



IBM Software Group

Interactive Enterprise

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ON DEMAND BUSINESS™

Interactive Enterprises - Evolution of Organizations

- Enterprises Underutilize IT Technology
 - ▶ Yes, Core Functions are Heavily Automated.
 - ▶ No, Organizational/Interpersonal Amplification is Lacking.

- Old Story - New Edition
 - ▶ Network as Computer Bus
 - ESB - Enterprise Service Bus
 - ▶ Security on the ESB is a Solved Problem.
 - Deployment is still hard.
 - ▶ Loosely Coupled Software Objects
 - Web - GET, PUT and POST
 - Web Services - Broker Free Remote Computing.



What does IBM Brings to the Central Texas Corridor?

- Global Scope - Global 2000 Customer Base
 - ▶ Huge Implementation Channel
- Extremely Strong Position in Convergence Hardware
 - ▶ Sony PS3, Microsoft Xbox 360 and Nintendo Revolution
- Even Stronger Position in Software
 - ▶ Linux, Mozilla, Eclipse, Java, Web Services
 - ▶ Defining the Interoperable Standards
 - WS-I.org, OASIS, LSB, W3C, Global Grid Forum, OSGi



So, What Have You Done for Texas Lately?

- Working with DCI
 - ▶ Start with the Adaptive Web Services Software Test Bed.

- What is AWS?
 - ▶ Adaptability Must Be Engineered into Applications.
 - ▶ Real Time/Media Interaction Must Be Engineered into Applications.
 - ▶ This Requires Common Software Protocols.

- **Software is the Challenge**
 - ▶ Opportunity Throughout the Corridor.

