



WebSphere Birthday

Stefano Stinchi
Director of
WebSphere and SOA

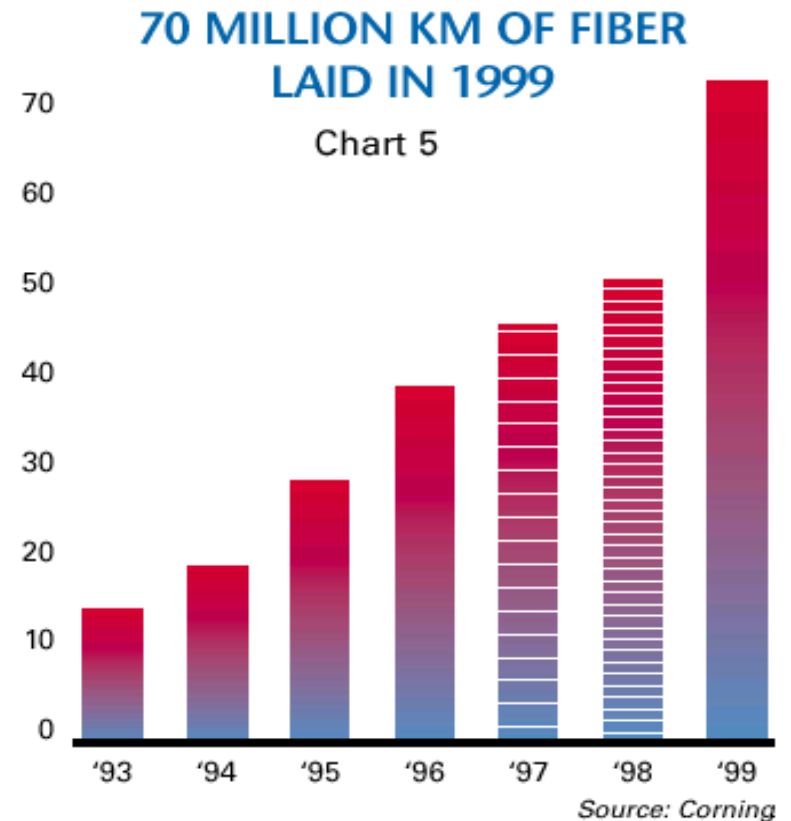
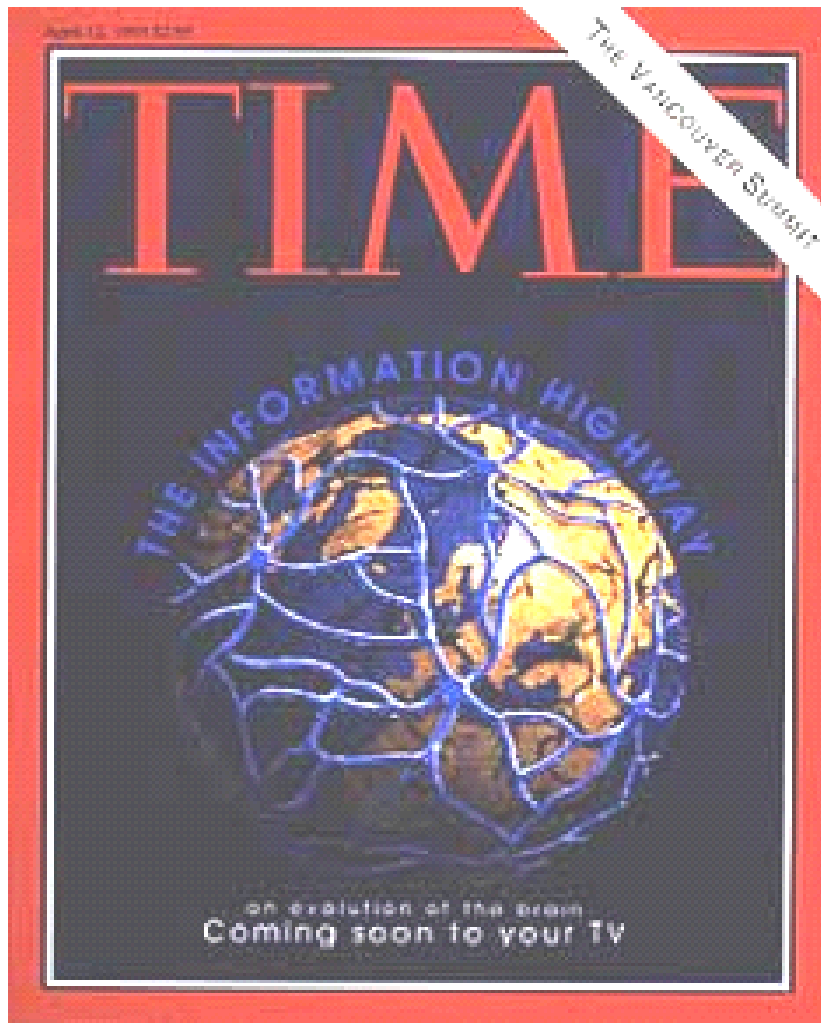
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VILLA REALE MONZA, 18 SETTEMBRE 2008

Questo evento è a Impatto Zero. Le emissioni di CO₂ sono compensate con la creazione di nuove foreste.



1998: Solutions for a Small Planet



That's Laying Fiber
at the Rate of Nearly
10,000 km/hour!!

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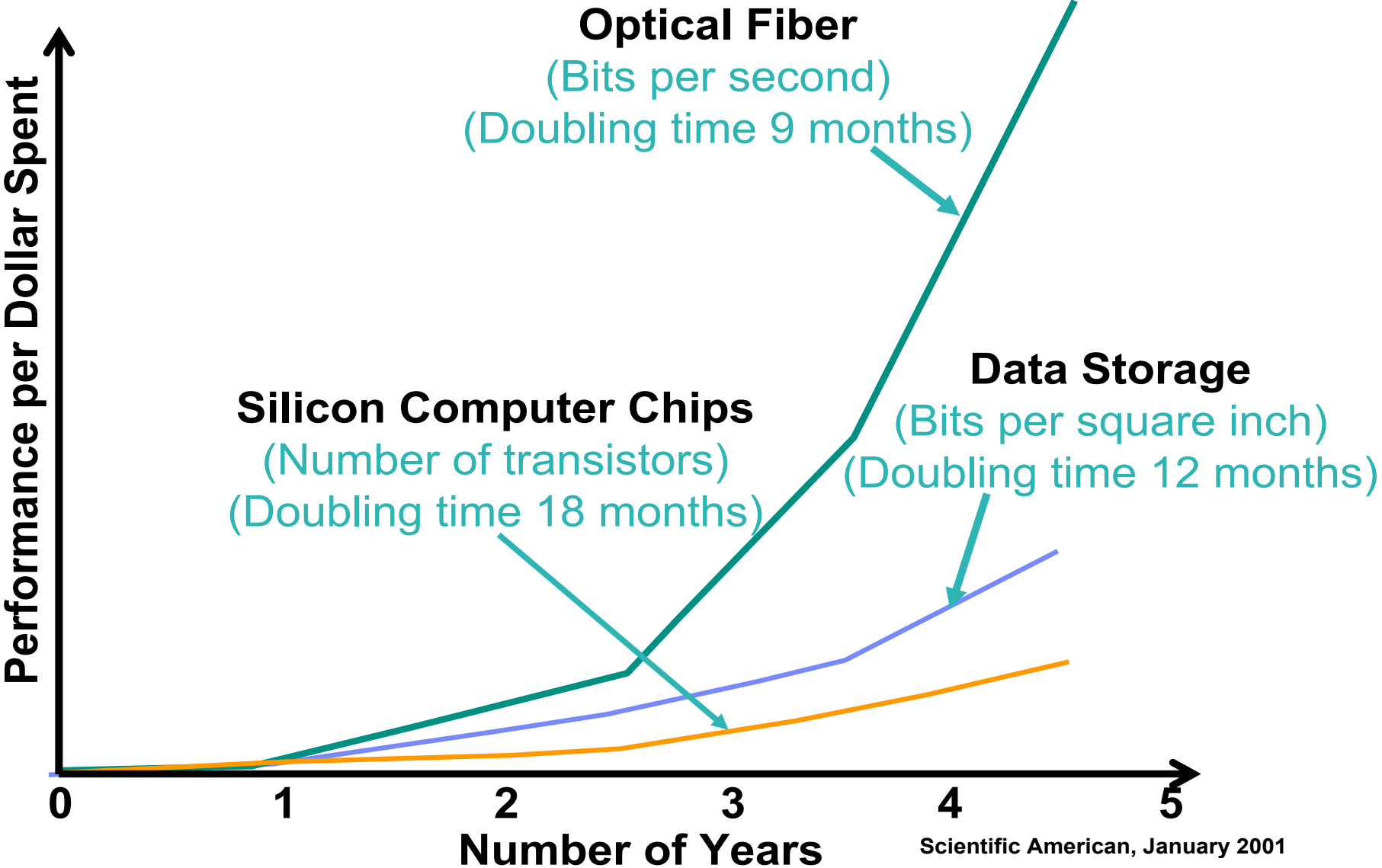


Internet Stock Boom

“It sparked a huge overinvestment in fiber-optic cable companies, which then laid massive amount of fiber-optic cable on land and under the oceans, which dramatically drove down the cost of making a phone call or **transmitting data anywhere in the world.**”

--Thomas Friedman, **The World is Flat (2005)**

Optical Networks: Will Become the Driver



1998: WebSphere is Born!

Steve Mills comes up with the name for a global product centered around the World Wide Web



WebSphere name purchased from small web integration company in California for price... and surfing trip to Hawaii!

WebSphere®

WebSphere Application Server announced May 5, 1998 at IBM Technical Interchange Conference in Orlando, Florida

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2005: The world is becoming flat

Differentiate with what makes them special and partner for the rest

Have the greatest agility to seize new opportunities

Dynamically adapt with innovative business models

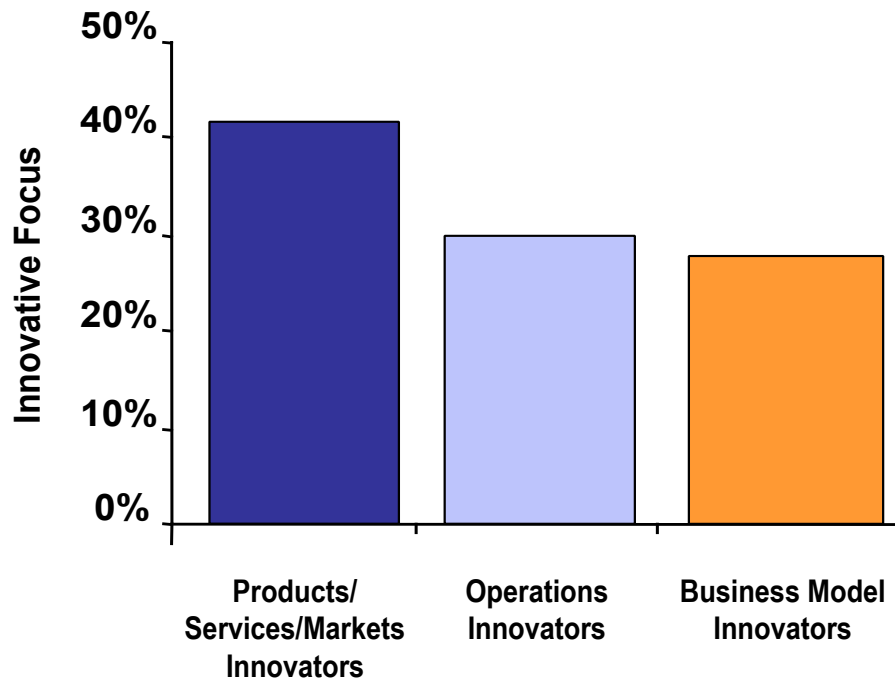
“We are taking apart each task and sending it ... to whomever can do it best, ... and then we are reassembling all the pieces”
Thomas Friedman's 'The World is Flat'

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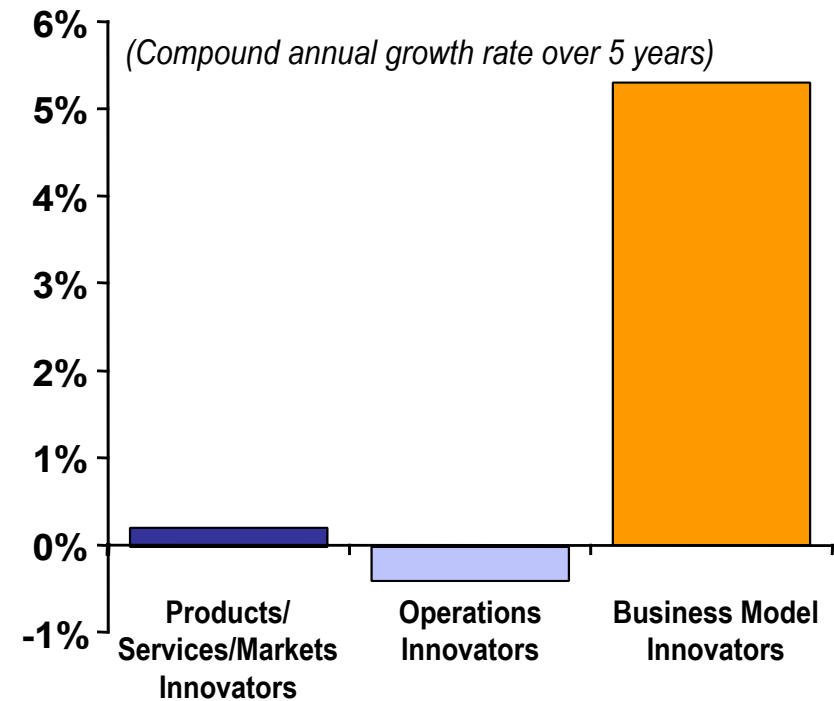


The Changes in the Global Landscape are Enabling and Mandating Innovation in Business Design

CEO Point Allocation to Type of Innovation



Operating Margin Growth in Excess of Competitive Peers



Source: IBM 2006 CEO Survey

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The payoff comes from combining IT investment with fundamental business change

Percent Increase in Total Factor Productivity

<i>75th percentile and above</i>	Management-practices Score	+ 8%	
		0%	+ 2%
<i>25th percentile and below</i>		Intensity of IT Deployment	
		<i>25th percentile & below</i>	<i>75th percentile & above</i>

The true value of an IT investment does not come from issuing a Purchase Order

Source: London School of Economics – McKinsey survey and analysis of 100 companies in France, Germany, UK and US

Average Relative Change in Total Shareholder Return

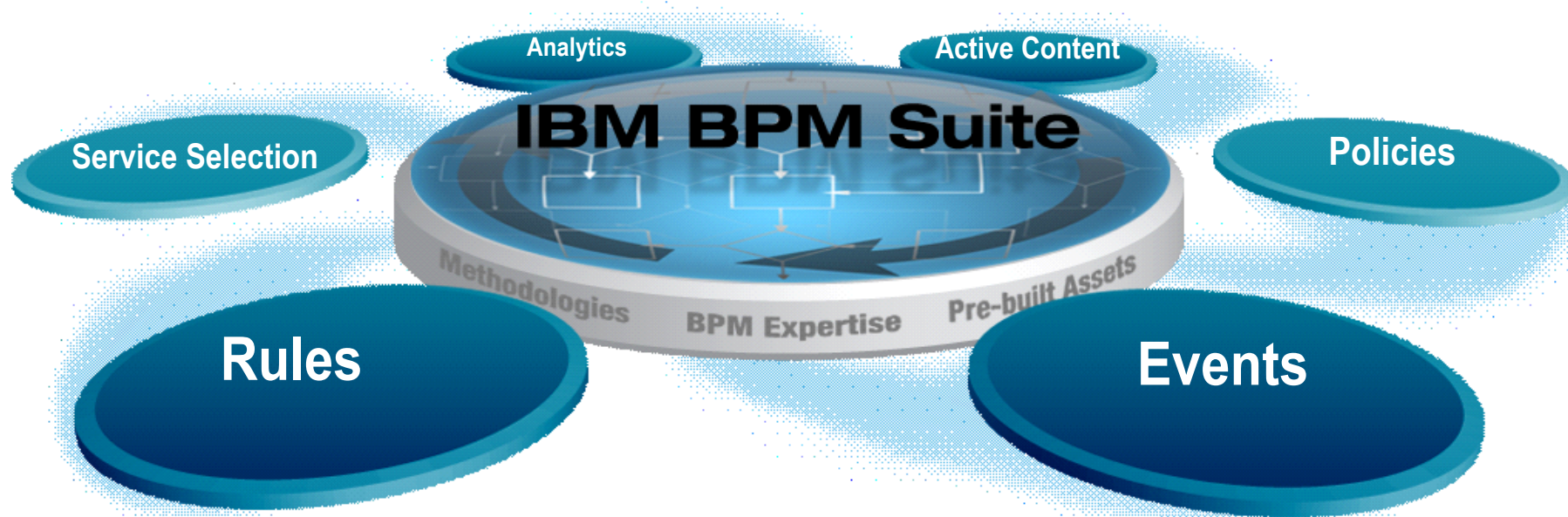
<i>Above Average</i>	Marketing Competency	+ 7.4%	
		0% Baseline	+ 3.8%
<i>Below Average</i>		IT Competency	
		<i>Below Average</i>	<i>Above Average</i>

Beyond certain key thresholds, IT spending in itself has no positive impact on a firm's performance

Source: Corporate Executive Board, "The Performance Payoff", 2006

WebSphere introduce agility in Business Processes

“Code is hard” Donald Knuth



IBM's BPM Suite is unique in enabling all ***Six Points of Agility***



2008: Smart World



But what could you do if all objects were intelligent...

...and connected?

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IBM[®]

The Internet of the Things



Sources: Siemens CT / STA / CD S, Mitsubishi Electric Research

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Sense and Respond to Business Scenario

Identify trends, tune performance, rebalance resources on-the-fly

Power and Flexibility to Respond Appropriately to a Rapidly Changing Market

Deployed Business Process



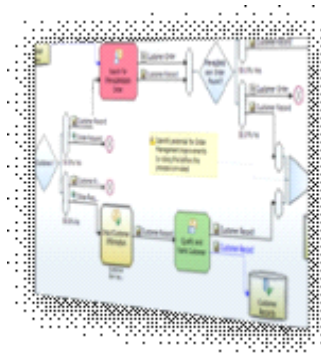
**Human
Decision
Support**

- Deep Analytics and Business Optimization



**Automated
Response**

**Continuous
Process
Improvement**



- Feedback into Modeling and Simulation



- Process Monitoring and Event Triggers

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Are You Going to Stand in the Way of Change....



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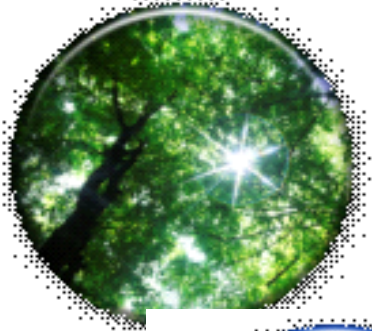
... Or Harness the Power of Change?



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WebSphere Provides Solutions to Today's Turbulent environment...



Green *Improve process efficiency, track environmental impact, and virtualize infrastructure to share resources*

Featuring: **WebSphere Virtualization Engine**
DataPower, Business Process Mgmt



Cloud *Massively scalable service provisioning and delivery through application and infrastructure virtualization and device independence*

Featuring: **WebSphere Virtual Enterprise**
WebSphere eXtreme Scale



Business Agility *Aligning Business and IT to drive greater business agility through process automation and web 2.0*

Featuring: **WebSphere sMash**
WebSphere BPM Suite
WebSphere Business Events

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Smaller + Flatter + Smarter

Globalization 1.0 was about countries and muscles.
In Globalization 2.0 the dynamic force driving global integration was multinational companies.

The dynamic force in Globalization 3.0 is the newfound power **for individuals to collaborate & compete globally**. And the lever that is enabling individuals and groups to go global is **software** in conjunction with the creation of a **global fiber-optic network** that has made us all next-door neighbors.”

Globalization 1.0

Globalization 2.0

Globalization 3.0

1500

1600

1700

1800

1900

2000

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L'EVENTO

6 novembre 2008

Spazio Novecento

Piazza Guglielmo Marconi 26/B

EUR Obelisco Roma

MATTINA

- 10.00 **Benvenuto e apertura lavori**
- 10.20 **Eventi e innovazione**
- 10.50 **Gartner**
- 11.40 **L'azienda Real Time**
- 12.20 **TDB**
- 13.00 Pranzo

POMERIGGIO

- 14.15 **La collaborazione come asset strategico dell'azienda real time**
- 14.50 **Il monitoring degli eventi dei sistemi IT**
- 15.20 **Il valore delle informazioni in uno scenario di business competitivo**
- 15.50 Coffee Break
- 16.10 **Gestire gli eventi di business per ottimizzare i processi**
- 16.35 **Infrastrutture flessibili, sicure e dinamiche**
- 17.15 Chiusura lavori

“**L'EVENTO** ti offrirà una visione integrata, arricchita da autorevoli interventi di esperti del settore. Sarà un'occasione preziosa di incontro e di approfondimento su temi quali l'estensione della **SOA** nell'era del Web 2.0, *le architetture orientate agli eventi* e le innovazioni per rendere l'infrastruttura più dinamica e sicura.”



Top Management IBM Italia

Gartner – Regina Casonato

SOA Leader - Stefano Stinchi

ILOG

Lotus - Alessandro Chinnici

Tivoli - Mauro Bonfanti

IM - Enrico Durango

WebSphere - Antonella Bertoletti

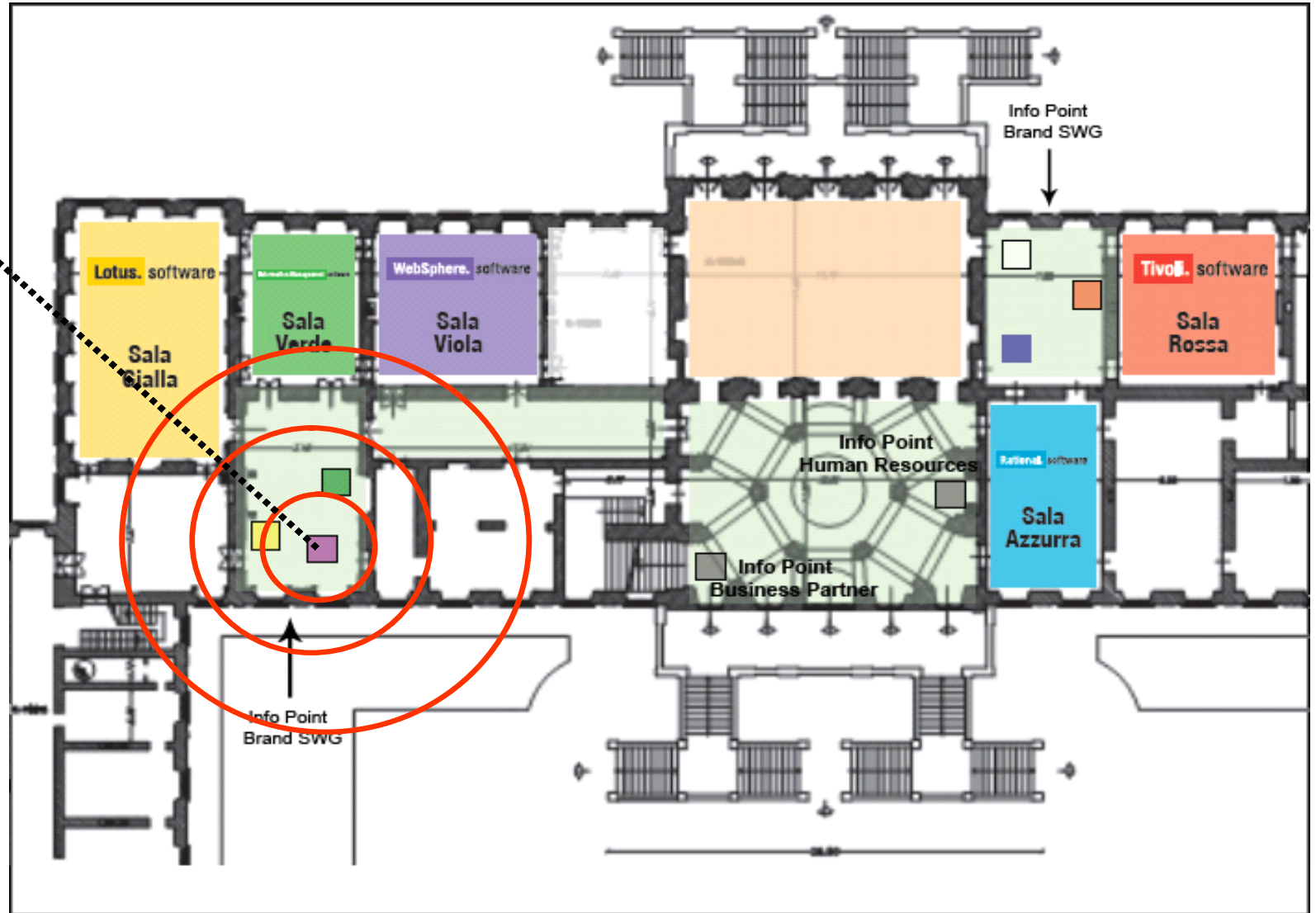
Hardware - Fabrizio Renzi

BASTA
ATTENDERCI GLI EVENTI.
INIZIAMO
A CREARE UN'AUTOREVOLI SOSTENIBILITÀ INFINITA.

WebSphere
Info Point

Wugi
sMash
Innov8
MQFTE

L'EVENTO
SOA Fall Launch
Tech Conference



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