# Your Blueprint for Success

**Paul Burton**

**Vice President, IBM SWG Information Management**

# Imagine

## the possibilities…
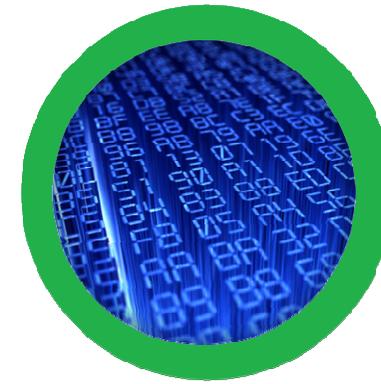## in a world with no limits

### Information from Everywhere

- Data & content
- Apps, web & sensors
- At rest & in motion
- Integrated & federated

### Radical Flexibility

- Virtualization at every level
- Automated administration
- Easy-to-use analytics

### Extreme Scalability
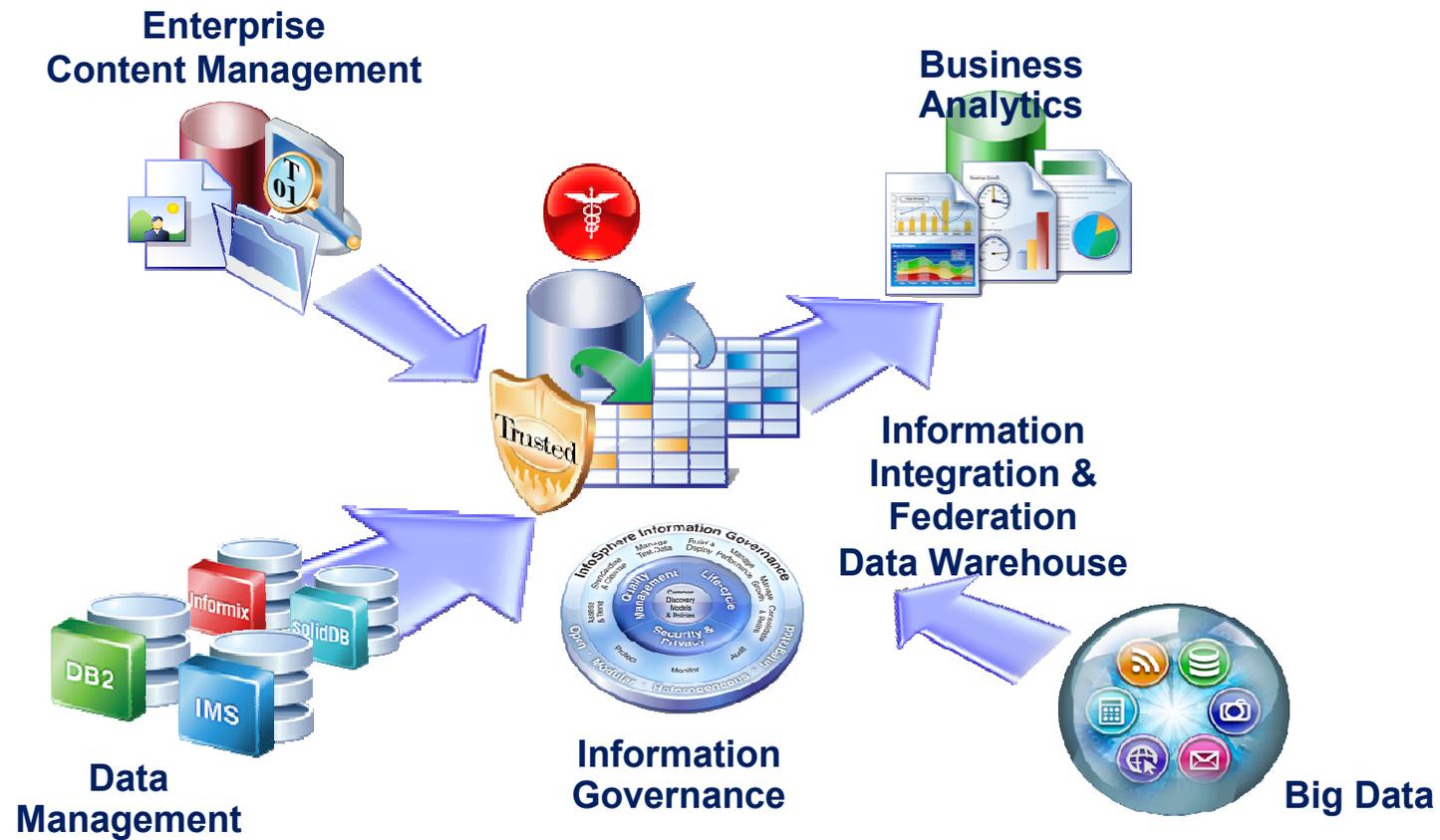
- Big Data analytics
- Real-time analytic processing
- Efficient parallelism
- Optimized systems

## Now… is your information strategy
# Bold Enough?

- Are you prioritizing and delivering specific business outcomes in your industry?

- Are you applying the right technology?

- Do you have a proactive partnership between business and IT?

- Have you made an investment in innovation, skills, and IT efficiency?

- Has your organization made a lasting commitment to strategic/cultural change?
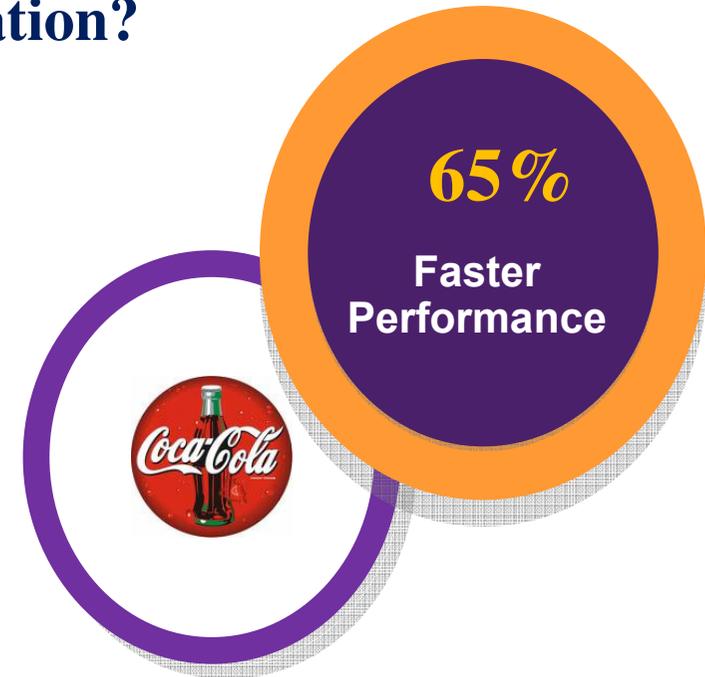
# Turn Insight Into Action

**Enterprise Content Management**

**Business Analytics**

**Information Integration & Federation Data Warehouse**

**Data Management**

**Information Governance**

**Big Data**

# How do I manage data in every application?

**65%**

**Faster Performance**

**Reduce** operational costs with near hands-free administration

**Optimize** SAP performance while reducing costs

**Reduce** the risk and cost of business growth, adapting in hours not months

# How do I integrate, federate and govern my information?

**Integrate & Transform** information
spending less time on custom coding

**Master** a single version of the truth
across all silos without rip & replace

**Manage** information lifecycle from creation
to retirement to reduce costs

**HealthNow**
HealthNow New York Inc.

**Improving
Quality of Care
and Saving
$5M
Annually**

Trusted

# How do I consolidate for analytics?

**2B record queries in**

**minutes**

**Reduce** cost and time from implementation to operation

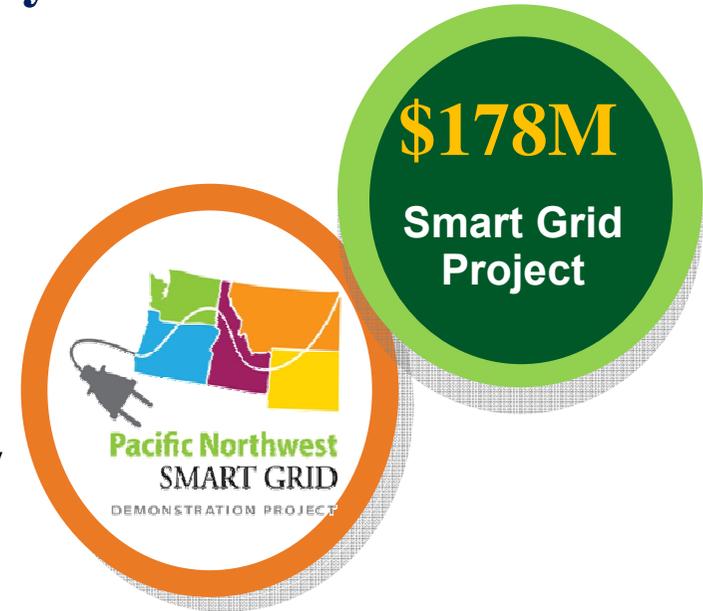**Provide** fast environment for analytics via parallel processing optimized for extreme data

**React** to new business requirements proactively

# How do I exploit information from everywhere?

**$178M**

**Smart Grid Project**

**Tap into** new information sources

**Handle** any volume, velocity and variety

8

# One more time …

## is your information strategy

# Bold Enough?

**44x**

Digital data growth through 2020

**60%**

of CEOs agree they have more data than they can use effectively

**12x**

Organizations that apply advanced analytics achieve more profit growth