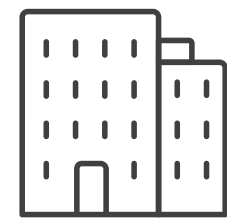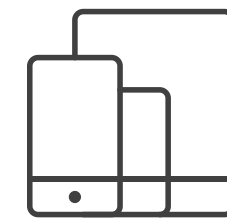# WHY YOU NEED THE IBM CLOUD

Designed to work seamlessly in multi-cloud environments and drive beyond cost and efficiency, the IBM Cloud is ready to help your business extract more value from its data – wherever it is, in whatever form it exists – to create and power the cognitive technologies of tomorrow.

you IBM

BUSINESS TODAY IS RAPIDLY CHANGING

52% of Fortune 500 companies are bankrupt, been acquired or have ceased to exist.*

72% of businesses are vulnerable to digital disruption within three years.**

274,000 new business startups open their doors each and every day.†

A NEW ERA OF BUSINESS NEEDS A NEW KIND OF CLOUD.

A CLOUD THAT HAS

ENTERPRISE STRENGTH

IBM Blockchain is empowering CIOs to re-imagine their business networks.

OTHER CLOUD PROVIDERS

- Build generic clouds that don't address industry needs
- Apply cookie-cutter solutions to every business problem
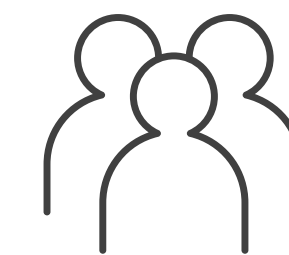- Fail to provide quick and effective customer service

THE IBM CLOUD

Has the collective wisdom from supporting top industries:

- 90% of top banks
- 90% of oil & gas companies
- 80% of retailers
- 92% of health care organisations

REMEMBER

When compliance matters, the IBM Cloud is completely auditable.

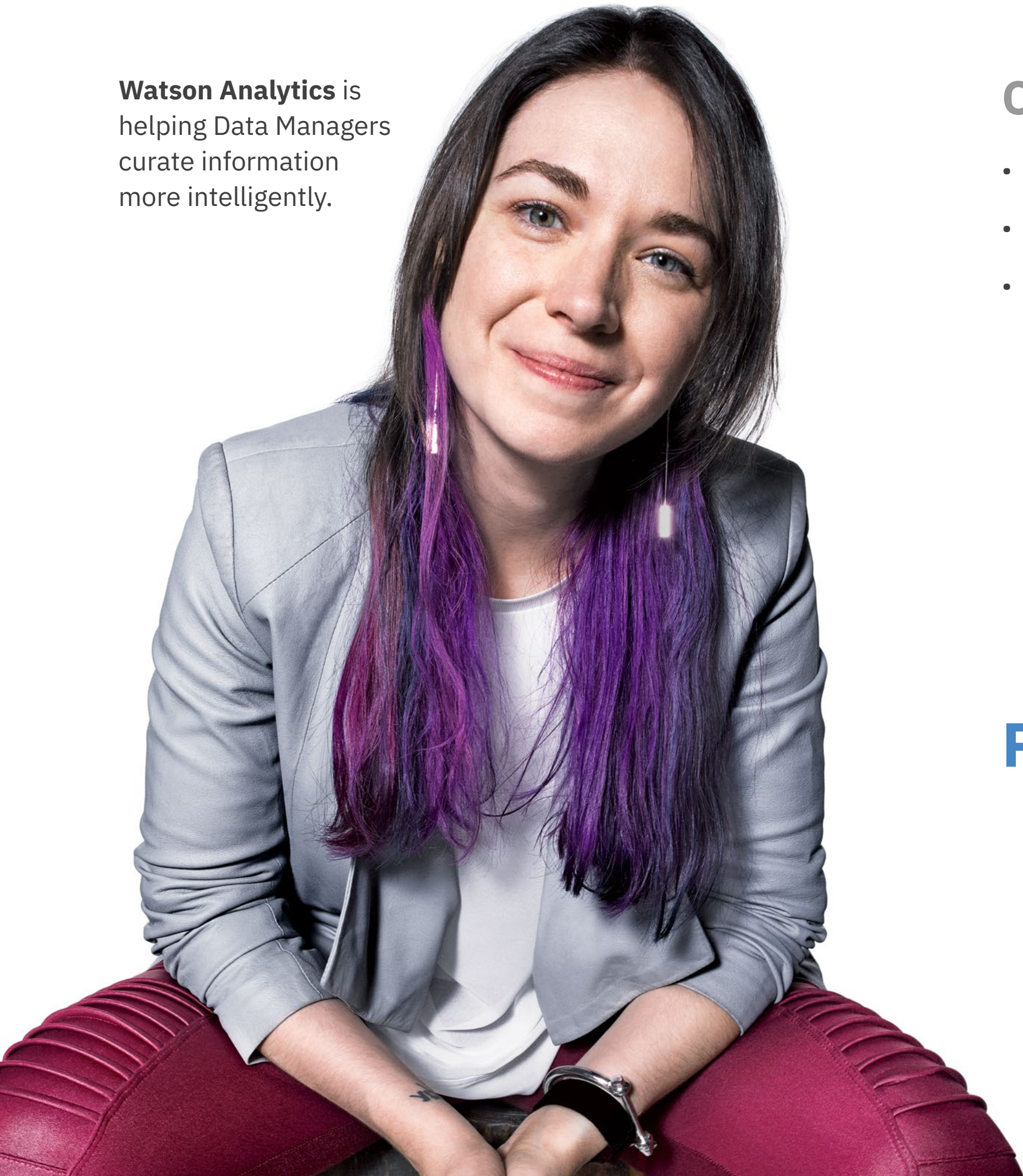The IBM Cloud is supported by **60,000 experts** across **20 industries.**

The IBM Cloud has the highest security rating in the industry.

A CLOUD THAT PUTS

DATA-FIRST

Watson Analytics is helping Data Managers curate information more intelligently.
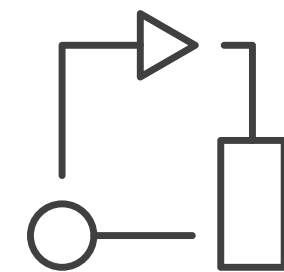
OTHER CLOUD PROVIDERS

- Don't let businesses take control of their data
- Spread data across many different clouds
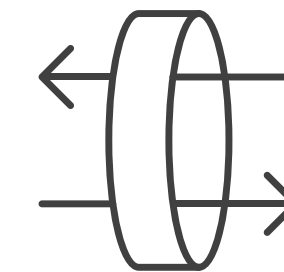- Limit the tools used to interpret the data

THE IBM CLOUD

- Eliminates silos that prevent data from being shared
- Never imposes hidden costs or cloud transfer fees
- Is designed from the ground up for easy data access
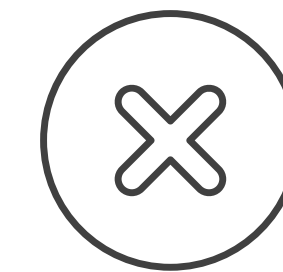- Gives you total control over your own data

REMEMBER

IBM's One Architecture makes it easy to use data from 3rd party clouds.

There are no hidden fees for moving data across clouds.

Avoid the handcuffs of proprietary tools.

A CLOUD THAT IS

COGNITIVE TO THE CORE

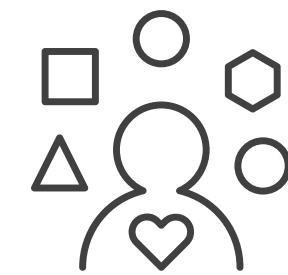**Watson** is helping Customer Service Managers deliver personalised 24/7 support.

OTHER CLOUD PROVIDERS

- Do not have a strategy for what's coming next

- Have no or very little A.I. experience

- Cannot offer enterprise grade A.I. at scale

THE IBM CLOUD

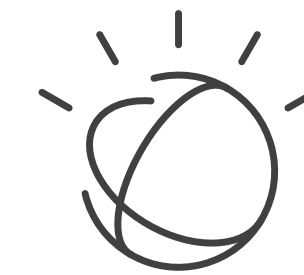- Is designed to fully integrate with Watson – a proven A.I. solution

- Has been built with reliable data science and unique data sets

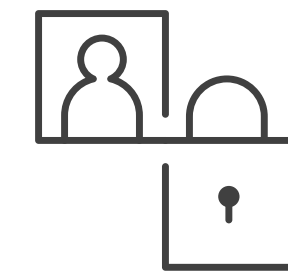- Runs on a cloud capable of handling intensive data needs

REMEMBER

The IBM Cloud puts **60+ cognitive APIs** at your fingertips.

The IBM Cloud affords easy access to A.I. that is trained for business.

Your insights are not accessible to your competitors.

SUCCESS STORIES

I CAN DEPLOY GLOBAL SOLUTIONS AND ENSURE HIGH AVAILABILITY.

Using **IBM® Cognos® Business Intelligence on Cloud** for high availability and disaster recovery, technicians at Tech Mahindra were able to rapidly deploy a new analytics environment and deliver reports and analyses to users around the world.

Learn more
ibm.biz/CLOUDHA

I CAN GIVE EVERY CUSTOMER A PERSONALISED EXPERIENCE.

With **Watson + Cloud**, Zumata, a contact centre for business travel, used cognitive solutions to build sophisticated chatbots that helped service reps improve outcomes while allowing them to expand beyond travel into banking and insurance.

Learn more
ibm.biz/CUSTREP

I CAN USE THE BLOCKCHAIN TO REIMAGINE OUR NETWORK.

Developers at logistics startup FreshTurf are using the **IBM Cloud** and blockchain technology to simplify online shopping and manage transactions between merchants, vendors, locker companies and consumers.

Learn more
ibm.biz/BLKCHAIN

SUCCESS STORIES

I CAN FUEL INNOVATION WITH DATA AND ANALYTICS.

With **Watson + IBM Cloud,** analysts at social media startup Konvo deliver personalised content using natural language processing (NLP) to analyse live feeds and find trending topics that match a user's cognitive personality.

Learn more
ibm.biz/SM-WNLP

I CAN DEVELOP APPLICATIONS FASTER THAN EVER.

Leveraging the **IBM Cloud,** technology startup Uvionics Tech improved 3rd party software integration and development testing, allowing their programmers to produce apps 50% faster with a 300% boost in output.

Learn more
ibm.biz/DEVTEST

I CAN QUICKLY DEPLOY THE RIGHT AMOUNT OF CLOUD CAPACITY.

Using the **IBM Cloud,** social media managers at Tennis Australia were able to dynamically provision new capacity almost instantly, allowing them to respond to surging fan traffic more rapidly, flexibly and cost-effectively.

Learn more
ibm.biz/AUTOINFRA

WHAT CAN YOU DO WITH IBM CLOUD?

MAKE YOUR DATA MAKE SENSE

FOCUS ON ENTERPRISE INNOVATION

INFUSE COGNITIVE THROUGHOUT YOUR COMPANY

Get started with IBM Cloud with special offers today.

➡ ibm.biz/CCOFFER

*Forbes - https://www.forbes.com/sites/oracle/2014/12/19/ray-wang-cloud-is-the-foundation-for-digital-transformation/#3755fa686483

**HBR - https://hbr.org/sponsored/2016/12/from-data-to-disruption-innovation-through-digital-intelligence

†Global Entrepreneurship Monitor - http://www.lerumba.com/Directory/shocking-number-of-worldwide-business-start-ups-each-year-article-39.aspx#.V9jYca2qGIQ