

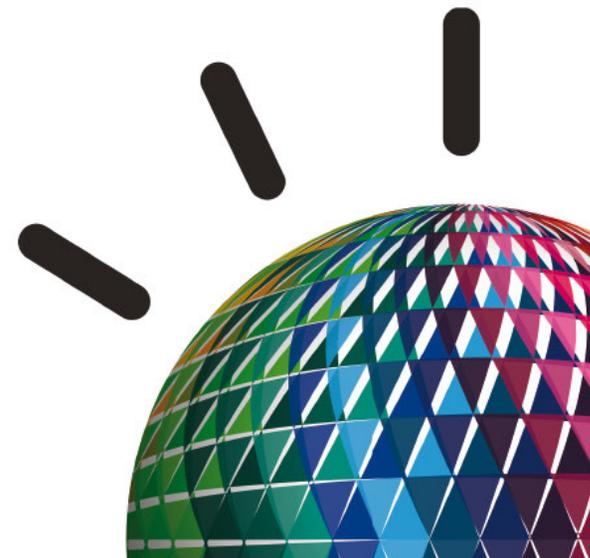
Impact2012

L'arte di rendere il business
più flessibile, agile e dinamico che mai.

Roma, 7 giugno 2012



Paolo Degl'Innocenti
Vice President Software Group



Success depends on our ability to deliver the middleware and solutions clients need to run their businesses and transform their industries

Industries																	
Clients	CIO	CMO	CFO	CHRO	CSCO												
<p>Business Needs</p> <table border="1"> <tr> <td data-bbox="168 836 420 982">Turn information into insights</td> <td data-bbox="430 836 682 982">Deepen engagement with customers, partners and employees</td> <td data-bbox="693 836 934 982">Deliver enterprise mobility</td> <td data-bbox="945 836 1186 982">Enable agile business processes and applications</td> <td data-bbox="1197 836 1438 982">Optimize business infrastructure</td> <td data-bbox="1449 836 1690 982">Speed software-driven innovation</td> <td data-bbox="1701 836 1932 982">Manage risk security and compliance</td> </tr> </table>											Turn information into insights	Deepen engagement with customers, partners and employees	Deliver enterprise mobility	Enable agile business processes and applications	Optimize business infrastructure	Speed software-driven innovation	Manage risk security and compliance
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<p>Middleware</p> <ul style="list-style-type: none"> ▪ Rational ▪ Tivoli ▪ Security systems ▪ Information management ▪ Application and integration and middleware 					<p>Solutions</p> <ul style="list-style-type: none"> ▪ Watson ▪ BAO ▪ Smarter commerce ▪ Smarter cities ▪ Social business 												



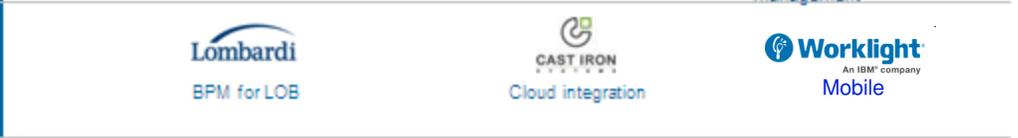
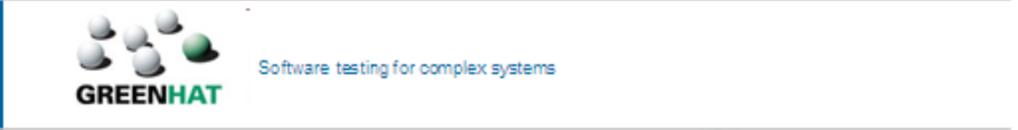
IBM Software Needs and Capabilities

Business Need	Software Capability	Business Need	Software Capability
Turn information into insights	Business Analytics Data Management Big Data Data Warehousing Enterprise Content Management Information Integration and Governance	Enable agile business processes and applications	Business Process Management Connectivity and SOA Integration Application Infrastructure
Deepen engagement with customers, partners and employees	Social Collaboration Unified Communications Web Experience Commerce Enterprise Marketing Management Intelligent Operations Center	Optimize business infrastructures	Cloud and IT Optimization Asset and Facilities Management Enterprise Endpoints Management
Deliver enterprise mobility	Build and connect mobile applications Manage and secure the mobile enterprise Extend business processes with mobility	Speed software-driven innovation	Application Lifecycle Management Business Planning and Alignment Software Complex and Embedded Systems Design, Development and Deployment Enterprise Modernization
		Manage risk, security, and compliance	Identity and Access Management Data Protection Application Security Infrastructure Protection Security Intelligence and Compliance Analytics



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Acquisitions will continue to complement and enhance our growth strategy, accelerating us into faster-growing, adjacent spaces

Turn information into insights	 <p>CLARITY SYSTEMS Financial governance OPENPAGES Governance, compliance, risk management Algorithmics A² Financial risk management</p> <p>Initiate⁺ Master data management FSS Legal and information governance Datacap Data and document capture NETEZZA Data warehouse appliances</p>
Deepen engagement with customers, partners and employees	 <p>Sterling Commerce B2B integration, supply chain management Emptoris Procurement and sourcing Coremetrics Web analytics unica Enterprise marketing management DemandTec Cloud-based analytics CURAM Social enterprise management 12 Threat analytics</p>
Enable agile business processes and applications	 <p>Lombardi BPM for LOB CAST IRON Cloud integration Worklight An IBM[®] company Mobile</p>
Speed software-driven innovation	 <p>GREENHAT Software testing for complex systems</p>
Optimize business infrastructures	 <p>TRIRIGA[®] Enterprise asset management INTELLIDEN[®] Network automation b Endpoint management</p>
Manage risk, security, and compliance	 <p>Q Labs Security intelligence</p>

Acquisitions since 2010

