Gain Leadership in
the New Era of Smart.
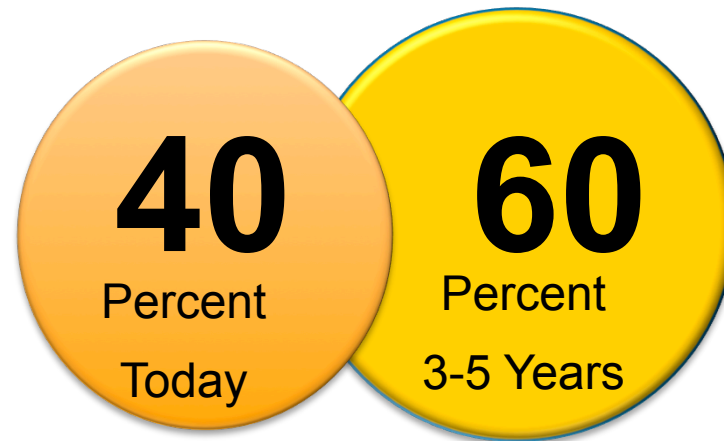
Forces At Play
Big Data <u>A</u>nalytic, <u>C</u>loud, <u>M</u>obile & <u>S</u>ocial (CAMS)

Jervin Hew
Software Middleware Group – Technical Sales Leader
Asean, IBM SWG

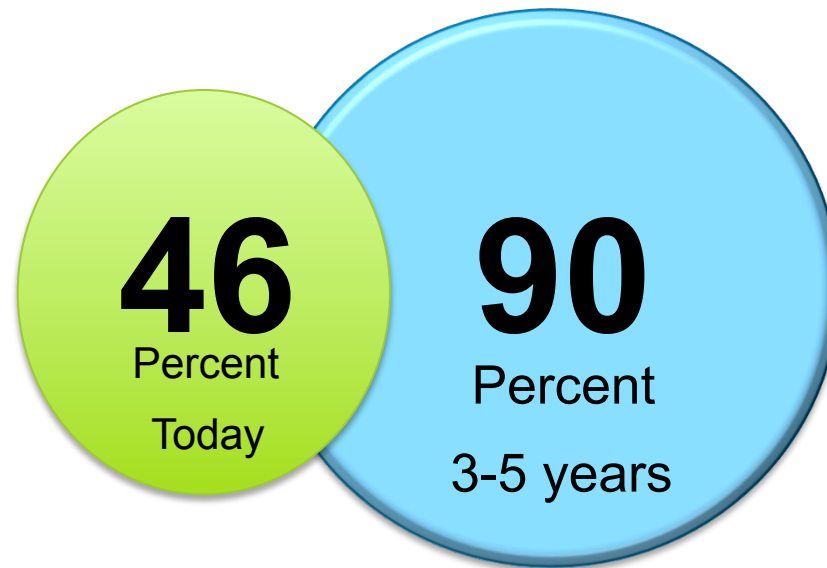Simplicity. Profitability. Growth.

C-Suite Study 2013

40 Percent Today

60 Percent 3-5 Years

Rising Profile :

The area in which __CEOs__ expect to see __customer influence__ grow most is __business strategy__ development

http://www-935.ibm.com/services/us/en/c-suite/csuitestudy2013/

IBM.

C-Suite Study 2013

46 Percent Today

90 Percent 3-5 years

Strong links:

CxOs plan to <u>collaborate</u> much more extensively with <u>customers</u>
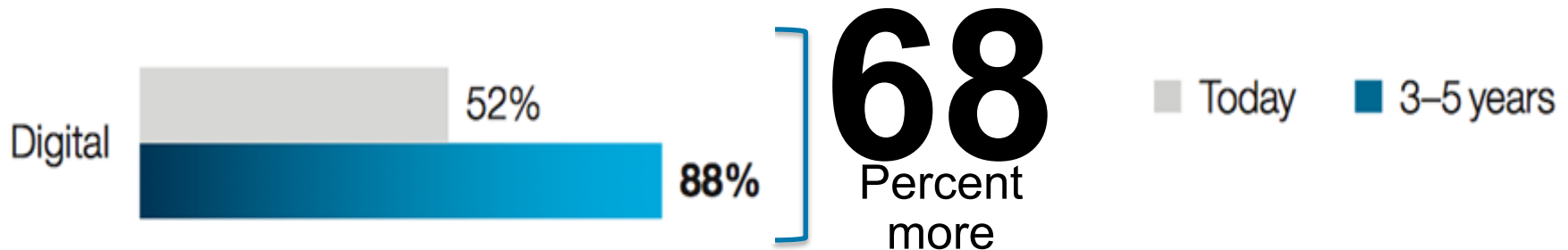
http://www-935.ibm.com/services/us/en/c-suite/csuitestudy2013/

C-Suite Study 2013

Technology Cycles are Accelerating – Forces Igniting Change

the transformative power of computing

Mainframes	PCs	WWW	Mobile/Social	Wearables
IBM launches the first commercial mainframe in 1952, the IBM 701	IBM invents the first Personal Computer (PC) in 1981, the IBM 5150	WWW launches to public in 1991, Mosaic & Netscape in 1993. Google is founded in 1998	In 2008, more Internet access devices were mobile phones than personal computers.	Wearable technology is interweaving technology into everyday life
1952	**1981**	**1991**	**2008**	**2013+**

The CIO's challenge is to stay one step ahead!

IBM

Evidence -
of this shift is everywhere

Transactions to ➤ personalized **engagement**

Millions of PCs to ➤ **billions** of mobile devices

Rigid infrastructure to ➤ an **elastic** cloud

Static applications to ➤ **dynamic** services
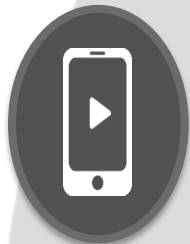
Structured data to ➤ **unstructured** big data

Reactive security to ➤ **proactive** protection

IBM

These Transformative forces are fundamentally rewiring the way society works

25% **Ubiquity of social networks** of all people are on <u>social networks</u>

2.7b **Billions of mobile devices** people <u>online</u>
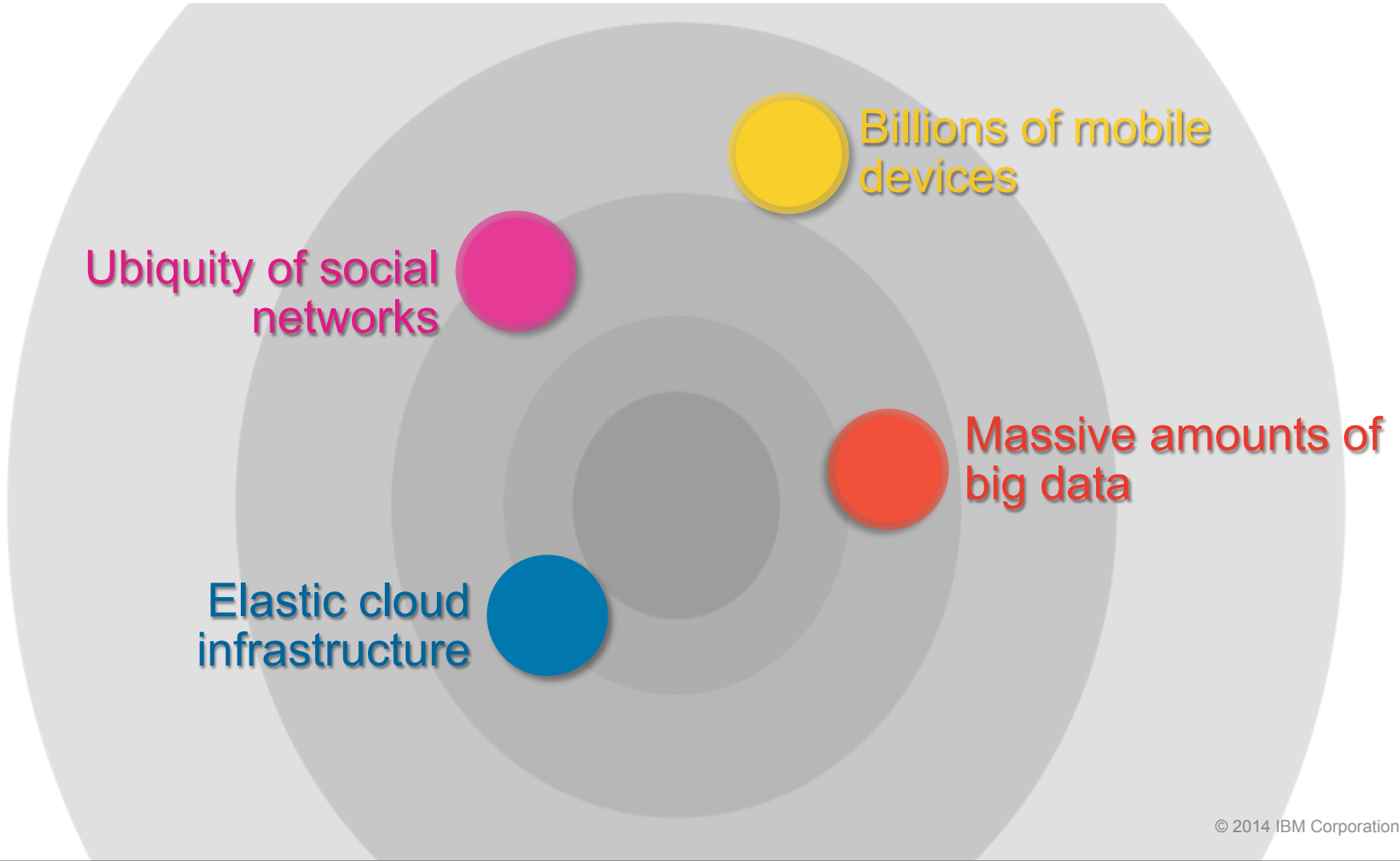
62% **Elastic cloud infrastructure** of workloads on cloud by <u>2016</u>

2.5quintillion **Massive amounts of big data** bytes of data created <u>daily</u>

Transformative forces are **fundamentally rewiring** the way **society works**

Billions of mobile devices

Ubiquity of social networks

Massive amounts of big data

Elastic cloud infrastructure

The opportunity continues to grow exponentially…

Social

$6.4 billion

Forrester expects the market for Social Business software to reach **$6.4B by 2016**

Cloud

$241 billion

Forrester expects the cloud market to grow to **$214B by 2020**

Mobile

70%

70% of **mobile professionals** will conduct their work on personal **smart devices by 2018**

Big Data

29%

IDC expects the **Big Data and Analytics** to grow by **29% CAGR by 2016**

Sources:
http://www.pcworld.com/article/245375/forrester_enterprise_social_software_to_become_a_64_billion_market_in_2016.html
http://www.zdnet.com/blog/btl/cloud-computing-market-241-billion-in-2020/47702
Gartner, Bring Your Own Device, The Facts and the Future, April 2013

To differentiate, leading organizations are capitalizing on…

Creating great opportunity for Business Partners

Big Data & ANALYTICS

The Myth About Big Data

- ❑ Big Data Is *New*
- ❑ Big Data Is Only About *Massive Data Volume*
- ❑ Big Data Means *Hadoop*
- ❑ Big Data Need A *Data Warehouse*
- ❑ Big Data Means *Unstructured Data*
- ❑ Big Data Is for *Social Media* & *Sentiment Analysis*

Explosion of "Big" Data

30 billion RFID tags today (1.3B in 2005)
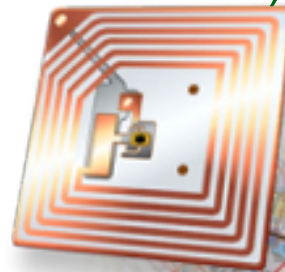
4.6 billion camera phones world wide

12+ TBs of tweet data every day

? TBs of data every day

100s of millions of GPS enabled devices sold annually

25+ TBs of log data every day

2+ billion people on the Web

76 million smart meters in 2009… 200M by 2014

Big Data Is..

It is all about **better Analytic** on a **broader** spectrum of **data**, and therefore represents an **opportunity** to **create** even more **differentiation** among **industry peers**.

Harness the
Power
of Big Data

The IBM Big Data Platform

Studies show that organizations competing on <u>analytics</u> outperform their peers

substantially o**utperform**

220%

1.6x Revenue Growth

2.5x Stock Price Appreciation

2.0x EBITDA Growth

Four Characteristics Of Big Data

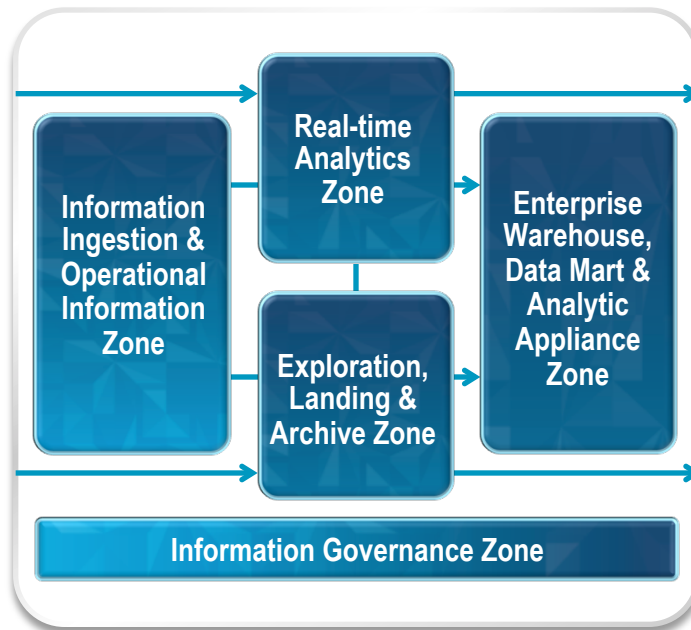| Volume	Variety	Velocity	Veracity
Data at Scale	**Data in Many Forms**	**Data in Motion**	**Data Uncertainty**
Terabytes to petabytes of data	Structured, unstructured, text, multimedia	Analysis of streaming data to enable decisions within fractions of a second.	Managing the reliability and predictability of imprecise data types.

Realize It. Invest in a Big Data & Analytics platform.

Big Data Reference Architecture

Realize It. Invest in a Big Data & Analytics platform.

All Data

IBM Big Data & Analytics Platform

New/
Enhanced
Applications

Information Ingestion & Operational Information Zone

Real-time Analytics Zone

Exploration, Landing & Archive Zone

Enterprise Warehouse, Data Mart & Analytic Appliance Zone

Cognitive

Decision Management

Predictive Analytics & Modeling

Reporting, Analysis, Content Analytics

Exploration & Discovery

Information Governance Zone

IBM Big Data & Analytics Infrastructure

Systems, Security, Storage
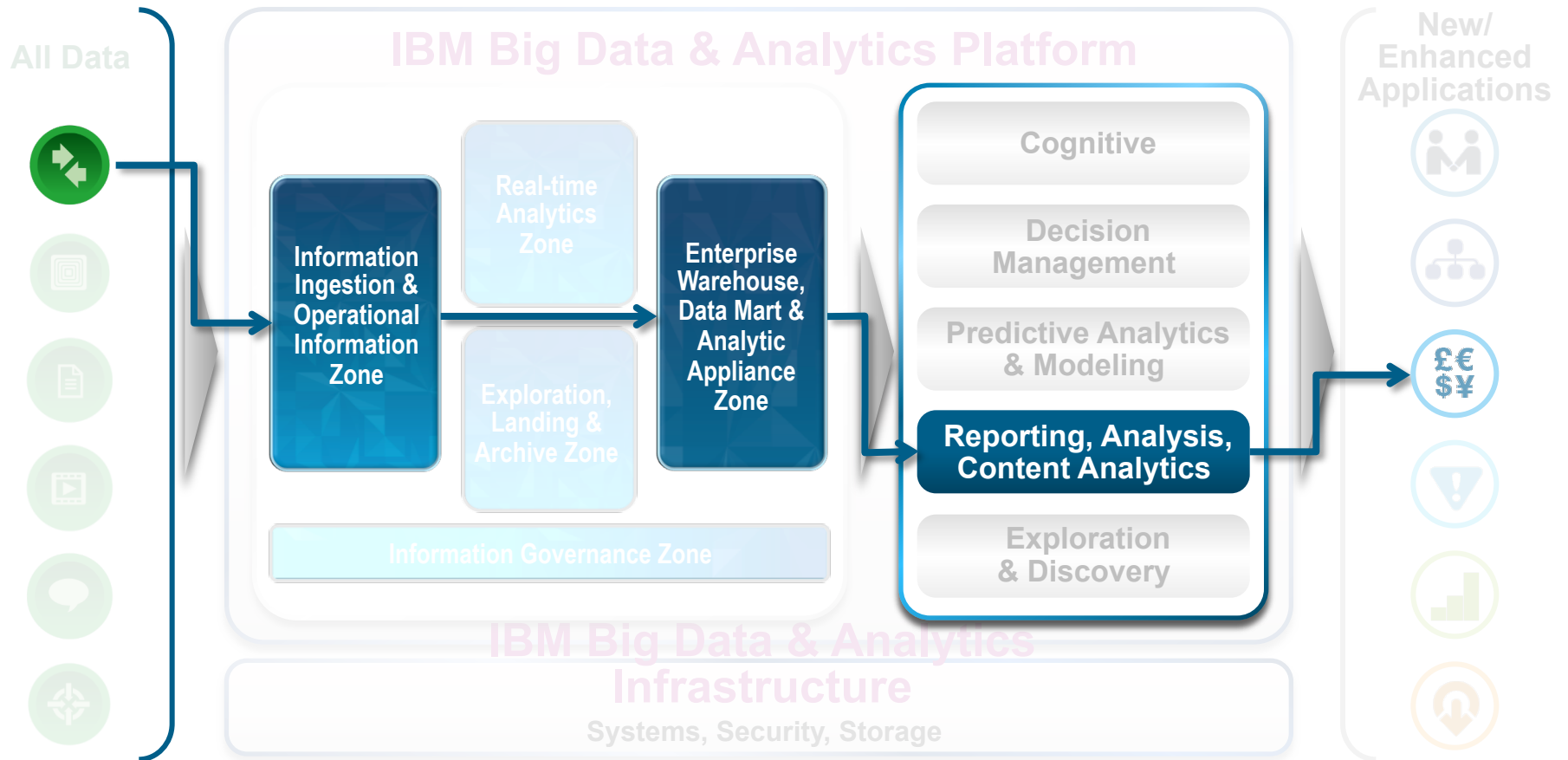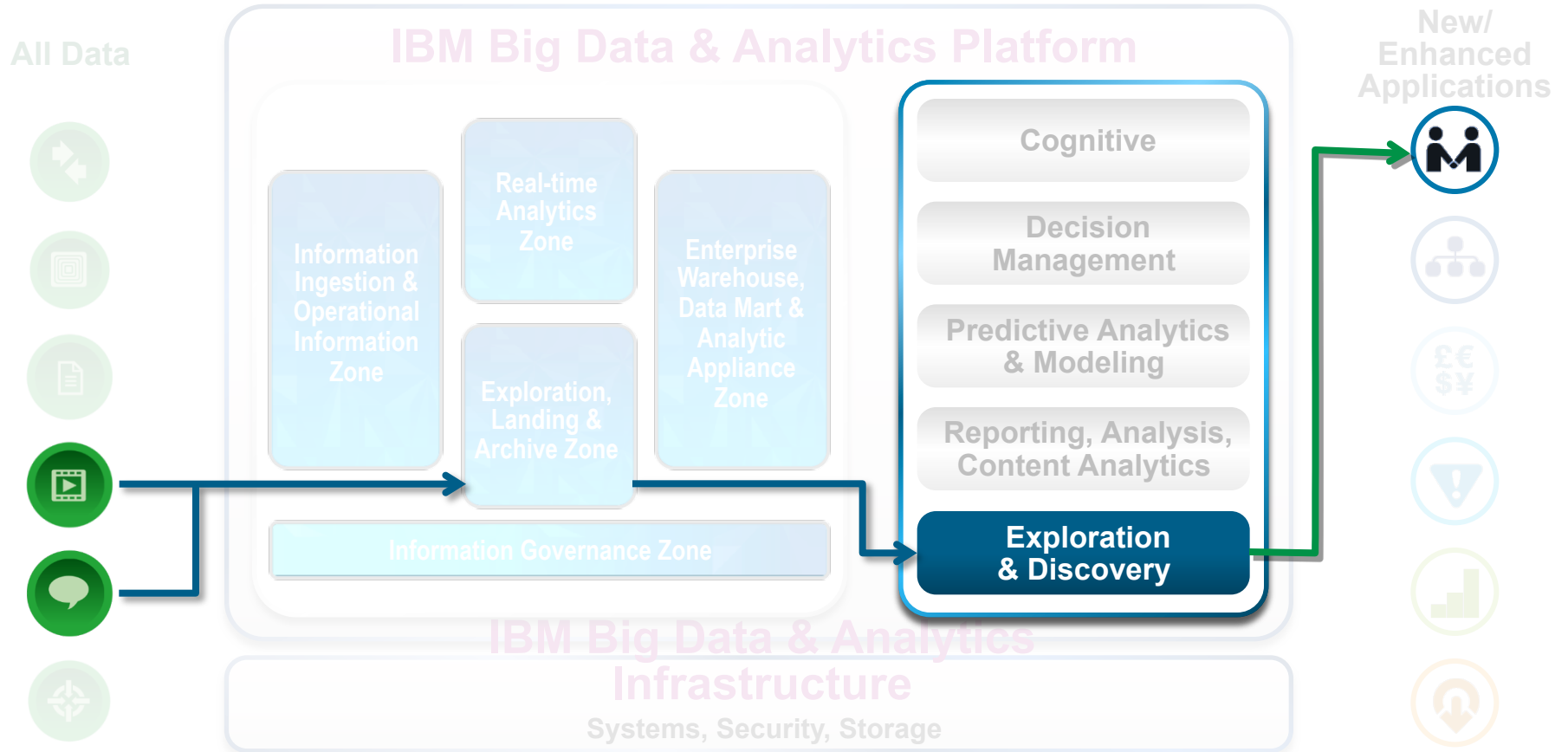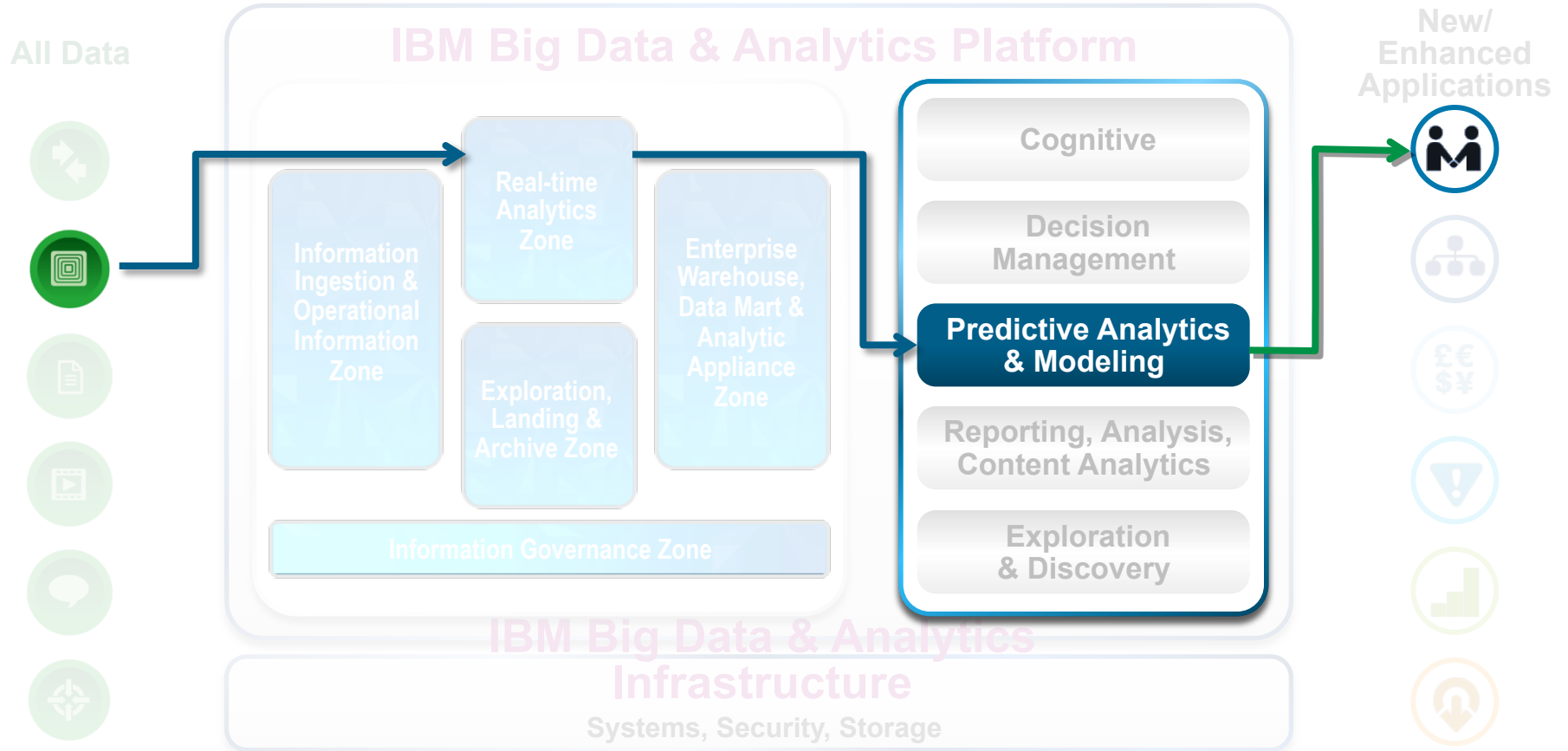
Realize It. Invest in a Big Data & Analytics platform.

Realize It. Invest in a Big Data & Analytics platform.

All Data

IBM Big Data & Analytics Platform

New/ Enhanced Applications

Information Ingestion & Operational Information Zone

Real-time Analytics Zone

Exploration, Landing & Archive Zone

Enterprise Warehouse, Data Mart & Analytic Appliance Zone

Information Governance Zone

Cognitive

Decision Management

Predictive Analytics & Modeling

Reporting, Analysis, Content Analytics

Exploration & Discovery

IBM Big Data & Analytics Infrastructure

Systems, Security, Storage

Realize It. IBM Big Data & Analytics

All Data

IBM Watson Foundations

New/Enhanced Applications

Real-time analytics zone

Information ingestion and operational information zone

Exploration, landing and archive zone

Enterprise warehouse data mart and analytic appliances zone

Information governance zone

What is happening?
Discovery and exploration

What action should I take?
Decision management

Cognitive Fabric

Why did it happen?
Reporting, analysis, content analytics

What could happen?
Predictive analytics and modeling

| Systems | Security | Storage |

On premise, Cloud, As a service

IBM Big Data & Analytics Infrastructure

Big Data Architecture

Data in Motion

Data at Rest

Data in Many Forms

Streams

Real-time Analytics
- Video/Audio
- Network/Sensor
- Entity Analytics
- Predictive

Information Ingestion and Operational Information
- Stream Processing
- Data Integration
- Master Data

Landing Area, Analytics Zone and Archive
- Raw Data
- Structured Data
- Text Analytics
- Data Mining
- Entity Analytics
- Machine Learning

Enterprise Warehouse and Mart Zones
- Reporting
- Structured & Governed
- Multiple LOBs

Analytic Appliances
- Dedicated analytics processing
- High volume, high complexity
- Predictive

Intelligence Analysis

BI & Performance Management

Predictive Analytics & Modeling

Exploration & Discovery

Information Governance, Security and Business Continuity

Big data requires new skills, new knowledge and new kinds of decision making

*By **embedding information-based insights** into every **process, decision** and **action**, IBM is transforming the enterprise*

Know your customers

Providing the business a universal **view of each customer** to help grow our customer base, provide an excellent **personalized experience**, & **increase** customer satisfaction.

Manage financial performance

Transforming our **financial processes** to gain more visibility, **insight** and **control** over **performance** throughout the organization faster

Manage Risk

Gain a **holistic view** of **risk**, **fraud** and **compliance** information across the organization

Operational Efficiency

Providing the **insight** needed to **anticipate** and **respond** to **changes**, **better align operations** with demand, and take advantage of emerging **opportunities**

Know Your Customers (*An example of .. Monetize Relationship with Our Clients*)
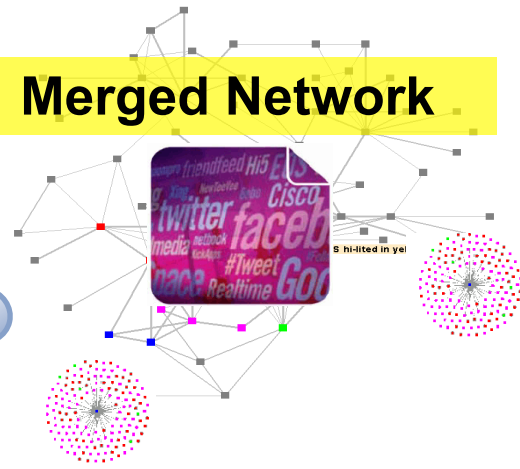

Calling Network

Key customers?

Connecting social groups

- ■ Platinum Customer
- ■ Regular Customer
- ■ CDMA Competitor
- ■ GSM Competitor

How do we retain this customer ? (Why is she calling so many competitors ?)

Merged Network

S hi-lited in yel
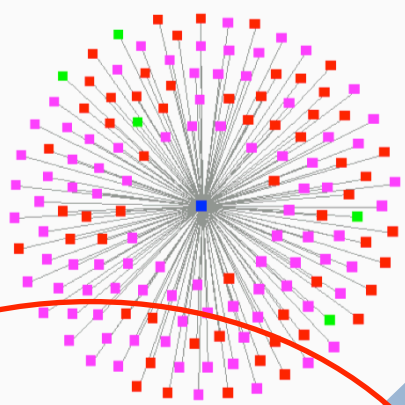
Complete 360 Degree

Amy Bearn

32, Married, mother of 3, Accountant

Telco Score: 91

CPG Score: 76

Fashion Score: 88

Social Network

Database

Telco Company

How valuable is Amy to my mobile phone network? How likely is she to switch carriers? How many other customers will follow

Retailer

How valuable is Amy to my retail sales? Who does she influence? What do they spend?

© 2014 IBM Corporation

Big Data Vision

All Data Sources	Big Data Platform Capabilities	Advanced Analytics / New Insights	New / Enhanced Applications

All Data Sources

- Streaming Data
- Text Data
- Applications Data
- Time Series
- Geo Spatial
- Video & Image
- Relational
- Social Network

Big Data Platform Capabilities

- Information Ingest
- Real Time Analytics
- Warehouse & Data Marts
- Analytic Appliances

Real-time Analytic Zone

Information Ingestion and Operational Information

Enterprise Warehouse and Mart Zone

Landing and Archive Zone

Analytic Appliances

Information Governance, Security and Business Continuity
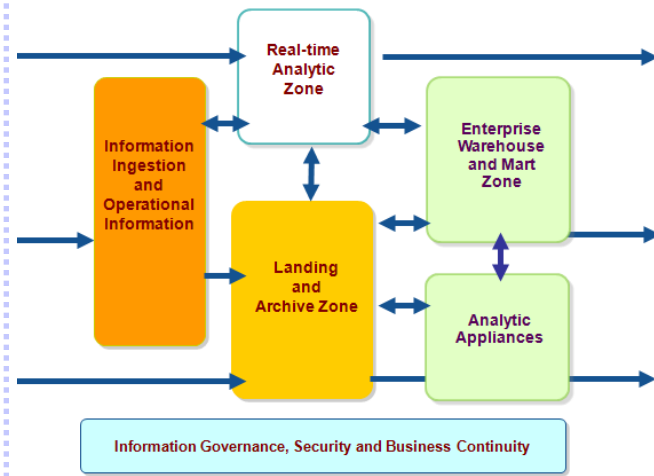
Advanced Analytics / New Insights

Cognitive
Learn Dynamically?

Prescriptive
Best Outcomes?

Predictive
What Could Happen?

Descriptive
What Has Happened?

Exploration and Discovery
What Do You Have?

New / Enhanced Applications

- Watson
- Alerts
- Automated Process
- Case Management
- Analytic Applications
- Cloud Services
- ISV Solutions

IBM Big Data & Analytics portfolio

CONSULTING AND IMPLEMENTATION SERVICES

SOLUTIONS

Sales	Marketing	Finance	Risk	Operations	Fraud	IT	HR

Industry Solutions

WATSON FOUNDATIONS

Decision Management	Content Analytics	Planning & Forecasting	Discovery & Exploration

Business Intelligence & Predictive Analytics

Data Mgmt & Warehouse	Hadoop System	Stream Computing	Content Management

Information Integration & Governance

BIG DATA & ANALYTICS INFRASTRUCTURE

Big Data & Analytic Platform

Every industry can leverage Big Data Analytics…

Banking
- Optimizing Offers and Cross-sell
- Customer Service and Call Center Efficiency

Insurance
- 360˚ View of Domain or Subject
- Catastrophe Modeling
- Fraud & Abuse

Telco
- Pro-active Call Center
- Network Analytics
- Location Based Services

Energy & Utilities
- Smart Meter Analytics
- Distribution Load Forecasting/Scheduling
- Condition Based Maintenance

Media & Entertain
- Business process transformation
- Audience & Marketing Optimization

Retail
- Actionable Customer Insight
- Merchandise Optimization
- Dynamic Pricing

Travel & Transport
- Customer Analytics & Loyalty Marketing
- Predictive Maintenance Analytics

Consumer Products
- Shelf Availability
- Promotional Spend Optimization
- Merchandising Compliance

Govern.
- Civilian Services
- Defense & Intelligence
- Tax & Treasury Services

Healthcare
- Measure & Act on Population Health Outcomes
- Engage Consumers in their Healthcare

Automotive
- Advanced Condition Monitoring
- Data Warehouse Optimization

Chemical & Petroleum
- Operational Surveillance, Analysis & Optimization
- Data Warehouse Consolidation, Integration & Augmentation

Aerospace & Defense
- Uniform Information Access Platform
- Data Warehouse Optimization

Electronics
- Customer/ Channel Analytics
- Advanced Condition Monitoring

Life Sciences
- Increase visibility into drug safety and effectiveness

Mobile

What a difference 8 years makes…

Then…

Now…

> *Mobile is **not simply another device**…mobile is the **manifestation** of a much **broader** shift to **new** <u>**systems of engagement**</u>…*
>
> *-- Forrester (Jan 2013)*

Can you ignore the effect of mobile?

Mobile explosive growth

By the end of 2013, mobile phones will overtake PCs as the most common way to access the internet.

By 2015, 80 % of phones sold in major markets will be smartphones
Source: Gartner

Mobile is a mandatory transformation

10 Billion devices by 2020

61% of **CIOs** put mobile as **priority** (next 3 years)

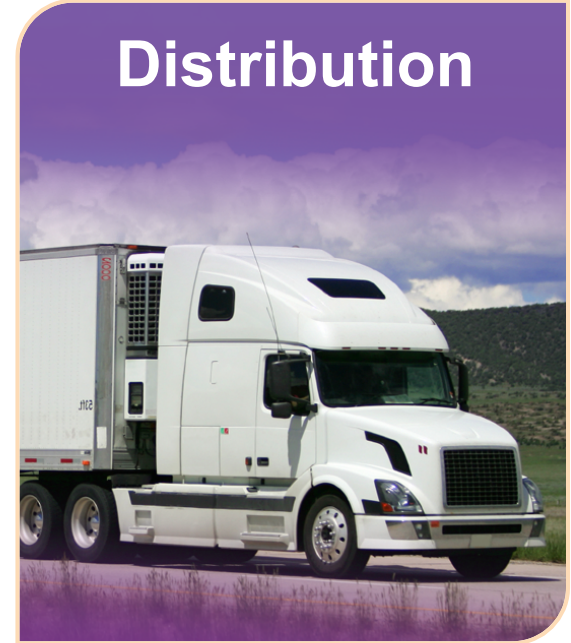## 45% increased **productivity** with mobile apps

Fundamentally changing industries

Retail

Financial Services

Distribution

Mobile banking will be the most widely used banking channel by 2020, if not sooner

Source: *Mobile banking: A catalyst for improving bank performance*, Deloitte, 2010

With enormous opportunities

Business to Enterprise

- Increase worker **productivity**
- **Improved** processing times
- **Extend** existing **applications** to mobile **workers** and **customers**
- **Increase** employee and business partner **responsiveness** and decisions
- **Resolve** internal IT issues **faster**
- **Reduce** personnel **cost** utilizing personal devices

Business to Consumer

- **Improve** customer **satisfaction**
- Deeper customer **engagement** and loyalty
- Drive **increased sales** through **personalized** offers
- **Improve** Customer service
- Competitive **differentiator**
- Improve **brand** perception
- Deeper **insight** into customer buying behavior for **up sell and cross sell**

ration

Becoming a MobileFirst Enterprise

Mobile is the deepest most rapid transformation happening today.

*At IBM, building a mobile enterprise is **not** just about the latest **smart phones or tablets**. It's about **transforming** our business and **IT infrastructure** to boost enterprise **efficiency**, and **improve** the **client experience**.*
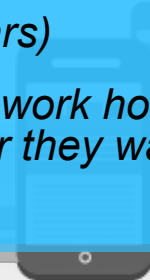
- **Back office integration of solutions to transform the front office**

- **Rebalancing the IT application portfolio**

- **responding to customer requests quickly and anticipating their next moves even faster**

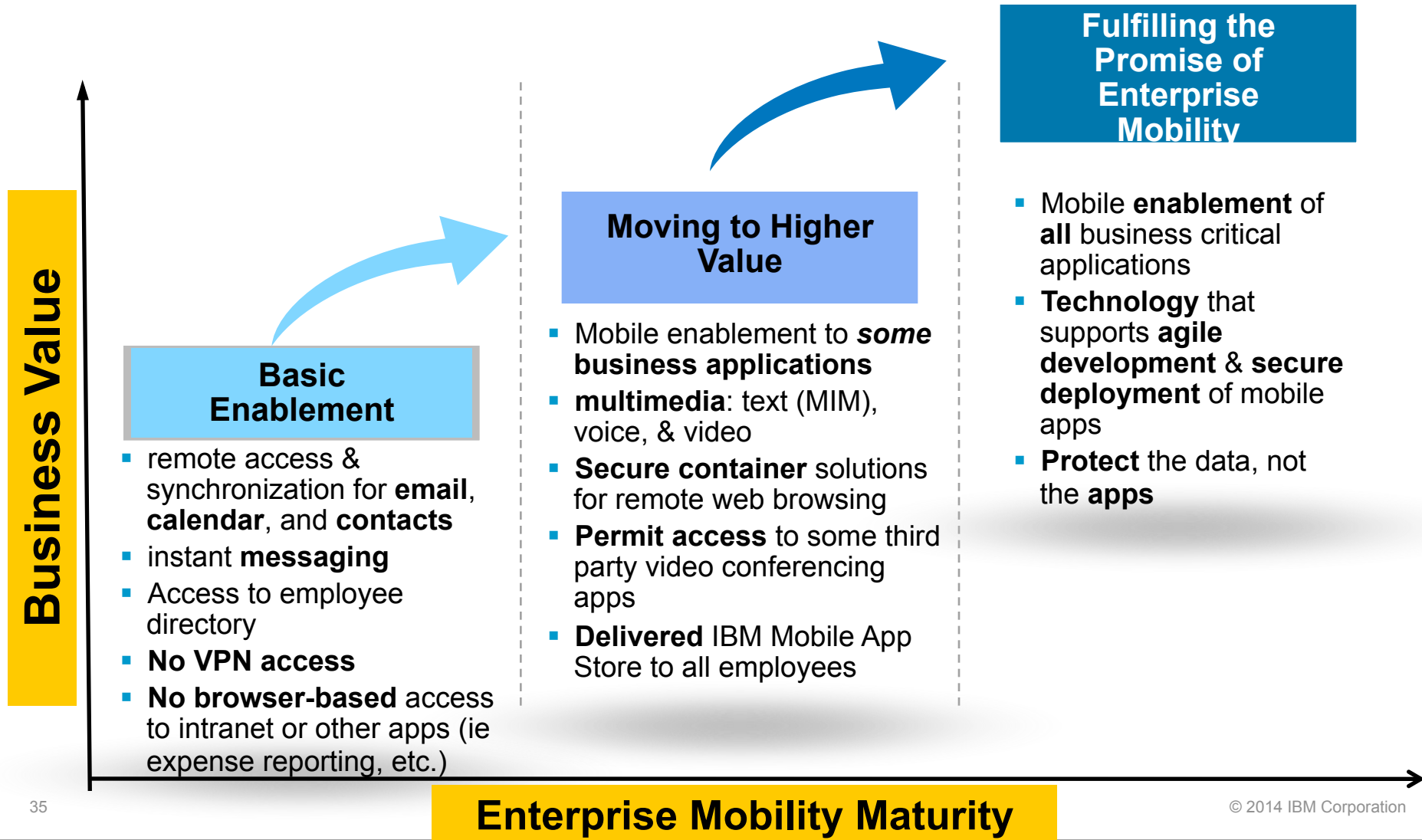- **Providing the policy, education, and applications for a mobile enabled workforce**
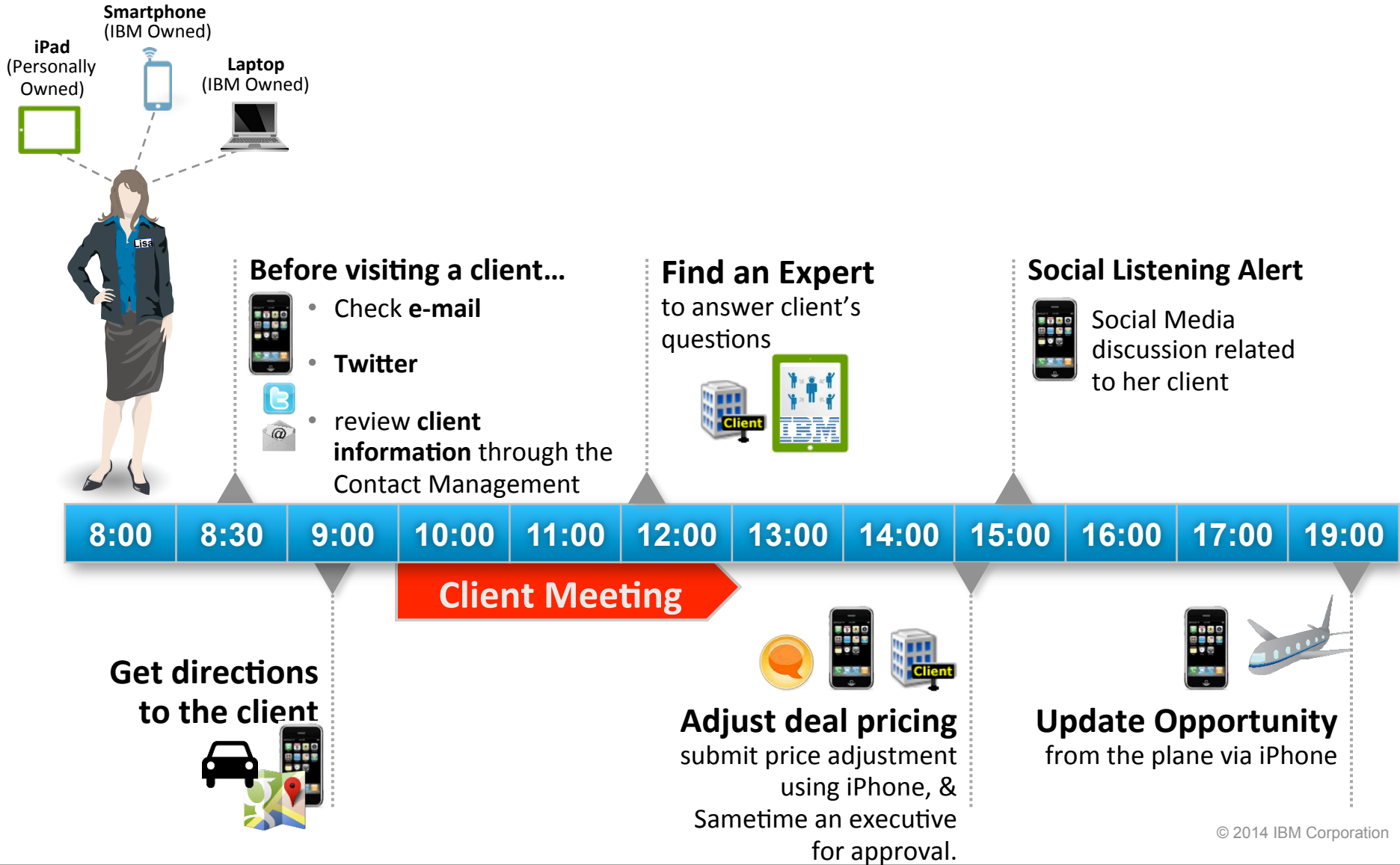
200 Million

employees BYOD

(Next 4 Years)
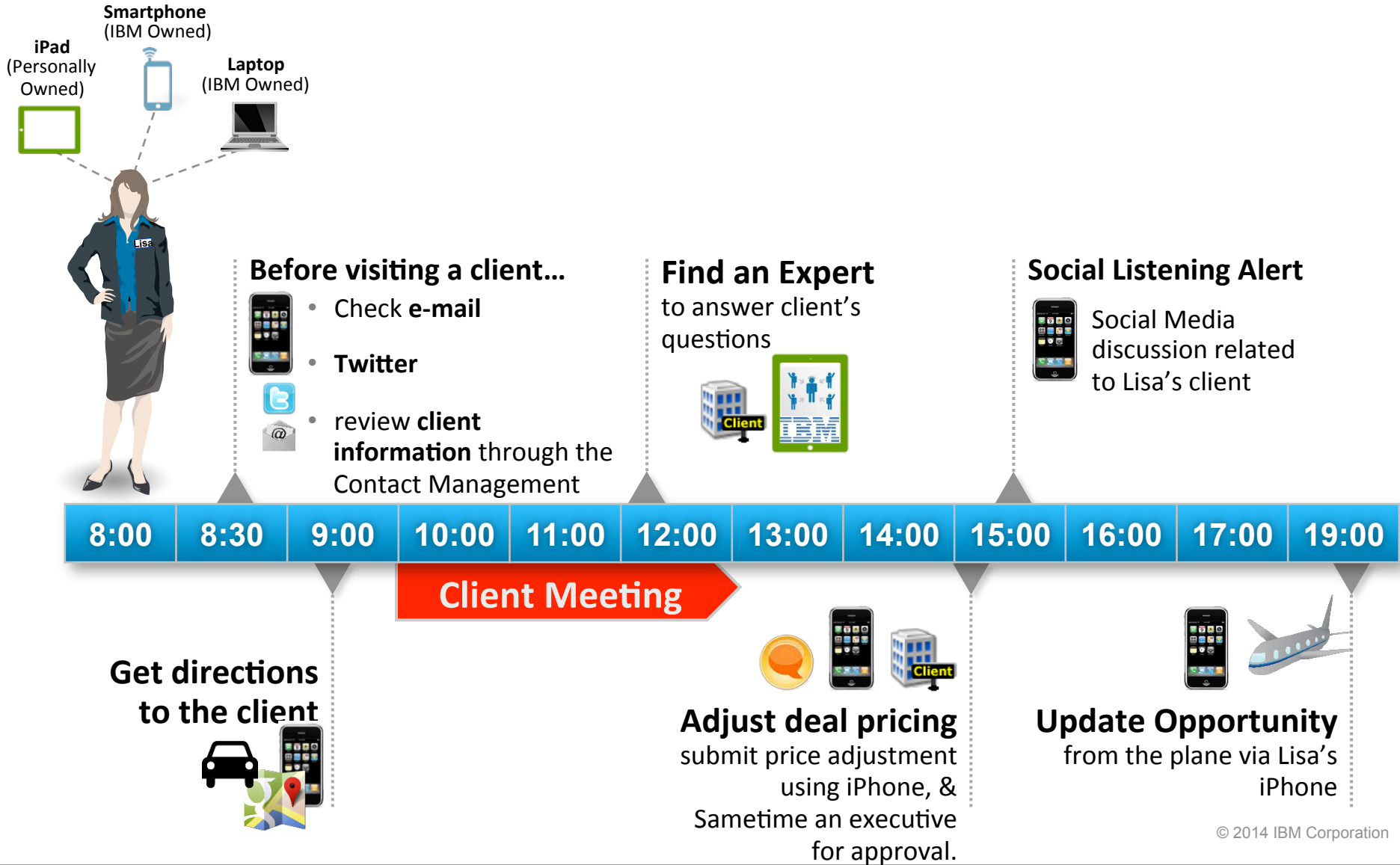
Enabling employees to work however they want, wherever they want

Enterprise Mobility @ IBM is a Work in Progress

Business Value

Enterprise Mobility Maturity

Basic Enablement

- remote access & synchronization for **email**, **calendar**, and **contacts**
- instant **messaging**
- Access to employee directory
- **No VPN access**
- **No browser-based** access to intranet or other apps (ie expense reporting, etc.)

Moving to Higher Value

- Mobile enablement to *some* **business applications**
- **multimedia**: text (MIM), voice, & video
- **Secure container** solutions for remote web browsing
- **Permit access** to some third party video conferencing apps
- **Delivered** IBM Mobile App Store to all employees

Fulfilling the Promise of Enterprise Mobility

- Mobile **enablement** of **all** business critical applications
- **Technology** that supports **agile development** & **secure deployment** of mobile apps
- **Protect** the data, not the **apps**

A deeper look…a day in the life of an IBM seller (Rebecca)

iPad
(Personally Owned)

Smartphone
(IBM Owned)

Laptop
(IBM Owned)

Before visiting a client…
- Check **e-mail**
- **Twitter**
- review **client information** through the Contact Management

Find an Expert
to answer client's questions

Social Listening Alert
Social Media discussion related to her client

8:00	8:30	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	19:00

Client Meeting

Get directions to the client

Adjust deal pricing
submit price adjustment using iPhone, & Sametime an executive for approval.

Update Opportunity
from the plane via iPhone

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Client Meeting

Get directions to the client

Adjust deal pricing
submit price adjustment using iPhone, & Sametime an executive for approval.

Update Opportunity
from the plane via Lisa's iPhone

But there are challenges…

Cultural and **technical obstacles** are **real**, and **take time to solve**

2007   2013

59% of **IBMers** say they **are not interested** in using a **personal device** to access company email, IM, or the intranet.

Top Inhibitors:

- Expense
- Work/Life balance
- Privacy (IBM can see data on personal device or wipe device)
- Password requirements
- IBM security registration
- Can't access w3 applications
- Employee has to surrender device for e-Discovery

IBM's Approach to Mobility

A Three Legged Stool…

Technology

- **95% (400K+) IBM employees are issued laptops**

- Over 115,000 smartphones and tablets and growing rapidly (primarily Android OS and Apple iPhones/iPad devices)

- **16k Macintosh laptops at IBM** (majority are personally owned)

- Launched small, focused "opt-in" BYOD pilots.

- Embraced collaboration and social media tools to enable self-support through communities

- **Fiberlink - Endpoint Manager**

- **Lotus Traveler (email, calendar, contacts)**

- Apps

Policy

- Corporate Managed Plan (IBM pays) – roles-based eligibility

- Personally owned devices can be used for **business purposes – most employees pay for their own device/ service**

- Implemented enterprise **policies** as foundation for enabling mobile employees

- Launched small, focused "opt-in" BYOD pilots. Resisted the urge to "boil the ocean"

- Embraced collaboration and social media tools to enable self-support through communities

Education

- Digital IBMer training
- **BYOD** guidelines

Mobile Adoption Continues to Explode

41% CAGR
Wearable Wireless Devices

1 Trillion
Connected Devices

5.6 Billion
Personal Devices Sold

2013 ———————————————— **2014** ———————————————— **2015**
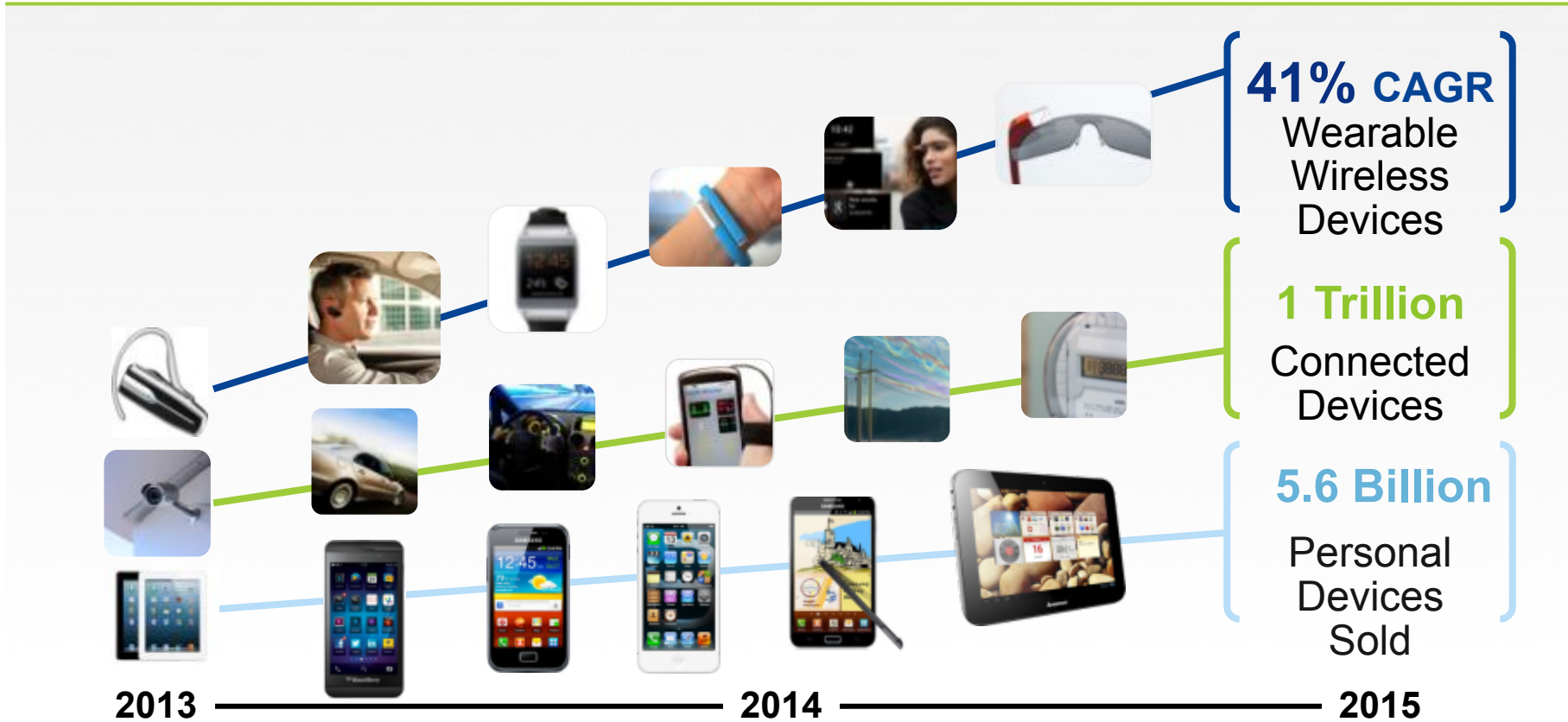
IBM **MobileFirst** Offering Portfolio

Strategy & Design Services

Industry Solutions

Banking

Insurance

Retail

457686933

Transport

Telecom

Government

Healthcare

Automotive

IBM & Partner Applications

Application & Data Platform

Management

Security

Analytics

Devices ◆ Network ◆ Servers

Cloud & Managed Services

Development & Integration Services
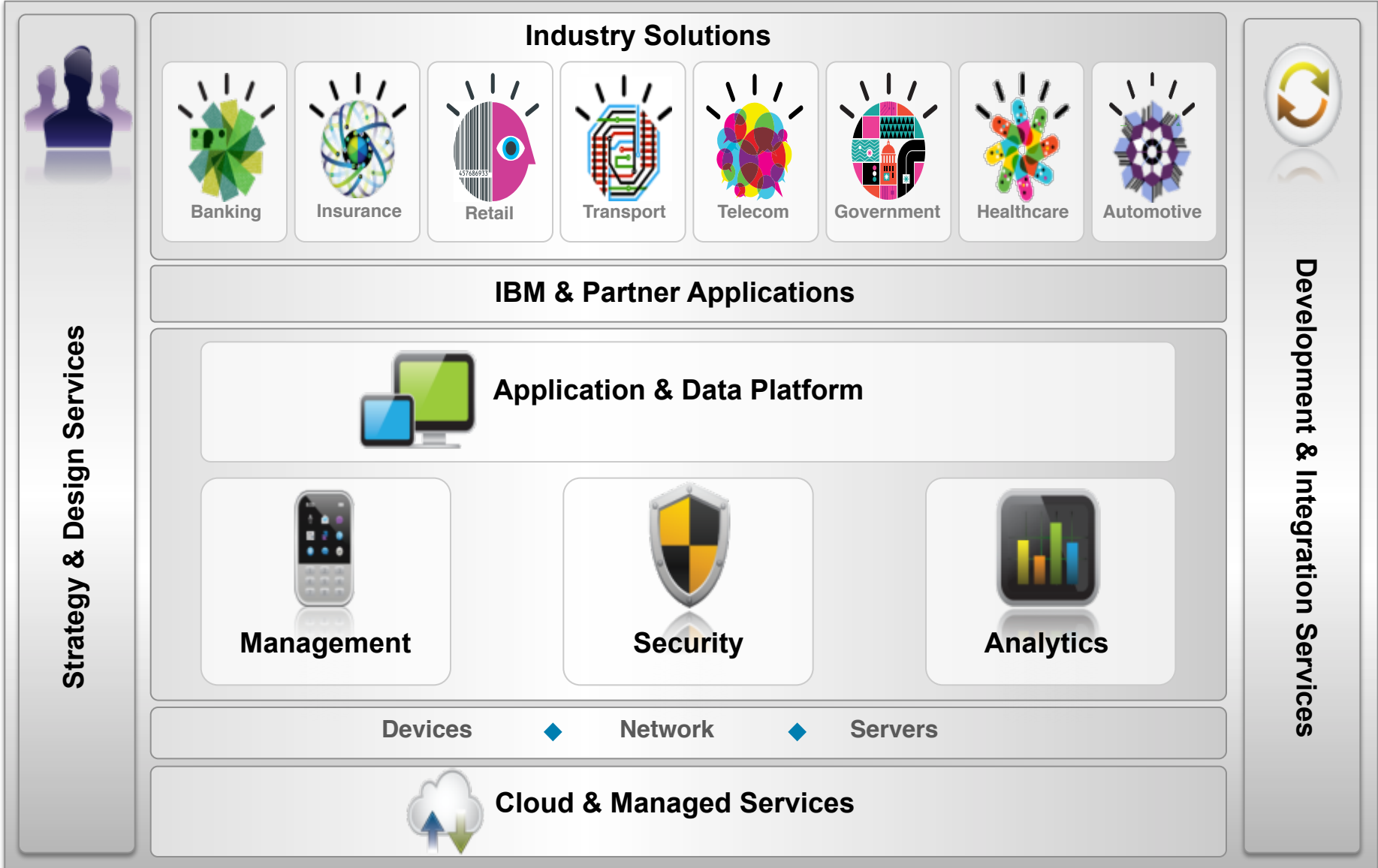
The MobileFirst portfolio of capabilities
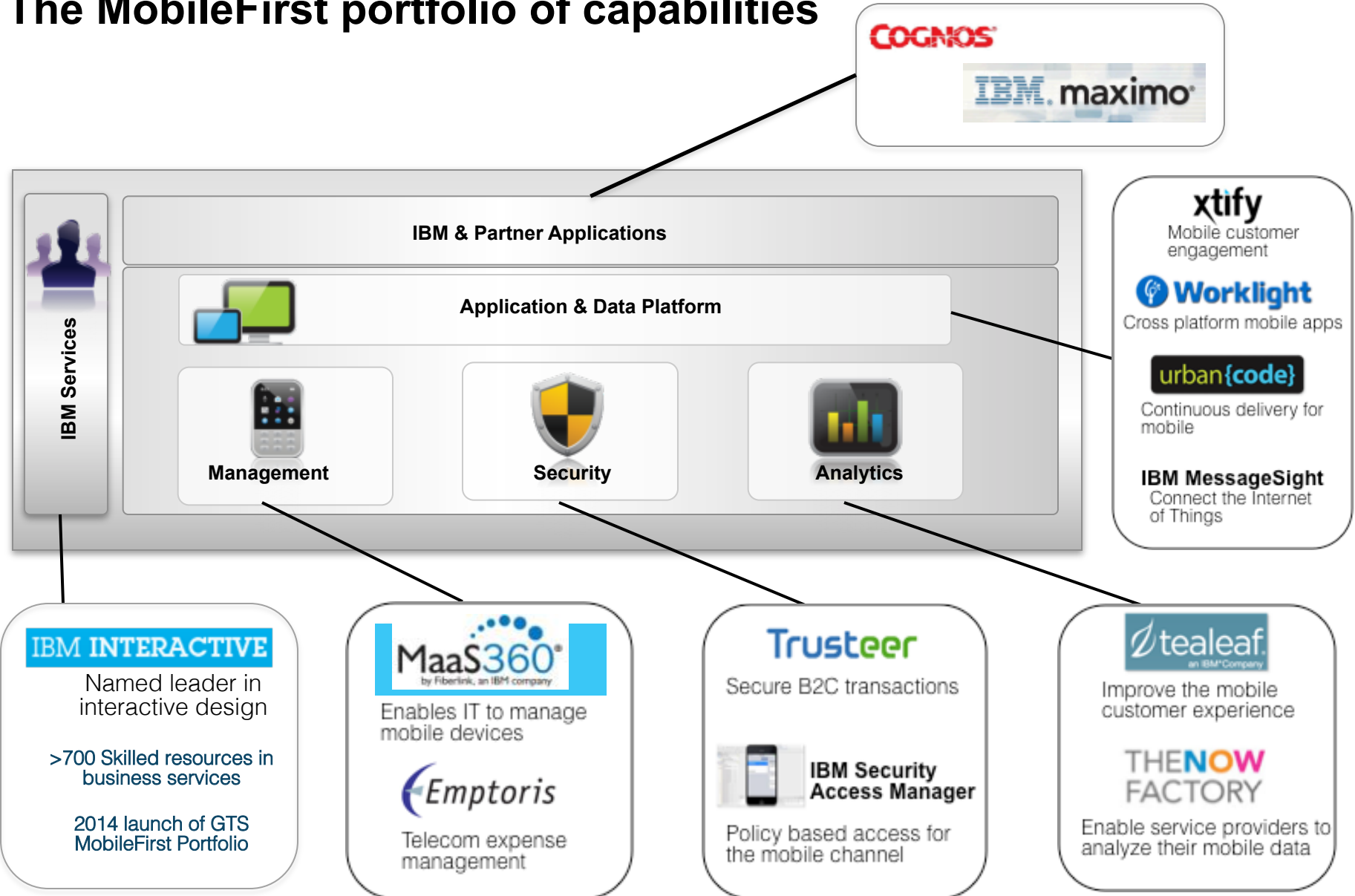
COGNOS

IBM. maximo

IBM & Partner Applications

Application & Data Platform

IBM Services

Management

Security

Analytics

xtify
Mobile customer engagement

Worklight
Cross platform mobile apps

urban{code}
Continuous delivery for mobile

IBM MessageSight
Connect the Internet of Things

IBM INTERACTIVE
Named leader in interactive design

>700 Skilled resources in business services

2014 launch of GTS MobileFirst Portfolio

MaaS360
by Fiberlink, an IBM company

Enables IT to manage mobile devices

Emptoris

Telecom expense management

Trusteer

Secure B2C transactions

IBM Security Access Manager

Policy based access for the mobile channel

tealeaf
an IBM Company

Improve the mobile customer experience

THENOW FACTORY

Enable service providers to analyze their mobile data

Cloud

Cloud Computing Market
Expected size by 2020

$241b

$41b

size in 2011
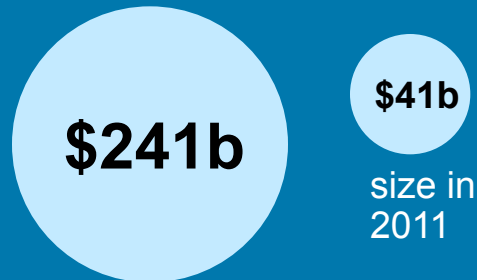
Source: Forrester

Large companies
running applications in the cloud can reduce energy consumption by 30%

30%
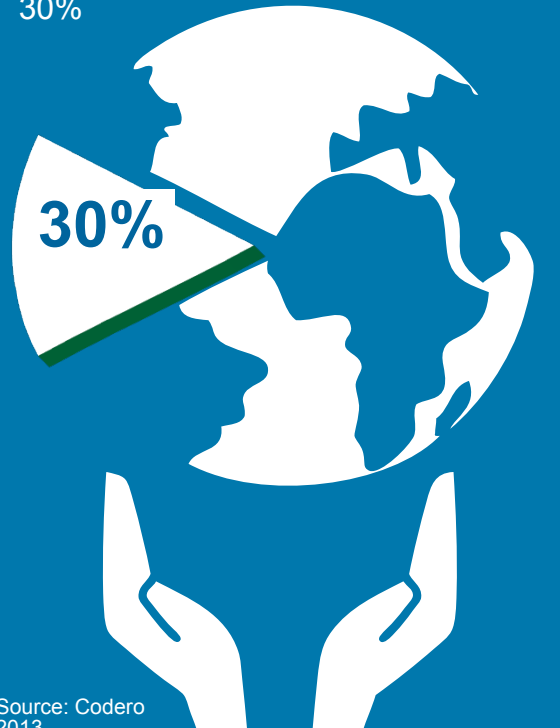
Cloud Computing

Cloud delivers computing resources in a pay-as-you-go, utility model

What are the different types of cloud?

PRIVATE
resource dedicated to one customer

PUBLIC
resources shared by multiple customers

HYBRID
customized combination of shared and dedicated resource

COMMUNITY
dedicated resource for a group of customers

76%
Of mobile workers feel that the ability to work outside the office, yet remain in contact has been a positive development, even though a third are now working longer hours.

33% of companies adopted cloud primarily to access information from any device rather than cut costs
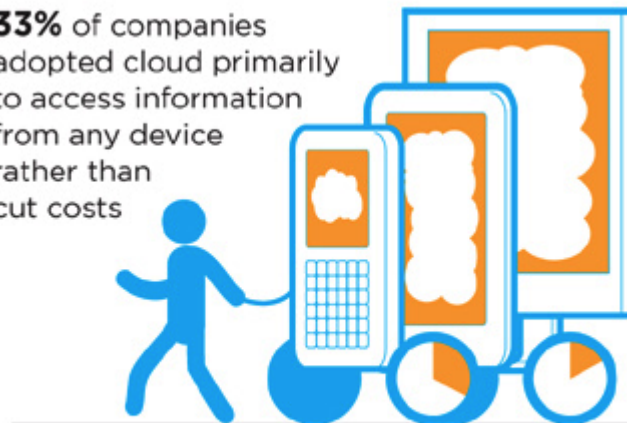
Top reasons for adopting cloud computing

33% Mobility

17% Cost

59%
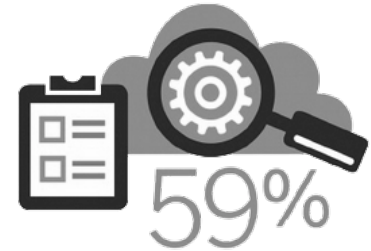
Still identifying IT operations that are candidates for Cloud

71 %

Of Internet users will live mostly in the Cloud by 2020

IBM's Point of View on Cloud

Transforming IT & Business

Transform how IT is delivered to support the business	**Transform how a business is managed**	**Transform how business is conducted**
Use **cloud** computing to **evolve** the **delivery** IT resources with greater **speed**, **quality** and **flexibility** with **higher value**.	**Manage** the organization more **efficiently** through **cloud** with **IBM's analytics**, business computing **process** and **BPM** solutions	**Drive** business **transformation**, **leveraging IBM's** deep industry **expertise**, **assets** and **cloud** capabilities

Moving To The New World

Systems of Record

- **Data & Transactions**
- **App Infrastructure**
- **Virtualized Resources**

Next Generation Architectures
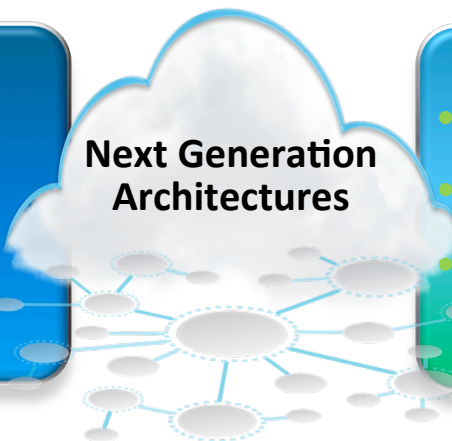
(Systems Of Engagement)

- **Expanding Interface Modalities**
- **Big Data and Analytics**
- **Social Networking**

Data & Transaction Integrity　　　　**Smarter Devices & Assets**

Focus on Operational Costs

Focus on Speed and Agility

Enabling **new levels** of **innovation** and **efficiency**, **agility**, elastic **scalability**, & **low costs**

Ubiquity, **convenient**, **on-demand** network access to a **shared** pool of **configurable** computing **resources**. Cloud technology is **rapidly** provisioned and can provides a higher-value **platform** that makes it possible to strategically **bind Social**, **Mobile**, & **Analytics** together

Moving to the New World

Systems of Engagement are delivering **user-centric services** into the enterprise

Systems of Record (SoR)

Systems of Engagement (SoE)

WAN / LAN

Data Center
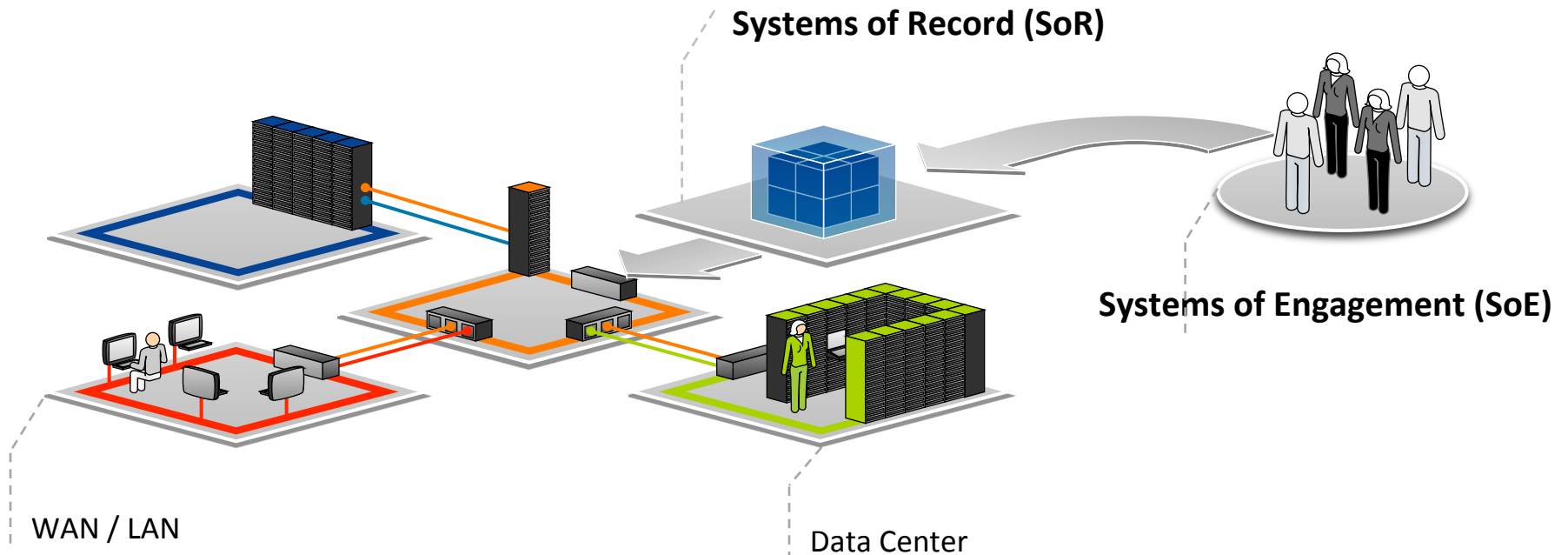
Drivers of "System Of Engagement" (SOE)

- **Social** drives agility

- **Mobile** enables a 24x7 connected,, Engaged workforce

- **Analytics** enable data-driven insights for faster, **smarter** decision making

48

But the Reality is…

We all have legacy apps to deal with…
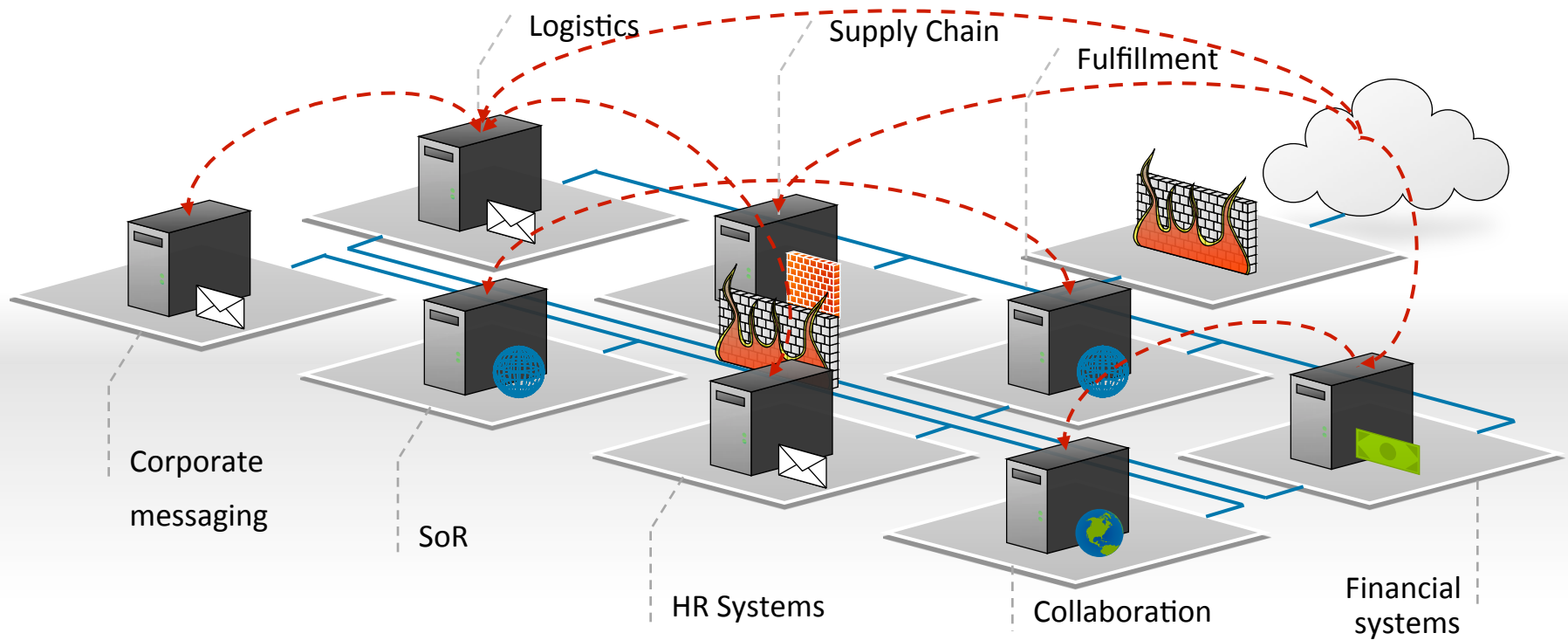
Cloud Offers A New Way To Bring In User-Centric, SoE Services

A **Cloud** Operating Environment allows us to construct apps from APIs … **regardless** of where they reside

PaaS

SaaS

IaaS

Firewall

Cloud

Datacenter

Private Cloud

API Economy
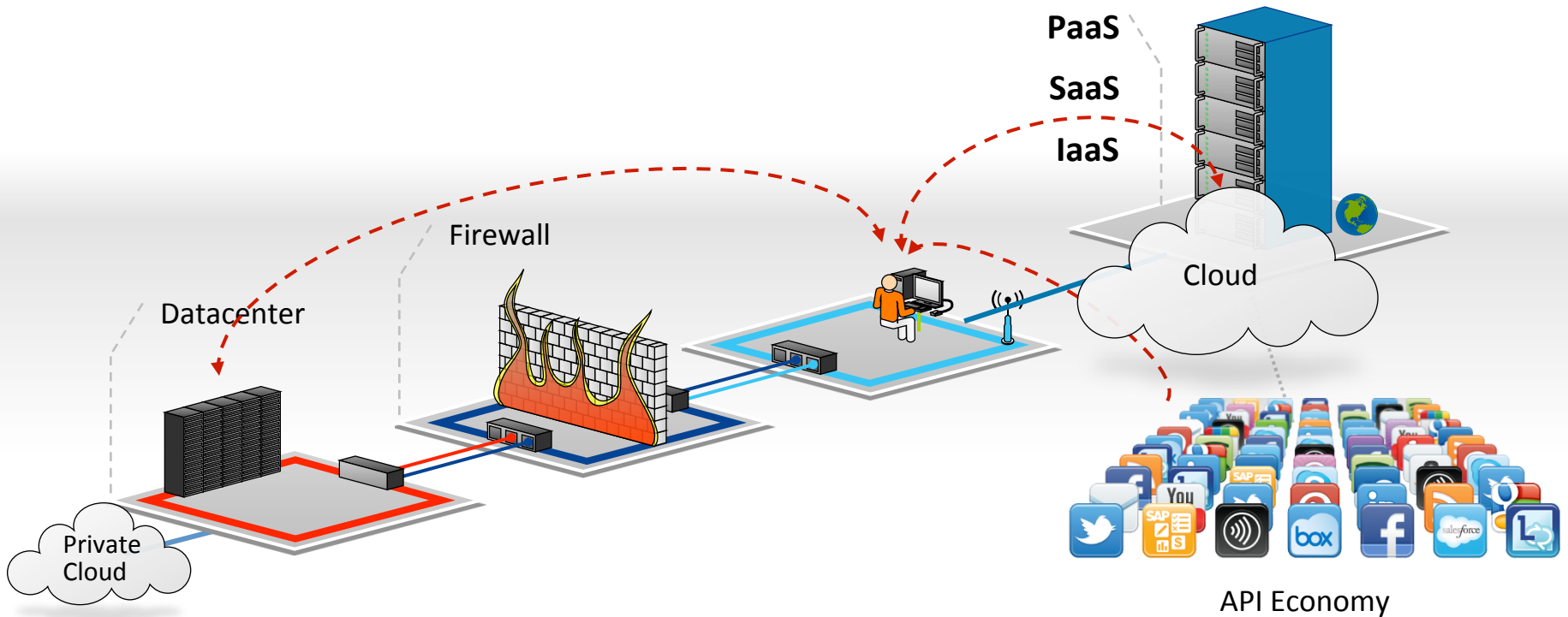
So we need a new architecture to support this…

Presentation Layer

Mobile Apps (Native)	Mobile Apps (Hybrid)	Mobile Apps (Hybrid)	Media Tools (Video, Conference, etc.)
Mobile Apps (webApps)	Connections	Analytics Engine	Ibm.com

Management Layer

API Manager	BPM

Systems of Record
- Highly Structured
- Slow to Change
- Transactional
- Reliable & Stable
- Core of Business
- Tangentially Social

Blue Harmony	SalesConnect	HRMS	MDM	ECM
ERM	CRM	HRM	Master Data	Enterprise Content Management

On-premise Solutions

Cloud Solutions

SOFTLAYER® an IBM Company

KeneXa   workday.

Cloud service models

Traditional On-Premises	Infrastructure as a Service	Platform as a Service	Software as a Service
Applications	Applications	Applications	Applications
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
Middleware	Middleware	Middleware	Middleware
O/S	O/S	O/S	O/S
Virtualization	Virtualization	Virtualization	Virtualization
Servers	Servers	Servers	Servers
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

Client Manages (Traditional On-Premises)

Client Manages (Infrastructure as a Service)
Vendor Manages in Cloud (Infrastructure as a Service)

Client Manages (Platform as a Service)
Vendor Manages in Cloud (Platform as a Service)

Vendor Manages in Cloud (Software as a Service)

Customization; higher costs; slower time to value

Standardization; lower costs; faster time to value

Build a cloud that's customized for you. **Dynamic Hybrid** is the future.

Private Cloud & IT

Benefits:

- Fully customizable
- Robust management
- Secure by design

Public Cloud

Benefits:

- Low entry cost
- Pay-per-use
- Highly elastic

Dynamic Hybrid

+ Hybrid Cloud

**Best of both worlds.
Better outcomes.**

- ✓ Maximize return on existing IT investments
- ✓ Match workloads to best-fit infrastructure
- ✓ Hit the right balance of risk to speed
- ✓ Meet seasonal capacity without CapEx
- ✓ Add new capabilities quickly

Our Cloud activities cover the spectrum of cloud service delivery models
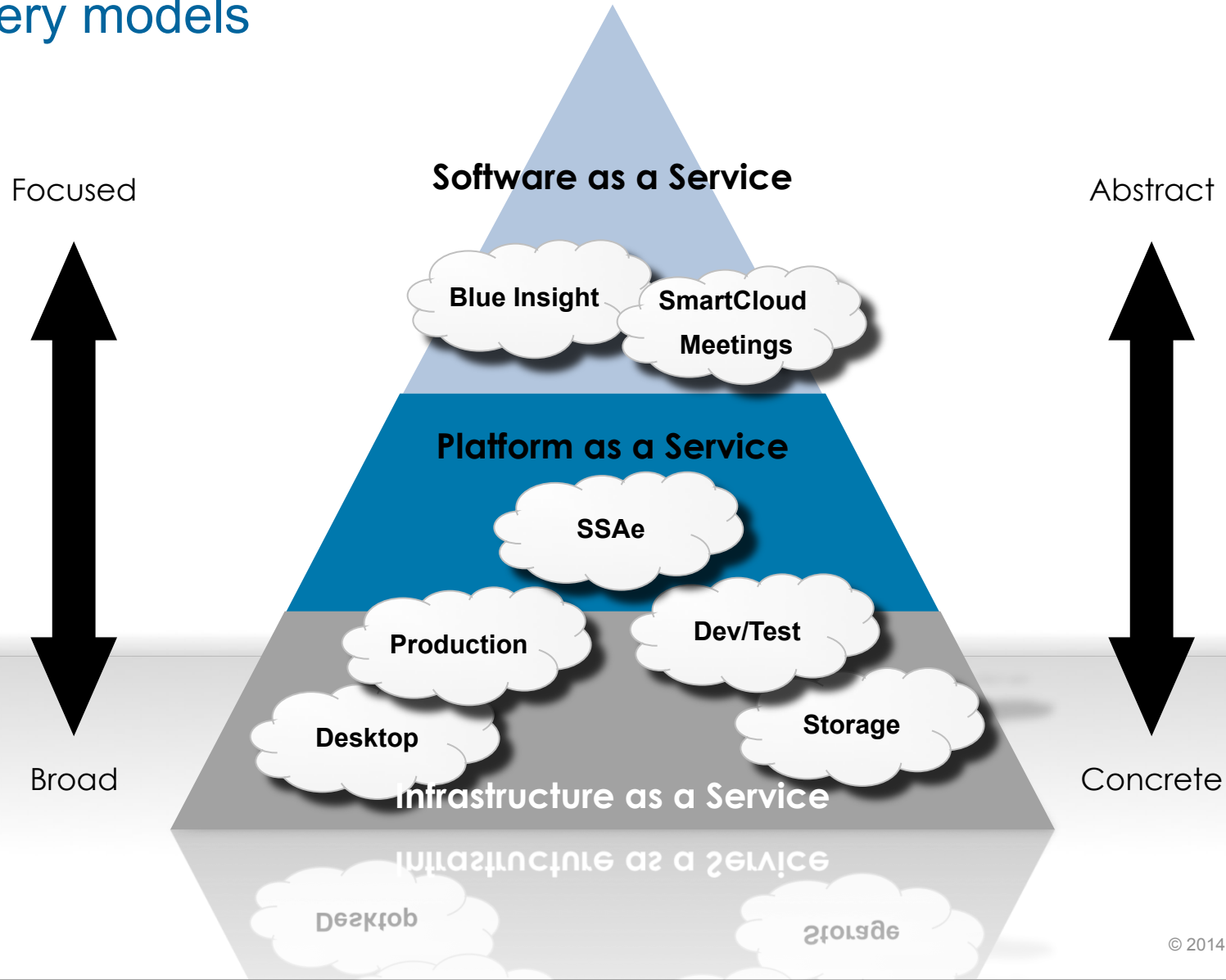
IBM has a full breadth of cloud offerings to help you achieve those powerful business outcomes, no matter where your entry point is.

Think it. Build it. Tap into it.

Business Process as a Service

Automating Business Innovation

| Business Processes | Recruiting | Procurement | Payment Processing | Help Desk | Accounting |

Software as a Service

Marketplace of High Value Consumable Business Applications

| Marketing | Commerce | Supply Chain | Talent Management | Analytics | Collaboration | IT Management |

Platform as a Service

Rapid App Development through Composable and Integrated Platform
Built using open standards

| Mobile | Security | Big Data & Analytics | Development & DevOps | Integration | Integration/ API Mgmt | Traditional Workloads |

Infrastructure as a Service

Enterprise Class, Optimized Infrastructure
Built using open standards

| Compute | Storage | Networking |

Public. Private. Dynamic Hybrid.

Clients need an experienced partner to…

Think it.

Strategize how to use cloud to drive revenue growth and efficiencies.

Build it.

Build and **run** your private or hybrid cloud.

Tap into it.

Utilize cloud services delivered from IBM SmartCloud.

Social

$19B

Facebook Acquires WhatsApp

Today, the social media revolution has sparked another transformation, forever changing the way people interact and share information

>1.5 billion social networking users globally

25% of search results for the world's top 20 largest brands are links to user-generated content

50% of users access the internet with their mobile device
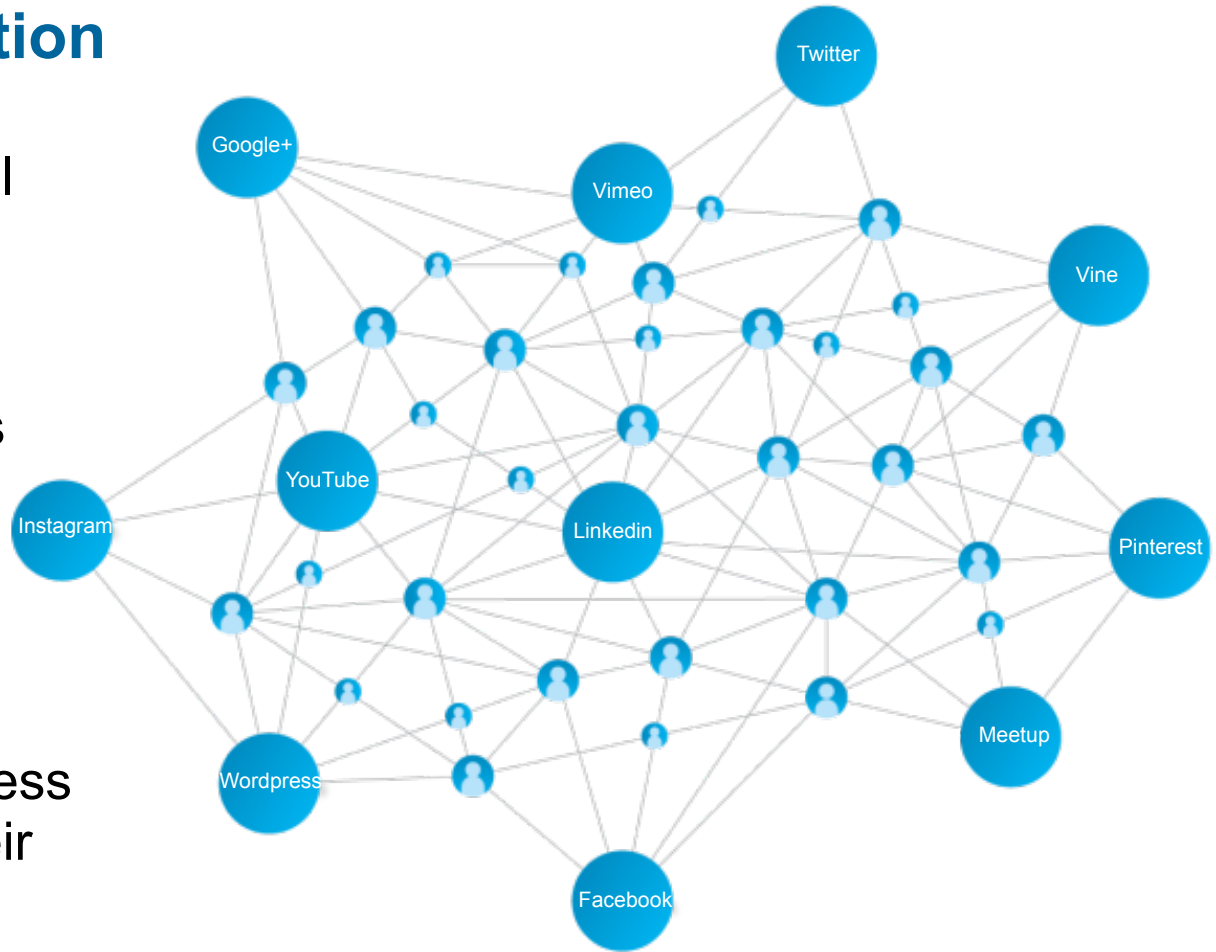
Social technologies have changed how we interact & share information

81%

of customers depend on social sites for purchasing advice

What do you think of 'social'?
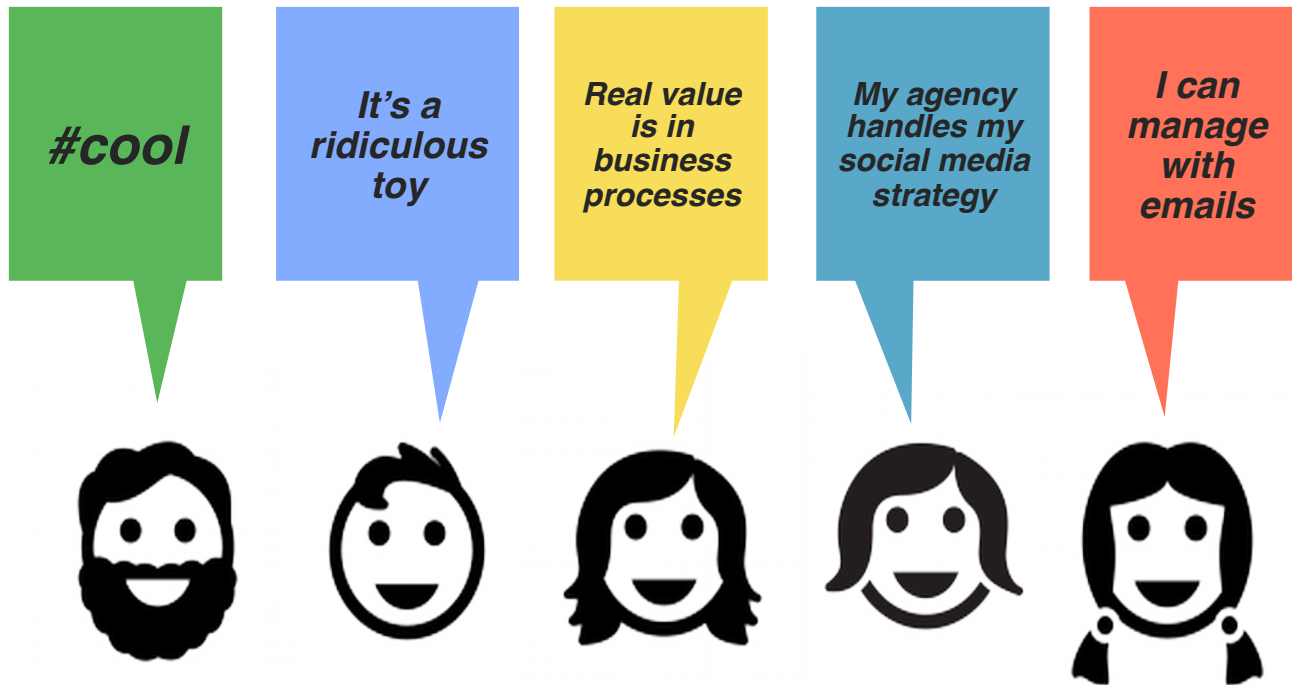
1 — I need to attract, empower and motivate very best people.

2 — I need my people to work together.

3 — I want to turn every customer touch into an unforgettable experience.

4 — I want to capture and act on every customer insight.

What does the CEO think?

The world has gone...

SOCIAL

34,722 Likes
Every Mins
Domo "Data never Sleeps"

100% of b2b customers use social media for business.
Source: Forrester Technographics® (7/2013)

80%

By 2014, 4 out of 5 companies plan to invest in social technology to foster internal collaboration & listen to customers.

Source: ibm.com

Shared Content up 9x in 5 years

Global Digital information Created & Shared, 2005 – 2015E

Amount of global digital information created + shared (pictures, tweets, documents, etc.) expected to reach 9 zettabytes by 2015

Source: IDC report "Extracting Value from Chaos" 6/11

$**6.4 billion**

The social-technology industry, worth $600 million in 2010, will **grow 10x** by 2016 to $6.4 billion.

Source: ibm.com

Facebook 52%
Google+ 25%
Twitter 22%

Social platform **active** usage (Percentage of global internet users)
Source: Global Web Index (1Q:13)

218 M

Registered LinkedIn users (1Q:13) +35% Y/Y
Source: LinkedIn

1.1B+

Global active Facebook users. 68% on mobiles. 60% log in daily.

Source: Facebook 5/13
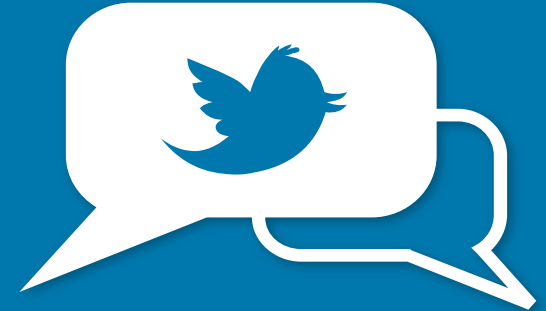
663 M

Registered Skype users spend **2 billion** minutes per day on Skype, with **55 million** concurrent users online.
Source: Skype 7/2013

500 M

Photos uploaded & shared per day. Growth accelerating, 2X Y/Y
Source: KPCB

343 M

Active Google+ users – more than any other social network besides Facebook.
Source: Global Web Index

100 hours/minute

YouTube hours of video uploaded per minute (1Q:13)
Source: YouTube

Smarter WorkForce
Attract & Retain Talents

External

- Attract right candidates to the right roles

Internal

- Connect Talent to critical roles to optimize Org performance

- Rapid development, deploying optimized skills & Capabilities

- Recognition and Rewards

Social Tools / Analytics

Are you Greenwell material?

Take our Culture Fit quiz and find out!

Take the Quiz →

moves us forward

Let Employee Engage Together

People

Communities

Activities

Files

Meetings

Blogs, Ideation

Chat

Calendar

Wikis

Traveler

Email

Docs
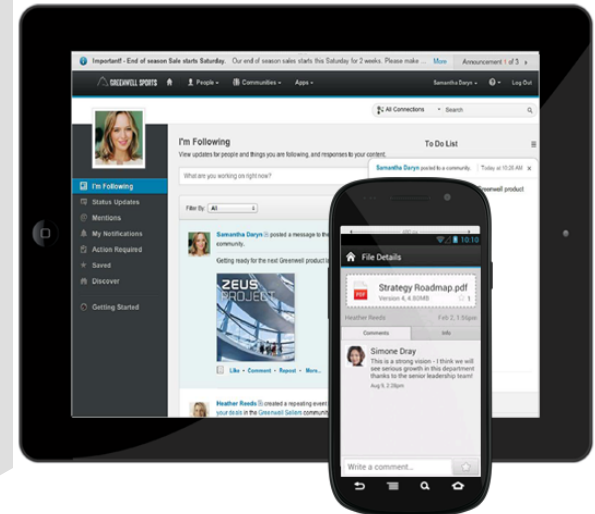
Deliver Exceptional Digital Experience

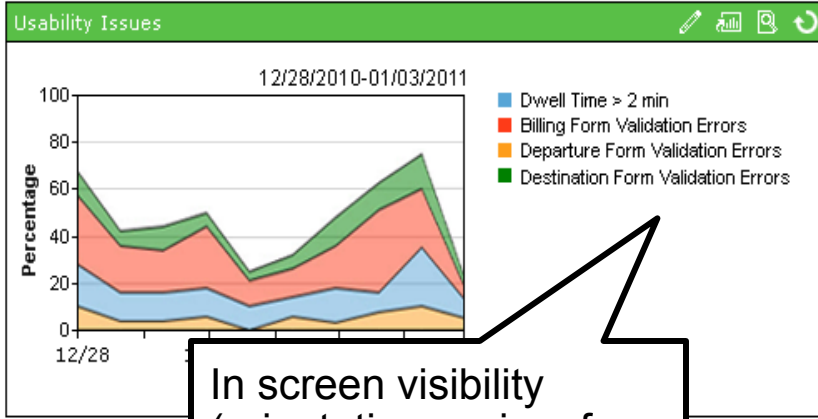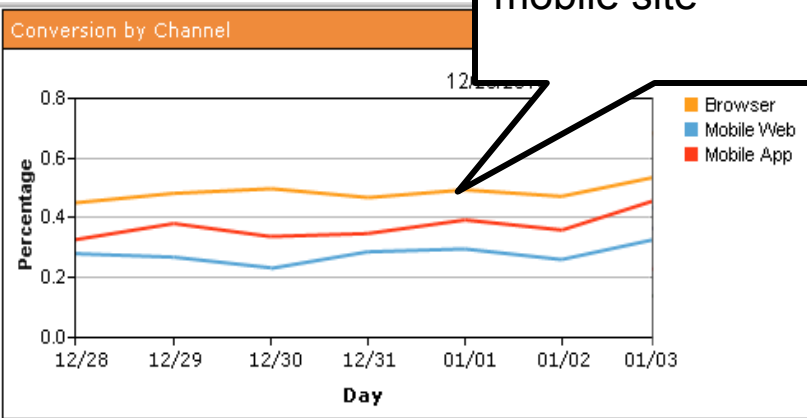**Same Content, Context and Consistency across Digital Channel**
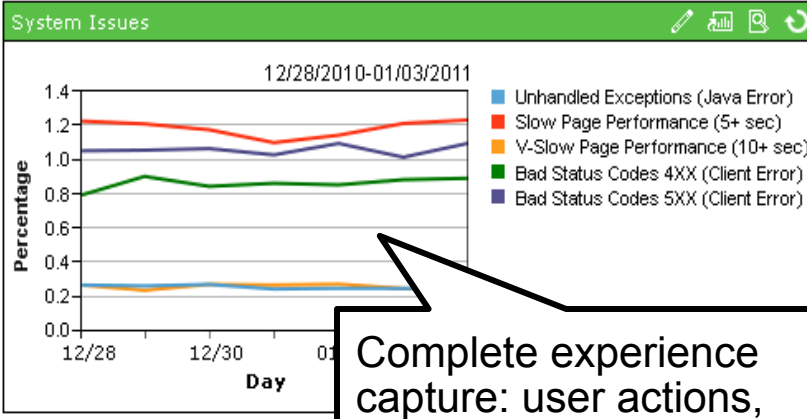
Capture, Act on every customer insights

Automatic detection of mobile customer struggle
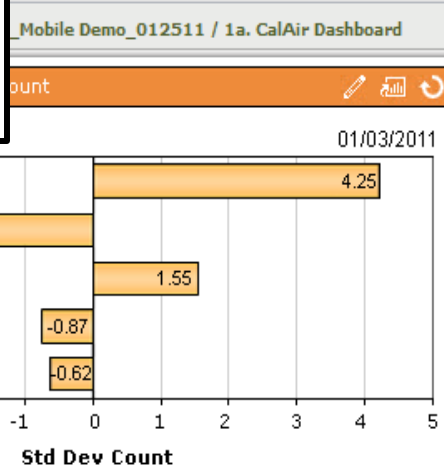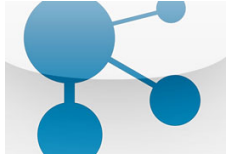
Cross channel analytics: web, app, mobile site

In screen visibility (orientation, swipe, form entry, clicks) to track usability issues

Complete experience capture: user actions, application, environmental and network data

IBM

The IBM social platform: IBM Connections

Deployed to all IBMers, Connections is an integrated, security-rich social platform that helps employees engage with networks of experts.

Home page
See what's happening across your social network

Communities
Work with people who share common roles and expertise

Files
Post, share, and discover documents,
presentations, images, and more

Wikis
Create web content together

Activities
Organize your work and tap your professional network

Profiles
Find the people you need

Forums
Exchange ideas with, and benefit from the expertise of others

Social Analytics
Discover who and what you don't know via recommendations

Blogs
Present your own ideas, and learn from others

Bookmarks
Save, share, and discover bookmarks

86,000
Public **communities** & **83,000** private communities

428,000
Blog users,
74,500 blogs, and 244,000 entries

1.18M
Files shared,
44.8M downloads

7.5M
Activities entries, **655K users**

Social Business at IBM: taking advantage of change

IBM is looking beyond social media to see how **social technologies** drive real **business value**. From marketing and sales to product and service innovation, social is changing the way **employees connect**, **share expertise**, and **engage** with each other & clients.

- Networks of **IBMers** and our **clients** are **connecting** in real time in global communities

- **Mobile** devices are bringing people and information **together** like never before

- Create exceptional **customer experiences**

- Create a **smarter** workforce

- Gain powerful **insight**

- Ignite **innovation**

- Achieve real value

- Increase **productivity**

- Generate more **revenue**

- Accelerate business **transformation**

- Transition from **systems of record** to **systems of engagement**

IBM has a market leading portfolio of technology and services to help clients become social businesses

SOCIAL BUSINESS SOLUTIONS

Smarter Workforce

IBM Employee Experience Suite

Kenexa Talent Management Suite

attract . empower . motivate . deliver

Exceptional Customer Experience

IBM Customer Experience Suite

IBM Platform for Social Business

Social Networking

IBM Connections

IBM Notes & Domino Social Edition

IBM Sametime

Social Analytics

IBM Social Analytics Suite

Social Content

IBM Enterprise Content Management

Social Integration

IBM WebSphere Portal

IBM Web Content Manager

IBM SmartCloud   Dedicated Private Cloud   On Premises   Hybrid
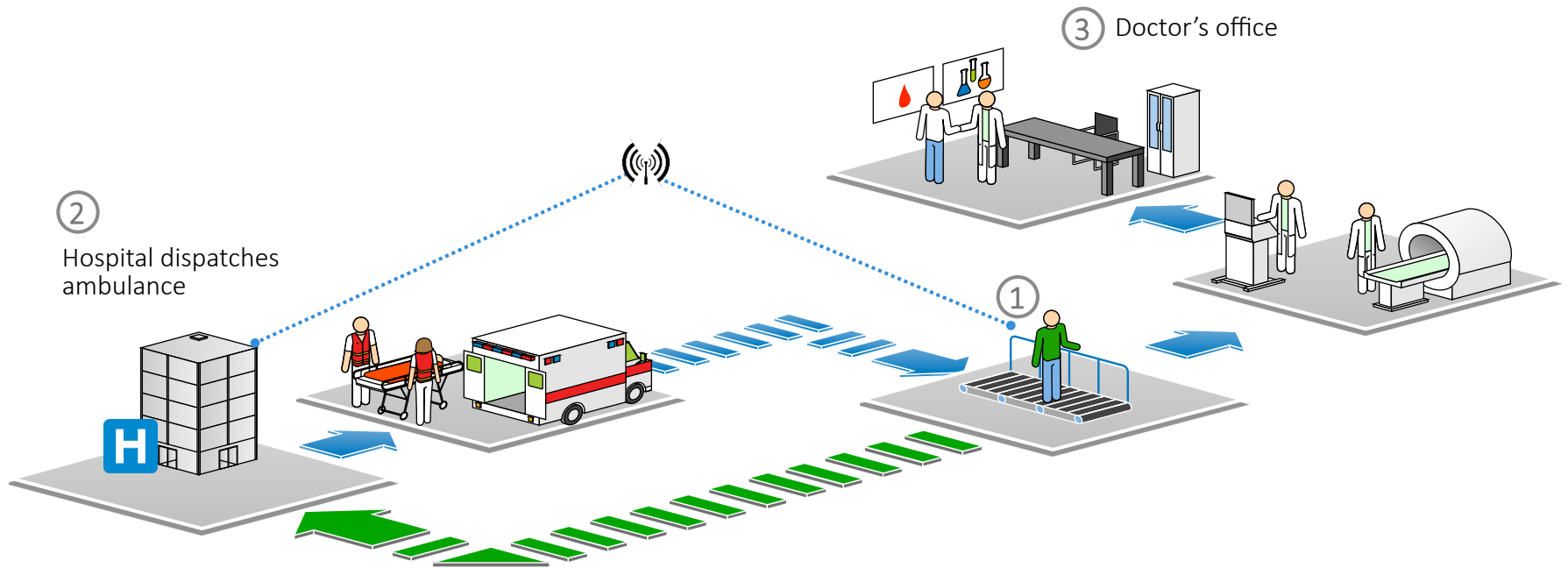
DEPLOYMENT OPTIONS

What's Next?

Changing the paradigm from reacting to anticipating

Connected Devices

A New Era of Big Data & Predictive Analytics

③ Doctor's office

② Hospital dispatches ambulance

①

We are on the path to realizing the full promise of Cognitive Computing

Analyze. Adapt. Learn.

Watson for Engagement

(Answering customer questions more effectively)

Watson for Healthcare

(Cognitive Medical Decision Support Tools)

Watson for Finance

(Deep content analysis for smarter recommendations)

To succeed we need to understand these changes and to evolve our business

New Era of Computing
Mobile, Cloud, Big Data, Social

New Kind Of Client
CMO, CFO HR, CEO

New Type of Expertise
Skills, Expertise Eminence

Where's the opportunity for you?
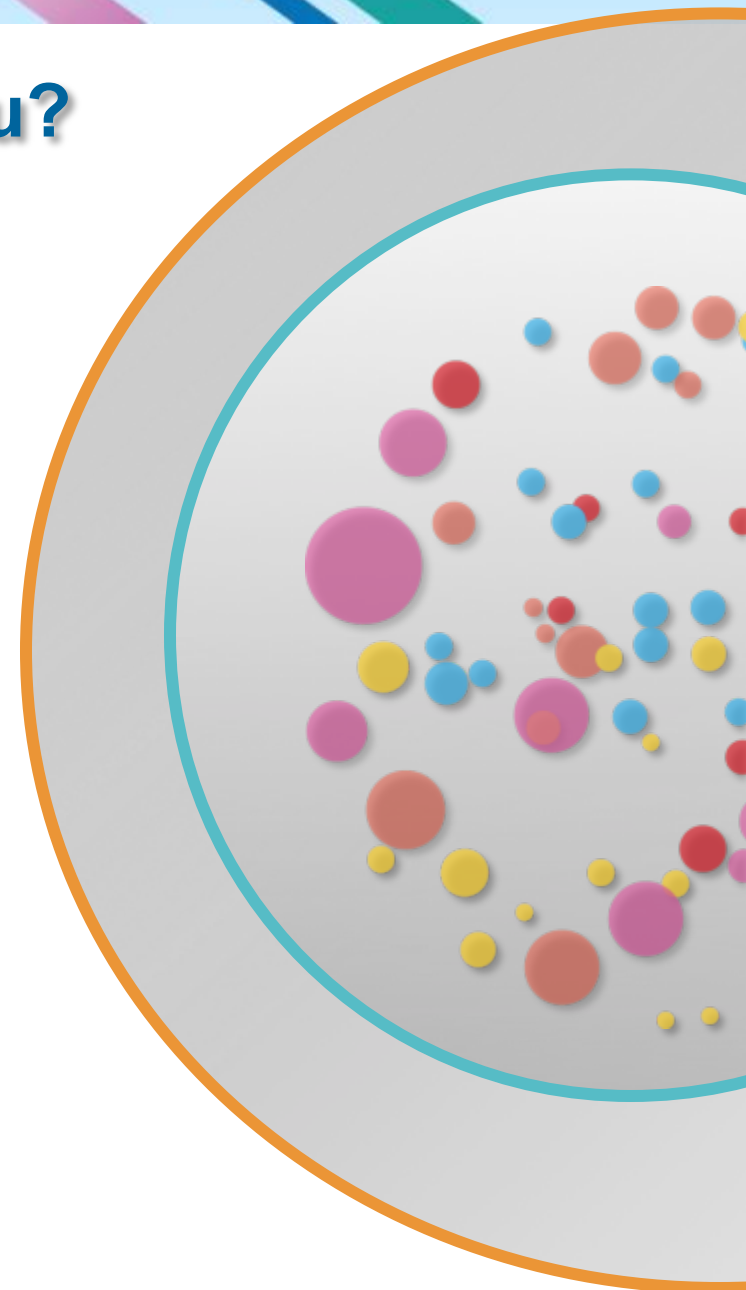
Treat customers, citizens and employees as individuals

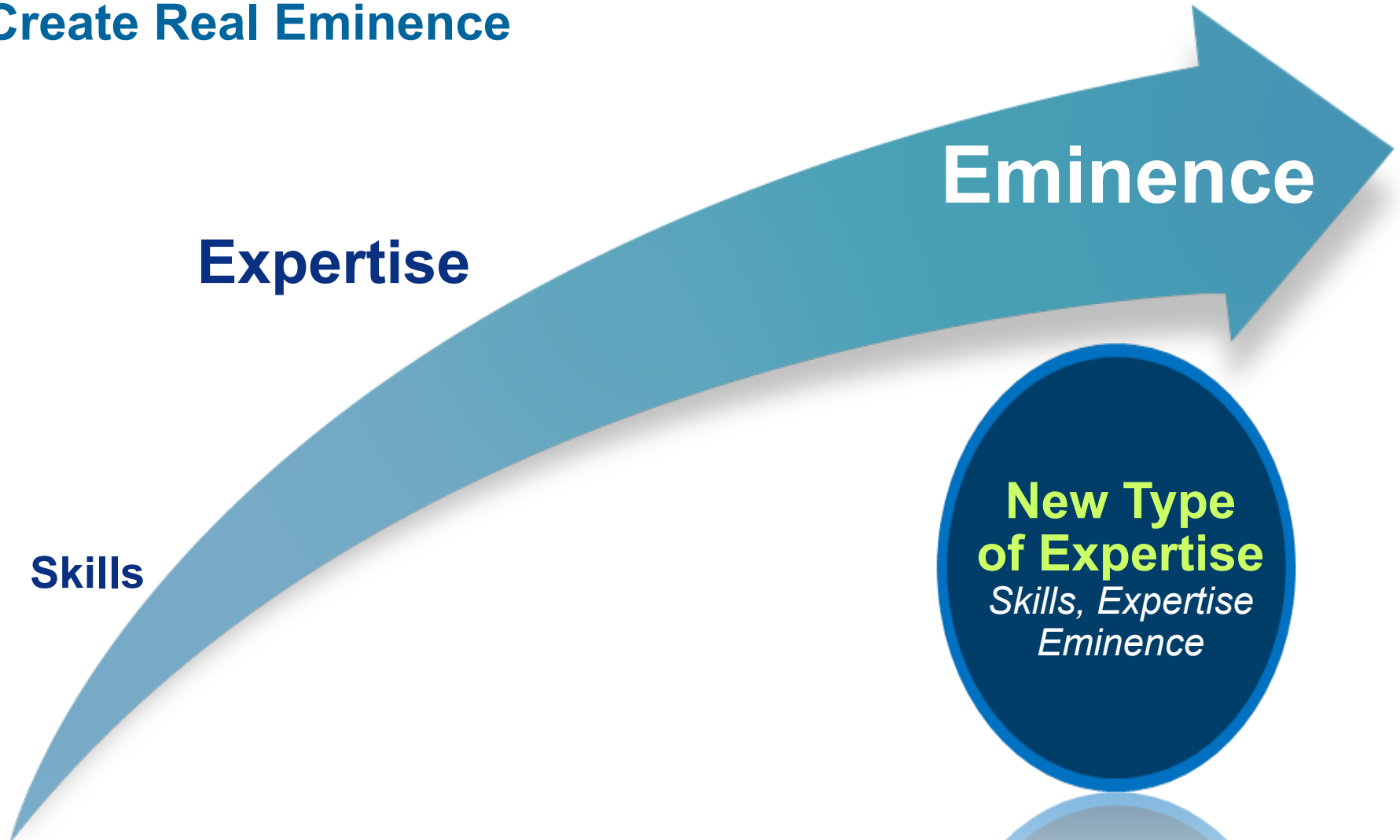**Engage anyone, anytime, anywhere**

Use cloud to drive strategic change

Capitalize on big data to know and act

Speed delivery of new products and services

Protect the brand against evolving threats

Business Partners need to build on Skills and Expertise to Create Real Eminence

Eminence

Expertise

Skills

New Type of Expertise
Skills, Expertise Eminence

Quiz

What Does CAMS stand for ?
A. Volume, Velocity, Variety and Veracity