

Kick Off Partenaires Software-2013

Atelier middleware solutions

Nicolas Desachy & team

desachyn@fr.ibm.com

@nicod92160

Simplicity

Software Group Middleware Solutions & CAP

Nicolas Desachy
Manager: Middleware
& Customer Advocacy
Program



Hélène Frierh
Apprentice
Community Manager

AIM/WebSphere Business Agility

Christophe Borde
AIM FMM Lead



Christel Capella
BA FMP Lead



Laurence Rousselin
BA FMP



Annie Vizet
AIM Channel



Laure Leseigneur
Apprentice BA



Adrien Rigaut
Apprentice AIM (Sales)



Pauline Pinsard
Apprentice AIM (Sales)

System z Leverage MW Invest

Vincent Pellegrin
system z FMM
LMI Lead



Information Mgt Big Data

Christophe Megevand
IM FMM Lead



Isabelle Lefevre
IM FMM Big Data
Acting FMP lead Big Data



Angelica Vayer
Big Data FMP



Géraud Tarride
Apprentice IM Digital



Rational Software & Prod Inn

Sandrine Lannezval
Rational FMM



Sidonie Goussard
Rational FMP
SPI Lead



Tivoli / Security Systems Cloud & Service Mgt

Florence Calvez
Tivoli FMM Lead



Valérie Esnault
Tivoli FMP
CSM Lead



Anne Guy
Tivoli FMP
CSM



Marine Nessi
Tivoli-Tririga FMP
-maternity leave-



Nicolas Atger
Security FMM Lead



Martine Sorbara
Tivoli
security-Q1 labs FMP



Léna Thouvenin
Apprentice
Security System (Sales)



Customer Advocacy Program

Eric Daubié
Customer advocacy
program FMM



Pierre Moffroid
Apprentice CAP



XBrand Growth Initiative

Régine Sultan
PureSystems
/ Competitive FMM



Véronique Wagon
Middleware Solutions Web
Specialist / SWG ref pgm



Valérie Talon
Channel Marketing Middlewa
et SWG Co Marketing FMM



Alexandre Videt
Channel Marketing
Middleware



Christophe Borge

*Marketing Leader, IBM Mobile Enterprise
and Application Integration Middleware*

WebSphere®



Kick Off Partenaires Software - 2013



Mobile has shortened the time between an individual's need and its fulfillment



Simplicity

Growth

Profitability

Individuals demand that companies engage with them differently in the mobile context

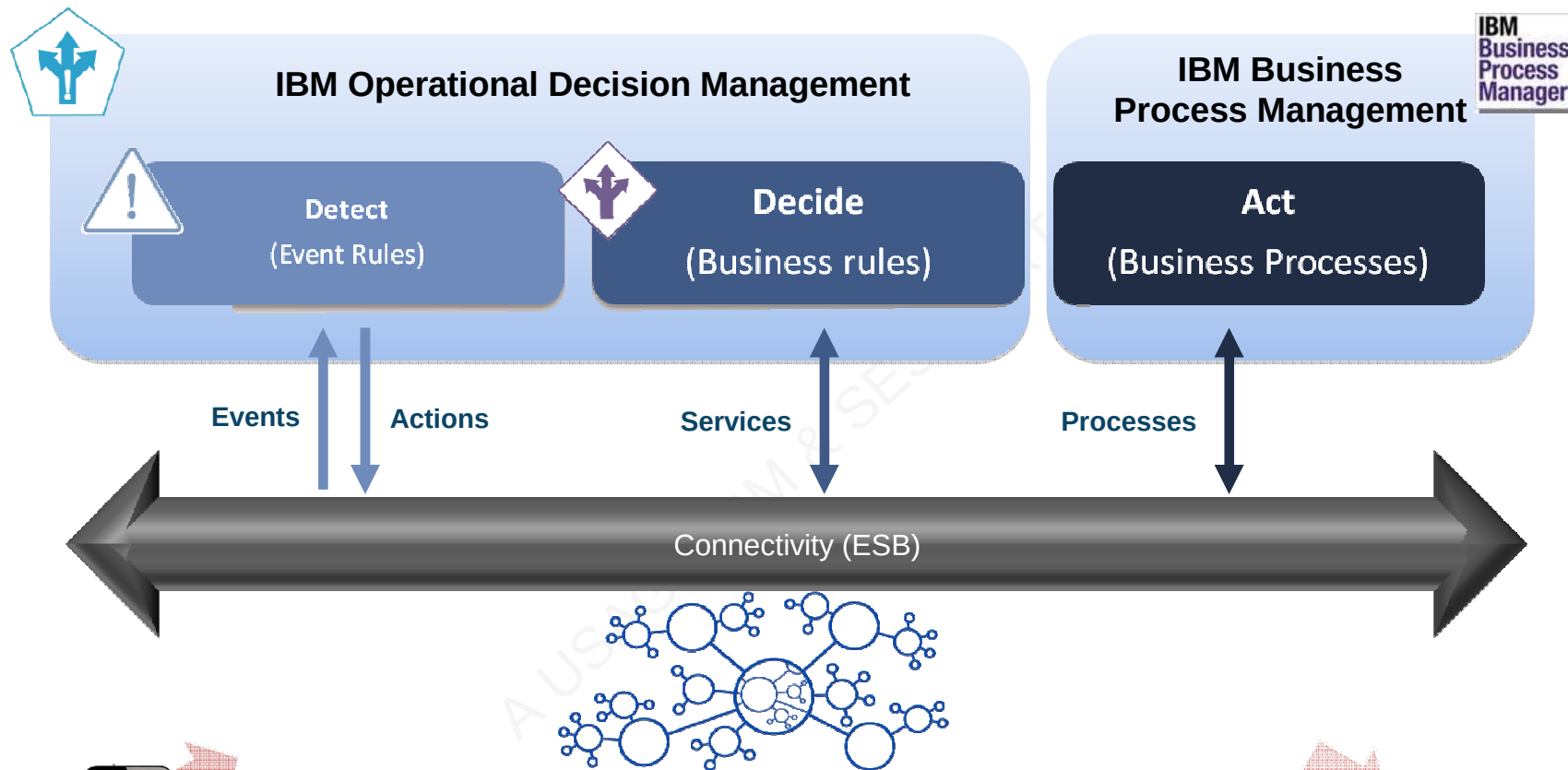


Mobile presents opportunities to create and exchange value at more points across the enterprise, driving deeper relationships, engagement and value

Simplicity

Growth

Mobile allows decisions to be made in real time with new context

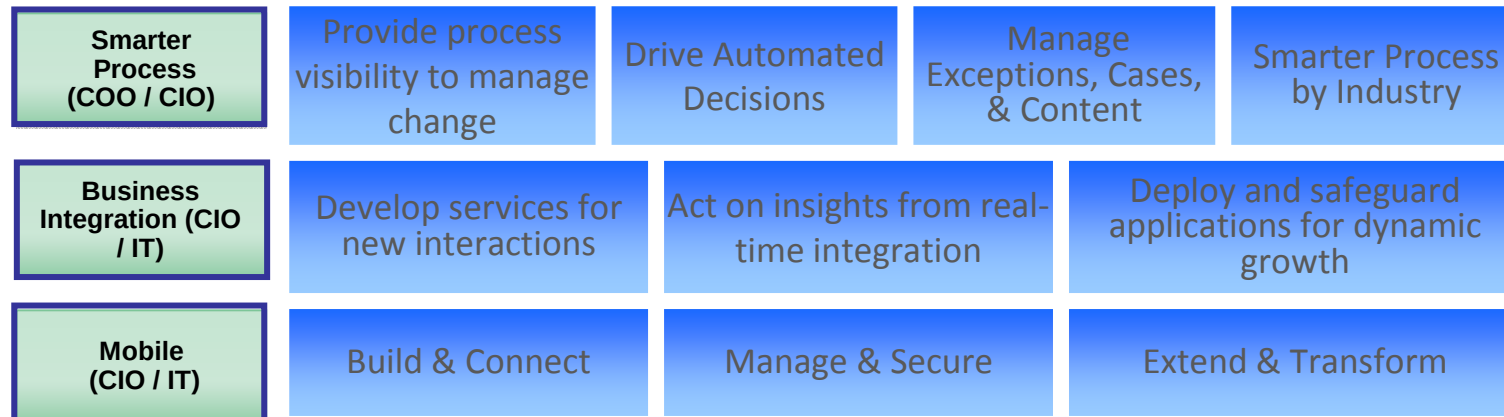


Mobile allows us to have conversations with customers, leveraging real-time context and interacting at the inflection point

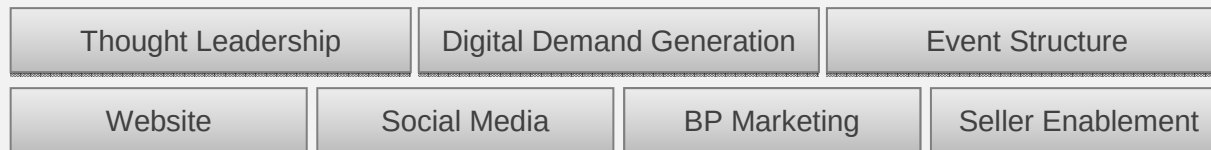
Kick Off Partenaires Software - 2013



AIM WebSphere leads 3 cross-IBM Campaigns in 2013 to drive focus on different needs and decision makers

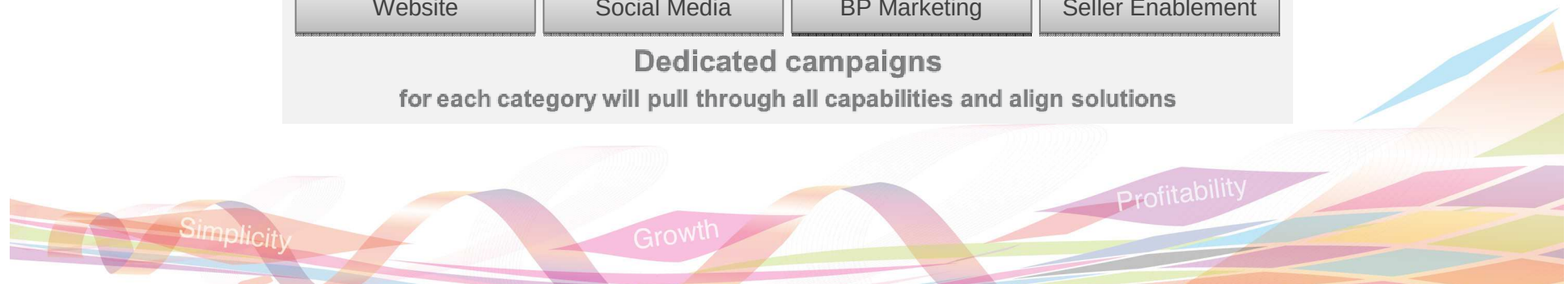


Priority roles and industries



Dedicated campaigns

for each category will pull through all capabilities and align solutions



Business Integration

Develop services for new interactions



Increase productivity and provide secure access to applications, services, and information beyond the enterprise walls to interact with the world at-large with:

- Simplified assembly of API's
- Secure external and mobile access to business service
- Governance and lifecycle management of high-value application

Developer / Practitioner Initiative

Accelerate delivery of innovative, high-value applications across interaction channels with integrated and tuned components that meet developers specific needs.

Act on insights from real-time integration



Capture insights from interactions and instrumented end-points across decentralized channels, and transform them into business opportunities with:

- Visibility across all data networks
- Intelligent decision automation
- Open standards for fast, easy connections

Deploy and safeguard applications for dynamic growth



Provide flexibility and dynamic scale to "back-office" transactional applications supporting dramatically faster rates of change, and unpredictable volumes with:

- Transaction integrity built into middleware
- Packaged, pattern-based expertise
- On-demand scale and capacity

*IT leaders can enable an agile business and maximize the value from systems of engagement by delivering integrated insight into customer interactions in real-time, and the capability to automatically respond to them – Allowing the business to **extend** productivity, **transact** at internet scale, and **optimize** through greater insight.*

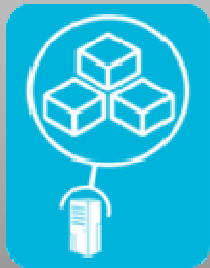
Simplicity

Growth

Profitability

Mobile Enterprise

Application Development



Build mobile apps

Connect & run mobile systems

- Building & Deploying Apps
- Mobile Lifecycle Management and Testing
- Data Access & Integration

IT Ops/CISO

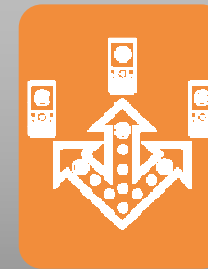


Manage mobile devices and apps

Secure my mobile business

- Device Management
- Network & Data Security and Management
- App Management

Line of Business



Extend capabilities to mobile

Transform my business

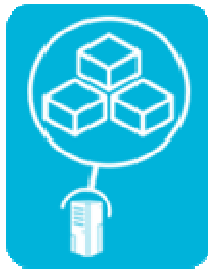
- Business Applications
- User Engagement
- Mobile Analytics and Insight

Simplicity

Growth

Profitability

IBM Offers a Comprehensive End-to-End Mobile Platform And Services



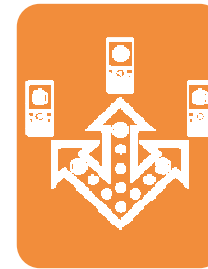
Build mobile apps

Connect & run mobile systems



Manage mobile devices and apps

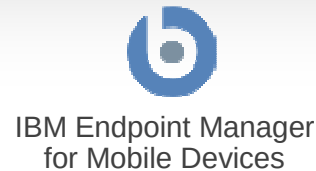
Secure my mobile business



Extend capabilities to mobile

Transform my business

IBM Mobile Foundation



IBM Social & Analytics



IBM Connections, SameTime, ECM, Tealeaf

IBM Mobile Services

Mobile Infrastructure
Strategy and Planning

IBM Interactive Design

Mobile Enterprise Services
for Managed Mobility

Mobile Application
Innovation Services

IBM Software

Impact2013

Business. In Motion.

April 28 - May 2

The Venetian - Las Vegas, NV

ibm.com/impact

#ibmimpact

Christophe Borde
cborde@fr.ibm.com
01 58 75 05 61

Remy Mandon
remy.mandon@fr.ibm.com
01 58 75 30 20



@WebSphereFrance



@IBMMobileFr



LeMondeInformatique.fr

Simplicity

Growth

Profitability

Information Management

Christophe Mégevand
Marketing Manager Information Management

Isabelle Lefevre-Bouffard
Marketing Manager Big Data

A USAGE IBM & SES PARTENAIRES



Kick Off Partenaires Software - 2013



3 sales plays principaux :

- Nouvelles opportunités du Big Data
- Qualité de l'information
- Réduire le coût des données



Le SOA d'aujourd'hui

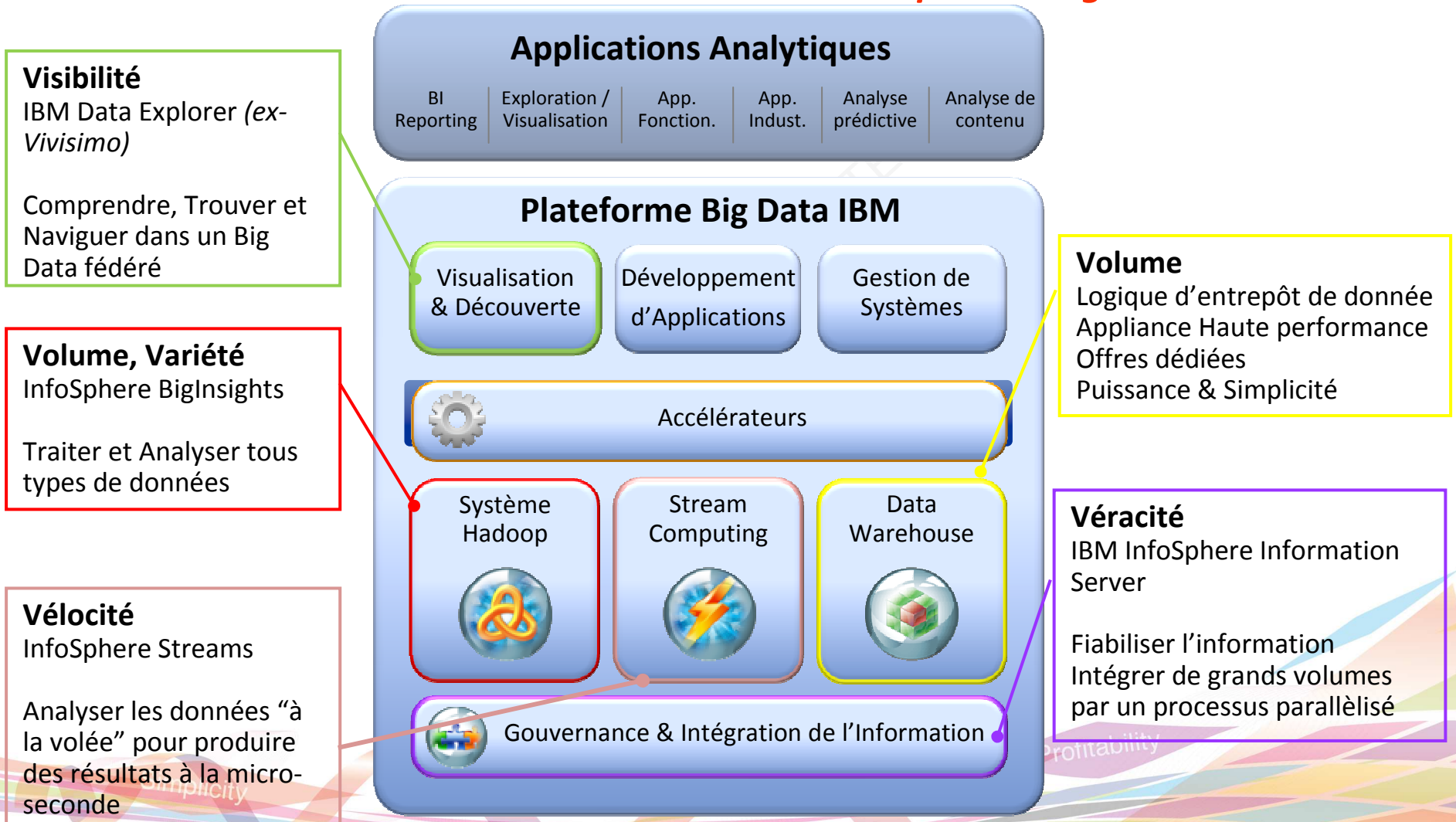


“D’ici à 2020, 90% de la croissance de l’industrie IT sera tirée par les technologies de le 3è plateforme qui, aujourd’hui, représente 22% de la dépense”.

Source: IDC 2013

L'offre

>>> SVP Authorized Product Group : IBM Big Data & Netezza <<<



Se distinguer par du concret et des cas d'usage

Banque

- Anticipation (Next Best Action)
- Gestion des risques

Assurance

- Anticipation (Next Best Action)
- Modélisation de catastrophes
- Déclarations de sinistres

Gouvernement

- Services sociaux et fraudes fiscales
- Analyse des menaces et de la criminalité

Santé

- Comprendre et mesurer les données de santé de la population
- Réduire les erreurs de diagnostics

Telco

- Marketing de données
- Données des médias sociaux
- Réseau intelligent (auto-géré)

Energie

- Distribution adaptée aux besoins (temps réel)
- Maintenance adaptée aux situations

Distribution

- Optimisation dynamique des prix
- Gestion des stocks
- Optimisation et ciblage Marketing

Transports

- Fidélisation
- Anticipation de maintenance des véhicules

Automobile

- Nouvelle voiture : design et prix
- Déclarations de Garantie

Chimie

- Conditions de surveillance avancées
- Optimisation de la production

Fonction Marketing

(x-industries)

- Analyses des tendances de comportements
- Analyses temps réel

- Offre Gouvernance de l'information

- Descriptif :

- Intégration de l'information
 - MDM
 - Gouvernance du cycle de vie des données
 - Sécurité des données et confidentialité



Gouvernance
de l'information

- Positionnement dans « business needs » et « Software capabilities » :

- Fournir une plateforme complète d'intégration et de gouvernance des données



- Offre Bases de données

- Descriptif :

- DB2
 - Informix
 - PureData System for Transactions

- Positionnement dans « business needs » et « Software capabilities » :

- Améliorer la performance des bases de données tout en réduisant les coûts
 - Diminuer le time to value



IM - la boîte à outils

- Points de contact :

- Sales :

- Yann Lemoigne - Manager Channel : yan.lemoigne@fr.ibm.com
 - Nathalie Eulry - Sales Rep Channel : NEULRY@fr.ibm.com
 - Joel Alvarez - Sales Rep Channel : joel.alvarez@fr.ibm.com

- Tech Sales :

- Béatrice Cochard - Manager Big Data & Bases de données : beatrice.cochard@fr.ibm.com
 - Dan Benouaisch - Manager Gouvernance de l'information : dan.benouaisch@fr.ibm.com

- Marketing :

- Christophe Mégevand - IM : cmegevand@fr.ibm.com
 - Isabelle Lefevre-Bouffard - Big Data : isabelle_lefevre@fr.ibm.com



IM - la boîte à outils

- PoTs / EoTs : <http://www-05.ibm.com/fr/events/tec/?ca=forum>
- Bootcamp MDM Standart Edition - 26/29 mars :
<http://www-304.ibm.com/events/idr/idrevents/detail.action?meid=2910&ieid=4321&from=find>
- IGF - Contact : Karen Strugnell : kstrugnell@fr.ibm.com
- Liens utiles :
 - Domaines d'application : <http://www-01.ibm.com/software/fr/info/rte/bdig/index.html>
 - Produits : <http://www-01.ibm.com/software/fr/data/>
 - Big Data : <http://www-01.ibm.com/software/fr/data/bigdata/>





BRAND TIVOLI
Florence CALVEZ
Tivoli Market Manager

Driving for Results

Brand TIVOLI — les opportunités pour les partenaires se trouvent à l'intérieur de ces sujets chauds du marché

- Cloud
 - Solutions IaaS, PaaS, SaaS et BPaaS
 - Optimisation des environnements virtualisés
 - Network Analytics
- Mobilité, terminaux et gestion des équipements finaux
- Smarter Infrastructure
 - Le portefeuille d'offres de gestion immobilière Tririga apportent des solutions aux nouveaux standards de l'Industrie
 - Maximo reste une solution recherchée par le marché
- Stockage
 - Stockage pour les environnements virtuels
 - Solutions de stockage Cloud (MSP)



Et aussi ...

- Optimisation du DataCenter Distribué
 - S'appuyer sur les solutions innovantes d'Application Performance Management pour simplifier le déploiement et l'adoption de ces technologies chez nos clients
 - Bénéficier de la vague d'adoption du Cloud par nos clients pour positionner nos offres de cloud privé et hybride à des coûts optimisés s'appuyant sur une plateforme unifiée

Kick Off Partenaires Software - 2013



Les solutions d'IBM aident les entreprises à repenser leurs stratégies de services, processus et relations**Rethink IT, Reinvent Business**



Optimize with Cloud



Speeding service delivery from 45 days to 20 minutes

Simplicity

Extend to Mobile Devices



Increasing sales with new promotions from 15% to 75%

Growth

Deploy Smarter Physical Infrastructures



Recognizing & repairing over 50% of issues before operations impact

Profitability

Protect & Manage Data



Reducing the time it takes to backup critical data by 80%

Brand Tivoli – offre 1: Cloud

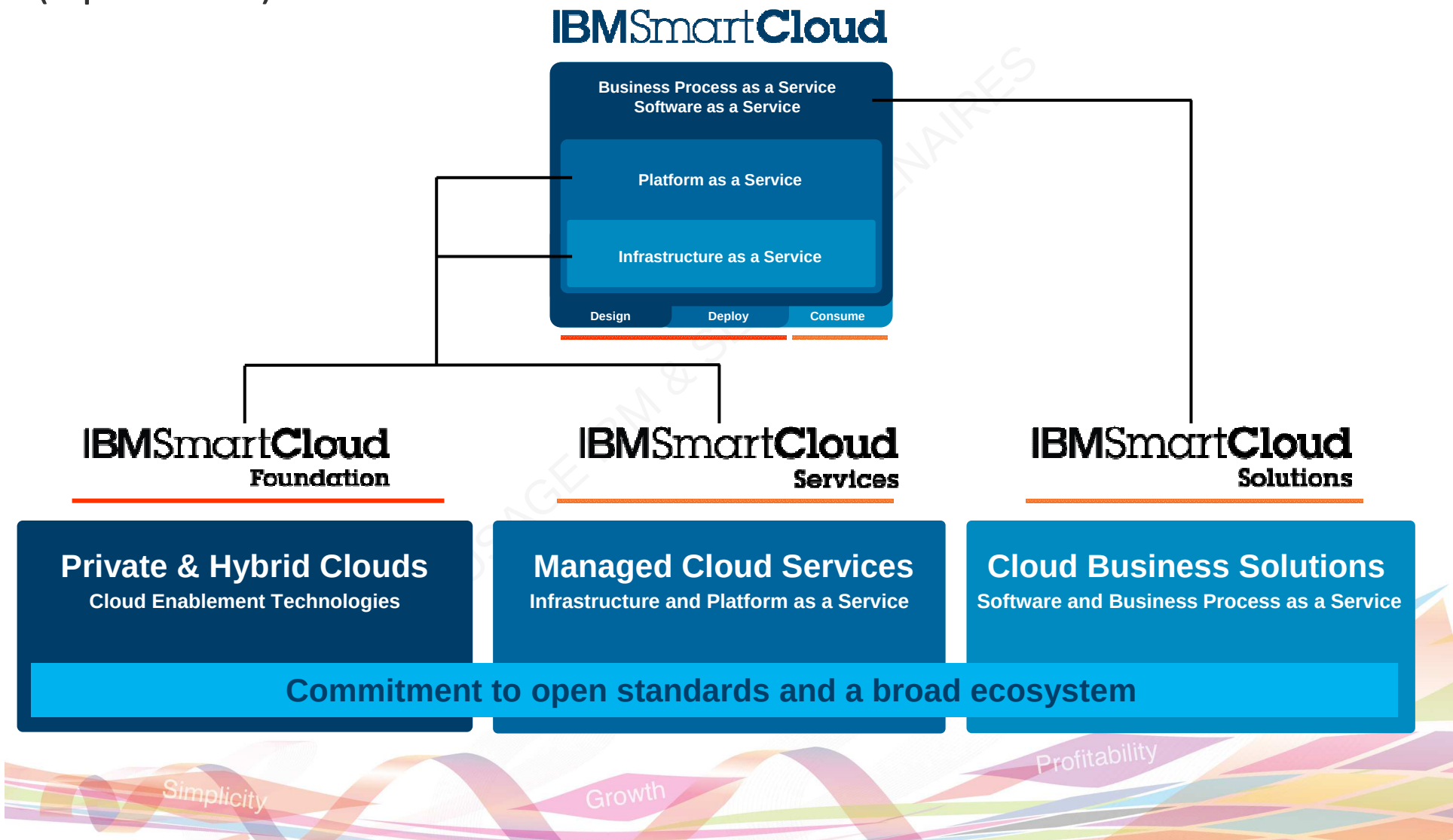
- Objectifs
 - Bénéficier de la plateforme Cloud de nouvelle génération bâtie sur les standards ouverts OpenStack => Smart Cloud Foundation
 - Mettre à disposition des infrastructures qui permettent à tous les secteurs d'augmenter la vitesse et l'efficacité de la mise sur le marché de nouveaux produits
 - S'appuyer sur la différenciation apportée par l'analytics pour optimiser les performances et améliorer l'intégration réseau, postes de travail, serveurs, stockage
 - Fournir des solutions et un pricing adaptés aux MSP: offres Smart Cloud
- Références:
 - => Trace (Maximo in the cloud), BNP (A model driven application deployment in a Cloud at BNP Paribas / BP2i using DevOps) ...
- Le marché du Cloud ...



Kick Off Partenaires Software - 2013



IBM cloud => plateforme commune basée sur les standards ouverts (OpenStack)



Brand Tivoli – offre 2: Mobilité

- Objectifs
 - Poursuivre la gestion étendue des équipements mobiles avec des offres de support additionnel pour le BYOD, la gestion des profils utilisateur...
 - Permettre la gestion des plateformes mobiles en incluant l'offre de développement des appls avec Worklight
 - Gagner des parts de marché avec les MSP et GSI qui délivrent des solutions postes de travail et mobilité à leurs clients
- Références:
 - => Office des notaires de France (TEM), Postes & Telecom de Tahiti (TEM), Alstom (TEM)...
- La mobilité... un marché en pleine expansion: +34% en 2013



Brand Tivoli – Offres 3 et 4

- Stockage
 - Poursuivre et étendre notre position de leader en stockage sur les comptes Enterprise et GB (annonces Hypervisor Storage Oct2012)
 - Utiliser la force de Butterfly pour démontrer aux clients la possibilité de gains et d'optimisation avec nos solutions TSM et gagner des parts de marché sur un domaine concurrentiel
- Smarter Infrastructure => Smarter Buildings, Smarter Cities
 - Fournir des solutions pour optimiser les performances de l'infrastructure
 - Gérer les actifs de l'entreprise et les ressources de maintenance pour optimiser les coûts



Kick Off Partenaires Software - 2013



Pulse2013

Optimizing the World's Infrastructure

March 3 – 6
MGM Grand – Las Vegas, Nevada

Register Now!

Pulse
Palooza
presents

**Carrie
Underwood**
5 time Grammy
Award winner

Monday, March 4



Home

Registration & Travel

Agenda

Speakers

Sponsors

Business Partners

Pulse 2013: Turn opportunities into outcomes

Join us at **Pulse 2013** for the opportunity to share your expertise with 8,000 of your peers and hear from IBM business partners and top industry analysts on the latest trends and hottest IT topics. With three days of top-notch keynotes, over 450 breakout sessions, hands-on labs, certification and our best Solution Expo ever, Pulse will provide the necessary tools, insights and networking to turn opportunities into outcomes.

[Read More About Pulse 2013](#)

Pulse 2013 has developed four distinct streams, essentially "mini conferences" to help you achieve this goal: [Cloud and IT Optimization](#), [Smarter Physical Infrastructure](#), [Mobile Enterprise](#), and [Security Intelligence](#).



Cloud and IT Optimization

Realize the
transformative power of



Smarter Physical Infrastructure

Transition to smarter,
flexible physical



The Mobile Enterprise

Improve reach to
consumers, mobile and



Security Intelligence

Secure increasingly
sophisticated business

Register Now!

Agenda
Builder

Pulse2013

SmartSite:
sessions, labs and certification,
demonstrations, and much more.

[Already Registered? Build your agenda now!](#)

→ Not registered yet? Use the Sample Agenda Builder

Get Ready! Pulse 2013 Starts in

31 Days, 11 Hours, 18 Minutes, 41 Seconds.



Pulse2013

Optimizing the World's Infrastructure

IBM Cloud Service Management
Simulator Workshop



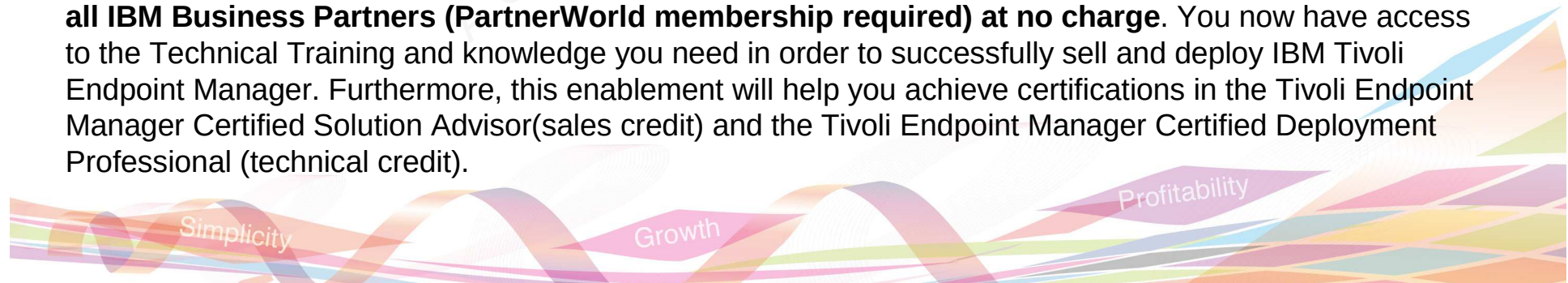
Accelerated and breakthrough understanding of ITSM and ITIL best practices, which you can take back to your company to assess how these can contribute to your organization.

⇒ Saturday, March 2nd, from 2:00pm to 5:00pm, Conference Room 101 in the MGM to attend (or if you have any questions), pls contact David Ojalvo at daojalvo@us.ibm.com

Growing skills in Endpoint Management just became easier

IBM Tivoli Endpoint Manager is a key solution area for 2013, providing endpoint management and security into a single solution that enables your clients to see and manage physical and virtual assets. IBM Business Partners now have an opportunity to gain new skills, refresh old ones and drive more revenue in 2013 with this new offer.

The IBM Tivoli Business Partner Channel Sales and Enablement Teams are pleased to announce that as of January 14, 2013, **the Tivoli Endpoint Manager Self Paced Virtual Classes (SPVC) will be open to all IBM Business Partners (PartnerWorld membership required) at no charge.** You now have access to the Technical Training and knowledge you need in order to successfully sell and deploy IBM Tivoli Endpoint Manager. Furthermore, this enablement will help you achieve certifications in the Tivoli Endpoint Manager Certified Solution Advisor(sales credit) and the Tivoli Endpoint Manager Certified Deployment Professional (technical credit).



Brand Tivoli – la boîte à outils

- **SWG Middleware Group Executive:** Laurent Maufras du Châtellier
- **Tivoli Brand Leader:** Laurent Roulet
- **Tivoli Technical Sales & Solutions Manager:** André Deville
- **Tivoli Channel Manager:** Bruno Mazon
- **Tivoli Channel Sales Manager (Stockage):** Emmanuel Bastien
- **Marketing:**
 - Tivoli Market Manager: Florence Calvez
 - Tivoli FMP: Valérie Esnault
- **URL Tivoli France:**
<http://www-01.ibm.com/software/fr/tivoli/>
- **POT** <http://www-05.ibm.com/fr/events/tec/>



Rational

Sandrine Lannezval

sandrine.lannezval@fr.ibm.com

0608027870

Alexandre Videt



Rational – Priorités 2013

1/ L'offre de virtualisation et d'intégration de test Rational :

- Rational Test WorkBench (RTW)
- Rational Test Virtualization Server (RTVS)
- Rational Performance Test Server (RPTS)
- Problèmes business adressés :
 - Coût de mise en œuvre des environnements de test complexes
 - Augmentation de la complexité du développement
 - Equilibre entre qualité et test



Rational – Priorités 2013

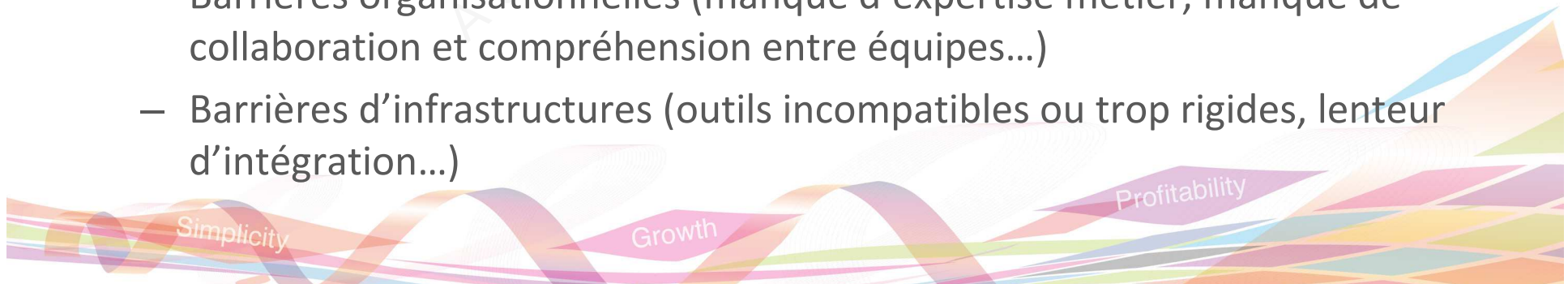
2/ Les méthodes de développements agile :

- Rational Team Concert (RTC)

- Une nouvelle famille de produits basée sur la Technologie Jazz
- Optimal pour les équipes de développement agiles
- Outil de gestion du cycle de vie des applications

- Problèmes business adressés :

- Barrières géographiques (manque de communication, heure, culture, langage...)
- Barrières organisationnelles (manque d'expertise métier, manque de collaboration et compréhension entre équipes...)
- Barrières d'infrastructures (outils incompatibles ou trop rigides, lenteur d'intégration...)



Rational – Priorités 2013

3/ Les token :

1

Organization purchases product specific tokens based on projected product usage = Token Pool

2

Teams use any mix of specific products after purchase from Token Pool



- **Token license** agreements allow organizations to “**rent**” licenses for a given period of time with no entitlement rights at end of term
- Token licenses can **float across users and across products**
- A token constitutes a **unit of value which can be repeatedly exchanged** via server for a mix of software licenses - *Essentially unlimited substitution*

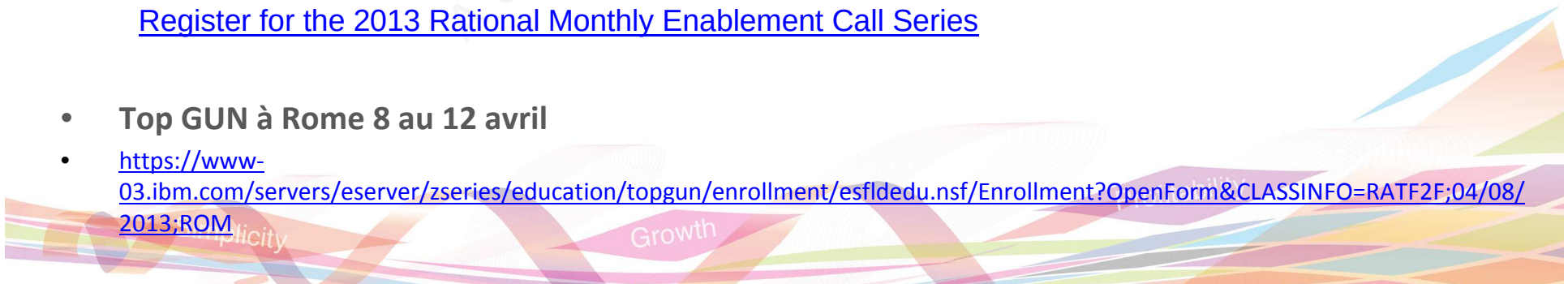
Simplicity

Growth

Profitability

Boite à Outils

- POT <http://www-05.ibm.com/fr/events/tec/>
- Sites de présentation et documents en traduits en Français (SAVO)
<https://www.gosavo.com/IBM/CustomPage/View.aspx?id=1763429>
- Sites « communauté Rational » Henri François RAGNE
<https://w3-connections.ibm.com/activities/service/html/mainpage#activitypage,53b2b621-41d1-457c-9eba-0f0fd481fe1f>
- Mise à disposition de l'environnement de PoT Rational CLM 4.0 dans le cloud IBM
- Monthly enablement call
[Register for the 2013 Rational Monthly Enablement Call Series](#)
- Top GUN à Rome 8 au 12 avril
- <https://www-03.ibm.com/servers/eserver/zseries/education/topgun/enrollment/esfldedu.nsf/Enrollment?OpenForm&CLASSINFO=RATF2F;04/08/2013;ROM>



Equipe Rational

Thierry LELIEVRE

(Brand Team Leader)

Tarik MUDARRES

Gouv et FSS

Christophe PARMENTIER

Thierry SALMON LEGAGNEUR

Emmanuel BIANCHI

Sylvie MINNEBIE

Dominique NOYAL

Marc SANVOISIN

Gabriel TERRASOUX

Laurent DUMOLLARD

Industries Distribution et

Media/Utilities/Com

Gregory BEDOUCHA

Bernard GANCHOU

Jerome BLONDEL

Hedy DJELLOULI

Bertrabd DOURIEZ

Vincent FRESLON

Marc GIACOMETTI

GB

Said JARRAR (IDF, Nord)

Georges BONN (Sud, Ouest, Est)

Marketing

Sandrine LANNEZEVAL

Sidonie GOUSSARD

Inside Sale

LDR

Channel

BPLM

Fredéric TRUONG

Ovidiu POP

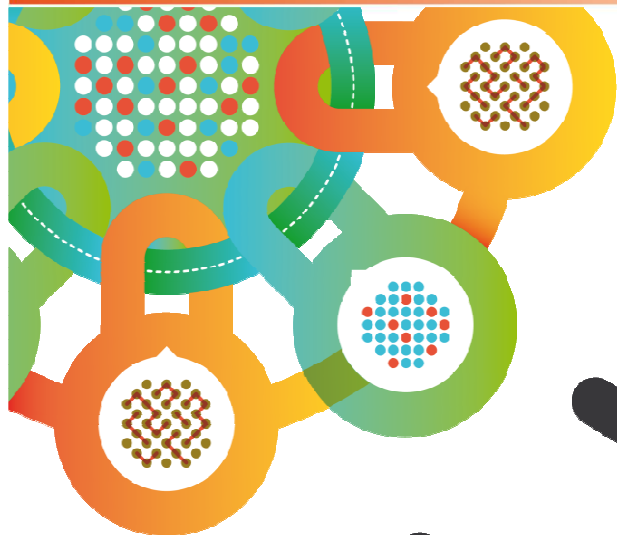
Nicole BRIAND

Jean François PETIT PIERRE

Simplicity

Growth

Profitability



IBM Security Systems

Nicolas ATGER

n_atger@fr.ibm.com

Simplicity

Growth

Profitability

IBM Security Systems - GB

Offres	Produits	Valeur moyenne	Cycle de vente
Network	• IPS	• 5 to 10K\$	• 3 mois
IAM	• SAM Esso for ebu	• 10K\$	• 6 mois
Security Intelligence	• QRadar	• 10K\$	• 3 mois
Security of web applications	• AppScan family • Policy Tester	• 15K\$ • 5K\$	• 6 mois • 3 mois

Simplicity

Growth

Profitability

Kick Off Partenaires Software - 2013



Votre équipe pour IBM France

IBM Security Systems



Laure Oddos
SWG Brand Leader
Security



Brigitte Duphil
Assistante



Aurore Ominetti
Security Sales Specialist
FSS



Pascal Tarin
Security Sales Specialist
COM & Distrib
Carrefour & Sodhexo



Lionel Guillemot
Security Sales Specialist
Industry
La Poste, SNCF & FT



Pierre Herbelot
Sales Specialist
QRadar



Catherine Chappot
Security Sales Specialist
PUB & Enterprise



Cecile Chamelot
Inside Sales
Enterprise &
MM



Charles Tostain
Client Technical
Professional Manager



Arnaud Delande
Client Technical
Professional



Frédéric Michel
Client Technical
Professional



Serge Richard
Security Solution
Architect



Eric Durou
Client Technical
Professional



Kamel Moulouai
Client Technical
Professional



Stephan Ly
Zsecure Client Technic
Professional



Florence Brisset
Partner Channel
Manager



Nicolas Atger
Field Market Manager
Security



Martine Sobara
Demand Program
Marketing



Lena Thouvenin
Trainee



Sophie Tacchi
Security Tiger Team

Simplicity

Growth

Profitability



@IBMSecurityFR



www.ibm.com/security/fr



www.lasecuriteintelligente.fr



www.lemondeinformatique.fr

select Parner Zone / Sécurité



Merci

Retrouvez nous sur #ibmsoftwarefr

