

e-business Infrastructure

“Technology for Business”

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22nd March 2006



Software Group

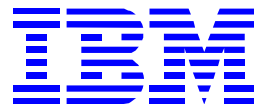
- Information
- Lotus
- Rational
- Tivoli
- WebSphere

IBM Global Services

- Business Consulting
- Integrated Technology
- Strategic Outsourcing

Systems and Storage Group

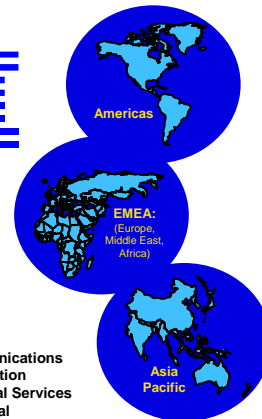
- System - i
- System - p
- System - x
- System - z
- Blades
- Disk / Tape / ...



- 320,000+ EMPLOYEES
- OPERATIONS IN 174 COUNTRIES
- > \$90 ANNUAL REVENUE

Industry

- Communications
- Distribution
- Financial Services
- Industrial
- Public
-



Geographies

Technology Group

- Microelectronics

Research

- Zurich, Almaden, Austin, New York, Haifa, Delhi, Beijing, Toyko

IBM Global Financing

- Leasing
- Financing

IBM Values ...

Dedication to every client's success

**Innovation that matters,
for the IBM company and for the world**

**Trust and personal responsibility in all
relationships**

IBM Research Worldwide



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IBM Software - Research & Development Locations

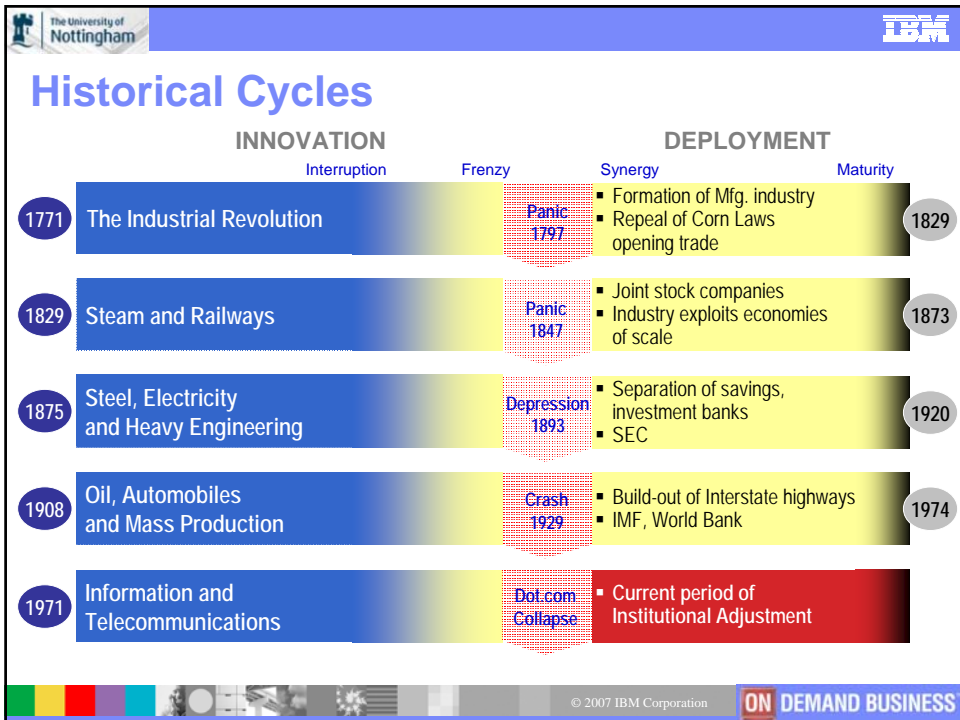
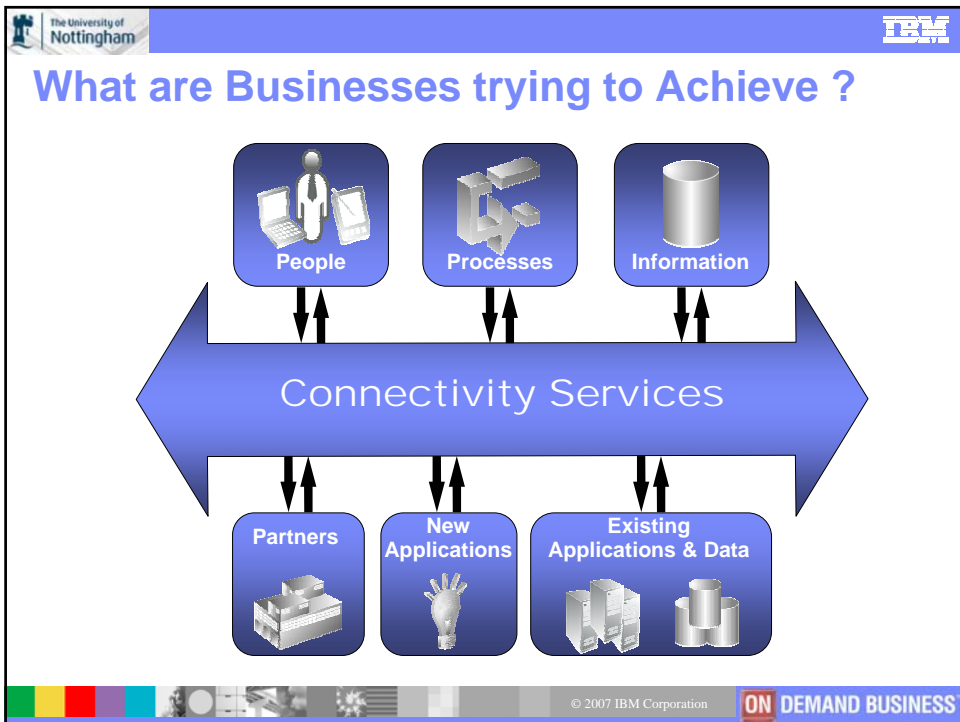
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Integration is the Key *Connecting All the Dots*

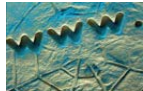
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The Three Waves of IT

Increasing Need for Integration

2000s / 1990s **Network Based Computing: e-business**
Connection / Integration 

'80s/'90s **Client / Server**
Local Empowerment 

'60s/'70s **Centralized Computing**
Functional Automation 

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Phases of e-business Adoption

ACCESS

Processes Bounded by Functions

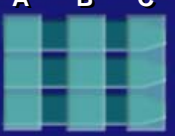
A B C



INTEGRATION

Processes Extend Beyond Functions


A B C




ON DEMAND

Business Led Processes Extend to Value Nets

A B C



Access Publish Transact Integrate Internally Integrate Externally Adapt Dynamically

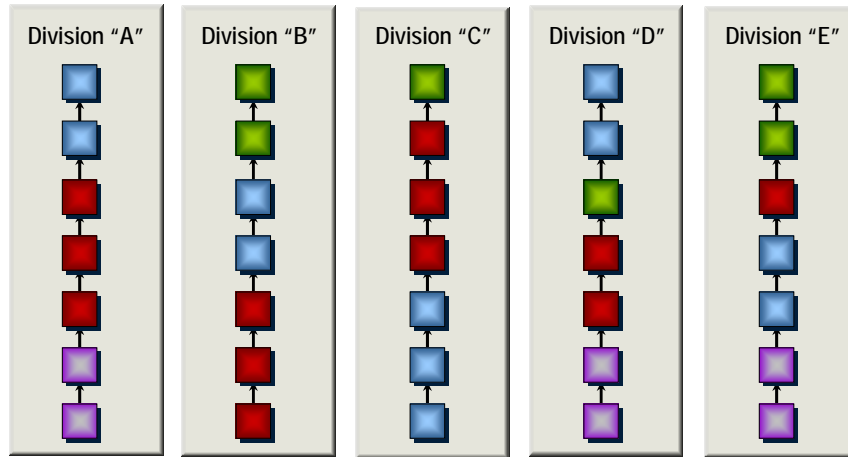


"An **on demand business** is an enterprise whose **business processes** – **integrated end-to-end** across the company and with key partners, suppliers and customers—can **respond with speed** to any customer demand, market opportunity or external threat."

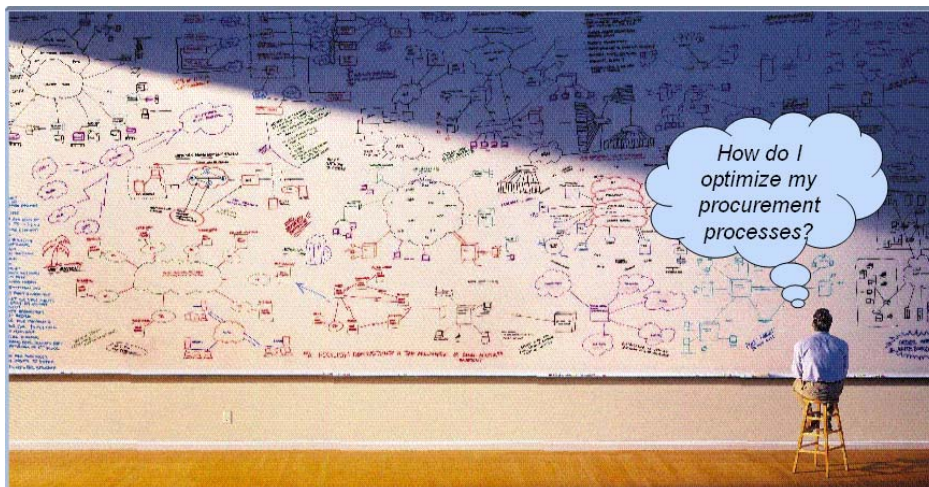
"an evolutionary journey"

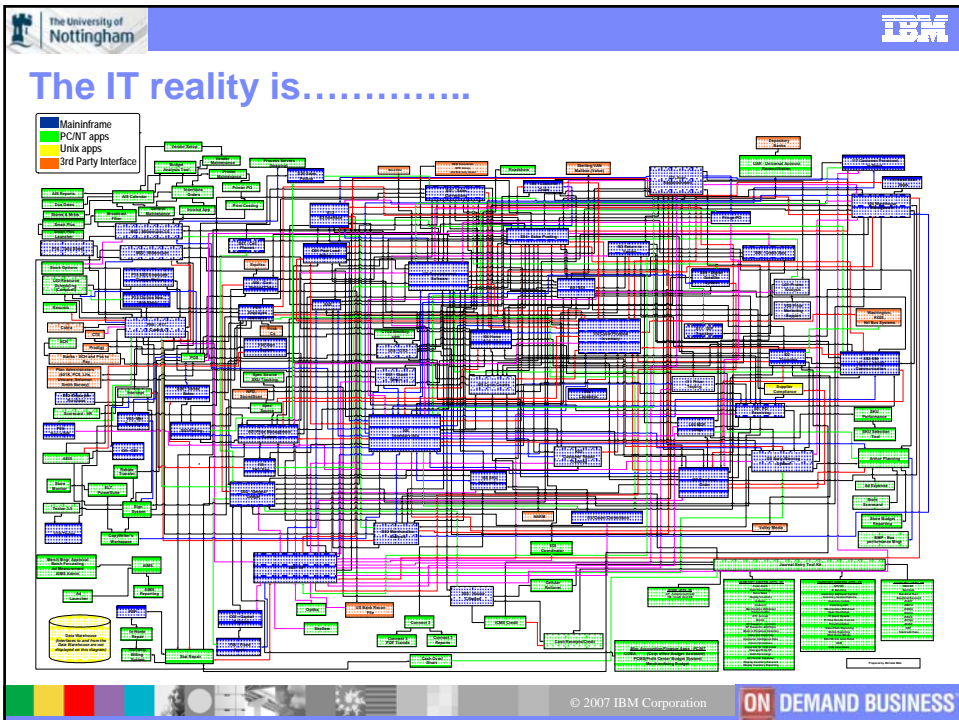
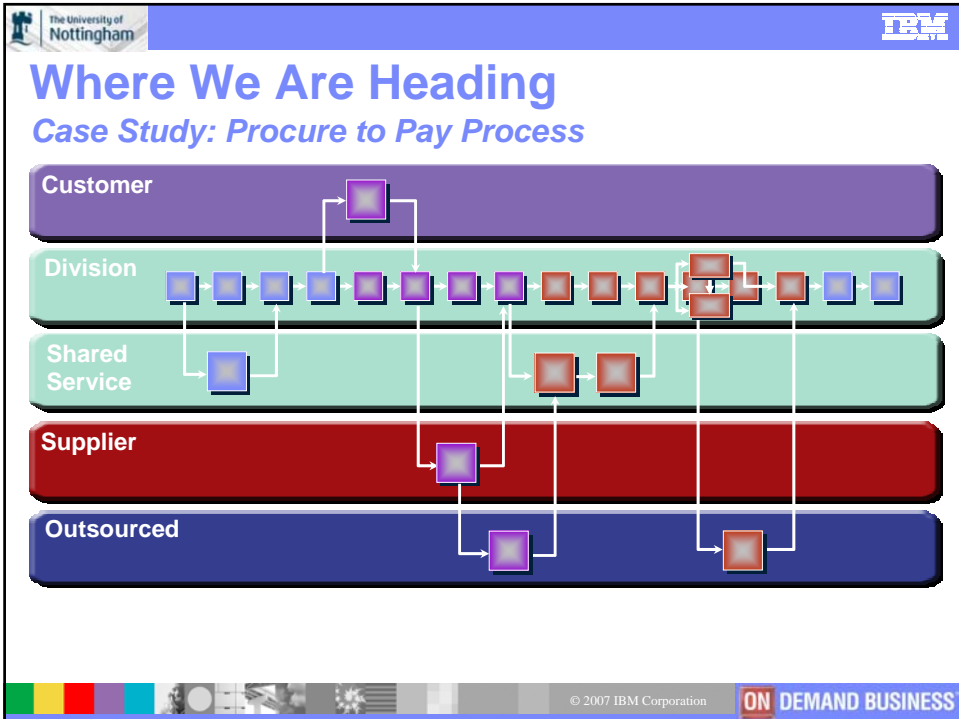
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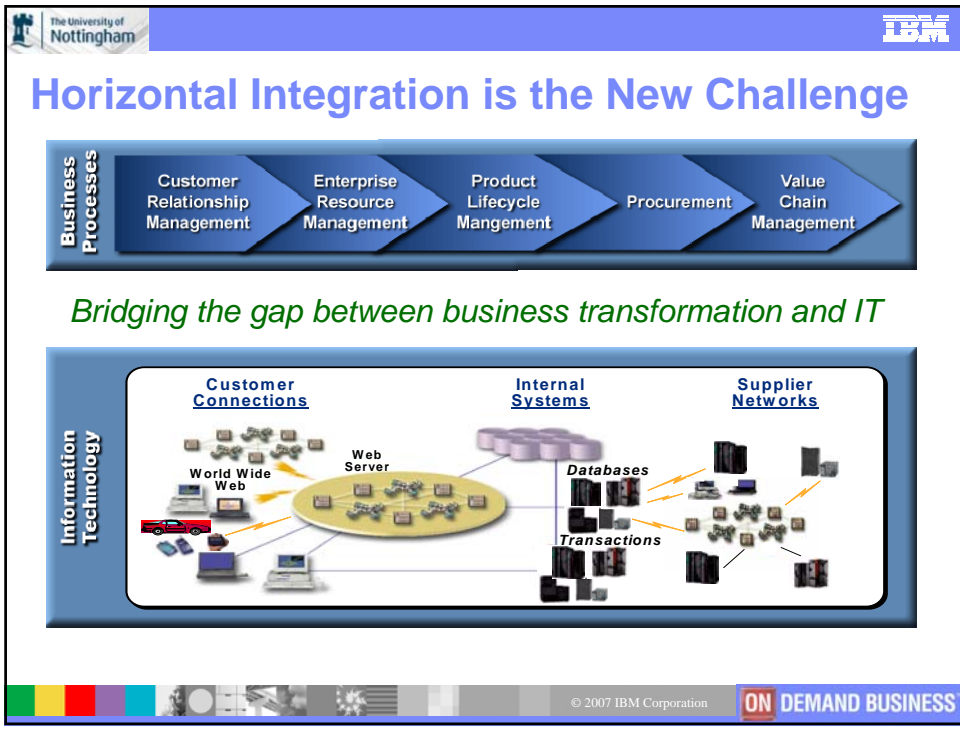
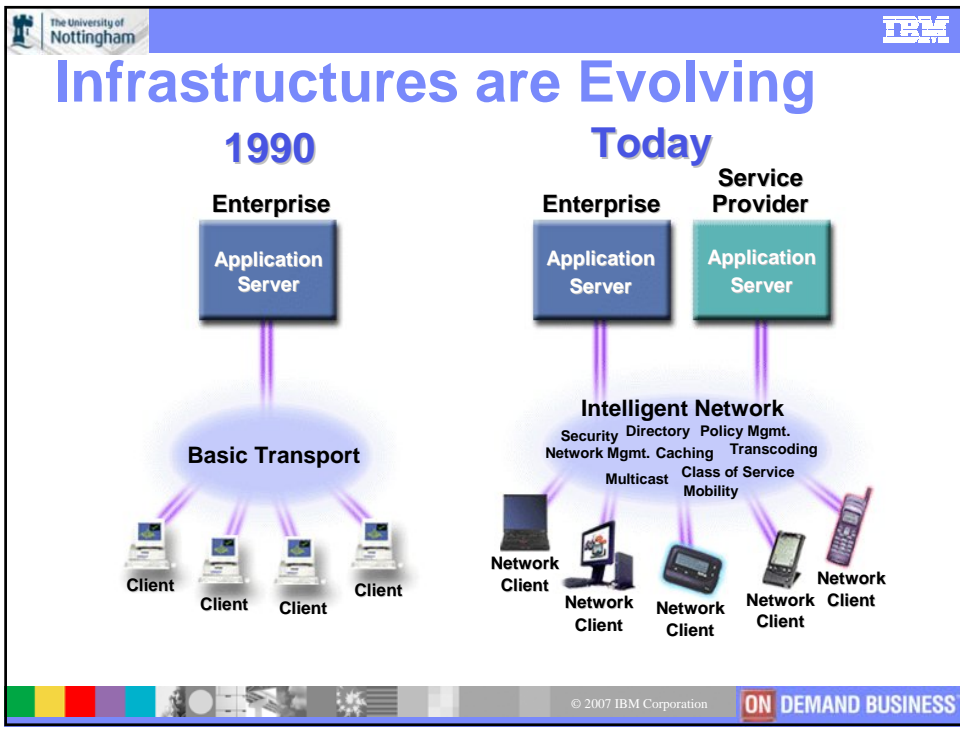
The Vertical Silo Problem

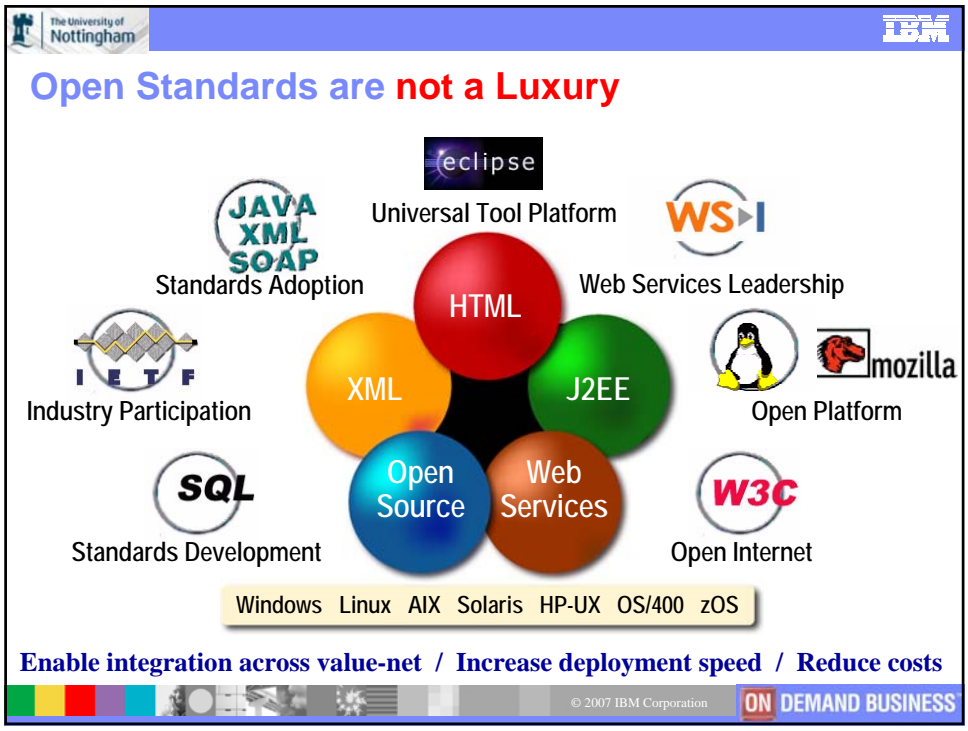
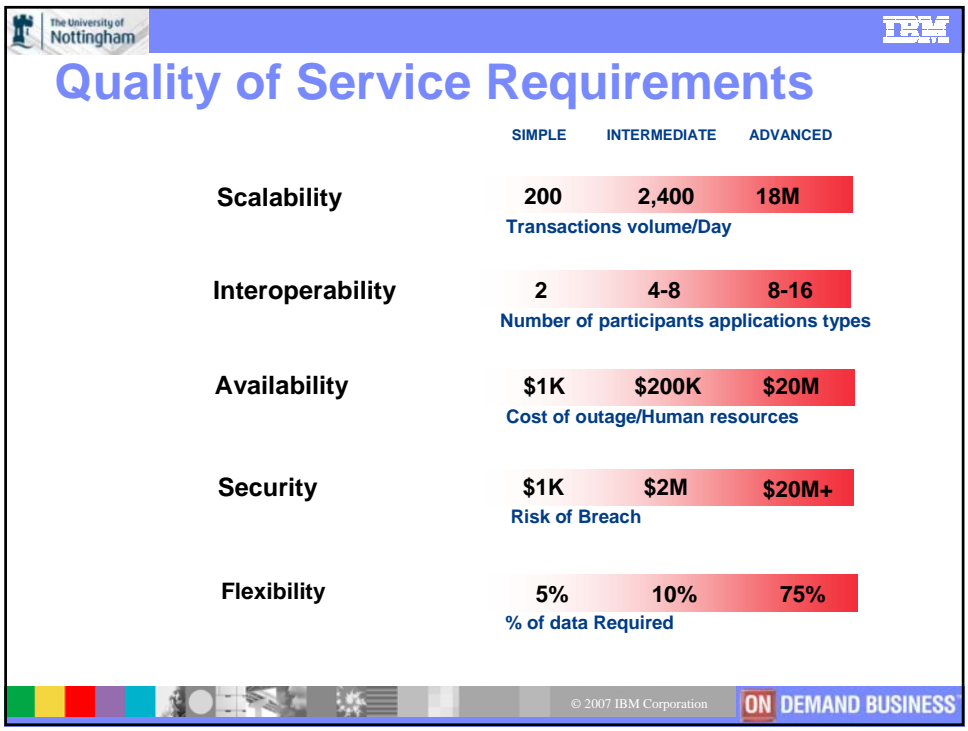


Process Improvement









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Software for an On Demand Infrastructure

Model + Assemble

Integrate People

Integrate Processes

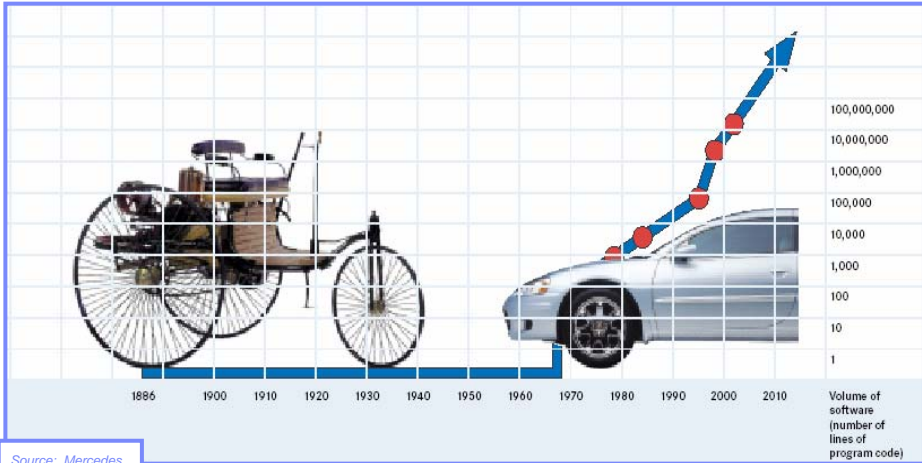
Integrate Information

Manage

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Software Development Drives Innovation



Source: Mercedes

* Gartner, April 2003, *Embedded Software Development and Management - Automotive Industry*

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Today, many people work like this...

The screenshot shows a Windows XP desktop with several overlapping windows. At the top, there's a search bar and a toolbar. The main area is filled with various applications: a Microsoft Word document titled "Release memorandum - RFA 40733", an Outlook Express window, a Microsoft PowerPoint window titled "[Working Deck.ppt]", and a web browser window showing "Expertise Profile Home". The taskbar at the bottom shows several open applications and a system tray with a clock showing 11:25 PM on Monday. The IBM logo and the text "ON DEMAND BUSINESS" are visible in the bottom right corner.

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People could work like this ... personalised and integrated with the business role

The screenshot displays the IBM WorkSpace web application interface. The top navigation bar includes "My Work", "HR", "Documents", "Collaboration", and "Manager Portal". The main content area is divided into several sections:

- Inbox:** A list of messages, including "Out of the office" from Sean Ferrell and "Please let me know" from Douglas Star.
- Client Details:** Information for a client with Customer Number 2245-8870-236, including contact info and recent communication.
- Accounts Mix Overview:** A table showing account details and balances.
- Relationship Mix:** A bar chart showing revenue trends for 4Q/2003, 5Q/2003, and 6Q/2003.
- Documents for Review:** A list of documents like "Strategy Review Slides" and "Technical Taskcore Report".
- Contacts:** A list of contacts including "Morgan Group" and "Bob Morris".
- Revenue Scorecard:** A bar chart comparing Target and Actual revenue.

The interface is clean and organized, providing a personalized view of business data and communication.

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Virtualization of Integration

“Desktop of the Future”

Portal

People
Processes
Information

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Evolution of integration technologies...

Lines of code

Direct Connectivity

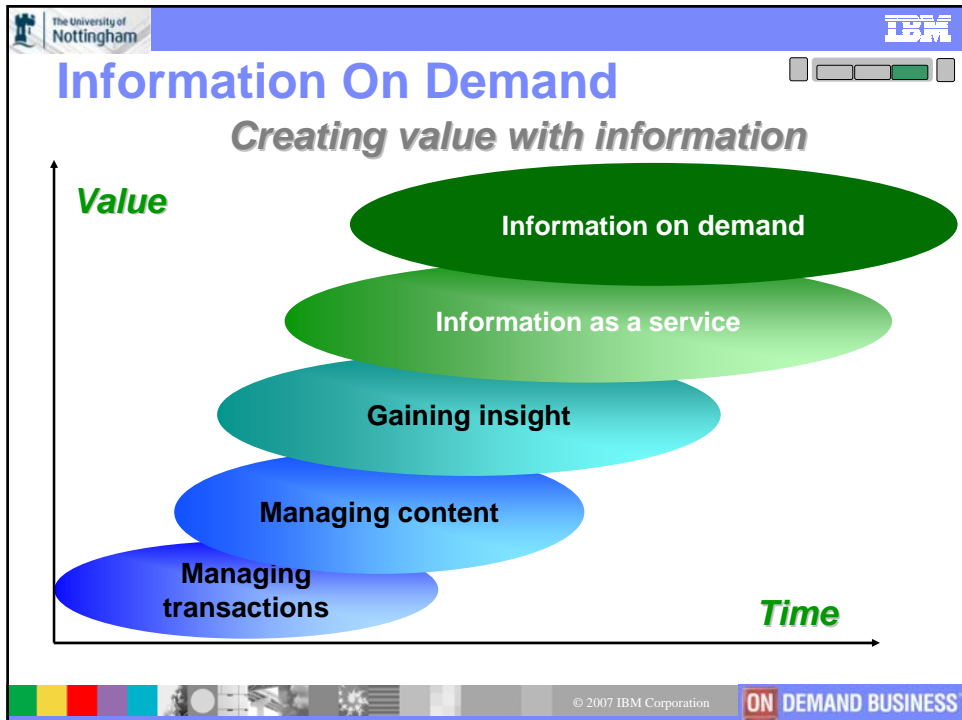
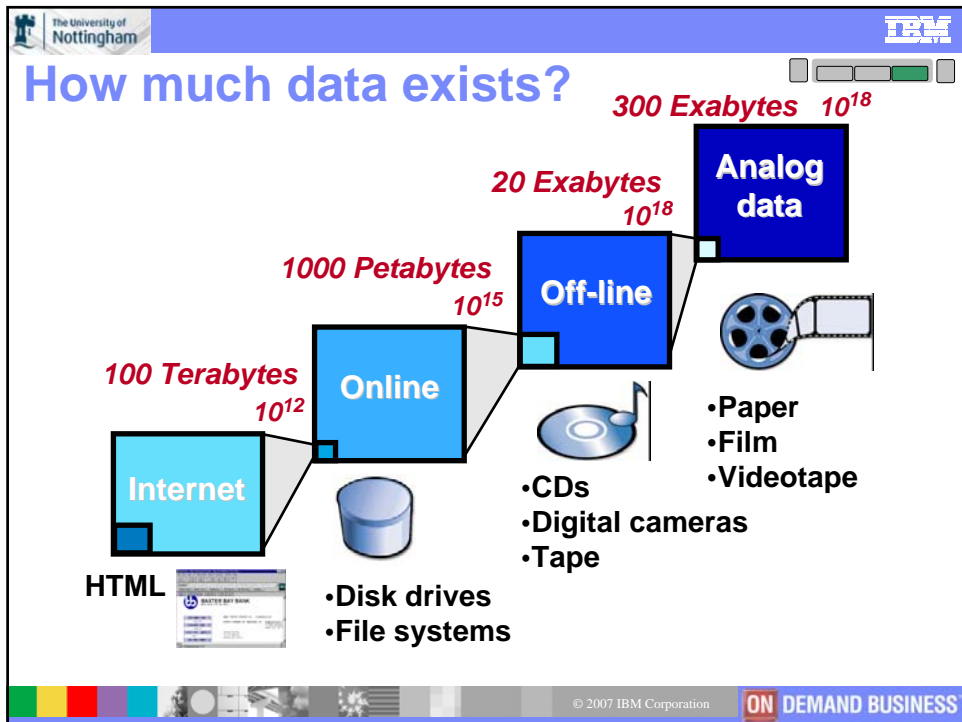
Message Queuing

Traditional Message Brokering

Enterprise Service Brokering

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IT Service Management

IT Focus
Business Focus

Element Management	IT Systems Management	IT Service Management
<ul style="list-style-type: none"> ▪ Manual processes ▪ Ad hoc practices ▪ Reactive and tactically aligned ▪ Resource intensive 	<ul style="list-style-type: none"> ▪ Automated processes ▪ Local expertise ▪ Proactive and Predictive ▪ Automated provisioning 	<ul style="list-style-type: none"> ▪ Integrated processes ▪ Best practices ▪ Automated, self managed environment ▪ Dynamic provisioning

Levels of Automation

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Infrastructure Delivering Business eBay

“With over 8,000 transactions per second, millions of users see how we do our jobs every day.”

- Converted **3 million lines of C++ to Java**
- Reuse of Java components driving **1/3 reduction in code base**
- **3 times/day, 6 days/week HTML rolls to the site**
- Once a week significant feature releases go live-to-site
- **Deployed internationally within 3 weeks**
- Nearly 30K lines of code change weekly
- **8000 transactions / second**
- **1000 million hits per day**

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Where eBay works

- From obscure to collectable art to memorabilia to weird – everything's available.
- 135 Million registered users – 40% growth p.a.
- Average trade value >\$1000 per second

The total value of goods sold on the site - \$34 Billion per annum

*Source IDC, cited in eBay Press Release Feb 10,2005

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On a typical day, eBay sells.....


- Over 1 million items
- A Video game every 8 seconds
 - 
- An article of clothing every 2 seconds
 - 

- A car every hour
 - 
- A digital camera every minute
 - 
- A piece of Jewelry every 80 seconds
 - 

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On an average day




- 11 million bids
- makes 9 million database calls
- pumps out 40 million e-mails
- >5 “Libraries of Congress” transmitted
- spews out a log file that's a terabyte in size

> 135 Million users !!

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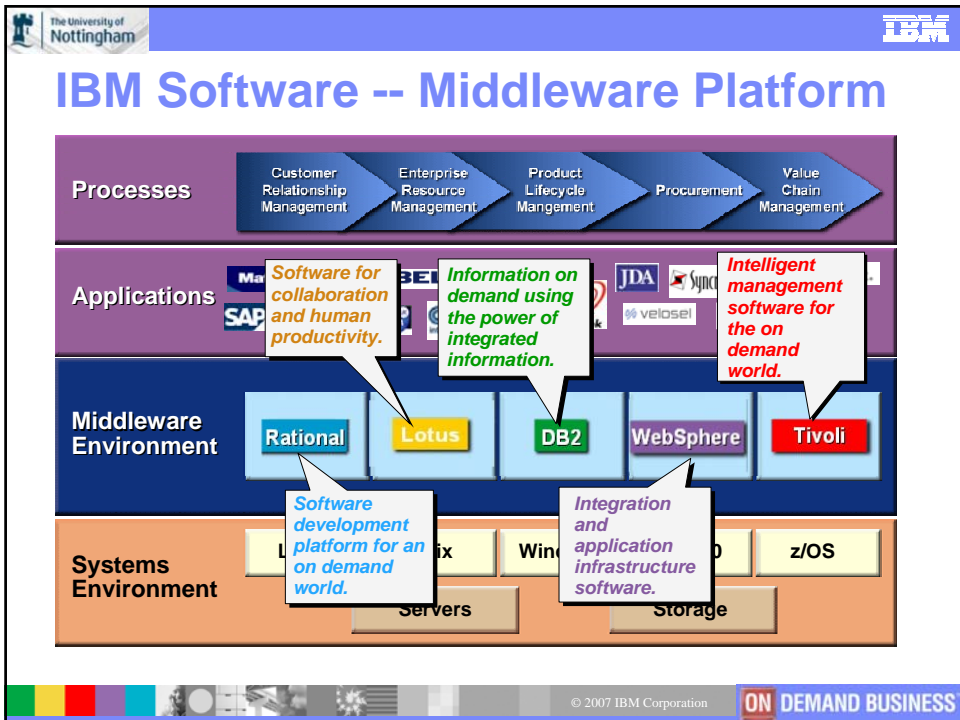
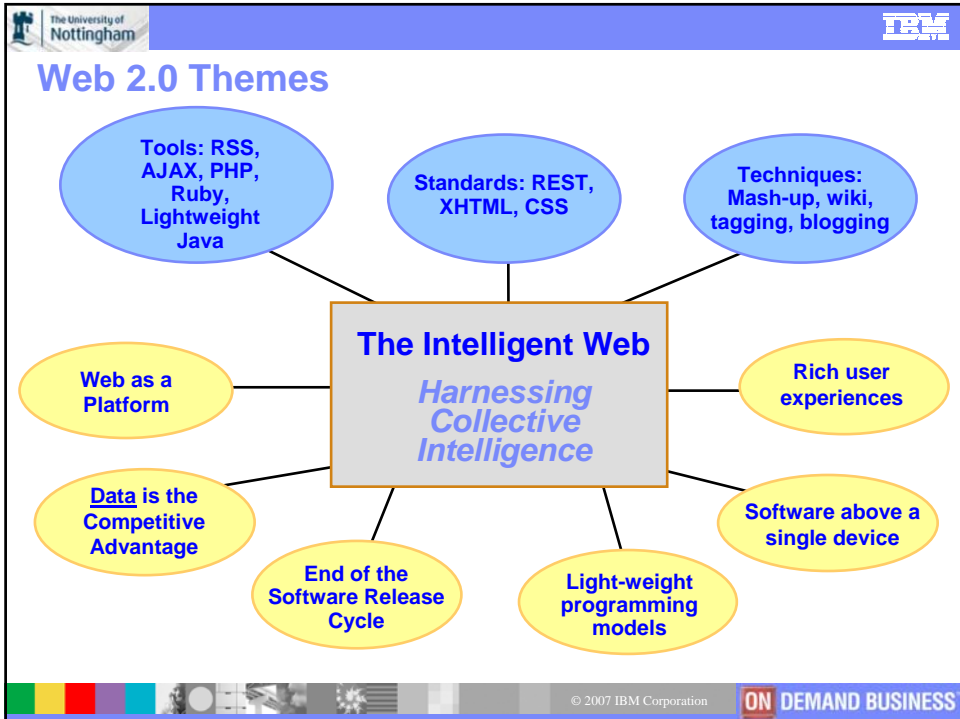
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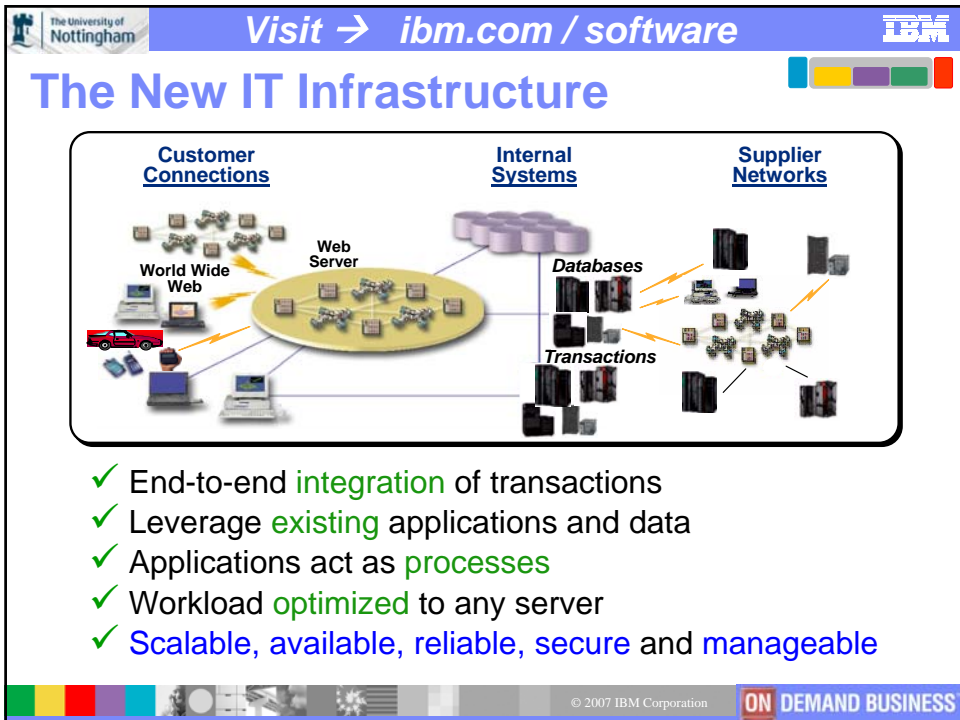
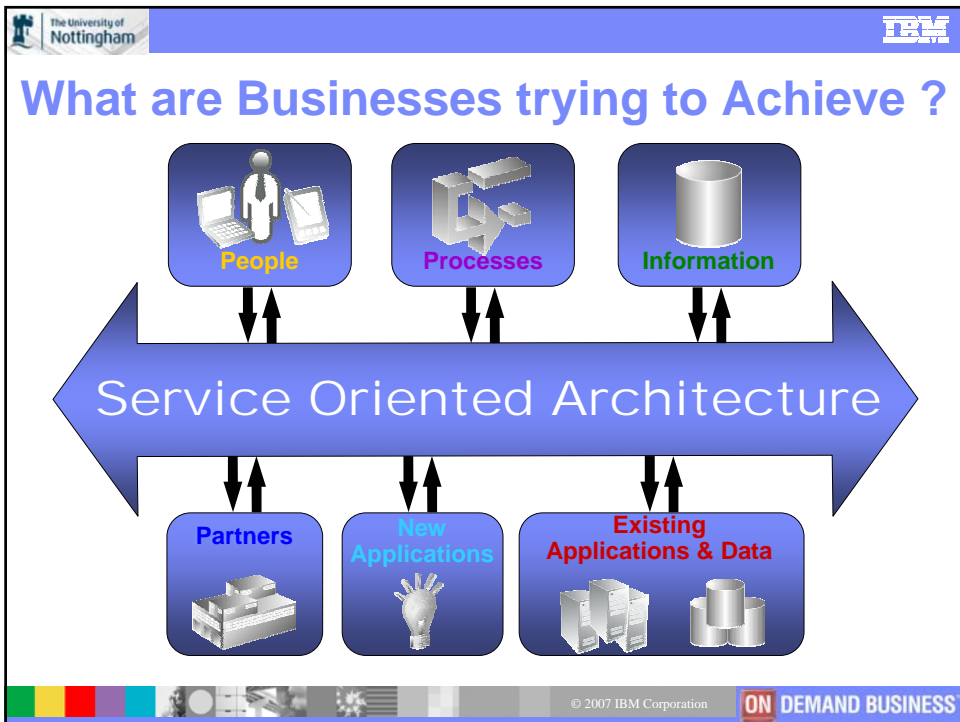
eBay APIs – Driving volumes of transactions



- eBay Web Services supports some 2.5 billion API calls per month
- Approximately half of all listings on eBay.com involve eBay Web Services
- 25,000 outside developers are using the APIs
- Participating developers have produced more than 1,600 applications

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Tivoli software

WebSphere software

→ System z™ software

When you need it now.
→ Information as a Service makes information more accessible.

Driving innovation:
→ Explore our most recent software acquisitions.

Why IBM Software
Open. Scalable. Secure. Industry focused. IBM software [products](#) and [industry solutions](#) help you innovate and become more flexible, while making the most of current resources and controlling costs.

Lotus Domino Web access for collaboration.

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Thank You

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