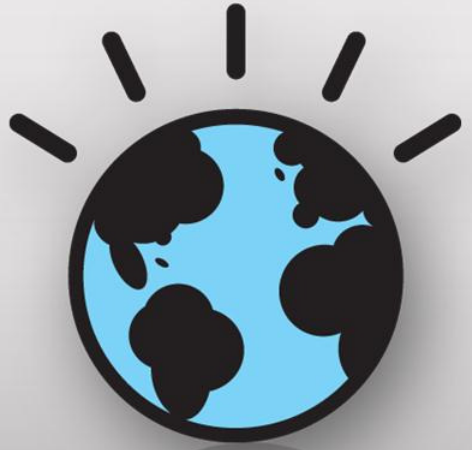
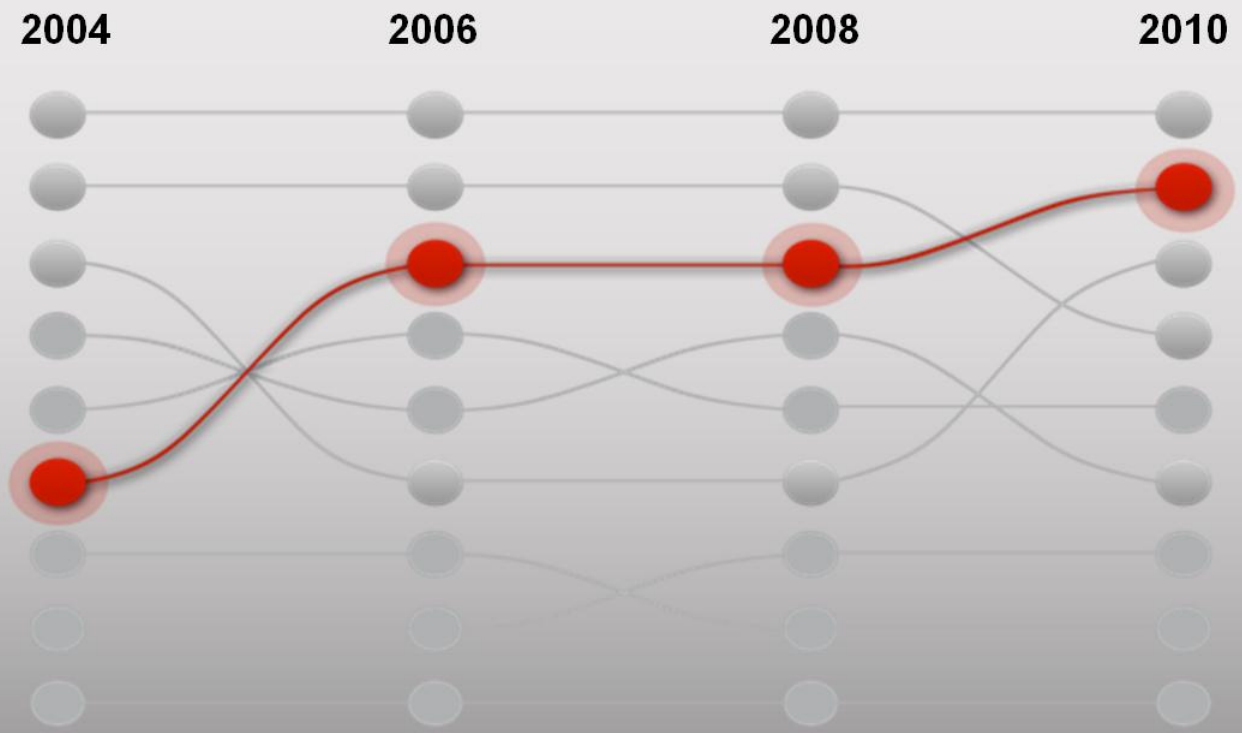


Applying Analytics

to Achieve Visibility, Control & Automation on a Smarter Planet

Successful Companies Understand the Value of IT



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

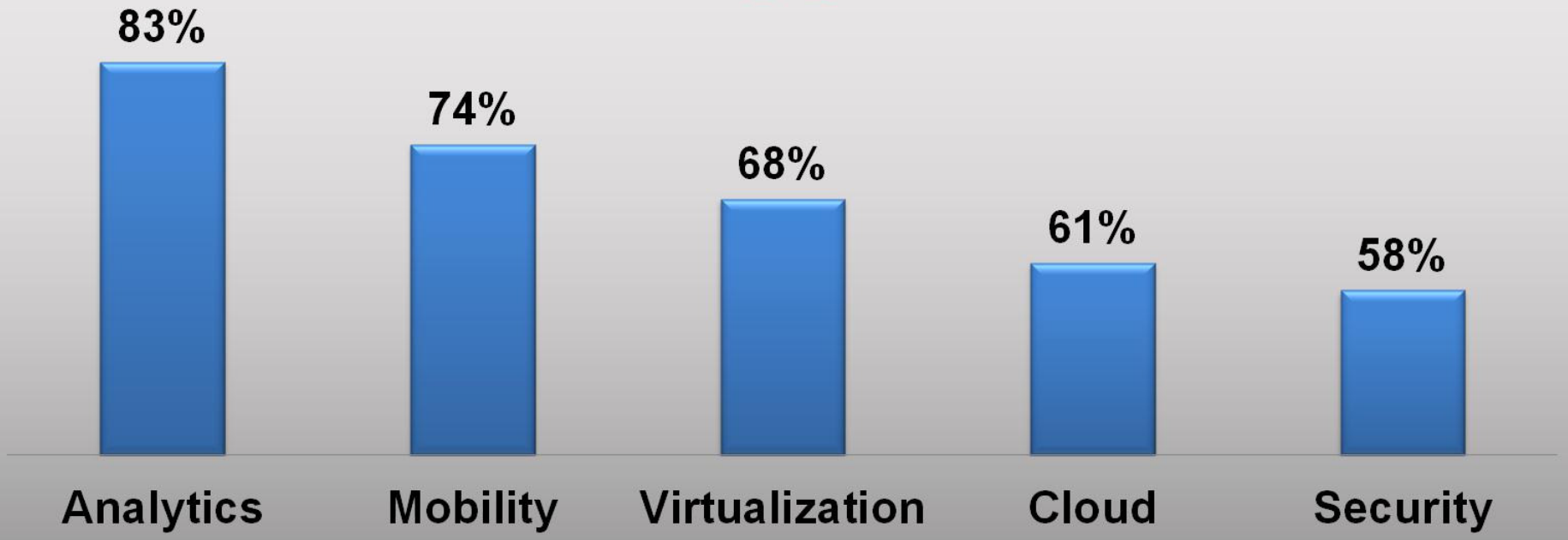
SPEED

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

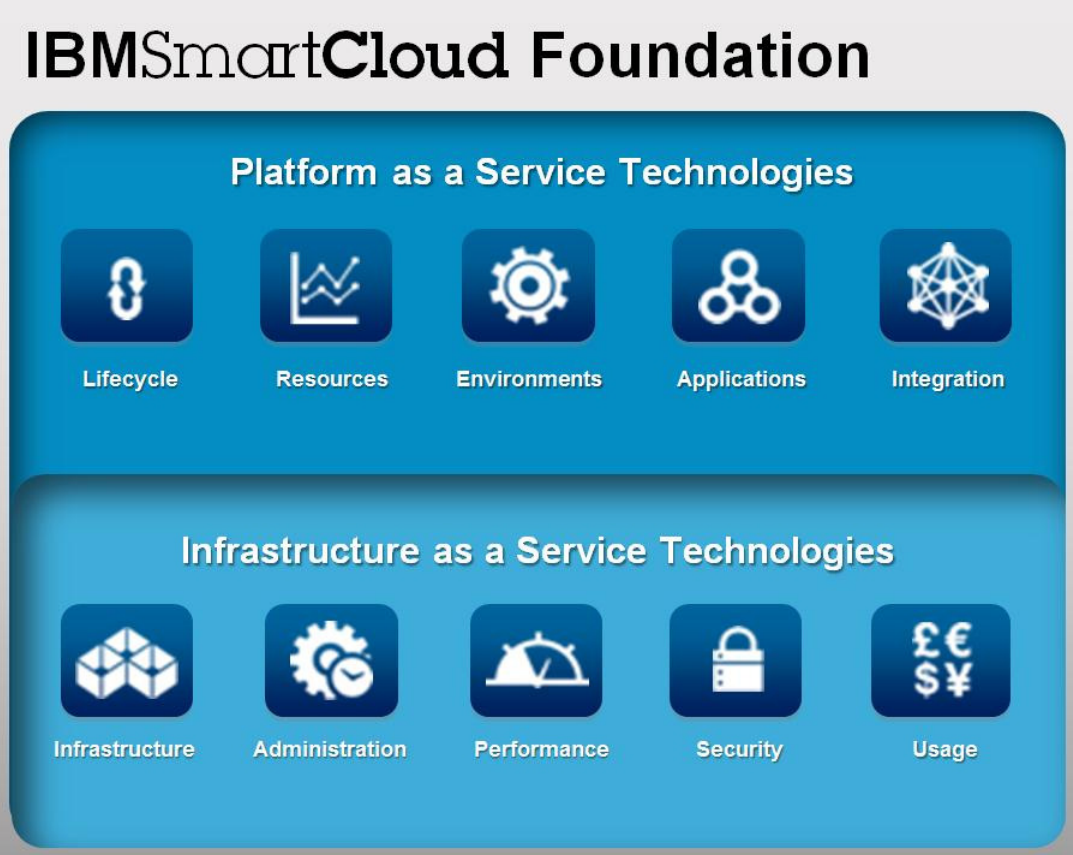
SunTrust

Improved productivity by automating 50% of manual processes

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

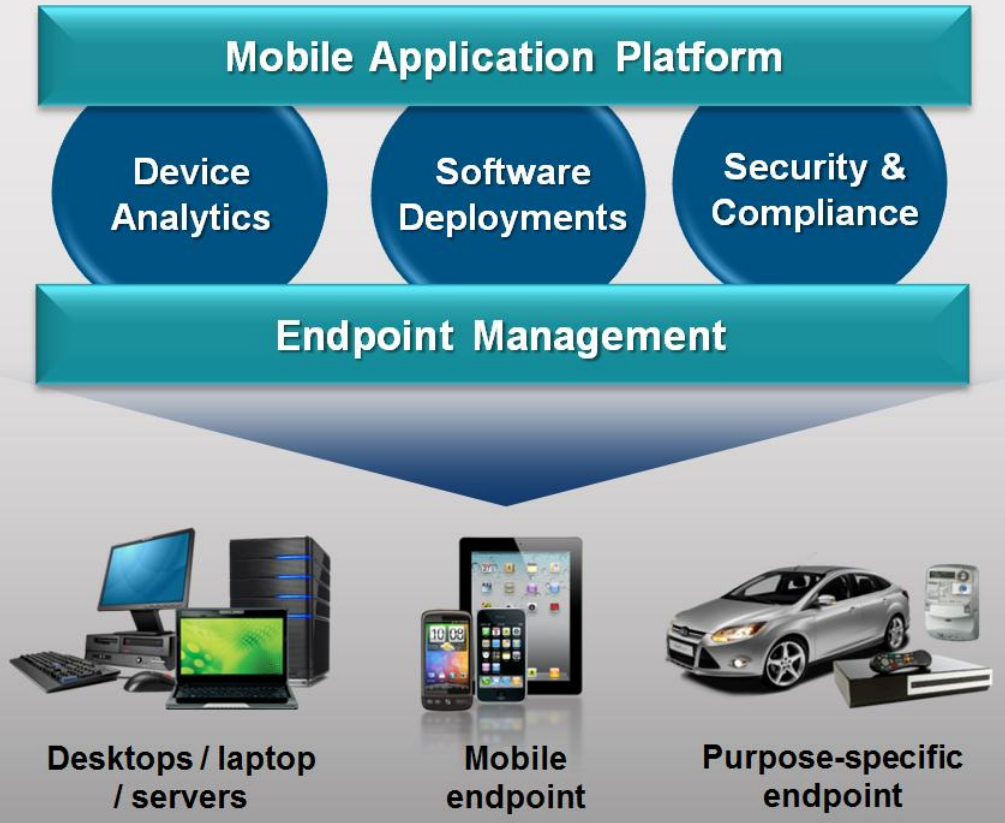
Cloud Computing

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



Enterprise Mobility

- Transform
- Extend
- Manage

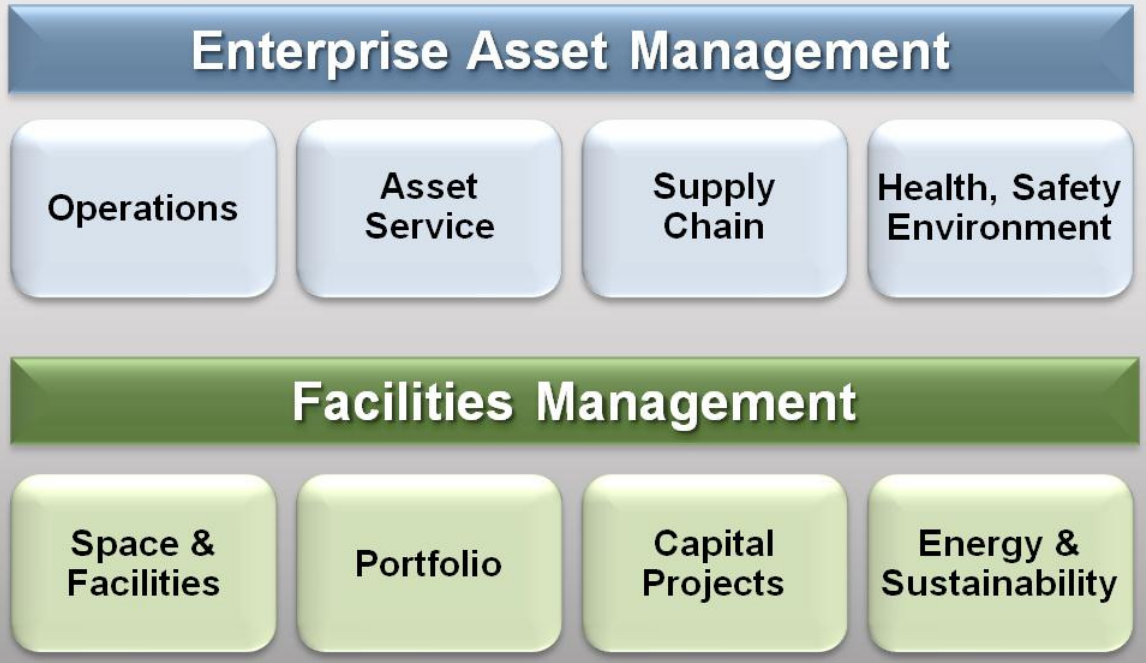


Security & Compliance

- Intelligence
- Integration
- Expertise

Asset & Facilities Management

- Simplify
- Integrate
- Optimize



Take Action! Drive a Consistent Approach

to Visibility, Control and Automation across all technology initiatives

Visibility **Control** **Automation**

Apply Analytics