



Smart Facilities Forum:

Managing for Smart and Green Outcomes—
From the Enterprise to the Installation

October 13, 2010 — The Willard Hotel — Washington, DC



Presented by Government Computer News and IBM

Smart Bases – Starting With Basics

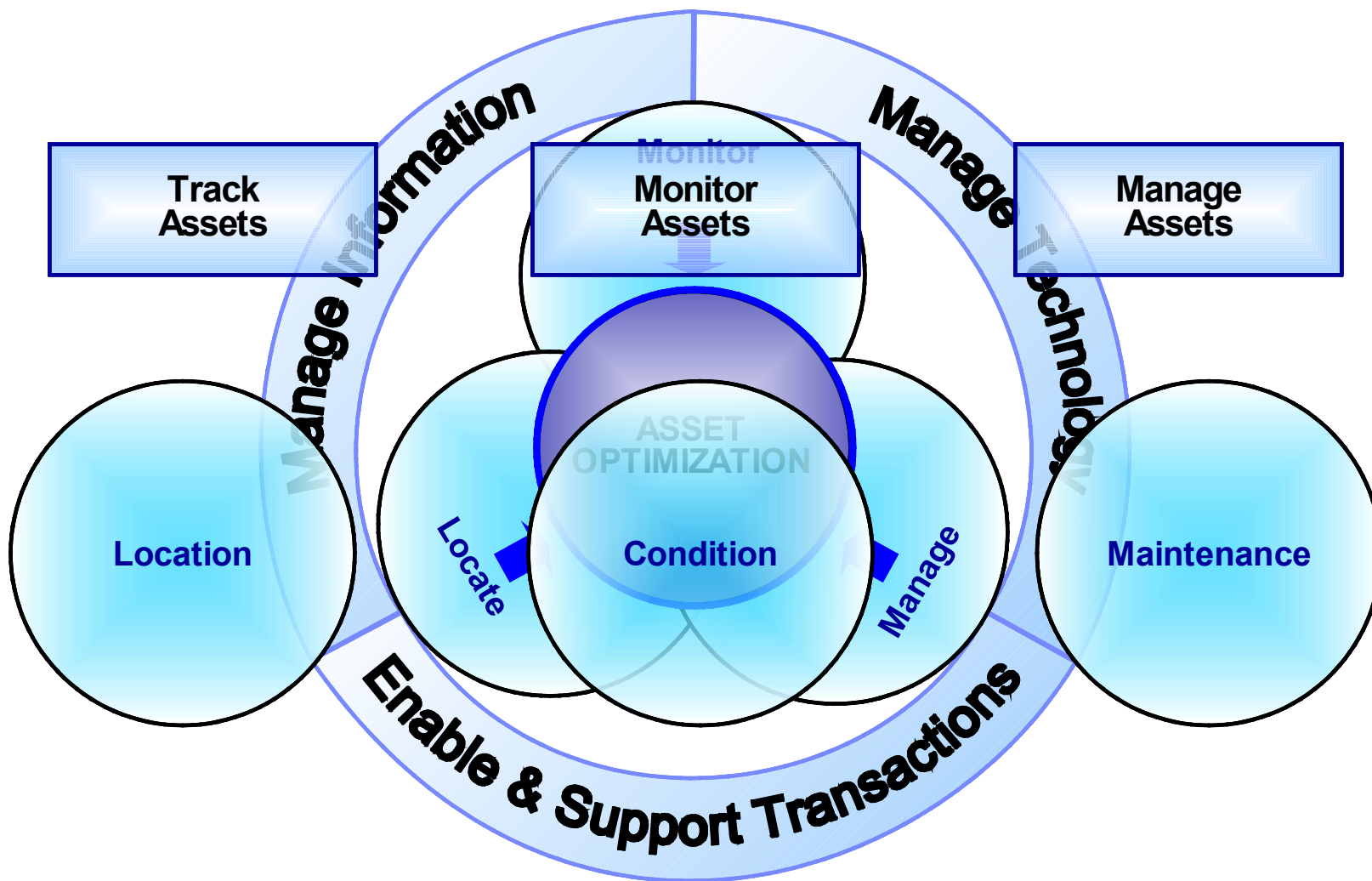
Asset Optimization

Bob Montgomery – Public Sector Business Development Exec





IBM Sense & Respond solutions can facilitate asset tracking / monitoring / management in the larger context of asset optimization

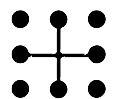
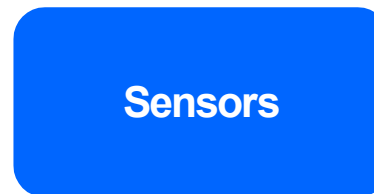




Sensor Solutions are a key enabler of smarter base



INSTRUMENTED



INTERCONNECTED



INTELLIGENT



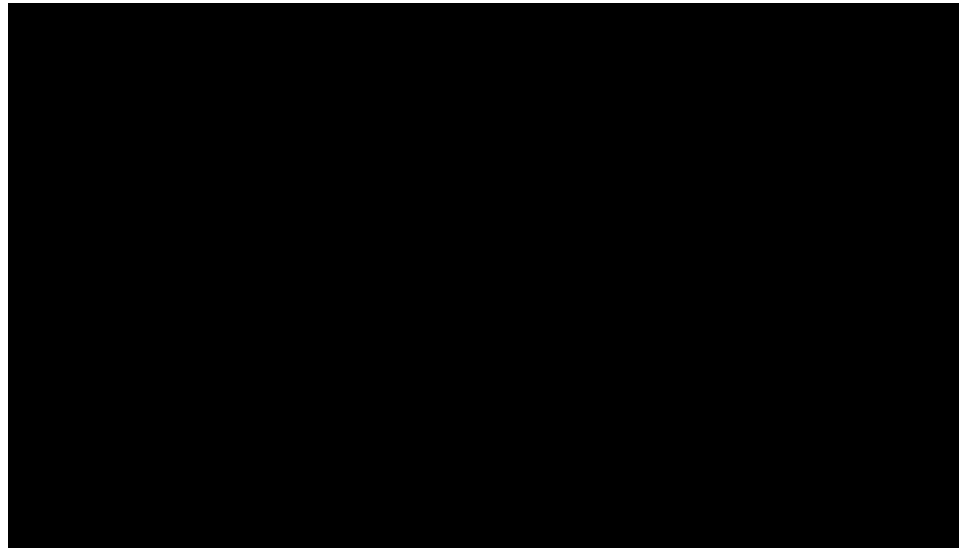
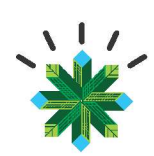
New Data

New Insights

Process Innovation

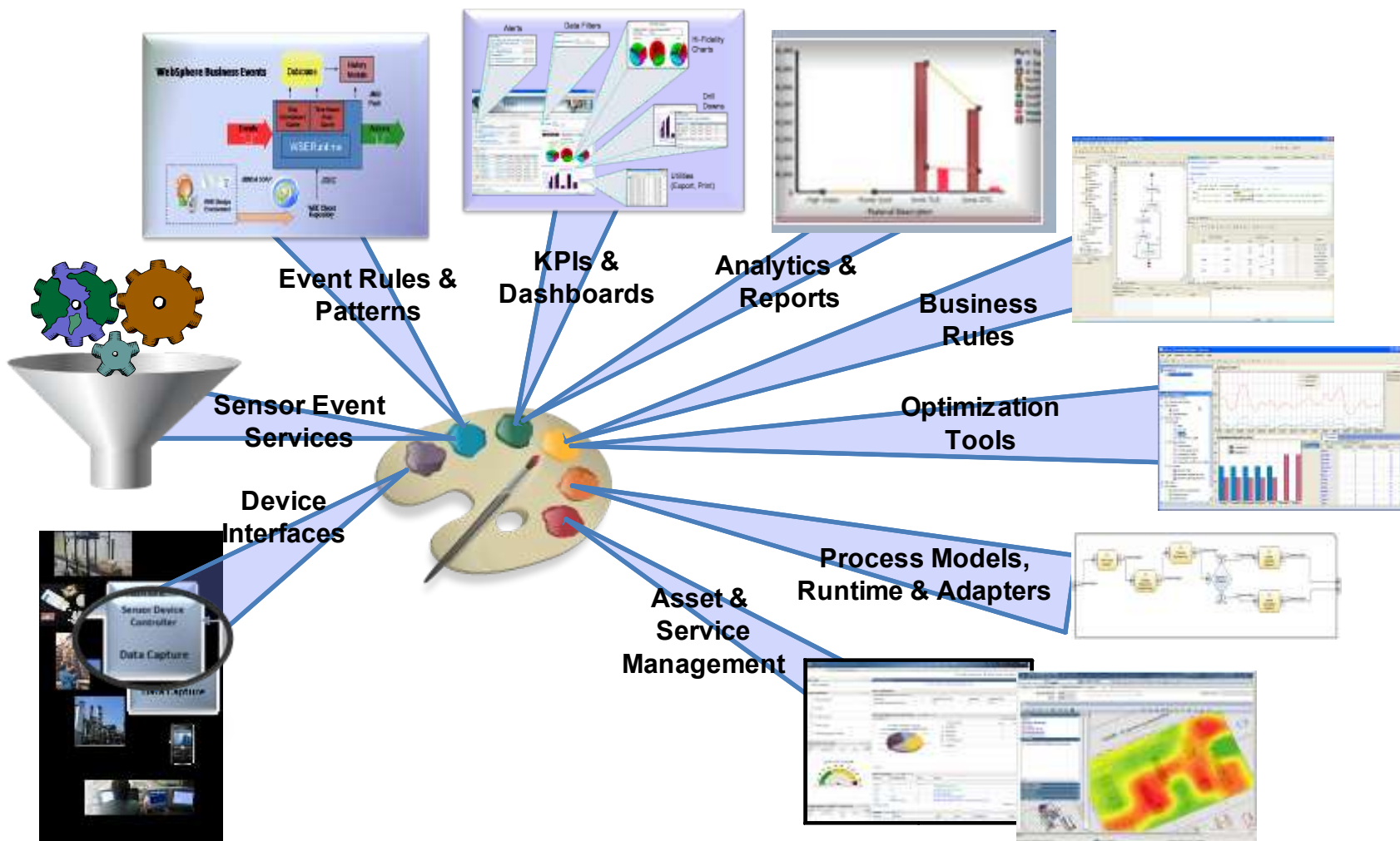
**New & Optimized
Business Processes**

Leaders today are benefiting from new sensor data when combined with IBM's business process management, event processing & business optimization capabilities





Base visibility implementations integrate new data, derive new insights and orchestrate the best response





Visibility enables the “new intelligence” of a central nervous system

Visualization

Understand insights in context, focus on deviations from expectations and enable collaboration on exceptional business decisions



Business Rules Management

Adapt and respond dynamically, automating process-based decisions with business rule management

Business Event Processing

Identify the relevant and actionable insights that enable proactive smarter business decisions to respond to real world situations, risks and opportunities



Business Process Management

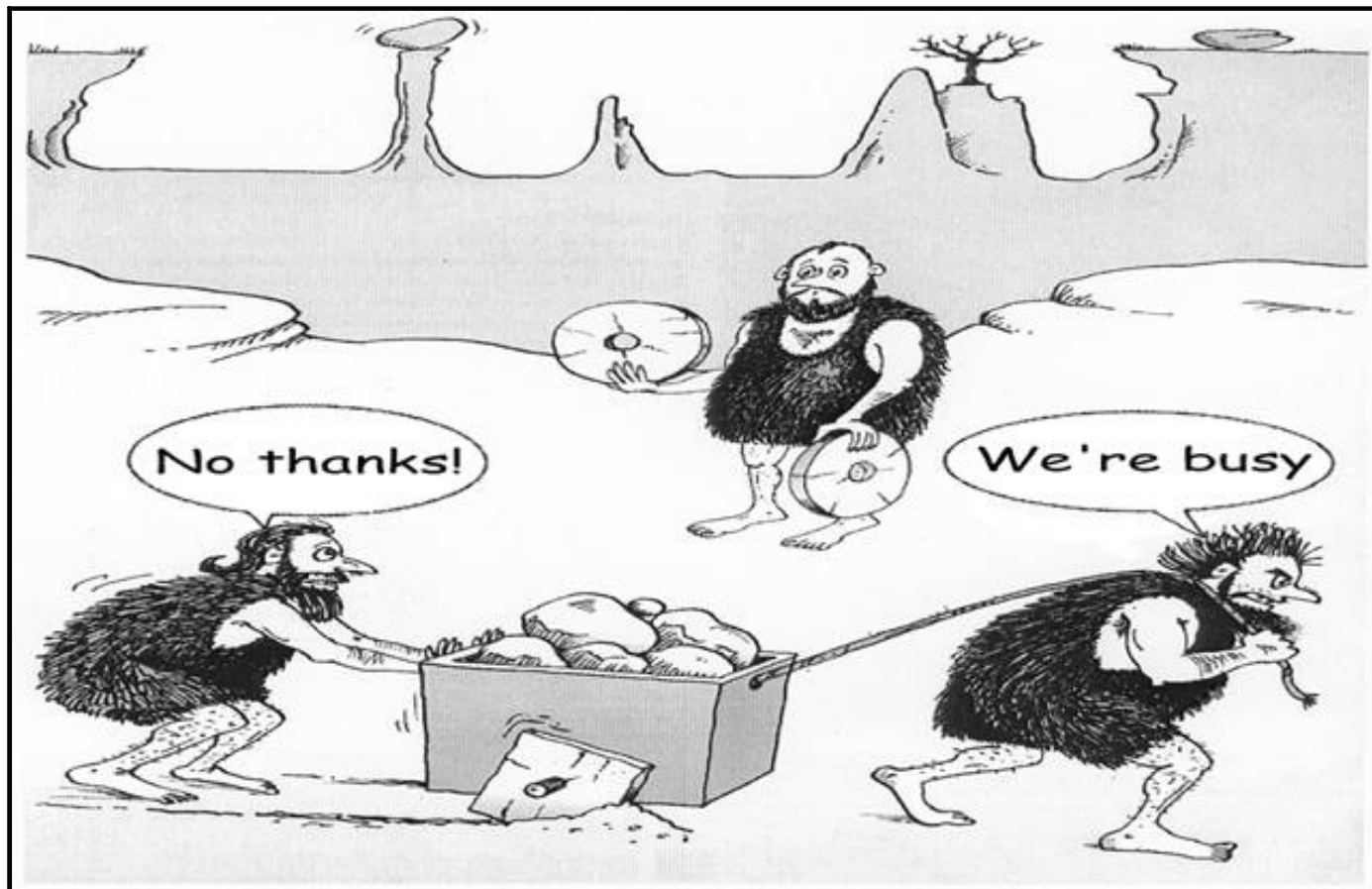
Choreograph the business processes used to react, respond and proactively exploit real world visibility

Optimization

Produce the best possible action plans & schedules, enhancing abilities to explore alternatives, understand trade-offs, and respond to changes in business operations



Innovation takes Courage



***“If I'd asked my customers what they wanted,
they'd have said a faster horse.”***

– Henry Ford