IBM Israel Software Lab-based Services

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ILSL Lab Services Mission

"**Help SWG achieve profitable growth through successful customer implementations driven by ILSL senior product specialists with the range of skills required to take advanced products through the technical sale and implementation lifecycle**"

ILSL Lab Services Goals

◈ **Drive successful adoption of new, advanced products**
◈ **Increase customer satisfaction at strategic accounts**
◈ **Facilitate the flow of customer & market feedback to R&D**
◈ **Provide specialized skills to SWG growth areas (e.g., Information Server, RTC, Telco)**
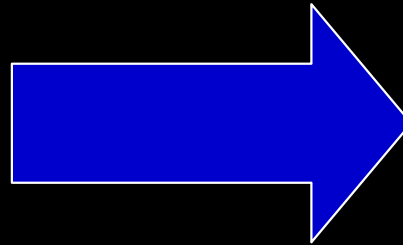
Value Proposition

ILSL Services Goals

- Drive Successful Product Adoption
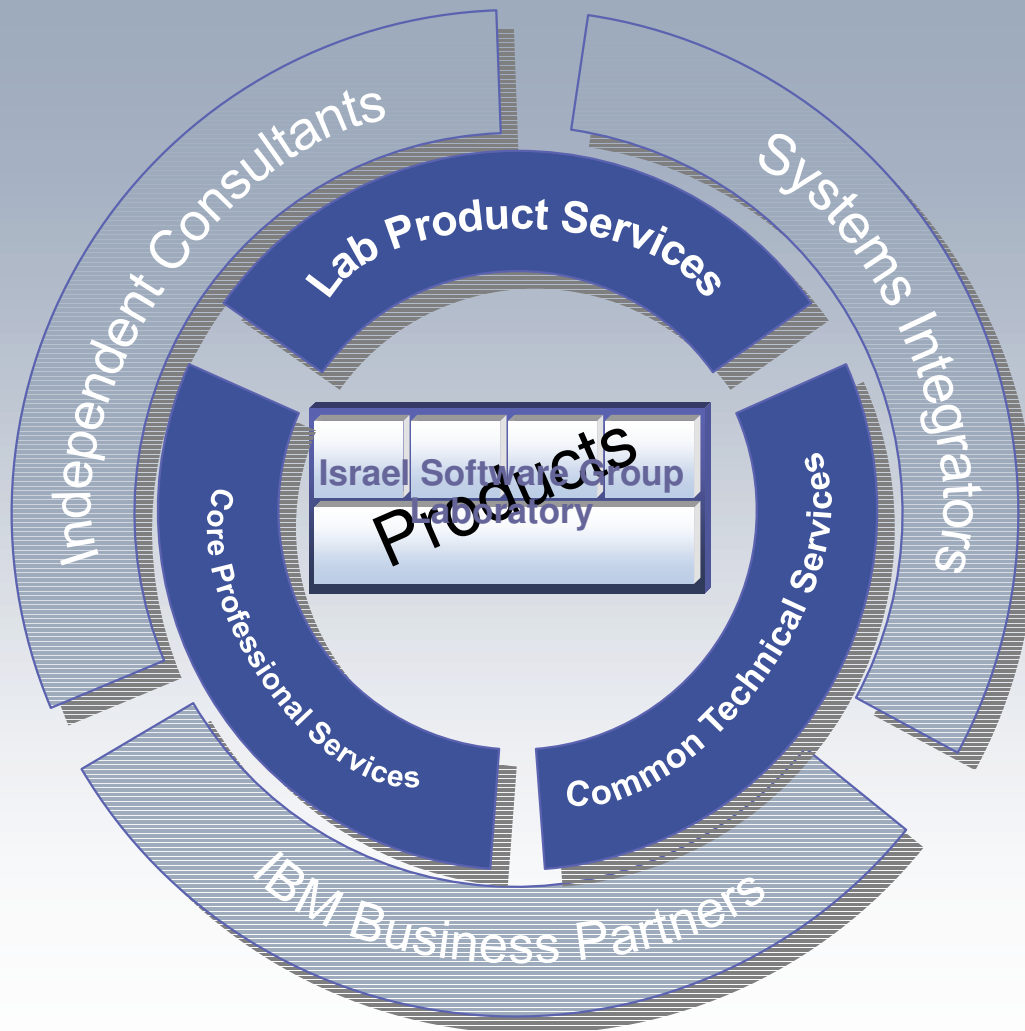- Increase Customer Satisfaction
- Deliver Product Feedback to R&D
- Provide Specialized Technical Skills

IBM Business Value

- ✓ Fast Track to Referenceable customers
- ✓ Increase license consumption
- ✓ Bring Better IBM Products to market
- ✓ Contribution to SWG growth areas

ILSL Lab Services team

Independent Consultants

Systems Integrators

Lab Product Services

Core Professional Services

Common Technical Services

Israel Software Group Laboratory

Products

IBM Business Partners

◈ Lab Product Services

   ◈ SIP; Present Server; Advanced components for interoperability; Telecom

   ◈ Data Integration; Metadata; ETL; Data Warehousing; Information Quality and Management

   ◈ Information Delivery

◈ Core Technical Services

   ◈ WAS; Installation and Configuration; Grid computing and parallel processing; technical architectures; software migrations and upgrades; scale;

◈ Core Professional Services

   ◈ Project Management; Requirements Analysis; Technical Presales, Proof of Concept; Quick Time to market / Value; Presentation; Customer Relationship; Education; Mentoring

Current ILSL Services Teams

◈ **Information Integration – est Q3 2006**

- ▪ Reporting to WW IP&S Services (Jason Silvia)
- ▪ Expanding to facilitate IP&S growth in EMEA

- ▪ **Real-time Collaboration Services Team - est Q1 2007**

  - ▪ Supporting local ISSL teams on Sametime opportunities
  - ▪ Partnering with Tim Greisinger's SWG Telco team on IMS platform opportunities

◈ **Content Discovery – est Q2 2007**
- ▪ Supporting ad-hoc EMEA customer requests

Information Integration – Product Expertise

Information Management software

- ◈ Information Server Platform
- ◈ WebSphere DataStage
- ◈ WebSphere QualityStage
- ◈ WebSphere Information Analyzer
- ◈ WebSphere Metadata Server
- ◈ WebSphere Business Glossary
- ◈ IBM Metadata Workbench

Information Integration – Offering Types

- Field Enablement – Customers, Local Services & Partners

- Technical Consulting & Education

  - Methodology

  - Reference Architectures

  - Standard Practices

- Advanced Offerings

  - DataStage for SAP

  - Information Server Migrations

  - Grid Offering

- Proof of Value (PoV) support

Information Management software

Customer Activity

- **Bank of Austria** (Vienna): Information Server v8 - DataStage Solution Architecture, QualityStage & Information Analyzer Education

- **Societe Generale** (Paris): Information Server - DataStage Solution Architecture

- **DHL** (Prague) **Belgian Flemish Government** (Brussels): DataStage v7 Solution Architecture and Education

- **Rostelecom** (Moscow): QualityStage v7 Solution Architecture and Education

- **Municipality of Dubai** (Dubai): DataStage v7 Solution Architecture

- "Unleash the labs" – sales support include: **O2** (Dublin), **BNL / BNP Paribas** (Rome), **BT Europe** (Stockholm), **Swedbank** (Stockholm), **Grundfos** (Stockholm), **KMD** (Copenhagen)

RTC Services – Product Expertise

Lotus. software

◈ Lotus Sametime presence and IM server

◈ Lotus Sametime Gateway

WebSphere. software

◈ WAS Presence Server

◈ WAS - SIP servlet engine

RTC Services – Types of Offerings

- Proof of Value (PoV)

- Educate/Enable (Standard practices and methodologies)

  - SIP Protocol Training

- Technical consulting

  - ST 7.5.1 migration planning offering

  - ST Gateway deployment offering

- Build reusable software assets

  - Call center application demo utilizing WAS Presence Server infrastructure

  - Presence Zones, Pasta

Customer Activity - Lotus

◈ **Lotus Sametime**

- ***Banco Santander Central Hispano*** (Spain): Broadcasting intranet announcements using ST

- ***Societe Generale*** (France): ST 7.5 deployment architecture Review

- ***British Telecommunications-*** BT (UK): Exploring ways to integrate Sametime into BT's telco services

- ***Addax*** (Switzerland) & ***Qatar Airways*** (Qatar) & **Mobile Telesystems** (Russia) : ST Gateway Deployment Offering

- ISSL local services enablement (Lithuania)

WebSphere software

Customer Activity - Telco

◈ **WebShere Telco Products & Technologies**

- *Comverse* (Israel): Integrating WebSphere SIP container into Comverse messaging solutions

- *Huawei* (China): Presence Server and Sametime interoperability tests

- *AT&T (Cingular)* (US): Proposing an IBM based presence solution

Content Discovery – Product Expertise

Information Management software

◈ OmniFind Discovery Edition (ODE)

◈ IBM Classification Module

OmniFind Discovery Edition: Planned Services Offerings

- **Highly customisable search platform**
  - Custom Content Sources
  - Custom GUI Components
  - Accelerators and Extensions to provide new functionality
  - ODE for BI services offering

IBM Classification Module: Planned Services Offerings

- **Smart classification technology that can be applied in countless scenarios**

  - Email Routing/Workflow

  - Risk and Compliance

  - eDiscovery

  - BPM

  - ECM Taxonomy Management

  - CRM Solutions

  - UIMA Annotator

Content Discovery – Current Activity

- **Customer Deployments and PoCs**
  - *Bank of America, Vanguard, T Rowe Prices*
- **European ODE WCS Integrations (France, UK, India)**
  - *Halfords, Salmon Ltd, CyberCom group*
- **P8 Integration Sales support for Europe**
  - *Netherlands Dept of Immigration, Aon Insurance*
- **ICM Projects (Italy, Netherlands, Germany, UK, Switzerland, China, Japan)**
  - *Nijenrode, Cardiff University, UBS*