



IBM Smarter Planet Strategy

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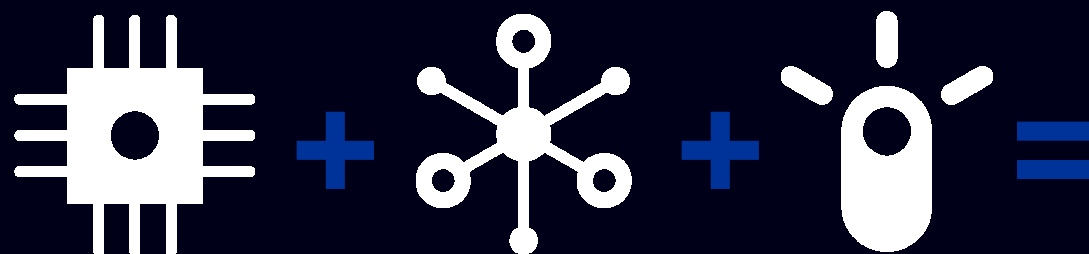
IBM Sub Saharan Africa

The reality of living in a globally integrated world is upon us.

- **Frozen credit markets and limited access to capital.**
- **Economic downturn and future uncertainty.**
- **Energy shortfalls and erratic commodity prices.**
- **Information explosion and risk/opportunity growth.**
- **Slowing superpowers and emerging economies.**
- **Increasingly complex supply chains and empowered consumers.**

The world is connected:
And we need to be a whole lot smarter.

CXO's, with their end-to-end view of the business, provide a unique systems perspective of the enterprise that is critical to driving new growth and opportunity



Smarter planet: Thinking and acting in new ways to make our systems more efficient, productive and responsive.

Smart energy



Smart traffic



Smart security



Smarter water management



Smart food supply



**Smart Communication
In Africa**



Smart disease prevention



Smart rural finance



Smart healthcare





For us to make sense of this new world, we must consider four critical questions

“My infrastructure is inflexible and costly”

More Agility

How do we create an intelligent infrastructure that drives down cost, is secure, and is just as dynamic as today's business climate ?

Dynamic Infrastructure

“Data is exploding and it's in silos”

Making Better Decisions

How can we analyze the wealth of information available to make rapid, informed and confident decisions throughout the organization?

New Intelligence

“New business & process demands ”

Responding to New Behaviors

How can we work smarter supported by flexible and dynamic processes modeled for the new way people buy, live & work.

Smart Work

“Our resources are limited”

Doing More With Less

How do we drive greater efficiencies, compete more effectively, and respond more quickly by taking action now on energy, the environment, and sustainability.

Green & Beyond



What smart things are happening
in your industry today?

Where are the greatest
opportunities for progress?