Video: Transform. Grow. Innovate. Lead with Business Agility. by ibmimpact

(No Audio; transcript of onscreen messages:)

Composing New Tweet

(Twitter update being tapped out on a computer. Cheerful, anticipatory music plays quietly in the background. The message reads:)

Must stay connected to my customers. Could #analytics be the key to business agility? Wonder what the IBM #bizagility forum will say.

(As the message is being typed out, "#brms" is deleted and becomes "#analytics.")

Reading #bizagility tagged Tweets

(The music swells energetically. We dive in to a list of everyone tweeting about business agility and process.)

JohnVP Big Thoughts: our decisions don't exist in a vacuum. How much TLS do you give to process? #bizagility

IBMimag RT @IBMBizAgility: Application Modernization? The Real Scary Story from the Dept Ceiling Battle.

Google+ page

(Now we're looking at a Circle named "My Business." Viewing its stream, we see Instagram photos, thumbnails of YouTube videos, Facebook "Like" buttons, and blog links. All are exchanging ideas about process, SOA, and business agility; some of these even link to blogs and websites in other languages. In the mass of information, we find a few particular points of interest, and hover on them for a few extra seconds:)

John Childress Aug 11, 2011 - Public Kicking off a new BRMS strategy today. Ithink this is going to be good for us and even better for our customers +1 - Comment - Share

TechSolutions Aug 10, 2011 - Public IBM Business Agility Executive Forum - Oct 19, 2011 <Stay Informed> The IBM Business Agility Executive Forum launches in New York on Oct 19, 2011. We're there - are you? +1 - Comment - Share

Jodi Schwartz Aug 09, 2011 - Public

IBM Executive Forum kicks off in a few hours! I'm there - are you? +1 - Comment - Share

Mike Laney Aug 09, 2011 - Public How can I help my company transform? (As the message is being typed out, "transform?" is deleted repeatedly and becomes "grow?", "innovate?", "lead?") +1 - Comment - Share

Mike Laney Aug 09, 2011 - Public Who wants a cup of joe before the IBm Exec Forum? (Via FourSquare) Port City Java - 10 East Hargett Street +1 - Comment – Share

(Click on Port City Java loads Google Maps, with a pop-up, "Would you like a more realtime view?" Upon clicking on map we dive in...)

Live Street View w/Augmented reality

(And suddenly the Google street view is a real, tangible place with a view across from Port City Java store.)

It's as if we're living inside of an Augmented Reality app. We see the name of the café, We explore the city in a series of jumpcuts and zooms. Above people's heads, we see Twitter handles and hashtags, thumbnail photos and videos, ideas and questions. Although it seems like an AR application, this is the way we see our world.

Side of building: acceleration | automation | insight

Tweet @ValerieChandler "Strategy meeting in 30 minutes. Need to make sure we talk about our #process" Sept 17 via mobile

As we pass people and places that represent a number of industries (banking, insurance, retail, etc.), little sparks of light and color flow from them to gather in the periphery of our vision. These represent relevant, business-oriented insights and concerns:

Tweet "Can I get 24x7 uptime to match my 24x7 service?" *Facebook* "How can I make sure I am really reaching my customers?"

The environment is also changing before our eyes. The effect is subtle at first, but becomes more dramatic and surreal. Buzzwords and key messages become increasingly embedded in the world around us – subtly at first, almost subliminally – until entire walls of buildings, or the pavement beneath our feet, are comprised of phrases like

"Agility", "Increase decision accuracy," "Accelerate innovation," "Automate service delivery," and "Gain insight."

As well, a number of industries and names of representative businesses:

Telcom, Banking, Insurance and Government.

<u>Closing</u>

We approach an office building and reach out for the door.

"Take the next step", windows color-in with Cloud, BPM, SOA, BRMS

As we walk through the door, our view fills with color...

...and brightens to a white screen with the Business Agility globe

fades to the **IBM** logo Join us: <u>ibm.com/business-agility</u> **#bizagility.**