



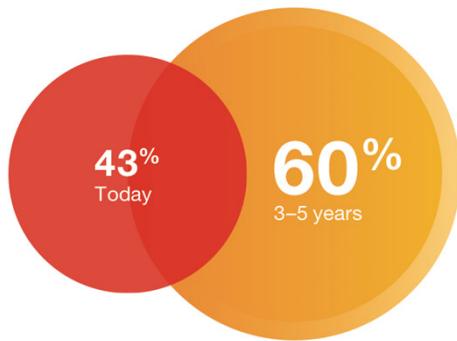
Big Data Analytics, Social Business, Mobile & Cloud Growth Engines for a Smarter Enterprise

Ajay Kushwaha
Software Solutions Technology Sales Leader
IBM Software, ASEAN

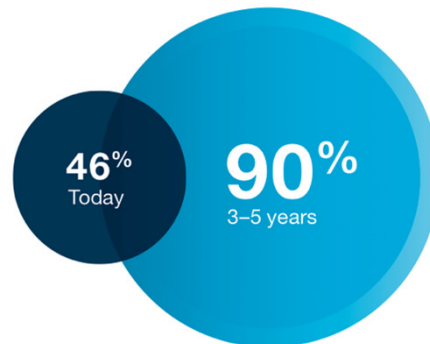


C-Suite Executives are embracing a: Customer Activated Enterprise

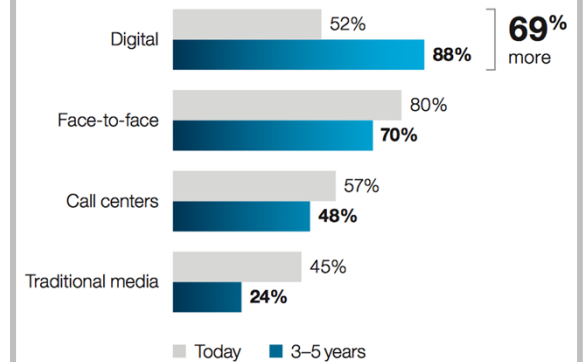
Rising profile: The area in which CEOs expect to see customer influence grow most is business strategy development



Strong links: CxOs plan to collaborate much more extensively with customers

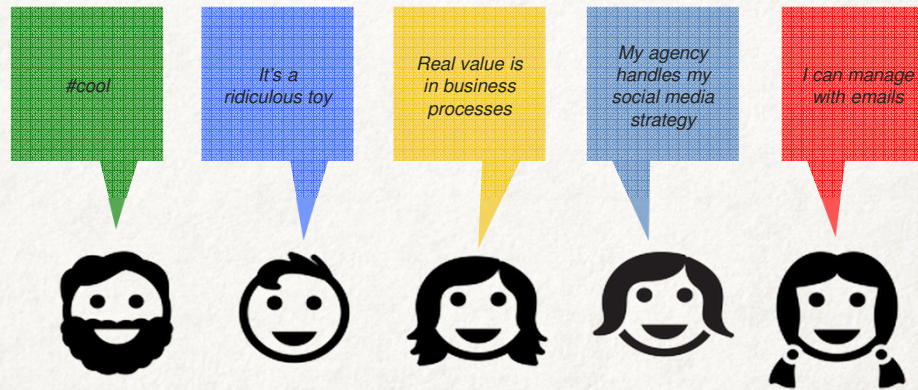


Changing channels: CxOs intend to interact digitally with customers to a much greater extent in the future



Social Business...

What do you think of 'social'?



What does the CEO think?

1

I need to attract, empower and motivate very best people.

2

I need my people to work together.

3

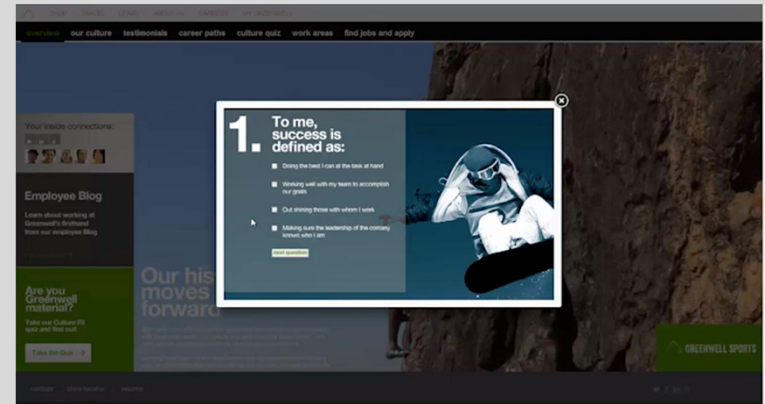
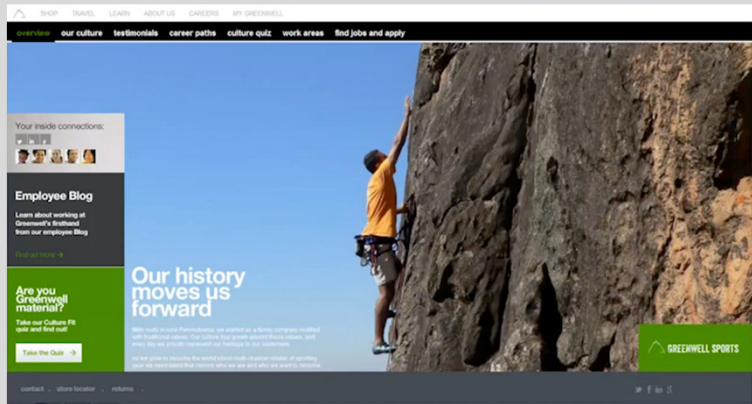
I want to turn every customer touch into an unforgettable experience.

4

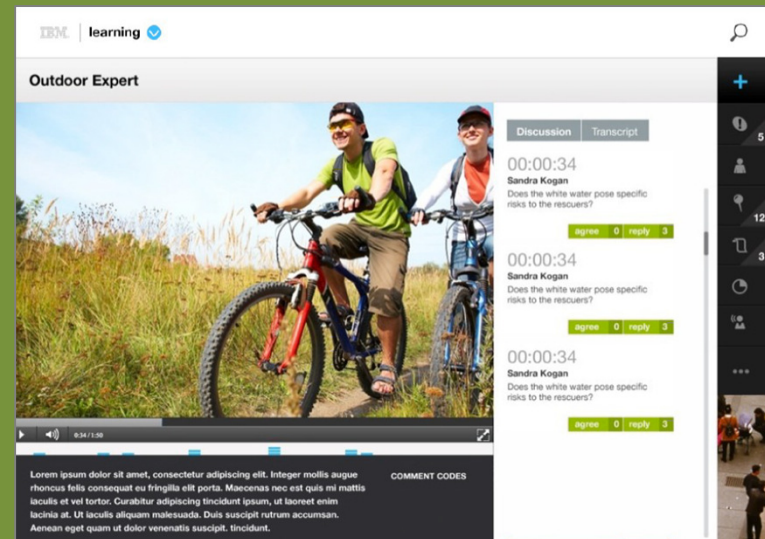
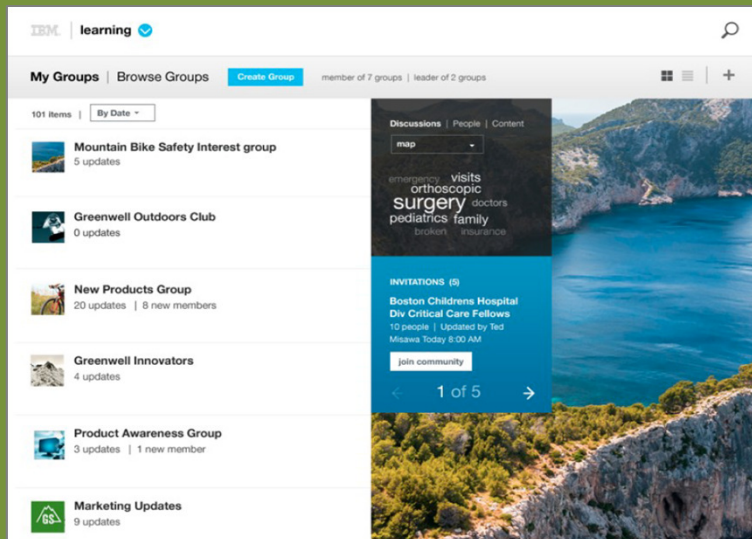
I want to capture and act on every customer insight.



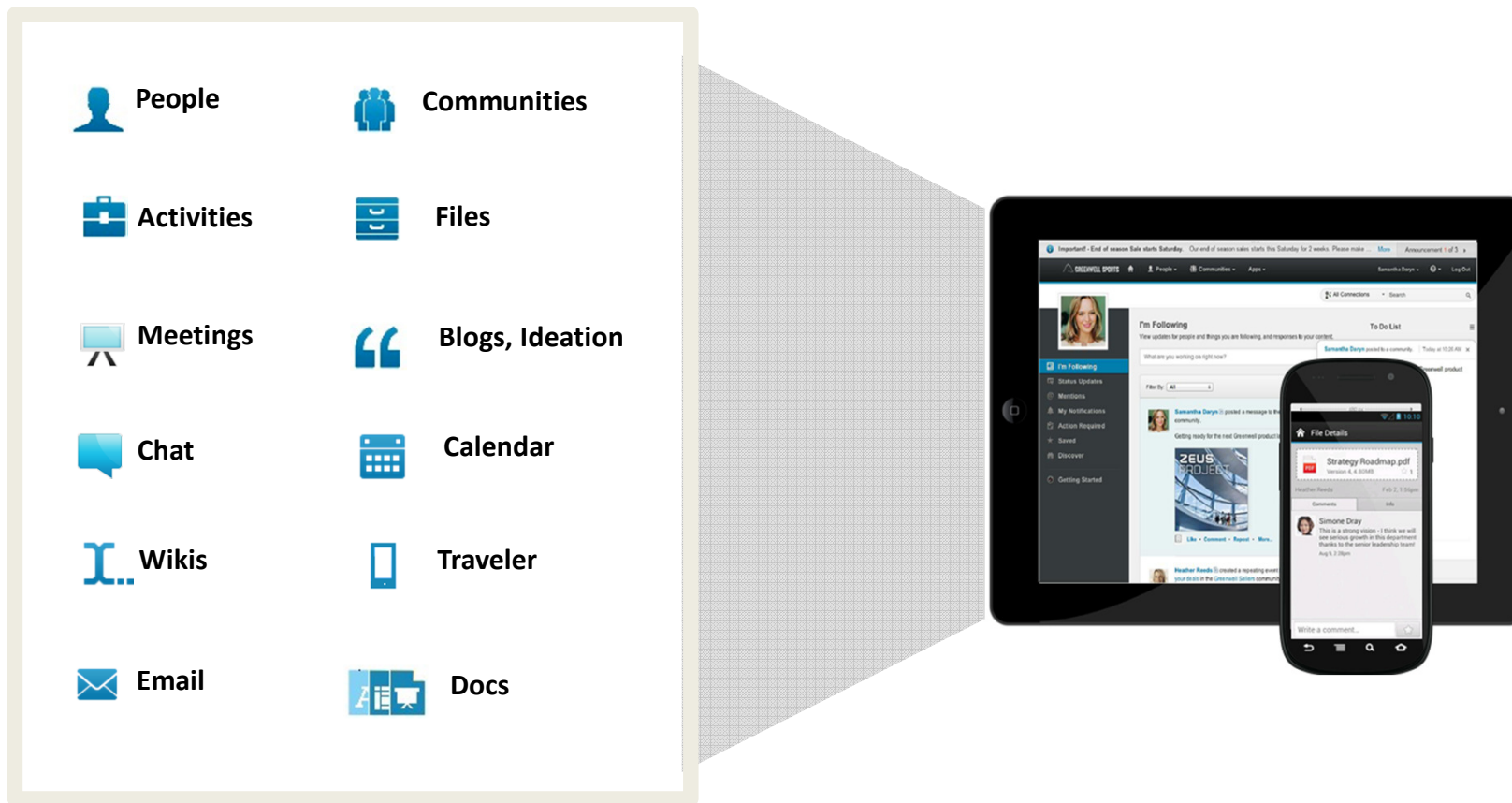
Attract right talent...



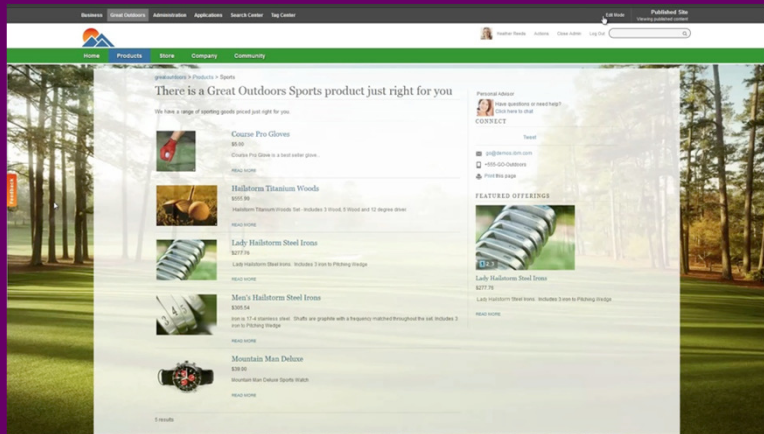
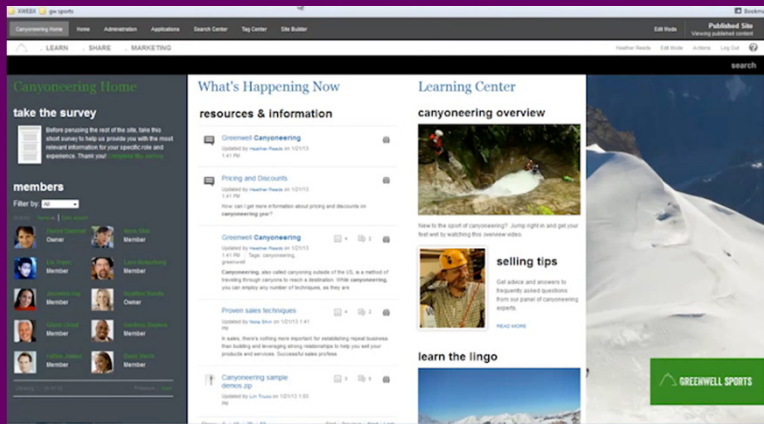
Enable, empower and retain your best talent...



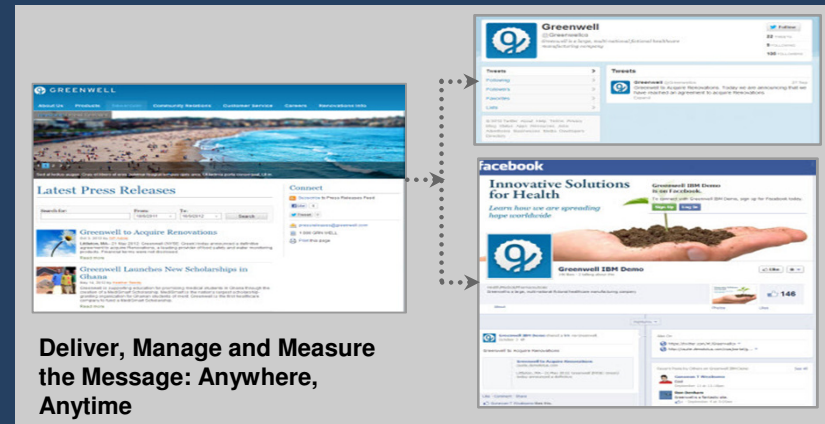
Lets your employees engage with each other to come up with best solutions...



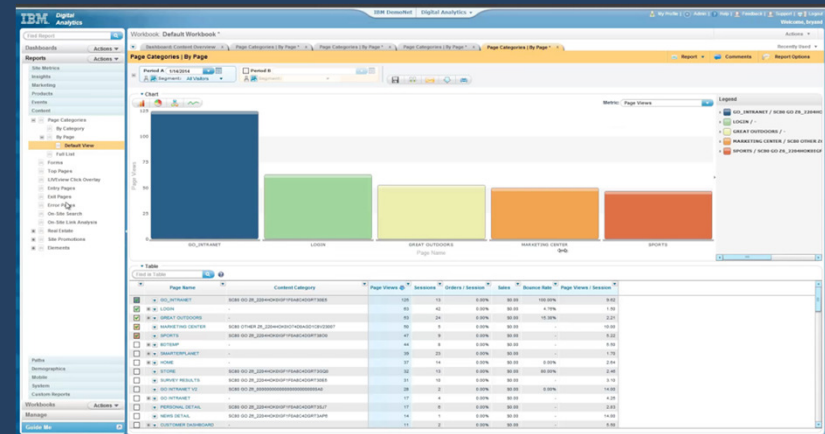
Deliver exceptional digital experience...



Engage via social, listen and improve...



Deliver, Manage and Measure the Message: Anywhere, Anytime



**Passionately Engaged
Workforces**

**Exceptional Customer
Experiences**



**Personalized
Experiences**

**Collaborative
Networking**

**Collective
Knowledge**

**Cognitive
Listening**

SocialBusiness 

IBM is the most used communication application in the workplace today.

116 billion messages sent and received in an average 800 million workers each day.

2.6 billion mobile devices in use.

30% of workers spend time social for work-related activities.

Growing social business from the inbox out

Today's social tools for communication can make collaboration easier, and give you the ability to quickly find information in the right context. So how do organizations get their workforce to adopt new social technologies? Begin your social business transformation when you turn the familiar email experience into a launchpad for socially-enabled business processes.

83% of IT departments will have access from any mobile device.

25% of employees may use social tools from their mobile devices.

80% of employees are part of a team with members based in different locations.

86% of employees may use social as a search tool to determine how valuable their inbox or archive.

19% of employees have used the information from social information to make decisions and act on it.

78% of employees may use social messaging to increase collaboration.

IBM, the proven leader in social business, can make your inbox smarter

50,000+ organizations — including more than half of Fortune 500 companies — use Notes and Domino today.

10 million+ Notes and Domino applications allow you to develop and deploy business solutions faster than ever.

IBM is an industry leader for enterprise social software, which enables your social mail experience.

IBM leads in mobile technologies that support collaboration from any device.

IBM is a top innovator of cloud capabilities, bringing real-time social collaboration to the workplace.

Thousands of clients returned to Notes and Domino in 2012 to take advantage of new features like social file sharing, team profiles and mobile apps.

IBM's latest tools are designed to connect your workforce and transform your most critical business processes. Backed by 20 years of innovation and leadership, IBM solutions like Notes and Domino are helping to redefine the way millions of users at top businesses worldwide collaborate today, and will collaborate tomorrow.

Grow your social business from the inbox out

Visit ibm.com/NotesDomino to learn more.





Social is a
new way of working

Focused on
Contribution

Everybody-to-everybody interaction

Fusing the
marketplace and workplace

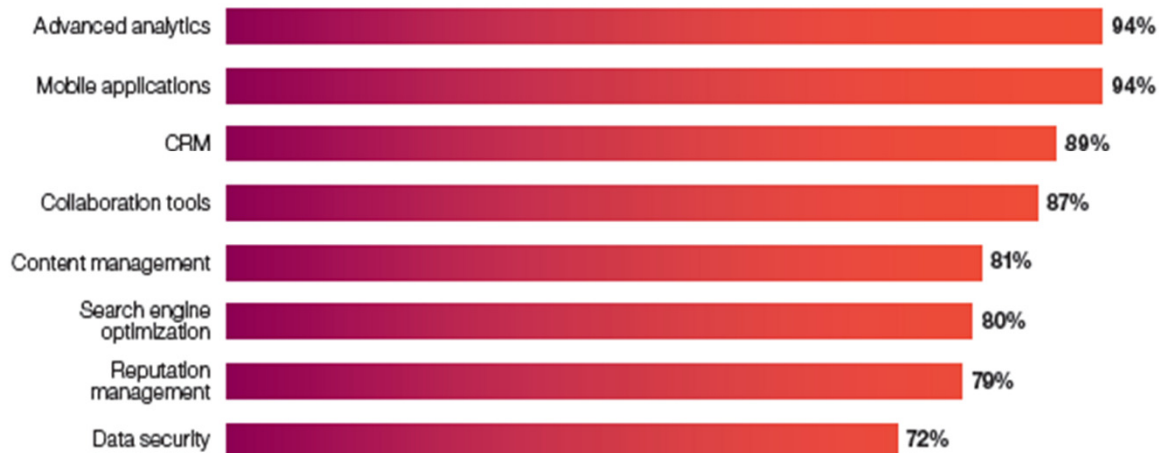
Social is here...

Lets employees engage, innovate and be their best with collective intelligence, and deliver exceptional customer experience to build personal lifetime relationships.



And CMO's are focusing on their priorities for the Customer Activated Enterprise

Tech check: CMOs believe technology will play a big role in helping them realize their goals



App for everything: Designing great mobile apps remains a top priority for CMOs



Social and Mobile is key...

MobileFirst...

Can you ignore the effect of mobile?

Smartphone Shipments Surpass PCs for First Time. What's Next?

BY CHLOE ALBANESIUS FEBRUARY 8, 2011 12:53PM EST 1 COMMENT

With more and more consumers trading in their old feature phones for smartphones, the smartphone market actually eclipsed the PC market in terms of sales during the last quarter for the first time, according to data from IDC.

240 SHARES    



With more and more consumers trading in their old feature phones for smartphones, the smartphone market actually eclipsed the PC market during the last quarter for the first time, according to data from IDC.

Vendors shipped [100.9 million smartphones](#) during the fourth quarter, according to Monday data, while IDC logged 92.1 million PC shipments during the same time period, according to [IDC numbers from January](#).

The milestone was first [noted](#) by Fortune, which said that smartphones surpassed PC shipments much faster than expected. A Morgan Stanley analyst predicted it might happen in 2012.





*Need
convincing?*

BEYOND THE DEVICE:

Emergence of the Mobile Enterprise

91%
OF MOBILE USERS
keep their device within arm's reach
100% of the time

50%
OF THE TOP TEN
US INSURANCE
COMPANIES
and 15% of the
largest banks
world wide chose
IBM as their
Mobile Platform

75%
OF MOBILE
SHOPPERS
take action
after receiving
a location-based
message

200+
IBM SOFTWARE APPS
are available today in App Stores,
with almost **1,000,000** downloads

Global M2M connections
will increase from 2 billion in 2011 to
18 BILLION
AT THE END OF 2022

IBM has made
10+ ACQUISITIONS
SINCE 2006
that strengthen our position in the mobile market

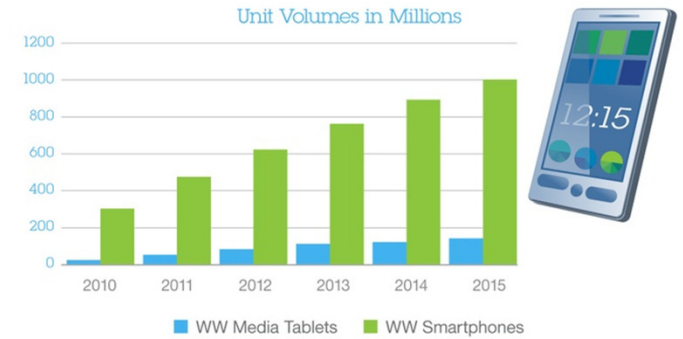
96%
INCREASE IN
MOBILE CYBER
MONDAY SALES
between 2011
and 2012

IBM received
125+
patents
for wireless inventions
in 2012, bringing the
total count to **270**

90%
OF USERS USE
MULTIPLE SCREENS
as channels come
together to create
integrated
experiences

The Mobile Enterprise

Mobility is on the Rise



Source: Wells Fargo

IBM's Mobile Portfolio

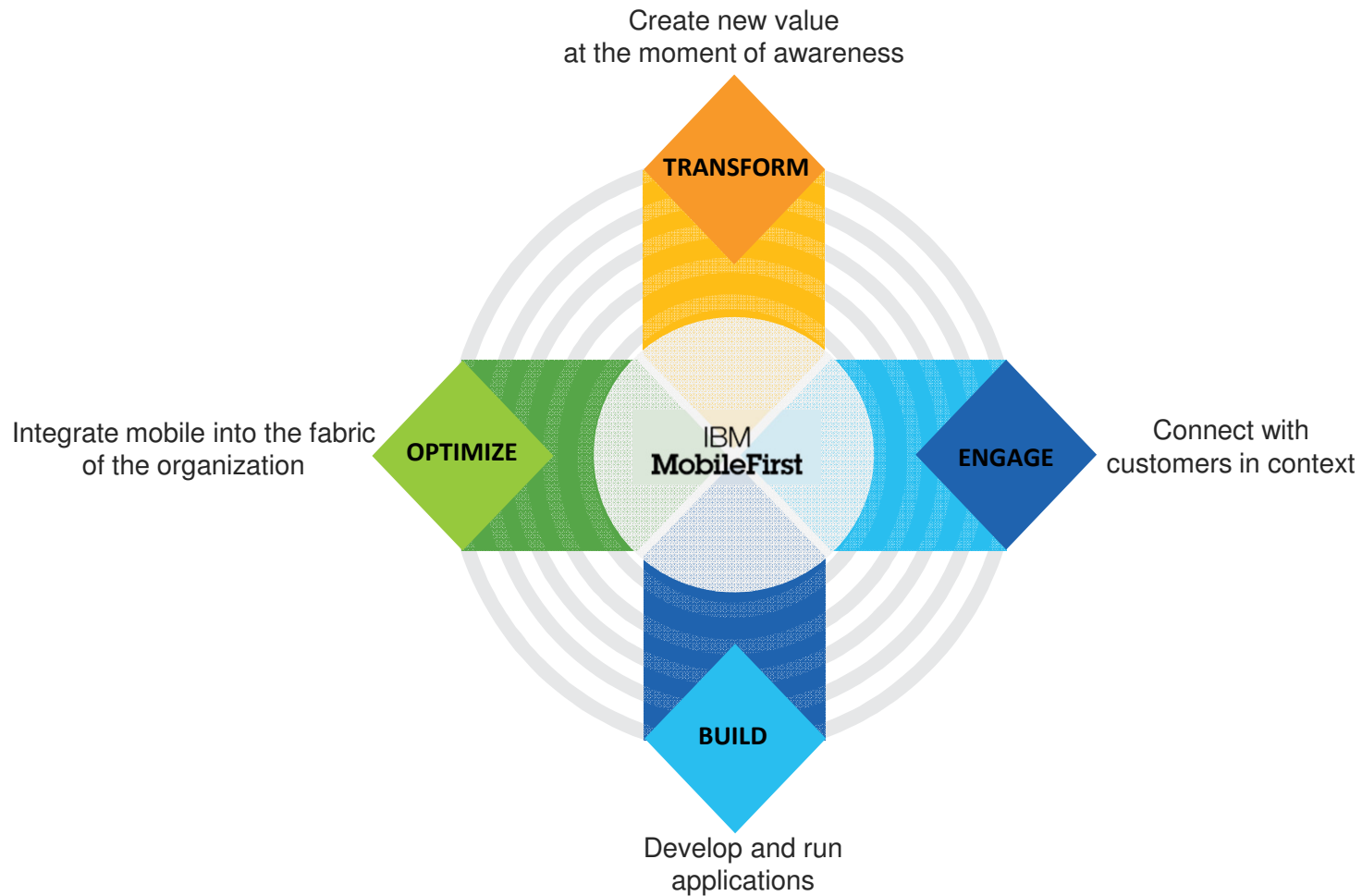
IBM mobile products and services extend to help businesses enable:

- Analytics and Business Intelligence
- Smarter Commerce
- Social Business
- Industry Solutions
- Cloud

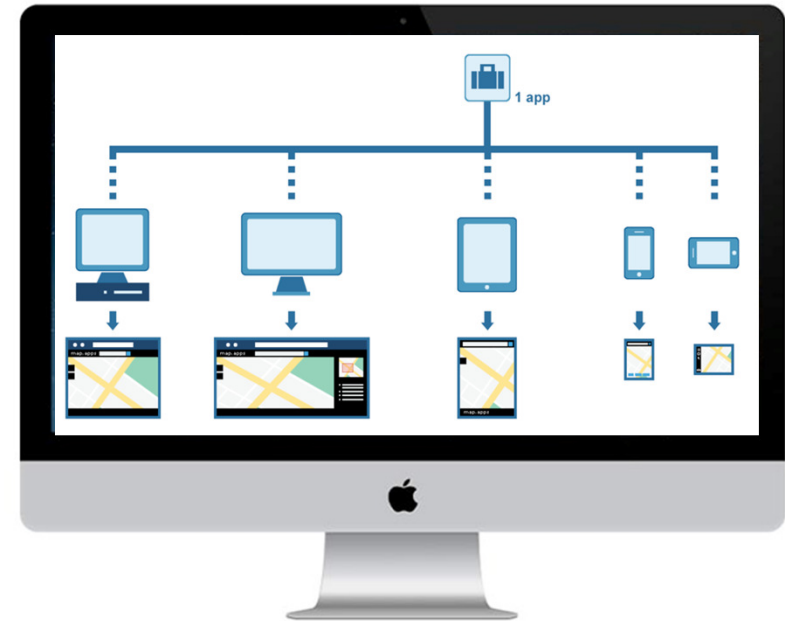
IBM Software, Solutions, and Services

- Build** applications for a variety of phones and tablets
- Connect** mobile applications to IT systems and data
- Manage** the security and compliance of mobile applications, phones, and tablets
- Secure** mobile devices and the data they use
- Transform** existing web and enterprise applications to run on phones and tablets
- Create** new ways of interacting with customers, employees, and partners to generate new business

Key findings from our Mobile Enterprise study give us insight into the things mobile leaders are doing differently



It's a different world out there ...the dilemma, and choices!



Building impressive mobile applications is a challenge...

How complete is your mobile strategy?

Do you feel confident that you will be able to handle new devices?

How about security?

And how do you generate revenue from mobile channel?



Award winning mobile development platform

Automated Mobile App Functional Testing

Continuously deliver high quality mobile applications

Identify vulnerabilities in web and mobile application source code

Device management & security, and differentiated access based on graded trust

Fine-tuned segmentation for personalized mobile campaigns

Visibility into the customer mobile experience

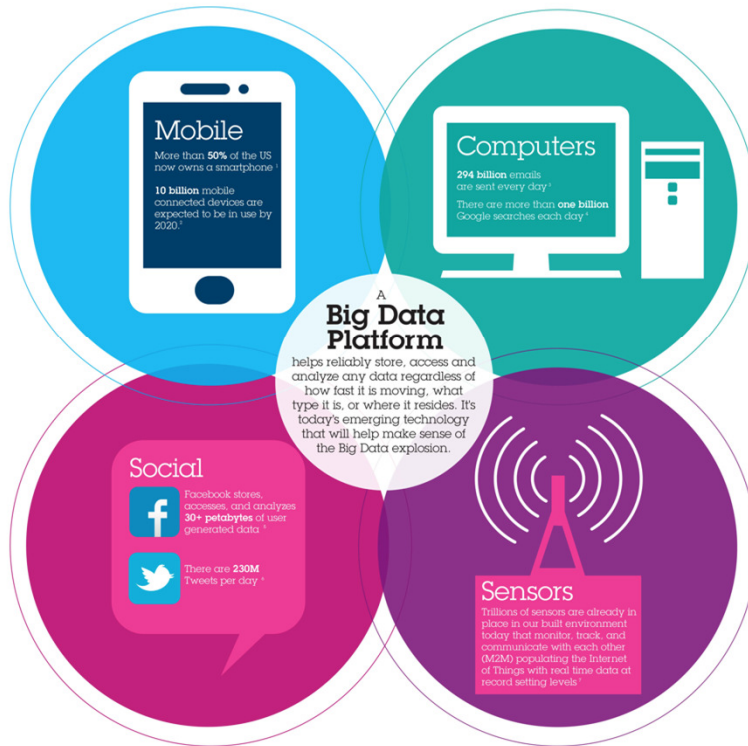
Big Data Analytics...

This is how I have been described 'Big Data' !!!



Big Data: Making the World go Round

Big Data is growing and moving fast from a variety of sources; are you keeping up?



Information gathered by IBM:

- 1. Chetan Sharma Consulting - US Mobile Data Market Update Q2 2012
- 2. 2011 Economist
- 3. IBM - Managing the Big Flood of Big Data in Digital Marketing
- 4. Google - How Google Search Works
- 5. Wikibon - Taming Big Data
- 6. IBM - Managing the Big Flood of Big Data in Digital Marketing
- 7. IBM

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Big Data is all data...

Volume



Data at Scale

Terabytes to
petabytes of data

Variety



Data in Many Forms

Structured,
unstructured, text,
multimedia

Velocity



Data in Motion

Analysis of streaming
data to enable
decisions within
fractions of a second.

Veracity



Data Uncertainty

Managing the
reliability and
predictability of
imprecise data types.

without 'Analytics'

Big Data

is just a bunch of data

MYTH: Big Data is only about large datasets; we should just say larger than what you have

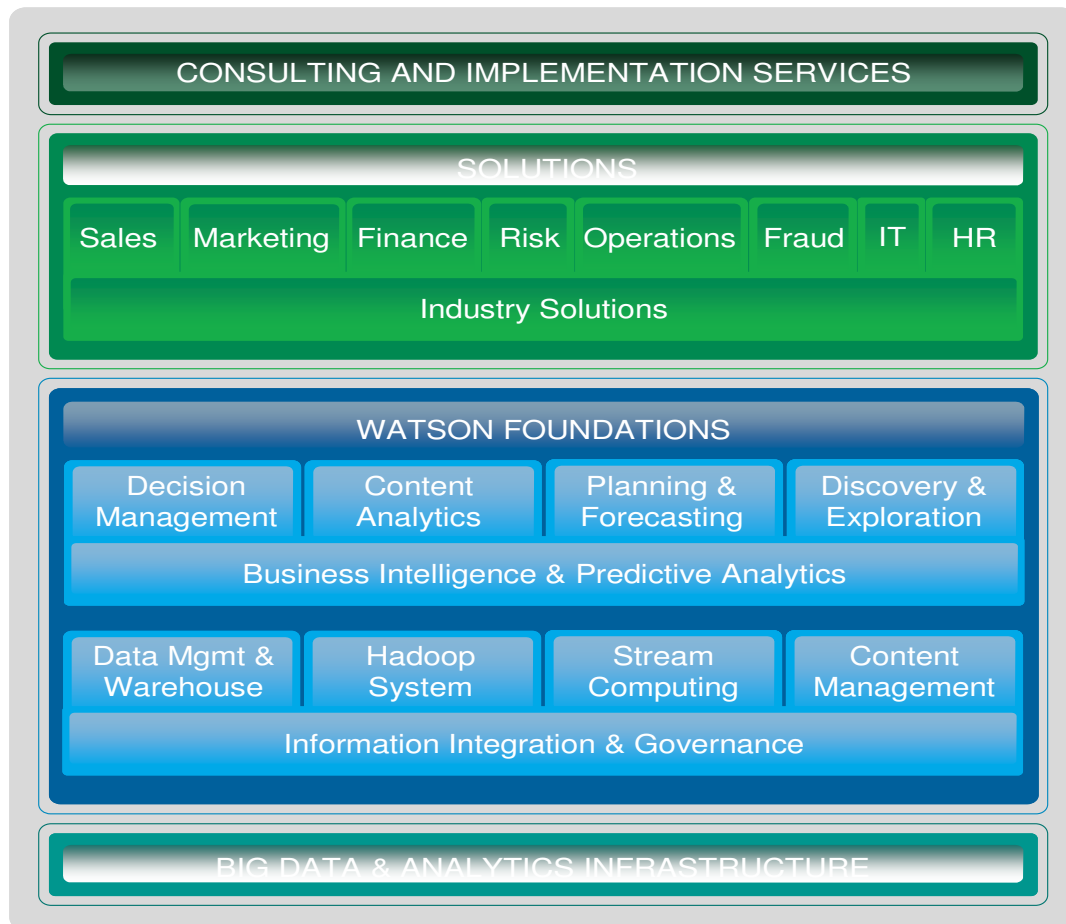
MYTH: Big Data means Hadoop..that's it

MYTH: Big Data means 'rip-and-replace', death to the RDBMS and no governance

MYTH: NoSQL means no SQL, never, utter hatred for SQL

MYTH: Big Data means unstructured data and only for sentiment

IBM Big Data & Analytics portfolio



Unique – fuels journey to Cognitive

Innovative – easy to consume

Complete – enterprise-ready

Fast – start anywhere and grow

Three Key Imperatives for Big Data & Analytics Success

Build a culture that
infuses analytics
everywhere

Imagine It.

Invest in a
big data & analytics
platform

Realize It.

Be proactive about
privacy, security and
governance

Trust It.

Every industry can leverage Big Data Analytics...

Banking

- Optimizing Offers and Cross-sell
- Customer Service and Call Center Efficiency

Insurance

- 360° View of Domain or Subject
- Catastrophe Modeling
- Fraud & Abuse

Telco

- Pro-active Call Center
- Network Analytics
- Location Based Services

Energy & Utilities

- Smart Meter Analytics
- Distribution Load Forecasting/Scheduling
- Condition Based Maintenance

Media & Entertainment

- Business process transformation
- Audience & Marketing Optimization

Retail

- Actionable Customer Insight
- Merchandise Optimization
- Dynamic Pricing

Travel & Transport

- Customer Analytics & Loyalty Marketing
- Predictive Maintenance Analytics

Consumer Products

- Shelf Availability
- Promotional Spend Optimization
- Merchandising Compliance

Govern.

- Civilian Services
- Defense & Intelligence
- Tax & Treasury Services

Healthcare

- Measure & Act on Population Health Outcomes
- Engage Consumers in their Healthcare

Automotive

- Advanced Condition Monitoring
- Data Warehouse Optimization

Chemical & Petroleum

- Operational Surveillance, Analysis & Optimization
- Data Warehouse Consolidation, Integration & Augmentation

Aerospace & Defense

- Uniform Information Access Platform
- Data Warehouse Optimization

Electronics

- Customer/ Channel Analytics
- Advanced Condition Monitoring

Life Sciences

- Increase visibility into drug safety and effectiveness

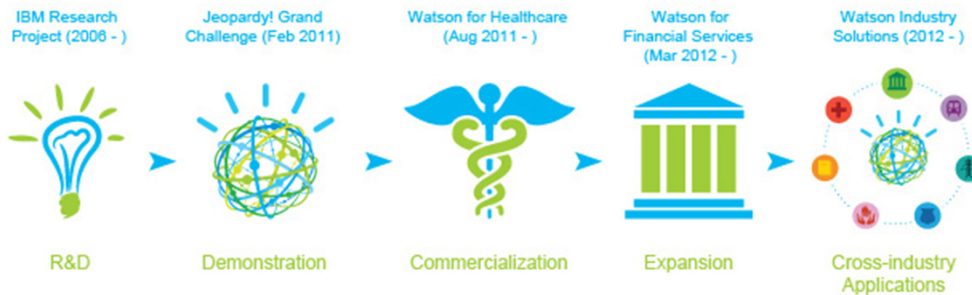
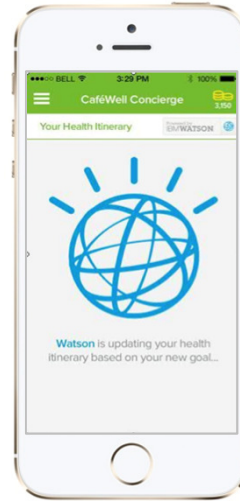
So what's next?



IBM Watson

Cognitive systems like Watson may transform how organizations think, act, and operate in the future.

Learning through interactions, they deliver evidence based responses driving better outcomes.



WATSON Goes to Work

(For You)

270 BILLION
customer calls are handled annually

Nearly
50 PERCENT
of all incoming service calls require escalation, dispatch, or go unresolved

61 PERCENT
of customer calls could have been resolved with better access to information*



In the past 12 months, approximately 1 in 6 customers have only interacted via digital channels. This is primarily driven by Gen Y customers, among whom more than 20% of recent interactions are digital only.¹

Only 44% of health insurance customers and 54% of provider consumers actually tell anyone within a month of having a positive experience, compared to 70% of retail and 66% of banking customers.²

Consumers are increasingly looking for personalized, efficient interactions with the companies they frequent. Is your organization making the grade?



Only 4% of customers think banks have a good understanding of customer experience and 62% of customers think that their banks don't listen to feedback and take action.³

70% of customers worldwide are willing to provide their bank with more information if this leads to greater personalization or better service.⁴



Enterprises in the U.S. lose an estimated \$83 billion each year due to defections and abandoned purchases as a direct result of a poor experience.⁵

A one-point change in customer satisfaction is associated with a 4.6% change in market value.⁶

Research shows that 86% of consumers will pay more for a better customer experience, and 89% of consumers began doing business with a competitor following a poor customer experience.⁷



IBM Watson Engagement Advisor

Fundamentally transforming the way people and companies interact and build relationships.

Consumers will interact directly with Watson to get timely, accurate, personalized responses to inquiries.

Understand the subtleties of human language
Search through vast amounts of Big Data

Deliver fast, evidence-based answers to users' questions



47% of telecom marketers will focus on retaining relationships and building stronger affinity with existing customers in 2013.⁸

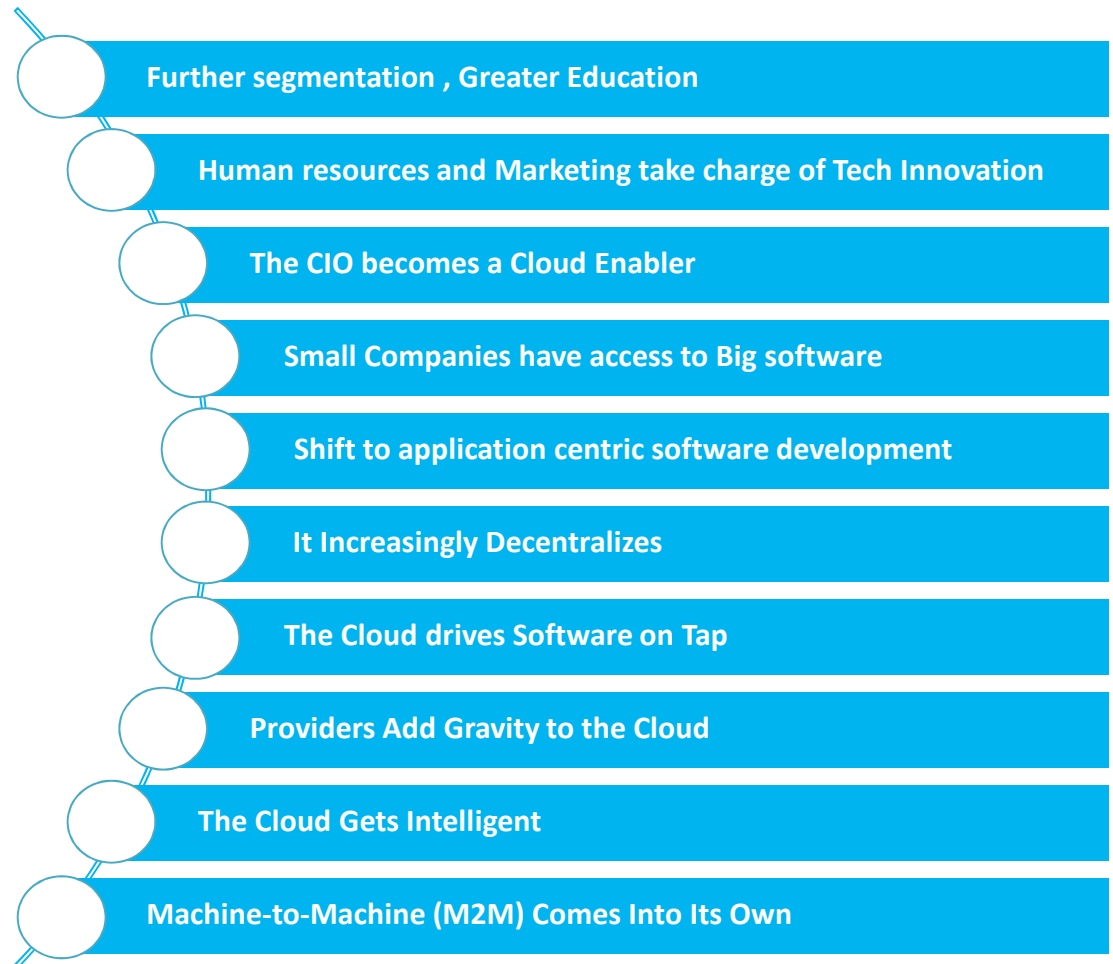
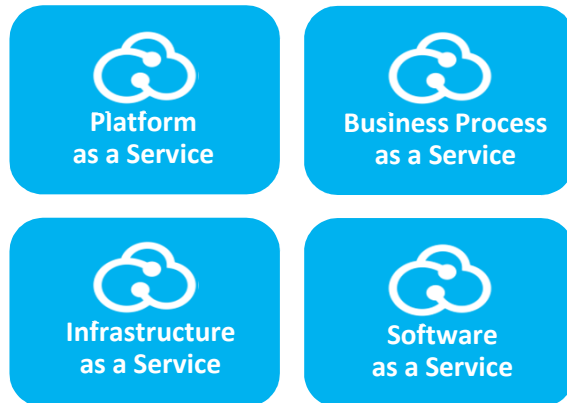
40% of telecom marketers plan to improve the relevance and value of communication and content in 2013.⁹

Cloud...

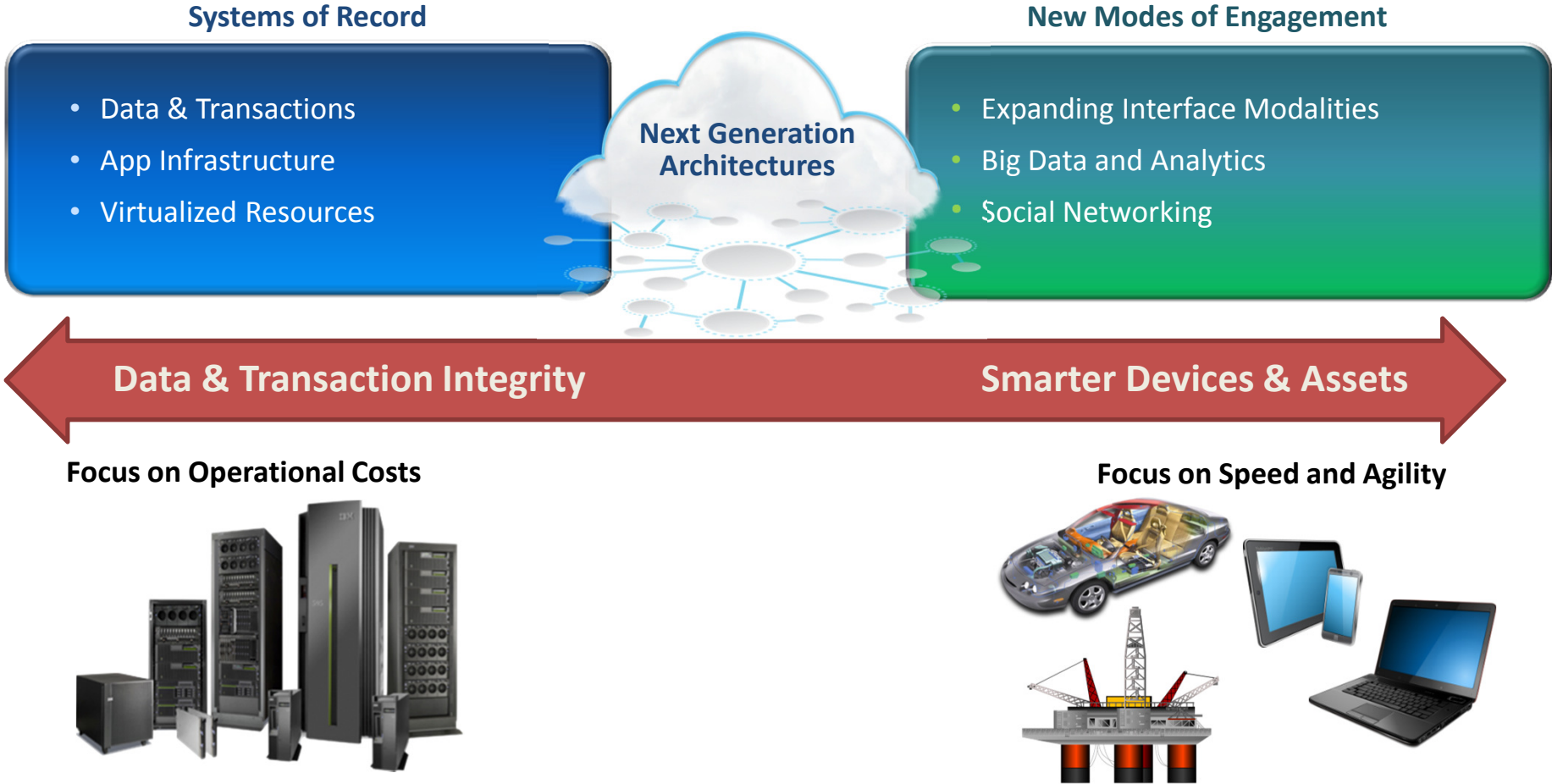
10 predictions on how Cloud will impact this industry in 2014



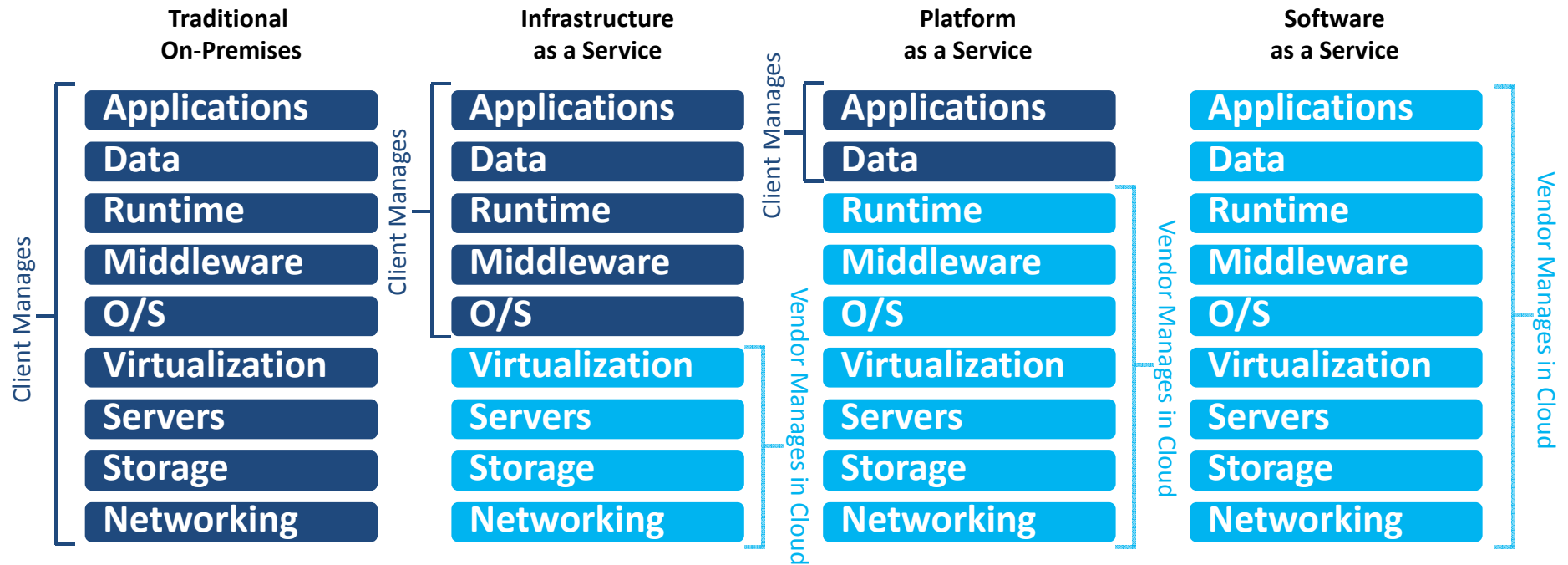
The Cloud is no longer an “if” for many businesses it is a given.



We are at the inflection point in the industry...



Cloud service models



Customization; higher costs; slower time to value

Standardization; lower costs; faster time to value

Cloudy with chances of disruption...



IBM commits \$1.2B to expand global cloud footprint

IBM building massive network of local cloud hubs for businesses worldwide with 40 data centers across five continents

IBM will have **cloud facilities in major geographies** and key financial centers, bringing greater flexibility, control and transparency to clients.

To meet growing client needs for choice, compliance and data residency, IBM will have

40 data centers worldwide



Key markets to open data centers in 2014: Washington, D.C., Hong Kong, London, Toronto, Japan, India, China, Canada, Mexico and Dallas.

IBM doubling **SoftLayer cloud capacity** to meet client demand.



IBM Cloud solutions

IBM Cloud Solutions (IBM's end-to-end cloud ecosystem)

*Restless reinvention
Analytics everywhere
A dynamic hybrid cloud strategy*

Think It

IBM Cloud Consulting & Management Services

(Consulting & implementation services portfolio)

- Strategy
- Implementation
- Migration
- Management Services

Build It

IBM Cloud Technologies

(Cloud enabling technologies portfolio)

- Cloud Systems
 - Expert Integrated Systems
- Cloud Infrastructure
 - Cloud purposed HW
- Cloud Software
 - Cloud purposed Software

Tap into It

IBM SmartCloud

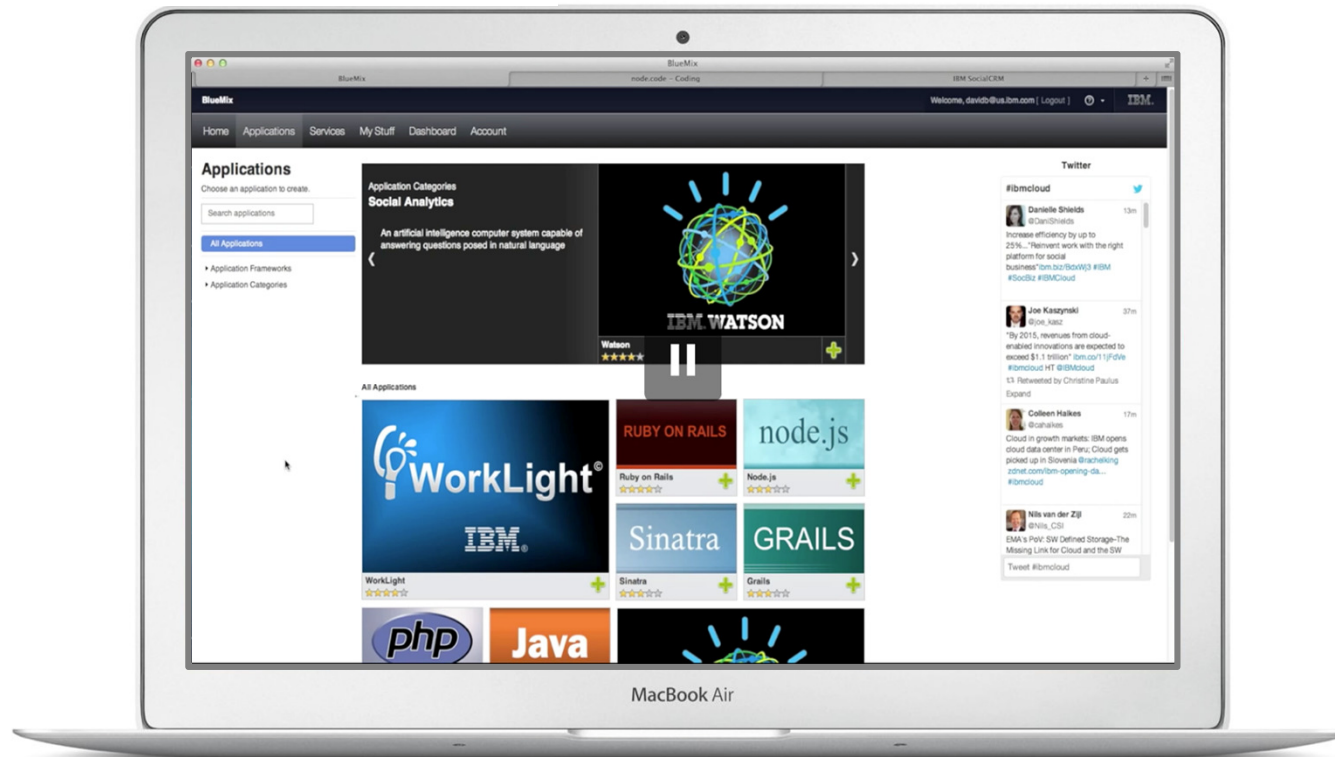
(IBM's enterprise class composable and ready to run cloud services from infrastructure to applications SCE+, SoftLayer)

- IaaS (infra as a service)
- PaaS (platform as a service)
- SaaS (software as a service)

IBM BlueMix : build apps in the Cloud!

“BlueMix has all the elasticity the cloud promises us”

David Barnes



So what does this all mean for us?

The arrival of 3rd platform

Defining the integration and intersection of Social Business, Mobile, Big Data Analytics and Cloud Computing





21 years of invention & patent leadership

In 2013, IBM patented a record-setting 6,809 innovations that will position the company to lead in strategic areas such as cloud computing, Big Data and analytics, while advancing the era of cognitive systems.

IBM inventors from

47

different U.S. States

41

different countries

8,000

IBM inventors

6,809

Total U.S. patents in 2013

Some 2013 highlights:



#8,510,296:
Lexical answer type confidence estimation and application enables IBM Watson to more accurately assess questions posed in natural language with a high level of confidence.



#8,515,885:
Brain-inspired chip architecture that lays the foundation for a new generation of cognitive systems.



#8,423,339:
Visual analysis of a protein folding process creates a method for discovering and viewing common patterns in protein folding simulation, which can lead to computer-based drug discovery.



#8,352,953:
Dynamically Provisioning Virtual Machines solves the "noisy neighbor" problem that reduces online system availability and constrains cloud computing network bandwidth.



#8,572,274:
Estimating load shed data in streaming database application addresses the challenge of analyzing real-time streaming Big Data traffic jams by reducing the data pool without compromising accuracy of the insights.



#8,373,698:
Holographic enterprise network is a virtual data center environment that would enable clients to remotely visualize, monitor and manage servers, communications, environmental controls, security and other components.

Thank you!

Ajay Kushwaha

Software Solutions Technology Sales Leader, IBM Software, ASEAN