

The advertisement features a blue textured background. At the top right is the IBM logo. Below it is a painting of a man in a suit, a colorful abstract painting of two faces, and a portrait of another man. To the right of the painting is the text "what makes you* special?". On the left side, there is a white box containing the title "Flexibility" in large bold letters, followed by "An exploration" in a smaller font. Below this is a line of text: "Djeevan Schiferli", "Business Development Executive", and "IBM Strategic Growth Initiatives".

Flexibility
An exploration

Djeevan Schiferli
Business Development Executive
IBM Strategic Growth Initiatives

what makes you*
special?

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The advertisement features a blue textured background. At the top right is the IBM logo. Below it is a book titled "The World Is Flat" by Thomas L. Friedman. The book cover features a globe and the text "NATIONAL BESTSELLER" and "A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY". The author's name, Thomas L. Friedman, is also on the cover. At the bottom right is the text "© 2010 IBM Corporation".

The world is changing fast

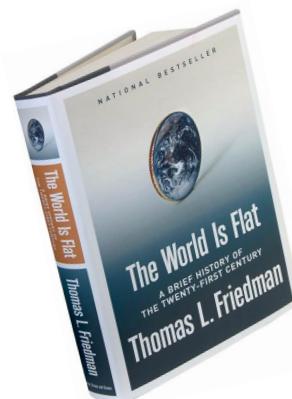
The World Is Flat
A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY
Thomas L. Friedman

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Impact on (y)our clients

1. Continuous and fast changes with potential large impacts

2. Hyper competition & commoditization

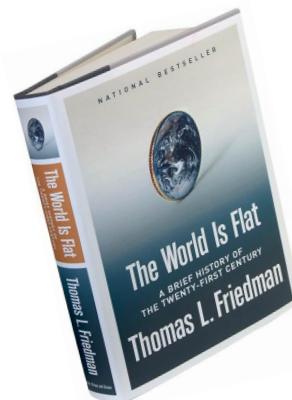


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Impact on (y)our clients

1. Continuous and fast changes with potential large impacts
→ Need for speed, flexibility & adaptability to change

2. Hyper competition & commoditization
→ Need to differentiate



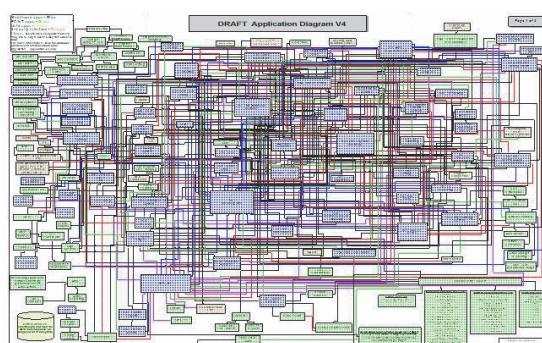
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An ordinary day in the IT industry

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IT landscapes of organizations

IT environments start simple but quickly become complex relations between hardware, software, processes and people



Why?

- New requirements
- Undocumented systems
- Hardware & software updates
- Acquisitions

Other domain: IT landscapes

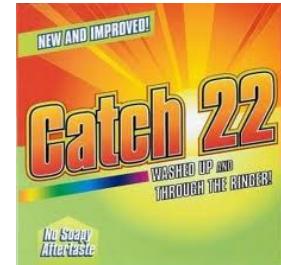
The result:

- *Expensive*
- *Inflexible*
- *Unstable*

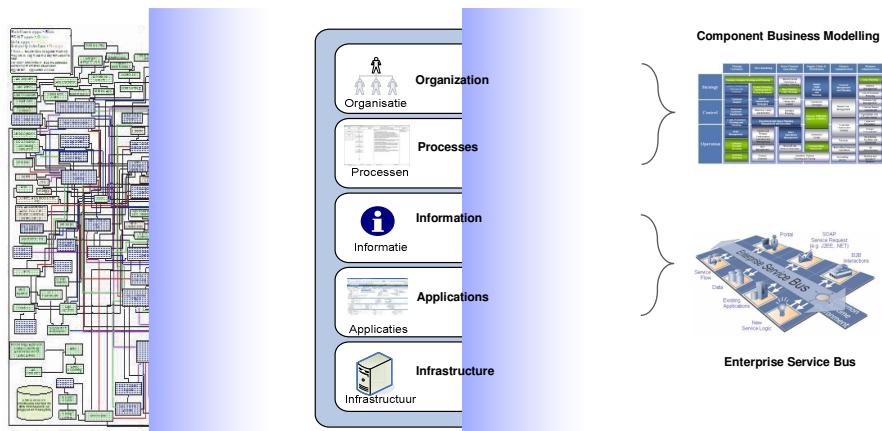


Because:

- Maintenance costs run sky high
- So no budget for new capabilities
- Increased outages with potential large business impacts



Addressing the problem



Enterprise Architecture: decoupling, standards, guiding principles for design & evolution

- Lower maintenance costs
- Flexibility
- Lower risk of business failure

Networked Communications & Swarm Intelligence

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Two Developments of the past 20 years

1. The development and widespread adoption of **networked communications** technologies and applications.
 - End user control
 - Enabling self organization
2. Improved scientific understanding of “**swarm intelligence**” or “emergent behavior.”
 - Social insects such as bees, ants, and termites have meager intelligence yet, through collaborative, self-organizing action, create highly-sophisticated structures and collaborative projects



“Swarm Intelligence” & Emergency Response

3 Characteristics of “Swarm Intelligence”:

1. Flexibility
2. Robustness
3. Self-organization

All three were missing from the **government** response to Katrina



Swarm Intelligence & Emergency Response

2 noteworthy exceptions to centralized response:

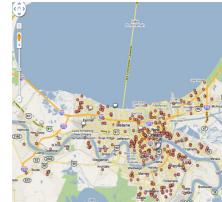
1. US Coast Guard; despite:

- *Being underfunded*
- *Aged equipment*
- *Many employees had lost their own houses*



2. Individuals

- *Using IT technology to create combinations of data*
- *PeopleFinder & ShelterFinder*
- *90.000 entries in 5 days*
- *4000 volunteers*



Business Intelligence in Retail



Thanks a billion.

Over 1 billion downloads in just nine months.
Only on the App Store.



Flood Control 2015

- Decoupling
- Standards
- Guiding Principles
- Self Organization

Flood Control 2015

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Net Centric Operations

- Increased Situational Awareness
- Enhanced Speed of Command
- Self Organization

Current operations may:

- have *incompatible systems*
- not have *timely access to all data needed*
- be *overwhelmed by sheer volume of data*
- not have *access to people/resources to interpret that data*
- not have *a common operating picture of situation*
- not know *what capabilities are (or are not!) available*
- not be able to *effectively make or receive decisions*
- not be able to *quickly see effect of action/inaction*

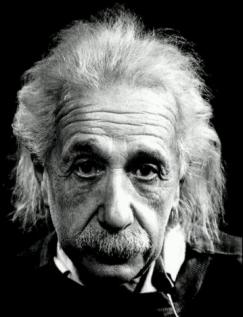
Through robust networking enabling well informed dispersed teams **allowing new forms of organizational behavior**

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To ponder about

- Could Flood Risk Management go from **Command & Control** to **Sense & Respond**?
- Is there anything to **decouple and decentralize**?
- Is **self organization** feasible?
- What would be **guiding principles for design and evolution** of self organizing teams, applications or components?

How to make flood risk management flexible, resilient and at a lower maintenance cost?



**Imagination is
more important
than knowledge**

Inspired by:
– presentationzen.com

Photos:
– istockphoto.com
– google.com

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