

Expert Voices



Craig Hayman

*General Manager, WebSphere
Application and Integration Middleware*



Empowering IT and Business

CIO Study Findings (Part 1)

- **70%** of CIOs say Business Process Management is one of their Top ten most important visionary plan elements
- **73%** of CIOs say Customer and Partner Collaboration is one of their top 10 most important visionary plan elements
- **87%** of CIOs think their organization will be collaborative and seek active input from customers in the next five years more often
- **71%** of CIOs proactively suggest better ways to use data
- **66%** of CIOs see technology driven innovation as an important Visionary Element of their strategy

Empowering IT and Business CIO Study Findings (Part 2)

- **92%** of CIOs say technology is very important for the future success of the business/company/division
- **44%** of CIOs create IT Centers of Excellence to help realize business and technology innovation
- **64%** of High Growth CIOs actively integrate business and technology to innovate
- **67%** of High growth CIOs reach out much more to the business to co-create and champion innovation
- **68%** CIOs say SOA/Web Services is one of their top 10 most important visionary plan elements

Empowering business and IT professionals *...requires alignment of business strategy through* *application infrastructure*



Link **business strategy** to **process execution** and enhance business productivity with horizontal integration across commodity applications

Provide a **single view of business processes** enabling optimization and continuous improvement to increase efficiency and reduce cost

Enable connectivity both within and across processes, fostering **collaboration, insight, and cost effective re-use** of data and knowledge

Provision a **scalable and reliable infrastructure** for the most demanding business-critical applications including **extreme transaction processing**

Dynamic, Interconnected Business Processes are...

Explicit: Processes are documented, understood, and agreed upon

Visible: Process performance is available in real-time, measurable, and actionable

Interconnected: Processes and information are network-aware and well-connected to the right services at the right time

Easily Changed: Process tasks, activities, and end-points are flexible and quickly adjusted

Driven by the Business: Process management is contextual, governed, and extended to all stakeholders

Business Process Management (BPM) is a discipline consisting of software and expertise to improve the performance, visibility, and agility of business processes and facilitate business innovation

BPM Powered by SOA provides a flexible architectural style in support of efficient process change and rapid process deployment

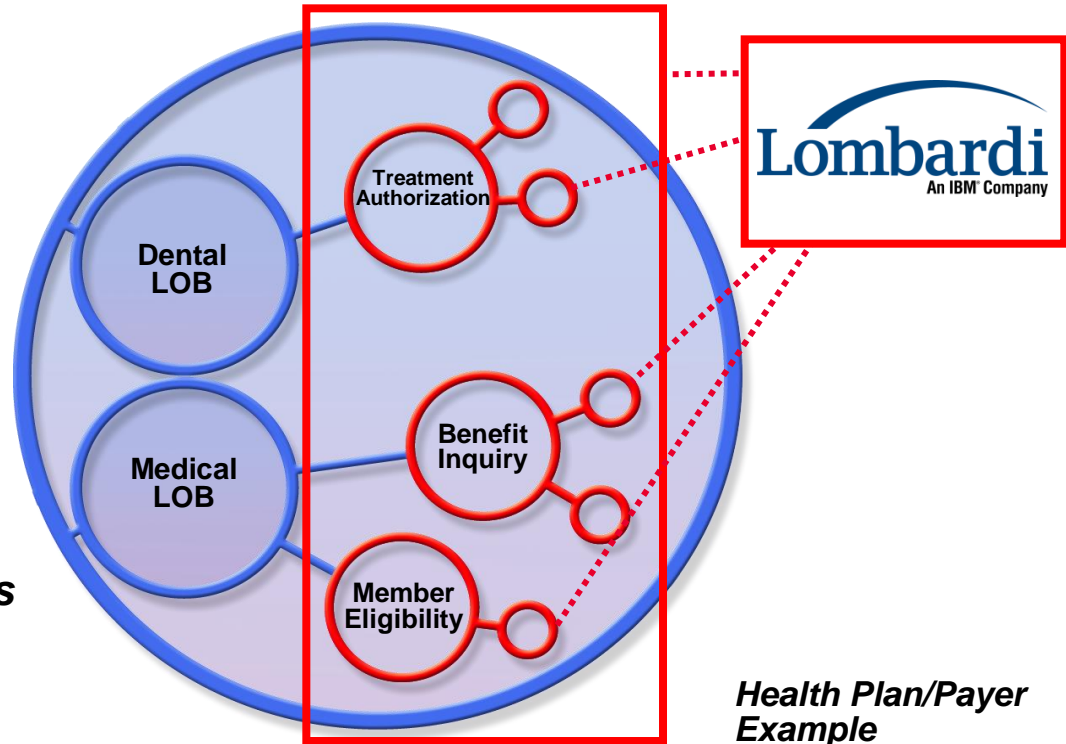


Lombardi Brings Simple, Collaborative & Business-driven Capabilities to IBM BPM

Enhance awareness and understanding across ecosystems, you can gather insights that enable you to redesign processes, systems and strategies

Cross organization, functional process discovery and design capabilities combined with business driven change allows departments to build applications involving ad-hoc collaboration and workflow patterns that require fast deployment.

Customers can grow their solutions with confidence, leveraging the full extent of IBM's BPM capabilities to harness their processes into engines of innovation.



Swedish Road Administration

Breaking gridlock with a smart road use management system

Business Challenge:

Despite a progressive public transport network that serves 70 percent of commuters in Stockholm, the roads running through the city's central business district handled an average of 450,000 vehicles per day, making major traffic jams a fact of life. To shape road usage patterns, road authorities needed a way to measure, track and charge for road usage accurately and dynamically.

Solution:

IBM Global Business Services was engaged to design, build and operate a fully automated road use charging solution that employs advanced automatic license plate recognition (ALPR) and radio frequency identification (RFID) technologies.

Benefits:

- Pilot showed 20 to 25 % reduction in traffic volume in the city center
- Significant reduction in economic costs associated with traffic congestion
- Generation of an estimated €50 Million per year to be channeled into further reducing congestion—making the initiative virtually self-sustaining

“It’s important for Stockholm to become an exciting part of Europe from the perspective of both economic growth and ecological stability. We now have a modern traffic management system that the rest of Europe—and the world—can learn from.”
Annika Billström, Mayor of Stockholm, Sweden

Solution Components

- IBM Global Business Services
- IBM Global Technology Services
- Tivoli Security Solutions
- WebSphere
- Red Hat
- SAP



A railway agency

Weathers the unpredictability of passenger traffic with advanced modeling tools

The Need:

One of the busiest national railway systems in Europe, this railway agency transports more than one million passengers each day, and passenger volumes are expected to increase. Keeping pace with this growth, however, was proving difficult because the organization had to manage hundreds of railcars and more than 1,700 miles of track.

The Solution:

The agency joined with IBM Software Consulting Services to deploy a dynamic timetable and railcar management solution that can accommodate fluctuations in passenger traffic. The solution, built with IBM ILOG software, can account for more than 56,000 variables and 32,000 constraints to generate optimized train schedules.

What Makes It Smarter:

- Cuts annual costs by US\$28.5 million with more accurate modeling processes that help better predict traffic patterns and streamline operations
- Improves asset utilization, enabling the agency to increase the frequency of routes without investing in new railcars
- Produces more accurate weekly schedules, improving on-time train performance by more than two percent and increasing customer satisfaction

Solution components:

- IBM Software Consulting Services
- IBM ILOG CPLEX
- IBM ILOG OPL Development Studio

The Power of SOA/ESB Patterns for Business Agility

*Lower process
disruptions with reliable
data movement*



*Telephony Hub Save
time and money by
centralizing services*



ESB

*Prepare for regulatory
compliance by preserving
data integrity*



*Adapt business faster
by easily connecting
services and creating
new, low-cost Web 2.0
apps*



Start quickly with cloud-based BPM tools & community

Seamlessly link business strategy and mapping in the cloud to process execution in your environment



BPM BlueWorks Beta

- *Open to all users*
- *BPM content and learning*
- *Strategy, capability, and process maps*
- *BPMN editor preview*



Example: 291 Banking Assets

Industry Focused

- *Industry Content:*
 - *2000+ Strategy / Capability / Process maps for 23 industries*
- *Industry experts:*
 - *40 SMEs posting on 12 industry and BPM-focused blogs*

Flexible Delivery and Pricing Models for WebSphere

All environments

No-cost WAS for Developers

Flexible licensing

Non-cloud

WebSphere Application Server
(WAS)

Sub-capacity licensing



Private clouds

WebSphere CloudBurst Appliance

WAS Hypervisor Edition

Sub-capacity licensing



Public Clouds

WAS Amazon Machine Image (AMI)

Beta: WAS on IBM Public Cloud

Pay per use or bring your license



For More Information Page

WebSphere Main Page

<http://www-01.ibm.com/software/websphere/>

WebSphere DataPower

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WebSphere Cloud

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