

**IBM BusinessConnect**  
Vernetzter, intelligenter und informierter denn je



# **Smarter Planet: Reinventing relationships, Uncovering new markets**

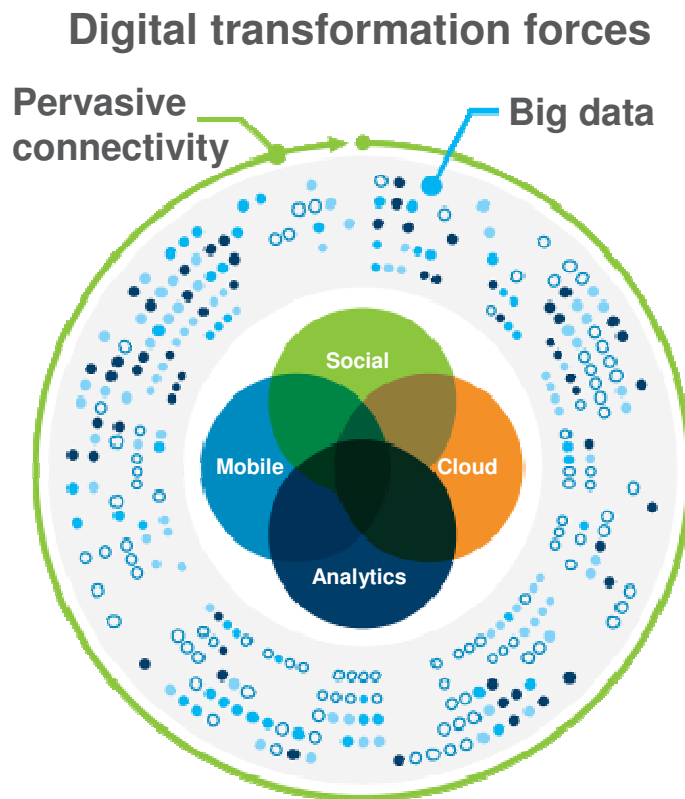
**Surjit Chana**

CMO, IBM Europe

 @SurjitChana



The emergence of **big data, social, mobile, and cloud** are fundamentally changing how we live, work and interact



## 12-fold growth

in mobile data by 2018 as number of smartphones quadruples

## 1 out of every 7

minutes spent online is spent on Facebook

## 80% of new apps

will be distributed or deployed via the cloud

## 18% of Africa's GDP

is expected to be handled through mobile money transfers by 2015

## 40% of people

socialize more online than they do face-to-face

## 1/3 of consumer data

will be stored in the cloud by 2016



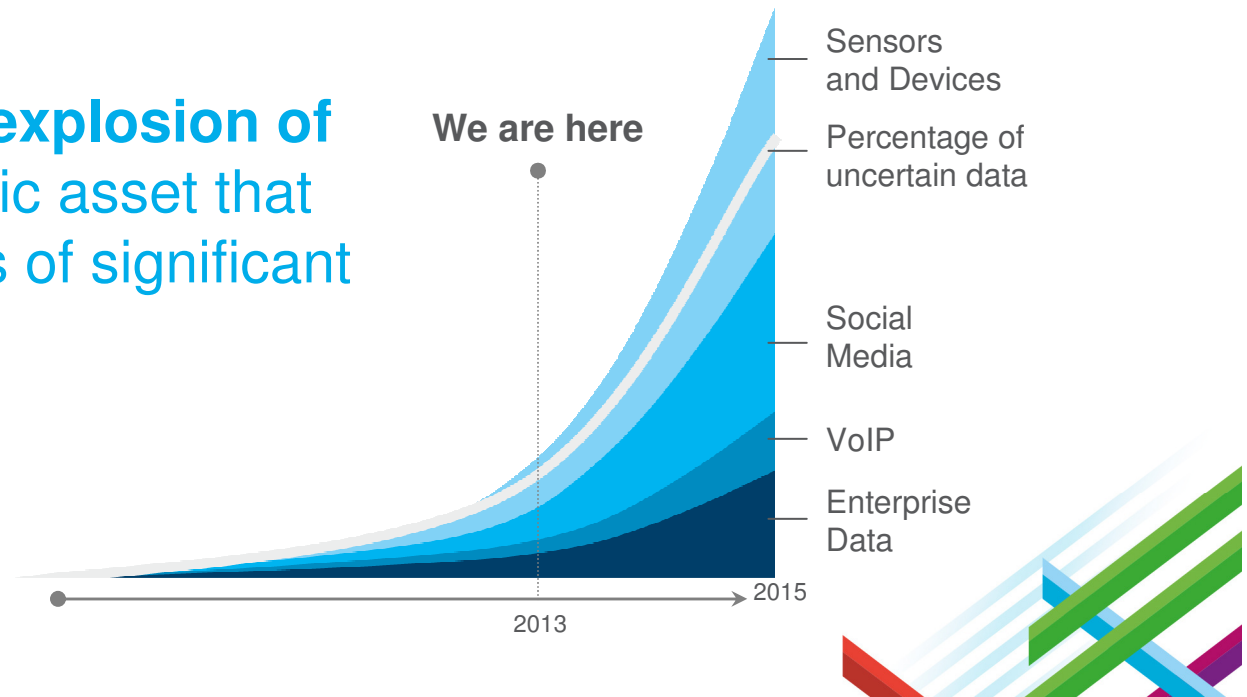
These digital forces **reset customers' expectations**, requiring enterprises to rethink the end-to-end customer experience...

**Increasingly, customers expect:**



- Instant access
- To be engaged as individuals
- Transparency
- Seamless experiences
- Trusted, mutually beneficial relationships

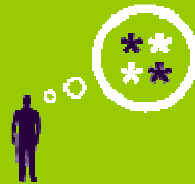
...and are fueling **an explosion of data**—a new economic asset that has become the basis of significant opportunity



As a result, leaders are **redefining their agendas and interactions** focused on reshaping the “Front Office”

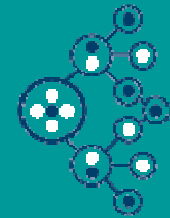
**73% of CEOs**

are prioritizing investments in **customer insights**



**82% of CMOs**

Plan to increase the use of **social media**



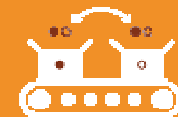
**74% of CIOs**

say **mobile solutions** are part of their vision for increasing competitiveness



**70% of COOs**

Identify **supply chain** visibility as the top challenge in delivering on their agendas





# Bringing to life the promise of a Smarter Planet requires the activation of a **Digital Front Office** that is fully enabled by a **Globally Integrated Enterprise**

## Digital Front Office

Reimagining everything about the way people connect, transact and engage with companies, institutions and governments—and how they create mutual value



## Globally Integrated Enterprise

Transforming the organization for efficiency, effectiveness and to enable new growth





This new **Digital Front Office** delivers compelling customer experiences that create new pathways for revenue growth

## Digital Front Office

Reimagining everything about the way people connect, transact and engage with companies, institutions and governments—and how they create mutual value



### Develop a customer-driven strategy

Leverage digital, mobile and social insights to spot growth opportunities and new paths to value

### Cultivate customer insights

Create tools and techniques to dynamically understand needs and apply personalization

### Build systems of engagement

Orchestrate continuous customer interactions to optimize engagements and build advocacy





# At the foundation of a Digital Front Office is a **Globally Integrated Enterprise** that accelerates growth, productivity and change

## Optimize operations

Reinvent processes and integrate functions, removing complexity and uncovering new efficiencies

## Activate information and analytics

Improve business performance across all functions with data-driven insights

## Accelerate organizational agility

Infuse speed and flexibility into the organization to anticipate and capitalize on dynamic market trends



## Globally Integrated Enterprise

Transforming the organization for efficiency, effectiveness and to enable new growth





# Specifically, CMOs and CIOs are partnering more tightly and defining a new profession to respond to the empowered customer

Marketers have always been responsible for knowing the customer

Marketers have always been responsible for defining what to market, and how to market it

Marketers have always protected the brand promise



Harness data to paint a predictive picture of each customer as an individual—on a massive scale.

Create 'systems of engagement' so you do more than shape desire—you predict it.

Design your culture and brand so they are authentically one.







- **Goal:** Gain customer insight to understand each individual rather than analyzing mere “average” behaviors
- **What:** CMO and CIO developed a Social Media listening solution
- **Benefits:** Get customer feedback from public forums, as these comments complement the ones shared with Sales Reps and help paint a vivid picture of each customer





- **Goal:** Shift to Customer centricity by engaging with customers through social platforms
- **What:** CMO and CIO agreed on the roadmap for the future and which infrastructure will be needed
- **Benefits:** Become a true community leveraging social platforms





**BBVA**

- **Goal:** Monitor and measure online sentiment about the brand, addressing possible reputational risks and enabling BBVA to build on positive results
- **What:** BBVA defined a solution based on Mobile and Social to track comments (positive and negative)
- **Benefits:** Significant increase of notoriety of the brand





- **Goal:** Support local social entrepreneurs to drive innovation while tackling social challenges
- **What:** IBM Service grant helps enable Hub Vienna's entrepreneurs to clearly understand customer and community needs
- **Benefits:** Workshops drive understanding of purpose of each engagement and assist in crafting individualized customer journeys and planning digital capabilities



# In a Smarter Planet, leading organizations need to create new markets by...

## Leveraging disruptive technologies



**Capitalize on Big Data and Analytics to know and act**



**Think mobile first**

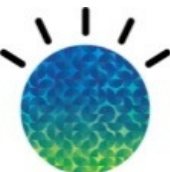


**Go from liking to leading in the Social world**



**Drive strategic change through Cloud**

## To ensure they engage customers, citizens and employees as individuals



**Smarter Commerce: Placing each customer at the core of the business**



**Smarter Cities: Innovating to meet citizens' growing demands for services**

## While protecting the brand and the future



**Security: Ensuring back-office and front-office are protected**





