

# Harry Van Dorenmalen

Başkan, IBM Avrupa

#connected



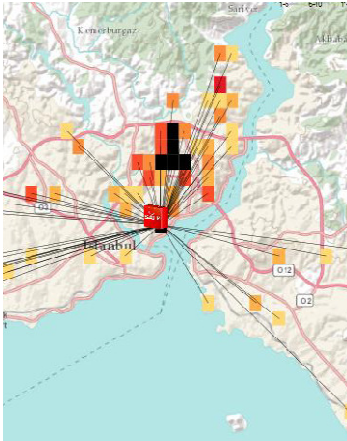
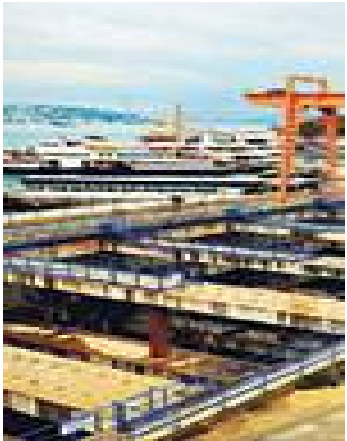
# Today's realities



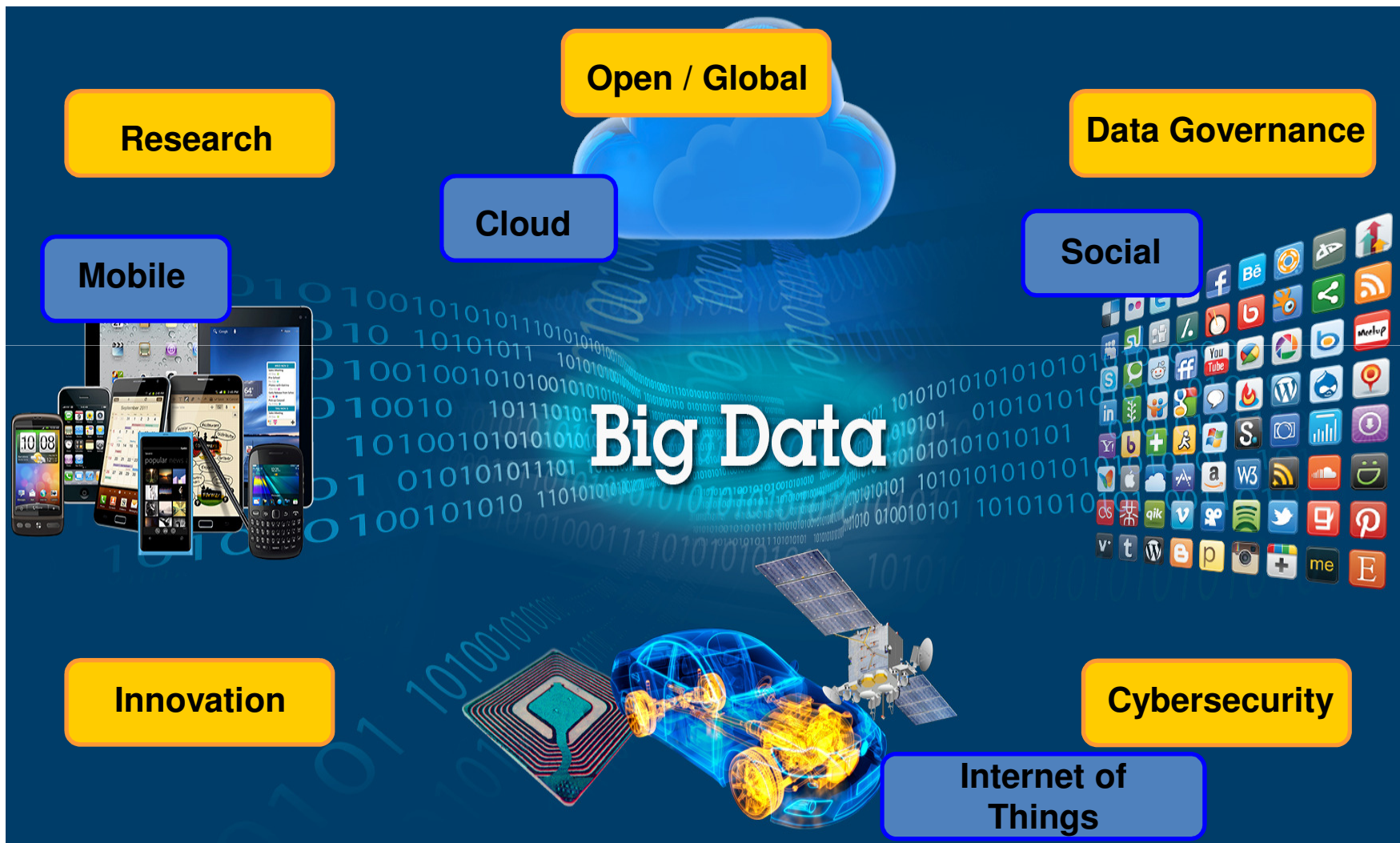
European economy, Social, Mobile, Global competition, Employment



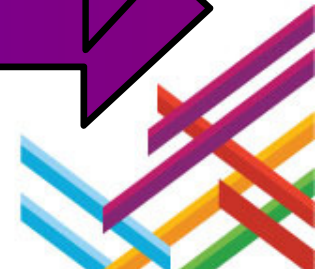
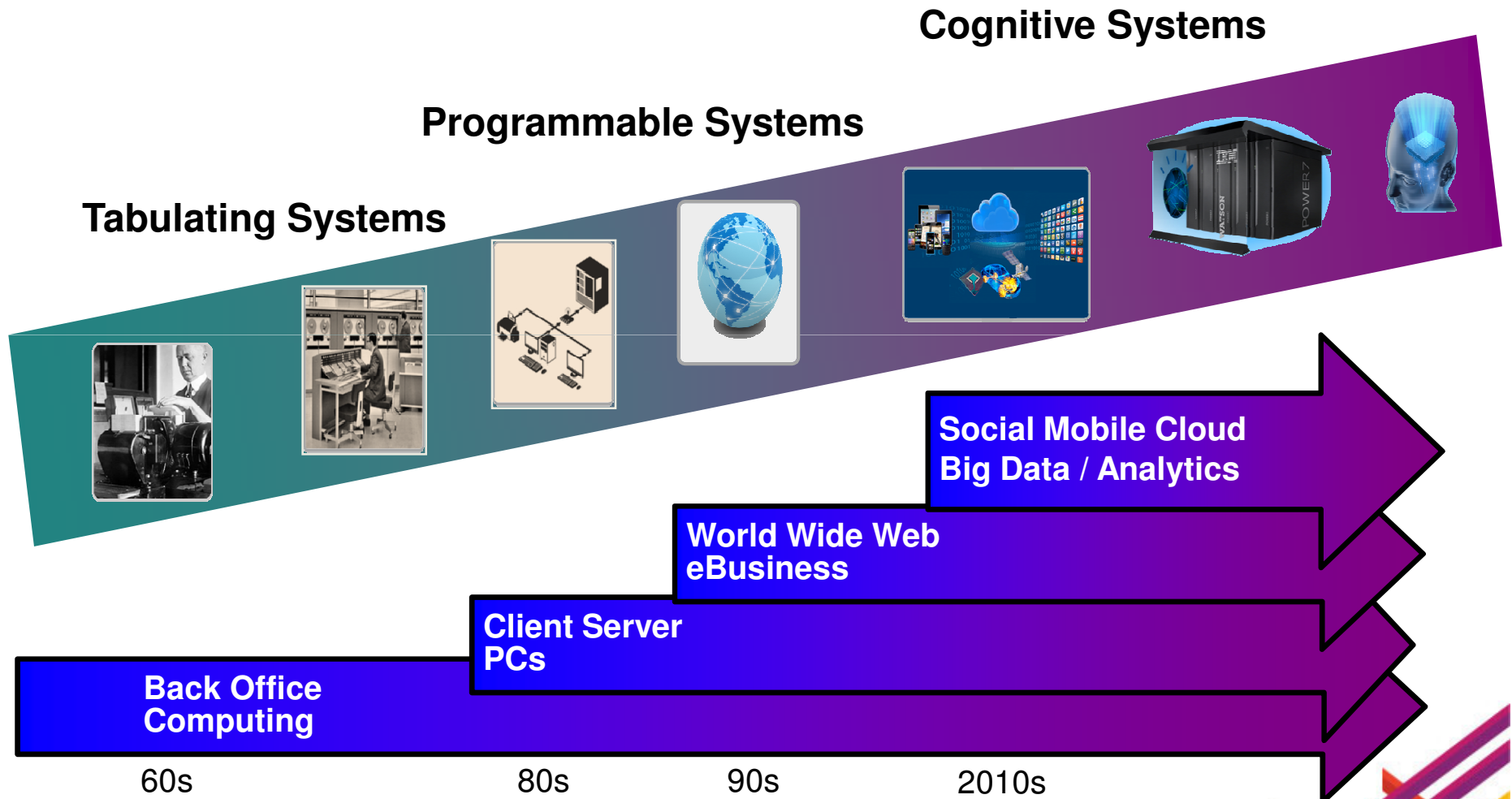
# Today's realities



The new era is reshaping the IT landscape and creating new market dynamics



Advances in technology and computing intelligence are ushering in a new era



We have been at the forefront of great moments in history that will make our lives easier ... for now and the near future



# A new Era of Computing

Cognitive capabilities can help cure diseases such as cancer



# Connect with research institutes



Today, we are leading the transition to a Smarter Planet

Our planet is becoming more...



**Instrumented**

**Interconnected**

**Intelligent**

It is a fundamental shift in the way we live, work and do business.

We live on a planet that is getting smarter



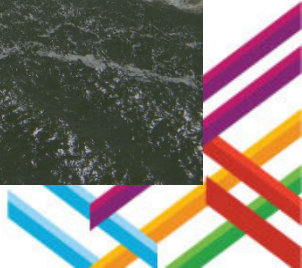




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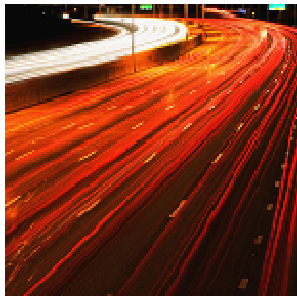
# Dutch Water Management System...



# Improving Traffic flow



# Smarter Planet is expected to grow to ~\$ 10B business by 2015



**Smarter Transportation**



**Smarter Oil & Gas**



**Smarter Food**



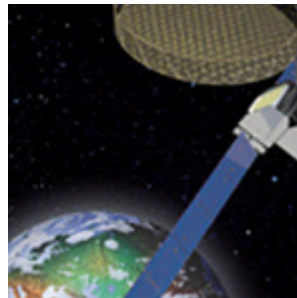
**Smarter Healthcare**



**Smarter Utilities**



**Smarter Retail**



**Smarter Telco**



**Smarter Supply Chains**



**Smarter Public Safety**



**Smarter Money**



**Smarter Water Management**

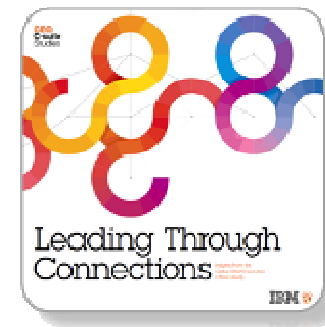
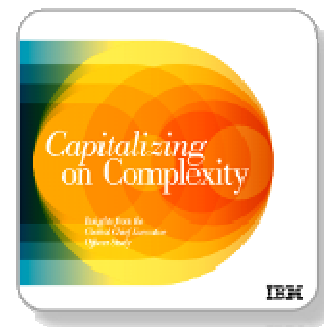
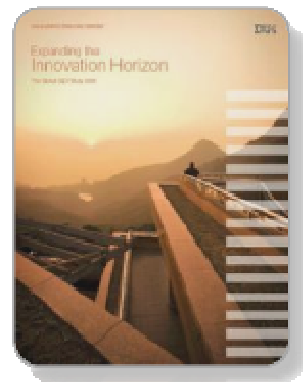
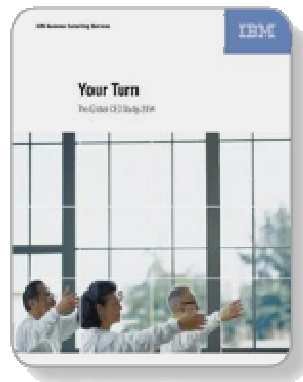


**Smarter Cities**



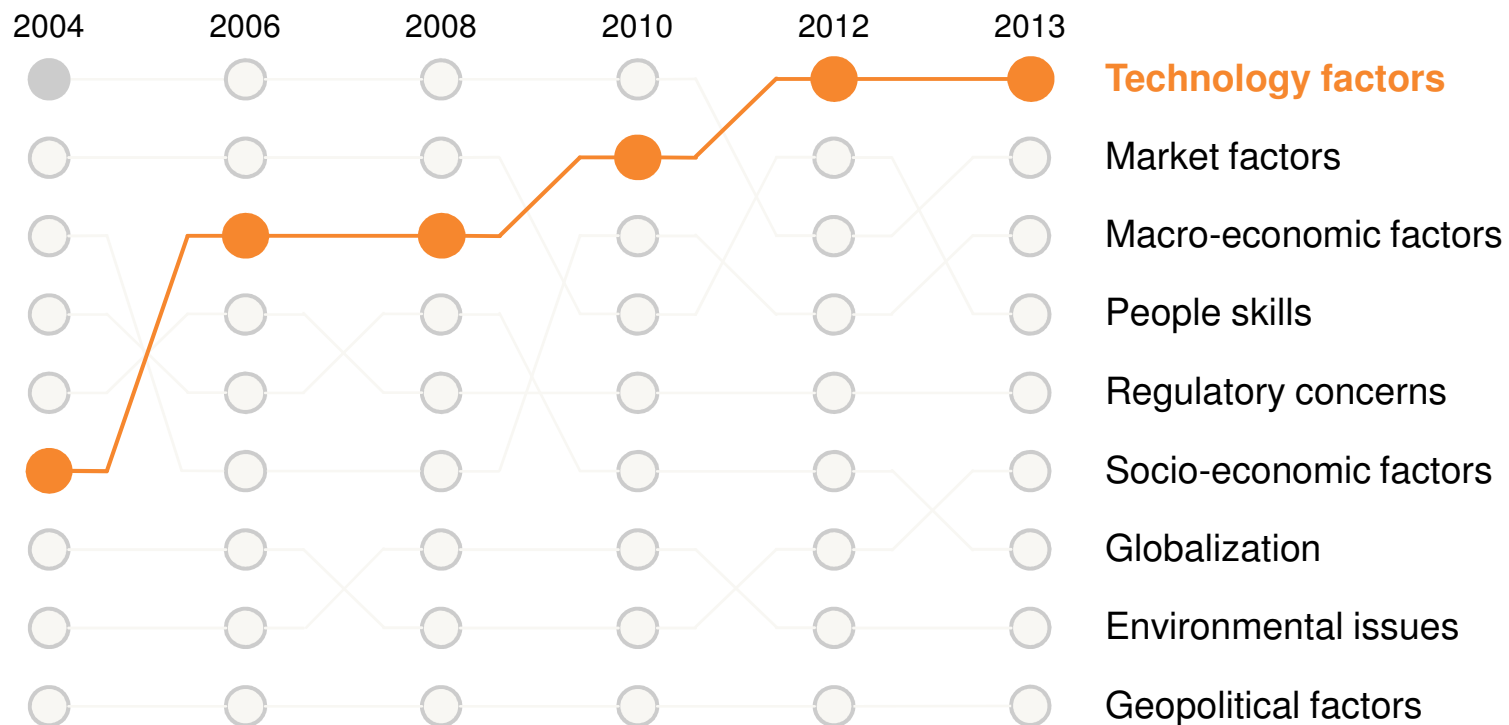
## Global CEO Study 2012: the fifth biennial CEO study

<b>2004 Your turn</b>	<b>2006 Expanding the Innovation Horizon</b>	<b>2008 The Enterprise of the Future</b>	<b>2010 Capitalizing on Complexity</b>	<b>2012 Leading through Connections</b>
<ul style="list-style-type: none"><li>▪ Revenue growth is the #1 priority</li><li>▪ Responsiveness is key competence</li><li>▪ Improving internal capabilities as first step to growth</li></ul>	<ul style="list-style-type: none"><li>▪ Business model innovation matters</li><li>▪ External collaboration</li><li>▪ Innovation must be orchestrated from the top</li></ul>	<ul style="list-style-type: none"><li>▪ Hungry for change</li><li>▪ Customers as opportunity to differentiate</li><li>▪ Business model innovation, global business designs</li></ul>	<ul style="list-style-type: none"><li>▪ Embody creative leadership</li><li>▪ Reinvent customer relationships</li><li>▪ Build operating dexterity</li></ul>	<ul style="list-style-type: none"><li>▪ Empowering employees through values</li><li>▪ Engaging customers as individuals</li><li>▪ Amplifying innovation with partnerships</li></ul>



# CEOs consider technology the single most important external force shaping their organization's future

## CEO Studies 2004–2013



Source: Question E8–What are the most important external forces that will impact the enterprise over the next 3 to 5 years?; n=884 [CEO only]



## CIOs are increasingly seen as essential to the future success of the organization

- **CIOs are now increasingly in step with CEOs' top priorities**
  - This new alignment comes as CEOs better understand the importance of technology
  - The organization increasingly relies on the CIO to turn data into usable information, information into intelligence and intelligence into better decisions
- **Delivering the IT fundamentals superbly remains critical for every CIO**
  - This earns credibility and trust as the basis for broader organisational impact
- **Agreeing and following through on a clearly defined mandate is a key differentiator of successful CIOs and their organizations**
  - The needs and expectations of the business ultimately determine the level to which the CIO has a mandate to use technology to achieve the business goals
  - A clearly defined business-technology mandate creates openness and clarity around goals and roles of technology, allowing the CIO to grow authority and impact
- **CIOs will focus IT investments on insight and intelligence, people skills and risk management to align with and help their organization's strategies in the short to medium term**
  - CIOs place regulatory concerns ahead of technological and macro-economic concerns, and budgets and socio economic factors expected to have more of an impact on their organization than their global peers
  - The majority of the MEA CIOs fall within the Expand CIO mandate



**IBM 1983**



**IBM 1984**



**IBM 1993**



**IBM 1996**



**IBM 2004**



**IBM 2012**

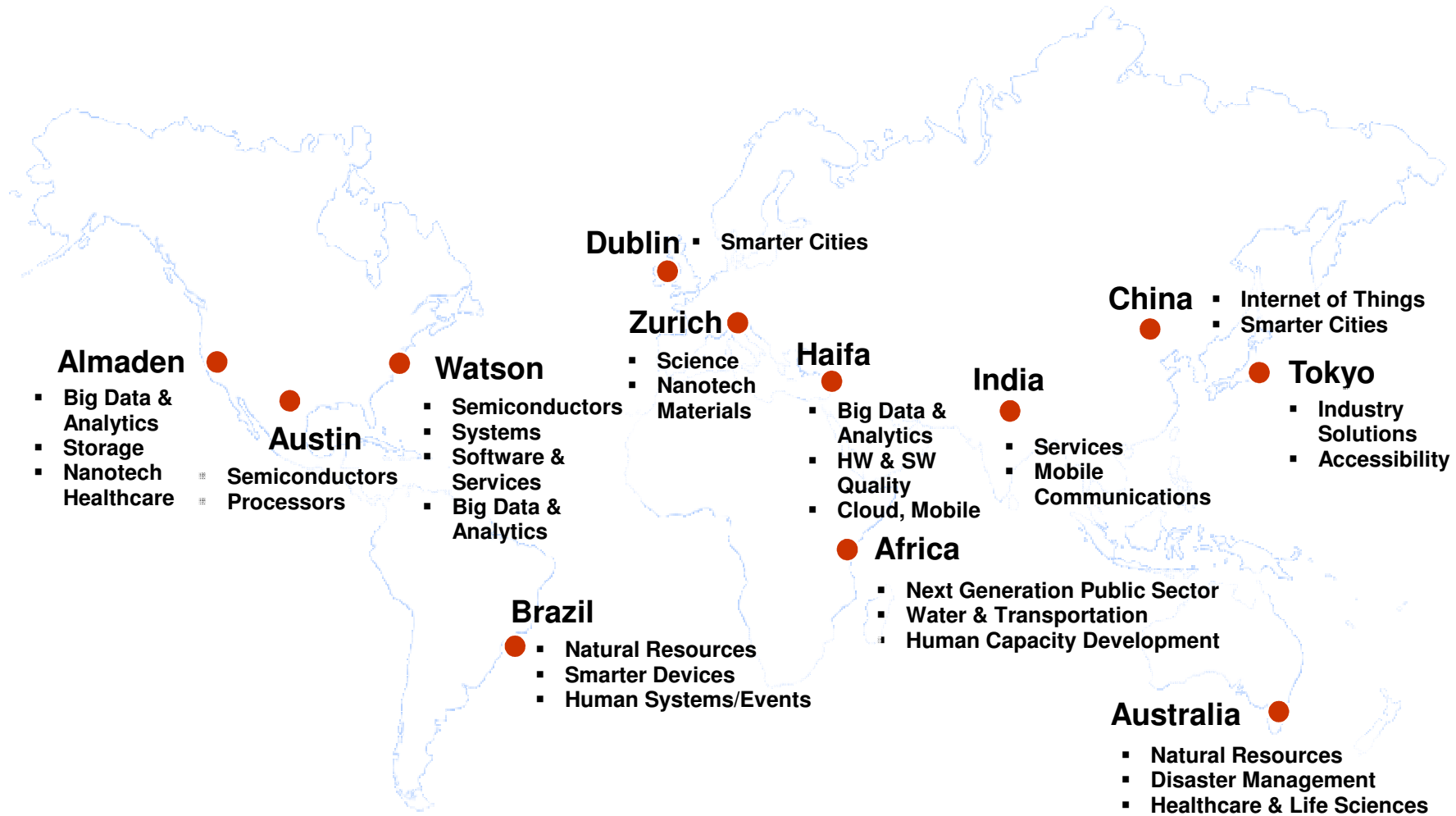




# IBM's strategy of innovation, transformation and higher value...



# IBM Research Globalization



● IBM Research Labs



IBM continues to remix our portfolio...  
...to reflect our beliefs and our strategy

**Exit commoditized businesses  
that no longer fit our strategy**

- DRAM 1999
- Network 1999
- Flat Panel Displays 2001
- Hard Disk Drives 2002
- Personal Computers 2005
- Printers 2007
- Retail Store Solutions 2012



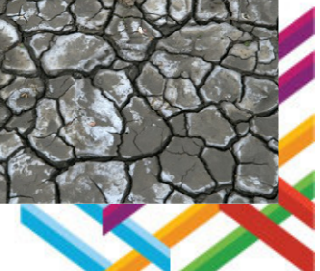
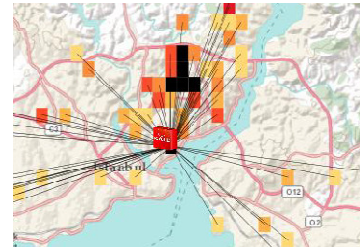
**Invest in acquisitions  
and organic capabilities to  
complement & scale our portfolio**

- Nearly \$39B in 141 acquisitions since the beginning of 2000
- Nearly \$17B in 33 acquisitions for Business Analytics and Optimization since 2005
- More than \$6B annual investment in IBM Research & Development



## Critical to success

- **Agenda**
  - Value positioning
  - Partnerships
  - Results
- **Technology**
  - Infrastructure
  - Innovation, Research & Development
  - References
- **Talent**
  - Education system
  - Tap on talent
  - Social media





# **IBM Connected 2013**

Her Deneyim Bir Kazanım

**THANK YOU**

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