IBM Strategic Outsourcing
Client Innovation Briefing

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Introduction

This briefing is intended to provide our outsourcing clients with a short and easy to read snapshot of emerging trends, capabilities and resources from across IBM.

Focus items this time include:

- IBM Global Technology Outlook 2012
- Mobile Enterprise Application Platforms
- Social Media Analytics
- IBM PureSystems Announcements

This and previous editions are available online @

Tony Morgan, IBM Strategic Outsourcing Chief Innovation Officer for UK and Ireland
IBM Global Technology Outlook (GTO) 2012

The GTO is IBM Research’s annual view of the future taking insight from academics, our partners and, of course, our clients from around the world.

The focus each year is on early identification of significant trends and on how technology will influence clients, businesses and whole industries.

IBM uses this insight to direct its own $6 Billion a year research and development budget and to identify which areas to focus on for development of new products, services and business opportunities.

Key GTO 2012 topics include Outcome Based Business, the Future of Analytics and Managing Uncertain Data at Scale.

The full GTO can not be shared externally although elements can be shared with clients. An overview of GTO 2012 will be presented at the Technology Innovation Exchange event in Warwick on June 21st (see page 7).

If you can’t attend request your IBM account team to schedule a client specific GTO briefing.
Mobile is a significant component of the evolution of computing. The next development will see an increasing number of enterprises needing to create mobile apps for their workforce and customers.

Key challenges include:

- Creating rich yet cost-effective mobile apps in a fragmented technical landscape
- Connecting the enterprise back-end services in a secure and scalable manner
- Managing the growing portfolio of mobile apps

Many enterprises are responding by deploying an enterprise mobile application platform to build, manage and integrate mobile apps across a broad range of devices, including support for bring your own device policies.

IBM has invested in a set of integrated capabilities in this area. Focus is on device, platform and application lifecycle management, enterprise app store management and associated ITIL based service management to bring problem, incident and change management disciplines to the mobile application space.

To find out more contact your IBM account team for a detailed briefing or innovation workshop or start by reading this IBM white paper “Establishing an effective application strategy for your mobile enterprise” [ftp://public.dhe.ibm.com/common/ssi/ecm/en/enw03007usen/ENW03007USEN.PDF](ftp://public.dhe.ibm.com/common/ssi/ecm/en/enw03007usen/ENW03007USEN.PDF)
Industry Trends – Social Media Analytics

A key trend in enterprise marketing is developing a much greater understanding of the customer and becoming more responsive to customer demands and opinions. Many organisations are looking at how they can tap into social media by analyzing large volumes of publicly available Internet content – and combining this with analytics solutions to transform customer relationships and enhance advocacy and loyalty for brands, products and services.

Many IT departments are also pro-actively taking this topic to their businesses as an example of innovation and value add by practical application of technology. IBM has proven capabilities in this area, which are actively being used by many of our clients on a global basis, delivered in a range of dedicated or “as a service” based models.

Capabilities include Cognos Consumer Insight and SPSS software for advanced and tailor-able social media analytics. We’ll be covering this topic in detail in our upcoming Technology Innovation Exchange events.

If you need more information in the meantime please contact your IBM account team to arrange a detailed briefing or innovation workshop and/or follow this link for white papers and an online demo:

IBM Capabilities – IBM PureSystems Announcements

As we’ve discussed in our client Technology Innovation Exchange Day events key technology trends include focus on how technology is accessed increasingly from anywhere from any device (mobility), how technology is applied increasingly for insight (analytics) and how technology is architected (with the key themes here being agility, flexibility and integration achieved through cloud and integrated systems).

In April IBM announced a new type of “expert integrated system” called IBM PureSystems. Rather than describe these systems here instead we’ve provided a link to this excellent YouTube video so you can see for yourself from Jason McGee, Chief Architect for IBM Pure Application System.

http://www.youtube.com/watch?v=C2_oIXggw4Q
Innovation Event – Technology Innovation Exchange Q2 2012

Our next cross client Technology Innovation Exchange event is scheduled to run at IBM Warwick on 21st June 2012.

The event will be attended by a wide range of IBM’s outsourcing clients and will provide an opportunity to network with other clients and subject matter experts from across IBM.

The agenda includes in depth and interactive sessions on several topics covered in this briefing document, including an update on the IBM Global Technology Outlook 2012 and current technology trends, the hot topic of Social Media Analytics and a series of case study items on key topics such as Cloud, Mobility and Analytics.

As with the previous events client take-up so far has been high so please book early to guarantee your place at the event.

Registration is accessed via the link below. https://www-950.ibm.com/events/wwe/grp/grp011.nsf/v16_enrollall?openform&seminar=ZBAC9NES&locale=en_GB

To find out more please contact the TIE Event Manager, Dr Trevor Clifton, tclifton@uk.ibm.com, 07764 623502
Questions and/or Feedback?

As always we welcome questions, feedback and input.

Please contact your IBM account team or email Tony Morgan
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