WebSphere Board of Advisors
4Q09 Meeting

November 16, 2009

Agenda

Welcome	Nancy Pearson	5 min
Smart Work & Business Agility Now Launch Highlights		
WebSphere Brand Strategy	Bob Madey	50 mins
Cloud Computing Update	Don Boulia	30 mins
1Q2010 Meeting Topics / Close	Nancy Pearson	5 mins

Smart Work & Business Agility Now Launch Highlights

Smart Work Mandate Now! Launch and Highlights

InformationWeek

Sept 3rd Internal Smart
Work Webcast
****
1,291 Live Viewers &
1,148 webcast replay
views

**InformationWeek Videocast on Sept 16th kicks-off Launch
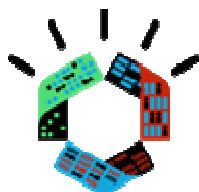and delivers Significant Air-cover**

- On the topic of "Optimize Business Performance by Building a Smarter Enterprise"
- Over **4,100 registered with over 1,100 live viewers**
- Hosted by Jon Iwata, CMO, IBM and James Surowiecki Thought Leader & Author of "Wisdom of Crowds and Nancy Pearson, VP Mktg, BPM & SOA
- Watch the REPLAY

IBM hosted a 72 hour Smart Work Jam (Sept 16th – 18th) on the subject of "Defining the Future of Smart Work"

Results

3,066 registered, from 68 different countries

5,007 logins to the jam with 2,262 total posts

81% from organizations with more than 5,000 employees

13.6% from organizations with less than 1,000 employees

Smart Work Launch Events

Going local with over 25 Smart Work events and workshops worldwide with some hosted at key IBM Innovation Centers

Link To Events Website

Smart Work & Business Agility Now Launch
Press and Analyst Highlights

TOP Headline Stories in for our Smart Work & Industry Frameworks Announcements:

- CNET
- Local Tech Wire
- IT Business Edge
- WebSpherePower Magazine

IBM Helps Customers Work Smarter With New Offerings to Improve Productivity and Reduce...

CRM By Line Article

- Smarter Planet Smarter Process Work by Craig Hayman, GM AIM IBM LINK

Business Agility Now! Press Release went live October 8th!

AR 1:Many Call Smart Work Launch on Sept 10th

- 33 analysts attended from 23 firms worldwide – seven from EMEA

AR 1:Many Call Business Agility Now launch on Oct 1st

- 27 analysts attended

IBM Reaffirms Leadership in Business Process Management with New Offerings to Help Clients Improve Their Business Results

New Mandate for Dynamic Business is a Matter of Survival for Companies

Highlights:

- Amy Wohl is writing a Smart Work whitepaper which will be published soon!

- Susan Eustice (WinterGreen Research) and Susan Feldman (IDC) both said the Smart Work announcements were excellent!

- Forrester Analyst John Rymer said that none of our competitors are focused on Smart Work - this is differentiated story for IBM

- IBM with its WebSphere release is incorporating agile development practices, said Brad Shimmin, principal analyst for application infrastructure at Current Analysis. "They're able to better release features the users want in a more timely manner," Shimmin said.

HOT off the Press: Oct 8th Headlines on Business Agility Now Launch

IBM Reaffirms Leadership in BPM with New Offerings to Help Clients Improve Their Business Results- *New Mandate for Dynamic Business is a Matter of Survival for Companies*

Press Highlights

CTO Edge: IBM Takes BPM to a Higher Level

InfoWorld: IBM boosts business agility in WebSphere middleware upgrade

Search SOA: IBM boosts ESB service federation, standards in WebSphere v7 release

The Register: IBM bulks out WebSphere's waistline

SD Times: IBM adds BPM products for major push

IT Business Edge: The Great Business Divide

Information Week: TIBM update BPM Suite v7

And many more

Maximize Awareness via Twitter

- *techwatching news.techworld*: IBM releases WebSphere update - http://bit.ly/
- *TheTechGang TheBINetwork:* Bea: #BI IBM boosts business agility in WebSphere middleware upgrade
- *tech_south* IBM boosts business agility in WebSphere middleware upgrade (InfoWorld) (http://bit.ly/iCyMo)
- *Power_Forum IT Update*: IBM boosts business agility in WebSphere middleware upgrade: http://bit.ly/d0N93
- And many more

Exciting Blogs Continue the Momentum

James Taylor reports in his blog per his interview with Nancy Pearson . "One of the focus areas is that of Smart Work and this is where the Business Agility Now initiative has a big impact."

InfoWorld **eWEEK** **itWorldCanada** **CRN** **BusinessWorld** **Bangkok Post** **InformationWeek**

Business Agility Now! Launch Upcoming Events & Webcasts

IBM Business Agility Now!
Putting You on a Path to Working Smarter.
→ Register for an event in your city

IBM Bloggers Call on Sept 30th

- ➢ 27 Bloggers Attended
- ➢ 141 Bloggers were sent replay and presentation

AR 1:Many Call on Oct 1st

- ➢ 27 Analysts attended

Business Partner Call on October 6th

- ➢ 23 Partners attended

Internal Business Agility Webcast on Oct 2nd

- ➢ 1,924 Viewers to date

Webcast Replay: LINK

Business Agility Now Seminar Events

Going WW with over 30 Business Agility seminar events with key tiger teams and IBM execs between now and early 2010!

Link To Events Website

External InformationWeek Videocast on Oct 29th!

Over 1,003 Registrations with over 277 Live Viewers!

Key Discussion Points
- What is Business Agility? (Craig Hayman)
- Insights on creating an agile business (Faisal Hoque)
- IBM's approach & How to Get Started
- Summation, Comments & Discussion
- Q&A

Videocast Replay: LINK

Speakers:

Craig Hayman
GM AIM IBM Software

Faisal Hoque
BTM & former Senior Executive at GE

Gartner Business Process Management Summit

October 5-7 in Orlando, Florida

IBM WebSphere was a Platinum Sponsor!

- **300 Attendees+/ 50 Exhibit Staff at Gartner Orlando!**
  - Top Execs Attended: Judy Huber, Angel Diaz, Nancy Pearson, Amy Lipton & More!
- 1:1 Meetings w/ Top Analysts & Customers

IBM captured 78 leads during the event!

- Clients were interested in demos: Blueworks, Insurance Claims Demo and more!

Speaking Session:

- **Business Agility Now! – Working Smarter with Dynamic Business Processes** with **Nancy Pearson**, BPM, SOA, WebSphere Marketing VP
- IBM's customer speaker, **Mark Menger from Portland General Electric** presented, "How Portland General Electric is Increasing Business Agility with BPM"
- **73 attended** and all were extremely interested in both presentations!

Tuesday night Hospitality Suite which attracted 109 people!

- Theme - "Take Me Out To The BPM Ballgame!" Folks were able to enjoy a taste of baseball by eating stadium snacks, play some Wii and network with our BPM experts!

Agenda

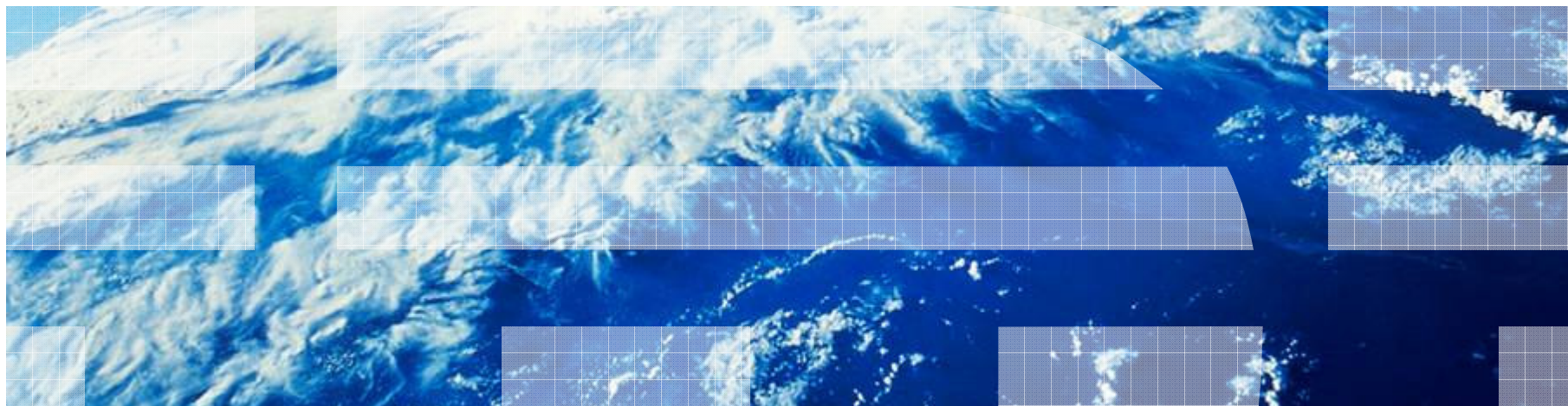|		
Welcome Smart Work & Business Agility Now Launch Highlights	Nancy Pearson	5 min
WebSphere Brand Strategy	Bob Madey	50 mins
Cloud Computing Update	Don Boulia	30 mins
1Q2010 Meeting Topics / Close	Nancy Pearson	5 mins

Agenda

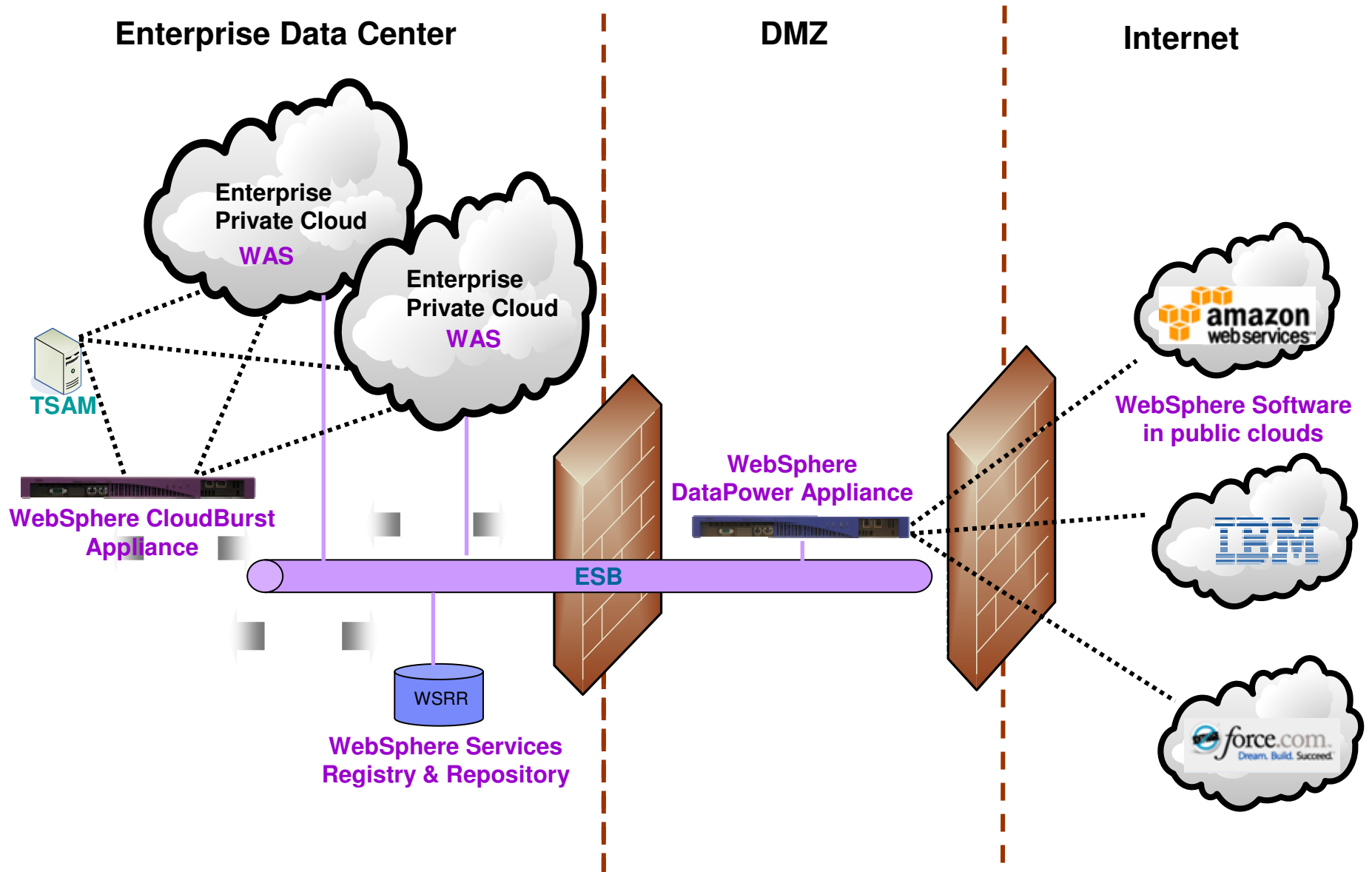|		
Welcome Smart Work & Business Agility Now Launch Highlights	Nancy Pearson	5 min
WebSphere Brand Strategy	Bob Madey	50 mins
Cloud Computing Update	Don Boulia	30 mins
1Q2010 Meeting Topics / Close	Nancy Pearson	5 mins

WebSphere in the Clouds

Don Boulia

WebSphere in the Clouds

Our mission is to enable customers to derive maximum value for their businesses by leveraging WebSphere as the leading platform in public, private, and hybrid clouds.

In 2010, we will enable customers to:

- Run WebSphere application workloads anywhere quickly and cost-effectively.

- Quickly and securely access services and data across clouds (public and private)

- Explore new business opportunities using WebSphere software in cloud environments

Cloud enabling infrastructure

Enterprise Data Center

DMZ

Internet

Enterprise Private Cloud
WAS

Enterprise Private Cloud
WAS

TSAM

WebSphere CloudBurst Appliance

ESB

WSRR

WebSphere Services Registry & Repository

WebSphere DataPower Appliance

amazon webservices

WebSphere Software in public clouds

IBM

force.com
Dream. Build. Succeed.

Updates from Impact 2009

WebSphere CloudBurst Appliance

- Easily, quickly, and repeatedly create application environments in a private cloud

- Pre-defined patterns codifying 10 years of WebSphere best practices

- Cost-effective, secure appliance

- Dispenses WAS Hypervisor Edition (WAS HV) on VMWare, PowerVM, and beta for zVM

WebSphere Application Server Hypervisor Edition

- WAS optimized for server virtualization environments

- Pre-configured virtual image that runs on a hypervisor: VMWare ESX (available) and PowerVM (coming soon)

- Supports SUSE Linux, AIX, and beta for zLinux

- Pre-loaded on WebSphere CloudBurst Appliance

Updates from Impact 2009: DataPower

- Purpose-built appliances for simple, secure, and accelerated XML and web services deployments.
- Enhanced with Application Optimization capability for improved Qualities of service:
    - Intelligent application traffic management & shaping across appliance clusters
    - Dynamic backend server load balancing
- Easily extend SOA connectivity with enhanced security & interoperability
- Bridge to NextGen technologies with expanded support for JSON and REST
- Increase overall performance with improved hardware acceleration

The rack-mountable IBM WebSphere DataPower Appliance family includes:
IBM WebSphere DataPower Low Latency Appliance XM70
IBM WebSphere DataPower B2B Appliance XB60
IBM WebSphere DataPower Integration Appliance XI50
IBM WebSphere DataPower XML Security Gateway XS40
IBM WebSphere DataPower XML Accelerator XA35

Updates from Impact 2009: WebSphere in Public Clouds

BPM BlueWorks

- Web-based processes and strategy tools

- Allow customers to capture and collaborate on BPM Business Designs and contribute industry-specific content

- Beta launch July 2009
- 2000+ Strategy / Process maps for 23 industries
- 2000+ registered customers, 1300+ companies
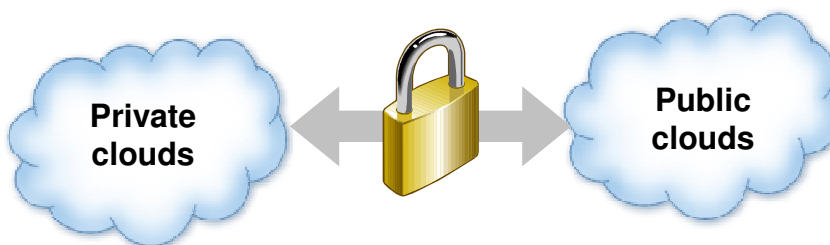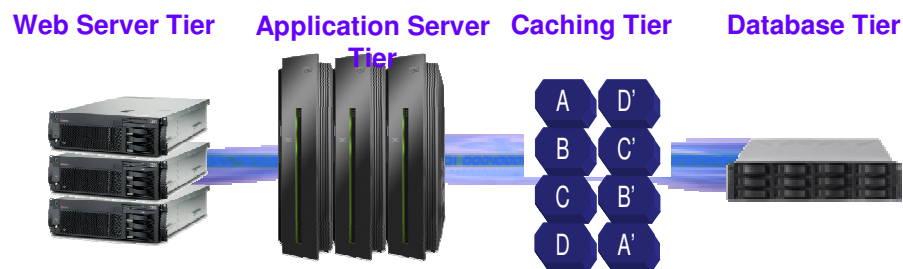

WebSphere Software in Amazon EC2

- WAS, sMash, and eXtreme Scale available as AMIs

    – Development of commercial apps (free)

    – Production (paid by the hour)

- 26,000+ hours of WebSphere AMIs used

Emerging trends in the cloud discussion

- **Distributing caching**

  – WebSphere eXtreme Scale

- **Self-service & simplified deployment**

  – WebSphere CloudBurst Appliance

- **Application optimization**

  – WebSphere DataPower Appliances

  – WebSphere Virtual Enterprise

- **Dynamic scripting for situational applications**

  – WebSphere sMash

- **Secure, high performance connectivity**

  – WebSphere Connectivity portfolio

  – WebSphere DataPower Appliances

Web Server Tier   Application Server Tier   Caching Tier   Database Tier

A   D'
B   C'
C   B'
D   A'

Private clouds   Public clouds

Questions

- What are your expectations of the "leading platform in the cloud"? What capabilities & characteristics differentiate the leader from the rest?

- What are your key concerns & considerations for building private clouds?

- Are you looking at publicly hosted SaaS applications to complement your current on-premise business needs?
  - If so, which types of apps (eg, CRM) and which vendors?
  - What are your top considerations? (eg, security, performance, cost)

- Are you looking at public clouds for hosting your own applications?
  - If so, which types of applications?
  - What are your top considerations?
  - What are your expectations of the experience between public and private clouds?

- Do you agree with the emerging trends listed on the previous chart?
  - Which are most relevant for your company based on your 6-12 month roadmap?
  - Are there other technologies and trends you see?

- What types of new business opportunities to you anticipate that clouds will allow you to expand into?

Agenda

Welcome	Nancy Pearson	5 min
Smart Work & Business Agility Now Launch Highlights		
WebSphere Brand Strategy	Bob Madey	50 mins
Cloud Computing Update	Don Boulia	30 mins
1Q2010 Meeting Topics / Close	Nancy Pearson	5 mins

1Q2010 Board of Advisors Conference Call

March 2, 2010 9:00 – 10:30 ET

Agenda Suggestions

Introduction of new board members	Nancy Pearson	10 mins
Discuss strategic imperatives and challenges facing board members and their companies in 2010. (Topics will be solicited ahead of time and Board members interested in sharing with the group will present.)	Board Members	65 mins
Discuss tentative Impact 2010 meeting plans	Nancy Pearson	15 mins

BACKUP

WebSphere BoA Executive Sponsors and Program Team

WebSphere BoA Executive Sponsors
Craig Hayman General Manager, Application and Integration Middleware Software (WebSphere) chayman@us.ibm.com Nancy Pearson Vice President, BPM, SOA, WebSphere & Industry Marketing, SWG npearson@us.ibm.com

WebSphere BoA Program Team
Stephanie Wilkinson Program Director, SWG Industry Frameworks, WS Competitive and Strategy Marketing swilk@us.ibm.com Elias Kourpas Manager, Strategy, Competition and Loyalty Programs elias@us.ibm.com Annette Rossi Loyalty Programs Manager, WebSphere Marketing akrossi@us.ibm.com