Optimization

Innovation

Drives need for continuous IT

optimization

Optimization

Innovation

Fuels investments in

innovation

CEOs looking for new ways to stimulate demand & loyalty

CIOs work as senior business leaders to balance innovation & optimization

Leaders identify gaps in ability to execute

CEOs looking for new ways to stimulate demand & loyalty

CIOs work as senior business leaders to balance innovation & optimization

Leaders identify gaps in ability to execute

The overriding challenge: EXECUTION

Customers

Business

Development

Operations

41%

experience development delays

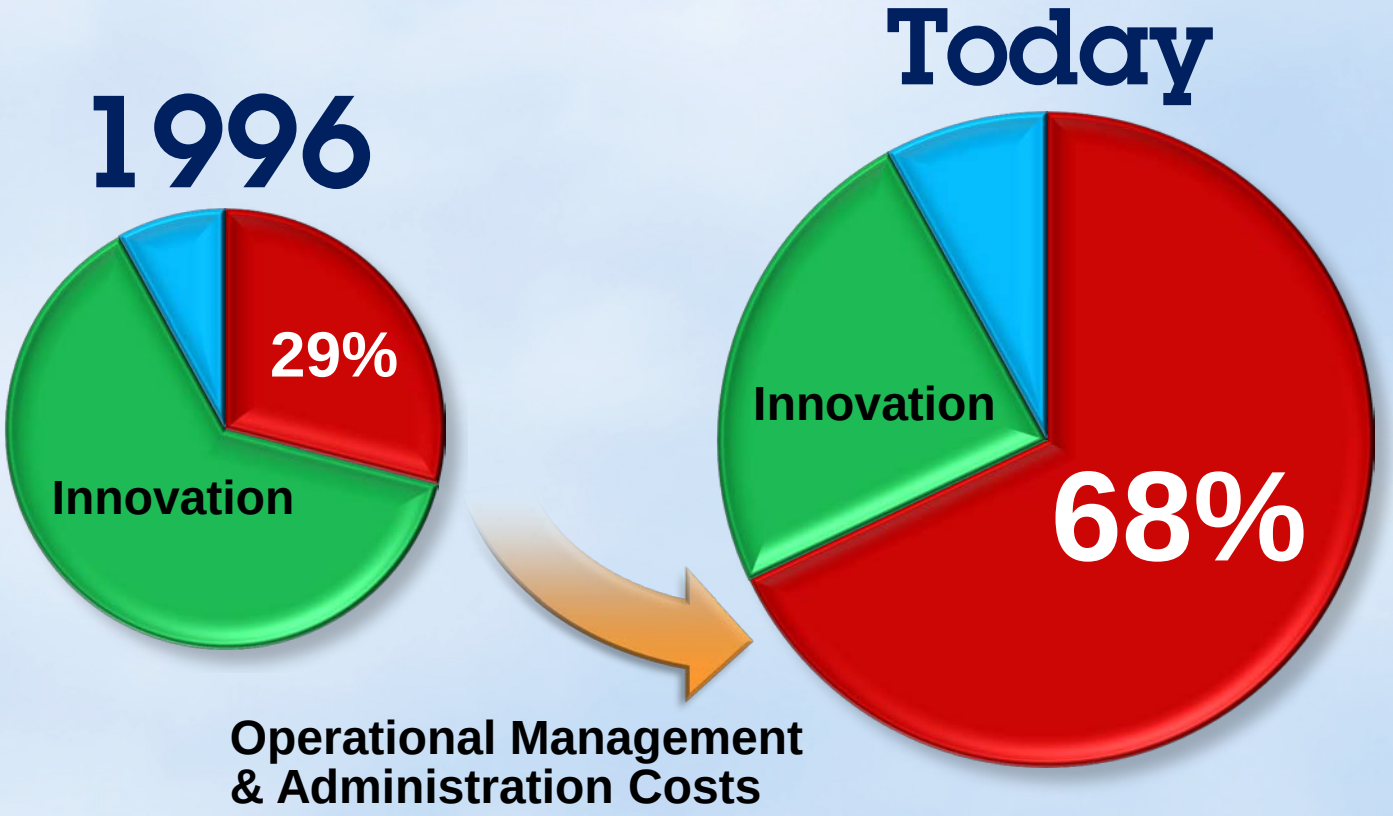
34%

experience deployment delays

45%

experience production delays

Source : A commissioned study conducted by Forrester Consulting on behalf of IBM, 4Q2011


1996
29%
Innovation
Today
Innovation
68%
Operational Management
& Administration Costs

A flexible, open approach is critical

Private Clouds Hybrid Public Clouds

Visibility

Control

Automation

Visibility

to **see** and **understand**
your business in **real time**

Taiwan High Speed Rail

Visibility

Condition-based maintenance

- **99.15%** of trains within **6 seconds** of schedule
- **Improved** safety, reliability, asset utilization & asset life

Control

to **transform** and **adapt**
while limiting **risk & cost**

Li & Fung

Control

Endpoint Management

- Improved endpoint coverage from 50% to **100%** with near real-time reporting
- **95%** reduction in servers, **6X** reduction in admin staff

Automation

to **achieve** greater
efficiency and **agility**

American Greetings

Automation

Dynamic provisioning

- Deployment times reduced from hours/days to **minutes**
- **2X** improvement in admin productivity

Visibility, Control and Automation at IBM

Storage virtualization

50% Lower unit cost of storage

Endpoint Management

78% Fewer workstation issues

Dynamic provisioning

120X Faster deployment (1hr vs 5 days)

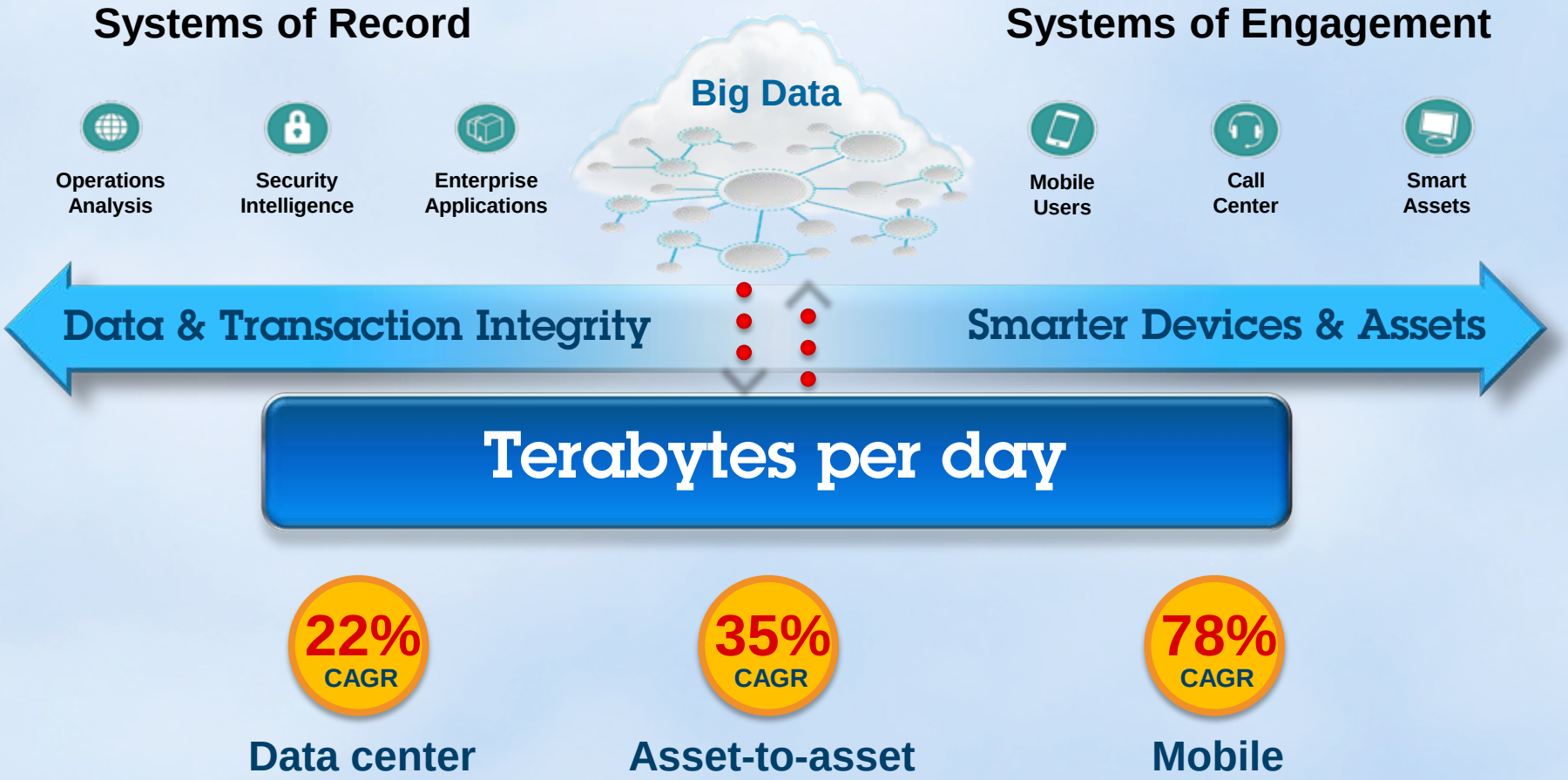
Asset Management

93% Fewer software licenses

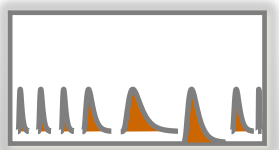
Operational Big Data changes everything

- Visibility
- Control
- Automation

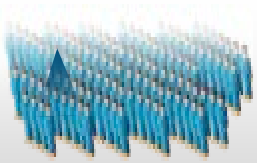
Systems of Record
Systems of Engagement
Big Data
Operations Analysis
Security Intelligence
Enterprise Applications
Mobile Users
Call Center
Smart Assets
Data & Transaction Integrity
Smarter Devices & Assets


Systems of Record
Systems of Engagement
Big Data
Operations Analysis
Security Intelligence
Enterprise Applications
Mobile Users
Call Center
Smart Assets
Data & Transaction Integrity
Smarter Devices & Assets
Terabytes per day
22% CAGR
Data center
35% CAGR
Asset-to-asset
78% CAGR
Mobile

Data Correlation ⇄ **Integration** ⇄ **Predictive Analytics**



Problem Isolation



Outage avoidance

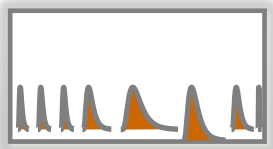
Optimization

Insight & Care

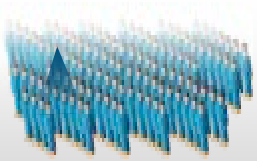
Data Correlation ⇄ Integration ⇄ Predictive Analytics

Visibility *Control* *Automation*

Real-time Analytics and Visualization

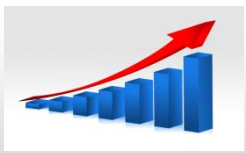


Problem Isolation



Outage avoidance

Optimization



Insight & Care

Data Correlation ⇄ **Integration** ⇄ **Predictive Analytics**

IBM Predictive Asset Optimization

Signature Solution

- **Improve asset availability, utilization & performance**
- **Predict asset failure**
- **Ensure the right employee is working on the right task**

41% REDUCTION

in major incidents

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41% REDUCTION
in major incidents

ClassNK 200 million GT First in Class

Cambridge Canada
It's all right here

iPad
3:01 PM
86%
Cell Site Operations2
Cell Towers
Search
CELLSITE020
CELLSITE019
CELLSITE018
CELLSITE017
CELLSITE016
CELLSITE015
CELLSITE014
CELLSITE013
CELLSITE012
CELLSITE011
CELLSITE010
CELLSITE009
Availability
94
Gas Remaining (hr)
109
Door Ajar
Work Orders
Filter
Work Order Status
TICKETID
REPORTDATE
DESCRIPTION
NEW 237247 Jan 7, 2013 2:28:37 TSL154:35:SetPoint_Changed
RESOLVED 12422 Oct 1, 2012 10:49:0 TSL154:35:Cell_Tower_Door_Open|(DOOR_STATUS=ON) ON TSL154:35 C
NEW 12505 Oct 1, 2012 11:00:3 TSL154:35:Gen_Power_ON_Status
NEW 12560 Oct 1, 2012 11:13:3 TSL154:35:Cell_Tower_Door_Open
NEW 12626 Oct 1, 2012 11:42:0 TSL154:35:Tower_Light_Bad

Innovate with us

30,000+

Peers and subject experts

18

Open beta projects

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