Smarter Planet Midmarket References: Building a smarter planet with our Business Partners

Let’s build a smarter planet together.
The Smarter Planet references in this update tell compelling client stories how, together with IBM, Business Partners are delivering game-changing innovations. Each reference tells the story of a Smarter Planet solution — one that’s instrumented, interconnected and intelligent.

Use the navigation above to search for references by category: Mid-Market, Markets OR by Industry. You may also use the link below to view an alphabetical listing of all references.

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   Smarter healthcare • IBM Business Partner: SVA
   [click here]

2. Anderson University: Protecting the university community from danger with emergency communications
   Smarter education • IBM Business Partner: Amatra Technologies
   [click here]

3. Bangkok Hospital Group integrates and centralizes electronic medical records
   Smarter healthcare • IBM Business Partner: InterSystems Corporation
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4. Belharra and Wholesale Client
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5. Bluenet Technologies and A U.S. Industrial Products Provider
   Smarter Planet • IBM Business Partner: BlueNET Technologies Inc.
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6. BrightStar Partners and the Cincinnati Zoo [NEW]
   Smarter Solutions for Retail • IBM Business Partners: BrightStar Partners and the Cincinnati Zoo
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7. BRQ, Escala Informatica and a state government in Brazil [NEW]
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8. Bsoft Limited and a China health bureau [NEW]
   Smarter Cities, Smarter Healthcare • IBM Business Partner: Bsoft Limited
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9. CloudBroker and a research institution in Switzerland [NEW]
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13. EAM Software GmbH and a university in Germany NEW
Smarter Planet • IBM Business Partner: EAM Software GmbH [click here]

14. Esri, Itron and the city of Dubuque NEW
Smart Grid, Smarter Cities, Smarter Energy, Smarter Government • IBM Business Partner: Esri and Itron [click here]

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16. Eynikel & Partners Help Belgium-based Energy Company
Smarter Oil & Gas • IBM Business Partner: Eynikel [click here]

17. Gamakatsu works with IBM Global Business Services and Oracle to implement ERP solution
Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Oracle [click here]

18. GC System a.s. and Karviná City
Smarter Cities • IBM Business Partners: GC System a.s [click here]

19. Gramo A/S turns to IBM-based GridManager solution to keep tight control on energy costs
Smart energy • IBM Business Partner: GridManager [click here]

20. HackingTeam and a major insurance company in Italy NEW
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New Intelligence • IBM Business Partner: iEnterprises [click here]

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23. Infomedia and an International Theater Chain
Smart Products • IBM Business Partner: Infomedia [click here]

24. Information Services International-Dentsu and a growing online business in Japan NEW
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25. IT Consultings and a Venezuelan Grocery Chain
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26. Itelligence and Consumer Products Company
Smarter Logistics • IBM Business Partner: Itelligence [click here]

27. Japan Business Computer Corporation and Japanese Telecommunications Company
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28. KDDI R&D Laboratories selects Exa for support with next generation network-based Internet Protocol network
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29. LAUREL Számítástechnikai Kft. and Hungary-based food and wine merchant
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30. Mainline and a Biomedical Research Institute
Smarter Planet • IBM Business Partner: Mainline [click here]

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   Smarter Government, Smarter Water  
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32. MSI Global and Ireland’s Railway Procurement Agency
   Smarter cities, smarter government, smarter transportation, smarter rail  •  IBM Business Partner: MSI Global  
   [click here]

33. Multidata and Government Agency
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34. N2N Global (KPG Solutions) and a fresh produce company  
   Smarter Food, Smarter Manufacturing, Smarter Supply Chain  •  IBM Business Partner: N2N Global  
   [click here]

35. Narimasu Kosei Hospital implements comprehensive electronic patient record system
   Smarter healthcare  •  IBM Business Partner: Apius Corporation  
   [click here]

36. National DCP embraces vision of smarter supply chain
   Smarter Solutions for Retail  •  IBM Business Partner: Vormittag Associates Inc. (VAI)  
   [click here]

37. Nieves de Chapelco keeps a closer eye on customer trends and ticket counterfeiting with real-time monitoring
   New Intelligence  •  IBM Business Partners: DCM  
   [click here]

38. Nikeos & STRHOLD team to deliver solution to Europe manufacturer
   Smarter Manufacturing  •  IBM Business Partner: Nikeos & STRHOLD  
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39. NoFilis AutoID GmbH and Richter & Hess
   Smarter Supply Chain  •  IBM Business Partner: NoFilis AutoID GmbH  
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46. Rumbo Sistemas and Pharmaceutical Distributor
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47. r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH Assist a German Brass Instrument Manufacturer
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54. Sky IT Group and Clothing Company
   Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Sky IT Group  [click here]

55. Sky IT Group and A Manufacturer and Retailer of Baby Products
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   Smarter Manufacturing, Smarter Supply Chain • IBM Business Partner: Solarsoft  [click here]

58. SPSS Schweiz AG and major European financial services firm NEW
   Smarter Planet • IBM Business Partner: SPSS Schweiz AG  [click here]

59. SQLI and major museum in Europe NEW
   Smarter Media • IBM Business Partner: SQLI  [click here]

60. S&T Romania and Heidi Chocolate
   Smarter Food, Smarter Supply Chain • IBM Business Partner: S&T Romania  [click here]
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61. TCSoft and Shanghai Tengchen Medical Tech-Info Co
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Northeast Europe

1. A German cardiac and diabetes treatment center improves care quality with timely, uniform visibility into patient records
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2. Anderson University: Protecting the university community from danger with emergency communications
   Smarter education • IBM Business Partner: Amatra Technologies [click here]

3. BrightStar Partners and the Cincinnati Zoo NEW
   Smarter Solutions for Retail • IBM Business Partners: BrightStar Partners and the Cincinnati Zoo [click here]

4. CloudBroker and a research institution in Switzerland NEW
   Smarter Healthcare, Smarter Cloud Computing • IBM Business Partner CloudBroker [click here]

5. EAM Software GmbH and a university in Germany NEW
   Smarter Planet • IBM Business Partner: EAM Software GmbH [click here]

6. Gramo A/S turns to IBM-based GridManager solution to keep tight control on energy costs
   Smart energy • IBM Business Partner: GridManager [click here]

7. MSI Global and Ireland’s Railway Procurement Agency
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10. r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH Assist a German Brass Instrument Manufacturer
    Smarter Solutions for Retail, Smart Products • IBM Business Partners: r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH [click here]

11. SAP, Oracle and Rotkäppchen-Mumm Sektkellereien
    Smarter supply chain • IBM Business Partners: SAP and Oracle [click here]

12. SPSS Schweiz AG and major European financial services firm NEW
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   Smarter Media • IBM Business Partner: SQLI [click here]
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1. Bangkok Hospital Group integrates and centralizes electronic medical records
   Smarter healthcare • IBM Business Partner: InterSystems Corporation  [click here]

2. BRQ, Escala Informatica and a state government in Brazil NEW
   Smarter Government • IBM Business Partner: BRQ and Escala Informatica  [click here]

3. Bsoft Limited and a China health bureau NEW
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4. Complex Medical Information Systems and a Russian healthcare facility
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- Wholesale Distribution & Services [click here]

**Japan**

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2. **Gamakatsu works with IBM Global Business Services and Oracle to implement ERP solution**
   Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Oracle  [click here]

3. **Information Services International-Dentsu and a growing online business in Japan**
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4. **Japan Business Computer Corporation and Japanese Telecommunications Company**
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6. **Narimasu Kosei Hospital implements comprehensive electronic patient record system**
   Smarter healthcare • IBM Business Partner: Apius Corporation  [click here]

7. **Nikeos & STRHOLD team to deliver solution to Europe manufacturer**
   Smarter Manufacturing • IBM Business Partner: Nikeos & STRHOLD  [click here]

8. **Tokai Information System Consultation and a Japanese Retail and Wholesale Company**
   Smarter Solutions for Retail • IBM Business Partner: Tokai Information System Consultation  [click here]

9. **ZEAL Corp., and an Online Sporting Goods and Services Company**
   Smarter Solutions for Retail • IBM Business Partner: ZEAL Corp.  [click here]
Automotive

1. SAP and SKH Metals
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2. Solarsoft and a Canadian auto parts manufacturer NEW
   *Smarter Manufacturing, Smarter Supply Chain* • IBM Business Partner: Solarsoft [click here]
Business Need
SKH Metals selected SAP ERP applications, including financials, controlling, materials management, sales and distribution, production planning, warehouse management, quality management and materials requirements planning, supported by IBM DB2 information management software.

Solution
They replaced multiple legacy systems with a single central instance of the SAP ERP applications, running on HP blade servers. Some 120 concurrent users access the applications from manufacturing and office locations, connected using virtual private network (VPN) technology over high-bandwidth leased lines. The solution offers sub-second response times between the Pune and three New Delhi sites.

Daily dispatch information and sales orders, formerly entered manually into local systems, are now captured directly from customers’ extranet solutions, and imported to the SAP applications as confirmed production requests. The production planning application automatically allocates and schedules manufacturing processes, based on the embedded timing requests from the customer purchase orders. The SAP applications simultaneously examine the stocks of raw materials and finished goods, and generate materials requirements and purchase orders for suppliers.

BP Information:
SAP is a market and technology leader in business management software, providing comprehensive business software through SAP applications, services and support.

Deployment:
January 2009 - Ongoing

Reference URL: click here

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Solarsoft and a Canadian auto parts manufacturer

**Smarter Manufacturing, Smarter Supply Chain**

**IBM Business Partner: Solarsoft**

**IBM content:**

Hardware:
Power Systems: Power 720 Express; Power Systems running i 7

Software:
Information Management: DB2 Enterprise
WebSphere: WebSphere Application Server

Services:
IBM Global Technology Services - Maintenance & Technical Support Services: GTS Maintenance & Technical Support: Hardware Maintenance

**Business Need:**

To address the need to gain insight into plant floor performance in order to improve quality and production control, the manufacturer needed a solution that would:

- Integrate with the existing Solarsoft ERP systems to provide real time production reporting and management of the shop floor equipment and processes.
- Improve tool and equipment production by capturing and measuring performance.
- Provide shop floor managers and equipment operators with timely and accurate information needed for efficient production.

**Solution:**

To rapidly respond to changes in demand from automakers and to improve the ability to plan production and manage equipment on the shop floor, the company implemented a manufacturing execution system from IBM Business Partner Solarsoft.

The Mattec manufacturing execution system (MES) provides real time monitoring and control of production and process manufacturing. The system integrates with the existing Solarsoft ERP applications to provide a clearer picture of operations on the shop floor and enables more accurate planning and execution to meet customer demands. The solution runs on IBM System i and IBM Power servers and IBM DB2 and IBM WebSphere software. IBM Global Technology Services provides ongoing maintenance and technical support services for the infrastructure.

**BP Information:**

Solarsoft supplies modern business management systems, ERP software and IT services to manufacturers, distributors and wholesale businesses across North America, Europe and Asia.

*continued [click here]*
Solarsoft and a Canadian auto parts manufacturer cont. Smarter Manufacturing, Smarter Supply Chain

IBM Business Partner: Solarsoft

Deployment:
April 1997 – April 2011

Reference URL: click here

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- Named General Motors Supplier of the Year in 2009 and 2010 resulting in an increase of business of 15 percent.
- Reduces defects from 25 parts per million to less than 1 part per million
- Eliminates approximately US$75,000 annually in expedite charges
1. Custom House works to prevent fraud and criminal activities with automated, real-time monitoring
   Smarter banking, smarter risk management • IBM Business Partner: Alpine Consulting [click here]

2. SPSS Schweiz AG and major European financial services firm NEW
   Smarter Planet • IBM Business Partner: SPSS Schweiz AG [click here]
Custom House works to prevent fraud and criminal activities with automated, real-time monitoring

**Smarter banking, Smarter risk management**

**IBM Business Partner: Alpine Consulting**

**Business Need:**
Working with more than 160 currencies and processing billions of dollars in transactions each year, Custom House considers transaction security and authenticity a high priority. And, with the increasing trends of fraud, money laundering and even regulatory control, the company wanted to shore up its existing oversight policies. In particular, the business felt that it could better protect its customers if it moved from manual processes to more proactive measures.

**Solution:**
Joining with IBM Business Partner Alpine Consulting, the organization deployed an automated transaction monitoring solution that tracks trades in real time, searching for suspicious patterns and trading irregularities. If an issue is detected, the solution—built with IBM InfoSphere™ Entity Analytic Solution technology—will automatically notify company staff. In addition, the monitoring solution also actively compares traders and entities against known watch lists.

**BP Information:**
Alpine Consulting specializes in information management, e-business solutions, portals, managed services, and custom development for medium-market and larger companies.

**Reference URL:** click here

**Primary contact information:**
Stan Duda
Alpine Consulting, Inc.
Canada
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- Helps increase overall security and identify trade irregularities more quickly with automated pattern detection based on real-time transaction data.
- Leverages automatic, information-rich alerts and comprehensive reporting functions to gain clearer insight into high-volume transactions.
- Reduces errors and false positives on fraud checks by removing manual processes and static watch lists.
SPSS Schweiz AG and major European financial services firm
Smarter Planet

IBM Business Partner: SPSS Schweiz AG

IBM content:
Software:
Business Analytics: SPSS Modeler Desktop
Industry Solutions:
Banking: FSS: Banking - Front Office Optimization - Customer Insight

Business Need:
To improve market share and customer loyalty and position itself to become its customers’ principal bank, the client expanded its offerings to include special funds, life insurance, e-finance and e-trading, mortgages and retirement accounts. Serving both private and business customers, the company has always been committed to building good customer relationships and understanding its customers’ needs. The institution had been using data mining for several years to gain understanding of its customers’ needs. However, it was reaching the limits of its existing system and experiencing poor performance. Database changes were difficult or too expensive to be practical. Updating models was costly, and integrating them with the scoring process was extremely labor intensive.

The company’s data mining process required much more than just model creation. It involved full preparation of the extensive data material in the warehouse into a “360-degree customer overview” with separate operations for commercial and private customers. Further, the scores the models produce must be evaluated and transcribed back into the data warehouse. As such, the company needed a solution that could provide better predictive analytics capabilities, reduce labor intensity and decrease maintenance costs. The institution needed better forecasting models to gain deeper understanding of customer behaviors for more effective up-sell and cross-sell of financial products and services and to minimize customer churn.

Solution:
Working with IBM and IBM Business Partner SPSS Schweiz AG, the company replaced its existing data mining solution with the IBM SPSS Modeler Desktop software solution. The company has a historical relationship with IBM, having previously engaged IBM Business Consulting Services for an enterprise architecture study to align IT structures with overall business goals. Additionally, it already had in-house experience with SPSS Modeler Desktop software and had deployed it for individual projects. Now, however, the institution would use the IBM software for its entire data mining environment. The client chose SPSS Modeler Desktop software because of its easy-to-use graphical interface, tight link to databases, unprecedented support for analysis processes

continued [click here]
and ability to thoroughly integrate into a complex corporate setting. The client deployed the new analytic software solution to generate its forecasting models throughout the organization.

**BP Information:**
SPSS Schweiz AG is an IBM Business Partner.

**Deployment:**
March 2011 - Ongoing

**Reference URL:** click here

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**snapshot**

- Boosts cross-selling ratio of additionally purchased products by 30 percent
- Increases profitability using predictive models that provided six times higher capital growth
- Increases overall productivity with the solution’s automation capabilities
## Chemicals & Petroleum

1. **Poslovna inteligencija** and European Pharmaceutical Company

   *Smarter Planet • IBM Business Partner: Poslovna inteligencija*  
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Poslovna inteligencija and European Pharmaceutical Company
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IBM Business Partner: Poslovna intelligencija

IBM content
System x: System x: System x3650 M3; System x:
System x running Windows
Storage – Disk: Storage: DS3950
Software:
Information Management: Cognos Business Intelligence;
Cognos 8 BI Analysis Studio; Cognos 8 BI Query Studio;
Cognos 8 BI Report Studio; Cognos 8 BI Version 8.4;
Cognos 8 Planning
Services:
IBM Global Services – Global Business Services (GBS): GBS
BAO: Advanced Analytics and Optimization; GBS BAO:
Business Intelligence and Performance Management; GBS
Strategy and Change: Business Strategy

Business Need:
The client, a leading pharmaceutical company, found that its
existing management processes could not effectively support
its fast growth and the expansion to new markets. The
company’s budgeting and forecasting processes were time
consuming, labor intensive and performed in Excel. It realized
it needed to replace the inflexible reporting system that used
manual data entry with a better system that could be easily
accessed by everyone who needs data, whenever they need it.
The key to the envisioned solution was fact-driven planning
enabled by an in-depth analysis of all available data.

Solution:
The company chose IBM Cognos BI and Cognos Enterprise
Planning as its primary business analytics solutions. The
solution will provide an information integration and analysis
platform for the client’s sales, marketing and production
planning departments. IBM Business Partner Poslovna
inteligencija assisted in delivering the solution.

With a more complete and accessible picture of the market,
competitors and its own internal information, the company
will be able to predict and react to issues, for example sales
decines because of market factors (e.g. a competitor lowers
their price) or delays in production because of procurement
problems. Cognos will perform analysis into sales report-
ing, investment in marketing, COGS, and sales forecasting.
The latter provides input for production, quarterly and annual
sales planning, cost of logistics, inventory planning, and
inventory cost analysis.

BP Information:
Poslovna Inteligencija is the leading consulting firm
specialized in implementation of intelligent information
systems for decision support.

continued [click here]
Poslovna inteligencija and European Pharmaceutical Company cont.
Smarter Planet

IBM Business Partner: Poslovna inteligencija

Deployment:
July 2010 – Ongoing

Reference URL: click here

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- Positions the company to gain larger market share (expect to gain more than 10% within three years).
- Provides superior analysis tools making trends and promotion analysis fast and simple to execute.
- Consolidates and provides flexible use of data for better and faster decision making.
- Reduces external controlling consultant costs by 38%.
- reduces management working hours for analysis and data quality discussion by 34%.
- Reduces working hours in controlling department for analysis and data integration by 28%.
Click below to view by category:

<table>
<thead>
<tr>
<th>Midmarket</th>
<th>Markets</th>
</tr>
</thead>
</table>

Click below to view by industry:

- Automotive [click here]
- Banking [click here]
- Chemicals & Petroleum [click here]
- Construction, Architecture, Engineering [click here]
- Consumer Products [click here]
- Education [click here]
- Energy & Utilities [click here]
- Government [click here]
- Healthcare [click here]
- Industrial Products [click here]
- Insurance [click here]
- Media & Entertainment [click here]
- Retail [click here]
- Telecommunications [click here]
- Travel & Transportation [click here]
- Wholesale Distribution & Services [click here]

**Construction, Architecture, Engineering**

1. **iEnterprises and VCC**
   
   *New Intelligence • IBM Business Partner: iEnterprises* [click here]
**Business Need:**
VCC is an internationally known construction company licensed in all 50 states. The company had built its business on retail malls and found the need to proactively seek out fresh opportunities, and specifically desired to branch out into other areas that were less affected by the economy such as healthcare facilities and other institutions to balance out its retail practice. As VCC embarked on that effort, they found that contact and lead information that was deposited in the company’s home grown customer relationship management database could not “move” the way the 30 project managers did on site or when they were traveling or away from the office at customer locations. Search capabilities were very limited and it was difficult to share information. For example, when an RFP or RFQ was sought, VCC struggled with pulling pertinent information to thoroughly complete those proposals as information was not systematically categorized or shared. This meant that even when VCC had relevant, in depth experience that made it competitive in a bid, opportunities were not fully taken advantage.

**Solution:**
With the help of IBM business partner iEnterprises, VCC was able to use iEnterprises’ iExtensions CRM and its smartphone client, Mobile Edge, to synchronize the company’s existing Domino platform and homegrown systems, making critical contacts and lead information available without spending precious time and resources redesigning those systems. In this way, VCC is able to pull information and take action on opportunities right when they need to do.

iExtensions CRM solution is a robust customer relationship management solution built on IBM Technologies and a SOA architecture to help SMBs such as VCC across multiple industries. The strength of iExtensions CRM lies in its all-encompassing use of Web Services that allows VCC seamless integration across both its internal and external systems, such as Lotus Notes 8.5.1 mail, calendaring, collaboration tools and desktop applications. In addition, iExtensions CRM provides VCC with the unique ability to get its CRM everywhere - online, off-line or on their BlackBerry, iPhone or other smartphones.

*continued [click here]*
iEnterprises and VCC, *cont.*

**New Intelligence**

**IBM Business Partner: iEnterprises**

**BP Information:**
iEnterprises are CRM software experts that provide award-winning web based and Lotus Notes-based desktop CRM software solutions.

**Deployment:**
May 2009 – September 2009

**Reference URL:** click here

**Primary contact information:**
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**snapshot**

- Using a smart-phone, managers can tap into the huge resources of a back-end CRM system that is programmed to deliver just the project or proposal information that they need at any point in time. Now, the information anticipates where they are on a project and what they need.

- Receiving key information in real time, VCC project managers can make better business decisions –working 5X faster when away from the office.

- Reducing speed of processing inbound customer service inquiries by 30 to 50 percent with a range of features, such as call tracking and email help tickets.
Consumer Products

1. Gamakatsu works with IBM Global Business Services and Oracle to implement ERP solution
   Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Oracle [click here]

2. Itelligence and Consumer Products Company
   Smarter Logistics • IBM Business Partner: Itelligence [click here]

3. N2N Global (KPG Solutions) and a fresh produce company
   NEW
   Smarter Food, Smarter Manufacturing, Smarter Supply Chain • IBM Business Partner: N2N Global [click here]

4. PRORATIO Systeme und Beratung GmbH and European Consumer Products Company
   Smarter Healthcare • IBM Business Partner: PRORATIO [click here]

5. SAP, Oracle and Rotkäppchen-Mumm Sektkellereien
   Smarter supply chain • IBM Business Partners: SAP and Oracle [click here]

6. Sky IT Group and Bernard Chaus
   Smarter Solutions for Retail, Smarter Supply Chain [click here]

7. Sky IT Group and Clothing Company
   Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Sky IT Group [click here]

8. Sky IT Group and A Manufacturer and Retailer of Baby Products
   Smarter Solutions for Retail, Smarter Supply Chain • IBM Business Partner: Sky IT Group [click here]

9. S&T Romania and Heidi Chocolate
   Smarter Food, Smarter Supply Chain • IBM Business Partner: S&T Romania [click here]
Gamakatsu works with IBM Global Business Services and Oracle to implement ERP solution

*Smarter Solutions for Retail, Smarter Supply Chain*

**IBM Business Partner: Oracle**

**Business Need:**
Established in 1955, Gamakatsu has been the leading fish hook manufacturer in Japan. The company faced several major challenges. There was inefficiency in its operational processes caused by vertical operations including distributed inventory information. Production plans were based on the “product-out” method. The company faced inventory overflows for certain products, and was losing sales opportunities because it did not have an integrated product marketing and production planning process. New products were planned by human “hunch,” not through conducting market needs or competitors’ analysis. Production plans were not based on actual recent sales data. There were delays in management decision-making caused by a lack of information on gain and loss by segments. (i.e. by products, by organization, by regions and by sales channels). The company’s existing server solution was 20 years old, and lacked the ability to collect and analyze company-wide data.

In general, the company had no visibility to overall product marketing, sales or production data on which to base its inventory management, production planning and marketing. It could not compete effectively without this information, and without a consolidated Enterprise Resource Planning (ERP) solution.
Gamakatsu works with IBM Global Business Services and Oracle to implement ERP solution, cont.
Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Oracle

Solution:
IBM Global Business Services implemented Cognos 8 Business Intelligence V8.4 to overcome the company’s lack of consolidation and understanding of sales, production, procurement, and inventory data. Using the Executive Management Dashboard Solution, which extracts the data from the Cognos BI system, company management has gained visibility into gain and loss status by various segments: by market and clients (by top accounts, or by sales channels), by organizations, and by regions. The Dashboard solution gives the company insight into sales trends, such as which sales channel has been doing well or poorly, and can identify problems to be fixed or best practices to incorporate corporate wide.

IBM Global Business Services also implemented the JDEdwards ERP suite, and provided system integration services to make the company’s core operation process more efficient by using ERP and the integrated Cognos database. IBM also provided system integration services to enable visualization of management information by using JD Edwards Enterprise One’s accounting, retail and manufacturing modules and Cognos to give insight into business status to enable prompt management decisions.

BP Information:
Oracle is among the world’s largest business software companies.

Deployment:
November 2008 – March 2010

Reference URL: click here

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Itelligence and Consumer Products Company

**Smarter Logistics**

**IBM Business Partner: Itelligence**

**Industry:**
Consumer Products, Wholesale Distribution & Services

**IBM Content:**
Software:
Information Management: DB2 for HP-UX; DB2 9 for Linux UNIX and Windows

**Business Need:**
Business expansion, whether by acquisition or organic growth, can create a significant infrastructure challenge. A major animal health products distributor, the client's three separate underlying business systems create a disconnect in terms of sharing customer data, which is essential to efficiently control inventory and manage logistics. With many locations across the U.S., the company needed a way to transition from quasi-autonomous field operations to an integrated enterprise that makes better use of shared services, along with common business policies and practices, to streamline the company's wholesale distribution network. The company needed a solution that would enable it to move existing and new businesses onto a shared business management solution that could treat customers, operations and finances as an integrated whole.

**Solution:**
Lextron deployed an enterprise-wide business management solution based on SAP enterprise resource planning (ERP) software supported by an IBM DB2 for HP-UX data server to provide scalable, high-performance data management. Lextron also implemented it.wholesale—an industry package solution developed by iTelligence—which includes sales and distribution, materials management, financials, controlling, financial supply chain management, and profitability analysis.

**BP Information:**
itelligence is one of the leading international full-service providers for solutions in the SAP environment.

**Deployment:**
October 2009 – Ongoing

**Reference URL:** [click here]

*continued* [click here]
Itelligence and Consumer Products Company, \textit{cont.}

\textbf{Smarter Logistics}

\textit{IBM Business Partner: Itelligence}

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\textbf{snapshot}

\begin{itemize}
  \item Enables nationwide customer monitoring in near real-time to leverage cross-selling and up-selling opportunities between business units.
  \item Captures data automatically through embedded processes, with a data acquisition template that standardizes data from newly acquired companies for use by the system.
  \item Reduces operating costs and error rates by standardizing information management and business processes.
\end{itemize}
N2N Global (KPG Solutions) and a fresh produce company
Smarter Food, Smarter Manufacturing, Smarter Supply Chain

IBM Business Partner: N2N Global

IBM content:
Hardware:
Power Systems: Power 520 Express; Power Systems running i 6
Software:
Information Management: DB2 for i5/OS; DB2 Web Query Tool for Multiplatforms

Business Need:
This fresh produce company is part of a large consortium of growers, packers and shippers. The company participates in a variety of activities: working as the marketing arm for growers, packing product at its packing facilities, providing fresh-cut services and handling food process manufacturing. While the consortium works together to bring fruit from the farm to the table, each company runs independently with its own systems and processes.

Managing the entire process - harvesting, selling, picking, packing and shipping - in such a diverse and disparate environment was extremely challenging. Access to information was limited. Moreover, because many processes were manual, the quality and accuracy of the information were typically poor. The problem stemmed from lack of integration between processes and the organizations within the consortium. Without greater visibility across the entire process, the company had little, if any, insight into key issues such as:

- Product volume: How much product will be available? What is the anticipated harvest?
- Product quality: Will the quality be A-level, B-level or C-level quality?
- Product marketing: How can we position ourselves to get as much product into the marketplace as possible - before it’s even harvested?
- Product price: How much will it cost, and what can it be sold for?
- Financials: How do we distribute profits?

Recognizing the need for change, the company sought a solution that would improve overall operations, decrease costs by increasing system-wide efficiencies, automate food safety requirements, thereby driving down costs and risk, provide access to real-time data and improve decision making.

continued [click here]
Solution:
The client engaged IBM Business Partner N2N Global (KPG Solutions) to implement a dual-component solution: an agricultural enterprise resource planning (Agri-ERP) system based on its Knowledge Integrated Software Suite (KiSS) running on IBM iSeries servers and using IBM DB2 database and IBM DB2 Web Query for iSeries software; and a quality and food safety compliance tool based on its Food Safety Manager software running on IBM xSeries servers.

BP Information:
N2N Global provides software, consulting, and hardware solutions for the food industry in the United States and internationally.

Deployment:
March 2008 - Ongoing

Reference URL: click here

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PRORATIO Systeme and Beratung GmbH and European Consumer Products Company

**Smarter Food, Smarter Manufacturing, Smarter Solutions for Retail**

**IBM Business Partner: PRORATIO**

**IBM Content:**
Hardware:
Power Systems: Power 520 Express; Power Systems running i

Software:
Information Management: DB2 for i5/OS
WebSphere: WebSphere Application Server – Express; WebSphere Application Server for iSeries

**Business Need:**
The client sells its product lines to major retail chain stores. A complex system made it difficult and time-consuming to obtain a detailed view of sales and customer information, analyze data, generate reports and develop new customer contracts. Because data was stored in a variety of accounting and database applications, it was a challenge to easily view financial information such as profit margins per product and per customer.

Executives also had little insight into bonus payments, incentives, premiums and other quantity discounts, as well as when products were being advertised, the associated costs, conditions and other variables. As a result, the company had no sound, aggregated business intelligence upon which to make well-informed decisions and to negotiate customer contracts. The client sought a solution that would make it faster and easier for company executives to access and analyze sales and business data.

**Solution:**
The client turned to IBM Business Partner PRORATIO Systems and Consulting GmbH to implement an information management system. The solution is based on ProINFO software - a data warehouse solution that provides sales analysis, sales planning and sales controlling capabilities — and IBM DB2 for i software (formerly known as DB2 for i5/OS software) for data storage.

**BP Information:**
PRORATIO Systeme and Beratung GmbH is a solution provider and IBM Business Partner.
http://www.proratio.de

**Deployment:**
July 2009 – August 2009

**Reference URL:** [click here]
PRORATIO Systeme and Beratung GmbH and European Consumer Products Company
Smarter Food, Smarter Manufacturing, Smarter Solutions for Retail

IBM Business Partner: PRORATIO

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By analyzing advertising costs, incentives and other marketing-related data, the company can understand the value and success of current promotional activities, thereby laying the foundation for future advertising and marketing strategies as well. Also, by viewing and analyzing customer data, the company can create and negotiate more profitable contracts.
A market leader in Germany, Rotkäppchen-Mumm Sektkellereien GmbH owns, produces and markets a number of best-selling sparkling and still wines, spirits and other beverages. In December 2006, Rotkäppchen-Mumm Sektkellereien GmbH acquired Eckes Spirituosen & Wein. Initially, Rotkäppchen-Mumm Sektkellereien ran the two operations side by side, but the company wanted to fully integrate the systems and processes of the new acquisition into its overall infrastructure, reducing operational costs and increasing standardization and efficiency across the whole business. Therefore, Rotkäppchen-Mumm Sektkellereien began integrating its acquisition’s data and processes into its central SAP ERP landscape.

As a result of the integration, Rotkäppchen-Mumm Sektkellereien was able to retire all of the servers and systems from the existing Eckes Spirituosen & Wein environment. However, increased product ranges and volumes placed greater emphasis on sales forecasting accuracy, customer profitability analysis and production planning. In turn, the increased business intelligence workload required greater integration of information and additional core processing capacity. Additionally, the number of named users supported increased to approximately 250. To address the increase in data in its SAP ERP environment, improve its integration and planning capabilities, and maintain performance, Rotkäppchen-Mumm Sektkellereien decided to refresh its hardware infrastructure and implement new data processing technology.

**Solution:**
Rotkäppchen-Mumm Sektkellereien GmbH had been using IBM System i servers for many years, and the company wanted to continue using the same platform. Therefore, it turned to IBM Global Technology Services to help it implement a new IBM Power 550 server with four IBM POWER6 processors running the IBM i operating system. The server hosts the company’s production instances of its SAP ERP system, supporting financial accounting, controlling, sales and distribution, materials management and production planning processes, as well as SAP NetWeaver Business Warehouse software. To host its SAP test, development and quality assurance instances, and run its SAP Solution Manager software, the company utilized an existing IBM Power 520 Express server with two IBM POWER6 processors. The Power 520 Express server also runs a number of preexisting applications, such as a JD Edwards solution for tax inspection, in a separate logical partition.

*continued [click here]*
Midmarket snapshot

• The solution integrates numerous corporate systems of Rotkäppchen into the data warehouse. Additionally, point-of-sale data from retailers such as Wal-Mart is captured directly from barcode scanning returned to Rotkäppchen, offering daily insight into sales. Similarly, market research data from A C Nielsen is used to keep management abreast of current trends and habits, helping Rotkäppchen shape its product ranges. This maintenance-free system is able to integrate data and metadata daily or monthly into the database without manual intervention.

IBM Business Partners: SAP and Oracle

BP Information:
SAP is a market and technology leader in business management software. Oracle provides open and integrated business software and hardware systems.

Deployment:
May 2007 – Ongoing

Reference URL: click here

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SAP, Oracle and Rotkäppchen-Mumm Sektkellereien, cont.
Smarter supply chain
Sky IT Group and Bernard Chaus  
**Smarter Solutions for Retail, Smarter Supply Chain**

**Business Need**
Bernard Chaus, Inc. designs, arranges for the manufacture of and markets a range of women’s career and casual sportswear. As a seasoned veteran in the women’s licensed sportswear business, Chaus sought an update to its traditional retail sales analysis strategies. Chaus found its sales and merchandising efforts weighted toward time-consuming report creation and data issues. That, combined with the increasingly competitive nature of the business, prevented Chaus from effectively analyzing and addressing its selling opportunities.

**Solution**
After evaluating a number of other business intelligence (BI) solutions on the market, Chaus chose SkyPAD from IBM business partner Sky IT Group. For Chaus, SkyPAD provides timely and reliable sales reporting to its sales team; a collaborative tool between its design, sales, merchandising, and production initiatives; and assurance to IT that the data was secured and supported by a trusted software and hardware platform.

SkyPAD is delivered via the web under the Software as a Service (SaaS) model. Utilizing the IBM DB2 Enterprise Edition V9.1 database running on IBM BladeCenter HS20 and HS21 servers, SkyPAD integrates significant data feeds from each retailer and Chaus division to provide comprehensive reporting for all key groups: design, sales, merchandising, and production.

With so many different reporting needs and data sources, Chaus IT can now focus on other projects by trusting SkyPAD and the company’s new IBM DB2 database platform and IBM BladeCenter infrastructure to acquire, cleanse, and generate decision-ready reports – all within a secure and reliable platform. Additionally, as Chaus report users request new levels of reporting and data integration, SkyPAD proactively manages these requests.

**BP Information:**
Sky IT Group is a single source IT solutions provider that focuses on its customers’ bottom line business results by driving technology optimization.

**Deployment:**
February 2009 - Ongoing

**Reference URL:** click here

*continued* [click here]
Sky IT Group and Bernard Chaus cont.
Smarter Solutions for Retail, Smarter Supply Chain

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- Consolidating and mining data from sales, production retailers and suppliers, for the first time, gives Chaus an instant snapshot of all its key activities as well as information for optimizing the way they all interact.
- Coordinating more cohesively among sales, merchandising and production with clear, well defined objectives – based on the mined data – increases market share and profits.
- Making training and updates easier and more accessible, combined with the above, improves productivity, sales opportunities, service and reduces costs.
Sky IT Group and Clothing Company

Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

IBM content:
Hardware:
BladeCenter: BladeCenter T Chassis; BladeCenter HS22; BladeCenter running Windows
Software:
Information Management: DB2 Enterprise

Business Need:
This clothing company sells a huge variety of dresses to a large number of retailers. The amount of information the company needs to keep track of is also tremendous – manufacturing and production schedules; shipping dates; product colors; style attributes; revenue by month, quarter and year; and most importantly, margins. While the company had an enterprise resource planning (ERP) system to manage manufacturing and distribution information, there was no clear and simplified way to obtain and analyze sales data. This left executives with only half of the overall business picture they needed. Without a clear and current view of sales data, the company struggled to manage profit margins and make sound decisions related to production, product assortment and distribution.

Not having sales information readily available also hindered the company’s ability to collaborate with its retailers. Instead of making strategic decisions together, the company relied heavily on its retailers for information about trends, what was happening on the sales floor and what should be done to move product at the store level.

To gain a better understanding about sales and margins, the company sought a solution that would capture and process real-time data and provide analytic capabilities. With data in hand, executives could gain insight and react more quickly to sales and trends, improve efficiencies and reduce costs related to production and manufacturing, and more easily collaborate with retailers.

Solution:
The client turned to solution provider and IBM Business Partner Sky IT Group to implement a Software as a Service-based data warehouse solution using SKYPAD technology and IBM DB2 Enterprise Edition V9.1 database software with IBM BladeCenter HS20 and BladeCenter HS21 servers. As a service, Sky IT Group provides the infrastructure and software, as well as data collection, cleansing and warehousing.

BP Information:
Sky I.T. Group is a single source IT solutions provider that focuses on its customers’ bottom line business results by driving technology optimization.

continued [click here]
Sky IT Group and Clothing Company cont.
Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

Deployment:
January 2010 – Ongoing

Reference URL: click here

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• Decreases information lag time by 75 percent; from four weeks to weekly.
• Reduces markdowns by an estimated 50 percent by minimizing production of poorly-selling items.
• Improves business agility to shift design, production and sales strategies.
Sky IT Group and a Manufacturer and Retailer of Baby Products

Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

IBM content:
Information Management: DB2 Enterprise

Business Need:
As a high-volume manufacturer for which every penny counts, it is critical for this manufacturer to know exactly which products are selling and not selling. Part of this knowledge comes from collaborating with retailers who share information about trends, what is happening on the sales floor and what should be done to move product at the store level. The other part comes from data. By understanding exactly what is occurring – when, where and with what products – and analyzing data, the company can better plan for production, product assortment, retailer needs and distribution.

But collaborating with retailers and analyzing data proved difficult at best. To store and manage data, the company used an enterprise resource planning (ERP) solution and a homegrown reporting system. To learn which products had sold, managers downloaded reports from their two to three largest retailers’ portals. But these reports only summarized sales information and provided no insight into specifics, such as product color and style. Plus, the information was often outdated – reflecting what had sold weeks ago, not recently, making it too late to react. Smaller retailers were not reported on at all, leaving managers with no way of learning what had sold until they spoke directly to the retailer.

The company sought a solution that would capture and process real-time data and provide analytic capabilities, enabling it to more easily collaborate with retailers, provide insight about sales and trends, react more swiftly to opportunities, and improve efficiencies and reduce costs related to production, distribution and product assortment.

Solution:
The manufacturer turned to the solution provider and IBM Business Partner Sky IT Group to implement a data warehouse solution based on SKYPAD technology and IBM DB2 Enterprise Edition V9.1 database software running on IBM system i AS400 servers. Typically, the SKYPAD offering is provided as a service, but in this solution, the client chose to purchase a license and bring the software in-house.

BP Information:
Sky I.T. Group is a single-source IT solutions provider that focuses on its customers’ bottom line business results by driving technology optimization.

continued [click here]
Sky IT Group and A Manufacturer and Retailer of Baby Products

cont.

Smarter Solutions for Retail, Smarter Supply Chain

IBM Business Partner: Sky IT Group

Deployment:
January 2010 – Ongoing

Reference URL: click here

Primary contact information:
Jay Hakami
President & CEO
IBM Software Group, ISV & Developer Relations
Sky IT Group
USA

- Decreases information lag time by 75 percent—from four weeks to weekly—enabling the company to capitalize on sales trends.
- Reduces markdowns by approximately 50 percent, boosting profitability and minimizing unwanted inventory.
- Improves business agility to optimize design, production and sales strategies, decreasing costs associated with inefficiencies.
S&T Romania and Heidi Chocolate

Smarter Food, Smarter Supply Chain

**IBM Business Partner: S&T Romania**

**IBM content**
Information Management: Cognos 8 Planning; Cognos 8 BI Analysis

**Business Need:**
The client, one of the top chocolate brands in Romania, was growing rapidly. Its customer base was increasing and so was its product portfolio. Faced with increasing complexity and frequency in planning, budgeting and forecasting processes, the client needed a more accurate, reliable and enforceable forecasting and reporting process to provide information to its parent company.

The company had been using Microsoft Excel software for planning, but this method was cumbersome and often led to inaccurate calculations. The company needed a better planning tool that provided greater visibility. It sought a new planning and reporting solution that could help it manage its growing product portfolio, provide real-time access to data and handle a complex discount system.

**Solution:**
S&T Romania held demonstration sessions to present the Cognos 8 Planning architecture and its applications to representatives from the client’s finance, sales and management departments. S&T Romania also defined high-level planning requirements and volumes, identifying the level of detail required. This detailed analysis gave the client the opportunity to review and align its forecasting procedure along different business areas, including product, customer, finance and management.

S&T Romania also helped the client develop a planning model for more than 10 indicators, over 400 customers and the entire product portfolio, including more than 120 offerings. The model included complex discount calculations, multiple versions of the forecasting process and the export of budget versus actuals. The implementation also aimed to enable features and intermediate forecasting process steps.

**BP Information:**
S&T Romania is a leading system integrator, providing a wide range of IT consulting services, and developing and implementing customized solutions.

[continued] [click here]
S&T Romania and Heidi Chocolate *cont.*

**Smarter Food, Smarter Supply Chain**

*IBM Business Partner: S&T Romania*

**Deployment:**
June 2009 – June 2010

**Reference URL:** [click here]

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**snapshot**

- Delivers accurate, in-depth analyses of operational and revenue data, enabling managers to make better business decisions, more rapidly than before
- Draws on operational data, customer information and revenue results collected across the enterprise
- Brings together information from internal departments and external supply chain partners, creating a single, logical flow
Education

1. **Anderson University: Protecting the university community from danger with emergency communications**
   Smarter education • IBM Business Partner: Amatra Technologies [click here]

2. **EAM Software GmbH and a university in Germany NEW**
   Smarter Planet • IBM Business Partner: EAM Software GmbH [click here]

3. **Mainline and a Biomedical Research Institute**
   Smarter Planet • IBM Business Partner: Mainline [click here]
Anderson University: Protecting the university community from danger with emergency communications

**Smarter education**

**IBM Business Partner: Amatra Technologies**

**Business Need:**
Anderson University needed an integrated system to inform students, faculty, staff and emergency first responders of any emergency situations by instantly transmitting and tracking a large number of messages via multiple communication channels.

**Solution:**
Its E-Connect Emergency Notification system enables automated aggregation of critical information from disparate sources, and fast electronic dissemination of a high volume of messages to reach all affected parties very quickly.

**BP Information:**
Amatra Technologies, Inc offers message broadcast and notification services to organizations ranging from schools, universities, government and large corporations.

**Deployment:**
September 2008 – October 2008

**Reference URL:** [click here]

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**Snapshot**
- Messages can be sent via e-mail, short message service (SMS), instant messaging (IM) and voice notification using text-to-voice translation to any phone number in the United States, enabling communication through whatever channels individuals have subscribed to.
- Streamlining data consolidation and communication to the affected community and emergency responders optimizes ability to avert or mitigate disasters and to save or help potential victims.
- E-Connect can alert its students, faculty and staff to danger immediately, providing each individual with critical information at the moment of need.
IBM content
Tivoli: Maximo Asset Management

Business Need:
With a student population that has quadrupled over a 20 year period, a growing inventory of brick-and-mortar assets and a burgeoning physical plant, system and building services infrastructure, this university in Germany faced monumental maintenance and asset management challenges. In fact, the university’s maintenance staff manages over 20,000 work orders annually, pertaining to 35,000 capital assets spread over 7,500 rooms and 140 buildings on 3 campuses.

Given the scale of its asset inventory, its maintenance workload and its continued growth, the university simply could not continue operating with its existing patchwork of stand-alone asset and facility management applications, which were operating in conjunction with manual, paper-based maintenance processes. This inefficient, disconnected and overloaded asset management model deprived the university of a centralized, current view into its asset performance, thus handicapping maintenance supervisors’ ability to optimize their planning and resource allocation. The existing system also negatively impacted the university’s bottom-line. The lack of real-time performance data would leave deteriorating asset operation undetected, resulting in excessive energy consumption, for example, and higher energy costs.

In order to maximize control over an expanding inventory of buildings, equipment and systems, the institution’s facilities management group needed advanced, centralized asset monitoring capabilities that would provide actionable performance analytics in support of all preventative maintenance activities.

Solution:
IBM Business Partner EAM Software GmbH, which specializes in Facility Management, implemented IBM’s Maximo Asset Management, including the integration of a facility management solution. The integration of Maximo with the university’s various business applications, such as accounting, purchasing and inventory management, allows budgets, purchase orders, invoices to be processed and analyzed based on accurate and timely asset usage and performance data and provides unprecedented cost control due to improved transparency.

continued [click here]
EAM Software GmbH and a university in Germany

*Smarter Planet*

**IBM Business Partner: EAM Software GmbH**

**BP Information:**
IBM Business Partner EAM Software is a services and solution provider.

**Deployment:**
January 2006 - Ongoing

**Reference URL:** click here

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- Increases real-time control over, and visibility into widespread asset inventory
- Provides scalability needed to keep pace with ongoing physical and system infrastructure expansion
- Increases productivity through integration and automation of applications and processes
Among the varying focuses of its current lines of scientific exploration, the client recently put a great deal of effort into genome and gene expression analysis, particularly as it relates to the field of personalized medicine. A newly developed area of study, personalized medicine focuses on the creation of customized pharmaceuticals that are mapped to the unique medical needs of the specific user, and for this new field to progress, researchers need regular access to quality genetic samples.

To support these and other research efforts, the client maintains a large store of medical specimens, including more than 2.2 million vials of cells, 2.1 million tubes of DNA and hundreds of thousands of other biomaterials. Scientists from across the globe draw upon this elaborate genetic library to support their research efforts, and the success of these efforts relies on access to well-kept and well-documented specimens.

Unfortunately, the sheer volume of genetic and tracking data made it difficult for the client to efficiently respond to requests from outside researchers. It wanted to put in place a more robust system that would allow it to more effectively sort through its genetic records and deliver the right samples for each research request, particularly with genome-based research on the rise.

**Solution:**
The center put in place a comprehensive asset management solution that allows researchers to sift through the organization’s several million DNA and tissue specimens to locate the particular genetic sequence needed for their research.

Together with IBM and IBM Business Partner Mainline Information Systems, the client put in place a real-time sample tracking system that provides the organization clear insight into where its samples are at any given moment. The new
Mainline and a Biomedical Research Institute cont. Smarter Planet

IBM Business Partner: Mainline

system also automates the protection of the specimens, establishing monitoring and alarm systems that proactively notify lab technicians of any changes in temperature or status in the cryogenic systems. Staff now has unified visibility into the location, status and history of the collected samples.

BP Information:
Mainline is a global provider of information technology and business solutions, with more than 600 employees nationwide.

Deployment:
February 2010 – Ongoing

Reference URL: click here

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• Cut response times to cooling failures by more than 50 percent
• Eliminated storage administration costs, netting a 30 percent overall savings
• Delivered real-time visibility into the location and quality of millions of samples
• Helped identify materials more quickly and accurately, encouraging stronger research efforts
Energy & Utilities

1. **Esri, Itron and the city of Dubuque** [NEW]
   Smart Grid, Smarter Cities, Smarter Energy, Smarter Government • IBM Business Partner: Esri and Itron  
   [click here]

2. **Eynikel & Partners Help Belgium-based Energy Company**
   Smarter Oil & Gas • IBM Business Partner: Eynikel  
   [click here]

3. **Gramo A/S turns to IBM-based GridManager solution to keep tight control on energy costs**
   Smart energy • IBM Business Partner: GridManager  
   [click here]

4. **Mobius and Water/waste management municipal operator**
   Smarter Government, Smarter Water  
   [click here]

5. **SAP, Syclo and Geometria and Hungary utility company** [NEW]
   Smarter Products • IBM Business Partner: SAP, Syclo and Geometria  
   [click here]
Esri, Itron and the city of Dubuque
Smart Grid, Smarter Cities, Smarter Energy, Smarter Government

IBM Business Partner: Esri and Itron

IBM content:
Software:
Information Management: DB2 9 for Linux UNIX and Windows; IBM Mashup Center; InfoSphere Information Server
Business Analytics: Cognos Business Intelligence
Lotus: IBM Mashup Center
Tivoli: Tivoli Access Manager
WebSphere: WebSphere Application Server

Business Need:
IBM, the city of Dubuque, Alliant Energy – Interstate Power and Light, the Iowa Office of Energy Independence, and IBM Business Partner ESRI sought to educate households by providing detailed information about their electricity usage that would give citizens actionable information that they could use to control their consumption and costs. The project would not only show usage but would encourage friendly comparisons with other households and reward participation – such as watching conservation videos – with paid benefits.

The solution needed to be easy for consumers to use, provide automated management and alerts and ultimately reduce consumption. For the city and the utilities, the solution needed to provide aggregated consumption information and geospatial intelligence that could be used to better plan rate programs and investments in infrastructure and pinpoint anomalies in usage that could indicate problems with the grid.

Solution:
As part of a series of projects to encourage the development of a sustainable community in Dubuque, a cloud-based interactive portal for analytics delivery and social computing that uses smart meter data to help conserve energy and adjust peak loads. The solution is built on IBM technologies, geospatial intelligence software from IBM Business Partner ESRI and smart meter hardware from IBM Business Partner Itron.

BP Information:
Esri’s GIS (geographic information systems) mapping software helps you understand and visualize data to make decisions based on the best information. Itron is dedicated to delivering end-to-end smart grid and smart distribution solutions to electric, natural gas and water utilities around the globe.

continued [click here]
Esri, Itron and the city of Dubuque cont.
Smart Grid, Smarter Cities, Smarter Energy, Smarter Government

IBM Business Partner: Esri and Itron

Deployment:
January 2009 - Ongoing

Reference URL: click here

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- Reduces electricity usage by as much as 11 percent in participating households, a potential savings of $120 per average household annually
- Garners a 25 percent participation rate among selected households, a significant improvement over typical initiatives that only average 8 percent
- Provides key social insights into extending and developing conservation programs in other areas, such as water usage, transportation and healthy lifestyles
- Delivers detailed usage information and geospatial intelligence used by utility companies to enhance service delivery
Gramo A/S turns to IBM-based GridManager solution to keep tight control on energy costs

**Smart energy**

**IBM Business Partner: GridManager**

**Business Need:**
Gramo A/S is one of the last remaining independent binderies in Denmark; most competitors have been acquired by large commercial printers. In order to remain competitive, Gramo needs to keep tight control on costs. They were looking for ways to control and manage their energy usage, as well as to reduce their CO2 output.

**Solution:**
Gramo turned to IBM Business Partner GridManager. The idea behind the GridManager solution is to provide clients with a fully integrated, plug-and-play portal for energy efficiency, demand response, load shifting and grid balancing: in other words, to create a virtual power plant. Gramo is the first customer to implement the solution.

Since GridManager is a modular system, Gramo has taken an incremental approach to implementing it. Among the initial efforts, Gramo is using the system to monitor usage of a heat pump and oil burner as well as the variable cost of electricity. The system then automatically cycles between the heat pump and the burner to provide the greatest efficiency and lowest cost.

In a similar way, Gramo is using the system to manage re-charging the batteries in forklifts. When the staff leaves in the afternoon, they plug the forklifts into charging stations. Again, the system monitors usage and electricity pricing to ensure charging takes place when the cost is lowest and the forklifts are ready when the morning shift arrives. The same approach is used to manage hot water boilers.

The system also permits Gramo to monitor and manage compressor use, preventing them from running during periods of high cost. As an additional benefit, the system has established base consumption levels, enabling the company to identify “leaks” in the system. And Gramo is now monitoring the energy costs of its IT infrastructure, allowing the company to analyze potential savings from outsourcing.

**Snapshot**
- The GridManager solution provides simple-to-use energy management tools that enable customers to save up to 10-35 percent on their electricity bills by reducing and/or shifting power consumption.

**continued**
IBM Content:
Software: Information Management: Cognos TM1; Cognos TM1 Web Services: IBM Software Services: Cognos Consulting and Training

Business Need:
The client is engaged in the supply and marketing of natural gas to industrial customers, gas resellers, power generators and gas distribution companies. In the fast-paced utilities industry, accurate and timely information about the entire stream is essential to maintaining customer service and profitability. For utility operations to be successful, it is essential that each individual network supplies as much gas to the network operator as they take out of the network to sell to their clients.

For the client, the challenge of managing a large amount of data from various sources is complicated by the need to gather and restructure data on an ad hoc basis, based on sales information, trades, incoming ships and temperature forecasts. The company also needed a way to make simulations and model effects and desired outcomes—a rudimentary version of this process performed in Microsoft Excel did not meet business requirements, due to insufficient data capture and a lack of forecasting ability.

The client needed technology that could quickly gather data from a variety of sources, providing aggregated and detailed views of both current data and forecasted calculations to support better decision making and help support regulatory compliance requirements.

Solution:
The client deployed a monitoring and forecasting solution based on Cognos TM1 software, which quickly aggregates the various supply and demand data components so that natural gas network activities can be analyzed on a high level and in specific detail. The solution also provides an application to monitor transactions and operations in real time, and provide quantifiable answers to various “what-if” scenarios chosen by business users in 60 seconds or less.

Implemented with the assistance of IBM Business Partner Eynikel & Partners, the client’s monitoring and simulation environment is built on IBM Cognos TM1 and IBM Cognos TM1 Web V9.1 software. The initial project began in 2005. IBM has continued to provide training and consulting services to help Distrigas quickly gain return on its investment in the solution. The monitoring and simulation environment enabled by Cognos TM1 provides a comprehensive through-view of the impact of business decisions, both in time and geographically.

continued [click here]
Eynikel & Partners Help Belgium-based Energy Company
Smarter Oil & Gas

**BP Information:**
Eynikel & Partners is an IBM Business Partner and consultant.

**Deployment:**
July 2005 – Ongoing

**Reference URL:** click here

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**Snapshot**

- Simulates hypothetical scenarios in real-time to optimize forecasting of product dispatch based on historic, current and future gas demand, and to understand the potential impact of key business decisions.
- Captures information found in multiple company departments, as well as distribution information from multiple gas networks throughout Europe, in a central database.
- Aggregates data from multiple gas networks to increase analysis capabilities by integrating disparate data from a variety of relational databases and manual files integrated from traders, portfolio managers and dispatchers.
Gramo A/S turns to IBM-based GridManager solution to keep tight control on energy costs, *cont.*

**Smart energy**

**IBM Business Partner: GridManager**

**BP Information:**
The GridManager solution provides simple-to-use energy management tools that enable customers to save up to 10-35 percent on their electricity bills by reducing and/or shifting power consumption.

**Deployment:**
October 2009 – December 2009

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**Reference URL:** click here
Mobius and Water/waste management municipal operator – Smarter Government, Smarter Water

Business Need
The client designs, finances, builds and operates all supramunicipal infrastructures needed to treat domestic wastewater and to optimize all main sewers and wastewater treatment plants (wwtp). It strives to optimize its processes related to transportation stages, such as mechanical dehydration and digestion of sludge – a by-product of the treatment of domestic wastewater. The client had been using a basic low-level computer program to manage the sludge processing network and felt that a high level optimization tool could be of great value. It sought to solve complex business process management (BPM) and supply chain management (SCM) problems.

Solution
The client found the solution in a powerful IBM allocation model, which determines the entire flow from start to finish yet minimizes the total cost. This custom made tool using the IBM ILOG OPL Development Studio tool was designed and developed by IBM Business Partner MÖBIUS, and uses a well defined mathematical optimization model that takes into account all of the client’s current infrastructure and capacity constraints.

MÖBIUS developed a user-friendly interface to import the data and afterwards analyze the solutions generated by ILOG. This makes it a practical tool which can be used both for the day-to-day planning and for strategic exercises (e.g. defining and comparing different investment scenarios). Moreover, an interactive graphical and mapped representation was provided to enhance the interpretability of solutions.

BP Information:
Mobius is a consultancy focusing on business process and supply chain management.

Deployment:
May 2009 – July 2009

Reference URL: click here

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• Identifies potential bottlenecks, available resources and most efficient transportation alternatives for disposing of the sludge and presents planning solutions in less than a minute
• Makes it easier for users to understand the proposed solutions and to carry out “what if” analyses – improving strategic planning and enhancing day-to-day operations
• Offers a potential cost reduction of 2.5 million Euros, (over $3 million US) or nearly 10 percent of its budget through reduced transportation costs and more efficient use of resources
SAP, Syclo and Geometria and Hungary utility company

Smarter Products

IBM Business Partner: SAP, Syclo and Geometria

IBM Content
Software:
Tivoli: Maximo Adapter for Primavera; Maximo Adapter for SAP; Maximo Asset Management; Maximo Field Control; Maximo Mobile Work Manager SE

Services:
IBM Global Technology Services - Integrated Technology Services: GTS ITS Middleware: Middleware Implementation Services; GTS Data Center Services

Solutions:
Global Alliance Solutions: Oracle Primavera; SAP ERP

Industry Solutions:

Business Need
This energy company in Hungary needed a high-quality asset management program, integrated with its other IT systems, to keep up with industry best practices and improve operational productivity. Its existing customized asset management system was built around a geospatial information system (GIS) but lacked mobile support and modern tools for work management in addition to many other key functions of an up-to-date system. Field-workers used paper maps to help them find their work locations and a paper-based work order process to assist them in completing their assignments.

Speed, accuracy and overall asset management would be significantly improved with the implementation of a mobility solution that could communicate in real time with the company’s operational and financial systems.

The company also needed a risk-based planning solution to help it optimize a maintenance program for its most critical transmission assets in support of equipment lifecycle cost reduction targets. To maximize effectiveness, the company sought to integrate the risk-based planning solution with its new work order system.

Solution
The company engaged IBM Global Technology Services - Integrated Technology Services to develop and implement a new work and asset management solution using IBM Tivoli Maximo software that included:

- Integration with ERP and project management application suites from SAP and IBM Business Partner Primavera
- A mobile workforce management solution using Tivoli Maximo software that is integrated with technology from IBM Business Partner Syclo, LLC and supported by a geospatial information system from IBM Business Partner Geometria, Ltd.

continued [click here]
Smarter Products

IBM Business Partner: SAP, Syclo and Geometria

• A risk-based maintenance planning solution that enables the company to optimize a maintenance program for each of its vital assets based on a software-driven determination of its criticality and probability of failure
• A migration and rollout program for the system upgrades and transformation to the new asset management approach, including training

Deployment
July 2008 – September 2010

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• Reduces maintenance costs and increased network reliability with proactive, data-driven planning based on automated risk analysis
• Streamlines and integrated core business processes, with real-time sharing of higher quality operational data resulting in increased productivity
• Improves speed and accuracy of field maintenance and repair tasks with a mobile solution

Reference URL click here
Government

1. **BRQ, Escala Informatica and a state government in Brazil** [NEW]
   Smarter Government • IBM Business Partner: BRQ and Escala Informatica  [click here]

2. **GC System a.s. and Karviná City**
   Smarter Cities • IBM Business Partners: GC System a.s  [click here]

3. **Igun Infra Co. Ltd., and Bucheon City** [NEW]
   Smarter Cities, Smarter Government, Smarter Traffic • IBM Business Partner: Igun Infra Co. Ltd.  [click here]

4. **MSI Global and Ireland's Railway Procurement Agency**
   Smarter cities, smarter government, smarter transportation, smarter rail • IBM Business Partner: MSI Global  [click here]

5. **Multidata and Government Agency**
   Smarter Government  [click here]

6. **PeaceWorks Computer Consulting Createch Group and Esri & City of Cambridge**
   Smarter Cities, Smarter Government  [click here]
BRQ, Escala Informatica and a state government in Brazil

Smarter Government

IBM Business Partner: BRQ and Escala Informatica

IBM content:
Software:
Information Management: InfoSphere Data Architect; InfoSphere Change Data Capture; InfoSphere Information Server Lotus: Lotus Connections; Lotus Quickr; Lotus Sametime; WebSphere Portal Enable WebSphere: WebSphere Application Server; WebSphere Business Modeler; WebSphere Business Monitor; WebSphere Integration Developer; WebSphere Process Server; WebSphere on Linux; WebSphere Enterprise Service Bus

Business Need:
The government of this state in Brazil had been providing routine documentation services for its citizens at 15 geographically dispersed special-purpose service centers. Essentially, each center operated under the auspices of a different department and was responsible for a specific area of documentation - such as identification card, election card, work card or some other card or certificate. At each agency, the citizen had to provide the same identifying information and documents, including parents’ names, birth certificate, proof of local address, etc. The state needed to centralize and interconnect all of these 15 centers into a single, one-stop service center in order to make it easier for citizens to do business with the government. This was not merely a matter of consolidating all business into a single physical location; it also meant the integration of disparate IT applications into a single, interconnected infrastructure.

Solution:
The government engaged IBM Business Partners BRQ Soluções em Informatica and Escala Informatica to help develop and implement a solution for Smart Government Services, which aim to improve citizen services and state government processes. A new, overarching infrastructure was created to integrate the government’s disparate applications and make them available in a unified portal - with a single, shared citizen database - to support the new one-stop service center. Replacing the requirement for identity documents in conjunction with each request, a citizen’s first visit now enables the database to be populated with personal data that remains intact and available to all agencies until new information is presented.

BP Information:
Founded in 1993, BRQ is a leading provider of IT solutions and services in Brazil. Escala Informatica is an IBM Premier Business Partner.

continued [click here]
BRQ, Escala Informatica and a state government in Brazil cont.
Smarter Government

IBM Business Partner: BRQ and Escala Informatica

Deployment:
February 2010 – December 2010

Reference URL: click here

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- Reduces the time for a citizen to conduct a typical set of document-related transactions by approximately 97 percent—from an average of one week to about one and a half hours
- Consolidates the functionality of 15 limited-purpose service centers into one center handling the work of multiple departments using a single citizen database
- Provides officials with a holistic view of the demographics, needs and habits of the state's roughly 700,000 residents
GC System a.s. and Karviná City

Smarter Cities

IBM Business Partners: GC System a.s.

IBM content:
Hardware:
BladeCenter: BladeCenter E Chassis; BladeCenter HS22; BladeCenter running VMware
Software:
Tivoli: Tivoli Identity Manager
Services:
IBM Global Technology Services - Integrated Technology Services: GTS ITS Security Services; Identity & Access Management Services; GTS Enterprise Services
IBM Software Services: Software Services for Tivoli
Industry Solutions:
Govt: Government, State/Provincial/Local Transformation

Business Need:
For decades the town of Karviná and its surroundings were an area with a high concentration of coal mining and related industries. More recently, this town has become a commercial and tourist center. A new era has brought new development in construction and commercial activities, and Karviná is becoming a town with dynamic development offering a good choice for a comfortable lifestyle. Karviná City needed a solution that would free up its limited IT personnel to manage and expand the City’s IT environment, automating many of its time-consuming, day-to-day personnel administration processes, while ensuring the security of its IT systems.

Solution:
GC System a.s. has long relationship with customer, delivering hardware, software and services. GC System a.s. identified this opportunity and performed implementation of ITIM with cooperation with IBM GTS and SWG services. IBM GTS and SWG services participated on ITIM implementation. IBM Services provided architecture setting, installation and connection to customer’s systems.

Karviná City has implemented a rules-based identity management system that automates employee account access based on employee position, role and department. The system then uses an automated account reconciliation process to detect and correct (or remove) any accounts that are not in agreement with the pre-defined rules. A closed-loop reconciliation process identifies “orphan” or out-of-date accounts, and automatically removes account access when an employee ceases to be employed by the city. The city can now be confident that employees who need access to accounts get it quickly and efficiently, while the security of its IT systems is assured.

IBM Global Technology Services helped Karviná implement the IBM Tivoli Identity Management (ITIM) to fully automate the IT administration and management of all Karviná City employees in all departments.

continued [click here]
GC System a.s. and Karviná City cont.

Smarter Cities

IBM Business Partners: GC System a.s.

Now, once the personnel department inputs a new employee into the City's HR systems, this information is propagated into Tivoli Identity Management, processed, and all needed accounts based on the employee’s position and department are created in several connected systems. In the same way, when employees leave the company, all accounts are deactivated at once.

BP Information:
GC System a.s. has been operating in the Czech information and communications technology market since 1990, focusing from the beginning of its operations on ICT infrastructure implementation and software development.
Deployment:
October 2007 – December 2011

Reference URL: click here

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- Provides a 100-percent improvement in the speed of new employee activation, with new employees becoming productive with access to all systems in few hours instead of several days
- Improves administrative efficiency and lowers costs: One full-time employee can now manage all user accounts, while the rest of the IT staff develop and enhance the IT environment of the organization
- Improves system security by removing orphan accounts and deactivating employee accounts within a few hours of termination of employment
- Improves preparedness for security audits; reports can be prepared with one click of the mouse.
Ilgun Infra Co. Ltd., and Bucheon City
*Smarter Cities, Smarter Government, Smarter Traffic*

**IBM Business Partner: Ilgun Infra Co. Ltd.**

**IBM content**
Hardware:
System x: System x: System x3650 M3; System x: System x running Windows
Software:
Information Management: DB2 Workgroup WebSphere; WebSphere Application Server Network Deployment; WebSphere MQ
Services:
IBM Global Technology Services - Integrated Technology Services: GTS ITS Security Services: Physical Security Services; GTS Enterprise Services
Industry Solutions:
Govt: Intelligent Transportation Systems (ITS); Govt: Public Safety and Security

**Business Need:**
Traffic congestion and vehicular incidents are a natural byproduct of success for any urban area. Large in itself and sandwiched between the even bigger cities of Seoul and Incheon, Bucheon City found that remotely monitoring traffic was an administrative necessity in order to maintain its attractiveness as a cultural hub. The Urban Traffic Information System in Bucheon City had been gathering measurements of the volume and average speed of traffic for city road planning and statistical purposes, and it had been conducting traffic monitoring in order to send help quickly in the event of a vehicle breakdown or an accident.

To support the system, the city had implemented an automated mechanism to count cars and measure the speed of traffic using closed-circuit television technology and a vehicle detection facility. Unfortunately, the vehicle detection system failed to cover several key areas. For those areas, cars had to be counted manually by an employee who viewed video feeds from the closed-circuit TVs. Slow and generally inaccurate, the manual method was proving to be an unsuitable substitute. The city needed a solution that would not add a significant cost burden but would use analytics to deliver fast and accurate counting, monitoring and speed measurement across all data captured by the cameras in real time.

**Solution:**
Population growth is straining the transportation infrastructure and roadways of urban areas across the globe. To overcome this problem, this city implemented a solution that provides real-time traffic information and alerts to help drivers avoid congestion, and enable’s the city to better understand traffic flow and improve roadways to meet driver needs. Eliminating manual processes, the solution collects and analyzes traffic volume data and measures average traffic speed to provide accurate, meaningful information to drivers.

*continued* [click here]
Using intelligent video analytics, the solution detects traffic accidents and other unusual activity on the roadways and alerts the city’s command center so emergency responders can be quickly dispatched to the site. In addition, the solution aids traffic surveillance by providing forensic search capabilities that allow investigators to quickly search video’s and find evidence of unusual or criminal activity.

IBM security services and IBM Software Group provide the Smart Vision Suite solution for Bucheon City. The solution uses IBM WebSphere Application Server Network Deployment V6.1 software to manage the overall data flows, along with IBM WebSphere Remote Server V6.1 software, which encompasses IBM WebSphere MQ 6.0 software for efficient information exchange. IBM DB2 Workgroup Server Edition 9.1 software delivers the analytics. Local systems integrator and IBM Business Partner Ilgeun Infra provided the hardware for the solution, and IBM enterprise services provided additional solution support.

**BP Information:**
Ilgun Infra Co. Ltd., is a distributor and system integrator of IBM System x and IBM System p technology.

**Deployment:**
February 2011 – April 2011

**Reference URL:** [click here]

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**snapshot**

- Increases accuracy of traffic volume data from 50 percent (or less) to 90 percent, ensuring that drivers receive more accurate reports on traffic tie-ups, suggested route changes, etc.
- Increases speed of collecting traffic data by over 1,200 percent, enabling the city to deliver traffic information to drivers, law enforcement and emergency responders in real time
- Saves on costs by using existing closed circuit television video without the need for installing an additional vehicle detection system
- Reduces labor costs for manually monitoring traffic volume and counting vehicles
MSI Global and Ireland’s Railway Procurement Agency

Smarter cities, smarter government, smarter transportation, smarter rail

IBM Business Partner: MSI Global

Business Need:
The Green strategy of the Irish Government includes motivating the public to move from private to public transport. In the greater Dublin metropolitan area, there were several providers of public transportation, each of which had its own ticketing system. If a passenger wished to transfer from one mode of transport to another, he or she needed to purchase a new ticket. This complication served as a disincentive for using public transport. The government, and its Railway Procurement Agency, wanted to encourage more people to use the public transportation system, and saw an integrated ticketing system as a key enabler of this strategy.

Solution:
The Railway Procurement Agency engaged IBM Global Business Services to implement an Integrated Ticketing System to provide a single, convenient way for passengers to purchase tickets for any of the Dublin metro area’s public transportation systems. The e-payment system will enable commuters to use a single pre-paid smart card for travel on all buses, trains, trams and coaches in the city. The next generation automatic fare collection solution has the capacity to process up to two million transactions a day and can be extended to include other value added services such as Internet top-ups and micro-retail payments.

The core of the solution is the SeP Integrated Ticketing System supplied by MSI Global from Singapore. The Integrated Ticketing System provides the basis for analyzing travel patterns across all modes of public transport in Dublin, consequently enabling improvements in these modes of transport. The analysis provided by the system provides an opportunity to interconnect transit in more efficient ways across the city, benefitting operators, passengers and the city itself.

continued [click here]
MSI Global and Ireland’s Railway Procurement Agency, cont.

Smarter cities, smarter government, smarter transportation, smarter rail

IBM Business Partner: MSI Global

BP Information:
MSI Global specializes in land transport consultancy services.

Deployment:
August 2008 – August 2009

Reference URL: click here

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- Commuters use a single pre-paid smart card for travel on all buses, trains, trams and coaches in the city. Data on ticket purchased, ridership and traffic patterns is collected and analyzed by the IBM back-office system.
- Integrated IBM back-office system will provide ticket and smart card management, central reconciliation and settlement services to all public transport providers.
- Data on ridership, traffic patterns and usage is collected and analyzed by the back office system. RPA can use this data to better manage the integrated transit system, adding and changing routes based on demand.
Business Need
Because of an increase in business, the internal business processes this government agency in Indonesia used to engage its customers were creating a lack of transparency and a bureaucratic bottleneck. Information was not readily accessible because it was not organized in one place. As a result, the complicated processes for securing the required licenses were beginning to deter potential investors, resulting in the loss of investment opportunities.

To address the problem, the board recognized the need to set up an integrated, Web-based portal aimed at helping prospective investors obtain all the necessary services, including fiscal facilities and investment information, through a single window. The project would be part of the Indonesian government’s drive to create a National Single Window for a variety of public services. The agency sought a solution that would provide integrated services pertaining to investments at the national, provincial, regency and municipality levels.

Solution
The agency turned to IBM for integrated end-to-end solution with core component of IBM software and hardware, implemented by IBM Business Partner Multidata with support from IBM Software Services. The solution is known as System Pelayanan Informasi dan Perizinan Investasi Secara Elektronik (SPIPISE, or Electronic Investment Permit and Information Services). Designed to be a one-stop Web-based portal where users can do everything necessary to conduct business with the agency, the tool can be accessed via the Internet and provides comprehensive information that accelerates the investment licensing process.

As a one-stop service system, the solution is expected to stimulate investment growth in Indonesia by providing the investors, the local administration and potential investment partners with the instruments they need. Once the would-be investors submit their applications, the data will be shared among approving authorities. If all requirements are met, the permits will be issued.

BP Information:
Multidata is an IBM distributor and services provider.

Deployment:
December 2008 - Ongoing

Reference URL: click here

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continued [click here]
How did IBM win the Business?

BKPM chose IBM not only based on its leading global reputation as an IT solution provider but, more important, its depth of understanding and abundant experience in delivering a wide range of systems for the public sector in Indonesia and elsewhere in the world. IBM has strong references for implementing systems that vary in complexity – from document management to single window portals – for a wide range of operations. Another reason for the selection was the board’s full confidence in IBM’s ability to draw on resources from across the company as well as its key technology partners to meet the requirements of the SPIPISE project.
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Midmarket | North America

PeaceWorks Computer, Consulting Createch Group and Esri & City of Cambridge
Smarter Cities, Smarter Government

Business Need
The City of Cambridge is a municipality located in Southern Ontario on the Grand River and Speed River in the Region of Waterloo, Ontario, Canada, with a population of 126,000. In order to properly maintain and repair its infrastructure assets, the city needed to compile data on its roads, sidewalks, water mains, drainage system and sewers. The city needed to collect this information from a variety of sources: public calls, employee reports, engineering drawings and other systems.

The city also needed a repository that would enable it to disseminate the information in a variety of ways: for routine maintenance or emergency snow removal, and to keep citizens up-to-date on road closures, snow response, road repairs and other activities. The City of Cambridge also sought to capture information regarding when service and repairs took place. That way, it could ensure that employees were compensated properly for their work, and that inventory of maintenance items used was tracked and replenished accurately.

Solution
The municipality decided to build more intelligent service systems by using its share of Federal Gas Tax revenues to implement an integrated infrastructure management program using IBM Maximo Asset Management, Maximo Enterprise Adapter and IBM System x3850 servers—as well as ESRI Geodatabase technology and implementation services from IBM business partners The Createch Group and PeaceWorks Computer Consulting. The city compiles data from various sensors throughout the city to update geographical information system (GIS) and global positioning system (GPS) systems and transmit data to vehicle location systems so that maintenance workers have the most accurate information. Maximo tracks all activities, costs and resources related to the city’s infrastructure, and is integrated with GIS data and GPS devices. The city uses the system to accurately and efficiently deploy municipal workers to sites requiring immediate repair and on jobs related to scheduled maintenance.

BP Information:
PeaceWorks Computer Consulting provides high quality software, business, and IT solutions to business and non-profit clients. Createch Group is a web design and development company with offices in the United Kingdom and USA. Esri is a software development and services company providing Geographic Information System (GIS) software and geodatabase management applications.

Deployment:
July 2007 – July 2010

Reference URL: [click here]

continued [click here]
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Michael Marsonet/Markham/IBM@IBMCA
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• Detects and predicts infrastructure maintenance problems and automatically schedules work orders for rapid, cost-effective and environmentally friendly service. Resource-driven analytics measure resource utilization to meet budget and service requirements. Inspection and work activities are oriented to monitor and improve customer service as well as proactively protect the environment.
• Combines and shares incident, asset and budgetary data accessed via emails and web-based interfaces.
• Consolidates legacy and new data through an automated location system, mobile GPS system and CCTV technologies.
Healthcare

1. **Bsoft Limited and a China health bureau** NEW
   Smarter Cities, Smarter Healthcare • IBM Business Partner: Bsoft Limited  [click here]

2. **CloudBroker and a research institution in Switzerland** NEW
   Smarter Healthcare, Smarter Cloud Computing • IBM Business Partner: CloudBroker  [click here]

3. **Complex Medical Information Systems and a Russian healthcare facility**
   Smarter Healthcare • IBM Business Partner: Russian healthcare facility  [click here]

4. **A German cardiac and diabetes treatment center improves care quality with timely, uniform visibility into patient records**
   Smarter healthcare • IBM Business Partner: SVA  [click here]

5. **Bangkok Hospital Group integrates and centralizes electronic medical records**
   Smarter healthcare • IBM Business Partner: InterSystems Corporation  [click here]

6. **Narimasu Kosei Hospital implements comprehensive electronic patient record system**
   Smarter healthcare • IBM Business Partner: Apius Corporation  [click here]

7. **Pardus and Zavod za javno zdravstvo Varazdinske zupanije**
   Smarter Healthcare  [click here]

8. **Rumbo Sistemas and Pharmaceutical Distributor**
   Smarter Healthcare, Smarter Supply Chain  [click here]

9. **TCSoft and Shanghai Tengchen Medical Tech-Info Co**
   Smart Products, Smarter Healthcare  [click here]
Bsoft Limited and a China health bureau
*Smarter Cities, Smarter Healthcare*

**IBM Business Partner: Bsoft Limited**

**IBM content:**

Hardware:
- BladeCenter: BladeCenter HS22; BladeCenter H Chassis;
- BladeCenter running Linux - Red Hat

Software:
- Information Management: DB2 for Linux
- Linux: Linux - Red Hat
- Tivoli: Tivoli Storage Manager
- WebSphere: WebSphere Application Server; WebSphere on Linux

**Business Need:**

With approximately 330,000 residents living in 7.62 sq km area, a district in China is one of the most densely populated and fastest growing areas in the city. This surge in population and economic development was putting a strain on the district’s healthcare network.

Medical care could be difficult to come by. The sick and injured routinely waited in long lines for many hours to see a doctor. Treatments, especially those requiring specialists or prescription drugs, were expensive and often more than the average citizen could afford. Examinations were prolonged and complicated by ineffective administrative processes and a lack of integrated medical information. For instance, test results were kept at the location where they were first ordered and not shared with other physicians or specialists involved in a patient’s case. Without access to information, including historical medical data, doctors often struggled to make sound diagnoses. Caregivers also tended to order unnecessary and/or duplicative testing - driving up costs for the district, straining medical resources and putting patients through needless inconvenience, expenses and discomfort.

Part of the problem stemmed from outdated IT infrastructures and lack of integrated technology at the district’s healthcare facilities. Consequently, administrative and medical management processes were inefficient, costs were increasing, and, most urgent, patient care was suffering. To address these issues as well as to gain transparency into operations, maintain financial viability and meet regulatory demands, the district’s health bureau established a social development plan to modernize the technology infrastructure at its many hospitals, community centers and healthcare stations. In doing so, the bureau hoped to streamline and optimize process workflow and facilitate patient records sharing, with the ultimate goal of delivering high-quality medical services to the local people.

*continued* [click here]
Solution:
The healthcare bureau turned to IBM Business Partner BSoft Limited to implement a solution based on its EHR and healthcare information framework technology, as well as IBM DB2 for Linux, IBM Tivoli Storage Manager and IBM WebSphere Application Server software. The system uses two IBM BladeCenter H Chassis, each containing 12 IBM HS22 servers running on the Red Hat Linux operating system. The bureau will use the EHR system to share health records within and across the bureau, hospitals and other healthcare institutes.

BP Information:
Bsoft Limited is an independent software vendor and an IBM Business Partner.

Deployment:
October 2010 – October 2011

Reference URL: click here

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- Decreases instances of duplicative testing by 30 percent
- Reduces administrative and operational costs by 35 percent
- Reduces patient wait times by 10 percent or more, enabling doctors to treat more patients
- Anticipates a 50-percent time savings for report creation for government authorities
CloudBroker and a research institution in Switzerland
Smarter Healthcare, Smarter Cloud Computing

IBM Business Partner CloudBroker

IBM content

Business Need:
Detailed knowledge about protein structures and functions in highly virulent pathogens is essential for fighting antibiotics-resistant bacteria. Predicting the nature and scope of those structural changes, given various mutation rates, is an extremely complex, iterative and computing resource-intensive process involving massive amounts of data.

Historically, this research institute applied for needed resources on its university’s own server infrastructure, which is shared among many groups, leading to sometimes long waits for availability and inadequate computing resource. Additionally, the researchers often had to manage the applications themselves, diverting critical time, resources and expertise away from research. The research institute needed to provide its scientists with an on-demand, high performance computing resource for processing massive amounts of data and supporting millions of 3-D protein structure simulations.

Solution:
The research institute deployed an IBM cloud-based platform, IBM Smart Cloud Enterprise, to provide on-demand, direct access to high performance computing resources and a range of commercial and open-source applications developed specifically for researchers in the study of life sciences, such as Rosetta, an application that predicts and designs protein structures, protein folding mechanisms, and protein-on-protein interactions.

IBM Business Partner CloudBroker ensures system-wide optimization with its intelligent queuing and data management solution. CloudBroker also consulted with the institute on infrastructure design and required interfaces to determine how the high performance computing platform could be used most efficiently in a cloud environment. The CloudBroker system allocates enormous data volumes into manageable workloads that can be processed automatically in the background and be submitted continuously in order to keep the cloud resources loaded to maximum capacity.

BP Information:
CloudBroker provides high performance computing software as a service.

continued [click here]
CloudBroker and a research institution in Switzerland cont.
Smarter Healthcare, Smarter Cloud Computing

IBM Business Partner CloudBroker

Deployment:
March 2011 – May 2011

Reference URL: click here

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- Reduces time to simulate 2.3 million 3-D protein models from 3 months to 2 weeks
- Allows research teams to focus on research, rather than infrastructure
- Reduces costs by allowing the institute to incur charges only for time used by virtue of on-demand cloud infrastructure
Complex Medical Information Systems and a Russian healthcare facility

**Smarter Healthcare**

*IBM Business Partner: Russian healthcare facility*

**IBM content**
Software:
Lotus: Lotus Domino; Lotus Domino Designer; Lotus Notes

**Business Need:**
To improve patient care, enable information sharing and operate more efficiently, the healthcare facility sought a solution that would deliver real-time, reliable and integrated patient information in one place. The ideal solution would offer a comprehensive view of a patient’s medical history, enabling doctors to identify and treat disease more accurately and effectively. It would also enable physicians, specialists and administrators to collaborate with one another as well as find and access the information they need quickly and from wherever they were.

**Solution:**
The client turned to IBM Business Partner Complex Medical Information Systems, Ltd to implement an automated information management solution – the Karelian Medical Information System – based on IBM Lotus Domino 8.5, IBM Lotus Domino Collaboration Express 8.5, IBM Lotus Domino Designer 8.5 and IBM Lotus Notes 8.5 software running on IBM System x3455 servers. The solution was highly customized to fulfill specific RZD internal requirements for medical programs, employee medical treatment, medical examinations, checkups and reporting, as well as to communicate with human resources applications.

**BP Information:**
Complex Medical Information Systems is a specialized IT company offering a full range of software and hardware solutions and automation systems development and implementation services to healthcare institutions.

**Deployment:**
September 23007 – February 2010

**Reference URL:** [click here]

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A German cardiac and diabetes treatment center improves care quality with timely, uniform visibility into patient records – *Smarter healthcare*

**IBM Business Partner: SVA**

**Business Need:**
The Institute for Applied Telemedicine (IFAT) at the Heart and Diabetes Center NRW is actively involved in the development of integrated patient care and is instrumental in the further development and introduction throughout Germany of telemedical supervision for patients with cardiologic findings. It sought to introduce innovations to the national healthcare industry with a new medical records management system. It wanted to increase the availability of medical information to physicians outside of the center – a move that would encourage increased collaboration across treatment facilities and offer patients increased control and choice over treatment options.

**Solution:**
Together with IBM Business Partner SVA Competence Center Health Care, the client deployed an integrated telemedicine portal that captures patient health data from in-home monitoring equipment and publishes this data to the Web. The solution, leveraging IBM WebSphere® and IBM Tivoli® software, also integrates existing medical systems with the solution to provide users with a unified, roles-based view of a patient’s complete medical history.

**BP Information:**
SVA is one of the leading system integrators in Germany.

**Deployment:**
July 2009 – July 2010

**Reference URL:** [click here]

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Barbara.Peter@de.ibm.com

**snapshot**

- Encourages increased collaboration among medical staff and offices with a consolidated view of a patient’s complete medical history.
- Keeps medical staff better informed by automatically updating patient records with current vital statistics—even when the patient is at home.
- Protects patient privacy and increases the availability of medical information with a roles-based security system.
Bangkok Hospital Group integrates and centralizes electronic medical records
Smarter healthcare

IBM Business Partner: InterSystems Corporation

Business Need:
Delivering on its commitment to provide the highest quality, internationally-accepted standards of medical services, the Bangkok Hospital Group continued to invest in best-in-class information technology. Throughout its 37 years of operation, Bangkok Hospital Group had sought to provide medical services that matched the highest international standards, employing the most appropriate and up-to-date practices and technology in all fields of medicine. The health organization wanted to offer effective treatment analysis faster than before, and with more convenient services. With a systematic and integrated data system to benefit medical research, Bangkok Hospital Group wanted to set a new standard of smarter healthcare in Thailand.

Solution:
With the help of IBM Business Partner InterSystems Corporation, Bangkok Hospital Group launched a project to integrate and centralize its electronic medical records with IBM Power Systems in an effort to improve services by providing the most convenient and effective care.

BP Information:
InterSystems Corporation provides innovative products that enable fast development, deployment, and integration of enterprise-class applications.

Deployment:
January 2009 – ongoing

Reference URL: click here

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nipon@th.ibm.com

• Patients of Bangkok Hospital and 17 other centers in the group can experience a single, hassle-free registration process, while doctors can instantly track patient medical history.
• The IBM Cognos TM1 solution enables Bangkok Hospital Group to improve its financial performance management with “what-if” modeling capabilities for more effective business planning, which in turn helps executives meet clients’ needs and bring greater returns.
Narimasu Kosei Hospital implements comprehensive electronic patient record system

Smarter healthcare

IBM Business Partner: Apius Corporation

Business Need:
Due to the nature of its business operations, Narimasu Kosei Hospital manages massive amounts of data related to patients’ medical records. Since numerous doctors, nurses, and case workers work with one patient at a time, the medical staff needs to be able to access information for effective medical care. The hospital also needed to be able to share this information with other medical institutions to ensure comprehensive care for its patients. To accomplish these goals, Narimasu Kosei Hospital needed to adopt a robust IT solution.

Solution:
Narimasu Kosei Hospital now has a robust and comprehensive electronic patient record system that can be easily shared locally or online. Also, it replaced hand-written patient records with electronic ones for more standardization. The hospital also used this solution as the basis for the Regional Alliance System for medical records to enhance regional collaboration. The solution enables Narimasu Kosei Hospital to optimize the performance of its business and deliver better medical care to its patients. For the first time, patients treated at one Association site, can enter another and immediately receive treatment with the benefit of an up-to-date medical record containing a complete psychiatric history. A significant improvement in patient care, formerly unavailable, especially in emergencies. Now records are quickly and precisely created, more easily accessible and usable than before. This has increased the use of records with consequent improvement in patient care.

BP Information:
Apius is a medical chart software developer.

Deployment:
October 2002 – June 2003

Reference URL: click here

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Business Need
Zavod za javno zdravstvo Varazdinske zupanije (ZZJZZV) is a public health institute that provides health and safety monitoring services for food, drinking water, waste water and general merchandise. As a public health institute, ZZJZZV receives a large number of materials samples - water, soils, food - from a wide array of clients. In order to improve the efficiency of its analysis, accelerate its response time to clients and increase the throughput of samples, the institute needed the ability to unify diverse sets of biological, chemical and physical data – collected from corresponding laboratories – into a unified central database. The new solution would need to access analytical data in extensible markup language (XML), provide browser-based access and easily integrate with other IT systems.

Solution
To achieve its goals, ZZJZZV joined forces with IBM Business Partner Pardus d.o.o. to implement eQMS::LIMS, a powerful laboratory information management system based on IBM WebSphere Application Server Community Edition V2.1 and IBM Informix Dynamic Server V10 software. The new solution unifies data collected from food, water and general merchandise samples and enables the institute to enforce standard and legislative compliance, introduce process security, trace samples, promote enterprise wide collaboration and perform instant audits. All incoming sample data is aggregated into a centralized database that enables institute employees to monitor trends and identify potential risks before incidents occur. Furthermore, whenever a certain parameter is out of acceptable range, a related authority is alerted. All risks and threats discovered by ZZJZZV are instantly made available to the public through the institute’s web portal.

BP Information:
Pardus is a software development company providing its clients with turn-key ICT solutions based upon the best-of-the-breed technologies and best quality services.

Deployment:
September 2009 – October 2009

Reference URL: click here
continued [click here]
Pardus and Zavod za javno zdravstvo Varazdinske zupanije cont.
Smarter Healthcare

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snapshot

• Provides faster, more effective support for public health organizations by facilitating communication, providing traceability and instant auditability for timely and precise product recall in case of health emergencies.
• Analyzes 50-60 percent more samples than before implementation, providing a typical Return on Investment (ROI) in approximately 12 to 18 months.
• Enables health professionals to instantly identify samples, who brought them in, when were they analyzed, the result and, who handled each test.
Business Need
As a pharmaceutical distributor, the client faces a number of challenges. It needs to balance the stock of important medicines it maintains on hand with the ever-changing demand from pharmacies. The cost of acquisition and warehousing of medicines must also be considered. Many drugs are very expensive and the right stock levels must be maintained to conserve capital and avoid over purchasing products that will expire.

Accuracy of orders is also paramount. Orders must be filled accurately, which can be difficult when a 250mg dose and a 600mg dose may look exactly alike. And the cooperative needs to be able to closely track product lots and expiration dates in order to meet government regulations for consumer safety.

Finally, the pharmaceutical industry is intensely competitive. Although price is always a factor, pharmacies have alternative sources if a particular product is not available. Therefore, it is important for the cooperative to closely monitor and manage warehouse processes and product levels to avoid running out of products. Additionally, fast order processing and on-time delivery is also a differentiator.

In this environment, the client sought to integrate its warehouse processes with its ERP system to increase efficiency and improve oversight of the stocking, picking and shipping processes.

Solution
IBM Business Partner Rumbo Sistemas supplied the client with a solution that links the cooperative’s ERP system directly with the warehouse. The solution runs on an IBM System x model 3400 server running Red Hat Linux operating system. IBM DB2 Express was selected as the database in order to provide the necessary speed and reliability.

The application accepts inputs from the ERP system about processed orders and calculates the average daily consumption of each item in the warehouse. It knows the current stock and it knows the provisioning lead time. With this information, the application automatically makes decisions about when to order new inventory or when a product is in danger of obsolescence or expiration.

When an order is accepted for processing, stock pickers in the warehouse use wireless, voice-enabled PDAs for scanning barcodes and entering data into the system. The voice-enabled feature permits pickers to keep their hands free to handle stock and reduces the chance of errors from keying in data. The system captures critical data at this point, including the amount of time required to fulfill orders and expected restock time.

continued [click here]
The application monitors orders as they are processed by the ERP system and makes suggestions for optimal bin/shelf location for products based on their demand and frequency of picking. Goods with lower rotation are stored in places with less access and the highest turnover goods are stored in locations close to the packaging stations and within easy access. The application also avoids storing incompatible items together, such as foods and toxic medicines.

**BP Information:**
Rumbo Sistemas specializes in the development of solutions within the scope of the logistics, and emphasizing management of warehouses by radio frequency.

**Deployment:**
February 2009 - Ongoing

**Reference URL:** click here

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• Automates inventory management to eliminate costly overstocks and avoid running out of products  
• Optimizes stock levels, resulting in an 18 percent reduction of investment in stock, while fulfillment of orders improved 15 percent  
• Reduces data input errors and creates more efficient picking and packing processes, resulting in 16 percent increase in warehouse productivity
TCSoft and Shanghai Tengchen Medical Tech-Info Co
Smart Products, Smarter Healthcare

Business Need
Shanghai Tengchen Medical Tech-Info Co., Ltd. (TCSoft) is a software development company focused on the development, integration and commercialization of clinical lab software for customers in the healthcare industry. Because hospitals treat a large number of patients, physicians and other healthcare professionals are responsible for processing numerous test samples in order to accurately diagnose patients’ illnesses and prescribe appropriate treatments. This enormously complex and time-consuming process is labor-intensive, prone to manual error and can delay treatment for patients in need of immediate attention. In order to accelerate test analyses and improve the quality of patient care, TCSoft needed to develop a customized laboratory information management system for hospitals. The new solution would need to be supported by robust, highly flexible database software.

Solution
TCSoft began developing LabBox, its powerful new laboratory information management system, by leveraging IBM Information Management DB2 V9 software. The new solution – which uses the DB2 software as its primary data repository – provides doctors with quick access to test results and even offers potential diagnoses culled from a large network of professional medical research and reports. When test results are abnormal, the laboratory information management system automatically applies the Reflex Testing formula to collect further information. Furthermore, once test results are ready, the new system can notify patients via email. Finally, if the test result has life-threatening implications, the system will alert the doctor to take immediate action. LabBox was developed specifically for hospitals in China but is also compliant with ISO 15189 and College of American Pathology standards.

BP Information:
TCSoft is an IBM Business Partner and independent software vendor.

Deployment:
March 2009 – July 2009

Reference URL: click here

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• Analyzing tests accurately, quickly and automatically for doctors contributes to a higher level of health care. Kiosk reports also are provided to patients.
• Providing additional information from international databases helps doctors with diagnosis and interpretation.
• Alerting doctors immediately to severe problems permits faster response to critical conditions.
• How did IBM win the Business?
• IBM won this business thanks to a combination of industry knowledge and excellent teamwork.
Industrial Products

1. **Bluenet Technologies and A U.S. Industrial Products Provider**
   Smarter Planet • IBM Business Partner: BlueNET Technologies Inc.  [click here]

2. **Nikeos & STRHOLD team to deliver solution to Europe manufacturer**
   Smarter Manufacturing • IBM Business Partner: Nikeos & STRHOLD  [click here]
Bluenet Technologies and a U.S. Industrial Products Provider

Smarter Planet

IBM Business Partner: Bluenet Technologies

IBM content:
Software:
Information Management: Cognos Business Intelligence; Cognos TM1

Business Need:
The metals industry is highly volatile. With price fluctuations and ever-shifting market conditions to consider, accurate forecasting and budgeting is the key to survival. This industrial products provider needs a way to unite budget entry information from its more than 40 business units, including sales offices and steel service centers across North America. The challenge is enabling the company to perform “what-if” scenarios to generate reliable budget projections.

Integrating financial and business intelligence data into a single platform is a key objective, because COS adjustments, freight and tax are historically certain percentages of gross sales. When calculating the future month’s budget, the company’s users need a way to change percentage projections and see the end result before they submit their new budget, so there are no surprises.

Solution:
With the help of Bluenet Technologies, the client implemented IBM Information Management Cognos 8 BI V8.4 software and IBM Information Management Cognos TM1 V9.5 software. By using Information Management Cognos 8 BI software, the company can unify its business and financial data in a platform that enables it to share and use custom reports, analysis and dashboards. In addition, the new solution enables the client to reliably monitor key performance indicators (KPIs) and conduct “what-if” scenarios to improve its decision-making capabilities. Tightly integrated with the Information Management Cognos 8 BI platform, Information Management Cognos TM1 software enables the company’s district managers to develop and submit budget and forecasting information in a timely manner.

BP Information:
BlueNET Technologies Inc. is an end-to-end Information Technology (IT) solution provider offering a wide variety of services including Business Intelligence (BI), Business Process Management, Enterprise Integration, Multichannel Services, Financial Planning & Forecasting, Data Warehouse, and Enterprise Resource Planning (ERP) systems development and implementation.

Deployment:
May 2010 – Ongoing

Reference URL: click here

continued [click here]
Bluenet Technologies and a U.S. Industrial Products Provider cont.

Smarter Planet

IBM Business Partner: Bluenet Technologies

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snapshot

• Automates the creation of rolling quarterly budget forecasts using predictive analytics to leverage “what-if” calculations on an ongoing basis.
• Unifies and centralizes data from 40 business units as raw material for analysis.
• Integrates data from multiple district managers in different job functions across the enterprise, providing a single version of the truth in easy-to-understand dashboard views that help users make better decisions.
Nikeos & STRHOLD team to deliver solution to Europe manufacturer
Smarter Manufacturing

IBM Business Partners: Nikeos & STRHOLD

IBM content:
Software:
Information Management: Cognos Business Intelligence; Cognos 8 BI Analysis Studio; Cognos 8 BI Event Studio; Cognos 8 BI Metric Studio; Cognos 8 BI Query Studio; Cognos 8 BI Report Studio; Cognos 8 BI Version 8.4; Cognos 8 Go! Dashboard; DB2 Express-C 9

Business Need:
The client has grown and expanded its product offering through organic growth and acquisitions. It is now an international company, having acquired local companies in Spain, the Czech Republic, Ukraine and the U.S. It has also acquired a small company in Germany. In 2008, two new companies were established to act as sales and technical customer service offices in France and Germany.

Because of its rapid growth, the client required a corporate performance management solution to handle and analyze all KPIs related to the business. The solution must be easy to implement and simple to provide to all users located worldwide and must help standardize IT language and platform across the enterprise. The client also wanted to improve communication among production plants and manage all information related to the product lifecycle via a Business Intelligence and Analysis solution that handles a range of tasks, from standard reporting through performance management.

Solution:
By implementing IBM Cognos 8, the company is able to manage production lifecycles via a unique access point found in the company intranet, which is accessible by all employees. This allows the company to standardize production processes, which uses less energy for manufacturing, while also speeding products to market.

BP Information:
Nikeos is an IBM Advanced Business Partner. IBM Business Partner STRHOLD has been delivering Information Technology solutions since 1983.

Deployment:
April 2010 – Ongoing

Reference URL: click here

continued [click here]
Nikeos & STRHOLD team to deliver solution to Europe manufacturer, **cont.**

**Smarter Manufacturing**

**IBM Business Partners: Nikeos & STRHOLD**

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**snapshot**

- Enables company to optimize the energy consumption of its industrial machinery; by increasing the efficiency of its machine tools, the company reduces production time and energy use
- Gathers information on energy usage and production processes from all plants; uses connections between machine tools and information systems; relies on sensors to control the material level, item counters and other indicators
- Integrates all internal applications for the Italian site and for all international subsidiaries
Insurance

1. **HackingTeam and a major insurance company in Italy** NEW
   Smarter Insurance • IBM Business Partner: HackingTeam [click here]

2. **Titan Solutions and Catholic Life Insurance**
   Smarter insurance • IBM Business Partner: Titan Solutions [click here]
HackingTeam and a major insurance company in Italy

Smarter Insurance

IBM Business Partner: HackingTeam

IBM content:
Hardware:
System x: System x: System x3755; System x: System x running Windows
Software:
Tivoli: Proventia Network Intrusion Prevention System
Solutions:
Security: Security: Infrastructure Security

Business Need:
A major insurance company in Italy had measures in place to protect its confidential data but needed a comprehensive network security solution to address the evolving complexity of external threats and new privacy regulations. It needed to protect against the known threats, but also guard against unknown threats. The company wanted to be proactive rather than reactive, preventing problems rather than responding to them. RSA sought a solution that would address prevention, detection and compliance in an integrated way.

Solution:
The company had previously partnered with IBM to implement IBM Cognos 8 Planning software, which effectively improved its business intelligence and reporting capabilities. The client once again teamed with IBM, this time also engaging IBM Business Partner HT S.R.L., to implement an enterprise-wide security architecture to protect confidential customer data. It also wanted to prevent interruptions to business operations and consequently to customer service, online or off-line. The IBM Security Network Intrusion Prevention System software solution (formerly IBM Proventia Network Intrusion Prevention System) was added to the company’s IT environment, which included IBM Security Server Protection software. Running on an IBM System x3755 server on the Microsoft Windows operating system, the new security solution provides preemptive measures against security breaches. It protects the company’s network and critical systems with preventive security content, improved data security, web application protection and network policy enforcement.

BP Information:
HackingTeam provides effective, easy-to-use offensive technology to the worldwide law enforcement and intelligence communities.

Deployment:
February 2011 – May 2011

Reference URL: click here

continued [click here]
HackingTeam and a major insurance company in Italy cont. Smarter Insurance

IBM Business Partner: HackingTeam

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- Decreases attacks by 40 percent through early detection and blocking of classes of threats and all possible variants  
- Achieves 100 percent compliance with privacy law  
- Improves patching process by eliminating patchwork fire drills and gaining approximately five days within a month to create upgrade plans  
- Reduces false-positives and security alarms through precise identification of types and frequency of attacks and control of policy modifications.
Titan Solutions and Catholic Life Insurance

**Smarter insurance**

**IBM Business Partner: Titan Solutions**

**Business Need:**
Catholic Life Insurance had been using a legacy Web site built in late 1990s. The Web site provided access to customer information only from the agents’ perspective. Account look-ups were limited to retrieving data by policy number, and there was no concept of agent ownership of accounts. In addition, the company's Web site did not allow any communication between agents and members.

Catholic Life Insurance was looking for a solution that could deliver real-time access to policy information for its members, and deliver information on fraternal activities and opportunities. Moving forward, the company wanted to develop a virtual community where members could access their policy information and communicate with internal staff.

**Solution:**
Catholic Life Insurance engaged IBM and IBM Business Partner Titan Solutions to design a virtual community based on IBM Lotus software and IBM DB2 Connect software. The company adopted IBM Lotus Domino V8.5.1 software and IBM Lotus Domino Designer V8.5.1 software to host its content-rich Web pages, utilizing the XPages design element and customized content served together with a Cascading Style Sheet (CSS) library. A Web service interface connects the Web site to an IBM DB2 back-end database through a customized configuration mapping structure based on IBM DB2 Connect software, which is hosted in the company’s IBM Lotus Notes database.

The system proactively brings together information about members from disparate locations to give agents new and insightful views of what Catholic Life products might be helpful to them for their current age levels, family and financial situations. For the first time, agents can offer more intuitive, proactive suggestions for members across a wide geographic and demographic spectrum.
Titan Solutions and Catholic Life Insurance, cont.

**Smarter insurance**

**IBM Business Partner: Titan Solutions**

**BP Information:**
Founded in 1998 in Austin, Texas, Titan Solutions has grown from a simple technical consulting practice to a multi-division company offering technical resource services, custom solution development and prepackaged software applications.

**Deployment:**
April 2009 – October 2009

**Reference URL:** [click here]

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- Viewing for the first time the demographics of members assigned to each agent, gives the insurer the opportunity to cross-sell and up-sell products not possible before - and communicate directly and meaningfully with clients.
- Creating an interactive user community where members can access policy information as well as increased, productive communication with the company.
- Training and updates made simple and accessible for agents, combined with the above factors, resulted in increased productivity and sales opportunities, improved service and reduced costs.
Media & Entertainment

1. **BrightStar Partners and the Cincinnati Zoo** [NEW]
   Smarter Solutions for Retail • IBM Business Partners: BrightStar Partners and the Cincinnati Zoo [click here]

2. **Information Services International-Dentsu and a growing online business in Japan** [NEW]
   Smarter Computing • IBM Business Partners: Information Services International-Dentsu [click here]

3. **r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBees GmbH Assist a German Brass Instrument Manufacturer**
   Smarter Solutions for Retail, Smart Products • IBM Business Partners: r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBees GmbH [click here]

4. **SQLI and major museum in Europe** [NEW]
   Smarter Media • IBM Business Partner: SQLI [click here]

5. **ZEAL Corp., and an Online Sporting Goods and Services Company**
   Smarter Solutions for Retail • IBM Business Partner: ZEAL Corp. [click here]
IBM content:
Business Analytics: Cognos 8 BI Version 8.4

Business Need:
The Cincinnati Zoo & Botanical Garden needed more insight on customer behavior. The zoo, one of the oldest and most established in the United States, has the lowest public subsidy of any zoo in the state of Ohio, and one of the lowest in the nation. The zoo has always relied on self-support through fundraising and retail sales, and was constantly looking for ways to increase revenue. The Cincinnati Zoo realized that the more it knew about its customers, the more it could enhance services and tailor them to its clientele. However, data on attendance, sales and customer behavior was hard to aggregate and analyze. The data was housed in several different systems, and analysis and reporting were cumbersome tasks.

Solution:
The zoo worked with IBM Business Partner BrightStar Partners to replace its four existing point-of-sale (POS) systems with a single platform: the Galaxy POS solution from Gateway Ticketing Systems. Next, the zoo built a centralized data warehouse and implemented IBM Cognos 8 Business Intelligence software. The Cognos Business Intelligence solution was designed to integrate data from various departments and provide real-time analytics and reporting on current and potential business scenarios. With the new solution, users can build and edit their own dashboards to view the information they need, present reporting results in different formats and monitor any performance indicator they want with a few mouse clicks.

Within Cognos software, the zoo can integrate external information with the internal figures on sales and customers. For example, the application integrates data with a weather forecast data feed from the National Oceanic and Atmospheric Administration (NOAA) website. The zoo can compare current forecasts with historic attendance and sales data during similar weather conditions, which enables better staff scheduling and inventory control. When weather causes attendance to wane, the zoo can step up certain types of activities - such as up-close, hands-on, small-animal viewing - that are more likely to keep visitors engaged during inclement weather.

BP Information:
BrightStar Partners is an IBM Cognos Performance Management consulting firm dedicated to partnering with clients to drive superior information solutions.

continued [click here]
BrightStar Partners and the Cincinnati Zoo cont.
Smarter Solutions for Retail

IBM Business Partners: BrightStar Partners and the Cincinnati Zoo

Deployment:
July 2010 - Ongoing

Reference URL: [click here]

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- Achieved 100 percent ROI within the first three months after implementation and more than 400 percent ROI in the first year
- Enables the zoo to save more than USD140,000 per year in marketing dollars through targeted plans and identification of unsuccessful promotions
- Expected to increase overall zoo attendance by 50,000 in a one-year period through enhanced marketing
- Contributes to a more than 35-percent increase in food and retail sales, including a boost of USD2,000 per day in ice cream sales during summer months
IBM content
Information Management: IBM Netezza 1000
Enterprise Market Management (EMM): Unica Campaign

Business Need:
This growing online business in Japan uses email as its main vehicle for outbound marketing campaigns - primarily broad advertisement campaigns to those who opt to receive email communications. However, the company recognized great potential for much more targeted, user-driven marketing, but system performance issues and limited staff resources held it back from executing targeted campaigns. The company sought a solution that would help manage marketing and email campaigns processes, create campaign metrics and use purchase data and web log data in a timely manner to communicate with customers through personalized and relevant messages that affect their purchase behavior.

Solution:
The client teamed with IBM and IBM Business Partner Information Services International-Dentsu, Ltd to implement IBM Unica Campaign software and the IBM Netezza 1000 (formerly Netezza Twin Fin) data warehouse appliance to help store and analyze its user data and develop effective, targeted one-to-one marketing and email campaigns. With the Unica Campaign solution in place, the company can now segment dozens of campaigns every month, eliminate time-consuming manual handling of campaign-related processes and allow the marketing department to spend more time on developing strategies. The implemented solution allowed the company to automate customer segmentation and registration procedures for sending emails. It also helped the company’s marketing department create campaign metrics to assess and analyze the effectiveness of its campaigns.

BP Information:
Information Services International-Dentsu provides IT solutions to many of Japan’s leading companies across a wide range of industries, from finance and manufacturing to the service sector.

Deployment:
December 2010 – March 2011

Reference URL: click here

continued [click here]
Information Services International-Dentsu and a growing online business in Japan cont.

**Smarter Computing**

**IBM Business Partners: Information Services International-Dentsu**

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**snapshot**

- Reduces lead time to launch new campaign from 12 to 3 months (a 75 percent reduction) through speedy implementation of the solution and immediate system integration
- Decreases campaign preparation time from five days to three hours (a 90 percent reduction)
- Improves customer response rate to email campaigns by five times (a 500 percent increase) and the open/click through rate of emails (conversion rate) by 10 times (a thousand percent increase)
- Increases repeat visits by guests
r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH Assist a German Brass Instrument Manufacturer

Smarter Solutions for Retail, Smart Products

IBM Business Partners: r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH

IBM Content:
Software:
Information Management: DB2 Express Edition

Business Need:
The manufacturer enjoys a reputation for building high-quality brass instruments. However, the company was dependent on a single distributor which, in turn, sold to a network of retailers. This left company executives with little, if any, control and insight into current sales and market trends. It not only made it difficult to directly influence product sales, but also hindered their ability to make sound decisions about product development and growth strategies.

Compounding this issue was dispersed data regarding inventory, manufacturing and customers. Instead of being housed in a central location, data was manually entered onto individual spreadsheets by different department heads. As a result, it was often outdated and prone to errors. Moreover, the company’s existing system lacked analysis capabilities and made it difficult to generate reports and share data across departments. Consequently, management had limited visibility into inventory and production process inefficiencies, leading to material waste and higher costs.

A major change was needed. The company decided to completely restructure its sales model and sell to instrument retailers directly. But for the strategy to work and for the company to gain the insight and transparency it needed, new technology was needed as well.

Solution:
The company turned to IBM Business Partners r.z.w. IBeeS GmbH and r.z.w. IT-Service GmbH & Co. KG to test and implement a solution based on IBM DB2 Express and IBM Cognos Business Intelligence 8 software. The total solution functions as a high-performance database that integrates the vast data collected on the various business applications and delivers real-time information about production, sales, purchasing and shipping.

BP Information:
r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH are independent software vendors.

Deployment:
July 2009 – December 2009

Reference URL: click here

continued  [click here]
r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH Assist a German Brass Instrument Manufacturer cont.
Smarter Solutions for Retail, Smart Products

IBM Business Partner: r.z.w. IT-Service GmbH & Co. KG, and r.z.w. IBeeS GmbH

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- Increased customer base 900 percent
- Expanded marketplace territory 500 percent—from a single distributor to retailers across two countries plus the economic union of Benelux
- Reduced communication costs by making data directly available to sellers via PDAs
IBM content:
Software:
Tivoli: Maximo Asset Management

Business Need:
Art museums house priceless objects and artifacts. As keepers of the most treasured human inspirations and expressions, they have the daunting task of preserving and protecting them. Museums also have obligations to the general public’s expectations for viewing exhibits and collections.

One of the most visited museums in Europe holds hundreds of thousands of objects and displays artwork throughout more than 60,000 sq m (600,000 sq ft). To preserve and protect its facilities and artwork, the museum staff handles more than 65,000 repairs and maintenance visits per year. The staff struggled to manually manage its facility-related repairs and maintenance work which was contracted out to hundreds of different vendors with varying service level agreements (SLAs).

Under new management, one of the museum’s goals was to have the majority of its galleries open daily, which required making its corrective and preventive maintenance more streamlined and efficient. The museum recognized that it needed a computerized maintenance management tool.

Solution:
The museum put in place a new asset management solution that would automatically plan and manage its corrective and preventive facilities maintenance, maintenance contracts with associated SLAs, and work orders. It engaged IBM Business Partner SQLI (Structured Query Language Injection) to implement IBM Tivoli Maximo Asset Management V6.2.1 software to create a single information database and shared repository for the museum staff. The software solution's integrated database helped the museum visualize processes including the initial planning, maintenance and disposal of facility equipment and systems such as the air-conditioning system, heating system, elevators, lights for each room or gallery, and the locking system for more than 2,000 doors.

The Maximo Asset Management software helped the museum staff to manage both planned and unplanned maintenance activities, from initial work request and work order generation through completion and recording of the actual work performed. The software matched job tasks to available contractors, estimated and obtained approval of costs, established priorities and initiated maintenance activities throughout the museum and its individual galleries.

continued [click here]
SQLI and major museum in Europe

**Smarter Media cont.**

**IBM Business Partner: SQLI**

**BP Information:**
SQLI is a leading IT service company based in France.

**Deployment:**
October 1996 – June 1997

**Reference URL:** [click here]

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**snapshot**
- Extends asset life cycles by standardizing the museum’s preventive maintenance
- Streamlines management of contracts from work orders to service level agreements
- Improves the efficiency and real-time operation and management of the museum
ZEAL Corp., and an Online Sporting Goods and Services Company
Smarter Solutions for Retail

**IBM Business Partner: ZEAL Corp.**

**IBM Content**
Software:
Information Management: InfoSphere DataStage; InfoSphere QualityStage
Business Analytics: SPSS Modeler Desktop; SPSS Modeler Server

**Business Need:**
In order for the media company’s businesses to operate autonomously and smoothly, the client needed to develop a more integrated information platform, one that monitored key performance indicators and enabled users across the company to gain visibility into their operations.

**Solution:**
IBM Business Partner ZEAL and the client implemented IBM SPSS Modeler Desktop and IBM SPSS Modeler Server software, which could extract specific data from the data warehouse, such as log data, purchase data, sales numbers and customer information, and run predictive analysis to come up with possible sales and marketing scenarios. The company could then use this information to make improvements to the website and customer offerings based on this analysis. Instead of requesting that IT extract data, data analysts could now directly extract information for themselves, saving time and getting information to decision makers more quickly.

Precise monitoring and analysis of content viewing on the website would enable the client to improve the site’s usability. Previously, this kind of analysis was based on purchase information, but now the client is one of a handful of companies performing recency, frequency and monetary analysis based on individual site visitors, further enhancing market competitiveness.

**BP Information:**
ZEAL Corporation is an independent software vendor, reseller and systems integrator.

**Deployment:**
December 2008 – December 2010

**Reference URL:** [click here]

continued [click here]
ZEAL Corp., and an Online Sporting Goods and Services Company cont.
Smarter Solutions for Retail

**IBM Business Partner: ZEAL Corp.**

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**snapshot**

- Increased year-to-year total sales by 34 percent from 2009 to 2010
- Increased website membership by 10 percent in 2010
- Reduced data processing time by 50 percent
- Generated 83 percent more sales analysis reports in the first 90 days of implementation
Retail

1. Cross Cat Co., and UFO Corporation
   Smarter Solutions for Retail  [click here]

2. ExactTarget and U.S., catalog and web retailer  NEW
   Smarter Solutions for Retail • IBM Business Partner: ExactTarget  [click here]

3. Infomedia and an International Theater Chain
   Smart Products • IBM Business Partner: Infomedia  [click here]

4. IT Consultings and a Venezuelan Grocery Chain
   Smarter Solutions for Retail • IBM Business Partner: IT Consultings  [click here]

5. LAUREL Számítástechnikai Kft. and Hungary-based food and wine merchant
   Smarter Solutions for Retail  [click here]

6. National DCP embraces vision of smarter supply chain
   Smarter Solutions for Retail • IBM Business Partner: Vormittag Associates Inc. (VAI)  [click here]

7. Sky IT Group and Leading Clothing Manufacturer
   Smarter Solutions for Retail  [click here]

8. Sky IT Group and Theory
   Smarter Solutions for Retail  [click here]
Cross Cat Co., and UFO Corporation

Smarter Solutions for Retail

**Business Need**
UFO is a home-center retail chain with 21 stores in the Hiroshima, Japan area. While the company’s friendly, neighboring-town style earned customer loyalty, the company’s traditional management systems proved inadequate as the company grew and required more sophisticated business analysis. For example, the existing system provided a view of revenue but was limited to sorting the data and did not provide insights for business planning. The company looked for a new solution to address these needs. Requirements included using the financial budget as a management key performance indicator (KPI), managing the sales budget and expense budget in a single view, and accurate monitoring of actions taken.

**Solution:**
To solve the management issue raised by UFO, IBM proposed a business management/profit management system based on the IBM Cognos TM1 high-performance enterprise planning solution for budgeting, forecasting and analysis. The solution, delivered by IBM Business Partner Cross Cat, allows centralized analysis of multi-store sales data, providing the insight needed to maximize profitability and customer satisfaction. The company can view revenue, ordering and procurement data in real time, making forecasts as accurate as possible and enabling timely planning. Designated personnel from each division of the company can directly access the system to analyze data, run simulations and proactively take action to maximize sales and profitability. Store managers can use the data to locally optimize elements such as product selection and shelf layout.

**BP Information:**
Cross Cat Co., LTD. is a Japan-based information technology (IT) company.

**Deployment:**
February 2010 – March 2011

**Reference URL:** [click here]

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**Snapshot**
- Cuts weeks from the planning cycle and enables “what-if” scenarios so stores can quickly respond to changing conditions. Provides forward-looking analysis to support the company’s 60 percent revenue growth target in the next three years.
- Gathers data from in-store systems and more than 200,000 customer cards to analyze purchases and spot trends.
- Links corporate and store-level managers with information they can use to boost sales, trim costs and share best practices.
ExactTarget and U.S., catalog and web retailer

Smarter Solutions for Retail

IBM Business Partner: ExactTarget

IBM content:
Software:
Enterprise Market Management (EMM): Coremetrics
LIVEmail; Coremetrics Web Analytics

Business Need:
This catalog and web retailer in the U.S. built a niche for itself as a catalog publication that brings an exceptional collection of merchandise to air travelers. The company maintains a website with a similar look and feel to complement its paper catalog and reach a broader audience. The retailer faced the challenge of converting the interest generated while airborne into actual purchases on the ground. By focusing on ways to make the website a true extension of the in-flight experience, the retailer could sustain the shopping momentum that travelers might lose when they once again set foot on terra firma.

The retailer believed that an email program could serve as an effective bridge between the in-flight and online experience and help meet other business objectives. With email tactics flowing from a strategy of targeted touches, the retailer could deepen its customer ties and increase company revenues. More important, capturing and analyzing user behavior on the website and applying the insights to email messaging would significantly improve the potential for the emails to hit their mark. One specific use for the new approach would be to regenerate customer interest in shopping carts they abandoned on the website.

Solution:
The retailer worked with IBM and IBM Business Partner ExactTarget to implement IBM Coremetrics LIVEmail software, which it paired and integrated with email services from ExactTarget. Coremetrics LIVEmail software provides Coremetrics marketing optimization and analytics solutions specifically tailored and configured to work with software from leading email services providers.

The configuration was designed to provide customer behavior data, derived using IBM Coremetrics Web Analytics software, that’s needed to deliver highly relevant emails through ExactTarget software. The automated process is simple: Coremetrics LIVEmail software captures keystroke activity from each customer visit to the retailer’s website and associates that behavior with the profiles of email subscribers. ExactTarget then creates and delivers emails that are appropriate to the stored profiles.

continued [click here]
ExactTarget and U.S., catalog and web retailer *cont.*
Smarter Solutions for Retail

**IBM Business Partner: ExactTarget**

**BP Information:**
ExactTarget powers permission-based multichannel communications for thousands of organizations around the world including Expedia.com, Best Buy, Papa John’s, CareerBuilder.com, Gannett Co., Inc. and The Home Depot.

**Deployment:**
June 2007 - Ongoing

**Reference URL:** click here

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**snapshot**

- Enables recapture of 3-5 percent of abandoned cart sales from shoppers who have provided email addresses, with a solid decline in lost cart revenue
- Year-over-year sales generated via email touches are up 34 percent
- Abandoned cart email boasts a 32 percent higher open rate than other promotional emails and receives an 18 percent higher click-through rate.
Infomedia and an International Theater Chain

Smart Products

IBM Business Partner: Infomedia

IBM Content:
Software:
Business Analytics: DB2 Warehouse Manager
Business Intelligence Solutions: Category Management
Tivoli: Maximo Asset Management

Business Need:
This international theater chain was struggling to deliver the consistency and quality of experience that it demanded for its customers.

At issue, the business was being overwhelmed by its own success. For the past several years, the theater chain had been experiencing a period of sustained, rapid growth, adding an average of 20 new movie theaters each year through acquisitions and the construction of new complexes. This growth, while allowing the business to witness expanding revenues and more than 166.9 million attendees in a single year, came with its own set of challenges.

The theater chain is segmented into three key departments: projection and sound, real estate and snacks. Each of these offices used independent systems to track the status and dispensation of theater equipment, such as projectors, speakers, popcorn machines, fryers and drink dispensers. With such a segmented architecture, the company lacked visibility into its available assets, making it difficult for the business to be proactive or systematic in its maintenance efforts.

The client wanted to put in place an asset management system that would offer it increased control over equipment. Ideally, the organization could then route parts or new equipment to those theater complexes that it expected to offer the greatest return.

Solution:
The business now has a holistic, cross-country and cross-departmental view of the status and location of its various assets. The organization can review existing repair and maintenance records to identify those systems most likely to break down, enabling it to take preemptive measures to stave off these outages. Furthermore, if a piece of equipment, such as a projector, goes offline, staff can instantly identify where replacement parts are within the company's supply chain. In addition, if available parts are limited, the organization can prioritize which screen should be repaired first, focusing on those theaters that historically offer higher ticket sales. In addition, the company can now perform trending on the reliability of equipment, helping to avoid the future purchase of unreliable systems.

The new architecture relies on IBM Maximo Asset Management software to provide users with a common dashboard that delivers real-time visibility into asset data, such as inventory levels, acquisition dates and maintenance records. In addition, the IBM software supports regularly generated reports and offers workflow functions that can control part distribution and repair schedules for support staff. Furthermore, the Maximo Asset Management application offers automated alert functions that can notify staff regarding service interruptions and equipment failures.

continued [click here]
Infomedia and an International Theater Chain  
**Smart Products**

**IBM Business Partner: Infomedia**

The client also uses IBM DB2 Warehouse Manager Standard Edition for Multiplatforms V8.2 software to establish a data warehouse that stores all of its customer information, such as genre preferences, favored concessions and viewing times. Using the extract, transform and load (ETL) capabilities of the software, users can analyze this data to chart consumer interest and overall service.

**BP Information:**
Infomedia is a consultant based in Mexico.

**Deployment:**
February 2004 – April 2004

**Reference URL:** [click here]

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- Cut overall equipment repair times by 40 percent, and repair times for projection and sound equipment by 62 percent
- Reduced customer complaints by 35 percent over two consecutive years
- Lowered internal preventive maintenance requirements by 38 percent
- Gained the ability to better prioritize repairs based on customer impact
- Helped validate the success of new systems more quickly and identify the theaters expected to offer the highest returns for these innovations
IT Consultings and a Venezuelan Grocery Chain

*Smarter Planet for Retail*

**IBM Business Partner: IT Consultings**

**IBM Content:**
- Hardware:
  - System x: System x: System x3250 M2; System x: System x running Linux - Red Hat
- Software:
  - Information Management: InfoSphere Information Analyzer; InfoSphere Information Server; InfoSphere Information Server Pack for SAP BW; InfoSphere QualityStage
  - Linux: Linux - Red Hat
- Solutions:
  - Global Alliance Solutions: SAP ERP

**Business Need:**
A Venezuelan grocery chain set an ambitious goal to increase revenue by 55 percent in two years, growing its business to a USD1 billion operation. First it needed to solve operational challenges. The company had 6 TB of product and customer data across multiple systems and databases, but a lack of integration meant there was no real visibility into store operations. To assemble reports on sales, inventory and financial performance, employees had to compile information manually from multiple systems – a process that took nearly a month. By the time the retailer identified problems or opportunities, the insight was already outdated.

The lack of visibility made it difficult to perform accurate inventory planning, so costly overstock and understock situations were a frequent occurrence. And it was a struggle to set pricing, especially because the government regulates and frequently modifies pricing on many of the staple goods such as milk, bread and eggs. Plus, the retailer lacked an understanding of what its customers were buying, so most of its promotional deals and merchandising attempts were carried out blindly, with no sense of how effective they would be.

The retailer needed to integrate all of its data into a single view to understand store operations from top to bottom and quickly respond to changing conditions and immediate needs. This integration would provide an essential piece of the supermarket chain’s growth strategy.

**Solution:**
With help from IBM and IBM Premier Business Partner IT Consultings, the company integrated data from its 15 stores and enterprise systems into a central repository based on IBM InfoSphere and SAP software, which gives the client heightened visibility into operations. By collecting data directly from the point-of-sale systems, the solution enables the retailer to monitor inventory levels, store sales and cost of goods on a daily basis. The company now has immediate insight into the constant flow of goods in every store: which products are selling, which ones are profitable and which promotions help drive more sales.

continued [click here]
This information helps the retailer negotiate prices with suppliers - for example, by promising that a lower price will drive more sales of a certain product. It also gives the supermarkets faster access to the government-mandated prices of many staple foods such as milk, eggs and bread, which tend to change on a daily basis. The company can now update prices quickly across its stores to help it comply with regulations.

**BP Information:**
IT Consultings is an independent software vendor and reseller based in Venezuela.

**Deployment:**
January 2009 – Ongoing

**Reference URL:** [click here]
Business Need
Based on marketing research, a majority of wine customers make better decisions by studying vignette signage in front of individual bottles of wine. With that in mind, the client, a chain of food stores in Hungary, sought to find a solution to help its clients make the best wine purchasing decisions possible.

Solution
With help from IBM Business Partner LAUREL Számítástechnikai Kft, the client implemented a collection of IBM technologies to create a touch screen virtualized sommelier, which is a trained and knowledgeable wine steward. The wine selection application runs on IBM Anyplace Kiosks located in individual stores and that are networked with IBM SurePOS 500 Series and IBM SurePOS 700 Series terminals. An IBM System x server runs the back-end applications and uses an IBM DB2 9 for Linux UNIX and Windows data server to store product and customer information.

BP Information:
LAUREL Számítástechnikai Kft. engages in the development and sale of integrated retail and wholesale commerce, catering, and warehouse information technology systems.

Deployment:
November 2009 – May 2010

Reference URL: click here

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snapshot
- Suggest wine choices based on a customer’s buying habits, wine region preferences, menu selections, current inventory and marketing campaigns.
- Deliver a broad range of product information, from basic commercial data to detailed descriptions, ingredients and health information (such as fat and calorie index).
- Help to build customer demand by offering special promotions to loyal customers as well as enabling searches by barcode, price or keyword.
National DCP embraces vision of smarter supply chain

Smarter Solutions for Retail

IBM Business Partner: Vormittag Associates Inc. (VAI)

Business Need:
The National DCP embraced the vision of the smarter supply chain of the future: a supply chain that captures events as they happen and quickly and accurately responds to the changing needs to the business. This new business model is also designed for exponential growth to accommodate the plans of the 3X expansion of Dunkin’ Brands store locations worldwide. The DCP envisioned a unified store-distribution center collaborative model to capture the benefits of operational consolidation. Through this vision, the supply chain could aggregate buying power however, major operational changes needed to be accomplished.

Solution:
Working with IBM and IBM Business Partner VAI, National DCP integrated business processes via transformation and improved management. The client is now able to anticipate marketplace changes in the business dynamics and improved responsiveness to Dunkin’ Donuts customers. A fast-forward-looking approach to business operations means Dunkin’ Donuts can now more accurately anticipate customer needs and build the capability to support the needs of current and future customers, instead of simply filling orders and responding to customer requirements.

BP Information:
VAI offers business enterprise solutions designed to navigate today’s global marketplace.
Business Need
A leading manufacturer of licensed outerwear realized that finding an efficient method of gaining better insight into store-level inventory and sales positions was critical in order to maintain a competitive position across its growing conglomerate of brands. The business intelligence (BI) solution requirements for the company’s business model called for seamless integration with its various divisions and brands; reporting functionality that could provide all levels of management and users with both dashboard views and focused analysis, and robust data management that could support its enormous weekly data files from the retailers and its own ERP system. Additionally, the retailer needed a trusted partner to provide a secure and reliable data warehouse for historical data accumulation.

Solution
With Sky IT Group’s reputation for domain expertise in retail point-of-sale analytics and notable business partners such as IBM, the company explored how SkyPAD could meet its expectations in both innovative retail reporting strategies and superior data management. The company implemented a web-based software as a service (SaaS) model built on the IBM DB2 Enterprise Edition V9.1 database platform running on a robust infrastructure of IBM BladeCenter HS20 and IBM BladeCenter HS21 servers in the Sky IT data center. SkyPAD uses these IBM support structures to collectively manage the acquisition, cleansing, warehousing and analytics of the data from each of the client’s retailer partners and company-owned retail stores, as well as from its ERP system.

Every week, data is acquired from every one of its major retailers, at every store, brand, and item. Furthermore, product activity details, location attributes, shipment notices, and supply chain metrics are sent from the company’s ERP system in daily and weekly feeds. The company relies on SkyPAD’s IBM DB2 database platform and BladeCenter server infrastructure to acquire its data, secure it, cleanse it, and warehouse it for availability of historical analysis. Within SkyPAD’s IBM structure, extensive QA testing, report configurations and substantial data warehousing are made possible. Reports can then be generated to defined users in an automated, secure, and timely fashion.

BP Information:
Sky IT Group is a single source IT solutions provider that focuses on its customers’ bottom line business results by driving technology optimization.

continued [click here]
Sky IT Group and Leading Clothing Manufacturer \textit{cont.}

\textbf{Smarter Solutions for Retail}

\textbf{Deployment:}
April 2009 - Ongoing

\textbf{Reference URL:} click here

\textbf{Primary contact information:}
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President & CEO  
Sky IT Group, LLC  
United States  
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• Identify and react immediately – for the first time – to trends at the chain, store and geographic levels. They now have the information it needs to improve productivity, margins and the bottom line.

• Seeing the same version of the truth, all the teams now work more productively at all levels.

• Incorporating SkyPAD into their retail customer relationships drives smarter region and store-level decisions on replenishment opportunities and product assortment issues.
Business Need
Apparel retailer Theory wanted to improve collaboration with its retailer partners. By actively working with the retailers to increase efficiencies and reduce costs, Theory could more effectively influence the product assortment, merchandising and promotional decisions across its diversified retail outlets.

To support this goal, Theory’s executive management, sales and merchandising teams sought a cutting-edge business intelligence (BI) platform supported by a team with domain expertise in retail analytics. The company envisioned a system that would provide user-friendly, robust and accessible reports appropriate for its executive, merchandising, marketing/promotions, sales and retail analyst teams. These dashboards, visuals and data charts would provide both aggregated and granular visibility into the performance of all its retail customers – such as Saks Fifth Avenue, Bloomingdale’s and Nordstrom – as well as its 40 company-owned stores.

Theory faced the challenge of managing the data from all these sources. Inconsistencies in file formats, data integrity and metrics – such as sales, on-hand inventory and retail dollars – across the large volume of point-of-sale data threatened the company’s objectives for timely, accurate reporting. Additionally, internal attempts to integrate the point-of-sale data with its robust product master (season, class, fabric, color, size), regional analytics (demographics, climate, region), and ERP reporting systems were consuming too many resources.

As a result, production cuts failed to align with consumer demand, merchandising created unbalanced product assortments, and sales lacked the tools to collaborate effectively with retailer buying teams to drive margins and profitability.

Solution
Moving forward, Theory selected the SkyPAD solution from Sky IT Group to address its retail reporting and data management needs. Theory implemented a Web-based software as a service (SaaS) model built on the IBM DB2 Enterprise Edition V9.1 database platform running on a robust infrastructure of IBM BladeCenter HS20 and HS21 blade servers in the Sky IT data center. SkyPAD uses these IBM support structures to collectively manage the acquisition, cleansing, warehousing and analytics of the data from each of the client’s retailer partners and company-owned retail stores, as well as from its ERP system.

Collected daily, the point-of-sale and ERP data is run through extensive QA testing within the DB2 database to help ensure the reports will reflect accurate, reliable analytics. Upon successful QA results, the clean and formatted data is deployed into the client’s predefined SkyPAD report templates. These reports empower the client’s users with instant visibility into product assortment performance at the corporate, retailer and store levels. Users can “slice and dice” the information down to virtually any level of trending, sell-through analysis or merchandising initiatives.

continued [click here]
Sky IT Group and Theory *cont.*

**Smarter Solutions for Retail**

**BP Information:**
Sky IT Group is a single source IT solutions provider that focuses on its customers’ bottom line business results by driving technology optimization.

**Deployment:**
March, 2009 - Ongoing

**Reference URL:** [click here](#)

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Telecommunications

1. KDDI R&D Laboratories selects Exa for support with next generation network-based Internet Protocol network
   Smarter telecommunications • IBM Business Partner: Exa Corporation [click here]

2. Softential and a Communications Company
   Smart products, smarter telecommunications • IBM Business Partner: Softential [click here]
KDDI R&D Laboratories selects Exa for support with next generation network-based Internet Protocol network – *Smarter telecommunications*

**IBM Business Partner: Exa Corporation**

**Business Need:**
KDDI R&D Laboratories is researching and testing the roll-out of new services on new platforms using the new technology for its next generation network (NGN)-based Internet Protocol (IP) network. However, adopting such leading edge technology requires exquisite management in order to isolate faults quickly and lower the total cost of ownership (TCO).

Therefore, KDDI R&D Labs began to research the Internet Protocol Multimedia Subsystem (IMS) management platform for its NGN-based network. The company needed to manage all of the IMS layers and gain inventory management, fault management and performance management for all management layers. To manage all of the IMS layers, KDDI R&D Laboratories needed a solution that delivered MPLS Traffic Engineering (TE) support in discovery, correlation and performance management, as well as excellent support for application discovery and modeling for all of the management layers.

**Solution:**
KDDI R&D Laboratories worked with IBM Business Partner Exa Corporation, to implement a solution based on a suite of IBM Tivoli Netcool software, as well as a number of other IBM Tivoli and IBM WebSphere products.

**BP Information:**
Exa Corporation is driving change by developing innovative CAE and CFD engineering simulation solutions.

**Deployment:**
February 2008 – March 2009

**Reference URL:** [click here]

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**Snapshot:**
- The lab’s NGN architecture delivers better visibility into network functions, enabling proactive troubleshooting.
- Multiple functions collect network data, automatically analyzing relationships and dependencies, performing root-cause analysis, and conducting integrated performance monitoring.
- Critical network management functions are interconnected in a holistic NGN/IP Multimedia Subsystem (IMS) architecture and work together seamlessly.
Softntial and Communications Company

Smart products, smarter telecommunications

IBM Business Partner: Softntial

Business Need:
A communications company has numerous devices distributed across the United States and cannot effectively monitor the necessary data to facilitate effective service management processes. Additionally, the company lacks the information necessary for determining network saturation levels when launching into new markets.

To maintain high service quality, this large U.S. wireless provider needs to analyze information across myriad network technologies to identify and resolve problems before launching new services. For successful analysis, the company needs an integrated view of the infrastructure. Using its existing system, administrators aren’t able to gain the end-to-end normalization, standardization or monitoring from its diverse environment to support capacity planning and predictive performance management.

Solution:
Working with IBM Business Partner Softntial, the company implemented an Integrated Service Management solution that features IBM Tivoli Netcool/OMNibus and IBM Tivoli Netcool Performance Manager software. The solution captures, integrates and analyzes event and performance from 9,000 base stations, 4,000 networking devices and 75,000 interface management ports, all in real time.

BP Information:
Softntial is a top provider of service management solutions for businesses that need to monitor and manage services.

Deployment:
July 2008 – Ongoing

Reference URL: click here

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snapshot

• Provides insight into network utilization and performance that will help identify the best markets and technology solutions for new services.
• Collects real-time data from 9,000 base stations, 4,000 networking devices and 75,000 interface management ports.
• Shares essential information among business groups, enabling decision makers to optimize the rollout of new services.
Travel & Transportation

1. Nieves de Chapelco keeps a closer eye on customer trends and ticket counterfeiting with real-time monitoring
   New Intelligence • IBM Business Partners: DCM  [click here]

2. NoFilis AutoID GmbH and Richter & Hess
   Smarter Supply Chain • IBM Business Partner: NoFilis AutoID GmbH  [click here]

3. Omnix Pty Ltd. and Cope Sensitive Freight
   Smarter transportation • IBM Business Partner: Omnix Pty Ltd  [click here]

4. Omnix Pty and Unique Express
   Smarter transportation • IBM Business Partner: Omnix Pty Ltd  [click here]
Nieves de Chapelco keeps a closer eye on customer trends and ticket counterfeiting with real-time monitoring – New Intelligence

IBM Business Partner: DCM

Business Need:
One of the best-known ski resort locations in Argentina, Nieves de Chapelco (or Chapelco Ski Resort) had noticed long lines at its ski lifts, but the increased ridership did not match its receipts. A victim of counterfeit tickets and similar fraudulent efforts, the business wanted to deploy a better customer tracking system. Ideally, such a system would not only help reduce fraud but also help the resort better anticipate and respond to the needs of its customers.

Solution:
Joining with IBM Global Technology Services – Integrated Technology Services, IBM Business Partner STG and IBM Business Partner DCM, the resort deployed a centralized monitoring solution that tracks the location of visitors and employees in real time. The solution, supported by IBM System x® technology, leverages radio frequency identification (RFID), enabled lift tickets and identification badges to track movement across the mountain, storing this information for later trend analysis.

Trafficmaster began using the IBM solution last year and has continued to introduce additional services for its clients. Now it has the ‘engine’ to process its valuable data, there is more potential for innovative offerings particularly in areas such as pay-as-you-drive insurance and road pricing.

BP Information:
DCM is an engineering company that provides a full set of product development and design services for entrepreneurs and large corporations.

Deployment:
May 2007 – ongoing

Reference URL: click here

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snapshot

• Provides decision makers with accurate insight into visitor counts, lift usage and employee locations, improving staffing and resource utilization.
• Helps increase sales, thanks to targeted promotions and new offerings based on trend analysis of real-world sales and usage data.
• Encourages faster response times by emergency services personnel with tracking of skiers in real time.
NoFilis AutoID GmbH and Richter & Hess

Smarter Supply Chain

IBM Business Partner: NoFilis AutoID GmbH

Business Need:
Founded in 1990 in Chemnitz, Germany, as an engineering office for packaging systems and machines, Richter & Hess VERPACKUNGS-SERVICE GmbH is a fast-growing European industrial packaging company well known inside and outside of Germany. Richter & Hess planned to move to a new, larger plant and consolidated warehouse to accommodate the growth of the business. The company had been managing the inventory manually using paper-based processes. With no IT-based inventory system, managers lacked visibility into the supply chain, forcing them to address short-notice customer requests through overproduction and overcapacity. As a result, the company had a high amount of capital locked up in inventory. The company decided to update its supply chain and inventory management systems, including intralogistics—as well as goods receiving and shipping—as part of the move to the new production, warehouse and dispatch facilities.

Solution:
Richter & Hess implemented a first-of-a-kind (FOAK) supply chain management solution designed for midsized companies. The solution employs radio frequency identification (RFID) tags and specialized track-and-trace software to capture the receiving and shipping of products. The captured data is then analyzed using supply chain management software and made available to appropriate personnel. All goods and processes are now managed electronically using real-time data, and Richter & Hess is currently evaluating whether to offer packaging with embedded sensor technology to other companies. The RFID-based processes of the FOAK solution enable Richter & Hess to gain complete transparency and visibility of their inventory and business processes with anytime, anywhere insight into current stock levels, storage period length and inventory turnover ratio.

continued [click here]
IBM Business Partner: NoFilis AutoID GmbH

BP Information:
NoFilis AutoID GmbH addresses the “Digital Supply Chain” with its software product family “CrossTalk.”

Deployment:
September 2009 - Ongoing

Reference URL: click here

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- Frees up capital by giving managers the predictive analysis they need to meet customer requests without relying on overproduction and warehouse overstocking. The solution includes a graphical dashboard color-coded by alert level to visualize inventory status and any predicted stock shortages so that preventive action can be taken.

- Captures and analyzes RFID information from sensors throughout the supply chain for complete transparency and visibility. The transparency provided by the solution has enabled the company to pin-point areas where loss of goods may occur, lower capital lock-up, and double the monthly turnover of merchandise using the same staff.

- Links executives to real-time data for decision making and gives customers Web-based access to shipment information. By collecting and integrating data from multiple sources, the solution provides new knowledge that was unavailable with previous, manual processes.
Omnix Pty Ltd. and Cope Sensitive Freight

Smarter transportation

IBM Business Partner: Omnix Pty Ltd

Business Need:
During the early stages of its business development, Cope Sensitive Freight focused its investments in vehicles, personnel and physical infrastructure. However, in 2005, with a fleet numbering over 300 vehicles and demand for its specialist services growing rapidly, Cope Sensitive Freight decided it needed to identify and implement a high-performance transport solution. To address business needs and provide its customers with the level of service expected from a national industry leader, Cope Sensitive Freight decided it needed to implement a comprehensive distribution system.

Solution:
To identify the best solution for the company, the National Business Development Manager at Cope Sensitive Freight evaluated solutions from six different companies. The company not only wanted to find a solution that would deliver the features needed to manage a nationwide end-to-end distribution system, but also find a solution provider that would work with the company to meet its needs in both the near- and long-term. Cope Sensitive Freight decided that IBM Business Partner Omnix Pty Ltd was that solution provider. The company worked with Omnix to implement its Omnix Transport Solution, SmartMove, on an IBM System x3650 server running the Linux operating system.

BP Information:
Omnix Pty Ltd is a committed contributor to the Australian Transport sector, offering a robust and proven range of software modules for organizations wishing to grow in a competitive environment.

Deployment:
June 2009 – December 2009

Reference URL: click here

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• Managing all shipments easily online by customers, new requests are assigned to drivers using built-in logic to allocate shipments, not just to the nearest driver, but including job priority and vehicle requirements. Driver runs then are immediately resorted by priority and location.
• Scanning customer-generated barcodes by drivers using PDAs at delivery or pickup, all relevant data is relayed back to the system for immediate invoicing or account update, and viewing by the client.
• Saving tens of thousands of dollars annually, the solution greatly simplifies and speeds IT maintenance and overall operations.
Omnix Pty and Unique Express

**Smarter transportation**

**IBM Business Partner: Omnix Pty Ltd**

**Business Need:**
When a new family purchased Unique Express in 2004, the owners set a goal of establishing the company as Australia’s most reputable and reliable coast-to-coast transport management company. The new managing director recognized that in order to achieve this goal, the company needed a computer-based transport solution that could encompass everything from customer self-service and fleet management to financials and remote access. Unique Express wanted a solution that would:

- Reduce administration and operational resource demands
- Improve fleet management and customer response times
- Negate the need for full-time IT support staff
- Be more agile and cost effective in meeting business growth needs.

**Solution:**
Prior to taking full ownership of Unique Express, the new managing director had already devoted several months at a previous transport company evaluating market offerings. The managing director realized that the majority of systems were based on the Microsoft Windows operating system, and lacked the speed and integration that the company desired. However, a solution from IBM Business Partner Omnix Pty Ltd was identified and included an integrated server-based system with the features and benefits Unique Express required.

Unique Express installed the Omnix Transport Solution to support strong and steady business growth. The Omnix Transport Solution delivers asset management, back-office accounting processes, warehouse management and operations management capabilities. To host the new solution, the company implemented an IBM System x3650 server running the Linux operating system. A second IBM System x3650 server, also running the Linux operating system, hosts IBM Informix Dynamic Server 10 software, a self-managing data server engine that is integrated with the Omnix solution.

continued [click here]
Growth Markets

Omnix Pty and Unique Express, cont.
Smarter transportation

IBM Business Partner: Omnix Pty Ltd

BP Information:
Omnix Pty Ltd is a committed contributor to the Australian Transport sector, offering a robust and proven range of software modules for organizations wishing to grow in a competitive environment.

Deployment:
January 2009 – August 2009

Reference URL: click here

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- Managing all shipments easily on line by customers, new requests are assigned to drivers using built-in logic to allocate shipments, not just to the nearest driver, but including job priority and vehicle requirements.
- Scanning customer-generated bar codes by drivers using PDAs at delivery or pickup, all relevant data is relayed back to the system for immediate invoicing or account update, and viewing by the client.
- Saving $1,000 weekly, the solution also eliminates the need for full-time IT support.
Wholesale Distribution & Services

1. **Belharra and Wholesale Client**  
   *Smarter Planet*  
   [click here]

2. **Japan Business Computer Corporation and Japanese Telecommunications Company**  
   *Smarter Solutions for Retail • IBM Business Partner: Japan Business Computer Corporation*  
   [click here]

3. **Tokai Information System Consultation and a Japanese Retail and Wholesale Company**  
   *Smarter Solutions for Retail • IBM Business Partner: Tokai Information System Consultation*  
   [click here]

4. **Vormittag Associates Inc., and Frank Miller Lumber**  
   *Smarter Supply Chain • IBM Business Partner: Vormittag Associates Inc.*  
   [click here]
Belharra and Wholesale Client

**Midmarket**

**Belharra and Wholesale Client**

**Smarter Planet**

**Business Need**

The client specializes in the wholesale selling of numerous products, including domestic appliances, hi-fi systems, computing and multimedia technologies, wireless phones, satellite subscriptions and antennas. It had been leveraging disparate financial reporting solutions across the 60 cost centers and 30 companies within its network. However, the financial reporting solutions could no longer efficiently support the company’s needs. Moving forward, the company wanted to implement a centralized and consolidated financial reporting solution to improve the agility of its modeling processes.

**Solution**

Working with IBM Business Partner Belharra, the client adopted IBM Cognos Express software, a comprehensive and modular solution, to effectively centralize and consolidate its enterprise-wide financial reporting processes. The company expanded its Cognos Express software with IBM Cognos Express Xcelerator and IBM Cognos Express Reporter modules. The overall Cognos solution provides numerous integrated capabilities including reporting, dashboards, modeling, “what-if” analysis and budget planning.

**BP Information:**

Belharra is a France-based services provider and IBM Business Partner.

**Deployment:**

December 2009 – February 2010

**Reference URL:** click here

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**Snapshot:**

- Shares financial data for 30 companies in real time and allows the creation of “what-if” scenarios to help predict future financial behavior and speed budgeting decisions
- Centralizes financial data across 60 cost centers and 30 companies for a unified, consistent view of financial data and key metrics
- Captures financial data throughout the organization, delivered through intuitive dashboards
Japan Business Computer Corporation and Japanese Telecommunications Company

Smarter Solutions for Retail

IBM Business Partner: Japan Business Computer Corporation

IBM Content:
Hardware:
Power Systems: Power 520 Express; Power Systems running i6
Software:
WebSphere: WebSphere Business Modeler

Business Need:
The mobile phone rental business is big in Japan and throughout Asia. This telecommunications company leases phones and provides value-added services and content to millions of people. But as the company grew, its systems and processes became disjointed. To service customers faster and generate more revenue in a highly competitive market, the company needed to upgrade its core systems without interrupting them. They needed a way to virtually test changes in process to understand how they would impact the business in the real world.

Solution:
The company implemented a business process management (BPM) solution, based on IBM WebSphere Business Modeler Advanced V 6.2.0.2, running on IBM Power 520 Express and Power Systems i6, to visualize and quantify existing business processes to check for adequacy by matching them with real values, starting with the order acceptance process, which is the company’s core process.

Working together with the consultants of Japan Business Computer Corporation, an IBM Business Partner, the telecommunications company started reviewing its business processes in July 2009, and by the end of the year, it started evaluating the new business processes using IBM WebSphere Business Modeler. Based on the evaluated business processes, the company entered into the design phase of the development of new mission-critical system in early 2010, completing the project in March, 2011.

BP Information:
JBCC provides comprehensive services relating to computer systems, ranging from consultation & planning, implementation, administration, maintenance, support, training, up to outsourcing.

continued [click here]
Smarter Solutions for Retail

IBM Business Partner: Japan Business Computer Corporation

Deployment:
July 2009 – December 2009

Reference URL: click here

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- Shortened the time required to process a rental request by 78 percent from 11 minutes 30 seconds to 2 minutes 30 seconds
- Reduced operating costs by ¥100 million
- Increased order processing productivity threefold
Tokai Information System Consultation and a Japanese Retail Wholesale Company
Smarter Solutions for Retail

IBM Business Partner: Tokai Information System Consultation

IBM Content:
Software:
Business Analytics: Cognos 8 BI Version 8.4

Business Need:
This retailer had a serious information bottleneck. Its merchandise system, a database built on top of a host system, was about 10 years old, and it showed. The system could not keep up with the real-time demands for data and the number of new products that had recently been introduced by the company. And accessing data was equally painful. Employees had to send requests to the information system department to extract data using what was more or less a manual process. Changing the wholesale price and selling price of an item took 150 seconds per process. Information system employees sometimes had as many as 45 requests per month. Prompt data access during busy seasons such as the holidays and springtime was nearly impossible. Manually extracted data was often inaccurate, and once data was extracted, it was difficult to quickly share it with other colleagues.

Solution:
It was clear that in order to speed up data aggregation and processing and add analytical capabilities, the retailer needed a dedicated database for information analytics. The company turned to IBM Business Partner Tokai Information System Consultation to help it build a smarter database. Using IBM Cognos 8 BI V8.4 software, Tokai Information System Consultation helped the retailer build an analytics database that resided on the host system completely separate from the original database. As a separate system, the IBM Cognos software database was designed to extract data and analyze it much faster than before, getting intelligent information quickly into the hands of employees who need it.

BP Information:
Tokai Information System Consultation is a system integrator and independent software vendor.

Deployment:
October 2010 – March 2011

continued [click here]
Tokai Information System Consultation and a Japanese Retail Wholesale Company cont.
Smarter Solutions for Retail

IBM Business Partner: Tokai Information System Consultation

Reference URL: click here

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- Gained the ability to process data five times faster than the old system
- Increased data extraction speeds from one hour per query to only 10 minutes
- Enabled the company to store and access an unlimited amount of past data
- Improved operational efficiency by approximately 20 percent throughout the company
Vormittag Associates Inc., and Frank Miller Lumber

Smarter Supply Chain

**IBM Business Partner: Vormittag Associates Inc.**

**Business Need:**
Frank Miller Lumber needed to improve its ability to manage its distribution, inventory and retail operations. The company sought to adopt a software solution and supportive IT infrastructure to improve its day-to-day activities within its warehouses.

**Solution:**
Frank Miller Lumber worked with IBM Business Partner Vormittag Associates Inc. to implement the S2K Enterprise Management software as an integrated data and warehouse management system for the company’s warehouse facilities and retail outlet.

Frank Miller Lumber is using virtualization technologies to maximize the flexibility of its new server environments. IBM PowerVM and VMware virtualization software are used to create numerous partitions that run the IBM i, Linux and Microsoft Windows operating systems. Additionally, IBM Global Financing was involved as a key component in the successful implementation of this solution.

Frank Miller Lumber was able to finance the IBM hardware, system software and maintenance through a 36-month Fair Market Value lease from IBM Global Financing, allowing them to avoid drawing on their existing bank line of credit.

**BP Information:**
VAI is an award winning software developer and an IBM Premier Business Partner.

**Reference URL:** click here

**Deployment:**
December 2009 - Ongoing

**Primary contact information:**
Joseph Scioscia • VP of Sales
Vormittag Associates Inc. • United States
Telephone: 631-588-9500 • jds@vai.net

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**snapshot**

- Identifies profitable customers and items, leading to improved vendor and customer relations based on volume, costs and profitability.
- Measures sales volumes, costs and quantity usage, using near-real-time data to highlight seasonal or recurring trends in business.
- Analyzes profitability, yearly comparisons, graphical trends and rankings.
- Achieves a higher level of collaboration using Lotus components, such as Sametime and Quickr to work on “what if” analysis.
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Midmarket  Markets

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BRQ, Escala Informatica and a state government in Brazil  [NEW]  [click here]
Bsoft Limited and a China health bureau  [NEW]  [click here]
CloudBroker and a research institution in Switzerland  [NEW]  [click here]
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