

Agenda

1 IBM Software Group Strategy & Vision

2 Big Data

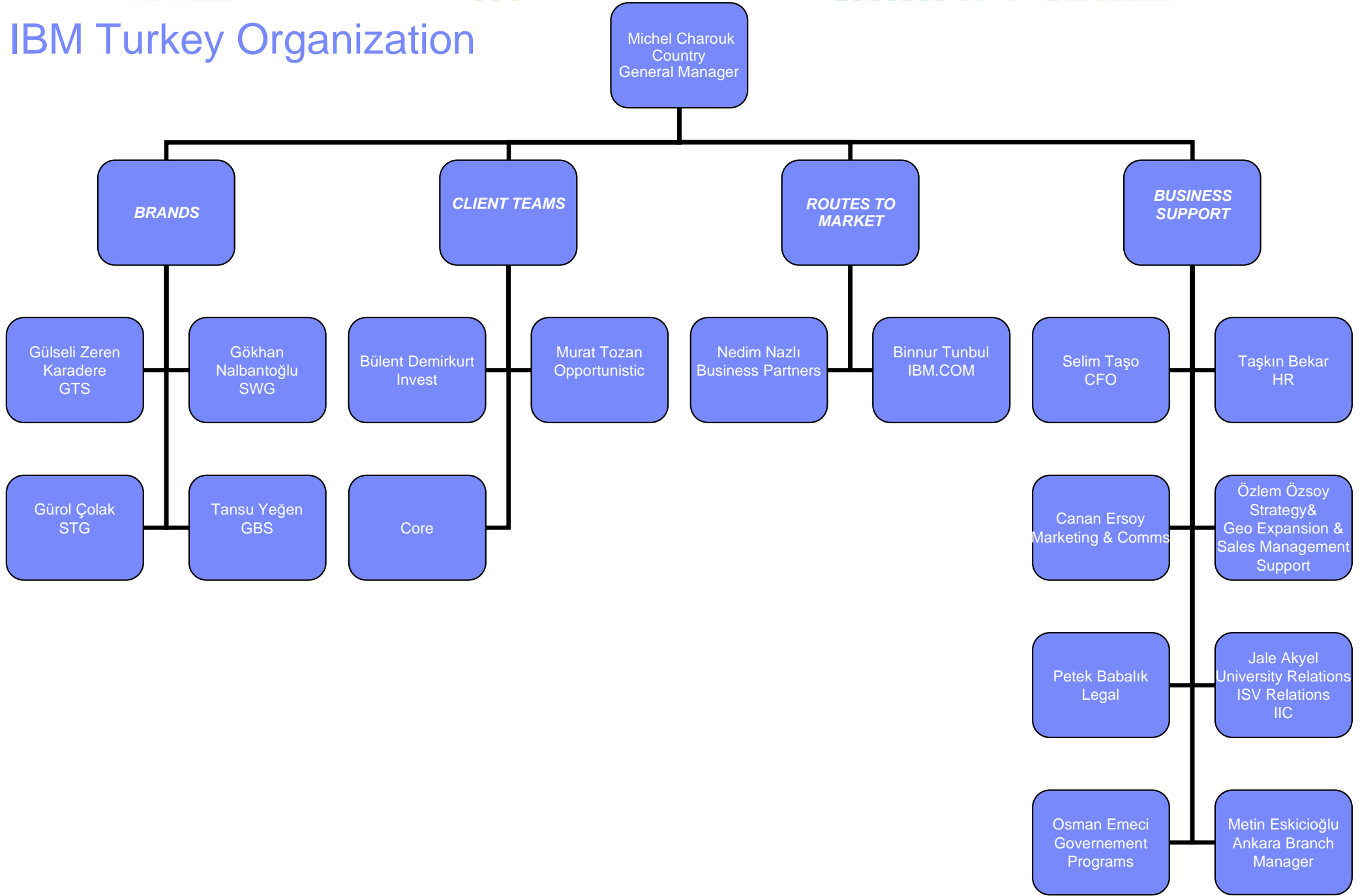
3 Coffee Break

4 New Era of Customer Interaction

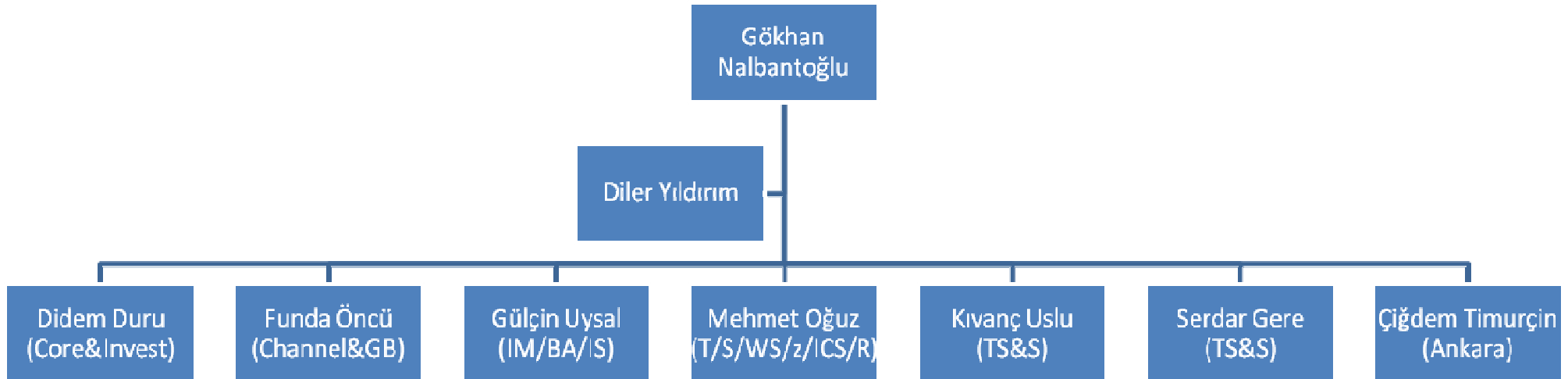
5 Independent Integrated Systems

6 Cocktail

IBM Turkey Organization



Core Management Team Software Group Turkey



On a smarter planet, everyone is connected to everything, which makes us face

- An explosion of **big data**
- A **hyperconnected** society
- Increasingly **demanding** customers
- The push for **relentless innovation**

These marketplace shifts represent new opportunities for growth



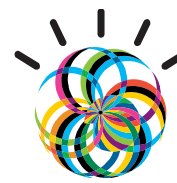
IBM software helps businesses to achieve that growth



Smarter analytics



Cloud and IT optimization



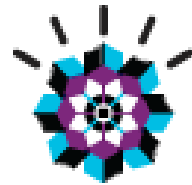
Social business



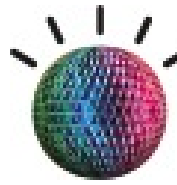
Security



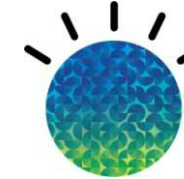
Smarter cities



Product and service innovation



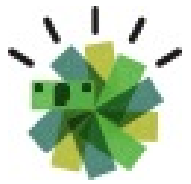
Business agility and mobility



Smarter commerce

Over the last three years, IBM has transformed its software portfolio to address clients' business and IT needs by industry and role ...

Industries



Banking



Energy



Government



Healthcare



Education



Traffic

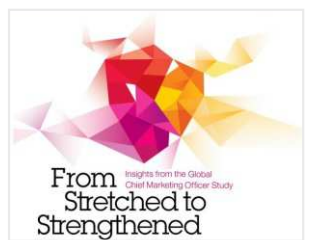


Retail



Communications

Functions/roles



Marketing CMO



Finance CFO



Human resources CHRO



Supply chain CSCO



Executive CEO



IT CIO

Business and IT needs

Turn information into insights

Deepen engagement with customers, partners and employees

Enable the agile business

Deliver enterprise mobility

Accelerate product and service innovation

Optimize IT and business infrastructure

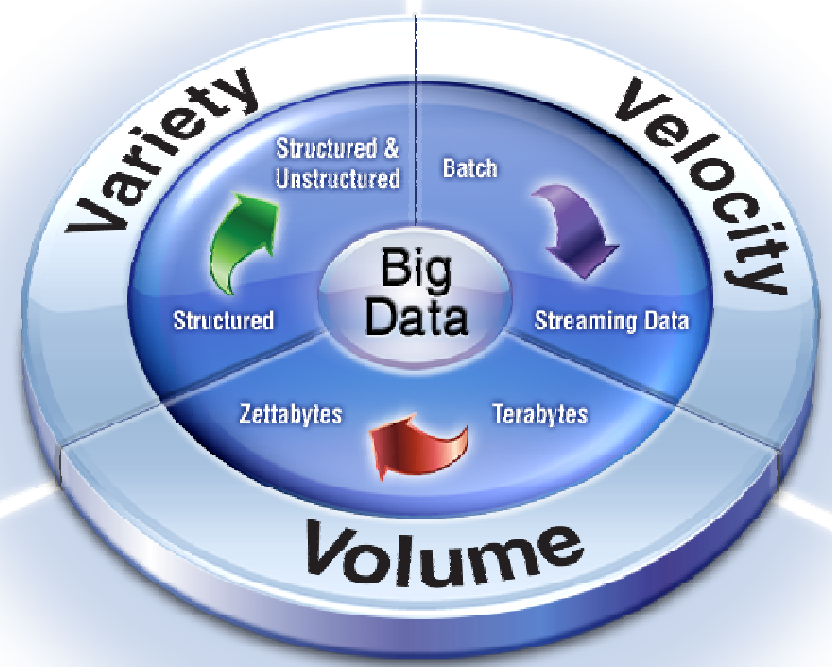
Manage risk, security and compliance

By providing clients with an incredibly rich set of capabilities

Need	Capabilities	Need	Capabilities
<u>Turn information into insights</u>	<ul style="list-style-type: none"> Business Analytics Data Management Big Data Data Warehousing Enterprise Content Management Information Integration and Governance 	<u>Deliver enterprise mobility</u>	<ul style="list-style-type: none"> Mobile Development and Connectivity Mobile Management and Security
<u>Deepen engagement with customers, partners and employees</u>	<ul style="list-style-type: none"> Social Collaboration Unified Communications Web Experience Commerce Enterprise Marketing Management Smarter City Operations 	<u>Accelerate product and service innovation</u>	<ul style="list-style-type: none"> Application Lifecycle Management Complex and Embedded Systems Enterprise Modernization
<u>Enable the agile business</u>	<ul style="list-style-type: none"> Business Process Management Connectivity, Integration and SOA Application Infrastructure 	<u>Optimize IT and business infrastructure</u>	<ul style="list-style-type: none"> Cloud and IT Optimization Asset and Facilities Management Enterprise Endpoint Management
		<u>Manage risk, security and compliance</u>	<ul style="list-style-type: none"> Identity and Access Management Data Protection Application Security Infrastructure Protection Security Intelligence and Compliance Analytics

What is Big Data

Extracting insight from an immense volume, variety and velocity of data, in context, beyond what was previously possible.



Variety
Manage the complexity of multiple relational and non-relational data types and schemas

Velocity
Streaming data and large volume data movement

Volume
Scale from terabytes to zettabytes

About the Communications Industry

Dramatic forces across the communications industry require new approaches to succeed in a dynamic market.

Disruptive competitors drive down profit margins

Advances in technologies like cloud and next-gen networks challenge legacy systems' ability to keep pace

Mobility and data services growth cause an unprecedented network traffic and data explosion

Empowered customers expect a superior communications experience anywhere, anytime, on any device

Active government involvement means increasing regulations



About the Communications Industry

The constant change of the communications industry today represents a tremendous growth potential.

Mobility

50 billion mobile devices

will be connected to the internet by 2020

Customer advocacy

55 percent

of CSP customers worldwide who are considered “antagonists” and can be converted to “advocates”

Data services

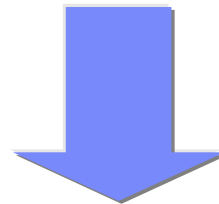
18 times increase

increase in data services by 2015

New markets

\$126 billion Cloud market

potential for cloud-based services by 2015



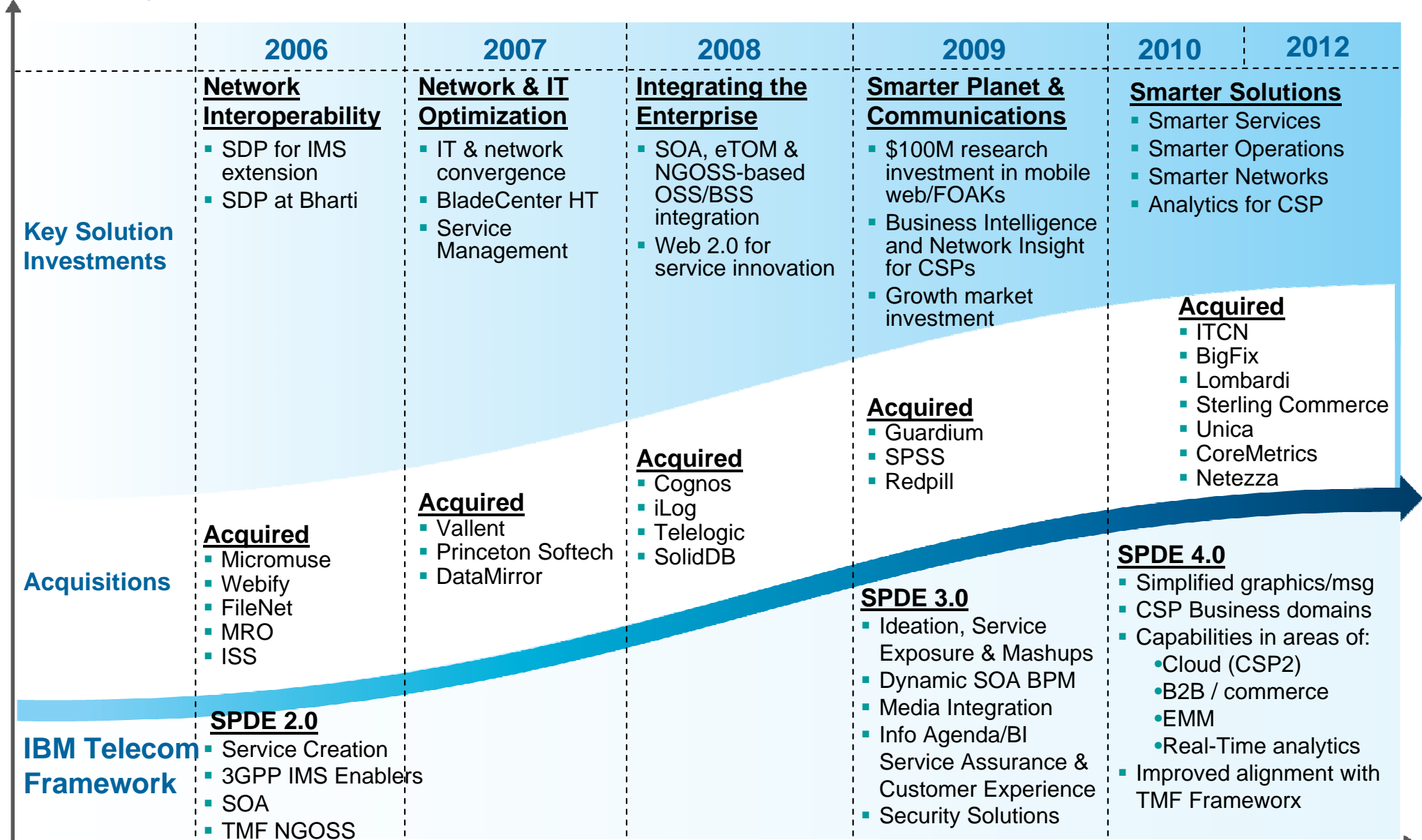
To sustain revenue growth, leaders across your industry are prioritizing three imperatives

Deliver smarter services that generate new sources of revenue

Transform operations to achieve business and service excellence

Build smarter networks

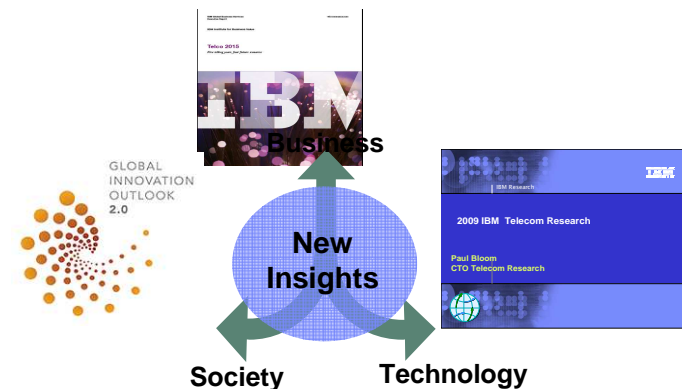
We continue our significant investments in the communications industry *Solutions, Acquisitions and Telecom Industry Framework (SPDE)*



IBM's global network of Telecom expertise

- 15,000+ subject matter experts
- Global Telco Center of Excellence (GTCoE)
- OSS, BSS & Comverse Centers of Excellence
- 8 Telecom Solution Labs (TSLs)
- 7 Software Solution Labs for Telco
- 2 Media Solution Labs (MSLs)

IBM Research Innovation that Matters



- Telecom is IBM's #1 industry research focus
- 100 staff years devoted to Telecom-specific projects
- 250 staff years committed to cross-industry projects
- Telecom is one of IBM's targeted cross-industry markets