



Mądrzejszy Świat
– lepsza perspektywa



Smart Work

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SMARTER PLANET

8 czerwca 2010 r., Warszawa

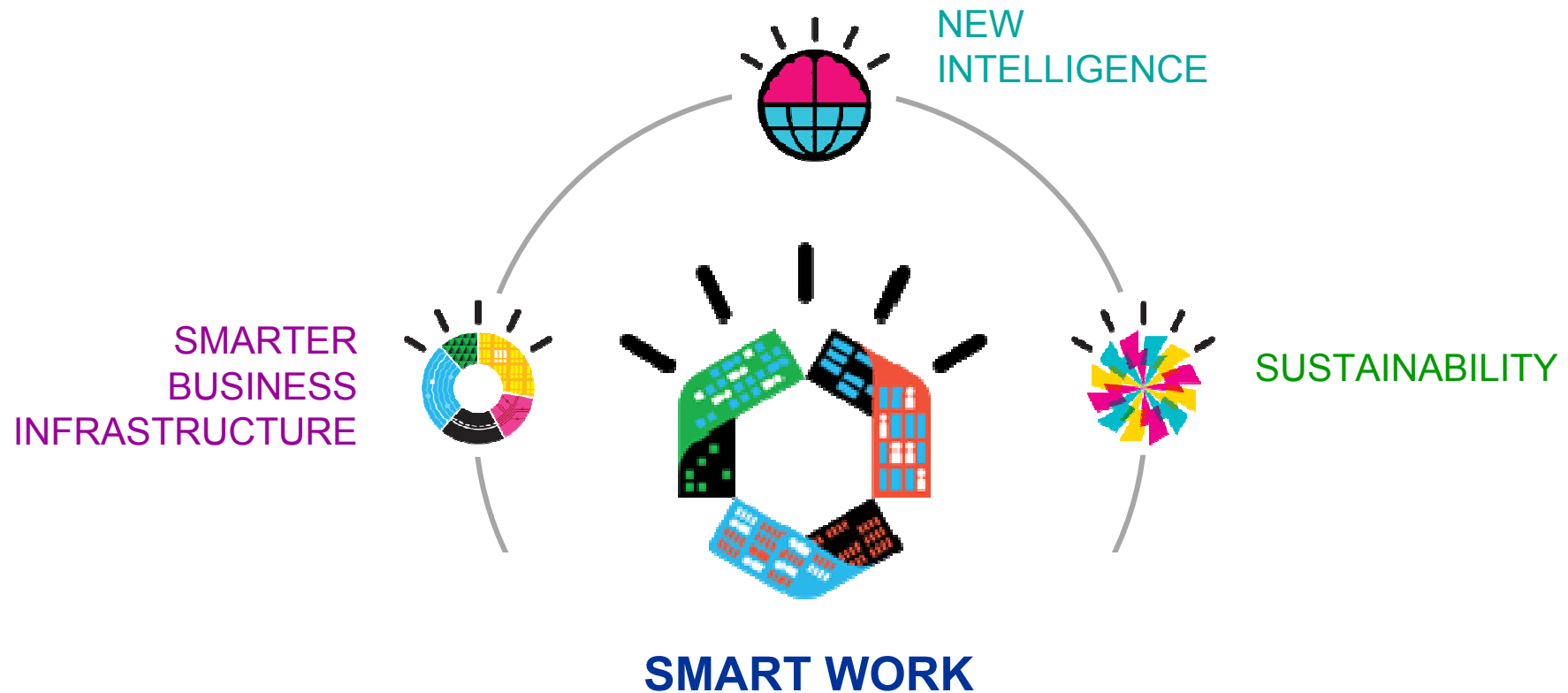
Razem zbudujemy Mądrzejszy Świat!



SMARTER PLANET



Smart Work: Redefining the Way You Work to Optimize Business Performance

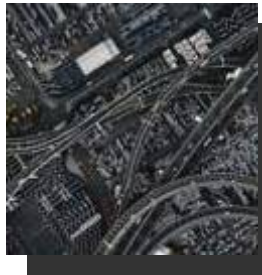


Razem zbudujemy Mądrzejszy Świat!





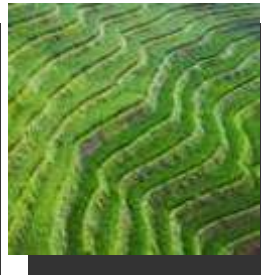
As the world gets smarter, we have an opportunity to think and act in new ways – Economically, Socially and Technically



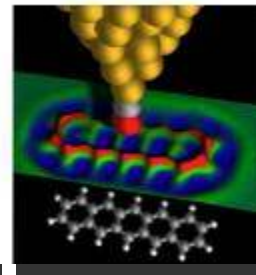
Traffic systems



Oil field technologies



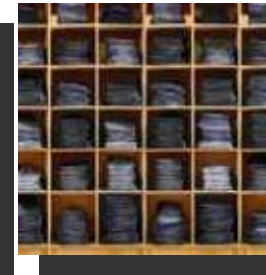
Food systems



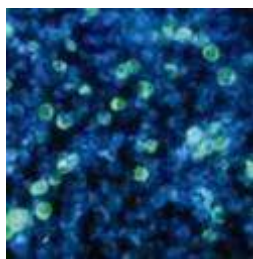
Healthcare



Energy grids



Retail



Water management



Supply chains



Countries



Telecom



Money



Cities





What

IF

You could...

Match cutting edge expertise with urgent need
on a global scale?

WORLD BANK: eTransform Initiative

Peer-to-peer collaboration built into process



- Mobile banking to 120,000 South Africans
- Mobile data collection on tuberculosis, HIV, malaria in Uganda
- Rapid damage assessment & assistance in Haiti





What

IF

You could...

Crowdsource problem solving and innovation from **ad-hoc project teams**

INNOCENTIVE

Open innovation to research and development



- Social collaboration accelerates process of solving problems
- Fortune 1000 organizations post challenges and solvers earn \$5K - \$1M
- Ad-Hoc project teams from companies, academia, public sector and non-profits





What

IF

You could...

Extend collaborative processes to your suppliers
and customers

RELIANCE

Virtual Office lets processes change easily



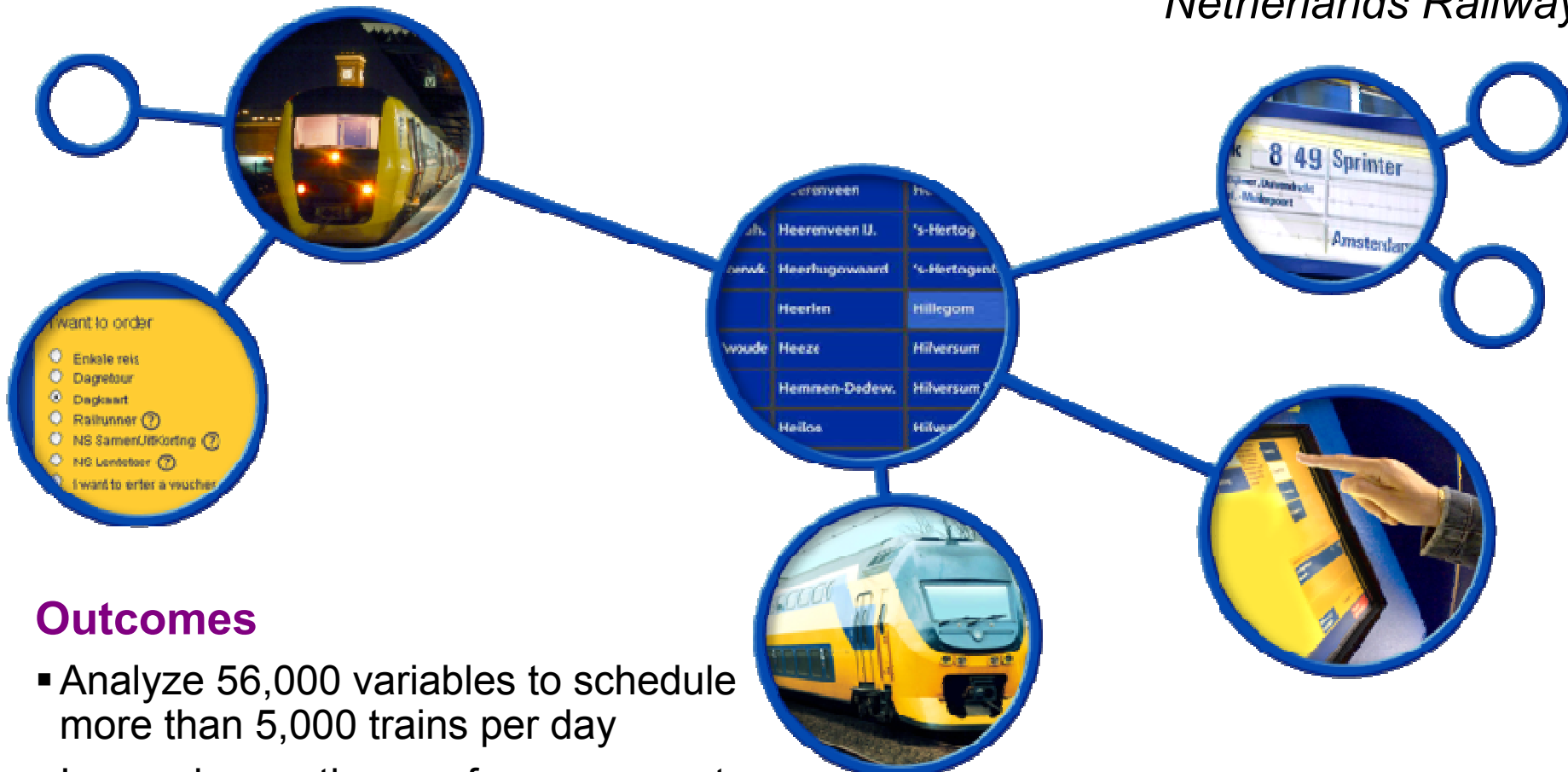
- Multi-channel access to information for improved customer satisfaction
- More agile business model
- #4 in 2 years from startup; 600 branches opened in 10 months



The World of Transportation has Changed



Netherlands Railways



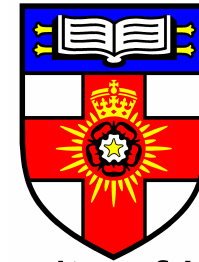
Outcomes

- Analyze 56,000 variables to schedule more than 5,000 trains per day
- Increasing on-time performance captures additional US\$57 million in fares





The World of Education has Changed



University of London

41,000 distance learning students



90,000 on-campus students



Outcomes

- Greater productivity, sense of community, and collaboration
- £300,000/Year savings in print, courier and administration costs

Online learning environments, collaboration, email and administrative support

University faculty, staff, & administrators

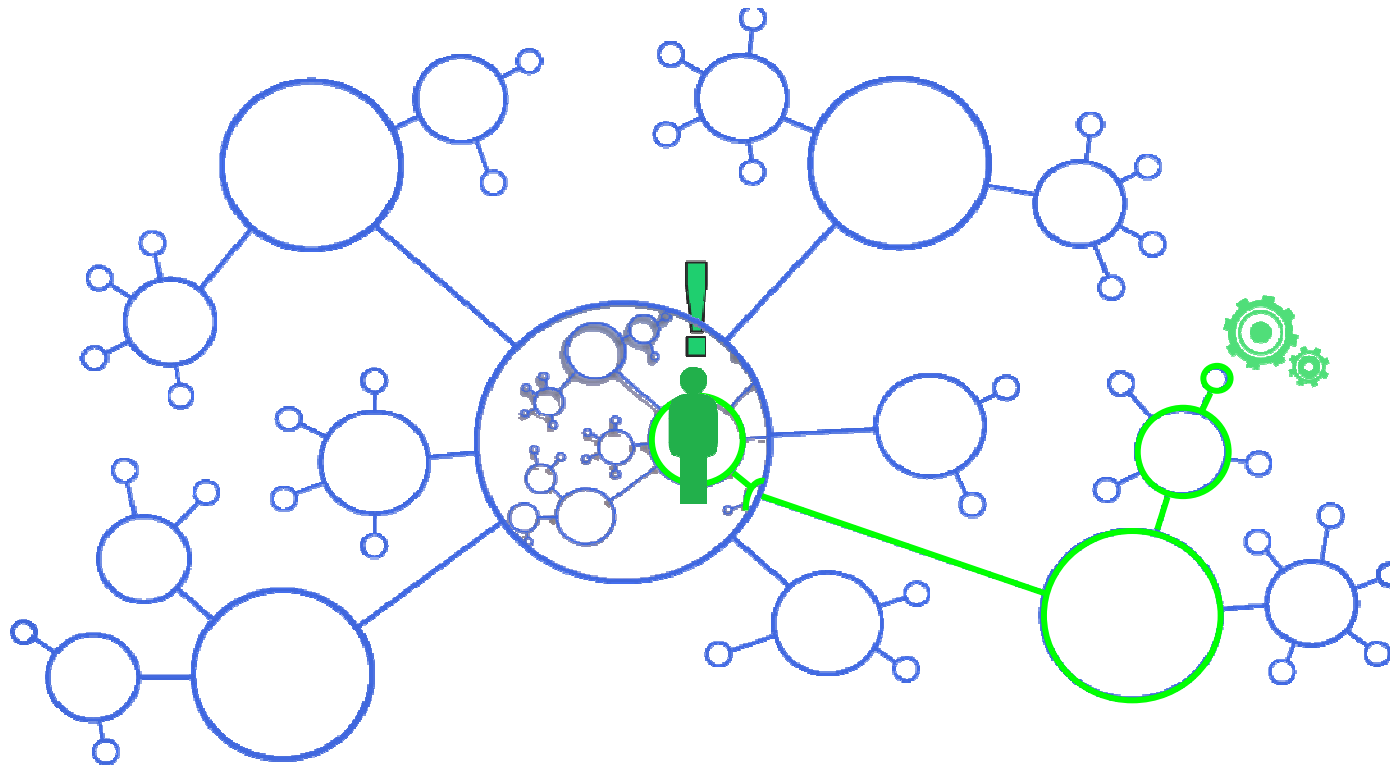




Results Like This Happen Through The Way We Work

Dynamic processes and models optimized to **respond quickly to change.**

Connected employees all over the world **collaborating in real time.**

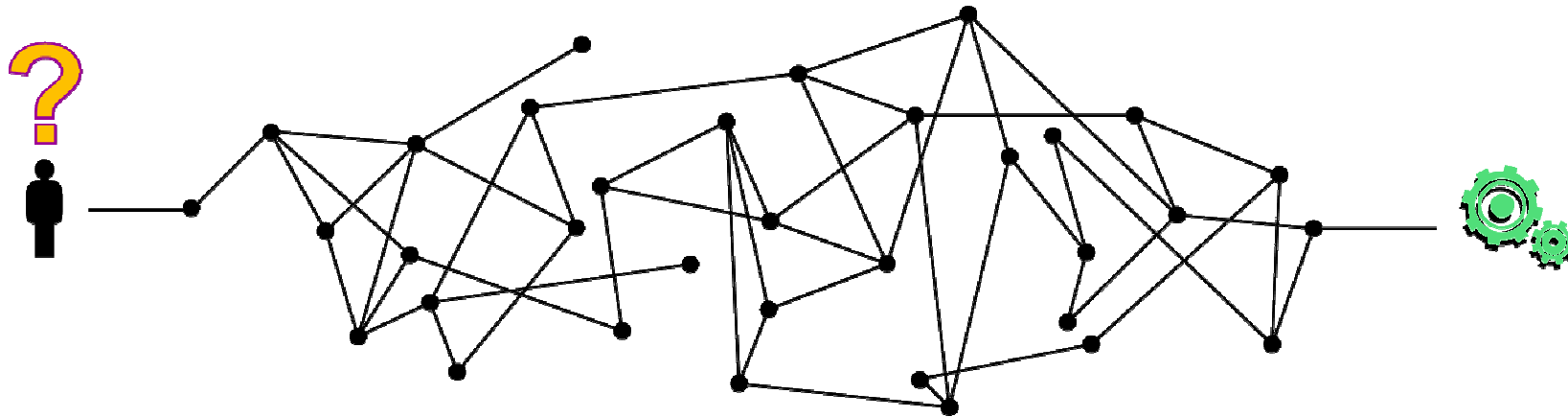




But Too Often, The Way We Work Holds Us Back

The best work happens **despite our methods** and structures, rather than because of them.

Our people spend much of their time **looking** for what they need rather than putting it to productive use.

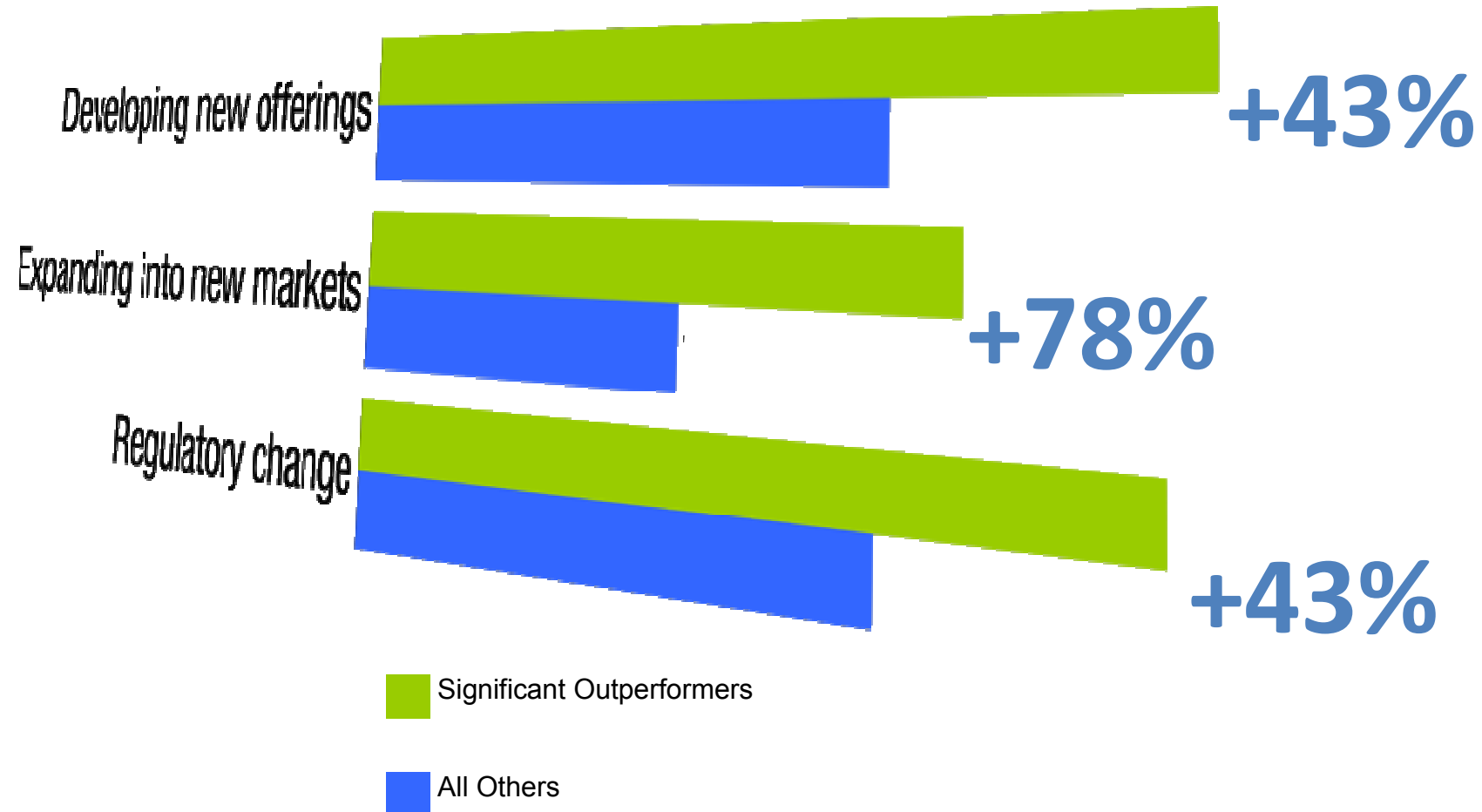


How can we make our processes, information and technology work for our people—and not the reverse?





300 Global Executives Agree: Top Performers Focus on Growth



Source: IBM Institute for Business Value





Outperformers Are 3x More Likely to Have Work Practices That Are:

Dynamic

2x Greater Usage of Process Automation & Modeling

Collaborative

3.75x Greater Usage of Collaborative Workspaces

Connected

9x Greater Usage of SOA



Source: IBM Institute for Business Value

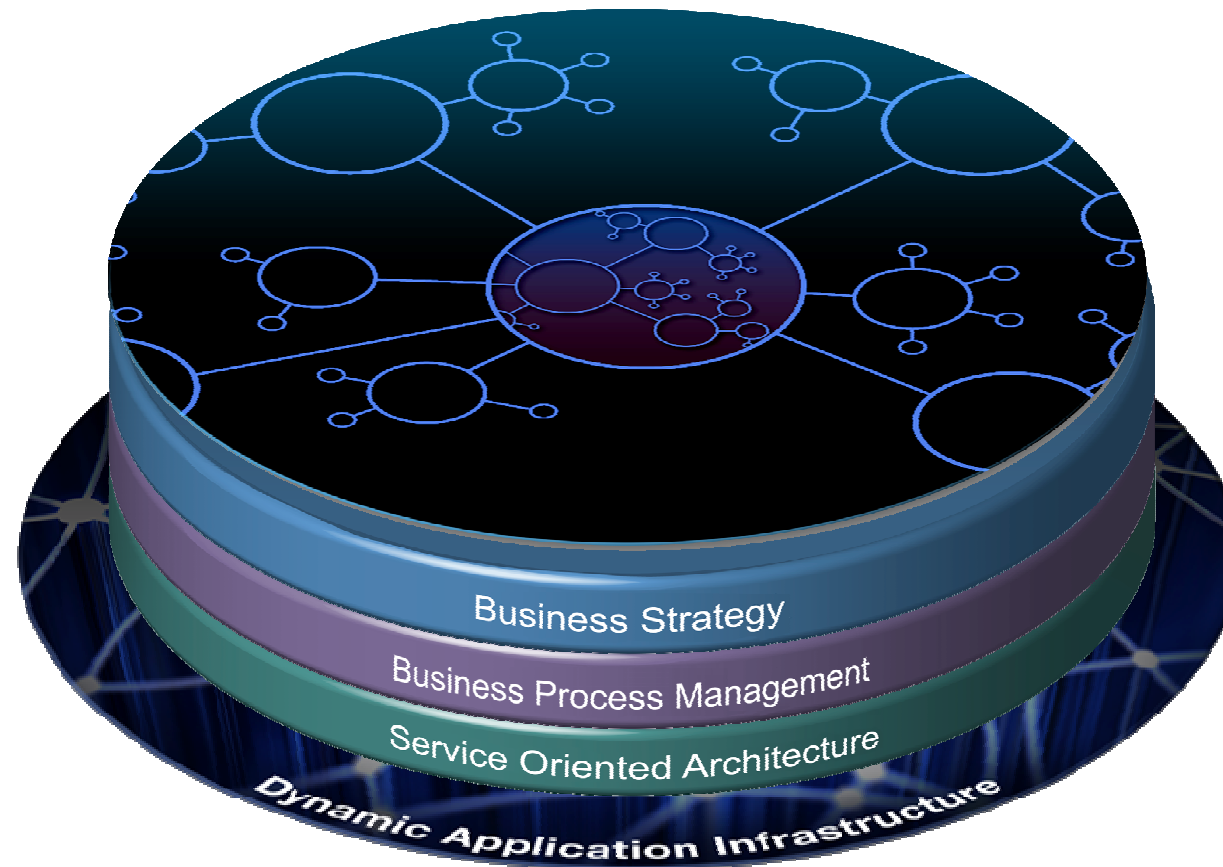




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How Do You Become Dynamic, Collaborative and Connected?



Services Oriented Business Process Ties Strategy to Execution

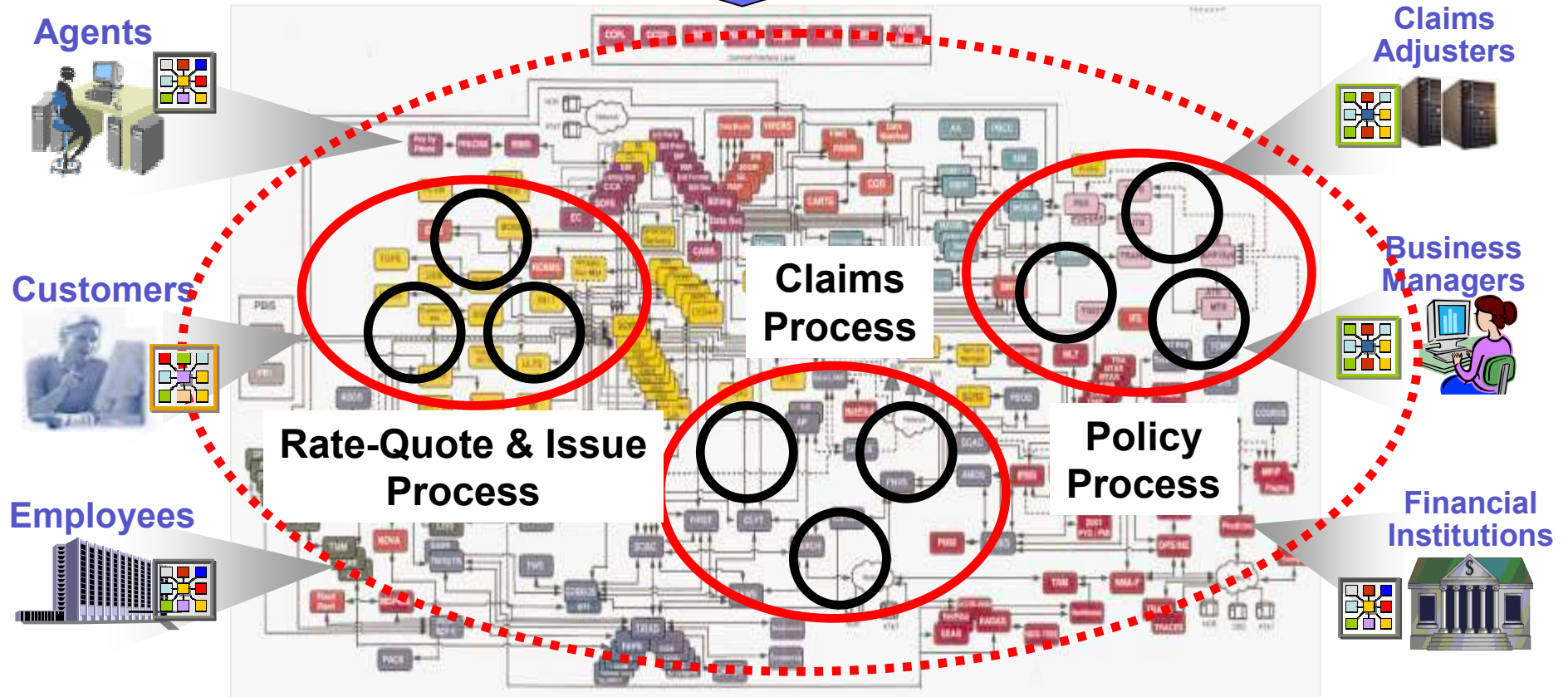
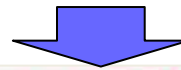
Razem zbudujemy Mądrzejszy Świat!





Service Oriented Processes Un-Bundle the "IT Hairball"

Business Pressures

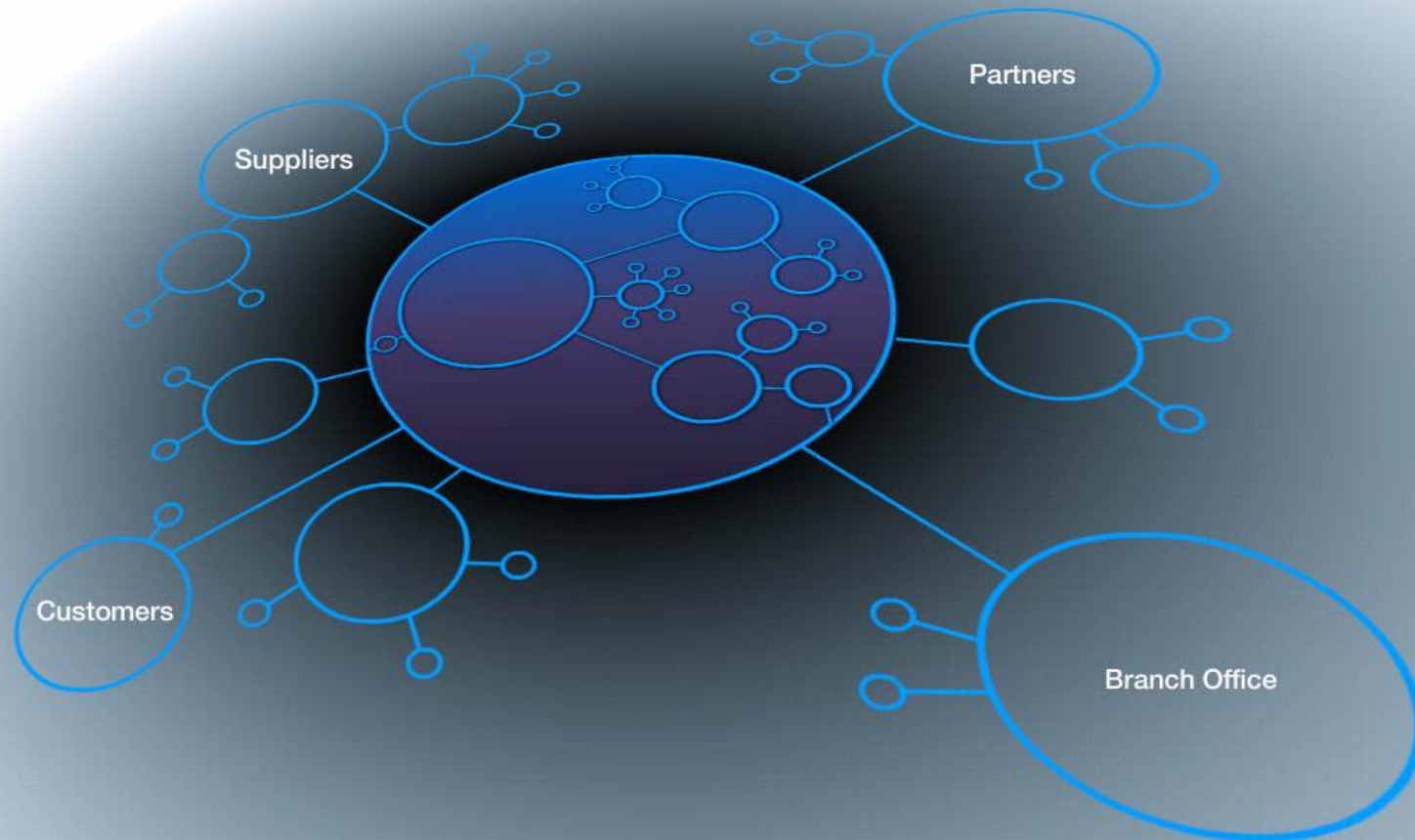


IT Constraints





The Dynamic Business Network





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Learn More – Visit:

A New Way of Working
Insights from Global Leaders
A study by the IBM Institute for Business Value

Register for the videocast

Ordinary to Extraordinary
What can nearly 300 executives teach you about what separates outperforming organizations from their peers? Quite a bit.

According to a new study from the IBM Institute for Business Value, outperforming companies distinguish themselves in the way they approach their work, respond to change, gather information and use technology. Learn how.

Key findings of this study:

- Outperforming organizations are more than three times as likely to have adopted smarter working practices than their lower-performing peers. And they're doing so to fuel growth, not just drive efficiency.
- Across organizations, the three most pronounced capability gaps blocking greater agility are: process and skill reconfiguration, broader and more embedded collaboration, and data integration and real-time analysis.

A New Way of Working:
Insights from Global Leaders
IBM Institute for Business Value

Watch the video (High) (00:02:17)

Premier event
IBM Software
Impact2010
Discover, Innovate, Optimize
MAY 27 Las Vegas, NV

Smart Work sessions: Forbes Business Leadership Forum, "Future of Work" Panel & more.

Register now!

Smart Work for a Smarter Planet

To keep up, we work harder. But we work *smarter*.

[Resources for A New Way of Working](#)

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Work Faster, Work Better,
Work Smarter
*Building agile, collaborative,
and connected business environments*

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[Smart Work Brochure](#)

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