

On demand automation solutions
To support your business objectives



Cutting costs while increasing flexibility and service quality with on demand automation



Middleware is Everywhere Can you see it?

The IBM vision of on demand isn't about choosing between technology and business. Being an on demand business is about both of these things—it's new technologies and business models intersecting to unleash new capabilities and customer experiences. But on demand is a journey, and IBM strongly believes that it's a journey that should be taken in incremental steps, according to the unique needs of each business. On demand automation helps facilitate this journey.

What is an on demand business?

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 any customer demand, market opportunity or external threat.

Becoming on demand requires change, but it can be done in steps, and the potential rewards of operating on demand—both in the short term and the long run—are enormous.

Customers turn to IBM to take their next steps and enable their organizations to reach an on demand state of business using the latest innovations in on demand automation.

IBM provides on demand automation capabilities that can help businesses increase flexibility and manage the complexity of IT infrastructures. IBM solutions leverage existing assets, enable integration and align the infrastructure with the business design. In short, IBM helps customers create open, integrated, virtualized and autonomic on demand operating environments that align the IT infrastructure with key business objectives.

“Automation is an area in which organizations that are seeking to be adaptive should invest now, so that substantial cost savings can be realized by automating complex manual tasks. Automation does not require broad deployment or even a complex function, but a simple function that consumes excessive manual time.”

**Adaptive Infrastructure and Operational Technology
Corey Ferengul, META Group**



What is on demand automation?

On demand automation enables you to manage and optimize processes and IT services based on business policies by automatically sensing and responding to changes.

The value of on demand automation

Currently, companies look for solutions to help them deliver on several key needs and priorities. IBM has characterized these needs as resource optimization, managing complexity and business agility. Minimizing costs is an overarching result of automation. On demand automation brings value to the table by helping customers address these needs.

Optimize IT resources—Get productive use of IT resources—people, software and hardware. Protect information assets, confidentiality and data integrity. Make the right resources available to the right processes and people, at the right times, with provisioning capabilities. Orchestrate IT management actions by dynamically performing in-depth analysis to trigger and execute tasks based on business priorities.

Manage complexity—Provide easy access to IT resources. Consolidate data centers, systems, applications and databases. Increase operational speed and efficiency by automating complicated manual tasks. Automate compliance with service-level agreements so IT personnel can focus on high-value tasks. Centralize the overall management of your enterprise, assets and risks.

“IBM automation helps our systems stay responsive, and when problems do arise, we can get systems back up and running quickly.”

**Glen Barry, Systems Analyst
Technical Manager, UPS**

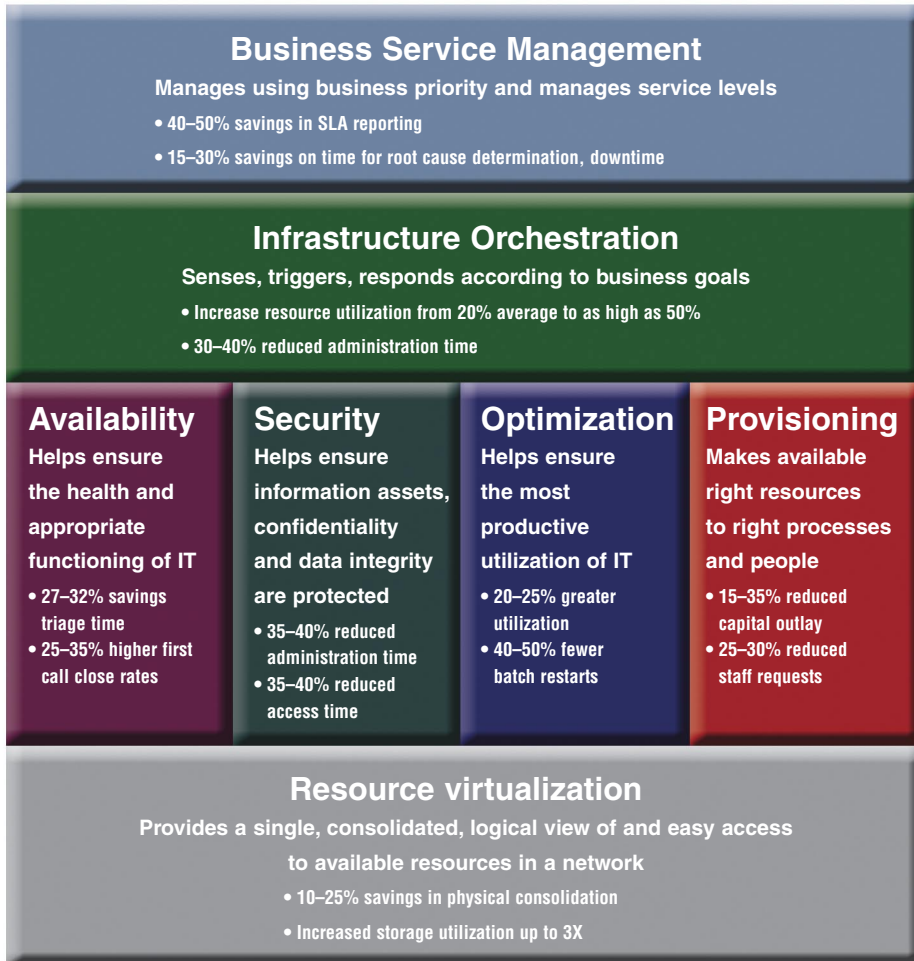
Increase business agility—Align your IT environment with your business priorities using business service management capabilities. Sense potential business or IT changes and respond dynamically based on your predefined business priorities by leveraging orchestration and provisioning capabilities.

Organizations have different priorities, different personalities. The IBM approach to on demand automation reflects that and provides different entry points. Where you start depends on your organization's priorities. On demand automation is achieved by adopting additional capabilities over time.

On demand automation allows you to enhance your IT capabilities

Automation is a step-by-step evolution based on the individual customer's business goals. Evolving to an on demand environment requires a simple and easy approach to acquiring capabilities and addressing key requirements following a roadmap to provide modular, incremental steps to become an on demand business. Building on existing capabilities, on demand solution offerings support customers in their transition to on demand.

Modular capabilities deliver on demand automation value¹



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¹ Alinean. 2003-2004 Survey.

on demand automation best practices and capabilities

Your next step

On demand automation is a crucial step in building the IT infrastructure for your on demand enterprise, increasing responsiveness, using resources efficiently and managing complexity—all while minimizing operational costs. Learn more about how IBM can help automate your business at ibm.com/software/automation/en/brochure