



IBM Systems and Technology Group University 2005

ON DEMAND BUSINESS™



Understanding the Software Group Portfolio and How It Helps Drive Business

Course #: CB41

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Learning Objectives

At the conclusion of this material, you should be able to:

- Understand IBM's Software portfolio and how it relates to STG
- Speak with authority on the functionality of middleware
- Identify IBM Software opportunities
- Know when to bring in SWG Specialists

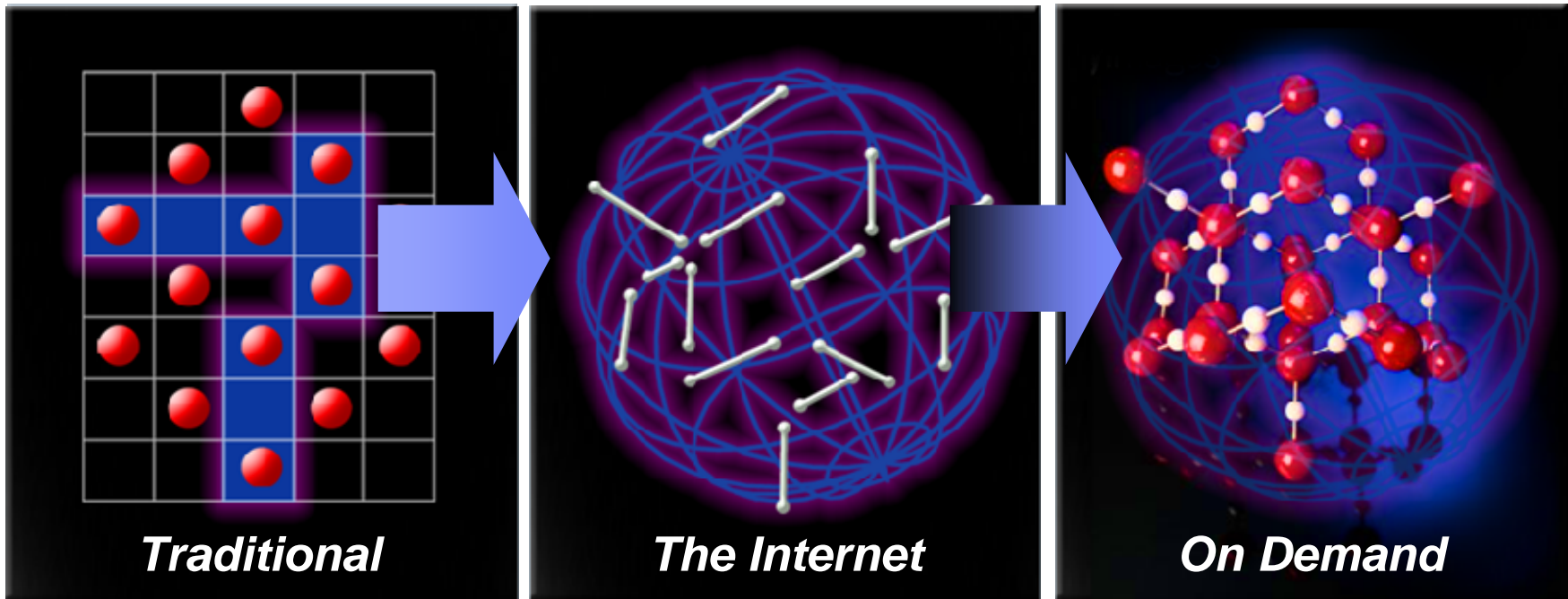


IBM Software - Providing the Foundation for e-business On Demand

ON DEMAND BUSINESS™

Deepening Integration of IT with Business

Emerging On Demand Computing Model



**Structured
Calculations
Data Processing
Transactions**

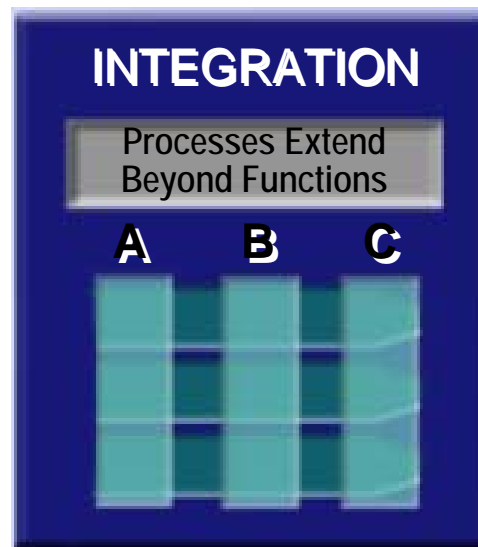
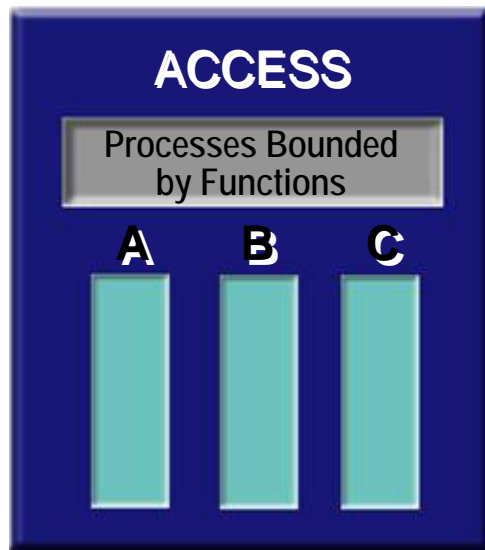
**Open Standards
Connectivity
Flexibility
Simplicity
Scalability**

**Rich, Modular Components
Composition/Orchestration
Dynamic Applications
Flexible Business Solutions**

Strategic context: On Demand is about integration

An enterprise whose business processes are:

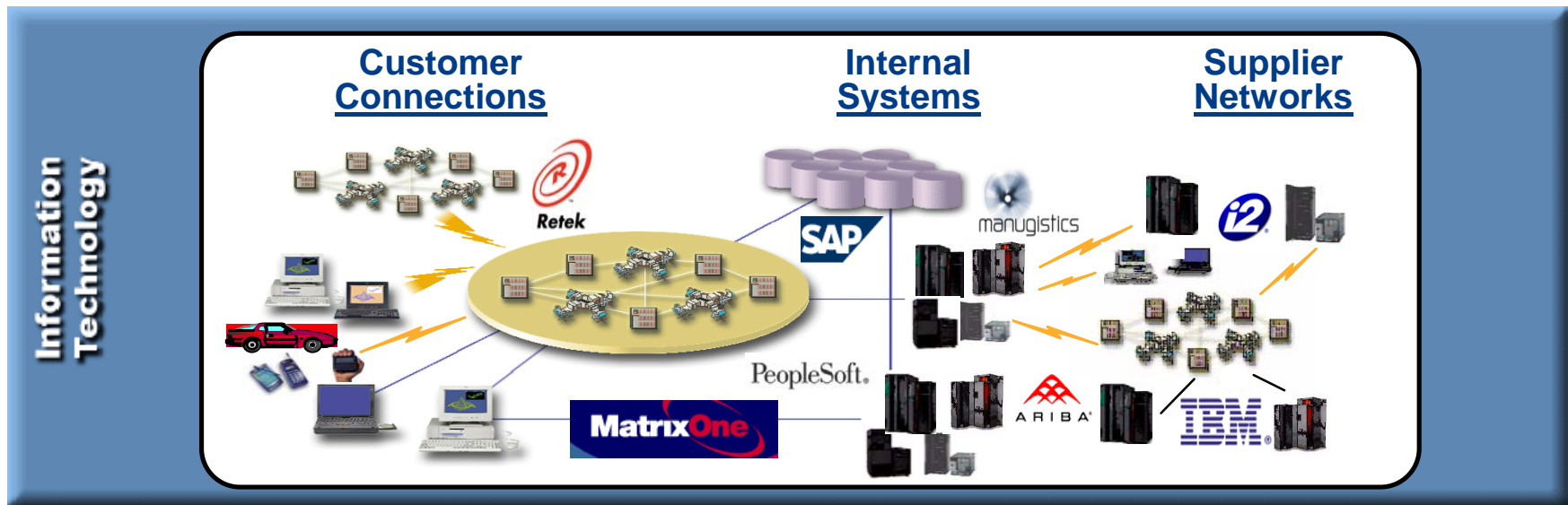
- Dynamically responsive to any customer demand, market opportunity or external threat
- Integrated end-to-end across the company
- Integrated across industry value nets: partners, suppliers and customers



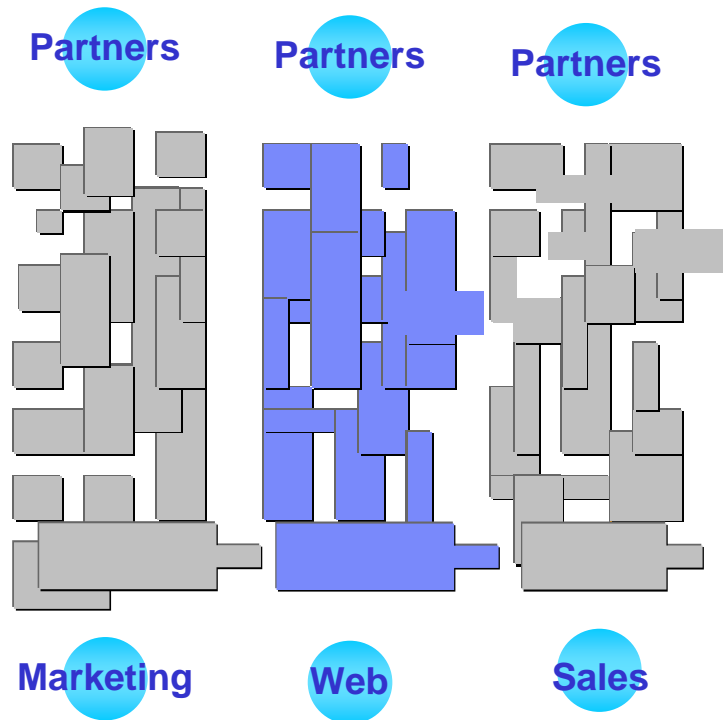
Horizontal Integration is the New Challenge



Bridging the gap between business transformation and IT



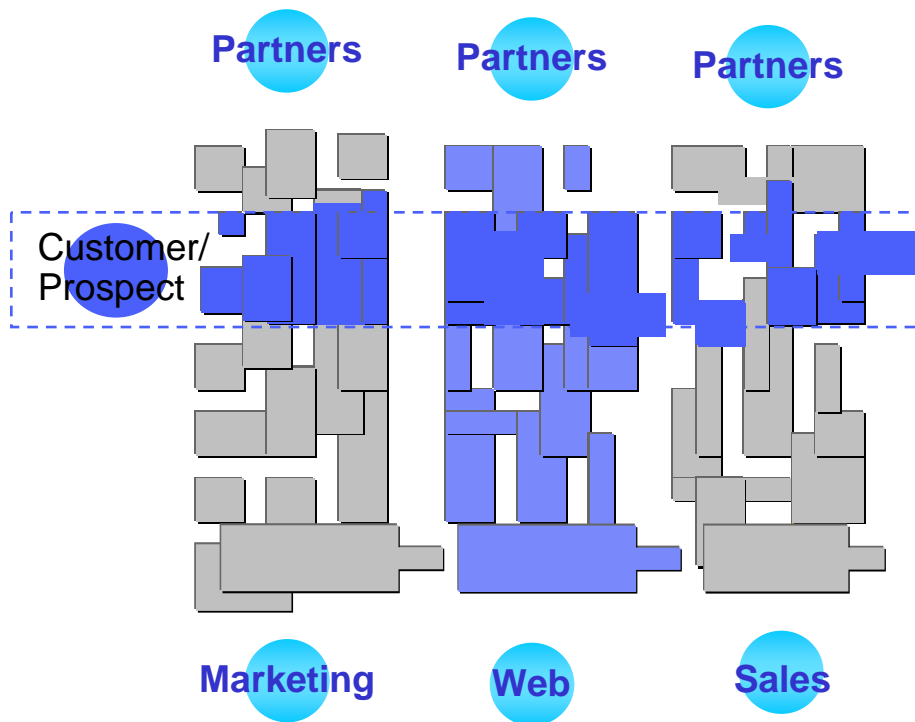
Functional Automation



Historical limitations:

- Monolithic applications can't be reused
- Ad hoc integration created connections that are difficult to change/maintain
- Lack of standards limits ability to deliver meaningful interoperability

Horizontal Process Integration



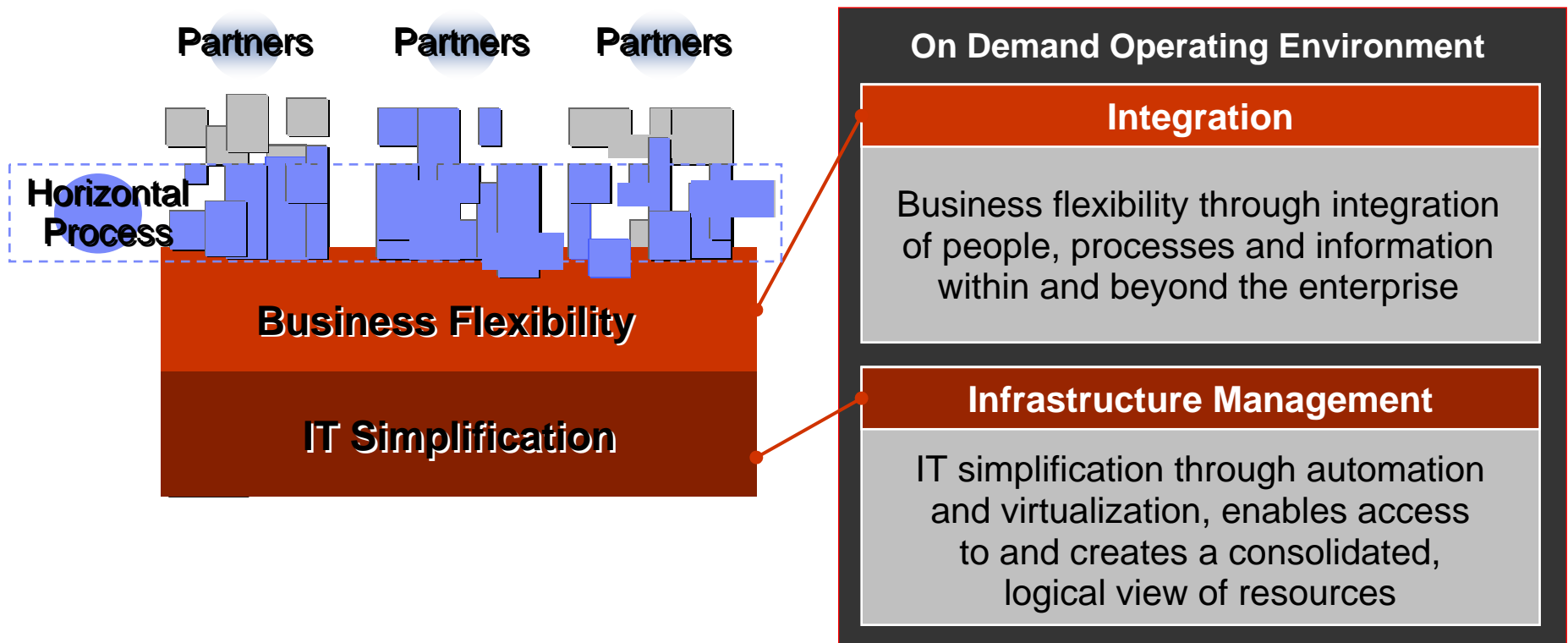
Advances that make it possible:

- Standards for creating services and enabling them to communicate are agreed upon by major vendors
- Infrastructure that supports self-defined, loosely coupled services has emerged
- Tools to incorporate existing assets are available
- Automation and virtualization of systems resources readily available

IBM Software Strategy

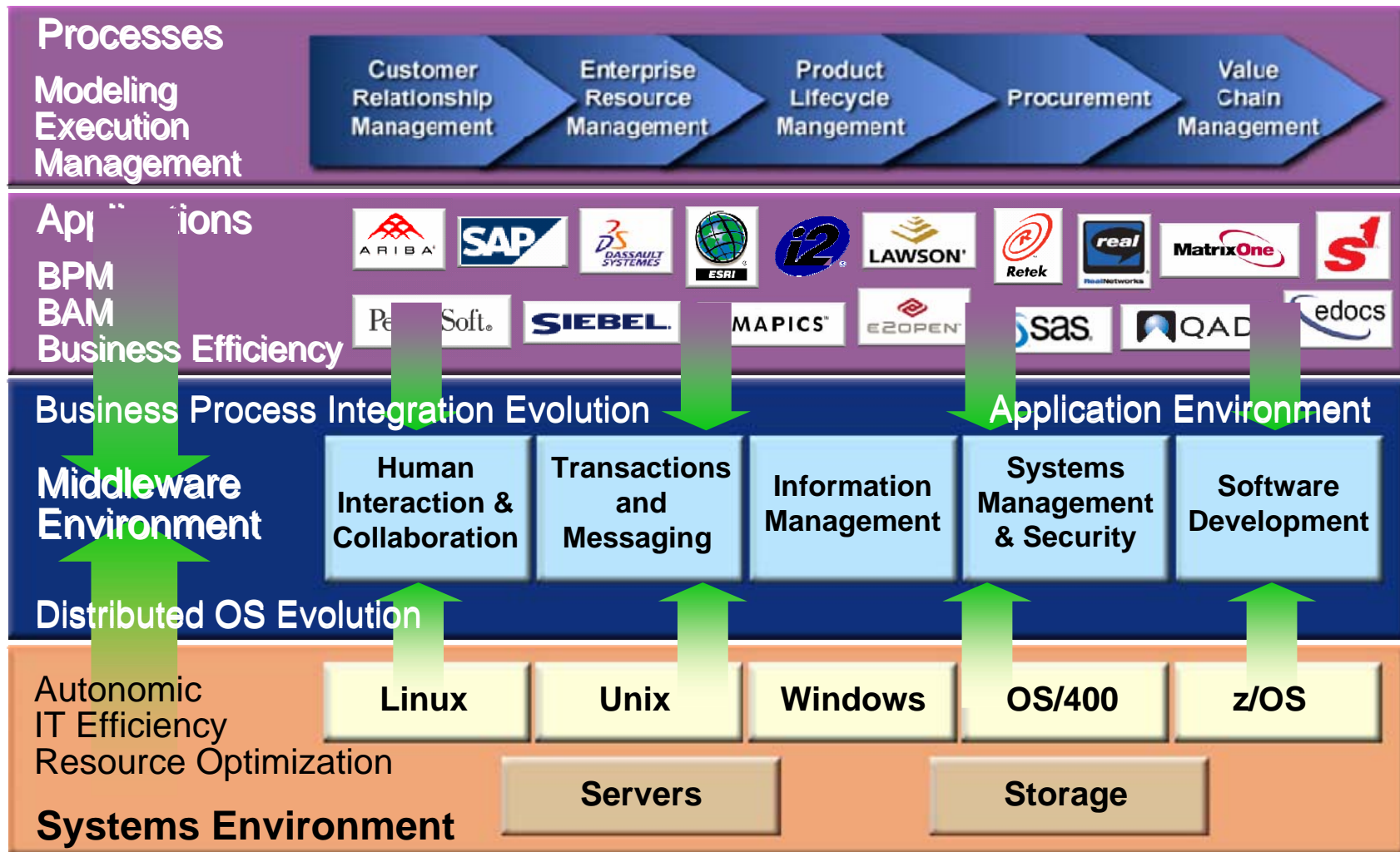
- ... is based on the premise that companies of all sizes need an open standards-based middleware infrastructure to support and integrate their business processes.

Strategy: Build an On Demand Operating Environment

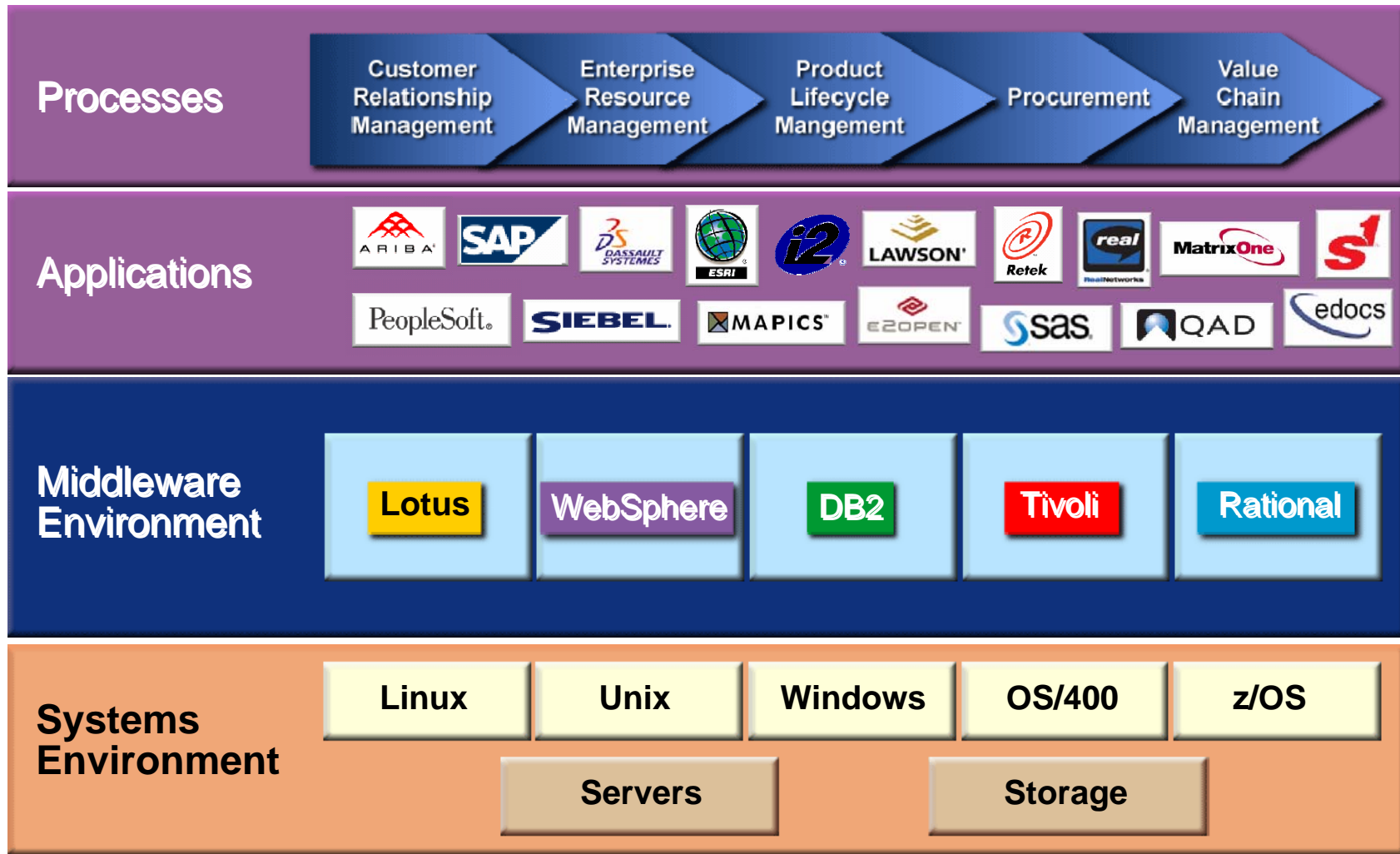


Open standards are required for an on demand operating environment

Strategy: Middleware



Middleware Platform



Why Middleware?

Integration

- Businesses spend 40+% of their IT budget on integration ***mostly labor***

Efficiency

- Rapid development and deployment

Choice

- Promotes a vibrant ecosystem/ promotes application variety

Scale

- Required to meet today's transaction / traffic rates

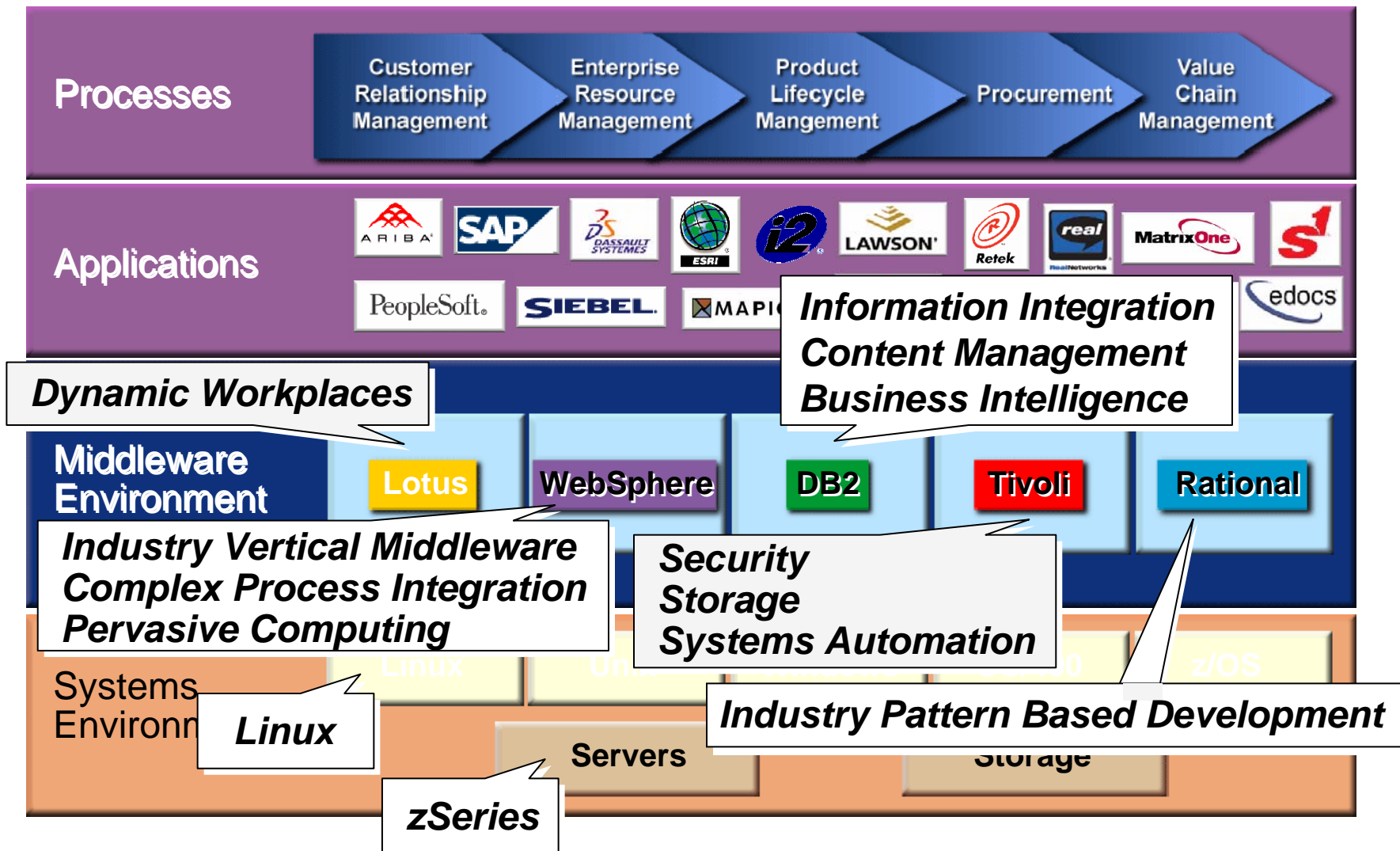
Flexibility

- Layered architecture allows easy adaptation to changing needs
On Demand

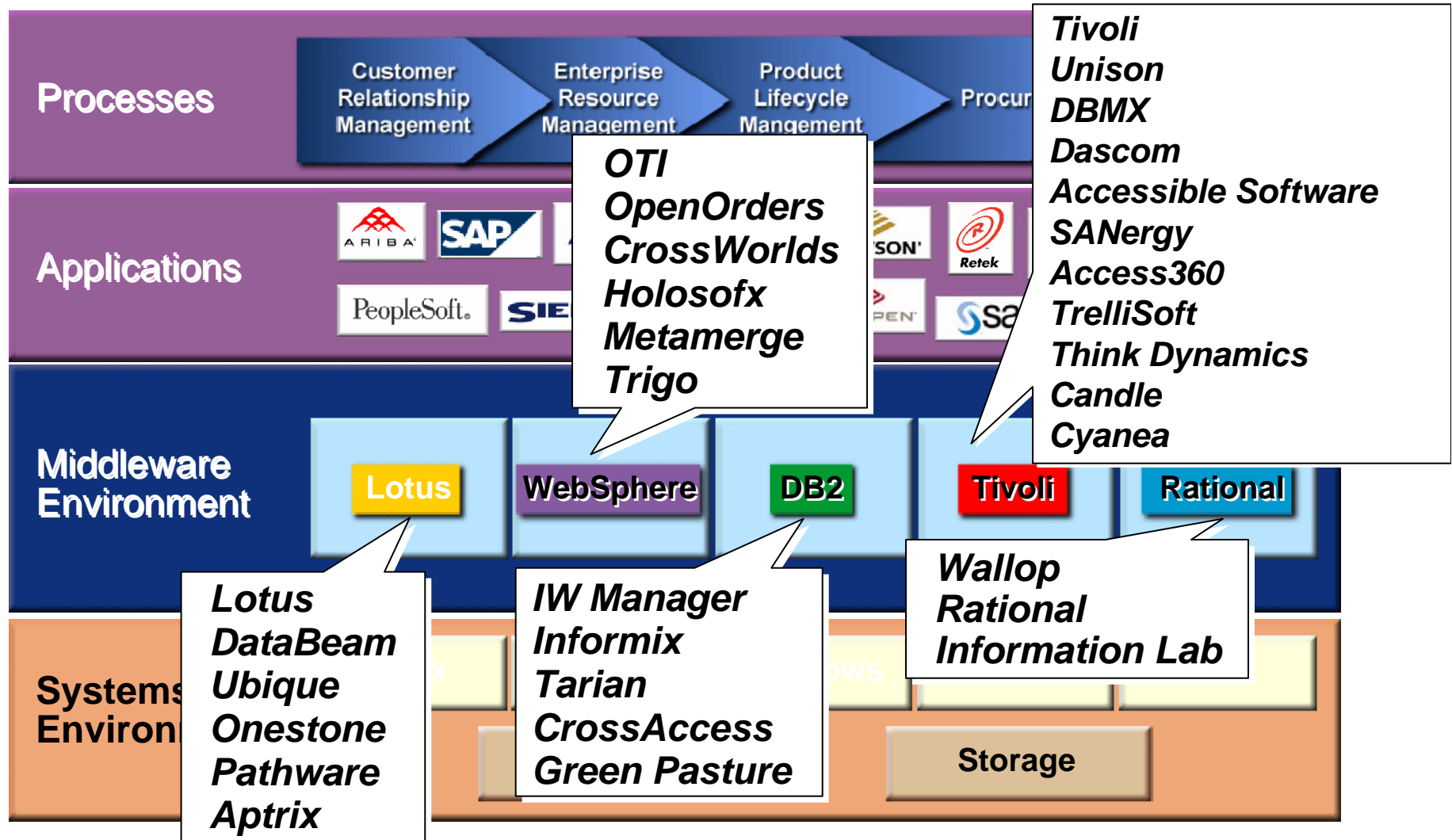
Strategy: Evolve the middleware stack

- **IBM is investing with a vision and an architecture, that incorporates many individual decisions and steps to make a superior middleware platform:**
 - Evolve & enhance current portfolio
 - Adopt open computing, an open platform and leverage open source
 - Componentize for reuse of software assets
 - Focus on an integrated architecture
 - Focus on the end user experience
 - Focus on Industry solutions

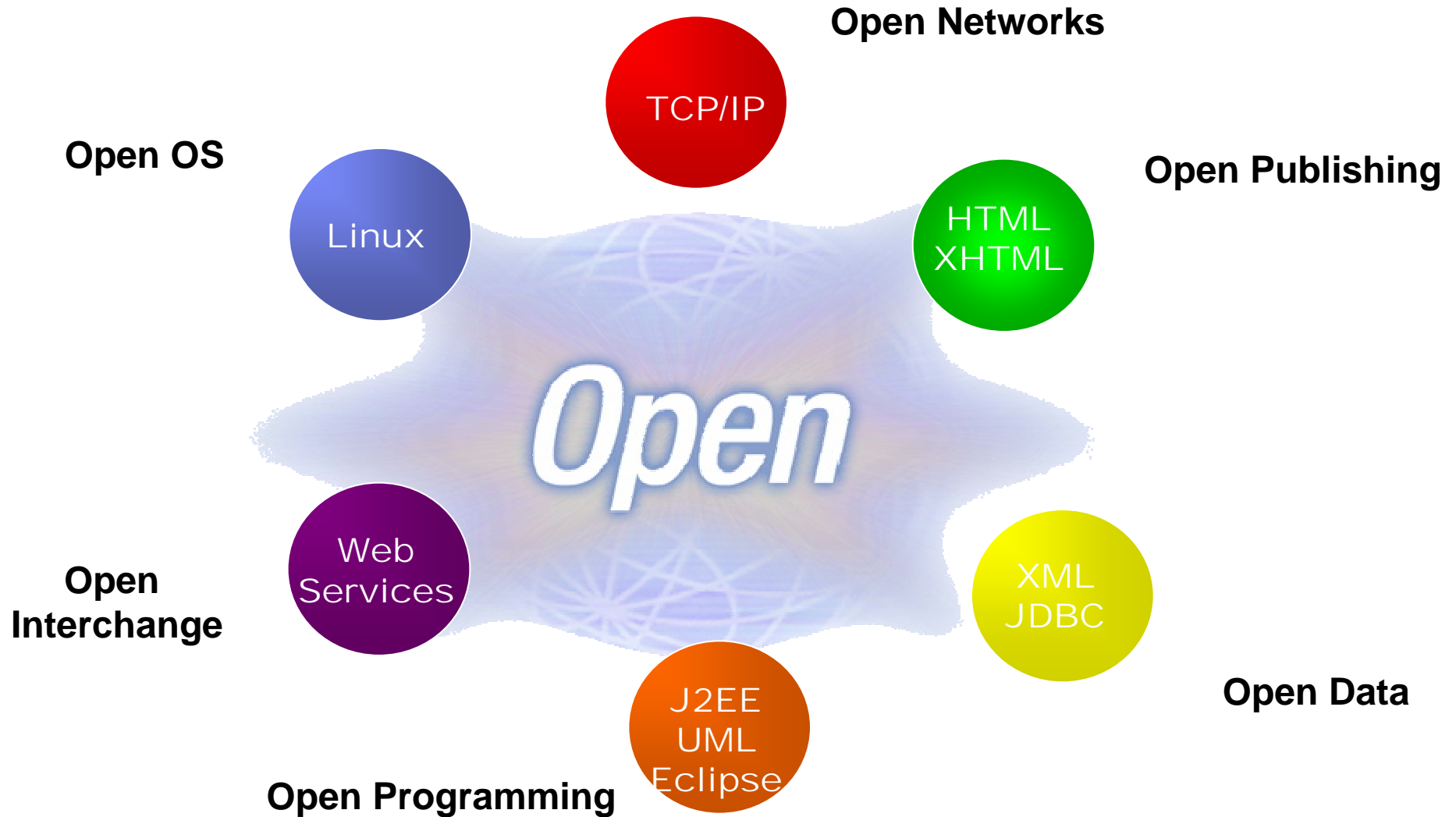
Strategy: Evolve the portfolio



Strategy: Enhance the portfolio - Acquisitions

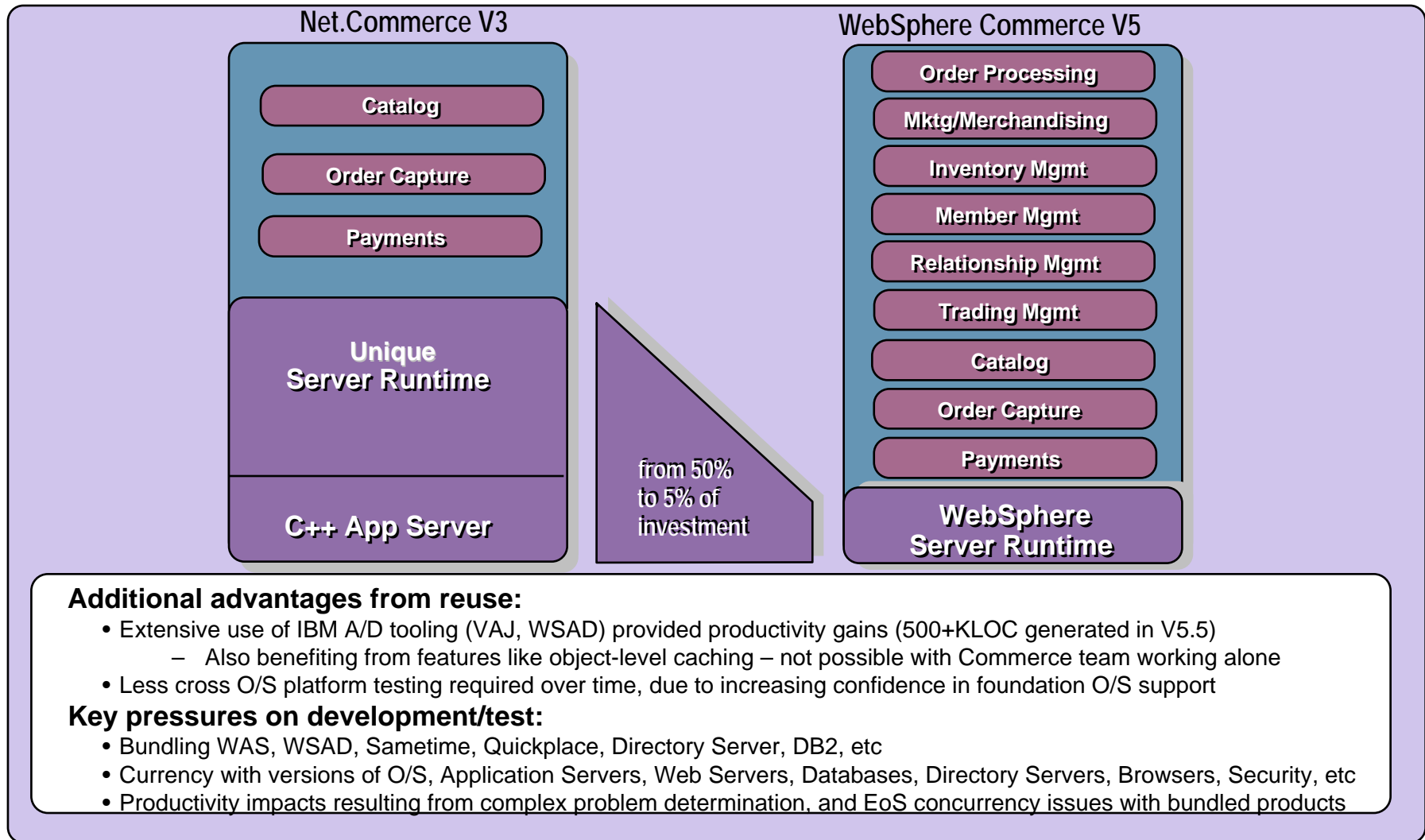


Strategy: Adopt open computing as a philosophy



Strategy: Reuse software

Example: [WebSphere Commerce](#)



Strategy: Reuse software

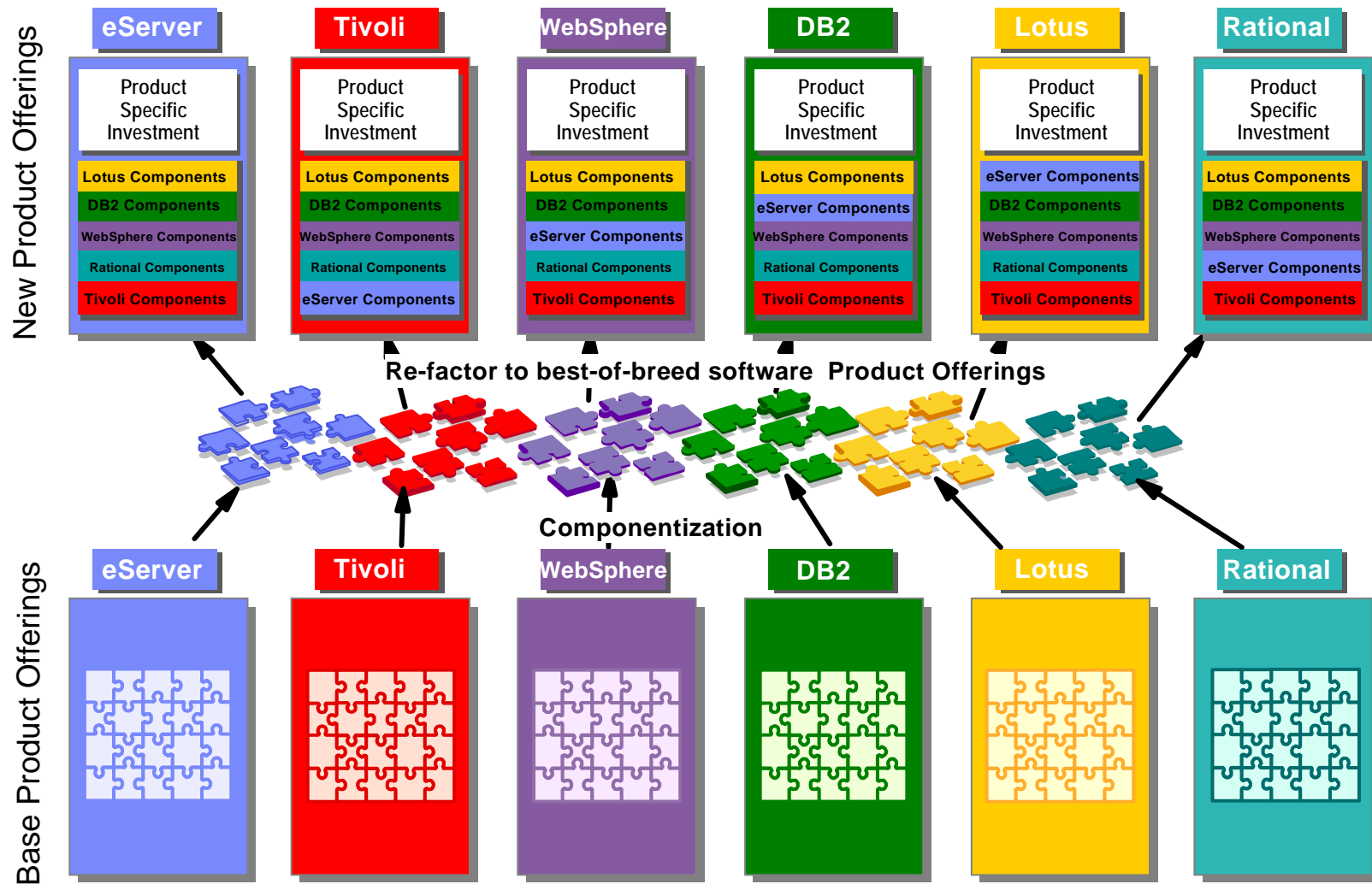
WebSphere

Example: WebSphere reuse

■ **WAS technology has been reused by numerous SWG product offerings**

- WebSphere
 - Commerce
 - WSAD
 - WSSD
 - WebServices Toolkit
 - Host Integration
 - Business Integration Connect
- Tivoli
 - Policy Director
 - Privacy Manager
 - Service Level Advisor
 - Access Manager for e-business
 - Identity Manager
 - Monitoring
 - Storage Area Network Manager
- Lotus
 - Portal
 - Domino
 - Workplace Messaging
 - Learning Management System
- Pervasive
 - Voice Systems
- Data Management
 - UDB Universal Developers Edition
 - DB2 Everyplace
 - Information Integrator
 - XML Registry
- Systems Group
 - AIX Bonus Pack
 - CICS Transaction Server
 - GRID
 - Storage ESS
 - Total Storage Expert

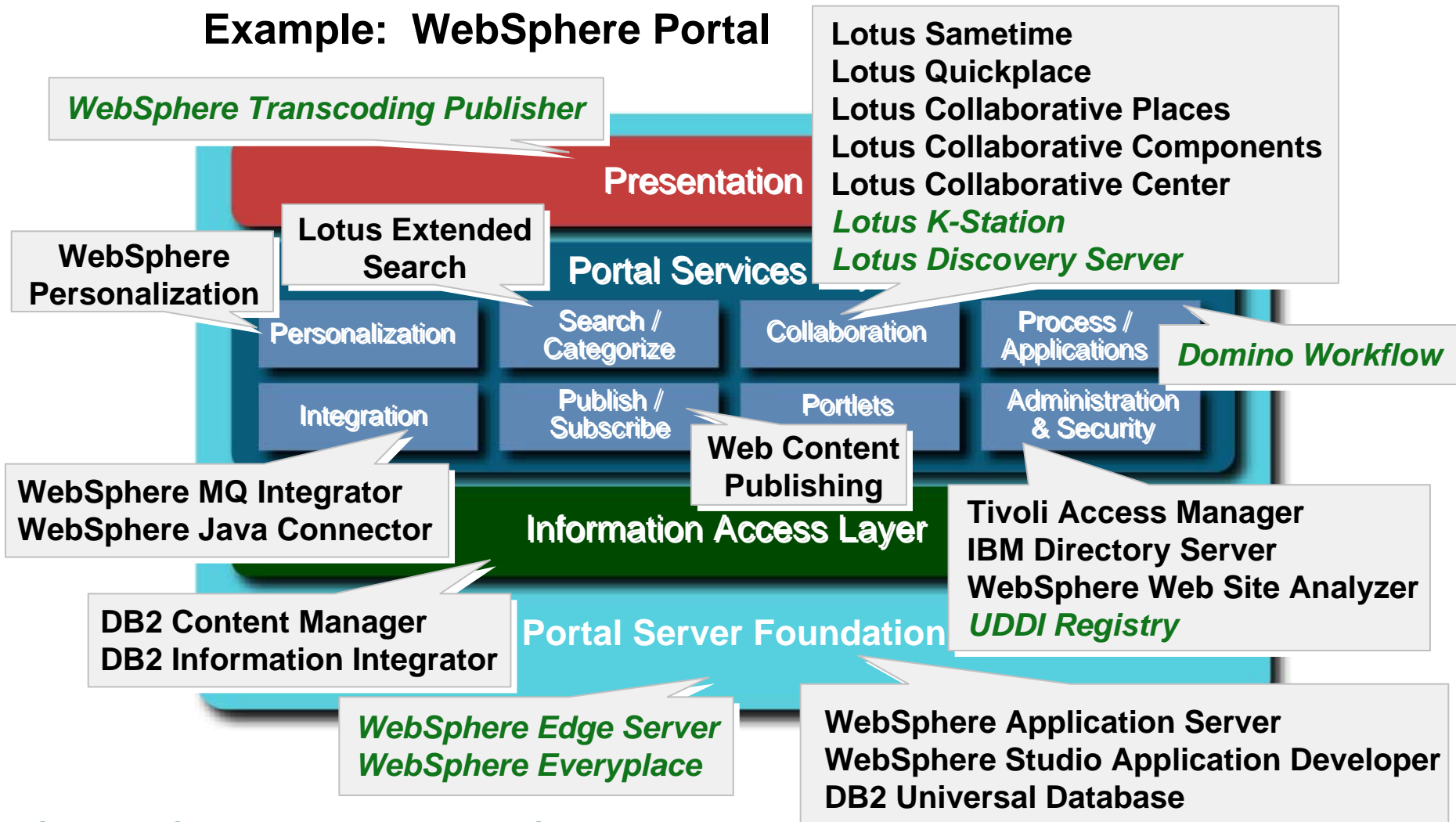
Strategy: Componentize for increased flexibility



Componentization

WebSphere

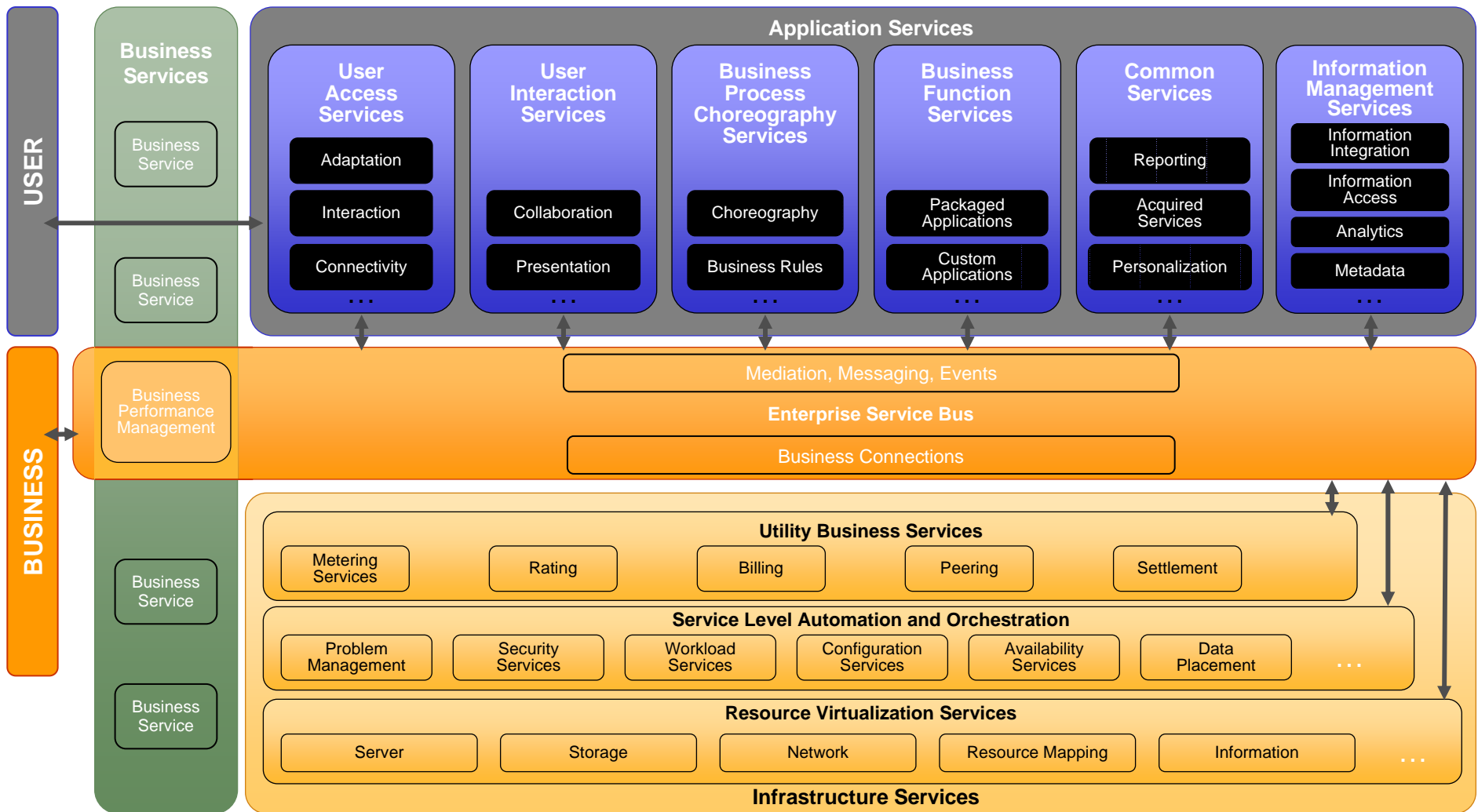
Example: WebSphere Portal



Optional Components: Licensed Separately

Strategy: Focus on architecture

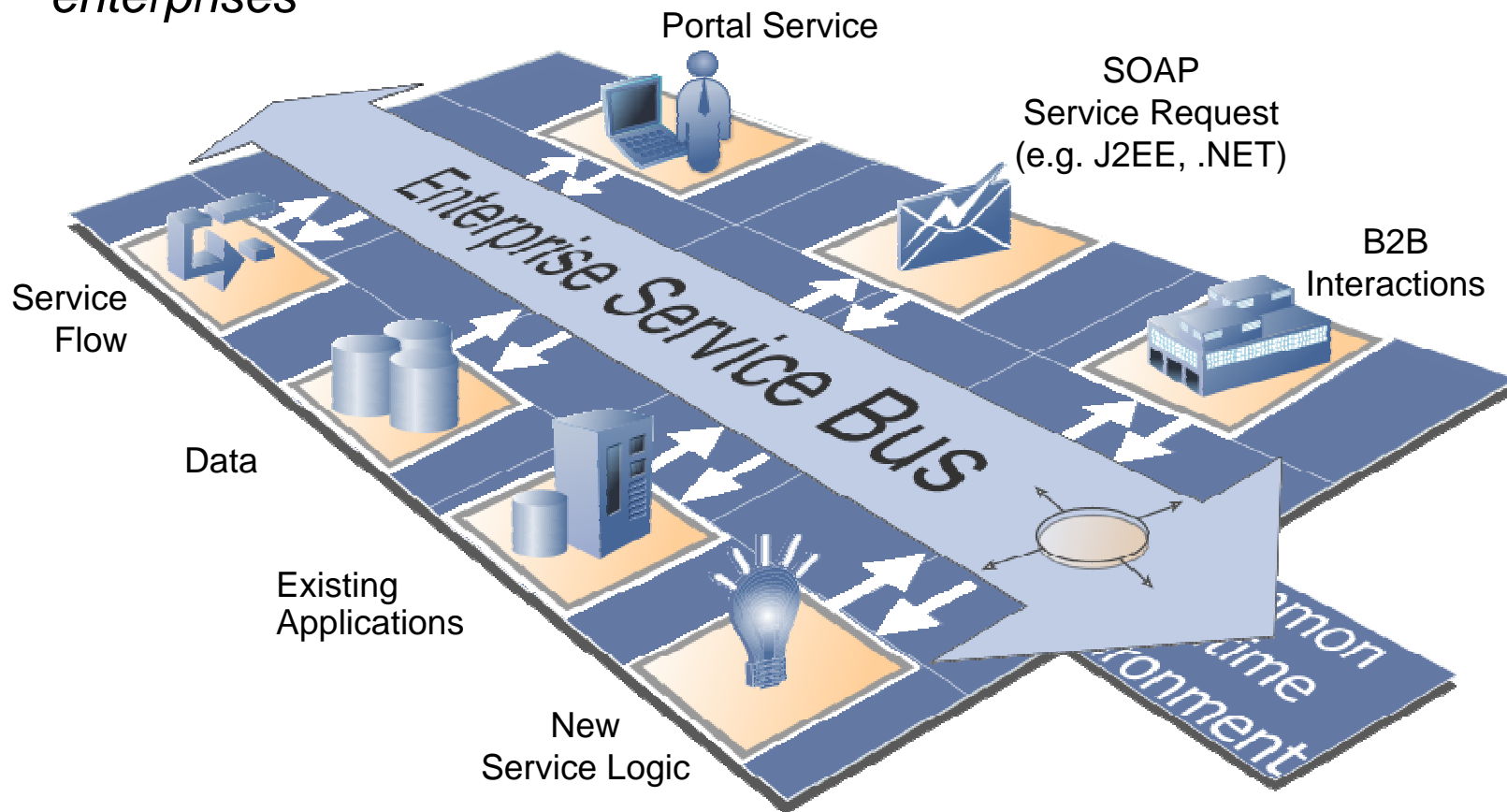
Operating Environment Architecture



Strategy: Focus on integration

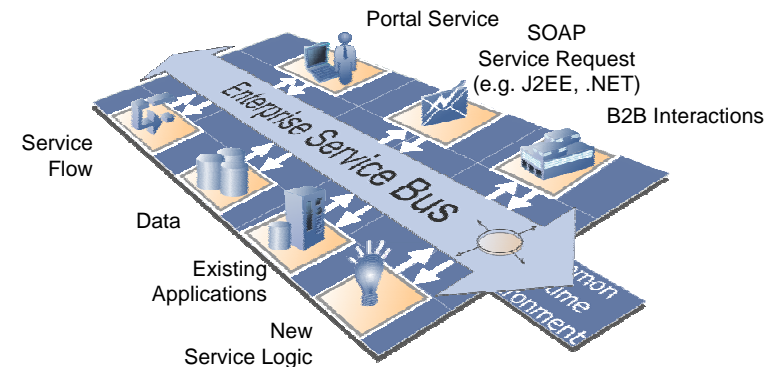
Service Oriented Architecture (SOA)

A framework for incorporating Web services across and between enterprises



Service Oriented Architecture (SOA)

- A Service Oriented Architecture enables flexible connectivity of applications or resources by
 - representing every application or resource as a service with a standardized interface,
 - enabling them to exchange structured information (messages, documents, 'business objects'),
 - mediating the message exchange through a service integration bus,
 - providing on-ramps to the bus for legacy application environments
- **This allows quick combination of new and existing applications to address changing business needs and improve operational effectiveness by managing the topology of the application 'network'**
- **The SOA infrastructure is also used to facilitate the management of business performance and quality of service**



Strategy: Focus on internal integration and customer consumability

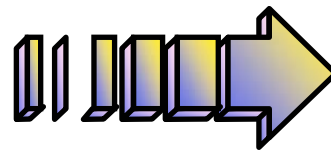


Establish a product family delivery and rollout approach across all SWG Portfolio products to assist customers in planning global deployment

Objectives

Platform Consistency

- ▶ Support Customer View of Platform Solutions
 - ▶ Timing and method of delivery
 - ▶ Pre-reqs and co-reqs
 - ▶ Operating system levels
 - ▶ Toleration Support
 - ▶ Customer Support



Results

Enhancing the Platform

- ✓ Cross platform consistency
- ✓ Validate the customer Lifecycle
- ✓ Component usage
- ✓ Open Source usage controls
- ✓ Cross Platform solution integration
- ✓ Established cross-Platform "Imperatives"
 - Drives consistency across the Platform
 - Look and feel
 - Install
 - Standards compliance
- Total solution resiliency

Strategy: Focus on high growth markets

Express products for the mid market

IBM WebSphere BI Connect Express
IBM WebSphere BI Express for Item Synchronization
IBM WebSphere Commerce Express
IBM MQ Express
IBM DB2 Content Manager - Express
IBM DB2 Everyplace – Express
IBM Lotus Domino Utility Server Express
IBM Lotus Domino Collaboration Bundle Express
IBM DB2 Universal Database Edition Express
IBM Tivoli Storage Resource Manager Express
IBM WebSphere Portal Server Express
IBM WebSphere Application Server Express

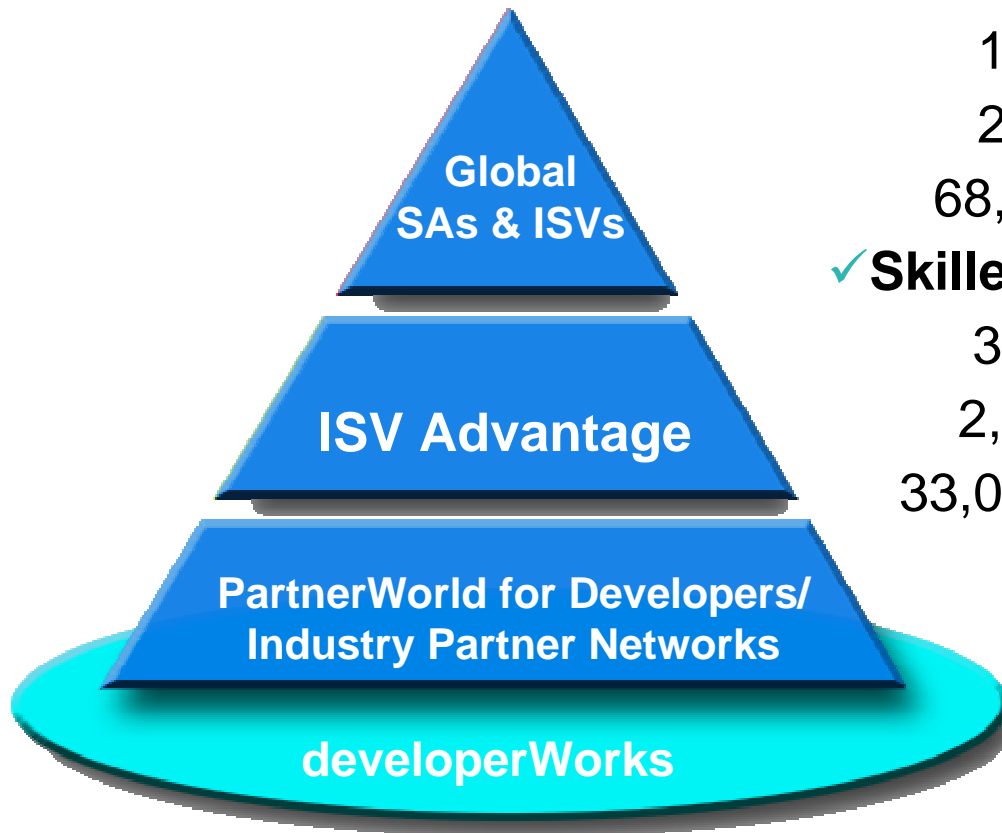
- Priced to Market
- Easy to Install
- Easy to Manage

- Complete SW Solution
- Easy to Integrate
- Right Function

- Easy to Learn & Use
- Extensible & Flexible
- Reasonable Footprint



Strategy: Build an ecosystem



✓ ISV Programs

- 150+ new ISV *Advantage* Program
- 2300 new Apps enabled in 2003
- 68,000 PartnerWorld for Developers

✓ Skilled Providers

- 3.5M Registered Developers
- 2,000 Advanced and Premier Level
- 33,000+ Certified on IBM Middleware





Thank
You

**For more information please visit:
www.ibm.com/software**

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