

BusinessConnect

A New Era of Smart

June 29° 2014

Cloud as a Growth Engine for Business

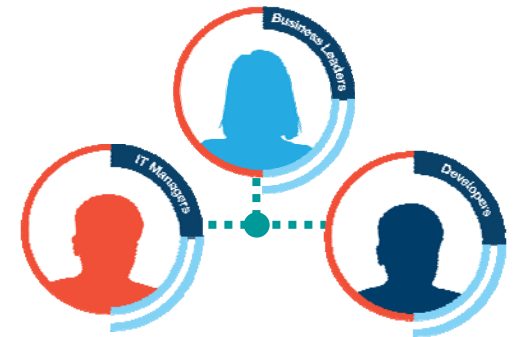
Alessandra Brasca
Cloud Leader – IBM Italia



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Cloud as a Growth Engine for Business



The Future is a
Composable
Business

The Path to Composable Business is

Dynamic Cloud



\$2B

SoftLayer
Acquisition

\$1.2B

Data Center
Expansion

\$7B+

Acquisition
Investment

100+

SaaS
Offerings

40,000+

Experts

Think it.



Strategize how to use
cloud to drive revenue
growth and efficiencies

Build it.



Build and run your
private or hybrid cloud

Tap into it.



Utilize cloud services
delivered from IBM Cloud



Cloud is CHANGING The Way Work Gets Done



**Choice of
market leading
services**

**Robust platform
for service
composition**

**Self-optimizing
hybrid environment**



Today's Business and
IT Leaders Can't Wait to
Innovate
And Don't Have to



Cloud Business Solutions for Business Leaders

*Sterling
Commerce*

Sales & Commerce
eCommerce
Performance Analytics
Quote Management

Human Resources
Talent Management
Learning and Certification
Employee Onboarding

Kenexa

Emptoris

Procurement
Contract Management
Spend Analysis
Strategic Sourcing

Social Business
Collaboration Suite

DemandTec

IBM Connections

CORE METRICS

Finance
Reporting
Risk Analysis
Compensation Models

COGNOS
SPSS

Marketing
Demand Generation
Campaign Analytics
Agency Collaboration

unica



Cloud Leaders are Reinventing for Competitive Advantage



“With the IBM –DemandTec solution we have learned much more about our customers’ behavior and to work in a different way throughout the whole organization by simulating any scenario before applying the suitable choice.”

— Ugo Baldi, Conad del Tirreno CEO

The site allows us to engage with customers in meaningful, thoughtful ways, and to understand their behavior. We are a thoughtful brand. It is about the experience we create and the loyalty we build, not just sales.”

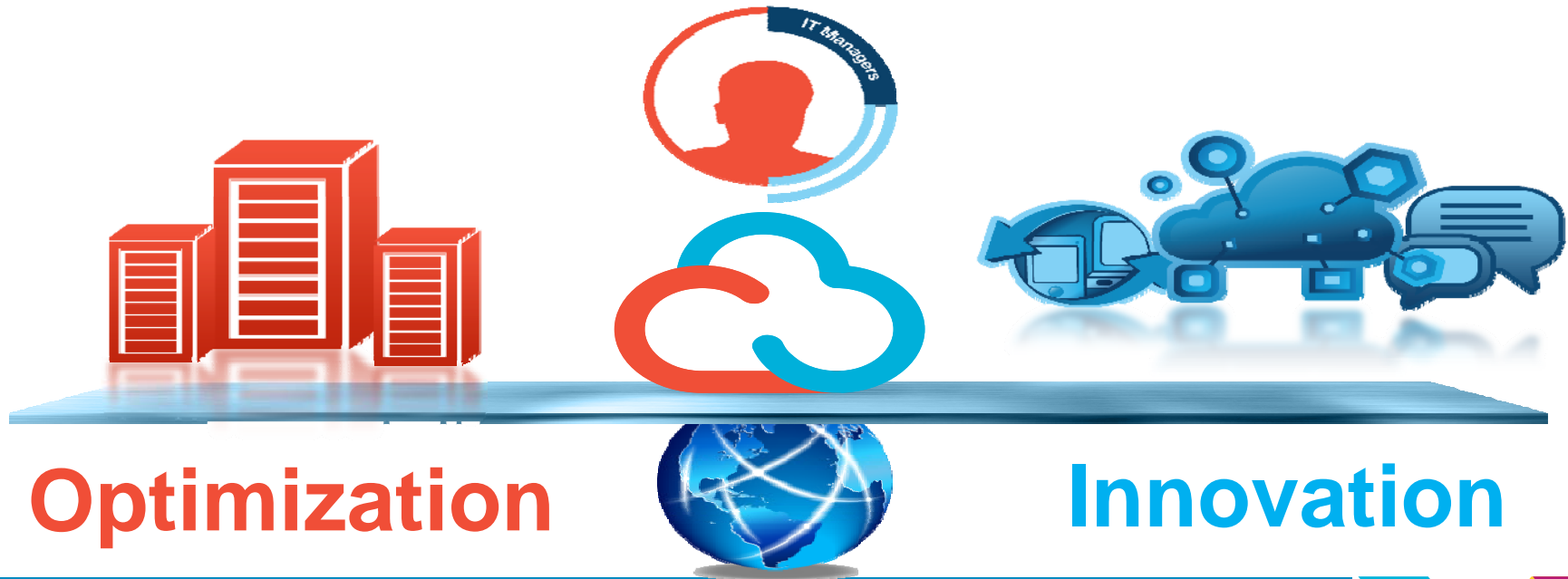
— Thomas Linemayr, President and Chief Executive

Officer Lindt & Sprüngli (USA)

IT Managers Will Architect Every Bold Move Your Organization Makes



Dynamic Cloud helps organizations to balance optimization with innovation, enabling new products and service models



There is no Dynamic Cloud without...

VISIBILITY



**See the services,
workloads and
resources**

CONTROL



**Manage cost,
risk and
compliance**

AUTOMATION



**Orchestrate a
dynamic hybrid
cloud**





**“Keyless
vehicle access
in real-time
via the app”**



**Obsessing about the
Customer Experience**

**Driving Transformational
Change**

**Creating Scalability in the
Organization**



Cloud Opens Up New Possibilities for Developers



- Access to services that were never available before
- Ability to bring and access the data that you need
- Launch new initiatives to directly engage your clients



Level Up with Unmatched Services From Codename: BlueMix



Mobile

Data api + app management
+ quality assurance



DevOps Services

Integrated developer experience for
mobile and cloud apps

NEW



Big Data & Analytics

From in-memory data store to
Hadoop analytics



Integration Services

Access to systems of records and
enterprise data



A growing ecosystem of partner services on BlueMix

Data | Development Tools | Security | Operations Support | Mobile | Analytics | Messaging

Supporting core **IBM** capabilities such as **SoftLayer** and **BlueMix** ▶ More joining every day



Cloud Opens Up New Possibilities



Connected Car Cloud for
“autonomous driving”
Internet of Things Cloud & BlueMix



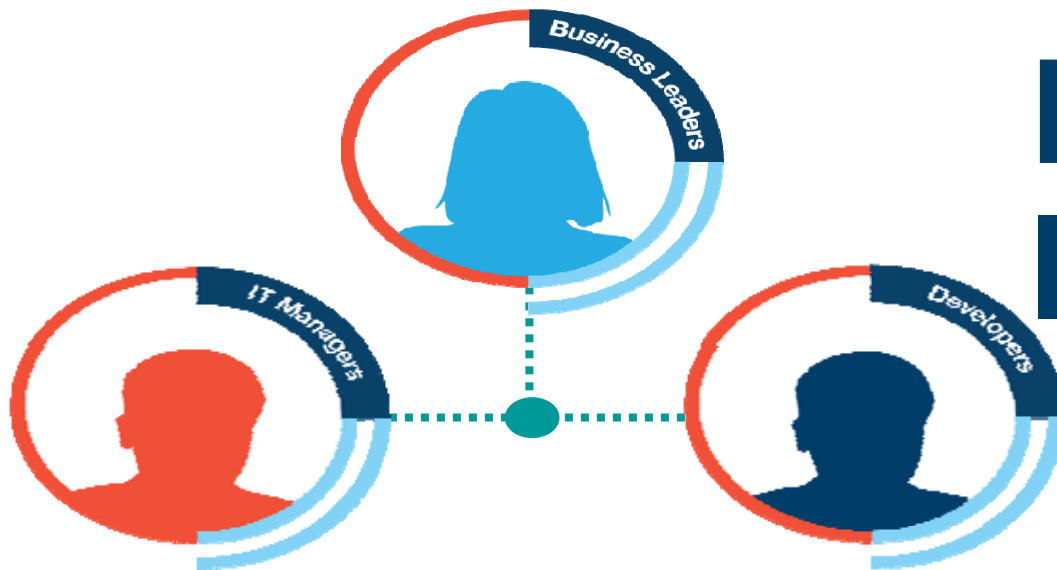
Dev@Italy

Foto (breve filmato) dei lavori



IBM “as-a-service”

Empowers Innovation





A New Era of Smart



Industries & solutions

Services

Products

Support & downloads

My IBM

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IBM **Cloud** / marketplace

Overview

Marketplace

Solutions ▾

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business apps to
accelerate innovation
(SaaS)

Biz



Powerful services and
APIs via an integrated
cloud platform (PaaS)

Dev



Self-service IT
infrastructure
configurable to your
needs (IaaS)

Ops



[The new IBM Cloud marketplace: Gateway to innovation](#)



IBM Leads the Industry in Cloud Business Services



HR



Marketing



Procurement



**Supply
Chain**

**100+ apps serving unmatched
breadth of C-Suite roles**

**24 of top 25 Fortune
500 use IBM SaaS**



**Sales/
Commerce**



Finance



Legal



**City
Manager**



Business Leaders have increasingly complex needs

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