Unleashing Business Innovation with Integrated Service Management

Nick Gibson – CEE Tivoli Brand Leader

PCTY 2011
Pulse Comes to You

Optimizing the World’s Infrastructure
October 25, Moscow
IBM celebrates 100 years of innovation in 2011

Software innovation has been a vital player in the History of IBM

1950 FIRST "SELF-LEARNING" PROGRAM
Arthur L. Samuel of IBM's Research Laboratory programs an IBM 704 to play checkers. It is believed to be the first "self-learning" program, an early demonstration of the concept of artificial intelligence.

1951 A REVOLUTION IN TYPING
With the Selectric, switching typeface styles is as simple as changing the traditonal "golf ball" spring assembly. This revolutionary feature allows the user to quickly change font, point size, and language.

1956 IBM GLOBAL SERVICES
With the formation of IBM Global Services, IBM becomes the world's largest provider of technology services and business consulting.

1958 PCTY2011

1960s
DESKTOP COMPUTERS
IBM introduces the 1400 series, a line of mainframe computers that lay the foundation for the personal computer.

1970s
PORTABLE COMPUTERS
IBM introduces the 5100 Portable Computer, a 50-pound deskop machine that puts computer capabilities at the fingertips of mobile professionals.

1980s
INTERNET
IBM is one of the early leaders in the development of the Internet, with the introduction of the World Wide Web.

1990s
COMPUTER SECURITY
IBM leads the way in computer security, with the development of the first commercial firewalls.

2000s
MOBILE TECHNOLOGY
IBM continues to innovate in mobile technology, with the development of the world's first commercial smartphone.

2010s
CLOUD COMPUTING
IBM is a leading provider of cloud computing services, with the launch of the IBM Cloud.

Early Ambitions
A group of IBM's early computer scientists at the Gettysburg, Pennsylvania, office in 1948. The company was founded in 1911 by inventors John Presper Eckert and J. Presper Eckert, Jr., and is headquartered in Armonk, New York.

A SUPERCOMPUTING BENCHMARK
Despite its size and complexity, IBM's Deep Blue is not the most powerful supercomputer of its day. Indeed, the true significance of the machine lies in its role in supercomputing, not the public sphere. IBM, in fact, will never make supercomputers like Deep Blue.

IBM AND VISIOVERSE
IBM helps Videoserver harness the power of the Internet to become the world's most complete home video store—whether virtually or on the ground.

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IBM Software Today

- **Second largest** software company in the world. In the last decade, IBM Software profit has tripled.
  - US$ 22 billion revenue and represents **more than 44%** of IBM’s profit
  - More than **US$ 9 billion** IBM Software profit in 2010
  - + 60,000 employees
  - 35,000 software developers
  - 25,000 sales and technical support employees dedicated to IBM software business
  - Since 2000, IBM has invested in + **125 companies** (80 companies in software alone)
  - In 2010, IBM Software acquired **13 companies**
  - IBM Software Group (SWG) patents reached **1,140 in 2010**
Today’s Businesses Face an Unparalleled Rate of Change

- Differentiate their products and services
- Manage business transformation
- Execute with Reduced Risk and Cost
- Achieve Precision in Desired Business Outcomes
- Seize Business Opportunities
- Enable business flexibility
- Exploit globalization
- Proactively address changing regulatory mandates
An Increasing Dependence on Technology Leaders

- **80%** CEOs anticipate turbulent change and bold moves.¹
- **64%** of CIOs work with senior business executives to drive innovation.²
- **3x** increase in the gap between leaders’ need and their ability to deliver it.¹

Sources: 1. IBM CEO Study; 2. IBM CIO Study
An Approach to Continuously Improving Business Impact

- Predictability of business outcomes
- Service & product innovation
- Service quality & resiliency
- Infrastructure affordability & flexibility

Business Services

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Optimizing the World’s Infrastructure
IT is transforming and entering a new era of Computing

Centralized Computing
Efficient but...
Limited access & flexibility

Distributed Computing
Innovative but...
Fueled sprawl & increased TCO

Entering New Era of Computing Driven by...
- Insatiable Demand
- Unsustainable Economics
- New Technologies

Smarter Computing
Efficient & Innovative

PCTY2011 Optimizing the World’s Infrastructure
Clients are realizing Smarter Computing by deploying projects across critical technology domains.

**Smarter Computing**
Efficient and Innovative IT for Improved Economics

- Automate
- Integrate
- Secure

→ Big Data & Information Integration
→ Optimized Systems
→ Service Delivery / Cloud
Introducing new capabilities built on our common cloud architecture

IBM SmartCloud Foundation
An integrated set of cloud enabling technologies for private and hybrid clouds

IBM SmartCloud Services
A platform designed for enterprise-class service delivery with PaaS/IaaS managed services

IBM SmartCloud Solutions
New business and industry solutions on the Cloud offered as SaaS

Easily build and rapidly scale **private cloud** environments with unparalleled time-to-market, integration and management

Unprecedented choice, security and portability of applications on IBM’s SmartCloud service delivery platform

**Software as a service** coupled with deep industry insights, business process skills and analytics
Integrated Service Management (ISM)

Visibility, Control and Automation™ across the End-to-End Business Infrastructure and Service Chain
ISM Provides a Comprehensive Set of Capabilities
Rive Gauche

**Business Need**
Wanted to improve its security measures and hoped to:
- Achieve a higher level of network and endpoint security
- Reveals threats to information security in time
- Minimize the complexity of managing security
- Keep security staff at a reasonable minimum

**Solutions/Offerings**
- IBM Security Server Protection
- IBM Proventia Desktop Endpoint Security
- IBM Proventia Management SiteProtector System
  software running on the Linux operating system

**IBM Solution**
- Cover all the endpoints
- Multiple layers of defense in a single agent
- Delivers comprehensive protection
- Security under centralized management

**Real Business Results**
An extremely fast deployment, requiring only a few days
- State-of-the-art technology
- Comprehensive audit and monitoring features
- Near-seamless integration of all security system components
- Centralized management
- Cost savings
Business Need
• identify costs and resources against assets
• measure the performance of its critical assets
• improve competitiveness by decreasing asset downtime and increasing total output of energy

Solutions/Offerings
• IBM Maximo Asset Management

IBM Solution
• Functional breadth and depth
• Agility and predictability of the implementation process
• Experience and track record in the power generation industry
• Support of common and power generation-specific best practices for enterprise asset management processes
• Compatibility and ease of integration with the company’s incumbent enterprise systems, such as 1C, a popular local ERP package, and Oracle E-Business Suite
• Efficient support of remote access and distributed multi-site configuration

Real Business Results
• 20% reduction in average preventative maintenance workorder
• increased asset visibility
• improved knowledge management to reduce risks associated with an aging workforce
• improved equipment reliability, availability and life span
Vodafone Turkey

Business Need
Recently **IBM Turkey** announced that they will build a new cloud platform to help Vodafone Turkey design and market new collaboration services for more than 16 million active subscribers.

Solutions/Offerings
- ITS - Infrastructure Strategy & Design Services. ITS - Test Cloud Platform Installation & Configuration Services
- ITS - 4 years Test Cloud Managed Services.
- GBS - Service Acceptance Test Process Design & Execution Services
- SWG - IBM Tivoli Cloud Platform Components TSAM, TSRM, TPM & ITM

IBM Solution
- Maximized Vodafone’s existing server capacity
- More flexible allocation of IT resources
- Combines web development tools in a secure way
- Responds in advance to the future market development

Real Business Results
- Save significant CAPEX & OPEX spending
- Secured with SLAs
- Rapid deployment of Test Platforms
- Provides self serviceability

This agreement is the first private managed cloud project in Central and Eastern Europe. It enables testers to procure new test environments in hours -- a process that previously could take up to weeks.
Enlarging our portfolio...

Tivoli acquisitions 1996 - 2011

**Service Management**

- **Tivoli (1996)**
  - Centralized systems mgmt
- **Unison (1997)**
  - Job scheduling
- **DBMX (1997)**
  - Distributed DB mgmt
- **Dascom (1999)**
  - Security access control
- **SANergy (1999)**
  - Storage mgmt
  - Mainframe systems mgmt
- **Metamerge (2002)**
  - Directory integration
- **TrellisSoft (2002)**
  - Storage mgmt
- **Access360 (2002)**
  - Identity mgmt
- **Think Dynamics (2003)**
  - Automated server provisioning

**Candle Corp (2004)**
- Systems Mgmt & Monitoring

**Cyanea (2004)**
- Web performance mgmt and monitoring

**Isogon (2005)**
- IT asset mgmt

**Collation (2005)**
- Application-centric views of cross-tier IT infrastructure

**Micromuse (2005)**
- Network mgmt

**ClM Labs (2006)**
- Track resource usage across virtualized environments

**Rembo (2006)**
- Automatically install or upgrade OS on multiple systems

**MRO (2006)**
- Asset and services mgmt

**ISS (2006)**
- Internet Security Systems (software and services)

**DORANA (2006)**
- Software asset mgmt

**Vallent (2006)**
- Network performance monitoring and service mgmt for wireless

**Consul (2006)**
- Compliance and security audit

**Enventuate (2008)**
- Identity and access management software

**FilesX (2008)**
- Continuous data protection/recovery

**Intelliden (2010)**
- Network management

**Big Fix, Inc. (2010)**
- High-performance enterprise systems and security management

**Tririga (2011)**
- Real Estate Portfolio

Most recent acquisitions

Leading provider of software solutions for Integrated Workplace Management Systems (IWMS)

Global provider of high-value, next-generation SIEM, Log Management, Network Activity Monitoring and Risk Management technologies
...and continuing to Expand Our Capabilities...

- Image / Virtualization & Cloud Management
- End point Management Solutions
- Network Management Solutions

- Real-time Asset Locator
- Intelligent Network Metering
- Smart Buildings Management

- Security Intrusion System
- Space Management Solutions
- SaaS Service Desk Management
- Analytics Solutions
Leveraging an Open, Standards Based Architecture

For
Data Centers

Future IBM Capabilities
Client’s Existing Capabilities
3rd Party Capabilities

For
Design & Delivery

Open Services for Lifecycle Collaboration (OSLC) Architecture
- Dynamic Interaction
- Federated Data
- Common Services

For
Industries

IBM INTEGRATED SERVICE MANAGEMENT PLATFORM

Best Practices

Collaboration
Discovery
Query
Security
Dashboards

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World’s Infrastructure
Pulse 2012
Optimizing the World’s Infrastructure

Join us at the MGM Grand Hotel in Las Vegas, March 4 - 7, 2012.

Gain the insight required to enable service innovation in a comprehensive, world-class environment. Attend Pulse 2012 and learn how IBM can help you deliver quality services, manage risk and compliance, and accelerate business growth. It’s an event you won’t want to miss!

A valuable opportunity you don’t want to miss:
• Attend high-quality general sessions and breakouts.
• Hear first-hand experiences and learn best practices from 350 IBM clients.
• See innovative demonstrations from IBM and Business Partners at the extended Solution Expo.
• Network with over 7,000 of your peers in targeted education sessions, multi-use lounges, community receptions, and product user groups.
• Meet top strategic and technical talent.
• Gain insight into product roadmaps and the latest ideas in service management.
• Develop new skills with self-paced, technical, hands-on labs.
• Validate your product expertise with easy access to a wide variety of certification tests.
• Supplement your knowledge with post-conference education.
• Enjoy dynamic speakers and entertainment.

Our early bird rate for clients and partners is $1,495. This is a $500 savings off the $1,995 full conference rate. To be eligible for this, partners and clients must register by 12/16/11.

Register at ibm.com/pulse

https://rcpt.yousendit.com/1252192581/a149fb16fa270f5170007d5fdb9f5ef6
Share your story at Pulse 2012!

Client Speaker Benefits:
• One full conference pass ($1995 value)
• Use of the exclusive Client Speaker VIP Lounge
• Networking opportunities with over 7,000 industry experts, press, and analysts
• A profile of your success story in the Pulse SmartSite

Proposals should address:
• **Cloud deployment and management**: share your journey with cloud and discuss techniques for deploying, managing and securing your cloud environment
• **Asset Management**: how has your organization achieved greater efficiency in asset management by managing traditional IT, physical, and emerging smart assets
• **Service availability and performance**: advancements in increasing service availability and quality including visibility of services and the networks, systems and applications supporting them
• **Service provider networks and services**: how you leveraged IBM solutions to deploy and manage new next generation services (4G, cloud)
• **Stories about innovation and transformation**: including smart buildings, smart grid, smart healthcare; and how IBM helped your organization deliver new types of products and services
• **Service delivery**: Discuss how IBM solutions helped you achieve greater levels of collaboration across development and operations; how automation has helped you achieve greater levels of agility
• **Security, risk and compliance**: how your organization has improved its security, risk or compliance posture with automated threat, identity, access and security controls.
• **Industry-specific implementations** that explore how your organization implemented an industry-tailored service architecture and how this played a role in innovation and/or service delivery
• **Virtualization**: discuss your solutions for provisioning, scheduling, storage and optimization of hybrid, virtualized environments and their impact on efficiency and cost-savings

Submit your proposal by 11/7/11 at ibm.com/pulse
# Agenda for the day

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>9.00 - 10.00</td>
<td>Registration &amp; Welcome coffee</td>
<td>Nick Gibson, Tivoli Brand Leader CEE, IBM CEE</td>
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<tr>
<td>10.00 - 10.20</td>
<td>Welcome speech. Unleashing Business Innovation with Integrated Service Management.</td>
<td>Callum D McCallum, Worldwide ISM Tiger Team, IBM UK</td>
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<tr>
<td>10.20 - 10.40</td>
<td>BVA methodology for Tivoli and ROI from IT infrastructure</td>
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<tr>
<td>10.40 - 11.00</td>
<td><strong>SESSION 1: IT Infrastructure and services management</strong></td>
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<tr>
<td>11.00 - 11.40</td>
<td>IBM Tivoli solutions for availability and performance. IT infrastructure management</td>
<td>Dmitriy Lobovko, Tivoli Software Sales Representative, IBM EE/A</td>
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<tr>
<td>11.40 - 12.00</td>
<td>IBM Monitoring solutions at Krasnoyarsk GES - customer case</td>
<td>Irina Yudina, CIO, Krasnoyarskaya GES</td>
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<tr>
<td>12.00 - 12.30</td>
<td>TBSM demo</td>
<td>Viacheslav Zhensherukha, Tivoli/Vallent Technical Sales</td>
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<tr>
<td>12.30 - 14.00</td>
<td>Network and Service Assurance</td>
<td>Alexander Koryukin, Tivoli SW Sales Representative, IBMEE/A</td>
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<tr>
<td>14.00 - 15.00</td>
<td><strong>LUNCH</strong></td>
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<tr>
<td>15.00 - 16.30</td>
<td>Storage Management</td>
<td>Pavlo Statsenko, Tivoli Storage Sales Rep, IBM EE/A</td>
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<tr>
<td>16.30 - 17.00</td>
<td>IT Asset management</td>
<td>Ivan Shilov, Senior Business Development Specialist, IBM EE/A</td>
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<tr>
<td>17.00 - 17.30</td>
<td>Tivoli solutions for Cloud</td>
<td>Igor Moskvo, Tivoli Software Sales Representative, IBM EE/A</td>
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<tr>
<td>17.30 - 18.00</td>
<td><strong>SESSION 2: IT security: priorities, objectives and solutions</strong></td>
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<tr>
<td>11.00-11.10</td>
<td>Welcome speech</td>
<td>Oleg Letaev, IBM security team leader, IBM Tivoli IBM EE/A</td>
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<tr>
<td>11.10 - 11.50</td>
<td>IT security: trends and risks. IBM x-Force for 1H 2011.</td>
<td>Oleg Letaev, IBM security team leader, IBM Tivoli IBM EE/A</td>
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<tr>
<td>11.50 - 12.20</td>
<td>GX7000 helps to prevent attack of new generation</td>
<td>Kirill Kertsanbaum, IBM Security Solutions, IBM EE/A</td>
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<tr>
<td>12.20 - 12.50</td>
<td>Tivoli Security Solutions</td>
<td>Andrey Khristyuk, IBM Tivoli Security, IBM EE/A</td>
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<tr>
<td>12.50 - 13.20</td>
<td>Tivoli Endpoint Manager for Security</td>
<td>Andrey Khristyuk, IBM Tivoli Security, IBM EE/A</td>
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<tr>
<td>13.20 - 14.00</td>
<td>IBM X-Force report overview</td>
<td>Roman Andreev, Software IT specialist (IBM Security Solutions, ISS), IBM EE/A</td>
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<tr>
<td>15.00 - 15.30</td>
<td>Database security with IBM Guardium</td>
<td>Ukhariev Sergei, SWG Information Management Specialties Sales Manager, IBM EE/A</td>
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<td>15.30 - 16.00</td>
<td>Rational Appscan</td>
<td>Timur Markunin, IT Specialist - Rational (Tech Sale), IBM EE/A</td>
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<tr>
<td>16.00 - 16.30</td>
<td>Cloud Security solutions</td>
<td>Kirill Kertsanbaum, IBM, IBM EE/A</td>
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<tr>
<td>16.30 - 17.30</td>
<td>IBM Security Virtual Server Protection - demo</td>
<td>Roman Andreev, Software IT specialist (IBM Security Solutions, ISS), IBM EE/A</td>
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**PCTY 2011**

Optimizing the World’s Infrastructure
Backup

PCTY2011
Pulse Comes to You
Business need

- double the production capacity from 1 Mt to 2 Mt per annum
- gain 30% productivity and improve cost efficiency by 40%, while ensuring maximum safety and regulatory compliance
- implement corporate visibility of their production and maintenance operations

Solutions/Offerings

- Maximo Asset Management
- IBM GTS services
- Slovenian BP Kopa support and integration services

IBM Solution

- provide insight for all enterprise assets, their conditions and work processes, for better planning and control
- manages asset deployment, specifications, monitoring, calibration, costing and tracking from a single system
- plans inventory to meet maintenance demand, making the right parts available at the right location when needed

Real Business Results

- ultimate control and visibility of their maintenance processes
- key performance indicators, outage and cost reports through the whole organization and up to the top management
Škoda Auto a.s.

Business Need
• Existing intranet solution did not support the company’s need for fast and targeted dissemination of information
• Content creators realized there was no adequate tool available
• Reliance on Microsoft Internet Information Services-based HTML pages

Solutions/Offerings
• Lotus: WebSphere Portal Enable
• Tivoli: Tivoli Composite Application Manager for Response Time Tracking; Tivoli Access Manager for e-business
• IBM Cognos BI
• Global Alliance Solutions: Oracle Database; SAP ERP

Better than Competition
• Turned to IBM Business Partner T-System for a solution based on IBM WebSphere and IBM Tivoli software
• Designed a portal cluster
• Integrated its current IBM Tivoli Access Manager for e-business software and other heterogeneous applications

Real Business Results
• An efficient communication vehicle
• Users can now directly own and conveniently manage their own Web content
• Improved overall security and lessened the burden on users
• Is heavily using WS Portal with WebSEAL