



IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

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Gopalakrishnan.**

**Vice President
IBM India Software Lab**



Rational. software

Unleashing the labs

for growth and innovation



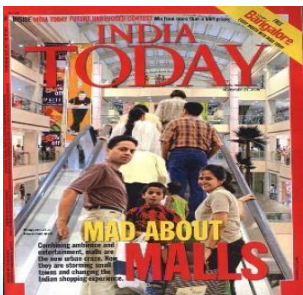
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India's Social Fabric is Changing

A young and aspiring middle class is driving consumerism

- **Growing 300+ million middle class**
- **Increased Consumerism**
- **Technology impacting common man**
- **Rise of Tier 2 & 3 cities**
- **Declining poverty levels**



Indians, on average, everyday buy ...



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Industry evolving to compete in a global market place

Business houses are going global at unprecedented rates

■ **Rise of the Indian MNC – Looking beyond US and Europe**

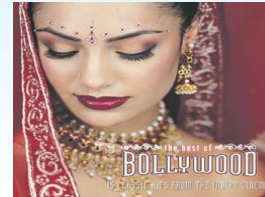
- M&A deals increased by 73% in the 1st 4 months of 2007 to \$37 B* from \$21 B in FY06

■ **Broad based industry growth**

- BPO/ITES, Banking, Telecom, Auto, Pharma, Electronics, Industrials, Airline

■ **Radical transformation across emerging industries**

- Media & Entertainment, Insurance, Energy & Utilities, Electronics, Retail, Aerospace & Defense, Life Science, Metals, Infrastructure



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The Rise of IBM in India

1951-1978

51: IBM sets up Manufacturing in Set Up in India



07: India / SA becomes IBM's newest region

2004-2007

- 04: IBM acquires Daksh eServices
- 04: First-of-its-kind Global Service Delivery Centre launched
- 04: Landmark 'Bharti' Deal 
- 05: IBM India acquires Network Solutions Ltd
- 05: Leadership in Indian marketplace
- 06: 1st ever analyst meet outside the US, commit of \$6 B to India
- 06: 73000+ employees, 2nd largest population outside the US
- 07: Telecom success continues with Idea deal 

1999 - 2003

- 99: IBM India Limited formally launched
- 00: IGF Launched
- 01: ISL Launched
- 03: IRL launched Technology Center
- 03: IGS India achieves SEI CMMI Level 5

1992 - 1998

- 92: IBM re-enters Indian Market; JV with TATA
- 97: TISL Becomes Tata IBM Ltd, IGS launched
- 98: IRL Launched



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IBM India: A microcosm of the IBM Corporation

73,000+ strong employee base

- Global Business Solutions Center
- India Research Laboratory
- India Software Laboratory
- SOA Leadership Center
- Systems Technology Lab



- Global Business Services (GBS)
- Managed Business Process Services– IBM Daksh
- Integrated Technology Delivery

- 2,500 business partners
- Presence in 22 cities



IBM Labs: Leading the innovation agenda

- Drive innovation thought leadership
- Create high impact technology and business model innovation
- Leverage our innovation capabilities for client's business value
- Exploit our insight and industry expertise with industry-specific solutions
- Create and enable a skilled innovation ecosystem



IBM's Global Research & Development capabilities accelerate deployment of business solutions



More than 3,000 scientists and technologists and over 25,000 software engineers in over 15 countries.

Over \$6 Billion investment on R&D every year in IBM

For last 14 consecutive years, IBM has earned more patents than any other company (3621 Patents in 2007)

Network of 8 Research Labs and ~ 165 Development Lab locations

Over 500 Product Lines developed across IBM Development Labs globally



India Software Lab - introduction

Gurgaon

- Lotus & SDWB
- Center established in the Year 2001

Hyderabad

- Product Team on IM (Ascential)
- SWG acquisition in the Year 2005

Bangalore

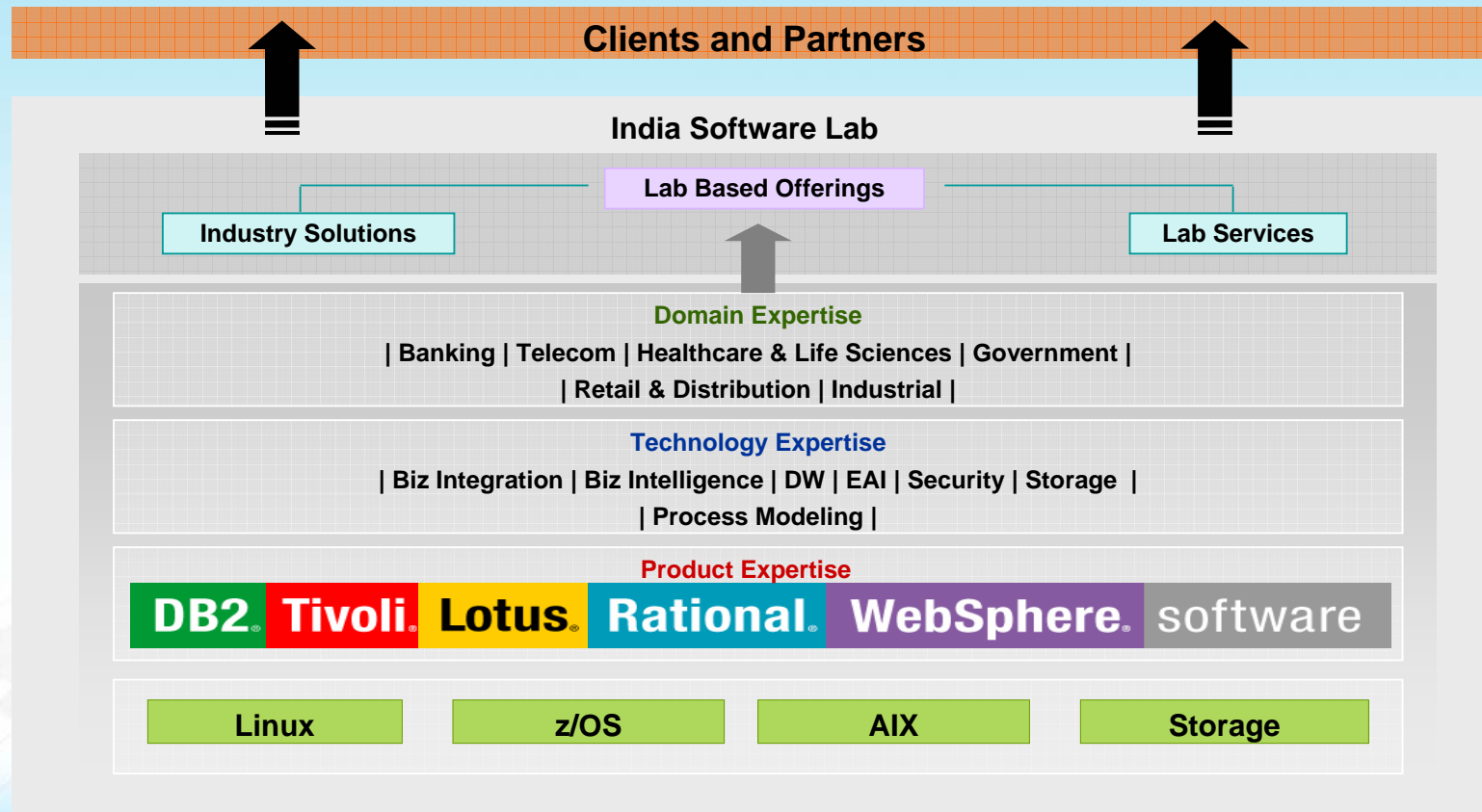
- HiPODS
- Autonomic Computing Center
- SOA Leadership Center
- Semiconductor R&D Center
- WebSphere, IM, Rational, Lotus
- Linux, AIX, z/OS, E&TS & Tools

Mumbai / Pune

- Teams on Lotus, Tivoli & File Sys
- STG team on Storage
- AP's First IBM Lotus L2 Support Center
- World's first Service Management Center of Excellence in Pune



Lab engagement model



Enabling growth for our clients

Service Delivery Platform for Bharti Airtel

- Country's first SDP implementation
- Allows Bharti to leverage its existing infrastructure and create and deliver new services in an accelerated manner in a matter of weeks



Dealer Management System for Toyota Kirloskar

- ISL team ran performance tests, identified and removed several bottlenecks
- The scalable and robust solution to manage Dealers across the country was successfully deployed in production environment at Toyota



Master Data Management Solution for HUL

- Creation of common enterprise view across – Products, Customers, Locations and Accounts
- Improved business decision making and ensured data consistency and accuracy



Hindustan Unilever Limited

Intranet and Internet Portal for DLF

- Single user interface for employees and integrate with the existing ERP applications
- IBM DB2 Content Management solution for document digitization and workflow configuration to manage land records leading to paperless process flow in the organization





THANK
YOU



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QUESTIONS



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