



Dynamic Infrastructure

AI Zollar

Worldwide General Manager

Tivoli Software

IBM Software Group



For us to make sense of this new world, we must consider four critical questions

“My infrastructure is inflexible and costly”

More Agility

How do we create an intelligent infrastructure that drives down cost, is secure, and is just as dynamic as today's business climate ?

Dynamic Infrastructure

“Data is exploding and it's in silos”

Making Better Decisions

How can we analyze the wealth of information available to make rapid, informed and confident decisions throughout the organization?

New Intelligence

“New business & process demands ”

Responding to New Behaviors

How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work.

Smart Work

“Our resources are limited”

Doing More With Less

How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability.

Green & Beyond



The World Is Changing

Globalization

Complexity

Scale

Security



Energy

Information Explosion



1 billion transistors
for each person
on earth.



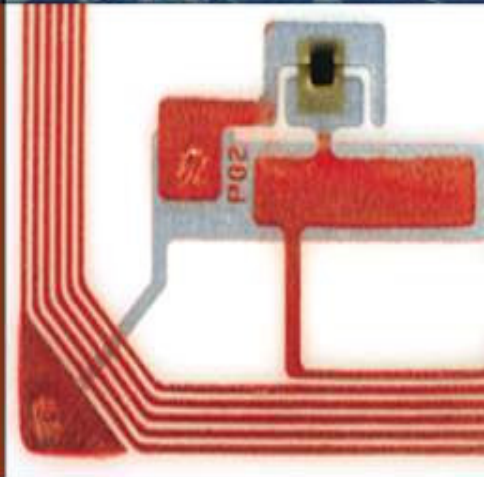
THINK



2 billion people will
be connected to the
internet by 2011.



30 billion RFID tags,
embedded into
our world by 2010.



15 petabytes of
new information
generated daily.

The Need for Progress is Clear

Inefficient Systems

70¢ per \$1
spent on maintenance

45% traffic circling
looking for parking in New York City

Outdated Processes

\$40B annual loss
due to supply chain inefficiencies

\$11.5 billion
worth of produce is wasted in India
because of outdated post-harvest
infrastructure

Wasted Resources

85% idle
computing capacity

2.9 billion gallons
of gasoline wasted annually
due to congested roadways



The world is getting smarter – more *instrumented, interconnected, intelligent.*



Smart traffic systems



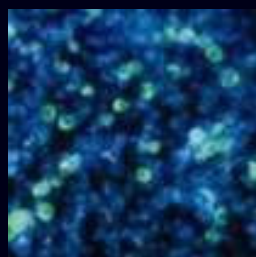
Smart food systems



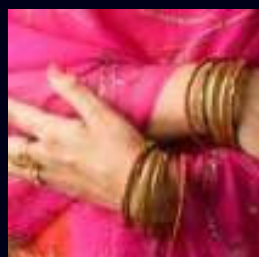
Smart healthcare



Smart energy grids



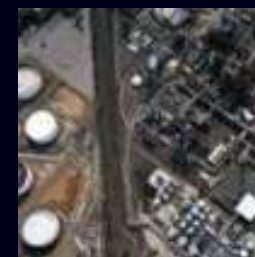
Smart water management



Smart countries



Smart cities



Intelligent oil field technologies



A smarter planet is placing new demands on IT

Advanced Search



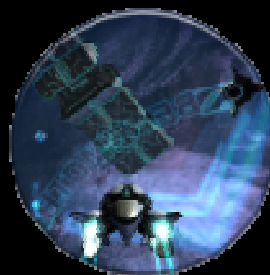
Financial Analytics



Medical Imaging



3D On-Line Infotainment



Video Surveillance



Analytics with Online Transaction Processing



Network Security & Threat Management





Dynamic Infrastructure for a Smarter Planet



*...Delivering superior business and IT services
with agility and speed*

Thinking Differently About Infrastructure Integrated Service Management is Key

- Service Management
- Asset Management
- Information Infrastructure
- Business Resiliency
- Security
- Energy Efficiency
- Virtualization
- Workload Optimization
- Flexible Delivery Options



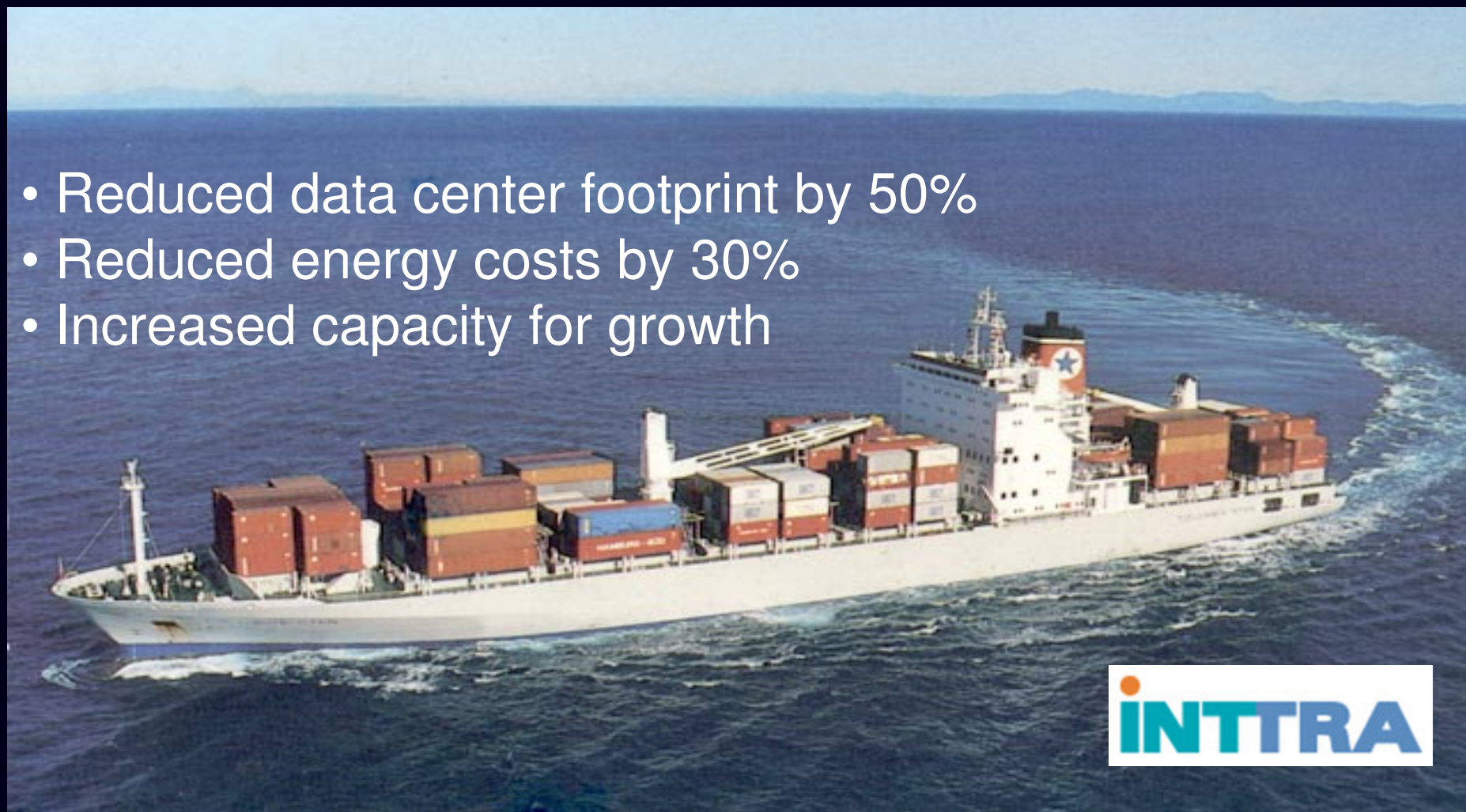
Smarter Utility Networks



- Eliminated manual meter readings
- Reduced volume of crews dispatched
- Improved speed of power restoration

Smarter Shipping

- Reduced data center footprint by 50%
- Reduced energy costs by 30%
- Increased capacity for growth



Smarter Banking

- Increased recovery efficiencies
- Increased productivity
- Met compliance regulations

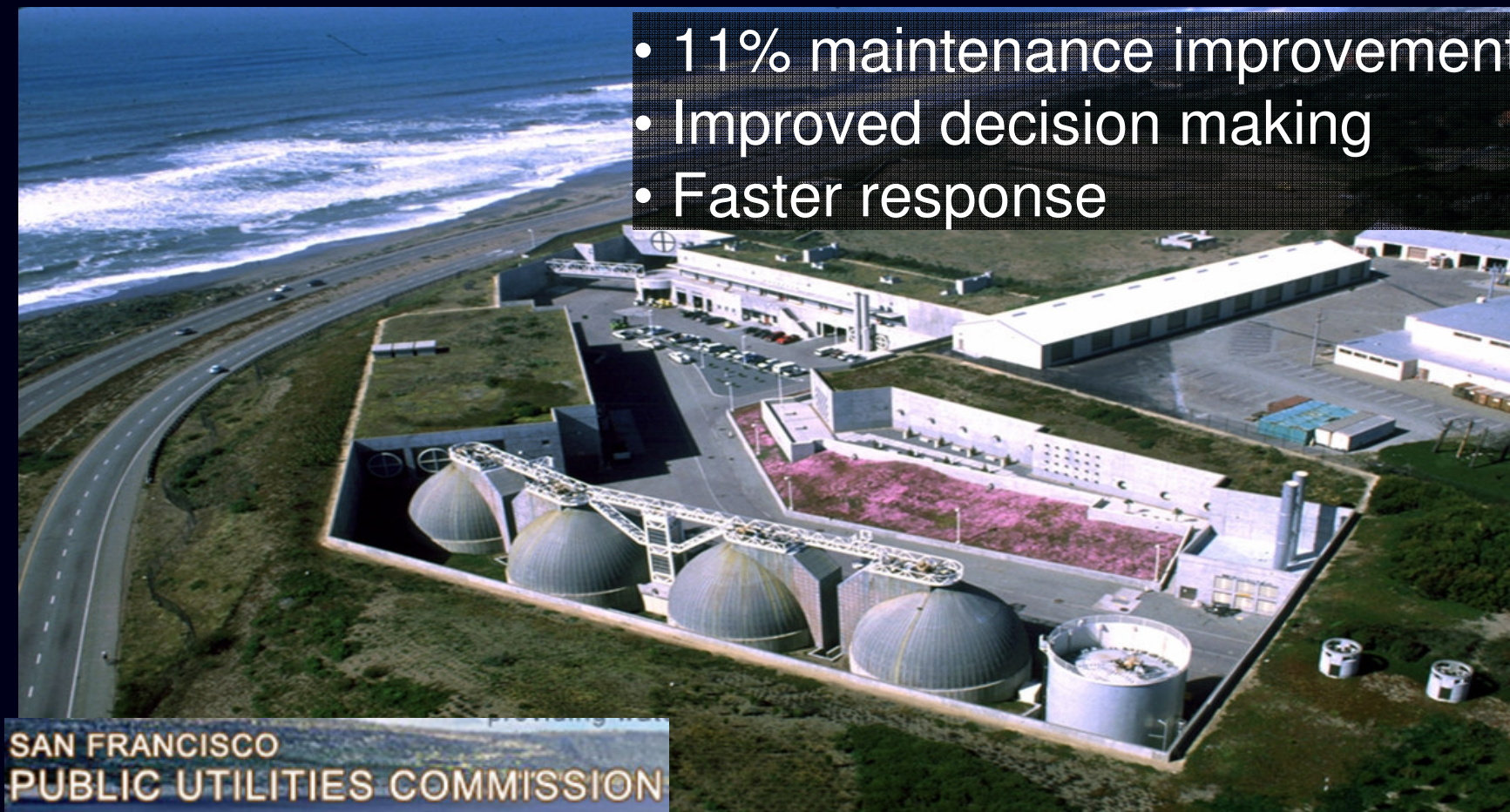
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Smarter Wastewater Management

- 11% maintenance improvement
- Improved decision making
- Faster response



The New Voice of the CIO

Top three most important visionary plan elements:



IBM Global CIO Study 2009

- Business Intelligence & Analytics
- Virtualization
- Risk Management & Compliance

IT is a key enabler to business goals and mission

IBM – helping clients build a dynamic infrastructure for a smarter planet



Integrating Digital and Physical Worlds



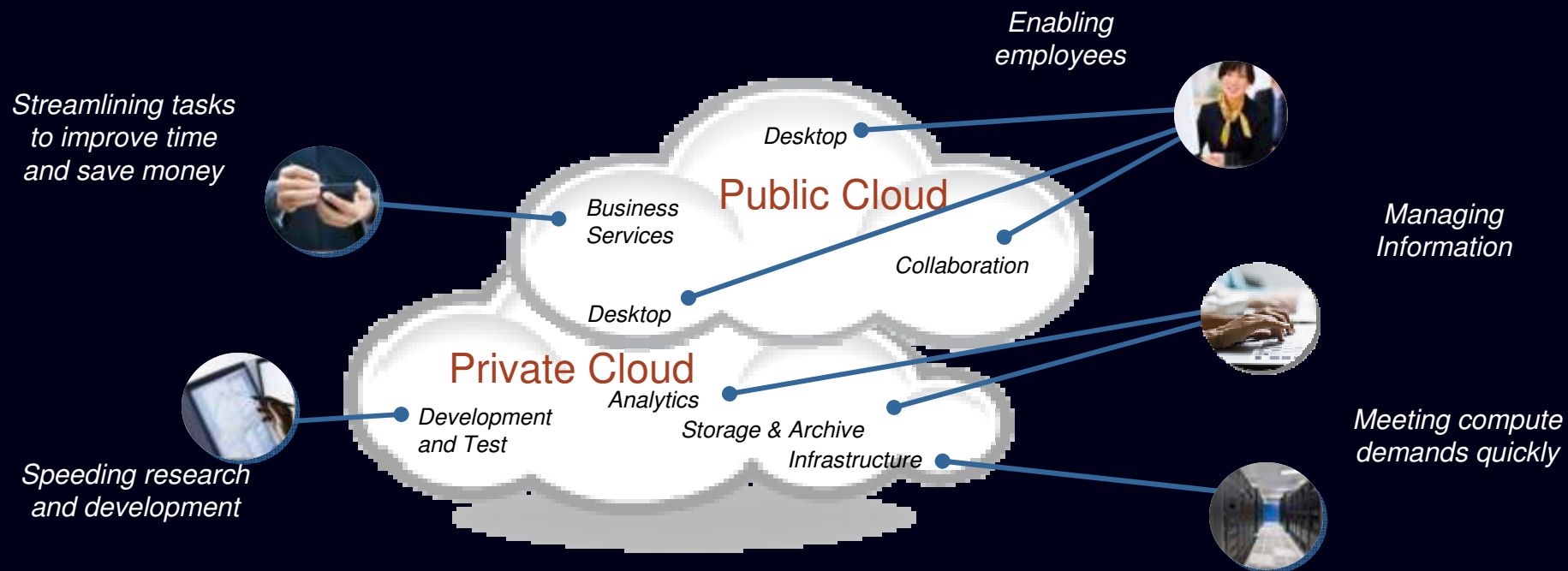
Managing Staggering Amounts of Information



Reducing Massive Inefficiencies

...with delivery options that drive speed and agility

IBM Cloud Delivery Options



- Smart Business on the IBM Cloud
- Smart Business Cloud
- Smart Business Systems

IBM CloudBurst

A Breakthrough in Service Delivery for Data Center Workloads

- A service delivery platform
- Fully integrated service management
- “Fit for purpose”



Based on IBM client cloud implementations

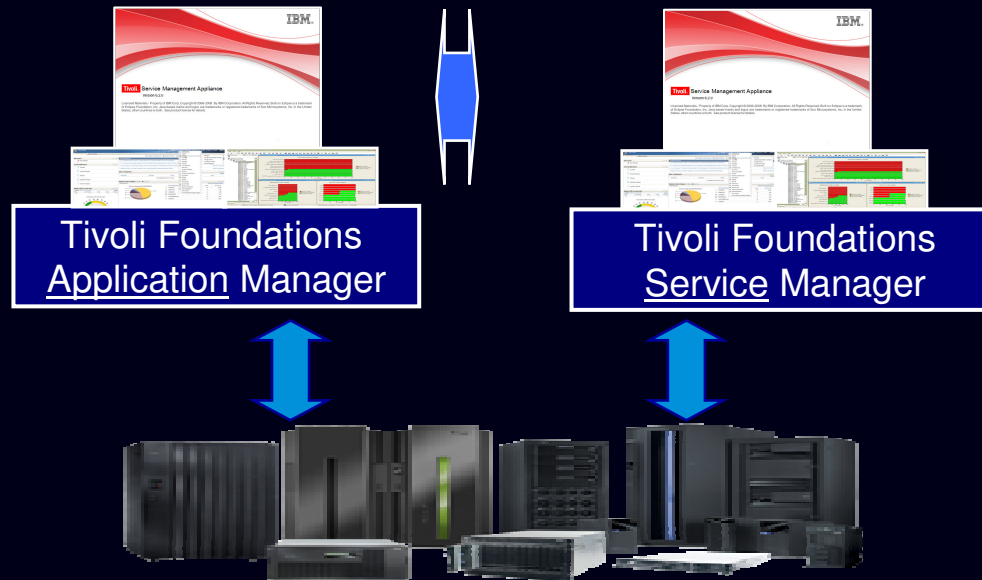
Tivoli Foundations Software Appliances



- Fully integrated service management
- Designed and priced for Mid-sized Organizations



Monitor, alert and report on performance and availability of IT Infrastructure



Basic service desk capabilities for managing incidents and problems

How Can We Enable Smarter Businesses?

We must Be Smarter
about Infrastructure.

