IBM BusinessConnect 2014

A New Era of Smart

5th May 2014 | Armani Hotel Dubai

IBM BusinessConnect 2014

A New Era of Smart

Reinventing your Business With IBM Cloud

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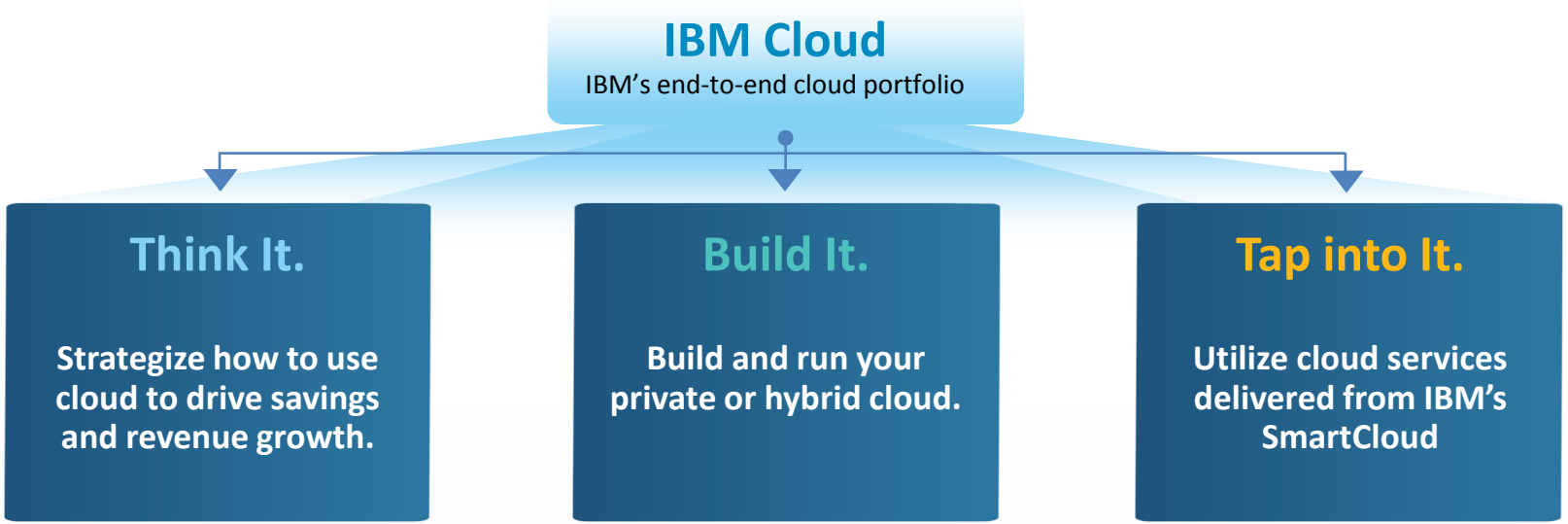
Vice President, WW Technical Sales
Cloud & Smarter Infrastructure

IBM

IBM has a comprehensive set of Cloud capabilities



IBM Cloud capabilities

Think it. Build it. Tap into it.

Business Process as a Service

Enabling business transformation

Business process solutions | Application | Application | Application | Application | Application

Software as a Service

Marketplace of high value consumable business applications

External ecosystem | Industry | Collaboration | Human resources | Big Data & analytics | Commerce | Marketing | IT Management

Platform as a Service

Composable and integrated application development platform

Built using open standards

DevOps | Big Data & analytics | Security | Integration | Mobile | Management | Social | Traditional workloads

Infrastructure as a Service

Enterprise class, optimized infrastructure

Built using open standards

Compute | Storage | Networking

Public. Private. Dynamic Hybrid.

- Smarter **Commerce**
- Smarter **Analytics**
- Smarter **Cities**
- Smarter **Workforce**
- Watson solutions
- IBM Service **Engage**
- Software solutions

- **Services Platform**
- **open standards-based middleware solutions**
- **Management solutions**

- **SOFTLAYER**
- **IBM SmartCloud Enterprise +**
- **Infrastructure solutions**
- **Management solutions**

Heavy investments in SaaS roadmap continue to expand current capabilities with new innovations and solutions

	Today	What's Ahead
Smarter Commerce	▪ IBM Commerce on Cloud ▪ IBM Digital Analytics ▪ IBM Marketing Center ▪ IBM Digital Data Exchange ▪ IBM DemandTec Price Optimization	▪ Real-time marketing / Next best action ▪ Cross-function, mobile customer engagement (marketing, sales, service) ▪ Omni-Channel Price Optimization ▪ B2B Analytics ▪ Self-service Commerce as-a-service ▪ IBM Presence Zones in Commerce ▪ Multi-enterprise relationship management & mobile enhancements for Procurement
Smarter Cities	▪ Intelligent Water ▪ Intelligent City Planning & Operations ▪ Intelligent Transportation ▪ Intelligent Operations Center	▪ Intelligent Metering Analytics ▪ Emergency Management ▪ Intelligent Parking ▪ Economic Vitality
Smarter Workforce	▪ Talent Acquisition, Survey and Employee Engagement ▪ Social, Onboarding & Learning, Employee Experience Solutions ▪ Assessment and Leadership, Performance Management Compensation	▪ Advanced analytics on HR, Kenexa & Social data ▪ Content ecosystem ▪ Watson for HR ▪ Watson Career Advisor
Smarter Analytics	▪ Comprehensive business analytics platform ▪ Business intelligence to predictive analytics ▪ Decision management, risk management, performance management	▪ Cloud-based reporting & dashboards ▪ Mobile-enabled analytical platform ▪ Enhanced interactive capabilities ▪ Self-service analytics ▪ Integrated risk management + performance management

Recent cloud acquisitions are helping to rapidly grow our capabilities.

- **Business Process as a Service**
- **Software as a Service**
- **Platform as a Service**
- **Infrastructure as a Service**

Emptoris, Sterling Commerce, THENOW FACTORY, Lombardi, DemandTec, Coremetrics An IBM Company, unica, xtify An IBM Company, TRIRIGA, KeneXa

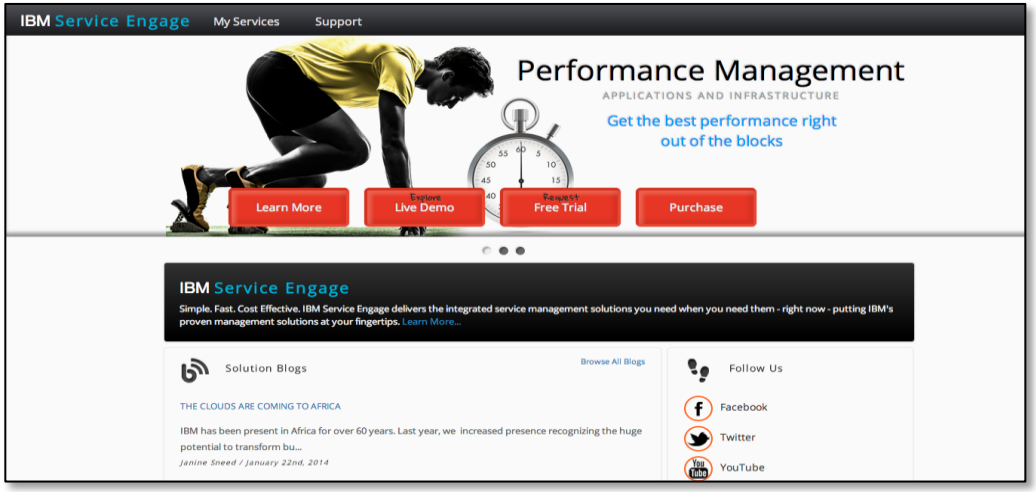
urban{code} An IBM company, ESL International, CAST IRON SYSTEMS, Worklight, Trusteer an IBM Company, GREENHAT, 1Q Labs

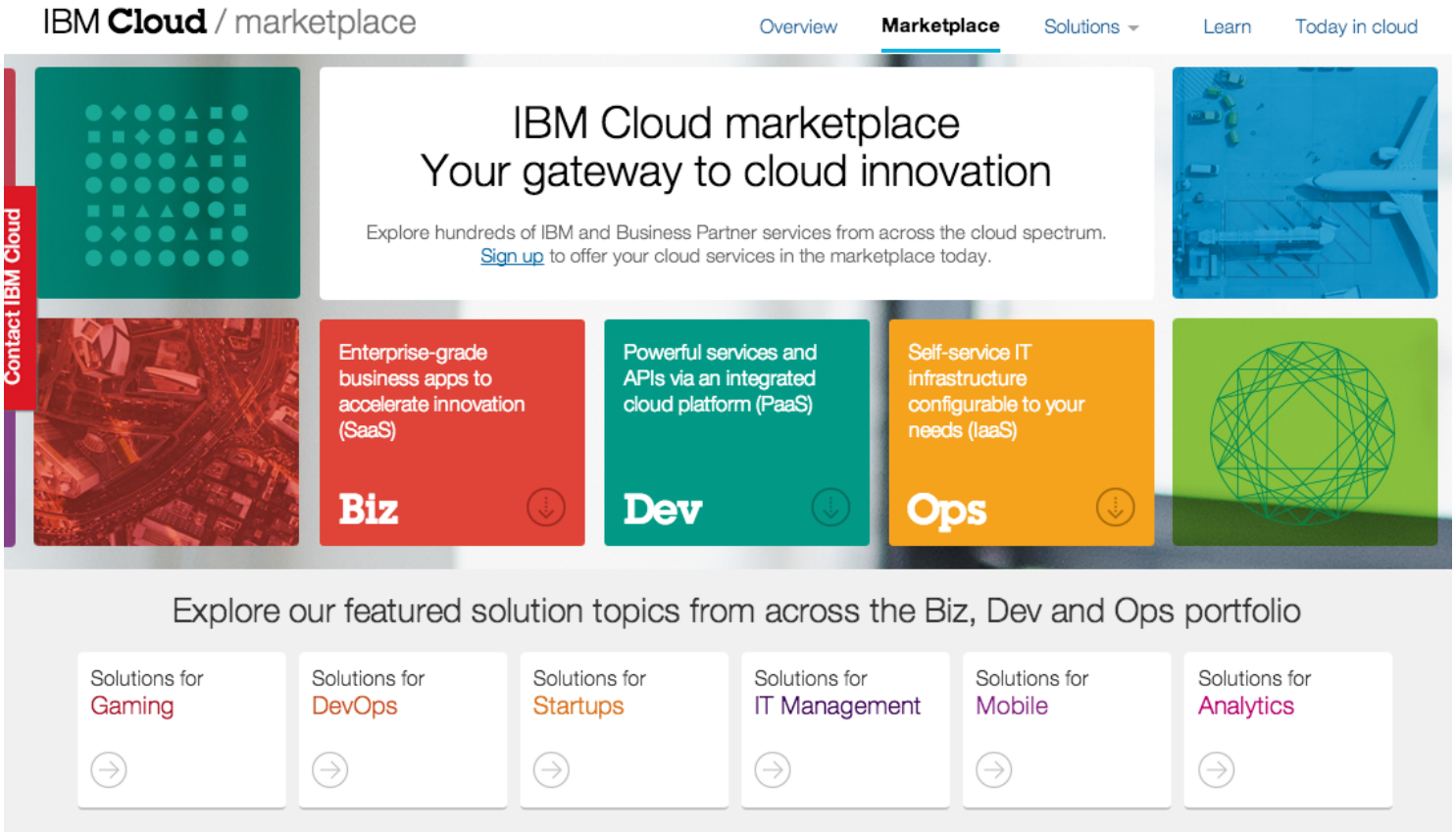
SOFTLAYER, INTELLIDEN, Platform Computing, Butterfly AUTOMATED DATA MIGRATION

Public. Private. Dynamic Hybrid.

Next generation IT Management is empowered through SaaS model

1. Connect through **Digital Engagement**
2. Deliver solutions **On-Premises** and **as-a-Service**
3. Provide easy path to **Extend** services, both on-prem and SaaS

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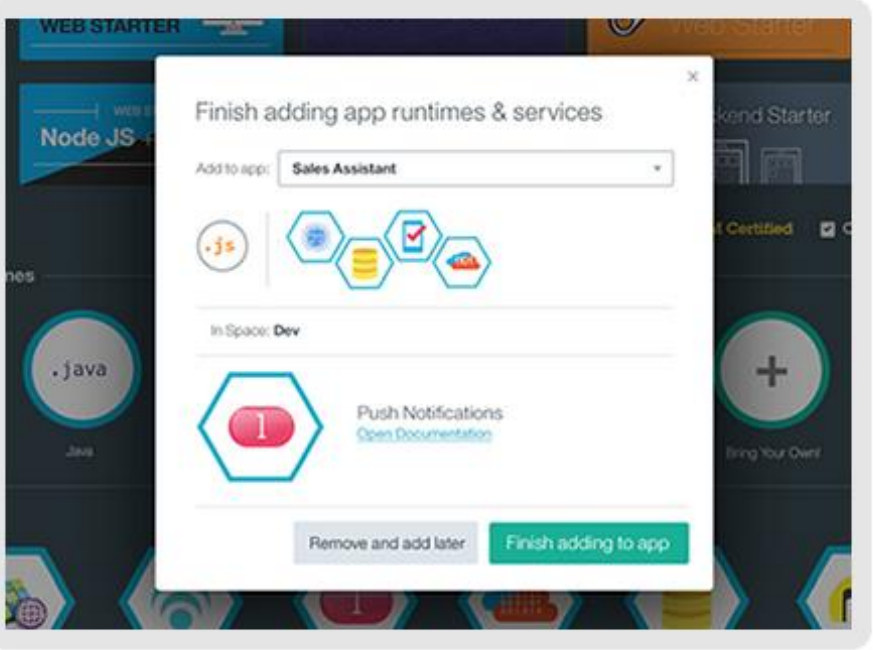
IBM Bluemix Beta is LIVE!



Build your dream app.

The Codename: BlueMix Catalog contains everything you need to hit the ground running. We've got everything from IBM provided services to third-party offerings like Twilio.