

SolutionsConnect

IBM Software Universe 2013

Meet Possible



Paradigm Shift: From React To Anticipate

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In the current world, challenge for CIO is to manage the business expectations

Gartner CIO Survey

Top 10 Business Priorities For 2013

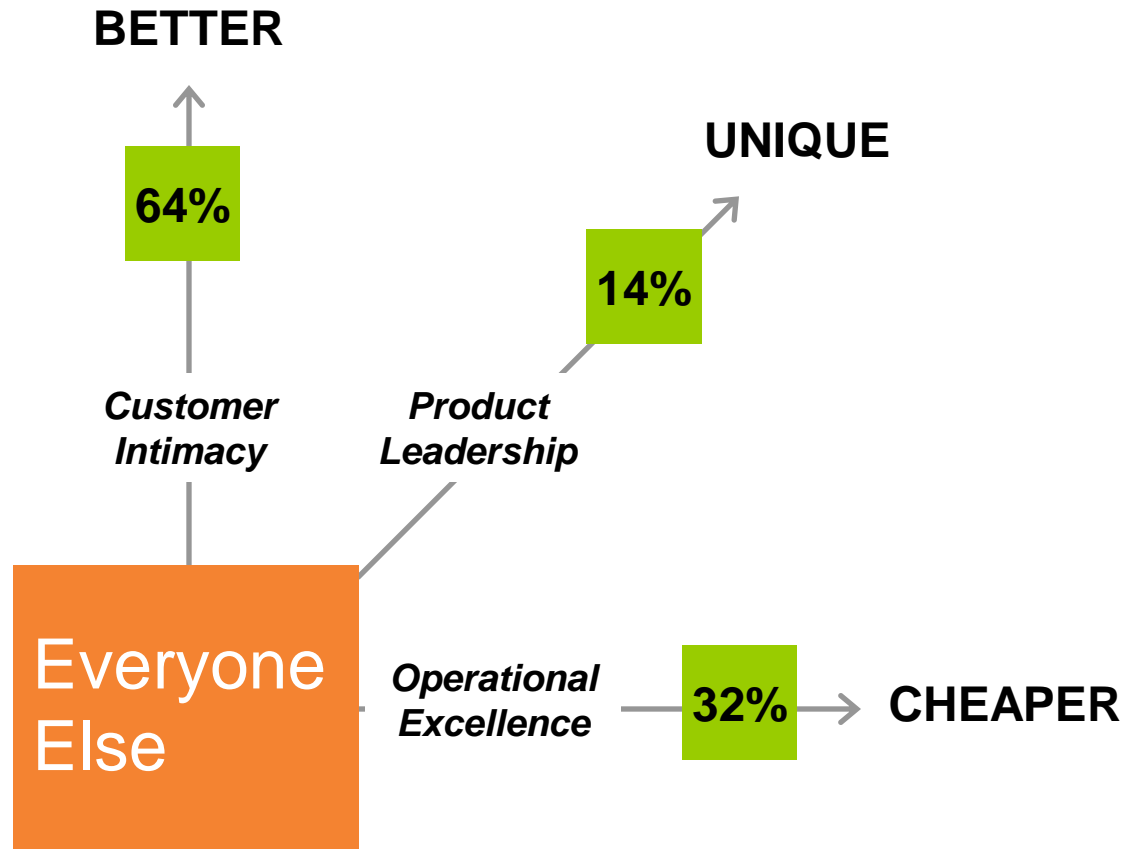
1. Increasing enterprise growth
2. Delivering operational results
3. Reducing enterprise costs
4. Attracting and retaining new customers

“By 2017, CMO’s will spend more on IT than their CIO’s”

- Gartner



Business Expectations



IBM software helps you do it.

IBM is about software

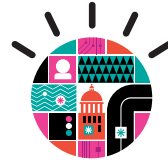
Industries



Banking



Energy



Government



Healthcare



Education



Traffic

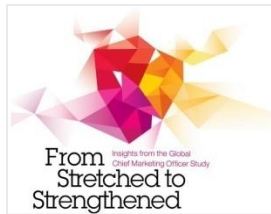


Retail



Communications

Functions/roles



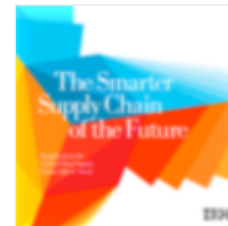
Marketing CMO



Finance CFO



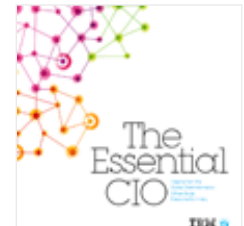
Human resources CHRO



Supply chain CSCO



Executive CEO



IT CIO

Business and IT needs

Turn information into insights

Deepen engagement with customers, partners and employees

Enable the agile business

Deliver enterprise mobility

Accelerate product and service innovation

Optimize IT and business infrastructure

Manage risk, security and compliance

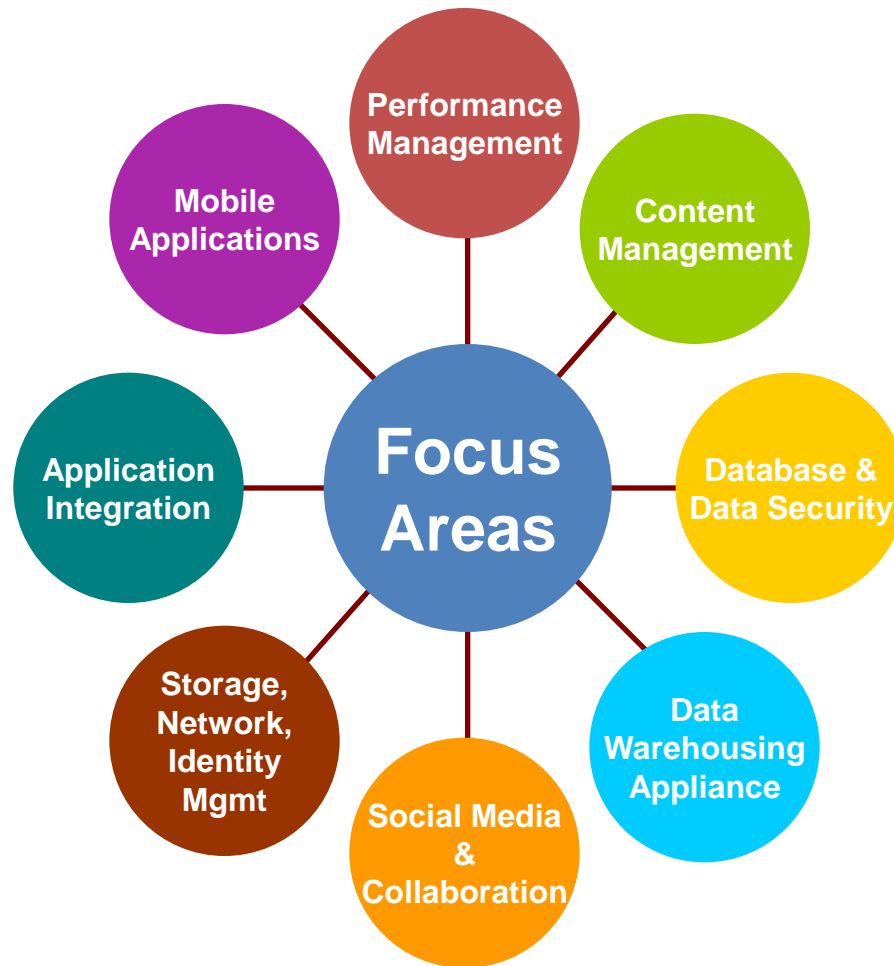


“Customers don’t care about your solution.
“They care about their problems.”

- *Dave McClure, 500 Startups*



From react to anticipate



Where do we go from here?

Evaluate

- Request a BVA: A strategic engagement program to assess the requirements and benefits
- Demo, PoC & PoT via partners can showcase the incremental value that IBM brings to your business
- Download and evaluate the value of IBM Software
<http://www14.software.ibm.com/webapp/download/home.jsp>

Expert

- Engage with the local IBM team & our partners
- IBM Software Labs provides deep product skills and technical expertise

Engage

- With local BP or IBM Software Support
- Directly engage with IBM for complex requirements



