

Opportunity in a Mobile World

for Asia Pacific

2012

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Withdrawal without notice at IBM's sole discretion.

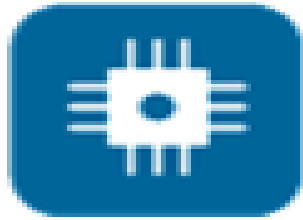
Information regarding potential future products is intended to outline
direction and it should not be relied on in making a purchase

Information regarding potential future products is not a commitment
to deliver any material, code or functionality. Information about
products is not incorporated into any contract. The development, release
and functionality described for our products remains at our

discretion. Performance measurements and projections using standard IBM

The actual throughput or performance that any user
may experience will vary depending on many factors, including considerations such as the amount
of data, the user's job stream, the I/O configuration, the storage
configuration, and the system configuration. Therefore, no assurance can be given that an individual

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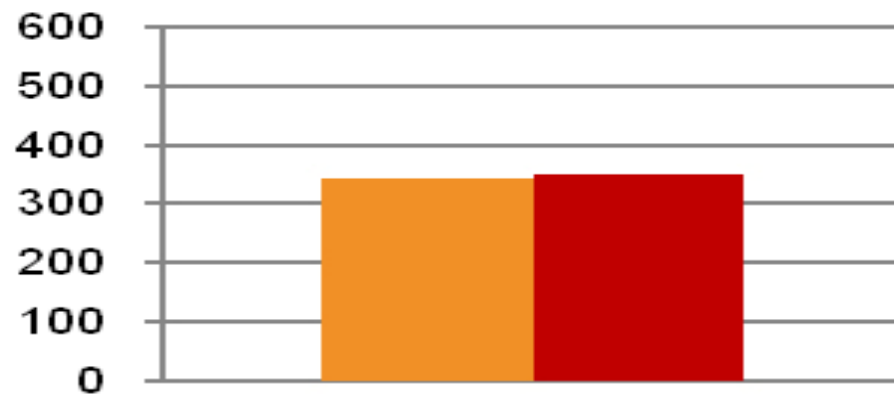
INTERCONNECTED



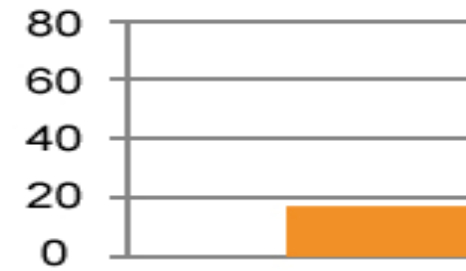
Nearly **1/2** of devices
accessing applications will
be mobile

growth
ma

phones now exceed laptop & PC sales.



2010 2011



Tab

2010

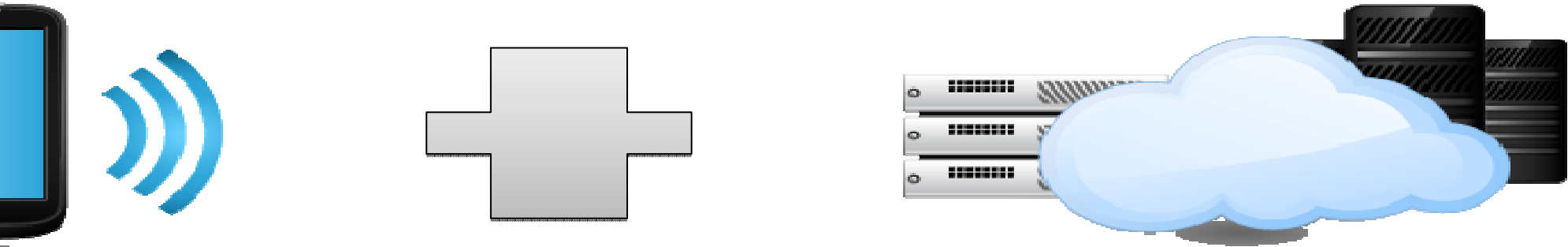
Choose the primary smartphone you use for

29%

Out of a list of phones
their company supports

one
y

W
wh



FORCING TODAY'S INFLECT

cloud as critical to their p

oud expansion is driven by Mo

52%

Cost of multiple mobile platforms

Integrat
to

*mobile technology -- wireless, GPS, & chips
today's smarter physical infrastructures*

DB+

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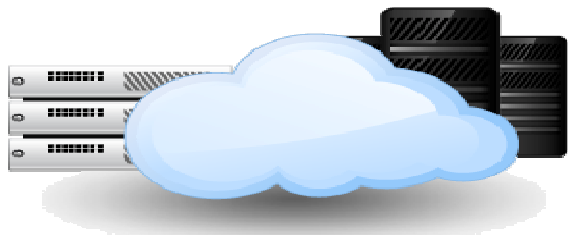


2.7

of dig
50%



Optimize with Cloud



Speeding service delivery

Protect & Manage Data



Reducing the time it takes to

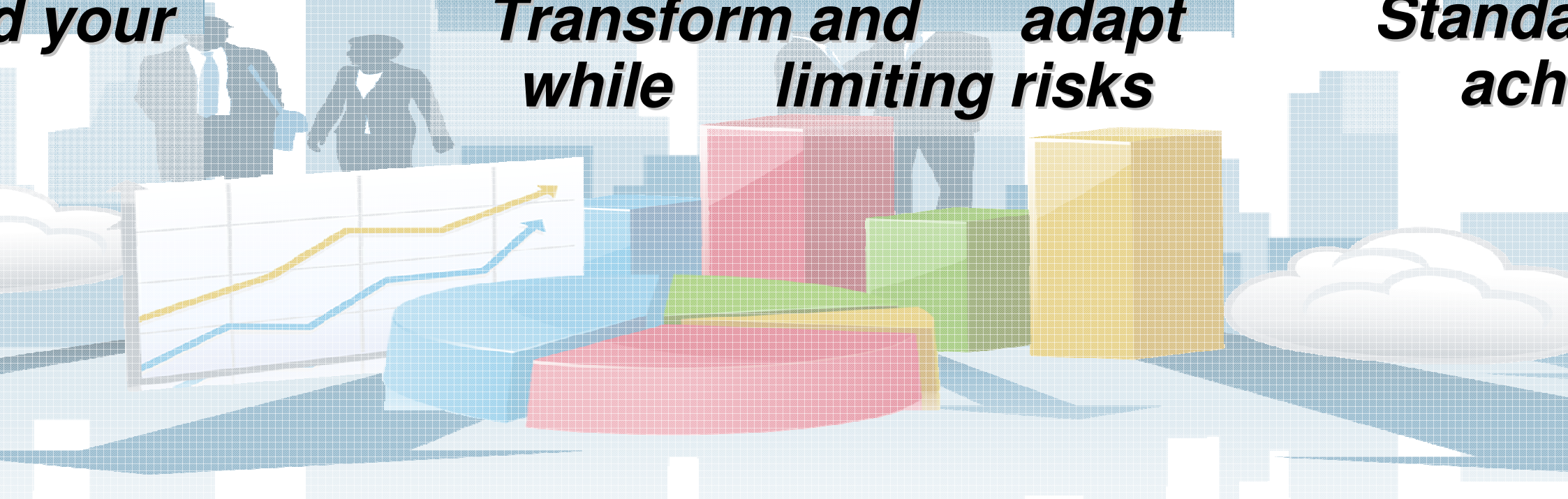


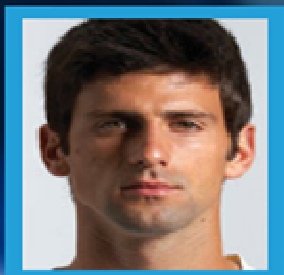
CONTROL

and your

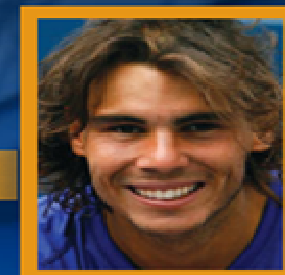
*Transform and adapt
while limiting risks*

*Standards
achieved*





CHALLENGES



CHALLENGES

Rod Laver Arena - Men's Singles - Finals

N. DJOKOVIC	✓	5	6	6	6 ⁵	7
MATCH COMPLETED	POINT	1	2	3	4	5
R. NADAL		7	4	2	7 ⁷	5



SHOW LIVE MATCHES

KEYS TO THE MATCH | MOMENTUM | MATCH STATISTICS | COMMENTARY

Keys to the the match for Novak Djokovic

- Win more than 48% of 3 to 8 shot rallies.
- Win more than 46% of points on second serve.
- Win more than 29% of first serve return points.

Keys to the the match for Rafael Nadal

- 1. Win more than 51% of 3 to 8 shot rallies.
- 2. Have an Aggressive Ratio of more than 1.4.
- 3. Win more than 68% of points on first serve.



Service Delivery & Management Capabilities



**Optimize
with Cloud**

**Extend to
Mobile Devices**

**Protect &
Manage Data**

**Deploy Smarter Physical
Infrastructures**



es accessing applications will be mobile

ed

Mobile Application Platform

Device
Analytics

Software
Deployments

Security &
Compliance

Endpoint Management

over



Desktops / laptops
/ servers



Mobile
endpoints



Purpose-speci
endpoints

urity

Os view cloud computing as critical

of
S

ility

SS,

IBM SmartCloud Foundation

Platform as a Service Technologies



Application
Lifecycle



Application
Resources



Application
Environments



Application
Management



Integratio

Infrastructure as a Service Technologies



Infrastructure
Platform



Management
and Administration



Security and
Compliance



Usage and
Accounting



Availability
Performan

content, a 50% increase from 2011

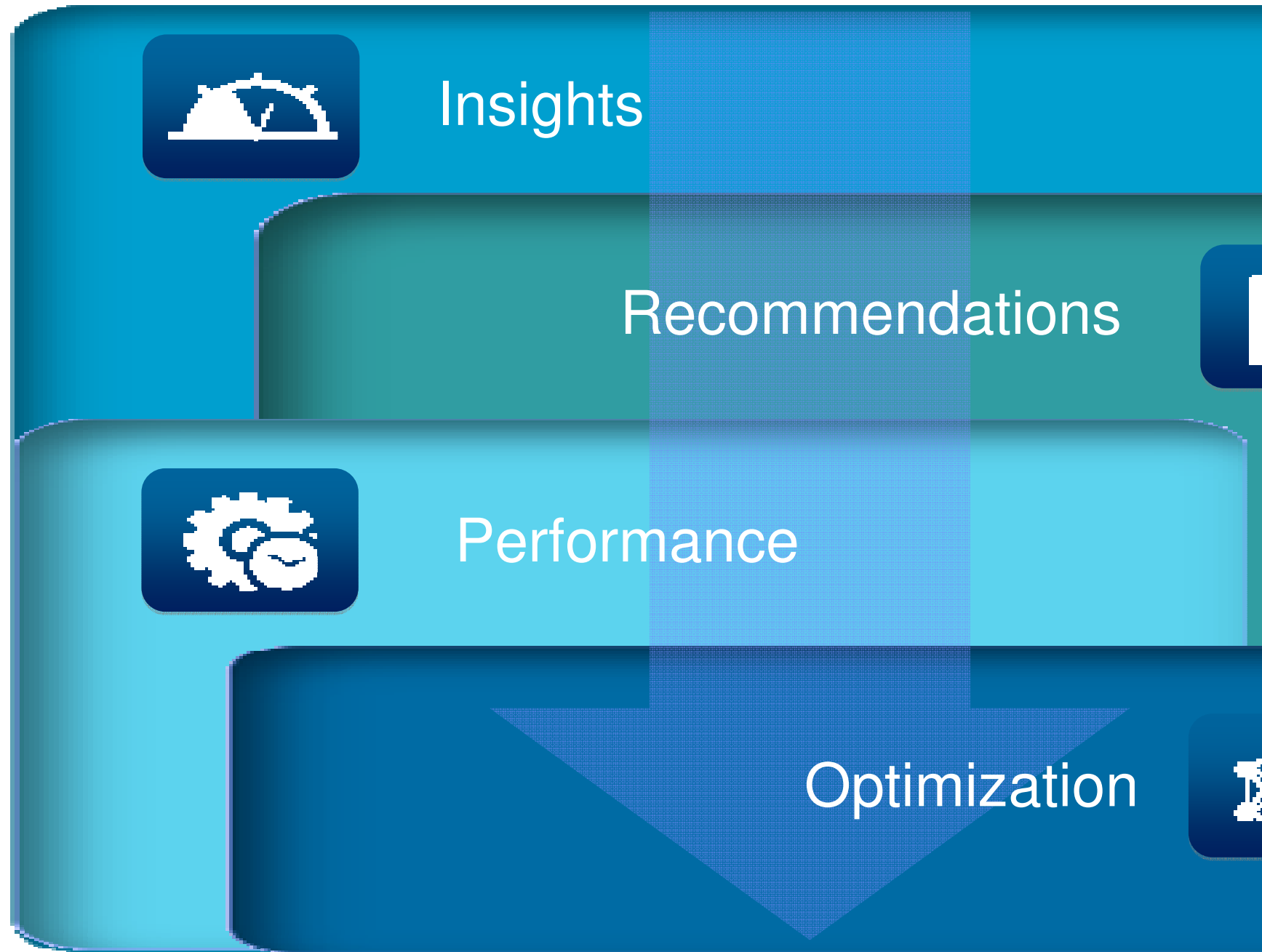
amount of
by 90%

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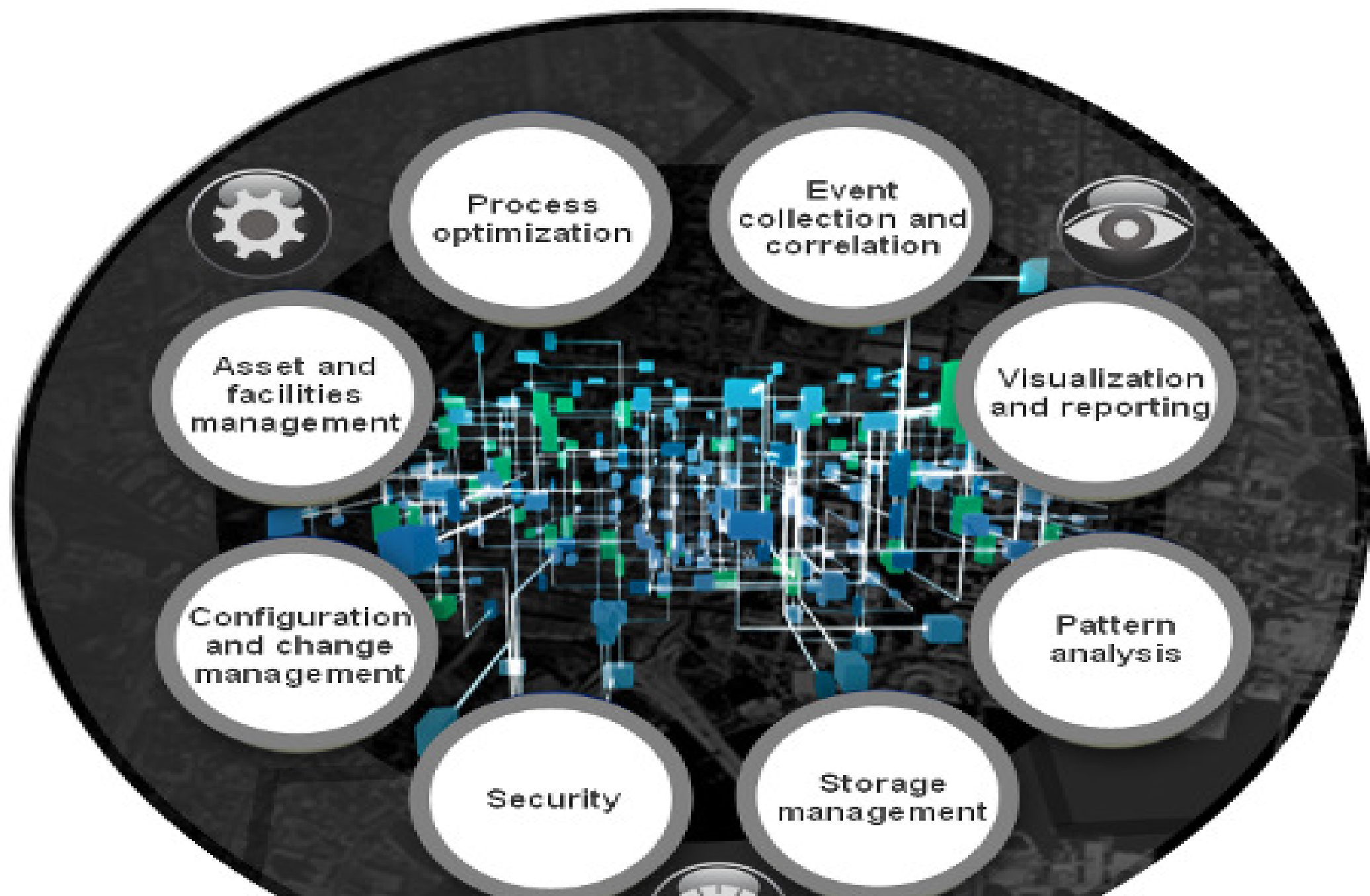
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me-centric intelligent devices

t



Service Delivery & Management Capabili



Optimize
with Cloud

Extend to
Mobile Device

Protect & Manage
Data

Deploy Smarter Physical
Infrastructures





- Increased water leak detection **eightfold** for participating citizens

- Decreased water utilization during pilot **6.6 percent**

- Handled **70 million** luggage

- Increased **20 million**

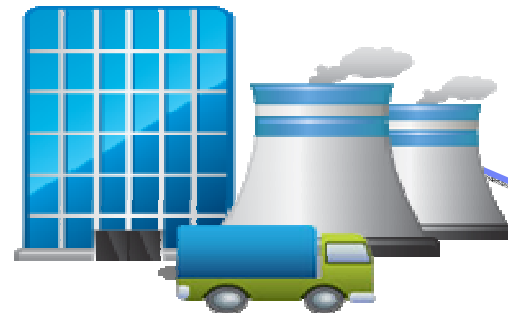


client reach



Data Protection
assure data

Cloud Computing
service innovation



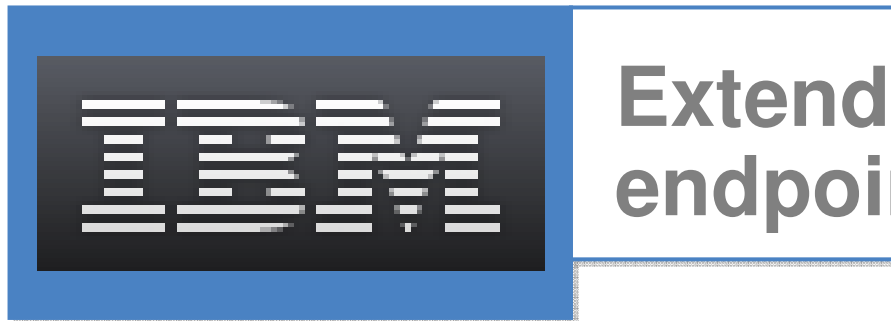
Smarter Manufacturing
enable new

Endpoint management to mobile

IBM
Endpoint
Manager

Reduce Expense

- Mobile Lifecycle
- Security threats
automated rem
- Advanced ma
Android, Symk



Organizations move beyond virtualization to service delivery...

Cloud Foundation

Service Technologies



Configuration Management



Application Management



Integration

Service Technologies



Security and Compliance



Usage and Accounting



Availability and Performance

What's new:

- SmartCloud Control Design
- SmartCloud Monitoring
- SmartCloud Provisioning
- SmartCloud Application
- SmartCloud Continuous
- SmartCloud Virtual Storage
- Service Management ex

and optimizes Cloud Storage with pay as you

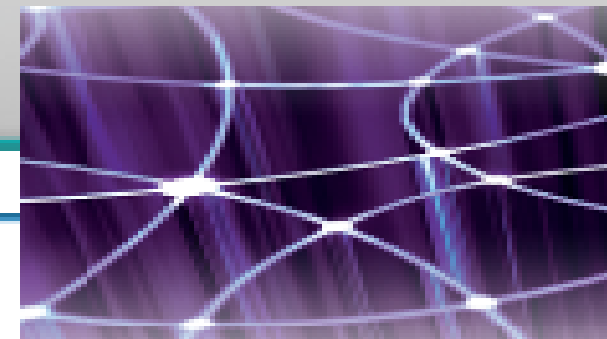
Storage Management Suite

option for recovery and retention

recovery service

recovery for virtual environments and

5



Virtual Storage Center

physical storage resources

management of heterogeneous storage

management of virtual storage





- **Health, Safety and Environment**
 - Improve employee and public safety, health, working environment and manage regulatory compliance
- **Supply Chain Management**
 - Greater control over critical procurement and production operations and optimize enterprise-wide supply chain
- **Comprehensive Industry Solutions**
 - Transportation, Nuclear, Oil and Gas, Chemicals, and Power

Energy Operations Optimization

Ma

ital Project

Real Estate Portfolio



CONTROL

AU

**Execute with
reduced
risk & cost**

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