

**IBM BusinessConnect**  
Realise the art of the possible.



# Craig Hayman

General Manager  
Industry Solutions, IBM Software

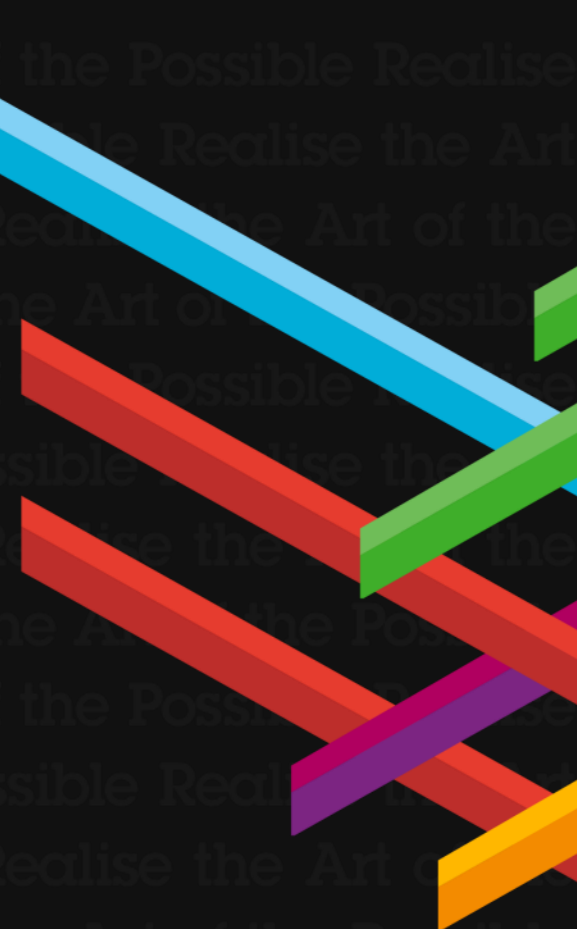




Driving competitive advantage  
in the era of smart

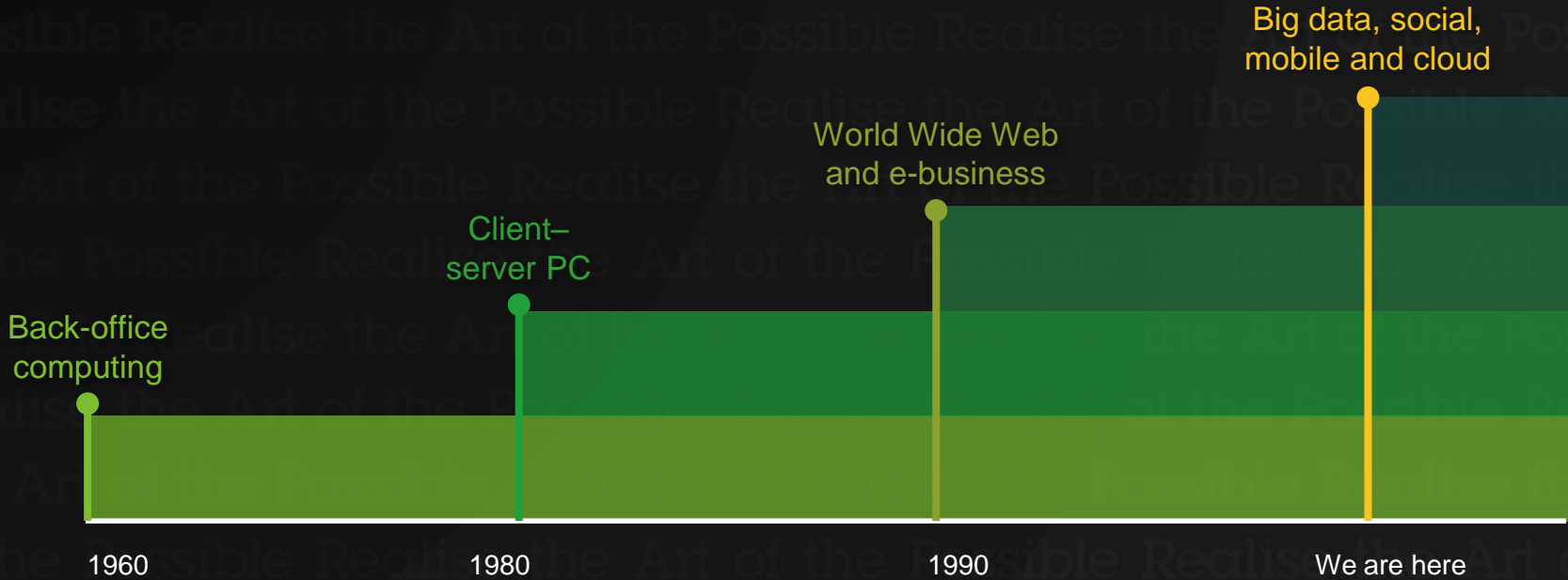
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**Realise the Art  
of the Possible**



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# Welcome





**Transactions** to  personalized **engagement**

**Millions** of PCs to  **billions** of mobile devices

**Rigid** infrastructure to  an **elastic** cloud

**Structured** data to  **unstructured** big data

**Static** applications to  **dynamic** services

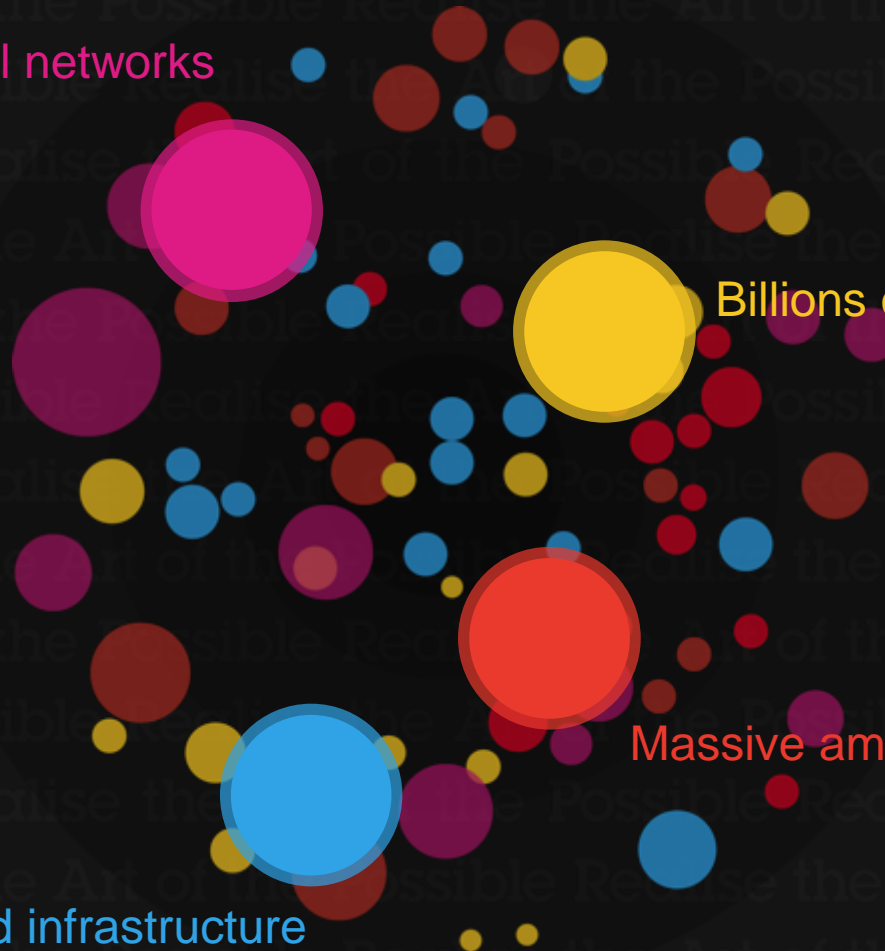
**Reactive** security to  **proactive** protection

Ubiquity of social networks

Billions of mobile devices

Massive amounts of big data

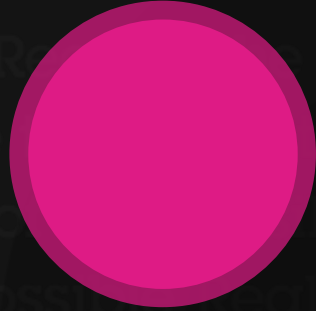
Elastic cloud infrastructure



**Realise the Art  
of the Possible**



social



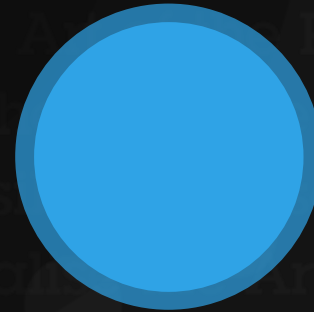
mobile



big data



cloud



social

mobile

big data

cloud

Collaboration across the ecosystem

Underprepared

73%

Mobile device proliferation

Underprepared

82%



Explosion of unstructured data

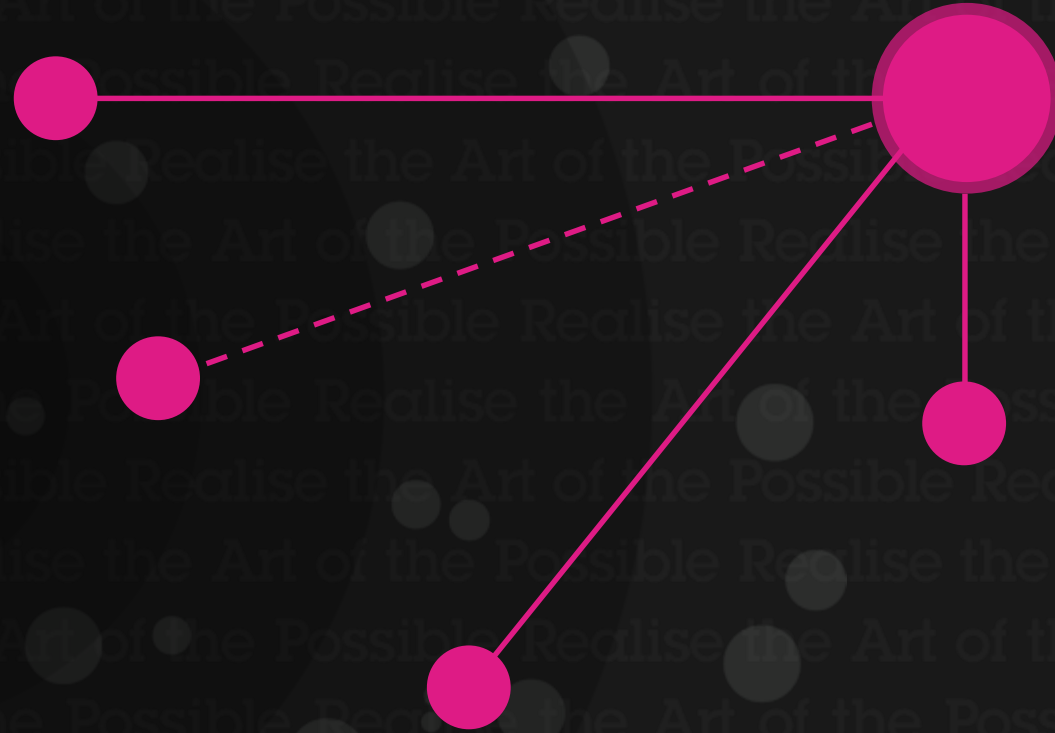
Underprepared

78%

Cloud platforms and solutions

Underprepared

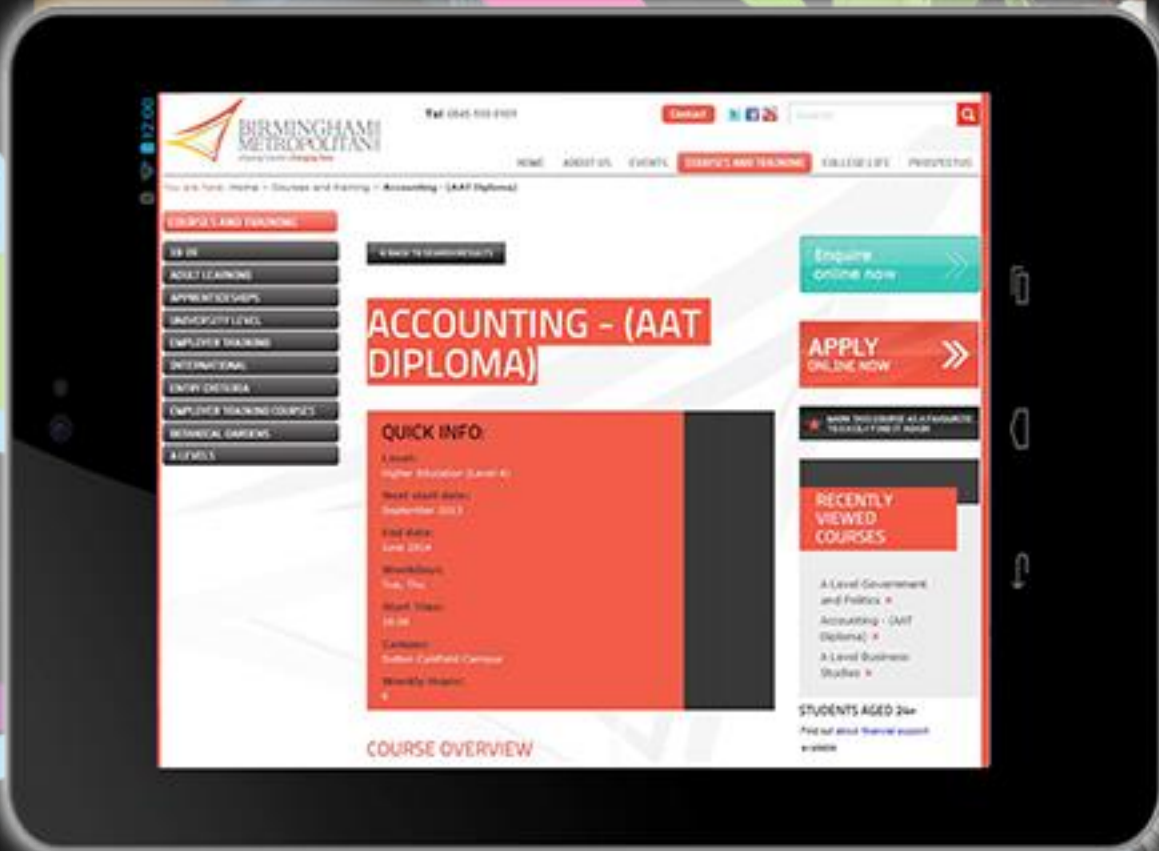
82%

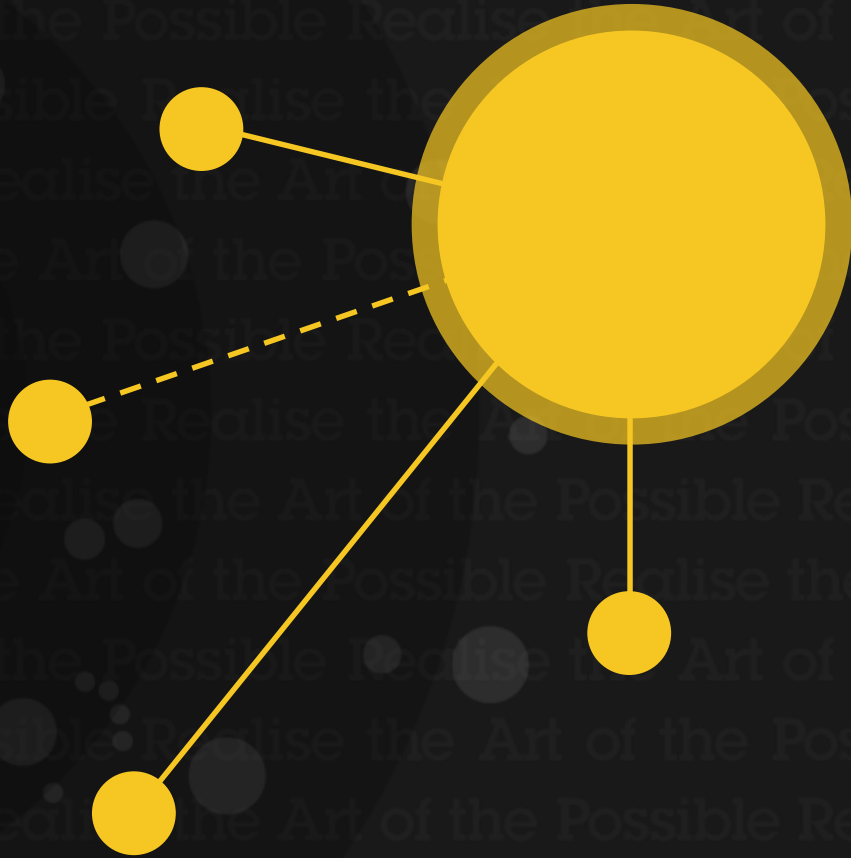


**81%**  
of customers  
depend on social  
sites for  
purchasing advice



**BIRMINGHAM METROPOLITAN COLLEGE**  
shaping futures - changing lives

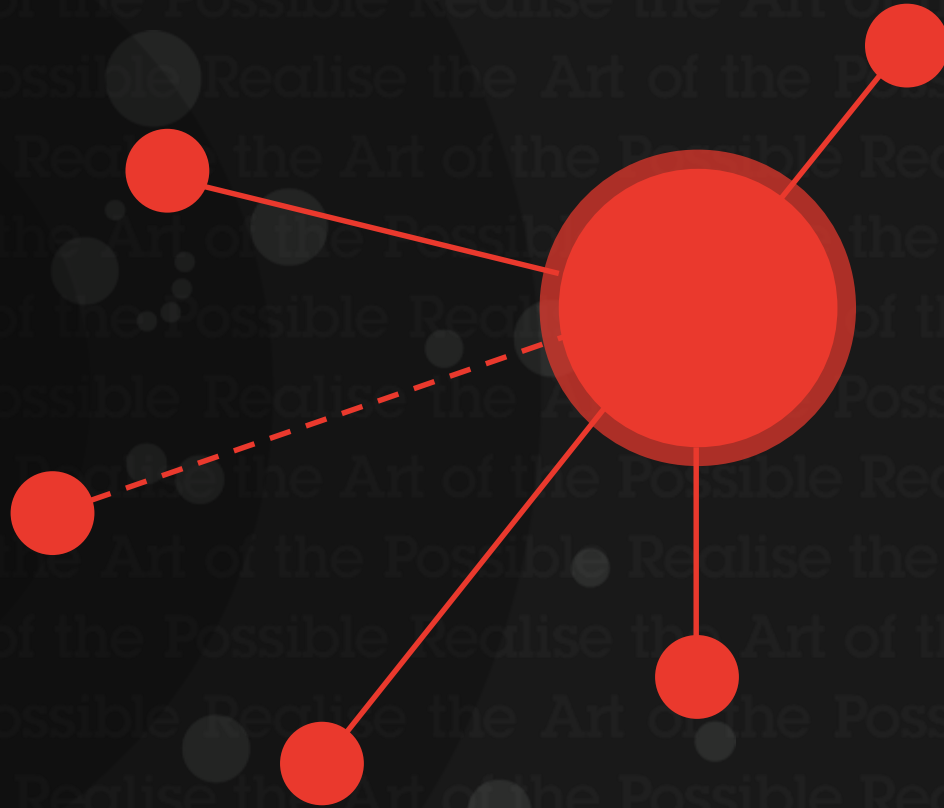




**75%**

of mobile shoppers  
take action after  
receiving a  
location-specific  
message





**90%**

of the world's data  
was created  
in the last two  
years





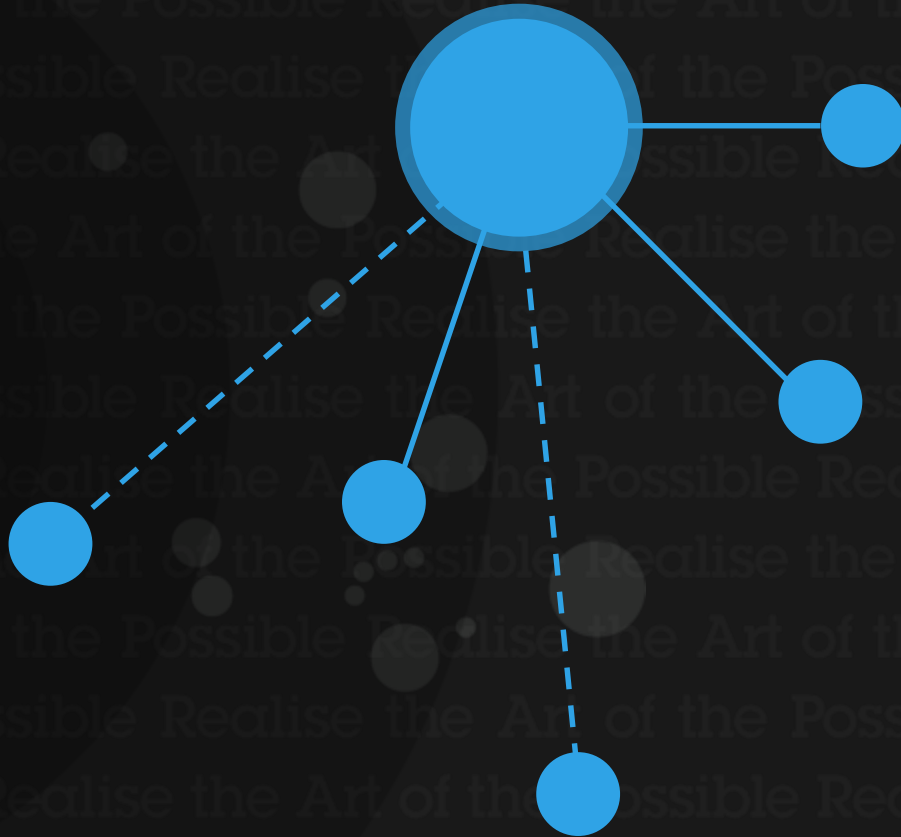
# RFU



[LIVE COMMENTARY](#) [TEAM SHEETS](#) [TEAM STATS](#)

After seeing his changes leak six line-breaks, Santiago Phelan has plenty to ponder before that second test. No doubt the Pumas will come back much stronger. In truth, they have to.

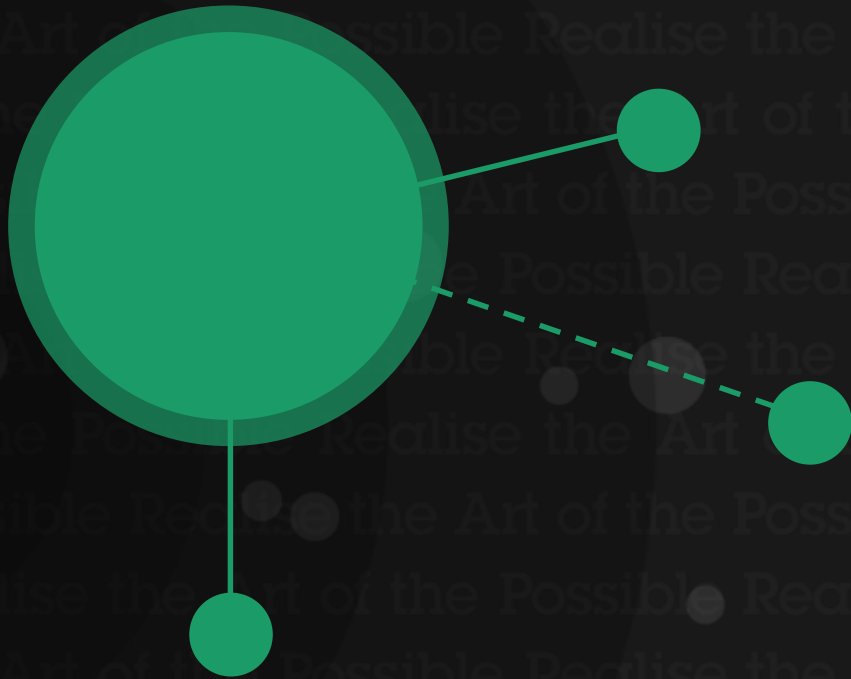




**72%**

of business  
leaders say cloud  
will be extremely  
important to their  
business success  
by 2016





**86%**

of leading organizations  
say that customer  
experience is their top  
business priority

# 3x

increase in  
customer  
response to  
campaigns

ING DIRECT  
forward banking™

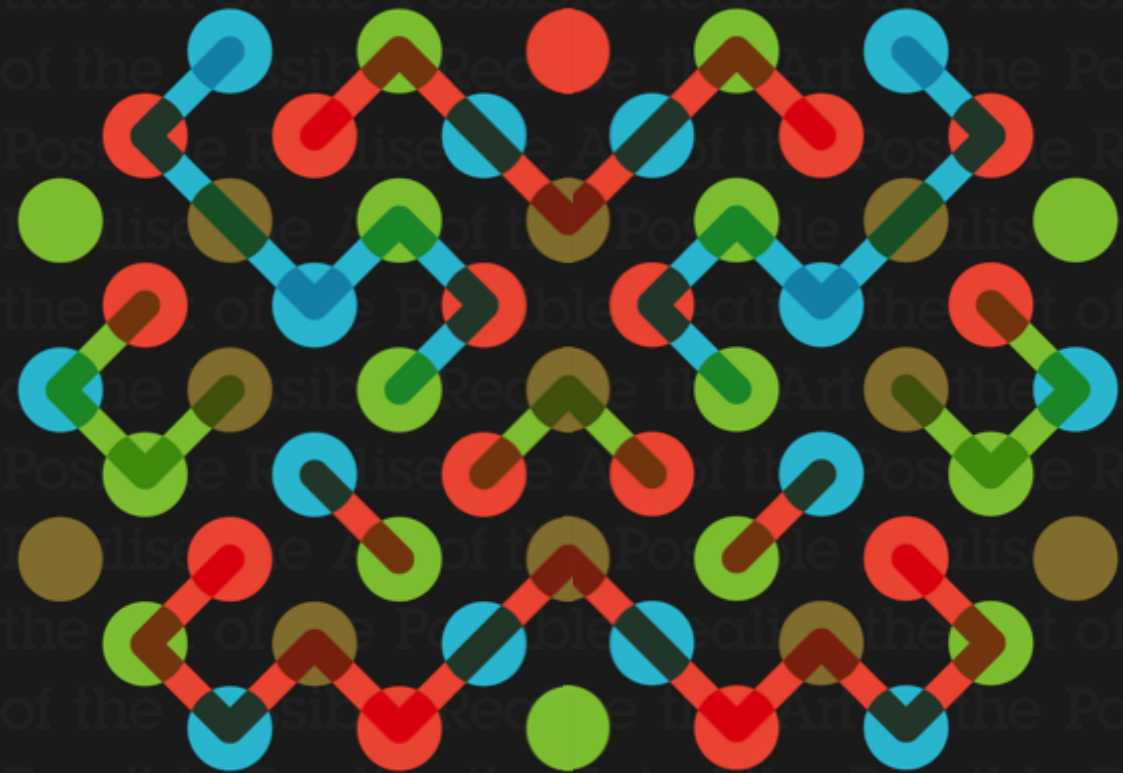




Nearly

50%

of companies with a “bring your own device” (BYOD) policy have experienced a data breach



**EQUIFAX**

**6 years**

of intrusion prevention through  
a proactive security approach





**Treat customers, citizens and employees as individuals**

**Engage anyone, anytime, anywhere**

**Use cloud to drive strategic change**

**Capitalize on big data to know and act**

**Speed delivery of new products and services**

**Protect the brand against evolving threats**

IBM®

