IBM Business Connect

Business Without Limits.

July 23 | Vineyard Hotel and Spa, Cape Town

Capitalizing on the new era of computing with expert integrated systems

Nancy Pearson
Vice President, Marketing
PureSystems

https://www.facebook.com/IBMSouthAfrica/events

#IBMBC2013

2013 IBM Corporation

Lead in video

Technology is reshaping industries

Four forces are driving business innovation & change

Mobile

of mobile users keep their device within arm's reach 100% of the time

IBM Forum 2012, Smarter Commerce Prague

Social

of CEOs will use Social to connect to customers in 3 years

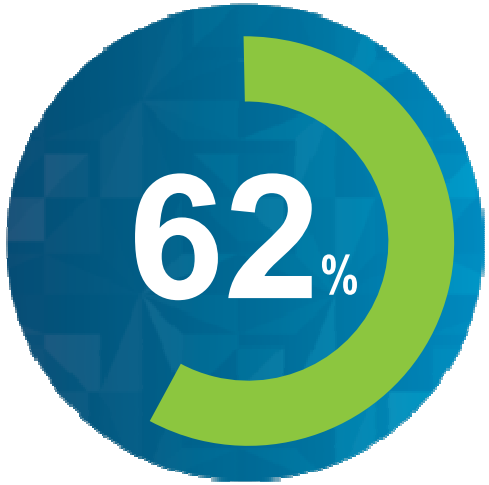
IBM GBS 2011 IBV Study, "The power of cloud: driving business model innovation

Big Data

increase in the amount of digital content created by 2015

IDC, IDC Predictions 2012: Competing for 2020, Doc #231720, December 2011

Cloud



of workloads will be cloud based by 2014

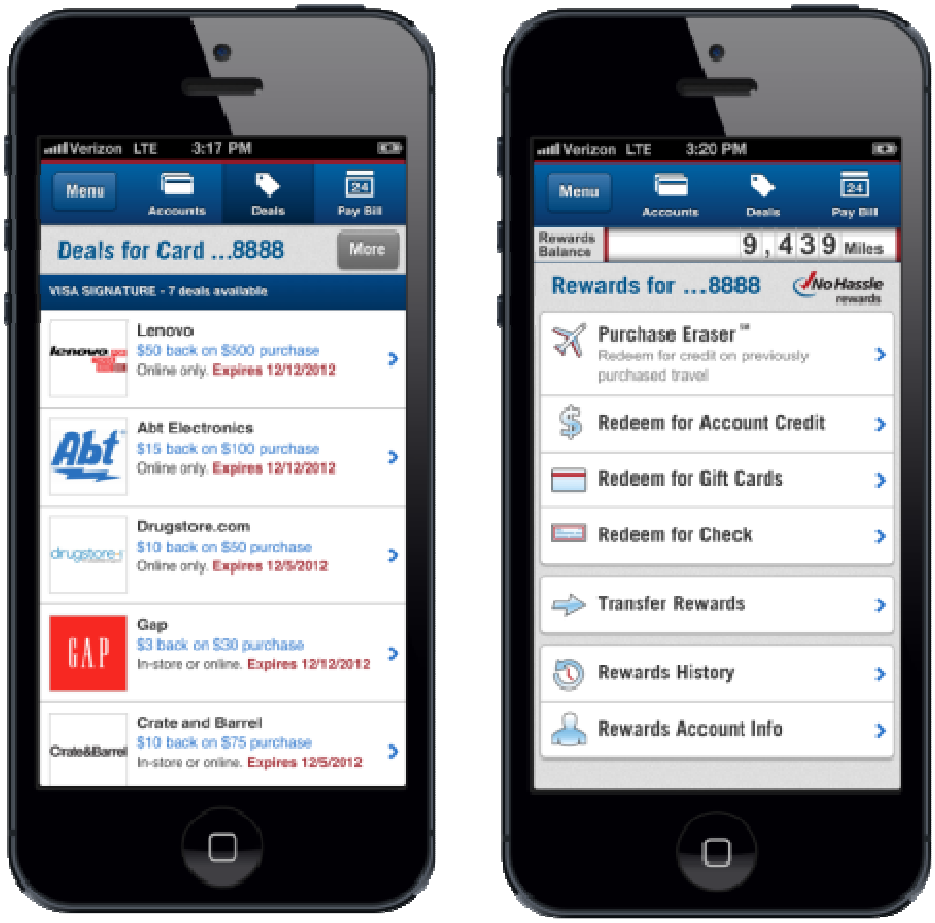
Morgan Stanley Cloud perspective: http://www.morganstanley.com/views/perspectives/cloud_computing.pdf

Leading in mobile banking

up to 40 percent
of its future business expected to come from mobile accessibility

Develop mobile apps **quickly and efficiently**,

Support future business growth **at lower cost**



How big data analytics recovered lost revenue

Carphone Warehouse

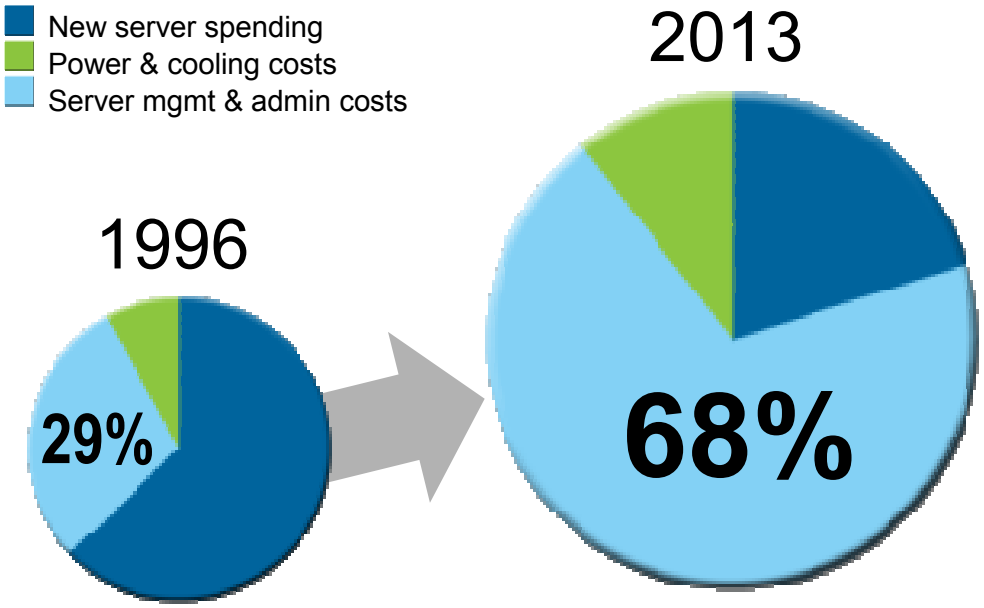
$59 million
in recovered revenue

Time to make car detail record queries down
From 35 hours to 35 minutes

But clients face considerable obstacles with time and cost

34% of new IT Projects

deploy late



68% of IT

operating costs in 2013 will be for **management and administration**

From a commissioned study conducted by Forrester Consulting on behalf of IBM

IDC Converged Systems End User Survey Results presentation; September 2012; Doc #236966

The result is a transformation in how IT is deployed, consumed, and managed

Redefining Client Engagement

- Driven by mobile, social, big data and analytics
- Shorter cycle times with rapid iteration
- Requiring scalable, optimized systems for up to millions of users

Evolving Consumption Models

- Driven by cloud-centric development and delivery
- Influencing solution delivery as services across private, hybrid or public cloud platforms

Converging Systems

- Driven by IT economics
- Influencing infrastructure design and management toward speed, simplicity, and lower cost

How would your business change if you could:

Deliver a fully operational **cloud in less than 4 hours**

Deploy a web application* in **less than 15 minutes**

Complete analytic queries and reports **5 to 9 times faster**

Reduce annual labor costs by up to **76 percent**

* 3-Tier Web Application

PureSystems

Systems with integrated expertise and built for cloud

Built-in Expertise

Capturing and automating what experts do

Integration by Design

Deeply integrating and tuning hardware and software

Simplified Experience

Making every part of the IT lifecycle easier

PureSystems

IBM

PureFlex

Infrastructure

Delivering Cloud Infrastructure Services

PureApplication

Application Platform

Delivering Cloud Application Platform Services

PureData

Data Platform

Delivering Big Data Platform Services

DRI Video

http://cdurl.net/?u=U4V4T7

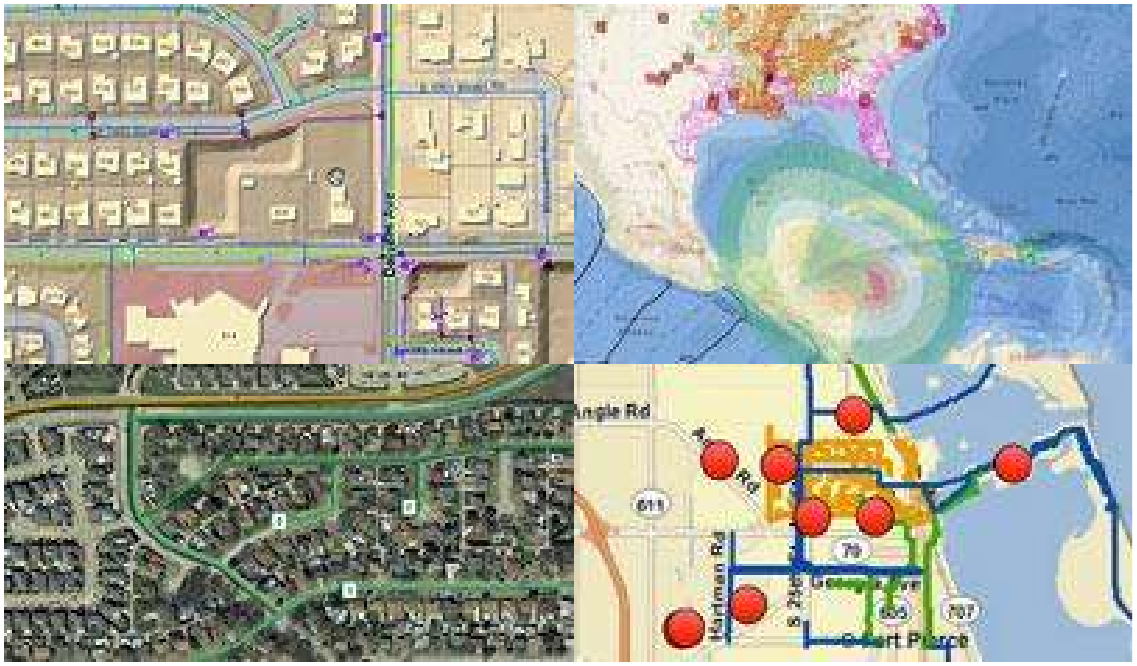
Clients are transforming their business with PureSystems

IBM

esri

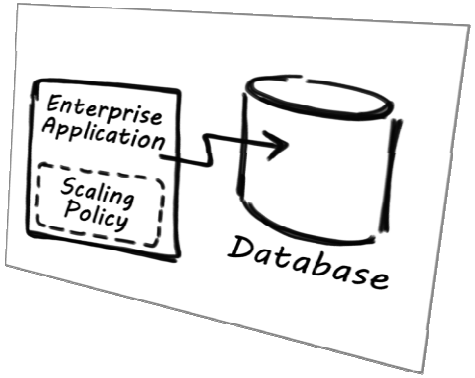
Weeks and months reduction
in deployment times

98% decrease
in time to analyze data
(from days to minutes)

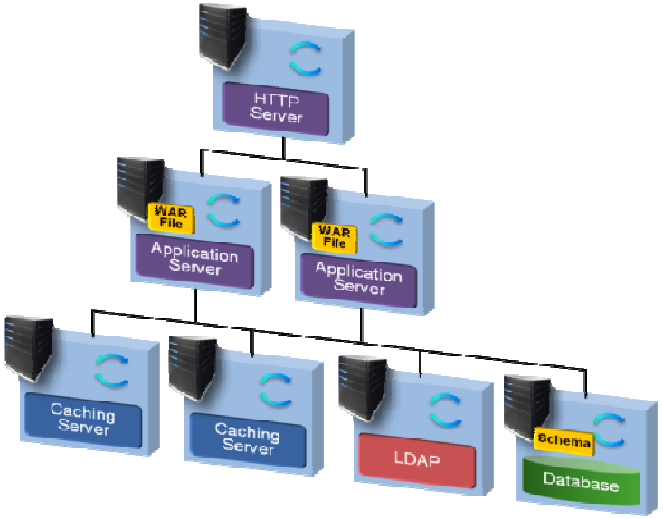


Workloads are optimized with "Patterns of Expertise"

What the business wants…



What's required…



What a pattern automates…

Patterns of Expertise: Proven best practices and expertise learned from decades of client and partner engagements

"Patterns of Expertise" **from both IBM and Partners are deployed in the Cloud**

IBM

Big Data
Data Management
Business Analytics & Data Warehousing
Information Integration & Governance

Mobile
Mobile Development and Connectivity

Social Business
Collaboration
Web Experience

Software capabilities
Application Infrastructure
Business Process Management
Connectivity, Integration and SOA
Asset and Facilities Management

Partners

Banking
Financial Markets
Telecom
Retail
Consumer Products
Healthcare
Government
Insurance
Energy & Utilities

MONTRAN, Sopra, TATA, TEMENOS, NICE, fiserv., DIASOFT, TEMENOS, FIX Flyer, KINGLAND, OPENET, Red Bend, REFLEXIS, amdocs, SUGARCRM, comviva, sube, SUNBAY, nominum, In10s, FLASH networks, Asiainfo Linkage, CROSSVIEW, Manhattan Associates, DASSAULT SYSTEMES, accelrys, Siemens PLM Software SIEMENS, ALPHINAT, msi GLOBAL, INFOR, CÚRAM SOFTWARE, Cincom, censof, esri, EARNIX, SILVERMOON, KANA., silanis, IDP, EXIGEN insurance solutions, MajescoMastek, SAPIENS, EcoLogic, esri, PriceLenz, Siemens PLM Software SIEMENS, Cincom, DASSAULT SYSTEMES

IBM Business Connect
Business Without Limits.

A solution to meet Africa's needs

Increased flexibility with the first pre-integrated **application platform** for **Windows** ***and***

Consolidate a broader range of applications on PureApplication System, including those which require Microsoft Windows

Deploy patterns with one or more components on **Microsoft Windows 2008 R2**

- virtual system and virtual application patterns

Bring-your-own-license design allows you to leverage existing investments

- e.g. Microsoft Windows volume licenses

Patterns made available for select Microsoft products

- Microsoft SQL Server
- Microsoft Sharepoint

Use extend/capture or provided tooling to **create your own** Windows-based patterns!

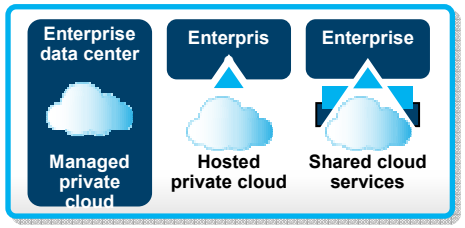
Open flexibility is required in cloud delivery, integration, and use

IBM

IBM SmartCloud Foundation

PureSystems

IBM SmartCloud Services



Evolve existing infrastructure to cloud

Accelerate adoption with integrated systems

Immediate access to a managed platform with flexible cost

Workload Portability

Cloud Standards Customer Council

Common Cloud Management Services → open standards reference model

Transforming cloud delivery for a South Africa computer services company

IBM

SILVERMOON

50% savings
in IT-specialist costs anticipated

Decrease in deployment time
From 2 weeks to 18 minutes

Insurance Solutions

Silvermoon provides a range of customizable insurance solutions built on the LUNOS Enterprise Suite.
Explore Silvermoon's Solutions >>

Insurance Architecture

Deploy LUNOS Enterprise Suite to run all lines of an insurance business on a single platform.
Insurance Solution Architecture >>

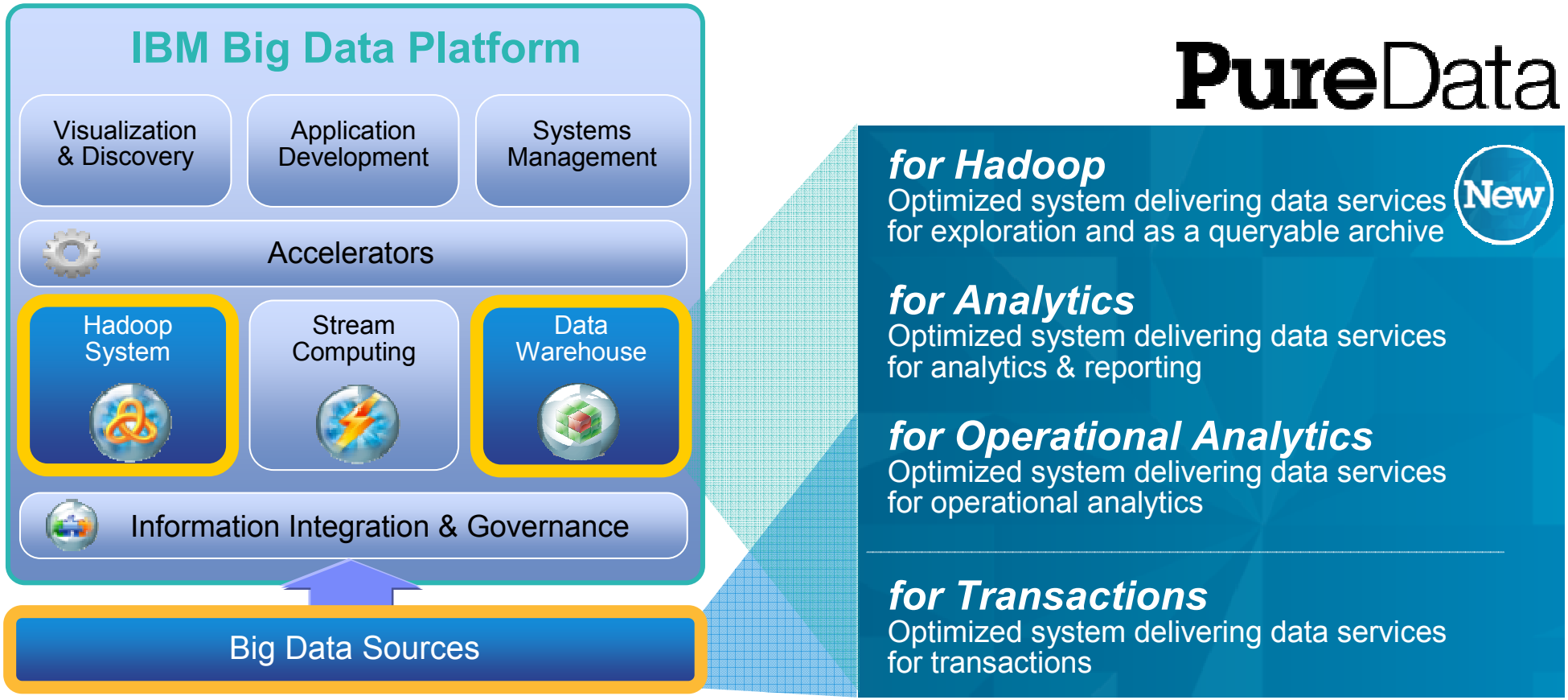
Alliances

Silvermoon is active in the USA, Europe and Southern Africa. It has built strong alliances with insurance business partners.
Silvermoon's Alliances >>

Media Center

Visit our Media Center for videos, case studies and white papers on our insurance products and solutions.
Insurance Case Studies >>

PureData is an expert integrated system for big data



Transforming critical financial services analytics for NYSE Euronext

IBM

NYSE EURONEXT

99+% reduction
in time required to run market surveillance algorithms

35% savings
in IT resources

PureSystems

- Integration by Design
- Built-In Expertise
- Simplified Experience

PureFlex

Infrastructure

Delivering Cloud Infrastructure Services

PureApplication

Application Platform

Delivering Cloud Application Platform Services

PureData

Data Platform

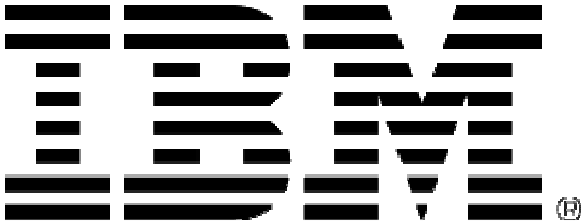
Delivering Big Data Platform Services

THANK YOU!

Please attend the Expert Integrated Systems breakout session to learn more today!

ibm.com/puresystems

youtube.com/user/expertintegratedsys/featured



IBM Business Connect

Business Without Limits.

PureSystems

IBM

Legal Disclaimer

- © IBM Corporation 2013. All Rights Reserved.
- The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.
- References in this presentation to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth or other results.
- If the text contains performance statistics or references to benchmarks, insert the following language; otherwise delete:
  Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.
- If the text includes any customer examples, please confirm we have prior written approval from such customer and insert the following language; otherwise delete:
  All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.
- Please review text for proper trademark attribution of IBM products. At first use, each product name must be the full name and include appropriate trademark symbols (e.g., IBM Lotus® Sametime® Unyte™). Subsequent references can drop "IBM" but should include the proper branding (e.g., Lotus Sametime Gateway, or WebSphere Application Server). Please refer to http://www.ibm.com/legal/copytrade.shtml for guidance on which trademarks require the ® or ™ symbol. Do not use abbreviations for IBM product names in your presentation. All product names must be used as adjectives rather than nouns. Please list all of the trademarks that you use in your presentation as follows; delete any not included in your presentation. IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Quickr, Sametime, WebSphere, UC2, PartnerWorld and Lotusphere are trademarks of International Business Machines Corporation in the United States, other countries, or both. Unyte is a trademark of WebDialogs, Inc., in the United States, other countries, or both.
- If you reference Adobe® in the text, please mark the first use and include the following; otherwise delete:
  Adobe, the Adobe logo, PostScript, and the PostScript logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States, and/or other countries.
- If you reference Java™ in the text, please mark the first use and include the following; otherwise delete:
  Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.
- If you reference Microsoft® and/or Windows® in the text, please mark the first use and include the following, as applicable; otherwise delete:
  Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.
- If you reference Intel® and/or any of the following Intel products in the text, please mark the first use and include those that you use as follows; otherwise delete:
  Intel, Intel Centrino, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.
- If you reference UNIX® in the text, please mark the first use and include the following; otherwise delete:
  UNIX is a registered trademark of The Open Group in the United States and other countries.
- If you reference Linux® in your presentation, please mark the first use and include the following; otherwise delete:
  Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both. Other company, product, or service names may be trademarks or service marks of others.
- If the text/graphics include screenshots, no actual IBM employee names may be used (even your own), if your screenshots include fictitious company names (e.g., Renovations, Zeta Bank, Acme) please update and insert the following; otherwise delete: All references to [insert fictitious company name] refer to a fictitious company and are used for illustration purposes only.