

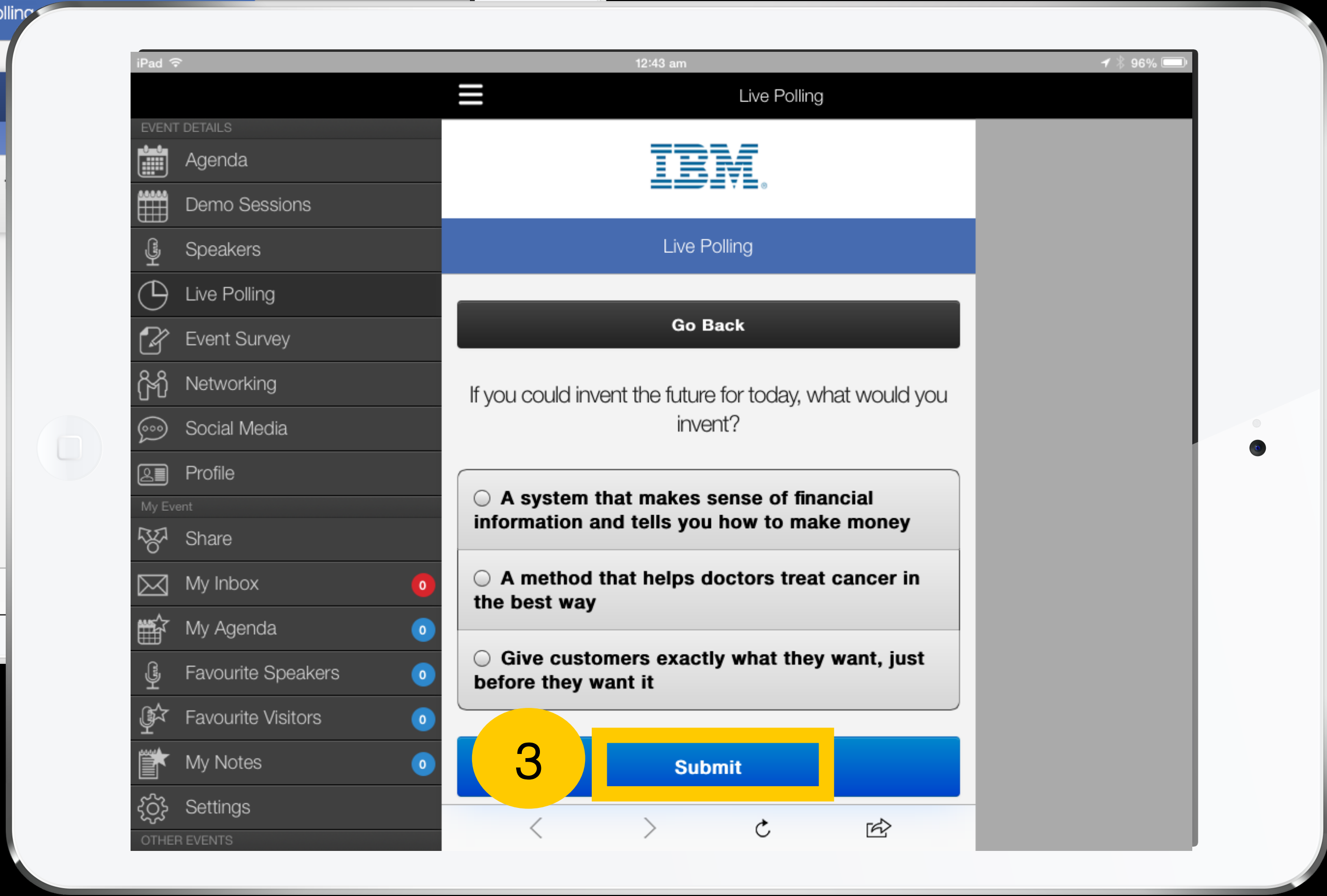
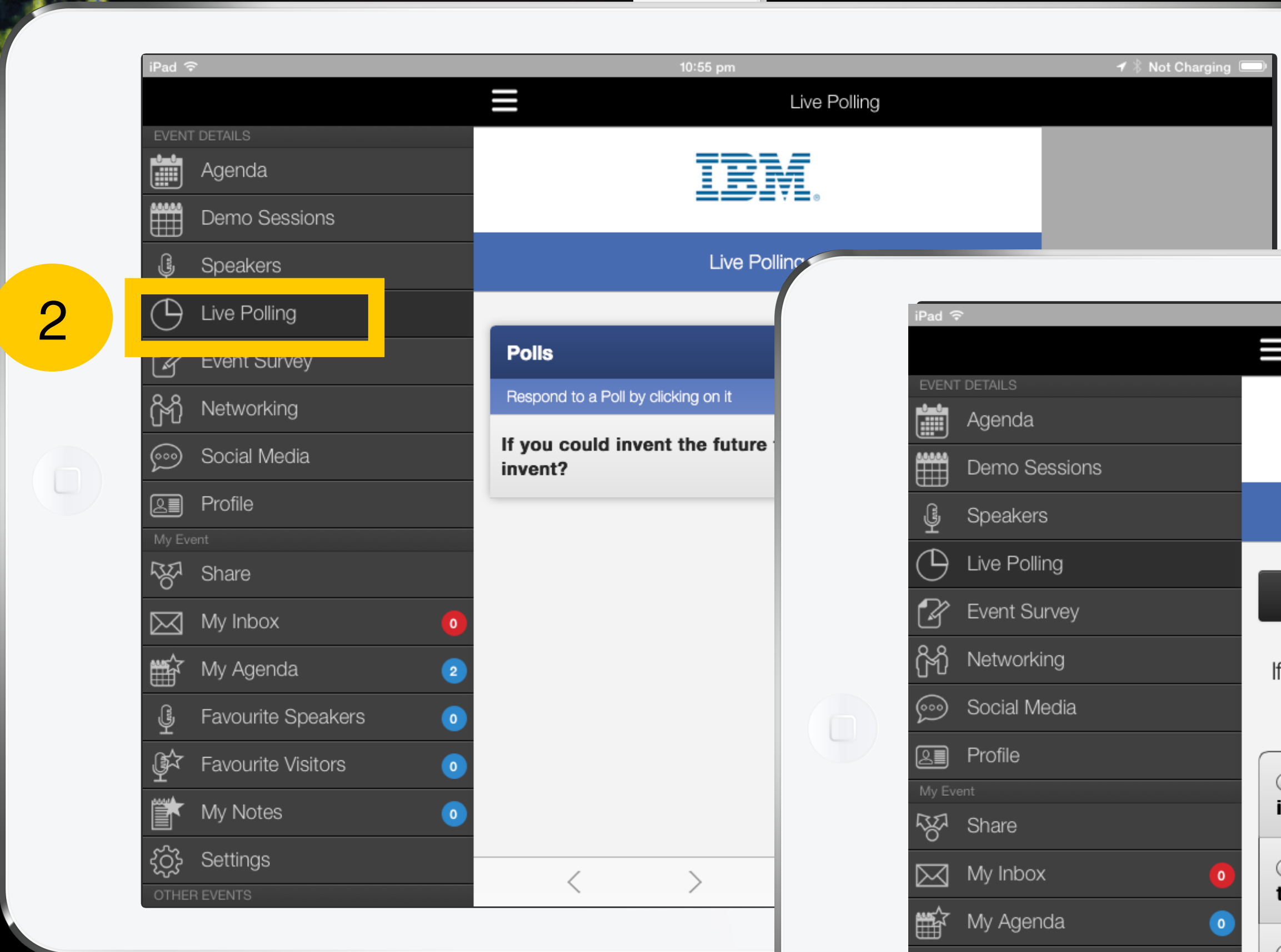
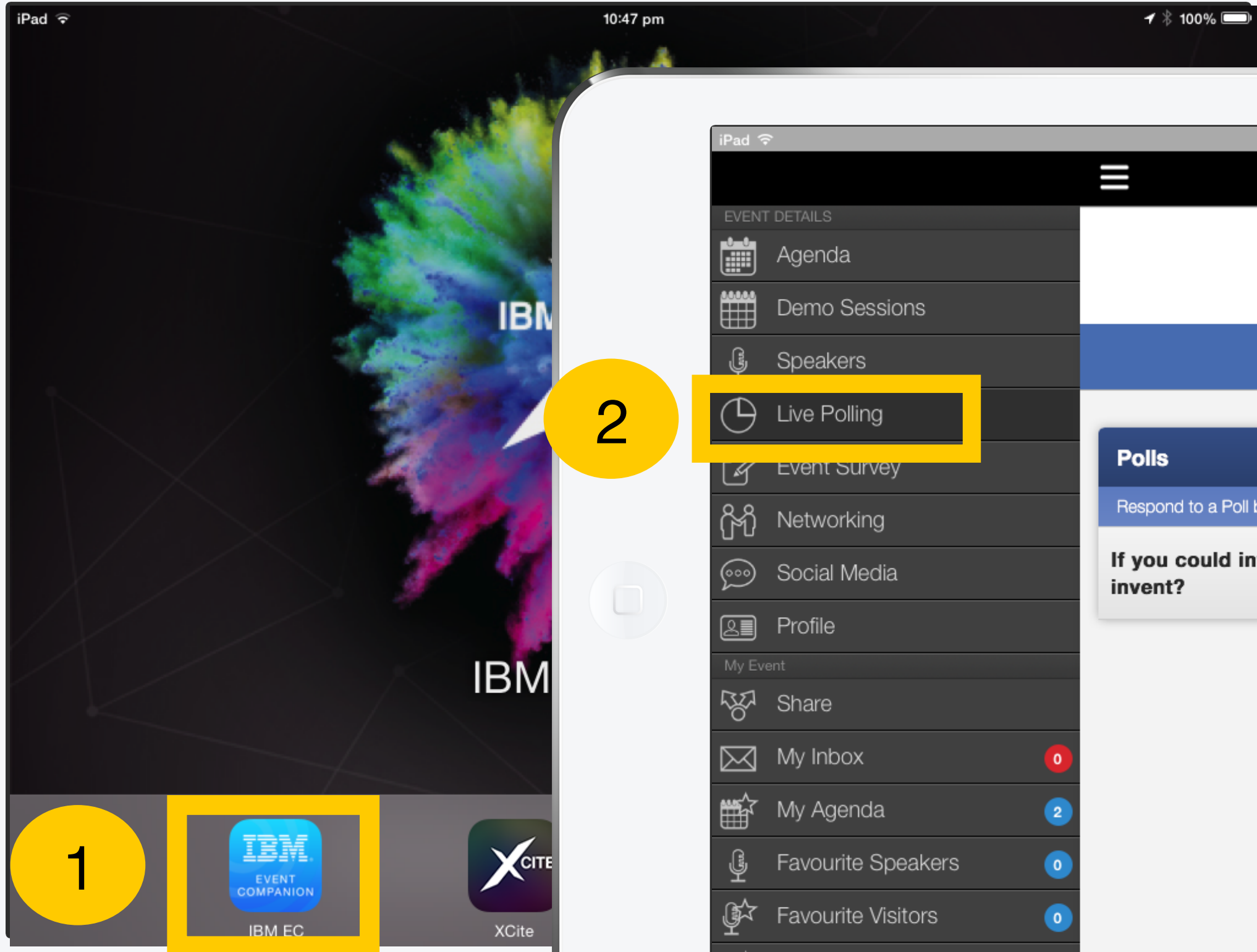
The logo features a large, white, stylized 'X' shape. To the left of the 'X' is the word 'IBM' in a bold, white, sans-serif font. To the right of the 'X' is the word 'CITE' in a larger, bold, white, sans-serif font. Below 'CITE' is the year '2014' in a smaller, white, sans-serif font. The entire logo is centered on a background of vibrant, multi-colored powder (yellow, green, blue, pink) exploding against a black background.

IBM X CITE  
2014

# Welcome Address

Kellar Nevill  
General Manager, IBM ASEAN



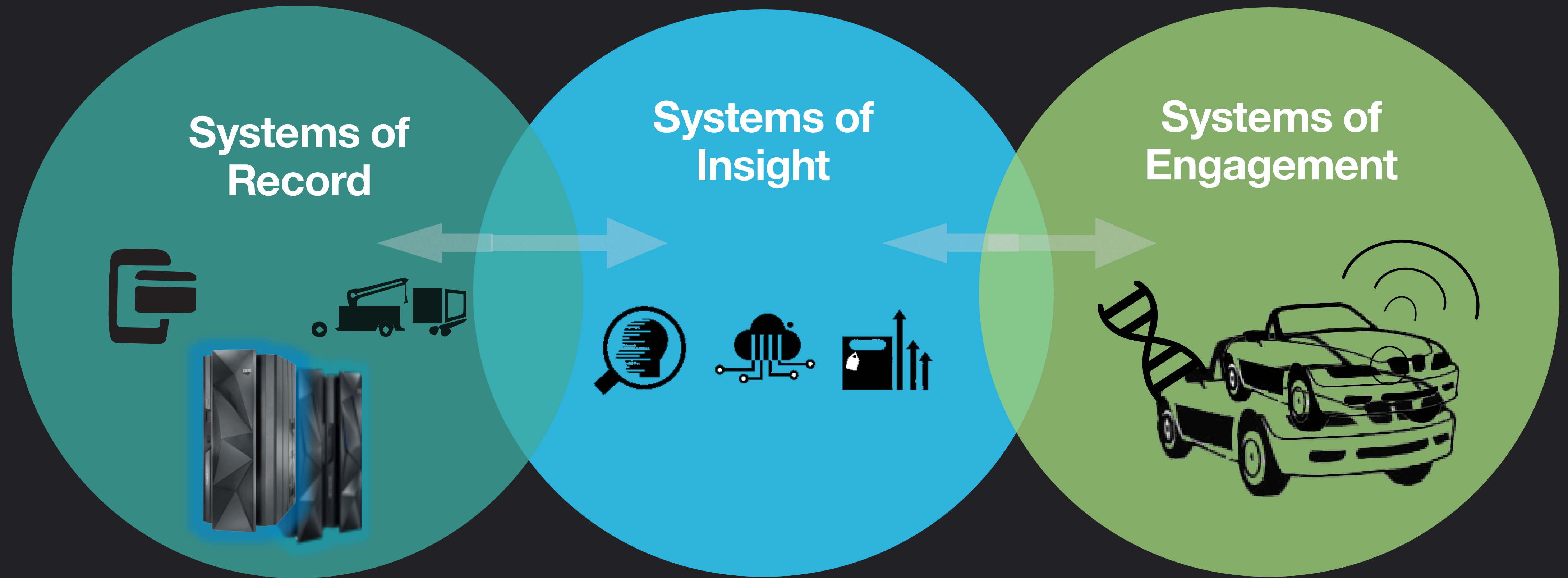




**If you could invent the future for today, what would you invent?**

- a) A system that makes sense of financial information and tells you how to make money**
- b) A method that helps doctors treat cancer in the best way**
- c) Give customers exactly what they want, just before they want it**

# Emergent, Integrated Systems for Enterprise Innovation



Enabled by Cloud

Pervasive Security Intelligence



The logo features a large, white, stylized 'X' shape. The left vertical stroke of the 'X' contains the text 'IBM' in white, bold, sans-serif font. The right vertical stroke contains the text 'CITE' in white, bold, sans-serif font. Below the 'CITE' text, the year '2014' is written in a smaller, white, sans-serif font. The entire logo is centered over a background of vibrant, multi-colored powder clouds in shades of yellow, green, blue, and pink, set against a black background.

IBM

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