

Interviewer: And we're continuing our preview look at IBM Impact 2010, the worldwide BPM and SOA conference with two great speakers in this session. **Craig Hayman**, IBM and general manager of Websphere, and **Paul Strain**, an enterprise architect with Sutter Point Energy in Houston, Texas. Gentlemen, thanks for being with us.

Craig Hayman: Thank you.

Paul Strain: Thank you very much.

Interviewer: Craig, let's start with you. Tell us a little bit about your view with IBM Impact this year, especially with how it relates to the Smarter Planet initiative.

Craig Hayman Well, it's really interesting. As the world's economies are coming back online, people are looking both sides of the coin. Meaning, "find a way in which they can continue to be efficient in their operational structure, but also bring about change in their business structure to achieve a better outcome, to achieve more profitability and more growth." And we think one of the best techniques to solve that is by what we say, calling it creating a Smarter Planet. That means finding ways we can better connect, better instrument, and make more intelligent the systems that support the businesses.

It's really not a metaphor. As people think about the economy and hundreds of millions of people from developing nations are gaining education and skills to enter the workforce, this infusion of intelligence is really going to bring about a dramatic change. No matter what your views are on any structure that exists in the world, everyone is working to make them more efficient. So Smarter Planet is really about finding a way to give people the tools, the techniques, the best practices, show others how others have solved this problem so that more people can do it.

Interviewer: You know, that's a great overview, Craig. In fact, speaking of showing others, let's drill down a little bit into some of the technologies and demos you've got in store at Impact that will help folks connect the dots between your vision for Smarter Planet and how they actually do their day-to-day IT enterprise architecture jobs.

Craig Hayman

Yeah, every year, we bring together some of the best leaders in the industry. Both business leaders and IT leaders. And this year is no different. In May, we'll be bringing them together in Las Vegas. We expect over 6,000 different customers. There will be actually 300 different customers talking about their experiences about bringing about a Smarter Planet. There will be business sessions and IT sessions. What's new this year is we have a new business program, which is co-sponsored with Forbes where they'll bring in with us true industry leaders to talk about the best practices that they have seen throughout the world around internationalization, around making an organization more agile, how to help an organization work through, how to become more agile.

Very, very exciting. And of course, one of the benefits for attendees who are actually there at the event is they get a great update on some of our IBM products and offerings, some of our partner products and offerings, and we even have programs where they can get certified on the latest release of levels of our product and kick the tires. Our customers are really intelligent and really smart. They have a really good insight into their business. And they don't really want to hear a vendor marketing presentation. They want to hear from how others have done that and get involved.

You know, whiteboard through. Work with some of the leaders in the industry to help solve their problems in a meaningful way. We're able to do this just because we have so many great industry leaders there, people like Paul, who do this every day. They do this for a living.

Interviewer:

That's a great lead over to Paul. Paul, as an attendee as well as a speaker, give us a sense of what you're expecting to see at Impact and why other folks should make sure to take a look at the agenda.

Paul Strain:

In my role as an enterprise architect, I need to look at solutions for the whole enterprise and look at the big picture. For me, it's really the breadth of technologies that I get to see and not the ones that I'm just familiar with or using today.

Interviewer:

And I understand that you will be delivering one of these talks here at Impact. Can you give us a preview of what you'll be talking about?

Paul Strain: Sure, you bet. The first thing I'm going to talk about is our energy insight program, which is our transformational project to install 2 million smart meters in the Houston service area. We're replacing the traditional sort of analog or scaler meter with what is essentially a computer with a wireless network all the way to our data center. That's the first part of the infrastructure rollout. The second part is the intelligent grid. There's a whole bunch of componentry that goes out to our distribution management system that lets us better manage our network.

And so we'll be talking about what all that means. And from there, we'll talk about how we use Websphere products to help implement all that. Solar related, BPM related, and then going to talk a little bit about what it all means from an overall enterprise perspective, and I have some thoughts on what you get when you buy the whole stack or when you look at implementing a full stack of [inaudible] BPM, and I think it's pretty exciting.

Interviewer: Well it sounds like from that just small preview that you kind of see yourself as the speaker at Impact as a guide to best practice and implementation suggestions and even how to get certain projects structured and funded.

Paul Strain: When you look at the maturity and completeness of middleware stacks, you'll start to see the light and start to see how you can continue to be innovate and deliver solutions to your client faster, better, cheaper.

Interviewer: You know, Craig, hearing Paul talk, it's kind of amazing. Can you give a little more of a sense of what other types of customers and histories might be represented?

Craig Hayman Yeah, let me talk about a couple that I'm familiar with. So these are world renowned brands. You hold up a Visa card anywhere in the world. Everyone knows what that card is. Regulatory changes mean they were required with others to come up with a standard way of doing and clearing settlement, whether this is simple payment services, and this is a big area of focus with them. So what we did is we work with them to let the business users write business rules to let them manage their financial products and services at a business level.

And so then they can make simple or more complicated changes very quickly so they can be responsive and be compliant with this regulation. So Visa will be telling how they did that. They took a situation that was – I think they were perhaps a fourth into sort of regulatory change and turned that into an opportunity to make their company just that little bit more agile. Another one is Ford. Many automakers are having a tough time here. Especially in the United States at the moment.

Ford is one that's not in that situation. They had a – one Ford initiative to operate as one global company. So they took a specific set of processes around warranties, advanced bill materials, finance, and call center, and they board up new projects using Lombardi, a recent acquisition of IBM, within about three months to bring together this new line of business applications in our area, for example, engineering change management. This is a project that would have typically taken over a year to deploy, but the Lombardi capabilities really helped them do that in a very short period of time.

And **Paul Neusbaum** from Ford will be sharing that story. A great leader from Ford. We also have **David Yoo**, an incredible leader from Kaiser out in California. Kaiser will be talking about they have a major initiative around their web programs to create a user friendly, self-service set of business processes to allow their active users to self-serve themselves through this portal. And this is an effort that Kaiser has been on a journey with. They really had a substantial uptake by applying some SOA techniques. We helped them with that through some registries, some governance.

Think about the scale of some of the things David is trying to work on over there is kind of – they have over 5 million prescription refills. They've got almost 3 million active users on their self-service portal scheduling hundreds of thousands of different appointments working between their providers and their members. I'm really delighted. These are just three examples of some incredible leaders who will just be telling their stories about the challenge they saw and how they brought about a little bit of agility to their organization while solving a real day-to-day problem.

Interviewer: You know, that's a terrific overview, Craig. In fact, you paint this strong picture of this IT business alignment that we've all been pursuing for so many years that it seems like Impact has really made this tangible and real. And just before you go, I wanted to ask your sense of how you've aligned these abilities with your business program and your technology program.

Craig Hayman Multiple tracks. Right? So from the business program, we'll be talking about globalization. When you think about how do you shift your organization, shift your processes to take advantage of globalization instead of being trapped by that shift that is occurring, how do you enhance your customer experience, how do you take the insight that your line of business has and innovate inside your organization to make that insight a reality. Those business tracks, again, sponsored by Forbes, will be really focused there.

And then on the technology track, we'll of course be talking about some of our most recent acquisitions, including Lombardi and including iLog, but we'll also be talking more broadly about how we can bring about the business process change, how we can connect that to the SOA back plane, and how that can run on a resilient and reliable infrastructure. You know, I'm reminded by someone who climbs cliffs in their spare time. I don't do that. I think it's kind of dangerous, but they rely on the ropes and hammers and various pieces of metal that go into the cliff in order to climb up that in a reliable way.

One break is certainly a bad thing for them. So in the same way, our customer's business processes and operational systems rely on a resilient infrastructure, and our customers will be talking about how they have done that, how they have become some of the most agile companies in the world. And Apple falls into this now what we call business agility now, which is an interactive symposium, which is to combine these two lenses. Both the business lens of the intent of the change and the IT organization of how they can bring about that change.

Interviewer: Craig, a terrific look at Impact and a terrific analogy. I think many IT and business professionals felt a little bit like they were either climbing up or falling down the cliff this last year. Impact 2010 is a great way to get your bearings again and get back on track.

Craig Hayman Absolutely.

Interviewer: **Craig Hayman**, general manager of IBM Websphere and **Paul Strain**, enterprise architect with Center Point Energy in Houston, Texas. Thank you both very much for this preview, and we hope to see you in person May 2 in Las Vegas.

Paul Strain: You're welcome.

Craig Hayman Thank you.

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Duration: 12 minutes