

WebSphere's Advanced Technology Improves Business

Improve Your Business With WebSphere

Welcome And Introductions

Thank you for coming today!



Your IBM technical team welcomes you

Allow us to introduce ourselves

What Are Your Enterprise Priorities?



Increased
Quality



Faster
Execution

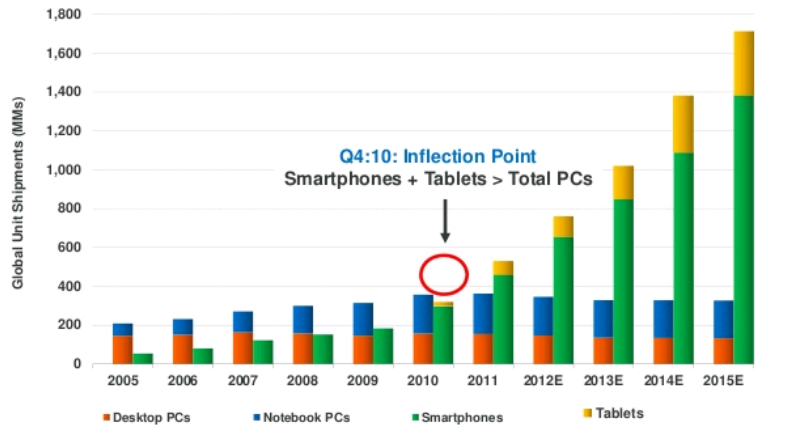


Lower
Cost

Mobile Is An Enterprise Priority

Global Smartphone + Tablet Shipments Exceeded PCs in Q4:10

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets, 2005-2015E

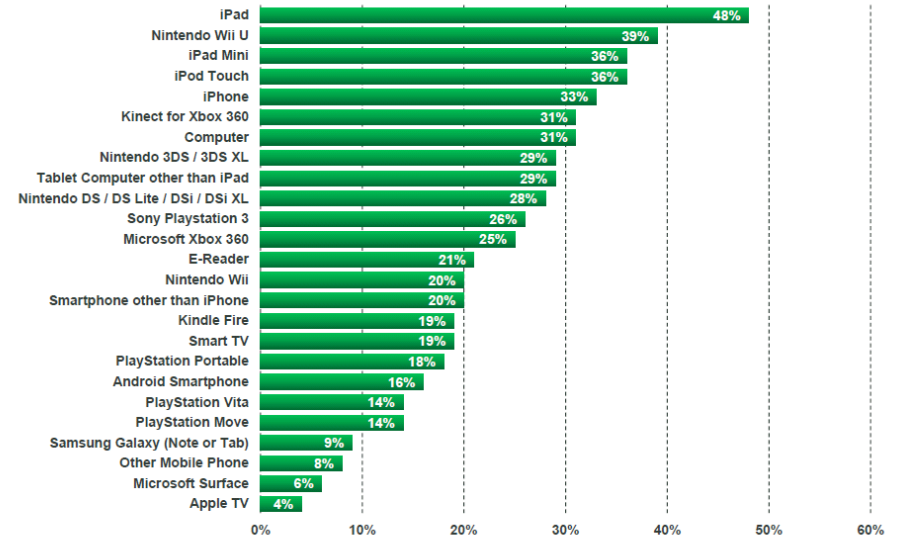


KPCB

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research. Data and Estimates as of 9/12. 25

Sales of smartphones and tablets far exceed sales of PCs

Interest in Buying in Next 6 Months Among USA Kids Ages 6-12



KPCB

Source: Nielsen, 11/12

iPad beats Wii and Xbox as most desired purchase

Although there are over 1 billion smartphones, that is only 17% of the global cellphone market¹

¹ Source: Morgan Stanley research estimates

Business Process Effectiveness Is An Enterprise Priority

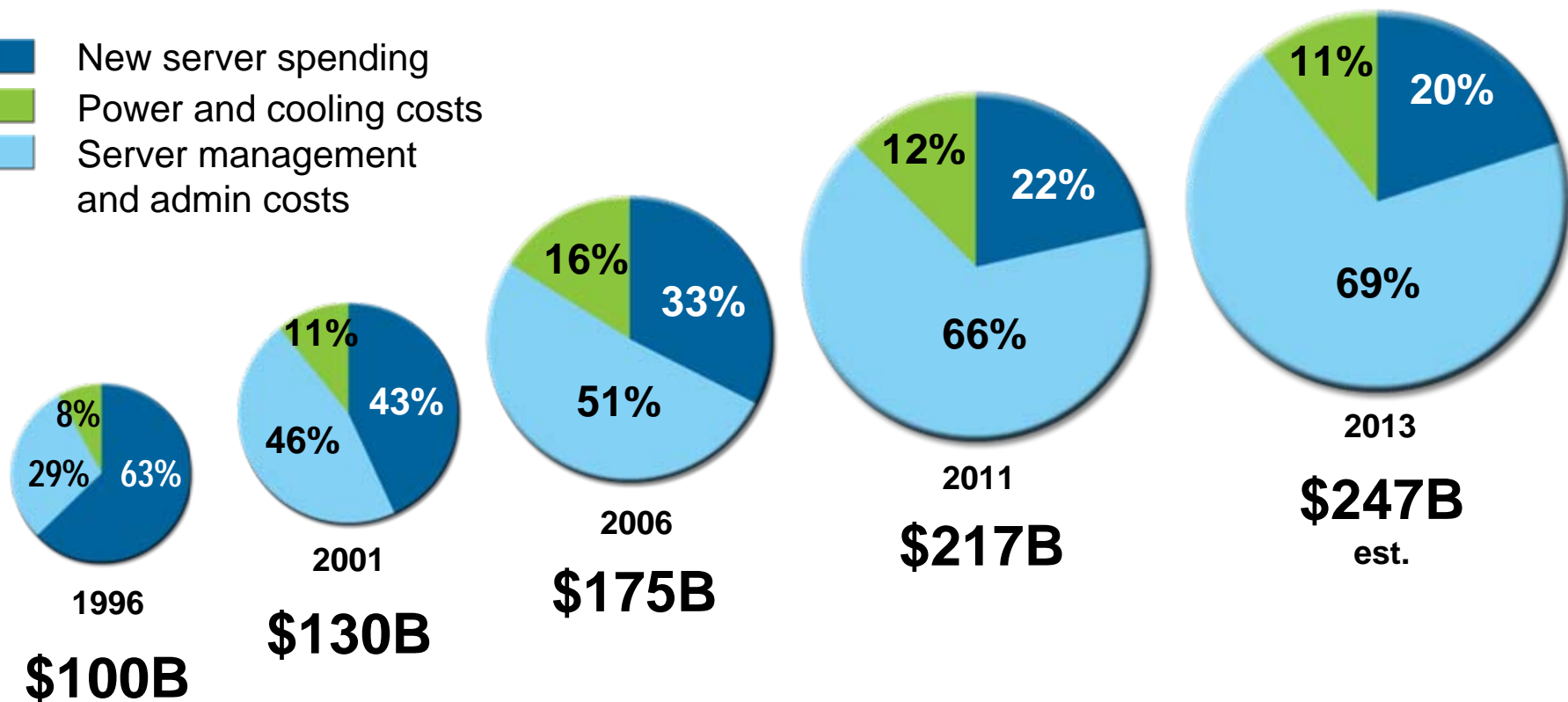
McKinsey's Global Technology Survey found that **“Improving business process effectiveness”** ranked as the **#1** priority for executives

McKinsey Global Technology Survey, December 2011, How IT is Managing New Demands
https://www.mckinseyquarterly.com/High_Tech/Strategy_Analysis/A_rising_role_for_IT_McKinsey_Global_Survey_results_2900

Controlling Server Management Costs Is An Enterprise Priority

Worldwide IT Spending on Servers, Power, Cooling and Management Administration

- New server spending
- Power and cooling costs
- Server management and admin costs



Source: IDC, 2012

WebSphere's Advanced Technology Addresses Those Priorities And Improves Your Business

- Extend your reach
 - ▶ Drive customer interest with mobile applications
- Enhance your processes
 - ▶ Optimize your key business processes with business process management
 - ▶ Automate and improve your business decisions with decision management
 - ▶ Integrate your cross-enterprise applications with an enterprise service bus
- Improve your efficiency
 - ▶ Achieve elastic application scalability with a state-of-the-art application server
 - ▶ Reduce the cost of deploying your applications with a private cloud solution

Today We Will Show You How WebSphere's Advanced Technology Can Improve Your Business

9:00 – 9:30	Improve Your Business with WebSphere
9:30 – 10:00	Drive Customer Interest
10:00 – 10:45	Optimize Your Key Business Processes
10:45 – 11:00	-- BREAK --
11:00 – 11:45	Automate and Improve Your Business Decisions
11:45 – 12:30	Integrate Your Cross-Enterprise Applications
-- LUNCH --	
13:30 – 14:15	Achieve Elastic Application Scalability
14:15 – 15:15	Reduce the Cost of Deploying Your Applications
15:15 – 15:30	Deliver Faster Results

Allow Us To Introduce Service Oriented Finance – They Need IBM’s Solutions Too

Service Oriented Finance Ministry has over 50 regional offices

We need our applications to reach more of our citizens and our operations to run even more effectively.



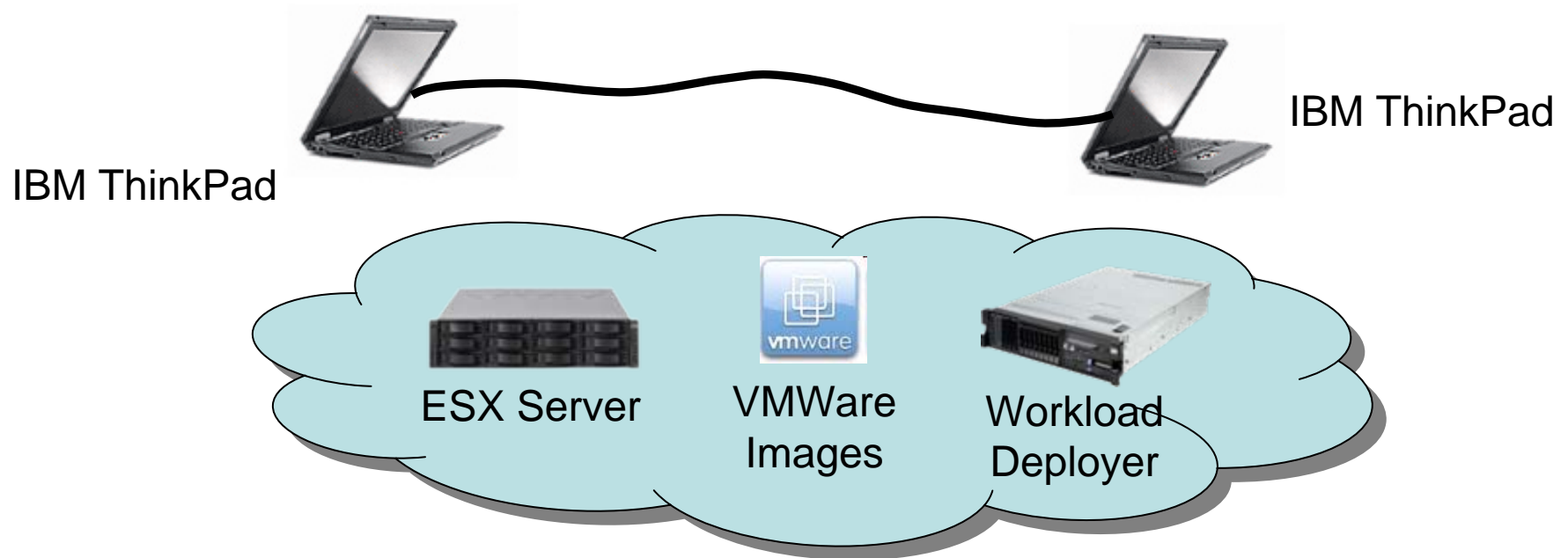
Service Oriented Finance Minister

She just cut my budget!



Service Oriented Finance Chief Technologist

We Will Prove The Value Of IBM's Solutions With LIVE Demonstrations



***Eighteen Demonstrations of
IBM and Competitors' Solutions***

Let's Get Started!

