

**BusinessConnect 2014**

A New Era of Smart



## **Manage B2B IT Complexity without draining your IT resources**

Bart Debecker

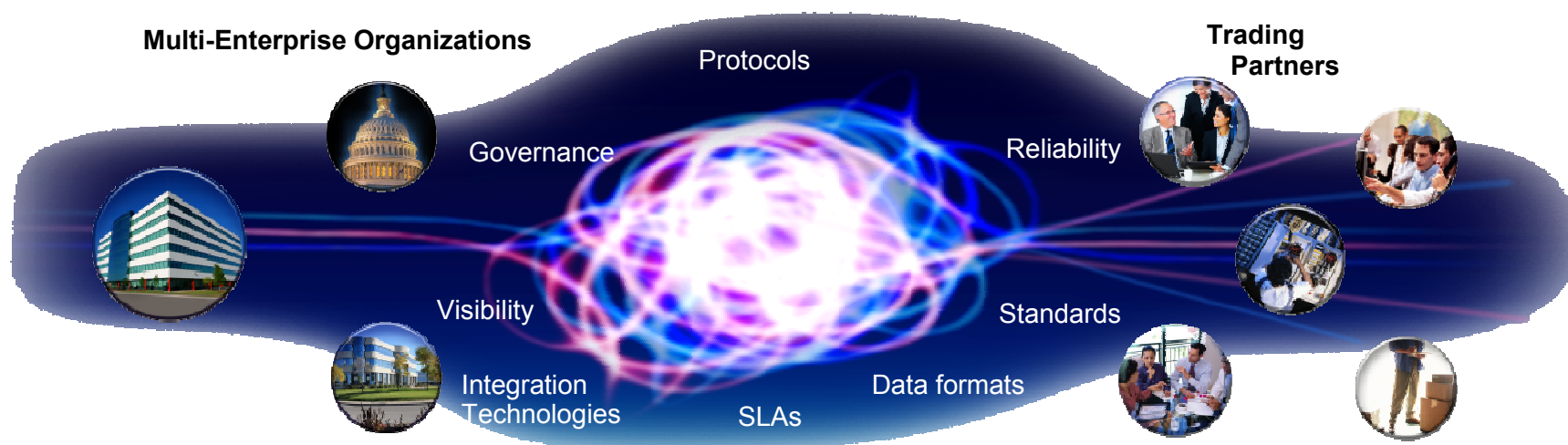
Sales Leader B2B & Integration – Middle East



# Every interaction is important



# Companies across all industries are facing an increasingly complex B2B integration problem



The need to be globally integrated is driving an expansion of ecosystems and the number of partners organizations to transact with



## B2B in companies is typically fragmented and inconsistent

- No strategy behind file transfer
  - Different ways of transferring files (sFTP, FTP, AS2, HTTPS, e-mails, fax, print, etc)
  - Silo approach
- FTP is widely used and comes with heavy limitations
  - Not secure
  - Unreliable
  - No visibility
  - No traceability
- Complex partner / customer on-boarding
  - Time consuming manual task for IT
  - Customer communicating in different formats over different protocols
  - High error margins
  - Operational overhead and complexity



# CIO's struggle with dramatic increase of data exchange

## Reach



# 90%

Enterprise apps available on mobile by 2017<sup>1</sup>

- Social
- Cloud
- Mobile

## Growth



# 75X

Growth factor of the number of files with which a data center will have to deal<sup>2</sup>

- Size
- Volume
- Complexity

## Speed



# 1–2 months

Time spent, annually, creating and amending compliance reports by 36 percent of respondents<sup>3</sup>

- Real-time risk identification
- Demands for quicker audit response

### Data exchange and transfer implications

- More file-based information moving inside and outside the organization
- More points of connections
- More methods of transfer (business to business [B2B], system-centric, person-centric)



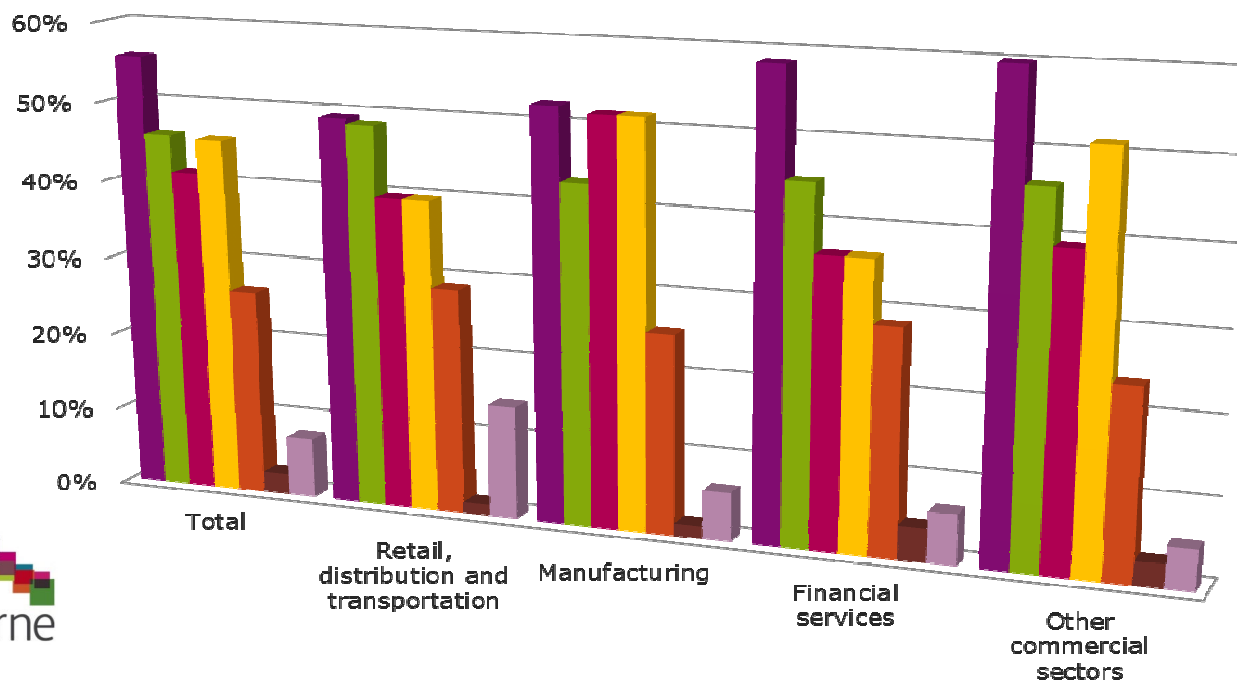
<sup>1</sup> Gartner, "Bring your own Device Program Best Practices", December 20, 2012, <http://www.gartner.com/technology/topics>

<sup>2</sup> IDC, *Extracting Value from Chaos*, Doc #1142, June 2011.

<sup>3</sup> Thomson Reuters Accelus, *Cost of Compliance Survey 2013*, Susannah Hammond and Jane Walshe, February 2013.

# Top concerns around Managed File Transfer across industry

Which of the following issues limits the effectiveness of your file transfer systems?

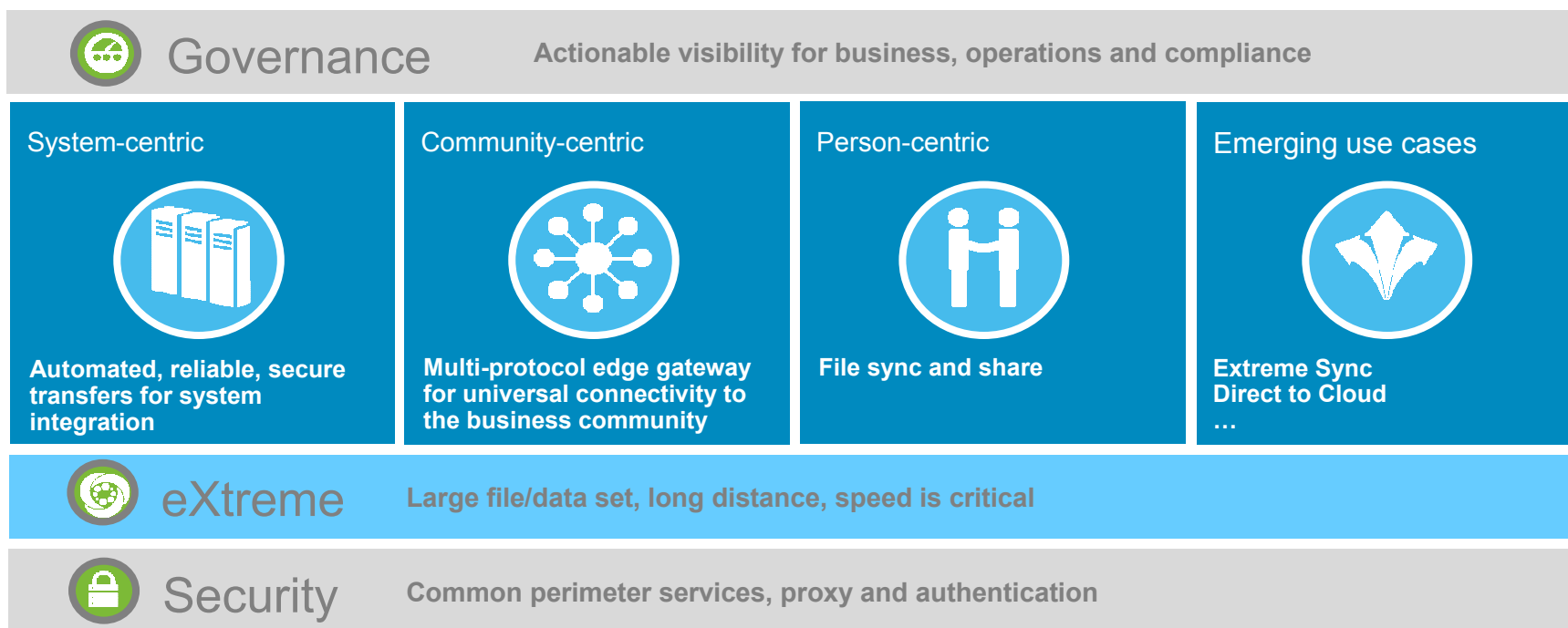


2013 Vanson Bourne B2B Integration and MFT Global Study for IBM

■ Security ■ Growth ■ Complexity ■ Speed



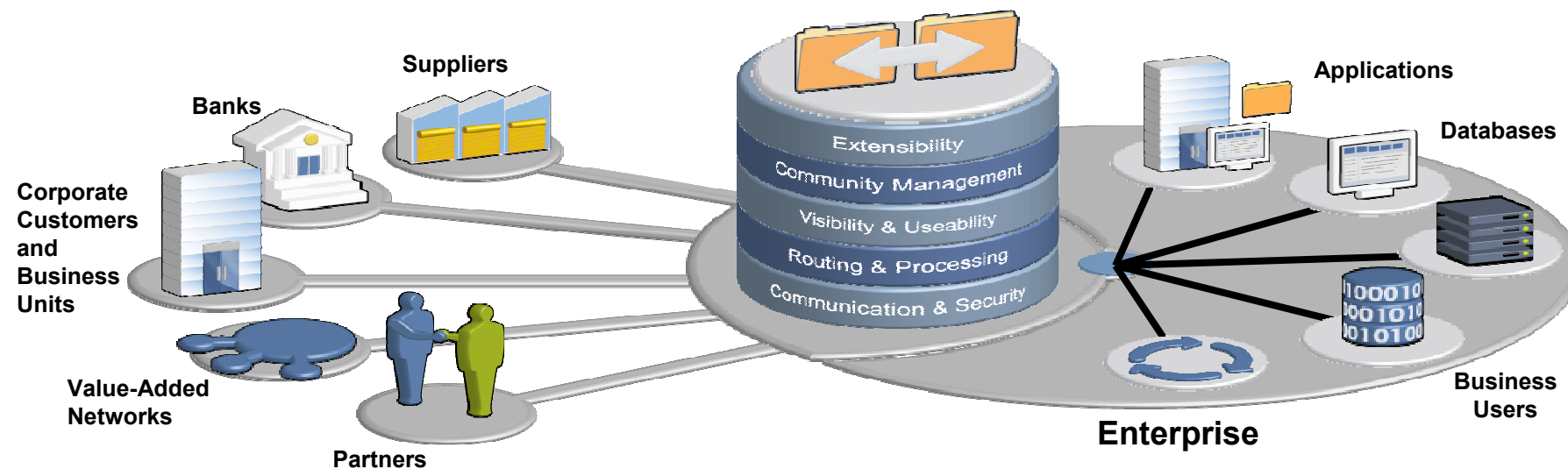
# The IBM Managed File Transfer suite enables enterprises to reliably and securely govern all critical information flows across the business



# Sterling File Gateway

The next generation B2B-enabled managed file transfer solution:

Advancement of capabilities that combine  
Sterling's leading B2B integration gateway and file transfer solutions





## B2B & Integration per industry

### Banking and Finance

- Use cases: payments, transactions, transfers, WPS.
- Connecting to: Other banks, corporate customers, governments.
- ROI: Speed of on-boarding, launching services, reducing cost, risk mitigation.

### Government

- Use cases: Various transactional, depending on government from text, video, audio.
- Connecting to: Other government departments (G2G), citizens (G2C), businesses (G2B)
- ROI: Security, reducing cost, visibility, compliance.

### Telco

- Use cases: Billing transactions, EDI integration with vendors and customers.
- Connecting to: Vendors, customers, partners.
- ROI: Speed of on-boarding, reducing IT and operational cost, reporting, security.



## B2B & Integration per industry

### Retail

- Use cases: Electronic data exchange, application integration, order to cash.
- Connecting to: Entire vendor and partner network
- ROI: Reduce administrative costs, avoid penalties due to operational errors, security, visibility

### Transportation and logistics

- Use cases: Connecting EDI systems, package tracking and proactive, notifications, merge-in-transit, cross-docking
- Connecting to: Partners and customers.
- ROI: Supply chain visibility, reduce cost, speed of on-boarding and delivering service to customers.

### Healthcare

- Use cases: Health claims, claims status, enrollments, authorizations, payments.
- Connecting to: Insurance companies, hospitals, doctors, pharmacies, healthcare providers.
- ROI: Speed of on-boarding, reduce cost, monitoring, SLA management, security.



# Business outcomes

BUSINESS OUTCOMES:

**Decrease time to revenue** from new customers, suppliers and partners

**Reduced security exposure** from data exchange

**Removed latency and cost** from the value chain

**Became easier to do business** with

Accelerated resolution of issues and **increased customer satisfaction**

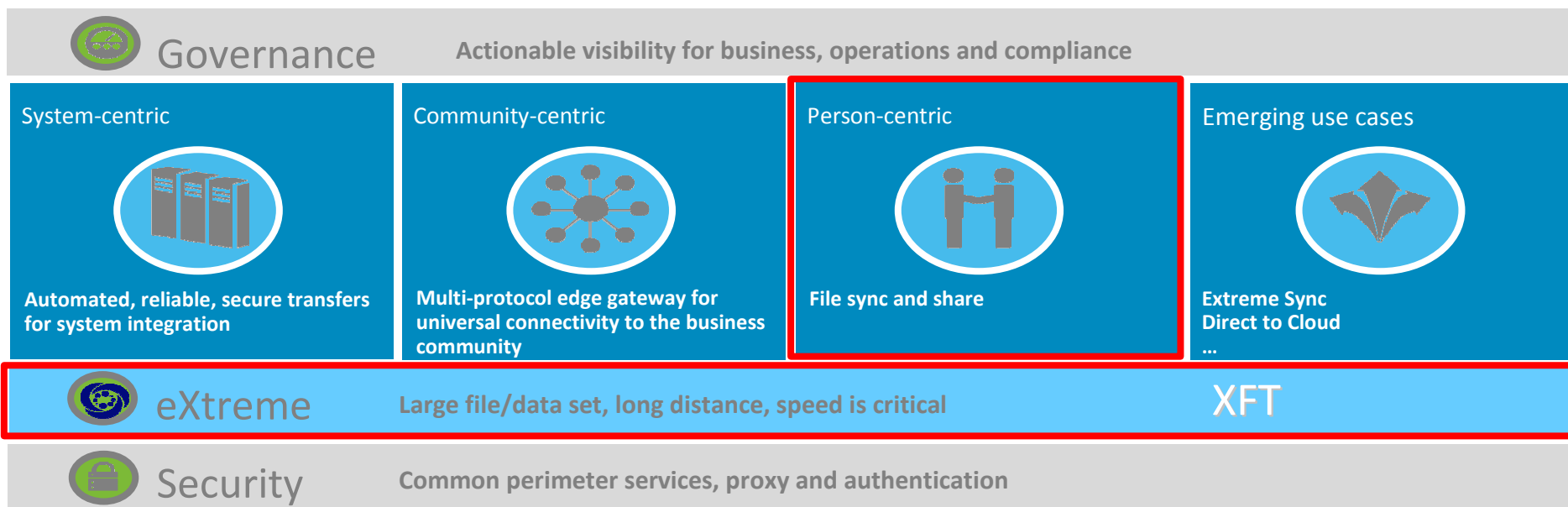
**Blue Rhino**

**75%**

Reduction in partner onboarding time



# Extreme File Transfer solution embedded into the IBM Managed File Transfer portfolio





## Aspera High-speed Transfer

Moving the world's data at maximum speed

## An innovator in moving the world's biggest data at maximum speed

### Capabilities:

Extreme file transfer software, Enterprise File Sync and Share, Email/mobile/cloud integration

### Founded:

2004 in Emeryville, California

### Markets Served:

Over 2000 customers in Media & Entertainment, Government, Telecommunications and Life Sciences

### Sweet spot:

Large files/data sets, long distance, where speed is critical

### The Aspera Difference:

Patented *fasp*™ transport technology



## Technology shifts are creating IT challenges



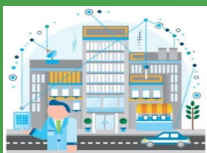
Big data and advanced analytics

- How to move big data/sets to analytic platforms



Cloud computing

- How to move data to – through – from cloud platforms



Mobile

- How to provide enterprise secure ways to sync and share data



# Larger volumes and size of data has created challenges in many industries



## Telco, Media and Entertainment

- Challenged to effectively distribute large media assets through their rapidly expanding digital supply chain



## Life Sciences

- access Big Data sets that are changing daily (e.g. Genomic data)



## Government

- Critical analysis hampered by slow transfer of intelligence data sets (e.g. satellite surveillance imagery)



## IT application development

- Faced with challenges to global development, QA, test and support of large-scale applications and engineering processes



## Oil, Gas and Next Gen Energy

- Challenged to move giant seismic data sets from remote locations across data centers for processing and analysis



## Financial Services

- Depend on high speed synchronization of data across geographies for critical business continuity capabilities





## Aspera delivers clear business value

20x

Reduction in transfer times – transfer that was taking 10 hours now 26 min.



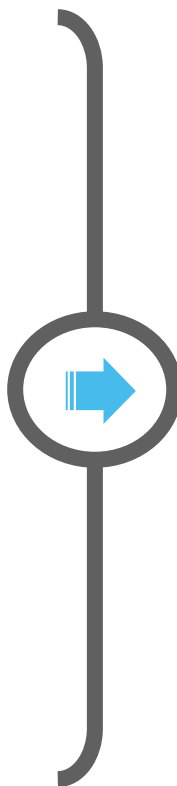
4x

Reduction in process turnaround – media collection to broadcast from 6 to 1.5 days



97%

Increase in network utilization – from 2% to 99% for file transfer



### Business outcomes

- Speed the process synchronization for digital supply chains
- Provide high performance distribution and synchronization of Big Data sets
- Accelerate the reliable flow of information and the processes that depend upon it
- Enable organizations to reliably, quickly and securely move new workloads to/from the cloud



# Performance tests demonstrate the advantage

Bandwidth Scenarios	File Sizes	Distance					
		Across US		US – Europe		US – ASIA	
		10 GB	100 GB	10 GB	100 GB	10 GB	100 GB
FTP	100 Mbps						
	1 Gbps	10-20 Hrs	Impractical	15-20 Hrs	Impractical	Impractical	Impractical
	10 Gbps						
Aspera fasp™	100 Mbps	14 Min	2.3 Hrs	14 Min	2.3 Hrs	14 Min	2.3 Hrs
	1 Gbps	1.4 Min	1.4 Min	1.4 Min	1.4 Min	1.4 Min	1.4 Min
	10 Gbps	8.4 Sec	1.4 Min	8.4 Sec	1.4 Min	8.4 Sec	1.4 Min

Cross US – Add 1% to 5% Intercontinental – Add 1% to 10%

**SPEED:** Much faster than TCP-based protocols like FTP over a WAN (example of a 10Gb file)

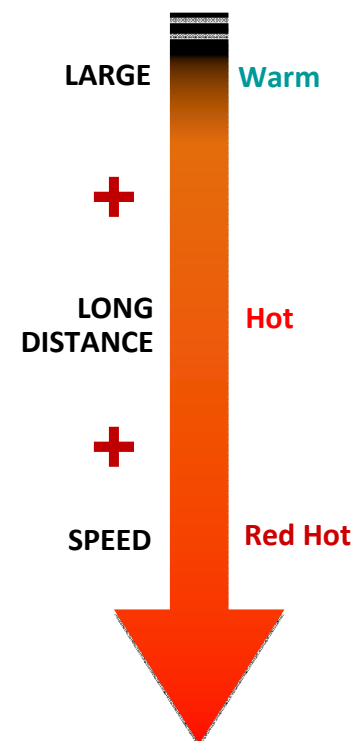
**PREDICTABILITY:** Predictable performance over any distance

**SCALE:** Performance scales with available Bandwidth



## Keys to uncovering a need for Aspera: Large, Long distance and Speed critical

- **Is it LARGE Files/Data sets?**
  - Start at 10GB as reasonable definition
- **Is the transfer over a LONG DISTANCE (cross-country or global)?**
  - Type of the network doesn't matter: Public/private, WAN network or Satellite
- **Is this file delivery SPEED CRITICAL to the business?**
  - Is Predictability, Reliability and Visibility important? (business cares)



## IBM experience

### Reliable solutions

to manage risk and protect your critical business information

- **50 + customers in the Middle East rely on Connect: Direct** protocol which has never been breached

### 30,000+

satisfied clients worldwide with solutions that address the needs of many industries

- 80 percent of the top global banks (based on assets or marketplace capitalization)
- Leading global retailers on four continents
- Leading manufacturers in North America, Europe and Japan
- Major government agencies from North America to Australia
- Healthcare providers and payers in the United States and major pharmaceutical firms in North America and Europe

### 5.5 million

transactions daily through the B2B cloud

- A global network provides access to 300,000 pre-connected trading entities



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