Our aim in AIS is to be the Trusted Delivery Partner for IBM and its Clients and to support the UKI Growth Agenda.

We do this by:

- Working with the industry layers and other service lines to create compelling solutions
- Operating as one team with common ways of working and values
- Creating innovative solutions
- Being excellent and efficient in delivery
- Leveraging the breadth and depth of IBM
- Providing leadership within IBM for Complex Systems Integration & Delivery

No 1 in the market

- Achieve growth targets through sales of complex SI engagements and AIS-specific propositions
- Embed Smarter Commerce, BPM, Security and Privacy
- Maximise profitability in sales and delivery of established propositions (eg Rationalisation and Migration, Testing, Interactive)
- Enable industry-specific solutions through deployment of industry-aligned solution teams and practitioners
- Cloud enable all propositions

No 1 in Delivery

- Increase efficiency and management of risk for clients of existing SI proposition through
  - greater leverage of method
  - greater asset re-use
  - effective GD and TSC deployment
- Embed Delivery in sales process via:
  - SME reviews
  - sign off processes
- Maintain quality focus in engagements via
  - peer reviews
  - independent assessments
  - encouraging quality and profit improvement initiatives

Leadership with Conviction

- Exhibit fearless behaviour to support growth agenda
- Maintain focus on promotions – with development programmes for future leaders
- Prioritise internal promotions at Band 9 and above – as opposed to external recruitment
- Skills mix change priorities around BPM, Smarter Commerce, Cloud and Software Group
- Lead industry on flexible work patterns in consulting
Our solution offerings

Security and Privacy
- Certified security consultants and specialists
- Identity and Access Management asset
- Information Security Assessment offering

IBM Interactive
- Brand and user experience consultants
- Rapid commerce solution asset
- Portal Impl Accelerator asset
- Multi-channel Customer Experience Assessment offering

Business Process Management
- Discovery and Visioning Quick Win Pilots
- Strategic Planning
- Implement customer Centre of Excellence
- Implement BPM solutions
- Market-leading BPM tools with expert and trained BPM Analysts

Enterprise Applications Integration
- Expert complex IT Programme Managers and PMs
- Strong focus on Delivery Excellence – best practices and avoiding typical pitfalls
- Standard, best practice PM processes and tools
- Standard, effective PM Office set-up

Programme Management
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- Standard, best practice PM processes and tools
- Standard, effective PM Office set-up

Test Services
- Expert Performance & Availability Architects
- Performance Engineering & Management Method
- Scalability & Availability Assessment Offerings
- Non Functional Governance

Rationalisation and Migration
- Proven legacy data analysis and migration method
- Expert data migration resources
- Data de-sensitisation
- Rationalisation assessment
- Platform migration

Mid Market
- Mid Market rapid deployment approach
- Rapid implementation of ERP Solutions
- One to one basis with client CXOs; fast paced transformational work
- Work with Global Emerging Brands

Performance & Availability Engineering
- Expert Performance & Availability Architects
- Performance Engineering & Management Method
- Scalability & Availability Assessment Offerings
- Non Functional Governance

Mobile
- Solutions across the complete Marketing-to-Fulfilment Lifecycle – tightly aligned with SWG
- e-Commerce
- Order Management
- Enterprise Marking Mgmt
- Content and Catalog Mgmt

Smarter Commerce
- Mobile strategy assessment offering for both B2C and B2E
- Cross-platform mobile development and testing capabilities
- Mobile app Proof of Concepts through to large scale Mobile channel implementations with full back-end integration

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Enterprise Applications Integration
- Enterprise integration study
- Enterprise integration health check
- Implement customer centre of excellence
- Develop business cases
- Implement integration solutions, ESB, B2B, EAI and Open Source

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Our core competencies

Global Delivery
- Extensive global delivery capability of highly-trained offshore professionals at IBM GD Centres in India and elsewhere
- Proven approach for integrating local and global delivery

Application Development
- Full life-cycle services for design and development of custom applications and SI utilizing a robust set of frameworks, industry accelerators and software assets
- Existing application enhancement/reengineering
- Solution outline and roadmap

Business Analysis
- Expert Business Analyst (BIA) resources with strong method skills and deep knowledge across all sectors
- Expertise in analysing current business solutions and consulting on process optimisation

Architecture
- Certified business, application, data, infrastructure and performance architects
- SOA method licensing and consultancy
- Technical method experts and consultants
- Design Authority expertise and consultancy
- Enterprise Architecture Assessment
Debenhams eCommerce
450M dollar value of annual eCommerce Sales volumes - 110,000 number of customers per hour visiting eCommerce store - 12,000 number of orders processed per hour during peak trading - 2.8M number of registered users in UK and Ireland - #1 IBM helps Debenhams to win Multi-Channel Retailer of the Year

Vodafone m-Pesa
100M dollar value of transactions processed on Christmas Eve - 20% percentage of Kenyan GDP routinely processed through m-Pesa - 4 client visits to our team in Pune in Q1 - 20M number of users worldwide - 65% volume growth as a result of new tariffs

LTSB / HBOS
30M accounts migrated (1 for every 2nd person in the UK!) - 2000 Terabytes of data storage - 90M dollar revenue for IBM

Shell International Aviation and Marine
Each month 210,000 planes fuelled - 1Bn litres of aviation fuel invoiced - 49 number of countries system deployed to (at same time!) - 350,000 deliveries from over 600 airports

UK Borders Agency
In the first four weeks after go-live… 237,867 visa applications from countries around the world - 102,911 secure-id (BVP) checks - 218,476 outbound police searches on IDENT1 - 28,859 biometric residency permit applications - 3,360 asylum applications - 8,019 asylum reporting transactions - 581 handheld searches (for in-field enforcement) - 6,508 inbound police searches from IDENT1

"Complex SI" describes our end-to-end capability to deliver complex engagements which typically comprise hybrid solutions, multi-release roadmaps and diverse project portfolios.

Our Complex SI proposition brings together our Solution Offerings with the breadth of IBMs LoB solutions underpinned by our methods, assets and competencies to deliver integrated solutions.

We excel at combining the competencies of our SI practitioners with those specialist capabilities required to deliver complex systems transformation led programmes.

We work closely with the sectors and service lines through our go to market team, engaging up front on potential bids to ensure that the solution is viable and the delivery risks are understood and controlled.

We have proven Delivery Excellence management skills that we deploy to turn around programmes that are suffering from delivery issues.

Our deep understanding of our clients business and unparalleled delivery skills make us the perfect trusted delivery partner to implement SWG products as part of client solutions.

Organised for success

Maximise revenue and profit growth

Go To Market – GTM
Work with account partners and other service line leads, identify AIS clients and opportunities for healthy pipeline
Ensure AIS offers optimal contribution to GBS and UKI

Chief Delivery Office - CDO
Shape the delivery approach – ensuring proposals are both competitive and deliverable
Provide delivery assurance of complex SI project – ensure delivery of released GP
Demonstrate deep systems integration capability of AIS

Chief Technology Office - CTO
Shape the technical solution of complex SI proposals – ensure solutions are both competitive and deliverable
Provide technical assurance of complex SI projects – ensure the solution remains fit for purpose
Demonstrate deep technical capability of AIS

Maximise sales opportunities

What is Complex SI?

Complex System Integration | Business Application Modernisation | New Systems Delivery
AIS Solutioning contacts

AIS Service Line Leader – **Anita Kimber**

- Comms
- Industrial
- Distribution
- Financial Services
- Public

Go to Market – **Richard Hebblethwaite**

- John White
- Graham Jones
- Frank Ralph
- Duncan Williams
- Martin Ullyatt

CDO – **Stewart Knox**

- Brian Starr
- Richard Crisp
- Alan Musgrave
- Paul Osborne (Chris Haworth)
- Matt Hunt

CTO - **Tony Fitzpatrick**

- Mark Oldfield
- Mick Bell
- Geoffrey Coan
- Martin Jowett
- Tony Fitzpatrick
  - (L/D&I)
  - Richard Hopkins
  - (Central)

Global Delivery & Supply Chain (cross sector) - **Stewart Knox**

- Martin Broughton
  - (cross sector)

Propositions and Offerings – **Richard Swallow, Ian Langley, Denise Barnes**

- Foundation
  - Denise Barnes

- Consultants
  - Rahul Arora
  - Dario Santoro

- Smarter Commerce
  - Simon Evarts

- Business Analysts
  - Kristen McKay

- IBM Interactive
  - Abbas Shamseldin

- Performance and Availability Engineering
  - Steve Goodyear

- Security and Privacy
  - Roger Coates

- Rationalisation and Migration
  - Mike Arrow

- Test
  - Phil Streets

- Mid Market
  - Mukul Dutt

Lead PEMs

- CDO
  - David Collington

- Consultants
  - Jacqueline Davison

- CTO
  - Mark Oldfield

- Test, Sys Rat, S&P, MM
  - Karen Hartshorne

- IBM Interactive
  - Johnny Summervell

- Business Analysts
  - Bunyan Williams

Business Operations – **Graham Jones**

- Smarter Resourcing
  - Frank Ralph

- Resource Tower Lead
  - Jon Popowicz

- HR Partner
  - Karen McKenzie

- Recruitment leads
  - Julie Martins
  - Julie Hartley

- Business Operations Manager
  - Amy Wyper

- Communications
  - Hannah Rhind

- Education Coordinator
  - Anjali Ruparelia

- PSMs
  - Freni Bajina
  - Lorna McFarland

Complex System Integration | Business Application Modernisation | New Systems Delivery