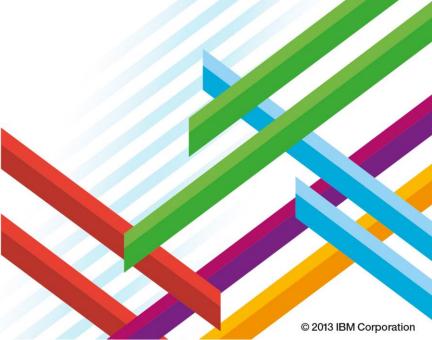
IBM BusinessConnect Realise the art of the possible.



General Manager Industry Solutions, IBM Software





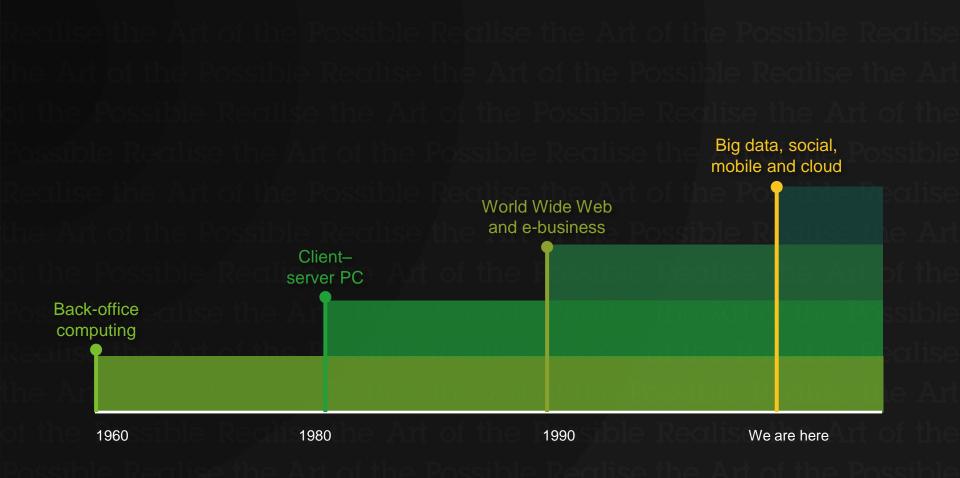
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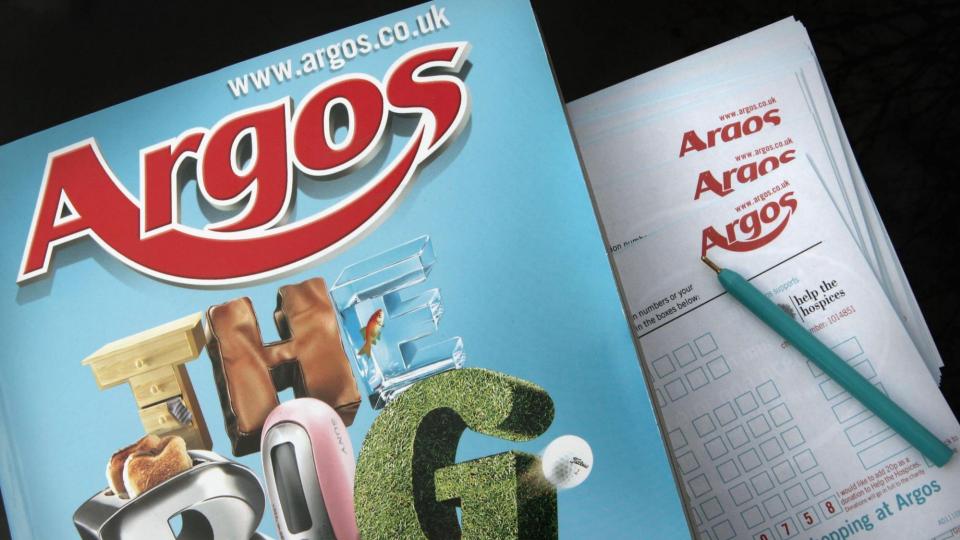


Driving competitive advantage in the era of smart

adise the Art of the Possible Realise the Art of the Possible

Welcome





Transactions to

Millions of PCs to



billions of mobile devices

personalized engagement

Rigid infrastructure to



an elastic cloud

Structured data to **D** unstructured big data

Static applications to

dynamic services

Reactive security to **proactive** protection

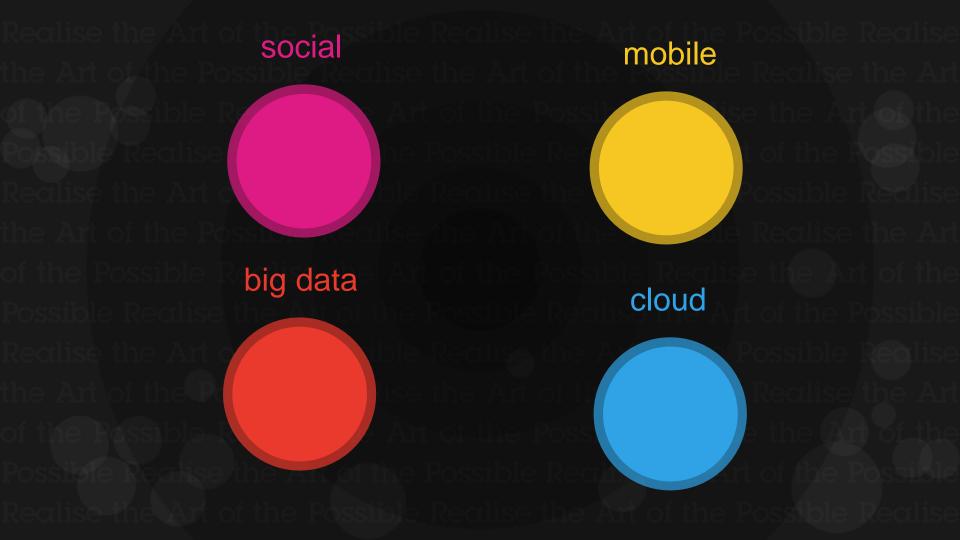
Ubiquity of social networks

Billions of mobile devices

Massive amounts of big data

Elastic cloud infrastructure

Realise the Art of the Possible



social

big data

mobile

cloud

Realise the Art of the Possible Realise the Art of the Possible Realise

Realise the Art of the Possible Realise the Art of the Possible Realise the Art of the Possible Realise the Art

Collaboration across the ecosystem Underprepared 73% Mobile device proliferation

Underprepared 82%

Explosion of unstructured data

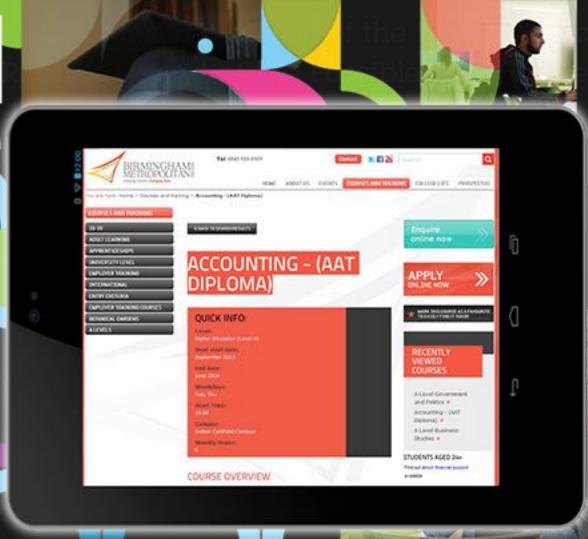
Underprepared

78%

Cloud platforms and solutions Underprepared 82% 81% of customers depend on social sites for purchasing advice







75% of mobile shoppers take action after receiving a **location-specific** message



FOOTBALL LEAGUE



sky BE

VIR

New comm

Bet now



90% of the world's data was created in the last two years





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LIVE COMMENTARY TEAM SHEETS TEAM STATS

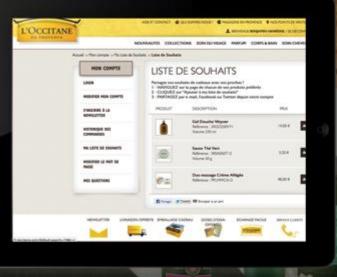
After seeing his changes leak six line-breaks, Santiago Phelan has plenty to ponder before that second test. No doubt the Pumas will come back much stronger. In truth, they have to.

e Possible Realise the Art of the



12%of business leaders say cloud will be extremely important to their business success by 2016

L'OCCITANE



NO	KAUTES COLUCTIONS SOM OUVERAGE PARFUM CORPLANAN SOM CHEVELX HOMME CADEAUX TROUG
	a Newslattar
	S'INSCRIRE À LA NEWSLETTER
-	Institute - sous at movement 1 has per semanen dans vorter holle mult une pathe u douceur de Provence 1
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IASM

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86% of leading organizations say that customer experience is their top business priority

ING ♣ DIRECT

increase in customer response to campaigns

3x





9



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Nearly 50% of companies with a "bring your own device" (BYOD) policy have experienced a data breach

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of intrusion prevention through a proactive security approach

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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

