

BusinessConnect

A New Era of Smart

June 12, 2014

Driving competitive advantage in a new era of smart

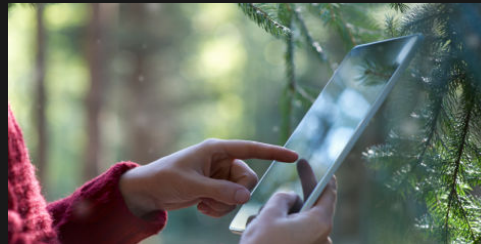


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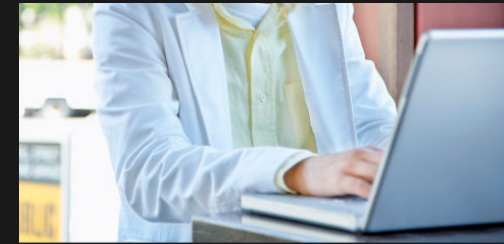
There is unprecedented change in the market



More people have cell phones than have running water.



91% of mobile users always keep their device within arm's reach.



2 billion social connections happen daily on the internet.



There will be 1 trillion connected objects and devices by 2015.



By 2020 there could be more megabytes of digital data than grains of sand on Earth.



85 percent of new software is now being built for cloud.

Providing a moment of enormous possibility and transformation

Three methods of new value creation:



Utilize
Data

as the new basis of
competitive advantage



Leverage
Cloud

as growth engine for
business



Enable systems of
Engagement

to drive productivity
and brand value

Together, they change everything.

Data-driven insight drives competitive differentiation



**Improve efficiency
and lower costs**



**Israel Electric
Corporation**

Modeled turbine performance,
reducing outages

**Manage risk at the
individual level**



**Mizrahi Tefahot
Bank**

Profiled risk for each product
and customer, reducing time to
market by 99%

**Increase customer
retention**



**MD Anderson
Cancer Center**

Uses Watson to improve cancer
diagnosis and treatment.

Utilize **data** as the new basis of competitive advantage



Insight

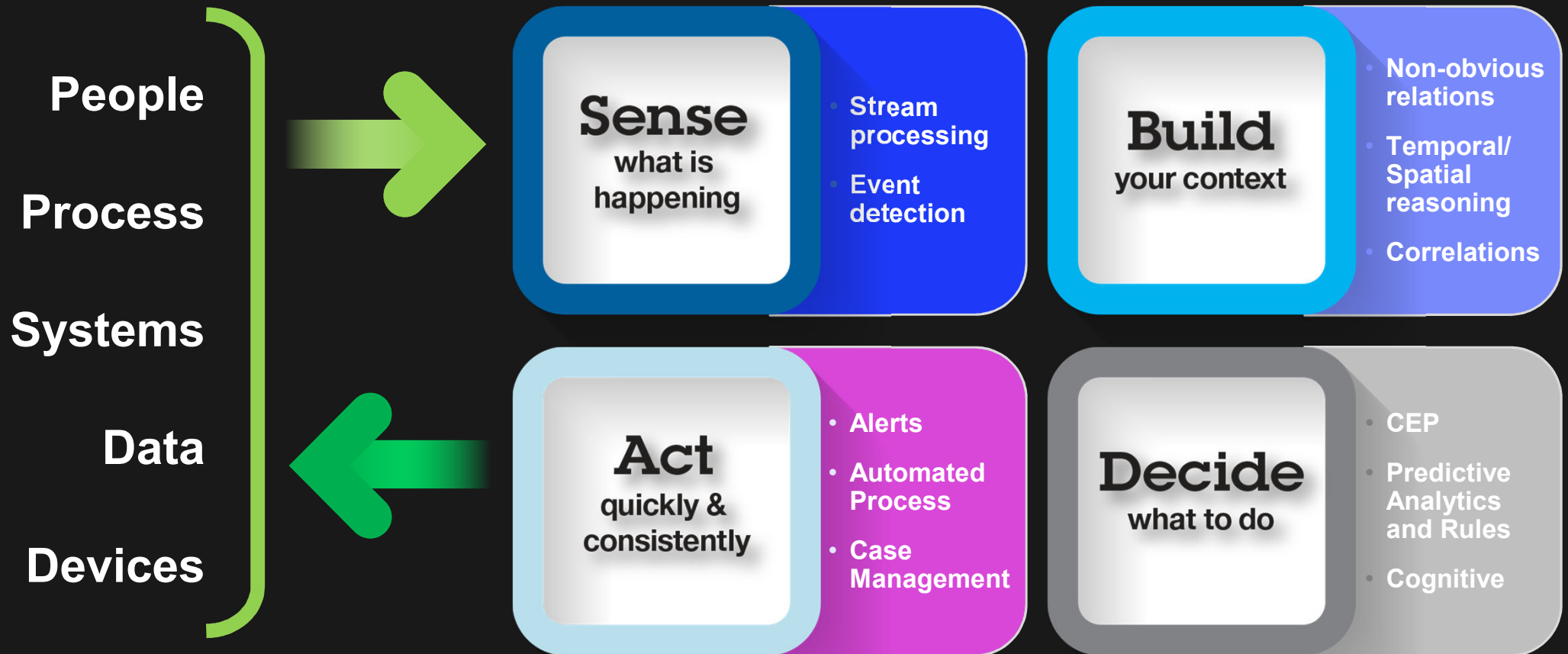
to act with confidence

Speed

to act in real-time



Real-time Actionable Insight for Smarter Process and the Internet of Things





Created unified planning model for fast, accurate scenario planning and better decision-making.

madewithibm





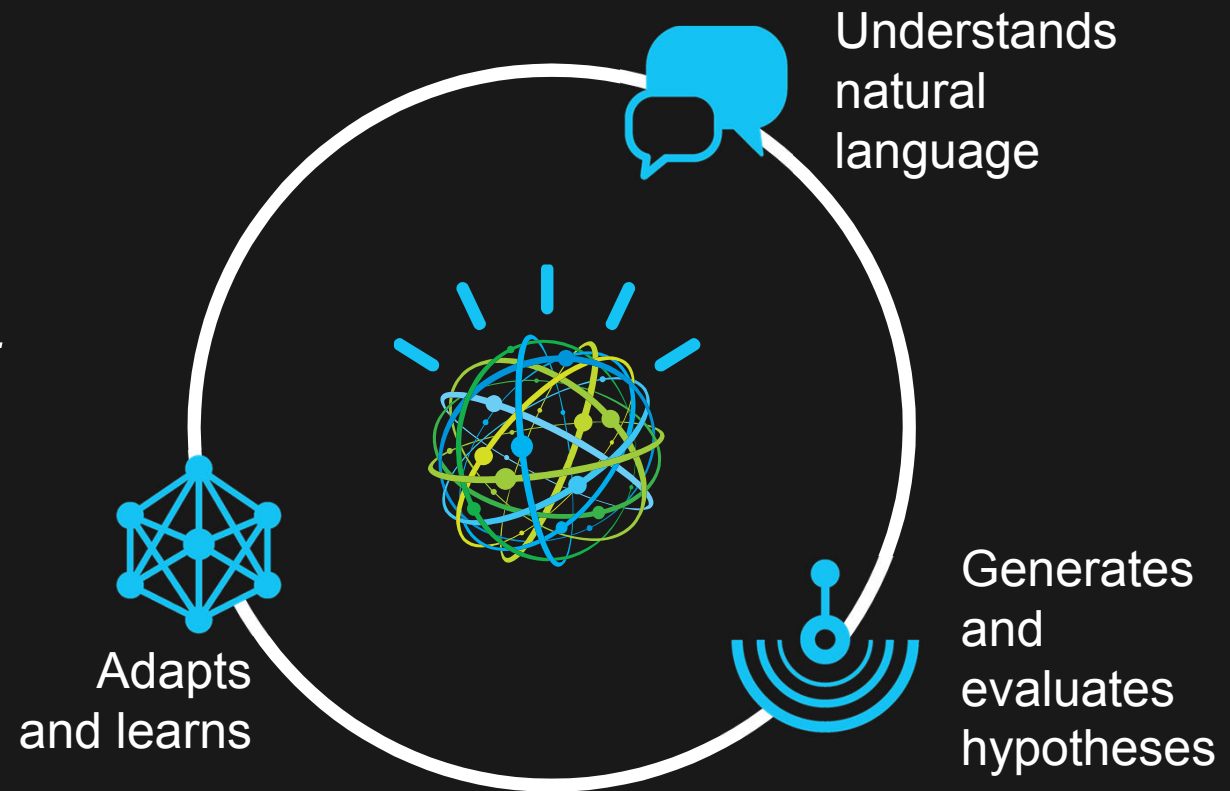
Watson is cognitive computing

Learns through *education*.

Supports natural human *expression*.

Extends *expertise*.

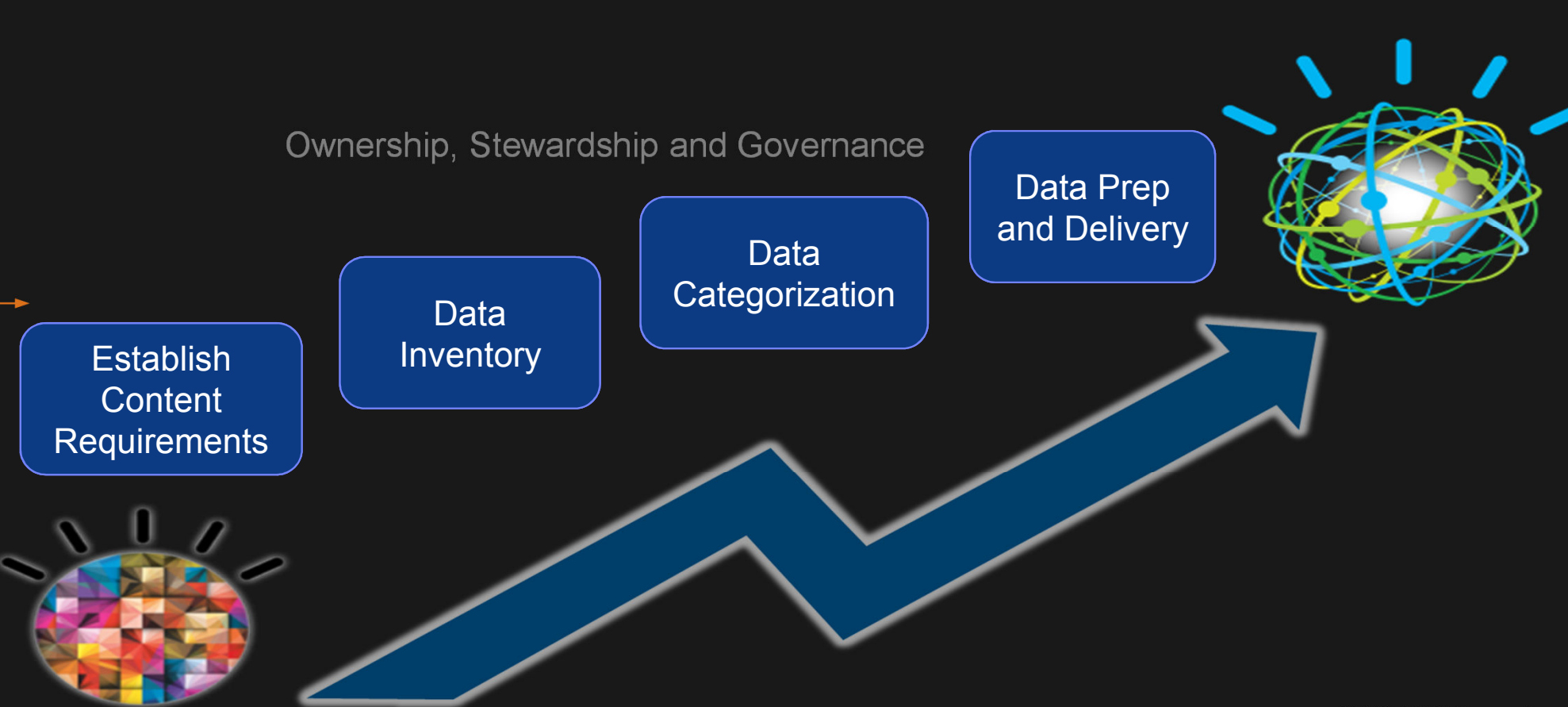
Continually *evolves*.



Enabling Clients on their Journey to Cognitive Computing



All Data





Watson Video

Cloud drives innovation across the business



Meet customer demand



kuuluu.com

Delivers online 3D gaming with great performance and extreme flexibility.

Speed time to market



GE Capital

Provides actionable insights quickly to midmarket clients

Improve marketing effectiveness



wehkamp.nl

Boosts banner ad click-through rate by 500% with cloud-based marketing solutions.

Leverage **cloud** as a growth engine for business



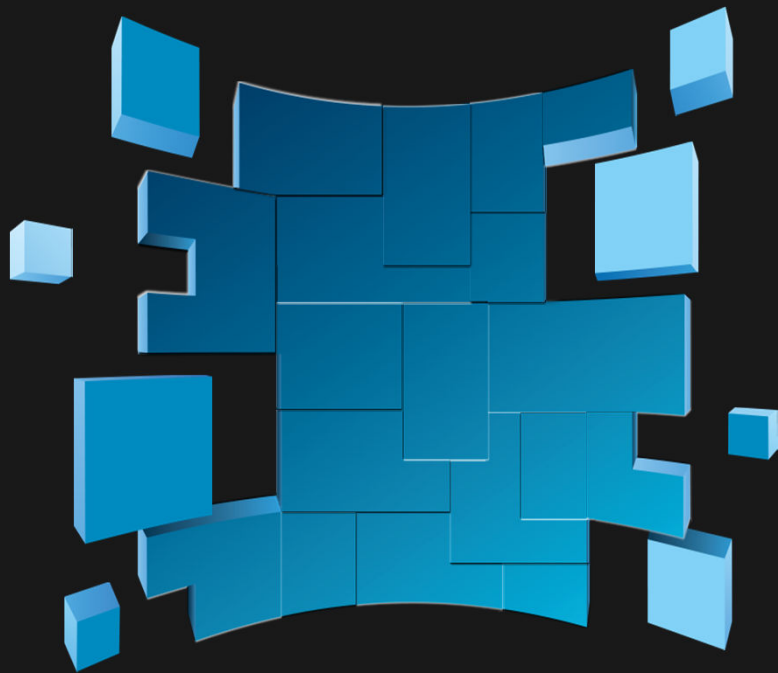
Innovate

with speed

Integrate

seamlessly

The future is a composable business



- Restlessly reinvent and innovate your processes
- Make better decisions with Real-time Actionable Insights
- Accelerate your time to market
- Integrate across the enterprise

The path to a composable business is dynamic cloud



Seamlessly extends enterprise IT with Cloud for changing business needs:

- Acts as one dynamically managed, secure environment
- Flexible choice of delivery models
- Interoperable through open standards

A true cloud experience requires the entire continuum



Infrastructure Services

Defined Patterns Services

Composable Services

Business Services

SOFTLAYER[®]
an IBM Company

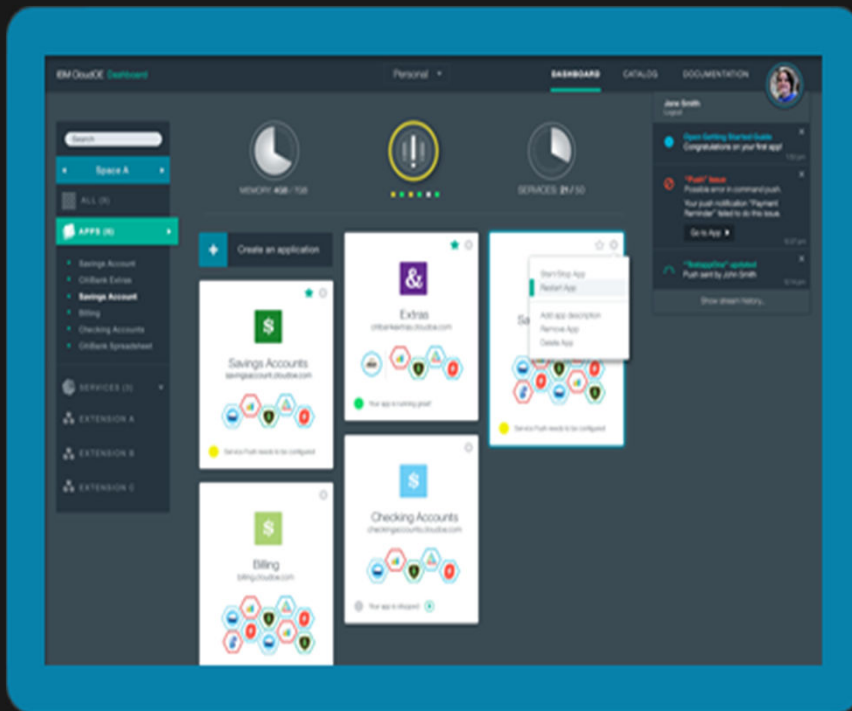
 **PureApplication System**

Codename: BlueMix

SaaS
Marketplace



A cloud platform to compose innovative applications for the **dynamic cloud**



Codename BlueMix

Beta

- **NEW:** Cloud Integration, Internet of things, DevOps, Big data & Analytics Services
- **NEW:** BlueMix Garages: San Francisco
- Run apps in any language
- 200+ application / middleware patterns
- Built on 'Cloud Foundry'
- Access SaaS and API economy

Delivered on
SOFTLAYER

bluemix.net



IBM Marketplace Demo

Cloud innovators are joining the IBM Cloud partner marketplace



Data | Development Tools | Security | Operations Support | Mobile | Analytics | Messaging





Uses IBM BlueMix to quickly deploy a retail solution to personalize the shopping experience.

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Personalized engagement empowers the individual



**Empower employees
to share knowledge**



Bank Hapoalim

Enables fast access to specialized expertise via role-based workspaces.

**Improve customer
engagement**



China Railways

Developed and integrated secure mobile app in three weeks. Gained 9M app installs in next two months.

**Protect customer
information**



Santander UK

Protects customers against malware-based fraud with IBM Trusteer software.

Enable systems of **engagement** to drive productivity and brand value



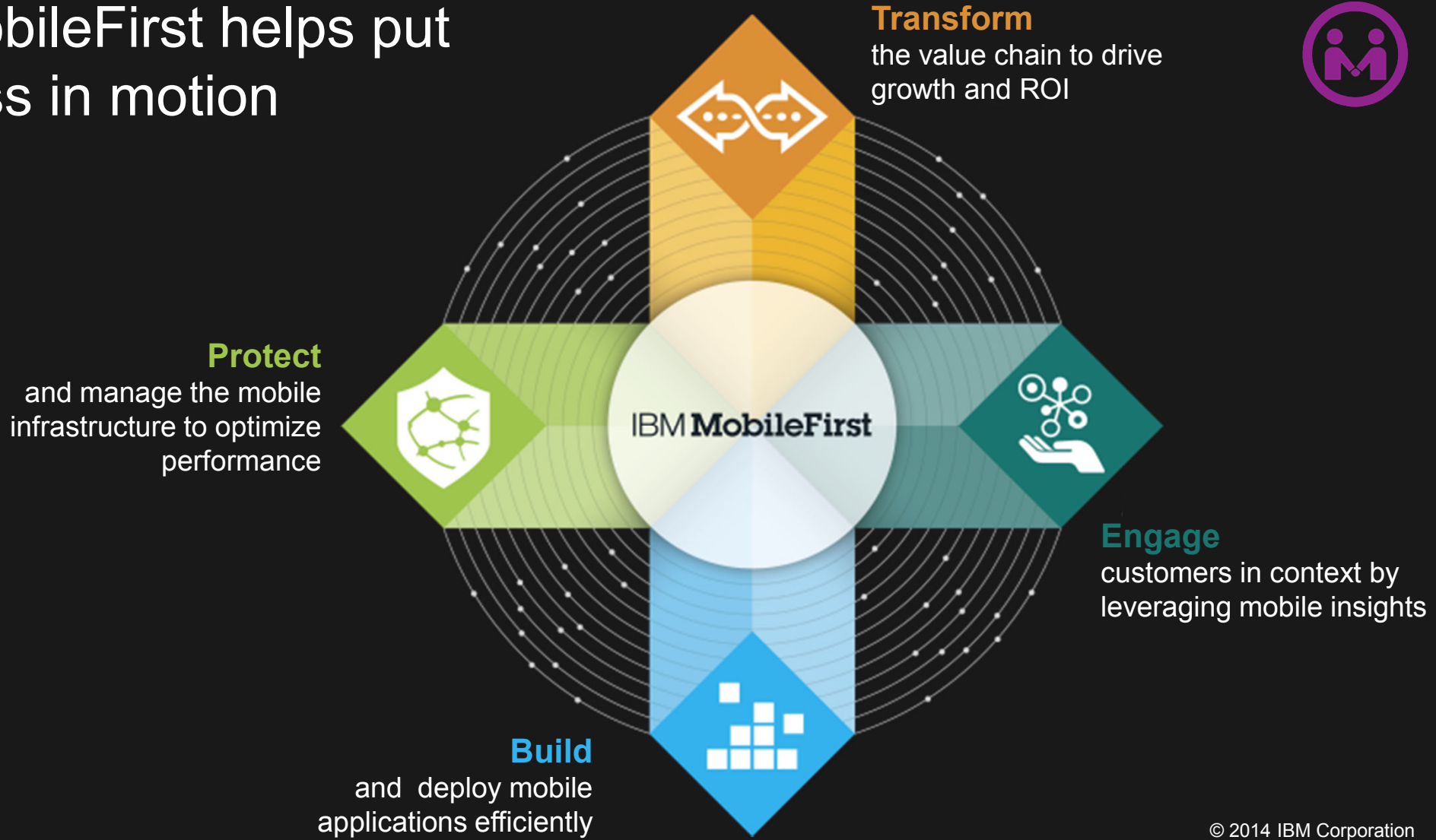
Personalize

in the moment

Protect

the brand

IBM MobileFirst helps put business in motion





Protect interactions and earn trust

Keys to secure engagement:

Intelligence

*Use insights and analytics to
identify priority threats*

Innovation

*Use cloud and mobile technologies
for better security*

Integration

*Develop an integrated approach to
stay ahead of the threat*

COLMOBIL CORP.



Delivers vehicle details and repair status to employee mobile devices, improving on-time completion rate.

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We live in a moment of enormous possibility and transformation

What kind of future you will make of it?



Data

Insight

Watson solutions
Big data & analytics solutions

Speed

Watson Foundations



Cloud

Innovate

SaaS apps
BlueMix
SoftLayer

Integrate

API economy
Internet of Things



Engagement

Personalize

Social Business &
Mobile Enterprise software

Protect

Security Intelligence

