

IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



Content in Motion Event

Introduction

Francis VIEIRA-NOBRE

Content in Motion

Smarter Content. New Insights. Better Outcomes.



Agenda

- 9h00 Plenary Session
- Welcome
 - Executive Address over Strategy & Roadmap
 - Executive Address over Information Lifecycle Governance
 - Advanced Case Management keynote session
- 10h30 Coffee break – ECM lobby
- 10h45 Break-out sessions
- TRACK I – (Plenary Room - Room G)
- * Client Case : Innovation at Ministerie Vlaamse Gemeenschap through IBM Content Analytics
 - * Client Case : IBM SmartCloud Content Management helps transform insurance company Nationale Nederlanden
- TRACK II – (Room H)
- * Demo : StoredIQ
 - * Demo : Bestrijd fraude met Intelligent Investigation Manager
- TRACK III – (Room J)
- * Demo : Content Navigator
 - * Client Case : Content Analytics in Healthcare
- 11h50 Closing
- 12h00 Plenary Session SolutionsConnect
- 13h00 Networking lunch - ECM lobby

Content in Motion



Acquisition strategy

IBM is buying

- IBM has acquired more than 100 companies since 2003, with more than 60 of them in the IBM Software Group
- IBM acquires companies to fill product portfolio gaps and enter new markets

Objective: faster growth inside

IBM vs. standalone business

- Revenue acceleration
- Revenue synergy

Performance of acquisitions over past five years

- Exceeding targets
- Improved overall IBM operational efficiencies

1

Milestones that Matter: IBM Software Acquisitions

Cloud through April 30, 2013

Building Capabilities – Industry Solutions

Recent acquisitions

Commerce	Sterling Commerce	Selling, order mgmt, supply chain mgmt 2010
Enterprise Content Management	Datalap	Data & document capture 2010
	StoredIQ	Big Data mining for improved information economics 2013
	FSS	Legal & Information governance 2010
Enterprise Marketing Management	ORACLE METRICS	Web analytics 2008
	tealeaf	Customer Experience Management 2012
	DemandTec	Enterprise marketing mgmt. 2010
		Principled motion and product mix optimization 2012
Procurement	Emptoris	Procurement and contract management 2012
Social Collaboration	nitix	Small business server solutions 2008
	OUTBLAZE	Hosted, multilingual e-mail service 2009
Smarter City Operations	i2	Intelligence analytics 2011
	CURAM SOFTWARE	Social enterprise management 2011
Talent and Workforce Management	Kenexa	Talent and Workforce Management 2012

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Shifts in the ECM marketplace

1 ▶ Content is exploding
Greater volume, variety and velocity

2 ▶ Content is valuable
Increasing opportunities to activate & analyze

3 ▶ Content is at work
Clients expecting high-value solutions

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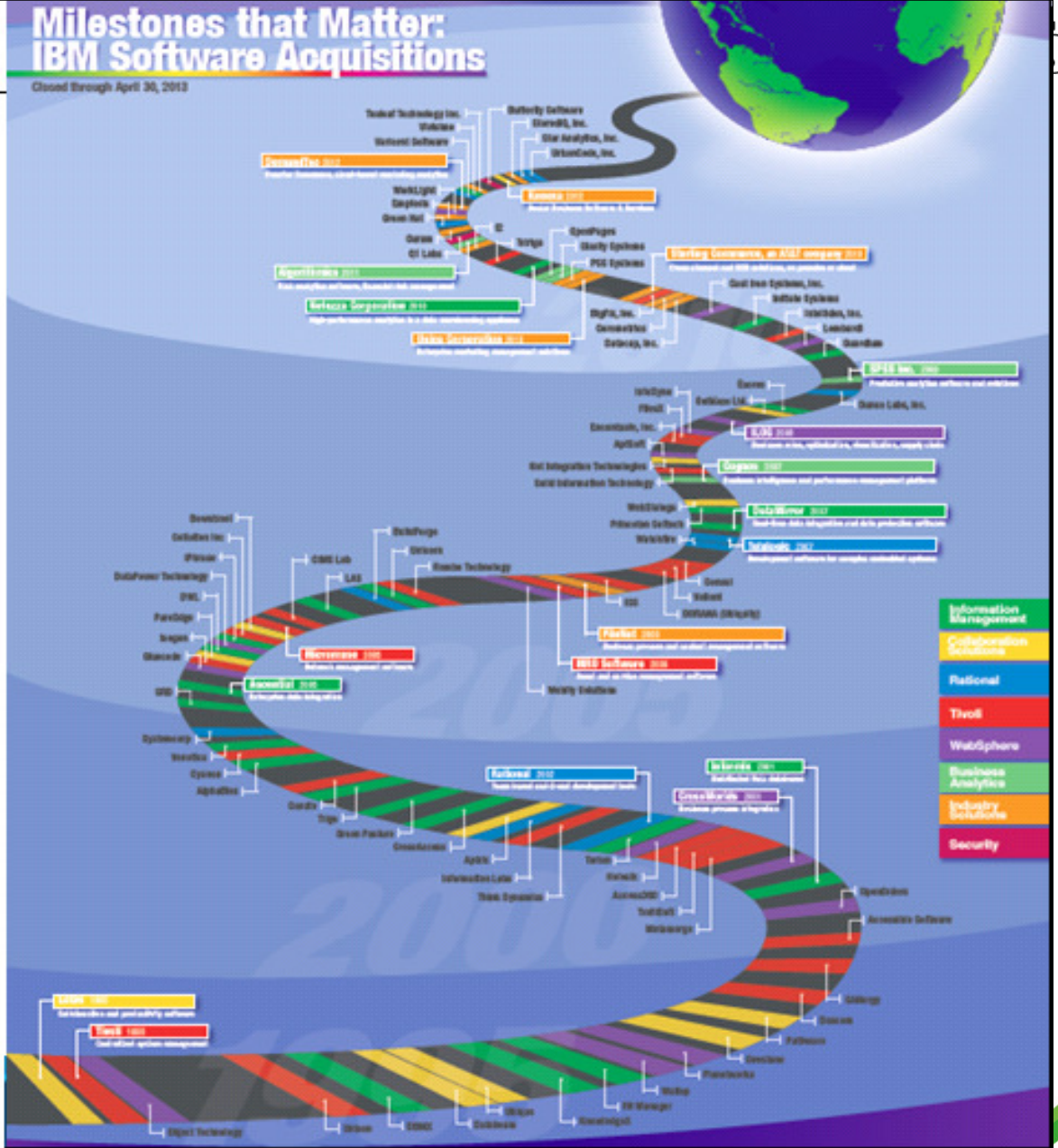
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Building Capabilities – Industry Solutions



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Enterprise Marketing Management	CORE METRICS	Web analytics 2008	DemandTec	Enterprise marketing mgmt. 2010
	tealeaf	Customer Experience Management 2012	Pricerun	Pricing, promotion and product mix optimization 2012
Procurement	Emptoris	Procurement and contract management 2012		
Social Collaboration	nitix	Small business server solutions 2008	OUTBLAZE	Hosted, multilingual e-mail service 2009
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