

IBM BusinessConnect

PVA Letňany | 4.června 2015 | Praha





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David La Rose

Generální ředitel IBM pro střední a východní Evropu







What defines IBM here and now?

"We are a high value innovation company"

Ginni Rometty, IBM CEO





Today we are reinventing the enterprise for a new era of IT

This new era is defined by 3 disruptive shifts

SHIFT 1 Data is becoming the world's new natural resource, transforming industries and professions.	SHIFT 2 The emergence of <i>cloud</i> is transforming IT and business processes into digital services.	SHIFT 3 Mobile and social are transforming individual engagement – creating expectations of security, trust and value in return for personal information.
OUR POINT OF VIEW Data is the new basis of competitive advantage.	OUR POINT OF VIEW <i>Cloud</i> is the path to new business models.	OUR POINT OF VIEW A systematic approach to <i>engagement</i> is now required.

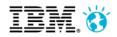




What are we making of this moment to help local clients grow?

Differentiating our company, and positioning ourselves for leadership in the new era

1	2	3
Investment into Strategic Imperatives	Innovation of Core Portfolio	Open Partnerships & Ecosystems
Differentiation driven growth and value	High value, essential client IT	Delivering superior client experience



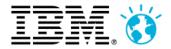




"Big thoughts are fun to romanticize, but it's many small insights coming together that bring big ideas into the world."



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