



## SYSTEM, HEAL THYSELF

*Find out why IBM thought leaders believe autonomic computing is a remedy whose time has come.*

### Meet the experts

**Dave Bartlett:** My name is Dave Bartlett, IBM Vice President of Autonomic Computing.

**Susan Puglia:** My name is Susan Puglia, and I am the Vice President of IBM's Technical Support and Quality.

**Lauren States:** My name is Lauren States. I work in the software field sales organization, and I manage an organization of about 4,000 technical specialists and architects,

**George Walsh:** My name is George Walsh. I'm Vice President of On Demand Systems Environment, and the systems environment is responsible, in the systems and technology group, with delivering the virtualization engine platform, and for delivering infrastructure solutions.

### What's the buzz about autonomic computing?

**George:** Autonomic computing, depending on your definition of it, and, clearly, it's a very broad topic, but it's really about things that are self-managing, it's about things that can protect themselves, it's about things that can optimize themselves, and those kinds of technology attributes lend themselves to lots of different types of solutions.

**Susan:** Autonomic Computing is a critical enabler for technical support, and in providing very much higher levels of responsiveness to our customers.

**Lauren:** An on-demand business is really having a flexible business supported by a flexible IT infrastructure, and a flexible IT infrastructure needs a very strong foundation, and autonomic computing is really part of the foundation that you're building for on-demand computing. It creates systems that are resilient, are available, are reliable

**Dave:** We're talking about self-healing across the entire IT infrastructure, one that's composed of disparate technologies from multiple vendors. It's like turning the light on in the room, and now you can see what's happening across that infrastructure, quickly determining root cause of problems, being able to do a better job of tuning the system, optimizing performance.

**George:** Things like optimization of workloads, especially in the pervasively heterogeneous distributed world we're in, they want to optimize workload placement so

they don't overprovision. On the other hand, they don't want to have to go and change parameters in every system, and understand exactly what's going on in every system, and create a whole new skill area around optimizational workloads. They really just want to put software in that understands the environment, and then optimizes accordingly, and we were actually in the second release of a workload management product that does exactly that, as an example.

**George:** I think autonomies is pervasive in literally everything we do, from the smallest handheld mobile device, right on up through the entire infrastructure. In fact, the on-demand operating environment is all about really building an autonomic, or, if you will, an on-demand infrastructure, and it's pervasive throughout. So it's not someplace that I can move it in the corner. In fact, the more broadly deployed my autonomies are, and my products, and my use of the products, and my infrastructure, the better, overall, my infrastructure is.

**George:** Autonomics, like virtualization, is one of those technologies that is required if you want to, in fact, move to a service-oriented architecture.

**Lauren:** Our studies have shown that when using some of the new autonomic or self-diagnostic techniques that are available today, that problem determination time can be reduced by 44%.

**Dave:** We'll remove a lot of the mundane tasks, the repetitive tasks, the tasks that keep you working over the weekends and holidays, and we'll make them more self-managing, and we'll make your job more interesting, and get you back to focusing on the more important aspects of your job.

**Susan:** There are various components of Autonomic Computing, and various technologies, like the Log Trace Analyzer, that helps us do problem determination on a much quicker basis.

**George:** Autonomics, like virtualization, is one of those technologies that is required if you want to, in fact, move to a service-oriented architecture.

**Lauren:** Every client I talk to, whether they're in government or private industry or whether they're a business partner providing services for IBM, is worried about complexity. Autonomic computing has the capability to really help them accelerate the deployment of their software and their applications through the ability to manage and diagnose problems more quickly or to have systems that self-configure or adjust their performance based on workload.

**George:** At the end of the day, there is no solution to the fact that the cost of labor is rising, so what we have to do is actually be able to manage more and more complexity at a lower and lower cost, which is exactly what autonomies is.

**Lauren:** The really cool thing about autonomic computing is that it's here now, and the buzz is starting to increase, and a lot of people are talking about it. We have it in our portfolio, and it's not something that people need to really worry about, am I going to get it or am I not going to get it.

## **The autonomic difference—getting started**

**Dave:** The evidence that autonomic computing has arrived as a solution are the many quantifiable benefits that we're seeing customers now enjoying as a result in industries such as retail, manufacturing, transportation, entertainment, virtually every industry, both large enterprise, small enterprise in the Americas, as well as in Europe, and Asia Pacific.

**George:** Almost 100 products of IBM have autonomic capabilities, so it's grown from a visionary thought, from something to aspire to, to something you can actually buy, and deliver, I think that's critical because it is targeted at, absolutely, the customer pain points that we hear from every day. From the simplest type of memory cells that understand when they break, and can be routed around, if you will, from servers that can take CPUs offline, and replace with other CPUs when they break down, to the much broader kind of notion of orchestration, and provisioning, it's across, pretty much, across the IBM product line.

**Susan:** Creating an on-demand technical support function within your business so that you can be as responsive as possible is a very important piece of becoming an on-demand business. IBM is working toward becoming an on-demand business through the efforts that our CIO office is taking. We are a key part of that from a technical support standpoint, and we are in the process of transforming the way we deliver technical support to our businesses, to our customers, in a much more on-demand way.

**Susan:** Autonomic computing is really the cornerstone of where we're headed with technical support. Our future state vision cannot be reached without autonomic computing, and autonomic technologies.

**Lauren:** I think the other thing that we're doing, which is very important, is we're doing it in working with the industry, and an open standards based model because in order to really solve these problems, we've got to create solutions that work in heterogeneous environments with other vendor software. Nobody is lucky enough to have a single vendor environment nowadays.

**Lauren:** You could argue that we've been working at this since computing was created because we've got a track record of doing this within our mainframe computing, this really differentiates us from our competitors.

**Dave:** Where do you get started? Autonomic computing is tied to the strategy, so I would start with your strategy, with your long-term vision to make your company more competitive, to make your company more on-demand. IBM can help you do that. And then start with a project that can practically demonstrate the value to you and to your company. You can use it as a selling point. We've done this approach with many companies, and it's worked great, kind of a quick win, a proof point, a showcase, if you will, and then with that, expand to a larger product, larger project within the company, expand to the entire IT infrastructure.

**Dave:** A low-risk place to start is in the area of self-healing. We've made great advances, and it happens to be a big pain point for a lot of companies. Our self-healing technology can be deployed today across many different aspects of the infrastructure, and we have proven quantifiable business value in terms of some of the mission critical applications, in terms of some of the new web-based applications that are rolling out.

**Susan:** I would say our customers are starting to become more comfortable with, and starting to be more willing to adopt autonomic capabilities in our products. They're starting to see the benefits. A recent study that was done by the SSPA organization, the industry organization for Service and Support Professional Association, actually showed that more than 70% of customers are more willing to interact via the web for support capabilities, both in reporting problems, as well as receiving support back via the web. So there's becoming a much more comfort, the comfort level is rising on customers willing to use technology to help them with their problems, and not always feel that they need a customer, a person on the end of the phone.

**Dave:** The great news is we've crossed the chasm with autonomic computing. It's here. You can take practical advantage of it. We have worked across the IBM product line to instantiate over 500 capabilities in over 75 products within in IBM's portfolio, so we have a great instantiation of the standards and technologies that you can take advantage of today.

**Lauren:** Autonomic computing is all over the press right now because the benefits that some of our clients have seen are so incredible. The numbers range from 5% productivity increased to 95% productivity increase. How can anybody ignore that? You're going to see a lot more on this in the course of the next year.

END OF TRANSCRIPT