

SolutionsConnect

IBM Software Universe 2013

Meet Possible



Smarter Software For A Smarter Planet

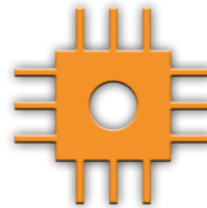
Jason Mosakowski

**Director of Software Sales & Marketing,
IBM India-South Asia**

On a smarter planet, everyone is connected to everything.

As a result, we're all facing:

- An explosion of **big data**
- A **hyperconnected** society
- Increasingly **demanding** customers
- The push for **relentless innovation**



Explosion of data:

Harness **big data** to gain insight and develop new offerings

1.8

trillion gigabytes of data added to the digital universe in 2011.¹

40%

expected compound annual growth rate (CAGR) in the big data marketplace by 2015.²

2 days

The amount of data generated between the dawn of civilization and 2003 is now created every two days.³



What if ...

... you could use analytics to help predict and negotiate better deals—even in highly volatile environments?

ConAgra
Mills did.

¹ IDC, *The 2011 IDC Digital Universe Study Sponsored by EMC*, 2011, <http://www.emc.com/collateral/about/news/idc-emc-digital-universe-2011-infographic.pdf>

² IDC, "IDC Releases First Worldwide Big Data Technology and Services Market Forecast, Shows Big Data as the Next Essential Capability and a Foundation for the Intelligent Economy," news release, March 7, 2012, <http://www.idc.com/getdoc.jsp?containerId=prUS23355112>

³ ReadWriteWeb, "Google CEO Schmidt: 'People Aren't Ready for the Technology Revolution'" Marshall Kirkpatrick, August 4, 2010; http://www.readwriteweb.com/archives/google_ceo_schmidt_people_arent_ready_for_the_tech.php

A hyperconnected society:

Optimize how we share knowledge and expertise

200

million tweets are sent every day.⁴

87%

of the world population are mobile subscribers.⁵

57%

of leading businesses are more likely to use social and collaborative tools.⁶



What if ...

... you could use social tools to share your expertise with those who need it—even half the world away?

Boston Children's Hospital did.

⁴ "200 million Tweets per day," *Twitter Blog*, June 30, 2011, <http://blog.twitter.com/2011/06/200-million-tweets-per-day.html>

⁵ ICT, *The World in 2011: ICT facts and figures*, 2011, <http://www.itu.int/ITU-D/ict/facts/2011/material/ICTFactsFigures2011.pdf>

⁶ IBM, *Working beyond Borders: Insights from the Global Chief Human Resource Officer Study*, September 2010.

Satisfy demanding, informed consumers:

Know what customers want. Even **before they do.**

73%

of surveyed consumers said retailers do not communicate with them frequently enough.⁷

61%

of people trust family, friends and customer reviews over experts, manufacturers and retailers.⁸

60%

of shoppers want to use mobile devices for checkout or service.⁹



What if ...

... you could use customer insights to **increase sales by nearly 50 percent** per unique visitor?

**Petco
did.**

7,8,9 IBM Institute for Business Value, *Winning over the empowered consumer: Why trust matters*, April 2012.

Relentless innovation:

Continuous **reinvention**—products, services and processes

75%

of consumer packaged goods fail to earn even US\$7.5 million their first year.¹⁰

<3%

of new products ever achieve \$50 million in revenue.¹¹

53%

of shoppers search out sale items.¹²



What if ...

... you could **dramatically improve customer** service without adding new space?

Schiphol
Airport
did.

10,11 Joan Schneider and Julie Hall, "Why Most Product Launches Fail," Harvard Business Review, April 2011, <http://hbr.org/2011/04/why-most-product-launches-fail/sb3>

12 IBM Institute for Business Value, *Winning over the empowered consumer: Why trust matters*, April 2012.

Over the last 4 years, IBM has transformed its software portfolio to address clients' business and IT needs by industry and role

Industries



Banking



Energy



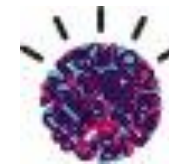
Government



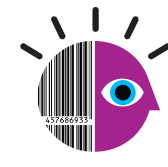
Healthcare



Education



Traffic

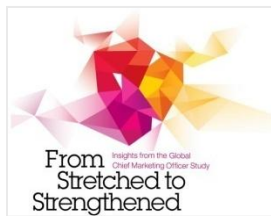


Retail



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

By providing clients with an incredibly rich set of capabilities

Need	Capabilities	Need	Capabilities
<p>Turn information into insights</p>	<ul style="list-style-type: none"> ▪ Business Analytics ▪ Data Management ▪ Big Data ▪ Data Warehousing ▪ Enterprise Content Management ▪ Information Integration and Governance 	<p>Deliver enterprise mobility</p>	<ul style="list-style-type: none"> ▪ Mobile Development and Connectivity ▪ Mobile Management and Security
<p>Deepen engagement with customers, partners and employees</p>	<ul style="list-style-type: none"> ▪ Social Collaboration ▪ Unified Communications ▪ Web Experience ▪ Commerce ▪ Procurement ▪ Enterprise Marketing Management ▪ Smarter City Operations 	<p>Accelerate product and service innovation</p>	<ul style="list-style-type: none"> ▪ Application Lifecycle Management ▪ Complex and Embedded Systems ▪ Enterprise Modernization
<p>Enable the agile business</p>	<ul style="list-style-type: none"> ▪ Business Process Management ▪ Connectivity, Integration and SOA ▪ Application Infrastructure 	<p>Optimize IT and business infrastructure</p>	<ul style="list-style-type: none"> ▪ Cloud and IT Optimization ▪ Asset and Facilities Management ▪ Enterprise Endpoint Management
		<p>Manage risk, security and compliance</p>	<ul style="list-style-type: none"> ▪ Identity and Access Management ▪ Data Protection ▪ Application Security ▪ Infrastructure Protection ▪ Security Intelligence and Compliance Analytics



Smarter Commerce

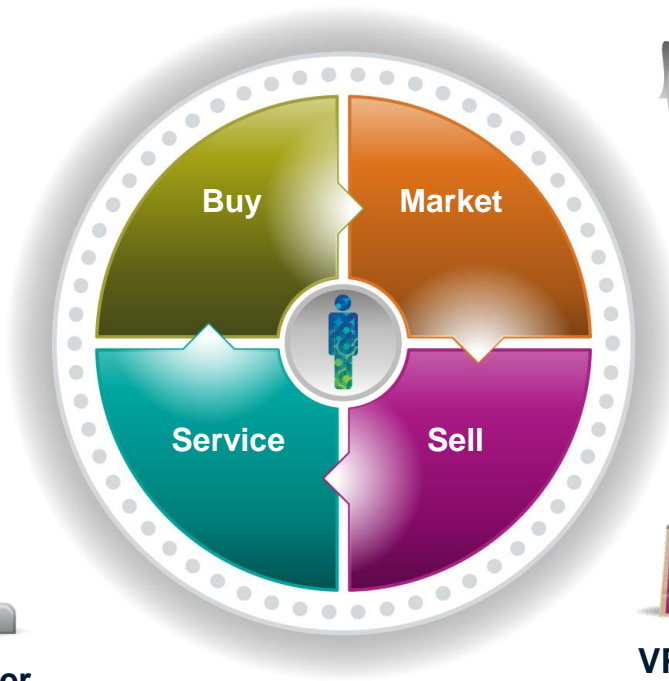
Transforming the Buy, Market, Sell and Service Cycle



**Chief
Procurement
Officer**



**Chief
Marketing
Officer**



**VP of Customer
Loyalty**

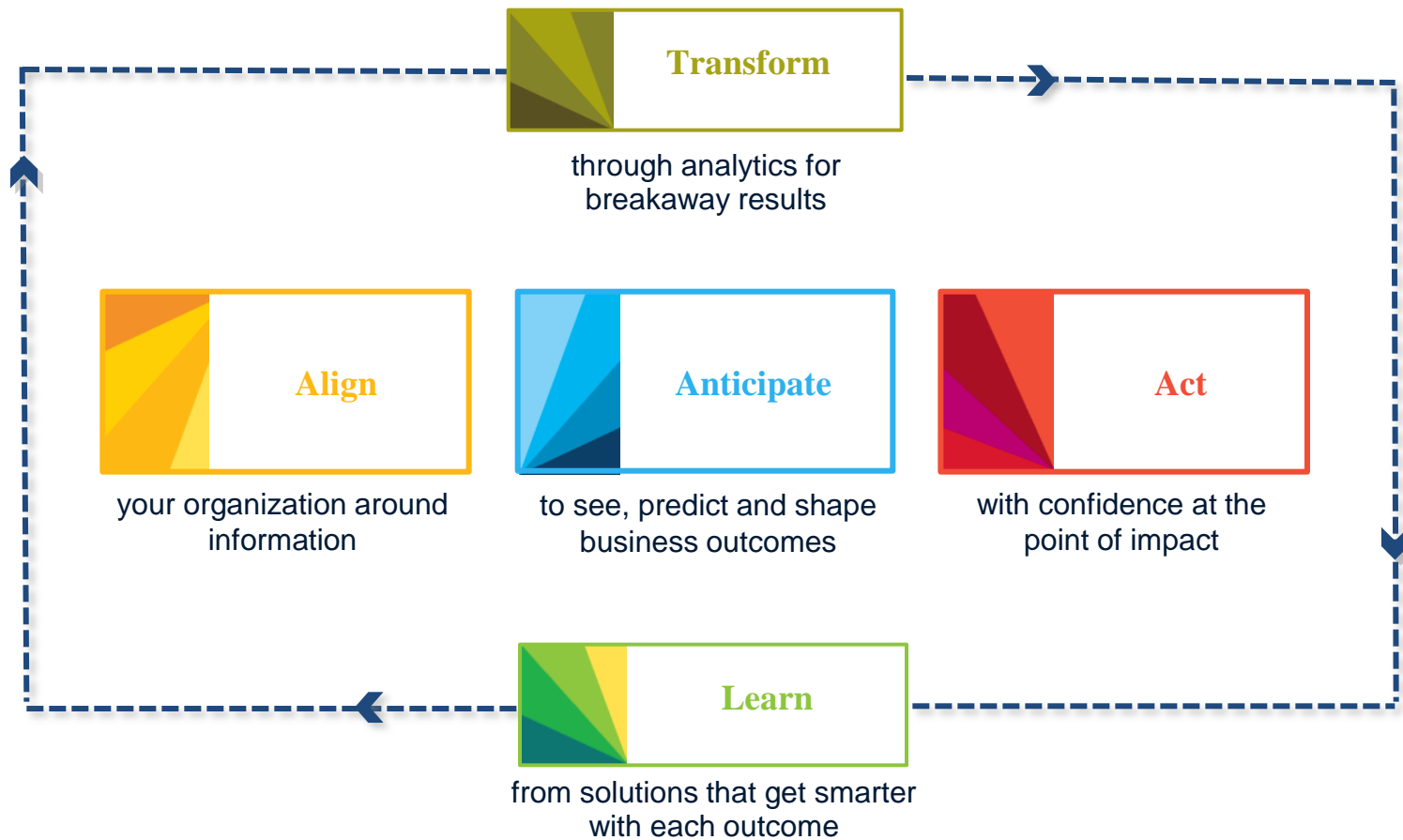


**VP of Commerce,
Stores &
Operations**



Smarter Analytics

Evolving from Business Initiative to **Imperative** for Every Organization



Elisa Corporation

Information and communications company adds the flexibility and performance required to gain new business insight and drive millions of euros in new revenue.

EUR800,000

Direct yearly savings

IBM Capabilities

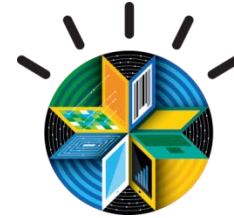
Business Analytics
Data Warehousing



IBM MobileFirst

The Industry's Most Comprehensive Mobile Portfolio

IBM MobileFirst



1

The Broadest
Portfolio of
Mobile
Solutions

2

The Deepest
Set of Services
Expertise

3

New Industry
Partnerships
and Resources
for Developers



Air Canada runs over 1400 daily flights
between the United States and Canada



Clients struggle to overcome barriers of time, cost and risk

Typical IT Project Time and Budget

Phase	Time (days)	Budget
Specify/design	73 - 96	14% - 16%
Procure	57 - 112	19% - 21%
Implement	74 - 93	12%
Configure/test	74 - 80	10% - 11%
Cluster & HA	66 - 104	11% - 12%
Backup	44 - 108	10%
Tune	89 - 98	9% - 10%
Management	67 - 110	9 - 10%

Top Causes of Project Delays

Hardware



Software



34% of new IT projects (US) deploy late

IBM PureSystems

A New Class Of Expert Integrated Systems

PureFlex



Infrastructure

Delivering Infrastructure Services

PureApplication



Application Platform

Delivering Platform Services

PureData



Data Platform

Delivering Data Services

OneTree Solutions

Using IBM PureSystems technology, OneTree Solutions is able to use integrated systems and patterns of expertise to slash deployment from three weeks to eight minutes

8 min.

Deployment, down from three weeks.

IBM capabilities

Expert Integrated Systems



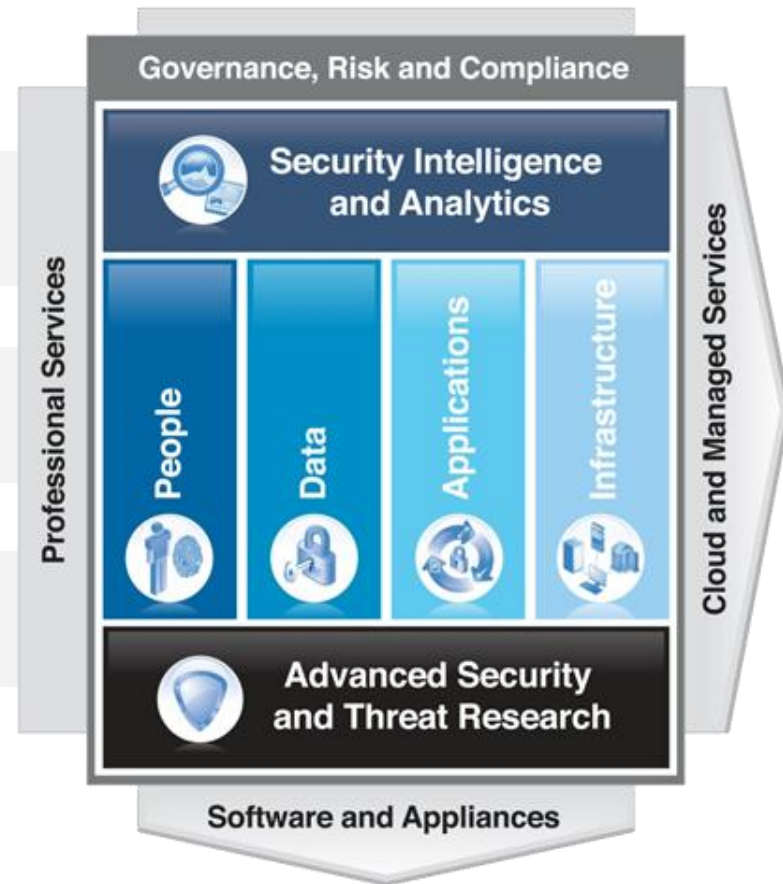
Security & Privacy

Delivering Security Solutions Across A Comprehensive Framework

Intelligence

Integration

Expertise



Banco Bonsucesso

Financial institution strengthens security while easing demands on IT.

2 hours

to provision new users—
down from five days

IBM Capabilities
Security



IBM offers a broad portfolio

Global industry and IT expertise help drive better business outcomes

IBM can help your organization:

- Align business and IT to capture new opportunities
- Operate at the speed of business
- Drive incremental revenue and profit
- Improve productivity and reduce costs
- Build on existing IT investments
- Simplify deployment through proven solutions

Where's the opportunity for you?



**Smarter
analytics**



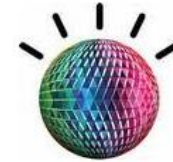
**Social
business**



Security



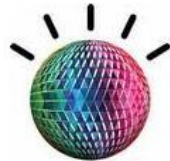
Big data



**Application
integration**



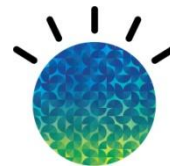
**Smarter
cities**



**Business
process**



Mobile



**Smarter
commerce**



**Cloud and
smarter
infrastructure**



**Expert
integrated
systems**

SolutionsConnect

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Meet Possible



Thank You!

Bohoma Stutiya!

Jason Mosakowski

**Director of Software Sales & Marketing,
IBM India-South Asia**