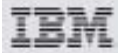


Dynamic infrastructure solutions for an intelligent world



Software Group



Welcome to the podcast on the subject of dynamic infrastructures within the framework of the IBM Smarter Planet initiative. Claudio Grolimund conducts the interview with Prof. Gunter Dueck, Business Leader for Dynamic Infrastructure in Germany.

Claudio Grolimund: „Professor Dueck, could you provide us with some information about yourself and your function at IBM?“

Gunter Dueck: „I am currently Business Leader of Dynamic Infrastructure, which means that I have a fairly small, select special group, who are handling the reorganization of the relatively new business area in IBM Germany.“

Claudio Grolimund: „As „Chief Technologist“ at IBM, you are the „technology and content conscience“ in the Senior Executive Management team. Why is your work at IBM a dream job for you?“

Gunter Dueck: „A dream job is when you have the feeling that you are relevant, or that you can make a difference. I have perhaps previously often overshot the target, and am then seen as a „lateral thinker“. But over the years, people have seen that I identified the right trends, and have come to trust my instincts more and more.“

Claudio Grolimund: „At IBM Germany, you are the Business Leader for Dynamic Infrastructure. Could you please explain to us what is meant by dynamic infrastructures in the context of IBM's Smarter Planet initiative, and what are its most important elements?“

Gunter Dueck: „Many servers were only working to 15% of their capacity. All different types of servers were mixed up and not correctly connected together: the networks are not ok, the data is often stored in a non-standard way etc. Over the past few years, various products have appeared, such as processes, methods, computer standards have developed, that now make a clean up of the whole sector possible.“

There are things like virtualization software and server management servers. 3-4 years ago, these things didn't exist. Now it's all here and functioning, and together it creates a situation where today you can build infrastructures just like a type of factory. IT is no longer a ragbag of various servers and networks, but at sometime will be completely constructed as a prefab; you order it, and there it is.

Claudio Grolimund: „How will IT change in the future, and is the influence of technological tools growing at this same fast pace in other areas?“

Gunter Dueck: „IBM will certainly change in so far as it will now supply more components. We have various business areas: software, hardware, services, consultancy etc. These are our various components which are needed to build a complete IT. This will somehow develop further to something for small companies, such as data centers out-of-the-box. These would be bought in the same way as you buy a PC; a small or medium sized data center will be constructed like a factory, i.e. an IT factory. In English the expression „IT factory“, means something like an IT structure, which is delivered as a more or less finished article.“

Claudio Grolimund: „Dynamic infrastructure is more than just an improvement of the IT system. How does a company need to rethink, and what are the greatest challenges for the flexible linkage of all resources?“

Gunter Dueck: „Basically, it is about setting up the entire infrastructure so that it fulfils its purpose, i.e. it is ultimately there for a business or it delivers services. The idea is to define via services management, what exactly IT should provide, and what it gives back in terms of performance. This will then be monitored and measured, and a normal process will be built for this purpose. This leads, little by little, to you being able to manage processes better, to the performance being continuously improved, so that at some time the services will be automated.“

Claudio Grolimund: „In addition to your function at IBM, you are also active as an author, and even won the prize for the „Economic book of the year“ in 2006. What fascinates you about the basic motivation of people, about their individual view of the meaning of life and of the economic stupidity of our time?“

Gunter Dueck: „According to brain tests, IT professionals have developed different brain function preferences to normal people studied by the BWL. It has always interested me how these different types of people get on with each other. There is a third type at IBM, and this is the sales personnel; they always work for money, whereas IT people work for

renown and managers to achieve targets etc. And these conflicts of interest all collide with each other and create an irrationality, which results in people not understanding that they are just dealing with different cultures. I once extended this to cover the entire philosophy of mankind, so that it didn't just apply to IBM sales persons, managers and techies, but that it actually applied in real life. People have their own different ways of behaving and they therefore argue all day, which leads to a ridiculous situation."



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