

# Grow your business in the Cloud era

Kako rasti sa  
IBM Software as a Service

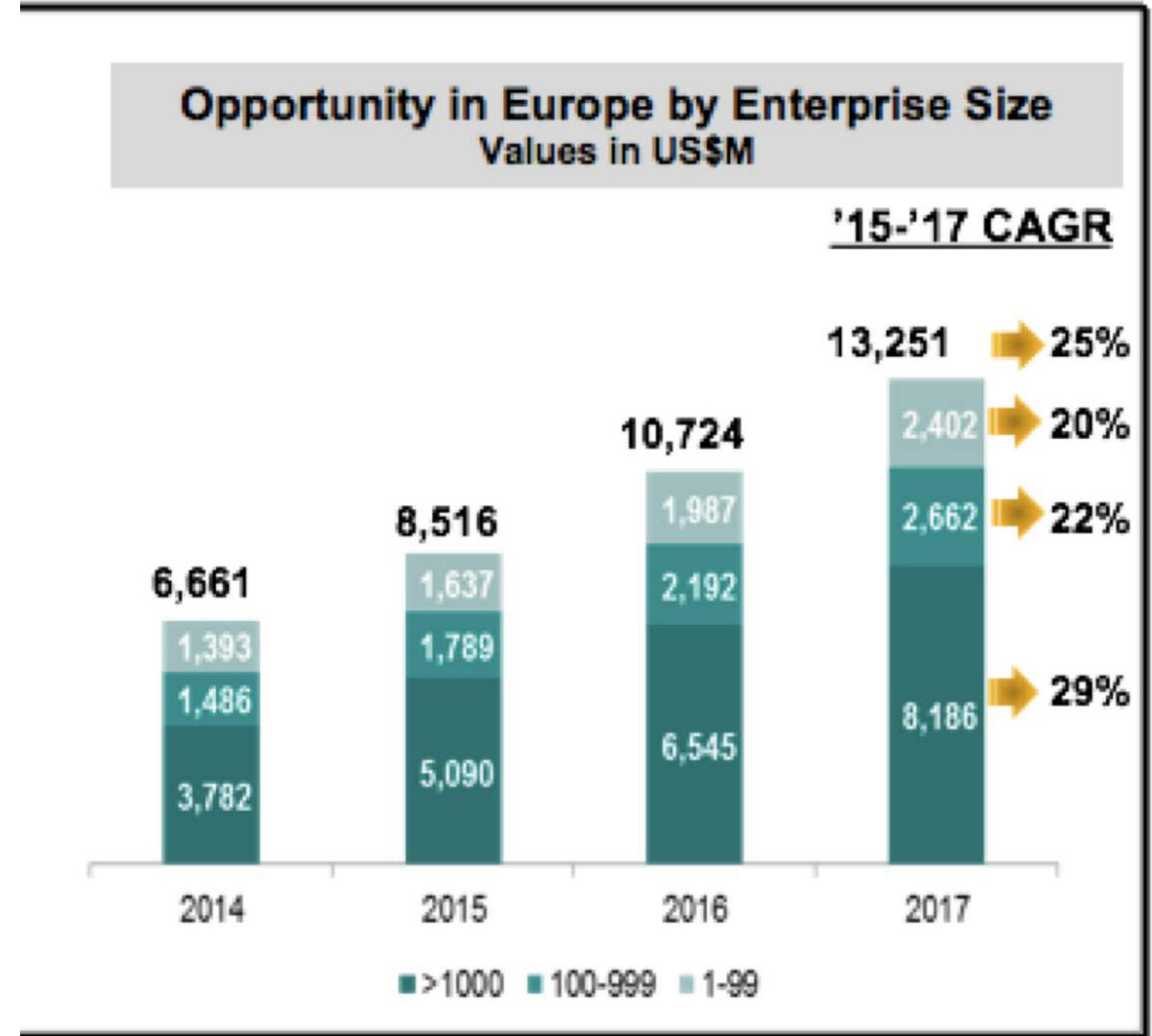
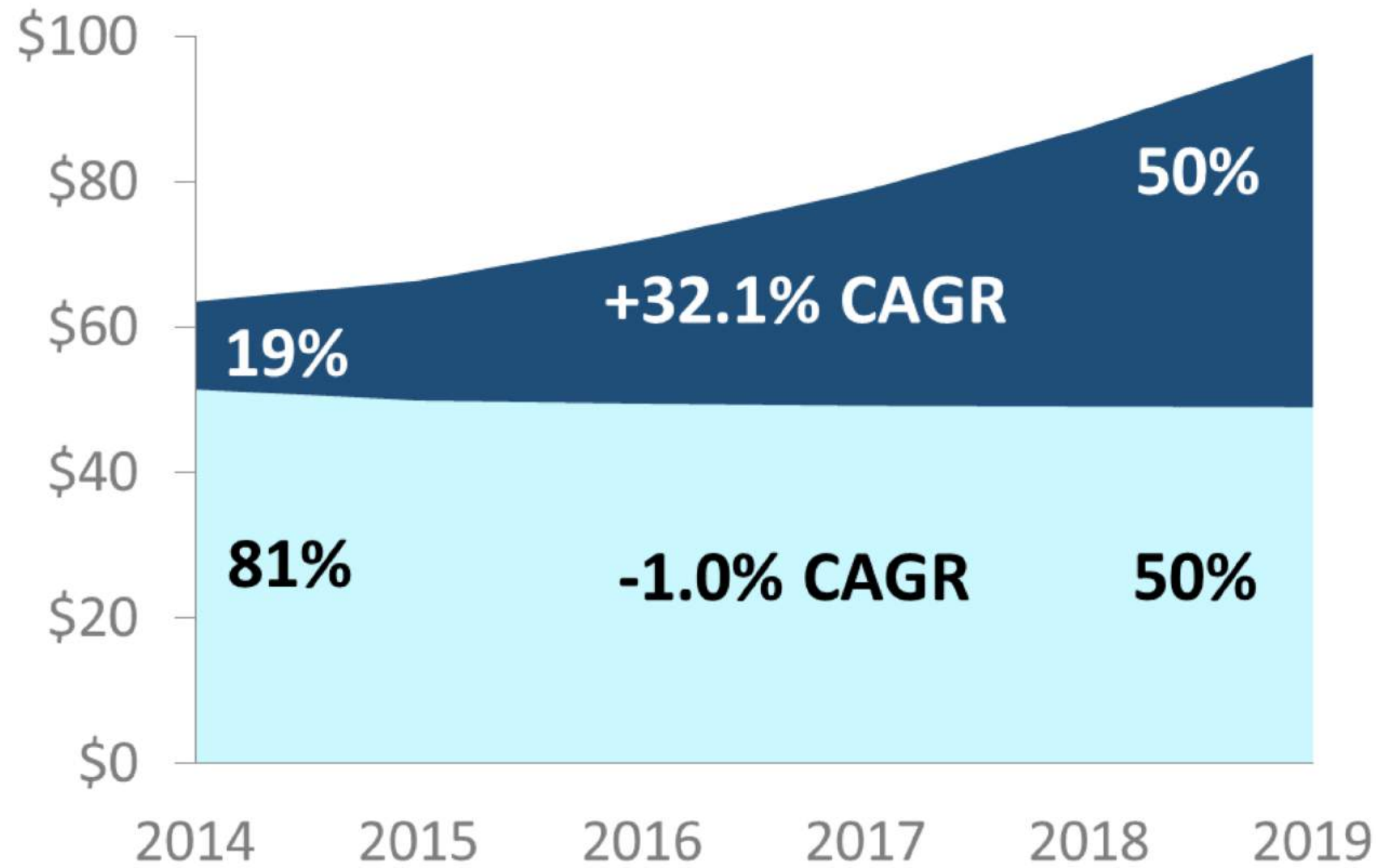


**Dejan Podgoršek**

IBM Software Channel Technical Leader, CEE  
IBM Global Business Partners

Sarajevo, December 2018

# SaaS Market Expanding to Capture Half of the SW Market

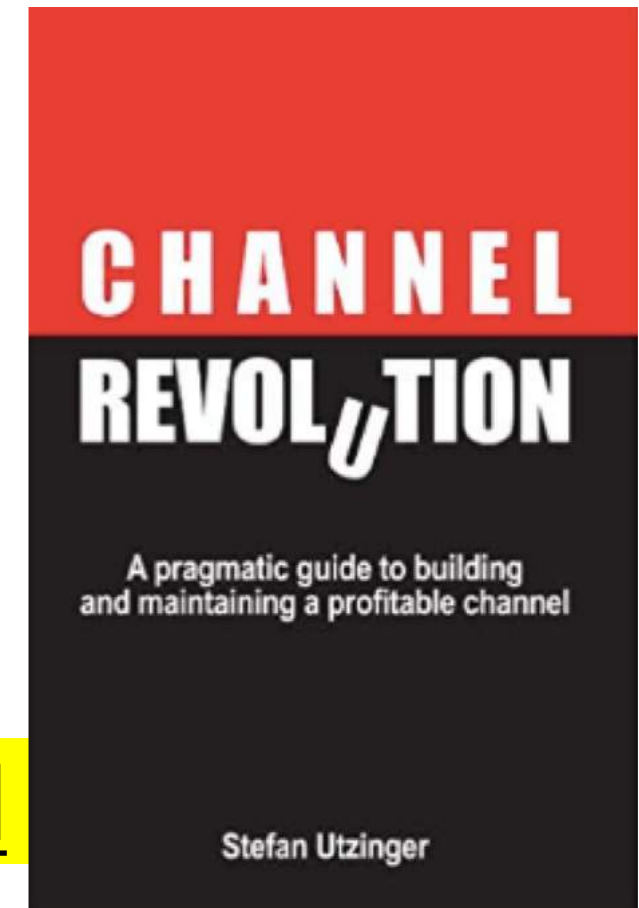


# Facts in SW channel (no vendor specific)

“Channel partners will transform from VARs who sell, install and maintain a piece of software to MSPs who offer consultation and provide advice on how to use the software.

*Stefan Utzinger, the author of Channel Revolution*

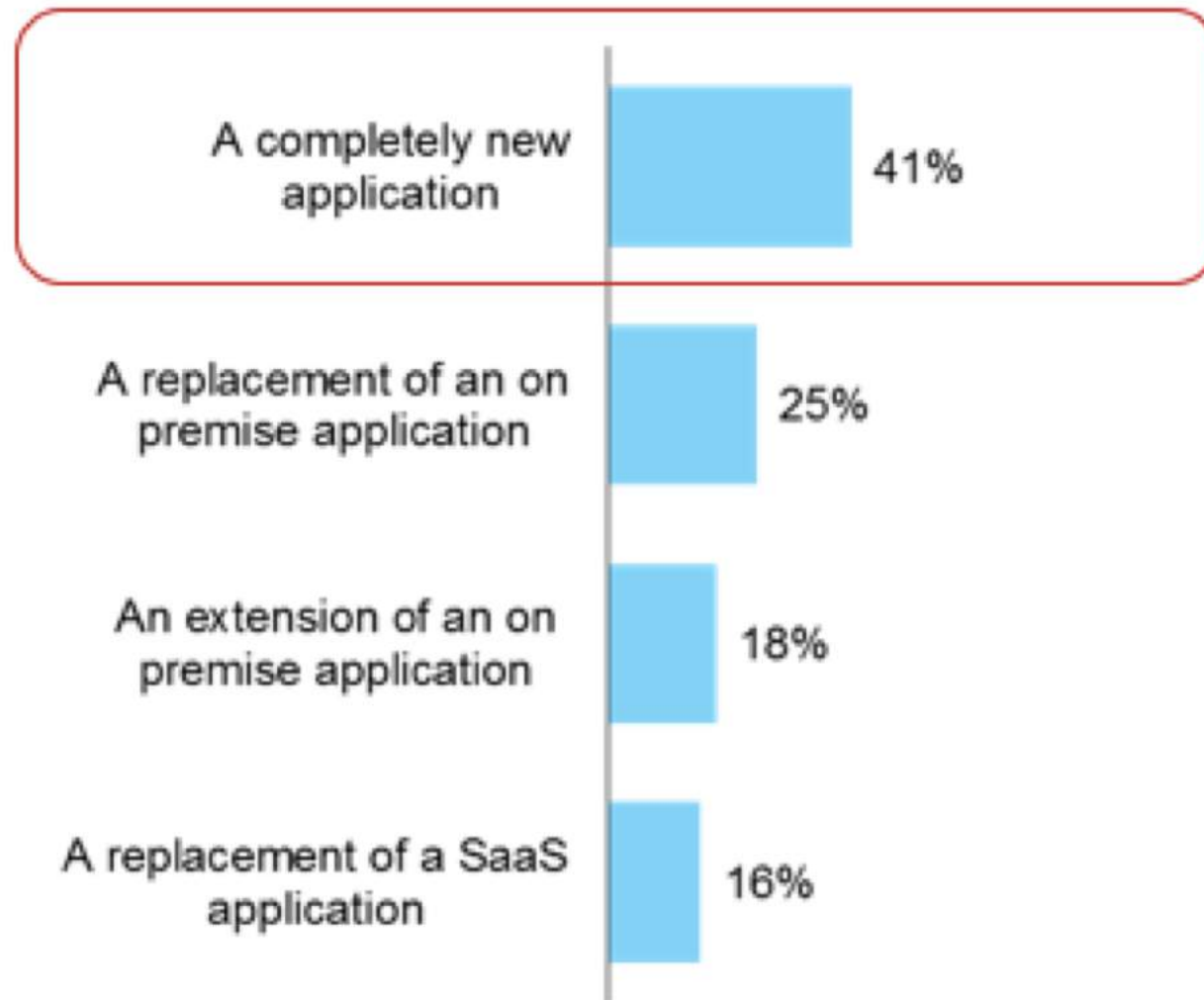
Because corporate IT organizations are procuring more and more cloud products, **channel partners need to evolve their business** to meet both the corporate IT department needs as well as the ISV's product distribution model.



# SaaS in the Marketplace

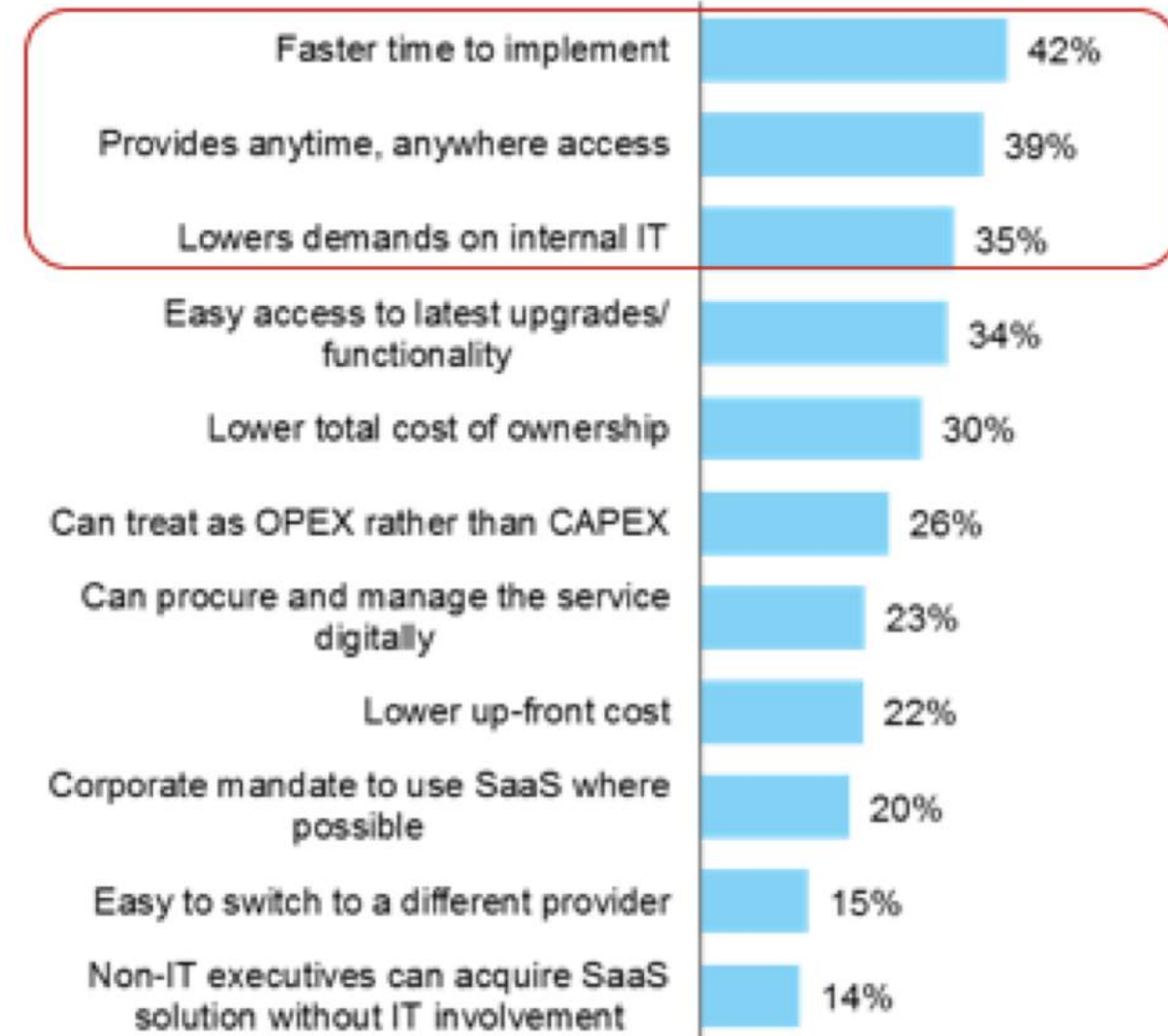
## Best Description of SaaS Offering

SaaS offerings are most likely to be new applications or replacements of an on premise application



## Overall Reasons to Use SaaS

Faster implementation, anytime/anywhere access, and lower IT demands are the top reasons to use SaaS





# Digital Marketing in the SaaS World



70% of the customer journey happens before they speak to a vendor



Digital Marketing spend is typically 2x in Cloud vs. On-premise

## Buyers are using online channels to learn about solutions

The steps haven't changed, but clients now do more themselves



Gather information



Find solution



Compare features



Engage your company



You need to integrate digital marketing to...

Ensure clients find you

- Optimize your website
- Find popular sites
- Increase your visibility

Invest time in client relationships

- Share your expertise and thought leadership
- Blog, tweet, comment, engage

Succeed

- Run integrated campaigns
- Capture inbound leads
- Nurture opportunities

# Win!



# Digital Marketing in the SaaS World

Your website is an essential building block;

**Businesses with web visibility grow at roughly twice the rate of businesses not on the web.**

## The benefits

- ▶ Your story, your way
- ▶ "Always on"
- ▶ Searchable worldwide

## Lack in-house skills?

- ▶ Use a professional web designer
- ▶ Good design matters
- ▶ Ensure they optimize for search

## Importance of content

- ▶ Make it compelling
- ▶ And sticky!
- ▶ Refresh frequently so clients come back

## What is Messaging and why do I need it?

- Your messaging will be used by your sales people, on your website and in marketing materials.
- When your team describes your services, they need to do it in a compelling manner.
- You must ensure they're distributing the same message consistently.





YOU ARE INVITED TO JOIN

# IBM PartnerSuccess360

<https://ibm.biz/ps360-invitation>

PS360 is a new application designed to help partners drive smart XaaS renewal processes and proactively identify expansion and extension opportunities.



Available **now** to all Partners

**PARTNER ACCESS**

**IBMER ACCESS**

# PS360

ENTITLEMENTS

USAGE



**2 months**  
left

12 MONTH  
CONTRACT

Renew service  
term for 12  
months

**Contract start/renewal date**



November 1, 2017 /  
November 1, 2018

**Sales order**



#77253128

**Part information**



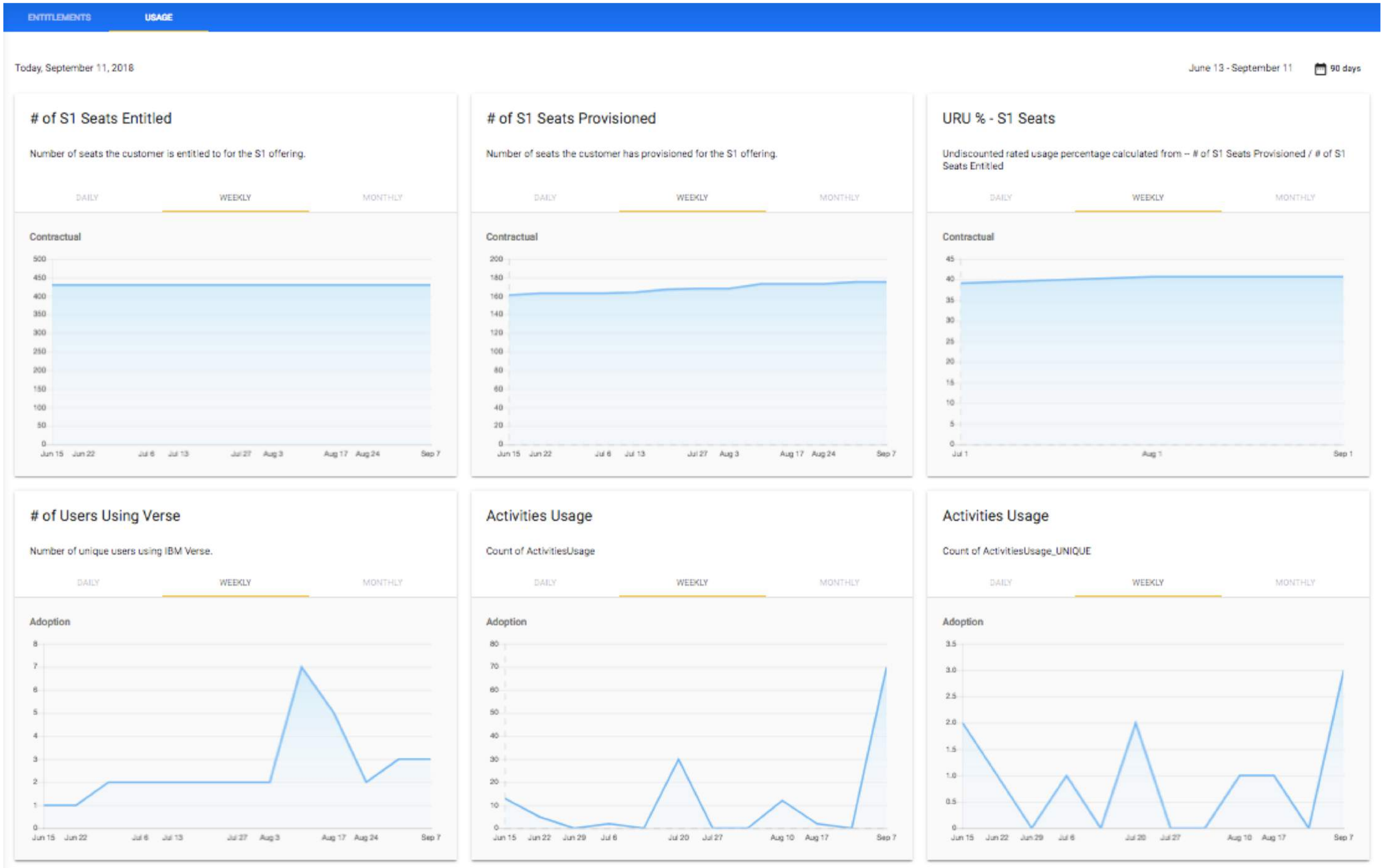
#D1HY8LL      430 qty

IBM mail dual entitlement plus  
applications and s1 authorized user  
per month





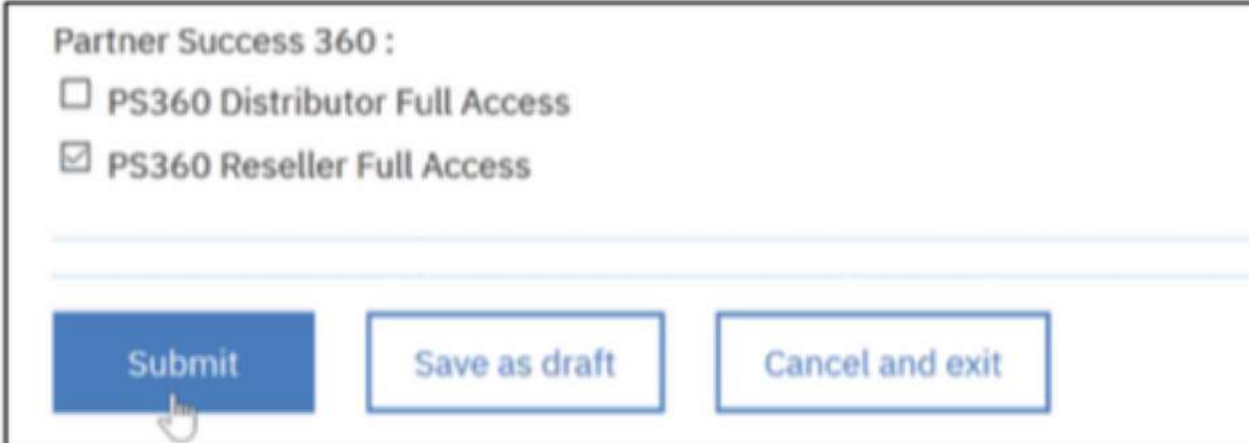
# PS360



# Partner Success 360 PS360

## Gaining Access to PS360

1. Log into PartnerWorld Profiling @ <https://www.ibm.com/partnerworld/partnertools/profiles.wss>
2. Click on “Employee” from the left navigation pane
3. Select the location associated with the employee requesting access
4. After selecting a location, a list of all the employees associated with that location will populate at the bottom of the screen. Using the “Search by” feature you can look for the employee by First name, IBM ID, or Last name
5. **Select the employee** by clicking on the “Select” next to their name
6. Select “Employee roles” from the “Select employee” action section and click the green arrow next to the selection.
7. Scroll to the bottom of the next page to the section titled “Partner Success 360” and check the checkbox that pertains to your organization. Once selected, click “Submit”.



Partner Success 360 :

PS360 Distributor Full Access

PS360 Reseller Full Access

Submit Save as draft Cancel and exit

The screenshot shows a web form titled "Partner Success 360 :". It contains two checkboxes: "PS360 Distributor Full Access" (unchecked) and "PS360 Reseller Full Access" (checked). Below the checkboxes are three buttons: "Submit" (highlighted with a mouse cursor), "Save as draft", and "Cancel and exit".

## Logging into PS360

Once you have updated your access in PPS you can login to PS360 with your IBM id email address at <https://ps360.mybluemix.net/>



# SaaS Academy

Learn and Expand your Business



Web lectures recordings with top European SMEs

- IBM Cloud
- IBM Application Security on Cloud
- IBM SaaS API Connect
- IBM SaaS App Connect
- IBM Blueworks Live
- IBM Watson Content Hub
- IBM SaaS Watson APIs
- IBM Watson Studio
- IBM Watson IoT platform
  - IBM IoT Connectivity
  - IBM IoT Analytics
- IBM Blockchain HLF
- IBM\_Aspira
- The Weather Company
- IBM Planning Analytics
- IBM Cognos 11.1
- IBM Qradar on Cloud
- IBM SaaS Mass360

Watch IBM SaaS  
intro  
& demos at

<http://ibm.biz/SaaSAcademy>



# IBM Cloud

<https://www.ibm.com/cloud/> & <https://console.bluemix.net/catalog/>

Build with access to more than **130 industry-leading Cloud services** including Watson, Artificial Intelligence, Blockchain, advanced data analytics, and cyber security.

## IBM Cloud is the cloud for smarter business

Trusted as a faster, more secure journey to the cloud by thousands of enterprises, across more than 20 industries

### Public Cloud



### Private and Hybrid Cloud



### Data and AI



### Cloud Services



Full-stack, globally deployable hyperscale public cloud.

Private cloud for local deployments. Integration, orchestration and management for hybrid cloud.


Collect, organize and govern data of all types. Integrate enterprise AI to scale learning and growth.


Improve cloud strategies and migration with expert guidance across 20 industries.

 Compute

 Network

 Storage

 Management

 Security

 Databases

 Analytics

 AI

 IoT

 Mobile

 Developer Tools

 Blockchain

 Integration

 Migration

 Private Cloud

 VMware

More at <https://ibm.box.com/v/IBMWatsonCloud>







- Data Center & Network PoP
- ◆ Region
- Network PoP
- Federal Data Center

Let's talk

Search the catalog... Filter

All Categories >

- Compute
- Containers
- Networking
- Storage
- AI
- Analytics
- Databases
- Developer Tools
- Integration
- Internet of Things
- Security and Identity
- Starter Kits
- Web and Mobile
- Web and Application

Infrastructure

- Bare Metal Server** (IBM)  
Bare metal servers provide the raw horsepower you demand for your processor-intensive and disk I/O-intensive workloads....
- Cloud Foundry Enterprise Environment** (IBM)  
An isolated environment for hosting your Cloud Foundry apps with full admin control over configuration, capacity and access
- Virtual Server** (IBM)  
Our virtual servers deliver a higher degree of transparency, predictability, and automation for all workload types. Virtual servers are...
- WebSphere Application Server** (IBM)  
Allows you to quickly get up and running on a pre-configured WebSphere Application Server installation in a hosted cloud environment o...

Cloud Foundry

- Liberty for Java™** (IBM)  
Develop, deploy, and scale Java web apps with ease. IBM WebSphere Liberty Profile is a highly composable, ultra-fast, ultra-light...
- SDK for Node.js™** (IBM)  
Develop, deploy, and scale server-side JavaScript® apps with ease. The IBM SDK for Node.js™ provides enhanced performance,...
- ASP.NET Core** (IBM)  
Develop, deploy, and scale ASP.NET Core web apps with ease.
- Runtime for Swift** (IBM)  
A Kitura based server application that you can use as a starting point to get your own Kitura application up and running quickly on...
- XPages** (IBM)  
Develop, deploy and scale IBM XPages applications with ease. The IBM XPages runtime provides you with a cloud-ready...
- Go** (Community)  
Develop, deploy, and scale Go web apps with ease.
- PHP** (Community)  
Develop, deploy, and scale PHP web apps with ease.
- Python** (Community)  
Develop, deploy, and scale Python web apps with ease.
- Ruby** (Community)  
Develop, deploy, and scale Ruby web apps with ease.
- Tomcat** (Community)  
Develop, deploy, and scale Tomcat web apps with ease.

Containers

- Kubernetes Service** (IBM)  
Deploy secure, highly available apps in a native Kubernetes experience.
- Container Registry** (IBM)  
Securely store container images and monitor their vulnerabilities in a private registry.

Storage

- Block Storage** (IBM)  
Persistent iSCSI based storage with high-powered performance and capacity up to 12TB.
- File Storage** (IBM)  
Fast and flexible NFS-based file storage with capacity options from 20GB to 12TB.
- Object Storage** (IBM)  
Provides flexible, cost-effective, and scalable cloud storage for unstructured data.
- box** (Third Party)  
Powering Content and data for your application. Whether you are building a line of business app, content management softwar...

FEEDBACK

# IBM Cloud service credits:

## <http://ibm.biz/CloudCredit>

*IBM Cloud service credits enable Business Partners to use, learn and build IBM Cloud Infrastructure and platform skills and solutions.*

*Download request document and submit your request by email for the IBM Cloud service credits.*

### **Eligibility**

*Countries: Worldwide*

*Program level: Registered\*, Silver, Gold, and Platinum*

**Registered: \$1200 / year\*** (\*For Registered Business Partners who have met the capability requirement.)

**Silver: \$2400 / year**

**Gold: \$4200 / year**

**Platinum: \$6000 / year**

*New Business Partners (BP):*

**IBM Skill Starter Pack: \$1200 +** Two IBM Certification vouchers

*Note: not available to Authorized Distributors*





# Migration to IBM Cloud <https://www.ibm.com/partners/sell/>

## Get free credits to migrate to IBM Cloud

Get \$2,000/month in IBM Cloud credits for 6 months to migrate your workload.

- Get complimentary SEO audit service
- Increase exposure when you list your solution on IBM Marketplace

Offer only available to new IBM Cloud partners. Sign up with a valid business email address.

Get started



## Get benefits by migrating production workloads

Migrate \$20,000/month worth of existing production workloads to IBM Cloud and receive:

- Up to \$50,000 in IBM Cloud credits for the first 2 months
- Technical expert support for 5 hours/month
- We pay our Industry Sellers to sell your solutions

Get started





# Build bigger with IBM – offer for startups



## Build with up to \$12,000 of free IBM Cloud credits

\$1,000 per month for 12 months

Integrate your solutions with leading-edge IBM Cloud technologies to deliver more innovation and value to your clients.

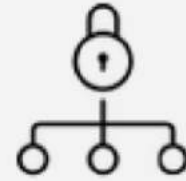
Use your free IBM Cloud credits to access more than 130 unparalleled services including:



IBM Watson is the deep learning AI for business. Use any of the Watson services.



IBM Analytics helps you make your data simple and accessible.



IBM Security helps you assess and eliminate threats.

[www.ibm.com/partners/build/](http://www.ibm.com/partners/build/)

Get FREE credits now



**Startups:** <https://developer.ibm.com/startups/>

	Builder	Premium
Credits	\$1,000/month in IBM Cloud credits for one year	\$10,000/month in IBM Cloud credits for up to one year
Qualifications	<p>Your business revenue in the last 12 months is less than \$1M USD</p> <p>Your business has been in business for fewer than five years</p> <p>You have previously received no IBM technology credits</p> <p>You are not a paying IBM Cloud customer</p>	<p>You are in an approved VC/accelerator/incubator</p> <p>You're working with innovative technologies like blockchain, AI and etc.</p>

# IBM Application Security on Cloud

<https://www.ibm.com/us-en/marketplace/application-security-on-cloud>

Get 10% off with promo code APPSEC10. Available until 12/31/2018

## IBM Application Security on Cloud

Cloud-based application security offering that mitigates security risks for web, cloud and mobile applications.

Free 30-day trial

View pricing and buy



IBM Application Security on Cloud is a cloud app security offering that helps secure your organization's Web, cloud, mobile, and other applications. It detects dozens of today's most pervasive security vulnerabilities and enhances your application security. IBM Application Security on Cloud helps to eliminate vulnerabilities from applications before they are placed into production and deployed. Convenient, detailed reporting permits you to effectively address application security risk, enabling application users to benefit from a more secure experience.





My Applications

ecosystem-ljubljana ×

Details



45 New Issues  
 45 Total Issues  
 45 Non-compliant Iss...

Scans



● 1 Completed  
 ● 0 Running  
 ● 0 Failed  
 ● 0 Queued

Compliance



No Policies Associated

Application Reports ▾

Create Scan



- Security Report
- CWE/SANS Top 25 Most Dangerous Errors
- EU General Data Protection Regulation (GDPR)
- OWASP Top 10 2017
- PCI Compliance
- US Health Insurance Portability and Accountability...

Scan History

Issue Management

Policies

Filter



Search



Delete



**ecosystem-ljubljana.eu-  
de.mybluemix.net**

This scan: 9/25/2018, 10:55:19 AM

Total Issues

45



First

Previous

1

Next

Last

# IBM API Connect on Cloud

<https://www.ibm.com/cloud/api-connect>

## IBM API Connect

A comprehensive API management solution for your entire API lifecycle from creation to management

Try free on IBM Cloud

Schedule a consultation

IBM API Connect is a market-leading API management solution that enables automated API creation, simple discovery of assets, self-service access for developers, and built-in security and governance.

## What is IBM API Connect?



IBM API Connect

### The Scalable Multi-Cloud API Platform

A complete, modern and intuitive API lifecycle platform to create, securely expose and manage APIs across clouds to power digital applications



#### Create

Automatically create and test APIs to expose data, microservices, enterprise applications and SaaS services.



#### Secure

Easily apply built-in and extensible policies to secure, control and mediate the delivery of APIs with unmatched scale.



#### Manage

Rapidly publish, lifecycle govern, socialize, analyze, monitor and monetize APIs with built-in capabilities.

Live demo: <https://ibm.box.com/v/IBMapiConnectCloud>





# Create, Manage, Secure

Take control of your API lifecycle

Try API Connect for free on IBM Cloud

<https://developer.ibm.com/apiconnect/new/>

## Learn More About API Connect 2018.1



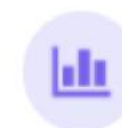
### Next Gen API Platform to Power Your API Economy

Introducing IBM's API Connect 2018.1 a scalable multi-cloud API Management platform, agnostic of hypervisors or cloud providers. A platform built ground up based on micro-service architecture...



### Re-imagining API Consumption

From startups to Fortune 500 companies, the developer portal is at the core of any API strategy and digital transformation initiative. Currently, API Connect leads the way with our #1 ranked developer portal (Forrester) that has set the gold...



### Business Insights From API Consumption

API Connect v2018.1.1 offers a remastered top of the line Analytics tool. New features can be categorized three-fold: 1.) improvements to performance and scalability utilizing micro-service architecture Analytics is now separated from...

# IBM App Connect on Cloud

<https://www.ibm.com/cloud/app-connect>

## IBM App Connect

Integrate all your business data from the simplest SaaS applications to the most complex systems. Connect across clouds and on-premises with flexible deployment options to suit your business.

Watch the webcast

Start no-cost trial

IBM App Connect allows you to **simply connect applications and data across all of your environments**. By supporting a wide range of integration styles from traditional SOA to modern event, API, and microservices-based, IBM App Connect provides a single integration tool for your entire business. It gives you the option of leveraging hundreds of secure pre-built connectors and robust integration features to satisfy even the most complex enterprise requirements. With the ability to be deployed in any cloud or on-premises system, you have the flexibility to run an integration solution close to your applications wherever you need.

**IBM App Connect empowers your business to connect all of your data in a way that is simple, fast and secure.**

22

Live demo: <https://ibm.box.com/v/IBMAppConnectCloud>



# App Connect in a nutshell

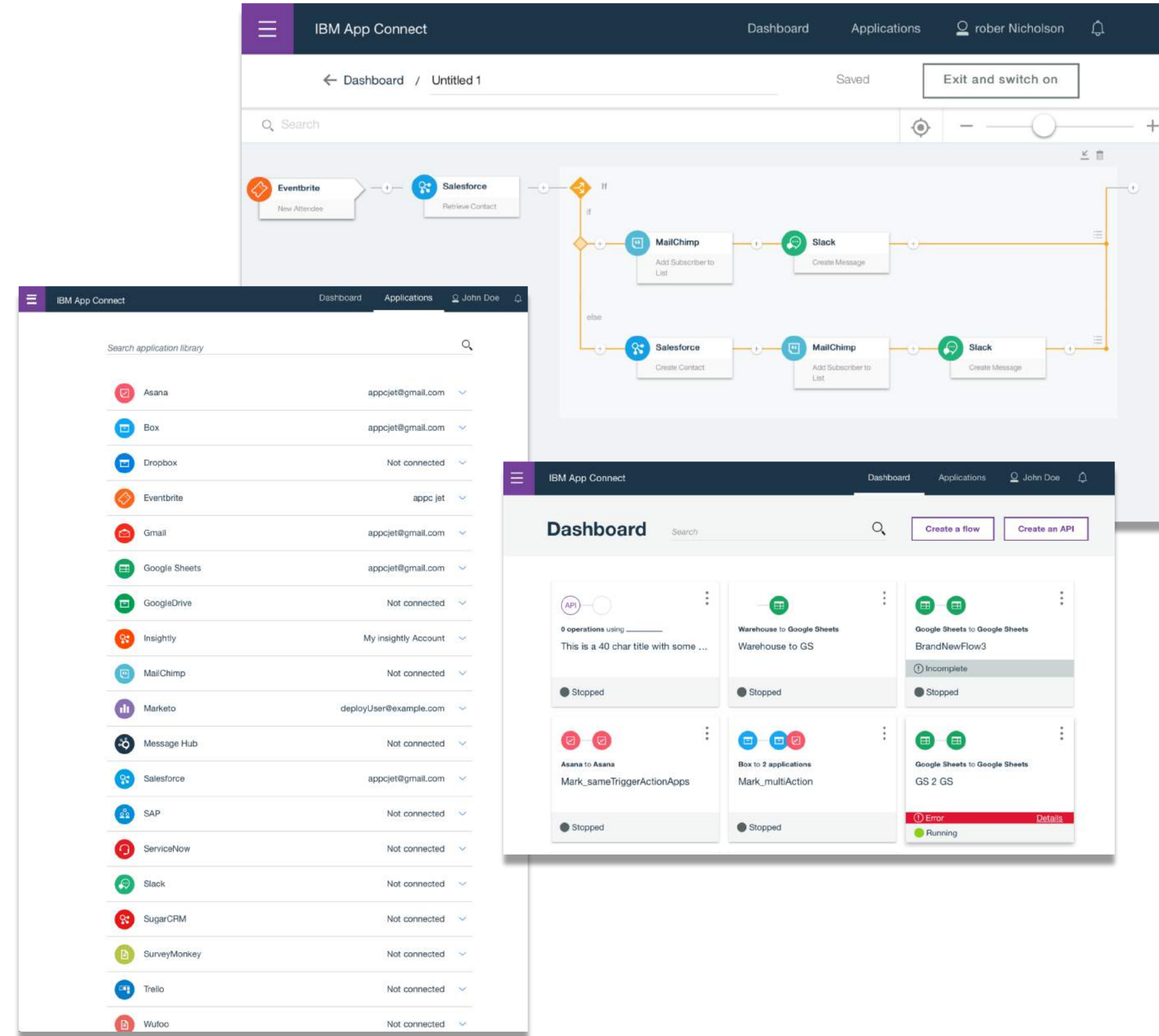
## What is App Connect?

Business friendly integration that connects cloud & enterprise apps as flows and APIs

A next generation, cloud native iPaaS.

## What does App Connect provide today?

- App-aware smart connectors
- Automation of manual tasks: event driven flows
- Integration flow powered APIs
- Simple but powerful data mapping
- Secure on-prem and cloud connectivity.
- Easy to understand dashboard and error reporting.





# App Connect core platform capabilities

## Connect

Pre-built connectors for SaaS & on premise systems and other IBM integration and messaging solutions



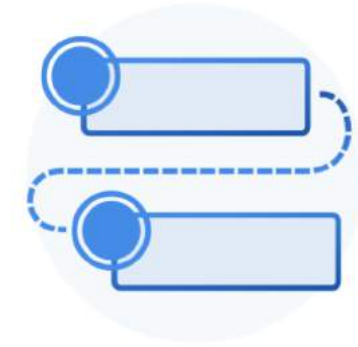
## Transform

Graphical mapper for rapid transformation between source and target data formats



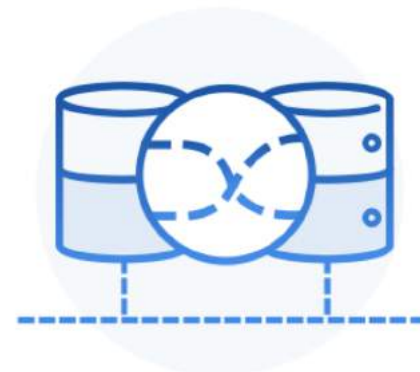
## Design

Configuration-based tooling to implement integration logic without having to code

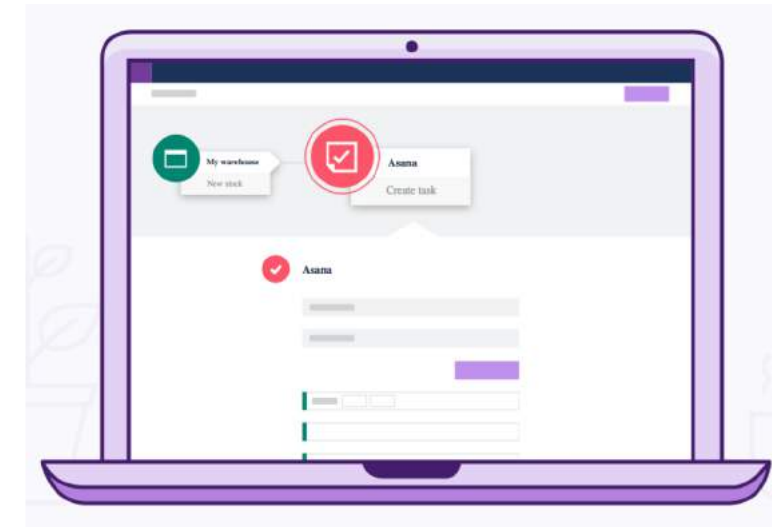


## Manage

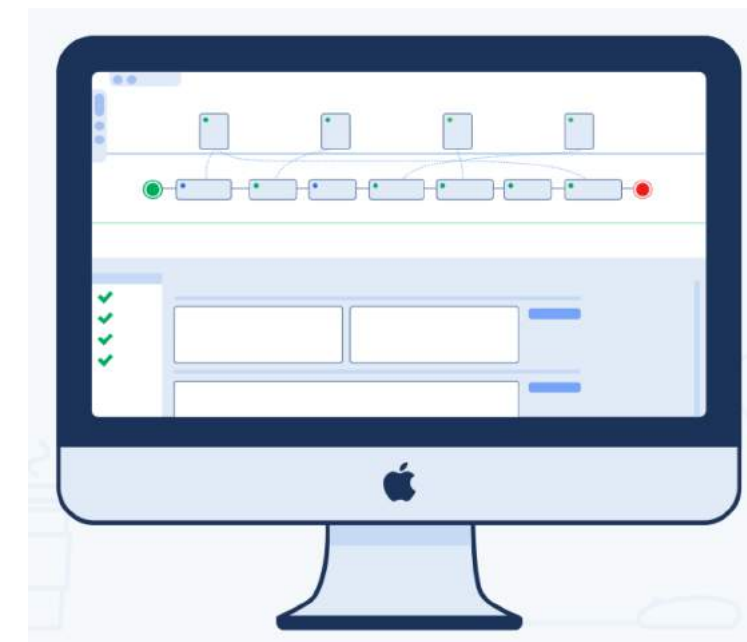
Web based management and monitoring of integrations



## App Connect Designer (next gen UI)



## App Connect Studio (traditional UI)



Hide TOC

All Documentation

IBM App Connect (IBM Cloud)

- What's new in IBM App Connect
- Frequently asked questions about IBM App Connect
- Choosing and upgrading IBM App Connect
- IBM App Connect status
- Extensive built-in connectivity using IBM App Connect
  - ▶ Integration use cases
  - ▶ Event-driven flows
  - ▶ APIs
  - ▶ Enterprise integrations
  - ▶ How-to guides for apps
  - ▶ Toolbox utilities
  - ▶ Tutorials for IBM App Connect
- Videos for IBM App Connect
  - ▶ Monitoring and troubleshooting
  - Privacy configuration capabilities

▶ IBM App Connect Enterprise (software)

▶ IBM Integration Bus (software)

Other integration offerings

- ▶ Integration Bus on Cloud
- ▶ IBM WebSphere Service Registry and Repository (WSRR)
- IBM Application Integration Suite
- ▶ IBM Application Integration Suite on Cloud

Terms of use

With IBM® App Connect, you can connect your applications (apps) in minutes, whether they are on the cloud or a private network, and with no coding required.

You can easily use *App Connect Designer* in the IBM Cloud, or on IBM Bluemix, to connect apps like Salesforce, Marketo, and SAP, so that when an event occurs in one app, or a request is made to an API, the other connected apps are updated automatically. In addition to Designer, IBM App Connect Professional provides the classic Studio and its web management console for development and management of integration solutions.

+ Read more

The content about creating integration solutions in this site is primarily about use of App Connect Designer as the strategic user interface, but there is some [content about using App Connect Professional Studio](#) for use of capabilities that are not yet in App Connect Designer. The product documentation for the App Connect Professional offering is provided in [IBM Knowledge Center](#).

What's new in App Connect?

IBM App Connect is continually evolving and frequently releasing new functionality, so keep checking "What's new?".

FAQ

Read answers to frequently-asked questions, or add a comment for your own question.

Videos

Watch videos for IBM App Connect, to learn about topical subjects, see demos, or follow step-by-step instructional videos.

Get started with App Connect Designer

Complete a tutorial with IBM App Connect Designer to learn how easy it is to use; for example, to connect Salesforce to Google Sheets.

Get started with App Connect Professional

Complete a tutorial with IBM App Connect Professional on Cloud to migrate customer data from a CSV file to Salesforce.com's cloud offerings.

Forum

The IBM App Connect team is actively moderating your questions on dW Answers. Join the discussion!



# IBM Blueworks Live on Cloud

<https://www.ibm.com/products/blueworkslive>

## IBM Blueworks Live

An intuitive, cloud-based business process modeling tool that generates industry-standard BPMN 2.0 layouts, documentation and output

Start your free trial

Watch the demo

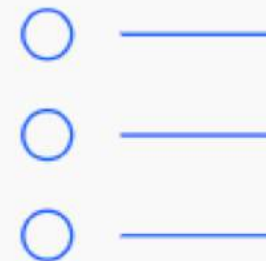
IBM Blueworks Live™ is a business process modeling tool that helps you discover, map and document your processes. Allowing you to learn and perform business process modeling in minutes.

### Discover the benefits of Blueworks Live



#### Simplify process modeling

Build business processes using a straightforward, cloud-based interface designed for both IT and business users.



#### Increase process efficiency

Identify and streamline manual and repetitive tasks so individuals can address higher priority items.



#### Enhance cross-team collaboration

Create a central process repository so users can dynamically share, change and publish workflows across the organization.

Live demo: <https://ibm.box.com/v/IBMblueworksLiveCloud>







Featured (13 Processes)

**Banking Capabilities** NEW

**Claims Payment**

**Document Review**

**Workflow Tasks**

- 1 Review and Comment
- 2 Incorporate Feedback
- 3 Approve Final Document

**Healthcare Capabilities** NEW

**Hiring - Onboarding** ★

**Insurance**

Template Library (111 Processes)

**Accounting Services**

**APQC Classification - Ma...**

**APQC Classification - Op...**

**Banking Capabilities** NEW

**Benchmark performance**

**Benefits Administration - ...**

**Build investor relations...**

**Claims Payment**

**Create and manage orga...**

**Define the business conc...**

**Deliver and support infor...**

**Deliver service to custom...**

**Deploy information techn...**

**Design and construct/ac...**



# IBM Content Hub on Cloud

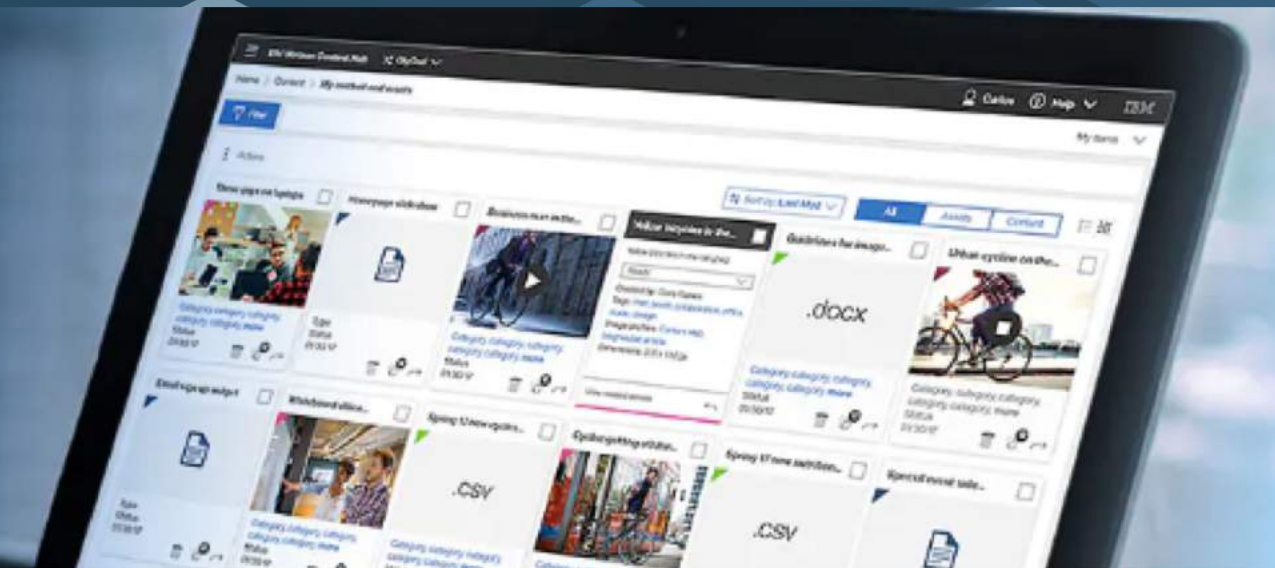
<https://www.ibm.com/products/watson-content-hub>

## IBM Watson Content Hub

Watson Content Hub is a true SaaS-based digital experience and CMS solution. Easy for marketers; powerful for developers. Be up and running in minutes.

Free trial

Developer resources



IBM® Watson® Content Hub is a cloud-based content management system (CMS) that offers AI services to help you build engaging digital experiences. It allows you to build rich web experiences easily and to content-enable applications, billboards, embedded devices and more.

Watson Content Hub customers now have instant access to one of the world's largest collections of professional creative assets and an intuitive editor through a **new partnership between IBM and Shutterstock.**

28

Live demo: <https://ibm.box.com/v/IBMcontentHubCloud>

# Watson Content Hub Samples

Learn, develop, and explore IBM Watson Content Hub and its APIs with samples that range from simple to complex.

- [View the samples live in the samples gallery.](#)
- [Access the source code for the samples from GitHub](#)

You can use a command line interface (CLI) based utility wchtools to work with content, assets, and content model artifacts for Watson Content Hub. The wchtools is an open source utility that you can install from GitHub. You can use the tool to upload and download from your Watson Content Hub tenant. You can also use this tool to install sample content artifacts to your tenant, to bulk upload assets, and to trigger a publishing job.

- [Find more information about installing wchtools](#)

[Getting Started Samples](#)[API Samples](#)[Web Application Samples](#)[Mobile Application Samples](#)

















## Getting started samples

The getting started samples show you how to work with the IBM Watson Content Hub APIs such as populating your tenant with sample artifacts that you can then use in the other samples that you want try.



# IBM Watson API (AI) on Cloud

<https://www.ibm.com/watson/products-services/> & <https://console.bluemix.net/catalog/?category=ai>

 <b>Watson Assistant (formerly Conversation)</b> Lite • IBM Add a natural language interface to your application to automate interactions with your end users. Common applications include virtual agents and...	 <b>AI OpenScale</b> Lite • IBM IBM AI OpenScale is an enterprise-grade environment for AI infused applications that provides enterprises with visibility into how AI is...	 <b>Compare Comply</b> IBM • Beta Process governing documents to convert, identify, classify, and compare important elements	 <b>Discovery</b> Lite • IBM Add a cognitive search and content analytics engine to applications.
 <b>Knowledge Catalog</b> Lite • IBM Discover, catalog, and securely share enterprise data.	 <b>Knowledge Studio</b> Lite • IBM Teach Watson the language of your domain.	 <b>Language Translator</b> Lite • IBM Translate text, documents, and websites from one language to another. Create industry or region-specific translations via the service's customizatio...	 <b>Machine Learning</b> Lite • IBM IBM Watson Machine Learning - make smarter decisions, solve tough problems, and improve user outcomes.
 <b>Natural Language Classifier</b> IBM Natural Language Classifier performs natural language classification on question texts. A user would be able to train their data and the predict th...	 <b>Natural Language Understanding</b> Lite • IBM Analyze text to extract meta-data from content such as concepts, entities, emotion, relations, sentiment and more.	 <b>Personality Insights</b> Lite • IBM The Watson Personality Insights derives insights from transactional and social media data to identify psychological traits	 <b>Speech to Text</b> Lite • IBM Low-latency, streaming transcription
 <b>Text to Speech</b> Lite • IBM Synthesizes natural-sounding speech from text.	 <b>Tone Analyzer</b> Lite • IBM Tone Analyzer uses linguistic analysis to detect three types of tones from communications: emotion, social, and language. This insight can then be used...	 <b>Visual Recognition</b> Lite • IBM Find meaning in visual content! Analyze images for scenes, objects, faces, and other content. Choose a default model off the shelf, or create your own...	 <b>Watson Studio</b> Lite • IBM Embed AI and machine learning into your business. Create custom models using your own data.

Live demo: <https://ibm.box.com/v/IBMwatsonAPIcloud>



# IBM Watson tone analyzer service



Ljubljana - European Green Capital 2016

**Mr Zoran Jankovič**  
Mayor of the City of Ljubljana



Ljubljana, the capital of Slovenia, is an environmentally ambitious city and known as green, clean, safe, and friendly – as numerous international awards, among which we are happy to highlight the European Green Capital Award 2016, undoubtedly prove. According to the jury, this prestigious title was given to Ljubljana for being the city that made the biggest change in the field of sustainability in the shortest time. This is a result of continuously following the Vision Ljubljana 2025, created already in 2007. With it, we have embarked on the path towards ideal sustainable city and are pursuing set goals within its framework – ensuring the quality of life for all residents. All achievements resulted in prestigious awards and recognitions. Besides the European Green Capital title, Urban Public Space for the project of the Refurbishment of the Banks and Bridges of the River Ljubljanica, Golden Apple, and Tourism for Tomorrow awards (and others that recognize Ljubljana as the best „green“ tourist destination such as ranking on the Global Top 100 Sustainable Destinations 2014 and 2016 lists), we can highlight also the Access City Award 2015 for improvements for people with disabilities, Eurocities 2013 award in the “Smart living” category, and the European Mobility Week award, which we, as the only European city, received twice – in 2003 and 2013, etc.

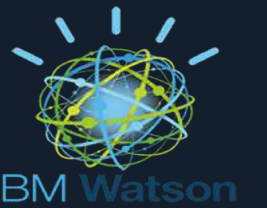
In ten years we have carried out more than 1,700 projects, and in this year we have been implementing 132 sustainable projects (among which only 30 need to be completed). All these projects are in line with the sustainable development Vision Ljubljana 2025. Every award is a commendation for the invested effort and the efficient co-operation of a large “city family” of 12,089 colleagues in the city administration, public companies, and institutions. We are grateful for the support of all our stakeholders from residents to NGOs, companies, and institutions from private, academic, educational, and other sectors.

To learn more about Ljubljana as a European Green Capital, please visit:  
<https://www.greenljubljana.com/>  
To learn more about Slovenia as a Green Destination, please visit:  
<https://english.sita.si/2307033/slovenia-declared-worlds-first-green-country>





# IBM Watson tone analyzer service



Ljubljana, the capital of Slovenia, is an environmentally ambitious city and known as green, clean, safe, and friendly – as numerous international awards, among which we are happy to highlight the European Green Capital Award 2016, undoubtedly prove. According to the jury, this prestigious title was given to Ljubljana for being the city that made the biggest change in the field of sustainability in the shortest time. This is a result of continuously following the Vision Ljubljana 2025, created already in 2007. With it, we have embarked on the path towards ideal sustainable city and are pursuing set goals within its framework – ensuring the quality of life for all residents. All achievements resulted in prestigious awards and recognitions. Besides the European Green Capital title, Urban Public Space for the project of the Refurbishment of the Banks and Bridges of the River Ljubljanica, Golden Apple, and Tourism for Tomorrow awards (and others that recognize Ljubljana as the best „green“ tourist destination such as ranking on the Global Top 100 Sustainable Destinations 2014 and 2016 lists), we can highlight also the Access City Award 2015 for improvements for people with disabilities, Eurocities 2013 award in the “Smart living” category, and the European Mobility Week award, which we, as the only European city, received twice – in 2003 and 2013, etc.

**Mr Zoran Janković**  
Mayor of the City of Ljubljana



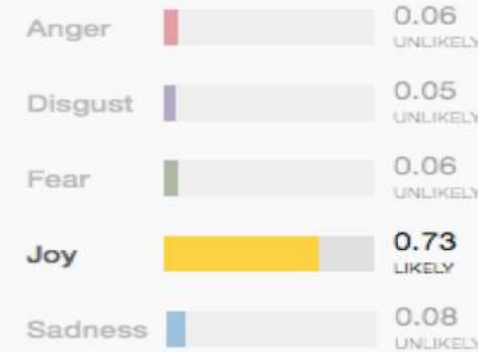
In ten years we have carried out more than 1,700 projects, and in this year we have been implementing 132 sustainable projects (among which only 30 need to be completed). All these projects are in line with the sustainable development Vision Ljubljana 2025. Every award is a commendation for the invested effort and the efficient co-operation of a large “city family” of 12,089 colleagues in the city administration, public companies, and institutions. We are grateful for the support of all our stakeholders from residents to NGOs, companies, and institutions from private, academic, educational, and other sectors.

To learn more about Ljubljana as a European Green Capital, please visit:  
<https://www.greenljubljana.com/>  
To learn more about Slovenia as a Green Destination, please visit:  
<https://english.sita.si/2307033/slovenia-declared-worlds-first-green-country>

## Document-level

### Emotion

< .5 = not likely present  
> .5 = likely present  
> .75 = very likely present



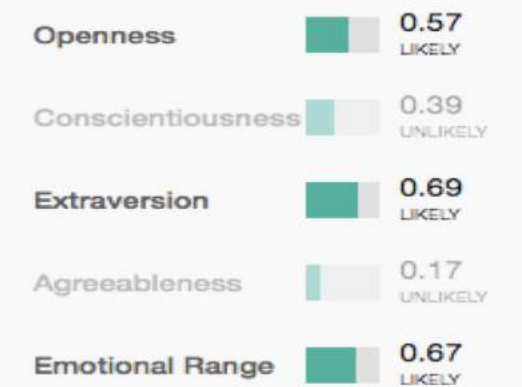
### Language Style

< .5 = not likely present  
> .5 = likely present  
> .75 = very likely present



### Social Tendencies

< .5 = not likely present  
> .5 = likely present  
> .75 = very likely present



Fear
Joy
Sadness
Language
Analytical
Confident
Tentative
Social Tendencies
Openness
Conscientiousness
Extraversion
Agreeableness
Emotional Range

### Mr Zoran Janković Mayor of the City of Ljubljana

Ljubljana, the capital of Slovenia, is an environmentally ambitious city and known as green, clean, safe, and friendly – as numerous international awards, among which we are happy to highlight the European Green Capital Award 2016, undoubtedly prove.

According to the jury, this prestigious title was given to Ljubljana for being the city that made the biggest change in the field of sustainability in the shortest time.

This is a result of continuously following the Vision Ljubljana 2025, created already in 2007.

With it, we have embarked on the path towards ideal sustainable city and are pursuing set goals within its framework – ensuring the quality of life for all residents.

All achievements resulted in prestigious awards and recognitions.

Besides the European Green Capital title, Urban Public Space



# IBM Watson Assistant **Guide for Bela krajina**



Welcome to the virtual guide to Bela krajina. How can I help you today?

what can I see in Bela Krajina?



There's plenty interesting and unique sights you can visit in Bela krajina! I can tell you more about natural or historical sights.

tell me more about historical sights



Bela krajina has rich cultural heritage! The two traditional centres of Bela Krajina are old towns Črnomelj and Metlika. Would you like to know more about Črnomelj or Metlika?

Črnomelj



Good choice! Črnomelj is the biggest town in Bela krajina and counts around 6.000 residents. I can talk about three historical sights - the old town square of Črnomelj, the birthplace of Oton Župančič or the Church of Holy Spirit.

oton Župančič



Vinica is the birthplace of Slovenian poet Oton Župančič. Tourists are welcome to walk the Oton Župačič path from Vinica to the village of Dragatuš, where he spent his childhood years.



Do you need anything else?

Ask me a question...





# Follow learning paths to maximize your potential



1) Select a Learning Path



2) Complete Courses



3) Earn Badges



4) Show off your Badges

<https://cognitiveclass.ai/>

## Learning Paths recommended for you

**Big Data Fundamentals**

**Scala Programming for Data Science**

**Hadoop Fundamentals**

**Spark Fundamentals**

**Data Science Fundamentals**

**Hadoop Programming**



# IBM Watson Studio on Cloud

<https://www.ibm.com/cloud/watson-studio>

## Watson Studio

Build and train AI & machine learning models, prepare and analyze data – all in a flexible, hybrid cloud environment

Start your free trial

Explore the product tour

→ Data Science Experience is now named IBM Watson Studio. [Learn more](#)

IBM Watson Studio provides tools for data scientists, application developers and subject matter experts to collaboratively and easily work with data to build and train models at scale. It gives you the flexibility to build models where your data resides and deploy anywhere in a hybrid environment so you can operationalize data science faster.

Forrester ranks IBM Watson Studio as the leader!

Live demo: <https://ibm.box.com/v/WatsonStudioDemo>





# Welcome Dejan!

Watson Studio and Watson Knowledge Catalog are both part of IBM Watson Studio.

## Get started with key tasks



New project



Catalog and find data



Refine data



New notebook



Deep learning



Govern data



Hide

## Recently updated projects

[View all \(3\)](#)

[+ New project](#)

NAME	ROLE	COLLABORATORS	DATE CREATED	LAST UPDATED
<a href="#">SPSS Flows Project</a>	Admin		Feb 12, 2018	Feb 12, 2018
<a href="#">DejanAtWorkshop</a>	Admin		Feb 12, 2018	Feb 12, 2018
<a href="#">Default Project</a>	Admin		Aug 17, 2017	Oct 23, 2017

# IBM Watson IoT platform on Cloud

<https://www.ibm.com/us-en/marketplace/internet-of-things-cloud>

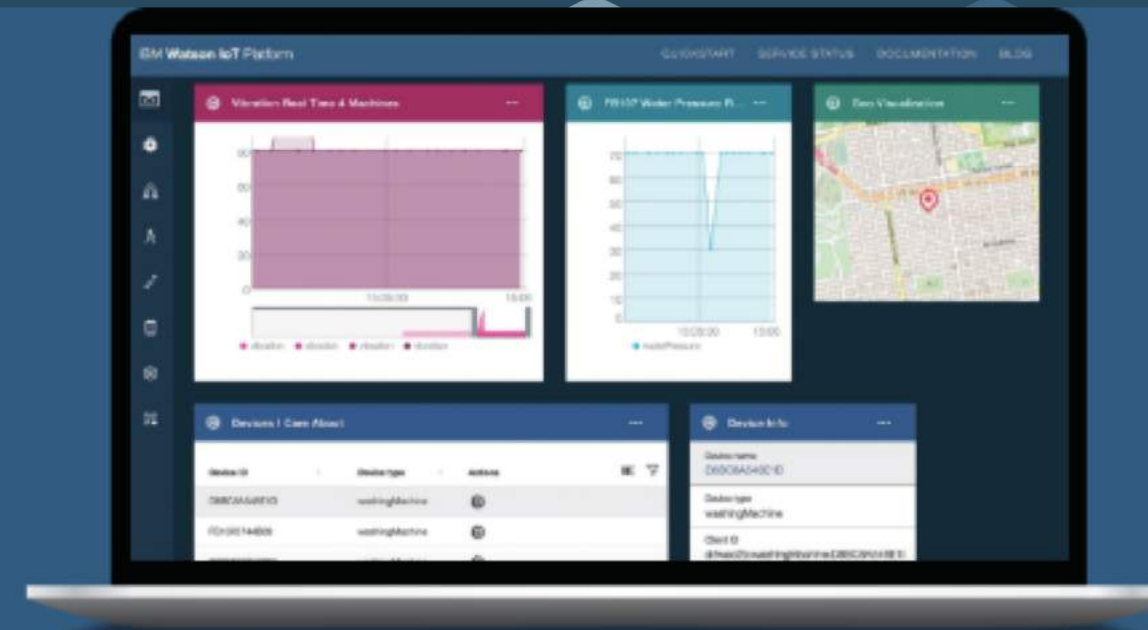
## IBM Watson IoT Platform

IBM Watson IoT Platform ingests device data and transforms that data into meaningful insights – which can optimize processes and guide new product design. The Forrester Wave™: Industrial IoT Software Platforms, Q3 2018 names Watson IoT Platform a leader.

Starting at **\$500.00 USD** per instance per month

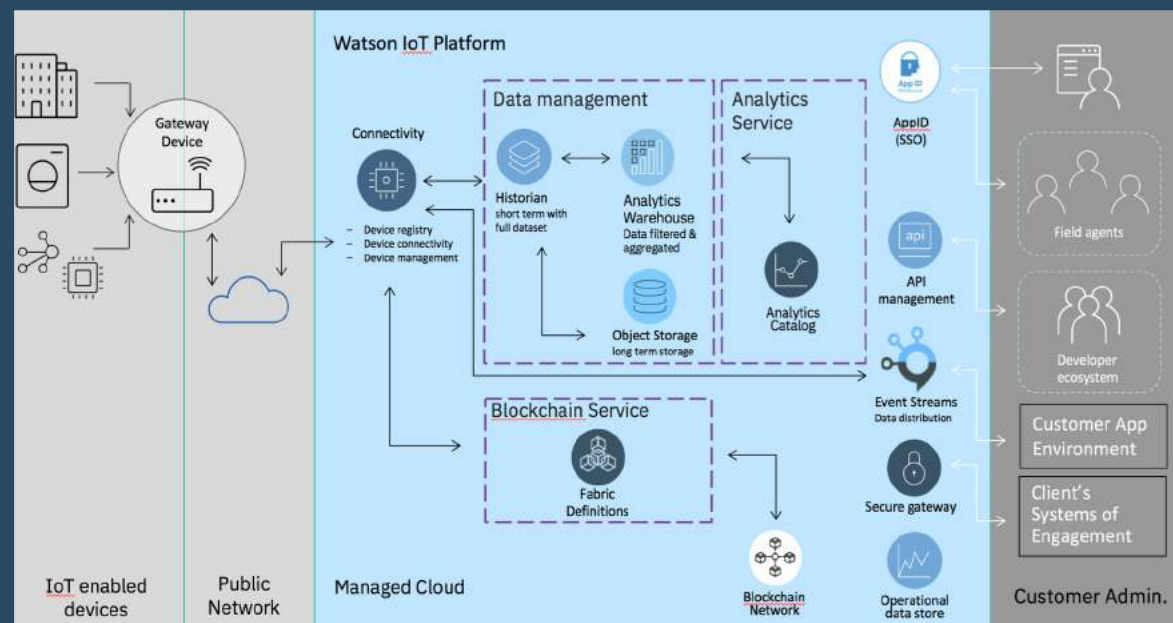
[Read the report](#)

[Start your free trial](#)



TRY IT:

<http://discover-iot.mybluemix.net/#!/play>



### IoT Platform - Connection Service

Pre-integrated ready-to-run IoT solution to quickly get started

Starting at  
**\$500.00 USD\***  
per instance per month

[Contact us](#)

1,000 sensor type devices included

Technical support included

Minimum one month

### IoT Platform - Analytics Service

Gain insights faster with simplified data ingestion and curation

Starting at  
**\$300.00 USD\***  
per instance per month

[Contact us](#)

Requires Watson IoT Platform Connection Service

Technical support included

Minimum one month

### IoT Platform - Blockchain Service

Quickly integrate IoT devices and solutions with Blockchain based business networks

Starting at  
**\$200.00 USD\***  
per instance per month

[Contact us](#)

Requires Watson IoT Platform Connection Service

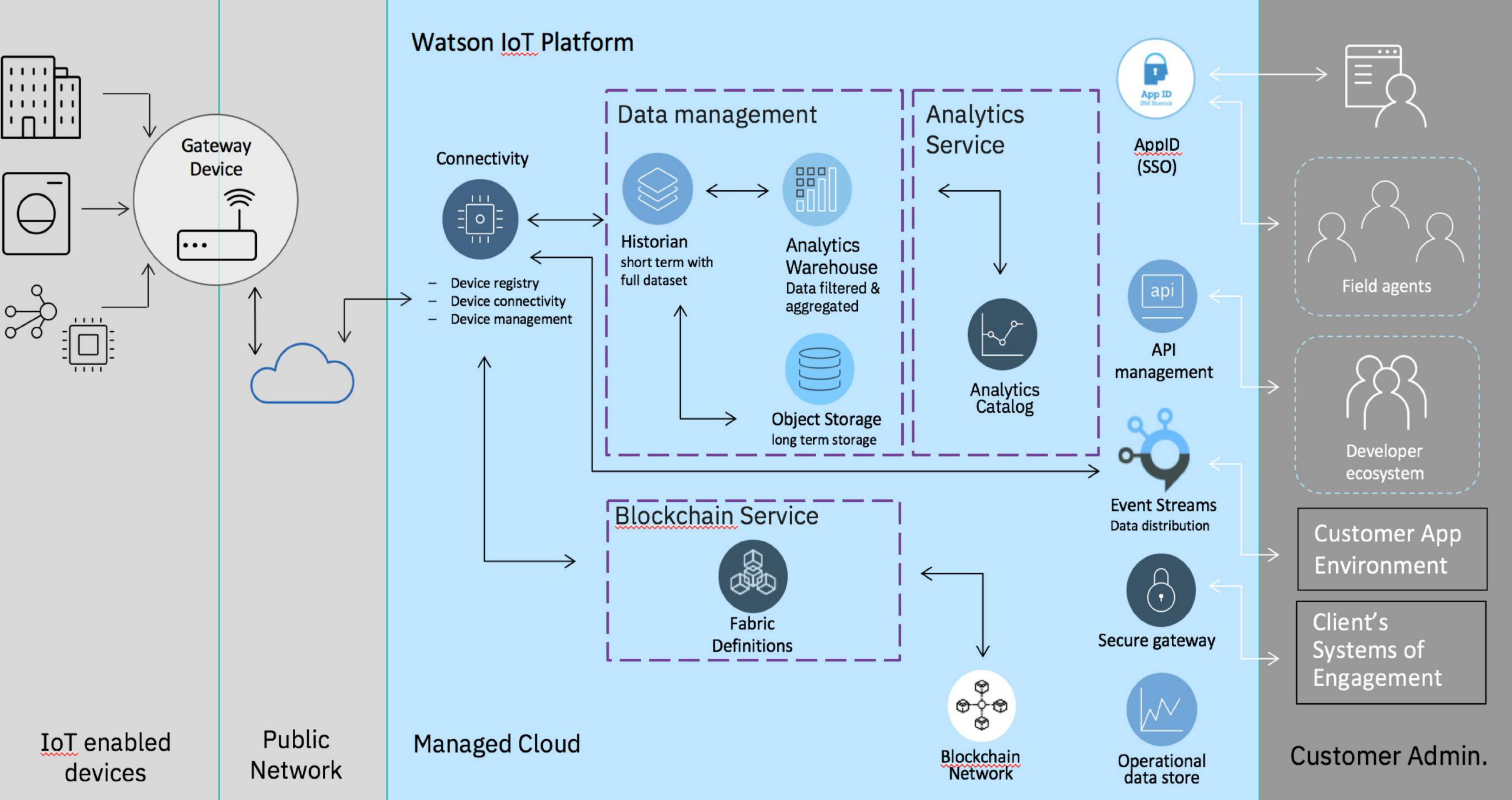
Technical support included

Minimum one month

Intro & demo: <http://ibm.biz/IoTPlatformVideos>

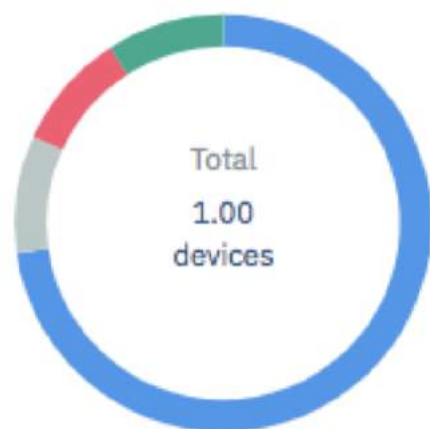






# Usage Overview

## Device types



### TYPES

- Android 8
- Lego 1
- Texas 1
- mbed 1

## Data transferred

0.0 MB

Data transferred today

3.1 MB

This month

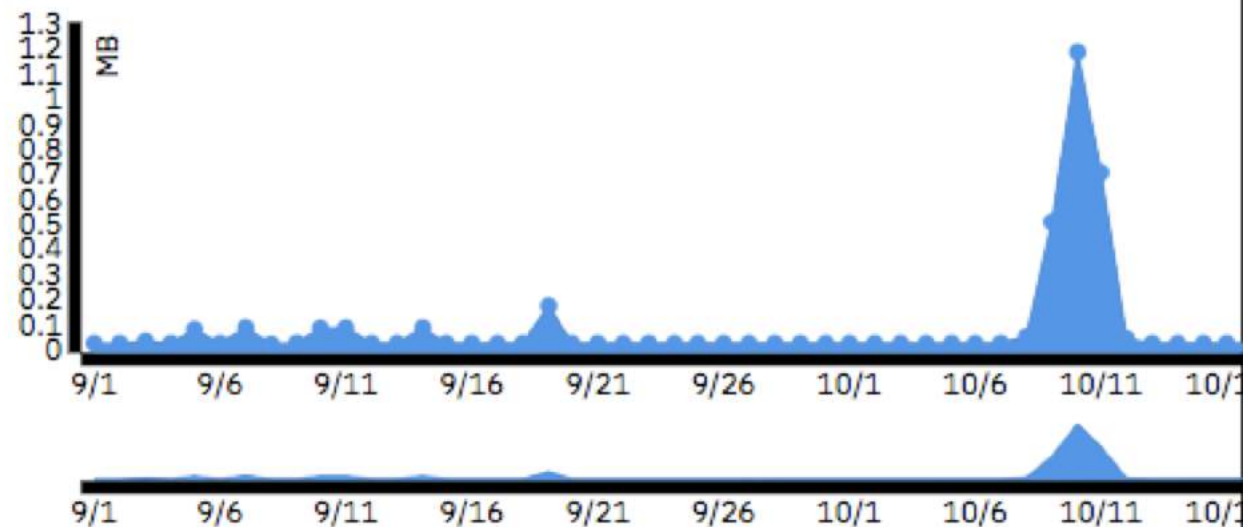
1.6 MB

Previous month

## Data transferred

0.0 MB

Data transferred today



## Connection Security

Configure the security level for device connection.

### Blacklist

Block access from specific IP addresses and countries. Activating a blacklist disables an active whitelist.

### Whitelist

Allow access from specific IP addresses and countries. Activating a whitelist disables an active blacklist.

Device ID	Device Type
FF-329	Android
FF-945	Android
FF-988	Android
FF-999	Android
FF-LEGO	Android
FF-abcd	Android
LegoEV3	Lego
Sony	
TexasRed	
dejan123	
iiclj01	mbed



**Historical Data Storage**

The historical data storage extension finds and configures compatible services that can be used to store your IoT device data. You must be logged in to IBM Cloud in order to complete this operation.

**Status:** Services: dejaniot-cloudantNoSQLDB



# IBM Blockchain on Cloud

<https://www.ibm.com/blockchain> & <https://console.bluemix.net/catalog/services/blockchain>

**IBM Blockchain.  
Now delivering value around the world.**

From frictionless supply chains to food we can really trust, learn how industries are revolutionizing business with IBM Blockchain. Let's put smart to work.™

IBM Blockchain Platform is a flexible software-as-a-service offering that is delivered via the IBM Cloud.

It enables network members to quickly get started developing and easily move to a collaborative environment. The platform simplifies your blockchain journey of developing, governing, and operating a network. Choose a membership plan based on your ecosystem needs.

**Get \$500 towards your first network with Starter Plan!**



# IBM Blockchain on IBM Cloud

## Starter Plan

Claim \$500 in credits for your first network – sign up today

See how easy it is to begin development and pre-production with a one-click setup of the IBM Blockchain Platform. Includes a fully functional kick starter network, sample applications and informational tutorials.

[Sign up now](#)

€188.00  
EUR/Membership  
Fee per Month  
€94.03 EUR/Small  
Peer

### What's included

- ✓ \$500 credit equal to approximately 30-day use in default configuration
- ✓ One-click setup
- ✓ Rolling migrations with no network outages
- ✓ All Hyperledger Fabric features and capabilities
- ✓ Deploy and run apps created w/Hyperledger Composer
- ✓ Multiple organization simulation
- ✓ Same UI as production plans
- ✓ Governance tooling
- ✓ Industry code samples
- ✓ 24x7x365 Support (Fee)

## Enterprise Plan

\$1000 / month

Plus \$1000 / month for each peer deployed.

Get all the features of starter plan, plus everything you need for a full production environment; including HSM availability, fault tolerant ordering service, added layers of security and premium support options.

[Purchase now](#)

€752.00  
EUR/Membership  
Fee  
€752.00 EUR/Small  
Peer

ESA:

6-month free trial	Monthly subscription
Free	\$5,000/me \$3,000/mo

### What's included

- ✓ Simple migration from starter plan
- ✓ Industry code samples
- ✓ Rolling migrations with no network outages
- ✓ All Hyperledger Fabric features and capabilities
- ✓ Deploy and run apps created w/Hyperledger Composer
- ✓ Advanced secure container technology
- ✓ Multiple organization simulation
- ✓ Fault tolerant ordering service and CA
- ✓ Production environment for mid-size networks
- ✓ Governance tooling
- ✓ Ability to scale
- ✓ Hardware security module
- ✓ 24x7x365 Support (Fee)

ESA: <https://www.ibm.com/partners/start/blockchain/>



# IBM Aspera on Cloud

<https://www.ibm.com/cloud/high-speed-data-transfer>

Move big data and digital content globally at high speed with IBM Aspera

Use next-generation transfer solutions to send, share, stream and sync large files and data sets more securely, reliably and at maximum speed over global IP networks.

Contact us

[Try Aspera on Cloud](#)

IBM Aspera®



Dramatically faster

Highly reliable

More secure

## High-speed collaboration

Send and share large files and data sets at maximum speed.

## Big data transport and sync

Quickly transfer, distribute and sync huge files and data sets globally.

## Transfer automation and management

Fully orchestrate, monitor and control data transfers and workflows.

## Streaming big data & broadcast - quality video

Deliver any size data and virtually unlimited bit-rate video with near-zero latency over the internet.

# The Weather Company

WE ARE NOT IN THE WEATHER BUSINESS  
WE ARE IN THE DECISION BUSINESS



<https://www.ibm.com/weather>

<http://biz.weather.com/request-a-demo.html>

<https://console.bluemix.net/catalog/services/weather-company-data>

The Weather Company, an IBM Business, delivers personalized, actionable insights to consumers and businesses across the globe by combining the world's most accurate weather data with industry-leading AI, Internet of Things (IoT), and analytics technologies.

**Our solutions** provide newscasters, pilots, energy traders, insurance agents, state employees, retail managers, and more with insight into weather's impact on their businesses, helping them **make smarter decisions to improve safety, reduce costs, and drive revenue.**

## Contacts:

Julia Wiegel, Sales Engineer, The Weather Company, [julia.wiegel@ibm.com](mailto:julia.wiegel@ibm.com)

Felix Denner, Head of Sales DACH/CEE, The Weather Company, [felix.denner@ibm.com](mailto:felix.denner@ibm.com)



<https://ibm.box.com/v/IBMweatherCo>

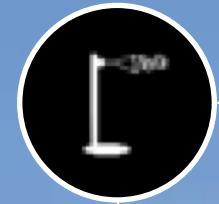
IBM



# MORE PRECISE



24 – 100TB Daily



**250K** Personal Weather Stations



**Connected** Cars



Access to 20M barometer equipped smartphones



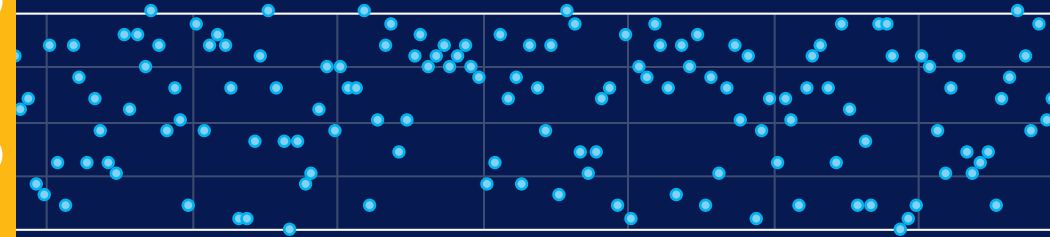
**50K** flights/day



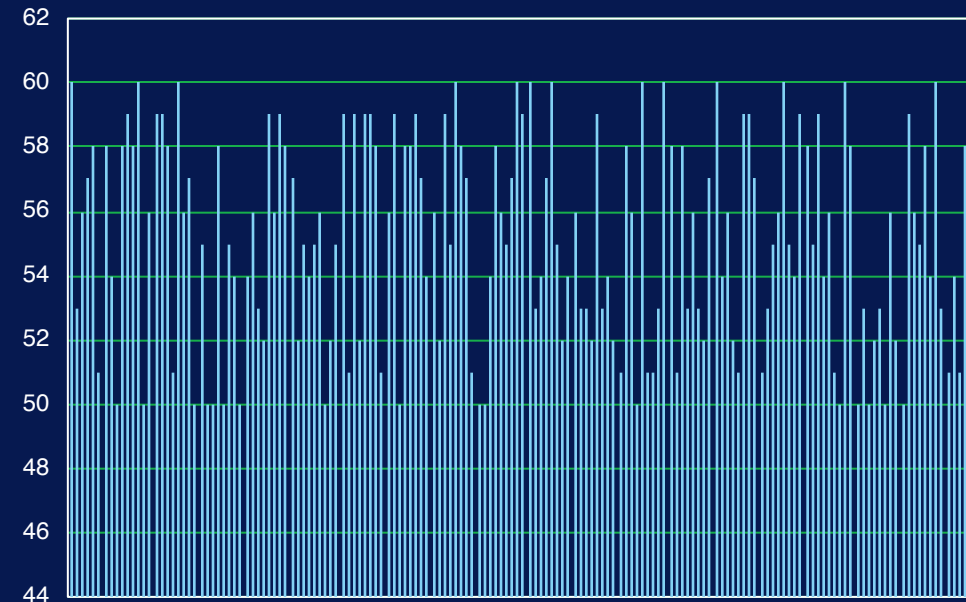
**500** Meter Global Resolution

162 forecasts intelligently blended through machine learning to generate each element of each forecast

Weighting



Temperature at noon



BETTER ✓  
ACCURACY

# GREATER SCALE



Massive Volume | Precision | Speed

Conditions every **5 min**

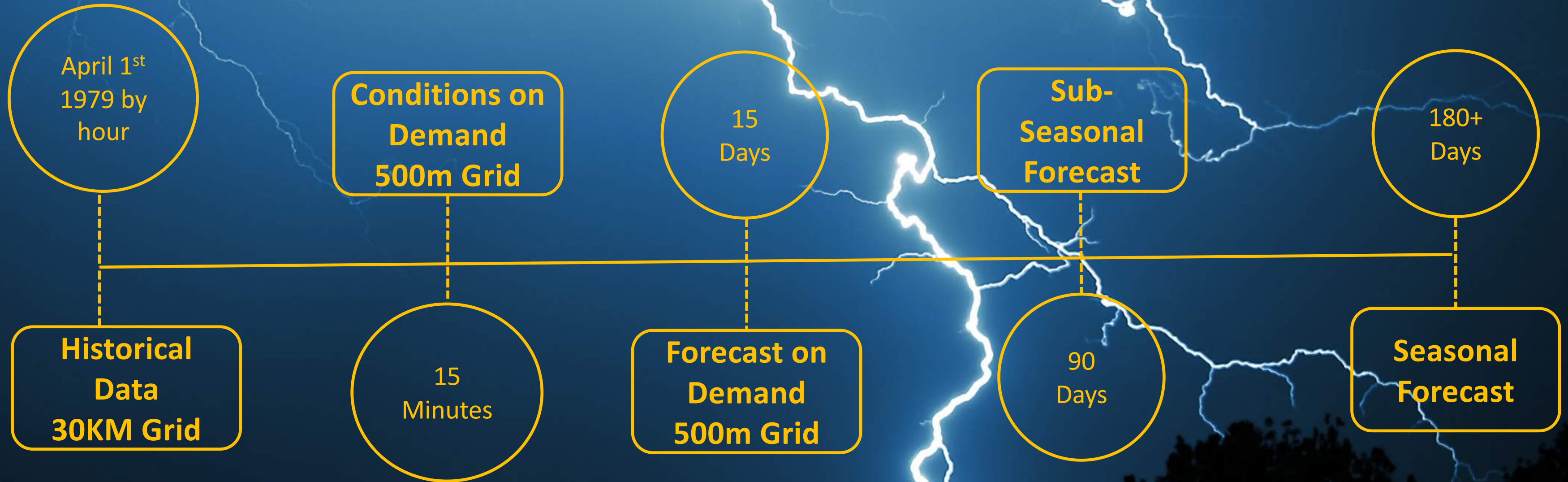
Forecasts every **15 min**

Serving **15-26 B daily** API calls (7x Google)

Latency down to **11 ms**

Archiving **petabytes** of historical weather

# Weather Insights





# Weather can be used in analytical models to help determine patterns and relationships with other datasets

Understand the Effects of Weather

Act on Weather

Anticipate Results

## 1 Weather Historical Analysis

Understand positive/ negative weather drivers of business performance over a particular timeframe and processes

### Relevant data sources:

*Historical weather actuals, historical weather forecasts, customer data*

## 2 Streamline your Operations

Use model output and local current weather conditions to adjust daily operations

### Relevant data sources:

*Historical weather, 15-days Forecast-on-Demand, current conditions, Severe weather*

## 3 Forecast the Weather Effects

Predict and communicate scenarios based on model output, forecast and seasonal weather.

### Relevant data sources:

*Historical weather actuals, historical weather forecasts, seasonal forecasts, forecast on demand*

# IBM Planning Analytics on Cloud

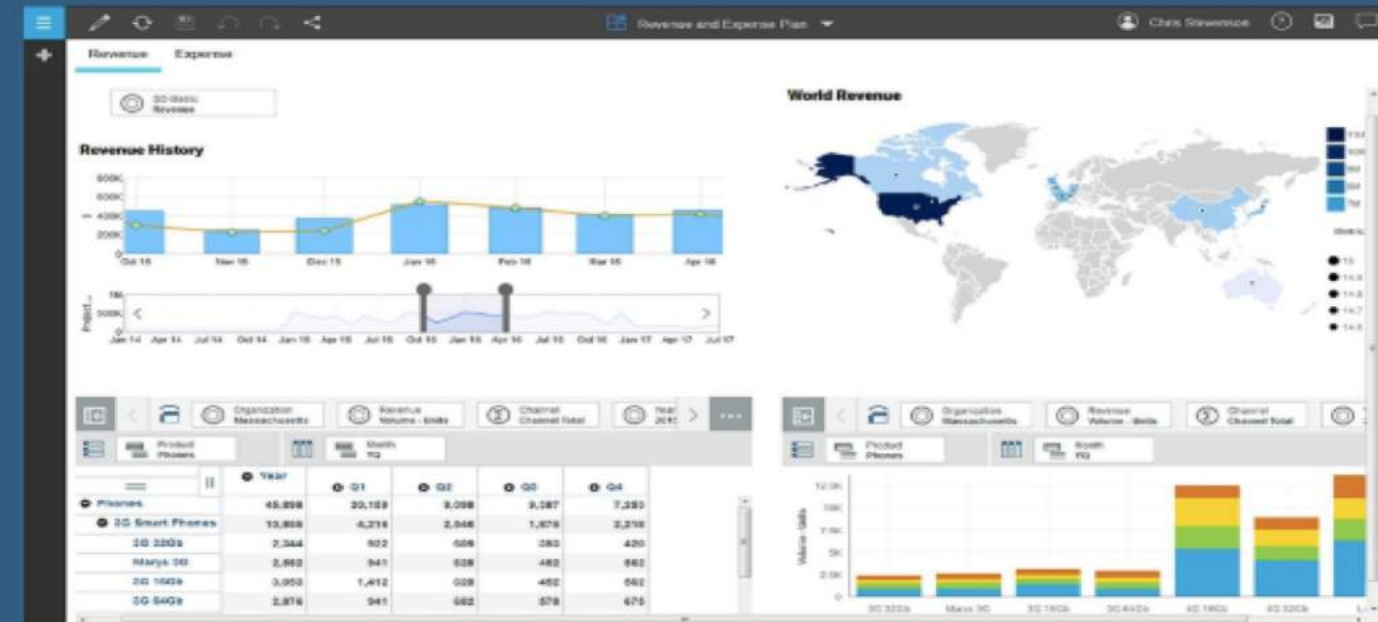
<https://www.ibm.com/uk-en/marketplace/planning-and-analytics>

## IBM Planning Analytics

Financial planning, score-carding, and analysis software, the latest iteration of the TM1 platform.

Start your free trial

Contact us for pricing



IBM® Planning Analytics, powered by IBM TM1, automates your planning, budgeting, forecasting and analysis processes. It offers the full functionality of spreadsheets while eliminating manual tasks to drive efficiency.

The solution accesses all your data, and it integrates financial results and analysis with operational plans for faster execution. With a dynamic planning and analytics workspace, you can model information and gain insights, communicate using compelling visualizations, make predictions and perform what-if analysis to test alternative assumptions. Ultimately, you can create timely, reliable plans to put insight into action.



# IBM Planning Analytics

<https://ibm-dte.mybluemix.net/ibm-planning-analytics>

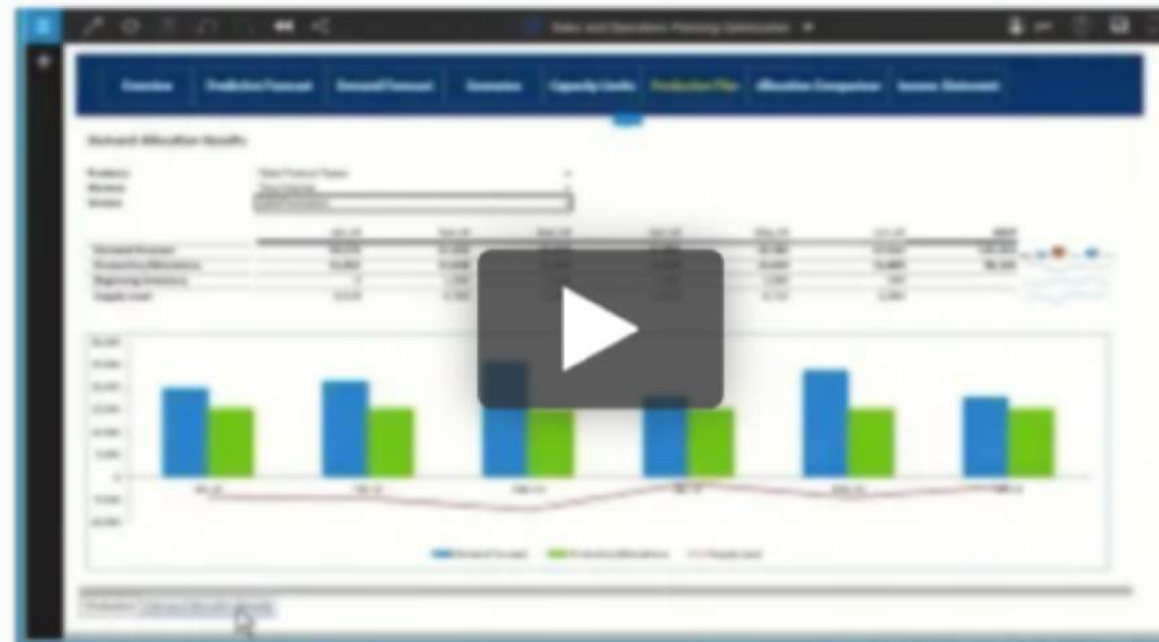
Speed, agility and foresight - all in one performance management solution



## IBM Planning Analytics Overview

🕒 5 minute demo

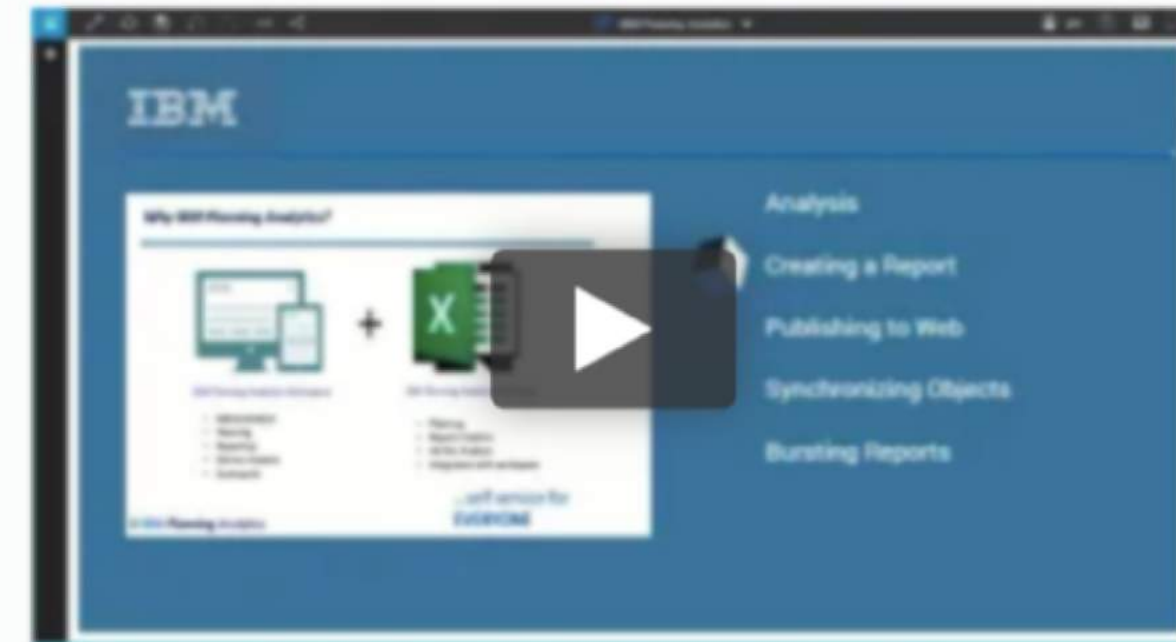
IBM Planning Analytics delivers unprecedented end user engagement via ease of use and a visually rich user interface. This is an example of Planning Analytics solving a challenge for a retail organization. This visually rich workspace may be used by an analyst within a retail organization to monitor the performance of the stores.



## Create Coordinated and Integrated Plans

🕒 5 minute demo

In this demo, you will see the collaborative creation of supply chain forecasts to achieve greater accuracy, optimized plans, and report with confidence. Marketing managers, demand planners, and capacity planners are able to leverage the IBM Planning Analytics workspace to contribute to one version of the truth and create accurate plans in minutes instead of days.



## IBM Planning Analytics for Excel

🕒 5 minute demo

In this video, you will see how Excel is an integral part of IBM Planning Analytics. End-users continue to use an environment in which they are familiar, while enjoying the benefits of centralized aggregations, security and business rules.

**More: Hands-on Lab for IBM Planning Analytics**



# IBM Cognos Analytics 11.1 on Cloud

<https://www.ibm.com/uk-en/marketplace/business-intelligence>

## IBM Cognos Analytics on Cloud

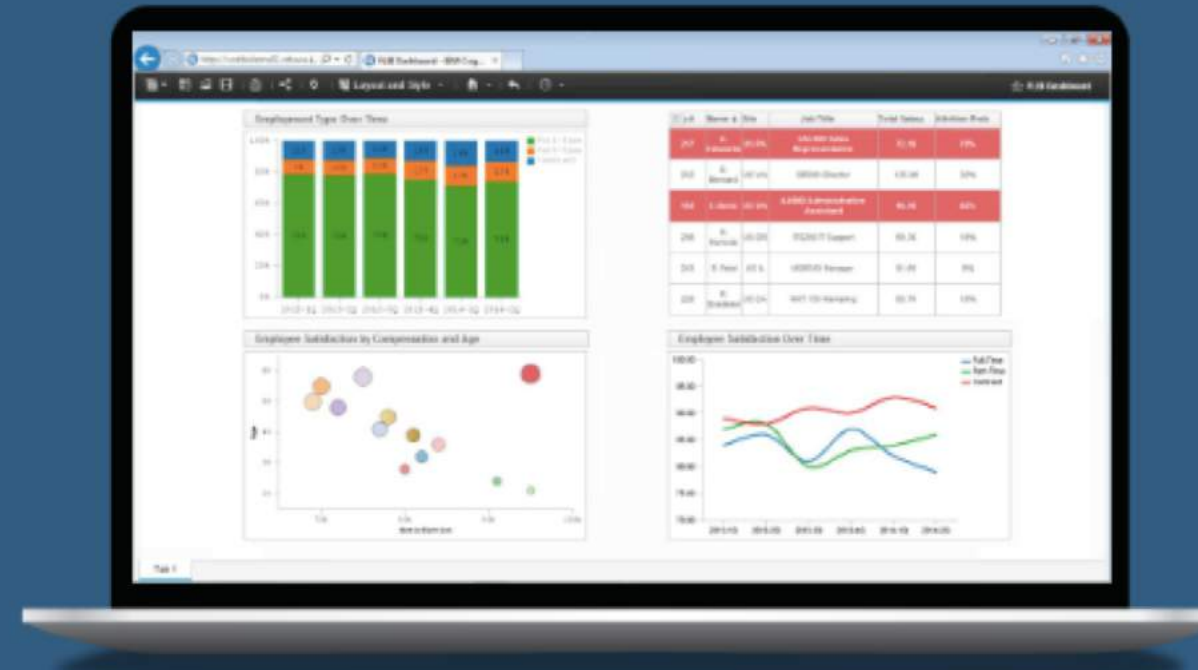
Unearth hidden insights with a personalized analytics experience driven by AI – on any budget.

Starting at **£55.95** per authorized user per month

Start your free trial

Contact us for pricing

Already a subscriber? [Sign in >](#)



IBM Cognos Analytics 11.1, an exciting and interactive way for virtually anyone to find, explore, and share data-driven insights in a governed environment. The all-new Cognos Analytics 11.1 is driven by AI, and includes 4 revolutionary capabilities:

- **AI Conversational Analytics** - AI Conversational Assistant allows you to now communicate with your data to surface hidden insights.
- **Advanced Analytics** - Includes technologies like Natural Language Understanding and Natural Language Generation that will help users harness all available data and assets in the system and provide deeper insights.
- **AI Recommended Visualizations and Insights** - Provides visualizations and insights bringing augmented analytics capabilities to dashboards with a system that will suggest visualizations and data joins.
- **User Centric Data Prep and Modeling** - Data Preparation made simple and easy.





# Hands-on Lab for IBM Cognos Analytics

Ready to explore more? The following tutorials will give you a deeper dive into the capabilities of IBM Cognos Analytics.

## Build an interactive dashboard with IBM Cognos Analytics

Explore the key capabilities of IBM Cognos Analytics Dashboards

🕒 60 minutes

## Build a Data Module with IBM Cognos Analytics

Explore the key capabilities of IBM Cognos Analytics Data Modules

🕒 60 minutes

## Build an Interactive Story with IBM Cognos Analytics

Explore the key capabilities of IBM Cognos Analytics Stories

🕒 60 minutes

### The All New IBM Cognos Analytics 11.1

🕒 2 minute demo

The all-new IBM Cognos Analytics provides a new, powerful personal analytics experience, driven by AI. Unlike analytics solutions that only show what is happening across your business, IBM Cognos Analytics goes further, using AI to gain insight on why it happened.

### What's New in Dashboarding for IBM Cognos Analytics 11.1

🕒 4 minute demo

This video highlights new capabilities in IBM Cognos Analytics 11.1, including customized color palettes, the ability to snap-to-grid, custom polygons, lasso elements, and automated visualizations where the system will recommend the most useful visualization for your data.

### What's New in Reporting for IBM Cognos Analytics 11.1

🕒 4 minute demo

This video highlights the new reporting capabilities in IBM Cognos Analytics 11.1, including the new user experience that makes building reports easier than ever. Deliver much more than just stunning results -- discover how to make your data work for you, brilliantly.



### What's New in Explorer for IBM Cognos Analytics 11.1

🕒 4 minute demo

This video highlights what you can do with the new advanced data exploration tools in IBM Cognos Analytics 11.1. Discover the breadth of your

### Data to Dashboard in Minutes

🕒 7 minute demo

This video presents a deeper dive into Dashboard Assembly. The video walks viewer through a use case story on that takes them through uploading a data file and building out a dashboard while gaining

### Data Preparation and Modeling

🕒 6 minute demo

This video presents a deeper dive into using Data Modules. The video walk viewer through a use case story that takes them through joining multiple data sources using corporate and external data, refining

DTE: <https://ibm-dte.mybluemix.net/ibm-cognos-analytics>



# IBM QRadar on Cloud

<https://www.ibm.com/us-en/marketplace/hosted-security-intelligence>

## IBM QRadar on Cloud

Adopt SIEM as a service and focus your resources on monitoring threats and insider attacks.

Start your free trial

Request a demo

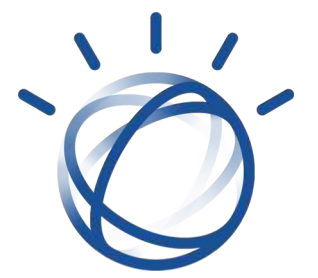


IBM QRadar on Cloud is a network security intelligence and analytics offering that can help you detect cybersecurity attacks and network breaches so that you can take action before any considerable damage is done or begin to immediately respond to any critical data losses.

As a cloud-based service, you and your team will be focused on reviewing anomalous conditions and patching the most important asset vulnerabilities rather than acquiring and deploying technology components.



# A security operations platform for today's and tomorrow's needs



Advanced Threat Detection

Insider Threat

Securing the Cloud

Critical Data Protection

Risk and Vuln Management

Incident Response

Compliance

IBM QRadar SIEM

Dashboard Offenses Rules Log Activity Network Activity Assets Reports Visualize

Realtime Security events

Visualize search

Filter categories

- Application
- Recon
- Exploit
- Malware

How to read this

Top 5 low-level categories

Categories past hour	Events
Data Loss Possible	4337
P2P	4129
Compliance policy violation	4024
Chat	3915
Data transfer	3815

Offenses

Categories Avg time open

8 / 65 46m

From categories displayed

- 8 Policy: Remote: Clear Text Application Usage preceded by...
- 5 Local IRC Server Detected containing Chat.IRC
- 5 Large Outbound Transfer Slow Rate of Transfer preceded by...
- 4 DELETED POP3 SSLv3 invalid timestamp attempt

View all

Event rate Per second

From categories displayed

102 / 605

38  
32  
21  
11

Fast to deploy, easy to manage,  
and focused on your success

# IBM QRadar Free Trial (demo version in cloud)

Take a test drive of the market leading security analytics solution. See how QRadar can accurately detect suspicious activities in real-time, automatically prioritize the most critical threats, and empower your security team to respond to attacks before damage is done.

<https://www.ibm.com/account/reg/us-en/signup?formid=urx-30209>

## IBM QRadar Free Trial

Take a test drive of the market leading security analytics solution. See how QRadar can accurately detect suspicious activities in real-time, automatically prioritize the most critical threats, and empower your security team to respond to attacks before damage is done.

## Start Your 14-Day Free Trial

Already have an IBM account? [Sign in](#)

Email \*

First name \*

Last name \*

Company \*

Job title \*

Country or region \* (?)

Phone \*

Set a password \*

- 8 characters minimum • One uppercase character
- One lowercase character • One number

Please keep me informed of products, services and offerings from IBM companies worldwide.

I accept IBM's [Privacy statement](#) and [Terms and Conditions](#).

Continue





# IBM Mass360 on Cloud

<https://www.ibm.com/security/mobile/maas360>

Security > Mobile >

## IBM MaaS360 with Watson

the AI approach to unified endpoint management

Explore solutions

Free trial

## IBM Named A Leader in 2018 Gartner Magic Quadrant for Unified Endpoint Management Tools

Unified endpoint management delivers IT and security leaders the technology needed to manage and secure smartphones, tablets, laptops, desktops, wearables, and the Internet of Things (IoT). With Watson™, MaaS360 is the only platform that delivers an AI approach to UEM to enable endpoints, end-users, and everything in between — including apps, content, and data.

Essentials	Deluxe	Premier - Recommended bundle	Enterprise
Manage and secure users, smartphones, tablets, laptops and apps, enabled by cognitive insights with Watson	Add email and chat containerization to separate personal and business data	Add content management, secure browser, application security and protected network access	Transform your business with the ultimate package for enterprise protection and productivity
<b>\$4.00 USD</b>	<b>\$5.00 USD</b>	<b>\$6.25 USD</b>	<b>\$9.00 USD</b>
per device per month	per device per month	per device per month	per device per month
<b>\$8.00 USD</b>	<b>\$10.00 USD</b>	<b>\$12.50 USD</b>	<b>\$18.00 USD</b>
per user per month*	per user per month*	per user per month*	per user per month*
<ul style="list-style-type: none"> <li>• Mobile Device Management — iOS/Android/Windows/macOS</li> <li>• Mobile App Management — iOS/Android/Windows/macOS</li> <li>• Patch and Update Management</li> <li>• Identity Management</li> <li>• Advisor</li> <li>• Container App</li> <li>• Expense Management</li> <li>• Policy Recommendation Engine</li> </ul>	<ul style="list-style-type: none"> <li>• Includes all Essentials solutions*</li> <li>• Secure Mobile Mail</li> <li>• Secure Mobile Chat</li> <li>• Assistant</li> </ul>	<ul style="list-style-type: none"> <li>• Includes all Deluxe solutions*</li> <li>• OS VPN</li> <li>• Secure Browser</li> <li>• Gateway for Browser</li> <li>• Content Management</li> <li>• Gateway for Documents</li> <li>• Application Security</li> <li>• Gateway for Apps</li> <li>• Business Dashboards for Apps</li> </ul>	<ul style="list-style-type: none"> <li>• Includes all Premier solutions*</li> <li>• Mobile Document Sync</li> <li>• Mobile Threat Management</li> <li>• Mobile Document Editor</li> </ul>



# Expand the value of security

IBM SECURITY IMMUNE SYSTEM STRATEGY





# IBM Security

We exist to protect the world,  
freeing you to thrive in the  
face of cyber uncertainty

---

Largest enterprise cybersecurity provider

Leader in 12 security market segments

3,700+ security patents

20+ security acquisitions

60B+ security events monitored per day



# Cybersecurity is a universal challenge

By 2020, there will be...

**20.8 billion**

“things” to secure

**5 billion**

personal data records stolen

**\$8 trillion**

lost to cybercrime

...while security pressures continue to grow



**COMPLIANCE  
MANDATES**

GDPR fines can cost

**billions**

for large global companies



**SKILLS  
SHORTAGE**

By 2022, there will be

**1.8 million**

unfulfilled cybersecurity jobs



**TOO MANY  
TOOLS**

Organizations are using

**too many**

tools from too many vendors

# Let's focus on the most critical security use cases

Outcome-driven security

## Prove Compliance



Get Ahead of Compliance



Enhance Security Hygiene



Govern Users and Identities

## Stop Threats



Detect & Stop Advanced Threats



Orchestrate Incident Response



Master Threat Hunting

## Grow Business



Secure Hybrid Cloud



Protect Critical Assets

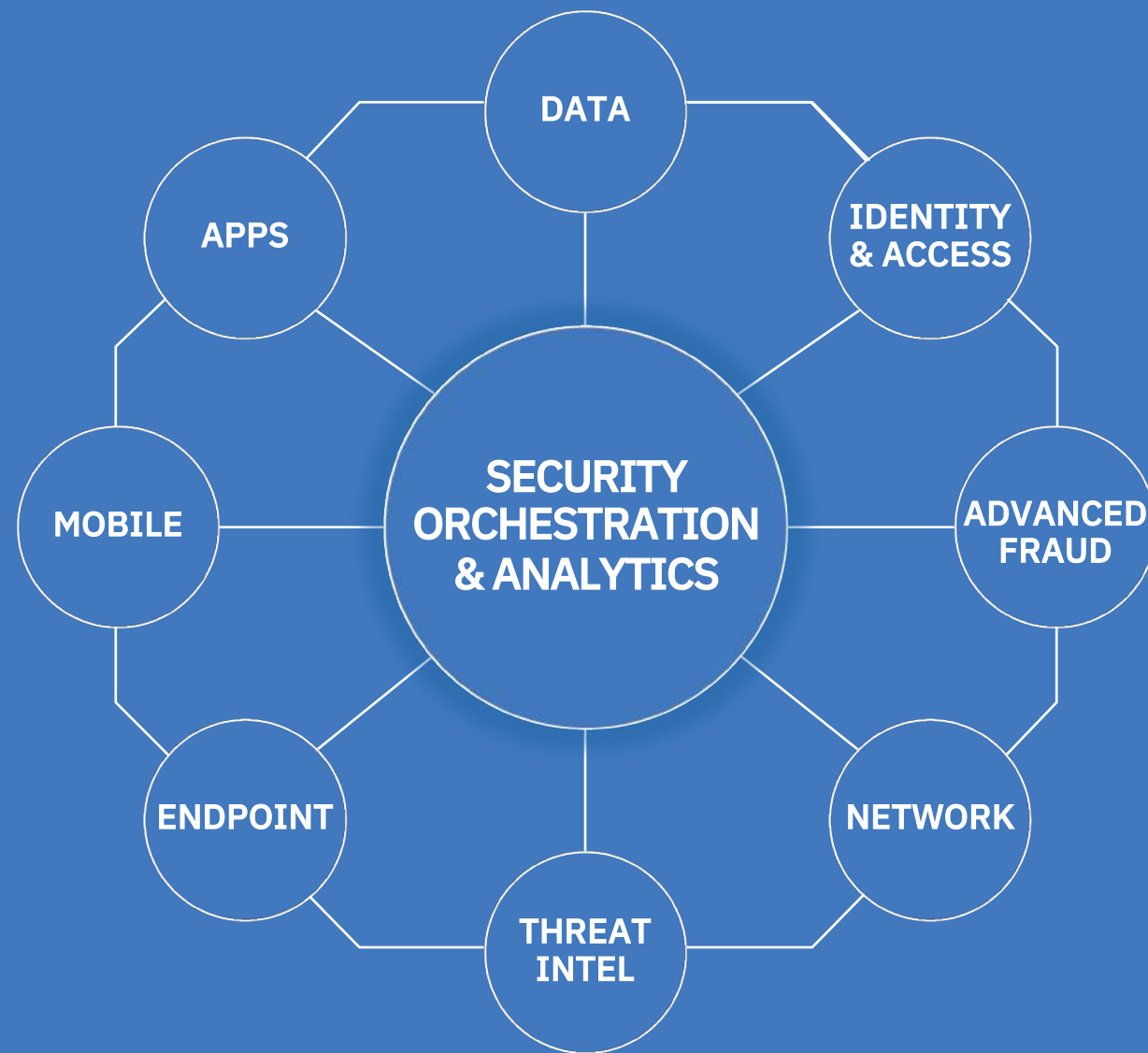


Prevent Advanced Fraud



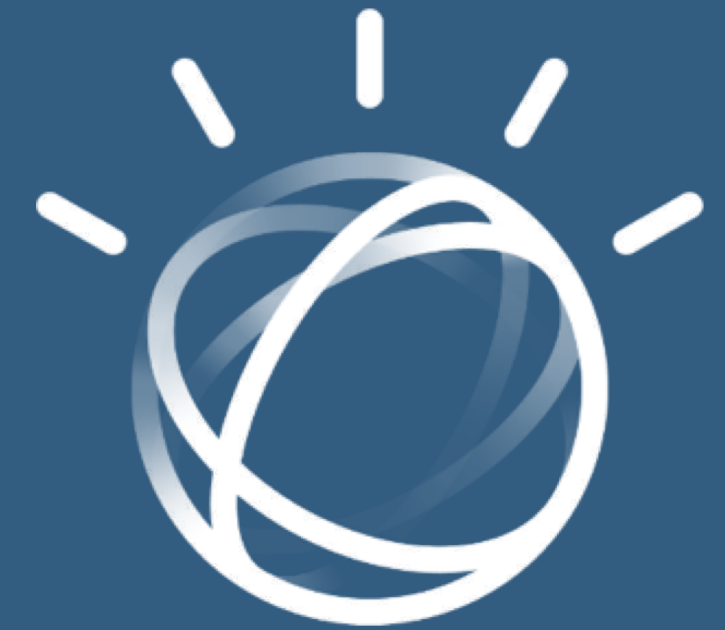
# Our unique approach will help transform your security

Build a security immune system



Deploy meaningful innovations

AI and Orchestration  
Cloud Security  
Collaboration



Get help from the experts

Industry Consultants  
Research & Development  
World Class Designers

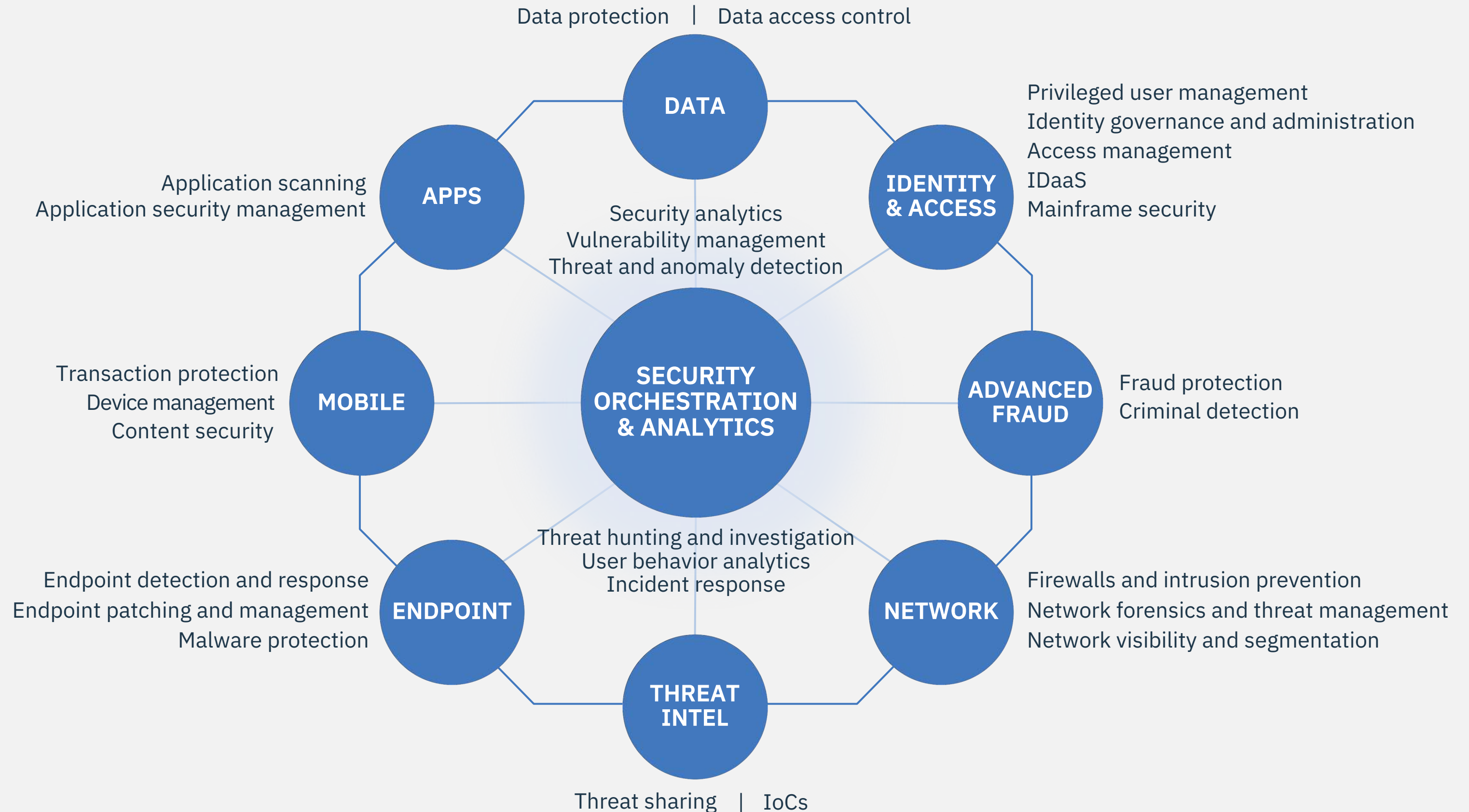


# Disconnected security capabilities are failing us

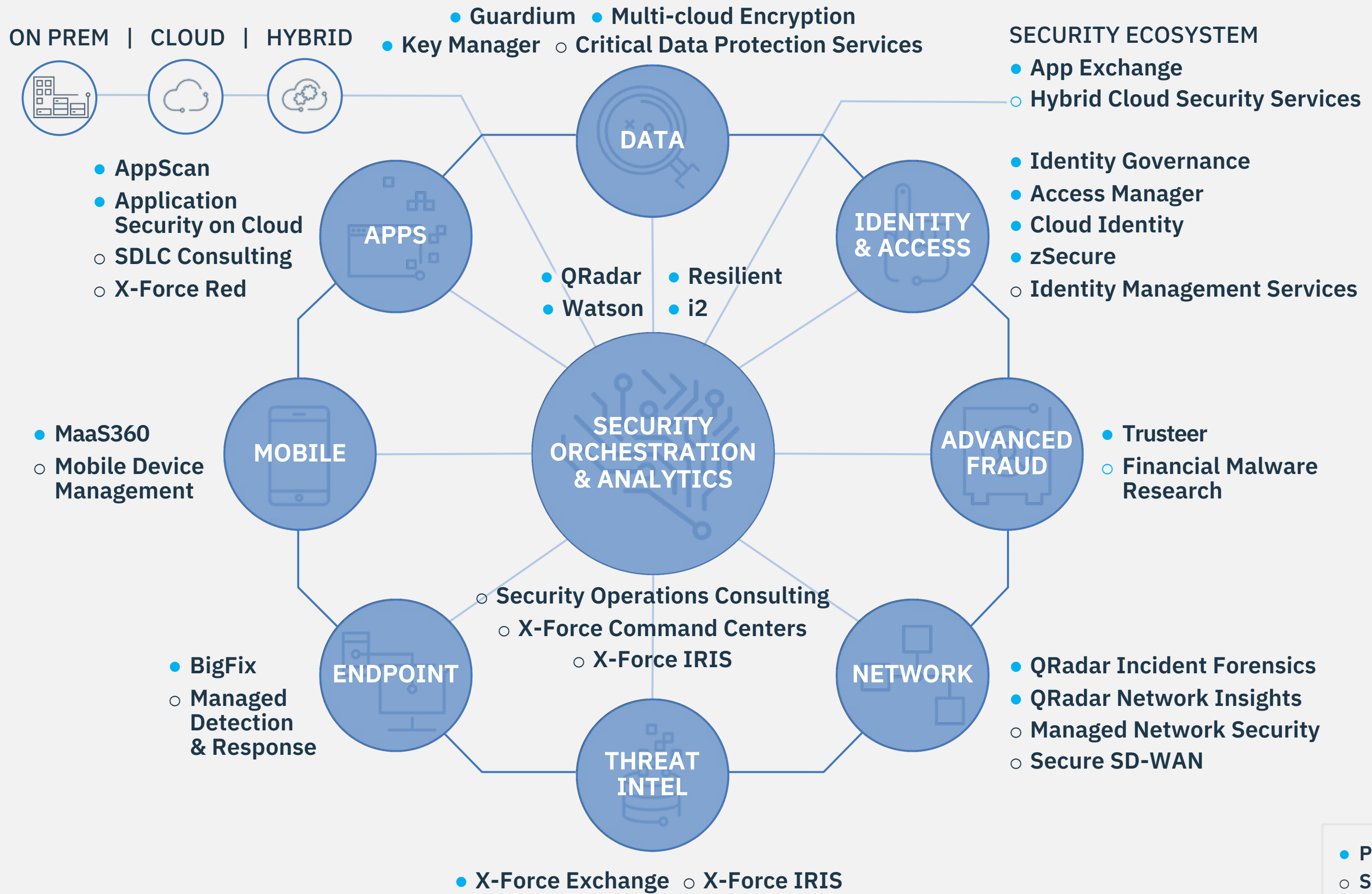




# Build an integrated security immune system

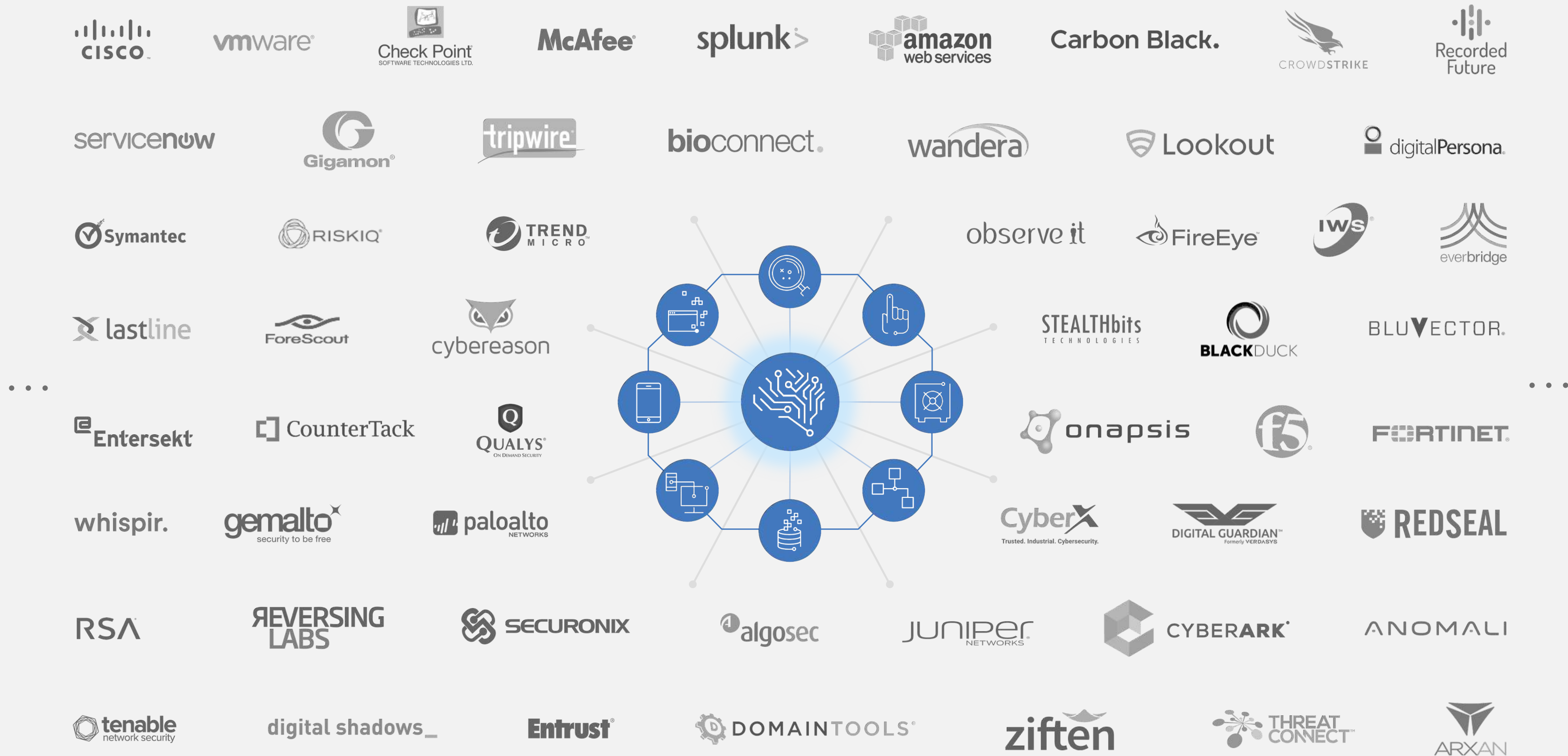


# IBM Security Immune System





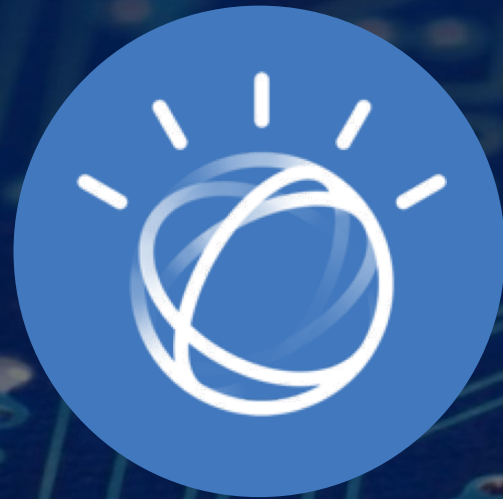
# Supported by hundreds of open integrations



IBM QRadar includes over 500 out-of-the-box connectors to provide even more integration with other third-party tools.



# Deploy meaningful innovations



AI and Orchestration



Cloud Security

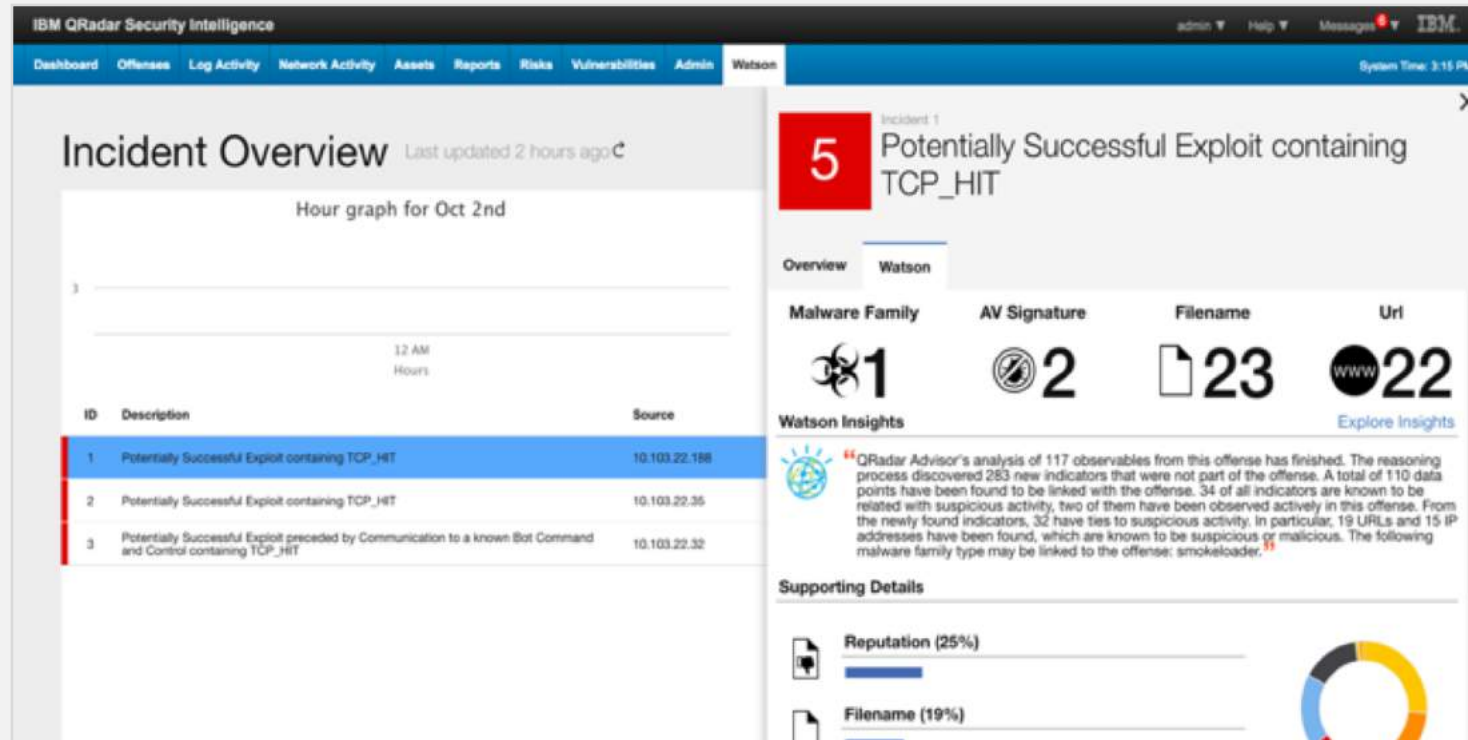


Collaboration



# The future of security is AI and Orchestration

What if you could augment your teams' intelligence and response?

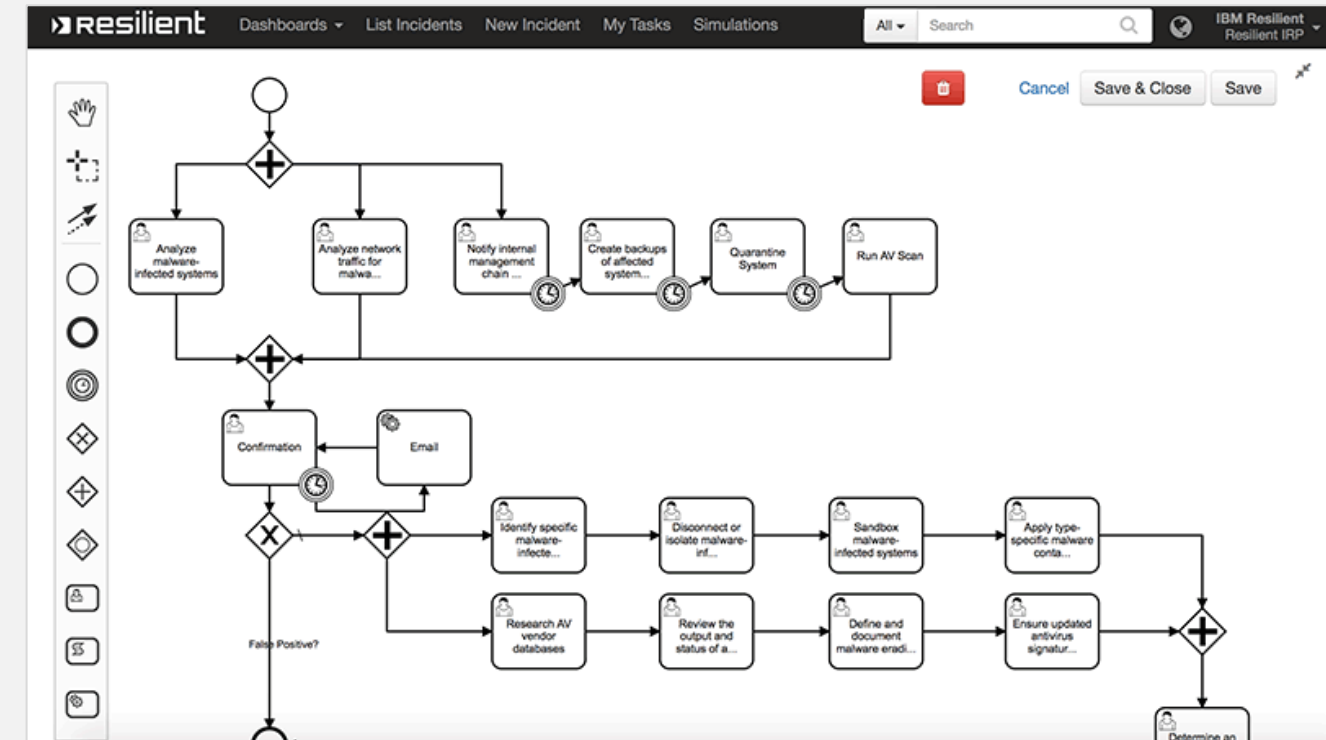


## Use AI to gain a head start

Automatically investigate incidents and anomalies to identify the most likely threats

- Quickly gather insights from millions of external sources
- Apply cognitive reasoning to build relationships

## IBM QRadar Advisor with Watson



## Respond quickly with confidence

Orchestrate a complete and dynamic response, enabling faster, more intelligent remediation

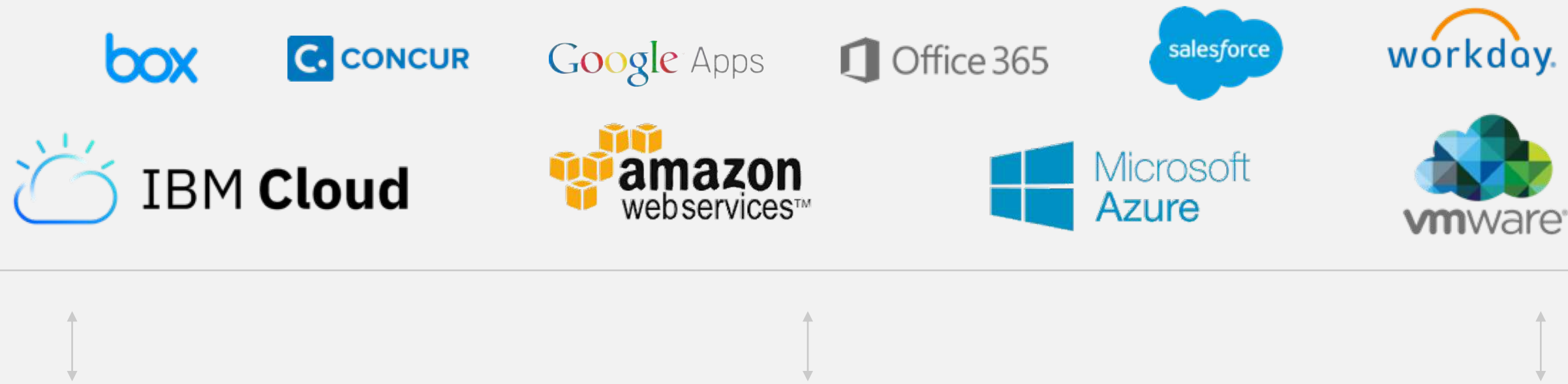
- Create dynamic playbooks built on NIST / CERT / SANS
- Deploy response procedures and expertise

## IBM Resilient

The Most Advanced, Battle-Tested Incident Response Platform

# The future of security is Cloud

Can you confidently say yes to digital transformation?



## Protect Data

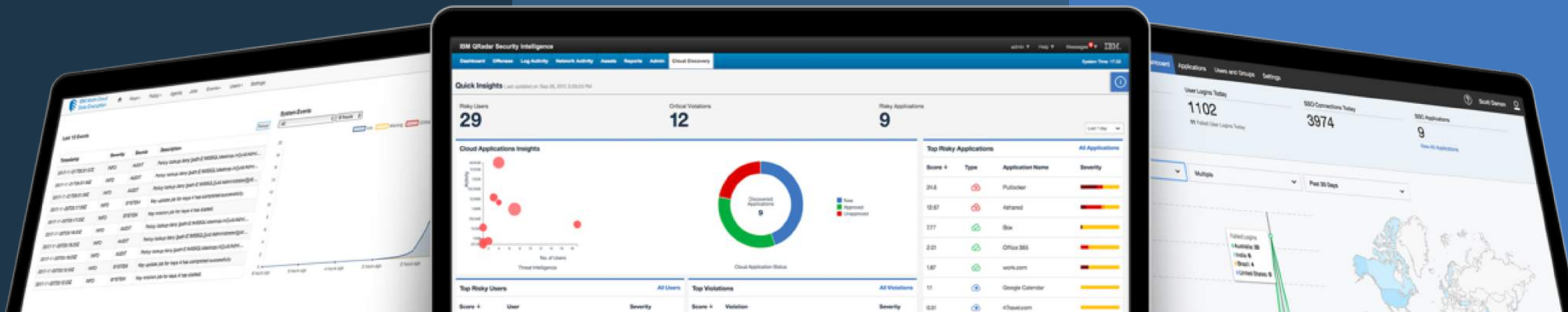
IBM Multi-Cloud Data Encryption

## Gain Visibility

IBM QRadar Cloud Security Analytics

## Manage Access

IBM Cloud Identity Connect

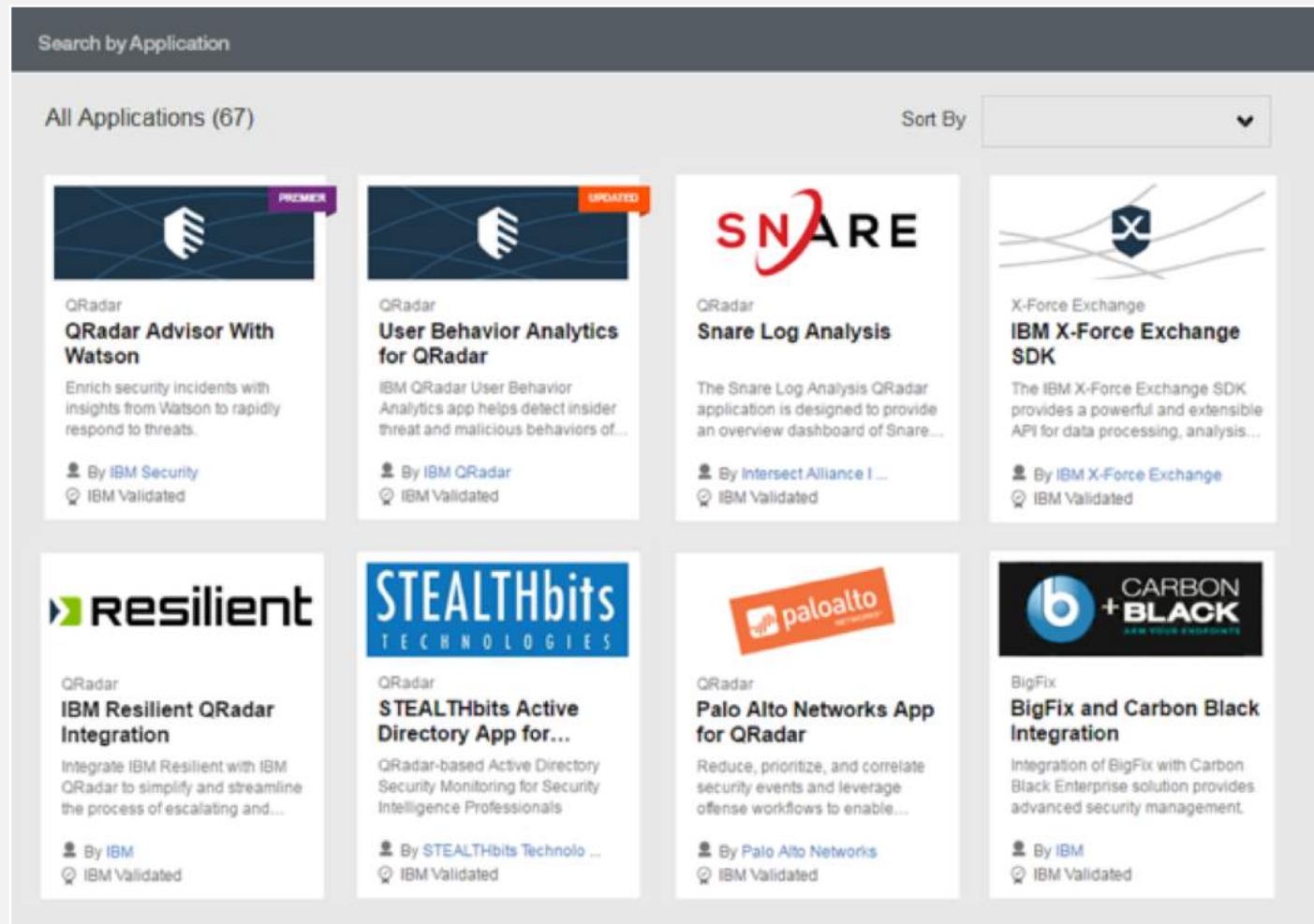


Get Help from Experts | IBM X-Force Cloud Security Service



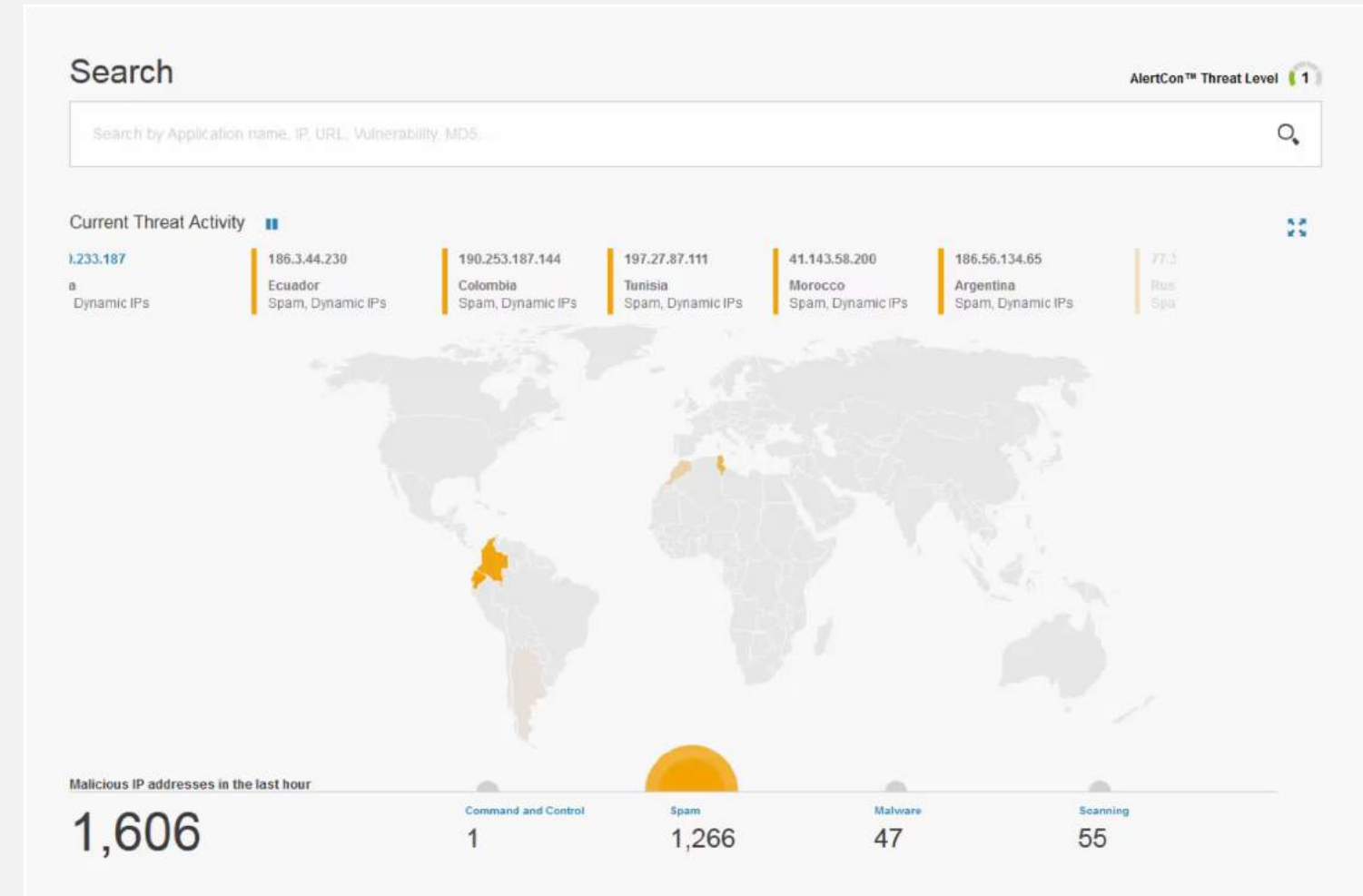
# The future of security is Collaboration

Are you part of the bigger picture?



Join an ecosystem of defenses

Customize your security with 140+ apps on the [IBM Security App Exchange](#)



Share real-time threat intelligence

Interact with **41K+** users and **800+ TB** of threat intelligence on the [IBM X-Force Exchange](#)

# We're investing in the skills of the future



## Research and Expertise

Take advantage of 6,000+ in security R&D and consulting

- Daily threat briefings
- Backed by X-Force and IBM Research, three IBM Fellows

## X-Force Command Centers

Test your skills in the world's 1<sup>st</sup> commercial Cyber Range

- 9 global SOCs
- Monitors more than one trillion events monthly

## Design Innovation

Engage with experts in IBM Design Thinking

- 42 design studios
- Major influence on dozens of security offerings



# IBM Security offers proven solutions

“IBM Security enables us to manage over 2.2 million events daily and still keep our heads above water.”

- Director of Strategic Initiatives, Top University

“The security intelligence from X-Force and the out-of-the-box analytics capabilities made QRadar stand out...”

- CTO, Large IT Consulting Firm in Europe

“IBM Security solutions help us to keep the trust of our patients, which makes our practice grow.”

- IT Director, Healthcare Company with 1.8 million active patients

“IBM provides us with long-term stability because of its well-planned product roadmaps, and scalability as its solutions easily scale as our business grows.”

- Operations Manager, South East Asian Industrial Company

Market Segment	Analyst Rankings
Security Analytics	LEADER
Endpoint: Client Management Tools	LEADER
Identity Governance	LEADER
Access Management	LEADER
Identity as a Service	LEADER
Identity Management	LEADER
Database Security	LEADER
Application Security	LEADER
Enterprise Mobility Management	LEADER
Web Fraud Detection	LEADER
Managed Security	LEADER
Information Security Consulting Services	LEADER

# SaaS Academy

Learn and Expand your Business

More IBM SaaS intro & demos at



VIDEOS PLAYLISTS ABOUT OTHER CHANNELS SEARCH FOR VIDEOS

SaaS Academy OFF AIR	IBM Watson APIs on IBM Cloud 3 DAYS AGO • 1 VIEWS	IBM QRadar detailed demo 3 DAYS AGO • 0 VIEWS	IBM Internet of Things Connection Services... 4 DAYS AGO • 0 VIEWS	IBM Watson IoT Platform, Connection Services 4 DAYS AGO • 1 VIEWS	IBM Watson Content Hub 4 DAYS AGO • 0 VIEWS
IBM The Weather Company 4 DAYS AGO • 0 VIEWS	IBM SaaS MaaS360 4 DAYS AGO • 1 VIEWS	IBM QRadar 4 DAYS AGO • 1 VIEWS	IBM Partner Success 360 portal 4 DAYS AGO • 0 VIEWS	IBM PlanningA 5 DAYS AGO • 0 VIEWS	IBM Aspera 5 DAYS AGO • 0 VIEWS
IBM Cloud Video 5 DAYS AGO • 2 VIEWS	IBM Blueworks Live 6 DAYS AGO • 1 VIEWS	IBM Cognos Analytics v11.1 6 DAYS AGO • 1 VIEWS	IBM Application Security on Cloud 6 DAYS AGO • 1 VIEWS	IBM SaaS API Connect 6 DAYS AGO • 2 VIEWS	IBM Watson IoTplatform SaaS 6 DAYS AGO • 5 VIEWS
IBM WatsonStudio 6 DAYS AGO • 0 VIEWS	IBM SaaS App Connect 6 DAYS AGO • 2 VIEWS	IBM SaaS Offerings 6 DAYS AGO • 7 VIEWS	Watson IoT Analytics 1 WEEKS AGO • 5 VIEWS		

<http://ibm.biz/SaaSAcademy>



# IBM SaaS Trailblazer Offerings (PDF)

## Contents:

- 3 About this Document
- 4 Contacts
- 5 Hot 10 offerings
- 6 Demo Days

### 21 Analytics

- 22 IBM Planning Analytics Digital Pack
- 24 IBM Cognos Analytics on Cloud
- 26 IBM SPSS Statistics
- 27 IBM SPSS Modeler

### 29 Cloud

- 30 IBM BPM on Cloud
- 32 IBM Case Manager on Cloud
- 34 IBM Db2 Warehouse on Cloud
- 36 IBM MQ on Cloud
- 38 IBM Cloud
- 40 IBM Watson Services
- 42 IBM Blueworks Live
- 44 IBM API Connect
- 46 IBM Aspera SaaS

- 48 **Watson Customer Engagement**
- 49 IBM Watson Campaign Automation
- 51 IBM Digital Commerce
- 53 IBM Watson Content Hub
- 55 IBM Supply chain Optimization
- 58 Watson Customer Exp Analytics

### 60 Watson Internet of Things (IoT)

- 62 Expand base: Maximo
- 64 Expand base: Continuous Engineering
- 66 Expand base: TRIRIGA
- 68 Optimize Equipment with AI
- 70 Manage Engineering Complexity
- 72 Optimize buildings with AI
- 74 Optimize Operations with AI
- 76 Digital Assistant
- 78 Worker Safety Insights
- 80 Device Connectivity and Data Capture

### 82 Collaboration and Talent

- 83 IBM Connections
- 85 IBM Kenexa Employee Assessments

- 87 **Security**
- 88 IBM MaaS360
- 90 IBM Q Radar on Cloud
- 92 IBM App Scan on Cloud
- 94 IBM Guardium Analyzer
- 96 IBM Resilient
- 98 IBM Cloud Identity

### 100 The Weather Company (TWC)

- 101 Weather Company Operations Dashboard
- 102 Investor Insights
- 103 Alerting Platform
- 105 Smarter Agriculture
- 106 SAP SCM

<http://ibm.biz/SaaSAcademy>





# And these offerings come with special PROMOTIONS for IBM Resellers!

## Watson IoT

BP closes Watson IoT eligible SaaS deal between Nov 1, 2018 and December 31, 2018, IBM provisions the deal and invoices the BP before January 31, 2019

**IBM pays up to 10% rebate on ACV.**

Visit this [link](#) for details



## DB2 Warehouse on Cloud

Business Partners who sell DB2 Warehouse on Cloud >\$250k in Q4 2018!

**IBM pays up to 5% rebated on committed ACV on eligible parts**

Contact [terri\\_gerber@us.ibm.com](mailto:terri_gerber@us.ibm.com) or [gproctor@us.ibm.com](mailto:gproctor@us.ibm.com)

## Security

When an IBM Business Partner fulfills an eligible and billable Net New IBM Hosted SaaS deal, they may receive a rebate

Promotion is available to transactions with Sales Order Dates greater than or equal to announcement date until the promotion end date of December 31, 2018.

**IBM pays up to 12% rebate on eligible parts**

Visit this [link](#) for details

## IBM App Connect Professional on Cloud and IBM App Connect Enterprise on Cloud Acceleration Incentive

**IBM is offering Business Partners an additional 12% BP discount** on sale of eligible new 12-month customer subscriptions for IBM App Connect Professional (SaaS) and IBM App Connect Enterprise (SaaS) to accelerate the pace of customer adoption.

Visit this [link](#) for details

Your Distributors may also have specific promotions for IBM SaaS sales!  
Work with your Distributor today to check what you may be eligible for!



# Thank You

**Dejan Podgoršek**

IBM Software Channel Technical Leader, CEE

IBM Global Business Partners

[dejan.podgorsek@si.ibm.com](mailto:dejan.podgorsek@si.ibm.com)

