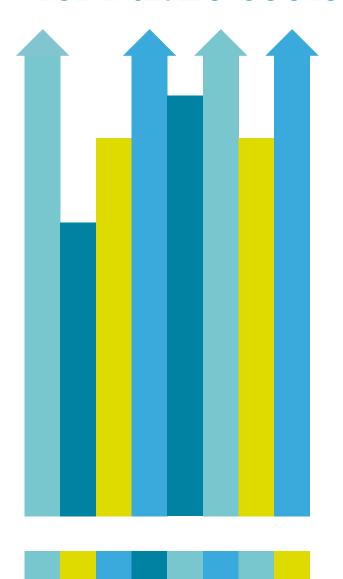


IBM Services for Public Sector







Welcome



Welcome to **IBM Global Technology Services** – and a comprehensive portfolio of **assessment**, **outsourcing**, **infrastructure** and **systems integration services**.

Established to help the Public Sector leverage and maximise IBM services, we can work with you to help address some of the key challenges you face:

- to cut your costs and get more from existing or shrinking budgets
- to get more out of your existing IT infrastructure
- to drive increased productivity in your IT operations
- to deliver a higher level of service to your citizens.

Tasked with reducing the time, complexity and cost of developing and delivering new services, UK public sector organisations are currently taking stock and considering how they might creatively re-combine existing assets.

To generate rapid cost savings, many of our services are designed to help you defer capital expenditures and ease staffing pressures Most importantly, they could give you a tangible ROI, without having to wait years for payback. Add the advantage of IBM Global Financing, and you have the potential to see project returns in even less time.

Read on to see for yourself how we aim to help the public sector, and discover some of the savings we have already delivered for the public sector. To learn more, speak to your Client Manager.



Data Centre Design, Construction & Efficiency Services

The limitations of space, power and energy efficiency present major challenges to IT service delivery. Although high-density computers offer an opportunity to generate more value from each square foot of the data centre, powerful blade and rack mounted servers generate a lot of heat, and can create cooling problems.

For government agencies considering how to build sustainable and cost-effective infrastructures for the future, IBM can explore ways to address these challenges with a variety of services.

Data Centre Energy Efficiency Assessments measure the energy usage of your cooling, electrical and building systems, and identify areas for improvement. Modular Data Centre Design & Build services range from refurbishing your current data centre to designing a new one that benefits from [please ensure that a new data centre would incorporate all of these benefits regardless of spec, otherwise the sentence wording will have to be adapted]:

- hot and cold aisle technology
- cabling
- raised flooring
- air-conditioning & ambient air-cooling
- uninterruptable power supplies and generators
- fire-rated walls and suppression

Savings Delivered

A Data Centre Energy Efficiency Assessment has the potential to help you **reduce data centre operating costs by up to 40% annually.** In many cases the reduction in energy consumption is realised within weeks of implementation.

The IBM Advantage

- Our modular approach enable flexible expansion of your data centre environment, in line with your budget, possible unitarisation projects and the need to deliver consistent services.
- We use a set of assets and proprietary tools that provide a view on heat and energy distribution.
- We have extensive implementation experience of building energy efficient data centres.







Optimisation & Implementation Services for Servers

New applications and system rollouts have led to an unprecedented proliferation of servers, rapidly followed by an increase in server capital costs, server operations costs and pressure on the data centre.

As public sector organisations grow larger and collaborate more, the demand to simplify and optimise the IT environment increases. Operational management costs have to be reduced, while the infrastructure needs greater adaptability, security and resiliency. With the expansion and evolution of citizen services, the data centre must become more effective and scalable.

IBM Server Consolidation Services and **IBM Server Virtualisation Services** use methodology and tools such as the server consolidation efficiency study to help you to:

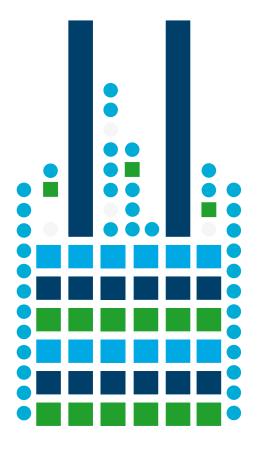
- understand the server inventory, CPU utilisation and power usage
- outline potential savings in space and power
- design an optimised server infrastructure to meet service needs
- implement and configure the infrastructure to achieve speedy ROI.

Savings Delivered

Typically, IBM Server Consolidation Services can help you reduce server operation and capital costs by up to 70% in 8-24 months. IBM Server Virtualisation Services can potentially help reduce your ICT spend and software, enhancing utilisation rates and improving consolidation ratios. For example, a VMware® server infrastructure can achieve utilisation rates up to 80% and consolidation ratios from 8:1 to 30:1.

The IBM Advantage

IBM performs consolidation and virtualisation across IBM and non-IBM platforms including Intel, Unix, Linux and Mainframe. Our consultants and implementation specialists have extensive knowledge of both IBM and non-IBM server technologies. Their proven methodologies and experience in public sector organisations and environments can help ensure rapid implementation and bridge key skills gaps. Government bodies already leverage IBM's technology know-how of working across operating systems, hardware, software and services. IBM works with Microsoft *, VMware * and other key partners.





Optimisation & Implementation Services for Storage & Data

Digital data needs are exploding – doubling every 18 months according to IDC. Managing storage gets more challenging each day. This impacts ICT expenditure and ongoing operational costs at a time when budgets are being reduced.

IBM can deliver the skills and experience that help you simplify and optimise your IT environment, reducing operational management costs and increasing adaptability. This can help you facilitate increased flexibility and improved citizen-centric services, while increasing security and resiliency.

IBM Storage Optimisation and Integration Services

use methodology and tools that help you:

- understand the storage inventory and its utilisation
- set a strategy and roadmap that identifies potential savings
- identify storage capacity that can be reclaimed
- improve storage performance and your ongoing storage management capability.

Savings Delivered

IBM Storage Optimisation and Integration Services could improve storage utilisation and help you reduce storage costs, potentially by up to 30% in 3-12 months.

The IBM Advantage

IBM consultants have in-depth knowledge of both IBM and non-IBM storage environments and experience of working with many clients. The proven methodologies and tools they use include Novus® for optimisation and Softek for data mobility.

Novus-based consulting services offer a rapid path to cross-technology management, process improvement and performance improvement for complex storage clients.

IBM's Data Mobility Solutions integrate products and services that combine Softek technology and IBM's 30 years of experience in data migration, to simplify data movement across heterogeneous environments, centralise management in multi-vendor environments, and achieve greater visibility and control with integrated tools and services.

IBM Data Mobility Solutions can potentially reduce overall migration costs by up to 60% by lowering lease or maintenance overlaps, outage costs and staff expenses.







Remote Managed Services

Public Sector organisations increasingly look to drive citizens to self-serve and in turn reduce costs. As a result, it is increasingly important for government organisations to find ways to monitor, manage and report the IT infrastructure 24/7 – all within tightly constrained IT budgets. At the same time, many find themselves lacking the skilled resource to manage the environment, which can then affect service levels and lead to unplanned outages.

IBM's portfolio of remote managed services can help enhance server monitoring and management in order to help clients:

- control management costs by having predictable monthly payments
- improve customer service by being proactive rather than reactive
- increase operational efficiency by enabling staff to focus on service rather than technology
- enhance server monitoring and management.

IBM has a range of services and delivery mechanisms to suit the services being delivered and budget requirements.

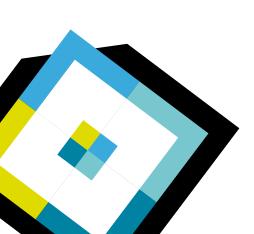
Within **IBM Express Remote Managed Infrastructure Services** there are five cost-predictive, configurable services, designed specifically for organisations with up to 1000 employees. The service aims to enhance your ICT value through cost-effective remote monitoring, management and reporting for your IT infrastructure.

IBM also offer **Remote Managed Infrastructure Services (RMIS)**; a more advanced, pre-configured yet customisable service designed to meet the more complex needs of larger public sector organisations.

Savings Delivered

IBM's Remote Managed Infrastructure Services (RMIS) engagements could typically result in **cost savings of up to 20% in 12 - 18 months.**





Also available from IBM: **Server Optimisation and Integration Services** which help you reduce IT infrastructure complexity and **Server Product Services** for IBM servers, Linux* and Microsoft* operating systems, and non-IBM server products.







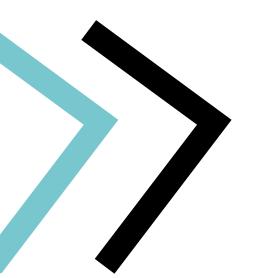


The IBM Advantage

Services can be delivered at any delivery centre, whether operated locally, managed by IBM or a third party.

We offer easy to deploy, standardised solutions leverage the combination of IBM technologies and expertise with industry-certified, proven ITIL based management processes.

Our Services Connection Portal provides a near-real time view of systems status, with access to historical performance reports to allow capacity planning. (RMIS only)









Although tasked with extending citizen self-serve, the public sector still has a significant need to operate call centres, and manage their cost. Currently there are around 750 government call centres with a staff of 61,000 to deal with 530 million calls a year. (Figures from IBM Service Transformation Paper 'Why the citizen must be at the heart of Service Transformation'.)

There are compelling reasons for government to consider unifying IT and voice communications via IBM Converged Communications Services. Implementing these solutions allows employees quick and easy access to information and fellow employees in a cost-effective and non-disruptive way.

Cost Reduction: You may realise significant cost savings when optimising telephony-related services inside an organisation. Solutions exist to route most internal calls via a Wide Area Network (WAN). The same solutions can also handle outbound calls much more cost-effectively. IBM Global Technology Services works with industry-leading hardware suppliers, such as Avaya and Cisco, to unify voice and data communications in the most cost-effective way.

Productivity Challenges: Although staff mobility reduces infrastructure cost, and is key to greater productivity, team members frequently need to work together in a way that traditionally demands that they are in the same room. IBM technology includes the capability to bring messaging, video communications, web conferencing, voice conferencing, real-time collaboration and email together into a more unified end-user experience. The focus is on productivity and efficiency; creating an intuitive and efficient collaboration environment

Performance of Citizen Services: 'New technology offers the potential to facilitate collaborative working. The Transformational Government strategy has set the scene for transformation of contact with citizens and businesses, including increasing the focus on the user of public services and making the most of technological advances.' (Taken from the Varney Report 2006). Speed of execution and efficiency are becoming a primary focus for improving government services and reducing cost. IBM Converged Communications Services address these drivers and help facilitate optimised access to information for the citizen, better use of staff time and ultimately latency.





Communications & Collaboration Services

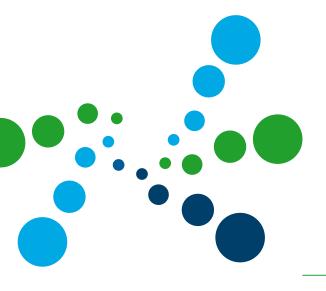
Savings Delivered

IBM Converged Communications Services can help you reduce communication expenses by adopting mobility and collaborative technologies. IBM-recommended solutions can deliver potential savings of up to 40% of recurring costs.

The IBM Advantage

IBM offers a vendor-agnostic approach to finding the right solution, depending on need. To support your multi-vendor, multi-platform solutions, we have strategic relationships with the industry-leading ISVs and network equipment providers. We can also help negotiate and procure bandwidth from service providers to provide a complete end-to-end solution.

IBM's converged communications implementation integrates with citizen-facing and back-office applications seamlessly across an organisation while ensuring operational resilience and security with its services.







Security & Privacy Services

Although government agencies are charged with being as open as possible, there are specific areas that they cannot allow the public to access. Unauthorised access is a major threat and each institution has to address its own vulnerabilities.

Understanding and managing the risks present in your IT infrastructure is a major step towards improving security.

IBM Security and Privacy Services will safeguard information assets and prevent problems before they can happen. We will work with you to assess your current security and privacy position, then design, implement and manage measures that address both internal and external threats. Using vulnerability assessments and/or penetration tests, we can:

- assess the areas of vulnerability that pose a risk
- advise on methods for remediation to minimise the risks identified
- design a solution using the most appropriate toolsets to facilitate this remediation.

Penetration services such as Express Penetration Testing services help organisations quickly assess the security position of their networks. We use real-world exploitation scenarios to demonstrate how attackers could access sensitive data or systems and significantly impact government.

Using IBM Internet Security Systems' (ISS) tools, methodologies and resources, IBM can:

- implement solutions to optimise protection and realise the best return on investment
- provide a managed service to minimise risk from security attacks and minimise the impact on the internal resources of your organisation.

Managed services such as Express Managed Security Services for email can work behind the scenes with no upfront investment and no software or hardware to install. Services modules address specific security threats and are easy to add or remove, with a web-based administrative console for monitoring activity and customising service settings.





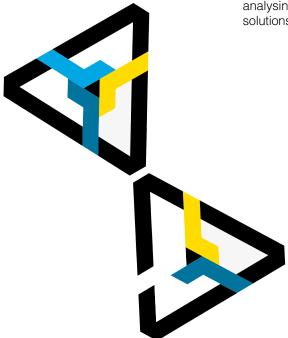
Security & Privacy Services

Savings Delivered

IBM ISS Managed Security Services can help you simplify and potentially **reduce costs by up to 50%** while improving security across all information security domains within the first year.

The IBM Advantage

IBM offers a breadth of service and skills that are among the most comprehensive in the security services marketplace. These include data security services, identity and access management services, physical security services, security governance services and threat mitigation services. All are relevant to the needs of the Public Sector, with services and team capabilities that span and scale to the size of the organisation. Underpinning all our security services is the renowned IBM X-Force research and development team and 24/7 global attack monitoring. X-Force is the world's largest R&D laboratory for emerging network vulnerabilities and threats. Its highly-skilled IBM specialists focus on analysing and mitigating identified risks and providing solutions, patches and fixes to protect IBM clients.







Network Optimisation & Integration Services

As government applications and processes become evermore centralised and pervasive, public sector organisations grow increasingly dependent on their network. Providing acceptable response times and resiliency to internal or public users inevitably becomes far more challenging. Changes to the application landscape could then add significant uncertainty regarding the overall end-to-end performance of any new application. Infrastructure changes such as server, storage and data centre consolidation could also introduce risk, as well as impacting network performance.

The cost of not factoring network impact of such changes into infrastructure planning can be significant. Slow application response can lead to service level reduction and negatively impact end user experience. In the past, futile attempts have often been made to solve this problem by adding costly bandwidth to the Wide Area Network (WAN).

The **IBM Network Optimisation Assessment** has been specifically designed to identify these issues and subsequently deliver a clear roadmap that identifies cost saving and performance improvement opportunities:

- it looks at optimising the performance of applications on your WAN and recommends clear steps to deliver significant improvement
- it provides a gap analysis comparing your current network infrastructure with anticipated demands
- it provides a report detailing solutions to potentially address these demands, to minimise cost and suggest how to improve redundancy, security, performance and energy efficiency.

Savings Delivered

IBM Network Optimisation Services can potentially help you increase network efficiency, enhance performance and reduce your network costs by up to 30% in 4-12 months.



Network Optimisation & Integration Services

The IBM Advantage

IBM's recommendations for specific solutions are vendor / brand-agnostic, and IBM is a leading systems integrator working with technologies such as Cisco, Motorola, Juniper and Avaya.

IBM's assessment can either be conducted proactively (prior to a major infrastructure / application change), or re-actively (after changes made appear to have an adverse impact on the network throughput or resiliency).

IBM's recommendations have demonstrable outcomes that can be achieved in the form of cost saving, operational efficiency and application performance.



Also available from IBM: Networking strategy and optimisation services – **Network Application Optimisation** and **Network Infrastructure Optimisation; Network integration Services** and **Network Managed Services**.

IBM, the IBM logo, ibm.com, Smarter Planet and the planet icon are trademarks or registered trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Other product and service names may be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at www.ibm.com/legal/copytrade.shtml © 2009 IBM Corporation. All rights reserved. Other company, product and service names may be trade marks, registered trade marks, or service marks of others.





IBM United Kingdom Limited PO Box 41 North Harbour Portsmouth Hampshire PO6 3AU Tel: 08705 44 00 55 ibm.com/services/uk http://www.ibm.com/easyaccess/publicuk

The IBM home page can be found at ibm.com/uk

IBM, the IBM logo, ibm.com, Smarter Planet and the planet icon are trademarks or registered trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. A current list of IBM trademarks is available at ibm.com/legal/copytrade.shtml

IBM works with Microsoft®, VMware® and other key partners.

Other company, product and service names may be trademarks or service marks of others.

All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

© 2010 IBM Corporation. All rights reserved.

