



August 2, 2011 -- Centara Grand at Central World -- Bangkok, Thailand

Realize Business Agility: Transform to Grow

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IBM Software Group



The New Normal: Change, Complexity, Uncertainty

\$488 billion

Lost in process inefficiencies
in Fortune 500 companies

\$534 billion

In mobile
transactions by 2015

85%

Of enterprises use
external cloud services

50%

Of businesses plan to adopt more
collaborative sourcing models

70%

Of businesses outsource one
or more strategic activities

50 billion

Devices connected to
the Internet by 2020

Business Networks Impact How We Do Business



S.B. Furniture improves business efficiency

Makes better decisions in a more timely manner through the integration of core systems and business process with branches and suppliers

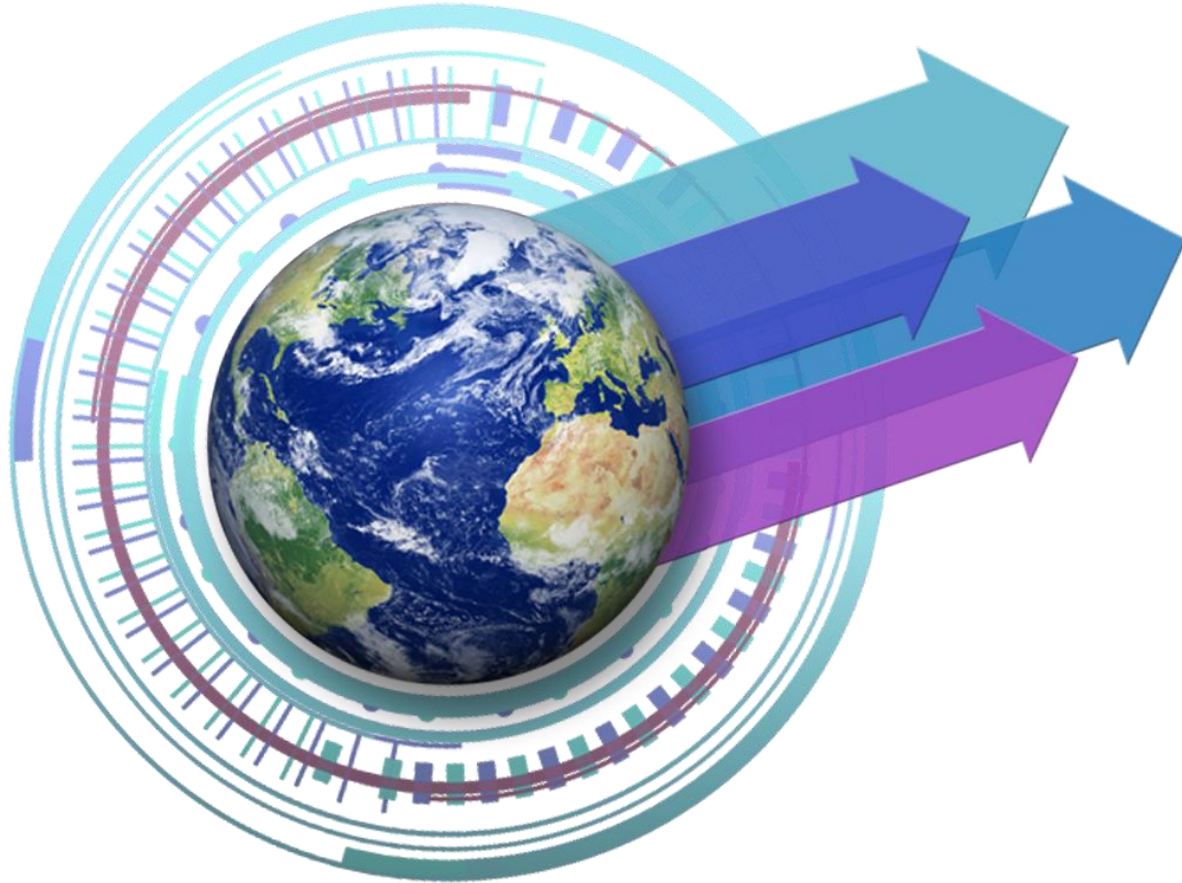


S.B. FURNITURE



- Gained real-time visibility of sales and inventory information
- Significantly cut operational costs
- Flexible solution easily adapts to changing business needs

Transformation is Not Optional



Excellence is a Moving Target

Forward Thinking Organizations Are Transforming



Launches new services **50% faster; doubled market share** with optimized portfolio



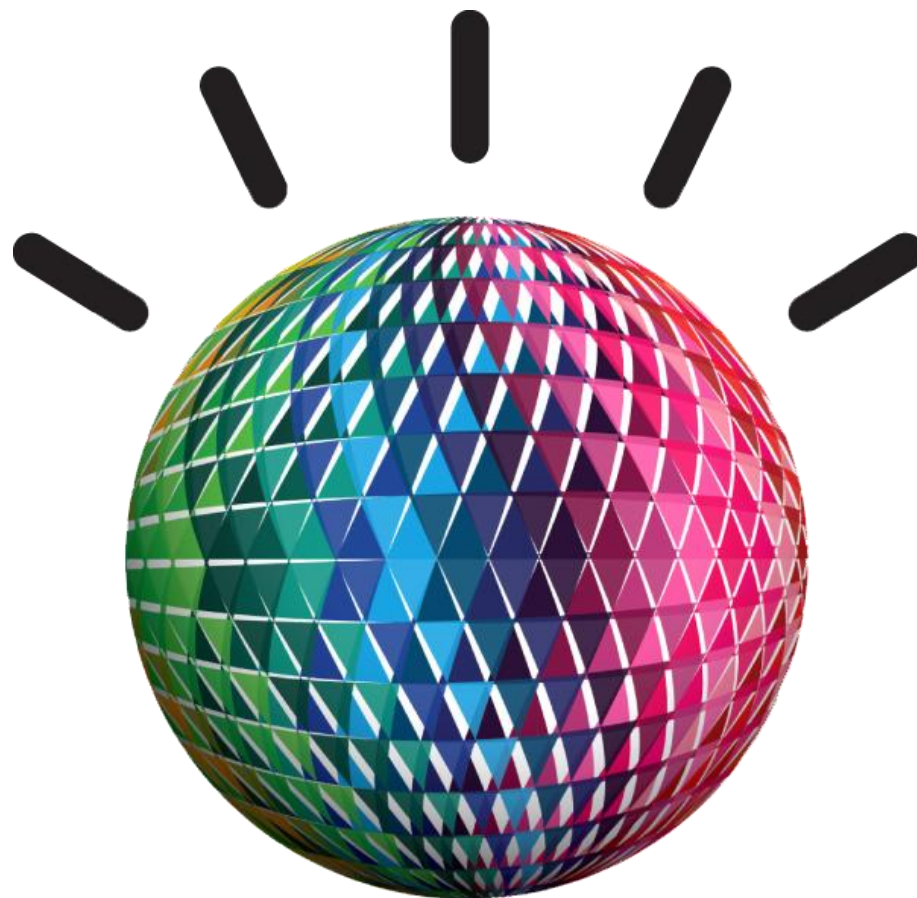
Launch Campaigns **in two days instead of months**



Successful Transformations are Built on Business Agility

Business Agility Requires:

- Enterprise Visibility
- Operational Dexterity
- Process Integrity



80% of CEOs think their business is going to be a lot more complex....only half of them feel equipped to manage it.

Key Capabilities for Growth:



- Agile processes and decisions
- Rapid, adaptable integration
- Unbounded applications
- Flexible and intelligent infrastructure



Appliances



Mobile



Cloud



Can Your Processes Handle Change, Uncertainty and Complexity?

Transformation Today Means:

- Simpler Business Led Change
- Full Process Visibility and Governance
- Optimized Processes and Decisions

***Agile Processes and Decisions with
Business Process Management***

Redefining BPM with Simplicity, Power, Visibility, and Governance



IBM Business Process Manager

- Powerfully simple
- Centralized visibility and control
- Industrial grade scalability



Who Runs Your Business – You or Your Packaged Applications?

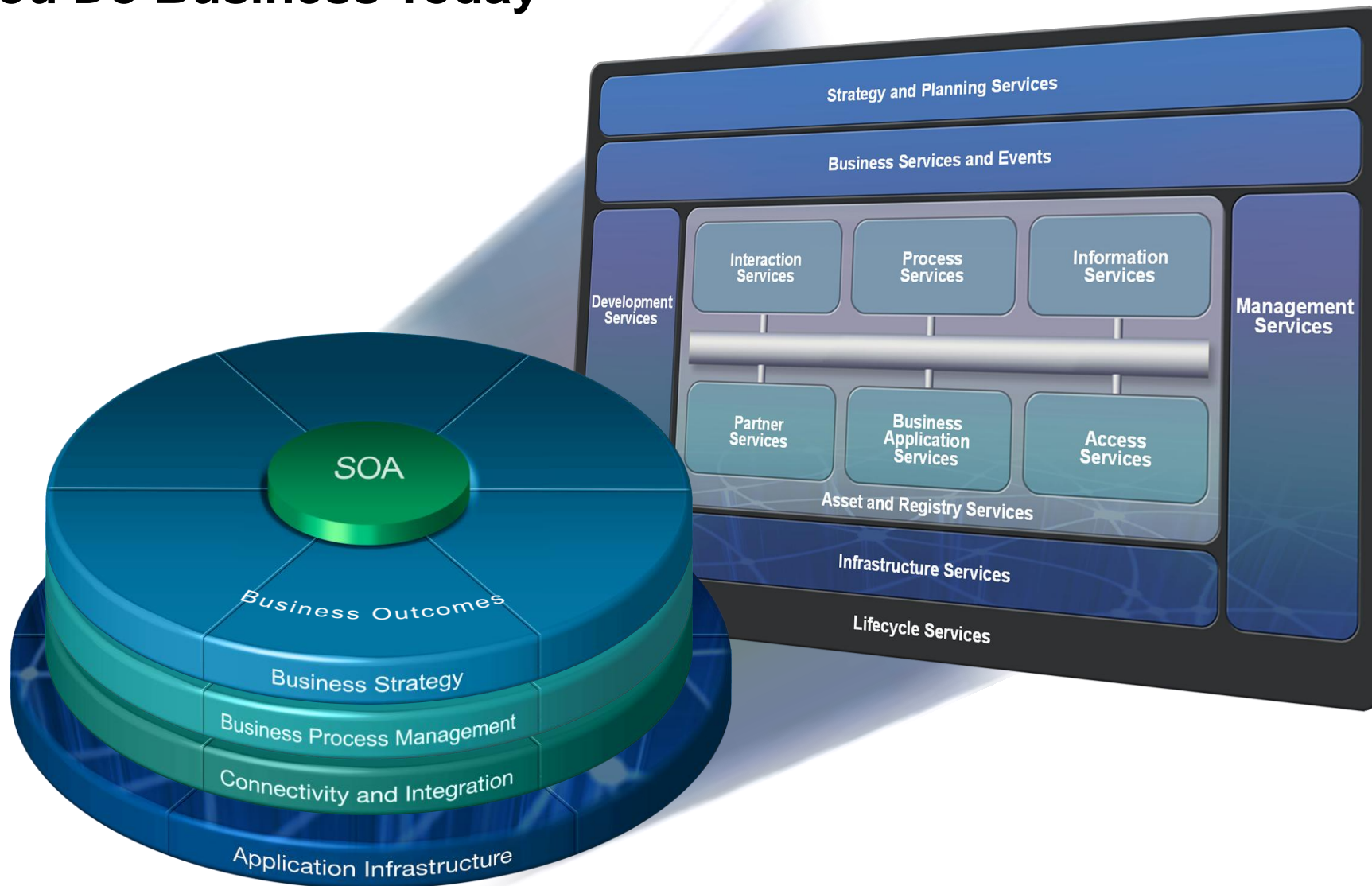
Transformation Today Means:

- Take Control of Applications
- Leverage End-to-End Application Visibility for Rapid Change
- Reuse Services Across Composite Applications and Cloud



***Unbound Applications with
Service Oriented Architecture***

BPM and SOA Come Together to Differentiate the Way You Do Business Today



City of Madrid



**Reduced Emergency Response Times by 25%
Using BPM and SOA**



City of Madrid

Are You Making the Connections You Need on a Smarter Planet?

Transformation Today Means:

- Make Informed Decisions with New Information
- Embrace New Channels
- Enrich Interactions Across Your Business Network

New!

**IBM WebSphere Enterprise
Service Bus Registry Edition**

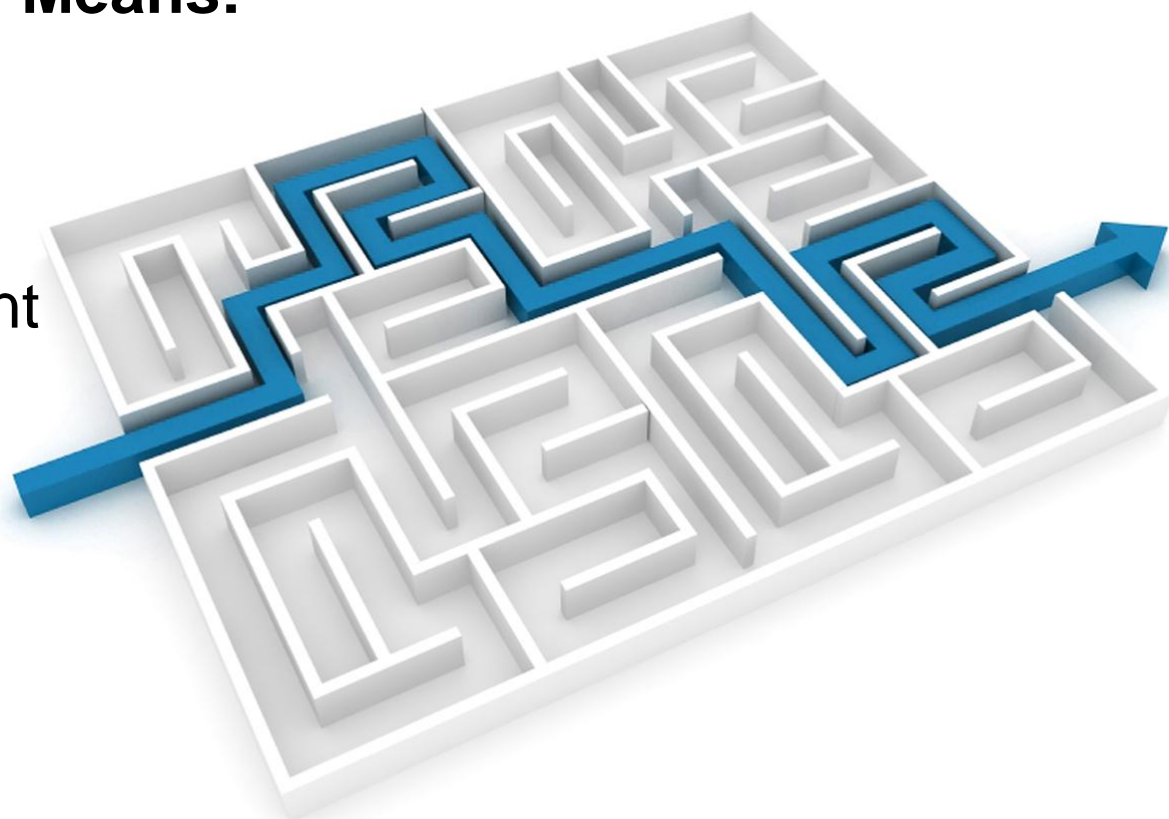


***Rapid, Adaptable Integration with
Connectivity and Integration***

Is Your Application Infrastructure Intelligent Enough?

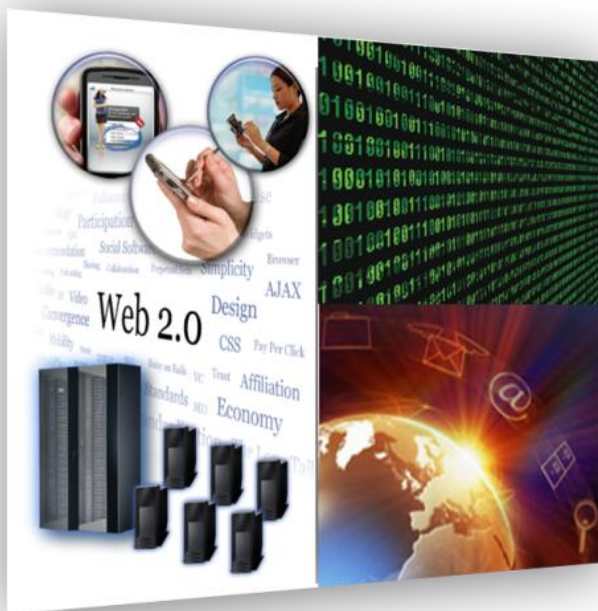
Transformation Today Means:

- Extend application delivery
- Simplify with intelligent automation
- Improve cost-efficiency



***Flexible and Intelligent
Application Infrastructure***

Speed Development and Extend Applications



New!

IBM WebSphere Application Server

Web 2.0 and Mobile Feature Pack

- Speed development of applications and services
- Improve operational efficiency and reliability
- Increase security and control
- Extend WAS applications to Mobile devices

Can You Deliver Applications Globally in Seconds?

Transformation Today Means:

- Accelerate application delivery
- Optimize end-to-end performance
- Simplify your environment



Faster Delivery of Applications!

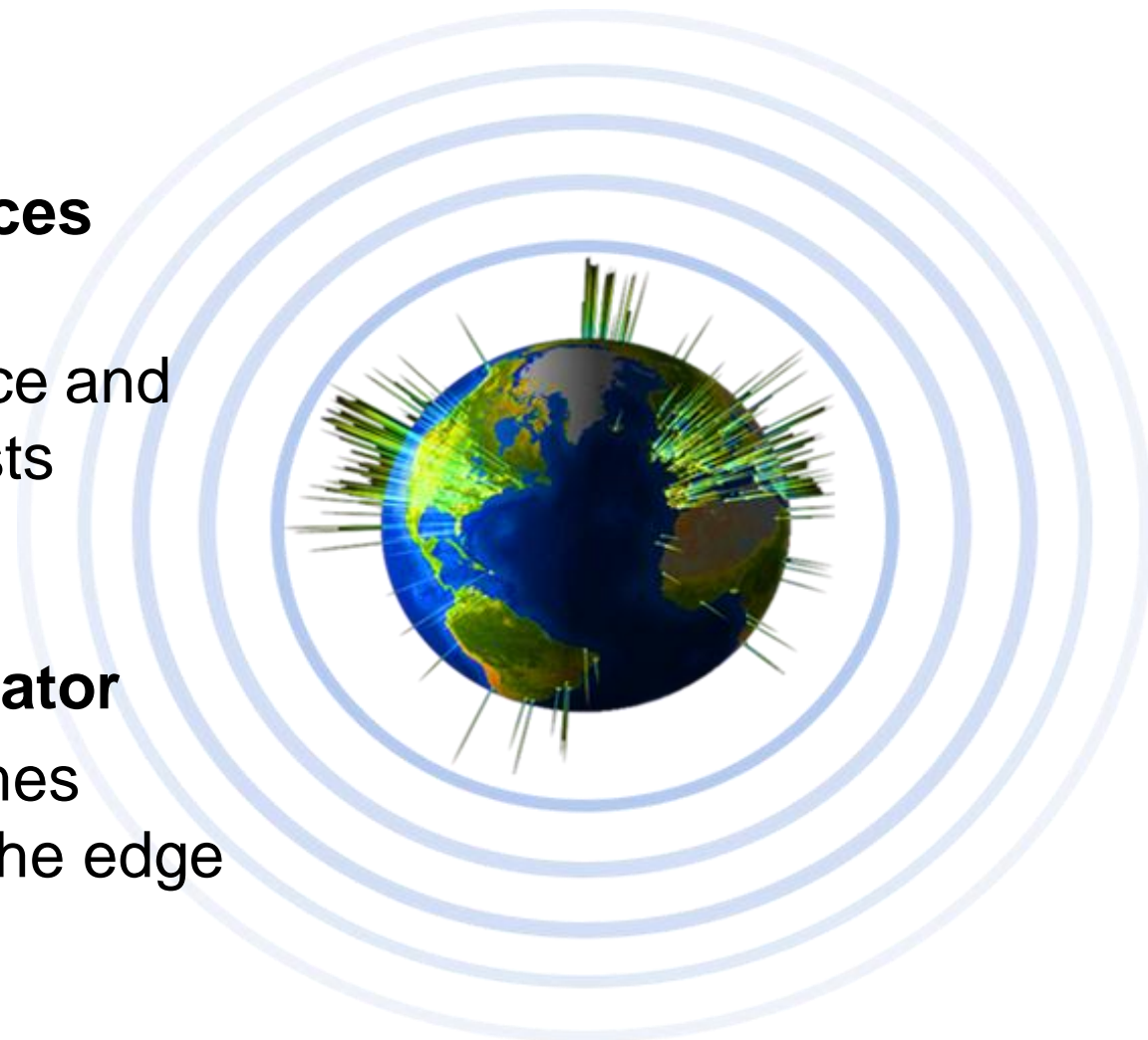


DataPower Appliances

Accelerate ROI with improved performance and low maintenance costs

IBM WebSphere Application Accelerator

Reduce response times around the globe at the edge of the network



Can You Meet the Needs of Ever Changing Customers?

Transformation Today Means:

- Deliver IT Without Boundaries
- Create Business Value in New Ways
- Improve Speed and Dexterity in Delivering New Offerings

A harbor scene with colorful buildings and boats. The buildings are multi-story and painted in various colors like yellow, orange, and red. There are many boats docked in the harbor, including a prominent white and red boat in the foreground. The water is calm and reflects the buildings and boats.

**Italian Fisherman Sell Their Catch Via Mobile Devices
Using The Cloud**

IBM Helps You Rethink IT with Cloud

New!

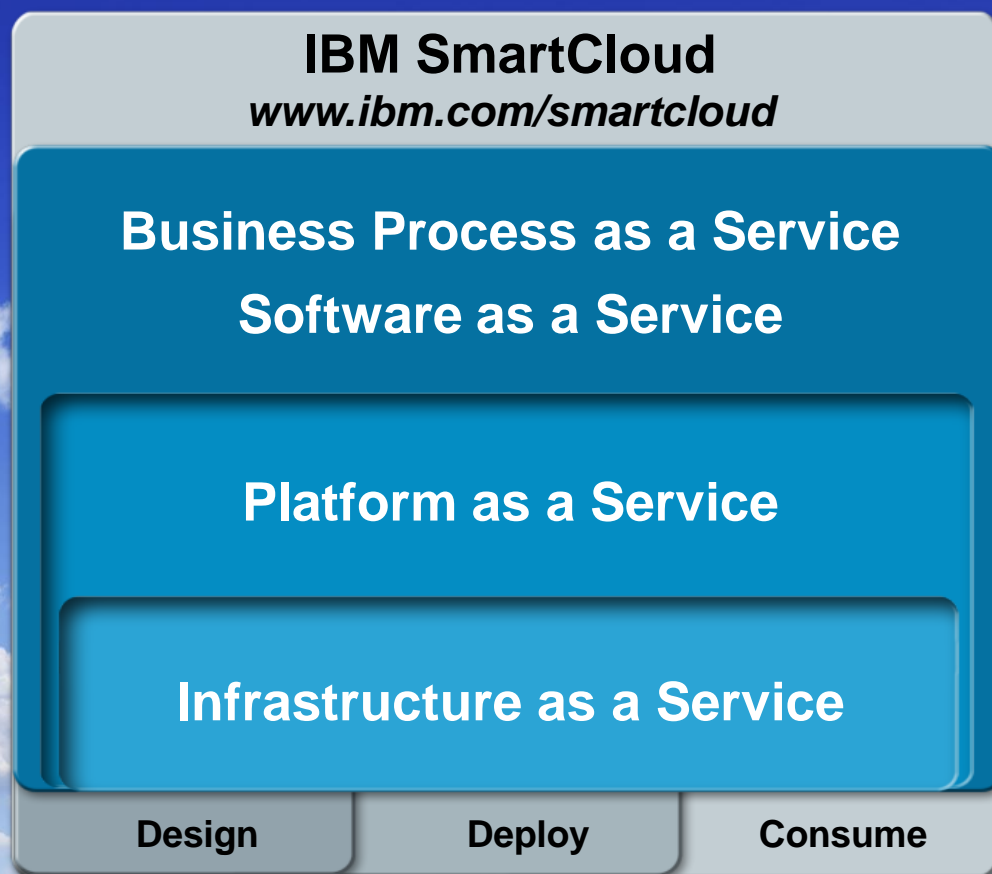
IBM Workload Deployer

Set up private clouds up to 60x faster

Cloud Standards

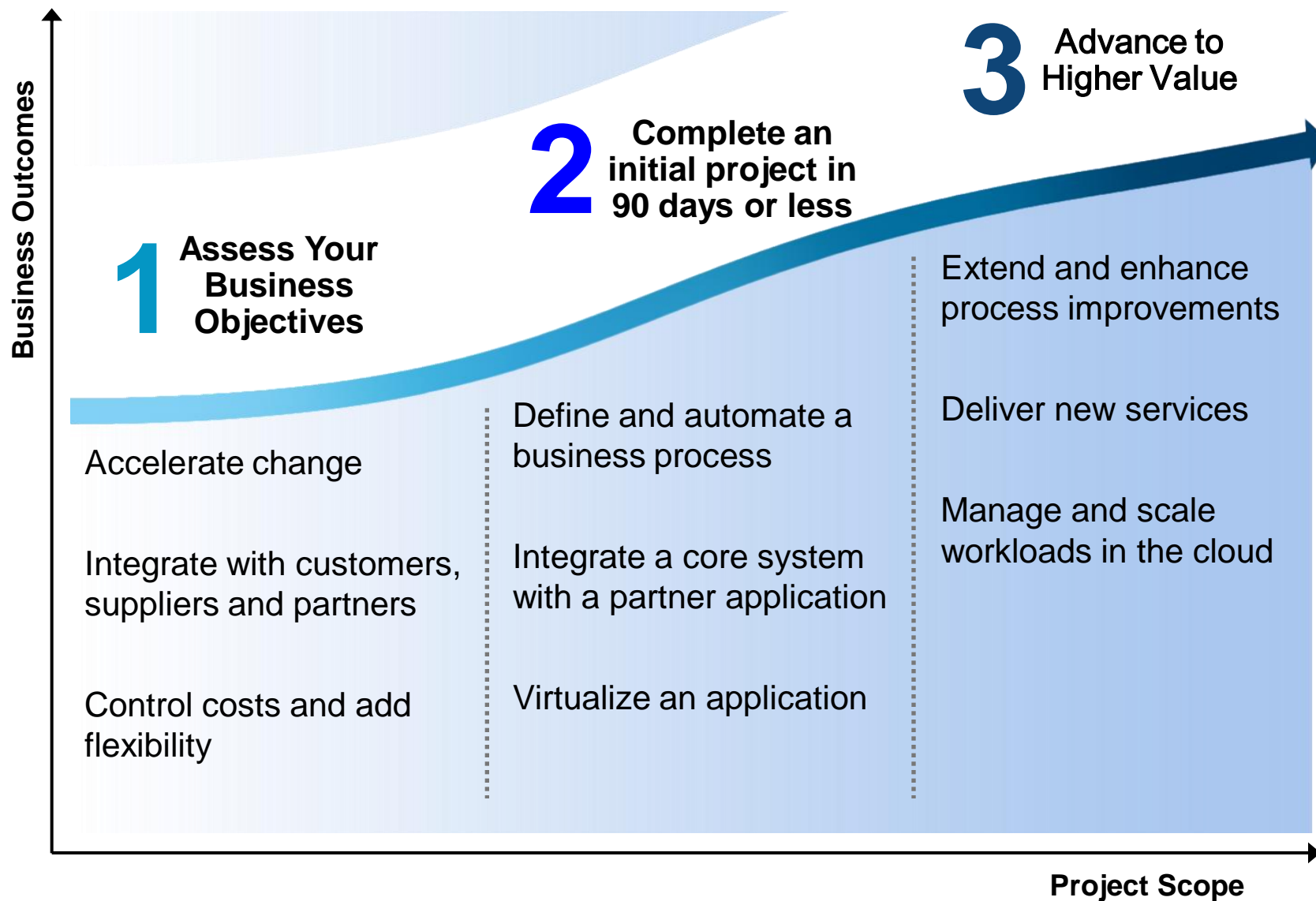
Customer Council *

Making cloud standards customer driven



** Over 100 companies participating!*

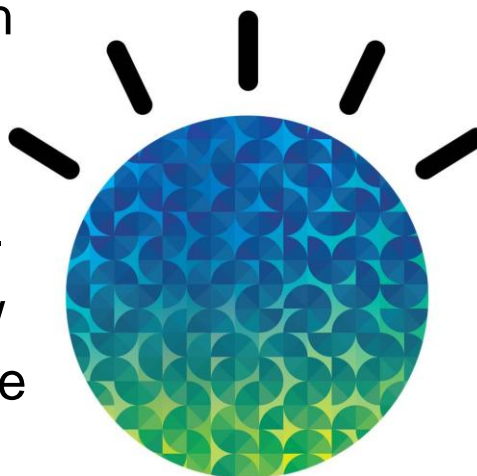
Build Your Roadmap to Business Agility



New From IBM – Smarter Commerce

Smarter Commerce is about redefining the value chain in the age of the empowered customer

- New services practice with more than a **thousand dedicated experts**
- **\$2.5 billion** in commerce-related acquisitions & new software investments since 2010
- **Integrated & globalized** product offerings
- A **Smarter Commerce University** dedicated to on-ramping business partners



Smarter Commerce is a unique approach that increases the value companies generate for their customers, partners and shareholders in a rapidly changing digital world.

Over **2,000** of the world's top **brands** rely on IBM to improve their business insight and execution

Smarter Commerce can help transform every phase of the commerce cycle



Extend and Protect Your Software Investment

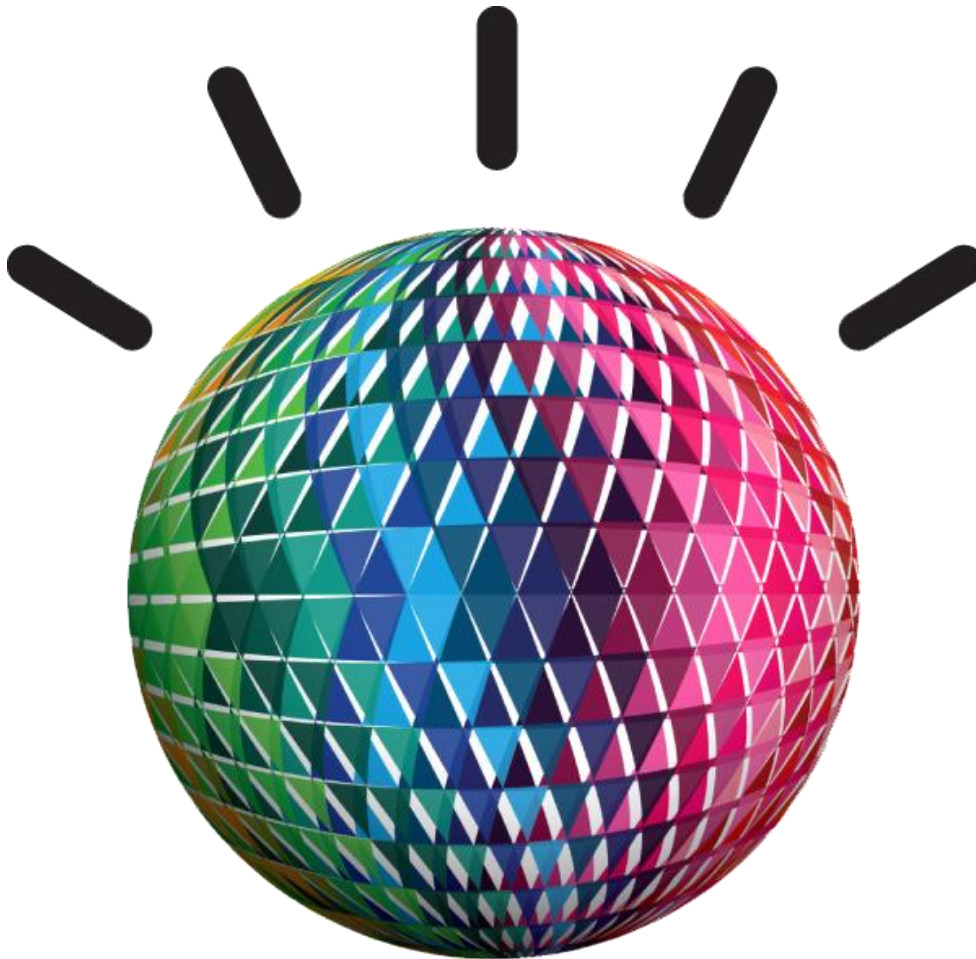
Ongoing product innovation coupled with world class customer support

Delivering Value with Subscription and Support:

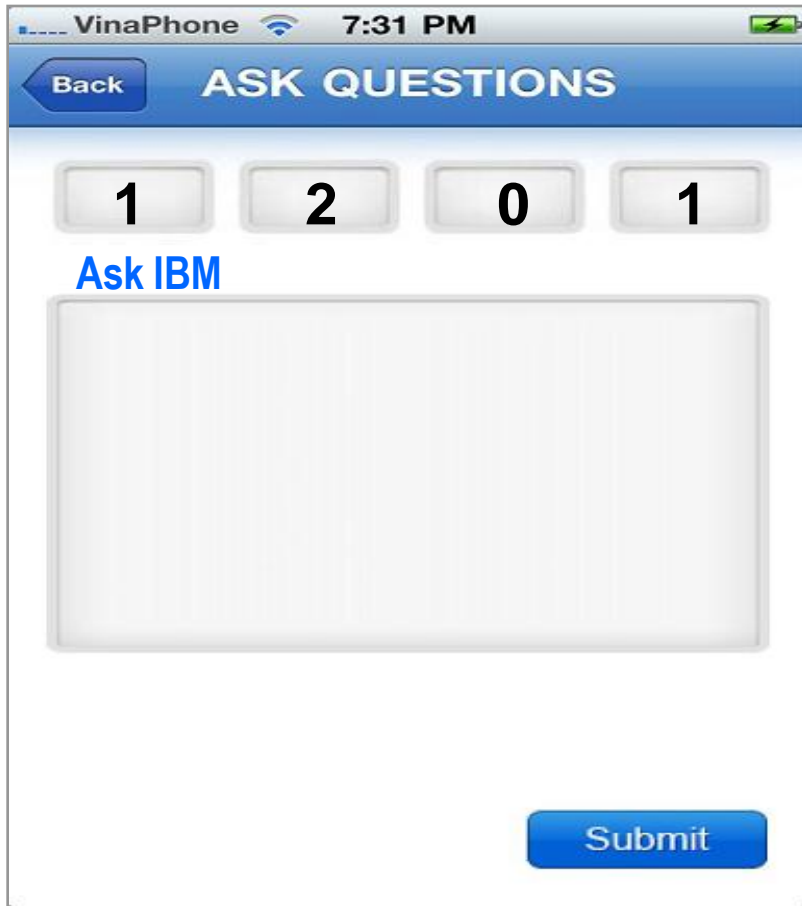
- New product releases and enhancements
 - Maximize performance and accelerate productivity
 - Lower operational costs with the latest version
- Customer satisfaction and support
 - Exploit trusted expertise and best practices
 - Mitigate risk with robust and convenient tools



Each year IBM invests billions of dollars on software research and development.



Transform to Grow with
Business Agility



Interactive Question

How are you planning to deliver new products and services rapidly?

- A) Extend or Implement SOA
- B) Improve Business Processes
- C) Deploy Cloud Services

To Ask Paul a
Question:

PIN CODE:
1200



The screenshot shows a mobile application interface on a device named 'VinaPhone' at 7:31 PM. The interface has a blue header with a 'Back' button and the text 'ASK QUESTIONS'. Below the header are four buttons labeled '1', '2', '0', and '0'. Underneath these buttons is the text 'Ask IBM' in blue. A large, empty white rectangular area is positioned below the text. At the bottom right of the screen is a blue 'Submit' button.