Software for a Smarter Planet

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I have been in the IT business for 26 years.

I have technical experience working with S/38, Advanced Function Printing, MVS/XA, DCE, client-server, internet technologies, and database.

I have been a technical manager and executive for 18 years.

My current interests are in how to derive value out of IT projects, and how to develop and maintain the skills that technical people need to be extraordinarily successful.
Here’s the dilemma

Many of you are here because you are interested in technology and want to get deeper insight into our key technologies and strategies.

Others of you are here because you think maybe IBM can help you with some of your core business issues.

My job is to make your time worthwhile, regardless of why you are here.
Thinking about Software

Software, by itself, is not really the solution.

The solution is very much about setting up a set of PROJECTS that enable your organization to run better / faster / cheaper / more competitively / more effectively

PLAN → DESIGN → TEST → IMPLEMENT → IMPROVE

Software is the best way to get there!

In which areas do you need improvement?
We are making progress on a Smarter Planet

- Smarter Traffic
  $15$ Million Average Savings

- Smarter Energy
  $15\%$ Average Peak Reduction

- Smarter Supply Chains
  $30\%$ Average Cost Reduction
Yesterday’s best in class… is no longer good enough

Workforce: 26% more productive in a decade

Oil Recovery Factor: Up 15 points since 1970s

Supplier Lead Time: 62% faster in 2 years

Dock to Stock: 50% faster in 2 years

IT Services: 25% faster in 2 years

Tomorrow’s leaders must find new ways to grow

Sources: United States Bureau of Labor Statistics, United States Department of Energy, IBM Benchmarking Programs

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Three Basic Areas for Consideration

- Data/Information
- People and Resources
- Business Performance
- Business Processes
The Problem of Data
Major Questions to Ask about your Data

Do you have the right data?

Is your data secure? Do you know who has access to which data sources?

Do you have your critical data backed up? Can you recover it if you need it? Do you test your data recovery?

Do you have a data retention and archive policy?

Do you have a single authoritative source for your important data?

Are you using your organization’s data to make decisions?

How much of your enterprise data is still in paper form, or in a spreadsheet somewhere?

If you had more data, what would it be? What would you use it for?

How do you share data with your partners? With your customers?
Advanced Case Management

Optimize case outcomes with information, process and people

Leverage industry best practices to optimize outcomes and empower business users

What is advanced case management?
The advanced case management strategy from IBM unifies information, processes and people to provide a 360-degree view of the case. In addition to content and process management, it relies on advanced analytics, business rules, collaboration and social software to help drive more successful optimized case outcomes. Moreover, advanced case

Start in your industry
IBM has a long track record of delivering case management solutions. The IBM advanced case management strategy responds to industries in need of a smarter, more integrated way to handle their growing increasingly complex caseloads and shrinking resources. Using leading solutions and proven best practices, IBM is equipped to assist organizations with
Business Processes
“I’d rather have my business processes working right than have a vacation.”

-- heard around the office
Processes must be optimized across your broad business network

Claims Payment

Agents & Producers

Partners & Re-insurers

Insurance Carrier

Con- sumers

Quote Request

Con- sumers

Financial Institutions

Out- sourced Service Providers

Enrollment Eligibility

3rd Party Services

DMV

Auto LOB

Home LOB

Commercial LOB

Internal Employees
Organizations address critical business needs with BPM

**Dynamic Business Processes**
end-to-end BPM lifecycle
capabilities to empower the business to *adapt & respond dynamically to change*

**Discover & Design** by collaborating to capture, model, and *link strategy to process execution*.

**Transform Insight into Action** by monitoring and analyzing business processes and events for *effective decisions*.

**Process Automation** to increase operating efficiency and optimize *costs* by streamlining business processes.

All BPM approaches can deliver ROI in less than 12 months
Agile freight operations with **Dynamic Business Processes**

Increases agility to optimize operations and improve customer service

**Client Pains**
- Increasingly complex operations
- Inflexible “homegrown” applications inhibit change

**Real Results**
- **50% faster** partner integration
- **30% lower** development costs
Tooling and Documentation

Welcome to the new Blueprint Template Library! You can use these as reference or to jump start your process discovery efforts. To get started, select a template from the list below (hint: use the drop-down to filter by industry or category). You can also use the Blueprint search box above to find templates by either process name or keywords in the template description.

Featured (10 Processes)

Template Library (99 Processes)
People and Resources
Challenges:

You need information about the people in your organization
formal ↔ informal
Everyone is balancing multiple sources of information
internal ↔ external
You know that the knowledge is available . . . Somewhere
Managing People and Business: harder than ever
Managing People and Business: harder than ever

Filtering "Collection Sofia"
Managing People and Business: harder than ever

[Image of a webpage interface with features like News Feed, My Projects, Getting Started, and Invite New User.]
In this smarter world, we need our infrastructure to propel us forward, not hold us back.

Infrastructure that is **instrumented**, **interconnected**, and **intelligent**

Infrastructure that brings together business and IT to create new possibilities

We need a *dynamic* infrastructure.
Systems and Infrastructure are reaching a breaking point

**Inefficient Systems**
- 70 cents per dollar spent on maintenance
- 45% traffic circling looking for parking in NYC

**Outdated Processes**
- 3.5% of sales lost due to supply chain inefficiencies
- $11.5 billion worth of produce is wasted in India because of outdated post-harvest infrastructure

**Wasted Resources**
- 85% idle computing capacity
- 2.9 billion gallons of gasoline wasted annually due to congested roadways
Thinking Differently About Infrastructure

- Virtualization
- Energy Efficiency
- Asset Management
- Business Resiliency
- Information Infrastructure
- Security

Flexible Delivery Options
Workload Optimization
Converged service management for Industries

New industry solutions support delivery of smarter services across converging business and IT infrastructures.

- **Energy & Utilities**: Visibility of grid health (IP, SCADA, IT and smart meters) to improve reliability and reduce maintenance costs.

- **Healthcare**: Monitoring, security and compliance capabilities improve service quality and patient focus.

- **Chemicals & Petroleum**: Management of converged infrastructures improves asset lifecycle, reducing costs.

- **Banking**: Monitoring of systems and infrastructure coupled with user identity tracking ensures availability and compliance.
Software Delivery Lifecycle

- Business Executive
- User Community
- Analyst
- Architect
- Developer
- Tester
- Deployment Manager
- Application Support Manager
- Operations
- Business
- Model the Business
- Define Requirements
- Manage Change and Assets
- Implement
- Test
- Optimize
- Govern
- Project Manager
- Development
Three Basic Areas for Consideration

Data and Security
- Product Data
- Transaction Data
- Customer Data
- Employee Data
- Sensor Data
- Production Data
- Backup, recovery, archive
- Business Analytics
- Decision-making
- Budget processes
- Case management

Service management for equipment
- Service management for IT
- Employee productivity
- Knowledge sharing
- IT and programmer productivity

Process inventory
- Process mapping
- Process automation
- Process integration
- Process optimization

Business Performance

Business Processes
Get started with your planning today

Meet with your sales rep, your Software Architect, or another IBM representative to discuss your major programs and initiatives

Visit an IBM Briefing Center to learn more about our offerings

Send me a note at dale.rebhorn@cz.ibm.com

Check out our websites for more information

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