

The logo features a large white 'X' shape in the center. To the left of the 'X' is the word 'IBM' in white, and to the right is the word 'CITE' in white. Below 'CITE' is the year '2014' in white. The background is a dark, vibrant explosion of colorful powder in shades of yellow, green, blue, and pink.

IBM X CITE
2014

Being a Business
Partner of the Future

Duncan Hewett
Vice President
IBM Software
Asia Pacific



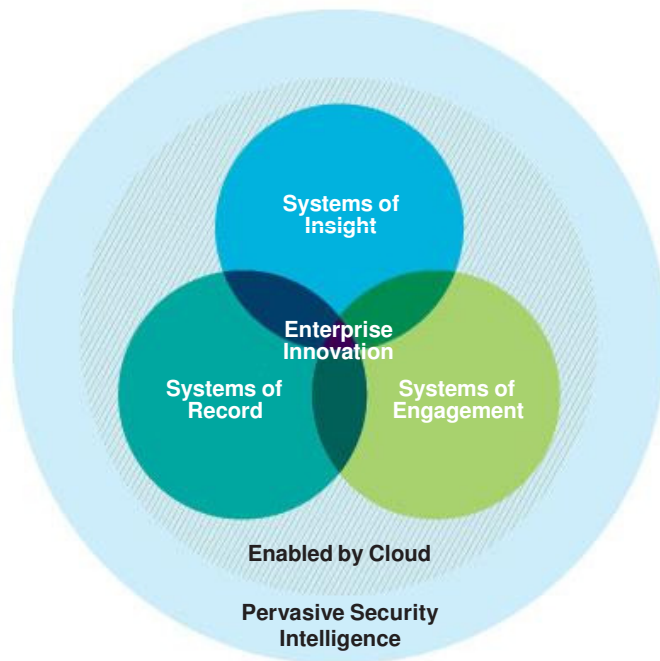
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IBM Strategy – New Value Creation in the Era of Smart



Clients will need to take a systematic and integrated approach to drive the best value from their enterprise innovation



Clients will need to build, integrate and innovate:

Systems of Engagement

- Manage an explosion of devices
- Provide applications quicker
- Develop and change on the run

Systems of Insight

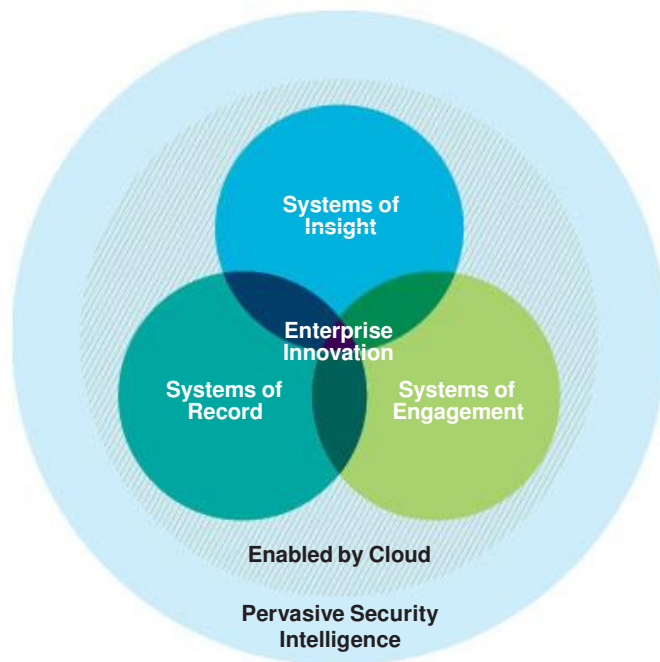
- LOB want to use information at all levels in Orgn
- Leverage more sources
- Make decisions

Systems of Record

- Stability, understanding the sources
- Adapt to change cost profile (run costs)
- Run more complex Hybrid models

While Protecting their business

With your help, IBM has the deepest portfolio, strongest experience to help clients drive the best value from their enterprise innovation



With significant changes to help build, integrate and innovate with clients:

Systems of Engagement

- Mobile with Apple
- Maas360

Systems of Insight

- Watson Analytics
- SPSS

Systems of Record

- BlueMix
- SoftLayer

- **Security investments**

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IBM delivers the capabilities to help create new value



Exploit **Data** for new competitive advantage



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



Use people-centric **Engagement** to drive productivity and brand value

Insight to act with confidence

- Big data and analytics solutions
- Cognitive computing
- Predictive analytics
- Risk analytics
- Performance management
- Business intelligence
- Federated discovery and navigation
- Analytics decision management

Speed to act in real-time

- Hadoop
- Stream computing
- Data warehouse
- Data management
- Enterprise content management
- Information integration and governance

Innovate with speed

- Software as a Service
- Platform as a Service
- Infrastructure as a Service
- DevOps
- Continuous engineering
- Enterprise modernization
- Application infrastructure
- Intelligent business process management

Integrate seamlessly

- Cloud and IT optimization
- Enterprise endpoint management
- Asset and facilities management
- Connectivity, integration and SOA
- Expert integrated systems
- Internet of Things

Personalize the moment

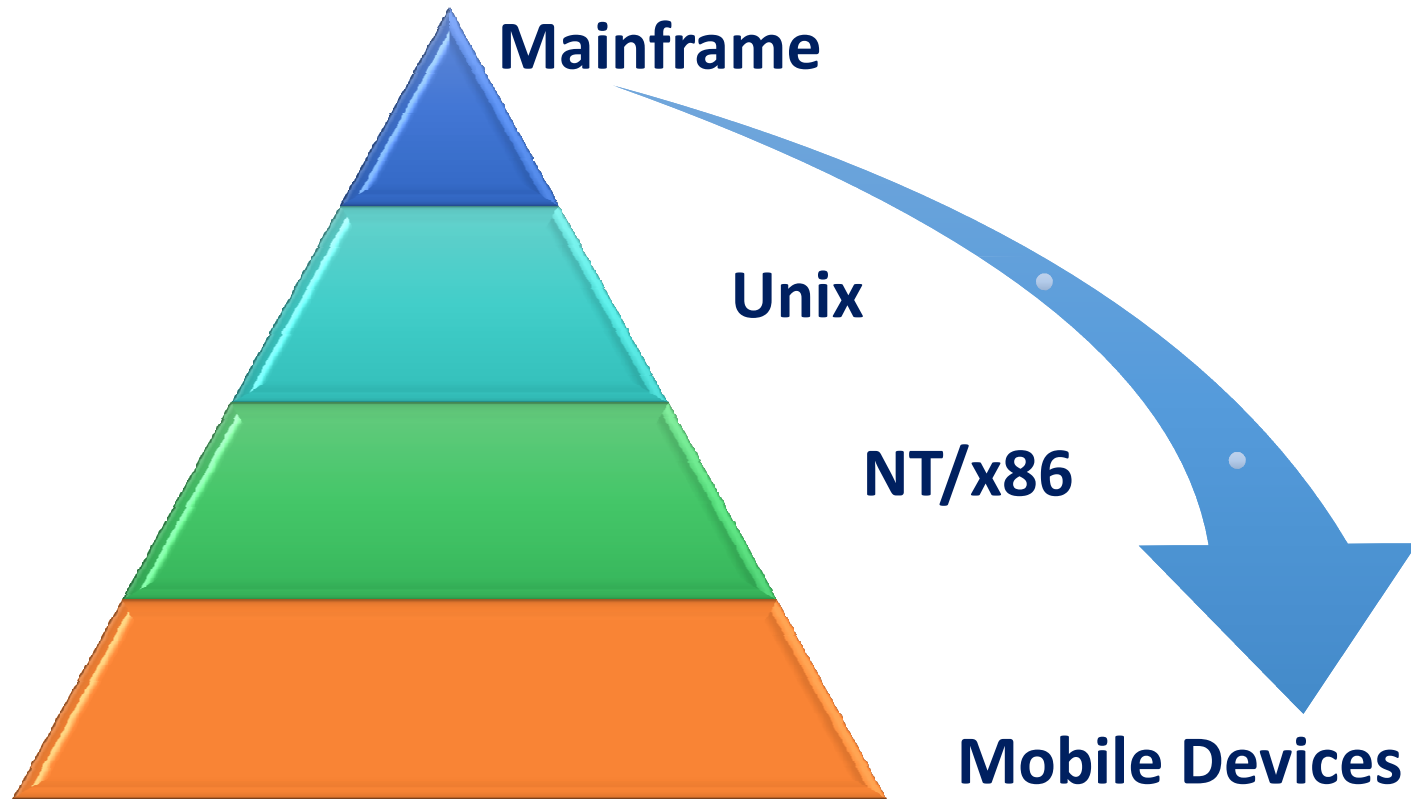
- Social collaboration
- Digital experience
- Commerce
- Procurement
- Enterprise marketing management
- Talent and workforce management
- Smarter city operations
- Mobile development and connectivity
- Mobile management and security
- Mobile insights and analytics

Protect the brand

- Security intelligence and analytics
- Advanced fraud protection
- Infrastructure protection
- Application security
- Data security
- Identity and access management

Alone, each of these has immense potential. Integrated, they can **change everything.**

The Future holds huge changes in where computing power resides will continue to disrupt and provide unique business opportunities



IBM has built a culture of continuous transformation to create and capture value in an ever changing market

1

We remix our portfolio to higher value

2

We make new markets and engage new buyers

3

We reinvent core franchises for a new era of computing

4

We reinvent the enterprise itself for greater value and productivity

5

We enable expert, engaged employees to deliver a differentiated client experience



Seize the opportunity – be a partner of the future

1

Exploit the ability to create new models to expand into new markets and clients

2

Build deeper skills to deliver client value

3

Super charge your profits – take advantage of incentives and programs

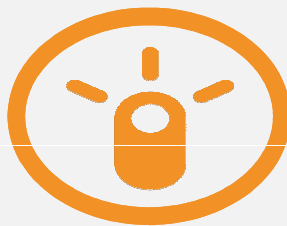
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Together, they change everything



Cloud



Data



Engagement

madewithibmcloud

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Thank you!