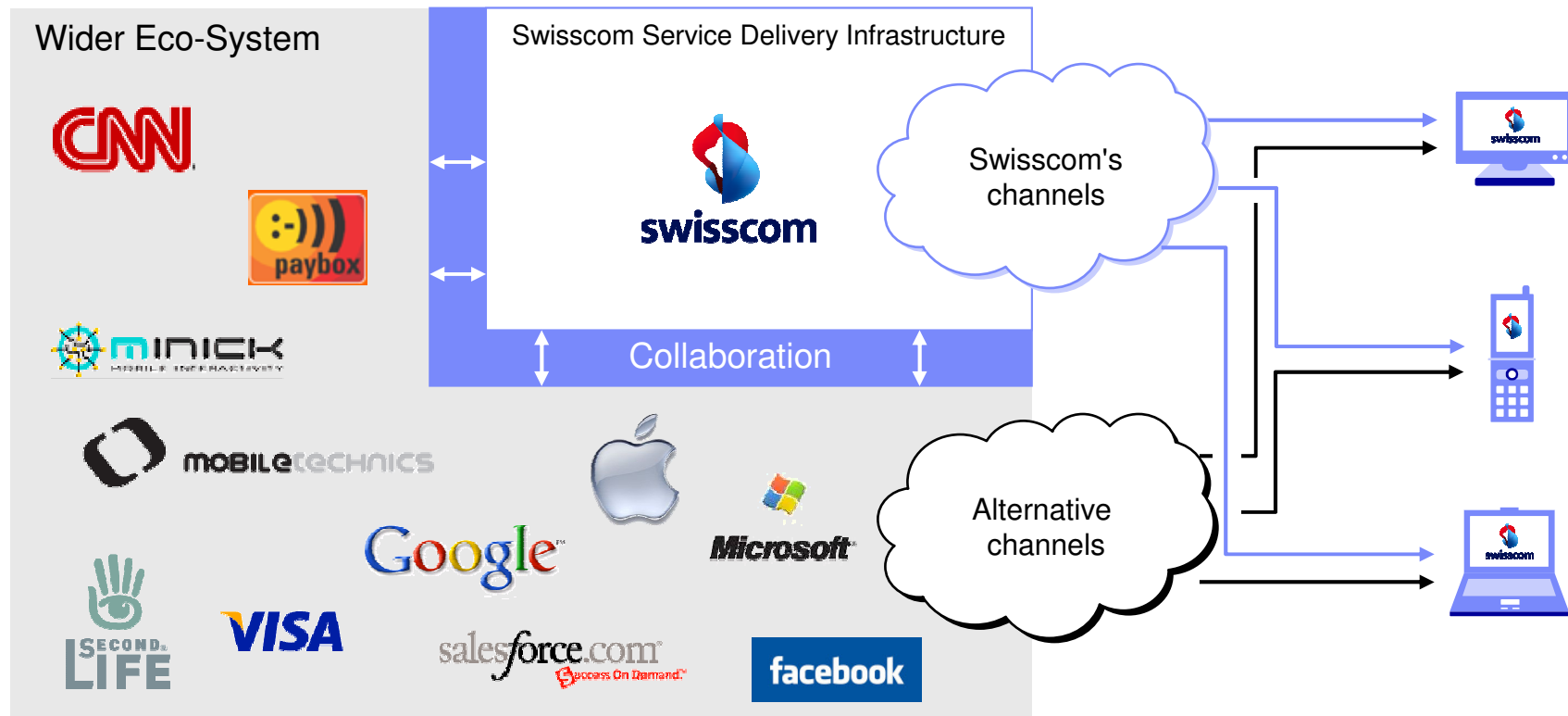


Agenda

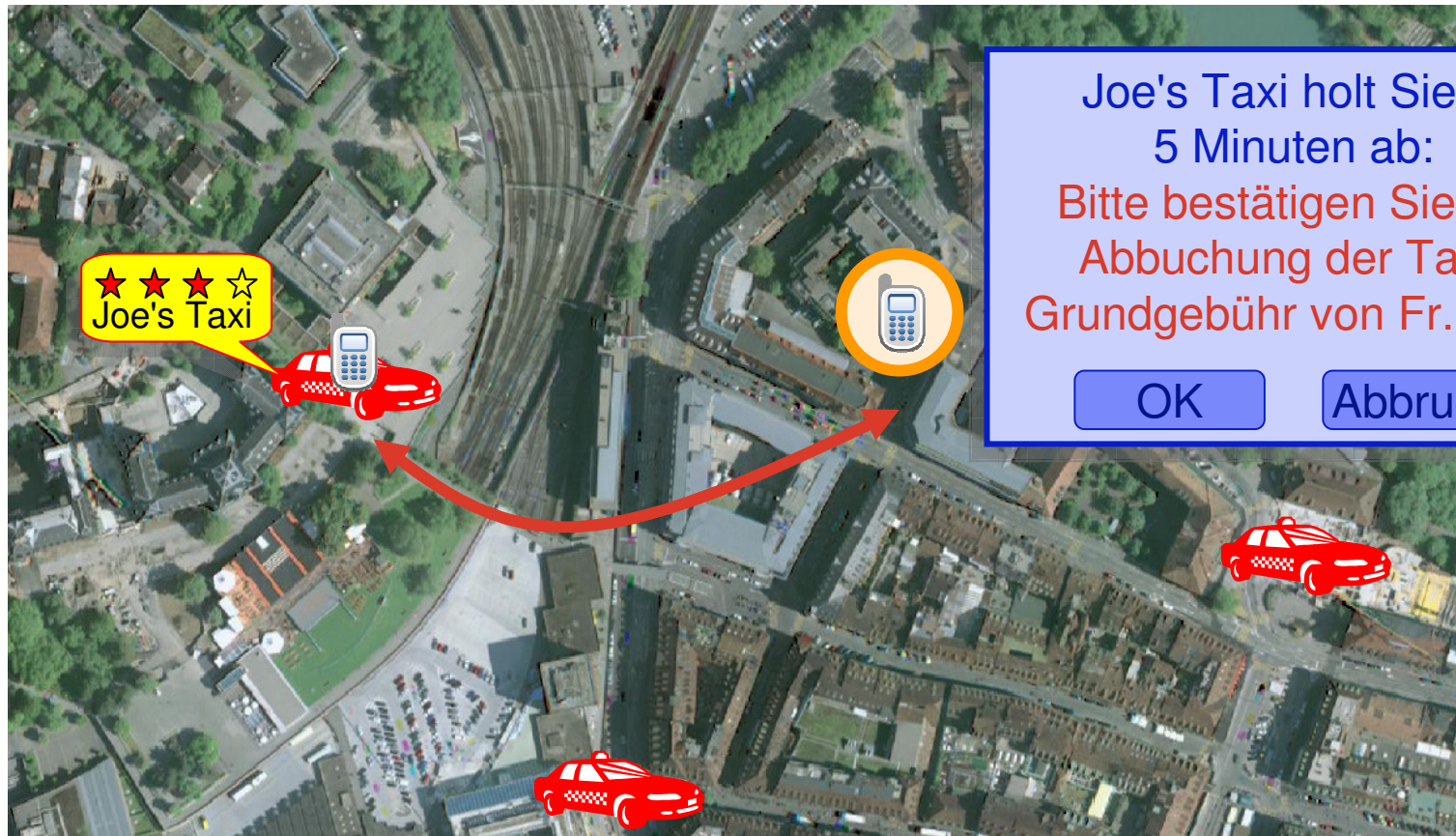
Zeit	Thema	Inhalt	Sprecher
10:00 - 10:15	Eintreffen / Kaffee		
10:15 - 10:25	Begrüssung	<ul style="list-style-type: none"> • IBM Kurzübersicht • Zusammenarbeit Swisscom und IBM SWG 	Andreas Herger, Leiter Grosskundengeschäft SWG Michael Rieder, Software Account Manager
10:25 - 11:15	IBM Software Portfolio	<p>Übersicht der fünf Software-Brands:</p> <ul style="list-style-type: none"> • Software & System Development • Integration & Application Infrastructure • Data & Content • IT Service Management • Collaboration & Access 	Daniel Ehrle, Software IT Architect
11:15 - 12:00	Neue Technologien	<p>Neue Technologien und Trends in der Telekommunikation:</p> <ul style="list-style-type: none"> • Web 2.0 Technologie • Mash-Up's 	Daniel Ehrle, Software IT Architect daniel.ehrle@ch.ibm.com / 079 403 11 92 Benjamin Schlup, Business Solution Consultant benjamin.schlup@ch.ibm.com / 079 414 02 41
12:00 - 12:30	Mittagessen	Gemeinsamer Stehlunch im Eventbereich	
12:30 - 12:55	InfoSphere	<p>Nutzung vorhandener Kundeninformationen zur Generierung von Neugeschäft:</p> <ul style="list-style-type: none"> • IBM Information Server • Cognos, die jüngste IBM SW Akquisition im Bereich Business Intelligence 	Reto Cavegn, Technical IT Specialist
12:55 - 13:20	Security	<p>End-to-End Security Lösungen von IBM:</p> <ul style="list-style-type: none"> • Governance and Compliancy • Identity Management • Intrusion Detection and Prevention • Application Security 	Dieter Bartl, Software Sales Specialist
13:20 - 13:45	Business Integration & Process Management	<p>Middleware Technologien:</p> <ul style="list-style-type: none"> • Process Management und ESB Lösungen • IBM ESB und Security Solution "in a Box" 	Bernd Geiger, Senior Software Sales Specialist
13:45 - 14:00	Closing	<ul style="list-style-type: none"> • Fragerunde 	Michael Rieder, Software Account Manager

Die Entwicklung von Internet, Breitband-Technologien und Mobilkommunikation bringt massgebende Veränderungen



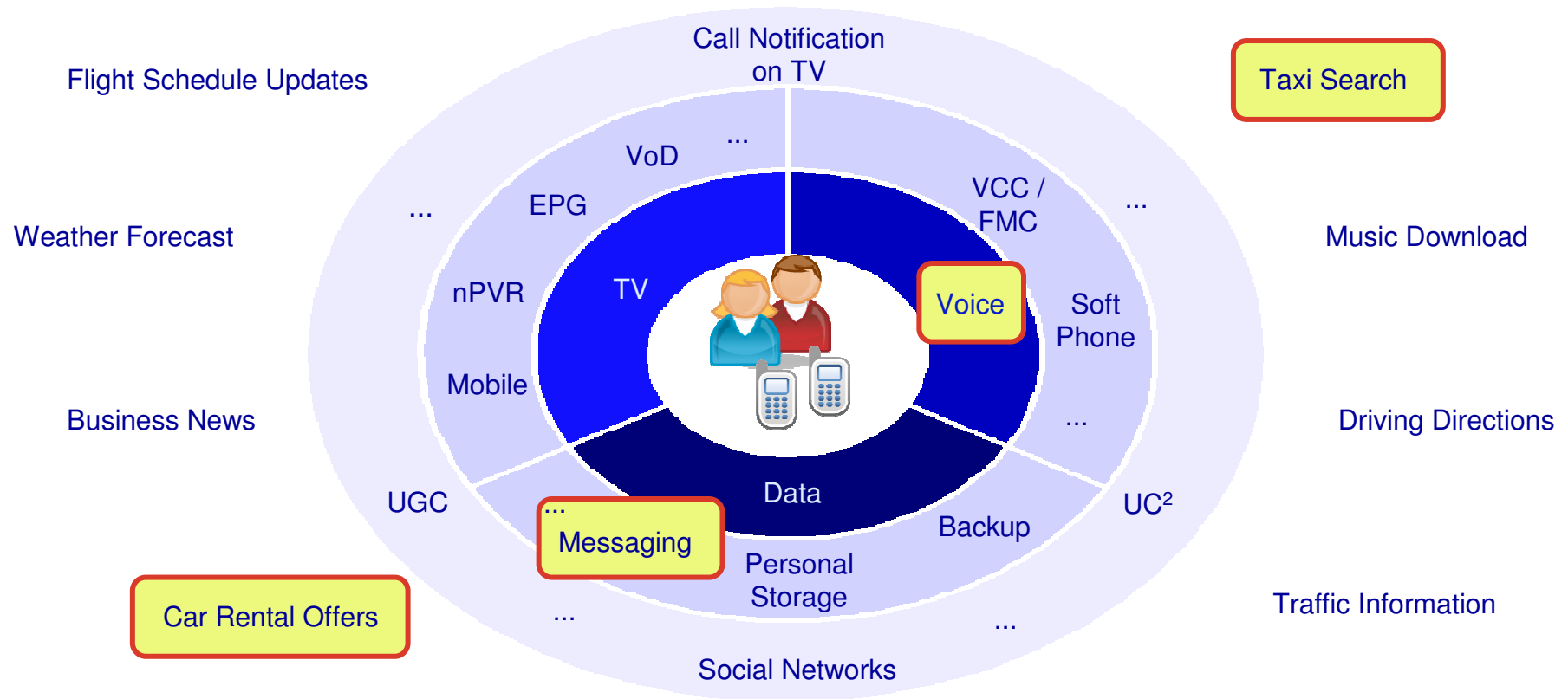
- Basisdienste sind 'gut genug', der Preis wird das massgebliche Kriterium
- Potenziell disruptive Dienste, wie zum Beispiel Instant Messaging, werden verstärkt genutzt
- Das Internet-Modell wird von der Mobilkommunikation übernommen
- Eine Anzahl neuer Spieler mit neuen/anderen Geschäftsmodellen werden sichtbar

Ein Blick in die Zukunft: IBM Business Finder - Taxi Szenario



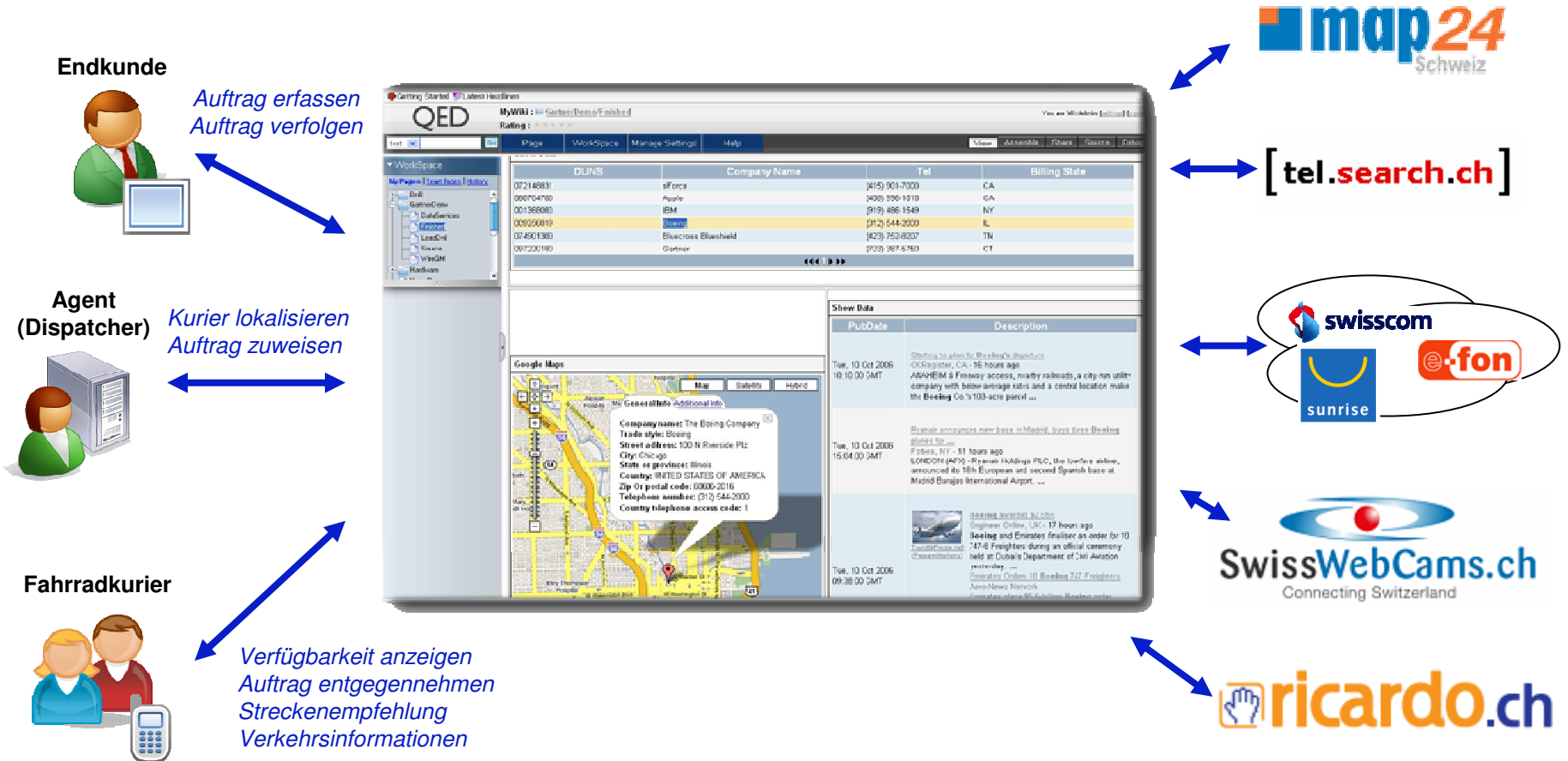
- Viele Web 2.0 Anwendungen passen nicht direkt in das Geschäftsmodell eines Operators
- Operator-Beitrag: Lokalisierung, Sprachverbindung, sichere & anonyme Identitäten, Zahlung

Die Anzahl der Anwendungen wird sich vervielfachen: Kontext-sensitives Anbieten von Anwendungen hilft



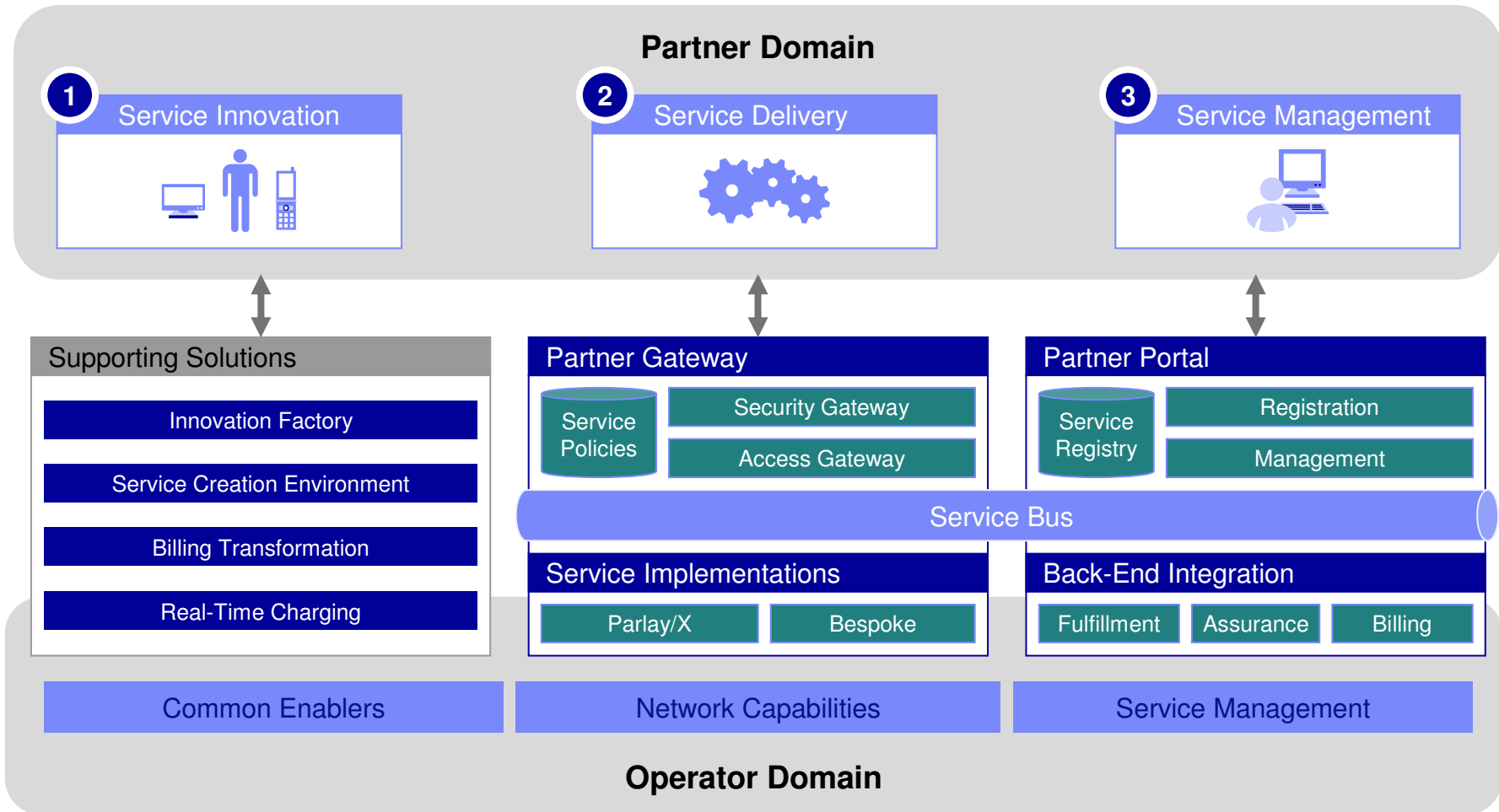
- Viele kleine Informationen können helfen, auf Kontext/Situation eines Nutzers zu schliessen
- Der Operator hat viele dieser Informationen verfügbar – und kann diese ohne Weitergabe sicher und im Interesse des Kunden nutzen

Der erste Schritt – Ermöglichen von Telecom/Web Mashup's: Ein einfacher Tracking/Dispatching Service



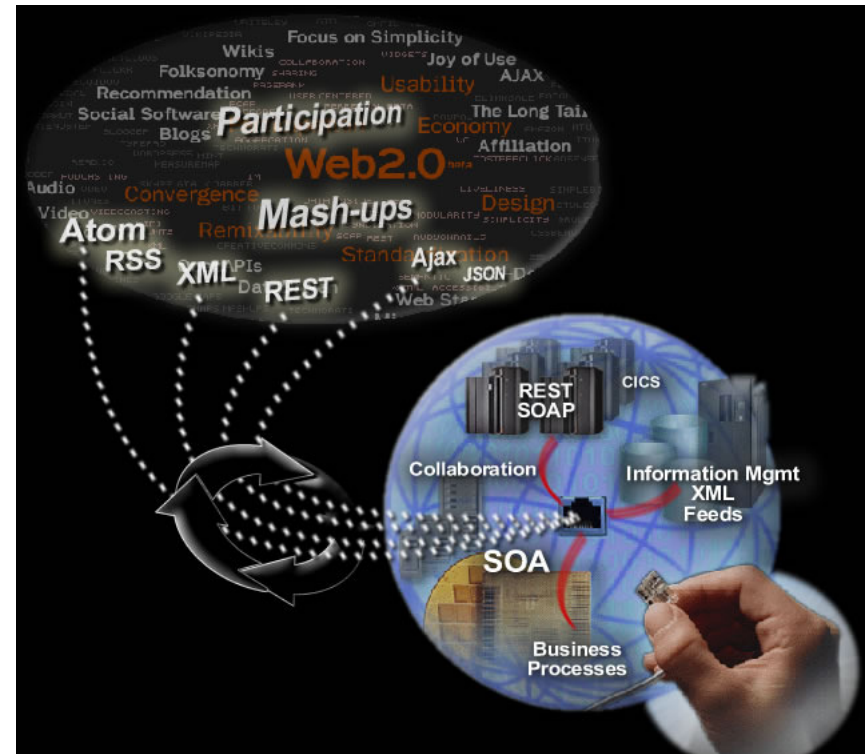
Wie wird man Mitspieler im Web 2.0 Game?

Als Einstieg über ein Partner-Gateway und ein Partner-Portal

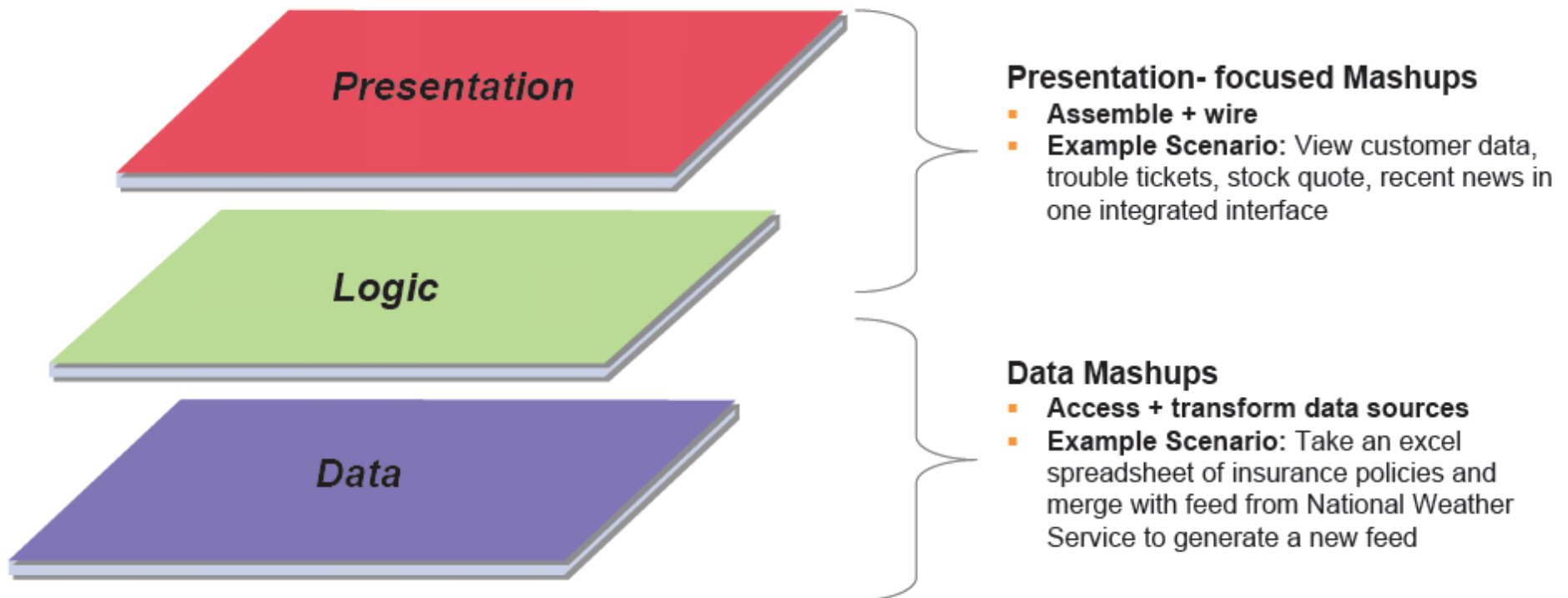


IBM liefert die notwendigen Technologien für Web 2.0

- Erstellung “Situations”-Anwendungen durch Mashup und Widget Technologie
- Runtime Umgebung, z.B. WebSphere Telecom Web Services Server (TWSS)
- Sicherheit und Integration durch WebSphere DataPower als Web 2.0 Gateway



Der Term Mashup adressiert beides => Präsentations- und Daten Mashup's



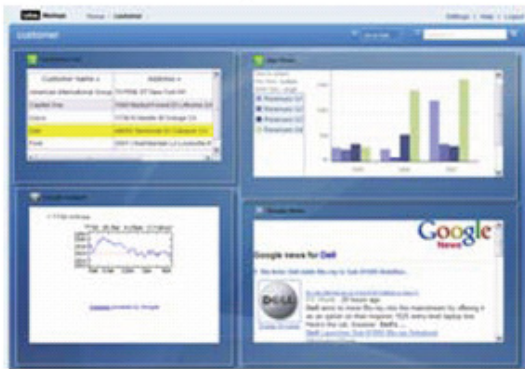
Wie verwenden Kunden Mashup's ?

Use Case	Self-service Aggregation of Information	Enabling customer-centric applications	"Quick and Dirty" app development	Web 2.0. enable legacy systems	Effortless syndication of content
Goals	LOB creation of situational applications that support: <ul style="list-style-type: none"> - Quick analysis - Better decision making - Improved collaboration - Increased visibility into business information 	<ul style="list-style-type: none"> - Support customer assembly of personalized applications for specific functions - Improve customer satisfaction + loyalty - Add "Web 2.0." features, appealing to younger demographic 	<ul style="list-style-type: none"> - Good enough applications - Rapid app development - Speed over governance - Quick iterations 	<ul style="list-style-type: none"> - Unlock personal, enterprise data - Create mashable + consumable feeds - Unlock information without forcing upgrades or duplication of data 	<ul style="list-style-type: none"> - Unlock & wrap data as feeds + widgets - Embed and mash into customer sites - Reduce integration costs - Support new revenue models
Examples	<ul style="list-style-type: none"> - Risk assessment - Emergency response - Market research - Competitive analysis - Customer intelligence - Reporting 	<ul style="list-style-type: none"> - Custom online banking experience - Custom real estate app - Custom travel site 	<ul style="list-style-type: none"> - Prototypes - Demos - Project and task-specific apps for small teams (typically built by LOB IT) 	<ul style="list-style-type: none"> - Exposing LOB siloed systems, including spreadsheets and access databases, as consumable feeds 	<ul style="list-style-type: none"> - Providers of rich information services: weather, financial, company, etc.
Alternative solutions	<ul style="list-style-type: none"> - Manual assembly - Spreadsheets 	<ul style="list-style-type: none"> - Develop custom web 2.0. assembly framework - Portals (can be used in conjunction with mashup assembly tools) 	Apps built from scratch (not very agile): <ul style="list-style-type: none"> - VB - .Net - HTML - Photoshop 	<ul style="list-style-type: none"> - Custom development - Disruptive upgrades or replacements 	<ul style="list-style-type: none"> - Google gadgets - Manual approaches

IBM Mashup-Center Komponenten

Lotus Mashups

Quickly and easily assemble mashups on-the-glass. Create dynamic widgets.



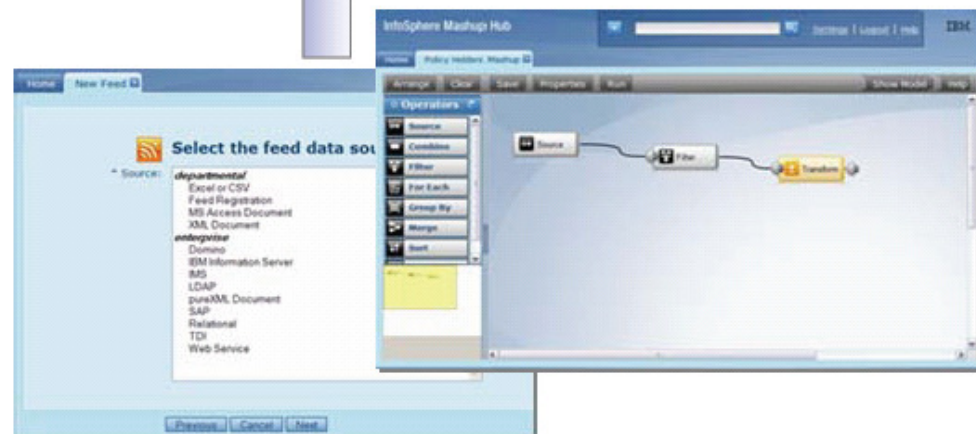
Catalog

Sharing & discovery of mashable assets.

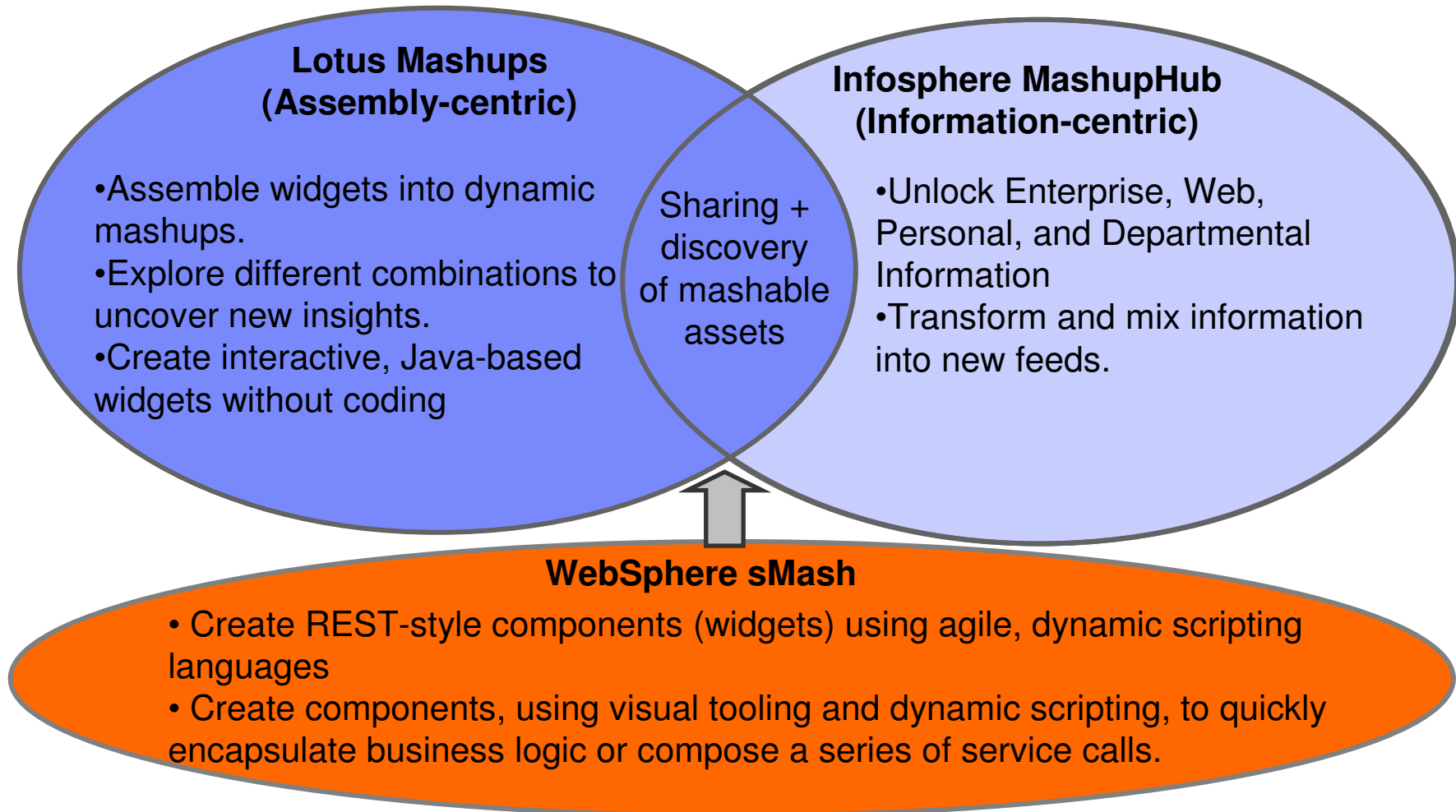


InfoSphere MashupHub

Unlock and share web, departmental, personal and enterprise information for use in REST-style Web2.0 applications. MashupHub includes visual tools for transforming and re-mixing REST-style feeds.



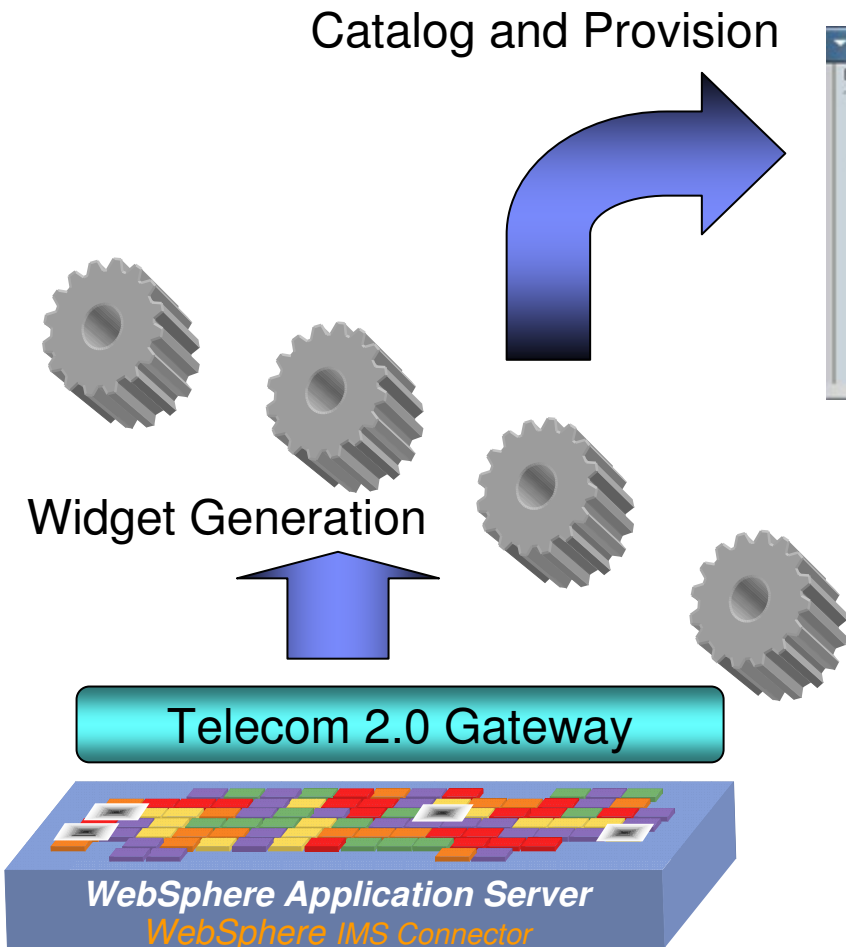
IBM Mashup-Center



• Completed Widgets, including dynamically scripted together services can also be used in standalone web applications, portals, or rich client applications

IBM Software ermöglicht das Erstellen eines Portfolios von Mashable Widgets für Kern Telecom Services & Daten

Starter Set of Mashable Services



- Presence
- Location
- Group Management
- SMS & Messaging
- Call Handling
- Multimedia Conferencing
- Play Audio
- Click-to-Call & Call Automation
- Account Mgmt

Create a palette mashable widgets that make the service provider's core services consumable in a mashup environment

Catalog and Provision these widgets for consumption by Mashup Assemblers - users

Die Brücke zwischen Web 2.0 und einer SOA oder Legacy Enterprise Umgebung - Extending SOA simply and securely



- JavaScript filtering (prevents JavaScript injection)
- Native REST/JSON support
- Secure proxy (Ajax cross-domain proxy with SSL & authentication)
- Native monitoring, routing, logging & filtering
- Web 2.0 feed aggregation (e.g. ATOM/RSS) and centralized control
- Secure mash-up (prevent malicious injection/reads)
- Quickly bridge between Web 2.0 and enterprise SOA – JSON/SOAP/REST

Beispiel: Composite Web Service Enterprise Application

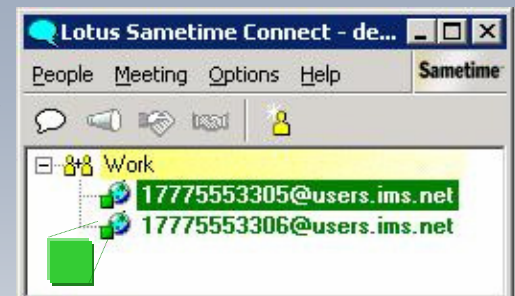
Sametime integration with Subscriber Mobile Presence

Mobile Service Provider

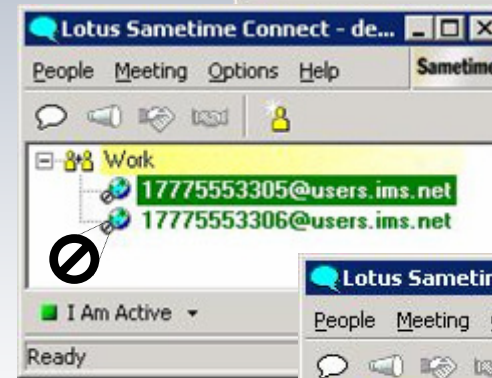


Enterprise IM Application

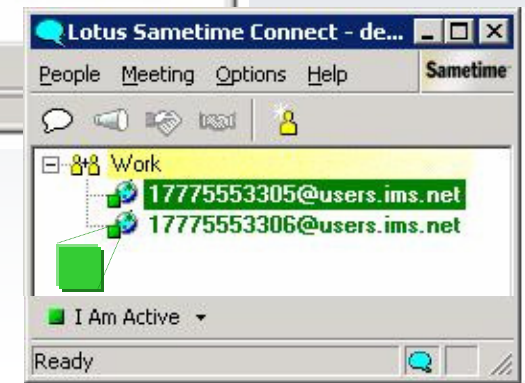
Available:



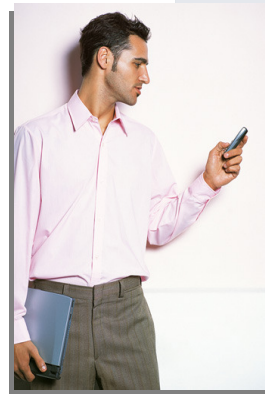
On the phone and not available:



Available again:



Steve's status is automatically updated in his colleagues' Sametime windows when he answers a call and then again when he hangs up



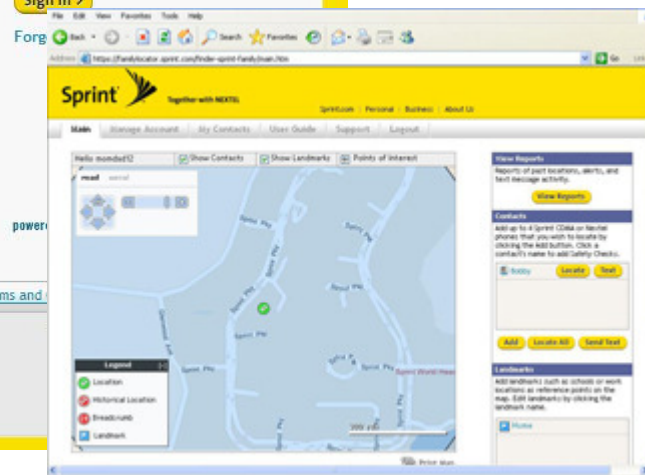
Sprint Composite Service using Location and Messaging

Target Market: Mobile Families

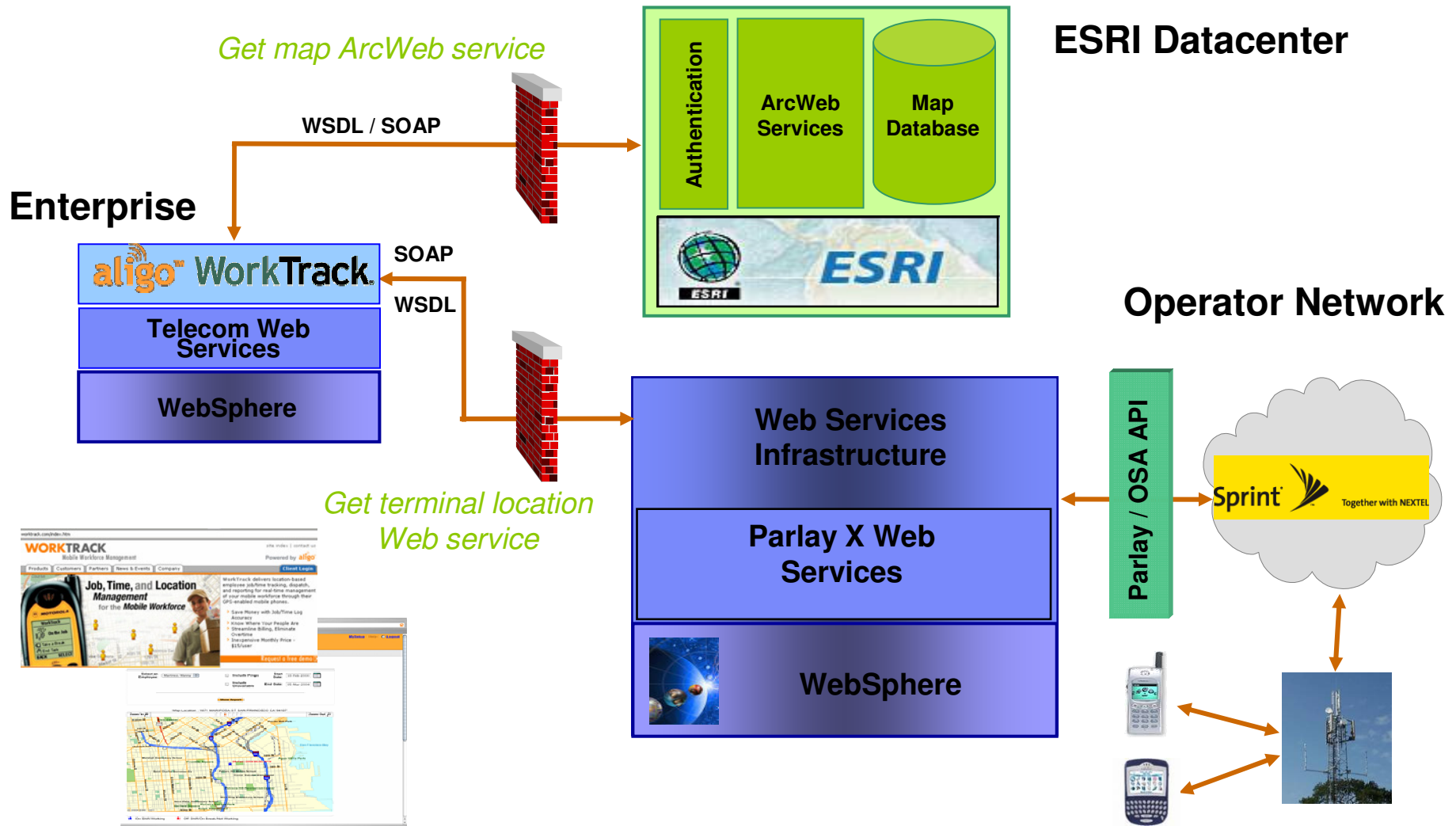
Application: Allows parents to track children, institute “safety checks”, message and call “child” devices

Delivery Model: Sprint-branded ASP delivered solution

Price: \$10/parent device/month, up to 4 tracked devices



Customer Example: Sprint Exposes Network Capabilities as Telecom Web Services, Enabling Composite Services



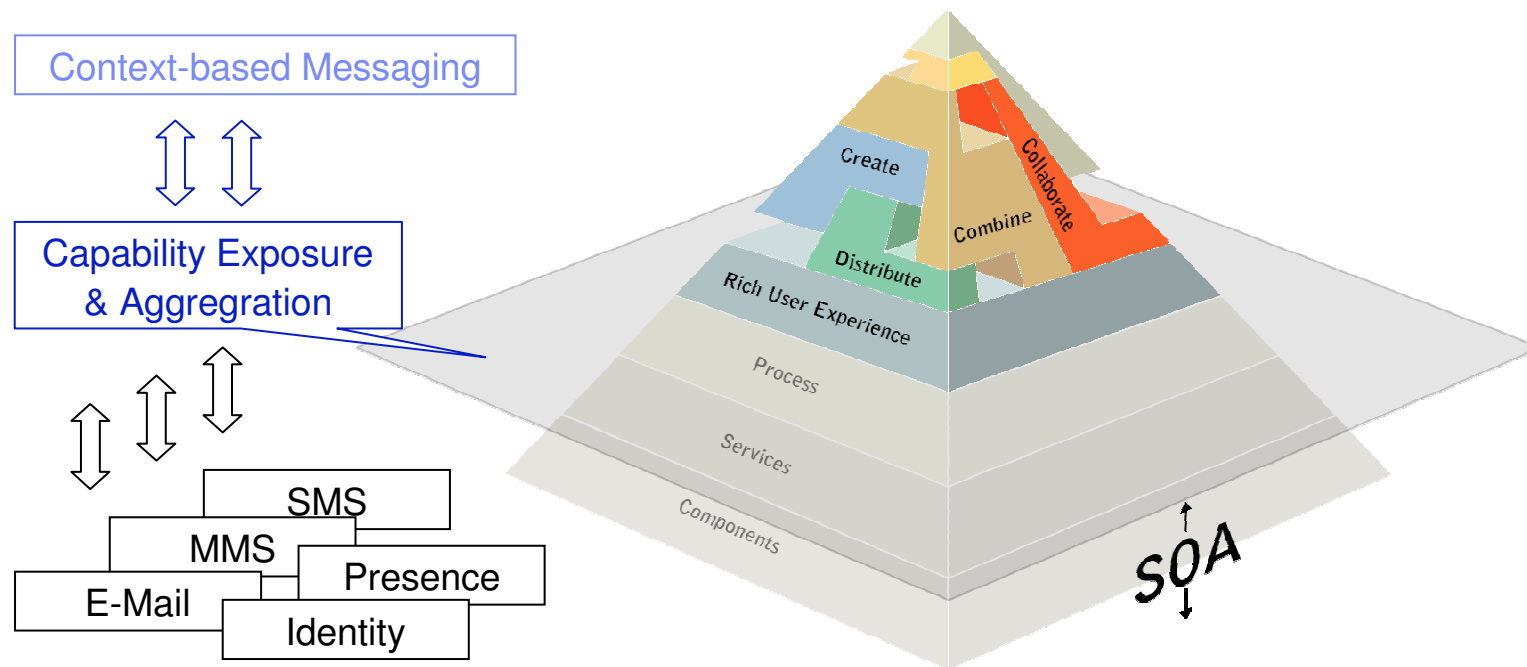
Benefits to Operators

- New revenue opportunities and business models leveraging existing telecom resources/services
 - e.g. premium-level Web 2.0 platforms (community + multimedia portals) mash ups
- Flexibility to evolve network technologies without impacting 3rd party applications
- Protection of underlying network resources/services from unauthorized access and overload
- Reduction in the time to market and costs of new products and services
- Leverage innovative 3rd parties to create 'snazzy'/compelling services thereby increasing take up (adoption) of services

Benefits to 3rd Party Application/Service Providers

- New Revenue opportunities through the ability to create consumer and enterprise applications with access to telecom network capabilities and services
 - e.g. offer premium services in the Web 2.0 space
- Reduces cost and time to market for deployment of new services
- Simplified development of applications incorporating telecom capabilities
- Isolation/abstraction from Telecom network/protocol complexity

Web 2.0 approaches equip all players with similar means; differentiating value roots in the operator's specific assets & capabilities



- Web 2.0 provides light-weight, highly adaptive user interfaces
- A SOA oriented service delivery back-end maximizes leverage