Client Innovation and Delivery Update

Issue 17 – July 2015

A regular look at new capabilities we are driving with our outsourcing clients and an ‘under the bonnet’ look at deployed continuous service improvements.
Welcome to the latest edition of the **Client Innovation and Delivery Update (CIDU)** created for IBM’s Infrastructure Services outsourcing clients in the UK & Ireland. The update includes summary articles with follow-up links and contacts – covering client success stories, ‘under the bonnet’ delivery-focused continuous service improvements and wider innovation agenda topics.

As a client success story, we highlight the work done on analytics with Avon & Somerset Constabulary in their fight against burglary. From a service delivery perspective, this issue provides latest up-dates on two major programs using insights from analytics to manage IT service performance – OAP and PASIR. On a wider client innovation perspective we feature IBM’s partnership with Facebook and lessons from IBM’s own deployment of analytics-based tools. Also highlighted is the next Technology Innovation Exchange event on 13th October and a major announcement on IBM’s support to the Hartree Centre at Daresbury in high performance computing, big data and analytics.

As always, please let us know what you think of this edition by visiting this link: [http://ibm.biz/cidu-feedback-jul-2015](http://ibm.biz/cidu-feedback-jul-2015)


We are looking to deliver CIDU content on a number of additional channels and formats which will make the content easier to access. As usual, we welcome your ideas.

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**Danny Williams**  
IBM Chief Innovation Officer  
Global Technology Services  
UK and Ireland

**Stephanie LaHive**  
IBM Client Excellence Executive,  
Global Technology Services  
UK and Ireland
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Avon & Somerset Constabulary win Aecus Innovation Award

‘Risk-based’ predictive modeling assistant tool to help tackle burglary crime

Burglary is a personal and intrusive crime that carries high emotional impact to victims and is a priority for the Avon & Somerset Police and Crime Commissioner (PCC). The Constabulary was set clear goals by the PCC to become a national leader in reducing the risk of becoming a victim of burglary and bringing burglary offenders to justice.

As part of the Southwest one Joint Venture between IBM and three public partners, a structured approach to developing and delivering innovation was agreed, focusing on areas which drive real value for the organisation and the citizens they serve. One of the key innovation themes agreed has been how analytics can be used to drive real value for the police force.

In response to the burglary challenge facing the Constabulary, a suite of burglary predictive models were built using IBM SPSS Modeller software to support intelligence staff, investigators and local policing teams. The predictive outputs aim to:

• identify those nominals at greatest risk of being an active burglar and automatically identify the intelligence gaps surround the individual

• automatically generate a ‘top 10’ most likely suspects for any burglary and cross-reference with ANPR hits

• highlight geographic areas at greatest risk of burglary and cross reference with most likely suspects in the area

Offender managers are now able to identify unmanaged offenders who are likely to be active to ensure that no one ‘slips through the net’.

Investigation teams now have an instantaneous starting point for identifying potential suspects that would previously have required hours, if not days, of research to produce.

High risk burglary areas, of a manageable size, are identified on a daily basis with a given level of confidence and accuracy. This allows officers and staff to identify a cost-effective response and expect a certain level of ‘return’ in terms of burglary reduction and prevention for that area.

For further info:
https://www.avonandsomerset.police.uk/newsroom/constabulary-awarded-the-aecus-innovation-award/
For more on this topic, please talk to your account team who will contact the IBM subject expert, Craig Ferguson (UK & Ireland)
Up-date on PASIR (Predictive Analytics for Server Incident Reduction)
Combining server and incident data with analytics to prioritise refresh plans and cloud migrations

In the Feb 2014 edition of this report, we featured the PASIR analytics tool which allows managers of larger server estates to build reliable views of those platforms experiencing the most outages and impacting service quality. This insight then drives highly targeted refresh and cloud migration plans.

PASIR resulted from a global collaboration between IBM Research and IBM Service Delivery and combines server data, utilisation data and incident records together with advanced analytics capabilities.

The toolset continues to be deployed globally (including UK and Ireland outsourcing accounts) with some striking benefits including:

- major incidents down by 23%
- 88% reduction in problematic servers
- Severity 1 incidents reduced by over 60%
- 7-times reduction in incidents per server per month

PASIR has now been deployed for over 120 clients globally involving over 150,000 servers – building a significant base of knowledge for clients to leverage. Based upon this success, PASIR is now available in a services model for clients who do not already have their servers managed by IBM.

Clients benefits:

- improved overall service quality
- identify ‘at risk’ application environments
- identify servers to prioritise for cloud migration or refresh

For more on this, please talk to your account team who will contact the IBM subject expert Craig Ferguson (UK & Ireland)
Smart Cloud Control Desk – Accelerating Request Fulfilment

Service management tooling helps to speed up server service provisioning

As reported in our April edition, IBM has recently launched its comprehensive service management suite, Smart Cloud Control Desk (SCCD). It promotes **improved service quality and greater agility** in response to changing client business needs.

At one UK client, SCCD was recently able to dramatically accelerate the fulfilment of service requests related to server provisioning, decommissioning and project management. Whilst these services were already part of a catalogue of standard items available to the client, SCCD enabled existing workflow to be automated and streamlined, **dramatically reduced processing times** by up to 90%.

Key to the deployment’s success were agile development techniques used to configure SCCD to best meet user requirements. The tooling also facilitated wider access within the client to the service request process.

Client benefits:

- **improved user experience and productivity**
- **faster order tracking and fulfilment**
- **greater agility to new service requests**

For more on this topic, please talk to your account team who will contact the IBM experts, Darrell Peatross and Tamas Haller
Rapid Server Deployment Outside the Cloud
A model based on standardisation, dramatically reduces non-cloud virtual server deployment timescales

Enterprise IT today is all about speed and agility – deploying new servers quickly as business needs dictate. Whilst many of IBM’s outsourcing clients are exploiting hybrid private and public cloud solutions, sometimes the best fit is to deploy new virtual servers rapidly on existing non-cloud hardware to meet new production needs.

IBM is therefore working with a range of clients to transform virtual server deployment timescales. At its heart is a highly collaborative process:

- agreeing a framework for likely future client capacity needs
- fast-tracking of individual server requests
- standardisation of ‘build-sheets’ to codify client requirements
- timely review processes to confirm requirements
- automation of server builds
- faster security assurance checks

The results are servers available sooner for client content loads – and subsequent production deployment. Client feedback has been extremely positive.

Having proven this approach, IBM is working with a range of clients across the UK and Ireland to achieve the same stream-lining.

Client benefits:
- fast virtual server deployments
- improved server standardisation
- improved reliability via build automation
- deployment to existing infrastructure

For more on this topic, please talk to your account team who will contact the IBM subject expert, Thomas Weber
IBM and Facebook Partnership

Delivering personalized brand experiences through people-based marketing

IBM recently announced a partnership with Facebook to support our clients’ marketing activities. The collaboration enables marketers to personalise campaigns and deliver them at just the right moment.

IBM and Facebook are collaborating to help brands better understand consumers’ wants and needs and enable them to deliver highly-targeted campaigns built around those preferences. By integrating IBM’s deep enterprise analytics with Facebook’s ad capabilities such as Custom Audiences, brands can use the information shared on Facebook to tailor messages and marketing outreach to align more closely to the consumer’s interests and preferences for a more personalised experience.

The collaboration enables brands to strengthen customer relationships and become more responsive to their preferences by applying deep enterprise analytics to their Facebook interactions.

Companies will be able to combine these insights with other relevant information (including weather, location, and purchase history) to deliver more relevant customer experiences.

IBM Journey Analytics allows marketers to analyse and understand how past interactions from Facebook and other channels can contribute to specific outcomes. Marketing teams can bring these insights into IBM’s Journey Design to quickly collaborate and design new journeys. These tools help marketers determine the audiences they want to target in Facebook's advertising platform and launch campaigns.

Facebook is joining the new IBM Commerce THINKLab - a research and collaboration environment. Here IBM researchers, Facebook experts and others will be available to work side-by-side with brands to accelerate the development of new technologies designed to personalize customer experience and be delivered through the service.

For more information please visit: http://www-01.ibm.com/software/marketing-solutions/ibmandfacebook/
Please also see the THINKLab website: http://www.research.ibm.com/thinklab/
How To Get The Most From Analytics
Learn from IBM’s analytics journey in this new report from the IBM Institute for Business Value

In 2013, IBM CEO Ginni Rometty predicted that in the coming years, “many more decisions at your company or entity will be based on predictive analytics and not your gut instinct or experience.” Recent IBM project work has validated this hypothesis, as our internal partners are demanding data-driven guidance to inform their critical business decisions.

A new report shares real stories of IBM’s experiences, and uses them to illustrate the four critical elements that help to ensure that you don’t just deliver analytics, but also use them to meet your business goals.

1. **Prime the field** – There are no perfect data sources, so select sources based on the potential for broad acceptance, rather than initial perceived perfection

2. **Ease their pain** – Analytics in a vacuum cannot generate value. Provide relevant insights that are easy for users to quickly understand and act upon

3. **Go the distance** – Delivering an analytics project is great, but once you have those relevant insights make sure that they make a difference by mandating the integration of analytics into the business-as-usual workflow

4. **Expect improvements** – Incorporate feedback mechanisms to cleanse data and foster new stages of future analytics

For more on this topic, please talk to your account team.
Expansion of IBM’s High Performance Computing Partnership with the UK Science Technology and Facilities Council

Out of the more than 2.5 million gigabytes of data being generated each day, only 10% of that data is being analysed and captured. This represents a significant loss in the advancements which could be made to increase economic, scientific and social impact.

The UK Hartree Centre, since its launch in 2012, has been focused on developing, deploying and demonstrating high-performance computing solutions in collaboration with IBM Big Data and Analytics Technology and highly skilled scientists. It has enabled companies to quickly identify the value in their data and then design their own Big Data Technology systems to meet their individual business needs. This can be anything from developing new products more quickly and cheaply to better understanding diseases and developing new drugs.

Following on from the UK Government’s £113 million commitment in its Autumn Statement to expand the Hartree Centre at Daresbury over the next five years, IBM will further support the project with a package of technology and onsite expertise worth up to £200 million.

IBM’s contributions will include:
- access to the latest data-centric and cognitive computing technologies, including the ‘Watson’ cognitive computing platform
- at least 24 IBM researchers to be based at the Hartree Centre to work side-by-side with existing researchers

The Hartree Centre is already helping businesses like Unilever and Glaxo SmithKline use high performance computing to improve the stability of home products such as fabric softeners and to pinpoint links between genes and diseases.

For more on this topic, please talk to your account team who will contact the IBM subject expert David Moss. You can also find more information here: [http://www-03.ibm.com/press/uk/en/pressrelease/47061.wss](http://www-03.ibm.com/press/uk/en/pressrelease/47061.wss)
Technology Innovation Exchange – October 13th 2015
12th event is themed around ‘Future of the Data Centre’ and cloud

We are pleased to announce that the 12th Technology Innovation Exchange (TIE) will take place on 13th October in IBM London South Bank. These extremely popular events are aimed at engaging on innovation subjects with our services clients, sharing experiences and networking between client and IBM experts. In particular, the events also share the latest thinking from the wider IBM and its research labs.

The broad agenda on this occasion is themed around ‘future of the data centre’ and cloud:

- keynote by Mickey Iqbal (IBM Fellow and automation specialist)
- the importance of cloud infrastructure
- lessons from the field on hybrid cloud

In addition, we have a client presentation, the ever popular demo sessions and news of a new IBM partnership with the Hartree Centre at Daresbury in the field of big data and analytics (see page 11).

Registration for the event will be available shortly. We anticipate another fully subscribed event and would like to thank all our clients for the continued support and success of this programme.

Invitations are being extended by IBM account Project Executives. For any questions please contact your IBM account team, who will follow up event organisers Trevor Clifton and Danny Williams. More details on YouTube at https://www.youtube.com/watch?v=NOGRuuKd39g
Questions and/or Feedback?

As always we welcome questions, feedback and input.

Please take a minute to visit the link below to provide feedback and suggestions for future editions.


Please also contact your IBM account team or email Danny Williams danny@uk.ibm.com