Ibm Industry Solutions

IBM® Intelligent Operations Center is an integrated solution, and a continually evolving platform and set of capabilities. The platform grows as the capabilities increase over time, and new interfaces and integration points are introduced in each release. The purpose of this IBM Redbooks® publication is to guide planners, architects, and implementers through the options that they have, to take advantage of the new capabilities and maximize the benefits of moving to the new release. This book considers what has already been deployed with IBM Intelligent Operations Center V1.5, the benefits of the new version (IBM Intelligent Operations Center V1.6.0.1), and the best way to take advantage of the new capabilities as you transition. IBM Intelligent Operations Center has several integration and extension points for the previous and current versions of the product, which points are documented and described in this book. This IBM Redbooks publication describes options and considerations for the best way to migrate customizations and benefit from the new architecture. Thorough details about the differences between the prior and new versions of the product are provided, to enable a clear understanding of migration choices, options, and preferred practices. This book includes descriptions of the trade-offs for each migration option, and in-depth information about data flows, available tools, and scripting changes that might affect existing IBM Intelligent Operations Center installations. This book is targeted to the following audiences: Line of business managers or stakeholders who are interested in understanding the new features in IBM Intelligent Operations Center V1.6, and who are looking for information about how to plan the migration of their current IBM Intelligent Operations Center V1.5 environments. Architects who need to understand the effect that IBM Intelligent Operations Center V1.6 will have on the architecture of IBM Intelligent Operations Center V1.5 solutions. IT specialists and product specialists who are responsible for implementing the migration of a solution based on IBM Intelligent Operations Center V1.5 to a V1.6 solution. Readers of this book will benefit from the IBM Redbooks publication IBM Intelligent Operations Center 1.6 Programming Guide, SG24-8201.

An overview of engineering systems that describes the new challenges posed for twenty-first-century engineers by today's highly complex sociotechnical systems. Engineering, for much of the twentieth century, was mainly about artifacts and inventions. Now, it's increasingly about complex systems. As the airplane taxis to the gate, you access the Internet and check email with your PDA, linking the communication and transportation systems. At home, you recharge your plug-in hybrid vehicle, linking transportation to the electricity grid. Today's large-scale, highly complex sociotechnical systems converge, interact, and depend on each other in ways engineers of old could barely have imagined. As scale, scope, and complexity increase, engineers consider technical and social issues together in a highly integrated way as they design flexible, adaptable, robust systems that can

be easily modified and reconfigured to satisfy changing requirements and new technological opportunities. Engineering Systems offers a comprehensive examination of such systems and the associated emerging field of study. Through scholarly discussion, concrete examples, and history, the authors consider the engineer's changing role, new ways to model and analyze these systems, the impacts on engineering education, and the future challenges of meeting human needs through the technologically enabled systems of today and tomorrow.

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Define, model, implement, and monitor real-world BPEL 2.0 business processes with SOA-powered BPM for IBM WebSphere 7 with this book and eBook.

Across numerous vertical industries, enterprises are challenged to improve processing efficiency as transactions flow from their business communities to their internal systems and vice versa, simplify management and expansion of the external communities, accommodate customer and supplier preferences, govern the flow of information, enforce policy and standards, and protect sensitive information. Throughout this process, external partners must be on-boarded and off-boarded, information must flow across multiple communications infrastructures, and data must be mapped and transformed for consumption across multiple applications. Some transactions require synchronous or real-time processing while others are of a more periodic nature. For some classes of customer or supplier, the enterprise might prefer a locally-managed, on-premise solution. For some types of communities (often small businesses), an as-a-Service solution might be the best option. Many large enterprises combine the on-premise and as-a-Service approach to serve different categories of business partners (customers or suppliers). This IBM® Redbooks® publication focuses on solutions for end-to-end integration in complex value chains and presents several end-to-end common integration scenarios with IBM Sterling and IBM WebSphere® portfolios. We believe that this publication will be a reference for IT Specialists and IT Architects implementing an integration solution architecture involving IBM Sterling and IBM WebSphere portfolios.

Planning Sustainable Cities: An infrastructure-based approach provides an analytical framework for urban sustainability, focusing on the services and performance of infrastructure systems. The book approaches infrastructure as a series of systems that function in synergy and are directly linked with urban planning. This method streamlines and guides the planning process, while still highlighting detail, each infrastructure system is decoded in four "system levels". The levels organize the processes, highlight connections between entities and decode the high-level planning and decision making process affecting infrastructure. For each system level strategic objectives of planning are determined. The objectives correspond to the five focus areas of the Zofnass

program: Quality of life, Natural World, Climate and Risk, Resource Allocation, Leadership. Developed through the Zofnass Program at the Harvard Graduate School of Design, this approach integrates the key infrastructure systems of Energy, Landscape, Transportation, Waste, Water, Information and Food and explores their synergies through land use planning, engineering, economics and policy. The size and complexity of infrastructure systems means that multiple stakeholders facing their own challenges and agendas are involved in planning; this book creates a common, collaborative platform between public authorities, planners, and engineers. It is an essential resource for those seeking Envision Sustainability Professionals accreditation.

"Marketing has entered a new era of rapid advance. Those unwilling to experiment with new combinations of traditional and internet marketing will be left behind." –Chris Trimble, Adjunct Associate Professor of Business Administration, Tuck School of Business at Dartmouth and Coauthor, Ten Rules for Strategic Innovators: From Idea to Execution “It’s no secret that business has been changing dramatically over the last decade. To succeed in this rapidly changing environment, businesses must adapt their marketing strategies accordingly–The New Language of Marketing 2.0 provides practical, proven, and prescient tools to do exactly that.” –Dr. Steve Moxey, Research Fellow, High-Tech Marketing, Manchester Business School “Most U.S. marketers mistakenly think 'going global' is just a matter of translating your promotional materials into different languages and widening your media buys. Packed with real-life examples, this new book amply demonstrates that successful global marketing is actually all about local marketing. Learn how to give a local spin within each regional marketplace for global success.” –Anne Holland, Founder, MarketingSherpa Inc Use ANGELS and Web 2.0 Marketing to Drive Powerful, Quantifiable Results For every marketer, strategist, executive, and entrepreneur Today, marketers have an array of radically new Web 2.0-based techniques at their disposal: viral marketing, social networking, virtual worlds, widgets, Web communities, blogs, podcasts, and next-generation search, to name just a few. Now, leading IBM marketing innovator Sandy Carter introduces ANGELS, a start-to-finish framework for choosing the right Web 2.0 marketing tools–and using them to maximize revenue and profitability. Carter demonstrates winning Web 2.0 marketing at work through 54 brand-new case studies: organizations ranging from Staples to Harley Davidson, Coca-Cola to Mentos, Nortel to IBM itself. You’ll discover powerful new ways to market brands and products in both B2B and B2C markets...integrate Web 2.0, experiential, and conventional marketing...maximize synergies between global and local marketing...gain more value from influencers, and more. Includes information, case studies, and working examples for next generation marketing strategies such as: • Social networks with virtual environments, including Second Life • Online communities including Facebook • Viral Marketing and eNurturing • Serious Gaming • Widgets • Wikis • Blogging, including Twitter • RSS • Podcasting • Videocasting

Whether you're a marketing professional, Web specialist, strategist, executive, or entrepreneur, this book will help you drive immense, quantifiable value from Web 2.0 technologies–now, and for years to come. Sandy Carter's breakthrough ANGELS approach, a step-by-step framework for success: Analyze and ensure strong market understanding Nail the relevant strategy and story Go to Market Plan Energize the channel and community Leads and revenue Scream!!! Don't forget the Technology! BONUS Content Available Online: Additional chapters, case studies, examples, and resources are available on the book companion site, ibmpressbooks.com/angels.

Many companies have built data warehouses (DWs) and have embraced business intelligence (BI) and analytics solutions. Even as companies have accumulated huge amounts of data, however, it remains difficult to provide trusted information at the right time and in the right place. The amount of data collected and available throughout the enterprise continues to grow even as the complexity and urgency of receiving meaningful information continues to increase. Producing meaningful and trusted information when it is needed can only be achieved by having a proper information architecture in place and a powerful underlying infrastructure. The amounts of data to mine, cleanse, and integrate are becoming so large that increasingly the infrastructure is becoming the bottleneck. This results in low refresh rates of the data in the data warehouse and in not having the information available in time where it is needed. And even before information can become available in a BI dashboard or a report, many preceding steps must take place: the collection of raw data; integration of data from multiple data stores, business units or geographies; transformation of data from one format to another; cubing data into data cubes; and finally, loading changes to data in the data warehouse. Combining the complexity of the information requirements, the growing amounts of data, and multiple layers of the information architecture requires an extremely powerful infrastructure. This IBM® RedguideTM publication explains how you can use IBM System z® as the foundation for your information management architecture. The System z value proposition for information management is fueled by the traditional strengths of the IBM mainframe, the specific strengths of DB2® for z/OS®, and the broad functionality of the IBM information management software portfolio. For decades, System z has proven its ability to manage vast amounts of mission-critical data for many companies throughout the world; your data is safe on System z. The available information management functionality on System z has grown from database management systems to a full stack of solutions including solutions for content management, master data management, information integration, data warehousing, and business intelligence and analytics. The availability of Linux® on System z provides an excellent opportunity to place certain components in an easy-to-manage and scalable virtualized Linux server, while benefitting from the System z hardware strengths. DB2 on z/OS can remain the operational data store and the underlying database for the data warehouse. The next generation

of System z is growing into a heterogeneous architecture with which you can take advantage of System z-managed "accelerators" running on IBM System x® or IBM Power Blades. The first of these accelerators is the IBM Smart Analytics Optimizer for DB2 for z/OS V1.1, an "all-in-one" solution in which System z, z/OS, DB2 on z/OS, an IBM BladeCenter®, and IBM storage work together to accelerate certain queries by one to two orders of magnitude. With the IBM Smart Analytics Optimizer, slices of data are periodically offloaded from DB2 on z/OS to the BladeCenter. After a query is launched against that data, it will automatically run against the data kept on the BladeCenter. The BladeCenter will process the query an order of magnitude faster than DB2 on z/OS, because all data is cached in internal memory on the BladeCenter and special compression techniques are used to keep the data footprint small and efficient. As a solid information management architecture ready for the future, System z has it all. The ômade in Chinaö label has long dominated the lower end of the US manufacturing industry, effectively squeezing it out of existence. That's old news. What most people don't know is that China's global reach now extends much further. Chinese companies have entered higher-end marketsùtechnology, financial services, transportation, energyùand are emerging as powerhouse multinationals. In the Shadow of the Dragon is a meticulously researched exposT of the most competitive companies in China. Based on interviews with Chinese business leaders and original case studies, the book provides: ò Profiles of key players ò Insights into subtle yet powerful strategies used to gain market dominance ò An understanding of the Chinese approach to going global ò Analysis of the Chinese way of innovation ò Advice on competing head-to-head or forming alliances with Chinese partners Part primer, part survival guide, In the Shadow of the Dragon is the first book to lay bare the challenges looming ahead. The need to archive information is on the rise, driven by content and data growth, regulatory compliance, legal discovery, and data protection requirements. The IBM® Smart Archive strategy is a comprehensive, unified, and integrated archive strategy that combines IBM software, systems, and service capabilities that are designed to help organizations extract value and to gain new intelligence from information by collecting, organizing, analyzing, and using that information. IBM Enterprise Content Management (ECM) products and offerings combined with the IBM Information Archive device provides the type of end-to-end Smart Archive solution that is a critical component of the IBM Smart Archive strategy. This IBM RedpaperTM publication focuses on the benefit and technical details of the integration of ECM products and offering with the Information Archive device. We explain the need and concept behind the IBM Smart Archive strategy, provide an overview of the Information Archive device and ECM products and offerings, and discuss how integrating them can benefit an organization. The technical details that we provide include integrating the Information Archive device with the following ECM products and offerings: -- IBM FileNet® P8 -- IBM Content Manager -- IBM Content Manager OnDemand The Information Archive

for Email, Files, and eDiscovery solution comes with the preintegrated and preconfigured Information Archive device and the preinstalled ECM software. The paper introduces technical sales people and IT specialists to the IBM Smart Archive strategy and the integration of Information Archive and ECM products and offerings. At the same time, it provides IT specialists specific guidance about performing the integrations.

Today, organizations engage with customers, business partners, and employees who are increasingly using mobile technology as their primary general-purpose computing platform. These organizations have an opportunity to fully embrace this new mobile technology for many types of transactions, including everything from exchanging information to exchanging goods and services, from employee self-service to customer service. With this mobile engagement, organizations can build new insight into the behavior of their customers so that organizations can better anticipate customer needs and gain a competitive advantage by offering new services. Becoming a mobile enterprise is about re-imagining your business around constantly connected customers and employees. The speed of mobile adoption dictates transformational rather than incremental innovation. This IBM® Redbooks® publication has an end-to-end example of creating a scalable, secure mobile application infrastructure that uses data that is on an IBM mainframe. The book uses an insurance-based application as an example, and shows how the application is built, tested, and deployed into production. This book is for application architects and decision-makers who want to employ mobile technology in concert with their mainframe environment.

This book bridges the gap between Business and IT services and proposes an original life-cycle view of the modern service industry. Major solution architectures, technologies and research methods are discussed in the lifecycle of services innovation research. The book provides readers with new research and solution methods to enable IT services and computing technology to better create and manage business services, which is the goal of Services Computing.

Build SOA-based flexible, economical, and efficient applications for IBM WebSphere Process Server 7 and Enterprise Service Bus 7 with this book and eBook.

This IBM® Redbooks® publication is an IBM and Cisco collaboration that articulates how IBM and Cisco can bring the benefits of their respective companies to the modern data center. It documents the architectures, solutions, and benefits that can be achieved by implementing a data center based on IBM server, storage, and integrated systems, with the broader Cisco network. We describe how to design a state-of-the art data center and networking infrastructure combining Cisco and IBM solutions. The objective is to provide a reference guide for customers looking to build an infrastructure that is optimized for virtualization, is highly available, is interoperable, and is efficient in terms of power and space consumption. It will explain the technologies used to build the infrastructure, provide use cases, and give guidance on deployments.

IBM® defines a smarter city as one that makes optimal use of all available information to better understand and control its operations and optimize the use of resources. There is much information available from different sources. However, city officials often lack the holistic view of the city's operations that is required to respond to the citizens' needs in a timely manner and use the city resources wisely. IBM Intelligent Operations Center delivers a unified view of city agencies, providing three primary elements for successful management of cities: use information, anticipate problems, and coordinate actions and resources. Chapter 1 of this IBM Redbooks® publication introduces the IBM Intelligent Operations Center solution. The chapter provides a high-level overview of its features, benefits, and architecture. This information is intended for city officials and IT architects that must understand the business value of IBM Intelligent Operations Center and its architecture. The remaining chapters of this book focus on information that help IBM Intelligent Operations Center administrators perform daily administration tasks. This book describes commands and tools that IBM Intelligent Operations Center administrators must use to keep the solution running, troubleshoot and diagnose problems, and perform preventive maintenance. This book includes preferred practices, tips and techniques, and general suggestions for administrators of IBM Intelligent Operations Center on-premises deployments. For related information about this topic, refer to the following IBM Redbooks publications: IBM Intelligent Operations Center for Smarter Cities Redpaper, REDP-4939 IBM Intelligent Operations Center for Smarter Cities Solution Guide

The exponential growth in data over the last decade coupled with a drastic drop in cost of storage has enabled organizations to amass a large amount of data. This vast data becomes the new natural resource that these organizations must tap in to innovate and stay ahead of the competition, and they must do so in a secure environment that protects the data throughout its lifecyle and data access in real time at any time. When it comes to security, nothing can rival IBM® Z, the multi-workload transactional platform that powers the core business processes of the majority of the Fortune 500 enterprises with unmatched security, availability, reliability, and scalability. With core transactions and data originating on IBM Z, it simply makes sense for analytics to exist and run on the same platform. For years, some businesses chose to move their sensitive data off IBM Z to platforms that include data lakes, Hadoop, and warehouses for analytics processing. However, the massive growth of digital data, the punishing cost of security exposures as well as the unprecedented demand for instant actionable intelligence from data in real time have convinced them to rethink that decision and, instead, embrace the strategy of data gravity for analytics. At the core of data gravity is the conviction that analytics must exist and run where the data resides. An IBM client eloquently compares this change in analytics strategy to a shift from "moving the ocean to the boat to moving the boat to the ocean," where the boat is the analytics and the ocean is the data. IBM respects and invests heavily on data gravity because it recognizes the tremendous benefits that data gravity can deliver to you, including reduced cost and minimized security risks. IBM Machine Learning for z/OS® is one of the offerings that decidedly move analytics to Z where your mission-critical data resides. In the inherently secure Z environment, your machine learning scoring services can co-exist with your transactional applications and data, supporting high throughput and minimizing response time while delivering consistent service level agreements

(SLAs). This book introduces Machine Learning for z/OS version 1.1.0 and describes its unique value proposition. It provides step-by-step guidance for you to get started with the program, including best practices for capacity planning, installation and configuration, administration and operation. Through a retail example, the book shows how you can use the versatile and intuitive web user interface to quickly train, build, evaluate, and deploy a model. Most importantly, it examines use cases across industries to illustrate how you can easily turn your massive data into valuable insights with Machine Learning for z/OS.

This eagerly anticipated text from one of the worlds' leading academics in this field takes a truly international approach to this fascinating subject, providing a balanced approach to both EU competition policy and US antitrust. The structure of the text allows flexibility for the teacher, sothat they can teach from either a US, European approach or incorporate both. The text also includes contemporary topics not found in other texts of this kind such as Contestable Markets and Experimental Economics.To help instructors teach from this text, an Instructors Manual, PowerPoint Slides, and a Multiple-Choice Test bank are available to instructors from the supporting Online Resource Centre.

Organizations face case management challenges that require insight, responsiveness, and collaboration. IBM® Case Manager, Version 5.2, is an advanced case management product that unites information, process, and people to provide the 360-degree view of case information and achieve optimized outcomes. With IBM Case Manager, knowledge workers can extract critical case information through integrated business rules, collaboration, and analytics. This easy access to information enhances decision-making ability and leads to more successful case outcomes. IBM Case Manager also helps capture industry preferred practices in frameworks and templates to empower business users and accelerate return on investment. This IBM Redbooks® publication introduces the case management concept. It includes the reason for and benefits of case management, and why it is different from the traditional business process management or content management. In addition, this book addresses how you can design and build a case management solution with IBM Case Manager and integrate that solution with external products and components. This book is intended to provide IT architects and IT specialists with the high-level concepts of case management and the capabilities of IBM Case Manager. It also serves as a practical guide for IT professionals who are responsible for designing, building, customizing, and deploying IBM Case Manager solutions.

SAP is a market leader in enterprise business application software. SAP solutions provide a rich set of composable application modules, and configurable functional capabilities that are expected from a comprehensive enterprise business application software suite. In most cases, companies that adopt SAP software remain heterogeneous enterprises running both SAP and non-SAP systems to support their business processes. Regardless of the specific scenario, in heterogeneous enterprises most SAP implementations must be integrated with a variety of non-SAP enterprise systems: Portals Messaging infrastructure Business process management (BPM) tools Enterprise Content Management (ECM) methods and tools Business analytics (BA) and business intelligence (BI) technologies Security Systems of record Systems of engagement The tooling included with SAP software addresses many needs for

creating SAP-centric environments. However, the classic approach to implementing SAP functionality generally leaves the business with a rigid solution that is difficult and expensive to change and enhance. When SAP software is used in a large, heterogeneous enterprise environment, SAP clients face the dilemma of selecting the correct set of tools and platforms to implement SAP functionality, and to integrate the SAP solutions with non-SAP systems. This IBM® Redbooks® publication explains the value of integrating IBM software with SAP solutions. It describes how to enhance and extend pre-built capabilities in SAP software with best-in-class IBM enterprise software, enabling clients to maximize return on investment (ROI) in their SAP investment and achieve a balanced enterprise architecture approach. This book describes IBM Reference Architecture for SAP, a prescriptive blueprint for using IBM software in SAP solutions. The reference architecture is focused on defining the use of IBM software with SAP, and is not intended to address the internal aspects of SAP components. The chapters of this book provide a specific reference architecture for many of the architectural domains that are each important for a large enterprise to establish common strategy, efficiency, and balance. The majority of the most important architectural domain topics, such as integration, process optimization, master data management, mobile access, Enterprise Content Management, business intelligence, DevOps, security, systems monitoring, and so on, are covered in the book. However, there are several other architectural domains which are not included in the book. This is not to imply that these other architectural domains are not important or are less important, or that IBM does not offer a solution to address them. It is only reflective of time constraints, available resources, and the complexity of assembling a book on an extremely broad topic. Although more content could have been added, the authors feel confident that the scope of architectural material that has been included should provide organizations with a fantastic head start in defining their own enterprise reference architecture for many of the important architectural domains, and it is hoped that this book provides great value to those reading it. This IBM Redbooks publication is targeted to the following audiences: Client decision makers and solution architects leading enterprise transformation projects and wanting to gain further insight so that they can benefit from the integration of IBM software in large-scale SAP projects. IT architects and consultants integrating IBM technology with SAP solutions.

This book shows the patterns of the fuzzy front end of innovation and how it can be managed successfully. Topics in this book cover traditional instruments and processes such as technology monitoring, market-oriented research management, lead-user developments, but also modern approaches such as frontloading, user community-driven innovation, crowdsourcing, anthropological expeditions, technological listening posts in global R&D settings, cross-industry innovation processes, open innovation, and IP cycle management. Contributions are based on latest research and cases studies on this new paradigm. The authors investigate this phenomenon, linking the practice of the early innovation phase to the established body of innovation research. Conceptional articles complement case studies to provide the reader with insight on managing the fuzzy front end of innovation. Lessons learned with success factors and checklists complement each chapter.?

This detailed look at IBM’s software products for e-business enables IBM users to gain a fundamental understanding of e-business architecture, where IBM software products

fit into that architecture, and where to go to get more information. The main products and platforms for development tools and components, application server software, and secure network and management software are described. This book also distinguishes between two or more IBM software products that appear to serve the same purpose but really have different applications. Key products covered include DB2, Web Sphere, Lotus Domino, and Tivoli. This replaces 1885068581.

“Finally! A book that lays out a thorough yet workable path to collaborative innovation! With a highly readable style and using great examples, Frederich and Andrews describe the process by which IBM makes collaborative innovation work from a process, company, and customer standpoint. By following the guidelines in this book, those with aspirations of collaborative innovation can learn from the lessons of IBM and maximize their probability of success. A+!” –Gregory S. Dawson, Ph.D., Assistant Professor at W.P. Carey School of Business at Arizona State University and former Partner at PricewaterhouseCoopers “Innovation Passport goes directly to the heart of how companies can speed up the transition from research to revenue. This book’s combination of insight and actionable detail–derived over a dozen years–provides a roadmap for companies to accelerate the commercialization of ideas and technologies. Moreover, this best practice is based on collaboration with external partners, an approach that is even more critical given strained economic times.” –Keith O’Brien, VP, Best Practices Research, Frost & Sullivan Get Inside IBM’s Breakthrough FOAK Program for Delivering Profitable Innovation! Learn from one of the world’s most successful innovation initiatives Align researchers, clients, and partners behind innovation that matters Get the right innovations to market fast How can you promote innovation that delivers real, profitable business value–again and again, year after year? For 14 years, IBM’s FOAK program has done just that. In Innovation Passport, FOAK’s leaders share the powerful lessons they’ve learned. Through actual project examples, you’ll discover how to craft more effective processes for making innovation happen...encourage collaboration...manage innovation portfolios...protect intellectual property...and systematically improve the chances of marketplace adoption. Whatever your role in innovation, this book will help you do it better, faster, and more profitably.

This IBM® Redbooks® publication describes the IBM Storage Area Network and IBM SAN Volume Controller Stretched Cluster solution when combined with VMware. We describe guidelines, settings, and implementation steps necessary to achieve a satisfactory implementation. Business continuity and continuous application availability are among the top requirements for many organizations today. Advances in virtualization, storage, and networking have made enhanced business continuity possible. Information technology solutions can now be designed to manage both planned and unplanned outages, and the flexibility and cost efficiencies available from cloud computing models. IBM has designed a solution that offers significant functionality for maintaining business continuity in a VMware environment. This functionality provides the capability to dynamically

move applications across data centers without interruption to those applications. The live application mobility across data centers relies on these products and technology: The industry-proven VMware Metro vMotion IBM System Storage® SAN Volume Controller Stretched Cluster solution A Layer 2 IP Network and storage networking infrastructure for high performance traffic management DC interconnect

This Third Edition of the groundbreaking book Designing Organizations offers a guide to the process of creating and managing an organization (no matter how complex) that will be positioned to respond effectively and rapidly to customer demands and have the ability to achieve unique competitive advantage. This latest edition includes fresh illustrative examples and references, while the foundation of the book remains the author's popular and widely used Star Model. Includes a comprehensive explanation of the basics of organization design Outlines a strategic approach to design that is based on the Star Model, a holistic framework for combining strategy, structure, processes, rewards, and people Describes the different types of single-business, functional organizations and focuses on the functional structure and the cross-functional lateral processes that characterize most single-business organizations. Features a special section on the effects of big data on organization design, and whether or not it will result in a new dimension of organizational structure Highlighting the social technologies used to coordinate work flows, products, and services across the company, this new edition of Designing Organizations brings theory to life with a wealth of examples from such well-known companies as Disney, Nike, IBM, and Rovio (Angry Birds) to show how various kinds of organization designs operate differently.

IBM® WatsonTM Content Analytics (Content Analytics) Version 3.0 (formerly known as IBM Content Analytics with Enterprise Search (ICAwES)) helps you to unlock the value of unstructured content to gain new actionable business insight and provides the enterprise search capability all in one product. Content Analytics comes with a set of tools and a robust user interface to empower you to better identify new revenue opportunities, improve customer satisfaction, detect problems early, and improve products, services, and offerings. To help you gain the most benefits from your unstructured content, this IBM Redbooks® publication provides in-depth information about the features and capabilities of Content Analytics, how the content analytics works, and how to perform effective and efficient content analytics on your content to discover actionable business insights. This book covers key concepts in content analytics, such as facets, frequency, deviation, correlation, trend, and sentimental analysis. It describes the content analytics miner, and guides you on performing content analytics using views, dictionary lookup, and customization. The book also covers using IBM Content Analytics Studio for domain-specific content analytics, integrating with IBM Content Classification to get categories and new metadata, and interfacing with IBM Cognos® Business Intelligence (BI) to add values in BI reporting and

analysis, and customizing the content analytics miner with APIs. In addition, the book describes how to use the enterprise search capability for the discovery and retrieval of documents using various query and visual navigation techniques, and customization of crawling, parsing, indexing, and runtime search to improve search results. The target audience of this book is decision makers, business users, and IT architects and specialists who want to understand and analyze their enterprise content to improve and enhance their business operations. It is also intended as a technical how-to guide for use with the online IBM Knowledge Center for configuring and performing content analytics and enterprise search with Content Analytics.

Boost your Big Data IQ! Gain insight into how to govern and consume IBM’s unique in-motion and at-rest Big Data analytic capabilities Big Data represents a new era of computing—an inflection point of opportunity where data in any format may be explored and utilized for breakthrough insights—whether that data is in-place, in-motion, or at-rest. IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is infusing open source Big Data technologies with IBM innovation that manifest in a platform capable of "changing the game." The four defining characteristics of Big Data—volume, variety, velocity, and veracity—are discussed. You’ll understand how IBM is fully committed to Hadoop and integrating it into the enterprise. Hear about how organizations are taking inventories of their existing Big Data assets, with search capabilities that help organizations discover what they could already know, and extend their reach into new data territories for unprecedented model accuracy and discovery. In this book you will also learn not just about the technologies that make up the IBM Big Data platform, but when to leverage its purpose-built engines for analytics on data in-motion and data at-rest. And you’ll gain an understanding of how and when to govern Big Data, and how IBM’s industry-leading InfoSphere integration and governance portfolio helps you understand, govern, and effectively utilize Big Data. Industry use cases are also included in this practical guide.

Describes IBM's vision of collaborative personal productivity computing, presents an overview of the products included with IBM Workplace, and includes ways to implement IBM Workplace into a business.

No company of the twentieth century achieved greater success and engendered more admiration, respect, envy, fear, and hatred than IBM. Building IBM tells the story of that company—how it was formed, how it grew, and how it shaped and dominated the information processing industry. Emerson Pugh presents substantial new material about the company in the period before 1945 as well as a new interpretation of the postwar era.Granted unrestricted access to IBM's archival records and with no constraints on the way he chose to treat the information they contained, Pugh dispels many widely held myths about IBM and its leaders and provides new insights on the origins and development of the computer industry.Pugh begins the story with Herman Hollerith's invention of punched-card machines used for tabulating the U.S. Census of 1890, showing

how Hollerith's inventions and the business he established provided the primary basis for IBM. He tells why Hollerith merged his company in 1911 with two other companies to create the Computing-Tabulating-Recording Company, which changed its name in 1924 to International Business Machines. Thomas J. Watson, who was hired in 1914 to manage the merged companies, exhibited remarkable technological insight and leadership—in addition to his widely heralded salesmanship—to build Hollerith's business into a virtual monopoly of the rapidly growing punched-card equipment business. The fascinating inside story of the transfer of authority from the senior Watson to his older son, Thomas J. Watson Jr., and the company's rapid domination of the computer industry occupy the latter half of the book. In two final chapters, Pugh examines conditions and events of the 1970s and 1980s and identifies the underlying causes of the severe probems IBM experienced in the 1990s.

How do you keep the pulse of your customers today? Customers are leaving more clues than ever on what they want and need. However, the ability to get a singular view, observe trends and changes in behavior, and then respond proactively is not as simple as it seems. It can often feel like shooting at a moving target. IBM® Watson Marketing Insights provides marketing analysts with a dynamic view of customer behavior and the power of predictive insights without requiring analytics skills. Presented in an interactive visual format, marketers receive a daily feed of insights and prioritized recommendations that allow them to quickly and easily identify the most impactful areas for targeted marketing outreach. This IBM RedguideTM publication introduces the IBM Watson Marketing Insights solution and highlights the business value of the solution. It provides a high-level architecture and identifies key components of the architecture.

This book presents a list of emerging and established companies which have a strong belief in the digital economy and elaborate their unique digital innovations. The companies selected for this book are from a variety of industries, including both Chinese and international leading technology companies such as iflytek, JD.com, IBM and Amazon. A wide range of commercial fields are covered ensuring a comprehensive research on the topic of digital economy, for example Shanghai Center (Construction Management), PPDai(Finance), 3Dmed(Precision Medicine), Children’s Hospital of Shanghai(Medical Service), First Respond (First Aid Service) etc. All cases are presented based on field studies as well as in-depth interviews and are followed by thought-provoking case analysis, which can help readers to better understand the cases from different perspectives. Readers can use this book as a good reference to address challenges and capture opportunities in the context of ever growing digital economy.

IBM® Intelligent Operations Center is an integrated solution. It provides a rich set of capabilities and line of business tools that business users with domain expertise and no technical background can use without customization. IBM Intelligent Operations Center also provides services and extension points that developers can use to extend the IBM Intelligent Operations Center standard functions and develop capabilities specific to the domain and client requirements. IBM Intelligent Operations Center includes an application-based programming model that supports all the interactions with the solution components. The programming model is based on industry standard

Representational State Transfer (REST) and Java technologies. IBM Intelligent Operations Center includes a full set of REST and Java application programming interfaces (APIs) that provide a simplified development environment and make the platform easy to extend and customize for a large community of developers. This IBM Redbooks® publication gives a broad understanding of the IBM Intelligent Operations Center 1.6.0.1 programming model and available extension points. Many of the chapters describe working examples and usage scenarios that demonstrate how to extend the IBM Intelligent Operations Center base platform. This book includes sample code that can be downloaded from the IBM Redbooks website. The target audience for this book consists of solution architects, developers, technical consultants, and solution administrators who will learn the following information: The options available to extend the IBM Intelligent Operations Center solution programmatically How to configure customizations tailored to specific customer requirements How to use the available configuration tools to configure the solution without requiring programming Readers of this book will benefit from the IBM Redbooks publication IBM® Intelligent Operations Center 1.5 to 1.6 Migration Guide , SG24-8202.

Over time, overemphasis and adherence to the same proven routines that helped your organization achieve success can also lead to its decline resulting from organizational inertia, complacency, and inflexibility. Drawing lessons from one of the best models of success, the evolutionary model, Inverting the Paradox of Excellence explains why your organization must proactively seek out changes or variations on a continuous basis for ensuring excellence by testing out a continuum of opportunities and advantages. In other words, to maintain excellence, the company must be in a constant state of flux! The book introduces the patterns and anti-patterns of excellence and includes detailed case studies based on different dimensions of variations, including shared values variations, structure variations, and staff variations. It presents these case studies through the prism of the "variations" idea to help you visualize the difference of the "case history" approach presented here. The case studies illustrate the different dimensions of business variations available to help your organization in its quest towards achieving and sustaining excellence. The book extends a set of variations inspired by the pioneering McKinsey 7S model, namely shared values, strategy, structure, stuff, style, staff, skills, systems, and sequence. It includes case history segments for Toyota, Acer, eBay, ABB, Cisco, Blackberry, Tata, Samsung, Volvo, Charles Schwab, McDonald's, Scania, Starbucks, Google, Disney, and NUMMI. It also includes detailed case histories of GE, IBM, and UPS.

An information infrastructure is comprised of software, servers, storage, and networks, integrated and optimized to deliver timely, secure, and trusted information throughout the organization and to its clients and partners. With the explosive growth in data and information—coupled with demands for projects with rapid ROI—IT infrastructures and storage administrators are reaching a breaking point. IBM® can help with the changes needed to manage information availability, security, and regulatory and compliance requirements on a tighter budget. And because the health of any business often depends on its ability to take advantage of information in real time, a sound, intelligent information infrastructure becomes critical to supporting new growth initiatives. IBM offers an innovative approach to help you manage information growth more effectively and mitigate risks with a dynamic infrastructure that efficiently and securely stores and

protects information, and optimizes information access. You can control, protect, manage, and gain new intelligence from your information with the IBM leading-edge Information Infrastructure products, services and integrated solutions, supported by world-class expertise and access to top experts from around the world. This IBM Redbooks® publication provides an overview of the IBM Information Infrastructure solutions that are designed to help you manage the information explosion and address challenges of information compliance, availability, retention, and security. This will lead your company toward improved productivity, service delivery, and reduced risk, while streamlining costs.