

# Il nuovo ruolo dell'IT nelle strategie aziendali

**Enrico Cereda**

*Director of WebSphere, Europe Southwest*

IBM Software

**Impact2011**

Changing the Way Business and  
IT Leaders Work

**Optimize for Growth. Deliver Results.**



# Che cosa resta da scoprire?

## Giovanni F. Bignami **I marziani siamo noi**

Un filo rosso dal Big Bang alla vita



C O D A

## Che cosa resta da scoprire?

Quasi tutto, verrebbe da rispondere. Non è certo il caso di dormire sugli allori. È vero, crediamo di aver capito qualcosa della radiazione fossile, della nucleosintesi, della nascita della Terra e dei pianeti extrasolari, delle molecole interstellari, e poi del DNA, dell'evoluzione e di molto altro. Abbiamo scoperto che siamo legati in modo diretto al Big Bang, i cui resti sono anche dentro di noi, che siamo fatti di polvere di stelle e che nello spazio esterno abbondano i «mattoni della vita», anche se non abbiamo ancora trovato nulla di vivo, là fuori.

Ma il filo rosso che abbiamo cercato di seguire, lungi dall'essere completo, presenta strappi e lacune. In qualche punto manca del tutto, lasciandoci alle prese con inquietanti «buchi neri» nelle nostre attuali conoscenze.

Un buco nero si trova proprio al principio, in quel tempo di Planck iniziale dell'universo, intervallo brevissimo ( $10^{-43}$  secondi) ma significativo, su cui nulla sappiamo. Per riempire questo vuoto di conoscenza oggi non sappiamo neppure da che parte cominciare. Possiamo farci coraggio evocando due possibili soluzioni: una «teoria del tutto» che estenda la fisica attuale, mettendo insieme tutte le pro-





# The New Normal: Change, Complexity, Uncertainty



**\$488 billion**

Lost in process inefficiencies  
in Fortune 500 companies

**\$534 billion**

In mobile  
transactions by 2015

**85%**

Of enterprises use  
external cloud services

**50%**

Of businesses plan to adopt more  
collaborative sourcing models

**70%**

Of businesses outsource one  
or more strategic activities

**50 billion**

Devices connected to  
the Internet by 2020

# Presents Both Challenges and Opportunities



**NETFLIX**

Stock Grows  
250% in 2010



**amazon.com.**

2010 Net sales  
increased 40%



**BORDERS.**

Filed for  
bankruptcy  
protection

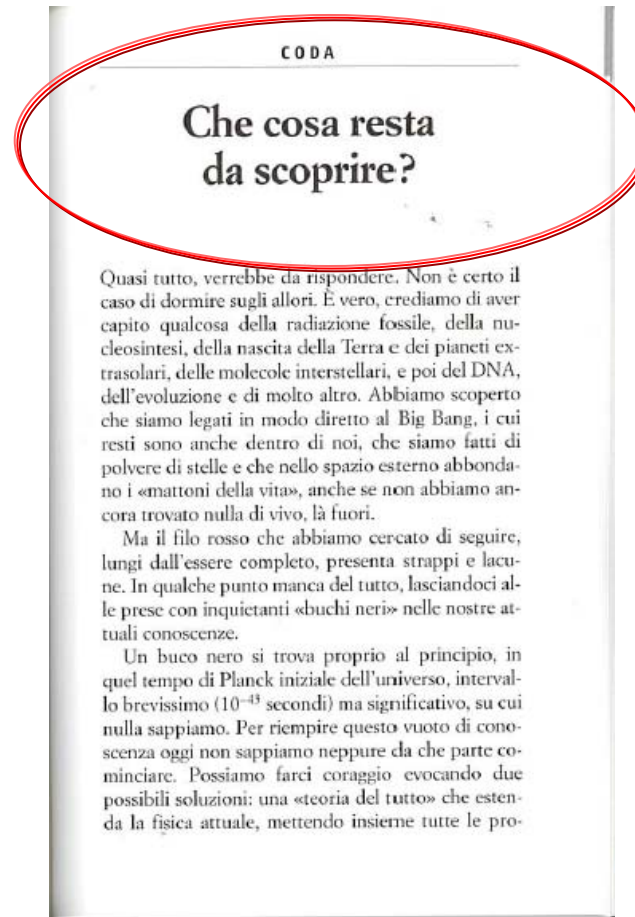


**BLOCKBUSTER**

Files bankruptcy  
on September  
2010



# Che cosa resta da scoprire?



Qual'è il nuovo ruolo dell'IT nelle strategie aziendali?

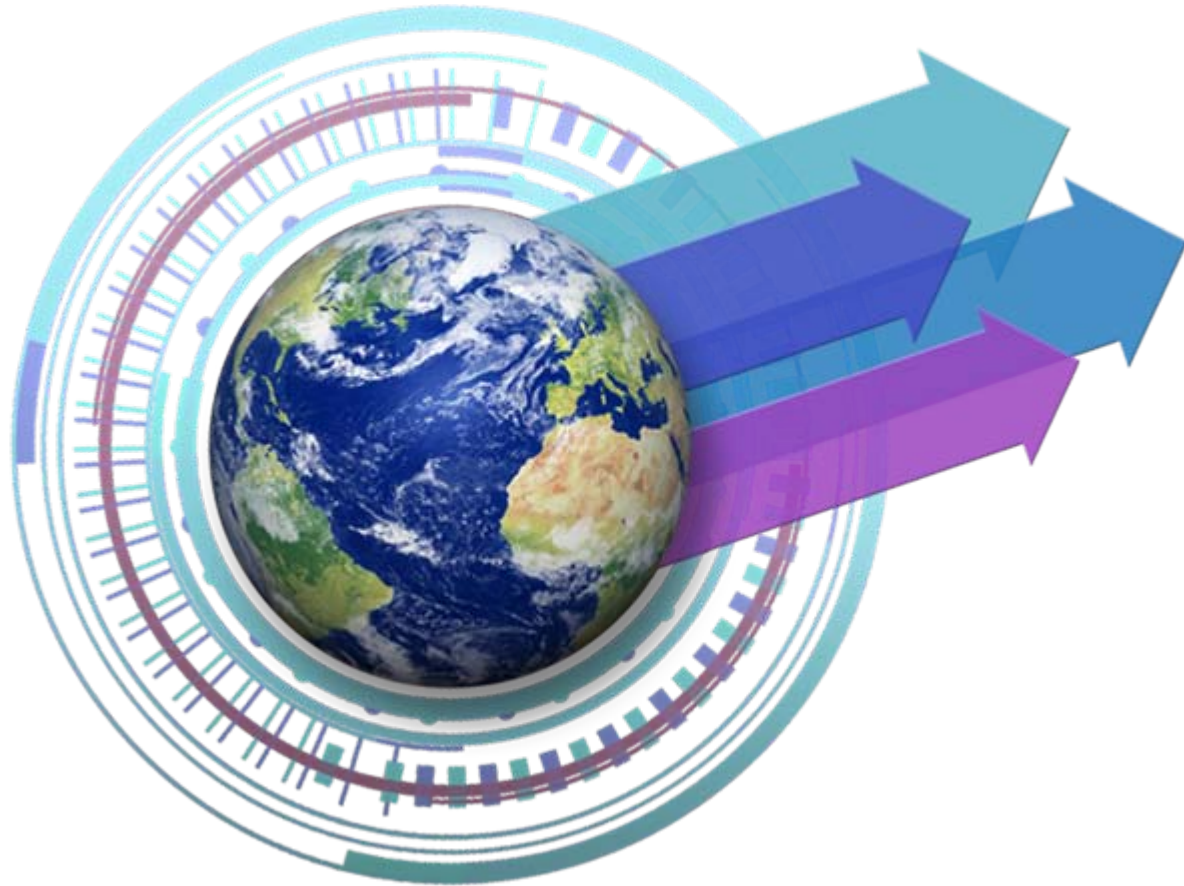




# Business Networks Impact How We Do Business



# Transformation is Not an Option



**Excellence is a Moving Target**



# Forward Thinking Organizations Are Transforming



Launches new services **50% faster; doubled market share** with optimized portfolio



Launch Campaigns **in two days instead of months**





# Key Capabilities for Transformation are:



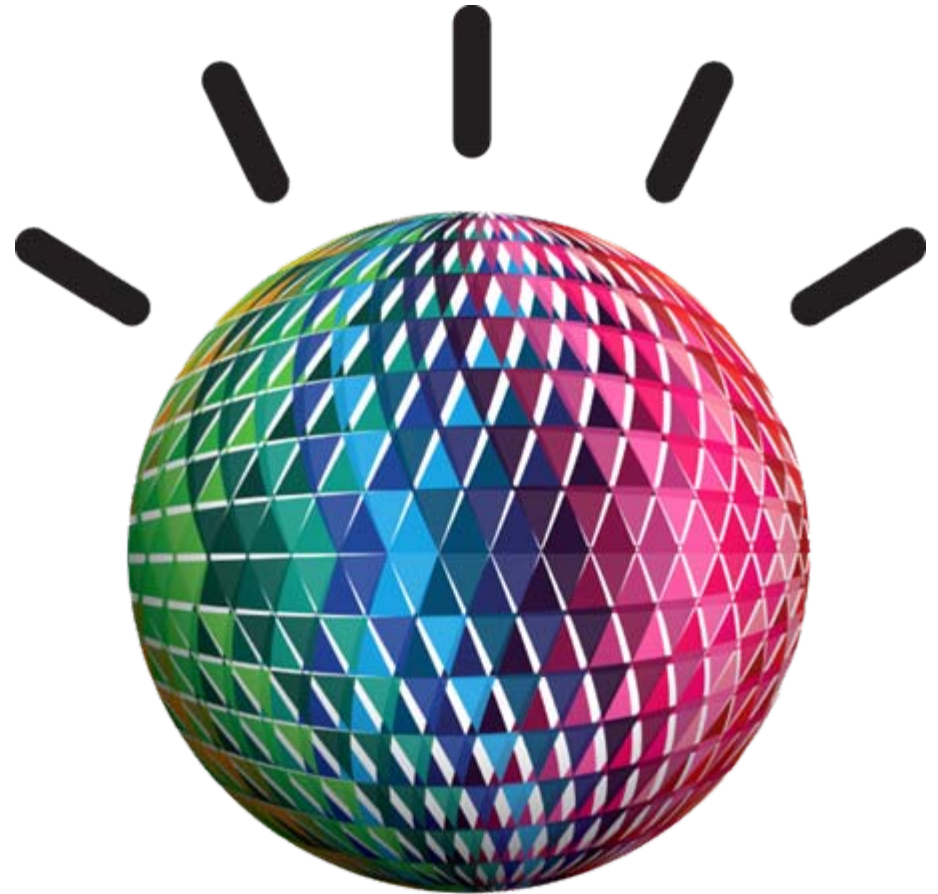
- Agile processes and decisions
- Rapid, adaptable integration
- Unbounded applications
- Flexible and intelligent infrastructure



# Successful Transformations are Built on Business Agility

## Business Agility Requires:

- Enterprise Visibility
- Operational Dexterity
- Process Integrity



***80% of CEOs think their business is going to be a lot more complex....only half of them feel equipped to manage it.***



# Set A Roadmap To Business Agility

## Execute a Strategy For Better Business Outcomes:

- Fuel New Growth
- Speed Time to Value
- Reduce Total Cost of Ownership





# Who Runs Your Business – You or Your Packaged Applications?

## Transformation Today Means:

- Take Control of Applications
- Leverage End-to-End Application Visibility for Rapid Change
- Reuse Services Across Composite Applications and Cloud



***Unbound Applications with  
Service Oriented Architecture***



# *Can You Meet the Needs of Ever Changing Customers?*

## **Transformation Today Means:**

- Deliver IT Without Boundaries
- Create Business Value in New Ways
- Improve Speed and Dexterity in Delivering New Offerings





Can you deliver  
new products and  
services rapidly?



Can you see  
what's happening  
across your  
business network?





Can you adapt your processes quickly to changing market conditions?





Can you enable  
access from new  
devices?



Can you deliver  
IT without  
boundaries?



# BPM and SOA Come Together to Differentiate the Way You Do Business Today



# Impact 2011 Business Agility Announcements

## Business Process Management

- IBM Business Process Manager
- IBM Blueworks Live
- IBM Method for Business Process Optimization
- IBM Business Monitor
- IBM BPM Industry Packs

## SOA/Connectivity and Integration

- IBM WebSphere Enterprise Service Bus Registry Edition
- IBM DataPower 9005
- IBM MQ File Transfer Edition

## Application Infrastructure/Delivery Models

- IBM WebSphere Application Server
- IBM WebSphere Application Server Feature Pack for Web 2.0 & Mobile
- IBM WebSphere Application Accelerator for Hybrid Networks and Public Networks
- IBM Workload Deployer
- IBM WebSphere DataPower Edge Appliance
- IBM CICS

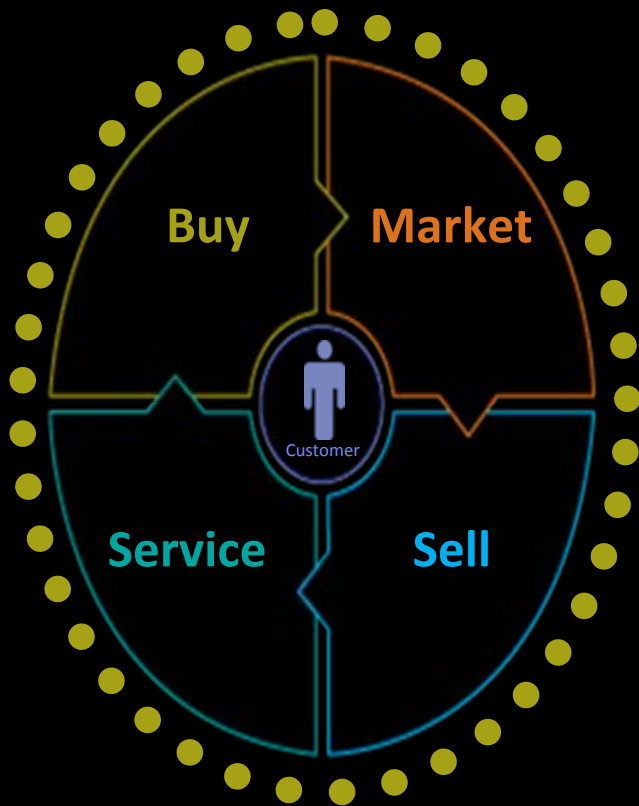
## Services/Standards

- IBM Quick Win Pilot for Business Process Management
- IBM Migration Services for Business Process Manager
- IBM Solution Mentoring
- IBM Services for WebSphere Cast Iron Integration
- IBM BPM Practice
- Cloud Standards Customer Council





# Introducing **New Smarter Commerce Offerings**



## **New Solution Offerings**

- **Coremetrics Social Analytics integrated with WebSphere Commerce**
- **Coremetrics Lifecycle**
- **Sterling Configure, Price, Quote with embedded Cognos Business Intelligence**

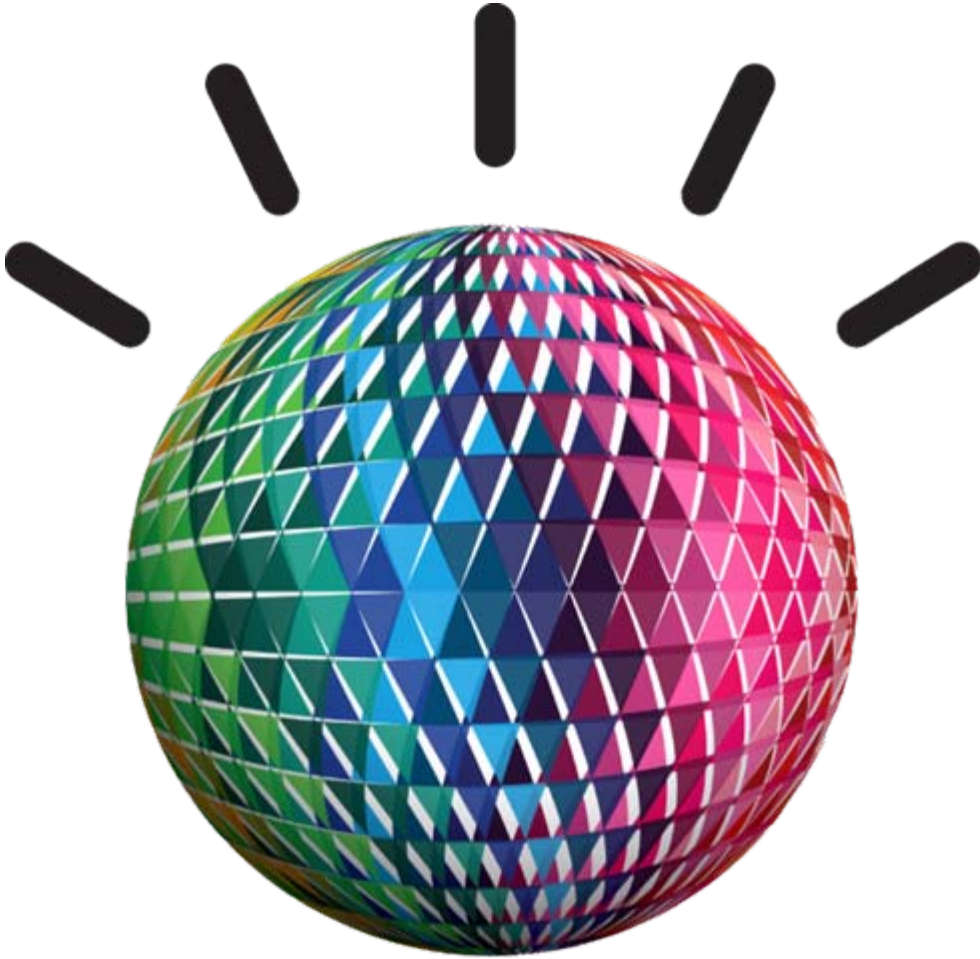
## **Enhanced Solution Offerings**

- **Coremetrics Web Analytics integrated with WebSphere Commerce**
- **WebSphere Commerce and Sterling Order Management**

## **New Services Offerings**

- **Cross-channel experience assessment**
- **Customer value strategy accelerator**





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