



The benefits of 'Building a smart bank operating environment'

The Poughkeepsie Briefing Center demonstrates:

- IBM's ability to optimize customer service across and among channels, while responding to varying peaks in branch, Internet and ATM traffic
- Consistent and responsive service
- Consolidation and centralization of multiple branches to increase availability and boost performance of teller support
- Key resiliency capabilities in planned and unplanned failure scenarios, while retaining customer service
- How capacity can be increased and removed on demand to address peak business opportunities
- Improved management of financial and operational risk by leveraging technology to improve and protect access to information and increase resiliency
- How IBM Information FrameWork data models can help address business challenges like improved product targeting via analytics, risk and compliance, and increased channel cross sales
- Why a flexible operating environment is an essential element to help accelerate business transformation.

For more information

To schedule a briefing, please contact your local IBM representative. For more information about the IBM Banking Industry visit:

ibm.com/industries/financialservices/doc/jsp/indseg/banking



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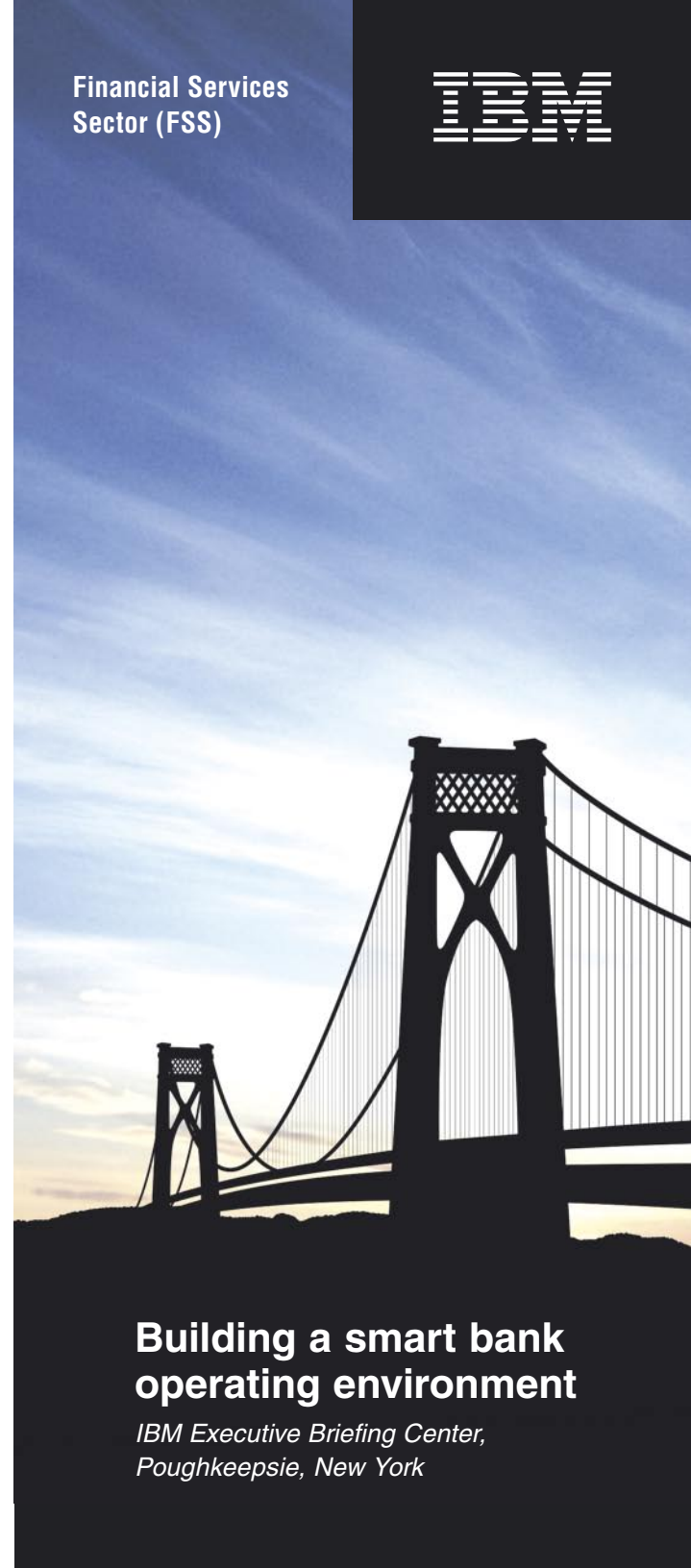
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Building a smart bank operating environment

IBM Executive Briefing Center,
Poughkeepsie, New York



Welcome to the IBM Poughkeepsie Briefing Center. Our briefing center provides world-class technology briefings, product demonstrations and solution workshops for companies interested in transforming their infrastructure to become an on demand business. Along with the IBM Financial Services Sector (FSS), the briefing center brings banking clients a unique briefing experience—‘Building a smart bank operating environment.’

Much more than just a briefing Center—going ‘deep’

The Poughkeepsie Briefing Center offers a range of interlinked business and technology briefings. However, the capabilities of this Center extends beyond briefings when teamed with the Poughkeepsie Design Center consisting of consultants, technical architects, designers and subject matter experts capable of going ‘deep’. The joint center team can:

- Create and integrate proofs of concept for specific client transformation projects
- Support the early stages of client delivery engagements with specialized skills/experience
- Assist in the technical skills transfer of real end-to-end, innovative solutions.

Linking business and technology

Backed up by our research into servers, software, storage and networking, we can facilitate face-to-face discussions between you and the IBM experts, to create a link between leading-edge discoveries and the immediate requirements of your business. As well as offering technical expertise, we also provide industry-specific business insights and services.

‘Building a smart bank operating environment’

Learn how to optimize your retail banking infrastructure. At the Poughkeepsie Briefing Center, you will see a demonstration of a leading-edge, highly efficient bank which copes with a series of business and technological challenges using integrated, on demand technology. You will find out how IBM technology is designed to support the needs of the bank, and how it provides a flexible and resilient foundation for business transformation. You will also witness the linkage between infrastructure and business value via a set of scenarios representing 24 hours in the life of a bank. The program is designed to help you gain a competitive edge by developing an infrastructure that helps you become an on demand business.

More than just a demonstration

‘Building a smart bank operating environment’ is not a collection of product demonstrations. It’s a real operating environment with real-life mixed workloads, generated by real business applications that you can really relate to. A dynamic learning environment is used to generate interaction between you and the presenters, and sessions are tailored to help address your specific needs.

The demonstration is part of a one day briefing which includes:

First half day

- Banking and Infrastructure Transformation
- Link between the business environment and the infrastructure solutions
 - Vision of the operating environment for a smarter bank
 - Infrastructure simplification and the on demand operating environment for FSS.
- The live demonstration of up to ten unique scenarios set in the day in the life of a bank.

Second half day

- The Customer Focus Workshop to identify interest areas and the next steps to take
- Optional review covering technical aspects of the demonstration.

Day 2 (optional)

IBM and Independent Software Vendor (ISV) subject matter experts are available to deliver a ‘deep dive’ on pre-selected topics chosen by you before the visit.

How to ‘Build a smart bank operating environment’

The Poughkeepsie Briefing Center uses key technologies to show you how:

- A high performance and high efficiency infrastructure operates on a large scale. You will see a live demo of an operational infrastructure for an on demand bank with a database of 1TB supporting six million customers and twelve million accounts, and multiple ISV partner applications
- An integrated infrastructure with mixed server hardware, operating systems, and storage
- Integrated applications—spanning WebSphere Java™ and Cobol/CICS transactions, and multiple ISV partner applications
- Individually controlled ATM, teller and Internet banking channel traffic volumes
- Realistic scale with over 350 business transactions per second and concurrent batch processing
- Workload is managed across IBM @server zSeries servers and BladeCenter servers using Web portal support for high-quality service based on business priorities
- Application availability is maintained through both planned and unplanned outages
- Consolidating bank branches on zSeries using Linux® servers on z/VM provides major business benefits
- Expected and unexpected peaks are addressed by dynamically upgrading and removing capacity
- Linux on IBM @server zSeries firewall provides enhanced security
- Using an operational dashboard can facilitate correlation of business and technology to manage a technical environment from a business perspective
- Service Oriented Architecture can help reuse existing code assets, service enable where useful, and develop new differentiators to accelerate the time to market of new banking processes.