



Mądrzejszy Świat
– lepsza perspektywa



Smarter Business Infrastructure

Doug Brown

*Vice President Marketing
Integrated Service Management*

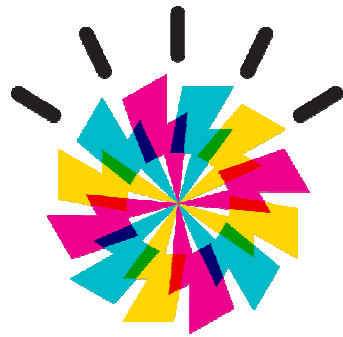
SMARTER PLANET

8 czerwca 2010 r., Warszawa

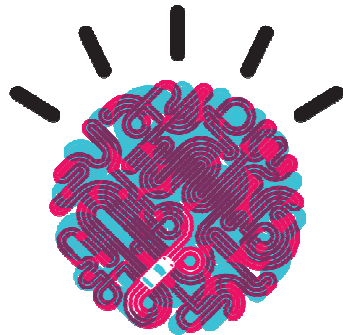
Razem zbudujemy Mądrzejszy Świat!



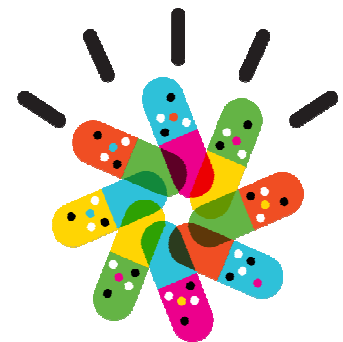
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14%
REDUCTION
CO2 Emission



20% Traffic
REDUCTION



90%
THERAPY COST
REDUCTION

Razem zbudujemy Mądrzejszy Świat!





RISK

COMPLEXITY



Razem zbudujemy Mądrzejszy Świat!





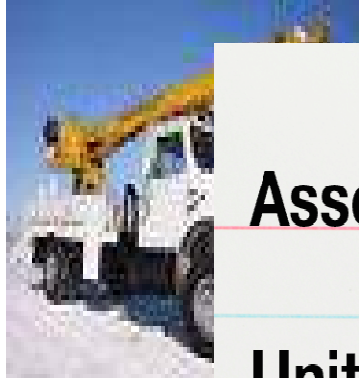
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**YOU
CANNOT
BE SERIOUS!**

Razem zbudujemy Mądrzejszy Świat!





Asset: turbine bucket

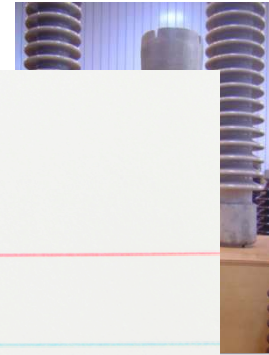
Unit cost: \$5000

in system: 703

Total asset value: \$3,515,000

Maintenance: yes - 4,000 & 24,000 fired hours

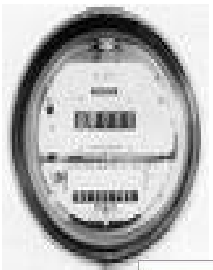
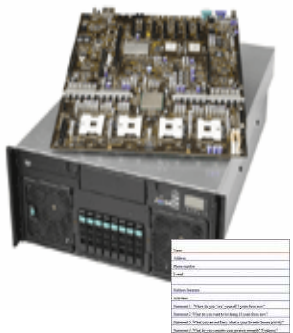
Tracking System: Microsoft Excel



Item Name
Unit Cost
Quantity

Item Name
Unit Cost
Quantity
Total Cost
Total Value

Item Name
Unit Cost
Quantity
Total Cost
Total Value



OVER
1,500,000
Assets

OVER
\$90,000,000
CapEx



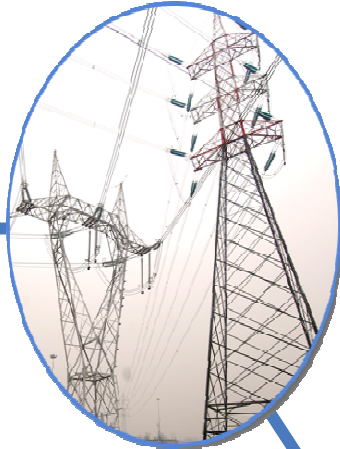
SMARTER PLANET



Generating Station

TRANSMISSION AND SUBSTATION SYSTEM

DISTRIBUTION SYSTEM



SCADA Network Systems

Concentrator

Meter to Concentrator

Residential Customer



Wireless Communications Link

Step-down Substation

Substation Remote Monitoring Equipment

Commercial Customer

Utility

Wireless Communications Link



Concentrator



Advanced Metering Data Management System

Utility Communication Link

Razem zbudujemy Mądrzejszy Świat!





SMARTER PLANET



It's time to start thinking differently
about infrastructure.

Infrastructure needs to
become smarter.





With a *smarter business infrastructure* – significant benefits are possible.



- **Reduced IT labor cost by 50%** in configuration, operations, management and monitoring.
- **Improved capital utilization by 75%**, significantly reducing license costs.
- **Reduced provisioning cycle times from weeks to minutes.**
- **Improved quality**, eliminating 30% of software defects.
- **Reduced end user IT support costs** by up to 40%.





Building a *smarter business infrastructure* requires looking at IT delivery from the business perspective, leveraging:



- **Integrated Service Management**
- **Workload Optimized Systems**
- **Flexible Delivery Models**





SMARTER PLANET



Integrated Service Management

*Enables delivery of innovative services by providing **Visibility, Control and Automation**.tm across a smarter business infrastructure and the end-to-end service chain.*

Integrated Service Management



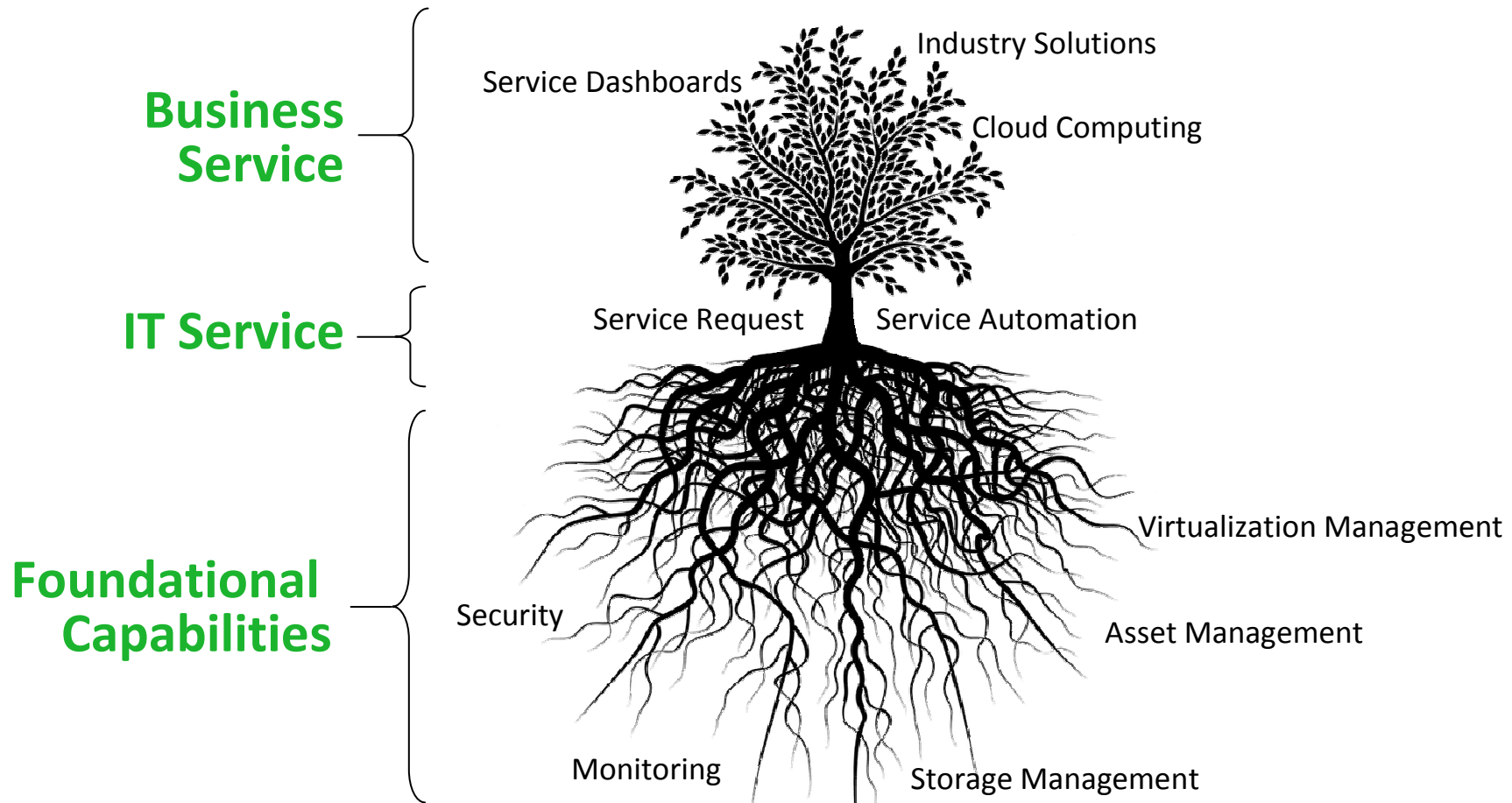
Razem zbudujemy Mądrzejszy Świat!





Service Management Maturity

Successful organizations will continuously build on and grow their foundational capabilities, but leaders will be first to adopt new solutions that better align business with IT -- transforming your infrastructure into a smarter business infrastructure.





Integrated Service Management

Enabling Service Innovation with Integrated Service Management for Data Centers.



The Czech Republic Ministry for Regional Development

Problem: Infrastructure support costs were rising rapidly, with an overstretched IT team trying to maintain systems and networks across the whole organization.

Solution: IBM Tivoli solutions provided a single interface for software, infrastructure and network management, giving a consolidated view of system status.

Benefits: Allows just five staff to proactively manage all IT services across a geographically dispersed infrastructure, while improving service availability and enabling cost effective planning.

“Tivoli gives the Ministry a firm foundation for controlling its current IT footprint and managing its growth, at low cost and with very great future scalability.”

Martin Fíla
Czech Ministry for Regional Development



Workload Optimized Systems

Provides customers with a choice of solutions to build from, optimized for unique business workloads by leveraging our deep technology knowledge and expertise of business and IT workloads by industry.



Unique Capabilities:

- Technology matched to meet the scalability and performance requirements of unique workloads
- Optimized for deployment in days, not weeks
- Designed for energy, floor space, and labor cost reduction
- Accelerated and simplified integration of workloads improving business performance

Workload Optimized Systems

Optimized for unique business workloads in ways that deliver far better performance, scale and efficiency



Problem: Challenged with collecting and processing billions of data points from vehicles, roadside cameras and sensors, and turning it into usable intelligence for traffic mgmt.

Solution: IBM Systems and Storage solutions provide a reliable, robust and scalable platform that turns data into intelligence helping commuters and corporate fleets find the most efficient routes to avoid traffic congestion.

Benefit: Shorter and more accurate journey times, savings on carbon emissions, and reduced fuel costs for consumers and fleet operators. Establishing on-demand business mileage reporting system for accurate business mileage records and creating new innovative offerings such as pay-as-you-drive insurance

"We had a very demanding set of requirements, and it was important the solution we chose would perform well.... Now that we have the 'engine' to process our valuable data, there is more potential for innovative offerings."

Stuart Berman,
Executive Director, Trafficmaster



Flexible Delivery Models

Provides the choice of delivery models that aligns to business requirements enabling optimal performance with reduced risk and lower operating costs.

Unique Capabilities:



- Rapidly deployable solutions
- Flexible affordable computing infrastructures
- Secure automated services offerings
- Anytime, anywhere access to application, information and resources
- Pre-integrated solutions containing software, hardware and services
- Massively scalable cloud computing solutions



Flexible Delivery Models

Align delivery models to business requirements to quickly and efficiently bring more business value.



"IBM cloud technology has proved to us that we can shorten the provisioning time significantly, reduce our cost and also increase the agility with which we can respond to business demands."

Nicholas Perry, Nedbank executive

NEDBANK

Problem: Wanted to be more client centric and reduce costs, but current infrastructure was not responsive and took too long to set up, causing projects to fall behind.

Solution: Automated provisioning of infrastructure and services across thousands of servers and mixed platforms.

Benefit: Reduced labor and infrastructure needed to develop and deploy new services. Decreased new application deployment time from 10 weeks to less than 1 week. More responsive to business requests and needs with timely delivery.

In summary ... **WE ARE SERIOUS!** about
Building smarter IT.



- Building a **smarter business infrastructure** requires looking at IT delivery from the business perspective and leveraging:
 - Integrated Service Management
 - Workload Optimized Systems
 - Flexible Delivery Models
- **Getting Started:**
 - Contact your IBM representative to get started on your top projects
 - Sign up for an IBM Infrastructure Study



SMARTER PLANET



Thank you!

ibm.com/dynamicinfrastructure

