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On Demand Business Resilience

Course #: CB 18

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Agenda

On Demand Business Resilience, Security & Compliance Business Resilience Track

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Agenda

- **Introduction**
  - ➤ Education Objectives for this Session

- **Business Resilience – An On Demand Perspective**
  - ➤ On Demand and the On Demand Operating Environment
  - ➤ How does Business Resilience Fit?
  - ➤ Customers Pain Points

- **Identifying Business Resilience Opportunities**
  - ➤ How do you identify hardware opportunities in Business Resilience
  - ➤ Market and Client Needs, with Needs Mapping By Industry

- **Selling IBM/STG Business Resilience Offerings**
  - ➤ Offerings Portfolio
  - ➤ Getting Started with IGS Assessment Offerings and Services
  - ➤ Teaming to Sell Business Resilience Offerings

- **Selling IBM/STG Business Resilience – Sales Enablement**
  - ➤ Sales Enablement materials
  - ➤ Call to Action

- **Questions and Answers**

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Introduction

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Education Objectives

- Understand the top spending priorities which address customers Business Resilience pain points.

- Discover the cross-IBM portfolio of Business Resilience offerings.

- Learn how to identify Business Resilience opportunities with a range of enablement tools available to help you close the sale.

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Business Resilience – An On Demand Business Perspective

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What is on the minds of 450 of the world's leading CEOs

CEO needs	**CIO challenges**
▪ **Revenue growth** with cost containment	▪ Aligning IT and business goals to grow revenue and contain costs
▪ Key competency: **responsiveness**	▪ Building responsiveness and agility into the organization through IT
▪ Critical success factor: enable effectiveness of **people**	▪ How can IT help enable people and teams to be more effective
Source: CEO Study of 456 WW CEOs. IBM Corporation Feb. 2004	**Source: Operating Environment Market Drivers Study. IBM Corp.2004**

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Answering these three challenges is what an on demand business is all about

An on demand business is an enterprise whose business processes—integrated end-to-end across the company and with key partners, suppliers and customers—can respond with flexibility and speed to customer demand, market opportunity or external threat.

PURCHASE

TRACK

ebaY

UPS
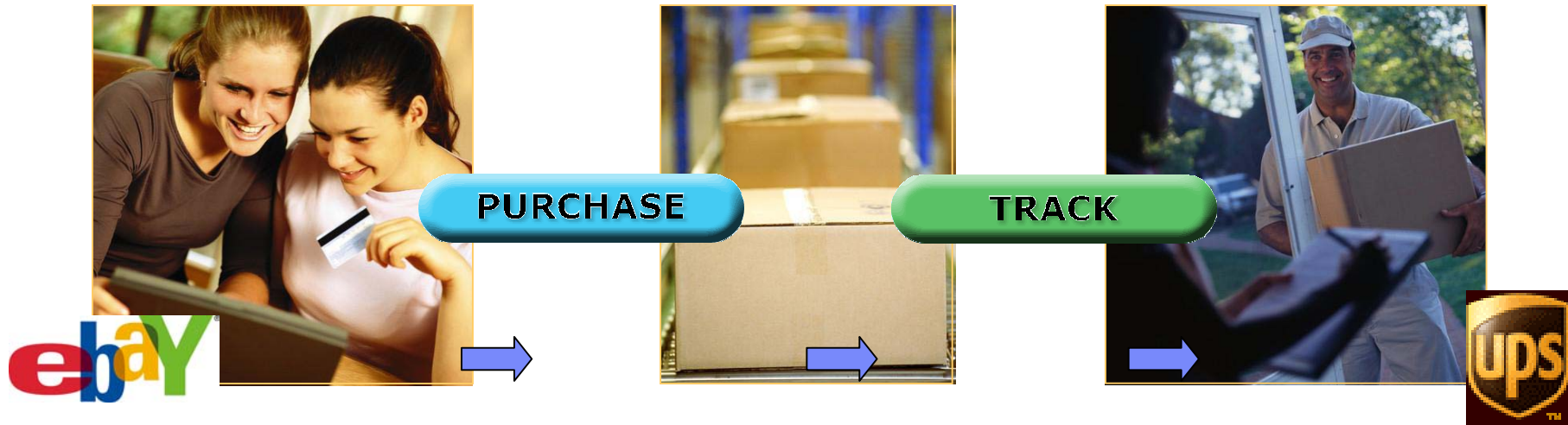
... multiple companies, seamless process

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What's changed?

| Before on demand		on demand business
Technology first	*How you approach the problem is different*	Business first
Monolithic; Resources	*What is necessary is different*	Modular; Services
Silos	*How you architect the solution is different*	"Integration points"
Difficult and costly to change	*What is possible is different*	Flexibility

"People now see that IT isn't some sort of odd appendage that needs to be managed elsewhere; **IT needs to be part of the business decisions** of the overall company."

- Theresa Lanowitz, Gartner Inc. May 2004

Start with your business priorities …

Business change
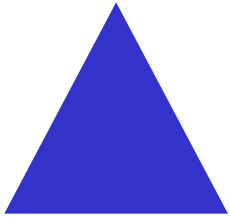
IT change

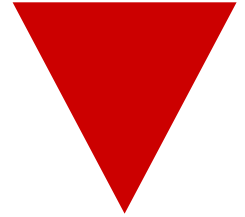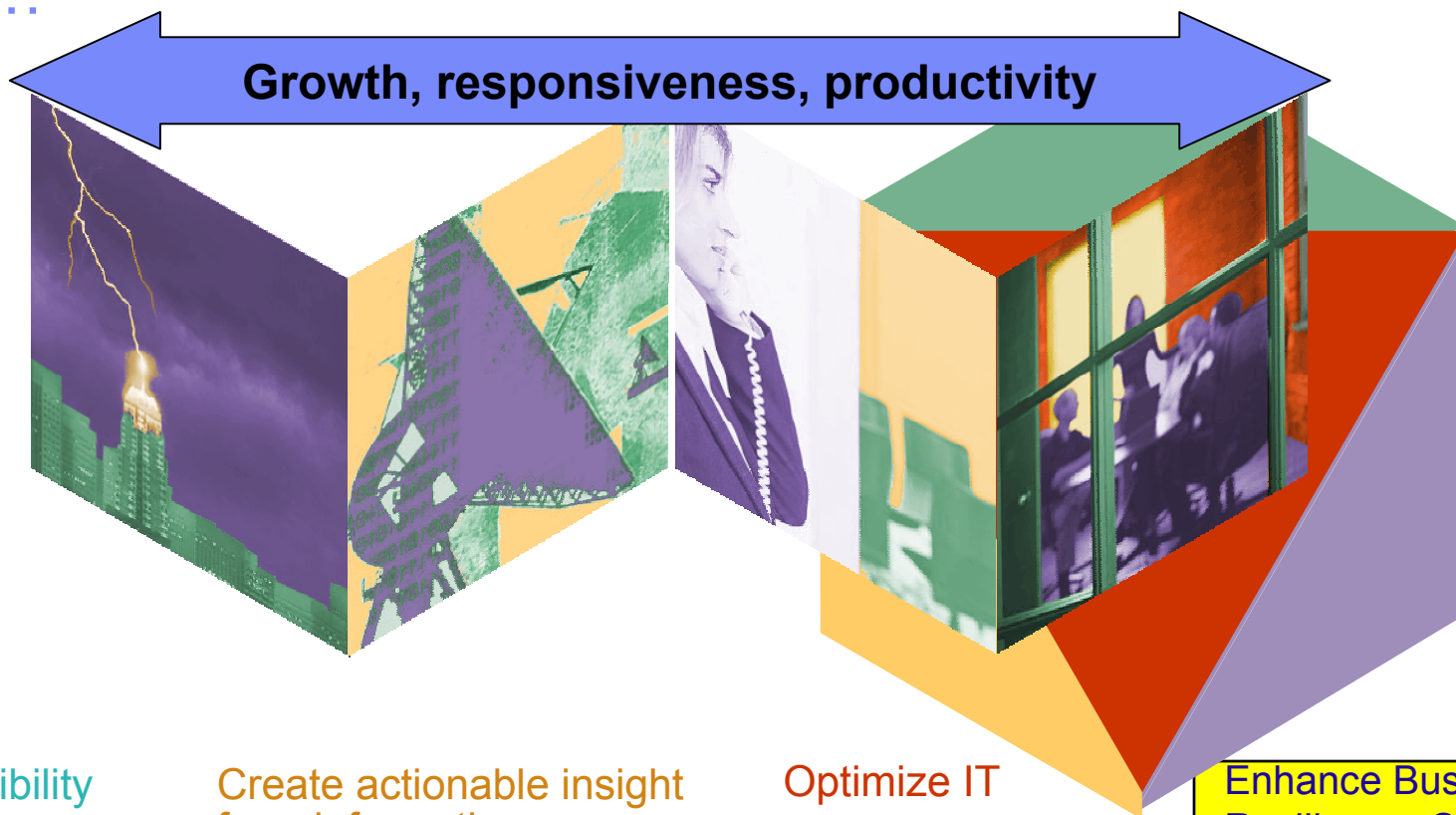**Business processes** → **Alignment of business and IT** ← **IT processes**

↓

- **Increase flexibility & responsiveness**
- **Enhance resilience and security**
- **Optimize the IT infrastructure**
- **Create actionable insight from information**

"Today, enterprises are recognizing the important **relationship between IT processes and business processes**. The alignment of business and IT"

Donna Scott, Gartner Inc. June 2004

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The On Demand Operating Environment drives business value…

Growth, responsiveness, productivity

Increase flexibility & responsiveness

- **Integrate business processes**
- **Legacy transformation**
- **Information & application integration**

Create actionable insight from information

- **Customer intimacy**
- **Product personalization**
- **Better, faster decisions**
- **Anytime / anywhere access**

Optimize IT infrastructure

- **Change management**
- **Increased utilization**
- **Virtualize & Automate**

Enhance Business Resilience, Security & Compliance

- **Business Resilience incl. Risk management**
- **Security**
- **Governance & Compliance**

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Business Resilience, Security & Compliance
- Market Definition

> ### *Business resilience, security and compliance is the ability to…*
>
> **… rapidly adapt** and **respond** to **opportunities**, **regulations** and **risks**, in order to **maintain secure**, **continuous**, **business operations**, be a **more trusted partner**, and **enable growth**.

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How does OE create value in Business Resilience, Security & Compliance?

- **For** business and IT executives

- **Who need** to respond with speed to unexpected changes, opportunities and threats so that their business can be up and running

- **IBM delivers** solutions that can help formulate a comprehensive strategy and recovery plan that create a secure, agile, business and IT environment and address regulatory compliance, security, and risk management. This provides customers with an end-to-end approach for Business Resilience.

- **Unlike other vendors** IBM possesses the unique ability to look at operations and processes holistically, assess current risks, and provide support for implementing the necessary processes, systems, tools and training to help protect against the unexpected, in a cost effective, step-wise manner.

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Identifying Business Resilience Opportunities

On Demand Business Resilience, Security & Compliance Business Resilience Track

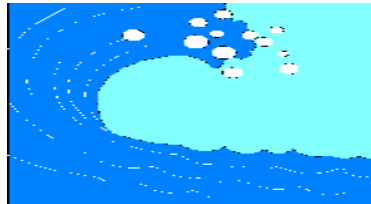This presentation is intended for IBM and IBM's Business Partners and is not intended to be shown to customers
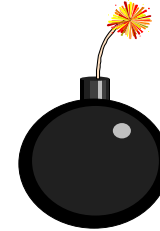
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Business Resilience in the on demand Enterprise: More Risks, More Collaboration
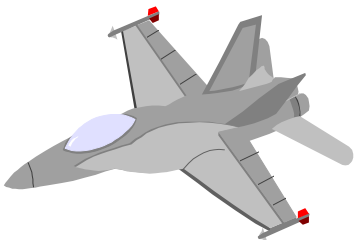
Performance/Capacity

Rolling Disaster/ Multiple Failure Points

Terrorism

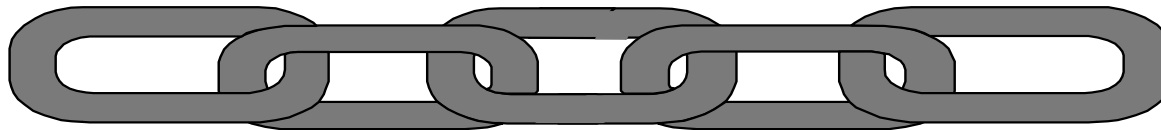**Human Error/ Operations Risk**

Acts of War

Planned/Unplanned Downtime

Closed

Security Incidents
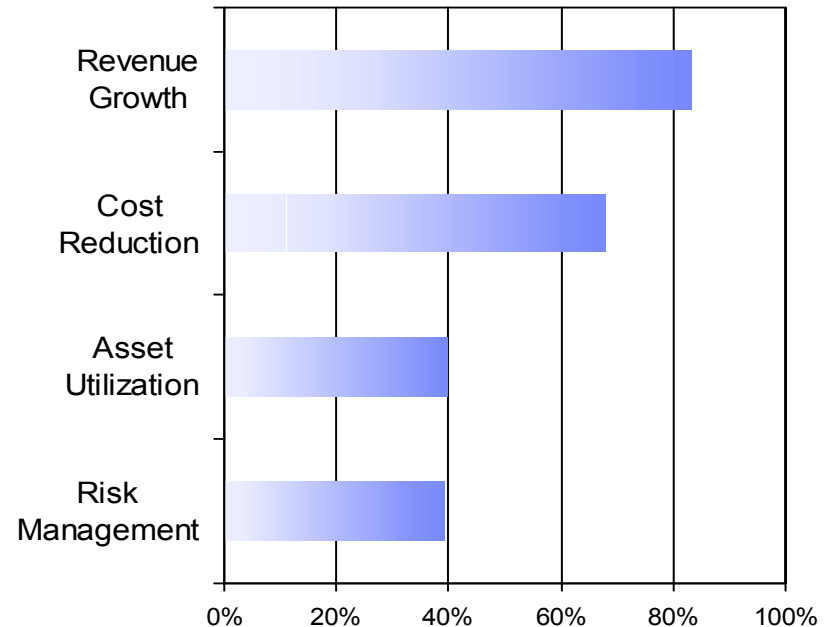
Outsourced Service Providers

Content or Application Links to Third Parties

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Why is enhancing business resilience important?

- **Resilience enables Growth**:
  - To achieve growth in revenues must also control the risks *
  - Differentiated products & services help to drive growth

- **Cost containment**:
  - Minimizing risks through comprehensive Business Recovery planning

- **Better Asset Utilization**
  - Improving operational efficiency

- **Responsiveness through Risk Management: +**
  - Continuity of Business Operations

Key Focus Area for Strengthening Financial Performance Over the Next Three Years

Bar chart showing:
- Revenue Growth: ~83%
- Cost Reduction: ~67%
- Asset Utilization: ~40%
- Risk Management: ~40%

(x-axis: 0% to 100%)

Business Resilience is an integral thread that runs through the clients' whole organization and is key to growth

*Source: * CEO Study of 456 WW CEOs IBM Corporation - Feb 2004 ; + IGS Fact Point Study IBM Corporation – June 2004*

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What are clients telling us about their need to enhance business resilience?

- **Clients are looking to manage the risk associated with doing business in an increasingly volatile environment.**

  – *Their own customers expect them to be up and running at all times, requiring new levels of business continuity planning and capability.*

- **Clients pain point for prioritized investment in 2005 ***

  – *To ensure their IT infrastructure runs without service level degradation*

  * Source: Attributes & Capabilities II Study - IBM Corporation - July 2004

✓**Resilience** helps to grow revenues by keeping the business constantly available to its customers.

✓**Resilience** can manage risk by reducing business disruptions, providing greater predictability in performance.

Source: **IBM Institute for Business Value. IBM Corporation 2003**

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On Demand Business and Business Resilience – A Collision Course

Business is Moving Faster than ever Before:

- Real-time inter-Enterprise business process integration

- Significant reliance on partners in the value chain

- Faster flow and immediate responses expected

- You are only as strong as the weakest link

However, less than 40% (60% by end 2005) of Global 2000 enterprises have invested in comprehensive Business Continuity / Disaster Recovery plans that are current and fully tested.
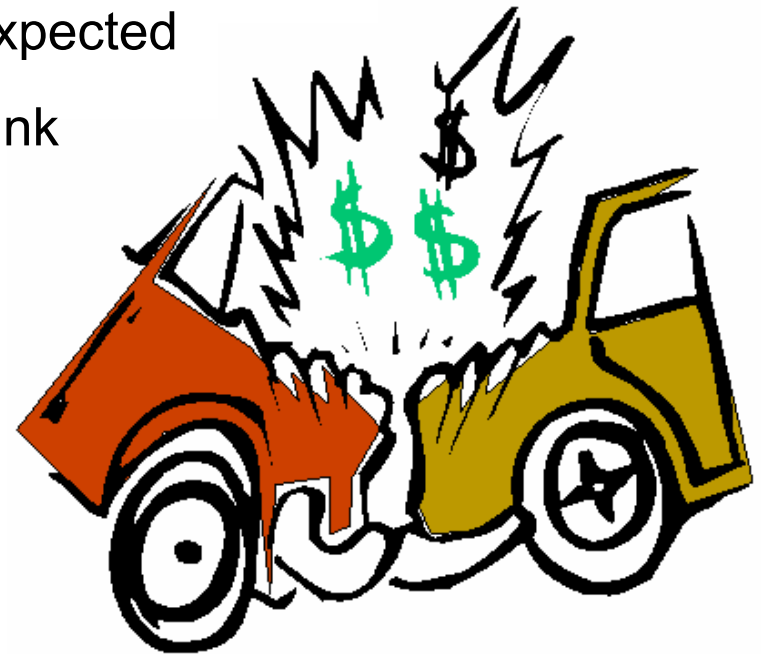
Source: Meta Group Inc. Meta Practice Disaster Recovery: Reaction, Not Reality February 2004

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Target Audiences

- STG Customers / Prospects making technology platform decisions in the role of an organizations'
  - CIO, IT Executives
  - IT Operations / Systems Management
  - IT Networking
  - IT Services
  - Line of Business Executives

- **Mission critical and need to run 24x7, 365 days/year**
- **Highly regulated industries requirements e.g. Banking-Basel II**

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Business Resilience - Needs Mapping by Industry

	Industry Needs	Ensure IT runs without service degradation	Business Impact
Banking, Financial Markets	▪Restructure Payment	✓	▪Sense and respond to transaction volumes
	▪Multi-channel integration	✓	▪Deliver differentiated service
Government	▪Social services	✓	▪Nimble recovery and better service to citizens
	▪Defense	✓	▪Free up funds for economic development
Insurance	▪Back office efficiency & resilience	✓	▪Reduce operating costs
	▪Front office differentiation	✓	▪Deliver differentiated service
Automotive	▪Customer value and brand loyalty	✓	▪Improved customer service
	▪Cost and time to market	✓	▪Operational cost efficiencies

Source: Attributes & Capabilities II Study - IBM Corporation - July 2004

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Understanding the Market Need for Business Resilience
Examples of Disaster and non Disaster Outages
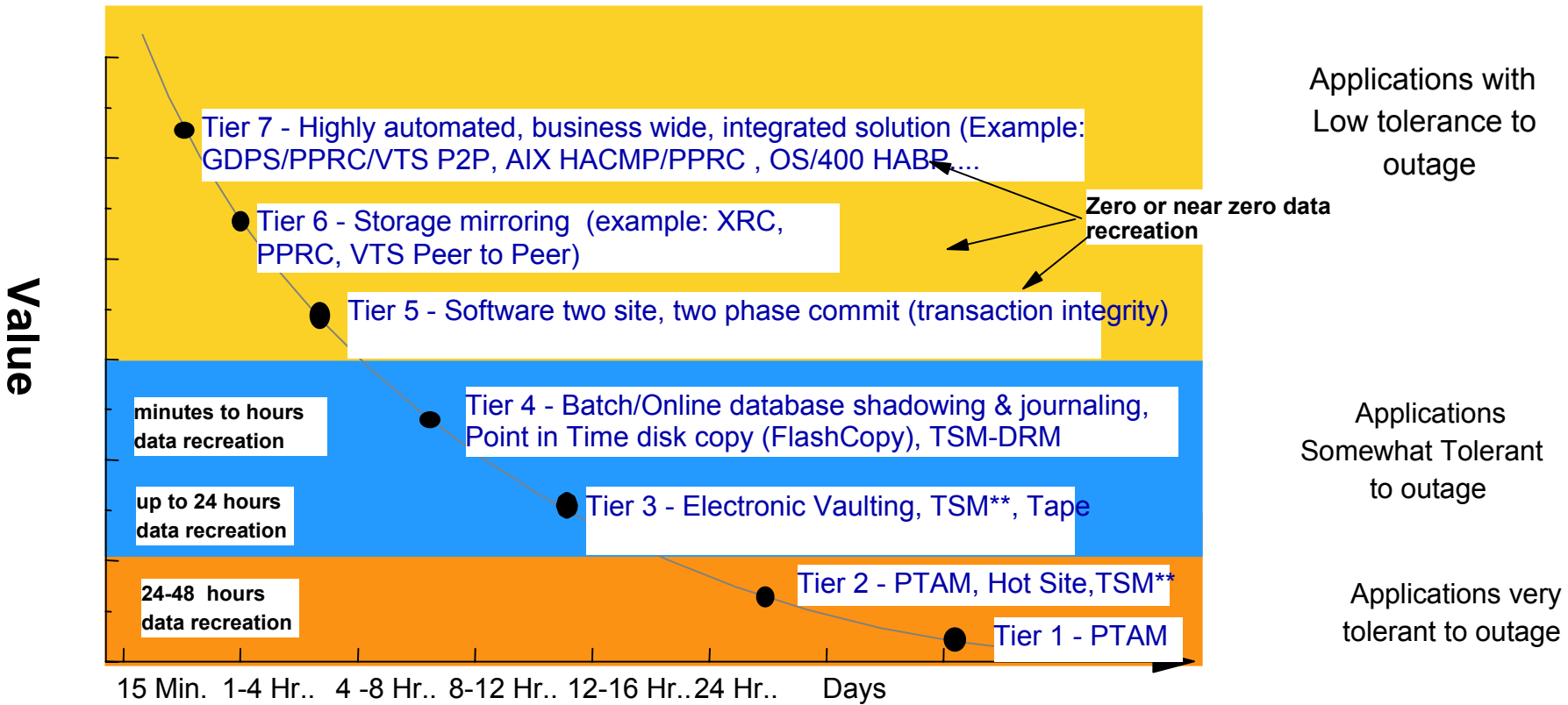
Non Disaster Events

- Typical **planned** outages
  - ► Backups
  - ► PTF and OS installs
  - ► Application maintenance
  - ► Hardware/Software upgrades

- Typical **unplanned, non disaster** outages
  - ► Application failure
  - ► Operator error
  - ► Local power outages
  - ► Network failure
  - ► Hardware failure

Disaster Events

- Typical **Disaster** outages :
  - ► Outages that are caused by natural disasters or other catastrophes that damage the production facilities beyond usability. (examples – fire, flood, earthquake, bombing)
  - ► Outages that require a recovery procedure at an off-site location
  - ► Failure of regional power grid (example - recent power failure in Canada and USA)
  - ► Outages not caused by computer hardware or software defects
  - ► A disaster is a rare event that most customers will never experience

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Business Resilience - Tiers of Disaster Recovery

Best D/R practice is blend tiers of solutions in order to maximize application coverage at lowest possible cost . One size, one technology, or one methodology doesn't fit all applications.

Value (vertical axis)

Applications with Low tolerance to outage

Tier 7 - Highly automated, business wide, integrated solution (Example: GDPS/PPRC/VTS P2P, AIX HACMP/PPRC , OS/400 HABR ...

Zero or near zero data recreation

Tier 6 - Storage mirroring (example: XRC, PPRC, VTS Peer to Peer)

Tier 5 - Software two site, two phase commit (transaction integrity)

minutes to hours data recreation

Tier 4 - Batch/Online database shadowing & journaling, Point in Time disk copy (FlashCopy), TSM-DRM

Applications Somewhat Tolerant to outage

up to 24 hours data recreation

Tier 3 - Electronic Vaulting, TSM**, Tape

24-48 hours data recreation

Tier 2 - PTAM, Hot Site,TSM**

Tier 1 - PTAM

Applications very tolerant to outage

15 Min.   1-4 Hr..   4 -8 Hr..   8-12 Hr..   12-16 Hr.. 24 Hr..   Days

Recovery Time

Tiers based on SHARE definitions

*PTAM = Pickup Truck Access Method with Tape
**TSM = Tivoli Storage Manager
*** = Geographically Dispersed Parallel Sysplex

Business Resilience - Identifying Clients Needs

Critical Business issues: How would your CEO/CIO respond to these questions ?

- Strategic: Does your firm acknowledge information based risk as an element of its corporate risk management policy?

- Operational: How does your firm identify, quantify and manage these risks?

- Reputation: What are the risks to your brand, your reputation, your financial stability?

- Regulatory: Is your firm in compliance with regulatory requirements

- Financial: Can you quantify the financial exposures associated with interruptions to your critical business processes?

- Information: Is your information secure from breach and protected from disaster?

Business Processes   **Applications**   **People**

Facilities   **Infrastructure**

...An end to end Business Continuity program is only as strong as its weakest link

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Sample Diagnostic Questions *(More in Sales Kit)*

- What is the cost of an outage of critical business operations?

- What are your most critical business processes and applications? Are they protected from disruption/disaster?

- What techniques and strategies has your firm taken to ensure that systems are highly or continuously available?

- Are your systems geographically distributed and replicated to ensure that you have access to a backup system if and when disaster should strike?

- Do you have a disaster recovery policy in place?

- Is your IT recovery strategy in line with your business objectives?

- Do your business and/or IT operations hinge on the availability of an individual person's skills?

- If a disaster rendered your facility unavailable, where would you recover your business operations?

- Do you have a data retention strategy?

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Needs Development: Issues, Implications & Probing Questions
- *(Sample Only, More information in Sales Kit)*

Issue:	Implication:	Probing Questions:
Does an infrastructure outage have a big impact on your business?	Determines how dependent the running of a business is on its infrastructure. The higher the impact more likely it is that the customer will listen to more probing questions on this topic	What is the cost of an outage? How long before you are out of business? What risks pose the greatest threat to your business? What steps has your firm taken for protection against these risks
Issue: What steps have you taken to tackle business process resilience and recovery, as well as improving incident response and crisis management?	**Implication:** Determines how important availability is to a business	**Probing Questions:** What are your most critical business processes and applications – customer services, sales transactions, payroll, employee records, inventory and scheduling? Are they protected from disruption/disaster? Is availability of systems critical in your environment? What techniques and strategies has your firm taken to ensure that systems are highly or continuously available – clustering, load balancing, redundant systems? What are single points of failure in your infrastructure?

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How do we tie in the hardware value propositions and offerings?
Client Needs lead to Scenarios which lead to Offerings (SAMPLE)

Key Client Needs IBM STG can help with	Client Usage Scenarios involving hardware solutions	Highlighted STG Offering (Solution) Categories
Maintain your on demand business Service Level Agreements: Minimize disruption to users and applications during both unplanned or planned outage events (such as tape back up or system maintenance	Deploy and Maintain High Availability (HA) server topologies and configurations ▪ Hot Standby ▪ Load balanced	▪ High Availability (HA) and continuous availability solutions ▪ Flexible Growth (Scale-up, Clusters and Scale-out) Offerings ▪ Grid Offerings
Protect from potentially crippling loss through Disaster Recovery Solutions: Maintain ability to recover operations at a remote location in the event of a disaster resulting in the loss of the data center	Deploy and Maintain ▪ Remote Hot Stand-by Servers ▪ Remote Mirroring, Shadowing and Replication of Databases, files and objects ▪ Data or File Back-Up and Recovery	▪ High availability and continuous availability solutions ▪ Logical Replication ▪ Remote Shared/ Switchable devices ▪ Disaster Recovery Solutions ▪ SAN Disaster Recovery Solutions (PPRC, Flash Copy) ▪ Tape Disaster Recovery Solutions
Focus on your business (and don't worry about the infrastructure): Achieve automation based on your individual business requirements and capabilities Comply with regulatory requirements	Deploy & Maintain Solutions for: ▪ Data Retention ▪ Automation of infrastructure management tasks ▪ Creation & maintenance of audit logs	▪ Data Retention Solutions ▪ Systems Management Solutions ▪ Printing Solutions

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Selling IBM/STG Business Resilience Offerings

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Business Resilience Track

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IBM's Business Resilience Offering Portfolio – 1 of 2

Solution Type	Multi/Cross Industry	Banking	Government	Mid Market
Infrastructure Solutions	▪**Web Infrastructure Orchestration** ▪**Adaptive Blueprint for Enterprise Architecture** ▪**Managed Storage Services (ITS+ e-bHS)** ▪**Virtual Server Services (e-bHS)** ▪**Strategic Outsourcing Flexible Demand Option (SO + ITS)**			▪**High Availability Express Portfolio Solution on iSeries**
Solution Building Blocks	▪**Infrastructure Recovery Svcs for Business Resilience & Continuity (ITS)**	▪**Middleware Solution for Banking (Branch + Core Systems) Transformation**		▪**Infrastructure Recovery Services for Mid-market (ITS)**

	Services	Software	Hardware
Enabling Lead-with Offerings	▪**Infrastructure Readiness Service Engagements for on demand (ITS – Announce 10/04, new name)** ▪**Resilient Business and Infrastructure Assessment (ITS)** ▪**Autonomic / on demand Network Readiness Assessments (NS Aug04)** ▪**IBM Performance Management, Testing and Scalability Services (ITS)** ▪**IBM High Availability Services – for resilient infrastructure (ITS)**	▪*IBM High Availability Express Portfolio Solution on iSeries* ▪*IBM High Availability on pSeries using HACMP* ▪**Automation Assessment Tool** ▪**IBM Tivoli Intelligent Orchestrator** ▪**IBM Tivoli Provisioning Manager** ▪**IBM Tivoli Monitoring for Transaction Performance** ▪**IBM Tivoli Storage Manager** ▪**IBM Tivoli System Automation** ▪**IBM Tivoli Enterprise Console** ▪**IBM Tivoli Resource Manager Express**	▪*Capacity Upgrade on demand (for pSeries, iSeries, zSeries)* ▪*IBM High Availability on pSeries using HACMP and HACMP-XD* ▪**Geographically Dispersed Parallel Sysplex (GDPS) o*n zSeries*** ▪*xSeries with SteelEye's LifeKeeper* ▪*IBM Director* ▪*IBM Virtualization Engine (GA 8/27)* ▪*IBM TotalStorage Resiliency family*

KEY TO ABOVE TABLE: BOLD Lead-with Offerings ----- Large Enterprise Offerings ----- *Large and Medium Enterprise Offerings*

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IBM's Business Resilience Offering Portfolio – 2 of 2

Offering Type	Offerings	Offerings
Solution Bldg Blocks	▪ **Strategic Outsourcing Flexible Support Option (SO + ITS)** ▪ **Output Management Service (SO + ITS)** ▪ NetWorkStation Management (SO) ▪ **Data Center Outsourcing (SO)** ▪ **Network Outsourcing (SO)**	▪ **IBM Managed Hosting, High performance LAN Free Backup & Restore (4Q04) (e-bHS)** ▪ **Open Infrastructure Offering (IGF)**
Individual Products / Services	▪ **IBM Application Portfolio Management Services for Portfolio Assessment (AMS)** ▪ **IT Infrastructure and architecture design (ITS announce 10/04 new)** ▪ **Business Continuity & Consulting Services – Health Check (ITS)** ▪ **Network consulting for resilient networks (NS)** ▪ **Application Management Services (AMS)** ▪ **Legacy Transformation Services – Application Integration/Renovation/Porting Services (AMS)** ▪ **Legacy Transformation Services – Consolidation and Migration (AMS)** ▪ **IT Recovery and Consulting Services (ITS)** ▪ **Grid Offering for Analytics Acceleration (ITS)** ▪ **Tivoli Business Systems Manager**	▪ **IBM eServer BladeCenter** ▪ **zSeries Parallel Sysplex** ▪ *IBM TotalStorage Resiliency Family* (GDPS/PPRC, GDPS/XRC, GDPS Storage Manager, GDPS/PPRC Hyperswap, HAMCP-XD, eRCMF, GDS for MSCS, Local/Remote Replication - ESS/FAStT/SVC, SFS, TSM, TSM EE, Tape solutions) ▪ **IBM TotalStorage SAN Volume Controller** ▪ **IBM TotalStorage Productivity Center** ▪ **GPFS - General Parallel File System** ▪ pSeries Veritas Cluster Server ▪ **pSeries Site Disaster Recovery Solutions** ▪ **iSeries IASP Clusters** ▪ **iSeries geographically dispersed switched disk** ▪ **iSeries for Capacity BackUp** ▪ **xSeries Disaster Recovery Solutions** ▪ **X445 with SteelEye's LifeKeeper** ▪ **Integrated Platform Express**

KEY TO ABOVE TABLE: BOLD Lead-with Offerings   ----- Large Enterprise Offerings   ----- *Large and Medium Enterprise Offerings*

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Getting Started with Assessment Offerings and Services
Partner with Integrated Technology Services (ITS), IBM Global Services to identify specific client needs:-

- **All services can be scaled to any size client.**

- **All services are sold by face-to-face reps. Some are also sold by Global Services Inside Sales.**

- **The core portfolio is divided into 4 parts:**
  1. Advisory services for Business Resilience and Continuity
  2. Implementation and Integration services for Business Continuity and Recovery
  3. Infrastructure Recovery Services
  4. Managed Services for Business Resilience and Continuity

- **<u>Advisory Services</u> include:**
  - A full range of offerings - Assess, Plan, Design, Implement, Run (e.g., risk assessments, design/strategy/plan, recovery exercise assistance and post incident review)

- **<u>Infrastructure Recovery Services</u> include:**
  - Recovery facilities around the country for shared recovery of multi-vendor environments (includes network)
  - Workspace recovery capabilities to relocate people and employees in the event of a disruption
  - Rapid Recovery for high criticality applications (e.g. low recovery times and points)
  - Protection Express Solutions is packaged especially for SMB

- **<u>Managed Services</u> include:**
  - Managed Security Services (available for all size companies/customers) -- Security Workshop, eMail Security, Vulnerability Scanning and Intrusion Detection
  - Continuity and Resilience Program Management involve the complete outsourcing and management of a company's DR program
  - Crisis Response Teams

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Teaming to Sell Business Resilience Solutions

Seller Action Playbook/"Goal Line"

- Developed as a guide for how to address cross-brand sales opportunities, as well as joint selling activities with our business and alliance partners, and call out possible instances of seller interaction when structuring on demand solutions.

- Designed to present sellers with likely Client Scenarios and a concise list of logical responses by IBM to address customer problems with real solutions.

- Each scenario also has a set of Sample Selling Situations - typical client entry points to exploring how to help a client meet their objectives.

- Identification of lead sellers who would go back to their extended team and make sure the OO (Opportunity Owner) function is performed by the appropriate member of the sales team.

- Seller Resource Guides - one-page handy references to more detailed sales aids for each Selling Situation

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Seller Action Playbook - example

What are potential selling steps?

Linux Client Scenario 1:
Sample Selling Situation 1

Statement of client pain

Statement of Problem/Pain

Potential qualifying questions

Qualifying Questions

Hypothetical answers to questions

Lead owner by seller type for Clusters or Territory

Key Opportunities/
1. Text
2. Text
3. Text

Potential steps to take based on example situation

Lea
1. Text
2. Text
3. Text

Introduction
Linux
Client Scenario 1
Linux Sample
Selling Situation 1
Seller Resource Guide
Linux Sample

Linux Sample
Selling Situation 5
Seller Resource Guide
Linux Sample
Selling Situation 6

Blank Templates

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What resources are available for each step?

Linux Client Scenario 1:
Seller Resource Guide 1

Where to get more information on the Web

Indicates which seller type takes a lead vs support role, for Cluster and Territory

	BCS Partner	eSM	SSR	CSM	CUE	
...ed Account	BCS TE	eTM	SSR	TSSL	TM	Business Partner
...ocus/Named-Competitive Account						
Text	✓					
Text Email: Sales Primer: Executive Brief:	✓					
Text Email: Sales Primer: Executive Brief:	✓					

✓ = Lead   ✓ = Support

Introduction
t Scenario 1
ux Sample
lling Situation 1
Seller Resource Guide 1
Linux Sample
Selling Situation 2
Seller Resource Guide 2
Linux Sample
Selling Situation 3
Seller Resource Guide 3
Linux Sample
Selling Situation 4
Seller Resource Guide 4
Linux Sample
Selling Situation 5
Seller Resource Guide 5
Linux Sample
Selling Situation 6
Seller Resource Guide 6
Lead Offerings
Digital Media
Sarbanes-Oxley
Security
IT Optimization
IBM Global Financing
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Seller Action Playbook Version 2.5 - DRAFT

Enhance Business Resilience: Introduction to Business Resilience

Provide multiple means to ensure that the IT infrastructure runs without service level degradation.

- Resilience has always been a concern for IT executives and staff, who understand the need to maintain service levels to the business whilst reducing IT costs and maintaining the high levels of availability and scalability of the IT infrastructure required for today's on demand businesses. However, corporate and businesses dependency on IT services together with the demand for 24x7 availability, world wide political events, regulatory and compliance requirements, business threats, have all contributed to making business resilience a boardroom focus and top priority.

- The implementation and management of a plan that ensures high availability through monitoring and automatic adjustment of redundant or virtualized (distributed) infrastructure. The resilient system and related infrastructure can be executed internally or outsourced wholly or in part to an external vendor. Does not include security policy and procedures.

- IT availability refers to uninterrupted service levels in processing power, network availability, or storage and database access; it excludes business applications or content integrity & data recovery.
  Disruptions may include:
  - Planned outages (backups, OS installs, scheduled maintenance, upgrades)
  - Non-planned outages (application failure, operator error, power outages, network/hardware failures)
  - Disasters (natural disaster that damage facilities beyond operation, outages that require a recovery from a remote site, failure of a regional power grid)

- IBM's own research shows that increasingly business resilience and security are top investment priorities for on demand solutions across all customer sets.

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Enhance Business Resilience Client Scenario:
Provide multiple means to ensure that the IT infrastructure runs without service level degradation

▪**More and more, clients need to provide their customers with seamless access to services, while at the same time support internal operations and applications that are necessary to keep the business running. The goal is to increase sales volumes with zero impact to service delivery and customer satisfaction. Often, clients do not know which levels of scalability and availability are required to meet their business objectives. Their infrastructures are not set up to sense changes in demand, and then respond appropriately.**

Value Proposition

For:	CxOs (CEO, CFO, CRO, CIO, CSO), IT Operations, IT Architects, IT Security, Line of Business and Business Executives in Large Enterprises and Medium Businesses
Who need:	▪ to grow revenue while containing costs and deliver resilient IT services to improve customer service and satisfaction levels ▪ to lower costs while improving IT service levels ▪ to improve customer retention and satisfaction and loyalty
IBM provides:	IBM and its business partners can help clients design and build processes and infrastructures that are responsive, highly available and scalable to: ▪Improve customer retention, satisfaction and loyalty ▪Increase productivity and revenue ▪Increase profitability IBM can help clients anticipate and adjust to circumstances that place their infrastructure at risk, thereby decreasing the possibility of potentially catastrophic disruptions.
Unlike:	EMC, HP, SunGard
IBM Differentiators:	IBM uniquely possesses an integrated set of services, hardware and software solutions to address the business resilience-related challenges in today's on demand world. IBM has a strong partner ecosystem. Provides a comprehensive, sole-sourced solution, which reduces buying complexity and accelerates implementation. ▪Leverages industry-leading expertise and best practices. ▪Protects clients' investments by supporting open standards ▪Incorporates leading infrastructure and automation technologies ▪Utilizes industry standards and open interfaces ▪Provides flexibility, with scalable solutions ▪Leverages clients' existing infrastructure ▪Provides simplified infrastructure solutions ▪Flexible financing options to minimize upfront costs, help align expenditures to expected benefits and improve ROI

Enhance Business Resilience Client Scenario:- Selling Situation 1 (draft)

Statement of Problem/Pain

The client needs to address their high availability and scalability requirements and ensure that normal business operations continue when there is unanticipated growth or compromise to their IT environment.

Qualifying Questions

Question	Answer
Have you determined your current availability risks and vulnerabilities? Do you have a way of evaluating your current capabilities to mitigate those risks?	**No. Not easily.**
Have you determined the level of availability and scalability required to meet your business objectives? Have you benchmarked your capabilities against the industry?	**Not sure. No**
Do you have available architecture and resources to fill the gap, plus resources and funding to implement necessary changes to mitigate risks?	**No, not sure**
Is high availability a part of an overall business resilience and continuity strategy? Is this strategy part of an integrated risk management plan?	**Yes. No**

Key Opportunities/Steps/Actions

Lead Seller

1. **To gain a prioritized view of the client's current vulnerabilities, leverage a** Business Impact Analysis. **To determine how prepared clients are to mitigate these risks suggest a** Risk Readiness Assessment.

2. **Discuss the importance of the integration of security, recovery, availability and continuity strategies as an effective way to mitigate risk, ensure compliance, and benchmark against industry by proposing a** Resilient Business and Infrastructure Analysis Workshop.

3. **To close the gap, leverage the** Resilient Architecture Design Service **to help determine the right implementation approach,**

4. **To develop an implementation design to ensure your availability, leverage** High Availability Services**, part of** Business Continuity and Recovery Services. Performance Management Testing and Scalability Services **can ensure your client maintains a highly available and scalable solution.**

5. **Highlight the availability and scalability characteristics of the** IBM eServer zSeries Parallel Sysplex**, including** Geographically Dispersed Parallel Sysplex **and associated services if high levels of availability are required.**

6. **Suggest** IBM eServer iSeries High Availability Servers**,** pSeries High Availability Cluster Multi-processing (HACMP)**, and** xSeries High Availability Cluster Solutions.

7. **Offer the cost-conscious scalability of the** IBM eServer BladeCenter.

8. **For automated availability management based on business policy**, **suggest** Tivoli Availability Management Software**, as well as** Tivoli Intelligent Orchestrator **and** Tivoli Provisioning Manager.

9. For a financing assessment and proposal to show the client how to match payment streams with project benefits, minimize upfront costs, remove uncertainty about cash flow and improve ROI and capital efficiency, suggest IGF total solution financing

1. **CSM / TSSL**
2. **CSM / TSSL**
3. **CSM / TSSL**
4. **CSM / TSSL**
5. **eSM / eTM**
6. **eSM / eTM**
7. **eSM / eTM**
8. **SSR**
9. **IGF**

Enhance Business Resilience Client Scenario:- Selling Situation 1 (draft)

Large Enterprise/Aligned Account	BCS Partner	eSM	SSR	CSM	CUE	PC Specialist	
SMB-Focus/Named-Competitive Account	**BCS TE**	**eTM**	**SSR**	**TSSL**	**TM**	**PC Specialist**	**Business Partner**
Business Impact Analysis Click here for Business Resilience Community of Practice Click here for Resilience presentations and brochures Click here for external home page Risk Readiness Analysis - Click here	✔			✔			
Resilient Business and Infrastructure Analysis Workshop Click here for external home page				✔			
Resilient Architecture Design Service - Click here				✔			
Business Continuity and Recovery Services Click here for home page Performance Management Testing & Scalability Services Click here for external page and brochure				✔			
IBM eServer zSeries Parallel Sysplex and Services Click here for zSeries business resiliency features Click here for GDPS Implementation Services home page		✔		✔			
IBM eServer High Availability Click here for iSeries High Availability home page Click here for iSeries High Availability Services Click here for pSeries HACMP home page Click here for xSeries x445 home page		✔					✔
IBM eServer BladeCenter Click here for home page		✔					
Tivoli Software Click here for Tivoli Availability Management home page Click here for Tivoli Orchestration & Provisioning home page			✔				

✔ = Lead   ✔ = Support

Enhance Business Resilience Client Scenario:- Selling Situation 2 (draft)

Statement of Problem/Pain

Client's IT infrastructure is unable to dynamically respond to planned/unplanned outages.

Qualifying Questions

Are you using best practices for scalability in the design of your applications and IT infrastructure?	**Don't know**
Are you dissatisfied with your transaction response times or systems availability, even though IT is meeting their service level objectives?	**Yes**
Do you experience applications availability problems that have a negative impact on revenues, cost models, and/or customer satisfaction?	**Yes**
What are the factors limiting your ability to scale your environment (app. design, infrastructure capability, operating system, costs, data, …). Can you adequately perform load testing scenarios to determine application requirements?	**One or more from the list; No**

Key Opportunities/Steps/Actions

Lead Seller

1. **Suggest an** On Demand Innovation Workshop **(ITS) and an** Application Portfolio Review **(AMS) to evaluate design of the solution architectures and identify a roadmap for resolving availability issues.**

2. **Suggest an** Resilient Architecture Design **(ITS) to help identify and deploy common service solutions and highly resilient technologies (Grid, Blade servers, load balancing, etc.).**

3. **Consider** Tivoli Monitoring for Transaction Performance **and** Tivoli Service Level Advisor **to diagnose and resolve performance and transaction response problems related to application.**

4. **Leverage** Tivoli Orchestrater **for dynamic response to application and system outages,** Tivoli Provisioning Manager **for automated provisioning and more efficient load testing, and** Tivoli System Automation **for improved availability for Linux and AIX servers.**

5. **Highlight the availability enhancements of the** IBM TotalStorage Resilience Family**.**

6. **Eliminate planned downtime and reduce unplanned outages with** IBM eServer iSeries **and** pSeries High Availability Servers**.**

7. **Suggest IGF total solution financing assessment and proposal to show the client how to match payment streams with project benefits, minimize upfront costs, remove uncertainty about cash flow and improve ROI and capital efficiency,**

1. **CSM / TSSL**
2. **CSM / TSSL**
3. **SSR**
4. **SSR**
5. **eSM / eTM**
6. **eSM / eTM**
7. **IGF**

Enhance Business Resilience Client Scenario:- Selling Situation 2 (draft)

Large Enterprise/Aligned Account SMB-Focus/Named-Competitive Account	BCS Partner BCS TE	eSM eTM	SSR SSR	CSM TSSL	CUE TM	PC Specialist PC Specialist	Business Partner
On Demand Innovation Workshop - Click here	✔			✔	✔		
Application Portfolio Review Click here for App. Portfolio Mgmt Services home page				✔			
Resilient Architecture Design Service - Click here	✔			✔			
Tivoli Monitoring for Transaction Performance Click here for TMTP home page Additional Systems Management for Security link Tivoli Service Level Advisor Click here for TSLA home page			✔				
IBM Tivoli Orchestration/Provisioning, System Automation Click here for Tivoli Orchestration/Provisioning home page Click here for Tivoli System Automation			✔				✔
IBM TotalStorage Resilience Family Click here for home page		✔					✔
IBM eServer High Availability Click here for home page Click here for iSeries High Availability Services Click here for pSeries HACMP home page		✔					

✔ = Lead   ✔ = Support

Enhance Business Resilience Client Scenario:- Selling Situation 3 (draft)

Statement of Problem/Pain

Client needs help recovering, or planning for recovery of their infrastructure, critical applications and information following an unanticipated service interruption.

Qualifying Questions

Do you understand the prioritization of systems and applications in the event of a service interruption, including which critical systems and applications would have to be started first **and then in** priority order**, after an interruption?**	**No**
Having prioritized the systems and applications, do you know which ones require a recovery strategy and plan?	**No**
Does your IT organization have the resources available to recover information and data in the event of a failure, and are the processes and backups in place for this?	**Not sure**
Is your recovery policy part of an integrated risk management strategy?	**Not sure**

Key Opportunities/Steps/Actions

Lead Seller

1.	**To gain an understanding of the prioritization of systems and applications in the event of a service interruption, leverage a Business Impact Analysis to prioritize client's applications and systems.**	1.	**CSM/TS SL**
2.	**Based on this, determine for which ones to create a recovery strategy using IT Recovery and consulting services or High Availability Services to assess what is needed.**	2.	**CSM / TSSL**
3.	**If client wants to recover themselves, then suggest implementation via Systems Management Services, Technology Assessment and Consulting Services. To offload ongoing management, suggest Business Continuity and Recovery – infrastructure services and IT Recovery and Consulting Services, as well as IBM Managed Hosting – Storage and Backup Services.**	3.	**CSM / TSSL**
4.	**To integrate the recovery strategy within an overall risk management plan, begin with Resilient Business and Infrastructure Analysis Workshop to examine current risk management issues and the IT requirements to help address them.**	4.	**CSM / TSSL**
5.	**Recommend Tivoli Availability Management software along with Tivoli Business Systems Manager to prioritize responses to events/interruptions based on business and customer priorities.**	5.	**SSR**
6.	**For backup and recovery of information and systems, suggest the Tivoli Storage Manager Backup and Recovery Solution, as well as Tivoli Storage Manager for System Backup and Recovery.**	6.	**SSR**
7.	**Highlight the interruption avoidance and disaster recovery features of the IBM TotalStorage Solutions for Business Continuity**	7.	**eSM / eTM**
8.	**For interim server capacity to continue operations during an outage, suggest Capacity BackUp.**	8.	**eSM / eTM**
9.	**For a financing assessment and proposal to show the client how to match payment streams with project benefits, minimize upfront costs, remove uncertainty about cash flow and improve ROI and capital efficiency, suggest IGF total solution financing**	9.	**IGF**

Enhance Business Resilience Client Scenario:- Selling Situation 3 (draft)

	BCS Partner	eSM	SSR	CSM	CUE	PC Specialist	
Large Enterprise/Aligned Account	**BCS Partner**	**eSM**	**SSR**	**CSM**	**CUE**	**PC Specialist**	
SMB-Focus/Named-Competitive Account	**BCS TE**	**eTM**	**SSR**	**TSSL**	**TM**	**PC Specialist**	**Business Partner**
Business Impact Analysis Click here for Business Resilience Community of Practice Click here for Resilience presentations and brochures Click here for external home page				✔			
IT Recovery and Consulting Services - Click here **High Availability Services -** Click here				✔			
Systems Management Services - Click here **Managed Hosting – Storage & Backup Services -** Click here				✔			
Resilient Business and Infrastructure Analysis Workshop - Click here				✔			
Tivoli Availability Management software - Click here **Tivoli Business Systems Manager -** Click here			✔				
Tivoli Storage Manager Backup & Recovery Sol'n - Click here **Tivoli Storage Manager for System Backup & Recovery** Click here			✔				✔
IBM TotalStorage Solutions for Business Continuity - Click here		✔					
Capacity BackUp - Click here		✔			✔		

✔ = Lead ✔ = Support

Enhance Business Resilience Scenario
Additional Enablement Links ─ Click the links while viewing in slide show

Assessments	Products (continued)
Business Impact Analysis	**Software:**
	IBM Tivoli Intelligent Orchestrator
Risk Readiness Assessment	IBM Tivoli Provisioning Manager
	IBM Tivoli Monitoring
Resilient Business and Infrastructure Analysis Workshop	IBM Tivoli Monitoring for Transaction Performance
	IBM Tivoli Enterprise Console
	IBM Tivoli Business Systems Manager
On Demand Innovation Workshop	IBM Tivoli NetView
Application Portfolio Review	IBM Tivoli Service Level Advisor
	IBM Tivoli Storage Manager
Services/Financing	**IBM Tivoli Storage Manager for System Backup and Recovery**
Business Continuity and Recovery Services	IBM Tivoli System Automation
Performance Management Testing and Scalability Services	**Systems:**
Resilient Architecture Design Service	IBM eServer zSeries Parallel Sysplex
High Availability Services for Resilient Infrastructure	IBM eServer i5 High Availability and Capacity BackUp editions
Infrastructure Recovery Services	IBM eServer BladeCenter
Systems Management Services	**Storage:**
Total Solution Financing	**IBM TotalStorage Solutions for Business Continuity**
Flexible Capacity Financing	**Other:**
Solutions	Business Resilience: IBM eServer and TotalStorage Sales Kit
IBM Managed Hosting - performance services, Akamai content and application distribution	**Includes:**
	Business Resilience Overview
IBM Managed Hosting – Storage and Backup Solutions	Business Resilience: List of key offerings, descriptions, benefits, and competitive differentiators
	Business Resilience: Guide to Initiate Customer Contact
Geographically Dispersed Parallel Sysplex	List of WW Business Continuity Channel Contacts

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Selling IBM/STG Business Resilience
Sales Enablement

On Demand Business Resilience, Security & Compliance
Business Resilience Track

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STG Business Continuity Marketing Program

- **Began with Americas Play Factory in Q3 2004**
  - Targeted to eSMs/eTMs
  - Focus on education & partnering with ITS

- **Added IMC Campaign in Q4 2004 with a series of:**
  - Direct Mails
  - eMails
  - Outbound Telemarketing

- **Industry participation Reasons of Call**
  - Selling Focus document on ContactPoint
  - iROC for SMB
  - ROC for LE

- **Enablement**
  - Sales Kit on Systems Sales Website
  - Educational telecoms available for both IBMers and clients
  - Business Continuity eBooklet offer

The Productivity Sitelet is part of an integrated tele-web matrix

www.ibm.com/servers/productivity

Customer entry points at ibm.com
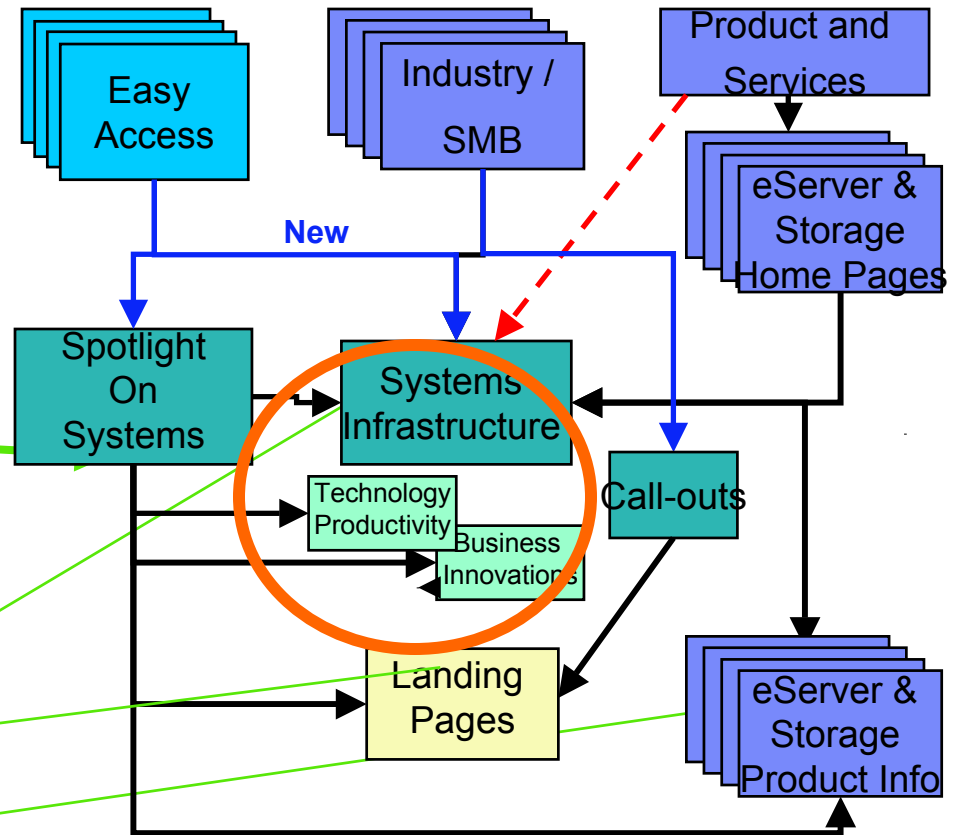

PUSH:

Reasons of Call

Coordinate RoC calendar for content posting and RoC plans

Provide links for telecoverage to send customers for more information (RoC on Web)

PULL:

Live Assist Tools (request a quote, request more info, text chat)

Forms to LDR or tele-coverage

Easy Access

Industry / SMB

Product and Services

eServer & Storage Home Pages

New

Spotlight On Systems

Systems Infrastructure

Technology Productivity

Business Innovations

Call-outs

Landing Pages

eServer & Storage Product Info

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Sales Enablement

- **Business Resilience Goal Lines / Seller Action Playbooks**
http://w3.ncs.ibm.com/sitelet.nsf/ondemand/JSHW-65VFMR?OpenDocument&Area=ondemand

- **Business Resilience Sales Kit**

  – http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=All&prodID=IBM%20eServer%20And%20TotalStorage%20Products&docID=busressk.skit&docType=SalesKit&skCat=DocumentType

- **ITSO Redbook SG24-6547-01 TotalStorage Disaster Recovery Solutions**

- **IBM Redbook to help you design a Disaster Recovery Solution. It presents a Disaster Recovery Solution Selection Methodology to assist in this process. Available as PDF at www.ibm.com/redbooks**

- **TotalStorage "The road to information on demand: Business Continuity"**

- **IGS Business Resilience Brochure G510-5052-00**

  – Available at: www.ibm.com/services/its/resilience

ON DEMAND BUSINESS

Enhancing Business Resilience
Lawson Products Inc.

Consolidating on the Mainframe: a Cost-Effective Path to Resilience
An IDC Business Case Study sponsored by IBM

Source: Customer Reference Database

Business Challenge : How to Grow Applications…Affordably

- **Intensifying competitive pressures required transformation and integration of key business processes to be better able to sense and respond to the marketplace.**

- **Needed to develop consolidated technology infrastructure that delivered high levels of resilience while keeping costs down.**

VIDEO available

Business Value

- **Cost Avoidance and Cost Reduction
Stemmed growth of server farm, avoiding expenditures on hardware, software licenses and related support.
Can grow solution while keeping ongoing costs low**

- **More responsive to its customers
99% of its in-stock orders shipped within 24 hours**

- **Providing sales agents with real-time information has increased productivity and competitive position.**

- **Increased resilience by running portal application on system with 99.999% availability.**

- **Improved security and performance.**

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Call to Action!

- **Educate Yourselves:**
  - Goal Lines / Seller Action Playbooks
    - Business Resilience materials in Goal Line 2.5 (1Q05); GL 3.0 (2Q05)
  - Internal Education teleconferences
  - Business Resilience Sales kit
  - Lunch & Learns
- **Educate Your Clients**
- **Team with your IGS ITS rep, eSM, Brand specialists**

- **Call on Clients to discuss their Business Resilience strategy and plans**

- **Enter opportunities in Siebel, use tactic code for Business Resilience**
- **Become a customer reference**

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Questions and Answers

On Demand Business Resilience, Security & Compliance
Business Resilience Track

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BackUp Charts

1/20/2005

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STG Featured Offering Categories - (More information in sales kit)

- High Availability

- Continuous Operations/Continuous Availability

- Disaster Recovery

- Back-Up (Internal, External and Remote)

- Systems Management Solutions

  - Enterprise and Problem Management

  - Network Availability Monitoring

  - System Partitioning

  - Data Retention

- IBM Portfolio of Services and Financing Options

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Featured Offerings (page 1 of 3)

Highlighted IBM Offering Categories	Customer Needs	Offerings
High Availability	•Eliminate or minimize loss of service due to either planned or unplanned outages •Maintain on demand business Service Level Agreements (SLAs) •Deploy and maintain High Availability (HA) server topologies and configurations -Hot Standby -Load balanced	• IBM zSeries Parallel Sysplex • IBM High Availability on pSeries using HACMP • IBM pSeries Veritas Cluster Server • IBM High Availability Express Portfolio Solution on iSeries (i810) • i5, i825, i870, i890 iSeries for High Availability Servers; iSeries IASP Clusters • IBM High Availability Express Portfolio Solution • IBM xSeries High Availability Cluster Solutions (x445) • IBM High Availability TotalStorage Solutions (e.g., FAStT, ESS, TAPE, SAN) • SteelEye(ISV) Lifekeeper for Linux
Continuous Operations	Ability of an infrastructure to avoid planned outages	• Grid Offerings
Continuous Availability	A system with non-stop service	• Geographically Dispersed Parallel Sysplex (GDPS) on z990, z890 • Grid Offerings
Disaster Recovery	Protect from potentially crippling loss; Ability of a business to get back up and running in the event of a major incident that temporarily puts its operations completely out of action. Maintain ability to recover operations at a remote location in the event of a disaster resulting in the loss of the data center	• IBM TotalStorage Solutions for Disaster Recovery (TotalStorage family of products with PPRC FlashCopy with ESS, FAStT, SVC) • Geographically Dispersed Parallel Sysplex (GDPS) on z990, z890 • iSeries geographically dispersed switched disk (IASP mirroring) via iXSM • pSeries Site Disaster Recovery Solutions • xSeries Disaster Recovery Solutions (using FAStT Remote Mirroring and PPRC process on x445) • IBM Business Continuity and Recovery Services • GDPS/PPRC, GDPS/XRC HAMCP-XD, ERCMF, GDS for MSCS • Tivoli Backup/Recovery
BackUp (Internal, External and Remote)	Transfer of company data from a "live" medium to a protected medium in case of a corruption of the original "live" medium	• iSeries for Capacity BackUp • Tivoli Backup/Recovery • pSeries Veritas BackUp Server

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Featured Offerings (page 2 of 3)

Highlighted IBM Offering Categories	Customer Needs	Offerings
Systems Management Solutions - Enterprise Management - Problem Management - Network Availability Monitoring	Focus on business without worrying about the infrastructure): Achieve automation based on individual business requirements and capabilities	IBM Director Systems Management (xSeries and BladeCenter) iSeries Ops Navigator IBM Virtualization Engine IBM Converged Systems Management Tivoli Systems Management Solutions for Availability and Disaster Recovery Tivoli Storage Management Tivoli Provisioning and Orchestration Solutions IBM TotalStorage MDM (Relication Manager) Novell(ISV) Red Carpet Enterprise and ZENworks suite
Systems Management/ System Partitioning	Ability to support multiple operating system images simultaneously on a single system for consolidation, clustering, software migration. software migration and coexistence, etc.	LPAR on p5, i5, zSeries
Systems Management/ Data Retention	Modular and flexible solution for data retention and regulatory compliance using disk and tape technology	IBM Data Retention 450 Offering (storage) Tivoli Storage Manager for Data Retention DB2 Content Manager for Data Retention/ Compliance

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Featured Offerings (page 3 of 3)

Highlighted IBM Offering Categories	Customer Needs	Offerings
Flexible Growth solutions	Essential server and storage technology providing both scale-up SMP processors and scale-out distributed processors, to offer choice in deployment options.	Mainframe offerings (zSeries) Storage offerings (ESS, FAStT) Midrange offerings (iSeries with multi-OS) UNIX offerings (pSeries) Intel offerings (xSeries) Linux offerings (including LoP) IBM BladeCenter offerings; Cluster offerings (1350, 1600) xSeries High Availability Cluster Solutions (x445/x365)
Printing Solutions	Production print process automation solution improving tracking, accountability, validation, security, privacy and regulatory compliance while lowering operating costs and total cost per page	Production solutions cutsheet and continuous form printing solutions for tracking, recovery, audit trails, security

IBM Portfolio of Services and Financing Options	Need help with initial infrastructure planning.
	
	Need help with planning and IT implementation skills to manage infrastructure.
	
	Need consultative help that sets the direction for increasing the business value of a company's IT infrastructure by validating the strategic alignment of IT to the business
	
	Need to analyze server and storage environments, develop business case for consolidation and outline the steps required to achieve goals
		Business Continuity and Recovery Services
		
		ITS Business Resilience Offerings, complimentary to Systems Group product offerings:
		   - Availability Management Consulting Service
		   - Risk Readiness Assessment
		   - eMail Recovery Solutions
		   - Workplace Recovery
		
		Infrastructure and systems management services
		
		Application Management Services
		
		IGF's WW Low Rate Financing offer

IBM Global Financing Solutions For Business Productivity

Client Need	IGF Capability	IGF Offer	Security & Resiliency Features
Streamline and simplify business processes	▪ Customized financing that can accelerate implementation of solutions ▪ Manage multiple payments, minimize short-term financial impact and match cash flow to business benefits ▪ Facilitates infrastructure buildup or reduction according to business needs ▪ Financial structuring to help balance fixed with variable costs ▪ Short term and longer term financing flexibility ▪ Asset-management tools such as IBM Customer Centre let clients more effectively and efficiently manage leased assets throughout the duration of their term, reducing the total cost of ownership and improving your return on investment.	▪ Financing of total solution ▪ Capacity on demand financing ▪ Open Infrastructure offering ▪ Asset Recovery Solutions ▪ Total Usage Financing ▪ IBM Certified Used Equipment ▪ Sale Leaseback ▪ Bladecenter Infrastructure lease ▪ IBM Customer Centre	▪ Insurance against risk of loss for all leased assets ▪ Asset Recovery Solutions

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Business Resilience – Portfolio Analysis by IGS Categories

Category	IBM Services
Assess risks	Risk readiness assessment, Resilient Business and Infrastructure Analysis, Infrastructure Vulnerability Assessment (IVA)
Assess resilience	Resilient business and infrastructure analysis, Enterprise business continuity program assessment, Business process resiliency analysis, Availability management assessment, Business resilience and continuity health check
Availability	Availability management assessment, Availability Strategy Design Services (e.g. GDPS, GDOC, other solutions), Resilient Architecture Design (RAD)
Security, privacy and data protection	Network security assessment, Application security assessment, Security health check, Ethical hacking, Privacy controls assessment, Security process assessment, Site security assessment, Infrastructure security assessment, Wireless risk assessment, Internet security assessment, System security assessment, Business impact analysis, Infrastructure security readiness assessment for mPKI, Risk readiness assessment, Security process design Managed Security (Firewall management, Vulnerability scanning, Anti-virus management, Intrusion detection, Incident management, email security)
Monitor/Manage	Business resilience and continuity Manager, Resiliency management seminar, Crisis Management, Enterprise continuity program manager, Managed Security Services (Firewall management, Vulnerability scanning, Anti-virus management, Intrusion detection, Incident management, email security)
Continuity	Business impact analysis, Business resilience and continuity health check, Enterprise business continuity program assessment, Business Continuity Procedure Development, Crisis Management Services
Recovery	Recovery Options for Multi-vendor Technology, Recovery Options for Workplace Environments Recovery Options for Networks , Rapid Recovery, Plans and procedures design, Post incident review, Recovery exercise assistance
Compliance	Microsoft HIPAA (healthcare) ISO 17799: Network services, Security advisory services, Security architecture and implementation services, Managed security services, Systems management services for security
Market readiness	Engagement portfolios for Operational Efficiency and Business Resilience: Data center strategy and plan, Enterprise systems management, Performance testing and validation, Performance scalability

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Business Resilience – Marketplace Influencers (STG competition and/or co-operation)

- HP (STG Competition)

- Sun (STG Competition)

- Dell (STG Competition)

- EMC (STG Storage Competition)

- Sungard (Competes against IGS BCRS)

- Veritas (Solution Provider – Competes against SWG Tivoli)

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NOTES:

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