



Software Group

Drowning in Data

but starved of information

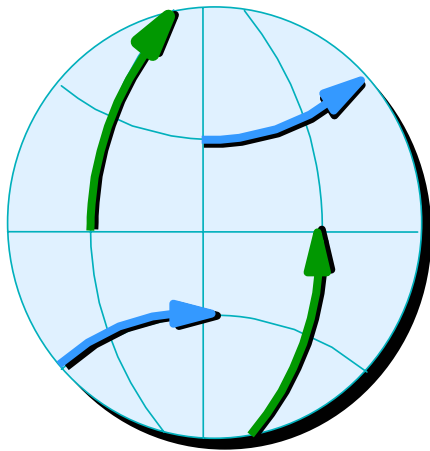
Rolf Huber
Portal Solution Sales, North East Europe

Time to redefine our priorities

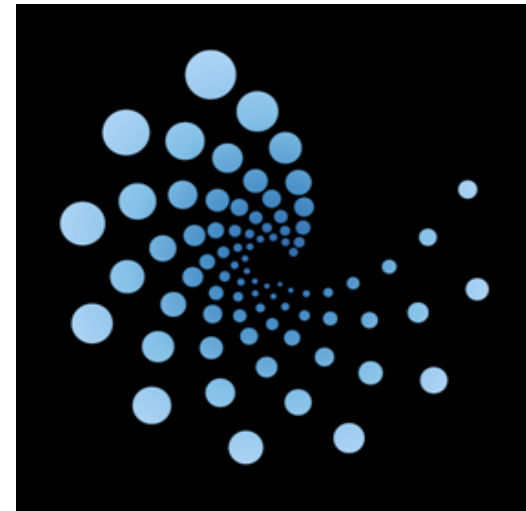
- Technology has created tremendous value from the basic elements of our on-line online world, evolving
 - From Data to Intelligence
 - From Database transactions to on-demand, dynamic value networks
 - From Telex to Web 3.0
- *Context* and *Reach* are the value drivers in each domain
- The same technology is obscuring value of these elements
 - Exponential growth in scope and granularity creates a real, growing gap
 - Business integrity becomes a key issue
- ***Secure, real time integration*** and ***composition*** are essential
 - For business effectiveness
 - For business innovation

Global Technology & Global Innovation Outlook

Tools to predict technology and business trends



Global Technology Outlook



Global Innovation Outlook

While we underestimate the time it takes for things to change, we underestimate the impact when they do

“I think there is a world market for maybe five computers.”

Thomas Watson, chairman of IBM, 1943

“Computers in the future may weigh no more than 1.5 tons. ”

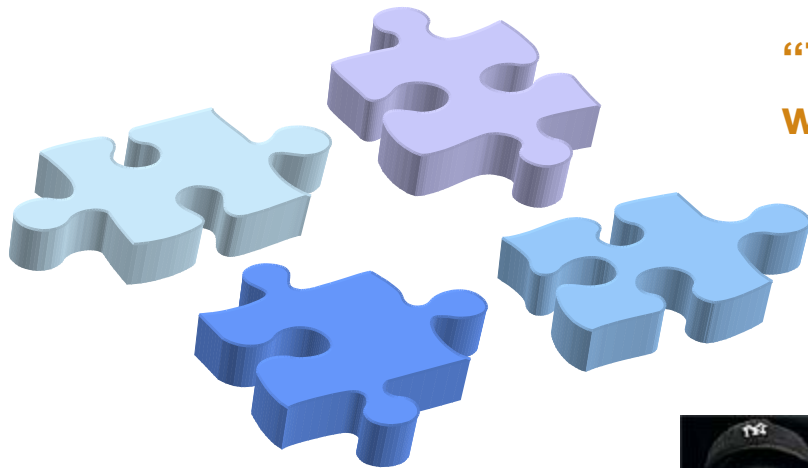
Popular Mechanics, 1949

“There is no reason anyone would want a computer in their home. ”

Ken Olsen, founder of DEC, 1977

“640K ought to be enough for anybody. ”

Bill Gates, 1981

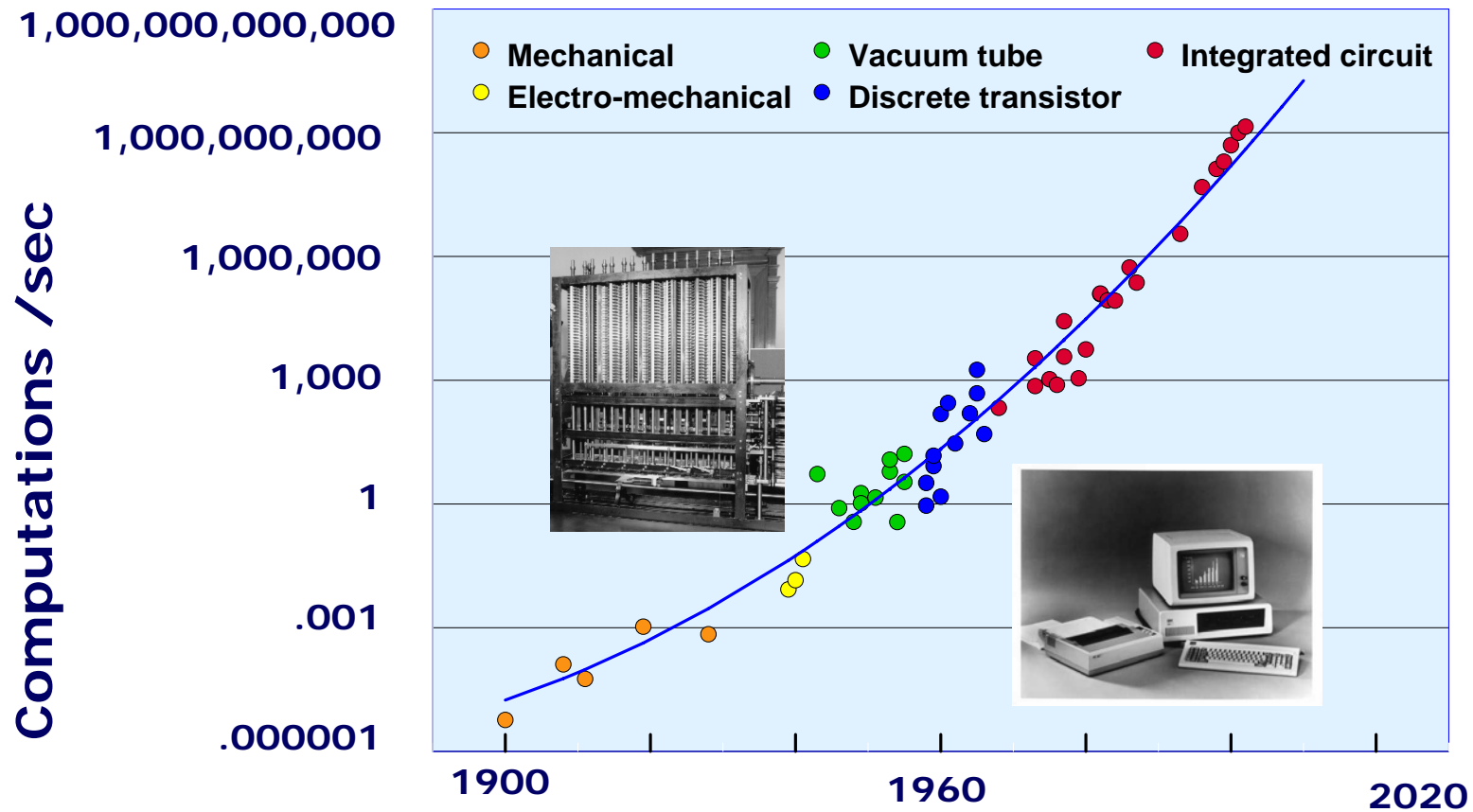


“Nobody goes there anymore, its too crowded. ”

Yogi Berra, NY Yankees

\$1000 buys

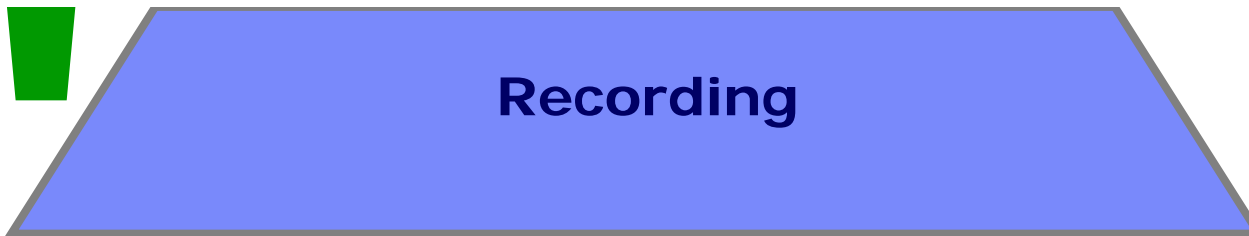
It's not going to stop anytime soon



Evolution of Data

Business Value

Differentiation



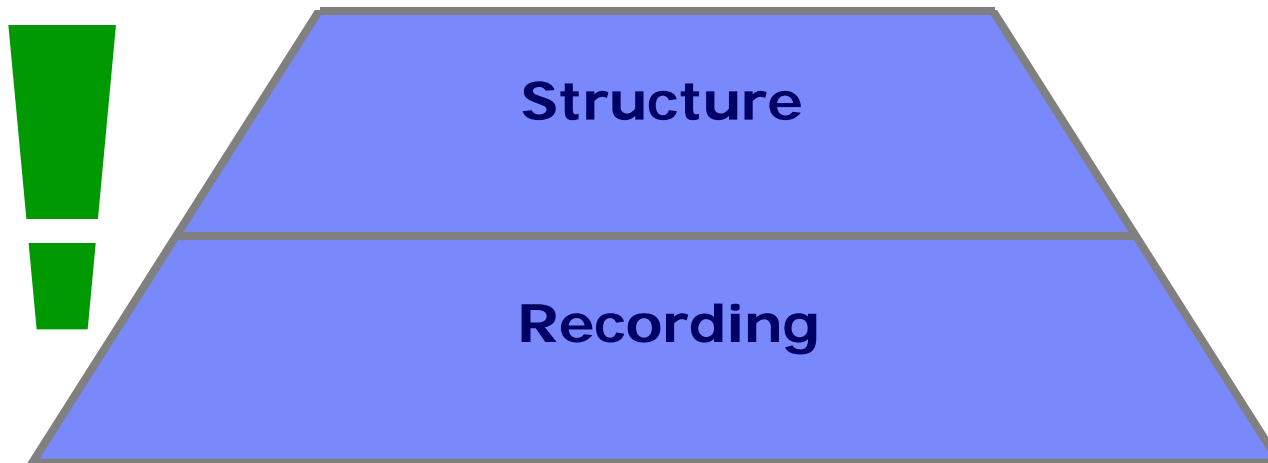
Recording

Data
1950 - 1970

Evolution of Data

Business Value

Differentiation



Information

1980 - 1995

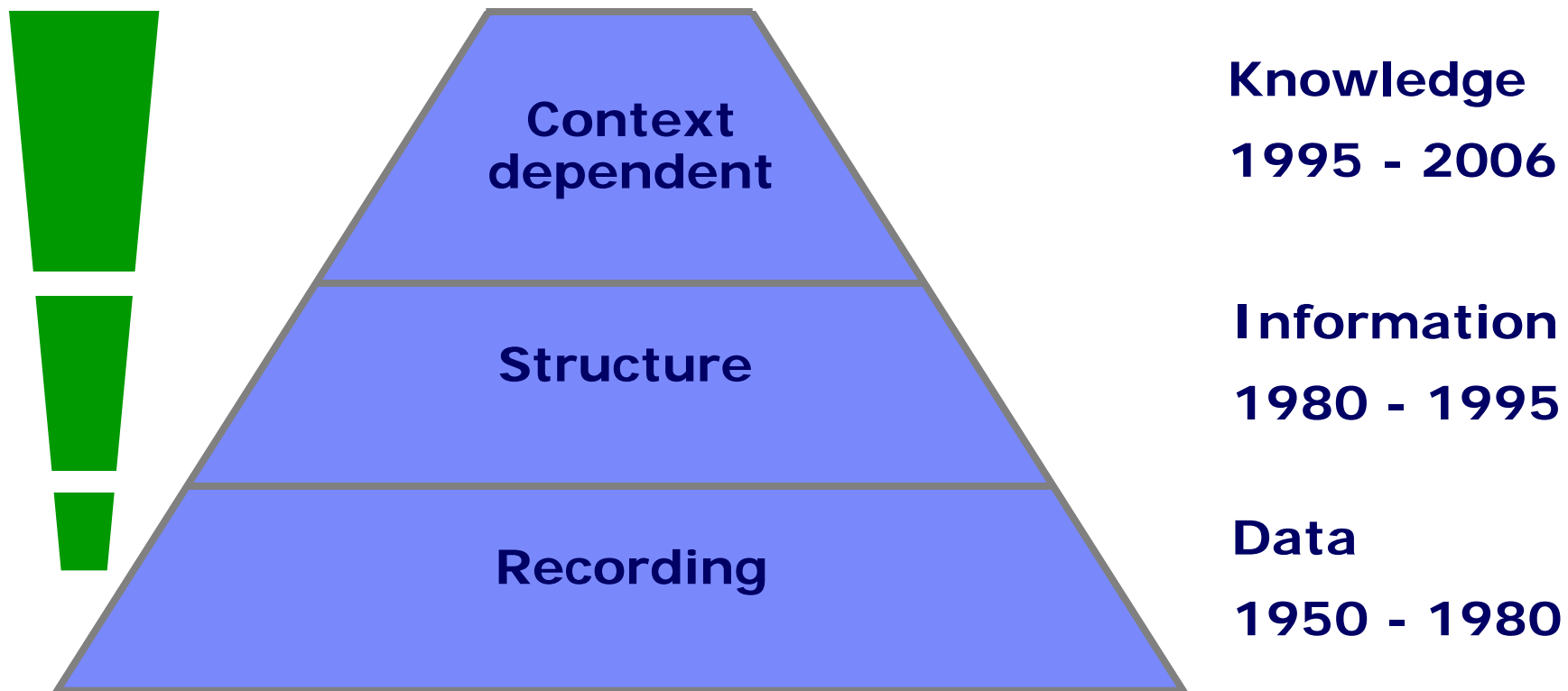
Data

1950 - 1980

Evolution of Data

Business Value

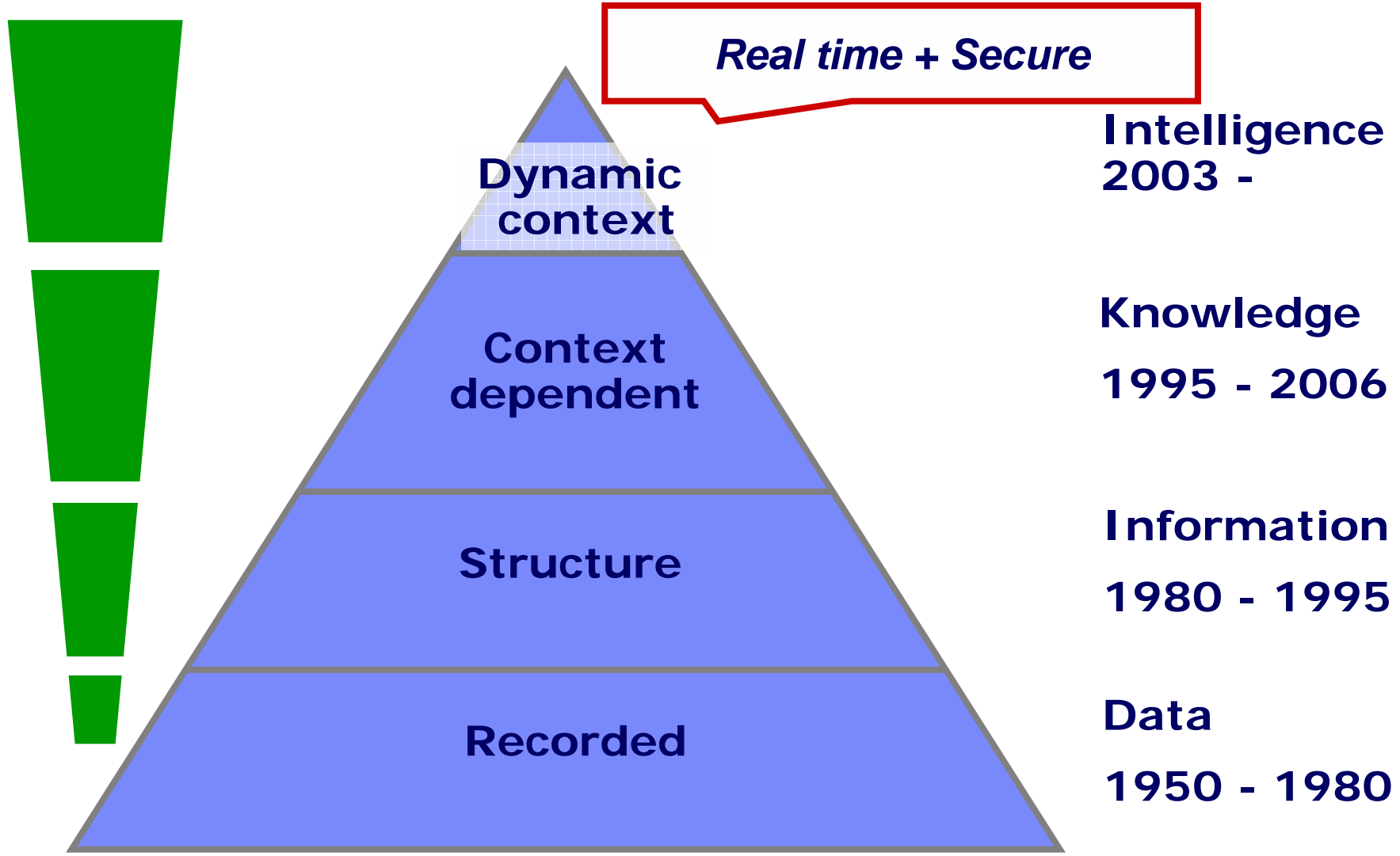
Differentiation



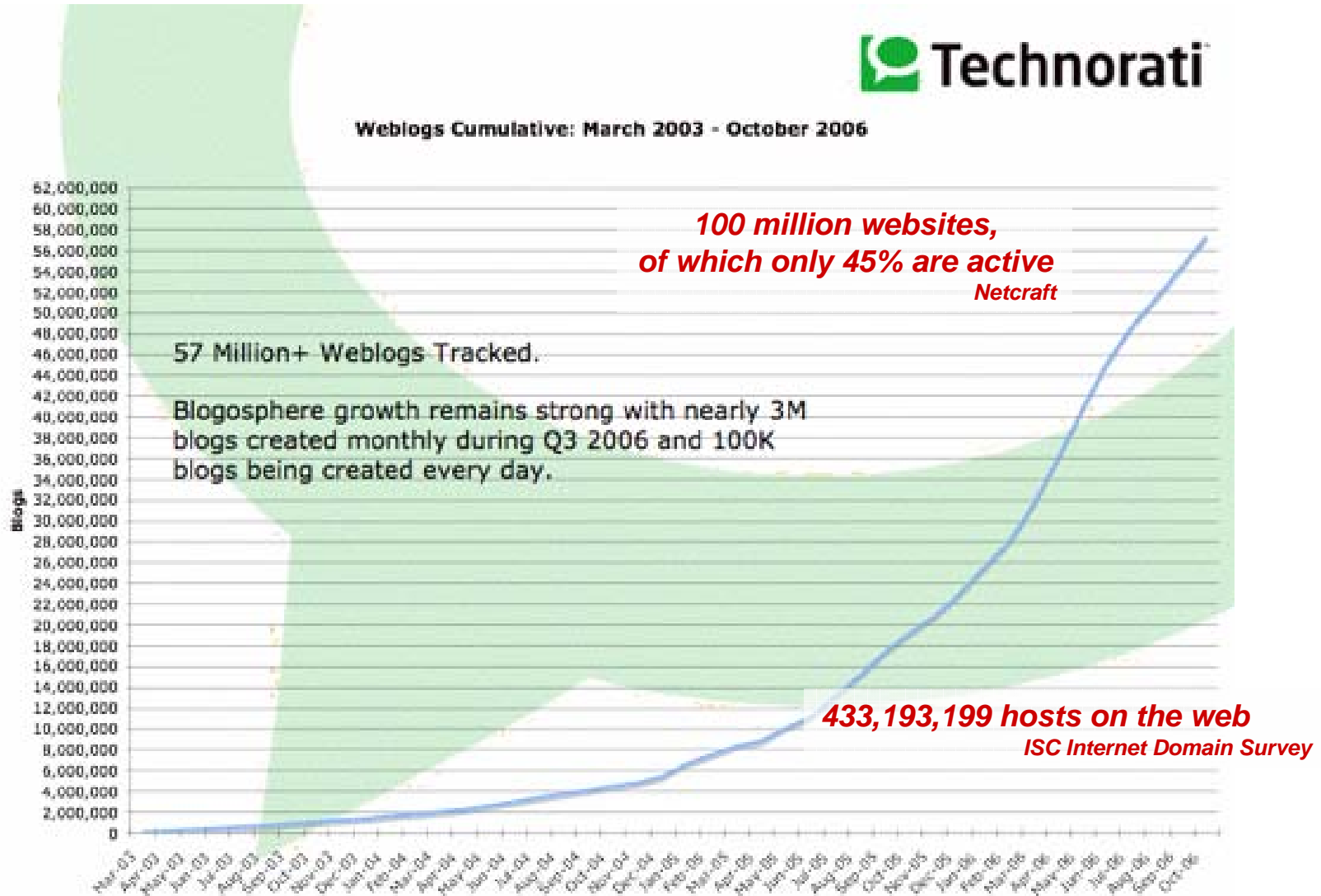
Evolution of Data

Business Value

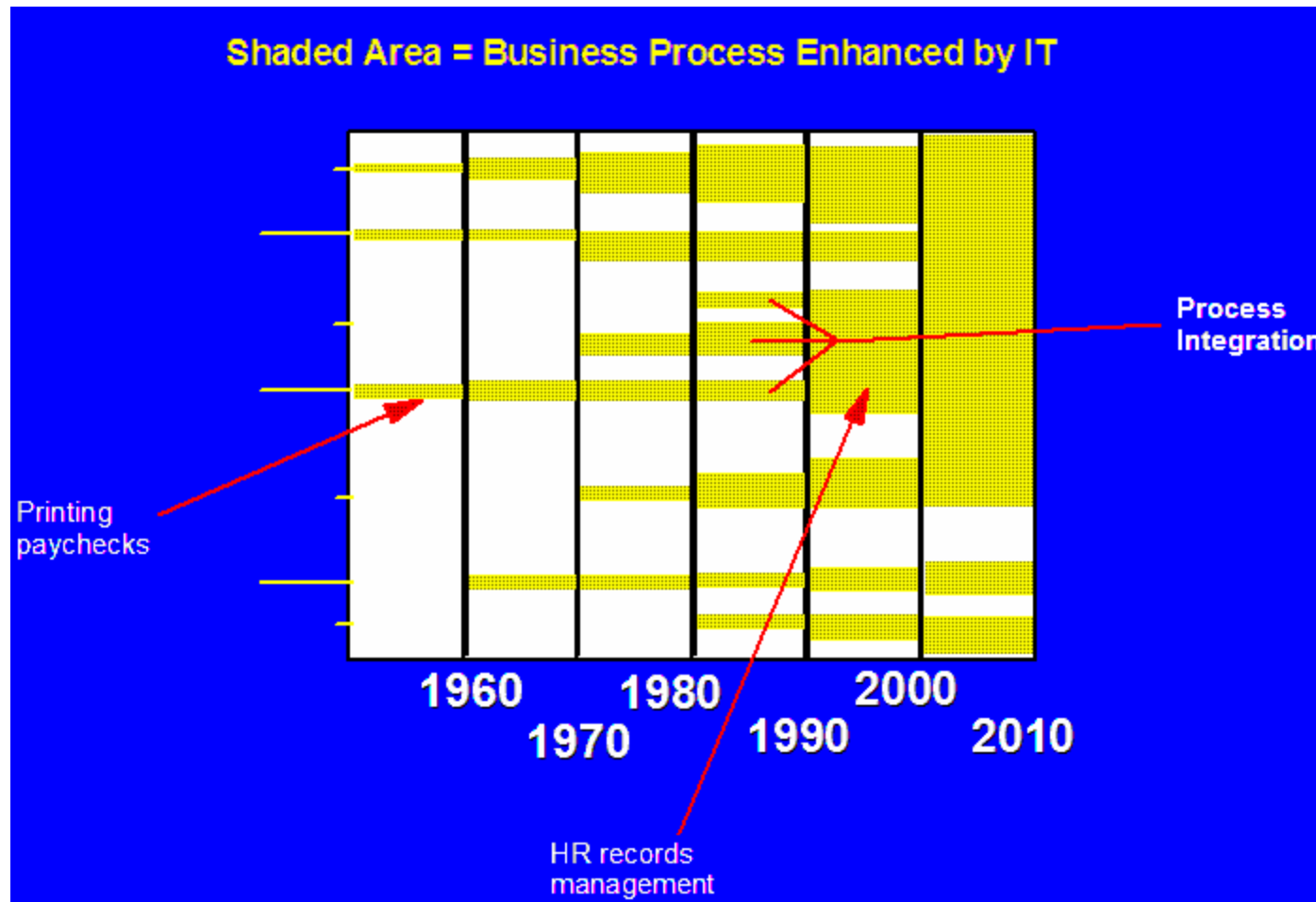
Differentiation



Exponential growth in information volume can reduce the value of shared learning to mere raw data



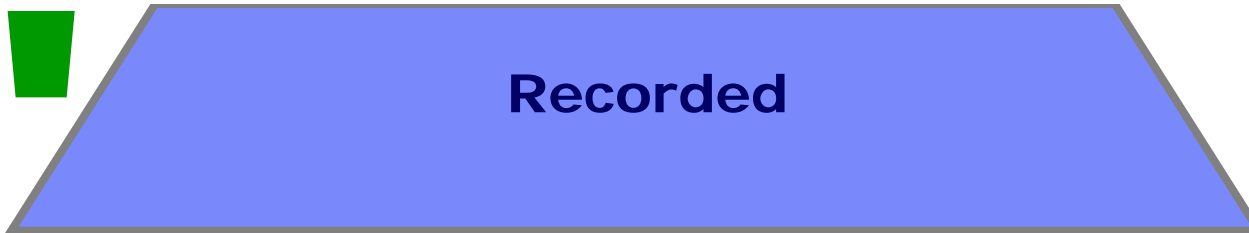
Evolution of Transactions – Business process automation is no longer a differentiator



Evolution of Transactions

Business Value

Differentiation

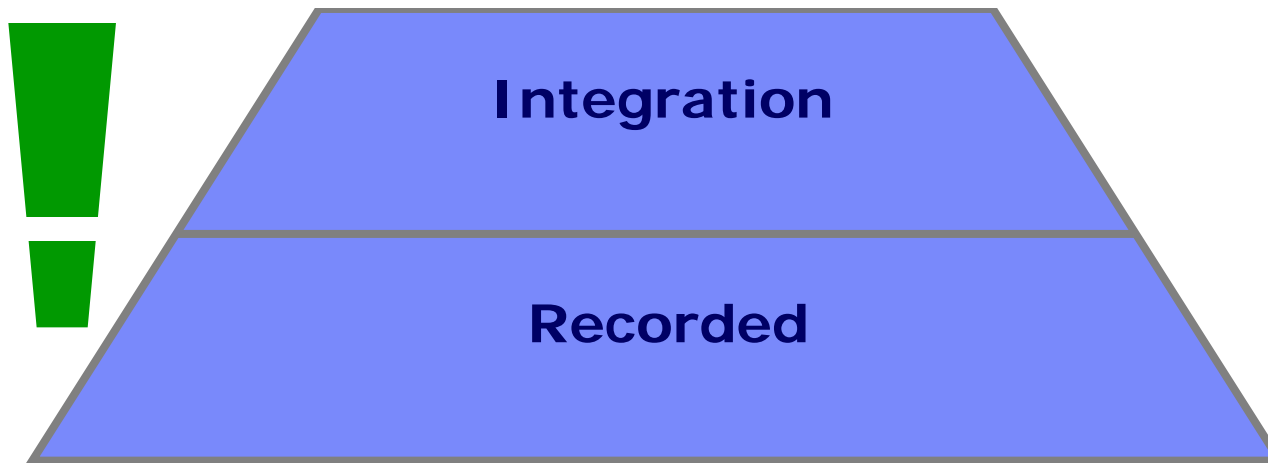


CRUD
1950 - 1980

Evolution of Transactions

Business Value

Differentiation



Messaging

1980 - 1998

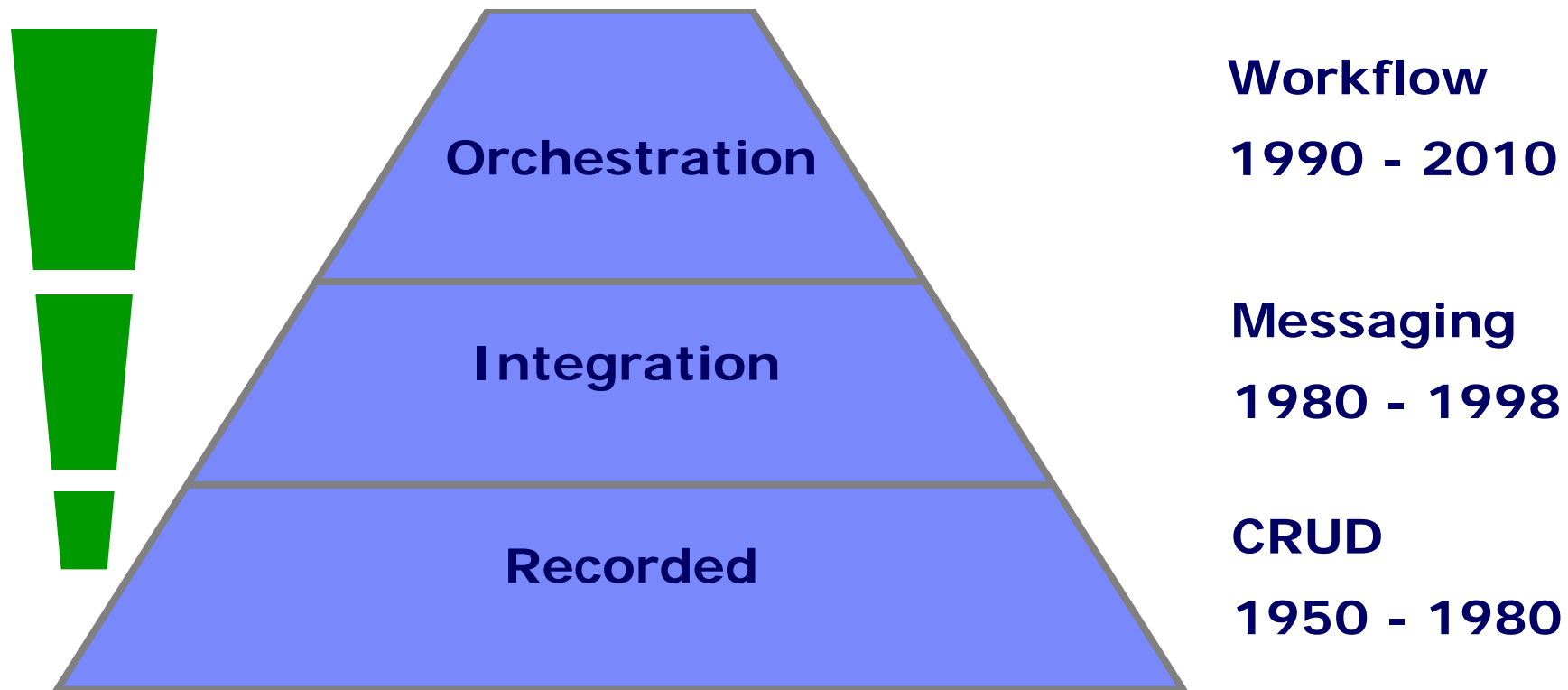
CRUD

1950 - 1980

Evolution of Transactions

Business Value

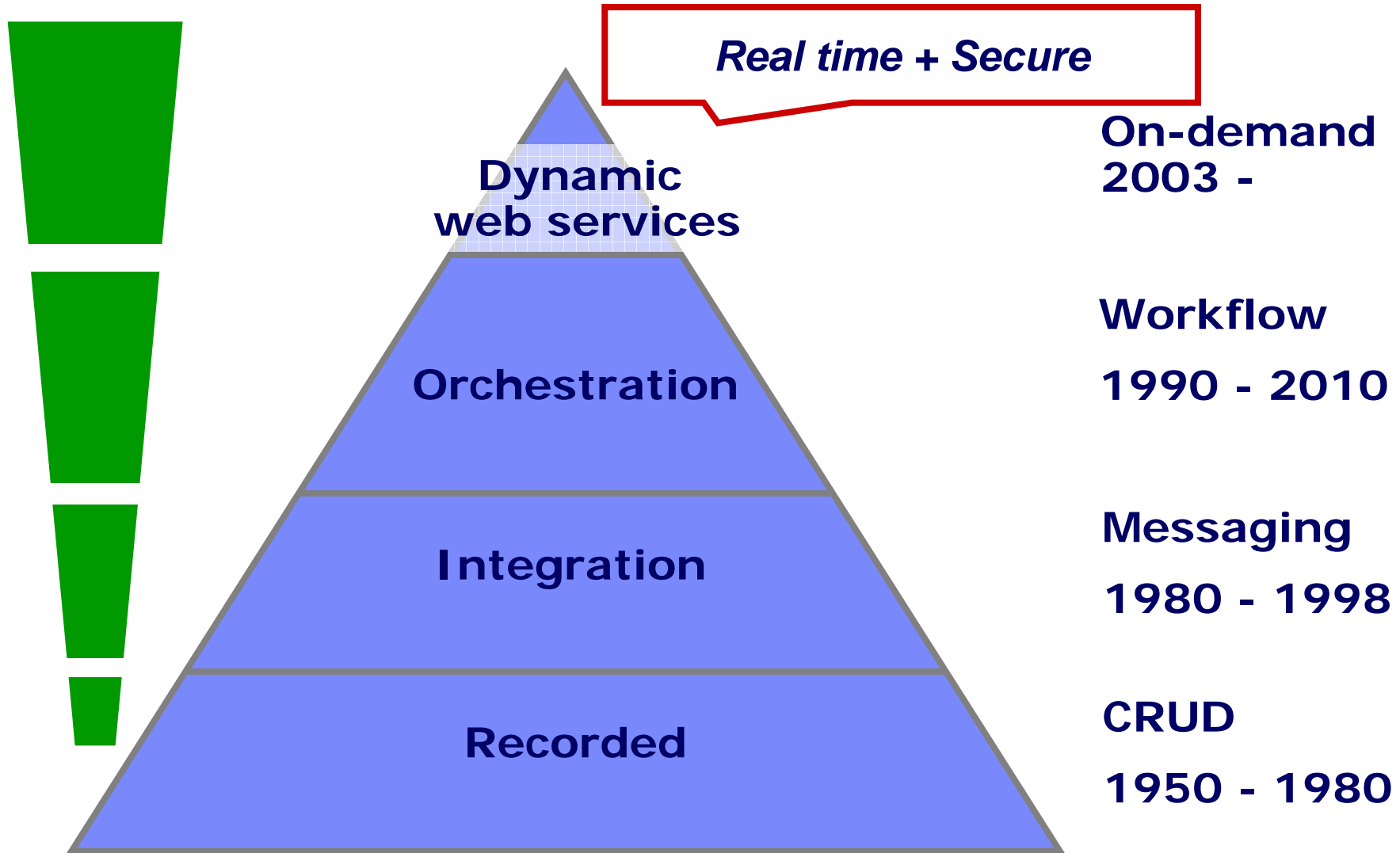
Differentiation



Evolution of Transactions

Business Value

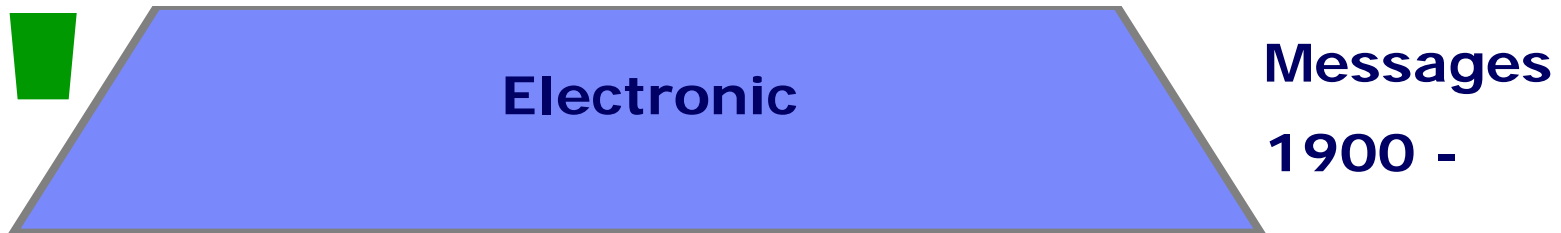
Differentiation



Evolution of Messaging

Business Value

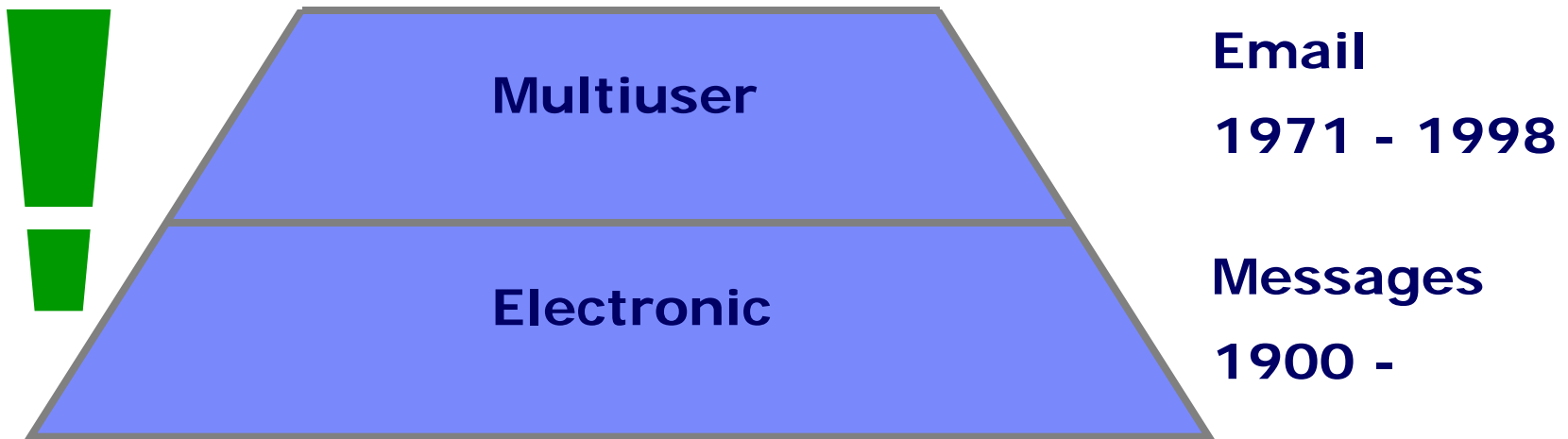
Differentiation



Evolution of Messaging

Business Value

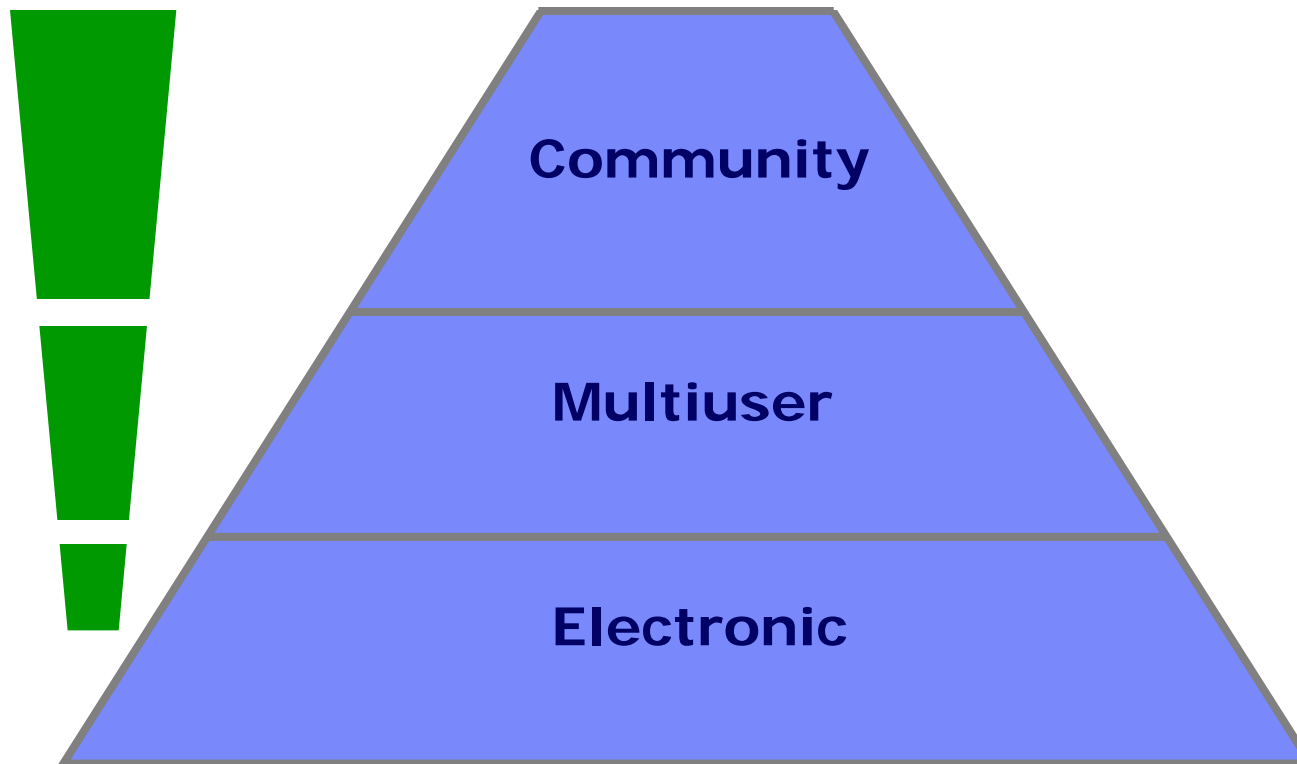
Differentiation



Evolution of Messaging

Business Value

Differentiation



**Internet access
1990 - 2010**

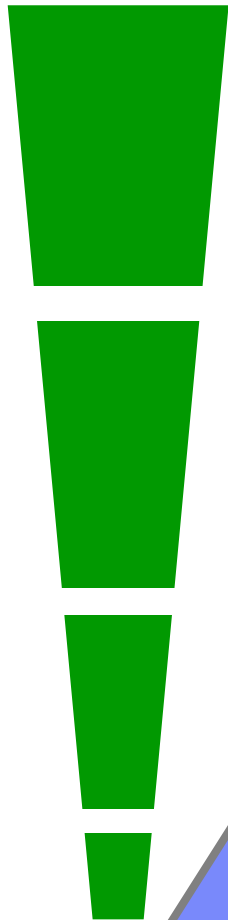
**Email
1971 - 1998**

**Messages
1900 -**

Evolution of Messaging

Business Value

Differentiation



Real time + Secure

**Dynamic
collaboration**

**Social computing
2003 -**

**Internet
Access**

**Communities
1990 - 2010**

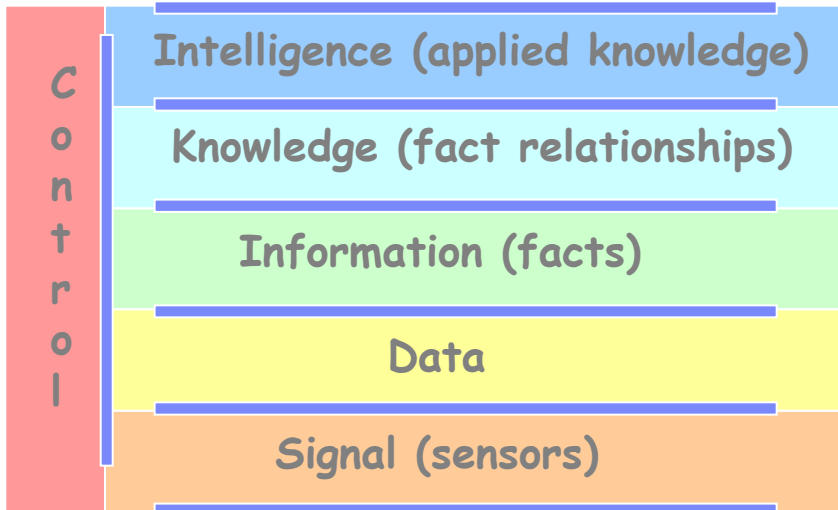
Multuser

**Email
1971 - 1998**

Electronic

**Messages
1900 - 1985**

Growth in communications traffic continues unabated



E-mail, Voice, Image, Video, IMS, TV/Radio Broadcast, Web Traffic, etc.

Daily Internet Traffic Volume

2002: 23 PB

2007: 647 PB (est.)

Email

1999: 610 Billion Emails (11 PB)

2002: 11 Trillion Emails

2006: 22 Trillion Emails (est.)

Telephony

2002: 187 Billion minutes

Emerging VoIP

Instant Messaging

2002: 41 Million users

2003: 275 Million users

Basic themes

- Increasing **Reach** creates greater value for a given set of assets
- Improving **Context** increases meaning and relevance of assets
- Combining these creates unique value
 - Intelligence*
 - On-demand transactions*
 - Dynamic communities*
 - ... If ...*
- We can deliver just the **right** elements in **real time**, at the **right moment**, in the **right way**

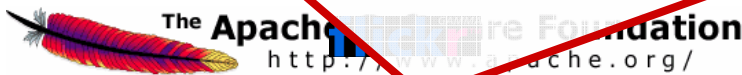
Convergence of Information / Transaction / Collaboration has created game-changing opportunities

Work / Create / Innovate / Learn

Business Value

Commerce

You can do all of this today with ...



Play

Social Value

Socialize

Composition of applications is particularly important along the current boundaries of our systems

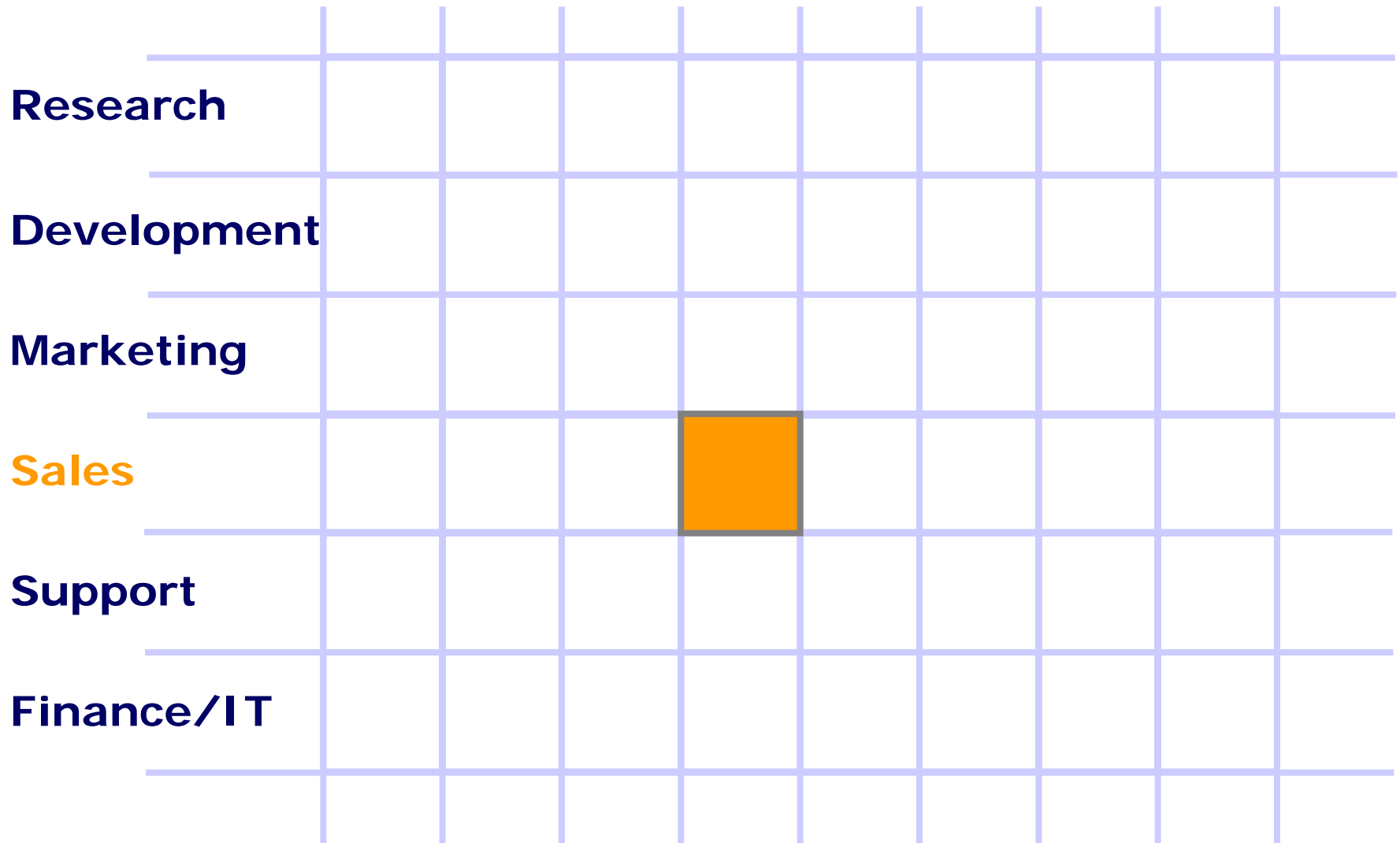
- Performance management
 - Scorecards
 - Operational dashboards
- Customer self-service applications
- Employee self-service applications
- Supplier-partner facing applications

Extending **reach** and establishing **context**

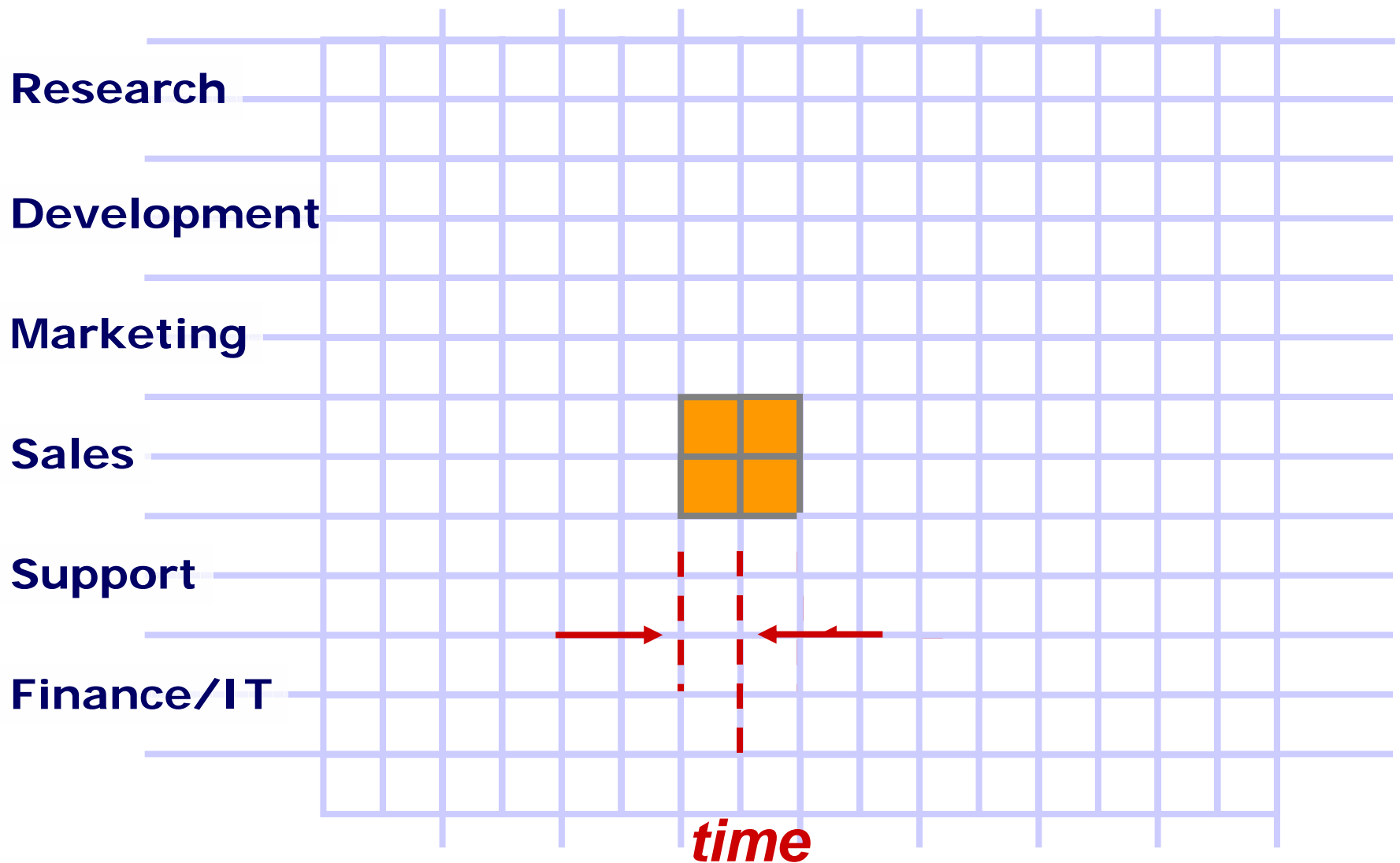


Real time + Secure

Now, let's take a very simple view of the organization

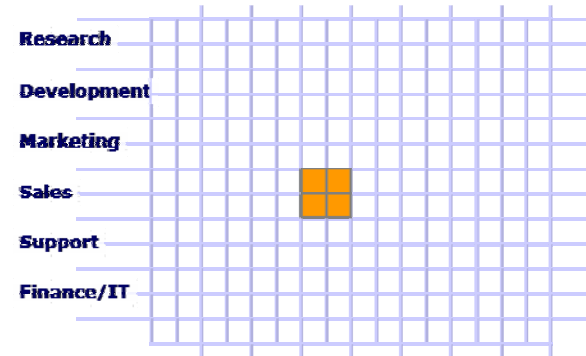


Business 'granularity' continues to increase

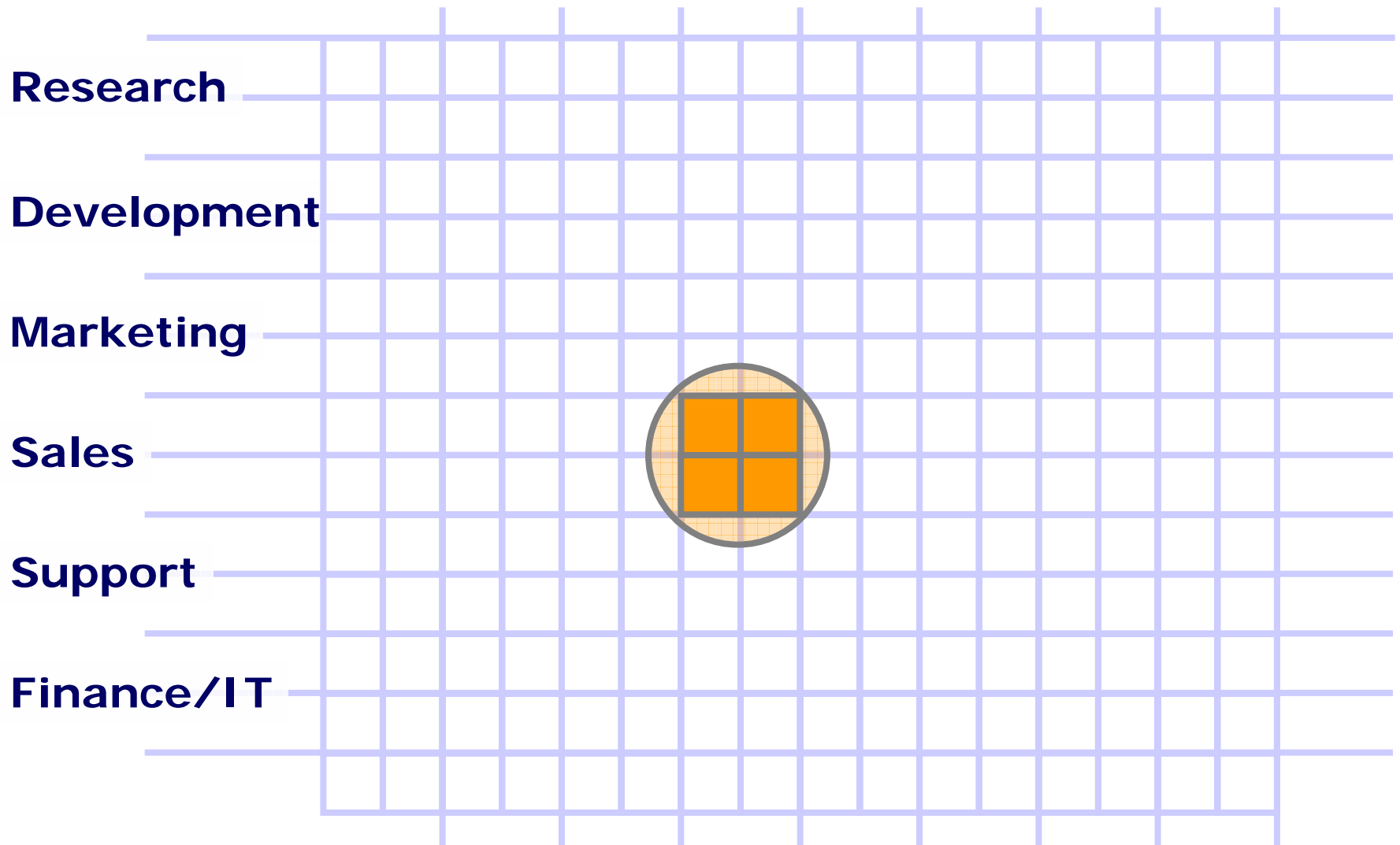


The cost of coordination in a matrix is increasing

- Coordination costs increase
 - More frequent change
 - More anonymous
- Linkages are external and dynamic
- [Most] Large organizations have process and infrastructure to handle coordination
- Smaller organizations need to start managing in the same way



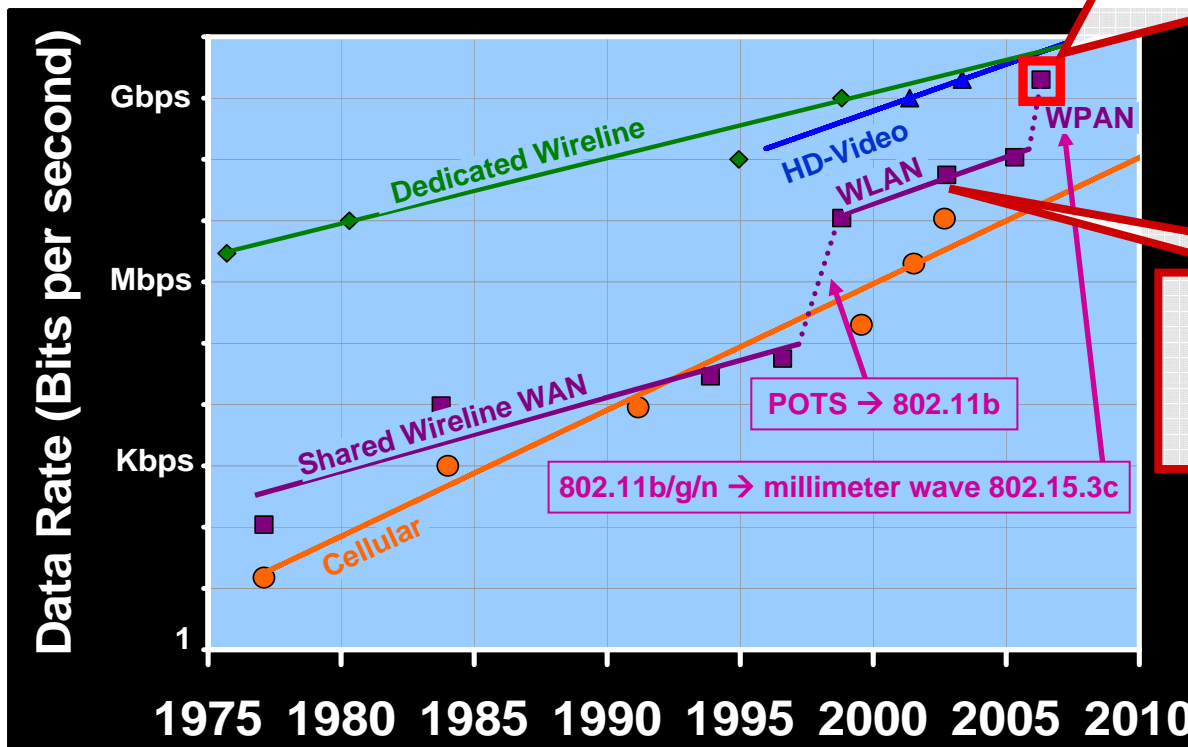
The 'distance' we traverse in the matrix in our activities



Increases as communications continue to evolve

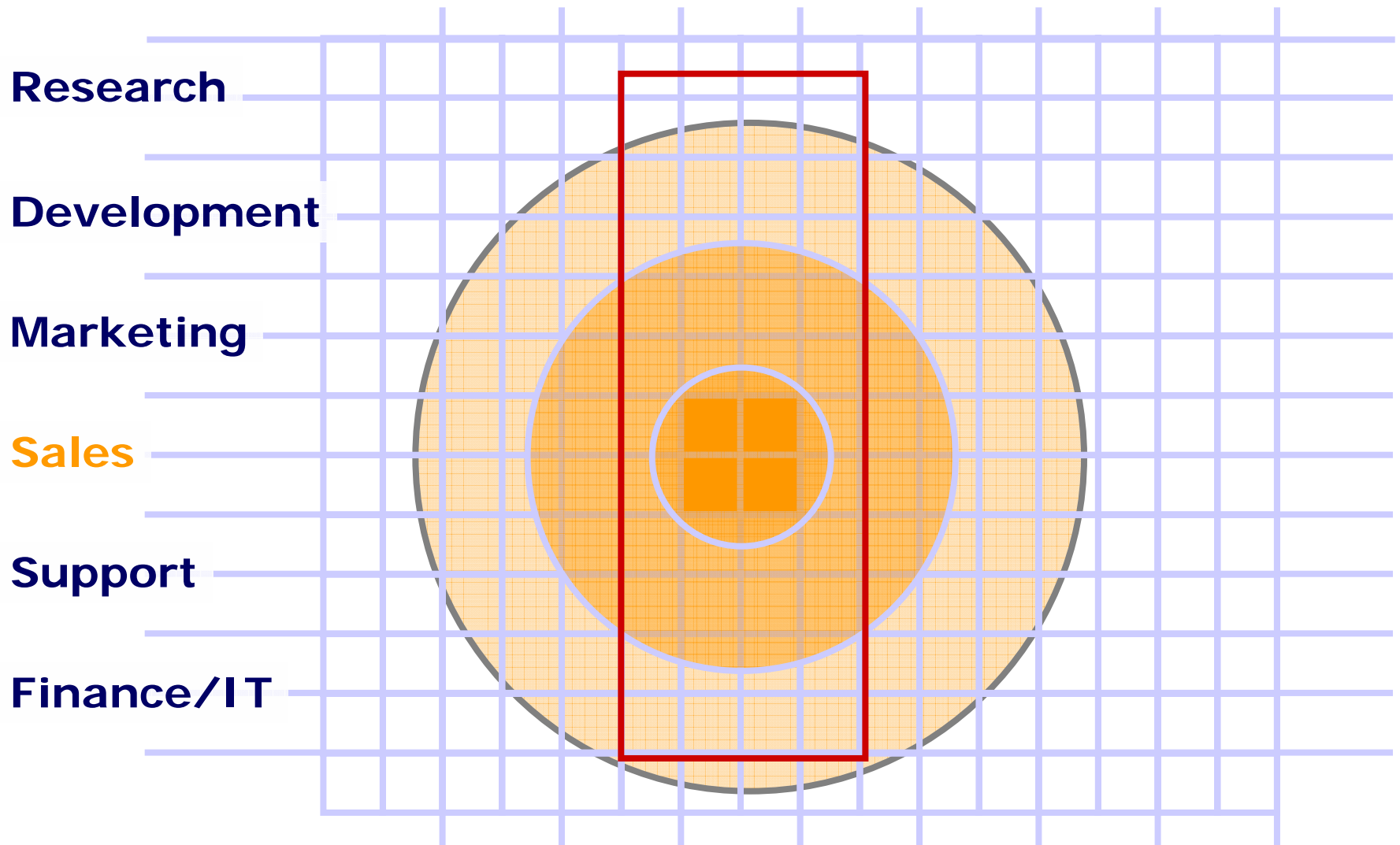
Communication Trends

You will be able download a full video store into your video phone / iThing / whatever

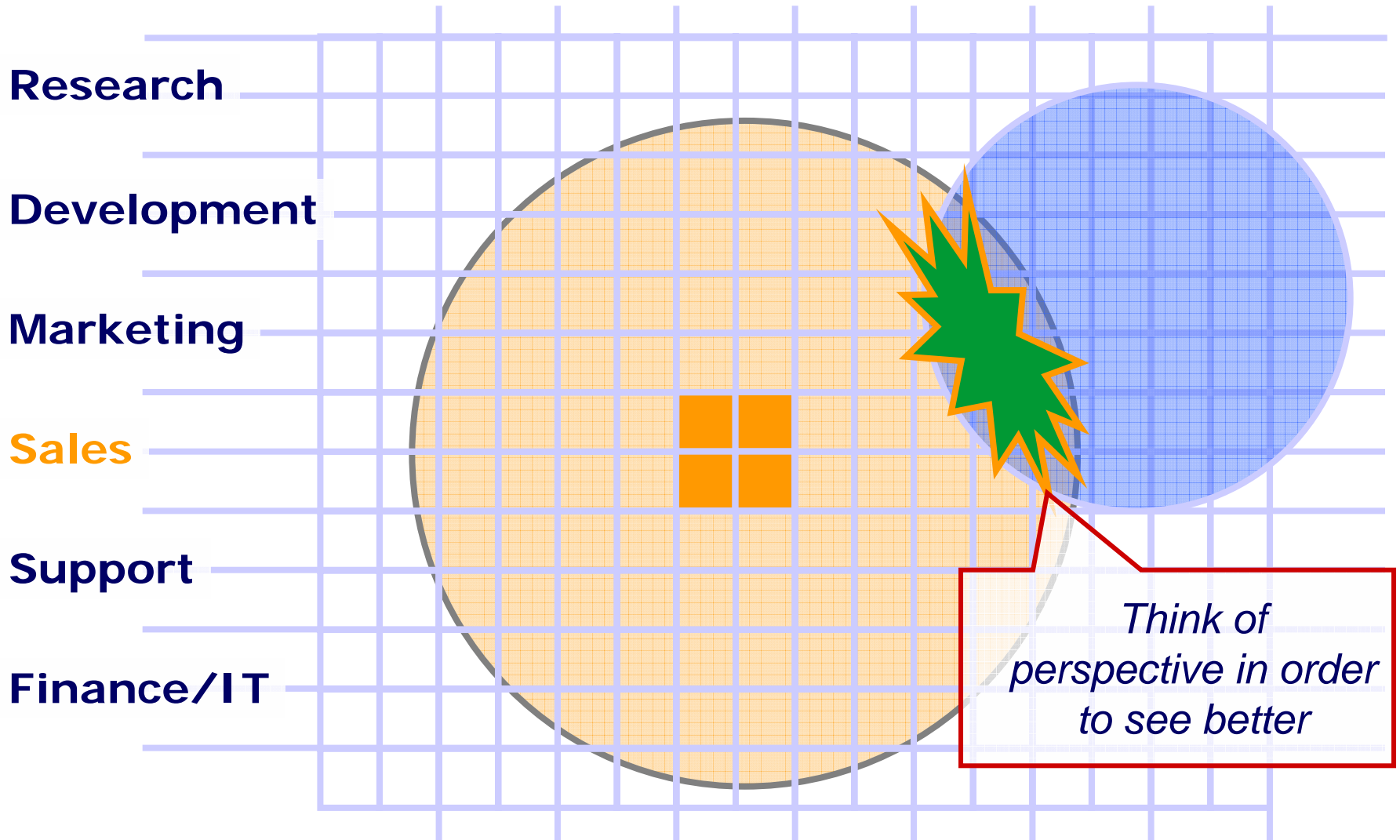


You can download a full video on to your laptop / iPod / PDA

“Radius” of interaction keeps growing, increasing the proportion of external and ad-hoc collaboration



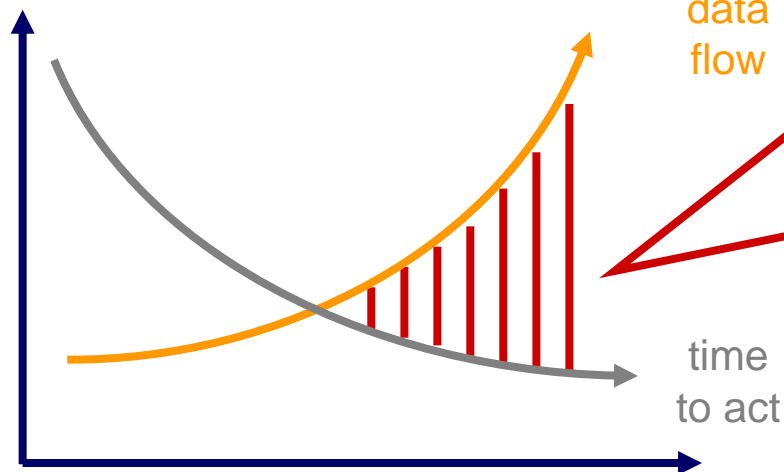
Intersection of our networks creates opportunities for innovation



We begin to become overwhelmed with exponential growth in frequency and scope of interaction of all kinds

- What is the area of a circle?

$$\text{Area} = \Pi * \text{radius} ^ 2$$



- Number of dimensions is likely to be greater
- Creates not just a knowledge gap
- *Creates an effectiveness gap*

An additional challenge: we are different people during the day

- During the day, we used to be just one person
 - Workplaces aren't always assigned anymore
 - People carry their work with them
 - ... even on the way home
- We have fundamentally different roles during the day
 - Parent*
 - Colleague*
 - Employee*
 - Manager*
 - Friend*
 - Lover*
 - ...
- Need to filter according to what we do when we need to
 - Do I create six accounts for every user?*
 - How many user accounts and passwords do you have today?*
- ***Role based applications, role-based workplace become essential***

In such a networked online world, business integrity is becoming a critical issue

- As the radius increases
 - We might need to work with people we will never meet
 - We might work with organizations we know little about
- But collaboration and knowledge sharing is based on communities
- And communities are based on trust
 - Example: Even for instant messaging....*
 - Strong authentication**
 - Internal deployments**
 - Secure communications**

*Who are we?
Who are they?
Is this information
real?*

So, what kind of business platform am I looking for?

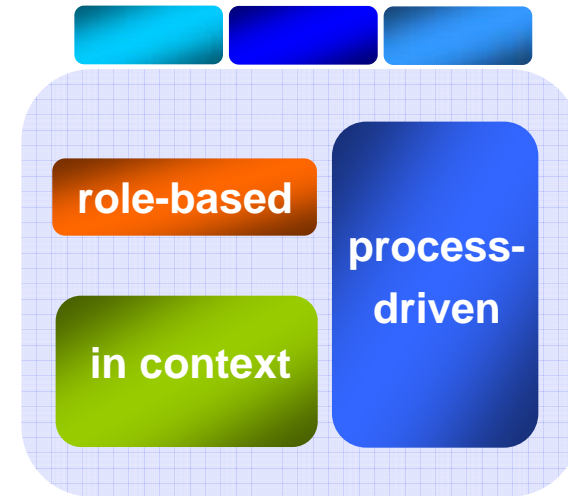
- Integrate on demand
 - Assemble the key elements of Data, Transactions, Messages in Context
 - Knowledge, Business transactions, and Communities when I need them*
- Compose just what I need at the moment I needed
 - Not more*
 - Not less*
- Bring it to me, wherever I – wherever we - go
 - Web browser*
 - Laptop or PC*
 - Mobile*
 - Embedded devices*
- Make it easy to create, easy to grow
 - Powerful but easy to use tooling appropriate for each type of application
 - Frameworks for common business issues
- *Make it real and make it now*

Dynamic, real-time delivery of all key elements with WebSphere Portal

Services

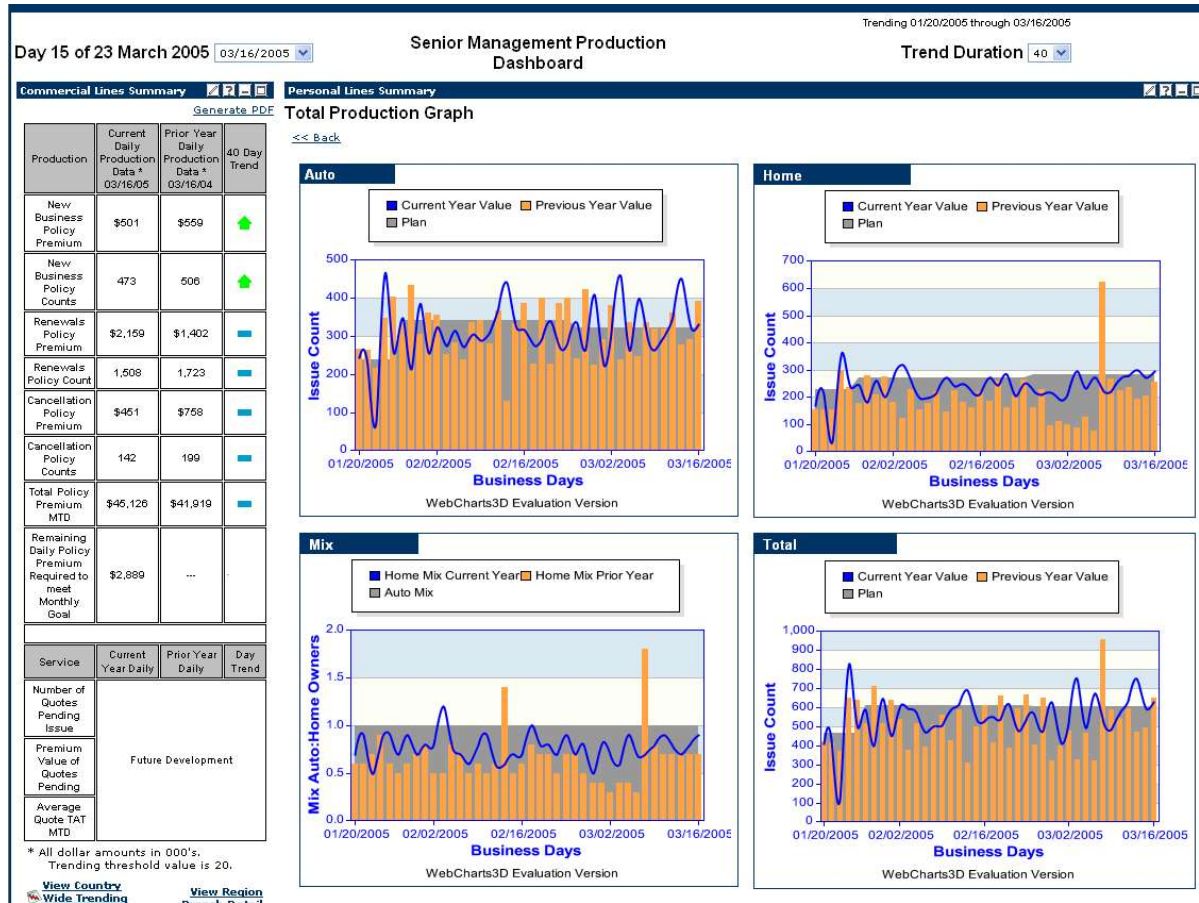
Presence Awareness	Management Dashboards
Instant Messaging	Sales Force Automation
Business Alerts	Customer Relation Management
Communication	E-Forms
e-Mail	Content Management
Document Management	Collaboration
E-Learning	eHR
ERP Information	Composite products
Workflows	Syndicated Rates

Natural, Intuitive, Adaptive User Experience



Composite application or view, that delivers **services** in the form of portlets, within a security rich environment, in the context of a business process

Portal based solutions - becoming essential for business effectiveness



Real time
Secure
Complete
Relevant
Role-based
Actionable

You can do this for your organization, the results will impress you

Allmerica Insurance Sales Dashboard