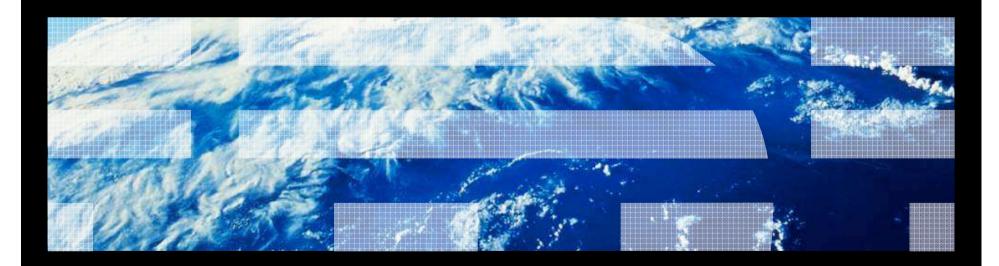


Smart Work for a Smarter Planet



How Can We Change the Way We Work?

We can't just work harder.

We can't just dedicate more resources.

We must Work Smarter.



Common Challenges to Working Smarter



2/3 of employees believe there are colleagues who could help them with their work, but don't know how to find them



60% of the world's processes are managed in silos



Companies lose 5.3 hours/employee due to inefficient processes, leading to billions in lost productivity

Billions Lost



The Way We Work is Getting Smarter

Resistant to Change Embracing Change

Siloed

Connected

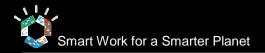
Historic and Reactive Predictive and Proactive

Isolated

People Centric

Rigid

Agile



Companies are Working Smarter. . .



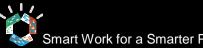
Dynamically optimized production reduces in scheduling time from 2 days to 15 minutes



Extensive reuse of existing investments saves £26m

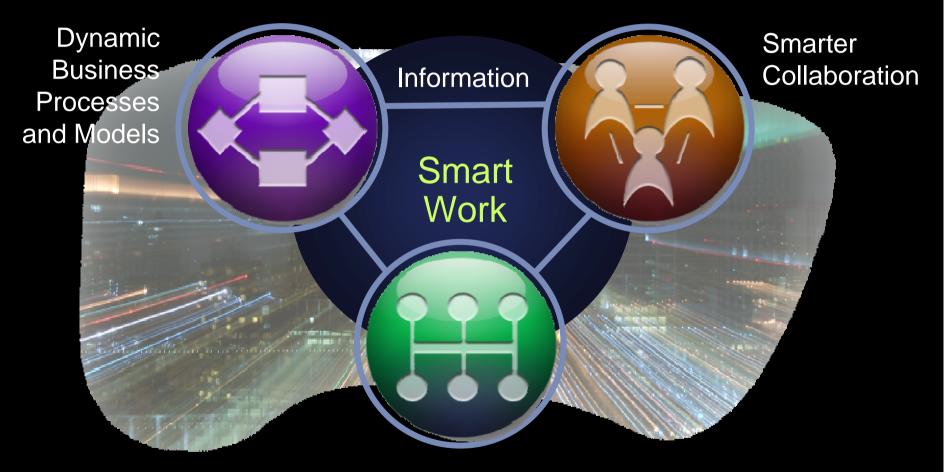


Real time visibility into repair processes reduces outages 25-50% saves up to 90% of capital





How Can We Work Smarter?



Smart SOA

6





Smart Work Requires Dynamic Business Processes

Dynamic Business Processes and Models

- Empower business users to adapt and respond dynamically
- Capture new insights for effective actions
- Optimize process decisions and drive dynamic change
- Leverage dynamic processes for new business models







Smart Work Requires Smarter Collaboration

Smarter Collaboration

- Leverage relationships
- Increase productivity with situational applications
- Extend expertise



Smart Work Requires Smart SOA

Smart SOA

- Maximize reuse rather than recreate
- Any-to-any connection vs point to point
- Sustainable, scalable foundation
- Flexible deployment





Why IBM for Smart Work?

Dynamic Business Processes & Models

- ■#1 BPM Market share *
- ■5000+ engagements
- 250+ business model maps across all industries



Smarter Collaboration

- #1 Portal market share *
- Helps millions collaborate for sharing and productivity
- \$1B+ investment in Unified Communications and Collaboration

Smart SOA

- ■#1 SOA Market Share**
- ■8,002 clients in 122 countries

^{*}Source: Gartner: Market Share: Application Infrastructure and Middleware Software, Worldwide, June 2008, by Fabrizio Biscotti, Teresa Jones, Asheesh Raina, and Joanne M. Correia