Achieve Business Agility With WebSphere Software

Business Agility In Action
Welcome And Introductions

Thanks for coming today!!

Your IBM technical team welcomes you. Introductions……..

Copies of this presentation are available:


What Is This?

**Agility** (based on Yoga)
Transforming people and processes for flexibility and growth

A. Yoga
B. A Man trying to fly
C. The daily grind
D. Agility
We Are Living In A New Landscape

Instrumented
Interconnected
Intelligent

There are one billion transistors per human, each costing one ten-millionth of a cent

The information created by a trillion networked things grows exponentially

Algorithms and systems turn mountains of data into actions that make the world Smarter

Smarter Planet
Interconnected: Welcome To The Decade Of Smart

Computers have moved out of the data center and into the world.

Source: IDC, SSR and IBM Market Insights
Instrumented, Interconnected, Intelligent: Need To Get Smarter And More Agile

- Smart supply chains
- Intelligent oil field technologies
- Smart food systems
- Smart healthcare
- Smart energy grids
- Smart retail

1 Trillion
Devices will be connected to the internet by 2011

25 Billion
Global trading systems are under extreme stress, handling billions of market data messages each day

10x
Digital data is projected to grow tenfold from 2007 to 2011.

70¢ per $1
70% on average is spent on maintaining current IT infrastructure versus adding new capabilities

IT infrastructure must grow to meet these demands global scope, processing scale, efficiency
Future Workloads Are Here!

Transactions per year:
- 120M per month
- 3.65B per day
- 350B every 15 min
- 350,000,000,000
- 87,500,000,000
- 175,000,000,000
- 262,500,000,000

01 Achieve Business Agility With WebSphere Software
Requirements For Smarter Planet Solutions

- **Software with business agility capability**
  - Respond quickly to business needs
  - Lay a foundation to make smarter business decisions
  - Minimize cost and achieve business objectives

- **Foundational Software that exploits the hardware**
  - Transparently leverage massive parallelism
    - Multi thread exploitation
    - Near linear clustering
    - Virtualization and consolidation

- **Software that runs on heterogeneous platforms and is integrated**
  - Leverage current business investments
Organizations Face the Challenge of Accelerating Market Shifts

- Rising consumer expectations compel improvements in speed and personalization
- Rapid swings in economic and commodity markets highlight lack of adaptability
- Lower barriers to entry in a digital, flat world, enable fast and easy access by new competitors

How do businesses evolve to adapt and respond dynamically?
The Perceived Business Network

Example: Insurance Carrier

- Internal Employees
- Auto Insurance LOB
- Commercial Insurance LOB
- Home Insurance LOB
...Is Significantly Broader.........
Which Requires Business Agility

- Agents & Producers
- Partners & Re-insurers
- Consumers
- Financial Institutions
- Outsourced/BPO Service Providers
- Government
- 3rd Party Services
- Auto LOB
- Home LOB
- Commercial LOB
- Insurance Carrier
- Internal Employees
Achieving A Dynamic Business Network Presents **Challenges**

- **3%** of companies report they have achieved **“process excellence”**
- **68%** of executives report that **integration challenges** impede collaborative relationships with partners
- **85%** of CEOs require **more visibility** into their businesses

*Most businesses are restrained by organizational silos and rigid IT systems*
...And Tremendous Opportunities

- A large bank reduced redundant process activities by 60%.
- An air freight company reduced partner integration time by 50%.
- A retailer gained real-time inventory visibility across 500+ outlets and reduced data integration costs by 20%.
The IBM Architecture That Addresses This Challenge
IBM Is The Undisputed Industry Leader In SOA

Largest Customer Base with Smartest Outcomes
13,000+ Customers

Strongest Ecosystem
7420 SOA community business partners
Up 48% Year to Year

Unparalleled expertise and investment
- Trusted thought leadership and guidance
- Trained IBM SOA community over 100K
- Broadest, Deepest portfolio of offerings
- Over $1B USD Invested each year in SOA
- More than 700 WebSphere patents and over 6,700 SOA developers
IBM Is The Undisputed Industry Leader In BPM

**Most Customers**

Over **5000** BPM customers and growing

Largest Marketshare (Gartner Dataquest)

**Market Leader**

Market Leading Products

Deep Industry Knowledge and pre-built assets

Leader in setting industry-wide standards

**Global Reach**

- Largest Partner Ecosystem with over **2500** partners
- Customers in over 30 countries
Business Agility Best Practices

**Discover** Insights that enable innovation

Enhance awareness and understanding across processes and ecosystems

**Maximize** the value of business interactions

Access rich information and applications at the right time and in the right context

**Optimize** productivity and resources

Broadly flexibly and continuously automate and govern processes
IBM Business Agility Solutions

**Discover** Insights that enable innovation
- IBM BPM BlueWorks
- **IBM BPM Blueprint (Lombardi Blueprint)**
- IBM WebSphere Business Modeler
- IBM WebSphere Content Packs

**Maximize** the value of business interactions
- IBM WebSphere Lombardi Edition (Teamworks)
- Cast Iron Systems
- IBM WebSphere ILOG BRMS
- IBM WebSphere Dynamic Process Edition (DPE)
- IBM WebSphere ESB, MQ, DataPower

**Optimize** productivity and resources
- IBM WebSphere Dynamic Process Edition (DPE)
- WebSphere Services Repository and Registry (WSRR)
- IBM WebSphere ILOG ODM Enterprise
In 2010 IBM’s Power Systems Bring Massive Parallelism Mainstream

- **POWER7**
  - 4 threads/core
  - 8 cores/chip
  - 32 sockets/server
  - 1024* threads

- **POWER6**
  - 2 threads/core
  - 2 cores/chip
  - 32 sockets/server
  - 128 threads

- **POWER5**
  - 2 threads/core
  - 2 cores/chip
  - 32 sockets/server
  - 128 threads

- **POWER4**
  - 1 thread/core
  - 2 cores/chip
  - 16 sockets/server
  - 32 threads

Threads

- 2001: 180 nm
- 2004: 130 nm
- 2007: 65 nm
- 2010: 45 nm

*Statement of Direction, currently max 256 threads and 64 cores.*
WebSphere Runs On Many Platforms, But Is Optimized For Power Systems

IBM Software on IBM POWER7-based servers.

IBM Software automatically exploits the threads available on POWER7 to optimize performance and deliver best value.

Result: Better performance, Lower Costs
Key IBM Software That Has Been Optimized For POWER7 To Meet Smarter Planet Challenges

- WebSphere (WAS) – 85% Performance Improvements
- DB2 – 19x Performance Improvement
- DB2 PureScale – Near Linear Scaling to 128 Nodes
  - 64 nodes = 95% of linear
  - 128 nodes = 84% of linear
- Rational Compilers – 20% Improvements
  - Application performance
  - Need to re-compile for POWER7

Additional Optimizations in Progress
Introducing Service Oriented Finance – They Want To Become Agile

- Service Oriented Finance (SOF) is a bank with branches located in over 50 countries

“We need to change and be smarter about the way we do business in 2010 and beyond!”

Great, she just cut my budget last week, and now this! I need a vacation.

Service Oriented Finance
CEO

Service Oriented Finance
CIO
## Demo: Today’s LIVE Environment

### IBM Solutions

- WebSphere Integration Developer
- WebSphere Process Server
- WebSphere ESB
- WebSphere Message Broker
- WebSphere Services Registry & Repository
- WebSphere Virtual Enterprise
- WebSphere Cloud Appliance
- BPM Blueprint (Lombardi Blueprint)
- WebSphere Lombardi Edition (Teamworks)

### Competitors

- Oracle Application Server
- JBoss EAP V5.0
- Microsoft BizTalk
- Oracle Service Bus

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**20 VMWare Images**

**IBM ThinkPad**
- 3GB RAM

**IBM ThinkPad**
- 3GB RAM
## Today’s Agenda

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