



# TENDANCES IBM 2009

DONNEZ DU SOUFFLE  
À VOS AFFAIRES ET À LA PLANÈTE

<http://www.ibm.com/fr/tendancesibm>

IBM Software Solutions for a Smarter Planet

Hubert Lalanne

3 FÉVRIER 2009

MOINS DE COÛTS POUR VOTRE BUSINESS,  
PLUS DE RESPECT POUR L'ENVIRONNEMENT.

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## Financial crisis: The tech innovations at risk CURRENT RATING

Analytics, SOA, storage networking, and cloud computing providers face huge fallout as financial customers wither.

By John Edwards

September 30, 2008 | Comments: (0)



Talkback



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As banks and other institutions swallow each other up, industry consolidation may itself open new doors. "The need for integration software will be very high, because a lot of these [financial services] companies will want to change their business models," Keane's Mehra says. This trend could help spur the development of better integration software, leading to products and services designed to help merging businesses in industries beyond financial services.

Vendors with productivity-enhancing and cost-cutting technologies may also prosper. In the foreseeable future, sellers in a wide array of tech sectors -- everything from call center automation to virtual meetings to environmental controls -- should be able to take advantage of a financial services industry driven by a need to ruthlessly slash expenses. "A vendor that sells software to help cut or reduce IT cost may still be in a good position," Bartels says. Furthermore, many of these solutions will likely appeal to a broad spectrum of enterprise customers.

Mehra expects that increased government oversight will power a growing market for compliance applications in the financial services industry, just as the Sarbanes-Oxley Act did several years ago for a variety of enterprises affected by the corporate corruption scandals. "I think business intelligence will start to benefit right away because, from a regulatory standpoint, [there will be a need for] more transparency of information," he says. As a result, better and

## Agenda

**Smarter Planet?**

**Software Solutions?**

**Some Software Solutions for a Smarter Planet**

**Conclusion**

## Agenda

### **Smarter Planet?**

### Software Solutions?

### Some Software Solutions for a Smarter Planet

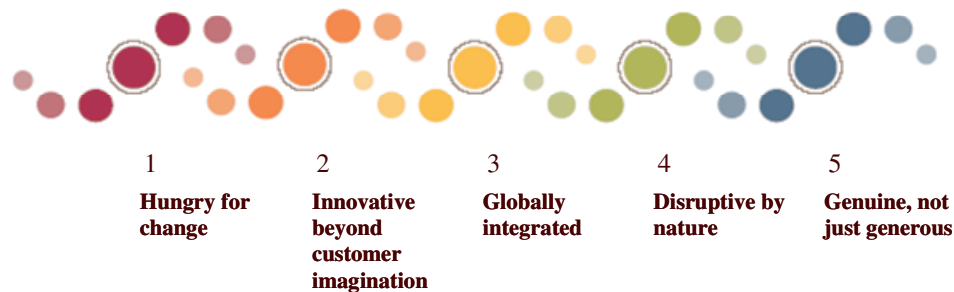
### Conclusion

## Global market forces are impacting us all

- Access to capital and credit crunch
- Economic downturn and future uncertainty
- Volatile oil prices and energy shortfalls
- Information explosion and risk/opportunity growth
- Globalization and emerging economies
- New customer demands and business models



*The economy isn't the only force shaping the competitive landscape ...*



## Information Systems will play a key role to address these challenges

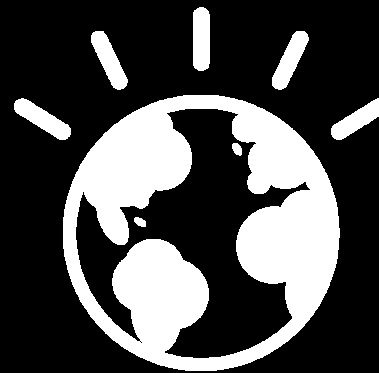
As the world is becoming more and more instrumented, interconnected and intelligent

It's an opportunity to think and act in new ways, economically, socially and technically

Smarter planet: Thinking and acting in new ways to make our systems more efficient, productive and responsive

- NEW INTELLIGENCE

- SMART WORK

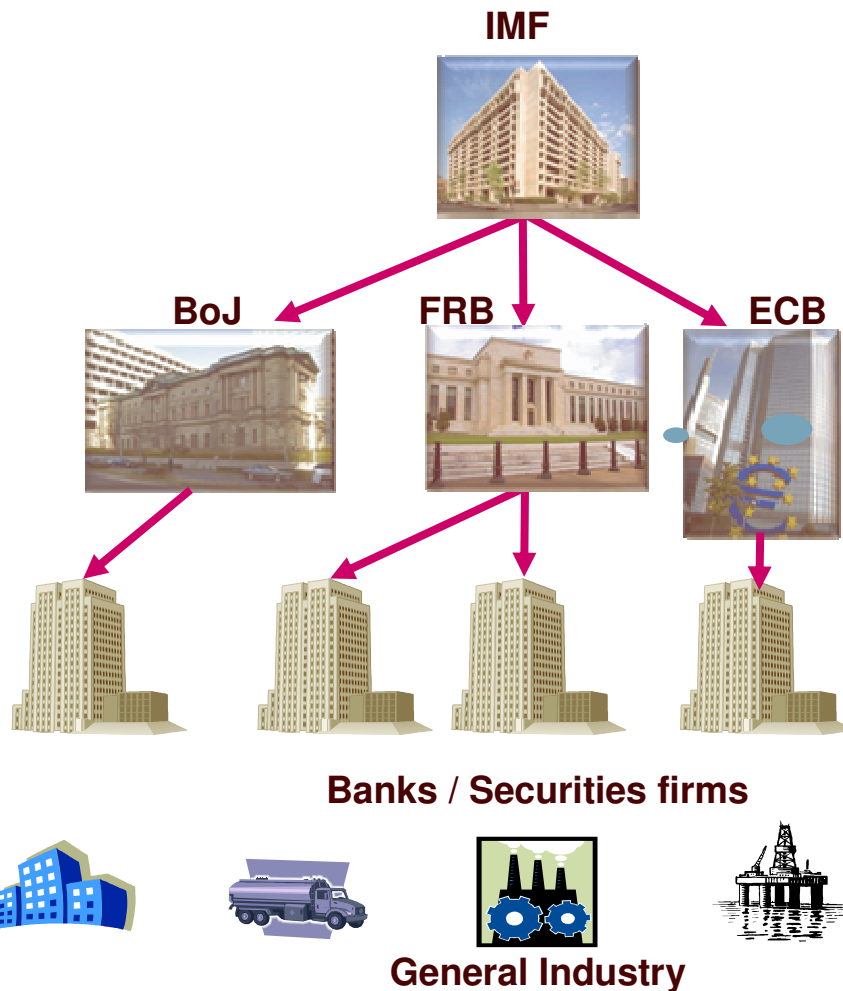


- GREEN AND BEYOND

- DYNAMIC INFRASTRUCTURE

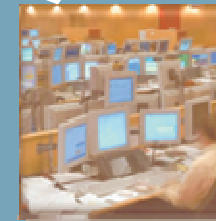
## Illustration 1: introduction of new regulations

Scenario 1: New regulations and policy will provide stability to the financial industry trading and accelerate the secure financial environment.



Step 1:  
International and national government  
bodies

- Introduce new regulations
- Monitor and regulate the financial  
markets



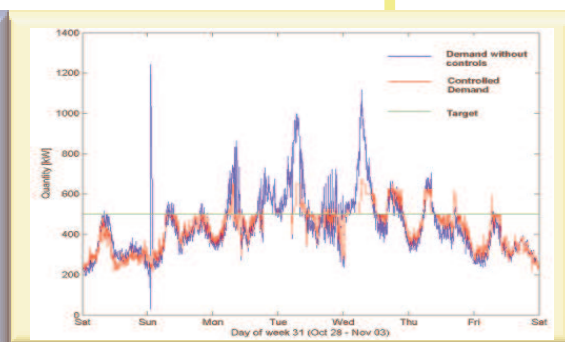
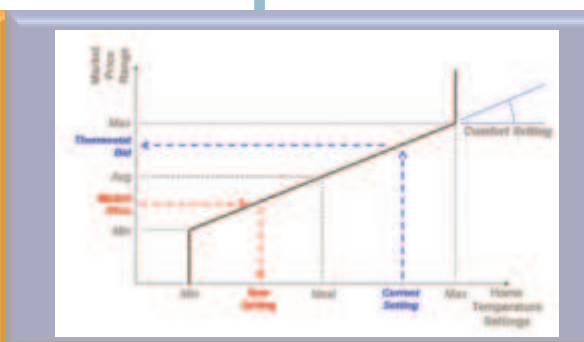
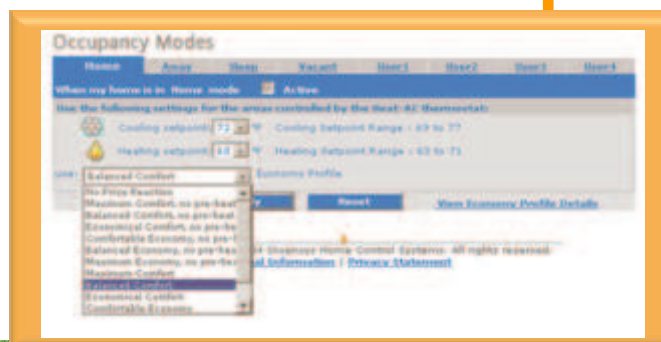
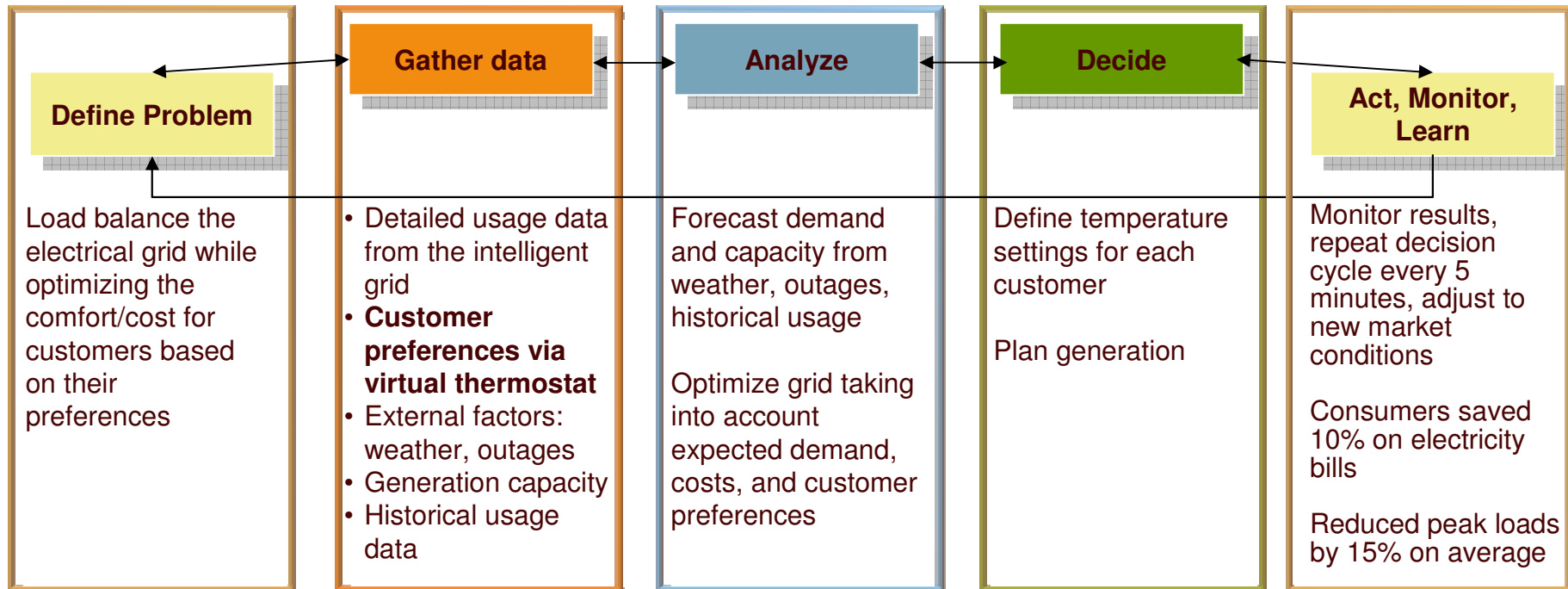
Step 2:  
Financial firms implement  
mechanism to comply

- Transparency
- Reporting

Step 3:  
General industry also needs modify  
their financial / accounting systems for  
securitization of assets and cash flows

## Illustration 2: Intelligent Utility Network

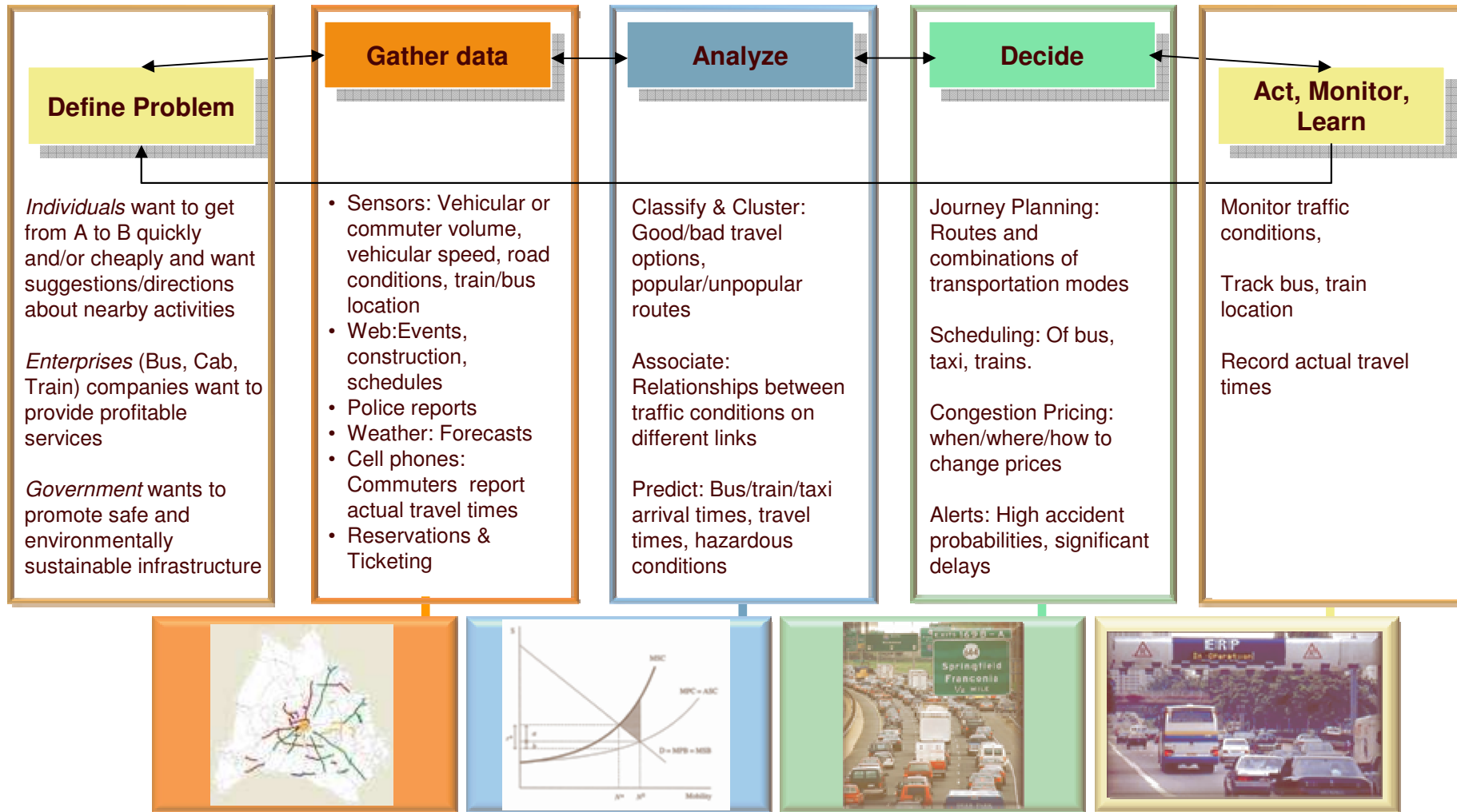
The Intelligent Utility Network is an example of smart decision making, combining intelligent infrastructure, usable interfaces, and advanced analytics to optimize the behavior of the electric grid.





## Illustration 3: Intelligent Transportation Systems

In designing and operating intelligent transportation systems, one must use the right set of data for each type of decision.



## For us to make sense of this new world, we must consider four critical questions

### 1 “Data is exploding and it’s in silos”

#### I Need Insight

*How can we take advantage of the wealth of information available in real time from a multitude of sources to make more intelligent choices?*

#### New Intelligence

Enterprise data is projected to explode at 57 percent CAGR through 2010.  
Managers spend 2 hours a day searching for information  
50 percent of what they find is useless  
42 percent of them accidentally use the wrong data weekly.

## For us to make sense of this new world, we must consider four critical questions

2 “New business & process demands”

**I Need to Work  
Smart**

*How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work?*

**Smart  
Work**

98 percent of CEOs plan business model changes. Gap between CEOs who expect change and those who have the ability to handle change has widened sharply – nearly 3X.

## For us to make sense of this new world, we must consider four critical questions

While 83% of CEOs expect substantial change within their enterprises, only 61% feel confident in their ability to manage change.

This “change gap” challenges CIOs to transform highly distributed, fragmented, labor-intensive infrastructures that have data, assets, applications and hardware resources operating in silos.

3 “My infrastructure is inflexible and costly”

**I need to respond quickly**

*How do we create an infrastructure that drives down cost, is intelligent and secure, and is just as dynamic as today's business climate ?*

**Dynamic Infrastructure**

## For us to make sense of this new world, we must consider four critical questions

80 percent of CEOs view sustainability as impacting brand value.

82 percent expect climate change regulation within 5 years.

Information technology energy use is growing 12X overall demand; data centers alone consumed 180 billion kWh in 2007, and this usage will double in the next 2 to 4 years.

A typical carrot has traveled 1,600 miles, a potato 1,200 miles, a chuck roast 600 miles.

“Our resources are limited”

**I Need Efficiency**

*How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability?*

**Green & Beyond**

## For us to make sense of this new world, we must consider four critical questions

“Data is exploding and it’s in silos”

**I Need Insight**

*How can we take advantage of the wealth of information available in real time from a multitude of sources to make more intelligent choices?*

**New Intelligence**

“New business & process demands ”

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**Dynamic Infrastructure**

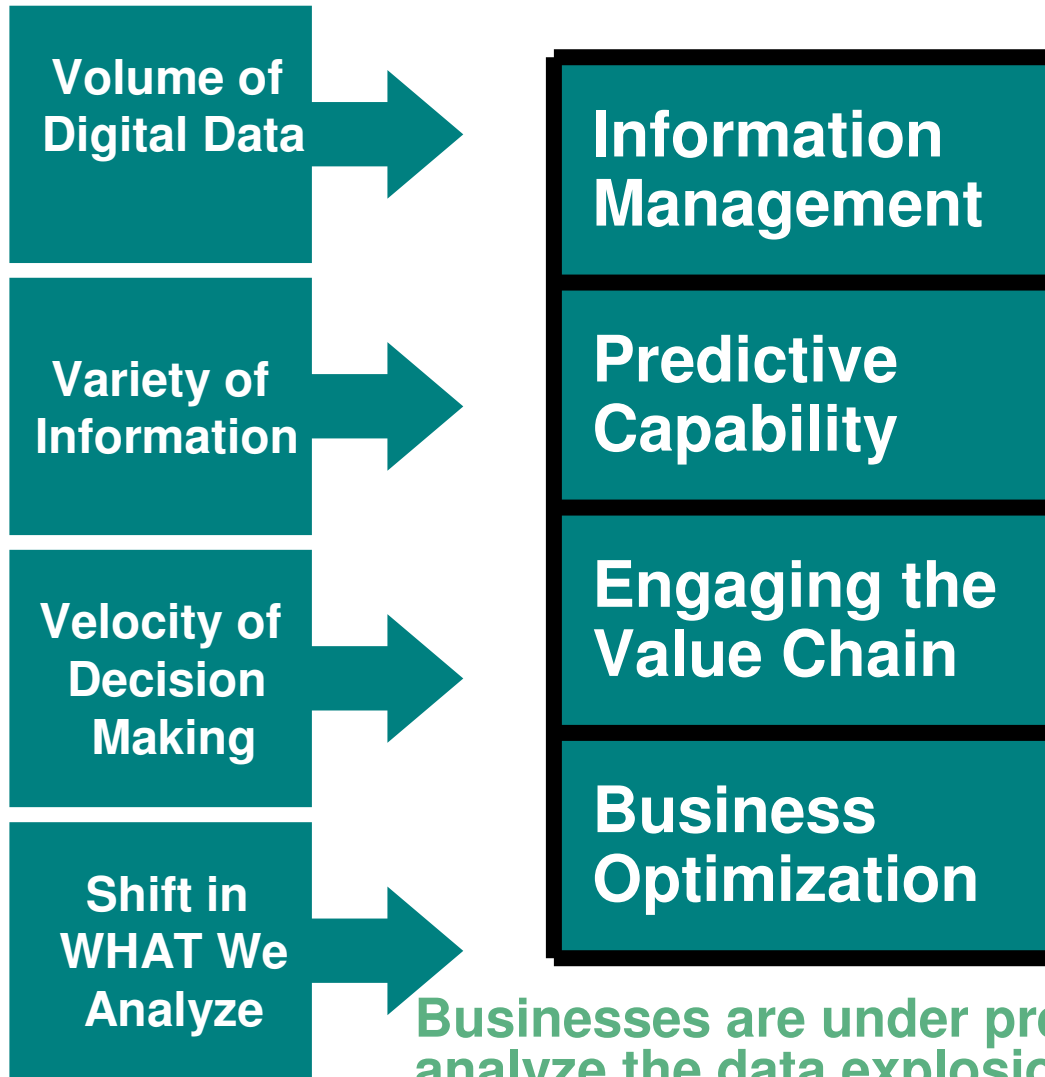
“Our resources are limited”

**I Need Efficiency**

*How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability?*

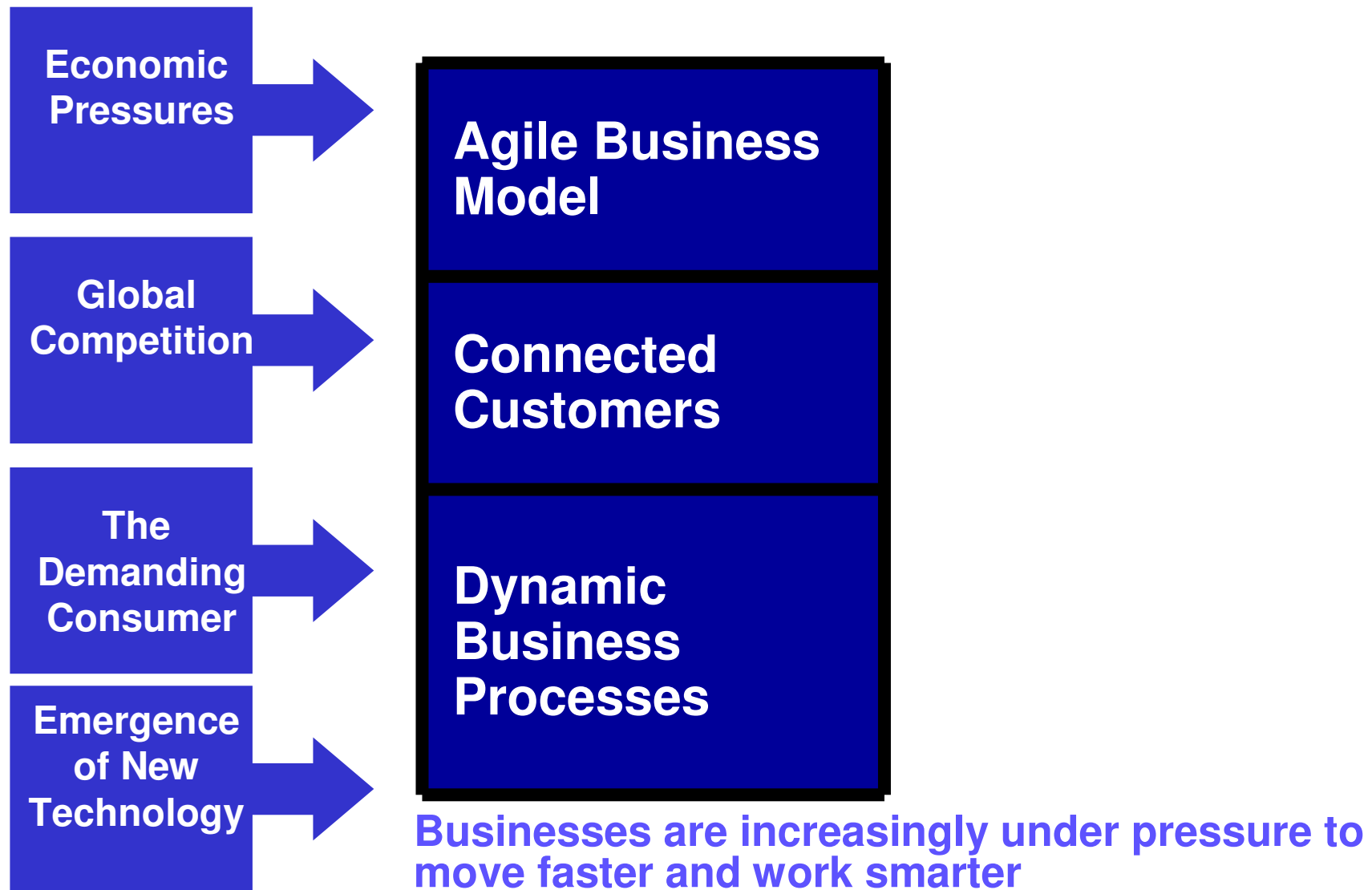
**Green & Beyond**

## New Intelligence Gaining Control of the Information Explosion



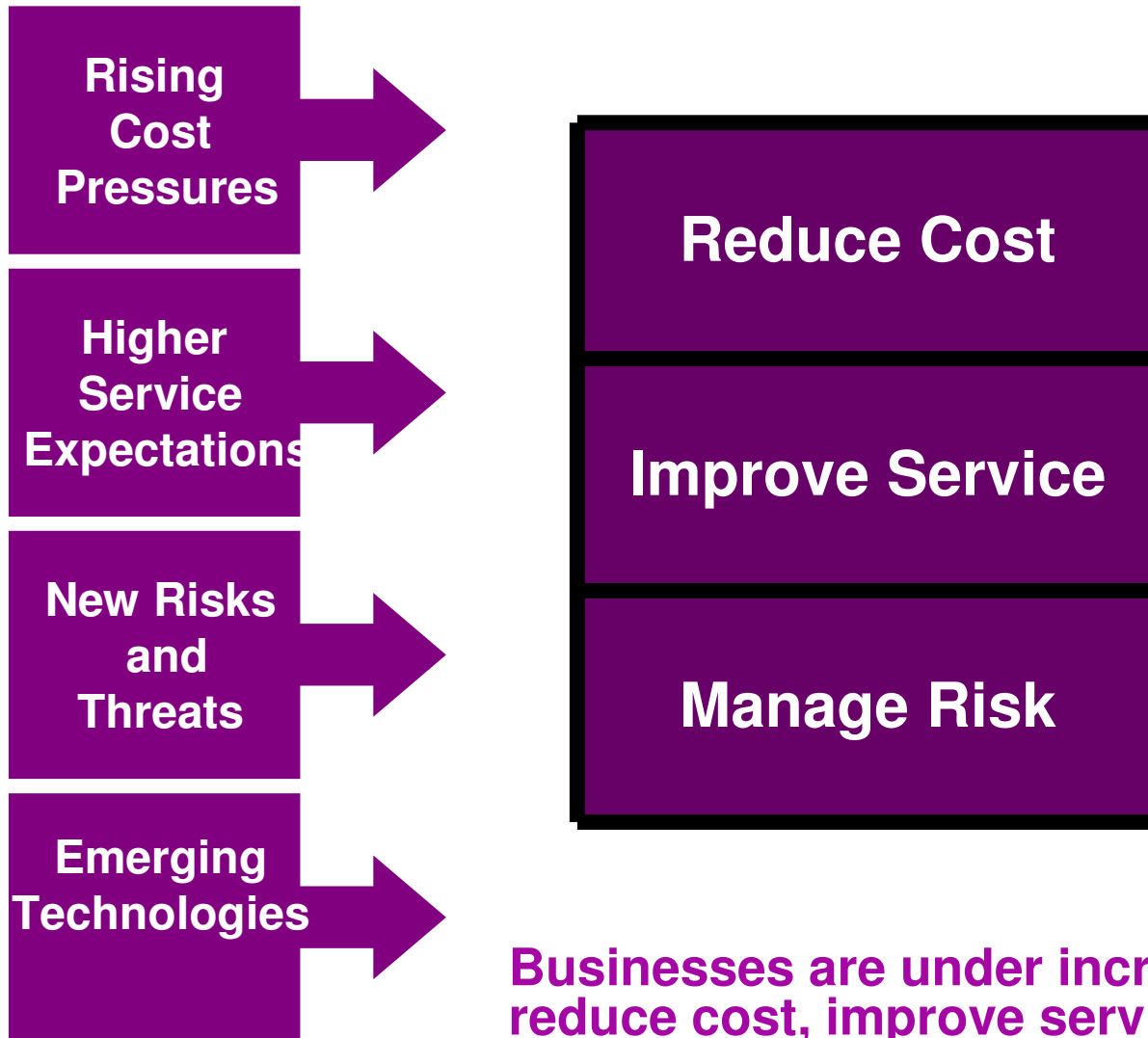
Businesses are under pressure to consume and analyze the data explosion with “New Intelligence”

## Smart Work, Empower People, Drive Profit.





## Create and manage a Dynamic Infrastructure



**Businesses are under increasing pressure to reduce cost, improve service, and manage risk**

## Green & Beyond: Efficient, Smart, Sustainable



Business has been at the center of the converging pressure to “go green”

## Agenda

Smarter Planet?

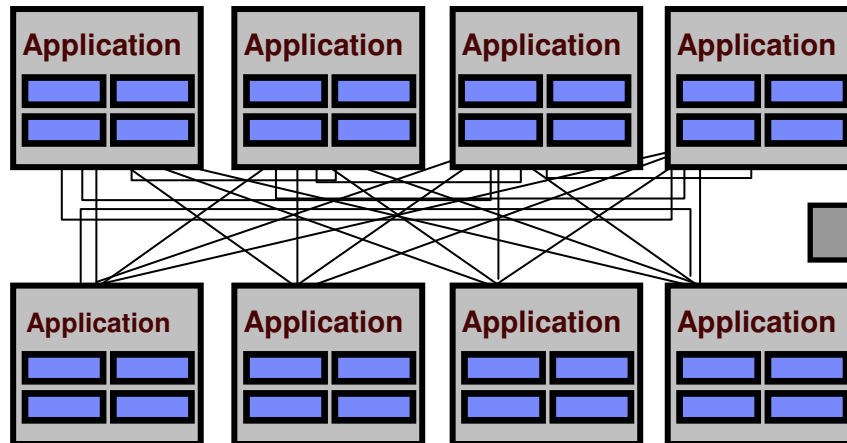
**Software Solutions?**

Some Software Solutions for a Smarter Planet

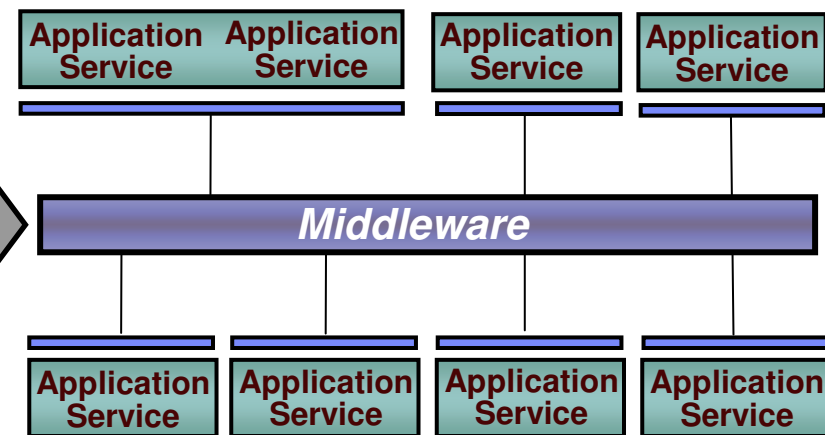
Conclusion

## IBM Software helps customer to implement a more flexible Information Systems

Turn this.....

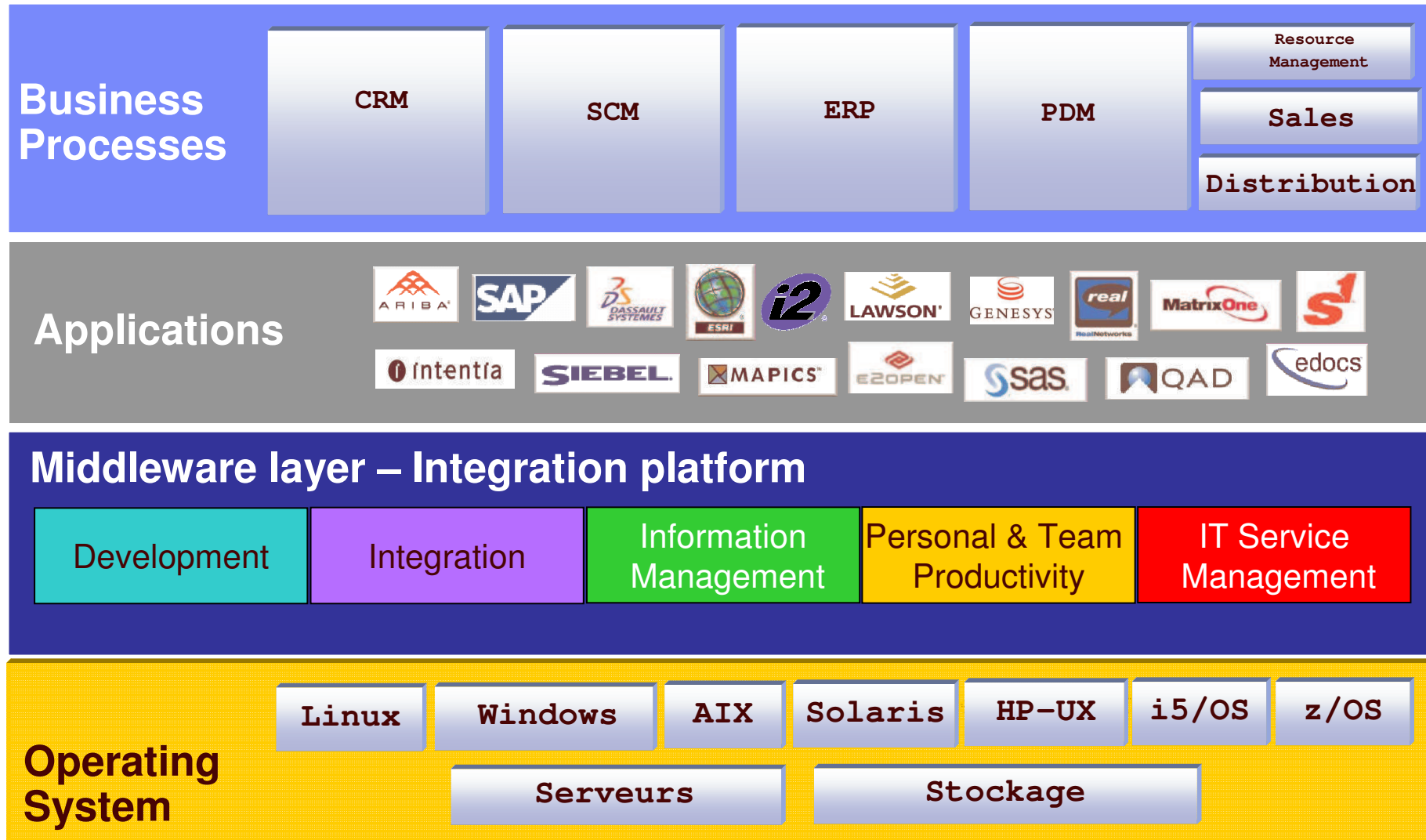


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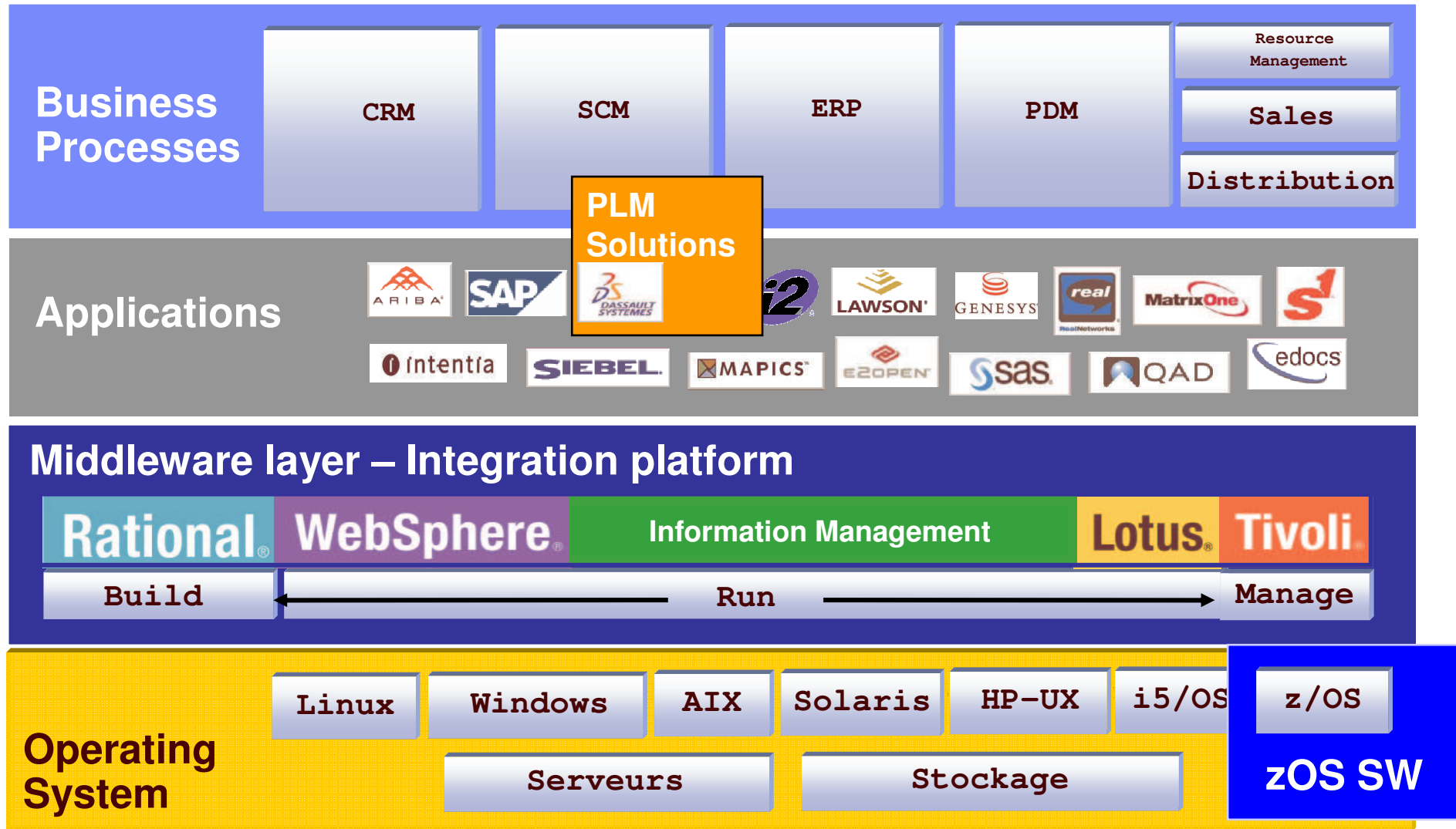


- IBM Software is providing Middleware the „plumbing“ to enable Enterprise Architecture directions
- IBM Software Strategy is based on some key principles
  - Leveraging of Open Computing Model : Open Standards, Open Sources & Open Architecture (SOA)
  - Delivery of generic or industry specific **Software Solutions**
  - Acquisition Policy to enhance the **Solution Portfolio**
  - Investment in new software solution delivery models (Appliances, Software as a Service, ...)

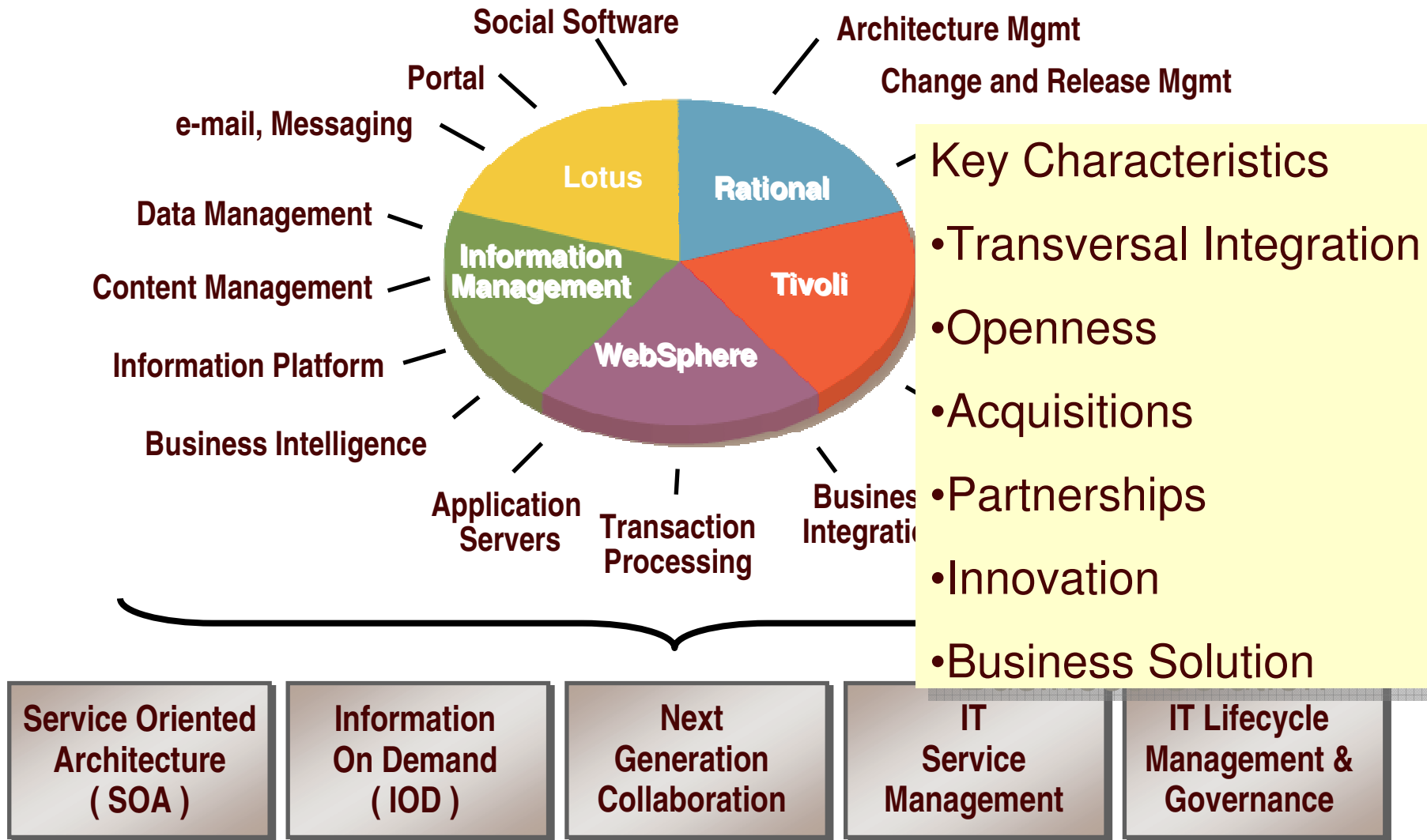
## IBM Software Value proposition in Middleware relies on 5 domain of expertise



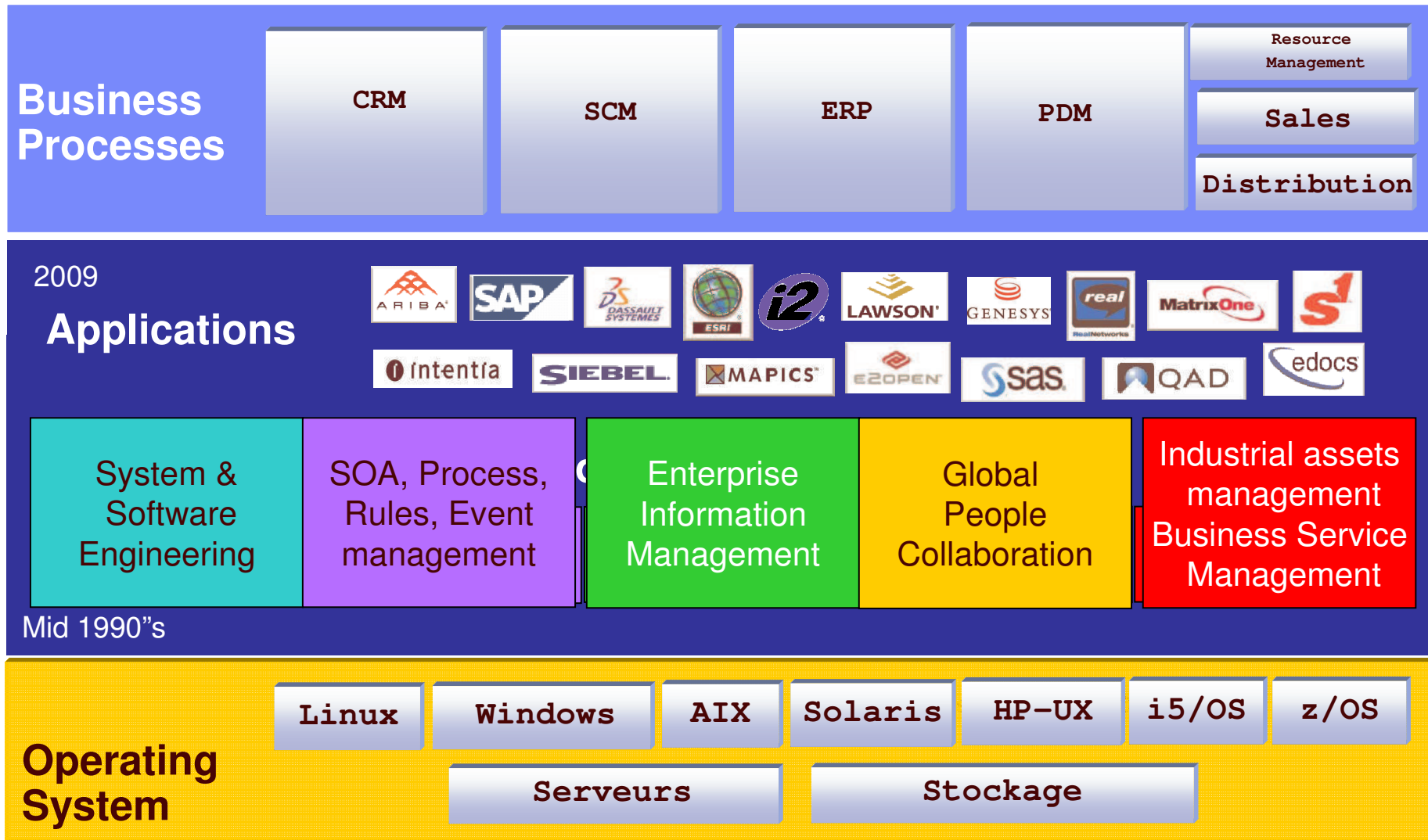
# IBM Middleware Brands



## IBM Middleware Portfolio to Deliver Solutions

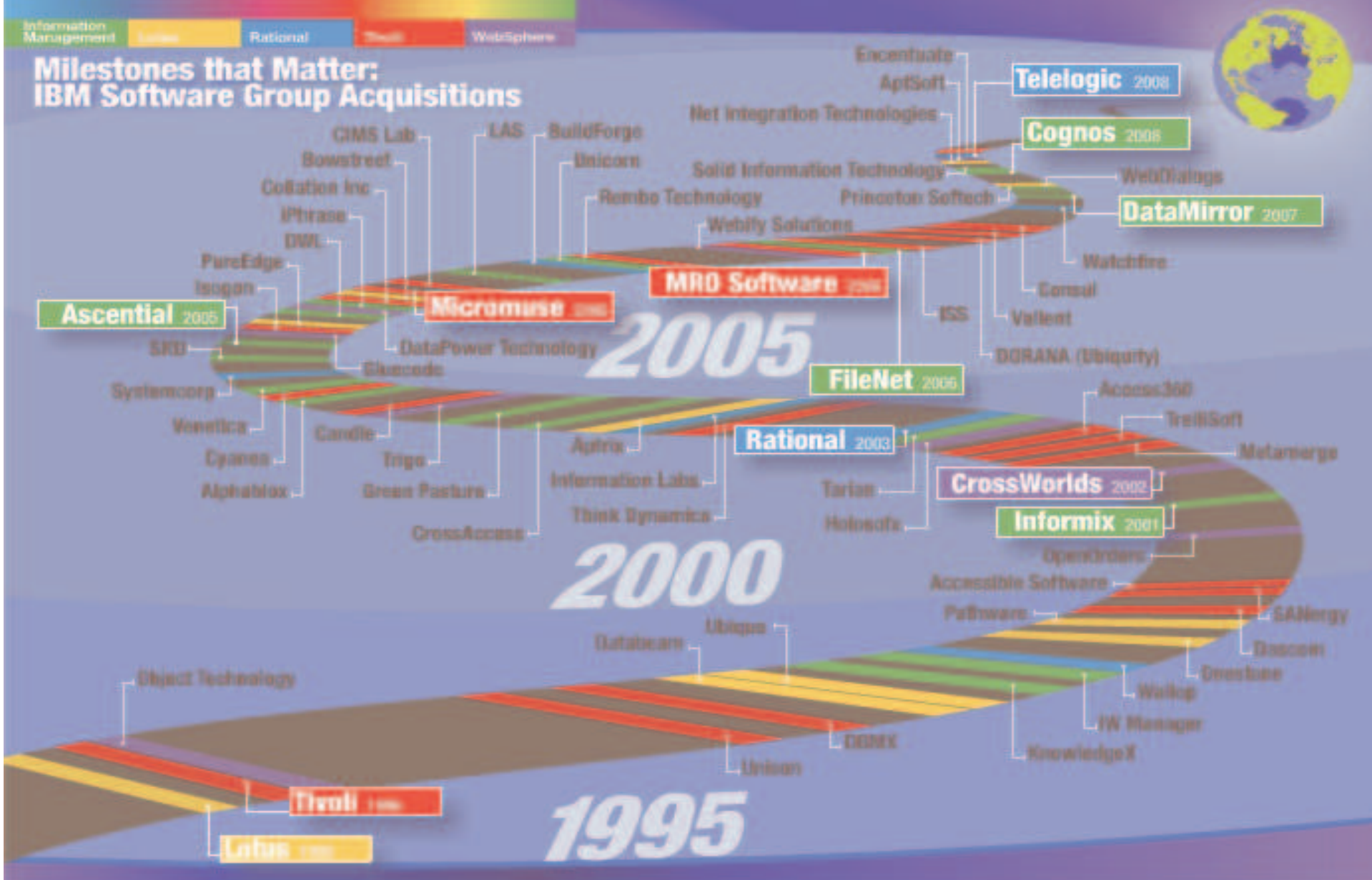


But, over years, the positioning and value of Middleware has significantly evolved



... and the scope of each domain, significantly expand to propose new solutions to face new Business Challenges





[www.ibm.com/software](http://www.ibm.com/software)

Click name for link.

IBM

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## Some Software Solutions to provide direct Business Value

**Enterprise Asset Management**

**Business Intelligence**

**Performance Management**

**Master Data Management**

**eCommerce**

**Enterprise Content Management**

**Fraud and Risk Management**

**Infrastructure Management**

Telco's, Industrial, Energy, Transportation, ....

**Industry Packages and frameworks**

**System Engineering**

**Supply chain Management**

## Agenda

Smarter Planet?

Software Solutions?

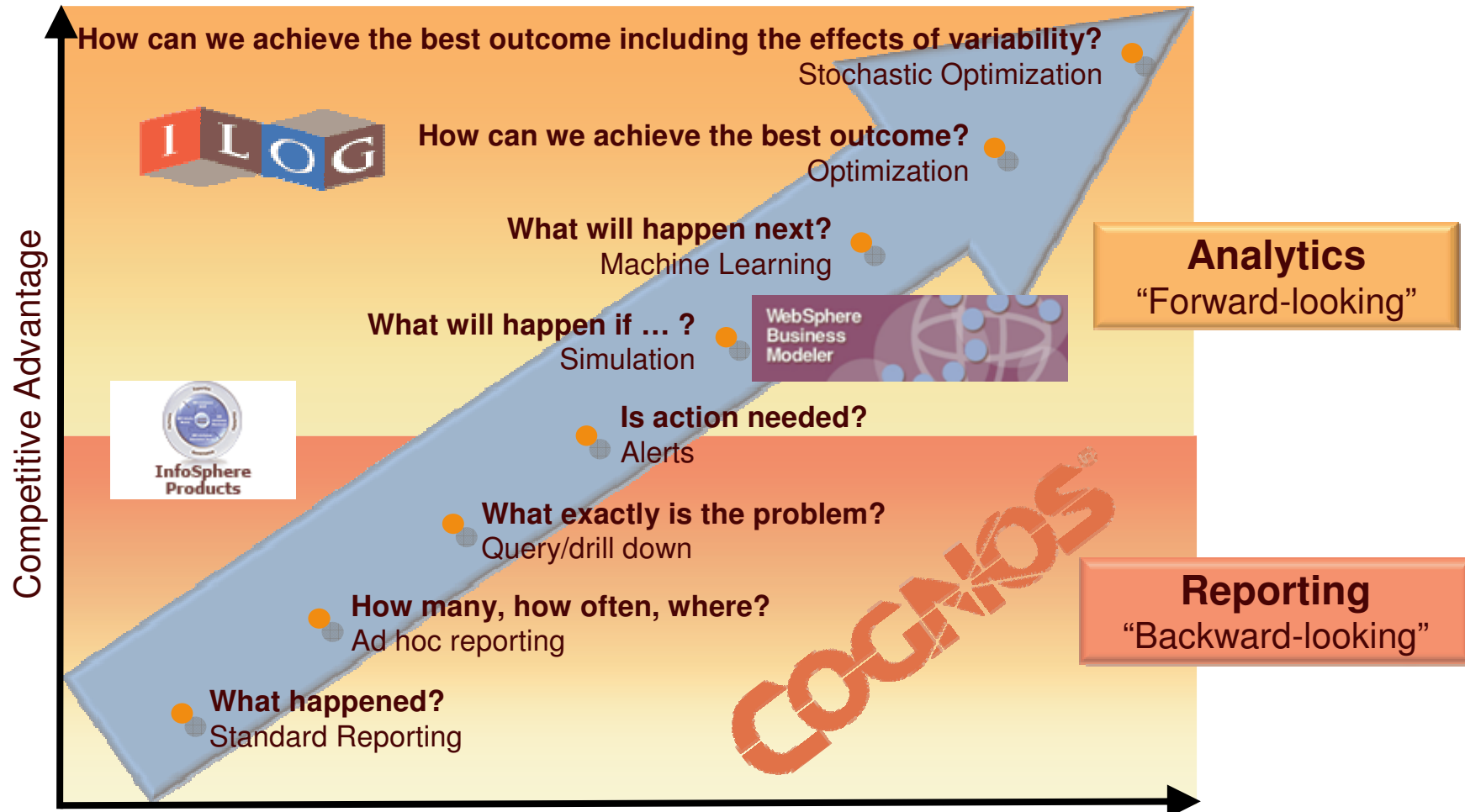
**Some Software Solutions for a Smarter Planet**

Conclusion

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<p><b>Information Management</b></p>	<ul style="list-style-type: none"> <li>• Information on Demand</li> <li>• Information Agenda</li> <li>• Information Infrastructure</li> </ul>
<p><b>Predictive Capability</b></p>	<p>Business Intelligence</p> <p>Business Event Processing</p> <p>Analytics Solutions</p> <p>Telelogic and Cognos</p>
<p><b>Engaging the Value Chain</b></p>	<p>Industry Specific Assets (IA, MRO, Telelogic)</p> <p>CRM, SCM and HR Transformation</p> <p>Sensor and Actuator</p> <p>Information Integration</p>
<p><b>Business Optimization</b></p>	<p>Business Optimization Solutions</p> <p>Business Process Management</p> <p>Smart SOA</p> <p>Information On Demand, Information Agenda</p> <p>Information Infrastructure SW and Services</p>

## Data to Smart Decisions



Degree of Complexity

Based on: *Competing on Analytics*, Davenport and Harris, 2007

## IBM Cognos Performance Blueprints

Cognos Performance Blueprints – Pre-defined data, process and policy models based on proven best practices in enterprise planning, and financial management and control.

- Pre-defined data, process and policy models to address specific areas of under-performance
- Developed and validated with industry leaders

Includes:

- Planning models
- Work flow processes for collaborative planning
- Business Intelligence
- Many integrated with IBM BDW



*“The Cognos Banking Customer Segment Blueprint is an excellent solution for reporting on customer segments and customers, planning segment-level profitability, and planning initiatives to drive increased revenue and profitability into a customer segment.”*

- VICE PRESIDENT, FINANCE, US BANK

## IBM Cognos Performance Blueprints for Industries ... Pre-defined Data, Process, and Policy Models



## IBM Cognos Cross-Industry Performance Blueprints ... Pre-defined Data, Process, and Policy Models

### Cross Industry (Enterprise Planning)

- Allocation Planning
- Capital Project Planning
- Discretionary Capital Expenditure Planning
- Expense Planning and Control
- Initiative Planning
- Risk Analysis
- Sales Compensation Planning
- Sales Planning and Forecasting
- Strategic Finance Planning
- Integrated Financial Statements

### Cross Industry (Enterprise Planning)

- Strategic Long Range Planning
- Workforce Planning
- Resource Management

### Cross Industry (Financial Management)

- Close, Consolidate and Report for Financial Close Process
- Consolidation and Corporate Reporting
- Management and Financial Reporting



## ILOG in the Transport & Travel Industry

### • Business Rules

- Tarification
- Calcul des coûts
- Portails et vente en ligne
- Vérification et automatisation des décisions
- Gestion des termes et conditions commerciaux



### • Optimisation

- Allocation optimale des ressources et des compétences, prenant en compte des contraintes multiples
- Yield et Revenue Management
- Gestion des livraisons et



## ILOG in Industry

### • Business Rules

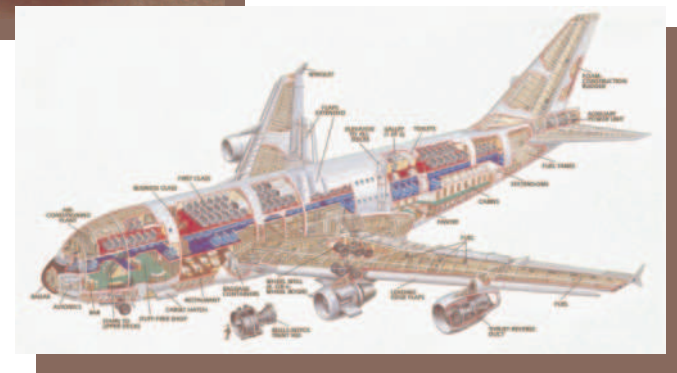
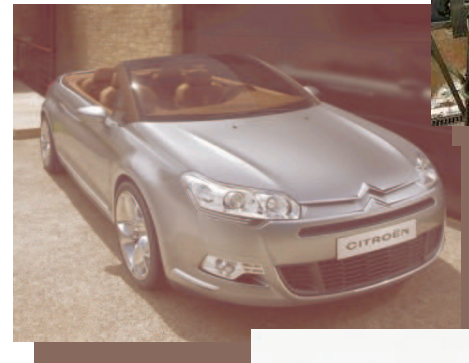
- Pricing
- Cost management
- Order management
- Quality Assurance (Arcelor/Mittal)
- Available to Promise ( ATP PSA)

### • Supply Chain Apps

- Production planning for process industry
- Inventory optimisation
- Supply Chain Network Design
  - Carbon footprint optimization

### • Optimisation

- Planning and Scheduling
- Workforce, Resource optimisation



## ILOG in Public Sector

- **Business Rules**
  - Pensions, Retraites, Allocations
  - Calcul et collecte de l'impôt
  - Contrôle Frontière, Menace, Fraude
  - Gestion des fichiers criminels
  - Enregistrement des sociétés
- **Optimisation**
  - Planification de mission
  - Logistique
    - Positionnement de ressources
    - Planification opérationnelle
- **Visualisation**
  - Défense : Systèmes de commandement C3i, C4i (Thalès Communications)



## ILOG in Telecommunications, Utilities, Media

- Business Rules

- Order Management
- Product configuration
- Loyalty
- Pricing/Billing
- Mediation and Provisioning
- CDR analysis
- Fault and event monitoring

- Optimization

- NetworkDesign
- Capacity and resource planning
- Unit Commitment
- Advertisement Scheduling

- Visualization

- Network management and services supervision
- Process supervision



## ILOG In Finacial Services

### Banque d'investissement & AM

**Entrée en relation (Customer onboarding/KYC)**

**Analyse, calcul de position, valorisation des portefeuilles**

**Gestion et optimisation de portefeuille**

**Habilitations sur portefeuilles et contreparties**

**Gestion, routage, exécution automatisés des ordres**

**Croisement de carnets d'ordres (CPLEX)**

**Réconciliation, confirmation et règlement**

**Gestion des « collaterals » / optimisation de la tierce détention**

### Back office

**Conformité règlementaire (AML, SEC, Bâle II, SOX)**

**Comptabilité ( IFRS/GAAP reporting)**

**Gestion des données de référence**

**Contrôles opérationnels**



## Industry ECM Solutions – IBM Information Accelerators



### Banking

- Banking Customer Care and Insight
- Loan Processing



### Insurance

- Claims Management - Modernizing P&C Claims
- Insurance Customer Care and Insight
- Modernizing Underwriting



### Retail

- Customer Service - Superior Shopping Experience



### Healthcare and Life Sciences

- Solution for Compliance in a Regulated Environment (SCORE)



### Energy & Utilities

- Asset Plant Lifecycle Management – Improve Operational Efficiencies

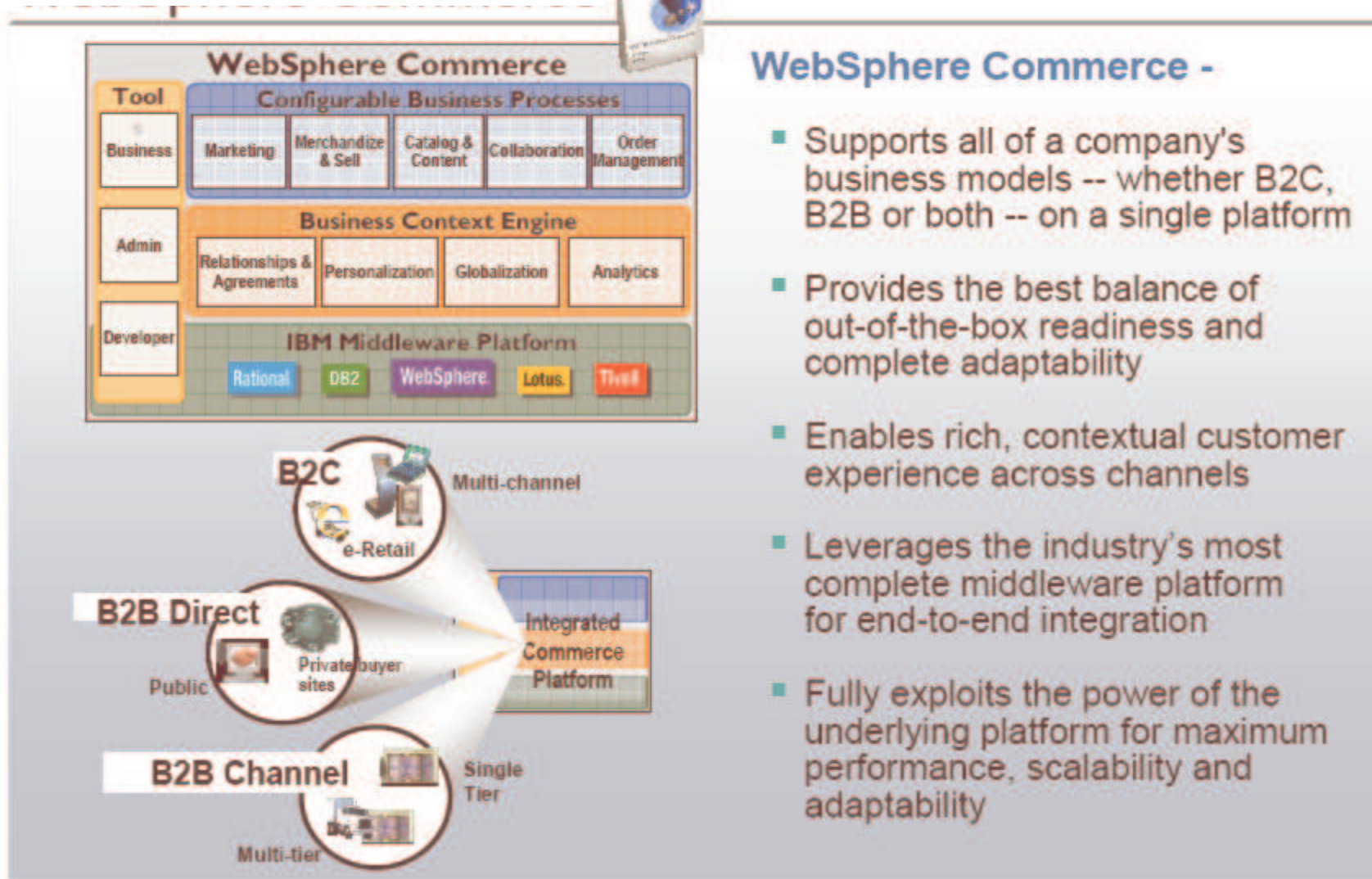
### Cross Industry

- Workforce Resource Management
- eDiscovery Manager

Solutions for Smart Work

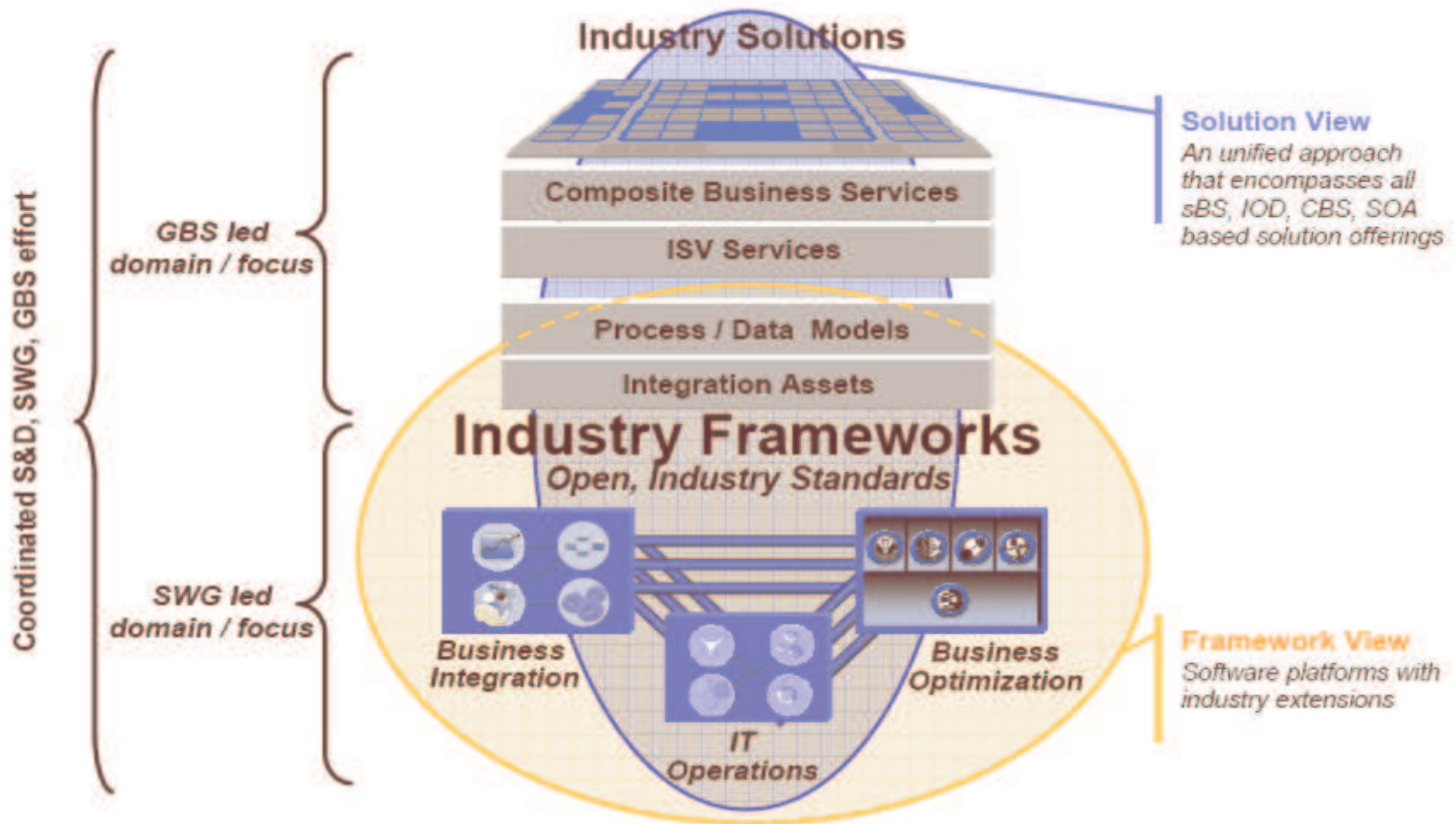
<h3>Agile Business Model</h3>	<ul style="list-style-type: none"> <li>• Industry business solutions and Industry frameworks</li> <li>• Business Model Innovation services (CBMSOMA)</li> <li>• SOA strategy services</li> <li>• Smart SOA INsight series</li> </ul>
<h3>Connected Customers</h3>	<ul style="list-style-type: none"> <li>• Lotus Collaboration software and services</li> <li>• RFID, sensors, actuators, consulting services</li> <li>• Smart SOA and SOA solution services</li> <li>• Web 2.0 products and service</li> <li>• Consulting services for CRM and SCM</li> <li>• Collaborative Software Development</li> <li>• WebSphere Commerce</li> </ul>
<h3>Dynamic Business Processes</h3>	<ul style="list-style-type: none"> <li>• BPM Suite and consulting services</li> <li>• WebSphere Business Events</li> <li>• Component Business Modeling services – (KAIs)</li> <li>• Enterprise Architecture products and services</li> </ul>








## WebSphere Commerce












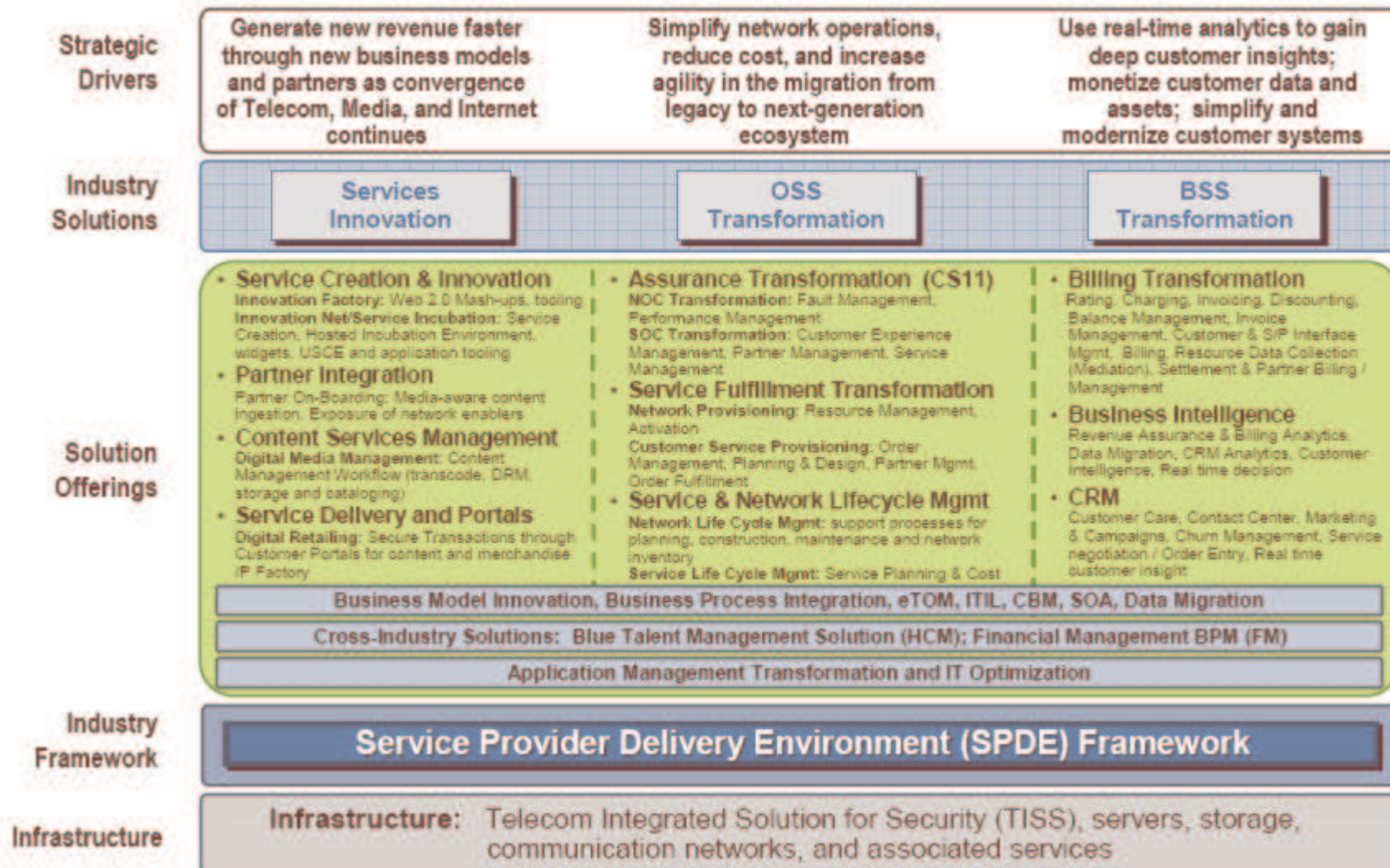
## Industry Frameworks



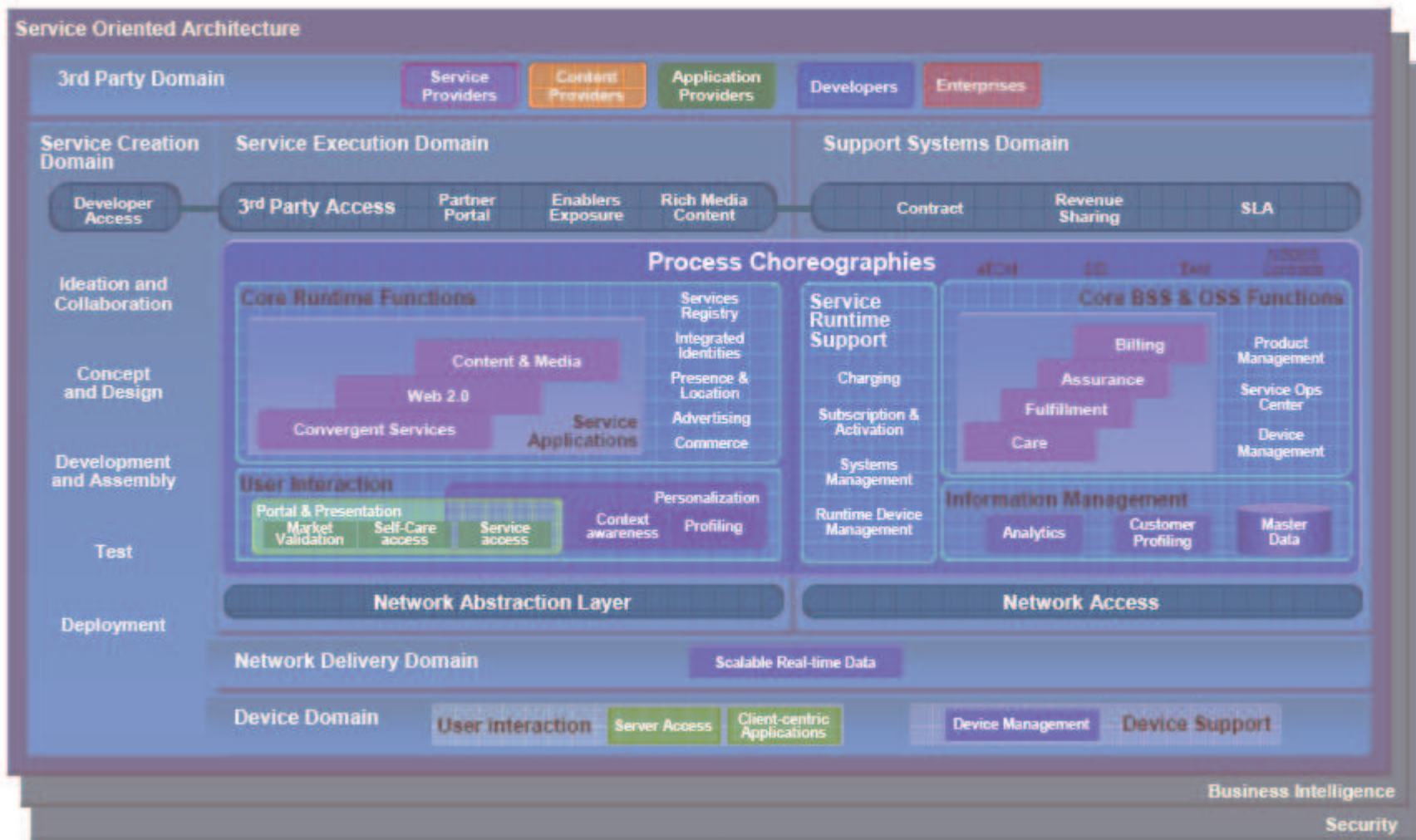
	Framework	Industry(s)	Value Prop to Customer
	<b>Product Development Integration Framework (PDIF)</b>	<b>Automotive, Aerospace, Defense and Electronics</b>	Reductions in design and change process cycle times yield faster time-to-market for new and innovative manufactured products.
	<b>Manufacturing Integration Framework (MIF)</b>	<b>Automotive, Aerospace and Defense</b>	Supports manufacturing control applications and process reconfiguration / customization projects
	<b>Payments Framework for Financial Services (PFFS)</b>	<b>Banking, Financial Markets</b>	Transforms existing disparate payment applications and data types into an integrated system through common definition of data, processes and services.
	<b>Customer Care and Insight Framework (CCI)</b>	<b>Banking, Insurance, Financial Markets</b>	Single enterprise view of the customer creates foundation to optimize customer marketing, sales, service and compliance processes across channels & lines of business
	<b>Core Banking Renovation Framework (CBRF)</b>	<b>Banking</b>	A software development platform for creating SOA Banking Services
	<b>Low Latency Market Data Distribution (LLMD)</b>	<b>Financial Markets</b>	Feeds market data to algorithmic trading applications with very low latency improving trading response
	<b>Insurance Process Acceleration Framework (IPA)</b>	<b>Insurance</b>	Provides the SOA infrastructure required to enable solutions that target processes like claims management, policy administration, underwriting, new business processing and self-service inquiry and payment

	Framework	Industry(s)	Value Prop to Customer
	<b>Integrated Information Framework (IIF)</b>	<b>Chemicals and Petroleum</b>	Integrated operations and rotating equipment monitoring enhances production efficiency, provides a tight feedback loop, reduces costs
	<b>Solution Architecture Framework for Energy (SAFE)</b>	<b>Energy &amp; Utilities</b>	Enables utilities to extend their investment in current applications, systems and infrastructure and supports the integration of generation, utility network revitalization, and customer operations
	<b>Network Centric Operations Framework (NCO)</b>	<b>Government</b>	Effective interoperability, collaboration and information management within and between organizations in defense, public safety and security
	<b>Health Integration Framework (HIF)</b>	<b>Healthcare</b>	Provides an open standards platform for integration, interoperability and analytics for healthcare providers and health plans and government health
	<b>Media Hub</b>	<b>Media and Entertainment</b>	Platform to create, maintain and manage an all-digital, end-to-end media environment from capture, to playout, to distribution
	<b>Retail Integration Framework (RIF)</b>	<b>Retail</b>	Provides a broad-based SOA platform for deploying consumer-centric solutions across channels, from the store to the enterprise
	<b>Service Provider Delivery Environment (SPDE)</b>	<b>Telco</b>	Accelerates the end-to-end telecom service lifecycle from creation and execution of a service, to service quality assurance, to security and ongoing management and maintenance of a service

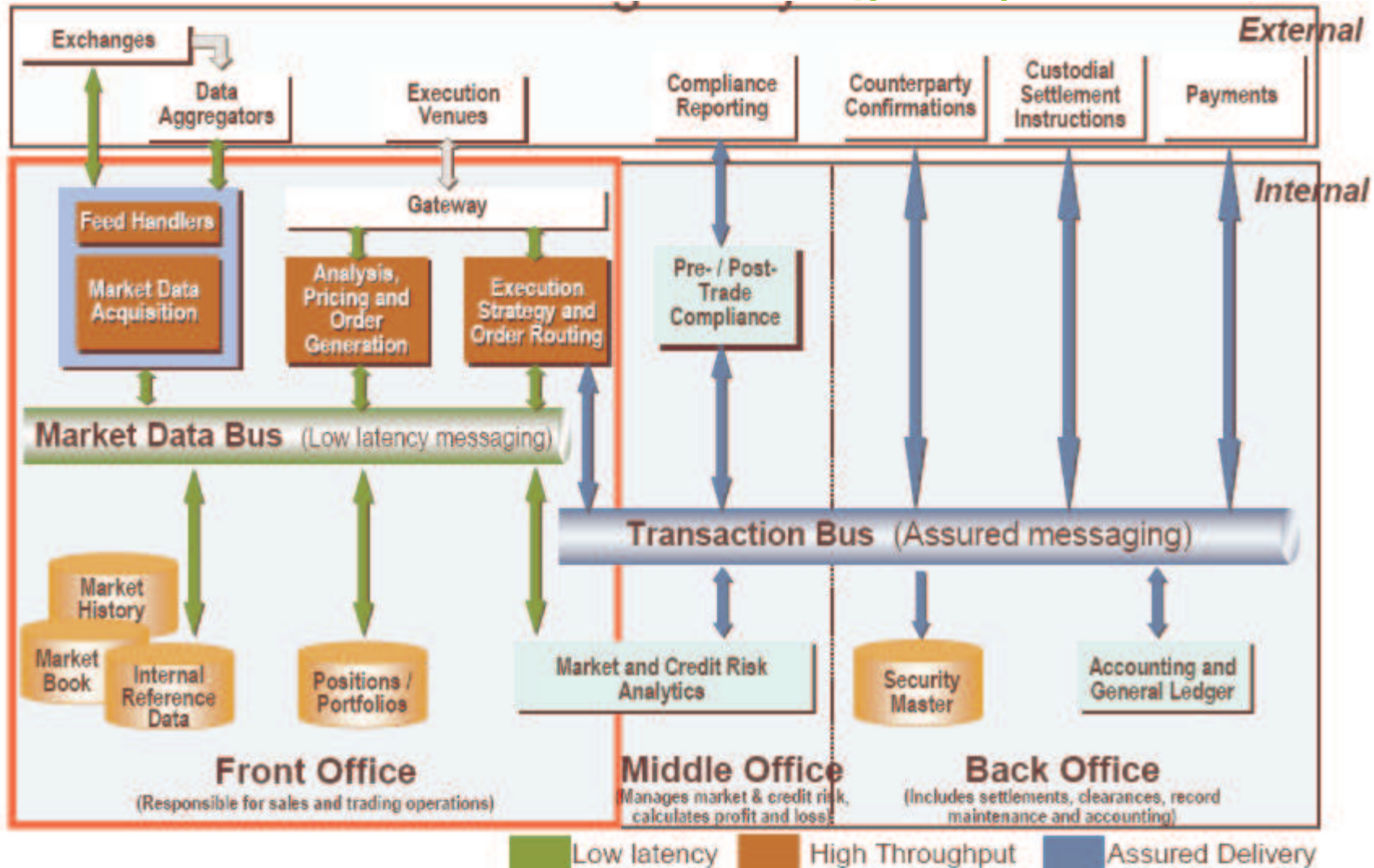
## Telecommunications Industry Map



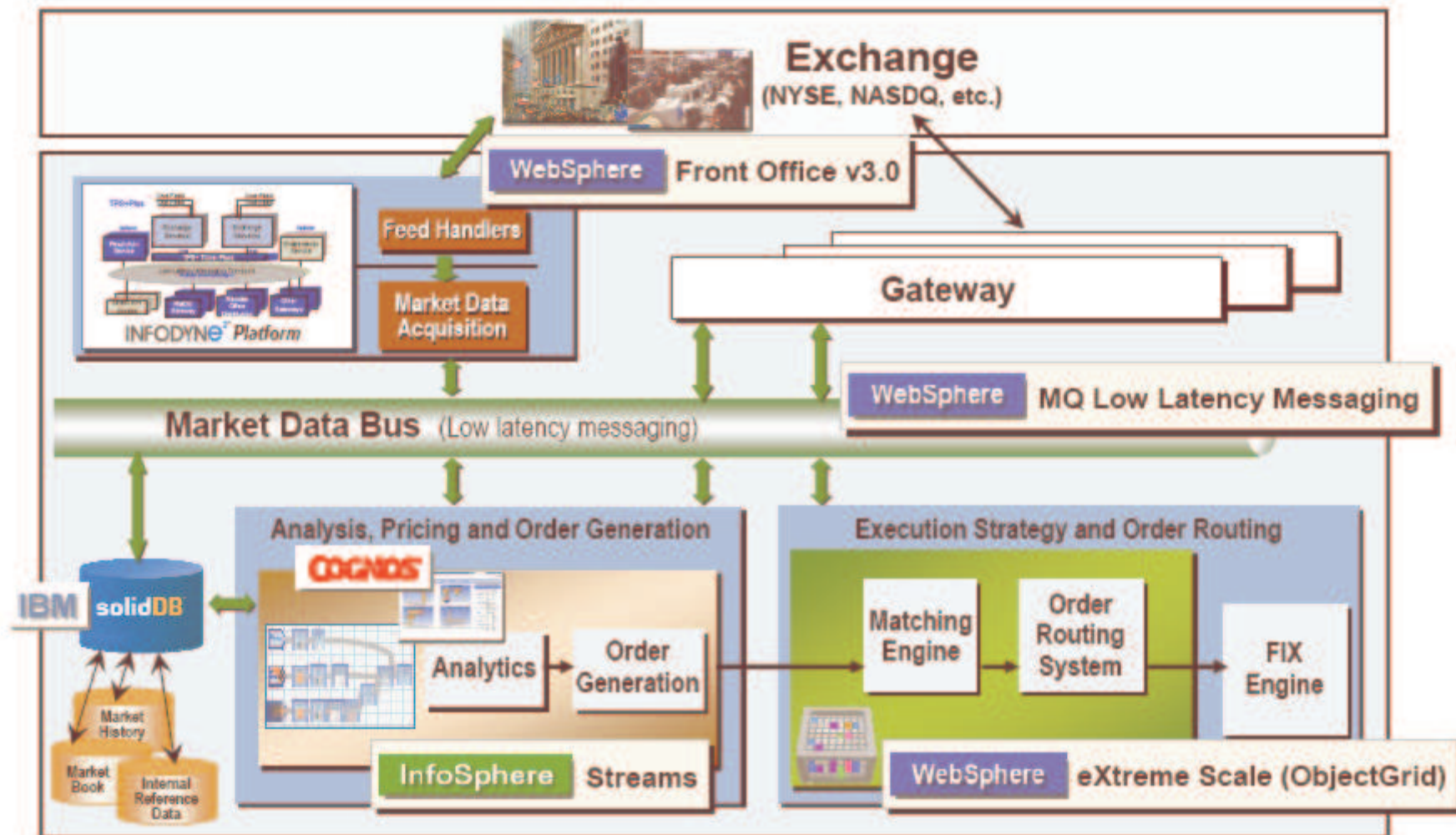
## IBM Service Provider Delivery Environment (SPDE) Framework 3.0



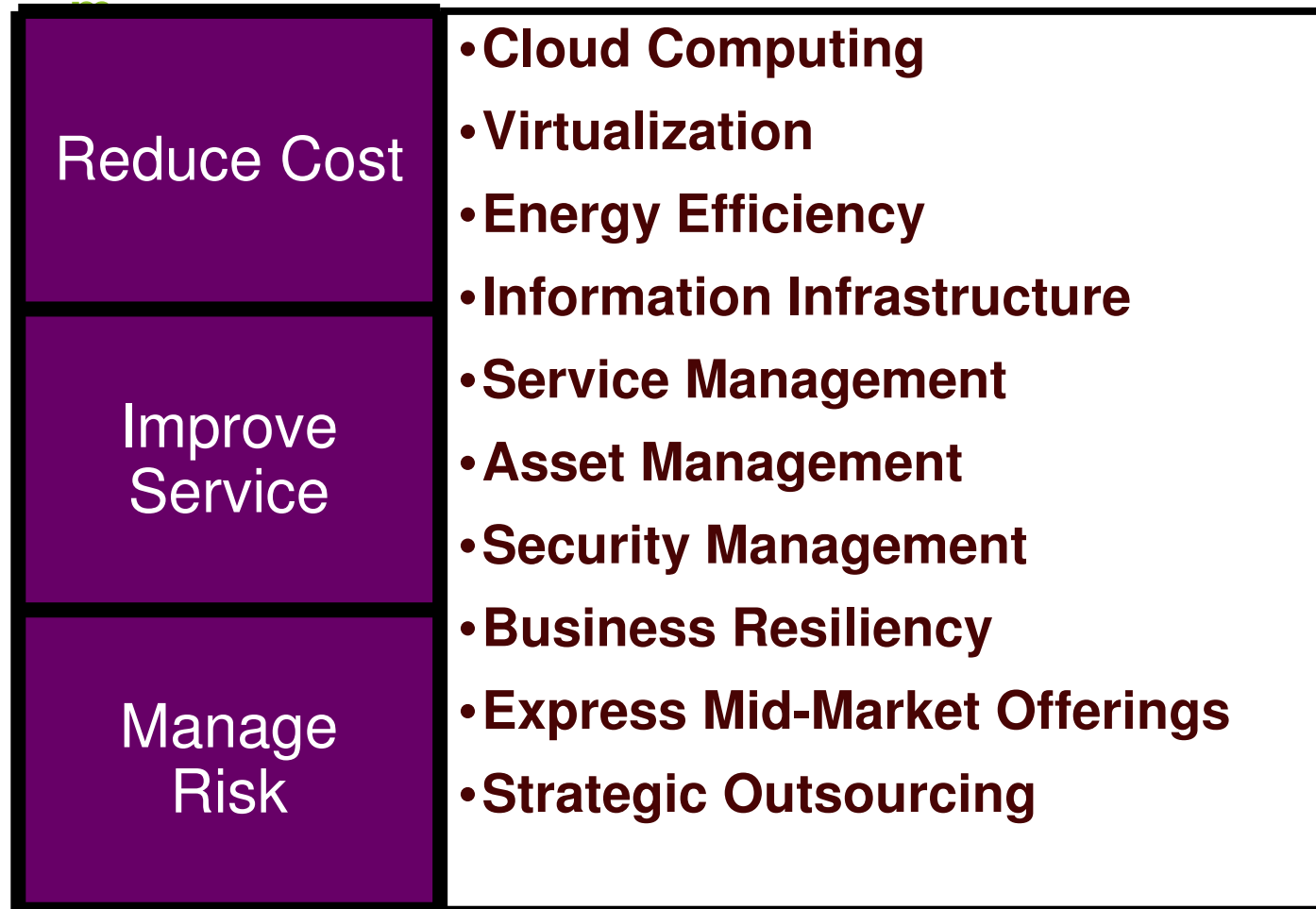
## Financial Markets Trading Lifecycle



## IBM's Front Office Solution



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## IBM Maximo Asset Management






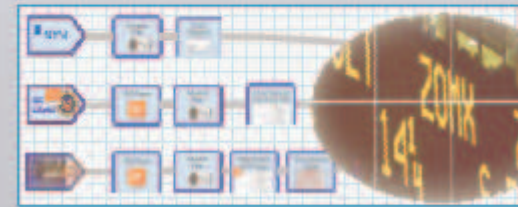


- Built on a single software platform, *Maximo Asset Management* delivers a comprehensive view of all asset types -
  - production,
  - facilities,
  - transportation,
  - IT
 across the enterprise.

### Current industry offerings -

- IBM Maximo for Life Sciences
- IBM Maximo for Nuclear Power
- IBM Maximo for Oil and Gas
- IBM Maximo for Transportation
- IBM Maximo for Utilities



## IBM's Low Latency and High Performance Offerings for Financial Markets

<p><b>Ultra-Low Latency Trading Solution</b></p>  <p><b>WebSphere</b> MQ Low Latency Messaging</p>	<p><b>High-Speed Messaging Appliance</b></p>  <p><b>WebSphere</b> DataPower SOA Appliances <b>WebSphere</b> MQ Low Latency Messaging</p>	<p><b>Ultra-Low Latency Market Data Delivery</b></p>  <p><b>WebSphere</b> Front Office 3.0 <b>WebSphere</b> MQ Low Latency Messaging</p>
<p><b>Stream Computing</b></p>  <p><b>InfoSphere</b> Streams</p>	<p><b>In-Memory Database</b></p>  <p><b>IBM</b> solidDB Cache</p>	<p><b>Xcell-erate Financial Analytics with QS22 Cell Blade</b></p>  <p><b>IBM BladeCenter QS22</b></p>

## Industry Specific Middleware or Extensions / Support

### Aerospace and Defense, Automotive, and Electronics



- Product Lifecycle Management Content Pack for WBSF
- Telelogic Rhapsody for Automotive
- Telelogic System Architect (for defense)
- Tivoli Asset Management for IT (electronics)
- Tivoli Monitoring for Energy Management (electronics)
- WebSphere Partner Gateway
- WebSphere Premises Server

### Chemical and Petroleum



- Maximo for Oil and Gas
- Maximo Linear Asset Manager
- WebSphere Premises Server

### Energy and Utilities



- Maximo for Nuclear Power
- Maximo for Utilities
- WebSphere Premises Server

### Banking



- Banking Payments Content Pack for WBSF
- DB2 pureXML Industry Bundles (for UNIFI and TWIST)
- InfoSphere Banking Data Warehouse
- Industry Models for Banking
- Tivoli License Compliance Manager
- Tivoli Provisioning Manager for ATMs
- WebSphere Business Integration for Financial Networks
- WebSphere Transformation Extender Packs for NACHA, SEPA, SWIFTNet Fin, SWIFTNet Funds, and FIX

### Government



- InfoSphere Streams
- Maximo for Government

## Industry Specific Middleware or Extensions / Support

### Financial Markets



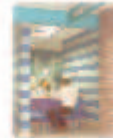
- DB2 pureXML Industry Bundles (for UNIFI and TWIST)
- Industry Models for Financial Markets
- InfoSphere Streams
- solidDB Cache
- WebSphere DataPower Low Latency Messaging Appliance
- WebSphere Front Office for Financial Markets
- WebSphere MQ Low Latency Messaging

### Insurance



- DB2 pureXML for ACORD
- Industry Models for Insurance
- Insurance Property and Casualty Content Pack for WBSF
- Lotus ACORD eForms
- Rational RequisitePro (IAA support)
- Rational Software Architect (IAA support)
- WebSphere Transformation Extender Pack for ACORD

### Healthcare and Life Sciences



- Healthcare Payer Content Pack for WBSF
- Industry Models for Healthcare
- Maximo for Life Sciences

### Retail



- Industry Models for Retail
- Maximo for Fleet
- Tivoli Point-of-Sale Manager
- WebSphere Commerce
- WebSphere Commerce Analyzer
- WebSphere Commerce Developer
- WebSphere Partner Gateway
- WebSphere Premises Server

### Transportation



- Maximo for Transportation
- Maximo Linear Asset Manager

## Industry Specific Middleware or Extensions / Support

### Telecommunications



- Industry Models for Telecommunications
- InfoSphere Telecommunications Data Warehouse
- Lotus Expeditor for Mobile Phones
- Lotus Expeditor for Sprint Phones
- Telecommunications Services Data Model
- Maximo Asset Management (for CSP)
- Maximo for Service Providers
- Optim Data Growth Solution for Amdocs CRM
- Rational Application Developer toolkits for SIP, IMS Connector, Parlay X, and Voice XML
- Rational Performance Tester extensions supporting SIP
- Rational Software Architect extensions supporting SIP/IMS
- solidDB Cache
- Telecom Operations Content Pack for WBSF
- Telelogic Rhapsody for Telecom
- Telelogic SDL Suite (Tau)
- Telelogic System Architect (support for TM Forum's NGOSS)

### Telecommunications (continued)



- Telelogic Tester
- Telelogic TTCN-2 Suite (Tau)
- Tivoli Business Service Manager
- Tivoli Composite Application Manager
- Tivoli Monitoring
- Tivoli Netcool Carrier VoIP Manager
- Tivoli Netcool Customer Experience Manager
- Tivoli Netcool/Impact
- Tivoli Netcool IP Multimedia Subsystem Manager
- Tivoli Netcool Manager
- Tivoli Netcool Network Mediation
- Tivoli Netcool/OMNibus
- Tivoli Netcool Performance Manager
- Tivoli Netcool Performance Manager for Wireless
- Tivoli Netcool/Reporter
- Tivoli Netcool Service Quality Management Center

## Industry Specific Middleware or Extensions / Support

### Telecommunications (continued)



- Tivoli Netcool/Webtop
- Tivoli Network Manager
- Tivoli Network Performance Manager
- Tivoli Network Performance Manager for Wireless
- Tivoli Network Manager for Telecommunications
- Tivoli Network Manager Service Quality Manager
- WebSphere Application Server (Session Initiation Protocol (SIP) support)
- WebSphere DataPower Low Latency Messaging Appliance
- WebSphere Everyplace Mobile Portal
- WebSphere IP Multimedia Subsystem (IMS) Connector
- WebSphere MQ Low Latency Messaging
- WebSphere Presence Server
- WebSphere Telecom Web Services Server
- WebSphere XML Document Management Server

for  
Green  
and  
Beyond

## Finding the Value in Green

- Data Center Assessment and Design Services
- Green IT
- Software for a Greener World

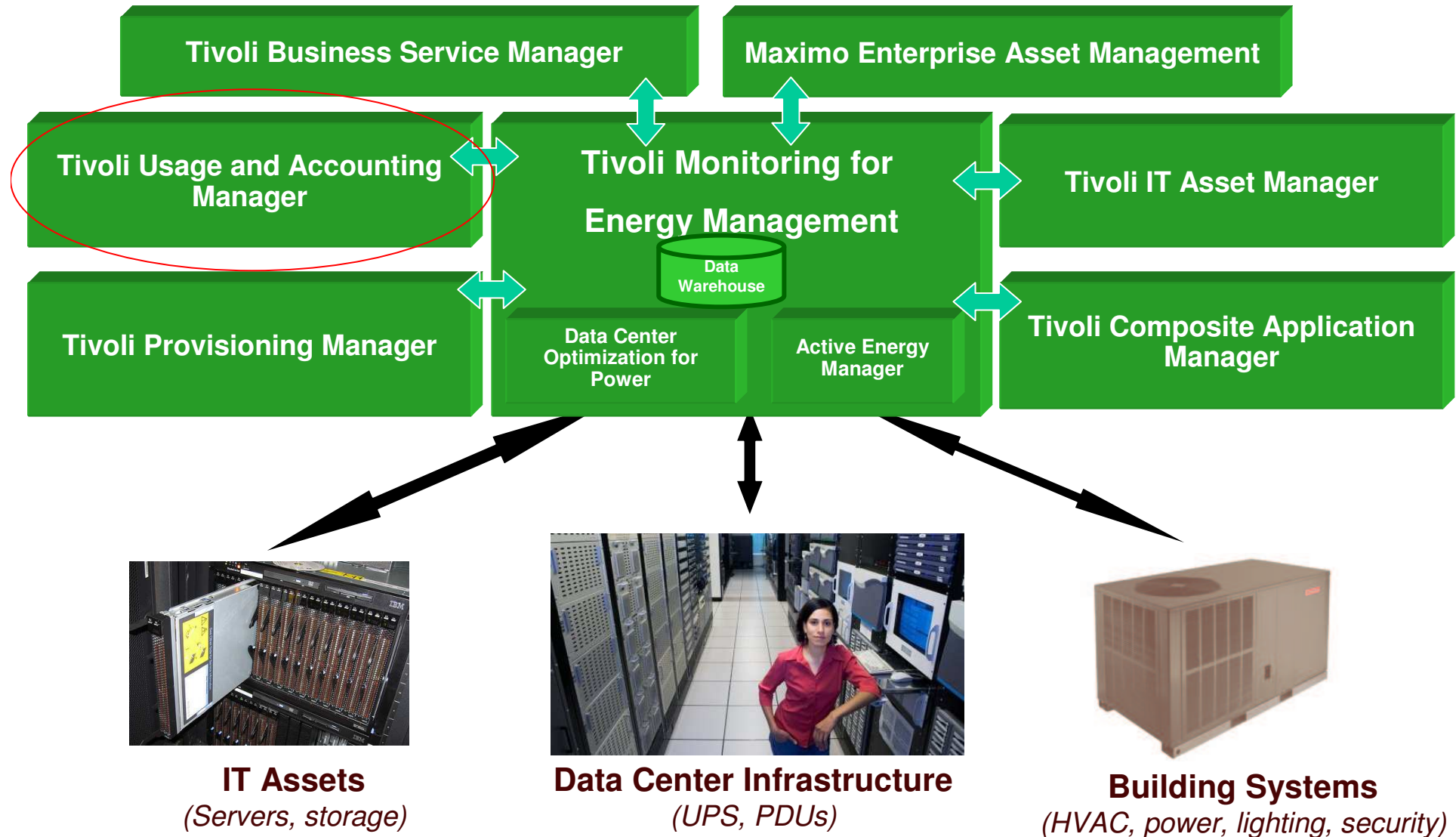
## Smart Systems

- Intelligent Utility Network and Metering
- Intelligent Transportation
- Consumer Driven Supply Chain
- Intelligent Oilfields, Manufacturing Productivity

## Societal Shifts and Corporate Social Responsibility

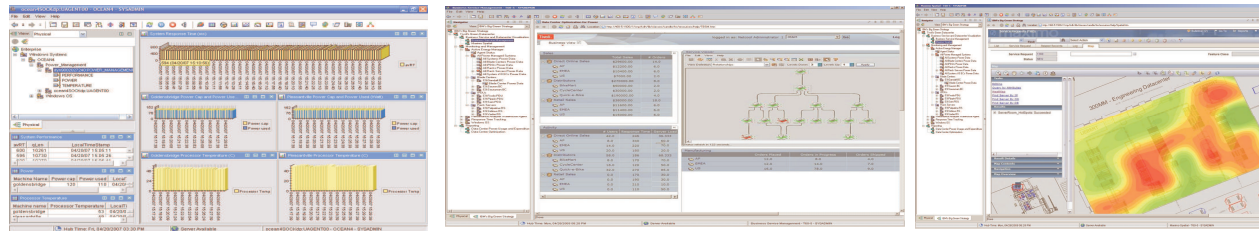
- CSR and Sustainability
- Carbon Management
- Reputation Management Services
- Ethical Supply Chain Monitoring

## Tivoli portfolio for the green data center





## Tivoli Partnering for End-to-End Energy Monitoring and Management



Data Center Infrastructure Assets



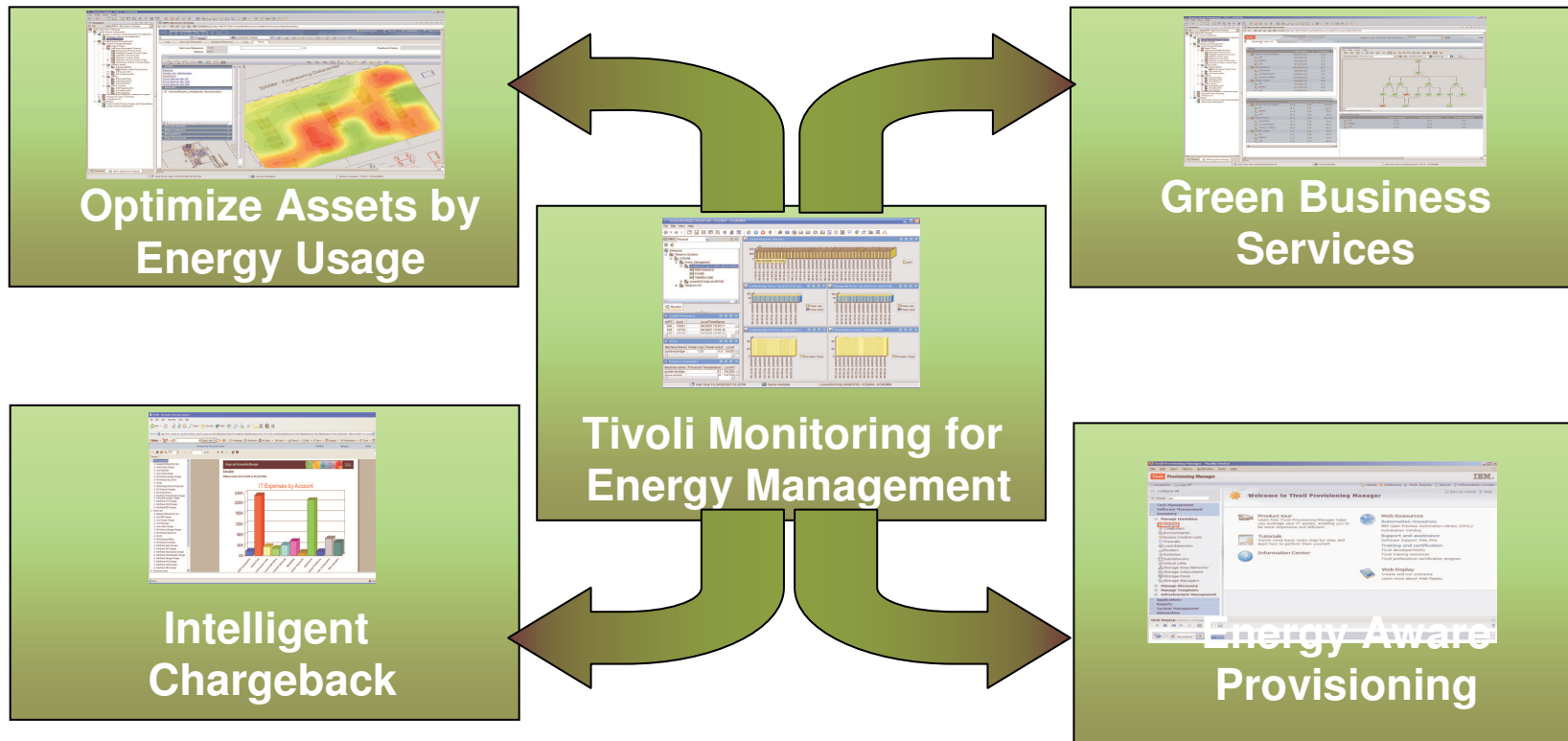
Facility Infrastructure Assets



IT Assets



## The IBM Tivoli green data center solution goes beyond monitoring



## Agenda

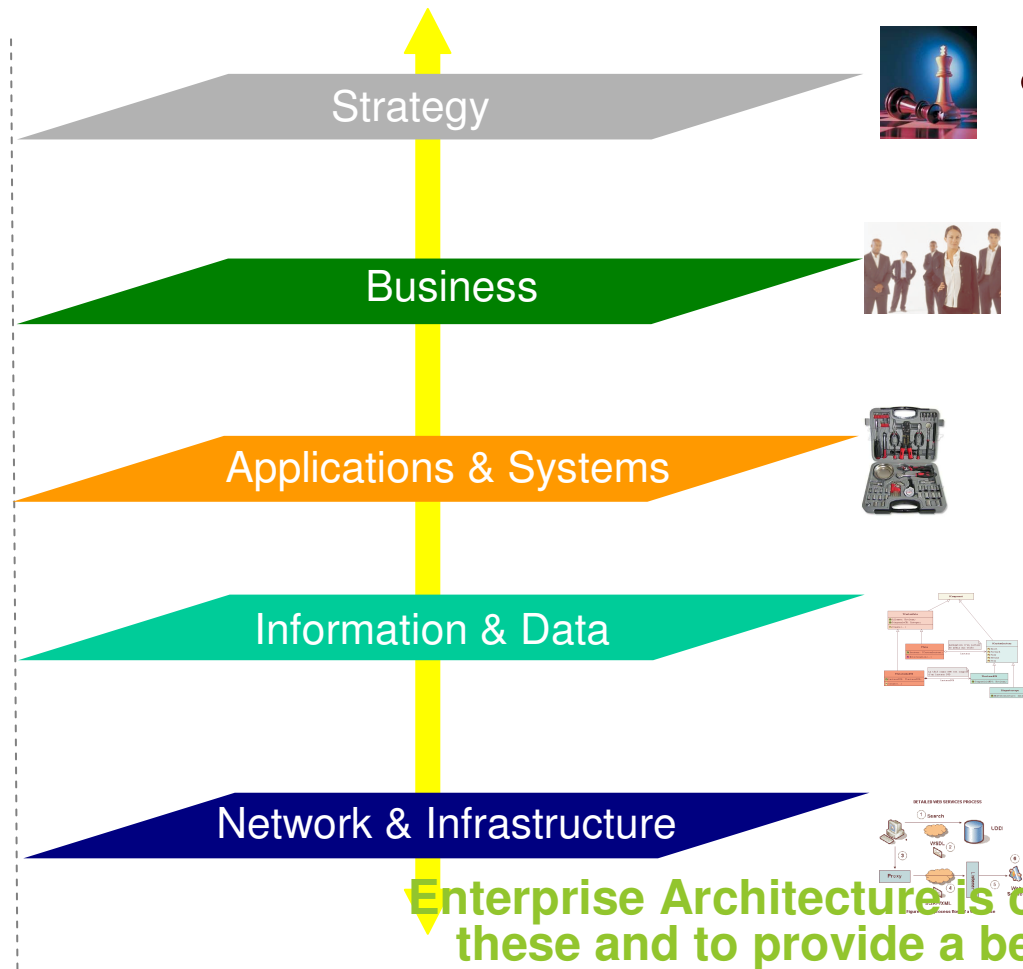
Smarter Planet?

Software Solutions?

Some Software Solutions for a Smarter Planet

**Conclusion**

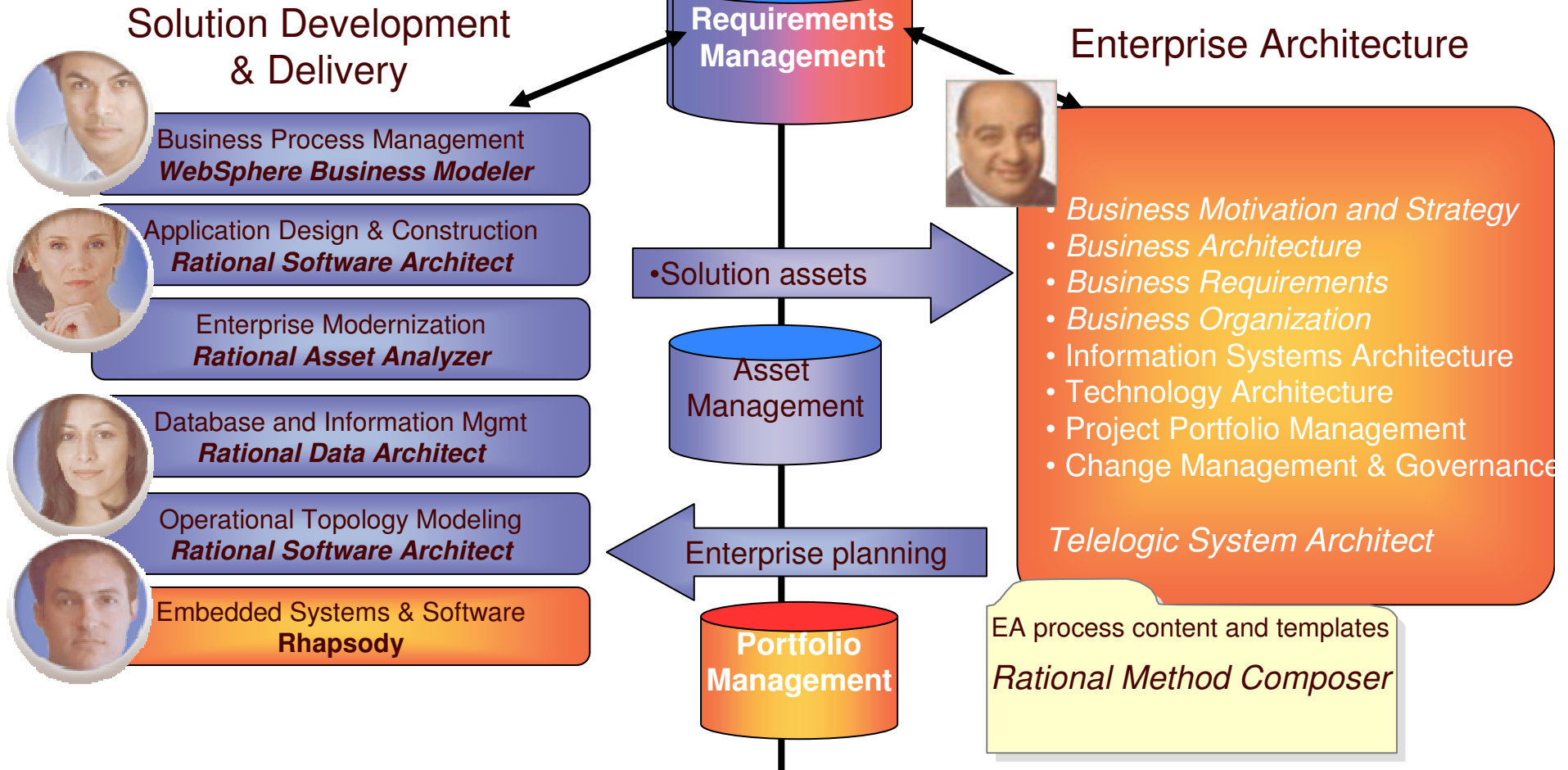
As a conclusion, The New World will Increasingly Rely on IT for Performance



- But to
  - Align I/T with Business goals
  - Support and drive agility into the organization
  - Enable and manage change

Enterprise Architecture is critical to address all of these and to provide a better grasp and gouvernance on the Information System

## Telelogic/Rational tools to enable actionable Enterprise Architecture





Thank  
YOU

