IBM X CITE 2014

SUMMARY HIGHLIGHTS

Introduction:

"Over 667 exabytes (That's 667 quintillion bytes) of data will be generated in 2014 by the estimated 1 trillion connected objects and devices on the planet. The question is how do you make sense of that?" Kellar Nevill, General Manager, IBM ASEAN

"With great power (data), comes great responsibility."

Erick Brethenoux
Director, Business Analytics & Decision Management Strategy, IBM Corporation

We have entered the era of information overload, where data is the world's new natural resource. 80% of data is unstructured and a huge amount of the remaining information available is of little value or contradictory. For an enterprise, the amount of time wasted in futile searching for vital information is enormous, leading to staggering costs.

"Organisations can rethink their business models and see how they can make use of insights that data can offer, to deliver targeted services to their customers."

Dr. Yaacob Ibrahim
Minister for Communication and Information, Singapore

Additionally, smart phone and other mobile developments in the past 5 years have forced a natural convergence of social and mobile. This convergence is transforming individual and enterprise engagement – creating expectations of security, trust and value in return for personal information.

With the emergence of social, mobile and digital networks, customers and individuals are in power and it is democratising the relationship between enterprises and customers, and even with employees.

"How do we discover what we don't know?"
The answer is Watson:
A system that learns and that teaches itself."

John Wolpert
Head of Product Management, IBM Watson

IBM believes that ENTERPRISE INNOVATION comes about when organisations integrate new era technologies of Mobile, Social and Analytics around three core systems namely Systems of Insight, Systems of Engagement and Systems of Record powered by Cloud and secured with pervasive security intelligence.
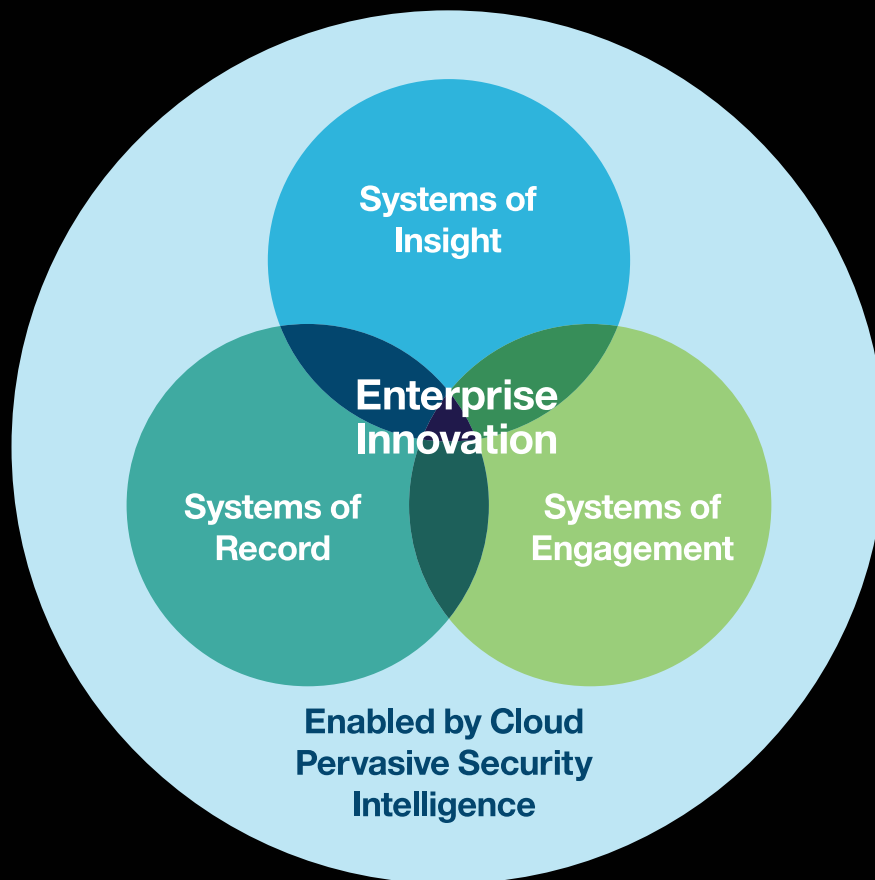
SYSTEMS OF INSIGHT
Applies advanced **analytics** to find new patterns in structured and unstructured data to come out with faster and better decisions.

SYSTEMS OF ENGAGEMENT
Integrates **mobile devices and social applications** so trusted relationships with customers, employees and citizens can be conducted on a personal level and valuable experiences created.

SYSTEMS OF RECORD
Integrates **high volume transaction processing and data management** to operate at the speed of global commerce.

Surrounding these three core systems is the power of **CLOUD** that drives innovation, speed, scale and efficiency. Additionally, **PERVASIVE SECURITY INTELLIGENCE** must be implemented to guard against threats to your IT systems, operations and business processes.

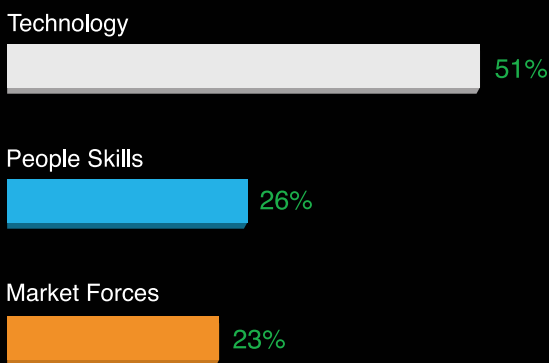The future is NOW! Leap forward with IBM!

Live Polling Results:

Live polling conducted by IBM at XCITE 2014 uncovered telling insights into the priorities and concerns of our industry partners and clients surrounding the new era of Enterprise Innovation. Here's a summary of the results:
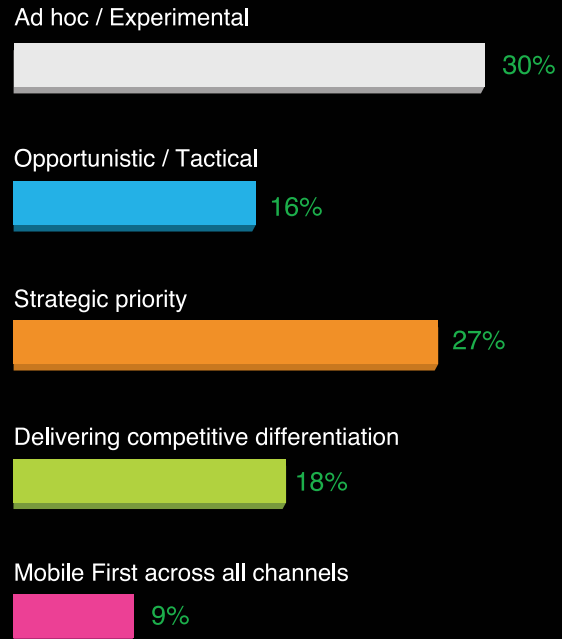
The Business Environment

In today's ever more technology-centric world, the stodgy IT department isn't considered the home of innovation and business leadership. Yet this will have to change as some of the biggest advances in the history of technology make their way into the front lines of service delivery. As technology shifts and transforms, enterprises are adapting and adopting technologies at various levels of the business. One key area of concern is data. As enterprises hold large amounts of unstructured information that is in human (natural) language, being able to effectively make sense of it all becomes a big priority. In addition, mobile technology has become one of the top considerations for almost everything we do. Nearly every organisation lays claim to being mobile ready, but as our poll revealed, only a minority are truly there.
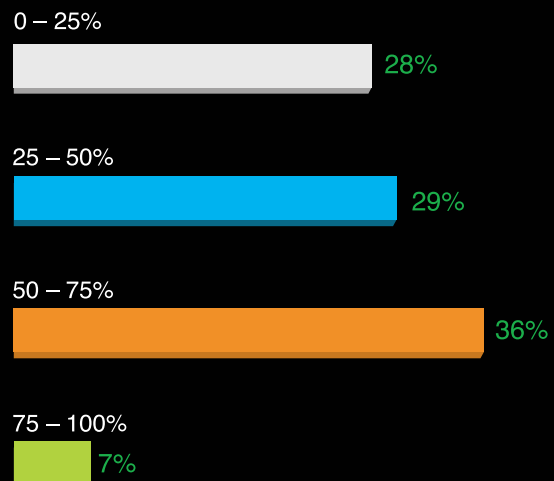
What is the most critical external force that will impact your organisation over the next 3 to 5 years?

Technology
51%

People Skills
26%

Market Forces
23%

Where are you in the Mobile journey?

Ad hoc / Experimental
30%

Opportunistic / Tactical
16%

Strategic priority
27%

Delivering competitive differentiation
18%

Mobile First across all channels
9%

What percentage of your company's data is in the form of human language?

0 — 25%
28%

25 — 50%
29%

50 — 75%
36%

75 — 100%
7%

The Business Strategy

Enterprises are prioritising technology right from the start by including it in their business strategy considerations. This is due to most organisations having a better understanding of how data and analytics can transform their business and impact customer engagements. Organisations must adopt innovative business models and use newly found digital technologies in Mobile, Social, Analytics, Security and Cloud to enable original consumer experiences, ideas generation, new partnerships and collaboration within and outside the enterprise.

IBM has 3 applicable systems across these digital technologies that help enterprises make sense of these digital technologies: Systems of Insight, Systems of Engagement and Systems of Record. All 3 are essential to the business strategy as indicated in the live polling.

What business questions are you trying to answer with Analytics today?

What is happening in my operation?
29%
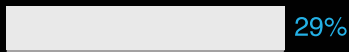
What is my best selling products/ services and top customers?
25%

What business opportunities am I missing out?
30%

What are the market trends?
27%

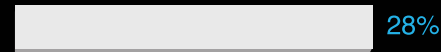**What will happen next to my business?**
18%

How do we do things better?
49%

What is the top priority in your business strategy over the next 12 months?

Stay ahead of market shifts and competitions (Systems of Insight)
28%

Identify new ways to serve customers holistically (Systems of Engagement)
37%

Stay ahead of market shifts and competitions (Systems of Insight)
35%

What are your investment priorities that will accelerate business innovation?

Choose all that apply.

Mobile
61%

Social
33%

Cloud
37%

Analytics
74%

Security
33%

Technology-Forward Strategies

Keeping customers happy has never been more vital to businesses of all sizes. That's because the voice of the customer has never been louder; your customers have the power to bring you more business – or drive it away – via social and mobile channels. Access to data and accurate data analytics provide better understanding of the customer's needs and helps enterprises differentiate their brand and services. Systems like IBM Watson process natural language and can understand context and nuance to generate key insight and propose solutions. It uncovers hidden insights in your customer data so you can create personalised experiences that win more business while reducing costs and increasing customer loyalty.

Which are the top 3 technologies that will help your company to drive greater differentiation?

Choose all that apply.

Develop a clear Cloud strategy and roadmap for my enterprise

34%

Faster application development/ deployment on existing infrastructure

38%

Better understand our customers as individuals via Analytics

52%

Security threat and vulnerability management

14%

Use Mobile and Security applications to better engage with our customers

39%

What would be the first area your company would invest in to take advantage of Cloud, Analytics and Mobile?

Reduce complexity and lower cost with virtualisation

24%
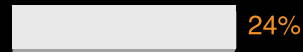
Leverage open standards / open-source based infrastructure

10%

Ability to access data accurately and analyse quickly or in real time

52%

Ability to support customers' needs with 24x7 access

14%

How would you like to use Watson in your business?

Reinvent decision-making processes around product offerings

25%

Leverage personalised advice to engage customers in ways they like

30%

Deliver cognitive insights in context to streamline business operations

33%

Visualise possibilities and validate theories on new product research

12%

Conclusion:

IBM works with our clients to build and integrate Systems of Engagement, Systems of Insight and Systems of Record. Leaders need to drive innovation in their businesses by integrating new era technologies with core systems to stay ahead of the competition and initiate the next wave of business growth. Together with IBM, we will help you to define and create a pathway for making Enterprise Innovation a reality for your business today.

IBM.

IBM is a global technology and innovation company that stands for progress. With operations in over 170 countries, IBMers around the world invent and integrate hardware, software and services to help forward-thinking enterprises, institutions and people everywhere succeed in building a smarter planet.

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