

The logo features a large white 'X' shape. To the left of the 'X' is the word 'IBM' in white, and to the right is the word 'CITE' in white. Below 'CITE' is the year '2014' in white. The background is a vibrant, multi-colored powder explosion in shades of yellow, green, blue, and pink against a black background.

IBM

CITE
2014

Leaders' Dialogue: The DNA of a Forward Thinking Enterprise

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MITR PHOL GROUP



Mitr Phol Sugar Corp., Ltd., **the 4th largest sugar company in the world**, operating in Thailand, China, Australia and Laos. Established over half a century, Our products include sugar, ethanol, electricity from biomass power plant and wood substitute board



PARTICLE BOARD

Tiket.com – Online Travel & Entertainment Gateway



L'Arc En Ciel World Tour 2012
SOLD OUT IN 2 MINUTES



- Founded August 2011
- Founded by Natali Ardianto, Wenas Agusetiawan, Gaery Undarsa, Dimas Surya & Jonathan Sariaatmadja
- Offices in Jakarta, Bali and Malang
- 80 employees
- 14 realtime methods of payments
- 2 million room nights each day
- 30++ big event promoters
- 7 domestic flight carriers, issuing 1500-3000 tickets per day
- 900++ API users, 1100++ offline agents and 1300++ widget users
- 410.000++ registered and paying customers

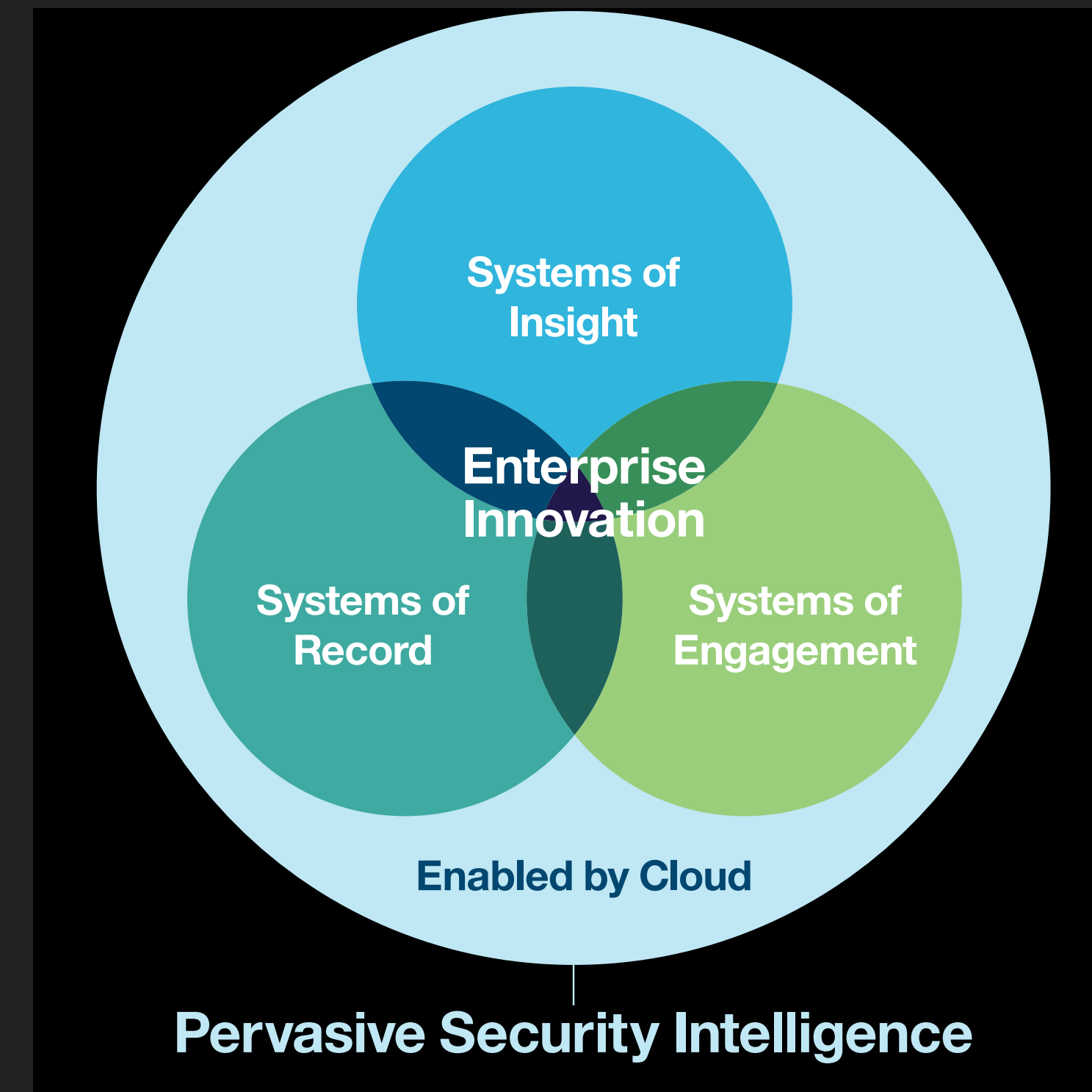
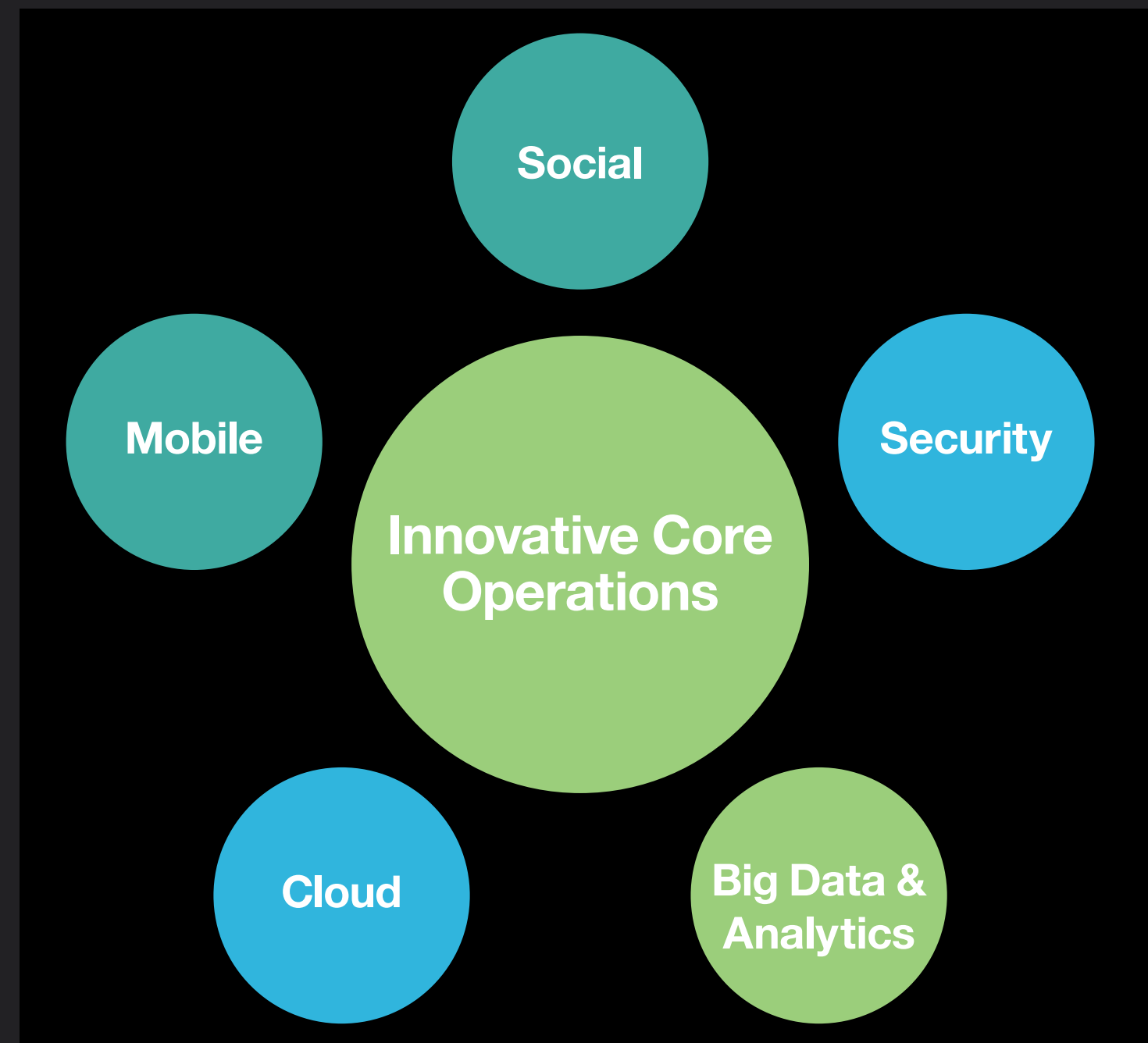
Enterprise innovation will be realized through the integration of new era technologies with core systems



Yesterday

Today, innovation is discrete and disparate

Emergent, integrated systems for enterprise innovation



Which are the top 3 technologies that will help your company to drive greater differentiation?

- a) Develop a clear Cloud strategy and roadmap for my enterprise**
- b) Faster application development/ deployment on existing infrastructure**
- c) Better understand our customers as individuals via Analytics**
- d) Security threat and vulnerability management**
- e) Use Mobile and Security applications to better engage with our customers**

Exploit
**Systems
of Insight**
as the new basis
of competitive
advantage

Key Actions

Build a **data-rich, analytically driven** enterprise.

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

Scale your unique expertise with **cognitive computing.**

What business questions are you trying to answer with Analytics today?

- a) What is happening in my operation?**
- b) What is my best selling products/ services and top customers?**
- c) What business opportunities am I missing out?**
- d) What are the market trends?**
- e) What will happen next to my business?**
- f) How do we do things better?**



Key Actions

Enhance your infrastructure to **free up resources** for innovation.

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

Build in scale and **performance** for the new era.

Evolve
**Systems
of Record**

to operate at the
speed of global
commerce

What would be the first area your company would invest in to take advantage of Cloud, Analytics and Mobile?

- a) Reduce complexity and lower cost with virtualisation**
- b) Leverage open standards/ open-source based infrastructure**
- c) Ability to access data accurately and analyse quickly or in real time**
- d) Ability to support customers' needs with 24x7 access**

Enable
**Systems of
Engagement**
to drive productivity
and brand value

Key Actions

Reimagine how business happens
through **mobile** and **social**.

Build your business to
personalize every interaction.

Design your system to enable
privacy, security and trust.



The image features a central logo for 'IBM X CITE 2014' overlaid on a vibrant, multi-colored powder explosion against a black background. The explosion consists of various shades of yellow, green, blue, and pink, radiating from the center. The logo itself is white and includes the IBM logo, a large stylized 'X', and the text 'CITE' and '2014'.

IBM

X CITE

2014