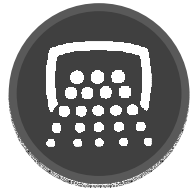




# Leadership in a New Era of Smart

Mitch Young  
Vice-President  
IBM Software, ASEAN





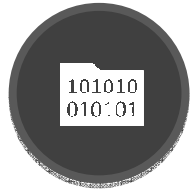
**25** percent of all people are on social networks



**2.7** billion people online



**62** percent of workloads on cloud by 2016



**2.5** quintillion bytes of data created daily



# Four Technologies Help Define the Smarter Enterprise



**Client-centric, digitally savvy** in its use of cloud, mobile, social and big data platforms to transform

**Embraces data in all forms** to apply analytics, unlock insight, and make fact-based decisions

Creates value in new ways by **forging deeper relationships** with clients and between employees

**Constantly adapts** to changing market dynamics, buyer demands and disruptive technologies





Engage customers, citizens and employees as individuals

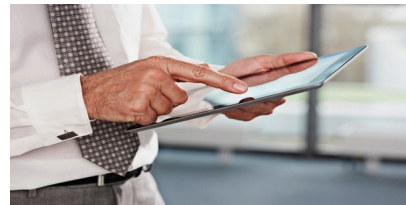
## Social Business

Empower your workforce and deliver a more compelling customer experience.

The only enterprise social platform to combine social networking, analytics, content management and integration capabilities.



Create a smarter workforce



Deliver an exceptional customer experience



Integrate social into your business processes



Engage anyone, anytime, anywhere

## Mobile

Provide insight-driven interactions with customers, employees and partners.

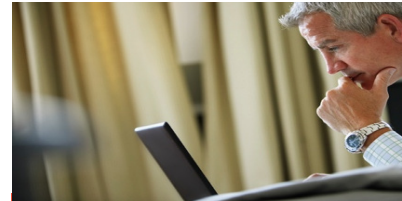
IBM MobileFirst solutions help turn interactions into opportunities, combining deep industry expertise with powerful analytics, cloud, social, and security technologies.



Transform strategy and operations by reimagining every interaction in a mobile first context



Optimize mobile experience and deepen engagement by delivering multi-platform mobile apps



Securely extend mobile to the enterprise with device, data, network and application integration and



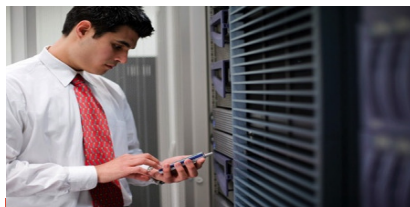


Use cloud to drive strategic change

## Cloud

Rethink IT. Reinvent business.

An open platform with a full range of security-rich, enterprise-class cloud services, featuring advanced cloud management and integrated security.



Reduce IT complexity and cost



Scale virtual resources to accommodate growth



Deliver cloud-based services to meet customer demand



Free resources to focus on innovation





Capitalize on big data to know and act

## Big Data & Analytics

Convert the world's new natural resource into value for your organization.

The industry's only purpose-built platform for big data, combined with best in class analytic solutions with the embedded expertise to deliver immediate business value at the point of impact.



AP (Thailand)  
Public Co. Ltd.



Attract, grow and retain customers



Transform financial processes to drive performance



Make risk-aware decisions and manage compliance



Optimize operations, prevent threat and fraud & monetize data

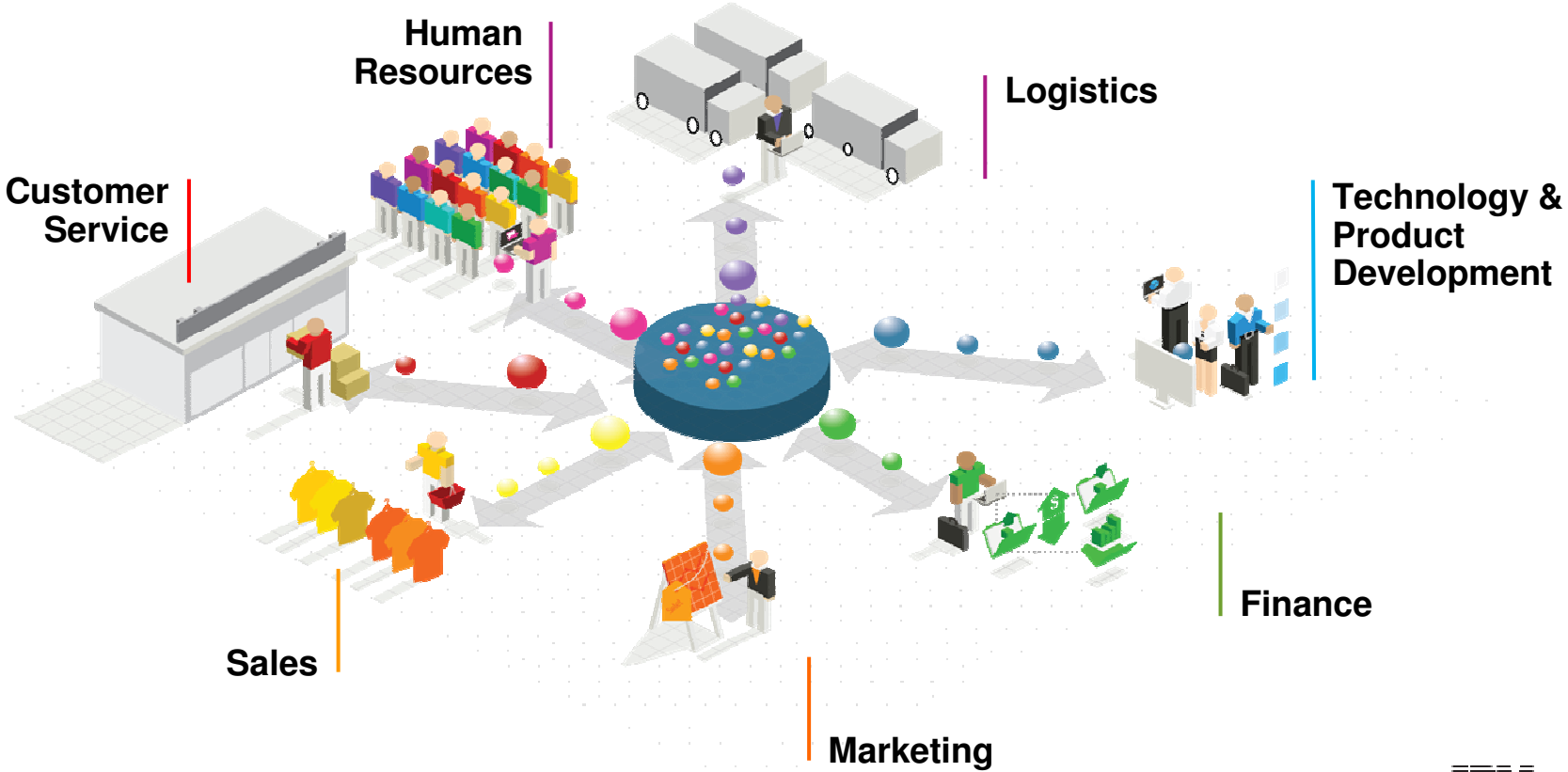


Gain IT efficiency and scale & enrich your information base





# Technology shifts are impacting all areas of Business







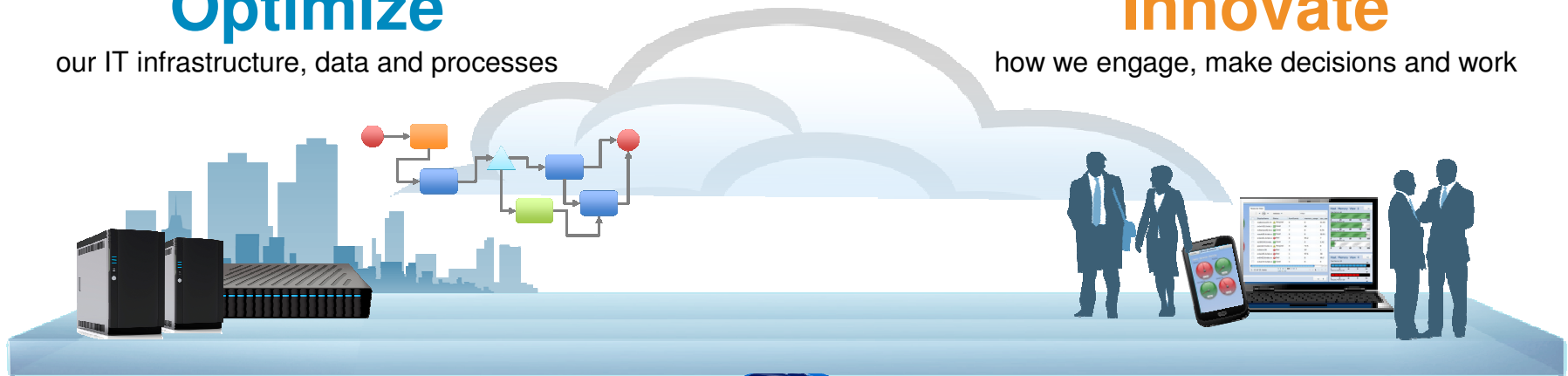
# Balancing the Need to Optimize and Innovate...

## Optimize

our IT infrastructure, data and processes

## Innovate

how we engage, make decisions and work



### Technology Leaders

Chief Information Officers  
Technology Architects  
Dev & Ops Leaders



### Line of Business Leaders

Marketing Leaders  
Sales Leaders  
Finance & HR Leaders





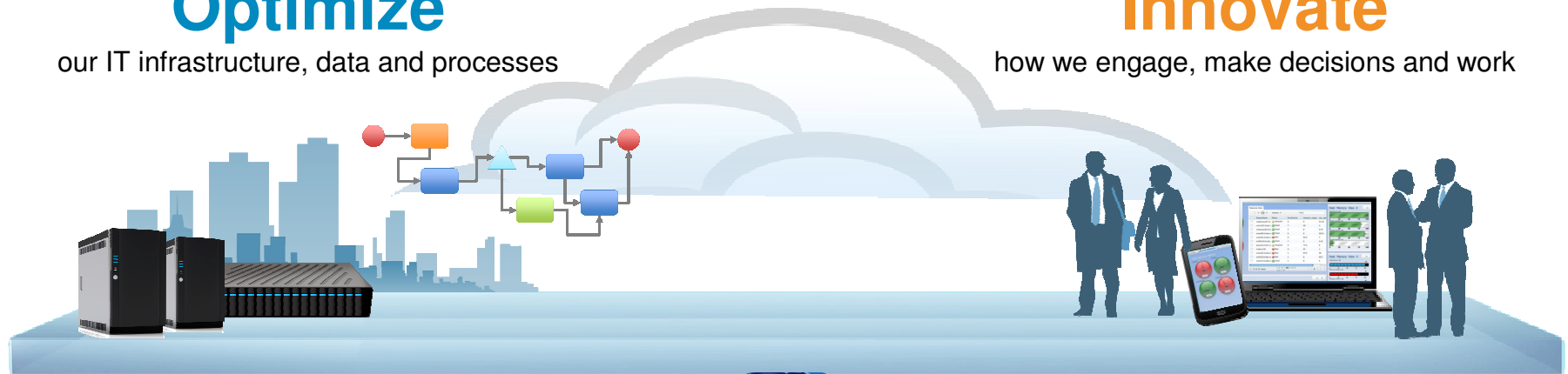
# ...Requires a Continuous, Two-way Process

## Optimize

our IT infrastructure, data and processes

## Innovate

how we engage, make decisions and work



### Systems of Record

- Secure Data
- Dynamic Infrastructure
- On-demand Self-service



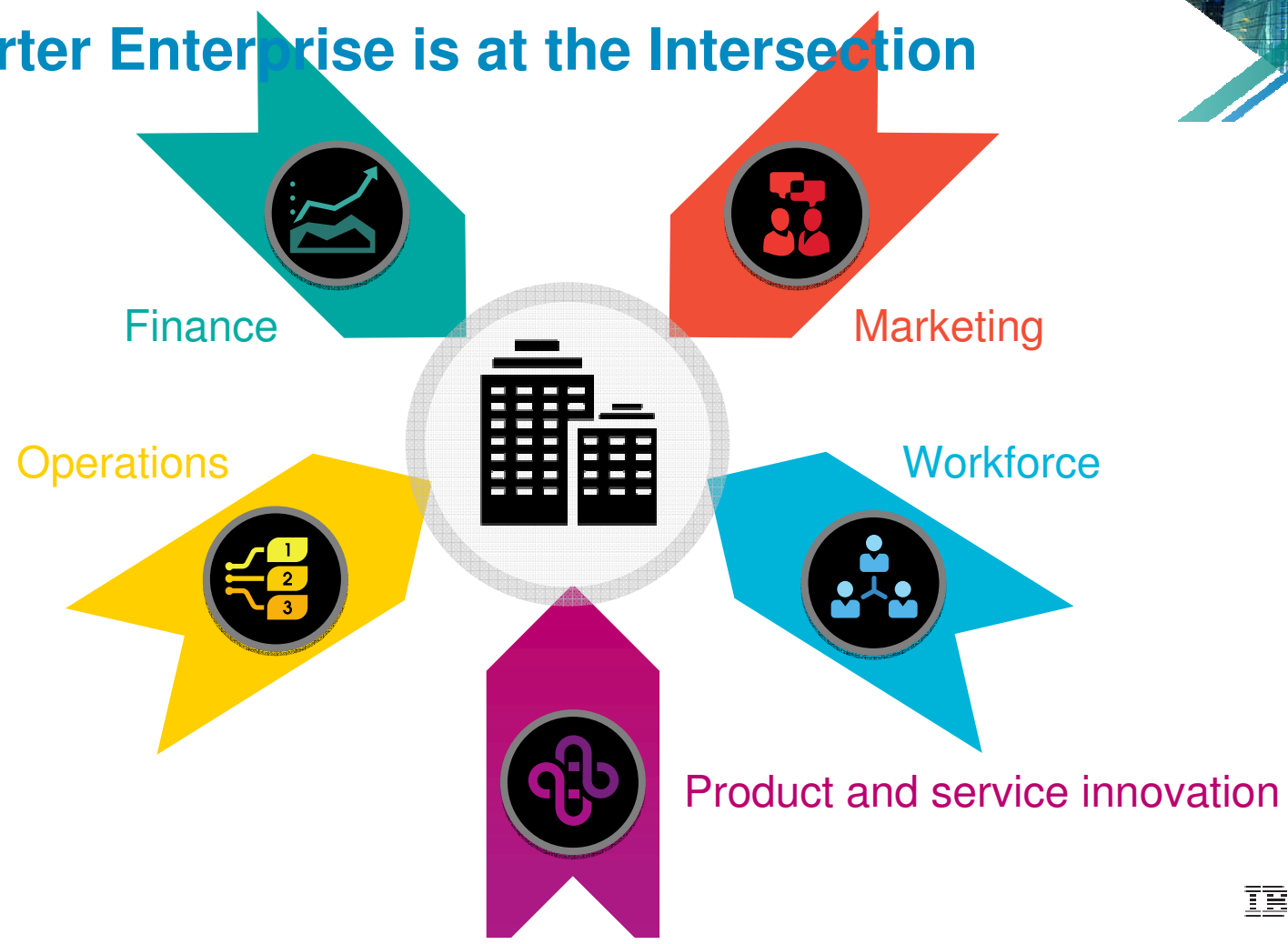
### Systems of Engagement

- Knowledge Sharing
- Engagement Models
- Anywhere, Anytime



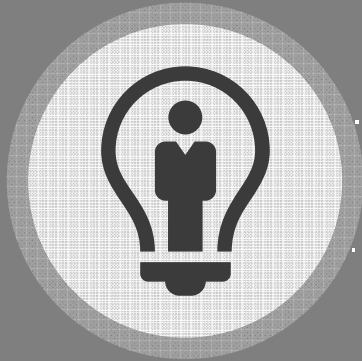


# The Smarter Enterprise is at the Intersection





## Which Path are you on ?



Create new business models



Build 1:1 customer relationships



Enable collaborative leadership



Integrate and optimize operations



Deliver increased value



**Thank You**





# IBM C-Suite Study: The Customer Activated Enterprise

Outperforming enterprises are 54% more likely to collaborate extensively with their customers.



Just 36% of enterprises have a fully integrated digital and physical strategy in place.

54% of CxOs believe customers must be known and engaged as individuals rather than market segments.



Two years ago, 71% of CMOs felt underprepared for the big data explosion – today 82% feel unprepared.

Source: 2013 IBM Global C-Suite Study

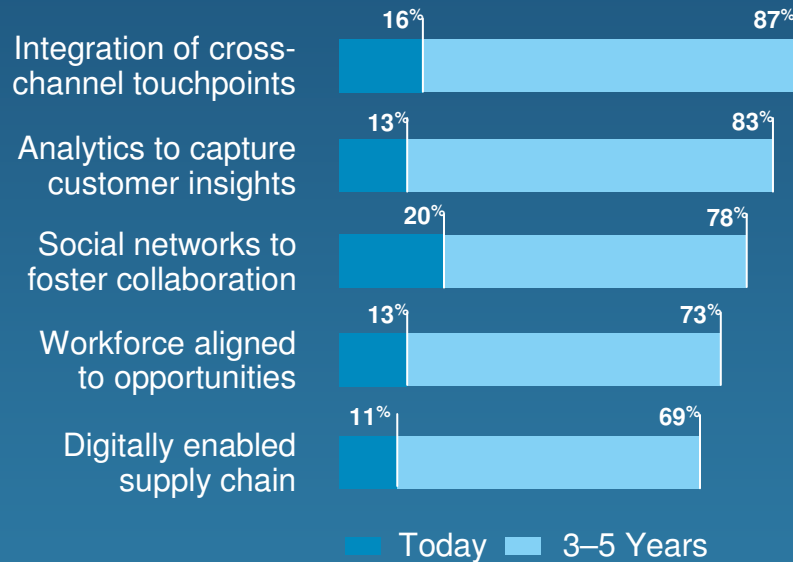






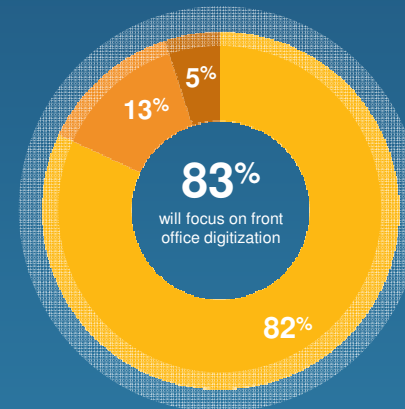
# Importance of Partnership has Never Been Greater

## CMOs Need to Build a Broader Digital Strategy



## CIOs also recognize the need to digitize front office infrastructure to sync with customers

IT focus area – digitizing the front office



**Four out of five CIOs see front office digitization as a primary focus.**

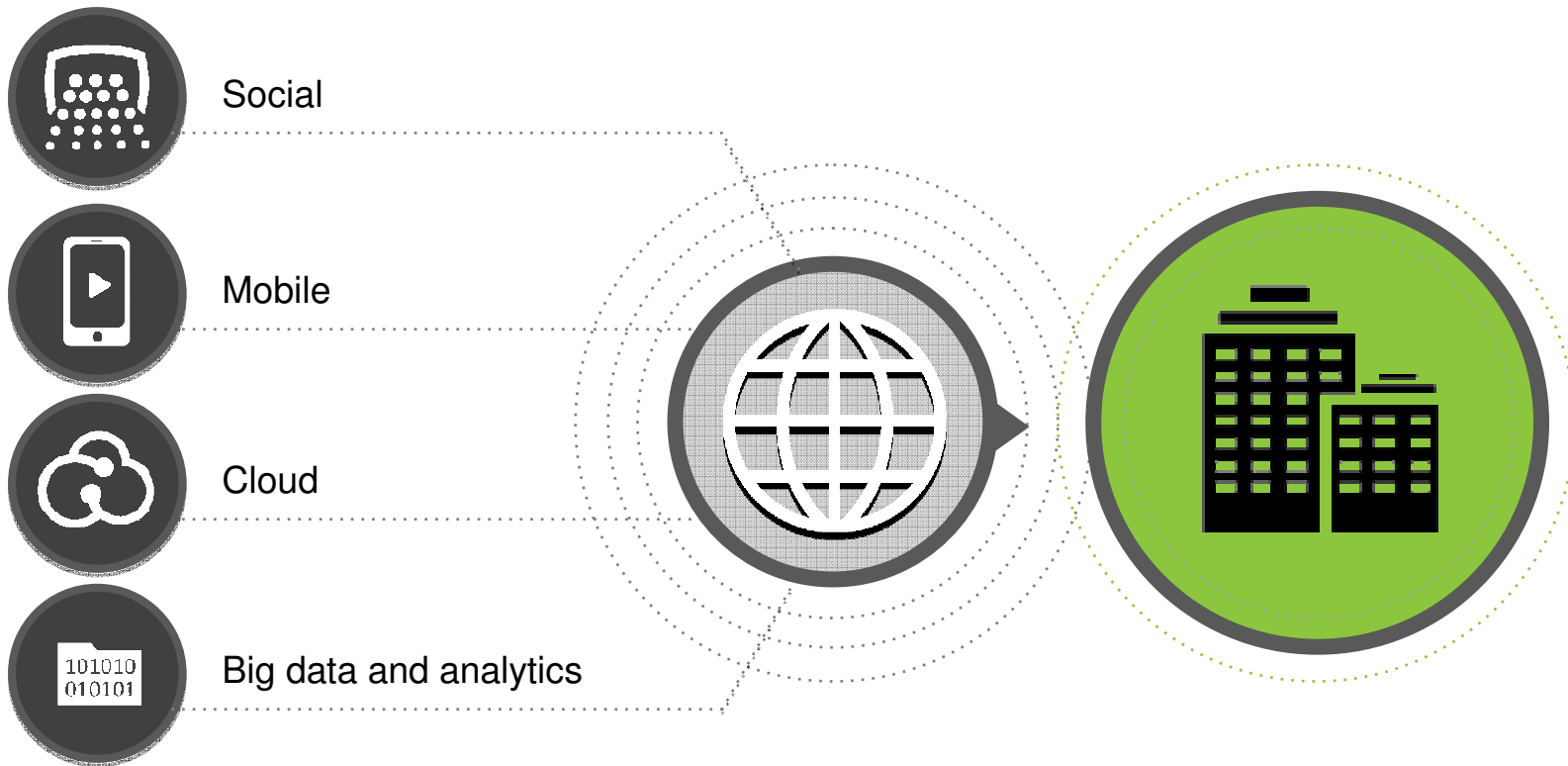
- Large extent
- Some extent
- Limited extent

Source: 2013 IBM Global C-Suite Study – Question CIO2.a–Focus of IT to help the enterprise’s strategy over the next 3 to 5 years [Digitization of the front office]; n=1,613 [CIO only]





# Each of these trends is fueled by a significant shift in technology





# Technology shifts are impacting all areas of Business



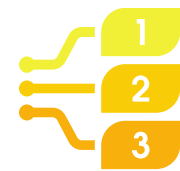
**Finance**  
Create new business models for growth



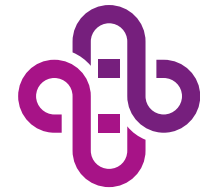
**Marketing**  
Building 1:1 relationships with customers



**Workforce**  
Enable collaborative leadership



**Operations**  
Integrate and optimize



**Product and service innovation**  
Deliver increased value