IBM Software

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Vice President WebSphere Software, Asia Pacific
IBM Software Strategy

- **Middleware** (Integration Platform)
- **SOA** (Service Oriented Architecture)
- **Components** (Composite Application Development)
- **Open Computing** (Innovation and Freedom)
- **Industry Solutions** (Business Optimization)
Market Analysis of Customers’ Priorities

**Workforce Effectiveness**
- Ease access to *information*
- Improve employee *productivity*
- Enhance employee *collaboration*

**Go-to-Market Effectiveness**
- Improve *distribution*
- Shorten *time to market*
- Reduce *sales* or *marketing* costs
- Get closer to the *customer*

**Process Improvement**
- Foster *collaboration* among customers, suppliers, and/or partners
- Improve *business process* integration
- Strengthen *supply chain* integration

**Cost & Efficiency Focus**
- Improve operational *efficiency*
- Decrease *administrative* costs
- Reduce *production* costs

**Protect Businesses Assets**
- Protect *privacy*
- Comply with *regulatory standards*
- Reduce security *breaches/incidents*
- Improve *business continuity*
- Manage *customer information*

**IT Optimization**
- Create *consolidated view* of data
- Improve *utilization* of resources
- Increase *capacity*
- Ensure IT *availability* and *resiliency*
- Reduce IT *management* costs
- Integrate or migrate *legacy systems*

*These pain groups cover 80% of IT spending*

NOTE: We examined the business objectives driving 2500 middleware projects, and organized them into groups based on statistical relationships (principal components method).
IBM Software Revenue Growth Strategy

• Leverage IBM’s global reach
  - Geographic presence
  - Deep technical skills
  - Extensive client relationships

• Capitalise on IBM’s unique ability to deliver on:
  Application Development solutions
  SOA
  Information on Demand
  Web 2.0 and Social Software for Business
  Management Services

• Invest in high growth market segments and selectively acquire software companies to extend and enhance the product portfolio
Creation of IBM’s Growth Markets Unit – leveraging the opportunity in Asia Pacific

<table>
<thead>
<tr>
<th>IOTs</th>
<th>IMTs</th>
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<tbody>
<tr>
<td><strong>Asia Pacific</strong></td>
<td>Australia/New Zealand, Association of South East Asian Nations, Greater China Group, India/South Asia, Korea</td>
</tr>
<tr>
<td><strong>Latin America</strong></td>
<td>Brazil, Mexico and Central America, Spanish South America</td>
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<tr>
<td><strong>Central &amp; Eastern Europe, Middle East and Africa (CEEMEA)</strong></td>
<td>Russia/Commonwealth of Independent States, Central &amp; Eastern Europe, Middle East and North Africa, Sub-Saharan Africa</td>
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Solutions Software Portfolio

- Social Software
  - e-mail, Messaging
- Architecture, SW Development
  - Software Lifecycle Mgmt
- Data Management
  - Application Security & Compliance
- Content Management
  - IT Service Mgmt
- Information Platform
  - Storage Mgmt
- Business Intelligence
  - Security Mgmt
- Application Servers
  - Network Mgmt for Telcos
- Transaction Processing
  - Enterprise Asset Mgmt
- Business Integration
  - Software Lifecycle Mgmt
- Portal
  - Application Security & Compliance
IBM Middleware Success

- 87,000 + WebSphere customers
- 1.1+ million WebSphere developers

- Over 450,000 Information Management customers
- 13,000 Business Partners; 40,000 ISV applications

- Over 120 million Messaging users – 61,000 sites
- 8 million Instant Messaging corporate

- 22,000 Tivoli Systems Management customers
- 60 million user licenses of Tivoli Access Manager

- 600,000+ users of Rational Software
- More than 18 million Eclipse downloads

IBM ranked #1 or #2 in all middleware segments
IBM Software Brands

*Five middleware product lines designed to work together*

- **Empowering People**
  - Lotus
  - Information Management
  - WebSphere
  - Tivoli
  - Rational

- **Service-Oriented Architecture (SOA)**

- **Software Lifecycle Management**

- **Business Process Flexibility**

- **Information On Demand**

- **Service Management**
IBM Middleware Software

Business Processes
- Customer Relationship Management
- Value Chain Management
- Enterprise Resource Management
- Product Lifecycle Management

Procurement
Sales
Distribution

Applications

Middleware Environment – Integration Platform
- Rational
- WebSphere
- Information Management
- Lotus
- Tivoli

Build
Run
Manage

Systems Environment
- Linux
- Windows
- AIX
- Solaris
- HP-UX
- i5/OS
- z/OS

Servers
Storage
Shared Software Components

- Scalable
- Modular and flexible
- Platform independent
- Standards-based
- Reliable
- Globalized
Acquisitions Enhance our Solutions

Note: Acquisitions since Jan 2001; * 2007/2008 Acquisitions

Customised for Industry

*IBM Industry Frameworks = Industry knowledge + business process expertise + industry leading technology*

- Proven industry process and information models built on an SOA foundation
- Flexible, scalable, facilitating collaboration and supporting industry standards
- Offerings from IBM and its Business Partners to implement business processes that drive innovation

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Telco Service Provider Development Environment (SPDE)
Customer Care and Insight Framework (CCI)
Payments Framework for Financial Services (PFFS)
Product Development Integration Framework (PDIF)
Health Integration Framework (HIF)

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STOP TALKING INNOVATION. START DOING IT.
IBM Middleware Solutions for Industry

Banking
Financial Markets
Insurance
Automotive
Electronics
Retail

Telecom
Energy & Utilities
Government
Healthcare
Life Sciences
Consumer Products

Industry Knowledge
Consulting and Implementation Services

ISV Applications

Industry Specific Middleware
Adapters, portlets, process models, templates, message sets, etc...

Core Middleware Products
Rational
WebSphere
Information Management
Lotus
Tivoli
Industry Solution Framework Success

- **Asset based sales consultative sales approach**
  Ready made demo assets available with our AP Software Labs
  Ready delivery model with partners such as GBS, and ISVs/SIs

- **Pre-Scoped delivery model including SOW with both an IBM led, and with a partner based model**
  Enterprise data models, Use cases and test cases
  Integration assets to key ISV’s

**Communications Sector**
- Service Provider Development Environment (SPDE)
- Reliance Communications
- Chunghwa Telecom
- Telstra

**Financial Sector**
- Customer Care & Insight (CCI)
- Canara HSBC
- China Construction Bank
- CIMB Bank
- TATA AIG
- PCA Life
- China Bank
- Bank of China

**Industrial Sector**
- Product Development Integration Framework (PDIF)
- China National Offshore Oil Corp
- Hindustan Unilever Limited
- Yulon

**Public Sector**
- Health Integration Framework (HIF)
- Beijing Municipal Health Bureau
- Catholic Medical Center

**Provided Under NDA **
Significant Client Successes in India
IBM India – A Microcosm of IBM Corp globally

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**DOMESTIC / OTHERS**
- Systems Tech Group
- Software Group
- Global Services - GBS, SO, ITS
- IBM Global Finance

**BUSINESS TRANSFORMATION SERVICES & IBM Daksh**
- Bangalore, Delhi, Mumbai, Pune

**INDIA SOFTWARE LABS**
- Bangalore, Pune, Delhi

**Semi Conductor Research Center**
- Bangalore

**INDIA RESEARCH LABS**
- IIT Delhi, Bangalore
- SERVICES INNOVATION RESEARCH CENTRE
- Bangalore

**Global Business Solutions Center**
- Bangalore

**Integrated Technology Delivery**
- Bangalore, Hyderabad, Chennai

**Global Business Services**
- Bangalore, Pune, Delhi, Kolkata, Hyderabad, Chennai
IBM & Business Partners
Think Globally, Support Locally

- 40,000 ISVs Worldwide, 1,100 ‘Premier’ ISVs
- 29,000 System Integrators
- 50,000 Reseller Partners
- 7,000+ ISVs in AP – 250 Premier
- 1500+ Systems Integrators and resellers in AP
  - 20 Global and major Sis
  - 420 High Value solutions business partners

40 IBM Innovation Centres for Business Partners worldwide, 5 across AP

* ISVs with private partnership agreements
IBM Business Partners

- 60,000 + ISVs
- 16,500 Reseller Partners
- 2,375 Systems Integrators
- 1,500 Web Integrators
- 400 Service Providers
- 100 Strategic ISV Alliances

www.ibm.com/partnerworld
IBM Software Investments in India

- Ongoing Investment and Enablement
- Three Tier Support Model
- Expansion & Leverage of Labs
- HiPODS Lab
- Enriching the Ecosystem
Global R&D Locations

- 52,000 Employees Worldwide
- 78 Major* R&D Locations
  - 25,000 Developers
- 8,000 Field Technical Support
- 18,000 Sales Personnel

* 165 Additional Smaller R&D Locations
Executive Briefing Centers

To schedule a briefing at one of these Executive Briefing Centers talk with your IBM Software Sales Representative.

Austin, Texas
Bangalore, India
Boeblingen, Germany
Cambridge, Massachusetts
Hursley, England
Montpellier, France
Raleigh, North Carolina
Rome, Italy
San Jose, California (Silicon Valley)
Toronto, Canada
Delivery Capability

• AP SW Industry Sales Organisation
  – 5 Geo Sector Leads for BDM. Deep industry skill and experience.
  – Industry leader and sector leads in each region – growing team to 40+
  – Cross-AP IBVA consulting team

• AP SW Industry Labs – China and India
  – Dedicated customer-facing teams to assist clients to architect and develop industry vertical solutions based on IBM technology.
  – Over 2300 customer engagements to date in 2008, including many first-of-a-kind solutions, and technologies developed in the Lab. 106+ patents ytd in 2008.

• Services – SWG, GBS, Partner
  – Engagement depends on regional coverage and experience

• Backed up by Worldwide SWG Industry Organisation
  – Mark Easton, WW SWG Industry sales and sector and industry leads
  – John Soyring, WW Industry solutions and framework development
Resource Sites

IBM Software
www.ibm.com/software

IBM alphaWorks
www.ibm.com/alphaworks

IBM DeveloperWorks
www.ibm.com/developerworks

IBM Redbooks
www.redbooks.ibm.com

PartnerWorld
www.ibm.com/partnerworld

SOA
www.ibm.com/soa

ibm.com/soa/soabusinesscatalog

www.ibm.com
IBM Software: open, secure, scalable and industry focused products and frameworks that help customers innovate and become more flexible, while making the most of current resources and controlling costs.
THANK YOU