

A close-up, low-angle shot of a vibrant red electric guitar. The guitar's body is the central focus, with its glossy finish reflecting light. The neck and fretboard are visible at the bottom, showing the frets and strings. The background is dark, making the red of the guitar stand out. Overlaid on the guitar is the text '2009 IMPACT' in a bold, white, sans-serif font. '2009' is positioned vertically to the left of 'IMPACT', which is written in a larger font size.

2009 **IMPACT**

# Capabilities to Support Working Smarter

**Tom Rosamilia**  
GM, WebSphere  
IBM Software Group

The screenshot displays the w3 BluePages interface. At the top, there is a navigation bar with the w3 logo, a 'Sign in' link, and a search box containing 'w3' with a 'GO' button. Below the navigation bar, the page is divided into several sections. On the left, there is a sidebar with links for 'BluePages home', 'My profile', 'My BluePages', 'Edit settings', and 'Help'. The main content area features a search bar with 'Simple search' selected, and options to search for contact information or the entire profile. The search criteria are set to 'Name' for the search type, 'All locations' for the location, and 'mills ste' for the search term. A 'GO' button is present. Below the search bar, there is a section for 'My BluePages lists' with instructions on how to create and use lists. The search results show a profile for 'Rosamilia, Thomas (Tom)' with a 'Pronunciation' icon. The profile includes the text 'IBM employee, Regular', 'IBM USA', and 'IBM Software Group, Application and Integration Middleware Software GM, Application & Integration Middleware'. A small portrait photo of Tom Rosamilia is displayed next to the profile information.



# Delivering the Capabilities to Work Smarter

## Dynamic Business Processes and Models

- Real-time insight
- Empowered business users
- Dynamic change



Information

Smart Work

## Smarter Collaboration

- Smarter relationships
- Increased productivity
- Extended expertise
- Situational apps



## Smart SOA

- Reliable, scalable foundation
- Flexible business
- Rapid implementation



# Demo





# Transform Insight into Action with Role-based Spaces



Business  
Leader

*Drive business understanding for process improvement*



Business  
User

*Work smarter with powerful task management*



IT  
Admin

*High-productivity solution management and monitoring*

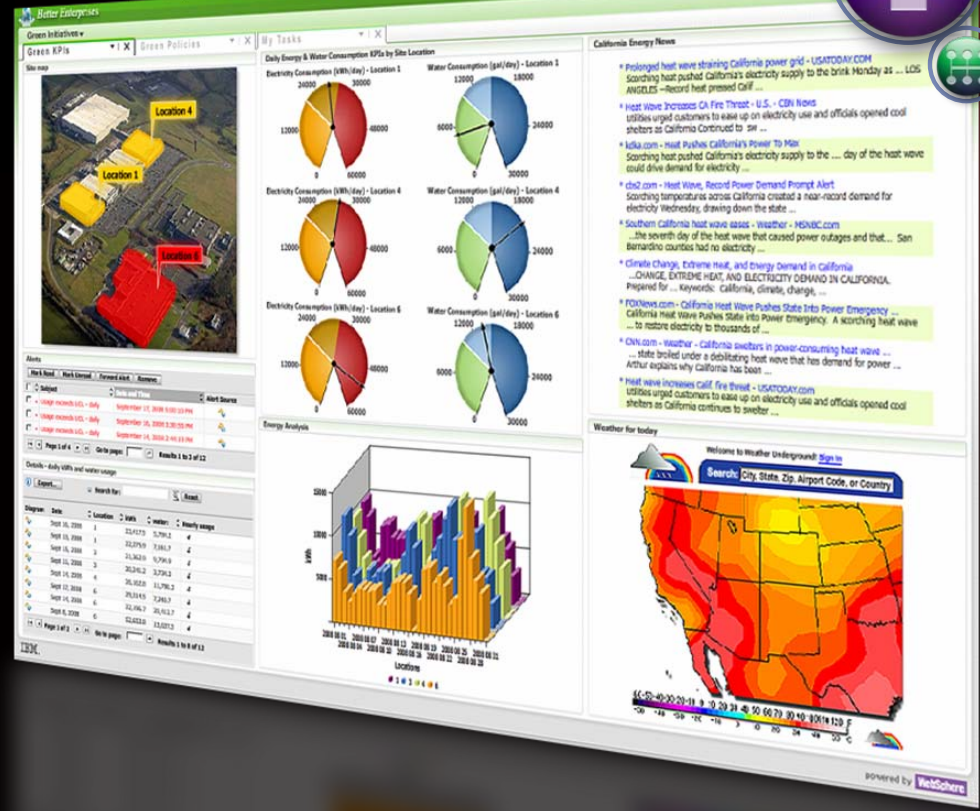


Smart Work



**New!**

Feature packs for role-based business spaces



# Empower Business Users and Optimize Process Decisions



Business Intelligence  
Contact: [info@ilog.com](mailto:info@ilog.com)  
1-877-445-4144  
1-877-445-4144

Support Team  
Developer: [info@ilog.com](mailto:info@ilog.com)  
1-877-445-4144  
1-877-445-4144

Support Team  
Developer: [info@ilog.com](mailto:info@ilog.com)  
1-877-445-4144  
1-877-445-4144

Support Team  
Developer: [info@ilog.com](mailto:info@ilog.com)  
1-877-445-4144  
1-877-445-4144



**Empower** business users  
**Partner** and collaborate with IT

**Automate** business decisions  
**Quickly** deploy changes



Business Rule Management, Optimization, Supply Chain Management, Visualization  
Business Architecture Services



# Capture New Insights for Dynamic Change

## Business Event Processing



**Event:**  
GPS signal

### Business Context:

Calculated arrival  
> 30 min over SLA



**Action:**  
Phone customer to  
re-arrange delivery

Enhanced!

WebSphere Business Events



# Smarter Collaboration Accelerates Business Success



**New!**

WebSphere Portal, IBM Mashup Center and WebSphere sMash on Amazon EC2



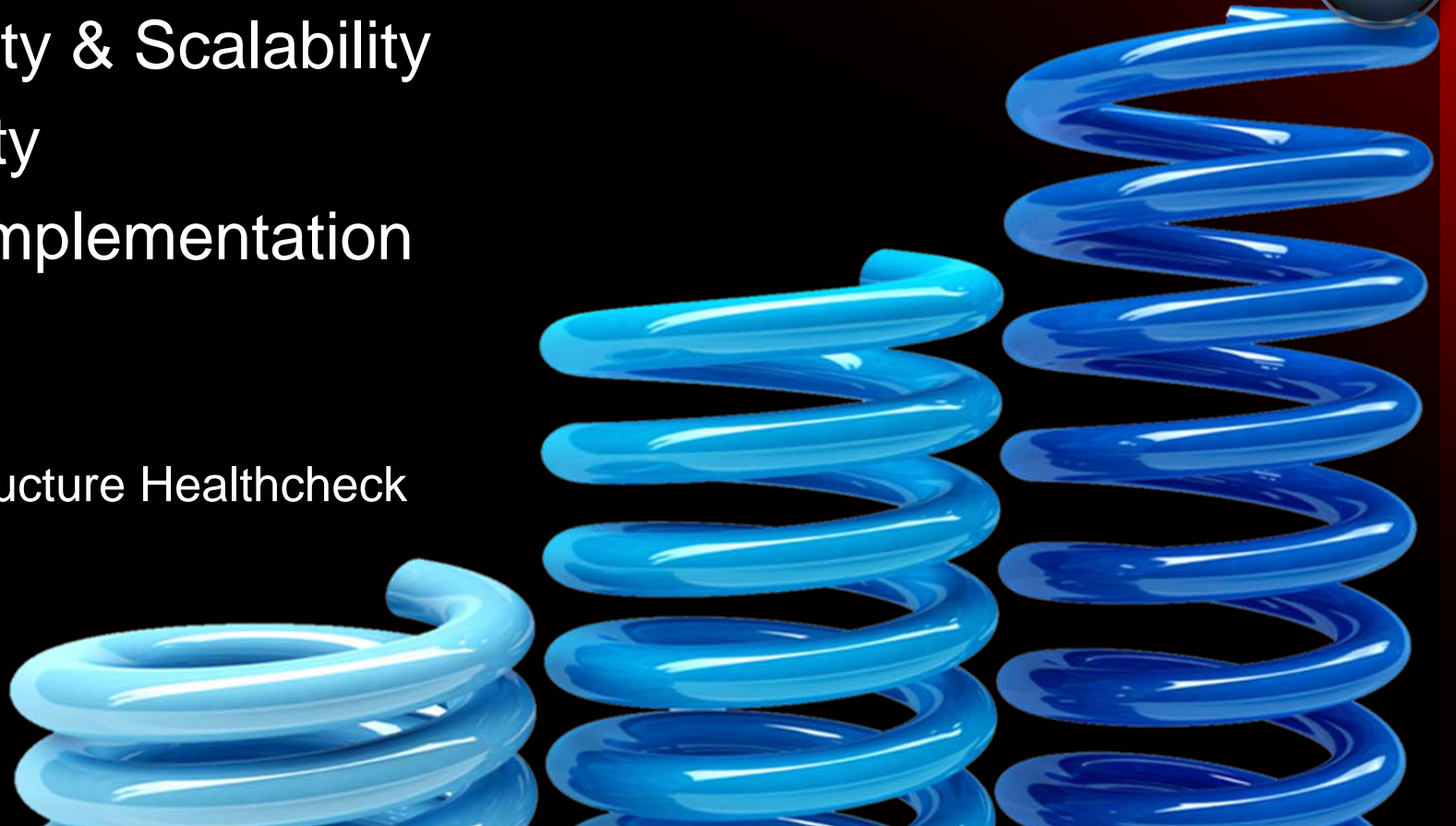
# Smart Work Needs:

*A Strong SOA Foundation with:*

- Reliability & Scalability
- Flexibility
- Rapid Implementation

Enhanced!

IBM SOA Infrastructure Healthcheck



# Extreme Scalability for Smarter Planet Needs



Entertainment

**5 Billion**  
requests per day

**90%**  
reduced  
response  
times

Finance

**40 Million**  
messages/second  
**10x**  
orders

**10x**  
lower  
latency

Enhanced!

WebSphere eXtreme Scale

WebSphere MQ Low Latency Messaging



# Extend Flexibility Through Reuse of Proven Investments



## CICS

### *The Platform for New Workloads*

- Event processing without application changes
- Bringing mission critical transaction serving to the Web

Enhanced!



New and Enhanced!

IBM DB2 v9.7

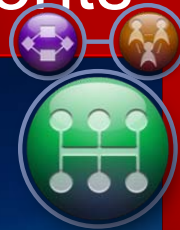
Rational Toolkit for Reuse and Service Enablement

WebSphere Service Registry & Repository





# Leverage Cloud Services for More Flexible Deployments



## Introducing WebSphere CloudBurst

Fast deployment and repeatability

Pre-defined patterns

Track usage for chargeback  
and management reporting

Cost-effective, secure appliance

**New!**



**New!**

GTS Implementation Services for Cloud Computing  
Rational Automating Cloud Development

# SOA Appliances are a Smart Choice for Rapid Integration



## SOA Appliances

- Rapid Time to Value
- Expanded Community
- Extending Connectivity Leadership

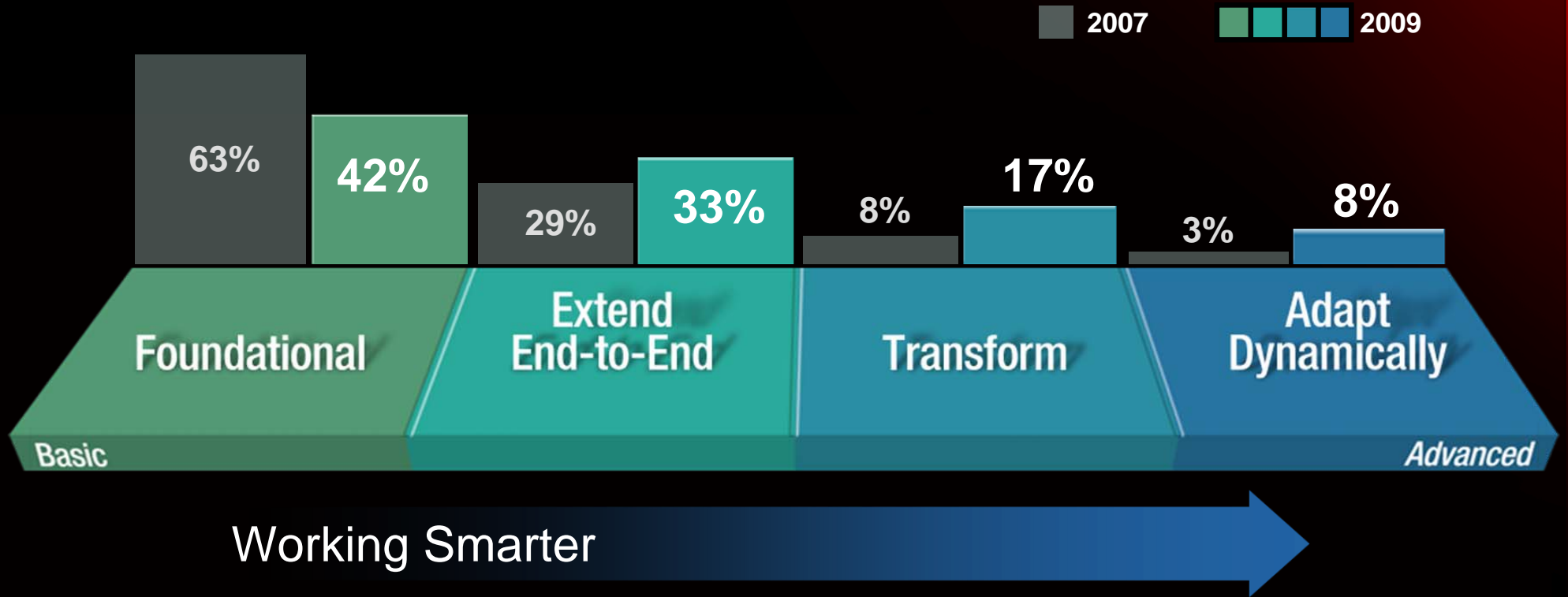
Enhanced!

Industry Support



# Customers are Adopting SOA to Work Smarter

% of SOA Customers by Approach



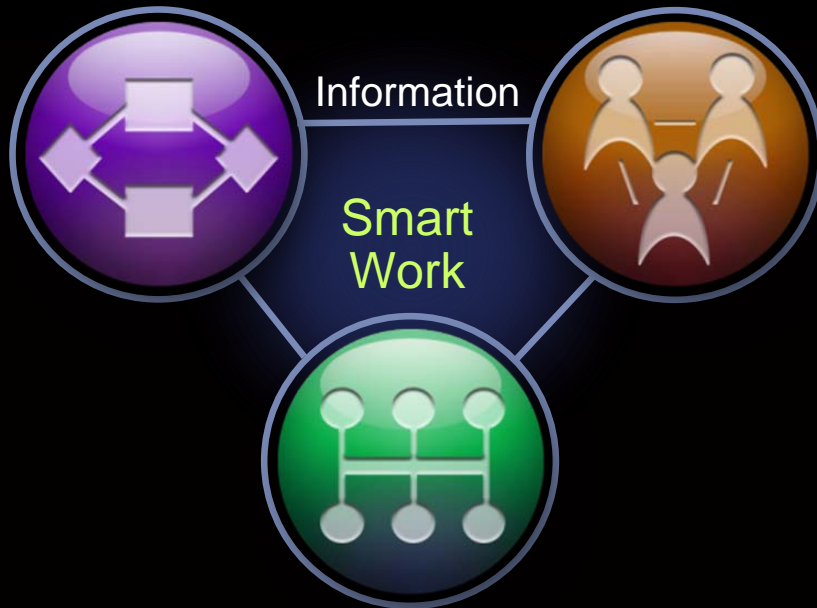
Smart Work



# Smart Work for a Smarter Planet

Dynamic Business  
Processes and  
Models

Smarter  
Collaboration



- Empower business users to dynamically optimize processes
- Enable natural discovery and collaboration for better real-time decisions
- Leverage Smart SOA and extend to cloud services to change IT as fast as the business changes



Smart  
SOA

2010

# IMPACT



May 2-7, 2010  
Venetian Resort & Casino - Las Vegas