



Leadership in a New Era of Smart

Mitch Young
Vice-President
IBM Software, ASEAN

IBM.



25

percent of all people are on social networks



2.7

billion people online



62

percent of workloads on cloud by 2016

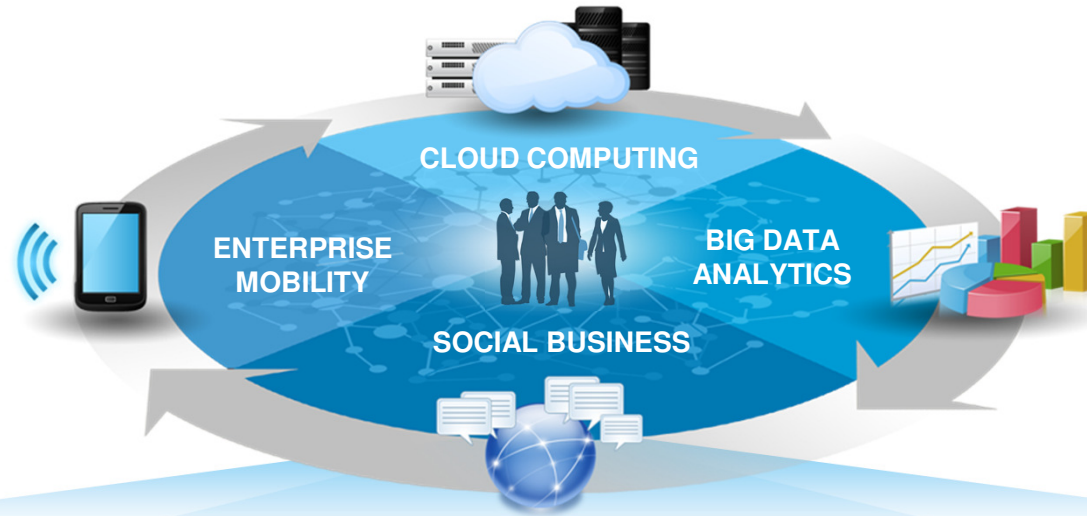


2.5

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

IBM

Engage anyone, anytime, anywhere

Mobile

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

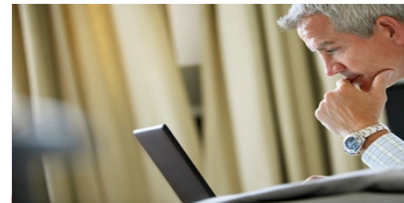
IBM MobileFirst solutions help turn interactions into opportunities, combining deep industry expertise with powerful analytics, cloud, social, and security technologies.



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

IBM

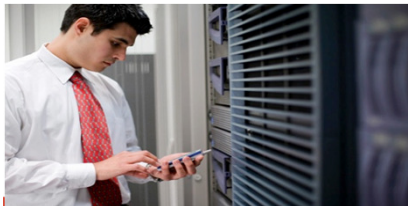


Use cloud to drive strategic change

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

IBM



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



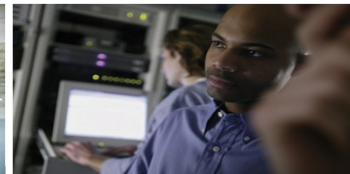
Transform financial processes to drive performance



Make risk-aware decisions and manage compliance



Optimize operations, prevent threat and fraud & monetize data

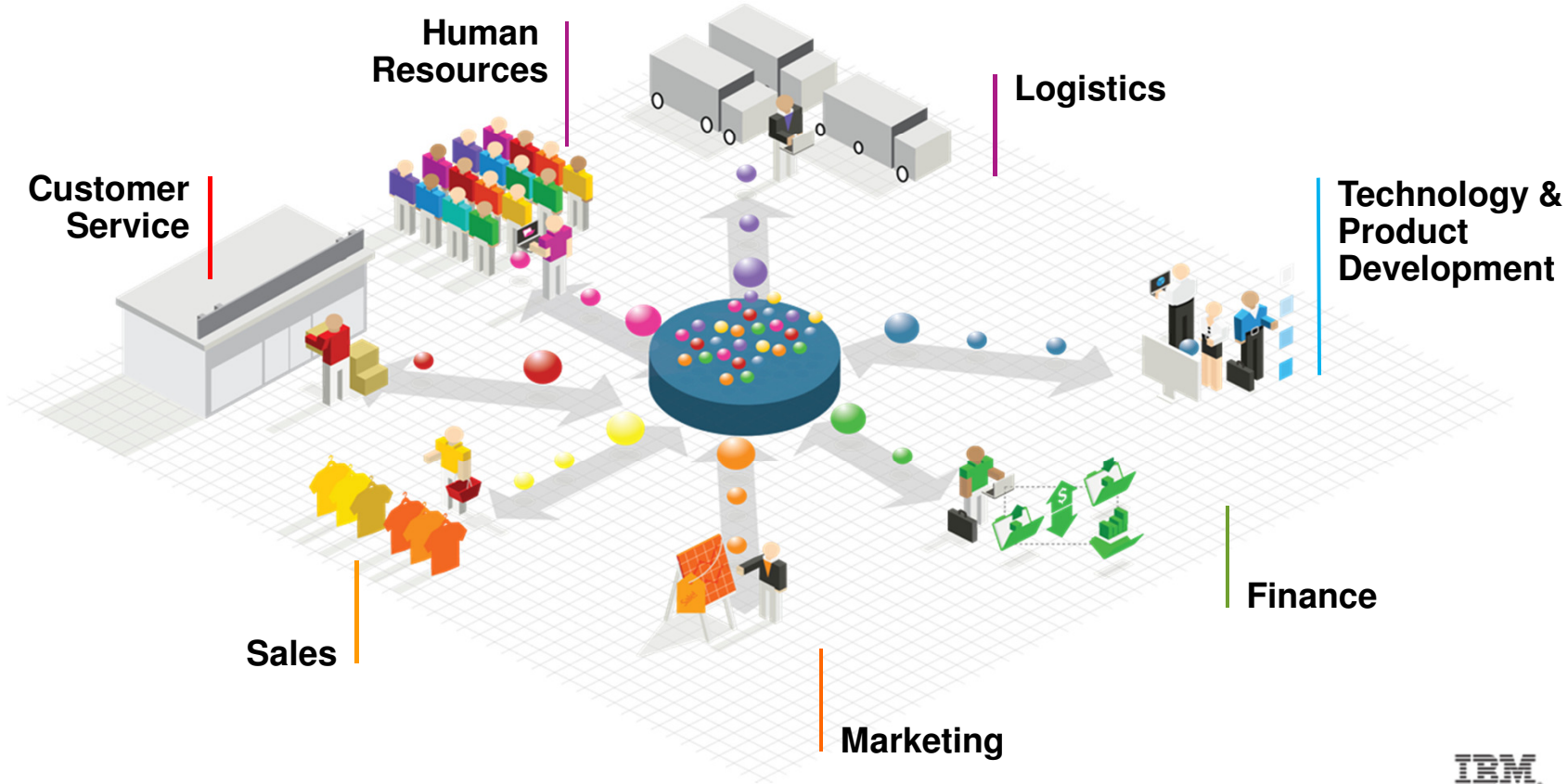


Gain IT efficiency and scale & enrich your information base

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Technology shifts are impacting all areas of Business





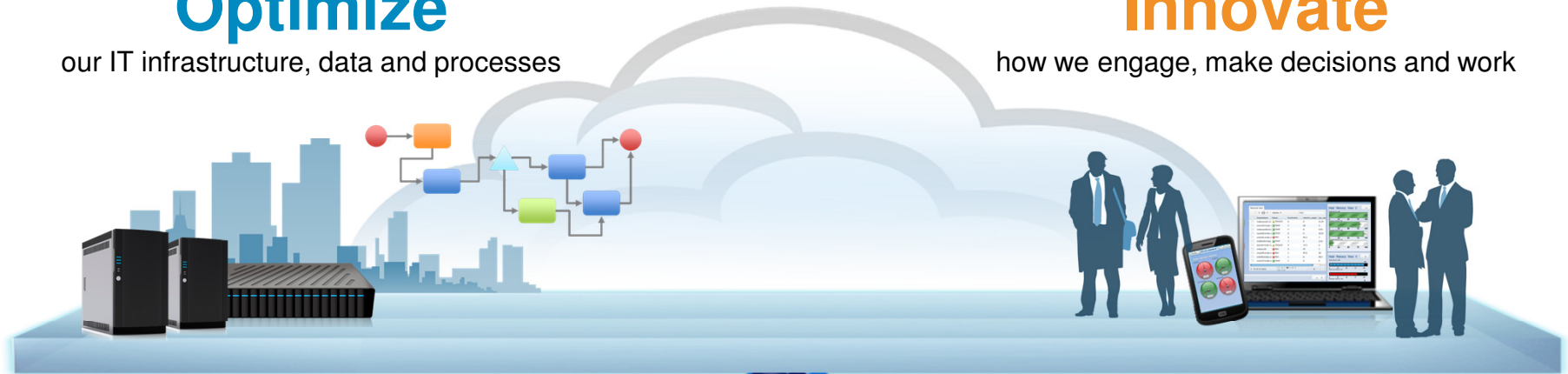
Balancing the Need to Optimize and Innovate...

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



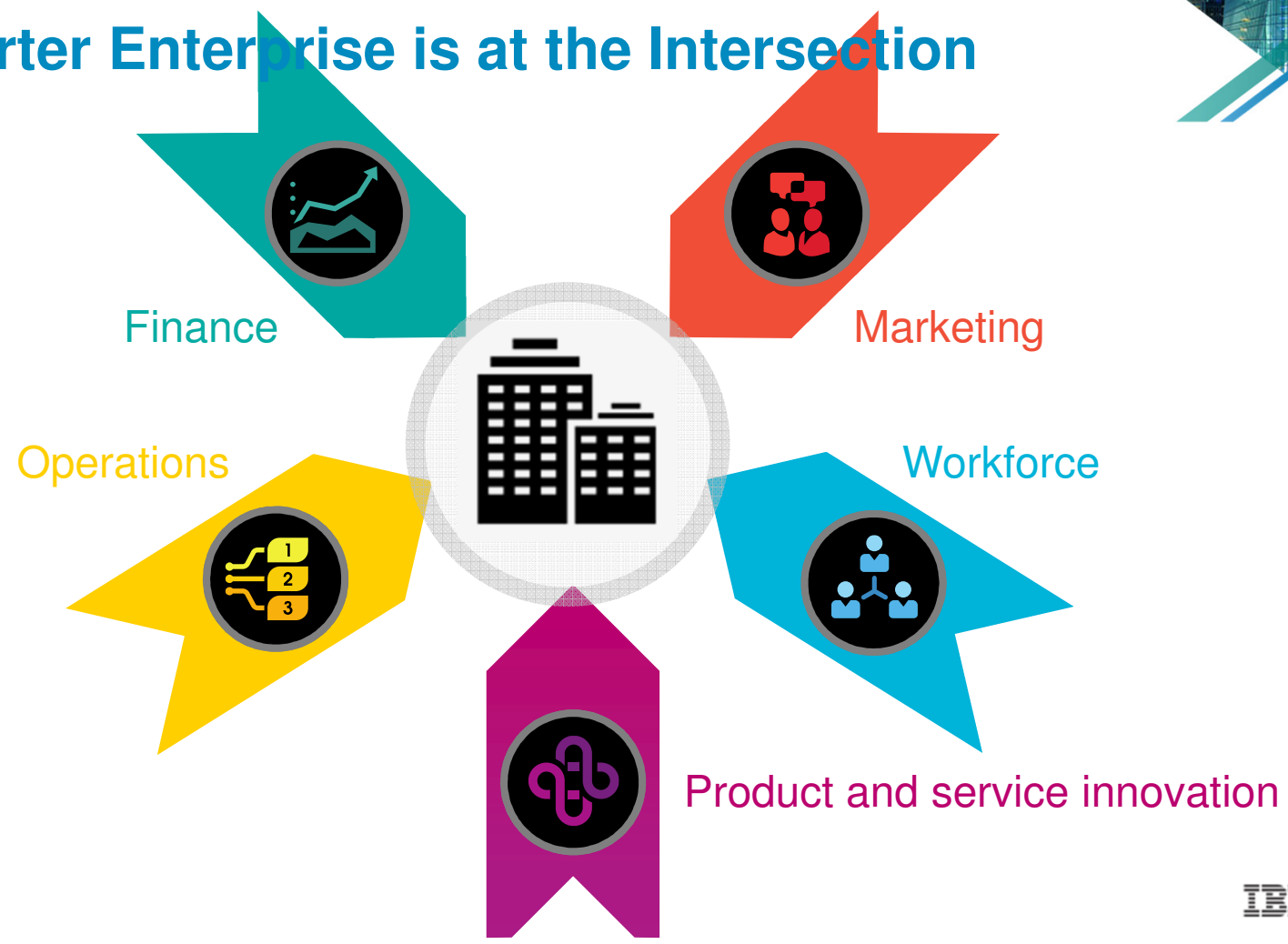
Line of Business Leaders

Marketing Leaders
Sales Leaders
Finance & HR Leaders



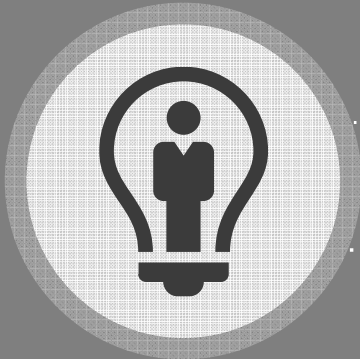


The Smarter Enterprise is at the Intersection





Which Path are you on ?



Create new business models



Build 1:1 customer relationships



Enable collaborative leadership



Integrate and optimize operations



Deliver increased value



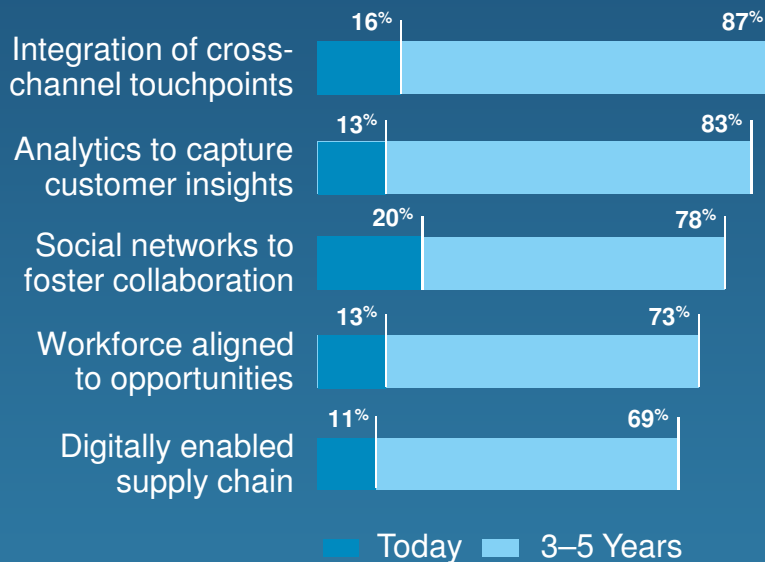
Thank You

IBM.



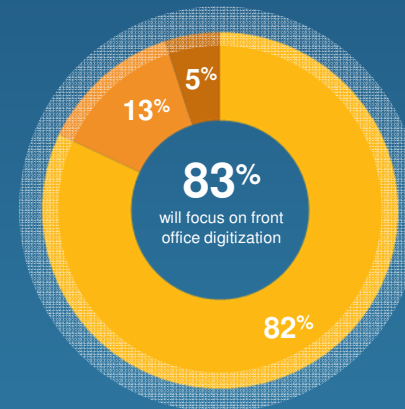
Importance of Partnership has Never Been Greater

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.

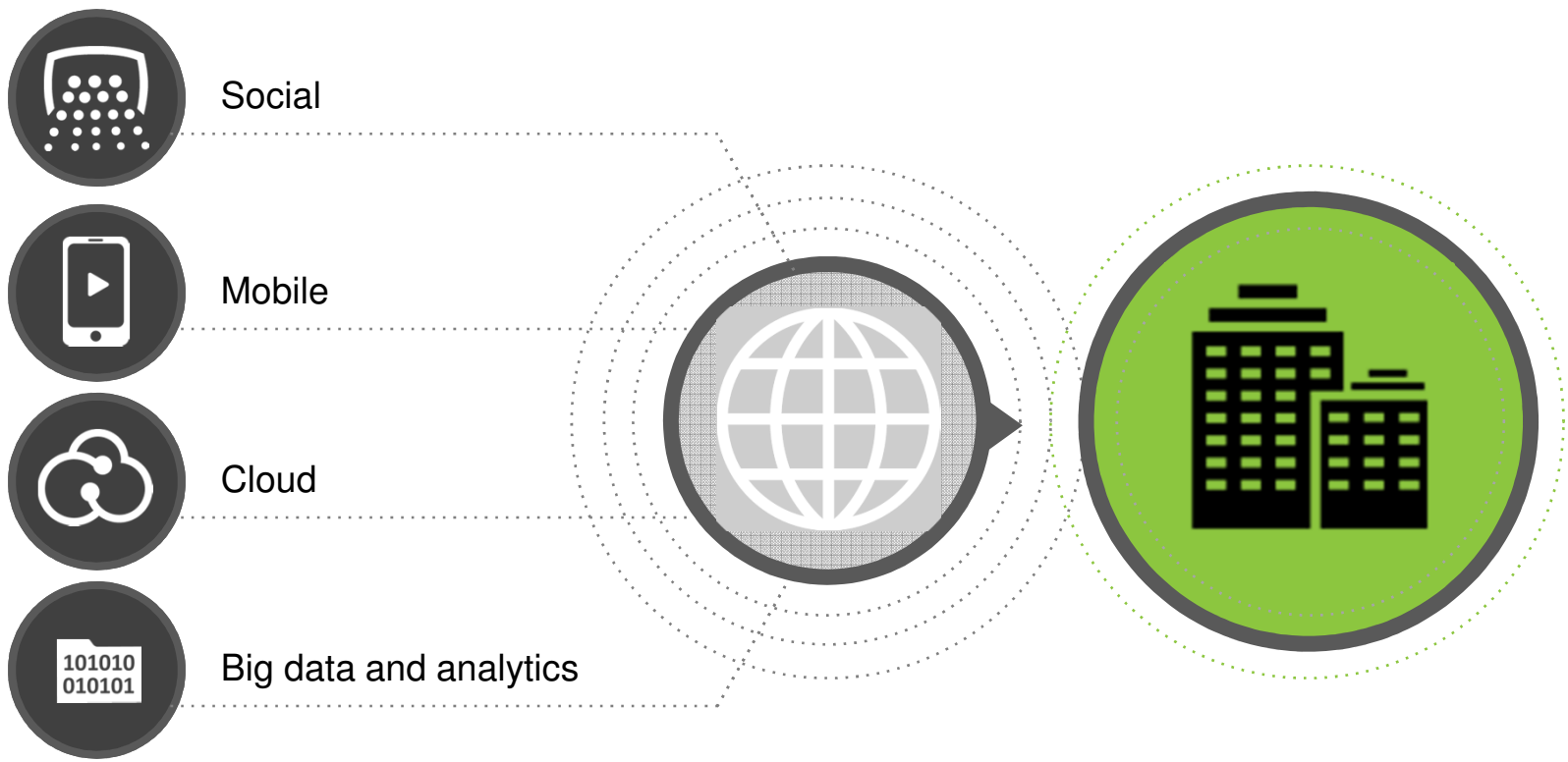
- Large extent
- Some extent
- Limited extent

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



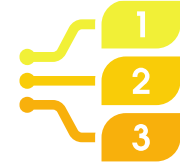
Finance
Create new business models for growth



Marketing
Building 1:1 relationships with customers



Workforce
Enable collaborative leadership



Operations
Integrate and optimize



Product and service innovation
Deliver increased value