Reshaping our world with Software

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What are the challenges that will occupy us for the next 100 years?

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How will we manage unprecedented urbanization?

How do we reduce waste
and inefficiency?

How do we make use of the many new sources of data available?

We are working on . . .
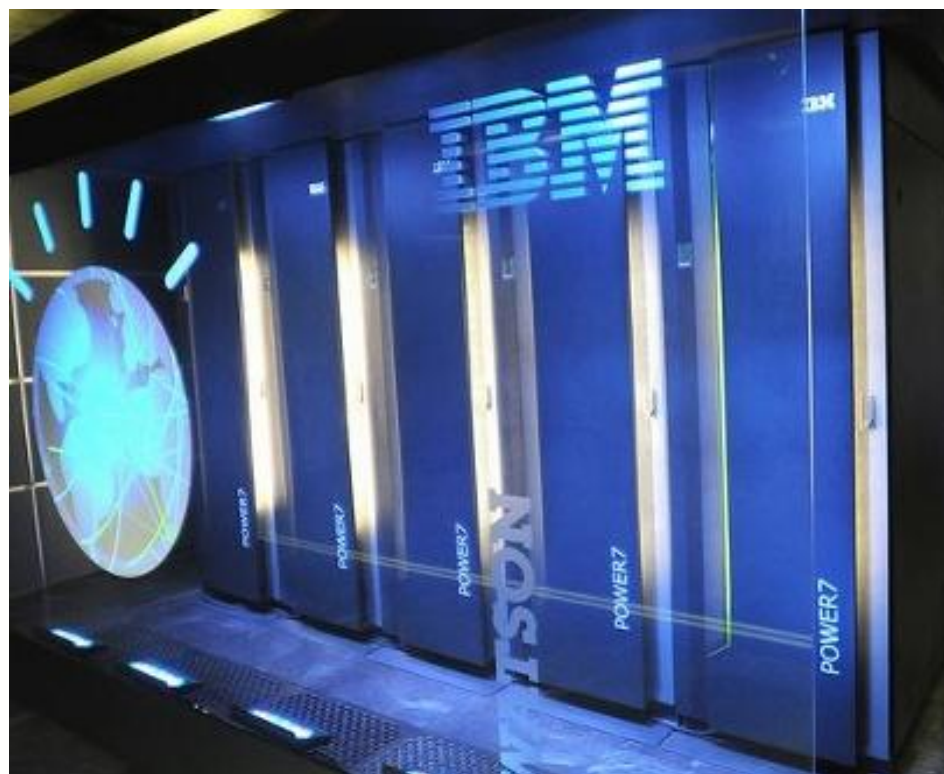## Making cities *Intelligent*
Creating opportunities from today's harsh realities

Investment

Sustainability

Innovation

Community

Declining Budgets

Increasing Threats

Aging Infrastructure

Changing Populations

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We are working on . . .
Redefining *Analytics and Big Data*

Watson-like capabilities can now be applied to business:

Manage massive amounts of data from business operations and an instrumented world

Deal with structured and unstructured data to gain meaningful insight into business

Have a high level of confidence in analytics to make key business decisions

Do it at the speed of business, in real time

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We are working on . . .
Helping *Businesses go Social!*

A "Social Business" is...
- **Engaged**
- **Transparent**
- **Nimble**

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We are working on . . .
Securing the digital world
Threats affect every enterprise, every industry, every region

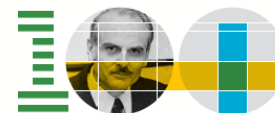| Business results	Brand image	Supply chain	Legal exposure	Impact of hacktivism	Audit risk
Sony estimates potential $1B long term impact – $171M / 100 customers	HSBC data breach discloses 24K private banking customers	Epsilon breach impacts 100 national brands	TJX estimates $150M class action settlement in release of credit / debit card info	Lulzsec 50-day hack-at-will spree impacts Nintendo, CIA, PBS, UK NHS, UK SOCA, Sony …	Zurich Insurance fined $3.8M for the loss and exposure of 46K customer records

Can this happen to us?

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At IBM we have been transforming software development for over 100 years now!

Punched Card

RISC: Reinventing Computing
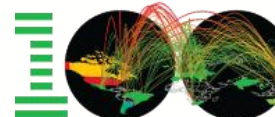
Relational Database

Magnetic Tape Storage

Fortran

Deep Blue

Breaking the Petaflop Barrier

Barcode

The Rise of the Internet

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Reshaping industries starts with software

Software innovation is becoming synonymous with business innovation
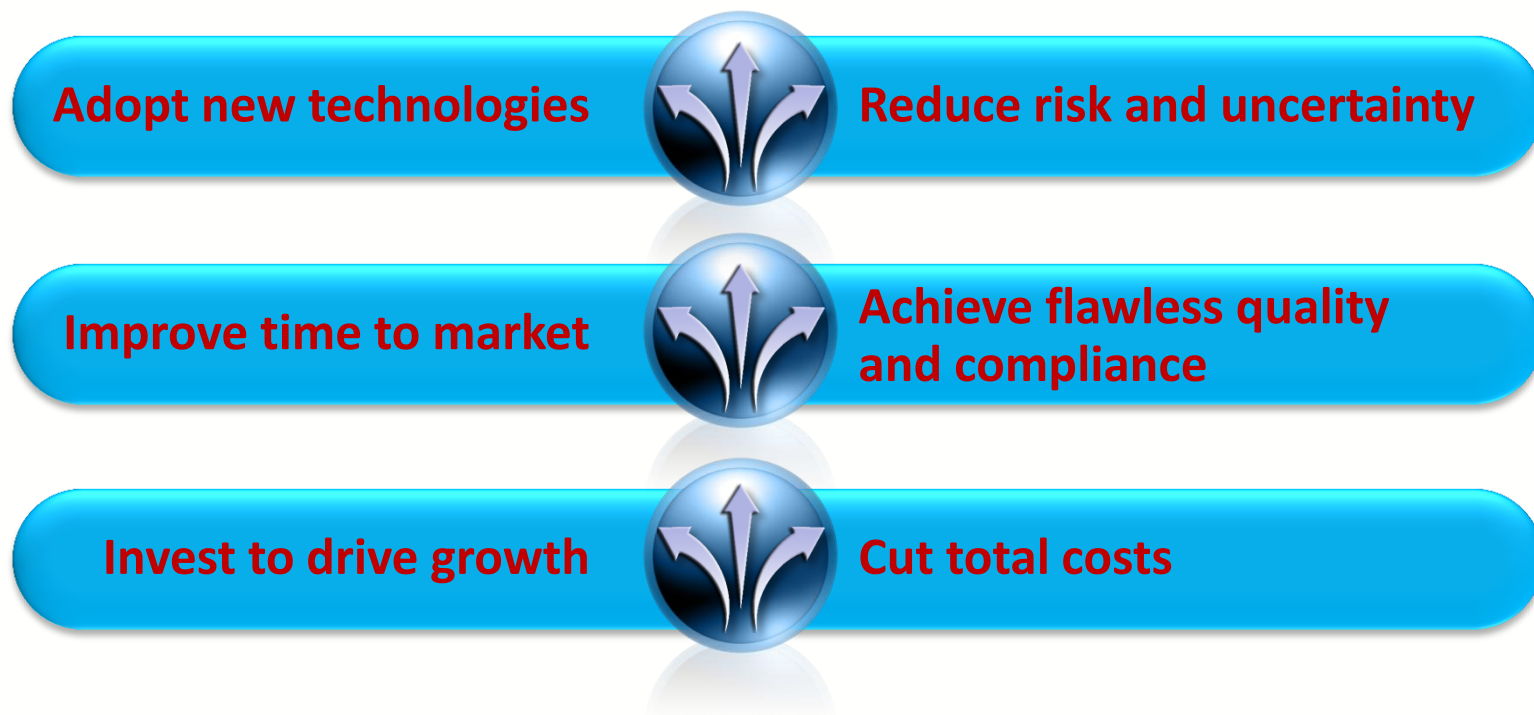
SOFTWARE

Software-driven Mobile Banking

- Most widely used banking channel by 2020, if not sooner

New Surgical Robotic System

- Powered by 1.4 million lines of code
- 3-6 weeks mitral valve procedure recoveries compared to 3-6 months
- Less invasive, breastbone stays intact

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Transformation of software development and delivery is at the core of this change

Adopt new technologies

Reduce risk and uncertainty

Improve time to market

Achieve flawless quality and compliance

Invest to drive growth

Cut total costs

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Smarter Planet is a reality in India too....but we have a long way to go..

Customized Banking

India's largest Public Sector Bank: Better understanding the needs of, manage accounts, and create products for its millions of customers.

Smarter Railways

Indian Railways: World's largest railway gets an automated crew management solution.

Improved Transportation

An International Airport in India: Gain a single, clear picture of all aspects of airport operations and provide better customer service.

Smarter Infrastructure

An Electric Supply Company in India: Power supply monitoring and asset management to light up India's busiest city.

Efficient Governance

KVTSDC: Provide targeted job and training opportunities to a population with limited access to the Internet.

Quality Healthcare

Star Health & Allied Insurance: Managing a complete health insurance process for millions of India's citizens in real time.

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What can we do together?

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