



IBM FORUM 06

Results through Innovation



Planning for Business Resilience

what makes you *
special?

The background of the poster is a vibrant red-to-orange gradient. In the upper right, there is a large, stylized floral arrangement in shades of blue, orange, and yellow. On the left side, there is a vertical strip showing a modern building with large windows. The IBM logo is prominently displayed in the center-left. The text 'IBM FORUM 06' is at the top left, followed by the tagline 'Results through Innovation'. The names of the speakers are listed in large white font in the center-right. At the bottom right, there is a slogan 'what makes you * special?' with a yellow asterisk.

IBM FORUM 06

Results through Innovation

IBM®

Gary Elmes- IBM
Phil Martin - SAS^{IT}
Douglas Harvey - SAS^{IT}

what makes you *
special?

IBM®

what makes you *
special?



|

IBM FORUM 06

Results through Innovation



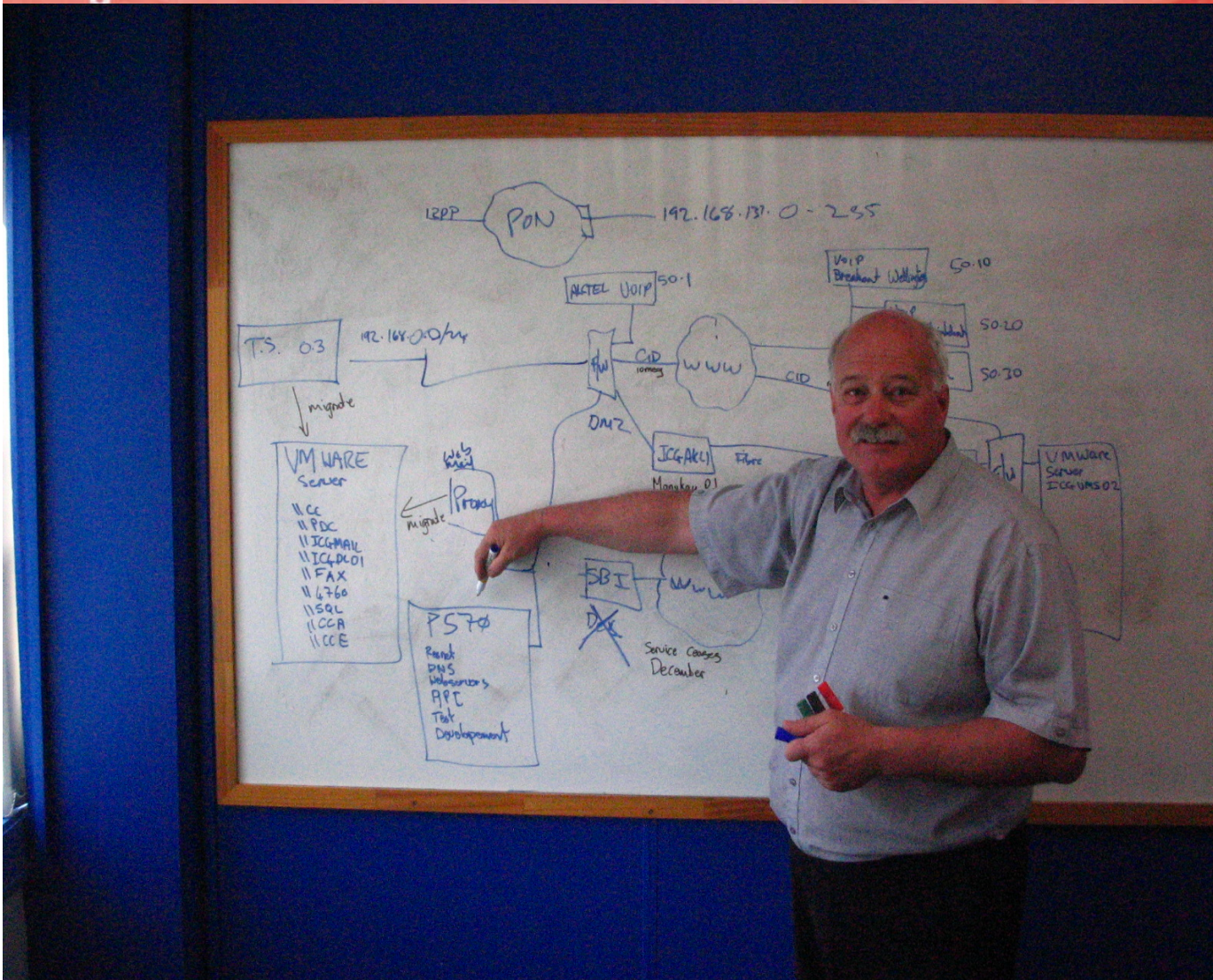


InterCity Group operate over 120 daily services throughout New Zealand.

The coaches make in excess of 3,200 stops, visiting more than 600 towns and cities every day.

Reservations can be made up to 365 days in advance, giving > 52 million travel options





IBM

pSeries p570

AIX & PPC Linux

**N5200 Storage
Array**

X460 VMWare

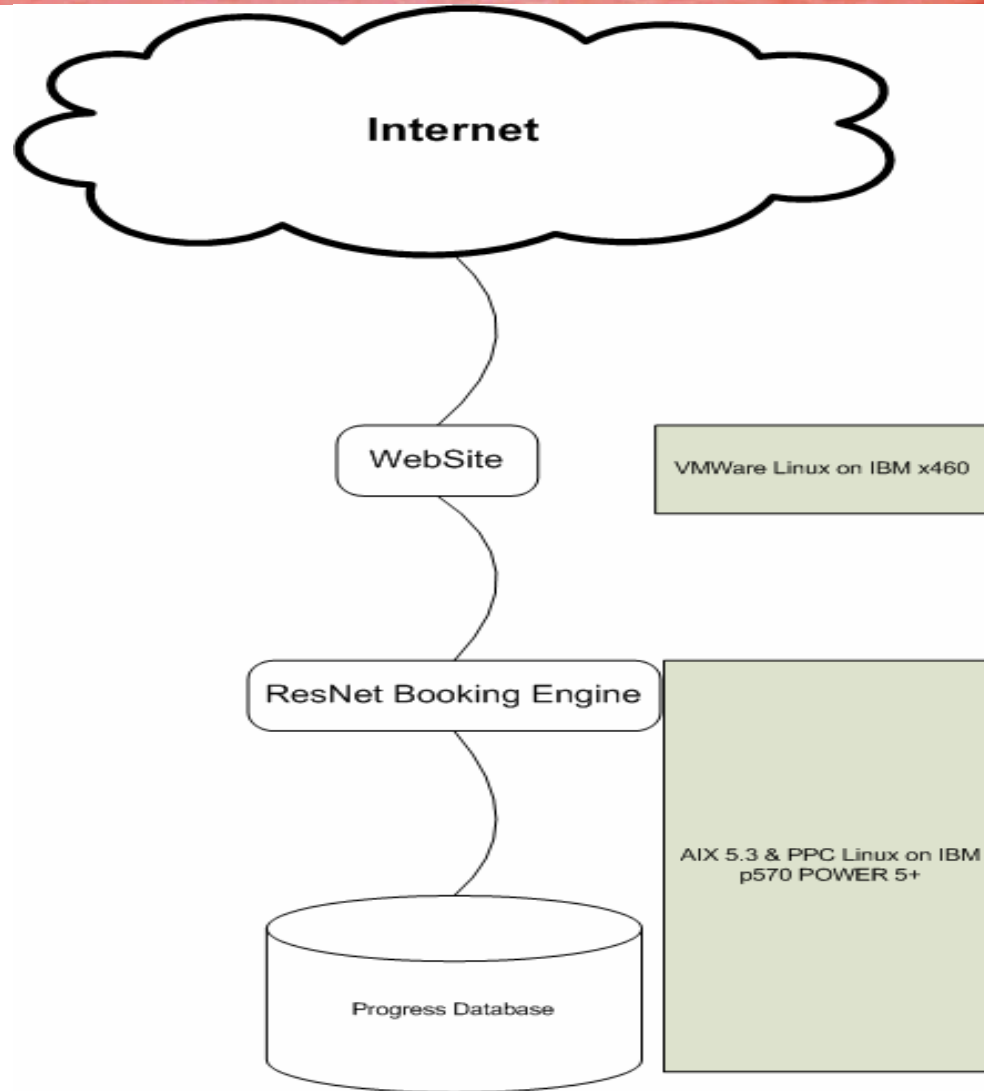
3583 LTO3 Library

**Cisco 3750
Switches**

Progress DB

Fathom replication







|

IBM FORUM 06
Results through Innovation



Fig 1

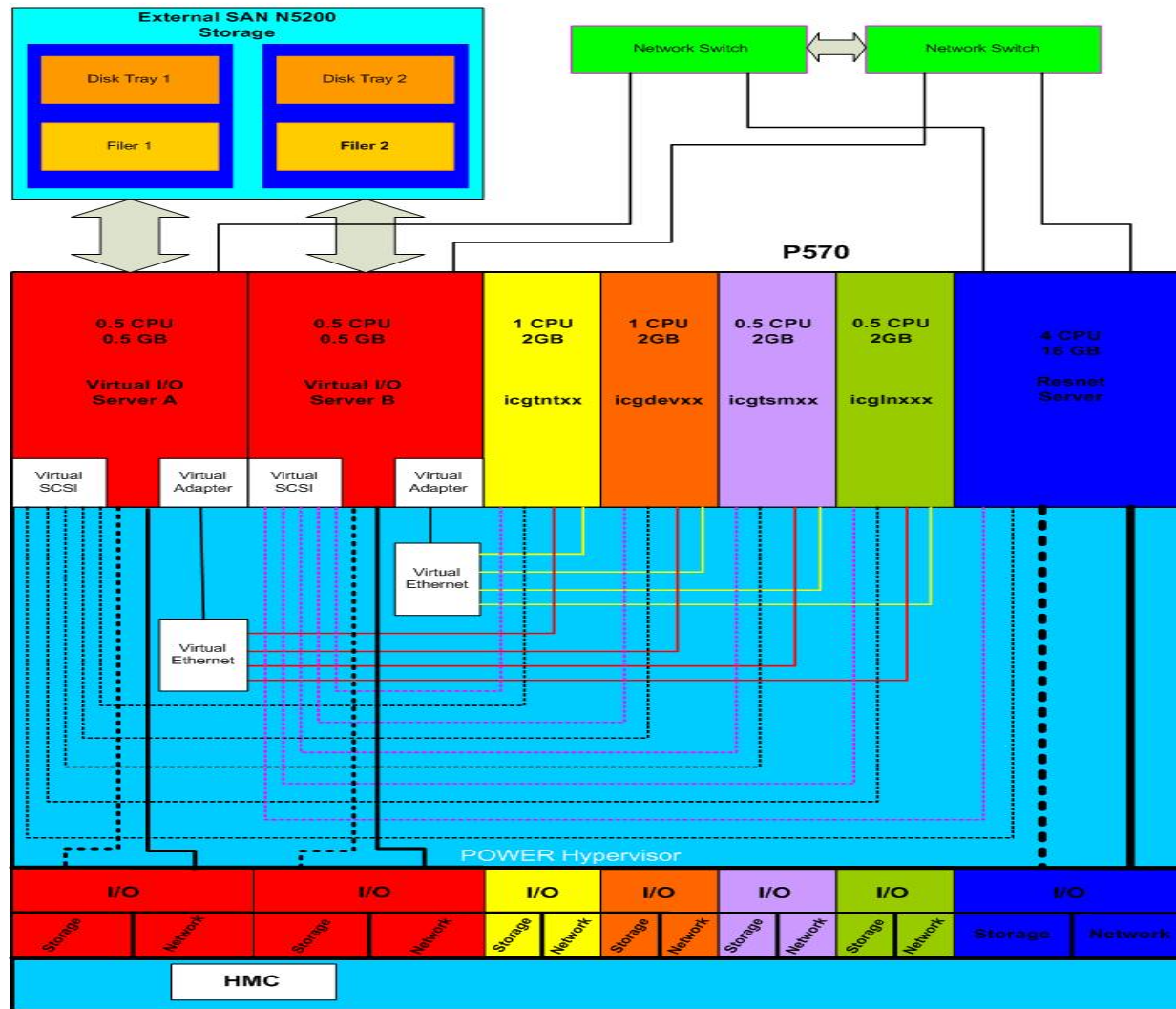
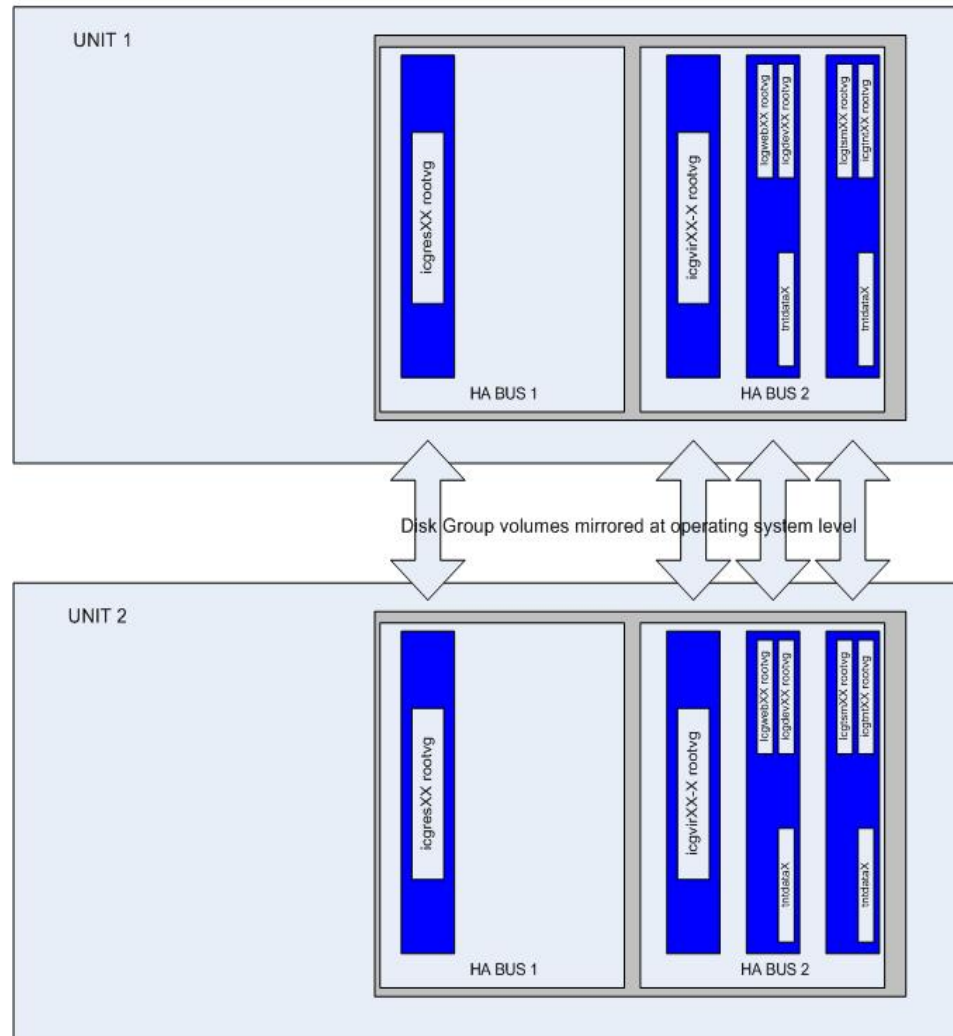


Fig 2



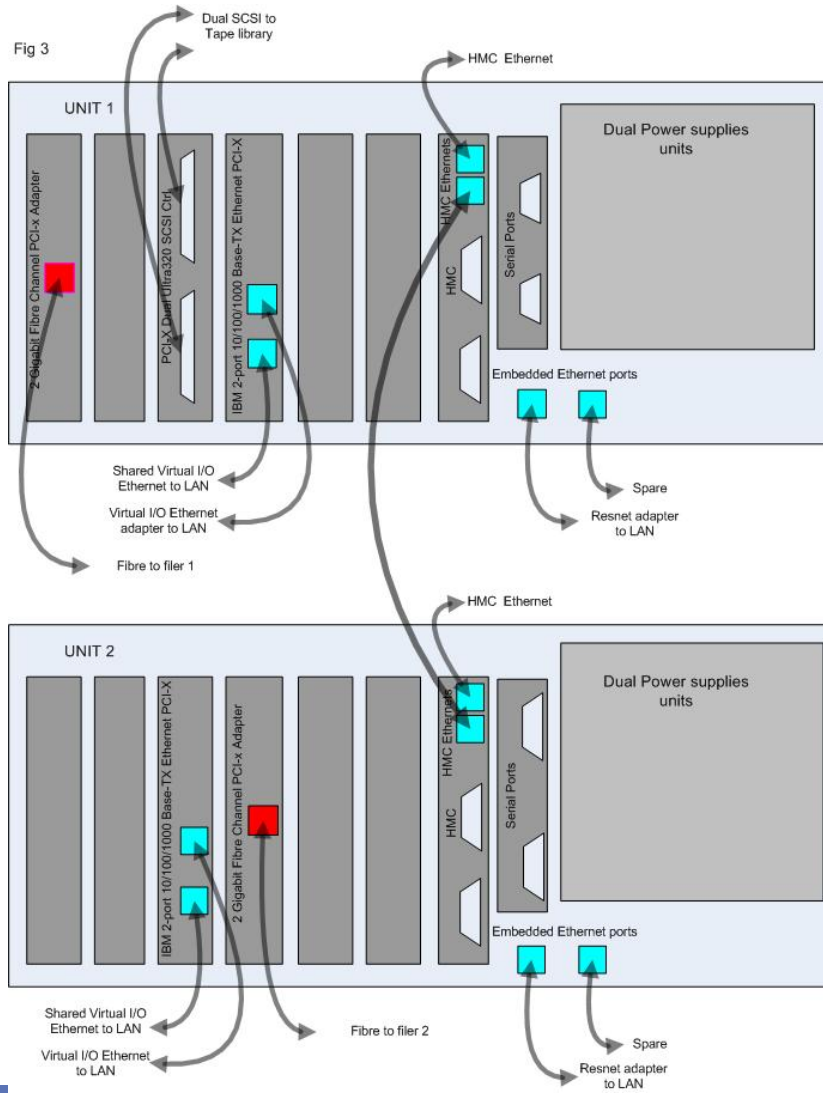
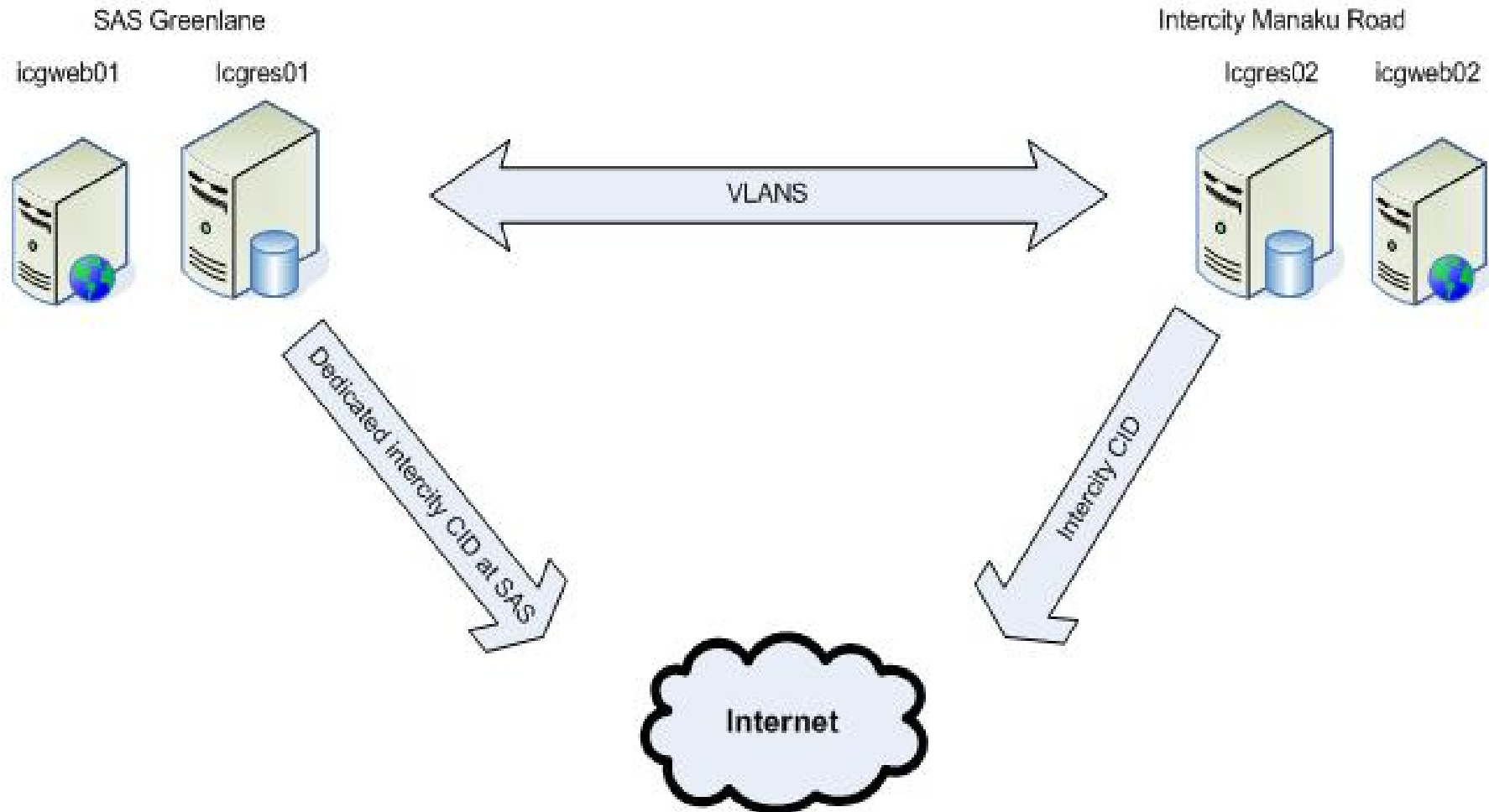
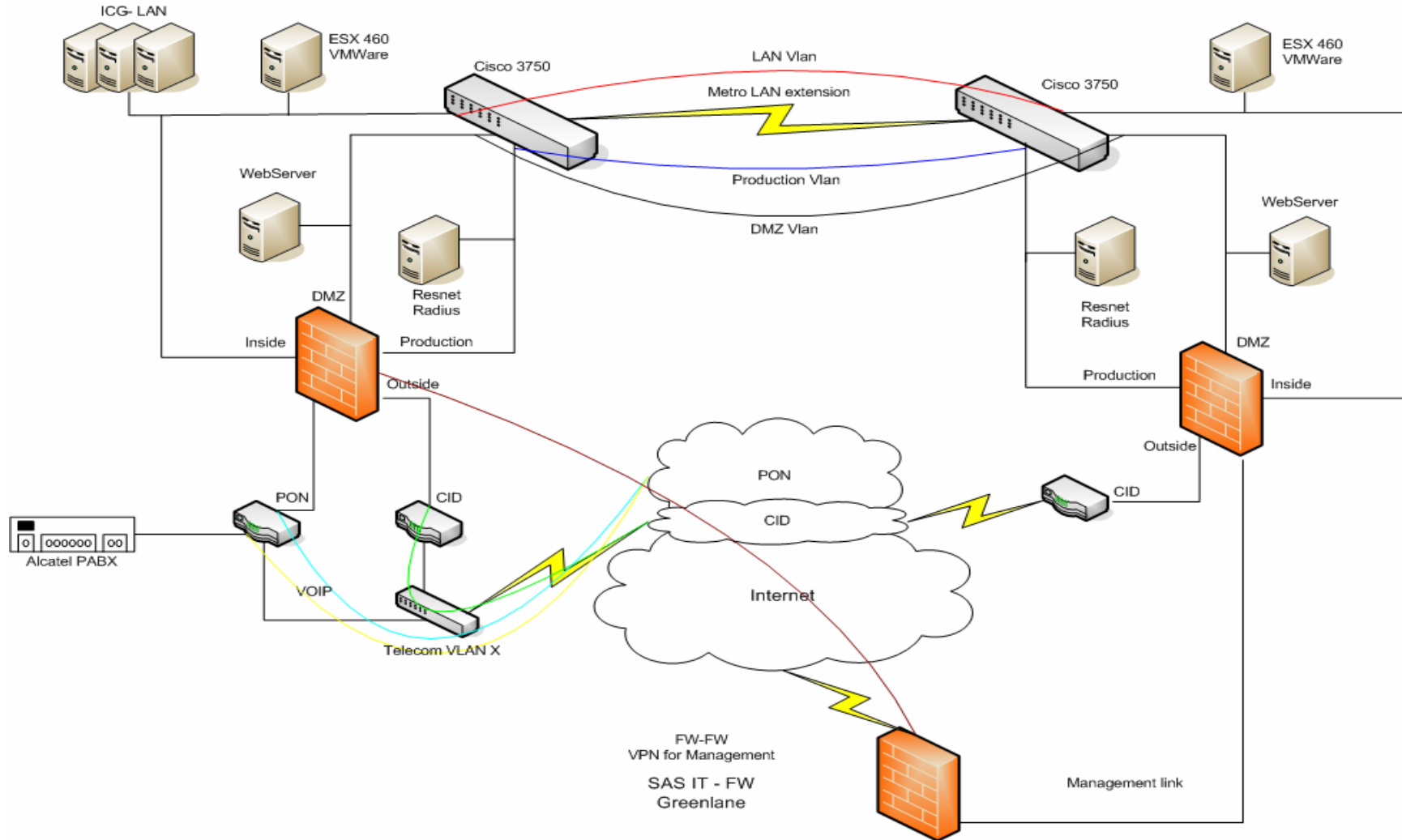


Fig 6



ICG Manukau Rd

SAS IT Greenlane



Issues

- Unable to handle transaction peaks
- Extensive risk of service loss due to infrastructure failure
- Dedicated networks, both expensive and time consuming to manage
- Servers nearing peak performance availability
- Call centres (technology & location) growing
- Business processes & infrastructure that would not scale to support growth plans
- Customer/agent dissatisfaction with limited hours of service
- Expensive and complex to support booking agent channel, difficult to bring on new agents



Strategy

- “Drive to Web”
- Eliminate transaction dependence on call-centre
- Encourage customer self-service
- Migrate booking agents to web-based systems
- 24x7x365, 0x0 service level
- Resilient infrastructure
- Eliminate proprietary networks
- Full server & storage redundancy
- “No down time, no data loss” data protection
- Call centre redundancy





IBM FORUM 06

Results through Innovation



Thank You

Phil Martin and Douglas
Harvey from SAS^{IT} and Gary
from IBM

what makes you *
special?