

Next NOW!

Opportunity Accelerated

**Gina Poole, Vice President, Marketing,
IBM Rational Software , IBM Corp.**



Date: 9th August, 2012 **Venue:** The Leela Palace, Bangalore

Technology is Reshaping Industries

What is an app?



A photograph of three young people (two men and one woman) lying on their stomachs on a grassy lawn, looking at a laptop. They are all smiling and appear to be engaged in a collaborative activity. The man on the left is wearing a grey t-shirt, the woman in the middle is wearing a dark top, and the man on the right is wearing a blue t-shirt. The background is a blurred outdoor setting.

Who are
developers?

Anyone

Who can access your information?



Everyone

Where do transactions happen?



Everywhere

Software Economics in a Smarter Planet

Business Needs

Broader Reach



Flexible Infrastructure



Instant Insight



Faster Delivery



Collaboration



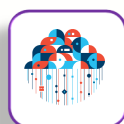
Enhanced Security



Mobile



Cloud



Big Data



Agility



Social



Security



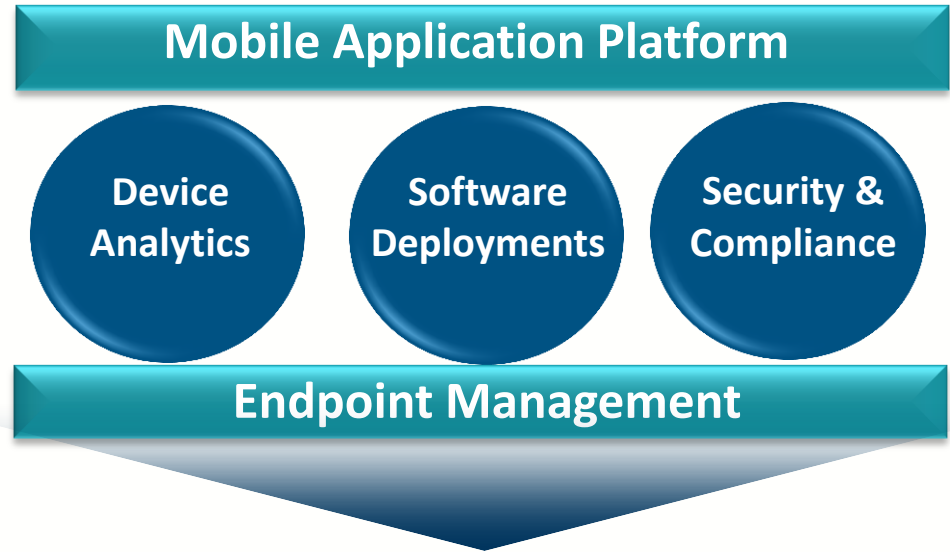
Improved Economics Across Software Supply Chains



Next NOW! Enterprise Mobility

Enabling more efficient, responsive businesses

- Transform
- Extend
- Manage



Desktops / laptop / servers



Mobile endpoint



Purpose-specific endpoint



Next NOW! Enterprise Mobility

Enabling more efficient, responsive businesses

Client Success



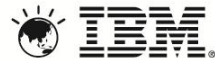
“ING DIRECT Canada was the first bank in the world to have mobile banking applications for all major platforms. The IBM solution, helped us take these critical offerings to market faster.”

Charaka Kithulegoda
Chief Information Officer, ING Direct Canada



Next NOW! Big Data & Analytics

Integrate and manage Variety, Velocity & Volume of Data



Analytic Applications

BI / Reporting	Exploration / Visualization	Functional App	Industry App	Predictive Analytics	Content Analytics
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- Harness large amounts of data
- Optimize Analytics
- Enable real-time decision making

IBM Big Data Platform

Visualization & Discovery

Application Development

Systems Management



Accelerators

Hadoop System



Stream Computing



Data Warehouse

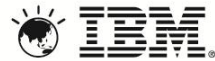


Information Integration & Governance



Next NOW! Big Data & Analytics

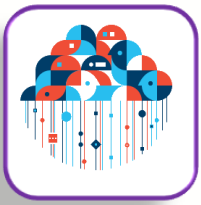
Integrate and manage Variety, Velocity & Volume of Data



Client Success



Implemented an enterprise-wide data warehouse to provide better control and insight into the bank operations, and support the bank's vision of 15 crores customers by 2013. Saved 12 lakh man days and realized over Rs. 1,050 crores.



Next NOW! Cloud Computing

Driving faster innovation & speed time-to-value of new services

- Resilient to change
- Enterprise-aware
- Built-in insight

IBM SmartCloud Foundation

Platform as a Service Technologies



Lifecycle



Resources



Environments



Applications



Integration

Infrastructure as a Service Technologies



Infra-
structure



Administra-
tion



Performance



Security



Usage



Next NOW! Cloud Computing

Driving faster innovation & speed time-to-value of new services

Client Success

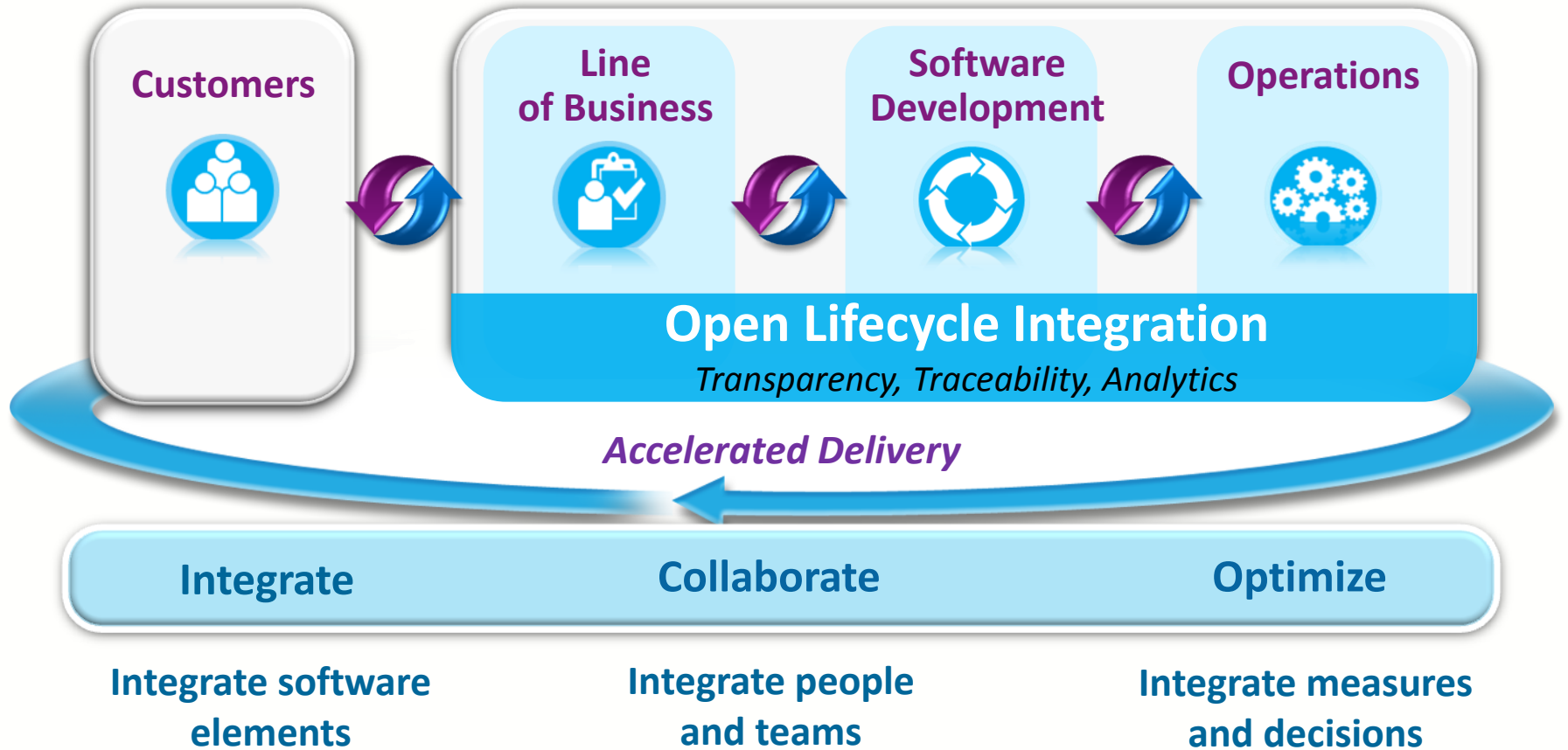


Reduced the amount of time required to complete a suite of tests by 99% with an integrated testing platform deployed through the IBM SmartCloud



Next NOW! Agile Development

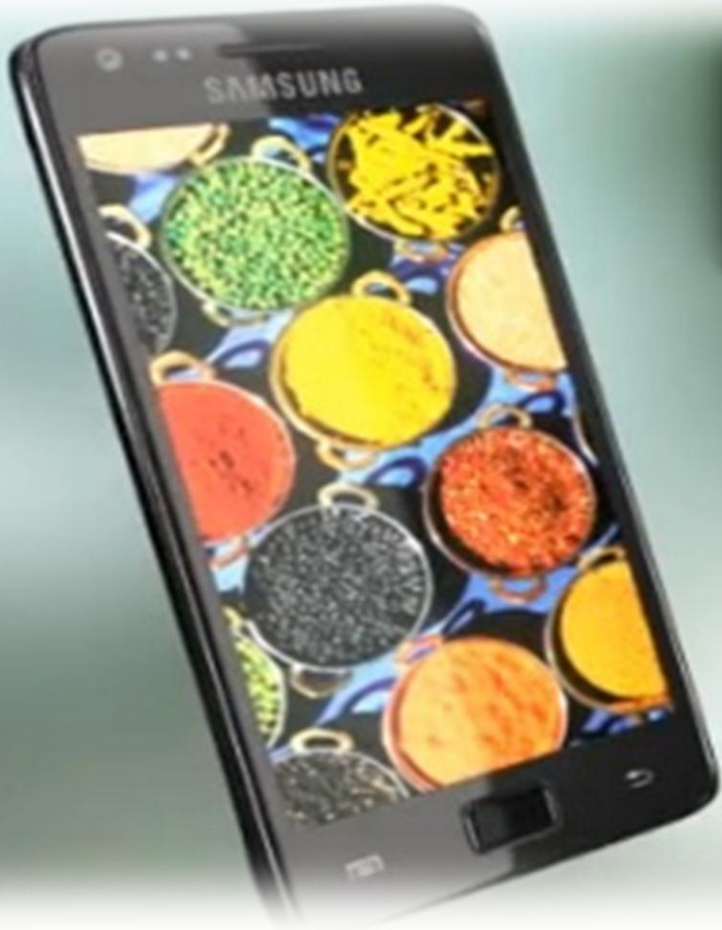
Accelerate the pace of software delivery





Next NOW! Agile Development

Accelerate the pace of software delivery



Client Success



**100% on-time deliveries
with 25% increase in
team satisfaction**



Next NOW! Social & Commerce

Catering to the enlightened customer

155 million

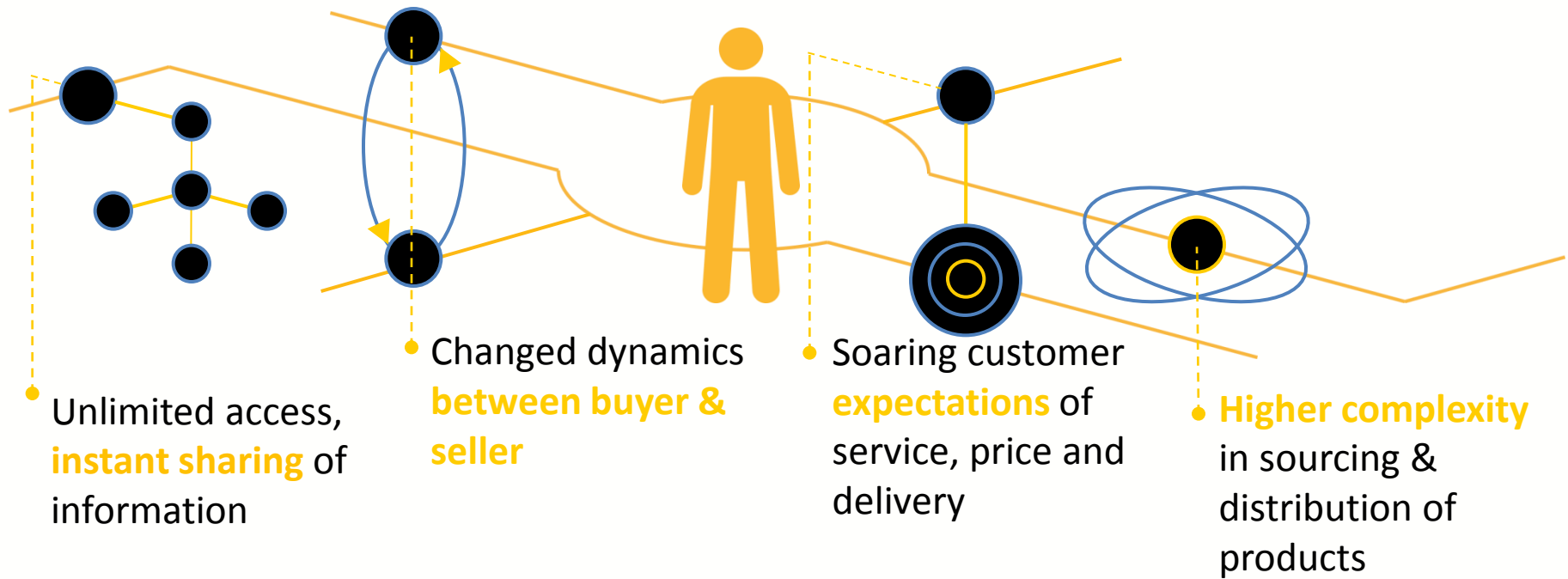
Tweets each day

75%

People think advertisements lie

\$93 billion

Sales lost due to out of stock inventory





Next NOW! Social & Commerce

Catering to the enlightened customer

Client Success

asianpaints

**Used social tools to share
expertise with those who need it
— even if they're half the world
away**



Next NOW! Security & Compliance

Ensuring business continuity, compliance and accessibility while reducing cost

- Intelligence
- Integration
- Expertise





Next NOW! Security & Compliance

Ensuring business continuity, compliance and accessibility while reducing cost



Client Success



Centralized management of 8,600+ desktops and servers to save costs, improve compliance levels, enhance operational simplicity and reduce risks.



There has never been
a better time
to be in software



Are You Making the Most of it?



THANK YOU

