

Simplified Experience

Making every part of the IT lifecycle easier - with integrated management of the entire system and a broad open ecosystem of optimized solutions



IBM PureSystems



Change the Economics of IT with Expert-Integrated Systems IBM PureApplication System



Complete, Ready-to-Go Systems

- Pre-integrated, up and running in <4 hours
- Pre-optimized for enterprise application workloads

Simplify Ongoing Tasks

- Single point of platform and application management
- Repeatable self service application provisioning

Built for Cloud

- “Platform as a Service”
- Elastic application runtimes



Built-in Expertise ■ Integration by Design ■ Simplified experience



Extend and protect your software investment



Ongoing product innovation coupled with world class customer support

Delivering Value with Subscription and Support:

- ▶ Maximize performance and accelerate productivity
- ▶ Lower operational costs with the latest version
- ▶ Exploit trusted expertise and best practices
- ▶ Mitigate risk with robust and convenient tools



Each year IBM invests billions of dollars on software research and development



Extend.

applications, processes
and services



Transact.

with integrity, scale,
and speed

Optimize.

business operations

