

@.business on demand.™

e-business on demand: The Next Phase of IT

Bret Greenstein

*Director of On Demand Business
Strategy*



Unlocking the Value in Your Business

IBM

Major Forces

@business on demand™

Deeper Integration of IT
with Business

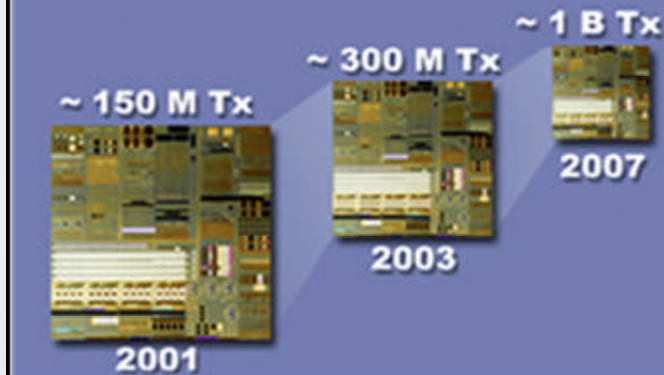
Emergence of Industry Ecosystems

Accelerating Advances
in Technology

Continuing Advances in Technology

@business on demand™

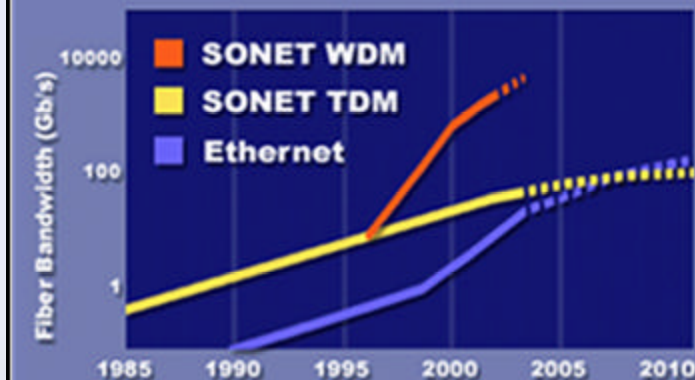
Processor



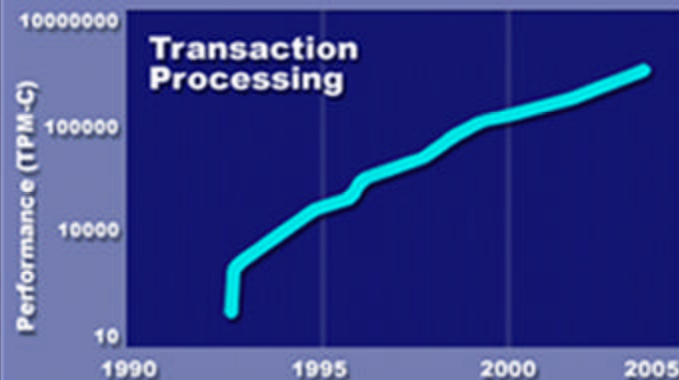
Storage



Communications



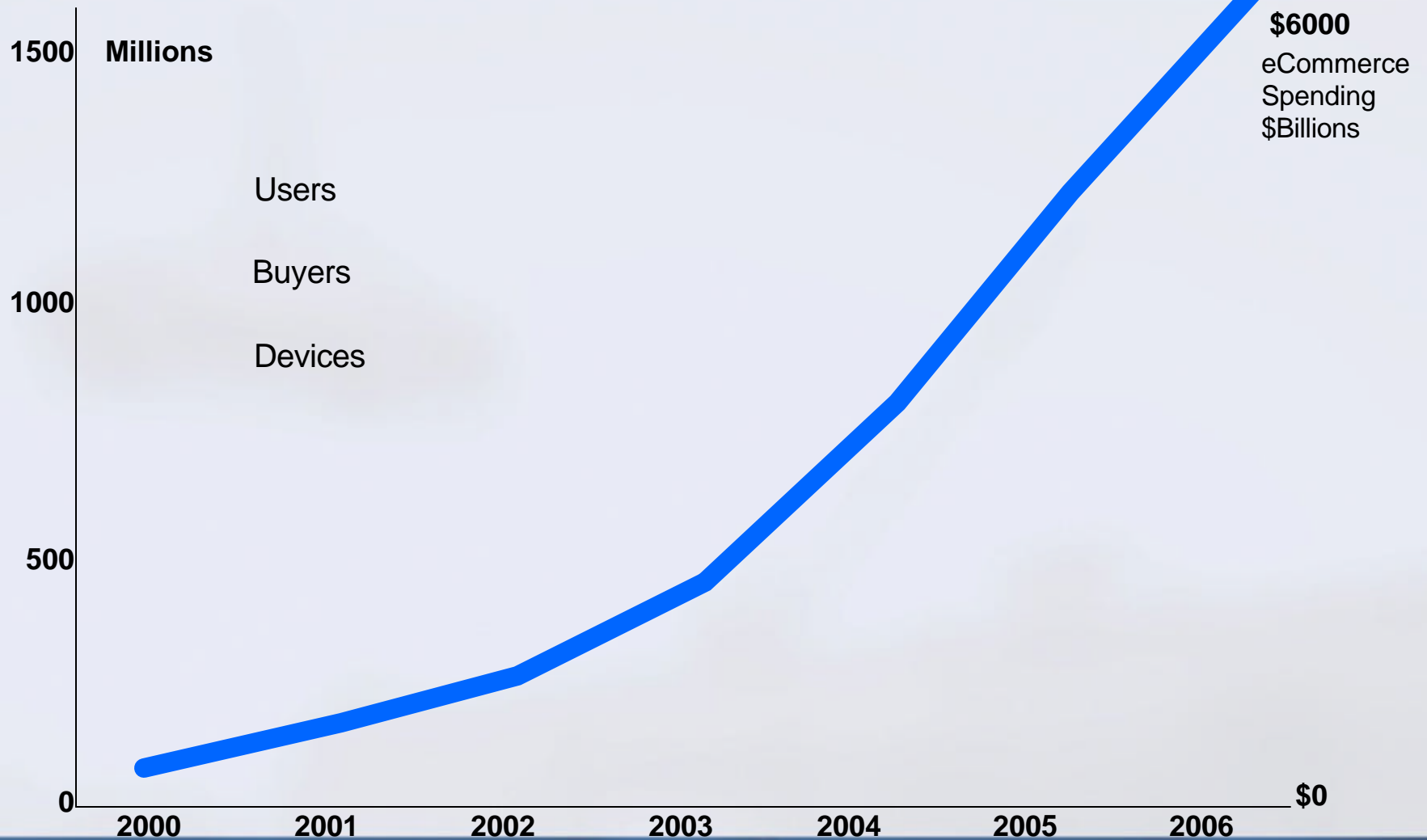
Systems



The Internet

The State of the Internet and eCommerce

@business on demand™



Major Forces

@business on demand™

Deeper Integration of IT
with Business

IBM®

Traditional Models

Are No Match for Current Realities

@business on demand™

Market Challenges



Traditional Business Models

Predictive

Diffuse

Fixed

Vulnerable

Traditional Models

Are No Match for Current Realities

@business on demand™

Market Challenges



From

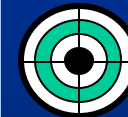
To

Predictive



Responsive

Diffuse



Focused

Fixed



Variable

Vulnerable



Resilient

On demand business: The big picture

@business on demand™

Business Model

- Reconfigure Components, Partners
- Optimize Business Processes
- Refresh Products and Services

People & Organization

- Create a Flexible Structure
- Adapt Governance Model
- Manage Cultural Change

Technology Platforms

- Build Connectivity Platforms
- Automate IT Processes
- Enable a Virtualized Infrastructure



On demand business: The big picture

@business on demand™

Business Model

- Reconfigure Components, Partners
- Optimize Business Processes
- Refresh Products and Services



People & Organization

- Create a Flexible Structure
- Adapt Governance Model
- Manage Cultural Change



Technology Platforms

- Build Connectivity Platforms
- Automate IT Processes
- Enable a Virtualized Infrastructure

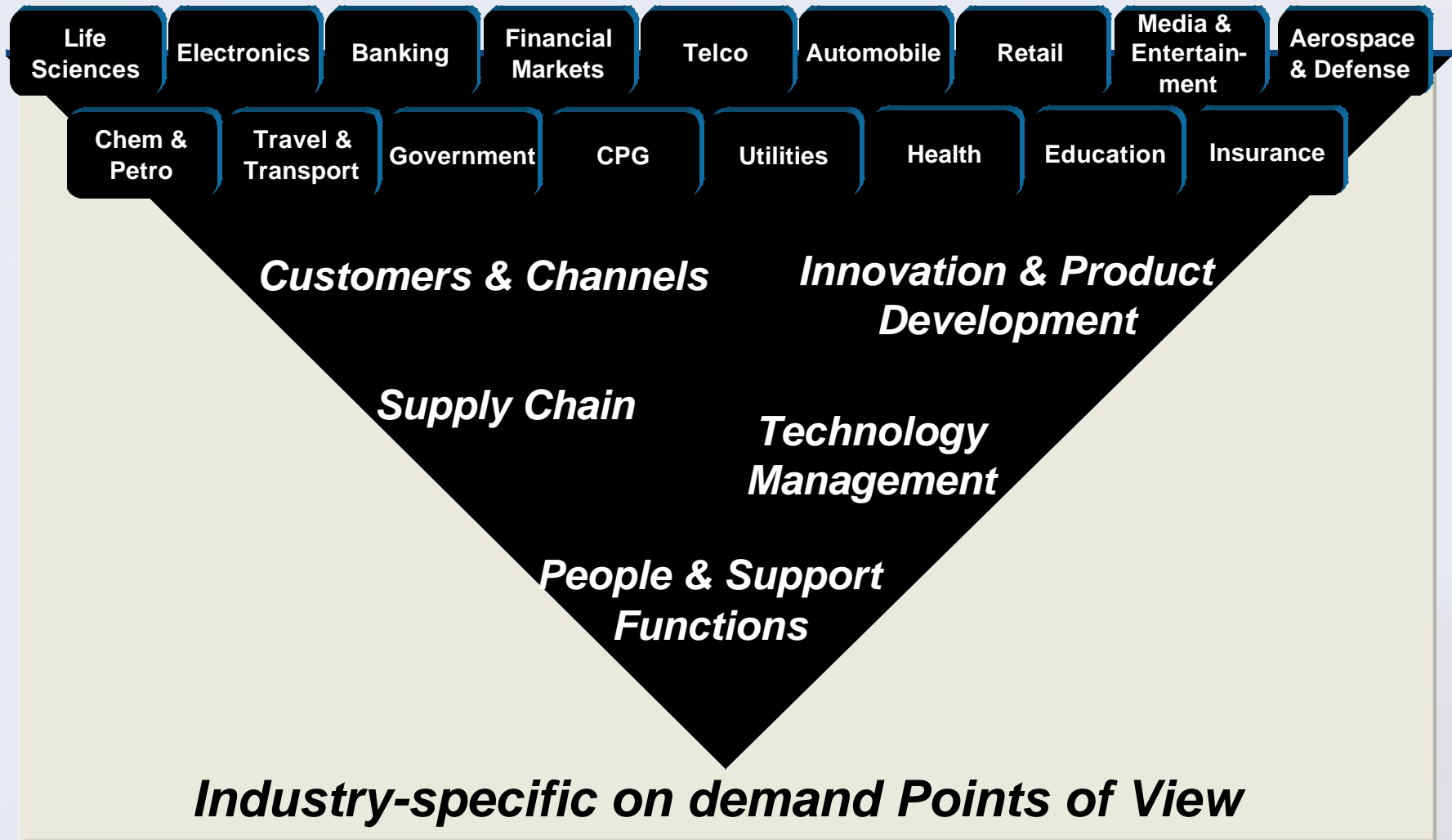


Value Creation

- Grow Revenue
- Improve Margins
- Optimize Capital
- Manage Risk

On Demand Business Transformation

@business on demand™



On Demand Operating Environment

@business on demand™

Business Transformation

Open

Integrated

Virtualized

Autonomic

**... an approachable,
adaptive, integrated and reliable
infrastructure delivering on demand services
for on demand business operations ...**

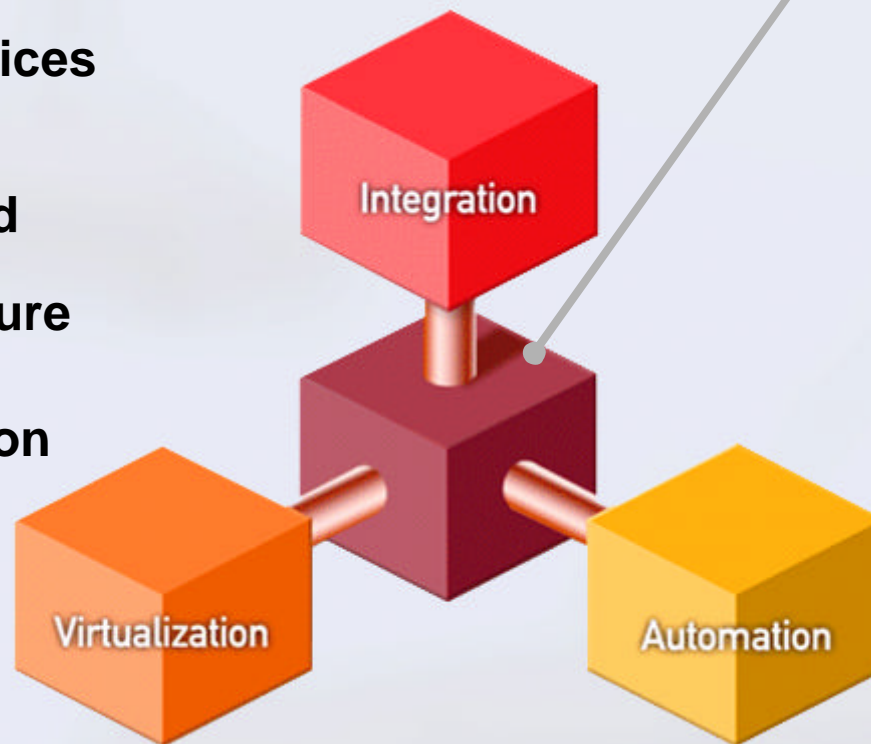
IBM.

Delivering the Operating Environment

@business on demand™

Based on Open Standards

- XML
- Web services
- J2EE
- Open Grid Services Architecture
- Common Information Model



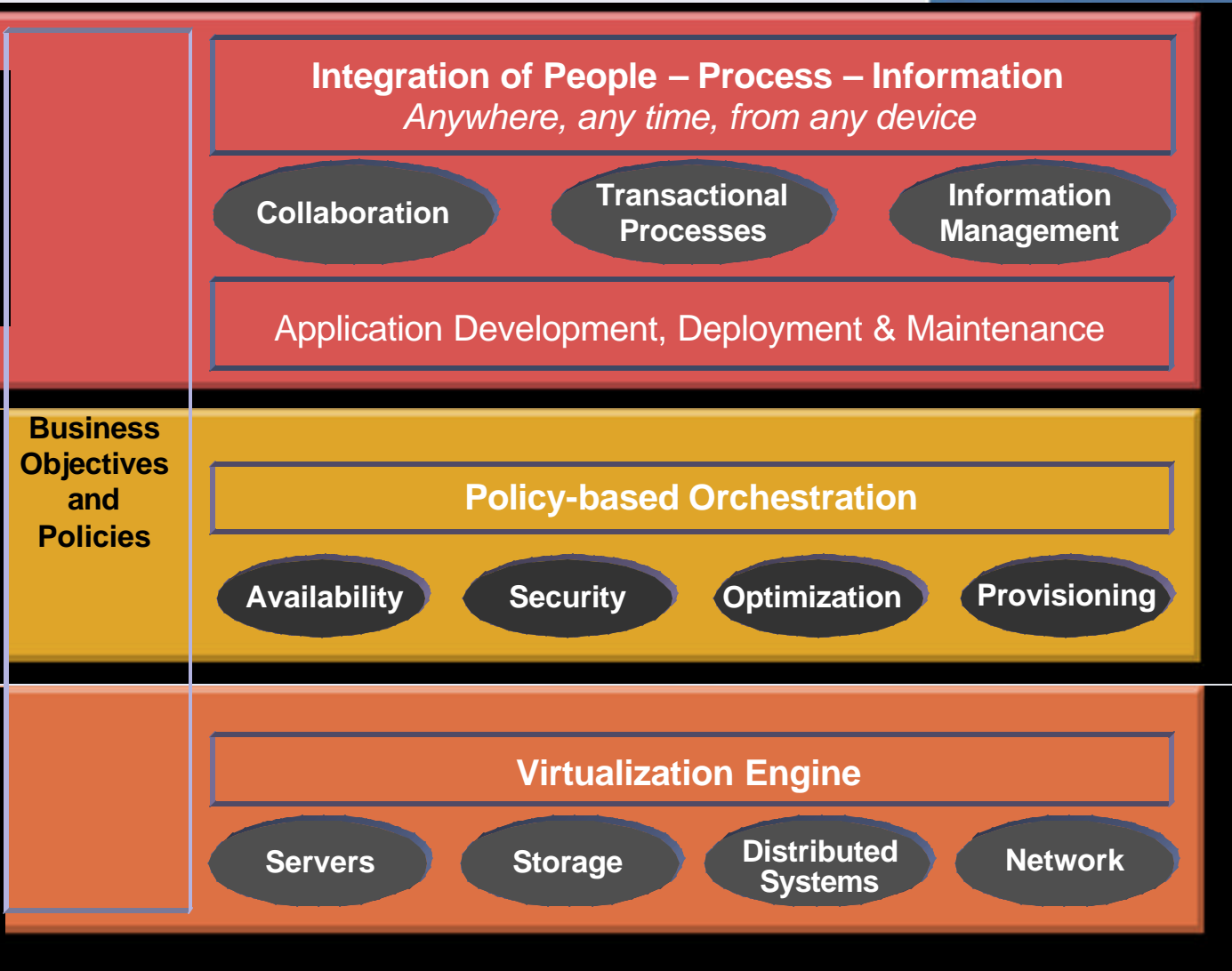
Shared Components

- Integrated system console
- Security and identity Choreography
- Transaction coordination
- Data persistence
- Workload management
- Collaboration
- Application connectivity
- Configuration tool

Operating Environment

@business on demand™

Open Standards-based



Defining Integration



@business on demand™

**The efficient and flexible combination of resources
to optimize operations across and beyond the
enterprise**



Integration: Key Capabilities Required



@business on demand™



- Standardized access to applications
- Access anytime, anyplace
- Dynamically adaptive role-based workplaces

- Model processes
- Integrate applications
- Connect externally
- Monitor processes
- Manage business results

- Leverage data and content resources
- Access data in place
- Consolidate data
- Transform data
- Data placement

Evolution of Automation in the On Demand World



@business on demand™

Sense location, presence and preferences and respond to lifestyle

Maintain 68 degrees

Turn on at 7PM



on demand

1

2

3

4

5

Levels of Automation

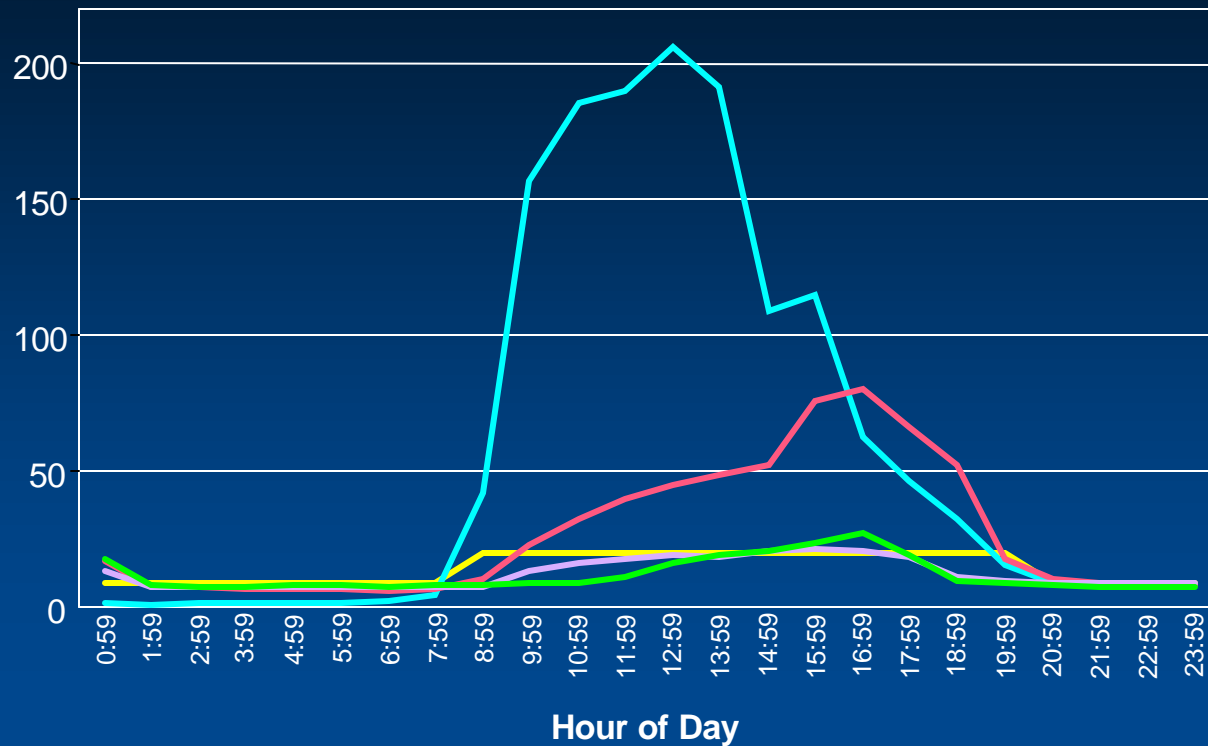


Automation



Tourcast SU Utilization Annika at the Colonial

— Allocated — Thursday — Friday — Saturday — Sunday



Automation Capabilities



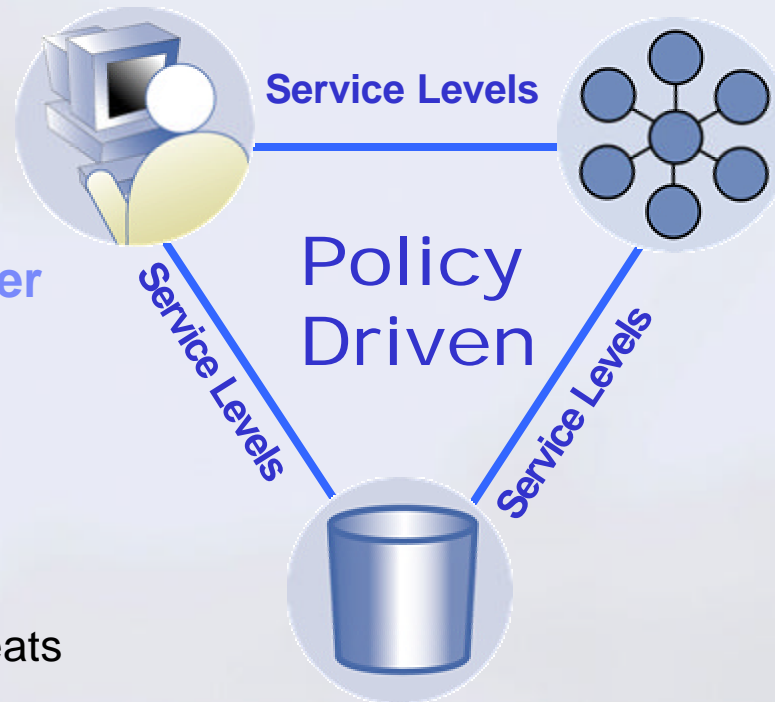
@business on demand™

Automate service level Attainment by transaction

- Achievement of service levels
- Address transactional performance with an end-to-end view

Automate for efficient and secure administration of user identities

- Predictive correlated intrusion management
- Central identity and access management
- Protection against threats



Automate optimization of IT resources with business needs

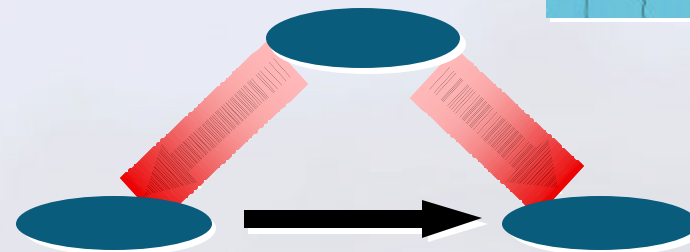
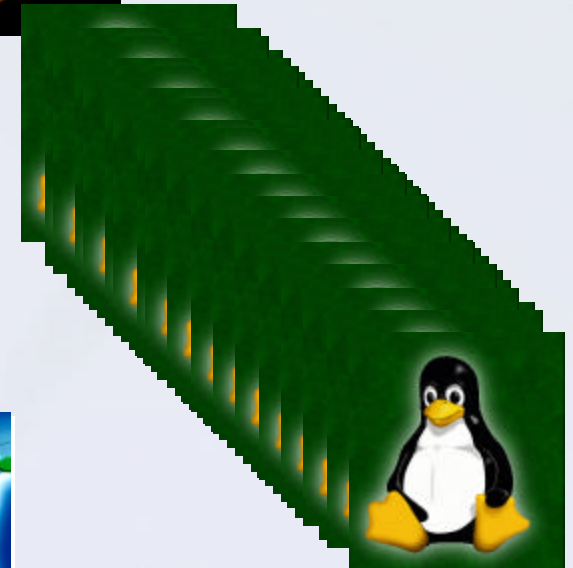
- Proactive optimization of resources
- Reduce costs
- Open warehouse

Virtualization Options



@business on demand™

- **Server**
- **Storage**
- **Computational Grid**
- **Information Grid**

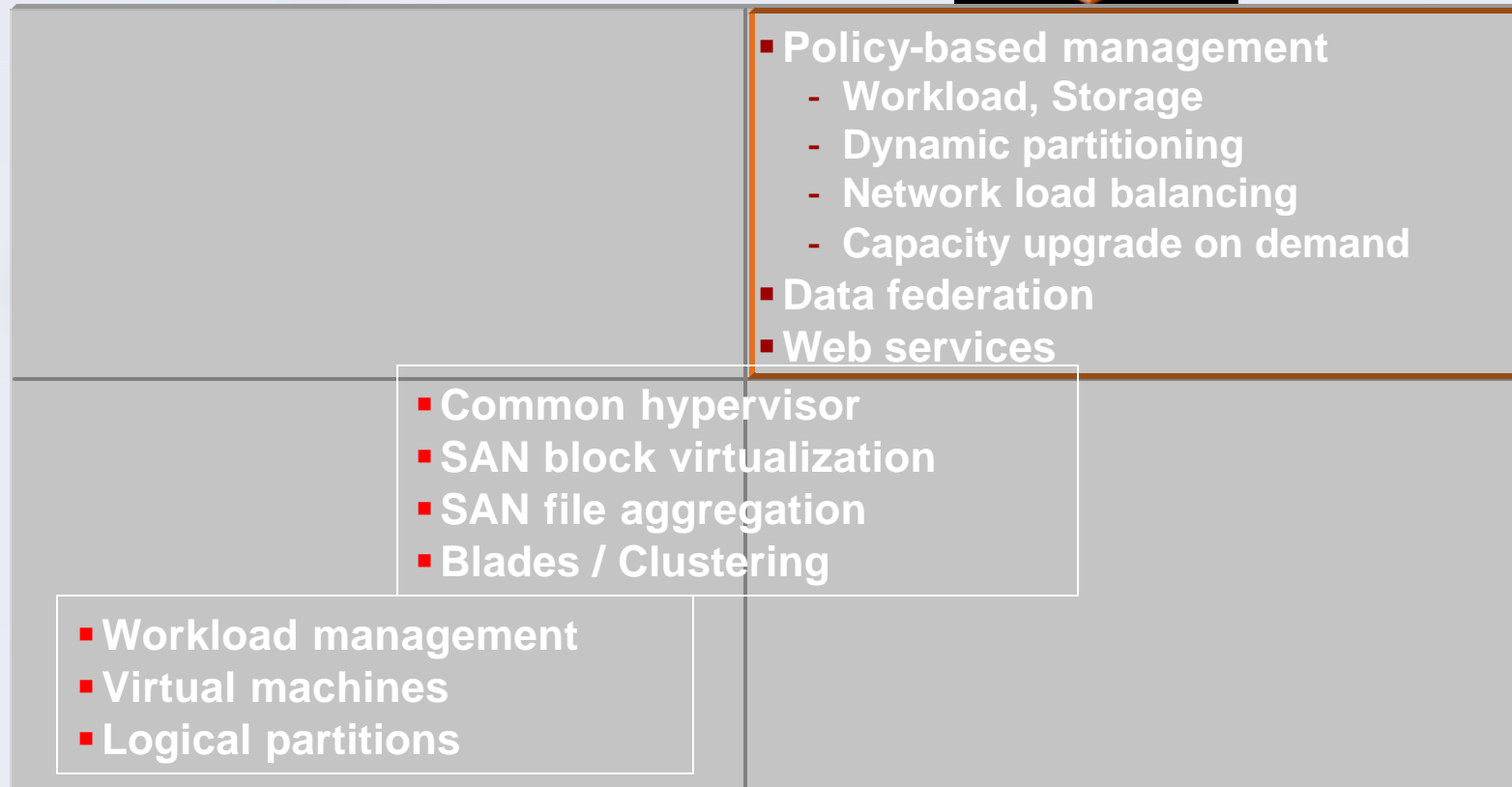


Virtualization Evolution



@business on demand™

Business Value

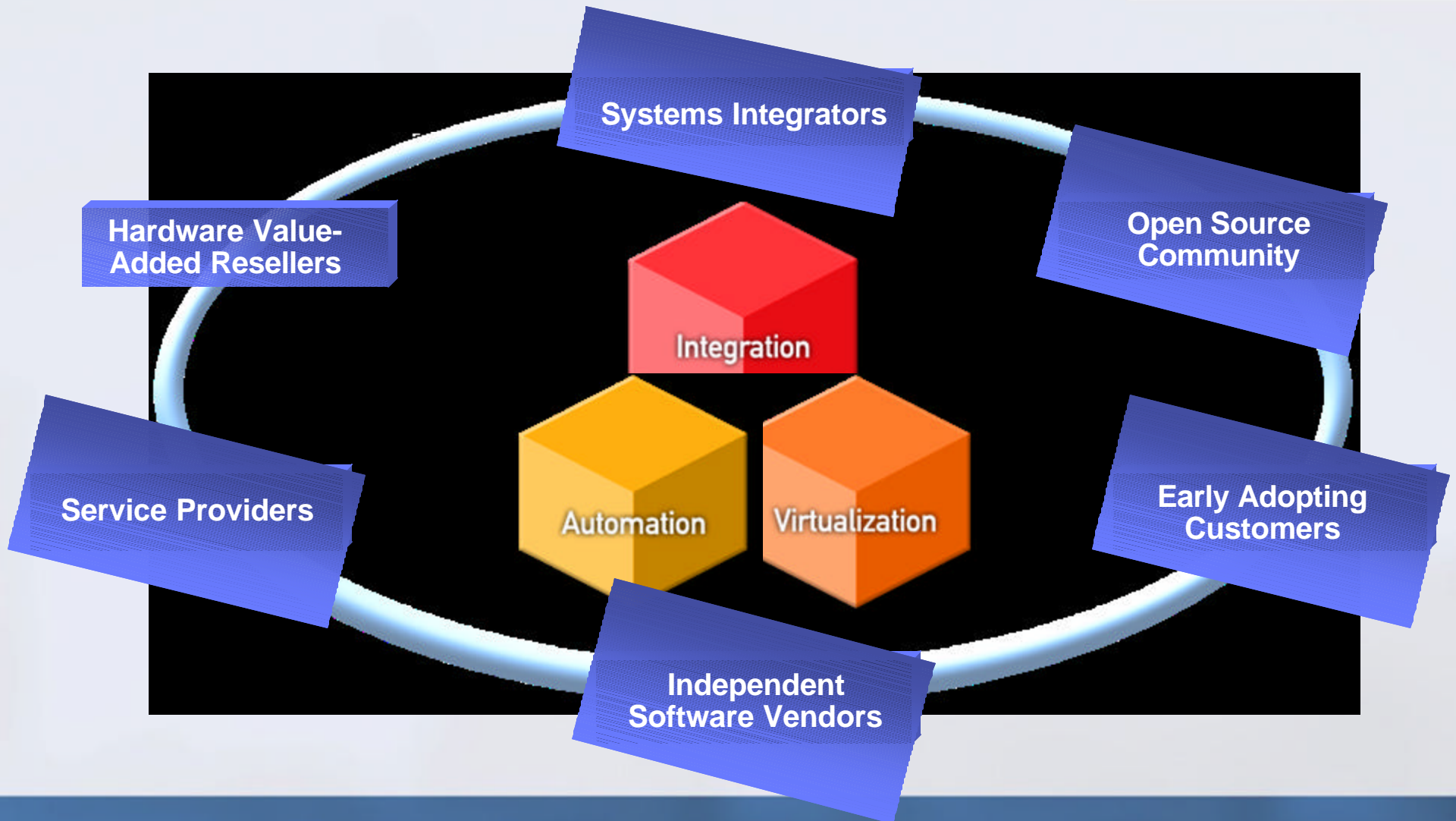


IT Optimization



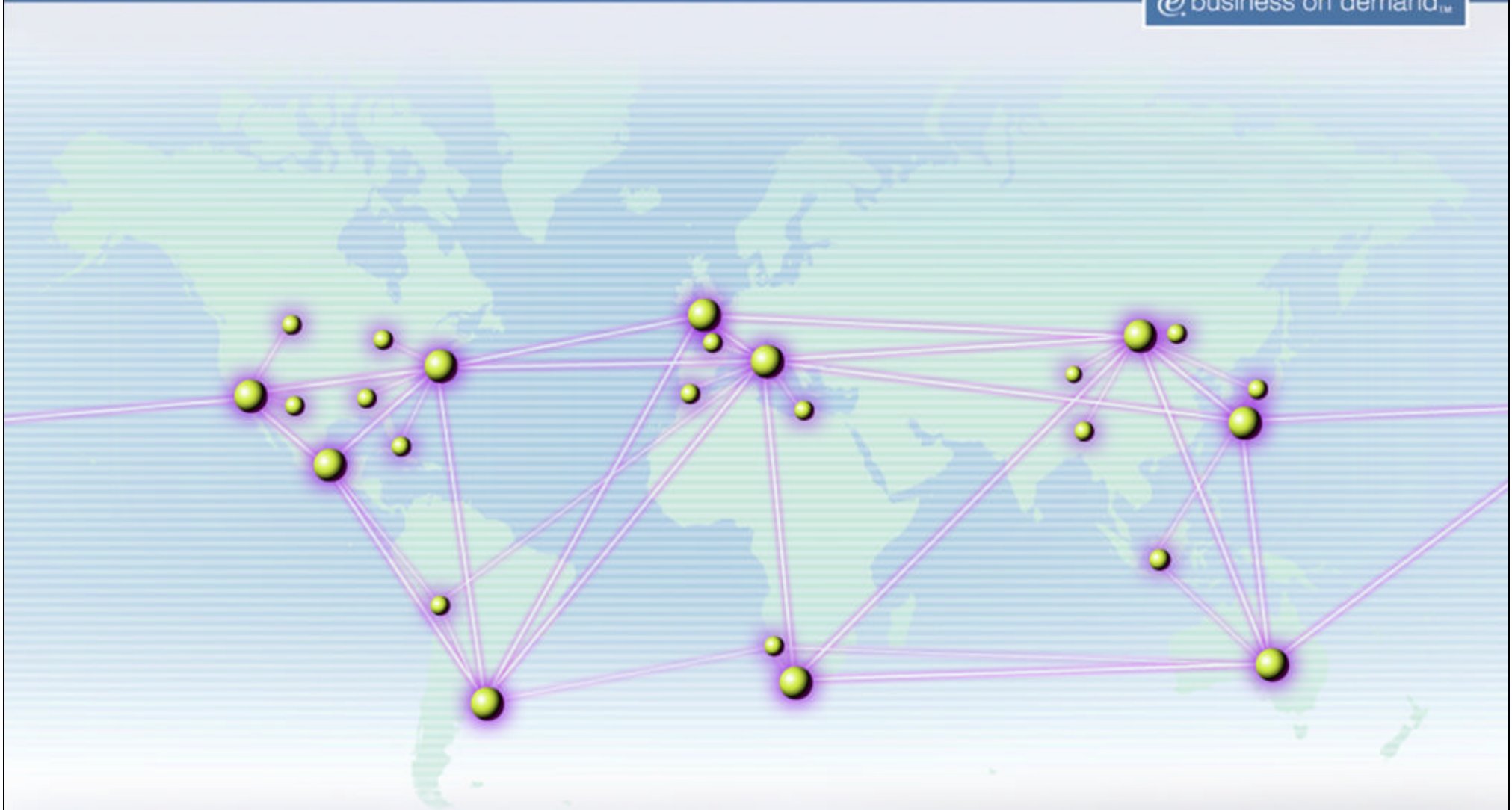
On Demand Operating Environment Ecosystem

@business on demand™



Economies of Expertise

@business on demand™



@.business on demand.™

e-business on demand: The Next Phase of IT



Unlocking the Value in Your Business

IBM