BusinessConnect and SolutionsConnect
It's time to make bold moves.

Cloud in action:
Hot demos of the coolest technology

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"Make no mistake, IBM is remaking enterprise IT for the era of cloud."

– Ginni Rometty

Cloud as a Growth Engine for Business

Think it.

Strategize how to to monetize new value, and reduce costs

$2B
SoftLayer Acquisition

$1.2B
Data Center Expansion

Build it.

Build and run hybrid cloud computing solutions

$7B+
Acquisition Investment

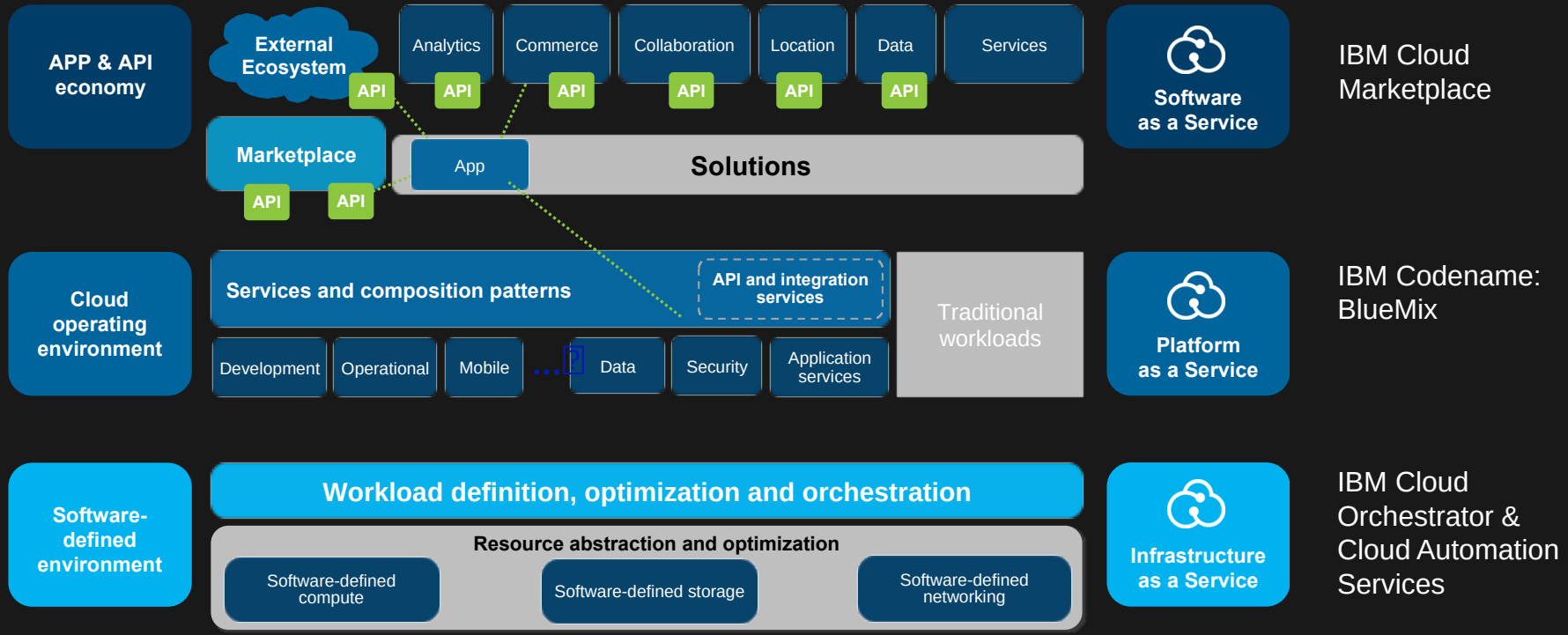
Tap into it.

Utilize cloud services delivered from IBM Cloud Marketplace

100+
SaaS Offerings

40,000+
Experts

IBM's Next-generation Cloud Computing Platform Enablers

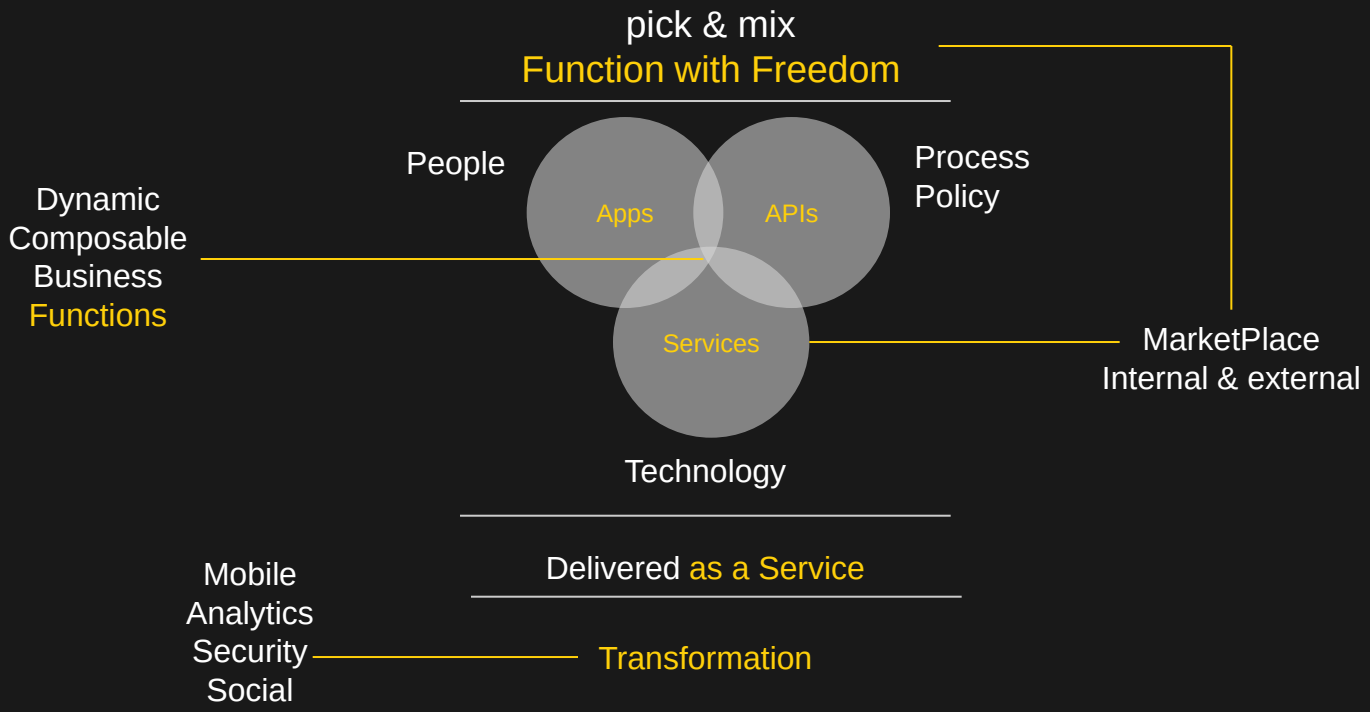


Insert Marketplace Video

Bluemix Demo

SoftLayer Demo

Cloud Computing is to Function with Freedom

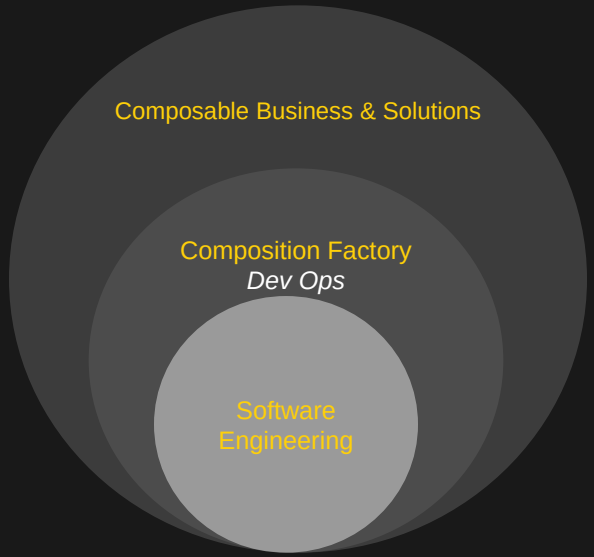


Cloud Computing Requires a New Organisational Model

IBM Cloud Marketplace
pick & mix Components as a Service

aS aa S	Application Services	Software aaS
aS aa S	Application Platform Services	Via APPs & APIs
I aaS	Infrastructure Services	Hardware

The new Business & IT
Solutions as a Service



On Premise – Off Premise Hybrid

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