

Pulse

Comes to You



The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes.

Managing the World's Infrastructure

Dynamic Infrastructure - “The Why”

Lee Blakemore

Director WorldWide Sales, Maximo Asset Management

Tivoli Software



The change gap ...

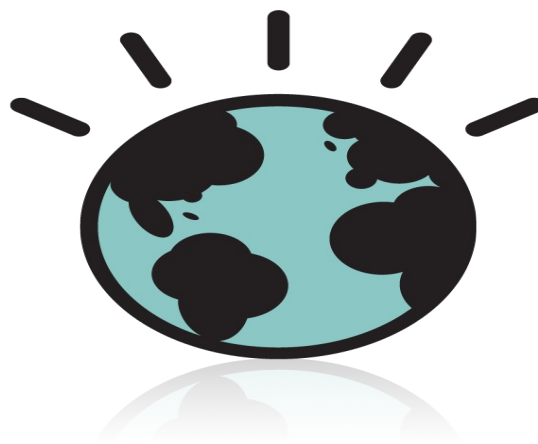
1100 CEOs surveyed
across all industries

8 in 10

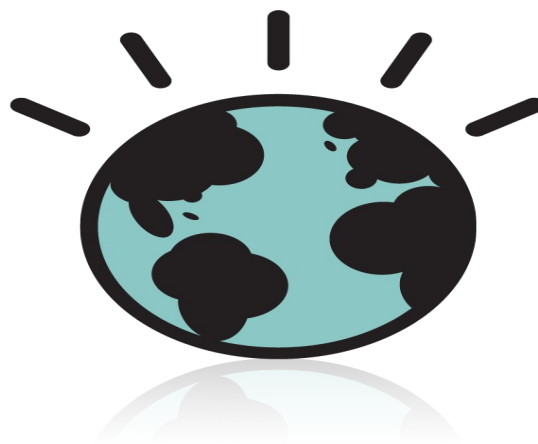
CEOs anticipate
turbulent change and bold moves



The world is smaller and flatter.



It's time to start thinking differently about infrastructure.



Globally, systems and infrastructure are reaching a breaking point.



- Explosion of data, transactions, and digitally-aware devices strains IT infrastructure and operations.
- Exponential growth in communications, subscribers and services exposes bandwidth limitations.
- Supply inefficiencies and demand spikes tax energy and utility systems.
- Clogged and congested roadways impact productivity.
- Networks, supply chains, and borders face a proliferation of new risks and threats.

Meanwhile, customer expectations and competitive pressures are increasing.



The need for progress is clear.

85% idle

In distributed computing environments, up to 85% of computing capacity sits idle.

40 billion

Consumer product and retail industries lose about \$40 billion annually, or 3.5 percent of their sales, due to supply chain inefficiencies.

33%

33% of consumers notified of a security breach will terminate their relationship with the company they perceive as responsible.

1.5x

Explosion of information driving 54% growth in storage shipments every year.

75¢ per \$1

75% on average is spent on maintaining current IT infrastructures versus adding new capabilities.



The opportunity for progress is clear.

**Handles over
50% of global
trades**

CLS:

In partnership with IBM, CLS created the world's first and only global system for real-time simultaneous and irrevocable settlement of payment instructions and foreign exchange transactions, peaking at \$5.4 trillion a day and growing.

**1.5M new
customers
each month**

Bharti Airtel:

Infrastructure integrates channel and customer facing processes - enabling a seamless customer experience, higher customer satisfaction - more profitable growth in the highly competitive mobile communications market in India.

**\$75M annual
operating cost
savings**

DTE Energy Company:

Projects US\$75M in annual operating cost savings by undertaking a massive consolidation of business systems and standardization across all business units.



We must move past today's challenges to seize tomorrow's opportunities.

HOW CAN WE ADDRESS ...

HIGHER SERVICE EXPECTATIONS

Internet-savvy consumers and employees expect 24x7 access to quality services.

RISING COST PRESSURES

Staggering levels of complexity and inefficiency drive up cost and stifle innovation.

NEW RISKS & THREATS

The connected, collaborative world is also a more vulnerable world.

WHILE ALSO LAYING A FOUNDATION FOR ...

BREAKTHROUGH PRODUCTIVITY

Almost any person, object, or service can become digitally aware and connected creating new possibilities for change.

ACCELERATED VALUE CREATION

More adaptive capabilities like cloud computing create new opportunities.

INCREASED VELOCITY

The faster pace of business and society demands a more responsive, agile infrastructure.

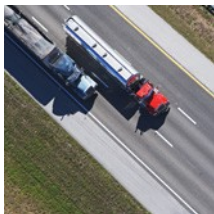


In this smarter world, we need our infrastructure to propel us forward, not hold us back.

Infrastructure that is instrumented, interconnected and intelligent.

Infrastructure that brings together business and IT to create new possibilities.

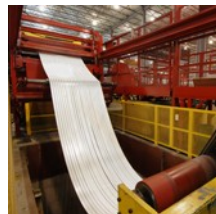
Mobility
Infrastructure



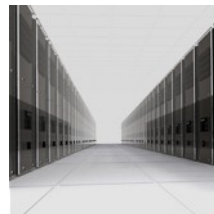
Facilities
Infrastructure



Production
Infrastructure



Technology
Infrastructure



Communications
Infrastructure



We need a *dynamic* infrastructure.



A dynamic infrastructure addresses today's challenges *and* tomorrow's opportunities.

IMPROVE SERVICE

Not only ensuring high availability and quality of existing services, but also meeting customer expectations for real-time, dynamic access to innovative *new* services.

REDUCE COST

Not just containing operational cost and complexity, but achieving *breakthrough* productivity gains through virtualization, optimization, energy stewardship, and flexible sourcing.

Dynamic
Infrastructure

MANAGE RISK

Not only addressing today's security, resiliency, and compliance challenges, but also preparing for the new risks posed by an even more *connected* and *collaborative* world.



Dynamic Infrastructure

Smart is: Improving Service

SMART IS

Winning industry recognition for excellent service.



SKY: Network and service assurance solution monitoring 1000s of network devices and application services at over 1,200 exchanges, 24x7 availability to more than 1.6 million broadband customers.

SMART IS

Increasing utilization of critical business assets while maximizing ROI.



BP Angola: Improves production efficiency through improved uptime, improves employee and environmental safety, to position BP for maximum efficiency and safety; shorter time to investment recovery.



Dynamic Infrastructure

Smart is: Reducing Cost

SMART IS

Reducing operating costs by reducing physical servers up to 70%.



University of Pittsburgh Medical Center:

Reduces capital and operating costs by up to \$30M, improves energy efficiency by reducing floor space 40% and physical servers 67%.

SMART IS

95% reduction in cost per transaction.



Bank of Russia: Improvements in operational and energy efficiency are saving apx \$400million per year and allows dynamic response to business needs.



Dynamic Infrastructure

Smart is: Manage Risk

SMART IS

Connecting to the world securely with 100% availability.



Australian Open: Securely, resiliently provides scalable resources 100x normal scalability, real-time analysis and prevention of attacks and achieves 23% reduction in energy consumption, with 100% website availability.

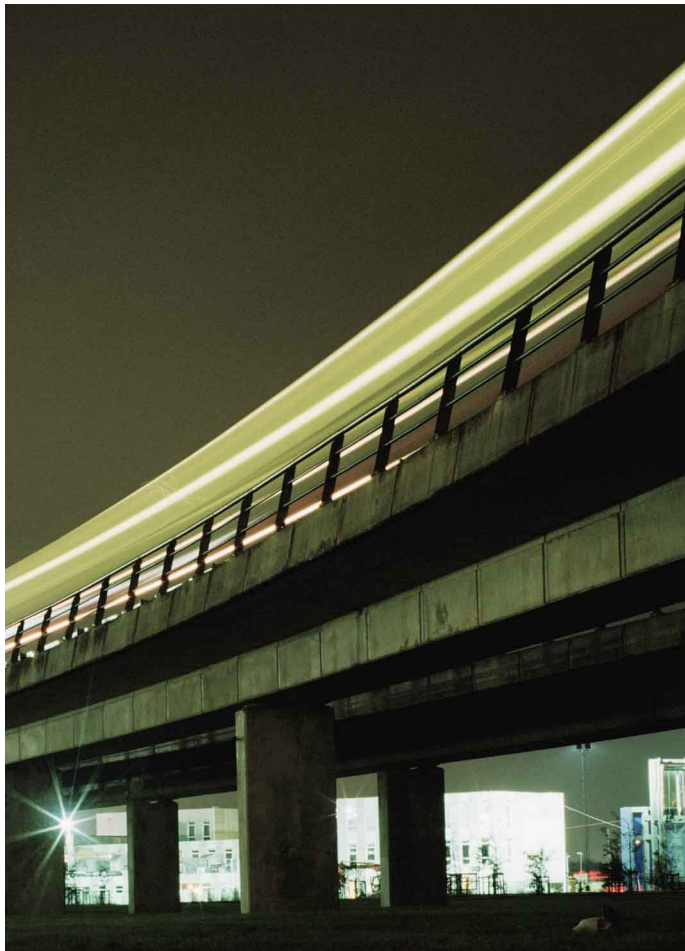
SMART IS

Protecting your customer... and your brand with no loss of data.



Bank of Montreal: Providing a recovery point of zero and a recovery time of 2 hours helps reduce operational risk, increases client trust, improves availability, and meets stringent regulatory compliance requirements.





How do we build a more dynamic infrastructure?

- Address today's operational challenges to free up resources for new investments.
- Converge business *and* IT infrastructure to work in concert, achieving breakthrough productivity and greater business value.
- Utilize alternative sourcing approaches, like cloud computing, to deliver new services with agility and speed.



IBM's solution strategy is aligned with the needs of a dynamic infrastructure.

A DYNAMIC INFRASTRUCTURE HELPS...

IMPROVE SERVICE

IBM IS INVESTING IN...

- Cloud based services and solutions.
- Service Management Industry Solutions.
- Application management and hosting.

REDUCE COST

- Energy efficient servers, storage, and facilities.
- Virtualization and consolidation solutions.
- Information infrastructure.
- Standardization and automation.

MANAGE RISK

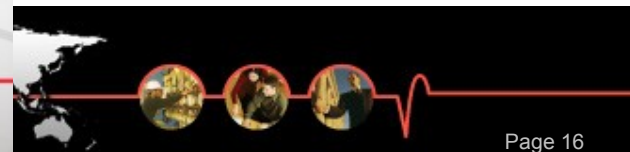
- Pervasive and preventive security solutions.
- Resiliency centers and continuous availability solutions.
- Compliance and long term information retention.



DTE Energy®



- Standardized processes across 200 units
- Single consolidated business platform
- Project savings of US \$75M a year
- Enterprisewide access to inventory



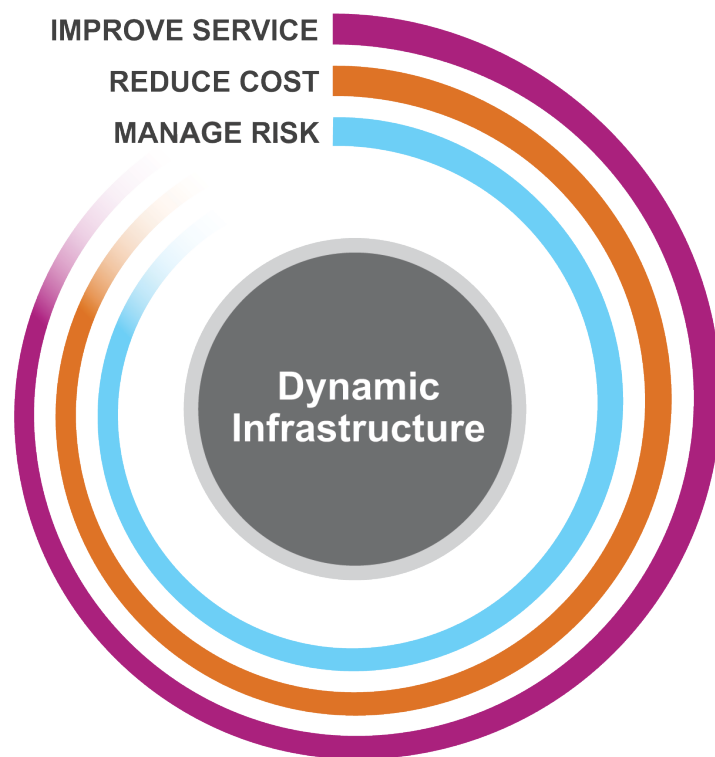
**...We can build
a smarter planet**



Instrumented
Interconnected
Intelligent



Start your dynamic infrastructure journey today.



www.ibm.com/dynamicinfrastructure



Bu sunum 28 Mayıs 2009 tarihinde Swiss Otel'de yapılan Tivoli Pulse 2009 toplantısı için hazırlanmıştır.

<http://www.ibm.com/software/tr>

<http://www.ibm.com/software/tr/tivoli>

© Copyright IBM Corporation 2009. All Rights Reserved. IBM, the IBM logo, and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information at www.ibm.com/legal/copytrade.shtml. Other company, product, or service names may be trademarks or service marks of others.

