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On Demand and IT Business Strategy

e-business™


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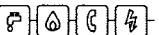
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IBM e-Biz On Demand & IT Business Strategy **IBM**

AGENDA

1. *Evolution of Business & Computing*
2. *The New Agenda : e-business on demand*
3. *On demand Computing*
4. *Summary*

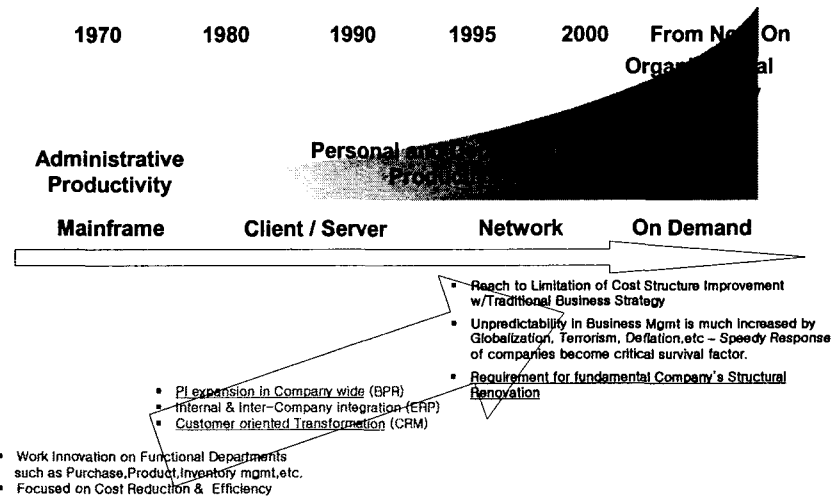



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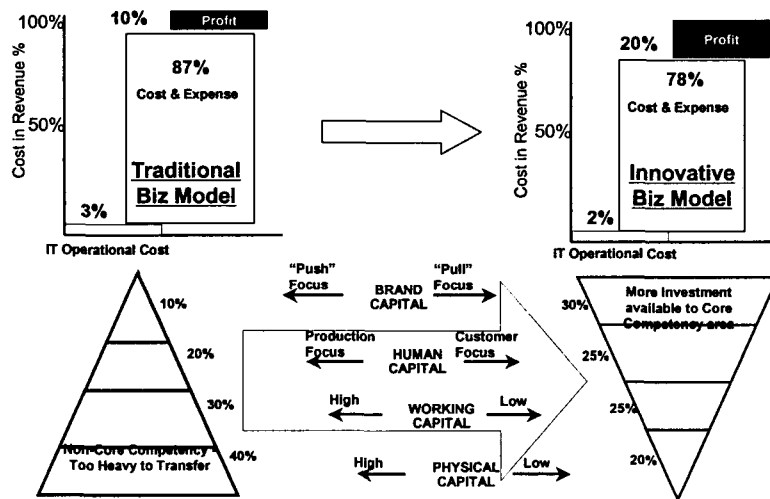
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Evolution of Business & Computing : Transformation of IT & Company

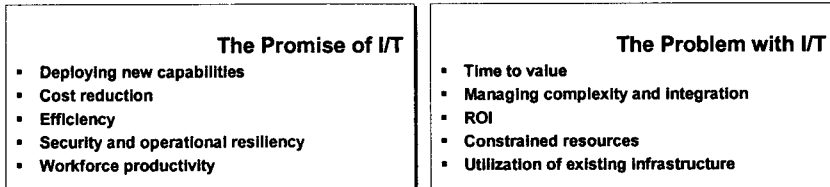


Evolution of Business & Computing : Innovation of Fundamental Biz Model

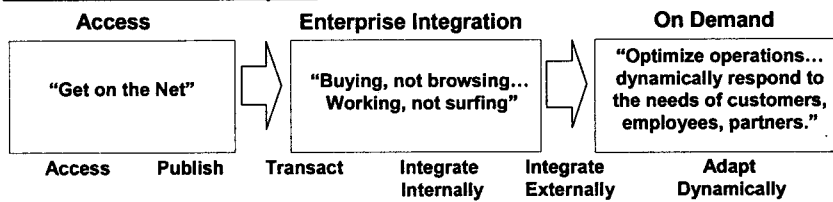


Evolution of Business & Computing : Pains of e-Business

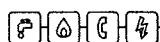
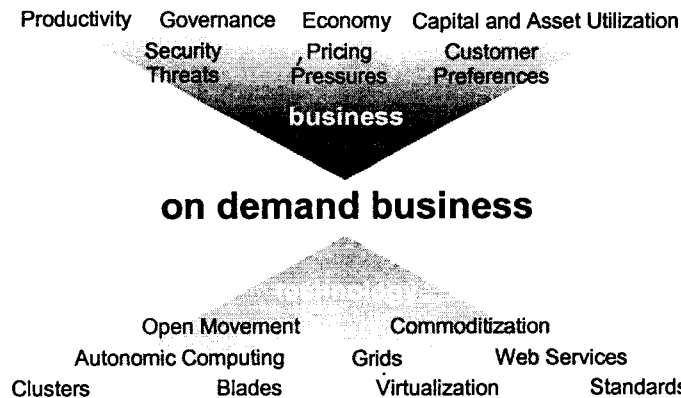
Business Drivers



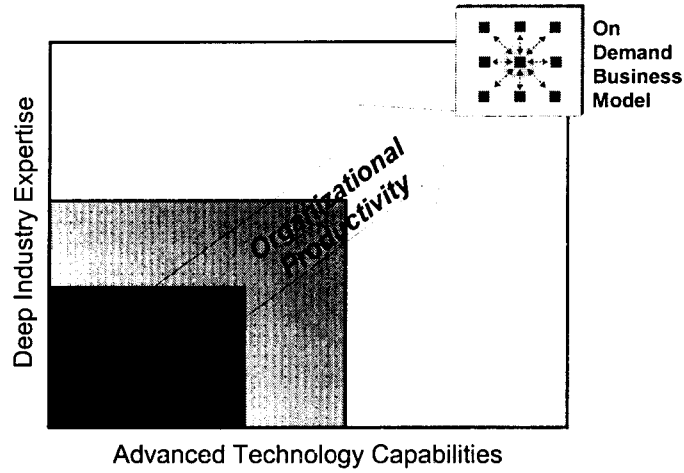
Phases of e-business adoption



Evolution of Business & Computing : Constantly Changing Environment



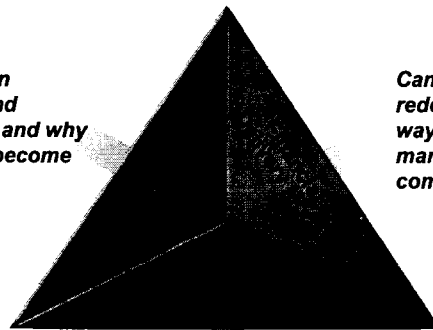
The New Agenda : e-business on demand - Organizational Productivity



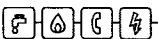
The New Agenda : e-business on demand - Key Questions for 3 Themes for eBod

What is an on demand business and why should I become one?

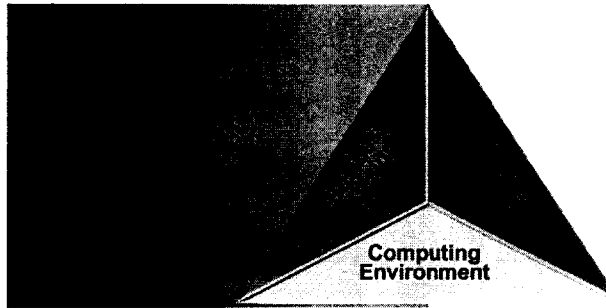
Can on demand redefine the way I acquire and manage computing?



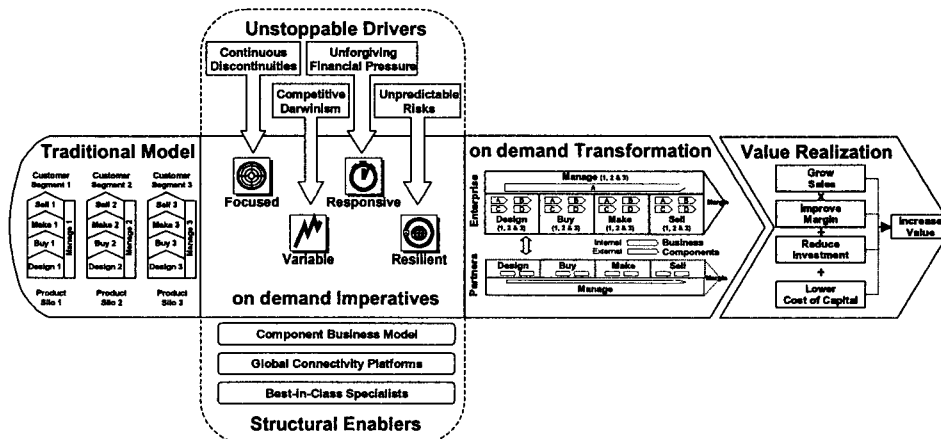
What kind of computing environment does on demand require, and how do I build one?



The New Agenda : e-business on demand - Core Competency in Business Design

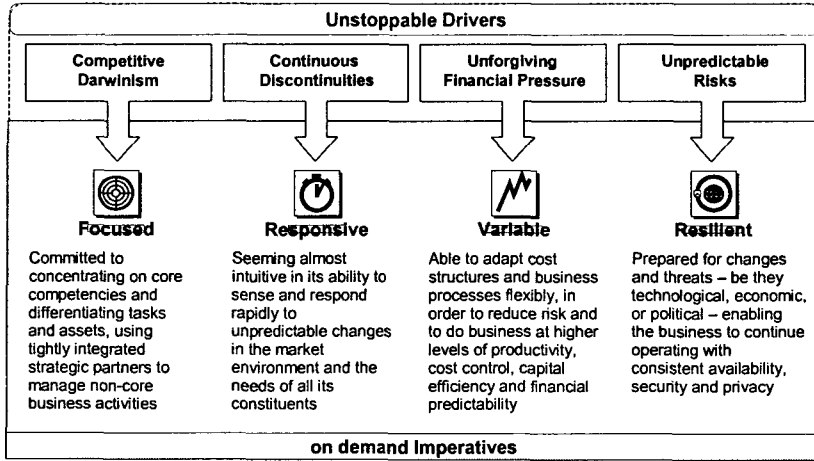


The New Agenda : e-business on demand - Value Proposition on e-Biz on demand



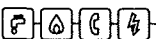
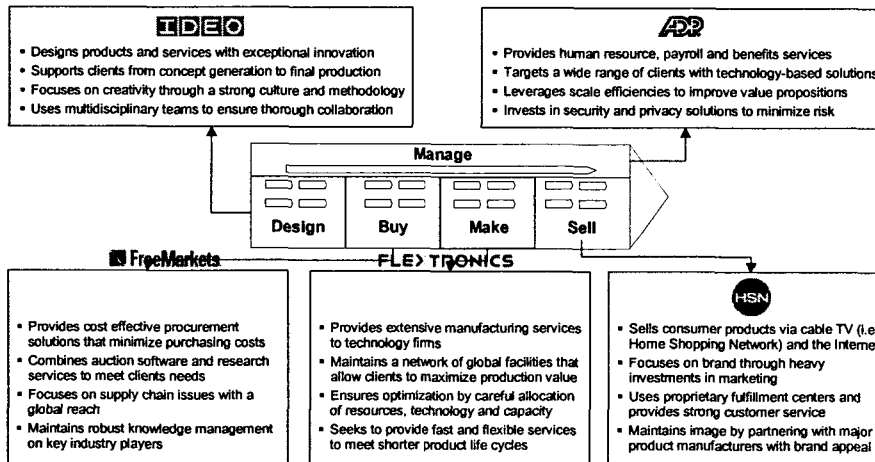
The New Agenda : e-business on demand - Value Proposition on e-Biz on demand

Unstoppable drivers pressure firms to meet on demand imperatives

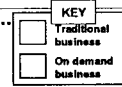


The New Agenda : e-business on demand - Value Proposition on e-Biz on demand

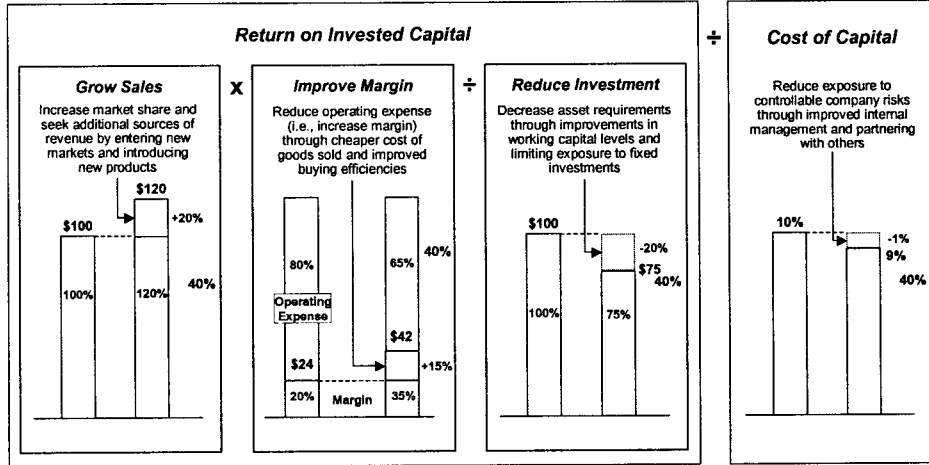
Examples of Best-in-Class Specialists



The New Agenda : e-business on demand - Value Proposition on e-Biz on demand



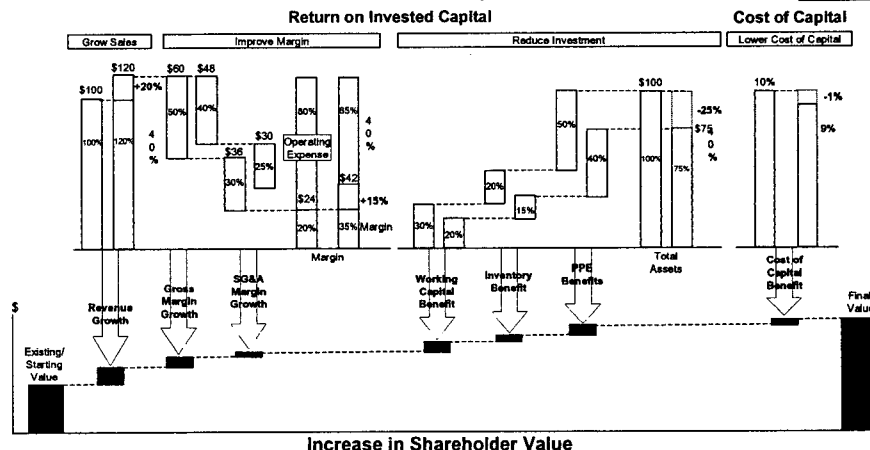
Creating Value (Illustrative)



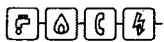
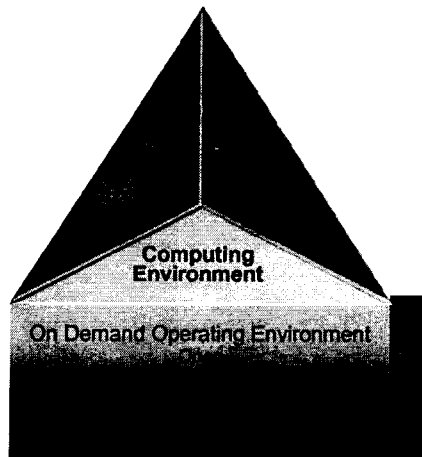
The New Agenda : e-business on demand - Value Proposition on e-Biz on demand



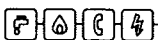
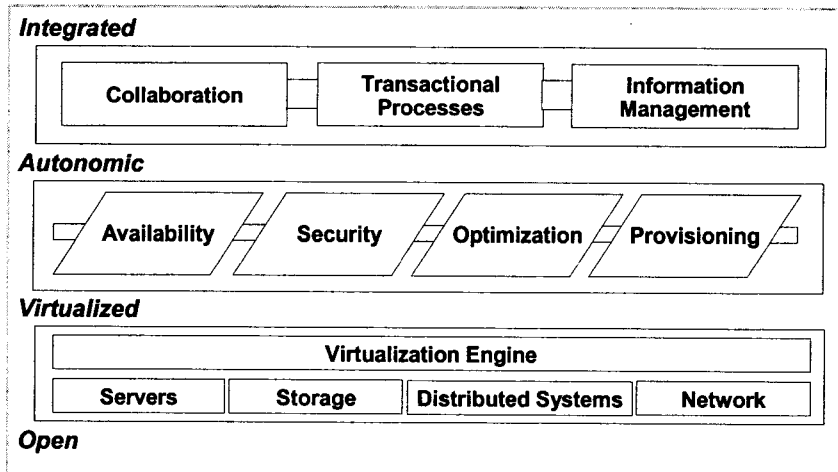
Increase Value (Illustrative)



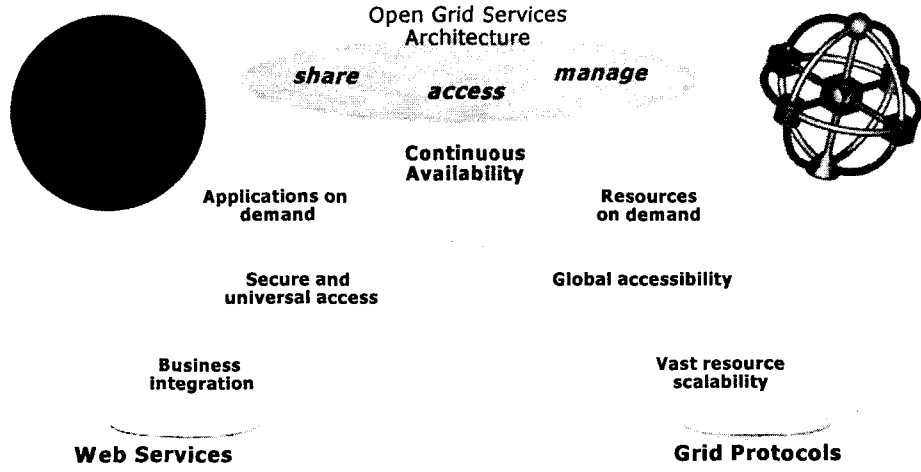
On demand Computing : IT Operating Environment's Renovation



On demand Computing : IT Operating Environment's Renovation

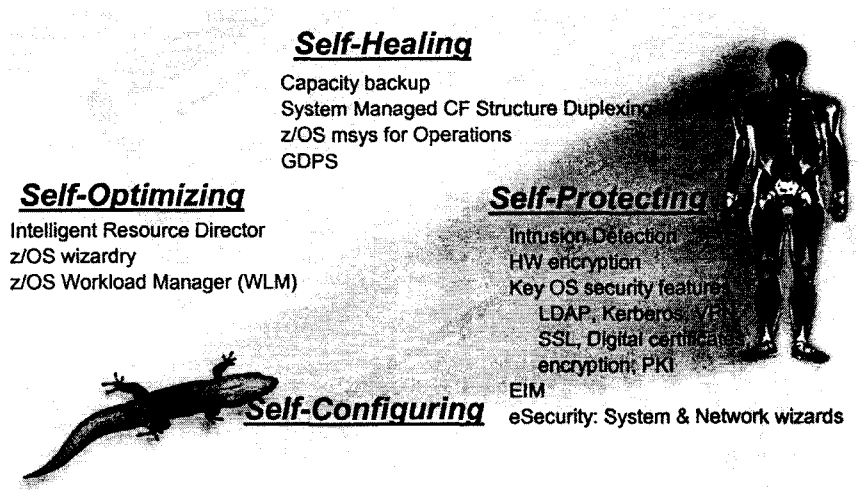


On demand Computing : IT Operating Environment's Renovation – Grid Computing



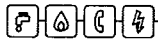
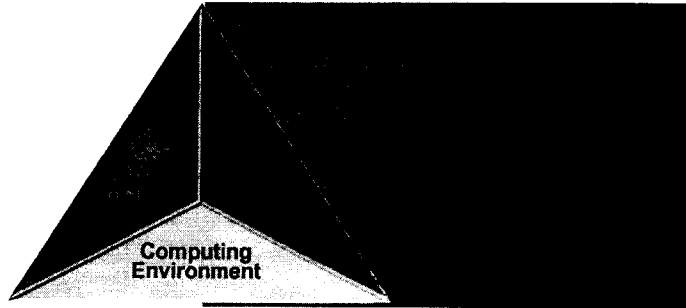
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On demand Computing : IT Operating Environment's Renovation – Autonomic Computing



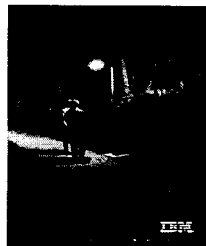
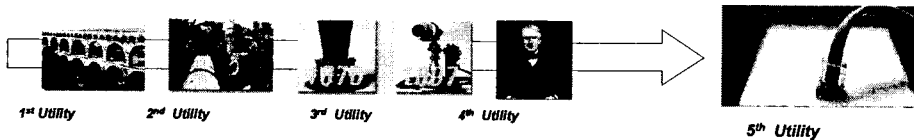
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On demand Computing : Financial & Delivery Models



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On demand Computing : 5th Utility, e-Business on demand



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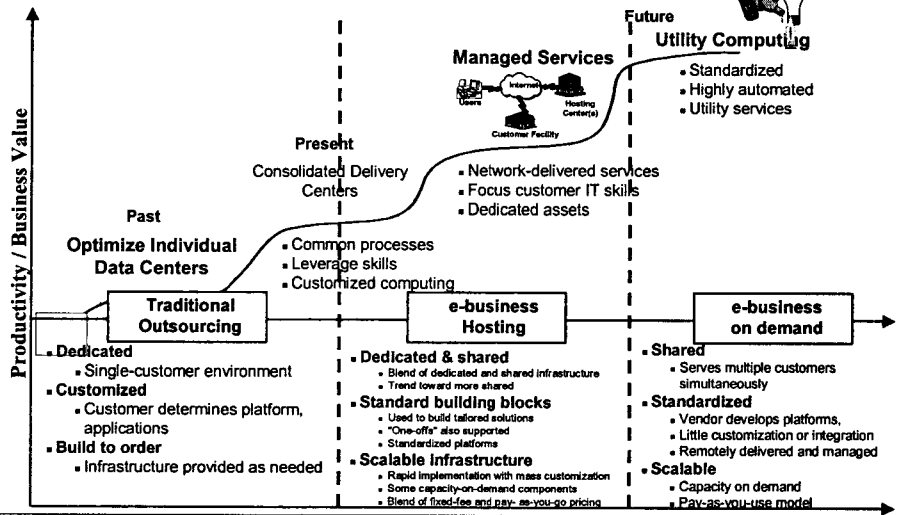


e-Sourcing



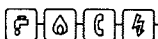
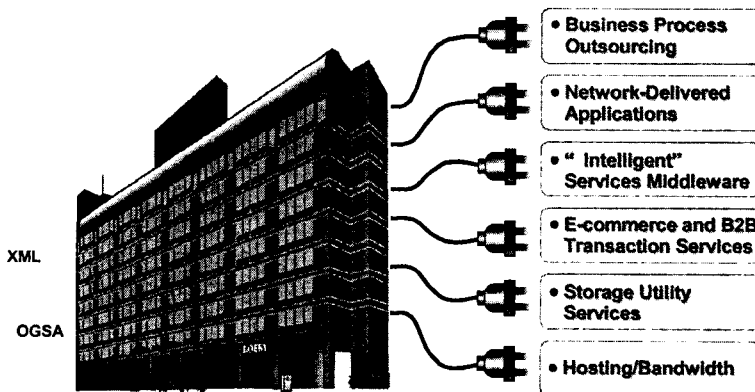
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On demand Computing : Evolution of IT Services

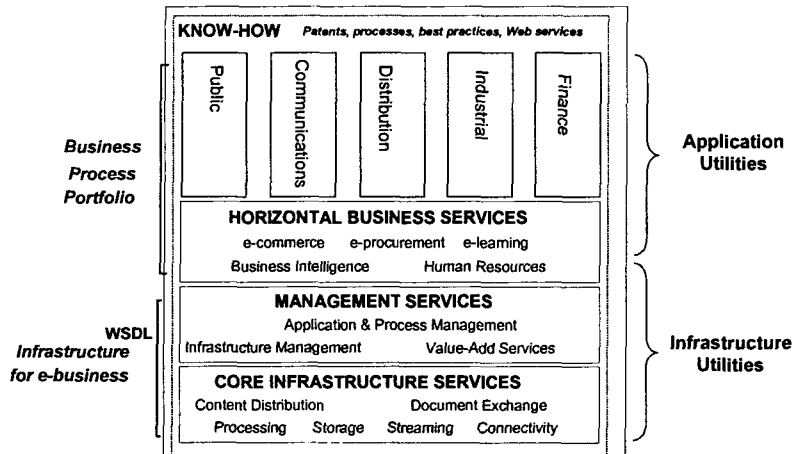


On demand Computing : IT delivered as Utility

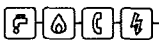
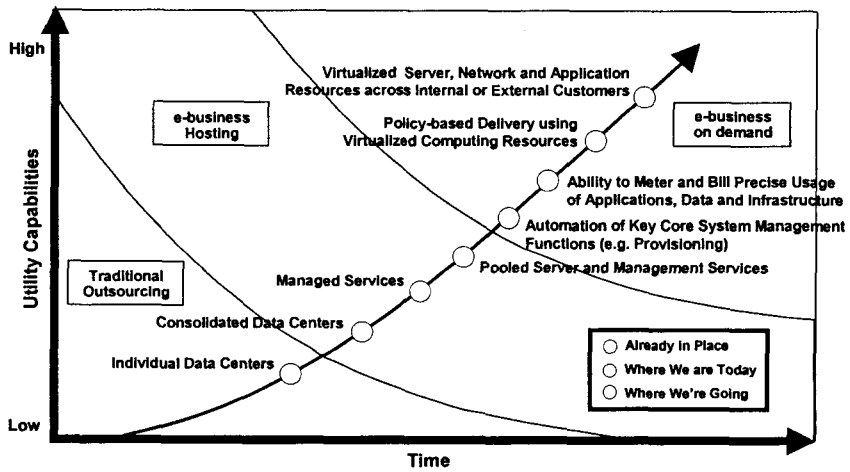
Delivering standardized processes, applications and infrastructure over the network, as a service, with both business and IT functionality.



On demand Computing : IT Service Frame work



On demand Computing : e-Business on demand Roadmap

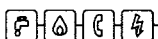
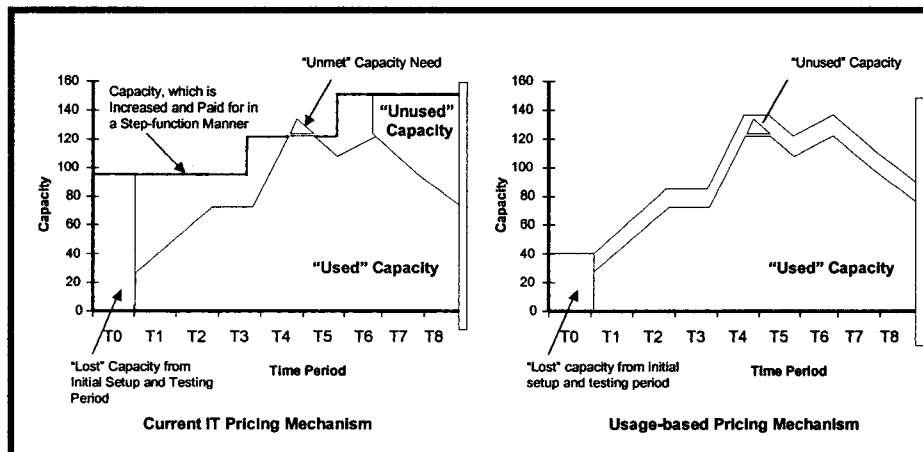


On demand Computing : Traditional vs. Utility Computing Model

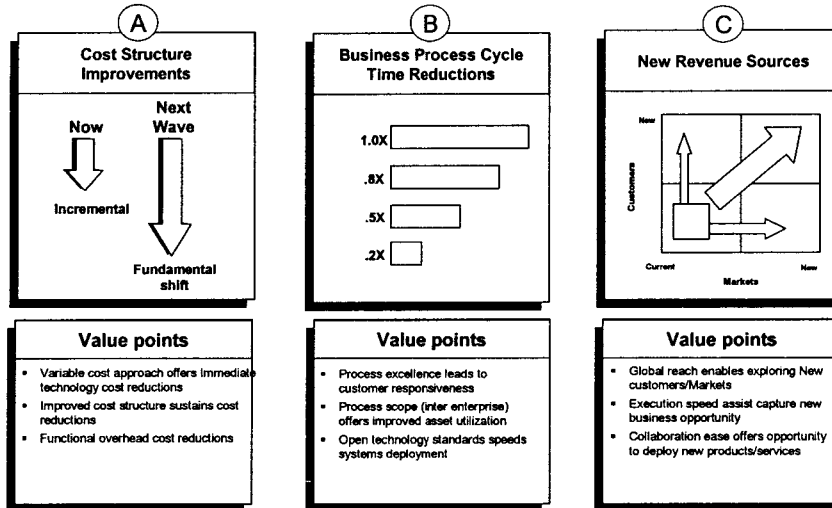
	Traditional Computing	Utility Computing
IT Infrastructure	Designed for Peak Usage	Designed for Required Usage
Capacity Provisioning	Varying Lead Times for Procurement and Builds	Nominal Procurement required and Short Lead Times for Builds
Charge-Back	Estimated Allocation (and Some Usage Billing) based on the Number of Users in each Department	Usage-based Billing
User Management	Dedicated Business Analysts are required for Request Management	Self-service is made Possible through Clearly Defined Service Levels and Simplified Provisioning
Capital Investment	Large-scale, Up-front Investments are made by Large Corporations	Incremental Investments in Capacity enable Companies of All Sizes to Benefit
Cost Profile	Asset-based Fixed Costs	Services-based Variable Costs



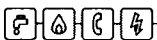
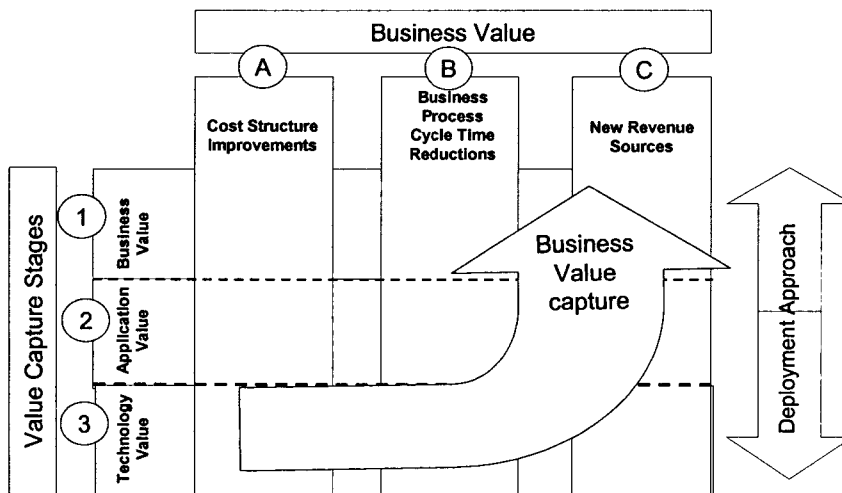
On demand Computing : Capacity More Closely matches Demand



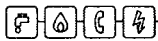
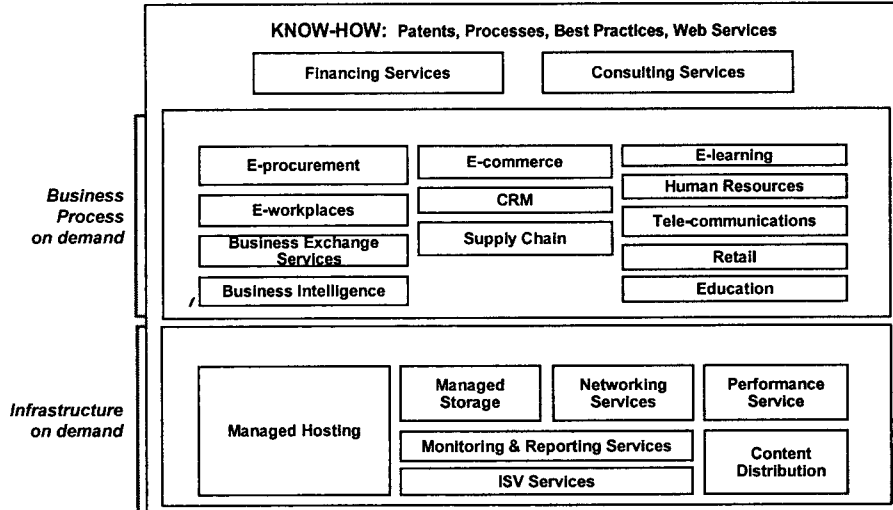
On demand Computing : IT Values Proposition from on demand computing



On demand Computing : Integration of Technical & Business value

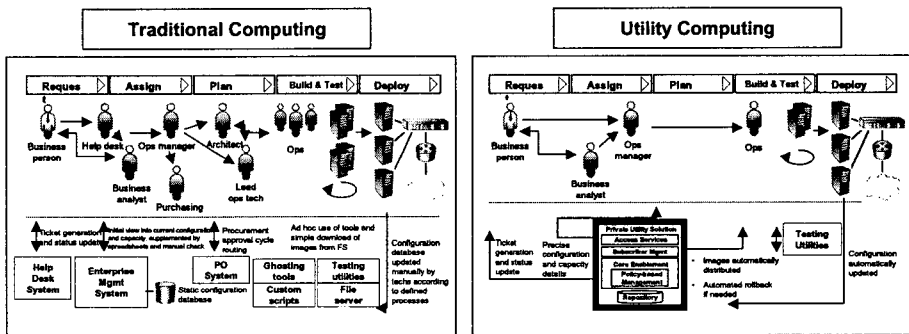


On demand Computing : e-Business on demand Solution Portfolio



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On demand Computing : Scenario – Responding to New Capacity requests



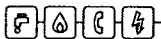
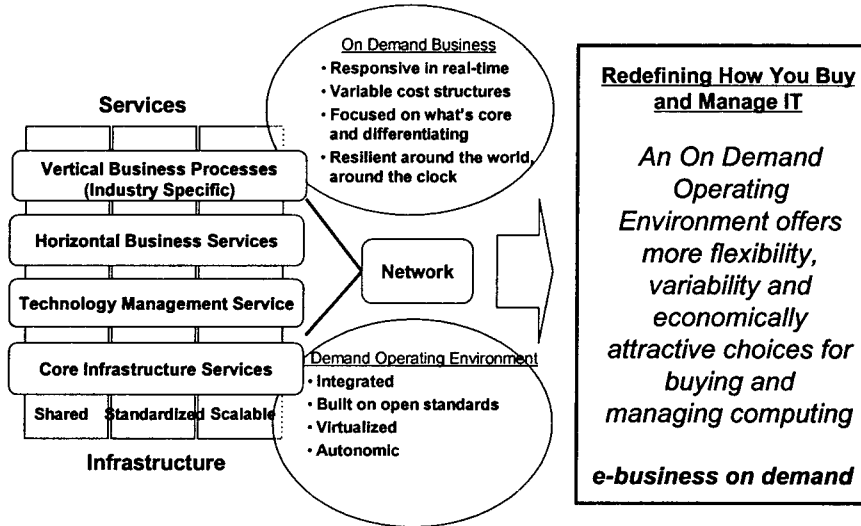
Differences

- The Process and Resources have been Greatly Simplified and Streamlined.
- Less Human Labor Is Required.
- The Cost of Processing the Requests Is Reduced.
- Less Possibility that Errors will occur because the Process is more Automated, further Decreasing Costs.



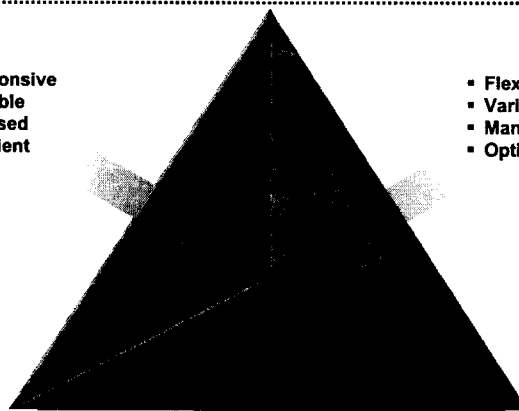
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On demand Computing : The World of "On demand Computing"



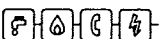
Summary

- Responsive
- Variable
- Focused
- Resilient



- Flexible
- Variable
- Managed
- Optimized

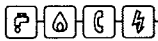
- Open
- Integrated
- Virtualized
- Autonomic



Summary

e-business on demand

An enterprise whose **business processes - integrated end-to-end** across the company and with key partners, suppliers and customers - can **respond with speed** to any **customer demand, market opportunity or external threat.**



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