

IBM SOFTWARE UNIVERSE '08
REAL INNOVATIONS. REAL RESULTS.



STOP
TALKING INNOVATION.



START
DOING IT.

IBM Software

Peter Murchison

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 almost 2500 middleware projects, and organized them into groups based on statistical relationships (principal components analysis)

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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

IOTs

Asia Pacific

Latin America

Central & Eastern Europe,
Middle East and Africa
(CEEMEA)

IMTs

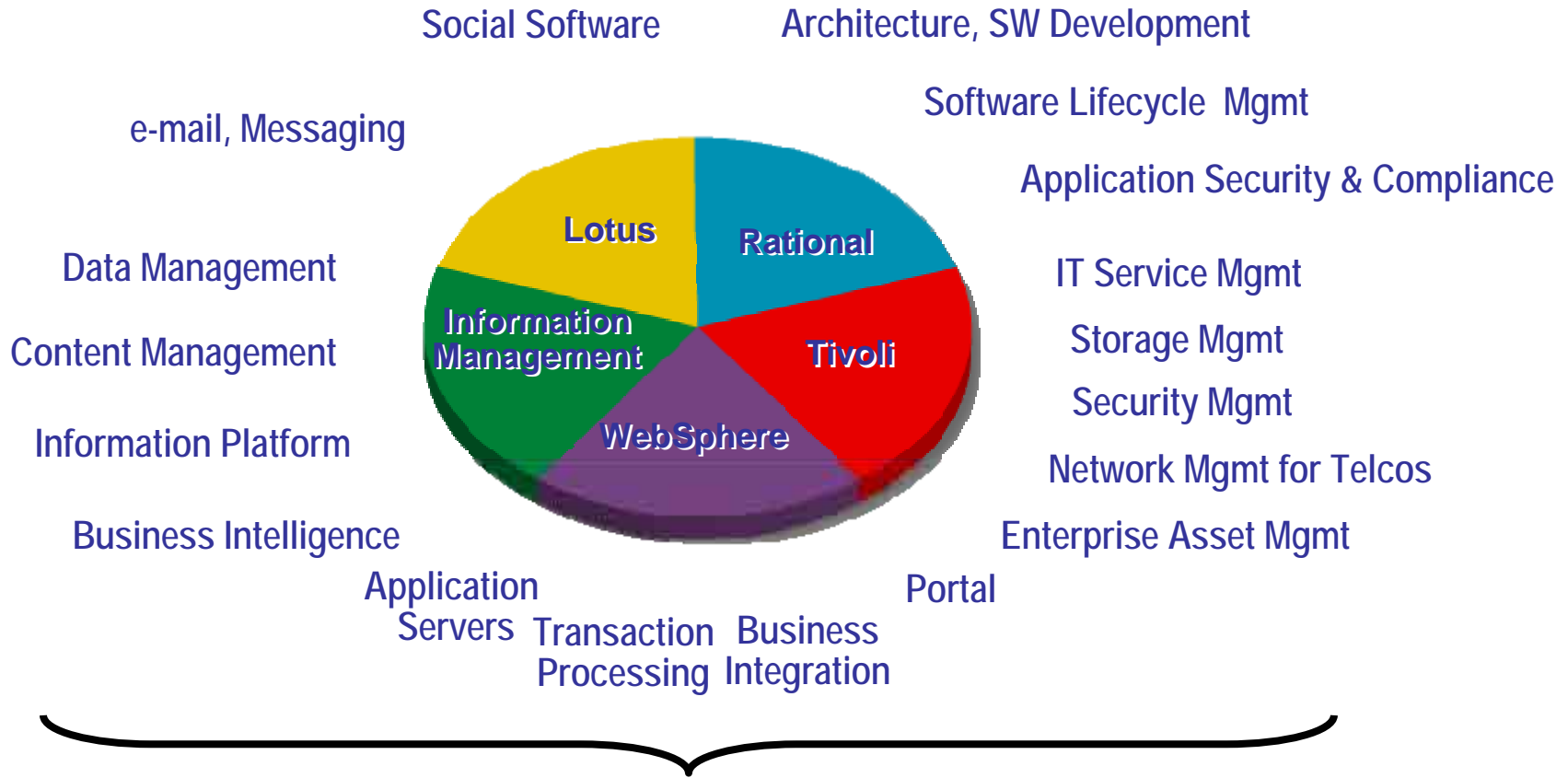
Australia/New Zealand, Association of South East Asian Nations, Greater China Group, India/South Asia, Korea

Brazil, Mexico and Central America, Spanish South America

Russia/Commonwealth of Independent States, Central & Eastern Europe, Middle East and North Africa, Sub-Saharan Africa



Solutions Software Portfolio



Business Flexibility (SOA)

Information On Demand (IOD)

Next Generation Collaboration

Service Management

Software Lifecycle Management



IBM Middleware Success

WebSphere®

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

Information Management

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

Lotus®

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

Tivoli®

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

Rational®

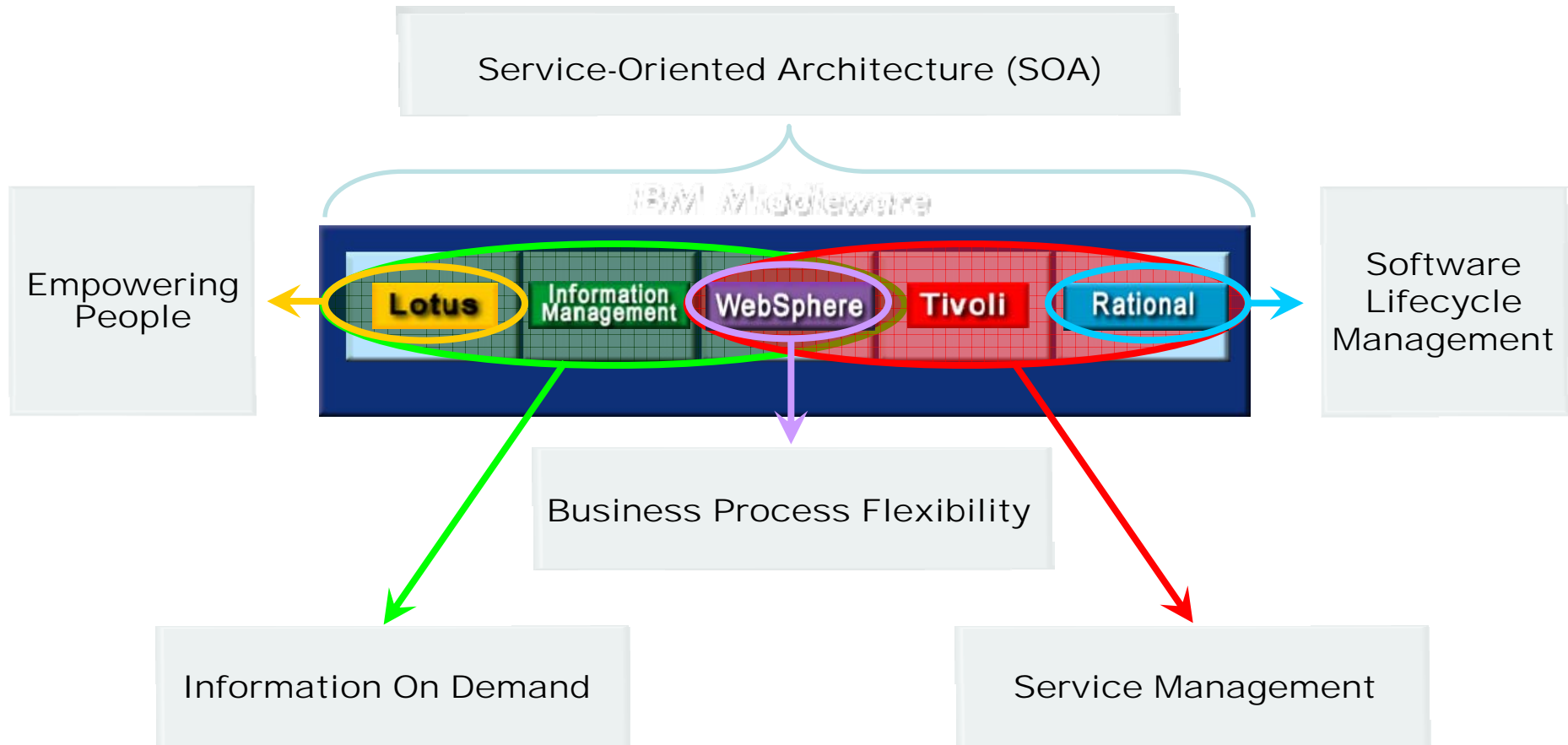
- 600,000+ users of Rational Software
- More than 18 million Eclipse downloads

IBM ranked #1 or #2 in all middleware segments

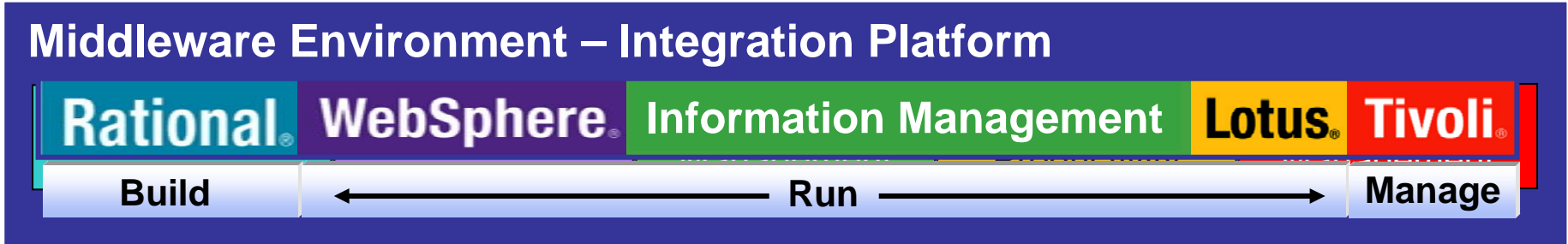
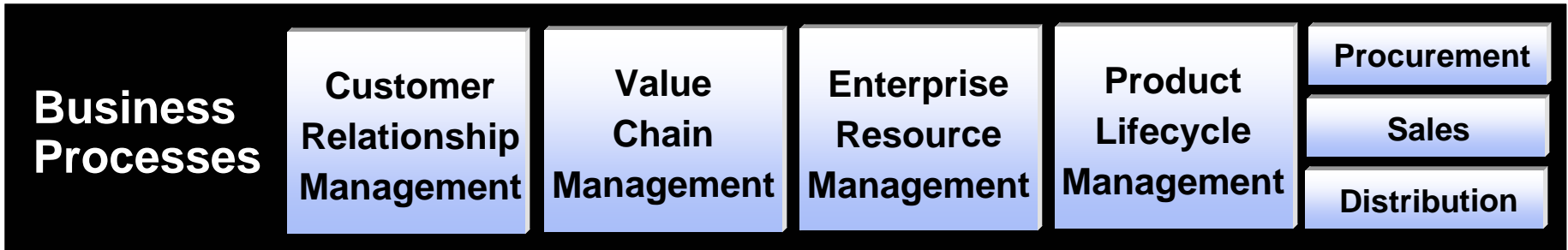


IBM Software Brands

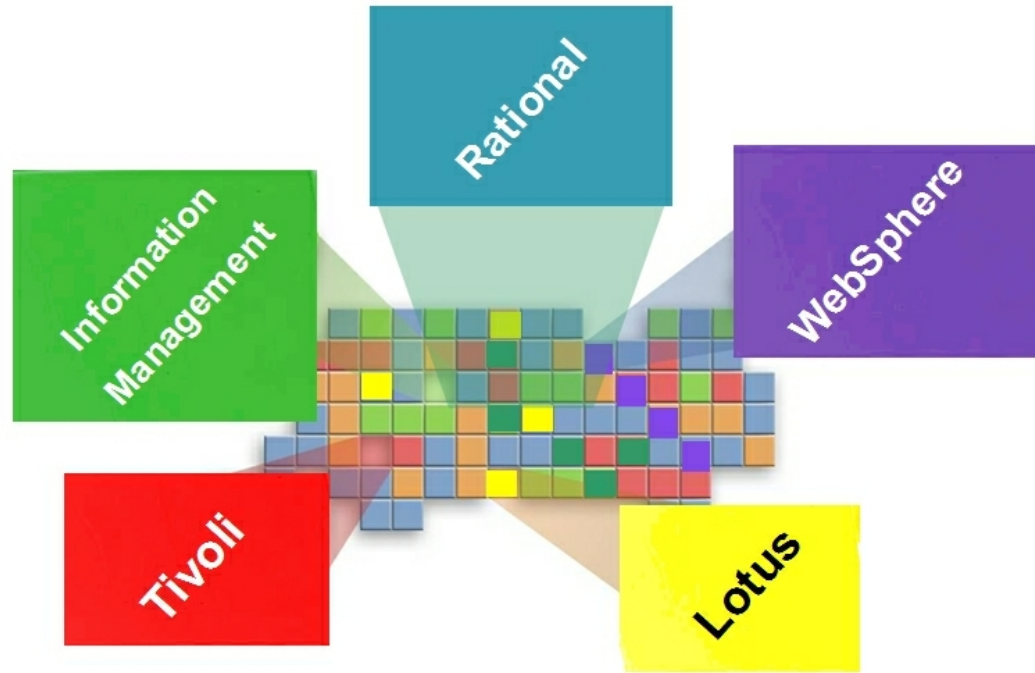
Five middleware product lines designed to work together



IBM Middleware Software



Shared Software Components

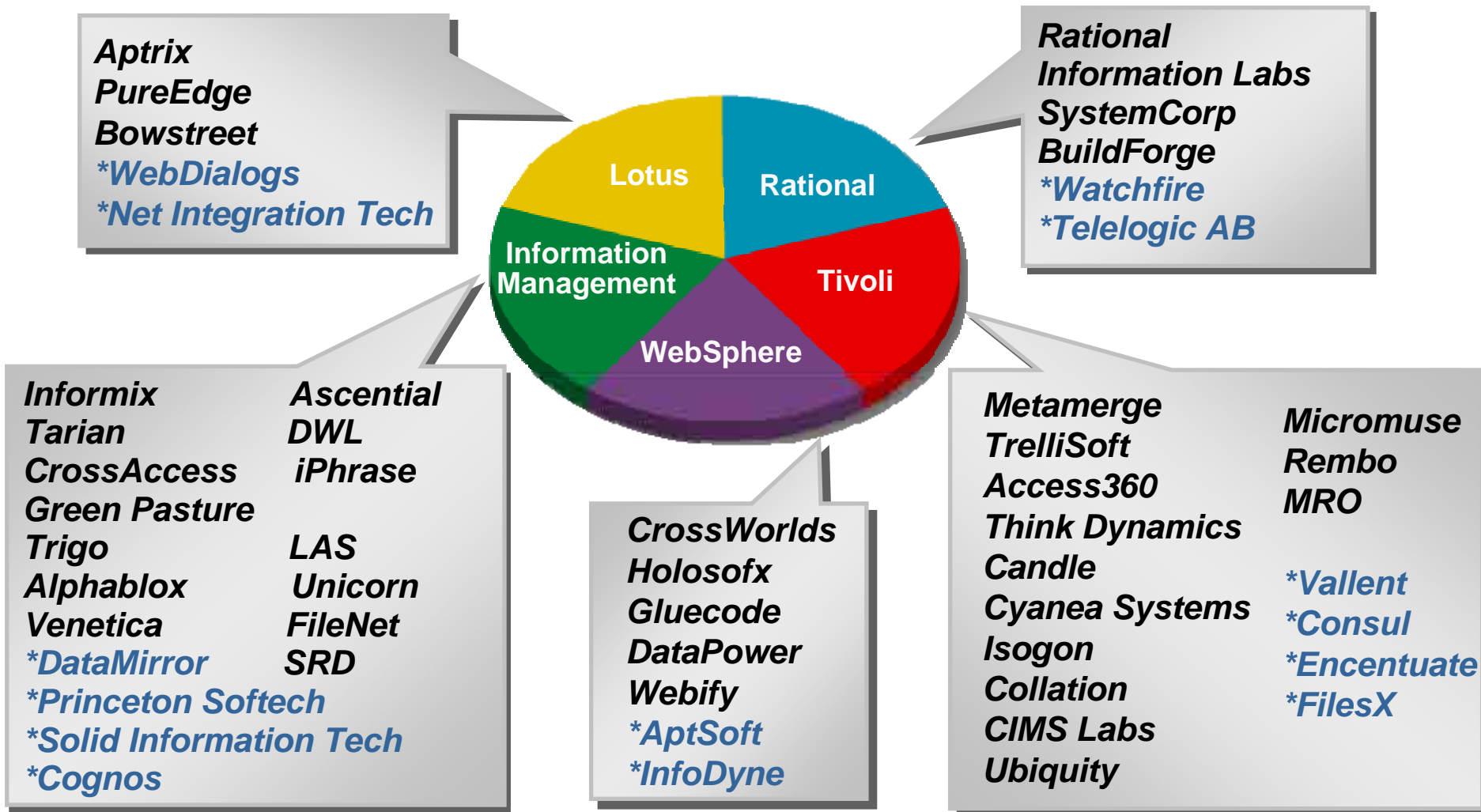


Linux	Windows	AIX	Solaris	HP-UX	i5/OS	z/OS
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- Scalable
- Modular and flexible
- Platform independent
- Standards-based
- Reliable
- Globalized

Acquisitions Enhance our Solutions

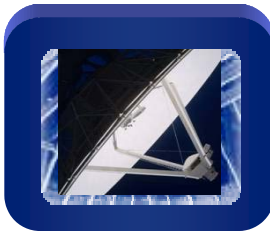
Note: Acquisitions since Jan 2001; * 2007/2008 Acquisitions



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



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)



IBM Middleware Solutions for Industry



Industry Flow

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

<p>Communications Sector</p>	<p>Service Provider Development Environment (SPDE)</p>	 Anil Dhirubhai Ambani Group	 中華電信 Chunghwa Telecom	
<p>Financial Sector</p>	<p>Customer Care & Insight (CCI)</p>	 with Oriental Bank of Commerce	 中国建设银行 China Construction Bank	
	<p>Payments for Financial Services (PFFS)</p>		 中國銀行 BANK OF CHINA	
<p>Industrial Sector</p>	<p>Product Development Integration Framework (PDIF)</p>	 中国海洋石油总公司 CHINA NATIONAL OFFSHORE OIL CORP	 Hindustan Unilever Limited	
<p>Public Sector</p>	<p>Health Integration Framework (HIF)</p>	 北京市卫生局 BEIJING MUNICIPAL HEALTH BUREAU Health for All All for Health	 THE CATHOLIC UNIVERSITY OF KOREA CATHOLIC MEDICAL CENTER	

** Provided Under NDA **



Significant Client Successes in India



Reserve Bank of India



Income Tax Department

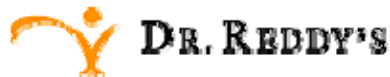
Department of Revenue, Ministry of Finance, Government of India



Delhi International Airport (P) Limited



Unilever

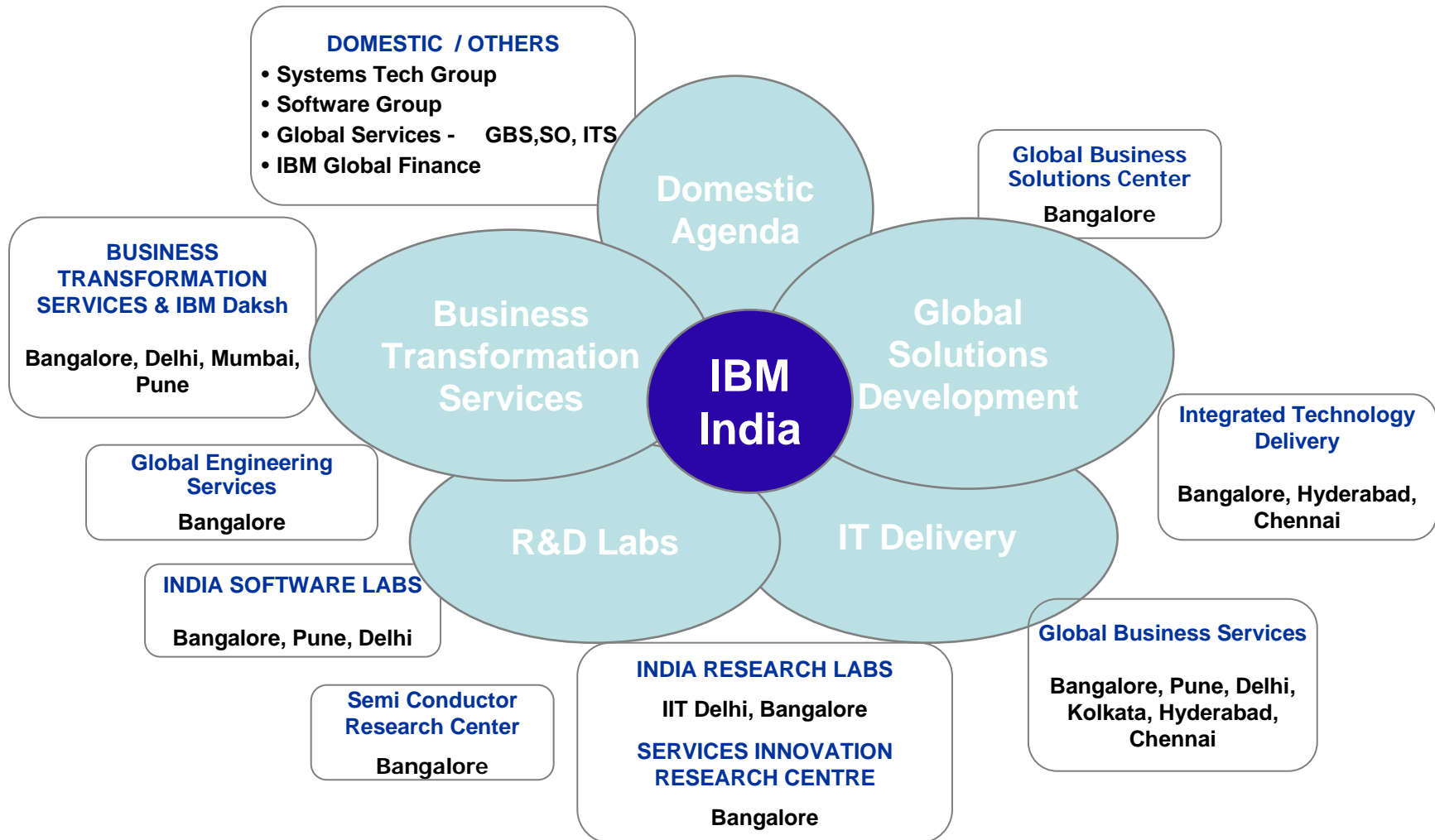


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IBM India – A Microcosm of IBM Corp globally



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

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IBM Business Partners

Business Partners

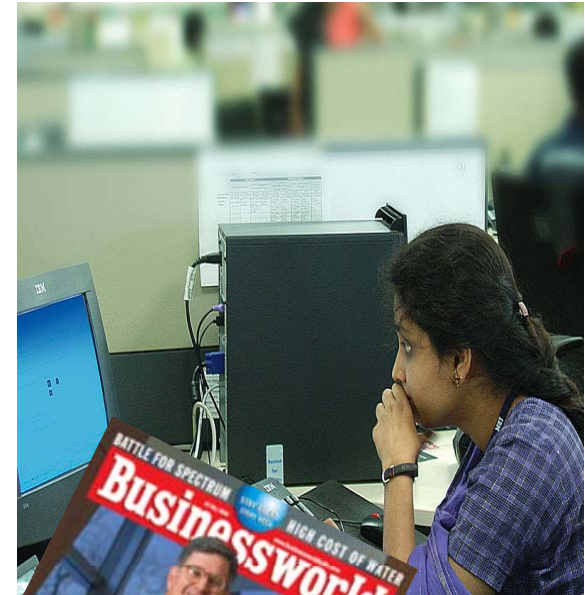
- 60,000 + ISVs
- 16,500 Reseller Partners
- 2,375 Systems Integrators
- 1,500 Web Integrators
- 400 Service Providers
- 100 Strategic ISV Alliances

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

16,000 Developers

Canada

United States
California
Massachusetts
North Carolina
Texas

Dublin

Staines
Hursley

Malmö

Boeblingen

Paris

Krakow

Haifa

Rome

Cairo

4,000 Developers

India
Bangalore
Pune
Hyderabad
Gurgaon

Singapore

5,000 Developers

China
Beijing, Shanghai

Taiwan

Yamato

Perth

Gold Coast
Sydney
Canberra

* 165 Additional Smaller R&D Locations



Executive Briefing Centers



Austin, Texas

Bangalore, India

Boeblingen, Germany

Cambridge, Massachusetts

Hursley, England

Montpellier, France

Raleigh, North Carolina

Rome, Italy

San Jose, California (Silicon Valley)

Toronto, Canada

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

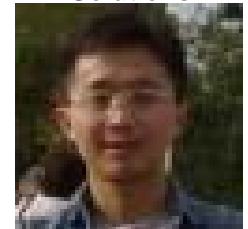


Delivery Capability

- **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



Fiona McMaster
VP Industry
Solutions



Robert Bu
Manager, Industry
Solutions, CDL



Pankaj Sinha
Director Industry
Solutions, ISL



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



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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.



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THANK YOU

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