

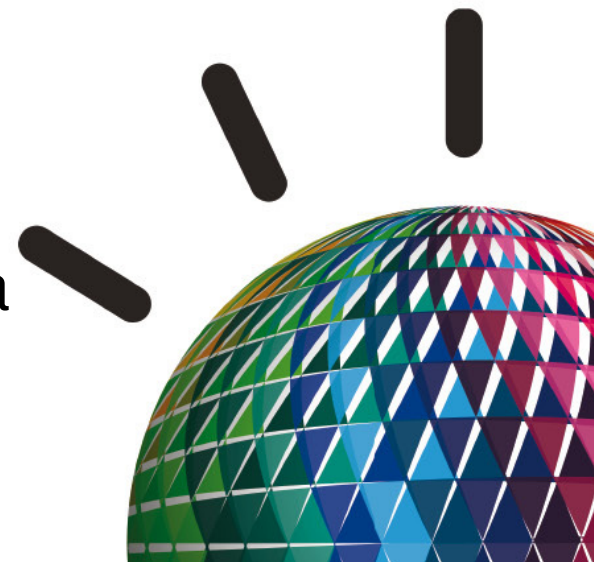
# Impact2012

L'arte di rendere il business  
più flessibile, agile e dinamico che mai.

Roma, 7 giugno 2012



**Luciano Alfo'**  
Dagli annunci di Las Vegas ad Impact Italia





## Impact Las Vegas

Impact2012

- Approximately **8,500** registrations – representing over 50 countries
- **168** clients attended the exclusive, invitation only Break Free Forum
- **550+** Clients at the Inner Circle event from **173 organizations** around the globe
- **1,300+** Business Partners registered with 800+ attending BP Summit keynotes
- **300+ external speakers** across all industries
- **1,262 Exec 1:1 meetings** hosted
- **76 Business Partner Sponsors, \$1.4M sponsorship** revenue – 108% of plan
- **17,000+ visits** to the Solution Center... **NEW Social Media Playground** a HUGE success
- **500+ sessions** in the Technical Program
- **43 sessions** in Forbes Business Leadership Forum
- **20,000+ unique page views** on Livestream in **first three days!!**



- **Business agility** is the ability of a business to adapt rapidly and cost efficiently in response to changes in the business environment. Business agility can be maintained by maintaining and adapting goods and services to meet customer demands, adjusting to the changes in a business environment and taking advantage of human resources.[\[1\]](#)



## Impact2012

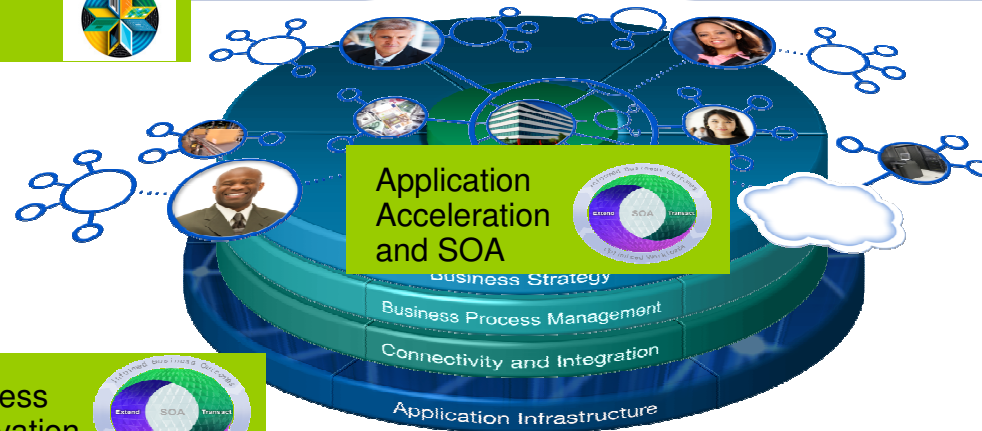
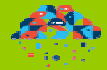
- **Extend** applications, processes, decisions and services to engage an ecosystem of innovators and reach new channels, customers and markets.

IBM Mobile Foundation



- **Transact** with process integrity, scale and speed, regardless of location, device, platform or protocol.

Cloud & Connectivity



Process Innovation



- **Optimize** processes, business operations and lifecycle in a changing world with greater visibility, governance, and collaboration.

Pure Application Systems



- **Build on a proven platform** that optimizes IT workloads and achieves better business outcomes in this interconnected world e rende semplice cio' che è complesso

- **BPM and Decision Management in Action**  
*Robert Golladay - BPM & Decision Management Sales Leader, IBM Europa  
& Antonio Lopriore WebSphere Tiger Team Leader, IBM Europa*
- **Il BPM in Coop Centro Italia** - *Adriano Visconti - CIO Coop Centro Italia*
- **Expert Integrated System: Pure Application** - *Giuseppe Ravasi – Sales Leader, IBM Italia*
- **Mobile Experience** - *Marco Dragoni - WebSphere IT Specialist, IBM Italia*
- *Light Lunch*
- **Worklight e lo sviluppo di soluzioni Mobile** - *Marco Dragoni / Giuseppe DeSio – WebSphere IT Specialists, IBM Italia*
- **Integrare Mobile, Cloud e Enterprise** - *Marco Raimondo – Connectivity Sales, IBM Europe*
- **WebSphere Application Server v8.5: virtualizzazione, java batch in Health e Liberty**  
*Antonella Bertoletti, Executive IT Specialist - SWG WebSphere, IBM Italia*
- **Dalla tecnologia all'Arte** *Romano Ciarallo – Direttore Complesso Monumentale S.Spirito in Sassia*



**Impact2012**

# Backup





# What's new and exciting at Impact 2012

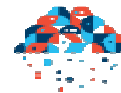
## Impact2012

### PureSystems



- **Built-in expertise** to address complex business and operational tasks automatically
- **Integration by design** to tune systems for optimal performance and efficiency
- **Simplified experience** from design to purchase to maintenance
- **Announcements**
  - IBM PureApplication System

### Cloud



- **Success in the Cloud** with security, integration and open standards
- **Rapid ROI and Lower TCO** from the industry's most advanced cloud services and software
- **Increased performance and availability** for applications through virtualization, elasticity and caching
- **Announcements**
  - IBM BPM on SmartCloud,
  - WebSphere Cast Iron,
  - IBM BI Pattern for Cloud,
  - SmartCloud Monitoring & Provisioning

### IBM Mobile Foundation



- **Faster time-to-value** by building and connecting apps using comprehensive lifecycle management tools and services
- **Reduced risk** with integrated management and security
- **Transform and extend** enterprises with improved mobile applications, plus implementation and strategy services
- **Announcements**
  - IBM Mobile Foundation
  - IBM Worklight V5.0

### Process Innovation, Application Access, SOA



- **Greater collaboration & user engagement** in business processes and operational decisions
- **Fast, flexible, and simplified** application development with enhanced resiliency and scale
- **Extend and secure** core internal services to external communities
- **Announcements**
  - IBM BPM, WebSphere ODM, WebSphere Cast Iron, WebSphere MQ, WebSphere DataPower SOA Appliances, WebSphere Application Server



## IBM PureApplication System:

Simple, efficient, flexible and virtualized application platform – *Built for cloud*

Impact2012

**Built-in expertise** to address complex business and operational tasks automatically

**Integration by design** to expertly tune systems for optimal workload performance and efficiency

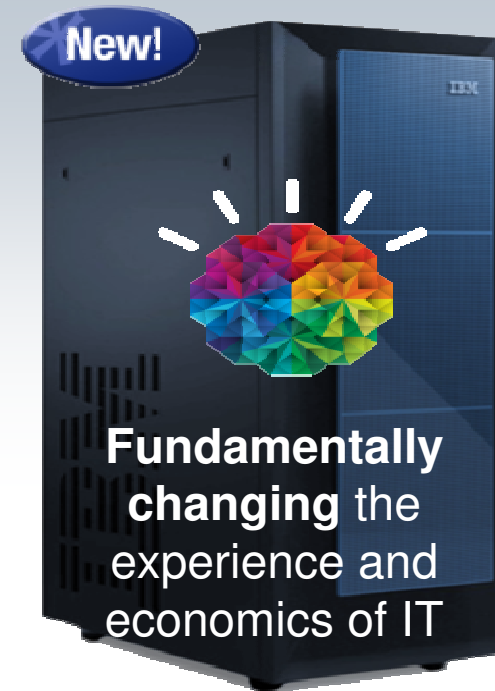
**Simplified experience** from purchase to maintenance leveraging a broad, open ecosystem

### What's new:

An application platform built on IBM Project Troy NGP

Dynamic deployable patterns of expertise

Ability to maintain and update through a single console with zero downtime







## Create new value and business opportunities with mobile

### IBM Mobile Foundation

New!

Quick **time-to-value** and comprehensive mobile application **lifecycle management** with a **unified infrastructure**

#### What's new:

- Open standards-based development
- Comprehensive back-end integration
- Integrated security and management
- End-to-end scalability, management and security
- Unified infrastructure

### IBM Worklight V5.0

New!

Enables **flexible development**, **back-end integration** and **ongoing management** of rich, cross-platform mobile apps using standards-based technologies and tools

#### What's new:

- Strong authentication framework
- Encrypted offline availability
- Enterprise back-end connectivity
- Unified push notifications
- Data collection for analytics
- Direct updates and remote disablement
- Packaged runtime skins



## Streamlined development and enhanced operations *IBM WebSphere Application Server v8.5*

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New!

**Fast, flexible, and simplified application development** with a lightweight WAS profile with ease of use & high productivity for developers



### What's new in v8.5:

- **Liberty Profile** for rapid web application creation
- **Resiliency Enhancements for Network Deployment** including: Intelligent Routing, Application Edition & Health Management, Dynamic Clustering, Enterprise Batch Workload Support
- Java 7 JDK SE, OSGi, and SCA Support
- Extend Enterprise Applications to Mobile Platforms



## Changing the way work gets done *IBM Business Process Manager v8*

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- A **single, comprehensive platform** to drive growth and agility by providing total **visibility** and management of business processes
- **Process Center and asset repository** provide maximum **collaboration & governance** required to scale up BPM programs
- **Single product with multiple entry point configurations** and deployment options for companies & programs of all sizes



### What's new in v8:

- Process Portal facilitates users working with each-other, and allows users to initiate ad-hoc processes and tasks
- In-Task Collaboration to easily access and connect with participants & experts for current task
- Supports multiple Process Centers, enabling a virtual CoE with the ability to share process artifacts across multiple Process Centers



A new experience for managing business rules

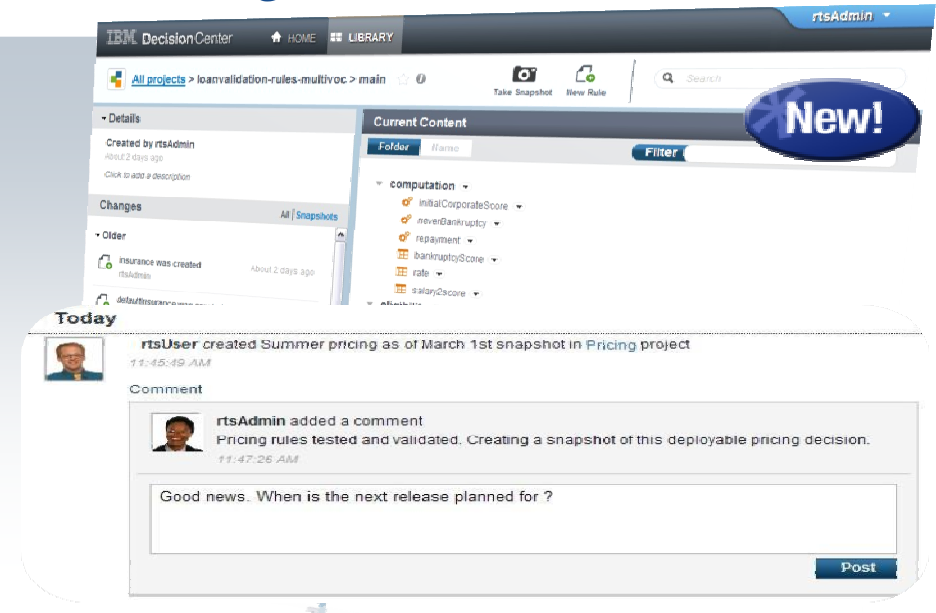
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## IBM WebSphere Operational Decision Management v8.0

Accurate, real-time **decision automation** to improve profitability, mitigate risk and ensure compliance across the enterprise

### What's new in v8:

- Brand new “social media” style interface (Decision Center Business Console) improves business team communication and collaboration
- Decision simulation performance improvements for large-scale data processing
- Event and rule execution integration enhancements
- Testing and simulation capabilities for mainframe-based business rule applications





## Accelerating delivery of next generation applications *IBM WebSphere MQ V7.5*

Impact2012

A **fully integrated messaging** solution with **secure, reliable and scalable** data movement for today's development needs



### What's new in v7.5:

- Enhanced utilization of messaging through use of Managed File Transfer solutions over the messaging backbone
- Access to end-to-end message encryption capability with a single install
- Increased entitlement to integrated Telemetry capabilities reducing TCO of Mobile applications and smarter planet technology
- Client applications gain access to transactional integrity and updates across all environments



## AIM announcements at Impact 2012

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Business Process Management	<ul style="list-style-type: none"><li>• IBM Blueworks Live</li><li>• IBM Business Process Manager v8 for distributed and z/OS, BPM on SmartCloud, BPM for Mobile, BPM for PureSystems (SOD)*</li><li>▪ WebSphere Operational Decision Management v8.0 for distributed and z/OS</li><li>▪ IBM Business Monitor V8 for distributed and z/OS</li><li>▪ Additional announcements for ISSW, ECM and SPSS</li></ul>
Connectivity and Integration	<ul style="list-style-type: none"><li>▪ IBM WebSphere Service Registry and Repository v8.0 for distributed and z/OS</li><li>▪ IBM SOA Policy for Enterprise Connectivity Pattern (SOD)*</li><li>▪ DataPower v5.0 firmware</li><li>▪ Application Optimization for XG45</li><li>▪ XB60 and XB 62 B2B volumetrics</li><li>▪ Cast Iron v6.2</li><li>▪ IBM WebSphere MQ v7.5</li></ul>
Application Infrastructure	<ul style="list-style-type: none"><li>▪ IBM WebSphere Extreme Scale v 8.5</li><li>▪ IBM WebSphere DataPower XC10 v2.1.0</li><li>▪ IBM WebSphere Application Server v8.5</li><li>▪ IBM Debug Tool for z/OS</li><li>▪ IBM Fault Analyzer for z/OS</li><li>▪ IBM File Manager for z/OS</li><li>▪ IBM Performance Analyzer for z/OS</li><li>▪ IBM Workload Simulator for z/OS V1.0.0.1</li><li>▪ IBM WebSphere Extended Transaction Runtime V2.1</li><li>▪ CICS Transaction Server for z/OS V5.1 Open Beta</li><li>▪ CICS Explorer V1.1.1</li><li>▪ CICS Explorer plug-in for CICS Performance Analyzer for z/OS V3.2.1</li><li>▪ CICS Explorer plug-in for CICS Configuration Manager for z/OS V2.1.1</li></ul>
Expert integrated systems	<ul style="list-style-type: none"><li>▪ IBM PureSystems Application System v1.0</li><li>▪ IBM Business Intelligence Pattern for Cloud v1.0</li></ul>
Mobile	<ul style="list-style-type: none"><li>▪ IBM Mobile Foundation</li><li>▪ IBM Worklight v5.0</li></ul>



## Cross-brand announcements at Impact 2012

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Rational	<ul style="list-style-type: none"><li>▪ WebSphere Application Server Tools Editions for Eclipse (featuring Rational Application Developer 8.5 and WAS 8.5)</li><li>▪ IBM WebSphere Application Server - Tools Edition (featuring Rational Application Developer 8.5 &amp; WAS 8.5)</li><li>▪ Green Hat Acquisition</li><li>▪ IBM Mobile Foundation Platform</li><li>▪ Rational Application Developer v8.5</li><li>▪ APM Accelerator 2.0 **</li><li>▪ Integrated Solution for System z Development *</li><li>▪ Rational Development and Test Environment for System z *</li></ul>
Information Management/Business Analytics/Enterprise Content Management	<ul style="list-style-type: none"><li>▪ SPSS Decision Management 6.2 Software as a Service</li><li>▪ SPSS Analytical Decision Management 7.0</li><li>▪ SPSS Modeler Premium Server 15.0 (with Entity Analytics and Scoring Adapter for Netezza)</li><li>▪ DB2 10</li><li>▪ Smarter Analytics</li><li>▪ MDM 10</li></ul>
Tivoli	<ul style="list-style-type: none"><li>▪ IBM Endpoint Manager for Mobile Devices 8.2</li><li>▪ IBM SmartCloud Application Performance Management (Preview)</li><li>▪ Open Beta Programs for IBM SmartCloud Application Performance Management (details to be listed on the IBM Service Management website)</li><li>▪ Service Health for IBM SmartCloud Provisioning (ISM Library code, free to download for customers)</li><li>▪ IBM SmartCloud Monitoring V7.1 (with a statement of direction on Feb 28, 2012)</li><li>▪ IBM SmartCloud Provisioning V7.1 (with statement of direction on Feb 28, 2012)</li></ul>
Industry Solutions	<ul style="list-style-type: none"><li>▪ EBICS client support</li><li>▪ Global Expansion</li><li>▪ Synchronous B2B Process Services</li></ul>
GBS	<ul style="list-style-type: none"><li>▪ BPM Competitive &amp; Readiness Assessment</li></ul>
STG	<ul style="list-style-type: none"><li>▪ System z Capacity Cloud</li><li>▪ IBM System z Disaster Recovery Capacity Cloud</li><li>▪ zEnterprise Starter Edition for Cloud for Government</li><li>▪ IBM entry cloud configuration for SAP Solutions on Power</li><li>▪ IBM SmartCloud Entry for NGP on Power</li><li>▪ IBM SmartCloud Entry for NGP on x</li><li>▪ IBM SmartCloud Entry on Power - Update</li></ul>



## The power of Business agility for Transformation, Innovation and Growth

- **Change the game to improve business outcomes**

- Technologies like mobile, social and cloud are creating a new wave of innovation. As a result, technology is moving to the core of your business outcomes, influencing new strategies, new engagements and faster delivery.
- At the same time, influence and control are moving further away. Application endpoints, requests, and data volumes are growing exponentially.
- Almost three-quarters of business and technology executives surveyed are using social technologies to collaborate with customers and partners, and 86% reported developing new offerings that rely on cloud solutions.\*
- These organizations are experiencing new infrastructure demands stemming from short-lived situational apps, ad-hoc workflows, and greater collaboration and influence from stakeholders outside of the business. Such demands are changing workload requirements. As a result, businesses need to adapt applications, processes, decisions and services to meet the new requirements.
- In this interconnected world, your platform must help you extend engagements through new channels, while increasing the security, scalability and transactional integrity of your core workloads. How can you optimize workloads to deliver better business outcomes? How can you change the game?

- **Build on a proven platform**

- You can change the game with a flexible workload-aware platform delivered by WebSphere®, and built on the core principles of SOA, in order to:
- **Extend** applications, processes, decisions and services to engage an ecosystem of innovators and reach new channels, customers and markets.
- **Transact** with process integrity, scale and speed, regardless of location, device, platform or protocol.
- **Optimize** business operations and lifecycle in a changing world with greater visibility, governance, and collaboration.
- Leverage a platform that optimizes IT workloads and achieves better business outcomes in this interconnected world through:
- [Expert integrated systems](#)
- [Mobile](#)
- [Platforms . . . Delivered by WebSphere](#)
- \* "A rising role for IT: McKinsey Global Survey results," December 2011