Optimizing the World's Infrastructure

Dave Bartlett
IBM WW Vice President
Tivoli Industry Solutions

PCTY2012
Pulse Comes to You

Optimizing the World's Infrastructure
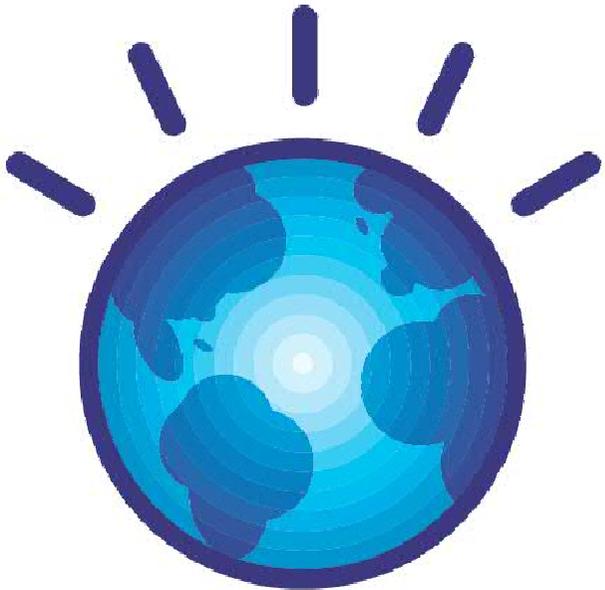[May, 15 Rome]

In this new world everything is changing….
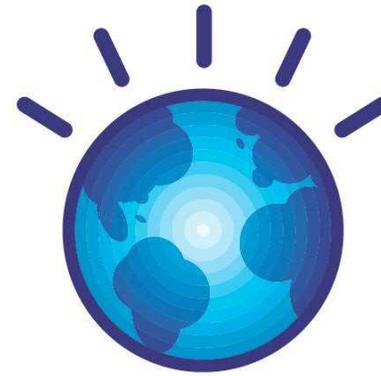
INSTRUMENTED · **INTERCONNECTED** · **INTELLIGENT**

80%

CEOs anticipate turbulent change and bold moves ahead.

PCTY2012

Optimizing the World's Infrastructure

1

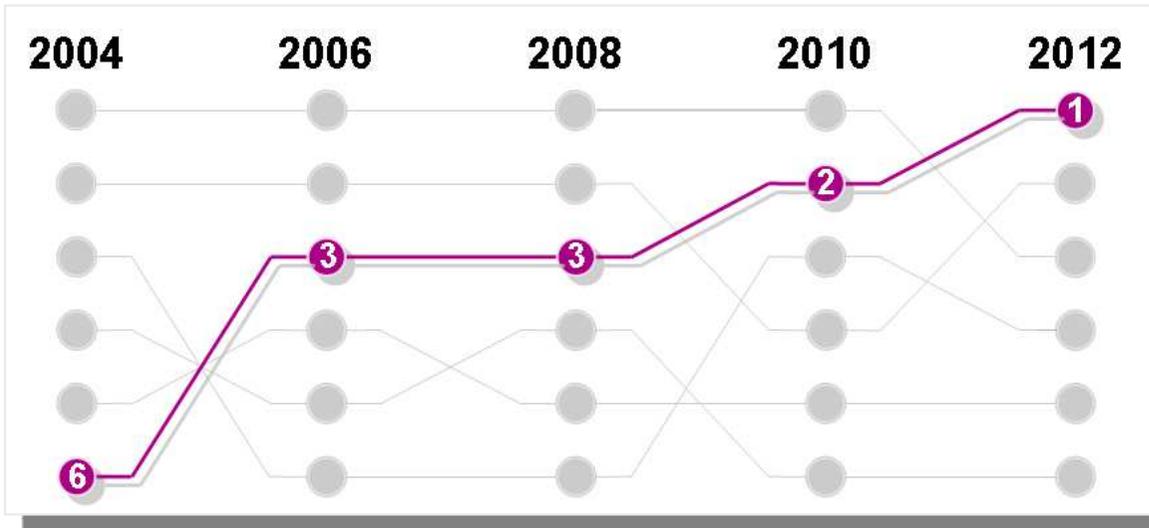# Rethink IT – Reinvent business

Rethink IT.

- Speed delivery
- Improve economics
- Drive innovation

Reinvent business.

- Improve operating dexterity
- Redesign client relationships
- Uncover new profit opportunities

Technology will play a critical role…

Factors impacting organizations:

1. **Technology factors**
2. People skills
3. Market factors
4. Macro-economic factors
5. Regulatory concerns
6. Globalization
7. Socio-economic factors
8. Environmental issues
9. Geopolitical factors

Faster Delivery

60%

view cloud as critical to their plans

Improved Reach

1 Billion

Smartphones and 1.2 billion mobile employees by 2014

Responsive Operations

20B+

Intelligent business assets

New Insights

2.7ZB

of digital content in 2012, a 50% increase from 2011

PCTY2012

Optimizing the World's Infrastructure

3

IBM is helping organizations embrace bold strategies to **Rethink IT**, and **Reinvent Business** services, processes, & relationships…

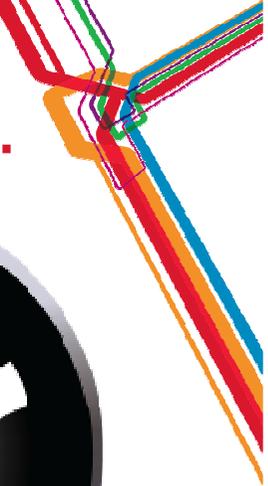| **Optimize with Cloud**	**Extend to Mobile Devices**	**Deploy Smarter Physical Infrastructures**	**Protect & Manage Data**
Speeding service delivery from 45 days to 20 minutes	*Increasing sales with new promotions from 15% to 75%*	*Recognizing & repairing over 50% of issues before operations impact*	*Reducing the time it takes to backup critical data by 80%*

Success is driven through a holistic approach to delivering and managing services that adapts to changing business priorities…

VISIBILITY
See and understand your business in real time

CONTROL
Transform and adapt while limiting risks

AUTOMATION
Standardize best practices and achieve greater efficiency

VISIBILITY

American Express

Identify potential issues for improved operating margin, security, and asset efficiency of 10.5 million square feet at of properties across 450 locations

CONTROL

BlueCross BlueShield
of North Carolina

Managed growth in member data and maintained a secure environment without increasing administration or IT resources
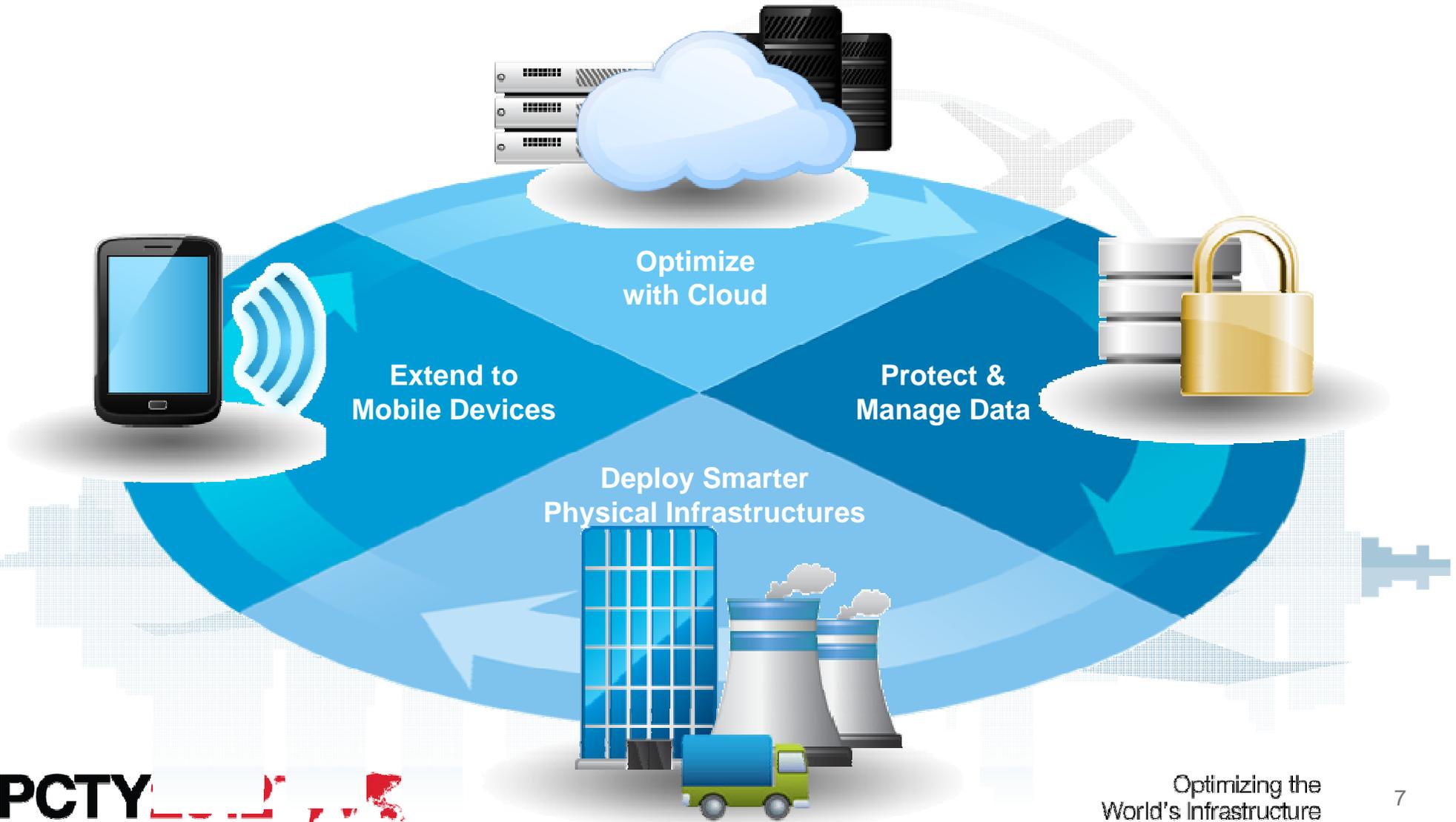
AUTOMATION

SunTrust

Standardized patch management and compliance updates for and improved productivity by automating 50% of manual server checks & reporting processes
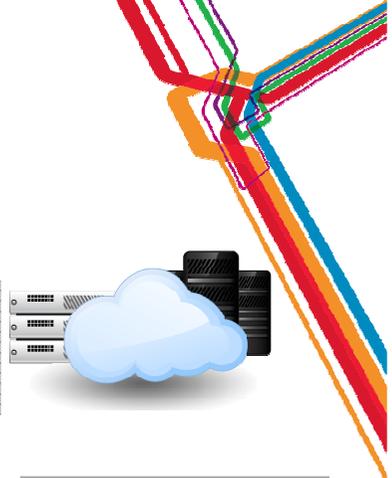
IBM's integrated service delivery & management platform offers the proven capabilities and best practices needed for success

Service Delivery & Management Capabilities

- Optimize with Cloud
- Extend to Mobile Devices
- Protect & Manage Data
- Deploy Smarter Physical Infrastructures

Optimizing the World's Infrastructure

PCTY

Optimize with Cloud

Nearly 60% of CIOs view cloud computing as critical

- **Resilient** to the velocity of changing business needs

- Enables **choice & flexibility** in hybrid environments

- Provides **enterprise-class**, workload-aware services

- Built-in **analytics** for improved insight and decision making
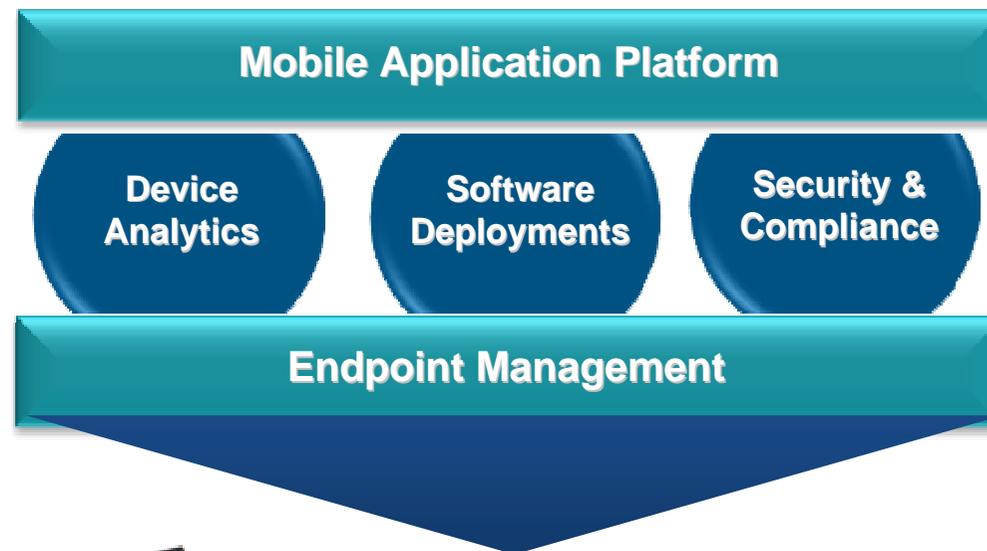
IBMSmart**Cloud Foundation**

Platform as a Service Technologies

Application Lifecycle	Application Resources	Application Environments	Application Management	Integration

Infrastructure as a Service Technologies

Infrastructure Platform	Management and Administration	Security and Compliance	Usage and Accounting	Availability and Performance

citi

- Speed infrastructure delivery from 45 days to 20 minutes
- Improve server to administrator ratio from 10:1 to 100:1

Extend to Mobile Devices

Nearly ½ of devices accessing applications will be mobile

- Build applications **optimized** for mobile

- Deploy software apps **worldwide** in days.

- Find **all assets** on your network – NOW!

- **Patch** anywhere, anytime over any network.

- Continuously **enforce security** for mobile and off-network devices.

Mobile Application Platform

| Device Analytics | Software Deployments | Security & Compliance |

Endpoint Management

Desktops / laptops / servers

Mobile endpoints

Purpose-specific endpoints

MaaS360 by Fiberlink

- Enables service innovation & 25% yr/growth with cloud endpoint management
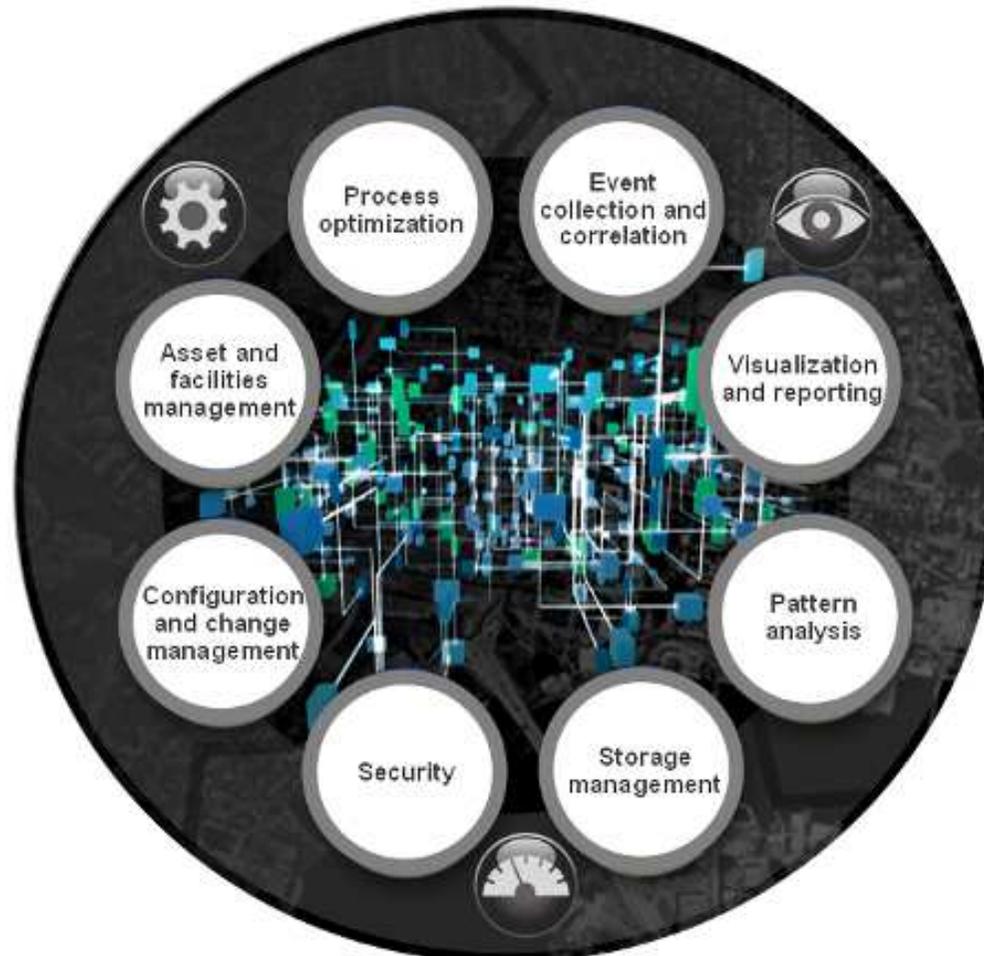- Managing over 500,000 endpoints and still growing

Deploy Smarter Physical Infrastructures

Over **20B** machine-centric intelligent devices

- **Predictively** manage the asset lifecycle

- Monitor the **health** of smart infrastructures

- Understand the **impact** of problems on service

- Optimize **workflow** across business & IT operations

- Track key **performance** indicators

GM

- Operational excellence & performance at 100 plants world wide
- Visibility into inventory & demand across sites = huge cost savings

Protect & Manage Data

2.7ZB of digital content, a 50% increase from 2011

- **Data Protection** reducing the amount of data at risk between backups by 90%

- **Unified Recovery Management** to configure, monitor and execute all backup/recovery operations

- **Storage Virtualization** to improve storage utilization by 30% or more

- **Advanced Storage Resource Management** to effectively monitor, manage and troubleshoot

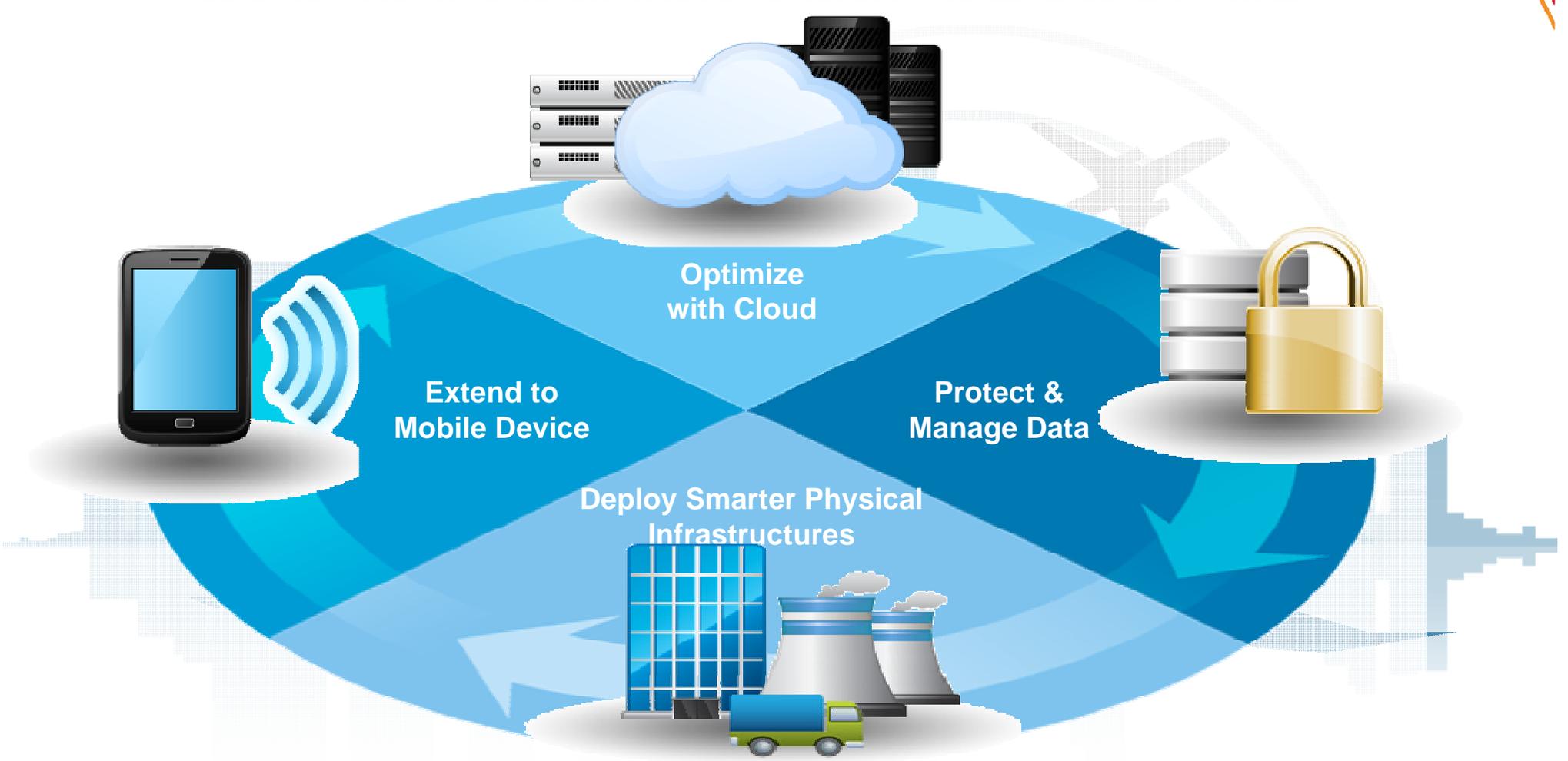- **Integrated reporting and monitoring** to provide visibility, control and automation

Insights

Recommendations

Performance

Optimization

OhioHealth

- Perform nightly and full image backups within 8 hours
- Resolve environmental issues
- Increases backup success by 9%

Only IBM brings these capabilities together to enable integrated delivery of business services across complex, interconnected infrastructures…

Service Delivery & Management Capabilities

Optimize with Cloud

Extend to Mobile Device

Protect & Manage Data

Deploy Smarter Physical Infrastructures

Only IBM brings these capabilities together to enable **integrated delivery of business services** across complex, interconnected infrastructures…

True Value

- **Transformed supply chain across**
  5k stores & 54 countries

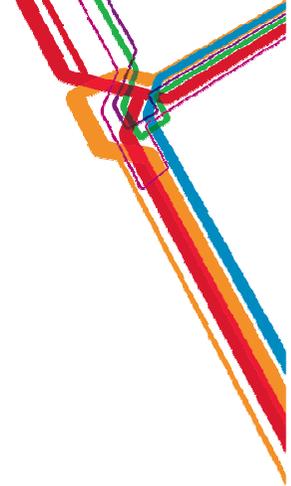- **Reduced backorders**
  85%

SMARTER SUSTAINABLE DUBUQUE

- **Increased water leak detection eightfold for participating citizens**

- **Decreased water utilization during pilot**
  6.6 percent

Schiphol Amsterdam Airport

- **Handling**
  70 million
  pieces of luggage/year

- **Increased capacity by**
  20 million

PCTY2012

IBM provides the visibility, control and automation needed to respond to changing priorities and realize the potential of your business…

VISIBILITY

CONTROL

AUTOMATION

React with agility to competitive landscape

Execute with reduced risk & cost

Achieve desired business outcomes

PCTY2012

Pulse Comes to You