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’ service delivery continuous improvements to wider innovation agenda topics and client examples.

This edition features the latest IBM ‘5 in 5’ set of predicted future innovations that will change our lives, news of IBM SmartCloud Enterprise+ service deployment in the UK plus the latest announcements on IBM Watson. From a service perspective, we highlight analytics for predicting server incident rates plus server monitoring and baseline validation innovations.

Let us know what you think… and don’t forget that this and previous editions are also available online [http://www-935.ibm.com/services/uk/en/it-services/outsourcing-and-innovation.html](http://www-935.ibm.com/services/uk/en/it-services/outsourcing-and-innovation.html)

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

Mark Thomas, IBM Strategic Outsourcing, Delivery Operations for UK and Ireland
In this issue....

**Delivery Innovation Updates**

- p 4  Enhanced Wintel Server Monitoring
- p 5  PASIR: Predictive Analytics for Server Incident Reduction
- p 6  Automation Support to Server Baseline Validation

**Innovation Agenda Updates**

- p 7  Future Predictions - IBM’s Latest 5 in 5 Innovations
- p 8  Hot Topic – SCE+ Cloud Service Available in the UK
- p 9  Innovation Capabilities: Client Centre Technology Solutions
- p 10 Technology Innovation Exchange Feb 2014

**Innovation Examples**

- p 11 Client Innovation Examples - Watson
Enhanced Wintel Server Monitoring
IBM process innovation simplifies daily monitoring through new Metis tool

Server monitoring is a mainstay of the IT services that IBM provides for its clients and in some scenarios, client business priorities demand a more frequent, proactive monitoring regime. Depending upon the number of servers and detailed client requirements, this potentially involves significant manual intervention - hence a new automated approach has been developed by IBM Service Delivery.

Metis (after the Greek titaness for wisdom and deep thought) is an IBM developed tool that addresses this requirement for Wintel server estates using powershell scripting and other technologies. It dramatically reduces the time required to capture server status and capacity usage to improve daily health checking. This in turn facilitates more effective service issue prevention.

The client that this tool was initially developed for has reaped significant benefits:

- **83% reduction** in time taken to carry out the daily end-to-end monitoring of its Wintel server estate
- **prevention of additional incidents** through more effective daily monitoring and associated action
- enablement of increased focus on critical applications.

IBM’s Indian delivery centre teams have now taken this innovation and are proactively deploying it across other selected accounts with great success.

For more on this topic, please talk to your account team who will contact the IBM subject expert, Shivam Kumar
Across large server estates, it is essential to have a reliable view of those platforms which are experiencing the most outages impacting service quality and driving incident tickets. This understanding then drives refresh and cloud migration plans to optimise overall service.

In a global collaboration with IBM Research, IBM Service Delivery has developed the PASIR tool which combines server data (purpose, age, OS-level etc), utilisation data (CPU, disk, memory) and incident records (type, severity, duration).

Using text mining on the incident data and multivariate statistical analysis, those servers which are problematic can be individually identified with a high level of confidence. The insights from this process are powerful – in one client estate, PASIR revealed that ‘server unavailability’ tickets were increasing by 7% for every year of server age. Looking at incident types and frequencies, the PASIR tool can then forecast the expected improvements for an individual server through to the entire estate from a range of up-grade scenarios.

PASIR has been deployed for over 20 clients globally involving over 10,000 servers. In 2014, it will be rolled out to many more clients who will also benefit from the accumulated experience within the PASIR assessment.

Clients benefits:

- improved planning of refresh programs to improve overall service
- identify ‘at risk’ application environments
- identify servers to prioritise for cloud migration

For more on this topic, please talk to your account team who will contact the IBM subject experts, Rodney Wallace (US) and Dorothea Weisman (UK & Ireland)
Automation Support to Server Baseline Validation

Cutting the time and improving accuracy to validate server baselines

Establishing server baselines as part of a wider hardware asset management program is central to delivering effective service from a large IT infrastructure. IBM Service Delivery operates many diverse server estates for a range of clients: server asset data can inevitably be held in multiple databases and tools for many reasons (e.g., management compliance, active directory). A fast method to reconcile these data sources is therefore essential—especially since server numbers change over time.

IBM Service Delivery has therefore developed a powerful tool using DB2 and Java-based data analysis to automatically reconcile server asset records across multiple, radically different data sources. In a process that would potentially take months if done manually, the new automated processes will now typically take an hour.

The tool output is a Venn diagram visualisation created with IBM Cognos® showing the mapping of servers across data sources: discrepancies can be readily quantified and addressed through full server listings for each Venn segment.

Clients benefits:

- accurate and timely server baselines
- improved compliance and reduced costs

For more on this topic, please talk to your account team who will contact the IBM subject expert, Matthew Isley
Future Predictions - IBM’s Latest 5 in 5 Innovations

“In the future everything will learn…”

The IBM 5 in 5 is IBM’s regular review of innovations that will change our lives in the next five years. This time, IBM researchers have explored the idea that everything will learn – driven by a new era of cognitive systems where machines will learn, reason and engage with us in a more natural and personalized way.

1. **Education** - The classroom will learn you
2. **Retail** - Buying local will challenge online
3. **Health** - Doctors will use DNA to keep you well
4. **Cities** - The city will help you live in it
5. **Security** - A digital guardian will protect you online

These innovations are beginning to emerge enabled by cloud computing, big data analytics and learning technologies all coming together.

A new era in computing will lead to breakthroughs that will amplify human abilities, assist us in making good choices, look out for us and help us navigate our world in powerful new ways.

Read more online @ [http://www.ibm.com/5in5](http://www.ibm.com/5in5) and at [http://asmarterplanet.com/blog/2013/12/ibms-5-5-future-computers-will-learn.html](http://asmarterplanet.com/blog/2013/12/ibms-5-5-future-computers-will-learn.html)
**IBM SmartCloud Enterprise+ (SCE+)** is an enterprise-class infrastructure as a service (IaaS) solution designed for business-critical workloads and long-term usage of production-grade environments. The service includes:

- shared and dedicated environments for Linux, Windows and AIX systems hosted in an IBM data centre
- enterprise class storage services
- resiliency and security to help manage compliance and regulatory requirements
- committed service-level agreements aligned to business and usage requirements for response time and availability
- standardisation and automation to enable self-service and faster provisioning
- monthly pricing and billing based on resources used
- a set of enhanced advanced migration services

From February 2014, SCE+ has been extended to include a **UK deployment** in the IBM North Harbour data centre - enabling enhanced access to the existing infrastructure of many of our current UK & Ireland clients. We’ll provide a full update on IBM’s managed cloud services at the TIE event on February 25th (see page 10), including IBM’s most recent announcements to invest $1.2bn in additional cloud data centres – see [http://www-03.ibm.com/press/us/en/pressrelease/42956.wss](http://www-03.ibm.com/press/us/en/pressrelease/42956.wss)

For more on this topic, please talk to your account team who will contact the IBM subject expert, Chris Wynne and visit [http://www-935.ibm.com/services/uk/en/managed-cloud-hosting/](http://www-935.ibm.com/services/uk/en/managed-cloud-hosting/)
Innovation Capabilities: IBM Client Centre Technology Solutions

From Technology Briefings to Proof of Concept Deployments

The **IBM Client Centre** in IBM’s Hursley Labs in Hampshire in the UK is one of IBM's strategic Global Client Centres.

The IBM Client Centres are designed to provide a stimulating and secure environment at **zero or low cost** for clients to gain hands on experience of IBM software through use of client briefings, demos, workshops, ‘proof of technology’ and ‘proof of concept’ projects.

As the centre uses an existing set of reusable infrastructure in a secure managed environment, there is no need to deploy specific infrastructure to trial IBM software.

There are of course some limitations. For example the centre cannot run events using customer data or carry out full-scale performance benchmark testing. Alternative solutions exist to address these - for example use of the IBM System Centre in Montpellier for benchmark testing.

Many of the centre’s capabilities, such as **technology briefings** and demos, can be slotted into wider scope Client Innovation Days and Workshops hosted regularly by the team in Hursley.

The centre is a great capability which we are looking to systematically use as part of our innovation programme with our sourcing clients.

For more information visit [http://www-05.ibm.com/uk/clientcentre/hursley](http://www-05.ibm.com/uk/clientcentre/hursley) and/or contact your IBM account team who will engage IBM subject matter expert for this topic, James Taulbut
Future Technology Innovation Exchange Feb 2014

The first Technology Innovation Exchange event of 2014 will be held in IBM London South Bank on Tuesday February 25th. Further events are planned for June 10th and October 9th so please block your diaries.

For those new to TIE events they focus on a combination of key current trends, hot topics and emerging technologies, client examples and live technology demos.

The events also provide an opportunity for clients to network, engage and share ideas and experiences with IBM subject matter experts and peers across many organisations and industries.

Highlights of the February 25th event include:

- hot off the press presentation of the 2014 IBM Global Technology Outlook – which will be released shortly before the event
- updates on Cloud and Big Data & Analytics from leading subject matter experts
- two client project presentations and a set of new live technology demos
- a panel debate on the latest set of Security Challenges

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

All three TIE events in 2013 were fully subscribed and we expect similar demand this time. If you would like to know more please contact Trevor Clifton on tclifton@uk.ibm.com or register directly for the February event using this link: http://www.ibm.com/events/TechnologyInnovationExchange
In January IBM announced the IBM Watson Group, a new business unit dedicated to the development and commercialization of cloud-delivered cognitive innovations. The focus is on acceleration into the marketplace a new class of software, services and apps that think, improve by learning, and discover answers and insights to complex questions from massive amounts of Big Data.

IBM will invest more than $1 billion into the Watson Group, on development and research and bringing cloud-delivered cognitive applications and services to market. This will include $100 million available for venture investments to support IBM’s recently launched ecosystem of start-ups and businesses that are building a new class of cognitive apps powered by Watson, in the IBM Watson Developers Cloud.


One example of an industry specific application of Watson is with Fluid Inc. Fluid’s Expert Personal Shopper is powered by IBM Watson and designed to transform filter-dependent e-commerce into a dialogue-based customer-driven shopping experience.


We are currently reviewing how Watson can be used with a number of our Strategic Outsourcing clients in the UK and Ireland across a range of different industries.

For more information visit [http://www.ibm.com/watson](http://www.ibm.com/watson) and/or contact your IBM account team who will engage IBM subject matter expert for this topic, Kate Robinson.
Questions and/or Feedback?

As always we welcome questions, feedback and input.

Please contact your IBM account team or email Tony Morgan morgant@uk.ibm.com