

IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**



IBM's Software Strategy and You

Buell Duncan
Vice President, Marketing, IBM Software Group

DRAFT - NDA TILL MAY 28, 2008

Today's agenda

- IBM's Software Group strategy
- UN World Environment Day
- IBM's commitment to GreenIT
- Resources to take with you



IBM software

Enabling innovation in a complex world



Providing a next-generation open integration platform



built on a Service Oriented Architecture (SOA)



customized for your industry



Providing a next-generation open integration platform

... delivering proven value to solve real business problems

Empowering People

to share their passion and expertise, foster collaboration and innovation, and improve business efficiency, decision-making and responsiveness

Lotus

Information On Demand

to unlock the business value of information for competitive advantage

Information Management

Service Management

to enable innovation by reducing operational labor, improving asset productivity and quality of service

Tivoli

Built on an Open IT architectural foundation that supports integrating IT and business processes as linked services

Software Lifecycle Management



to better govern the business process of software and systems delivery, enabling innovation at lower cost

Rational

Business Process Flexibility

to develop and rapidly deploy innovative business models with flexible, optimized processes

WebSphere

Multiple factors are driving organizations

Costs

Energy costs continue to increase

Oil could hit \$200 a barrel
MarketWatch, March 7, 2008



Regulatory Mandates

Increased regulatory scrutiny, with government regulations around water usage, carbon emissions etc



Workload Growth

Growth in Application and Business workloads doubles every 2 years driving the need new servers, DASD, power and cooling



“Going Green”

Operational

Capacity shortages for data centre power and cooling are limiting ability to expand



Social & People

Customers have started evaluating the green credentials of suppliers and products



Cultural Shifts

Demographics changes and global teams require collaboration across cultural, generational and geographic boundaries



IBM software for a greener world

Cutting costs and carbon emissions and streamlining compliance with IBM

Improve carbon footprint by directly reducing travel for collaboration



People



42% of IBM's employees do not regularly come into an office saving \$100M annually in real estate costs



Saved \$70k on one training event by avoiding travel



software

Workloads



Reduced average process cycle time by 50%



Using SOA to drive energy efficient processes



Consolidating 3900 → 33 System Z servers providing an 80% annual energy savings



Optimized policies and practices to enable regulatory and legal compliance



Optimize processes to improve energy efficiency and comply with regulations

Consolidate, Virtualize, Compress and maintain to reduce energy costs



Infrastructure



Achieved data compression rates of 83%



Consolidated 11 servers down to 3



Saved 90K tons of CO2 with resource planning



40 to 50% reduction in floor space, 30% reduction in power and cooling costs



IBM's globally integrated team working for you

45,000 + SW Employees Worldwide

- 20,000 Developers
- 15,000 + Customer Facing Employees
 - including over 5,000 Field Technical Support and 3,800 Lab Services

plus... over 30,000 SW Partners

Major R&D Locations



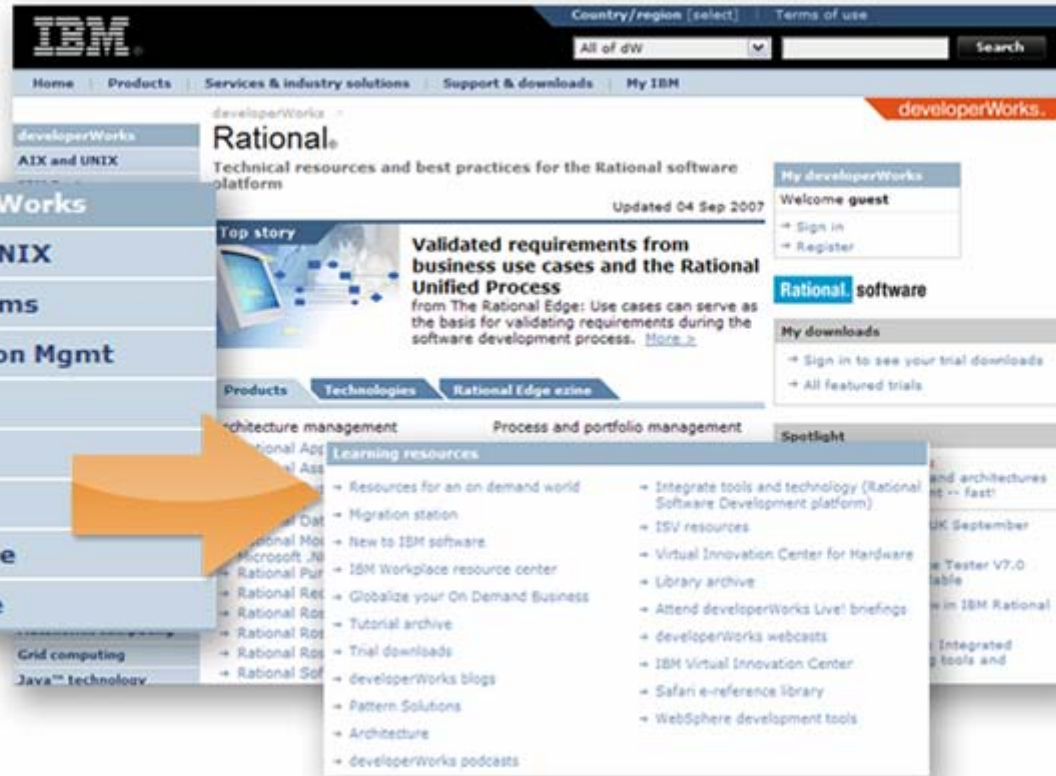
350,000 + IBM Employees Worldwide

- 30,000 + Developers
- 100,000 + Sales, Support & Marketing

WHERE TEAMS ARE **R4HEROES**



Powers, skills, tools for you: dive in!



- Award-winning resources serve over 3 million visitors each month
- All IBM products and key technologies represented
- Resources from novice to expert
- Helpful links

developerWorks
learning resources for
your development
teams...at no charge to
you!

ibm.com/developerWorks/rational

Super-speed for your business: PartnerWorld

Build



- IBM Virtual Innovation Center
- IBM Innovation Centers for Business Partners
- And more!

Market



- Marketing Resource Managers
- Pipeline generation
- IBM Events Plus
- And more!

Sell



- IBM Sales Connections
- Business Partner Benefits Status Portal
- Published Case Studies

Collaborate



- IBM Value Net Connections
- Connection events
- Collaboration in Second Life™
- And others!

ibm.com/partnerworld



Stuff for your sidekicks: IBM's Academic Initiative

The rising number of IT jobs centered around mainframe skills, security, Web 2.0 and open standards-based software development make it imperative to drive innovation together with partners, customers and universities to meet the opportunities of the 21st century.

IBM is supplying universities with a broad range of resources, to help today's students become the competitive IT workforce of tomorrow.



- In **China**, IBM offers Rational curriculum support to more than 50 partner universities, covering 20,000 students each year. In 2007, 163 students passed IBM Rational Application Developer global certification.

- **The University of Missouri** incorporated IBM's web application security software -- IBM Rational AppScan -- as a key part of its IT audit curriculum, using the technology to enhance real-world security auditing techniques.



FACTS:

- **IBM is working with more than 2 million students to build technology and science skills through the IBM Academic Initiative.**

ibm.com/university/academicinitiative



Tell your heroes back home

IBM Rational Software Development Conference 2008 WHERE TEAMS ARE R-HEROES June 1-5, 2008 • Orlando, FL	
Orlando, Florida	June 1-5
Denmark, Sweden	June 10
Sharm El Sheikh, Egypt	June 18-19
Brazil, San Paulo	June 18-19
Shanghai, China	July 10
ASEAN (TH , SG , MY and PH)	August 12,14,19, 21
Bangalore, India	August 27-29
Paris, France	September
Munich, Germany	September 4 & 5
London, UK	September 22-23
Milan, Italy	October 7
Rome, Italy	October 9
Japan	October 7
Johannesburg, S. Africa	October 10
Cape Town, S. Africa	October 11
Taipei , Taiwan	October
Australia	November

Webcast on June 17

“Creating Software Like a Band
Plays Jazz: The Future of
Software Delivery”

*A conversation with visionaries:
Grady Booch & Erich Gamma.*



15 Conferences Planned Worldwide
 Expecting to Attract Over **12,000**
 People Making It the World's **Most**
 Attended Developer Conference Series!





THANK YOU!

