



Driving competitive advantage in the era of smart

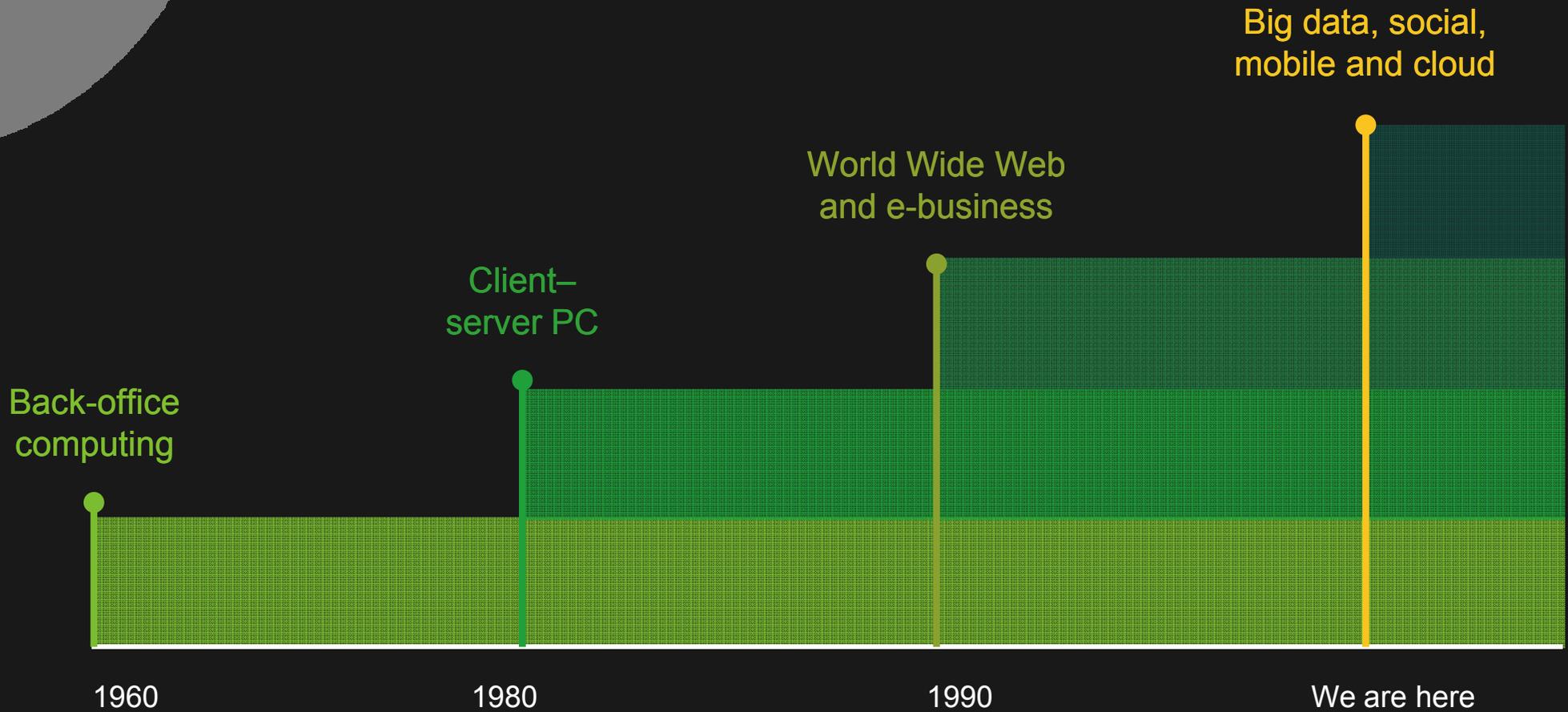
Thanhia Sanchez

Vice President, Software Technical Professionals & Services at
IBM Global Growth Markets



Igniting change—

the transformative power of computing



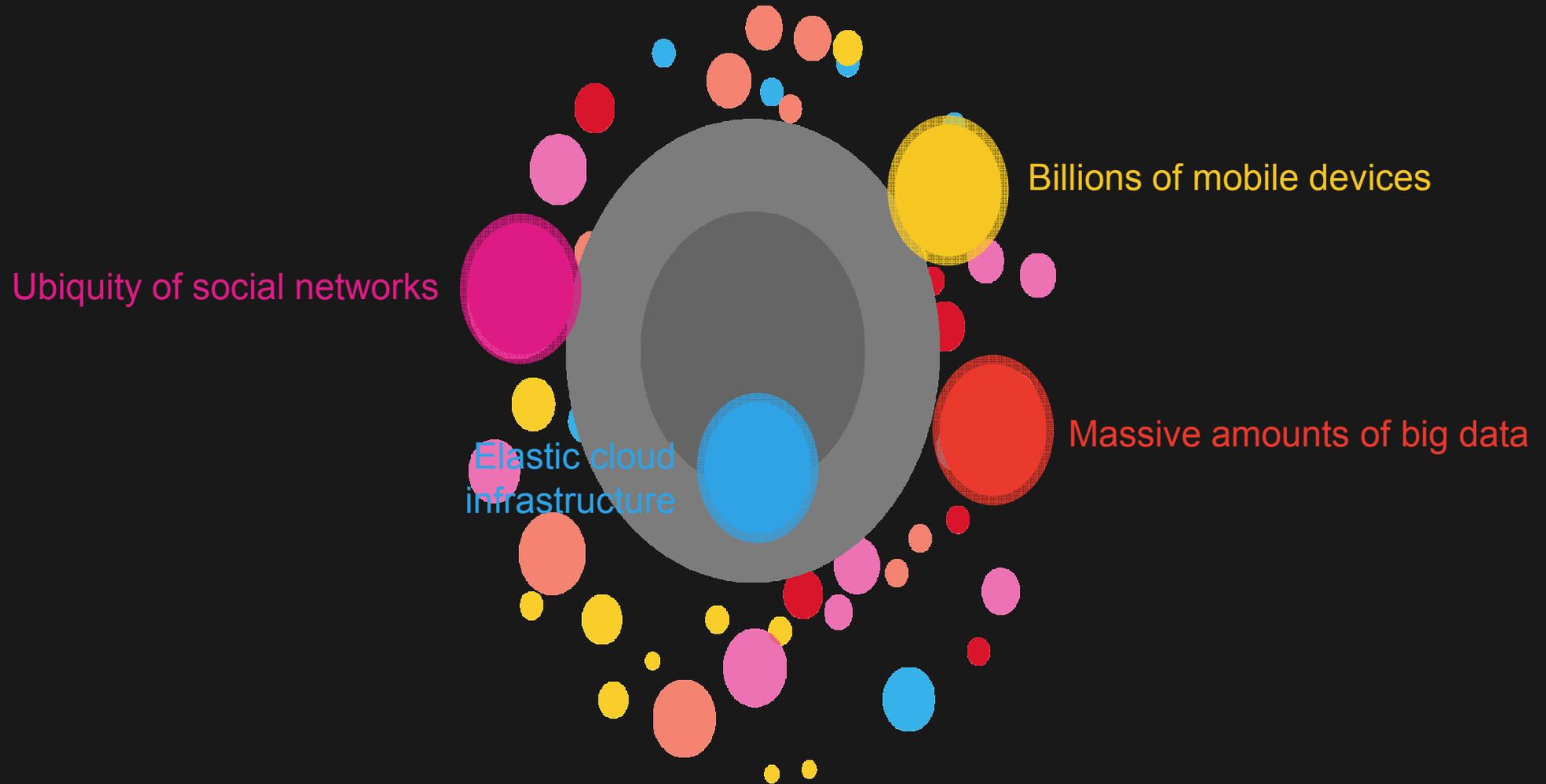
Evidence

of this shift is everywhere

- Transactions** to  personalized **engagement**
- Millions** of PCs to  **billions** of mobile devices
- Rigid** infrastructure to  an **elastic** cloud
- Structured** data to  **unstructured** big data
- Static** applications to  **dynamic** services
- Reactive** security to  **proactive** protection

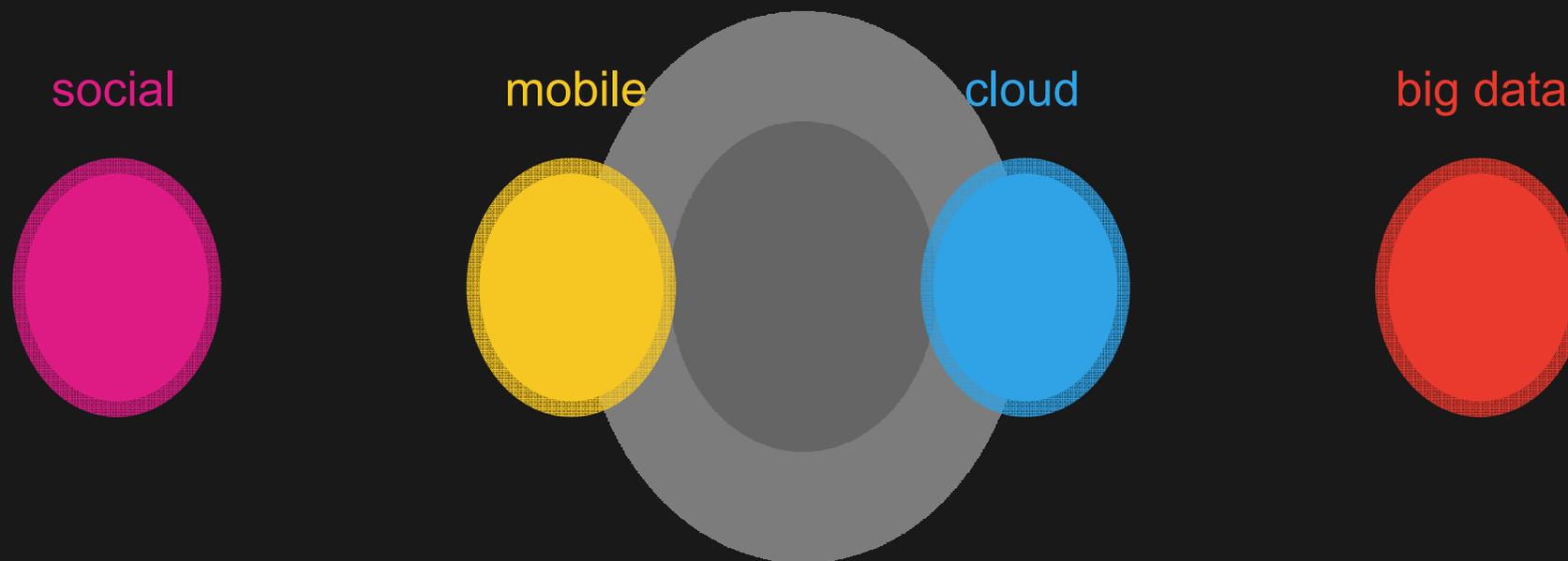
Transformative forces

are fundamentally rewiring the way society works



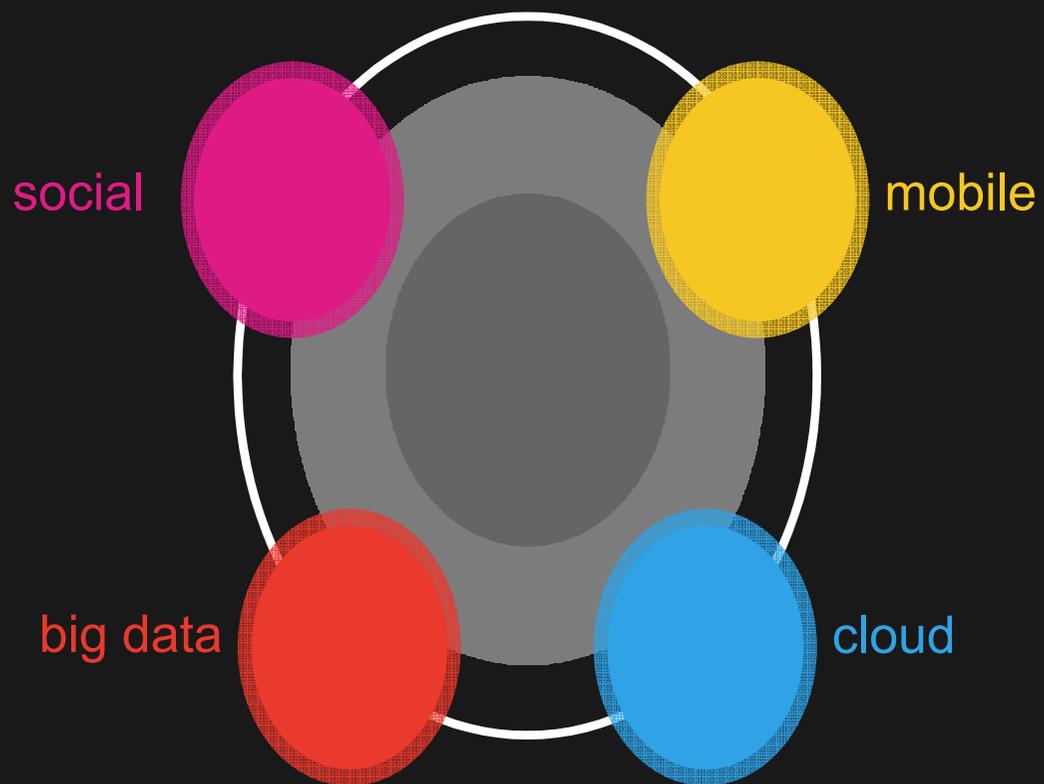


Individually,
each offers new opportunity





Together,
they create the potential for sustained competitive advantage

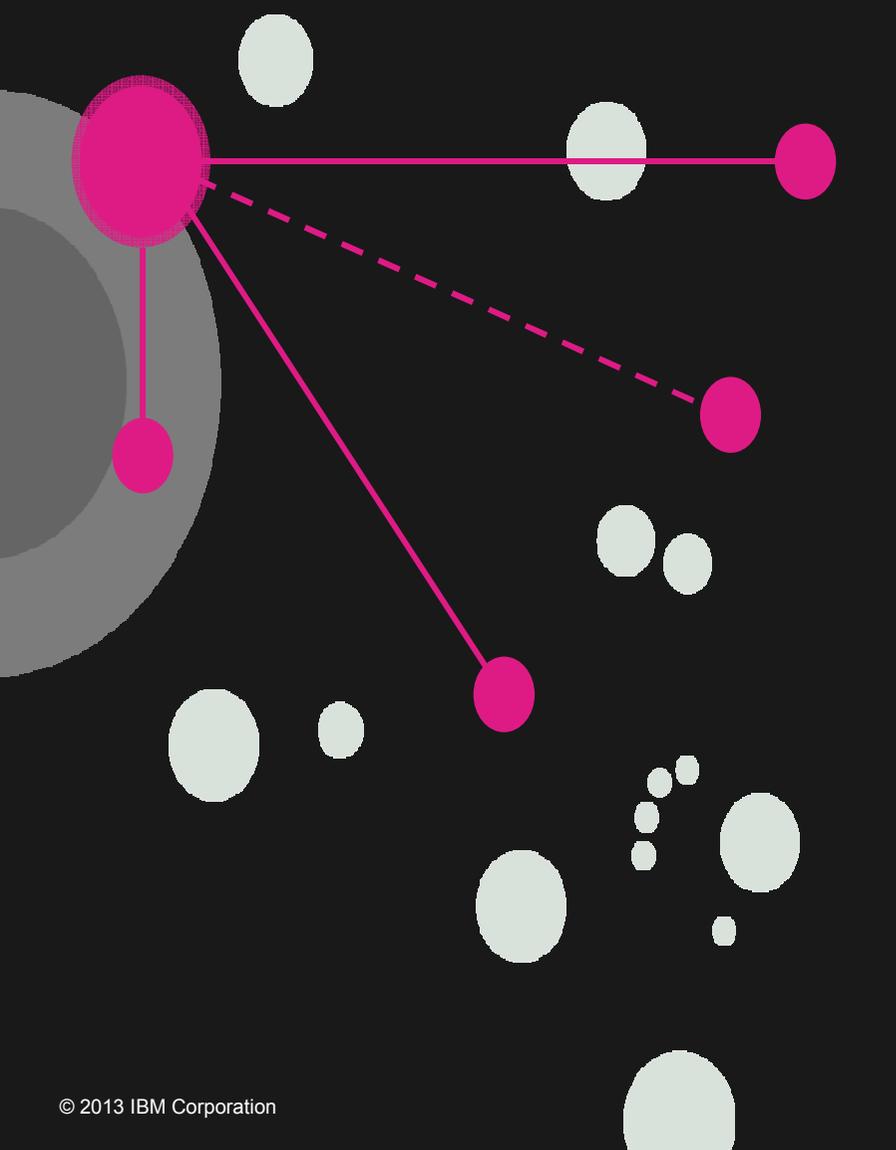


To seize the opportunity, organizations must adapt and lead



Social technologies

have changed how we interact and share information



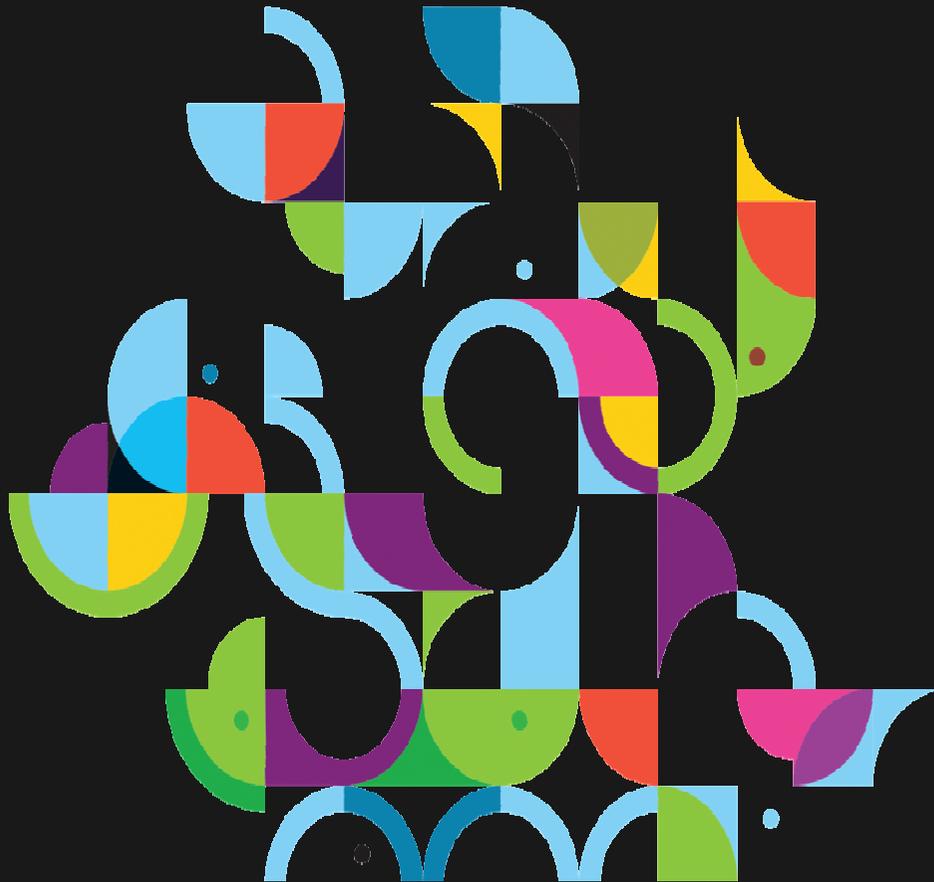
81%

of customers depend on social sites
for purchasing advice



IBM social business software

opens new channels for personalized engagement



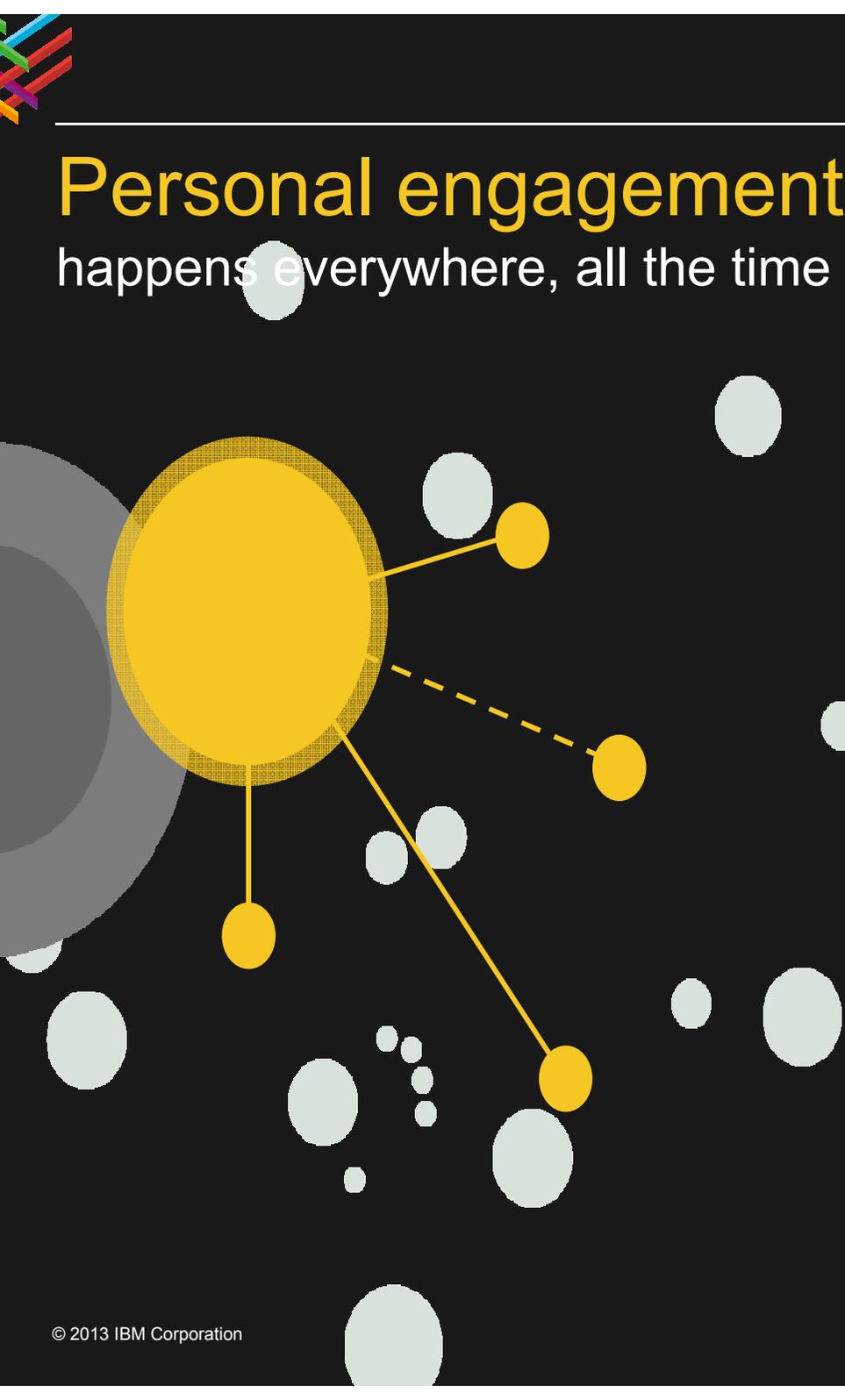
3x response

to personalized, cross-channel
customer campaigns



Personal engagement

happens everywhere, all the time



75%

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

IBM mobile software

extends mobile interactions seamlessly and securely



>100screen

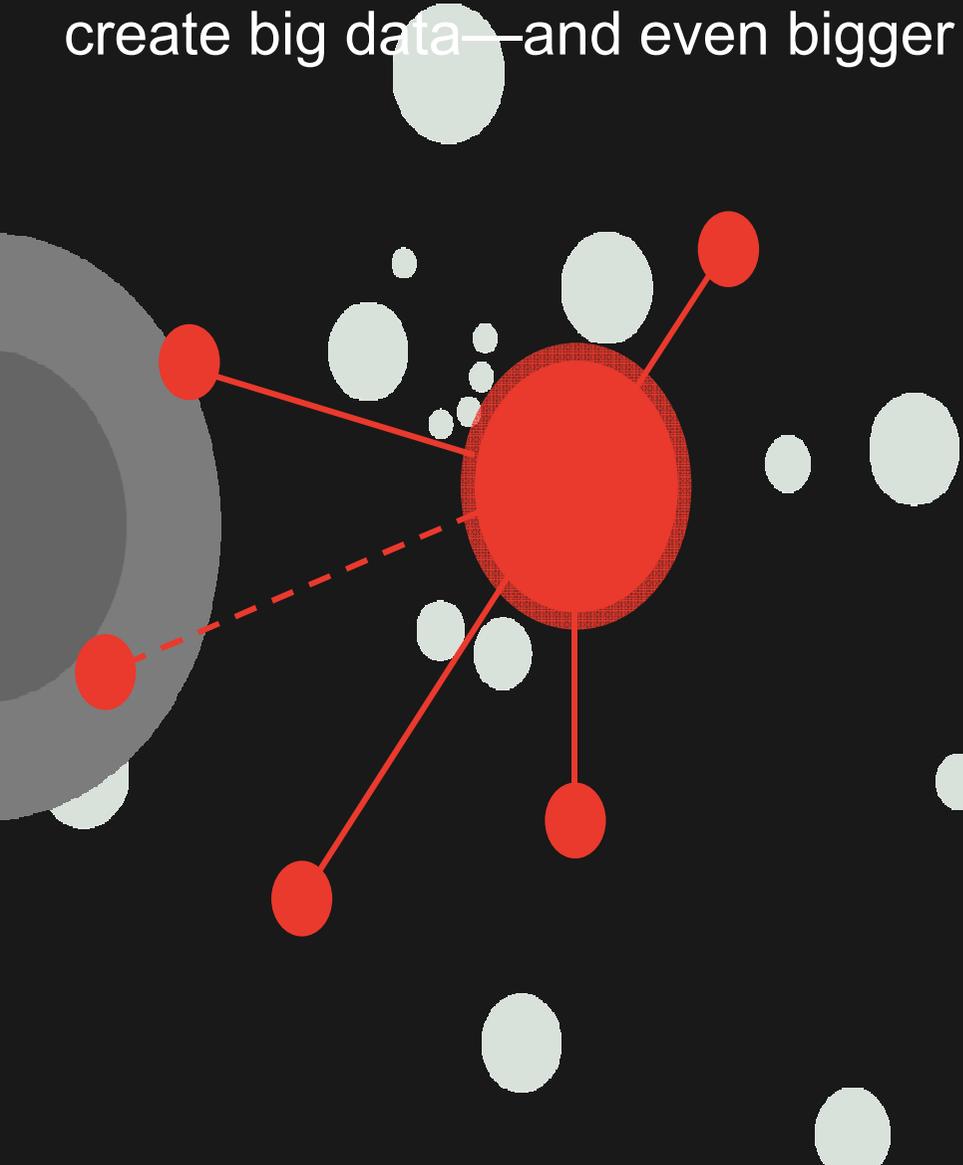
application for a rich user experience



the better way of life
LOTTE

Billions of interactions

create big data—and even bigger insights



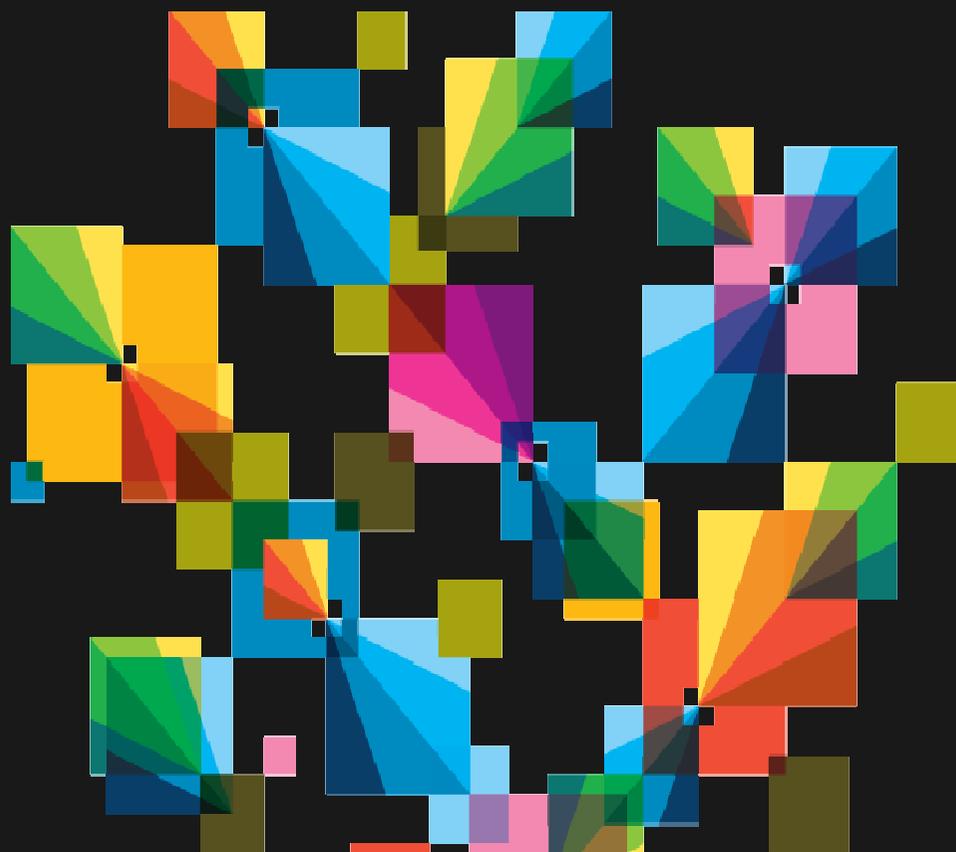
90%

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



IBM big data & analytics

unlocks real-world business value from big data

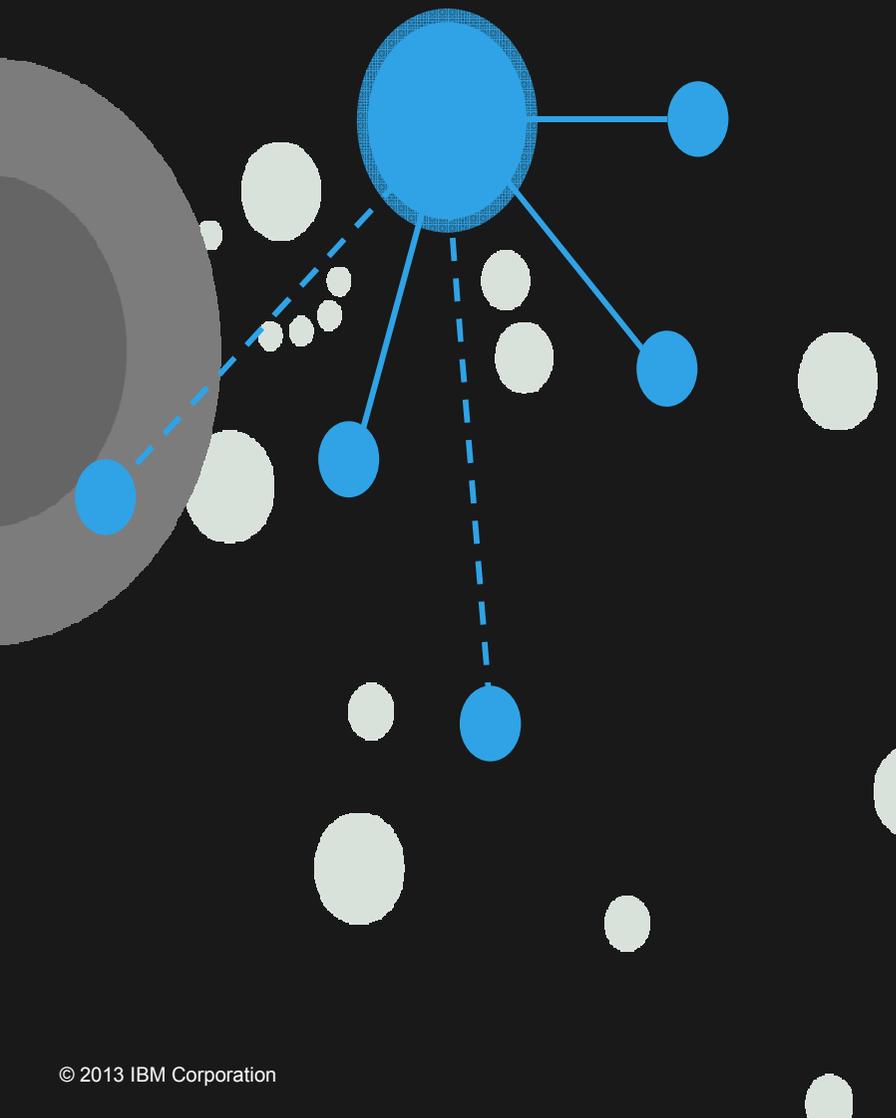


30%

rates for outbound marketing campaigns



An elastic cloud-based infrastructure makes it all possible



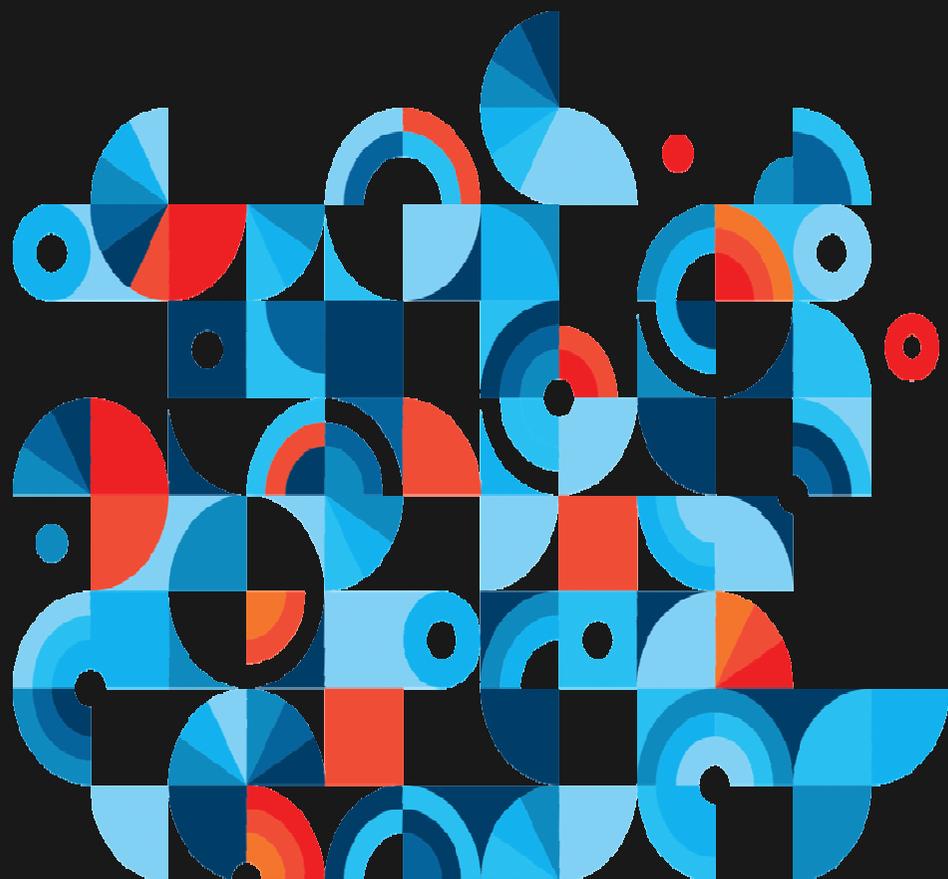
72%

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



IBM cloud

positions your business for limitless growth



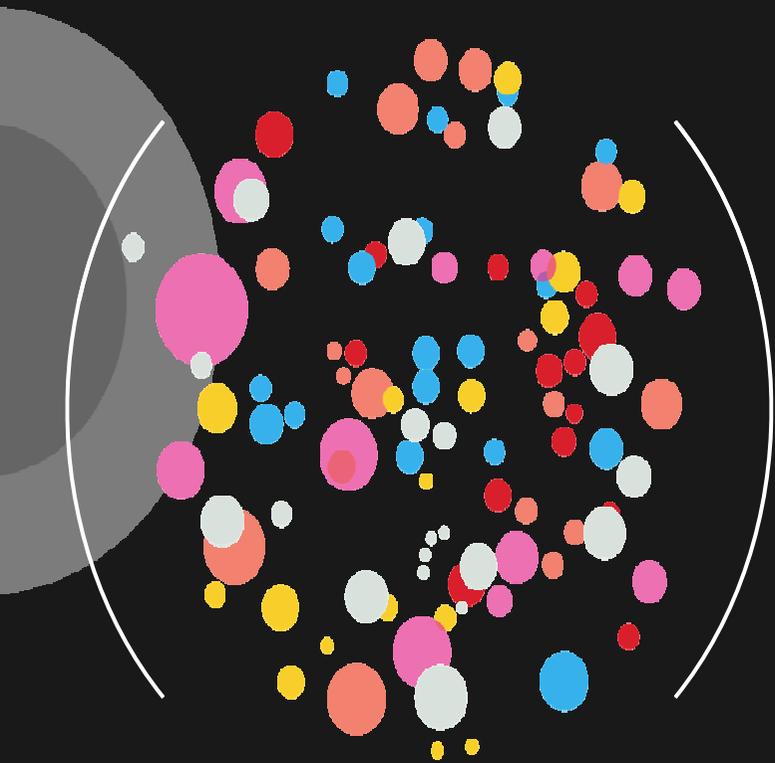
25x increase

in online revenue with cloud-delivered customer analytics

L'OCCITANE
EN PROVENCE



Harnessing these transformational forces requires innovation,
and leaders innovate faster

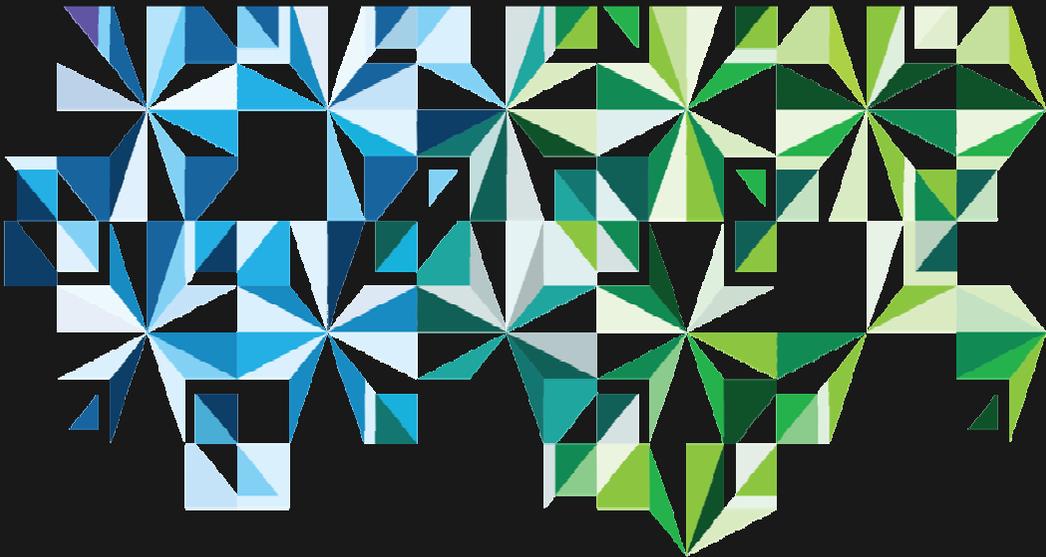


69%

of those effectively leveraging a
software delivery capability
outperform their competitors



Speed innovation and enable integration with business process and DevOps solutions



55% shorter

time required annually to build
and deploy applications



Responding to emerging and evolving threats is a matter of survival,
and proactive security is critical

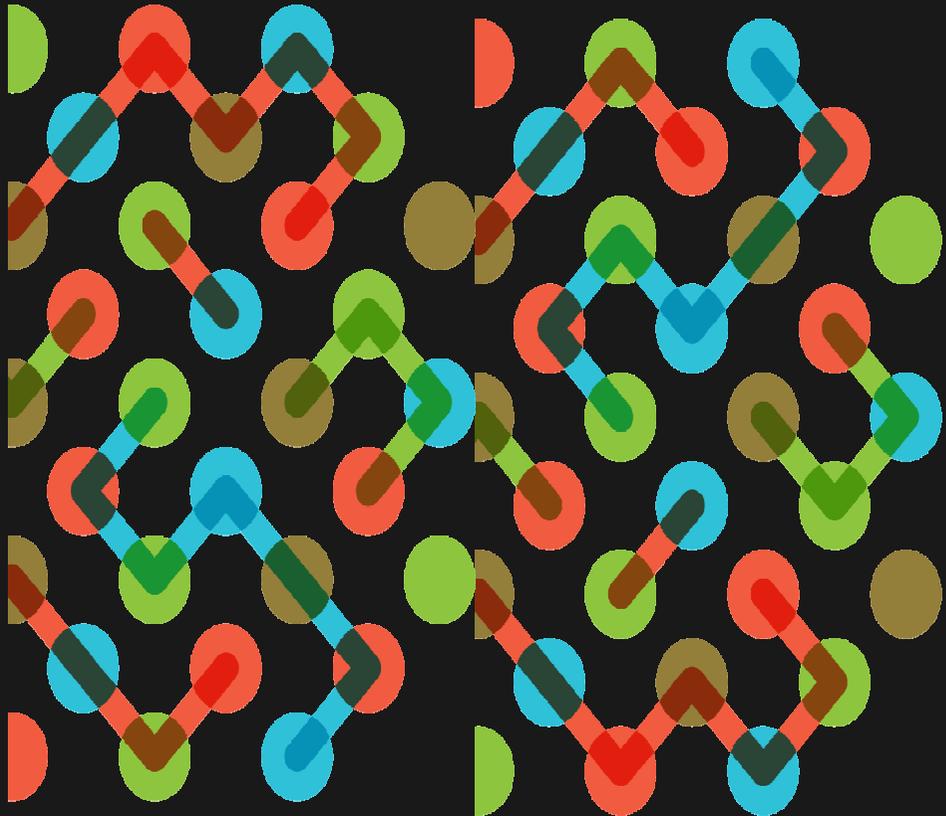
Nearly

50%

of companies with a “bring your own device” (BYOD) policy have experienced a data breach

Safeguard the business

with intelligent security



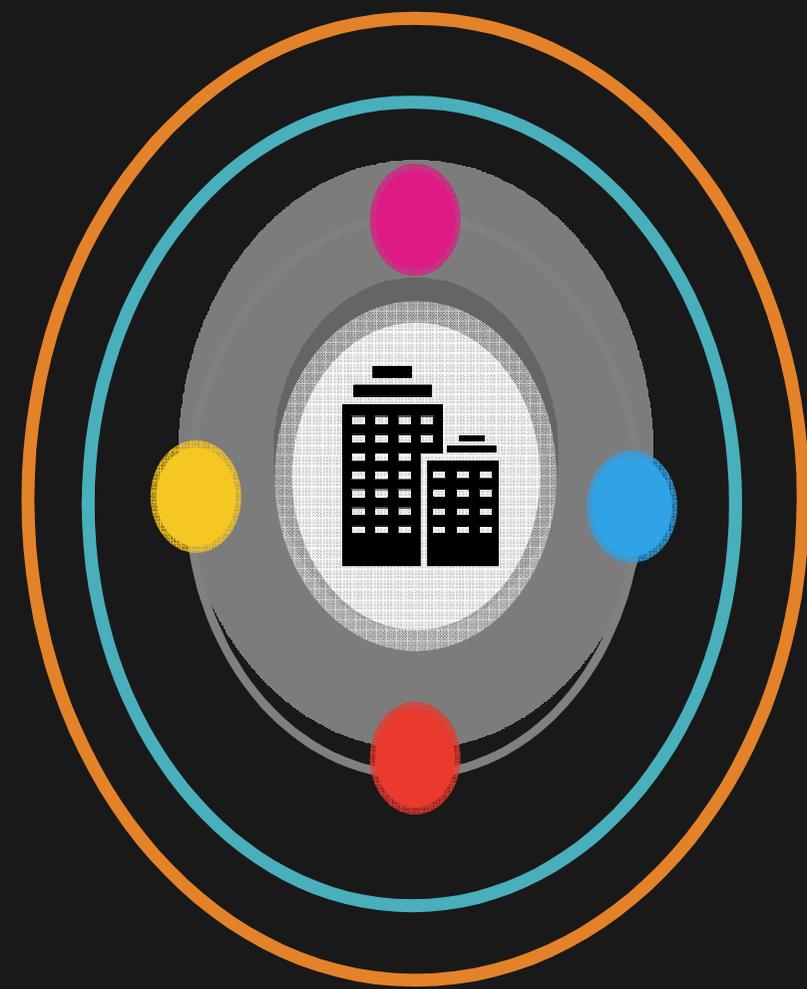
6 years

of intrusion prevention through a proactive security approach

EQUIFAX



IBM puts your enterprise at the heart of today's game-changing technologies



Where's the opportunity for you?

Treat customers, partners
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



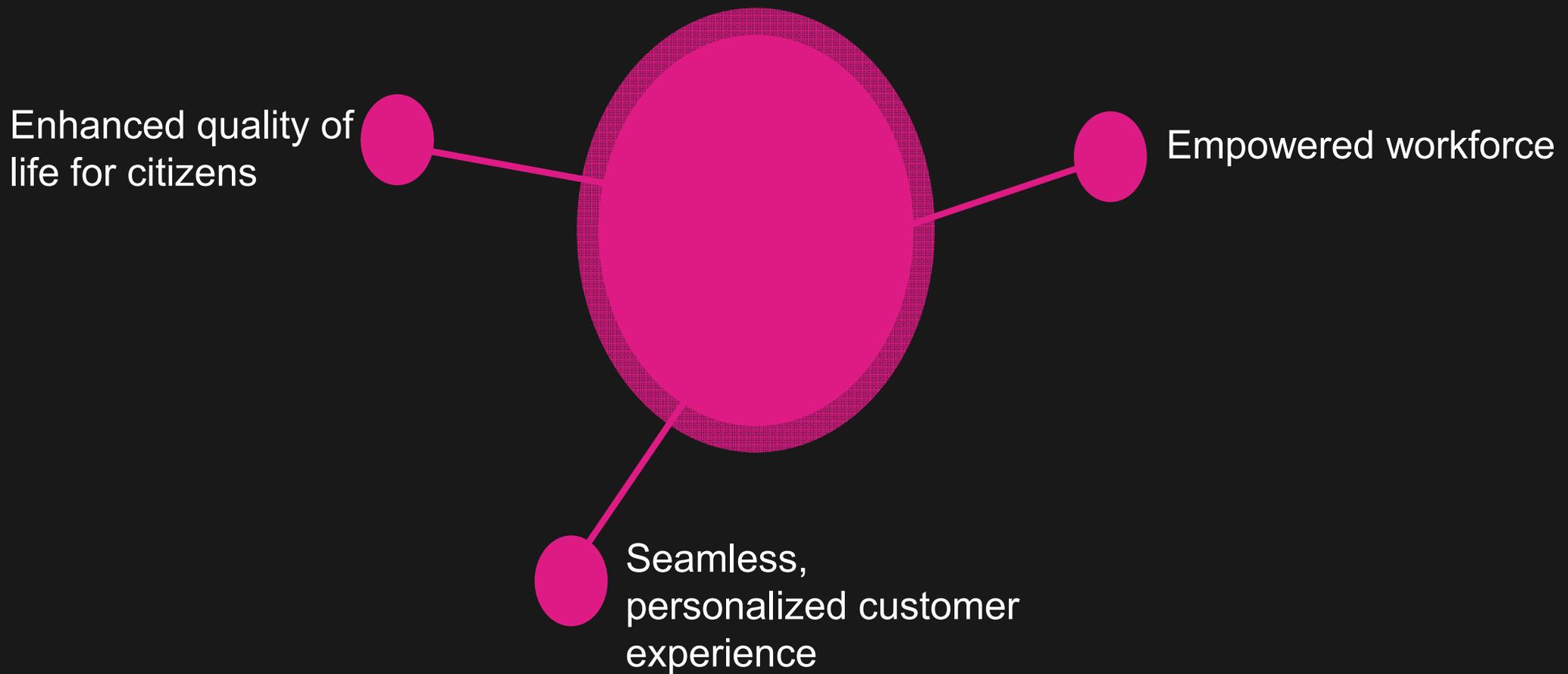
IBM®





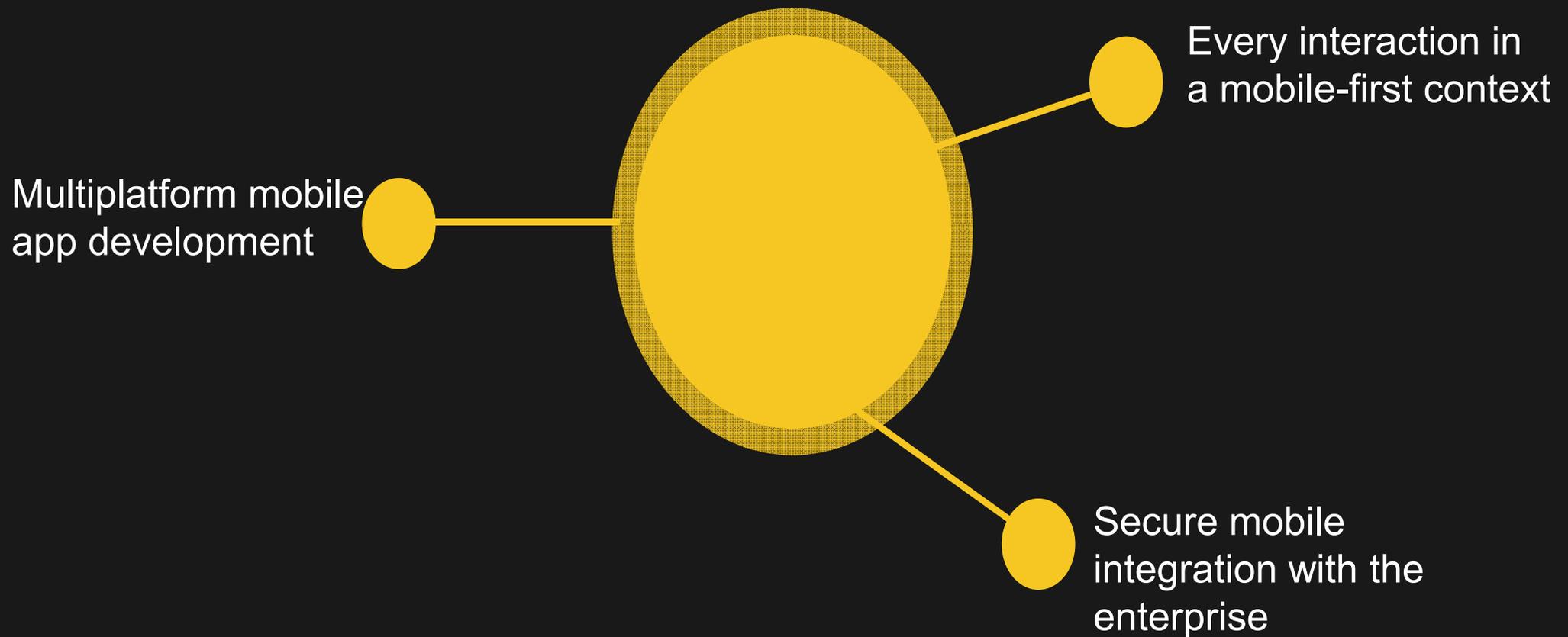
Appendix

Treat customers, citizens and employees as individuals

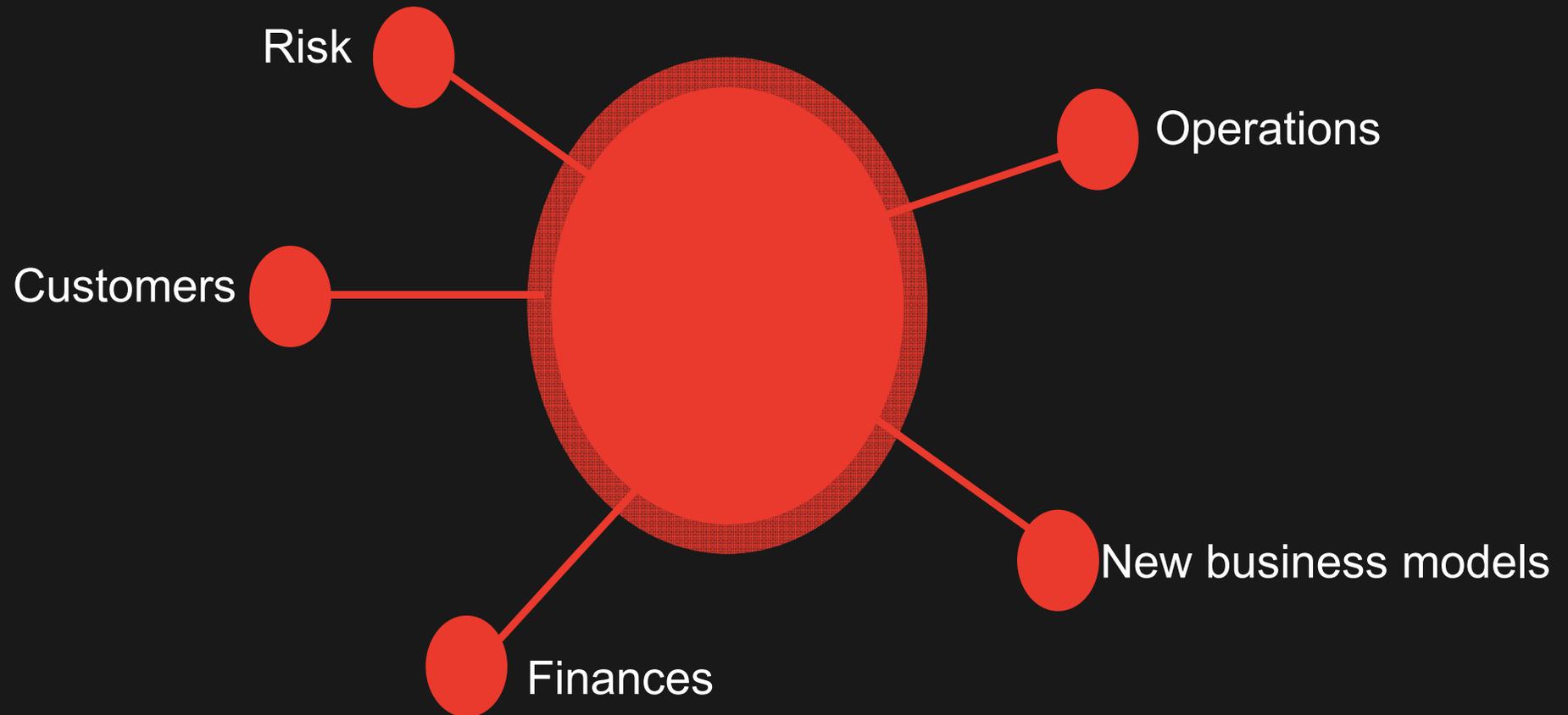




Extend these interactions anywhere, seamlessly and securely

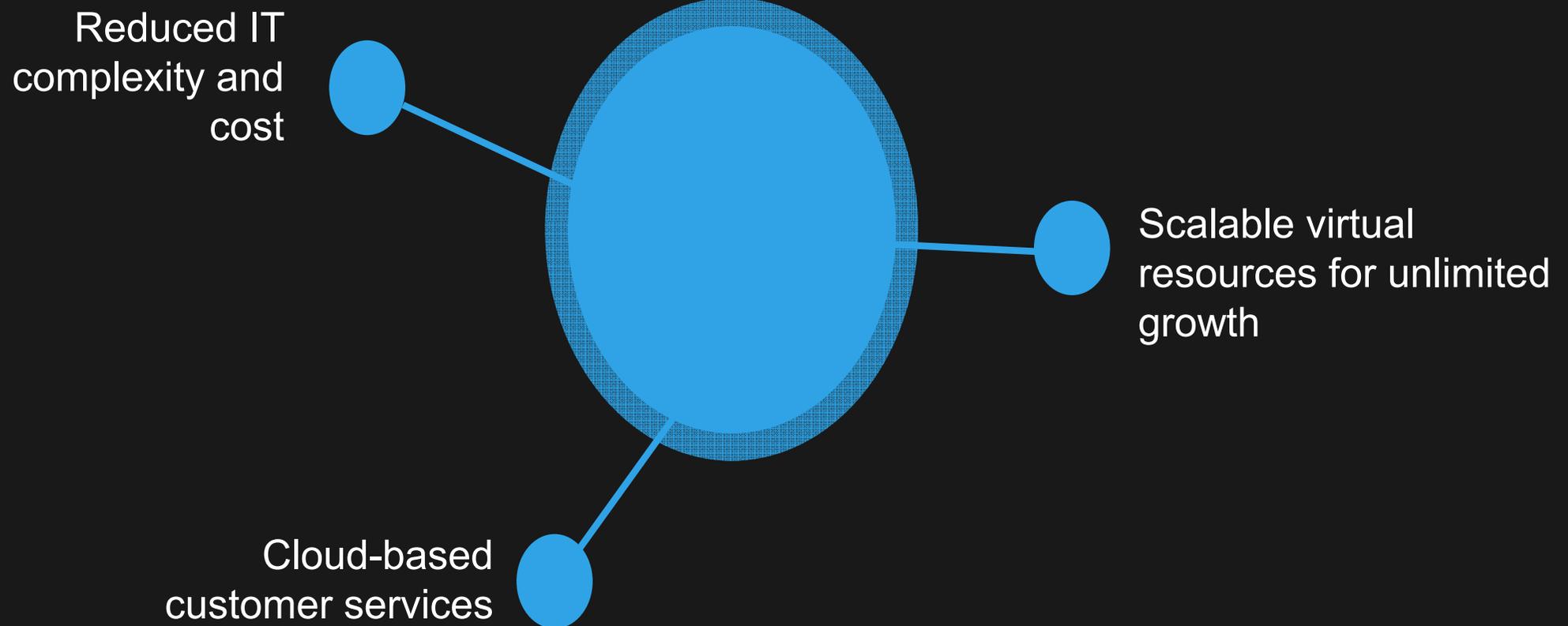


Capitalize on big data for valuable insight



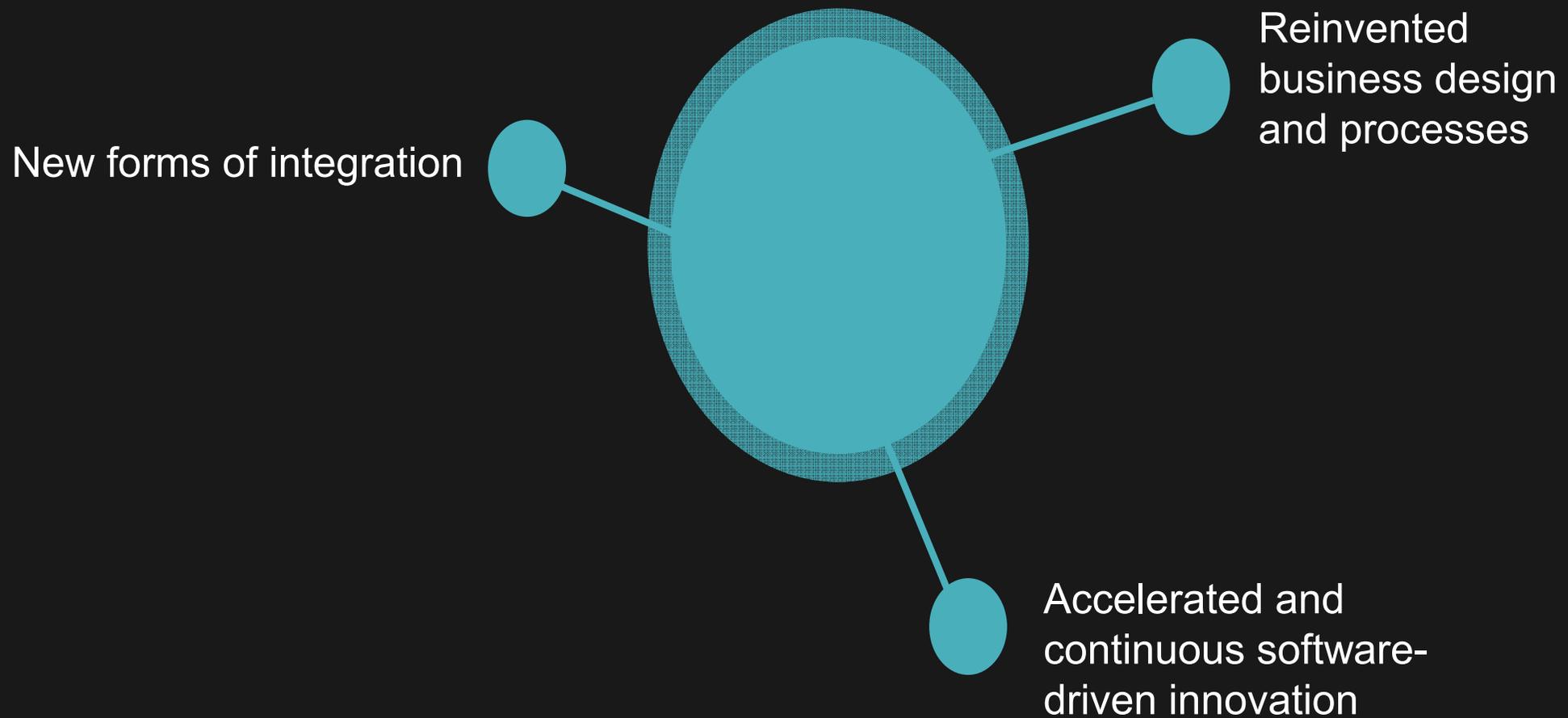


Enable strategic change with a cloud infrastructure

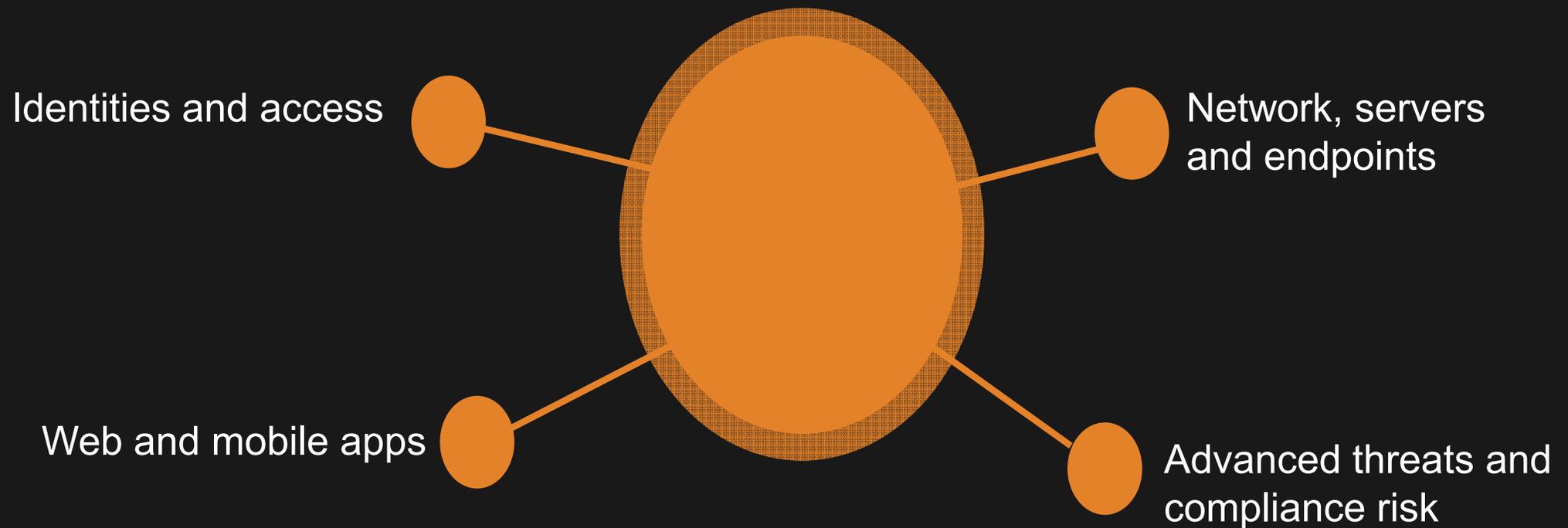




Integrate with adaptive business processes and speed innovation

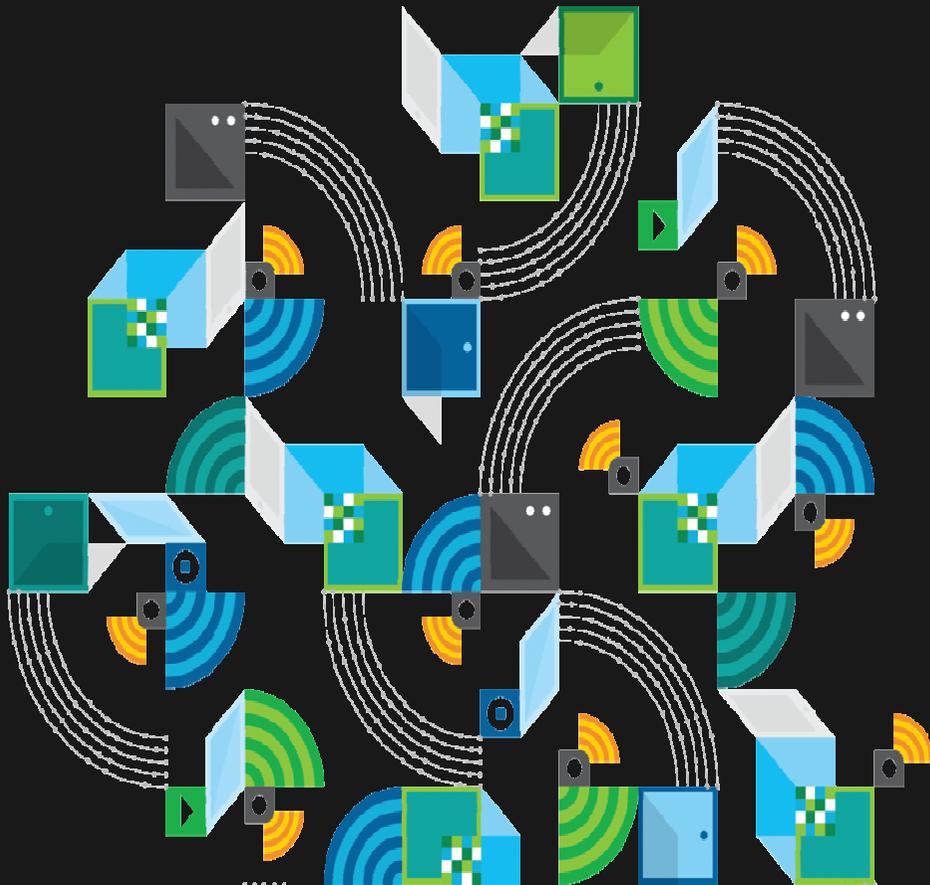


Proactively protect the brand against evolving threats



IBM mobile software

extends mobile interactions seamlessly and securely



40%

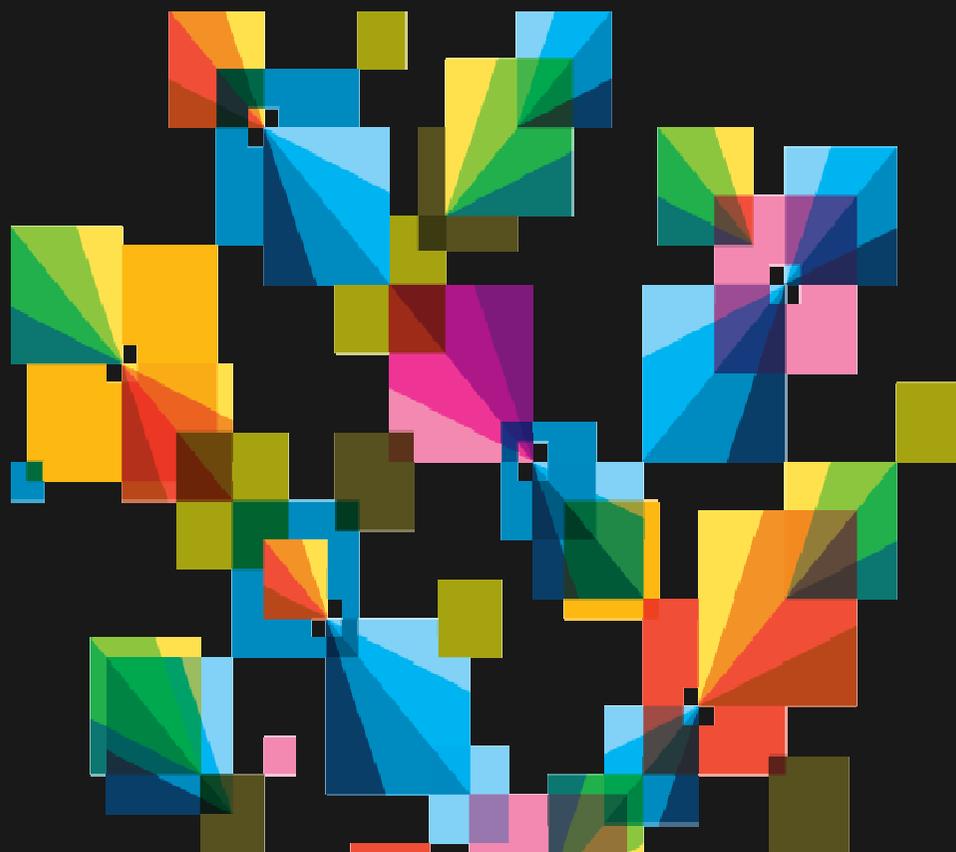
annual increase in new business
by giving the sales force mobile
access to insights

VCC
Excellence in Construction



IBM big data & analytics

unlocks real-world business value from big data



26%

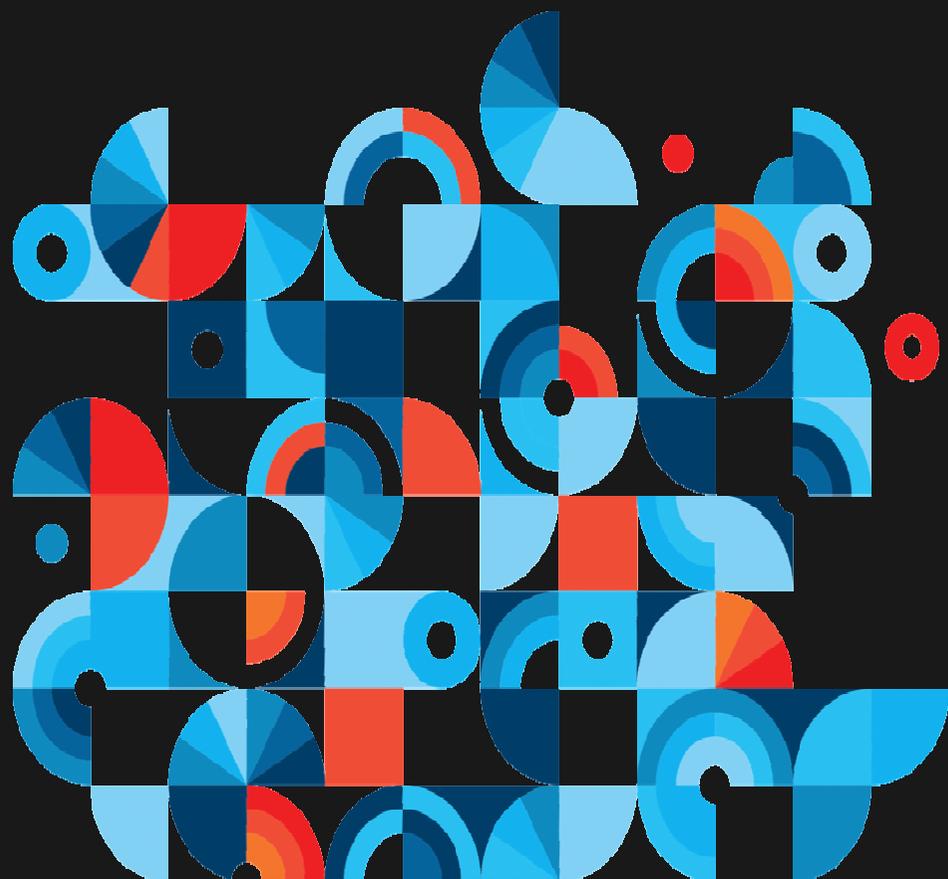
customer retention through
targeted interactions





IBM cloud

positions your business for limitless growth



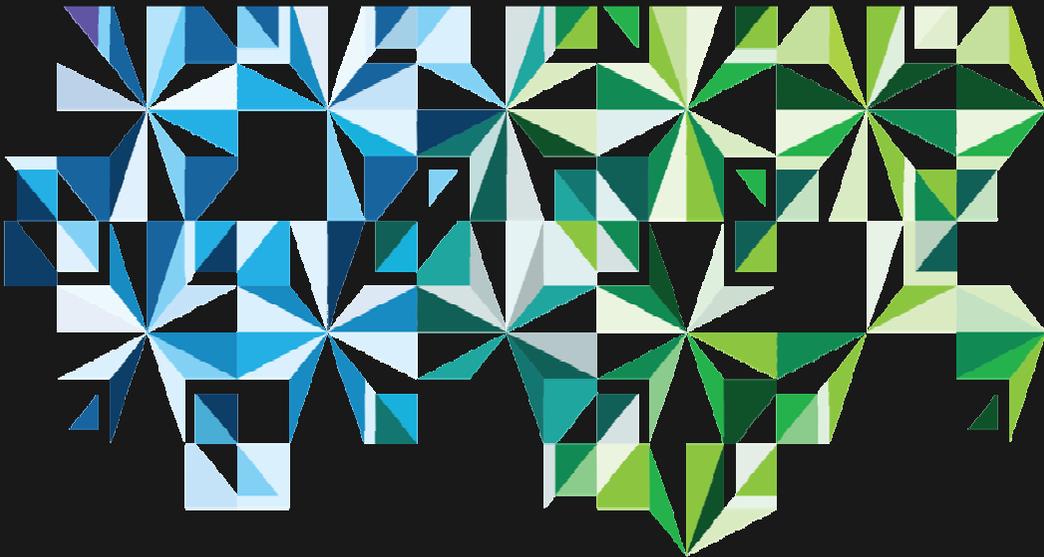
50%

faster time to market



Speed innovation and enable integration

with business process and DevOps solutions



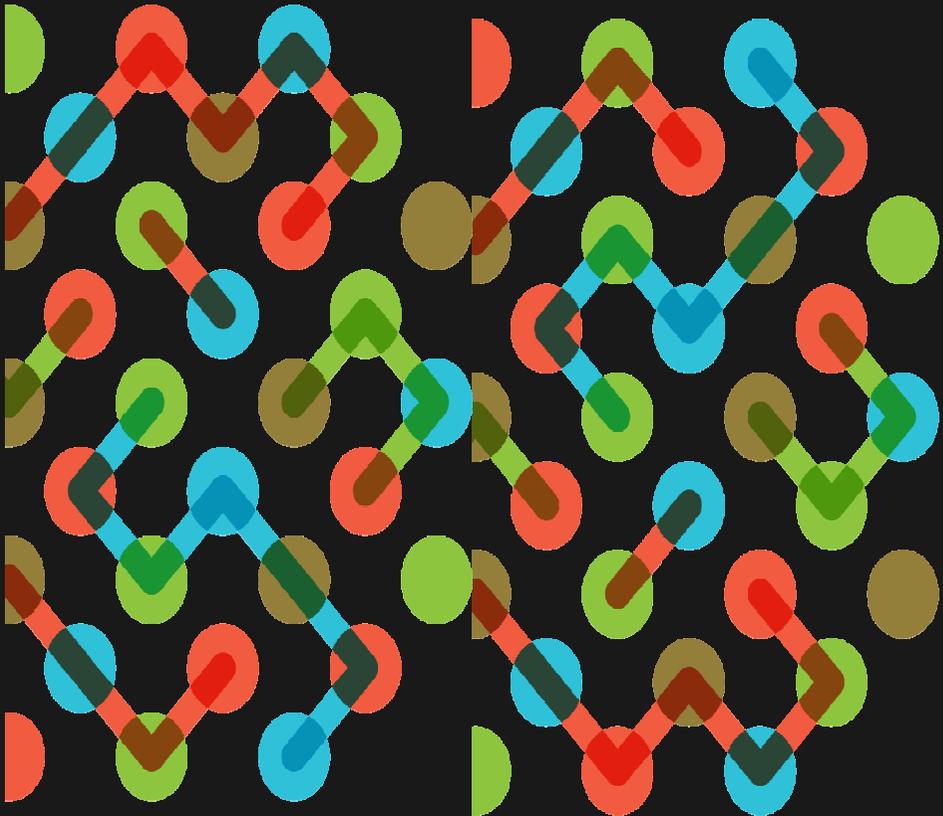
10x increase

in innovation, enabling up to
300 product releases a year



Safeguard the business

with intelligent security



2 hours

to provision new users, down
from five days

