



IBM Romania

INOVATIA CARE CONTEAZA!

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deeper

Global CEO Study 2006: 765 dintre CEOs sunt constienti ca...

“Competitia apare de peste tot”

“Piata impune inovare”

“Schimbarea modelului de business este dramatica ...40% din vanzari se fac prin internet”

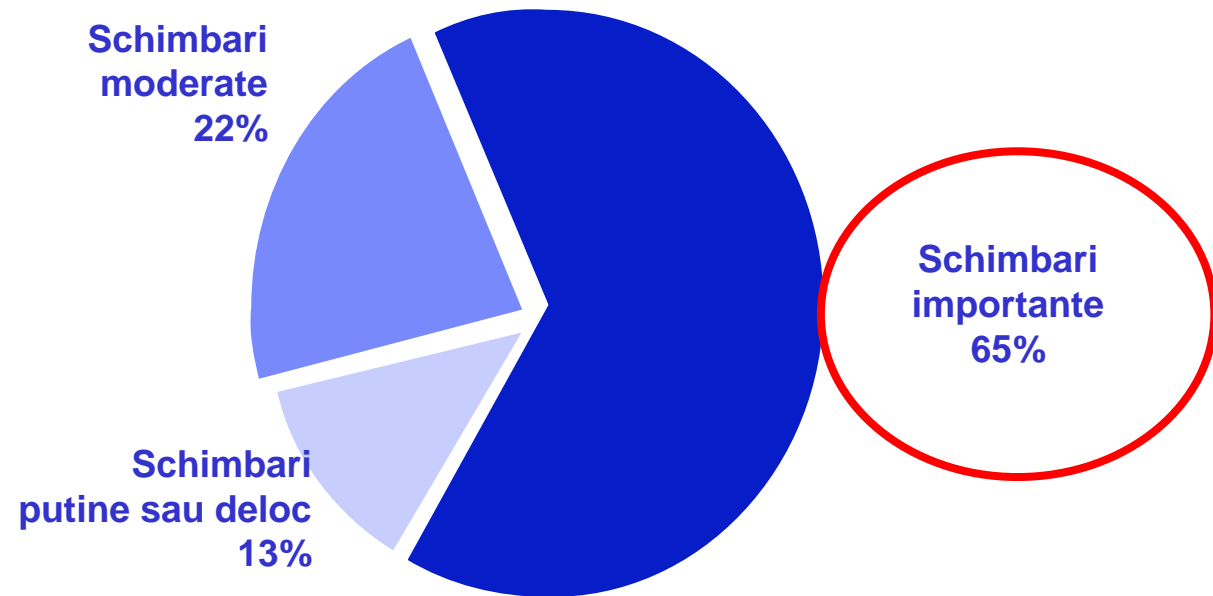
“Globalizare, marfa, structuri mai scumpe, specializare extinsa...”

“Trebuie sa inovam ca sa ne justificam existenta”

“Dezvoltare inseamna transformarea noastra si a industriei insasi”

“Produsele din anul trecut ne aduc dolarii anului trecut”

Cum vad CEOs transformările businessului în următorii 2 ani:



S-au demontat mituri....

Mit: Tendintele mondiale afecteaza doar cateva companii

Realitate: CEOs au in vedere schimbari radicale si iminente

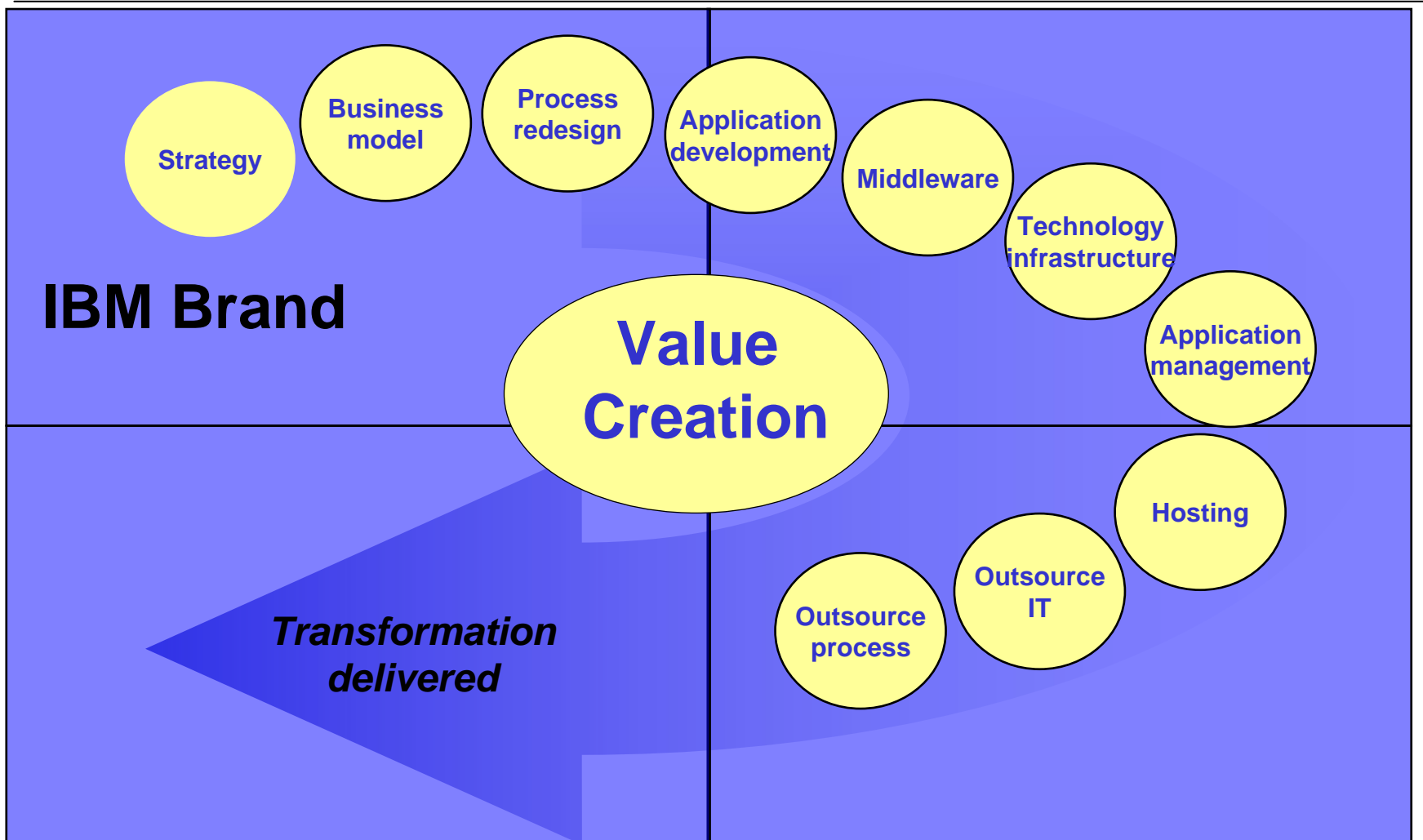
Mit: Inovarea este prea critica si confidentiala pentru a implica terti

Realitate: Colaborarea inovativa externa este indispensabila

Mit: Inovare inseamna crearea de noi produse si servicii

Realitate: Inovarea modelului de business conteaza

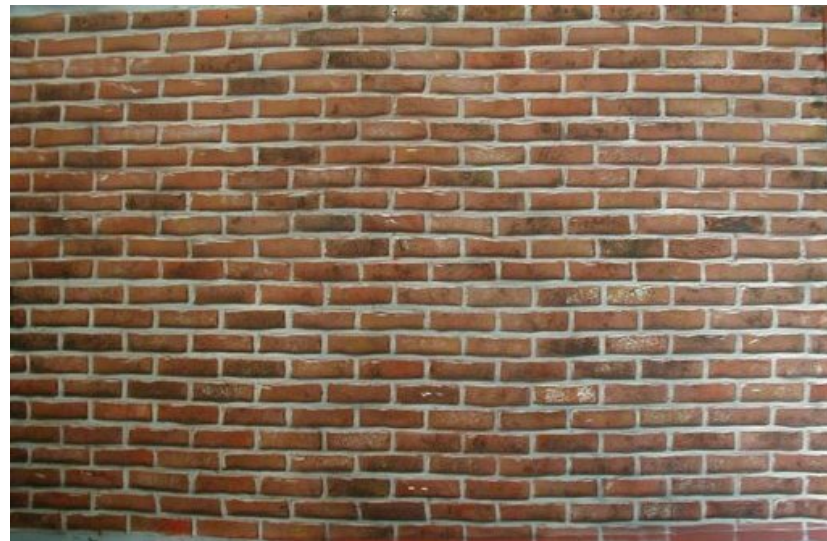
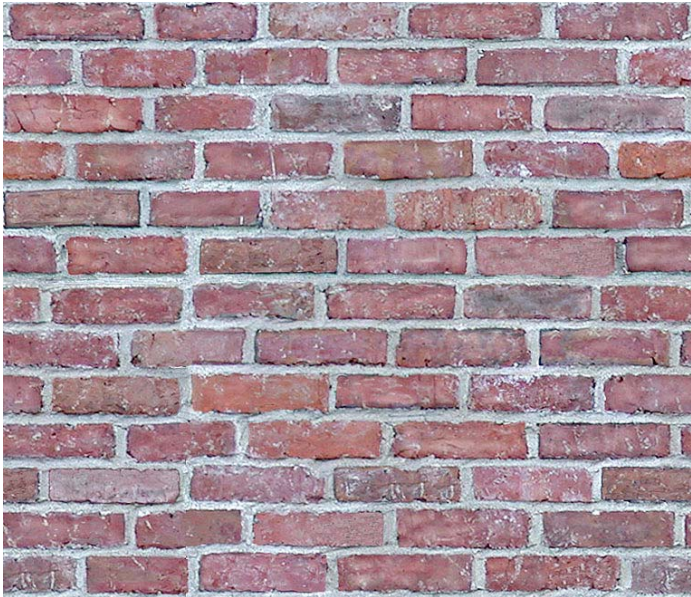
Cum vede IBM transformarea:



Solutii si servicii IBM

	Solution, Service								
GBS Consulting Services	Strategy & Change	Customer Relationship Management	Supply Chain Management	Financial Management Services	Human Capital Management	Application Management Services			
GTS Infrastructure Solutions	IT Service Management	SOA Infrastructure	Information Warehouse	User Platform	IT Resources Optimization	Information Lifecycle Management	Business Continuity	IT Security	Total Store
GTS Technology Services	Hardware Maintenance	Software Maintenance	Installation Services						
GTS Network & Site Services	Network Services	Site&Facility Services							
GTS Software Solutions	Websphere	Lotus	Information Management	Tivoli	Rational				

Ce sunt aceste servicii?



Servicii de Consultanta de Business: Strategy & Change

Strategy & Change offerings

	Business Strategy	Organization & Change Strategy	Operational Strategy	Technology Strategy
Growth	<ul style="list-style-type: none"> ▪ Growth 			<ul style="list-style-type: none"> ▪ Business Value from Technology ▪ IT Strategy
Cost & Performance	<ul style="list-style-type: none"> ▪ Target Operating Model (TOM) 	<ul style="list-style-type: none"> ▪ Organization Design 	<ul style="list-style-type: none"> ▪ Lean Sigma ▪ Strategic Profit Improvement (tbc) 	<ul style="list-style-type: none"> ▪ Project Portfolio Management
Getting it done	<ul style="list-style-type: none"> ▪ Strategy Execution 	<ul style="list-style-type: none"> ▪ Change Management ▪ Relationship Building 		<ul style="list-style-type: none"> ▪ IT Transformation / Management
Cross	<ul style="list-style-type: none"> ▪ Innovation Management / R&D Management ▪ M&A ▪ CBM (<i>community and tool, not an offering</i>) 			

Metode IBM de identificare a transformarilor necesare! Necesare cui? Core Business-ului si Business-ului IT!

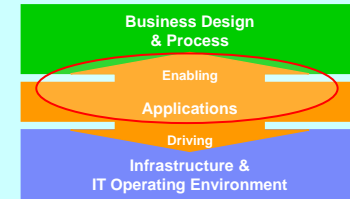
Core Business Track



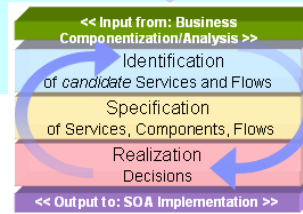
CIO Agenda Dialogue



Industry CBM



Business SLI Solutions
Strategy & Change

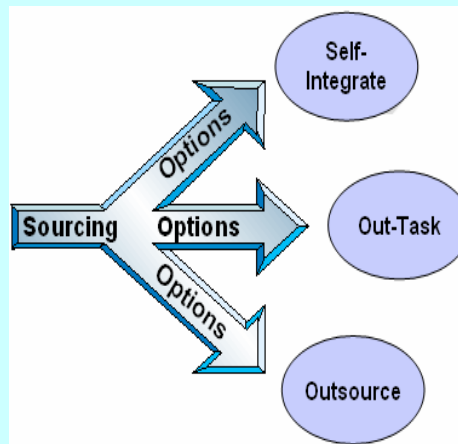


Service-Oriented Modeling Architecture

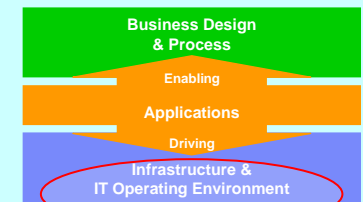
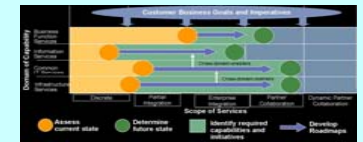
Component Infrastructure Roadmap Workshop

	2 Customer Requirements Management	3 Business Requirements Management	Business Requirements Management	4 Key and Knowledge Management	5 Value and Cost Management	6 Project and Portfolio Management	7 Service and Product Management
Directing	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management
Controlling	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management
Facilitating	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management	Business Requirements Management

CBM-for-the-Business-of-IT Workshop



IT Business Track



Infrastructure SLI Solutions

Va multumesc!

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