Smart Work: Embrace Change & Empower Your Teams to Drive Growth and Innovation

A Panel Discussion

IBM Software Group

www.ibm.com/web20

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Let’s Build a Smarter Planet
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1 billion transistors for each person on earth.

1 billion people are connected to the internet.

By 2010, 30 billion RFID tags, embedded into our world.
The Need for Action is Clear

The U.S. healthcare system loses more than $100 billion a year to fraud.

$11.5B worth of produce is wasted in India because of outdated post-harvest infrastructure.

In North America, up to 22 percent of total port volume is empty containers.
Today’s Business Imperatives are

Cost Optimization
to slash operational and maintenance expense and maximize efficiency necessary for all economic climates

Agility
to take advantage of new revenue opportunities and address competitive threats

To Survive... To Succeed!

Let’s Build a Smarter Planet
How to Get Your Team There

Smart

- interconnected
- instrumented
- intelligent

Work

- people
- process
- technology
- aligned IT & Business
Working Smarter Together

**INTERCONNECTED**
- Any to any linkage of people, process, and systems
- Social media and the internet used to collaborate
- Globally integrated resource pools accessible

**INSTRUMENTED**
- Event capture and filtering for timely response
- Sensor solutions deliver new insights for action
- Systems that automatically adjust to your business

**INTELLIGENT**
- Deep discovery/search collaboration with clients/partners
- Work automated for and changed by LOB leaders
- Best practices for aligning IT to business needs
CxOs Confirm the Priorities for Smart Work

**Processes**
- #1 priority for fourth year in a row
  - 2009 Gartner CIO Study

**Collaboration**
- 71% of CEOs place greater focus on collaboration
  - 2008 IBM CEO Study

**SOA**
- #1 SOA adoption driver is need for business flexibility
  - 2008 Forrester Study

**Business Model**
- CEOs need to transform business models for change
  - 2008 IBM CEO Study

*For Cost Optimization and Agility*
Smarter Collaboration

• Enable people to work together in more cost effective ways
• Discover, apply, and preserve expertise
• Turn relationships into competitive advantage
• Speed business processes

People work smarter when collaboration is embedded in the way they work
IBM Working Smarter Internally

IBM leverages smarter collaboration across the enterprise

What’s smart?
• Real-time, socially enabled tools to improve client relationships and support
• Team collaboration and web conferencing to speed finance processes
• Dynamic feedback from users to prioritize product and offering improvements
• Lower IT costs of collaboration infrastructure
• Embedding collaboration in applications

Smarter Business Outcomes
• Less time spent in finding people, information: productivity savings of $80M per year
• CFO closes books 3 days faster
• Avoided $120M of cost by extending portal usage; unified communications saves $98M in travel and $17M in phone calls per year
Business priorities are changing

Organizations face the challenge of creating top line growth while at the same time managing bottom line costs in today's economy

- The CEO’s twin priorities are driving innovation at grass roots level and cost reduction
- Pressure from hyper-competitive markets and globalisation
- Rise of emerging markets

- Internal resource reductions makes collaboration with customers and partners a necessity

Cloud computing enables smarter collaboration across employees, customers, and partners; while controlling costs at the same time
IBM Collaboration Strategy

Interaction and client services (online or offline)

Rich clients  Browser  Portal  Mobile  Content feeds  Task-specific applications

Messaging and Collaboration
Unified Communications and Social Software
Situational Applications and Integration

Business process  Information

On-Premise  Online  Appliance
Collaboration beyond the Enterprise is an Ubiquitous Pain Point

- Need to drive top line growth and innovation is driving organizations to want to work more closely with their customers and partners
- Need for margin expansion is driving organizations to optimize talent across the extended enterprise

Our Strategy

- Deliver a set of services that dramatically simplifies and improves the business interactions organizations have with their customers & partners

Execution

- Provide the essential business services that every workgroup needs in a way that is simple to acquire and easy to use
- Integrated collaborative & social networking services connected to relevant business services and applications
- Seamlessly work with people: outside or inside your company
- Create a business network of connected businesses
LotusLive Offerings – 2009

**Web Conferencing**

**LotusLive Meetings**
(Sametime Unyte Meeting)
Full-featured Web conferencing service includes polling, hand raising, record & playback.

Available Today

**LotusLive Events**
(Sametime Unyte Events)
Internet-based event capabilities. Provides tools to create & manage webinars.

Available Today

**Collaboration**

**LotusLive Engage (Bluehouse)**
An integrated suite of Web collaboration and business networking solutions including:
- On line Meetings
- Files
- Instant Messaging
- Activities
- Survey Forms
- Charts
- Profiles and Contacts

Available Q2 ‘09

**LotusLive Connections**
An integrated suite of Web collaboration and business networking solutions including:
- Files
- Activities
- Profiles and Contacts
- Instant Messaging

Available Q2 ‘09

**eMail**

**LotusLive Notes**
(Lotus Notes Hosted Messaging)
Full-featured, dedicated hosted Email service.
(rich or Web client access)

Available Today

**Additional Add-ons**

- **LotusLive Mobile for Blackberry**
  Available 1H ‘09

- **LotusLive Sametime IM**
  Available 1H ‘09

**LotusLive iNotes**
Web-based Email service with group calendar & shared contacts.

Available Q3 ‘09
You Can **build Smart Work capabilities**

**Smart Work**

- Smarter Collaboration
- Dynamic Business Processes
- Agile Business Model
- Smart SOA

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**Agile Business Model**

**Dynamic Business Processes**

**Smart SOA**

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**Smarter Collaboration**
Smart SOA

- Maximize reuse of investments rather than recreate
- Any-to-any connection rather than fragile, expensive point to point
- Match application function to business needs immediately
- Mitigate risk with a sustainable and scalable application foundation

*Unlock the value of your own resources with flexibility to maximize ROI*
Working Smarter

- New framework to integrate customer-facing processes
- Stronger insight to maximize value of customer relationships

Smarter Business Outcomes

- 90% reduction in new mobile account activation time
- 1.5 million new customers processed per month
Agile Business Models

- Quickly shift direction to reflect economic realities
- Utilize the latest industry expertise
- Act on critical business insight
- Restructure teams to align to the business objectives

*Break through business as usual with a fresh approach for a smarter planet*
Smarter Online Channel

Moosejaw connects customers in new, innovative ways

What’s smart?
- Dynamic applications
- Connected customers
- Cross-channel experience
- Bridges online, social and in-store experiences

Fact: In two years there will be an estimated 2 billion people on the Web.

Smarter Business Outcomes
- Increase conversion rates
- Increase customer satisfaction
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Enabling business innovation and agility requires a significant investment in software.

- Software is increasingly being managed as a **strategic business asset**, key enabling sustained business differentiation and flexible operations.

- Businesses everywhere are deploying increasingly **intelligent, interconnected and instrumented** software & products.

- Enabling innovation, lowering costs and managing change is **dependent** on **effective software delivery**.

$600B spent annually on Software & Information Technology
The Jazz initiative is composed of three:
1. An architecture for lifecycle integration
2. A portfolio of products designed to put the team first
3. A community of stakeholders
New wave of innovative Jazz offerings

Team Concert
Innovation Through Collaboration
"Think and work" in unison and provide real-time project health

Requirements Composer
Business Expert Collaboration
Elicit, capture, elaborate, discuss and review requirements

Quality Manager
Collaborative Business-driven Quality
Coordinate quality assurance plans, processes and resources

JAZZ TEAM SERVER
Best Practice Processes

Rational Team Concert
Rational Requirements Composer
Rational Quality Manager
Business Partner Jazz Offerings

Rational
ClearQuest
ClearCase
Build Forge
Requisite Pro
Asset Manager

Lotus Connections
Forums, wikis, blogs, shared bookmarks, profiles, activities

IBM Mashup Center
Tools for creating feeds, widgets and situational applications

Visual Studio
Build Forge
Requisite Pro
Asset Manager

IBM
Business Partner
Maven
Surgical
iRise
QSM
Source IQ
RAVENFLOW
blackduck
WebLayers
Subversion
Over 20% companies 2007

22% of organizations surveyed are using mashups now and an additional 42% (64% total) plan to use mashups within two years.

(Economist Intelligence Unit Survey, January 2007)

Over 60% companies 2008-2009

Forrester projects that the enterprise mashup market will reach nearly $700 million by 2013.

http://www.forrester.com/Research/Document/Excerpt/0,7211,44213,00.html

Gartner identified Enterprise Mashups as one of the Top 10 Strategic Technologies for 2009.

(Gartner Top 10 Strategic Technologies for 2009, Fall Symposium, 2008)
A “mashup” is a lightweight web application created by combining information or capabilities from more than one existing source to deliver new functions & insights.

- Rapid creation (days not months)
- Reuses existing capabilities, but delivers new functions + insights
- Requires limited to no technical skills
- Often mixes internal and external sources
There Are Different Types of Mashups

The term mashup encompasses both data and presentation mashups.

- **Presentation-focused Mashups**
  - Assemble + wire
  - **Example Scenario**: View customer data, trouble tickets, stock quote, recent news in one integrated interface

- **Data Mashups**
  - Access + transform information sources
  - **Example Scenario**: Take insurance policies information from DB2 database and merge with feed from National Weather Service to generate a new feed
IBM Mashup Center Architecture

Mashup Assembly
Feed creation
Data Mashups
Catalog

Mashup Enabler

Browser-based tooling (Dojo + AJAX)

Lightweight Mashup Server
Feed Generation
Transformation Engine
Catalog Services

WebSphere Application Server 6.1 (v1)

Enterprise Information & Application Sources
Personal & Departmental
Web (External)

Data Store
(meta-data, pages, preferences)

External Widgets/Feeds
Google Gadgets, ATOM, RSS, etc.

Widget Servers
Java, PHP, HTML sMash...

Logging and tracing

Atom Feeds
Atom Feeds
Feeds (XML, ATOM, RSS)
Open Search Catalog API (ATOM)

Logging and tracing

HTML, Feeds (ATOM/RSS), Documents (ODF, PPT, XLS), ERP, EIS...
Building Applications with Mashups & SOA

Choices aligned with customer needs and skills

Lotus Mashups
(Assembly-centric)
Assemble widgets into dynamic mashups

Infosphere MashupHub
(Information-centric)
Unlock Information and transform and mix it into new feeds

WebSphere sMash
(Application-centric)
Utilize dynamic scripting languages to create and run situational applications and widgets, enabling mashups
WebSphere sMash and the power of less

**Speed**
- Less config, code
  - Dynamic scripting languages: PHP
  - Templates & pre-built services: RESTful

**Simplicity**
- Less install, effort
  - No-charge, robust browser & Eclipse based tooling
  - Simply create rich Web 2.0 interfaces: Dojo

**Agility**
- Less footprint, fail
  - Application “is” the server
  - Clean, short-lived runtime

WebSphere sMash advances Smart SOA’s simplicity and accelerates the alignment of Business and IT by allowing developers to quickly and simply deliver dynamic Web 2.0 based applications, enabling mashups.
SMARTER IS …
Reducing a city’s traffic congestion and emissions through road usage tolls

SMARTER IS …
Getting real-time line of sight across the transportation supply chain

And today we are …

Stockholm, Sweden: An intelligent toll system in the city center resulted in 20% less traffic, 40% lower emissions and 40,000 additional users of the public transportation system.

BMW: Implemented RFID container tracking system improving utilization by 10-20%.
Why IBM?

- Enabled business model transformations around the globe with over 250 proven business model maps across all industries

- Trusted, proven Smart SOA™ results with over 7,022 clients worldwide

- Recognized SOA market leader with more share than all other vendors combined

- Every day, millions of people rely on IBM solutions to collaborate

- 190,000+ Smart Work professionals, spanning 17 industries and 170 countries

- Over 4600 BPM clients and growing
Get Started Working Smarter

- Experience LotusLive with free trial at lotuslive.com
- Try WebSphere sMash in Amazon EC2. Learn how at www.projectzero.org
- Try Mashup Center in Lotus Greenhouse at greenhouse.lotus.com
- Sign up for complimentary Mashup consulting by contacting tdeutsch@us.ibm.com
- Join and participate in the Jazz.net community
- Try Rational Team Concert, Rational Quality Manager and Rational Requirements Composer at ibm.com/developerworks/rational
- Keep up with what IBM is doing in Web2.0 ibm.com/web20
- Web 2.0 Expo iphone scheduler developed by IBM Enterprise Modernization in partnership with Kapow
Other IBM Sessions this Week

‣ Thurs (Apr 2nd) 11:00-11:50am, Room 2016
Session: Maximize your Web2.0 efforts with Cloud Computing
Abstract: If you are wondering how to leverage cloud computing to drive cost efficiency and innovation in your organization, this session is for you.

‣ Thurs (Apr 2nd) 11:00-11:50am, Room 2009
Session: Enterprise Web 2.0 Anti-Patterns, ROI and Metrics
Abstract: This session will explore some of the common anti-patterns he observed in global enterprises that may explain why some of the benefits of Web 2.0 are not materializing fast enough, and will provide recommendations on how your organization can avoid common pitfalls.

‣ Thursday (Apr 2nd) 7pm SF Marriott (55 Fourth Street ) BOF
WebSphere sMash in Amazon EC2

‣ Fri (Apr 3rd) 11:00-11:50am, Room 2016
Session: Enterprise Mashups Technical Deep Dive
Abstract: Receive an overview of the key features and architecture of IBM Mashup Center and watch a comprehensive demonstration of building a mashup, developing and discovering widgets, wiring widgets together, and sharing mashups.

‣ Check out the new IBM Web 2.0 solutions in Expo at Booth # 701
Let’s Build a Smarter Planet