

BusinessConnect 2014

A New Era of Smart



Driving competitive advantage in a new era of smart

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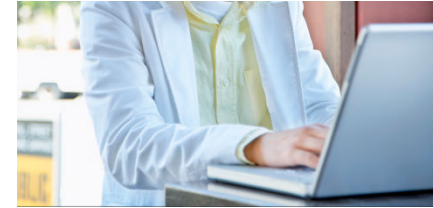




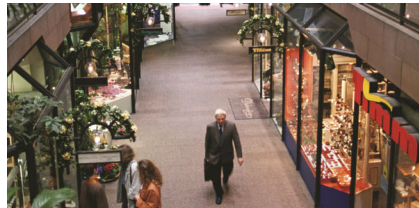
85% of new software is now being built for cloud.



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



2 billion social connections happen daily on the internet.



Ecommerce in the Middle East is dominated by Banking and Travel, online shopping is below 10% penetration



Smart phone penetration in Qatar is 70%, but only 14% use their phones to make purchases

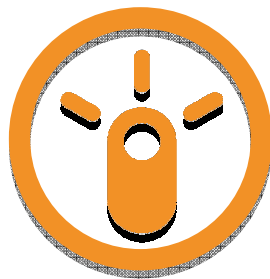


Internet penetration in Qatar is the highest in the Middle East at 86%, with mainstream media going increasingly online



We live in a moment of enormous possibility and transformation

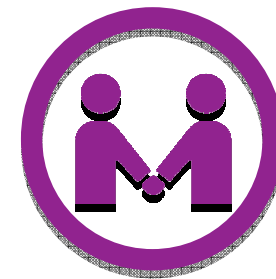
Three methods of new value creation:



Utilize
Data
as the new basis of
competitive advantage



Leverage
Cloud
as growth engine for
business

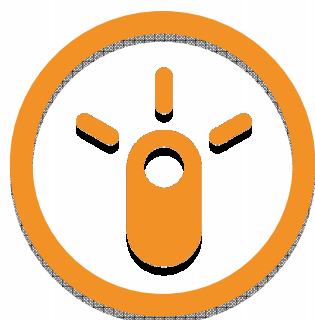


Use people-centric
Engagement
to drive productivity
and brand value

Together, they change everything.



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



Insight

to act with confidence

Speed

to act in real-time

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



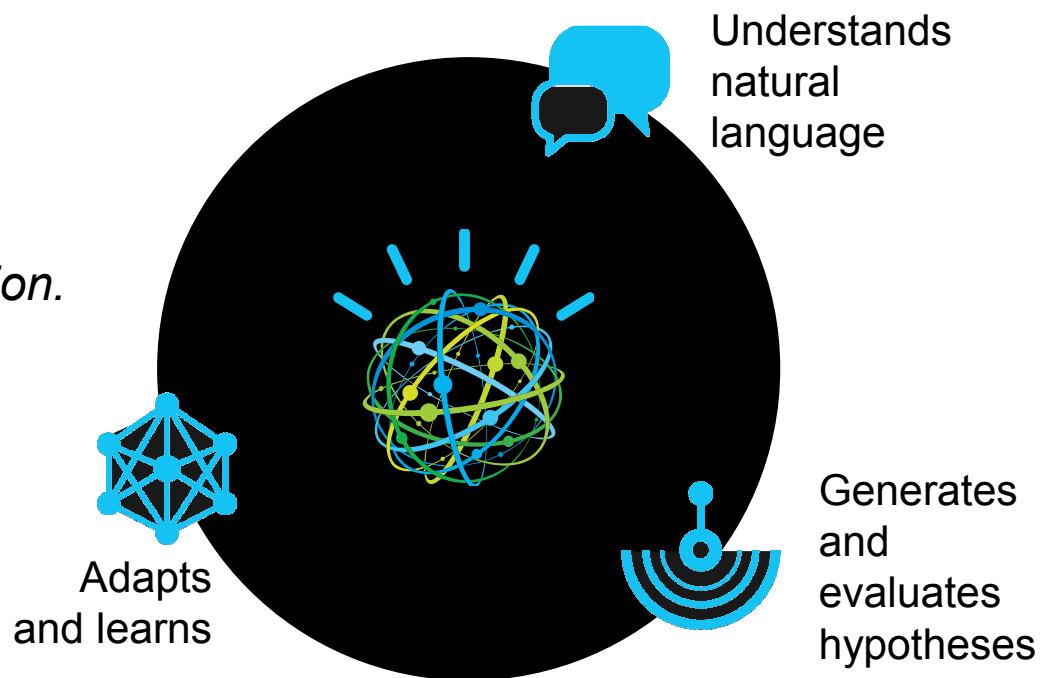
Watson is cognitive computing

Learns through *education*.

Supports natural human *expression*.

Extends *expertise*.

Continually *evolves*.



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



Innovate

with speed

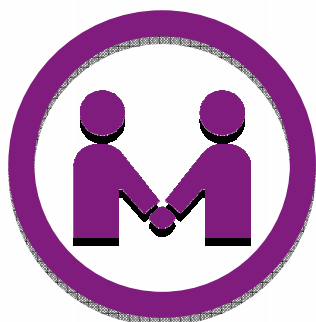
Integrate

seamlessly

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



Use people-centric engagement to drive productivity and brand value



Personalize

in the moment

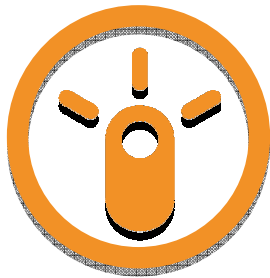
Protect

the brand

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



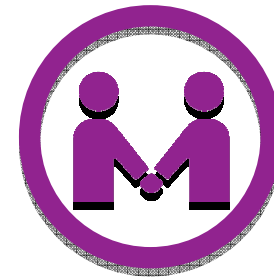
We live in a moment of enormous possibility and transformation
What kind of future will you make of it?



Utilize
Data
as the new basis of
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Leverage
Cloud
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Use people-centric
Engagement
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