



IBM BusinessConnect

PVA Letňany | 4.června 2015 | Praha



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Generální ředitel IBM pro střední a východní Evropu



What defines IBM here and now?

**“We are a *high value*
innovation company”**

Ginni Rometty, IBM CEO



Today we are reinventing the enterprise for a new era of IT

This new era is defined by 3 disruptive shifts

SHIFT 1

Data is becoming the world's new **natural resource**, transforming industries and professions.

OUR POINT OF VIEW

Data is the new basis of competitive advantage.

SHIFT 2

The emergence of **cloud** is transforming IT and business processes into digital services.

OUR POINT OF VIEW

Cloud is the path to new business models.

SHIFT 3

Mobile and **social** are transforming individual **engagement** – creating expectations of security, trust and value in return for personal information.

OUR POINT OF VIEW

A systematic approach to **engagement** is now required.



What are we making of this moment to help local clients grow?

Differentiating our company, and positioning ourselves for leadership in the new era

1

Investment into
Strategic Imperatives

-- Differentiation driven
growth and value

2

Innovation of
Core Portfolio

-- High value,
essential client IT

3

Open Partnerships
& Ecosystems

-- Delivering superior
client experience



*“**Big thoughts** are fun to romanticize,
but **it's many small insights** coming together
that bring **big ideas** into the world.”*

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