

BusinessConnect

A New Era of Smart

5/29/2014

Driving competitive advantage in the era of smart



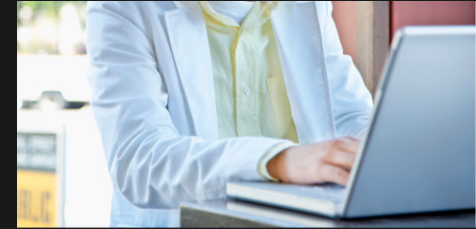
© 2014 IBM Corporation



More people have cell phones than have running water.



91% of mobile users always keep their device within arm's reach.



2 billion social connections happen daily on the internet.



There will be 1 trillion connected objects and devices by 2015.



By 2020 there could be more megabytes of digital data than grains of sand on Earth.



85 percent of new software is now being built for cloud.

We live in a moment of enormous possibility and transformation

Three methods of new value creation:



Utilize
Data

as the new basis of
competitive advantage



Leverage
Cloud

as growth engine for
business

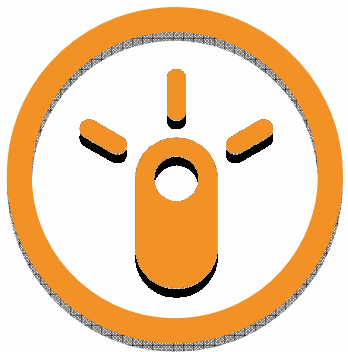


Use people-centric
Engagement

to drive productivity
and brand value

Together, they change everything.

Exploit **data** as the new basis of competitive advantage



Insight

Act with confidence

Speed

Act in real-time

1. Apply sophisticated analytics
2. Capture the time value of data
3. Embrace cognitive computing

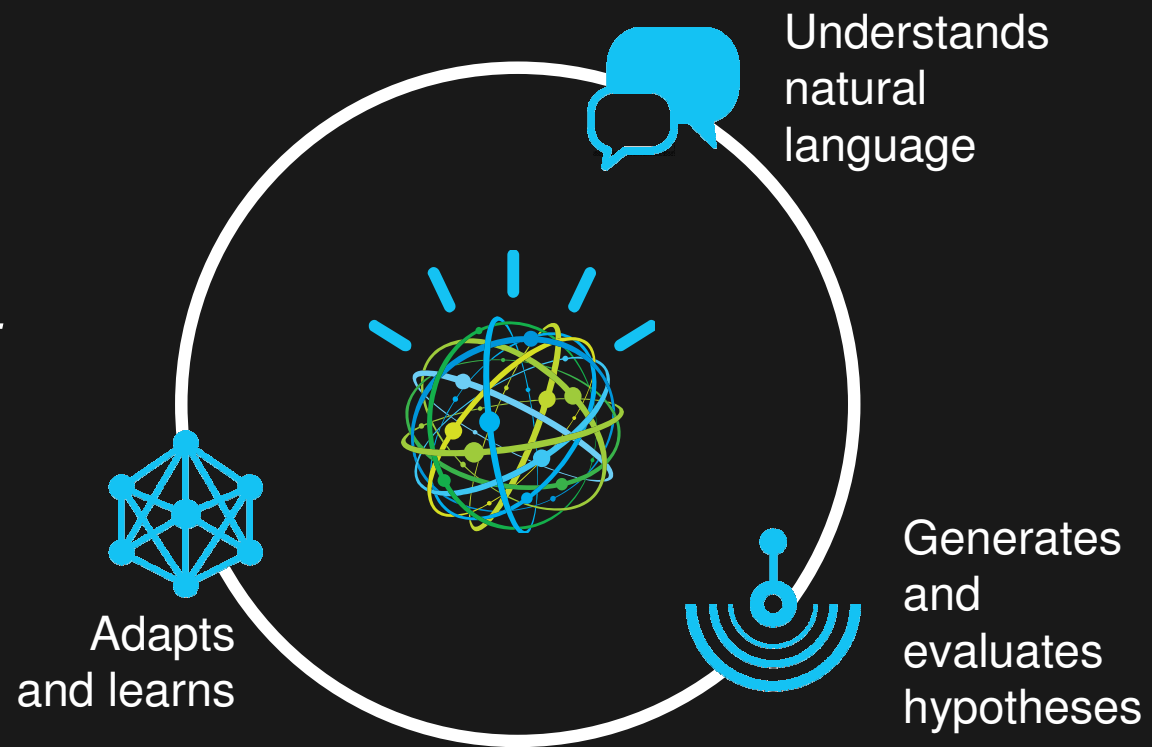
Watson is cognitive computing

Learns through *education*.

Supports natural human *expression*.

Extends *expertise*.

Continually *evolves*.



Leverage **cloud** as a growth engine for business



Innovate

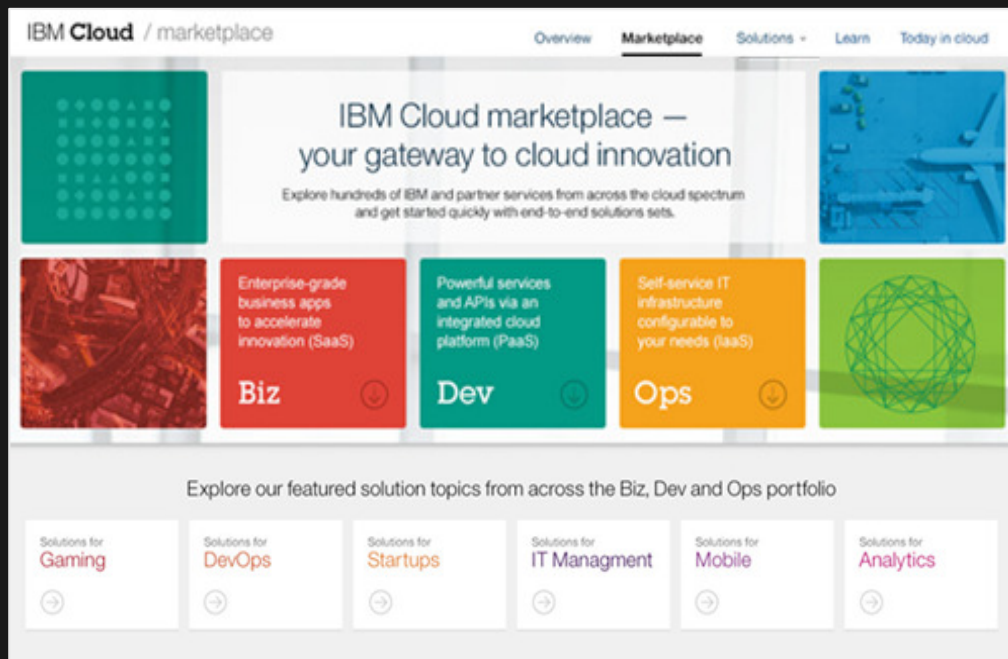
with speed

Integrate

seamlessly

1. Tap into market leading services
2. Compose and deploy apps faster
3. Create a hybrid environment

Tap into IBM Cloud marketplace for Biz, Dev & Ops



- Software as a Service to quickly address business needs by role
- Robust Platform as a Service to speed app dev [Codename BlueMix]
- Ultra-scalable, Infrastructure & Management as a Service for IT
- Rapidly growing ecosystem of IBM and partner services

ibm.com/cloud/marketplace

Use people-centric **engagement** to drive productivity and brand value



1. Personalize each interaction
2. Engage through mobile, first
3. Secure data and earn trust

These imperatives impact *all* areas of the business



Finance transformation
Create new business models for growth



Marketing & client experience
Build 1:1 relationships with customers



Workforce
Enable collaborative leadership

Finance transformation

Creating new business models

91%

of CFOs prioritize input into
enterprise strategy; only 57%
feel effective at it



A photograph of a person with short grey hair, wearing a bright yellow jacket and a climbing harness, is climbing a dark, textured rock face. The person is leaning forward, focused on their work. A blue rope is attached to a metal carabiner on the rock, and a yellow sling is also visible. The background shows more of the rocky terrain. The image is overlaid with a semi-transparent white banner on the left side containing the Columbia logo and name. On the right side, there are large, semi-transparent geometric shapes in shades of blue, green, and yellow.

 Columbia

Marketing and client experience

Building 1:1 relationships

90%

Collaboration will intensify
with customers in 3–5 years





PAC
2000 A
 **CONAD**

Workforce

Enabling collaborative leadership

61%

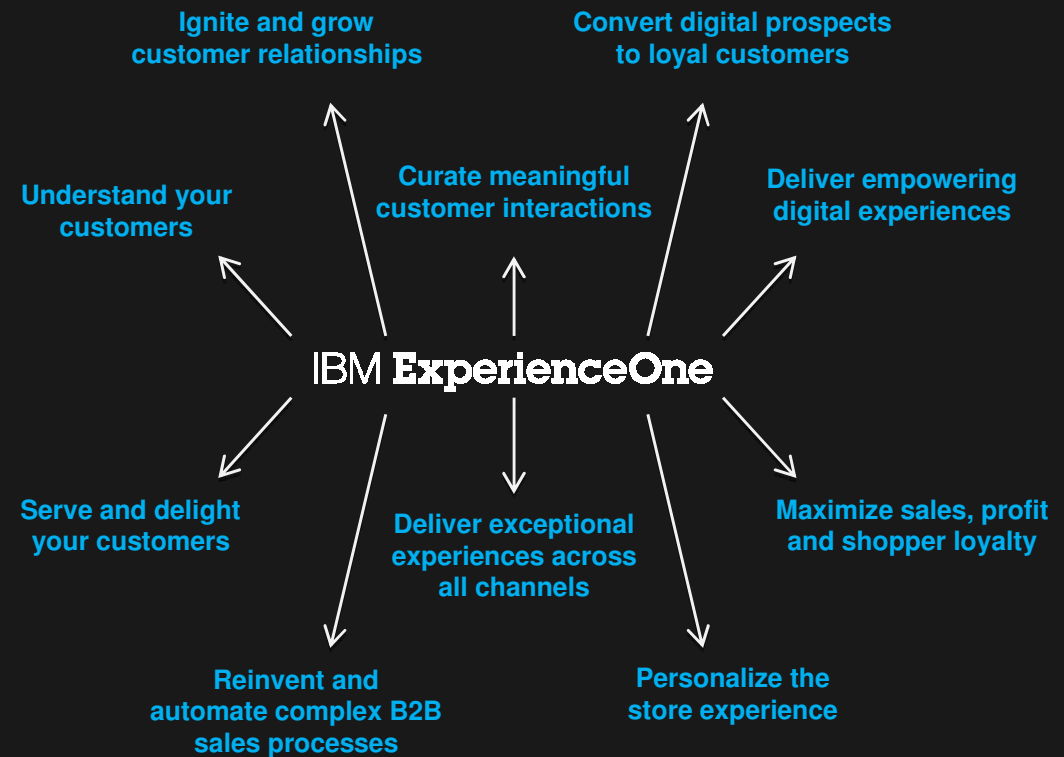
of CHROs in out-performing organizations leverage analytics for talent management



The NHS logo is positioned on the left side of the slide. It features the letters 'NHS' in a bold, white, sans-serif font, set against a solid blue rectangular background.

IBM ExperienceOne

Attract, delight and maximize the lifetime value of customers by enriching the ways you engage with each of them



We live in a moment of enormous possibility and transformation
What Kind of Future Will You Make of It?



Data

\$24B to build capabilities
 2k Watson professionals
 1k University partnerships



Cloud

40k cloud experts
 100+ leading SaaS offerings
 #1 ranked in IaaS
 \$1B invested in BlueMix



Engagement

38 leadership rankings across social, mobile and security in '13
 #1 social market share for 5 yrs
 60% of Fortune 100 license IBM social software

