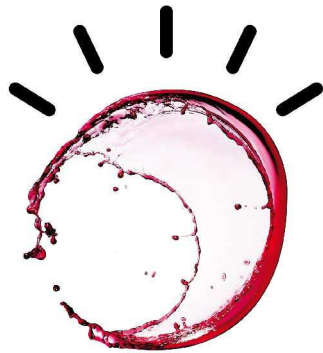




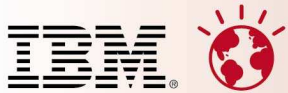
Degustare la crescita

Un percorso in 4 tappe alla scoperta delle soluzioni IBM

Ridurre i costi IT con Modelli di Service Sourcing



Sergio Eufemi
IBM Offering Management and Development Leader



I CIO devono garantire l'allineamento dell'IT al Business, assicurare l'eccellenza del servizio e facilitare l'innovazione. Una equazione di difficile soluzione con budget sempre più limitati.

Increased connection¹

700M

Smartphones and tablets will ship in 2012, a jump of 34%

Increased opportunity²

60%

Of CIOs view cloud computing as critical to their plans

Increased expectations³

68%

Of senior management rank technology as critical to business success

Increased demand⁴

2.7ZB

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

Increased risk⁵

40%

Of Fortune 500 and popular websites contain a vulnerability

Budgetary constraints

68%

of the average IT budget is dedicated to ongoing operations.

¹IDC Predictions 2012: Competing for 2020[®] by Frank Gens, December 2011, IDC #231720, Volume: 1

²The Essential CIO: Insights from the Global Chief Information Officer Study, May 2011

³IBM X-force Mid-year 2011 Trend & Risk Report, September 2011

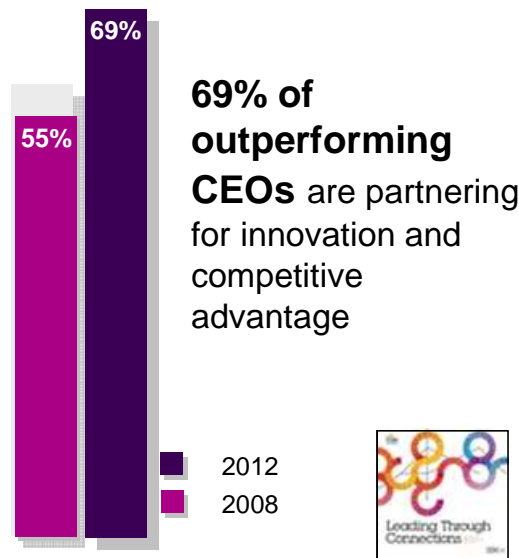
⁴IDC Predictions 2012: Competing for 2020[®] by Frank Gens December 2011, IDC #231720, Volume: 1

⁵The Essential CIO: Insights from the Global Chief Information Officer Study, May 2011

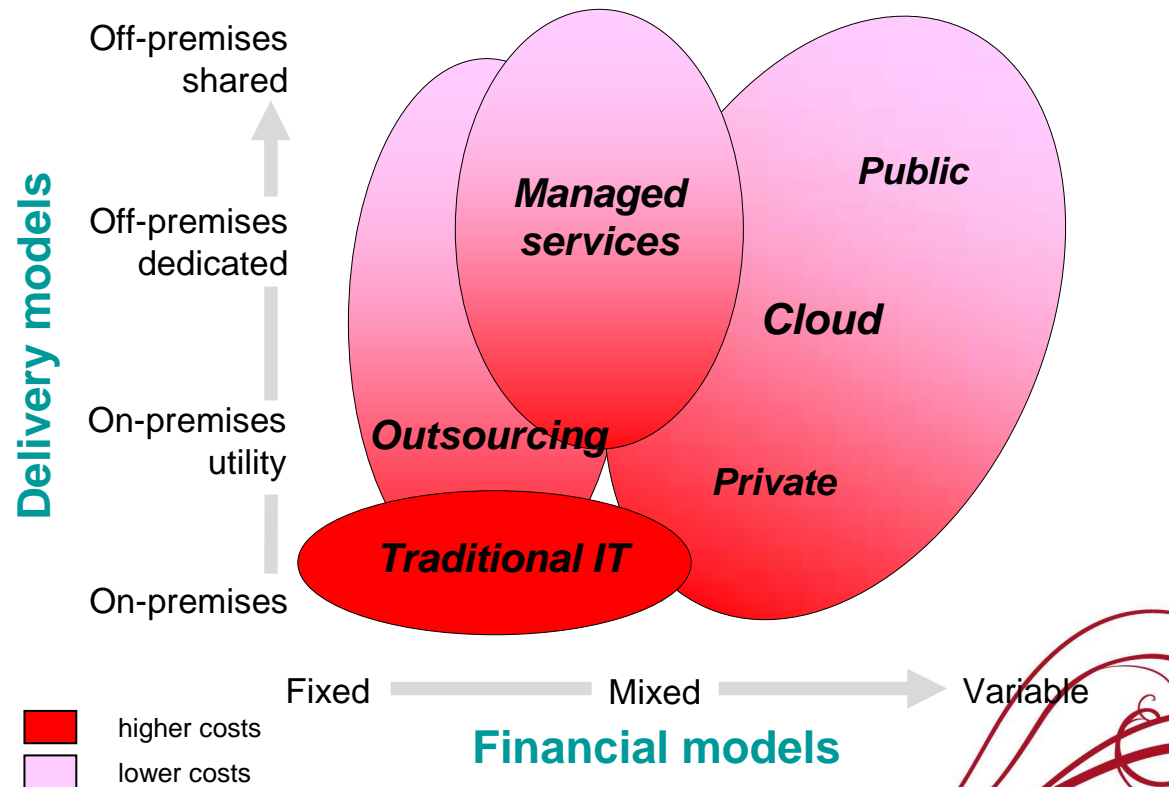
⁶IDC; Converged Systems: End-User Survey Results presentation; September 2012; Doc #236966

Occorre adottare una strategia IT in grado di sfruttare le caratteristiche dei diversi modelli di service sourcing & delivery per ottimizzare i benefici, ridurre i rischi e fornire agilità all'azienda.

2/3 of CIOs plan to partner extensively as a source of a new skills and expertise. Change the mix of capabilities, knowledge and asset within organization



Portfolio of enterprise business and IT services



Progetti di ottimizzazione e di trasformazione strutturale della IT insieme al corretto mix di modelli di servizio e di erogazione permettono di soddisfare le diverse esigenze.

Strategy and Design Consulting

Activating deep industry expertise and developing IT strategies that support the business strategy

Continual Service Improvement

Measuring, monitoring and ensuring ongoing enhancements



IT Transformation and Optimization

Evolving the live IT operational environment

Sourcing Mix

Delivering and supporting services to meet committed IT and Business outcomes



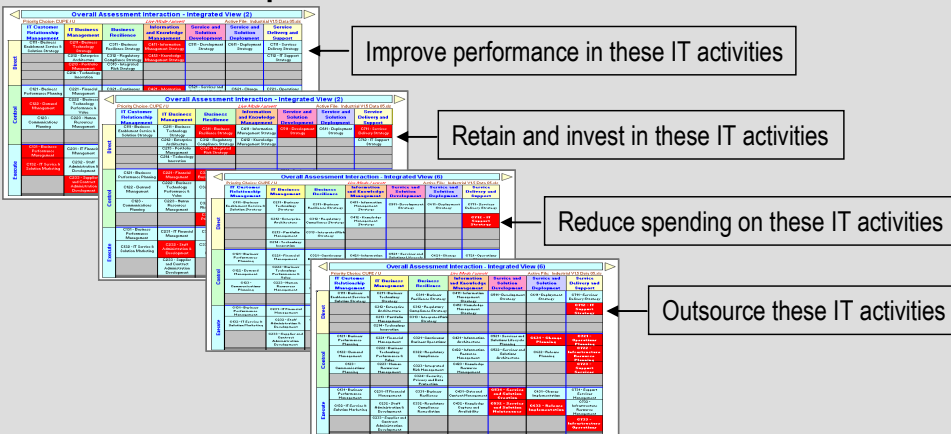


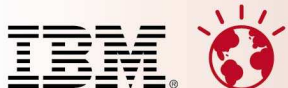
L'analisi strutturata e l'utilizzo delle best practice porta a un programma di efficientamento ed evoluzione della infrastruttura IT che fa leva su un mix ottimale "in-house vs in-service".

	IT Customer Relationship	IT Business Strategy	IT Business Administration	Business Resilience	Information	Service and Solution Development	Service and Solution Deployment	Service Delivery and Support	
Strategy Direct	C111 Customer Business Intelligence	C211 Business Technology and Governance Strategy C212 Portfolio Management Strategy	C311 IT Business Model	C411 Business Risk and Compliance Strategy C412 Business Resilience Strategy	C511 Information Strategy	C611 Development Strategy	C711 Deployment Strategy	C811 Service Delivery Strategy C812 Service Support Strategy	8%
	C112 Customer Transformation Needs Identification	C213 Enterprise Architecture C214 Service Management Strategy							
Tactics Control	C121 Market Planning and Communications	C221 IT Management System Control	C321 Financial Control and Accounting C322 Site and Facility Administration C323 HR Planning and Administration	C421 Business Risk and Compliance Control C422 Continuous Business Operations Planning C423 Security, Privacy, and Data Protection	C521 Information Architecture C522 Information Lifecycle Planning and Control	C621 Service and Solution Lifecycle Planning C622 Service and Solution Architecture	C721 Service and Solution Implementation Planning C722 Change Deployment Control	C821 Service Delivery Control C822 Infrastructure Resource Planning C823 Service Support Planning	20%
	C122 Customer Transformation Consulting and Guidance	C222 Portfolio Value Management							
	C123 Service Demand and Performance Planning	C223 Technology Innovation	C324 Sourcing Relationships and Selection						
Operations Execute	C131 Service and Solution Selling	C231 Project Management	C331 Procurement and Contracts C332 Vendor Service Coordination C333 Customer	C431 Business Compliance Analysis C432 Business Resilience Operations C433 User Identity and Access Processing	C531 Information Content	C631 Service and Solution Creation and Testing C632 Service and Solution Maintenance and Testing	C731 Technology Implementation C732 Service and Solution Rollout	C831 Service Delivery Operations C832 Infrastructure Resource Administration C833 Service Support Operations	72%
	C132 Service Performance	C232 Knowledge							
					6%	4%	31%	10%	37%

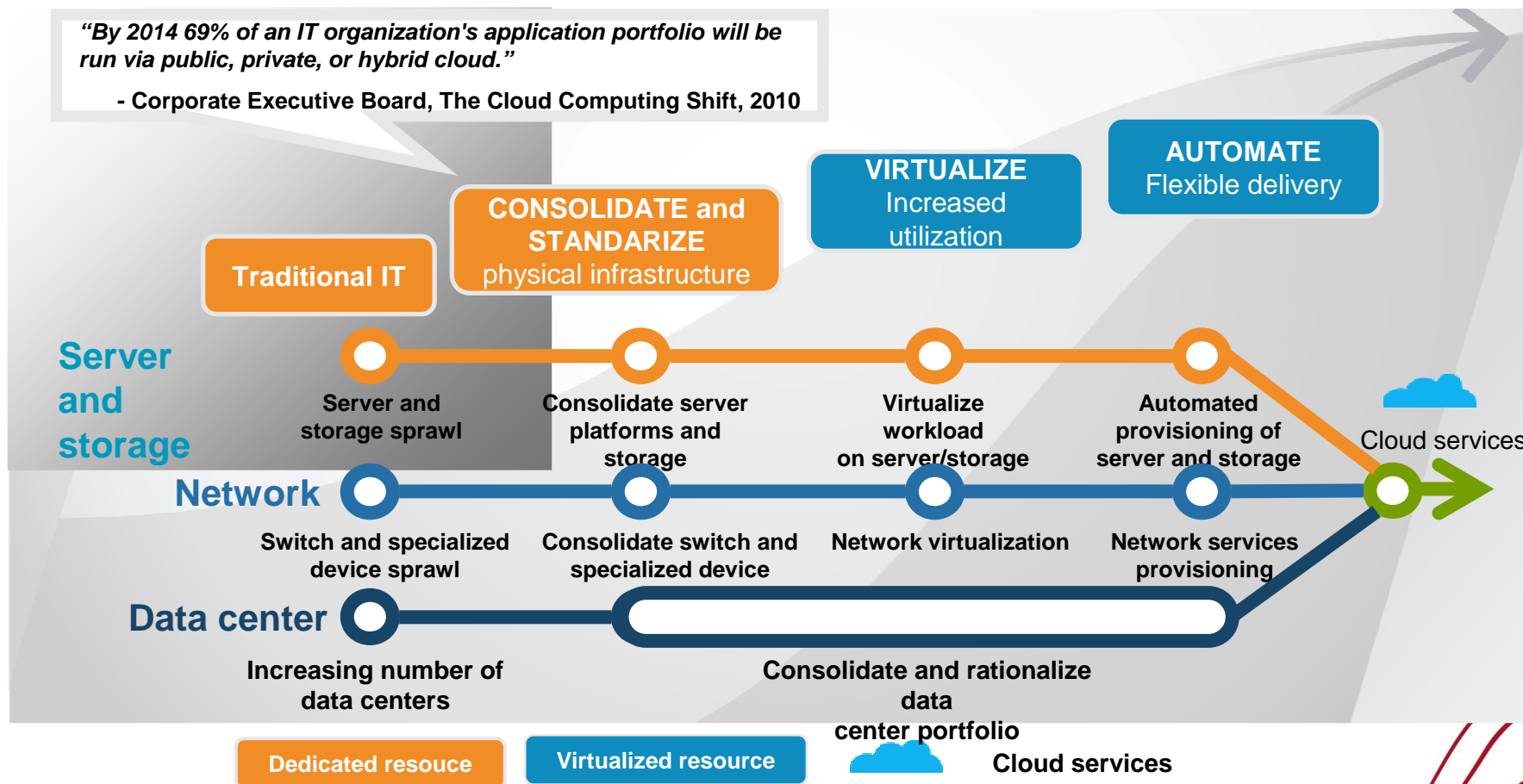
> 60% of costs

CBM-BolT heat maps



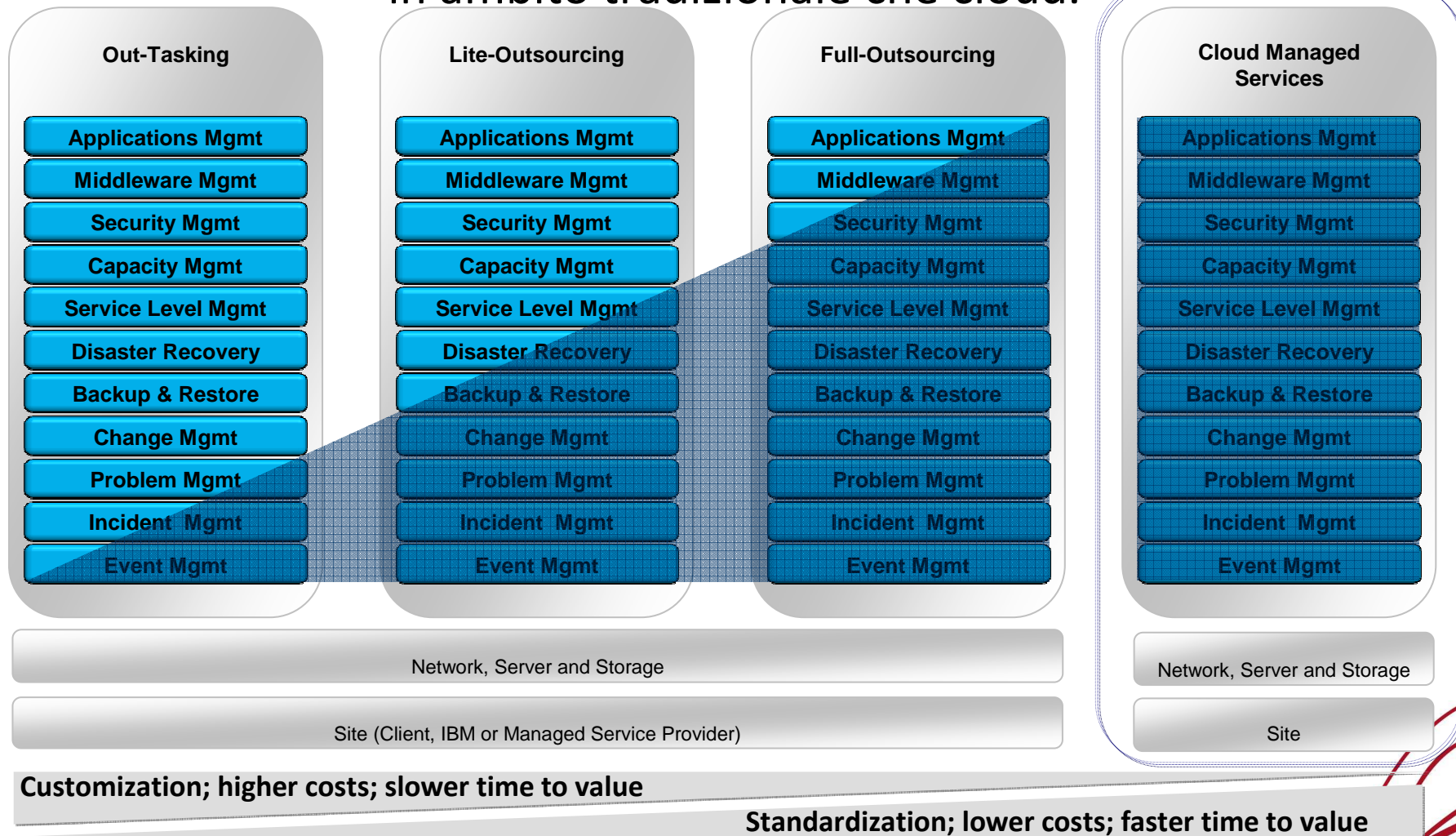


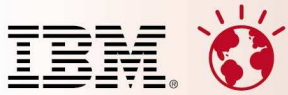
La trasformazione e l'efficientamento del data center è un percorso evolutivo che porta un ambiente tradizionale verso un modello cloud.






Il modello managed services continuum permette ampie modalità di erogazione per soddisfare le diverse esigenze di “sourcing-mix” sia in ambito tradizionale che cloud.

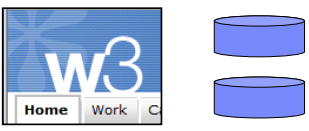




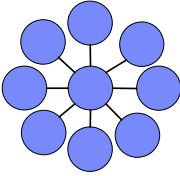
Il Delivery si avvale di competenze locali e globali, di metodi e strumenti avanzati, di tecnologie innovative, processi e standard per garantire prestazioni, efficienza, sicurezza e miglioramento continuo della qualità.



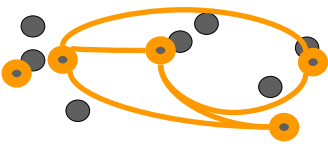
A comprehensive Global framework: 470 global data centers



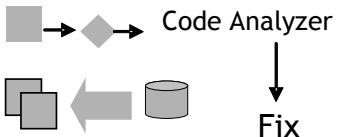
Global knowledge repositories



Analytic Tools



All GDCs on a single network



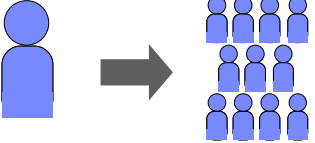
Support and delivery accelerators



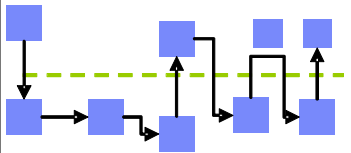
Standardize

Automate

Globally Integrate



Shared delivery capabilities



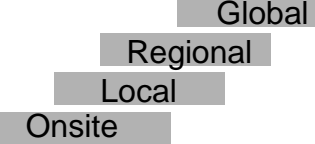
Integrated support and delivery methods



International quality and process standards



Industry expertise & Centers of Excellence



Four tier resource model: 170 countries





Il Delivery si avvale di competenze locali e globali, di metodi e strumenti avanzati, di tecnologie innovative, processi e standard per garantire prestazioni, efficienza, sicurezza e miglioramento continuo della qualità.

A comprehensive Global framework: 470 global data centers

Global knowledge repositories

Analytic Tools

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Integrated support and delivery methods

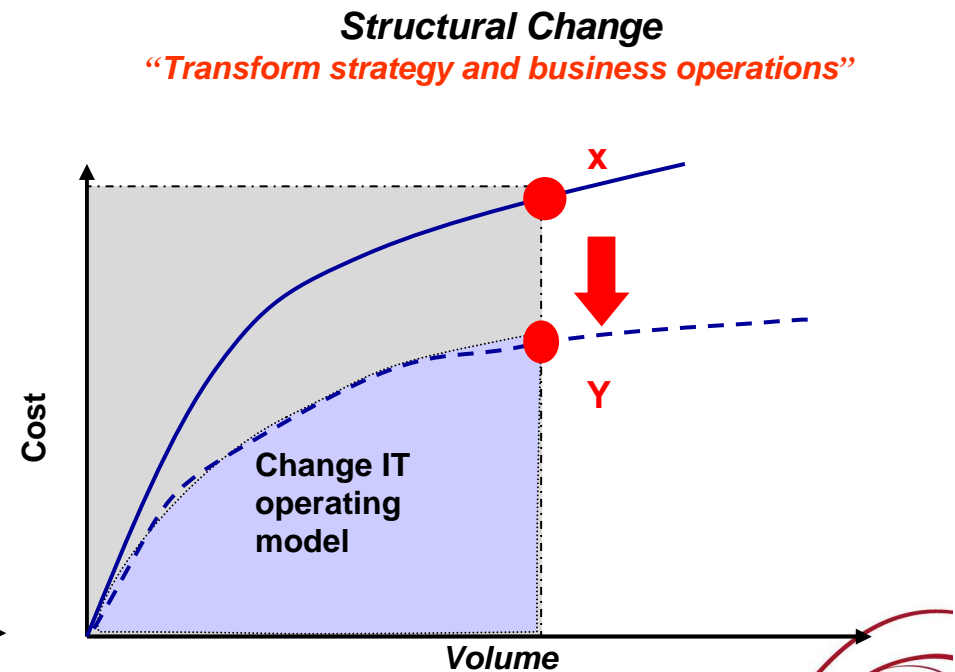
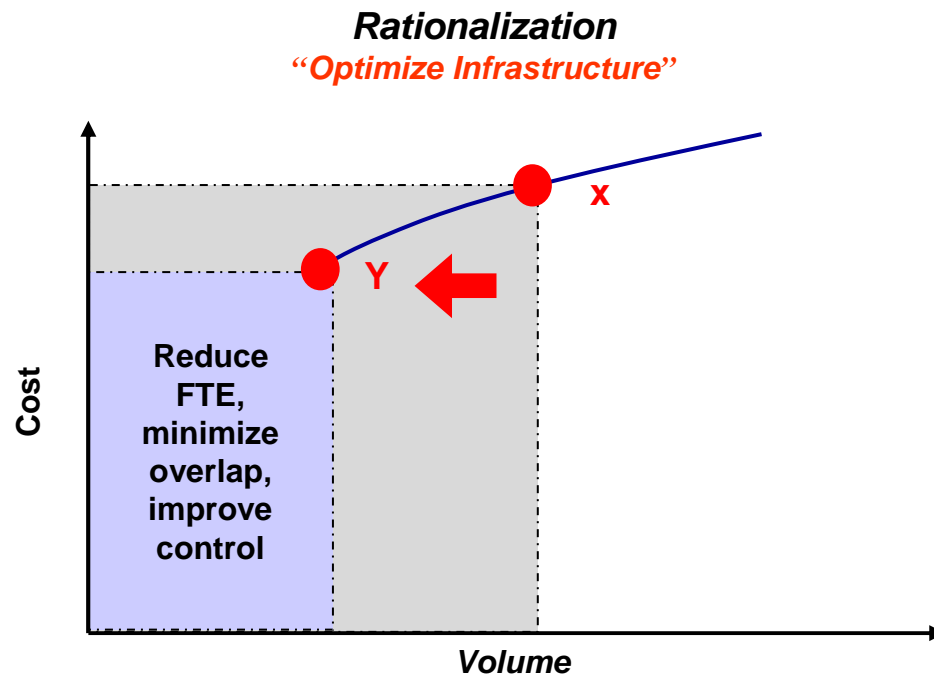
International quality and process standards

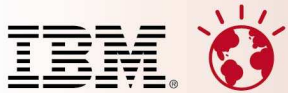
Industry expertise & Centers of Excellence

Let's focus on SAP(example)

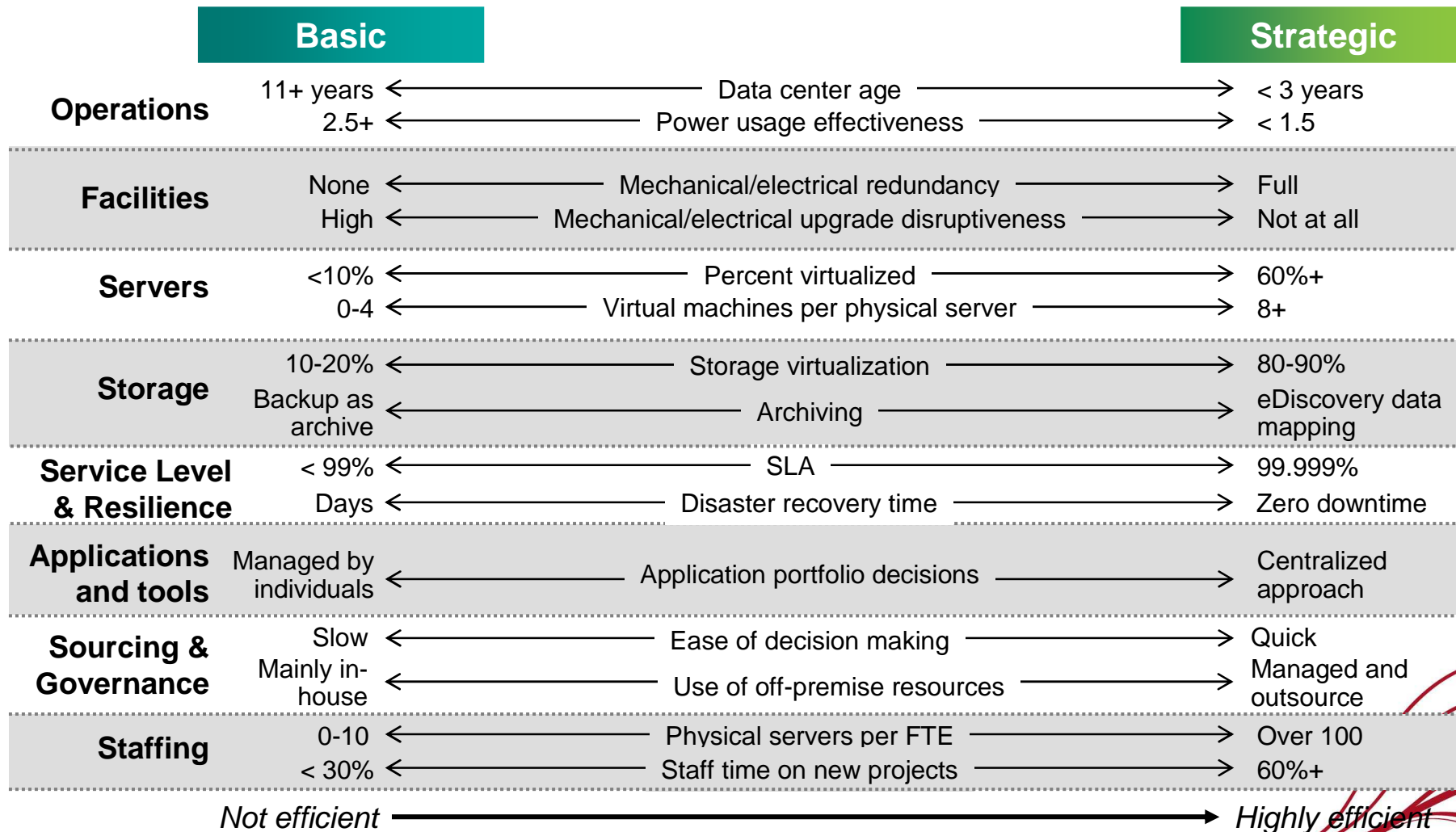
- A certified Global SAP Partner for cloud services
- Years of experience hosting SAP on virtualized, shared infrastructures.
- Fully managed cloud platform as a service with industry-leading SLA's, up through the SAP application layer
- Rapid SAP provisioning and self-service capabilities with prebuilt automations.
- Consulting and migration services to assist clients in the end to end process.
- Awarded 25 SAP Pinnacle awards since 2002 Technology Partner of the Year for 2012.
- Leverages standard processes and tools to deploy SAP environments globally Enables faster global deployments.

È opportuno operare su entrambe le dimensioni:
“Rationalization” e “Structural Change” per massimizzare i vantaggi

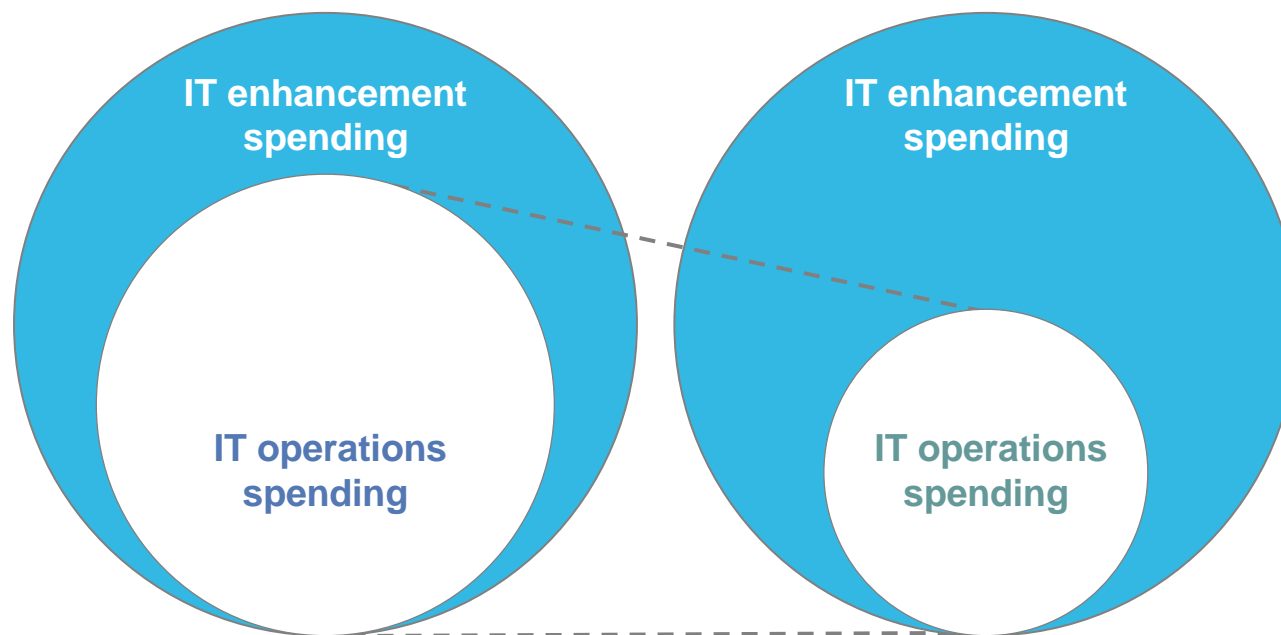




Sulla base della esperienza sviluppata in migliaia di progetti e nella gestione delle nostre infrastrutture, abbiamo identificato alcune caratteristiche di una IT “best in class”.



...e il prossimo passo ?



Current state

Future state

Start with an **IT Strategy and Design** engagement to chart your roadmap

Test drive the IBM SmartCloud today

Accelerate your infrastructure transformation by identifying efficiencies with this **free self-assessment**

Learn more about how **IBM applies analytics and experience** can help you drive business results.



Degustare la crescita

IBM

