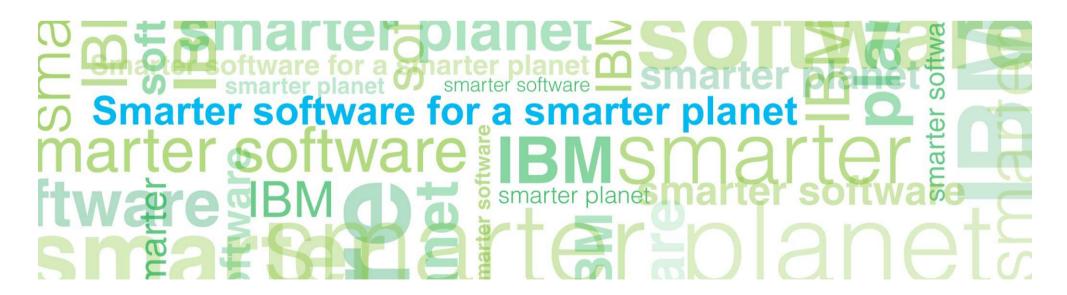


Turkcell - IBM Software Day

# **IBM Software Group Strategy & Vision**

Gökhan Nalbantoğlu Software Group Country Leader

20.09.2012

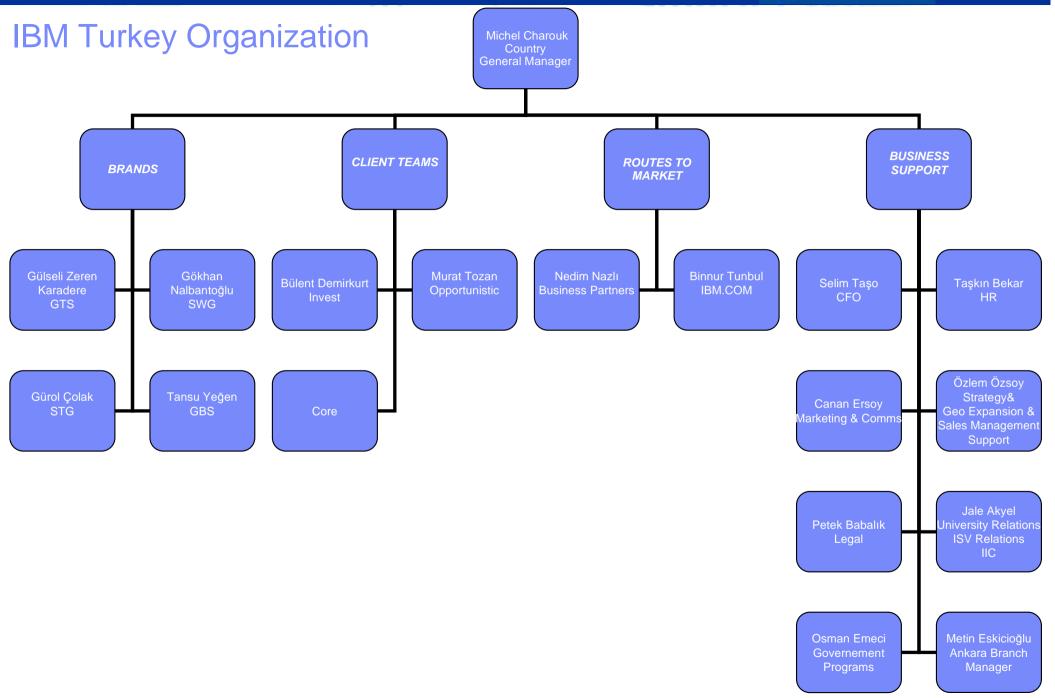




# Agenda

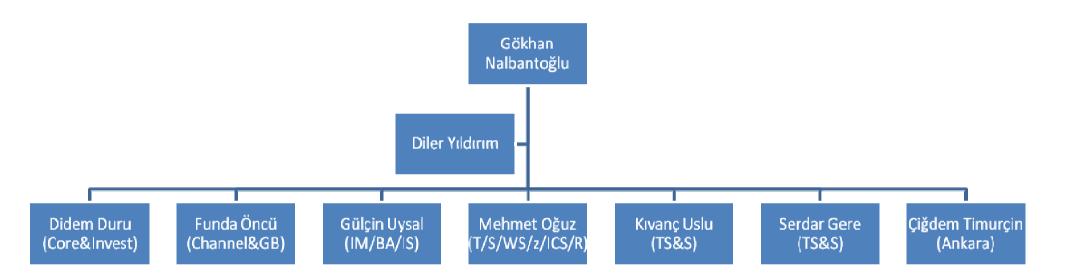
- 1 IBM Software Group Strategy & Vision
- 2 Big Data
- 3 Coffee Break
- 4 New Era of Customer Interaction
- 5 Independent Integrated Systems
- 6 Cocktail







# Core Management Team Software Group Turkey





# On a smarter planet, everyone is connected to everything, which makes us face

- An explosion of big data
- A hyperconnected society
- Increasingly demanding customers
- The push for relentless innovation

These marketplace shifts represent new opportunities for growth



## IBM software helps businesses to achieve that growth



Smarter analytics



Smarter cities



Cloud and IT optimization



Product and service innovation



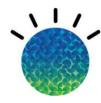
Social business



Business agility and mobility



Security



Smarter commerce



Over the last three years, IBM has transformed its software portfolio to address clients' business and IT needs by industry and role ...

#### **Industries**

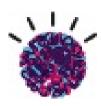
















**Banking** 

**Energy** 

Government

Healthcare

**Education** 

**Traffic** 

Retail

**Communications** 

#### **Functions/roles**



**Marketing CMO** 



Finance CFO



Human resources CHRO



Supply chain CSCO



**Executive CEO** 



IT CIO

#### **Business and IT needs**

Turn information into insights

Deepen engagement with customers, partners and employees Enable the agile business

Deliver enterprise mobility

Accelerate product and service innovation

Optimize IT and business infrastructure

Manage risk, security and compliance



# By providing clients with an incredibly rich set of capabilities

Need	Capabilities	Need	Capabilities	
Turn information into insights	<ul> <li>Business Analytics</li> <li>Data Management</li> <li>Big Data</li> <li>Data Warehousing</li> </ul>	<u>Deliver</u> <u>enterprise</u> <u>mobility</u>	<ul><li>Mobile Development and Connectivity</li><li>Mobile Management and Security</li></ul>	
	<ul> <li>Enterprise Content Management</li> <li>Information Integration and Governance</li> <li>Accelerate product and</li> </ul>		<ul> <li>Application Lifecycle Management</li> <li>Complex and Embedded Systems</li> </ul>	
Deepen engagement with customers, partners and employees	<ul> <li>Social Collaboration</li> <li>Unified Communications</li> <li>Web Experience</li> <li>Commerce</li> <li>Enterprise Marketing Management</li> <li>Smarter City Operations</li> </ul>	service innovation	Enterprise Modernization	
		Optimize IT and business infrastructure	<ul> <li>Cloud and IT Optimization</li> <li>Asset and Facilities Management</li> <li>Enterprise Endpoint Management</li> </ul>	
Enable the agile business	<ul> <li>Business Process Management</li> <li>Connectivity, Integration and SOA</li> <li>Application Infrastructure</li> </ul>	Manage risk, security and compliance	<ul> <li>Identity and Access Management</li> <li>Data Protection</li> <li>Application Security</li> <li>Infrastructure Protection</li> <li>Security Intelligence and Compliance Analytics</li> </ul>	



## What is Big Data

Extracting insight from an immense <u>volume</u>, <u>variety</u> and <u>velocity</u> of data, in context, beyond what was previously possible.



Variety

Manage the complexity of multiple relational and non-relational data types and schemas

Velocity

Streaming data and large volume data movement

Volume

Scale from terabytes to zettabytes



## About the Communications Industry

# Dramatic forces across the communications industry require new approaches to succeed in a dynamic market.

Disruptive competitors drive down profit margins

Advances in technologies like cloud and next-gen networks challenge legacy systems' ability to keep pace

Mobility and data services growth cause an unprecedented network traffic and data explosion

Empowered customers

expect a superior communications experience anywhere, anytime, on any device

Active government involvement means increasing regulations





### **About the Communications Industry**

# The constant change of the communications industry today represents a tremendous growth potential.

#### Mobility

# 50 billion mobile devices

will be connected to the internet by 2020

#### Customer advocacy

## 55 percent

of CSP customers worldwide who are considered "antagonists" and can be converted to "advocates"

#### Data services

# 18 times increase

increase in data services by 2015

#### New markets

# \$126 billion Cloud market

potential for cloud-based services by 2015



# To sustain revenue growth, leaders across your industry are prioritizing three imperatives

Deliver smarter services that generate new sources of revenue

Transform operations to achieve business and service excellence

Build smarter networks



## We continue our significant investments in the communications industry Solutions, Acquisitions and Telecom Industry Framework (SPDE)

	2006	2007	2008	2009	2010 2012	
Key Solution Investments	Network Interoperability SDP for IMS extension SDP at Bharti	Network & IT Optimization  IT & network convergence BladeCenter HT Service Management	Integrating the Enterprise  SOA, eTOM & NGOSS-based OSS/BSS integration  Web 2.0 for service innovation  Acquired Cognos iLog Telelogic SolidDB	Smarter Planet & Communications  • \$100M research investment in mobile web/FOAKs • Business Intelligence and Network Insight for CSPs	Smarter Solutions Smarter Services Smarter Operations Smarter Networks Analytics for CSP	
				<ul> <li>Growth market investment</li> <li>Acquired</li> <li>Guardium</li> <li>SPSS</li> <li>Redpill</li> </ul>	Acquired ITCN BigFix Lombardi Sterling Commerce Unica CoreMetrics Netezza	
Acquisitions	Acquired	<ul><li>Acquired</li><li>Vallent</li><li>Princeton Softech</li><li>DataMirror</li></ul>		<ul> <li>SPDE 3.0</li> <li>Ideation, Service Exposure &amp; Mashups</li> <li>Dynamic SOA BPM</li> <li>Media Integration</li> <li>Info Agenda/BI Service Assurance &amp; Customer Experience</li> <li>Security Solutions</li> </ul>	<ul> <li>SPDE 4.0</li> <li>Simplified graphics/msg</li> <li>CSP Business domains</li> <li>Capabilities in areas of: <ul> <li>Cloud (CSP2)</li> <li>B2B / commerce</li> <li>EMM</li> <li>Real-Time analytics</li> </ul> </li> <li>Improved alignment with TMF Frameworx</li> </ul>	
IBM Telecon Framework	SPDE 2.0 Service Creation GRAPH IMS Enable SOA TMF NGOSS	rs				

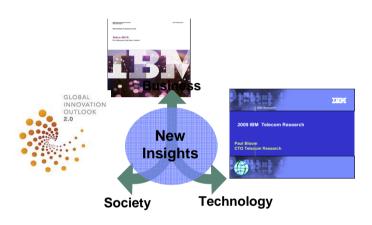


### IBM's global network of Telecom expertise

- 15,000+ subject matter experts
- Global Telco Center of Excellence (GTCoE)
- OSS, BSS & Comverse Centers of Excellence
- 8 Telecom Solution Labs (TSLs)
- 7 Software Solution Labs for Telco
- 2 Media Solution Labs (MSLs)



# IBM Research Innovation that Matters



- Telecom is IBM's #1 industry research focus
- 100 staff years devoted to Telecom-specific projects
- 250 staff years committed to cross-industry projects
- Telecom is one of IBM's targeted cross-industry markets