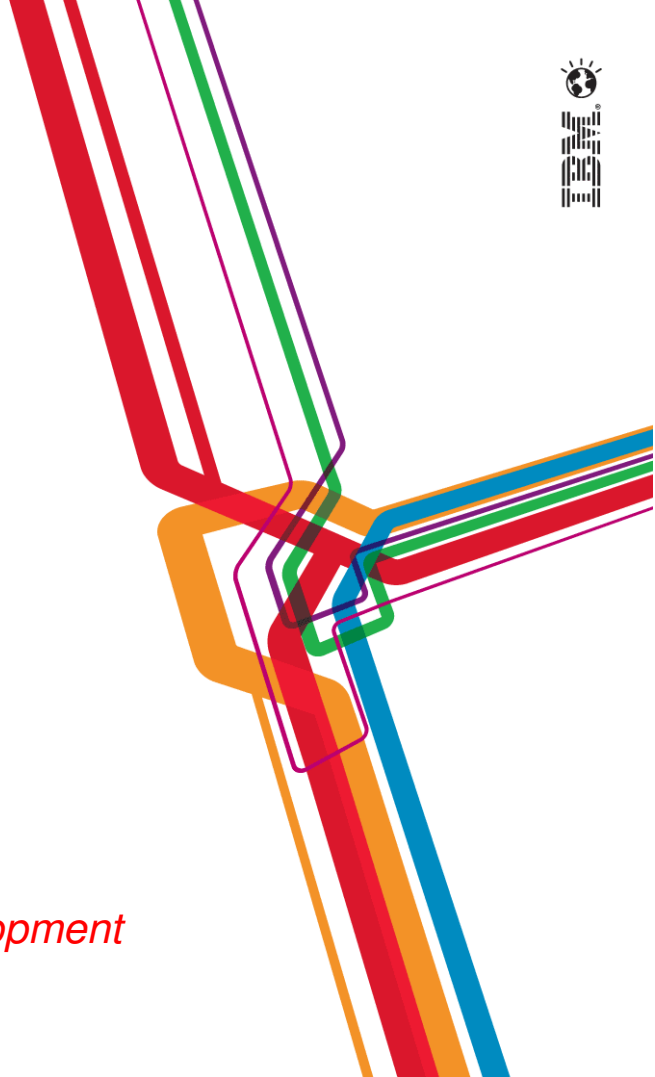




Optimizing the World's Infrastructure

PCTY2012 
Pulse Comes to You

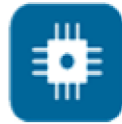
Jamie Thomas, Vice President of Tivoli Strategy and Development



In this new world everything is changing....



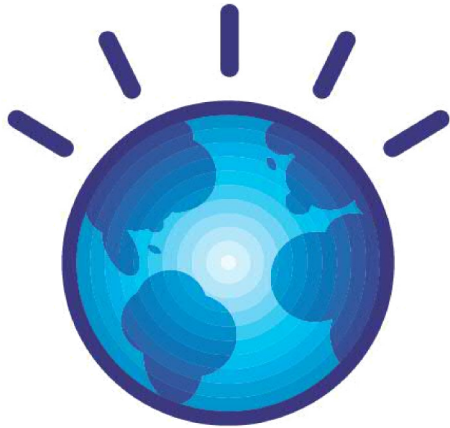
INSTRUMENTED



INTERCONNECTED



INTELLIGENT



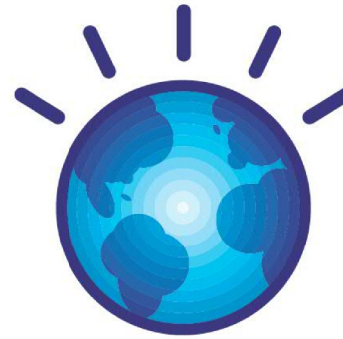
80%

*CEOs anticipate
turbulent change and
bold moves ahead.*



Rethink IT.

- Speed delivery
- Improve economics
- Drive innovation



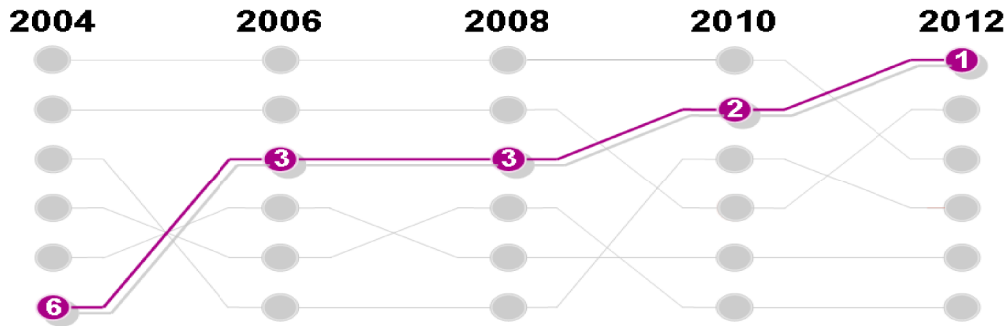
Reinvent business.

- Improve operating dexterity
- Redesign client relationships
- Uncover new profit opportunities

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Technology will play a critical role...



Factors impacting organizations:

1. Technology factors

2. People skills
3. Market factors
4. Macro-economic factors
5. Regulatory concerns
6. Globalization
7. Socio-economic factors
8. Environmental issues
9. Geopolitical factors

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Faster Delivery

90%

view cloud as critical to their plans



Improved Reach

1 Billion

Smartphones and 1.2 billion mobile employees by 2014



Responsive Operations

20B+

Intelligent business assets



New Insights

2.7ZB

of digital content in 2012, a 50% increase from 2011



Market Transformation Is Impacting Your Businesses



Cloud Computing
drives IT and service innovation



Smarter Physical Infrastructure
enables new business models



Enterprise Mobility
expands client reach



A Smarter Planet requires a new approach to
Security

Success is driven through a holistic approach to delivering and managing services that adapts to changing business priorities...



VISIBILITY

*See and understand
your business
in real time*



CONTROL

*Transform and
adapt while
limiting risks*



AUTOMATION

*Standardize best
practices and achieve
greater efficiency*

IBMSmartCloud Foundation

Build and scale cloud environments with unparalleled time to market

Automation

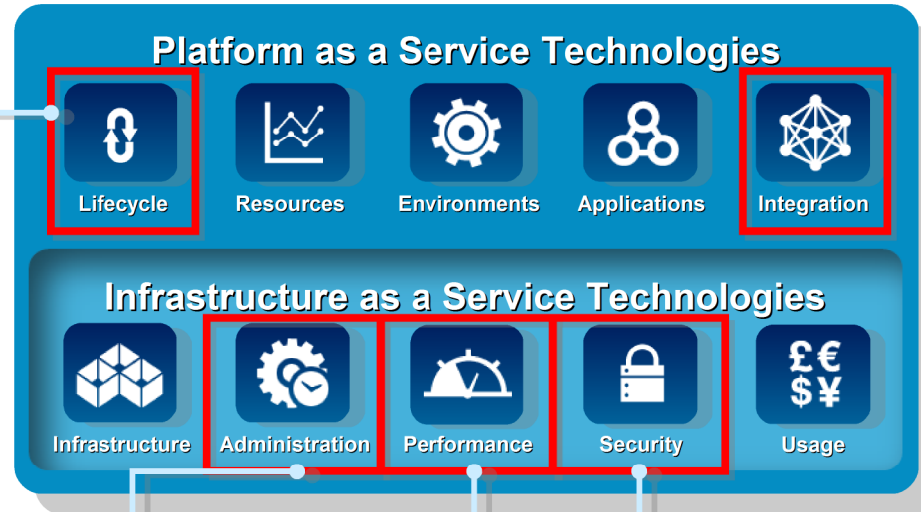
- Collaborative development
- Customize workload patterns
- Cloud lifecycle management

Control

- End-to-end IT process integration
- Simplified cloud administration
- Lower costs and improve performance

Visibility

- Improved visibility into the cloud
- Health analytics for capacity planning
- Secure the Cloud



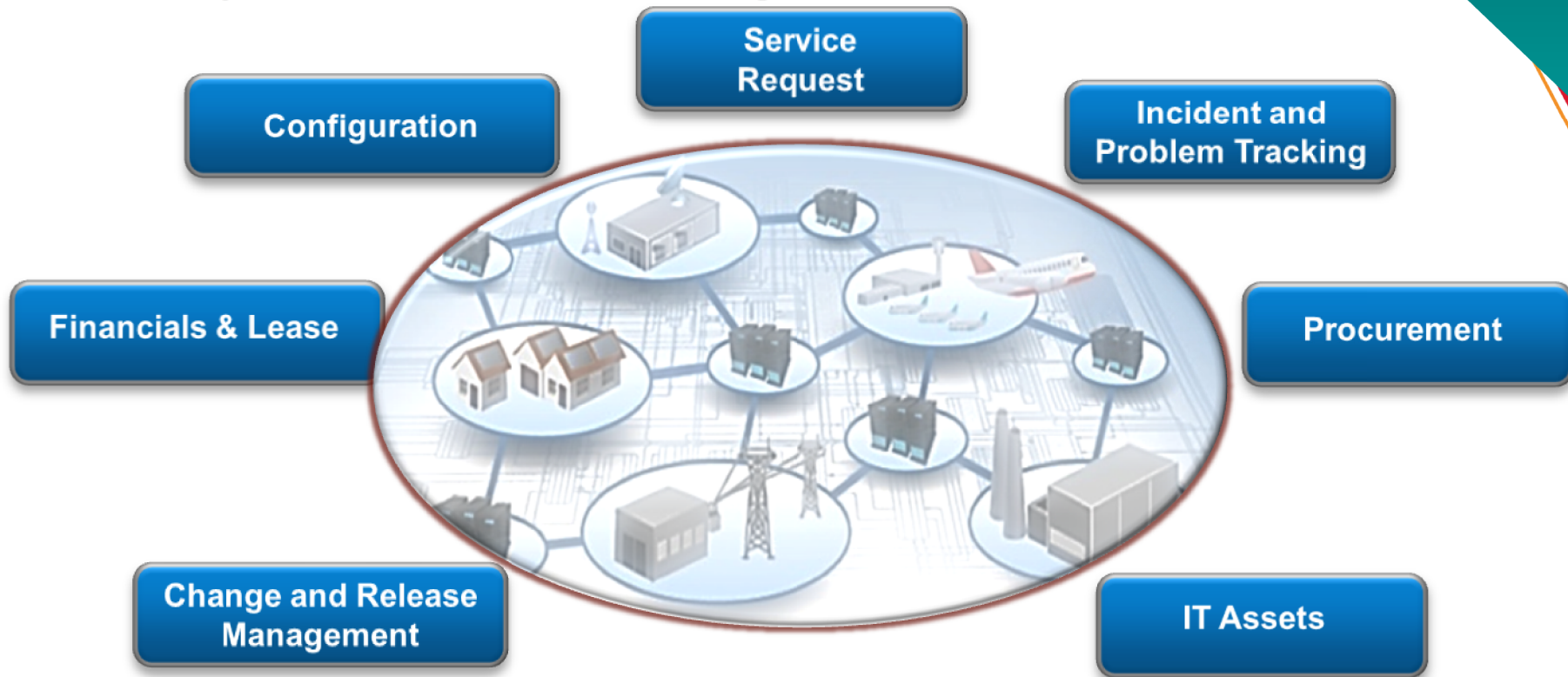
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IBMSmartCloud Control Desk

New

Holistically controls service management processes



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Optimizing the
World's Infrastructure

IBMSmartCloud Monitoring and Provisioning

Visibility and Control of Optimized IT Infrastructures and workloads

New and Enhanced

IBMSmartCloud Monitoring

- End-to-end element visibility
- Proactive problem analysis
- Intelligent workload placement
- License optimization
- Capacity planning

IBMSmartCloud Provisioning

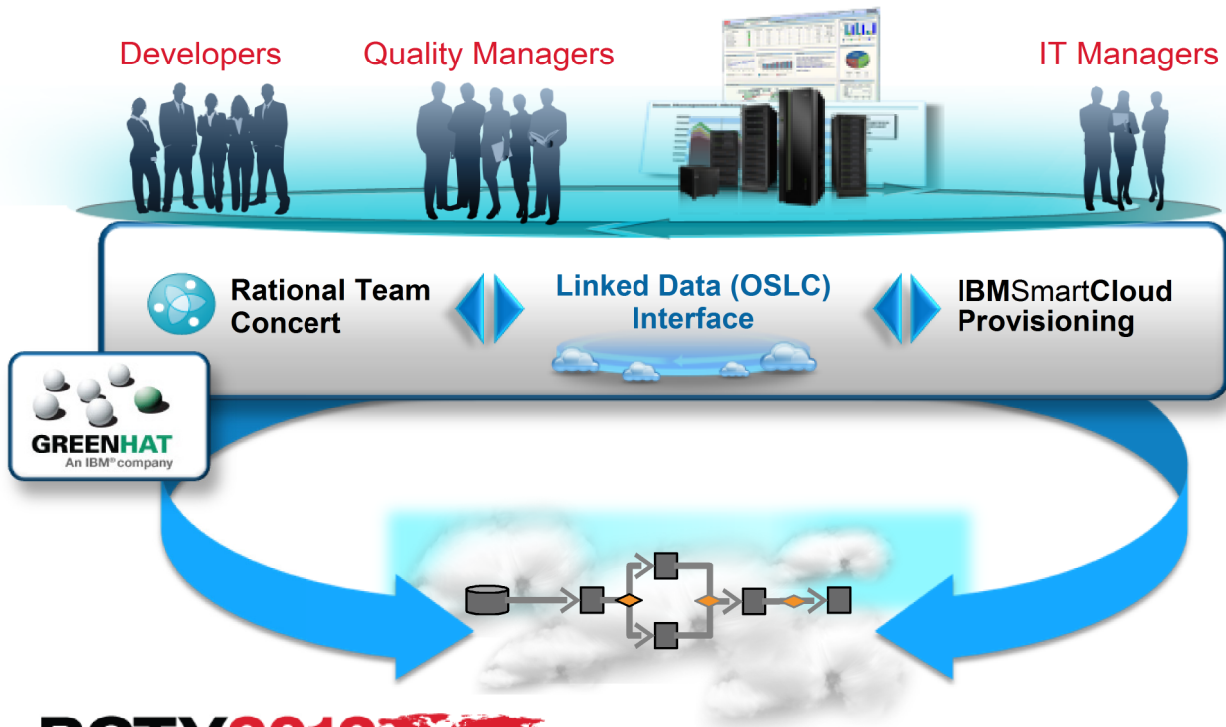
- Highly resilient cloud manager
- Hypervisor agnostic platform
- Advanced image management
- Image lifecycle composition

- Start small and scale up
- Real-time capacity on-demand
- Analytics based optimization

IBMSmartCloud Continuous Delivery

A simple approach to lifecycle agility

Beta



- Accelerate delivery
- Self-service
- Reduce risk
- Improve quality
- Manage change
- Optimize Workload Patterns

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Optimizing the
World's Infrastructure

IBMSmartCloud Application Performance Management

Optimize end user performance and prevent outages

New



Rapid Time-to-Value

- Out-of-the-box **dashboards** provide KPI at-a-glance
- Execute quickly with new **agentless** transaction tracking technology

Comprehensive Coverage

- Updated support for **DataPower, DB2, WAS, SAP** and more
- Monitor both traditional and cloud-based environments

Leverage IBM Expertise

- Built-in **IBM expert advice** identifies root causes and recommended actions
- **Impact analysis** dashboards enables quick identification of problems and business are that is affected

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IBM SmartCloud Virtual Storage Center and Tivoli Storage Management Suite

Intelligently controls and optimizes Cloud Storage with pay as you go pricing

New

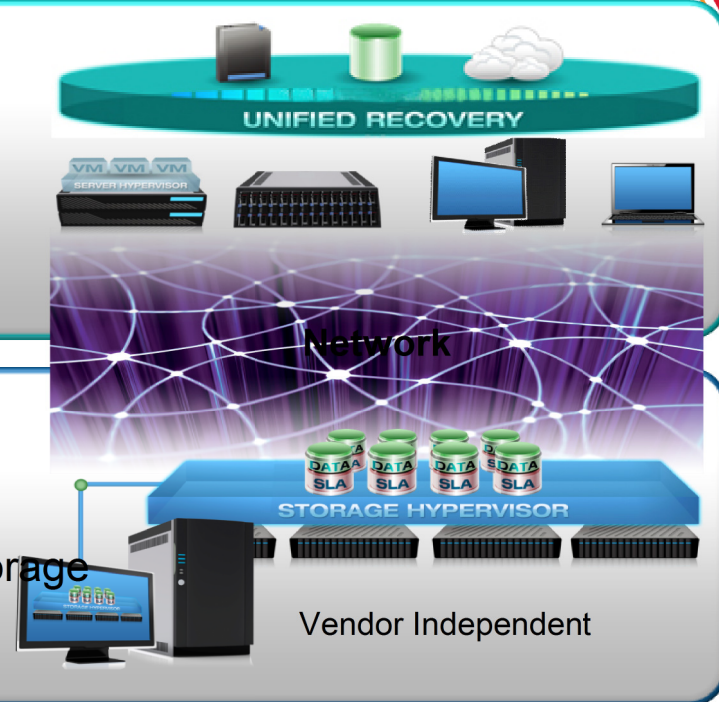
Tivoli Storage Management Suite

- Data reduction for recovery and retention
- Always on recovery service
- Instant recovery for virtual environments and applications

Early Experience Program

SmartCloud Virtual Storage Center

- Virtualize physical storage resources
- Flexible management of heterogeneous storage
- Central management of virtual storage



Service Management Extensions for Hybrid Cloud

Integrate clouds with centralized monitoring, security and automation

New



- Visibility across all resources
- Control system and security management
- Automate workload flows across clouds

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Better Business Outcomes with Cloud



The need

Reduce time to market by accelerating development cycle for 20,000 internal developers

The solution

Self-service request, automated provisioning, and internal chargeback capabilities

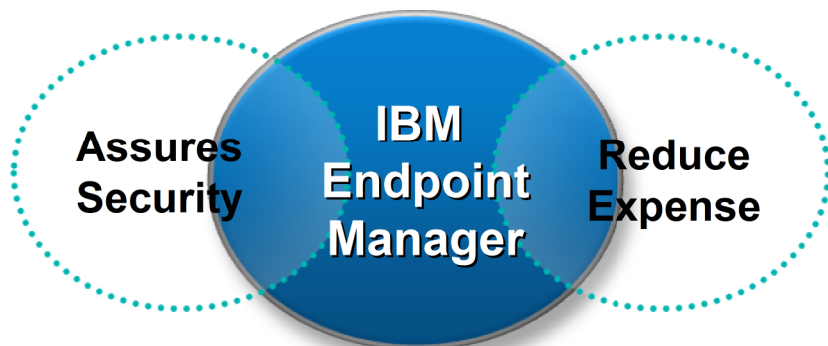
The benefit

Reduced server provisioning times from 45 days to less than 20 minutes.

IBM Endpoint Manager


Extending Enterprise endpoint management to Mobile

New



- Mobile Lifecycle Management
- Security threat detection and automated remediation
- Advanced management for iOS, Android, Symbian, Windows Phone



| | |
|-------------------------------------------------------------------------------------|----------------------------------|
|  | Extends 550,000 endpoints |
|-------------------------------------------------------------------------------------|----------------------------------|

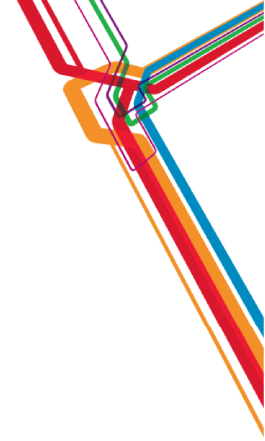
Enterprise Servers, Desktop and *now Mobile*

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IBM QRadar Security Intelligence Platform

Real time and historical correlation capabilities with massive scale



- Real time and historical correlation capabilities with massive scale
- One console security with big data Instant Search
- Integration across security domains with advanced X-Force® threat intelligence
- Helping secure cloud infrastructures with virtual appliances

IBM Maximo

Innovating to reach new heights of infrastructure performance and reliability



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New and
Enhanced

- **Health, Safety and Environment Management**

- Improve employee and public safety, reduce risk to the environment and manage regulatory compliance

- **Supply Chain Management**

- Greater control over critical procurement to improve operations and optimize enterprise inventory

- **Comprehensive Industry Solutions**

- Transportation, Nuclear, Oil and Gas

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Smarter Incident Management at Infinis



The need

Improve Asset availability through faster and more effective response to Incidents at their remote Operating Locations

The solution

Feed SCADA Alarms into Maximo and provide streamlined Incident Management, Work Management and Scheduling

The benefit

Legacy IT systems and data re-entry have been eliminated.
Response times to Incidents have been reduced

IBM Smarter Buildings

Tririga enables a complete solution for facilities optimization

New and Enhanced



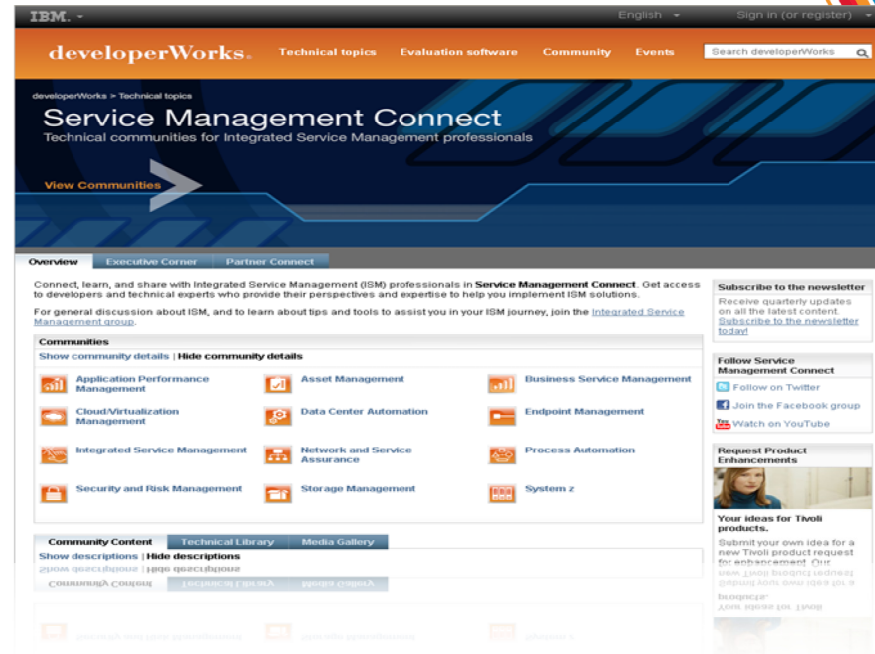
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Service Management Connect

On-line community that connects you to the future of service management

- Transparent development
- Product roadmaps
- Code downloads and demos
- Access to the experts
- Best practices
- Submit requirements



- › 4 million hits since launched at Pulse 2011
- › 700+ blog entries from IBM experts
- › 100 featured IBM expert profiles

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