

# IBM Korea: Smarter Industries Symposium

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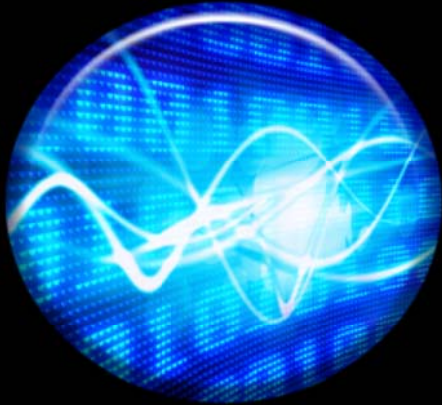
IBM  
Smarter  
Industries  
Symposium

# IBM Centennial



# New challenges...

## Data



**15 petabytes**

of new information being generated every day

**80%**

of digital data will be “unstructured”

## Connections



**19+ hours**

spent searching for the right information each week

**\$5.3 million**

a company loses annually by not finding the right information

## Complexity



**70¢ per \$1**

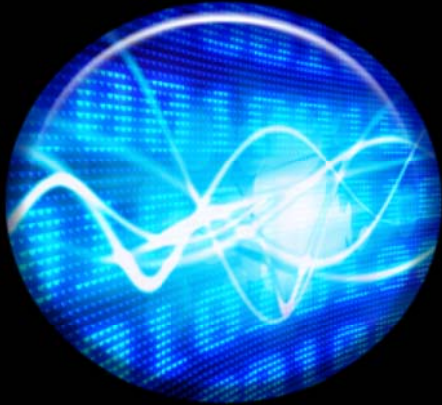
spent on maintaining current IT infrastructures versus adding new capabilities

**25 billion**

market data messages handled each day across global trading systems

# ...Demand a new approach

## *Analytics*



Help clients turn data into information and information into insight that drives *smarter business decisions*

## *Collaboration*



Clients can use social software to get closer to their customers, but must also transform internally, to *social businesses*

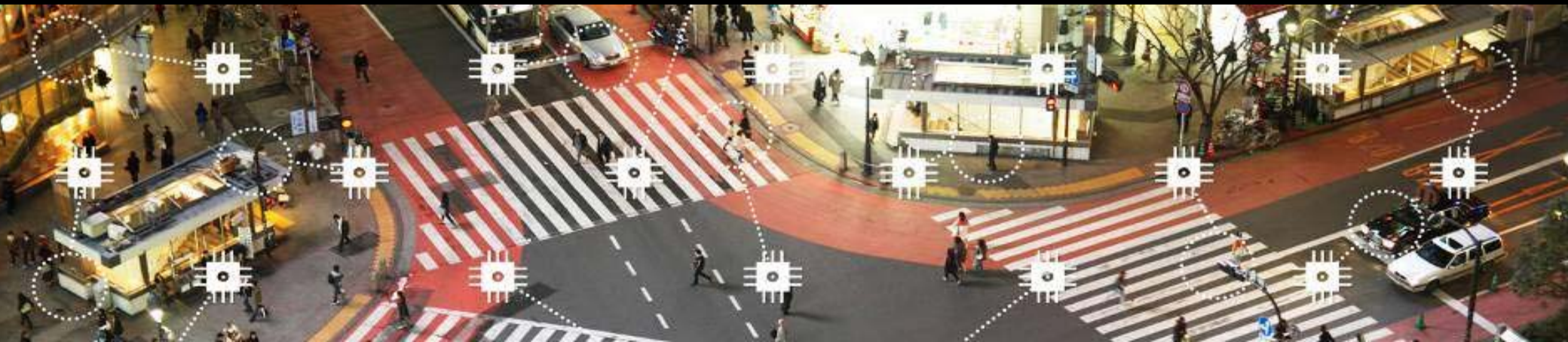
## *Systems Thinking*



Need to acknowledge that complexity comes from interconnected systems- a *system of systems*

# We can address those challenges by building a Smarter Planet

*Leveraging the convergence of the physical and digital worlds*



## Our world is becoming Instrumented

By 2010, 30 billion RFID tags will be embedded into our world

## Our world is becoming Interconnected

An estimated 2 billion people will be on the Web by 2011... and a trillion connected objects

## All things becoming Intelligent

Every day, 15 petabytes of new information are being generated

*Indeed, almost anything – any person, any object, any process or any service, for any organization, large or small – can become digitally aware and networked*

# Smarter solutions for smarter industries

## *Financial Services*



## *Retail*



## *Transportation*



# Identifying patterns to build smarter solutions

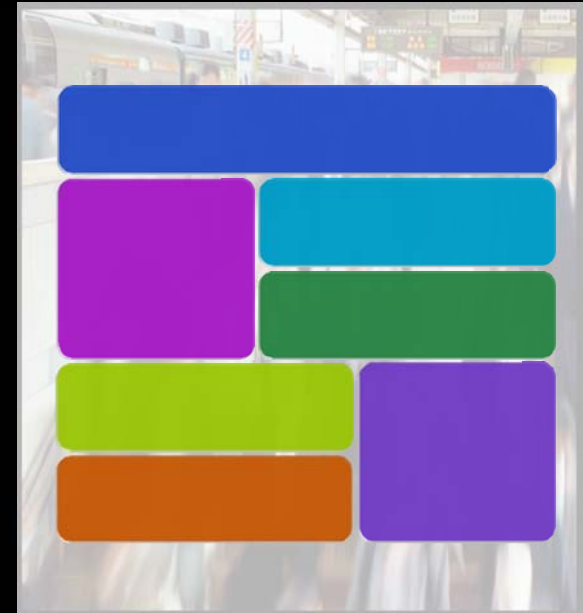
## *Financial Services*



## *Retail*



## *Transportation*



Over many client engagements, patterns of common component use emerge...

# IBM is helping clients to put Smarter Planet thinking into action – transforming their industries



Welcome to the decade of smart.

**10%**  
lower power bills

**15%**  
usage reduction

U.S. Department of Energy's Pacific Northwest National Laboratory study on smart meters

**Vision**



**Industry Context**



**Outcome**



# Korea Investment & Securities: Next Generation Information System



Merger with Dongwon: Maximizing new business opportunities with single view of the truth

## Business Needs

**Single view of the truth:** data in multiple systems after merger with Dongwon

**Improve time to market and decision making** with more advanced management system

**Improve flexibility of infrastructure** to accommodate and maximize new business specialities



## Result

**Minimized data duplication** with single system

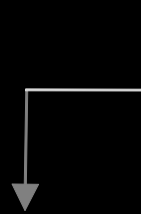
**More effective data flow with high availability**

**Solved performance issues**

**Enhanced customer experience with improved services**



# IBM has been delivering world class Software capabilities for 50 years



- Advanced analytics
- Analytic applications
- Application infrastructure
- Asset management
- Business intelligence
- Business planning and alignment
- Business process management
- Business service management
- Connectivity and integration
- Data management
- Design and development
- Electronic commerce
- Enterprise content management

- Financial performance and strategy management
- Information integration, warehousing and master data management
- Messaging and collaboration
- Network and service assurance
- Portals and mashups
- Portfolio, product, and project management
- Product and application lifecycle management
- Security
- Social software
- Storage management
- Unified communications

# Leveraging capabilities from across IBM to build solutions

Strategic Business **Drivers**

Industry specific challenges,  
market drivers, shifts and trends  
(IBM Institute for Business Value, GBS, S&D)

Industry **Solutions**

Industry and subject matter expertise  
Applications and tools  
(GBS, GTS, IBM Research)




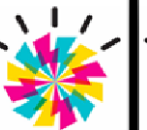



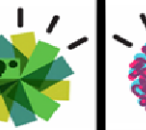
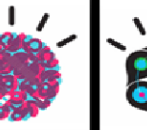


Industry **Frameworks**

Solution platform specifically configured with IBM  
software, industry assets and best practices to  
address an industries unique challenges  
(SWG, IBM Research)

Servers, storage, **communication**  
networks and **associated**  
services

Workload optimized systems  
(STG, GTS, IBM Research)

# We are Bringing Smarter Planet to Life Through Smarter Industries, Delivering Quantifiable Business Outcomes

												
<b>Integrated Solutions</b>	<b>Smarter Software</b>	Banking and Financial Markets	Communications	Electronics, Automotive and Aerospace	Energy and Utilities	Government	Healthcare	Retail	Insurance	Travel and Transportation	Oil and Gas	Additional Industries
	<b>Smarter Systems</b>											
	<b>Smarter Services</b>											



Let's build a smarter planet

*A leadership agenda for business and societal transformation  
An integrating strategy for the IBM Corporation*

# Call to Action



Bring us your tough problems.

Bring us the things you didn't think were possible.

The technology and capability exist to do things smarter.

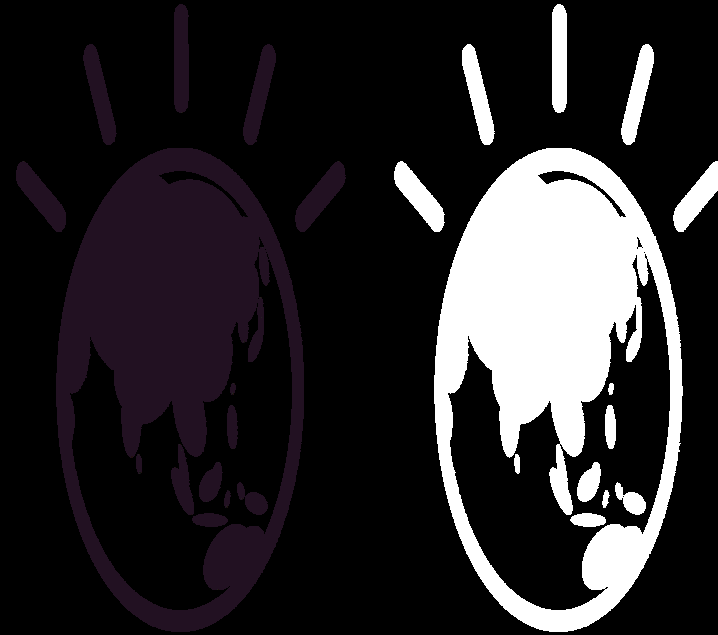
**Advanced Analytics:** Precisely predict risks and opportunities

**Cloud Computing:** Provide massive scalability

**Collaboration tools:** Accelerate business outcomes

**Security and resiliency:** Automate data protection and compliance

**Dynamic application infrastructure:** Increase business agility



**Let's Build a Smarter Planet**