On Demand Insurance Business Problems

1. We lose customers because we process new policy applications too slowly.
2. Our claims processing is time-consuming and inefficient.
3. We need to do a better job of attracting new customers.
4. We need our employees to be more productive.
5. We need to grow revenue in existing accounts, and by partnering.
6. Our development teams are always behind schedule and over budget.
7. We need to gain maximum efficiency out of our IT infrastructure.

On Demand Insurance CEO
Information Technology Challenge for an On Demand Business

**Poor visibility, lack of cohesion across domains**

- Poor visibility of investments
- Lack of valuable information
- Blind decision-making

---

**Operations**
- Inability to rapidly deploy applications
- Inefficient problem resolution process
- Inadequate service levels

**Business**

**Development**
- Overwhelming complexity
- Relentless time pressure
- Uncontrolled change

---

**On Demand Business Need New Efficiencies**

Recognize the value of aligning these three domains

**On Demand business must rise to a new level of efficiency by…**

1. Align business objectives with the IT infrastructure
2. Deliver high quality applications on time and under budget
3. Operate the IT infrastructure at maximum efficiency
Achieve Optimized IT Investment Decisions - Align Priorities, Projects, People within Your Enterprise

Align IT with your business

- Balance portfolios, prioritize investments
- Align resources with strategic objectives
- Make timely, informed decisions based on accurate project data
- Ensure best practices are repeated
- Input and track time and expense
- Leverage reusable process templates for collaboration and communication
- Generate accurate data

Achieve the Most Efficient Software Development Process - The Four Imperatives

Integrated Lifecycle Development & best Practices in motion!

1. Develop Iteratively
2. Focus on Architecture
3. Continuously Ensure Quality
4. Manage Change and Assets

Iteratively = to perform multiple times

30 years of Best Practices!
Achieve the Most Efficient Software Development Process - Continuously Ensure Quality

- **Build in quality from the beginning**
- **Automate testing**
- **Bridge development, testing and operations teams**

Integrated Iterative Testing

Achieve the Best Deployment Practices with Provisioning and Orchestration

- Dynamically or manually provision capacities based on business priorities
- Optimize IT infrastructure to meet business demands
Achieve Optimal Operational Control with End-to-End Application Management

- Monitor with event correlation to pinpoint and resolve problems automatically
- Define business views and service levels to meet business objectives
- Resolve transaction problems before they affect end-users

IT Lifecycle Management Future Directions

Completes the unified Lifecycle Management process to align IT management across domains.

On Demand Business

Process
- Six Sigma, CoBIT, Baldrige
Technology
- On Demand Operating Environment

IT Service Management

Process
- Tivoli Unified Process (ITIL-based)
Technology
- Change and Configuration Management Database (CCMDB)
Process Managers

Business Driven Development

Process
- Rational Unified Process
Technology
- Software Development Platform
**The Complete Picture – Who Can Do IT Lifecycle Management**

Only IBM offers complete Lifecycle Management

<table>
<thead>
<tr>
<th>Govern IT</th>
<th>Develop</th>
<th>Test</th>
<th>Deploy</th>
<th>Manage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: IBM Competitive Project Office Research, 2005

**Fatal Flaws for Mercury**

Incomplete and inefficient Lifecycle Management!

1. Separate non-integrated independent modules for portfolio management
2. No integrated business driven development lifecycle
3. No support for automated provisioning to deploy an efficient and flexible test and production environment
4. No support for dynamic provisioning to optimize IT asset utilization
5. No smart agents that can sense accurately and can take corrective actions
6. No event correlation to intelligently pinpoint a problem

Source: IBM Competitive Project Office Research, 2005
Fatal Flaws for Microsoft

Incomplete and inefficient Lifecycle Management!

- Many products, loosely coupled attempting to achieve portfolio management
- No integrated business driven development lifecycle
- No support for dynamic provisioning to optimize IT asset utilization
- No service level management
- No transaction management and diagnostics tools
- Windows support only

Source: IBM Competitive Project Office Research, 2005

DEMO: On Demand Insurance Apply for Policy Application

View Insurance Information
Request Informal Quote
Request Quote
View Quote Details
Claims Information
On Line Payment for Insurance

On Demand Insurance Customer
On Demand Insurance – Information Technology Lifecycle Management Solutions

Govern IT Solutions
IBM Rational Portfolio Manager

Manage Change and Ensure Quality
IBM Rational ClearQuest
IBM Rational Application Developer
IBM Rational Manual Tester
IBM Rational Functional Tester
IBM Rational Performance Tester
IBM Rational Problem Resolution TK
IBM Rational Performance Optimization TK

End-to-End Application Management
IBM Tivoli Business System Manager
IBM Tivoli Service Level Advisor
IBM Tivoli Enterprise Console
IBM Tivoli Monitoring Family
IBM Tivoli Monitoring for Transaction Performance
IBM WebSphere Studio Application Monitor

Analyze, Design, and Develop Solutions
IBM Rational Unified Process
IBM Rational Software Architect
IBM Rational RequisitePro
IBM Rational ClearQuest
IBM Rational Application Developer
IBM Rational ClearCase

Accelerate Deployment
IBM Tivoli Provisioning Manager
IBM Tivoli Intelligent Orchestrator
IBM Tivoli Configuration Manager
IBM TotalStorage Productivity Center with Automated Provisioning

Are Your Customers Demanding?

Rebecca: The demanding customer commercial goes here