

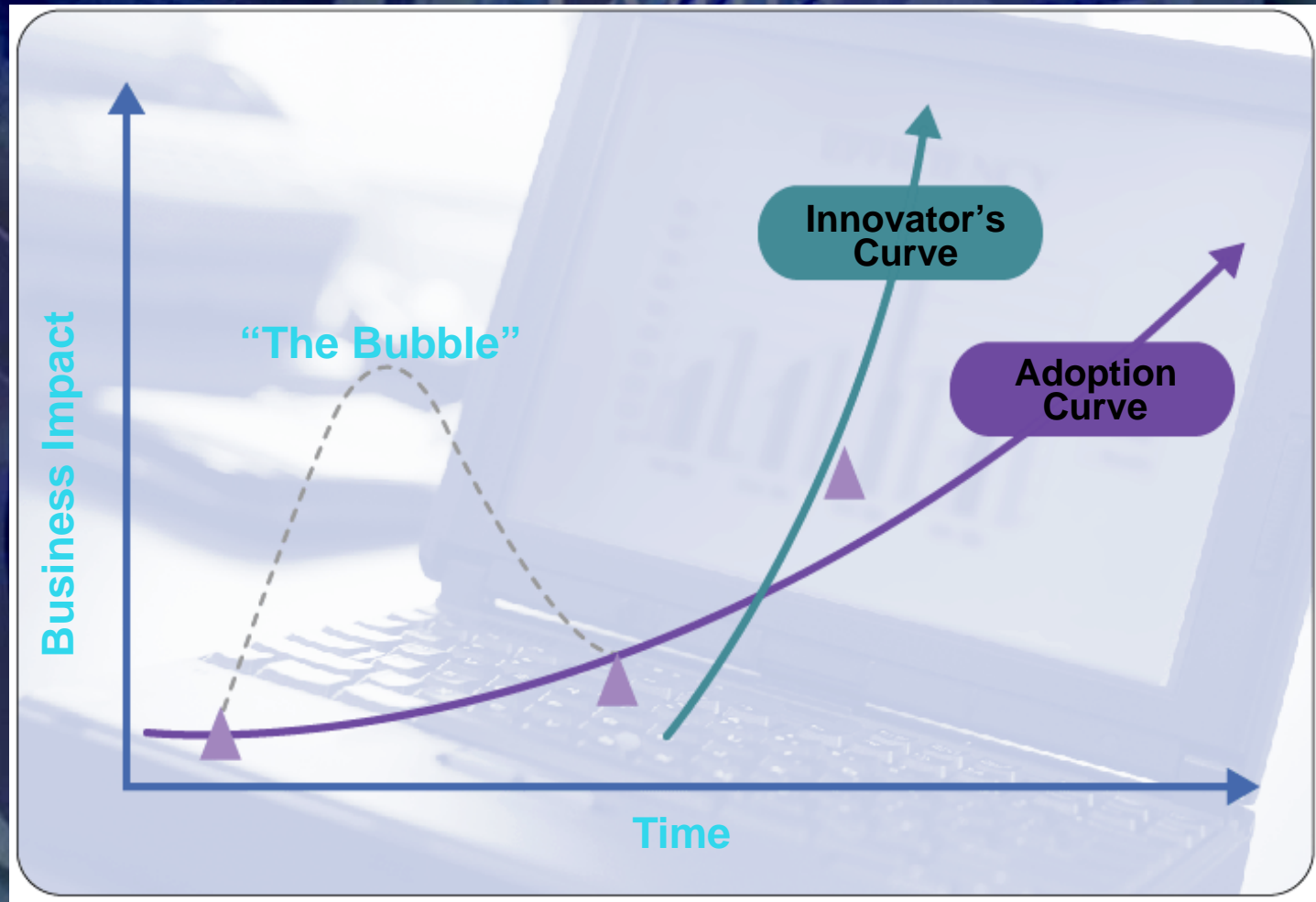
# **e-business Innovation:**

## **Aligning Business and Technology Innovations**

**John Lord**  
**Consulting IT Architect**  
**ibm.com**



# From Hype to Reality





# Evolution of e-business Climate

**2000**

- ▶ Rapidly changing business models
- ▶ Customers mandating e-business
- ▶ Talent retention
- ▶ Pace out of control
- ▶ Fear of losing customers
- ▶ Fear of making wrong IT choices



**2001**

- ▶ Demand for accountability
- ▶ Disappointing ROIs
- ▶ Streamline operations and creating customer value
- ▶ Mood is cautious, conservative
- ▶ Capitalize on competitors' weaknesses

**2002**

## Pressing business demands

- Acquire capabilities quickly
- Gain expertise
- Leverage best practices
- Reduce upfront investments
- Improve service performance
- Improve economies of scale
- Meet unpredictable demand

## IT Trends

- Falling price of bandwidth
- Server and storage virtualization
- Use packaged applications and shared services
- Need for enterprise and flexible cross-enterprise integration
- Real distributed architectures

Source: Pulse of the Market Research, 4/10 and IBM Marketing



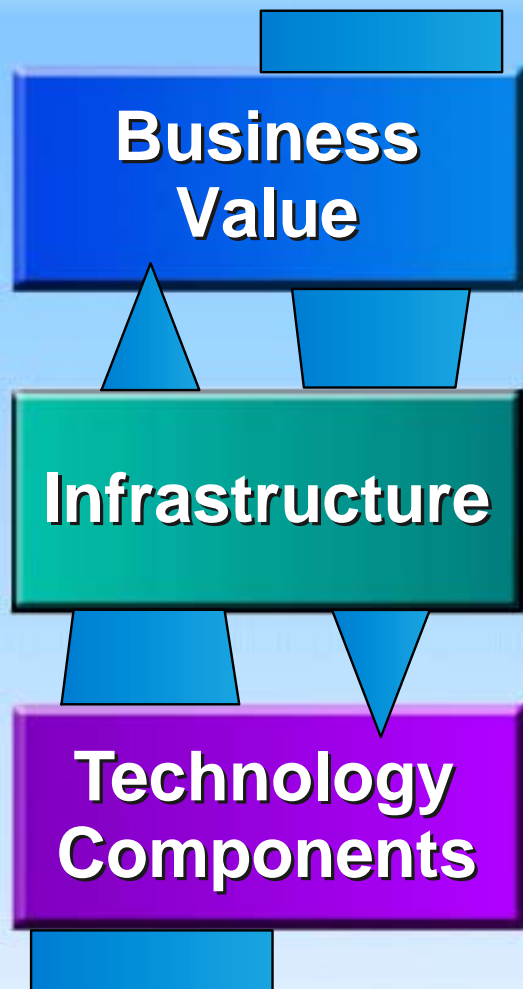
# Stages of e-business Adoption

Access	Publish	Transact	Integrate Internally	Integrate Externally	Adapt Dynamically
Computerized establishment  May use the Web for e-mail, and may support a simple home page.	Maintains a multi-page Web site.  Uses the Web for e-mail, one-way communication or publishing of business information.	Uses the Web to enable clients to execute one-way or two-way transactions against core business systems.	Uses the Web to improve and/or integrate core business processes within the enterprise.	Uses the Web to integrate business processes across enterprises.	Uses the Web as the foundation for existing in a digital community.
Early			Integrating		Advanced



# IBM's Value Proposition

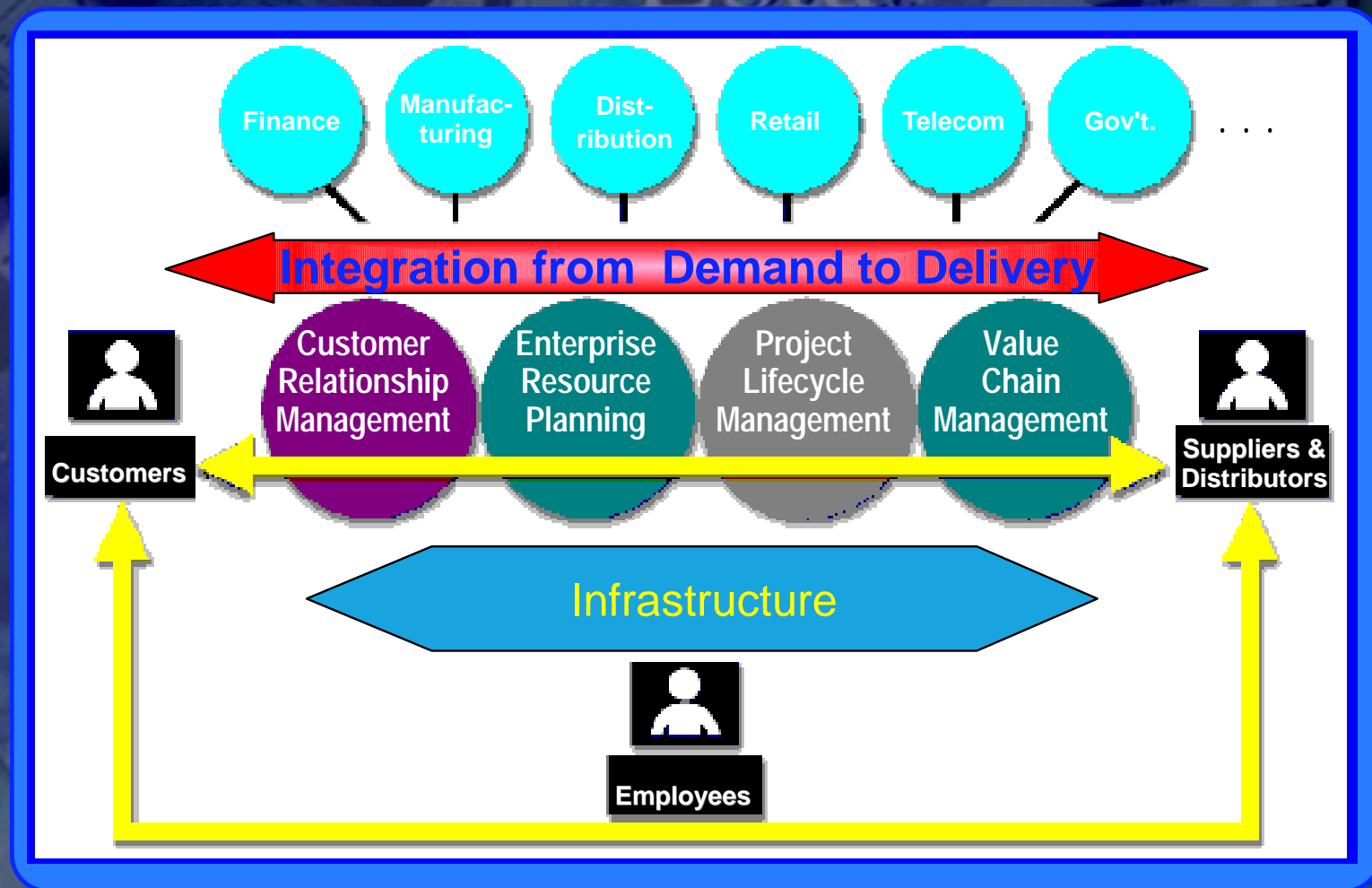
*Enable customers for e-business*



- Leverage strategy, industry, technology and implementation skills to help transform businesses
- Provide products and services integrated in an open architecture to enable e-business
- Be a reliable supplier of leadership technology

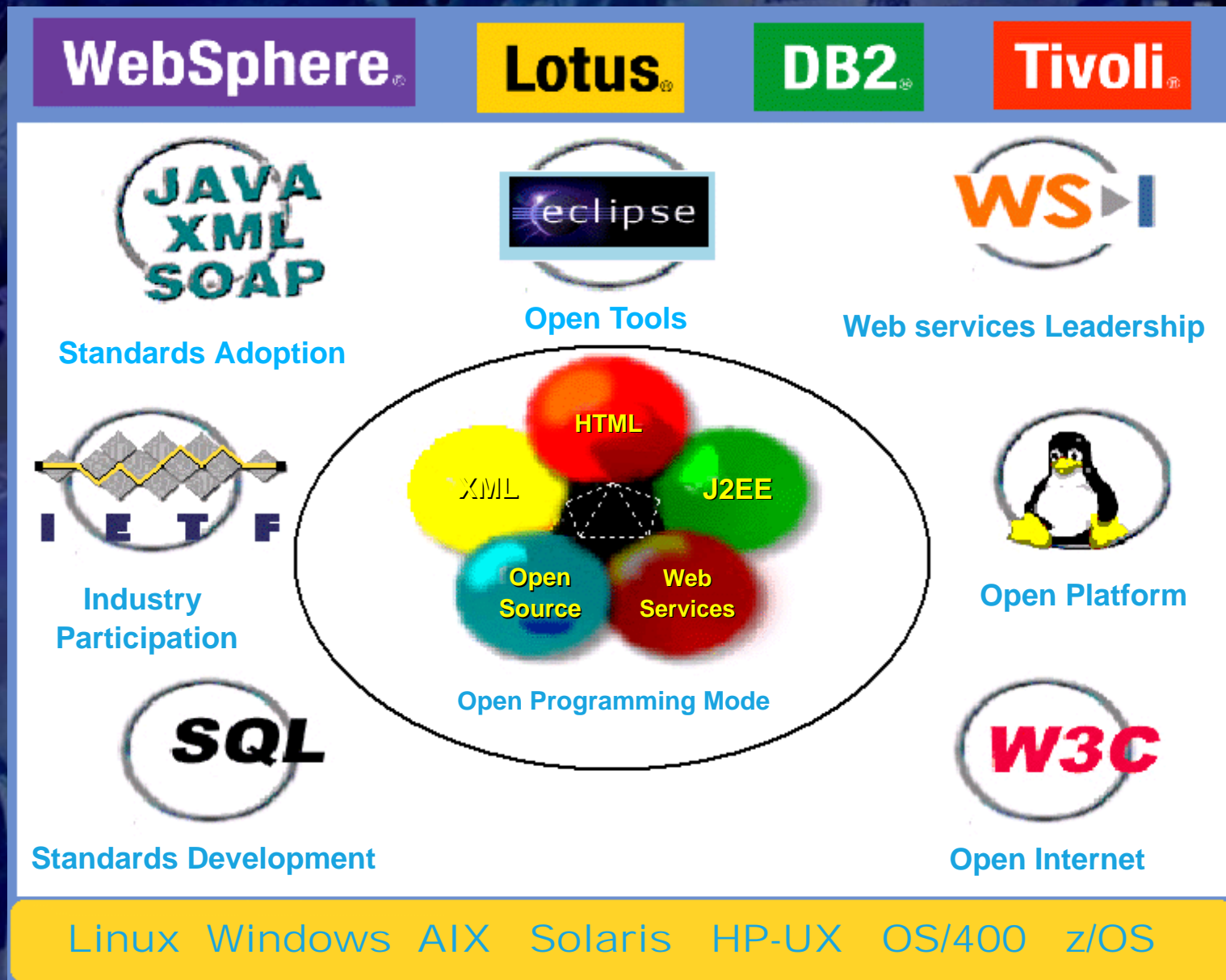


# IBM Software Strategy





# Integration Through Open Standards





# Linux and IBM

**Tivoli®**

✓ Linux support on all hardware and software

**DB2®**

✓ More than 1,000 developers

✓ All IBM servers support Linux

✓ 20,000 copies of our Linux development kit

**Lotus®**

✓ Linux Development Centers for ISV development and porting

✓ Open Source Development Lab

**WebSphere®**



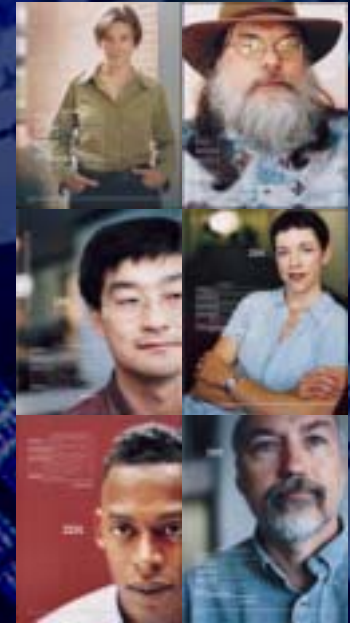




**J-Start Program**

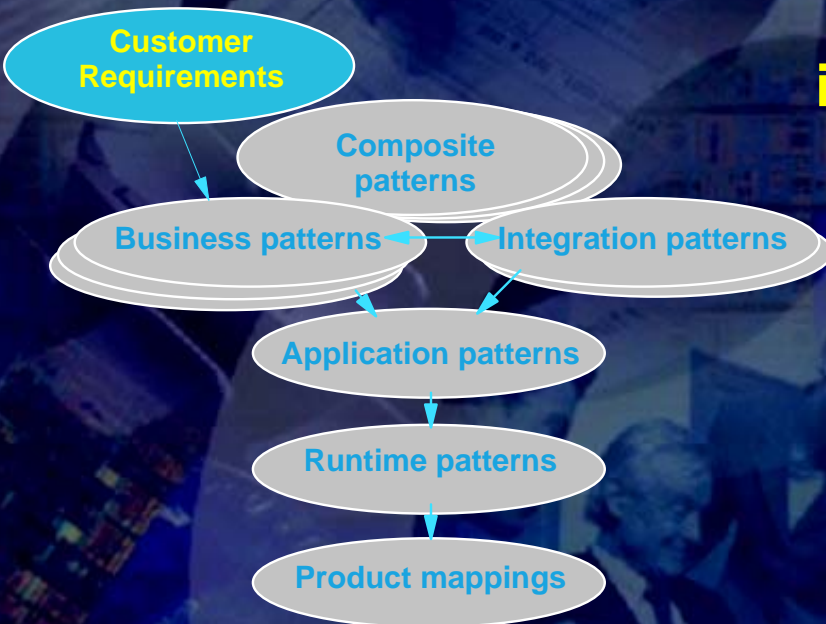
**[ibm.com/software/jstart](http://ibm.com/software/jstart)**

**Proven  
Expertise**



**IBM Global Services**

**[ibm.com/igs](http://ibm.com/igs)**



**IBM Patterns for e-business**

**[ibm.com/developerworks/patterns](http://ibm.com/developerworks/patterns)**

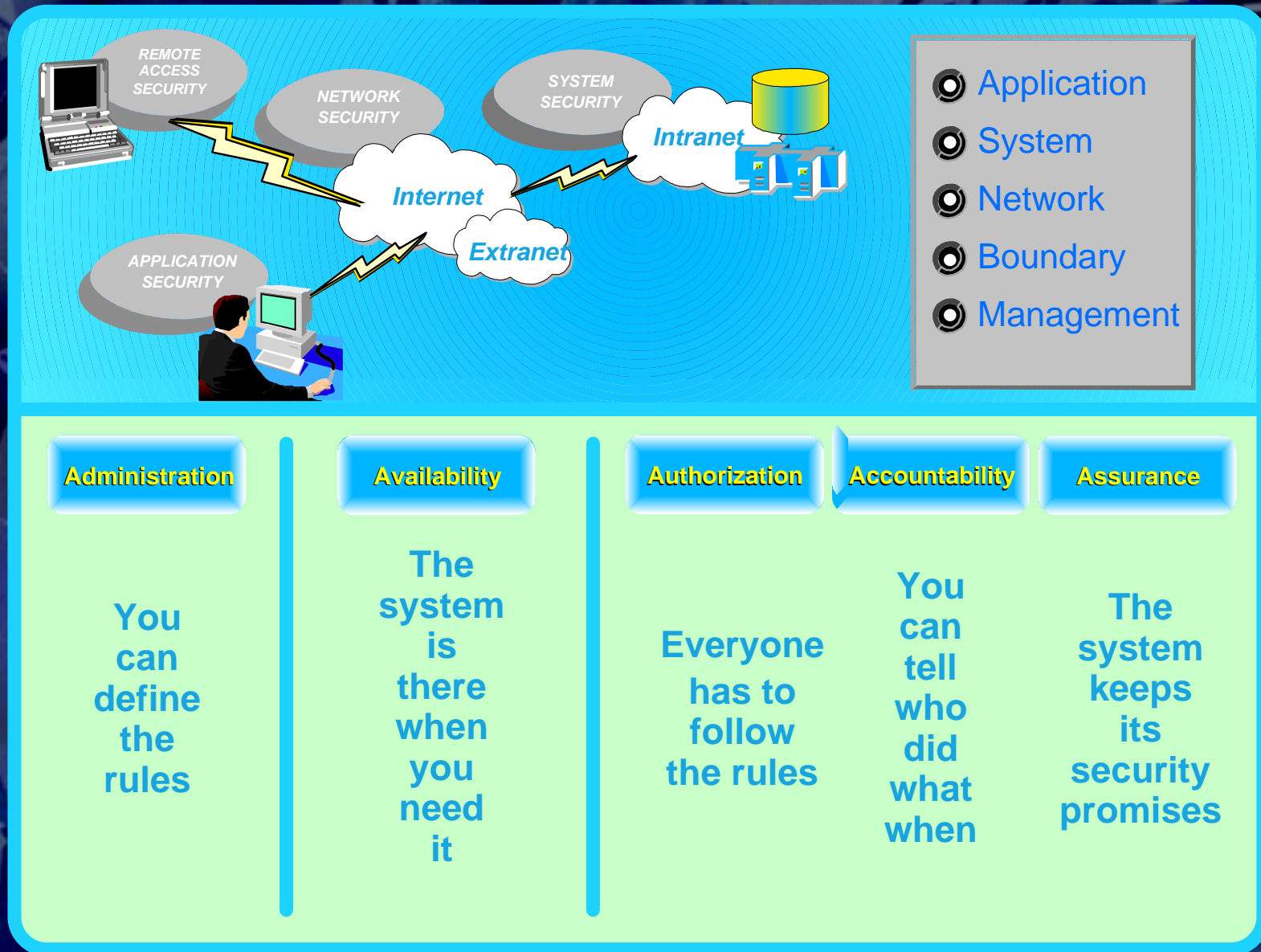


**High Volume Web Sites**

**[boulder.ibm.com/wsdd/zones/hvws/](http://boulder.ibm.com/wsdd/zones/hvws/)**

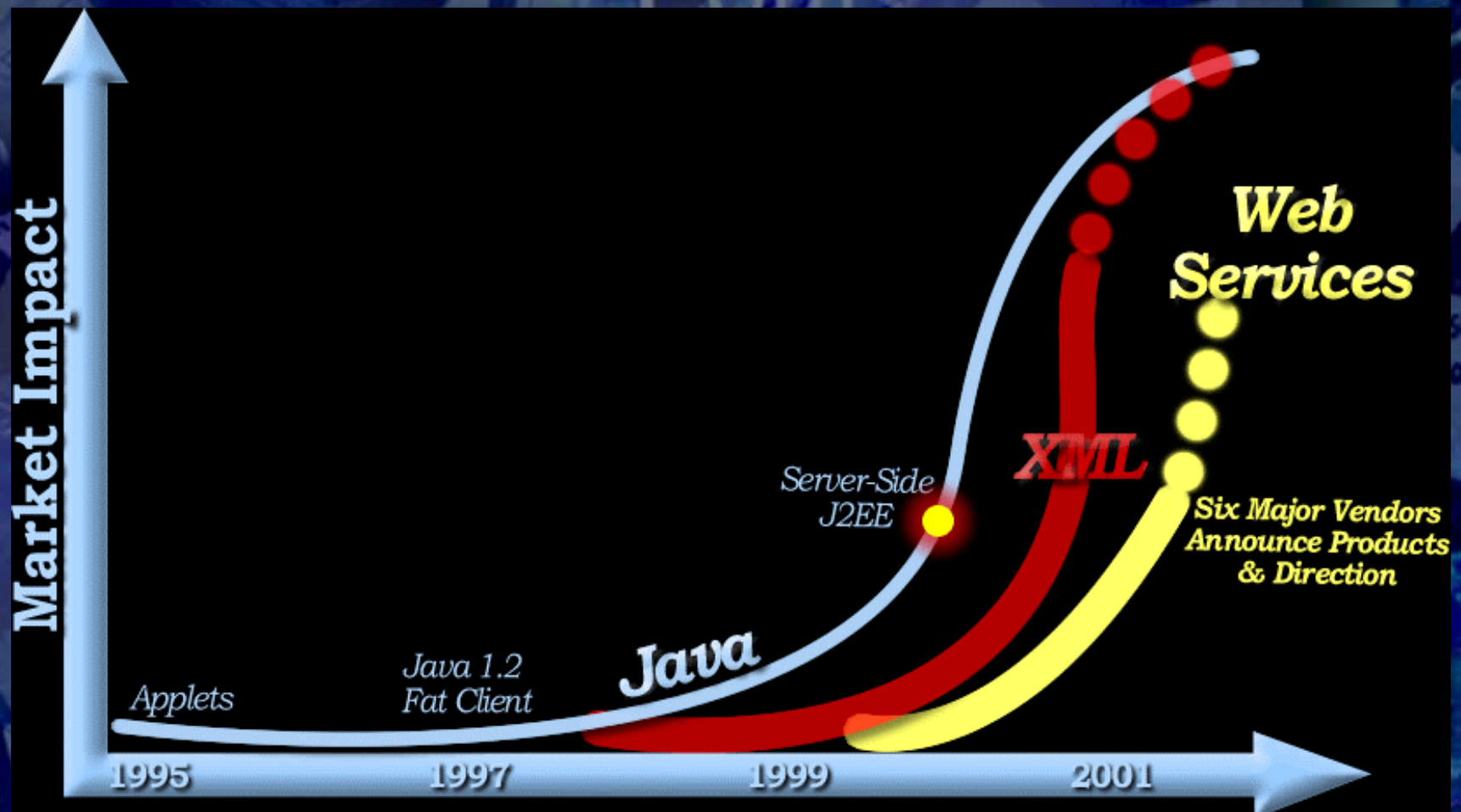


# e-business Security Basics





*How fast is this happening?*



- *Record setting pace for adoption of XML & Web services-based infrastructure*
- *Business Mandate – open standards fueling business innovation*



# Name the site that did this ...

- ✦ Unique visitors: 8.7 M
- ✦ Hits in 18 days: 11.3 B
- ✦ Hits in 1 day: 874.4 M
- ✦ Hits in 1 minute: 1.2 M

➔ Real Stat's from a website in 2000





# The Internet Today ...



auto, 5 year old



# Trends in e-business

- ★ Intelligent Infrastructures - Not Just Fast Pipes
- ★ Privacy and Security - Make it Trusted
- ★ Quality of Service - Only Best Effort Today
- ★ Edge Computing - Not Just Caching
- ★ Instantaneous Scalability - Non Proprietary
- ★ Pervasive Services - Standards Based



# Infrastructure Innovation

## Mobile e-business in the real world



### Transportation

Mobile phone check-in, flight status and seat selection



### Banking

Mobile banking services



### Manufacturing

Inspecting ships with a wearable computer



Media Clip



# Intelligent Infrastructure

✓ Self-configuring

✓ Self-protecting

✓ Self-optimizing

✓ Self-healing

## ■ It's about

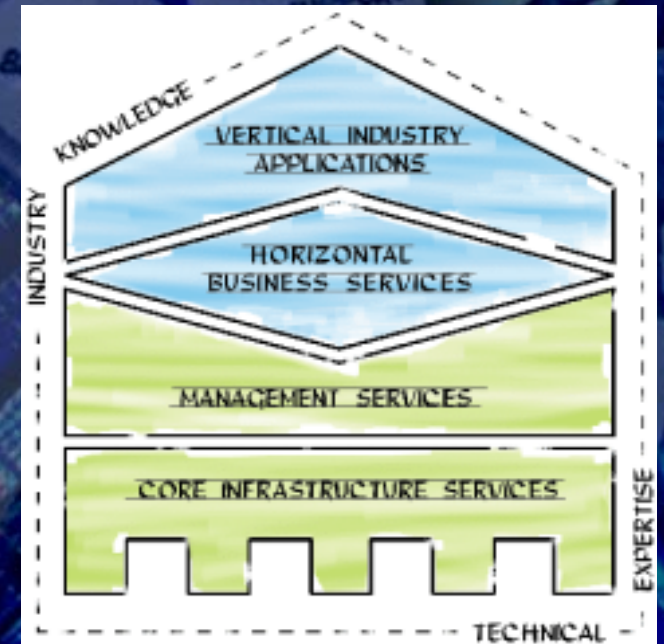
- ▶ Intelligent *choices* for acquiring IT services
- ▶ Intelligent *networks* for connecting consumers to providers of IT function
- ▶ Intelligent *provider infrastructure* for scaling the utility-based computing model





# e-Sourcing

- **Base Infrastructure Purchased as Services**
  - ▶ Infrastructure on Tap
  - ▶ Hosting Services
  - ▶ Storage Services
  - ▶ Web management Services
- **e-business Services as "Utilities"**
  - ▶ Business Function Services
  - ▶ e-Marketing
  - ▶ e-Commerce  
(RFP, Auctions, e-Contract Negotiations)





# Next Generation Internet



Video

Animation

Graphics

Audio

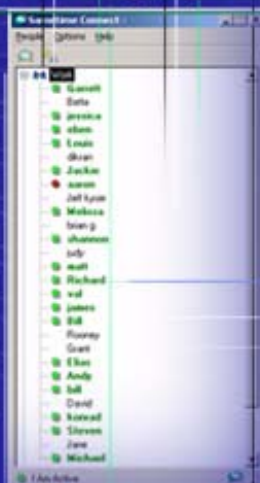
Voice



Media Clip



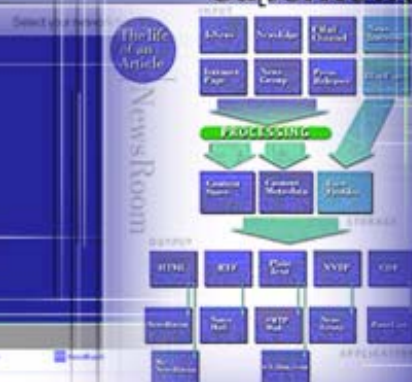
## Instant Messaging



## Video JukeBox



## SuperNews



## Buddy Bots



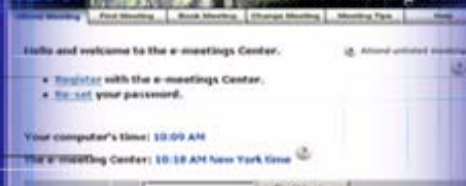
## Video Water Cooler



## BluePages



## Sametime e-meetings Center



## e-meetings



## BlueOrg



## BlueOrg

## Unwired BluePages



# What will it be like....

**NATURAL**



**COLLABORATION AND CONVERSATION**

**INTELLIGENT**



**KNOWLEDGE**

**EASY**



**SEAMLESS INTEGRATION**

**EVERYWHERE**



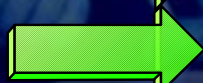
**UBIQUITOUS ACCESS**

**FAST**



**SPEED AND DATA PRIORITIZATION**

**TRUSTED**



**SECURITY AND AUTHENTICATION**

**ALWAYS ON**



**RELIABILITY AND SCALABILITY**

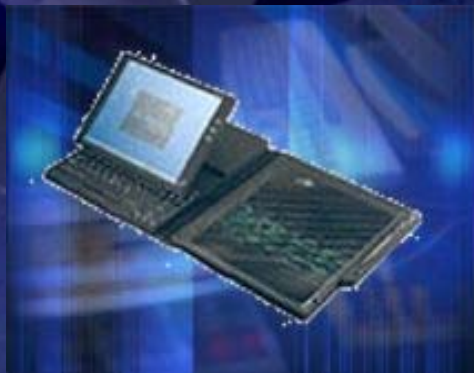


Media Clip



# What will we carry?

Carry Computer



TransNote

Carry Storage



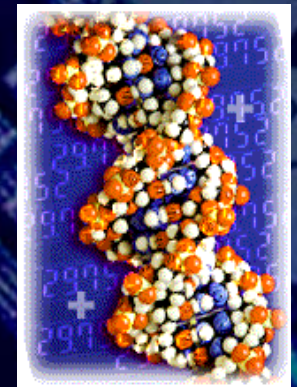
Microdrive

Carry Card



SmartCard

Carry Nothing



Biometrics

***Miniaturization & Centralization on the Internet***



Media Clip



# What is it used for?

- Remote **scientific** instrumentation
- Remote **medical** diagnosis, consultation and surgery
- Distributed terabyte **data mining**
- Distance **learning**
- Remote depositions and arraignments
- Interactive **collaboration**
- Remote design and manufacturing
- **Video** based customer care centers
- **Interactive** vs. passive entertainment
- Remote child care monitoring
- "Tellerless" **retail** checkout
- and on and on and on . . . . .

*Transactions -----> Interactions*



# IBM Software Value Proposition

## Integration



- Leverage existing customer technology investments
- Business and technology integration capabilities
- Extensive business partner enablement

## Infrastructure



- Leadership products
- Reliable, scalable, high-performance
- Open standards based
- Platform independence

## Innovation



- Swift adoption of emerging technologies and standards
- Leaders in research, discoveries and patents
- Visionary in e-business evolution



# **Books Recommended**

## **Seven Steps to Nirvana**

**"Strategic Insights into eBusiness Transformation"**

► **Mohan Sawhney, Jeff Zabin**

## **Blown to Bits**

► **Phillip Evans, Thomas Wurster**

## **eBusiness: Roadmap for Success**

► **by: Dr. Ravi Kalakota**

— **Addison Wesley Longman 1999, 2000**