

Enterprise innovation in the new era of IT

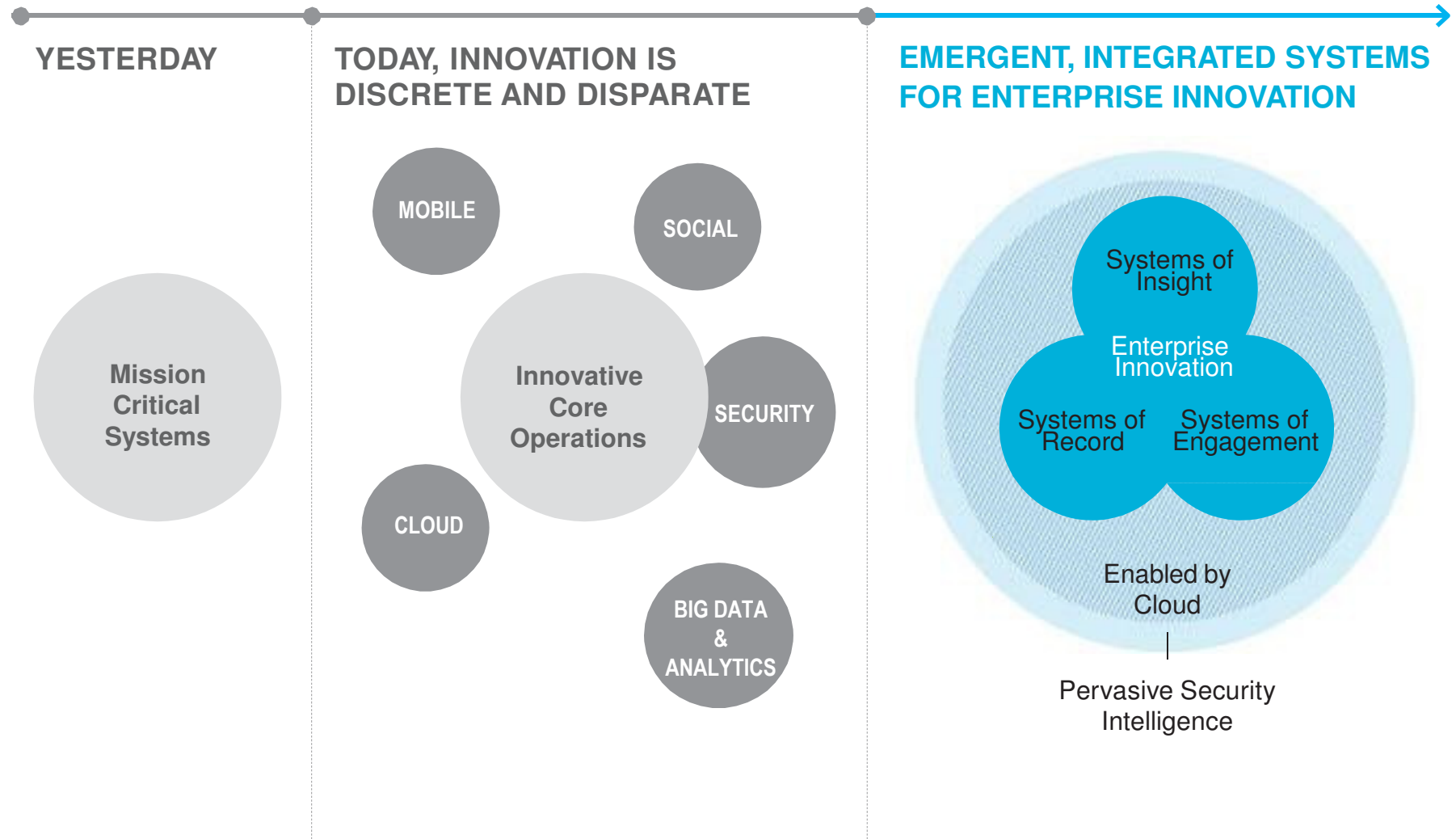


IBM is helping leaders innovate and win in the new era of IT.

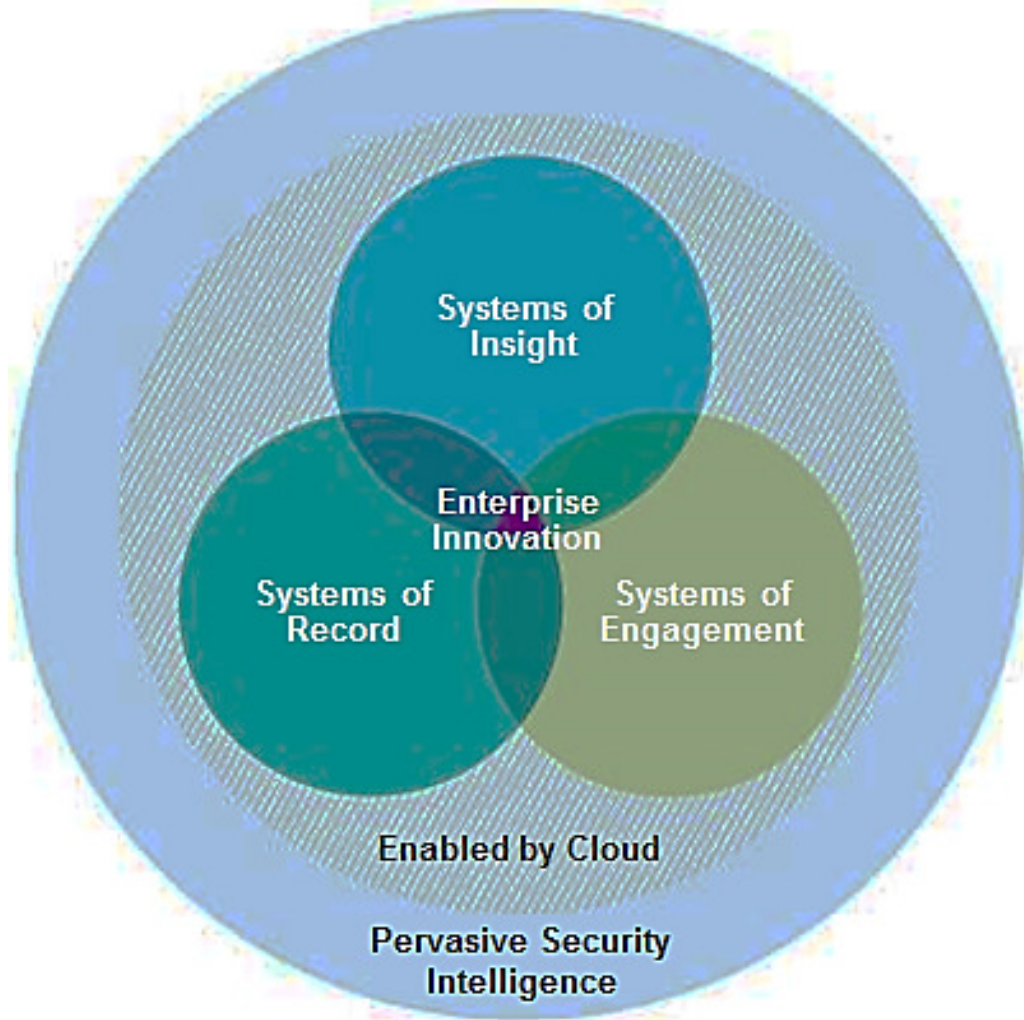
We are at the beginning of a new era in IT. The potential for enterprises and for society is profound. Industries, markets and professions are being remade.

Our focus on enterprise innovation is informed by our experience, helping transform leading enterprises, our pioneering research and conversations with clients like you.

Enterprise innovation will be realized through the integration of new era technologies with core systems



Leaders will take a systematic and integrated approach to drive enterprise innovation



IBM works with you to build and integrate:

Systems of Engagement

How are you harnessing mobile and social to transform relationships with customers, employees and citizens?

Systems of Insight

How are you harnessing Big Data for competitive advantage?

Systems of Record

How are you transforming your existing IT systems for the requirements of the new era?



Systems of Engagement

How are you harnessing mobile and social to transform relationships?

Key Actions

Reimagine how business happens through mobile and social.

IBM's MobileFirst suite helped Ottawa Hospital redesign workflow around the use of mobile devices.

Build your business to personalize every interaction.

IBM's Enterprise Marketing Management helped OCBC Bank in Singapore create a personalized marketing system.

Design your system to enable privacy, security and trust.

MaaS360 helped IBM to secure 15,000 mobile devices of IBMers in one day.

Why IBM?

Apple alliance

Transforming enterprise mobility with new business applications,

6,000

Mobile engagements by 500 mobile experts

2,800

Social business experts

A leader

In worldwide Mobile Application Development (IDC)

#1

Market segment share for Enterprise Social Software (IDC)



Systems of Insight

How are you harnessing Big Data for competitive advantage?

Key Actions

Build a data-rich, analytically driven enterprise.

DBS Bank in Singapore and is using the Watson Engagement Advisor to deliver better investment advice to its high net worth clients.

Harness, create and monetize insights from structured and unstructured data.

Bumrungrad Hospital in Thailand deployed the Watson Oncology Advisor to help doctors choose treatment options for different types of cancer.

Scale your unique expertise with cognitive computing.

IBM's helped ConocoPhillips predict the movement of ice flows to protect oil rigs by analyzing 1 terabyte of data per day resulting in \$300M savings.

Why IBM?

15,000
IBM analytics consultants

Watson
\$1B invested in cognitive computing with 2,000 professionals

Power + DB2 BLU
82x faster data analytics than a comparable x86-based system

\$24B
Invested in Big Data & Analytics capabilities

#1
Ranking for Big Data & Analytics vs. 70 competitors (wikibon)



Systems of Record

How are you transforming your existing IT systems for the new era?

Key Actions

Enhance your infrastructure to free up resources for innovation.

Nationwide Insurance future proofed its systems via mainframes running on open standards – achieving \$15M in savings in 3 years.

Optimize your system of record for new workloads that deliver outcomes in real time.

Canada’s Hospital for Sick Children prevent sepsis for newborn via IBM’s InfoSphere on DB2 which analyzes 1,200 vital signs per second.

Build in scale and performance for the new era.

Coca Cola Bottling cuts inventory cost via IBM’s FlashSystem Enterprise solutions which process 20x more data to better plan deliveries.

Why IBM?

Scale

50B+ transactions managed daily across the globe

Speed

4x performance advantage on average using IBM InfoSphere BigInsights MapReduce over open source Apache Hadoop

Up to 90%

Reduction in data center storage costs by using software defined storage

7 nanometers

The limit of silicon computing—and why IBM is investing \$3.2B in new chip technologies

Up to 14x

Less CPU time when benchmarking IBM’s InfoSphere Streams computing against Apache Storm



Enabled by cloud

How are you enabling innovation, speed, and scale with cloud?

Key Actions

Build a hybrid environment with the same rigor as on-premises.

IBM will help Bharat Light & Power (BLP) of India to generate over 100 gigawatts of new energy over the next 5 years via SoftLayer.

Make your development environment cloud-ready.

IBM's BlueMix enabled eyeQ for rapid development in the cloud to design and support new services – from hours to minutes.

Use cloud to transform business processes into digital services.

IBM's WebSphere Commerce enabled chocolate maker Lindt to create personalized gifts for shoppers – tripling mobile services revenue.

Why IBM?

We Provide

- IaaS, PaaS, and SaaS
- Hybrid environments for enterprise
- Rapid development

30,000

Cloud engagements across private, public or hybrid environments

1,600

Exposed APIs using SoftLayer

BlueMix

200 software and middleware patterns available to developers

40

Cloud data centers are planned in 15 countries

MarketPlace

100+ SaaS offerings used by 47 of the top 50 Fortune 500 companies



Pervasive Security Intelligence

How are you deploying security intelligence against threats?

Key Actions

Preemptively deploy security intelligence and analytics to help detect and prevent attacks.

IBM's Trusteer crowdsourced intelligence from 100M+ endpoints to help a European Bank prevent \$60M fraud prevented in 1 year.

Discover and classify your most valuable assets and build an intelligent system around them.

IBM's InfoSphere Guardium helped a Financial Services Firm improve database security and save \$20M.

Create a systematic approach to security with integrated capabilities to increase visibility.

IBM Qradar helped an energy company reduce security efforts by 99.99% by identifying 20-25 potential threats a day.

Why IBM?

Scale

As many as 15B Security events monitored daily across 130 countries

6,000

Security experts

7/10

Top US banks use IBM Security Solutions

Technology

1,700+ Security patents

A leader

In Security Information and Event Management

IBM is investing in enterprise innovation

2014 MILESTONES



JANUARY

IBM forms new IBM Watson Group



APRIL

Mainframe50: Celebrating restless reinvention



IBM Bluemix

JUNE

IBM Bluemix: Simplifying mobile and web app development



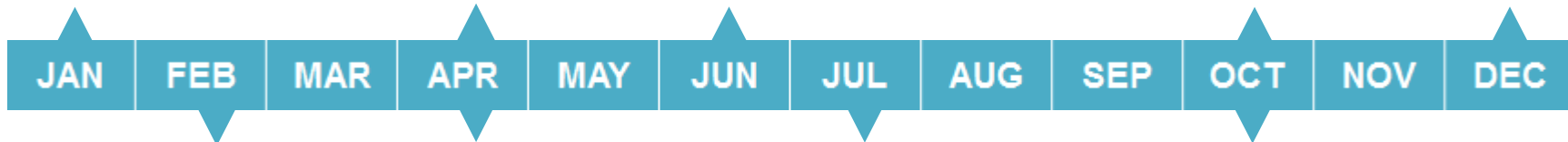
OCTOBER

IBM and SAP Sign IBM's Biggest Cloud Win



DECEMBER

IBM MobileFirst for iOS: A new class of made-for-business apps.



FEBRUARY

PureSystems ships its 10,000th system



APRIL

Made with IBM: stories of how our clients are creating new value



JULY

Apple + IBM: Another milestone in our journey to transform IBM



OCTOBER

Twitter and IBM Form Global Partnership

Why partner with IBM

- + We **integrate** new capabilities and technologies to transform your existing IT systems.
- + We **innovate** enterprise-grade products and services—in data and analytics, cloud, social, mobile and security.
- + We help **secure** your most valuable data, devices and systems with pervasive security intelligence you can trust.

