April 2011

Smarter Planet References: Building a smarter planet with our Business Partners

Let's build a smarter planet together.

IBM

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The Smarter Planet references in this update tell compelling client stories how, together with IBM, Business Partners are delivering game-changing innovations. Each reference tells the story of a Smarter Planet solution — one that's instrumented, interconnected and intelligent.

Use the navigation above to search for references by category: Mid-Market, Enterprise, or Markets **OR** by Industry. You may also use the link below to view an alphabetical listing of all references.

Click here for an index listing all references.

Click here to read more about a Smarter Planet.

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2. **Poslovna inteligencija and European Pharmaceutical Company**
   Smarter Planet • IBM Business Partner: Poslovna inteligencija **[click here]**

3. **Provista Software International Inc., and State Public Safety Organization**
   Smarter Cities, Smarter Government, Smarter Public Safety • IBM Business Partner: Provista **[click here]**

4. **Sky IT Group and Clothing Company**
   Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Sky IT Group **[click here]**

5. **Sky IT Group and A Manufacturer and Retailer of Baby Products**
   Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Sky IT Group **[click here]**

6. **TerraEchos Inc., and North America Laboratory**
   Smarter Energy, Smarter Government • IBM Business Partner: TerraEchos **[click here]**

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Enterprise

1. **Artesian Solutions and Global Radio**
   Smarter Media • IBM Business Partner: Artesian Solutions **[click here]**

2. **Ciisa and University Based in Mexico**
   Smarter Education • IBM Business Partner: Ciisa **[click here]**

3. **Deltares and Stichting Flood Control – IT Reference Architecture**
   Smarter Planet • IBM Business Partners: Deltares **[click here]**

4. **Deltares and Stichting Flood Control – Smarter Levee Management**
   Smarter Planet • IBM Business Partners: Deltares **[click here]**

5. **EdifiXio and a Global Plumbing Distributor**
   Smarter Planet • IBM Business Partner: EdifiXio **[click here]**

6. **EMA and Esri Deliver Solution to a Western U.S. City**
   Smarter Cities, Smarter Government, Smarter Water • IBM Business Partners: EMA and Esri **[click here]**

7. **Esri and Municipality**
   Smarter Cities, Smarter Government, Smarter Water, Smart Products • IBM Business Partner: Esri **[click here]**

8. **Genesys and a North American Insurance Provider**
   Smarter Insurance, Smarter Commerce • IBM Business Partner: Genesys **[click here]**

9. **GT Nexus and Consumer Products Company**
   Smarter Cloud Computing, Smarter Supply Chain, Smarter Transportation • IBM Business Partner: GT Nexus **[click here]**

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Smarter Healthcare • IBM Business Partner: Info Trellis **[click here]**

11. Interloc Solutions, DataSplice and Solufy Information Technologies Inc Assist Major U.S., Metro Transportation Provider
Smarter Transportation • IBM Business Partners: Interloc Solutions, DataSplice and Solufy **[click here]**

12. ISV and Government Agency In India
Smarter Rail, Smarter Transportation • IBM Business Partner: ISV **[click here]**

13. ISV and Healthcare Provider
Smarter Healthcare • IBM Business Partners: ISV **[click here]**

14. Johnson Controls and Rochester Data Center
Smarter Buildings, Smarter Energy • IBM Business Partner: Johnson Controls **[click here]**

15. Kapacity and A Danish Construction Supplies Distributor
Smarter Planet • IBM Business Partners: Kapacity **[click here]**

16. LPA Systems and Texas Healthcare Provider
Smarter Healthcare • IBM Business Partner: LPA Systems **[click here]**

17. Nokia-Siemens Network Company and A Leading Mobile Services Provider in China
Smarter Communications • IBM Business Partner: Nokia-Siemens Networks **[click here]**

18. Northgate and UK Government Agency
Smarter Cities, Smarter Government • IBM Business Partner: Northgate **[click here]**

19. Numius and a large Belgian Health Services Organization
Smarter Healthcare • IBM Business Partner: Numius **[click here]**

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Smarter Oil & Gas • IBM Business Partner: Pardus **[click here]**

21. Perficient and Healthcare Alliance
Smarter Healthcare • IBM Business Partner: Perficient **[click here]**

22. Siemens IT and Spanish Emergency Response Center
Smarter Cities, Smarter Government, Smarter Public Safety • IBM Business Partner: Siemens IT **[click here]**

23. Space-Time Insight assists a Midwest Utility Provider
Smarter Planet • IBM Business Partner: Space-Time **[click here]**

24. S&T Romania and Heidi Chocolate
Smarter Food, Smarter Supply Chain • IBM Business Partner: S&T Romania **[click here]**

25. Versaterm and Law Enforcement Agency
Smarter Government, Smarter Public Safety **[click here]**

26. Vetasi and UK Government Agency
Smarter Government, Smarter Transportation • IBM Business Partner: Vetasi **[click here]**

27. Vetasi and UK Utility Provider
SP • IBM Business Partner: Vetasi **[click here]**

28. VirtualAgility and South Africa Public Safety Client
Smarter Cities, Smarter Government, Smarter Public Safety • IBM Business Partner: VirtualAgility **[click here]**

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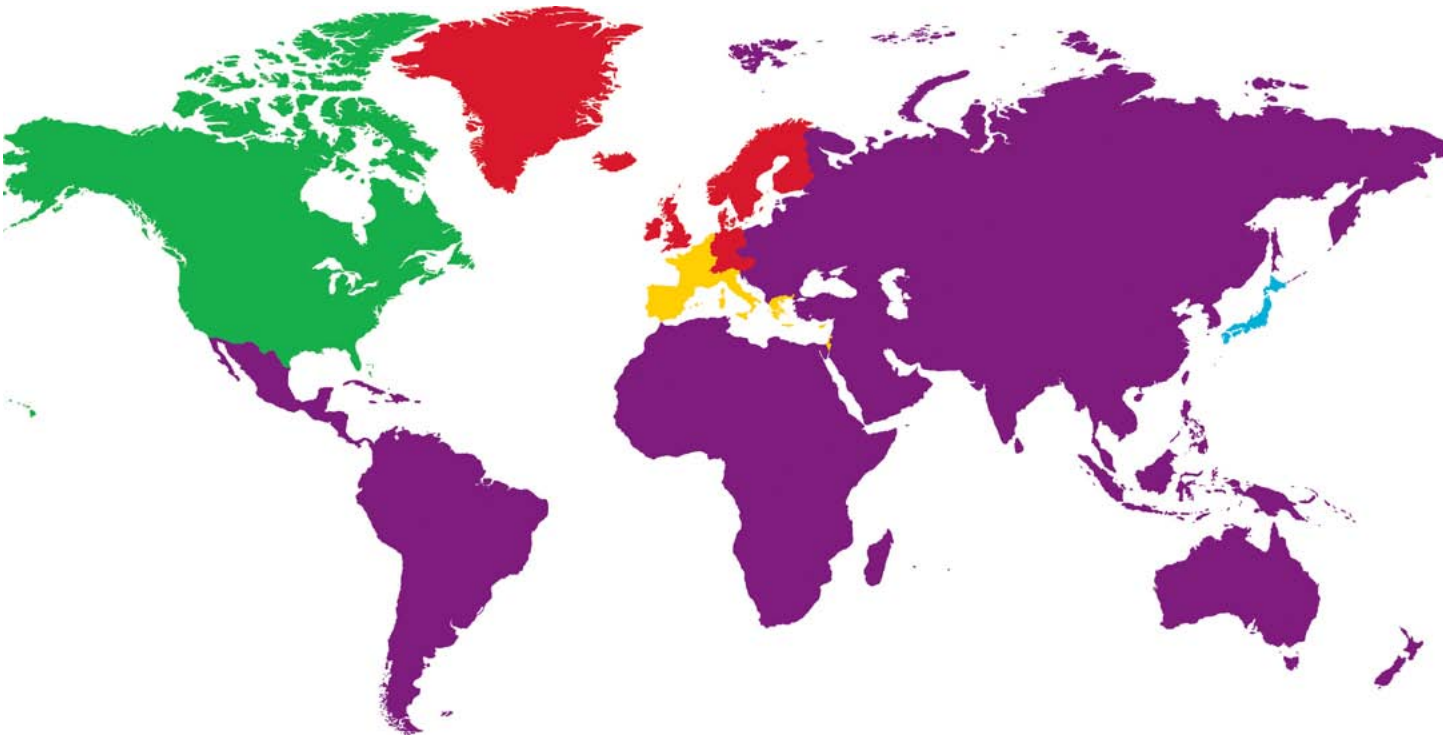
Markets



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Northeast Europe [click here]

Southwest Europe [click here]

Growth Markets [click here]

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14. Sky IT Group and A Manufacturer and Retailer of Baby Products
Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Sky IT Group **[click here]**

15. TerraEchos Inc., and North America Laboratory
Smarter Energy, Smarter Government • IBM Business Partner: TerraEchos **[click here]**

16. Versaterm and Law Enforcement Agency
Smarter Government, Smarter Public Safety • IBM Business Partner: Versaterm **[click here]**

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Northeast Europe

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   Smarter Media • IBM Business Partner: Artesian Solutions **[click here]**

2. **Kapacity and A Danish Construction Supplies Distributor**
   Smarter Planet • IBM Business Partners: Kapacity **[click here]**

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   Smarter Government, Smarter Transportation • IBM Business Partner: Vetasi **[click here]**

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Southwest Europe

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5. **Poslovna inteligencija and European Pharmaceutical Company**
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Enterprise **Growth Market**

Pardus and European Oil and Gas Company *Smarter Oil & Gas*

IBM Business Partner: Pardus

IBM content
WebSphere: WebSphere Application Server Community Edition

Business Need:
A European oil and gas company sought to more quickly prioritize and process laboratory test samples from throughout its operations,

Solution:
The eQMS:LIMS laboratory management system developed by IBM Business Partner Pardus and built using IBM WebSphere Application Server Community Edition software, allows the European oil and gas company to rapidly respond to manufacturing requirements as well as implement risk prevention policies. The solution increases laboratory efficiency, productivity, and throughput and lowers the cost of processing samples.

The company is able to swiftly respond not only to detected incidents, but also to predict potentially hazardous events. This new capability of rapid prediction enables the company to take proactive measures and prevent incidents that could have a severe environmental impact. For example, an air sample taken from a refinery site could indicate increased levels of pollutants – which could be a result of a change in raw material quality, malfunctioning equipment or even faulty test sensors. Whatever the cause, regular testing, rapid access to results and automated alarms provide a basis for making more informed and more proactive decisions.

BP Information:
Pardus is an Advanced level IBM Business Partner and an e-business enabling company.

Deployment:
January 2009 – Ongoing

Reference URL: **click here**

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Enterprise **Growth Market**

Pardus and European Oil and Gas Company *cont.*
Smarter Oil & Gas

IBM Business Partner: Pardus

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snapshot

- The laboratory information management system allows the company to make faster, more proactive decisions about exploration and refining of petroleum products while improving the ability to prevent incidents and respond when the environment is threatened. The system can prevent the need for costly product recalls by detecting anomalies sooner, when proactive decisions can be made.

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Midmarket **Growth Market**

Poslovna inteligencija and European Pharmaceutical Company *Smarter Planet*

IBM Business Partner: Poslovna inteligencija

IBM content

System x: System x: System x3650 M3; System x: System x running Windows
Storage – Disk: Storage: DS3950
Software:
Information Management: Cognos Business Intelligence; Cognos 8 BI Analysis Studio; Cognos 8 BI Query Studio; Cognos 8 BI Report Studio; Cognos 8 BI Version 8.4; Cognos 8 Planning
Services:
IBM Global Services – Global Business Services (GBS): GBS BAO: Advanced Analytics and Optimization; GBS BAO: Business Intelligence and Performance Management; GBS Strategy and Change: Business Strategy

Business Need:

The client, a leading pharmaceutical company, found that its existing management processes could not effectively support its fast growth and the expansion to new markets. The company's budgeting and forecasting processes were time consuming, labor intensive and performed in Excel. It realized it needed to replace the inflexible reporting system that used manual data entry with a better system that could be easily accessed by everyone who needs data, whenever they need it. The key to the envisioned solution was fact-driven planning enabled by an in-depth analysis of all available data.

Solution:

The company chose IBM Cognos BI and Cognos Enterprise Planning as its primary business analytics solutions. The solution will provide an information integration and analysis platform for the client's sales, marketing and production planning departments. IBM Business Partner Poslovna inteligencija assisted in delivering the solution.

With a more complete and accessible picture of the market, competitors and its own internal information, the company will be able to predict and react to issues, for example sales declines because of market factors (e.g. a competitor lowers their price) or delays in production because of procurement problems. Cognos will perform analysis into sales reporting, investment in marketing, COGS, and sales forecasting. The latter provides input for production, quarterly and annual sales planning, cost of logistics, inventory planning, and inventory cost analysis.

BP Information:

Poslovna Inteligencija is the leading consulting firm specialized in implementation of intelligent information systems for decision support.

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Midmarket **Growth Market**

Poslovna inteligencija and European Pharmaceutical Company *cont.* *Smarter Planet*

IBM Business Partner: Poslovna inteligencija

Deployment:
July 2010 – Ongoing

Reference URL: **click here**

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snapshot

- Positions the company to gain larger market share (expect to gain more than 10% within three years).
- Provides superior analysis tools making trends and promotion analysis fast and simple to execute.
- Consolidates and provides flexible use of data for better and faster decision making.
- Reduces external controlling consultant costs by 38%.
- Reduces management working hours for analysis and data quality discussion by 34%.
- Reduces working hours in controlling department for analysis and data integration by 28%.

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1. **Johnson Controls and Rochester Data Center**
   Smarter Buildings, Smarter Energy • IBM Business Partner: Johnson Controls **[click here]**

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Enterprise **North America**

Johnson Controls and Rochester Data Center *Smarter Buildings, Smarter Energy*

IBM Business Partner: Johnson Controls

IBM content:

Software:
Information Management: Cognos Business Intelligence

Tivoli: Tivoli Business Service Manager; Tivoli Data Warehouse; Tivoli Monitoring; Tivoli Netcool/OMNIbus; Maximo Asset Management; Maximo Asset Management for Energy Optimization; Tivoli Access Manager for Enterprise Single Sign-On; Tivoli Identity Manager

WebSphere: WebSphere ILOG JRules

Business Need:

Commercial property owners face significant challenges in maintaining the reliability and profitability of their facilities, while demonstrating environmental responsibility to combat rising energy costs. IBM's Rochester, Minnesota Data Center lacks a way to manage energy use and gain crucial insight into the condition of assets. Because there is no way to track assets that perform outside of specifications, maintaining equipment becomes difficult, breakdowns become more unpredictable, and achieving the goal of enforcing better energy use campus-wide becomes inefficient and laborious.

Solution:

Rochester Data Center deployed a smarter buildings solution based on a diverse software platform through a joint effort of IBM Global Business Services, IBM Software Services and IBM Alliance Partner Johnson Controls. The solution integrates asset and service work-order management with energy and sustainability management analytics, and tracks the reduction of energy consumption and carbon emissions using comprehensive dashboards to provide corporate and site managers, engineers and maintenance staff with real-time visibility into operations.

The solution resulted in improved asset reliability and longer asset lifespan, with the ability to automate the process of preventative maintenance through dashboards that alert personnel to the age and operational parameters of the equipment campus-wide to prevent costly system downtime.

Reduced energy consumption and carbon emissions were achieved, and the campus has projected an estimated 5 percent year-over-year incremental energy savings for a facility that has undergone years of continuous energy-efficiency improvements.

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Enterprise **North America**

Johnson Controls and Rochester Data Center *cont.*
Smarter Buildings, Smarter Energy

IBM Business Partner: Johnson Controls

BP Information:
Johnson Controls is a global diversified technology and industrial leader serving customers in over 150 countries.

Deployment:
April 2010 – Ongoing

Reference URL: click here

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Telephone: 1-507-253-2209
Robert Maroo/Rochester/IBM@IBMUS
maroo@us.ibm.com

snapshot

- Automates fault detection and diagnostics through dashboards that trigger system performance alerts, monitor energy use and drive real-time analysis to cut costs campus-wide.
- Consolidates all data captured from sensors into a common data warehouse for access by designated users.
- Integrates instrumentation, metering, control systems and asset management systems for a top-down and bottom-up view of facility performance and carb-on footprint.

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Consumer Products

1. **GT Nexus and Consumer Products Company**
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   Smarter Food, Smarter Supply Chain • IBM Business Partner: S&T Romania **[click here]**

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Enterprise **North America**

GT Nexus and Consumer Products Company *Smarter Cloud Computing, Smarter Supply Chain, Smarter* Transportation

IBM Business Partner: GT Nexus

IBM content:
WebSphere: IBM ILOG CPLEX

Business Need:
Managing the entire global transportation process and the oceanic shipping link in the supply chain was a complex operation for the packaged goods company. Shipping managers and analysts within the company had to manage a network of service providers sending shipping containers to hundreds of locations around the world and around the clock. Most of the decisions made around these shipping processes were made using spreadsheet applications. Each relationship had to be managed individually, as each shipper used different forms, different bid sheets and contract requirements. As a result, the packaged goods company had little insight or control over its shipping processes. Without insight and control, the company was unable to:

- Standardize bidding and contract management
- Optimize spending on oceanic freight
- Monitor contract performance, on-time delivery and container utilization
- Develop complex service requests and send them to shipping providers to respond to them
- Make long-term logistics plans that would support cost efficiencies.

The packaged good company sought a solution that would lower the costs of oceanic shipping, provide greater flexibility and control over shipping processes and enable more precise supply chain decisions. The solution needed to eliminate inefficient paper-based processes and provide insights gained from information provided by the shipping partners without creating an IT burden for the enterprise.

Solution:
To address the challenges of managing global ocean logistics, the major consumer packaged goods company sought out a solution from IBM Business Partner GT Nexus called the Cloud Supply Chain Services for Global Trade and Logistics solution. Powered by IBM WebSphere ILOG CPLEX software the new solution enables importers, exporters and logistics service providers to optimally manage multi-million dollar transportation programs. The solution is designed to be a collaborative information platform that centralizes, standardizes, integrates and automates what historically have been disparate and highly manual processes for tendering, contracting, executing and managing global transportation services.

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Enterprise **North America**

GT Nexus and Consumer Products Company *cont.* *Smarter Cloud Computing, Smarter Supply Chain, Smarter* Transportation

IBM Business Partner: GT Nexus

BP Information:
GT Nexus connects the physical and financial supply chains over a single, industry-backed Web platform.

Deployment:
September 2008 – Ongoing

Reference URL: **click here**

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GT Nexus, Inc.
UNITED STATES
mark.cosway@gtnexus.com

snapshot

- Optimized global spend by 3–8 percent annually, resulting in a US12 million savings in oceanic shipping costs.
- Reduced demurrage costs – fees paid for delaying shipments – by US1 million from a single business unit.
- Enhanced buying power and improved contact pricing by consolidating shipping services and spreading logistics spend across preferred vendors.
- Improved ability to respond to market changes such as raw material shortages.

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Midmarket **North America**

Sky IT Group and Clothing Company
Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

IBM content:

Hardware:
BladeCenter: BladeCenter T Chassis; BladeCenter HS22; BladeCenter running Windows
Software:
Information Management: DB2 Enterprise

Business Need:

This clothing company sells a huge variety of dresses to a large number of retailers. The amount of information the company needs to keep track of is also tremendous – manufacturing and production schedules; shipping dates; product colors; style attributes; revenue by month, quarter and year; and most importantly, margins. While the company had an enterprise resource planning (ERP) system to manage manufacturing and distribution information, there was no clear and simplified way to obtain and analyze sales data. This left executives with only half of the overall business picture they needed. Without a clear and current view of sales data, the company struggled to manage profit margins and make sound decisions related to production, product assortment and distribution.

Not having sales information readily available also hindered the company's ability to collaborate with its retailers. Instead of making strategic decisions together, the company relied heavily on its retailers for information about trends, what was happening on the sales floor and what should be done to move product at the store level.

To gain a better understanding about sales and margins, the company sought a solution that would capture and process real-time data and provide analytic capabilities. With data in hand, executives could gain insight and react more quickly to sales and trends, improve efficiencies and reduce costs related to production and manufacturing, and more easily collaborate with retailers.

Solution:

The client turned to solution provider and IBM Business Partner Sky IT Group to implement a Software as a Service-based data warehouse solution using SKYPAD technology and IBM DB2 Enterprise Edition V9.1 database software with IBM BladeCenter HS20 and BladeCenter HS21 servers. As a service, Sky IT Group provides the infrastructure and software, as well as data collection, cleansing and warehousing.

BP Information:

Sky I.T. Group is a single source IT solutions provider that focuses on its customers' bottom line business results by driving technology optimization.

continued **[click here]**

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Midmarket **North America**

Sky IT Group and Clothing Company *cont.*
Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

Deployment:
January 2010 – Ongoing

Reference URL: **click here**

Primary contact information:
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snapshot

- Decreases information lag time by 75 percent; from four weeks to weekly.
- Reduces markdowns by an estimated 50 percent by minimizing production of poorly-selling items.
- Improves business agility to shift design, production and sales strategies.

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Midmarket **North America**

Sky IT Group and a Manufacturer and Retailer of Baby Products
Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

IBM content:
Information Management: DB2 Enterprise

Business Need:
As a high-volume manufacturer for which every penny counts, it is critical for this manufacturer to know exactly which products are selling and not selling. Part of this knowledge comes from collaborating with retailers who share information about trends, what is happening on the sales floor and what should be done to move product at the store level. The other part comes from data. By understanding exactly what is occurring – when, where and with what products – and analyzing data, the company can better plan for production, product assortment, retailer needs and distribution.

But collaborating with retailers and analyzing data proved difficult at best. To store and manage data, the company used an enterprise resource planning (ERP) solution and a homegrown reporting system. To learn which products had sold, managers downloaded reports from their two to three largest retailers' portals. But these reports only summarized sales information and provided no insight into specifics, such as product color and style. Plus, the information was often outdated – reflecting what had sold weeks ago, not recently, making it too late to react. Smaller retailers were not reported on at all, leaving managers with no way of learning what had sold until they spoke directly to the retailer.

The company sought a solution that would capture and process real-time data and provide analytic capabilities, enabling it to more easily collaborate with retailers, provide insight about sales and trends, react more swiftly to opportunities, and improve efficiencies and reduce costs related to production, distribution and product assortment.

Solution:
The manufacturer turned to the solution provider and IBM Business Partner Sky IT Group to implement a data warehouse solution based on SKYPAD technology and IBM DB2 Enterprise Edition V9.1 database software running on IBM system i AS400 servers. Typically, the SKYPAD offering is provided as a service, but in this solution, the client chose to purchase a license and bring the software in-house.

BP Information:
Sky I.T. Group is a single-source IT solutions provider that focuses on its customers' bottom line business results by driving technology optimization.

continued **[click here]**

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Midmarket **North America**

Sky IT Group and A Manufacturer and Retailer of Baby Products *cont.*

Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

Deployment:
January 2010 – Ongoing

Reference URL: **click here**

Primary contact information:
Jay Hakami
President & CEO
IBM Software Group, ISV & Developer Relations
Sky IT Group
USA

snapshot

- Decreases information lag time by 75 percent—from four weeks to weekly—enabling the company to capitalize on sales trends.
- Reduces markdowns by approximately 50 percent, boosting profitability and minimizing unwanted inventory.
- Improves business agility to optimize design, production and sales strategies, decreasing costs associated with inefficiencies.

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Enterprise **Growth Market**

S&T Romania and Heidi Chocolate
Smarter Food, Smarter Supply Chain

IBM Business Partner: S&T Romania

IBM content
Information Management: Cognos 8 Planning;
Cognos 8 BI Analysis

Business Need:
The client, one of the top chocolate brands in Romania, was growing rapidly. Its customer base was increasing and so was its product portfolio. Faced with increasing complexity and frequency in planning, budgeting and forecasting processes, the client needed a more accurate, reliable and enforceable forecasting and reporting process to provide information to its parent company.

The company had been using Microsoft Excel software for planning, but this method was cumbersome and often led to inaccurate calculations. The company needed a better planning tool that provided greater visibility. It sought a new planning and reporting solution that could help it manage its growing product portfolio, provide real-time access to data and handle a complex discount system.

Solution:
S&T Romania held demonstration sessions to present the Cognos 8 Planning architecture and its applications to representatives from the client's finance, sales and management departments. S&T Romania also defined high-level planning requirements and volumes, identifying the level of detail required. This detailed analysis gave the client the opportunity to review and align its forecasting procedure along different business areas, including product, customer, finance and management.

S&T Romania also helped the client develop a planning model for more than 10 indicators, over 400 customers and the entire product portfolio, including more than 120 offerings. The model included complex discount calculations, multiple versions of the forecasting process and the export of budget versus actuals. The implementation also aimed to enable features and intermediate forecasting process steps.

BP Information:
S&T Romania is a leading system integrator, providing a wide range of IT consulting services, and developing and implementing customized solutions.

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Enterprise **Growth Market**

S&T Romania and Heidi Chocolate *cont.*
Smarter Food, Smarter Supply Chain

IBM Business Partner: S&T Romania

Deployment:
June 2009 – June 2010

Reference URL: **click here**

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snapshot

- Delivers accurate, in-depth analyses of operational and revenue data, enabling managers to make better business decisions, more rapidly than before.
- Draws on operational data, customer information and revenue results collected across the enterprise.
- Brings together information from internal departments and external supply chain partners, creating a single, logical flow.

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Midmarket	Enterprise	Markets

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Education

1. **Ciisa and University Based in Mexico**
   Smarter Education • IBM Business Partner: Ciisa **[click here]**

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Enterprise **Growth Market**

Ciisa and University Based in Mexico
Smarter Education

IBM Business Partner: Ciisa

IBM content
Hardware:
System x: System x: System x3650 M2;
System x: System x running Windows
Software:
Tivoli: Maximo Asset Management

Business Need:
Maintaining a large university and keeping it profitable presents a significant operational challenge, and every budget line-item counts. The client needs to streamline maintenance administration and operational management to address ongoing inefficiencies in manpower, assets, budgeting and upkeep that result in wasteful spending and a negative perception of efficiency. The client lacks the automation necessary to gain insight into maintenance budget over-spend, which results in a similar inability to establish controls and metrics to benchmark and reduce operational administration costs at the source.

Solution:
The client implemented an asset management solution based on IBM Maximo Asset Management and Maximo Mobile Work Manager software, with the assistance of IBM Business Partner and reseller Ciisa. The solution integrated updated information on assets, plans and maintenance orders, allowing real-time interaction and information exchange between all maintenance areas through a monitored network.

The solution allowed users to administrate assets throughout the life cycle, including a help desk to keep unified reports of any asset's incident. The solution provides predictive capability to schedule proactive work orders, and anticipate failures and incidents, enabling the university to establish metrics and controls to administrate assets and man-hours for more than 1,000 teachers and workers prior to budget overruns.

BP Information:
Ciisa is a reseller and IBM Business Partner.

Deployment:
January 2010 – October 2010

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Enterprise **Growth Market**

Ciisa and University Based in Mexico *cont.*
Smarter Education

IBM Business Partner: Ciisa

Reference URL: **click here**

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snapshot

- Leveraged real-time visibility of assets and scheduling to save US$350,000 on cleaning and gardening.
- Captures all asset data in a central system for analysis.
- Integrates work orders, assets and operational tracking systems into a monitored network accessible by all maintenance areas, providing instant interaction and collaboration between university departments.

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Midmarket	Enterprise	Markets

Click below to view by industry:

Energy & Utilities

1. **Space-Time Insight assists a Midwest Utility Provider**
   Smarter Planet • IBM Business Partner: Space-Time **[click here]**

2. **TerraEchos Inc., and North America Energy Laboratory**
   Smarter Energy, Smarter Government • IBM Business Partner: TerraEchos Inc. **[click here]**

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Midmarket **North America**

Space-Time Insight assists a Midwest Utility Provider *Smarter Planet*

IBM Business Partner: Space-Time Insight

IBM content:
WebSphere: IBM ILOG Elixir

Business Need:
Faced with aggressive renewable energy portfolio objectives; an excess of wind-generated energy from 130 wind farms; another 170 planned wind farms; and aging, frequently congested transmission lines, the utility struggled to integrate wind energy into the grid while minimizing the probability of outages and overloads due to wind intermittency and transmission line congestion.

Solution:
The Midwest utility turned to IBM Business Partner Space-Time Insight to implement a data visualization system designed specifically for geospatial analysis of real-time energy production based on Space-Time Insight technology and IBM ILOG Elixir Enterprise software.

Space-Time Insight technology captures and correlates data from multiple sources and displays the real-time status of assets, work orders, people and events on interactive satellite images. Streaming data about energy production is communicated to the satellite map via a middleware solution that acts as a historical database, time-stamping all the data that arrives. The solution also provides multiple automated alerts and weather feeds about wind conditions and approaching storms as well as information from the Doppler radar.

With the solution implemented, the Midwest utility gained the first integrated system for visually controlling and optimizing the supply of intermittent, renewable energy sources in context with shifting power grid and weather conditions. From a single interactive, geospatial screen, the utility can successfully balance the delivery of energy from both renewable and conventional sources while speeding response times, optimizing energy production and saving costs.

BP Information:
Space-Time Insight offers the Space-Time Awareness Server (STAS) and Space-Time Composite Applications, force-multipliers that integrate data from several sources for high performance correlation, analysis and visualization enabling enterprises to take business decisions & actions previously impossible due to time and systems constraints.

Deployment:
January 2010 – March 2010

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Midmarket **North America**

Space-Time Insight assists a Midwest Utility Provider *cont.* *Smarter Planet*

IBM Business Partner: Space-Time Insight

Reference URL: **click here**

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Space-Time-Insight
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snapshot

- Provides management with the confidence to expand the number of wind farms by 230 percent, thereby integrating more renewable energy into the grid.
- Minimizes outages and overloads, helping to maintain service and revenue.
- Drives down costs by reducing dependency on fossil fuel backup reserves.

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Midmarket **North America**

TerraEchos Inc., and North America Laboratory
Smarter Energy, Smarter Government

IBM Business Partner: TerraEchos Inc

IBM content:

Hardware:
BladeCenter: BladeCenter HS22; BladeCenter running i

Software:
Information Management: InfoSphere Streams

Business Need:

With the world's population approaching 12 billion people, one mission of the client is to be the first to develop safe, clean and reliable nuclear power for future generations. Covering an area of 892 sq mi, the lab is also one of the largest facilities working with the U.S. Department of Energy to investigate and test emerging new capabilities for the production, manufacturing, conveyance, transmission and consumption of renewable energy, such as solar and wind power. Securing the scientific intelligence, technology and resources related to these initiatives is vital. Protecting and sustaining the resiliency and operational reliability of the country's power infrastructures – from natural disasters, cyber attacks and terrorism – are matters of national and homeland security.

Protecting its work and securing America's energy future are responsibilities the client takes seriously. To this end, it needed a solution that would detect, classify, locate and track potential threats – both mechanical and biological; above ground as well as below ground – to its security perimeters and border areas. This would not only provide scientists with more situational awareness, but would also enable them to respond more quickly and intelligently to those threats. Acting as a central nervous system, the solution would have to meet the lab's technical requirements.

Solution:

The clent turned to IBM Business Partner TerraEchos, Inc. to implement an advanced security and covert surveillance system based on its TerraEchos Adelos S4 System as well as IBM InfoSphere Streams software and IBM BladeCenter hardware.

The solution is part of a more comprehensive security system. With the ability to integrate and collect data from video and airborne surveillance systems, scientists gain a holistic view of potential threats and issues – or nonissues. For instance, by cross-analyzing the acoustic data collected by the solution with the video data of another, the lab can eliminate or minimize unnecessary security actions, such as dispatching crews to investigate sounds made by a herd of deer or a fallen tree.

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Midmarket **North America**

TerraEchos Inc., and North America Laboratory *cont.*
Smarter Energy, Smarter Government

IBM Business Partner: TerraEchos Inc

Finally, in addition to meeting the lab's requirements for extensibility, interoperability and scalability, the solution saves the lab costs associated with data storage because data does not have to be stored before being analyzed.

snapshot

- Reduces intrusion alert time to within microseconds or milliseconds of an occurrence.
- Decreases the need to deploy large numbers of security personnel to physically monitor the premises.
- Saves costs associated with data storage.

BP Information:
TerraEchos Inc., a leading provider of covert intelligence and surveillance sensor systems.

Deployment:
June 2009 – Ongoing

Reference URL: **click here**

Primary contact information:
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IBM Software Group, ISV & Developer Relations
Terra Echos
USA

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Government

1. **Deltares and Stichting Flood Control – IT Reference Architecture**
   Smarter Planet • IBM Business Partners: Deltares **[click here]**

2. **Deltares and Stichting Flood Control – Smarter Levee Management**
   Smarter Planet • IBM Business Partners: Deltares **[click here]**

3. **EMA and Esri Deliver Solution to a Western U.S. City**
   Smarter Cities, Smarter Government, Smarter Water • IBM Business Partner: EMA and Esri **[click here]**

4. **Esri and Municipality**
   Smarter Cities, Smarter Government, Smarter Water, Smart Products • IBM Business Partner: Esri **[click here]**

5. **ISV and Government Agency In India**
   Smarter Rail, Smarter Transportation • IBM Business Partner: ISV **[click here]**

6. **Northgate and UK Government Agency**
   Smarter Cities, Smarter Government • IBM Business Partner: Northgate **[click here]**

7. **Provista Software International Inc., and State Public Safety Organization**
   Smarter Cities, Smarter Government, Smarter Public Safety • IBM Business Partner: Provista **[click here]**

8. **Siemens IT and Spanish Emergency Response Center**
   Smarter Cities, Smarter Government, Smarter Public Safety • IBM Business Partner: Siemens IT **[click here]**

9. **Versaterm and Law Enforcement Agency**
   Smarter Government, Smarter Public Safety • IBM Business Partner: Versaterm **[click here]**

10. **Vetasi and UK Government Agency**
    Smarter Government, Smarter Transportation • IBM Business Partner: Vetasi **[click here]**

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Government *cont.*

10. Vetasi and UK Utility Provider

SP • IBM Business Partner: Vetasi **[click here]**

11. VirtualAgility and South Africa Public Safety Client

Smarter Cities, Smarter Government, Smarter Public Safety • IBM Business Partner: VirtualAgility **[click here]**

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Enterprise **SW Europe**

Deltares and Stichting Flood Control – IT Reference Architecture
Smarter Planet

IBM Business Partners: Deltares

IBM content

Software:
WebSphere: WebSphere Application Server Network Deployment; WebSphere Integration Developer; WebSphere Process Server
Services:
IBM Global Services – Global Business Services (GBS): GBS Strategy and Change: Technology Strategy

Business Need:

More than half of The Netherlands is threatened by flooding from sea or rivers. The Dutch government is responsible for providing safety against flooding and is looking for new cost effective means to mitigate the threat of flooding. Current flood protection is primarily concerned with strong dikes. But the greatest gain lies in making the total system smarter: the dike, the decision-maker, and their environment. Flood Control 2015 integrates these three aspects in advanced forecasting- and decision-supporting systems.

The business context of smarter levees, new and improved forecasting systems, new and improved decision support systems, and the involvement of many parties in providing information and in making decisions, requires an all embracing vision on the IT architecture.

Solution:

With IBM Business Partner Deltares, IBM Global Business Services has provided an IT Reference Architecture, using IBM's Enterprise Architecture method. The deliverable is an architecture document that describes which software products the client should use for its flood control systems, and provides a process for technical decision making. The Architecture contains the Vision Statement and identifies the Business Principles and IT Architecture Principles to be used by the different domain architectures (business, IT and infrastructure). The model contains high level use cases, a high level information model, a first pass component model, and some consideration about the required infrastructure.

The client's IT Reference Architecture connects the systems that collect the sensor data from various sources to the analytics and decision making systems, like the Deltares-FEWS (Flooding Early Warning System), and asset management systems. The architecture provides a blueprint for connecting all systems and information together, enabling a transparent exchange of information among systems that was not previously possible. Improved information sharing across systems leads to new and better insights, for example, real-time Smart Levee management for flood prevention, and the use of Serious Gaming to enable more effective training.

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Enterprise **SW Europe**

Deltares and Stichting Flood Control – IT Reference Architecture *cont.*
Smarter Planet

IBM Business Partners: Deltares

BP Information:
Deltares is a leading, independent, Dutch-based research institute and specialist consultancy for matters relating to water, soil and the subsurface.

Deployment:
January 2009 – Ongoing

Reference URL: click here

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snapshot

- Buying decisions are simpler, because the information governing procurement is readily available in a coherent plan.
- The procurement process is faster – maximizing procurement speed and flexibility without sacrificing architectural coherence.
- The Reference Architecture identifies the components that will collect data, and identifies their interactions with other components.

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Enterprise **SW Europe**

Deltares and Stichting Flood Control – Smarter Levee Management
Smarter Planet

IBM Business Partners: Deltares

IBM content
Software:
WebSphere: WebSphere Application Server Network Deployment; WebSphere Process Server; WebSphere on Linux
Services:
IBM Global Services – Application Services (GBS-AIS and/or AMS): AMS Services: Design-Build-Manage; GBS Application Innovation Services: Information Integration
Solutions:
Sensors & Actuators: Sensors & Actuators: RFID–Mobile Asset Management

Business Need:
Smarter levee management is needed to increase the flood protection level and to become more cost effective. A holistic view of the levee system is needed. If a levee breaks in one region, it may very well affect other regions as well. Sharing of information is needed for well informed decision making, for example for engineering, financial, maintenance and policy decisions. The information also needs to be more accurate, based on actual measurements (sensors) and become available faster to make better decisions. Smarter levee management leads to focused and more cost-effective levee management.

Solution:
IBM is working with the Netherlands-based Deltares (Delta technology experts) and TNO (a scientific research organization) to develop and implement an analytics driven asset management solution for levee management. The analytics is based on sensor networks in levees in order to understand and monitor the stability of levees. Levees are monitored using sensor solutions of partner organizations, like Alert Solutions. IBM integrates this data with other sources (like levee stability forecasts) via an Enterprise Service Bus in the asset management system and to the dashboard. The hydrological knowledge (like levee stability forecasts) is provided by partners like Deltares and engineering firms. The solution was initially piloted on a real levee that was made to collapse in order to validate the solution and is now operational.

BP Information:
Deltares is a leading, independent, Dutch-based research institute and specialist consultancy for matters relating to water, soil and the subsurface.

Deployment:
March 2008 – December 2012

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Enterprise **SW Europe**

Deltares and Stichting Flood Control – Smarter Levee Management *cont.*
Smarter Planet

IBM Business Partners: Deltares

Reference URL: **click here**

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snapshot

- Insight gained from real-time sensor data enables better informed decisions to be made in crisis situations and during normal operating conditions for maintenance.
- Prevention of levee breaks or counter-measures can be undertaken when sensors reveal weaknesses or potential problems in a levee. Information and insight into actual levee conditions will be valuable when expensive levee overhaul and maintenance projects are started.
- The detailed information, and extensive knowledge base, will also lead to better levee design. This will all result in more efficient levee management and safer people and industry.

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Enterprise **North America**

EMA and Esri Deliver Solution to a Western U.S. City *Smarter Cities, Smarter Government, Smarter Water*

IBM Business Partners: EMA and Esri Group

IBM content:
Tivoli: Maximo

Business Need:
Like most municipal governments, this Western City strives to improve the quality of life for citizens while keeping operating costs low. When the city staff reviewed its management of water, wastewater, utility and storm water services, it found a system in need of change. Previously, citizen calls were routed to the appropriate department and recorded on index cards before being entered into a spread-sheet. Given the manual nature of this process, the staff could not accurately track how long it took to respond to and fix problems.

Additionally, the staff had no way to view the work history for each site, making it difficult to identify recurring problems. There was also no means to spatially analyze work requests. As a result, departments could not easily identify if a customer request represented a site-specific problem or an area-wide issue that would require more extensive support. Greater insight into operations was also needed to help the city identify trends to improve service and optimize efficiency. The city wanted to develop and implement a repair plan to help resolve these ongoing issues and ultimately reduce costs. It needed a cost-effective service management, governance and risk management solution and implementation services.

Solution:
IBM Business Partners EMA and Esri helped the client implement a work and asset management system based on IBM software that integrates asset information, work orders, accounting information and geographical data to help staff easily identify recurring problems and actively institute pre-ventative measures, such as frequent cleaning of wastewater mains that regularly have blockages.

BP Information:
Esri is a software development and services company providing Geographic Information System (GIS) software and geodatabase management applications. EMA has proven expertise in areas including strategic planning, asset management, performance management, technology implementation and integration, best practices, energy management, customer relationship management and workforce development.

Deployment:
May 2008 – May – 2008

continued **[click here]**

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Enterprise **North America**

EMA and Esri Deliver Solution to a Western U.S. City *cont.*
Smarter Cities, Smarter Government, Smarter Water

IBM Business Partners: EMA and Esri Group

Reference URL: **click here**

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snapshot

- Delivers real-time insight into operations to prevent service interruptions and increase the percentage of customers experiencing continuous service.
- Captures all service-related data in a central system.
- Integrates the geographical information system for all departments to enable spatial analysis, with automated alerts to smartphones and BlackBerry devices to track critical issues and work orders.

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Enterprise **North America**

Esri and Municipality *Smarter Cities, Smarter Government, Smarter Water, Smart Products*

IBM Business Partner: Esri Group

IBM content:

Tivoli: Maximo Spatial Asset Management

WebSphere: WebSphere Application Server

Services:
IBM Global Services – Global Business Services (GBS): GBS BAO: Business Intelligence and Performance Management

Business Need:

The client is one of the fastest-growing urban areas in the country. As a multiservice city, officials manage various departments: police, fire and emergency medical services (EMS); water and wastewater; streets; flood control; traffic; facilities; and parks and recreation. Officials are responsible for ensuring that the assets related to those departments – such as the sewer collection mains, pump stations basins, and piping used for water and wastewater services – are in optimal working order at all times. In addition to maintaining the city's infrastructure, officials wanted to:

- Improve transparency and reporting
- Increase cost savings by making workflow and work management processes more efficient
- Save costs related to asset lifecycles by having better data and making more-informed decisions
- Improve inventory management
- Proactively maintain assets to reduce breakdowns and increase reliability
- Enhance interdepartmental coordination through work tracking

Solution:

The City of Henderson turned to IBM Business Partner Esri to implement a geospatially enabled asset management solution based on IBM Maximo Spatial Asset Management and Esri ArcGIS Server software running on IBM WebSphere Application Server software. IBM Global Business Services BAO – Business Intelligence and Performance Management offered strategic business consulting as well as support for the solution design and implementation.

BP Information:

Esri is a software development and services company providing Geographic Information System (GIS) software and geodatabase management applications.

Deployment:

January 2010 – Ongoing

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Enterprise **North America**

Esri and Municipality *cont.*
Smarter Cities, Smarter Government, Smarter Water, Smart Products

IBM Business Partner: Esri Group

Reference URL: **click here**

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snapshot

- Anticipates 25 percent faster customer response times.
- Anticipates 20 percent time savings for utilities operations to collect information on assets for workflow processes.
- Improves the regularity of preventive maintenance, helping extend asset lifecycle.
- Decreases service disruptions by identifying potential problems sooner.

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Enterprise **Growth Market**

ISV and Government Agency In India
Smarter Rail, Smarter Transportation

IBM Business Partner: ISV

IBM content
Hardware:
System p: System p: System p5; System p: System p running AIX
Storage – Storage Area Network (SAN): Storage: SAN40B-4
Storage – Tape and Optical: Storage: TS3400 Tape Library
Software:
Information Management: DB2 for AIX
Lotus: Lotus Expeditor; Lotus Mobile Connect
WebSphere: WebSphere Application Server

Business Need:
Traditionally, railroad track inspections have been conducted by Permanent Way Inspectors – government officials who kept all maintenance records manually. Also responsible for monitoring compliance issues, these inspectors have not always been able to provide current track "health" information in a timely manner. Completed records were not only often lagging in currency, but were also difficult to retrieve.

Operating on a basically reactive – rather than proactive – basis, the cumbersome manual inspection and reporting processes proved increasingly unreliable and hindered the client's forecasting, planning and general decision-making efforts. There was no validation of the manually captured and reported information, and spare parts inventory management had to be conducted with less than perfect data.

To mitigate these problems, a proactive Track Management System (TMS) was envisioned to modernize data collection for the mandatory physical inspections and also to provide data directly from sensor-based tools in the field – such as cars, ultrasonic flaw-detection machines and oscillation monitoring systems. The idea would be to provide a timely supply of track health information to all relevant parties, bolstered by system-generated alerts when conditions exceeded fixed thresholds. Ultimately the client would be able to monitor the condition of all track segments, enabling prompt corrective action in trouble spots and saving time, money – and most important – the lives of passengers and crew who might otherwise be endangered by subpar track conditions.

Solution:
The IT professionals for the IBM Business Partner developed the TMS application and implemented a multipronged approach to collecting and reporting current track health information. To capture data in the field, inspection officials at all levels were issued portable mobile devices, enabling them to enter data electronically in real time using IBM Lotus software. In the online environment, IBM Lotus Mobile Connect software is used for VPN connectivity to the application, while IBM Lotus Expeditor is used to invoke the

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Enterprise **Growth Market**

ISV and Government Agency In India *cont.*
Smarter Rail, Smarter Transportation

IBM Business Partner: ISV

application in an off-line mode. Once captured, the data is available to management reporting systems for use in making timely track maintenance decisions.

The CRIS Track Management System includes the establishment of a set of track health parameters that apply to each section of track. While data is collected from both manual and sensor-based sources, the aggregated information generates alerts in real time when reported, validated track conditions fall out of allowable range.

BP Information:
An independent software vendor, the Business Partner is affiliated with the client of this blinded reference.

Deployment:
June 2010 – Ongoing

Reference URL: **click here**

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snapshot

- Sensor-based data is collected from the railroad's ultrasonic flaw-detection system, track recording cars and oscillation monitoring systems deployed in the field.
- Multiple data sources provide management with a master view of track conditions that can be used to both pinpoint trouble areas and plan ongoing proactive maintenance cycles.

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Enterprise **NE Europe**

Northgate and UK Government Agency *Smarter Cities, Smarter Government*

IBM Business Partner: Northgate

IBM content

Software:
Information Management: IBM Initiate Master Data Service

Business Need:

In recent years, Transformational Government in the United Kingdom has been mandating a greater focus on the customer, budget reductions of 3 percent year-on-year and an increased emphasis on regionally shared services. To address this paradigm shift, the client needed to meet the challenge of gathering customer data from more than nine disparate sources and creating a single master record to create a Master Client Index, in order to clean up duplicate and fragmented files, improve operational efficiencies to better serve customers and ensure compliance with the Data Protection Act.

Because customer information is scattered across numerous stand-alone departmental silos, and 30 percent of its population changes addresses every year, the client's existing customer relationship management (CRM) system could not capture profiling data at the point of contact, and was not able to link it into back-office systems or share data across the enterprise. The borough's core council IT systems contain data that is cluttered with duplicate files and fractured, incomplete information due to misspellings and other errors. Moving forward, the client wanted to develop a comprehensive and accurate client index to address its next-generation data management requirements.

Solution:

The client deployed a client index solution based on IBM Initiate Master Data Service software, which supplies customer data integration/master data management (CDI/MDM) and unified more than nine different databases containing both customer-facing and back-office data into a comprehensive, real-time, accurate, single view of each customer.

Delivered with the assistance of IBM Business Partner Northgate Information Solutions Limited, the new client index solution was noninvasive to the borough's existing system, providing a single point of change of circumstance with one council database, simultaneously alerting all others. The client used IBM Initiate Master Data Service software to develop a council-wide customer data hub with consolidated back-end systems, with the new client index serving as the central database for the customer relationship management (CRM) system. In addition, Northgate worked with the client to develop a Client Index that met government requirements for next-generation data management.

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Enterprise **NE Europe**

Northgate and UK Government Agency *cont.*
Smarter Cities, Smarter Government

IBM Business Partner: Northgate

BP Information:
Northgate Information Solutions Limited is a market leader in providing specialist software, outsourcing and information technology (IT) services to the human resources, local government, education and public safety markets.
Deployment:
December 2009 – Ongoing

Reference URL: click here

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snapshot

- Reduces administration costs, benefit fraud and budget overspend while improving service with real-time views of customer data; allows better access to government grants by predicting future service needs.
- Captures all customer data via the web into the central Client Index database.
- Matches and links information covering 1.5 million records across nine different databases.

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Midmarket **North America**

Provista Software International Inc., and State Public Safety Organization
Smarter Cities, Smarter Government, Smarter Public Safety

IBM Business Partner: Provista

IBM content:
Software:
Tivoli: Maximo Asset Management; Maximo for Transportation

Business Need:
To help protect the property and lives of its citizens, the client, like many public safety organizations, depends on its critical assets such as vehicles, radios, weapons, ammunition, night scopes, body armor and police badges. In fact, the client manages more than 10,000 assets and supports more than 60 locations across the state. Should any of these assets fall into the wrong hands and be used inappropriately, not only would the general public be at serious risk, but the police would also not have the equipment and tools they need to do their jobs. As such, it is critical that the department not only have a clear understanding of every asset it owns, but the whereabouts and working condition of those assets as well.

To manage and maintain its inventory of fixed and non-disposable assets, each division in the client organization used its own recording methods and tools, such as spreadsheets and word-processing documents. These systems were largely independent of one another, making data sharing difficult. Moreover, because information data was often gathered from email, faxes, US mail and phone calls and then manually recorded, it was often inaccurate and inconsistent. This method of tracking assets proved ineffective for a variety of other reasons:

- It created additional workloads for those who relied on the data to plan budgets and procure future department needs and other activities
- It made it difficult to allocate property to individuals and groups, as well as to track and audit status, location, maintenance activities and accountability of assets
- It complicated the department's property procurement, maintenance, replacement and disposal efforts throughout the asset life cycle.

Solution:
The client turned to IBM Business Partner Provista Software International Inc. to implement an asset and evidence management solution based on its PR*VIDE technology and IBM Tivoli Maximo Asset Management and IBM Tivoli Maximo for Transportation software. Hosted in the State data center – an IBM mainframe facility – the system manages more than 10,000 assets and covers more than 60 locations across the state, including one primary and three secondary storerooms.

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Midmarket **North America**

Provista Software International Inc., and State Public Safety Organization *cont.*

Smarter Cities, Smarter Government, Smarter Public Safety

IBM Business Partner: Provista

As a comprehensive asset management tool, the solution enables the department to track, assign, transfer and optimize the value of its critical assets in all classes including vehicles, technology, facilities, inventory, personnel, and protective and special equipment. It also provides an easy-to-use Web-based interface plus reporting, data management, system administration and security functionality

BP Information:
Provista specializes in asset, inventory and evidence management solutions for public safety organizations.

Deployment:
June 2010 – November 2010

Reference URL: **click here**

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snapshot

- Decreased audit efforts by 80 percent.
- Reduced the look-up time to check order status from two days to two minutes.
- Increased customer ratings by 15 percent.
- Improved credibility with the legislature by delivering more reliable and accurate data.
- Increased asset reliability and availability through more accurate management of assets.
- Reduced time, labor and costs associated with requesting stock items.

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Enterprise **SW Europe**

Siemens IT and Spanish Emergency Response Center *Smarter Cities, Smarter Government, Smarter Public Safety*

IBM Business Partner: Siemens IT

IBM content

Hardware:
BladeCenter: BladeCenter HS22; BladeCenter running AIX
Clusters: Intelligent Cluster; Intelligent Cluster running Linux – Red Hat
System z: System z: System z10 Business Class (z10 BC); System z: System z running z/OS
Power Systems: Power: System p5 510; Power Systems running AIX
Storage – Storage Area Network (SAN): Storage: SAN24B-4 Express
Software:
Linux: Linux – Red Hat
Lotus: Lotus Domino Designer
Rational Software: Rational AppScan Standard Edition
Storage Software: Operations Manager
Tivoli: Tivoli Asset Management for IT; Tivoli Web Access for Information Management
WebSphere: WebSphere Application Server; WebSphere Message Broker for Multiplatforms; WebSphere MQ
Services:
IBM Global Services - Global Business Services (GBS): GBS BAO: Advanced Analytics and Optimization

Business Need:

This Spanish emergency response center needed to reduce response times to emergencies, and best allocate the right resources and solutions to solve an incident quickly and most effectively. The existing emergency response system user interface was command-based and not intuitive at all, and required advanced CTI (computer-telephony integration). Although the core functionality was common for all agencies, some agency-specific functionalities were needed. For example, EMS needed advanced medical emergency management capabilities.

Solution:

The regional response center worked with IBM Global Business Services and IBM Business Partner Siemens IT to implement an integrated response system. The solution integrates current data, including data on mobile location information, data from the emergency response center, vehicles' Global Positioning System (GPS), as well as historical data to define the fastest and best solution to resolve an emergency incident.

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Enterprise **SW Europe**

Siemens IT and Spanish Emergency Response Center *cont.*
Smarter Cities, Smarter Government, Smarter Public Safety

IBM Business Partner: Siemens IT

BP Information:
Siemens IT Solutions and Services is a European based premium player providing state-of-the-art IT solutions and delivering outsourcing services with global reach.

Deployment:
January 2007 – December 2010

Reference URL: click here

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snapshot

- Reduces emergency response times by 15% through the integrated management of all emergency services, and the usage of analytical tools and historical data to plan the best response for each incident.
- Achieves a much needed technology change, with improvements in functionality, usability and maintenance.
- Enables adaptation of the new emergency management system to the whole organization, integrating and communicating with all relevant stakeholders.
- Integrates all communications, messaging and location information with the emergency management system.

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Enterprise **North America**

Versaterm and Law Enforcement Agency *Smarter Government, Smarter Public Safety*

IBM Business Partner: Versaterm

IBM content

Hardware:
BladeCenter: BladeCenter HX5; BladeCenter running AIX
Power Systems: Power 570; Power Systems running AIX 5

Software:
Information Management: InfoSphere Change Data Capture; InfoSphere Identity Insight

Services:
IBM Software Services: Cognos Consulting and Training; Information Agenda Engagement; Software Accelerated Value Program – Information Management; Software Services for Information Management; Technical Support – Information Management

Business Need

A law enforcement agency in British Columbia, Canada, is challenged to track criminals' activity from one jurisdiction to another, and the activities of organized crime and gangs. Each of 158 police departments and RCMP detachments maintains its own database with minimal sharing of information among districts. These separate, disjointed systems interfere with communications and identification of crime trends and made the sharing of critical real-time data all but impossible.

Solution

The client deployed a common database system using IBM Informix database software running on the IBM AIX operating system to reveal crime patterns and prior behavior of criminals. It implemented IBM InfoSphere Change Data Capture, provided by IBM Business Partner Versaterm in Ottawa, Ontario, to capture only changed data and quickly transfer it from the publisher to the subscribed systems. These applications run on IBM Power 570 servers and BladeCenter technology, which provided fast performance in a small footprint while efficiently managing energy costs. The integration of the IBM InfoSphere Identity Insight solution enabled police organizations to look at data not only within British Columbia, but also from other federal and non-federal agencies' databases across the country.

BP Information:

Versaterm has been delivering CAD and records systems to public safety clients since 1977.

Deployment:

July 2009 – Ongoing

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Enterprise **North America**

Versaterm and Law Enforcement Agency *cont.*
Smarter Government, Smarter Public Safety

IBM Business Partner: Versaterm

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snapshot

- Establishes real-time information sharing among police agencies resulting in more arrests, and improved analytics to help police resolve identities and locate and track suspects on an ongoing basis.
- Captures continuously updated information from multiple sources in a central database system for timely analysis.
- Integrates police departments and Royal Canadian Mounted Police detachments nationwide through a common database to foster collaborative investigations and reveal crime patterns and prior behavior of criminals.

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Enterprise **NE Europe**

Vetasi and UK Government Agency
Smarter Government, Smarter Transportation

IBM Business Partner: Vetasi

IBM content
Software:
Tivoli: Maximo Asset Management

Business Need:
Transportation infrastructures in metropolitan areas pose significant management challenges, as they often comprise independent stations that lack a common operational standard. For the client, improving the maintenance of the transportation infrastructure is complicated by trying to manage 13 different engineering sections, each with its own processes, systems and siloed information. The client needed to gain an overview of the infrastructure to streamline operations, improve service levels and cut costs.

Solution:
The client deployed a maintenance management and analytics solution based on IBM Maximo Asset Management software, which standardized maintenance processes and unified all 13 engineering sections by establishing a comprehensive asset database for the entire transportation infrastructure. Implemented with assistance from IBM Business Partner Vetasi, the solution enabled preventive and reactive maintenance, and service request management functionality, integrated with the client's purchasing system to aggregate data on the cost of materials, automate work orders and generate metrics for performance management.

The first step was a pilot project that illustrated the capabilities of the Maximo software to map the business processes of different departments and achieve a coherent set of standard processes. Establishing common terminology and a single, enterprise-wide methodology for conducting reporting and analytics simplified interaction between engineers and managers, while providing a 360-degree view of operational issues.

BP Information:
Vetasi provides comprehensive asset and maintenance management solutions utilizing Maximo and complementary technology products.

Deployment:
June 2007 – Ongoing

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Enterprise **NE Europe**

Vetasi and UK Government Agency *cont.*
Smarter Government, Smarter Transportation

IBM Business Partner: Vetasi

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snapshot

- Provides a 360-degree overview of the infrastructure to enable enterprise-wide insight and predictive maintenance, resulting in reduced IT costs and continuous service improvements.
- Captures asset information for over 60 stations in a central database.
- Integrates operations data from 13 separate engineering divisions to a centralized network control room, establishing system-wide monitoring and metrics for work orders and service requests.

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Enterprise | **NE Europe**

Vetasi and UK Utility Provider *SP*

IBM Business Partner: Vetasi

IBM content
Software:
Tivoli: Maximo for Utilities

Business Need:
For electric utility providers, improving asset management of the infrastructure is vital for avoiding the high cost of unplanned equipment failure. The client needed a solution to initiate proactive maintenance within its substations as a mobile project, and a better way to manage reactive maintenance around defects.

Achieving better visibility of defects and being able to manage them on the fly is a key priority, which would allow the company to prioritize maintenance and dispatch field teams more effectively. The right system could also help integrate the process of repairing defects with the utility provider's program maintenance work, in order to schedule and utilize the mobile workforce's time more efficiently.

Solution:
The client deployed an asset management solution based on IBM Maximo Asset Management 6.x software and the mobile application Syclo by IBM Business Partner Vetasi, which unifies network equipment, asset base software and IT support to manage the asset base, with real-time views into maintenance schedules. This linkage enabled the company to proactively manage risk, identify risk more quickly and prioritize asset issues to achieve proactive rather than reactive maintenance.

For the inspection process at substations, the mobile applications allow workers to put defects into a prioritized process and create a workflow of those defects so that the right people within the organization have visibility very quickly to schedule repairs. IBM Maximo and the Syclo mobile applications bridged the information gap between enterprise applications and field employees wherever they work, providing reliable, industry-specific, flexible and configurable functionality tailored specifically to the company's needs.

BP Information:
Vetasi provides comprehensive asset and maintenance management solutions utilizing Maximo and complementary technology products.

Deployment:
October 2009 – Ongoing

Reference URL: **click here**

continued **[click here]**

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Enterprise **NE Europe**

Vetasi and UK Utility Provider *cont.*
SP

IBM Business Partner: Vetasi

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snapshot

- Targets proactive maintenance and synchronization of repair schedules to reduce cost, mitigate risk and prioritize issues to efficiently dispatch workers.
- Captures data from the entire transmission network and substations into a central system.
- Integrates mobile applications into the system to give decision makers and field teams collaborative visibility into network equipment, software and IT support to efficiently track assets.

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Enterprise **Growth Market**

VirtualAgility and South Africa Public Safety Client *Smarter Cities, Smarter Government, Smarter Public Safety*

IBM Business Partner: VirtualAgility

IBM content

Hardware:
BladeCenter: BladeCenter H Chassis; BladeCenter running Windows
Software:
Information Management: DB2 for Windows
Lotus: Lotus Sametime; WebSphere Portal Server
Tivoli: Tivoli Directory Server
WebSphere: WebSphere Application Server Community Edition; WebSphere Enterprise Service Bus

Business Need:

Despite being the smallest province in South Africa, the government client boasts the largest population – more than 10 million people – and includes Pretoia, the capital of the nation. As with many large metropolitan areas, officials were responsible for the safety and security of citizens and ensuring emergency teams could respond swiftly and systematically in the event of disasters or emerging threats. However, there was no reliable disaster management center or effective emergency response process in place.

The client had several driving factors for wanting to implement a disaster management and operations center sooner rather than later. First, more and more foreign nationals were living in the province, increasing risks and the need for security. Second, the Disaster Management Act of 2004 required provinces and municipalities to provide protection for the various communities in South Africa at all times. Finally, South Africa was hosting the 2010 International Federation of Association Football (FIFA) Soccer World Cup, which thousands of fans from all over of the world would attend, and officials needed to be prepared.

Solution:

Officials turned to IBM and IBM Business Partner VirtualAgility to implement a disaster management solution and a Virtual Operations Center (VOC) based on VirtualAgility WorkCenter technology. This solution is also an implementation of the Emergency Response Management project in the IBM Government Industry Framework.

BP Information:

VirtualAgility (VA) provides browser-based environments that support interoperation among disparate groups and organizations. VA systems resolve several of the most urgent challenges currently facing emergency, disaster and business continuity planners,

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Enterprise **Growth Market**

VirtualAgility and South Africa Public Safety Client *cont.*
Smarter Cities, Smarter Government, Smarter Public Safety

IBM Business Partner: VirtualAgility

Deployment:
July 2008 – August 2010

Reference URL: **click here**

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snapshot

- Increases responder productivity 40 percent to 65 percent during emergencies.
- Locates and deploys human and mechanical resources more quickly.
- Improves and develops planning scenarios and contingency plans.
- Creates training scenarios.

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Healthcare

1. **InfoTrellis and New York Healthcare Company**
   Smarter Healthcare • IBM Business Partner: InfoTrellis **[click here]**

2. **LPA Systems and Texas Healthcare Provider**
   Smarter Healthcare • IBM Business Partner: LPA Systems **[click here]**

3. **Numius and a large Belgian Health Services Organization**
   Smarter Healthcare • IBM Business Partner: Numius **[click here]**

4. **Perficient and Healthcare Alliance**
   Smarter Healthcare • IBM Business Partner: Perficient **[click here]**

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Enterprise **North America**

InfoTrellis and New York Healthcare Company *Smarter Healthcare*

IBM Business Partner: InfoTrellis

IBM content:

Hardware:
Power Systems: Power 795; Power Systems running AIX 6
Software:
Information Management: InfoSphere Business Glossary; InfoSphere Metadata Workbench; InfoSphere Change Data Capture; InfoSphere Information Services Director; InfoSphere QualityStage; InfoSphere Master Data Management Server
Services:
IBM Software Services: Information Agenda Engagement
Solutions:
IBM Global Financing: IGF: IT Financing (incl HW SW Services)

Business Need:

Membership retention can be a significant challenge in the healthcare market, especially when the industry begins to be impacted by a global economic recession. The client needs to consolidate its members' information into an Information Agenda that could provide a 360-degree view of member health, which would allow the company to embark on a business transformation to provide the services necessary to support healthcare reform and maintain membership.

Solution:

The client deployed a master data management (MDM) solution based on a suite of IBM InfoSphere products running on IBM Power Systems, using InfoSphere Master Data Management Server software as the central repository for member and eventually product information. To quickly address all business objectives, HealthNow New York enlisted the support of IBM Software Services to accelerate the implementation of the new tools and reduce risk, with assistance provided by IBM Business Partner InfoTrellis.

BP Information:

InfoTrellis provides strategic consulting to help clients define and achieve their Master Data Management (MDM) vision.

Deployment:

July 2010 – November 2010

Reference URL: **click here**

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Enterprise **North America**

InfoTrellis and New York Healthcare Company *cont.*
Smarter Healthcare

IBM Business Partner: InfoTrellis

Reference URL: **click here**

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snapshot

- The solution resulted in a projected USD5 million annual savings by enabling the client to "go green" and generate more notices online instead of through the mail.
- The solution eliminates duplicate mailings, which cost USD765,000 a year.
- Sometimes, a nonsubscriber member does not want the company to mail that individual's Explanation of Benefits (EOB) to the nonsubscriber member's spouse, the subscriber. Preventing the sending of an EOB to a spouse by mistake potentially saves USD1.5 million per infraction.
- The solution reduced the time needed to create new products from 3-6 months to weeks, providing more effective management of cash flow and faster time-to-market.

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Enterprise **North America**

LPA Systems and Texas Healthcare Provider *Smarter Healthcare*

IBM Business Partner: LPA Systems

IBM content
Information Management: Cognos Business Intelligence

Business Need
The client wanted to set up ways to audit its performance in order to improve the quality of the healthcare it provided. To help ensure that it both met national quality standards and could provide quality healthcare services for its patients, the client needed a system that its providers could use to track their performance in the care of each patient at the time of each encounter, as well as one that it could use to audit overall provider performance on panels of patients.

In addition, it wanted the ability to post the results of those audits internally and externally so providers could monitor their performance on an individual patient, on a panel of patients or on the entire population of patients as a whole. Finally, the client wanted to be able to provide this information to patients at the time of their clinic visit to improve patient knowledge. It also wanted to post the information publicly but without patient identification to demonstrate the high level of care being provided. To bring its vision into fruition, the client needed to implement a robust information management solution that could support auditing, analytics and dashboards.

Solution
Working with IBM Business Partner LPA Systems to implement the new solution based on IBM Cognos 8 BI software, the client was able to more clearly confirm that it is meeting national quality standards. Before staff sees patients, their charts are analyzed to determine whether all HEDIS, NQF, PQRI, PCPI, AQA or NCQA standards have been met. Because SETMA is able to analyze results daily on patient populations, it can easily compile information to comply with reporting requirements and enhance patient care.

The new solution tracks patient care metrics to help ensure that the client is continuously improving the quality of care. Healthcare providers are able to review a detailed report before a patient arrives for a visit so they can know exactly what further care that patient might need to ensure care conforms to the organization's standards. All providers within the practice can access updated reports on patients daily to make sure the patient receives the appropriate treatment, and they can create their own reports as needed.

BP Information:
LPA provides Strategy & Design Services, Implementation Services, and Support Services using IBM Cognos tools.

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Enterprise **North America**

LPA Systems and Texas Healthcare Provider *cont.* *Smarter Healthcare*

IBM Business Partner: LPA Systems

Deployment:
September 2009 – Ongoing

Reference URL: **click here**

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snapshot

- Identifies seasonal care quality trends for diabetes patients and shows how to address the matter by analyzing patient information—and allows staff to be more proactive and accurate regarding patient diagnostics and care.
- Aggregates information about patients, physicians and care in order to accurately track quality measures.
- Captures information from numerous medical records sources and relays it to dashboards that display patterns based on a variety of data.

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Enterprise **SW Europe**

Numius and a large Belgian Health Services Organization *Smarter Healthcare*

IBM Business Partner: Numius

IBM content

Software:
Information Management: Cognos 8 BI Version 8.1

Business Need:

In the field of blood services, increased competition and market liberalization can threaten operations, which are further complicated by a steady decline in the number of voluntary blood donors. To combat these factors, a large Belgian health services organization needs a way to ensure safe blood management and proper reporting as a vital aspect of its service, which involves supplying 99 percent of the blood required by Flemish hospitals through its Blood Transfusion Service (BTS).

The immediate challenge involves finding a way to automate and simplify the reporting system to improve the BTS's ability to react swiftly to changes in its blood stock, reduce blood processing costs and maintain its position as Flanders' premier blood service. This capability is absent in the legacy IT infrastructure, which is not able to provide a structured overview of available blood supplies and anticipate blood shortages before they occur.

Increasing transparency and adding agility to internal operations are crucial to competing successfully in a strictly regulated business environment, in which each regional organization is solely responsible for providing accurate reports to government agencies, hospitals and companies that buy plasma.

Solution:

The client deployed an automated reporting system solution based on IBM Cognos 8 Business Intelligence that delivered in-depth analysis and a powerful tool for managers, staff and customers to review accurate real-time data on blood supplies and inventory. The solution included automatic notifications when the supply of a certain type of blood was running short, and also modeled historical trend information to predict changes in demand levels.

The client evaluated products from several vendors and selected IBM Cognos 8 Business Intelligence based on its powerful feature set. The BTS then worked with IBM Business Partner Numius to complete the implementation and configure the software to meet the organization's unique needs.

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Enterprise **SW Europe**

Numius and a large Belgian Health Services Organization *Smarter Healthcare*

IBM Business Partner: Numius

BP Information:
Numius offers end-to-end services and solutions in business analytics.

Deployment:
September 2009 – Ongoing

Reference URL: **click here**

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Jean-Marie Smets/Belgium/IBM@IBMBE

snapshot

- Maximizes successful donations and saves lives through donor profiling and data mining to raise awareness and avoid shortfalls in blood supplies.
- Collects data from source systems at blood donation and processing centers into a data warehouse.
- Aggregates reports, analysis and inventory data across the organization and sends out to hospitals and government organizations, providing detailed reports on blood donation, processing and distribution.

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Enterprise **North America**

Perficient and Healthcare Alliance *Smarter Healthcare*

IBM Business Partner: Perficient

IBM content:
Roughly 120 IBM Cross Brand Products in the deal – See reference in CRDB. NO HW OR SERVICES

Business Need:
In its capacity as an alliance for the improvement of healthcare delivery, the client established an Accountable Healthcare Implementation Collaborative. Participating member organizations are developing and testing next-generation healthcare delivery models designed to improve patient outcomes, reduce the likelihood of adverse medical events, and reduce costs by eliminating duplicative and unnecessary care and reducing hospital re-admissions.

In order to plan for and effect the desired improvements in healthcare delivery, costs and outcomes, the client conceived a data-sharing model for its participants that would use medical data to which sophisticated analytics would be applied. The model would need to incorporate non-hospital and health plan data with the Premier-maintained clinical, financial and operational comparative database, which is the nation's largest compilation of inpatient data, containing nearly 40 percent of all U.S. hospital discharges. The intended result would be a system capable of managing data acquisition, transformation, real-time validation and metrics, and subsequently populating the model with the processed data.

Solution:
The client worked with IBM Business Partner Perficient, Inc. and the IBM Healthcare and Life Sciences Solutions team within IBM Software Group to design and implement a powerful software-driven solution built on the IBM Health Integration Framework.

The solution is an industry first and is an iteration of the IBM Smart Analytics System with DB2 Data Warehouse Edition software. The IBM InfoSphere software portfolio will be used to acquire, transform and validate data and populate the healthcare data model. IBM Cognos Business Intelligence software will be used for data analytics. The application foundation for the project is IBM WebSphere Application Server Network Deployment software, while IBM WebSphere Healthcare Enterprise Service Bus software provides a single view of the constituent or entity, identity resolution and data acquisition.

BP Information:
Perficient is a leading information technology consulting firm serving clients throughout North America.

Deployment:
July 2009 – Ongoing

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Enterprise **North America**

Perficient and Healthcare Alliance *cont.*
Smarter Healthcare

IBM Business Partner: Perficient

Reference URL: **click here**

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snapshot

- Helps doctors and other care providers significantly improve patient outcomes.
- Reduces health spending through the reduction of unnecessary readmissions, ER visits, procedures, and hospital-acquired conditions.
- Improves access to data across the continuum of care, helps deliver the promise of Accountable Care Organizations (ACO).

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Industrial Products

1. **Bluenet Technologies and A U.S. Industrial Products Provider**
   Smarter Planet • IBM Business Partner: Bluenet Technologies **[click here]**

2. **InfoTrellis and New York Healthcare Company**
   Smarter Healthcare • IBM Business Partner: InfoTrellis **[click here]**

3. **LPA Systems and Texas Healthcare Provider**
   Smarter Healthcare • IBM Business Partner: LPA Systems **[click here]**

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   Smarter Healthcare • IBM Business Partner: Perficient **[click here]**

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Midmarket **North America**

Bluenet Technologies and a U.S. Industrial Products Provider *Smarter Planet*

IBM Business Partner: Bluenet Technologies

IBM content:
Software:
Information Management: Cognos Business Intelligence; Cognos TM1

Business Need:
The metals industry is highly volatile. With price fluctuations and ever-shifting market conditions to consider, accurate forecasting and budgeting is the key to survival. This industrial products provider needs a way to unite budget entry information from its more than 40 business units, including sales offices and steel service centers across North America. The challenge is enabling the company to perform "what-if" scenarios to generate reliable budget projections.

Integrating financial and business intelligence data into a single platform is a key objective, because COS adjustments, freight and tax are historically certain percentages of gross sales. When calculating the future month's budget, the company's users need a way to change percentage projections and see the end result before they submit their new budget, so there are no surprises.

Solution:
With the help of Bluenet Technologies, the client implemented IBM Information Management Cognos 8 BI V8.4 software and IBM Information Management Cognos TM1 V9.5 software. By using Information Management Cognos 8 BI software, the company can unify its business and financial data in a platform that enables it to share and use custom reports, analysis and dashboards. In addition, the new solution enables the client to reliably monitor key performance indicators (KPIs) and conduct "what-if" scenarios to improve its decision-making capabilities. Tightly integrated with the Information Management Cognos 8 BI platform, Information Management Cognos TM1 software enables the company's district managers to develop and submit budget and forecasting information in a timely manner.

BP Information:
BlueNET Technologies Inc. is an end-to-end Information Technology (IT) solution provider offering a wide variety of services including Business Intelligence (BI), Business Process Management, Enterprise Integration, Multichannel Services, Financial Planning & Forecasting, Data Warehouse, and Enterprise Resource Planning (ERP) systems development and implementation.

Deployment:
May 2010 – Ongoing

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Midmarket **North America**

Bluenet Technologies and a U.S. Industrial Products Provider *cont.*

Smarter Planet

IBM Business Partner: Bluenet Technologies

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snapshot

- Automates the creation of rolling quarterly budget forecasts using predictive analytics to leverage "what-if" calculations on an ongoing basis.
- Unifies and centralizes data from 40 business units as raw material for analysis.
- Integrates data from multiple district managers in different job functions across the enterprise, providing a single version of the truth in easy-to-understand dashboard views that help users make better decisions.

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Insurance

1. **Genesys and a North American Insurance Provider**
   Smarter Insurance, Smarter Commerce • *IBM Business Partner: Genesys* **[click here]**

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Enterprise **North America**

Genesys and a North American Insurance Provider *Smarter Insurance, Smarter Commerce*

IBM Business Partner: Genesys

IBM content

Power Systems: Power 750 Express; Power Systems running AIX 6
Software:
Information Management: DB2 for AIX
WebSphere: WebSphere Application Server
Services:
IBM Global Services – Global Business Services (GBS): GBS BAO: Advanced Analytics and Optimization; GBS CRM: Contact Center Optimization

Business Need:

With the price of customer acquisition at an all-time high, retaining customers and increasing the profitability of those relationships is critical. Most contact centers use a skills-based system when routing customer calls, which only takes into consideration the agent's product focus and availability. For decades this model has proven frustrating to both customers and contact center agents as the assigned representative may not be the optimal candidate to address the customer's request.

The client, a specialty insurance provider, wanted to use an analytics based routing approach to re-invent the call center experience, while increasing call center profitability and enhancing the customer experience in all its call centers. Assurant wanted to leverage sophisticated applied analytics and call routing processes to take advantage of the wealth of stored information about customers and agents to aid in the matching process.

Solution:

IBM and IBM Business Partner Genesys in collaboration with the client developed RAMP. RAMP brings an entirely new sophistication to the way contact centers route calls to agents. Leveraging applied analytics and call routing processes, RAMP takes advantage of a wealth of stored information about customers and agents to aid in the matching process. RAMP provides optimal Agent-to-Customer matching, thus significantly increasing customer retention and revenue. It complements and broadens existing Contact Center Infrastructure, rules and routing by moving it from a reactive to a predictive mode. RAMP is activated the moment the customer connects with the call center. Within seconds the platform uses data generated from previous call center interactions to identify acceptable wait times. RAMP then factors in agent performance and qualifications to decide which agent would serve that customer best.

BP Information:

Genesys, an Alcatel-Lucent company, is a leading supplier of Enterprise software and best practices that enable best-in-class customer service.

continued **[click here]**

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Enterprise **North America**

Genesys and a North American Insurance Provider *cont.*
Smarter Insurance, Smarter Commerce

IBM Business Partner: Genesys

Deployment:
January 2003 – Ongoing

Reference URL: **click here**

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snapshot

- Agent attrition decreased by 34% within the first two years of implementation. Quarterly sales conversion rates increased by an average of 29% within the first two years. Successful Agent-to-Customer matching increases agent confidence levels as they recognize they are much more likely to get calls from customers with whom they can communicate positively. Their performance metrics will improve and they sense more “predictability” in their days.

Click below to view by category:

Midmarket	Enterprise	Markets

Click below to view by industry:

Media & Entertainment

1. **Artesian Solutions and Global Radio**
   Smarter Media • IBM Business Partner: Artesian Solutions **[click here]**

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Click below to view by industry:

Enterprise **NE Europe**

Artesian Solutions and Global Radio
Smarter Media

IBM Business Partner: Artesian Solutions

IBM content
Software:
Information Management: Cognos 8 BI Version 8.4

Business Need:
Targeting the right radio ads to the right audiences is a subtle and complex art, which relies on leveraging accurate listener demographics to drive success. Global Radio needed to gain better insight into listener trends across its more than 80 radio stations throughout the UK, in order to fine-tune the scheduling and frequency of advertising spots for maximum impact and to satisfy its widely varied array of advertisers.

Another key objective is being able to calculate the true value of each advertising slot, which would allow the client to accurately pinpoint ad rates in each radio market, and estimate the loss associated with unsold airtime. Being able to analyze advertising revenues from different brands, stations and transmitters would provide this capability for the first time and could significantly improve ad revenue nationwide.

Solution:
The client deployed a real-time analytics solution based on IBM Cognos 8 Business Intelligence, with assistance from IBM Business Partner Artesian Solutions. The solution pulled live data from the scheduling systems for each station and integrated it with data from the financial system, allowing the company to achieve a real-time view of revenue based on which ads were playing where and when. This approach provided accurate performance metrics for ads on each brand and station, as well as individual transmitters, by combining a powerful analytical engine with flexible reporting and the ability to quickly drill down through disparate data sets.

BP Information:
Artesian Solutions delivers an on-demand market surveillance platform for competitive intelligence to drive sales and marketing productivity.

Deployment:
December 20009 – April 2010

Reference URL: **click here**

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Enterprise **NE Europe**

Artesian Solutions and Global Radio
Smarter Media

IBM Business Partner: Artesian Solutions

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snapshot

- Delivers real-time insight into the value and salability of advertising spots to optimize scheduling strategies, helping advertisers target precise demographics in an audience of almost 20 million listeners.
- Captures all data from different scheduling systems into a data warehouse.
- Integrates scheduling systems with financial data from the accounting system, allowing decision makers to analyze data on the fly from PCs and iPads linked to the Cognos portal.

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Midmarket	Enterprise	Markets

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Retail

1. **EdifiXio and a Global Plumbing Distributor**
   Smarter Planet • IBM Business Partner: EdifiXio **[click here]**

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Enterprise **SW Europe**

EdifiXio and a Global Plumbing Distributor *Smarter Planet*

IBM Business Partner: EdifiXio

IBM content

BladeCenter: BladeCenter JS21; BladeCenter E Chassis; BladeCenter running Linux
Software:
Information Management: InfoSphere Master Data Management Server for Product Information Management
Enterprise Content Management (ECM): Content Manager OnDemand for Multiplatforms; OmniFind Enterprise Edition
Services:
IBM Software Services: Software Services for Information Management

Business Need:

A private company headquartered in Belgium, the client is a global distributor and reseller of plumbing, heating, cooling and kitchen equipment. To drive business growth in the supply chain, it's important to understand the evolving business needs of suppliers, partners, employees and customers and how they interact. Lacking the tools to capture this information efficiently, the client needed to transform its supply chain into a collaborative platform to collect, retain, crystallize and share information, knowledge and know-how. This information is presently scattered across the enterprise. Gaining a 360-degree view of product data across applications, processes and decisions could optimize business performance and provide a variety of new revenue opportunities.

The company also needed a way to reach out to consumers, product managers, suppliers and plumbers via social media, to initiate dialogue on best practices and new product information. Taking knowledge-based business to its logical next step, the client required a dynamic approach that will advance its objective of creating communities to enhance product design and expand sales based on real-world feedback.

Solution:

The client deployed a data management, e-commerce and social computing solution based on a suite of IBM products, delivered with the assistance of IBM Business Partner and systems integrator EdifiXio. The solution included IBM InfoSphere Master Data Management Server for Product Information Management (MDM Server for PIM) to automatically capture and maintain a 360-degree view of product data, providing a single version of truth on a unified, cross-functional platform.

BP Information:

An IBM Business Partner, EdifiXio is also an independent software vendor, reseller and systems integrator.

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Enterprise **SW Europe**

EdifiXio and a Global Plumbing Distributor *cont.* *Smarter Planet*

IBM Business Partner: EdifiXio

Deployment:
January 2009 – October 2009

Reference URL: **click here**

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snapshot

- Increases staff productivity by 40 percent while optimizing business performance, driving revenue and expanding promotional up-sell offers by leveraging e-commerce and data management capabilities across the supply chain.
- Captures both structured and unstructured product data to deliver a single, trusted source for information.
- Establishes real-time collaboration between suppliers, partners, employees and customers through web portals, store kiosks and PDAs to share knowledge and leverage social media to capture stakeholder knowledge and feedback.

Click below to view by category:

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Click below to view by industry:

Telecommunications

1. **Nokia-Siemens Network Company and A Leading Mobile Services Provider in China**
   Smarter Communications • IBM Business Partner: Nokia-Siemens Networks **[click here]**

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Enterprise **Growth Market**

Nokia-Siemens Network Company and a Leading Mobile Services Provider in China
Smarter Communications

IBM Business Partners: Nokia-Siemens Networks

IBM content
Software:
Information Management: Cognos 8 BI Version 8.4; Cognos Now!; InfoSphere Warehouse; InfoSphere DataStage

Business Need:
Mobile telecommunications networks are evolving at the speed of sound, making it increasingly difficult to support a growing customer base using non-integrated legacy systems. For the client, operation of its nationwide network is complicated by the lack of a single version of truth across the enterprise, which is built on a variety of open-source software (OSS) systems that cannot provide the real-time insight needed to support new business and improve the customer experience. The client needed actionable business intelligence in an integrated enterprise network that can handle the increasingly high volume of data, meet the requirements of critical line of business (LOB) applications and avoid expensive bottlenecks that decrease the performance of the data warehouse.

Solution:
The client implemented an integrated network analysis platform developed by IBM China Development and SWG, with support from IBM Business Partner Nokia-Siemens Network Company. The deployment provided a nationwide, end-to-end business intelligence solution for real-time analysis of OSS business data and consumer-perceived quality analytics, based on IBM Cognos 8 BI/Cognos Now!

BP Information:
Nokia Siemens Networks is a leading global enabler of telecommunications services.

Deployment:
June 2010 – Ongoing

Reference URL: **click here**

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Enterprise **Growth Market**

Nokia-Siemens Network Company and a Leading Mobile Services Provider in China *cont.*
Smarter Communications

IBM Business Partners: Nokia-Siemens Networks

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snapshot

- Enables real-time analytics and a 360-degree view across the enterprise, leveraging business intelligence for comprehensive insights and improved outcomes nationwide.
- Captures and aggregates business and customer data in a central repository for analysis.
- Consolidates data from transmission, mobile, IP, signaling monitor and base transceiver stations, providing an integrated network platform that feeds data to critical line of business applications.

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Midmarket	Enterprise	Markets

Click below to view by industry:

Travel & Transportation

1. **Interloc Solutions, DataSplice and Solufy Information Technologies Inc Assist Major U.S., Metro Transportation Provider**
   Smarter Transportation • IBM Business Partners: Interloc Solutions, DataSplice and Solufy **[click here]**

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Enterprise **North America**

Interloc Solutions, DataSplice and Solufy Information Technologies Inc., Assist Major U.S., Metro Transportation Provider
Smarter Transportation

IBM Business Partners: Interloc Solutions, DataSplice and Solufy Information Technologies

Business Need:

This client is home to some of the most innovative and forward-thinking technical companies in the world. Yet the region's mass transit system was behind the times. Not only was the organization's fleet aging, but the client also relied on preexisting inventory, business and financial systems to support its operation – some of them homegrown and many dating back to the 1970s.

To ensure it could continue to serve the public's growing transportation needs, client officials needed to modernize the technical infrastructure - and thereby greatly enhance the company's ability to manage and maintain assets, improve operational efficiencies, streamline processes, and reduce costs and waste. A project was put in place called the Business Advancement Program (BAP), to focus specifically on back-office processes and asset and inventory management.

Solution:

The client turned to IBM Business Partner Interloc Solutions to implement an asset management system based on IBM Tivoli Maximo for Transportation and IBM Tivoli Maximo Asset Configuration Manager software. IBM Business Partner DataSplice provided inventory tracking and mobile components of the solution. In the near future, AKWIRE technology, an inventory-scheduling tool provided by IBM Business Partner Solufy Information Technologies Inc., will be added to the solution.

The solution is integrated with the organization's onboard performance, maintenance, supply and procurement systems and business management software. IBM Tivoli Maximo Transportation software serves as a base platform for asset reporting. IBM Tivoli Maximo Configuration Manager enables officials to view and identify the details of different asset types across the system, such as maintenance and service histories.

Since implementing its new asset management solution, the client has gained unprecedented and near real-time insight into its assets – such as their condition, location, availability, and maintenance and repair histories – as well as into its inventory systems. These capabilities virtually transformed operations, enabling the organization to lower costs, optimize both human and equipment resources and improve operational efficiencies.

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Enterprise **North America**

Interloc Solutions, DataSplice and Solufy Information Technologies Inc. Assist Major U.S., Metro Transportation Provider *cont.*
Smarter Transportation

IBM Business Partners: Interloc Solutions, DataSplice and Solufy Information Technologies

BP Information:
Interloc Solutions is a technically accredited IBM Premier Business Partner that is authorized to sell and support IBM Tivoli Maximo software.

DataSplice provides mobile handheld technology for field service maintenance and asset management to the oil and gas, utilities, defense and manufacturing industries.

Solufy focuses on delivering quality software solutions to augment the functionality of IBM Tivoli Maximo software and other enterprise-class systems.

Deployment:
January 2009 – Ongoing

Reference URL: **click here**

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snapshot

- Using infrared-enabled mobile and handheld devices, workers can read bins and part information using barcodes, as well as scan and update items and part numbers. Future capabilities will include the ability to track and count items using radio frequency identification (RFID).
- The solution collects and consolidates asset information systemwide, including the materials management group, which consists of two main hub warehouses and six spoke operations.

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Wholesale Distribution & Services

1. **ISV and Healthcare Provider**
   Smarter Healthcare • IBM Business Partners: ISV **[click here]**

2. **Kapacity and A Danish Construction Supplies Distributor**
   Smarter Planet • IBM Business Partners: Kapacity **[click here]**

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Enterprise **SW Europe**

ISV and Healthcare Provider *Smarter Healthcare*

IBM Business Partners: ISV

IBM content

Information Management: Cognos Business Intelligence; Cognos 8 BI Data Manager; Cognos 8 BI Event Studio; Cognos 8 BI Metric Studio; Cognos 8 BI Query Studio; Cognos 8 BI Report Studio; Cognos 8 BI Version 8.4; Informix Dynamic Server (IDS) 11; Informix Standard Engine (SE)
Services:
IBM Training: Training: Information Management

Business Need:

The client provides a range of hospital and clinic management applications designed to help administrators and public health officials deliver quality care to the French citizenry. More than 250 of approximately 1,000 national clinics are using their customized solution to manage patient administration.

Healthcare systems worldwide are experiencing increasing pressures to provide high quality of care while efficiently managing and providing oversight of public funds. Healthcare officials in France are addressing these pressures by requiring providers to generate efficiencies in regard to records management and billing. At the same time, healthcare providers are being asked to provide detailed reporting and analysis of patient care in order to ensure public spending is properly managed. Clinics are now required to integrate their billing processes with the national billing system called Noemie.

This system uses a credit card-type identification and authorization method to access patient records and account information.

Clinics are also seeking to more closely integrate functional areas of care – diagnostics, treatment, surgery, prosthesis, drug control, etc. – with back office systems for accounting and management. Closer management of functional areas offers opportunities for more efficient and cost-effective care delivery, allowing resources to be used to maximum benefit.

The increasing demands from public entities, as well as the desire of the medical clinics to access more functionality from the Clinique application, led the client to re-evaluate the underlying infrastructure of the application with an emphasis on scalability, availability and performance.

Solution:

The client selected IBM software, specifically IBM Cognos and Informix software suites, to provide the information management and business intelligence functionality of the proprietary application. The new functionality has enabled the client to offer its clients a more comprehensive healthcare management system that better manages patient records, their care and the processes within the clinics and hospitals.

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Enterprise **SW Europe**

ISV and Healthcare Provider *cont.*
Smarter Healthcare

IBM Business Partners: ISV

When patients visit any of the clinics that use the application, their care card or "carte vitale" is scanned and the application accesses the nationwide Noemie system to determine benefit eligibility and access existing medical records. The solution manages patient enrollment, tracks treatments given, and what medicines are prescribed using what is referred to as the "patient shared file." The shared file is a compliance requirement for participating in the Noemie system.

BP Information:
An independent software vendor and reseller, the Business Partner is affiliated with the client of this blinded reference.

Deployment:
October 2009 – Ongoing

Reference URL: **click here**

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snapshot

- Creates a centralized application from which sophisticated analysis and insight can be gained. These performance and capability improvements have strengthened the client's competitive position and positioned the company to deliver the solution to expand beyond the existing client base of 250 clinics. Customers that are using the application are more satisfied with the offering.
- Individual departments within each clinic such as obstetrics, surgery or the emergency room can be monitored and evaluated for quality of care and even indicate and pinpoint possible disease outbreaks.
- Regional and national performance can be measured and evaluated in order to help determine public health policy and allocation of funding based on need and performance.

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Enterprise | **NE Europe**

Kapacity and A Danish Construction Supplies Distributor *Smarter Planet*

IBM Business Partners: Kapacity

IBM content

Software:
Information Management: Cognos 8 BI Version 8.1
Solutions:
Global Alliance Solutions: Lawson Customer Sales and Service

Business Need:

Wholesale distribution in the construction industry can be highly complex, often catering to a highly varied client base reached through a wide variety of sales channels. For this danish construction supplies distributor, the need to improve the efficiency of its sales analysis is complicated by the time-consuming nature of manual data entry on spread-sheets and the inability to view client profiles or sales data in real time.

The company needs to gain insight into not only what customers are buying and how much they are spending, but also how this purchasing behavior affects the speed and cost of the sales process itself. In addition, the client lacks a way to link sales analysis process to legacy ERP and CRM systems, which could provide greater visibility into customer trends and help to reduce the cost of sales operations.

Solution:

The client deployed a sales analysis solution based on IBM Cognos 8 Business Intelligence software, working with IBM Business Partner and systems integrator Kapacity. The solution integrated existing Lawson ERP and CRM systems with IBM Cognos 8 Business Intelligence, creating real-time analytical models that assessed each customer in three dimensions: their size in terms of volume of sales; their loyalty in terms of actual sales compared to predicted sales; and the cost of selling to them, which is a score based on seven different cost parameters.

BP Information:

Kapacity is a Danish consultancy firm focusing on Business Intelligence and Data warehouse solutions.

Deployment:

August 2009 – Ongoing

Reference URL: **click here**

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Enterprise | NE Europe

Kapacity and A Danish Construction Supplies Distributor *cont.* *Smarter Planet*

IBM Business Partners: Kapacity

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snapshot

- Reduces the cost of sales using real-time sales data to influence and improve customer purchasing behavior.
- Captures up-to-the-minute sales and customer data in a central database and sorts it in 45 categories for analysis.
- Links business intelligence to ERP and CRM systems to create a 360-degree view of customer activity, presenting sales reps with instant networked access to statistical models.

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