Reduce your on-going costs in nine months or less

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Developing Markets, IBM CEE

Current changes in economic environment affect all global markets …

Disruptive

- *Unprecedented constraints on access to credit and capital*

- *Falling demand, increased price sensitivity*

- *Disruption in supply chains*

Transformative

- *Restructuring of industries*

- *New regulatory regimes*

- *Stress on global inter-dependencies*

Month-to-month cost management is *not* enough

Firms must examine *on-going* business and IT efficiency

Companies need to take action to address the economic downturn

Reduce your on-going costs in nine months or less

With minimal cash outlays

1. **Gain real-time insight into all your cost structures**
    - *Cognos FPM*

2. **Squeeze cost out of your assets**
    - *Tivoli EAM*

3. **Reduce your infrastructure costs**
    - ⬆ *Get 30% more of your existing storage capacity* — *System Storage SVC*
    - ⬇ *Cut 30-50% of your data storage management costs* — *IBM Optim*
    - ⬇ *Spend 30-70% less on keeping your IT apps in sync* — *WebSphere DataPower*
    - ⬇ *Spend 20-50% less on keeping your Web sites secure* — *Rational AppScan*
    - ⬇ *Cut up to 50% of your travel and phone expenses* — *Lotus Sametime*

4. **Reduce the cost of doing business**
    - ⬇ *Eliminate the costs of handling and storing paper docs* — *IBM FileNet*
    - ⬇ *Reduce operational costs by automating forms handling* — *Lotus Forms*
    - ⬇ *Reduce the cost of handling process exceptions* — *WebSphere Biz. Events*
    - ⬇ *Cut your product management costs* — *Telelogic Focal Point*

Gain real-time insight into all your cost structures

Information Management software

Gain real-time insight into all your cost structures

Your challenges

Limited view of operational information found in disparate data stores, with different analytics tools and interfaces

- Can see budgets, but unable to tie those back to KPI & business drivers

- Analysis and reports from business teams are not consolidated nor connected into a holistic view

IBM Cognos TM1 Financial Performance Management

- Plan, forecast and adjust enterprise resources. Manage profits & service levels

- Reduce labor costs and inventory levels

- Easy-to-use, easy-to-deploy (4-6 months)

- Compact data storage & fast performance

- Built-in data integration capabilities to access IT-managed systems of record

Payback: typically 1-7 months

Learn more: Cognos TM1 Home Page **and** Blue Mountain Case Study with 1 Month Payback Period

Next step: Contact your IBM Information Management specialist

Information Management software

IBM Cognos TM1 FPM case study

Country:

Canada

Industry:

Media & Entertainment

Size:

Private Corporation

"I couldn't imagine budgeting and forecasting without Cognos. The application speeds up a process that was incredibly time consuming."

John Gowers, IT Director, Blue Mountain Resort

Challenges

– With 13 businesses, including restaurants, ticketing, call centers, and lodging, the client needed a single tool to run budgets, consolidation, reports, forecasts, and performance analysis of revenues trends, especially daily sales

Business results

– Payback in 1 month

– Annual ROI of 1822% estimated by Nucleus research

Solution

– IBM Cognos TM1 FPM

– Deployed across 6 of their businesses in 5 months

– Deployment team of 2; 10 employees trained on the solution

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Squeeze cost out of your assets

Tivoli. software

Squeeze cost out of your assets

Your challenges

Hidden costs due to lack of single and up to date view into your assets:

- Disparate systems used to track assets in different departments
- Overlapping terminology
- Proliferation of complex spreadsheets

IBM Enterprise Asset Management

Delivers comprehensive holistic view of all assets across your enterprise.

Allows you to reduce hidden costs:

- Reduce work orders: 20-40%
- Reduce labor hours: 10-20%
- Extend life of asset: 20-30%
- Reduce time to respond: 20-30%
- Reduce Inventory: 25-50%

Payback: as early as 6 months

Learn more: IBM Enterprise Asset Management

Next step: Contact your IBM Tivoli specialist

IBM

Tube Lines

Tivoli. software

IBM Enterprise Asset Management case study

Country:

UK

Industry:

Transportation

Size: *£4.3 Billion*

200 miles of track

2,395 bridges and structures

"Creating a single source of all asset information has provided unprecedented visibility of asset performance..."

Martyn Capes, Asset Systems Technical Manger

Challenges

– Flexible mobile architecture: Mobile workforce was a necessity
– Maximize performance and reduce passenger interruptions
– Knowledge management
– Reduce emergency repair
– RFID tag key assets and plant equipment

Business results

– Reduced cost while maintaining higher service levels
– Reduced asset failure rates
– Minimized passenger interruptions
– Streamlined maintenance processes with mobile technology

Solution

– IBM Enterprise (a.k.a. Maximo) Asset Management, including:
  • IBM Maximo Transportation industry solution
  • IBM Maximo Mobile Suite: Work Manager, Inventory, Auditor

Back to summary

Reduce your infrastructure costs

Get 30% more of your existing storage capacity

Your challenges

Inefficient use of your existing storage capacity due to:

- Spare capacity held for each server
- Rapid growth in storage and servers
- Shortage of skilled administrators

IBM System Storage SAN Volume Controller

Manages storage as one large pool reducing the total spare capacity

- Up to 30% reduction in storage costs
- Up to 75% less needed for replicas
- Doubles storage admin productivity

Payback: typically 6 to 9 months

Learn more: IBM System Storage SAN Volume Controller

Next step: Contact your IBM Tivoli specialist

IBM

IBM System Storage
SAN Volume Controller case study

THE UNIVERSITY
OF AUCKLAND
NEW ZEALAND
Te Whare Wānanga o Tāmaki Makaurau

Country:

New Zealand

Industry:

Education

"Virtualization has enabled us to remove a lot of the physical infrastructure, which means we're not using as much power, we're not using as much cooling. It has reduced our carbon footprint and lowered our operating costs while giving us room to grow."
– John Askew, system architect, The University of Auckland

Challenges

– Inadequate data availability
– Expanding data storage requirements

Business results

– Reduced data center footprint w/ server consolidation
– Reduced power & cooling costs, improved storage utilization
– Improved application availability
– Reduced total cost of ownership of the IT infrastructure

Solution

– Fully virtualized storage infrastructure
  • VMware ESX Server
  • IBM System Storage SAN Volume Controller
  • IBM System Storage DS4800, DS4100

Back to summary

Information Management software

Cut 30-50% of your data storage management costs

Your challenges

Spiraling costs of data storage and performance degradation due to:

- Rapid data growth
- Compliance requirements
- Historical data kept in production databases

IBM Optim

- Transparent archival of historical data
- Reduces production database size
- Ensures consistent SLA performance

- All major ERP, CRM, HMR apps
- All major databases
- Intuitive single-view administration

Payback: typically 3 - 6 months

Learn more: Anatomy of an Archive Project **and** IBM Optim **Data Growth Solution (Home Page)**

Next step: Contact your IBM Information Management specialist

Back to summary

Information Management software

IBM Optim case study

Country:

USA

Industry:

Manufacturing

Size:

$6B sales

Challenges

– Consistent data growth of 25% to 30% annually
– Performance issues due to data growth
– Global consolidation of 20 regional PeopleSoft instances

Business results

– Payback in 9 months
– $10M ROI over 3 years
– 60% faster processing times

Solution

– IBM Optim™ Data Growth Solution for PeopleSoft
– 6 months from start to finish
– Two consultants from an IBM BP

WebSphere. software

Spend 30-70% less on keeping your IT apps in sync

Your challenges

High portion of IT budget spent on maintaining application connectivity:

- Each point-to-point connection is manually maintained on its own
- Dozens of apps need to connect
- Increasing complexity of integration

WebSphere DataPower XI50

- Integration appliance, ESB standards-based
- Transforms disparate data formats
- Protects customer data with built-in security

- Up to 80% faster integration of new apps
- Up to 10x increase in connection speed
- Built-in connection security management

Payback: as early as 6 months

Learn more: DataPower **5 minute video, Driving Business Agility,** DataPower **XI50 home page**

Next step: Contact your IBM WebSphere specialist

WebSphere. software

A bank in Canada

WebSphere DataPower case study

Country:

Canada

Industry:

Banking

Size:

$3B+ revenue

Challenges

- Dozens of disparate, unconnected business systems
- 70% of IT budget spent on application maintenance
- Customers and partners need to be integrated quickly

Business results

- $10M savings over 5 years
- 80% faster integration of partners and customers
- 10x performance improvement, with lower costs

Solution

- WebSphere DataPower Integration Appliance XI50
- Seamless connectivity with WebSphere MQ backbone
- Scalability to meet needs for 5 or more years
- Zero downtime in 4 years

IBM

Rational. software

Spend 20-50% less on keeping your IT apps secure

Your challenges

Runaway costs of Web application security and compliance:

- On-going manual security tests
- High consulting fees
- Growing number of Web sites
- Breach notification expenses

IBM Rational AppScan

Automates Web application security and compliance assessment:

- Nearly eliminates manual testing
- Reduces risk of security breach
- Integrates security handling end-to-end, from design to deployment & operation

Payback: typically 4 - 6 months

Learn more: Automated Web application security

Next step: Contact your IBM Rational specialist

Rational. software

IBM Rational AppScan case study

Country:

USA

Industry:

Computer networking

Size :

39.5B Revenue

Challenges

– Increasing cost of Web and app security compliance
– Application testing slowing down 2000+ developer shop
– Lack of end-to-end security process

Business results

– Ability to scale testing without adding headcount
– Faster deployment time
– Decreased development costs
– Consistent and unified view of security levels and risks

Solution

IBM Rational AppScan Enterprise

Lotus. software

Cut up to 50% of your travel and phone expenses

Your challenges

- Reduce travel and telephony costs

- Increase employee productivity

- Provide superior services & support

- Connect employees, partners, and vendors in real-time

IBM Lotus Sametime

- Integrates IM, meetings, VoIP, video, telephony in seamless user interface

- Allows you to find, reach, collaborate with anyone, in real-time, anywhere

- Integrates unified communication with business processes, desktop apps, packaged apps, portals and web apps

Payback: typically 6-9 months

Learn more: Extending the value of UC with Lotus Sametime **and** IBM Lotus Sametime (Home Page)

Next step: Contact your IBM Lotus specialist

Lotus. software

IBM Lotus Sametime case study

Country:

USA

Industry:

Insurance

Size:

$60M+ in premiums

Challenges

– Increase competitiveness against larger carriers
– Better integrate independent agents into business processes
– Provide superior services and support

Business results

– 50% reduction in phone calls and associated costs
– 40% reduction in head count for same volume of business
– Improved customer satisfaction

Solution

– IBM Lotus Sametime Standard with existing web-based apps
– 3 month integrated deployment from start to finish
– IBM BP Teamwork Solutions developed & deployed solution

Reduce the cost of doing business

Information Management software

Eliminate the costs of handling and storing paper docs

Your challenges

Costs of manually handling and physically storing documents:

- Rising costs of physical storage

- Constantly changing regulations

- Growing headcount dedicated to handling papers

IBM FileNet

- Transforms paper processes into electronic documents management

- Automates compliance controls

- Advanced back-up and security reduce the risk of loss and disaster

- Provides enterprise class scalability

Payback: typically 3 - 5 months

Learn more: Access the "No Paper Weight" library

Next step: Contact your IBM Information Management specialist

Information Management software

Large Commercial Bank

IBM FileNet case study

Country:

United States

Industry:

Financial Services

Size:

$2.6B sales

Challenges

– Rising costs of physical storage
– Constantly changing regulations
– Growing headcount dedicated to handling papers

Business results

– Payback in 4 months
– 263% ROI over 3 years
– Opportunity lost each day from delay: $40,000

Solution

– IBM Records Management, IBM Image Management, IBM Business Process Management

Lotus. software

Reduce operational costs by automating forms handling

Your challenges

Handling forms manually keeps your on-going expenses high due to:

- Mailing, storage, processing costs
- Slow, error-prone approval chains
- Repeated, inaccurate data entry
- Semi-manual data reconciliation across multiple IT apps

IBM Lotus Forms

- End-to-end electronic forms processing
- End-to-end auditable record
- Built in business rules eliminate errors

- Exceptional ease of use, via browser
- Industrial strength security
- Data integration with existing apps

Payback: as early as 9 months

Learn more: IBM Lotus Forms, Download trial version, **or** Test drive it live on Lotus Greenhouse

Next step: Contact your IBM Lotus specialist

IBM Lotus Forms case study

Country:

USA

Industry:

Government

"The Forms Content Management program will not only provide fillable eForms, storage of data, and enable a form to be pushed from PC to PC using digital signatures, the program will also provide the US Army the means to develop one single enterprise solution for automating functional business processes."

– Jeanne Harman, Chief of the Army Publishing Division

Challenges

- High cost and data inaccuracy of manual form processing
- World's largest inventory of 100,000+ paper based forms

Business results

- $1.3B / year estimated savings in administrative costs
- 30% less time spent to fill out forms
- Regulatory GPEA compliance with digital signaure

Solution

- Lotus Forms and WebSphere Portal
- Secure digital signatures available for each form
- IBM BP provided additional products & services

WebSphere software

Reduce the cost of handling process exceptions

Your challenges

Delayed response to business events causes waste and even missed sales:

- Manual and slow exception handling

- Ineffective inventory management

- Poor response time to prospects slows or even prevents sales

WebSphere Business Events

- Automates the handling of business events

- Detects, decides, and dynamically reacts based on user-defined relationships b/w people, events, and information

- Business users define the events that require timely and proactive actions

- Works with existing apps and BPM tools

Payback: as early as 6 months

Learn more: Business Event Processing Webcast **and** WebSphere Business Events home page

Next step: Contact your IBM WebSphere specialist

Back to summary

WebSphere. software

WebSphere Business Events case study

Major Healthcare Company

Country:

United States

Industry:

Healthcare

Size:

Working with 10,000 clinics

Challenge

– Profits depend on ability to monitor in real-time the proper delivery of injections and vaccines
– Slow responses to tampering, adverse reactions, and pandemics increase therapy costs

Business Results

– 90% reduction in therapy costs when handling exceptions
– 60% less time developing new patient / healthcare solutions
– On-the-fly resource optimization due to visibility into events

Solution

WebSphere Business Events

Rational. software

Cut your product management costs

Your challenges

Unable to align project and product value to business initiatives due to:

- Vague portfolio decision criteria
- Lengthy time-to-market
- Poor cost/benefit diligence

IBM Telelogic Focal Point

Transparent view across entire portfolio:

- Identify customer value & product costs
- Visualize value to aid decision making
- Analyze multiple scenarios
- Balance the investments

Payback: typically 4 - 6 months

Learn more: Value Driven Product Management

Next step: Contact your IBM Rational specialist

IBM Telelogic Focal Point case study

Country:

Switzerland

Industry:

Power, Industrial Automation

Size :

34.9B Revenue In 100+ countries

Challenges

– Expensive, disparate and time consuming process to track and prioritize product requirements for all markets
– Duplication and inaccuracy due to use of word processing documents and spreadsheets to track requirements

Business results

– Reduced development costs
– Improved productivity and employee satisfaction
– Increased competitive advantage

Solution

– Telelogic Focal Point software

Next steps with your IBM Software specialist

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   - ⬇ *Cut your product management costs*

Payback time is typically 1 – 9 months based on exact project scope.
Cost reduction numbers are indicative and may vary.

- **Conduct workshop with IBM**

- **Decide which costs to tackle first**

- **Approve selected projects**

- **Start cutting your *on-going* costs**