

Applying Analytics

**to Achieve Visibility, Control &
Automation on a Smarter Planet**

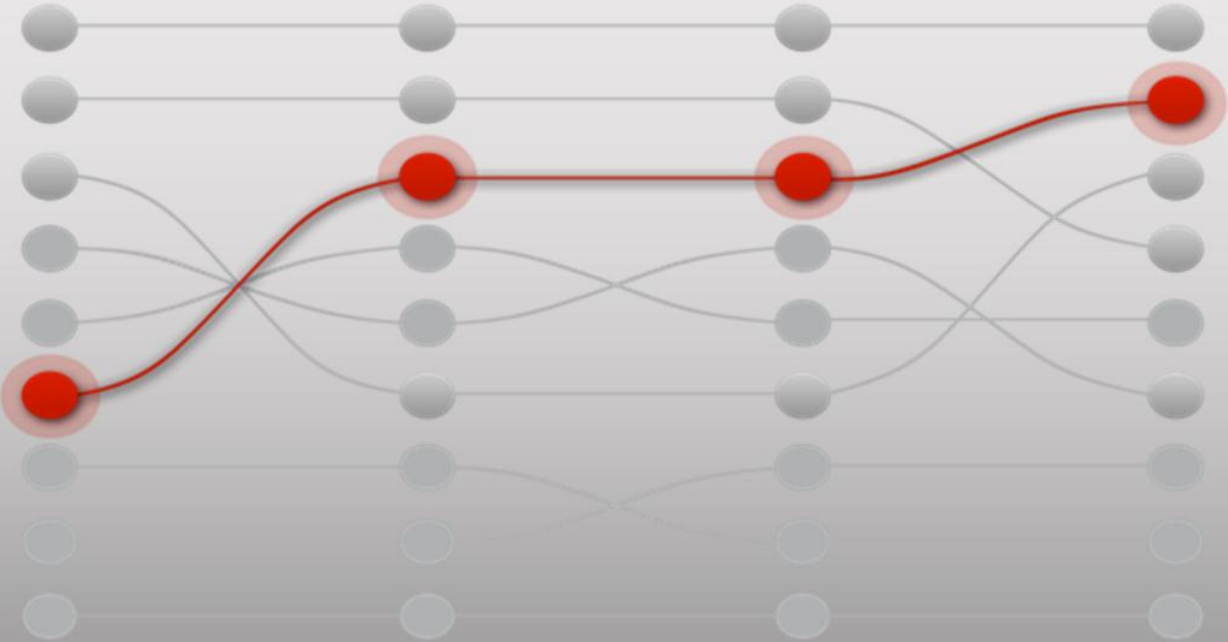
Successful Companies Understand the Value of IT

2004

2006

2008

2010



Market factors

Technological Factors

Macroeconomic factors

People skills

Regulatory concerns

Globalization

Environmental issues

Socioeconomic factors

Geopolitical factors

Fundamental Business Imperatives

BUILD

operating
dexterity

REINVENT

customer
relationships

UNCOVER

new profit
opportunity

Technology Mandates

TRANSFORM

the economics
of IT sparking
innovation

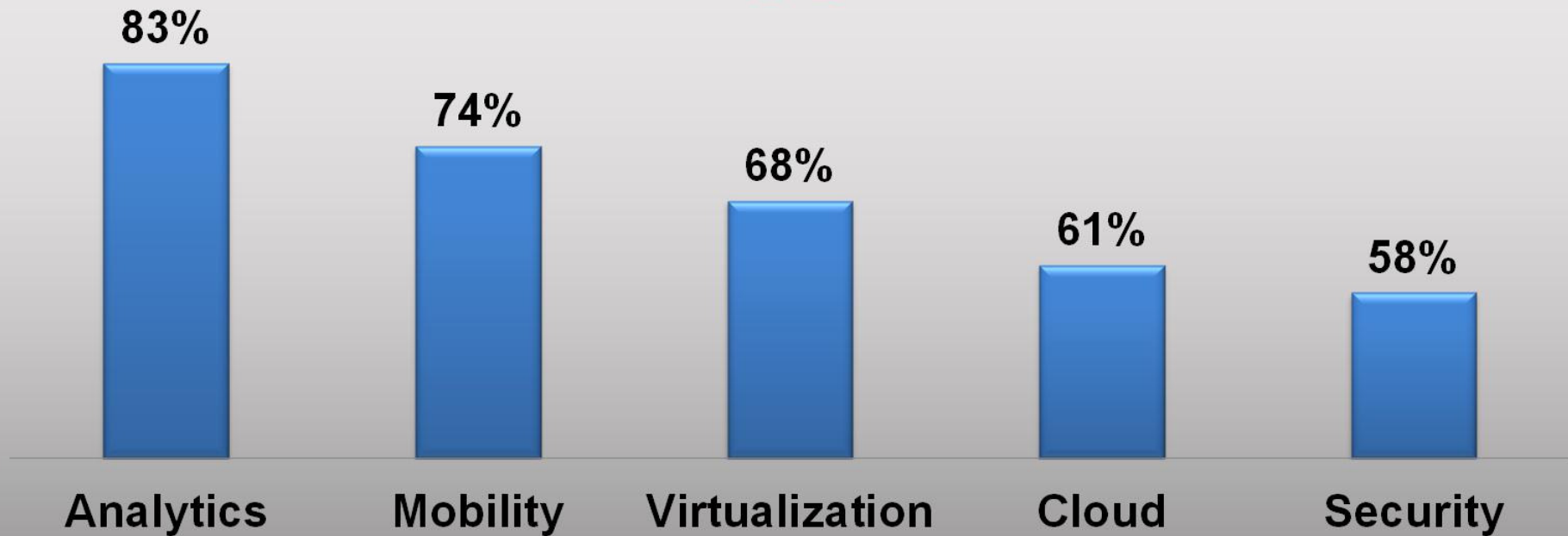
SPEED

delivery of
new services
& products

OPTIMIZE

the agility of the
business service
value chain

Which is Driving an Unprecedented Shift in Technology



Achieving Desired Business Outcomes

Visibility



Control



Automation



Applying Analytics to Achieve Desired Business Outcomes



**To See and Understand Your Business
in Real-time Business**



**China Great Wall
Computer Shenzhen**

**Improved server
utilization by 30%**

**Transform and Adapt While Limiting
Risk and Cost**



**BlueCross BlueShield
of North Carolina**

**Saved 5,000 hours of
staff time by automating
security processes**

**To Achieve Greater Efficiency & Agility
by Standardizing Processes**



**Improved productivity by automating
50% of manual processes**

IBM Is Delivering Integrated Capabilities to Optimize Your End-to-end Infrastructure



Cloud

Mobility

Security

Assets & Facilities

Cloud Computing

- Resilient to Change
- Enterprise-aware
- Built-in insight

IBM SmartCloud Foundation

Platform as a Service Technologies



Lifecycle



Resources



Environments



Applications



Integration

Infrastructure as a Service Technologies



Infrastructure



Administration



Performance



Security



Usage

Enterprise Mobility

- Transform
- Extend
- Manage



Security & Compliance

- Intelligence
- Integration
- Expertise



Asset & Facilities Management

- Simplify
- Integrate
- Optimize

Enterprise Asset Management

Operations

Asset
Service

Supply
Chain

Health, Safety
Environment

Facilities Management

Space &
Facilities

Portfolio

Capital
Projects

Energy &
Sustainability

Take Action! Drive a Consistent Approach
to Visibility, Control and Automation across all
technology initiatives

Visibility



Control



Automation



Apply Analytics