A regular look at new capabilities we are driving with our outsourcing clients and an ‘under the bonnet’ look at deployed continuous service improvements.
Introduction

Welcome to the latest edition of the **Client Innovation and Delivery Update** created for IBM’s Strategic Outsourcing clients in the UK & Ireland.

The update includes summary articles with follow-up links and contacts – ranging from ‘under the bonnet’ delivery-focused continuous service improvements to wider innovation agenda topics and client examples.

From a service innovation perspective, this issue highlight tools and best practices for server monitoring, storage management and help desk service satisfaction. On client innovation we cover IBM’s Global Technology Outlook 2014, a new IBM study on data and analytics plus the latest on how the IBM X-Force team analyses the latest security threats. We also highlight a recent award for an IBM/client project.

Let us know what you think… and don’t forget that this and previous editions are also available online


Tony Morgan, IBM Strategic Outsourcing Chief Innovation Officer for UK and Ireland

Jon Grubb, IBM Client Excellence Executive, Strategic Outsourcing UK and Ireland
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Server monitoring is critical to ensuring high service availability. Ensuring the health and coverage of your monitoring operating is therefore key - verifying on a continuous basis that all servers within the estate have monitoring functions correctly configured. IBM's Account Monitoring Agent Reporting tool (AMAR) provides this verification facility.

By running a routine (e.g. weekly) check, AMAR will allow service delivery operations staff to **check that monitoring is correctly operating across the estate** – i.e. that server operating system monitoring agents are both on-line and have event situations locally defined on each server.

AMAR report filtering options also allow operations staff to isolate and report in detail on those servers where corrective actions are needed in order to reinstate correct monitoring operation.

The AMAR tool is driving significant client benefits:

- Promoting **greater assurance around server monitoring** and service quality
- Freeing up IT operations staff for more pro-active support tasks

AMAR has been deployed across a range of client server estates and is also undergoing further development.

**For more on this topic, please talk to your account team who will contact the IBM subject experts, Phil Singer or Derek Schofield**
Client Satisfaction Sensitivity – Improving Help Desk Service

A detailed analysis of client satisfaction data provides a clearer path to improving Help Desk performance.

The Help Desk is the day-to-day link with end users and therefore represents the ‘face of IT’. Optimal client satisfaction with the Help Desk function is therefore essential.

IBM has developed a sophisticated modelling approach which analyses Help Desk client feedback surveys. Rather than focus purely on drivers underpinning dissatisfied responses, it conducts a multi-variate sensitivity analysis of all responses addressing overall satisfaction, Help Desk speed of response, resolution outcomes, agent professionalism and knowledge.

Based on the resulting sensitivity picture, the analysis then generates a prioritised list of ‘causes’ as barriers to optimal satisfaction – which in turn are linked to standard service improvement interventions.

This approach compiles a more complete ‘voice of the customer’ than conventional approaches and analysis from the account, in turn, contributes to future best practices.

Client satisfaction sensitivity analysis is driving significant client benefits:

- improved Help Desk experience for client IT users
- faster service improvement by focusing on highest impact areas.

The sensitivity analysis package is available across UK & Ireland – and is most effective where the IBM Client Satisfaction Survey Robot (CSSR) tool is already deployed.

For more on this topic, please talk to your account team who will contact the IBM subject experts, Tara Pollard (EMEA), Harry Schubert (US) and Joshua Evilsizer (US)
TPCHC – Improving the pro-active management of storage
An automated tool which assists SAN managers to prevent and troubleshoot storage service issues

To improve the management of storage infrastructures, IBM Service Delivery has developed the Tivoli Productivity Centre Health Check (TPCHC) tool. SAN administrators can use TPCHC to automate configuration backups and evaluate SAN infrastructures against an extensive set of policies spanning configuration, security and status. Daily reports on compliance are generated together with alerts on high severity issues.

By sharing policy data across client accounts, tool users are able to identify and implement best practices and leverage the experience of IBM’s global storage specialists. Each policy documents the risk of non-compliance and the suggested remedial actions supported by a ‘drill-down’ Problem Determination Tool.

TPCHC currently supports a very wide range of SAN technologies and vendors.

TPCHC is driving significant client benefits:

- improved storage service quality and assurance
- faster troubleshooting when potential storage issues are identified.

TPCHC has been deployed across a wide range of UK & Ireland client storage infrastructures and the significant realised benefits are driving further adoption

For more on this topic, please talk to your account team who will contact the IBM subject experts, Su Bland and Patrick Keyes (UK&I) or Donald Laing (US)
IBM Global Technology Outlook 2014

The Global Technology Outlook (GTO) is IBM Research’s annually updated view of the future – focused on disruptive technology trends that have the potential to drive major changes for clients and sometimes whole industries. IBM uses the GTO to understand where best to focus its own $6B annual research and innovation budgets.

Key topics for GTO 2014 include:

- **Systems of Engagement** – new high value systems at the intersection of traditional and new world IT data
- **The Millennial Enterprise** - how consumerisation and generational shifts are, and will be, changing enterprise IT
- **Cloud Futures** – key trends driving adoption of cloud into high value industry specific transformation plays
- **Internet of Things 3.0** – what will be done by 2020 when it is estimated that more than 40% of the world’s data will be machine generated?
- **The Future of Cognitive Computing** – not just one Watson but whole ecosystems of learning agents

Since much of the GTO content is confidential intellectual property, we can not share soft or hard copies with our clients. But to arrange for a tailored presentation of GTO 2014 please contact your IBM account team.
Hot Topic Report – Driving Innovation Through Data

**Data and analytics** are being used to motivate radical new business models and disrupt traditional industry structures. But how are data and analytics driving new ideas and new innovation? What can executives do to incorporate data-driven innovation more directly into their strategies and initiatives?

This is the focus of a new IBM Institute for Business Value study titled “Driving Innovation Through Data”. The study identified five distinct **patterns of data-driven innovation** as follows:

- Augmenting products to generate data
- Digitizing assets
- Combining data within and across industries
- Trading data
- Codifying a distinctive service capability

The study outlines that the starting point for organizations seeking to accelerate innovation is to make sure that they are asking the right questions – and outlines at the most fundamental level, how data can drive innovation in two ways. First, data can motivate ideation, development, execution and evaluation of new innovations. Secondly it can underpin, or be a central component of new products, services, operations or business models.

*This is a great report. Read more and download from the IBM website:*
Focus Area: Security “Wherever you go, attackers will follow”

Security attacks are increasing. How do you get the insights you need about today’s security threat landscape?

The IBM X-Force Research and Development team analyzes trends in attack behaviours across platforms and industries.

IBM X-Force team is one of the most renowned commercial security research and development teams in the world. These security professionals monitor and analyze security issues from a variety of sources, including its database of more than 76,000 computer security vulnerabilities, its global web crawler and its international spam collectors.

The X-Force team also produces the IBM X-Force Threat Intelligence Quarterly report to help customers, fellow researchers and the public better understand the latest security risks, and stay ahead of emerging threats.

The reports dive deeply into the most significant challenges facing security professionals today, including software vulnerabilities and public exploitation, malware, spam, phishing, web-based threats and general attack activity.

The IBM X-Force Threat Intelligence Quarterly reports are now available online: http://www-03.ibm.com/security/xforce/

Security is increasingly one of the key joint innovation themes we are working on with clients. For more information visit http://www-03.ibm.com/security/ and/or contact your IBM account team who will engage the IBM subject matter expert for this topic, Jermaine Ferdinand
The second Technology Innovation Exchange event of 2014 was held very successfully with a diverse range of outsourcing clients in IBM London South Bank on Tuesday June 10th.

Highlights of the event include:
- keynote presentation on real world Big Data challenges
- updates on Mobile and Security from key subject matter experts
- a presentation on the technology used at Wimbledon
- live technology demos on security, analytics, cloud and mobility
- Panel debate on innovation in outsourcing with industry experts – including representatives from Alsbridge, Nelson Hall and a University Business School

Speaker materials and links can be found here

The last TIE event of the year is planned for October 9th – and we’ve booked a very special guest speaker - so please also block your diaries for that one.

The events are designed for and with IBM’s Strategic Outsourcing clients and provide an opportunity for our clients to network, engage and share ideas and experiences with IBM subject matter experts and peers across many organisations and industries.

Not been to a TIE event yet? View this quick three minute video on YouTube http://www.youtube.com/watch?v=NOGRuuKd39g

If you would like to know more please contact Trevor Clifton on tclifton@uk.ibm.com
Client Example – Shop Direct and IBM Win Innovation Award

Leading independent sourcing advisor, Al Bridge plc, have introduced a series of awards to highlight excellence and innovation through outsourcing and to celebrate the best examples. The Awards highlight how outsourcing providers and clients work together in ways beyond what is normally expected.

Each award-winning case illustrates how suppliers and clients have worked together to address business needs, using a new idea or capability, to create value through outsourcing.

Shop Direct and IBM collected the award for the 'Very on Trend' Extreme Blue project aimed at Shop Direct's Very.co.uk brand and younger fashion-conscious customers. The project created a distinctive ‘fashion game’ solution that would offer online customers a more personalised and social experience.

The project culminated with a major “Innovation Expo” event in Shop Direct’s head office in Liverpool, where an interactive event showcased the project and engaged the wider Shop Direct community. Hundreds of Shop Direct staff saw the Very On Trend solution in action, along with other Extreme Blue projects, highlighting a wide range of imaginative capabilities.

Al Bridge’s Managing Partner, Rick Simmonds, commented: “With these awards we want to celebrate the best that outsourcing can achieve. We are delighted with the level of input received - from many of the world’s leading businesses - reflecting how important innovation is to outsourcing suppliers and their clients.”
Questions and/or Feedback?

As always we welcome questions, feedback and input.

Please contact your IBM account team or email
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