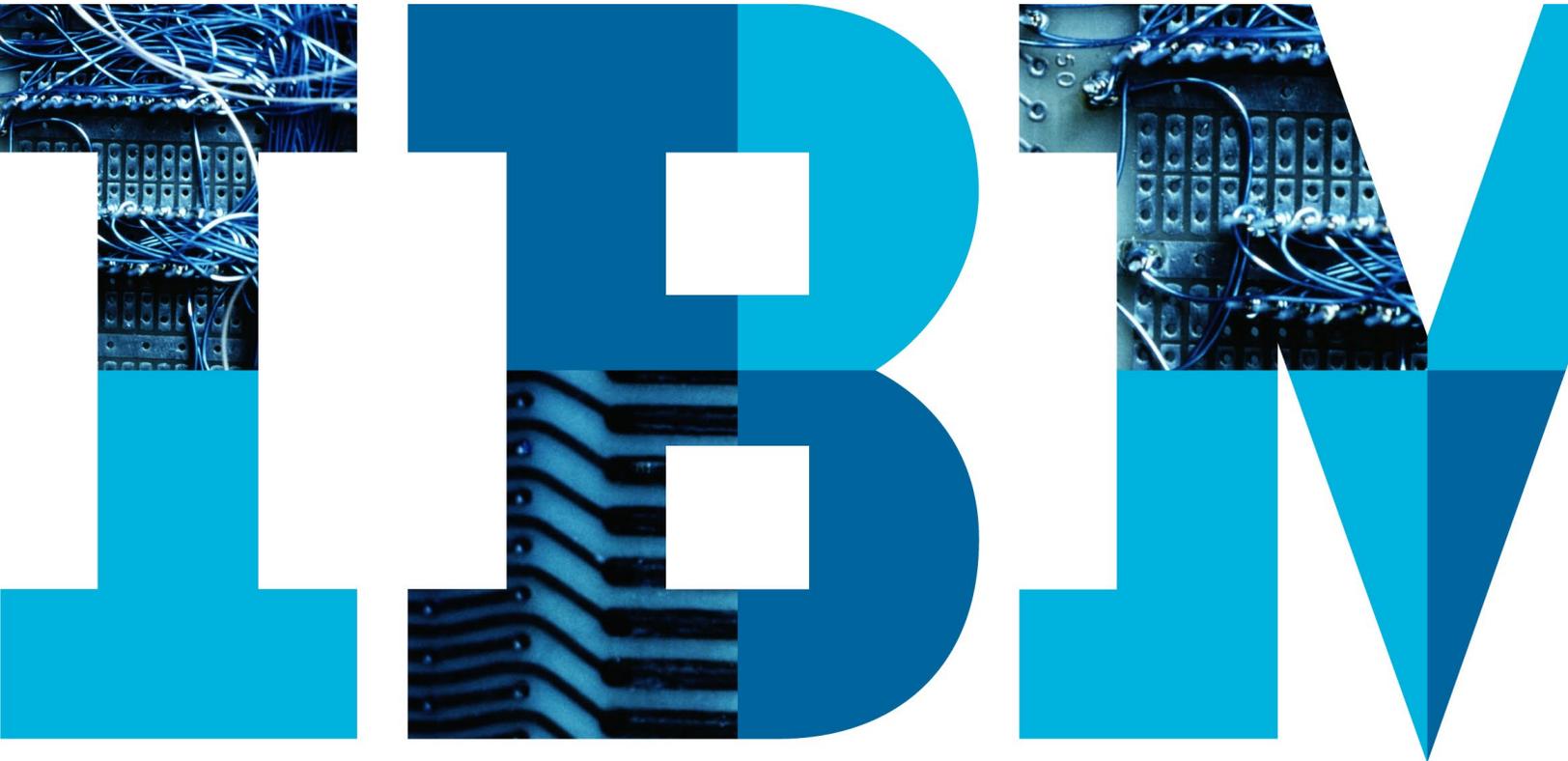


Smarter Computing: What's Next. Ready Now.

The IT infrastructure that enables a smarter planet



“All clients are experiencing the phenomena of what we call ‘front-office transformation’—social media, devices, mobility—all reshaping the way they want to engage their customers and how they capitalize on big data and analytics.”

—Ginni Rometty, IBM chairman, president and CEO

Technology that powers the smarter planet

The race to enable a smarter planet has hit full stride. Forward-thinking business and IT leaders are infusing intelligence into the systems and processes that make the world work. They are engaging customers in new ways; expanding business partnerships; and, in some cases, transforming entire industries.

Yet many IT leaders stand at a crossroads. They need to deliver against business objectives even as dwindling IT budgets and increasing complexity seemingly limit the options for innovation.

What is Smarter Computing?

Smarter Computing is an evolutionary model of the IT infrastructure that enables a smarter planet. It describes the key IT elements that enterprises need today to become ready for what's next—that is, being properly positioned and equipped to leverage cloud, unlock the power of big data and secure critical information. By focusing on these priorities, the Smarter Computing approach helps organizations build an agile infrastructure for an information-centric era.

The Smarter Computing approach enables organizations to address key business and IT concerns.

Front-office innovation

The explosive growth of data is fueling innovation. Four key emerging technologies—social business, mobile, cloud and analytics—are creating new opportunities to engage users and deliver value. The Smarter Computing approach helps organizations master the core elements required to seize these opportunities.

IT efficiency

Just 21 percent of today's data centers—about one in five—have reached the peak of efficiency, enabling them to allocate 50 percent more of their IT resources to new projects.¹ The Smarter Computing approach helps organizations reduce the cost of daily operations and reallocate funding to innovation.

The expanding role of IT

Today, systems of record and engagement are interconnected and always on. If a back-office system of record goes down, it can directly affect customers and compromise brand value. The Smarter Computing model provides outstanding support for today's virtualized and interdependent systems of systems.

The journey to Smarter Computing

IBM research shows that the road to IT innovation is built on an IT infrastructure that allows organizations to leverage cloud, unlock the power of big data, and secure critical information and business processes.

- **Leveraging cloud** helps organizations cut time to market and improve response to shifting marketplace demands and expectations through more-efficient service models.
- **Unlocking the power of big data** enables organizations to transform the massive volumes of data that exist within and outside the enterprise into actionable insight, which is key to expanding market segments, maximizing client interactions and increasing customer loyalty.
- **Securing critical information** helps companies keep critical customer, financial and enterprise data from accidental or malicious threats while reducing the cost of compliance with regulatory requirements and industry standards.

IBM's mission: Deliver clients an IT infrastructure that is ready now for what's next

Our innovative combination of systems, software and services delivers one of the industry's broadest sets of IT capabilities, available through flexible deployment models. Organizations can:

- Build their own infrastructure from industry-leading components
- Leverage a trusted resource to design, build and run their infrastructure
- Consume infrastructure, platform or software as a service, delivered through the cloud

Why IBM?

For more than 100 years, IBM has been at or near the center of virtually every major turning point in computer science. We work closely with business, technology and research teams to continually reinvent the future of IT.

A leading IT infrastructure portfolio

- **The IBM Global Technology Services®** team is one of the world's largest systems integrators and managers of IT infrastructure. With virtually unmatched expertise, experience, tools and methodologies, IBM Global Technology Services consultants can help you design, deploy and manage a Smarter Computing environment to maximize IT contributions to the business.
- **IBM Software** has built one of the industry's strongest software portfolios. Through strategic investments in 27 acquisitions in the past three years and more than 80 in the past decade, IBM Software delivers deep and broad integrated capabilities, enabling clients to quickly realize quantifiable benefits.
- **IBM zEnterprise® System** mainframes set a new global standard for enterprise computing, enabling enterprises to improve services to their customers. This workhorse of leading organizations in many industries—including 96 out of the top 100 worldwide banks²—is an ideal platform for implementing cloud service models, processing large-scale transaction throughput, and safeguarding critical and sensitive data and applications.
- **IBM Power Systems™** servers enable enterprises to deliver faster insights and improve business performance. IBM Power Systems servers are designed to provide the best platform for organizations that need to run compute-intensive database and application workloads, manage structured and unstructured data in real time, and deliver operational and predictive analytics in a single system.
- **The IBM PureSystems™ family** is designed from the ground up to change the economics of IT. By radically accelerating time to value, PureSystems technology is an ideal solution for organizations that need to consolidate applications to reduce costs, optimize applications for peak performance and accelerate cloud deployment.
- **IBM storage solutions** manage cost and capacity growth, improve performance, and increase access to information. An ideal complement to IBM and third-party systems, IBM storage solutions deliver superior efficiency, performance and agility.

For more information

To learn more about Smarter Computing, please contact your local IBM representative or IBM Business Partner, or visit:

ibm.com/smartercomputing



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- 1 IBM, *Data center operational efficiency best practices*, April 2012.
- 2 IBM study, ranking based on asset size



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